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with "thumb-through" index



SPECIAL SUPPLEMENT
VOLUME 2/1995

RATINGS REPORT & DIRECTORY

YOUR COMPLETE INDUSTRY RESOURCE GUIDE

■ Detailed Arbitron trends
and Top 100 market profiles

■ More than 2500 radio and
record-related business listings



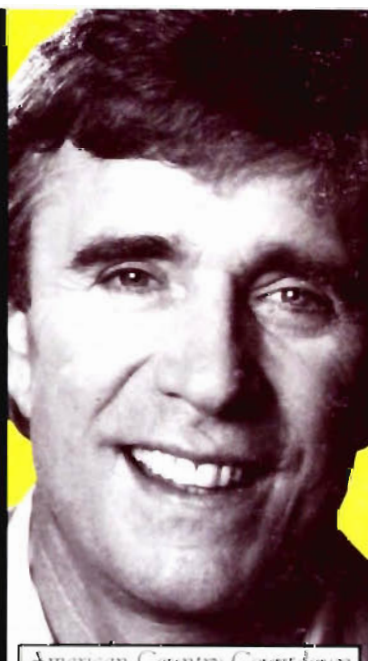
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Morning Show*

**#1 URBAN
MORNING SHOW**



*Paul Harvey
News & Comment*

**#1 NEWS
BROADCASTER**



*American Country Countdown
With Bob Kingsley*

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COUNTDOWN SHOW**



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101	Albuquerque (69)
98	Allentown-Bethlehem (63)
43	Atlanta (12)
93	Austin (54)
111	Bakersfield (89)
53	Baltimore (18)
107	Baton Rouge (82)
93	Birmingham (53)
39	Boston (10)
79	Buffalo-Niagara Falls (40)
108	Charleston, SC (83)
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115	Chattanooga (97)
25	Chicago (3)
62	Cincinnati (25)
58	Cleveland (22)
112	Columbia, SC (91)
71	Columbus, OH (33)
33	Dallas-FL Worth (7)
87	Dayton (47)
114	Daytona Beach (96)
59	Denver-Boulder (23)
111	Des Moines (90)
31	Detroit (6)
102	El Paso (72)
105	FL Myers-Naples (78)
114	FL Wayne (95)
98	Fresno (64)
99	Grand Rapids (65)
81	Greensboro-Winston Salem (42)
106	Greenville-New Bern (80)
96	Greenville-Spartanburg (59)

Page Market (Metro rank)

103	Harrisburg-Lebanon-Carlisle (73)
80	Hartford-New Britain (41)
95	Honolulu (58)
37	Houston-Galveston (9)
75	Indianapolis (36)
90	Jacksonville (50)
113	Johnson City-Kingsport-Bristol (94)
64	Kansas City (27)
101	Knoxville (70)
116	Lafayette, LA (99)
94	Las Vegas (55)
107	Little Rock (81)
23	Los Angeles (2)
88	Louisville (48)
99	McAllen-Brownsville (66)
115	Melbourne-Titusville-Cocoa (98)
82	Memphis (43)
41	Miami-FL Lauderdale (11)
63	Milwaukee-Racine (26)
50	Minneapolis-St. Paul (16)
109	Mobile (86)
85	Monmouth-Ocean, NJ (46)
105	Monterey-Salinas-Santa Cruz (77)
84	Nashville (45)
46	Nassau-Suffolk (14)
108	New Bedford-Fall River (84)
113	New Haven (93)
77	New Orleans (38)
20	New York (1)
70	Norfolk-Virginia Beach-Newport News (32)
92	Oklahoma City (51)
102	Omaha-Council Bluffs (71)
78	Orlando (39)
29	Philadelphia (5)

Page Market (Metro rank)

56	Phoenix (20)
54	Pittsburgh (19)
61	Portland, OR (24)
69	Providence-Warwick-Pawtucket (31)
92	Raleigh-Durham (52)
94	Richmond (56)
65	Riverside-San Bernardino (28)
116	Roanoke-Lynchburg (100)
83	Rochester, NY (44)
67	Sacramento (29)
51	St. Louis (17)
73	Salt Lake City-Ogden-Provo (35)
72	San Antonio (34)
48	San Diego (15)
27	San Francisco (4)
68	San Jose (30)
106	Sarasota-Bradenton (79)
44	Seattle-Tacoma (13)
112	Spokane (92)
104	Springfield, MA (75)
109	Stockton (85)
100	Syracuse (68)
57	Tampa-St. Petersburg (21)
103	Toledo (74)
97	Tucson (62)
96	Tulsa (60)
35	Washington, DC (8)
89	West Palm Beach (49)
110	Wichita (88)
97	Wilkes Barre-Scranton (61)
104	Wilmington (76)
110	Youngstown-Warren (87)

Numbers following market listings indicate market rank in the Spring '95 ratings period.

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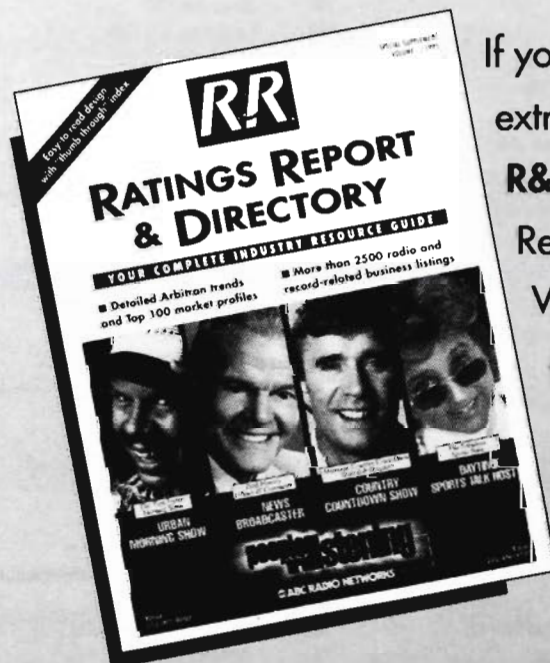
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** Spring 1995 markets reported by the deadline for submitting this ad.*

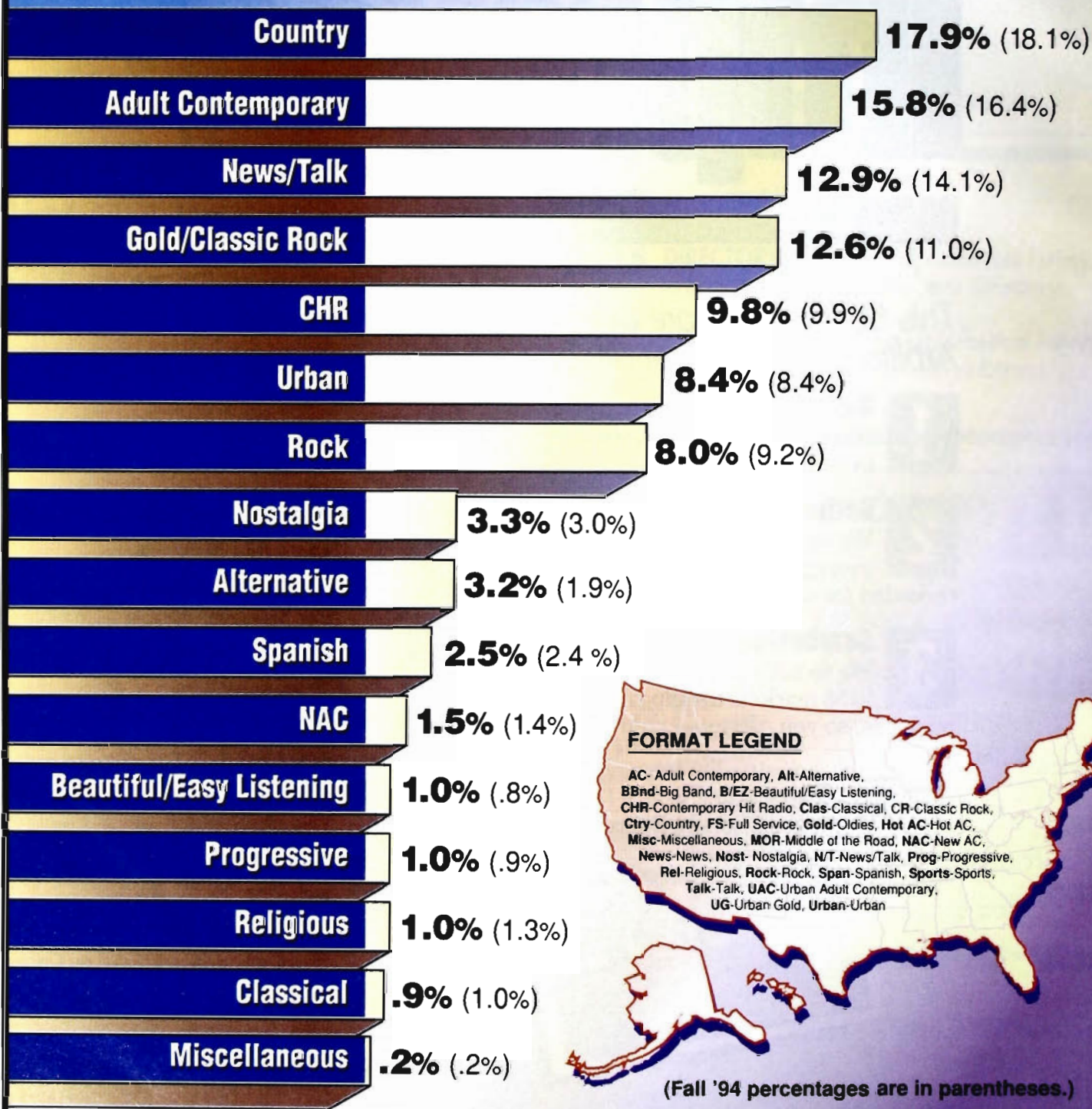


ARBITRON

NATIONAL FORMAT REACH CHART

The National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the U.S. during the Spring '95 book.

The regions used in these charts correspond to those used by R&R's format editors to define their reporting regions. Each of the Top 100 markets featured in this edition of the R&R "Ratings Report" was tallied by its respective region (using format penetration data) to develop this information. The regional numbers were then combined and averaged to arrive at the national format numbers shown here.





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FORMAT REACH CHART

EAST

AC	19.2 (19.5)
NEWS/TALK	17.6 (18.1)
CHR	13.5 (14.0)
GOLD/CR	11.4 (10.8)
CTRY	10.6 (11.3)
ROCK	10.2 (11.6)
URBAN	5.8 (4.9)
NOST	4.3 (3.2)
ALT	2.8 (1.6)
NAC	1.4 (1.4)
CLAS	1.0 (1.0)
B/EZ	.6 (.5)
SPAN	.6 (.5)
PROG	.5 (.5)
REL	.5 (1.1)
MISC	0 (0)



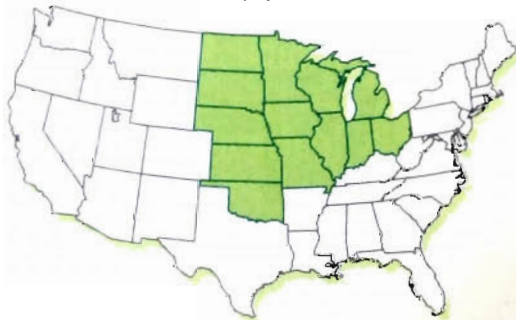
SOUTH

CTRY	22.4 (22.4)
AC	14.6 (15.2)
URBAN	13.3 (15.0)
GOLD/CR	11.0 (10.1)
CHR	8.4 (7.8)
NEWS/TALK	8.2 (9.2)
ROCK	7.1 (8.3)
SPAN	4.1 (3.8)
NOST	2.6 (2.2)
ALT	2.1 (.8)
REL	2.0 (2.1)
B/EZ	1.8 (1.1)
NAC	1.2 (.8)
PROG	.8 (.9)
CLAS	.2 (.5)
MISC	0 (.1)



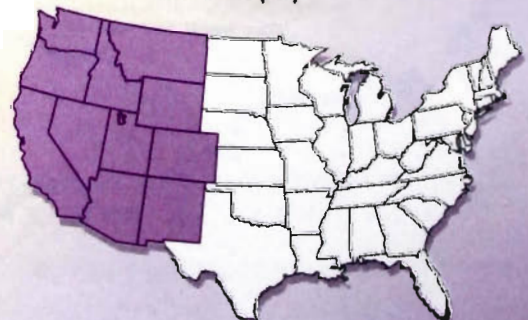
MIDWEST

CTRY	19.4 (20.4)
AC	15.7 (15.6)
GOLD/CR	15.1 (11.5)
NEWS/TALK	14.9 (16.1)
ROCK	9.2 (10.7)
CHR	7.2 (8.5)
URBAN	7.1 (7.2)
ALT	4.1 (2.2)
NOST	2.7 (2.8)
NAC	1.1 (1.1)
CLAS	1.0 (1.0)
PROG	1.0 (.9)
REL	.6 (1.1)
B/EZ	.4 (.4)
SPAN	1.2 (.3)
MISC	0 (0)



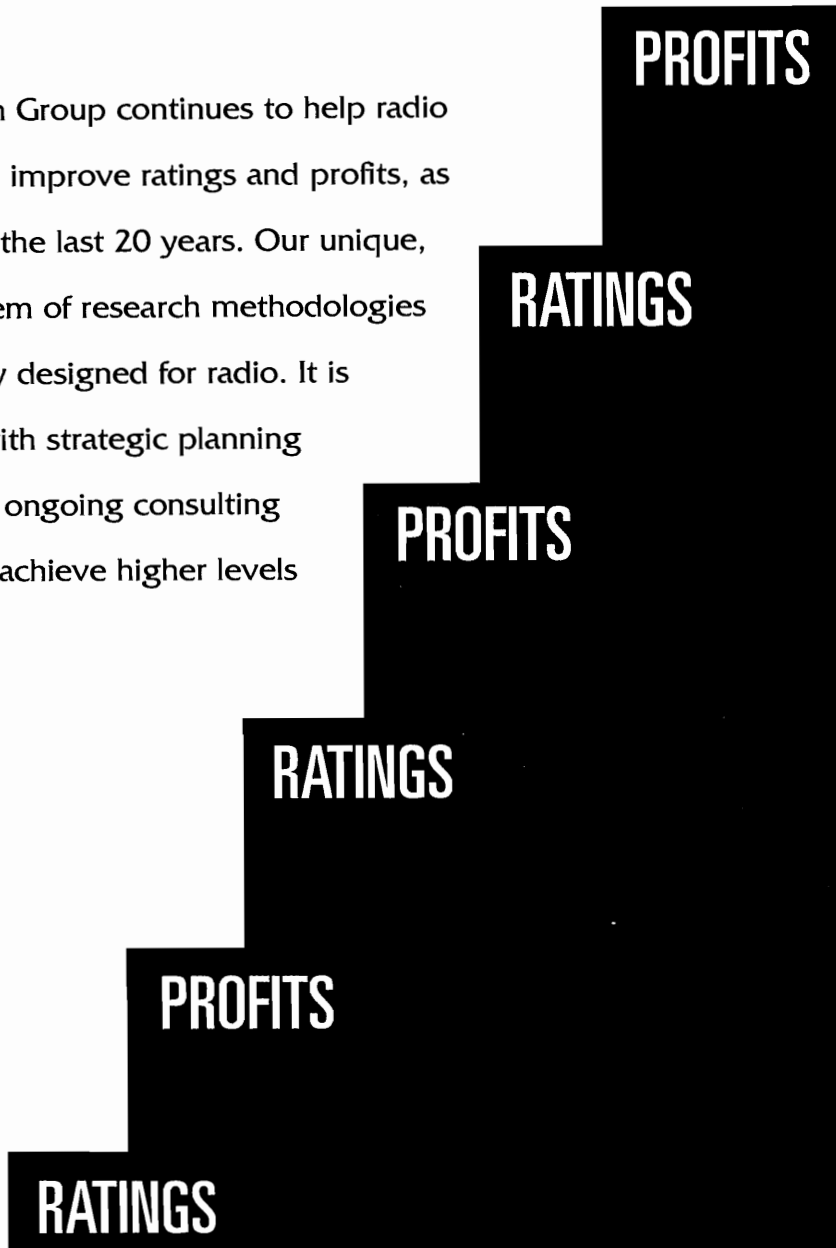
WEST

NEWS/TALK	15.5 (16.6)
CTRY	15.0 (15.2)
AC	14.8 (16.1)
GOLD/CR	14.6 (12.3)
CHR	11.8 (11.3)
ROCK	6.2 (6.6)
ALT	4.8 (4.1)
NOST	4.4 (4.3)
SPAN	3.8 (4.0)
NAC	2.8 (2.8)
CLAS	2.1 (2.2)
PROG	1.8 (1.6)
MISC	.9 (1.0)
URBAN	.8 (.9)
B/EZ	.5 (.8)
REL	.2 (.2)



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National All-Format

AVERAGE QUARTER HOUR

1. **WXBQ-FM/Johnson City-Kingsport (Ctr)** . 31.0
2. **WIVK-FM/Knoxville (Ctr)** 24.8
3. **WRNS-AM & FM/Greenville-New Bern (Ctr)** 20.4
4. **WUSY-FM/Chattanooga (Ctr)** 20.2
5. **WSSL-FM/Greenville-Spartanburg (Ctr)** 17.9
6. **WWDW-FM/Columbia, SC (Urban)** 17.6
7. **KGGO-FM/Des Moines (Rock)** 17.3
8. **WSIX-FM/Nashville (Ctr)** 17.2
9. **WDUV-FM/Sarasota-Bradenton (B/EZ)** 16.8
10. **WYNK-FM/Baton Rouge (Ctr)** 15.9
11. **WAMZ-FM/Louisville (Ctr)** 15.8
12. **KUZZ-FM/Bakersfield (Ctr)** 15.6
13. **WZZK-AM & FM/Birmingham (Ctr)** 15.1
14. **WBLX-FM/Mobile (Urban)** 15.0
15. **KIWW-FM/McAllen-Brownsville (Span)** 14.3
15. **WQUE-FM/New Orleans (Urban)** 14.3
17. **WFMS-FM/Indianapolis (Ctr)** 14.1
17. **WHO-AM/Des Moines (N/T)** 14.1
19. **WYYD-FM/Roanoke-Lynchburg (Ctr)** 13.9
20. **KASE-FM/Austin (Ctr)** 13.8
20. **KPRR-FM/EI Paso (CHR)** 13.8
20. **KXKC-FM/Lafayette, LA (Ctr)** 13.8
23. **WKBN-AM/Youngstown-Warren (N/T)** 13.4
24. **WIKS-FM/Greenville-New Bern, NC (UAC)** 13.3
25. **KMOX-AM/St. Louis (Talk)** 13.2
25. **KSSN-FM/Little Rock (Ctr)** 13.2
25. **WWWZ-FM/Charleston, SC (Urban)** 13.2

CUME

1. **WHTZ-FM/New York (CHR)** 2,363,300
2. **WINS-AM/New York (News)** 2,289,900
3. **WRKS-FM/New York (Urban AC)** 2,047,800
4. **WQHT-FM/New York (CHR)** 1,965,300
5. **WPLJ-FM/New York (Hot AC)** 1,877,800
6. **WCBS-AM/New York (News)** 1,873,900
7. **WCBS-FM/New York (Gold)** 1,783,200
8. **WLTW-FM/New York (AC)** 1,775,300
9. **KIIS-AM & FM/Los Angeles (CHR)** 1,668,800
10. **KPWR-FM/Los Angeles (CHR)** 1,631,200
11. **WXRK-FM/New York (Classic Rock)** 1,496,000
12. **KOST-FM/Los Angeles (AC)** 1,487,400
13. **WMXV-FM/New York (Hot AC)** 1,395,300
14. **WBLS-FM/New York (Urban AC)** 1,336,200
15. **KYW-AM/Philadelphia (News)** 1,317,400
16. **WQCD-FM/New York (NAC)** 1,289,300
17. **WABC-AM/New York (Talk)** 1,272,100
18. **KRTH-FM/Los Angeles (Gold)** 1,256,700
19. **WFAN-AM/New York (Sports)** 1,256,000
20. **KROQ-FM/Los Angeles (Alternative)** 1,249,100
21. **KBIG-FM/Los Angeles (AC)** 1,192,600
22. **KNX-AM/Los Angeles (News)** 1,183,100
23. **WNEW-FM/New York (Rock)** 1,172,700
24. **WSKQ-FM/New York (Span)** 1,160,300
25. **WPAT-FM/New York (AC)** 1,144,300

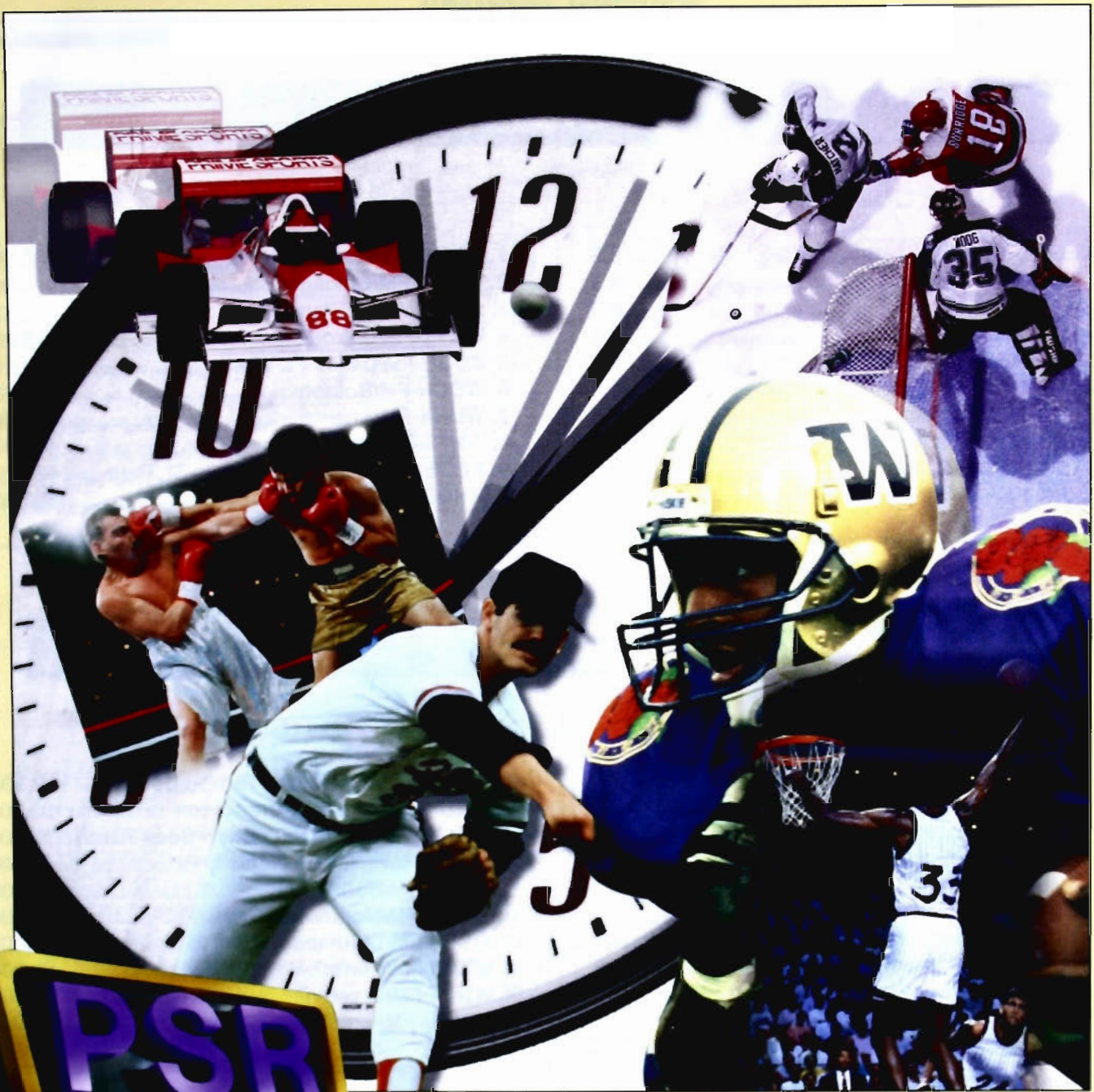
Adult Contemporary

AVERAGE QUARTER HOUR

1. **WAJI-FM/Ft. Wayne** 11.5
2. **WTFM-FM/Johnson City-Kingsport** 11.4
3. **WLEV-FM/Allentown-Bethlehem** 10.8
4. **KSFI-FM/Salt Lake City-Ogden-Provo** 10.7
4. **WEZK & WJXB/Knoxville** 10.7
6. **KSSK-FM/Honolulu** 10.6
7. **WRVV-FM/Harrisburg-Lebanon** 10.5
8. **WYYY-FM/Syracuse** 10.4
9. **WRCH-FM/Hartford-New Britain** 10.0
10. **WMGS-FM/Wilkes Barre-Scranton** 9.8

CUME

1. **WPLJ-FM/New York (Hot AC)** 1,877,800
2. **WLTW-FM/New York** 1,775,300
3. **KOST-FM/Los Angeles** 1,487,400
4. **WMXV-FM/New York (Hot AC)** 1,395,300
5. **KBIG-FM/Los Angeles** 1,192,600
6. **WPAT-FM/New York** 1,144,300
7. **KYSR-FM/Los Angeles (Hot AC)** 857,900
8. **WLIT-FM/Chicago** 724,700
9. **KXEZ-FM/Los Angeles** 632,400
10. **WPNT-FM/Chicago (Hot AC)** 604,700



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Alternative

AVERAGE QUARTER HOUR

1. KEGE-AM & FM/Minneapolis-St. Paul	6.9
2. WMMS-FM/Cleveland	6.5
3. WJRR-FM/Orlando	6.3
4. WNNX-FM/Atlanta	6.2
5. KMYZ-FM/Tulsa	6.1
6. KGDE-FM/Omaha-Council Bluffs	5.6
6. KEDG-FM/Las Vegas	5.6
6. WGRD-AM & FM/Grand Rapids	5.6
9. KTEG-FM/Albuquerque	5.4
10. KXPK-FM/Denver-Boulder	5.3

CUME

1. KROQ-FM/Los Angeles	1,249,100
2. WKQX-FM/Chicago	986,900
3. KITS-FM/San Francisco	540,600
4. WHYT-FM/Detroit	536,200
5. KDGE-FM/Dallas-Ft. Worth	498,100
6. WBCN-FM/Boston	443,500
7. WNNX-FM/Atlanta	436,700
8. WHFS-FM/Washington, DC	432,900
9. KEGE-AM & FM/Minneapolis-St. Paul	421,200
10. KNDD-FM/Seattle-Tacoma	383,900

Beautiful Music/Easy Listening

AVERAGE QUARTER HOUR

1. WDUV-FM/Sarasota-Bradenton	16.8
2. WAVV-FM/Ft. Myers-Naples, FL	10.6
3. WRLX-FM/West Palm Beach-Boca Raton	6.9
4. WADB-FM/Monmouth-Ocean, NJ	5.5
5. KUMU-FM/Honolulu	5.3
6. WDUV-FM/Sarasota (Tampa book)	4.8
7. WNCT-FM/Greenville-New Bern, NC	4.1
8. KOEZ-FM/Wichita	3.6
8. WNAK-AM/Wilkes Barre-Scranton	3.6
10. WCEZ-FM/Columbus, OH	3.2

CUME

1. WDUV-FM/Sarasota (Tampa book)	169,500
2. WDUV-FM/Sarasota-Bradenton	122,900
3. WRLX-FM/West Palm Beach-Boca Raton	112,900
4. WAVV-FM/Ft. Myers-Naples, FL	95,100
5. KUMU-FM/Honolulu	84,300
6. WADB-FM/Monmouth-Ocean, NJ	84,200
7. WCEZ-FM/Columbus, OH	83,300
8. WXEZ-FM/Norfolk-Virginia Beach	58,000
9. WNCT-FM/Greenville-New Bern, NC	55,900
10. WMUU-FM/Greenville-Spartanburg	49,000

Contemporary Hit Radio

AVERAGE QUARTER HOUR

1. KPRR-FM/EI Paso	13.8
2. KBFM-FM/McAllen-Brownsville	12.3
3. WKRZ-FM/Wilkes Barre-Scranton	12.0
4. WAEB-FM/Allentown-Bethlehem	11.5
5. KBOS-FM/Fresno	11.2
6. WNNK-FM/Harrisburg-Lebanon	11.1
7. WHOT-FM/Youngstown-Warren	11.0
8. KSMB-FM/Lafayette, LA	10.6
9. KKXX-FM/Bakersfield	10.4
10. KZZU-FM/Spokane	9.9

CUME

1. WHTZ-FM/New York	2,363,300
2. WQHT-FM/New York	1,965,300
3. KIIS-AM & FM/Los Angeles	1,668,800
4. KPWR-FM/Los Angeles	1,631,200
5. WBBM-FM/Chicago	1,005,100
6. KMEL-FM/San Francisco	709,400
7. KYLD & KYLZ/San Francisco	701,400
8. WPGC-FM/Washington, DC	661,000
9. WXKS-FM/Boston	647,800
10. WPLY-FM/Philadelphia	632,200

Classical

AVERAGE QUARTER HOUR

1. KBOQ-FM/Monterey-Salinas-Santa Cruz...	4.5
2. KIWI-FM/Bakersfield	4.4
3. KING-FM/Seattle-Tacoma	4.1
4. KHFM-FM/Albuquerque	4.0
5. WCRB-FM/Boston	3.7
6. KFSD-FM/San Diego	3.2
6. WFMR-FM/Milwaukee-Racine	3.2
6. WGMS-FM/Washington, DC	3.2
9. KVOD-FM/Denver-Boulder	3.0
10. KXTR-FM/Kansas City	2.9
10. WCLV-FM/Cleveland	2.9

CUME

1. WQXR-FM/New York	844,700
2. KKG0-AM & FM/Los Angeles	555,900
3. KDFC-AM & FM/San Francisco	421,600
4. WNIB-FM/Chicago	387,200
5. WCRB-FM/Boston	316,300
6. WFMT-FM/Chicago	307,600
7. WGMS-FM/Washington, DC	300,200
8. WFLN-FM/Philadelphia	285,000
9. KING-FM/Seattle-Tacoma	251,800
10. WRR-FM/Dallas-Ft. Worth	234,100

Country

AVERAGE QUARTER HOUR

1. WXBQ-FM/Johnson City-Kingsport	31.0
2. WIVK-FM/Knoxville	24.8
3. WRNS-AM & FM/Greenville-New Bern	20.4
4. WUSY-FM/Chattanooga	20.2
5. WSSL-FM/Greenville-Spartanburg	17.9
6. WSIX-FM/Nashville	17.2
7. WYNK-FM/Baton Rouge	15.9
8. WAMZ-FM/Louisville	15.8
9. KUZZ-FM/Bakersfield	15.6
10. WZZK-AM & FM/Birmingham	15.1

CUME

1. WYNY-FM/New York	837,700
2. WUSN-FM/Chicago	739,800
3. KZLA-FM/Los Angeles	603,200
4. KSCS-FM/Dallas-Ft. Worth	586,900
5. WKHX-FM/Atlanta	528,100
6. KILT-FM/Houston-Galveston	494,200
7. WMZQ-AM & FM/Washington, DC	478,400
8. KPLX-FM/Dallas-Ft. Worth	444,900
9. WXTU-FM/Philadelphia	433,800
10. KYNG-FM/Dallas-Ft. Worth	428,200

Gold/Classic Rock

AVERAGE QUARTER HOUR

1. WFBQ-FM/Indianapolis (Classic Rock) ...	12.9
2. WQUT-FM/Johnson City (Classic Rock)	12.6
3. KQRS-AM & FM/Minneapolis (Classic Rock) .	11.9
4. WIMZ-FM/Knoxville (Classic Rock)	10.0
5. KKZX-FM/Spokane (Classic Rock)	9.3
6. WBBG-FM/Youngstown-Warren	9.2
7. KQOD-FM/Stockton	9.1
8. WRFX-FM/Charlotte-Gastonia (Classic Rock) .	8.4
9. WQAY-AM & FM/Springfield, MA	7.8
10. KEZO-FM/Omaha-Council Bluff (Classic Rock) .	7.6

CUME

1. WCBS-FM/New York	1,783,200
2. WXRK-FM/New York (Classic Rock)	1,496,000
3. KRTH-FM/Los Angeles	1,256,700
4. WJMK-FM/Chicago	944,700
5. KLSX-FM/Los Angeles (Classic Rock)	905,800
6. KCBS-FM/Los Angeles (Classic Rock)	879,600
7. WCKG-FM/Chicago (Classic Rock)	722,600
8. WYSP-FM/Philadelphia (Classic Rock)	650,500
9. WOGL-FM/Philadelphia	622,800
10. KQRS-AM & FM/Minneapolis (Classic Rock)	579,800

NAC

AVERAGE QUARTER HOUR

1. WJCD-FM/Norfolk-Virginia Beach	5.5
2. KOAI-FM/Dallas-Ft. Worth	5.3
3. WLOQ-FM/Orlando	4.7
4. KLJZ-FM/New Orleans	4.4
4. WSJZ-FM/Buffalo-Niagara Falls	4.4
6. KCIY-FM/Kansas City	4.3
7. KEZL-FM/Fresno	4.0
7. KIFM-FM/San Diego	4.0
7. WNWV-FM/Cleveland	4.0
10. KKJZ-FM/Portland, OR	3.9

CUME

1. WQCD-FM/New York	1,289,300
2. KTWV-FM/Los Angeles	800,400
3. WNUA-FM/Chicago	663,000
4. KKSF-FM/San Francisco	426,500
5. KOAI-FM/Dallas-Ft. Worth	396,300
6. WJZZ-FM/Philadelphia	393,300
7. KBLX-FM/San Francisco	347,300
8. WJZZ-FM/Detroit	317,700
9. WJZW-FM/Washington, DC	315,200
10. KHYS-FM/Houston-Galveston	245,500



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FORMAT LEADERS

News/Talk

AVERAGE QUARTER HOUR

1. WHO-AM/Des Moines (N/T)	14.1
2. WKBN-AM/Youngstown-Warren (N/T)	13.4
3. KMOX-AM/St. Louis (Talk)	13.2
4. WHAS-AM/Louisville (Full Service)	12.9
4. WLW-AM/Cincinnati (Full Service)	12.9
6. KDKA-AM/Pittsburgh (N/T)	12.7
7. WCCO-AM/Minneapolis-St. Paul (Full Service)	12.0
8. WTIC-AM/Hartford-New Britain (Full Service)	11.9
9. KMJ-AM/Fresno (N/T)	10.9
10. KFBK-AM/Sacramento (N/T)	9.7

CUME

1. WINS-AM/New York (News)	2,289,900
2. WCBS-AM/New York (News)	1,873,900
3. KYW-AM/Philadelphia (News)	1,317,400
4. WABC-AM/New York (Talk)	1,272,100
5. WFAN-AM/New York (Sports)	1,256,000
6. KNX-AM/Los Angeles (News)	1,183,100
7. KFWB-AM/New York (News)	1,090,200
8. WMAQ-AM/Chicago (News)	1,021,600
9. WOR-AM/New York (Talk)	1,021,300
10. KFI-AM/Los Angeles (Talk)	961,400

Nostalgia

AVERAGE QUARTER HOUR

1. KJUL-FM/Las Vegas	9.8
2. WMMB-AM/Melbourne-Titusville	9.4
3. WIXI-FM/Ft. Myers	8.0
4. WSCQ-FM/Columbia, SC	6.7
5. WECK-AM/Buffalo-Niagara Falls	6.5
6. WOKY-AM/Milwaukee-Racine	6.4
7. WQBB-AM & FM/Knoxville	6.2
8. KAQQ-AM/Spokane	6.1
9. KQUE-FM/Houston-Galveston	6.0
10. WRMR-AM/Cleveland	5.8

CUME

1. WQEW-AM/New York	604,300
2. KLAC-AM/Los Angeles	482,200
3. WPEN-AM/Philadelphia	358,800
4. KQUE-FM/Houston-Galveston	324,800
5. KABL-AM/San Francisco	263,600
6. WAIT-AM/Chicago	234,100
7. KIXI-AM/Seattle-Tacoma	227,500
8. WJAS-AM/Pittsburgh	195,300
9. KOY-AM/Phoenix	193,000
10. KJQI & KOJY/Los Angeles	182,900

Progressive

AVERAGE QUARTER HOUR

1. WHPT-FM/Sarasota-Bradenton	7.6
2. KFVG-FM/Des Moines	6.9
3. KINK-FM/Portland, OR	5.1
4. KPIG-FM/Monterey-Salinas-Santa Cruz	4.3
5. KBCO-AM & FM/Denver-Boulder	4.1
6. WVG0-FM/Richmond	3.8
7. WHPT-FM/Tampa-St. Petersburg	3.6
8. KGSR-FM/Austin	3.3
8. WBOS-FM/Boston	3.3
10. KTCJ & KTCZ/Minneapolis-St. Paul	3.2
10. WMAX-FM/Rochester, NY	3.2

CUME

1. WXRT-FM/Chicago	557,300
2. KFOG-FM/San Francisco	412,100
3. KSCA-FM/Los Angeles	358,400
4. WBOS-FM/Boston	339,200
5. KTCJ & KTCZ/Minneapolis-St. Paul	227,900
6. KMTT-AM & FM/Seattle-Tacoma	199,300
7. WHPT-FM/Tampa-St. Petersburg	191,500
8. KBCO-AM & FM/Denver-Boulder	186,700
9. KINK-FM/Portland, OR	194,800
10. KZON-FM/Phoenix	116,400

Rock

AVERAGE QUARTER HOUR

1. KGGO-FM/Des Moines	17.3
2. WFYV-FM/Jacksonville	12.0
3. WCMF-FM/Rochester, NY	10.9
4. WDVE-FM/Pittsburgh	10.8
5. KLAQ-FM/El Paso	9.7
6. WROV-FM/Roanoke-Lynchburg	9.5
7. WKLQ-FM/Grand Rapids	9.4
7. WZZO-FM/Allentown-Bethlehem	9.4
9. WEBN-FM/Cincinnati	9.3
10. KATT-FM/Oklahoma City	9.2

CUME

1. WNEW-FM/New York	1,172,700
2. KLOS-FM/Los Angeles	1,030,700
3. WAXQ-FM/New York	861,400
4. WRCX-FM/Chicago	736,000
5. WMMR-FM/Philadelphia	649,000
6. WWDC-FM/Washington, DC	503,400
7. WDVE-FM/Pittsburgh	456,900
8. WRIF-FM/Detroit	448,200
9. KLOL-FM/Houston-Galveston	422,300
10. KEGF-FM/Dallas-Ft. Worth	414,600

Spanish

AVERAGE QUARTER HOUR

1. KIWW-FM/McAllen-Brownsville	14.3
2. KBNA-AM & FM/El Paso	13.0
3. KGBT-AM/McAllen-Brownsville	12.1
4. KXTN-AM & FM/San Antonio	10.0
5. KTJN & KTJX/McAllen-Brownsville	6.1
6. WRMA-FM/Miami-Ft. Lauderdale	5.8
7. WSKQ-FM/New York	5.0
8. KLVE-FM/Los Angeles	4.7
9. KKPS-FM/McAllen-Brownsville	4.6
10. KLOK-AM/San Jose	4.3
10. KOQO-AM & FM/Fresno	4.3

CUME

1. WSKQ-FM/New York	1,160,300
2. KLVE-FM/Los Angeles	910,400
3. KLAX-FM/Los Angeles	768,000
4. WADO-AM/New York	452,900
5. KKHJ-AM/Los Angeles	383,600
6. KBUE-FM/Los Angeles	382,400
7. WOJO-FM/Chicago	371,100
8. WRMA-FM/Miami-Ft. Lauderdale	327,000
9. KTNQ-AM/Los Angeles	320,400
10. WXLX-AM/New York	281,100

Urban

AVERAGE QUARTER HOUR

1. WWDM-FM/Columbia, SC	17.6
2. WBLX-FM/Mobile	15.0
3. WQUE-FM/New Orleans	14.3
4. WIKS-FM/Greenville-New Bern, NC (UAC)	13.3
5. WWWZ-FM/Charleston, SC	13.2
6. WHRK-FM/Memphis	13.0
7. WVEE-FM/Atlanta	11.9
8. KQXL-FM/Baton Rouge	10.8
9. WENN-FM/Birmingham	10.5
9. WOWI-FM/Norfolk-Virginia Beach	10.5

CUME

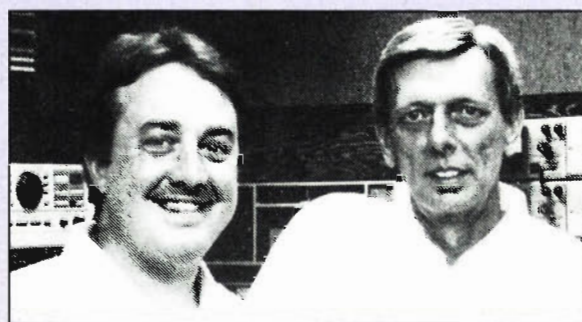
1. WRKS-FM/New York (Urban AC)	2,047,800
2. WBLS-FM/New York (Urban AC)	1,336,200
3. KKBT-FM/Los Angeles	982,600
4. WGCI-FM/Chicago	921,100
5. WVAZ-FM/Chicago (Urban AC)	635,800
6. WJLB-FM/Detroit	599,600
7. WVEE-FM/Atlanta	562,500
8. WUSL-FM/Philadelphia	535,200
9. WHUR-FM/Washington, DC (Urban AC) ...	479,800
10. WDAS-FM/Philadelphia (Urban AC)	455,100

AM Drive/Top 10 Average Quarter-Hour Share 12+, M-F, 6-10 am

1. **WIVK-FM/Knoxville (Ctry) 30.0**
Tim Wall, Darrin Wilhite
2. **WXBQ-FM/Johnson City-Kingsport-Bristol (Ctry) 29.4**
Richard Quillen & Bill Blake
3. **KSSK-AM & FM/Honolulu (AC) 26.5**
Michael W. Perry & Larry Price
4. **WRNS-AM & FM/Greenville-New Bern (Ctry) 23.1**
Wayne Carlisle
5. **WUSY-FM/Chattanooga (Ctry) 22.7**
Capt. Bobby Byrd & B.J. Taylor
6. **WSIX-FM/Nashville (Ctry) 22.4**
Gerry House & The House Foundation
7. **WFBQ-FM/Indianapolis (Classic Rock) 21.1**
Bob & Tom
8. **WHO-AM/Des Moines (N/T) 19.9**
Van Harden & Bonnie Lucas; Jan Mickelson
9. **KMOX-AM/St. Louis (Talk) 19.0**
Bill Wilkerson & Wendy Wiese
10. **KQRS-AM & FM/Minneapolis (Classic Rock) 18.9**
Tom Barnard, Terri Traen & Tony Lee



Darrin Wilhite & Tim Wall
WIVK-FM/Knoxville



Richard Quillen & Bill Blake
WXBQ-FM/Johnson City-Kingsport-Bristol

AM Drive/Top 10 Average Cume Persons 12+, M-F, 6-10 am

1. **WINS-AM/New York (News) 1,559,100**
Lee Harris, Bob Hagen, Judy DeAngelis
2. **WCBS-AM/New York (News) 1,245,500**
Jeff Caplan & Brigette Quinn
3. **WQHT-FM/New York (CHR) 1,117,500**
Ed Lover & Doctor Dre
4. **WHTZ-FM/New York (CHR) 1,168,800**
The Morning Zoo with John Lander
5. **WXRK-FM/New York (CR) 1,010,500**
The Howard Stern Show
6. **WRKS-FM/New York (UAC) 1,010,100**
Jeff Fox & Ken Webb
7. **KYW-AM/Philadelphia (News) 963,300**
Pat Farnack, Harry Donahue, Ed Abrams
8. **WPLJ-FM/New York (Hot AC) 933,100**
Scott Shannon & Todd Pettengill
9. **WCBS-FM/New York (Gold) 871,000**
Harry Harrison; Ron Lundy
10. **KIIS-AM & FM/Los Angeles (CHR) 863,500**
Rick Dees, Ellen K, Vic The Brick, Com. Chuck Street



Lee Harris, Bob Hagen, Judy DeAngelis
WINS-AM/New York



Jeff Caplan & Brigette Quinn
WCBS-AM/New York

PM Drive/Top 10 Average Quarter-Hour Share 12+, M-F, 3-7 pm

1. **WXBQ-FM/Johnson City-Kingsport-Bristol (Ctry)** 32.6
Marty Osborne
2. **WIVK-FM/Knoxville (Ctry)** 22.3
Ed Brantley
3. **WUSY-FM/Chattanooga (Ctry)** 19.9
David Hughes
4. **WRNS-AM & FM/Greenville-New Bern (Ctry)** 19.1
Dale Knippers
5. **KGGO-FM/Des Moines (Rock)** 18.5
Jack Emerson
6. **WSSL-AM & FM/Greenville-Spartanburg (Ctry)** 18.0
Joe Lawrence
7. **WWDW/Columbia, SC (Urban)** 17.6
Vernessa Pendergrass
8. **WSIX-FM/Nashville (Ctry)** 17.2
Carl P. Mayfield
9. **WDUV-FM/Sarasota-Bradenton (B/EZ)** 16.8
Automated
10. **WAMZ-FM/Louisville (Ctry)** 16.5
Coyote Calhoun
10. **WBLX-FM/Mobile (Urban)** 16.5
Mitch Henry; Chris Coleman



Marty Osborne
WXBQ-FM/Johnson City



Ed Brantley
WIVK-FM/Knoxville



David Hughes
WUSY-FM/Chattanooga



Jack Emerson
KGGO-FM/Des Moines

PM Drive/Top 10 Average Cume Persons 12+, M-F, 3-7 pm

1. **WHTZ-FM/New York (CHR)** 1,281,900
Elvis Duran
2. **WQHT-FM/New York (CHR)** 1,223,100
Bugsy; Paco Lopez
3. **WRKS-FM/New York (UAC)** 1,173,700
Carol Ford; Wendy Williams
4. **WPLJ-FM/New York (Hot AC)** 1,014,600
Rocky Allen
5. **KPWR-FM/Los Angeles (CHR)** 947,200
Frank Lozano; Dave Morales
6. **WCBS-FM/New York (Gold)** 935,700
Bob Shannon
7. **WLTW-FM/New York (AC)** 918,600
Valerie Smaldone; Steve Roy & Sandy Jackson
8. **KIIS-AM & FM/Los Angeles (CHR)** 879,100
Nastyman
9. **WCBS-AM/New York (News)** 854,900
Therese Crowley & Harley Carles
10. **WMXV-FM/New York (AC)** 784,600
Dan Taylor



Elvis Duran
WHTZ-FM/New York



Rocky Allen
WPLJ-FM/New York



Bugsy; Paco Lopez
WQHT-FM/New York

How To Use The Ratings Information

As you examine R&R's "Ratings Report & Directory, Vol. 2, '95," you'll find the following highlights featured in the detailed market breakdowns.

1 SHARE TRENDS

All stations in the Top 50 markets which earned at least a 1.0 share and the top 10 stations in markets 51-100 (according to the Spring '95 Arbitron) are listed. Trends read left to right, with the most recent results on the right. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter-hour share.

2 STATION/FORMAT

The call letters are printed in **bold** type with the station format listed beneath in *italics*.

3 FREQUENCY/POWER

The frequency and power for the radio signal(s) are shown as listed on page 3B in each Arbitron report.

4 AUDIENCE RANKINGS

The six rankings to the right of the frequency power column will help you understand a station's core strength. The first listing shows the Monday-Sunday (total persons 12+) *cume* rank, followed by five AQH demo ranks for teens and adults. Also featured: demographic rankings for the Top 50 markets based on Monday-Sunday AQH.

5 AVERAGE MINUTES LISTENED

The column immediately following the 35-64 ranking shows the average number of minutes the audience spent listening to the station daily. This is based upon total persons 12+, Monday-Sunday, 6am-midnight.

6 OWNER, NET & REP INFORMATION

For the convenience of R&R "Ratings Report" users, we designate all station owners and their network/national rep affiliations as listed in each Arbitron report.

7 NOTATIONS

Updates are listed noting format and call letter changes plus LMA activity.

8 FORMAT REACH CHART

The lower-right corner of each Top 50 market page features a bar graph ranking format reach. Format totals are computed by adding the Spring '95 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

9 MARKET POPULATION

The 12+ population for each market is shown, with the black and Hispanic percentages in parentheses. In those markets where an ethnic breakout is not applicable, the code N/A is used.

12+ POPULATION: 14,124,200 (Black: 21% Hispanic: 19.8%)									
12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MIN. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
4.1	4.2	3.8	7.4	6.7	1	98.7 7.8kw	WRKS-FM UAC	SOU	D&R
4.4	4.5	4.8	5.4	6.1	2	97.1 8.7kw	WQHT-FM CHR	—	MMR
3.1	3.4	4.2	4.1	4.1	2	97.9 7.8kw	WSKQ-FM Span	—	SBS
4.5	4.3	4.9	4.6	4.6	4	101.1 6.8kw	WCBS-FM Gold	CBS	CBS
4.1	4.6	4.2	4.4	4.6	4	100.3 6kw	WHTZ-FM CHR	—	SRS
5.0	4.9	4.4	4.1	4.1	6	106.7 6kw	WLTW-FM AC	—	KATZ
3.7	3.9	4.7	4.1	4.0	7	770 50kw	WABC-AM Talk	ABC	BAN
4.0	3.7	3.6	4.0	3.7	8	1010 30(50)kw	WINS-AM News	CNN	G/W
4.0	4.5	3.8	3.5	3.6	9	95.5 8.7kw	WPLJ-FM Hot AC	ABC	KATZ

*Became Urban AC after rating period

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	N/T	AC	CHR	URBAN	GOLD/CR	SPAN	ROCK	NAC	CLAS	CTRY	NOST
1 WQHT-FM	1 WRKS-FM	1 WQHT-FM	1 WRKS-FM	1 WRKS-FM	1 WRKS-FM	16.3	16.3	12.7	9.6	7.9	6.6	4.3	3.0	2.3	2.2	2.2
2 WXRK-FM	2 WQHT-FM	2 WXRK-FM	2 WSKQ-FM	2 WSKQ-FM	2 WSKQ-FM	12.7	12.7	10.7	6.6	4.3	3.0	2.3	2.2	2.2	2.2	2.2
3 WHTZ-FM	3 WHTZ-FM	3 WRKS-FM	3 WPLJ-FM	3 WXRK-FM	3 WLTW-FM	10.7	10.7	9.6	6.6	4.3	3.0	2.3	2.2	2.2	2.2	2.2
4 WAXQ-FM	4 WPLJ-FM	4 WHTZ-FM	4 WQHT-FM	4 WSKQ-FM	4 WCBS-FM	9.6	9.6	6.6	4.3	3.0	2.3	2.2	2.2	2.2	2.2	2.2
5 WRKS-FM	5 WSKQ-FM	5 WCBS-FM	5 WHTZ-FM	5 WQCD-FM	5 WPLJ-FM	6.6	6.6	4.3	3.0	2.3	2.2	2.2	2.2	2.2	2.2	2.2
6 WPLJ-FM	6 WLTW-FM	6 WSKQ-FM	6 WLTW-FM	6 WFAN-AM	6 WMXV-FM	4.3	4.3	3.0	2.3	2.2	2.2	2.2	2.2	2.2	2.2	2.2
7 WSKQ-FM	7 WMXV-FM	7 WAXQ-FM	7 WCBQ-FM	7 WCBQ-FM	7 WPLJ-FM	3.0	3.0	2.3	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2
8 WNEW-FM	8 WBLQ-FM	8 WPLJ-FM	8 WMXV-FM	8 WLTW-FM	8 WQCD-FM	2.3	2.3	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2
9 WFAN-AM	9 WXRK-FM	9 WNEW-FM	9 WBLQ-FM	9 WNEW-FM	9 WQHT-FM	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2
10 WMXV-FM	10 WNEW-FM	10 WFAN-AM	10 WQCD-FM	10 WQHT-FM	10 WHTZ-FM	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2

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Networks

ABC	ABC Radio Networks	MBS	Mutual Broadcasting System
AP	Associated Press Radio Network	NBC	NBC Radio Network
AURN	American Urban Radio Network	SMN	Satellite Music Network
BRN	Business Radio Network	SOU	The Source
CBS	CBS Radio Networks	UPI	United Press International
CNN	Cable News Network	USA	USA Radio Network
CRC	Cadena Radio Centro	WVO	Westwood One

Reps Abbreviation Key

BAN	Banner Radio	MCG	McGavren-Guild Inc.
CAB	Caballero Spanish Media	MMR	Major Market Radio
CBC	Crawford Broadcasting Co.	MMRE	Major Market Radio/Espanol
CBS	CBS Radio Spot Sales	PATT	Patt Media Sales
CHR	The Christal Company	REG	Regional Representatives
CMBS	Concert Music Broadcast Sales Inc.	REP	Republic Radio Inc.
CRA	Crawford Broadcasting Co.	ROS	Roslin Radio Sales Inc.
D&R	D&R	SAV	Savalli Broadcast Sales
EAST	Eastman Radio Inc.	SBS	Spanish Broadcasting System
G/W	Group W Radio Sales	SRR	Salem Radio Representatives
IRS	Infinity Radio Sales	SRS	Shamrock Radio Sales
KATZ	Katz Radio	SSS	Southern Spot Sales
KT-H	Katz Hispanic	TNS	TN Spot Sales
K&P	Katz & Powell	TOR	Torbet Radio
LOTUS	Lotus Hispanic Reps	WRS	Williams Radio Sales

12+ POPULATION: 14,124,200 (Black: 21.3%; Hispanic: 19.8%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
4.1	4.2	3.8	7.4	6.7	1	1	WRKS-FM UAC	98.7 7.8kw	3	4	3	1	1	1	92	Emmis	SOU	D&R
4.4	4.5	4.8	5.4	6.1	2	2	WQHT-FM CHR	97.1 6.7kw	4	1	1	2	9	22	87	Emmis	—	MMR
3.1	3.4	4.2	4.4	5.0	3	3	WSKQ-FM Span	97.9 7.8kw	16	3	6	3	3	3	121	Span. Br. Sys.	—	SBS
4.5	4.3	4.9	4.6	4.6	4	4	WCBS-FM Gold	101.1 6.8kw	7	9	13	7	2	2	72	CBS	CBS	CBS
4.1	4.6	4.2	4.4	4.6	4	4	WHTZ-FM CHR	100.3 6kw	1	2	2	4	11	21	55	Shamrock Br.	—	SRS
5.0	4.9	4.4	4.1	4.1	6	6	WLTW-FM AC	106.7 6kw	8	10	8	8	4	4	66	Viacom	—	KATZ
3.7	3.9	4.7	4.1	4.0	7	7	WABC-AM Talk	770 50kw	13	18	22	18	15	5	89	Cap Cities/ABC	ABC	BAN
4.0	3.7	3.6	4.0	3.7	8	8	WINS-AM News	1010 30(50)kw	2	14	17	17	14	7	45	Group W	CNN	G/W
4.0	4.5	3.8	3.5	3.6	9	9	WPLJ-FM Hot AC	95.5 6.7kw	5	7	4	5	5	13	55	Cap Cities/ABC	ABC	KATZ
3.5	3.7	3.3	3.2	3.3	10	10	WXRK-FM CR	92.3 6kw	9	17	5	6	6	17	62	Infinity	ABC	IRS
3.1	3.1	3.5	3.5	3.2	11	11	WCBS-AM News	880 50kw	6	19	23	19	17	8	48	CBS	CBS	CBS
3.6	3.5	3.9	3.3	3.0	12	12	WQCD-FM NAC	101.9 6.2kw	12	16	12	11	7	6	66	Tribune	—	CHR
3.8	4.1	3.8	2.7	2.9	13	13	WBSL-FM UAC	107.5 5.4kw	11	6	11	10	8	10	60	Inner City	ABC	MCG
3.4	3.1	3.3	3.0	2.9	13	13	WOR-AM Talk	710 50kw	18	34	36	28	24	14	79	Buckley	ABC	MCG
3.5	3.4	3.3	2.7	2.6	15	15	WMXV-FM Hot AC	105.1 7.8kw	10	8	10	9	10	11	53	Bonneville Int.	—	MCG
3.1	2.8	2.8	2.2	2.5	16	16	WFAN-AM Sports	660 50kw	14	11	16	14	13	9	57	Infinity	WWO	IRS
3.0	2.5	2.4	1.9	2.4	17	17	WPAT-FM AC	93.1 5.4kw	17	13	14	15	18	16	61	Park	—	MMR
2.3	2.5	2.3	2.1	2.3	18	18	WNEW-FM Rock	102.7 7.8kw	15	12	9	12	12	19	55	Group W	WWO	G/W
2.3	2.5	2.7	2.8	2.3	18	18	WQXR-FM Clas	96.3 7.8kw	20	36	26	24	21	15	78	New York Times	WWO	MMR

Continued on Page 22

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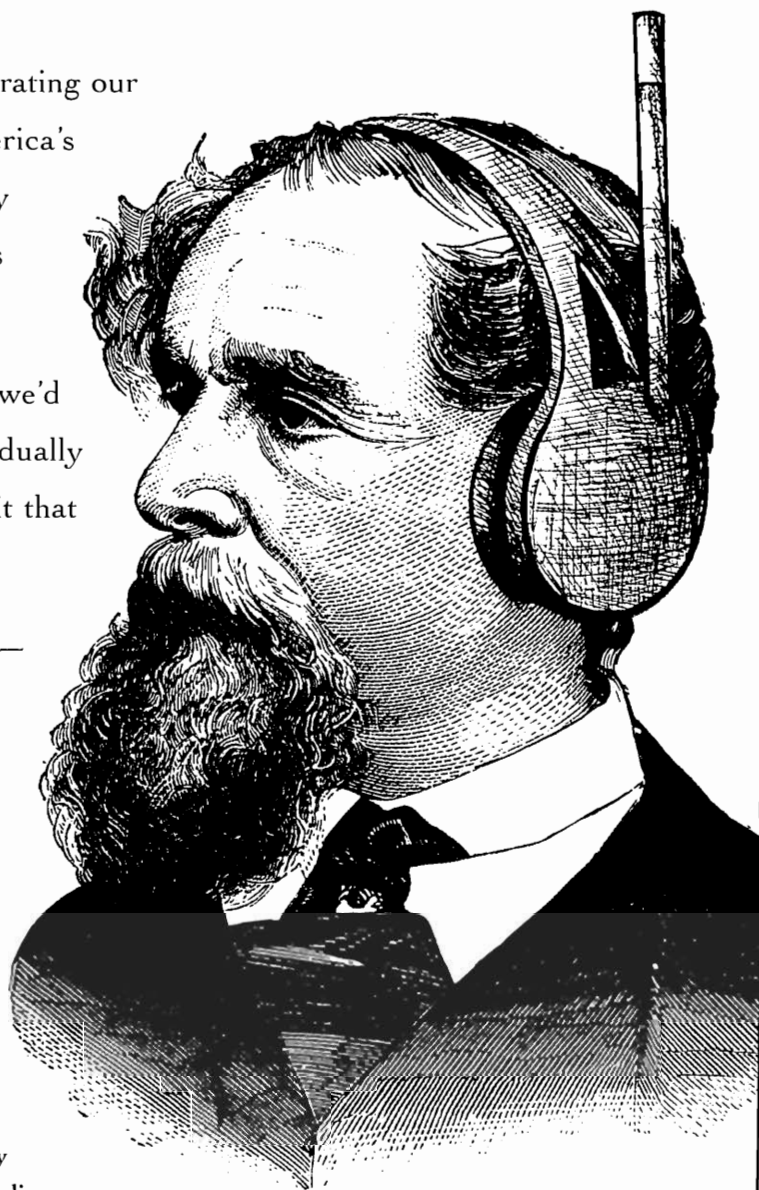
WENS-FM
WNAP-FM
WIBC-AM
Indianapolis

KPWR-FM
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St. Louis

WKQX-FM
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Talk Radio UK



Continued from Page 20

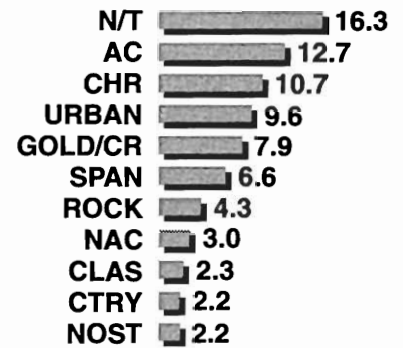
12+ POPULATION: 14,124,200 (Black: 21.3%; Hispanic: 19.8%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
1.7	2.1	1.3	1.8	2.2	20	WQEW-AM Nost	1560 50kw	22	35	38	35	31	20	102	New York Times	—	MMR
2.0	1.9	1.8	2.7	2.2	20	WYNY-FM Ctry	103.5 6.7kw	21	22	15	16	16	12	74	Evergreen Media	WVO	D&R
2.0	1.9	1.8	2.1	2.0	22	WAXQ-FM Rock	104.3 7.8kw	19	5	7	13	19	33	64	GAF	WVO	MMR
1.8	2.1	1.7	2.1	1.6	23	WADO-AM Span	1280 5kw	23	28	30	21	20	18	97	Spanish Radio Net.	—	KT-H

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WQHT-FM	1 WRKS-FM	1 WQHT-FM	1 WRKS-FM	1 WRKS-FM	1 WRKS-FM
2 WXRK-FM	2 WQHT-FM	2 WXRK-FM	2 WSKQ-FM	2 WCBS-FM	2 WSKQ-FM
3 WHTZ-FM	3 WHTZ-FM	3 WRKS-FM	3 WPLJ-FM	3 WXRK-FM	3 WLTW-FM
4 WAXQ-FM	4 WPLJ-FM	4 WHTZ-FM	4 WQHT-FM	4 WSKQ-FM	4 WCBS-FM
5 WRKS-FM	5 WSKQ-FM	5 WCBS-FM	5 WHTZ-FM	5 WQCD-FM	5 WPLJ-FM
6 WPLJ-FM	6 WLTW-FM	5 WSKQ-FM	6 WLTW-FM	6 WFAN-AM	6 WMXV-FM
7 WSKQ-FM	7 WMXV-FM	7 WAXQ-FM	7 WCBS-FM	6 WPLJ-FM	7 WBLS-FM
8 WNEW-FM	8 WBLS-FM	8 WPLJ-FM	8 WMXV-FM	8 WLTW-FM	8 WQCD-FM
9 WFAN-AM	9 WXRK-FM	9 WNEW-FM	9 WBLS-FM	9 WNEW-FM	9 WQHT-FM
10 WMXV-FM	10 WNEW-FM	10 WFAN-AM	10 WQCD-FM	10 WQHT-FM	10 WHTZ-FM



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12+ POPULATION: 9,656,900 (Black: 10.3%; Hispanic: 39.5%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
5.1	5.4	5.5	5.0	5.2	1	KPWR-FM CHR	105.9 25kw	2	1	2	3	17	27	59	Emmis	—	D&R
3.7	2.5	3.0	5.2	4.7	2	KLVE-FM Span	107.5 29.5kw	12	10	3	1	1	6	94	Heftel	—	CAB
3.9	4.0	4.1	4.2	4.5	3	KIIS-A/F CHR	1150/102.7 5kw/8kw	1	2	6	5	7	13	49	Gannett	—	MCG
4.7	4.6	4.5	4.4	4.4	4	KROQ-FM Alt	106.7 5.6kw	5	4	1	2	10	25	64	Infinity	—	IRS
4.2	3.8	4.0	4.1	4.3	5	KOST-FM AC	103.5 12.5kw	3	9	9	7	3	3	53	Cox	—	CHR
3.6	3.2	3.8	4.0	4.2	6	KKBT-FM Urban	92.3 43kw	10	3	4	6	15	22	78	Evergreen Media	—	MMR
3.8	4.7	4.6	3.4	3.9	7	KFI-AM Talk	640 50kw	11	33	17	15	8	2	75	Cox	WWO	CHR
3.2	3.9	3.8	3.2	3.8	8	KRTH-FM Gold	101.1 51kw	4	5	14	8	2	1	56	Infinity	—	IRS
6.1	5.4	5.6	4.5	3.4	9	KLAX-FM Span	97.9 50kw	18	7	8	9	6	10	80	SBS	—	SBS
2.8	2.5	2.7	2.3	3.3	10	KLOS-FM Rock	95.5 61kw	9	8	5	4	4	19	59	Cap Cities/ABC	ABC	KATZ
2.6	2.6	2.2	3.7	3.3	10	KNX-AM News	1070 50kw	7	31	21	18	13	4	50	CBS	CBS	CBS
2.9	3.6	3.6	3.2	3.2	12	KBIG-FM AC	104.3 105kw	6	11	10	10	9	9	48	Bonneville Int.	—	CBS
3.5	3.7	3.2	2.6	3.1	13	KABC-AM Talk	790 5kw	17	—	32	26	23	8	73	Cap Cities/ABC	ABC	KATZ
2.0	2.6	2.5	2.6	3.0	14	KTWV-FM NAC	94.7 55kw	16	21	15	13	5	5	69	Group W	—	G/W
2.8	2.7	2.6	2.5	2.9	15	KYSR-FM Hot AC	98.7 75kw	15	13	7	11	12	16	61	Viacom	—	TOR
3.0	2.9	2.4	2.4	2.4	16	KCBS-FM CR	93.1 28.5kw	14	17	11	12	11	15	51	CBS	CBS	CBS
2.8	2.3	2.5	2.5	2.4	16	KFWB-AM News	980 5kw	8	37	29	20	19	11	40	Group W	CNN	G/W
2.9	2.5	2.3	2.8	2.3	18	KZLA-FM City	93.9 18.5kw	20	27	19	17	16	7	71	Shamrock Br.	—	SRS
2.8	2.7	2.4	2.1	2.2	19	KLSX-FM* CR	97.1 21kw	13	15	12	14	14	17	44	Greater Media Inc.	—	MMR
1.7	1.6	1.7	1.5	2.1	20	KLAC-AM Nost	570 5kw	22	38	42	35	30	14	78	Shamrock Br.	—	SRS
1.7	1.3	1.7	2.2	1.9	21	KKHJ-AM Span	930 5kw	24	20	13	16	18	23	89	Liberman	—	KT-H

*Switched to Full-Service in August.

Continued on Page 24

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Continued from Page 23

12+ POPULATION: 9,656,900 (Black: 10.3%; Hispanic: 39.5%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.8	2.1	1.9	2.1	1.9	21	KXEZ-FM AC	100.3 5.3kw	19	29	25	23	20	12	54	Viacom	—	TOR
0.8	0.9	0.9	1.0	1.7	23	KBUE-FM** Span	105.5 1.05kw	25	6	16	19	25	26	82	Liberman	—	—
1.3	1.0	2.2	1.2	1.6	24	KXED-AM Span	1540 50(10)kw	34	24	23	22	21	17	122	SBS	—	SBS
1.7	1.9	1.3	1.8	1.5	25	KKGO-A/F Clas	1050/105.1 2.1kw/18kw	21	18	34	30	28	20	48	Mt. Wilson FM	AP	CMBS
2.2	2.1	1.8	1.2	1.4	26	KTNQ-AM Span	1020 50kw	29	19	22	21	22	21	79	Heftel	CRC	CAB
0.4	0.6	1.0	0.9	1.1	27	KACE-FM UG	103.9 1.65kw	28	28	26	27	26	24	62	Cox	AP	K&P
0.0	0.0	0.0	0.4	1.1	27	KVAR-FM*** Span	97.5 72kw	32	16	18	24	27	34	76	Embarcadero Media	—	CAB
0.7	0.8	1.0	0.8	1.0	29	KMPC-AM Talk	710 50(10)kw	23	35	35	31	32	28	43	Cap Cities/ABC	ABC	KATZ
1.2	1.5	1.5	1.4	1.0	29	KRLA-AM Gold	1110 50(20)kw	27	11	27	28	34	32	53	Greater Media	—	MMR
0.8	1.1	0.9	1.3	1.0	29	KSCA-FM Prog	101.9 2.5kw	26	32	20	25	24	31	52	Golden West	—	BAN
1.1	1.0	1.5	1.6	1.0	29	KWKW-AM Span	1330 5kw	33	26	31	32	29	30	73	Lotus	—	LOTUS

Was KNAC-FM (Rock) until late February. *Was KHTX-FM (Ctry), which went dark in December, and signed back on in February.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KROQ-FM	1 KLVE-FM	1 KLOS-FM	1 KLVE-FM	1 KLOS-FM	1 KLVE-FM	SPAN	16.8
2 KLOS-FM	2 KKBT-FM	2 KROQ-FM	2 KIIS-AF	2 KRTH-FM	2 KOST-FM	N/T	13.7
3 KPWR-FM	3 KIIS-AF	3 KPWR-FM	3 KOST-FM	3 KLVE-FM	3 KYSR-FM	AC	12.3
4 KLVE-FM	4 KROQ-FM	4 KLVE-FM	4 KKBT-FM	4 KROQ-FM	4 KRTH-FM	CHR	9.7
5 KKBT-FM	5 KPWR-FM	5 KLAX-FM	5 KYSR-FM	5 KCBS-FM	4 KBIG-FM	GOLD/CR	9.4
6 KIIS-AF	6 KYSR-FM	6 KRTH-FM	6 KBIG-FM	6 KLAX-FM	6 KIIS-AF	URBAN	5.3
7 KLAX-FM	7 KBIG-FM	7 KCBS-FM	7 KPWR-FM	7 KTWV-FM	7 KTWV-FM	ALT	4.4
8 KOST-FM	8 KOST-FM	8 KKBT-FM	8 KROQ-FM	8 KFI-AM	8 KLAX-FM	ROCK	3.3
9 KLSX-FM	9 KLAX-FM	9 KLSX-FM	9 KRTH-FM	9 KLSX-FM	9 KKBT-FM	NAC	3.0
10 KCBS-FM	10 KLOS-FM	10 KIIS-AF	10 KLAX-FM	10 KNX-AM	10 KFI-AM	CTRY	2.3
						NOST	2.1
						CLAS	1.5
						PROG	1.0

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12+ POPULATION: 6,880,700 (Black: 18.6%; Hispanic: 11.2%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.0	7.4	6.3	6.4	6.0	1	1	WGCI-FM Urban	107.5 33kw	7	2	1	1	1	10	88	Gannett	—	MCG
6.9	6.4	6.9	7.1	5.8	2	2	WGN-AM FS	720 50kw	5	21	26	20	12	1	83	Tribune	ABC	CHR
4.4	4.2	4.1	4.3	4.7	3	3	WUSN-FM Ctry	99.5 6.3kw	8	10	7	3	2	3	86	Infinity	—	IRS
1.9	2.0	2.2	3.6	4.0	4	4	WMAQ-AM News	670 50kw	1	15	21	17	10	7	53	Group W	CNN	G/W
4.9	4.3	4.3	4.0	3.9	5	5	WBBM-FM CHR	96.3 4.2kw	2	1	4	8	18	22	52	CBS	CBS	CBS
3.7	4.2	4.1	4.1	3.9	5	5	WLIT-FM AC	93.9 4kw	10	14	13	12	7	6	73	Viacom	—	CHR
3.4	3.5	4.3	3.9	3.9	5	5	WVAZ-FM UAC	102.7 6kw	13	9	9	2	3	4	83	Evergreen Media	UPI	BAN
4.2	4.1	3.9	3.4	3.8	8	8	WBBM-AM News	780 50kw	6	24	25	21	16	8	55	CBS	CBS	CBS
3.5	2.6	3.1	3.4	3.8	8	8	WJMK-FM Gold	104.3 4.1kw	4	7	16	6	4	2	55	Infinity	WWO	IRS
3.8	4.3	3.6	3.7	3.8	8	8	WKQX-FM Alt	101.1 8.3kw	3	4	2	5	13	26	52	Emmis	SOU	D&R
2.5	3.6	3.5	3.2	3.5	11	11	WNUA-FM NAC	95.5 8.3kw	12	23	17	10	6	5	71	Pyramid	—	EAST
3.2	3.4	3.5	2.9	3.1	12	12	WLS-AM Talk	890 50kw	19	32	28	23	21	9	87	Cap Cities/ABC	ABC	BAN
2.7	2.8	3.1	3.0	3.1	12	12	WRCX-FM Rock	103.5 4.3kw	9	5	3	7	14	25	58	Evergreen Media	—	MMR
2.6	2.7	2.7	2.8	3.1	12	12	WXRT-FM Prog	93.1 6.7kw	17	25	6	4	5	11	76	Group W	—	CBS
2.8	2.8	2.7	2.7	3.0	15	15	WOJO-FM Span	105.1 8.4kw	22	6	5	9	8	15	110	Tichenor Media	—	KT-H
3.1	3.2	3.3	3.2	2.4	16	16	WLUP-FM Talk	97.9 6kw	19	28	8	11	9	13	68	Evergreen Media	—	MMR
0.8	1.5	2.3	1.9	2.3	17	17	WEJM-FM Urban	106.3 2kw	20	3	10	18	25	36	73	Evergreen Media	ABC	D&R
2.6	2.6	2.3	2.3	2.1	18	18	WCKG-FM CR	105.9 4.1kw	11	11	12	13	17	18	40	Cox	—	KATZ
1.8	2.6	2.2	1.9	2.1	18	18	WPNT-FM Hot AC	100.3 8.2kw	14	12	15	15	15	14	47	Century	—	EAST
2.6	2.2	2.4	2.4	2.1	18	18	WTMX-FM Hot AC	101.9 4.2kw	15	8	14	16	20	19	48	Bonneville Int.	—	MCG

Continued on Page 26



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RADIO TODAY
ENTERTAINMENT

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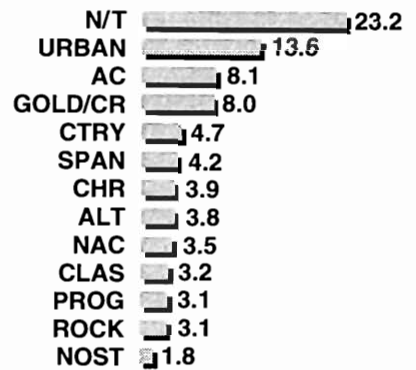
12+ POPULATION: 6,880,700 (Black: 18.6 %; Hispanic: 11.2%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.6	2.4	1.8	1.7	2.1	18	WYSY-FM Gold	107.9 22.5kw	16	18	11	14	11	17	49	Cox	—	—
1.8	1.1	1.1	2.4	1.8	22	WAIT-AM Nost	850 2.5kw	27	—	38	38	34	24	104	Pride	SMN	—
1.6	1.4	1.8	1.6	1.8	22	WSCR-AM Sports	820 5kw	25	35	20	19	19	12	90	Group W	—	CBS
1.1	1.1	1.9	2.0	1.7	24	WNIB-FM Clas	97.1 8.4kw	21	30	34	29	27	20	60	No. Illinois	—	CMBS
1.1	1.4	1.1	1.3	1.5	25	WFMT-FM Clas	98.7 15.5kw	24	—	36	28	26	16	66	Chicago Educ.	—	D&R
1.2	1.3	1.1	1.4	1.4	26	WGCI-AM UG	1390 5kw	26	16	23	25	23	21	76	Gannett	AURN	MCG
1.0	0.9	1.3	1.2	1.3	27	WMVP-AM Sports	1000 50kw	23	22	19	22	22	23	53	Evergreen Media	—	MMR
0.7	0.9	1.3	1.1	1.2	28	WIND-AM Span	560 5kw	29	17	18	24	24	27	77	Tichenor Media	—	KATZ
2.6	2.5	2.3	1.1	1.0	29	WJJD-AM Talk	1160 50(5)kw	28	33	37	37	35	28	66	Infinity	WVO	IRS

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRCX-FM	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WXRT-FM	1 WGCI-FM
2 WGCI-FM	2 WKQX-FM	2 WRCX-FM	2 WVAZ-FM	2 WLUP-FM	2 WVAZ-FM
3 WKQX-FM	3 WBBM-FM	3 WXRT-FM	3 WUSN-FM	3 WUSN-FM	3 WLIT-FM
4 WBBM-FM	4 WUSN-FM	4 WLUP-FM	4 WLIT-FM	4 WGCI-FM	3 WUSN-FM
5 WLUP-FM	5 WVAZ-FM	5 WKQX-FM	5 WJMK-FM	5 WNUA-FM	5 WJMK-FM
6 WXRT-FM	6 WOJO-FM	6 WJMK-FM	6 WBBM-FM	6 WJMK-FM	6 WNUA-FM
7 WOJO-FM	7 WLIT-FM	7 WUSN-FM	7 WPNT-FM	7 WSCR-AM	7 WXRT-FM
8 WEJM-FM	8 WXRT-FM	8 WVAZ-FM	8 WKQX-FM	8 WVAZ-FM	8 WPNT-FM
9 WCKG-FM	9 WTMX-FM	9 WOJO-FM	9 WXRT-FM	9 WRCX-FM	9 WTMX-FM
10 WUSN-FM	10 WRCX-FM	10 WNUA-FM	10 WTMX-FM	10 WOJO-FM	10 WOJO-FM



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12+ POPULATION: 5,330,700 (Black: 10.8%; Hispanic: 15.2%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF. FIRM
7.8	7.4	8.3	7.5	6.9	1	KGO-AM N/T	810 50kw	2	38	24	8	1	1	80	Cap Cities/ABC	ABC	BAN
5.0	4.7	5.0	5.1	4.8	2	KCBS-AM News	740 50kw	1	36	18	12	6	4	50	CBS	CBS	CBS
4.2	3.8	4.4	4.5	4.4	3	KMEL-FM CHR	106.1 69kw	3	2	1	1	10	17	56	Evergreen Media	—	CHR
5.4	4.8	4.4	4.2	4.1	4	KNBR-AM FS	680 50kw	6	32	10	9	5	3	63	Susquehanna	ABC	EAST
4.0	3.9	4.2	4.0	3.6	5	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	5	9	8	4	3	5	54	Bonneville Int.	—	KATZ
4.1	2.9	3.4	3.2	3.6	5	KYLD/KYLZ CHR	107.7/99.1 8.9kw/1.1kw	4	1	3	7	15	28	47	Crescent	AP	MMR
2.6	3.1	3.0	2.9	3.5	7	KITS-FM Alt	105.3 15kw	7	5	2	2	8	18	58	Entercom	—	D&R
3.5	3.9	3.6	3.8	3.3	8	KIOI-FM Hot AC	101.3 125kw	8	6	4	3	7	12	56	Evergreen Media	—	BAN
2.9	2.8	3.7	3.0	3.3	8	KKSF-FM NAC	103.7 7.8kw	9	37	15	6	2	2	70	Brown Br.	—	CBS
2.0	3.2	3.7	3.1	2.8	10	KDFC-A/F Clas	1220/102.1 5kw/33kw	10	28	23	22	13	7	61	Brown Br.	—	CBS
3.2	2.8	2.7	2.7	2.7	11	KBLX-FM NAC	102.9 6.6kw	15	10	9	10	9	9	70	Inner City	—	D&R
2.2	2.1	2.2	2.6	2.7	11	KFOG-FM Prog	104.5 7.9kw	11	41	7	5	4	8	59	Susquehanna	SOU	EAST
3.1	2.9	2.5	2.0	2.6	13	KABL-AM Nost	960 5kw	21	—	45	37	32	15	88	Shamrock Br.	WWO	SRS
2.2	0.3	0.3	2.4	2.4	14	KPIX-FM News	95.7 6.9kw	16	30	28	16	14	6	66	Group W	CNN	G/W
2.2	2.0	1.9	2.0	2.2	15	KSJO-FM Rock	92.3 50kw	19	11	5	11	11	26	63	BayCom Partners	—	MCG
1.2	1.9	2.0	2.1	2.0	16	KOME-FM Alt	98.5 12.5kw	13	4	6	13	24	36	48	Infinity	—	IRS
2.5	3.1	2.6	2.4	1.9	17	KFRC-FM Gold	99.7 40kw	12	8	21	14	12	11	45	Alliance	—	G/W
2.3	1.9	1.8	1.6	1.8	18	KBAY-FM AC	100.3 163kw	24	35	34	26	21	10	73	United	—	MMR
2.4	2.4	2.3	2.1	1.7	19	KRQR-FM CR	87.3 82kw	14	12	11	15	16	16	41	CBS	CBS	CBS
2.4	2.4	2.7	2.1	1.7	19	KSAN-FM Ctry	94.9 30kw	20	13	22	20	17	13	57	Shamrock Br.	—	SRS
1.6	1.9	1.9	1.4	1.6	21	KLOK-AM Span	1170 50(5)kw	29	7	14	19	19	20	93	Excel Com.	CRC	CAB
1.1	1.7	1.7	1.4	1.5	22	KYCY-FM Ctry	93.3 50kw	25	19	16	21	20	21	64	Alliance	—	G/W

Continued on Page 28



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JAMS BETTER MUSIC



Continued from Page 27

12+ POPULATION: 5,330,700 (Black: 10.8%; Hispanic: 15.2%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.6	1.8	1.9	1.6	1.4	23	KBGG-FM* <i>Gold</i>	98.1 100kw	17	18	13	18	18	23	41	Shamrock Br.	—	SRS
1.1	1.5	1.8	1.9	1.4	23	KSOL-FM <i>UAC</i>	98.9 6kw	18	15	12	17	22	24	41	Crescent	—	MMR
1.2	1.0	1.2	1.2	1.3	25	KHQT-FM** <i>CHR</i>	97.7 1.65kw	22	3	17	37	31	43	46	Susquehanna	—	EAST
1.4	1.6	1.1	1.2	1.2	26	KFRC-AM <i>Gold</i>	610 5kw	23	16	38	32	26	19	47	Alliance	—	G/W
1.0	1.2	0.7	1.5	1.2	26	KSFO-AM <i>Talk</i>	560 5kw	27	—	42	30	23	14	66	Cap Cities/ABC	CNN	BAN
0.8	0.8	0.8	0.7	1.1	28	KDIA-AM <i>UG</i>	1310 5kw	33	37	35	36	34	27	89	1310, Inc.	ABC	K&P
1.0	0.8	1.0	0.9	1.1	28	KRTY-FM <i>Ctry</i>	95.3 .87kw	31	22	26	23	25	22	75	Empire	—	MMR

*Was KABL-FM until February. ** Began Simulcasting KFOG-FM (Prog.) in August.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KITS-FM	1 KMEL-FM	1 KITS-FM	1 KMEL-FM	1 KNBR-AM	1 KKSF-FM	N/T 19.6
2 KSJO-FM	2 KIOI-FM	2 KNBR-AM	2 KIOI-FM	2 KGO-AM	2 KIOI-FM	CHR 9.3
3 KYLD/KYLZ	3 KYLD/KYLZ	3 KSJO-FM	3 KOIT-AF	3 KCBS-AM	3 KOIT-AF	AC 8.7
4 KMEL-FM	4 KITS-FM	4 KFOG-FM	4 KKSF-FM	4 KITS-FM	4 KBLX-FM	GOLD/CR 6.2
5 KOME-FM	5 KOIT-AF	5 KMEL-FM	5 KBLX-FM	5 KFOG-FM	5 KGO-AM	NAC 6.0
6 KNBR-AM	6 KBLX-FM	6 KGO-AM	6 KFOG-FM	6 KKSF-FM	6 KFOG-FM	ALT 5.5
7 KIOI-FM	7 KFOG-FM	6 KYLD/KYLZ	7 KITS-FM	7 KOIT-AF	7 KMEL-FM	CTRY 4.3
8 KFOG-FM	8 KOME-FM	8 KRQR-FM	8 KYLD/KYLZ	8 KSJO-FM	8 KFRC-FM	CLAS 2.8
9 KRQR-FM	9 KKSF-FM	8 KCBS-AM	9 KGO-AM	9 KRQR-FM	9 KCBS-AM	PROG 2.7
10 KBGG-FM	9 KSJO-FM	10 KKSF-FM	10 KFRC-FM	10 KIOI-FM	10 KDFC-AF	NOST 2.6
						URBAN 2.5
						ROCK 2.2
						SPAN 1.6

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12+ POPULATION: 4,115,300 (Black: 18.5%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.4	7.4	7.3	7.7	7.3	1	KYW-AM News	1060 50kw	1	13	15	11	7	2	46	Group W	WWO	G/W
4.9	5.2	5.7	5.9	6.2	2	WUSL-FM Urban	98.9 18kw	9	1	1	4	11	15	96	EZ	—	KATZ
3.3	4.4	5.3	5.1	5.8	3	WDAS-FM UAC	105.3 16.5kw	13	9	5	2	1	3	106	Beasley	—	MCG
6.1	5.7	4.9	5.4	5.7	4	WWDB-FM Talk	96.5 17kw	10	24	17	15	13	6	94	Panache	ABC	BAN
5.0	4.6	4.8	4.9	5.3	5	WOGL-FM Gold	98.1 12.5kw	5	12	13	8	3	1	71	CBS	CBS	CBS
6.6	5.6	4.7	4.8	5.2	6	WMMR-FM Rock	93.3 18kw	3	8	3	1	1	8	66	Group W	WWO	G/W
6.1	4.2	5.9	5.4	4.8	7	WPEN-AM Nost	950 5kw	16	19	24	20	18	9	111	Greater Media Inc.	—	MMR
5.6	5.2	4.9	4.6	4.8	7	WYSP-FM CR	94.1 16kw	2	10	2	3	4	11	61	Infinity	ABC	IRS
4.9	5.1	4.3	5.5	4.7	9	WBEB-FM AC	101.1 14kw	7	7	9	7	5	5	67	WEAZ-FM Radio Inc.	—	MCG
4.6	5.0	4.3	4.8	4.6	10	WXTU-FM Ctry	92.5 15.5kw	14	14	12	14	9	4	89	Beasley	WWO	D&R
4.0	3.9	3.3	4.2	4.1	11	WPLY-FM CHR	100.3 35kw	4	3	4	6	14	20	54	Greater Media Br.	—	CHR
3.3	3.5	3.4	4.3	4.0	12	WYXR-FM Hot AC	104.5 16kw	6	5	6	5	10	12	56	Pyramid	—	KATZ
3.3	3.5	4.4	4.5	3.6	13	WIP-AM Sports	610 5kw	12	11	11	13	12	10	62	Infinity	WWO	IRS
2.4	3.5	2.8	3.1	3.6	14	WJJZ-FM NAC	106.1 22.5kw	15	16	14	10	8	7	76	Pyramid	—	EAST
4.3	4.6	4.1	3.4	3.4	15	WIOQ-FM CHR	102.1 27kw	8	2	7	12	15	16	51	EZ	—	BAN
3.6	4.5	4.1	3.5	3.4	15	WMGK-FM Gold	102.9 8.5kw	11	15	8	9	6	13	57	Greater Media Inc.	WWO	MMR
2.2	2.2	2.7	2.3	2.3	16	WFLN-FM Clas	95.7 50kw	19	—	19	18	16	14	66	Marlin	—	CMBS
2.8	2.1	3.0	1.9	1.5	17	WIBF-FM Alt	103.9 .34kw	18	6	10	16	17	26	44	Jarad	—	ROS
1.7	1.7	1.5	1.4	1.3	18	WPST-FM CHR	97.5 50kw	17	4	16	17	19	25	32	Nassau	—	—

Continued on Page 30



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12+ POPULATION: 4,115,300 (Black: 18.5%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.0	1.1	1.1	1.0	1.1	19	WHAT-AM Talk	1340 1kw	24	21	26	23	23	17	95	Regional Labong	—	—
1.1	0.7	0.4	0.4	1.0	20	WGMP-AM Sports	1210 50kw	20	17	20	22	22	22	46	CBS	CBS	CBS

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WYSP-FM	1 WUSL-FM	1 WMMR-FM	1 WDAS-FM	1 WMMR-FM	1 WDAS-FM	N/T	18.7
2 WMMR-FM	2 WDAS-FM	2 WYSP-FM	2 WUSL-FM	2 WYSP-FM	2 WBEB-FM	GOLD/CR	13.5
3 WUSL-FM	3 WPLY-FM	3 WIP-AM	3 WYXR-FM	3 WIP-AM	3 WYXR-FM	URBAN	12.0
4 WPLY-FM	4 WYXR-FM	4 WUSL-FM	4 WBEB-FM	4 WOGL-FM	4 WOGL-FM	CHR	8.8
5 WIP-AM	5 WMGK-FM	5 WDAS-FM	5 WPLY-FM	5 WDAS-FM	5 WUSL-FM	AC	8.7
6 WIOQ-FM	6 WIOQ-FM	6 WOGL-FM	6 WOGL-FM	6 WMGK-FM	6 WJZ-FM	ROCK	5.2
7 WMGK-FM	7 WBEB-FM	7 WMGK-FM	6 WJZ-FM	7 WXTU-FM	7 KYW-AM	NOST	4.8
8 WDAS-FM	8 WMMR-FM	8 WPLY-FM	8 WMGK-FM	8 KYW-AM	8 WMGK-FM	CTRY	4.6
9 WYXR-FM	9 WYSP-FM	9 KYW-AM	9 WMMR-FM	9 WJZ-FM	9 WXTU-FM	NAC	3.6
10 WIBF-FM	10 WXTU-FM	10 WBEB-FM	10 WIOQ-FM	10 WUSL-FM	10 WMMR-FM	CLAS	2.3
						ALT	1.5

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12+ POPULATION: 3,660,200(Black: 21.3%; Hispanic: N/A)

SUMMER '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 1-24 AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
6.9	6.8	8.7	8.8	9.5	1	WJLB-FM Urban	97.9 50kw	3	1	1	1	1	7	110	Secret Com.	—	MMR
8.5	8.0	7.6	8.5	7.4	2	WJR-AM Talk	760 50kw	1	14	19	14	9	1	74	Cap Cities/ABC	ABC	KATZ
4.9	5.0	5.9	5.2	5.2	3	WWJ-AM News	950 5kw	2	18	16	15	14	4	53	CBS	CBS	CBS
4.7	5.2	4.7	4.5	4.9	4	WYCD-FM Ctry	99.5 17.5kw	11	3	6	5	4	8	82	Alliance	ABC	G/W
3.4	3.3	4.2	4.5	4.8	5	WLTI-FM AC	93.1 26.5kw	8	16	13	7	5	2	74	Viacom	—	CHR
3.8	4.7	4.4	5.0	4.7	6	WNIC-FM AC	100.3 32kw	6	8	5	2	2	11	61	Br. Partners	—	D&R
5.3	4.1	4.0	4.0	4.6	7	WKQI-FM Hot AC	95.5 100kw	4	7	3	3	3	9	58	Br. Partners	—	D&R
4.8	4.9	5.1	4.1	4.4	8	WMXD-FM UAC	92.3 50kw	14	10	9	6	6	5	83	Secret Com.	—	MMR
4.3	5.5	4.9	4.1	4.4	8	WXYT-AM Talk	1270 5kw	15	20	18	18	15	6	86	Infinity	CNN	IRS
4.8	4.3	4.9	5.0	4.3	10	WWWW-FM Ctry	106.7 61kw	10	12	7	10	10	10	72	Shamrock Br.	WWO	SRS
3.7	3.1	3.5	3.1	4.0	11	WRIF-FM Rock	101.1 27kw	9	5	2	4	8	16	62	Greater Media Inc.	—	BAN
3.9	3.7	4.0	4.2	3.6	12	WOMC-FM Gold	104.3 190kw	7	11	17	9	7	3	54	Infinity	WWO	IRS
4.0	3.1	3.5	3.7	3.4	13	WHYT-FM Alt	96.3 20kw	5	2	4	13	16	24	45	Cap Cities/ABC	ABC	KATZ
3.2	3.2	2.1	2.9	3.0	14	WYST-FM Gold	97.1 15kw	13	20	8	8	11	13	54	CBS	—	CBS
3.2	3.1	3.3	3.0	2.9	15	WJZZ-FM NAC	105.9 20kw	18	15	15	12	13	12	65	Bell	—	TOR
3.6	3.6	2.6	2.9	2.6	16	WCSX-FM CR	94.7 13.5kw	16	13	14	11	12	14	52	Greater Media Inc.	WWO	MCG
1.9	2.2	2.4	2.3	2.3	17	CKWW-AM Nost	580 .5kw	21	—	—	27	27	17	90	CHUM Ltd.	—	—
2.6	3.3	2.2	1.8	2.0	18	CIMX-FM Alt	88.7 100kw	17	4	10	17	21	26	43	CHUM Ltd.	—	—
2.2	2.2	2.3	2.1	2.0	18	WLLZ-FM Rock	98.7 50kw	12	6	11	16	17	23	34	Group W	—	G/W
1.7	1.8	2.4	2.6	2.0	18	WQRS-FM Clas	105.1 20kw	20	—	—	23	20	15	70	Marlin	—	CMBS
2.0	2.2	1.8	1.9	1.7	21	WDZR-FM Rock	102.7 50kw	19	9	12	19	18	28	51	US Radio	SMN	D&R
1.1	1.1	1.1	0.6	1.2	22	WMUZ-FM Rel	103.5 50kw	23	17	21	20	19	18	52	Crawford	—	CRA

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SUPERSTATION 760



Continued from Page 31

12+ POPULATION: 3,660,200(Black: 21.3%; Hispanic: N/A)

SUMMER '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.0	1.1	0.8	0.9	1.1	23	WQBH-AM UG	1400 1kw	25	—	26	24	24	19	79	TXC Corp.	—	PATT
0.3	0.5	0.5	1.2	1.0	24	WDFN-AM Sports	1130 50(10)kw	26	—	20	21	22	21	76	Shamrock Br.	WVO	SRS

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WRIF-FM	1 WJLB-FM	1 WJLB-FM	1 WJLB-FM	1 WRIF-FM	1 WNIC-FM	N/T 18.0
2 WJLB-FM	2 WKQI-FM	2 WRIF-FM	2 WKQI-FM	2 WJLB-FM	2 WJLB-FM	URBAN 15.0
3 WDZR-FM	3 WNIC-FM	3 WCSX-FM	3 WNIC-FM	3 WJR-AM	3 WKQI-FM	AC 14.1
4 WHYT-FM	4 WYCD-FM	4 WYCD-FM	4 WMXD-FM	4 WCSX-FM	4 WLTJ-FM	CTRY 9.2
5 CIMX-FM	5 WHYT-FM	5 WYST-FM	5 WLTJ-FM	5 WYCD-FM	5 WMXD-FM	GOLD/CR 9.2
6 WYCD-FM	6 WMXD-FM	6 WJR-AM	6 WYCD-FM	6 WOMC-FM	6 WYCD-FM	ROCK 7.7
7 WCSX-FM	7 WLTJ-FM	7 WOMC-FM	7 WOMC-FM	7 WWJ-AM	7 WOMC-FM	ALT 5.4
8 WLLZ-FM	8 WYST-FM	8 WWWW-FM	8 WHYT-FM	8 WYST-FM	8 WWWW-FM	NAC 2.9
9 WWWW-FM	9 WWWW-FM	9 WJZZ-FM	9 WYST-FM	9 WJZZ-FM	9 WYST-FM	NOST 2.3
10 WYST-FM	10 WRIF-FM	10 WMXD-FM	10 WWWW-FM	10 WXYT-AM	10 WJZZ-FM	CLAS 2.0
						REL 1.2

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12+ POPULATION: 3,542,600 (Black: 13.6%; Hispanic: 13.7%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.5	5.9	6.9	5.6	6.0	1	1	KSCS-FM Ctry	96.3 99kw	1	10	5	1	3	3	67	Cap Cities/ABC	—	BAN
5.3	5.4	5.1	5.6	5.4	2	2	KVIL-FM AC	103.7 100kw	5	11	10	3	1	2	75	Infinity	—	IRS
5.1	4.5	4.3	4.0	5.3	3	3	KOAI-FM NAC	107.5 25kw	11	15	15	6	2	1	87	Granum	—	MMR
5.9	5.7	6.3	5.2	5.1	4	4	WBAP-AM NT	820 50kw	4	21	16	17	6	4	71	Cap Cities/ABC	ABC	BAN
6.1	6.0	5.6	5.0	5.0	5	5	KHKS-FM CHR	106.1 100kw	2	1	1	2	7	17	56	Gannett	—	D&R
5.1	5.9	3.7	4.6	4.9	6	6	KYNG-FM Ctry	105.3 100kw	9	5	7	5	4	6	76	Alliance	—	G/W
3.7	3.3	3.6	3.5	4.6	7	7	KDGE-FM Alt	94.5 100kw	3	1	1	7	17	24	60	Bonneville Int.	—	D&R
4.2	5.7	4.9	4.5	4.6	7	7	KKDA-FM Urban	104.5 100kw	13	4	4	8	12	16	81	Republic	AP	CHR
3.4	4.1	4.5	3.8	4.1	9	9	KJMZ-FM Urban	100.3 89kw	14	3	6	11	15	20	74	Granum	ABC	MCG
3.2	4.3	3.5	4.0	4.0	10	10	KEGL-FM Rock	97.1 100kw	10	8	3	4	5	19	64	Sandusky	—	CHR
5.1	4.1	4.1	4.2	4.0	10	10	KPLX-FM Ctry	99.5 100kw	8	7	13	12	11	7	59	Susquehanna	AP	EAST
3.9	4.0	3.7	3.8	3.8	12	12	KLUV-FM Gold	98.7 100kw	6	9	17	13	8	5	54	Infinity	—	IRS
3.4	3.2	3.0	3.4	3.5	13	13	KRLD-AM NT	1080 50kw	7	25	21	18	18	8	51	SFX	CBS	CBS
3.1	2.5	3.1	3.1	3.4	14	14	KDMX-FM Hot AC	102.9 100kw	12	13	8	9	10	13	60	Nationwide	—	MMR
2.9	2.5	2.8	3.4	3.1	15	15	KLTY-FM Rel	94.1 100kw	18	6	14	15	13	12	74	Metroplex Br.	AP	K&P
2.9	2.5	2.6	2.6	3.1	15	15	KZPS-FM CR	92.5 96kw	15	18	12	10	9	9	56	Bonneville Int.	—	D&R
3.0	2.3	2.5	2.4	2.8	17	17	KTXQ-FM Rock	102.1 100kw	16	12	9	14	16	21	53	CBS	CBS	CBS
3.2	2.2	2.4	2.7	2.6	18	18	KRRW-FM CR	97.9 100kw	17	17	11	16	14	15	51	CBS	CBS	CBS
1.9	2.7	2.6	2.6	2.2	19	19	WRR-FM Clas	101.1 98kw	19	22	32	25	21	10	60	City of Dallas	AP	CMBS
2.2	2.4	2.7	1.9	2.1	20	20	KSNM-FM Ctry	94.9 100kw	21	20	24	19	20	11	68	Alliance	—	G/W
1.8	2.6	2.3	2.0	1.9	21	21	KLIF-AM NT	570 5kw	20	—	23	20	19	14	53	Susquehanna	WVO	EAST
1.4	1.5	1.3	2.0	1.5	22	22	KHVN-AM Rel	970 1kw	24	24	30	23	22	17	88	Granum	ABC	MCG

Continued on Page 34



+ 106.1 KISSFM =

For more information call (212) 581-3962

DALLAS' CONTINUOUS HIT MUSIC STATION



Continued from Page 33

12+ POPULATION: 3,542,600 (Black: 13.6%; Hispanic: 13.7%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ A/H	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
1.4	2.0	1.3	1.9	1.5	22	KKDA-AM UG	730 .5kw	22	19	20	24	24	22	75	Republic	AP	CHR
1.2	1.3	3.2	1.7	1.4	24	KTCK-AM Sports	1310 5(2.5)kw	23	27	19	21	23	23	69	Cardinal	AP	—
1.8	1.4	1.2	1.2	1.3	25	KESS-AM Span	1270 5kw	25	23	18	22	25	26	85	Heftel	—	CAB
0.5	0.6	0.3	0.8	1.1	26	KICI-A/F Span	1440/107.9 5.5kw/100kw	27	14	22	26	26	27	92	Rodriguez	—	CAB

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KEGL-FM	1 KHKS-FM	1 KEGL-FM	1 KVIL-FM	1 KEGL-FM	1 KVIL-FM	CTRY	17.0
2 KDGE-FM	2 KDGE-FM	2 KZPS-FM	2 KSCS-FM	2 WBAP-AM	2 KSCS-FM	N/T	11.9
3 KTXQ-FM	3 KSCS-FM	3 KTXQ-FM	3 KHKS-FM	3 KZPS-FM	3 KOAI-FM	URBAN	10.2
4 KKDA-FM	4 KDMX-FM	4 KSCS-FM	4 KDMX-FM	4 KOAI-FM	4 KDMX-FM	GOLD/CR	9.5
5 KHKS-FM	5 KKDA-FM	5 KKDA-FM	5 KYNG-FM	5 KYNG-FM	5 KHKS-FM	AC	8.8
6 KJZ-FM	6 KVIL-FM	6 KOAI-FM	6 KDGE-FM	6 KTXQ-FM	6 KPLX-FM	ROCK	6.8
7 KYNG-FM	7 KJZ-FM	7 KYNG-FM	7 KOAI-FM	7 KLUV-FM	7 KYNG-FM	NAC	5.3
8 KSCS-FM	8 KYNG-FM	8 WBAP-AM	8 KKDA-FM	8 KSCS-FM	8 KLTY-FM	CHR	5.0
9 KZPS-FM	9 KLTY-FM	9 KDGE-FM	9 KPLX-FM	9 KRLD-AM	9 KLUV-FM	ALT	4.6
10 WBAP-AM	10 KPLX-FM	10 KHKS-FM	10 KLTY-FM	10 KKDA-FM	10 KRRW-FM	REL	4.6
						SPAN	2.4
						CLAS	2.2

More than Research — AnswersSM

Harker Research

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12+ POPULATION: 3,493,700 (Black: 26.7%; Hispanic: 6.6%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
9.8	8.8	9.0	8.8	8.4	1	WPGC-FM CHR	95.5 50kw	1	1	1	1	2	12	83	Infinity	—	IRS
5.2	5.8	6.3	6.2	6.0	2	WMZQ-A/F Ctry	1390/98.7 5kw/50kw	6	8	9	2	1	1	82	Viacom	—	CHR
3.3	4.1	3.7	3.7	4.4	3	WHFS-FM Alt	99.1 50kw	9	2	2	3	9	20	67	Liberty	AP	BAN
4.5	4.7	3.7	3.6	4.3	4	WHUR-FM UAC	96.3 24kw	5	12	6	6	4	8	58	Howard Univ.	—	D&R
4.6	4.1	4.6	4.2	4.3	4	WMAL-AM NT	630 5kw	11	16	19	16	15	4	70	Cap Cities/ABC	ABC	KATZ
3.4	4.4	4.2	3.8	4.2	6	WASH-FM AC	97.1 26kw	8	5	7	5	6	7	64	Evergreen	—	G/W
5.1	5.2	4.6	4.8	4.2	6	WRQX-FM Hot AC	107.3 36kw	3	7	4	4	3	11	55	Cap Cities/ABC	ABC	KATZ
3.6	3.5	3.4	3.3	3.8	8	WBIG-FM Gold	100.3 36kw	7	11	14	12	7	2	56	Colfax	ABC	EAST
4.9	4.6	4.1	3.5	3.8	8	WMMJ-FM UAC	102.3 2.9kw	16	15	13	11	8	3	80	Radio One	ABC	MCG
3.5	3.8	2.9	3.6	3.7	10	WWDC-FM Rock	101.1 22.5kw	4	3	3	7	12	19	47	Capitol Br./MD	—	CHR
1.6	1.7	3.3	4.1	3.6	11	WJZW-FM NAC	105.9 28kw	15	19	11	9	5	5	74	Viacom	—	CHR
4.6	4.3	4.2	3.2	3.5	12	WJFK-FM Talk/NAC	106.7 22kw	13	10	5	8	10	13	67	Infinity	ABC	IRS
4.1	4.0	3.3	3.8	3.5	12	WKYS-FM Urban	93.9 24kw	10	4	8	10	11	14	53	Radio One	—	D&R
3.8	3.7	4.0	3.8	3.4	14	WGAY-FM AC	99.5 21.8kw	12	15	12	14	14	10	63	Greater Media Inc.	—	MMR
3.1	3.5	3.4	3.6	3.2	15	WGMS-FM Clas	103.5 46kw	17	—	20	15	16	6	69	Colfax	WWO	EAST
3.7	3.0	3.0	3.4	3.2	15	WTOP-AM News	1500 50kw	2	20	18	17	17	9	41	Evergreen	CBS	G/W
2.5	2.2	2.5	2.6	2.6	17	WARW-FM CR	94.7 22.5kw	14	13	10	13	13	16	52	CBS	—	CBS
1.9	1.1	1.1	1.6	2.1	18	WOL-AM Talk	1450 1kw	23	26	15	19	19	15	131	Radio One	AURN	MCG
1.2	1.9	1.6	1.7	1.7	19	WWRC-AM Talk	980 50kw	19	28	28	20	20	17	60	Greater Media Inc.	WWO	MMR

Continued on Page 36



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For more information call (212) 581-3962

THE 70's STATION



Continued from Page 35

12+ POPULATION: 3,493,700 (Black: 26.7%; Hispanic: 6.6%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.2	1.4	1.1	1.7	1.3	20	WYCB-AM <i>Rel</i>	1340 1kw	24	22	24	25	22	23	89	Howard Sanders	AURN	—
1.3	1.5	1.5	1.1	1.5	21	WXTR-FM* <i>Gold</i>	104.1 22kw	18	21	17	18	18	18	45	Liberty	—	MCG
0.8	1.2	1.1	1.0	1.0	22	WFRE-FM <i>Ctry</i>	99.9 9kw	28	25	21	23	23	22	90	Jim Gibbons	—	—

*Evolved to '70s Gold in early March.

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WPGC-FM	1 WPGC-FM	1 WPGC-FM	1 WPGC-FM	1 WJFK-FM	1 WMZQ-AF	N/T 14.8
2 WJFK-FM	2 WRQX-FM	2 WJFK-FM	2 WRQX-FM	2 WJZW-FM	2 WPGC-FM	AC 11.8
3 WHFS-FM	3 WHFS-FM	3 WWDC-FM	3 WMZQ-AF	3 WMZQ-AF	3 WRQX-FM	URBAN 11.6
4 WWDC-FM	4 WASH-FM	4 WHFS-FM	4 WASH-FM	4 WHFS-FM	4 WASH-FM	CHR 8.4
5 WHUR-FM	5 WHUR-FM	5 WJZW-FM	5 WHUR-FM	5 WWDC-FM	5 WHUR-FM	GOLD/CR 7.9
6 WYKS-FM	6 WMZQ-AF	6 WMZQ-AF	6 WHFS-FM	6 WPGC-FM	6 WMMJ-FM	CTRY 7.0
7 WRQX-FM	7 WKYS-FM	7 WHUR-FM	7 WMMJ-FM	7 WJZW-FM	7 WMMJ-FM	ALT 4.4
8 WARW-FM	8 WWDC-FM	8 WARW-FM	8 WMMJ-FM	8 WBIG-FM	7 WBIG-FM	ROCK 3.7
9 WJZW-FM	9 WARW-FM	9 WKYS-FM	8 WBIG-FM	8 WARW-FM	8 WGAY-FM	NAC 3.6
10 WMZQ-AF	10 WGAY-FM	10 WRQX-FM	9 WKYS-FM	9 WHUR-FM	9 WJZW-FM	CLAS 3.2
			10 WRQX-FM	10 WMMJ-FM	10 WHFS-FM	REL 1.3

More than Research — AnswersSM

Harker Research

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12+ POPULATION: 3,294,400 (Black: 17.5%; Hispanic: 21.5%)

HOUSTON

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
4.8	3.8	5.2	6.2	6.4	1	1	KBXX-FM CHR	97.9 100kw	5	1	2	5	9	14	82	Clear Channel	—	BAN
5.5	5.7	6.3	6.6	6.0	2	2	KODA-FM AC	99.1 95kw	3	11	6	1	1	3	72	SFX	—	MMR
5.6	4.4	3.8	4.6	6.0	2	2	KQJE-FM Nost	102.9 100kw	14	22	23	22	16	2	115	Texas Coast	ABC	BAN
5.3	5.3	5.5	5.3	5.3	4	4	KKBQ-A/F Ctry	790/92.9 5kw/97kw	9	5	5	2	5	6	78	Gannett	—	MCG
6.2	7.0	6.2	5.8	5.1	5	5	KILT-FM Ctry	100.3 100kw	4	8	11	9	4	4	64	Group W	WWO	G/W
4.2	4.2	4.6	4.7	5.0	6	6	KTRH-AM News	740 50kw	1	16	14	13	10	5	51	Evergreen	CBS	CBS
4.0	4.7	3.7	3.8	4.7	7	7	KLDE-FM Gold	94.5 95kw	11	12	15	6	2	1	71	Entercom	WWO	D&R
4.4	5.1	5.3	4.8	4.7	7	7	KMJQ-FM UAC	102.1 100kw	10	4	7	7	8	9	70	Clear Channel	—	MCG
3.7	4.3	4.0	4.4	4.6	9	9	KLLO-FM Rock	101.1 95kw	7	9	1	3	7	13	68	Evergreen	ABC	CHR
4.1	4.3	3.6	4.4	4.4	10	10	KHMX-FM Hot AC	96.5 97kw	6	14	4	4	3	11	62	Nationwide	—	D&R
4.4	5.7	5.5	4.6	4.4	10	10	KRBE-FM CHR	104.1 100kw	2	2	3	10	12	17	50	Susquehanna	—	EAST
3.9	3.1	3.1	2.8	3.7	12	12	KKRW-FM CR	93.7 100kw	12	17	8	8	6	8	58	CBS	CBS	CBS
3.8	3.8	3.9	3.7	3.6	13	13	KPRC-AM NT	950 5kw	15	21	20	16	13	7	71	Sunbelt	CNN	—
4.7	4.2	4.1	4.8	3.5	14	14	KIKK-FM Ctry	95.7 95kw	8	13	12	11	11	10	51	Group W	—	G/W
3.1	1.9	2.0	2.0	2.9	15	15	KLTN/KLTO Span	93.3/104.9 100kw/2.55kw	17	7	9	12	15	16	90	Tichenor Media	—	KT-H
2.3	2.6	2.6	3.2	2.7	16	16	KTBZ-FM* Alt	107.5 98kw	13	3	10	15	19	25	50	Shamrock Br.	—	SRS
3.1	3.3	3.1	2.9	2.4	17	17	KHYS-FM** NAC	98.5 100kw	16	19	18	14	14	12	60	Clear Channel	CBS	MCG
1.2	1.5	1.6	1.5	2.0	18	18	KLAT-AM Span	1010 5kw	21	20	13	17	17	19	99	Tichenor Media	—	KATZ
1.8	1.4	1.9	1.8	1.8	19	19	KQQK-FM Span	106.5 100kw	18	6	19	18	18	15	63	El Dorado	—	CAB

*Was KZFX-FM (CR) until November, was KRQT-FM until May. **Was Urban AC-formatted until March.

Continued on Page 38



+ KMJQ =

HOUSTON'S MAGIC 102

For more
information call
(212) 581-3962



RADIO TODAY
ENTERTAINMENT

Continued from Page 37

12+ POPULATION: 3,294,400 (Black: 17.5%; Hispanic: 21.5%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
1.5	1.9	1.8	1.4	1.4	20	KXTJ-FM Span	107.9kw 100kw	19	10	16	19	21	22	54	El Dorado	—	—
1.4	1.4	1.2	1.0	1.1	21	KSEV-AM N/T	700 15kw	20	—	21	21	20	18	41	Sunbelt	WVO	KATZ
0.7	0.6	0.3	0.3	1.0	22	KEYH-AM Span	840 97kw	22	15	17	20	24	28	78	Artlite	—	LOTUS

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KLOL-FM	1 KHM-FM	1 KLOL-FM	1 KODA-FM	1 KLOL-FM	1 KODA-FM	CTRY 13.9
2 KBXX-FM	2 KODA-FM	2 KLDE-FM	2 KHM-FM	2 KLDE-FM	2 KHM-FM	CHR 10.8
3 KRBE-FM	3 KRBE-FM	3 KBXX-FM	3 KKBQ-AF	3 KILT-FM	3 KKBQ-AF	AC 10.4
4 KTbz-FM	4 KBXX-FM	4 KKRW-FM	4 KMJQ-FM	4 KKRW-FM	4 KLDE-FM	N/T 9.7
5 KKBQ-AF	5 KKBQ-AF	5 KILT-FM	5 KRBE-FM	5 KPRC-AM	5 KMJQ-FM	SPAN 9.1
6 KLTN/KLTO	6 KMJQ-FM	6 KKBQ-AF	6 KBXX-FM	6 KTRH-AM	6 KILT-FM	GOLD/CR 8.4
7 KMJQ-FM	7 KKRW-FM	7 KTRH-AM	7 KLDE-FM	7 KKBQ-AF	7 KKRW-FM	NOST 6.0
8 KKRW-FM	8 KILT-FM	8 KMJQ-FM	8 KKRW-FM	8 KODA-FM	8 KBXX-FM	URBAN 4.7
9 KILT-FM	9 KLTN/KLTO	9 KRBE-FM	9 KILT-FM	9 KMJQ-FM	9 KRBE-FM	ROCK 4.6
10 KIKK-FM	10 KIKK-FM	10 KPRC-AM	10 KIKK-FM	10 KHM-FM	10 KIKK-FM	ALT 2.7
						NAC 2.4

More than Research — AnswersSM

Harker Research

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12+ POPULATION: 3,206,100 (Black: 5.7%; Hispanic: 5.1%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.0	7.7	8.0	9.0	7.9	1	WBZ-AM News	1030 50kw	1	15	14	10	3	1	66	Group W	ABC	GW
5.8	4.5	7.5	7.1	7.2	2	WRKO-AM NT	680 50kw	4	16	11	12	9	2	92	Amer. Radio Sys.	WWO	EAST
6.5	7.2	6.0	5.6	5.8	3	WXKS-FM CHR	107.9 23.5kw	2	2	1	1	5	13	55	Pyramid	—	KATZ
5.8	5.9	5.5	5.7	5.1	4	WJMN-FM CHR	94.5 11.5kw	3	1	3	5	12	16	64	Pyramid	—	KATZ
4.7	4.4	4.6	4.8	4.8	5	WBMX-FM Hot AC	98.5 9kw	5	7	6	4	1	4	65	Amer. Radio Sys.	—	CHR
5.0	4.7	5.4	5.1	4.5	6	WBCN-FM Alt	104.1 19kw	6	4	2	3	4	10	61	Infinity	—	IRS
2.8	2.8	3.3	3.3	4.2	7	WEEI-AM Sports	850 50kw	9	5	12	11	11	5	63	Amer. Radio Sys.	ABC	EAST
4.6	5.3	4.7	4.4	4.1	8	WODS-FM Gold	103.3 16kw	7	8	15	9	6	3	57	CBS	CBS	CBS
4.3	4.6	4.2	5.3	4.1	8	WZLX-FM CR	100.7 20kw	10	9	4	2	2	9	62	Infinity	WWO	IRS
5.3	4.9	4.2	4.8	3.9	10	WMJX-FM AC	106.7 24.5kw	8	6	9	8	10	7	56	Greater Media Inc.	—	MCG
3.0	2.5	3.5	3.9	3.7	11	WCRB-FM Clas	102.5 15kw	13	17	17	16	14	8	71	Charles River	—	CMBS
3.8	2.8	2.8	2.4	3.3	12	WBOS-FM Prog	92.9 8.8kw	12	20	7	6	8	11	59	Granum	—	MMR
1.1	1.2	2.2	2.4	3.3	12	WEGQ-FM Gold	93.7 50kw	11	10	5	7	7	14	60	Amer. Radio Sys.	—	CHR
3.5	2.9	3.4	3.7	3.2	14	WSSH-FM AC	99.5 32kw	14	13	13	14	13	6	68	Granum	—	MMR
2.5	2.4	2.9	2.8	2.8	15	WAAF-FM Rock	107.3 18.5kw	15	3	8	13	18	27	62	Zapis	WWO	D&R
2.5	2.3	1.6	2.3	2.4	16	WKLB-FM* Ctry	105.7 8.5kw	17	23	18	18	16	12	69	Fairbanks	—	BAN
1.8	2.3	2.5	1.7	2.0	17	WXKS-AM Nost	1430 5(1)kw	19	—	33	30	28	17	82	Pyramid	WWO	KATZ
1.5	1.9	1.8	2.3	1.9	18	WBCS-FM Ctry	96.9 12.5kw	18	14	16	17	15	15	65	Greater Media Inc.	—	MCG
2.3	2.4	2.5	2.0	1.8	19	WFNX-FM Alt	101.7 1.65kw	16	11	10	15	17	18	48	MCC Br.	—	TOR
1.4	1.5	1.2	1.3	1.0	20	WILD-AM UAC	1090 5kw	26	12	19	19	19	19	108	Nash	AURN	ROS

*Was WCLB-FM until June

Continued on Page 40



For more information call
(212) 581-3962

NEW ENGLAND'S 12-IN-A-ROW HIT MUSIC STATION



Continued from Page 39

12+ POPULATION: 3,206,100 (Black: 5.7%; Hispanic: 5.1%)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBCN-FM	1 WXKS-FM	1 WBCN-FM	1 WXKS-FM	1 WBCN-FM	1 WBMX-FM
2 WZLX-FM	2 WBMX-FM	2 WZLX-FM	2 WBMX-FM	2 WZLX-FM	2 WXKS-FM
3 WAAF-FM	3 WJMN-FM	3 WEEI-AM	3 WMJX-FM	3 WEEI-AM	3 WMJX-FM
4 WEGQ-FM	4 WMJX-FM	4 WEGQ-FM	4 WJMN-FM	4 WBZ-AM	4 WODS-FM
5 WXKS-FM	5 WBOS-FM	5 WAAF-FM	5 WBOS-FM	5 WRKO-AM	5 WBOS-FM
6 WJMN-FM	6 WBCN-FM	6 WRKO-AM	6 WODS-FM	6 WEGQ-FM	6 WSSH-FM
7 WEEI-AM	7 WZLX-FM	7 WBZ-AM	7 WSSH-FM	7 WODS-FM	7 WBZ-AM
8 WBOS-FM	8 WEGQ-FM	8 WBOS-FM	8 WEGQ-FM	8 WBOS-FM	8 WJMN-FM
9 WRKO-AM	9 WSSH-FM	9 WXKS-FM	9 WZLX-FM	9 WBMX-FM	9 WEGQ-FM
10 WFNX-FM	10 WAAF-FM	10 WJMN-FM	10 WBCN-FM	10 WMJX-FM	10 WZLX-FM

N/T	19.3
AC	11.9
GOLD/CR	11.5
CHR	10.9
ALT	6.3
CRTY	4.3
CLAS	3.7
PROG	3.3
ROCK	2.8
NOST	2.0
URBAN	1.0

More than Research — Answers SM

Harker Research

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12+ POPULATION: 2,843,000 (Black: 16.9%; Hispanic: 37.6%)

MIAMI-FT. LAUD.

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METHO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.5	2.0	5.6	5.0	5.8	1	WRMA-FM Span	106.7 100kw	7	11	6	3	1	1	103	New Age	—	—
7.4	5.8	6.1	6.4	5.7	2	WEDR-FM Urban	99.1 100kw	3	2	2	1	2	4	80	WEDR, Inc.	CBS	MCG
6.1	6.7	6.0	5.6	5.2	3	WLYF-FM AC	101.5 100kw	5	18	12	14	8	3	81	Jefferson-Pilot	—	CBS
3.8	4.7	4.2	4.9	5.1	4	WHQT-FM UAC	105.1 100kw	4	3	3	2	3	5	75	Cox	—	CHR
4.9	4.5	4.5	4.5	5.0	5	WPOW-FM CHR	96.5 100kw	1	1	1	4	9	19	62	Beasley	SOU	D&R
4.7	6.6	4.6	4.5	4.0	6	WAQI-FM Span	710 50kw	18	23	27	22	19	9	120	Viva America	—	CAB
3.8	4.4	4.2	4.3	4.0	6	WHYI-FM CHR	100.7 100kw	2	4	5	6	7	13	56	Clear Channel	—	MCG
4.1	3.8	3.5	3.7	3.8	8	WFLC-FM AC	97.3 100kw	6	10	4	5	4	12	60	Cox	—	CHR
4.8	3.7	4.6	3.9	3.8	8	WKIS-FM City	99.9 100kw	9	8	11	8	10	6	79	Sunshine Wireless	WWO	D&R
4.0	4.3	3.8	2.7	3.6	10	WXDJ-FM Span	95.7 100kw	14	6	8	7	5	10	83	New Age	—	—
3.6	3.4	3.9	4.2	3.5	11	WIOD-AM N/T	610 10kw	11	19	16	12	12	7	77	Cox	WWO	CHR
2.9	3.0	3.6	3.5	3.5	11	WMXJ-FM Gold	102.7 100kw	8	12	17	11	6	2	69	Jefferson-Pilot	—	CBS
5.6	4.9	3.8	3.4	3.3	13	WRTO-FM Span	98.3 100kw	19	13	13	16	13	8	103	Viva America	—	LOTUS
2.4	3.4	3.0	3.5	2.8	14	WLVE-FM NAC	93.9 100kw	13	20	15	13	11	11	64	Paxson	—	KATZ
2.7	2.9	3.3	3.0	2.7	15	WTMI-FM Clas	93.1 96kw	17	—	26	23	21	16	74	Marlin	—	CMBS
2.5	2.1	1.9	2.4	2.6	16	WZTA-FM Rock	94.9 100kw	12	5	7	9	15	24	60	Paxson	—	KATZ
1.8	1.5	2.5	2.1	2.5	17	WBGGM-FM Gold	105.9 100kw	10	22	10	10	14	15	53	Clear Channel	—	MCG
2.0	2.0	1.8	2.5	2.5	17	WQBA-AM Span	1140 50(10)kw	20	—	28	28	27	17	100	Heftel	—	KT-H
3.3	3.0	3.2	2.4	2.1	19	WSHE-FM* Rock	103.5 100kw	15	7	9	15	16	26	52	TK	—	TOR
2.8	2.2	3.5	2.8	2.0	20	WCMQ/WSKP Span	1210/107.9 25(25)kw/100kw	24	—	37	29	26	18	105	Span. Br. Sys.	—	SBS
2.2	2.1	1.8	1.9	2.0	20	WINZ-AM News	940 50(25)kw	16	26	24	25	23	20	49	Paxson	CBS	KATZ

*Evolved to Alternative format in June.

Continued on Page 42



For more information call
(212) 581-3962

SO. FLORIDA'S NEWS, TALK & ENTERTAINMENT STATION



Continued from Page 41

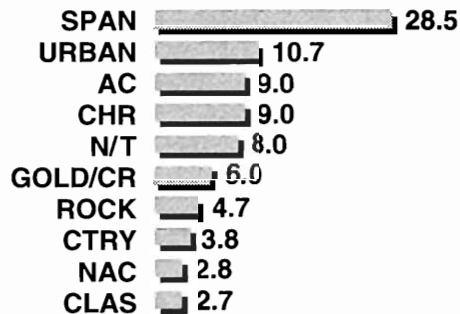
12+ POPULATION: 2,843,000 (Black: 16.9%; Hispanic: 37.6%)


SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.7	1.5	1.2	1.5	1.8	22	WSUA-AM Span	1260 5kw	28	—	23	18	17	14	145	Red Top	—	—
1.2	1.0	0.8	1.4	1.6	23	WCMQ-FM/WZMQ Span	92.3/103.9 31kw/50kw	23	14	21	24	22	22	68	Span. Br. Sys.	—	SBS
1.9	1.8	1.7	1.9	1.5	24	WQAM-AM Sports	560 5(1)kw	21	15	19	20	25	23	63	Sunshine Wireless	WWO	D&R
1.7	1.6	1.4	1.2	1.5	24	WQBA-FM Span	107.5 95kw	22	17	14	17	18	25	61	Heftel	—	KT-H
0.0	0.0	0.0	0.0	1.3	26	WMBM-AM Span	1490 1kw	33	25	25	21	24	21	151	New Birth	—	—
1.0	1.0	1.0	0.6	1.1	27	WAVS-AM Span	1170 5kw	29	16	18	19	20	27	92	Radio Waves Inc.	—	—
0.8	1.2	0.8	0.8	1.0	28	WFTL-AM Talk	1400 1kw	27	—	31	35	34	35	75	Paxson	CNN	DIR

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WPOW-FM	1 WHQT-FM	1 WEDR-FM	1 WRMA-FM	1 WIOD-AM	1 WRMA-FM
2 WZTA-FM	2 WEDR-FM	2 WPOW-FM	2 WEDR-FM	2 WEDR-FM	2 WEDR-FM
3 WEDR-FM	3 WPOW-FM	3 WHQT-FM	3 WHQT-FM	3 WHQT-FM	3 WHQT-FM
4 WSHE-FM	4 WRMA-FM	4 WZTA-FM	4 WFLC-FM	4 WXDJ-FM	4 WFLC-FM
5 WHQT-FM	5 WHYI-FM	5 WIOD-AM	5 WHYI-FM	5 WRMA-FM	5 WLYF-FM
6 WFLC-FM	6 WFLC-FM	6 WXDJ-FM	6 WPOW-FM	6 WFLC-FM	6 WHYI-FM
7 WXDJ-FM	7 WLYF-FM	7 WFLC-FM	7 WLYF-FM	7 WBGJ-FM	7 WMXJ-FM
8 WHYI-FM	8 WXDJ-FM	8 WKIS-FM	8 WXDJ-FM	8 WMXJ-FM	8 WLVE-FM
9 WBGJ-FM	9 WLVE-FM	9 WBGJ-FM	9 WMXJ-FM	9 WPOW-FM	9 WRTO-FM
10 WKIS-FM	10 WBGJ-FM	10 WSHE-FM	10 WLVE-FM	10 WZTA-FM	10 WXDJ-FM



If **YOUR STATION** is closer to this ad than it is to the top of the page, you should call this number  **(301) 490-8700**



Rantel Research

12+ POPULATION: 2,770,000 (Black: 24.0%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
11.1	12.1	11.2	11.9	11.9	1	WVEE-FM Urban	103.3 100kw	1	1	1	1	1	6	103	Granum	ABC	MCG
10.5	9.2	9.9	10.4	9.6	2	WKHX-FM City	101.5 99kw	3	3	4	2	2	1	88	Cap Cities/ABC	—	KATZ
5.9	5.8	6.4	6.7	7.2	3	WSB-AM Talk	750 50kw	2	11	11	10	6	3	65	Cox	AP	CHR
5.6	5.7	4.9	5.2	6.2	4	WNNX-FM Alt	99.7 100kw	6	2	2	4	10	16	69	Susquehanna	—	MMR
6.1	6.9	7.2	6.5	6.1	5	WPCH-FM AC	94.9 99kw	5	14	10	7	5	2	63	Jacor	CBS	EAST
4.9	4.7	4.6	5.5	5.6	6	WALR-A/F* UAC	1340/104.7 1kw/100kw	10	9	7	5	4	4	71	Ring Radio	—	CHR
5.5	4.7	4.1	4.6	5.6	7	WKLS-FM Rock	96.1 99kw	11	7	3	3	3	9	72	Citicasters	SOU	BAN
5.2	5.6	4.9	5.7	5.2	8	WSTR-FM CHR	94.1 100kw	4	4	5	6	9	15	51	Jefferson-Pilot	—	CBS
6.3	6.7	6.5	5.7	4.4	9	WSB-FM AC	98.5 100kw	8	10	8	8	8	7	50	Cox	—	CHR
4.1	3.9	4.0	4.5	4.3	10	WFOX-FM Gold	97.1 97kw	7	5	12	11	7	5	48	Shamrock Br.	WWO	SRS
3.3	4.5	4.2	3.6	3.8	11	WZGC-FM CR	92.9 99kw	9	6	6	9	11	14	47	Infinity	WWO	IRS
4.8	3.7	4.5	4.0	3.7	12	WYAY-FM City	106.7 99kw	12	8	9	12	12	10	63	Cap Cities/ABC	ABC	KATZ
3.8	3.8	3.3	3.6	2.9	13	WGST-AM N/T	640 50(1)kw	13	12	16	15	15	8	56	Jacor	ABC	EAST
2.3	1.9	2.5	2.3	2.8	14	WAOK-AM Rel	1380 5kw	16	15	14	16	16	13	93	Granum	—	MCG
1.8	2.3	2.5	2.5	2.8	14	WGST-FM N/T	105.7 50kw	15	13	15	13	13	11	72	Jacor	ABC	KATZ
2.7	3.3	2.8	2.4	2.3	16	WJZF-FM** NAC	104.1 60kw	14	16	13	14	14	12	55	NewCity	—	CHR

*WALR-AM was WIGO-AM (N/T) until April. **Operates under an LMA with Cox.

Continued on Page 45



For more information call (212) 581-3962

ATLANTA'S GOOD TIMES AND GREAT OLDIES



12+ POPULATION: 2,696,500 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF. FIRM
6.4	6.8	5.5	5.4	6.2	1	KVI-AM Talk	570 5kw	11	18	15	10	4	2	105	Fisher	ABC	BAN
6.1	6.4	7.1	4.9	5.9	2	KIRO-AM NT	710 50kw	1	17	16	11	6	3	59	Bonneville Int.	CBS	TOR
8.6	7.9	6.5	5.9	5.9	2	KMPS-A/F Ctry	1300/94.1 5kw/98kw	4	6	5	3	2	4	71	EZ	AP	EAST
5.5	5.2	5.4	6.1	5.9	2	KUBE-FM CHR	93.3 100kw	2	1	2	5	12	18	61	New Century Media	—	MMR
6.6	5.2	5.1	5.0	5.7	5	KBSG-A/F Gold	1210/97.3 10(1)kw/55kw	3	4	11	1	1	1	60	Viacom	—	TOR
4.1	5.2	5.0	6.1	5.1	6	KNDD-FM Alt	107.7 100kw	5	2	1	1	13	23	62	Viacom	—	TOR
3.9	3.6	5.1	4.6	4.8	7	KIXI-AM Nost	880 50(10)kw	15	—	25	24	22	14	100	Sandusky	WWO	CHR
3.4	4.5	3.3	3.4	4.2	8	KZOK-FM CR	102.5 100kw	6	11	4	4	3	6	62	EZ	—	EAST
4.2	4.2	3.2	5.5	4.1	9	KING-FM Clas	98.1 58kw	13	10	20	19	18	5	77	Classic Radio	—	MMR
3.5	3.5	3.6	4.5	3.7	10	KLSY-FM AC	92.5 58kw	10	3	8	9	7	10	61	Sandusky	AP	CHR
4.8	3.8	3.7	3.8	3.7	10	KRPM-A/F Ctry	770/106.1 50(5)kw/58kw	12	7	10	14	11	9	67	Heritage Media	WWO	CHR
3.1	4.1	3.8	3.7	3.6	12	KJR-FM Gold	95.7 100kw	8	15	7	6	5	11	54	New Century Media	—	MMR
4.7	5.3	3.9	4.6	3.5	13	KISW-FM Rock	99.9 100kw	14	8	3	7	9	21	71	Nationwide	—	MCG
3.8	3.2	5.2	3.5	3.3	14	KOMO-AM FS	1000 50kw	9	—	21	21	19	8	51	Fisher	ABC	BAN
4.1	4.0	3.8	3.6	3.2	15	KPLZ-FM Hot AC	101.5 100kw	7	9	6	8	10	16	47	Fisher	—	BAN
2.7	1.6	3.3	2.8	3.1	16	KYCW-FM Ctry	96.5 100kw	18	5	9	13	17	15	78	Alliance	—	G/W
2.7	2.0	2.6	2.3	2.8	17	KRWM-FM AC	106.9 100kw	19	13	17	15	15	7	72	Brown	—	CBS
2.9	3.0	3.5	3.0	2.7	18	KMTT-A/F Prog	850/103.7 10(1)kw/58kw	17	16	13	12	8	13	64	Entercom	—	D&R
2.2	2.3	2.7	2.3	2.3	19	KEZX-FM NAC	98.9 100kw	20	—	18	16	14	12	75	Park	ABC	D&R
2.2	2.0	2.2	1.9	2.3	19	KJR-AM Sports	950 5kw	16	14	14	17	16	17	50	New Century Media	WWO	CBS
1.4	1.7	1.5	1.4	1.9	21	KCMS-FM Rel	105.3 115kw	23	12	12	18	20	20	70	Crista	UPI	RSS

Continued on Page 45



Weekly Top 40

+ KUBE 93 fm =

**For more information call
(212) 581-3962**

TODAY'S HIT MUSIC



Continued from Page 43

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WVEE-FM	1 WVEE-FM	1 WVEE-FM	1 WVEE-FM	1 WVEE-FM	1 WKHX-FM	URBAN 17.5
2 WKLS-FM	2 WKHX-FM	2 WKLS-FM	2 WKHX-FM	2 WKHX-FM	2 WSB-FM	CTRY 13.3
3 WNNX-FM	3 WSTR-FM	3 WZGC-FM	3 WSB-FM	3 WSB-FM	3 WVEE-FM	N/T 12.9
3 WZGC-FM	4 WNNX-FM	4 WKHX-FM	4 WPCF-FM	4 WPCF-FM	4 WPCF-FM	AC 10.5
5 WKHX-FM	5 WPCF-FM	5 WNNX-FM	5 WSTR-FM	5 WZGC-FM	5 WALR-FM	GOLD/CR 8.1
5 WYAY-FM	6 WSB-FM	6 WPCF-FM	6 WALR-FM	6 WKLS-FM	6 WFOX-FM	ALT 6.2
7 WSTR-FM	7 WALR-FM	7 WSB-AM	7 WFOX-FM	7 WGST-AM	7 WSTR-FM	ROCK 5.6
8 WALR-FM	8 WZGC-FM	8 WYAY-FM	8 WNNX-FM	8 WGST-AM	8 WYAY-FM	CHR 5.2
9 WSB-AM	9 WKLS-FM	9 WSB-FM	9 WYAY-FM	9 WSB-FM	9 WAOK-AM	REL 2.8
10 WPCF-FM	10 WYAY-FM	10 WGST-AM	10 WZGC-FM	10 WFOX-FM	10 WNNX-FM	NAC 2.3

SEATTLE-TACOMA

Continued from Page 44

12+ POPULATION: 2,696,500 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
0.9	0.7	1.1	1.3	1.5	22		KIRO-FM Talk	100.7 100kw	21	—	19	11	21	19	50	Bonneville Int.	CBS	TOR
1.2	1.8	0.6	1.3	1.4	23		KNWX-AM* News	1090 50kw	22	—	23	22	23	22	49	Bonneville Int.	AP	MMR

*Was KING-AM until mid-February.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KISW-FM	1 KUBE-FM	1 KISW-FM	1 KMPS-A/F	1 KIRO-AM	1 KMPS-A/F	N/T 20.6
2 KNDD-FM	2 KPLZ-FM	2 KNDD-FM	2 KPLZ-FM	2 KVI-AM	2 KBSG-A/F	GOLD/CR 13.5
3 KZOK-FM	3 KJR-FM	3 KZOK-FM	3 KUBE-FM	3 KZOK-FM	3 KPLZ-FM	CTRY 12.7
4 KMPS-A/F	3 KMPS-A/F	4 KMPS-A/F	4 KBSG-A/F	4 KISW-FM	4 KLSY-FM	AC 9.7
5 KUBE-FM	5 KYCW-FM	5 KVI-AM	5 KLSY-FM	5 KMPS-A/F	5 KJR-FM	CHR 5.9
6 KLSY-FM	6 KNDD-FM	6 KMTT-A/F	6 KJR-FM	6 KBSG-A/F	6 KMTT-A/F	ALT 5.1
7 KJR-FM	7 KLSY-FM	7 KIRO-AM	7 KYCW-FM	6 KMTT-A/F	7 KRPM-FM	NOST 4.8
8 KVI-AM	8 KRPM-FM	8 KJR-FM	8 KMTT-A/F	8 KJR-FM	8 KUBE-FM	CLAS 4.1
9 KYCW-FM	9 KISW-FM	9 KBSG-A/F	8 KRPM-FM	9 KNDD-FM	9 KRWM-FM	ROCK 3.5
10 KJR-FM	10 KRWM-FM	10 KJR-AM	8 KRWM-FM	10 KJR-AM	10 KOMO-AM	PROG 2.7
						NAC 2.3
						REL 1.9

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9 1 4 . 7 3 2 . 8 6 5 6

Media Planning And Placement

EFFECTIVE
MEDIA
SERVICES

12+ POPULATION: 2,269,900 (Black: 7.2%; Hispanic: 7.0%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METHO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
6.6	5.3	5.8	6.3	5.7	1	WALK-AF AC	1370/97.5 .5kw/39kw	3	6	5	1	1	1	76	Chancellor	—	KATZ
5.4	5.5	4.6	5.0	5.1	2	WHTZ-FM CHR	100.3 6kw	1	1	2	4	13	22	50	Shamrock Br.	—	SRS
3.8	4.0	3.9	3.6	4.5	3	WBLI-FM Hot AC	106.1 49kw	8	7	7	5	5	4	69	Liberty	—	MCG
3.1	5.4	3.7	3.8	4.4	4	WPLJ-FM Hot AC	95.5 6.7kw	5	5	1	2	2	13	63	Cap Cities/ABC	ABC	KATZ
4.8	4.5	4.1	3.9	4.1	5	WCBS-FM Gold	101.1 68kw	4	—	16	7	4	2	57	CBS	CBS	CBS
3.9	4.1	3.9	3.5	4.1	5	WXRK-FM CR	92.3 6kw	7	21	3	4	3	11	59	Infinity	ABC	IRS
4.1	4.3	5.7	4.6	3.9	7	WABC-AM Talk	770 50kw	12	22	24	23	20	12	84	Cap Cities/ABC	ABC	BAN
3.9	3.7	4.3	3.9	3.8	8	WCBS-AM News	880 50kw	2	17	26	18	14	5	43	CBS	CBS	CBS
2.6	2.3	2.3	2.9	3.8	8	WQHT-FM CHR	97.1 6.7kw	11	2	4	8	19	29	70	Emmis	—	MMR
4.1	3.4	3.7	3.6	3.6	10	WFAN-AM Sports	660 50kw	9	12	17	10	7	3	59	Infinity	WWO	IRS
3.5	3.8	3.6	3.4	3.2	11	WBAB/WHFM Rock	102.3/95.3 3kw/5kw	10	15	6	6	6	16	55	Liberty	WWO	MMR
3.2	3.9	3.2	3.4	3.2	11	WHLI-FM AC	1100 10kw	28	—	—	34	31	19	142	Barnstable	—	KATZ
3.2	2.5	3.9	3.0	3.2	11	WOR-AM Talk	710 50kw	16	—	33	30	27	14	76	Buckley	ABC	MCG
3.0	3.0	3.7	3.1	3.1	14	WKJY-FM AC	98.3 3kw	18	13	11	11	9	8	75	Barnstable	—	KATZ
2.1	3.0	2.7	3.6	3.1	14	WYNY-FM Ctry	103.5 6.7kw	20	—	14	15	10	9	81	Evergreen Media	WWO	TOR
2.6	2.4	2.6	2.4	2.8	16	WBZO-FM Gold	103.1 3kw	13	16	15	12	8	7	63	Shore Media, Inc.	—	—
1.7	1.7	1.3	2.6	2.8	16	WRKS-FM UAC	98.7 7.8kw	17	3	9	9	11	17	68	Emmis	SOU	D&R
2.7	2.5	2.6	2.1	2.7	18	WLTW-FM AC	106.7 6kw	14	26	21	20	16	10	60	Viacom	—	KATZ
2.5	3.0	2.5	2.6	2.6	19	WQCD-FM NAC	101.9 6.2kw	19	—	22	14	12	6	66	Tribune	—	CHR
2.5	2.4	2.3	2.3	2.3	20	WINS-AM News	1010 30(50)kw	6	24	30	24	21	15	33	Group W	CNN	GW
2.3	1.8	1.7	1.6	2.1	21	WMJC/WRCN Rock	94.3/103.9 3kw/1.5kw	24	20	8	13	17	25	69	Islandwide Br.	—	MMR
2.7	1.9	2.2	2.3	2.0	22	WMXV-FM Hot AC	105.1 7.8kw	21	14	12	17	18	21	55	Bonneville Int	—	MCG

Continued on Page 47



**YESTERDAY
Live!**
with Dick Bartley

+

WKJY

98.3 FM

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**For more
information call
(212) 581-3962**

LONG ISLAND'S BEST MUSIC



RADIO TODAY
ENTERTAINMENT

Continued from Page 46

12+ POPULATION: 2,269,900 (Black: 7.2%; Hispanic: 7.0%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.6	1.9	2.0	2.4	2.0	22	WNEW-FM <i>Rock</i>	102.7 7.8kw	15	19	13	16	15	20	45	Group W	ABC	G/W
1.7	2.4	2.2	2.3	2.0	22	WQXR-FM <i>Clas</i>	96.3 7.8kw	25	—	32	29	24	18	68	New York Times	WWO	MMR
1.9	2.1	1.8	2.3	1.5	25	WAXQ-FM <i>Rock</i>	104.3 7.8kw	23	4	10	19	23	34	47	GAF	WWO	MMR
1.5	1.8	1.6	1.5	1.4	26	WPAT-FM <i>AC</i>	93.1 5.4kw	27	—	28	27	28	23	59	Park	—	MMR
1.2	1.9	1.2	1.3	1.3	27	WBLI-FM <i>UAC</i>	107.5 5.4kw	26	10	20	21	22	24	51	Inner City	ABC	MCG
0.9	0.8	1.4	1.4	1.1	28	WSKQ-FM <i>Span</i>	97.9 7.8kw	30	18	18	22	25	27	69	SBS	—	SBS
0.8	0.8	1.0	1.1	1.0	29	WEZN-FM <i>AC</i>	99.9 27.5kw	22	11	23	25	26	26	28	NewCity	—	KATZ
0.9	1.2	1.2	1.1	1.0	29	WQEW-AM <i>Nost</i>	1560 50kw	32	—	—	36	35	28	81	New York Times	—	MMR

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXRK-FM	1 WPLJ-FM	1 WXRK-FM	1 WALK-AF	1 WXRK-FM	1 WALK-AF	AC 28.0
2 WQHT-FM	2 WHTZ-FM	2 WBAB/WHFM	2 WPLJ-FM	2 WFAN-AM	2 WBLI-FM	N/T 16.8
3 WBAB/WHFM	3 WALK-AF	3 WFAN-AM	3 WBLI-FM	3 WCBS-FM	3 WPLJ-FM	GOLD/CR 14.1
4 WMJC/WRCN	4 WBLI-FM	4 WALK-AF	4 WHTZ-FM	4 WBAB/WHFM	4 WCBS-FM	CHR 8.9
5 WHTZ-FM	5 WQHT-FM	5 WPLJ-FM	5 WKJY-FM	5 WALK-AF	5 WKJY-FM	ROCK 8.8
6 WPLJ-FM	6 WBAB/WHFM	6 WCBS-FM	6 WRKS-FM	6 WPLJ-FM	6 WBZO-FM	URBAN 4.1
7 WAXQ-FM	7 WRKS-FM	7 WMJC/WRCN	6 WCBS-FM	7 WYNY-FM	7 WRKS-FM	CTRY 3.1
8 WALK-AF	8 WKJY-FM	8 WQHT-FM	8 WBAB/WHFM	8 WQCD-FM	8 WHTZ-FM	NAC 2.6
9 WNEW-FM	9 WXRK-FM	9 WHTZ-FM	8 WBZO-FM	9 WNEW-FM	9 WLTW-FM	CLAS 2.0
10 WBLI-FM	10 WSKQ-FM	10 WNEW-FM	10 WQHT-FM	10 WMJC/WRCN	10 WQCD-FM	SPAN 1.1
						NOST 1.0

ONE BLUE HILL PLAZA, P.O. BOX 1705
PEARL RIVER, NY 10965

INCREASE YOUR CORE LISTENERS
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Talk to Ed Marshak or Herb Hahn

9 1 4 . 7 3 2 . 8 6 5 6

Media Planning And Placement

EFFECTIVE
MEDIA
SERVICES

12+ POPULATION: 2,212,500 (Black: N/A; Hispanic: 20.8%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
3.8	4.5	4.5	5.4	7.2	1	KYXY-FM AC	96.5 41kw	1	4	4	1	1	1	80	SFX	—	D&R
7.2	7.1	6.2	6.8	7.0	2	KSON-AF City	1240/97.3 1kw/50kw	3	7	6	2	2	2	81	Jefferson-Pilot	—	BAN
5.6	4.9	5.5	5.2	5.1	3	XHTZ-FM CHR	90.3 100kw	6	1	1	5	11	22	73	Califormula	—	EAST
5.5	5.0	5.2	5.3	4.9	4	KSDO-AM N/T	1130 10kw	9	—	27	14	9	3	76	Gannett	ABC	G/W
6.0	4.3	4.7	4.5	4.6	5	KKLQ-FM CHR	106.5 50kw	2	3	5	3	4	8	52	Par	—	TOR
3.8	4.4	3.6	3.6	4.1	6	XTRA-FM Alt	91.1 100kw	4	2	2	6	12	23	52	Noble	—	MMR
3.3	3.7	3.1	3.8	4.0	7	KIFM-FM NAC	98.1 28kw	13	—	12	8	3	4	71	KIFM Br. LP	—	CBS
3.2	4.1	3.1	3.0	3.8	8	KIOZ-FM Rock	102.1 9.5kw	14	6	3	4	8	21	73	Par	—	TOR
3.8	3.5	3.0	3.1	3.6	9	KFMB-AM FS	760 5(50)kw	11	—	19	16	14	6	63	Midwest TV	CBS	MCG
3.3	3.7	4.0	3.6	3.5	10	KBZT-FM* Gold	94.9 22kw	5	5	14	9	5	5	47	Anaheim	—	BAN
3.3	4.0	3.8	3.9	3.4	11	KGB-FM CR	101.5 50kw	10	11	9	7	6	7	54	Brown	—	CBS
3.2	2.6	3.3	3.8	3.2	12	KFSD-FM Clas	94.1 110kw	17	19	20	21	19	9	72	Lotus	—	MMR
1.9	1.8	2.7	2.5	3.1	13	KFMB-FM Hot AC	100.7 30kw	7	9	8	11	13	16	46	Midwest TV	—	MCG
2.5	2.2	2.4	2.4	2.9	14	KKBH-FM** Gold	102.9 32kw	12	13	10	10	7	11	51	Gannett	ABC	G/W
4.6	3.3	4.0	3.0	2.5	15	KMKX-FM*** CR	103.7 36kw	15	18	11	13	10	12	49	SFX	—	D&R
0.6	1.2	1.4	2.4	2.5	15	KOGO-AM Talk	600 5kw	20	—	26	20	18	9	76	Par	CNN	TOR
3.0	3.1	3.0	2.3	2.5	15	XHRM-FM Alt	92.5 100kw	8	8	7	12	15	31	39	Radio Moderna	ABC	EAST
3.3	3.0	2.7	2.1	2.4	18	KFI-AM Talk	640 50kw	18	—	18	17	16	13	70	Cox	WWO	CHR
2.2	2.7	3.1	2.5	1.9	19	KCBQ-FM CR	105.3 29kw	16	10	13	15	17	20	40	Compass Radio	—	KATZ
3.1	3.0	2.7	4.1	1.9	19	KPOP-AM Nost	1360 5(1)kw	23	—	—	36	30	18	76	Brown	WWO	CBS
1.9	2.4	3.8	3.1	1.9	19	XTRA-AM Sports	690 50kw	19	21	15	6	20	19	58	Noble	ABC	MMR

*Operates under an LMA with Jefferson-Pilot. **Was KCLX-FM until April. ***Was KJQY-FM (AC) until late February.

Continued on Page 49

FLASHBACK!
FLASHBACK!
FLASHBACK!

+ 101 KGB FM =

For more
information call
(212) 581-3962

San Diego's Classic Rock Station



RADIO TODAY
ENTERTAINMENT

Continued from Page 48

12+ POPULATION: 2,212,500 (Black: N/A; Hispanic: 20.8%)


SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
1.4	1.0	1.3	1.3	1.8	22	KOWF-FM City	92.1 3kw	22	12	16	19	21	17	68	Astor	—	—
1.3	1.4	1.1	2.2	1.6	23	KNX-AM News	1070 50kw	21	20	33	28	25	14	57	CBS	CBS	CBS
2.4	2.6	1.9	2.0	1.2	24	XHKY-FM Span	99.3 25kw	24	15	27	22	23	26	66	Califormula	—	KT-H
0.8	1.2	1.5	1.0	1.2	24	XLTN-FM Span	104.5 60kw	25	—	22	23	22	15	77	Califormula	—	KT-H

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KIOZ-FM	1 KKLQ-FM	1 KIOZ-FM	1 KYXY-FM	1 KGB-FM	1 KYXY-FM	N/T	16.9
2 XTRA-FM	2 KYXY-FM	2 XTRA-FM	2 KSON-AF	2 KIOZ-FM	2 KSON-AF	GOLD/CR	14.2
3 XHTZ-FM	3 KSON-AF	3 KGB -FM	3 KKLQ-FM	3 KSON-AF	3 KKLQ-FM	AC	10.3
4 KGB-FM	4 XHRM-FM	4 KHTZ-FM	4 KKBH-FM	4 KYXY-FM	4 KBZT-FM	CHR	9.7
5 KYXY-FM	5 KFMB-FM	5 KSON-AF	5 KFMB-FM	5 KIFM-FM	5 KIFM-FM	CTRY	7.8
6 XHRM-FM	6 XHTZ-FM	6 KYXY-FM	6 KIFM-FM	6 XTRA-FM	6 KKBH-FM	ALT	6.6
7 KSON-AF	7 KKBH-FM	7 KKLQ-FM	7 KBZT-FM	7 KSDO-AM	7 KFMB-FM	NAC	4.0
8 KFMB-FM	8 XTRA-FM	8 KIFM-FM	8 XHTZ-FM	8 KBZT-FM	8 XHTZ-FM	ROCK	3.8
9 KKLQ-FM	9 KIOZ-FM	9 KZBT-FM	9 XHRM-FM	9 KMKX-FM	9 KMKX-FM	CLAS	3.2
10 XTRA-AM	10 KIFM-FM	10 XTRA-AM	10 KMKX-FM	10 XTRA-AM	10 KFMB-AM	SPAN	2.4
						NOST	1.9



If **YOUR STATION** is closer to this ad than it is to the top of the page, you should call this number  **(301) 490-8700**



Rantel Research

12+ POPULATION: 2,200,700 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.9	12.6	11.1	12.4	12.0	1	WCCO-AM FS	830 50kw	1	11	13	8	4	1	80	CBS	CBS	CBS
10.5	13.1	12.2	12.4	11.9	2	KQRS-A/F CR	1440/92.5 5kw/100kw	2	5	1	1	1	3	85	Cap Cities/ABC	ABC	KATZ
6.4	5.7	6.4	6.2	7.0	3	WLTE-FM AC	102.9 100kw	5	8	6	4	3	2	66	CBS	—	CBS
6.8	6.2	6.4	7.3	6.9	4	KDWB-FM CHR	101.3 100kw	3	1	3	5	10	10	58	Chancellor	—	BAN
5.3	6.5	5.9	6.8	6.9	4	KEGE-A/F Alt	980/93.7 5kw/100kw	6	2	2	3	8	12	67	Cap Cities/ABC	ABC	KATZ
4.1	4.6	4.8	5.8	6.1	6	WBOB-FM Ctry	100.3 100kw	9	3	5	6	6	6	76	Colfax	—	D&R
7.7	5.5	6.1	5.3	5.9	7	KSTP-FM AC	94.5 100kw	4	6	4	2	2	8	55	Hubbard	—	MCG
5.5	5.0	5.6	5.3	5.8	8	KEEY-FM Ctry	102.1 100kw	8	4	8	9	7	5	72	Shamrock Br.	—	SRS
5.2	5.4	5.7	3.9	5.1	9	KQQL-FM Gold	107.9 97kw	7	7	11	7	5	4	57	Colfax	—	D&R
5.1	4.6	5.4	4.9	4.3	10	KSTP-AM Talk	1500 50kw	4	12	10	11	9	7	73	Hubbard	ABC	MCG
4.1	3.9	4.0	4.0	3.2	11	KTCJ/KTCZ Prog	690/97.1 .5kw/100kw	11	13	9	10	11	9	57	Chancellor	—	MMR
0.6	1.2	1.0	0.7	2.1	12	KREV/WREV Alt	105.1/105.3 2.6kw/25kw	13	10	7	12	13	19	82	Cargill	—	—
1.9	2.3	1.7	1.6	1.8	13	KLBB/WLOL Nost	1400/1470 1kw/5kw	15	—	18	18	17	13	76	Cargill	WWO	—
3.3	3.5	2.5	3.2	1.8	13	KMJZ-FM* NAC	104.1 100kw	12	—	14	14	14	11	63	Park	ABC	MMR
1.5	1.7	2.4	1.6	1.2	15	KFAN-AM Sports	1130 50(25)kw	14	—	12	13	12	14	47	Shamrock Br.	WWO	SRS

*Was KJJO-FM (Ctry) until April.

Continued on Page 52


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TODAY'S BEST MUSIC

For more information call
(212) 581-3962



12+ POPULATION: 2,098,500 (Black: 16.2%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF. FIRM
14.7	14.9	14.9	13.8	13.2	1	KMOX-AM Talk	1120 50kw	1	14	11	6	5	1	82	CBS	CBS	CBS
8.8	9.1	7.2	8.9	8.1	2	WIL-FM Ctry	92.3 100kw	3	7	7	5	3	3	84	Heritage Media	ABC	EAST
6.9	6.5	6.5	8.3	8.0	3	KEZK-FM AC	102.5 100kw	2	8	5	3	1	2	77	Compass Radio	WWO	D&R
7.6	7.8	7.7	7.4	7.8	4	KMJM-FM Urban	107.7 100kw	9	1	2	2	6	6	118	Noble	—	MCG
6.7	7.9	7.9	5.4	6.9	5	KSHE-FM Rock	94.7 100kw	5	4	1	1	2	8	84	Emmis	—	D&R
5.3	5.2	4.9	5.7	6.1	6	KYKY-FM Hot AC	98.1 90kw	4	5	4	4	4	5	73	EZ	—	KATZ
2.9	2.5	2.9	4.0	4.3	7	KPNT-FM Alt	105.7 100kw	8	3	3	7	11	22	64	River Cities	—	TOR
3.6	3.2	3.4	3.6	4.2	8	KLOU-FM Gold	103.3 100kw	7	9	16	11	7	4	55	CBS	CBS	CBS
4.6	3.4	3.7	4.0	4.2	8	WKBQ-FM CHR	104.1 39kw	6	2	6	9	13	20	53	Zimmer	—	MMR
4.3	3.6	2.9	4.3	3.6	10	WKKX-FM Ctry	106.5 90kw	12	—	9	10	9	10	64	Zimmer	—	BAN
3.7	5.6	4.5	2.9	3.2	11	KIHT-FM CR	96.3 100kw	11	11	8	8	8	12	57	Heritage Media	ABC	EAST
2.2	1.9	3.1	2.7	2.7	12	KFUO-FM Clas	99.1 100kw	14	13	19	15	14	7	71	Luthern Ch/MOS	WWO	CMBS
4.3	3.6	2.8	2.3	2.7	12	KSD-FM CR	93.7 100kw	10	10	10	12	10	11	43	EZ	—	KATZ
2.0	2.1	2.0	2.3	2.5	14	KXOK-FM UAC	97.1 100kw	13	12	12	13	12	9	66	Frischling	ABC	K&P
2.7	3.2	2.6	2.2	1.9	15	WRTH-AM Nost	1430 5kw	15	—	28	26	22	17	67	Heritage Media	ABC	EAST
0.6	0.7	0.9	1.0	1.5	16	KSD-AM Nost	550 5kw	18	—	27	22	21	13	62	EZ	CNN	KATZ
1.9	1.3	1.9	2.1	1.5	16	WVRV-FM Prog	101.1 44kw	16	19	13	14	15	18	53	River Cities	—	TOR
1.2	1.5	1.4	1.3	1.3	18	KATZ-AM UAC	1600 5kw	22	—	17	19	19	14	76	Noble	SMN	MCG
1.2	1.3	1.0	1.4	1.3	18	WCBW-FM Rel	104.9 7.8kw	20	17	14	16	16	21	56	Universal	—	—
0.5	1.1	1.0	1.0	1.2	20	KFNS-AM Sports	590 1kw	21	15	15	17	17	19	64	Compass Radio	—	D&R
1.2	1.4	2.1	1.2	1.2	20	KNJZ-FM NAC	100.3 50kw	17	—	18	18	18	16	47	Noble	—	MCG
1.5	1.3	1.6	1.7	1.2	20	WIBV-AM Talk	1260 5kw	19	—	23	20	20	15	52	Belleville	WWO	—
1.0	1.0	2.2	1.5	1.0	23	WEW-AM Nost	770 1kw	23	—	—	—	—	23	84	WEW Radio	CNN	ROS

Continued on Page 52



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**For more
information call
(212) 581-3962**

THE GREATEST CLASSIC ROCK THEN AND NOW



#16

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL

Continued from Page 50

12+ POPULATION: 2,200,700 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KQRS-AF	1 KQRS-AF	1 KQRS-AF	1 KQRS-AF	1 KQRS-AF	1 WLTE-FM	N/T 17.5
2 KEGE-AF	2 KDWB-FM	2 KEGE-AF	2 KSTP-FM	2 KEGE-AF	2 KSTP-FM	GOLD/CR 17.0
3 KSTP-FM	3 KSTP-FM	3 KQQL-FM	3 KDWB-FM	3 WCCO-AM	3 KQRS-AF	AC 12.9
4 WBOB-FM	4 KEGE-AF	4 KSTP-AM	4 WLTE-FM	4 KQQL-FM	4 WBOB-FM	CTRY 11.9
5 KDWB-FM	5 WLTE-FM	5 WCCO-AM	5 WBOB-FM	5 KSTP-AM	5 WCCO-AM	ALT 9.0
6 KREV/WREV	6 WBOB-FM	6 WBOB-FM	6 KEEY-FM	6 WBOB-FM	6 KEEY-FM	CHR 6.9
7 KEEY-FM	7 KTCJ/KTCZ	7 KSTP-FM	7 KQQL-FM	7 KSTP-FM	7 KDWB-FM	PROG 3.2
8 KSTP-AM	8 KEEY-FM	8 KEEY-FM	8 KEGE-AF	8 WLTE-FM	8 KQQL-FM	NAC 1.8
9 KFAN-AM	9 KREV/WREV	9 WLTE-FM	9 KTCJ/KTCZ	9 KTCJ/KTCZ	9 KTCJ/KTCZ	NOST 1.8
10 KTCJ/KTCZ	10 KQQL-FM	10 KTCJ/KTCZ	10 WCCO-AM	10 KEEY-FM	10 KEGE-AF	

#17

ST. LOUIS

ST. LOUIS

Continued from Page 51

12+ POPULATION: 2,098,500 (Black: 16.2%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSHE-FM	1 KMJM-FM	1 KSHE-FM	1 KEZK-FM	1 KSHE-FM	1 KEZK-FM	N/T 15.6
2 KMJM-FM	2 KEZK-FM	2 KMJM-FM	2 KYKY-FM	2 KMOX-AM	2 KYKY-FM	AC 14.1
3 KPNT-FM	3 KYKY-FM	3 WIL-FM	3 KMJM-FM	3 WIL-FM	3 WIL-FM	CTRY 11.7
4 WKBQ-FM	4 KPNT-FM	4 KMOX-AM	4 WIL-FM	4 KMJM-FM	4 KMJM-FM	URBAN 11.6
5 WIL-FM	5 KSHE-FM	5 KPNT-FM	5 KIHT-FM	5 KEZK-FM	5 KMOX-AM	GOLD/CR 10.1
6 KYKY-FM	6 KIHT-FM	6 KYKY-FM	6 KSHE-FM	6 KLOU-FM	6 KLOU-FM	ROCK 6.9
7 WKKX-FM	7 WKBQ-FM	7 KSD-FM	7 KPNT-FM	7 KSD-FM	7 KIHT-FM	NOST 4.4
8 KSD-FM	8 WIL-FM	8 KIHT-FM	8 KLOU-FM	8 KYKY-FM	8 KSHE-FM	ALT 4.3
9 KMOX-AM	9 WKKX-FM	9 WKKX-FM	9 WKBQ-FM	9 KIHT-FM	9 KXOK-FM	CHR 4.2
10 KIHT-FM	10 KXOK-FM	10 KEZK-FM	10 WKKX-FM	10 KPNT-FM	10 WKKX-FM	CLAS 2.7
						PROG 1.5
						REL 1.3
						NAC 1.2



If **YOUR STATION** is closer to this ad than it is to the top of the page, you should call this number **(301) 490-8700**

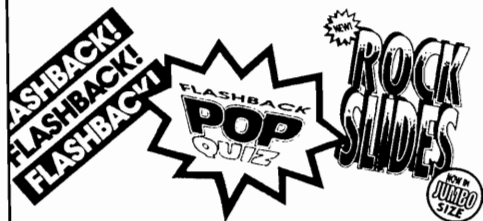


Rantel Research

12+ POPULATION: 2,049,400 (Black: 25.1%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.5	8.3	10.9	8.1	8.5	1	WPOC-FM Ctry	93.1 16kw	2	4	6	1	1	1	100	Nationwide	ABC	MCG
8.8	8.0	7.4	7.4	8.4	2	WBAL-AM N/T	1090 50kw	1	10	11	10	6	4	84	Hearst	CBS	D&R
5.2	4.4	5.4	6.2	6.8	3	WLIF-FM AC	101.9 13.5kw	5	9	8	4	3	3	90	Infinity	—	IRS
5.3	6.2	5.7	5.6	5.6	4	WWMX-FM AC	106.5 7.4kw	3	5	5	1	2	5	67	Capitol Br. Co.	—	KATZ
5.9	5.3	6.3	5.5	5.3	5	WQSR-FM Gold	105.7 50kw	4	11	14	9	4	2	68	Amer. Radio Sys.	—	CHR
6.0	4.8	6.0	5.5	5.1	6	WERQ-FM CHR	92.3 37kw	9	1	2	5	9	14	73	Radio One	AP	MMR
3.9	4.3	3.8	3.4	4.9	7	WHFS-FM Alt	99.1 50kw	8	3	1	3	8	15	71	Liberty	AP	BAN
6.7	4.8	5.6	6.1	4.9	7	WXVY-FM Urban	102.7 50kw	7	2	4	7	10	9	69	Granum	—	MCG
3.6	3.8	3.7	3.6	4.0	9	WOCT-FM Gold	104.3 10kw	10	8	7	6	5	8	61	Capitol Br. Co.	—	KATZ
4.4	6.2	3.7	4.0	3.9	10	WIYY-FM Rock	97.9 13.5kw	6	6	3	8	11	13	55	Hearst	ABC	D&R
2.9	3.5	3.3	4.8	3.7	11	WWIN-FM UAC	95.9 3kw	11	19	9	11	7	6	79	Radio One	WWO	TOR
3.1	2.9	3.0	2.9	3.5	12	WCBM-AM N/T	680 10(5)kw	12	—	15	14	13	10	90	Mangione	ABC	KATZ
3.0	2.7	2.7	2.1	2.6	13	WCAO-AM Rel	600 5kw	15	12	18	13	12	7	84	Granum	WWO	MCG
2.0	1.9	2.1	2.1	1.8	14	WJFK-AM Talk	1300 5kw	17	15	10	12	14	19	72	Infinity	ABC	IRS
1.5	2.1	1.3	1.5	1.6	15	WRBS-FM Rel	95.1 50kw	21	17	25	20	18	11	69	Peter & John	—	—
2.2	2.0	1.8	2.0	1.5	16	WPGC-FM CHR	95.5 50kw	13	7	12	15	17	25	42	Infinity	—	IRS
0.5	0.4	0.5	0.6	1.3	17	WOLB-AM N/T	1010 1kw	31	26	28	28	23	12	156	Radio One	AURN	MCG
1.0	1.4	1.3	1.0	1.2	18	WRQX-FM Hot AC	107.3 36kw	20	21	17	16	16	18	50	Cap Cities/ABC	ABC	KATZ
0.9	1.1	1.6	0.8	1.1	19	WHUR-FM UAC	96.3 24kw	19	25	19	18	15	17	45	Howard Univ.	—	D&R
1.1	1.0	1.2	1.1	1.1	19	WWIN-AM Rel	1400 1kw	24	18	23	21	21	16	76	Radio One	—	TOR
1.2	0.7	0.7	0.9	1.0	21	WTOP-AM News	1500 50kw	18	—	29	27	25	21	39	Evergreen	CBS	G/W
1.3	1.4	1.0	1.2	1.0	21	WWDC-FM Rock	101.1 22.5kw	16	24	13	17	19	33	34	Capitol Br./MD	—	CHR

Continued on Page 55



For more information call (212) 581-3962

BALTIMORE'S BEST ROCK




12+ POPULATION: 2,031,400 (Black: 7.2%; Hispanic: N/A)


SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.4	13.8	13.1	14.3	12.7	1	KDKA-AM N/T	1020 50kw	1	9	10	8	4	1	87	Group W	WWO	GW
10.7	11.7	11.0	10.3	10.8	2	WDVE-FM Rock	102.5 55kw	3	3	1	1	1	3	89	Secret Com.	SOU	CHR
6.8	6.9	6.6	6.5	6.9	3	WBZZ-FM CHR	93.7 41kw	2	1	2	2	5	7	57	EZ	—	MMR
6.6	6.2	5.8	5.1	6.6	4	WWSW-A/F Gold	970/94.5 5kw/50kw	4	6	9	3	2	2	70	Shamrock Br.	ABC	SRS
6.2	4.8	7.0	7.0	6.3	5	WDSY-A/F* Ctry	1080/107.9 50kw/50kw	7	7	7	6	3	4	92	Entercom	WWO	EAST
4.4	4.8	5.2	5.4	5.7	6	WAMO-FM Urban	105.9 72kw	10	2	3	4	7	10	93	Sheridan	AURN	D&R
3.7	4.2	4.4	3.6	5.3	7	WJAS-AM Nost	1320 5kw	12	—	—	23	21	9	102	Renda	CNN	EAST
4.9	5.2	4.0	4.9	4.0	8	WSHH-FM AC	99.7 10.5kw	9	12	13	12	10	5	61	Renda	UPI	TOR
4.6	5.6	4.3	4.6	3.9	9	WTAE-AM Talk	1250 5kw	5	5	5	5	8	8	52	Hearst	—	KATZ
3.3	4.4	4.5	4.6	3.8	10	WVTY-FM AC	96.1 50kw	8	—	14	13	12	6	58	Hearst	ABC	KATZ
1.8	2.4	2.9	3.5	3.5	11	WZPT-FM Gold	100.7 17kw	6	8	4	7	6	12	49	EZ	ABC	MMR
3.7	3.8	3.3	3.9	2.9	12	WLTJ-FM AC	92.9 47kw	13	13	11	11	11	11	59	Frischling	—	K&P
3.5	3.9	4.2	2.6	2.7	13	WRRK-FM CR	96.9 45kw	11	15	8	9	9	13	47	Benns Stations	—	MMR
1.7	2.2	1.5	1.7	2.3	14	WWKS-FM Rock	106.7 47kw	14	4	6	10	14	23	63	Balt. Radio	WWO	—
2.8	2.3	2.5	3.3	1.9	15	WXRFB-FM Ctry	104.7 50kw	15	14	12	14	13	14	57	Entercom	—	EAST
1.3	1.2	1.3	1.4	1.5	16	KQV-AM News	1410 5kw	16	—	17	19	20	18	60	Calvery	CBS	D&R
1.1	1.4	1.1	0.8	1.2	17	WORD-FM Rel	101.5 48kw	17	—	15	15	15	15	58	Salem	—	SRR
0.9	0.8	0.8	0.9	1.1	18	WMBS-AM Ctry	590 1kw	18	—	—	26	25	17	94	Fayette	CBS	REG

*WDSY-AM was WEEP-AM until September.

Continued on Page 55




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B94
FM

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**For more
information call
(212) 581-3962**



ALL KINDS OF MUSIC FOR ALL KINDS OF PEOPLE

Continued from Page 53

12+ POPULATION: 2,049,400 (Black: 25.1%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WIYY-FM	1 WERQ-FM	1 WIYY-FM	1 WWMX-FM	1 WBAL-AM	1 WLIF-FM	N/T 16.0
2 WHFS-FM	2 WWMX-FM	2 WHFS-FM	2 WLIF-FM	2 WQSR-FM	2 WWMX-FM	AC 13.6
3 WERQ-FM	3 WHFS-FM	3 WOCT-FM	3 WPOC-FM	3 WOCT-FM	3 WPOC-FM	URBAN 9.7
4 WOCT-FM	4 WXYV-FM	4 WBAL-AM	4 WERQ-FM	4 WPOC-FM	4 WQSR-FM	GOLD/CR 9.0
5 WXYV-FM	5 WPOC-FM	5 WPOC-FM	5 WXYV-FM	5 WIYY-FM	5 WERQ-FM	CTRY 8.5
6 WPOC-FM	6 WLIF-FM	6 WWMX-FM	6 WHFS-FM	6 WWMX-FM	6 WXYV-FM	CHR 6.6
7 WJFK-AM	7 WOCT-FM	7 WQSR-FM	7 WOCT-FM	7 WWIN-FM	7 WWIN-FM	REL 5.3
8 WWMX-FM	8 WIYY-FM	8 WERQ-FM	8 WQSR-FM	8 WHFS-FM	8 WOCT-FM	ALT 4.9
9 WWIN-FM	9 WWIN-FM	9 WWIN-FM	8 WWIN-FM	9 WLIF-FM	9 WHFS-FM	ROCK 4.9
10 WBAL	10 WRQX-FM	10 WXYV-FM	10 WCAO-AM	10 WCBM-AM	9 WCAO-AM	

PITTSBURGH

#19

Continued from Page 54

12+ POPULATION: 2,031,400 (Black: 7.2%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WDVE-FM	1 WBZZ-FM	1 WDVE-FM	1 WBZZ-FM	1 WDVE-FM	1 WWSW-AF	N/T 18.1
2 WWKS-FM	2 WDVE-FM	2 WWSW-AF	2 WDVE-FM	2 WWSW-AF	2 WBZZ-FM	ROCK 13.1
3 WAMO-FM	3 WAMO-FM	3 WAMO-FM	3 WWSW-AF	3 WDSY-AF	3 WDVE-FM	GOLD/CR 12.8
4 WBZZ-FM	4 WVTY-FM	4 WDSY-AF	4 WVTY-FM	4 KDKA-AM	4 WVTY-FM	AC 10.7
5 WZPT-FM	5 WZPT-FM	5 KDKA-AM	5 WAMO-FM	5 WRRK-FM	5 WDSY-AF	CTRY 9.3
6 WRRK-FM	6 WDSY-AF	6 WRRK-FM	6 WZPT-FM	6 WZPT-FM	6 KDKA-AM	CHR 6.9
7 WDSY-AF	7 WLTJ-FM	7 WBZZ-FM	7 WDSY-AF	7 WAMO-FM	7 WZPT-FM	URBAN 5.7
8 KDKA-AM	8 WWSW-AF	8 WWKS-FM	8 WLTJ-FM	8 WTAE-AM	8 WLTJ-FM	NOST 5.3
9 WVTY-FM	9 WRRK-FM	8 WZPT-FM	9 KDKA-AM	9 WBZZ-FM	9 WAMO-FM	REL 1.2
10 WWSW-AF	10 WWKS-FM	10 WVTY-FM	10 WSHH-FM	10 WWKS-FM	10 WSHH-FM	



If **YOUR STATION** is closer to this ad than it is to the top of the page, you should call this number **(301) 490-8700**



Rantel Research

12+ POPULATION: 1,932,800 (Black: N/A; Hispanic: 15.7%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
7.0	6.6	5.8	9.6	8.9	1	1	KTAR-AM NT	620 5kw	1	11	11	4	3	1	65	Pulitzer	ABC	CBS
7.2	7.6	6.6	7.7	7.5	2		KMLE-FM Ctry	107.9 100kw	4	2	1	1	1	4	80	Shamrock Br.	—	SBS
8.0	7.1	8.2	5.7	7.3	3		KNIX-FM Ctry	102.5 98kw	2	6	4	3	2	2	72	Buck Owens	—	KATZ
5.2	4.7	5.7	5.2	5.4	4		KKFR-FM CHR	92.3 100kw	3	1	3	10	15	18	56	Broadcast Group	—	D&R
5.8	5.4	6.5	5.3	5.1	5		KFYI-AM News	910 5kw	11	19	16	15	12	7	86	Broadcast Group	CBS	D&R
5.3	6.7	5.7	6.0	5.1	5		KOY-AM Nost	550 5(1)kw	12	—	29	29	24	11	91	Sundance	WWO	MMR
5.4	4.5	5.6	4.9	5.0	7		KUPD-FM Rock	97.9 100kw	5	3	2	2	7	14	68	Sandusky	—	BAN
4.1	3.7	4.3	4.1	4.4	8		KKLT-FM AC	98.7 115kw	9	10	10	5	4	3	74	Pulitzer	—	G/W
3.2	3.5	2.7	3.2	3.9	9		KOOL-FM Gold	94.5 100kw	7	7	14	9	5	5	61	Compass Radio	—	D&R
3.1	2.4	1.9	2.8	3.3	10		KHTC-FM Gold	96.9 100kw	14	—	9	8	6	9	66	Bonneville Int.	—	CBS
3.8	4.7	3.8	3.7	3.2	11		KDKB-FM Rock	93.3 100kw	6	14	5	7	10	12	48	Sandusky	—	TOR
4.0	3.9	5.1	3.4	3.2	11		KSLX-FM CR	100.7 100kw	8	15	7	6	9	10	49	Citicasters	—	EAST
3.7	3.4	2.9	3.7	3.1	13		KESZ-FM AC	99.9 100kw	13	13	12	11	11	8	55	Media America	AP	CBS
4.5	5.1	3.8	3.5	3.1	13		KVRY-FM AC	104.7 100kw	10	8	6	12	12	16	51	Nationwide	—	MCG
1.3	2.7	1.8	2.3	2.9	15		KYOT-FM NAC	95.5 96kw	16	—	18	13	8	6	73	Sundance	—	MMR
2.8	2.3	2.3	2.7	2.2	16		KZON-FM Prog	101.5 100kw	17	18	13	14	14	13	66	Sundance	AP	MMR
2.6	2.1	1.9	2.4	2.1	17		KEDJ-FM Alt	106.3 3kw	15	—	8	16	17	24	45	Sterling	WWO	—
0.0	0.9	1.9	1.2	1.3	18		KTWC-FM Nost	103.5 62kw	18	—	27	23	21	17	74	Newmountain	—	CBS
0.5	0.5	0.6	0.7	1.1	19		KVVA-AM Span	860 1kw	24	17	15	19	18	27	96	Amer. Br. Sys.	—	LOTUS
1.0	0.7	0.8	0.7	1.0	20		KOOL-AM Gold	960 5kw	21	21	28	14	16	14	72	Compass Radio	SMN	D&R
0.4	0.5	0.3	0.7	1.0	20		KSUN-AM Span	1400 1kw	26	13	17	17	20	23	101	Fiesta Radio, Inc.	—	CAB

Continued on Page 60



AMERICAN GOLD
WITH BEST TASTE

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KOOL

94.5 FM • AM 960

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**For more
information call
(212) 581-3962**



RADIO TODAY
ENTERTAINMENT

GOOD TIMES & THE BEST OLDIES!


12+ POPULATION: 1,864,200 (Black: 7.9%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.3	9.0	9.8	7.7	7.8	1	WQYK-FM Ctry	99.5 100kw	2	5	7	4	2	1	83	Infinity	—	IRS
5.9	6.2	6.6	5.3	6.7	2	WWRM-FM AC	94.9 100kw	4	7	6	5	3	3	79	Cox	—	CHR
6.4	7.2	7.1	6.6	6.3	3	WFLA-AM N/T	970 5kw	8	—	14	12	11	5	92	Jacor	ABC	EAST
6.3	5.5	6.2	6.0	6.3	3	WFLZ-FM CHR	93.3 100kw	1	1	2	3	10	14	60	Jacor	—	EAST
7.5	6.9	7.8	6.3	6.3	3	WXTB-FM Rock	97.9 100kw	6	2	1	1	6	11	83	Citicasters	ABC	BAN
6.0	5.4	6.6	6.2	5.9	6	WMTX-A/F Hot AC	1040/95.7 5(5)kw/100kw	3	4	3	2	1	6	69	Metroplex	—	MMR
4.2	5.2	4.4	4.9	5.5	7	WDAE/WUSA AC	1250/100.7 5kw/100kw	9	12	10	6	4	2	87	Gannett	ABC	MCG
6.1	6.4	5.5	6.4	5.3	8	WRBQ-FM Ctry	104.7 100kw	5	3	5	7	7	7	69	Clear Channel	ABC	CHR
4.7	4.8	5.0	5.1	4.8	9	WDUV-FM B/EZ	103.3 100kw	12	—	21	20	16	9	95	Sunshine State	WWO	CHR
5.7	6.0	7.2	7.0	4.3	10	WGUL-A/F* MOR	860/96.1 2(1.5)kw/4.1kw	13	—	22	23	24	15	108	Gulf Atlantic	CNN	K&P
3.9	3.2	4.2	3.6	4.2	11	WYUU-FM Gold	92.5 50kw	7	8	15	10	9	4	59	Entercom	—	CBS
5.3	4.4	4.0	3.4	3.9	12	WCOF-FM Gold	107.3 100kw	10	—	4	8	5	10	64	Cox	—	CHR
4.9	4.3	4.1	4.1	3.6	13	WHPT-FM Prog	102.5 100kw	11	9	8	9	8	8	64	Paxson	—	BAN
2.9	3.2	2.1	2.9	2.5	14	WSUN-AM Talk	620 10kw	14	—	9	11	12	12	87	Cox	—	CHR
1.2	1.4	1.0	1.8	1.7	15	WLUV-FM Nost	106.3 3.3kw	19	—	—	24	23	19	103	Pasco Pinellas	AP	—
1.6	1.7	1.1	1.6	1.7	15	WTMP-AM UAC	1150 5(2.5)kw	17	6	13	15	15	17	97	Broadcap of FL	AURN	ROS
1.7	2.1	1.5	2.3	1.6	17	WRBQ-AM UAC	1380 5kw	16	10	12	13	13	13	76	Clear Channel	SMN	MCG
0.0	0.0	0.0	0.0	1.4	18	WTBT-FM* CR	105.5 6kw	18	—	11	14	14	18	81	Citicasters	—	—
0.9	0.5	0.5	1.1	1.2	19	WHNZ-AM News	570 5kw	15	—	18	17	18	16	44	Paxson	CBS	BAN

*In mid-March WGUL-FM switched frequencies, replacing WBSB-FM (Hot AC) at 96.1 MHz, while WTBT-FM (CR) took over 105.5 MHz.

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If **YOUR STATION** is closer to this ad than it is to the top of the page, you should call this number  **(301) 490-8700**



Rantel Research

12+ POPULATION: 1,766,100 (Black: 17.7%; Hispanic: N/A)

CLEVELAND

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.9	8.0	10.6	8.9	8.4	1	WGAR-FM Ctry	99.5 50kw	5	6	4	2	1	3	93	Nationwide	—	MCG
6.7	7.6	8.0	7.7	8.2	2	WZAK-FM Urban	93.1 27.5kw	8	1	2	1	6	7	99	Zapis	ABC	D&R
7.5	5.8	7.3	7.2	7.6	3	WDOK-FM AC	102.1 12kw	4	11	7	6	3	2	80	Independent/Cl.	—	MMRE
8.0	8.3	8.1	7.6	7.1	4	WMJI-FM Gold	105.7 16kw	1	7	12	7	2	1	70	OmniAmerica	WWO	KATZ
6.7	7.7	5.9	6.4	6.5	5	WMMS-FM Alt	100.7 34kw	3	2	1	4	8	12	65	OmniAmerica	SOU	KATZ
5.1	5.9	5.0	5.9	6.1	6	WQAL-FM Hot AC	104.1 11kw	2	4	5	5	5	5	61	Fairfield Com.	WWO	BAN
6.9	6.0	7.2	6.5	5.8	7	WRMR-AM Nost	850 10kw	12	—	21	18	16	11	106	Independent/Cl.	CNN	MMRE
5.9	5.9	5.9	6.2	5.7	8	WNCX-FM CR	98.5 16kw	6	8	3	3	4	10	64	Metroplex	ABC	MCG
6.0	5.8	6.0	4.4	5.2	9	WLTF-FM AC	106.5 11kw	7	9	8	8	7	4	60	Secret Com.	AP	CHR
4.4	4.9	3.2	4.4	4.5	10	WWWE-AM NT	1100 50kw	10	—	11	11	11	8	65	Secret Com.	ABC	CHR
4.0	3.8	2.8	1.9	4.2	11	WKNR-AM Sports	1220 50kw	11	12	10	9	10	9	61	C.V. Associates	ABC	CBS
2.9	3.1	3.7	2.8	4.0	12	WNWV-FM NAC	107.3 50kw	14	—	14	10	9	6	79	Elyria-Lorain	CBS	TOR
4.2	3.1	3.5	3.5	3.3	13	WZJM-FM CHR	92.3 40kw	9	3	6	12	14	15	45	Zebra	ABC	D&R
1.6	1.8	2.5	3.4	2.9	14	WCLV-FM Clas	95.5 31kw	15	—	17	16	15	13	64	Radio Seaway	—	CMBS
2.3	1.9	2.0	2.5	2.0	15	WENZ-FM Alt	107.9 70kw	13	5	9	13	13	15	38	Ardman	SOU	MCG
2.1	2.1	1.6	1.7	1.9	16	WJMO-AM UG	1490 1kw	16	—	15	14	12	14	69	Zebra	ABC	D&R
0.6	0.6	0.9	1.0	1.3	17	WERE-AM N/T	1300 5kw	18	—	19	22	19	17	62	Clear Channel	CNN	MCG
0.9	1.1	1.2	1.1	1.1	18	WONE-FM Rock	97.5 12kw	17	10	13	15	17	18	42	Gordon-Thomas	—	CHR

DEMOGRAPHIC RANKINGS										FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54						
1 WNCX-FM	1 WZAK-FM	1 WNCX-FM	1 WQAL-FM	1 WNCX-FM	1 WDOK-FM	AC 18.9					
2 WMMS-FM	2 WGAR-FM	2 WMMS-FM	1 WDOK-FM	2 WMJI-FM	2 WLTF-FM	GOLD/CR 12.8					
3 WZAK-FM	3 WQAL-FM	3 WGAR-FM	3 WZAK-FM	3 WGAR-FM	3 WGAR-FM	N/T 10.0					
4 WGAR-FM	4 WMMS-FM	4 WZAK-FM	4 WLTF-FM	4 WKNR-AM	4 WMJI-FM	URBAN 10.0					
5 WKNR-AM	5 WDOK-FM	5 WMJI-FM	5 WGAR-FM	5 WWWE-AM	5 WQAL-FM	ALT 8.5					
6 WZJM-FM	6 WNCX-FM	6 WKNR-AM	6 WMJI-FM	6 WMMS-FM	6 WZAK-FM	CTRY 8.4					
7 WENZ-FM	7 WZJM-FM	7 WQAL-FM	7 WMMS-FM	7 WZAK-FM	7 WNCX-FM	NOST 5.8					
8 WQAL-FM	8 WLTF-FM	8 WWWE-AM	8 WNCX-FM	8 WDOK-FM	8 WMMS-FM	NAC 4.9					
9 WWWE-AM	9 WENZ-FM	9 WDOK-FM	9 WZJM-FM	9 WQAL-FM	9 WNWV-FM	CHR 3.3					
10 WLTF-FM	10 WJMO-AM	10 WLTF-FM	10 WNWV-FM	10 WNWV-FM	10 WZJM-FM	CLAS 2.9					
						ROCK 1.1					


12+ POPULATION: 1,705,800 (Black: N/A; Hispanic: 12.9%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.7	9.6	8.1	8.6	9.1	1	KYGO-FM Ctry	98.5 100kw	2	5	4	1	1	1	85	Jefferson-Pilot	—	CBS
8.8	9.5	9.9	7.5	6.9	2	KOA-AM Talk	850 50kw	1	14	13	11	8	3	61	Jacor	ABC	EAST
7.1	7.3	5.6	7.0	6.3	3	KRFX-FM CR	103.5 100kw	4	11	2	2	2	5	71	Jacor	—	EAST
6.2	6.0	6.1	6.6	5.9	4	KOSI-FM AC	101.1 100kw	5	7	10	7	4	2	72	Tribune	—	BAN
4.9	4.9	5.5	4.8	5.3	5	KXKL-A/F Gold	1280/105.1 5kw/100kw	3	4	12	5	3	4	56	Shamrock Br.	—	SRS
0.0	3.8	5.6	5.6	5.3	5	KXPK-FM Alt	96.5 100kw	6	6	1	3	5	15	66	Evergreen Com.	—	KATZ
4.6	5.3	5.7	5.3	5.0	7	KBPI-FM Rock	106.7 100kw	9	3	3	4	11	16	73	Jacor	—	EAST
4.9	3.9	4.1	4.5	4.5	8	KQKS-FM CHR	104.3 58kw	7	1	9	13	13	17	60	Western Cities	—	TOR
3.7	3.8	4.3	3.5	4.2	9	KALC-FM Hot AC	105.9 100kw	8	2	5	9	12	19	58	Secret Com.	—	CHR
5.6	4.5	4.0	3.8	4.1	10	KBCO-A/F* Prog	1190/97.3 5kw/100kw	11	16	6	6	6	6	69	Noble	WWO	MMR
4.0	3.1	3.2	2.5	3.8	11	KIMN-FM** Gold	100.3 100kw	12	19	8	8	7	8	66	Secret Com.	—	CHR
4.4	5.0	2.9	2.9	3.7	12	KWMX-FM Hot AC	107.5 91kw	10	9	7	10	10	11	54	Jefferson-Pilot	—	CBS
4.1	2.9	3.3	4.5	3.5	13	KHIH-FM NAC	95.7 100kw	13	18	14	12	9	7	62	Noble	—	MMR
3.1	2.8	3.4	2.6	3.0	14	KEZW-AM Nost	1430 5kw	18	—	26	26	23	14	95	Tribune	SMN	BAN
2.8	2.5	2.7	2.4	3.0	14	KVOD-FM Clas	99.5 100kw	15	—	21	16	14	9	71	Henry	—	CMBS
1.6	1.7	2.2	3.6	2.7	16	KTLK-AM Talk	760 5(1)kw	14	—	20	18	15	12	52	Jacor	ABC	EAST
1.6	2.2	2.0	2.5	2.5	17	KHOW-AM FS	630 5kw	16	20	24	19	16	10	62	Noble	WWO	MMR
2.5	1.9	2.9	2.4	1.9	18	KZDG-FM Ctry	92.5 57kw	17	12	16	15	17	18	49	Shamrock Br.	—	SRS
1.9	2.5	2.3	1.6	1.7	19	KYGO-AM Ctry	1600 5kw	20	—	25	24	18	13	70	Jefferson-Pilot	AP	CBS
0.7	0.5	0.5	0.6	1.5	20	KCUV-AM Span	1150 5(1)kw	23	10	11	14	20	24	133	RMF Br.	—	CAB
2.1	1.6	1.9	1.9	1.2	21	KTCL-FM Alt	93.3 100kw	19	15	15	17	19	23	42	US Media	—	MCG

*KBCO-AM switches to Talk in July. **Was KMJI-FM until April.

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Rantel Research

#20

PHOENIX

12+ POPULATION: 1,932,800 (Black: N/A; Hispanic: 15.7%)

PHOENIX

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KUPD-FM	1 KMLE-FM	1 KUPD-FM	1 KMLE-FM	1 KTAR-FM	1 KMLE-FM
2 KMLE-FM	2 KKFR-FM	2 KMLE-FM	2 KNIX-FM	2 KMLE-FM	2 KNIX-FM
3 KDKB-FM	3 KNIX-FM	3 KTAR-AM	3 KKLTFM	3 KUPD-FM	3 KKLTFM
4 KSLX-FM	4 KVMY-FM	4 KDKB-FM	4 KESZ-FM	4 KNIX-FM	4 KESZ-FM
5 KEDJ-FM	5 KUPD-FM	5 KSLX-FM	5 KKFR-FM	5 KDKB-FM	5 KOOL-FM
6 KNIX-FM	6 KKLTFM	6 KHTC-FM	6 KVMY-FM	6 KHTC-FM	6 KVMY-FM
7 KKFR-FM	7 KESZ-FM	7 KNIX-FM	7 KOOL-FM	7 KSLX-FM	7 KTAR-AM
8 KTAR-AM	8 KDKB-FM	8 KOOL-FM	8 KHTC-FM	8 KOOL-FM	8 KYOT-FM
9 KHTC-FM	9 KFYI-AM	9 KFYI-AM	9 KSLX-FM	9 KFYI-AM	9 KHTC-FM
10 KZON-FM	10 KEDJ-FM	10 KZON-FM	10 KUPD-FM	10 KYOT-FM	10 KKFR-FM

CTRY	14.8
N/T	14.0
GOLD/CR	11.4
AC	10.6
ROCK	8.2
NOST	6.4
CHR	5.4
NAC	2.9
PROG	2.2
ALT	2.1
SPAN	2.1

#21

TAMPA-ST. PETERSBURG

12+ POPULATION: 1,864,200 (Black: 7.9%; Hispanic: N/A)

TAMPA-ST. PETER.

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXTB-FM	1 WFLZ-FM	1 WXTB-FM	1 WMTX-AF	1 WXTB-FM	1 WMTX-AF
2 WFLZ-FM	2 WMTX-AF	2 WQYK-FM	2 WWRM-FM	2 WQYK-FM	2 WWRM-FM
3 WCOF-FM	3 WWRM-FM	3 WCOF-FM	3 WFLZ-FM	3 WCOF-FM	3 WQYK-FM
4 WSUN-AM	4 WXTB-FM	4 WFLZ-FM	4 WDAE/WUSA	4 WHPT-FM	4 WDAE/WUSA
5 WMTX-AF	5 WRBQ-FM	5 WHPT-FM	5 WQYK-FM	5 WMTX-AF	5 WRBQ-FM
6 WRBQ-FM	6 WQYK-FM	6 WMTX-AF	6 WRBQ-FM	6 WYUU-FM	6 WFLZ-FM
7 WHPT-FM	7 WCOF-FM	7 WSUN-AM	7 WXTB-FM	7 WDAE/WUSA	7 WYUU-FM
8 WQYK-FM	8 WHPT-FM	8 WRBQ-FM	8 WHPT-FM	8 WFLA-AM	8 WCOF-FM
9 WDAE/WUSA	9 WDAE/WUSA	9 WDAE/WUSA	9 WCOF-FM	9 WSUN-AM	9 WHPT-FM
10 WWRM-FM	10 WRBQ-AM	10 WFLA-AM	10 WYUU-FM	10 WRBQ-FM	10 WRBQ-AM

AC	18.1
CTRY	13.1
N/T	10.0
GOLD/CR	9.5
CHR	6.3
ROCK	6.3
NOST	6.0
B/EZ	4.8
PROG	3.6
URBAN	3.3

#23

DENVER-BOULDER

12+ POPULATION: 1,705,800 (Black: N/A; Hispanic: 12.1%)

DENVER-BOULDER

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KRFX-FM	1 KXPK-FM	1 KRFX-FM	1 KYGO-FM	1 KRFX-FM	1 KYGO-FM
2 KBPI-FM	1 KYGO-FM	2 KBPI-FM	2 KOSI-FM	2 KYGO-FM	2 KOSI-FM
3 KXPK-FM	3 KALC-FM	3 KYGO-FM	3 KXPK-FM	3 KOA-AM	3 KIMN-FM
4 KYGO-FM	4 KBPI-FM	4 KXPK-FM	4 KALC-FM	4 KXKL-AF	4 KBCO-AF
5 KALC-FM	5 KOSI-FM	5 KXKL-AF	5 KWMX-FM	5 KXPK-FM	5 KXKL-AF
6 KCUV-AM	6 KWMX-FM	6 KOA-AM	6 KIMN-FM	6 KBCO-AF	6 KWMX-FM
7 KBCO-AF	7 KIMN-FM	7 KBCO-AF	7 KBCO-AF	7 KBPI-FM	7 KXPK-FM
8 KIMN-FM	8 KRFX-FM	8 KIMN-FM	8 KXKL-AF	8 KIMN-FM	8 KALC-FM
9 KOA-AM	9 KBCO-AF	9 KHIH-FM	9 KBPI-FM	9 KHIH-FM	9 KHIH-FM
10 KQKS-FM	10 KQKS-FM	10 KALC-FM	10 KRFX-FM	10 KOSI-FM	10 KRFX-FM

GOLD/CR	15.4
AC	13.8
CTRY	12.7
N/T	12.1
ALT	6.5
ROCK	5.0
CHR	4.5
PROG	4.1
NAC	3.5
CLAS	3.0
NOST	3.0
SPAN	1.5


12+ POPULATION: 1,563,300 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF. FIRM
7.9	9.1	8.9	8.4	8.3	1	KWJJ-AF <i>Ctry</i>	1080/99.5 50(10)kw/52kw	2	5	2	1	2	4	76	Park	—	BAN
8.3	8.0	6.2	6.6	7.2	2	KUPL-AF <i>Ctry</i>	1330/98.5 5kw/100kw	4	6	5	4	4	5	75	BayCom Partners	AP	MCG
7.0	7.0	7.5	8.1	7.2	2	KXL-AM <i>NT</i>	750 50(20)kw	5	—	12	9	8	3	74	Kaye-Smith	CBS	MCG
6.1	6.7	5.9	6.0	6.1	4	KGON-FM <i>CR</i>	92.3 100kw	6	8	4	2	1	7	66	Entercom	—	CBS
7.2	7.2	5.3	6.2	6.1	4	KKRZ-FM <i>CHR</i>	100.3 95kw	1	1	3	6	11	12	52	Citicasters	—	KATZ
7.0	5.9	6.4	5.4	6.0	6	KUFO-FM <i>Rock</i>	101.1 100kw	7	3	1	3	7	15	65	Henry	—	EAST
5.9	6.1	6.1	5.2	5.8	7	KKSN-FM <i>Gold</i>	97.1 100kw	3	4	14	8	6	1	55	Heritage Media	WWO	CHR
6.1	5.6	4.3	5.7	5.4	8	KKCW-FM <i>AC</i>	103.3 95kw	9	9	7	7	5	6	69	Citicasters	—	D&R
4.8	4.6	5.1	5.2	5.1	9	KINK-FM <i>Prog</i>	101.9 100kw	10	—	9	5	3	2	74	Embarcadero Media	—	MMR
5.9	5.2	5.8	6.6	4.2	10	KEX-AM <i>FS</i>	1190 50kw	8	14	16	14	13	9	53	Citicasters	ABC	KATZ
4.4	3.2	3.8	2.5	4.2	10	KKSN-AM <i>Gold</i>	910 5kw	15	—	20	21	17	11	81	Heritage Media	WWO	CHR
2.8	4.3	4.9	2.8	3.9	12	KKJZ-FM <i>NAC</i>	106.7 100kw	14	16	11	12	10	8	75	BayCom Partners	—	MCG
1.5	1.3	1.8	2.0	3.8	13	KNRK-FM* <i>Alt</i>	94.7 15kw	12	2	6	11	12	18	59	Pacific Northwest	—	CBS
2.7	2.1	2.9	3.7	3.4	14	KXL-FM <i>Gold</i>	95.5 100kw	11	12	8	10	9	10	51	Kaye-Smith	—	MCG
3.4	3.2	2.0	2.1	2.5	15	KXYQ-A/F** <i>Hot AC</i>	105.1 100kw	13	10	10	13	15	14	45	First City	ABC	TOR
1.2	1.1	2.6	1.5	2.1	16	KFX-AM <i>Sports</i>	1520 50(10)kw	16	15	13	15	14	13	72	Entercom	CNN	CBS
1.3	1.4	1.4	1.3	1.2	17	KPDQ-FM <i>Rel</i>	93.7 100kw	18	—	19	17	17	16	47	Salem	—	—
0.1	0.1	0.1	0.4	1.1	18	KOTK-AM*** <i>Talk</i>	620 5kw	19	—	21	19	18	17	55	Embarcadero Media	ABC	MMR

*Was **KMUZ-FM** (AC) until March, changed calls in mid-May. **Switched to Classic Rock in late June. ***Was **KINK-AM** (Prog) until February.

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12+ POPULATION: 1,548,800 (Black: 10.8%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
12.8	12.4	9.9	10.9	12.9	1	WLW-AM FS	700 50kw	1	12	5	2	1	1	76	Jacor	ABC	EAST
8.6	8.1	7.0	8.0	9.3	2	WEBN-FM Rock	102.7 16.5kw	2	3	1	1	2	9	75	Jacor	—	EAST
7.8	9.6	9.8	10.4	8.9	3	WUBE-FM City	105.1 11kw	4	6	2	3	3	2	85	Chancellor	ABC	CHR
5.3	6.1	5.8	5.9	5.9	4	WIZF-FM Urban	100.9 1.25kw	12	1	4	4	8	8	96	Interurban	—	—
7.3	6.3	4.8	5.2	5.6	5	WKRQ-FM CHR	101.0 16kw	3	2	3	5	5	10	51	Citicasters	ABC	KATZ
6.8	5.7	5.2	6.0	5.1	6	WGRR-FM Gold	103.5 11kw	5	8	12	6	4	3	60	Dalton Group	—	BAN
5.2	4.8	6.6	6.1	4.9	7	WCKY-AM FS	550 5(1)kw	10	—	15	13	11	4	74	Jacor	CBS	EAST
4.4	4.5	5.5	5.1	4.9	7	WSAI-AM Nost	1530 50kw	13	—	20	18	15	6	104	Federated	ABC	MCG
4.2	3.7	5.1	5.4	4.4	9	WRRM-FM AC	98.5 17.5kw	9	16	10	9	6	5	63	Susquehanna	—	MMR
3.6	3.0	3.8	2.7	3.8	10	WOFX-FM CR	94.9 10.5kw	6	9	6	7	7	13	50	Heritage Media	—	KATZ
3.3	3.7	3.8	3.9	3.8	10	WWNK-FM AC	94.1 32kw	8	13	8	8	9	7	54	Citicasters	—	MMR
3.7	4.5	3.0	3.8	3.6	12	WYGY-FM City	96.5 19.5kw	11	4	7	11	12	14	54	Chancellor	—	CHR
4.6	3.8	3.4	2.7	3.1	13	WPPT-FM Gold	92.5 16kw	7	11	11	10	10	11	44	Jacor	—	MCG
1.5	1.7	1.7	1.5	2.2	14	WAQZ-FM Alt	107.1 3kw	14	5	9	12	14	23	49	CR Acquistions	—	K&P
1.4	1.1	1.3	1.5	2.0	15	WAKW-FM Rel	93.3 50kw	15	—	18	14	13	12	69	Pillar Of Fire	—	—
0.8	1.8	1.5	1.4	1.0	16	WCIN-AM UAC	1480 5(5)kw	19	—	19	16	17	15	59	Junior	—	—
1.3	1.1	1.4	1.2	1.0	16	WPFB-FM City	105.9 34kw	16	10	14	15	16	17	46	Braden Stations	—	—

Continued on Page 66



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Rantel Research

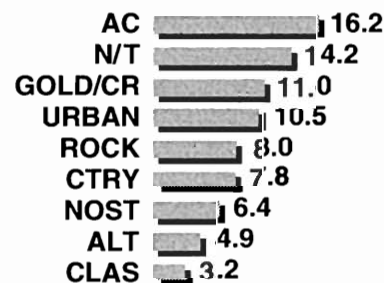
12+ POPULATION: 1,352,900 (Black: 12.5%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF. FIRM
8.6	8.8	8.3	9.4	7.8	1	WMIL-FM City	106.1 50kw	3	3	6	5	3	1	83	Sundance	—	MMR
10.7	8.0	8.8	7.6	7.4	2	WTMJ-AM N/T	620 50(10)kw	1	16	13	13	8	3	58	Journal Com.	CBS	CHR
4.6	5.0	6.8	6.6	7.3	3	WKKV-FM Urban	100.7 50kw	7	1	2	4	5	11	98	UNC Ventures	WWO	TOR
7.3	6.9	6.6	5.5	6.7	4	WKLH-FM CR	96.5 20kw	4	9	3	1	1	4	74	Saga	—	MCG
6.9	7.1	5.3	7.2	6.6	5	WKTI-FM Hot AC	94.5 15.5kw	2	4	4	2	2	6	62	Journal Com.	ABC	CHR
4.2	5.0	5.7	6.0	6.4	6	WOKY-AM Nost	920 5(1)kw	10	—	19	17	16	8	100	Sundance	CNN	MMR
6.7	6.6	5.4	4.2	5.8	7	WLZR-A/F Rock	1340/102.9 1kw/50kw	6	5	1	3	4	13	68	Saga	ABC	EAST
5.0	5.0	6.7	5.2	5.7	8	WISN-FM Talk	1130 50(10)kw	9	—	10	8	7	2	80	Hearst	ABC	KATZ
5.1	3.8	6.0	5.2	4.9	9	WLUM-FM Alt	102.1 50kw	5	2	5	6	11	19	55	All Pro	SOU	BAN
4.5	3.3	3.5	3.7	4.3	10	WZTR-FM Gold	95.7 34kw	8	8	8	7	6	5	60	Shockley Com.	—	BAN
4.2	4.7	3.7	3.4	3.7	11	WEZW-FM AC	103.7 19.5kw	11	6	11	10	9	7	62	Heritage Media	WWO	EAST
1.9	2.2	2.8	2.5	3.2	12	WFMR-FM Clas	98.3 6kw	15	14	16	15	15	10	81	Capitol Class.	WWO	CMBS
2.8	3.3	3.4	2.8	3.0	13	WLTQ-FM AC	97.3 15.5kw	14	15	12	11	10	9	58	Hearst	ABC	KATZ
3.7	4.6	4.0	4.3	2.9	14	WMYX-FM Hot AC	99.1 50kw	12	11	9	9	11	12	49	Heritage Media	WWO	EAST
3.2	4.0	2.8	2.8	2.2	15	WQFM-FM Rock	93.3 12.5kw	13	7	7	12	13	20	38	Shamrock Com.	ABC	MMR
2.0	1.8	1.4	2.3	1.7	16	WMCS-AM UAC	1290 5kw	16	12	14	14	14	14	61	All Pro	ABC	BAN
1.7	2.3	2.2	2.2	1.5	17	WNOV-AM Urban	860 .25kw	17	—	15	16	17	15	65	Courier	AURN	—
0.6	0.5	0.7	0.9	1.1	18	WGN-AM FS	720 50kw	19	—	21	25	24	17	71	Tribune	ABC	CHR

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLZR-AF	1 WKTI-FM	1 WLZR-AF	1 WKTI-FM	1 WKLH-FM	1 WKTI-FM
2 WKLH-FM	2 WKKV-FM	1 WKLH-FM	2 WKKV-FM	2 WLZR-AF	2 WMIL-FM
3 WLUM-FM	3 WMIL-FM	3 WMIL-FM	3 WMIL-FM	3 WMIL-FM	3 WKLH-FM
4 WKKV-FM	4 WKLH-FM	4 WKKV-FM	4 WKLH-FM	4 WISN-AM	4 WKKV-FM
5 WMIL-FM	5 WLUM-FM	5 WLUM-FM	5 WMYX-FM	5 WZTR-FM	5 WZTR-FM
6 WQFM-FM	6 WLZR-AF	6 WISN-AM	6 WZTR-FM	6 WKKV-FM	6 WMYX-FM
7 WZTR-FM	7 WMYX-FM	7 WZTR-FM	7 WLTQ-FM	7 WKTI-FM	7 WLTQ-FM
8 WISN-AM	8 WEZW-FM	8 WKTI-FM	8 WEZW-FM	8 WTMJ-AM	8 WEZW-FM
9 WKTI-FM	9 WLTQ-FM	9 WQFM-FM	9 WLUM-FM	9 WLUM-FM	9 WLZR-AF
10 WTMJ-AM	10 WZTR-FM	10 WTMJ-AM	10 WLZR-AF	10 WQFM-FM	10 WTMJ-AM



12+ POPULATION: 1,351,400 (Black: 12.2%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.3	8.7	7.4	7.5	8.2	1	KFKF-FM Ctry	94.1 100kw	1	5	6	3	1	2	84	Scornix	—	D&R
7.1	7.3	8.0	8.9	8.1	2	KPRS-FM Urban	103.3 100kw	12	1	1	1	4	10	114	KPRS Inc.	AURN	EAST
9.8	10.0	9.2	9.8	7.3	3	WDAF-AM Ctry	610 5kw	7	18	14	14	12	2	92	Citicasters	ABC	KATZ
5.1	5.5	4.3	4.9	6.3	4	KCMO-FM Gold	94.9 100kw	4	7	13	5	3	1	75	Bonneville Int.	—	MCG
4.5	4.6	6.6	6.5	6.2	5	KCFX-FM CR	101.1 97kw	2	8	3	2	2	6	67	Heritage Media	WWO	CHR
6.2	6.6	5.7	5.9	5.8	6	KBEQ-FM Ctry	104.3 99kw	6	6	4	4	7	9	73	EZ	ABC	TOR
5.9	5.1	5.2	5.4	5.5	7	KLTH-FM AC	99.7 100kw	11	10	9	8	8	4	76	Bonneville Int.	WWO	MCG
4.5	4.4	5.8	5.2	5.5	7	KMBZ-AM N/T	980 5kw	3	12	12	12	11	5	65	Bonneville Int.	ABC	D&R
3.8	5.7	5.9	3.9	5.3	9	KQRC-FM Rock	98.9 100kw	8	4	2	6	9	15	69	Journal Com.	SOU	CHR
4.7	3.9	4.0	4.0	4.5	10	KMXV-FM CHR	93.3 100kw	5	2	7	10	13	16	55	Apollo Radio	AP	MMR
4.3	4.3	5.2	4.5	4.4	11	KYYS-FM Rock	102.1 100kw	9	17	5	7	5	13	58	Citicasters	—	KATZ
1.7	1.2	2.5	1.3	4.3	12	KCIY-FM* NAC	106.5 100kw	14	15	10	9	6	7	78	Ardman	—	CHR
4.5	5.7	4.2	5.2	3.9	13	KUDL-FM AC	98.1 100kw	10	9	11	11	10	8	52	Apollo Radio	AP	MMR
3.6	3.5	2.2	2.6	3.1	14	KISF-FM Alt	107.3 100kw	13	3	8	13	15	20	52	Allur K.C.	—	TOR
3.3	2.8	3.4	3.5	2.9	15	KXTR-FM Clas	96.5 99kw	15	16	16	15	14	11	63	KXTR Br. Co.	WWO	CMBS
3.7	3.1	2.8	3.6	2.3	16	KCMO-AM N/T	810 50(5)kw	16	—	19	17	16	12	53	Bonneville Int.	CBS	MCG
2.2	2.2	1.8	2.9	2.3	16	KFEZ-AM Nost	1190 5(.25)kw	17	—	—	24	24	17	100	Beal	AP	DIR
2.1	1.5	1.9	1.4	1.7	18	KPRT-AM Rel	1590 1kw	19	—	18	18	18	14	101	KPRS, Inc.	WWO	EAST
0.3	0.7	0.7	0.8	1.0	19	KCCV-FM Rel	92.3 8.3kw	18	14	15	16	17	19	55	Bett	—	SRR

*Was KKCJ-FM (Ctry) until April.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KPRS-FM	1 KBEQ-FM	1 KCFX-FM	1 KBEQ-FM	1 KCFX-FM	1 KFKF-FM	CTRY	21.3
2 KQRC-FM	2 KMXV-FM	2 KPRS-FM	1 KFKF-FM	2 KCMO-FM	2 KCMO-FM	GOLD/CR	12.5
3 KCFX-FM	3 KPRS-FM	3 KQRC-FM	3 KPRS-FM	3 KPRS-FM	3 KLTH-FM	ROCK	9.7
4 KYYS-FM	4 KFKF-FM	4 KCMO-FM	4 KMXV-FM	4 KFKF-FM	4 KBEQ-FM	AC	9.4
5 KFKF-FM	5 KYYS-FM	5 KFKF-FM	5 KUDL-FM	5 KQRC-FM	5 KUDL-FM	URBAN	8.1
6 KBEQ-FM	6 KQRC-FM	6 KYYS-FM	6 KLTH-FM	6 KMBZ-AM	6 KPRS-FM	N/T	7.8
7 KMXV-FM	7 KCFX-FM	7 KMBZ-AM	7 KCFX-FM	7 KYYS-FM	7 KCFX-FM	CHR	4.5
8 KMBZ-AM	8 KLTH-FM	8 KBEQ-FM	8 KYYS-FM	8 KCIY-FM	8 KCIY-FM	NAC	4.3
9 KCIY-FM	8 KISF-FM	9 KCIY-FM	9 KCMO-FM	9 KBEQ-FM	9 KYYS-FM	ALT	3.1
10 KISF-FM	10 KUDL-FM	10 WDAF-AM	10 KCIY-FM	10 WDAF-AM	10 KMXV-FM	CLAS	2.9
						REL	2.7
						NOST	2.3

12+ POPULATION: 1,347,800 (Black: N/A; Hispanic: 27.3%)

RIVERSIDE-SAN BERNARDINO

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
7.4	6.9	7.0	9.5	7.9	1	KFRG-FM Ctry	95.1 50kw	1	15	6	1	1	1	86	Amaturo Group	—	MMR
7.1	6.2	6.6	7.5	6.8	2	KFI-AM Talk	640 50kw	3	23	12	3	2	2	88	Cox	WWO	CHR
6.4	7.3	7.0	6.7	6.4	3	KGGI-FM CHR	99.1 2.55kw	2	1	1	2	3	5	66	Chancellor	ABC	MCG
1.9	2.0	3.7	3.4	4.3	4	KKBT-FM Urban	92.3 43kw	12	3	2	5	11	16	93	Evergreen Media	—	MMR
3.5	4.0	3.6	3.4	3.8	5	KLOS-FM Rock	95.5 61kw	5	10	3	4	5	10	64	Cap Cities/ABC	ABC	KATZ
3.3	3.8	3.2	2.1	3.8	5	KVAR-FM* Span	97.5 72kw	16	9	5	7	7	14	99	Embarcadero Media	—	CAB
4.3	3.6	5.3	3.6	3.7	7	KOLA-FM Gold	99.9 29.5kw	4	11	15	9	8	3	50	Stanfield	ABC	TOR
3.2	4.5	4.0	2.4	3.6	8	KCAL-FM Rock	96.7 1.75kw	8	14	4	6	6	12	68	Anaheim	—	TOR
3.3	3.5	3.8	3.3	3.4	9	KOST-FM AC	103.5 12.5kw	6	7	13	10	9	6	56	Cox	—	CHR
3.8	3.6	3.1	2.8	3.3	10	KCBS-FM CR	93.1 28.5kw	9	17	10	8	4	4	66	CBS	CBS	CBS
3.9	2.5	2.9	3.1	3.2	11	KIIS-A/F CHR	1150/102.7 5kw/8kw	7	4	9	12	12	15	56	Gannett	—	MCG
3.8	3.8	3.2	3.4	3.1	12	KROQ-FM Alt	106.7 5.6kw	13	2	7	11	18	29	69	Infinity	—	IRS
2.7	3.7	2.7	1.6	2.5	13	KBIG-FM AC	104.3 105kw	14	16	14	13	10	11	61	Bonneville Int.	—	CBS
1.7	2.5	2.2	2.9	2.5	13	KNX-AM News	1070 50kw	11	—	25	20	16	8	53	CBS	CBS	CBS
0.8	1.5	1.3	1.8	2.4	15	KCXX-FM** Alt	103.9 .19kw	15	6	8	14	19	31	62	All Pro	—	—
0.8	0.8	0.7	1.9	2.3	16	KOOJ-FM Ctry	92.7 3kw	19	12	16	17	13	13	81	Amaturo Group	ABC	MMR
2.5	2.4	2.8	2.5	2.3	16	KRTH-FM Gold	101.1 51kw	10	—	20	16	14	7	48	Infinity	—	IRS
2.0	1.6	1.6	1.5	2.2	18	KLVE-FM Span	107.5 29.5kw	20	13	11	15	17	22	82	Hefel	—	CAB
1.3	1.7	2.5	2.3	2.2	18	KTWV-FM NAC	94.7 55kw	18	—	19	18	15	9	72	Group W	—	G/W
2.6	2.7	2.4	2.1	2.2	18	KWPR-FM B/EZ	96.1 .25kw	24	—	41	42	42	30	116	HSC Radio Inc.	USA	K&P
2.0	1.4	2.2	1.9	1.5	21	KPWR-FM CHR	105.9 25kw	17	5	17	21	28	37	45	Emmis	—	D&R
1.3	1.5	0.8	1.6	1.3	22	KLSX-FM*** CR	97.1 21kw	21	20	18	19	20	17	57	Greater Media Inc.	—	MMR
0.7	1.7	1.7	1.1	1.2	23	KLAC-AM Nost	570 5kw	23	—	40	37	33	25	64	Shamrock Br.	—	SRS
1.6	0.8	1.4	0.9	1.1	24	KJQV/KOJY-AM Nost	1260/540 5kw/25kw	29	—	—	41	40	33	67	Mt. Wilson FM	—	CMBS
1.2	0.8	0.8	1.1	1.1	24	KZLA-FM Ctry	93.9 18.5kw	22	—	22	22	21	19	54	Shamrock Br.	—	SRS
1.0	0.9	1.1	0.7	1.0	26	KABC-AM Talk	790 5kw	28	—	35	32	30	24	65	Cap Cities/ABC	ABC	KATZ
1.1	1.0	1.0	1.5	1.0	26	KKGO-FM Clas	105.1 18kw	25	—	31	33	32	20	58	Mt. Wilson FM	AP	CMBS

*Was KHTX-FM (Ctry), which went dark in December, signed back on in February. **Was KAEV-FM (UAC) until January. ***Switched to full service in August.

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#24

PORTLAND, OR

PORTLAND

Continued from Page 61

12+ POPULATION: 1,563,300 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KUFO-FM	1 KKRZ-FM	1 KUFO-FM	1 KWJJ-FM	1 KGON-FM	1 KWJJ-AF
2 KGON-FM	2 KWJJ-AF	2 KGON-FM	2 KKCW-FM	2 KUFO-FM	2 KKCW-FM
3 KWJJ-AF	3 KUPL-AF	3 KWJJ-AF	3 KUPL-AF	3 KINK-FM	3 KUPL-AF
4 KNRK-FM	4 KKCW-FM	4 KINK-FM	4 KKRZ-FM	4 KKSJ-FM	4 KINK-FM
5 KUPL-AF	5 KUFO-FM	5 KKSJ-FM	5 KINK-FM	4 KXL-AM	5 KKSJ-FM
6 KKRZ-FM	6 KXYQ-FM	6 KUPL-AF	6 KKSJ-FM	6 KXL-FM	6 KKJZ-FM
7 KFXJ-AM	7 KGON-FM	7 KNRK-FM	7 KGON-FM	7 KWJJ-AF	7 KKRZ-FM
8 KXL-AM	8 KKJZ-FM	8 KXL-AM	8 KKJZ-FM	8 KUPL-AF	8 KGON-FM
9 KXL-AM	9 KINK-FM	9 KKRZ-FM	9 KXYQ-FM	9 KFXJ-AM	9 KXL-FM
10 KINK-FM	10 KXL-FM	10 KXL-FM	10 KXL-FM	10 KNRK-FM	10 KXL-AM

GOLD/CR	19.5
CTRY	15.5
N/T	14.6
AC	7.9
CHR	6.1
ROCK	6.0
PROG	5.1
NAC	3.9
ALT	3.8
REL	1.2

#25

CINCINNATI

CINCINNATI

Continued from Page 62

12+ POPULATION: 1,548,800 (Black: 10.8%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WEBN-FM	1 WEBN-FM	1 WEBN-FM	1 WUBE-FM	1 WLW-AM	1 WUBE-FM
2 WLW-AM	2 WKRQ-FM	2 WLW-AM	2 WKRQ-FM	2 WEBN-FM	2 WKRQ-FM
3 WUBE-FM	3 WUBE-FM	3 WUBE-FM	3 WIZF-FM	3 WUBE-FM	3 WGRR-FM
4 WOFX-FM	4 WIZF-FM	4 WOFX-FM	4 WEBN-FM	4 WOFX-FM	4 WRRM-FM
5 WIZF-FM	5 WRRM-FM	5 WGRR-FM	5 WGRR-FM	5 WGRR-FM	5 WIZF-FM
6 WAQZ-FM	6 WYGY-FM	6 WIZF-FM	6 WRRM-FM	6 WWNK-FM	6 WLW-AM
7 WWNK-FM	7 WOFX-FM	7 WWNK-FM	7 WWNK-FM	7 WPPT-FM	7 WEBN-FM
8 WKRQ-FM	8 WWNK-FM	8 WPPT-FM	8 WYGY-FM	8 WRRM-FM	8 WWNK-FM
9 WYGY-FM	9 WAQZ-FM	9 WKRQ-FM	9 WPPT-FM	9 WCKY-AM	9 WPPT-FM
10 WPPT-FM	10 WPPT-FM	10 WYGY-FM	10 WLW-AM	10 WIZF-FM	10 WYGY-FM

N/T	17.8
CTRY	13.5
GOLD/CR	12.0
ROCK	9.3
AC	8.2
URBAN	6.9
CHR	5.6
NOST	4.9
ALT	2.2
CLAS	2.0

#28

RIVERSIDE-SAN BERNARDINO

RIVERSIDE

Continued from Page 65

12+ POPULATION: 1,347,800 (Black: N/A; Hispanic: 27.3%)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOS-FM	1 KGGI-FM	1 KFI-AM	1 KFRG-FM	1 KFI-AM	1 KFRG-FM
2 KCAL-FM	2 KFRG-FM	2 KLOS-FM	2 KGGI-FM	2 KFRG-FM	2 KGGI-FM
3 KKBT-FM	3 KKBT-FM	3 KCAL-FM	3 KVAR-FM	3 KLOS-FM	3 KFI-AM
4 KROQ-FM	4 KIIS-AF	4 KCBS-FM	4 KKBT-FM	4 KCBS-FM	4 KOST-FM
5 KVAR-FM	5 KVAR-FM	5 KFRG-FM	5 KISS-A/F	5 KCAL-FM	5 KBIG-FM
6 KGGI-FM	6 KBIG-FM	6 KKBT-FM	6 KBIG-FM	6 KVAR-FM	6 KOLA-FM
7 KCXX-FM	7 KLOS-FM	7 KGGI-FM	7 KOLA-FM	7 KGGI-FM	7 KVAR-FM
8 KCBS-FM	8 KLVE-FM	8 KVAR-FM	8 KOST-FM	8 KOLA-FM	8 KIIS-AF
9 KOST-FM	9 KCXX-FM	9 KROQ-FM	9 KFI-AM	9 KOST-FM	9 KCAL-FM
10 KLVE-FM	10 KCAL-FM	10 KCXX-FM	10 KCAL-FM	10 KKBT-FM	10 KKBT-FM


CTRY	11.3
CHR	11.1
GOLD/CR	10.3
N/T	10.3
ROCK	7.4
SPAN	6.0
AC	5.9
ALT	5.5
URBAN	4.3
NOST	2.3
B/EZ	2.2
NAC	2.2
CLAS	1.0

12+ POPULATION: 1,340,800(Black: N/A; Hispanic: 11.4%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.8	11.6	13.9	11.4	9.7	1	KFBK-AM NT	1530 50kw	1	14	8	4	1	1	79	Chancellor	ABC	G/W
8.4	7.4	5.8	7.7	7.2	2	KSFM-FM CHR	102.5 50kw	3	1	1	2	7	10	73	Secret Com.	ABC	MMR
6.4	7.1	5.7	5.7	6.8	3	KNCI-FM Ctry	105.1 50kw	5	7	2	1	3	3	79	EZ	CBS	KATZ
3.8	4.4	5.8	5.6	6.1	4	KHYL-FM Gold	101.1 36kw	2	6	12	5	2	2	58	Chancellor	—	G/W
5.7	5.3	7.3	5.0	5.8	5	KGBY-FM AC	92.5 50kw	4	5	4	3	4	5	61	Chancellor	CBS	G/W
3.9	4.5	3.8	4.9	5.0	6	KWOD-FM Alt	106.5 50kw	8	2	3	9	13	18	65	Royce Int'l.	CBS	D&R
4.0	5.5	3.4	4.2	4.6	7	KRXQ-FM Rock	93.7 25kw	10	3	5	7	8	15	65	Citicasters	—	BAN
4.4	5.1	4.4	5.9	4.2	8	KYMX-FM AC	96.1 50kw	7	4	9	11	10	8	55	Tribune	—	MCG
1.6	1.7	2.8	4.4	4.1	9	KSTE-AM NT	650 25(1)kw	12	—	14	13	11	4	77	Fuller-Jeffrey	ABC	TOR
4.5	4.6	4.5	3.3	4.1	9	KXOA-FM Gold	107.9 50kw	6	10	7	6	5	6	49	Brown	—	CBS
3.9	3.2	3.5	4.0	3.9	11	KCTC-AM Nost	1320 5kw	13	—	—	26	18	11	83	Tribune	WVO	MCG
3.9	3.7	3.2	4.0	3.9	11	KRAK-FM Ctry	98.5 50kw	9	8	10	10	9	7	55	EZ	—	KATZ
5.0	5.0	4.3	4.5	3.9	11	KSEG-FM CR	96.9 50kw	11	9	6	8	6	9	58	Citicasters	—	CHR
3.5	2.9	1.6	2.6	2.4	14	KQPT-FM Prog	100.5 115kw	14	—	11	12	12	14	55	Brown	—	CBS
0.5	0.9	2.0	1.5	2.0	15	KHTK-AM Talk	1140 50kw	15	15	13	14	14	12	57	EZ	CBS	KATZ
1.9	2.3	2.2	1.3	1.6	16	KSSJ-FM NAC	101.9 25kw	16	—	18	16	15	13	54	Olympic	—	—
1.4	1.0	1.0	0.7	1.2	17	KNBR-AM FS	680 50kw	17	—	19	17	16	16	57	Susquehanna	ABC	EAST
0.8	1.1	1.2	1.1	1.2	17	KQBR-FM NAC	104.3 2.95kw	19	—	16	15	17	17	65	Progressive Media	CBS	—
1.3	1.6	2.0	1.4	1.0	19	KGO-AM NT	810 50kw	18	—	25	23	21	19	57	Cap Cities/ABC	ABC	BAN

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If **YOUR STATION** is closer to this ad than it is to the top of the page, you should call this number  **(301) 490-8700**



Rantel Research

12+ POPULATION: 1,302,400 (Black: N/A; Hispanic: 20.7%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.7	9.3	8.4	8.0	6.9	1	1	KGO-AM NT	810 50kw	3	—	17	9	3	2	79	Cap Cities/ABC	ABC	BAN
6.3	5.7	5.4	4.9	5.2	2	2	KBAY-FM AC	100.3 163kw	6	16	22	10	4	1	75	United	—	MMR
2.8	5.3	4.4	5.0	5.2	2	2	KOME-FM Alt	98.5 12.5kw	1	2	2	2	9	20	54	Infinity	—	IRS
5.4	5.2	4.9	4.9	4.8	4	4	KSJO-FM Rock	92.3 50kw	5	7	1	1	1	17	66	BayCom Partners	—	MCG
4.1	3.9	4.7	4.8	4.6	5	5	KHQT-FM* CHR	97.7 1.65kw	2	1	3	4	12	19	52	Susquehanna	—	EAST
4.9	4.2	4.8	3.7	4.3	6	6	KLOK-AM Span	1170 50(5)kw	19	4	7	6	5	7	121	Metro Mix Inc.	CRC	CAB
3.9	3.0	3.6	3.3	4.3	6	6	KRTY-FM City	95.3 .87kw	11	10	8	3	2	3	78	Empire	—	MMR
3.7	4.6	3.6	4.5	3.8	8	8	KCBS-AM News	740 50kw	4	—	25	19	14	4	49	CBS	CBS	CBS
5.2	5.1	4.4	4.1	3.6	9	9	KNBR-AM FS	680 50kw	10	—	12	12	8	6	62	Susquehanna	ABC	EAST
4.2	3.7	2.7	2.7	3.4	10	10	KYLD/KYLZ CHR	107.7/99.1 8.9kw/1.1kw	7	3	5	7	17	26	51	Crescent	AP	MMR
3.3	2.8	2.8	2.5	3.3	11	11	KEZR-FM Hot AC	106.5 50kw	9	9	4	5	7	14	55	Alta	—	CHR
2.6	3.0	2.7	2.6	3.2	12	12	KARA-FM Gold	105.7 50kw	13	15	13	8	6	5	60	Empire	—	MMR
3.1	2.3	3.0	2.0	3.0	13	13	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	8	12	11	13	10	9	48	Bonneville Int.	—	KATZ
2.6	2.3	3.2	2.8	2.5	14	14	KIOI-FM Hot AC	101.3 125kw	14	11	10	11	15	11	49	Evergreen	—	BAN
1.9	1.7	2.8	2.6	2.3	15	15	KDFC-A/F Clas	1220/102.1 5kw/33kw	18	—	26	27	22	13	63	Brown	—	CBS
2.3	2.6	2.4	1.9	2.3	15	15	KKSF-FM NAC	103.7 7.8kw	20	—	18	16	11	8	70	Brown	—	CBS
2.1	2.8	2.6	2.5	2.2	17	17	KFRC-FM Gold	99.7 40kw	16	6	20	17	16	10	41	Alliance	—	G/W
2.4	2.3	2.3	2.9	2.2	17	17	KUFX-FM CR	94.5 1.2kw	12	14	15	14	13	11	49	Kool Com.	—	D&R
2.3	2.2	2.5	1.9	2.0	19	19	KITS-FM Alt	105.3 15kw	17	13	6	15	23	31	45	Entercom	—	D&R
0.8	1.4	2.9	1.8	2.0	19	19	KKSJ-AM Nost	1370 5kw	27	—	39	40	29	21	88	United	UPI	MMR
1.5	1.5	1.5	2.6	2.0	19	19	KMEL-FM CHR	106.1 69kw	15	5	9	18	25	27	42	Evergreen	—	CHR
1.3	0.0	0.0	2.1	1.7	22	22	KPIX-FM News	95.7 6.9kw	26	—	23	23	20	18	72	Group W	CNN	G/W
1.8	1.0	1.9	1.7	1.5	23	23	KBLX-FM NAC	102.9 6.6kw	22	—	24	21	19	16	55	Inner City	—	D&R
1.6	1.7	2.5	1.3	1.5	23	23	KSAN-FM City	94.9 30kw	21	20	27	25	21	15	53	Shamrock Br.	—	SRS
1.2	1.2	1.4	1.8	1.4	25	25	KYCY-FM City	93.3 50kw	28	21	21	24	24	22	63	Alliance	—	G/W
1.3	0.8	0.8	1.1	1.3	26	26	KFOG-FM Prog	104.5 7.9kw	23	—	16	20	18	24	53	Susquehanna	SOU	EAST
1.4	1.3	0.9	1.0	1.1	27	27	KBRG-FM Span	104.9 3kw	29	—	14	22	27	36	58	Metro Mix Inc.	CRC	CAB
0.7	0.8	0.5	1.4	1.0	28	28	KSFO-AM Talk	560 5kw	31	—	34	28	28	23	56	Cap Cities/ABC	CNN	BAN

*Began simulcasting KFOG-FM (Prog) in August.

Continued on Page 74

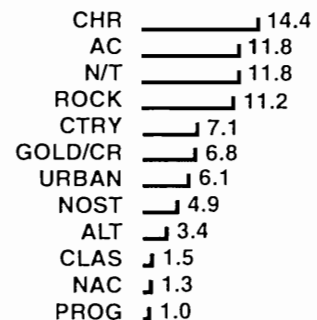
12+ POPULATION: 1,278,800 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
8.8	10.6	9.8	9.4	9.0	1	WHJY-FM Rock	94.1 50kw	2	5	1	1	1	6	83	Liberty	ABC	G/W
8.5	8.0	8.2	8.3	7.7	2	WWLI-FM AC	105.1 50kw	3	8	4	3	2	1	85	Tele-Media	—	TOR
7.4	8.2	7.7	7.5	7.2	3	WPRO-FM CHR	92.3 5kw	1	2	2	2	4	10	57	Tele-Media	ABC	MCG
4.8	5.1	5.7	6.4	5.8	4	WWBB-FM Gold	101.5 13.5kw	4	18	9	4	3	2	66	Radio Equity	—	BAN
4.4	5.4	4.8	5.4	4.9	5	WLKW-AM Nost	790 5kw	12	—	28	26	19	7	97	Tele-Media	—	TOR
4.7	4.5	3.8	4.6	4.9	5	WWRX-FM CR	103.7 50kw	5	7	7	5	5	3	58	Radio Equity	CNN	D&R
5.1	3.5	4.1	3.2	4.6	7	WCTK-FM Ctry	98.1 47kw	10	10	8	7	7	5	84	Hall	—	D&R
4.3	5.3	3.8	5.1	4.5	8	WPRO-AM Talk	630 5kw	7	16	16	10	8	4	64	Tele-Media	ABC	MCG
4.3	4.8	4.5	4.5	4.4	9	WHJJ-AM N/T	920 5kw	11	15	19	18	11	9	81	Liberty	CBS	KATZ
5.3	6.1	4.3	4.4	4.1	10	WSNE-FM AC	93.3 30kw	6	11	6	6	6	8	56	Liberty	—	EAST
4.7	3.7	3.9	3.9	3.9	11	WWKX-FM CHR	106.3 1.15kw	9	1	5	9	14	29	63	Back Bay	WVO	CHR
3.5	3.7	3.8	3.2	3.4	12	WBRU-FM Alt	95.5 20kw	8	4	3	8	9	25	51	Brown BC Service	—	—
1.5	1.4	1.4	1.9	1.8	13	WBZ-AM News	1030 50kw	14	—	35	21	17	11	56	Group W	ABC	G/W
1.3	1.5	1.4	1.2	1.8	13	WFHN-FM CHR	107.1 3kw	15	6	10	11	10	23	67	H&D Br.	—	TOR
1.3	1.3	1.7	1.7	1.5	15	WCRB-FM Clas	102.5 15kw	19	14	32	30	31	13	65	Charles River	—	CMBS
1.6	1.4	1.2	1.4	1.5	15	WJMN-FM CHR	94.5 11.5kw	13	3	12	15	29	32	39	Pyramid	—	KATZ
0.7	0.6	1.3	1.5	1.3	17	WBCS-FM Ctry	96.9 12.5kw	24	—	—	17	16	20	73	Greater Media Inc.	—	MCG
1.6	1.2	1.2	0.9	1.3	17	WOTB-FM NAC	100.3 6kw	20	—	21	16	15	15	62	Perry	AP	KATZ
1.3	1.5	1.3	1.4	1.2	19	WAAF-FM Rock	107.3 18.5kw	16	—	11	13	22	42	47	Zapis	WVO	D&R
1.0	0.7	0.8	1.4	1.2	19	WHIM-AM Ctry	1110 5kw	26	—	—	40	38	16	89	Providence Br.	CNN	—
1.2	0.6	1.1	0.7	1.2	19	WZLX-FM CR	100.7 20kw	25	19	22	12	12	14	69	Infinity	WVO	IRS
1.2	1.0	1.1	1.5	1.1	22	WBSM-AM N/T	1420 5(1)kw	29	—	29	33	34	23	106	H&D Br.	WVO	CHR
0.8	0.6	1.4	1.4	1.0	23	WBOS-FM Prog	92.9 8.8kw	23	—	14	14	13	19	57	Granum	—	MMR
1.2	0.9	1.4	1.0	1.0	23	WODS-FM Gold	103.3 16kw	17	—	34	22	18	12	44	CBS	CBS	CBS

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WWLI-FM
2 WPRO-FM	2 WWLI-FM	2 WWRX-FM	2 WWLI-FM	2 WWRX-FM	2 WSNE-FM
3 WWRX-FM	3 WHJY-FM	3 WWBB-FM	3 WSNE-FM	3 WWBB-FM	3 WPRO-FM
4 WBRU-FM	4 WSNE-FM	4 WPRO-FM	4 WHJY-FM	4 WCTK-FM	4 WWBB-FM
5 WWKX-FM	5 WBRU-FM	5 WCTK-FM	5 WWBB-FM	5 WPRO-FM	5 WHJY-FM
6 WAAF-FM	6 WWKX-FM	6 WBRU-FM	6 WCTK-FM	6 WWLI-FM	6 WCTK-FM
7 WWBB-FM	7 WCTK-FM	7 WWKX-FM	7 WBRU-FM	7 WPRO-AM	7 WWRX-FM
8 WCTK-FM	8 WFHN-FM	8 WWLI-FM	8 WWRX-FM	8 WBRU-FM	8 WBRU-FM
9 WWLI-FM	9 WWRX-FM	9 WPRO-AM	9 WWKX-FM	9 WZLX-FM	9 WPRO-AM
10 WSNE-FM	10 WWBB-FM	10 WAAF-FM	10 WFHN-FM	10 WSNE-FM	9 WFHN-FM



12+ POPULATION: 1,221,500 (Black: 28.0%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.0	11.6	10.6	9.2	10.5	1	WOWI-FM Urban	102.9 50kw	1	1	1	1	2	11	92	US Radio	AURN	MCG
8.1	7.5	6.5	6.3	7.5	2	WCMS-A/F Ctry	1050/100.5 5kw/50kw	3	8	7	6	4	1	87	WCMS Radio	ABC	MMR
5.1	4.9	5.7	5.3	7.2	3	WNVZ-FM CHR	104.5 50kw	2	2	3	3	9	13	68	Max Radio	—	CHR
7.1	7.4	6.6	8.0	6.2	4	WNOR-A/F CR	1230/98.7 .626kw/46kw	4	4	2	2	6	14	72	Saga	—	MCG
6.5	5.0	7.0	6.2	6.0	5	WFOG-FM AC	92.9 50kw	6	—	11	10	8	2	82	Sunshine Wireless	—	BAN
7.9	8.9	6.5	6.7	5.9	6	WGH-FM Ctry	97.3 74kw	5	6	4	4	5	8	77	Susquehanna	—	EAST
1.7	2.5	2.6	1.8	5.5	7	WJCD-FM* NAC	105.3 50kw	10	15	8	5	1	3	90	Fairfield Com.	—	D&R
4.5	4.6	4.9	5.6	4.8	8	WWDE-FM AC	101.3 50kw	7	11	10	8	3	4	68	Max Radio	—	CHR
3.0	3.4	2.5	3.2	4.2	9	WKOC-FM Alt	93.7 100kw	11	10	6	7	10	10	70	Benchmark	—	KATZ
2.9	4.9	3.5	4.8	4.0	10	WAFX-FM Gold	106.9 100kw	8	9	9	9	7	7	62	Saga	—	CBS
3.4	3.8	3.0	3.4	3.8	11	WNIS-AM Talk	850 50(25)kw	13	—	15	14	11	5	79	Sinclair Inc.	CBS	MMR
2.8	3.9	3.6	3.2	3.8	11	WROX-FM Alt	96.1 50kw	9	3	5	11	15	21	61	Sinclair Inc.	—	MMR
2.9	2.4	3.5	2.3	3.0	13	WJQI-A/F AC	1600/94.9 5kw/50kw	14	12	12	12	13	12	64	Sunshine Wireless	—	BAN
2.5	3.1	3.5	3.4	3.0	13	WLTY-FM Gold	95.7 40kw	12	7	18	15	12	6	54	Benchmark	—	KATZ
2.3	2.9	3.2	4.3	3.0	13	WSVY-FM UAC	107.7 5.2kw	16	14	14	13	14	9	74	US Radio	AURN	MCG
1.7	2.2	3.5	2.6	2.4	16	WPCE-AM Rel	1400 1kw	18	13	19	18	17	15	83	Willis Br. Co.	AURN	MCG
4.6	3.5	3.6	2.4	2.0	17	WMYK-FM UAC	92.1 3.7kw	15	5	13	16	16	19	45	Willis Br. Co.	—	TOR
2.0	1.5	3.3	2.8	1.9	18	WXEZ-FM B/EZ	94.1 50kw	19	16	—	23	23	16	74	Eure	—	—
2.1	2.0	1.8	2.5	1.7	19	WTAR-AM N/T	790 5kw	17	—	17	19	19	18	59	Benchmark	WVO	KATZ
1.6	1.5	1.0	1.5	1.2	20	WSVY-AM UAC	1350 5kw	20	—	16	17	18	17	69	US Radio	AURN	MCG

*Was WMXN-FM (AC) until March.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WNOR-AF	1 WOWI-FM	1 WNOR-AF	1 WOWI-FM	1 WNOR-AF	1 WWDE-FM	URBAN	16.7
2 WOWI-FM	2 WNVZ-FM	2 WOWI-FM	2 WNVZ-FM	2 WAFX-FM	2 WJCD-FM	AC	13.8
3 WGH-FM	3 WJCD-FM	3 WGH-FM	3 WJCD-FM	3 WCMS-AF	3 WOWI-FM	CTRY	13.4
4 WNVZ-FM	4 WWDE-FM	4 WAFX-FM	4 WWDE-FM	4 WOWI-FM	4 WNVZ-FM	GOLD/CR	13.2
5 WROX-FM	5 WGH-FM	5 WCMS-AF	5 WGH-FM	5 WGH-FM	5 WFOG-FM	ALT	8.0
6 WCMS-AF	6 WKOC-FM	6 WJCD-FM	6 WKOC-FM	6 WJCD-FM	6 WCMS-AF	CHR	7.2
7 WAFX-FM	7 WJQI-AF	7 WKOX-FM	7 WJQI-AF	7 WNIS-FM	7 WGH-FM	NAC	5.5
8 WKOC-FM	8 WCMS-AF	8 WNVZ-FM	8 WCMS-AF	8 WFOG-FM	8 WJQI-AF	N/T	5.5
9 WJCD-FM	9 WNOR-AF	9 WROX-FM	9 WFOG-FM	9 WKOC-FM	9 WKOC-FM	REL	2.4
10 WFOG-FM	10 WROX-FM	10 WFOG-FM	10 WAFX-FM	10 WLTY-FM	10 WAFX-FM	B/EZ	1.9

12+ POPULATION: 1,215,700 (Black: 11.9%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.5	7.3	8.2	7.9	9.3	1	WNCI-FM CHR	97.9 175kw	1	1	2	1	4	5	64	Nationwide	AP	MMR
6.2	8.6	7.6	7.4	8.9	2	WCOL-FM Ctry	92.3 22kw	5	4	4	2	1	1	85	Nationwide	—	MMR
8.0	9.5	9.3	9.2	7.9	3	WTVN-AM FS	610 5kw	3	—	13	8	5	2	72	Citicasters	ABC	KATZ
7.8	7.1	6.7	8.4	7.3	4	WBZX-FM Rock	99.7 20.5kw	4	2	1	4	6	14	67	North American	—	EAST
7.8	7.9	6.9	7.5	7.3	4	WSNY-FM AC	94.7 22kw	2	8	5	5	2	3	63	Saga	—	MCG
6.1	5.9	5.6	6.1	6.4	6	WLWQ-FM CR	96.3 18kw	6	9	3	3	3	6	61	Citicasters	—	KATZ
4.7	3.9	5.7	4.2	4.9	7	WCKX-FM Urban	106.3 6kw	9	3	6	6	9	11	72	Sunrise	AURN	K&P
4.2	4.8	4.7	4.6	4.6	8	WBNS-FM Gold	97.1 20.5kw	7	11	12	7	7	4	55	Radiohio, Inc.	CBS	BAN
5.2	5.2	4.6	4.4	3.8	9	WHOK-FM Ctry	95.5 21kw	8	6	11	13	11	8	54	OmniAmerica	AP	D&R
3.0	3.6	4.2	2.7	3.6	10	WVVO-AM Urban	1580 1(.25)kw	14	7	8	10	8	9	85	Saga	AURN	MCG
2.0	2.3	2.1	3.4	3.2	11	WCEZ-FM B/EZ	107.9 6kw	13	—	19	18	14	7	75	Radio Delaware	—	K&P
2.7	2.5	2.1	2.4	2.7	12	WCLT-FM Ctry	100.3 50kw	15	5	14	14	15	13	90	WCLT Inc.	WVO	CHR
1.1	2.3	2.7	2.5	2.6	13	WAKS-FM Gold	105.7 2.5kw	10	—	10	9	10	10	48	Tel Lease Inc.	—	TOR
3.3	3.1	2.8	3.6	2.6	13	WLLD-FM Ctry	98.9 .58kw	12	12	9	11	12	12	57	OmniAmerica	—	CHR
2.9	2.5	2.5	2.6	2.2	15	WWCD-FM Alt	101.1 6kw	11	10	7	12	13	19	44	Ingleside	—	ROS
1.7	1.6	1.4	1.6	1.4	16	WCOL-AM Talk	1230 1kw	16	—	23	19	20	15	54	Nationwide	AP	MMR
1.8	2.2	2.4	2.0	1.0	17	WBNS-AM FS	1460 20.5kw	17	—	17	17	19	17	43	Radiohio, Inc.	AP	BAN
1.5	1.1	1.3	1.6	1.0	17	WLW-AM FS	700 50kw	18	—	20	20	21	16	44	Jacor	ABC	EAST
0.7	0.4	0.9	0.6	1.0	17	WTJY-FM* Rel	103.1 1.6kw	20	14	15	15	16	24	66	Salem	—	SRR

*Was WRZR-FM until March

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WBZX-FM	1 WNCI-FM	1 WBZX-FM	1 WNCI-FM	1 WLWQ-FM	1 WSNY-FM	CTRY	18.0
2 WLWQ-FM	2 WSNY-FM	2 WLWQ-FM	2 WSNY-FM	2 WCOL-FM	2 WNCI-FM	GOLD/CR	13.6
3 WCOL-FM	3 WCKX-FM	3 WCOL-FM	3 WCOL-FM	3 WBZX-FM	3 WCOL-FM	N/T	11.3
4 WNCI-FM	4 WCOL-FM	4 WNCI-FM	4 WCKX-FM	4 WTVN-AM	4 WBNS-FM	CHR	9.3
5 WWCD-FM	5 WLWQ-FM	5 WTVN-AM	5 WBNS-FM	5 WSNY-FM	5 WLWQ-FM	URBAN	8.5
6 WCKX-FM	6 WBZX-FM	6 WSNY-FM	6 WLWQ-FM	6 WNCI-FM	6 WCKX-FM	AC	7.3
7 WSNY-FM	7 WLLD-FM	7 WCKX-FM	7 WBZX-FM	7 WVVO-AM	7 WVVO-AM	ROCK	7.3
8 WTVN-AM	8 WAKS-FM	8 WWCD-FM	8 WAKS-FM	8 WBNS-FM	8 WTVN-AM	B/EZ	3.2
9 WVVO-AM	9 WVVO-AM	9 WAKS-FM	9 WLLD-FM	9 WAKS-FM	9 WAKS-FM	ALT	2.2
10 WAKS-FM	10 WHOK-FM	10 WVVO-AM	10 WVVO-AM	10 WHOK-FM	10 WLLD-FM	REL	1.0

12+ POPULATION: 1,166,500 (Black: N/A; Hispanic: 47.9%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ A/H	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.5	9.8	9.2	8.3	10.0	1	KXTN-A/F Span	1310/107.5 5kw/100kw	2	3	2	1	1	1	98	Tichenor Media	—	KT-H
6.8	7.5	7.9	9.2	9.2	2	KTFM-FM CHR	102.7 100kw	1	1	2	3	5	12	74	Waterman	—	BAN
6.7	7.3	6.4	7.1	6.9	3	KISS-FM Rock	99.5 100kw	3	2	1	2	6	16	73	KISS Radio	—	CBS
5.6	5.9	5.9	5.2	6.8	4	KAJA-FM Ctry	97.3 100kw	5	4	4	4	2	3	78	Clear Channel	—	CHR
8.1	6.6	6.8	8.2	6.7	5	KCYY-FM Ctry	100.3 100kw	4	5	5	5	3	2	74	NewCity	—	KATZ
6.2	6.6	7.2	6.5	5.6	6	KQXT-FM AC	101.9 100kw	6	8	8	6	4	4	71	Clear Channel	—	CHR
3.9	4.4	3.8	3.7	4.3	7	KONO-A/F Gold	860/101.9 5kw/100kw	9	10	10	7	7	5	65	Calendar	WWO	MMR
4.2	4.8	4.7	4.1	4.3	7	KTSA-AM N/T	550 5kw	11	20	14	13	12	7	84	Waterman	—	CBS
3.6	4.0	4.2	3.9	4.2	9	WOAI-AM N/T	1200 50kw	7	13	16	14	13	9	60	Clear Channel	CBS	CHR
4.7	4.4	4.4	4.1	4.0	10	KSMG-FM Gold	105.3 100kw	8	7	9	8	9	8	58	KISS Radio	—	CBS
4.9	4.5	4.9	3.7	3.8	11	KZEP-FM CR	104.5 100kw	10	11	7	9	10	10	64	Lotus Com.	—	D&R
3.5	2.4	2.7	3.5	3.6	12	KCJZ-FM* NAC	106.7 100kw	12	14	12	10	8	6	78	Vision	—	KATZ
5.3	5.5	3.8	5.1	3.6	12	KSJL-FM UAC	96.1 100kw	14	6	6	11	11	14	84	Inner City	WWO	EAST
3.3	2.3	2.7	2.7	2.9	14	KLUP-AM Nost	930 5(1)kw	15	—	—	26	22	15	91	KISS Radio	—	CBS
2.4	3.0	2.3	2.5	2.8	15	KKYX-AM Ctry	680 50(10)kw	16	—	20	17	17	11	94	NewCity	ABC	KATZ
2.0	2.2	2.2	1.4	2.8	15	KRIO-FM Span	94.1 22kw	13	9	11	12	14	13	63	Calendar	—	—
1.8	2.1	2.4	2.7	2.2	17	KCOR-AM Span	1350 5kw	18	15	13	16	16	19	115	Tichenor Media	—	KT-H
1.8	2.1	3.0	3.0	1.9	18	KROM-FM Span	92.9 100kw	17	17	15	15	15	17	67	Tichenor Media	—	KT-H

*Was KDIL-FM (Ctry) until March.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KISS-FM	1 KTFM-FM	1 KISS-FM	1 KXTN-AF	1 KXTN-AF	1 KXTN-AF	SPAN	16.9
2 KTFM-FM	2 KAJA-FM	2 KXTN-AF	2 KTFM-FM	2 KISS-FM	2 KQXT-FM	CTRY	16.3
3 KXTN-AF	3 KXTN-AF	3 KZEP-FM	3 KQXT-FM	3 KAJA-FM	3 KCYY-FM	GOLD/CR	12.1
4 KZEP-FM	4 KCYY-FM	4 KTFM-FM	4 KCYY-FM	4 KZEP-FM	4 KAJA-FM	CHR	9.2
5 KAJA-FM	5 KISS-FM	5 KAJA-FM	5 KAJA-FM	5 KONO-AF	5 KTFM-FM	N/T	8.5
6 KSJL-FM	6 KQXT-FM	6 KONO-AF	6 KSMG-FM	6 KCJZ-FM	6 KSMG-FM	ROCK	6.9
7 KCYY-FM	7 KSMG-FM	7 KCYY-FM	7 KISS-FM	7 KTSA-AM	7 KCJZ-FM	AC	5.6
8 KONO-AF	8 KSJL-FM	8 KCJZ-FM	8 KSJL-FM	8 KTFM-FM	8 KONO-AF	NAC	3.6
9 KTSA-AM	9 KRIO-FM	9 WOAI-AM	9 KCJZ-FM	9 WOAI-AM	9 KSJL-FM	URBAN	3.6
10 WOAI-AM	10 KZEP-FM	10 KQXT-FM	10 KONO-AF	10 KCYY-FM	10 KRIO-FM	NOST	2.9



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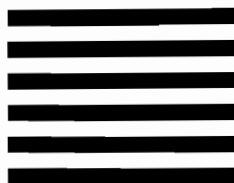


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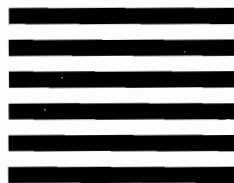


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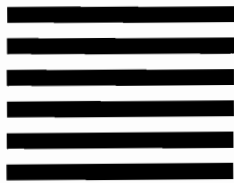


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12+ POPULATION: 1,138,000 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-34 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	8.9	9.4	10.8	10.7	1	KSFI-FM AC	100.3 26kw	1	8	3	1	1	1	63	Simmons Family	—	CBS
4.7	5.9	5.1	5.4	6.9	2	KRSP-FM Gold	103.5 27.5kw	3	11	1	2	2	3	63	Simmons Family	—	CBS
9.1	7.7	7.4	7.9	6.7	3	KSOP-A/F Ctry	1370/104.3 5(5)kw/25kw	4	2	5	4	5	6	61	KSOP, Inc.	—	MMR
5.9	5.3	6.6	5.7	6.3	4	KSL-AM Talk	1160 50kw	2	14	13	10	7	2	49	Bonneville Int.	CBS	CBS
8.2	7.9	6.7	6.1	6.0	5	KKAT-FM Ctry	101.9 26kw	5	5	2	3	6	9	56	Apollo Radio	—	KATZ
4.7	3.5	5.1	4.8	5.1	6	KISN-FM Hot AC	97.1 30kw	6	7	7	5	4	7	48	Sun Mountain	—	D&R
3.4	3.5	3.6	3.5	4.9	7	KODJ-FM Gold	94.1 40kw	8	10	17	7	3	3	52	Apollo Radio	SMN	KATZ
4.0	3.1	4.7	4.8	4.8	8	KUTQ-FM CHR	99.5 40kw	7	1	8	11	16	23	47	D&B	WWO	K&P
4.0	5.0	3.9	3.8	4.5	9	KBER-FM Rock	101.1 25kw	10	3	4	6	9	20	54	Devine	ABC	TOR
3.3	4.5	3.6	4.3	4.4	10	KALL-AM NT	910 5(1)kw	13	15	18	14	11	5	72	Apollo Radio	WWO	EAST
2.1	4.5	3.9	3.5	4.3	11	KBEE-FM* Hot AC	98.7 40kw	9	6	9	8	8	10	47	Price	—	CHR
3.0	3.9	3.8	4.1	3.8	12	KDYL/KOVO Nost	1280/960 10kw/5kw	17	—	25	23	21	11	77	Simmons Family	CNN	CBS
5.7	6.3	4.3	3.9	3.7	13	KXRK-FM Alt	96.1 55kw	11	9	6	9	13	25	57	Acme Br.	WWO	D&R
2.2	2.3	2.9	2.2	2.8	14	KBZN-FM NAC	97.9 26kw	15	17	12	13	10	8	56	Capitol Br. Inc.	—	EAST
4.7	4.0	4.2	3.3	2.7	15	KUBL-FM** Ctry	93.3 26kw	12	12	10	12	12	13	43	Citadel	ABC	CHR
3.8	2.7	3.0	3.3	2.0	16	KZHT-FM CHR	94.9 48kw	16	4	11	18	22	27	39	Heusser Group	—	TOR
2.2	1.1	1.7	2.9	1.9	17	KISN-AM Sports	570 5kw	14	—	16	16	15	12	35	Sun Mountain	AP	MCG
0.8	1.4	1.4	1.3	1.7	18	KUMT-FM Prog	105.7 7.3kw	20	—	14	15	14	15	59	US Radio	—	EAST
1.5	2.9	1.8	2.1	1.7	18	KUTC-FM*** Ctry	106.5 7.5kw	18	13	15	17	19	18	45	Street Stryder	—	—
1.3	2.0	1.3	0.7	1.4	20	KCPX/KMXB AC	1600/107.5 5(1)kw/45kw	21	18	19	19	17	16	55	US Radio	—	EAST
1.1	1.3	1.1	1.0	1.1	21	KSOS-FM Gold	106.9 68kw	19	19	22	20	18	14	37	First National	—	—
1.1	0.9	0.8	0.7	1.0	22	KCNR-AM Talk	1320 5kw	22	—	21	22	20	17	66	Price	ABC	MCG

*Was KVRI-FM until late May. **Was KLZX-FM (CR) until late May. ***Was KUJJ-FM until April, operated by an LMA by Radio One. ****Operates under an LMA by Citadel.

Continued on Page 74

Continued from Page 67

12+ POPULATION: 1,340,800 (Black: N/A; Hispanic: 11.4%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KRXQ-FM	1 KGBY-FM	1 KFBK-AM	1 KGBY-FM	1 KFBK-AM	1 KGBY-FM	N/T 18.0
2 KNCI-FM	2 KSFM-FM	2 KRXQ-FM	2 KSFM-FM	2 KSEG-FM	2 KHYL-FM	GOLD/CR 14.1
3 KWOD-FM	3 KNCI-FM	3 KSEG-FM	3 KNCI-FM	3 KRXQ-FM	3 KNCI-FM	CTRY 10.7
4 KSFM-FM	4 KWOD-FM	4 KNCI-FM	4 KHYL-FM	4 KXOA-FM	4 KFBK-AM	AC 10.0
5 KSEG-FM	5 KXOA-FM	5 KWOD-FM	5 KXOA-FM	5 KNCI-FM	5 KSFM-FM	CHR 7.2
6 KFBK-AM	6 KRXQ-FM	6 KXOA-FM	6 KYMX-FM	6 KHYL-FM	6 KYMX-FM	ALT 5.0
7 KQPT-FM	7 KYMX-FM	7 KSFM-FM	7 KWOD-FM	7 KHTK-AM	7 KXOA-FM	ROCK 4.6
8 KGBY-FM	8 KSEG-FM	8 KRAK-FM	8 KFBK-AM	8 KQPT-FM	8 KRAK-FM	NOST 3.9
9 KYMX-FM	9 KRAK-FM	9 KHYL-FM	9 KRAK-FM	9 KRAK-FM	9 KSTE-AM	NAC 2.8
10 KRAK-FM	10 KHYL-FM	10 KHTK-AM	10 KSEG-FM	10 KSFM-FM	10 KSEG-FM	PROG 2.4

Continued from Page 68

12+ POPULATION: 1,302,400 (Black: N/A; Hispanic: 20.7%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSJO-FM	1 KOME-FM	1 KSJO-FM	1 KEZR-FM	1 KSJO-FM	1 KRTY-FM	N/T 17.0
2 KOME-FM	2 KEZR-FM	2 KOME-FM	2 KOME-FM	2 KNBR-AM	2 KBAY-FM	AC 14.0
3 KHQT-FM	3 KHQT-FM	3 KLOK-AM	3 KRTY-FM	3 KGO-AM	3 KARA-FM	CHR 10.0
4 KYLD/KYLZ	4 KYLD/KYLZ	4 KHQT-FM	4 KARA-FM	4 KLOK-AM	4 KGO-AM	GOLD/CR 8.9
5 KLOK-AM	5 KOIT-AF	5 KRTY-FM	5 KIOI-FM	5 KRTY-FM	5 KEZR-FM	ALT 7.2
6 KNBR-AM	6 KSJO-FM	6 KNBR-AM	6 KOIT-AF	6 KOME-FM	6 KOIT-AF	CTRY 7.2
7 KMEL-FM	7 KITS-FM	7 KYLD/KYLZ	7 KHQT-FM	7 KUFX-FM	7 KIOI-FM	SPAN 5.4
8 KITS-FM	8 KRTY-FM	8 KGO-AM	8 KLOK-AM	8 KCBS-AM	8 KKSF-FM	ROCK 4.8
9 KEZR-FM	9 KLOK-AM	9 KUFX-FM	9 KBAY-FM	9 KBAY-FM	9 KLOK-AM	NAC 3.8
10 KRTY-FM	10 KIOI-FM	10 KEZR-FM	10 KYLD/KYLZ	10 KEZR-FM	9 KHQT-FM	CLAS 2.3
						NOST 2.0

Continued from Page 73

12+ POPULATION: 1,138,000 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KRSP-FM	1 KSFI-FM	1 KRSP-FM	1 KSFI-FM	1 KRSP-FM	1 KSFI-FM	AC 21.5
2 KBER-FM	2 KSOP-AF	2 KKAT-FM	2 KSOP-AF	2 KSFI-FM	2 KISN-FM	CTRY 17.1
3 KXRK-FM	3 KKAT-FM	3 KBER-FM	3 KISN-FM	3 KODJ-FM	3 KSOP-AF	N/T 13.6
4 KKAT-FM	4 KISN-FM	4 KSFI-FM	4 KKAT-FM	4 KSL-AM	4 KRSP-FM	GOLD/CR 12.9
5 KUTQ-FM	5 KBEE-FM	5 KXRK-FM	5 KBEE-FM	5 KALL-AM	5 KODJ-FM	CHR 6.8
6 KSOP-AF	6 KBER-FM	6 KSOP-AF	6 KRSP-FM	6 KKAT-FM	6 KKAT-FM	ROCK 4.5
7 KSFI-FM	7 KXRK-FM	7 KODJ-FM	7 KODJ-FM	7 KISN-FM	7 KBEE-FM	NOST 3.8
8 KISN-FM	8 KRSP-FM	8 KSL-AM	8 KBER-FM	8 KSOP-AF	8 KSL-AM	ALT 3.7
9 KBEE-FM	9 KUTQ-FM	9 KISN-FM	9 KXRK-FM	9 KBZN-FM	9 KBER-FM	NAC 2.8
10 KZHT-FM	10 KUBL-FM	10 KBZN-FM	10 KSL-AM	10 KBER-FM	10 KBZN-FM	PROG 1.7

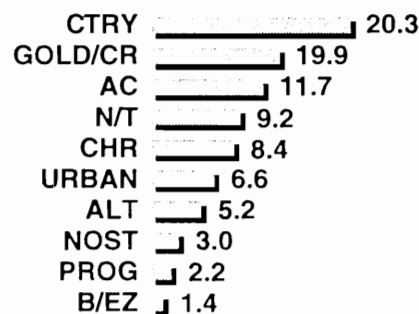
12+ POPULATION: 1,092,400 (Black: 13.4%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.0	13.7	12.0	11.6	14.1	1	WFMS-FM <i>Ctry</i>	95.5 13kw	2	8	3	2	2	1	101	Susquehanna	—	MMR
12.3	13.7	11.8	12.0	12.9	2	WFBO-FM <i>CR</i>	94.7 52kw	1	7	1	1	1	2	83	Secret Com.	SOU	KATZ
8.9	8.2	8.7	8.5	7.5	3	WIBC-AM <i>NT</i>	1070 50(10)kw	3	—	12	10	7	3	68	Emmis	WWO	CHR
7.7	6.3	6.1	5.3	6.3	4	WENS-FM <i>AC</i>	97.1 23kw	4	6	5	3	3	5	67	Emmis	—	CHR
5.5	5.4	8.0	5.3	5.5	5	WNAP-FM <i>Gold</i>	93.1 12.5kw	5	9	4	4	4	6	61	Emmis	—	CHR
5.4	5.7	4.6	7.1	5.4	6	WTPI-FM <i>AC</i>	107.9 22kw	9	—	11	8	5	4	81	My Star Com.	—	D&R
6.1	5.2	7.0	5.3	5.3	7	WTLC-FM <i>Urban</i>	105.7 50kw	11	4	8	7	8	7	89	Panache	CBS	D&R
4.5	5.1	4.0	4.1	5.2	8	WRZX-FM <i>Alt</i>	103.3 18kw	7	3	2	5	9	20	64	Secret Com.	ABC	BAN
3.1	3.9	3.8	5.1	5.0	9	WGRL-FM <i>Ctry</i>	104.5 50kw	8	5	6	6	6	8	70	Susquehanna	—	MMR
3.5	4.0	4.7	4.4	4.3	10	WHHH-FM <i>CHR</i>	96.3 .64kw	10	2	7	9	10	12	69	Shirk Inc.	—	—
5.9	6.0	5.1	4.3	4.1	11	WZPL-FM <i>CHR</i>	99.5 12.5kw	6	1	9	11	12	16	47	My Star Com.	AP	D&R
0.6	0.9	2.4	3.3	3.0	12	WMYS-AM <i>Nost</i>	1430 5kw	14	—	—	20	20	10	102	My Star Com.	CNN	D&R
2.2	1.4	1.6	2.1	2.2	13	WTTS-FM <i>Prog</i>	92.3 37kw	13	—	10	12	11	11	68	Sarkes Tarzian	CBS	BAN
1.8	1.5	2.1	1.7	1.7	14	WNDE-AM <i>Sports</i>	1260 5kw	12	—	13	13	14	14	33	Secret Com.	WWO	KATZ
0.3	0.7	1.6	1.7	1.5	15	WGGR-FM <i>Gold</i>	106.7 3kw	15	—	20	14	13	9	60	Greater Greenwood	—	—
1.8	1.4	2.3	1.3	1.4	16	WXTZ-FM <i>B/EZ</i>	93.9 2.75kw	16	—	14	17	16	18	64	Weiss	—	—
1.7	2.0	1.2	1.2	1.3	17	WTLC-AM <i>UG</i>	1310 5(1)kw	17	—	18	16	15	15	72	Panache	CBS	D&R
0.7	0.7	0.8	0.6	1.2	18	WKKG-FM <i>Ctry</i>	101.5 50kw	18	10	15	15	17	13	71	Findlay Publishing	WWO	REG

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WFBO-FM	1 WFBO-FM	1 WFBO-FM	1 WFMS-FM	1 WFBO-FM	1 WFMS-FM
2 WRZX-FM	2 WFMS-FM	2 WFMS-FM	2 WFBO-FM	2 WFMS-FM	2 WFBO-FM
3 WFMS-FM	3 WENS-FM	3 WNAP-FM	3 WENS-FM	3 WNAP-FM	3 WENS-FM
4 WNAP-FM	4 WGRL-FM	4 WRZX-FM	4 WTPI-FM	4 WIBC-AM	4 WTPI-FM
5 WENS-FM	5 WTLC-FM	5 WENS-FM	5 WTLC-FM	5 WENS-FM	5 WGRL-FM
6 WGRL-FM	6 WHHH-FM	6 WIBC-AM	6 WGRL-FM	6 WRZX-FM	6 WTLC-FM
7 WHHH-FM	7 WZPL-FM	7 WGRL-FM	7 WZPL-FM	7 WGRL-FM	7 WNAP-FM
8 WTLC-FM	8 WNAP-FM	8 WTLC-FM	8 WNAP-FM	8 WTPI-FM	8 WIBC-AM
9 WTTS-FM	9 WRZX-FM	9 WHHH-FM	9 WHHH-FM	9 WTLC-FM	9 WHHH-FM
10 WNDE-AM	10 WTPI-FM	10 WTPI-FM	10 WRZX-FM	10 WNDE-AM	10 WZPL-FM



12+ POPULATION: 1,060,500 (Black: 19.3%; Hispanic: N/A)

CHARLOTTE

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.2	10.0	11.4	10.0	10.5	1	WSOC-FM Ctry	103.7 100kw	1	11	3	3	2	1	80	EZ	—	KATZ
10.9	10.2	10.1	10.5	9.5	2	WPEG-FM Urban	97.9 95kw	4	1	1	2	5	9	101	Br. Partners	CBS	KATZ
8.2	9.5	8.5	8.6	8.4	3	WRFX-FM CR	610 5(1)kw	2	3	2	1	1	5	66	Pyramid	—	MCG
7.4	7.2	7.2	6.8	8.2	4	WBT-AM Talk	1110 50kw	5	14	12	9	6	2	89	Jefferson-Pilot	CBS	BAN
7.3	7.3	5.8	5.2	7.0	5	WTDR-FM Ctry	96.9 100kw	6	4	4	4	3	6	82	Trumper	—	CHR
4.9	3.8	5.3	5.7	5.2	6	WEZC-FM AC	102.9 31kw	8	6	10	5	4	4	67	Keymarket	—	CHR
4.9	5.0	4.6	5.4	4.7	7	WEDJ-FM CHR	95.1 100kw	3	2	5	10	12	16	48	Pyramid	—	EAST
4.8	4.8	4.3	5.1	4.6	8	WWMG-FM Gold	96.1 100kw	10	7	14	11	9	3	62	Dalton Group	CBS	KATZ
6.4	6.7	5.8	5.0	4.4	9	WBT-FM* Hot AC	107.9 98kw	7	8	8	6	7	7	55	Jefferson-Pilot	—	BAN
2.7	2.3	5.5	3.8	4.3	10	WSSS-FM Gold	104.7 100kw	9	13	6	7	8	8	56	EZ	—	—
4.0	4.0	4.5	3.9	3.7	11	WBAV-FM UAC	1600 1(.5)kw	11	9	9	8	10	10	70	Br. Partners	AURN	KATZ
2.7	2.1	1.6	1.8	2.8	12	WXRC-FM Rock	95.7 100kw	12	5	7	12	11	18	58	Long Family	ABC	—
0.0	0.0	0.0	0.1	2.1	13	WIST-FM** Nost	106.1 20kw	16	10	18	21	17	11	110	GHB Radio Group	ABC	—
1.7	2.5	0.5	1.5	1.8	14	WEND-FM*** Alt	106.5 100kw	13	9	11	13	13	14	63	Dalton Group	—	SSS
1.1	2.0	1.3	1.5	1.4	15	WFMX-FM Ctry	105.7 100kw	14	—	15	14	15	13	51	Adventure	WWO	TNS
1.2	1.5	1.1	2.0	1.3	16	WMIT-FM Rel	106.9 36kw	15	15	16	15	14	12	50	Blue Ridge	AP	—

*Became WWSN-FM in late July. **Was WLWW-FM until June. ***Was WRDX-FM (Gold) until May.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WSOC-FM	CTRY 18.9
2 WPEG-FM	2 WSOC-FM	2 WPEG-FM	2 WSOC-FM	2 WSOC-FM	2 WEZC-FM	GOLD/CR 17.3
3 WTDR-FM	3 WEDJ-FM	3 WSOC-FM	3 WEZC-FM	3 WBT-AM	3 WPEG-FM	URBAN 13.2
4 WXRC-FM	4 WRFX-FM	4 WTDR-FM	4 WTDR-FM	4 WTDR-FM	4 WTDR-FM	AC 9.6
5 WSOC-FM	5 WTDR-FM	5 WBT-AM	5 WBT-FM	5 WSSS-FM	5 WBT-FM	N/T 8.2
6 WEDJ-FM	6 WBT-FM	6 WSSS-FM	6 WBAV-FM	6 WWMG-FM	6 WBAV-FM	CHR 4.7
7 WSSS-FM	7 WBAV-FM	7 WXRC-FM	7 WRFX-FM	7 WPEG-FM	7 WWMG-FM	ROCK 2.8
8 WEZC-FM	8 WSSS-FM	8 WBT-FM	8 WEDJ-FM	8 WXRC-FM	8 WSSS-FM	NOST 2.1
9 WBT-AM	9 WEZC-FM	9 WEZC-FM	9 WSSS-FM	9 WBT-FM	9 WBT-AM	ALT 1.8
10 WBT-FM	10 WEND-FM	10 WWMG-FM	10 WWMG-FM	10 WEZC-FM	10 WRFX-FM	REL 1.3

12+ POPULATION: 1,030,200 (Black: 33.8%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.4	13.7	13.6	13.0	14.3	1	WQUE-FM Urban	93.3 93kw	1	1	1	1	1	8	109	Clear Channel	—	D&R
8.7	8.6	10.1	9.0	9.1	2	WNOE-FM Ctry	101.1 100kw	2	3	2	2	2	1	93	Radio Equity	WWO	MCG
9.1	9.5	8.2	7.1	6.7	3	WYLD-FM UAC	98.5 100kw	4	4	4	4	4	7	69	Clear Channel	ABC	D&R
8.4	8.4	7.3	7.2	6.6	4	WWL-AM N/T	870 10(.5)kw	6	—	13	9	7	3	72	Keymarket	CBS	KATZ
4.8	3.9	3.8	7.3	6.3	5	WRNO-FM Gold	99.5 100kw	3	5	3	3	3	6	65	Com. Corp.	SOU	MMR
4.5	5.1	4.2	4.2	5.0	6	WTKL-FM Gold	95.7 100kw	8	9	14	7	5	2	84	Phase II	—	BAN
5.9	5.8	5.2	5.4	4.7	7	WEZB-FM CHR	97.1 100kw	5	2	5	6	11	12	49	EZ	—	MMR
4.3	5.4	5.2	4.1	4.6	8	WLMG-FM AC	101.9 100kw	7	17	10	11	9	4	69	Keymarket	—	KATZ
5.6	5.3	5.1	5.0	4.6	8	WLTS-FM AC	105.3 100kw	9	7	6	5	6	10	77	Phase II	ABC	BAN
1.4	1.3	4.8	4.8	4.4	10	KLJZ-FM NAC	106.7 100kw	12	14	12	8	8	5	89	Radio Equity	—	MCG
3.8	4.3	4.5	4.2	3.7	11	KMEZ-FM UAC	102.9 4.7kw	10	10	9	10	10	9	67	First Belle Chur.	SMN	KATZ
3.5	2.6	2.7	3.2	2.8	12	WYLD-AM Rel	940 10kw	14	11	16	14	13	11	77	Clear Channel	ABC	D&R
3.7	2.7	1.7	3.0	2.7	13	WCKW-FM Rock	92.3 100kw	11	8	7	12	12	15	50	222 Corp.	—	BAN
1.2	1.9	1.7	1.4	2.6	14	WBOK-AM Rel	1230 1kw	17	15	17	16	15	14	91	Willis	AURN	—
3.6	2.3	3.3	2.8	2.6	14	WBYU-AM Nost	1450 1kw	15	—	22	19	18	13	72	Vanderbilt	SMN	ROS
1.5	1.9	1.5	1.6	2.4	16	WZRH-FM Alt	106.1 50kw	13	6	8	13	14	20	61	Howe	—	—
2.0	1.5	1.4	0.4	1.3	17	KHOM-FM Gold	104.1 100kw	18	12	11	15	16	22	50	KHOM, Assoc.	WWO	TOR
1.1	1.3	1.1	1.4	1.3	17	WSMB-AM Talk	1350 5kw	16	—	21	17	17	16	44	North, Inc.	CBS	KATZ

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WWL-AM	1 WYLD-FM	URBAN 24.7
2 WRNO-FM	2 WYLD-FM	2 WNOE-A/F	2 WYLD-FM	2 WNOE-A/F	2 WQUE-FM	GOLD/CR 12.6
3 WNOE-A/F	3 WLTS-FM	3 WWL-AM	3 WNOE-A/F	3 WQUE-FM	3 WNOE-A/F	AC 9.2
4 WEZB-FM	4 WNOE-A/F	4 WRNO-FM	4 WLTS-FM	4 WYLD-FM	4 WLMG-FM	CTRY 9.1
5 WYLD-FM	5 WLMG-FM	5 WYLD-FM	5 WLMG-FM	5 KLJZ-FM	5 WLTS-FM	N/T 7.9
6 KLJZ-FM	6 WEZB-FM	6 WEZB-FM	6 WEZB-FM	6 WRNO-FM	6 KMEZ-FM	REL 5.4
7 WCKW-FM	7 KLJZ-FM	7 KLJZ-FM	7 KMEZ-FM	7 KMEZ-FM	6 WTKL-FM	CHR 4.7
8 WWL-AM	8 KMEZ-FM	8 KMEZ-FM	8 KLJZ-FM	8 WEZB-FM	6 WTKL-FM	NAC 4.4
9 WLTS-FM	8 WRNO-FM	9 WLTS-FM	9 WTKL-FM	9 WTKL-FM	9 WEZB-FM	ROCK 2.7
9 WZRH-FM	10 WYLD-AM	9 WTKL-FM	10 WYLD-AM	10 WLTS-FM	9 WYLD-AM	NOST 2.6
						ALT 2.4

12+ POPULATION: 1,006,000 (Black: 11.1%; Hispanic: 10.6%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METHO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.2	6.7	8.5	8.3	8.4	1	WWKA-FM City	92.3 100kw	4	4	9	6	3	1	86	NewCity	—	KATZ
9.0	9.1	8.7	7.8	8.1	2	WJHM-FM Urban	101.9 28kw	7	1	1	2	8	10	89	Beasley	—	D&R
9.0	7.2	8.1	6.0	7.0	3	WOMX-FM AC	105.1 100kw	1	8	3	1	1	8	61	Nationwide	—	MCG
6.6	7.3	8.3	6.4	6.9	4	WDBO-AM N/T	580 5kw	6	9	14	13	11	5	72	NewCity	ABC	KATZ
7.5	8.1	7.3	7.2	6.8	5	WMGF-FM AC	107.7 100kw	5	11	8	8	5	2	71	Paxson	—	BAN
3.8	6.4	4.3	5.8	6.4	6	WTKS-FM Talk	104.1 100kw	9	—	5	3	4	6	73	Press Br.	AP	MCG
4.7	5.1	4.4	5.1	6.3	7	WJRR-FM Alt	101.1 100kw	3	3	2	4	9	13	61	Paxson	—	BAN
6.9	6.0	7.2	5.8	6.0	8	WXXL-FM CHR	106.7 100kw	2	2	4	7	10	12	55	OmniAmerica	AP	MMR
5.1	5.5	4.5	4.7	5.6	9	WOCL-FM Gold	105.9 100kw	8	7	12	10	7	3	62	Chancellor	AP	CHR
4.4	4.1	4.1	5.6	5.3	10	WMMO-FM AC	98.9 38kw	11	—	7	5	2	7	81	Granum	—	EAST
3.8	3.1	4.8	4.5	4.7	11	WLOQ-FM NAC	103.1 14kw	12	—	13	9	6	4	73	Litchfield	—	EAST
3.9	4.2	3.6	4.6	3.6	12	WDIZ-FM Rock	100.3 100kw	10	5	6	12	13	18	50	Shamrock Com.	ABC	MMR
3.4	3.2	2.9	3.0	3.3	13	WHTQ-FM CR	96.5 100kw	13	10	10	11	12	9	54	Granum	—	EAST
2.6	2.4	2.0	2.1	2.9	14	WHOO-AM Nost	990 50(5)kw	16	—	20	20	19	11	97	Granum	SMN	TOR
3.3	2.8	2.4	2.3	2.4	15	WCFB-FM* Hot AC	94.5 100kw	15	6	11	14	14	14	70	NewCity	—	KATZ
1.3	0.9	1.0	1.5	1.9	16	WWNZ-AM News	740 50kw	14	—	18	16	16	15	51	Paxson	CBS	—
1.2	1.4	1.3	1.9	1.5	17	WTLN-FM Rel	95.3 6kw	18	13	16	18	18	19	68	Hall	USA	SRR
0.7	1.1	1.7	1.9	1.3	18	WPCV-FM City	97.5 100kw	17	12	15	15	17	17	48	Alton Rainbow	WWO	D&R
0.8	1.3	0.8	1.4	1.0	19	WONQ-AM Span	1030 10kw	20	—	17	17	15	16	101	Florida Broadcasters	UPI	CAB

*Was Country formatted until May.

Continued on Page 86

FMtalk: First-in wins.

**SABO Media is proud to work with
WTKS FM Orlando!**

Advisors to Successful Management

212.808.3005

12+ POPULATION: 995,800 (Black: 10.0%; Hispanic: N/A)

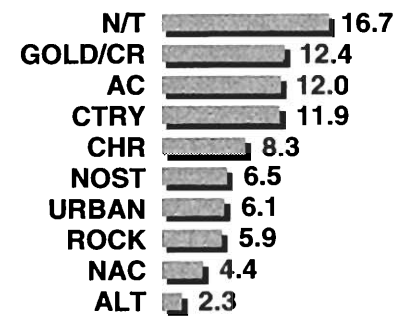
SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.5	9.2	11.1	10.8	9.9	1	WYRK-FM City	106.5 50kw	2	7	5	3	1	1	98	Amer. Radio Sys.	—	CHR
7.9	8.0	6.1	6.3	8.3	2	WKSE-FM CHR	98.5 46kw	1	1	1	1	11	11	66	Keymarket	—	D&R
7.6	8.9	9.9	8.7	7.6	3	WBEN-AM NT	930 5kw	5	12	16	12	10	4	77	Keymarket	CBS	D&R
4.6	5.7	5.5	5.2	6.5	4	WECK-AM Nost	1230 1kw	11	—	19	19	17	10	109	Amer. Radio Sys.	WWO	CHR
6.1	7.2	6.7	6.1	6.5	4	WHTT-FM Gold	104.1 50kw	3	9	10	5	2	2	64	Pyramid	—	EAST
7.6	7.4	8.2	8.5	6.4	6	WJYE-FM AC	96.1 50kw	8	10	8	7	5	3	73	Amer. Radio Sys.	WWO	CHR
6.1	5.5	7.2	6.5	6.3	7	WGR-AM* NT	550 5kw	4	4	9	10	9	6	63	Rich	ABC	KATZ
7.3	6.5	5.2	4.7	5.9	8	WGRF-FM CR	96.9 12.5kw	7	8	3	2	3	8	66	Mercury	—	KATZ
6.2	6.2	5.1	5.2	5.9	8	WUFX-FM** Rock	103.3 49kw	9	2	2	4	7	14	69	Mercury	CBS	KATZ
4.4	5.4	4.1	6.3	5.6	10	WMJQ-FM AC	102.5 105kw	6	5	4	6	4	7	61	Keymarket	—	D&R
7.0	6.6	6.2	6.3	4.9	11	WBLK-FM UAC	93.7 50kw	12	3	6	8	8	9	89	WBLK, Inc.	CBS	MMR
2.8	3.4	2.9	3.3	4.4	12	WSJZ-FM*** NAC	92.9 91kw	10	—	12	9	6	5	65	Lincoln Group	—	EAST
0.3	0.4	2.0	3.0	2.3	13	CKEY-FM Alt	101.1 52kw	13	6	7	11	12	16	54	Fort Com.	—	CAN
1.8	1.3	1.2	1.0	2.0	14	WNUC-FM City	107.7 11.5kw	14	13	11	13	14	12	56	Casciani	WWO	—
2.1	1.3	1.6	1.6	1.5	15	WWKB-AM Talk	1520 50kw	15	14	13	14	13	15	51	Keymarket	ABC	D&R
0.4	0.5	0.0	0.9	1.3	16	WWWS-AM* NT	1400 1kw	16	—	17	16	15	13	51	Rich	BRN	KATZ
1.1	0.7	0.8	1.0	1.2	17	WUFO-AM UAC	1080 1kw	21	—	20	20	19	17	103	Sheridan	AURN	WRS

*Has Joint Sales Agreement with Keymarket. **Became WEDG-FM (Alt) in July. ***Was WBUF-FM (AC) until late-April.

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WUFX-FM	1 WKSE-FM	1 WGRF-FM	1 WKSE-FM	1 WGRF-FM	1 WMJQ-FM
2 WGRF-FM	2 WMJQ-FM	2 WUFX-FM	2 WMJQ-FM	2 WYRK-FM	2 WYRK-FM
3 WKSE-FM	3 WBLK-FM	3 WYRK-FM	3 WYRK-FM	3 WHTT-FM	3 WJYE-FM
4 WYRK-FM	4 WUFX-FM	4 WHTT-FM	4 WHTT-FM	4 WUFX-FM	4 WHTT-FM
5 CKEY-FM	5 WYRK-FM	5 WKSE-FM	5 WJYE-FM	5 WSJZ-FM	5 WBLK-FM
6 WGR-AM	6 WGRF-FM	6 WGR-AM	6 WBLK-FM	6 WGR-AM	6 WKSE-FM
7 WMJQ-FM	7 WJYE-FM	7 WSJZ-FM	7 WGRF-FM	7 WBEN-AM	7 WSJZ-FM
8 WWKB-AM	8 WHTT-FM	8 WBEN-AM	8 WUFX-FM	8 WJYE-FM	8 WGRF-FM
9 WBLK-FM	9 CKEY-FM	9 CKEY-FM	9 WSJZ-FM	9 CKEY-FM	9 WUFX-FM
10 CHTZ-FM	10 WSJZ-FM	10 WMJQ-FM	10 WGR-AM	10 WBLK-FM	10 WGR-AM



12+ POPULATION: 968,500 (Black: N/A; Hispanic: N/A)

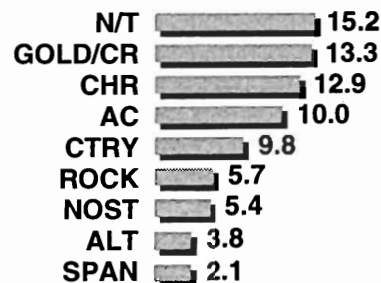
HARTFORD

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REF FIRM
10.7	12.2	12.2	12.6	11.9	1	WTIC-AM FS	1080 50kw	1	16	8	6	4	2	85	Chase	CBS	G/W
9.0	8.1	8.1	9.0	10.0	2	WRCH-FM AC	100.5 7.5kw	4	5	5	1	1	1	95	Amer. Radio Sys.	—	EAST
7.1	5.7	8.2	7.0	8.8	3	WWYZ-FM Ctry	92.5 17kw	6	6	3	4	3	3	94	WWYZ, Inc.	WWO	BAN
5.8	7.4	6.3	6.3	7.2	4	WKSS-FM CHR	95.7 16.5kw	3	1	1	3	6	7	66	Precision Media	AP	MMR
4.1	3.9	5.5	6.1	6.3	5	WZMX-FM Gold	93.7 21kw	5	9	2	2	2	5	63	Amer. Radio Sys.	—	KATZ
6.2	6.7	7.3	6.6	5.7	6	WTIC-FM CHR	96.5 20kw	2	2	6	7	7	6	50	Chase	—	G/W
5.0	5.9	5.6	5.2	5.4	7	WDRC-FM Gold	102.9 19.5kw	7	8	10	5	5	4	67	Buckley	—	MCG
4.1	4.4	3.3	5.5	4.4	8	WDRC-AM MOR	1360 5kw	10	—	—	19	15	8	97	Buckley	WWO	MCG
2.9	2.9	2.8	4.6	3.8	9	WMRQ-FM Alt	104.1 18kw	8	3	4	8	9	14	53	Liberty Br.	CBS	D&R
5.0	4.5	4.9	3.5	2.9	10	WHCN-FM Rock	105.9 16kw	9	12	7	9	8	9	47	Liberty Br.	ABC	CHR
0.9	2.0	0.8	1.2	2.1	11	WLAT-AM Span	1230 1kw	18	13	13	12	13	10	154	Hispano	—	—
4.9	4.5	4.4	1.8	1.8	12	WCCC-A/F Rock	1290/106.9 .5kw/23kw	11	7	9	10	11	16	42	Greater Hart.	WWO	TOR
2.1	1.8	2.0	1.9	1.7	13	WPOP-AM News	1410 5kw	13	—	23	20	17	13	53	Liberty Br.	ABC	D&R
2.7	2.7	2.9	1.9	1.6	14	WAQY-A/F CR	1600/102.1 5(2.5)kw/17kw	12	11	11	11	10	12	42	Saga	—	KATZ
2.0	1.4	1.9	1.6	1.6	14	WFAN-AM Sports	660 50kw	14	—	16	13	12	11	49	Infinity	WWO	IRS
0.5	0.6	0.5	0.7	1.0	16	WMMW-AM Nost	1470 2.5kw	25	—	—	—	25	19	111	AM Radio, Inc.	SMN	—
1.5	0.9	0.9	1.0	1.0	16	WPKX-FM Ctry	97.9 2.2kw	17	14	15	15	16	15	52	Multi-Market	—	D&R
2.2	1.7	1.2	1.3	1.0	16	WPLR-FM Rock	99.1 14.1kw	16	—	14	14	14	18	39	Multi-Market	—	EAST

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCCC-A/F	1 WTIC-FM	1 WHCN-FM	1 WTIC-FM	1 WWYZ-FM	1 WRCH-FM
2 WZMX-FM	2 WKSS-FM	2 WWYZ-FM	2 WRCH-FM	2 WHCN-FM	2 WTIC-FM
3 WHCN-FM	3 WZMX-FM	3 WCCC-A/F	3 WKSS-FM	3 WDRC-FM	2 WWYZ-FM
4 WTIC-FM	4 WHCN-FM	4 WDRC-FM	4 WWYZ-FM	4 WTIC-AM	4 WZMX-FM
4 WWYZ-FM	5 WRCH-FM	4 WZMX-FM	4 WZMX-FM	5 WRCH-FM	5 WDRC-FM
6 WAQY-FM	6 WWYZ-FM	6 WTIC-AM	6 WDRC-FM	6 WZMX-FM	6 WTIC-AM
7 WKSS-FM	6 WYSR-FM	7 WKSS-FM	7 WHCN-FM	7 WCCC-A/F	7 WKSS-FM
7 WYSR-FM	8 WCCC-A/F	8 WTIC-FM	8 WTIC-AM	8 WKSS-FM	8 WHCN-FM
9 WTIC-AM	9 WAQY-FM	9 WAQY-FM	8 WYSR-FM	8 WTIC-FM	8 WYSR-FM
10 WDRC-FM	10 WDRC-FM	10 WRCH-FM	10 WCCC-A/F	10 WFAN-AM	10 WCCC-A/F



GREENSBORO-WINSTON-SALEM-HIGH POINT

#42

GREENSBORO

12+ POPULATION: 940,600 (Black: 19.0%; Hispanic: N/A)

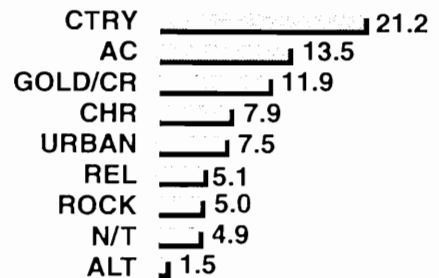
SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.1	15.2	14.2	14.2	11.9	1	WTQR-FM <i>Ctry</i>	104.1 100kw	1	5	4	1	1	1	85	Radio Equity	WWO	MCG
5.6	6.2	5.2	6.4	7.5	2	WKZL-FM <i>Hot AC</i>	107.5 100kw	2	4	2	2	2	4	76	Dick	—	KATZ
7.5	5.6	6.9	6.6	6.7	3	WJMH-FM <i>CHR</i>	102.1 100kw	3	1	1	3	7	9	70	Max Radio	—	D&R
6.1	5.7	4.9	5.5	6.2	4	WQMG-FM <i>Urban</i>	97.1 100kw	7	3	5	5	6	5	86	Murray Hill	CBS	BAN
4.6	4.8	6.7	5.7	6.0	5	WMAG-FM <i>AC</i>	99.5 100kw	8	18	8	6	3	2	85	HMW Com.	—	CHR
3.8	4.1	4.5	4.0	5.0	6	WMQX-FM <i>Gold</i>	93.1 100kw	5	11	14	9	4	3	61	Max Radio	—	D&R
3.8	4.1	7.1	6.7	5.0	6	WXRA-FM <i>Rock</i>	94.5 100kw	6	—	3	7	9	15	62	Radio Equity	WWO	MCG
7.1	8.2	5.5	4.2	4.9	8	WKRR-FM <i>CR</i>	92.3 100kw	4	8	6	4	5	7	58	Dick	—	KATZ
5.2	4.8	4.9	4.4	4.9	8	WSJS-AM <i>N/T</i>	600 5kw	10	—	12	12	10	6	79	Radio Equity	WWO	MCG
4.0	3.1	4.5	6.7	4.7	10	WKSI-FM <i>Ctry</i>	98.7 100kw	9	6	7	8	8	8	71	Bahakel	—	EAST
5.6	3.7	3.6	3.1	2.5	11	WPCM-FM <i>Ctry</i>	101.1 100kw	12	10	11	11	12	12	73	Res. Triangle	WWO	MCG
2.0	2.6	2.2	2.3	2.1	12	WFMX-FM <i>Ctry</i>	105.7 100kw	13	9	15	16	14	10	60	Adventure	WWO	TNS
1.0	1.5	2.3	2.1	2.1	12	WHPE-FM <i>Rel</i>	95.5 100kw	14	—	24	19	16	14	70	Bible	—	—
2.8	3.3	2.5	1.6	2.0	14	WFXF-FM <i>CR</i>	100.3 100kw	11	17	10	10	11	11	50	HMW Com.	WWO	MMR
1.8	1.2	1.2	2.0	1.7	15	WWGL-FM <i>Rel</i>	94.1 100kw	15	20	17	14	13	13	61	Davidson	CNN	TNS
1.3	1.3	1.1	0.9	1.5	16	WEND-FM* <i>Alt</i>	106.5 100kw	17	7	13	15	15	17	59	Dalton Group	—	MCG
0.9	0.6	0.5	0.8	1.3	17	WAAA-FM <i>UAC</i>	980 1kw	18	12	22	18	17	16	68	Media Br. Corp.	AURN	—
1.4	1.2	0.8	1.3	1.3	17	WQMG-AM <i>Rel</i>	1510 1kw	23	—	16	17	19	18	112	Murray Hill	AURN	BAN
1.4	0.6	1.1	1.2	1.2	19	WDCG-FM <i>CHR</i>	105.1 100kw	16	13	9	13	21	29	46	Prism	ABC	TOR

*Was WRDX-FM (Gold) until May.

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WXRA-FM	1 WKZL-FM	1 WKRR-FM	1 WKZL-FM	1 WTQR-FM	1 WKZL-FM
2 WKRR-FM	2 WJMH-FM	2 WTQR-FM	2 WTQR-FM	2 WKRR-FM	1 WTQR-FM
3 WJMH-FM	3 WQMG-FM	3 WXRA-FM	3 WQMG-FM	3 WKZL-FM	3 WMAG-FM
4 WTQR-FM	4 WTQR-FM	4 WKZL-FM	4 WMAG-FM	4 WMQX-FM	4 WQMG-FM
5 WKZL-FM	5 WKSI-FM	5 WJMH-FM	5 WJMH-FM	5 WQMG-FM	5 WKSI-FM
6 WKSI-FM	6 WXRA-FM	6 WQMG-FM	6 WKSI-FM	6 WJMH-FM	6 WMQX-FM
7 WQMG-FM	7 WMAG-FM	7 WKSI-FM	7 WMQX-FM	7 WMAG-FM	7 WJMH-FM
8 WFXF-FM	8 WKRR-FM	8 WQMG-FM	8 WXRA-FM	8 WXRA-FM	8 WKRR-FM
9 WPCM-FM	9 WDCG-FM	9 WFXF-FM	9 WKRR-FM	9 WKSI-FM	9 WPCM-FM
10 WSJS-AM	10 WFXF-FM	10 WMAG-FM	10 WPCM-FM	10 WSJS-AM	10 WWGL-FM



12+ POPULATION: 931,200 (Black: 39.1%; Hispanic: N/A)

MEMPHIS

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.2	13.0	11.6	12.1	13.0	1	WHRK-FM Urban	97.1 100kw	1	1	1	1	1	4	98	US Radio	WWO	MCG
7.7	8.1	7.4	8.9	8.6	2	WDIA-AM UAC	1070 50(5)kw	6	9	8	5	3	1	99	US Radio	ABC	MCG
6.1	6.6	7.5	5.6	7.5	3	WRVR-FM AC	104.5 100kw	4	10	7	6	2	2	82	Keymarket	—	MMR
7.7	5.5	5.7	7.0	7.4	4	KJMS-FM Urban	101.1 100kw	2	2	2	2	4	10	68	Dee Rivers	WWO	K&P
8.1	8.5	8.0	6.5	7.4	4	WGKX-FM Ctry	105.9 100kw	3	5	5	7	7	3	77	Barnstable	—	D&R
7.5	6.8	6.1	7.4	6.3	6	WEGR-FM CR	102.7 100kw	7	4	3	3	5	8	79	Radio Equity	WWO	BAN
5.7	5.6	5.8	4.2	4.6	8	WMC-FM Hot AC	99.7 290kw	8	—	13	12	10	6	71	Ellis	SOU	MCG
6.6	5.3	4.4	6.7	6.2	7	WMC-AM NT	790 5kw	5	6	4	4	6	5	70	Ellis	ABC	MCG
4.5	4.2	5.2	4.8	4.1	9	WOGY-FM Ctry	94.1 50kw	9	7	10	9	9	7	9	Ardman	WWO	MMR
5.0	3.8	5.4	6.5	3.8	10	WLOK-AM UAC	1340 1kw	12	16	12	14	11	11	76	Gilliam	AURN	K&P
3.5	2.9	2.7	3.0	3.4	11	WRXQ-FM Alt	95.7 6kw	11	3	6	10	13	18	63	Radio Equity	—	BAN
1.5	2.2	3.0	2.6	3.0	12	WJCE-AM UG	680 10(5)kw	13	14	14	8	8	9	79	Keymarket	ABC	MMR
4.0	5.3	2.9	3.3	2.3	13	WSRR-FM* CR	98.1 100kw	10	17	11	11	12	13	42	Barnstable	ABC	D&R
1.7	1.2	1.0	1.1	2.0	14	WBBP-AM Rel	1480 5kw	17	8	19	15	15	12	107	Bountiful Bless.	—	—
0.0	1.3	0.8	0.9	2.0	14	WMFS-FM** Rock	92.9 6kw	15	11	9	13	14	17	72	Belz	—	—
1.5	1.8	2.3	1.0	1.5	16	WPLX-AM Nost	1170 1kw	18	—	—	24	17	15	82	Pollack	WWO	—
1.6	1.5	2.0	1.3	1.1	17	WCRV-AM Rel	640 50(.5)kw	16	—	22	19	16	14	48	Bott	—	—
1.0	1.5	2.0	1.3	1.1	17	WREC-AM Nost	600 5kw	14	—	21	21	20	16	33	Radio Equity	CBS	BAN

*Was WYKL-FM (Gold) until late May. **Was WRRW-FM (CR) until late March.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WHRK-FM	1 WHRK-FM	1 WEGR-FM	1 WHRK-FM	1 WEGR-FM	1 WRVR-FM	URBAN	35.8
2 WEGR-FM	2 KJMS-FM	2 WHRK-FM	2 WDIA-AM	2 WHRK-FM	2 WDIA-AM	AC	13.7
3 KJMS-FM	3 WMC-FM	3 KJMS-FM	3 WMC-FM	3 WDIA-AM	3 WHRK-FM	CTRY	11.5
4 WMC-FM	4 WGKX-FM	4 WMC-FM	4 WRVR-FM	4 KJMS-FM	4 WMC-FM	GOLD/CR	8.6
5 WRXQ-FM	5 WDIA-AM	5 WGKX-FM	5 KJMS-FM	5 WRVR-FM	5 KJMS-FM	NT	4.6
6 WMFS-FM	6 WRVR-FM	6 WRVR-FM	6 WGKX-FM	6 WMC-FM	6 WGKX-FM	ALT	3.4
7 WGKX-FM	7 WEGR-FM	7 WDIA-AM	7 WEGR-FM	7 WGKX-FM	7 WLOK-AM	REL	3.1
8 WRVR-FM	8 WOGY-FM	8 WRXQ-FM	8 WOGY-FM	8 WJCE-AM	8 WOGY-FM	NOST	2.6
9 WDIA-AM	9 WRXQ-FM	9 WJCE-AM	9 WLOK-AM	9 WMC-AM	9 WEGR-FM	ROCK	2.0
10 WMC-AM	10 WSRR-FM	10 WMC-AM	10 WJCE-AM	10 WRXQ-FM	10 WJCE-AM		

12+ POPULATION: 897,500 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.4	12.7	11.7	12.6	12.7	1	WBEE-FM Ctry	92.5 50kw	3	4	4	2	2	1	99	Heritage Media	WWO	KATZ
11.2	10.8	10.3	11.7	10.9	2	WCMF-FM Rock	96.5 50kw	2	5	1	1	1	5	78	Amer. Radio Sys.	—	TOR
8.5	9.4	8.2	8.3	9.1	3	WPXY-FM CHR	97.9 50kw	1	1	2	3	5	7	63	Lincoln Group	—	EAST
10.8	9.7	13.5	11.8	8.9	4	WHAM-AM N/T	1180 50kw	5	10	10	10	7	2	76	Lincoln Group	CBS	MCG
7.5	7.7	8.4	7.6	7.0	5	WRMM-FM AC	101.3 27kw	4	7	6	4	3	3	59	Amer. Radio Sys.	—	TOR
4.6	4.9	4.6	5.2	6.3	6	WDKX-FM Urban	103.9 .8kw	9	3	5	5	6	6	119	Monroe	—	WRS
6.1	7.3	6.0	5.4	5.8	7	WKLX-FM Gold	98.9 37kw	6	6	9	6	4	4	60	Heritage Media	—	KATZ
2.8	2.5	1.9	1.7	5.0	8	WNVE-FM* Alt	95.1 12kw	8	2	3	7	10	12	8	Great Lakes	—	D&R
4.9	4.6	5.6	4.9	4.1	9	WVOR-FM AC	100.5 50kw	7	8	8	8	8	8	49	Lincoln Group	—	MCG
3.9	2.7	3.2	3.1	3.2	10	WMAX-FM Prog	105.7 3.5kw	10	—	7	9	9	9	64	Silver	—	TOR
3.6	3.3	2.8	4.4	2.3	11	WBBF-AM Nost	950 1kw	11	—	20	21	21	11	69	Heritage Media	CNN	KATZ
1.3	1.3	1.4	1.1	1.6	12	WJZR-FM NAC	105.9 3kw	12	—	11	11	11	10	52	North Coast	AP	—
0.6	0.7	0.7	0.8	1.0	13	WHTK-AM Talk	1280 5kw	13	11	16	14	12	13	45	Lincoln Group	WWO	MCG

*Was WRQI-FM (CR) until April.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WBEE-FM	CTRY 12.7
2 WNVE-FM	2 WDKX-FM	2 WBEE-FM	2 WBEE-FM	2 WBEE-FM	2 WRMM-FM	AC 11.1
3 WPXY-FM	3 WCMF-FM	3 WNVE-FM	3 WRMM-FM	3 WKLX-FM	3 WPXY-FM	ROCK 10.9
4 WBEE-FM	4 WRMM-FM	4 WKLX-FM	4 WCMF-FM	4 WHAM-AM	4 WKLX-FM	N/T 9.9
5 WDKX-FM	5 WBEE-FM	5 WPXY-FM	5 WDKX-FM	5 WRMM-FM	5 WCMF-FM	CHR 9.1
6 WMAX-FM	6 WVOR-FM	6 WDKX-FM	6 WVOR-FM	6 WDKX-FM	6 WVOR-FM	URBAN 6.3
7 WKLX-FM	7 WMAX-FM	7 WMAX-FM	7 WKLX-FM	7 WNVE-FM	7 WDKX-FM	ALT 5.0
8 WRMM-FM	8 WNVE-FM	8 WHAM-AM	8 WMAX-FM	8 WMAX-FM	8 WHAM-AM	PROG 3.2
9 WHAM-AM	9 WKLX-FM	9 WRMM-FM	9 WNVE-FM	9 WPXY-FM	9 WHAM-AM	NOST 2.3
10 WVOR-FM	10 WHAM-AM	10 WVOR-FM	10 WHAM-AM	10 WVOR-FM	10 WNVE-FM	NAC 1.6

12+ POPULATION: 886,200 (Black: 14.7%; Hispanic:N/A)

NASHVILLE

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.6	14.8	15.9	14.7	17.2	1	1	WSIX-FM Ctry	97.9 100kw	1	4	1	1	1	1	97	SFX	ABC	MCG
10.6	12.4	10.2	13.1	10.3	2		WSM-FM Ctry	95.5 100kw	2	5	4	2	2	2	83	Gaylord	—	CHR
8.6	7.3	5.5	6.3	6.4	3		WQQK-FM Urban	92.1 3kw	8	2	3	5	8	8	87	Phoenix	—	MMR
5.6	6.0	5.9	4.7	6.1	4		WKDF-FM Rock	103.3 100kw	5	3	2	3	4	9	75	Dick	ABC	KATZ
6.0	5.1	5.1	6.3	5.9	5		WYHY-FM CHR	107.5 58kw	3	1	6	6	11	14	55	SFX	—	MCG
6.3	4.9	6.4	3.4	5.2	6		WGFX-FM Gold	104.5 49kw	4	8	5	4	3	5	59	Dick	SOU	KATZ
3.8	4.4	3.9	5.0	4.8	7		WRMX-FM Gold	96.3 100kw	6	7	10	9	5	3	60	South Central	—	EAST
5.7	6.3	5.4	4.7	4.5	8		WJXA-FM AC	92.9 97kw	9	10	9	7	6	4	68	South Central	—	EAST
5.3	4.0	4.4	5.2	4.2	9		WLAC-FM AC	105.9 100kw	7	6	8	8	7	6	57	Keymarket	—	BAN
3.7	4.3	4.6	3.2	3.7	10		WLAC-AM NT	1510 50kw	10	—	11	11	9	7	75	Keymarket	CBS	BAN
2.2	2.9	3.6	3.9	3.4	11		WJCE-FM Urban	101.1 47kw	13	8	7	10	10	11	85	Keymarket	ABC	—
2.2	2.6	2.8	3.7	2.3	12		WSM-AM Ctry	650 50kw	11	—	—	19	15	12	54	Gaylord	WWO	CHR
2.0	2.1	1.5	2.0	2.1	13		WRLT-FM Prog	100.1 .2kw	14	—	13	12	12	10	63	GMX	—	ROS
1.7	2.1	2.5	1.9	2.1	13		WWTN-FM NT	99.7 100kw	12	—	12	13	13	13	51	Amer. Gen. Media	WWO	MCG
2.2	1.8	1.4	1.6	1.5	15		WAMB-A/F Nost	1160/106.7 50(1)kw/.075kw	16	—	20	22	22	17	64	Great Southern	WWO	ROS
2.1	1.4	2.6	2.1	1.4	16		WVOL-AM UG	1470 5(1)kw	15	—	16	15	14	15	58	Phoenix	SMN	MMR
1.0	0.7	1.4	0.8	1.2	17		WMDB-AM UC	880 2.5kw	20	—	15	16	18	19	98	Bobb	—	—

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	CTRY 29.8
2 WKDF-FM	2 WSM-FM	2 WKDF-FM	2 WSM-FM	2 WSM-FM	2 WSM-FM	URBAN 12.4
3 WGFX-FM	3 WQQK-FM	3 WGFX-FM	3 WQQK-FM	3 WGFX-FM	3 WLAC-FM	GOLD/CR 10.0
4 WQQK-FM	4 WJCE-FM	4 WSM-FM	4 WLAC-FM	4 WKDF-FM	4 WJXA-FM	AC 8.7
5 WYHY-FM	5 WYHY-FM	5 WQQK-FM	5 WJXA-FM	5 WLAC-AM	5 WRMX-FM	ROCK 6.1
6 WSM-FM	6 WGFX-FM	6 WYHY-FM	6 WGFX-FM	6 WRMX-FM	6 WQQK-FM	CHR 5.9
7 WWTN-FM	7 WKDF-FM	7 WLAC-AM	7 WJCE-FM	7 WRLT-FM	7 WGFX-FM	N/T 5.8
8 WRMX-FM	8 WLAC-FM	8 WRMX-FM	8 WRMX-FM	8 WWTN-FM	8 WYHY-FM	PROG 2.1
9 WJXA-FM	9 WJXA-FM	9 WRLT-FM	9 WYHY-FM	9 WJXA-FM	9 WJCE-FM	NOST 1.5
10 WJCE-FM	10 WRLT-FM	10 WWTN-FM	10 WKDF-FM	10 WLAC-FM	10 WKDF-FM	

12+ POPULATION: 873,800 (Black: N/A; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
4.8	5.8	6.1	1	WJLK-FM/WQNJ AC	94.3/98.5 3kw/6kw	5	16	4	1	1	1	86	New Wave	WWO	KATZ
4.4	4.0	5.5	2	WADB-FM B/EZ	95.9 4kw	12	—	30	29	22	8	106	Seawood	UPI	—
4.3	4.7	4.6	3	WXRK-FM CR	92.3 7.6kw	3	—	3	2	3	5	60	Infinity	ABC	IRS
3.8	4.1	4.5	4	WKXW-FM Talk	101.5 19kw	1	11	15	8	5	3	54	Press Br.	AP	MCG
5.7	3.6	4.1	5	WABC-AM Talk	770 50kw	13	—	19	18	12	7	80	Cap Cities/ABC	ABC	BAN
3.3	2.7	4.1	5	WZVU-FM Gold	107.1 2.3kw	8	8	16	5	2	2	68	Mammoth	—	D&R
4.3	4.1	4.0	7	WPLJ-FM Hot AC	95.5 6.7kw	2	20	1	3	4	11	49	Cap Cities/ABC	ABC	KATZ
2.6	4.0	3.9	8	WAXQ-FM Rock	104.3 7.8kw	11	2	2	4	6	17	70	GAR	WWO	MMR
2.0	2.3	3.4	9	WCBS-AM News	880 50kw	4	—	21	19	13	9	48	CBS	CBS	CBS
3.8	3.9	3.3	10	WFAN-AM Sports	660 50kw	7	7	17	14	10	6	54	Infinity	WWO	IRS
2.6	2.2	3.3	10	WHTZ-FM CHR	100.3 7.8kw	6	1	6	9	17	26	51	Shamrock Br.	—	SRS
4.1	4.5	3.3	10	WOBM-FM AC	92.7 1.4kw	10	—	10	11	9	10	56	North Shore	—	KATZ
2.8	2.9	3.1	13	WCBS-FM Gold	101.1 6.8kw	14	—	25	7	8	4	71	CBS	CBS	CBS
4.5	3.4	3.1	13	WOR-AM Talk	710 50kw	15	—	29	24	21	15	71	Buckley	ABC	MCG
2.4	2.0	3.1	13	WRDR-FM Nost	104.9 10kw	26	—	—	36	38	14	127	Rodio Radio Inc.	AP	—
2.8	2.4	2.8	16	WOBM-AM AC	1160 5kw	22	—	—	—	34	18	91	North Shore	WWO	KATZ
4.0	4.0	2.7	17	WYNY-FM City	103.5 6.7kw	16	12	12	13	11	13	67	Evergreen	WWO	D&R
3.8	3.1	2.6	18	WNEW-FM Rock	102.7 7.8kw	9	9	5	6	7	16	44	Group W	WWO	G/W
2.5	3.1	2.1	19	WJRZ-FM AC	100.1 1.6kw	17	6	7	10	14	22	55	Jersey Shore	—	D&R
2.1	1.8	1.9	20	WLTW-FM AC	106.7 6kw	23	—	—	17	16	12	69	Viacom	—	KATZ
0.8	1.1	1.9	20	WPST-FM CHR	97.5 50kw	18	4	9	15	24	35	51	Nassau	—	—
2.3	1.3	1.7	22	WHTG-FM Alt	106.3 3kw	20	5	8	12	15	28	53	WHTG Inc.	—	BAN
1.8	1.2	1.7	22	WMXV-FM Hot AC	105.1 7.8kw	19	14	11	16	19	19	48	Bonneville	—	MCG
1.9	1.7	1.6	24	WQHT-FM CHR	97.1 6.7kw	24	3	13	20	29	32	59	Emmis	—	MMR
2.8	1.9	1.5	25	WPAT-FM AC	93.1 5.4kw	21	—	20	22	20	20	47	Park	—	MMR
1.2	1.4	1.3	26	WMMR-FM Rock	93.3 18kw	27	—	18	21	23	23	55	Group W	WWO	G/W
1.9	2.1	1.1	27	WQCD-FM NAC	101.9 6.2kw	25	—	22	23	18	21	43	Tribune	—	CHR

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12+ POPULATION: 1,006,000 (Black: 11.1%; Hispanic: 10.6%)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WJRR-FM	1 WOMX-FM	1 WTKS-FM	1 WOMX-FM	1 WTKS-FM	1 WOMX-FM
2 WTKS-FM	2 WXXL-FM	2 WJRR-FM	2 WXXL-FM	2 WMMO-FM	2 WWKA-FM
3 WJHM-FM	3 WJHM-FM	3 WJHM-FM	3 WWKA-FM	3 WLOQ-FM	3 WMGF-FM
4 WDIZ-FM	4 WJRR-FM	4 WMMO-FM	4 WJHM-FM	4 WOMX-FM	4 WMMO-FM
5 WOMX-FM	5 WMMO-FM	5 WDIZ-FM	5 WMGF-FM	5 WDBO-AM	5 WOCL-FM
6 WMMO-FM	6 WWKA-FM	6 WOMX-FM	6 WMMO-FM	6 WWKA-FM	6 WHJM-FM
7 WXXL-FM	7 WTKS-FM	7 WHTQ-FM	7 WOCL-FM	7 WHTQ-FM	7 WXXL-FM
8 WHTQ-FM	8 WMGF-FM	8 WLOQ-FM	8 WJRR-FM	8 WJRR-FM	8 WLOQ-FM
9 WMGF-FM	9 WCFB-FM	9 WWKA-FM	9 WTKS-FM	9 WOCL-FM	9 WCFB-FM
10 WWKA-FM	10 WOCL-FM	10 WDBO-AM	10 WCFB-FM	10 WJHM-FM	10 WTKS-FM

AC	21.3
N/T	15.2
CTRY	9.7
GOLD/CR	8.9
URBAN	8.1
ALT	6.3
CHR	6.0
NAC	4.2
ROCK	3.6
NOST	2.9
REL	1.5
SPAN	1.0

Continued from Page 85

12+ POPULATION: 873,800 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WAXQ-FM	1 WPLJ-FM	1 WXRK-FM	1 WJLK/WQNJ	1 WXRK-FM	1 WJLK/WQNJ
2 WXRK-FM	2 WHTZ-FM	2 WAXQ-FM	2 WPLJ-FM	2 WAXQ-FM	2 WZVU-FM
3 WPLJ-FM	3 WJLK/WQNJ	3 WJLK/WQNJ	3 WHTZ-FM	3 WZVU-FM	3 WPLJ-FM
4 WHTG-FM	4 WMXV-FM	4 WPLJ-FM	4 WZVU-FM	4 WJLK/WQNJ	4 WOBM-FM
5 WNEW-FM	5 WJRZ-FM	5 WZVU-FM	5 WXRK-FM	5 WPLJ-FM	5 WKXW-FM
6 WJLK/WQNJ	6 WXRK-FM	6 WNEW-FM	6 WCBS-FM	6 WFAN-AM	6 WCBS-FM
7 WJRZ-FM	7 WNEW-FM	7 WFAN-AM	7 WMXV-FM	7 WKXW-FM	7 WXRK-FM
8 WOBM-FM	8 WPST-FM	8 WKXW-FM	8 WJRZ-FM	8 WNEW-FM	8 WLTW-FM
9 WPST-FM	8 WQHT-FM	9 WHTG-FM	8 WNEW-FM	9 WYNY-FM	8 WNEW-FM
10 WFAN-AM	10 WPAT-FM	10 WYNY-FM	10 WOBM-FM	10 WCBS-FM	10 WJRZ-FM

AC	23.4
N/T	15.4
GOLD/CR	11.8
ROCK	7.8
CHR	6.8
B/EZ	5.5
NOST	3.1
CTRY	2.7
ALT	1.7
NAC	1.1



If **YOUR STATION** is closer to this ad than it is to the top of the page, you should call this number **(301) 490-8700**



Rantel Research

12+ POPULATION: 842,700 (Black: 12.6%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
13.6	11.1	11.2	10.9	13.1	1	WHKO-FM Ctry	99.1 50kw	1	3	2	2	1	1	80	Cox	—	D&R
8.9	8.5	8.8	10.1	9.1	2	WTUE-FM Rock	104.7 50kw	3	4	1	1	3	7	79	Amer. Radio Sys.	ABC	EAST
7.8	9.6	7.9	8.8	8.5	3	WMMX-FM AC	107.7 50kw	4	11	4	3	2	2	90	Amer. Radio Sys.	—	EAST
5.4	6.2	5.2	6.6	7.2	5	WGTZ-FM CHR	92.9 40kw	2	1	3	5	7	9	105	Great Trails	WWO	MCG
6.4	7.2	7.2	7.4	6.9	4	WROU-FM Urban	92.1 .89kw	9	2	5	4	4	4	57	Hawes-Saunders	—	CHR
6.7	7.8	7.6	6.3	5.6	6	WHIO-AM Talk	1290 5kw	5	—	12	9	9	5	65	Cox	AP	D&R
7.4	7.4	7.1	6.0	5.4	7	WLQT-FM AC	99.9 50kw	7	15	7	6	5	3	72	Regent	—	KATZ
4.8	5.1	4.6	3.9	4.4	8	WLW-AM FS	700 50kw	8	16	8	8	8	6	59	Jacor	AP	EAST
3.4	2.5	3.7	3.4	3.7	9	WING-FM* CR	102.9 50kw	6	7	6	7	6	10	47	Osborn	ABC	MCG
2.4	1.4	2.0	2.3	2.6	10	WONE-AM Ctry	980 5kw	15	—	—	27	17	11	80	Amer. Radio Sys.	ABC	EAST
1.3	1.3	1.5	2.1	2.2	11	WDOL-FM Gold	94.5 6kw	11	10	18	11	10	8	57	Regent	—	—
1.5	2.0	2.4	1.3	2.1	12	WDAO-AM Urban	1210 1kw	16	14	23	15	13	12	80	Johnson	AURN	—
1.9	1.4	2.2	1.4	1.8	13	WFCJ-FM Rel	93.7 50kw	13	—	9	12	11	17	51	Miami Valley	USA	—
1.5	2.2	2.6	2.3	1.8	14	WRVF-FM Gold	103.9 1.15kw	10	9	10	10	14	16	37	Tri-City Radio, LP	—	TOR
1.4	2.2	2.0	2.6	1.7	15	WCLR/WZLR Gold	95.7/95.3 50kw/6kw	12	6	—	13	12	12	47	WPTW Radio	WWO	REG
1.1	1.1	1.3	1.1	1.7	15	WKSW-FM Ctry	101.7 3.2kw	18	8	15	16	16	14	88	United States Br.	—	—
3.0	2.0	2.6	2.5	1.6	17	WPFB-FM Ctry	105.9 34kw	15	5	11	14	15	18	50	Braden Stations	ABC	—
2.3	1.0	1.4	2.4	1.2	18	WLSN-FM B/EZ	106.5 50kw	20	—	—	28	26	15	57	Treaty City	—	—

*Was WAZU-FM until May.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WTUE-FM	1 WHKO-FM	1 WTUE-FM	1 WMMX-FM	1 WTUE-FM	1 WMMX-FM		
2 WHKO-FM	2 WTUE-FM	2 WHKO-FM	2 WHKO-FM	2 WHKO-FM	2 WHKO-FM		
3 WGTZ-FM	3 WGTZ-FM	3 WMMX-FM	3 WROU-FM	3 WMMX-FM	3 WROU-FM		
4 WMMX-FM	4 WMMX-FM	4 WING-FM	4 WGTZ-FM	4 WLW-AM	4 WLQT-FM		
5 WING-FM	5 WROU-FM	5 WLW-AM	5 WTUE-FM	5 WROU-FM	5 WTUE-FM		
6 WLW-AM	6 WLQT-FM	6 WROU-FM	6 WLQT-FM	6 WING-FM	6 WGTZ-FM		
7 WROU-FM	7 WING-FM	7 WGTZ-FM	7 WING-FM	7 WHIO-AM	7 WING-FM		
8 WLQT-FM	8 WRVF-FM	8 WHIO-AM	8 WRVF-FM	8 WLQT-FM	8 WDOL-FM		
9 WRVF-FM	9 WFCJ-FM	9 WLQT-FM	9 WDOL-FM	9 WGTZ-FM	9 WHIO-AM		
10 WPFB-FM	10 WHIO-AM	10 WDOL-FM	10 WHIO-AM	10 WDOL-FM	10 WRVF-FM		

12+ POPULATION: 839,600 (Black: 12.4%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.0	19.0	15.8	13.8	15.8	1	WAMZ-FM Ctry	97.5 100kw	1	5	1	1	1	1	89	Clear Channel	—	CHR
13.1	13.0	13.5	12.3	12.9	2	WHAS-AM FS	840 50kw	2	9	12	2	2	2	79	Clear Channel	ABC	CHR
7.5	6.8	4.8	6.5	7.0	3	WDJX-FM CHR	99.7 24kw	3	1	3	3	5	6	64	Region Com.	—	EAST
5.6	5.4	4.7	4.0	5.7	4	WTFX-FM Rock	100.5 38kw	7	4	2	4	8	15	83	Prism	—	MCG
6.0	5.4	4.8	4.6	5.3	5	WRKA-FM Gold	103.1 6kw	5	8	11	6	3	3	60	Franklin Holdings	ABC	BAN
6.5	4.3	6.4	5.8	5.1	6	WVEZ-FM AC	106.9 24.5kw	6	11	9	7	6	4	59	Prism	—	MCG
4.8	6.3	3.7	4.6	4.7	7	WQMF-FM CR	95.7 28.5kw	4	7	4	5	4	9	52	Otting	—	KATZ
6.1	6.3	6.8	5.4	4.4	8	WGZB-FM Urban	96.5 3kw	9	2	6	10	10	10	74	Power Com.	—	MCG
2.7	2.5	2.7	4.5	3.9	9	WHKW-FM Ctry	107.7 8.2kw	8	6	7	9	9	8	61	Neon	—	EAST
4.5	2.4	2.8	3.5	3.8	10	WAVG-AM Gold	970 5kw	12	—	20	16	16	12	87	Radio 970, Inc.	SMN	D&R
0.6	2.7	2.8	3.1	3.7	11	WQLL-FM Gold	103.9 1.35kw	10	—	8	8	7	5	70	Rarent	—	EAST
2.3	2.2	4.6	4.0	3.2	12	WKJK-FM Rel	98.9 50kw	14	12	13	13	12	7	76	Snowden	SMN	CHR
1.6	1.5	3.0	2.4	2.9	13	WQNF-FM Alt	105.9 3kw	13	3	5	12	14	21	69	Otting	—	KATZ
4.1	3.6	2.6	3.9	2.4	14	WLRS-FM AC	102.3 3kw	11	—	10	11	11	13	48	Beck-Ross	AP	TOR
1.4	2.5	1.9	1.3	1.9	15	WLSY-FM UAC	101.7 1.9kw	15	10	14	14	13	14	74	Louisville Radio	ABC	MCG
0.9	1.5	1.7	1.4	1.8	16	WLLV-AM Rel	1240 1kw	16	13	15	15	15	10	80	Full Force	—	K&P
0.9	1.6	1.5	1.4	1.1	17	WLOU-AM UG	1350 5(.5)kw	17	—	18	17	20	16	49	Johnson Enterprise	AURN	—

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More than Research — AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 829,100 (Black: 10.3%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.3	9.0	7.4	8.1	8.5	1	WIRK-FM Ctry	107.9 10kw	3	3	2	2	3	2	104	Amer. Radio Sys.	ABC	KATZ
6.7	8.9	7.6	4.6	8.2	2	WEAT-FM AC	104.3 100kw	1	—	5	3	2	1	85	OmniAmerica	—	MMR
8.5	9.1	8.9	7.9	7.1	3	WRMF-FM AC	97.9 100kw	2	7	1	1	1	3	87	Fairbanks	—	BLAIR
7.5	8.1	7.1	8.3	6.9	4	WRLX-FM B/EZ	92.1 7.2kw	5	—	32	26	21	5	95	Fairbanks	—	BAN
5.0	5.5	5.5	7.0	6.7	5	WJNO-AM NT	1230 1kw	4	—	19	9	6	4	86	Fairbanks	CNN	—
4.7	4.2	5.4	3.4	3.9	6	WKGR-FM CR	98.7 100kw	7	17	4	4	4	6	67	Amaturo	UPI	CHR
3.4	2.5	3.0	2.9	3.3	7	WEDR-FM Urban	99.1 100kw	9	2	6	6	5	12	74	WEDR, Inc.	CBS	MCG
0.0	0.7	3.5	2.2	3.3	7	WPBZ-FM* Rock	103.1 50kw	8	5	3	5	8	31	73	Amaturo	SMN	CHR
0.0	0.4	1.3	2.4	3.0	9	WJBW-FM Nost	99.5 3kw	14	—	28	34	29	14	92	GGG Br. Inc.	—	K&P
4.0	3.4	3.1	3.2	2.9	10	WOVV-FM CHR	95.5 100kw	6	1	7	8	9	10	47	Ardman	SOU	MCG
2.5	1.9	1.5	2.1	2.6	11	WDBF-AM Nost	1420 5(.5)kw	22	—	27	32	35	34	104	Quality	CBS	—
2.0	2.3	2.4	3.3	2.2	12	WBZT-AM NT	1290 5kw	16	—	18	18	16	16	70	Amer. Radio Sys.	ABC	KATZ
3.4	3.4	1.8	2.3	2.2	13	WOLL-FM Gold	94.3 6kw	10	—	24	12	11	8	50	Lappin	—	KATZ
0.7	0.0	2.0	1.4	2.0	14	WBGGM-FM Gold	105.9 100kw	18	—	8	7	7	9	64	Clear Channel	—	MCG
1.6	1.8	1.3	1.1	2.0	14	WHQT-FM UAC	105.1 100kw	17	4	12	11	12	17	63	Cox	—	CHR
1.2	1.5	1.4	2.2	2.0	14	WLVE-FM NAC	93.9 100kw	20	—	23	13	10	7	74	Paxson	—	KATZ
1.5	1.3	2.6	2.0	1.9	17	WKIS-FM Ctry	99.9 100kw	12	16	14	14	17	15	49	Sunshine Wireless	WWO	D&R
1.9	1.8	1.4	1.8	1.7	18	WTMI-FM Clas	93.1 96kw	23	—	—	35	32	20	69	Marlin	—	CMBS
1.8	1.2	1.8	1.3	1.6	19	WIOD-AM NT	610 10kw	28	—	16	17	14	18	75	Cox	WWO	CHR
2.1	2.2	1.3	1.7	1.6	19	WZZR-FM Rock	92.7 50kw	24	—	9	10	13	19	65	Commodore Media	—	KATZ
2.4	1.8	1.8	1.3	1.4	21	WSHE-FM** Rock	103.5 100kw	13	15	10	15	18	27	37	TK	—	TOR
1.8	1.0	2.1	1.5	1.3	22	WMXJ-FM Gold	102.7 100kw	21	18	26	20	15	15	49	Jefferson-Pilot	—	CBS
1.3	0.9	1.6	1.4	1.3	22	WPOM-AM Urban	1600 5(2.5)kw	31	8	17	22	19	22	83	WPOM Radio	—	ROS
1.3	1.2	1.5	2.1	1.3	22	WPOW-FM CHR	96.5 100kw	11	6	12	19	23	33	33	Beasley	SOU	D&R
0.6	0.5	0.6	0.9	1.3	22	WSWN-AM UG	900 1kw	33	9	—	29	26	11	106	Seminole	ABC	—
1.1	1.3	1.0	0.6	1.2	26	WHYI-FM CHR	100.7 100kw	15	11	13	16	20	25	36	Clear Channel	—	MCG
0.6	0.0	0.4	0.7	1.2	26	WRMA-FM Span	106.7 100kw	34	10	22	23	25	21	106	New Age	—	—
0.1	0.4	1.1	1.3	1.1	28	WEAT-AM	850	26	—	—	33	33	32	50	OmniAmerica	AP	MMR

*Switched to Alternative in mid-July. **Evolved to Alternative format in June.

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12+ POPULATION: 823,600 (Black: 18.6%; Hispanic: N/A)

JACKSONVILLE

FALL '93	WINTER '94	SPRING '94	SUMMER '94	FALL '94	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.1	8.4	10.3	11.1	12.0	1	WFYV-FM Rock	104.5 100kw	2	4	1	1	1	6	101	OmniAmerica	—	CHR
12.5	11.3	9.7	10.5	10.7	2	WQIK-FM Ctry	99.1 100kw	1	5	2	2	2	1	89	Jacor	ABC	EAST
7.9	8.6	8.1	8.1	7.4	3	WEJZ-FM AC	96.1 100kw	4	8	8	4	3	2	76	Renda	—	KATZ
8.1	6.6	6.4	6.8	7.2	4	WROO-FM Ctry	107.3 100kw	5	6	4	3	5	4	76	Paxson	—	BAN
7.9	6.8	7.1	7.9	6.4	5	WAPE-FM CHR	95.1 100kw	3	2	3	5	6	8	60	OmniAmerica	—	CHR
5.0	5.4	6.6	5.7	5.8	6	WKQL-FM Gold	96.9 100kw	6	10	9	7	4	3	70	Prism	AP	MCG
4.5	6.7	7.5	5.2	5.5	7	WJBT-FM Urban	92.7 6kw	9	3	5	6	8	10	85	UNC Media	CBS	ROS
4.2	4.9	3.8	5.7	5.2	8	WHJX-FM CHR	101.5 100kw	7	1	6	9	10	11	66	Eagle	—	MMR
4.4	4.7	4.5	4.6	4.5	9	WIVY-FM Hot AC	102.9 98kw	8	7	7	8	7	9	58	Price	—	MMR
4.4	4.3	3.9	3.4	4.0	10	WOKV-AM NT	690 50(10)kw	11	—	13	11	11	7	82	Prism	CNN	MCG
1.1	2.0	1.2	2.5	3.5	11	WFSJ-FM* NAC	97.9 50kw	10	—	10	10	9	5	66	Paxson	—	BAN
2.9	1.8	1.9	1.4	1.9	12	WSVE-AM Rel	1280 5kw	13	11	12	13	13	13	75	Darrell Spann	AURN	REP
2.5	2.8	2.6	1.4	1.4	13	WAIA-FM** Prog	93.3 50kw	12	—	11	12	12	14	41	Paxson	—	BAN
0.8	1.2	1.9	1.1	1.3	14	WNZS-AM Sports	930 5kw	17	—	15	14	14	12	73	Paxson	CBS	BAN
0.6	1.3	1.2	1.4	1.2	15	WPDQ-AM Nost	600 5kw	16	—	—	21	20	15	64	Prism	WWO	MCG
1.3	0.7	1.5	1.7	1.0	16	WCGL-AM Rel	1360 5kw	15	—	17	17	17	18	53	JBD Com.	AURN	K&P
1.3	0.8	0.8	0.7	1.0	16	WFKS-FM CHR	99.9 100kw	14	9	14	15	15	19	41	Osborn	ABC	—

*Was WSTF-FM (Gold) until early February. **Switched to Alternative in July.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WFYV-FM	1 WFYV-FM	1 WFYV-FM	1 WEJZ-FM	1 WFYV-FM	1 WEJZ-FM	CHR	12.6
2 WQIK-FM	2 WAPE-FM	2 WQIK-FM	2 WQIK-FM	2 WQIK-FM	2 WQIK-FM	ROCK	12.0
3 WROO-FM	3 WQIK-FM	3 WROO-FM	3 WFYV-FM	3 WKQL-FM	3 WROO-FM	AC	11.9
4 WHJX-FM	4 WJBT-FM	4 WKQL-FM	4 WROO-FM	4 WROO-FM	4 WKQL-FM	CTRY	11.9
5 WAPE-FM	5 WROO-FM	5 WHJX-FM	5 WAPE-FM	5 WEJZ-FM	5 WAPE-FM	GOLD/CR	5.8
6 WJBT-FM	6 WEJZ-FM	6 WAPE-FM	6 WJBT-FM	6 WIVY-FM	6 WFYV-FM	URBAN	5.5
7 WIVY-FM	7 WIVY-FM	7 WIVY-FM	7 WKQL-FM	7 WFSJ-FM	7 WIVY-FM	N/T	5.3
8 WKQL-FM	8 WHJX-FM	8 WJBT-FM	8 WIVY-FM	8 WJBT-FM	8 WJBT-FM	NAC	3.5
9 WEJZ-FM	9 WKQL-FM	9 WFSJ-FM	9 WHJX-FM	9 WOKV-FM	9 WFSJ-FM	REL	2.9
10 WFSJ-FM	10 WSVE-AM	10 WEJZ-FM	10 WFSJ-FM	10 WAPE-FM	10 WHJX-FM	PROG	1.4
						NOST	1.2

Continued from Page 88

12+ POPULATION: 839,600 (Black: 12.4%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WTFX-FM	1 WAMZ-FM	1 WAMZ-FM	1 WAMZ-FM	1 WAMZ-FM	1 WAMZ-FM	CTRY 18.8
2 WAMZ-FM	2 WDJX-FM	2 WTFX-FM	2 WDJX-FM	2 WHAS-AM	2 WVEZ-FM	GOLD/CR 17.5
3 WQMF-FM	3 WVEZ-FM	3 WHAS-AM	3 WVEZ-FM	3 WQMF-FM	3 WRKA-FM	N/T 12.9
4 WDJX-FM	4 WQMF-FM	4 WQMF-FM	4 WRKA-FM	4 WQLL-FM	4 WHAS-AM	AC 7.5
5 WQNF-FM	5 WTFX-FM	5 WQLL-FM	5 WHAS-AM	5 WTFX-FM	5 WDJX-FM	URBAN 7.4
6 WQLL-FM	6 WGZB-FM	6 WDJX-FM	6 WHKW-FM	6 WRKA-FM	6 WLRS-FM	CHR 7.0
7 WHKW-FM	7 WHKW-FM	7 WRKA-FM	7 WGZB-FM	7 WDJX-FM	7 WHKW-FM	ROCK 5.7
8 WGZB-FM	8 WLRS-FM	8 WQMF-FM	8 WLRS-FM	8 WHKW-FM	8 WQLL-FM	REL 5.0
9 WRKA-FM	9 WRKA-FM	9 WHKW-FM	9 WQMF-FM	9 WKJK-FM	9 WQMF-FM	ALT 2.9
10 WHAS-AM	10 WQLL-FM	10 WGZB-FM	10 WQLL-FM	10 WGZB-FM	10 WLSY-FM	

WEST PALM BEACH-BOCA RATON

Continued from Page 89

12+ POPULATION: 829,100 (Black: 10.3%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
2.8	2.4	2.1	1.1	1.0	29	News	WLYF-FM AC	101.5 100kw	27	—	29	30	30	26	50	Jefferson-Pilot	—	CBS
1.0	0.8	0.4	0.4	1.0	29	Span	WQBA-FM Span	107.5 95kw	36	12	21	25	28	23	44	Heftel	—	KT-H
1.1	0.7	1.3	1.4	1.0	29	UAC	WYFX-AM UAC	1040 25kw	29	—	20	21	22	24	52	Beach Br.	AURN	—

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WPBZ-FM	1 WRMF-FM	1 WIRK-FM	1 WRMF-FM	1 WIRK-FM	1 WRMF-FM	AC 16.3
2 WIRK-FM	2 WIRK-FM	2 WKGR-FM	2 WEAT-FM	2 WEAT-FM	2 WEAT-FM	N/T 11.6
3 WKGR-FM	3 WEAT-FM	3 WPBZ-FM	3 WIRK-FM	3 WKGR-FM	3 WIRK-FM	CTRY 10.4
4 WEDR-FM	4 WPBZ-FM	4 WRMF-FM	4 WOVV-FM	4 WRMF-FM	4 WOVV-FM	GOLD/CR 9.4
5 WRMF-FM	5 WOVV-FM	5 WEAT-FM	5 WKGR-FM	5 WJNO-AM	5 WKGR-FM	URBAN 8.9
6 WZZR-FM	6 WEDR-FM	6 WEDR-FM	6 WEDR-FM	6 WPBZ-FM	6 WEDR-FM	B/EZ 6.9
7 WSHE-FM	7 WKGR-FM	7 WZZR-FM	7 WBGG-FM	7 WEDR-FM	7 WBGG-FM	ROCK 6.3
8 WEAT-FM	8 WPOW-FM	8 WJNO-AM	8 WPBZ-FM	8 WIOD-AM	8 WOLL-FM	NOST 5.6
9 WIOD-AM	9 WHQT-FM	9 WBGG-FM	9 WHQT-FM	9 WBGG-FM	9 WJNO-AM	CHR 5.4
10 WBGG-FM	10 WBGG-FM	10 WIOD-AM	10 WOLL-FM	10 WZZR-FM	10 WLVE-FM	SPAN 2.2
						NAC 2.0
						CLAS 1.7

#51

OKLAHOMA CITY

OKLAHOMA CITY

12+ POPULATION: 823,000 (Black: 10.4%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.7	13.0	15.3	9.6	10.2	1	KXXY-FM City	96.1 98kw	2	5	3	2	1	1	74	Radio Equity	-	BAN
8.8	9.0	7.5	10.3	9.4	2	KJYO-FM CHR	102.7 98kw	1	1	2	4	7	12	65	Clear Channel	-	CHR
6.0	8.9	9.6	8.6	9.2	3	KATT-FM Rock	100.5 97kw	3	3	1	1	3	11	78	Caribou	SOU	BAN
6.6	7.4	5.9	6.9	7.6	4	KTOK-AM NT	1000 5kw	5	12	11	11	8	4	73	Clear Channel	ABC	CHR
7.0	8.1	6.6	5.3	7.3	5	KEBC-FM City	94.7 100kw	4	4	7	6	5	6	69	Clear Channel	ABC	BAN
6.7	7.0	7.3	7.6	7.3	5	KRXO-FM CR	107.7 99kw	6	8	4	3	2	3	73	Diamond	--	--
7.3	5.8	7.6	6.3	5.7	7	KMGL-FM AC	104.1 99kw	7	7	5	5	4	5	64	Renda	-	EAST
7.0	5.4	6.1	6.7	5.1	8	KOMA-FM Gold	92.5 100kw	9	10	13	10	6	2	63	Diamond	CBS	--
5.9	6.3	4.2	4.6	5.1	8	KVSP-AM Urban	1140 1kw	13	2	8	8	11	9	124	Perry	AURN	--
4.1	4.0	5.2	4.3	4.5	10	KTST-FM City	101.9 98kw	10	6	6	7	10	10	59	Radio Equity	--	BAN

#52

RALEIGH-DURHAM

RALEIGH-DURHAM

12+ POPULATION: 804,800 (Black: 23.4%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.1	7.0	6.2	7.7	8.2	1	WDCG-FM CHR	105.1 100kw	1	1	1	1	2	8	57	Prism	ABC	TOR
7.6	7.3	8.8	7.7	8.0	2	WQOK-FM Urban	97.5 100kw	5	1	2	2	4	7	81	US Radio	ABC	D&R
7.1	7.8	7.5	6.9	7.1	3	WPTF-AM NT	680 50kw	7	11	9	10	9	1	77	Curtis Media	CBS	MCG
6.9	7.9	6.5	6.7	6.8	4	WRAL-FM AC	101.5 96kw	2	13	4	3	1	4	59	Capitol Br. Co.	-	KATZ
6.7	6.8	7.1	6.8	6.3	5	WQDR-FM City	94.7 99kw	4	8	7	5	3	3	62	Curtis Media	WWO	MCG
5.1	7.5	6.8	5.2	5.9	6	WKIX-FM City	96.1 100kw	9	3	8	7	6	6	67	Alchemy	WWO	TOR
6.0	5.3	7.3	5.4	5.9	6	WRDU-FM CR	106.1 100kw	3	5	3	4	8	9	58	HMW Com.	SOU	MMR
6.0	5.5	4.5	4.0	5.4	8	WTRG-FM Gold	100.7 100kw	8	6	11	8	5	2	59	HMW Com.	ABC	D&R
4.3	5.4	5.5	4.9	5.3	9	WFXC/WFXK UAC	107.1/104.3 2.6kw/100kw	10	7	6	6	7	5	71	Pinnacle	SMN	EAST
5.0	4.8	4.0	4.4	3.8	10	WZZU-FM CR	93.9 100kw	6	10	5	9	10	12	40	Prism	--	TOR

12+ POPULATION: **785,400** (Black: 26.3%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.5	18.6	15.3	13.7	15.1	1	WZZK-A/F <i>City</i>	610/104.7 5(1)kw/99kw	1	2	1	1	1	1	90	NewCity	—	KATZ
11.4	10.7	10.6	11.0	10.5	2	WENN-FM <i>Urban</i>	107.7 100kw	2	1	2	3	3	4	90	Balton & Willie	AURN	D&R
8.0	7.9	7.4	8.1	8.7	3	WMJJ-FM <i>AC</i>	96.5 100kw	3	7	3	2	2	2	82	Captiol Br. Crp.	—	EAST
8.0	7.6	8.4	6.8	6.7	4	WERC-AM <i>N/T</i>	960 5kw	6	—	8	7	6	5	82	Ameron	ABC	EAST
5.6	5.9	6.6	7.4	5.5	5	WZRR-FM <i>CR</i>	99.5 100kw	5	6	4	4	5	7	63	Dick	—	CHR
3.8	5.1	6.0	4.2	5.2	6	WODL-FM <i>Gold</i>	106.9 99kw	7	7	10	5	4	3	69	NewCity	ABC	KATZ
3.5	3.5	3.2	4.1	4.8	7	WAGG-AM <i>Rel</i>	1320 5kw	12	11	13	10	8	6	96	Balton & Willie	AURN	D&R
2.5	2.7	2.7	3.1	4.4	8	WAPI-AM <i>Nost</i>	1070 50(5)kw	11	—	20	18	16	10	87	Dick	WVO	CHR
5.2	4.4	3.4	4.9	4.4	8	WMXQ-FM <i>Hot AC</i>	94.5 98kw	4	4	5	6	7	11	51	Dick	—	CHR
4.6	3.8	3.5	3.3	3.9	10	WTUG-FM <i>Urban</i>	92.9 100kw	8	3	6	8	10	15	67	Radio South Inc.	AURN	EAST

12+ POPULATION: **785,100** (Black: N/A; Hispanic: 20.7%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.9	14.6	13.7	14.1	13.8	1	KASE-FM <i>City</i>	100.7 100kw	1	2	1	1	1	1	83	KVET, Inc.	—	KATZ
10.1	9.4	7.8	9.1	9.3	2	KHFI-FM <i>CHR</i>	96.7 100kw	2	1	2	3	3	10	63	Clear Channel	—	CHR
5.9	6.2	5.7	7.0	8.1	3	KLBJ-FM <i>Rock</i>	93.7 100kw	3	8	3	2	2	6	75	LBJ Company	—	EAST
6.3	6.5	7.9	7.3	6.8	4	KKMJ-FM <i>AC</i>	95.5 100kw	4	7	5	4	4	3	68	Amaturo	—	MMR
7.5	5.5	6.5	6.7	6.2	5	KLBJ-AM <i>N/T</i>	590 5(1)kw	6	11	14	9	7	2	69	LBJ Company	CBS	EAST
6.1	6.0	7.0	5.0	6.0	6	KVET-FM* <i>City</i>	98.1 100kw	6	5	4	5	5	5	65	Spur Br.	ABC	KATZ
3.2	3.9	2.7	5.0	4.8	7	KEYI-FM <i>Gold</i>	103.5 100kw	7	6	12	6	6	4	58	KVET, Inc.	—	CHR
4.6	4.6	4.9	3.0	3.4	8	KPEZ-FM <i>Rock</i>	102.3 20kw	8	—	7	7	9	8	48	Clear Channel	—	CHR
3.7	4.0	3.6	3.9	3.3	9	KGSR-FM <i>Prog</i>	107.1 46kw	11	—	8	8	8	7	66	Sinclair	—	D&R
2.8	3.4	3.5	2.8	2.8	10	KUTZ-FM <i>Rock</i>	98.9 18.5kw	10	4	6	10	11	17	53	Shamrock Com.	ABC	TOR

*Operates under an LMA with KVET Broadcasting.

12+ POPULATION: 776,400 (Black: 8.6%; Hispanic: 11.7%)

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SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.8	7.4	9.2	8.7	9.8	1	KJUL-FM <i>Nost</i>	104.3 24.5kw	4	14	17	13	6	2	110	Nevada Radio	WWO	K&P
5.6	7.6	7.8	7.3	8.7	2	KSNE-FM <i>AC</i>	106.5 100kw	1	12	7	1	1	1	83	Regent	—	—
8.7	9.1	8.7	7.3	6.7	3	KLUC-FM <i>CHR</i>	98.5 100kw	2	1	3	4	9	12	64	Nationwide	AP	MCG
6.1	6.7	7.8	9.0	6.7	4	KWNR-FM <i>Ctry</i>	95.5 100kw	6	7	8	3	2	3	81	George Tobin	WWO	BAN
5.6	4.9	6.6	6.2	5.6	5	KEDG-FM <i>Alt</i>	103.5 100kw	5	2	2	6	11	15	63	Radiovision	—	TOR
5.4	5.4	4.4	4.4	5.3	6	KOMP-FM <i>Rock</i>	92.3 100kw	9	4	1	2	4	13	79	Lotus	—	CHR
5.9	5.4	5.1	5.8	5.2	7	KMZQ-FM <i>AC</i>	100.5 100kw	3	6	4	5	5	6	56	Commonwealth	—	EAST
5.6	5.8	5.6	5.1	5.0	8	KFMS-FM <i>Ctry</i>	101.9 100kw	7	10	10	10	10	4	66	Regent	—	KATZ
5.4	4.7	4.1	4.0	4.8	9	KXTZ-FM <i>CHR</i>	94.1 100kw	8	3	9	8	7	7	65	Parker	—	—
4.4	5.2	3.4	2.9	4.6	10	KKLZ-FM <i>CR</i>	96.3 100kw	11	5	6	7	3	8	71	Max Radio	—	D&R

12+ POPULATION: 766,100 (Black: 28.8%; Hispanic: N/A)

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SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.4	12.3	11.7	10.0	10.0	1	WCDX-FM <i>Urban</i>	92.7 2.35kw	5	2	1	1	1	3	100	Sinclair	—	MMR
11.4	9.6	11.8	10.3	9.4	2	WKHK-FM <i>Ctry</i>	95.3 13kw	1	3	2	2	2	2	75	ABS Com.	WWO	BAN
6.8	5.3	8.7	8.3	8.8	3	WTVR-FM <i>AC</i>	98.1 50kw	3	11	8	3	3	1	83	Park	ABC	KATZ
12.0	9.9	8.8	10.6	7.9	4	WRVA-AM <i>FS</i>	1140 50kw	4	—	12	11	10	5	75	Clear Channel	CBS	KATZ
6.3	8.6	7.0	7.1	7.1	5	WRVQ-FM <i>CHR</i>	94.5 200kw	2	1	4	6	7	8	60	Clear Channel	ABC	KATZ
8.2	7.5	6.3	6.0	6.9	6	WPLZ-FM <i>Urban</i>	99.3 6kw	7	4	5	5	4	4	77	Sinclair	WWO	MMR
6.2	6.1	6.0	6.7	5.8	7	WRXL-FM <i>Rock</i>	102.1 20kw	6	5	3	4	6	9	58	Clear Channel	—	KATZ
6.1	6.5	5.7	5.3	5.4	8	WMXB-FM <i>AC</i>	103.7 20kw	9	9	7	7	5	6	69	Liberty	AP	MCG
3.2	3.9	3.0	2.8	4.0	9	WLEE-FM* <i>Gold</i>	96.5 50kw	8	8	9	8	8	7	49	Benchmark	—	CHR
4.5	5.8	5.0	4.5	3.8	10	WVGO-FM <i>Prog</i>	106.5 7.6kw	10	—	6	9	9	11	66	Benchmark	—	CHR

*Was WDCK-FM until mid-March.

12+ POPULATION: 744,800 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.9	11.2	12.2	12.8	12.2	1	WGNA-AF Cty	1460/107.7 5kw/12kw	2	4	2	1	1	1	92	Liberty	WWO	MCG
8.4	8.9	8.1	9.1	8.6	2	WGY-AM NT	810 50kw	3	7	11	8	5	3	76	Dame Media	ABC	MCG
7.1	6.0	8.2	6.8	8.5	3	WYJB-FM AC	95.5 12kw	5	6	7	5	3	2	81	Albany	—	TOR
10.2	9.7	8.9	9.3	8.4	4	WFLY-FM CHR	92.3 17kw	1	1	1	2	6	7	60	Albany	ABC	TOR
6.8	6.9	7.3	6.8	6.5	5	WPYX-FM Rock	106.5 15.5kw	4	5	3	4	4	6	58	Liberty	ABC	MCG
6.4	7.4	7.3	6.3	6.4	6	WRVE-FM AC	99.5 14.5kw	6	—	4	3	2	4	65	Dame Media	CBS	KATZ
5.9	6.3	5.1	4.8	5.7	7	WKLI-FM AC	100.9 6kw	7	11	6	6	7	5	66	Bendat Com.	—	CHR
3.2	3.8	3.9	2.9	4.8	8	WABY-AM Nost	1400 1kw	11	—	21	21	17	10	115	Bendat Com.	WWO	CHR
4.1	3.9	3.6	4.2	4.0	9	WQBJ/WQBK-FM* Alt	103.5/93.9 50kw/6kw	8	2	5	7	8	13	49	WQBK, Inc.	CBS	BAN
0.3	0.4	0.9	2.4	2.6	10	WROW-AM News	590 5(1)kw	10	—	23	15	14	8	57	Albany	CBS	TOR

*Switched to Alternative format in mid-July.

12+ POPULATION: 731,500 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.6	11.4	11.7	9.9	10.6	1	KSSK-FM AC	92.3 100kw	1	6	4	1	1	1	76	Patterson	—	EAST
7.8	7.3	10.3	9.5	8.8	2	KIKI-FM CHR	93.9 100kw	2	1	1	3	8	11	70	Henry	—	CHR
8.2	9.2	8.0	8.5	7.9	3	KSSK-AM AC	590 7.5kw	6	9	10	7	3	2	85	Patterson	—	EAST
9.6	8.7	8.8	9.0	7.6	4	KCCN-FM Misc	100.3 100kw	4	3	2	2	5	7	68	Diamondhead	—	BAN
8.2	7.1	6.1	5.6	6.5	5	KQMQ-AF CHR	690/93.1 10kw/54kw	3	2	3	4	7	10	55	Desert Com. II	—	KATZ
5.4	4.9	7.0	7.9	6.3	6	KRTR-FM AC	96.3 75kw	5	5	6	5	4	5	60	Ohana	—	KATZ
6.4	6.8	4.6	5.4	6.0	7	KINE-FM Misc	105.1 100kw	7	7	9	10	6	4	80	Diamondhead	—	BAN
7.5	7.3	6.1	4.0	5.5	8	KKLV-FM Gold	98.5 100kw	8	8	5	6	2	8	74	Henry	ABC	—
7.4	6.8	6.9	6.8	5.3	9	KUMU-FM B/EZ	94.7 100kw	9	—	14	13	12	3	79	John Hutton	—	BAN
3.2	3.3	3.3	4.0	3.9	10	KHVH-AM N/T	830 10kw	14	—	13	12	11	6	99	Henry	ABC	CHR

GREENVILLE-SPARTANBURG

12+ POPULATION: 689,600 (Black: 16.6%; Hispanic: N/A)

GREENVILLE-SPARTANBURG

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.4	18.1	17.9	15.7	17.9	1	WSSL-FM Ctry	100.5 100kw	1	2	1	1	1	1	101	SFX	WWO	MCG
7.4	9.0	8.3	11.2	9.8	2	WJMZ-FM Urban	107.3 100kw	6	1	3	3	5	5	115	ABS Com.	ABC	MMR
9.3	10.0	7.6	9.3	9.1	3	WESC-FM Ctry	92.5 100kw	2	5	6	5	3	2	71	Benchmark	ABC	BAN
9.6	9.6	8.3	9.3	8.3	4	WROQ-FM Rock	101.1 100kw	4	8	2	2	2	6	89	ABS Com.	ABC	BAN
8.3	8.6	8.0	8.5	7.9	5	WMI-FM AC	102.5 20kw	3	6	4	4	4	4	68	SFX	—	EAST
6.5	6.5	6.6	6.1	6.6	6	WSPA-FM AC	98.9 100kw	5	11	8	6	6	3	76	Spartan	—	CHR
3.8	3.0	4.8	2.8	3.8	7	WFBC-AM/WORD N/T	1330/910 5kw/3.6kw	10	—	10	10	7	7	90	Keymarket	WWO	KATZ
4.3	2.6	3.7	4.4	3.7	8	WXWX/WXWZ Alt	103.9/103.3 6kw/2.7kw	8	4	5	7	8	18	77	Greer	CBS	MMR
5.8	4.5	4.6	3.8	3.2	9	WFBC-FM Gold	93.7 100kw	7	3	9	9	11	11	48	Keymarket	ABC	KATZ
1.9	2.4	2.9	3.3	3.1	10	WMUU-FM B/EZ	94.5 100kw	11	—	14	11	10	8	75	WMUU, Inc.	AP	—

TULSA

12+ POPULATION: 641,700 (Black: N/A; Hispanic: N/A)

TULSA

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.4	12.1	12.8	12.4	11.9	1	KWEN-FM Ctry	95.5 96kw	1	3	1	1	1	1	90	NewCity	—	KATZ
8.0	7.1	9.0	7.3	7.9	2	KBEZ-FM AC	92.9 100kw	3	12	5	3	2	2	78	Renda	—	EAST
11.5	9.3	11.3	9.2	7.8	3	KRMG-AM FS	740 50(25)kw	2	13	12	10	7	3	75	NewCity	ABC	KATZ
7.8	7.8	8.5	6.8	6.8	4	KMOD-FM Rock	97.5 96kw	7	9	4	2	3	5	81	Clear Channel	—	CHR
1.9	1.8	2.2	6.3	6.2	5	KJSR-FM* CR	103.3 100kw	4	6	3	4	4	7	64	Central Br.	—	—
5.3	5.5	4.3	4.3	6.1	6	KMYZ-FM** Alt	104.1 70kw	6	2	2	5	10	14	70	Shamrock Com.	ABC	BAN
7.1	5.7	5.7	5.3	5.8	7	KHTT-FM CHR	106.9 100kw	5	1	7	7	9	10	65	Renda	—	EAST
4.0	6.0	5.4	4.4	5.4	8	KVOO-AM Ctry	1170 50kw	12	—	22	14	12	6	95	Great Empire	ABC	D&R
5.4	4.6	4.5	6.4	5.2	9	KVOO-FM Ctry	98.5 100kw	8	—	9	8	8	8	73	Great Empire	ABC	D&R
5.5	4.1	3.9	4.3	4.8	10	KRAV-FM AC	96.5 100kw	10	7	8	6	5	9	71	Kravis Co.	WWO	TUL

*Was KTFX-FM (Ctry) until January. **Was Rock formatted until March.

WILKES BARRE-SCRANTON

#61

WILKES BARRE

12+ POPULATION: 636,600 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.9	12.34	12.1	10.2	12.0	1	WKRZ-FM CHR	98.5 8.7kw	1	1	1	1	2	3	72	Keymarket	—	KATZ
9.5	8.1	9.3	9.1	9.8	2	WMGS-FM AC	92.9 5.3kw	3	3	4	2	1	1	109	Susquehanna	—	EAST
10.0	8.8	8.5	7.3	9.0	3	WGGY-FM Ctry	101.3 7kw	2	4	6	3	3	2	88	Keymarket	—	KATZ
6.3	6.8	4.7	4.5	5.2	4	WEZX-FM Rock	106.9 .8kw	5	7	2	4	4	4	84	Shamrock Com.	ABC	CHR
4.9	4.7	3.7	4.4	4.8	5	WARM-AM NT	590 5kw	6	—	17	14	9	5	81	Susquehanna	WWO	EAST
4.6	6.5	4.7	2.5	4.4	6	WZMT-FM Rock	97.9 26kw	7	9	3	5	5	9	77	4M Broadcasting	WWO	K&P
3.0	2.8	3.8	3.5	3.9	7	WBHT-FM CHR	97.1 .25kw	4	2	5	6	17	22	60	Susquehanna	—	EAST
2.7	3.4	4.5	7.5	3.6	8	WNAK-AM Nost	730 1kw	12	—	—	—	24	19	109	Seventy Three	WWO	K&P
4.1	4.1	3.8	5.0	3.1	9	WGBI/WILK NT	910/980 1(.5)kw/5(1)kw	8	—	19	19	13	8	67	Keymarket	CBS	KATZ
3.3	3.2	3.2	4.7	3.0	10	WBAX/WEJL Gold	1240/630 1kw/5kw	9	—	18	26	26	10	65	Shamrock Com.	ABC	CHR

TUCSON

#62

TUCSON

12+ POPULATION: 608,100 (Black: N/A; Hispanic: 24.1%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
14.4	13.4	14.0	13.5	12.4	1	KIIM-FM Ctry	99.5 93kw	1	5	1	1	1	1	85	Rex	—	KATZ
10.7	10.3	9.9	8.3	8.6	2	KKLD-FM AC	94.9 100kw	2	7	4	3	2	2	65	Behan	ABC	CBS
10.5	9.2	8.6	9.7	7.8	3	KLPX-FM Rock	96.1 100kw	4	3	2	2	4	6	72	Lotus	—	CHR
7.8	7.7	5.7	6.4	7.2	4	KRQQ-FM CHR	93.7 91kw	3	1	3	5	6	10	56	Prism	—	BAN
2.8	5.6	5.3	5.9	6.4	5	KKHG-FM CR	104.1 3kw	6	8	5	4	3	5	72	Apogee	—	CBS
6.2	6.9	6.1	7.3	6.4	5	KNST-AM NT	790 5(.5)kw	7	—	6	7	7	4	94	Prism	ABC	BAN
5.8	5.3	5.0	4.0	5.7	7	KWFM-FM Gold	92.9 90kw	5	—	8	6	5	3	53	Prism	CBS	BAN
2.3	4.4	3.0	3.6	3.2	8	KCEE-AM Nost	940 1(.25)kw	10	—	20	22	17	12	76	Prism	WWO	—
2.2	3.6	2.9	2.2	3.2	9	KOHT-FM Span	98.3 3kw	8	4	7	8	9	11	67	Cactus	CRC	LOTUS
3.3	2.7	3.1	3.4	2.8	10	KGVY-AM BBnd	1080 1kw	15	—	18	20	19	22	122	Joe Crystall	AP	K&P

12+ POPULATION: 604,700 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.6	10.8	10.8	13.1	11.5	1	WAEB-FM CHR	104.1 50kw	1	1	1	1	2	4	74	Commodore Media	—	KATZ
9.9	9.6	8.4	10.6	10.8	2	WLEV-FM AC	96.1 50kw	2	6	3	2	1	2	89	Tele-Media	—	MCG
13.0	11.6	12.0	9.3	9.4	3	WZZO-FM Rock	95.1 30kw	4	2	2	3	4	5	81	Commodore Media	—	KATZ
9.2	10.8	12.2	10.1	8.7	4	WFMZ-FM AC	100.7 17kw	5	—	8	5	5	3	89	Maranatha	—	TOR
7.3	7.2	6.7	6.6	7.5	5	WODE-FM Gold	99.9 50kw	3	8	5	4	3	1	62	Patterson	—	D&R
6.4	5.0	4.4	5.9	4.8	6	WAEB-AM N/T	790 3.6kw	6	—	18	8	.8	6	63	Commodore Media	WVO	KATZ
1.8	2.7	2.3	2.7	3.9	7	WKAP-AM* Nost	1470 5kw	10	—	—	32	25	7	123	HGF Media	ABC	KATZ
2.5	2.8	3.0	1.8	2.8	8	WXTU-FM Ctry	92.5 15.5kw	8	—	6	7	7	8	71	Beasley	WVO	D&R
2.4	1.7	2.7	2.6	2.2	9	WYSP-FM CR	94.1 16kw	7	—	4	6	6	11	56	Infinity	ABC	IRS
0.6	0.8	1.4	1.6	2.0	10	WRNJ-FM Ctry	107.1 3kw	9	—	10	9	9	9	53	Radio New Jersey	SMN	—

*Was WXKW-AM (Ctry) until the end of March.

12+ POPULATION: 586,800 (Black: N/A; Hispanic: 36.0%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.8	10.4	9.6	11.1	11.2	1	KBOS-FM CHR	94.9 16.5kw	1	1	1	1	1	6	86	Cencal	ABC	EAST
12.1	11.9	14.7	11.2	10.9	2	KMJ-AM N/T	580 5kw	2	—	8	6	2	1	101	Henry	WVO	KATZ
5.1	5.8	5.7	4.8	6.0	3	KRZR-FM Rock	103.7 50kw	5	2	2	2	6	13	78	Patterson	—	CHR
6.2	6.9	5.8	4.1	5.9	4	KSKS-FM Ctry	93.7 68kw	4	4	4	3	4	5	74	Henry	—	KATZ
1.1	3.5	4.4	5.6	5.0	5	KJWL-FM Nost	99.3 5kw	12	—	22	19	16	7	100	JSA Br.	WVO	—
4.2	4.5	3.1	4.3	4.8	6	KFSO-FM Gold	92.9 18.5kw	3	8	11	5	5	2	59	Americom	—	MCG
6.1	4.3	3.9	4.5	4.5	7	KNAX-FM Ctry	97.9 48kw	9	10	13	10	7	4	66	EBE	ABC	D&R
6.0	7.1	5.2	3.5	4.3	8	KOQO-A/F Span	790/101.9 52.5kw/2.25kw	10	3	3	8	9	14	77	KNCE Equinox	CRC	CAB
1.4	2.2	4.2	4.1	4.0	9	KEZL-FM NAC	96.7 25kw	14	—	9	4	3	3	86	Americom	—	MCG
4.4	4.5	3.2	3.0	3.6	10	KJFX-FM CR	95.7 17.5kw	7	7	6	7	8	11	51	Brown	—	CBS

12+ POPULATION: 584,400 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.3	9.8	9.7	9.5	10.1	1	WBCT-FM Ctry	93.7 320kw	3	4	2	2	1	2	91	Carl Lee	—	KATZ
8.2	8.1	8.5	9.0	9.4	2	WKLQ-FM Rock	94.5 50kw	1	2	1	1	2	9	79	Bloomington	ABC	BAN
8.3	7.0	8.8	7.8	8.1	3	WOOD-FM AC	105.7 265kw	2	5	5	3	3	1	71	United Artists	—	KATZ
6.8	7.7	8.3	7.8	7.2	4	WOOD-AM NT	1300 5kw	6	13	10	10	8	4	72	United Artists	WWO	KATZ
7.0	7.1	6.4	6.3	6.0	5	WLHT-FM AC	95.7 40kw	9	—	7	5	4	3	79	Liggett	—	EAST
4.4	5.4	5.8	6.5	5.6	6	WGRD-A/F* Alt	1410/97.9 1kw/13kw	4	3	3	6	7	10	51	Liggett	—	EAST
8.2	8.5	6.9	5.8	5.6	6	WLAV-FM CR	96.9 50kw	7	6	4	4	5	7	61	Bloomington	WWO	—
4.8	5.0	5.0	5.2	5.0	8	WSNX-FM CHR	104.5 50kw	5	1	6	9	12	17	49	Goodrich	WWO	KATZ
4.2	4.4	4.9	5.2	4.9	9	WCUZ-FM Ctry	101.3 50kw	8	9	8	8	9	6	56	Federated	ABC	CHR
4.7	4.1	5.1	4.2	4.5	10	WODJ-FM Gold	107.3 50kw	10	8	11	7	6	5	60	Goodrich	WWO	KATZ

*Was classified as CHR until June.

McALLEN-BROWNSVILLE

12+ POPULATION: 565,200 (Black: N/A; Hispanic: 87.2%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.5	10.2	12.0	12.4	14.3	1	KIWW-FM Span	96.1 100kw	1	4	1	1	1	1	84	Tichenor Media	—	KT-H
12.7	15.4	12.2	12.7	12.3	2	KBFM-FM CHR	104.1 100kw	2	1	2	2	4	7	72	Calendar	ABC	D&R
12.0	9.4	11.5	9.8	12.1	3	KGBT-AM Span	1530 50(10)kw	3	10	8	4	2	2	112	Tichenor Media	—	KATZ
8.9	9.1	8.7	9.8	9.2	4	KTEX-FM Ctry	100.3 100kw	4	5	3	3	3	3	86	Calendar	—	CHR
5.9	5.3	4.9	5.6	6.1	5	KTJN/KTJX Span	106.3/105.5 .53kw/3kw	6	2	7	7	6	5	69	La Nueva KBOR	—	CAB
3.2	4.6	3.8	8.9	5.8	6	KFRQ-FM* Rock	94.5 100kw	7	3	4	5	9	11	69	Signature	—	TOR
7.1	7.4	6.9	5.0	4.9	7	KVLY-FM AC	107.9 100kw	8	8	5	6	5	6	78	Tipple Com. Inc.	—	TOR
5.3	6.0	5.7	4.5	4.6	8	KKPS-FM Span	99.5 100kw	5	6	6	8	8	8	49	Rio Grande Part.	—	—
2.9	3.9	2.3	4.7	4.0	9	KQXX-FM Span	98.5 100kw	9	13	9	9	7	4	71	Gomez Group	—	LOTUS
1.7	1.7	1.9	1.4	2.2	10	KRGE-AM Span	1290 5kw	16	14	16	13	12	14	123	Sunbelt	—	—
0.5	0.3	0.6	1.0	2.2	10	XAAA-FM B/EZ	93.1 50kw	10	9	10	10	14	13	66	Estrellas Ed Oro	—	—

*Was Country formatted until January.

12+ POPULATION: 565,100 (Black: 9.7%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.6	5.3	7.0	6.7	8.2	1	WONE-FM <i>Rock</i>	97.5 12kw	1	4	1	1	1	5	83	Gordon-Thomas	—	CHR
5.9	5.9	6.5	6.0	7.4	2	WNIR-FM <i>Talk</i>	100.1 3kw	10	17	11	7	7	2	110	Media-Com, Inc.	CBS	K&P
7.0	8.3	7.5	7.6	6.7	3	WQMX-FM <i>City</i>	94.9 16kw	2	8	4	4	4	4	80	Gordon-Thomas	—	CHR
4.2	4.1	5.0	4.3	5.9	4	WAKR-AM <i>NT</i>	1590 5kw	9	—	22	18	15	7	82	Gordon-Thomas	WWO	CHR
5.1	5.4	4.7	5.0	5.5	5	WKDD-FM <i>Hot AC</i>	96.5 50kw	3	12	2	2	3	8	68	Barnstable	—	EAST
5.1	5.9	5.7	5.8	5.2	6	WMJI-FM <i>Gold</i>	105.7 16kw	5	16	14	5	2	1	67	OmniAmerica	WWO	KATZ
5.2	5.2	5.6	5.2	4.8	7	WGAR-FM <i>City</i>	99.5 50kw	8	10	7	9	8	6	67	Nationwide	—	MCG
5.7	4.8	4.2	4.1	4.8	7	WNCX-FM <i>CR</i>	98.5 16kw	4	15	3	3	5	11	60	Metroplex	ABC	MCG
5.5	6.8	5.7	5.7	4.3	9	WDOK-FM <i>AC</i>	102.1 12kw	6	—	15	8	6	3	55	Independent/Civ.	—	MMRE
2.4	3.4	3.1	3.2	3.8	10	WQAL-FM <i>Hot AC</i>	104.1 11kw	11	7	9	10	9	9	56	Fairfield Com.	WWO	BAN

12+ POPULATION: 555,200 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.0	11.7	11.1	9.2	10.4	1	WYYY-FM <i>AC</i>	94.5 100kw	2	3	1	1	1	2	76	NewCity	—	KATZ
11.4	10.6	10.0	9.5	9.4	2	WNTQ-FM <i>CHR</i>	93.1 97kw	1	1	3	3	5	6	63	Osborn	—	MCG
12.6	11.2	13.2	10.8	9.4	2	WSYR-AM <i>News</i>	570 5kw	3	—	10	8	6	1	70	NewCity	WWO	KATZ
11.0	9.8	8.4	8.3	8.0	4	WAQX-FM <i>Rock</i>	95.7 25kw	4	4	2	2	2	5	62	Pilot Com./Syracuse	ABC	BAN
6.1	6.5	6.0	8.5	7.5	5	WBBS-FM <i>City</i>	104.7 50kw	6	6	5	4	3	4	82	NewCity	—	KATZ
5.0	6.8	6.2	6.9	6.6	6	WSEN-FM <i>Gold</i>	92.1 25kw	5	—	6	5	4	3	71	Buckley	CBS	MCG
4.0	3.6	3.0	4.9	5.0	7	WKRL-FM <i>Rock</i>	100.9 6kw	7	2	4	6	9	14	80	Radio Corp.	ABC	EAST
7.2	4.8	5.3	3.1	3.6	8	WFBL-AM <i>Nost</i>	1050 2.5kw	11	—	—	22	18	10	86	Buckley	CNN	D&R
2.8	2.5	3.2	2.4	3.6	8	WHEN-FM <i>City</i>	107.9 50kw	8	—	11	10	10	8	72	Park	ABC	EAST
1.6	2.7	1.9	3.1	3.2	10	WTKW-FM <i>CR</i>	99.5 5.7kw	9	10	7	7	7	9	64	Radio Corp.	AP	TOR

12+ POPULATION: 534,000 (Black: N/A; Hispanic: 37.1%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.7	13.1	10.1	11.6	9.3	1	KRST-FM Ctry	92.3 22kw	1	4	2	1	1	1	72	Commonwealth	—	KATZ
9.2	10.1	9.3	9.5	8.7	2	KKOB-AM FS	770 50kw	3	9	10	7	4	1	86	Citadel	ABC	MCG
7.1	8.0	5.2	6.6	6.7	3	KKOB-FM AC	93.3 21.5kw	2	5	4	2	2	3	60	Citadel	—	MCG
7.1	7.0	6.1	6.4	6.2	4	KKSS-FM CHR	97.3 100kw	4	1	3	5	10	15	69	Sungroup	—	D&R
4.6	5.1	6.3	6.0	6.2	4	KMGA-FM AC	99.5 22.5kw	6	12	5	3	3	4	75	Citadel	WWO	CHR
5.1	3.3	5.3	3.9	5.4	6	KASY-FM Ctry	103.3 22.5kw	7	3	8	8	6	6	67	Ramar Com.	—	CHR
1.8	1.9	3.7	4.4	5.4	6	KTEG-FM Alt	107.9 22.5kw	5	2	1	4	13	22	62	Bengal	—	TOR
3.6	1.7	2.6	5.0	4.3	8	KHTZ-FM Gold	100.3 22.5kw	8	—	6	6	5	8	57	Bengal	—	TOR
3.1	3.9	3.6	4.2	4.3	8	KIVA-AM Nost	1310 5(.5)kw	14	—	—	27	27	12	114	Territorial	WWO	TOR
4.7	3.4	4.8	4.6	4.0	10	KHFM-FM Clas	96.3 20kw	11	—	16	15	9	5	71	NM Classical Radio	—	CMBS

12+ POPULATION: 531,200 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
30.9	24.8	28.3	27.0	24.8	1	WIVK-FM Ctry	107.7 91kw	1	3	1	1	1	1	100	Dick	ABC	KATZ
7.4	10.8	10.3	8.4	10.7	2	WEZK/WJXB AC	1240/97.5 1kw/100kw	2	4	5	3	2	2	85	South Central	—	D&R
8.6	8.6	9.0	8.4	10.0	3	WIMZ-FM CR	103.5 100kw	3	6	2	2	3	3	84	South Central	SOU	D&R
8.2	9.1	7.6	8.0	7.2	4	WOKI-FM Ctry	100.3 100kw	5	2	4	4	5	7	73	Radioak Inc.	ABC	TOR
3.3	5.3	5.5	5.2	6.2	5	WQBB-A/F Nost	1040/104.5 10kw/2kw	8	—	17	8	8	6	88	Sequoyah	CNN	ROS
4.8	3.5	4.6	4.4	6.2	5	WWST-FM CHR	93.1 2.4kw	4	1	3	5	7	9	60	Jacor	—	EAST
5.1	5.8	5.0	5.8	5.6	7	WIVK-AM Ctry	990 10kw	7	8	8	7	6	5	73	Dick	ABC	KATZ
8.4	7.6	4.9	6.4	5.1	8	WMYU-FM AC	102.1 15kw	6	7	6	6	4	4	55	Jacor	WWO	EAST
2.9	1.7	2.3	2.1	3.1	9	WJBZ-FM Rel	96.3 2.9kw	10	9	10	11	9	8	82	M&H Br	—	—
1.4	1.8	1.6	2.3	1.7	10	WNFZ-FM A*	94.3 2.5kw	9	5	7	9	14	19	38	Oak Ridge FM	—	TOR

*Was CHR formatted until March

#71

OMAHA-COUNCIL BLUFFS

OMAHA

12+ POPULATION: 522,800 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.6	10.6	13.5	9.5	9.6	1	KQKQ-FM CHR	98.5 100kw	1	1	2	2	7	8	66	Mitchell	—	KATZ
7.2	7.4	6.3	7.2	8.5	2	WOW-FM Ctry	94.1 100kw	8	5	6	7	4	1	97	Great Empire	ABC	TOR
6.4	7.3	5.0	7.2	8.0	3	KXKT-FM Ctry	103.7 100kw	6	3	3	5	6	5	89	Valley	—	BAN
10.0	8.3	8.0	9.2	7.6	4	KEZO-FM CR	92.3 100kw	5	10	1	1	3	11	77	Narragansett	—	TOR
6.6	6.6	9.6	6.5	6.8	5	KEFM-FM AC	96.1 100kw	2	4	7	4	2	3	58	Webster	—	MCG
7.0	6.6	6.0	4.2	6.6	6	KGOR-FM Gold	99.9 115kw	3	6	9	3	1	2	61	Henry	WWO	CHR
8.3	8.0	11.6	9.4	6.1	7	KFAB-AM N/T	1110 50kw	4	—	12	12	9	4	57	Henry	WWO	CHR
2.4	2.8	2.5	3.7	5.6	8	KGDE-FM* Alt	101.9 100kw	7	2	4	8	11	15	63	Mitchell.	—	KATZ
3.6	2.7	4.6	4.2	5.3	9	KKCD-FM CR	109.5 50kw	9	—	5	6	5	7	63	Journal Br.	—	EAST
5.7	6.4	4.6	6.1	4.4	10	KESY-FM AC	104.5 100kw	10	9	11	9	8	6	72	OMA, Inc.	ABC	D&R

*Was KYNN-FM (Ctry) until late-February

#72

EL PASO

EL PASO

12+ POPULATION: 521,700 (Black: N/A; Hispanic: 73.1%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.7	10.5	13.1	13.2	13.8	1	KPRR-FM CHR	102.1 100kw	1	1	2	3	5	5	79	Baton Rouge	—	D&R
11.4	12.8	14.3	10.5	13.0	2	KBNA-A/F Span	920/97.5 1(5)kw/100kw	2	3	3	1	1	1	96	Tichenor Media	—	KT-H
9.4	10.2	10.5	10.0	9.7	3	KLAQ-FM Rock	95.5 100kw	3	2	1	2	3	7	80	New Wave	—	BAN
9.8	9.6	10.3	10.9	8.8	4	KTSM-FM AC	99.9 100kw	4	6	5	4	2	2	77	Tri-State Media	—	CHR
9.8	10.5	9.6	5.8	8.3	5	KHEY-FM Ctry	96.3 100kw	5	5	4	6	6	4	63	US Radio	—	D&R
5.1	3.6	4.8	5.2	5.8	6	KOFX-FM Gold	92.3 100kw	6	9	9	5	4	3	82	ELP	WWO	MCG
5.1	4.5	3.1	4.4	5.1	7	KINT-FM AC	93.9 96kw	7	4	7	7	7	6	73	Del Norte	—	CAB
4.5	4.6	3.1	3.7	3.3	8	KAMZ-FM AC	93.1 100kw	8	8	6	8	8	13	52	New Wave	—	EAST
3.5	3.5	2.4	3.4	3.3	8	KSET-FM Ctry	94.7 100kw	9	14	8	9	9	10	78	Magic Media Inc.	—	D&R
1.4	2.3	2.2	3.4	2.6	10	KAMA-AM Span	750 10(1)kw	10	—	15	12	11	9	72	Pinnacle	—	CAB
5.2	3.6	3.8	3.8	2.6	10	KTSM-AM N/T	1380 5(5)kw	12	—	—	13	12	8	81	Tri-State Media	CBS	CHR

HARRISBURG-LEBANON-CARLISLE

#73

HARRISBURG

12+ POPULATION: 516,900 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
13.8	12.0	13.9	13.7	11.1	1	WNNK-FM CHR	104.1 22.5kw	1	1	2	2	2	3	74	Calendar	AP	MCG
9.0	8.3	7.1	7.4	10.5	2	WRVV-FM AC	97.3 17kw	2	7	1	1	1	2	102	Dame Media	—	MMR
8.7	8.8	9.6	9.1	9.1	3	WRKZ-FM Ctry	106.7 14kw	4	2	4	4	3	1	100	Tele-Media	ABC	TOR
8.4	8.2	9.0	8.2	8.2	4	WHP-AM Talk	580 5kw	5	—	11	7	6	5	80	Dame Media	CNN	MMR
7.2	5.8	5.9	4.9	6.4	5	WWKL-FM* Gold	99.3 25kw	3	8	9	5	4	4	67	Barnstable	WWO	D&R
8.4	8.6	6.1	7.9	6.1	6	WTPA-FM Rock	93.5 1.25kw	6	4	3	3	5	9	74	Quaker State	—	BAN
4.5	3.3	3.1	4.2	3.7	7	WROZ-FM AC	101.3 6.9kw	7	12	8	6	7	6	59	Hall	—	D&R
4.5	3.3	3.5	4.5	3.3	8	WHYL-AM Nost	960 5kw	10	—	—	28	18	11	78	Zeve	WWO	—
1.4	1.8	2.5	2.7	3.0	9	WYMJ-FM** AC	94.9 6kw	8	5	5	8	11	14	49	Barnstable	WWO	D&R
3.7	2.3	2.5	3.0	2.9	10	WCTX-FM B/EZ	92.1 3.3kw	14	—	22	16	13	7	111	Clinton	ABC	—

*WWKL-FM moved to 99.3 MHz and WYMJ-FM moved to 94.9 MHz in July. **Was WIMX-FM (CHR/Talk) until May.

TOLEDO

#74

TOLEDO

12+ POPULATION: 511,300 (Black: 11.0%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.5	12.2	12.8	13.4	10.2	1	WKKO-FM Ctry	99.9 50kw	2	4	5	3	1	1	81	Fritz	ABC	KATZ
11.1	0.8	8.2	7.6	9.2	2	WVKS-FM CHR	92.5 50kw	1	1	2	4	3	6	61	Noble	—	MCG
7.0	5.9	6.6	7.4	8.5	3	WWWM-FM AC	105.5 4.3kw	4	7	4	1	2	2	82	Midwestern	—	D&R
8.0	9.9	6.8	5.2	7.3	4	WIOT-FM Rock	104.7 50kw	3	5	1	1	5	7	68	Enterprise Media	SOU	EAST
7.6	6.9	6.8	7.0	7.0	5	WLQR-FM AC	101.5 19kw	7	—	7	6	6	3	85	Toledo Br	—	CHR
7.0	7.6	6.6	8.5	6.5	6	WSPD-AM N/T	1370 5kw	5	—	20	9	8	5	75	Toledo Br	CBS	CHR
4.1	4.5	4.2	4.5	5.4	7	WRON-FM Gold	93.5 4.1kw	6	9	10	7	7	4	65	ABS	WWO	KATZ
6.0	5.4	5.1	4.9	5.3	8	WXKR-FM CR	94.5 30kw	8	—	6	5	4	9	69	Venice	ABC	MMR
0.0	0.0	3.8	2.9	4.7	9	WBUZ-FM Rock	106.5 3kw	10	2	3	8	9	20	76	Toledo Radio	—	TOR
4.5	4.0	3.8	3.8	4.2	10	WJR-AM Ta'k	760 50kw	9	—	14	11	10	8	62	Cap Cities/ABC	ABC	KATZ

12+ POPULATION: 508,000 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.7	12.8	10.5	8.0	9.3	1	WPKX-FM City	97.9 2.2kw	6	8	3	4	2	1	99	Multi-Market	—	D&R
9.1	7.6	7.6	9.7	8.1	2	WHYN-FM AC	93.1 8.9kw	2	—	5	2	1	2	76	Radio Equity	—	MCG
10.4	10.1	10.0	6.4	7.8	3	WAQY-A/F CR	1600/102.1 5(2.5)kw/17kw	1	3	1	1	4	5	63	Saga	—	KATZ
7.8	9.3	6.7	7.1	7.6	4	WMAS-FM AC	94.7 50kw	3	7	6	3	3	3	72	Lappin	—	BAN
8.7	6.1	5.6	7.3	6.1	5	WHYN-AM FS	560 5(1)kw	5	12	14	10	5	4	64	Radio Equity	ABC	MCG
3.7	5.3	5.5	5.5	5.3	6	WMAS-AM Nost	1450 1kw	12	—	—	25	20	7	109	Lappin	WWO	BAN
5.3	5.7	6.1	4.7	4.8	7	WTIC-FM CHR	96.5 20kw	4	1	4	6	9	14	47	Chase	—	G/W
5.4	3.6	4.8	3.9	4.4	8	WAAF-FM Rock	107.3 18.5kw	7	2	2	5	10	20	70	Zapis	WWO	D&R
2.9	2.9	4.2	2.2	3.6	9	WRCH-FM AC	100.5 7.5kw	14	—	11	9	8	8	74	Amer. Radio Sys.	—	EAST
3.7	3.0	3.5	4.1	3.4	10	WNNZ-AM News	640 50(15)kw	10	—	18	16	12	9	59	Celia	CBS	—

12+ POPULATION: 506,700 (Black: 14.5%; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.3	10.7	9.8	1	WSTW-FM CHR	93.7 50kw	1	4	1	1	2	2	65	Steinman Stations	—	EAST
9.8	9.9	9.2	2	WJBR-FM AC	99.5 50kw	2	6	5	2	1	1	73	Commodore Media	AP	KATZ
4.3	4.0	5.6	3	WPLY-FM CHR	100.3 35kw	3	1	2	3	7	21	54	Greater Media Br.	—	CHR
4.0	4.1	5.1	4	WUSL-FM Urban	98.9 18kw	6	1	3	5	9	15	75	EZ	—	KATZ
4.3	3.8	4.4	5	WMMR-FM Rock	93.3 18kw	5	10	4	4	3	10	56	Group W	WWO	G/W
2.8	3.8	4.3	6	WDAS-FM UAC	105.3 16.5kw	11	8	7	6	4	3	83	Beasley	—	MCG
5.0	4.7	3.7	7	WILM-AM N/T	1450 1kw	8	—	24	18	16	9	58	Delaware	CBS	SAV
3.2	2.7	3.5	8	WDSF-FM City	94.7 50kw	10	—	11	9	6	4	65	Benchmark Radio	WWO	TOR
3.6	3.5	3.3	9	WDEL-AM N/T	1150 5kw	9	—	19	20	14	9	58	Steinman Stations	CNN	EAST
4.1	2.6	3.2	10	WXTU-FM City	92.5 15.5kw	14	7	13	10	11	7	70	Beasley	WWO	D&R

MONTEREY-SALINAS-SANTA CRUZ

#77

12+ POPULATION: 500,400 (Black: N/A; Hispanic: 28.3%)

MONTEREY

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METHO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.4	8.8	7.1	7.2	6.8	1	KGO-AM N/T	810 50kw	2	—	26	8	5	1	89	Cap Cities/ABC	ABC	BAN
9.1	7.9	7.0	5.6	5.7	2	KTOM-A/F Ctry	1380/100.7 5kw/1.4kw	3	10	2	3	1	3	79	Magic	ABC	KATZ
6.3	5.5	5.1	7.6	5.6	3	KDON-FM CHR	102.5 18.5kw	1	2	1	4	10	16	58	Henry	—	CHR
6.8	6.6	7.3	6.4	5.2	4	KWAV-FM AC	96.9 18kw	6	5	6	2	3	4	83	Buckley	AP	D&R
3.2	4.6	4.7	3.7	4.5	5	KBOQ-FM Clas	95.5 1.7kw	8	12	13	11	11	7	81	J&M Br.	—	—
2.6	2.3	3.7	2.8	4.3	6	KPIG-FM Prog	107.5 2.85kw	12	—	12	1	1	2	106	Radio Ranch	—	BAN
2.2	3.5	2.5	4.6	4.2	7	KYLD/KYLZ CHR	107.7/99.1 8.9kw/1.1kw	5	1	3	12	22	—	66	Crescent	AP	MMR
0.0	0.0	0.0	2.4	4.1	8	KLOK-FM Span	99.5 30kw	15	7	8	7	7	6	116	Metro Mix, Inc.	—	CAB
4.4	4.4	4.7	3.8	3.5	9	KBAY-FM AC	100.3 163kw	9	—	22	15	8	5	71	United	—	MMR
3.0	3.8	2.9	2.8	3.5	9	KRQC-FM CR	92.7 6.9kw	7	14	4	5	4	8	56	Henry	—	CHR
4.6	4.5	4.0	4.5	3.5	9	KUFY-FM CR	94.5 1.2kw	4	15	5	6	6	9	48	Kool	—	D&R

FT. MYERS-NAPLES-MARCO ISLAND

#78

12+ POPULATION: 480,100 (Black: N/A; Hispanic: 7.5%)

FT. MYERS-NAPLES

SPRING '94	FALL '94	SPRING '95	METHO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
0.0	0.0	10.6	1	WAVV-FM B/EZ	101.1 100kw	1	7	10	10	8	3	98	Alpine Br.	AP	TOR
0.0	0.0	10.3	2	WCKT-FM Ctry	107.1 25.5kw	3	2	2	2	2	1	98	Radio Equity	—	BAN
0.0	0.0	8.6	3	WINK-FM AC	96.9 100kw	2	9	3	3	3	4	81	Fort Myers Br.	—	MCG
0.0	0.0	8.0	4	WIXI-FM Nost	105.5 7.1kw	7	—	—	19	17	6	108	Amer. Br. Sys.	SMN	ROS
0.0	0.0	7.4	5	WARO-FM CR	94.5 100kw	4	—	4	1	1	2	81	Palmer	—	CHR
0.0	0.0	6.0	6	WRXK-FM Rock	96.1 100kw	6	5	1	4	4	9	74	Beasley	ABC	D&R
0.0	0.0	4.7	7	WWGR-FM Ctry	101.9 100kw	8	4	6	6	5	8	83	Renda	—	—
0.0	0.0	4.7	7	WXKB-FM CHR	103.9 100kw	5	1	5	5	7	13	57	Beasley	—	D&R
0.0	0.0	4.4	9	WINK-AM N/T	1240 1kw	11	—	14	11	10	7	96	Fort Myers Br.	CBS	MCG
0.0	0.0	3.4	10	WOLZ-FM Gold	95.3 97kw	9	—	—	8	6	5	66	Osborn	—	KATZ

SARASOTA-BRADENTON

SARASOTA-BRAD.

12+ POPULATION: 461,100 (Black: N/A; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.6	15.3	16.8	1	WUV-FM BEZ	103.3 100kw	1	6	11	8	6	1	101	Sunshine State	WVO	CHR
9.3	8.0	7.6	2	WHPT-FM Prog	102.5 100kw	3	—	2	2	1	2	97	Paxson	—	BAN
0.0	0.0	7.0	3	WYNF-FM Rock	107.9 46kw	5	8	1	1	2	9	94	New Wave	—	EAST
4.4	4.5	6.1	4	WFLA-AM NT	970 5kw	6	—	12	11	12	4	89	Jacor	ABC	EAST
3.7	3.4	5.3	5	WWRM-FM AC	94.9 100kw	4	—	8	4	3	3	67	Cox	—	CHR
4.4	5.8	4.5	6	WFLZ-FM CHR	93.3 100kw	2	1	3	3	8	11	55	Jacor	ABC	EAST
5.0	4.5	4.4	7	WCTQ-FM Ctry	92.1 6kw	7	5	5	5	4	5	77	Asterik	WVO	K&P
3.5	2.5	3.4	8	WRBQ-FM Ctry	104.7 100kw	10	3	6	7	7	8	84	Clear Channel	ABC	CHR
4.5	6.1	2.9	9	WSRZ-FM Gold	106.3 3.6kw	8	7	7	6	5	7	52	New Wave	—	EAST
2.2	2.2	2.6	10	WXTB-FM Rock	97.9 100kw	12	2	4	9	15	20	70	Citicasters	ABC	BAN

GREENVILLE-NEW BERN-JACKSONVILLE, NC

GREEN-BERN

12+ POPULATION: 459,500 (Black: 25.6%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
21.3	17.5	18.3	18.3	20.4	1	WRNS-AF Ctry	960/95.1 51kw/100kw	1	3	1	1	1	1	110	Pinnacle	ABC	MCG
15.2	17.7	13.3	15.6	13.3	2	WIKS-FM Urban	101.9 100kw	2	1	2	2	2	2	96	Taylor	ABC	D&R
8.3	5.4	8.6	9.0	7.7	3	WSFL-FM Rock	106.5 100kw	4	10	3	3	3	4	83	Beasley	WVO	D&R
4.1	4.5	4.6	5.2	6.6	4	WRHT-FM CHR	96.3 100kw	3	2	4	4	4	7	70	Eastern Carolina	—	—
3.1	3.0	2.9	3.8	4.1	5	WNCT-FM BEZ	107.9 100kw	5	7	7	8	7	5	58	Roy H. Park	ABC	MMR
5.2	4.8	3.6	3.8	3.9	6	WKJAWKOO Gold	101.1/98.7 31kw/100kw	7	—	12	6	5	3	69	Winfas of Virginia	WVO	D&R
5.6	5.4	4.6	3.9	3.7	7	WDLX-FM Hot AC	93.3 100kw	6	4	6	5	6	6	53	Tar Hill	ABC	BAN
4.3	3.9	2.9	1.7	2.8	8	WRDU-FM CR	106.1 100kw	12	—	5	7	8	22	77	HMW Com.	SOU	MMR
1.0	2.5	1.8	2.3	2.1	9	WKQT-FM AC	103.3 100kw	9	—	14	11	9	8	56	New East	WVO	CHR
1.4	1.8	2.6	1.8	1.9	10	WFYK-FM UAC	104.3 100kw	11	5	9	9	10	11	53	Osborn	SMN	D&R
1.9	0.6	1.3	0.7	1.9	10	WTND-FM Ctry	99.5 16.5kw	8	11	8	10	19	18	37	Taylor	WVO	D&R

12+ POPULATION: 447,200 (Black: 18.9%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.9	10.9	15.3	15.3	13.2	1	KSSN-FM <i>City</i>	95.7 92kw	1	5	3	2	1	1	87	Southern Skies	ABC	KATZ
11.4	11.7	11.6	9.8	9.2	2	KIPR-FM <i>Urban</i>	92.3 100kw	5	1	1	4	6	12	97	Cornerstone	ABC	BAN
7.4	7.7	8.2	9.0	8.6	3	KURB-AF <i>AC</i>	1250/98.5 2.5kw/99kw	2	2	4	3	2	4	66	GHB Radio Group	—	D&R
5.4	7.1	7.1	6.2	7.9	4	KMJX-FM <i>Rock</i>	105.1 79kw	6	6	2	1	3	6	87	US Radio	ABC	MCG
8.0	8.8	6.2	7.1	7.3	5	KARN-AM <i>NT</i>	920 5kw	4	—	11	10	8	3	74	Snider	CBS	KATZ
8.0	7.4	6.8	5.8	7.0	6	KDDK-FM <i>City</i>	100.3 44.2kw	3	3	5	5	4	5	63	US Radio	ABC	MCG
4.5	4.9	4.0	5.5	4.9	7	KOLL-FM <i>Gold</i>	94.9 96kw	7	7	14	7	5	2	68	Multi-Market	ABC	D&R
3.8	3.2	2.4	3.4	4.0	8	KMVK-FM <i>City</i>	106.7 16kw	9	4	8	9	10	13	65	Southern Skies	—	KATZ
4.0	4.9	4.6	4.1	3.9	9	KKPT-FM <i>Gold</i>	94.1 100kw	8	—	10	6	7	7	58	Signal Media	—	CHR
2.5	2.8	2.1	3.4	3.6	10	KYFX-FM <i>UAC</i>	99.5 3kw	11	14	7	8	9	10	76	Nomelec	CNN	—

12+ POPULATION: 446,600 (Black: 29.3%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
16.7	14.7	13.5	14.6	15.9	1	WYNK-FM <i>City</i>	101.5 100kw	1	7	2	1	1	1	93	Narragansett	ABC	TOR
11.6	11.7	14.7	9.7	10.8	2	KQXL-FM <i>Urban</i>	106.5 50kw	2	1	1	2	3	4	97	Citywide	AURN	BAN
8.4	10.1	10.5	8.1	9.5	3	WXOK-AM <i>UAC</i>	1460 5(1)kw	5	4	7	4	4	2	101	Citywide	AURN	BAN
8.4	6.9	6.8	6.0	7.0	4	KRVE-FM <i>AC</i>	96.1 43kw	4	12	3	3	2	3	70	McForhun, Inc.	—	KATZ
5.5	5.5	5.2	8.4	6.6	5	WFMF-FM <i>CHR</i>	102.5 100kw	3	1	4	6	7	9	62	Baton Rouge Br.	WWO	CHR
4.3	5.4	5.7	5.2	5.1	6	WJBO-AM <i>NT</i>	1150 5kw	8	—	11	13	9	7	68	Baton Rouge Br.	CBS	CHR
3.7	4.4	5.3	4.2	4.8	7	WKJN-FM <i>City</i>	103.3 100kw	6	6	9	6	5	6	53	Southern	WWO	EAST
4.4	5.4	2.7	6.3	4.3	8	WTGE-FM <i>Rock</i>	100.7 100kw	7	5	5	7	12	12	54	Vetter	—	EAST
3.6	3.5	2.3	2.2	3.7	9	WCKW-FM <i>Rock</i>	92.3 100kw	10	8	6	8	8	11	61	222 Corp.	—	BAN
4.3	3.1	2.4	3.7	3.7	9	WGGZ-FM <i>Gold</i>	98.1 100kw	9	—	14	9	6	5	57	Guaranty	WWO	KATZ

#83

CHARLESTON, SC

12+ POPULATION: 439,000 (Black: 29.0%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.9	11.0	13.7	11.6	13.2	1	WWWZ-FM Urban	93.3 50kw	1	1	2	1	2	3	107	Southern	AURN	D&R
10.1	7.5	9.8	8.8	11.4	2	WEZL-FM Ctry	103.5 100kw	2	4	3	3	1	1	98	Apollo	WWO	BAN
7.8	9.8	7.9	8.1	8.7	3	WAVF-FM Rock	96.1 100kw	3	3	1	2	3	8	94	Pritchard & Co.	—	CHR
7.9	5.9	6.8	5.7	7.0	4	WBUB-FM Ctry	107.5 100kw	5	2	4	4	5	6	87	Low Country Media	—	MCG
5.2	7.6	4.9	5.8	5.1	5	WTMA-AM NT	1250 5(1)kw	9	—	12	11	8	4	86	Wicks Radio Group	WWO	KATZ
3.8	3.8	4.5	5.4	4.9	6	WMGL-FM UAC	101.7 6.5kw	8	6	9	5	6	5	82	Southern	ABC	D&R
4.7	5.2	4.1	4.7	4.8	7	WXLY-FM Gold	102.5 100kw	6	11	13	6	4	2	68	Kenter	WWO	BAN
3.0	4.3	3.5	5.4	4.5	8	WSUY-FM AC	100.5 17.5kw	11	8	8	9	7	7	92	Wicks Radio Group	—	KATZ
6.1	6.7	5.7	5.8	4.4	9	WSSX-FM Hot AC	95.1 100kw	4	5	5	8	11	11	53	Wicks Radio Group	—	KATZ
3.8	3.9	3.8	2.9	3.8	10	WYBB-FM CR	98.1 50kw	10	—	6	7	10	13	66	L.M. Co.	—	EAST

#84

NEW BEDFORD-FALL RIVER

12+ POPULATION: 429,200 (Black: N/A; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.4	10.3	8.4	1	WHJY-FM Rock	94.1 50kw	2	7	1	1	1	5	80	Liberty	ABC	G/W
7.6	7.1	7.1	2	WWLI-FM AC	105.1 50kw	3	—	4	3	2	1	92	Tele-Media	—	TOR
5.4	5.3	6.9	3	WPRO-FM CHR	92.3 39kw	1	3	2	2	3	14	57	Tele-Media	ABC	MCG
3.5	4.0	5.1	4	WFHN-FM CHR	107.1 3kw	6	2	3	4	6	11	73	H&D	—	CHR
8.1	4.1	4.8	5	WCTK-FM Ctry	98.1 47kw	9	9	12	6	5	2	84	Hall	—	D&R
3.3	3.4	4.4	6	WWBB-FM Gold	101.5 13.5kw	4	—	7	5	4	4	60	Radio Equity	—	BAN
3.0	3.2	3.7	7	WBZ-AM News	1030 50kw	8	—	19	14	10	3	63	Group W	ABC	G/W
3.7	3.4	3.3	8	WBSM-AM NT	1420 5(1)kw	17	—	18	23	21	10	106	H&D	WWO	CHR
3.2	4.1	3.3	8	WSNE-FM AC	93.3 30kw	5	11	8	7	7	7	45	Liberty	—	EAST
1.3	2.5	2.9	10	WLKW-AM Nost	790 5kw	20	—	—	—	—	13	101	Tele-Media	—	TOR

12+ POPULATION: 415,200 (Black: N/A; Hispanic: 24.0%)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.6	11.6	13.1	1	KATM-FM City	103.3 50kw	1	4	1	1	1	2	111	Citadel	ABC	MCG
3.1	4.4	9.1	2	KQOD-FM Gold	100.1 6kw	3	9	6	3	2	1	91	Carson Group	—	EAST
6.6	8.8	6.9	3	KHOP-FM Rock	104.1 50kw	4	6	2	2	3	12	71	Fuller-Jeffery	—	CHR
9.2	7.5	6.0	4	KWIN-FM CHR	97.7 3kw	2	1	3	4	5	8	56	Front Line	—	MMR
5.7	4.9	3.9	5	KNBR-AM FS	680 50kw	8	—	13	5	4	3	75	Susquehanna	ABC	EAST
3.6	5.2	3.5	6	KCVR-AM Span	1570 5(.5)kw	12	5	4	6	8	9	104	Front Line	—	LOTUS
1.0	0.9	3.2	7	KDJK-FM Alt	95.1 29.5kw	7	2	5	9	10	19	58	Photosphere	CBS	BAN
4.5	3.6	3.2	7	KOSO-FM AC	93.1 2.95kw	5	12	8	7	6	4	55	Spacecom	—	KATZ
1.6	1.3	2.8	9	KVFX-FM CR	96.7 3kw	10	—	9	8	7	5	74	Community Pacific	—	—
2.9	2.4	2.5	10	KCBS-AM News	740 50kw	6	—	18	16	12	7	46	CBS	CBS	CBS
1.8	2.4	2.5	10	KSTN-FM Span	107.3 8.1kw	11	8	7	10	9	17	70	San Joaquin	ABC	—

12+ POPULATION: 414,500 (Black: 25.7%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
15.3	12.8	13.5	13.3	15.0	1	WBLX-FM Urban	92.9 100kw	1	1	1	1	1	2	139	Calendar	WWO	D&R
13.3	11.8	8.6	9.4	9.8	2	WKSJ-A/F City	1270/94.9 5kw/100kw	2	7	4	3	2	1	90	Pourtales	ABC	BAN
6.1	6.7	7.1	8.9	6.8	3	WABB-FM CHR	97.5 100kw	3	2	2	2	5	12	66	Dittman Group	ABC	CHR
5.5	5.1	5.1	5.5	5.7	5	WWRO-FM Gold	100.7 100kw	8	15	18	12	9	5	70	Capitol Br. LLC	ABC	KATZ
6.8	6.3	5.6	5.2	6.7	4	WNTM-AM NT	710 1(.5)kw	4	8	3	4	3	9	109	Coast Radio LC	CBS	KATZ
4.9	5.7	4.5	5.0	5.2	7	WGOK-AM Rel	900 1(.5)kw	6	5	5	5	4	3	107	Capitol Br. LLC	AURN	ROS
0.0	0.0	5.8	4.9	5.1	8	WMXC-FM Hot AC	99.9 100kw	5	4	8	7	7	5	69	Capitol Br. LLC	CBS	KATZ
3.5	5.7	4.1	4.7	5.5	6	WDWG-FM City	104.1 100kw	9	6	11	11	11	7	67	Roberds	—	KATZ
6.8	6.8	5.1	4.7	4.4	9	WDLT-FM UAC	98.3 40kw	7	9	7	6	6	8	82	United	WWO	TOR
0.6	0.6	0.0	1.1	3.5	10	WOWW-FM+ Alt	107.3 100kw	14	3	6	10	10	15	91	SunGroup	WWO	MCG

*Was Country-formatted until March.

#87

YOUNGSTOWN-WARREN

YOUNGSTOWN

12+ POPULATION: 413,900 (Black: 10.7%; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.1	12.2	13.4	1	WKBN-AM NT	570 5kw	4	—	9	8	8	3	122	WKBN Inc.	CBS	KATZ
13.8	13.4	12.5	2	WQXK-FM Ctry	105.1 88kw	2	3	3	1	2	2	99	Reach Radio	WWO	BAN
9.8	9.1	11.0	3	WHOT-FM CHR	101.1 25kw	1	1	1	2	3	5	70	Jet	—	CHR
8.1	7.3	9.2	4	WBBG-FM Gold	93.3 50kw	3	6	7	3	1	1	83	Conniosseur	—	CHR
8.5	7.9	6.8	5	WKBN-FM AC	98.9 5.9kw	5	—	4	5	5	4	67	WKBN Inc.	ABC	KATZ
8.1	5.5	6.7	6	WNCD-FM Rock	106.1 3kw	6	2	2	4	4	6	66	WN Br.	—	TOR
4.8	8.3	4.3	7	WRBP-FM Urban	101.9 3kw	8	4	6	6	6	7	96	Stop 26/Riverbend	SMN	EAST
4.4	5.1	3.9	8	WYFM-FM AC	102.9 44kw	7	—	5	7	7	8	58	Sharon	ABC	EAST
2.7	1.7	3.5	9	WSOM-AM Nost	600 1kw	9	—	—	—	—	12	94	Lincoln Group	—	BAN
0.1	0.1	2.8	10	WNIO-AM* Nost	1540 .5kw	14	—	18	13	10	9	117	WN Br.	ABC	EAST

*Was WFNE-AM (Comedy) until late April.

#88

WICHITA

WICHITA

12+ POPULATION: 412,900 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.2	8.6	11.0	12.1	11.6	1	KFDI-FM Ctry	101.3 100kw	1	9	8	4	2	1	83	Great Empire	ABC	TOR
12.0	10.7	10.0	9.0	9.3	2	KZSN-FM Ctry	102.1 100kw	2	4	3	1	1	2	71	Southern Skies	—	KATZ
9.4	10.0	10.3	9.3	8.2	3	KKRD-FM CHR	107.3 100kw	3	1	4	2	5	6	65	Price	—	D&R
7.3	6.6	4.7	5.6	5.9	4	KICT-FM Rock	95.1 100kw	7	5	1	3	7	13	75	Great Empire	ABC	MCG
3.0	3.6	3.3	4.2	5.9	4	KYQQ-FM Ctry	106.5 100kw	5	3	2	6	12	16	70	Lesso, Inc.	ABC	BAN
0.9	5.1	4.4	3.9	5.4	6	KDLE-FM Urban	93.9 25kw	15	2	7	9	8	8	117	Gary Violet	—	—
5.5	5.6	5.4	6.3	5.4	6	KFDI-AM Ctry	1070 10(1)kw	10	—	15	14	14	5	87	Great Empire	ABC	TOR
6.6	6.9	6.2	4.3	5.3	8	KRBB-FM AC	97.9 100kw	8	—	6	7	3	4	75	Marathon	—	CHR
7.6	6.1	6.7	5.7	5.3	8	KRZZ-FM Rock	96.3 100kw	6	6	5	5	6	12	63	Price	—	D&R
7.0	5.1	7.5	6.3	4.8	10	KEYN-FM Gold	103.7 100kw	4	—	12	8	4	3	54	Pourtales	—	EAST

12+ POPULATION: **412,500** (Black: N/A; Hispanic: 30.8%)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
13.5	16.0	16.7	12.6	15.6	1	1	KUZZ-FM <i>City</i>	107.9 5.8kw	1	2	1	1	1	1	93	Buck Owens	—	KATZ
10.4	7.4	8.7	10.9	10.4	2	2	KKXX-FM <i>CHR</i>	105.3 35kw	2	1	2	2	2	4	78	Grapevine	—	BAN
8.4	7.0	8.1	7.1	6.7	3	3	KERN-AM <i>NT</i>	1410 1kw	5	—	7	4	3	2	91	Amer. Gen. Media	ABC	CHR
7.5	8.2	7.8	9.3	6.3	4	4	KRAB-FM <i>Rock</i>	106.3 3.9kw	3	3	3	3	6	11	62	Double D	CBS	BAN
4.3	5.7	3.9	3.2	5.4	5	5	KERN-FM <i>Gold</i>	94.1 4.5kw	4	7	8	5	4	3	68	Amer. Gen. Media	—	CHR
6.6	5.1	4.1	5.8	4.6	6	6	KGFM-FM <i>AC</i>	101.5 4.8kw	6	8	5	6	5	5	66	Kern	—	CHR
5.3	6.2	4.5	3.6	4.4	7	7	KIWI-FM <i>Clas</i>	92.1 6kw	9	4	4	7	10	7	91	KMAP Inc.	—	CMBS
0.9	0.0	0.9	3.0	2.9	8	8	KKBB-FM <i>CR</i>	99.3 1.2kw	10	9	6	8	7	13	63	Buckley	WWO	D&R
3.7	4.7	3.3	4.9	2.8	9	9	KLLY-FM <i>AC</i>	95.3 12.5kw	7	10	10	9	9	8	49	Buckley	AP	D&R
2.6	1.9	1.1	2.4	2.6	10	10	KNZR-AM <i>News</i>	1560 10kw	8	—	21	10	8	6	53	Buckley	CNN	D&R
2.2	1.4	3.2	1.7	2.6	10	10	KWAC-AM <i>Span</i>	1490 1kw	14	—	16	16	13	9	95	KMAP Inc.	—	LOTUS

12+ POPULATION: **410,600** (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP. FIRM
12.4	14.0	14.0	13.6	17.3	1	1	KGGO-FM <i>Rock</i>	94.9 100kw	1	1	1	1	1	3	96	Community Pacific	SOU	EAST
15.3	14.4	14.8	13.8	14.1	2	2	WHO-AM <i>NT</i>	1040 50kw	2	10	7	4	3	1	94	Palmer	ABC	CHR
16.0	12.6	11.3	12.8	12.9	3	3	KJJY-FM <i>City</i>	92.5 41kw	3	7	3	2	2	2	87	Fuller-Jeffrey	—	MCG
7.5	10.4	8.7	7.5	7.4	4	4	KSTZ-FM <i>Hot AC</i>	102.5 100kw	4	2	4	5	5	6	50	Saga	—	KATZ
4.6	4.8	4.9	6.1	6.9	5	5	KFMG-FM <i>Prog</i>	103.3 100kw	7	5	2	3	4	8	90	Intergalatic	—	—
6.6	4.6	6.0	6.6	6.0	6	6	KIOA-FM <i>Gold</i>	93.3 100kw	5	3	9	7	7	4	55	Saga	ABC	KATZ
7.3	8.8	6.5	5.9	6.0	6	6	KLYF-FM <i>Hot AC</i>	100.3 100kw	6	4	5	6	6	5	56	Palmer	—	CHR
6.5	4.0	5.5	4.6	4.8	8	8	KRNT-AM <i>Nost</i>	1350 5kw	8	—	15	14	10	7	78	Saga	CBS	KATZ
3.1	2.0	2.7	3.9	3.1	9	9	KRUU-FM <i>City</i>	98.3 50kw	10	8	6	8	8	11	59	Ingstead	—	MCG
3.7	4.4	3.5	3.9	2.7	10	10	KHKI-FM <i>City</i>	97.3 115kw	9	6	8	9	9	9	50	Community Pacific	WWO	EAST

#91

COLUMBIA, SC

12+ POPULATION: 398,600 (Black: 29.9%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
17.1	17.7	16.4	17.5	17.6	1	WWDM-FM Urban	101.3 100kw	1	1	1	1	1	2	123	Radio Equity	ABC	D&R
12.2	10.6	13.1	13.2	11.9	2	WCOS-AF Ctry	1400/97.5 1kw/100kw	3	4	3	3	2	1	93	Benchmark	ABC	KATZ
8.3	6.5	9.8	8.0	9.1	3	WNOK-FM CHR	104.7 100kw	2	2	2	2	4	6	68	HMW	ABC	KATZ
7.9	6.3	7.4	6.7	7.4	4	WTCB-FM AC	106.7 100kw	4	7	5	4	3	3	73	Bloomington	—	CHR
5.6	6.8	4.3	5.1	6.7	5	WSCQ-FM Nost	100.1 5.9kw	10	—	15	18	12	8	104	Congaree	CBS	EAST
5.9	4.4	5.1	7.7	5.6	6	WFMV-FM Rel	95.3 3kw	7	6	7	5	5	4	80	Glory	CNN	—
5.3	7.4	7.9	5.1	4.8	7	WVOC-AM NT	560 5kw	9	—	9	9	8	7	73	Benchmark	WVO	BAN
5.3	3.9	4.9	4.8	4.6	8	WARQ-FM Rock	93.5 2.8kw	6	3	4	7	9	12	61	Nichols Bank	—	BAN
5.1	7.7	5.2	5.1	4.3	9	WMFX-FM CR	102.3 6kw	5	—	6	6	6	9	48	Emerald Mark	—	D&R
5.4	4.2	6.0	5.3	4.2	10	WOMG-FM Gold	103.1 3kw	8	—	—	8	7	5	60	Bloomington	—	—

#92

SPOKANE, WA

12+ POPULATION: 391,800 (Black: N/A; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
8.9	11.0	10.0	8.4	10.5	1	KDRK-FM Ctry	93.7 56kw	2	2	2	2	1	2	94	Citadel	—	MCG
9.2	7.2	6.4	9.6	9.9	2	KZZU-FM CHR	92.9 85kw	1	1	3	3	5	10	70	Highsmith	—	CHR
10.8	9.8	7.7	7.4	9.3	3	KKZX-FM CR	98.9 100kw	3	8	1	1	2	3	89	Pourtales Holdings	—	—
8.0	7.0	7.4	5.1	7.4	4	KEYF-AF Gold	1050/101.1 5kw/100kw	5	3	8	5	3	1	73	Pourtales Holdings	—	MMR
8.0	8.0	7.7	6.8	6.7	5	KISC-FM AC	98.1 94kw	6	4	5	4	4	5	69	Silverado	—	MMR
5.1	5.3	5.1	6.1	6.4	6	KXLY-FM AC	99.9 37kw	4	11	7	7	6	4	62	Spokane Tele.	—	TOR
4.4	5.7	6.4	6.5	6.1	7	KAQQ-AM Nost	590 5kw	10	—	—	16	13	7	106	Silverado	WVO	MMR
6.2	6.5	4.4	6.3	4.7	8	KEZE-FM Rock	105.7 100kw	8	10	4	6	7	12	72	Citadel	—	CHR
4.6	2.7	4.6	3.5	4.4	9	KCDA-FM Ctry	103.1 2.37kw	12	—	12	12	11	6	95	Rook	SMN	MMR
3.1	5.5	4.8	6.5	4.3	10	KGA-AM NT	1510 50kw	11	—	13	10	9	8	82	Citadel	ABC	EAST
3.6	4.8	6.1	7.7	4.3	10	KNFR-FM Ctry	96.1 56kw	7	9	9	8	8	9	57	Silverado	WVO	MMR

12+ POPULATION: 387,700 (Black: 12.6; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
9.1	8.1	8.1	1	WPLR-FM Rock	99.1 14.1kw	2	9	1	1	1	5	75	Multi-Market	—	EAST
6.4	8.9	6.9	2	WEZN-FM AC	99.9 27.5kw	4	7	5	3	3	2	75	NewCity	—	KATZ
8.4	5.9	6.9	2	WKCI-FM CHR	101.3 10kw	1	1	3	2	5	8	54	Clear Channel	—	MCG
6.5	6.7	5.8	4	WELI-AM FS	960 5kw	3	—	17	15	10	7	61	Clear Channel	CBS	MCG
5.6	5.6	5.5	5	WDRC-FM Gold	102.9 19.5kw	8	5	9	5	2	1	81	Buckley	—	MCG
5.2	4.9	5.1	6	WFAN-AM Sports	660 50kw	6	—	10	8	4	3	68	Infinity	WWO	IRS
3.0	4.0	5.0	7	WYBC-FM UAC	94.3 1.7kw	10	3	2	4	8	14	77	Yale	SMN	EAST
1.2	1.3	4.1	8	WMRQ-FM Alt	104.1 18kw	7	2	4	6	11	15	60	Liberty	CBS	MCG
6.7	4.6	4.1	8	WWYZ-FM Ctry	92.5 17kw	13	—	15	12	9	3	88	WWYZ, Inc.	WWO	BAN
2.6	2.2	3.8	10	WZMX-FM Gold	93.7 21kw	11	—	6	7	6	9	59	Amer. Radio Sys.	—	KATZ

JOHNSON CITY-KINGSPORT-BRISTOL

12+ POPULATION: 387,400 (Black: N/A; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
32.4	33.2	31.0	1	WXBQ-FM Ctry	96.9 67kw	1	1	1	1	1	1	101	Bristol	ABC	CHR
10.7	10.0	12.6	2	WQUT-FM CR	101.5 100kw	3	2	2	2	2	5	80	Bloomington	WWO	KATZ
12.8	12.6	11.4	3	WTFM-FM AC	98.5 74kw	2	3	3	3	3	2	68	Glenwood	ABC	EAST
2.9	7.1	6.0	4	WAEZ-FM AC	99.3 3.8kw	4	4	5	4	4	3	65	Tri-City Br.	WWO	—
4.8	2.9	4.1	5	WJCW-AM Talk	910 5(1)kw	5	—	7	7	6	6	63	Bloomington	WWO	KATZ
3.5	1.9	3.6	6	WKOS-FM Gold	104.9 2.75kw	6	7	8	6	5	4	61	Bloomington	WWO	KATZ
3.0	2.3	2.9	7	WIMZ-FM CR	103.5 100kw	7	6	4	5	7	12	54	South Central	SOU	D&R
3.0	2.6	2.8	8	WKPT-AM Nost	1400 1kw	9	—	—	19	14	7	77	Glenwood	ABC	KATZ
0.8	0.8	1.9	9	WBEJ-AM Ctry	1240 1kw	14	—	—	12	13	10	89	C B Radio	CNN	—
0.8	1.0	1.7	10	WXBQ-AM Talk	980 5(1)kw	8	—	12	10	11	9	45	Bristol	ABC	CHR

#95 FT. WAYNE

F T. WAYNE

12+ POPULATION: 385,700 (Black: N/A; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
11.2	9.9	11.5	1	WJFI-FM AC	95.1 39kw	2	4	2	1	1	1	94	Sarkes Tarzian	—	KATZ
5.6	8.6	10.1	2	WQHK-FM Ctry	105.1 13.5kw	1	2	3	2	2	3	81	Federated	—	CHR
1.9	1.9	7.2	3	WFWI-FM CR	92.3 2.7kw	5	10	1	3	3	8	78	Edgewater Radio	—	TOR
9.8	7.2	7.0	4	WBYR-FM CR	98.9 50kw	4	6	4	4	4	6	70	Regional Radio	—	EAST
7.5	10.1	6.3	5	WBTU-FM Ctry	93.3 50kw	9	5	7	7	5	4	73	Regional Radio	WVO	EAST
5.6	5.8	5.4	6	WLDE-FM Gold	101.7 3kw	7	9	10	8	6	2	61	Taylor	—	KATZ
6.7	6.6	5.4	7	WOWO-AM FS	1190 50kw	6	—	12	11	9	5	60	Inner City	CBS	KATZ
6.7	4.8	5.0	8	WEXI/WXKE* Rock	102.9/103.9 3kw/3kw	10	7	5	5	7	10	76	Taylor	—	D&R
7.0	5.4	5.0	8	WMEE-FM Hot AC	97.3 26kw	3	3	6	6	8	9	48	Federated	ABC	CHR
6.2	6.6	4.3	10	WDJB-FM CHR	106.3 3kw	8	1	9	10	10	14	49	RIP Inc.	—	BAN

*WEXI was WOWO-FM (FS) until March.

#96 DAYTONA BEACH

DAYTONA BEACH

12+ POPULATION: 380,200 (Black: 7.7%; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
12.2	11.1	9.7	1	WMGF-FM AC	107.7 100kw	1	7	8	1	1	1	94	Paxson	—	BAN
6.0	5.7	7.0	2	WOCL-FM Gold	105.9 100kw	3	9	13	10	3	2	83	American Media	AP	CHR
6.5	7.3	6.6	3	WGNE-FM Ctry	98.1 100kw	2	4	7	8	5	3	69	Southern Starr	—	BAN
3.5	4.5	5.9	4	WJHM-FM Urban	101.9 28kw	8	1	3	4	8	9	89	Beasley	—	D&R
5.4	5.0	5.5	5	WOMX-FM AC	105.1 100kw	7	12	5	3	2	4	82	Nationwide	—	MCG
3.2	4.0	5.5	5	WWKA-FM Ctry	92.3 100kw	6	11	11	12	11	5	75	NewCity	—	KATZ
6.4	4.8	5.3	7	WR0D-AM Nost	1340 1kw	11	—	—	—	—	20	96	LaPaz	ABC	REG
4.9	7.8	5.1	8	WJRR-FM* Alt	101.1 100kw	4	3	1	2	10	15	63	Paxson	—	BAN
2.1	4.2	4.5	9	WTKS-FM Talk	104.1 100kw	9	—	6	6	4	6	74	Press Br.	AP	MCG
3.7	3.6	4.2	10	WDIZ-FM Rock	100.3 100kw	10	8	2	5	7	16	73	Shamrock Com.	ABC	MMR

*Was Rock formatted until June.

12+ POPULATION: 377,300 (Black: 12.8%; Hispanic: N/A)

SPRING '94	SUMMER '94	FALL '94	WINTER '95	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
23.5	22.9	20.5	22.9	20.2	1	WUSY-FM Ctry	100.7 100kw	1	2	2	1	1	1	90	Colonial	WWO	KATZ
7.9	9.8	8.8	9.8	9.6	2	WDEF-FM AC	92.3 100kw	2	9	6	3	3	2	78	Park	CBS	EAST
5.5	7.7	7.6	7.1	9.2	3	WSKZ-FM CR	106.5 100kw	3	7	1	2	2	3	78	Bloomington	—	CHR
8.2	8.4	9.3	6.6	5.8	4	WJTT-FM Urban	94.3 3kw	7	3	4	4	5	7	85	Jettcom	—	D&R
0.0	0.0	1.9	5.0	5.3	5	WZST-FM CHR	98.1 1kw	5	1	3	6	9	17	71	Wicks	—	—
5.8	5.2	4.5	4.0	4.6	6	WLMX-FM AC	105.5 1.55kw	8	6	7	5	4	4	68	Chattanooga	ABC	MCG
4.0	3.6	4.5	4.5	4.1	7	WDOD-FM Ctry	96.5 100kw	4	4	9	8	7	6	45	Bahakel	WWO	BAN
2.7	2.1	2.5	1.4	3.8	8	WDOD-AM Ctry	1310 5kw	11	—	16	16	17	10	120	Bahakel	SMN	BAN
3.6	3.2	3.2	3.4	3.2	9	WKXJ-FM AC	97.3 16kw	6	—	5	7	10	11	47	Marson	—	ROS
2.4	2.5	2.9	3.1	3.1	10	WNOO-AM Rel	1260 5kw	13	—	11	12	8	8	108	Pye	AURN	BAN

MELBOURNE-TITUSVILLE-COCOA, FL

12+ POPULATION: 377,100 (Black: N/A; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
7.1	7.6	9.9	1	WWKA-FM Ctry	92.3 100kw	1	7	3	2	1	1	85	NewCity	—	KATZ
8.5	9.7	9.4	2	WMMB-AM Nost	1240 1kw	7	—	—	—	24	8	125	City Br.	WWO	TOR
6.8	7.1	6.5	3	WJRR-FM Alt	101.1 100kw	3	3	1	1	6	7	65	Paxson	—	BAN
5.0	5.9	6.0	4	WLRQ-FM AC	99.3 50kw	4	10	6	4	1	2	65	Superior	—	EAST
5.6	6.2	5.7	5	WAOA-FM CHR	107.1 100kw	2	1	4	6	8	12	55	Silicon East	—	TOR
4.6	2.6	5.0	6	WDIZ-FM Rock	100.3 100kw	8	8	2	3	4	14	70	Shamrock Com.	ABC	MMR
7.1	4.3	4.9	7	WHTQ-FM CR	96.5 100kw	6	5	7	5	1	4	63	TK	—	EAST
4.5	4.4	4.7	8	WOMX-FM AC	105.1 100kw	5	—	5	7	5	9	53	Nationwide	—	MCG
5.0	5.4	4.5	9	WHKR-FM Ctry	102.7 50kw	10	9	10	9	9	3	72	Roper	—	EAST
4.5	3.3	3.9	10	WTKS-FM Talk	104.1 100kw	9	—	8	8	7	11	54	Press Br.	AP	MCG

#99

LAFAYETTE

LAFAYETTE, LA

12+ POPULATION: 374,600 (Black: 25.5%; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
10.4	13.5	13.8	1	KXKC-FM Ctry	99.1 100kw	2	2	2	1	1	1	112	Donald Bonin	—	KATZ
8.6	8.0	10.6	2	KSMB-FM CHR	94.5 100kw	1	1	1	2	3	9	79	Media Properties	ABC	BAN
7.3	6.8	6.9	3	KTDY-FM AC	99.9 100kw	3	9	4	3	2	2	77	Com. Corp.	—	CHR
2.7	6.9	6.3	4	KFZ-FM Urban	106.3 100kw	5	3	3	4	4	5	81	Citywide	ABC	D&R
4.3	6.5	5.8	5	KJCB-AM Urban	770 1kw	7	6	7	5	5	3	90	R&M Broadcasting	AURN	K&P
8.2	6.6	5.7	6	KMDL-FM Ctry	97.3 42kw	4	8	8	7	6	6	69	M A Broadcasting	AP	BAN
6.1	4.0	4.8	7	KVOL-FM UAC	105.9 3.2kw	9	5	12	6	7	4	83	Cavaness	SMN	D&R
7.8	6.5	4.5	8	WYNK-FM Ctry	101.5 100kw	6	13	10	8	8	8	61	Narragansett	ABC	TOR
4.7	2.5	4.2	9	KNEK-FM Urban	104.7 3kw	10	4	9	13	14	15	93	Dee Br.	—	K&P
6.2	3.2	3.1	10	WTGE-FM Rock	100.7 100kw	8	7	5	10	12	18	53	Vetter	ABC	EAST

#100

ROANOKE-LYNCHBURG

ROANOKE

12+ POPULATION: 374,100 (Black: 14.7%; Hispanic: N/A)

SPRING '94	FALL '94	SPRING '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NETWORK	NATIONAL REP FIRM
18.8	13.8	13.9	1	WYYD-FM Ctry	107.9 20.5kw	1	4	4	2	1	1	94	Benchmark	ABC	MCG
8.5	7.4	9.5	2	WROV-FM Rock	96.3 14kw	3	3	1	1	2	3	87	Weil Enterprises	ABC	CHR
9.7	9.4	9.4	3	WLYK/WXLK CHR	100.1/92.3 20kw/93kw	2	1	3	4	5	4	65	Cebe Investments	CNN	MCG
6.2	6.9	9.0	4	WJJS/WJJX CHR	106.1/101.7 5.8kw/3.4kw	5	2	2	3	4	6	98	Virginia Network	—	K&P
5.9	6.6	6.8	5	WSLQ-FM AC	99.1 200kw	4	8	6	5	3	2	65	Mel Wheeler	—	KATZ
5.9	7.2	5.9	6	WJLM-FM Ctry	93.5 6kw	7	5	5	6	6	8	76	WRIS, Inc.	WVO	TOR
6.9	8.5	5.0	7	WPVR-FM AC	94.9 100kw	6	—	7	7	8	6	60	Jim Gibbons	—	TOR
6.5	4.3	4.0	8	WFIR-AM FS	960 5kw	8	—	8	9	9	9	66	Jim Gibbons	CBS	TOR
4.2	3.1	3.8	9	WSLC-AM AC	610 5(1)kw	10	—	—	10	10	5	108	Mel Wheeler	WVO	KATZ
3.7	3.3	2.9	10	WLDJ/WRDJ Urban	102.7/105.3 22kw/2.85kw	9	7	9	8	7	10	51	Virginia Network	—	—



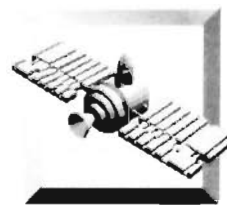
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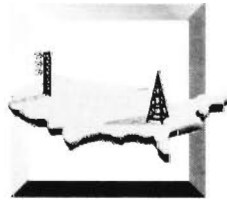
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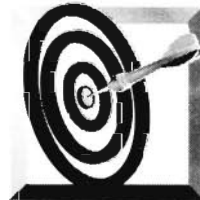
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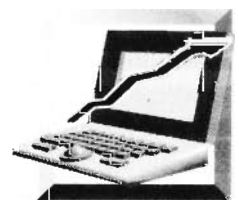
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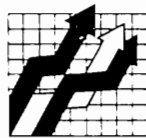


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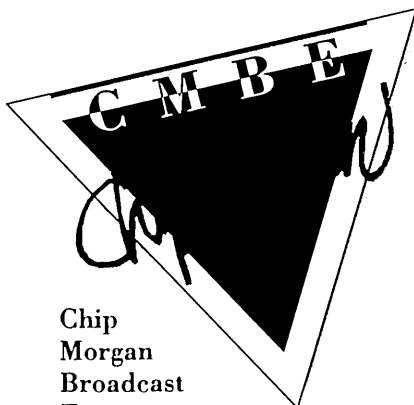
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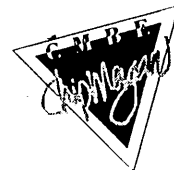
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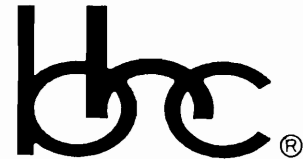
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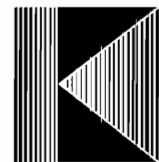
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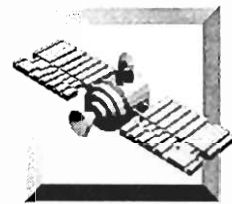
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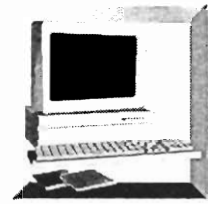
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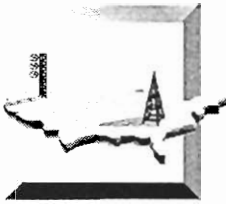
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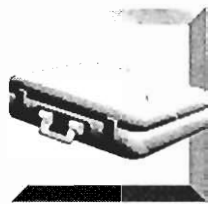
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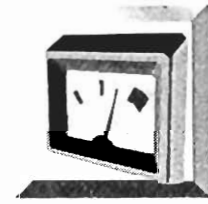
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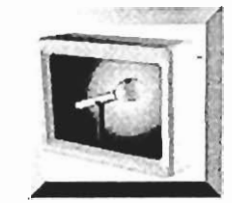
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