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VOLUME 1/1998

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83	Buffalo-Niagara Falls (41)
118	Charleston, SC (97)
78	Charlotte-Gastonia-Rock Hill (36)
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74	Columbus, OH (32)
34	Dallas-Ft. Worth (6)
96	Dayton (54)
115	Daytona Beach (92)
61	Denver-Boulder (22)
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36	Detroit (7)
104	El Paso (69)
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101	Fresno (64)
102	Grand Rapids (65)
82	Greensboro-Winston Salem (40)
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98	Greenville-Spartanburg (58)
106	Harrisburg-Lebanon-Carlisle (73)
84	Hartford-New Britain (42)

Page Market (Metro rank)

99	Honolulu (59)
40	Houston-Galveston (9)
79	Indianapolis (37)
95	Jacksonville (51)
116	Johnson City-Kingsport-Bristol (93)
67	Kansas City (26)
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100	McAllen-Brownsville (62)
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48	Minneapolis-St. Paul (14)
112	Mobile (86)
88	Monmouth-Ocean, NJ (46)
108	Monterey-Salinas-Santa Cruz (78)
119	Morristown (99)
86	Nashville (44)
52	Nassau-Suffolk (16)
112	New Bedford-Fall River (85)
117	New Haven (95)
81	New Orleans (39)
24	New York (1)
76	Norfolk-Virginia Beach-Newport News (34)
96	Oklahoma City (53)
105	Omaha-Council Bluffs (72)
80	Orlando (38)
32	Philadelphia (5)
54	Phoenix (17)

Page Market (Metro rank)

58	Pittsburgh (20)
64	Portland, OR (24)
72	Providence-Warwick-Pawtucket (31)
91	Raleigh-Durham (48)
97	Richmond (56)
70	Riverside-San Bernardino (29)
90	Rochester, NY (47)
68	Sacramento (27)
55	St. Louis (18)
77	Salt Lake City-Ogden-Provo (35)
75	San Antonio (33)
50	San Diego (15)
30	San Francisco (4)
69	San Jose (28)
109	Sarasota-Bradenton (79)
47	Seattle-Tacoma (13)
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108	Springfield, MA (77)
111	Stockton (83)
105	Syracuse (71)
60	Tampa-St. Petersburg (21)
107	Toledo (76)
99	Tucson (60)
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38	Washington, DC (8)
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114	Wichita (89)
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106	Wilmington (74)
115	Youngstown-Warren (91)

Numbers following market listings indicate market rank in the Fall '97 ratings period.

**Ratings for Markets 100+ begin on Page 120.**



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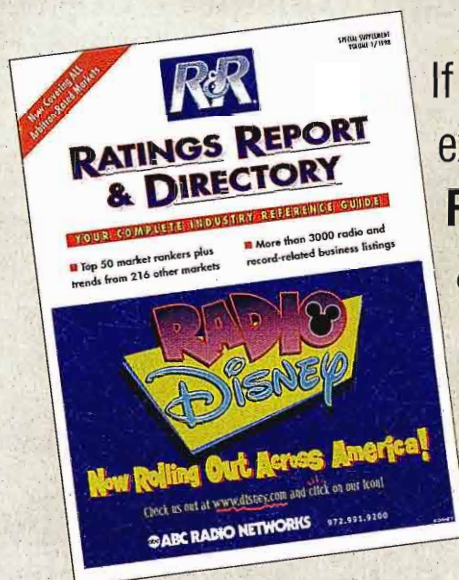
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# The train is movin' *faster*, but it is on the same track!

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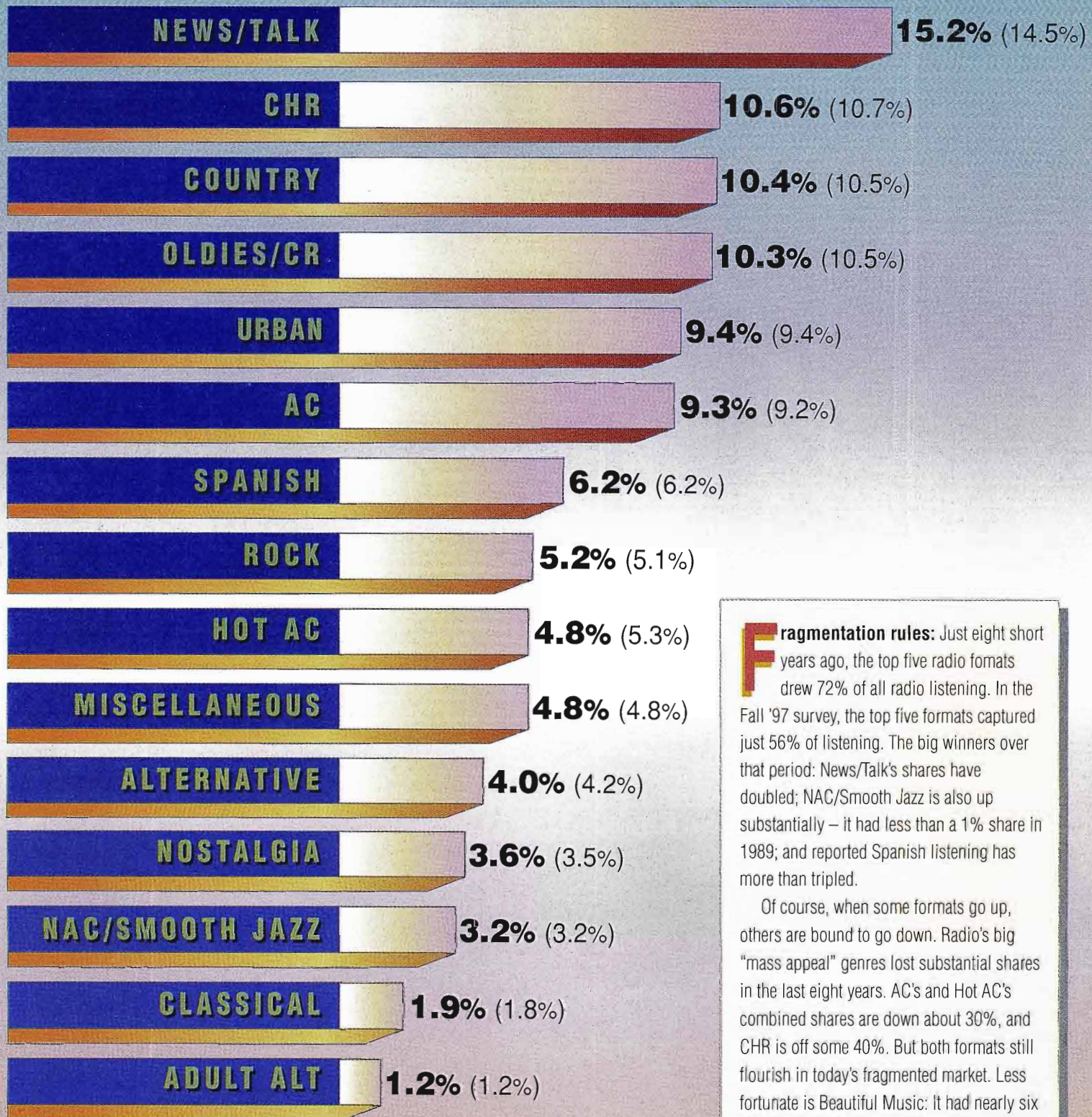
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# NATIONAL FORMAT SHARES

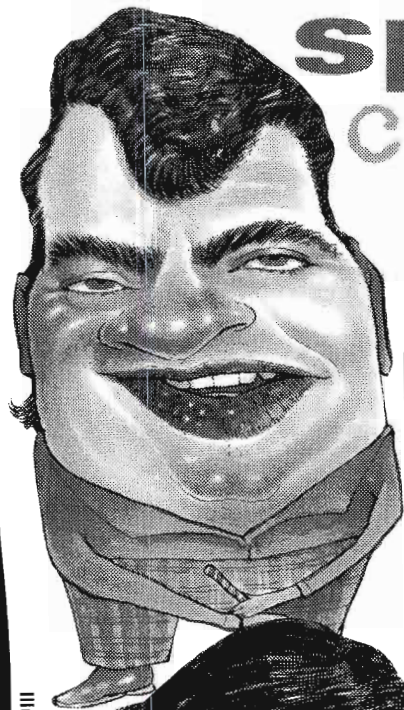


**F**ragmentation rules: Just eight short years ago, the top five radio formats drew 72% of all radio listening. In the Fall '97 survey, the top five formats captured just 56% of listening. The big winners over that period: News/Talk's shares have doubled; NAC/Smooth Jazz is also up substantially – it had less than a 1% share in 1989; and reported Spanish listening has more than tripled.

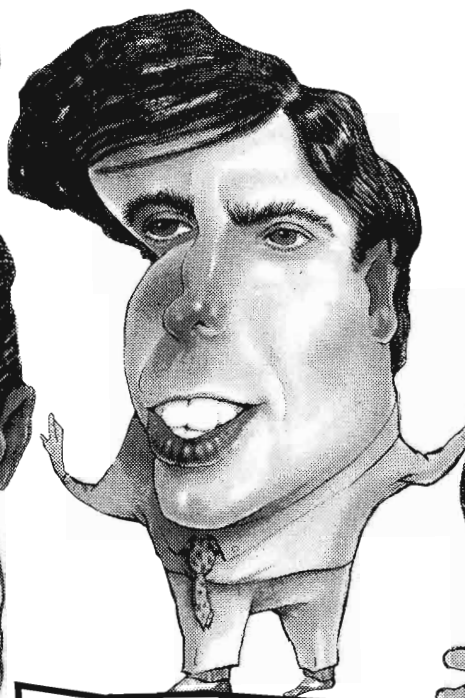
Of course, when some formats go up, others are bound to go down. Radio's big "mass appeal" genres lost substantial shares in the last eight years. AC's and Hot AC's combined shares are down about 30%, and CHR is off some 40%. But both formats still flourish in today's fragmented market. Less fortunate is Beautiful Music: It had nearly six shares in 1989, but has since all but disappeared.



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## Average Quarter-Hour



1. WFRY-FM/Watertown, NY (Country) .....	31.3
2. WJIZ-FM/Albany, GA (Urban) .....	28.6
3. WBKR-FM/Owensboro, NY (Country) .....	28.4
4. KYKX-FM/Lake Charles, LA (Country) .....	26.8
5. WGSQ-FM/Cookeville, TN (Country) .....	26.6
5. WJLS-FM/Beckley, WV (Country) .....	26.4
7. WILQ-FM/Williamsport, PA (Country) .....	25.8
7. KCTR-FM/Billings, MT (Country) .....	22.8
9. WXBQ-FM/Johnson City-Kingsport (Country) .....	22.7
10. WQBE-FM/Charleston, WV (Country) .....	22.6
11. WUSY-FM/Chattanooga, TN (Country) .....	22.3
12. WOKK-FM/Meridian, MS (Country) .....	22.1
13. WHWK-FM/Binghamton, NY (Country) .....	22.0
14. WIVK-FM/Knoxville (Country) .....	21.8
15. WTHI-FM/Terre Haute, IN (Country) .....	21.6
16. KNEX-FM/Laredo, TX (Spanish Contemporary) ..	21.3
16. WBHP & WDRM/Huntsville, AL (Country) .....	21.3
16. WKKW-FM/Morgantown-Clarksburg, WV (Country)	21.3
19. WKSJ-FM/Williamsport, PA (AC) .....	20.8
20. KKYR-FM/Texarkana, TX-AR (Country) .....	20.5
21. KEAN-FM/Abilene, TX (Country) .....	20.4
21. KLAJ-FM/Lawton, OK (Country) .....	20.4
23. WUSQ-FM/Winchester, VA (Country) .....	20.3
24. WAXX-FM/Eau Claire, WI (Country) .....	20.2
25. WJBC-AM/Bloomington, IL (News/Talk) .....	20.1

National All-Format

## Cume



1. WLTW-FM/New York (AC) .....	2,175,100
2. WHTZ-FM/New York (CHR/Pop) .....	2,146,500
3. WINS-AM/New York (News) .....	2,093,700
4. WKTU-FM/New York (CHR/Rhythmic) .....	2,045,400
5. WQHT-FM/New York (CHR/Rhythmic) .....	2,011,700
6. WCBS-AM/New York (News) .....	1,786,100
7. WCBS-FM/New York (Oldies) .....	1,705,400
8. WXRK-FM/New York (Alternative) .....	1,643,900
9. KIIS-FM/Los Angeles (CHR/Pop) .....	1,585,300
10. WRKS-FM/New York (Urban AC) .....	1,574,200
11. KPWR-FM/Los Angeles (CHR/Rhythmic) ..	1,454,700
12. WPLJ-FM/New York (Hot AC) .....	1,440,200
13. KRTH-FM/Los Angeles (Oldies) .....	1,360,200
14. WSKQ-FM/New York (Tropical) .....	1,355,800
15. WFAN-AM/New York (Sports) .....	1,331,300
16. KOST-FM/Los Angeles (AC) .....	1,211,900
17. WBSL-FM/New York (Urban) .....	1,208,800
18. WQCD-FM/New York (NAC/SJ) .....	1,184,400
19. WBBM-FM/Chicago (CHR/Rhythmic) .....	1,183,500
20. KYW-AM/Philadelphia (News) .....	1,178,600
21. KLVE-FM/Los Angeles (Spanish AC) .....	1,170,700
22. KKBT-FM/Los Angeles (Urban) .....	1,139,600
23. KROQ-FM/Los Angeles (Alternative) .....	1,115,400
24. WABC-AM/New York (Talk) .....	1,113,700
25. WOR-AM/New York (Talk) .....	1,082,200

## Average Quarter-Hour



1. WDOJ-FM/Chattanooga, TN .....	6.6
2. KBXR-FM/Columbia, MS .....	6.0
3. KAEP-FM/Spokane .....	5.4
4. KBCO-FM/Denver-Boulder .....	5.2
5. KOTR-FM/San Luis Obispo, CA .....	5.1
6. WMRY-FM/Cape Cod, MA .....	4.9
7. WJBX-FM/Ft. Myers-Naples-Marco Island .....	4.6
8. KTCJ & KTCZ/Minneapolis-St. Paul .....	4.5
9. WHPT-FM/Sarasota-Bradenton .....	4.5
10. WMMM-FM/Madison, WI .....	4.4

Adult Alt.

## Cume



1. KFFG & KFOG/San Francisco .....	468,500
2. WXRT-FM/Chicago .....	430,700
3. WBOS-FM/Boston .....	346,400
4. KTCJ & KTCZ/Minneapolis-St. Paul .....	302,900
5. KBCO-FM/Denver-Boulder .....	253,700
6. KMTT-FM/Seattle-Tacoma .....	242,700
7. WVRV-FM/St. Louis .....	241,200
8. KKZN-FM/Dallas-Ft. Worth .....	213,300
9. KXPK-FM/Denver-Boulder .....	208,800
10. CIDR-FM/Detroit .....	195,800



Average Quarter-Hour



1. WKSJ-FM/Williamsport, PA ..... 20.8
2. WZWW-FM/State College, PA ..... 19.9
3. WYXL-FM/Ithaca, NY ..... 19.5
4. WZID-FM/Manchester, NH ..... 17.9
5. KFJR-AM/Bismarck, ND ..... 17.3
6. WIKY-FM/Evansville, IN ..... 17.1
7. WKKE-FM/Huntington-Ashland, WV-KY ..... 15.3
8. KMXC-FM/Sioux Falls, SC (Hot AC) ..... 15.1
9. KTRS-FM/Casper, WY ..... 14.3
10. WDAQ-FM/Danbury, CT (Hot AC) ..... 13.9

AC

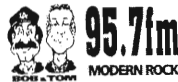
Cume



1. WLTW-FM/New York ..... 2,175,100
2. WPLJ-FM/New York (Hot AC) ..... 1,440,200
3. KOST-FM/Los Angeles ..... 1,211,900
4. KYSR-FM/Los Angeles (Hot AC) ..... 1,079,100
5. WNSR-FM/New York\* ..... 968,600
6. KBIG-FM/Los Angeles ..... 941,200
7. WLIT-FM/Chicago ..... 863,200
8. WTMX-FM/Chicago ..... 750,000
9. KVIL-FM/Dallas-Ft. Worth ..... 665,000
10. KODA-FM/Houston-Galveston ..... 656,400

\*Was WDBZ-FM until August; became WBIX-FM on January 21.

Average Quarter-Hour



1. WGBD-FM/Lafayette, IN ..... 9.4
2. KWHL-FM/Anchorage, AK ..... 7.9
2. WGRD-FM/Grand Rapids ..... 7.9
2. WXRK-FM/New York (Morristown, NJ book) ..... 7.9
5. WCYI & WCYY/Portland, ME ..... 7.8
6. WQBJ & WQBK-FM/Albany-Schenectady ..... 7.5
7. WPGU-FM/Champaign, IL ..... 7.2
8. KSJY-FM/San Luis Obispo, CA ..... 7.1
9. WBTZ-FM/Burlington, VT ..... 6.9
9. WRRB & WRRV/Poughkeepsie, NY ..... 6.9

Alternative

Cume



1. WXRK-FM/New York ..... 1,643,900
2. KROQ-FM/Los Angeles ..... 1,115,400
3. WKQX-FM/Chicago ..... 929,500
4. WBCN-FM/Boston ..... 627,900
5. KLYY-FM/Los Angeles ..... 571,700
6. WPLY-FM/Philadelphia ..... 491,900
7. WPLT-FM/Detroit ..... 486,500
8. WNNX-FM/Atlanta ..... 457,700
9. KDGE-FM/Dallas-Ft. Worth ..... 435,100
10. WHFS-FM/Washington ..... 409,900

Average Quarter-Hour



1. KIXY-FM/San Angelo, TX (CHR/Pop) ..... 18.5
2. WIZM-FM/La Crosse, WI (CHR/Pop) ..... 18.0
3. WSTO-FM/Owensboro, KY (CHR/Pop) ..... 17.6
4. KZII-FM/Lubbock, TX (CHR/Pop) ..... 17.2
5. WWKZ-FM/Tupelo, MS (CHR/Pop) ..... 17.0
6. KGLI-FM/Sioux City, IA (CHR/Pop) ..... 16.9
7. WIXX-FM/Green Bay, WI (CHR/Pop) ..... 16.7
8. KSYN-FM/Joplin, MO (CHR/Pop) ..... 16.6
9. KNIN-FM/Wichita Falls, TX (CHR/Pop) ..... 16.4
10. WIFC-FM/Wausau-Stevens Point, WI (CHR/Pop) ..... 16.1

CHR

Cume



1. WHTZ-FM/New York (CHR/Pop) ..... 2,146,500
2. WKTU-FM/New York (CHR/Rhythmic) .... 2,045,400
3. WQHT-FM/New York (CHR/Rhythmic) ..... 2,011,700
4. KIIS-FM/Los Angeles (CHR/Pop) ..... 1,585,300
5. KPWR-FM/Los Angeles (CHR/Rhythmic) . 1,454,700
6. WBBM-FM/Chicago (CHR/Rhythmic) ..... 1,183,500
7. KRBE-FM/Houston-Galveston (CHR/Pop) . 763,100
8. KHKS-FM/Dallas-Ft. Worth (CHR/Pop) .... 739,300
9. KIBB-FM/Los Angeles (CHR/Rhythmic)\* .. 717,100
10. KYLD-FM/San Francisco (CHR/Rhythmic) 657,000

\*Switched to Urban Oldies on November 19; changed calls to KCMG-FM in February.



# FORMAT LEADERS



## Average Quarter-Hour



1. WFCC-FM/Cape Cod, MA .....	7.6
2. KHFM-FM/Albuquerque (Santa Fe, NM book) .....	5.6
3. KHFM-FM/Albuquerque .....	4.7
4. WCRB-FM/Boston (Worcester, MA book) .....	4.5
5. KDB-FM/Santa Barbara, CA .....	4.3
6. WCRB-FM/Boston .....	4.0
6. WGMS-FM/Washington .....	4.0
8. KBOQ-FM/Monterey-Salinas-Santa Cruz .....	3.9
9. KXTR-FM/Kansas City .....	3.8
10. KING-FM/Seattle-Tacoma .....	3.5

Classical

## Cume



1. WQXR-FM/New York .....	898,300
2. KKGQ-FM/Los Angeles .....	564,800
3. KDFC-FM/San Francisco .....	407,300
4. WNIB-FM/Chicago .....	367,900
5. WCRB-FM/Boston .....	361,600
6. WGMS-FM/Washington .....	350,100
7. WFMT-FM/Chicago .....	304,000
8. WRR-FM/Dallas-Ft. Worth .....	300,300
9. KING-FM/Seattle-Tacoma .....	283,900
10. WTMI-FM/Miami-Ft. Lauderdale .....	257,500

## Average Quarter-Hour



1. WFRY-FM/Watertown, NY .....	31.3
2. WBKR-FM/Owensboro, NY .....	28.4
3. KYKX-FM/Lake Charles, LA .....	26.8
4. WGSQ-FM/Cookeville, TN .....	26.6
4. WJLS-FM/Beckley, WV .....	26.4
5. WILQ-FM/Williamsport, PA .....	25.8
6. KCTR-FM/Billings, MT .....	22.8
7. WXBQ-FM/Johnson City-Kingsport .....	22.7
8. WQBE-FM/Charleston, WV .....	22.6
9. WUSY-FM/Chattanooga, TN .....	22.3
10. WOKK-FM/Meridian, MS .....	22.1

Country

## Cume



1. KZLA-FM/Los Angeles .....	684,200
2. WUSN-FM/Chicago .....	663,800
3. KSCS-FM/Dallas-Ft. Worth .....	504,200
4. WKHX-FM/Atlanta .....	480,600
5. KILT-FM/Houston-Galveston .....	441,600
6. KKBQ-AM & FM/Houston* .....	423,100
7. KEEY-FM/Minneapolis-St. Paul .....	423,000
8. WMZQ-FM/Washington, DC .....	422,100
9. WXTU-FM/Philadelphia .....	387,700
10. WIL-FM/St. Louis .....	385,000

\*KKBQ-AM became KBME-AM (Nostalgia) on January 16.

## Average Quarter-Hour



1. KMGQ-FM/Santa Barbara, CA .....	7.0
2. WJZT-FM/Tallahassee, FL .....	6.3
3. WJCD-FM/Norfolk-Virginia Beach .....	6.2
4. WLOQ-FM/Orlando .....	4.8
4. WNUA-FM/Chicago .....	4.8
6. KAJZ-FM/Killeen-Temple, TX .....	4.7
7. WSMJ-FM/Richmond .....	4.6
8. KCIY-FM/Kansas City .....	4.3
8. WJJZ-FM/Philadelphia (Trenton, NJ book) .....	4.3
10. KHIH-FM/Denver-Boulder .....	4.1
10. KJJZ-FM/Palm Springs, CA .....	4.1
10. WLVE-FM/Miami-Ft. Lauderdale .....	4.1
10. WSJT-FM/Sarasota-Bradenton .....	4.1

NAC

## Cume



1. WQCD-FM/New York .....	1,184,400
2. KTWV-FM/Los Angeles .....	887,700
3. WNUA-FM/Chicago .....	768,100
4. WJJZ-FM/Philadelphia .....	425,800
5. KKSF-FM/San Francisco .....	385,200
6. KBLX-FM/San Francisco .....	370,800
7. WVMV-FM/Detroit .....	344,100
8. WJZW-FM/Washington, DC .....	330,100
9. WLVE-FM/Miami-Ft. Lauderdale .....	316,300
10. KOAI-FM/Dallas-Ft. Worth .....	278,700



**Average Quarter-Hour**



1. WJBC-AM/Bloomington, IL (News/Talk) ..... 20.1
2. WICC-AM/Bridgeport, CT (Full Service) ..... 16.4
3. WSVA-AM/Harrisonburg, VA (News/Talk) ..... 16.0
4. WMT-AM/Cedar Rapids (News/Talk) ..... 14.0
5. WHO-AM/Des Moines (News/Talk) ..... 13.3
6. WHBC-AM/Canton, OH (News/Talk) ..... 13.2
7. KDKA-AM/Pittsburgh (News/Talk) ..... 12.4
8. KWTX-FM/Waco, TX (News/Talk) ..... 12.3
8. WCCO-AM/Minneapolis-St. Paul (Full Service) .. 12.3
10. WHAS-AM/Louisville (Full Service) ..... 12.2

**News/Talk**

**Cume**



1. WINS-AM/New York (News) ..... 2,093,700
2. WCBS-AM/New York (News) ..... 1,786,100
3. WFAN-AM/New York (Sports) ..... 1,331,300
4. KYW-AM/Philadelphia (News) ..... 1,178,600
5. WABC-AM/New York (Talk) ..... 1,113,700
6. WOR-AM/New York (Talk) ..... 1,082,200
7. KFI-AM/Los Angeles (Talk) ..... 989,200
8. KFWB-AM/Los Angeles (News) ..... 955,600
9. WBBM-AM/Chicago (News) ..... 946,800
10. KNX-AM/Los Angeles (News) ..... 941,100

**Average Quarter-Hour**



1. WMMB & WMMV/Melbourne-Titusville ..... 9.1
2. WOCN-FM/Cape Cod, MA ..... 8.9
3. KJUL-FM/Las Vegas ..... 8.8
4. KXGF-AM/Great Falls, MT ..... 8.2
5. WGPL-AM & FM/Albany, GA ..... 7.9
6. WNLC-AM & FM/New London, CT ..... 7.8
7. WHLY-AM/South Bend, IN ..... 7.1
8. WITY-AM/Danville, IL ..... 7.0
8. WNAM-AM/Appleton-Oshkosh, WI ..... 7.0
10. KZBN-AM/Santa Barbara, CA ..... 6.6

**Nostalgia**

**Cume**



1. WQEW-AM/New York ..... 610,900
2. KLAC-AM/Los Angeles ..... 590,800
3. WGAY-FM/Washington (MOR) ..... 443,000
4. KABL-AM/San Francisco ..... 317,100
5. WPEN-AM/Philadelphia ..... 315,100
6. KOY-AM/Phoenix ..... 223,600
7. WRMR-AM/Cleveland ..... 180,700
8. WOKY-AM/Milwaukee-Racine ..... 161,200
9. WXKS-AM/Boston ..... 154,900
10. KJUL-FM/Las Vegas ..... 138,200

**Average Quarter-Hour**



1. KASS-FM/Casper, WY (Classic Rock) ..... 15.5
2. KQDI-FM/Great Falls, MT (Classic Rock) ..... 13.6
3. KJKJ-FM/Grand Forks, ND-MN (Classic Rock) ... 13.3
4. KBYZ-FM/Bismarck, ND (Classic Rock) ..... 12.6
4. WACL-FM/Harrisonburg, VA (Classic Hits) ..... 12.6
6. WBZN-FM/Bangor, ME (Classic Hits) ..... 12.1
6. WRZZ-FM/Parkersburg, WV (Cl. Rock) ..... 12.1
8. WQUT-FM/Johnson City-Kingsport (Clas. Rock) . 12.0
9. KKZK-FM/Spokane (Classic Rock) ..... 11.8
9. KLFM-FM/Great Falls, MT ..... 11.8

**Oldies**

**Cume**



1. WCBS-FM/New York ..... 1,705,400
2. KRTH-FM/Los Angeles ..... 1,360,200
3. KCBS-FM/Los Angeles (Classic Hits) ..... 967,800
4. WNEW-FM/New York (Classic Rock) ..... 954,100
5. WJMK-FM/Chicago ..... 921,500
6. WAXQ-FM/New York (Classic Rock) ..... 868,600
7. WXCD-FM/Chicago ..... 718,500
8. WOGL-FM/Philadelphia ..... 642,100
9. WMGK-FM/Philadelphia (Classic Hits) ... 569,600
10. WOMC-FM/Detroit ..... 544,700



## Average Quarter-Hour



1. KSEZ-FM/Sioux City, IA ..... 17.5
2. WRKT-FM/Erie, PA ..... 15.0
3. KSTR-FM/Grand Junction, CO ..... 12.3
4. WAPL-FM/Appleton-Oshkosh, WI ..... 11.8
4. WXRX-FM/Rockford, IL ..... 11.8
6. WZZQ-FM/Terre Haute, IN ..... 11.6
7. WVRK-FM/Columbus, GA ..... 11.4
8. WIZN-FM/Burlington, VT ..... 11.3
9. KLAQ-FM/El Paso ..... 11.2
9. KQRS-FM/Minneapolis-St. Paul ..... 11.2

**Rock**

## Cume



1. KLOS-FM/Los Angeles ..... 865,200
2. WYSP-FM/Philadelphia ..... 790,900
3. WRCX-FM/Chicago ..... 681,100
4. KQRS-FM/Minneapolis-St. Paul ..... 623,800
5. WLUP-FM/Chicago ..... 550,300
6. WMMR-FM/Philadelphia ..... 499,600
7. WWDC-FM/Washington, DC ..... 494,800
8. WRIF-FM/Detroit ..... 440,500
9. KLOL-FM/Houston-Galveston ..... 423,100
10. WKLS-FM/Atlanta ..... 377,400

## Average Quarter-Hour

**KNEX-FM**

1. KNEX-FM/Laredo, TX (Spanish Contemporary) . 21.3
2. KBNA-AM & FM/El Paso (Spanish AC) ..... 13.5
3. KJBZ-FM/Laredo, TX (Tejano) ..... 13.0
4. KGBT-AM & FM/McAllen-Brownsville (Reg. Mex.) 12.9
5. KKPS-FM/McAllen-Brownsville (Tejano) ..... 9.5
6. KIWW-FM/McAllen-Brownsville (Tejano) ..... 7.6
6. KUNA-FM/Palm Springs, CA (Regional Mexican) 7.6
6. KZTA & KZTB/Yakima, WA (Regional Mexican) .. 7.6
9. KSAB-FM/Corpus Christi, TX (Tejano) ..... 7.2
10. XNOE-FM/Laredo, TX (Spanish Full Service) ..... 7.0

**Spanish**

## Cume

**WSKQ-FM**

1. WSKQ-FM/New York (Tropical) ..... 1,355,800
2. KLVE-FM/Los Angeles (Spanish AC) .... 1,170,700
3. WPAT-FM/New York (Spanish AC) ..... 963,400
4. KSCA-FM/Los Angeles (Regional Mexican) 895,300
5. KLAX-FM/Los Angeles (Regional Mexican) 620,700
6. KBUA & KBUE/Los Angeles (Reg. Mexican) 537,000
7. WADO-AM/New York (Spanish N/T) ..... 479,100
8. KTNQ-AM/Los Angeles (Spanish N/T) .... 442,800
9. KSSE-FM/Los Angeles (Spanish Cont.) .. 369,800
10. WOJO-FM/Chicago (Regional Mexican). 328,000

## Average Quarter-Hour

**WJIZ-FM**

1. WJIZ-FM/Albany, GA ..... 28.6
2. WFKX-FM/Jackson, TN ..... 18.3
3. WZHT-FM/Montgomery, AL ..... 17.2
3. WFXE-FM/Columbus, GA ..... 17.2
5. KMJJ-FM/Shreveport, LA ..... 17.1
6. KBCE-FM/Alexandria, LA ..... 16.8
7. KJMZ-FM/Lawton, OK ..... 16.8
8. WZFX-FM/Fayetteville, NC ..... 16.6
9. WJMI-FM/Jackson, MS ..... 16.3
10. WWDM-FM/Columbia, SC ..... 16.1

**Urban**

## Cume



1. WRKS-FM/New York (Urban AC) ..... 1,574,200
2. WBLS-FM/New York ..... 1,208,800
3. KKBT-FM/Los Angeles ..... 1,139,600
4. WGCI-FM/Chicago ..... 1,023,500
5. WVAZ-FM/Chicago (Urban AC) ..... 667,100
6. WJLB-FM/Detroit ..... 642,200
7. WVEE-FM/Atlanta ..... 596,700
8. WUSL-FM/Philadelphia ..... 546,700
9. WKYS-FM/Washington, DC ..... 525,000
10. WHUR-FM/Washington, DC (Urban AC) . 463,600



## All About Scarborough Information

**O**n the following six pages, you'll find a detailed format-by-format breakout of consumer profiles and consumption data for some of radio's largest spending categories. Each column contains two figures: Comp. % (composition percentage) indicates the proportion of that format's cume listeners who represent that characteristic, buy that product, or engage in that activity. The second figure is the Index, where 100 would be the average.

Scarborough data is collected using a two-phase phone/mail method. This method consists of a telephone interview, where radio listening, newspaper reading, and demographic information are collected. The interview respondents are then mailed a consumer survey booklet which collects their lifestyle and shopping information, and a seven-day television diary to record viewing.

The sample frame is adults 18+ in telephone households. The sample source is Survey Sampling Inc.'s "Random A" sample. A single adult respondent is randomly selected within the household to be interviewed using the "last birthday" method.

Scarborough uses a five-step process to build a relationship with the survey respondent. This includes:

- The telephone interview
- The consumer survey and TV diary mailing, including an up-front cash incentive
- A reminder phone call
- A reminder postcard

- A final reminder postcard with an extra \$10 incentive offer, for respondents whose mailing materials have not been returned after 28 days.

In the largest 11 markets, males 18-34, African-Americans, and Hispanics receive an additional reminder call.

Scarborough uses a systematic incentive treatment depending on the market's historical cooperation rates and whether the market qualifies for ethnic weighting. Differential Survey Treatments (DST) are used for ethnic respondents, including higher incentives, the creation of High Density Black and High Density Hispanic Sampling Areas (HDBAs and HDHAs), and bilingual interviewers and mailing materials.

Scarborough data is collected in 61 markets in the U.S. All data is collected in dedicated facilities by trained interviewers using CATI systems (Computer Assisted Telephone Interviewing). Fieldwork is conducted continuously in two six-month periods. Data is released two times per year in a rolling 12-month average. Each fieldwork period represents one half of the data set for each release.

Scarborough Research is available through a number of different software retrieval systems including PRIME, Maximiser, IMS, TapScan, and Strata.

For questions regarding Scarborough's methodology, please contact your local account executive or call Research Director Jane Mulligan at (212) 789-3556.



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# SCARBOROUGH QUALITATIVE RESEARCH



## CONSUMER PROFILES BY R&R FORMAT

	Total 18+	AC		Active Rock		Adt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic	
	Comp *	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp %	Index
<b>Age</b>													
18-24	12.2%	11.3%	92	34.1%	279	11.7%	96	38.5%	315	33.9%	277	41.8%	342
25-34	21.3%	22.4%	105	42.4%	199	37.2%	175	39.9%	187	35.3%	166	34.0%	160
35-44	22.2%	27.7%	125	19.8%	89	39.4%	177	16.3%	73	21.4%	96	16.0%	72
45-54	16.9%	22.2%	132	2.9%	17	10.3%	61	4.4%	26	7.2%	43	6.4%	38
55-64	10.8%	10.1%	93	0.4%	4	0.7%	7	0.6%	6	1.5%	14	1.0%	9
65+	16.6%	6.3%	38	0.3%	2	0.6%	4	0.4%	2	0.8%	5	0.8%	5
<b>Gender</b>													
Men	48.1%	37.1%	77	72.6%	151	57.1%	119	64.4%	134	42.7%	89	46.2%	96
Women	51.9%	62.9%	121	27.4%	53	42.9%	83	35.7%	69	57.3%	110	53.8%	104
<b>Race</b>													
White	83.4%	89.8%	108	96.0%	115	97.3%	117	93.0%	112	89.5%	107	67.4%	81
Black	12.1%	5.5%	45	1.6%	13	0.6%	5	2.4%	20	5.8%	48	25.5%	211
Asian	2.2%	3.5%	159	0.8%	37	0.7%	34	2.4%	108	3.1%	139	4.0%	184
Other	2.3%	1.2%	53	1.6%	72	1.3%	59	2.2%	97	1.7%	73	3.1%	136
<b>Education (highest level)</b>													
Grade School	4.0%	1.8%	46	0.8%	21	0.6%	15	1.0%	24	1.4%	34	2.4%	61
Some High School	7.7%	5.3%	69	7.3%	95	3.1%	41	7.1%	93	7.6%	99	10.7%	140
High School Graduate	36.8%	34.9%	95	40.1%	109	26.4%	72	33.3%	90	38.2%	104	40.4%	110
Some College	30.2%	32.9%	109	35.1%	116	35.6%	118	34.9%	116	33.2%	110	32.7%	108
College Graduate	11.6%	13.8%	119	11.4%	98	20.0%	172	14.8%	128	12.4%	107	8.8%	76
Some Post Graduate	2.7%	3.2%	117	2.1%	79	4.3%	157	3.1%	114	2.7%	99	1.7%	64
Post Graduate Degree	7.1%	8.2%	115	3.2%	45	9.9%	141	5.8%	82	4.5%	63	3.2%	45
<b>Employment Status</b>													
Full-Time	55.6%	61.8%	111	72.4%	130	75.7%	136	68.0%	122	62.7%	113	56.4%	101
Part-Time	11.9%	13.8%	116	14.0%	118	11.7%	98	16.5%	138	17.2%	145	18.0%	151
<b>Household Income</b>													
Less Than \$25K	24.2%	17.6%	73	15.8%	65	12.1%	50	14.9%	62	19.5%	80	23.6%	98
\$25-50K	41.4%	40.6%	98	45.2%	109	40.3%	98	42.0%	102	43.3%	105	42.8%	104
\$50-75K	17.4%	20.5%	117	20.6%	118	22.7%	130	20.2%	116	19.5%	112	16.1%	92
\$75K+	17.0%	21.3%	125	18.4%	108	24.9%	146	22.9%	135	17.8%	106	17.5%	103
<b>Marital Status</b>													
Married	57.7%	59.4%	103	42.4%	74	53.7%	93	37.9%	66	44.4%	77	34.1%	59
Widowed	6.9%	3.8%	55	0.5%	7	0.8%	12	0.5%	8	1.0%	14	1.0%	15
Legally Separated	2.4%	2.6%	108	1.7%	69	1.9%	80	1.6%	66	2.3%	94	3.2%	133
Divorced	10.6%	12.3%	116	8.5%	80	13.0%	123	7.2%	67	9.1%	85	6.8%	64
Never Married	22.4%	21.9%	98	46.9%	209	30.5%	136	52.8%	236	43.3%	193	54.9%	245
<b>Own or Rent Home</b>													
Own	65.8%	66.3%	101	55.7%	85	62.2%	95	52.8%	80	55.5%	84	41.5%	63
Rent	31.0%	30.4%	98	38.4%	124	35.1%	113	40.6%	131	38.4%	124	51.4%	166
Other	3.2%	3.1%	95	5.9%	184	2.7%	85	6.7%	207	6.2%	192	7.1%	219
<b>Presence of Children in Household</b>													
No Children	57.3%	51.8%	90	50.5%	88	49.3%	86	53.9%	94	44.2%	77	41.2%	72
Yes Children	42.7%	48.2%	113	49.5%	116	50.7%	119	46.1%	108	55.8%	131	58.8%	138
One Child	17.4%	19.1%	110	21.7%	125	19.7%	113	20.3%	117	23.4%	135	24.0%	138
Two Children	15.8%	13.5%	117	18.5%	117	20.5%	130	17.1%	108	21.0%	132	20.5%	130
Three Children	6.5%	7.6%	116	6.8%	103	8.0%	122	6.3%	96	8.0%	122	9.7%	148
Three+	9.5%	10.7%	112	9.3%	98	10.5%	110	8.7%	92	11.4%	120	14.2%	150

\* = Composition



## CONSUMER PROFILES BY R&R FORMAT

Country		Hot AC		NAC/Smooth Jazz		News/Talk		Oldies		Rock		Spanish		Urban		Urban AC	
Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
13.0%	107	17.6%	144	5.2%	43	3.1%	26	10.8%	88	25.0%	205	18.1%	148	36.2%	296	15.1%	124
25.3%	119	37.3%	175	19.9%	93	13.2%	62	22.3%	105	39.4%	185	33.4%	157	30.1%	141	31.2%	146
24.3%	109	29.5%	132	34.6%	155	21.4%	96	32.0%	144	27.0%	122	24.2%	109	19.9%	90	29.8%	134
19.6%	116	11.8%	70	24.4%	145	22.1%	131	25.0%	148	6.9%	41	12.6%	75	8.9%	53	16.3%	97
11.1%	103	2.5%	23	9.6%	89	16.3%	151	7.1%	66	0.9%	9	6.0%	56	2.9%	26	5.4%	50
6.7%	41	1.3%	8	6.3%	38	23.9%	144	2.8%	17	0.7%	4	5.7%	34	2.0%	12	2.3%	14
47.6%	99	43.1%	90	52.7%	110	60.0%	125	56.5%	118	68.8%	143	53.0%	110	43.5%	91	41.7%	87
52.4%	101	56.9%	110	47.4%	91	40.0%	77	43.5%	84	31.2%	60	47.0%	90	56.5%	109	58.3%	112
96.8%	116	94.6%	113	67.3%	81	89.6%	107	95.0%	114	96.1%	115	85.3%	102	27.6%	33	22.7%	27
1.5%	12	2.7%	23	28.1%	232	7.5%	62	2.9%	24	1.5%	13	13.2%	109	68.3%	563	74.1%	612
0.4%	20	1.6%	71	2.5%	113	1.8%	81	0.9%	41	0.8%	37	0.8%	35	1.5%	66	0.6%	27
1.2%	55	1.2%	52	2.1%	92	1.2%	53	1.2%	53	1.5%	67	0.7%	31	2.7%	118	2.6%	113
2.2%	56	1.1%	27	1.6%	39	2.4%	61	1.6%	40	1.0%	25	17.3%	438	1.5%	39	1.7%	42
7.5%	97	5.0%	65	4.6%	61	4.7%	61	6.1%	80	6.9%	90	14.9%	194	10.4%	135	8.6%	112
42.8%	116	34.7%	94	28.5%	78	31.7%	86	37.0%	101	40.1%	109	35.1%	95	43.4%	118	39.9%	108
31.4%	104	34.0%	113	35.5%	118	30.9%	102	32.4%	107	33.8%	112	21.8%	72	32.4%	107	31.3%	104
9.6%	83	15.4%	133	16.3%	140	15.5%	134	13.0%	112	11.9%	102	6.3%	55	7.7%	66	10.9%	94
2.2%	81	3.3%	121	3.7%	137	3.7%	136	2.9%	107	2.1%	78	1.2%	43	1.6%	58	2.4%	88
4.4%	62	6.6%	94	9.8%	138	11.1%	157	7.0%	99	4.3%	60	3.3%	47	3.0%	43	5.4%	76
64.3%	116	67.6%	122	68.2%	123	56.1%	101	69.7%	125	72.9%	131	58.0%	104	62.0%	111	66.8%	120
11.9%	100	14.8%	124	11.2%	94	10.0%	84	12.0%	101	12.8%	108	12.7%	107	14.8%	124	11.3%	94
19.2%	79	14.1%	58	16.5%	68	17.5%	72	15.0%	62	16.2%	67	39.0%	151	29.7%	123	26.5%	110
44.7%	108	41.1%	99	39.0%	94	38.1%	92	40.9%	99	44.3%	107	39.8%	96	45.7%	110	41.9%	101
19.9%	114	22.5%	129	20.8%	119	20.4%	117	21.9%	125	21.0%	121	11.0%	63	13.7%	79	16.1%	92
16.3%	96	22.4%	132	23.7%	139	24.0%	141	22.3%	131	18.5%	109	10.3%	60	10.9%	64	15.4%	91
62.6%	109	56.1%	97	55.4%	96	66.0%	115	60.7%	105	49.2%	85	53.2%	92	30.0%	52	39.2%	68
3.6%	52	1.3%	18	3.9%	56	8.3%	120	2.3%	34	0.7%	11	2.8%	40	2.3%	34	3.4%	49
2.1%	89	2.3%	97	3.3%	138	1.9%	77	2.3%	94	2.1%	87	4.5%	168	4.5%	186	5.7%	239
12.6%	119	10.1%	95	14.8%	139	10.2%	96	12.5%	118	9.3%	87	8.2%	78	9.8%	93	12.6%	119
19.0%	85	30.3%	135	22.6%	101	13.6%	61	22.2%	99	38.7%	173	31.3%	140	53.4%	238	39.1%	175
70.0%	106	63.1%	96	62.6%	95	74.0%	112	58.5%	104	60.8%	92	37.3%	57	47.0%	71	46.6%	71
26.8%	86	32.8%	106	35.4%	114	24.0%	78	28.3%	91	34.7%	112	59.2%	191	47.4%	153	49.7%	161
3.2%	99	4.1%	126	2.0%	63	2.0%	62	3.2%	99	4.6%	141	3.5%	110	5.6%	174	3.6%	112
51.9%	91	45.3%	79	53.6%	94	66.1%	115	49.2%	86	47.1%	82	38.1%	67	39.2%	68	41.4%	72
48.1%	113	54.7%	128	46.4%	109	33.9%	79	50.8%	119	52.9%	124	61.9%	145	60.8%	142	58.6%	137
19.7%	113	21.1%	121	18.5%	106	13.8%	79	20.4%	117	21.1%	121	20.5%	118	26.2%	150	23.8%	137
18.7%	118	21.6%	136	17.5%	110	13.0%	82	19.6%	124	20.7%	130	22.4%	141	19.3%	122	19.9%	126
6.9%	106	8.6%	132	7.5%	115	5.0%	76	7.7%	117	8.1%	124	11.9%	181	9.3%	143	9.5%	146
9.7%	102	12.1%	127	10.5%	110	7.0%	74	10.8%	113	11.1%	117	19.0%	200	15.3%	161	14.9%	157

\* = Composition



## PRODUCT CONSUMPTION BY R&R FORMAT

	Total 18+	AC		Active Rock		Adt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic	
	Comp *	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
<b>Automotive: Repairs Past Year</b>													
Anti-freeze/coolant	29.6%	30.7%	104	32.4%	109	31.0%	105	32.3%	109	30.8%	104	27.5%	93
Brake repair	35.4%	38.5%	109	40.1%	113	37.6%	106	40.6%	115	39.7%	112	37.8%	107
Car battery	27.8%	28.3%	102	30.9%	111	29.7%	107	29.0%	104	28.2%	101	26.4%	95
Car radio/stereo equipment	8.9%	9.3%	105	14.5%	163	9.9%	111	13.3%	149	11.9%	133	11.9%	134
Muffler	15.7%	15.2%	97	17.9%	114	18.7%	119	17.1%	109	17.0%	108	13.7%	88
New tires	43.8%	45.8%	105	48.7%	111	47.2%	108	47.9%	109	48.6%	111	41.9%	96
Oil filter/oil change	72.9%	75.9%	104	78.7%	108	80.7%	111	77.7%	107	76.4%	105	64.8%	89
Other car repair	30.0%	31.5%	105	34.3%	114	35.9%	120	33.9%	113	32.5%	108	28.9%	96
Paint/body work	11.5%	11.9%	103	14.6%	126	13.3%	116	13.9%	121	13.3%	115	11.4%	99
Shocks/struts	9.7%	10.2%	105	12.3%	127	11.6%	119	10.8%	111	10.4%	107	10.9%	112
Transmission repair	9.8%	10.8%	110	11.9%	122	10.8%	111	10.8%	111	11.0%	112	11.6%	119
Tune-up/spark plugs	39.0%	41.3%	106	45.2%	116	44.6%	114	42.3%	108	41.7%	107	38.7%	99
None	6.6%	5.8%	88	5.4%	81	4.4%	66	5.5%	83	5.8%	86	8.1%	122
<b>Company Purchasing Decisions</b>													
Business travel or arrangements	5.7%	6.7%	118	6.4%	112	8.9%	156	7.1%	125	6.2%	108	4.7%	83
Company health care programs	2.9%	3.5%	122	2.7%	96	3.9%	135	3.0%	105	2.8%	99	2.4%	83
Computer hardware	9.0%	10.4%	115	12.3%	136	15.2%	168	13.1%	146	9.6%	106	7.6%	84
Computer software	10.7%	12.8%	119	14.4%	134	17.4%	163	15.3%	143	11.6%	108	9.3%	87
Office fax machine	3.9%	4.9%	125	4.4%	112	5.7%	145	4.7%	119	4.0%	103	3.5%	88
Office furniture	5.5%	6.8%	124	5.6%	101	7.7%	140	6.7%	121	6.8%	122	4.9%	88
Office photocopiers	3.4%	4.3%	128	3.3%	99	4.5%	133	3.5%	104	3.6%	107	2.8%	83
Other office equipment or supplies	10.7%	13.0%	122	13.7%	128	15.4%	143	13.9%	130	12.3%	114	10.4%	97
Overnight or next-day delivery service	7.2%	8.5%	118	8.7%	121	10.0%	139	9.0%	124	8.1%	112	6.8%	95
Telephone and communications equip.	5.2%	5.8%	112	6.5%	125	8.7%	168	6.4%	124	5.4%	104	4.1%	78
Telephone and communications service	6.6%	7.6%	116	8.2%	125	9.6%	146	7.9%	121	6.6%	100	5.7%	86
Temporary personnel services	3.5%	4.4%	125	4.3%	123	5.2%	148	4.7%	133	3.9%	111	3.6%	104
<b>Computer Ownership</b>													
Yes	39.8%	43.6%	109	51.7%	130	51.7%	130	45.4%	114	43.8%	110	30.5%	77
No	60.2%	56.4%	94	48.3%	80	48.3%	80	54.6%	91	56.2%	93	69.5%	115
<b>Computer Accessories Owned</b>													
Business software	25.3%	29.3%	116	33.2%	131	38.0%	150	33.2%	131	28.7%	113	24.0%	95
CD ROM drive	25.3%	30.1%	119	31.8%	125	35.9%	142	33.5%	132	29.7%	117	25.9%	102
Educational software	25.1%	29.7%	119	30.2%	121	34.7%	138	31.1%	124	30.7%	123	26.3%	105
Entertainment software	28.5%	33.6%	118	37.5%	132	39.3%	138	37.9%	133	34.7%	122	29.9%	105
Laser printer	12.3%	14.8%	120	13.9%	113	17.3%	140	15.5%	126	14.0%	114	13.2%	107
Modem	26.5%	30.3%	114	34.4%	130	39.4%	149	37.3%	141	31.7%	120	27.1%	103
Other printer	28.5%	32.7%	115	33.1%	116	39.2%	137	34.9%	122	31.6%	111	27.2%	95
<b>Fast Food Past Month</b>													
Arby's	15.9%	15.2%	95	19.9%	125	17.6%	111	18.5%	116	18.3%	115	8.3%	52
Burger King	42.5%	43.9%	103	49.8%	117	45.3%	107	47.5%	112	49.4%	116	49.0%	115
Dairy Queen	12.6%	11.7%	92	15.8%	125	14.9%	118	13.5%	106	14.6%	116	8.9%	71
Domino's Pizza	12.0%	12.2%	102	14.6%	123	13.3%	112	15.3%	128	16.0%	134	16.9%	141
KFC (Kentucky Fried Chicken)	24.6%	23.0%	94	23.8%	97	21.4%	87	21.7%	88	23.9%	97	28.6%	116
Little Caesar's Pizza	8.5%	8.4%	100	12.4%	147	8.1%	95	9.9%	117	9.4%	111	8.8%	103
McDonald's	53.2%	54.7%	103	64.1%	120	58.5%	110	63.2%	119	63.3%	119	63.7%	120
No fast food restaurant	9.2%	7.9%	86	5.0%	55	9.3%	102	5.8%	63	6.1%	66	5.3%	58
Other fast food restaurant	24.9%	25.2%	101	28.8%	115	26.2%	105	28.9%	116	27.8%	112	30.0%	120
Subway	19.6%	20.3%	104	26.9%	137	24.9%	127	26.8%	137	24.8%	127	20.0%	102
TCBY	2.8%	3.5%	126	2.6%	95	2.8%	102	3.3%	120	3.7%	133	3.1%	113
Taco Bell	29.8%	31.3%	105	43.1%	145	35.8%	120	40.6%	136	38.2%	128	34.7%	116
Wendy's	25.3%	24.4%	97	31.1%	123	26.9%	106	28.8%	114	30.4%	120	23.7%	94
<b>Fast Food Visits Past Month</b>													
None	8.3%	7.1%	85	5.0%	60	5.7%	69	4.4%	53	4.6%	55	5.3%	64
1 time	6.1%	5.7%	93	3.9%	64	5.1%	84	3.7%	61	3.8%	62	4.1%	66
2 times	8.8%	8.4%	95	6.6%	75	7.4%	83	7.2%	81	6.5%	73	7.4%	83
3 times	10.6%	10.8%	102	8.1%	76	10.0%	95	8.8%	83	9.4%	88	10.0%	95
4 times	11.1%	11.3%	102	10.4%	94	10.6%	96	9.8%	88	11.2%	101	11.4%	103
5 times	11.0%	11.7%	106	10.3%	93	11.7%	106	11.5%	104	11.5%	105	12.2%	110
6-9 times	22.1%	23.5%	106	25.8%	116	24.4%	110	26.0%	118	25.9%	117	24.8%	112
10+ times	21.9%	21.6%	98	29.9%	136	25.0%	114	28.6%	130	27.2%	124	24.9%	114

\* = Composition



## PRODUCT CONSUMPTION BY R&R FORMAT

Country		Hot AC		NAC/Smooth Jazz		News/Talk		Oldies		Rock		Spanish		Urban		Urban AC	
Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
31.8%	108	33.2%	112	30.3%	102	30.3%	102	33.0%	112	33.7%	114	23.8%	80	26.9%	91	25.5%	86
36.9%	104	40.0%	113	37.0%	105	35.4%	100	39.5%	112	42.5%	120	33.6%	95	36.6%	103	35.9%	101
30.2%	109	28.6%	103	28.9%	104	28.7%	103	29.8%	107	32.1%	115	27.7%	100	28.0%	101	24.8%	89
10.0%	112	11.0%	123	9.3%	104	7.6%	85	10.2%	114	13.2%	148	9.9%	111	11.3%	126	9.4%	105
15.8%	101	17.1%	109	14.5%	93	15.6%	99	17.5%	111	19.1%	121	10.9%	69	13.3%	85	13.7%	87
48.7%	111	47.4%	108	43.8%	100	42.5%	97	47.5%	108	50.2%	115	37.5%	85	43.5%	99	38.4%	88
78.5%	108	79.4%	109	72.4%	99	73.8%	101	78.0%	107	79.7%	109	59.0%	81	65.3%	90	61.0%	84
31.9%	106	33.8%	113	30.1%	100	29.8%	99	32.8%	109	36.5%	122	26.1%	87	27.3%	91	24.5%	82
12.5%	108	14.1%	122	11.2%	97	10.8%	94	12.6%	109	13.5%	117	8.2%	71	11.0%	95	9.8%	85
10.0%	103	11.2%	115	10.3%	105	9.9%	101	11.2%	115	12.0%	123	9.3%	95	9.5%	98	9.5%	98
10.6%	108	10.6%	108	10.1%	104	9.1%	93	10.9%	111	12.0%	123	12.8%	130	11.1%	113	9.1%	93
41.0%	105	43.3%	111	41.2%	106	39.9%	102	42.8%	110	45.8%	117	35.8%	92	38.4%	98	35.2%	90
5.3%	79	5.4%	81	6.2%	93	6.6%	100	5.4%	82	5.0%	74	8.6%	129	7.6%	114	7.9%	119
6.5%	114	7.5%	131	7.7%	134	6.7%	118	7.7%	135	7.3%	129	3.9%	68	4.2%	74	5.7%	100
3.2%	111	3.2%	111	3.5%	122	3.7%	128	3.6%	124	3.0%	103	2.0%	71	2.4%	85	3.1%	109
10.0%	110	11.2%	124	12.1%	134	11.3%	125	12.2%	135	13.0%	144	6.9%	77	6.5%	72	7.3%	81
11.7%	109	13.7%	128	14.9%	139	13.2%	123	14.3%	133	14.8%	138	7.7%	72	7.7%	72	9.1%	85
4.3%	110	4.9%	124	5.3%	136	4.8%	122	5.2%	132	4.4%	111	2.8%	71	3.7%	96	3.9%	100
6.5%	118	6.9%	124	7.2%	130	6.2%	112	7.1%	127	6.8%	123	4.5%	81	5.3%	95	5.4%	98
3.8%	113	4.3%	129	4.5%	133	3.9%	116	4.2%	123	3.9%	115	2.4%	70	3.3%	99	4.0%	117
12.3%	115	13.9%	129	13.4%	125	11.3%	105	13.6%	127	14.0%	130	8.4%	78	9.8%	91	11.5%	107
7.9%	109	9.6%	133	9.2%	128	8.2%	114	9.6%	134	9.6%	134	5.3%	74	6.2%	86	7.3%	102
5.9%	114	6.0%	116	7.3%	140	6.4%	124	7.0%	134	7.0%	135	3.9%	76	4.4%	86	5.1%	98
7.3%	111	7.8%	119	8.4%	128	8.0%	122	8.6%	131	8.5%	130	4.9%	75	5.2%	80	6.4%	97
3.6%	103	4.6%	131	4.4%	125	3.7%	107	4.5%	128	3.9%	112	2.8%	80	4.0%	115	4.1%	118
49.1%	123	47.2%	118	44.6%	112	38.9%	98	45.4%	114	49.7%	125	29.3%	74	40.9%	103	33.3%	84
50.9%	85	52.8%	88	55.4%	92	61.1%	102	54.6%	91	50.3%	84	70.7%	117	59.1%	98	66.7%	111
28.2%	111	33.0%	131	30.8%	122	28.4%	112	32.0%	126	31.3%	124	15.7%	62	18.6%	73	20.9%	82
28.0%	111	33.1%	131	30.3%	119	27.4%	108	31.9%	126	30.6%	121	17.9%	71	20.3%	80	22.0%	87
27.7%	111	33.5%	134	30.5%	122	26.1%	104	31.7%	126	31.0%	124	18.1%	72	21.9%	87	23.9%	95
32.4%	114	38.0%	134	33.3%	117	29.6%	104	35.6%	125	36.8%	129	19.8%	70	23.3%	82	24.7%	87
12.5%	102	15.4%	125	15.3%	124	13.6%	111	14.7%	119	14.2%	115	9.7%	79	9.2%	74	11.3%	92
28.9%	109	34.5%	130	31.7%	120	29.4%	111	33.1%	125	34.0%	129	17.1%	65	20.1%	76	22.5%	85
31.7%	111	35.7%	125	32.1%	113	31.5%	111	34.7%	122	34.2%	120	18.0%	63	21.1%	74	21.6%	76
21.9%	138	16.6%	105	12.9%	81	12.2%	77	16.9%	107	21.2%	134	7.1%	45	18.1%	114	9.6%	60
45.7%	107	47.0%	111	41.8%	98	38.0%	89	45.4%	107	49.4%	116	47.9%	113	53.7%	126	47.2%	111
17.6%	139	14.5%	115	10.6%	84	10.2%	80	13.6%	108	15.6%	124	6.7%	53	13.8%	109	8.4%	66
13.0%	109	13.8%	116	12.0%	100	10.0%	83	12.6%	105	17.2%	144	18.5%	155	17.3%	145	16.4%	137
25.3%	103	22.8%	93	27.4%	111	20.8%	84	23.7%	96	23.7%	96	28.1%	114	41.7%	169	38.1%	154
10.4%	122	10.3%	121	7.4%	87	5.7%	68	9.4%	111	10.0%	118	8.7%	102	11.4%	135	8.1%	95
57.0%	107	62.3%	117	52.6%	99	46.8%	88	57.3%	108	63.8%	120	58.8%	110	63.6%	119	60.6%	114
6.2%	68	6.3%	69	10.3%	112	12.0%	131	6.9%	75	9.3%	101	7.0%	76	4.6%	50	8.1%	88
26.3%	106	26.4%	106	24.9%	100	22.4%	90	26.4%	106	28.4%	114	27.5%	110	29.3%	118	26.7%	107
24.4%	125	24.0%	123	18.6%	95	15.7%	80	21.9%	112	27.3%	140	16.0%	82	26.7%	137	19.7%	101
3.2%	115	3.3%	120	2.5%	91	2.4%	85	2.9%	103	2.7%	98	1.7%	62	2.9%	104	3.3%	118
37.4%	125	36.9%	124	29.7%	100	23.8%	80	33.7%	113	38.4%	129	33.0%	111	41.6%	140	30.9%	104
29.1%	115	27.6%	109	24.3%	96	20.8%	82	27.2%	108	28.9%	114	15.7%	62	35.1%	139	29.3%	116
5.4%	65	4.7%	57	9.2%	111	11.5%	138	6.2%	74	4.6%	55	7.0%	84	4.6%	55	8.1%	97
4.2%	68	4.0%	65	5.8%	94	7.7%	127	4.7%	78	3.7%	61	5.0%	82	2.8%	46	3.7%	61
7.1%	80	7.5%	84	7.9%	89	10.4%	118	8.0%	90	6.2%	70	8.6%	97	4.8%	54	6.3%	71
9.3%	88	9.5%	90	11.4%	108	10.6%	101	9.5%	90	8.9%	85	10.4%	98	8.1%	77	9.9%	94
10.8%	98	11.1%	100	10.4%	94	11.1%	100	11.1%	100	10.2%	92	12.8%	115	9.4%	85	10.3%	93
11.1%	101	11.8%	107	11.2%	102	10.6%	97	11.6%	105	11.3%	103	12.6%	114	10.3%	94	11.2%	101
25.1%	113	26.1%	118	22.1%	100	19.4%	88	24.2%	109	26.2%	118	22.7%	102	25.9%	117	24.9%	113
27.1%	124	25.4%	116	22.0%	100	18.6%	85	24.8%	113	28.8%	131	21.0%	96	34.1%	155	25.5%	116

\* = Composition



## PRODUCT CONSUMPTION BY R&R FORMAT

	Total 18+		AC		Active Rock		Adt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic	
	Comp *		Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
<b>Financial: Banking Services Used</b>														
24-Hour teller card (ATM)	55.7%		62.0%	111	67.1%	121	70.3%	126	71.3%	128	66.9%	120	62.2%	112
401-K PLAN	20.5%		24.8%	121	26.7%	130	31.4%	153	26.7%	130	24.4%	119	18.0%	88
Auto loan	24.4%		26.3%	108	31.6%	130	32.8%	135	30.5%	125	30.1%	124	20.4%	84
Certificates of Deposit (CDs)	18.7%		17.8%	95	11.6%	62	14.1%	76	13.4%	72	14.2%	76	11.1%	60
Checking account that pays interest	47.7%		47.1%	99	44.9%	94	49.2%	103	46.0%	97	43.1%	90	39.0%	82
Home improvement loan	4.1%		4.4%	108	4.0%	98	3.2%	79	3.8%	92	4.1%	99	3.1%	75
Home mortgage	31.7%		36.9%	117	34.6%	109	44.6%	141	33.9%	107	34.4%	109	24.5%	77
IRA (Individual Retirement Account)	22.3%		24.6%	111	16.5%	74	24.5%	110	17.6%	79	16.9%	76	14.1%	63
Keogh plan	1.2%		1.5%	120	0.6%	45	1.1%	90	0.8%	65	0.8%	65	0.9%	70
Money market account	15.6%		16.6%	106	11.0%	70	16.5%	105	11.9%	76	11.5%	74	10.2%	65
Other checking account	45.7%		48.4%	106	49.8%	109	51.3%	112	49.7%	109	50.4%	110	43.5%	95
Personal loan	10.4%		11.1%	106	13.0%	124	13.2%	127	11.9%	114	13.0%	124	9.4%	90
Savings account	70.9%		74.6%	105	76.5%	108	77.9%	110	76.2%	107	74.0%	104	70.8%	100
None of these	6.4%		5.3%	84	4.5%	70	3.5%	55	4.5%	71	5.7%	90	11.0%	173
Any bank service	93.6%		94.7%	101	95.5%	102	96.5%	103	95.5%	102	94.3%	101	89.0%	95
<b>Groceries: Amount Spent Weekly</b>														
Less than \$30	5.4%		4.2%	79	5.6%	105	4.6%	85	5.7%	106	5.2%	97	5.6%	104
\$30-49	12.8%		10.7%	84	12.0%	94	11.4%	89	12.0%	94	10.8%	85	11.7%	92
\$50-74	20.1%		18.8%	93	18.4%	91	19.2%	95	18.4%	92	18.6%	92	17.4%	86
\$75-99	17.9%		17.9%	100	16.8%	94	16.9%	95	17.5%	98	17.4%	97	17.2%	97
\$100-124	18.2%		19.7%	108	19.6%	108	18.7%	103	18.4%	101	20.1%	111	18.1%	100
\$125-149	10.4%		11.8%	113	11.0%	106	10.9%	105	11.7%	113	11.6%	112	11.1%	107
\$150-199	6.9%		7.9%	115	7.7%	111	9.2%	134	7.4%	107	7.4%	108	7.9%	115
\$200+	5.5%		6.5%	118	5.9%	106	5.9%	107	6.4%	116	6.3%	114	8.2%	149
<b>Leisure: Belong to Health/Ex Club</b>														
Yes	14.7%		17.0%	115	20.8%	141	21.1%	143	22.4%	152	19.5%	133	21.8%	148
No	85.3%		83.0%	97	79.2%	93	78.9%	93	77.6%	91	80.5%	94	78.2%	92
<b>Purchased Past 3 Months</b>														
Blank audio cassette tapes	23.4%		25.1%	107	24.6%	105	24.1%	103	26.0%	111	26.6%	113	31.6%	135
Blank video tapes	31.2%		34.4%	110	33.9%	109	32.7%	105	32.7%	105	33.8%	108	33.2%	107
Compact discs (CDs)	43.6%		49.0%	112	60.7%	139	58.5%	134	61.6%	141	55.9%	128	57.8%	132
Hardcover books	32.9%		36.5%	111	35.3%	107	41.1%	125	36.8%	112	35.5%	108	33.5%	102
Paperback books	46.7%		52.1%	112	48.1%	103	57.2%	122	51.2%	110	51.7%	111	45.8%	98
Photographic film	44.2%		48.9%	111	47.8%	108	52.9%	120	47.6%	108	49.6%	112	45.8%	103
Pre-recorded audio cassette tapes	28.2%		31.1%	110	27.7%	98	25.9%	92	27.8%	99	31.6%	112	34.1%	121
Pre-recorded video tapes	29.1%		33.2%	114	34.7%	119	30.7%	105	33.1%	114	34.4%	118	32.9%	113
Video game cartridges/discs	11.6%		12.9%	112	15.9%	137	13.0%	112	14.2%	123	15.6%	135	16.2%	140
None of these	17.0%		12.7%	75	10.2%	60	10.3%	61	10.6%	62	10.7%	63	11.3%	67
<b>Purchased Past Year</b>														
Athletic shoes	48.9%		52.9%	108	59.1%	121	55.7%	114	56.9%	116	58.1%	119	58.5%	120
Bridal wear for women	2.8%		3.3%	120	3.9%	139	2.9%	104	3.4%	122	4.7%	168	3.7%	132
Children's or infants' clothing	29.6%		31.1%	105	35.4%	119	34.2%	115	26.2%	88	37.5%	126	21.5%	73
Cosmetics, perfumes, or skin care	45.7%		51.2%	112	45.5%	100	50.0%	110	43.8%	96	53.0%	116	38.9%	85
Costume jewelry	16.5%		20.6%	125	12.1%	73	16.9%	103	13.6%	82	18.4%	111	16.2%	98
Fine jewelry (not costume)	18.7%		21.8%	116	20.1%	107	20.0%	106	18.9%	101	22.8%	122	22.0%	118
Men's shoes	32.6%		32.3%	99	40.8%	125	36.6%	112	37.3%	114	35.2%	108	34.3%	105
Men's sportswear	28.9%		32.4%	112	34.3%	118	36.7%	127	31.9%	110	32.2%	111	28.4%	98
Men's suits	12.0%		12.5%	104	16.0%	134	13.6%	114	15.0%	126	13.6%	114	14.6%	122
Other clothing or accessories for men	32.3%		32.1%	99	43.3%	134	41.3%	128	36.7%	114	35.7%	111	26.7%	83
Watches	22.2%		24.7%	111	23.6%	106	23.5%	106	24.4%	110	26.1%	117	26.2%	118
Women's dresses or suits	30.6%		36.9%	121	23.4%	77	29.6%	97	26.8%	88	36.0%	118	32.4%	106
Women's shoes	38.6%		46.4%	120	29.5%	76	35.4%	92	33.2%	86	44.5%	115	42.5%	110
Women's sportswear	28.7%		36.0%	126	21.0%	73	29.9%	104	22.4%	78	30.9%	108	25.6%	89
Other clothing or accessories for women	28.6%		32.9%	115	26.3%	92	32.5%	114	26.6%	93	34.0%	119	24.6%	86
<b>Household Items Purchased Past Year</b>														
CD player	14.2%		15.8%	111	19.1%	134	18.8%	132	18.6%	131	18.1%	128	17.2%	121
Carpeting or floor covering	19.0%		19.7%	104	23.0%	121	22.3%	117	18.6%	97	20.3%	107	16.4%	86
Draperies, blinds	19.6%		21.7%	111	19.8%	101	20.7%	106	21.4%	109	22.9%	117	20.7%	106
Furniture	30.7%		32.7%	107	40.2%	131	41.0%	134	34.1%	111	34.1%	111	23.9%	78
Hardware, building or paint items	63.2%		65.3%	103	71.2%	113	75.0%	119	64.6%	102	63.3%	100	49.3%	78
Large appliance	22.5%		23.4%	104	23.6%	105	23.1%	103	23.1%	103	23.3%	104	22.8%	101
Lawn or garden items	52.7%		53.7%	102	59.1%	112	65.5%	124	50.9%	97	51.9%	98	32.4%	61
Other camera or accessories	6.1%		7.1%	117	8.1%	134	7.6%	125	6.7%	111	7.3%	120	4.6%	76
Other stereo equipment	9.2%		9.6%	104	15.7%	170	14.8%	160	13.7%	148	12.2%	132	10.8%	117
Small appliance	29.3%		30.8%	105	31.9%	109	33.7%	115	32.1%	110	32.1%	110	29.9%	102
Television	20.8%		21.4%	103	23.4%	112	20.2%	97	22.2%	107	23.9%	114	25.0%	120
VCR	16.5%		17.3%	105	20.3%	123	18.3%	111	18.3%	111	19.4%	117	18.6%	113
Video camera or accessories	5.9%		6.5%	111	8.6%	146	6.9%	117	7.4%	127	7.8%	133	7.3%	124
None of these	9.8%		7.5%	76	7.3%	75	5.7%	58	7.1%	73	7.7%	79	9.5%	97

\* = Composition



## PRODUCT CONSUMPTION BY R&R FORMAT

Country		Hot AC		NAC/Smooth Jazz		News/Talk		Oldies		Rock		Spanish		Urban		Urban AC	
Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
59.8%	107	67.4%	121	62.8%	113	54.7%	98	62.4%	112	67.3%	121	50.2%	90	59.9%	108	58.0%	104
24.4%	119	28.1%	137	22.7%	110	21.2%	103	25.8%	125	26.1%	127	12.1%	59	17.2%	84	16.8%	82
31.5%	129	31.2%	128	24.1%	99	20.8%	85	29.0%	119	34.1%	140	13.6%	56	20.8%	85	18.3%	75
16.9%	91	15.6%	83	16.7%	89	23.6%	126	16.4%	88	13.1%	70	8.9%	48	9.9%	53	11.1%	59
47.4%	99	46.2%	97	47.4%	99	52.9%	111	47.5%	100	45.8%	96	30.5%	64	38.0%	80	39.3%	82
4.9%	120	4.6%	113	4.5%	110	4.1%	100	4.7%	114	4.6%	111	3.6%	87	3.9%	95	3.5%	86
36.4%	115	39.8%	126	33.9%	107	33.1%	105	39.4%	124	38.0%	120	16.9%	53	20.9%	66	22.5%	71
21.8%	98	22.1%	99	24.2%	109	29.8%	134	23.2%	104	17.8%	80	9.6%	43	10.6%	48	13.5%	61
1.2%	96	1.2%	100	1.6%	126	2.0%	163	1.3%	109	0.7%	59	0.8%	67	0.6%	45	0.7%	57
14.2%	91	15.0%	96	16.9%	108	21.7%	139	15.8%	101	11.0%	70	6.9%	44	8.2%	52	9.7%	62
48.8%	107	52.2%	114	46.5%	102	45.1%	99	48.8%	107	50.0%	109	38.2%	84	42.7%	93	41.4%	91
13.4%	129	12.1%	116	9.8%	94	8.0%	76	11.7%	112	14.2%	136	7.1%	68	10.9%	104	9.3%	89
72.3%	102	77.0%	109	72.9%	103	72.6%	102	74.7%	105	74.2%	105	58.5%	82	67.1%	95	67.3%	95
4.3%	68	3.9%	61	6.6%	104	4.8%	75	4.8%	75	4.6%	72	18.2%	287	11.6%	183	12.3%	193
95.7%	102	96.1%	103	93.4%	100	95.2%	102	95.2%	102	95.4%	102	81.8%	87	88.4%	94	87.7%	94
4.6%	85	4.4%	83	4.8%	90	4.4%	82	4.3%	80	4.5%	84	4.5%	84	6.3%	117	6.8%	126
11.4%	89	10.0%	79	10.8%	85	12.9%	101	10.3%	80	11.4%	89	9.8%	77	12.0%	94	11.8%	92
19.5%	97	18.1%	90	17.9%	89	20.9%	104	17.6%	87	18.3%	91	17.8%	89	19.8%	98	18.4%	91
18.6%	104	17.9%	100	17.8%	100	17.9%	100	17.7%	99	18.8%	105	19.0%	106	16.8%	94	17.4%	98
19.5%	107	19.6%	108	18.1%	100	17.6%	97	20.4%	112	20.1%	111	18.0%	99	17.3%	95	16.9%	93
11.1%	107	13.1%	126	12.1%	117	10.9%	105	12.7%	122	11.3%	109	12.2%	118	9.4%	90	10.6%	102
7.2%	105	8.1%	117	8.5%	123	6.8%	99	8.2%	119	7.5%	109	8.0%	116	7.7%	112	7.1%	103
5.7%	103	6.2%	112	6.9%	125	5.7%	103	6.3%	114	6.1%	110	7.1%	128	7.4%	133	7.5%	136
14.5%	99	20.3%	138	18.6%	126	14.8%	100	16.4%	112	17.6%	120	16.5%	112	17.7%	120	17.3%	117
85.5%	100	79.8%	94	81.4%	95	85.2%	100	83.6%	98	82.4%	97	83.5%	98	82.3%	97	82.7%	97
22.4%	95	25.5%	109	27.5%	117	22.0%	94	24.2%	103	24.4%	104	31.0%	133	31.3%	134	33.2%	142
33.3%	107	35.7%	114	34.6%	111	31.1%	100	34.0%	109	34.6%	111	30.7%	98	32.7%	105	35.2%	113
46.6%	107	55.9%	128	49.2%	113	40.4%	93	50.2%	115	56.4%	129	46.9%	108	48.3%	111	46.7%	107
34.0%	103	38.3%	117	37.0%	113	35.1%	107	36.0%	110	33.4%	102	25.4%	77	29.3%	89	31.6%	96
49.0%	105	55.0%	118	50.0%	107	47.6%	102	50.6%	108	50.6%	108	34.1%	73	42.8%	92	45.7%	98
47.3%	107	51.4%	116	46.3%	105	44.0%	100	49.0%	111	47.9%	108	48.4%	110	37.6%	85	37.4%	85
29.4%	104	31.0%	110	30.6%	108	26.1%	92	30.0%	106	28.0%	99	32.9%	116	33.6%	119	33.9%	120
33.7%	116	36.2%	124	31.4%	108	26.1%	90	33.1%	114	33.5%	115	29.5%	101	29.9%	103	30.5%	105
12.8%	110	15.1%	131	13.1%	113	8.9%	77	13.6%	118	15.2%	131	13.4%	116	17.7%	153	16.4%	142
14.4%	85	10.3%	61	13.9%	82	17.9%	106	13.1%	77	11.4%	67	16.4%	97	15.6%	92	15.1%	89
52.6%	108	57.4%	117	51.9%	106	45.4%	93	54.3%	111	56.0%	114	49.7%	102	61.6%	126	56.2%	115
3.0%	107	3.9%	140	2.4%	84	1.7%	63	2.6%	92	2.9%	103	4.2%	151	4.0%	142	3.6%	129
38.0%	128	36.3%	122	24.9%	84	21.1%	71	31.0%	105	32.8%	111	16.8%	57	41.6%	140	33.6%	113
53.5%	117	50.3%	110	45.4%	99	36.9%	81	44.5%	97	45.4%	99	38.7%	85	57.7%	126	43.8%	96
17.4%	105	19.8%	120	18.0%	109	15.0%	91	16.8%	102	13.4%	81	12.3%	75	18.1%	110	19.1%	115
20.2%	108	21.7%	116	20.6%	110	17.8%	95	20.2%	108	19.8%	105	18.0%	96	22.1%	118	23.5%	125
35.1%	108	34.3%	105	35.1%	108	33.2%	102	36.6%	112	39.6%	121	35.7%	110	33.8%	104	31.7%	97
30.7%	106	33.3%	115	31.7%	109	31.2%	108	33.5%	116	32.5%	112	23.2%	80	27.0%	93	26.4%	91
11.4%	95	13.3%	111	14.9%	124	13.9%	116	13.7%	114	14.0%	117	14.1%	118	15.3%	128	16.3%	136
38.6%	120	34.9%	108	32.9%	102	29.8%	92	35.1%	109	43.1%	134	25.6%	79	34.8%	108	26.7%	83
23.6%	106	25.3%	114	24.2%	109	21.1%	95	23.7%	107	22.8%	103	22.8%	103	27.0%	122	26.6%	120
32.0%	105	35.5%	116	32.0%	105	25.5%	83	28.8%	94	25.2%	83	27.5%	90	39.1%	128	37.2%	122
41.0%	106	44.5%	115	38.4%	99	32.5%	84	36.6%	95	30.5%	79	37.2%	96	44.4%	115	43.7%	113
30.7%	107	33.3%	116	29.2%	102	27.3%	95	29.2%	102	27.2%	77	18.2%	63	25.7%	90	27.4%	95
34.0%	119	32.9%	115	26.9%	94	22.0%	77	27.6%	97	27.6%	97	22.3%	78	34.6%	121	26.0%	91
16.3%	115	16.8%	118	15.5%	109	12.2%	86	16.3%	115	18.1%	127	16.3%	115	19.4%	136	15.6%	110
21.1%	111	20.6%	108	19.3%	101	18.9%	99	20.4%	107	20.8%	109	14.5%	76	20.3%	107	19.9%	104
20.4%	104	23.1%	118	19.3%	99	18.9%	96	21.5%	110	21.1%	108	16.4%	84	19.4%	99	22.2%	113
35.9%	117	33.6%	109	30.8%	100	26.7%	87	33.1%	108	37.3%	122	26.7%	87	34.9%	114	22.5%	79
71.9%	114	67.2%	106	63.5%	101	64.4%	102	68.8%	109	73.0%	116	47.3%	75	54.4%	86	48.7%	77
24.0%	107	24.5%	109	23.0%	102	22.4%	99	24.2%	107	23.9%	106	22.5%	100	25.4%	113	24.7%	109
64.6%	122	55.2%	105	52.2%	99	51.9%	98	56.9%	108	61.7%	117	31.5%	60	45.7%	87	35.3%	67
7.7%	126	7.0%	115	6.6%	109	5.4%	89	6.9%	113	8.1%	133	4.4%	73	6.4%	106	4.6%	76
10.9%	117	11.0%	120	10.5%	114	8.0%	86	10.8%	117	14.6%	158	8.4%	91	13.4%	145	9.5%	103
30.9%	105	31.9%	109	30.2%	103	29.5%	101	31.4%	107	31.4%	107	27.4%	93	28.6%	98	28.1%	96
21.2%	102	22.2%	106	21.4%	103	19.3%	93	21.7%	104	23.5%	113	25.2%	121	26.5%	127	25.6%	123
17.8%	108	18.2%	110	18.0%	109	15.8%	95	17.9%	108	19.7%	119	18.2%	110	22.5%	136	20.6%	125
6.5%	110	6.8%	116	6.2%	106	5.0%	85	6.7%	113	7.2%	123	8.5%	144	6.3%	108	6.2%	106
7.4%	75	6.0%	61	8.6%	88	8.7%	89	7.1%	72	6.6%	68	13.4%	137	11.4%	116	10.8%	110

\* = Composition



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

**1. WJBC-AM/BLOOMINGTON, IL (NEWS/TALK) 34.0**

Don Munson, Elizabeth Estes Cooper

**2. WOKK-FM/MERIDIAN, MS (COUNTRY) 32.1**

The Breakfast Bunch

**3. WJLS-FM/BECKLEY, WV (COUNTRY) 30.3**

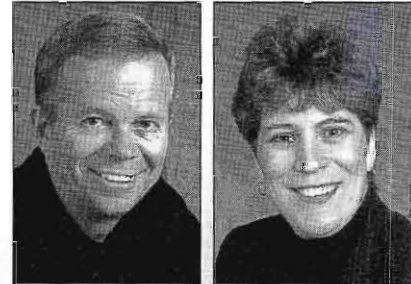
Jeff Reid, Margaret Ann, & Bob Cannon

**4. KCTR-FM/BILLINGS, MT (COUNTRY) 30.0**

The Breakfast Flakes

**5. WFRY-FM/WATERTOWN, NY (COUNTRY) 29.8**

Tad Pole & Ann Phibian



Don Munson, Elizabeth Estes Cooper  
WJBC-AM/Bloomington, IL



Jeff Reid, Margaret Ann, & Bob Cannon  
WJLS-FM/Beckley, WV

**6. KYKZ-FM/LAKE CHARLES, LA (COUNTRY) 29.3**

Dale Mann & Co.

**7. WJIZ-FM/ALBANY, GA (URBAN) 27.9**

Paul Edwards\*

**8. WBKR-FM/OWENSBORO, KY (COUNTRY) 27.7**

Sky Phillips; Jeanne James

**9. WSWA-AM/HARRISONBURG, VA (NEWS/TALK) 27.5**

Frank Wilt & Jim Britt

**10. KKYR-AM & FM/TEXARKANA, TX-AR (COUNTRY) 27.0**

Ron West

**10. WQBE-FM/CHARLESTON, WV (COUNTRY) 27.0**

Randy & Al

\*Replaced by Doug Banks on March 2nd

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

**1. WINS-AM/NEW YORK (NEWS) 1,364,700**

Lee Harris, Bob Hagen, Judy DeAngelis

**2. WXRK-FM/NEW YORK (ALTERNATIVE) 1,270,600**

Howard Stern

**3. WCBS-AM/NEW YORK (NEWS) 1,190,700**

Jeff Caplan & Pat Carroll

**4. WQHT-FM/NEW YORK (CHR/RHYTHMIC) 1,096,100**

Dr. Dre, Ed Lover & Lisa G

**5. WHTZ-FM/NEW YORK (CHR/POP) 1,046,900**

Elvis, Elliot & Z Morning Zoo



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



Howard Stern  
WXRK-FM/New York

**6. WLTW-FM/NEW YORK (AC) 1,011,800**

Bill Buchner & Rasa Kaye

**7. WKTU-FM/NEW YORK (CHR/RHYTHMIC) 909,900**

Freddie Collon, Michelle & Ru Paul\*

**8. KIIS-FM/LOS ANGELES (CHR/POP) 867,400**

Rick Dees

**9. WSKQ-FM/NEW YORK (TROPICAL) 865,600**

Luis Jimenez & Junior Herrandez

**10. WIRKS-FM/NEW YORK (URBAN AC) 863,100**

Issac Hayes

\*Replaced by Hollywood Hamilton & Goumba Johnny in January.



# Now in 243 markets

.....



Today, Arbitron delivers more than just ratings; we give you access to detailed profiles of the consumers in your market. Now you can talk about the consumers who are reached by your station and by the other advertising media in your market. That's valuable information you can use to pitch and win new local retail business.

From the Scarborough Report in 60 major markets, to RetailDirect® in 44 mid-sized markets, and the new Qualitative Diary Service in 140 markets\*, Arbitron provides the right qualitative information tailor-made for the needs of your local market.

## Ad dollars gain more power

There's one word that makes a retailer sit up and listen: "customers." With any of Arbitron's qualitative services, you can talk to your local advertisers in the language they want to hear. You can help an advertiser see their customers as they are: their income, education, where they shop, the retail services they use. You can help advertisers find the customers they want to reach, spend ad dollars more efficiently and increase the power of marketing resources with every buy.

Contact your local Arbitron representative for more information about the local market qualitative services that can help your business grow.



\* In Peoria, IL, both RetailDirect and the Qualitative Diary Service are offered.

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**ARBITRON**



## PM Drive/Top 10

Average Quarter-Hour Share 12+, M-F, 3-7 pm

1. **WFRY-FM/WATERTOWN, NY (COUNTRY) 30.3**  
I.B. Green
2. **WGSQ-FM/COOKEVILLE, TN (COUNTRY) 29.7**  
Marty McFly & Stewart Allison
3. **WBKR-FM/OWENSBORO, KY (COUNTRY) 28.9**  
Jeanne James
4. **KNEX-FM/LAREDO, TX (SPANISH CONTEMPORARY) 26.4**  
Bobby Macias
5. **KYKZ-FM/LAKE CHARLES, LA (COUNTRY) 25.7**  
Charlie Grant



Charlie Grant  
KYKZ-FM/Lake Charles, LA



Jeanne James  
WBKR-FM/Owensboro, KY



Marty McFly & Stewart James  
WGSQ-FM/Cookeville, TN

6. **WILQ-FM/WILLIAMSPORT, PA (COUNTRY) 24.0**  
John O'Brien
7. **WJLS-FM/BECKLEY, WV (COUNTRY) 23.9**  
Ann Kelly; Dave Willis
8. **WUSY-FM/CHATTANOOGA, TN (COUNTRY) 23.9**  
David Earl Hughes & Dexter
9. **WIXY-FM/CHAMPAIGN, IL (DANVILLE BOOK) (COUNTRY) 23.6**  
R.W. Smith; Chad West
10. **WHWK-FM/BINGHAMTON, NY (COUNTRY) 23.2**  
Glenn Pitcher; Ellen Roberts

## PM Drive/Top 10

Average Cume Persons 12+, M-F, 3-7 pm

1. **WQHT-FM/NEW YORK (CHR/RHYTHMIC) 1,298,100**  
Angie Martinez
2. **WHTZ-FM/NEW YORK (CHR/POP) 1,242,200**  
Paul "Cubby" Bryant
3. **WLTW-FM/NEW YORK (AC) 1,208,900**  
Valerie Smaldone; Steve Roy & Sandy Jackson
4. **WKTU-FM/NEW YORK (CHR/RHYTHMIC) 1,204,400**  
Broadway Bill Lee
5. **WCBS-FM/NEW YORK (OLDIES) 902,200**  
Bob Shannon



Bill Lee  
WKTU-FM/New York



Paul "Cubby" Bryant  
WHTZ-FM/New York



Valerie Smaldone; Steve Roy & Sandy Jackson  
WLTW-FM/New York

6. **WPLJ-FM/NEW YORK (HOT AC) 849,200**  
Rocky Allen
7. **KIIS-FM/LOS ANGELES (CHR/POP) 841,400**  
Gary Spears
8. **WCBS-AM/NEW YORK (NEWS) 828,400**  
Harley Carnes, Debra Rodriguez
9. **KPWR-FM/LOS ANGELES (CHR/RHYTHMIC) 811,000**  
The Baka Boyz
10. **WRKS-FM/NEW YORK (URBAN AC) 780,100**  
Deborah Rath; Ashford & Simpson



## How To Use The Ratings Information

As you examine R&R's "Ratings Report & Directory, Vol. 1, '98," you'll find the following highlights featured in the detailed breakdowns for markets 1-100:

### 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 Fall '97 Arbitron) are listed. Trends read left to right, with the most recent results on the right. Up to five rating periods are 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 in each Arbitron report.

### 4 AUDIENCE RANKINGS

The six rankings to the right of the frequency power column will help you determine a station's core strength. The first listing shows the 12+ cume rank, followed by five AQH demo ranks. Also featured: AQH demographic rankings for the Top 50 markets. All figures based on total week listening.

### 5 TIME SPENT LISTENING

This column shows the average number of minutes the audience spent listening to the station weekly. Based on 12+ total week listening.

### 6 OWNER & REP INFORMATION

Station owners (as of February 28) and their national rep affiliations, as listed in each Arbitron report.

### 7 FORMAT SHARE

The lower-left corner of each Top 50 market page features a bar graph ranking format share. Format totals are computed by adding the Fall '97 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all News/Talk shares are added together.

### 8 NOTATIONS

Updates are listed noting format and call letter changes, as well as LMA activity.

### 9 OWNERSHIP REACH

The lower-right corner of each Top 50 market page features a bar graph ranking owner reach. Owner totals are computed by merging the Fall '97 12+ Monday-Sunday cume numbers of the companies, then dividing into the market's 12+ population base. For example, the CBS cume reach.

### 10 MARKET POPULATION

The 12+ population for each market is shown, with the black and Hispanic percentages in parentheses. In those markets where the ethnic populations do not achieve established thresholds, the code N/A is used.

NEW YORK #1																
12+ POPULATION: 14,236,500 (Black: 19.5%; Hispanic: 22.2%)																
1	2	3	4	5	6	7	8	9	10							
FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AQH RANK	STATION FORMAT	FREQUENCY POWER (NIGHT/TIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.9	5.7	6.0	6.4	6.2	1	<b>WLTW-FM</b> <i>AC</i>	106.7 6kw	1	7	6	2	1	1	9:30	Chancellor Media	KATZ
5.7	6.1	6.1	6.2	5.9	2	<b>WQHT-FM</b> <i>CHR/Rhythmic</i>	97.1 6.7kw	3	1	3	9	21	9:45	Emmis	ARP	
4.3	4.4	4.3	4.4	4.6	4	<b>WSKQ-FM</b> <i>Tropical</i>	97.9 7.8kw	11	5	4	1	2	3	13:45	SBS	SBS
4.5	4.4	4.7	4.7	4.6	4	<b>WCBS-FM</b> <i>Oldies</i>	101.1 6.8kw	7	13	11	8	3	2	9:00	CBS Radio	CBS
6.2	4.8	4.7	4.7	4.6	4	<b>WKTU-FM</b> <i>CHR/Rhythmic</i>	103.5 5.4kw	4	3	2	4	5	11	7:15	Chancellor Media	EAST
4.3	4.3	4.1	4.6	4.4	6	<b>WRKS-FM</b> <i>Urban AC</i>	98.7 7.8kw	9	8	7	6	4	4	9:15	Emmis	D&R
3.6	3.6	3.8	3.5	4.1	7	<b>WXRK-FM</b> <i>Alternative</i>	92.3 6kw	8	4	3	5	6	12	8:15	CBS Radio	IRS
2.5	3.1	3.5	4.3	3.9	8	<b>WHTZ-FM</b> <i>CHR/Pop</i>	100.3 6kw	2	2	5	7	12	20	6:00	Chancellor Media	CHR
2.9	3.4	3.2	2.8	3.3	9	<b>WPAT-FM</b> <i>Spanish AC</i>	93.1 5.4kw	18	12	9	10	8	6	11:30	SBS	KT-H
3.0	3.4	3.1	3.2	3.2	10	<b>WCBS-AM</b> <i>News</i>	880 50kw	6	19	23	18	16	7	6:00	CBS Radio	CBS
2.9	3.1	2.7	3.2	3.1	11	<b>WABC-AM</b> <i>Talk</i>	770 50kw	15	22	21	19	18	10	9:00	ABC Inc.	BAN
3.4	3.7	3.5	3.6	3.0	12	<b>WINS-AM</b> <i>News</i>	1010 50kw	3	17	18	15	14	9	4:45	CBS Radio	G/W
3.4	3.4	3.6	3.2	3.0	12	<b>WOR-AM</b> <i>Talk</i>	710 50kw	16	29	30	26	22	16	9:15	Buckley	MCG
2.9	2.5	2.5	2.9	2.9	14	<b>WFAN-AM</b> <i>Sports</i>	660 50kw	12	11	13	13	11	8	7:00	CBS Radio	IRS
3.0	2.6	2.6	2.8	2.8	14	<b>WPLJ-FM</b>	95.5	10	9	8	9	7	15	6:15	ABC Inc.	BAN

<sup>1</sup> Was WDBZ-FM until August, became WBIX-FM on January 21.

7	4	9																																												
FORMAT SHARE	DEMOGRAPHIC RANKINGS	OWNERSHIP REACH																																												
<p>NEWSTALK 16.4</p> <p>CHR 14.4</p> <p>SPANISH AC 10.9</p> <p>10.5</p> <p>OLDIES/CR 7.7</p> <p>URBAN 6.7</p> <p>ALTERNATIVE 4.1</p> <p>NAC/SJ 2.8</p> <p>CLASSICAL 2.4</p> <p>NOSTALGIA 2.1</p>	<table border="1"> <thead> <tr> <th>Men 18-34</th> <th>Women 18-34</th> <th>Men 25-54</th> <th>Women 25-54</th> </tr> </thead> <tbody> <tr><td>1 WQHT-FM</td><td>1 WQHT-FM</td><td>1 WXRK-FM</td><td>1 WLTW-FM</td></tr> <tr><td>2 WRKS-FM</td><td>2 WKTU-FM</td><td>2 WSKQ-FM</td><td>2 WSKQ-FM</td></tr> <tr><td>3 WKTU-FM</td><td>3 WHTZ-FM</td><td>3 WCBS-FM</td><td>3 WRKS-FM</td></tr> <tr><td>4 WSKQ-FM</td><td>4 WSKQ-FM</td><td>4 WFAN-AM</td><td>4 WKTU-FM</td></tr> <tr><td>5 WHTZ-FM</td><td>5 WLTW-FM</td><td>5 WLTW-FM</td><td>5 WCBS-FM</td></tr> <tr><td>6 WRKS-FM</td><td>6 WPLJ-FM</td><td>6 WRKS-FM</td><td>6 WPAT-FM</td></tr> <tr><td>7 WPLJ-FM</td><td>7 WRKS-FM</td><td>7 WKTU-FM</td><td>7 WPLJ-FM</td></tr> <tr><td>8 WLTW-FM</td><td>8 WPAT-FM</td><td>8 WQHT-FM</td><td>8 WQCD-FM</td></tr> <tr><td>9 WFAN-AM</td><td>9 WXRK-FM</td><td>9 WPLJ-FM</td><td>9 WQHT-FM</td></tr> <tr><td>10 WPAT-FM</td><td>10 WBSL-FM</td><td>10 WNEW-FM</td><td>10 WHTZ-FM</td></tr> </tbody> </table>	Men 18-34	Women 18-34	Men 25-54	Women 25-54	1 WQHT-FM	1 WQHT-FM	1 WXRK-FM	1 WLTW-FM	2 WRKS-FM	2 WKTU-FM	2 WSKQ-FM	2 WSKQ-FM	3 WKTU-FM	3 WHTZ-FM	3 WCBS-FM	3 WRKS-FM	4 WSKQ-FM	4 WSKQ-FM	4 WFAN-AM	4 WKTU-FM	5 WHTZ-FM	5 WLTW-FM	5 WLTW-FM	5 WCBS-FM	6 WRKS-FM	6 WPLJ-FM	6 WRKS-FM	6 WPAT-FM	7 WPLJ-FM	7 WRKS-FM	7 WKTU-FM	7 WPLJ-FM	8 WLTW-FM	8 WPAT-FM	8 WQHT-FM	8 WQCD-FM	9 WFAN-AM	9 WXRK-FM	9 WPLJ-FM	9 WQHT-FM	10 WPAT-FM	10 WBSL-FM	10 WNEW-FM	10 WHTZ-FM	<p>CBS 46.3%</p> <p>Chancellor 38.5%</p> <p>Emmis 26.0%</p> <p>ABC 17.3%</p> <p>SBS 12.4%</p> <p>NY Times 10.1%</p> <p>Inner City 9.8%</p> <p>Buckley 9.5%</p> <p>Hefel 5.9%</p> <p>Family 1.9%</p> <p>Big City 1.5%</p>
Men 18-34	Women 18-34	Men 25-54	Women 25-54																																											
1 WQHT-FM	1 WQHT-FM	1 WXRK-FM	1 WLTW-FM																																											
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4 WSKQ-FM	4 WSKQ-FM	4 WFAN-AM	4 WKTU-FM																																											
5 WHTZ-FM	5 WLTW-FM	5 WLTW-FM	5 WCBS-FM																																											
6 WRKS-FM	6 WPLJ-FM	6 WRKS-FM	6 WPAT-FM																																											
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9 WFAN-AM	9 WXRK-FM	9 WPLJ-FM	9 WQHT-FM																																											
10 WPAT-FM	10 WBSL-FM	10 WNEW-FM	10 WHTZ-FM																																											

## Reps Abbreviation Key

21ST	21st Century Broadcasting	KT-H	Katz Hispanic
AMA	Art Moore & Associates	K&P	Katz & Powell
ARP	Allied Radio Partners	LOTUS	Lotus Hispanic Reps
BAN	Banner Radio	MCG	McGavren-Guild, Inc.
CAB	Caballero Spanish Media	MG/S	McGavren-Guild/Susquehanna
CAN	Canadian Br. Sales	MSS	Mid-South Sales
CBS	CBS Radio Spot Sales	PATT	Patt Media
CCRS	Clear Channel Radio Sales	RSS	Radio Spot Sales
CHR	The Christal Company	REG	Regional Representatives
CRA	Crawford Broadcasting Co.	REP	Republic Radio Inc.
D&R	D&R	ROS	Roslin Radio Sales, Inc.
DCA	Dora-Clayton Agency	SAV	Savalli Broadcast Sales
EAST	Eastman Radio, Inc.	SEN	Sentry
G/W	Group W Radio Sales	SRR	Salem Radio Representatives
IRS	Infinity Radio Sales	SSS	Southern Spot Sales
JCG	J.C. Gates	SBS	Spanish Broadcasting System
KATZ	Katz Radio	TNS	TN Spot Sales
KBS	Keystone Broadcasting System	WRS	Williams Radio Sales



12+ POPULATION: 14,236,500 (Black: 19.5%; Hispanic: 22.2%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.9	5.7	6.0	6.4	6.2	1	WLTW-FM AC	106.7 6kw	1	7	6	2	1	1	9:30	Chancellor Media	KATZ
5.7	6.1	6.1	6.2	5.9	2	WQHT-FM CHR/Rhythmic	97.1 6.7kw	5	1	1	3	9	21	9:45	Emmis	ARP
4.3	4.4	4.3	5.1	5.6	3	WSKQ-FM Tropical	97.9 7.8kw	11	5	4	1	2	3	13:45	SBS	SBS
4.5	4.4	4.7	4.7	4.6	4	WCBS-FM Oldies	101.1 6.8kw	7	13	11	8	3	2	9:00	CBS Radio	CBS
6.2	4.8	4.7	4.7	4.6	4	WKTU-FM CHR/Rhythmic	103.5 5.4kw	4	3	2	4	5	11	7:15	Chancellor Media	EAST
4.3	4.3	4.1	4.6	4.4	6	WRKS-FM Urban AC	98.7 7.8k2	9	8	7	6	4	4	9:15	Emmis	D&R
3.6	3.6	3.8	3.5	4.1	7	WXRK-FM Alternative	92.3 6kw	8	4	3	5	6	12	8:15	CBS Radio	IRS
2.5	3.1	3.5	4.3	3.9	8	WHTZ-FM CHR/Pop	100.3 6kw	2	2	5	7	12	20	6:00	Chancellor Media	CHR
2.9	3.4	3.2	2.8	3.3	9	WPAT-FM Spanish AC	93.1 5.4kw	18	12	9	10	8	6	11:30	SBS	KTH
3.0	3.4	3.1	3.2	3.2	10	WCBS-AM News	880 50kw	6	19	23	18	16	7	6:00	CBS Radio	CBS
2.9	3.1	2.7	3.2	3.1	11	WABC-AM Talk	770 50kw	15	22	21	19	18	10	9:00	ABC Inc.	BAN
3.4	3.7	3.5	3.6	3.0	12	WINS-AM News	1010 50kw	3	17	18	15	14	9	4:45	CBS Radio	G/W
3.4	3.4	3.6	3.2	3.0	12	WOR-AM Talk	710 50kw	16	29	30	26	22	16	9:15	Buckley	MCG
2.9	2.5	2.5	2.9	2.8	14	WFAN-AM Sports	660 50kw	12	11	13	13	11	8	7:00	CBS Radio	IRS
3.0	2.6	2.6	2.8	2.8	15	WPLJ-FM Hot AC	95.5 6.7kw	10	9	8	9	7	15	6:15	ABC Inc.	BAN
3.3	3.1	3.4	3.2	2.8	15	WQCD-FM NAC/SJ	101.9 6.2kw	14	20	16	12	10	5	7:45	Emmis	CHR
3.0	3.0	2.9	2.2	2.4	17	WQXR-FM Classical	96.3 7.8kw	20	32	31	25	21	13	9:00	New York Times	ARP
3.0	2.9	2.7	2.5	2.3	18	WBLS-FM Urban	107.5 4.2kw	13	6	10	11	13	17	6:15	Inner City	MCG
1.9	1.8	2.1	1.8	2.1	19	WQEW-AM Nostalgia	1560 50kw	22	42	42	39	35	24	11:30	New York Times	ARP
1.9	2.0	1.9	1.8	2.0	20	WADO-AM Spanish News/Talk	1280 50(5)kw	23	21	24	20	20	14	14:00	Hefel	KTH
1.2	1.8	1.6	1.8	1.7	21	WNEW-FM Classic Rock	102.7 6kw	19	18	14	14	15	18	5:45	CBS Radio	G/W

# 95.5 WPLJ

NEW YORK

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

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## THE BEST MIX OF THE '70s '80s & '90s



12+ POPULATION: 14,236,500 (Black: 19.5%; Hispanic: 22.2%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.9	1.5	1.5	1.6	1.5	22		<b>WNSR-FM</b> <sup>1</sup> Hot AC	105.1 6kw	17	14	12	16	19	23	5:00	Chancellor Media	SEN
2.3	2.1	2.0	1.9	1.4	23		<b>WAXQ-FM</b> Classic Rock	104.3 6kw	21	15	15	17	17	19	5:30	Chancellor Media	TOR
1.0	1.0	0.9	1.5	1.3	24		<b>WLIB-AM</b> News/Talk	1190 10kw	30	26	26	23	23	22	8:00	Inner City	MCG

<sup>1</sup> Was **WDBZ-FM** until August, became **WBIX-FM** on January 21.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
<b>NEWSTALK</b> 16.4	1 WQHT-FM	1 WQHT-FM	1 WXRK-FM	1 WLTW-FM	<b>CBS</b> 46.3%
<b>CHR</b> 14.4	2 WXRK-FM	2 WKTU-FM	2 WSKQ-FM	2 WSKQ-FM	<b>Chancellor</b> 38.5%
<b>SPANISH</b> 10.9	3 WKTU-FM	3 WHTZ-FM	3 WCBS-FM	3 WRKS-FM	<b>Emmis</b> 26.0%
<b>AC</b> 10.5	4 WSKQ-FM	4 WSKQ-FM	4 WFAN-AM	4 WKTU-FM	<b>ABC</b> 17.3%
<b>OLDIES/CR</b> 7.7	5 WHTZ-FM	5 WLTW-FM	5 WLTW-FM	5 WCBS-FM	<b>SBS</b> 12.4%
<b>URBAN</b> 6.7	6 WRKS-FM	6 WPLJ-FM	6 WRKS-FM	6 WPAT-FM	<b>NY Times</b> 10.1%
<b>ALTERNATIVE</b> 4.1	7 WPLJ-FM	7 WRKS-FM	7 WKTU-FM	7 WPLJ-FM	<b>Inner City</b> 9.8%
<b>NAC/SJ</b> 2.8	8 WLTW-FM	8 WPAT-FM	8 WQHT-FM	8 WQCD-FM	<b>Buckley</b> 9.5%
<b>CLASSICAL</b> 2.4	9 WFAN-AM	9 WXRK-FM	9 WPLJ-FM	9 WQHT-FM	<b>Heffel</b> 5.9%
<b>NOSTALGIA</b> 2.1	10 WPAT-FM	10 WBLN-FM	10 WNEW-FM	10 WHTZ-FM	<b>Family</b> 1.9%
					<b>Big City</b> 1.5%

# More than Research—Answers<sup>SM</sup>

## Harker Research

919 • 954 • 8300



12+ POPULATION: 9,920,000 (Black: 9.9%; Hispanic: 36.8%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.9	6.0	6.6	6.0	6.1	1	<b>KLVE-FM</b> Spanish AC	107.5 29.5kw	5	7	1	1	1	2	11:15	Heftel	KT-H
1.1	3.5	4.4	4.5	4.9	2	<b>KSCA-FM</b> Regional Mexican	101.9 4.8kw	14	5	1	2	2	9	12:00	Heftel	ARP
4.9	5.5	4.5	4.0	4.5	3	<b>KKBT-FM</b> Urban	92.3 43kw	6	3	3	3	6	17	8:30	Chancellor Media	ARP
4.6	4.6	4.3	4.6	4.2	4	<b>KPWR-FM</b> CHR/Rhythmic	105.9 25kw	2	1	4	5	18	26	6:15	Emmis	D&R
4.3	4.3	3.7	4.1	4.0	5	<b>KFI-AM</b> Talk	640 50kw	9	17	23	17	9	4	8:45	Cox	CHR
3.2	3.2	3.8	3.9	4.0	5	<b>KIIS-FM</b> CHR/Pop	102.7 3kw	1	2	7	7	12	14	5:30	Jacor	MCG
3.7	3.3	3.9	4.0	4.0	5	<b>KRTH-FM</b> Oldies	101.1 51kw	3	8	14	6	3	1	6:30	CBS Radio	IRS
3.9	3.2	3.6	3.9	3.8	8	<b>KOST-FM</b> AC	103.5 12.5kw	4	12	9	4	4	5	6:45	Cox	CHR
3.6	3.8	3.4	3.6	3.4	9	<b>KTWV-FM</b> NAC/SJ	94.7 55kw	15	20	19	13	5	3	8:15	CBS Radio	G/W
3.2	3.0	2.8	3.1	3.0	10	<b>KABC-AM</b> Talk	790 5kw	17	—	29	23	19	8	8:45	ABC Inc.	KATZ
2.9	3.4	3.8	3.6	3.0	10	<b>KROQ-FM</b> Alternative	106.7 5.6kw	7	4	5	10	16	25	5:45	CBS Radio	IRS
2.3	2.1	2.8	2.5	2.8	12	<b>KYSR-FM</b> Hot AC	98.7 75kw	8	6	6	9	13	20	5:45	Chancellor Media	BAN
2.5	2.7	2.4	2.6	2.7	13	<b>KBIG-FM</b> AC	104.3 105kw	12	16	10	14	11	11	6:15	Chancellor Media	SEN
1.9	2.8	2.6	1.9	2.7	13	<b>KCBS-FM</b> Classic Hits	93.1 28.5kw	10	19	14	11	7	6	6:00	CBS Radio	CBS
2.9	2.1	2.5	2.5	2.7	13	<b>KZLA-FM</b> Country	93.9 18.5kw	19	27	22	18	14	7	8:30	Bonneville Int.	SEN
2.0	2.3	2.2	2.0	2.6	16	<b>KLOS-FM</b> Rock	95.5 63kw	16	22	11	8	8	10	6:30	ABC Inc.	ARP
2.5	1.9	2.0	2.0	2.5	17	<b>KLSX-FM</b> Talk	97.1 21kw	20	26	8	12	10	16	8:15	CBS Radio	ARP
2.2	2.4	2.2	2.6	2.3	18	<b>KLAC-AM</b> Nostalgia	570 5kw	22	31	42	41	33	21	8:15	Chancellor Media	SEN
1.9	2.1	2.0	1.8	2.1	19	<b>KFWB-AM</b> News	980 5kw	11	29	33	25	21	13	4:45	CBS Radio	G/W
4.0	3.2	2.6	2.3	2.1	19	<b>KLAX-FM</b> Regional Mexican	97.9 50kw	21	9	12	15	17	19	7:30	SBS	KT-H
2.1	2.1	2.5	2.0	2.1	19	<b>KTNQ-AM</b> Spanish News/Talk	1020 50kw	26	33	13	16	15	18	10:15	Heftel	KT-H



101 FM

For more information call (212) 581-3962

**OLDIES RADIO K-EARTH 101 FM**





12+ POPULATION: 9,920,000 (Black: 9.9%; Hispanic: 36.8%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.5	2.4	2.0	2.2	2.0	22	<b>KNX-AM</b> News	1070 50kw	13	40	34	28	26	12	4:30	CBS Radio	CBS
1.7	2.1	2.0	1.5	1.8	23	<b>KBUA/KBUE</b> Regional Mexican	94.3/105.5 1.05kw/3kw	25	10	18	19	20	23	7:00	Liberman	—
2.1	1.6	1.5	1.5	1.7	24	<b>KKGO-FM</b> Classical	105.1 18kw	24	25	27	27	25	15	6:45	Mt. Wilson FM	ARP
1.2	1.8	1.6	1.7	1.4	25	<b>KIBB-FM</b> <sup>1</sup> CHR/Rhythmic	100.3 5.3kw	18	13	15	20	22	28	4:15	Chancellor Media	BAN
1.2	1.7	1.3	1.0	1.4	25	<b>KJLH-FM</b> Urban AC	102.3 2.25kw	27	21	20	21	23	24	8:00	Taxi	K&P
0.5	0.4	0.8	1.4	1.2	27	<b>KSSE-FM</b> Spanish Cont.	97.5 72kw	28	14	17	22	27	38	7:15	EXCL	CAB
1.5	1.6	1.2	1.3	1.1	28	<b>KACE/KRTO</b> Urban Oldies	103.9/98.3 1.65kw/.65kw	31	28	26	24	24	22	7:45	Cox	K&P
1.2	1.0	1.0	1.3	1.0	29	<b>KLYY-FM</b> Alternative	107.1 3kw	23	11	21	26	28	37	3:45	Big City	—

<sup>1</sup> Switched to Rhythmic Oldies on November 19; changed calls to **KCMG-FM** in February.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
SPANISH 17.4	1 KSCA-FM	1 KLVE-FM	1 KSCA-FM	1 KLVE-FM	CBS 49.2%
NEWS/TALK 13.6	2 KPWR-FM	2 KKBT-FM	2 KLVE-FM	2 KOST-FM	Chancellor 36.6%
CHR 9.6	3 KLVE-FM	3 KSCA-FM	3 KRTH-FM	3 KSCA-FM	Cox 23.7%
AC 9.3	4 KKBT-FM	4 KYSR-FM	4 KLOS-FM	4 KRTH-FM	Jacor 19.4%
OLDIES/CR 6.7	5 KROQ-FM	5 KIIS-FM	5 KCBS-FM	5 KTWV-FM	Heffel 18.5%
URBAN 6.0	6 KLSX-FM	6 KPWR-FM	6 KLSX-FM	6 KTWV-FM	ABC 16.5%
ALTERNATIVE 4.0	7 KIIS-FM	7 KBIG-FM	7 KFI-AM	7 KKBT-FM	Emmis 14.7%
NAC/SJ 3.4	8 KLOS-FM	8 KROQ-FM	8 KTWV-FM	8 KIIS-FM	Liberman 7.5%
COUNTRY 2.7	9 KYSR-FM	9 KOST-FM	9 KKBT-FM	9 KZLA-FM	Bonneville 6.9%
ROCK 2.6	10 KTNQ-AM	10 KLAX-FM	10 KTNQ-AM	10 KYSR-FM	SBS 6.8%
NOSTALGIA 2.3					Mt. Wilson 6.3%
CLASSICAL 1.7					Big City 5.8%
					Taxi 3.8%
					Excel 3.7%

More than Research—Answers<sup>SM</sup>

Harker Research

919 • 954 • 8300



12+ POPULATION: 6,995,500 (Black: 18.6%; Hispanic: 12.3%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.5	5.5	5.6	7.0	7.2	1	WGCI-FM Urban	107.5 33kw	2	2	1	1	1	8	10:30	Chancellor Media	MCG
6.6	6.2	5.9	5.6	6.1	2	WGN-AM Full Service	720 50kw	6	25	25	21	12	2	10:30	Tribune	EAST
3.5	3.5	3.9	4.3	4.8	3	WNUA-FM NAC/SJ	95.5 8.3kw	9	13	16	5	4	1	9:30	Chancellor Media	EAST
4.7	4.8	4.5	5.0	4.6	4	WBBM-FM CHR/Rhythmic	96.3 4.2kw	1	1	2	4	10	14	5:45	CBS Radio	CBS
4.2	5.1	4.8	4.5	4.5	5	WLIT-FM AC	93.9 4kw	7	14	10	3	2	3	7:45	Chancellor Media	CHR
3.3	4.0	4.1	3.8	4.3	6	WLS-AM Talk	890 50kw	16	22	18	16	9	6	10:45	ABC Inc.	KATZ
3.9	4.5	4.2	4.7	4.3	6	WVAZ-FM Urban AC	102.7 6kw	13	6	11	2	3	4	9:30	Chancellor Media	EAST
3.5	4.1	4.2	3.8	3.6	8	WBBM-AM News	780 50kw	3	28	23	20	18	7	5:45	CBS Radio	CBS
3.0	3.7	3.4	3.9	3.5	9	WUSN-FM Country	99.5 6.3kw	14	11	7	10	6	9	8:00	CBS Radio	CBS
3.4	3.3	4.0	3.9	3.4	10	WJMK-FM Oldies	104.3 4.1kw	5	8	19	9	5	5	5:30	CBS Radio	IRS
3.2	3.3	3.2	2.9	3.0	11	WRCX-FM Rock	103.5 4.3kw	12	4	3	6	13	21	6:45	Chancellor Media	EAST
3.1	2.8	3.3	3.4	2.9	12	WKQX-FM Alternative	101.1 8.3kw	4	3	5	12	19	27	4:30	Emmis	D&R
2.6	2.2	2.7	2.6	2.6	13	WTMX-FM Hot AC	101.9 4.2kw	10	7	4	8	11	22	5:15	Bonneville Int.	SEN
1.4	1.2	1.5	2.6	2.6	14	WXCD-FM Classic Rock	94.7 4.4kw	11	10	12	7	7	10	5:45	ABC Inc.	KATZ
1.3	1.0	1.0	1.7	2.5	15	WLEY-FM <sup>1</sup> Regional Mexican	107.9 21kw	24	5	6	13	17	20	12:00	SBS	KATZ
2.6	2.6	2.2	2.2	2.3	16	WAIT-AM Nostalgia	850 2.5kw	26	—	37	38	37	26	7:15	Pride	—
2.6	2.6	2.8	2.3	2.3	16	WCKG-FM Classic Rock	105.9 4.1kw	18	17	8	11	8	13	6:30	CBS Radio	CBS
2.7	2.2	1.8	2.2	2.3	16	WMAQ-AM News	670 50kw	8	27	24	23	23	11	4:00	CBS Radio	G/W
2.2	2.0	2.1	1.8	2.3	16	WNND-FM <sup>2</sup> AC	100.3 8.3kw	15	12	9	14	15	16	5:45	Bonneville Int.	EAST
2.5	2.9	1.5	1.9	2.0	20	WSCR-AM Sports	1160 50(5)kw	21	—	17	17	16	12	8:45	CBS Radio	CBS

<sup>1</sup> Was WYSY-FM (Oldies) until July 4. <sup>2</sup> Was WPNT-FM (Hot AC) until October.

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

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NEWSTALK 89 WLS



12+ POPULATION: 6,995,500 (Black: 18.6%; Hispanic: 12.3%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.8	2.9	2.9	2.5	1.9	21	<b>WXRT-FM</b> <i>Adult Alternative</i>	93.1 6.7kw	19	32	13	15	14	17	6:45	CBS Radio	CBS
3.2	2.7	2.9	2.0	1.8	22	<b>WOJO-FM</b> <i>Regional Mexican</i>	105.1 8.4kw	23	9	15	19	21	24	8:00	Heftel	KT-H
1.1	1.2	1.4	1.2	1.7	23	<b>WGCI-AM</b> <i>Urban Oldies</i>	1390 5kw	27	20	20	22	22	15	10:30	Chancellor Media	MCG
1.6	1.6	1.7	1.4	1.7	23	<b>WNIB-FM</b> <i>Classical</i>	97.1 8.4kw	20	—	35	25	26	18	7:00	North Illinois	ARP
2.1	2.1	2.0	1.8	1.5	25	<b>WLUP-FM</b> <sup>3</sup> <i>Rock</i>	97.9 6kw	17	18	14	18	20	28	4:15	Bonneville Int.	SEN
1.6	1.4	1.5	1.3	1.2	26	<b>WFMT-FM</b> <i>Classical</i>	98.7 15.5kw	25	—	36	26	25	19	6:00	Chicago Educ.	ARP
1.0	1.1	1.4	1.4	1.1	27	<b>WMVP-AM</b> <i>Sports</i>	1000 50kw	22	23	21	24	24	23	4:45	Chancellor Media	CHR

<sup>3</sup> Was Hot AC until July

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 19.4	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WLIT-FM	CBS 56.5%
URBAN 13.2	2 WRCX-FM	2 WTMX-FM	2 WNUA-FM	2 WGCI-FM	Chancellor 43.3%
ROCK 9.6	3 WBBM-FM	3 WBBM-FM	3 WSCR-AM	3 WVAZ-FM	ABC 18.2%
AC 9.4	4 WCKG-FM	4 WLIT-FM	4 WCKG-FM	4 WNUA-FM	Bonneville 16.1%
NAC/SJ 4.8	5 WLEY-FM	5 WNND-FM	5 WVAZ-FM	5 WJMK-FM	Emmis 13.3%
CHR 4.6	6 WKQX-FM	6 WKQX-FM	6 WXCD-FM	6 WTMX-FM	Tribune 12.4%
SPANISH 4.3	7 WSCR-AM	7 WUSN-FM	7 WRCX-FM	7 WUSN-FM	No. Ill. 5.3%
COUNTRY 3.5	8 WLUP-FM	8 WVAZ-FM	8 WJMK-FM	8 WBBM-FM	Heftel 5.2%
OLDIES/CR 3.4	9 WXRT-FM	9 WLEY-FM	9 WLS-AM	9 WGN-AM	SBS 4.5%
ALTERNATIVE 2.9	10 WXCD-FM	10 WXCD-FM	10 WXRT-FM	10 WNND-FM	Chi. Educ. 4.3%
CLASSICAL 2.9					Pride 3.5%
NOSTALGIA 2.3					
ADULT ALT. 1.9					

More than Research—Answers<sup>SM</sup>

Harker Research

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12+ POPULATION: 5,510,100 (Black: 10.8%; Hispanic: 16.9%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.9	7.0	6.5	6.8	6.6	1	KGO-AM News/Talk	810 50kw	1	14	16	6	1	1	7:45	ABC Inc.	BAN
4.6	4.5	4.3	4.0	4.8	2	KCBS-AM News	740 50kw	2	29	23	12	8	2	5:30	CBS Radio	CBS
4.3	4.8	4.2	4.3	4.2	3	KYLD-FM CHR/Rhythmic	107.7 8.9kw	3	1	1	7	18	35	6:45	Chancellor Media	KATZ
3.5	3.1	4.3	4.5	4.1	4	KNBR-AM Sports	680 50kw	4	18	17	10	4	4	6:45	Susquehanna	MG/S
4.0	3.7	4.0	3.8	3.8	5	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	5	12	7	4	6	5	6:30	Bonneville Int.	KATZ
4.3	4.1	3.9	3.7	3.4	6	KMEL-FM CHR/Rhythmic	106.1 69kw	7	3	2	3	12	20	6:15	Chancellor Media	CHR
3.5	3.7	4.3	3.5	3.3	7	KFRC-A/F Oldies	610/99.7 5kw/40kw	9	11	20	13	9	5	6:30	CBS Radio	G/W
3.3	3.7	3.6	3.3	3.3	7	KKSF-FM NAC/SJ	103.7 7.8kw	15	35	24	11	3	3	8:45	Chancellor Media	MCG
1.8	2.1	2.5	3.0	3.2	9	KABL-AM Nostalgia	960 5kw	18	—	41	33	28	13	10:45	Chancellor Media	SEN
2.2	2.4	2.7	1.8	3.0	10	KISQ-FM <sup>1</sup> AC	98.1 100kw	11	17	9	1	5	7	7:00	Chancellor Media	SEN
3.3	3.2	3.0	2.7	2.9	11	KBLX-FM NAC/SJ	102.9 6.6kw	16	19	12	5	7	9	8:15	Inner City	D&R
3.3	3.1	3.0	2.9	2.9	11	KFFG/KFOG Adult Alternative	97.7/104.5 1.6kw/7.9kw	12	21	10	2	2	8	6:15	Susquehanna	MG/S
3.3	3.3	3.2	3.3	2.9	11	KIOI-FM AC	101.3 125kw	10	9	13	8	10	10	6:00	Chancellor Media	CHR
2.8	2.6	2.5	2.7	2.8	14	KDFC-FM Classical	102.1 33kw	14	20	27	20	14	11	7:15	Bonneville Int.	KATZ
1.1	1.0	0.7	1.9	2.7	15	KZQZ-FM <sup>2</sup> CHR/Pop	95.7 6.9kw	6	2	5	15	22	28	4:45	Bonneville Int.	
2.4	2.2	2.6	3.2	2.6	16	KSFO-AM Talk	560 5kw	20	37	28	24	19	12	10:15	ABC Inc.	BAN
2.1	2.7	2.8	2.7	2.5	17	KLLC-FM Hot AC	97.3 82kw	8	4	3	9	11	14	5:00	CBS Radio	CBS
2.3	1.5	1.5	1.9	2.4	18	KSOL/KZOL Regional Mexican	98.9/99.1 6kw/1.1kw	21	8	4	14	13	15	10:30	Heffel	KT-H
2.0	2.0	2.0	2.1	1.9	19	KOME-FM Alternative	98.5 12.5kw	17	5	6	16	16	24	5:45	CBS Radio	IRS
2.4	1.8	2.1	1.9	1.8	20	KITS-FM Alternative	105.3 15kw	13	6	8	17	15	22	4:30	CBS Radio	D&R

<sup>1</sup> Was KBGG-FM (Oldies) until August. <sup>2</sup> Was KPIX-FM (News/Talk) until June, and KOYT-FM until July 11.



For more information call (212) 581-3962

THE BAY AREA'S PARTY STATION





12+ POPULATION: 5,510,100 (Black: 10.8%; Hispanic: 16.9%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.4	2.0	1.9	1.5	1.6	21	<b>KSJO-FM</b> <i>Rock</i>	92.3 50kw	19	10	11	18	17	27	6:00	Jacor	MCG
1.2	1.2	1.3	1.5	1.5	22	<b>KYCY-FM</b> <i>Country</i>	93.3 45kw	22	15	15	19	21	17	6:45	CBS Radio	IRS
1.1	1.3	1.6	1.2	1.4	23	<b>KLOK-AM</b> <i>Regional Mexican</i>	1170 50(5)kw	29	22	14	22	23	26	10:45	EXCL	CAB
1.0	1.1	1.0	1.9	1.4	23	<b>KNEW-AM</b> <i>Country</i>	910 5kw	27	36	37	39	36	23	9:15	Chancellor Media	SEN
1.6	1.4	1.3	1.7	1.2	25	<b>KBAY-FM</b> <sup>3</sup> <i>AC</i>	100.3 14.5kw	24	28	25	26	26	19	6:00	CBS Radio	ARP
1.0	0.7	1.4	1.2	1.2	25	<b>KUFX-FM</b> <sup>4</sup> <i>Classic Rock</i>	94.5 34kw	23	24	21	21	20	16	5:45	CBS Radio	MCG
0.8	0.7	0.7	1.0	1.0	27	<b>KARA-FM</b> <i>Oldies</i>	105.7 50kw	28	27	26	25	25	18	7:15	Empire	ARP
1.6	1.8	1.9	1.0	1.1	28	<b>KSAN-FM</b> <sup>5</sup> <i>Classic Hits</i>	107.7 8.9kw	25	23	18	23	24	21	5:30	Susquehanna	MC/S

<sup>3</sup> Moved to 94.5Mhz at 34kw on January 5. <sup>4</sup> Moved to 104.9Mhz at 3kw on January 6. <sup>5</sup> Was Country until August.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 18.1	1 KMEL-FM	1 KYLD-FM	1 KNBR-AM	1 KIOI-FM	CBS 45.9%
AC 13.4	2 KYLD-FM	2 KMEL-FM	2 KFFG/KFOG	2 KOG-AM	Chancellor 40.4%
CHR 10.3	3 KLLC-FM	3 KZQZ-FM	3 KGO-AM	3 KOIT-A/F	Bonneville 26.0%
OLDIES/CR 6.7	4 KSJO-FM	4 KLLC-FM	4 KCBS-AM	4 KISQ-FM	Susquehanna 21.4%
NAC/SJ 6.2	5 KOME-FM	5 KSOI-FM	5 KKSF-FM	5 KBLX-FM	ABC 20.2%
SPANISH 3.8	6 KSOL/KZOL	6 KIOI-FM	6 KFRC-A/F	6 KKSF-FM	Inner City 7.5%
ALTERNATIVE 3.7	7 KITS-FM	7 KISQ-FM	7 KBLX-FM	7 KFRC-A/F	Jacor 5.0%
NOSTALGIA 3.2	8 KZQZ-FM	8 KOIT-A/F	8 KISQ-FM	8 KFFG/KFFG	Heftel 4.2%
ADULT ALT. 2.9	9 KFFG/KFOG	9 KBLX-FM	9 KLLC-FM	9 KCBS-AM	Excl 3.4%
COUNTRY 2.9	10 KNBR-AM	10 KITS-FM	10 KOIT-A/F	10 KLLC-FM	Empire 2.7%
CLASSICAL 2.8					
ROCK 1.6					

Visit R&R's Website: [www.rronline.com](http://www.rronline.com)

More than Research—Answers<sup>SM</sup>

Harker Research

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12+ POPULATION: 4,073,100 (Black: 18.9%; Hispanic: 4.0%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
7.3	7.1	7.3	6.3	6.8	1	1	KYW-AM News	1060 50kw	1	12	15	12	7	3	5:15	CBS Radio	G/W
4.8	5.5	7.3	5.3	6.3	2	2	WYSP-FM Rock	94.1 16kw	2	8	1	1	1	8	7:15	CBS Radio	IRS
5.7	6.2	6.0	5.7	5.9	3	3	WBEB-FM AC	101.1 14kw	4	10	9	4	3	2	8:45	WEAZ Radio Inc.	MCG
5.1	5.4	4.9	5.5	5.5	4	4	WDAS-FM Urban AC	105.3 16.5kw	12	11	4	2	2	4	11:30	Chancellor Media	D&R
5.0	4.5	5.5	5.4	5.0	5	5	WGL-FM Oldies	98.1 12.5kw	3	14	16	11	5	1	7:15	CBS Radio	CBS
4.7	4.1	4.4	4.5	4.7	6	6	WMGK-FM Classic Hits	102.9 8.5kw	5	7	3	3	4	6	7:30	Greater Media Inc.	ARP
6.4	6.2	5.0	4.6	4.7	6	6	WUSL-FM Urban	98.9 18kw	7	1	2	5	12	14	7:45	Chancellor Media	BAN
4.9	5.3	5.0	4.7	4.6	8	8	WWDB-FM Talk	96.5 17kw	13	22	21	17	14	10	9:45	Beasley	BAN
4.3	4.1	3.9	4.2	4.2	9	9	WJZZ-FM NAC/SJ	106.1 22.5kw	15	17	13	6	6	5	9:00	Chancellor Media	CHR
3.6	3.7	3.4	3.7	3.7	10	10	WIP-AM Sports	610 5kw	11	16	11	10	9	9	7:15	CBS Radio	IRS
3.9	4.4	4.0	4.2	3.7	10	10	WXTU-FM Country	92.5 15.5kw	16	18	14	15	11	7	8:45	Beasley	D&R
4.5	5.0	4.0	4.7	3.6	12	12	WPEN-AM Nostalgia	950 5kw	17	—	25	27	25	13	10:30	Greater Media Inc.	ARP
1.9	2.7	3.9	4.2	3.5	13	13	WPHI-FM Urban	103.9 34kw	14	2	6	13	16	20	7:30	Radio One	EAST
4.8	4.5	3.6	4.1	3.2	14	14	WIOQ-FM CHR/Pop	102.1 27kw	6	4	5	9	13	15	5:15	Amer. Radio Sys.	BAN
3.7	3.5	4.5	3.9	3.2	15	15	WMMR-FM Rock	93.3 18kw	8	13	7	7	8	11	5:45	Greater Media Inc.	ARP
3.5	2.6	3.5	3.6	3.0	16	16	WYXR-FM Hot AC	104.5 16kw	10	9	10	8	10	12	5:30	Chancellor Media	KATZ
2.6	2.8	2.7	3.3	2.6	17	17	WPLY-FM Alternative	100.3 35kw	9	3	8	14	15	22	4:45	Greater Media Br.	ARP
3.2	3.2	2.6	2.4	1.6	18	18	WXXM-FM <sup>1</sup> Hot AC	95.7 50kw	18	6	12	16	17	25	5:00	Greater Media Inc.	ARP
0.8	1.1	1.2	1.0	1.2	19	19	WDAS-AM Religious	1480 5(1)kw	22	—	19	20	20	16	11:00	Chancellor Media	D&R

<sup>1</sup> Was WFLN-FM (Classical) until September 5.

**FLASHBACK! ROCK SLIDES + WMGK =**

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

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**102.9 WMGK... THE CLASSIC HITS STATION**

**RADIO TODAY**  
ENTERTAINMENT



12+ POPULATION: 4,073,100 (Black: 18.9%; Hispanic: 4.0%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.4	1.4	1.2	1.5	1.1	20	WPST-FM CHR/Pop	97.5 50kw	19	5	18	18	19	23	3:45	Nassau	KATZ
1.4	1.0	1.6	0.9	1.0	21	WHAT-AM Talk	1340 1kw	23	—	26	22	22	18	9:15	KBT Communications	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 16.1	1 WYSP-FM	1 WDAS-FM	1 WYSP-FM	1 WBEB-FM	CBS 55.1%
URBAN 13.7	2 WUSL-FM	2 WBEB-FM	2 WIP-AM	2 WDAS-FM	Chancellor 40.9%
AC 10.5	3 WMGK-FM	3 WYXR-FM	3 WMGK-FM	3 WOGL-FM	Gr. Media Inc. 33.1%
OLDIES/CR 9.7	4 WIP-AM	4 WUSL-FM	4 WMMR-FM	4 WJJZ-FM	Beasley 19.0%
ROCK 9.5	5 WMMR-FM	5 WMGK-FM	5 WOGL-FM	5 WYXR-FM	WEAZ Radio 15.3%
CHR 4.3	6 WPHI-FM	6 WIOQ-FM	6 KYW-AM	6 WMGK-FM	Br. Media Br. 12.1%
NAC/SJ 4.2	7 WIOQ-FM	7 WPHI-FM	7 WDAS-FM	7 KYW-AM	Radio One 10.5%
COUNTRY 3.7	8 WPLY-FM	8 WYSP-FM	8 WJJZ-FM	8 WXTU-FM	Nassau Br. 7.0%
NOSTALGIA 3.6	9 WDAS-FM	9 WPLY-FM	9 WBEB-FM	9 WUSL-FM	KBT Com. 2.3%
ALTERNATIVE 2.6	10 WXXM-FM	10 WJJZ-FM	10 WXTU-FM	10 WIOQ-FM	
RELIGIOUS 1.2					

PHILADELPHIA

# More than Research—Answers<sup>SM</sup>

## Harker Research

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12+ POPULATION: 3,726,100 (Black: 13.2%; Hispanic: 13.5%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.1	6.8	7.0	7.3	7.5	1	1	<b>KHKS-FM</b> CHR/Pop	106.1 100kw	1	2	2	1	1	6	7:45	Chancellor Media	D&R
6.2	6.7	7.1	6.8	7.2	2	2	<b>KKDA-FM</b> Urban	104.5 100kw	7	1	1	2	5	16	11:45	Service Br.	CHR
6.0	6.0	5.3	5.2	5.7	3	3	<b>KVIL-FM</b> AC	103.7 100kw	2	8	12	3	2	1	6:30	CBS Radio	IRS
4.9	5.8	5.7	5.7	5.5	4	4	<b>KSCS-FM</b> Country	96.3 100kw	3	14	5	4	3	2	8:15	ABC Inc.	BAN
4.9	4.4	4.3	4.1	4.9	5	5	<b>WBAP-AM</b> News/Talk	820 50kw	6	25	21	14	8	3	8:00	ABC Inc.	BAN
3.7	3.5	4.1	4.4	3.9	6	6	<b>KDMX-FM</b> Hot AC	102.9 100kw	4	7	3	5	6	18	6:00	Jacor	ARP
3.0	2.0	3.8	3.1	3.9	6	6	<b>KZPS-FM</b> Classic Rock	92.5 98kw	10	19	11	6	4	5	7:00	Chancellor Media	D&R
4.0	4.3	3.6	4.0	3.8	8	8	<b>KRLD-AM</b> News/Talk	1080 50kw	5	—	24	21	16	7	6:00	CBS Radio	CBS
3.6	3.6	4.2	3.9	3.7	9	9	<b>KLUV-FM</b> Oldies	98.7 100kw	8	12	22	9	7	4	6:15	CBS Radio	IRS
3.8	3.4	3.3	3.8	3.6	10	10	<b>KYNG-FM</b> Country	105.3 100kw	11	5	8	7	11	10	7:15	CBS Radio	IRS
2.5	3.2	2.7	3.0	3.2	11	11	<b>KLTY-FM</b> Religious	94.1 100kw	18	11	10	8	9	11	9:30	Metroplex Br.	K&P
2.8	2.9	2.8	2.7	3.1	12	12	<b>WRR-FM</b> Classical	101.1 98kw	15	15	27	24	20	8	7:45	City of Dallas	ARP
3.6	2.5	2.8	2.7	2.9	13	13	<b>KRBV-FM</b> Urban AC	100.3 89kw	19	13	14	10	13	12	9:45	CBS Radio	IRS
4.0	3.2	4.1	3.4	2.8	14	14	<b>KPLX-FM</b> Country	99.5 100kw	14	10	16	18	15	15	6:15	Susquehanna	MG/S
2.5	2.6	3.0	3.0	2.7	15	15	<b>KDGE-FM</b> Alternative	94.5 100kw	9	3	6	16	21	27	4:45	Chancellor Media	D&R
4.0	4.3	3.8	3.3	2.7	15	15	<b>KEGL-FM</b> Rock	97.1 100kw	13	4	4	12	19	28	6:00	Jacor	CHR
3.7	3.5	3.1	2.9	2.7	15	15	<b>KOAI-FM</b> NAC/SJ	107.5 28kw	17	22	18	17	12	9	7:15	CBS Radio	KATZ
2.4	2.0	1.7	2.1	2.7	15	15	<b>KTCK-AM</b> Sports	1310 5(2.5)kw	22	24	9	11	10	17	9:45	Susquehanna	MG/S
2.1	2.3	1.7	2.4	2.6	19	19	<b>KBFB-FM</b> AC	97.9 100kw	16	26	15	15	14	13	7:15	Chancellor Media	CBS
2.7	2.8	2.9	2.3	2.4	20	20	<b>KTXQ-FM</b> Rock	102.1 100kw	12	6	7	13	17	26	5:00	Chancellor Media	CBS
2.4	2.2	1.4	1.9	2.0	21	21	<b>KLIF-AM</b> News/Talk	570 5kw	21	—	23	22	18	14	7:00	Susquehanna	EAST



**K★LUV 98.7**  
DALLAS/FORT WORTH **FM**



For more  
information call  
(212) 581-3962

**OLDIES RADIO**



**RADIO TODAY**  
ENTERTAINMENT



12+ POPULATION: 3,726,100 (Black: 13.2%; Hispanic: 13.5%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.2	2.0	1.5	1.4	1.7	22	<b>KESS-AM</b> <i>Regional Mexican</i>	1270 5kw	24	17	13	19	22	24	10:00	Heftel	KTH
1.6	1.4	1.5	1.5	1.6	23	<b>KHCK/KICI</b> <i>Tejano</i>	99.1/107.9 100kw/100kw	27	16	19	23	24	23	10:30	Heftel	KTH
1.1	1.5	1.6	2.0	1.4	24	<b>KAAM-AM</b> <i>MOR</i>	620 5(4.5)kw	23	—	33	32	31	20	7:45	Collin County Radio	—
0.0	0.9	1.6	1.8	1.4	25	<b>KKZN-FM</b> <i>Adult Alternative</i>	93.3 50kw	20	21	17	20	23	22	5:15	Susquehanna	MG/S
1.5	1.4	1.2	0.9	1.3	26	<b>KHVN-AM</b> <i>Religious</i>	970 1kw	26	20	28	27	26	21	9:30	CBS Radio	MCG
1.2	1.6	1.1	1.1	1.0	27	<b>KRNB-FM</b> <i>Urban Oldies</i>	105.7 100kw	25	18	26	25	25	25	6:30	Service Br.	CHR

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<b>NEWS/TALK</b> 13.4 <b>COUNTRY</b> 11.9 <b>AC</b> 11.7 <b>URBAN</b> 11.1 <b>OLDIES/CR</b> 7.6 <b>CHR</b> 7.5 <b>ROCK</b> 5.1 <b>RELIGIOUS</b> 4.5 <b>SPANISH</b> 3.3 <b>CLASSICAL</b> 3.1 <b>ALTERNATIVE</b> 2.7 <b>NAC/SJ</b> 2.7 <b>ADULT ALT.</b> 1.4 <b>NOSTALGIA</b> 1.4	<b>Men</b> <b>18-34</b>	<b>Women</b> <b>18-34</b>	<b>Men</b> <b>25-54</b>	<b>Women</b> <b>25-54</b>	<b>CBS</b> 51.4% <b>Chancellor</b> 40.4% <b>ABC</b> 23.9% <b>Jacor</b> 19.9% <b>Susquehanna</b> 18.1% <b>Service</b> 14.3% <b>City of Dallas</b> 8.1% <b>Heftel</b> 6.8% <b>Metroplex</b> 6.8% <b>Collin County</b> 3.7%
	1 KKDA-FM 2 KHKS-FM 3 KTCK-AM 4 KEGL-FM 5 KTXQ-FM 6 KDGE-FM 7 KZPS-FM 8 KDMX-FM 9 KSCS-FM 10 KYNG-FM	1 KHKS-FM 2 KKDA-FM 3 KDMX-FM 4 KSCS-FM 5 KLTY-FM 6 KYNG-FM 7 KVIL-FM 8 KDGE-FM 9 KBFB-FM 10 KRBV-FM	1 KZPS-FM 2 KTCK-AM 3 WBAP-AM 4 KHKS-FM 5 KSCS-FM 6 KVIL-FM 7 KYNG-FM 8 KLIF-AM 9 KLUV-FM 10 KTXQ-FM	1 KHKS-FM 2 KVIL-FM 3 KSCS-FM 4 KKDA-FM 5 KDMX-FM 6 KLUV-FM 7 KLTY-FM 8 KBFB-FM 9 KOAI-FM 10 KPLX-FM	

More than  
 Research—Answers<sup>SM</sup>

Harker Research  
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12+ POPULATION: 3,692,300 (Black: 21.4%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.1	7.9	8.1	7.9	7.9	1	WJLB-FM Urban	97.9 50kw	3	1	1	1	2	6	9:30	Chancellor Media	SEN
6.4	6.8	7.2	6.6	7.4	2	WNIC-FM AC	100.3 32kw	4	8	3	2	1	1	9:30	Chancellor Media	EAST
7.4	6.2	5.9	6.7	6.4	3	WJR-AM Talk	760 50kw	1	18	19	12	7	3	7:15	ABC Inc.	KATZ
6.1	5.9	5.8	5.9	5.5	4	WOMC-FM Oldies	104.3 190kw	6	11	16	5	3	2	7:45	CBS Radio	IRS
5.4	5.6	5.3	4.9	5.2	5	WWJ-AM News	950 5kw	2	25	24	16	13	5	6:00	CBS Radio	CBS
4.4	4.6	4.7	4.5	4.1	6	WKQI-FM Hot AC	95.5 100kw	5	3	4	4	8	12	5:15	Chancellor Media	EAST
3.8	3.7	4.3	3.9	3.9	7	WMXD-FM Urban AC	92.3 50kw	10	10	15	7	4	4	8:00	Chancellor Media	ARP
4.5	4.7	4.2	4.5	3.8	8	WRIF-FM Rock	101.1 27kw	8	7	2	3	5	13	6:45	Greater Media Inc.	MCG
3.2	3.3	3.1	2.6	3.6	9	WXYT-AM Talk	1270 5kw	11	26	21	18	16	11	7:30	CBS Radio	IRS
4.0	3.3	3.2	3.5	3.5	10	WVMV-FM NAC/SJ	98.7 50kw	16	16	17	13	9	7	7:45	CBS Radio	G/W
3.7	3.7	3.5	3.3	3.5	10	WYCD-FM Country	99.5 17.5kw	14	17	9	9	10	8	7:30	CBS Radio	G/W
4.0	3.9	3.6	3.5	3.4	12	WWWW-FM Country	106.7 61kw	12	13	12	15	12	10	7:30	Chancellor Media	KATZ
2.6	3.2	3.6	4.0	3.2	13	WCHB-FM Urban	105.9 Urban	13	2	6	25	18	23	6:45	Bell	ARP
2.7	3.0	3.8	3.4	3.2	14	WDRQ-FM CHR/Rhythmic	93.1 26.5kw	9	4	7	10	11	14	5:45	ABC Inc.	CHR
2.9	3.1	3.1	3.4	3.1	15	WCSX-FM Classic Rock	94.7 13.5kw	15	14	10	6	6	9	7:00	Greater Media Inc.	MCG
2.3	2.5	2.4	2.9	3.0	16	CKWW-AM Nostalgia	580 .5kw	21	—	29	28	26	20	11:15	CHUM Group Ltd.	D&R
2.1	2.5	2.5	3.5	3.0	16	WPLT-FM <sup>1</sup> Alternative	96.3 20kw	7	6	5	8	14	21	4:45	ABC Inc.	BAN
1.8	1.9	1.7	1.5	2.3	18	WWBR-FM Classic Rock	102.7 50kw	19	12	8	14	15	19	7:00	Syndicated Com.	D&R
2.6	2.9	2.9	2.4	1.9	19	WQRS-FM <sup>2</sup> Alternative	105.1 20kw	20	20	23	24	23	15	6:15	Greater Media Inc.	ARP
1.5	1.3	1.3	1.4	1.8	20	WDFN-AM Sports	1130 50(10)kw	23	22	14	17	17	17	7:30	Chancellor Media	KATZ

<sup>1</sup> Was WHYT-FM until mid-July. <sup>2</sup> Was Classical until November 21.



For more information call  
(212) 581-3962

THE GREAT LAKES' BEST NEWS, TALK & SPORTS





12+ POPULATION: 3,692,300 (Black: 21.4%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.8	1.4	1.8	1.7	1.5	21	<b>CIMX-FM</b> <i>Alternative</i>	88.7 100kw	17	5	13	21	24	27	4:15	CHUM Group Ltd.	ROS
0.0	0.9	1.0	1.0	1.5	21	<b>WMUZ-FM</b> <i>Religious</i>	103.5 50kw	24	9	20	23	22	16	7:30	Crawford Br.	CRA
1.5	1.2	1.1	1.4	1.4	23	<b>WKRK-FM</b> <i>Rock</i>	97.1 50kw	18	15	11	19	21	26	4:15	CBS Radio	CBS
1.0	1.2	1.2	1.1	1.2	24	<b>CIDR-FM</b> <i>Adult Alternative</i>	93.9 100kw	22	21	18	20	19	22	4:45	CHUM Group Ltd.	ROS
1.2	1.4	1.3	0.8	1.2	24	<b>WGPR-FM</b> <i>Urban</i>	107.5 50kw	25	23	22	22	20	18	6:15	WGPR Inc.	—
1.6	1.4	1.5	1.5	1.1	26	<b>WQBH-AM</b> <i>Urban Oldies</i>	1400 1kw	26	19	25	26	27	24	8:45	Queen's Br.	PATT

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 17.3	1 WRIF-FM	1 WJLB-FM	1 WRIF-FM	1 WNIC-FM	Chancellor 54.7%
NEWS/TALK 17.0	2 WJLB-FM	2 WNIC-FM	2 WCSX-FM	2 WJLB-FM	CBS 51.1%
AC 11.5	3 WPLT-FM	3 WKQI-FM	3 WOMC-FM	3 WMXD-FM	ABC 36.8%
OLDIES/CR 10.9	4 WWBR-FM	4 WDRQ-FM	4 WWBR-FM	4 WOMC-FM	Gr. Media Inc. 23.8%
COUNTRY 6.9	5 WCHB-FM	5 WPLT-FM	5 WJR-AM	5 WKQI-FM	CHUM Group 18.3%
ALTERNATIVE 6.4	6 WDFN-AM	6 WYCD-FM	6 WJLB-FM	6 WYCD-FM	Radio One 11.2%
ROCK 5.3	7 WKRK-FM	7 WCHB-FM	7 WDFN-AM	7 WDRQ-FM	Syndicated 6.8%
NAC/SJ 3.5	8 WCSX-FM	8 WWWW-FM	8 WXYT-AM	8 WVMV-FM	Crawford 4.3%
CHR 3.2	9 WNIC-FM	9 WMXD-FM	9 WWJ-AM	9 WWWW-FM	WGPR, Inc. 4.1%
NOSTALGIA 3.0	10 WKQI-FM	10 WOMC-FM	10 WNIC-FM	10 WJR-AM	Queen Br. 2.8%
RELIGIOUS 1.5					
ADULT ALT. 1.2					

More than  
Research—Answers<sup>SM</sup>

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12+ POPULATION: 3,559,500 (Black: 25.8%; Hispanic: 7.6%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
4.8	5.1	5.9	5.9	6.3	1	WKYS-FM Urban	93.9 24kw	3	1	1	1	9	16	8:45	Radio One	MCG
6.1	6.5	5.8	6.3	5.6	2	WPGC-FM CHR/Rhythmic	95.5 50kw	1	2	2	3	8	15	7:00	CBS Radio	IRS
5.6	5.6	5.8	5.7	5.2	3	WHUR-FM Urban AC	96.3 24kw	6	10	7	4	1	3	8:15	Howard University	D&R
6.0	4.5	5.0	5.0	5.1	4	WMZQ-FM Country	98.7 50kw	11	12	10	6	3	2	9:00	Chancellor Media	CHR
3.6	3.4	2.8	3.6	4.6	5	WJFK-FM Talk	106.7 22kw	10	19	3	2	2	12	8:00	CBS Radio	IRS
3.6	3.9	3.7	3.9	4.3	6	WRQX-FM Hot AC	107.3 36kw	4	6	6	5	4	10	6:15	ABC Inc.	KATZ
4.9	3.8	4.6	3.9	4.2	7	WASH-FM AC	97.1 26kw	8	7	8	7	5	5	7:00	Chancellor Media	BAN
3.7	4.5	4.7	4.4	4.1	8	WBIG-FM Oldies	100.3 36kw	7	9	18	11	6	1	6:30	Chancellor Media	EAST
3.7	4.0	4.1	3.0	4.0	9	WGMS-FM Classical	103.5 46kw	16	18	15	18	16	6	8:30	Bonneville Int.	EAST
4.7	4.9	3.6	4.2	4.0	9	WMAL-AM News/Talk	630 5kw	14	24	20	16	14	7	8:15	ABC Inc.	KATZ
4.2	4.2	4.1	3.9	4.0	9	WMMJ-FM Urban AC	102.3 2.9kw	18	13	11	9	7	4	10:00	Radio One	MCG
3.5	3.0	3.5	3.2	4.0	9	WWDC-FM Rock	101.1 22.5kw	5	4	4	8	10	14	6:00	Chancellor Media	CHR
2.9	4.5	3.9	4.2	3.7	13	WGAY-FM MOR	99.5 22kw	9	17	14	15	12	8	6:15	Chancellor Media	ARP
4.0	4.7	4.6	4.0	3.7	13	WWVZ/WWZZ CHR/Pop	103.9/104.1 .38kw/22kw	2	3	5	10	17	17	4:45	Bonneville Int.	SEN
3.1	3.8	3.4	3.6	3.4	15	WJZW-FM NAC/SJ	105.9 28kw	17	15	13	13	11	9	7:30	ABC Inc.	CHR
3.4	2.9	2.9	3.0	3.3	16	WTOP-AF <sup>1</sup> News	1500/94.3 50kw/4kw	12	28	19	17	15	11	5:00	Bonneville Int.	BAN
2.1	2.0	2.4	2.6	2.6	17	WARW-FM Classic Rock	94.7 20.5kw	15	11	12	12	13	13	5:30	CBS Radio	CBS
3.1	2.3	2.6	2.4	2.3	18	WHFS-FM Alternative	99.1 50kw	13	5	9	14	18	22	4:15	CBS Radio	ARP
1.0	1.1	1.0	1.2	1.2	19	WOL-AM Talk	1450 1kw	30	25	16	21	21	19	16:15	Radio One	MCG
1.0	1.1	1.0	1.0	1.1	20	WTEM-AM Sports	570 5(1)kw	19	27	22	19	19	18	5:00	Chancellor Media	EAST

<sup>1</sup> WTOP-FM was WINX-FM (Oldies) until September.



For more information call  
(212) 581-3962

WASHINGTON'S BIG OLDIES STATION





12+ POPULATION: 3,559,500 (Black: 25.8%; Hispanic: 7.6%)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 15.5					Chancellor 51.2% CBS 41.7% Bonneville 35.0% ABC 30.7% Radio One 22.0% Howard Univ. 13.0% Salem 3.6% Capstar 2.0%
NEWS/TALK 14.2	1 WKYS-FM	1 WKYS-FM	1 WJFK-FM	1 WHUR-FM	
CHR 9.3	2 WJFK-FM	2 WPGC-FM	2 WBIG-FM	2 WASH-FM	
AC 8.5	3 WPGC-FM	3 WRQX-FM	3 WHUR-FM	3 WRQX-FM	
OLDIES/CR 6.7	4 WWDC-FM	4 WWVZ/WWZZ	4 WMZQ-FM	4 WMMJ-FM	
COUNTRY 5.1	5 WWVZ/WWZZ	5 WASH-FM	5 WARW-FM	5 WMZQ-FM	
CLASSICAL 4.0	6 WHFS-FM	6 WHUR-FM	6 WWDC-FM	6 WBIG-FM	
ROCK 4.0	7 WARW-FM	7 WWDC-FM	7 WPGC-FM	7 WGAY-FM	
NOSTALGIA 3.7	8 WRQX-FM	8 WMMJ-FM	8 WRQX-FM	8 WKYS-FM	
NAC/SJ 3.4	9 WHUR-FM	9 WMZQ-FM	9 WKYS-FM	9 WJZW-FM	
ALTERNATIVE 2.3	10 WMZQ-FM	10 WHFS-FM	10 WMMJ-FM	10 WPGC-FM	

WASHINGTON, DC

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# More than Research—Answers<sup>SM</sup>

## Harker Research

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12+ POPULATION: 3,458,300 (Black: 17.2%; Hispanic: 21.3%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AQH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)						TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM	
								12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK				35-64 RANK
5.8	6.7	7.1	7.3	7.1	1	KODA-FM AC	99.1 95kw	2	14	3	1	1	1	8:00	Chancellor Media	ARP
7.7	8.1	6.5	7.2	6.8	2	KBXX-FM CHR/Rhythmic	97.9 100kw	3	1	1	2	9	15	8:45	Clear Channel	CCRS
5.8	6.6	6.4	6.5	6.3	3	KRBE-FM CHR/Pop	104.1 100kw	1	2	2	3	5	10	6:15	Susquehanna	MG/S
5.3	5.5	5.7	5.5	5.4	4	KMJQ-FM Urban AC	102.1 100kw	10	11	7	4	2	3	9:30	Clear Channel	CCRS
4.5	4.6	5.1	5.9	5.3	5	KILT-FM Country	100.3 100kw	7	9	4	5	3	4	9:00	CBS Radio	G/W
4.7	4.5	4.6	4.3	4.7	6	KKBQ-A/F <sup>1</sup> Country	790/92.9 5kw/100kw	11	6	8	7	6	5	8:15	Chancellor Media	MCG
3.9	4.4	4.2	3.9	4.5	7	KLDE-FM Oldies	94.5 100kw	6	13	17	9	4	2	7:15	Chancellor Media	D&R
3.6	3.3	3.2	3.9	4.1	8	KLOL-FM Rock	101.1 100kw	9	7	5	6	8	8	7:15	Chancellor Media	CHR
4.6	4.0	4.5	3.8	3.9	9	KTRH-AM News	740 50kw	4	25	20	14	11	6	5:45	Chancellor Media	CHR
3.4	3.1	2.4	2.9	3.6	10	KKRW-FM Classic Hits	93.7 100kw	13	16	12	8	7	7	7:30	Chancellor Media	ARP
3.7	3.1	3.3	3.4	3.2	11	KTBZ-FM Alternative	107.5 98kw	12	4	6	11	13	21	6:45	Jacor	MCG
5.9	5.4	4.3	3.9	3.1	12	KHMX-FM Hot AC	96.5 100kw	5	15	9	10	10	11	5:00	Jacor	BAN
3.8	2.8	2.8	2.4	3.0	13	KPRC-AM News/Talk	950 5kw	17	23	23	22	16	9	9:30	Clear Channel	CCRS
5.2	4.7	3.0	3.0	2.6	14	KKPN-FM Hot AC	102.9 100kw	8	8	10	12	12	14	4:30	Capstar	ARP
2.5	2.7	2.4	2.2	2.6	14	KQQK-FM Tejano	106.5 100kw	16	5	15	15	15	13	8:00	El Dorado	TED
3.1	3.4	2.3	2.3	2.5	16	KIKK-FM Country	95.7 95kw	15	12	13	13	14	12	6:45	CBS Radio	G/W
1.4	2.1	2.0	2.1	2.3	17	KHYS/KJOJ CHR/Rhythmic	98.5/103.3 100kw/100kw	14	3	14	17	22	28	5:15	Clear Channel	MCG
3.3	3.0	2.7	2.0	2.0	18	KLTN/KLTO Regional Mexican	93.3/104.9 100kw/2.55kw	21	17	11	16	17	18	9:15	HefTel	KT-H
0.0	0.0	1.9	1.8	1.8	19	KQUE-AM Nostalgia	1230 1kw	22	—	—	35	31	20	13:00	Chancellor Media	ARP
0.9	0.9	1.4	1.8	1.6	20	KILT-AM Sports	610 5kw	18	20	18	18	18	16	6:00	CBS Radio	G/W

<sup>1</sup> KKBQ-AM became KBME-AM (Nostalgia) on January 16.



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For more information call  
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## HOUSTON'S GOOD TIMES AND THE BEST OLDIES





12+ POPULATION: 3,458,300 (Black: 17.2%; Hispanic: 21.3%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
1.0	1.2	1.6	2.0	1.4	21		<b>KXTJ-FM</b> Regional Mexican	107.9 100kw	19	10	19	20	21	22	6:30	El Dorado	TED
1.0	1.6	1.7	1.1	1.2	22		<b>KLAT-AM</b> Regional Mexican	1010 5(3.6)kw	24	21	21	21	19	19	9:15	Heftel	KT-H
0.5	0.4	0.3	0.8	1.2	22		<b>KOVE-FM</b> <sup>2</sup> Tejano	100.7 100kw	23	19	16	19	20	27	8:15	Heftel	KT-H
1.0	1.1	0.8	1.1	1.1	24		<b>KSEV-AM</b> News/Talk	700 15(1)kw	20	—	28	26	23	17	5:15	Clear Channel	CCRS

<sup>2</sup> Was KRTX-FM until November.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
<p>CHR 15.4</p> <p>AC 12.8</p> <p>COUNTRY 12.5</p> <p>NEWS/TALK 9.6</p> <p>SPANISH 8.4</p> <p>OLDIES/CR 8.1</p> <p>URBAN 5.4</p> <p>ROCK 4.1</p> <p>ALTERNATIVE 3.2</p> <p>NOSTALGIA 1.8</p>	<p>1 KBXX-FM</p> <p>2 KLLOL-FM</p> <p>3 KTBZ-FM</p> <p>4 KRBE-FM</p> <p>5 KMJQ-FM</p> <p>6 KILT-FM</p> <p>7 KLTN-FM</p> <p>8 KKRW-FM</p> <p>9 KKPEN-FM</p> <p>10 KODA-FM</p>	<p>1 KRBE-FM</p> <p>2 KBXX-FM</p> <p>3 KODA-FM</p> <p>4 KILT-FM</p> <p>5 KKBQ-A/F</p> <p>6 KHM-FM</p> <p>7 KMJQ-FM</p> <p>8 KTBZ-FM</p> <p>9 KIKK-FM</p> <p>10 KKPEN-FM</p>	<p>1 KLLOL-FM</p> <p>2 KKRW-FM</p> <p>3 KMJQ-FM</p> <p>4 KODA-FM</p> <p>5 KILT-FM</p> <p>6 KLDE-FM</p> <p>7 KTRH-AM</p> <p>8 KBXX-FM</p> <p>9 KKBQ-A/F</p> <p>10 KRBE-FM</p>	<p>1 KODA-FM</p> <p>2 KILT-FM</p> <p>3 KRBE-FM</p> <p>4 KMJQ-FM</p> <p>5 KKBQ-A/F</p> <p>6 KLDE-FM</p> <p>7 KHM-FM</p> <p>8 KBXX-FM</p> <p>9 KKRW-FM</p> <p>10 KIKK-FM</p>	<p>Chancellor 54.7%</p> <p>Clear Channel 34.0%</p> <p>CBS 22.6%</p> <p>Susquehanna 22.1%</p> <p>Jacor 21.2%</p> <p>Capstar 12.3%</p> <p>El Dorado 9.3%</p> <p>Heftel 8.5%</p>

More than  
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# #10 BOSTON



BOSTON

12+ POPULATION: 3,290,700 (Black: 6.2%; Hispanic: 5.8%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.1	8.1	7.7	8.4	9.4	1	<b>WBZ-AM</b> News	1030 50kw	1	11	13	9	4	1	7:45	CBS Radio	G/W
6.0	6.2	5.8	5.5	6.4	2	<b>WRKO-AM</b> News/Talk	680 50kw	7	19	19	13	10	3	10:00	CBS Radio	EAST
6.7	5.8	6.3	6.1	6.2	3	<b>WJMN-FM</b> CHR/Rhythmic	94.5 11.5kw	4	1	3	4	8	13	7:30	Chancellor Media	KATZ
5.3	5.7	5.4	5.7	6.0	4	<b>WMJX-FM</b> AC	106.7 24.5kw	5	5	4	3	1	4	7:45	Greater Media Inc.	MCG
5.7	6.0	6.2	6.6	5.9	5	<b>WXKS-FM</b> CHR/Pop	107.9 23.5kw	2	2	1	1	3	9	6:15	Chancellor Media	KATZ
4.9	4.8	5.8	5.2	5.2	6	<b>WBCN-FM</b> Alternative	104.1 21kw	3	3	2	2	5	12	5:45	CBS Radio	IRS
4.6	4.8	4.9	4.4	5.0	7	<b>WODS-FM</b> Oldies	103.3 16kw	6	9	12	7	2	2	7:00	CBS Radio	CBS
4.9	5.1	4.4	4.0	4.0	8	<b>WCRB-FM</b> Classical	102.5 15kw	9	16	18	17	15	5	7:30	Charles River	ARP
3.8	3.9	4.2	3.8	3.6	9	<b>WBMX-FM</b> Hot AC	98.5 9kw	8	6	6	5	7	10	5:30	CBS Radio	CHR
3.8	4.1	3.6	3.3	3.4	10	<b>WEEL-AM</b> Sports	850 50kw	13	17	14	15	12	8	7:15	CBS Radio	EAST
3.9	3.5	3.4	3.1	3.3	11	<b>WZLX-FM</b> Classic Rock	100.7 20kw	11	14	8	6	6	7	6:45	CBS Radio	IRS
2.8	3.1	3.5	3.4	3.2	12	<b>WKLB-FM</b> <sup>1</sup> Country	99.5 32kw	16	18	9	11	13	11	9:45	Greater Media Inc.	MCG
2.8	2.9	2.9	2.9	3.0	13	<b>WAAF-FM</b> Rock	107.3 18.5kw	15	4	5	8	17	20	8:00	CBS Radio	D&R
3.0	3.0	3.2	3.8	2.9	14	<b>WROR-FM</b> Oldies	105.7 8.5kw	14	20	17	14	11	6	7:15	Greater Media Inc.	MCG
2.5	2.0	2.7	2.9	2.7	15	<b>WEGQ-FM</b> Oldies	93.7 34kw	12	7	7	10	9	14	5:45	CBS Radio	CHR
1.8	2.4	1.7	2.4	2.5	16	<b>WXKS-AM</b> Nostalgia	1430 5(1)kw	19	—	29	27	22	18	11:00	Chancellor Media	KATZ
2.9	3.2	2.7	2.9	2.1	17	<b>WBOS-FM</b> Adult Alternative	92.9 8.8kw	10	15	10	12	14	15	4:15	Greater Media Inc.	ARP
1.1	1.2	1.1	1.4	1.8	18	<b>WILD-AM</b> <sup>2</sup> Urban	1090 5kw	22	8	16	16	16	16	8:45	Nash	K&P
1.6	2.0	1.8	1.4	1.8	18	<b>WSJZ-FM</b> <sup>3</sup> NAC/SJ	96.9 21.5kw	18	23	15	18	18	17	7:30	Greater Media Inc.	D&R
1.2	1.7	1.5	1.3	1.2	20	<b>WFNX-FM</b> Alternative	101.7 1.65kw	17	12	11	19	20	22	4:45	MCC Br.	ARP

<sup>1</sup> Was at 96.9 MHz until moving to 99.5 MHz in August. <sup>2</sup> Was Urban AC until mid-July. <sup>3</sup> Was **WOAZ-FM** at 99.5 MHz until August, when it moved to 96.9 MHz.

# ROCK SLIDES



For more  
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## BOSTON'S ONLY CLASSIC ROCK





12+ POPULATION: 3,290,700 (Black: 6.2%; Hispanic: 5.8%)

BOSTON

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK  19.2	1 WBCN-FM	1 WXKS-FM	1 WBCN-FM	1 WMJX-FM	<p>CBS  67.9%</p> <p>Gr. Media Inc.  36.9%</p> <p>Chancellor  33.2%</p> <p>Charles River  11.0%</p> <p>MCC Br.  5.1%</p> <p>Nash  2.3%</p> <p>KJI Br.  1.1%</p>
OLDIES/CR  13.9	2 WAAF-FM	2 WMJX-FM	2 WZLX-FM	2 WXKS-FM	
CHR  12.1	3 WJMN-FM	3 WJMN-FM	3 WBZ-AM	3 WODS-FM	
AC  9.6	4 WXKS-FM	4 WBMX-FM	4 WEEI-AM	4 WBMX-FM	
ALTERNATIVE  6.4	5 WZLX-FM	5 WBCN-FM	5 WODS-FM	5 WJMN-FM	
CLASSICAL  4.0	6 WEEI-AM	6 WEGQ-FM	6 WEGQ-FM	6 WBZ-AM	
COUNTRY  3.2	7 WEGQ-FM	7 WKLB-FM	7 WJMN-FM	7 WEGQ-FM	
ROCK  3.0	8 WKLB-FM	8 WODS-FM	8 WROR-FM	8 WRKO-AM	
NOSTALGIA  2.5	9 WBZ-AM	9 WBOS-FM	9 WRKO-AM	9 WKLB-FM	
ADULT ALT.  2.1	10 WBOS-FM	10 WZLX-FM	10 WAAF-FM	10 WROR-FM	
NAC/SJ  1.8					
URBAN  1.8					

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12+ POPULATION: 3,052,300 (Black: 16.0%; Hispanic: 37.9%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.7	5.1	5.3	6.1	5.7	1	<b>WPOW-FM</b> CHR/Rhythmic	96.5 100kw	1	1	1	3	12	22	7:00	Beasley	D&R
4.8	4.8	5.2	5.2	5.1	2	<b>WHQT-FM</b> Urban AC	105.1 100kw	6	6	3	1	1	3	9:30	Cox	CHR
4.4	4.8	4.8	5.0	5.1	2	<b>WLYF-FM</b> AC	101.5 100kw	5	14	9	8	3	4	9:30	Jefferson-Pilot	CBS
5.5	5.4	4.9	5.3	4.9	4	<b>WEDR-FM</b> Urban	99.1 100kw	4	2	2	2	4	11	8:30	Chancellor Media	MCG
4.4	5.4	4.6	4.8	4.5	5	<b>WAMR-FM</b> Spanish AC	107.5 95kw	11	9	12	9	2	1	10:15	Heftel	KT-H
3.1	3.7	4.0	3.4	4.1	6	<b>WLVE-FM</b> NAC/SJ	93.9 100kw	9	13	15	10	5	2	9:15	Clear Channel	EAST
4.5	3.8	4.0	3.7	3.9	7	<b>WRMA-FM</b> Spanish AC	106.7 100kw	13	16	14	12	10	5	9:30	SBS	—
2.8	3.1	3.8	3.1	3.8	8	<b>WFLC-FM</b> AC	97.3 100kw	3	10	7	5	7	8	6:15	Cox	CHR
3.1	3.8	4.2	3.8	3.8	8	<b>WKIS-FM</b> Country	99.9 100kw	15	8	10	11	8	7	9:30	Beasley	D&R
3.9	3.9	4.3	4.4	3.5	10	<b>WAQI-AM</b> Spanish News/Talk	710 50kw	19	—	22	24	22	9	13:45	Heftel	KT-H
3.5	3.9	3.3	3.6	3.4	11	<b>WHYI-FM</b> CHR/Pop	100.7 100kw	2	4	5	5	9	14	5:30	Clear Channel	CCRS
3.5	3.1	3.1	3.6	3.4	11	<b>WMXJ-FM</b> Oldies	102.7 100kw	7	11	19	16	13	6	7:00	Jefferson-Pilot	CBS
2.4	2.8	2.6	2.7	3.3	13	<b>WBGJ-FM</b> Classic Rock	105.9 100kw	10	18	6	4	6	10	7:30	Clear Channel	CCRS
3.3	3.6	3.5	3.3	3.3	13	<b>WZTA-FM</b> Rock	94.9 100kw	12	3	4	6	11	19	8:15	Clear Channel	KATZ
2.7	2.5	3.1	2.8	3.0	15	<b>WTMI-FM</b> Classical	93.1 100kw	17	20	26	23	21	18	8:15	Marlin	ARP
1.8	1.6	1.4	2.4	2.8	16	<b>WQAM-AM</b> Sports	560 5(1)kw	18	15	13	15	15	12	8:00	Beasley	D&R
4.4	3.1	3.3	3.6	2.8	16	<b>WXDJ-FM</b> Tropical	95.7 100kw	14	7	11	13	14	15	6:45	SBS	—
2.0	2.3	2.1	1.8	2.7	18	<b>WINZ-AM</b> News	940 50(25)kw	16	—	23	19	18	16	7:00	Clear Channel	EAST
2.8	3.1	2.2	2.2	2.4	19	<b>WCMQ-FM</b> Spanish Oldies	92.3 31kw	22	22	17	17	16	13	10:15	SBS	SBS
2.5	2.7	2.0	2.5	2.4	19	<b>WQBA-AM</b> Spanish News/Talk	1140 50(10)kw	23	—	29	27	25	20	12:00	Heftel	KT-H
2.0	2.2	2.1	2.3	2.3	21	<b>WPLL-FM</b> Hot AC	103.5 100kw	8	5	8	14	17	23	5:00	Clear Channel	EAST

Continued on Page 46



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**MIAMI'S FREE MONEY, DANCE MUSIC AND PARTY STATION**



**RADIO TODAY**  
ENTERTAINMENT



12+ POPULATION: 3,012,000 (Black: 24.5%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.4	9.8	10.7	9.7	9.7	1	<b>WVEE-FM</b> Urban	103.3 100kw	3	1	1	1	2	7	9:45	CBS Radio	IRS
10.2	9.0	8.3	8.9	9.3	2	<b>WSB-AM</b> Talk	750 50kw	1	14	11	8	3	1	8:00	Cox	CHR
5.1	5.9	7.3	7.0	8.1	3	<b>WSTR-FM</b> CHR/Pop	94.1 100kw	2	3	2	2	1	8	7:45	Jefferson-Pilot	CBS
7.4	8.3	6.7	6.1	7.3	4	<b>WKHX-FM</b> Country	101.5 99kw	5	5	6	4	6	2	9:00	ABC Inc.	KATZ
6.5	6.2	5.9	6.2	6.3	5	<b>WALR-A/F</b> Urban AC	1340/104.7 1kw/100kw	9	8	8	3	4	3	9:30	Midwestern Br.	CHR
4.7	4.3	5.1	5.5	5.7	6	<b>WSB-FM</b> AC	98.5 100kw	4	7	7	6	5	5	6:30	Cox	CHR
5.0	5.0	4.8	5.1	5.5	7	<b>WNNX-FM</b> Alternative	99.7 100kw	6	4	3	5	11	15	7:15	Susquehanna	MG/S
5.2	5.6	4.9	5.9	5.1	8	<b>WPCH-FM</b> AC	94.9 99kw	8	11	12	11	9	6	7:00	Jacor	EAST
5.0	4.9	5.2	5.1	5.0	9	<b>WHTA-FM</b> Urban	97.5 6.6kw	11	2	4	10	14	17	8:00	Radio One	ARP
4.9	4.5	4.8	4.7	4.5	10	<b>WKLS-FM</b> Rock	96.1 100kw	10	9	5	7	10	11	7:00	Jacor	EAST
3.9	4.2	4.3	4.0	4.2	11	<b>WFOX-FM</b> Oldies	97.1 100kw	7	10	14	12	7	4	5:45	Chancellor Media	SEN
3.4	4.2	4.3	4.0	3.9	12	<b>WZGC-FM</b> Classic Hits	92.9 99kw	12	13	9	9	8	9	6:30	CBS Radio	IRS
4.2	3.4	3.6	4.0	3.4	13	<b>WYAY-FM</b> Country	106.7 99kw	13	6	10	13	13	12	7:45	ABC Inc.	KATZ
2.6	2.3	2.8	3.2	2.6	14	<b>WJZF-FM</b> NAC/SJ	104.1 60kw	14	—	13	14	12	10	6:30	Cox	CHR
1.5	1.5	2.3	2.0	2.1	15	<b>WAOK-AM</b> Religious	1380 5kw	17	12	16	15	15	13	9:45	CBS Radio	IRS
2.2	2.9	2.5	1.8	1.6	16	<b>WGST-FM</b> News/Talk	105.7 50kw	16	16	18	16	16	14	6:45	Jacor	KATZ
1.7	1.9	1.9	1.3	1.5	17	<b>WGST-AM</b> News/Talk	640 50(1)kw	15	—	21	18	17	16	5:30	Jacor	EAST

Continued on Page 46

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# #12 ATLANTA



ATLANTA

Continued from Page 45

12+ POPULATION: 3,012,000 (Black: 24.5%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN  21.0 NEWS/TALK  12.4 AC  10.8 COUNTRY  10.7 CHR  8.1 OLDIES/CR  8.1 ALTERNATIVE  5.5 ROCK  4.5 NAC/SJ  2.6 RELIGIOUS  2.5	1 WVEE-FM 2 WNNX-FM 3 WKLS-FM 4 WHTA-FM 5 WSTR-FM 6 WKHX-FM 7 WZGC-FM 8 WALR-A/F 9 WSB-FM 10 WSB-AM	1 WVEE-FM 2 WSTR-FM 3 WNNX-FM 4 WKHX-FM 5 WSB-FM 6 WHTA-FM 7 WALR-A/F 8 WPCH-FM 9 WYAY-FM 10 WKLS-FM	1 WSB-AM 2 WKLS-FM 3 WKHX-FM 4 WZGC-FM 5 WSTR-FM 6 WVEE-FM 7 WNNX-FM 8 WALR-A/F 9 WFOX-FM 10 WSB-FM	1 WSTR-FM 2 WVEE-FM 3 WSB-FM 4 WALR-A/F 5 WPCH-FM 6 WSB-AM 7 WKHX-FM 8 WFOX-FM 9 WNNX-FM 10 WYAY-FM	Cox  41.1% CBS  32.9% Jacor  32.8% Jefferson-Pilot  23.0% ABC  20.4% Midwestern Br.  16.1% Susquehanna  15.2% Chancellor  14.4% Radio One  12.3%

# #11 MIAMI-FORT LAUDERDALE-HOLLYWOOD



MIAMI

Continued from Page 44

12+ POPULATION: 3,052,300 (Black: 16.0%; Hispanic: 37.9%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.0	2.1	2.4	2.1	1.7	22		<b>WCMQ-AM</b> <sup>1</sup> Spanish News/Talk	1490 1kw	24	—	31	28	28	27	11:45	Radio Unica	SBS
1.7	1.4	1.5	1.4	1.6	23		<b>WSUA-AM</b> Tropical	1260 5kw	27	25	25	21	20	17	13:15	El Dorado	—
3.3	2.4	2.2	1.4	1.4	24		<b>WIOD-AM</b> News/Talk	610 5kw	21	24	18	18	19	21	6:00	Clear Channel	KATZ
0.3	2.1	1.8	1.7	1.4	24		<b>WJNA-AM</b> Nostalgia	1230 1kw	25	—	36	36	37	33	11:00	Fairbanks	ARP
1.5	1.9	1.9	1.6	1.2	26		<b>WRTO-FM</b> Tropical	98.3 100kw	20	12	16	20	23	24	4:45	Heftel	KT-H
1.2	1.0	0.9	1.3	1.0	27		<b>WAVS-AM</b> Ethnic	1170 5(.25)kw	28	17	20	22	24	25	10:45	Radio WAVS Inc.	—

1 Became WNMA-AM (Sports) on December 1.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
SPANISH  24.0 AC  11.2 URBAN  10.0 CHR  9.1 NEWS/TALK  6.9 OLDIES/CR  6.7 NAC/SJ  4.1 COUNTRY  3.8 ROCK  3.3 CLASSICAL  3.0 NOSTALGIA  1.4 MISC.  1.0	1 WPOW-FM 2 WZTA-FM 3 WBGG-FM 4 WEDR-FM 5 WHQT-FM 6 WQAM-AM 7 WFLC-FM 8 WHYI-FM 9 WPLL-FM 10 WXDJ-FM	1 WEDR-FM 2 WPOW-FM 3 WHQT-FM 4 WHYI-FM 5 WFLC-FM 6 WLYF-FM 7 WPLL-FM 8 WKIS-FM 9 WZTA-FM 10 WXDJ-FM	1 WBGG-FM 2 WZTA-FM 3 WHQT-FM 4 WQAM-AM 5 WLVE-FM 6 WAMR-FM 7 WKIS-FM 8 WPOW-FM 9 WLYF-FM 10 WEDR-FM	1 WHQT-FM 2 WAMR-FM 3 WLYF-FM 4 WEDR-FM 5 WFLC-FM 6 WRMA-FM 7 WHYI-FM 8 WLVE-FM 9 WKIS-FM 10 WMXJ-FM	Clear Channel  44.5% Beasley  32.6% Cox  24.4% Jefferson-Pilot  21.6% Heftel  19.5% SBS  19.0% Chancellor  13.4% Marlin  8.4% Radio Unica  3.7% Fairbanks  2.9% El Dorado  2.8% Radio WAVS  2.1%



12+ POPULATION: 2,786,100 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.9	6.7	8.3	9.6	7.2	1	<b>KIRO-AM</b> News/Talk	710 50kw	1	13	14	4	1	1	6:30	Entercom	SEN
5.7	6.1	7.1	6.9	6.3	2	<b>KUBE-FM</b> CHR/Rhythmic	93.3 100kw	2	1	1	1	9	18	7:15	Ackerly Group	ARP
5.9	4.6	5.5	4.7	4.7	3	<b>KMPS-A/F</b> Country	1300/94.1 5kw/98kw	9	7	7	5	2	3	8:15	CBS Radio	EAST
5.6	4.3	4.6	4.6	4.7	3	<b>KVI-AM</b> Talk	570 5kw	16	22	20	18	15	5	11:00	Fisher	BAN
5.2	5.3	5.6	5.0	4.6	5	<b>KBSG-A/F</b> Oldies	1210/97.3 27.5(1)kw/55kw	4	5	15	10	4	2	6:30	Entercom	KATZ
3.7	4.6	4.3	4.2	4.2	6	<b>KNDD-FM</b> Alternative	107.7 100kw	5	3	4	7	17	23	6:00	Entercom	KATZ
4.7	3.9	4.6	3.7	4.0	7	<b>KIXI-AM</b> Nostalgia	880 50(10)kw	18	—	26	23	23	12	9:45	Sandusky	CHR
3.6	2.7	2.9	3.4	3.9	8	<b>KOMO-AM</b> Full Service	1000 50kw	3	21	22	21	19	7	5:30	Fisher	BAN
3.8	4.7	3.8	3.2	3.8	9	<b>KISW-FM</b> Rock	99.9 100kw	13	9	2	2	3	17	8:30	Entercom	MCG
3.6	3.7	3.8	4.2	3.8	9	<b>KPLZ-FM</b> Hot AC	101.5 100kw	6	6	3	3	6	19	5:45	Fisher	BAN
2.6	2.8	2.5	3.3	3.6	11	<b>KBKS/KRPM</b> CHR/Pop	106.1/1090 58kw/50kw	7	2	5	12	20	18	5:30	CBS Radio	EAST
4.7	4.5	4.3	3.4	3.5	12	<b>KING-FM</b> Classical	98.1 58kw	10	16	18	19	16	8	6:45	Classic Radio	SEN
2.4	3.0	2.6	3.2	3.5	12	<b>KWJZ-FM</b> NAC/SJ	98.9 100kw	14	17	19	13	8	4	7:45	Sandusky	D&R
3.6	3.9	3.0	4.0	3.4	14	<b>KLSY-FM</b> AC	92.5 58kw	8	4	9	9	11	9	6:00	Sandusky	CHR
3.8	4.0	3.7	3.4	3.4	14	<b>KZOK-FM</b> Classic Rock	102.5 100kw	11	8	6	6	5	11	6:30	CBS Radio	EAST
3.3	3.8	2.9	3.1	3.1	16	<b>KMTT-FM</b> Adult Alternative	103.7 58kw	15	15	13	8	7	6	6:45	Entercom	D&R
2.0	2.5	2.5	2.2	2.9	17	<b>KJR-AM</b> Sports	950 5kw	17	20	11	15	10	13	7:00	Ackerly Group	—
2.5	2.3	2.0	2.3	2.8	18	<b>KIRO-FM</b> Talk	100.7 100kw	19	19	10	14	13	14	7:15	Entercom	SEN
3.5	3.9	3.3	2.6	2.8	18	<b>KYCW-FM</b> Country	96.5 100kw	22	12	8	16	14	16	9:30	CBS Radio	EAST
3.4	3.6	3.3	2.9	2.6	20	<b>KJR-FM</b> Oldies	95.7 100kw	12	14	12	11	12	15	5:15	Ackerly Group	ARP
2.9	2.8	2.6	2.6	2.6	20	<b>KRWM-FM</b> AC	106.9 100kw	21	10	17	17	18	10	7:00	Sandusky	CBS

Continued on Page 49



+ STAR  101.5 =

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THE BEST MIX OF THE '80s and '90s





# #14 MINNEAPOLIS-ST. PAUL



MINNEAPOLIS

12+ POPULATION: 2,267,500 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.3	13.0	11.5	11.6	12.3	1	<b>WCCO-AM</b> Full Service	830 50kw	1	9	12	8	4	1	8:45	CBS Radio	CBS
11.9	11.3	10.4	10.5	11.2	2	<b>KQRS-FM</b> Rock	92.5 100kw	2	8	1	1	1	2	8:30	ABC Inc.	KATZ
5.6	6.4	6.9	7.5	8.0	3	<b>KEEY-FM</b> Country	102.1 100kw	5	3	3	2	2	4	9:00	Chancellor Media	CHR
7.5	6.4	6.9	8.1	7.8	4	<b>KDWB-FM</b> CHR/Pop	101.3 100kw	3	1	2	3	8	10	6:30	Chancellor Media	KATZ
6.1	6.8	6.7	6.5	6.3	5	<b>WLTE-FM</b> AC	102.9 100kw	6	10	7	5	3	3	7:45	CBS Radio	CBS
5.3	5.4	5.2	6.1	5.3	6	<b>KSTP-FM</b> Hot AC	94.5 100kw	4	4	4	4	5	9	5:00	Hubbard	CHR
5.4	5.2	5.0	4.5	5.0	7	<b>KSTP-AM</b> Talk	1500 50kw	9	14	11	10	9	6	9:15	Hubbard	CHR
5.1	5.4	5.0	5.3	4.5	8	<b>KQQL-FM</b> Oldies	107.9 97kw	7	5	13	9	7	5	6:00	Chancellor Media	KATZ
3.8	3.6	4.4	4.5	4.0	9	<b>KTCZ-FM</b> Adult Alternative	97.1 100kw	8	12	8	6	6	7	6:30	Chancellor Media	BAN
5.0	4.3	4.5	3.1	3.8	10	<b>WRQC-FM</b> <sup>1</sup> Rock	100.3 100kw	10	7	5	7	10	12	7:15	Chancellor Media	SEN
2.4	2.4	3.1	2.9	2.9	11	<b>KMJZ-FM</b> NAC/SJ	104.1 89kw	12	11	14	13	12	8	6:45	Jacor	EAST
6.0	5.6	4.6	4.5	2.8	12	<b>KXXR-FM</b> <sup>2</sup> Rock	93.7 100kw	11	3	6	11	13	15	6:00	ABC Inc.	—
2.1	2.0	1.8	1.4	2.6	13	<b>KFAN-AM</b> Sports	1130 50(25)kw	14	13	10	12	11	11	6:30	Chancellor Media	CHR
1.7	1.9	2.6	1.9	2.0	14	<b>KZNR/KZNZ/KZNT</b> <sup>3</sup> Alternative	105.1/105.3/105.7 2.5kw/25kw/6kw	13	6	9	14	14	16	5:00	ABC Inc.	KATZ
2.3	2.6	2.4	1.9	1.7	15	<b>KLBB/WLOL</b> Nostalgia	1400/1470 1kw/5kw	16	—	17	17	16	13	8:00	Cargill	—

<sup>1</sup> Changed calls from **WBOB-FM** in July. <sup>2</sup> Was **KEGE-FM** (Alternative) until September. <sup>3</sup> Was **KXXP-FM**, **KXXU-FM**, and **KXXR-FM** (Rock) until September.





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Continued from Page 47

12+ POPULATION: 2,786,100 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.8	1.5	1.9	1.7	1.7	22		KCMS-FM Religious	105.3 115kw	23	11	16	20	21	22	6:15	Crista	RSS
1.0	1.3	1.0	1.3	1.5	23		KNWX-AM News	770 5kw	20	—	21	22	22	20	4:15	Entercom	SEN

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
NEWS/TALK	23.0	Men 18-34	Women 18-34	Men 25-54	Women 25-54	Entercom 56.3%	
OLDIES/CR	10.6	1 KISW-FM	1 KPLZ-FM	1 KIRO-AM	1 KMPS-FM	CBS 33.4%	
CHR	9.9	2 KNDD-FM	2 KUBE-FM	2 KISW-FM	2 KPLZ-FM	Ackerley Group 31.2%	
AC	9.8	3 KUBE-FM	3 KBKS/KRPM	3 KZOK-FM	3 KLSY-FM	Fisher 31.0%	
COUNTRY	7.5	4 KZOK-FM	4 KNDD-FM	4 KJR-AM	4 KUBE-FM	Sandusky 24.5%	
ALTERNATIVE	4.2	5 KPLZ-FM	5 KMPS-FM	5 KBSG-A/F	5 KBSG-A/F	Classic Radio 10.2%	
NOSTALGIA	4.0	6 KJR-AM	6 KLSY-FM	6 KMTT-FM	6 KWJZ-FM	Christa 5.2%	
ROCK	3.8	7 KIRO-AM	7 KYCW-FM	7 KMPS-FM	7 KIRO-AM		
CLASSICAL	3.5	8 KYCW-FM	8 KIRO-FM	8 KVI-AM	8 KBKS/KRPM		
NAC/SJ	3.5	9 KIRO-FM	9 KISW-FM	9 KWJZ-FM	9 KRWM-FM		
ADULT ALT.	3.1	10 KBSG-A/F	10 KJR-FM	10 KJR-FM	10 KIRO-FM		
RELIGIOUS	1.7						

12+ POPULATION: 2,267,500 (Black: N/A; Hispanic: N/A)

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
NEWS/TALK	19.9	Men 18-34	Women 18-34	Men 25-54	Women 25-54	Chancellor 62.3%	
ROCK	17.8	1 KQRS-FM	1 KDWB-FM	1 KQRS-FM	1 WLTE-FM	CBS 40.8%	
AC	11.6	2 WRQC-FM	2 KSTP-FM	2 WCCO-AM	2 KQRS-FM	ABC 36.4%	
COUNTRY	8.0	3 KEEY-FM	3 KQRS-FM	3 KEEY-FM	3 KEEY-FM	Hubbard 30.6%	
CHR	7.8	4 KXXR-FM	4 KEEY-FM	4 WRQC-FM	4 KSTP-FM	Jacor 8.8%	
OLDIES/CR	4.5	5 KDWB-FM	5 WLTE-FM	5 KSTP-FM	5 KDWB-FM	Cargill 4.4%	
ADULT ALT.	4.0	6 KFAN-AM	6 KTCZ-FM	6 KTCZ-FM	6 KQQL-FM		
NAC/SJ	2.9	7 KSTP-FM	7 KZNR/ZNT/ZNZ	7 KFAN-AM	7 WCCO-AM		
ALTERNATIVE	2.0	8 KZNR/ZNT/ZNZ	8 WRQC-FM	8 KSTP-FM	8 KTCZ-FM		
NOSTALGIA	1.7	9 KTCZ-FM	9 KXXR-FM	9 KQQL-FM	9 KMJZ-FM		
		10 KSTP-AM	10 KQQL-FM	10 WLTE-FM	10 KSTP-AM		

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# #15 SAN DIEGO



SAN DIEGO

12+ POPULATION: 2,267,300 (Black: N/A; Hispanic: 23.0%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.2	4.3	7.6	5.5	6.4	1	<b>KSON-FM</b> Country	97.3 50kw	5	6	4	2	1	1	9:45	Jefferson-Pilot	BAN
4.0	4.1	5.3	6.5	5.2	2	<b>KFMB-FM</b> Hot AC	100.7 30kw	1	3	2	1	3	8	5:45	MidwestTV	MCG
7.0	6.4	5.5	6.1	5.1	3	<b>KYXY-FM</b> AC	96.5 41kw	3	10	7	4	4	3	7:30	Chancellor Media	D&R
1.9	1.1	3.0	3.9	4.9	4	<b>KOGO-AM</b> Talk	600 5kw	12	—	28	17	12	7	10:15	Jacor	EAST
2.7	2.8	3.6	3.8	4.5	5	<b>KGB-FM</b> Classic Rock	101.5 50kw	6	13	6	3	2	5	7:15	Jacor	EAST
5.6	5.2	5.1	4.6	4.3	6	<b>XHTZ-FM</b> CHR/Rhy	90.3 100kw	3	2	1	6	11	28	6:00	Califormula	EAST
3.3	3.6	3.9	4.0	4.1	7	<b>KHTS-FM</b> CHR/Rhythmic	93.3 50kw	2	1	5	8	14	20	5:30	Jacor	EAST
4.4	4.3	2.9	3.5	3.8	8	<b>KIFM-FM</b> NAC/SJ	98.1 28kw	13	18	14	9	5	2	8:15	Jefferson-Pilot	CBS
4.6	4.2	5.3	5.5	3.6	9	<b>KFMB-AM</b> Full Service	760 5kw	7	20	29	16	10	6	6:30	MidwestTV	MCG
4.1	3.8	3.9	3.5	3.5	10	<b>KBZT-FM</b> Oldies	94.9 22kw	9	12	18	11	8	4	6:30	Jefferson-Pilot	BAN
2.7	3.5	3.6	3.6	3.5	10	<b>KIOZ-FM</b> Rock	105.3 29kw	10	14	3	5	7	17	7:00	Jacor	EAST
0.8	1.6	3.5	3.5	3.3	12	<b>KMCG-FM</b> AC	95.7 29kw	15	8	10	7	6	9	8:00	Jacor	MCG
2.5	3.2	2.6	2.6	3.1	13	<b>KPOP-AM</b> Nostalgia	1360 5(1)kw	21	—	33	35	25	12	12:30	Jacor	KATZ
2.4	2.2	1.7	2.3	2.9	14	<b>XTRA-AM</b> Sports	690 77(50)kw	11	28	12	10	9	10	5:45	Jacor	EAST
2.9	3.5	3.1	2.7	2.3	15	<b>XTRA-FM</b> Alternative	91.1 100kw	8	4	8	12	18	30	4:15	Jacor	EAST
2.3	2.5	1.9	2.5	2.2	16	<b>KFI-AM</b> Talk	640 50kw	18	17	24	20	17	11	6:45	Cox	CHR
3.6	3.5	1.9	1.6	1.9	17	<b>KKLQ-FM</b> CHR/Pop	106.5 50kw	14	5	9	13	20	23	4:00	Jacor	EAST
2.8	2.4	1.9	1.9	1.8	18	<b>KPLN-FM</b> Classic Hits	103.7 36kw	17	23	13	14	13	14	5:15	Chancellor Media	D&R
2.3	1.7	1.5	1.5	1.7	19	<b>KJQY-FM</b> <sup>1</sup> AC	102.9 32kw	20	21	20	21	19	15	6:00	Jacor	EAST
4.2	2.5	2.1	2.0	1.6	20	<b>KXGL-FM</b> Oldies	94.1 100kw	19	24	22	18	15	13	5:00	Jacor	MCG

<sup>1</sup> Was **KKBH-FM** until October.



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**TODAY'S BEST MUSIC**





12+ POPULATION: 2,267,300 (Black: N/A; Hispanic: 23.0%)

SAN DIEGO

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.1	1.1	1.0	1.7	1.6	21	<b>KXST-FM</b> Adult Alternative	102.1 14.5kw	24	25	15	15	16	16	7:15	Compass Radio	CHR
1.6	2.0	2.1	1.6	1.5	22	<b>XHRM-FM</b> Alternative	92.5 100kw	16	11	11	19	21	31	4:15	Radio Moderna	SEN
1.0	2.0	2.1	1.7	1.4	23	<b>KFSD-FM</b> Classical	92.1 .58kw	25	—	31	27	27	18	7:00	Astor Br.	—
1.1	1.5	1.8	1.3	1.3	24	<b>XHKY-FM</b> Regional Mexican	99.3 25kw	23	16	19	24	24	22	5:45	Califormula	KT-H
1.3	1.2	0.8	1.2	1.3	24	<b>XLTN-FM</b> Spanish AC	104.5 60kw	28	26	16	23	22	25	7:15	Califormula	KT-H
1.1	1.3	1.2	1.0	1.3	24	<b>XTIM-FM</b> Regional Mexican	91.7 25kw	27	7	17	22	23	26	7:30	Energy Com.	—
1.1	1.0	1.0	0.8	1.1	27	<b>KNX-AM</b> News	1070 50kw	26	—	37	39	37	27	5:45	CBS Radio	CBS
1.3	1.4	0.9	1.2	1.1	27	<b>KSPA-AM</b> Nostalgia	1450 1kw	33	—	—	—	41	34	9:45	Astor	—
0.0	0.0	0.8	1.1	1.1	27	<b>KNOB/XBAC</b> Classical	540/540 25kw/1kw	30	—	40	38	33	21	8:00	Mt. Wilson	ARP
0.9	0.7	1.1	0.8	1.1	27	<b>XEMO-AM</b> Regional Mexican	860 5kw	29	19	23	25	26	33	8:15	J.C. Gates & Co. LLC	CAB
4.2	4.9	2.4	1.3	1.0	31	<b>KSDO-AM</b> News/Talk	1130 10kw	22	—	38	36	31	19	4:30	Jacor	EAST

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 15.7	1 KIOZ-FM	1 KFMB-FM	1 KGB-FM	1 KYXY-FM	Jacor 63.4%
AC 15.3	2 XHTZ-FM	2 KSON-FM	2 XTRA-AM	2 KSON-FM	Midwest TV 26.1%
OLDIES/CR 11.4	3 KGB-FM	3 KYXY-FM	3 KIOZ-FM	3 KFMB-FM	Jefferson-Pilot 21.7%
CHR 10.3	4 KHTS-FM	4 KHTS-FM	4 KSON-FM	4 KIFM-FM	Califormula 18.7%
COUNTRY 6.4	5 KSON-FM	5 XHTZ-FM	5 KFMB-FM	5 KMCG-FM	Chancellor Media 18.7%
SPANISH 5.0	6 KFMB-FM	6 KMCG-FM	6 KIFM-FM	6 KBZT-FM	Radio Moderna 7.0%
NOSTALGIA 4.2	7 XTRA-FM	7 KKLQ-FM	7 KBZT-FM	7 KFMB-AM	Cox 6.8%
ALTERNATIVE 3.8	8 XTRA-AM	8 KIOZ-FM	8 KOGO-AM	8 KGB-FM	Astor 5.6%
NAC/SJ 3.8	9 XHRM-FM	9 XTRA-FM	9 XHTZ-FM	9 KHTS-FM	CBS 5.5%
CLASSICAL 2.5	10 KYXY-FM	10 KGB-FM	10 KMCG-FM	10 KJQY-FM	Compass 4.2%
ADULT ALT. 1.6					Energy 3.4%
					Mt. Wilson FM 2.7%
					J.C. Gates 2.6%

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# #16 NASSAU-SUFFOLK



NASSAU

12+ POPULATION: 2,262,800 (Black: 7.5%; Hispanic: 8.1%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.1	6.1	6.2	5.8	5.3	1	WALK-FM AC	97.5 39kw	7	10	8	3	1	1	9:00	Chancellor Media	KATZ
4.8	5.2	4.7	5.3	5.3	1	WXRK-FM Alternative	92.3 6kw	3	5	1	1	1	8	7:45	CBS Radio	IRS
3.3	3.9	4.4	3.7	5.0	3	WBLI-FM CHR/Pop	106.1 49kw	5	3	2	2	3	7	8:00	Chancellor Media	MCG
3.4	4.2	4.0	5.2	4.9	4	WHTZ-FM CHR/Pop	100.3 6kw	1	1	3	4	11	18	5:30	Chancellor Media	CHR
3.6	3.9	4.1	3.9	4.4	5	WCBS-FM Oldies	101.1 6.8kw	9	17	18	11	4	2	8:00	CBS Radio	CBS
4.0	3.7	3.3	4.3	4.3	6	WLTW-FM AC	106.7 6kw	11	20	9	10	7	3	8:45	Chancellor Media	KATZ
3.7	4.8	3.8	3.8	4.2	7	WCBS-AM News	880 50kw	2	22	27	17	13	6	6:00	CBS Radio	CBS
4.1	3.1	3.9	3.7	3.9	8	WFAN-AM Sports	660 50kw	8	8	10	7	6	4	6:45	CBS Radio	IRS
6.2	4.9	3.7	3.9	3.6	9	WKTU-FM CHR/Rhythmic	103.5 5.4kw	4	4	5	6	10	19	5:15	Chancellor Media	EAST
2.9	2.9	2.6	3.3	3.5	10	WBAB/WHFM Rock	102.3/95.3 3kw/5kw	12	12	6	5	5	9	7:15	Chancellor Media	MCG
3.6	4.0	4.3	3.0	3.3	11	WOR-AM Talk	710 50kw	15	—	33	28	21	15	9:15	Buckley	MCG
3.4	3.2	3.6	3.2	3.3	11	WQHT-FM CHR/Rhythmic	97.1 6.7kw	13	2	4	9	24	37	7:15	Emmis	ARP
2.7	3.4	3.3	2.7	2.9	13	WABC-AM Talk	770 50kw	17	—	29	24	19	14	8:45	ABC Inc.	BAN
3.5	2.8	3.4	3.0	2.9	13	WPLJ-FM Hot AC	95.5 6.7kw	10	9	7	8	8	13	5:30	ABC Inc.	KATZ
3.2	2.9	3.2	2.3	2.8	15	WBZO-FM Oldies	103.1 3kw	14	16	21	12	9	5	7:30	Barnstable	D&R
3.7	3.8	3.0	2.8	2.8	15	WHLI-AM Nostalgia	1100 10kw	28	—	—	38	37	22	9:45	Barnstable	D&R
2.1	2.0	1.8	2.4	2.5	17	WINS-AM News	1010 50kw	6	24	26	20	18	11	4:15	CBS Radio	G/W
2.4	2.7	2.3	3.1	2.4	18	WKJY-FM AC	98.3 3kw	21	19	13	14	14	12	8:15	Barnstable	KATZ
2.6	2.8	2.4	3.1	2.3	19	WQCD-FM NAC/SJ	101.9 6.2kw	18	28	24	16	16	10	7:00	Emmis	CHR
1.4	1.9	1.7	2.0	2.0	20	WNEW-FM Classic Rock	102.7 6kw	19	26	14	13	12	16	6:00	CBS Radio	G/W



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**WOR... RADIO 710 AM**





12+ POPULATION: 2,262,800 (Black: 7.5%; Hispanic: 8.1%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.0	1.8	2.5	2.1	1.9	21		<b>WQXR-FM</b> <i>Classical</i>	96.3 7.8kw	24	—	35	30	28	17	8:15	New York Times	ARP
1.9	2.5	1.9	2.1	1.8	22		<b>WAXQ-FM</b> <i>Classic Rock</i>	104.3 6kw	20	11	11	15	15	20	5:30	Chancellor Media	KATZ
1.4	1.6	1.2	1.4	1.7	23		<b>WRKS-FM</b> <i>Urban AC</i>	98.7 7.8kw	23	14	16	18	17	21	7:00	Emmis	D&R
1.3	1.2	1.6	1.4	1.3	24		<b>WBLS-FM</b> <i>Urban</i>	107.5 4.2kw	25	6	17	22	25	26	5:45	Inner City	MCG
1.1	1.1	1.7	1.7	1.3	24		<b>WDRE/WLIR</b> <i>Alternative</i>	98.5/92.7 6kw/1kw	16	7	12	23	23	30	3:45	Jarad	MCG
2.0	1.5	1.6	1.9	1.2	26		<b>WGSM/WMJC</b> <i>Country</i>	740/94.3 25kw/3kw	27	—	22	26	26	23	6:15	Barnstable	KATZ
1.5	0.8	1.0	1.6	1.2	26		<b>WNSR-FM</b> <sup>1</sup> <i>Hot AC</i>	105.1 6kw	22	21	15	21	20	28	4:15	Chancellor Media	SEN
1.0	1.2	1.2	1.6	1.2	26		<b>WSKQ-FM</b> <i>Tropical</i>	97.9 7.8kw	30	15	20	19	22	24	10:00	SBS	CAB
1.3	0.9	1.0	0.8	1.1	29		<b>WQEW-AM</b> <i>Nostalgia</i>	1560 50kw	29	—	—	—	40	33	7:30	New York Times	ARP

<sup>1</sup> Was WDBZ-FM until August; became WBIX-FM on January 21.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
CHR 16.8	1 WXRK-FM	1 WBLI-FM	1 WXRK-FM	1 WALK-FM	Chancellor 55.9%
NEWS/TALK 16.8	2 WBAB/WHFM	2 WHTZ-FM	2 WFAN-AM	2 WBLI-FM	CBS 51.5%
AC 16.1	3 WQHT-FM	3 WKTU-FM	3 WBAB/WHFM	3 WLTW-FM	Barnstable 22.4%
OLDIES/CR 11.0	4 WBLI-FM	4 WQHT-FM	4 WCBS-FM	4 WKTU-FM	ABC 18.6%
ALTERNATIVE 6.6	5 WHTZ-FM	5 WPLJ-FM	5 WALK-FM	5 WPLJ-FM	Emmis 18.6%
NOSTALGIA 3.9	6 WKTU-FM	6 WALK-FM	6 WAXQ-FM	6 WCBS-FM	Buckley 7.8%
ROCK 3.5	7 WFAN-AM	7 WXRK-FM	7 WBLI-FM	7 WHTZ-FM	NY Times 7.8%
URBAN 3.0	8 WPLJ-FM	8 WBAB/WHFM	8 WNEW-FM	8 WBZO-FM	Jarad 7.7%
NAC/SJ 2.3	9 WNEW-FM	9 WKJY-FM	9 WBZO-FM	9 WBAB/WHFM	Inner City 5.1%
CLASSICAL 1.9	10 WLTW-FM	10 WLTW-FM	10 WPLJ-FM	10 WKJY-FM	Cox 4.7%
COUNTRY 1.2					SBS 4.0%
SPANISH 1.2					

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# #17 PHOENIX



PHOENIX

12+ POPULATION: 2,226,400 (Black: N/A; Hispanic: 16.4%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.7	6.8	7.0	5.9	6.5	1	1	<b>KNIX-FM</b> Country	102.5 98kw	3	11	6	2	1	2	8:30	Buck Owens	KATZ
7.1	6.3	5.5	5.6	6.4	2	2	<b>KTAR-AM</b> News/Talk	620 5kw	1	23	18	12	7	3	7:30	Pulitzer	CHR
5.9	5.0	5.1	5.0	5.3	3	3	<b>KOY-AM</b> Nostalgia	550 5(1)kw	9	—	29	24	22	10	10:30	Chancellor Media	SEN
5.4	5.4	5.5	5.0	5.2	4	4	<b>KFYI-AM</b> News/Talk	910 5kw	10	—	16	16	12	7	10:15	Broadcast Group	D&R
6.1	6.3	6.0	5.9	5.2	5	5	<b>KMLE-FM</b> Country	107.9 100kw	5	5	7	3	4	5	7:45	Chancellor Media	SEN
5.4	4.8	6.0	5.4	5.1	6	6	<b>KOOL-FM</b> Oldies	94.5 100kw	4	7	15	6	2	1	7:15	Chancellor Media	CHR
4.2	4.2	3.8	4.2	4.9	7	7	<b>KESZ-FM</b> AC	99.9 100kw	7	9	8	5	3	4	8:15	Media America	CBS
4.6	5.1	4.7	4.2	4.9	7	7	<b>KUPD-FM</b> Rock	97.9 100kw	12	6	1	1	5	17	10:00	Sandusky	EAST
3.6	3.4	4.5	4.4	4.7	9	9	<b>KZZP-FM</b> Hot AC	104.7 100kw	2	3	2	4	6	14	6:15	Jacor	MCG
5.6	4.7	4.9	5.9	4.3	10	10	<b>KKFR-FM</b> CHR/Rhythmic	92.3 100kw	6	1	5	8	16	16	7:00	Broadcast Group	D&R
3.2	3.3	3.1	3.9	3.6	11	11	<b>KYOT-FM</b> NAC/SJ	95.5 96kw	13	12	17	13	8	6	8:15	Chancellor Media	SEN
3.3	4.0	3.6	3.4	3.5	12	12	<b>KEDJ/KHOT</b> Alternative	106.3/100.3 50kw/90kw	8	4	3	14	15	20	6:00	New Century AZ LLC	ARP
3.0	2.8	2.9	2.6	3.0	13	13	<b>KKLT-FM</b> AC	98.7 100kw	15	10	10	11	13	8	7:00	Pulitzer	CHR
3.2	3.0	3.7	3.8	3.0	13	13	<b>KZON-FM</b> Alternative	101.5 100kw	11	8	4	7	11	15	6:00	Chancellor Media	SEN
3.6	3.5	3.1	3.8	2.6	15	15	<b>KDKB-FM</b> Rock	93.3 100kw	16	17	9	9	9	11	6:15	Sandusky	EAST
3.3	2.7	3.2	2.6	2.5	16	16	<b>KSLX-A/F</b> Classic Rock	1440/100.7 5(.5)kw/100kw	17	18	14	10	10	9	6:00	Sandusky	EAST
2.5	1.9	1.7	2.1	2.4	17	17	<b>KGLQ-FM</b> <sup>1</sup> Classic Hits	96.9 100kw	14	20	12	15	14	12	5:30	Jacor	MCG
1.3	3.0	2.7	3.2	2.4	17	17	<b>KPTY-FM</b> CHR/Rhythmic	103.9 43kw	18	2	11	18	18	23	6:15	New Planet Radio	ROS
1.5	1.3	1.9	1.4	2.2	19	19	<b>KWCY-FM</b> <sup>2</sup> Country	103.5 62kw	19	15	13	17	17	13	6:30	Newmountain	KATZ
0.6	1.3	1.4	0.7	1.2	20	20	<b>KVVA-FM</b> Spanish AC	107.1 25kw	20	14	19	20	20	18	7:30	America Br. Sys.	LOTUS

<sup>1</sup> Was **KHTC-FM** (Oldies) until September. <sup>2</sup> Was **KOAZ-FM** (NAC) until late August.

Continued on Page 56

RELEASE 2.0

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**ARIZONA'S HOTTEST NEWS-TALK!**



12+ POPULATION: 2,095,800 (Black: 16.7%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.0	11.8	11.8	12.0	11.2	1	<b>KMOX-AM</b> Talk	1120 50kw	1	13	12	7	2	1	9:15	CBS Radio	CBS
6.9	8.6	7.8	8.4	8.5	2	<b>WIL-FM</b> Country	92.3 100kw	2	5	4	1	1	2	10:00	Sinclair Com.	CHR
8.2	7.1	7.2	7.3	6.8	3	<b>KMJM-FM</b> <sup>1</sup> Urban	104.9 7.8kw	11	1	1	2	7	14	12:30	Jacor	EAST
6.7	6.9	6.1	6.0	5.5	4	<b>KEZK-FM</b> AC	102.5 100kw	4	12	11	8	4	3	7:45	CBS Radio	SEN
3.6	4.5	4.3	5.3	5.0	5	<b>WKKX-FM</b> Country	106.5 90kw	9	6	6	4	6	6	8:15	Zimmer	D&R
5.3	4.9	4.9	5.3	4.8	6	<b>KYKY-FM</b> Hot AC	98.1 90kw	5	7	5	5	3	5	7:00	CBS Radio	KATZ
5.0	4.7	5.4	4.6	4.6	7	<b>KPNT-FM</b> Alternative	105.7 100kw	7	2	2	6	13	20	7:15	Sinclair Com.	ARP
4.9	4.0	4.4	4.5	4.6	7	<b>KSHE-FM</b> Classic Rock	94.7 100kw	8	8	3	3	5	8	7:30	Emmis	D&R
4.6	4.3	4.9	4.6	3.7	9	<b>KLOU-FM</b> Oldies	103.3 100kw	6	10	17	13	8	4	5:30	CBS Radio	CBS
4.2	4.0	4.2	4.1	3.7	9	<b>WALC-FM</b> Hot AC	104.1 39kw	3	3	8	10	12	15	4:45	Zimmer	D&R
2.0	2.4	2.3	2.9	3.4	11	<b>KTRS-AM</b> News/Talk	550 5kw	14	—	20	19	15	9	7:45	Dorsey Group	MCG
2.8	2.8	2.7	2.6	3.1	12	<b>KFUO-FM</b> Classical	99.1 100kw	15	16	19	18	17	7	8:00	Lutheran Church/MOS	ARP
3.0	2.6	2.6	2.5	3.1	12	<b>KIHT-FM</b> Classic Hits	96.3 80kw	13	14	9	9	9	10	6:00	Sinclair Com.	CHR
2.9	3.2	3.0	2.8	3.0	14	<b>KSD-FM</b> Classic Rock	93.7 100kw	10	18	10	12	10	11	5:30	CBS Radio	KATZ
3.6	4.0	3.9	3.2	3.0	14	<b>WVRV-FM</b> Adult Alternative	101.1 44kw	12	15	7	11	11	17	5:30	Sinclair Com.	MCG
2.7	2.6	2.4	2.4	2.3	16	<b>KXOK-FM</b> Urban AC	97.1 100kw	16	11	14	14	14	12	7:30	Frischling	ARP
0.5	0.5	1.0	1.9	2.1	17	<b>KMJM-AM</b> <sup>2</sup> Gospel	1600 5kw	20	17	15	15	16	13	10:15	Jacor	EAST
2.3	2.6	3.4	2.5	2.1	17	<b>WRTH-AM</b> Nostalgia	1430 5kw	19	19	—	25	23	19	8:45	Sinclair Com.	CHR
1.3	1.9	2.3	1.9	1.8	19	<b>KATZ-FM</b> Urban AC	100.3 50kw	18	9	16	16	18	16	7:00	Jacor	EAST
1.2	1.2	1.4	1.3	1.8	19	<b>KSLZ-FM</b> <sup>3</sup> CHR/Pop	107.7 100kw	17	4	13	17	20	24	6:30	Jacor	EAST

<sup>1</sup> Was at 107.7 MHz until October 20. <sup>2</sup> Was **KATZ-AM** until November. <sup>3</sup> Was **WCBW-FM** (Religious) at 104.9 MHz until October 20.

Continued on Page 56



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**SOFT ROCK 102.5**



**RADIO TODAY  
ENTERTAINMENT**



# #17 PHOENIX



PHOENIX

Continued from Page 54

12+ POPULATION: 2,226,400 (Black: N/A; Hispanic: 16.4%)

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
COUNTRY	13.9	1 KUPD-FM	1 KZZP-FM	1 KUPD-FM	1 KNIX-FM	Chancellor	48.2%
AC	12.6	2 KEDJ/KHOT	2 KZON-FM	2 KNIX-FM	2 KESZ-FM	Pultzer	28.0%
NEWS/TALK	11.6	3 KZZP-FM	3 KNIX-FM	3 KOOL-FM	3 KMLE-FM	Br. Group	22.8%
OLDIES/CR	10.0	4 KKFR-FM	4 KUPD-FM	4 KTAR-AM	4 KOOL-FM	Jacor	22.4%
ROCK	7.5	5 KDKB-FM	5 KKFR-FM	5 KDKB-FM	5 KYOT-FM	Sandusky	21.1%
CHR	6.7	6 KMLE-FM	6 KKLT-FM	6 KFYI-AM	6 KZZP-FM	New Century	16.7%
ALTERNATIVE	6.5	7 KZON-FM	7 KESZ-FM	7 KESZ-FM	7 KKLT-FM	Owens Br.	15.5%
NOSTALGIA	5.3	8 KNIX-FM	8 KMLE-FM	8 KMLE-FM	8 KZON-FM	Media America	12.3%
NAC/SJ	3.6	9 KESZ-FM	9 KEDJ/KHOT	9 KSLX-A/F	9 KWCY-FM	New Planet	8.1%
SPANISH	1.2	10 KGLQ-FM	10 KPTY-FM	10 KEDJ/KHOT	10 KGLQ-FM	Newmountain	7.0%
						Amer. Br. Sys.	3.2%

# #18 ST. LOUIS



ST. LOUIS

Continued from Page 55

12+ POPULATION: 2,095,800 (Black: 16.7%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.0	1.2	0.8	1.1	1.2	21	KFNS-AM Sports	590 1kw	21	—	18	20	19	18	6:25	CBS Radio	D&R
1.1	1.2	1.0	1.1	1.1	22	WEW-AM Nostalgia	770 1kw	23	—	26	23	25	22	6:00	Metropolitan Radio	ROS

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
NEWS/TALK	15.8	1 KSHE-FM	1 KMJM-FM	1 KSHE-FM	1 KYKY-FM	CBS	57.2%
OLDIES/CR	14.4	2 KPNT-FM	2 KYKY-FM	2 KMOX-AM	2 KEZK-FM	Sinclair	46.5%
AC	14.0	3 KMJM-FM	3 WKXX-FM	3 WIL-FM	3 WIL-FM	Emmis	34.1%
COUNTRY	13.5	4 WIL-FM	4 WVRV-FM	4 KSD-FM	4 WKXX-FM	Zimmer	22.9%
URBAN	10.9	5 KIHT-FM	5 WIL-FM	5 KPNT-FM	5 KMJM-FM	Jacor	21.1%
ALTERNATIVE	4.6	6 WKXX-FM	6 WALC-FM	6 WKXX-FM	6 KLOU-FM	Dorsey	10.7%
NOSTALGIA	3.2	7 KSD-FM	7 KEZK-FM	7 KIHT-FM	7 WVRV-FM	Lutheran/Mos	8.4%
CLASSICAL	3.1	8 KMOX-AM	8 KPNT-FM	8 KMJM-FM	8 KMOX-AM	Frischling	6.5%
ADULT ALT.	3.0	9 WALC-FM	9 KIHT-FM	9 KLOU-FM	9 WALC-FM	Missouri Sports	4.1%
RELIGIOUS	2.1	10 WVRV-FM	10 KSLZ-FM	10 KYKY-FM	10 KIHT-FM	Metropolitan	2.2%
CHR	1.8						

WE WROTE "THE BOOK" ON RADIO DATING

# INTELLIDATE<sup>SM</sup>

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12+ POPULATION: 2,068,700 (Black: 26.3%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.7	8.0	10.0	9.2	9.8	1	1	WERQ-FM CHR/Rhythmic	92.3 37kw	2	1	1	1	2	8	12:00	Radio One	ARP
6.5	6.0	6.2	6.8	7.2	2	2	WQSR-FM Oldies	105.7 50kw	4	18	9	3	1	1	9:30	CBS Radio	CHR
7.3	8.5	7.5	9.4	7.0	3	3	WBAL-AM News/Talk	1090 50kw	1	14	11	10	6	2	8:00	Hearst	D&R
6.5	7.6	6.4	6.4	6.4	4	4	WPOC-FM Country	93.1 16kw	6	11	4	5	4	4	10:30	Jacor	MCG
6.1	6.6	5.9	5.5	5.0	5	5	WWMX-FM Hot AC	106.5 7.4kw	3	7	3	2	3	7	6:30	CBS Radio	KATZ
6.4	5.6	4.7	5.3	4.5	6	6	WLIF-FM AC	101.9 13.5kw	7	16	10	7	5	3	7:30	CBS Radio	CBS
3.1	4.0	4.1	3.9	4.3	7	7	WIYY-FM Rock	97.9 13.5kw	8	6	2	4	7	10	7:45	Hearst	D&R
2.9	2.5	2.7	2.2	4.2	8	8	WCAO-AM Religious	600 5kw	13	8	13	12	9	5	13:00	CBS Radio	MCG
3.8	3.5	3.3	3.8	4.1	9	9	WXVY-FM CHR/Pop	102.7 50kw	5	2	5	6	11	15	6:00	CBS Radio	CBS
3.2	3.6	3.8	3.6	3.4	10	10	WWIN-FM Urban AC	95.9 3kw	11	19	14	9	8	6	8:30	Radio One	ARP
3.1	2.6	3.7	3.4	2.8	11	11	WOCT-FM Oldies	104.3 10kw	10	10	7	8	10	9	5:30	CBS Radio	CHR
4.2	3.3	3.8	3.7	2.7	12	12	WHFS-FM Alternative	99.1 50kw	9	3	6	11	13	28	5:00	CBS Radio	ARP
2.1	2.5	2.5	2.1	2.3	13	13	WCBM-AM News/Talk	680 10(5)kw	14	—	30	21	18	13	8:15	Mangione	KATZ
1.9	1.9	1.6	1.5	1.9	14	14	WRBS-FM Religious	95.1 50kw	17	22	21	16	15	11	8:00	Peter & John	—
1.8	1.6	1.8	1.6	1.8	15	15	WJFK-AM Talk	1300 5kw	19	15	15	13	12	12	8:00	CBS Radio	CBS
1.4	1.6	1.6	1.4	1.6	16	16	WPGC-FM CHR/Rhy	95.5 50kw	12	5	8	14	16	22	4:45	CBS Radio	IRS
1.4	1.4	1.2	1.6	1.4	17	17	WHUR-FM Urban AC	96.3 24kw	21	20	20	15	14	14	7:00	Howard Univ.	D&R
1.4	1.3	1.0	1.5	1.2	18	18	WGRX-FM Country	100.7 16kw	20	9	18	19	24	20	6:30	Shamrock Com.	ARP
0.8	0.7	0.6	0.7	1.2	19	19	WKYS-FM Urban	93.9 24kw	18	4	12	20	26	38	4:45	Radio One	MCG
0.9	0.6	0.8	1.0	1.2	19	19	WWLG-AM Nostalgia	1360 5kw	28	—	36	35	32	27	9:00	Legends Br.	—
1.1	1.2	1.0	1.4	1.1	21	21	WRQX-FM Hot AC	107.3 36kw	15	—	17	17	17	18	4:15	ABC Inc.	KATZ

BALTIMORE

Continued on Page 59



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The Best Mix Of The 80's & 90's

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

**THE BEST MIX OF THE '80s & '90s**





# #20 PITTSBURGH



PITTSBURGH

12+ POPULATION: 2,014,200 (Black: 7.9%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.3	12.2	13.7	11.9	12.4	1	<b>KDKA-AM</b> News/Talk	1020 50kw	1	11	13	10	5	1	10:30	CBS Radio	G/W
9.4	9.0	8.8	9.0	9.2	2	<b>WDVE-FM</b> Rock	102.5 55kw	3	6	1	1	1	4	10:00	Chancellor Media	CHR
7.7	7.3	8.3	8.1	7.4	3	<b>WDSY-FM</b> Country	107.9 50kw	7	5	4	3	2	3	10:30	CBS Radio	EAST
6.2	6.3	7.2	6.5	6.5	4	<b>WBZZ-FM</b> CHR/Pop	93.7 41kw	2	1	3	2	4	8	6:00	CBS Radio	ARP
6.2	5.3	5.9	6.3	5.5	5	<b>WWSW-A/F</b> Oldies	970/94.5 5kw/50kw	4	7	11	6	3	2	6:45	Chancellor Media	SEN
5.6	4.5	4.3	5.0	5.2	6	<b>WJAS-AM</b> Nostalgia	1320 5kw	12	—	27	22	18	13	11:45	Renda	APR
5.0	5.3	5.0	4.8	5.0	7	<b>WXDX-FM</b> Alternative	105.9 72kw	5	3	2	4	6	16	6:30	Chancellor Media	CHR
4.8	5.4	4.4	4.1	4.6	8	<b>WSHH-FM</b> AC	99.7 10.5kw	11	9	8	8	7	5	8:15	Renda	ARP
3.7	4.3	3.7	3.6	3.9	9	<b>WLTJ-FM</b> AC	92.9 47kw	10	8	9	7	8	7	7:00	Frischling	K&P
3.8	3.8	3.7	3.3	3.5	10	<b>WJJJ-FM</b> NAC/SJ	104.7 50kw	15	15	12	11	10	6	8:45	Chancellor Media	EAST
2.6	2.5	3.2	3.1	3.5	10	<b>WZPT-FM</b> Oldies	100.7 17kw	9	18	5	5	9	10	5:45	CBS Radio	EAST
3.1	3.4	3.1	4.0	3.4	12	<b>WAMO-FM</b> Urban	106.7 42kw	14	2	7	12	13	14	8:15	Sheridan	D&R
4.4	3.8	3.5	3.6	3.4	12	<b>WTAE-AM</b> Talk	1250 5kw	8	17	17	14	14	9	5:45	Capstar	KATZ
4.1	3.3	3.1	3.5	3.2	14	<b>WVTV-FM</b> <sup>1</sup> Hot AC	96.1 50kw	6	4	6	9	11	12	4:15	Chancellor Media	KATZ
2.8	2.6	3.1	2.8	2.4	15	<b>WRRK-FM</b> Classic Rock	96.9 50kw	13	10	10	13	12	11	5:45	Frischling	ARP
1.1	1.0	1.5	1.0	1.5	16	<b>WASP-FM</b> Country	94.9 1.65kw	18	12	14	15	15	15	9:45	Humes Br.	DOME
1.4	1.0	1.2	0.8	1.5	16	<b>WORD-FM</b> Religious	101.5 48kw	17	16	16	16	16	17	7:45	Salem	SRR
1.0	1.1	1.0	1.1	1.2	18	<b>KQV-AM</b> News	1410 5kw	16	—	24	21	20	18	5:00	Calvery	—

<sup>1</sup> Changed calls to **WDRV-FM** in February.


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## ALL OLDIES • FM 94.5

For more information call  
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Continued from Page 57

12+ POPULATION: 2,068,700 (Black: 26.3%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.5	1.1	0.7	0.8	1.0	22	WGAY-FM MOR	99.5 22kw	26	—	28	28	23	17	7:15	Chancellor Media	ARP
1.1	0.8	1.0	1.2	1.0	22	WWDC-FM Rock	101.1 22.5kw	16	12	16	18	19	26	4:15	Chancellor Media	CHR
1.5	0.9	0.7	0.7	1.0	22	WWIN-AM Religious	1400 1kw	29	24	29	27	27	23	9:15	Radio One	ARP

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
CHR	15.5					CBS	63.7%
NEWS/TALK	11.1	1 WERQ-FM	1 WERQ-FM	1 WQSR-FM	1 WERQ-FM	Hearst	29.1%
AC	10.6	2 WIYY-FM	2 WWMX-FM	2 WIYY-FM	2 WQSR-FM	Radio One	22.4%
OLDIES/CR	10.0	3 WHFS-FM	3 WXYV-FM	3 WBAL-AM	3 WWMX-FM	Chancellor	16.6%
COUNTRY	7.6	4 WPOC-FM	4 WPOC-FM	4 WERQ-FM	4 WLIF-FM	Jacor	13.3%
RELIGIOUS	7.1	5 WOCT-FM	5 WHFS-FM	5 WPOC-FM	5 WPOC-FM	Mangione	6.0%
URBAN	6.0	6 WXYV-FM	6 WIYY-FM	6 WOCT-FM	6 WCAO-AM	ABC	5.4%
ROCK	5.3	7 WWMX-FM	7 WPGC-FM	7 WWIN-FM	7 WWIN-FM	Peter & John	5.2%
ALTERNATIVE	2.7	8 WBAL-AM	8 WLIF-FM	8 WJFK-AM	8 WXYV-FM	Shamrock	4.7%
NOSTALGIA	2.2	9 WJFK-AM	9 WOCT-FM	9 WWMX-FM	9 WBAL-AM	Howard Univ.	4.1%
		10 WQSR-FM	10 WWIN-FM	10 WLIF-FM	10 WOCT-FM	Bonneville	3.8%
						Legends Br.	2.9%

BALTIMORE

12+ POPULATION: 2,014,200 (Black: 7.9%; Hispanic: N/A)

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
NEWS/TALK	17.0	1 WDVE-FM	1 WBZZ-FM	1 WDVE-FM	1 WBZZ-FM	CBS	57.8%
AC	11.7	2 WXDX-FM	2 WDVE-FM	2 WDSY-FM	2 WDSY-FM	Capstar	49.0%
OLDIES/CR	11.4	3 WDSY-FM	3 WDSY-FM	3 WXDX-FM	3 WWSW-A/F	Renda	19.2%
ROCK	9.2	4 WBZZ-FM	4 WXDX-FM	4 KDKA-AM	4 WSHH-FM	Frischling	18.9%
COUNTRY	8.9	5 WZPT-FM	5 WVTY-FM	5 WWSW-A/F	5 WDVE-FM	Chancellor	16.3%
CHR	6.5	6 WVTY-FM	6 WAMO-FM	6 WZPT-FM	6 WLTJ-FM	EZ	14.5%
NOSTALGIA	5.2	7 WAMO-FM	7 WSHH-FM	7 WBZZ-FM	7 WVTY-FM	Sheridan	8.5%
ALTERNATIVE	5.0	8 WRRK-FM	8 WZPT-FM	8 WRRK-FM	8 KDKA-AM	Calvary	4.9%
NAC/SJ	3.5	9 KDKA-AM	9 WLTJ-FM	9 WJJJ-FM	9 WJJJ-FM	Salem	4.6%
URBAN	3.4	10 WLTJ-FM	10 WWSW-A/F	10 WLTJ-FM	10 WZPT-FM	Humes Br.	3.1%
RELIGIOUS	1.5						

PITTSBURGH

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INTELLIDATE<sup>SM</sup>

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TAMPA

12+ POPULATION: 1,947,600 (Black: 8.8%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.9	9.5	9.5	10.4	9.3	1	<b>WFLZ-FM</b> CHR/Pop	93.3 100kw	1	1	1	1	2	9	8:30	Jacor	EAST
7.9	8.2	6.8	7.2	8.2	2	<b>WQYK-FM</b> Country	99.5 100kw	2	5	5	5	4	2	9:45	CBS Radio	KATZ
6.6	8.1	6.7	8.7	7.1	3	<b>WDUV-FM</b> B/EZ	103.5 100kw	6	—	21	17	15	4	12:30	Jacor	EAST
5.6	5.6	6.1	4.6	6.5	4	<b>WWRM-FM</b> AC	94.9 100kw	3	10	6	3	3	1	9:15	Cox	CHR
6.9	5.8	6.4	7.1	6.3	5	<b>WFLA-AM</b> News/Talk	970 5kw	5	—	11	11	11	5	10:45	Jacor	EAST
1.8	2.2	2.9	2.8	5.5	6	<b>WTBT-FM</b> Classic Rock	105.5 46kw	8	16	4	2	1	3	11:15	Jacor	EAST
5.2	4.8	5.3	4.9	4.5	7	<b>WXTB-FM</b> Rock	97.9 100kw	7	4	2	4	8	14	9:15	Jacor	EAST
5.3	5.0	4.8	4.9	4.4	8	<b>WRBQ-FM</b> Country	104.7 100kw	9	7	7	7	7	8	9:15	Clear Channel	CCRS
4.0	3.7	3.3	4.5	4.2	9	<b>WMTX-FM</b> Hot AC	95.7 100kw	4	3	3	6	9	12	6:30	Genesis	ARP
4.6	5.0	3.8	3.5	4.0	10	<b>WGUL-A/F</b> MOR	860/96.1 2(1.5)kw/2.75kw	16	—	23	25	21	18	13:00	Gulf Atlantic	ARP
4.0	3.3	3.5	4.1	3.9	11	<b>WSJT-FM</b> NAC/SJ	94.1 100kw	13	15	12	10	6	7	9:00	Clear Channel	CCRS
4.3	4.2	4.4	3.6	3.5	12	<b>WAKS-FM</b> Hot AC	100.7 100kw	10	9	8	8	10	11	7:30	Jacor	EAST
4.4	4.0	4.4	3.8	3.4	13	<b>WCOF-FM</b> Oldies	107.3 100kw	11	11	9	9	5	10	7:15	Cox	CHR
4.8	3.6	4.4	4.5	3.4	13	<b>WYUU-FM</b> Oldies	92.5 50kw	12	17	17	13	12	6	7:30	Entercom	D&R
2.8	3.6	3.9	3.0	2.0	15	<b>WHPT-FM</b> Adult Alternative	102.5 100kw	14	12	10	12	13	15	5:15	Clear Channel	CCRS
2.0	1.8	1.4	1.6	1.9	16	<b>WRBQ-AM</b> Urban AC	1380 5kw	17	6	13	14	14	13	9:00	Clear Channel	CCRS
2.0	2.1	1.7	1.2	1.7	17	<b>WLUV-FM</b> Nostalgia	106.3 3.3kw	22	—	—	28	26	19	11:15	Times Publishing	—
1.5	1.5	1.5	1.4	1.7	17	<b>WTMP-AM</b> Urban	1150 5(2.5)kw	18	2	15	15	17	17	8:15	Tampa Broadcasting	ROS
1.5	0.9	0.8	1.1	1.3	19	<b>WZTM-AM</b> Sports	820 50(1)kw	19	—	14	16	16	16	6:45	Clear Channel	CCRS

Continued on Page 62





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# THE NEW MUSIC REVOLUTION

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



12+ POPULATION: 1,776,100 (Black: N/A; Hispanic: 12.2%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.0	10.5	7.9	7.8	9.3	1	<b>KYGO-FM</b> Country	98.5 100kw	2	6	1	1	1	1	10:15	Jefferson-Pilot	CBS
7.7	7.0	8.6	7.8	7.9	2	<b>KOA-AM</b> Talk	850 50kw	1	16	12	7	4	2	7:00	Jacor	EAST
4.1	5.0	5.1	5.5	6.5	3	<b>KRFX-FM</b> Classic Rock	103.5 100kw	5	13	2	2	2	6	9:00	Jacor	EAST
5.8	6.3	6.9	6.6	6.2	4	<b>KOSI-FM</b> AC	101.1 100kw	4	4	7	4	5	4	8:15	Tribune	BAN
2.2	4.6	6.2	6.5	5.6	5	<b>KQKS-FM</b> CHR/Rhythmic	107.5 100kw	9	1	5	8	12	18	9:30	Jefferson-Pilot	CBS
4.5	4.2	4.5	5.0	5.2	6	<b>KBCO-FM</b> Adult Alternative	97.3 100kw	8	10	4	3	3	9	7:30	Jacor	ARP
4.6	5.8	4.8	5.0	4.7	7	<b>KALC-FM</b> Hot AC	105.9 100kw	3	3	3	5	9	13	6:00	Chancellor Media	CHR
3.3	4.3	4.0	3.9	4.7	7	<b>KHOW-AM</b> Talk	630 5kw	12	21	17	14	10	3	9:15	Jacor	ARP
4.5	4.9	4.2	5.4	4.7	7	<b>KXKL-FM</b> Oldies	105.1 100kw	7	5	13	9	7	5	6:45	Chancellor Media	SEN
4.7	5.4	4.6	3.9	4.4	10	<b>KKHK-FM</b> Classic Rock	99.5 100kw	6	9	9	6	6	8	6:30	Tribune	BAN
5.1	3.5	3.8	3.9	4.1	11	<b>KHIH-FM</b> NAC/SJ	95.7 100kw	14	15	14	13	8	7	8:45	Jacor	ARP
3.6	3.7	4.3	3.5	3.5	12	<b>KBPI-FM</b> Rock	106.7 100kw	13	2	6	12	14	21	7:00	Jacor	EAST
2.4	2.5	2.7	3.5	3.4	13	<b>KIMN-FM</b> AC	100.3 100kw	11	8	11	10	11	10	6:30	Chancellor Media	CHR
2.5	3.3	3.1	3.1	3.0	14	<b>KXPK-FM</b> Adult Alternative	96.5 100kw	10	12	8	11	13	15	5:15	Chancellor Media	MCG
3.1	3.2	3.8	3.1	2.6	15	<b>KEZW-AM</b> Nostalgia	1430 10(5)kw	19	20	—	27	21	16	9:15	Tribune	BAN
3.1	2.8	1.8	2.0	2.2	16	<b>KVOD-FM</b> Classical	92.5 57kw	18	—	24	19	19	11	7:45	Chancellor Media	ARP
2.9	1.7	2.0	1.6	1.9	17	<b>KCKK-FM</b> Country	104.3 58kw	16	18	16	16	16	12	6:30	Jefferson-Pilot	CBS
1.1	1.6	1.3	2.3	1.9	17	<b>KTCL-FM</b> Alternative	93.3 100kw	17	7	10	15	15	20	6:30	Jacor	MCG
1.3	1.3	1.6	1.2	1.4	19	<b>KKFN-AM</b> Sports	950 5kw	15	23	18	17	17	17	4:30	Jefferson-Pilot	CBS
0.8	0.9	1.1	1.0	1.3	20	<b>KTLK-AM</b> Talk	760 50(1)kw	20	—	23	20	18	14	5:00	Jacor	EAST

DENVER

Continued on Page 62



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

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**ALICE 106 FM**





# #21 TAMPA-ST. PETERSBURG



T  
A  
M  
P  
A

Continued from Page 61

12+ POPULATION: 1,947,600 (Black: 8.8%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.0	0.0	0.0	0.8	1.2	20		WILY-FM 1 AC	101.5 100kw	15	—	16	18	18	20	5:45	Clear Channel	CCRS
1.4	1.1	0.8	1.2	1.2	20		WSUN-AM Nostalgia	620 5kw	23	—	27	27	27	25	8:30	Cox	CHR

<sup>1</sup> Was WKES-FM until July.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<b>AC</b> ██████████ 15.4 <b>COUNTRY</b> ██████████ 12.6 <b>OLDIES/CR</b> ██████████ 12.3 <b>CHR</b> ██████████ 9.3 <b>NEWS/TALK</b> ██████████ 7.6 <b>B/EZ</b> ██████████ 7.1 <b>NOSTALGIA</b> ██████████ 6.9 <b>ROCK</b> ██████████ 4.5 <b>NAC/SJ</b> ██████████ 3.9 <b>URBAN</b> ██████████ 3.6 <b>ADULT ALT.</b> ██████████ 2.0	<b>Men 18-34</b>	<b>Women 18-34</b>	<b>Men 25-54</b>	<b>Women 25-54</b>	<b>Jacor</b> ██████████ 57.7% <b>Clear Channel</b> ██████████ 34.1% <b>Cox</b> ██████████ 24.8% <b>CBS</b> ██████████ 20.3% <b>Genesis</b> ██████████ 13.4% <b>Entercom</b> ██████████ 9.4% <b>Gulf Atlantic</b> ██████████ 6.5% <b>Times Publishing</b> ██████████ 4.2% <b>Tampa Br.</b> ██████████ 3.2%
	1 WXTB-FM 2 WFLZ-FM 3 WTBT-FM 4 WQYK-FM 5 WMTX-FM 6 WRBQ-FM 7 WWRM-FM 8 WCOF-FM 9 WHPT-FM 10 WAKS-FM	1 WFLZ-FM 2 WMTX-FM 3 WQYK-FM 4 WWRM-FM 5 WAKS-FM 6 WXTB-FM 7 WRBQ-FM 8 WTBT-FM 9 WCOF-FM 10 WHPT-FM	1 WTBT-FM 2 WQYK-FM 3 WXTB-FM 4 WFLZ-FM 5 WWRM-FM 6 WFLA-AM 7 WCOF-FM 8 WSJT-FM 9 WMTX-FM 10 WRBQ-FM	1 WWRM-FM 2 WFLZ-FM 3 WQYK-FM 4 WTBT-FM 5 WAKS-FM 6 WRBQ-FM 7 WCOF-FM 8 WMTX-FM 9 WSJT-FM 10 WYUU-FM	

# #22 DENVER



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Continued from Page 61

12+ POPULATION: 1,776,100 (Black: N/A; Hispanic: 12.2%)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<b>OLDIES/CR</b> ██████████ 15.6 <b>NEWS/TALK</b> ██████████ 15.3 <b>AC</b> ██████████ 14.3 <b>COUNTRY</b> ██████████ 11.2 <b>CHR</b> ██████████ 5.6 <b>NAC/SJ</b> ██████████ 4.1 <b>ROCK</b> ██████████ 3.5 <b>ADULT ALT.</b> ██████████ 3.0 <b>NOSTALGIA</b> ██████████ 2.6 <b>CLASSICAL</b> ██████████ 2.2 <b>ALTERNATIVE</b> ██████████ 1.9	<b>Men 18-34</b>	<b>Women 18-34</b>	<b>Men 25-54</b>	<b>Women 25-54</b>	<b>Jacor</b> ██████████ 459.0% <b>Chancellor</b> ██████████ 43.7% <b>Tribune</b> ██████████ 31.8% <b>Jefferson-Pilot</b> ██████████ 29.4%
	1 KRFX-FM 2 KYGO-FM 3 KBPI-FM 4 KBCO-FM 5 KALC-FM 6 KQKS-FM 7 KOA-AM 8 KTCL-FM 9 KXPK-FM 10 KKHK-FM	1 KYGO-FM 2 KOSI-FM 3 KALC-FM 4 KQKS-FM 5 KBCO-FM 6 KXPK-FM 7 KIMN-FM 8 KKHK-FM 9 KRFX-FM 10 KBPI-FM	1 KRFX-FM 2 KOA-AM 3 KYGO-FM 4 KBCO-FM 5 KKHK-FM 6 KXKL-FM 7 KALC-FM 8 KHIH-FM 9 KHOW-AM 10 KXPK-FM	1 KOSI-FM 2 KYGO-FM 3 KBCO-FM 4 KXKL-FM 5 KHIH-FM 6 KIMN-FM 7 KHOW-AM 8 KKHK-FM 9 KALC-FM 10 KQKS-FM	

WE WROTE "THE BOOK" ON RADIO DATING

# INTELLIDATE<sup>SM</sup>

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12+ POPULATION: 1,770,200 (Black: 18.0%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.0	8.2	8.0	8.7	9.9	1	1	WZAK-FM Urban	93.1 27.5kw	6	2	1	1	2	4	12:00	Zapis	D&R
7.8	8.8	8.7	8.0	8.0	2	2	WMJI-FM Oldies	105.7 16kw	1	7	10	3	1	1	8:30	Jacor	MCG
8.7	7.5	8.3	9.1	7.5	3	3	WGAR-FM Country	99.5 50kw	8	6	5	4	4	3	10:15	Jacor	MCG
5.7	6.5	6.8	5.7	6.9	4	4	WDOK-FM AC	102.1 12kw	5	9	8	8	5	2	8:45	Independent Group	KATZ
6.4	6.2	5.6	6.7	6.9	4	4	WNCX-FM Classic Rock	98.5 16kw	3	8	2	2	3	5	8:00	Clear Channel	CCRS
4.4	5.6	5.0	5.2	6.0	6	6	WZJM-FM CHR/Pop	92.3 40kw	2	1	4	7	11	12	6:45	Zebra	D&R
7.1	5.4	5.2	6.2	5.5	7	7	WRMR-AM Nostalgia	850 10(5)kw	12	10	23	23	19	15	11:15	Independent Group	KATZ
4.8	5.8	5.6	6.2	5.0	8	8	WQAL-FM Hot AC	104.1 11kw	4	5	6	6	6	8	6:15	M.L. Media	BAN
4.2	2.7	5.0	4.7	4.5	9	9	WKNR-AM Sports	1220 50kw	7	—	11	10	10	7	6:00	Jacor	CBS
5.4	4.8	4.5	4.8	4.4	10	10	WMMS-FM Rock	100.7 34kw	9	4	3	5	7	14	7:00	Jacor	KATZ
4.7	5.3	4.5	4.7	4.3	11	11	WTAM-AM News/Talk	1100 50kw	10	—	12	12	12	9	6:45	Jacor	CHR
3.9	3.6	3.9	3.6	4.0	12	12	WNWV-FM NAC/SJ	107.3 50kw	13	16	13	11	8	6	8:30	Elyria-Lorain	ARP
3.7	4.4	4.1	4.3	3.3	13	13	WMVX-FM <sup>1</sup> AC	106.5 11.5kw	11	11	7	9	9	10	5:45	Jacor	CHR
3.0	3.3	2.3	2.1	2.9	14	14	WCLV-FM Classical	95.5 31kw	15	13	18	15	14	11	7:30	Radio Seaway	ARP
2.3	1.6	2.1	1.7	2.0	15	15	WENZ-FM Alternative	107.9 16kw	14	3	9	13	15	16	4:30	Clear Channel	CCRS
2.1	1.6	1.8	1.7	1.7	16	16	WJMO-AM Urban Oldies	1490 1kw	16	14	15	14	13	13	7:45	Zebra	D&R
1.1	1.7	1.7	1.2	1.0	17	17	WABQ-AM Religious	1540 1kw	22	—	—	24	21	17	6:15	John R. Linn	—

<sup>1</sup> Was WLTF-FM until November.

Continued on Page 66



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# THE SPORTS REVOLUTION

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





# #24 PORTLAND, OR



PORTLAND

12+ POPULATION: 1,674,400 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.8	7.9	9.3	9.5	9.6	1	<b>KKRZ-FM</b> CHR/Pop	100.3 95kw	1	1	1	1	4	9	7:45	Jacor	KATZ
5.5	5.5	5.9	5.5	6.4	2	<b>KUPL-FM</b> Country	98.5 100kw	5	6	3	2	2	3	9:00	CBS Radio	KATZ
4.9	4.6	5.4	5.6	6.3	3	<b>KKSN-FM</b> Oldies	97.1 100kw	2	7	11	4	1	1	7:15	Entercom	CHR
6.1	6.9	4.8	4.4	5.7	4	<b>KEX-AM</b> News/Talk	1190 50kw	3	13	15	11	10	4	7:15	Jacor	KATZ
6.7	6.5	5.3	5.1	5.3	5	<b>KWJJ-FM</b> Country	99.5 52kw	6	5	6	7	7	5	8:00	Fisher	BAN
6.3	7.3	6.1	6.7	5.1	6	<b>KKCW-FM</b> AC	103.3 100kw	7	9	9	6	3	2	7:45	Jacor	KATZ
4.9	4.0	5.2	5.2	4.8	7	<b>KGON-FM</b> Classic Rock	92.3 100kw	4	8	4	3	5	7	6:15	Entercom	CBS
5.1	4.2	4.4	4.7	4.3	8	<b>KUFO-FM</b> Rock	101.1 100kw	9	3	2	5	8	18	7:00	CBS Radio	KATZ
1.9	2.4	2.5	2.6	4.1	9	<b>KEWS-AM</b> <sup>1</sup> Talk	620 5kw	13	—	14	16	13	10	8:30	Embarcadero Media	SEN
7.4	6.4	5.4	5.5	3.9	10	<b>KXL-AM</b> News/Talk	750 50(20)kw	8	—	18	17	12	12	6:30	Kaye-Smith	MCG
3.8	3.5	3.5	3.4	3.4	11	<b>KINK-FM</b> Adult Alternative	101.9 100kw	14	14	12	8	6	6	7:00	CBS Radio	ARP
3.3	2.6	3.3	3.1	3.2	12	<b>KKRH-FM</b> Classic Rock	105.1 100kw	12	11	10	9	9	11	6:15	Entercom	CHR
3.1	3.0	2.9	2.6	3.2	12	<b>KKSN-AM</b> Nostalgia	910 5kw	17	12	24	23	22	16	9:45	Entercom	CHR
3.1	3.7	3.4	4.5	2.9	14	<b>KKJZ-FM</b> NAC/SJ	106.7 100kw	16	15	16	14	11	8	6:45	CBS Radio	KATZ
2.8	2.9	2.9	3.1	2.9	14	<b>KNRK-FM</b> Alternative	94.7 3.7kw	10	2	5	10	17	24	5:15	Entercom	CBS
3.3	3.3	3.6	3.0	2.3	16	<b>KBBT-FM</b> Hot AC	107.5 6.3kw	11	4	8	13	16	17	4:15	CBS Radio	KATZ
2.3	2.4	2.3	2.4	2.3	16	<b>KXL-FM</b> Hot AC	95.5 100kw	15	16	7	12	15	19	5:15	Kaye-Smith	MCG
0.9	1.3	0.8	1.9	1.8	18	<b>KFXX-AM</b> Sports	1520 50(15)kw	18	—	13	15	14	13	6:30	Entercom	D&R
1.4	1.9	1.1	1.4	1.5	19	<b>KPDQ-FM</b> Religious	93.7 100kw	19	—	17	18	18	14	8:00	Salem	SRR
1.3	1.5	1.1	1.0	1.4	20	<b>KOTK-AM</b> <sup>2</sup> Talk	1080 50(10)kw	20	—	21	20	19	15	7:30	Fisher	BAN

<sup>1</sup> Was **KOTK-AM** until August. <sup>2</sup> Was **KWJJ-AM** (Country) until October.

Continued on Page 66

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## PORTLAND'S HOTTEST MUSIC

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

12+ POPULATION: 1,579,400 (Black: 10.8%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.9	9.6	8.6	9.9	9.4	1	WUBE-FM Country	105.1 11kw	1	4	2	2	1	3	8:15	Chancellor	CHR
9.3	10.3	9.5	9.5	8.6	2	WLW-AM Full Service	700 50kw	2	11	9	3	2	2	7:45	Jacor	EAST
9.4	8.9	7.9	7.9	8.0	3	WEBN-FM Rock	102.7 16kw	4	3	1	1	3	8	8:00	Jacor	EAST
6.2	5.9	6.6	5.6	6.2	4	WGRR-FM Oldies	103.5 11kw	6	15	13	9	4	1	8:00	CBS Radio	MCG
6.5	6.3	7.0	7.1	6.0	5	WKRQ-FM CHR/Pop	101.9 16kw	3	1	3	5	7	12	5:15	CBS Radio	KATZ
6.2	5.0	5.8	6.2	5.8	6	WIZF-FM Urban	100.9 1.25kw	9	2	4	6	9	10	9:15	Blue Chip	D&R
4.6	6.0	5.7	5.7	5.6	7	WRRM-FM AC	98.5 17.5kw	7	10	10	8	5	4	7:45	Susquehanna	MC/S
5.2	5.0	4.1	4.5	4.8	8	WKRC-AM Full Service	550 5(1)kw	11	—	16	14	12	5	8:45	Jacor	EAST
4.2	3.8	4.2	5.3	4.6	9	WOFX-FM Classic Rock	92.5 16kw	5	8	6	4	6	6	5:45	Jacor	EAST
3.5	3.8	3.6	4.3	4.2	10	WVMX-FM <sup>1</sup> Hot AC	94.1 32kw	8	9	5	7	8	11	6:30	Jacor	APR
4.1	3.0	3.3	3.5	4.0	11	WYGY-FM Country	96.5 19.5kw	10	5	7	10	10	9	6:30	Chancellor	CHR
4.1	4.3	3.9	3.8	3.5	12	WSAI-AM <sup>2</sup> Nostalgia	1530 50kw	14	—	27	25	20	14	11:30	CR Acquisitions	EAST
3.9	3.9	3.4	3.3	3.3	13	WVAE-FM NAC/SJ	94.9 10.5kw	12	13	11	11	11	7	6:30	Susquehanna	MC/S
1.9	2.0	2.3	2.1	2.2	14	WAQZ-FM <sup>2</sup> Alternative	107.1 6kw	13	7	8	12	14	20	4:15	WAQZ, Inc.	K&P
1.4	1.6	2.1	1.2	2.1	15	WAKW-FM Religious	93.3 50kw	15	14	12	13	13	13	7:00	Pillar Of Fire	—
1.1	1.0	0.8	1.2	1.1	16	WHKO-FM Country	99.1 50kw	16	16	14	15	17	17	4:00	Cox	D&R
0.8	1.0	0.7	0.8	1.0	17	WGTZ-FM CHR/Pop	92.9 40kw	17	6	15	17	22	26	4:45	Clear Channel	MCG

<sup>1</sup> Was WWNK-FM until October. <sup>2</sup> Operates under an LMA with Jacor.

Continued on Page 66



**BOB & TOM IN THE MORNING...  
CLASSIC ROCK ALL DAY**

For more  
information call  
(212) 581-3962





# #23 CLEVELAND



CLEVELAND

Continued from Page 63

12+ POPULATION: 1,770,200 (Black: 18.0%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 15.2	1 WNCX-FM	1 WZAK-FM	1 WNCX-FM	1 WDOK-FM	Jacor 60.2%
OLDIES/CR 14.9	2 WMMS-FM	2 WZJM-FM	2 WMJI-FM	1 WZAK-FM	Independent 25.3%
URBAN 11.6	3 WZAK-FM	3 WQAL-FM	3 WZAK-FM	3 WMJI-FM	Clear Channel 23.5%
NEWS/TALK 8.8	4 WGAR-FM	4 WGAR-FM	4 WGAR-FM	4 WGAR-FM	Zebra 20.6%
CHR 6.0	5 WZJM-FM	5 WNCX-FM	5 WMMS-FM	5 WQAL-FM	M. L. Media 17.0%
NOSTALGIA 5.5	6 WQAL-FM	6 WMVX-FM	6 WKNR-AM	6 WNCX-FM	Zapis 16.5%
ROCK 4.4	7 WKNR-AM	7 WDOK-FM	7 WTAM-AM	7 WZJM-FM	Elyria-Lorain 10.1%
NAC/SJ 4.0	8 WMVX-FM	8 WMMS-FM	8 WNWV-FM	8 WMVX-FM	Radio Seaway 8.1%
CLASSICAL 2.9	9 WTAM-AM	9 WENZ-FM	9 WQAL-FM	9 WNWV-FM	Rubber City 3.9%
ALTERNATIVE 2.0	10 WENZ-FM	10 WMJI-FM	10 WMVX-FM	10 WMMS-FM	John R. Linn 1.9%
RELIGIOUS 1.0					

# #24 PORTLAND, OR



PORTLAND

Continued from Page 64

12+ POPULATION: 1,674,400 (Black: N/A; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 16.9	1 KUFO-FM	1 KKRZ-FM	1 KGON-FM	1 KKCW-FM	Entercom 45.8%
OLDIES/CR 14.3	2 KKRZ-FM	2 KUPL-FM	2 KKSJ-FM	2 KKRZ-FM	Jacor 44.3%
COUNTRY 11.7	3 KGON-FM	3 KXL-FM	3 KUFO-FM	3 KUPL-FM	CBS 43.7%
AC 9.7	4 KNRK-FM	4 KKCW-FM	4 KUPL-FM	4 KKSJ-FM	Kaye-Smith 18.7%
CHR 9.6	5 KUPL-FM	5 KNRK-FM	5 KKRH-FM	5 KWJJ-FM	Fisher 15.4%
ROCK 4.3	6 KKRH-FM	6 KBBT-FM	6 KEX-AM	6 KINK-FM	Embarcadero Media 9.3%
ADULT ALT. 3.4	7 KFXX-AM	7 KWJJ-FM	7 KINK-FM	7 KGON-FM	Salem 3.6%
NOSTALGIA 3.2	8 KWJJ-FM	8 KGON-FM	8 KKRZ-FM	8 KEX-AM	
ALTERNATIVE 2.9	9 KBBT-FM	9 KUFO-FM	9 KFXX-AM	9 KKJZ-FM	
NAC/SJ 2.9	10 KINK-FM	10 KKSJ-FM	10 KKCW-FM	10 KKRH-FM	
RELIGIOUS 1.5					

# #25 CINCINNATI



CINCINNATI

Continued from Page 65

12+ POPULATION: 1,579,400 (Black: 10.8%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 14.5	1 WEBN-FM	1 WUBE-FM	1 WLW-AM	1 WUBE-FM	Jacor 59.1%
NEWS/TALK 13.4	2 WOFX-FM	2 WKRQ-FM	2 WEBN-FM	2 WRRM-FM	CBS 33.6%
OLDIES/CR 10.8	3 WUBE-FM	3 WVMX-FM	3 WUBE-FM	3 WGRR-FM	Chancellor 28.4%
AC 9.8	4 WLW-AM	4 WIZF-FM	4 WOFX-FM	4 WKRQ-FM	Susquehanna 20.8%
ROCK 8.0	5 WIZF-FM	5 WEBN-FM	5 WGRR-FM	5 WVMX-FM	Blue Chip 12.1%
CHR 7.0	6 WKRQ-FM	6 WYGY-FM	6 WVAE-FM	6 WIZF-FM	Pillar 5.5%
URBAN 5.8	7 WAQZ-FM	7 WAQZ-FM	7 WKRC-AM	7 WYGY-FM	Cox 4.9%
NOSTALGIA 3.5	8 WVMX-FM	8 WRRM-FM	8 WYGY-FM	8 WVAE-FM	Clear Channel 3.9%
NAC/SJ 3.3	9 WYGY-FM	9 WOFX-FM	9 WRRM-FM	9 WLW-AM	
ALTERNATIVE 2.2	10 WAKW-FM	10 WVAE-FM	10 WIZF-FM	10 WEBN-FM	
RELIGIOUS 2.1					

12+ POPULATION: 1,384,100 (Black: 12.7%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ KPH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.4	7.9	8.0	8.6	10.0	1	KPRS-FM Urban	103.3 100kw	5	1	1	1	1	4	13:45	Carter Br.	MCG
7.6	7.3	7.0	6.1	6.7	2	KFKF-FM Country	94.1 100kw	3	11	7	5	3	1	9:15	CBS Radio	EAST
5.2	6.5	8.3	8.2	6.6	3	KMXV-FM CHR/Pop	93.3 100kw	2	2	2	3	6	12	6:15	CBS Radio	ARP
7.3	7.5	6.6	6.5	6.3	4	WDAF-AM Country	610 5kw	12	19	19	15	12	3	11:00	Entercom	KATZ
7.2	5.4	6.1	6.3	6.0	5	KCFX-FM Classic Rock	101.1 97kw	1	8	6	2	2	5	5:15	Sinclair Com.	CHR
5.5	6.4	6.2	6.0	5.9	6	KBEQ-FM Country	104.3 100kw	8	5	4	4	5	9	8:30	CBS Radio	EAST
5.2	5.5	5.8	6.1	5.5	7	KMBZ-AM News/Talk	980 5kw	4	—	12	11	11	7	7:30	Entercom	SEN
4.3	4.2	4.2	3.7	5.3	8	KLTH-FM <sup>1</sup> Rock	99.7 100kw	11	17	5	6	4	10	8:45	Entercom	SEN
5.0	5.7	6.3	6.5	5.1	9	KCMO-FM Oldies	94.9 100kw	7	10	13	8	7	2	7:15	Entercom	D&R
3.8	3.6	3.3	4.5	5.1	9	KUDL-FM AC	98.1 100kw	9	13	9	9	10	8	7:45	CBS Radio	ARP
6.6	6.2	5.3	5.1	4.9	11	KQRC-FM Rock	98.9 100kw	10	4	3	7	8	14	7:45	Sinclair Com.	CHR
4.3	4.6	3.8	4.5	4.3	12	KCIY-FM NAC/SJ	106.5 100kw	14	12	11	10	9	6	8:30	Sinclair Com.	CHR
2.9	3.3	2.6	3.0	3.8	13	KXTR-FM Classical	96.5 99kw	15	14	15	14	13	11	9:30	Sinclair Com.	CHR
4.3	3.8	4.3	3.4	3.5	14	KCMO-AM <sup>2</sup> News/Talk	710 10(5)kw	13	15	14	13	15	13	6:45	Entercom	D&R
4.2	3.9	3.4	3.0	3.4	15	KOZN-FM <sup>3</sup> Hot AC	102.1 100kw	6	3	8	12	14	16	4:45	CBS Radio	KATZ
2.3	2.3	2.1	1.6	1.5	16	KCCX-FM <sup>4</sup> Alternative	107.3 100kw	16	6	10	16	17	24	4:00	Syndicated	ARP
1.6	2.0	1.4	1.2	1.3	17	KPRT-AM Religious	1590 1kw	19	18	21	19	18	15	9:15	Carter Br.	EAST
1.8	0.6	1.2	1.5	1.1	18	KFEZ-AM Nostalgia	1340 1kw	21	—	—	25	23	19	8:15	Beal	DIR
1.2	0.6	0.8	1.0	1.0	19	KCTE-AM Sports	1510 10kw	24	—	17	17	16	17	5:45	Metropolitan Inc.	ARP

<sup>1</sup> Was AC until October; became KYYS-FM on January 23. <sup>2</sup> Was at 810 kHz until October. <sup>3</sup> Was KYYS-FM (Rock) until September. <sup>4</sup> Was KISF-FM until July.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 18.9	1 KPRS-FM	1 KPRS-FM	1 KCFX-FM	1 KPRS-FM	CBS 49.3%
OLDIES/CR 11.1	2 KQRC-FM	2 KMXV-FM	2 KLTH-FM	2 KFKF-FM	Entercom 45.7%
ROCK 10.2	3 KCFX-FM	3 KBEQ-FM	3 KMBZ-AM	3 KMXV-FM	Sinclair Com. 43.3%
NEWS/TALK 10.0	4 KLTH-FM	4 KQRC-FM	4 KBEQ-FM	4 KBEQ-FM	Carter Br. 15.5%
URBAN 10.0	5 KMXV-FM	5 KUDL-FM	5 KPRS-FM	5 KCMO-FM	Syndicated 7.2%
AC 8.5	6 KBEQ-FM	6 KFKF-FM	6 KQRC-FM	6 KUDL-FM	Lawrence 3.2%
CHR 6.6	7 KFKF-FM	7 KOZN-FM	7 KFKF-FM	7 KCFX-FM	Beal 2.6%
NAC/SJ 4.3	8 KOZN-FM	8 KLTH-FM	8 KCMO-FM	8 KLTH-FM	Metropolitan 1.8%
CLASSICAL 3.8	9 KCCX-FM	9 KCFX-FM	9 KCMO-FM	9 KCIY-FM	
ALTERNATIVE 1.5	10 KMBZ-AM	10 KCIY-FM	10 KCIY-FM	10 KQRC-FM	
RELIGIOUS 1.3					
NOSTALGIA 1.1					

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# #27 SACRAMENTO



SACRAMENTO

12+ POPULATION: 1,381,700 (Black: N/A; Hispanic: 13.2%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.1	10.5	10.7	9.8	9.6	1	<b>KFBK-AM</b> News/Talk	1530 50kw	2	12	13	7	2	1	9:00	Chancellor Media	SEN
7.9	8.9	8.0	7.5	8.5	2	<b>KSFM-FM</b> CHR/Rhythmic	102.5 50kw	3	1	2	2	7	13	8:30	CBS Radio	ARP
4.7	7.1	8.2	7.1	7.2	3	<b>KZZO-FM</b> Hot AC	100.5 115kw	1	3	1	1	1	5	6:30	CBS Radio	EAST
5.4	4.5	5.2	6.3	5.1	4	<b>KNCI-FM</b> Country	105.1 50kw	9	5	4	3	3	4	9:00	CBS Radio	KATZ
3.8	4.6	4.1	4.5	4.2	5	<b>KHYL-FM</b> Oldies	101.1 36kw	5	8	14	10	5	2	6:30	Chancellor Media	SEN
3.1	4.3	3.8	3.3	4.2	5	<b>KWOD-FM</b> Alternative	106.5 50kw	4	2	5	9	13	17	6:00	Royce International	D&R
3.7	3.5	3.0	4.5	4.2	7	<b>KXOA-FM</b> Classic Hits	107.9 50kw	7	19	8	4	4	3	6:30	Entercom	D&R
5.6	4.1	4.8	4.5	4.1	8	<b>KRXQ-FM</b> <sup>1</sup> Rock	93.7 25kw	11	4	3	6	9	15	7:45	Entercom	D&R
5.3	4.2	3.8	4.6	4.0	9	<b>KGBY-FM</b> AC	92.5 50kw	6	7	6	5	8	9	6:15	Chancellor Media	SEN
4.1	3.2	3.4	3.6	3.8	10	<b>KCTC-AM</b> Nostalgia	1320 5kw	13	—	30	31	21	14	9:15	Entercom	ARP
4.5	4.6	5.0	4.0	3.5	11	<b>KYMX-FM</b> AC	96.1 50kw	8	9	9	12	11	7	6:15	CBS Radio	ARP
3.3	4.2	3.0	3.4	3.2	12	<b>KSEG-FM</b> Classic Rock	96.9 50kw	10	16	7	8	6	11	5:45	Entercom	D&R
3.2	3.4	4.5	4.0	3.1	13	<b>KRAK-FM</b> <sup>1</sup> Country	98.5 50kw	12	15	11	13	14	10	6:30	CBS Radio	KATZ
2.6	2.6	2.4	2.5	3.0	14	<b>KHTK-AM</b> Talk	1140 50kw	14	—	10	11	10	8	7:45	CBS Radio	KATZ
2.8	2.6	2.8	3.0	2.7	15	<b>KSSJ-FM</b> <sup>2</sup> NAC/SJ	101.9 47kw	16	17	25	14	12	6	7:30	EXCL	EAST
3.0	2.5	2.9	2.9	2.3	16	<b>KSTE-AM</b> News/Talk	650 25(1)kw	15	—	18	15	15	12	6:00	Chancellor Media	SEN
0.8	0.7	0.9	1.1	1.2	17	<b>KGO-AM</b> News/Talk	810 50kw	18	—	22	21	23	22	5:30	ABC Inc.	BAN
1.1	0.9	1.2	1.6	1.2	17	<b>KNBR-AM</b> Sports	680 50kw	17	—	16	18	17	16	4:30	Susquehanna	MC/S
1.4	1.7	1.6	1.4	1.0	19	<b>KQBR-FM</b> NAC/SJ	104.3 2.95kw	20	13	17	20	16	18	7:15	Progressive Media	—
1.0	0.8	0.4	0.9	1.0	19	<b>KZSA-FM</b> Regional Mexican	92.1 1.4kw	24	10	15	16	18	25	11:00	Z-Spanish Network	CAB

<sup>1</sup> KRXQ-FM and KRAK-FM are set to swap frequencies in March. <sup>2</sup> Became KRRE-FM (Spanish AC) in December.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 17.3	1 KZZO-FM	1 KZZO-FM	1 KFBK-AM	1 KZZO-FM	CBS 47.1%
AC 14.7	2 KRXQ-FM	2 KSFM-FM	2 KHTK-AM	2 KGBY-FM	Chancellor 41.8%
OLDIES/CR 11.6	3 KSFM-FM	3 KNCI-FM	3 KZZO-FM	3 KNCI-FM	Entercom 32.3%
CHR 8.5	4 KWOD-FM	4 KGBY-FM	4 KSEG-FM	4 KHYL-FM	Royce Int'l 13.3%
COUNTRY 8.2	5 KSEG-FM	5 KWOD-FM	5 KXOA-FM	5 KSFM-FM	EXCL 8.6%
ALTERNATIVE 4.2	6 KNCI-FM	6 KXOA-FM	6 KRXQ-FM	6 KFBK-AM	ABC 5.7%
ROCK 4.1	7 KHTK-AM	7 KRXQ-FM	7 KNCI-FM	7 KYMX-FM	Susquehanna 4.9%
NOSTALGIA 3.8	8 KGBY-FM	8 KYMX-FM	8 KHYL-FM	8 KXOA-FM	Progressive 2.6%
NAC/SJ 3.7	9 KXOA-FM	9 KSEG-FM	9 KSFM-FM	9 KSSJ-FM	Salem 2.2%
SPANISH 1.0	10 KSXX-FM	10 KHYL-FM	10 KRAK-FM	10 KRXQ-FM	Embarcadero 1.4%
					Z-Spanish 1.4%

12+ POPULATION: 1,365,700 (Black: N/A; Hispanic: 22.9%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.5	7.2	7.6	6.9	7.5	1	<b>KGO-AM</b> News/Talk	810 50kw	1	11	8	2	1	1	7:45	ABC Inc.	BAN
5.0	6.5	5.2	5.3	5.0	2	<b>KYLD-FM</b> CHR/Rhythmic	94.9 30kw	5	1	2	5	23	35	7:30	Susquehanna	MC/S
3.7	3.6	4.3	4.0	4.7	3	<b>KNBR-AM</b> Sports	680 50kw	4	23	19	8	2	2	7:00	Susquehanna	MC/S
4.6	4.2	4.4	4.4	4.5	4	<b>KOME-FM</b> Alternative	98.5 12.5kw	2	3	1	1	4	19	5:45	CBS Radio	IRS
4.9	4.1	4.4	5.4	3.9	5	<b>KBAY-FM</b> <sup>1</sup> AC	100.3 14.5kw	8	16	13	10	8	6	7:00	CBS Radio	ARP
3.6	4.0	3.4	3.2	3.8	6	<b>KCBS-AM</b> News	740 50kw	3	18	23	18	10	5	5:00	CBS Radio	CBS
2.6	2.1	4.5	3.4	3.5	7	<b>KUFX-FM</b> <sup>2</sup> Classic Rock	94.5 34kw	9	14	9	3	3	3	6:30	CBS Radio	MCG
3.8	4.9	5.3	4.6	3.4	8	<b>KEZR-FM</b> Hot AC	106.5 50kw	6	7	4	4	5	14	5:15	CBS Radio	CHR
2.9	2.5	2.5	3.7	3.3	9	<b>KARA-FM</b> AC	105.7 50kw	13	15	15	9	7	4	7:15	Empire	ARP
2.8	2.5	2.3	2.4	3.3	10	<b>KSFO-AM</b> Talk	560 5kw	25	—	22	25	19	7	12:45	ABC Inc.	BAN
4.8	3.6	4.1	2.9	2.9	11	<b>KSJO-FM</b> Rock	92.3 50kw	11	5	3	7	9	21	5:45	Jacor	MCG
2.9	3.7	2.8	4.7	2.8	12	<b>KRTY-FM</b> Country	95.3 .87kw	15	13	12	12	13	11	6:45	Empire	ARP
2.7	2.7	2.3	2.7	2.7	13	<b>KFFG/KFOG</b> Adult Alternative	97.7/104.5 1.6kw/7.9kw	18	19	16	6	6	10	6:30	Susquehanna	MC/S
1.0	0.8	0.5	1.7	2.6	14	<b>KZQZ-FM</b> <sup>3</sup> CHR/Pop	95.7 6.9kw	7	2	7	17	24	29	4:30	Bonneville Int.	SEN
2.9	2.5	4.4	3.2	2.5	15	<b>KLOK-AM</b> Regional Mexican	1170 50(5)kw	23	22	5	13	16	20	9:15	EXCL	CAB
2.8	2.2	2.3	1.9	2.5	15	<b>KOIT-A/F</b> AC	1260/96.5 5(1)kw/33kw	10	24	18	16	17	13	5:00	Bonneville Int.	KATZ
0.7	0.7	0.8	2.0	2.4	17	<b>KABL-AM</b> Nostalgia	960 5kw	27	—	39	40	30	18	11:45	Chancellor Media	SEN
2.3	1.8	2.1	3.0	2.4	17	<b>KSOL/KZOL</b> Regional Mexican	98.9/99.1 6kw/.1kw	24	8	6	14	18	22	9:00	Heftel	ARP
2.3	2.5	1.6	1.8	2.3	19	<b>KDFC-FM</b> Classical	102.1 33kw	19	—	32	27	22	15	6:45	Chancellor Media	MCG
3.8	3.1	3.4	2.9	2.3	19	<b>KFRC-A/F</b> Oldies	610/99.7 5kw/40kw	17	20	26	21	11	8	5:45	CBS Radio	G/W
2.0	2.4	2.1	2.9	2.2	21	<b>KIOI-FM</b> AC	101.3 125kw	12	12	21	15	14	12	4:45	Chancellor Media	CHR
2.3	3.3	3.0	2.1	2.2	21	<b>KKSF-FM</b> NAC/SJ	103.7 7.8kw	21	—	27	19	15	9	6:45	Chancellor Media	MCG
1.4	1.2	1.1	1.0	2.1	23	<b>KISQ-FM</b> <sup>4</sup> AC	98.1 100kw	22	21	11	11	12	17	6:45	Chancellor Media	SEN
1.0	1.5	2.2	1.6	1.9	24	<b>KLLC-FM</b> Hot AC	97.3 82kw	14	10	10	20	20	23	4:15	CBS Radio	CBS
2.3	2.7	1.6	2.6	1.8	25	<b>KMEL-FM</b> CHR/Rhythmic	106.1 69kw	16	4	17	22	27	27	4:15	Chancellor Media	CHR
1.6	1.3	1.3	1.3	1.5	26	<b>KBLX-FM</b> NAC/SJ	102.9 6.6kw	26	—	28	23	21	16	6:30	Inner City	D&R
1.4	0.9	1.1	1.2	1.3	27	<b>KITS-FM</b> Alternative	105.3 15kw	20	9	14	24	25	39	3:45	CBS Radio	D&R

<sup>1</sup> Moved to 94.5 mHz at 34kw on January 5. <sup>2</sup> Moved to 104.9 mHz at 3kw on January 5.

<sup>3</sup> Was **KPIX-FM** (News/Talk) until June, and **KOYT-FM** until July 11. <sup>4</sup> Was **KBGG-FM** (Oldies) until August.



12+ POPULATION: 1,357,000 (Black: N/A; Hispanic: 30.2%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.8	9.2	10.0	10.5	11.3	1	1	<b>KFRG-FM</b> Country	95.1 50kw	1	5	2	1	1	1	11:45	CBS Radio	ARP
5.8	6.4	6.1	6.1	7.0	2	2	<b>KGGI-FM</b> CHR/Rhythmic	99.1 2.55kw	2	1	1	2	2	7	8:00	Chancellor Media	SEN
8.6	7.7	7.5	6.4	6.1	3	3	<b>KFI-AM</b> Talk	640 50kw	3	24	18	10	4	2	9:45	Cox	CHR
4.7	4.1	4.4	4.9	4.2	4	4	<b>KOLA-FM</b> Oldies	99.9 29.5kw	4	9	11	6	3	3	6:45	Stanfield	BAN
4.0	4.9	5.2	5.0	3.9	5	5	<b>KKBT-FM</b> Urban	92.3 43kw	9	3	3	3	11	22	9:45	Chancellor Media	ARP
1.0	1.6	1.8	2.4	3.2	6	6	<b>KCXX-FM</b> Alternative	103.9 18kw	8	4	4	7	10	19	8:00	All Pro	MCG
0.7	1.6	2.0	2.3	3.2	6	6	<b>KSCA-FM</b> Regional Mexican	101.9 4.8kw	16	21	7	4	6	8	11:30	Heftel	KT-H
3.5	3.6	3.1	2.1	3.0	8	8	<b>KOST-FM</b> AC	103.5 12.5kw	6	14	9	9	8	4	6:45	Cox	CHR
1.9	3.4	2.9	3.8	2.9	9	9	<b>KCAL-FM</b> Rock	96.7 1.75kw	12	10	6	5	7	10	8:45	Anaheim	BAN
3.2	3.1	2.5	2.9	2.9	9	9	<b>KLOS-FM</b> Rock	95.5 63kw	10	19	8	8	5	5	7:30	ABC Inc.	KATZ
2.5	3.8	2.6	3.5	2.8	11	11	<b>KWRP-FM</b> B/EZ	96.1 .25kw	22	—	45	42	32	13	14:30	HSC Radio Inc.	—
3.1	2.3	2.4	2.0	2.7	12	12	<b>KSSE-FM</b> Spanish Cont.	97.5 72kw	13	8	5	11	13	24	8:15	Embarcadero Media	CAB
2.0	2.7	2.6	2.9	2.4	13	13	<b>KCBS-FM</b> Classic Hits	93.1 28.5kw	7	16	16	12	9	6	5:45	CBS Radio	CBS
2.6	2.9	2.8	2.1	2.4	13	13	<b>KIIS-FM</b> CHR/Pop	102.7 8kw	5	2	13	14	16	20	4:45	Jacor	KATZ
2.3	1.6	2.3	2.1	2.3	15	15	<b>KLVE-FM</b> Spanish AC	107.5 29.5kw	19	13	10	13	12	12	8:45	Heftel	KT-H
3.3	2.8	2.6	1.9	2.1	16	16	<b>KTWV-FM</b> NAC/SJ	94.7 55kw	20	32	17	16	15	9	8:45	CBS Radio	G/W
1.5	1.9	2.0	1.8	1.9	17	17	<b>KNX-AM</b> News	1070 50kw	11	—	28	21	18	15	5:30	CBS Radio	CBS
1.0	0.9	1.1	1.8	1.6	18	18	<b>KLAC-AM</b> Nostalgia	570 5kw	24	—	—	43	36	21	9:15	Chancellor Media	SEN
2.3	1.7	2.1	2.4	1.6	18	18	<b>KROQ-FM</b> Alternative	106.7 5.6kw	15	7	12	18	24	44	5:30	CBS Radio	IRS
2.1	3.5	2.2	2.0	1.4	20	20	<b>KBIG-FM</b> AC	104.3 105kw	18	15	23	17	17	14	5:30	Chancellor Media	SEN
0.8	1.2	1.0	1.8	1.4	20	20	<b>KLSX-FM</b> Talk	97.1 21kw	21	27	14	15	14	23	7:00	CBS Radio	ARP
2.3	2.5	2.4	1.6	1.4	20	20	<b>KPWR-FM</b> CHR/Rhythmic	105.9 25kw	17	6	15	20	31	47	5:15	Emmis	D&R
2.0	2.3	2.2	2.4	1.4	20	20	<b>KRTH-FM</b> Oldies	101.1 51kw	14	20	31	23	19	11	4:30	CBS Radio	CBS
1.0	0.9	1.3	1.0	1.3	24	24	<b>KKGO-FM</b> Classical	105.1 18kw	25	26	39	41	41	17	8:15	Mt. Wilson FM	ARP
0.8	0.8	0.7	0.8	1.1	25	25	<b>KCAL-AM</b> Regional Mexican	1410 5(4)kw	33	23	25	24	22	18	11:45	Anaheim	CAB
1.3	0.8	0.7	0.8	1.1	25	25	<b>KELT-FM</b> AC	92.7 6kw	30	24	30	25	20	16	8:45	Amaturo Group	—
0.8	0.7	0.5	0.0	1.0	27	27	<b>KTNQ-AM</b> Spanish News/Talk	1020 50kw	34	—	19	19	21	27	12:00	Heftel	KT-H
0.9	0.7	1.4	1.5	1.0	27	27	<b>KXRS/KXSB</b> Regional Mexican	105.7/101.7 .17kw/.3kw	35	22	20	22	28	32	7:15	Lazer Br.	LOTUS

Continued on Page 73

12+ POPULATION: 1,346,500 (Black: 13.3%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.5	9.3	8.9	10.4	11.1	1	WTMJ-AM News/Talk	620 50(10)kw	1	14	9	5	3	1	7:30	Journal Br.	CHR
6.8	6.9	7.0	5.9	6.8	2	WLZR-FM Rock	102.9 50kw	4	3	1	1	2	12	8:30	Saga	EAST
8.0	7.6	7.7	8.2	6.6	3	WMIL-FM Country	106.1 50kw	5	7	5	4	4	3	8:45	Clear Channel	CCRS
6.7	6.8	6.9	7.1	6.2	4	WKLH-FM Classic Rock	96.5 20kw	6	12	4	2	1	2	8:15	Saga	MCG
5.7	5.6	5.6	5.7	5.8	5	WOKY-AM Nostalgia	920 5(1)kw	11	—	18	19	18	9	10:00	Clear Channel	CCRS
7.4	7.4	6.1	6.8	5.3	6	WKKV-FM Urban	100.7 50kw	7	1	2	7	10	14	7:45	Clear Channel	CCRS
5.5	5.6	6.0	5.6	5.2	7	WKTJ-FM Hot AC	94.5 15.5kw	2	6	3	3	5	8	5:30	Journal Br.	CHR
5.4	5.4	5.2	3.8	4.9	8	WMYX-FM Hot AC	99.1 50kw	3	5	8	6	6	6	5:45	Sinclair Com.	SEN
5.3	5.7	5.0	4.2	4.2	9	WISN-AM Talk	1130 50(10)kw	10	—	10	13	9	7	7:15	Capstar	KATZ
4.1	4.0	4.7	3.8	4.0	10	WZTR-FM Oldies	95.7 34kw	12	10	14	8	7	4	6:45	Clear Channel	BAN
3.1	3.9	4.1	3.5	3.7	11	WLTQ-FM AC	97.3 15.5kw	13	13	13	10	8	5	7:45	Capstar	KATZ
3.7	3.8	3.2	3.3	3.3	12	WLUM-FM Alternative	102.1 50kw	8	2	7	11	14	20	5:00	Milwaukee Radio	BAN
0.8	1.2	1.7	4.3	3.3	12	WPNT-FM <sup>1</sup> Hot AC	106.9 6kw	9	4	6	9	13	18	5:15	Saga	MCG
2.4	2.2	1.6	2.5	2.7	14	WAMG-FM AC	103.7 19.5kw	14	11	12	12	11	11	7:15	Sinclair Com.	SEN
2.7	2.8	2.7	3.4	2.6	15	WJZI-FM NAC/SJ	93.3 12.5kw	15	—	15	14	12	10	7:45	Milwaukee Radio	ARP
1.9	1.8	2.3	2.0	2.5	16	WFMR-FM Classical	98.3 6kw	16	16	20	17	16	13	7:30	Saga	MCG
2.1	1.5	1.4	1.3	2.2	17	WNOV-AM Urban	860 .25kw	17	8	11	15	15	15	6:00	Courier	—
1.9	1.8	1.9	1.7	1.7	18	WMCS-AM Urban AC	1290 5kw	18	9	16	16	17	17	7:15	Milwaukee Radio	BAN
1.5	1.6	1.9	1.1	1.3	19	WEZY-FM B/EZ	92.1 2.7kw	19	—	23	23	21	16	8:45	Bliss	CHR
0.9	0.7	0.5	0.6	1.0	20	WAUK-AM Country	1510 10kw	23	—	19	18	19	19	6:00	Walt West Wisconsin	—

<sup>1</sup> Was WXPT-FM until December.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 19.8	1 WLZR-A/F	1 WMYX-FM	1 WKLH-FM	1 WKTJ-FM	Clear Channel 46.8% Journal Br. 44.6% Saga 38.0% Sinclair Com. 24.0% Milwaukee Radio 23.3% Capstar 21.5% Courier 5.4% Bliss 4.6% Tribune 2.6% Walt West Wis. 2.0%
NEWS/TALK 15.3	2 WKLH-FM	2 WKKV-FM	2 WLZR-A/F	2 WMYX-FM	
URBAN 10.2	3 WKKV-FM	3 WKTJ-FM	3 WTMJ-AM	3 WMIL-FM	
OLDIES/CR 9.2	4 WLUM-FM	4 WLZR-A/F	4 WISN-AM	4 WKLH-FM	
COUNTRY 7.6	5 WMIL-FM	5 WMIL-FM	5 WMIL-FM	5 WZTR-FM	
ROCK 6.8	6 WTMJ-AM	6 WKLH-FM	6 WZTR-FM	6 WKKV-FM	
NOSTALGIA 5.8	7 WMYX-FM	7 WLUM-FM	7 WKKV-FM	7 WLTQ-FM	
ALTERNATIVE 3.3	8 WISN-AM	8 WLTQ-FM	8 WLUM-FM	8 WTMJ-AM	
NAC 2.6	9 WKTJ-FM	9 WMCS-AM	9 WMYX-FM	9 WLZR-A/F	
CLASSICAL 2.5	10 WAUK-AM	10 WAMG-FM	10 WKTJ-FM	10 WJZI-FM	
B/EZ 1.3					



12+ POPULATION: 1,264,000 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.1	8.8	7.6	7.5	7.9	1	WWLI-FM AC	105.1 50kw	2	11	4	2	2	2	9:00	Citadel	ARP
8.1	6.9	6.1	7.7	7.3	2	WHJY-FM Rock	94.1 50kw	3	8	1	1	1	5	9:15	Capstar	KATZ
6.0	6.2	7.1	6.5	6.1	3	WWBB-FM Oldies	101.5 13.5kw	4	10	14	5	3	1	7:45	Clear Channel	CCRS
4.3	5.3	3.8	4.5	6.0	4	WCTK-FM Country	98.1 47kw	10	16	7	6	4	3	10:15	Hall	D&R
4.4	4.2	4.2	5.4	5.3	5	WPRO-AM Talk	630 5kw	8	20	23	15	10	7	8:00	Citadel	MCG
6.5	5.7	7.8	5.6	5.3	5	WPRO-FM CHR/Pop	92.3 39kw	1	3	2	3	5	8	6:00	Citadel	MCG
6.0	5.1	5.5	5.1	4.6	7	WSNE-FM Hot AC	93.3 30kw	7	9	3	4	6	6	6:45	Capstar	KATZ
4.6	3.3	3.4	3.1	4.1	8	WHJJ-AM News/Talk	920 5kw	12	—	27	20	15	10	9:45	Capstar	KATZ
4.1	4.9	3.6	3.7	4.1	8	WAKX/WWKX CHR/Rhythmic	102.7/106.3 1.95kw/1.15kw	9	1	6	9	18	18	6:30	Back Bay Br.	CHR
3.5	3.7	3.8	3.4	3.8	10	WWRX-FM Classic Rock	103.7 50kw	5	12	13	7	7	4	5:30	Clear Channel	CCRS
2.6	3.6	2.8	3.0	3.4	11	WBRU-FM Alternative	95.5 50kw	6	4	5	8	8	14	5:00	Brown BC Service	—
1.1	1.0	1.9	1.7	3.0	12	WFHN-FM CHR/Rhythmic	107.1 2.4kw	17	2	12	10	9	12	10:30	Spring Br.	MCG
4.8	6.2	6.3	5.5	2.9	13	WLKW-AM Nostalgia	550 1(.5)kw	15	—	32	27	26	13	8:45	Citadel	ARP
1.6	1.2	1.9	2.2	2.5	14	WCRB-FM Classical	102.5 15kw	14	15	20	19	14	9	7:15	Charles River	ARP
2.3	2.1	1.7	2.1	2.2	15	WXEX-FM <sup>1</sup> Alternative	99.7 2.3kw	13	6	8	11	12	29	5:45	Citadel	KATZ
1.3	1.3	1.3	2.5	2.0	16	WJMN-FM CHR/Rhythmic	94.5 11.5kw	11	5	10	14	20	32	4:15	Chancellor Media	KATZ
1.4	1.3	1.2	1.5	1.9	17	WBZ-AM News	1030 50kw	16	—	30	21	22	11	6:30	CBS Radio	GW
1.6	1.9	1.4	0.8	1.6	18	WNFT/WAAF Rock	1150/107.3 5kw/18.5kw	21	7	9	12	21	40	7:00	CBS Radio	D&R
1.5	1.1	0.8	1.3	1.5	19	WBCN-FM Alternative	104.1 21kw	18	13	11	13	11	26	5:15	CBS Radio	CBS
1.5	1.0	1.1	1.5	1.2	20	WBSM-AM News/Talk	1420 5(1)kw	29	—	—	39	39	31	11:00	Spring Br.	MCG
1.3	0.8	1.0	1.5	1.1	21	WBMX-FM Hot AC	98.5 9kw	20	14	15	17	13	20	4:45	CBS Radio	CHR
1.0	0.9	0.8	0.6	1.1	21	WODS-FM Oldies	103.3 16kw	19	19	22	22	17	15	4:45	CBS Radio	CBS
0.4	0.9	1.8	1.1	1.0	23	WHKK-FM <sup>2</sup> Classic Hits	100.3 4.2kw	22	17	16	16	16	24	5:00	Citadel	KATZ

<sup>1</sup> Was WDGE-FM until December. <sup>2</sup> Was Disco until October 10; WDDG-FM until December.

WE WROTE "THE BOOK" ON RADIO DATING

INTELLIDATE<sup>SM</sup>

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12+ POPULATION: 1,365,700 (Black: N/A; Hispanic: 22.9%)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 19.3					CBS 56.2%
NEWS/TALK 19.3					Chancellor 40.3%
CHR 9.4	1 KOME-FM	1 KYLD-FM	1 KNBR-AM	1 KGO-AM	Susquehanna 29.9%
ALTERNATIVE 5.8	2 KSJO-FM	2 KEZR-FM	2 KGO-AM	2 KBAY-FM	ABC 20.3%
OLDIES/CR 5.8	3 KYLD-FM	3 KOME-FM	3 KOME-FM	3 KARA-FM	Bonneville 18.8%
SPANISH 5.0	4 KEZR-FM	4 KSOL/KZOL	4 KUFX-FM	4 KEZR-FM	Empire 17.7%
NAC/SJ 3.7	5 KLOK-AM	5 KZQZ-FM	5 KSJO-FM	5 KIOI-FM	Jacor 9.4%
ROCK 2.9	6 KNBR-AM	6 KGO-AM	6 KFFG/KFOG	6 KOIT-A/F	Susquehanna 7.4%
COUNTRY 2.8	7 KZQZ-FM	7 KBAY-FM	7 KCBS-AM	7 KFRC-A/F	EXCL 6.7%
ADULT ALT. 2.7	8 KUFX-FM	8 KFFG/KFOG	8 KSFO-AM	8 KISQ-FM	HefTel 5.0%
NOSTALGIA 2.4	9 KITS-FM	9 KLLC-FM	9 KEZR-FM	9 KUFX-FM	Inner City 4.1%
CLASSICAL 2.3	10 KMEL-FM	10 KLOK-AM	10 KRTY-FM	10 KFFG/KFOG	

Continued from Page 70

12+ POPULATION: 1,357,000 (Black: N/A; Hispanic: 30.2%)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 11.3					CBS 46.5%
SPANISH 11.3					Chancellor 33.2%
CHR 10.8	1 KGGI-FM	1 KGGI-FM	1 KFRG-FM	1 KFRG-FM	Cox 22.1%
NEWS/TALK 9.4	2 KCXX-FM	2 KKBT-FM	2 KLOS-FM	2 KGGI-FM	Anaheim Br. 19.0%
OLDIES/CR 8.0	3 KFRG-FM	3 KFRG-FM	3 KCAL-FM	3 KOLA-FM	Stanfield 13.1%
ROCK 5.8	4 KCAL-FM	4 KSCA-FM	4 KFI-AM	4 KOST-FM	Jacor 12.9%
AC 5.5	5 KSSE-FM	5 KOST-FM	5 KGGI-FM	5 KKBT-FM	ABC 10.5%
ALTERNATIVE 4.8	6 KKBT-FM	6 KSSE-FM	6 KOLA-FM	6 KFI-AM	HefTel 10.2%
URBAN 3.9	7 KLOS-FM	7 KCXX-FM	7 KCXX-FM	7 KSCA-FM	All Pro 8.5%
B/EZ 2.8	8 KSCA-FM	8 KCAL-FM	8 KSCA-FM	8 KCBS-FM	Embarcadero 7.0%
NAC/SJ 2.1	9 KROQ-FM	9 KLVE-FM	9 KCBS-FM	9 KLVE-FM	Emmis 5.9%
NOSTALGIA 1.6	10 KLSX-FM	10 KOLA-FM	10 KLSX-FM	10 KSSE-FM	HSC Radio 4.1%
CLASSICAL 1.3					Mt. Wilson FM 3.3%
					Bonneville 3.0%
					Amaturo Group 2.8%
					Lazer Br. 2.6%

12+ POPULATION: 1,264,000 (Black: N/A; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
CHR 14.4					Citadel 52.6%
AC 13.6					SFX 34.8%
NEWS/TALK 12.5	1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WWLI-FM	Clear Channel 28.5%
OLDIES/CR 12.0	2 WAAF-FM	2 WSNE-FM	2 WWRX-FM	2 WPRO-FM	CBS 25.6%
ROCK 8.9	3 WBRU-FM	3 WWLI-FM	3 WCTK-FM	3 WWBB-FM	Brown BC 14.5%
ALTERNATIVE 7.1	4 WXEX-FM	4 WWKX-FM	4 WTTB-FM	4 WSNE-FM	Back Bay Br. 13.4%
COUNTRY 6.0	5 WBCN-FM	5 WCTK-FM	5 WWLI-FM	5 WCTK-FM	Hall 12.3%
NOSTALGIA 2.9	6 WPRO-FM	6 WHJY-FM	6 WPRO-FM	6 WHJY-FM	Chancellor 11.5%
CLASSICAL 2.5	7 WWKX-FM	7 WBRU-FM	7 WBCN-FM	7 WWRX-FM	Gr. Media Inc. 8.9%
	8 WWLI-FM	8 WFHN-FM	8 WBRU-FM	8 WBRU-FM	Spring 7.9%
	9 WSNE-FM	9 WJMN-FM	9 WPRO-FM	9 WFHN-FM	Charles River 7.3%
	10 WWRX-FM	10 WWBB-FM	10 WSNE-FM	10 WBMX-FM	



12+ POPULATION: 1,242,000 (Black: 12.2%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
9.0	9.5	8.8	10.2	9.4	1	WNCI-FM CHR/Pop	97.9 175kw	1	1	1	1	3	5	6:45	Jacor	MCG
8.0	9.7	10.0	8.9	8.3	2	WCOL-FM Country	92.3 22kw	3	6	3	2	2	4	9:00	Jacor	MCG
7.9	8.2	8.1	7.3	7.9	3	WSNY-FM AC	94.7 22kw	2	7	4	3	1	2	7:45	Saga	MCG
7.9	7.3	6.9	6.6	7.1	4	WTVN-AM Full Service	610 5kw	5	18	12	7	6	3	7:45	Jacor	EAST
5.3	4.4	5.2	5.5	5.9	5	WBNS-FM Oldies	97.1 20.5kw	4	12	14	6	5	1	6:15	Radiohio, Inc.	BAN
5.4	4.3	5.3	5.4	5.3	6	WBZX-FM Rock	99.7 20kw	6	4	2	5	7	13	6:30	North American	SEN
5.2	5.4	5.7	6.0	5.0	7	WLWQ-FM Rock	96.3 18kw	8	9	5	4	4	7	7:30	Jacor	KATZ
5.5	5.0	4.9	5.0	4.1	8	WHOK/WHQK <sup>1</sup> Country	95.5/105.7 21kw/2.5kw	9	14	11	10	8	6	7:00	Jacor	EAST
5.1	5.4	5.0	5.0	3.6	9	WJZA-FM Urban AC	107.5 1.9kw	11	5	8	8	9	9	7:30	Blue Chip	—
1.9	3.1	3.6	3.8	3.6	9	WZAZ-FM Alternative	98.9 .58kw	7	3	6	9	13	18	5:15	Jacor	KATZ
2.4	2.2	1.9	2.8	3.5	11	WCKX-FM Urban	106.3 6kw	12	2	7	11	12	20	7:30	Blue Chip	D&R
1.1	2.6	3.2	2.8	2.7	12	WMNI-AM Nostalgia	920 1(.5)kw	14	—	25	21	21	14	8:45	North American	EAST
2.7	1.5	1.7	1.7	2.4	13	WBNS-AM Sports	1460 5(1)kw	10	—	13	13	11	11	5:00	Radiohio, Inc.	BAN
1.9	2.1	2.6	2.3	2.4	13	WSWZ/WZJZ <sup>2</sup> NAC/SJ	103.5/104.3 5.4kw/3.4kw	15	—	18	12	10	8	8:00	Scantland Br.	—
1.8	2.0	2.6	2.4	2.2	15	WCLT-FM Country	1430 .5kw	16	13	16	16	15	10	8:30	WCLT Inc.	—
3.1	2.2	2.2	1.8	1.8	16	WWCD-FM Alternative	101.1 6kw	13	11	10	15	14	17	4:15	Ingleside	ROS
1.0	1.3	1.7	1.4	1.7	17	WAZU-FM Rock	107.1 3kw	17	8	9	14	18	23	7:00	Jacor	KATZ
1.3	1.5	2.2	2.0	1.7	17	WVKO-AM Gospel	1580 1(.25)kw	18	19	15	18	17	15	9:30	Saga	MCG
1.0	1.1	1.2	1.0	1.4	19	WSMZ-FM Urban	103.1 1.6kw	20	17	19	17	16	12	9:00	Stop 26/Riverbend	—
0.9	0.7	1.1	0.9	1.2	20	WLW-AM Full Service	700 50kw	19	—	24	20	19	16	7:15	Jacor	EAST

<sup>1</sup> Simulcast ended on January 1, when WHQK-FM became WKFX-FM (Classic Hits). <sup>2</sup> WSWZ-FM was Oldies formatted until August, when it began simulcasting WZJZ-FM.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 14.6	1 WBZX-FM	1 WNCI-FM	1 WLWQ-FM	1 WSNY-FM	Jacor 64.1%
ROCK 12.0	2 WLWQ-FM	2 WCOL-FM	2 WCOL-FM	2 WCOL-FM	Radiohio 24.3%
NEWS/TALK 10.7	3 WZAZ-FM	3 WSNY-FM	3 WBZX-FM	3 WNCI-FM	Saga 21.6%
CHR 9.4	4 WNCI-FM	4 WZAZ-FM	4 WSNY-FM	4 WBNS-FM	N. America 20.5%
URBAN 8.5	5 WCOL-FM	5 WJZA-FM	5 WTVN-AM	5 WLWQ-FM	Blue Chip 12.9%
AC 7.9	6 WAZU-FM	6 WLWQ-FM	6 WBNS-FM	6 WHOK-FM	Ingleside 7.4%
OLDIES/CR 5.9	7 WWCD-FM	7 WBZX-FM	7 WJZA-FM	7 WJZA-FM	Scantland 5.5%
ALTERNATIVE 5.4	8 WJZA-FM	8 WHOK-FM	8 WNCI-FM	8 WTVN-AM	WCLT Inc. 4.7%
NOSTALGIA 2.7	9 WBNS-AM	9 WWCD-FM	9 WZAZ-FM	9 WBZX-FM	Stop 26 2.9%
NAC/SJ 2.4	10 WSNY-FM	10 WBNS-FM	10 WBNS-AM	10 WVKO-AM	
RELIGIOUS 1.7					

12+ POPULATION: 1,221,800 (Black: N/A; Hispanic: 49.1%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.2	11.3	9.9	9.6	10.5	1	<b>KTFM-FM</b> CHR/Rhythmic	102.7 100kw	1	1	1	1	3	9	8:45	Waterman	CHR
4.5	4.3	7.4	6.5	7.0	2	<b>KZEP-FM</b> Classic Rock	104.5 100kw	3	10	3	2	1	1	9:15	Lotus	D&R
7.6	6.5	6.1	6.1	6.2	3	<b>KXTN-FM</b> Tejano	107.5 100kw	5	7	7	4	5	3	8:45	Heffel	KT-H
5.2	5.7	5.5	4.7	6.1	4	<b>KSMG-FM</b> Hot AC	105.3 100kw	2	6	4	3	2	6	7:45	Cox	CBS
5.8	5.6	6.0	5.1	5.9	5	<b>KAJA-FM</b> Country	97.3 100kw	7	4	6	5	4	5	8:30	Clear Channel	CCRS
6.7	5.2	6.1	5.7	5.6	6	<b>KCYY-FM</b> Country	100.3 100kw	8	9	8	8	6	4	8:15	Cox	KATZ
3.7	3.6	4.9	4.0	5.3	7	<b>KROM-FM</b> Regional Mexican	92.9 100kw	11	5	5	7	7	10	12:00	Heffel	KT-H
7.0	6.3	5.2	6.3	4.9	8	<b>KISS-FM</b> Rock	99.5 100kw	4	2	2	6	11	17	7:00	Cox	CBS
5.0	5.4	5.5	5.9	4.4	9	<b>KONO-A/F</b> Oldies	860/101.1 5kw/100kw	6	12	13	10	8	2	6:15	Cox	ARP
4.3	4.7	4.1	6.4	4.4	9	<b>KTSA-AM</b> News/Talk	550 5kw	12	—	18	13	13	8	10:30	Waterman	CHR
4.7	5.3	4.1	4.1	4.0	11	<b>KQXT-FM</b> AC	101.9 100kw	10	11	9	9	9	7	7:45	Clear Channel	CCRS
4.2	4.0	3.4	3.3	3.6	12	<b>KSJL-FM</b> Urban	96.1 100kw	13	3	10	11	12	14	8:45	Inner City	CCRS
3.7	4.1	3.4	3.5	3.6	12	<b>WOAI-AM</b> News/Talk	1200 50kw	9	19	20	17	15	12	7:00	Clear Channel	CCRS
2.4	2.4	3.1	3.5	2.8	14	<b>KCOR-AM</b> Spanish Oldies	1350 5kw	18	—	12	14	14	13	10:30	Heffel	KT-H
2.8	2.8	2.5	3.0	2.5	15	<b>KCJZ-FM</b> NAC/SJ	106.7 100kw	14	16	16	12	10	11	6:45	Cox	KATZ
2.4	1.9	2.6	2.4	2.5	15	<b>KLUP-AM</b> Nostalgia	930 5(1)kw	16	—	28	28	21	16	9:15	Cox	CBS
2.2	2.1	2.3	2.1	2.1	17	<b>KKYX-AM</b> Country	680 50(10)kw	20	17	22	21	20	15	9:45	Cox	KATZ
0.7	1.6	1.3	2.2	1.4	18	<b>KAMX-FM</b> Hot AC	94.7 100kw	15	8	11	15	18	29	4:45	CBS Radio	EAST
1.7	1.3	0.8	1.1	1.1	19	<b>KSAH-AM</b> Regional Mexican	720 10(1)kw	23	15	14	16	16	19	12:30	Gandores Corp.	CAB
1.6	1.7	1.6	1.3	1.0	20	<b>KRIO-FM</b> Tejano	94.1 22kw	19	14	15	18	17	20	4:00	SBS	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
SPANISH 16.4					Cox 56.0%
COUNTRY 13.6					Waterman 33.7%
OLDIES/CR 11.4	1 KISS-FM	1 KTFM-FM	1 KZEP-FM	1 KSMG-FM	Clear Channel 25.3%
CHR 10.5	2 KTFM-FM	2 KSMG-FM	2 KSMG-FM	2 KTFM-FM	Heffel 24.9%
AC 10.1	3 KZEP-FM	3 KXTN-FM	3 KAJA-FM	3 KCYY-FM	Lotus 16.3%
NEWS/TALK 8.0	4 KSMG-FM	4 KAJA-FM	4 KTFM-FM	4 KXTN-FM	Inner City 8.6%
ROCK 4.9	5 KROM-FM	5 KCYY-FM	5 KXTN-FM	5 KAJA-FM	CBS 6.2%
URBAN 3.6	6 KAJA-FM	6 KROM-FM	6 KONO-A/F	6 KZEP-FM	SBS 5.6%
NAC/SJ 2.5	7 KXTN-FM	7 KZEP-FM	7 KROM-FM	7 KROM-FM	Salem 2.1%
NOTALGIA 2.5	8 KCYY-FM	8 KQXT-FM	8 KISS-FM	8 KONO-A/F	Gandores 1.9%
	9 KSJL-FM	9 KISS-FM	9 KCJZ-FM	9 KQXT-FM	
	10 KAMX-FM	10 KSJL-FM	10 KQXT-FM	10 KSJL-FM	

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12+ POPULATION: 1,217,100 (Black: 28.6%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.5	10.4	11.5	11.9	12.4	1	WOWI-FM Urban	102.9 50kw	1	1	1	1	1	5	10:45	Clear Channel	CCRS
5.8	4.6	5.2	4.6	6.2	2	WJCD-FM NAC/SJ	105.3 50kw	8	16	7	4	2	1	9:45	Clear Channel	CCRS
5.8	9.2	6.4	7.3	6.1	3	WGH-FM Country	97.3 74kw	6	6	5	3	3	7	9:00	Sinclair Com.	EAST
6.0	6.1	6.2	7.0	5.7	4	WCMS-A/F Country	1050/100.5 5kw/50kw	5	13	8	2	9	4	8:15	WCMS Radio	D&R
4.9	5.8	6.8	6.6	5.5	5	WNOR-A/F Rock	1230/98.7 1kw/46kw	7	3	2	9	8	12	8:15	Saga	MCG
5.6	4.8	5.6	3.9	5.3	6	WFOG-FM AC	92.9 50kw	9	14	11	10	6	2	8:30	Sinclair Com.	BAN
5.3	4.4	4.4	5.3	5.0	7	WNVZ-FM CHR/Pop	104.5 50kw	2	2	4	7	13	16	6:15	Sinclair Com.	CHR
4.5	4.8	5.2	5.8	5.0	7	WWDE-FM Hot AC	101.3 50kw	4	8	10	8	5	3	6:45	Sinclair Com.	CHR
4.7	3.5	4.7	5.1	4.6	9	WPTE-FM Hot AC	94.9 50kw	3	5	3	5	7	15	6:15	Sinclair Com.	BAN
3.5	3.9	3.5	4.0	4.1	10	WAFX-FM Classic Rock	106.9 100kw	11	12	6	6	4	9	7:30	Saga	CBS
3.5	3.8	3.0	2.9	3.8	11	WNIS-AM Talk	790 5kw	13	9	14	13	12	8	8:00	Sinclair Telecable	ARP
3.8	5.0	3.9	4.1	3.8	11	WVCL-FM Oldies	95.7 40kw	10	10	16	12	10	6	6:45	Sinclair Com.	KATZ
4.4	5.4	5.4	4.5	3.4	13	WSVW/WSVY <sup>1</sup> Urban AC	92.1/107.7 14.5kw/5.2kw	16	7	12	11	11	10	6:15	Clear Channel	CCRS
4.0	2.9	3.5	3.3	3.4	13	WXEZ-FM AC	94.1 50kw	15	11	20	19	16	11	10:00	Eure	—
2.2	2.5	1.1	2.1	3.0	15	WPCE-AM Religious	1400 1(.25)kw	18	18	18	17	17	14	11:45	Willis Br. Co.	MCG
1.1	0.7	1.0	1.0	2.3	16	WGPL-AM Gospel	1350 5kw	19	15	15	16	14	13	10:15	Willis Br.	ARP
3.0	3.6	3.9	3.2	2.3	16	WROX-FM Alternative	96.1 23kw	12	4	9	14	19	22	4:00	Sinclair Telecable	ARP
2.7	2.4	2.7	1.9	1.7	18	WKOC-FM Adult Alternative	93.7 100kw	14	17	13	15	15	18	4:00	Sinclair Telecable	KATZ
1.4	1.1	1.2	1.6	1.2	19	WGH-AM Sports	1310 5kw	29	—	17	18	18	17	6:15	Sinclair Com.	EAST
2.2	1.3	1.3	1.1	1.0	20	WTAR-AM News/Talk	850 50(25)kw	17	—	19	20	20	19	3:30	Sinclair Telecable	ARP

<sup>1</sup> CHR/Rhythmic **WMYK-FM** began simulcasting in July and changed calls to **WSVW-FM** in September.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 18.3	1 WOWI-FM	1 WOWI-FM	1 WOWI-FM	1 WOWI-FM	Sinclair Com. 53.3%
URBAN 15.6	2 WNOR-A/F	2 WNVZ-FM	2 WNOR-A/F	2 WJCD-FM	Clear Channel 32.2%
COUNTRY 11.8	3 WPTE-FM	3 WPTE-FM	3 WAFX-FM	3 WGH-FM	Sinclair Tele. 24.1%
OLDIES/CR 7.9	4 WAFX-FM	4 WGH-FM	4 WJCD-FM	4 WFOG-FM	Saga 18.8%
NAC/SJ 6.2	5 WGH-FM	5 WFOG-FM	5 WGH-FM	5 WWDE-FM	WCMS Radio 13.0%
NEWS/TALK 6.0	6 WROX-FM	6 WJCD-FM	6 WPTE-FM	6 WCMS-A/F	Willis 5.5%
ROCK 5.5	7 WJCD-FM	7 WCMS-A/F	7 WVCL-FM	7 WNVZ-FM	Eure 6.4%
RELIGIOUS 5.3	8 WNVZ-FM	8 WWDE-FM	8 WCMS-A/F	8 WPTE-FM	
CHR 5.0	9 WCMS-A/F	9 WAFX-FM	9 WNIS-FM	9 WSVW/WSVY	
ALTERNATIVE 2.3	10 WWDE-FM	10 WSVW/WSVY	10 WWDE-FM	10 WVCL-FM	
ADULT ALT. 1.7					

12+ POPULATION: 1,205,500 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.4	9.3	8.2	8.8	7.6	1	<b>KSFI-FM</b> AC	100.3 26kw	2	9	5	1	1	1	6:45	Simmons Family	APR
6.6	6.6	6.5	5.0	7.3	2	<b>KSL-AM</b> News/Talk	1160 50kw	1	16	14	9	3	3	6:00	Bonneville Int.	SEN
3.8	4.3	3.2	3.8	5.4	3	<b>KBER-FM</b> Rock	101.1 25kw	10	3	1	2	10	15	7:30	Citadel	MCG
4.4	4.0	4.4	5.4	5.3	4	<b>KZHT-FM</b> CHR/Pop	94.9 48kw	3	1	8	13	18	20	5:45	Jacor	ARP
4.8	5.7	4.6	4.5	5.1	5	<b>KODJ-FM</b> Oldies	94.1 40kw	6	13	17	4	2	2	6:15	Jacor	KATZ
4.1	3.7	3.2	3.2	4.7	6	<b>KALL-AM</b> News/Talk	910 5(1)kw	13	—	16	14	9	5	7:15	Jacor	EAST
4.7	5.5	3.8	5.7	4.6	7	<b>KSOP-A/F</b> Country	1370/104.3 25kw	14	14	7	11	7	7	7:00	KSOP, Inc.	ARP
5.2	4.4	5.2	4.2	4.5	8	<b>KUBL-FM</b> Country	93.3 26kw	11	5	10	7	5	6	6:30	Citadel	MCG
4.7	3.8	4.8	4.8	4.4	9	<b>KXRK-FM</b> Alternative	96.3 38kw	8	2	4	12	13	18	5:30	Simmons Family	D&R
4.3	4.2	5.0	3.9	4.3	10	<b>KBEE-FM</b> Hot AC	98.7 40kw	5	7	3	3	6	12	5:15	Citadel	MCG
4.5	5.0	4.6	4.7	4.3	11	<b>KRSP-FM</b> Classic Rock	103.5 27.5kw	7	10	12	5	4	4	5:30	Simmons Family	ARP
4.7	5.3	6.1	5.5	4.0	12	<b>KISN-FM</b> Hot AC	97.1 30kw	4	4	9	10	12	8	4:45	Jacor	CHR
3.2	4.3	4.1	5.0	3.9	13	<b>KENZ-FM</b> Adult Alternative	107.5 45kw	9	8	2	6	11	17	5:30	Citadel	ARP
4.2	4.8	3.7	4.0	3.8	14	<b>KKAT-FM</b> Country	101.9 26kw	12	12	6	8	8	11	5:30	Jacor	EAST
3.8	3.9	4.1	4.2	3.6	15	<b>KDYL/KOVO</b> Nostalgia	1280/960 10kw/5kw	19	—	25	24	22	14	10:00	Simmons Family	CBS
2.6	2.3	1.5	2.9	2.6	16	<b>KBZN-FM</b> NAC/SJ	97.9 26kw	20	—	18	19	15	9	7:30	Capitol Br. Inc.	EAST
1.2	2.0	2.7	1.4	2.6	16	<b>KFNZ-AM</b> Sports	1320 5kw	17	18	15	15	12	10	6:15	Citadel	MCG
2.2	1.7	1.7	2.8	2.4	17	<b>KURR-FM</b> Classic Rock	99.5 40kw	18	11	11	16	17	19	6:30	Jacor	EAST
2.4	2.6	2.2	2.7	2.2	18	<b>KQMB-FM</b> <sup>1</sup> Hot AC	102.7 47kw	15	6	13	17	19	21	3:45	Simmons Family	ARP
1.5	2.0	3.5	3.1	2.0	19	<b>KUMT-FM</b> Rock AC	105.7 25.5kw	16	17	19	18	16	13	4:30	Trumper	CHR
2.8	2.1	2.7	0.5	1.2	20	<b>KOSY/KSNU</b> <sup>2</sup> Nostalgia	570/107.9 5kw/67kw	23	19	22	22	23	22	6:00	Cargo Br.	KATZ
1.1	1.0	1.2	1.2	1.1	21	<b>KBKK-FM</b> Country	106.5 46kw	22	—	21	21	21	16	6:15	Trumper	KATZ
1.1	0.4	0.0	0.7	1.1	21	<b>KLZX-FM</b> <sup>3</sup> Classic Rock	106.9 68kw	21	15	20	20	20	25	6:00	First National Br.	AMA

<sup>1</sup> Was AC until July. <sup>2</sup> KOSY-AM was KISN-AM until January; KRKR-FM was Rock until late July, changed calls to KSNU-FM in January. <sup>3</sup> Switched to Rock in late October.

Continued on Page 89

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12+ POPULATION: 1,135,400 (Black: 19.2%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12-KOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.3	10.0	11.0	10.0	10.2	1	WPEG-FM Urban	97.9 95kw	1	1	1	1	3	9	10:30	CBS Radio	KATZ
8.8	9.2	8.6	7.6	7.4	2	WSOC-FM Country	103.7 100kw	3	11	7	4	4	2	8:15	CBS Radio	KATZ
6.3	5.8	7.1	5.6	7.2	3	WLYT-FM AC	102.9 31kw	4	7	4	3	1	3	8:45	Capstar	D&R
5.0	5.0	4.6	5.1	5.8	4	WNKS-FM CHR/Pop	95.1 100kw	2	2	2	5	10	12	6:00	CBS Radio	EAST
8.0	8.1	6.8	7.0	5.7	5	WRFX-FM Classic Rock	99.7 100kw	5	10	6	2	2	4	7:30	Capstar	EAST
5.5	5.5	4.9	6.2	5.7	5	WWMG-FM Oldies	96.1 100kw	8	6	13	11	6	1	8:30	Dalton Group	MCG
5.5	5.1	5.7	5.0	5.3	7	WBT-AM Talk	1110 50kw	7	—	14	12	11	5	7:30	Jefferson-Pilot	CBS
7.0	5.0	5.1	5.3	5.3	7	WKKT-FM <sup>1</sup> Country	96.9 100kw	6	4	5	7	8	8	7:00	Capstar	D&R
4.3	4.7	4.3	5.6	5.0	9	WBAV-FM Urban AC	101.9 99kw	12	9	8	6	5	6	10:15	CBS Radio	KATZ
4.1	4.7	4.2	4.6	4.1	10	WSSS-FM Oldies	104.7 100kw	10	15	11	8	7	7	7:15	CBS Radio	KATZ
4.3	4.3	3.7	3.9	4.0	11	WEND-FM Alternative	106.5 100kw	11	3	3	10	13	16	7:30	Dalton Group	MCG
3.4	4.1	3.9	4.1	3.9	12	WLNK-FM Hot AC	107.9 100kw	9	5	9	9	9	10	6:00	Jefferson-Pilot	BAN
1.7	1.9	2.1	1.6	2.4	13	WCCJ-FM NAC/SJ	92.7 6kw	14	—	12	14	12	11	9:15	Davis Br.	ARP
1.5	0.8	1.6	2.0	2.2	14	WXRC-FM <sup>2</sup> Rock	95.7 100kw	13	16	10	13	14	20	5:30	Pacific	—
2.8	2.6	2.4	2.0	2.0	15	WNMX-FM Nostalgia	106.1 20kw	16	—	22	24	24	15	8:30	GHB Radio Group	ROS
1.6	2.0	1.5	1.3	1.4	16	WMIT-FM Religious	106.9 36kw	15	—	17	16	16	14	5:45	Blue Ridge	—
1.1	1.0	1.6	1.3	1.3	17	WFMX-FM Country	105.7 100kw	17	13	18	17	17	13	6:30	Capstar	TNS
0.5	0.6	0.6	0.7	1.0	18	WFNZ-AM Sports	610 5(1)kw	19	—	16	15	15	17	6:15	CBS Radio	—
0.7	0.8	0.6	0.7	1.0	18	WGIV-AM Urban Oldies	1600 1kw	21	14	19	18	18	18	8:45	CBS Radio	—

<sup>1</sup> Was WTDR-FM until September. <sup>2</sup> Was Adult Alternative until October.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 16.2	1 WPEG-FM	1 WPEG-FM	1 WRFX-FM	1 WLYT-FM	CBS 56.1%
COUNTRY 14.0	2 WEND-FM	2 WNKS-FM	2 WSOC-FM	2 WBAV-FM	Capstar 39.6%
OLDIES/CR 13.5	3 WRFX-FM	3 WLYT-FM	3 WPEG-FM	3 WPEG-FM	Jefferson-Pilot 25.8%
AC 11.1	4 WNKS-FM	4 WBAV-FM	4 WSSS-FM	4 WLNK-FM	Dalton 22.8%
NEWS/TALK 6.8	5 WXRC-FM	5 WKKT-FM	5 WWMG-FM	5 WWMG-FM	Pacific 7.7%
CHR 5.8	6 WKKT-FM	6 WLNK-FM	6 WBT-AM	6 WSOC-FM	Davis 5.1%
ALTERNATIVE 4.0	7 WSOC-FM	7 WEND-FM	7 WKKT-FM	7 WKKT-FM	Blue Ridge 4.6%
NAC/SJ 2.4	8 WLYT-FM	8 WSOC-FM	8 WBAV-FM	8 WNKS-FM	GHB Radio 4.5%
ROCK 2.2	9 WSSS-FM	9 WSSS-FM	9 WLYT-FM	9 WSSS-FM	
NOSTALGIA 2.0	10 WBAV-FM	10 WRFX-FM	10 WCCJ-FM	10 WRFX-FM	
RELIGIOUS 1.5					

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12+ POPULATION: 1,133,200 (Black: 13.2%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.0	11.9	12.5	13.8	13.7	1	WFMS-FM Country	95.5 13kw	2	5	2	2	2	1	10:30	Susquehanna	MC/S
12.7	12.1	10.7	10.8	10.9	2	WFBQ-FM Classic Rock	94.7 52kw	1	7	1	1	1	2	7:45	Capstar	MCG
9.0	9.1	8.3	8.0	8.3	3	WIBC-AM News/Talk	1070 50(10)kw	3	12	13	11	7	4	7:45	Emmis	CHR
6.0	5.6	6.3	4.9	6.3	4	WTPI-FM AC	107.9 22kw	8	14	12	7	6	3	9:15	My Star Com.	D&R
4.6	6.4	5.7	4.7	5.7	5	WHHH-FM CHR/Rhythmic	96.3 3.3kw	7	1	4	9	13	14	7:15	Shirk Inc.	BAN
5.8	5.4	5.9	4.7	5.4	6	WENS-FM Hot AC	97.1 23kw	5	6	6	3	3	6	5:45	Emmis	CHR
0.0	0.0	0.0	6.4	5.0	7	WGLD-FM Oldies	104.5 50kw	9	8	10	6	5	5	7:30	Indianapolis Radio	MCG
4.7	4.4	4.7	4.9	5.0	7	WZPL-FM CHR/Pop	99.5 12.5kw	4	2	5	5	8	10	5:00	My Star Com.	D&R
5.1	5.1	5.6	4.9	4.7	9	WTLC-FM Urban	105.7 50kw	11	4	7	10	9	8	8:30	Emmis	MCG
4.7	4.2	5.1	4.9	4.5	10	WNAP-FM Classic Hits	93.1 12.5kw	6	10	8	4	4	7	5:45	Emmis	CHR
4.7	4.2	4.1	4.4	4.4	11	WRZX-FM Alternative	103.3 18kw	10	3	3	8	10	20	6:30	Capstar	BAN
3.4	4.0	3.3	4.2	2.8	12	WMYS-AM Nostalgia	1430 5kw	15	—	—	26	19	13	9:00	My Star Com.	D&R
6.2	5.6	5.6	2.3	2.5	13	WGRL-FM Country	93.9 2.75kw	13	9	9	13	14	12	6:00	Susquehanna	MC/S
1.7	1.5	1.6	2.5	2.3	14	WGGR-FM Urban AC	106.7 3kw	16	11	16	14	12	9	8:30	Dalton Group	—
2.3	2.1	2.1	2.6	2.3	14	WTTS-FM Adult Alternative	92.3 37kw	12	15	11	12	11	11	5:15	Sarkes Tarzian	—
1.6	1.2	1.4	1.2	1.8	16	WNDE-AM Sports	1260 5kw	14	—	14	16	15	15	5:00	Capstar	MCG
1.1	1.2	1.8	1.3	1.3	17	WXIR-FM Religious	98.3 3kw	17	—	15	15	16	18	6:00	Radio 1500	—
1.0	1.0	0.6	1.0	1.1	18	WKKG-FM Country	101.5 50kw	19	13	17	17	17	19	6:00	Findlay Publishing	REG
1.1	1.3	0.8	0.9	1.0	19	WSYW-FM Classical	107.1 1.45kw	20	—	—	23	23	17	8:30	Continental	ARP

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
OLDIES/CR 20.4	1 WFBQ-FM	1 WFMS-FM	1 WFBQ-FM	1 WFMS-FM	Emmis 50.6%
COUNTRY 17.3	2 WRZX-FM	2 WZPL-FM	2 WFMS-FM	2 WENS-FM	Capstar 34.5%
AC 11.7	3 WFMS-FM	3 WENS-FM	3 WNAP-FM	3 WTPI-FM	My Star 31.6%
CHR 10.7	4 WHHH-FM	4 WFBQ-FM	4 WIBC-FM	4 WFBQ-FM	Susquehanna 26.6%
NEW/TALK 10.1	5 WTLC-FM	5 WHHH-FM	5 WRZX-FM	5 WGLD-FM	Shirk Inc. 13.8%
URBAN 7.0	6 WNAP-FM	6 WTLC-FM	6 WGLD-FM	6 WZPL-FM	Indianapolis Radio 12.0%
ALTERNATIVE 6.7	7 WZPL-FM	7 WRZX-FM	7 WTLC-FM	7 WNAP-FM	Sarkes Tarzian 7.9%
NOSTALGIA 2.8	8 WNDE-FM	8 WGRL-FM	8 WENS-FM	8 WTLC-FM	Dalton Group 4.7%
RELIGIOUS 1.3	9 WTTS-FM	9 WTPI-FM	9 WTPI-FM	9 WGGR-FM	Radio 1500 4.0%
CLASSICAL 1.0	10 WIBC-AM	10 WGLD-FM	10 WTTS-FM	10 WIBC-AM	Quinn Br. 3.4%
					Findlay 3.3%
					Continental 2.1%

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12+ POPULATION: 1,071,700 (Black: 12.5%; Hispanic: 11.5%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.2	10.0	8.1	8.8	8.5	1	WWKA-FM Country	92.3 100kw	3	7	7	2	1	1	10:15	Cox	KATZ
5.8	5.3	6.4	5.8	7.7	2	WTKS-FM Talk	104.1 100kw	4	6	1	1	1	7	9:45	Clear Channel	MCG
7.6	6.5	5.1	5.4	6.6	3	WDBO-AM News/Talk	580 5kw	8	—	12	14	13	4	9:15	Cox	KATZ
6.9	6.9	8.2	7.5	6.6	3	WJHM-FM Urban	101.9 28kw	5	1	3	3	11	12	8:30	Chancellor Media	SEN
5.4	5.1	4.4	5.2	6.4	5	WOCL-FM Oldies	105.9 100kw	6	9	14	7	4	2	8:30	Chancellor Media	CHR
7.5	7.7	6.9	6.9	6.1	6	WXXL-FM CHR/Pop	106.7 100kw	1	2	2	5	7	11	6:15	Chancellor Media	SEN
5.3	5.8	7.2	5.1	5.0	7	WOMX-FM Hot AC	105.1 100kw	2	10	5	4	3	9	6:00	Chancellor Media	EAST
4.0	4.2	3.9	3.8	4.8	8	WLOQ-FM NAC/SJ	103.1 14kw	12	—	13	10	5	3	9:00	Gross Com.	EAST
6.8	6.7	5.5	6.9	4.5	9	WMGF-FM AC	107.7 100kw	7	12	11	13	10	5	6:15	Clear Channel	CCRS
4.9	3.5	3.6	3.3	4.3	10	WCFB-FM Urban AC	94.5 100kw	14	5	10	11	8	6	10:15	Cox	KATZ
4.3	4.2	4.1	3.9	4.3	10	WJRR-FM Rock	101.1 100kw	10	3	4	6	12	16	7:15	Clear Channel	ARP
3.5	3.5	4.4	4.0	3.8	12	WHTQ-FM Classic Rock	96.5 100kw	13	8	8	8	9	10	8:00	Cox	EAST
3.3	3.9	4.1	4.8	3.8	12	WMMO-FM Rock AC	98.9 38kw	11	13	9	9	6	8	6:45	Cox	EAST
3.0	3.1	4.2	4.5	3.3	14	WSHE-FM Hot AC	100.3 100kw	9	4	6	12	14	17	5:00	Clear Channel	ARP
2.6	3.2	4.3	3.1	3.0	15	WHOO-AM Nostalgia	990 50(5)kw	15	—	22	21	17	13	9:30	Cox	EAST
1.3	1.2	1.1	1.5	1.8	16	WQTM-AM Sports	540 50kw	16	—	15	15	15	14	6:15	Clear Channel	BAN
1.1	1.2	0.7	1.0	1.3	17	WTLN-FM Religious	95.3 6kw	18	—	18	16	16	15	6:00	Cox	SRR
1.1	1.1	1.4	0.9	1.0	18	WPCV-FM Country	97.5 100kw	19	—	17	19	18	23	5:15	Alton Rainbow	D&R

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC  16.6					
NEWS/TALK  16.1					
URBAN  10.9					
OLDIES/CR  10.2					
COUNTRY  9.5					
CHR  6.1					
NAC/SJ  4.8					
ROCK  4.3					
NOSTALGIA  3.0					
RELIGIOUS  1.3					
	1 WTKS-FM	1 WXXL-FM	1 WTKS-FM	1 WWKA-FM	
	2 WJRR-FM	2 WTKS-FM	2 WHTQ-FM	2 WOMX-FM	
	3 WJHM-FM	3 WOMX-FM	3 WWKA-FM	3 WOCL-FM	
	4 WXXL-FM	4 WWKA-FM	4 WLOQ-FM	4 WMGF-FM	
	5 WSHE-FM	5 WJHM-FM	5 WMMO-FM	5 WXXL-FM	
	6 WHTQ-FM	6 WSHE-FM	6 WJRR-FM	6 WTKS-FM	
	7 WOMX-FM	7 WMGF-FM	7 WOCL-FM	7 WLOQ-FM	
	8 WWKA-FM	8 WJRR-FM	8 WOMX-FM	8 WCFB-FM	
	9 WMMO-FM	9 WHTQ-FM	9 WCFB-FM	9 WJHM-FM	
	10 WCFB-FM	10 WMMO-FM	10 WMGF-FM	10 WMMO-FM	
					Cox  53.8%
					Chancellor  48.7%
					Clear Channel  40.8%
					Gross Com.  10.7%
					Alton Rainbow  3.7%

Visit R&R's Website: [www.rronline.com](http://www.rronline.com)

12+ POPULATION: 1,026,200 (Black: 32.4%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.1	13.0	13.2	13.4	12.7	1	WQUE-FM Urban	93.3 93kw	1	1	1	1	3	6	11:45	Clear Channel	CCRS
9.4	8.7	7.7	10.0	9.0	2	WYLD-FM Urban AC	98.5 100kw	3	4	2	2	1	3	10:15	Clear Channel	CCRS
7.3	7.5	7.7	6.0	8.5	3	WNOE-FM Country	101.1 100kw	4	6	5	3	2	1	10:30	Clear Channel	CCRS
9.8	8.6	8.5	7.2	8.3	4	WWL-AM News/Talk	870 50kw	2	15	12	9	4	2	7:45	Sinclair Com.	ARP
5.5	5.1	5.1	5.2	5.4	5	WLMG-FM AC	101.9 100kw	7	13	10	6	5	5	8:30	Sinclair Com.	ARP
4.9	6.0	4.1	5.3	5.1	6	WTKL-FM Oldies	95.7 100kw	10	10	16	11	6	4	9:15	Sinclair Com.	MCG
2.3	3.8	3.8	3.4	4.8	7	KKND-FM Alternative	106.7 100kw	9	3	3	4	9	13	8:00	Clear Channel	CCRS
4.2	3.4	3.6	4.4	4.1	8	WRNO-FM Classic Rock	99.5 100kw	8	9	6	5	7	8	6:30	Sinclair Com.	—
4.2	3.7	5.2	4.4	4.0	9	WLTS-FM AC	105.3 100kw	12	14	8	7	8	7	8:30	Sinclair Com.	MCG
4.1	5.3	4.2	4.2	3.9	10	KHOM-FM CHR/Pop	104.1 100kw	6	2	9	12	14	14	5:45	Clear Channel	CCRS
3.3	2.9	4.0	4.7	3.8	11	WEZB-FM CHR/Pop	97.1 100kw	5	5	4	8	10	12	5:00	Sinclair Com.	KATZ
3.8	4.1	3.4	4.0	3.3	12	WYLD-AM Religious	940 10kw	14	11	11	13	12	10	9:15	Clear Channel	CCRS
2.2	2.7	2.6	2.1	3.0	13	WBYU-AM Nostalgia	1450 1kw	15	—	—	23	20	16	10:30	Sinclair Com.	—
3.7	2.9	2.7	3.5	3.0	13	WCKW-FM Rock	92.3 100kw	11	7	7	10	11	11	6:30	222 Corp.	CHR
5.0	3.4	4.8	3.7	2.5	15	KMEZ-FM Urban Oldies	102.9 4.7kw	13	8	13	14	13	9	6:15	Sinclair Com.	ARP
1.7	1.7	2.5	2.2	1.9	16	WBOK-AM Religious	1230 1kw	17	—	15	16	15	15	10:45	Willis	—
0.9	0.7	0.6	0.8	1.0	17	WSMB-AM Talk	1350 5kw	16	—	18	19	17	17	4:45	Sinclair Com.	ARP

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
<b>URBAN</b> 24.2 <b>AC</b> 9.4 <b>NEWS/TALK</b> 9.3 <b>OLDIES/CR</b> 9.2 <b>COUNTRY</b> 8.5 <b>CHR</b> 7.7 <b>RELIGIOUS</b> 5.2 <b>ALTERNATIVE</b> 4.8 <b>NOSTALGIA</b> 3.0 <b>ROCK</b> 3.0	1 WQUE-FM 2 KKND-FM 3 WLYD-FM 4 WCKW-FM 5 WNOE-FM 6 WRNO-FM 7 WEZB-FM 8 KHOM-FM 9 WWL-AM 10 WLMG-FM	1 WQUE-FM 2 WYLD-FM 3 WEZB-FM 4 WLTS-FM 5 KHOM-FM 6 WLMG-FM 7 KKND-FM 8 WRNO-FM 9 WYLD-AM 10 WNOE-FM	1 WNOE-FM 2 WYLD-FM 3 WWL-AM 4 WQUE-FM 5 KKND-FM 6 WRNO-FM 7 WCKW-FM 8 WTKL-FM 9 WLMG-FM 10 WEZB-FM	1 WYLD-FM 2 WQUE-FM 3 WLMG-FM 4 WNOE-FM 5 WLTS-FM 6 WTKL-FM 7 WYLD-AM 8 WRNO-FM 9 WEZB-FM 10 WWL-AM	Sinclair Com. 61.7% Clear Channel 61.3% 222 Corp. 10.1% Willis 3.8% Guaranty 3.0% GHB Radio 2.3%

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NEW ORLEANS



12+ POPULATION: 987,700 (Black: 18.7%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.6	12.0	10.7	9.5	10.4	1	WTQR-FM Country	104.1 100kw	1	8	3	2	1	1	9:45	Clear Channel	CCRS
6.6	7.9	8.2	9.3	8.5	2	WJMH-FM CHR/Rhythmic	102.1 100kw	2	1	1	3	7	11	10:30	Sinclair Com.	D&R
5.8	6.1	5.9	6.4	7.4	3	WMAG-FM AC	99.5 100kw	5	14	7	4	3	3	9:45	Capstar	D&R
5.0	5.9	5.5	4.9	6.9	4	WKRR-FM Classic Rock	92.3 100kw	4	6	2	1	2	5	9:00	Dick	KATZ
8.2	7.0	5.5	7.0	6.4	5	WQMG-FM Urban Oldies	97.1 100kw	8	4	5	5	4	4	10:00	Sinclair Com.	CHR
5.7	5.6	5.5	5.5	5.7	6	WMQX-FM Oldies	93.1 100kw	6	11	11	7	5	2	7:45	Sinclair Com.	D&R
5.1	4.9	4.8	5.3	5.4	7	WHSL-FM Country	100.3 100kw	9	3	6	6	6	6	8:45	Capstar	ARP
1.9	2.6	4.4	4.2	4.2	8	WKSI-FM Hot AC	98.7 100kw	3	2	4	9	9	12	5:30	Bahakel	EAST
5.4	4.9	6.2	4.9	3.9	9	WKZL-FM Hot AC	107.5 100kw	7	9	8	8	8	8	5:30	Dick	KATZ
2.5	2.2	2.9	3.0	3.8	10	WPCM-FM Country	101.1 100kw	12	10	13	11	10	7	9:00	Curtis Media Group	MCG
4.7	4.7	3.1	4.0	3.6	11	WSJS-AM News/Talk	600 5kw	10	—	19	16	13	10	7:15	Clear Channel	CCRS
2.3	1.8	1.6	0.9	2.2	12	WQMG-AM Religious	1510 1kw	17	15	15	13	11	9	8:45	Sinclair Com.	CHR
2.9	3.7	3.0	3.2	2.2	12	WXRA-FM Alternative	94.5 100kw	11	7	9	10	12	14	4:45	Clear Channel	CCRS
2.8	2.5	1.8	2.9	1.8	14	WEND-FM Alternative	106.5 100kw	13	5	10	12	15	21	5:30	Dalton Group	MCG
1.6	1.3	1.6	1.5	1.3	15	WDCG-FM CHR/Pop	105.1 100kw	14	13	12	14	14	20	5:00	Capstar	ARP
2.0	1.4	1.1	1.7	1.3	15	WFMX-FM Country	105.7 100kw	15	—	14	15	16	13	5:30	Capstar	TNS

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 20.9	1 WKRR-FM	1 WJMH-FM	1 WKRR-FM	1 WMAG-FM	Clear Channel 37.4%
AC 15.5	2 WJMH-FM	2 WMAG-FM	2 WTQR-FM	2 WTQR-FM	Sinclair Com. 36.4%
OLDIES/CR 12.6	3 WTQR-FM	3 WQMG-FM	3 WMQX-FM	3 WQMG-FM	Capstar 32.0%
URBAN 9.8	4 WHSL-FM	4 WKSI-FM	4 WQMG-FM	4 WMQX-FM	Dick 25.2%
CHR 6.4	5 WXRA-FM	5 WTQR-FM	5 WMAG-FM	5 WHSL-FM	Bahakel 16.5%
ALTERNATIVE 4.0	6 WKSI-FM	6 WHSL-FM	6 WKZL-FM	6 WJMH-FM	Curtis Media 8.5%
NEWS/TALK 3.6	7 WKZL-FM	7 WKZL-FM	7 WJMH-FM	7 WKZL-FM	Dalton Group 6.5%
RELIGIOUS 2.2	8 WEND-FM	8 WKRR-FM	8 WHSL-FM	8 WKSI-FM	Davidson 3.3%
	9 WQMG-FM	9 WMQX-FM	9 WPCM-FM	9 WKRR-FM	Media Br. 2.0%
	10 WMAG-FM	10 WPCM-FM	10 WXRA-FM	10 WPCM-FM	

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12+ POPULATION: 979,500 (Black: 10.8%; Hispanic: N/A)

BUFFALO

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.4	8.9	7.3	8.1	10.3	1	<b>WYRK-FM</b> Country	106.5 50kw	5	6	6	2	2	1	11:45	CBS Radio	CHR
11.4	9.5	7.4	8.7	10.2	2	<b>WBEN-AM</b> News/Talk	930 5kw	1	5	10	10	5	2	7:30	Sinclair Com.	D&R
7.8	8.4	8.3	7.8	8.3	3	<b>WJYE-FM</b> AC	96.1 50kw	7	13	7	3	3	3	10:30	CBS Radio	CHR
6.3	6.5	9.6	8.9	7.5	4	<b>WGRF-FM</b> Classic Rock	96.9 24kw	6	7	1	1	1	5	9:00	Br. Partners	ARP
6.8	6.5	8.4	7.4	6.6	5	<b>WBLK-FM</b> <sup>1</sup> Urban	93.7 47kw	9	2	3	4	8	8	9:45	Palm Beach Radio	EAST
7.0	7.0	6.7	7.5	6.4	6	<b>WHTT-FM</b> Oldies	104.1 50kw	3	12	9	7	4	4	7:15	Br. Partners	ARP
7.4	7.6	7.0	6.3	6.4	6	<b>WKSE-FM</b> CHR/Pop	98.5 46kw	2	1	2	5	9	11	6:15	Sinclair Com.	D&R
5.3	6.0	5.7	4.5	5.2	8	<b>WGR-AM</b> News/Talk	550 5kw	8	11	11	11	11	7	6:45	Sinclair Com.	KATZ
2.5	3.3	5.1	5.9	5.2	8	<b>WLCE-FM</b> Hot AC	92.9 91kw	4	4	5	6	7	9	5:45	CBS Radio	CHR
5.8	7.0	5.8	4.6	4.9	10	<b>WMJQ-FM</b> AC	102.5 105kw	10	8	8	8	6	6	7:15	Sinclair Com.	D&R
6.1	6.5	5.9	6.5	4.6	11	<b>WECK-AM</b> Nostalgia	1230 1kw	12	—	23	21	14	10	9:15	CBS Radio	CHR
6.0	5.2	4.7	4.2	4.1	12	<b>WEDG-FM</b> Alternative	103.3 49kw	11	3	4	9	10	12	6:15	Br. Partners	ARP
1.7	1.2	1.5	1.4	1.5	13	<b>WNUC-FM</b> Country	107.7 11.5kw	13	14	17	13	12	13	4:30	Casciani	—
0.3	0.0	0.0	0.0	1.0	14	<b>CILQ-FM</b> Rock	107.1 40kw	14	—	12	12	13	19	4:45	Western Int'l Com.	CAN
0.3	0.3	0.0	0.6	1.0	14	<b>WHTT-AM</b> Oldies	1120 1kw	26	—	16	16	19	15	9:00	Br. Partners	—
1.1	1.0	1.6	1.3	1.0	14	<b>WWWS-AM</b> Urban Oldies	1400 1kw	20	—	18	17	15	14	9:30	Sinclair Com.	D&R

<sup>1</sup> Operates under an LMA with CBS Radio.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 18.4	1 WGRF-FM	1 WKSE-FM	1 WGRF-FM	1 WYRK-FM	CBS 63.2%
NEWS/TALK 15.4	2 WEDG-FM	2 WBLK-FM	2 WYRK-FM	2 WJYE-FM	Sinclair Com. 60.9%
OLDIES/CR 14.9	3 WBLK-FM	3 WLCE-FM	3 WBEN-AM	3 WMJQ-FM	Br. Partners 28.0%
COUNTRY 11.8	4 WKSE-FM	4 WYRK-FM	4 WHTT-FM	4 WHTT-FM	Casciani 6.9%
URBAN 7.6	5 WYRK-FM	5 WJYE-FM	5 WJYE-FM	5 WKSE-FM	Standard 6.2%
CHR 6.4	6 WLCE-FM	6 WMJQ-FM	6 WEDG-FM	6 WLCE-FM	Western Int'l Com. 4.2%
NOSTALGIA 4.6	7 WGR-AM	7 WGRF-FM	7 WGRF-FM	7 WBLK-FM	
ALTERNATIVE 4.1	8 CILQ-FM	8 WEDG-FM	8 WBLK-FM	8 WGRF-FM	
ROCK 1.0	9 WBEN-AM	9 WHTT-FM	9 WGR-AM	9 WBEN-AM	
	10 WHTT-FM	10 WBEN-AM	10 WKSE-FM	10 WGR-AM	

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12+ POPULATION: 961,600 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.1	12.5	11.4	12.0	11.1	1	WTIC-AM News/Talk	1080 50kw	1	15	13	9	5	2	8:45	CBS Radio	G/W
12.6	12.8	12.2	11.2	9.9	2	WRCH-FM AC	100.5 7.5kw	4	6	7	2	1	1	9:15	CBS Radio	KATZ
7.4	8.0	7.5	8.5	8.0	3	WWYZ-FM Country	92.5 17kw	6	11	6	3	3	3	10:15	Capstar	BAN
6.8	7.7	6.4	6.3	6.8	4	WTIC-FM Hot AC	96.5 20kw	2	4	3	1	2	5	6:00	CBS Radio	G/W
5.7	6.0	6.4	5.7	6.7	5	WKSS-FM CHR/Pop	95.7 16.5kw	3	1	2	4	7	7	6:00	Capstar	ARP
5.4	5.8	5.5	5.5	6.0	6	WDRF-FM Oldies	102.9 19.5kw	5	5	11	5	4	4	7:00	Buckley	MCG
4.2	4.7	4.9	5.7	5.0	7	WDRF-AM MOR	1360 5kw	11	—	25	20	14	9	11:45	Buckley	MCG
6.2	4.8	3.9	5.2	4.8	8	WMRQ-FM Alternative	104.1 18kw	7	2	1	6	10	15	6:30	Capstar	D&R
3.0	2.6	3.1	3.5	4.1	9	WCCC-A/F Rock	1290/106.9 .49kw/23kw	9	9	4	7	8	8	6:30	Marlin	ARP
3.8	3.8	3.8	4.1	4.0	10	WZMX-FM Oldies	93.7 21kw	8	16	9	8	6	6	5:45	CBS Radio	KATZ
0.0	0.4	1.8	2.5	3.5	11	WNEZ-AM Urban AC	910 5kw	13	3	5	11	11	13	10:00	Mega	—
3.8	3.1	2.9	2.0	3.0	12	WHCN-FM Classic Rock	105.9 16kw	10	12	8	10	9	10	5:15	Capstar	D&R
1.4	2.4	2.4	2.1	2.0	13	WAQY-FM Classic Rock	102.1 17kw	12	8	10	12	12	12	5:15	Saga	KATZ
1.6	1.1	1.1	1.5	1.5	14	WFAN-AM Sports	660 50kw	14	—	14	13	13	11	5:15	CBS Radio	IRS

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 16.7	1 WMRQ-FM	1 WTIC-FM	1 WCCC-FM	1 WRCH-FM	<p>CBS 62.9% Capstar 38.7% Buckley 24.4% Marlin 12.5% Mega 8.0% Saga 7.3% Clear Channel 5.6%</p>
NEWS/TALK 15.0	2 WCCC-FM	2 WKSS-FM	2 WWYZ-FM	2 WTIC-FM	
OLDIES/CR 12.6	3 WHCN-FM	3 WRCH-FM	3 WZMX-FM	3 WDRF-FM	
COUNTRY 8.0	4 WKSS-FM	4 WWYZ-FM	4 WDRF-FM	4 WWYZ-FM	
ALTERNATIVE 6.7	5 WTIC-FM	5 WMRQ-FM	5 WTIC-AM	5 WKSS-FM	
CHR 5.0	6 WNEZ-AM	6 WNEZ-AM	6 WRCH-FM	6 WTIC-AM	
NOSTALGIA 4.8	7 WZMX-FM	7 WZMX-FM	7 WTIC-FM	7 WZMX-FM	
ROCK 4.1	8 WAQY-FM	8 WKCI-FM	8 WHCN-FM	8 WNEZ-AM	
URBAN 3.4	9 WWYZ-FM	9 WCCC-FM	9 WMRQ-FM	9 WMRQ-FM	
	10 WDRF-FM	10 WHCN-FM	10 WKSS-FM	10 WCCC-FM	

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12+ POPULATION: 955,900 (Black: 8.9%; Hispanic: 13.3%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.3	8.2	7.9	9.7	9.5	1	<b>KLUC-FM</b> CHR/Rhythmic	98.5 100kw	1	1	1	1	3	9	8:00	CBS Radio	EAST
7.0	8.0	8.8	8.6	8.8	2	<b>KJUL-FM</b> Nostalgia	104.3 24.5kw	4	—	16	17	14	3	12:00	Centennial	—
6.9	6.2	7.9	6.1	7.2	3	<b>KSNE-FM</b> AC	106.5 100kw	3	6	9	4	1	1	9:15	Jacor	KATZ
4.9	5.6	5.7	6.4	6.5	4	<b>KMXB-FM</b> Hot AC	94.1 100kw	2	2	2	2	2	11	7:15	CBS Radio	ARP
4.4	4.6	5.1	5.2	5.5	5	<b>KXTE-FM</b> Alternative	107.5 24.5kw	6	4	3	3	6	10	8:30	CBS Radio	EAST
5.6	6.1	5.3	6.1	5.1	6	<b>KMZQ-FM</b> AC	100.5 100kw	5	9	6	6	4	4	7:30	CBS Radio	EAST
4.2	5.0	5.5	5.0	4.7	7	<b>KKLZ-FM</b> Classic Rock	96.3 100kw	8	7	7	5	5	6	7:45	Apogee	SEN
5.5	5.7	6.0	6.3	4.7	7	<b>KWNR-FM</b> Country	95.5 100kw	7	5	12	8	7	2	7:30	Jacor	KATZ
1.6	2.9	4.5	3.0	4.3	9	<b>KXNT-AM</b> Talk	840 50(25)kw	13	—	15	15	12	8	9:45	CBS Radio	EAST
1.9	3.4	2.9	3.1	3.9	10	<b>KLSQ-AM</b> Regional Mexican	870 10(1)kw	16	8	5	7	9	13	13:45	Heftel	—
4.1	3.1	3.5	3.6	3.7	11	<b>KBGO-FM</b> Oldies	93.1 24kw	11	11	14	11	8	5	7:00	Jacor	KATZ
4.6	3.2	3.2	3.2	3.4	12	<b>KOMP-FM</b> Rock	92.3 25kw	14	10	8	9	10	14	8:15	Lotus	CHR
4.7	4.8	3.4	3.5	3.4	12	<b>KQOL-FM</b> Oldies	105.5 3.7kw	9	13	19	12	11	7	5:45	Centennial	ARP
4.7	5.1	3.9	4.1	3.3	14	<b>KFMS-FM</b> Country	101.9 100kw	12	—	11	13	16	12	7:30	Jacor	KATZ
5.0	3.6	4.1	3.4	3.2	15	<b>KEDG-FM</b> Alternative	103.5 100kw	10	3	4	10	13	21	5:30	Radiovision	ARP
3.6	1.9	1.4	1.5	2.1	16	<b>KDWN-AM</b> News/Talk	720 50kw	17	—	20	21	20	17	9:15	Radio Nevada	ROS
1.1	0.7	0.7	0.8	1.8	17	<b>KDOL-AM</b> Regional Mexican	1280 5(.5)kw	21	12	10	14	17	19	10:45	S&R Broadcasting	LOTUS
2.3	2.5	2.4	2.4	1.7	18	<b>KXPT-FM</b> Adult Alternative	97.1 24kw	15	—	13	16	15	16	5:30	Lotus	CHR
1.8	1.6	1.4	1.1	1.5	19	<b>KVBC-FM</b> News/Talk	105.1 50kw	19	—	22	19	19	15	6:45	Compass Com.	—
0.9	0.9	0.9	0.7	1.1	20	<b>KENO-AM</b> Sports	1460 10(1)kw	18	—	18	18	18	18	5:15	Lotus	LOTUS
1.3	1.1	1.5	1.1	1.1	20	<b>KNUU-AM</b> News/Talk	970 5(.5)kw	20	—	21	22	22	20	6:00	K-News Broadcasting	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 18.8	1 KMXB-FM	1 KLUC-FM	1 KMXB-FM	1 KSNE-FM	CBS 52.5%
OLDIES/CR 11.8	2 KLUC-FM	2 KMXB-FM	2 KKLZ-FM	2 KMZQ-FM	Jacor 36.8%
ALTERNATIVE 10.4	3 KXTE-FM	3 KXTE-FM	3 KKLUC-FM	3 KLUC-FM	Centennial 23.9%
NEWS/TALK 10.1	4 KEDG-FM	4 KSNE-FM	4 KXTE-FM	4 KMXB-FM	Lotus 16.8%
CHR 9.5	5 KLSQ-AM	5 KMZQ-FM	5 KOMP-FM	5 KWNR-FM	Apogee 12.3%
NOSTALGIA 8.8	6 KOMP-FM	6 KEDG-FM	6 KBGO-FM	6 KKLZ-FM	Radiovision 11.4%
COUNTRY 8.0	7 KKLZ-FM	7 KLSQ-AM	7 KLSQ-AM	7 KQOL-FM	Heftel 5.6%
SPANISH 5.7	8 KMZQ-FM	8 KFMS-FM	8 KMZQ-FM	8 KXTE-FM	Radio Nevada 4.4%
ROCK 3.4	9 KDOL-AM	9 KKLZ-FM	9 KWNR-FM	9 KLSQ-AM	Compass 4.2%
	10 KFMS-FM	10 KWNR-FM	10 KNXT-AM	10 KBGO-FM	K-News Br. 3.8%
					S&R Br. 3.4%



# #44 NASHVILLE



NASHVILLE

12+ POPULATION: 951,300 (Black: 14.7%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.9	15.6	13.8	12.5	13.7	1	<b>WSIX-FM</b> Country	97.9 100kw	1	6	1	1	1	1	10:45	Capstar	MCG
6.4	8.4	7.2	10.1	8.8	2	<b>WQKQ-FM</b> Urban	92.1 3kw	7	1	3	2	4	6	13:00	DDBC LLC	ARP
9.7	9.2	6.1	7.1	7.8	3	<b>WSM-FM</b> Country	95.5 100kw	3	5	6	5	3	3	8:45	Gaylord	CHR
4.7	4.8	5.0	6.7	5.9	4	<b>WKDF-FM</b> Alternative	103.3 100kw	5	3	2	4	9	14	7:15	Dick	KATZ
4.2	4.5	4.3	5.6	5.9	4	<b>WRMX-FM</b> Oldies	96.3 52kw	6	11	10	6	5	2	8:00	South Central	EAST
6.3	4.6	7.6	8.0	5.7	6	<b>WGFX-FM</b> Classic Hits	104.5 49kw	4	10	5	3	2	4	7:00	Dick	KATZ
6.4	4.9	7.6	6.0	5.1	7	<b>WRVW-FM</b> CHR/Pop	107.5 58kw	2	2	4	7	6	11	5:30	Capstar	MCG
5.7	4.6	4.6	3.7	4.3	8	<b>WJXA-FM</b> AC	92.9 97kw	8	—	9	8	7	5	7:00	South Central	EAST
2.9	3.9	4.0	2.3	4.0	9	<b>WJZC-FM</b> NAC/SJ	101.1 47kw	13	12	12	10	8	7	9:00	Capstar	BAN
4.4	3.7	2.8	4.1	4.0	9	<b>WSM-AM</b> Country	650 50kw	12	—	17	17	17	12	7:45	Gaylord	CHR
3.3	3.9	3.8	3.1	3.5	11	<b>WLAC-AM</b> News/Talk	1510 50kw	11	7	14	14	13	8	6:45	Capstar	BAN
4.5	4.2	3.7	3.8	3.5	11	<b>WWTN-FM</b> News/Talk	99.7 100kw	10	—	7	11	10	10	6:15	Gaylord	CHR
3.8	3.7	4.0	2.8	3.4	13	<b>WLAC-FM</b> <sup>1</sup> AC	105.9 100kw	9	8	8	9	11	9	5:45	Capstar	BAN
1.0	0.8	1.0	1.0	1.9	14	<b>WZPC-FM</b> Country	102.9 100kw	15	9	11	13	14	17	6:15	Cromwell Group	—
0.8	2.0	2.8	2.3	1.8	15	<b>WQZQ-FM</b> CHR/Pop	102.5 100kw	14	4	13	15	16	18	4:15	Cromwell Group	REG
2.2	1.6	1.0	1.4	1.8	16	<b>WRLT-FM</b> Adult Alternative	101.1 .2kw	16	—	16	12	12	13	6:30	Tuned In Br.	ROS
1.2	0.4	0.8	1.1	1.5	17	<b>WMDB-AM</b> Urban	880 2.5kw	18	—	15	16	15	15	6:00	Bobb	—
0.9	2.0	1.7	1.6	1.5	17	<b>WVOL-AM</b> Urban Oldies	1470 5(1)kw	17	—	20	18	18	16	8:45	DDBC LLC	ARP

<sup>1</sup> Switched to Classic Rock on February 2.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
<b>COUNTRY</b> 27.4	1 WGFX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	Capstar 55.1%
<b>URBAN</b> 11.8	2 WKDF-FM	2 WRVW-FM	2 WGFX-FM	2 WRVW-FM	Gaylord 34.2%
<b>OLDIES/CR</b> 11.6	3 WSIX-FM	3 WQKQ-FM	3 WWTN-FM	3 WQKQ-FM	Dick 28.5%
<b>AC</b> 7.7	4 WRVW-FM	4 WGFX-FM	4 WRVW-FM	4 WJXA-FM	South Central 24.5%
<b>ALTERNATIVE</b> 7.7	5 WQKQ-FM	5 WKDF-FM	5 WJZC-FM	5 WLAC-FM	DDBC LLC 15.1%
<b>NEWS/TALK</b> 7.0	6 WSM-FM	6 WLAC-FM	6 WKDF-FM	6 WSM-FM	Cromwell 14.1%
<b>CHR</b> 6.9	7 WWTN-FM	7 WSM-FM	7 WSM-FM	7 WGFX-FM	Tuned In 6.1%
<b>NAC/SJ</b> 4.0	8 WQZQ-FM	8 WQZQ-FM	8 WLAC-FM	8 WRMX-FM	Bobb 2.7%
	9 WLAC-FM	9 WRMX-FM	9 WRMX-FM	9 WJZC-FM	
	10 WJZC-FM	10 WRLG-FM	10 WQKQ-FM	10 WKDF-FM	

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12+ POPULATION: 945,700 (Black: 39.1%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING*	OWNER	NATIONAL REP FIRM
12.6	12.8	11.8	9.7	8.9	1	<b>WHRK-FM</b> Urban	97.1 100kw	1	1	1	1	6	10	8:15	Clear Channel	CCRS
7.1	7.9	8.4	7.0	7.2	2	<b>WRVR-FM</b> AC	104.5 100kw	3	18	13	4	1	1	8:45	Sinclair Com.	ARP
8.2	7.8	6.0	6.0	7.0	3	<b>WMC-FM</b> Hot AC	99.7 290kw	2	4	2	2	3	4	8:15	Raycom	MCG
6.9	5.7	8.8	6.9	6.7	4	<b>WDIA-AM</b> Urban Oldies	1070 50(5)kw	8	15	8	7	4	2	10:00	Clear Channel	CCRS
5.8	8.7	6.8	7.4	6.2	5	<b>KJMS-FM</b> Urban AC	101.1 100kw	4	5	3	3	2	3	8:15	Clear Channel	CCRS
4.4	6.6	5.9	6.3	5.8	6	<b>WLOK-AM</b> Urban AC	1340 1kw	10	8	14	11	8	7	9:00	Gilliam	UNI
6.5	6.1	5.5	5.2	5.4	7	<b>WGKX-FM</b> Country	105.9 100kw	7	12	10	8	9	5	8:00	Barnstable	KATZ
5.0	5.8	5.1	6.4	5.0	8	<b>WEGR-FM</b> Classic Rock	102.7 100kw	9	7	4	5	7	9	7:30	Clear Channel	CCRS
1.3	0.5	4.2	6.9	4.7	9	<b>KXHT-FM</b> <sup>1</sup> Urban	107.1 3kw	5	2	5	9	11	15	7:15	Flinn Br.	WRS
3.7	2.8	3.8	5.2	4.7	9	<b>WSRR-FM</b> Classic Hits	98.1 100kw	6	13	6	6	5	6	7:00	Barnstable	KATZ
3.9	4.8	4.2	4.4	3.8	11	<b>WOGY-FM</b> Country	94.1 50kw	11	9	11	10	10	8	7:30	Sinclair Com.	ARP
1.7	1.4	1.3	1.9	2.7	12	<b>WREC-AM</b> News/Talk	600 5kw	14	—	18	18	14	11	7:15	Clear Channel	CCRS
4.0	3.2	3.1	2.3	2.6	13	<b>WMC-AM</b> News/Talk	790 5kw	12	—	22	20	16	12	6:45	Raycom	MCG
1.7	2.0	2.4	1.8	2.5	14	<b>WMFS-FM</b> Rock	92.9 6kw	16	10	7	12	12	17	8:15	Belz	—
1.4	2.3	2.7	2.4	2.4	15	<b>WPLX-AM</b> Nostalgia	1170 1kw	22	—	—	26	23	18	13:30	Pollack	—
2.6	2.2	1.9	2.3	2.2	16	<b>WRXQ-FM</b> Alternative	95.7 6kw	13	6	9	13	17	22	5:30	Clear Channel	CCRS
0.0	0.0	0.0	0.0	2.1	17	<b>WKSL-FM</b> <sup>2</sup> CHR/Pop	107.5 3kw	15	3	12	14	19	21	5:30	Flinn Br.	—
1.9	1.9	1.7	1.4	1.5	18	<b>WCRV-AM</b> Religious	640 50(5)kw	17	—	21	19	18	13	6:15	Bott	—
0.7	0.7	0.5	0.5	1.3	19	<b>WHBQ-AM</b> Sports	560 5(1)kw	19	—	15	17	15	20	7:00	Flinn Br.	—
2.4	1.6	1.6	1.6	1.3	19	<b>WJCE-AM</b> Urban Oldies	680 10(5)kw	18	—	17	15	13	14	7:00	Sinclair Com.	ARP
0.0	0.7	0.6	1.1	1.2	21	<b>KWAM-AM</b> Gospel	990 10kw	20	—	16	16	20	19	8:30	Clear Channel	CCRS

<sup>1</sup> Was KANG-FM until July. <sup>2</sup> Was WJOI-FM (CHR/Rhy) until November.

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12+ POPULATION: 893,000 (Black: N/A; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.8	3.8	5.7	1	WKXW-FM Talk	101.5 19kw	1	18	8	4	2	1	6:15	Press Br.	MCG
4.8	4.4	5.6	2	WXRK-FM Alternative	92.3 6kw	2	3	1	1	1	8	7:45	CBS Radio	IRS
3.3	4.2	4.8	3	WWZY-FM Country	107.1 2.3kw	13	23	18	8	7	2	11:03	Big City	—
2.3	4.6	4.0	4	WCBS-FM Oldies	101.1 6.8kw	12	6	20	6	4	3	9:30	CBS Radio	CBS
3.7	3.7	3.9	5	WJLK-FM AC	94.3 3kw	8	11	4	3	5	7	8:00	Nassau Br.	KATZ
2.1	4.3	3.8	6	WLTW-FM AC	106.7 6kw	6	12	16	11	8	4	7:30	Chancellor Media	KATZ
4.8	3.8	3.8	6	WOBM-FM AC	92.7 1.4kw	11	—	17	7	6	5	8:30	Nassau Br.	KATZ
3.8	3.4	3.6	8	WFAN-AM Sports	660 50kw	4	16	11	10	9	6	6:30	CBS Radio	IRS
4.4	4.6	3.6	8	WPLJ-FM Hot AC	95.5 6.7kw	3	21	3	2	3	10	5:45	ABC Inc.	BAN
3.6	3.4	3.5	10	WOR-AM Talk	710 50kw	17	—	32	29	28	21	9:15	Buckley	MCG
3.1	2.2	3.4	11	WABC-AM Talk	770 50kw	16	—	26	18	15	9	8:30	ABC Inc.	KATZ
4.2	3.0	3.4	11	WCBS-AM News	880 50kw	5	—	31	23	20	12	6:30	CBS Radio	CBS
2.5	3.9	3.1	13	WRAT-FM Rock	95.9 4kw	15	5	2	5	10	24	7:45	Northern New Jersey	KATZ
1.4	2.1	2.6	14	WHTZ-FM CHR/Pop	100.3 6kw	7	1	7	16	21	27	5:15	Chancellor Media	CHR
3.9	3.0	2.6	14	WKTU-FM CHR/Rhythmic	103.5 5.4kw	9	7	5	9	11	14	5:30	Chancellor Media	EAST
0.1	0.3	2.4	16	WBBO-FM <sup>1</sup> CHR/Pop	98.5 6kw	18	2	9	15	19	25	6:15	Nassau Br.	KATZ
3.8	2.3	2.4	16	WOBM-AM AC	1160 5(8.9)kw	26	—	—	42	38	17	10:45	Nassau Br.	KATZ
3.3	3.7	2.4	16	WRDR-FM Nostalgia	104.9 10kw	20	—	37	44	44	29	8:45	Rodio Radio Inc.	—
1.1	1.7	2.1	19	WHTG-FM Alternative	106.3 3.9kw	24	9	6	12	13	16	8:30	WHTG Inc.	BAN
2.2	3.2	2.1	19	WNEW-FM Classic Rock	102.7 6kw	10	20	12	13	12	11	4:30	CBS Radio	G/W
0.5	1.1	2.0	21	WADB-AM Country	1310 2.5kw	30	—	—	31	22	19	12:15	Nassau Br.	KATZ
1.4	0.9	2.0	22	WQXR-FM Classical	96.3 7.8kw	25	—	—	40	35	22	8:15	New York Times	APR
3.2	2.9	1.9	23	WAXQ-FM Classic Rock	104.3 6kw	14	8	10	14	14	15	4:45	Chancellor Media	KATZ
2.5	2.8	1.5	24	WJRZ-FM Hot AC	100.1 1.6kw	19	17	28	19	18	18	4:15	Jersey Shore	CHR
1.1	1.7	1.5	25	WNSR-FM <sup>2</sup> Hot AC	105.1 6kw	21	13	13	17	16	20	5:45	Chancellor Media	SEN
2.8	2.8	1.5	25	WQHT-FM CHR/Rhythmic	97.1 6.7kw	23	4	14	22	32	35	6:15	Emmis	ARP
2.0	1.6	1.4	27	WQCD-FM NAC	101.9 6.2kw	22	—	30	20	17	13	5:30	Emmis	CHR
2.1	1.5	1.2	28	WRKS-FM Urban AC	98.7 7.8kw	28	22	15	21	24	32	6:30	Emmis	D&R

<sup>1</sup> Was WQNJ-FM and simulcasted WJLK-FM (Hot AC) until May. <sup>2</sup> Was WDBZ-FM until August; became WBIX-FM on January 21.

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12+ POPULATION: 1,180,000 (Black: N/A; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 20.1	1 KBER-FM	1 KBEE-FM	1 KRSP-FM	1 KSFI-FM	Jacor 56.7%
NEWS/TALK 14.6	2 KXRK-FM	2 KSFI-FM	2 KSL-AM	2 KODJ-FM	Citadel 45.3%
COUNTRY 14.0	3 KENZ-FM	3 KENZ-FM	3 KODJ-FM	3 KBEE-FM	Simmons 43.6%
OLDIES/CR 12.9	4 KURR-FM	4 KKAT-FM	4 KBER-FM	4 KUBL-FM	Bonneville 33.8%
ROCK 5.4	5 KFNZ-FM	5 KISN-FM	5 KSFI-FM	5 KISN-FM	KSOP Inc. 11.5%
CHR 5.3	6 KKAT-FM	6 KSOP-A/F	6 KFNZ-FM	6 KSL-AM	Trumper 10.5%
NOSTALGIA 4.7	7 KSFI-FM	7 KXRK-FM	7 KENZ-FM	7 KSOP-A/F	Capitol Br. 6.2%
ALTERNATIVE 4.4	8 KRSP-FM	8 KZHT-FM	8 KUBL-FM	8 KKAT-FM	Cargo Br. 3.3%
ADULT ALT. 3.9	9 KZHT-FM	9 KUBL-FM	9 KSOP-A/F	9 KALL-AM	First National 3.2%
NAC/SJ 2.6	10 KSL-AM	10 KQMB-FM	10 KALL-AM	10 KENZ-FM	

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12+ POPULATION: 945,700 (Black: 39.1%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 33.6	1 WHRK-FM	1 WHRK-FM	1 WEGR-FM	1 WRVR-FM	Clear Channel 55.8%
AC 14.2	2 WEGR-FM	2 WMC-FM	2 KJMS-FM	2 WMC-FM	Sinclair Com. 28.8%
OLDIES/CR 9.7	3 KXHT-FM	3 KJMS-FM	3 WDIA-AM	3 KJMS-FM	Raycom 24.8%
COUNTRY 9.2	4 WMFS-FM	4 WRVR-FM	4 WRVR-FM	4 WDIA-AM	Barnstable 24.7%
NEWS/TALK 6.6	5 WRXQ-FM	5 WDIA-AM	5 WSRR-FM	5 WLOK-AM	Flinn 22.7%
RELIGIOUS 2.7	6 KJMS-FM	6 KXHT-FM	6 WHRK-FM	6 WHRK-FM	Gilliam 13.4%
ROCK 2.5	7 WSRR-FM	7 WSRR-FM	7 WGKX-FM	7 WOGY-FM	Belz 6.4%
NOSTALGIA 2.4	8 WGKX-FM	8 WEGR-FM	8 WMC-FM	8 WSRR-FM	Bott 5.1%
ALTERNATIVE 2.2	9 WHBQ-AM	9 WLOK-AM	9 WJCE-AM	9 WEGR-FM	Bountiful Bless. 2.9%
CHR 2.1	10 WMC-FM	10 WOGY-FM	10 WMFS-FM	10 WGKX-FM	Pollack 2.0%

12+ POPULATION: 893,000 (Black: N/A; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 20.5	1 WXRK-FM	1 WPLJ-FM	1 WXRK-FM	1 WJLK-FM	CBS 46.5%
NEWS/TALK 19.6	2 WRAT-FM	2 WJLK-FM	2 WFAN-AM	2 WPLJ-FM	Chancellor 33.4%
CHR 9.1	3 WFAN-AM	3 WKTU-FM	3 WCBS-FM	3 WKXW-FM	Nassau Br. 29.4%
OLDIES/CR 8.0	4 WJLK-FM	4 WXRK-FM	4 WRAT-FM	4 WWZY-FM	ABC 21.2%
ALTERNATIVE 7.7	5 WPLJ-FM	5 WNSR-FM	5 WKXW-FM	5 WOBN-FM	Press Br. 18.2%
COUNTRY 6.8	6 WHTG-FM	6 WRAT-FM	6 WNEW-FM	6 WLTW-FM	Emmis 12.4%
ROCK 3.1	7 WKTU-FM	7 WHTZ-FM	7 WPLJ-FM	7 WCBS-FM	Big City 8.6%
NOSTALGIA 2.4	8 WRKS-FM	8 WKXW-FM	8 WABC-AM	8 WKTU-FM	No. New Jersey 8.3%
CLASSICAL 2.0	9 WAXQ-FM	9 WBBO-FM	9 WJLK-FM	9 WNSR-FM	Buckley 7.9%
NAC/SJ 1.4	10 WHTZ-FM	10 WHTG-FM	10 WLTW-FM	10 3WXRK-FM	Jersey Shore 7.3%
URBAN 1.2					NY Times 5.9%
					Rodio Radio 5.7%
					WHTG Inc. 4.9%



12+ POPULATION: 898,400 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.8	10.2	10.7	11.0	11.9	1	WHAM-AM News/Talk	1180 50kw	1	9	9	6	3	2	9:00	Jacor	MCG
10.6	9.7	12.0	10.5	11.5	2	WBEE-FM Country	92.5 50kw	3	5	5	1	1	1	11:00	Entercom	KATZ
7.9	8.4	7.4	6.8	7.6	3	WRMM-FM AC	101.3 27kw	4	6	7	5	2	3	7:30	CBS Radio	ARP
7.9	8.2	7.9	8.9	6.6	4	WPXY-FM CHR/Pop	97.9 50kw	2	1	3	4	5	7	8:00	CBS Radio	EAST
6.7	7.1	6.7	5.8	6.5	5	WCMF-FM Rock	96.5 50kw	6	8	4	2	4	5	7:15	CBS Radio	CHR
5.5	5.2	5.1	5.5	6.5	6	WNVE-FM Alternative	95.1 12kw	5	2	1	3	8	12	5:30	Jacor	D&R
0.0	0.0	3.2	4.7	4.8	7	WZNE-FM Hot AC	94.1 3.1kw	7	4	2	7	9	14	6:00	CBS Radio	—
5.0	5.5	4.2	4.3	4.6	8	WKLX-FM Oldies	98.9 37kw	8	10	12	10	6	4	6:00	Entercom	KATZ
5.0	5.8	5.0	5.7	4.5	9	WDKX-FM Urban	103.9 .8kw	11	3	6	8	11	8	10:15	Monroe	ARP
6.0	5.5	4.5	4.9	4.5	9	WVOR-FM AC	100.5 50kw	9	7	10	9	7	6	6:30	Jacor	MCG
2.8	2.4	3.1	3.0	3.3	11	WBBF-AM Nostalgia	950 1kw	13	—	19	16	13	11	10:15	Entercom	KATZ
2.9	3.3	2.4	2.5	2.9	12	WMAX/WMHX <sup>1</sup> Adult Alternative	106.7/102.3 3.5kw/3.4kw	10	14	8	11	10	10	6:30	Jacor	ARP
2.4	3.1	2.9	1.9	2.3	13	WQRV-FM Classic Rock	93.3 4kw	12	12	11	12	12	9	5:15	Entercom	KATZ
1.0	0.9	0.8	1.1	1.2	14	WHTK-AM Talk	1280 5kw	14	—	13	13	15	15	4:30	Jacor	—
1.1	1.1	0.9	0.9	1.1	15	WJZR-FM NAC/SJ	105.9 3kw	15	—	22	14	14	13	5:45	North Coast Radio	—

<sup>1</sup> Switched to AC in February.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 16.9	1 WNVE-FM	1 WPXY-FM	1 WCMF-FM	1 WBEE-FM	Jacor 54.2%
NEWS/TALK 13.1	2 WCMF-FM	2 WBEE-FM	2 WHAM-AM	2 WRMM-FM	CBS 47.5%
COUNTRY 11.5	3 WZNE-FM	3 WZNE-FM	3 WBEE-FM	3 WVOR-FM	Entercom 43.3%
OLDIES/CR 6.9	4 WPXY-FM	4 WDKX-FM	4 WNVE-FM	4 WPXY-FM	Monroe 8.6%
CHR 6.6	5 WBEE-FM	5 WRMM-FM	5 WRMM-FM	5 WKLX-FM	North Coast 3.6%
ALTERNATIVE 6.5	6 WDKX-FM	6 WNVE-FM	6 WZNE-FM	6 WHAM-AM	
ROCK 6.5	7 WHAM-AM	7 WVOR-FM	7 WKLX-FM	7 WDKX-FM	
URBAN 4.5	8 WMAX-FM	8 WMAX-FM	8 WMAX-FM	8 WZNE-FM	
NOSTALGIA 3.3	9 WQRV-FM	9 WCMF-FM	9 WPXY-FM	9 WCMF-FM	
ADULT ALT. 2.9	10 WHTK-AM	10 WHAM-AM	10 WQRV-FM	10 WMAX-FM	
NAC/SJ 1.1					

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12+ POPULATION: 896,300 (Black: 23.1%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.5	9.3	9.4	7.6	9.2	1	<b>WQOK-FM</b> Urban	97.5 100kw	3	1	1	1	1	7	10:00	Clear Channel	CCRS
8.0	8.6	7.8	8.4	7.3	2	<b>WDCG-FM</b> CHR/Pop	105.1 100kw	1	3	2	2	2	10	5:45	Capstar	ARP
7.2	7.4	6.3	6.3	6.6	3	<b>WRAL-FM</b> Hot AC	101.5 96kw	2	4	4	3	4	3	5:30	Capitol Br. Co.	KATZ
6.1	6.3	6.3	6.6	5.6	4	<b>WPTF-AM</b> News/Talk	680 50kw	7	—	15	11	11	5	7:45	Curtis Media	MCG
6.2	6.0	5.7	4.8	5.5	5	<b>WQDR-FM</b> Country	94.7 99kw	8	8	6	7	8	2	8:00	Curtis Media	MCG
5.8	6.9	7.1	6.0	5.3	6	<b>WRDU-FM</b> Classic Rock	106.1 100kw	4	10	3	4	3	9	6:00	Capstar	ARP
5.8	5.6	5.3	5.5	5.2	7	<b>WKIX-FM</b> Country	96.1 100kw	9	5	5	5	7	6	7:30	Alchemy	MCG
5.2	5.5	6.3	5.3	5.0	8	<b>WTRG-FM</b> Oldies	100.7 100kw	5	11	12	9	6	1	6:00	Capstar	ARP
6.1	4.8	4.7	7.1	4.8	9	<b>WFXC/WFXK</b> Urban AC	107.1/104.3 2.6kw/100kw	10	7	9	6	5	4	8:30	Pinnacle	EAST
3.2	3.8	4.2	4.4	4.3	10	<b>WRSN-FM</b> AC	93.9 100kw	6	6	7	8	9	8	5:45	Capstar	ARP
2.5	2.5	2.2	1.8	3.1	11	<b>WZZU-FM</b> Classic Hits	103.9 7.9kw	11	12	8	10	10	11	7:30	Clear Channel	CCRS
1.8	1.8	2.9	2.5	2.4	12	<b>WJMH-FM</b> CHR/Rhythmic	102.1 100kw	12	2	10	12	12	22	7:15	Max Media	D&R
1.2	1.1	1.2	1.1	1.2	13	<b>WKTC-FM</b> Country	96.9 100kw	15	—	18	15	14	13	7:00	Curtis Media	D&R
1.9	0.9	1.3	1.3	1.2	13	<b>WPCM-FM</b> Country	101.1 100kw	14	—	14	16	15	12	5:45	Curtis Media	MCG
1.2	0.8	0.9	0.7	1.1	15	<b>WSRC-AM</b> Religious	1410 5kw	21	—	24	24	22	16	9:45	Willis	SAV
0.6	0.7	0.8	0.7	1.0	16	<b>WRCQ-FM</b> Rock	103.5 48kw	13	9	11	13	17	22	4:45	Kinectic	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
<b>URBAN</b> ██████████ 14.0	1 WRDU-FM	1 WQOK-FM	1 WRDU-FM	1 WRAL-FM	Capstar ██████████ 47.0%
<b>OLDIES/CR</b> ██████████ 13.4	2 WDCG-FM	2 WDCG-FM	2 WQOK-FM	2 WQOK-FM	Curtis Media ██████████ 28.3%
<b>COUNTRY</b> ██████████ 13.1	3 WQOK-FM	3 WRAL-FM	3 WDCG-FM	3 WDCG-FM	Clear Channel ██████████ 23.7%
<b>AC</b> ██████████ 10.9	4 WQDR-FM	4 WKIX-FM	4 WQDR-FM	4 WKIX-FM	Capitol Br. ██████████ 22.8%
<b>CHR</b> ██████████ 9.7	5 WKIX-FM	5 WRSN-FM	5 WTRG-FM	5 WRSN-FM	Alchemy ██████████ 12.9%
<b>NEWS/TALK</b> ██████████ 5.6	6 WZZU-FM	6 WRDU-FM	6 WRAL-FM	6 WTRG-FM	Pinnacle ██████████ 10.9%
<b>RELIGIOUS</b> ██████████ 1.1	7 WRAL-FM	7 WFXC-FM	7 WFXC-FM	7 WFXC-FM	Max Media ██████████ 6.2%
<b>ROCK</b> ██████████ 1.0	8 WJMH-FM	8 WQDR-FM	8 WKIX-FM	8 WQDR-FM	Kinectic ██████████ 4.2%
	9 WRCQ-FM	9 WZZU-FM	9 WPTF-AM	9 WZZU-FM	Willis ██████████ 2.2%
	10 WTRG-FM	10 WJMH-FM	10 WRSN-FM	10 WPTF-AM	Santa Augustine ██████████ 1.4%

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12+ POPULATION: 879,600 (Black: 11.9%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.3	8.5	7.8	8.0	9.2	1	WEAT-FM AC	104.3 100kw	1	6	1	1	1	1	10:15	CBS Radio	KATZ
7.1	7.0	5.7	7.0	6.8	2	WIRK-FM Country	107.9 100kw	3	4	5	3	3	3	11:00	CBS Radio	KATZ
7.4	5.8	6.9	6.5	6.5	3	WRMF-FM AC	97.9 100kw	2	11	4	2	2	2	9:00	Fairbanks	APR
3.7	3.6	4.7	4.9	5.6	4	WJBW-FM Nostalgia	99.5 3kw	7	—	33	35	31	14	11:45	Goldsmith	ROS
2.5	2.7	3.7	2.6	4.4	5	WEDR-FM Urban	99.1 100kw	8	2	2	4	4	10	10:00	Chancellor Media	MCG
4.2	3.9	4.0	3.9	4.4	5	WJNO-AM <sup>1</sup> News/Talk	1040 10(1)kw	5	—	18	13	8	4	7:45	Fairbanks	ARP
5.4	4.3	4.4	4.1	3.8	7	WPBZ-FM Alternative	103.1 50kw	6	1	3	5	10	26	7:00	Palm Beach Radio	CHR
3.3	3.2	3.5	2.9	3.3	8	WBZT-AM News/Talk	1290 5kw	12	—	27	17	15	6	9:00	Clear Channel	KATZ
0.0	1.1	3.2	3.0	2.8	9	WMBX-FM Hot AC	102.3 13kw	4	5	6	7	6	15	5:00	CBS Radio	KATZ
4.2	4.4	3.2	3.5	2.6	10	WKGR-FM Classic Rock	98.7 100kw	10	13	8	6	5	7	6:00	Clear Channel	CCRS
9.0	6.7	3.9	3.5	2.4	11	WRLX-FM AC	92.1 7.2kw	9	—	34	26	24	12	5:30	Fairbanks	ARP
1.0	1.8	1.2	1.3	2.2	12	WZZR-FM Rock	92.7 50kw	25	—	11	8	7	8	9:30	Commodore Media	EAST
1.9	2.3	2.3	3.1	2.0	13	WOLL-FM Oldies	94.3 6kw	14	16	19	10	9	5	6:15	Clear Channel	ARP
2.7	2.3	2.9	2.8	2.0	13	WPOW-FM CHR/Rhythmic	96.5 100kw	13	3	7	14	22	35	5:45	Beasley	D&R
1.7	1.1	2.0	1.5	1.9	15	WBGG-FM Classic Hits	105.9 100kw	21	—	10	9	11	17	7:00	Clear Channel	CCRS
2.0	1.7	2.0	1.4	1.9	15	WCLB-FM <sup>2</sup> Country	95.5 100kw	11	7	12	11	14	18	5:15	Fairbanks	MCG
1.0	2.5	2.0	1.8	1.9	15	WHQT-FM Urban AC	105.1 100kw	16	8	13	12	12	13	6:00	Cox	CHR
1.5	1.8	2.0	2.4	1.9	15	WTMI-FM Classical	93.1 100kw	15	—	26	28	28	24	6:00	Marlin	ARP
0.6	2.5	2.0	2.2	1.7	19	WJNA-AM <sup>1</sup> Nostalgia	1230 1kw	22	—	—	36	34	29	6:30	Fairbanks	ARP
2.3	1.9	2.0	2.5	1.7	19	WLVE-FM NAC/SJ	93.9 100kw	24	—	24	19	16	11	7:15	Clear Channel	EAST
1.6	1.8	1.2	1.2	1.6	21	WZTA-FM Rock	94.9 100kw	23	12	9	15	13	27	6:30	Clear Channel	KATZ
1.9	1.8	2.2	1.8	1.5	22	WMXJ-FM Oldies	102.7 100kw	19	15	28	21	18	9	5:15	Jefferson-Pilot	CBS
1.0	0.9	1.4	1.1	1.5	22	WPOM-AM Urban	1600 5(2.5)kw	31	10	20	22	20	16	9:45	WPOM Radio	ROS
1.7	1.5	1.0	1.2	1.4	24	WDBF-AM Nostalgia	1420 5(5)kw	30	—	—	37	37	33	7:45	Mitchell Rubenstein	—
0.3	0.7	0.6	0.9	1.3	25	WFLC-FM AC	97.3 100kw	26	—	14	16	17	20	6:00	Cox	CHR
1.3	1.1	1.4	1.2	1.3	25	WLYF-FM AC	101.5 100kw	28	—	15	20	19	23	6:15	Jefferson-Pilot	CBS
1.5	1.1	1.8	1.5	1.2	27	WEAT-AM News	850 5(1)kw	18	—	30	34	30	25	4:00	Clear Channel	KATZ
1.3	1.4	1.1	1.3	1.2	27	WHYI-FM CHR/Pop	100.7 100kw	20	9	16	18	21	28	4:00	Clear Channel	CCRS

<sup>1</sup> In September WJNA-AM moved to 1230 kHz (1 kw) and WJNO-AM went to 1040 kHz (25kw). <sup>2</sup> Changed calls to WXFG-FM in February.

12+ POPULATION: 879,600 (Black: 11.9%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.5	1.1	1.2	1.4	1.2	27	27	WKIS-FM Country	99.9 100kw	27	14	22	25	25	22	5:30	Beasley	D&R
1.3	0.8	1.2	0.9	1.2	27	29	WQAM-AM Sports	560 5(1)kw	—	23	23	23	19	19	6:00	Beasley	D&R

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 23.5	1 WPBZ-FM	1 WEAT-FM	1 WRMF-FM	1 WEAT-FM	CBS 38.6%
NEWS/TALK 10.1	2 WEDR-FM	2 WRMF-FM	2 WEAT-FM	2 WRMF-FM	Fairbanks 38.4%
NOSTALGIA 10.0	3 WEAT-FM	3 WEDR-FM	3 WEDR-FM	3 WIRK-FM	Clear Channel 31.9%
COUNTRY 9.9	4 WKGR-FM	4 WIRK-FM	4 WKGR-FM	4 WEDR-FM	Chancellor 26.7%
OLDIES/CR 8.0	5 WMBX-FM	5 WMBX-FM	5 WIRK-FM	5 WMBX-FM	Beasley 15.3%
URBAN 7.8	6 WIRK-FM	6 WPBZ-FM	6 WZZR-FM	6 WJNO-AM	Cox 13.0%
ALTERNATIVE 3.8	7 WZTA-FM	7 WPOW-FM	7 WPBZ-FM	7 WOLL-FM	Palm Beach Radio 11.0%
ROCK 3.8	8 WPOW-FM	8 WBGG-FM	8 WBGG-FM	8 WKGR-FM	Goldsmith 9.9%
CHR 3.2	9 WZZR-FM	9 WCLB-FM	9 WOLL-FM	9 WPOM-AM	Jefferson-Pilot 9.6%
CLASSICAL 1.9	10 WRMF-FM	10 WHYI-FM	10 WZTA-FM	10 WCLB-FM	Marlin 6.6%
NAC/SJ 1.7					Commodore Media 4.7%
					Michael Rubenstein 3.8%
					WPOM Radio 3.3%

WEST PALM BEACH

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12+ POPULATION: 876,700 (Black: N/A; Hispanic: 21.9%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.8	12.2	11.1	10.2	9.9	1	1	<b>KASE-FM</b> Country	100.7 100kw	2	3	3	2	1	1	9:00	Capstar	KATZ
9.8	9.5	8.8	9.8	9.9	1	1	<b>KHFI-FM</b> CHR/Pop	96.7 100kw	1	1	1	1	2	7	7:15	Clear Channel	CCRS
5.4	5.7	5.7	5.8	7.2	3	3	<b>KVET-FM</b> Country	98.1 100kw	5	12	8	6	3	2	8:45	Capstar	KATZ
5.3	5.1	6.3	6.4	6.7	4	4	<b>KLBJ-FM</b> Rock	93.7 97kw	3	5	2	3	4	8	7:15	LBJ-S Br.	BAN
7.0	8.5	6.2	6.3	6.4	5	5	<b>KKMJ-FM</b> AC	95.5 100kw	7	8	5	5	5	5	7:45	CBS Radio	ARP
3.7	3.8	4.8	5.2	5.2	6	6	<b>KAMX-FM</b> Hot AC	94.7 100kw	4	4	4	4	6	11	5:30	CBS Radio	EAST
5.0	4.8	4.7	4.6	4.9	7	7	<b>KLBJ-AM</b> News/Talk	590 5(1)kw	9	14	15	11	10	4	6:30	LBJ-S Br.	EAST
5.3	4.4	5.3	4.5	4.2	8	8	<b>KEYI-FM</b> Oldies	103.5 100kw	10	10	13	10	7	3	6:00	Clear Channel	CCRS
2.2	4.2	3.4	4.6	4.2	8	8	<b>KROX-FM</b> Alternative	101.5 100kw	6	2	6	9	12	15	5:00	LBJ-S Br.	MCG
4.3	5.0	5.3	5.1	3.9	10	10	<b>KPEZ-FM</b> Classic Rock	102.3 20kw	8	6	7	8	9	9	4:45	Clear Channel	CCRS
3.6	3.8	3.9	2.9	3.6	11	11	<b>KGSR-FM</b> Adult Alternative	107.1 39kw	11	—	9	7	8	6	6:30	LBJ-S Br.	ARP
3.0	2.5	2.4	2.5	2.6	12	12	<b>KAJZ-FM</b> NAC/SJ	93.3 100kw	12	—	12	12	11	10	6:15	LBJ-S Br.	—
2.4	2.1	2.2	1.4	1.8	13	13	<b>KVET-AM</b> News/Talk	1300 5(1)kw	13	—	16	16	16	12	4:45	Capstar	KATZ
1.1	0.9	1.6	1.5	1.7	14	14	<b>KELG-AM</b> Tejano Oldies	1440 .5kw	19	9	11	14	13	16	12:30	Dynamic Radio Br.	CAB
1.4	1.5	2.0	1.6	1.7	14	14	<b>KJCE-AM</b> Urban Oldies	1370 5(.5)kw	17	11	14	15	14	13	9:45	CBS Radio	ARP
2.7	1.1	1.3	1.9	1.7	14	14	<b>KJFK-FM</b> News/Talk	98.9 18.5kw	14	—	10	13	15	17	7:00	Shamrock Com.	D&R
1.0	0.8	0.8	1.3	1.1	17	17	<b>KIXL-AM</b> Religious	970 1kw	16	—	22	19	19	14	6:30	Intimate Life Ministries	REP

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<b>COUNTRY</b> ██████████ 17.1 <b>AC</b> ██████████ 11.6 <b>CHR</b> ██████████ 9.9 <b>NEWS/TALK</b> ██████████ 8.4 <b>OLDIES/CR</b> ██████████ 8.1 <b>ROCK</b> ██████████ 6.7 <b>ALTERNATIVE</b> ██████████ 4.2 <b>ADULT ALT.</b> ██████████ 3.6 <b>NAC/SJ</b> ██████████ 2.6 <b>SPANISH</b> ██████████ 1.7 <b>URBAN</b> ██████████ 1.7 <b>RELIGIOUS</b> ██████████ 1.1	<b>Men 18-34</b> 1 KLBJ-FM 2 KHFI-FM 3 KROX-FM 4 KAMX-FM 5 KASE-FM 6 KPEZ-FM 7 KJFK-FM 8 KKMJ-FM 9 KVET-FM 10 KGSR-FM	<b>Women 18-34</b> 1 KHFI-FM 2 KASE-FM 3 KAMX-FM 4 KKMJ-FM 5 KLBJ-FM 6 KROX-FM 7 KVET-FM 8 KGSR-FM 9 KEYI-FM 10 KPEZ-FM	<b>Men 25-54</b> 1 KLBJ-FM 2 KVET-FM 3 KASE-FM 4 KPEZ-FM 5 KLBJ-AM 6 KHFI-FM 7 KAMX-FM 8 KGSR-FM 9 KAJZ-FM 10 KROX-FM	<b>Women 25-54</b> 1 KASE-FM 2 KHFI-FM 3 KKMJ-FM 4 KAMX-FM 5 KEYI-FM 6 KVET-FM 7 KGSR-FM 8 KLBJ-FM 9 KLBJ-AM 10 KPEZ-FM	<b>Clear Channel</b> ██████████ 43.3% <b>LBJ-S Br.</b> ██████████ 40.7% <b>Capstar</b> ██████████ 34.2% <b>CBS</b> ██████████ 31.9% <b>Dynamic Radio</b> ██████████ 6.3% <b>Shamrock Com.</b> ██████████ 4.8%

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12+ POPULATION: 861,300 (Black: 20.4%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.0	7.9	8.6	8.7	9.4	1	WFYV-FM Rock	104.5 100kw	2	5	1	1	1	3	10:45	Capstar	CHR
6.8	8.2	8.1	7.8	7.7	2	WAPE-FM CHR/Pop	95.1 100kw	1	2	2	2	2	7	7:15	Capstar	D&R
8.5	9.4	8.6	9.2	7.2	3	WQIK-FM Country	99.1 100kw	3	8	7	4	5	2	8:30	Jacor	EAST
6.4	5.6	6.2	6.0	6.4	4	WKQL-FM Oldies	96.9 100kw	4	10	15	7	3	1	7:30	Capstar	MCG
4.3	5.7	6.0	4.9	6.1	5	WSOL-FM Urban AC	101.5 100kw	8	6	3	3	4	6	9:45	Jacor	EAST
6.6	7.0	7.3	6.8	5.9	6	WEJZ-FM AC	96.1 100kw	5	9	8	6	6	4	7:30	Renda	KATZ
5.5	7.0	6.9	5.5	5.8	7	WROO-FM Country	107.3 100kw	7	4	6	5	7	5	8:45	Clear Channel	CCRS
6.8	5.8	6.4	5.7	5.3	8	WJBT-FM CHR/Rhythmic	92.7 6kw	6	1	4	8	11	17	8:00	Jacor	ROS
5.9	4.0	3.5	4.2	3.9	9	WOKV-AM News/Talk	690 50(10)kw	10	—	14	12	9	8	7:45	Capstar	MCG
4.0	4.1	5.2	4.5	3.8	10	WPLA-FM Alternative	93.3 50kw	9	3	5	10	13	19	6:00	Clear Channel	CCRS

JACKSONVILLE

12+ POPULATION: 856,600 (Black: 11.8%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
15.2	15.4	13.9	13.9	14.1	1	WAMZ-FM Country	97.5 100kw	1	3	1	1	1	1	10:00	Clear Channel	CCRS
16.5	14.4	12.1	11.6	12.2	2	WHAS-AM Full Service	840 50kw	2	—	10	6	2	2	9:45	Clear Channel	CCRS
7.7	8.0	8.1	7.0	7.6	3	WGZB-FM Urban	96.5 3kw	4	2	2	2	6	7	10:45	Blue Chip	MCG
6.6	7.4	7.5	6.5	6.9	4	WDJX-FM CHR/Pop	99.7 24kw	3	1	3	3	8	8	6:15	Jacor	EAST
3.8	5.4	6.0	6.4	6.8	5	WVEZ-FM AC	106.9 24.5kw	5	9	4	4	3	4	9:45	Jacor	EAST
5.0	3.7	4.9	4.7	5.3	6	WRKA-FM Oldies	103.1 6kw	6	8	11	8	5	3	7:45	Cox	CHR
2.7	3.2	4.7	4.1	4.8	7	WQMF-FM Rock	95.7 29.5kw	8	7	9	5	4	5	7:15	Clear Channel	CCRS
5.0	4.1	4.4	4.0	4.1	8	WSFR-FM Oldies	107.7 8.2kw	7	11	8	7	7	6	6:00	Jacor	EAST
2.3	2.8	2.4	2.9	3.4	9	WHKW-FM Country	98.9 50kw	11	6	7	9	9	10	7:00	Clear Channel	CCRS
1.7	2.1	2.3	4.4	3.2	10	WLRS-FM Alternative	102.3 4.3kw	10	4	6	11	13	20	6:15	Jacor	EAST

LOUISVILLE



# #53

# OKLAHOMA CITY



OKLAHOMA CITY

12+ POPULATION: 849,900 (Black: 9.9%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.9	15.0	12.7	13.6	11.1	1	KXXY-FM Country	96.1 98kw	3	6	7	4	1	2	9:00	Clear Channel	CCRS
7.2	9.4	9.2	10.2	10.3	2	KJYO-FM CHR/Pop	102.7 100kw	1	1	1	1	5	7	8:00	Clear Channel	CCRS
8.3	11.3	9.9	10.6	9.9	3	KOMA-A/F Oldies	1520/92.5 50kw/100kw	2	9	11	7	3	1	7:45	Diamond	—
6.9	7.1	6.8	8.1	8.5	4	KTST-FM Country	101.9 100kw	4	5	6	3	4	3	9:00	Clear Channel	CCRS
5.7	6.2	8.4	6.5	7.2	5	KATT-FM Rock	100.5 97kw	7	2	2	5	7	9	8:45	Caribou	BAN
6.1	6.0	4.8	5.0	7.2	5	KRXO-FM Classic Rock	107.7 100kw	5	10	4	2	2	4	8:15	Diamond	—
7.6	5.9	7.8	6.3	7.1	7	KMGL-FM AC	104.1 100kw	6	7	5	6	6	5	8:30	Renda	EAST
6.4	5.9	7.1	6.9	5.6	8	KTOK-AM News/Talk	1000 5kw	9	—	13	12	10	6	8:00	Clear Channel	CCRS
3.0	3.0	4.7	4.1	5.0	9	KYIS-FM Hot AC	98.9 100kw	8	8	3	8	8	11	6:45	Caribou	D&R
5.4	5.3	5.3	4.4	3.8	10	KVSP-AM Urban	1140 1kw	11	4	8	10	11	12	8:15	Perry	—

# #54

# DAYTON



DAYTON

12+ POPULATION: 819,900 (Black: 13.1%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.1	11.3	12.8	13.2	13.6	1	WHKO-FM Country	99.1 50kw	1	5	2	1	1	1	10:00	Cox	D&R
7.3	8.6	9.1	8.9	8.7	2	WMMX-FM Hot AC	107.7 50kw	2	6	3	2	2	2	8:45	Jacor	EAST
4.8	7.6	5.0	5.1	6.5	3	WROU-FM Urban	92.1 .89kw	9	3	5	4	5	5	11:30	Hawes-Southern	ARP
6.9	6.3	7.0	7.0	6.5	3	WTUE-FM Rock	104.7 50kw	5	7	1	3	3	9	9:00	Jacor	EAST
4.9	6.7	7.0	5.9	6.3	5	WLQT-FM AC	99.9 50kw	4	9	9	5	4	3	8:15	Jacor	EAST
6.1	6.3	5.8	5.3	5.3	6	WHIO-AM Talk	1290 5kw	8	—	10	9	7	4	8:00	Cox	D&R
6.3	4.5	5.6	5.2	4.6	7	WGTZ-FM CHR/Pop	92.9 40kw	3	1	6	8	9	15	5:00	Clear Channel	MCG
4.1	3.5	3.3	4.0	4.5	8	WONE-AM Nostalgia	980 5kw	12	—	—	20	17	8	11:00	Jacor	EAST
3.8	3.5	3.9	3.3	4.5	9	WXEG-FM Alternative	103.9 1.15kw	7	4	4	7	8	16	6:30	Jacor	EAST
5.0	4.2	4.7	4.3	3.9	10	WING-FM Classic Rock	102.9 50kw	6	10	8	6	6	10	5:45	Clear Channel	MCG

12+ POPULATION: 806,200 (Black: 25.8%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.9	11.6	11.9	12.3	12.2	1	<b>WZZK-FM</b> Country	104.7 99kw	1	4	5	3	1	1	8:00	Cox	KATZ
6.9	6.9	8.2	5.1	7.6	2	<b>WMJJ-FM</b> AC	96.5 100kw	3	11	4	1	2	2	9:15	Capstar	EAST
7.6	7.1	6.1	5.4	6.3	3	<b>WZRR-FM</b> Classic Rock	99.5 100kw	4	6	2	2	3	9	8:00	Dick	CHR
7.4	7.7	8.5	8.3	6.2	4	<b>WBHJ-FM</b> CHR/Rhythmic	95.7 100kw	9	1	3	5	9	18	9:30	Cox	MCG
3.3	3.9	4.5	3.5	6.0	5	<b>WRAX-FM</b> Alternative	107.7 100kw	5	2	1	4	7	17	8:30	Dick	CHR
6.5	5.7	4.9	5.4	5.6	6	<b>WERC-AM</b> News/Talk	960 5kw	7	16	10	10	8	5	8:30	Capstar	EAST
3.5	3.4	4.4	3.9	5.1	7	<b>WAGG-AM</b> Religious	1320 5kw	14	7	17	13	12	6	11:45	Cox	D&R
6.6	6.3	7.1	5.5	5.1	7	<b>WBHK-FM</b> Urban AC	98.7 31kw	10	9	8	6	4	4	10:00	Cox	MCG
4.8	5.7	3.8	6.5	5.0	9	<b>WODL-FM</b> Oldies	106.9 99kw	2	12	12	9	6	3	6:00	Cox	KATZ
4.6	6.1	4.7	6.0	5.0	9	<b>WYSF-FM</b> AC	94.5 98kw	6	14	6	7	5	7	7:00	Dick	CHR

BIRMINGHAM

12+ POPULATION: 787,200 (Black: 29.0%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.2	10.4	12.9	10.8	10.3	1	<b>WKHK-FM</b> Country	95.3 13kw	3	5	4	3	2	2	10:45	Capstar	MCG
10.6	9.9	10.7	11.0	9.8	2	<b>WCDX-FM</b> Urban	92.1 4.5kw	5	1	1	1	3	6	11:15	Sinclair Com.	ARP
8.4	9.7	8.0	9.7	9.4	3	<b>WTVR-FM</b> AC	98.1 50kw	1	9	5	2	1	1	9:00	Clear Channel	CCRS
8.7	9.4	7.6	7.6	8.3	4	<b>WRVA-AM</b> Full Service	1140 50kw	4	13	14	13	12	3	8:45	Clear Channel	CCRS
6.3	4.8	4.7	5.0	6.4	5	<b>WPLZ-FM</b> Urban	99.3 6kw	7	4	7	4	4	5	9:15	Sinclair Com.	ARP
5.3	6.2	5.7	6.7	6.0	6	<b>WRVQ-FM</b> CHR/Pop	94.5 200kw	2	2	2	5	6	11	6:15	Clear Channel	CCRS
5.8	5.3	3.8	4.2	4.6	7	<b>WSMJ-FM</b> NAC/SJ	101.1 2kw	11	—	11	10	5	4	8:30	Old Dominion	ARP
4.5	3.8	3.3	3.1	4.4	8	<b>WBZU-FM</b> Alternative	106.5 7.6kw	8	3	3	7	13	19	7:30	Capstar	MCG
5.0	6.0	6.2	5.4	4.0	9	<b>WMXB-FM</b> Hot AC	103.7 20kw	6	6	8	8	8	10	5:00	Capstar	MCG
4.3	5.2	4.9	4.3	3.9	10	<b>WRXL-FM</b> Rock	102.1 20kw	9	7	6	6	9	12	6:45	Clear Channel	CCRS

RICHMOND



# #57

# ALBANY-SCHENECTADY-TROY



ALBANY

12+ POPULATION: 736,400 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.7	10.8	10.3	10.3	11.3	1	WGNA-FM Country	107.7 12kw	4	3	3	1	1	1	12:30	Capstar	MCG
9.6	8.8	9.3	8.7	9.5	2	WGY-AM News/Talk	810 50kw	2	—	11	8	6	3	9:15	Dame Media	KATZ
9.2	9.5	9.3	9.2	8.7	3	WFLY-FM CHR/Pop	92.3 17kw	1	1	2	3	4	6	6:45	Albany Br.	ARP
10.0	10.3	7.8	8.5	7.6	4	WYJB-FM AC	95.5 12kw	5	8	7	5	2	2	9:15	Albany Br.	ARP
5.3	7.0	7.1	7.8	7.5	5	WQBJ/WQBK-FM Alternative	103.5/103.9 50kw/6kw	3	2	1	2	5	8	8:15	Maximum Media	EASST
5.4	5.8	5.3	4.7	5.5	6	WRVE-FM Rock AC	99.5 14.5kw	7	13	6	4	3	5	7:45	Dame Media	KATZ
7.2	5.8	6.0	6.6	5.2	7	WABY-A/F Nostalgia	1400/94.5 1kw/3kw	10	—	19	16	14	9	10:00	Bendat Com.	CHR
2.7	3.6	4.4	4.3	4.8	8	WTRY-A/F Oldies	980/98.3 5kw/3kw	6	5	13	9	7	4	6:30	Capstar	MCG
7.7	7.2	7.0	5.9	4.3	9	WPYX-FM Rock	106.5 15.5kw	8	12	5	6	8	10	6:00	Capstar	MCG
2.3	1.4	1.8	2.5	3.4	10	WHRL-FM NAC/SJ	103.1 6kw	13	10	10	10	10	7	10:15	Dame Media	KATZ
2.3	2.1	3.1	2.7	3.4	10	WKBE/WKLI Hot AC	100.3/100.9 1.45kw/6kw	9	11	4	7	9	13	6:00	Bendat Com.	BAN

# #58

# HONOLULU



HONOLULU

12+ POPULATION: 724,000 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.1	11.2	9.9	12.1	12.2	1	KIKI-FM CHR/Rhythmic	93.9 100kw	1	1	1	1	2	8	9:45	Capstar	CHR
10.3	11.6	11.0	9.8	10.9	2	KSSK-FM AC	92.3 100kw	2	9	3	2	1	1	10:00	Capstar	EAST
7.0	7.6	8.1	9.1	8.1	3	KCCN-FM Hawaiian/Reggae	100.3 100kw	4	3	2	3	5	6	8:00	Diamondhead	BAN
6.1	4.8	7.5	8.1	7.7	4	KINE-FM Hawaiian	105.1 100kw	5	7	7	4	3	3	10:00	Diamondhead	BAN
6.9	7.3	5.5	8.7	6.4	5	KQMQ-A/F CHR/Rhythmic	690/93.1 10kw/100kw	3	2	4	5	7	9	6:15	Caribou Br.	KATZ
0.5	3.2	5.5	5.3	5.9	6	KGMZ-FM Oldies	107.9 100kw	7	6	12	7	4	2	8:30	Planet Radio	—
5.7	6.3	5.9	4.9	5.4	7	KUMU-FM B/EZ	94.7 100kw	9	—	13	13	10	5	10:00	Pacific West	BAN
8.3	9.4	7.2	5.9	5.2	8	KRTR-FM AC	96.3 75kw	6	8	6	6	6	7	7:00	Ohana	MCG
8.3	8.8	7.0	5.7	4.8	9	KSSK-AM AC	590 7.5kw	10	—	17	11	8	4	9:30	Capstar	EAST
3.7	3.0	4.3	4.7	3.7	10	KPOI-FM Alternative	97.5 80kw	8	5	5	8	9	19	6:45	Caribou Br.	KATZ

12+ POPULATION: 726,900 (Black: 16.6%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.7	12.1	11.0	10.9	10.2	1	WSSL-FM Country	100.5 100kw	1	5	4	4	2	1	8:45	Capstar	CHR
5.3	5.5	6.5	8.1	9.0	2	WFBC-FM CHR/Pop	93.7 100kw	2	1	1	2	7	8	8:15	Keymarket	ARP
10.3	9.2	12.5	9.9	9.0	2	WJMZ-FM Urban	107.3 100kw	5	2	2	3	3	6	10:45	Capstar	KATZ
7.2	8.4	8.8	8.2	8.0	4	WROQ-FM Classic Rock	101.1 100kw	3	7	3	1	1	3	8:30	Capstar	CHR
10.1	9.2	8.4	8.2	7.9	5	WESC-FM Country	92.5 100kw	6	6	7	7	6	5	9:15	Capstar	KATZ
6.9	8.0	4.9	6.6	7.2	6	WSPA-FM AC	98.9 100kw	7	11	8	6	5	2	9:15	Spartan	ARP
6.2	7.4	7.2	5.9	6.5	7	WMIY-FM AC	102.5 20kw	4	8	6	5	4	4	7:15	Capstar	CHR
6.1	4.5	5.1	5.1	4.2	8	WTPT-FM Rock	93.3 93kw	8	3	5	8	9	16	6:45	Capstar	KATZ
3.6	3.2	3.2	3.1	4.1	9	WORD/WYRD News/Talk	910/1330 3.6kw/5kw	9	—	9	9	8	7	9:45	Keymarket	ARP
2.9	2.3	2.5	2.8	2.8	10	WMUU-FM B/EZ	94.5 100kw	11	—	13	16	14	11	10:00	WMUU, Inc.	—

GREENVILLE

12+ POPULATION: 655,400 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.0	11.9	10.7	10.5	10.0	1	KWEN-FM Country	95.5 96kw	2	4	4	2	3	1	9:15	Cox	KATZ
8.4	7.9	7.5	8.3	8.4	2	KMOD-FM Rock	97.5 96kw	7	9	3	1	1	2	11:00	Clear Channel	CCRS
10.5	8.3	8.4	9.4	7.8	3	KRMG-AM Full Service	740 50(25)kw	3	—	12	10	6	5	8:15	Cox	KATZ
8.5	7.0	7.1	6.7	7.7	4	KHTT-FM CHR/Pop	106.9 100kw	1	1	2	4	5	9	7:00	Renda	EAST
5.7	5.0	6.6	6.5	7.0	5	KJSR-FM Classic Rock	103.3 100kw	5	5	6	2	2	4	8:45	Cox	KATZ
5.9	5.3	6.6	6.5	6.4	6	KMYZ-FM Alternative	104.5 70kw	4	2	1	5	11	16	7:45	Shamrock Com.	APR
3.9	3.7	4.5	4.5	6.0	7	KQLL-FM Oldies	106.1 100kw	6	10	13	8	4	3	7:30	Clear Channel	CCRS
4.6	6.3	5.3	5.9	5.2	8	KBEZ-FM AC	92.9 100kw	8	8	9	9	7	6	7:00	Renda	EAST
4.0	4.4	3.1	4.5	4.5	9	KVOO-AM Country	1170 50kw	13	—	20	16	16	10	11:15	Wichita Great Empire	D&R
3.1	3.1	4.4	4.6	4.4	10	KXOJ-FM Religious	100.9 5kw	12	7	7	6	9	7	10:30	KXOJ, Inc.	SRR

TULSA



12+ POPULATION: 653,500 (Black: N/A; Hispanic: 25.2%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.4	11.4	13.5	12.0	14.2	1	<b>KIIM-FM</b> Country	99.5 93kw	1	4	2	1	1	1	11:00	Rex	KATZ
8.5	7.6	9.5	9.4	8.9	2	<b>KRQQ-FM</b> CHR/Pop	93.7 91kw	2	1	1	3	4	7	7:00	Capstar	BAN
9.4	9.0	9.3	8.8	8.4	3	<b>KMXZ-FM</b> AC	94.9 100kw	3	6	4	4	2	2	8:15	Journal Br.	EAST
7.5	6.3	6.9	6.9	7.1	4	<b>KLPX-FM</b> Rock	96.1 100kw	4	11	3	2	3	5	8:45	Lotus	CHR
7.8	5.7	6.1	5.8	5.3	5	<b>KNST-AM</b> News/Talk	790 5(.5)kw	7	—	10	10	8	4	8:00	Capstar	BAN
4.6	5.7	4.1	5.2	5.2	6	<b>KHYT-FM</b> Classic Hits	107.5 92kw	5	—	7	5	5	6	7:15	Rex	KATZ
1.2	1.7	2.3	3.7	4.9	7	<b>KSJM-FM</b> <sup>1</sup> CHR/Rhythmic	97.5 6kw	8	3	5	6	9	11	7:45	Rex	BAN
4.7	4.9	5.7	4.9	4.4	8	<b>KWFM-FM</b> Oldies	92.9 90kw	6	8	14	9	6	3	6:30	Capstar	D&R
3.5	4.3	5.6	4.0	4.0	9	<b>KFMA-FM</b> Alternative	92.1 50kw	10	2	6	8	10	20	7:00	Lotus	CHR
3.0	5.8	2.8	4.2	3.5	10	<b>KCEE-AM</b> Nostalgia	940 1(.25)kw	12	—	—	20	17	10	9:00	Capstar	D&R

<sup>1</sup> Began simulcasting **KFFN-AM** in late December, became **KOAZ-FM** in late February.

12+ POPULATION: 648,200 (Black: N/A; Hispanic: 84.0%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.3	11.6	13.0	14.0	15.0	1	<b>KBFM-FM</b> CHR/Pop	104.1 100kw	1	1	1	1	5	6	8:45	Calendar	D&R
15.6	16.8	14.4	14.6	12.9	2	<b>KGBT-A/F</b> Regional Mexican	1530/98.5 50(10)kw/100kw	3	9	5	2	1	1	10:30	Heffel	KT-H
7.1	6.5	7.7	7.2	9.5	3	<b>KKPS-FM</b> Tejano	99.5 100kw	2	2	2	3	3	5	7:30	Sunburst II, Inc.	—
5.7	6.9	8.5	7.3	8.9	4	<b>KVLY-FM</b> AC	107.9 100kw	5	8	3	4	2	2	9:00	Sunburst II, Inc.	ARP
7.4	5.8	6.3	7.2	8.1	5	<b>KTEX-FM</b> Country	100.3 100kw	6	4	7	7	6	4	9:00	Calendar	CHR
8.5	9.7	9.1	10.1	7.6	6	<b>KIWW-FM</b> Tejano	96.1 100kw	4	6	6	5	4	3	7:15	Heffel	KT-H
5.3	6.7	5.6	4.2	4.7	7	<b>KFRQ-FM</b> Rock	94.5 100kw	7	5	4	6	7	9	6:15	Sunburst II, Inc.	ARP
3.8	3.8	5.4	5.0	4.3	8	<b>KTJN/KTJX</b> Tejano	106.3/105.5 1.55kw/3kw	8	3	8	8	8	7	7:30	La Nueva KBOR	CAB
4.0	3.7	3.2	2.7	2.7	9	<b>XAAA-FM</b> Regional Mexican	93.1 50kw	9	7	9	9	10	12	7:45	Estrellas Eo Oro	—
2.4	2.5	2.6	1.6	2.2	10	<b>KURV-AM</b> News/Talk	710 1kw	11	13	19	16	12	10	8:15	Voice/Valley Agriculture	—

12+ POPULATION: 635,800 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
11.7	11.9	12.0	13.1	12.9	1	WKRF-FM/WKRZ-FM CHR/Pop	107.9/98.5 5.7kw/8.7kw	1	2	1	1	1	2	8:15	Sinclair Com.	KATZ
9.3	6.5	7.1	7.4	9.8	2	WMGS-FM AC	92.9 5.3kw	2	7	4	2	2	1	10:30	Citadel	EAST
9.3	10.7	10.4	8.7	8.6	3	WGGY-FM Country	101.3 7kw	3	3	3	4	3	3	10:15	Sinclair Com.	KATZ
6.4	5.1	5.9	5.6	5.7	4	WEZX-FM Rock	106.9 1.45kw	5	4	5	3	4	4	8:15	Shamrock Com.	CHR
3.6	4.3	3.7	4.2	4.7	5	WBHT-FM CHR/Pop	97.1 .5kw	4	1	6	6	6	10	5:45	Susquehanna	MC/S
4.4	4.4	3.2	3.7	4.7	5	WILK-AM News/Talk	980 5(1)kw	7	—	10	7	7	5	9:45	Sinclair Com.	KATZ
4.5	4.2	5.4	5.6	4.1	7	WZMT-FM Rock	97.9 26kw	6	6	2	5	5	17	6:45	Citadel	K&P
3.2	4.7	3.8	3.5	3.8	8	WBAX/WEJL Nostalgia	1240/630 1kw/.5kw	9	—	18	21	21	11	8:15	Shamrock Com.	CHR
3.4	4.4	3.4	3.0	3.8	8	WNAK-AM Nostalgia	730 1kw	14	—	—	29	31	8	11:00	Seven Thirty	K&P
3.5	3.9	3.4	2.9	2.8	10	WARM-AM News/Talk	590 5kw	8	—	24	11	10	9	6:00	Citadel	EAST

WILKES  
BARRE

12+ POPULATION: 612,200 (Black: N/A; Hispanic: 38.8%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
13.3	11.6	8.6	8.9	10.2	1	KMJ-AM News/Talk	580 5kw	2	15	13	6	1	1	11:15	CBS Radio	KATZ
8.9	8.2	8.5	8.4	8.2	2	KBOS-FM CHR/Rhythmic	94.9 16.5kw	1	1	1	1	5	11	8:00	Capstar	EAST
5.7	6.1	4.4	5.2	5.8	3	KJWL-FM Nostalgia	99.3 5kw	12	—	25	24	18	3	12:15	JSA Br.	—
3.8	3.7	4.3	3.0	5.3	4	KOQO-A/F Regional Mexican	790/101.9 5(2.5)kw/2.25kw	5	7	6	2	2	4	9:30	CBS Radio	KTH
4.5	5.6	6.3	5.5	5.0	5	KVSR-FM Hot AC	101.1 10kw	3	2	2	3	9	14	6:00	CBS Radio	KATZ
5.3	5.2	6.0	3.9	4.6	6	KLBN-FM Regional Mexican	105.1 .57kw	11	5	3	5	7	9	9:30	Lotus	LOTUS
4.9	3.9	3.7	5.5	4.4	7	KFSO-FM Oldies	92.9 17.5kw	4	12	12	7	3	2	7:15	Americom	MCG
3.5	5.2	4.8	4.5	4.4	8	KRZR-FM Rock	103.7 50kw	8	3	5	4	6	12	8:15	Capstar	EAST
2.7	2.6	4.0	4.0	3.6	9	KJFX-FM Classic Rock	95.7 17.5kw	9	14	7	8	4	13	6:45	Mondosphere Br.	D&R
2.5	1.7	3.2	3.0	3.6	9	KRNC-FM <sup>1</sup> Regional Mexican	105.9 2.4kw	16	18	4	9	11	16	9:00	CBS Radio	KTH
4.0	4.9	4.6	6.6	3.6	9	KSKS-FM Country	93.7 68kw	6	8	9	10	8	8	6:30	CBS Radio	KATZ

<sup>1</sup> Was KKDJ-FM (Spanish AC) until August.

FRESNO



# #65

# GRAND RAPIDS



GRAND RAPIDS

12+ POPULATION: 610,600 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.5	8.3	11.6	9.8	9.9	1	WLAV-FM Classic Rock	96.9 50kw	3	6	2	1	1	1	9:45	Bloomington	KATZ
6.9	6.3	5.9	7.5	7.9	2	WGRD-FM Alternative	97.9 13kw	1	2	1	2	2	9	7:15	Capstar	EAST
6.5	8.3	7.0	7.9	7.8	3	WBCT-FM Country	93.7 320kw	5	3	4	3	3	2	9:15	Clear Channel	CCRS
5.4	6.0	7.2	7.4	7.1	4	WSNX-FM CHR/Pop	104.5 32kw	2	1	3	4	8	12	7:00	Goodrich	D&R
7.5	7.0	6.3	5.0	6.0	5	WOOD-FM AC	105.7 265kw	4	7	6	6	5	3	6:45	Clear Channel	CCRS
5.6	6.5	5.4	5.4	5.6	6	WLHT-FM AC	95.7 40kw	7	11	5	5	4	4	8:15	Capstar	EAST
7.9	6.8	7.3	7.3	5.5	7	WOOD-AM News/Talk	1300 5kw	6	—	11	9	7	6	7:15	Clear Channel	CCRS
4.8	4.7	3.8	2.8	4.3	8	WCUZ-FM Country	101.3 50kw	11	9	12	11	9	7	7:45	Clear Channel	CCRS
4.2	4.3	4.0	4.2	3.8	9	WODJ-FM Oldies	107.3 50kw	9	13	13	8	6	5	6:30	Goodrich	D&R
2.8	2.9	1.7	2.5	3.2	10	WFGR-FM Classical	98.7 2.75kw	12	10	15	16	15	10	6:45	Haith Corp.	ARP
1.5	1.8	2.2	3.8	3.2	10	WQFN-FM B/EZ	100.5 50kw	13	—	19	14	12	8	7:45	Capstar	EAST

# #66

# ALLENTOWN-BETHLEHEM



ALLENTOWN

12+ POPULATION: 601,100 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.6	12.6	13.6	13.4	13.1	1	WAEB-FM CHR/Pop	104.1 50kw	1	1	1	1	1	3	9:15	Capstar	KATZ
10.6	8.1	8.9	8.9	11.4	2	WCTO-FM <sup>1</sup> Country	96.1 50kw	4	5	3	2	2	2	12:15	Citadel	MCG
7.9	10.3	10.0	11.3	9.3	3	WODE-FM Oldies	99.9 50kw	2	6	6	4	3	1	8:00	Clear Channel	CCRS
8.8	8.5	7.0	8.6	8.8	4	WLEV-FM <sup>2</sup> AC	100.7 11kw	5	9	4	5	5	4	10:45	Citadel	MCG
9.4	7.0	8.2	9.0	8.7	5	WZZO-FM Rock	95.1 30kw	3	2	2	3	4	5	9:00	Capstar	KATZ
5.0	5.3	4.0	3.9	4.7	6	WAEB-AM News/Talk	790 3.6(1.5)kw	6	—	16	7	6	6	8:15	Capstar	KATZ
4.1	3.7	5.2	3.8	4.4	7	WKAP-AM Nostalgia	1470 5kw	10	—	24	27	22	9	14:45	Capstar	KATZ
1.5	1.7	1.7	2.7	2.5	8	WYSP-FM Rock	94.1 16kw	7	11	5	6	7	7	6:15	CBS Radio	IRS
2.5	1.7	2.0	1.4	2.3	9	WEST-AM Nostalgia	1400 1kw	15	—	—	34	29	14	13:15	Citadel	MCG
1.9	2.6	2.6	2.3	2.0	10	WRNJ-FM Country	107.1 3kw	11	—	10	9	9	8	9:00	Radio New Jersey	—

<sup>1</sup> Was WLEV-FM (AC) until early September. <sup>2</sup> Was WFMZ-FM until September.



12+ POPULATION: 572,900 (Black: 10.2%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.9	6.9	7.5	8.2	7.8	1	<b>WQMX-FM</b> Country	94.9 16kw	2	10	2	4	1	1	10:00	Rubber City Radio	CHR
6.1	6.0	5.8	4.8	5.9	2	<b>WDOK-FM</b> AC	102.1 12kw	6	—	9	6	6	2	8:45	Independent Group	KATZ
6.3	5.5	4.9	6.0	5.9	2	<b>WNIR-FM</b> Talk	100.1 3kw	8	—	14	10	7	4	10:00	Media-Com, Inc.	EAST
5.0	6.6	5.4	4.9	5.8	4	<b>WKDD-FM</b> Hot AC	96.5 50kw	3	9	1	1	5	6	7:30	Barnstable	EAST
6.1	7.0	6.4	6.3	5.5	5	<b>WONE-FM</b> Rock	97.5 12kw	5	8	4	3	3	5	7:30	Rubber City Radio	CHR
8.0	6.4	6.4	5.7	5.0	6	<b>WMJI-FM</b> Oldies	105.7 16kw	1	6	13	5	4	3	6:00	Jacor	KATZ
3.7	4.7	4.1	4.2	5.0	6	<b>WNCX-FM</b> Classic Rock	98.5 16kw	4	—	3	2	2	7	6:45	Clear Channel	CCRS
3.2	3.1	3.6	3.9	3.9	8	<b>WZAK-FM</b> Urban	93.1 27.5kw	15	2	7	8	8	9	9:00	Zapis	D&R
3.8	3.8	3.3	3.8	3.6	9	<b>WMMS-FM</b> Rock	100.7 34kw	9	7	5	7	10	16	6:15	Jacor	KATZ
2.6	2.9	2.9	2.6	3.5	10	<b>WQAL-FM</b> Hot AC	104.1 11kw	7	5	8	9	9	11	5:15	M.L. Media	BAN



12+ POPULATION: 561,900 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
19.8	20.1	24.2	22.4	21.8	1	<b>WIVK-FM</b> Country	107.7 91kw	1	2	2	1	1	1	10:00	Dick	KATZ
11.0	11.2	11.7	10.8	12.5	2	<b>WJXB-FM</b> AC	97.5 100kw	2	7	3	2	2	2	11:00	South Central	EAST
11.1	10.1	11.2	11.1	10.3	3	<b>WIMZ-FM</b> Classic Rock	103.5 100kw	4	4	1	3	3	4	9:30	South Central	D&R
7.5	6.5	8.5	9.0	7.1	4	<b>WWST-FM</b> CHR/Pop	93.1 2.4kw	3	1	4	4	5	9	6:30	Journal Br.	EAST
10.0	6.9	7.3	6.6	5.8	5	<b>WMYU-FM</b> Oldies	102.1 15kw	5	10	6	5	4	3	6:15	Journal Br.	EAST
5.5	5.5	3.5	3.8	4.8	6	<b>WNOX-AM</b> <sup>1</sup> News/Talk	990 10kw	7	—	9	7	6	5	8:30	Dick	KATZ
3.6	4.9	4.1	4.6	4.6	7	<b>WQBB-FM</b> Nostalgia	104.5 2kw	9	—	10	14	12	7	10:45	Journal Br.	ROS
4.7	4.5	4.2	4.2	4.0	8	<b>WOKI-FM</b> Country	100.3 100kw	6	5	5	6	7	8	5:45	Radioak Inc.	ARP
3.1	3.7	2.5	2.8	2.9	9	<b>WJBZ-FM</b> Religious	96.3 2.9kw	8	—	13	8	8	6	6:45	M&H Br.	—
1.6	1.8	1.2	2.1	2.0	10	<b>WNOX-FM</b> News/Talk	99.1 6kw	11	—	14	10	9	10	7:15	Dick	KATZ

<sup>1</sup> Was **WIVK-AM** until August.



# #69 EL PASO



EL PASO

12+ POPULATION: 555,700 (Black: N/A; Hispanic: 71.4%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.8	15.4	15.6	13.8	15.5	1	<b>KPRR-FM</b> CHR/Rhythmic	102.1 100kw	1	1	2	3	3	7	9:15	Clear Channel	CCRS
14.5	18.0	14.7	13.3	13.5	2	<b>KBNA-A/F</b> Spanish AC	920/97.5 1(.5)kw/100kw	2	4	3	2	1	1	10:15	Heftel	KT-H
9.5	9.1	9.1	14.2	11.2	3	<b>KLAQ-FM</b> Rock	95.5 100kw	3	2	1	1	2	4	9:45	Ferrari	MCG
6.3	5.5	7.2	6.4	7.2	4	<b>KSII-FM</b> Hot AC	93.1 100kw	4	3	4	4	6	6	7:00	Ferrari	MCG
8.6	7.2	7.0	6.9	7.1	5	<b>KTSM-FM</b> AC	99.9 100kw	5	9	5	5	5	3	7:30	ComCorp of El Paso	CHR
6.7	5.4	6.4	4.3	6.6	6	<b>KHEY-FM</b> Country	96.3 100kw	7	5	6	7	7	5	10:15	Clear Channel	CCRS
6.1	6.4	5.9	4.8	6.2	7	<b>KOFX-FM</b> Oldies	92.3 100kw	6	6	7	6	4	2	7:45	ELP	KATZ
4.6	4.1	3.6	4.6	3.8	8	<b>KTSM-AM</b> News/Talk	1380 5(.5)kw	11	—	12	12	8	8	11:15	ComCorp of El Paso	CHR
3.0	2.2	2.7	3.3	2.7	9	<b>XHH-FM</b> Spanish AC	100.7 100kw	9	8	8	9	11	12	6:45	MexAmerica	CAB
1.5	1.0	1.4	1.1	2.6	10	<b>KROD-AM</b> Sports	600 5kw	10	11	11	11	9	9	7:15	Ferrari	MCG

# #70 ALBUQUERQUE



ALBUQUERQUE

12+ POPULATION: 552,400 (Black: N/A; Hispanic: 36.6%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.1	10.5	10.3	11.1	11.6	1	<b>KRST-FM</b> Country	92.3 22kw	1	5	1	1	1	1	10:15	Citadel	MCG
9.2	10.1	8.5	8.2	8.5	2	<b>KKOB-AM</b> Full Service	770 50kw	2	—	9	4	2	2	8:00	Citadel	MCG
7.7	5.8	8.1	5.6	5.8	3	<b>KKSS-FM</b> CHR/Rhythmic	97.3 100kw	3	1	3	5	10	16	7:15	Sunburst	D&R
4.1	5.8	5.5	5.3	5.0	4	<b>KZRR-FM</b> Rock	94.1 22.5kw	7	6	2	2	5	14	8:00	Trumper Com.	EAST
4.4	4.4	4.4	5.0	4.7	5	<b>KHFM-FM</b> Classical	96.3 20kw	13	—	15	14	13	3	9:30	Citadel	MCG
2.6	3.7	4.6	4.8	4.6	6	<b>KPEK-FM</b> Hot AC	100.3 22.5kw	5	4	4	3	3	8	7:00	Trumper Com.	EAST
1.0	1.1	1.5	3.4	4.3	7	<b>KYLZ-FM</b> <sup>1</sup> CHR/Rhythmic	106.3 100kw	10	2	7	13	20	29	7:30	Amer. General Media	—
4.7	3.9	4.2	5.1	3.9	8	<b>KZKL-FM</b> Oldies	101.7 5.8kw	12	9	13	11	7	4	7:00	Simmons Family	ARP
3.9	4.6	3.5	3.8	3.8	9	<b>KTEG-FM</b> Alternative	107.9 22.5kw	6	3	5	9	12	22	6:15	Trumper Com.	BAN
5.1	4.2	4.7	4.1	3.7	10	<b>KIOT-FM</b> Classic Rock	102.5 17kw	9	7	11	6	4	5	6:15	Simmons Family	ARP

<sup>1</sup> Was KDNR-FM until July.

12+ POPULATION: 544,100 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
9.1	10.8	11.6	9.7	9.7	1	WBBS-FM Country	104.7 50kw	5	4	3	2	1	1	10:45	Cox	KATZ
9.5	9.1	8.4	7.6	7.7	2	WSYR-AM News	570 5kw	3	—	11	9	7	3	7:45	Cox	KATZ
6.6	5.2	5.8	7.1	7.5	3	WAQX-FM Classic Rock	95.7 25kw	2	5	1	1	2	7	7:30	Pilot Com.	BAN
10.2	9.2	8.0	8.7	7.4	4	WNTQ-FM CHR/Pop	93.1 97kw	1	2	4	4	5	6	6:00	Pilot Com.	BAN
7.1	6.9	6.6	6.6	7.4	4	WYYY-FM AC	94.5 100kw	6	7	5	3	3	4	8:30	Cox	KATZ
7.3	6.7	6.2	6.4	6.4	6	WSEN-FM Oldies	92.1 25kw	7	11	9	6	4	2	8:45	Buckley	MCG
3.6	4.2	3.9	5.3	5.5	7	WKRH/WKRL Alternative	106.5/100.9 5kw/6kw	9	3	2	5	9	13	9:30	Radio Corp.	ARP
3.4	4.8	5.2	6.6	4.9	8	WWHT-FM CHR/Pop	107.9 50kw	4	1	6	8	11	18	5:00	Cox	EAST
4.2	4.6	3.8	3.5	4.6	9	WLTJ-FM AC	105.9 4kw	8	—	10	10	8	5	7:45	Pilot Com.	BAN
4.3	4.5	5.0	5.0	4.1	10	WTKV/WTKW Classic Rock	105.5/99.5 1.8kw/5.7kw	10	13	7	7	6	8	7:15	Radio Corp.	ARP

SYRACUSE

12+ POPULATION: 537,700 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
8.2	8.6	8.2	8.4	9.0	1	KEZO-FM Rock	92.3 100kw	2	4	1	1	1	7	8:45	Journal Br.	ARP
9.3	10.2	7.8	8.6	8.0	2	KXKT-FM Country	103.7 100kw	4	3	2	3	4	6	8:30	Triathlon	KATZ
6.6	6.1	6.1	5.8	7.3	3	KEFM-FM AC	96.1 100kw	7	5	6	4	3	2	8:30	Webster	MCG
7.8	6.5	7.8	6.9	7.3	3	KFAB-AM News/Talk	1110 50kw	3	—	11	11	8	5	7:45	Triathlon	CHR
4.8	5.7	8.2	6.9	7.0	5	KKCD-FM Classic Rock	105.9 50kw	8	8	7	2	2	1	8:45	Journal Br.	EAST
8.0	7.4	6.4	7.4	7.0	5	KQKQ-FM CHR/Pop	98.5 100kw	1	1	3	5	7	11	5:45	Mitchell	SEN
6.5	6.5	8.0	7.9	5.6	7	KGOR-FM Oldies	99.9 115kw	5	6	10	6	5	3	6:15	Triathlon	CHR
7.0	6.8	6.4	6.4	5.5	8	WOW-FM Country	590 5kw	10	10	12	10	6	4	8:00	Great Empire	ARP
6.6	2.9	4.0	4.3	5.0	9	KKAR-AM News/Talk	1290 5kw	6	—	13	12	10	8	5:30	Mitchell Br. Com.	SEN
4.0	4.2	4.5	4.4	4.6	10	KESY-FM AC	104.5 100kw	12	7	9	9	9	8	8:00	OMA, Inc.	D&R

OMAHA



# #73

# HARRISBURG-LEBANON-CARLISLE



HARRISBURG

12+ POPULATION: 520,900 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.2	11.3	11.1	10.5	9.1	1	WNNK-FM CHR/Pop	104.1 22.5kw	1	1	1	1	1	5	7:15	Capstar	EAST
10.8	8.9	8.0	9.9	8.0	2	WHP-AM Talk	580 5kw	2	—	12	8	7	1	8:30	Dame Media	KATZ
6.8	7.7	7.6	6.7	7.1	3	WRVV-FM Rock AC	97.3 17kw	3	9	5	2	1	3	8:00	Dame Media	KATZ
4.2	4.7	6.6	5.7	6.8	4	WRBT-FM Country	94.9 25kw	4	6	4	5	3	4	8:30	Dame Media	KATZ
4.3	4.2	4.9	5.2	5.6	5	WQXA-FM <sup>1</sup> Rock	105.7 25kw	5	2	2	4	6	14	7:15	Citadel	MCG
10.4	9.0	8.0	6.5	5.6	5	WRKZ-FM Country	106.7 14kw	6	7	6	7	8	6	7:45	Citadel	ARP
6.3	5.6	4.8	5.6	5.6	5	WTPA-FM Rock	93.5 1.25kw	7	12	3	3	5	8	7:45	Quaker State	BAN
4.5	4.8	5.6	5.7	5.4	8	WWKL-FM Oldies	99.3 6kw	8	13	14	6	4	2	7:45	Dame Media	CHR
2.5	3.3	4.4	4.2	3.6	9	WROZ-FM AC	101.3 6.9kw	9	8	10	9	9	7	6:30	Hall	D&R
2.7	3.2	2.8	3.2	3.4	10	WHYL-AM Nostalgia	960 5kw	12	—	—	23	20	10	9:00	Zeve	—

<sup>1</sup> Was Alternative until mid-September.

# #74

# WILMINGTON, DE



WILMINGTON  
DE

12+ POPULATION: 516,400 (Black: 15.7%; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.7	7.3	9.5	1	WSTW-FM CHR/Pop	93.7 50kw	1	5	2	1	1	2	8:30	Steinman Stations	EAST
9.8	10.7	8.3	2	WJBR-FM AC	99.5 50kw	2	6	10	4	2	1	8:45	Capstar	KATZ
6.3	5.7	7.1	3	WUSL-FM Urban	98.9 18kw	4	1	1	2	7	20	8:45	Chancellor Media	KATZ
5.2	6.6	5.3	4	WYSP-FM Rock	94.1 16kw	3	7	3	3	3	6	6:15	CBS Radio	IRS
0.0	0.0	4.5	5	WRDX-FM Rock	94.7 50kw	8	15	4	5	4	12	8:00	Capstar	KATZ
2.6	1.9	3.6	6	WJBR-AM Nostalgia	1290 2.5(.5)kw	18	—	28	26	24	9	10:15	Capstar	KATZ
3.5	3.0	3.6	6	WXCY-FM Country	103.7 50kw	20	16	8	7	8	5	10:30	Delmarva	EAST
3.1	3.7	3.4	8	WILM-AM News/Talk	1450 1kw	12	20	27	25	20	13	7:30	Delaware	SAV
3.7	3.5	3.4	8	WOGL-FM Oldies	98.1 12.5kw	6	—	16	10	5	3	6:00	CBS Radio	CBS
2.1	3.3	3.2	10	WJJZ-FM NAC/SJ	106.1 22.5kw	13	12	18	8	9	4	7:00	Chancellor Media	CHR

12+ POPULATION: 516,200 (Black: N/A; Hispanic: 9.0%)

FALL '96	SPRING '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.5	13.6	12.1	1	WAVV-FM B/EZ	101.1 100kw	2	—	—	15	15	7	14:00	Alpine Br.	CHR
9.6	7.4	10.7	2	WXKB-FM CHR/Pop	103.9 100kw	1	1	1	1	1	4	10:00	Beasley	D&R
5.1	5.4	6.4	3	WINK/WNOG News/Talk	1240/1270 1kw/5(2.4)kw	6	—	15	10	9	5	10:30	Fort Myers Br.	MCG
5.2	5.9	6.2	4	WRXK-FM Rock	96.1 100kw	3	5	3	2	2	3	8:30	Beasley	D&R
5.4	5.8	5.8	5	WCKT-FM Country	107.1 28.5kw	5	4	4	5	5	8	8:15	Clear Channel	CCRS
7.5	5.7	5.5	6	WINK-FM AC	96.9 100kw	4	—	6	6	4	2	7:45	Fort Myers Br.	MCG
4.4	2.8	5.0	7	WARO-FM Classic Rock	94.5 100kw	9	7	5	3	3	6	8:45	Meridan	CHR
4.7	5.3	5.0	7	WOLZ-FM Oldies	95.3 79kw	8	10	10	7	6	1	8:30	Clear Channel	CCRS
3.5	3.1	4.6	9	WJBX-FM Alternative	99.3 50kw	7	3	2	4	7	13	8:00	Beasley	EAST
3.1	5.7	4.0	10	WJST-FM Alternative	106.3 6kw	12	8	—	24	22	15	10:30	Beasley	EAST

12+ POPULATION: 501,900 (Black: 11.2%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.9	15.8	13.7	13.9	13.0	1	WKKO-FM Country	99.9 50kw	2	5	3	2	1	1	11:00	Cumulus Media	KATZ
9.1	9.5	9.1	8.9	10.2	2	WVKS-FM CHR/Pop	92.5 50kw	1	1	1	1	2	5	7:15	Jacor	EAST
8.6	7.8	6.3	7.4	7.6	3	WRVF-FM AC	101.5 19kw	4	9	7	5	5	3	8:00	Jacor	EAST
6.3	6.4	6.3	8.0	7.4	4	WWWM-FM Hot AC	105.5 4.3kw	6	13	5	4	4	4	9:00	Cumulus Media	D&R
7.5	5.4	7.2	7.8	6.8	5	WIOT-FM Rock	104.7 50kw	3	8	2	3	3	7	7:15	Jacor	EAST
7.2	6.4	6.2	6.0	6.6	6	WSPD-AM News/Talk	1370 5kw	7	—	13	10	9	6	8:15	Jacor	EAST
4.6	5.1	5.4	5.8	6.2	7	WRQN-FM Oldies	93.5 4.1kw	5	6	12	7	6	2	7:00	Cumulus Media	KATZ
4.6	3.9	3.8	3.6	5.0	8	WBZU-FM Rock	106.5 3kw	8	4	4	6	7	13	7:45	Toledo Radio	ARP
0.0	0.4	3.1	2.0	4.2	9	WJUC-FM Urban	107.3 3kw	13	2	6	8	10	10	10:45	Welch Com.	—
2.6	2.6	3.2	2.6	3.1	10	WCWA-AM Nostalgia	1230 1kw	12	—	19	19	16	12	7:30	Jacor	EAST



# #77

# SPRINGFIELD, MA



SPRINGFIELD, MA

12+ POPULATION: 494,900 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.6	7.2	9.4	9.2	9.3	1	WMAS-FM AC	94.7 50kw	1	6	1	1	1	3	9:15	Lappin	MCG
9.8	9.4	7.2	10.0	8.1	2	WPKX-FM Country	97.9 2.2kw	3	11	4	4	4	2	8:45	Capstar	D&R
7.2	7.0	5.8	6.4	7.2	3	WHYN-FM AC	93.1 8.9kw	2	10	9	3	3	1	7:45	Clear Channel	CCRS
7.9	7.3	9.2	6.9	6.3	4	WAQY-FM Classic Rock	102.1 17kw	4	7	3	2	2	4	7:00	Saga	KATZ
7.0	7.0	5.9	5.6	4.8	5	WHYN-AM Full Service	560 5(1)kw	7	—	13	12	9	6	7:15	Clear Channel	CCRS
4.7	4.4	4.1	5.1	4.2	6	WTIC-FM Hot AC	96.5 20kw	5	4	5	6	5	10	5:15	CBS Radio	G/W
2.4	3.0	3.4	4.8	4.0	7	WKSS-FM CHR/Pop	95.7 16.5kw	6	1	6	7	13	17	5:30	Multi Media	ARP
2.7	3.9	3.9	3.7	3.8	8	WAAF-FM Rock	107.3 18.5kw	8	5	2	5	10	14	7:15	CBS Radio	D&R
4.5	4.2	4.8	4.7	3.8	8	WMAS-AM Nostalgia	1450 1kw	15	—	—	20	20	12	10:15	Lappin	MCG
3.1	3.5	3.0	3.2	3.7	10	WNNZ-AM News	640 50(15)kw	11	—	18	14	11	8	7:45	Celia	KATZ

# #78

# MONTEREY-SALINAS-SANTA CRUZ



MONTEREY

12+ POPULATION: 493,400 (Black: N/A; Hispanic: 30.6%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.3	7.6	7.1	7.9	8.4	1	KDON-FM CHR/Rhythmic	102.5 18.5kw	1	1	1	1	5	9	8:15	Clear Channel	CCRS
5.4	6.7	6.4	6.4	7.5	2	KGO-AM News/Talk	810 50kw	2	—	22	10	1	1	9:30	ABC Inc.	BAN
4.7	5.8	6.0	6.5	4.6	3	KTOM-FM Country	100.7 1.4kw	4	12	7	5	1	3	8:30	Lartique	KATZ
1.0	2.1	3.4	3.3	4.5	4	KCDU-FM Alternative	93.5 .11kw	3	2	2	2	7	17	6:45	New Wave Br.	ARP
3.3	4.4	3.7	3.3	4.3	5	KIDD-AM Nostalgia	630 1kw	14	—	—	34	30	12	13:15	Buckley	D&R
4.3	4.8	4.9	3.3	4.1	6	KWAV-FM AC	96.9 18kw	5	13	6	8	6	6	7:45	Buckley	D&R
4.5	5.4	4.4	5.4	4.0	7	KOCN-FM Oldies	105.1 4.2kw	7	4	14	6	1	2	8:00	Clear Channel	CCRS
4.9	4.2	3.1	4.5	3.9	8	KBOQ-FM Classical	95.5 1.7kw	6	—	15	16	14	5	7:45	J&M Br.	ARP
2.8	3.1	3.2	2.4	3.8	9	KLOK-FM Regional Mexican	99.5 30kw	13	3	5	7	8	10	10:45	Metro Mix, Inc.	CAB
4.3	3.4	3.3	3.4	3.6	10	KSOL/KZOL Regional Mexican	98.9/99.1 6kw/1.1kw	10	15	4	3	11	12	10:15	Heftel	KATZ

12+ POPULATION: 489,700 (Black: N/A; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	12+ ADH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
18.5	15.6	14.4	1	WDUV-FM B/EZ	103.5 100kw	1	—	19	17	9	1	11:45	Jacor	EAST
6.4	8.0	7.2	2	WFLZ-FM CHR/Pop	93.3 100kw	2	1	1	1	5	8	8:45	Jacor	EAST
3.8	4.1	6.1	3	WFLA-AM News/Talk	970 5kw	5	—	13	9	7	4	10:30	Jacor	EAST
5.2	3.8	4.8	4	WWRM-FM AC	94.9 100kw	6	8	8	4	2	2	8:15	Cox	CHR
4.5	4.8	4.5	5	WHPT-FM Adult Alternative	102.5 100kw	4	5	3	2	3	7	7:15	Clear Channel	CCRS
5.1	3.9	4.5	5	WSRZ-FM Oldies	106.5 25kw	3	7	5	6	1	5	7:15	New Wave	EAST
4.2	4.2	4.2	7	WCTQ-FM Country	92.1 22kw	7	3	7	8	8	6	8:45	Jacor	EAST
2.2	3.4	4.1	8	WSJT-FM NAC/SJ	94.1 100kw	9	—	16	5	4	3	9:30	Clear Channel	KATZ
7.0	4.2	3.8	9	WYNF-FM Rock	107.9 46kw	8	10	2	3	6	12	8:15	New Wave	EAST
3.3	2.2	2.6	10	WKII-AM Nostalgia	1070 3.1kw	17	—	—	—	—	33	14:15	Clear Channel	CCRS

12+ POPULATION: 460,500 (Black: 25.7%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ADH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
18.0	17.7	16.7	16.5	16.1	1	WRNS-A/F Country	960/95.1 5(1)kw/100kw	1	4	3	1	1	1	10:45	Pinnacle	MCG
14.0	11.8	15.0	13.1	12.3	2	WIKS-FM Urban AC	101.9 100kw	2	1	2	2	2	2	11:15	Beasley	D&R
6.2	5.9	8.3	7.0	8.6	3	WSFL-FM Classic Rock	106.5 100kw	3	10	1	3	3	5	9:30	Beasley	D&R
5.3	6.2	4.8	4.9	5.2	4	WCBZ/WRHT-FM CHR/Pop	103.7/96.3 100kw/100kw	4	2	4	4	5	8	6:45	Eastern Carolina	—
3.7	3.5	3.6	3.3	4.4	5	WMGV-FM Hot AC	103.3 100kw	6	8	7	5	4	4	7:00	Beasley	D&R
2.2	3.5	4.7	5.0	4.1	6	WXNR-FM Alternative	99.5 16.5kw	5	3	5	6	10	11	6:15	Beasley	D&R
4.7	5.5	4.0	3.6	3.8	7	WNCT-FM Oldies	107.9 100kw	7	—	14	9	7	6	7:00	Beasley	D&R
3.6	3.8	3.0	3.2	3.4	8	WKJA/WKOO Oldies	101.1/98.7 31kw/100kw	9	—	15	8	6	3	8:00	Nautical Br.	ARP
1.5	2.2	1.7	2.1	2.8	9	WELS-FM Urban Oldies	1010 1kw	11	7	10	10	9	7	9:45	Willis	DCA
4.6	5.0	3.7	4.0	2.7	10	WERO-FM Classic Hits	93.3 100kw	8	—	6	7	8	10	6:00	Pinnacle	KATZ



# #81

# BATON ROUGE



BATON ROUGE

12+ POPULATION: 458,700 (Black: 29.5%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.5	10.4	8.4	10.2	11.1	1	WYNK-FM Country	101.5 100kw	1	12	4	1	1	1	9:30	Capstar	SEN
0.9	7.4	8.3	7.5	7.7	2	WEMX-FM Urban	94.1 100kw	4	1	1	2	8	9	8:45	Citywide	MCG
6.8	6.6	4.5	6.1	6.2	3	KRVE-FM AC	96.1 43kw	7	13	7	4	2	2	7:45	McForhun, Inc.	KATZ
6.3	7.0	5.8	6.3	5.8	4	WDGL-FM Classic Rock	98.1 100kw	3	9	3	3	3	5	6:30	Guaranty	KATZ
6.2	6.2	5.6	5.5	5.6	5	WJBO-AM News/Talk	1150 5kw	6	—	14	9	5	3	7:00	Capstar	SEN
10.3	7.2	5.9	3.9	5.3	6	KQXL-FM Urban	106.5 50kw	8	6	9	5	4	4	7:00	Citywide	MCG
8.2	6.5	5.9	6.6	4.9	7	WXOK-AM Urban AC	1460 5(1)kw	11	17	13	10	6	6	8:30	Citywide	MCG
5.5	4.3	4.5	3.9	4.5	8	WLSS-FM CHR/Pop	102.5 100kw	2	5	2	6	9	15	4:45	Capstar	—
5.6	3.9	4.5	5.4	4.3	9	WXCT-FM Country	100.7 100kw	12	7	6	8	7	7	7:15	Guaranty	KATZ
5.5	4.7	3.2	4.7	4.2	10	KHOM-FM <sup>1</sup> CHR/Pop	104.1 100kw	5	2	10	12	12	11	5:00	Clear Channel	CCRS
0.0	0.8	4.7	5.2	4.2	10	KTBT-FM Urban	93.7 97kw	10	4	5	7	10	12	6:30	Powell Br.	ARP

<sup>1</sup> Became KUMX-FM in February.

# #82

# LITTLE ROCK



LITTLE ROCK

12+ POPULATION: 457,500 (Black: 18.8%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.7	12.9	9.6	12.4	12.3	1	KSSN-FM Country	95.7 92kw	1	5	4	2	2	1	9:30	Clear Channel	KATZ
10.6	7.4	11.2	9.8	10.2	2	KMJX-FM Rock	105.1 81kw	3	4	1	1	1	2	9:30	Clear Channel	CCRS
9.9	10.3	9.9	10.1	9.6	3	KIPR-FM Urban	92.3 100kw	4	1	2	3	3	5	10:45	Citadel	MCG
7.9	7.4	7.7	7.8	6.8	4	KURB-FM Hot AC	98.5 100kw	2	10	3	4	4	4	6:00	Citadel	MCG
5.6	3.8	5.5	5.6	5.0	5	KKPT-FM Classic Rock	94.1 100kw	5	6	6	5	5	6	6:00	Signal Media	CHR
5.6	7.5	5.1	3.6	4.9	6	KARN-A/F News/Talk	920/102.5 5kw/3kw	6	—	15	13	11	8	6:30	Citadel	MCG
5.0	4.0	5.0	4.1	4.3	7	KYFX-FM Urban AC	99.5 3kw	12	12	10	6	6	9	7:45	Nameloc	EAST
3.8	3.7	4.5	3.9	3.9	8	KOLL-FM Oldies	94.9 100kw	9	12	13	8	7	3	6:00	Clear Channel	CCRS
3.6	4.1	3.5	3.5	3.9	8	KVLO-FM AC	102.9 50kw	13	—	14	12	8	7	7:15	Citadel	MCG
3.2	2.6	2.6	3.9	3.6	10	KSYG-FM News/Talk	103.7 100kw	14	—	9	11	10	10	7:00	Signal Media	CHR

12+ POPULATION: 433,600 (Black: N/A; Hispanic: 26.4%)

FALL '96	SPRING '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.4	11.8	10.8	1	KATM-FM Country	103.3 50kw	2	3	2	1	1	1	10:30	Citadel	MCG
8.3	8.6	7.2	2	KWIN-FM CHR/Pop	97.7 3kw	1	1	1	2	6	14	6:45	Front Line	ARP
7.1	7.1	6.3	3	KWG/KQOD <sup>1</sup> Oldies	1230/100.1 1kw/6kw	3	6	5	4	3	2	7:45	Carson Group	EAST
6.3	4.8	5.2	4	KDJK/KHKK Classic Hits	103.9/104.1 .071kw/50kw	4	8	6	3	2	3	6:45	Citadel	MCG
4.3	4.2	5.0	5	KOSO-FM AC	93.1 2.95kw	5	4	3	5	4	4	6:45	Spacecom	KATZ
4.2	3.3	4.7	6	KMIX-FM Regional Mexican	100.9 6kw	6	2	4	6	5	5	10:00	Silverado Br.	KATZ
2.4	1.8	2.5	7	KCBS-AM News	740 50kw	8	—	18	17	16	15	5:45	CBS Radio	CBS
4.6	3.0	2.4	8	KHOP-FM Rock	95.1 29.5kw	9	11	8	7	8	20	5:30	Citadel	MCG
1.9	1.4	2.4	8	KHTK-AM News/Talk	1140 50kw	17	—	10	8	7	13	8:45	CBS Radio	KATZ
3.3	4.7	2.0	10	KNBR-AM Sports	680 50kw	7	13	14	14	14	9	4:15	Susquehanna	MC/S
4.6	1.1	2.0	10	KTRB-AM Regional Mexican	860 50(10)kw	13	—	11	12	9	16	8:30	Pete Pappas Co.	CAB
1.3	1.8	2.0	10	KWOD-FM Alternative	106.5 50kw	16	15	7	9	10	30	8:30	Royce International	D&R

<sup>1</sup> KWG-AM was Spanish AC until it began simulcasting KQOD-FM on September 1.

12+ POPULATION: 432,300 (Black: N/A; Hispanic: 33.9%)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
15.3	12.7	14.5	12.7	10.6	1	KUZZ-A/F Country	550/107.9 5kw/5.8kw	1	5	2	1	1	1	9:30	Buck Owens	KATZ
4.6	3.7	4.3	5.5	8.8	2	KISV-FM <sup>1</sup> CHR/Rhythmic	94.1 4.5kw	2	1	1	2	3	5	9:15	Amer. Gen. Media	CHR
6.4	5.7	5.1	6.6	6.1	3	KERN-AM News/Talk	1410 1kw	5	—	13	9	4	2	10:30	Amer. Gen. Media	CHR
7.6	6.1	8.0	7.5	5.0	4	KRAB-FM Rock	106.1 25kw	4	3	3	4	5	15	6:45	Hemisphere	MCG
10.7	10.7	9.7	9.2	4.9	5	KKXX-FM CHR/Rhythmic	105.3 35kw	3	2	5	5	9	9	5:15	Hemisphere	MCG
5.5	5.4	5.3	5.2	4.5	6	KGFM-FM AC	101.5 6.7kw	6	8	9	7	6	4	8:15	Lagniappe	CHR
4.3	4.1	2.7	4.4	4.1	7	KIWI-FM Regional Mexican	92.1 2kw	10	—	4	6	7	11	11:45	KMAP Inc.	LOTUS
2.8	3.8	4.0	2.3	4.1	7	KKBB-FM Classic Rock	99.3 1.2kw	7	9	7	3	2	6	8:45	Buckley	D&R
1.8	5.4	4.3	2.5	3.9	9	KSMJ-FM NAC/SJ	96.5 50kw	9	—	20	11	10	3	10:30	Hemisphere	MCG
2.8	4.1	3.4	2.1	3.8	10	KSUV-FM Regional Mexican	102.9 20.5kw	12	7	8	8	8	8	13:00	Caballero RadioWest	CAB

<sup>1</sup> Was KERN-FM (Oldies) until September.



# #85

# NEW BEDFORD-FALL RIVER



NEW BEDFORD

12+ POPULATION: 431,200 (Black: N/A; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.9	5.3	8.0	1	WFHN-FM CHR/Rhythmic	107.1 3kw	4	1	2	2	2	4	12:15	Spring Br.	MCG
5.0	6.8	7.9	2	WWLI-FM AC	105.1 50kw	2	—	3	3	3	1	11:15	Citadel	ARP
7.4	6.5	6.7	3	WHJY-FM Rock	94.1 50kw	1	—	1	1	1	8	9:00	Capstar	D&R
3.6	3.2	5.9	4	WCTK-FM Country	98.1 47kw	7	—	7	4	4	2	10:15	Hall	D&R
2.9	2.4	4.1	5	WBZ-AM News	1030 50kw	10	—	24	14	10	5	8:15	CBS Radio	G/W
5.2	5.0	4.1	5	WWBB-FM Oldies	101.5 13.5kw	8	8	16	6	5	3	8:00	Clear Channel	CCRS
5.2	5.3	3.7	7	WPRO-FM CHR/Pop	92.3 39kw	5	6	6	5	6	9	6:00	Citadel	MCG
5.2	6.4	3.6	8	WSNE-FM Hot AC	93.3 30kw	9	7	4	7	7	12	7:00	Capstar	—
4.3	3.1	3.2	9	WBSM-AM News/Talk	1420 5(1)kw	16	—	—	36	32	18	11:15	Spring Br.	MCG
1.8	1.9	3.1	10	WJMN-FM CHR/Rhythmic	94.5 11.5kw	6	3	8	10	12	26	5:15	Chancellor Media	KATZ

# #86

# MOBILE



MOBILE

12+ POPULATION: 430,200 (Black: 25.8%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.5	8.2	6.4	10.6	8.7	1	WYOK-FM Urban	104.9 33kw	4	1	3	5	12	16	9:30	Roberds Br.	ARP
8.9	8.5	9.6	10.3	8.5	2	WKSJ-FM Country	94.9 100kw	2	9	5	4	3	1	8:30	Clear Channel	CCRS
7.5	7.1	7.3	5.4	8.1	3	WABB-FM CHR/Pop	97.5 100kw	1	2	1	1	5	9	7:30	Dittman Group	CHR
6.9	7.2	5.7	7.6	7.3	4	WBLX-FM Urban	92.9 100kw	3	3	2	2	1	5	7:30	Calendar	KATZ
5.1	4.8	6.7	3.6	6.9	5	WGOK-AM Religious	900 1(.5)kw	10	8	7	8	7	4	13:45	Roberds Br.	ARP
5.7	6.5	6.9	6.4	6.3	6	WDLT-FM Urban AC	98.3 40kw	6	7	6	3	2	3	12:00	United	ARP
3.6	2.7	5.1	5.7	4.5	7	WAVH-FM Oldies	106.5 50kw	9	6	18	11	4	2	9:00	Baldwin Br.	MCG
5.1	5.1	4.3	4.3	3.7	8	WNTM-AM News/Talk	710 1kw	15	—	20	17	19	10	9:45	Clear Channel	CCRS
3.3	4.5	5.0	2.2	3.7	8	WTKX-FM Rock	101.5 100kw	13	4	4	9	15	25	8:45	Clear Channel	CCRS
4.5	3.5	3.4	3.2	3.6	10	WRKH-FM Classic Rock	96.1 100kw	14	—	11	6	6	6	9:00	Clear Channel	CCRS

12+ POPULATION: 423,600 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.7	7.4	9.5	9.0	11.8	1	<b>KKZX-FM</b> <i>Classic Rock</i>	98.9 100kw	2	7	1	1	1	1	11:45	Triathlon	MCG
9.0	8.3	6.7	9.1	8.2	2	<b>KDRK-FM</b> <i>Country</i>	93.7 56kw	3	6	4	2	2	2	8:30	Citadel	MCG
6.5	7.6	7.7	7.6	7.9	3	<b>KZZU-FM</b> <i>CHR/Pop</i>	92.9 85kw	1	1	2	3	3	10	6:30	Morgan Murphy	CHR
5.4	4.7	8.4	5.6	6.7	4	<b>KNFR-FM</b> <i>Country</i>	96.1 56kw	9	4	7	8	7	4	9:45	Triathlon	ARP
5.0	7.6	4.5	5.7	5.7	5	<b>KXLY-FM</b> <i>AC</i>	99.9 37kw	4	10	10	6	5	3	7:30	Morgan Murphy	ARP
4.8	7.4	5.4	5.0	5.6	6	<b>KAQQ-AM</b> <i>Nostalgia</i>	590 5kw	11	—	—	17	16	13	11:00	Triathlon	ARP
5.4	5.5	6.5	6.8	5.4	7	<b>KAEP-FM</b> <i>Adult Alternative</i>	105.7 100kw	6	3	3	4	6	12	7:45	Citadel	MCG
7.4	8.0	6.9	6.5	5.3	8	<b>KISC-FM</b> <i>AC</i>	98.1 94.kw	10	9	6	5	4	7	8:00	Triathlon	ARP
3.5	4.3	4.7	3.4	5.0	9	<b>KCDA-FM</b> <i>Country</i>	103.1 2.35kw	13	—	11	12	14	9	11:30	Rook	ARP
5.1	6.1	3.4	5.6	5.0	9	<b>KGA-AM</b> <i>News/Talk</i>	1510 50kw	12	—	14	13	10	5	11:00	Citadel	MCG

SPOKANE

12+ POPULATION: 419,700 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.6	11.9	10.1	12.2	13.3	1	<b>WHO-AM</b> <i>News/Talk</i>	1040 50kw	1	—	9	4	1	1	8:45	Jacor	CHR
12.1	10.2	8.7	8.4	9.2	2	<b>KJJY-FM</b> <i>Country</i>	92.5 41kw	3	6	4	5	3	3	8:45	Barnstable	MCG
4.8	4.2	10.4	5.2	8.9	3	<b>KHKI-FM</b> <i>Country</i>	97.3 115kw	6	3	3	2	4	4	10:45	Capstar	EAST
5.9	7.3	7.2	8.9	8.2	4	<b>KSTZ-FM</b> <i>Hot AC</i>	102.5 100kw	2	4	2	1	2	6	6:30	Saga	KATZ
5.2	5.3	4.7	6.2	7.5	5	<b>KAZR-FM</b> <i>Rock</i>	103.3 100kw	5	1	1	3	8	13	8:45	Saga	KATZ
6.4	6.8	7.5	7.1	6.4	6	<b>KIOA-FM</b> <i>Oldies</i>	93.3 100kw	4	9	11	6	5	2	6:45	Saga	KATZ
7.1	7.0	4.8	7.5	4.9	7	<b>KGGO-FM</b> <i>Rock</i>	94.9 100kw	8	8	5	7	6	7	6:15	Capstar	EAST
1.7	2.8	4.3	3.2	4.9	8	<b>KLTI-FM</b> <i>AC</i>	104.1 100kw	9	7	6	9	9	8	7:00	Saga	KATZ
4.1	4.2	5.3	7.6	4.8	9	<b>KRKQ-FM</b> <i>Classic Rock</i>	98.3 50kw	7	11	7	8	7	5	6:00	Barnstable	MCG
6.6	8.2	6.3	5.7	3.9	10	<b>KLYF-FM</b> <i>AC</i>	100.3 100kw	11	10	10	10	10	9	6:00	Jacor	CHR

DES MOINES



# #88 WICHITA



WICHITA

12+ POPULATION: 414,200 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METHO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.8	6.7	6.9	5.2	8.4	1	<b>KRZZ-FM</b> <i>Rock</i>	96.3 50kw	4	5	1	1	1	6	9:45	Capstar	D&R
9.8	7.5	9.6	11.4	8.4	1	<b>KZSN-FM</b> <i>Country</i>	102.1 100kw	2	4	4	2	2	3	8:45	Triathlon	KATZ
7.4	7.2	8.9	8.1	8.1	3	<b>KKRD-FM</b> <i>CHR/Pop</i>	107.3 100kw	1	2	2	3	4	11	6:45	Capstar	D&R
8.1	11.0	9.1	11.1	6.8	4	<b>KFDI-FM</b> <i>Country</i>	101.3 100kw	3	8	12	9	7	4	7:30	Great Empire	ARP
7.8	7.5	7.0	5.1	6.8	4	<b>KRBB-FM</b> <i>AC</i>	97.9 100kw	6	11	6	5	3	2	8:15	Triathlon	CHR
3.8	4.6	3.2	3.8	6.5	6	<b>KOEZ-FM</b> <i>B/EZ</i>	92.3 100kw	10	10	17	15	15	5	12:45	Anderson Stations	—
6.6	5.8	3.8	4.1	6.2	7	<b>KICT-FM</b> <i>Alternative</i>	95.1 100kw	7	1	3	4	8	16	8:00	Great Empire	ARP
5.7	5.6	7.5	6.3	6.1	8	<b>KEYN-FM</b> <i>Oldies</i>	103.7 100kw	5	7	10	6	5	1	7:15	Triathlon	EAST
4.4	4.6	5.3	7.5	4.6	9	<b>KDGS-FM</b> <i>CHR/Rhythmic</i>	93.9 25kw	8	3	5	7	10	14	7:30	Gary Violet	—
5.2	4.6	4.5	4.1	3.8	10	<b>KLLS-FM</b> <i>Oldies</i>	104.5 45kw	9	9	7	8	6	9	7:00	Great Empire	—

# #90 COLUMBIA, SC



COLUMBIA, SC

12+ POPULATION: 412,700 (Black: 28.1%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METHO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
18.2	17.8	16.6	13.3	16.1	1	<b>WWDM-FM</b> <i>Urban</i>	101.3 100kw	2	1	1	1	1	2	13:45	Clear Channel	CCRS
11.1	9.8	9.3	11.1	10.8	2	<b>WCOS-FM</b> <i>Country</i>	97.5 100kw	3	3	5	4	2	1	10:00	Capstar	MCG
8.2	7.3	8.3	9.1	10.2	3	<b>WNOK-FM</b> <i>CHR/Pop</i>	104.7 100kw	1	2	2	2	3	8	8:00	Capstar	MCG
6.5	7.4	7.2	4.5	6.6	4	<b>WTCB-FM</b> <i>AC</i>	106.7 100kw	5	10	6	5	4	3	8:30	Bloomington	CHR
6.1	6.3	7.7	7.0	6.5	5	<b>WMFX-FM</b> <i>Classic Rock</i>	102.3 6kw	4	6	3	3	5	4	8:15	Clear Channel	CCRS
5.2	6.0	5.0	5.3	5.7	6	<b>WSCQ-FM</b> <i>Nostalgia</i>	100.1 5.9kw	10	—	17	16	14	9	10:30	Capstar	EAST
5.3	5.4	4.1	5.0	4.9	7	<b>WVOC-AM</b> <i>News/Talk</i>	560 5kw	8	—	10	9	8	6	7:30	Capstar	—
5.2	6.4	6.1	7.1	4.8	8	<b>WFMV-FM</b> <i>Religious</i>	95.3 3kw	9	5	7	8	7	7	8:30	Glory	D&R
5.3	4.8	5.5	4.8	4.6	9	<b>WOMG-FM</b> <i>Oldies</i>	103.1 3kw	6	—	9	7	6	5	6:15	Bloomington	CHR
5.0	5.3	6.3	4.1	4.0	10	<b>WARQ-FM</b> <i>Alternative</i>	93.5 2.8kw	7	4	4	6	9	13	5:45	Clear Channel	CCRS

12+ POPULATION: 405,600 (Black: 11.2%; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.5	14.7	11.8	1	WQXK-FM Country	105.1 88kw	2	4	3	2	2	1	10:45	Connoisseur	BAN
10.2	9.3	10.1	2	WKBN-AM Talk	570 5kw	5	—	12	9	8	6	12:45	WKBN Inc.	KATZ
10.2	11.4	8.9	3	WHOT-FM CHR/Pop	101.1 25kw	1	1	2	4	5	4	7:00	Connoisseur	CHR
6.7	7.5	8.2	4	WYFM-FM Classic Hits	102.9 44kw	3	10	4	1	1	3	9:30	Connoisseur	EAST
7.0	6.8	7.5	5	WBBG-FM Oldies	93.3 50kw	4	7	6	5	3	2	9:15	Youngstown Radio	CHR
5.4	5.7	6.5	6	WNCD-FM Rock	106.1 3kw	7	3	1	3	4	8	9:00	Jacor	EAST
7.5	7.7	6.1	7	WKBN-FM AC	98.9 5.9kw	6	9	5	6	6	5	8:00	WKBN Inc.	KATZ
5.1	2.6	4.7	8	WNIO-AM Nostalgia	1540 .5kw	15	—	—	—	24	20	12:30	Jacor	EAST
4.7	4.7	4.0	9	WRBP-FM Urban	101.9 3kw	8	6	8	7	7	7	11:45	Stop 26/Riverbend	EAST
2.2	2.3	2.8	10	WWSY-FM B/EZ	95.9 3kw	13	—	18	21	21	10	10:45	Zapis	D&R

YOUNGSTOWN

12+ POPULATION: 402,900 (Black: 9.4%; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.7	7.9	7.9	1	WMGF-FM AC	107.7 100kw	3	11	11	4	3	2	10:00	Clear Channel	CCRS
8.6	7.3	7.8	2	WGNE-FM Country	98.1 100kw	2	4	2	5	5	3	8:15	Capstar	D&R
7.8	8.2	7.6	3	WOCL-FM Oldies	105.9 100kw	1	12	16	3	1	1	7:30	Capstar	CHR
3.7	2.9	6.8	4	WTKS-FM Talk	104.1 100kw	4	13	1	1	2	5	9:15	Press Br.	MCG
3.8	2.9	5.1	5	WHOG-FM Classic Hits	95.7 25kw	8	—	7	2	4	4	9:30	Black Crow Br.	ARP
6.3	6.5	4.1	6	WJHM-FM Urban	101.9 28kw	10	1	4	9	14	12	8:00	Chancellor Media	SEN
4.1	6.5	4.1	6	WWKA-FM Country	92.3 100kw	6	7	15	12	10	6	7:15	Cox	KATZ
4.8	2.6	3.8	8	WCFB-FM Urban AC	94.5 100kw	15	9	14	13	8	7	10:45	Cox	KATZ
2.3	4.2	3.5	9	WFKS-FM CHR/Pop	99.9 100kw	5	5	10	7	6	9	5:45	Renda	MCG
2.9	1.6	3.1	10	WKRO-FM Alternative	93.1 15kw	13	6	3	8	12	17	7:15	Black Crow Br.	ARP
4.8	3.7	3.1	10	WOMX-FM Hot AC	105.1 100kw	11	—	12	6	7	8	6:45	Chancellor Media	EAST

DAYTONA BEACH



# #93

# JOHNSON CITY-KINGSPORT-BRISTOL



JOHNSON CITY

12+ POPULATION: 396,400 (Black: N/A; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
30.4	24.5	22.7	1	<b>WXBQ-FM</b> Country	96.9 67kw	1	2	1	1	1	1	10:45	Nininger	CHR
13.5	12.8	12.0	2	<b>WQUT-FM</b> Classic Rock	101.5 100kw	2	3	3	2	2	2	8:45	Bloomington	KATZ
3.7	6.7	10.8	3	<b>WAEZ-FM</b> CHR/Pop	99.3 3.8kw	3	1	2	3	4	8	9:00	Bristol Br.	CHR
9.5	9.2	7.7	4	<b>WTFM-FM</b> AC	98.5 74kw	4	10	4	4	3	3	6:30	Holston Valley	EAST
3.5	4.5	4.2	5	<b>WGOC-AM</b> Country	640 10kw	7	—	9	7	6	5	8:30	J.T. Parker Br.	TNS
3.7	3.4	4.0	6	<b>WKOS-FM</b> Oldies	104.9 2.75kw	6	—	13	5	5	4	8:00	Bloomington	KATZ
3.5	4.3	3.7	7	<b>WJCW-AM</b> Talk	910 5(1)kw	5	—	12	9	7	6	6:15	Bloomington	KATZ
3.3	1.6	2.8	8	<b>WKPT-AM</b> Nostalgia	1590 1.6(5)kw	9	—	—	—	25	11	7:15	Holston Valley	EAST
0.0	2.9	2.8	8	<b>WRZK-FM</b> Rock	105.9 1.5kw	8	5	5	6	8	10	5:45	Murray Com.	EAST
0.9	0.7	2.8	8	<b>WZAP-AM</b> Religious	690 10kw	13	—	16	10	10	7	10:30	RAM Com.	JCG

# #94

# COLORADO SPRINGS



COLORADO SPRINGS

12+ POPULATION: 392,700 (Black: N/A; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.3	10.2	10.3	10.9	10.0	1	<b>KKMG-FM</b> CHR/Pop	98.9 70kw	1	1	2	4	5	11	7:45	Citadel	MCG
8.4	10.0	9.0	9.8	8.6	2	<b>KKFM-FM</b> Classic Rock	98.1 71kw	2	10	3	1	1	3	8:30	Citadel	MCG
5.2	6.2	7.4	6.7	7.9	3	<b>KILO-FM</b> Rock	94.3 83kw	6	2	1	2	4	10	10:15	Bahakel	EAST
8.2	8.4	8.2	8.1	7.9	3	<b>KKCS-FM</b> Country	101.9 72kw	5	3	6	5	3	1	9:00	Walton Stations	ARP
6.9	6.4	5.3	7.4	7.4	5	<b>KCCY-FM</b> Country	96.9 72kw	4	9	4	3	2	2	8:15	McCoy Br.	MCG
5.5	5.1	4.2	3.9	6.0	6	<b>KVOR-AM</b> News/Talk	1300 5(1)kw	7	—	12	11	9	4	8:00	Triathlon	KATZ
4.4	5.4	5.1	5.3	5.0	7	<b>KVUU-FM</b> Hot AC	99.9 68kw	3	7	5	6	7	12	5:15	Triathlon	KATZ
6.0	4.3	6.4	4.2	4.5	8	<b>KKLI-FM</b> AC	106.3 1.6kw	10	11	7	7	8	7	8:30	Citadel	MCG
5.2	4.9	4.8	6.2	4.5	8	<b>KSPZ-FM</b> Oldies	92.9 72kw	8	6	9	8	6	6	5:30	Triathlon	KATZ
3.7	3.3	4.8	5.3	4.0	10	<b>KOA-AM</b> Talk	850 50kw	9	12	14	12	11	5	6:15	Jacor	EAST

12+ POPULATION: 392,500 (Black: 12.8%; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
5.1	7.3	6.9	1	WKCI-FM CHR/Pop	101.3 10kw	1	4	1	1	1	7	7:00	Clear Channel	CCRS
4.7	5.8	6.4	2	WEZN-FM AC	99.9 27.5kw	4	—	5	4	3	3	8:15	Cox	KATZ
5.7	5.8	5.4	3	WELI-AM News/Talk	960 5kw	5	—	17	13	10	9	7:30	Clear Channel	CCRS
7.3	7.8	5.4	3	WPLR-FM Rock	99.1 14kw	3	7	4	2	2	4	7:00	Capstar	D&R
6.8	5.8	5.4	3	WWYZ-FM Country	92.5 17kw	10	—	7	6	6	5	9:30	Capstar	BAN
6.1	5.4	5.3	6	WYBC-FM <sup>1</sup> Urban AC	94.3 1.7kw	9	5	3	3	7	8	9:00	Yale Br.	D&R
5.4	5.1	4.9	7	WDRG-FM Oldies	102.9 19.5kw	6	8	16	11	5	1	7:00	Buckley	MCG
5.1	3.5	4.3	8	WEBE-FM AC	107.9 50kw	8	—	13	5	4	2	7:15	Win Com.	BAN
4.0	4.6	4.3	8	WKSS-FM CHR/Pop	95.7 16.5kw	2	1	2	7	17	20	5:15	Capstar	ARP
5.6	4.0	4.0	10	WFAN-AM Sports	660 50kw	11	—	12	8	8	6	7:00	CBS Radio	IRS

<sup>1</sup> Operates under a Joint Selling Agreement with WPLR-FM.

NEW HAVEN

12+ POPULATION: 392,000 (Black: N/A; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
9.3	6.3	9.1	1	WMMB/WMMV Nostalgia	1240/1350 1kw/1kw	8	—	—	22	21	8	15:00	Capstar	ARP
7.3	6.3	7.7	2	WWKA-FM Country	92.3 100kw	2	6	5	6	6	2	7:45	Cox	KATZ
6.7	6.0	7.5	3	WAOA-FM CHR/Pop	107.1 100kw	1	1	1	2	3	6	7:30	Silicon East	CHR
5.4	6.0	6.8	4	WTKS-FM Talk	104.1 100kw	5	5	2	1	1	4	9:15	Press Br.	MCG
5.7	4.2	6.2	5	WLRQ-FM AC	99.3 50kw	4	11	10	5	5	1	8:15	Superior	EAST
7.0	5.0	5.7	6	WHTQ-FM Classic Rock	96.5 100kw	7	10	6	3	2	3	8:00	Cox	EAST
2.8	3.1	5.2	7	WBVD-FM <sup>1</sup> Classic Rock	95.1 6kw	12	—	3	4	4	5	10:45	Capstar	ARP
6.7	5.2	4.1	8	WJRR-FM Rock	101.1 100kw	6	3	4	8	9	15	5:45	Clear Channel	CCRS
4.2	4.5	4.1	8	WOMX-FM Hot AC	105.1 100kw	3	—	7	7	7	7	5:15	Nationwide	EAST
1.5	2.8	4.1	8	WOSN-FM Nostalgia	97.1 6kw	13	—	—	27	20	10	9:45	Centennial Br.	—

<sup>1</sup> Was WGGD-FM (Oldies) until July 4.

MELBOURNE, FL



# #97

# CHARLESTON, SC



CHARLESTON, SC

12+ POPULATION: 389,00 (Black: ???%; Hispanic: N/A)

FALL '96	WINTER '97	SPRING '97	SUMMER '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.5	10.9	11.9	11.5	11.7	1	WWWZ-FM Urban	93.3 50kw	1	1	1	1	2	6	10:45	Wicks Radio LP	D&R
7.8	9.9	7.5	8.9	9.7	2	WEZL-FM Country	103.5 100kw	3	4	4	3	1	1	10:45	Jacor	BAN
5.6	5.0	7.2	5.7	6.9	3	WSSX-FM CHR/Pop	95.1 100kw	2	2	3	2	5	8	6:30	Wicks Radio LP	KATZ
4.6	4.6	4.7	3.9	6.0	4	WSUY-FM AC	100.5 17.5kw	8	11	6	4	3	3	12:15	Jacor	MCG
6.4	5.2	5.2	6.0	5.5	5	WXLY-FM Oldies	102.5 100kw	5	13	11	6	4	2	8:30	Jacor	BAN
6.4	5.7	4.2	6.4	5.1	6	WAVF-FM Alternative	96.1 100kw	4	3	2	5	8	19	6:45	Cordes St. Com.	CHR
4.3	4.3	2.3	3.1	4.6	7	WMGL-FM Urban AC	101.7 6.5kw	9	—	10	8	6	4	9:30	Southern	D&R
5.6	6.3	3.6	4.1	4.6	7	WTMA-AM News/Talk	1250 5(1)kw	10	—	13	11	9	9	9:45	Wicks Radio LP	KATZ
6.0	5.0	5.2	5.7	4.3	9	WBUB-FM Country	107.5 100kw	6	6	8	9	10	7	7:30	Wicks Radio LP	ARP
3.2	3.0	1.9	3.9	4.1	10	WPAL-AM Urban AC	730 1kw	14	—	14	13	11	5	13:00	WPAL Radio Inc.	UNI

# #98

# LAFAYETTE, LA



LAFAYETTE

12+ POPULATION: 388,900 (Black: 26.4%; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.9	11.3	10.3	1	KXKC-FM Country	99.1 100kw	2	7	3	1	1	1	10:45	Donald Bonin	KATZ
7.2	7.3	8.9	2	KRRQ-FM Urban	95.5 50kw	3	1	2	4	6	10	11:30	Citywide	—
9.4	7.4	8.7	3	KSMB-FM CHR/Pop	94.5 100kw	1	2	1	2	3	11	8:00	Media Properties	ARP
7.3	7.1	7.6	4	KMDL-FM Country	97.3 38kw	4	8	4	3	2	2	10:15	Com. Corp.	BAN
5.8	4.5	5.9	5	KTDY-FM AC	99.9 100kw	5	11	6	5	4	4	9:30	Com. Corp.	CHR
5.4	4.5	5.1	6	KJCB-AM Urban	770 1(.5)kw	11	10	12	10	7	3	13:15	R&M Broadcasting	K&P
4.2	5.4	4.1	7	KFTE-FM Classic Hits	96.5 22.5kw	6	3	5	7	9	20	8:00	Com. Corp.	BAN
2.2	3.7	4.1	7	WDGL-FM Classic Rock	98.1 100kw	7	—	7	6	5	5	8:45	Guaranty	KATZ
3.8	4.1	3.5	9	KNEK-FM Urban	104.7 25kw	10	6	9	8	11	7	8:45	Dee Br.	MCG
3.7	4.4	3.5	9	WYNK-FM Country	101.5 100kw	8	13	13	15	13	8	8:00	Narragansett	ARP

12+ POPULATION: 388,600 (Black: N/A; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
4.9	6.2	8.2	1	WXRK-FM Alternative	92.3 6kw	3	2	1	1	3	5	8:45	CBS Radio	IRS
9.6	8.3	7.9	2	WPLJ-FM Hot AC	95.5 6.7kw	1	3	2	2	1	3	7:30	ABC Inc.	KATZ
8.3	8.5	7.4	3	WLTW-FM AC	106.7 6kw	4	—	8	3	2	1	8:30	Chancellor Media	KATZ
4.6	3.8	6.8	4	WABC-AM Talk	770 50kw	9	—	12	10	6	4	11:00	ABC Inc.	KATZ
7.1	10.1	5.6	5	WCBS-FM Oldies	101.1 6.8kw	5	6	9	5	4	2	7:45	CBS Radio	CBS
4.3	4.6	5.5	6	WHTZ-FM CHR/Pop	100.3 6kw	2	1	3	6	7	15	5:30	Chancellor Media	CHR
6.8	3.7	4.8	7	WOR-AM Talk	710 50kw	8	—	18	16	13	8	7:45	Buckley	MCG
4.3	5.4	4.0	8	WDHA-FM Rock	105.5 1kw	11	—	4	4	5	13	7:15	No. New Jersey Br.	KATZ
4.0	2.6	3.2	9	WQCD-FM NAC	101.9 6.2kw	19	—	20	11	12	9	9:45	Emmis	CHR
2.6	4.2	3.2	10	WQXR-FM Classical	96.3 7.8kw	17	—	—	20	19	10	7:15	New York Times	ARP

Note: This is the first Fall rating period for this market.

MORRISTOWN

12+ POPULATION: 387,700 (Black: 13.6%; Hispanic: N/A)

FALL '96	SPRING '97	FALL '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
18.8	13.7	14.1	1	WPCV-FM Country	97.5 100kw	1	5	2	1	1	1	11:45	Alton Rainbow	D&R
8.3	8.4	8.6	2	WFLZ-FM CHR/Pop	93.3 100kw	2	1	1	2	2	9	8:00	Jacor	EAST
7.5	7.1	8.3	3	WDUV-FM B/EZ	103.5 100kw	3	—	18	25	13	2	12:45	Jacor	EAST
4.0	4.6	4.5	4	WWRM-FM AC	94.9 100kw	5	14	8	3	3	3	8:30	Cox	CHR
3.8	3.1	3.3	5	WJHM-FM Urban	101.9 28kw	7	2	7	8	18	10	8:00	Chancellor Media	SEN
2.7	2.4	3.0	6	WSJT-FM NAC/SJ	94.1 100kw	12	—	10	5	4	5	9:15	Beasley	CCRS
2.8	3.3	2.7	7	WHTQ-FM Classic Rock	96.5 100kw	10	8	4	4	5	14	8:00	Cox	EAST
2.0	1.6	2.7	7	WXXL-FM CHR/Pop	106.7 100kw	4	4	6	12	12	21	4:45	Chancellor Media	SEN
2.8	1.6	2.5	9	WOCL-FM Oldies	105.9 100kw	6	—	28	9	7	4	6:00	Chancellor Media	CHR
3.2	2.7	2.5	9	WONN-AM Nostalgia	1230 1kw	18	—	—	—	39	24	9:45	Alton Rainbow	D&R

LAKELAND



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**#101**

**Ft. Wayne**

	Sp '97	Fa '97
WQHK-FM (Country)	12.3	10.8
WAJI-FM (AC)	9.0	9.2
WMEE-FM (Hot AC)	6.6	7.8
WFWI-FM (Cl. Hits)	7.0	6.9
WOWO-AM (Full Serv)	5.6	6.6
WBYS-FM (Rock)	5.1	6.3
WBTU-FM (Country)	5.5	5.8
WLDE-FM (Oldies)	5.3	5.4
WJFX-FM (Urban)	5.0	4.4
WHWD-AM (Nostalgia)	4.8	4.1

**#102**

**Chattanooga**

	Su '97	Fa '97
WUSY-FM (Country)	20.2	22.3
WDEF-FM (AC)	8.0	8.5
WJTT-FM (Urban)	7.0	7.8
WDOD-FM (Adult Alt)	6.0	6.6
WSKZ-FM (Rock)	6.2	6.1
WKXJ-FM (CHR/Rhy)	4.7	5.2
WGOW-FM (News/Talk)	3.4	4.3
WLMX-FM (AC)	4.1	3.8
WOGT-FM (Oldies)	5.2	3.6
WDOD-AM (Country)	3.4	3.5

**#103**

**York, PA**

	Su '97	Fa '97
WARM-FM (AC)	9.8	9.7
WGTY-FM (Country)	7.8	8.6
WQXA-FM (Rock)*	5.7	8.3
WRKZ-FM (Country)	6.7	5.4
WYCR-FM (CHR/Pop)	6.9	5.4
WTPA-FM (Rock)	3.6	4.4
WEGK-FM (Cl. Rock)	3.9	4.2
WROZ-FM (AC)	5.5	3.9
WSBA-AM (News/Talk)	3.9	3.4
WRVY-FM (Rock AC)	3.3	3.2

\* Was Alternative until mid-September

**#104**

**Roanoke, VA**

	Sp '97	Fa '97
WYYD-FM (Country)	12.4	12.2
WROV-FM (Rock)	5.4	8.7
WJJS/WJXX (CHR/Rhy)	8.4	8.4
WSLQ-FM (AC)	8.3	7.2
WLYK/WXLK (CHR/Pop)	8.5	7.1
WLLL-AM (Gospel)	2.6	5.6
WPVR-FM (Cl. Rock)	4.9	4.8
WFIR-AM (News/Talk)	3.4	4.4
WJLM-FM (Country)	5.0	4.4
WRDJ-FM (Oldies)	3.6	3.8

**#105**

**Gainesville, FL**

	Sp '97	Fa '97
WOGK-FM (Country)	10.9	10.1
WKTK-FM (AC)	8.1	7.0
WRUF-FM (Rock)	6.3	6.7
WTRS-FM (Country)	4.8	6.7
WTMG-FM (Urban)	6.7	5.6
WNDD/WNDT (Rock)	4.4	5.2
WMFQ-FM (AC)	5.0	4.7
WJHM-FM (Urban)	3.5	4.1
WRUF-AM (News/Talk)	2.4	3.8
WYKS-FM (CHR/Pop)	3.5	3.8

**#106**

**Visalia, CA**

	Sp '97	Fa '97
KBOS-FM (CHR/Rhy)	10.6	9.8
KMJ-AM (News/Talk)	6.4	6.6
KFSO-FM (Oldies)	6.1	6.0
KJUG-FM (Country)	7.3	5.7
KFRR-FM (Alternative)	3.8	5.5
KSKS-FM (Country)	4.3	5.5
KSOF-FM (AC)*	5.4	5.5
KSEQ-FM (AC)	2.4	3.6
KIOO-FM (Cl. Rock)	3.5	3.3
KOQO-A/F (Reg. Mex.)	4.2	2.9

\*Was KJOI-FM until November

**#107**

**Oxnard, CA**

	Sp '97	Fa '97
KHAY-FM (Country)	6.2	6.2
KXLM-FM (Reg. Mex.)	7.0	6.2
KCAQ-FM (CHR/Rhy)	4.8	5.7
KBBY-FM (AC)	5.3	4.7
KRTH-FM (Oldies)	3.4	4.5
KKZZ-AM (Nostalgia)	4.3	4.4
KXBS-FM (Spanish AC)	2.1	4.0
KFI-AM (Talk)	3.6	3.4
KNX-AM (News)	2.9	3.4
KOCP-FM (Cl. Rock)	2.6	3.4
KPWR-FM (CHR/Rhy)	2.9	3.4

**#108**

**Lexington, KY**

	Sp '97	Fa '97
WVLK-FM (Country)	15.2	15.9
WLKT-FM (CHR/Pop)	11.5	11.0
WKQQ-FM (Rock)	7.8	9.6
WVLK-AM (New/Talk)	6.1	7.8
WMXL-FM (Hot AC)	7.6	7.6
WLRO-FM (Cl. Hits)	3.7	5.7
WGKS-FM (AC)	5.7	5.3
WWYV-FM (Country)*	4.6	4.3
WTKT-AM (Urban)	3.7	3.2
WLTO-FM (Oldies)	2.2	3.0

\*Became WBUL-FM in February.

**#109**

**Augusta, GA**

	Sp '97	Fa '97
WFXA/WAEJ (Urban)	13.2	12.7
WKXC-FM (Country)	10.1	9.3
WBBQ-FM (AC)	6.0	8.7
WZNY-FM (CHR/Pop)	7.3	6.9
WAKB-FM (Urban AC)	6.2	5.0
WGUS/WEKL (Cl. Rock)	4.8	5.0
WSLT-FM (AC)	3.3	4.8
WUUS-FM (Country)	4.0	4.6
WGOR-FM (Oldies)	4.4	4.5
WGAC-AM (Talk)	4.8	4.3

**#110**

**Lancaster, PA**

	Sp '97	Fa '97
WDAC-FM (Religious)	7.4	9.6
WROZ-FM (AC)	8.5	8.4
WLAN-FM (CHR/Pop)	8.5	7.4
WIOV-FM (Country)	8.6	7.0
WQXA-FM (Rock)	7.8	7.0
WARM-FM (AC)	6.5	6.5
WRKZ-FM (Country)	5.3	4.5
WEGK-FM (Cl. Rock)	3.9	4.4
WRVY-FM (Rock AC)	4.6	4.2
WHP-AM (Talk)	2.8	2.5

**#111**

**Lansing, MI**

	Su '97	Fa '97
WITL-FM (Country)	13.1	13.7
WFMK-FM (AC)	9.8	11.9
WJIM-FM (Oldies)	8.1	8.9
WMMQ-FM (Cl. Rock)	9.3	8.2
WHZZ-FM (CHR/Pop)	7.2	8.1
WJXQ-FM (Rock)	5.4	4.9
WXIK-FM (Country)	3.9	3.9
WJIM-AM (News/Talk)	4.1	3.5
WILS-AM (Nostalgia)	4.1	3.3
WWDX-FM (Alternative)	3.9	3.3

**#112**

**Worcester, MA**

	Sp '97	Fa '97
WSRS-FM (AC)	11.1	13.8
WTAG-AM (News/Talk)	7.9	9.1
WXLO-FM (Hot AC)	8.0	7.9
WAAF-FM (Rock)	8.9	7.7
WJMN-FM (CHR/Rhy)	5.0	6.2
WCRB-FM (Classical)	3.7	4.5
WZLX-FM (Cl. Rock)	5.9	4.2
WQVR-FM (Country)	3.4	3.2
WKLB-FM (Country)	4.2	3.0
WODS-FM (Oldies)	3.5	3.0

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#113

**Huntsville, AL**

	Su '97	Fa '97
WBHP/WDRM (Country)	19.8	21.3
WZYP-FM (CHR/Pop)	12.5	9.6
WAHR-FM (AC)	8.1	8.3
WTAK-FM (Cl. Rock)	6.6	7.1
WRS-A-FM (B/EZ)	8.3	6.6
WVNN-AM (News/Talk)	4.3	4.1
WLOR-AM (Gospel)	2.5	3.9
WKDF-FM (Alternative)	2.8	3.6
WWXQ/WXQW (Hot AC)	3.0	3.4
WEUP-AM (Urban)	2.5	2.9

#114

**Bridgeport, CT**

	Sp '97	Fa '97
WICC-AM (Full Serv)	12.9	16.4
WEZN-FM (AC)	12.7	13.1
WEBE-FM (AC)	8.6	10.5
WFAN-AM (Sports)	4.1	5.1
WPLR-FM (Rock)	4.8	4.6
WQHT-FM (CHR/Rhy)	4.1	3.9
WKCI-FM (CHR/Pop)	4.9	3.8
WWYZ-FM (Country)	3.8	3.4
WCBS-AM (News)	3.6	2.6
WRKS-FM (Urban AC)	1.8	2.1
WSKQ-FM (Tropical)	1.3	2.1

#115

**Santa Rosa, CA**

	Sp '97	Fa '97
KGO-AM (News/Talk)	7.0	8.2
KZST-FM (AC)	6.5	6.7
KABL-AM (Nostalgia)	4.2	5.7
KXFX-FM (Rock)	4.0	4.8
KFGY-FM (Country)	3.5	4.3
KCBS-AM (News)	4.0	4.1
KRPQ-FM (Country)	4.0	4.1
KJZY-FM (NAC/SJ)	3.5	3.7
KMHX-FM (Hot AC)	—	3.6
KNBR-AM (Sports)	3.7	3.6

#116

**Flint, MI**

	Sp '97	Fa '97
WDZZ-FM (Urban)	11.5	11.1
WWCK-A/F (CHR/Pop)	9.5	10.4
WCRZ-FM (AC)	12.3	9.7
WKCC-FM (Country)	9.7	7.0
WHNN-FM (Oldies)	7.1	5.4
WJR-AM (Talk)	3.2	5.2
WFBE-FM (Country)	—	4.1
WOAP-FM (Nostalgia)	1.4	3.8
WFDF-AM (News/Talk)	2.1	3.2
WIOG-FM (Hot AC)	3.5	3.2

#117

**Portsmouth, NH**

	Sp '97	Fa '97
WOKQ-FM (Country)	11.8	8.9
WHEB-FM (Rock)	10.0	8.6
WERZ-FM (CHR/Pop)	4.3	6.1
WBCN-FM (Alternative)	3.4	4.5
WRKO-AM (News/Talk)	3.0	4.0
WZID-FM (AC)	4.3	4.0
WTSN-AM (News/Talk)	4.1	3.8
WXBB/WXBP (Cl. Rock)*	4.3	3.5
WBZ-AM (News)	2.7	3.3
WHOM-FM (AC)	2.9	3.1

\*WXBP-FM was WSTG-FM (AC) until September

#118

**Jackson, MS**

	Sp '97	Fa '97
WJMI-FM (Urban)	14.9	16.3
WKXI-FM (Urban/O)	6.4	9.1
WMSI-FM (Country)	10.5	9.1
WYOY-FM (CHR/Pop)	7.2	5.9
WSTZ-FM (Rock)	5.8	5.0
WJKK-FM (AC)	3.2	3.9
WJDX-FM (Hot AC)	4.3	3.6
WTYX-FM (Cl. Hits)	3.2	3.6
WJNT-AM (News/Talk)	4.5	3.0
WOAD-FM (Gospel)	3.2	3.0
WVIV-FM (Nostalgia)	3.4	3.0

#119

**Ft. Pierce, FL**

	Sp '97	Fa '97
WOSN-FM (Nostalgia)	8.4	8.2
WFLM-FM (Urban)	4.7	7.4
WZZR-FM (Rock)	6.7	5.5
WGYL-FM (AC)	7.7	5.0
WCLB-FM (Country)	3.1	4.7
WMBX-FM (Hot AC)	4.2	4.5
WEAT-FM (AC)	3.5	4.2
WJBW-FM (Nostalgia)	3.5	4.2
WPAW-FM (Country)	2.7	4.2
WIRK-FM (Country)	3.5	4.0

#120

**Madison, WI**

	Sp '97	Fa '97
WZEE-FM (CHR/Pop)	10.3	11.3
WIBA-FM (Cl. Rock)	5.7	7.9
WJJO-FM (Rock)	11.4	6.7
WMGN-FM (AC)	5.9	6.7
WOLX-FM (Oldies)	6.7	5.8
WWQM-FM (Country)	6.1	5.8
WIBA-AM (News/Talk)	6.3	5.0
WMAD-FM (Alternative)	4.8	4.8
WTSO-AM (Nostalgia)	3.6	4.8
WMMM-FM (Adult Alt)	4.6	4.4

#121

**Modesto, CA**

	Sp '97	Fa '97
KATM-FM (Country)	17.3	14.5
KJSN-FM (AC)	5.8	7.3
KOSO-FM (Hot AC)	3.2	6.5
KHOP-FM (Rock)	6.3	5.8
KWNN-FM (CHR/Rhy)	4.8	4.8
KDJK/KHKK (Cl. Hits)	4.2	4.6
KMIX-FM (Reg. Mex.)	4.0	4.6
KZMS-FM (Reg. Mex.)	4.4	4.2
KFIV-AM (News/Talk)	2.4	4.0
KHTN-FM (CHR/Pop)	—	3.6

#122

**Canton, OH**

	Sp '97	Fa '97
WHBC-AM (News/Talk)	13.6	13.2
WHBC-FM (AC)	10.4	11.6
WQXK-FM (Country)	9.0	11.6
WZKL-FM (Oldies)	6.0	6.2
WRQK-FM (Rock)*	5.3	5.4
WONE-FM (Rock)	4.8	4.5
WNCX-FM (Cl. Rock)	2.7	4.1
WKDD-FM (Hot AC)	2.7	3.5
WQMX-FM (Country)	5.3	2.8
WNIR-FM (Talk)	2.2	1.9

\*Was CHR/Pop until September.

#123

**Pensacola, FL**

	Sp '97	Fa '97
WXBM-FM (Country)	14.2	16.3
WBLX-FM (Urban)	9.8	10.1
WTKX-FM (Rock)	8.5	9.9
WMEZ-FM (AC)	7.4	8.3
WWRO-FM (Oldies)	3.7	7.0
WABB-FM (CHR/Pop)	7.9	6.6
WCOA-AM (News/Talk)	7.6	6.2
WYCL-FM (Oldies)	9.0	5.8
WVNS-FM (CHR/Rhy)*	—	3.2
WRKH-FM (Cl. Rock)	1.5	2.8

\*Was WJUS-FM until August

#124

**Saginaw, MI**

	Sp '97	Fa '97
WKCC-FM (Country)	10.2	11.7
WHNN-FM (Oldies)	8.6	8.3
WKQZ-FM (Rock)	8.8	8.3
WTCF-FM (CHR/Pop)	6.8	7.8
WSGW-AM (News/Talk)	8.2	7.4
WIOG-FM (Hot AC)	9.3	6.4
WTLZ-FM (Urban)	6.0	6.0
WGER-FM (AC)	5.8	5.5
WCEN-FM (Country)	4.6	4.3
WSAM-AM (Nostalgia)	5.1	3.8

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**#125**

**Fayetteville, NC**

	Sp '97	Fa '97
WZFX-FM (Urban)	16.2	16.6
WKML-FM (Country)	14.0	11.3
WQSM-FM (Hot AC)	7.9	9.1
WRCQ-FM (Rock)	4.8	7.1
WFLB-FM (Oldies)	7.1	6.7
WKQB-FM (Cl. Rock)	3.1	5.7
WFNC-AM (News/Talk)	3.8	5.3
WIDU-AM (Gospel)	3.7	4.2
WUKS-FM (Urban)*	9.0	4.0
WSTS-FM (Gospel)	2.1	2.6

\* Was WLRD-FM until August

**#126**

**Boise, ID**

	Sp '97	Fa '97
KQFC-FM (Country)	7.4	9.4
KZMG-FM (CHR/Pop)	9.2	8.9
KIZN-FM (Country)	9.2	8.3
KXLT-FM (AC)	4.9	6.9
KBOI-AM (Full Serv)	5.9	6.0
KIDO-AM (News/Talk)	8.0	5.8
KKGL-FM (Cl. Rock)*	2.5	5.8
KCIX-FM (Hot AC)	6.1	5.4
KARO-FM (Rock)	5.9	4.9
KLTB-FM (Oldies)	5.7	4.5

\* Was KLCI-FM until July 1

**#127**

**Corpus Christi, TX**

	Sp '97	Fa '97
KZFM-FM (CHR/Rhy)	11.3	11.8
KRYS-A/F (Country)	10.3	9.4
KSAB-FM (Tejano)	8.5	7.2
KOUL-FM (Country)	6.0	5.6
KUNO-AM (Reg. Mex.)	4.6	5.0
KLHB-FM (Tejano)	2.2	4.8
KMXR-FM (AC)	5.8	4.8
KNCN-FM (Rock)	6.6	4.6
KRAD-FM (Rock)	4.4	3.8
KLTV-FM (Oldies)	5.0	3.6

**#128**

**Beaumont, TX**

	Sp '97	Fa '97
KAYD-A/F (Country)	11.8	13.7
KYKR-FM (Country)	9.8	11.5
KKMY-FM (Hot AC)	8.6	9.1
KLVI-AM (News/Talk)	7.0	8.0
KQXY-FM (CHR/Pop)	8.8	7.5
KTCX-FM (Urban)	7.0	6.9
KALO-AM (Urban/O)	4.8	5.1
KIOC-FM (Alternative)	4.1	4.2
KBXX-FM (CHR/Rhy)	3.6	3.8
KZWA-FM (Urban)	2.5	2.4

**#129**

**Shreveport, LA**

	Su '97	Fa '97
KMJJ-FM (Urban)	16.8	17.1
KRMD-FM (Country)	15.2	13.6
KDKS-FM (Urban)	8.5	8.3
KRUF-FM (CHR/Pop)	7.9	7.9
KVKI-FM (AC)	8.5	7.5
KITT-FM (Country)	5.5	6.8
KOKA-AM (Urban)	4.9	6.8
KEEL-AM (Talk)	5.9	6.6
KTUX-FM (Rock)	4.3	4.2
KTAL-FM (Rock)	3.7	3.9

**#130**

**Reno, NV**

	Sp '97	Fa '97
KKOH-AM (News/Talk)	11.1	12.0
KBUL-FM (Country)	11.3	9.6
KNEV-FM (Hot AC)	4.7	6.2
KDOT-FM (Rock)	3.0	5.8
KRNO-FM (AC)	4.5	5.6
KLCA-FM (Alternative)	4.3	5.2
KCBN-AM (B/EZ)	4.1	4.8
KOZZ-FM (Cl. Rock)	6.2	4.8
KRZQ-FM (Alternative)	4.7	4.8
KWNZ-FM (CHR/Pop)	5.3	4.2

**#131**

**Reading, PA**

	Sp '97	Fa '97
WRFY-FM (CHR/Pop)	18.6	12.2
WIOV-FM (News/Talk)	8.3	9.8
WEEU-AM (News/Talk)	7.9	8.6
WRAW-AM (Nostalgia)	2.7	6.4
WYSP-FM (Rock)	5.0	6.4
WLEV-FM (AC)*	5.8	4.4
WWDB-FM (Talk)	3.1	3.4
WRVV-FM (Rock AC)	1.7	3.2
WXTU-FM (Country)	1.3	2.6
WODE-FM (Oldies)	1.9	2.4
WOGL-FM (Oldies)	4.0	2.4

\* Was WFMZ-FM until September

**#132**

**Quad Cities, IA-IL**

	Sp '97	Fa '97
WLLR-FM (Country)	11.8	13.3
KCQQ-FM (Cl. Hits)	11.6	10.0
WHTS-FM (CHR/Pop)	8.3	10.0
KUUL-FM (Oldies)	8.7	7.6
WOC-AM (News/Talk)	6.7	7.3
KMXG-FM (Hot AC)	5.6	6.2
WKBF-AM (Nostalgia)	6.0	5.8
WXLP-FM (Cl. Rock)	5.8	5.8
KBOB-FM (Country)	5.6	5.3
KORB-FM (Alternative)	5.4	4.2

**#133**

**Stamford, CT**

	Sp '97	Fa '97
WCBS-AM (News)	6.9	6.9
WFAN-AM (Sports)	5.0	6.0
WEBE-FM (AC)	6.5	5.7
WHTZ-FM (CHR/Pop)	4.2	5.3
WEZN-FM (AC)	3.8	4.8
WQHT-FM (CHR/Rhy)	3.3	4.8
WXRK-FM (Alternative)	3.3	4.8
WKHL-FM (Oldies)	4.8	4.1
WQEW-AM (Nostalgia)	1.5	3.7
WOR-AM (Talk)	1.5	3.2
WQCD-FM (NAC/SJ)	2.7	3.2

**#134**

**Peoria, IL**

	Sp '97	Fa '97
WXCL-FM (Country)	12.3	11.0
WPBG-FM (Oldies)	10.8	10.5
WSWT-FM (AC)	6.8	10.0
WGLO-FM (Rock)	4.5	6.7
WOAM-AM (Nostalgia)	6.3	6.4
WWCT-FM (Rock)	10.3	6.2
WFYR-FM (Country)	5.0	6.0
WIXO-FM (Alternative)	6.3	5.7
WBGE-FM (Urban)	1.8	3.6
WMBD-AM (News/Talk)	7.6	3.6
WTAZ-FM (News/Talk)	2.8	3.6

**#135**

**Ft. Collins, CO**

	Sp '97	Fa '97
KUAD-FM (Country)	—	8.0
KRFX-FM (Cl. Rock)	—	6.8
KOA-AM (Talk)	—	6.5
KALC-FM (Hot AC)	—	4.5
KYGO-FM (Country)	—	4.5
KPAW-FM (Cl. Hits)	—	4.3
KBPI-FM (Rock)	—	4.0
KXKL-FM (Oldies)	—	4.0
KOSI-FM (AC)	—	3.8
KGLL-FM (Country)	—	3.3

**#136**

**Atlantic City, NJ**

	Sp '97	Fa '97
WBNJ/WTH (Urban/AC)	9.0	10.3
WAYV-FM (CHR/Pop)	5.9	7.3
WZXL-FM (Rock)	5.0	6.9
WRDR-FM (Nostalgia)	6.3	6.0
WFPG-FM (AC)	7.3	5.4
WOND-AM (News/Talk)	4.8	4.7
WTKU-FM (Oldies)	3.6	4.1
WKOE-FM (Country)	5.2	3.6
WMGM-FM (Oldies)	3.6	3.6
WCMC-AM (Nostalgia)	2.3	3.0
WFPG-AM (News/Talk)	2.9	3.0
WMID-AM (Nostalgia)	3.6	3.0

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#137

**Biloxi, MS**

	Sp '97	Fa '97
WKNN-FM (Country)	14.9	13.2
WJZD-FM (Urban)	7.5	8.6
WGCM-FM (Oldies)	3.4	6.9
WMJY-FM (AC)	6.0	5.9
WCPR-FM (Rock)	4.5	5.1
WOSM-FM (Religious)	2.6	4.4
WXRG-FM (Cl. Rock)	7.5	4.4
WYOK-FM (Urban)	6.9	4.4
WZKX-FM (Country)	11.2	4.4
WXYK-FM (CHR/Pop)	2.6	3.7

#138

**Appleton, WI**

	Sp '97	Fa '97
WIXX-FM (CHR/Pop)	12.0	14.0
WAPL-FM (Rock)	9.9	11.8
WHBY-AM (News/Talk)	7.6	9.4
WNAM-AM (Nostalgia)	5.3	7.0
WNCY-FM (Country)	8.4	7.0
WOZZ-FM (Cl. Rock)	8.6	5.7
WROE-FM (AC)	5.9	5.3
WVBO-FM (Oldies)	6.3	5.3
WUSW-FM (Country)	4.2	5.0
WPKR-FM (Country)	2.9	4.2

#139

**Trenton, NJ**

	Sp '97	Fa '97
WKXW-FM (Talk)	5.8	8.1
WPST-FM (CHR/Pop)	10.3	8.1
WUSL-FM (Urban)	5.0	4.8
WJZJ-FM (NAC/SJ)	5.0	4.3
WDAS-FM (Urban AC)	3.2	4.0
WIOQ-FM (CHR/Pop)	2.8	3.8
WBUD-AM (Oldies)	7.1	3.3
WUOL-FM (Oldies)	3.7	3.1
WPHI-FM (Urban)	2.8	3.1
WFAN-AM (Sports)	1.5	2.6
WMMR-FM (Rock)	3.4	2.6

#140

**Huntington, WV**

	Sp '97	Fa '97
WTCR-FM (Country)	17.3	18.6
WKEE-FM (Hot AC)	18.1	15.3
WDGG-FM (Country)	6.9	7.2
WAMX-FM (Rock)	4.1	5.4
WKEE-AM (Nostalgia)	4.7	4.5
WRVC-FM (Oldies)	5.8	4.2
WKLC-FM (Rock)	4.7	3.9
WEMM-FM (Religious)	5.5	3.3
WBVB-FM (Country)	1.1	3.0
WRVC-AM (News/Talk)	5.8	3.0

#141

**Tyler, TX**

	Sp '97	Fa '97
KISX-FM (CHR/Pop)	11.6	14.0
KNUE-FM (Country)	13.2	9.6
KYKX-FM (Country)	7.2	8.5
KOOI-FM (AC)	7.8	8.0
KDOK-FM (Nostalgia)	5.7	5.2
KTYL-FM (AC)	3.6	5.2
KKTX-A/F (Cl. Rock)	5.2	4.9
KZEY-AM (Urban)	6.5	4.9
KTBB-AM (News/Talk)	3.1	3.8
KKUS-FM (Country)	2.6	2.5

#142

**Newburgh, NY**

	Sp '97	Fa '97
WHUD-FM (AC)	9.0	12.6
WSPK-FM (CHR/Pop)	10.2	12.1
WPDH-FM (Cl. Rock)	10.0	8.6
WRRV-FM (Alternative)	9.3	5.7
WCZX/WZAD (Oldies)	6.6	5.5
WFAN-AM (Sports)	3.1	3.6
WABC-AM (Talk)	2.1	2.6
WGNV-FM (AC)	2.4	2.6
WHTZ-FM (CHR/Pop)	1.2	2.6
WRWD-FM (Country)	2.9	2.6

#143

**Montgomery, AL**

	Sp '97	Fa '97
WZHT-FM (Urban)	21.3	17.2
WLWI-FM (Country)	13.8	13.8
WBAM-FM (CHR/Pop)	7.5	7.5
WMCZ-FM (Urban AC)	7.0	6.1
WACV-AM (News/Talk)	2.9	5.4
WXFX-FM (Rock)	6.3	5.4
WRWO-FM (AC)	3.4	4.8
WMHS-FM (Gospel)	—	4.3
WJCC-FM (Country)	4.1	4.1
WMXS-FM (AC)	5.7	4.1

#144

**Eugene, OR**

	Sp '97	Fa '97
KKNU-FM (Country)	7.2	13.1
KDUK-FM (CHR/Pop)	8.1	7.9
KUGN-AM (News/Talk)	4.0	7.7
KMGE-FM (AC)	8.9	7.1
KZEL-FM (Cl. Rock)	6.3	7.1
KUGN-FM (Country)	9.5	6.3
KPNW-AM (News/Talk)	6.1	6.0
KNRQ-A/F (Alternative)	6.9	5.7
KEHK-FM (Cl. Hits)	5.2	5.5
KODZ-FM (Oldies)	7.2	5.2

#145

**Springfield, MO**

	Sp '97	Fa '97
KTTS-FM (Country)	12.8	12.3
KGBX-FM (AC)	8.0	10.1
KHTO-FM (CHR/Pop)	6.1	7.2
KGMV-FM (Country)	9.0	6.4
KXUS-FM (Rock)	6.4	6.1
KOSP-FM (Oldies)	5.9	5.9
KLTQ-FM (Country)	4.5	5.6
KTOZ-FM (Alternative)	5.1	5.6
KTXR-FM (B/EZ)	4.3	5.6
KTTS-AM (Country)	6.1	4.8

#146

**Ann Arbor, MI**

	Sp '97	Fa '97
WJR-AM (Talk)	9.5	8.1
WKQI-FM (Hot AC)	3.2	5.9
WJLB-FM (Urban)	5.2	5.6
WNIC-FM (AC)	6.6	5.0
WWWW-FM (Country)	4.3	4.7
WQKL-FM (Oldies)	3.2	4.4
WCSX-FM (Cl. Rock)	2.6	3.4
WIQB-FM (Adult Alt.)	3.2	3.4
WQRS-FM (Alternative)*	2.3	3.4
WAAM-AM (News/Talk)	3.2	3.1

\* Was Classical until November 21

#147

**Rockford, IL**

	Sp '97	Fa '97
WZOK-FM (CHR/Pop)	14.5	13.0
WXRX-FM (Rock)	14.5	11.8
WXXQ-FM (Country)	8.1	11.8
WRWC-FM (AC)	9.2	9.2
WKMQ-FM (Oldies)	9.7	8.4
WROK-AM (News/Talk)	5.1	5.2
WNTA-AM (Talk)	4.6	3.5
WGN-AM (Full Serv)	3.6	2.9
WAIT-AM (Nostalgia)	1.0	2.3
WSJY-FM (B/EZ)	1.8	2.0

#148

**Macon, GA**

	Sp '97	Fa '97
WIBB-FM (Urban)	16.1	15.9
WDEN-A/F (Country)	16.9	15.2
WPEZ-FM (AC)	8.3	12.2
WQBZ-FM (Rock)	9.3	10.1
WMGB-FM (CHR/Pop)	6.0	6.1
WDDO-AM (Religious)	4.0	5.6
WAYS-FM (Oldies)	6.3	4.6
WPNR-FM (News/Talk)	3.5	3.8
WPGA-FM (Urban AC)	3.8	3.3
WMKS-FM (Country)	2.5	2.5

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**#149**

**Utica-Rome, NY**

	Sp '97	Fa '97
WFRG-FM (Country)	15.9	14.4
WLZW-FM (AC)	13.3	12.9
WOUR-FM (Cl. Rock)	5.7	8.2
WSKS-FM (CHR/Pop)	6.4	6.7
WKLL-FM (Alternative)	6.2	6.0
WRCK-FM (Cl. Rock)	4.0	5.5
WIBX-AM (News/Talk)	8.1	5.0
WODZ-A/F (Oldies)	3.8	3.2
WRFM-FM (AC)	1.9	3.2
WTLB-AM (Nostalgia)	2.6	3.2

**#150**

**Palm Springs, CA**

	Sp '97	Fa '97
KPSI-FM (CHR/Rhy)	13.8	11.5
KWXY-A/F (B/EZ)	11.0	11.2
KUNA-FM (Reg. Mex.)	6.7	7.6
KEZN-FM (AC)	4.8	7.5
KPLM-FM (Country)	7.2	6.9
KCLB-FM (Rock)	4.5	6.6
KDES-FM (Oldies)	6.0	6.6
KLOB-FM (Reg. Mex.)	9.3	6.4
KJJZ-FM (NAC/SJ)	3.6	4.1
KCMJ-FM (CHR/Pop)	3.6	3.6

**#151**

**Killeen, TX**

	Sp '97	Fa '97
KIIZ-FM (Urban)	16.5	12.9
KWTX-FM (CHR/Pop)	9.3	12.1
KOOC-FM (AC)	4.5	8.0
KOOV-FM (Country)	6.4	7.7
KYUL-FM (Oldies)	10.1	7.7
WACO-FM (Country)	6.1	6.3
KKIK-FM (Country)	5.3	5.5
KLFX-FM (Rock)	6.7	5.2
KAJZ-FM (NAC/SJ)	2.1	4.7
KJFK-FM (Talk)	2.9	4.4

**#152**

**Evansville, IN**

	Sp '97	Fa '97
WIKY-FM (AC)	18.4	17.1
WKDQ-FM (Country)	10.3	11.7
WSTO-FM (CHR/Pop)	14.5	10.9
WABX-FM (Cl. Rock)	8.1	7.7
WGBF-FM (Rock)	7.5	7.5
WYNG-FM (Country)	8.1	6.4
WJPS-FM (Oldies)	5.3	5.6
WSON-AM (Nostalgia)	1.7	4.3
WTRI-FM (Cl. Hits)	4.5	3.7
WEOA-AM (Urban)	.6	2.9

**#153**

**Salisbury, MD**

	Sp '97	Fa '97
WWFG-FM (Country)	10.9	9.5
WOCQ-FM (CHR/Rhy)	6.8	8.4
WQHQ-FM (AC)	9.4	8.1
WICO/WXJN (Country)	5.2	6.4
WLBW/WLVW (Oldies)	5.5	6.2
WZBH-FM (Rock)	5.5	5.9
WGMD-FM (News/Talk)	2.9	4.5
WOLC-FM (Religious)	2.9	4.5
WRKE-FM (Urban)	5.2	4.5
WOSC-FM (Alternative)	4.4	3.6

**#154**

**Savannah, GA**

	Sp '97	Fa '97
WEAS-FM (Urban)	11.5	12.6
WSOK-AM (Religious)	9.9	10.2
WAEV-FM (Hot AC)	9.3	9.6
WJCL-FM (Country)	9.6	9.1
WL VH-FM (Urban AC)	8.5	7.3
WYKZ-FM (AC)	4.0	5.3
WCHY-FM (Country)	5.1	5.0
WLOW-FM (Nostalgia)	3.7	4.1
WBMQ-AM (News/Talk)	2.4	3.8
WGZO/WGCO (Oldies)	5.1	3.8

**#155**

**Erie, PA**

	Sp '97	Fa '97
WRKT-FM (Rock)	11.2	15.0
WRTS-FM (AC)	14.0	12.4
WXTA-FM (Country)	13.1	12.4
WFGO-FM (Oldies)	8.8	11.2
WXKC-FM (AC)	7.6	9.8
WJET-FM (CHR/Pop)	10.0	7.5
WLKK-FM (News/Talk)	4.9	6.1
WRIE-AM (Nostalgia)	4.9	5.8
WF LP-AM (News/Talk)	4.6	3.5
WZPR-FM (Country)	1.5	1.7

**#156**

**Fayetteville, AR**

	Sp '97	Fa '97
KKIX-FM (Country)	16.7	17.3
KEZA-FM (AC)	11.8	8.5
KKEG-FM (Rock)	8.7	7.9
KMCK-FM (CHR/Pop)	12.7	7.6
KFAY-AM (Country)	5.0	5.5
KBVA-FM (Misc.)	4.3	5.3
KJEM-FM (Nostalgia)	1.5	5.3
KMXF-FM (Hot AC)*	3.4	4.4
KAMO-FM (Country)	1.5	4.1
KDAB-FM (Gospel)	4.6	3.8
KFAY-FM (News/Talk)	3.1	3.8

\*Was **KKZQ-FM** (Classic Rock) until June 13.

**#157**

**Poughkeepsie, NY**

	Sp '97	Fa '97
WPDA/WPDH (Cl. Rock)	10.6	8.4
WSPK-FM (CHR/Pop)	7.9	8.4
WCZX-FM (Oldies)	5.7	7.5
WRWD-FM (Country)	9.5	7.2
WRRB/WRRV (Alt.)	3.3	6.9
WBWZ-FM (Hot AC)	3.8	5.3
WRNQ-FM (AC)	4.3	5.0
WEOK-AM (Nostalgia)	4.6	4.7
WABC-AM (Talk)	2.7	4.4
WBPM-FM (CHR/Rhy)	3.8	3.8
WHUD-FM (AC)	3.3	3.8

**#158**

**South Bend, IN**

	Sp '97	Fa '97
WBYT-FM (Country)	14.8	14.4
WNSN-FM (AC)	9.5	10.9
WRBR-FM (Rock)	8.9	10.9
WAOR-FM (Cl. Rock)	5.0	8.0
WSBT-AM (News/Talk)	8.0	8.0
WHLY-AM (Nostalgia)	6.5	7.1
WNDU-FM (CHR/Pop)	9.2	5.4
WUBU-FM (Urban AC)	5.9	4.8
WZOC-FM (Oldies)	5.9	4.8
WZOW-FM (Cl. Rock)	3.0	2.9

**#159**

**Wausau, WI**

	Sp '97	Fa '97
WIFC-FM (CHR/Pop)	15.9	16.1
WDEZ-FM (Country)	16.2	12.4
WYTE-FM (Country)	7.4	9.8
WAXX-FM (Country)	6.3	5.8
WGLX-FM (Cl. Rock)	6.6	5.5
WLJY-FM (AC)	3.8	4.3
WOFM-FM (Oldies)	4.9	4.3
WSPT-FM (Hot AC)	2.2	3.5
WFHR-AM (News/Talk)	3.0	3.2
WIZD-FM (Oldies)	3.0	3.2
WMZK-FM (Rock)	3.3	3.2
WSAU-AM (News/Talk)	3.0	3.2

**#160**

**Charleston, WV**

	Sp '97	Fa '97
WQBE-FM (Country)	16.6	22.6
WVSR-FM (CHR/Pop)	14.4	14.6
WCHS-AM (News/Talk)	5.6	9.0
WKLC-FM (Rock)	10.0	8.6
WKWS-FM (Country)	10.0	8.6
WKAZ-FM (Cl. Hits)	5.0	6.3
WVAF-FM (AC)	8.8	5.3
WRVZ-FM (Oldies)	5.6	2.3
WAMX-FM (Rock)	2.2	2.0
WBES-FM (Hot AC)	1.6	1.7
WCAW-AM (Nostalgia)	2.5	1.7
WJYP-FM (Religious)	1.9	1.7
WZKM-FM (Gospel)	.6	1.7

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#161

Hagerstown, MD

	Sp '97	Fa '97
WAYZ-FM (Country)	13.3	13.5
WIKZ-FM (Hot AC)	9.7	7.2
WYII-FM (Country)	4.5	7.2
WSRT-FM (Cl. Rock)	6.5	6.3
WFRE-FM (Country)	4.5	6.0
WWMD-FM (B/EZ)	6.5	6.0
WJEJ-AM (AC)	3.2	4.4
WARX-FM (Oldies)	4.2	2.8
WCHA-FM (Country)	1.9	2.8
WQCM-FM (Rock)	4.5	2.8

#162

Portland, ME

	Sp '97	Fa '97
WBLM-FM (Rock)	9.8	10.7
WPOR-A/F (Country)	9.8	9.1
WMGX-FM (Hot AC)	7.3	8.7
WJBQ-FM (CHR/Pop)	6.7	8.4
WCYI/WCYI (Altern)	6.9	7.8
WGAN-AM (News/Talk)	8.3	6.5
WYNZ-FM (Oldies)	5.1	5.2
WHOM-FM (AC)	6.3	4.5
WLAM-AM (Nostalgia)	2.2	3.2
WTHT-FM (Country)	4.8	3.2

#163

New London, CT

	Sp '97	Fa '97
WQGN-FM (CHR/Pop)	12.4	11.1
WCTY-FM (Country)	16.9	10.5
WNLC-A/F (Nostalgia)*	6.2	7.8
WWRX-FM (Cl. Rock)	6.9	6.6
WBMW-FM (AC)	2.8	4.8
WTYD-FM (AC)	5.5	4.5
WFAN-AM (Sports)	3.1	3.9
WVVE-FM (Oldies)	3.4	3.9
WKCD-FM (NAC/SJ)	3.1	3.6
WXEX-FM (Alternat)**	2.4	3.6

\*WNLC-FM was WXZR-FM (Adult Alt) until September.  
\*\*Were Alternative until June.

#164

Binghamton, NY

	Sp '97	Fa '97
WHWK-FM (Country)	20.0	22.0
WMRV-FM (CHR/Pop)	10.8	14.6
WNBF-AM (News/Talk)	7.1	8.4
WAAL-FM (Cl. Rock)	11.7	7.4
WMXW-FM (AC)	7.7	6.5
WYOS-FM (Oldies)	5.2	5.2
WEBO/WGRG (AC)*	2.8	3.2
WKGB-FM (Rock)	5.5	2.9
WENE-AM (Sports)	1.8	2.3
WINR-AM (Nostalgia)	3.1	2.3
WKOP-AM (Nostalgia)	2.5	2.3

\*Were Alternative until June.

#165

Tallahassee, FL

	Sp '97	Fa '97
WHBX-FM (Urban AC)	14.6	13.7
WBZE-FM (AC)	9.8	9.7
WAIB-FM (Country)	6.3	7.0
WJZT-FM (NAC/SJ)	6.7	6.3
WTNT-FM (Country)	5.4	6.3
WWFO-FM (Cl. Rock)	4.8	6.3
WXSR-FM (Alternative)	5.7	5.7
WGLF-FM (Rock)	5.7	4.7
WWLD-FM (CHR/Pop)	8.6	4.7
WSNI-FM (Oldies)	3.8	4.3

#166

Columbus, GA

	Sp '97	Fa '97
WFEX-FM (Urban)	19.2	17.2
WAGH-FM (Urban AC)	9.9	11.7
WVRK-FM (Rock)	8.3	11.4
WKCN-FM (Country)	9.6	10.1
WGSY-FM (AC)	10.3	7.5
WCGQ-FM (Hot AC)	8.9	7.1
WOKS-AM (Urban/O)	4.3	4.5
WEAM-AM (Gospel)	2.6	3.6
WRCG-AM (News/Talk)	7.0	3.6
WSTH-FM (Country)	5.3	3.6

#167

San Luis Obispo, CA

	Sp '97	Fa '97
KZOZ-FM (Rock)	8.5	9.2
KSLY-FM (Alternative)	7.8	7.1
KSTT-FM (AC)	6.5	7.1
KKJG-FM (Country)	8.1	6.1
KIQO-FM (Oldies)	4.9	5.4
KOTR-FM (Adult Alt.)	2.3	5.1
KKJL-AM (Nostalgia)	3.3	3.4
KPRI-AM (News/Talk)	2.3	3.4
KGLW-AM (News/Talk)	3.3	3.1
KVEC-AM (News)	3.9	3.1

#168

Johnstown, PA

	Sp '97	Fa '97
WMTZ-FM (Country)	18.2	19.3
WKYE-FM (AC)	13.5	12.2
WGLU-FM (CHR/Pop)	8.3	9.2
WQKK-FM (Rock)	6.5	5.1
WFGY-A/F (Country)	3.1	4.7
WSRA-FM (AC)	5.2	4.7
WDVE-FM (Rock)	4.3	4.1
WJAC-AM (Nostalgia)	4.6	3.4
WVSC-AM (Oldies)	.9	3.1
WFRB-FM (Country)	3.1	2.0
WZPT-FM (Oldies)	.9	2.0

#169

Ft. Smith, AR

	Sp '97	Fa '97
KMAG-FM (Country)	13.9	17.7
KTCS-A/F (Country)	17.9	16.6
KISR-FM (CHR/Pop)	10.7	11.3
KOMS-FM (Country)	8.9	6.7
KZBB-FM (Rock)	4.6	4.6
KEZA-FM (AC)	5.4	4.2
KREU-FM (Cl. Hits)	3.9	3.9
KWHN-AM (News/Talk)	2.9	3.9
KEZU-FM (AC)	2.9	3.5
KLSZ-FM (Cl. Rock)	1.1	2.8
KZKZ-FM (Religious)	2.5	2.8

#170

Anchorage, AK

	Sp '97	Fa '97
KGOT-FM (CHR/Pop)	13.9	12.8
KBFX-FM (Cl. Rock)	5.4	9.5
KASH-A/F (Country)	6.7	8.5
KWHL-FM (Alternative)	7.5	7.9
KMXS-FM (Hot AC)	9.5	7.2
KBRJ-FM (Country)	6.8	6.2
KENI-AM (News/Talk)	7.1	6.2
KEAG-FM (Oldies)	5.8	5.2
KYMG-FM (AC)	5.4	5.2
KKRO-FM (Cl. Hits)	5.4	4.3

#171

Lincoln, NE

	Sp '97	Fa '97
KFOR-AM (Full Serv)	9.6	10.7
KZKX-FM (Country)	12.0	9.3
KFRX-FM (CHR/Pop)	8.6	8.3
KTGL-FM (Cl. Rock)	8.6	7.9
KLIN-AM (News/Talk)	3.8	5.9
KIBZ-FM (Rock)	7.2	5.2
KKUL-FM (Oldies)	4.1	5.2
KFGE-FM (Country)	3.4	4.8
KGDE-FM (Alternative)	4.8	4.8
KEZG-FM (AC)	3.8	3.1
KFAB-AM (News/Talk)	2.4	3.1

#172

Kalamazoo, MI

	Sp '97	Fa '97
WKFR-FM (CHR/Pop)	12.4	10.1
WBCT-FM (Country)	11.3	9.7
WRKR-FM (Rock)	11.3	9.4
WFAT-FM (AC)	9.1	8.2
WQLR-FM (AC)	7.3	7.9
WKZO-AM (News/Talk)	3.6	6.4
WGRD-FM (Alternative)	2.9	4.1
WOOD-FM (AC)	2.5	3.4
WNWN-AM (Urban AC)	5.1	3.4
WNWN-FM (Country)	5.5	3.0

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**#173**

**Lubbock, TX**

	Sp '97	Fa '97
KZII-FM (CHR/Pop)	17.8	17.2
KLLL-A/F (Country)	16.9	15.9
KKCL-FM (Oldies)	9.4	10.2
KFMX-FM (Rock)	5.9	8.9
KMMX-FM (AC)	4.4	5.4
KXTQ-FM (Span. Con.)	6.3	4.5
KCRM-FM (Hot AC)	5.6	3.8
KRBL-FM (Country)	2.2	3.8
KKAM-AM (Sports)	1.9	2.9
KLZK-FM (Cl. Rock)	5.0	2.9
KONE-FM (Country)	1.9	2.9

**#174**

**Odessa, TX**

	Sp '97	Fa '97
KCHX-FM (CHR/Pop)	12.8	12.1
KGEE-FM (Country)	7.9	11.7
KODM-FM (AC)	6.3	10.5
KNFM-FM (Country)	10.9	8.6
KKJW-FM (Country/O)	—	7.3
KQLM-FM (Span. Con.)	5.9	5.4
KMND-AM (News/Talk)	5.6	4.8
KBAT-FM (Rock)	6.3	4.1
KCRS-FM (News)	2.0	3.8
KMCM-FM (Oldies)*	5.6	3.8
KMRK-FM (Span. Con.)	5.9	3.8

\*Was KQIP-FM until November 7.

**#175**

**Myrtle Beach, SC**

	Sp '97	Fa '97
WDAI-FM (Urban)	9.3	10.2
WWXM-FM (CHR/Pop)	10.0	8.5
WSYN-FM (Oldies)	6.6	8.1
WYAK-FM (Country)	4.5	8.1
WJYR-FM (B/EZ)	9.3	7.1
WYAV-FM (Cl. Rock)	4.5	7.1
WGTR-FM (Country)	6.9	6.1
WRNN-FM (News/Talk)	4.5	4.4
WWSK-FM (Alternative)	3.8	3.7
WGSN/WNMB (AC)	5.2	3.1
WKZQ-FM (Rock)	3.8	3.1
WMYB-FM (AC)	2.4	3.1

**#176**

**Asheville, NC**

	Sp '97	Fa '97
WKSF-FM (Country)	21.3	15.8
WWNC-AM (Country)	14.3	13.8
WZRQ-FM (Cl. Rock)	6.1	9.5
WFBC-FM (CHR/Pop)	4.9	5.5
WMIT-FM (Religious)	3.3	5.5
WMYI-FM (AC)	7.8	5.5
WISE/WTZQ (Nostalgia)	5.3	4.7
WTPT-FM (Alternative)	5.3	3.6
WESC-FM (Country)	2.0	2.8
WSPA-FM (AC)	1.2	2.4

**#176**

**Tupelo, MS**

	Sp '97	Fa '97
WWKZ-FM (CHR/Pop)	16.9	17.0
WWZD-FM (Country)	20.2	14.5
WESE-FM (Urban)	9.9	9.8
WWMS-FM (Country)	6.3	6.2
WSYE-FM (AC)	6.6	5.4
WBIP-FM (Gospel)	3.6	4.7
WACR-FM (Urban)	2.0	4.3
WFTA-FM (AC)	4.6	4.3
WZLQ-FM (Country)	3.0	4.0
WWZQ-A/F (Oldies)	2.3	3.3

**#178**

**Wilmington, NC**

	Sp '97	Fa '97
WRQR-FM (Rock)	6.7	8.7
WMNX-FM (Urban)	13.0	8.3
WGNI-FM (AC)	11.0	7.5
WKOO-FM (Oldies)	4.0	6.7
WSFM-FM (Alternative)	6.3	6.7
WWQQ-FM (Country)	6.3	6.3
WAAV-AM (News/Talk)	4.3	4.8
WKXB-FM (Country)	6.7	4.4
WLTT-FM (AC)	2.0	4.0
WAAV-FM (News/Talk)	1.6	3.2
WXQR-FM (Cl. Rock)	4.7	3.2

**#179**

**Waterbury, CT**

	Sp '97	Fa '97
WWYZ-FM (Country)	9.1	12.0
WKSS-FM (CHR/Pop)	6.9	10.7
WTIC-AM (News/Talk)	4.4	7.0
WDRC-FM (Oldies)	5.3	5.7
WATR-AM (News/Talk)	7.2	4.7
WEZN-FM (AC)	6.6	4.7
WMRQ-FM (Alternative)	3.8	4.7
WRCH-FM (AC)	8.1	4.7
WZMX-FM (Oldies)	3.8	4.3
WPLR-FM (Rock)	5.3	4.0

**#180**

**Topeka, KS**

	Sp '97	Fa '97
WIBW-FM (Country)	14.9	18.9
KMAJ-FM (AC)	11.1	12.4
KTPK-FM (Country)	8.1	7.8
KLZR-FM (Alternative)	5.1	6.5
WIBW-AM (News/Talk)	7.1	5.8
KDVV-FM (Cl. Rock)	8.4	4.5
KQTP-FM (Oldies)	4.7	4.1
KTOR-FM (Nostalgia)	2.7	4.1
KMAJ-AM (News/Talk)	2.7	3.1
KWIC-FM (Hot AC)	4.7	3.1

**#181**

**Dothan, AL**

	Sp '97	Fa '97
WDJR-FM (Country)	12.6	16.9
WOOF-FM (AC)	10.7	9.9
WTVY-FM (Country)	15.5	9.9
WKMX-FM (CHR/Pop)	9.4	8.1
WESP-FM (Cl. Rock)	4.5	6.3
WJUN-FM (Urban)	5.2	5.5
WZHT-FM (Urban)	8.1	5.5
WRJM-FM (AC)	3.2	4.4
WMHS-FM (Gospel)	—	2.6
WYYX-FM (Rock)*	2.3	2.6

\*Was WTBB-FM until October.

**#182**

**Green Bay, WI**

	Sp '97	Fa '97
WIXX-FM (CHR/Pop)	14.0	16.7
WAPL-FM (Rock)	13.3	10.7
WNFL-AM (News/Talk)	3.9	6.3
WNCY-FM (Country)	7.2	5.7
WOZZ-FM (Cl. Rock)	7.2	5.7
WOGB-FM (Oldies)	4.3	5.3
WQLH-FM (CHR/Pop)	3.9	5.3
WDUZ-AM (News/Talk)	5.0	5.0
WKSZ-FM (CHR/Pop)	4.7	5.0
WGEE-AM (News/Talk)	6.1	4.0

**#182**

**Morgantown, WV**

	Sp '97	Fa '97
WKKW-FM (Country)	22.8	21.3
WVAQ-FM (CHR/Pop)	11.0	14.8
WAJR-AM (Country)	7.6	7.0
WFBY-FM (Cl. Rock)	5.1	6.5
WCLG-FM (Rock)	7.2	6.1
WBRB/WVUC (Country)	3.8	4.3
WMQC/WPDX (AC)	2.9	3.9
WTUS-FM (Country)	5.1	3.9
WDCI-FM (AC)	3.4	3.5
WOBG-FM (Oldies)	2.5	3.0

**#184**

**Cape Cod, MA**

	Sp '97	Fa '97
WQRC-FM (AC)	10.9	10.9
WOCN-FM (Nostalgia)	5.6	8.9
WXTK-FM (News/Talk)	8.6	8.6
WCIB-FM (Cl. Rock)	7.6	7.6
WFCC-FM (Classical)	10.9	7.6
WKPE-FM (Rock)	3.0	5.9
WCOD-FM (AC)	5.3	5.3
WRZE-FM (CHR/Pop)	7.3	5.3
WMVY-FM (Adult Alt.)	3.6	4.9
WPXC-FM (Rock)	4.6	3.9

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#185

**Yakima, WA**

	Sp '97	Fa '97
KXDD-FM (Country)	14.4	17.4
KFFM-FM (CHR/Pop)	10.8	13.6
KIT-AM (News/Talk)	11.5	11.0
KZTA/KZTB (Reg. Mex.)	5.8	7.6
KRSE-FM (AC)	4.7	7.2
KATS-FM (Rock)	9.0	6.4
KHHK-FM (Cl. Hits)	5.0	4.9
KQSN-FM (AC)*	4.7	2.7
KMWX-AM (Oldies)	5.0	2.3
KREW-AM (Nostalgia)	.7	2.3

\*Was KXXS-FM (Country) until September.

#186

**Terre Haute, IN**

	Sp '97	Fa '97
WTHI-FM (Country)	23.8	21.6
WMGI-FM (CHR/Pop)	12.9	11.6
WZZQ-FM (Rock)	14.9	11.6
WSDM-FM (Oldies)	5.2	7.5
WLEZ-FM (B/EZ)	5.2	6.7
WCBH-FM (Hot AC)	3.6	4.1
WWVR-FM (Religious)	1.2	3.0
WTHC-FM (Country)	1.6	2.6
WTHI-AM (News/Talk)	2.8	2.6
WACF-FM (Country)	2.8	2.2

#187

**Santa Barbara, CA**

	Sp '97	Fa '97
KSBL-FM (AC)	9.5	9.0
KRUZ-FM (Hot AC)	7.4	7.4
KMGQ-FM (NAC/SJ)*	2.5	7.0
KZBN-AM (Nostalgia)	6.6	6.6
KTYD-FM (Rock)	5.0	5.9
KCAQ-FM (CHR/Rhy)	5.0	5.5
KDB-FM (Classical)	7.0	4.3
KQSB-AM (News/Talk)	2.5	4.3
KSPE-FM (Spanish Con.)	4.1	4.3
KHTY-FM (Alternative)	5.0	3.9
KJEE-FM (Alternative)	3.7	3.9

\*Was AC until September.

#188

**Amarillo, TX**

	Sp '97	Fa '97
KGNC-FM (Country)	11.9	11.9
KQIZ-FM (CHR/Pop)	10.1	11.6
KARX-FM (Cl. Rock)	6.0	8.2
KBUY-FM (Country)	8.6	7.5
KIXZ-AM (Oldies)	2.6	7.5
KGNC-AM (News/Talk)	10.1	7.1
KMML-FM (Country)	6.0	6.3
KZRK-A/F (Rock)	9.3	5.2
KAEZ-FM (AC)	4.5	5.0
KPUR-FM (Oldies)	7.1	4.5

#189

**Chico, CA**

	Sp '97	Fa '97
KPAY-AM (News/Talk)	8.2	8.4
KALF-FM (Country)	9.4	8.0
KPPL-FM (AC)	4.5	7.6
KHSL-FM (Country)	7.4	6.3
KRQR-FM (Rock)	5.7	6.3
KLRS-FM (Hot AC)	3.7	5.0
KFBK-AM (News/Talk)	3.3	4.6
KMXI-FM (AC)	4.9	4.6
KFMF-FM (Rock)	5.7	4.2
KJAZ-AM (Big Band)	—	2.9
KKCY-FM (Country)	3.3	2.9

#190

**Springfield, IL**

	Sp '97	Fa '97
WFMB-FM (Country)	9.0	11.5
WDBR-FM (CHR/Pop)	13.4	10.4
WNNS-FM (AC)	10.1	9.7
WQLZ-FM (Rock)	10.4	9.7
WQQL-FM (Oldies)	8.6	7.8
WYMG-FM (Cl. Rock)	5.6	7.4
WTAX-FM (News/Talk)	8.6	7.1
WMAY-AM (News/Talk)	5.6	6.3
WYXY-FM (Country)	6.7	5.9
WFMB-AM (Country)	1.9	3.7

#191

**Danbury, CT**

	Sp '97	Fa '97
WDAQ-FM (Hot AC)	13.4	13.9
WLAD-AM (Full Serv)	6.9	8.1
WEZN-FM (AC)	7.7	7.7
WRKI-FM (Rock)	5.3	7.3
WFAN-AM (Sports)	4.9	5.5
WCBS-AM (News)	4.9	4.4
WEBE-FM (AC)	2.4	3.3
WAXB-FM (Oldies)	2.0	2.9
WPLR-FM (Rock)	1.2	2.9
WOR-AM (Talk)	2.0	2.2
WQHT-FM (CHR/Rhy)	2.0	2.2
WWYZ-FM (Country)	6.1	2.2

#192

**Waco, TX**

	Sp '97	Fa '97
WACO-FM (Country)	18.5	13.6
KWTX-FM (News/Talk)	12.5	12.3
KKDA-FM (Urban)	7.8	10.1
KBRQ-FM (Cl. Rock)	9.1	7.9
KCKR-FM (Country)	10.8	5.3
WBAP-AM (News/Talk)	3.9	5.3
KWOW-FM (Oldies)	2.2	4.8
KBCT-FM (NAC/SJ)	3.4	3.1
KICI-FM (Tejano)	2.2	3.1
KRZI-AM (News/Talk)	2.2	2.6
KWTX-AM (News/Talk)	2.2	2.6

#193

**Merced, CA**

	Sp '97	Fa '97
KHTN-FM (CHR/Pop)	12.1	10.0
KUBB-FM (Country)	7.0	7.3
KABX-FM (Oldies)	7.0	6.9
KHOP-FM (Rock)	5.4	5.4
KYOS-AM (News/Talk)	5.1	4.6
KIBG-FM (AC)	1.6	3.8
KVRQ-FM (Cl. Rock)	3.1	3.8
KOSO-FM (Hot AC)	2.7	3.5
KATM-FM (Country)	4.3	3.1
KOQO-A/F (Reg. Mex.)	2.3	3.1

#194

**Manchester, NH**

	Sp '97	Fa '97
WZID-FM (AC)	21.8	17.9
WGIR-FM (Rock)	9.8	9.2
WOKQ-FM (Country)	5.1	7.3
WNFT/WAAF (Rock)*	4.0	5.3
WFEA-AM (Nostalgia)	5.8	5.0
WGIR-AM (News/Talk)	3.3	4.6
WBCN-FM (Alternative)	2.9	3.4
WJMN-FM (CHR/Rhy)	4.0	3.4
WOLL-FM (Oldies)**	2.2	3.4
WBZ-AM (News/Talk)	1.5	2.7

\*WNFT-AM was Business Talk until June 1, when it began simulcasting WAAF-FM.

\*\*Was WOXF-FM (AC) until September.

#195

**NW Michigan**

	Sp '97	Fa '97
WTCM-FM (Country)	19.7	17.8
WKLT/WKLZ (Rock)	10.5	11.0
WTCM-AM (News/Talk)	6.9	8.3
WKPK-FM (CHR/Pop)	7.7	7.2
WMKC-FM (Country)	5.8	7.2
WKHQ-FM (CHR/Pop)	7.3	6.1
WCCW-FM (Nostalgia)	4.2	4.5
WGFM/WGFM (Cl. Rock)	3.5	4.5
WLDR-FM (AC)	5.4	3.8
WAIR/WIAR (Oldies)	1.9	2.3
WLXT/WLXV (AC)	4.6	2.3

#196

**Santa Maria, CA**

	Sp '97	Fa '97
KXFM-FM (Oldies)	6.5	8.3
KSNI-FM (Country)	4.9	7.5
KBOX-FM (AC)	6.9	6.2
KRQK-FM (Reg. Mex.)	5.3	6.2
KRUZ-FM (Hot AC)	5.7	6.2
KIDI-FM (Reg. Mex.)	4.1	5.8
KSMA-AM (News/Talk)	4.1	5.8
KSPE-FM (Spanish Con.)	3.7	5.0
KUHL-AM (News/Talk)	7.3	4.6
KSTT-FM (AC)	3.3	4.1

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**#197**

**Elmira, NY**

	Sp '97	Fa '97
WNKI-FM (CHR/Pop)	10.4	13.2
WLVI-FM (CHR/Pop)	8.1	11.5
WPGI-FM (Country)	5.9	6.8
WENY-FM (News/Talk)	6.8	5.5
WKPQ-FM (Adult Alt.)	6.8	5.1
WOKN-FM (Country)	5.9	5.1
WVIN-FM (Oldies)	4.1	4.3
WGMM-FM (Oldies)	3.6	3.8
WNVE-FM (Alternative)	2.7	3.0
WCBA-FM (AC)	1.4	2.6

**#198**

**Florence, SC**

	Sp '97	Fa '97
WYNN-FM (Urban)	10.4	12.6
WJMX-FM (CHR/Pop)	7.4	11.7
WYNN-AM (Gospel)	9.6	11.3
WEGX-FM (Country)	5.7	5.7
WSQN-FM (AC)	3.5	5.7
WDAR-FM (Country)	4.8	5.3
WWDM-FM (Urban)	7.0	5.3
WHLZ-FM (Country)	4.8	4.0
WMXT-FM (Hot AC)	3.0	3.2
WBZF-FM (Alternative)	3.5	2.8

**#199**

**Cedar Rapids, IA**

	Sp '97	Fa '97
WMT-AM (News/Talk)	10.0	14.0
KHAK-FM (Country)	15.2	13.1
WMT-FM (Hot AC)	8.2	12.6
KDAT-FM (AC)	10.8	11.3
KKRQ-FM (Cl. Rock)	9.1	8.1
KRNA-FM (Rock)	6.5	6.8
KFMW-FM (Rock)	5.2	5.9
KXMX-FM (Country)	8.7	4.5
KCRG-AM (News/Talk)	3.0	3.6

**#200**

**Alexandria, LA**

	Sp '97	Fa '97
KBCE-FM (Urban)	14.9	16.8
KRRV-FM (Country)	14.4	13.3
KQID-FM (CHR/Pop)	7.7	11.1
KLAA-FM (Country)	5.1	8.0
KZMZ-FM (Cl. Rock)	6.7	7.5
KKST-FM (AC)	6.7	6.2
KEZP-FM (Oldies)	5.1	5.8
KLBG-AM (Gospel)	4.6	4.4
KAPB-FM (Country)	3.1	2.7
KSYL-AM (News/Talk)	1.5	2.2

**#200**

**Frederick, MD**

	Sp '97	Fa '97
WFRE-FM (Country)	18.1	12.1
WWDC-FM (Rock)	5.3	6.7
WWVZ/WWZZ (CHR/Pop)	5.4	6.7
WAFY-FM (AC)	4.9	7.1
WARW-FM (Cl. Rock)	2.9	4.6
WBIG-FM (Oldies)	4.1	4.6
WFMD-AM (News/Talk)	6.2	4.6
WMZQ-FM (Country)	3.7	4.2
WJFK-FM (Talk)	1.6	3.8
WKYS-FM (Urban)	1.2	3.3

**#202**

**Tri-Cities, WA**

	Sp '97	Fa '97
KONA-AM (News/Talk)	4.6	8.5
KXRX-FM (Rock)	6.9	8.5
KONA-FM (AC)	6.5	7.6
KORD-FM (Country)	8.8	7.6
KEYW-FM (Hot AC)	8.3	6.2
KZHR-FM (Hot AC)	5.1	6.2
KIOK-FM (Country)	6.5	5.7
KEGX-FM (Cl. Rock)	8.8	5.2
KTCR-AM (News/Talk)	4.1	4.7
KTWY-FM (Religious)	2.3	3.8

**#203**

**Lake Charles, LA**

	Sp '97	Fa '97
KYKZ-FM (Country)	23.4	26.8
KZWA-FM (Urban)	12.7	11.2
KKGB-FM (Rock)	8.1	8.3
KHLA-FM (AC)	8.6	7.8
KBIU-FM (AC)	11.7	7.3
KXZZ-AM (Urban AC)	4.1	7.3
KAJN-FM (Religious)	2.0	3.4
KQXY-FM (CHR/Pop)	2.0	2.9
KIOC-FM (Alternative)	2.5	2.0
KLVI-AM (News/Talk)	2.0	2.0

**#204**

**Medford, OR**

	Sp '97	Fa '97
KRWQ-FM (Country)	13.9	13.0
KTMT-FM (CHR/Pop)	8.8	9.3
KCMX-FM (News/Talk)	5.2	8.3
KZZE-FM (Rock)	7.2	8.3
KMED-AM (B/EZ)	8.8	6.5
KAKT-FM (Country)	4.6	6.0
KBOY-FM (Cl. Rock)	6.2	5.6
KCMX-AM (News/Talk)	3.6	5.1
KCNA-FM (Oldies)	4.6	4.6
KROG-FM (AC)	3.1	4.6

**#205**

**Laurel, MS**

	Sp '97	Fa '97
WBNN-FM (Country)	16.1	20.0
WNSL-FM (CHR/Pop)	11.6	13.2
WJMG-FM (Urban)	7.5	9.5
WJXK-FM (Urban AC)	16.1	8.9
WXRR-FM (Cl. Rock)	10.6	7.9
WHER-FM (Country)	7.5	6.3
WEEZ-FM (Religious)	3.0	4.2
WZKX-FM (Country)	5.5	4.2
WMFM-FM (AC)	4.0	2.6
WMXI-FM (Con. Christ)	—	2.1
WORV-AM (Gospel)	2.0	2.1

**#206**

**Champaign, IL**

	Sp '97	Fa '97
WIXY-FM (Country)	15.6	18.5
WDWS-FM (News/Talk)	10.0	9.7
WLRW-FM (Hot AC)	10.0	9.2
WHMS-FM (AC)	6.7	7.2
WKIO-FM (Oldies)	5.0	7.2
WPGU-FM (Alternative)	5.0	7.2
WQQB-FM (CHR/Pop)	5.0	5.6
WGKC-FM (Cl. Rock)	5.6	3.6
WLS-AM (Talk)	3.9	3.6
WZNF-FM (Rock)	2.8	3.1

**#207**

**Laredo, TX**

	Sp '97	Fa '97
KNEX-FM (Span. Con.)*	4.3	21.3
KRRG-FM (CHR/Pop)	15.7	15.2
KJBZ-FM (Tejano)	21.3	13.0
KOYE-FM (Country)	9.6	9.6
KBDR-FM (Cl. Rock)	10.9	7.4
XNOE-FM (Spanish FS)	3.9	7.0
KDOS-AM (Mariachi)	4.3	4.3
XNLO-FM (Spanish AC)	3.0	2.6
XTLN-FM (Reg. Mex.)	3.0	2.2
XHBK-FM (Reg. Mex.)	—	1.3

\*Was KZTQ-FM (Tejano) until August.

**#208**

**Fargo, ND**

	Sp '97	Fa '97
KFGO-AM (News/Talk)	23.0	15.2
KVOX-FM (Country)	11.5	11.1
KLTA-FM (AC)	9.1	10.7
WDAY-FM (CHR/Pop)	9.1	9.5
KFGO-FM (Country)	7.0	8.2
KPFX-FM (Cl. Rock)	5.3	8.2
KQWB-FM (Rock)	6.2	7.4
WDAY-AM (News/Talk)	7.0	6.2
KQWB-AM (Nostalgia)	3.7	3.3
KFGX-FM (Alternative)	3.7	2.5
KPHT-FM (AC)	1.6	2.5

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#209

Marion, IL

	Sp '97	Fa '97
WDDD-FM (Country)	18.1	17.7
WOOZ-FM (Country)	15.7	14.5
WCIL-FM (CHR/Pop)	8.8	8.6
WTAO-FM (Rock)	10.3	8.1
KGMO-FM (Cl. Hits)	3.9	4.3
WQRL-FM (Oldies)	2.5	3.8
WXLT-FM (AC)	4.4	3.8
WUEZ-FM (B/EZ)	3.9	3.2
KEZS-FM (Country)	3.4	2.7
KPNT-FM (Alternative)	1.0	2.7

#210

Ft. Walton Beach, FL

	Sp '97	Fa '97
WNCV-FM (AC)	7.9	11.3
WYZZ-FM (Country)	8.5	10.3
WZNS-FM (CHR/Rhy)	—	8.5
WKSM-FM (Rock)	12.7	8.0
WBLX-FM (Urban)	4.8	7.0
WMXZ-FM (CHR/Pop)	14.3	5.2
WXBW-FM (Country)	2.6	4.7
WFTW-AM (News/Talk)	3.2	3.8
WSBZ-FM (NAC/SJ)	1.6	3.8
WTKX-FM (Rock)	1.1	3.8

#211

Sioux Falls, SD

	Sp '97	Fa '97
KMXC-FM (Hot AC)	12.6	15.1
KELO-FM (AC)	10.4	10.8
KRRB-FM (Rock)	10.4	9.9
KELO-AM (Oldies)	5.9	7.3
KTWB-FM (Country)	10.8	6.5
KYBB-FM (Cl. Hits)	6.8	6.5
KXRB-AM (Country)	6.3	6.0
KIKN-FM (Country)	6.3	5.6
KWSN-AM (News/Talk)	1.8	4.3
KKLS-FM (Oldies)	3.2	3.4
KSOO-AM (News/Talk)	4.1	3.4

#212

Blacksburg, VA

	Sp '97	Fa '97
WPSK-FM (Country)	14.6	12.6
WSLQ-FM (AC)	10.6	12.6
WXLK-FM (CHR/Pop)	14.1	12.6
WROV-FM (Rock)	8.6	7.7
WVMJ/WXBX (AC)	1.0	7.7
WNRV/WRIQ (Country)	7.1	6.0
WPVR-FM (Cl. Rock)	8.6	5.5
WBLB-AM (Religious)	1.5	3.3
WBNK-FM (Cl. Rock)	1.5	2.7
WBRF-FM (Country)	1.5	1.6
WRAD-AM (B/EZ)	2.0	1.6

#213

Redding, CA

	Sp '97	Fa '97
KNCQ-FM (Country)	11.2	11.3
KNNN-FM (AC)	6.5	10.3
KRRX-FM (Rock)	16.3	10.3
KQMS-AM (News/Talk)	10.7	9.3
KEWB-FM (Country)	6.5	7.8
KRDG-FM (Oldies)	8.8	5.9
KSHA-FM (AC)	7.4	5.4
KLXR-AM (Nostalgia)	—	4.9
KEGR-FM (Cl. Rock)	3.7	4.4
KRQR-FM (Rock)	5.6	4.4

#214

St. Cloud, MN

	Sp '97	Fa '97
WWJO-FM (Country)	12.8	13.2
KCLD-FM (CHR/Pop)	8.5	8.6
KZPK-FM (Country)	9.8	7.7
WHMH-FM (Rock)	6.0	7.3
WJON-AM (News/Talk)	6.8	6.8
WCCO-AM (Full Serv)	4.7	5.0
KASM-AM (Country)	6.4	4.5
KKSR-FM (AC)	2.6	4.1
KMXK-FM (Oldies)	3.0	4.1
KQRS-FM (Rock)	3.0	4.1

#215

Tuscaloosa, AL

	Sp '97	Fa '97
WTXT-FM (Country)	10.6	13.7
WBHJ-FM (CHR/Rhy)	11.6	9.3
WTUG-FM (Urban)	7.1	6.3
WZBQ-FM (CHR/Pop)	6.1	6.3
WLXY-FM (Cl. Hits)	6.1	5.9
WODL-FM (Oldies)	1.5	5.9
WRTR-FM (Cl. Rock)	7.6	4.9
WTSK-AM (Urban/O)	5.6	4.9
WOWC-FM (Country)	3.0	3.9
WWPG-AM (Gospel)	7.1	3.4

#216

Duluth, MN

	Sp '97	Fa '97
KKCB-FM (Country)	11.1	11.6
KDAL-AM (News/Talk)	11.1	10.2
KQDS-FM (Rock)	8.4	8.3
KDAL-FM (AC)	7.6	8.8
KLDJ-FM (Oldies)	6.7	8.3
WEBC-AM (News/Talk)	5.3	7.9
KRBR-FM (Alternative)	6.2	5.1
WWAX-FM (Hot AC)	4.4	5.1
KTCO-FM (Country)	8.9	4.2
KZIO-FM (Nostalgia)	2.7	2.3
WDSM-AM (Sports)	1.8	2.3

#217

Dubuque, IA

	Sp '97	Fa '97
KATF-FM (AC)	11.9	11.5
KLYV-FM (CHR/Pop)	10.7	10.6
WJOD-FM (Country)	8.2	10.6
KDTH-AM (News/Talk)	8.2	9.7
KGRR-A/F (Cl. Rock)	5.7	5.7
KIKR-FM (Country)	8.2	4.8
KXGE-FM (Cl. Rock)*	5.3	4.8
WMT-AM (News/Talk)	1.6	4.4
WDBQ-AM (Oldies)	2.9	4.0
WGLR-FM (Country)	6.6	3.1

\*Was KGGY-FM until September.

#218

Wheeling, WV

	Sp '97	Fa '97
WOVK-FM (Country)	15.7	18.6
WOMP-FM (Hot AC)	12.6	13.0
WKWK-FM (AC)	9.9	9.0
WEGW-FM (Rock)	9.9	8.5
WBBD-AM (Nostalgia)	5.8	6.2
WWVA-AM (Country)	6.8	6.2
WEEL-FM (Oldies)	7.3	5.1
WRKY-FM (Country)	4.2	5.1
WOMP-AM (News/Talk)	7.9	4.5
WZNW-FM (Hot AC)*	4.2	4.5

\*Was WRIR-FM (Classic Rock) until late September.

#219

Winchester, VA

	Sp '97	Fa '97
WUSQ-FM (Country)	23.2	20.3
WINC-FM (Hot AC)	8.7	12.9
WAZR-FM (Nostalgia)	5.8	5.5
WFQX-FM (CHR/Pop)	3.4	3.7
WFTR-FM (Country)	3.9	3.7
WSIG-FM (Country)	1.9	3.7
WWDC-FM (Rock)	4.3	3.7
WARW-FM (Cl. Rock)	3.4	3.2
WMZQ-FM (Country)	5.3	2.8
WBIG-FM (Oldies)	1.9	2.3

#220

Parkersburg, WV

	Sp '97	Fa '97
WNUS-FM (Country)	16.3	15.5
WRZZ-FM (Cl. Rock)	12.0	12.1
WXIL-FM (Hot AC)	15.8	10.3
WDMX-FM (Oldies)	10.3	9.8
WXKX-FM (Country)	10.9	9.8
WHCM-FM (Country)	4.3	6.9
WURN-FM (AC)	4.9	5.7
WADC-AM (Oldies)	6.5	3.4
WKYG-AM (News/Talk)	2.7	3.4
WLTP-AM (News/Talk)	2.7	2.3

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**#221**

**Lima, OH**

	Sp '97	Fa '97
WIMT-FM (Country)	18.9	17.0
WZOQ-FM (CHR/Pop)	12.2	12.1
WBUK-FM (Oldies)	7.1	9.3
WBYS-FM (Rock)	8.2	8.8
WIMA-AM (News/Talk)	10.7	8.2
WAJC-FM (AC)*	5.1	4.9
WLJM-AM (Urban)**	2.0	4.9
WCLR-FM (Oldies)	3.6	2.7
WDOH-FM (Country)	2.6	2.7
WYRX-FM (Rock)	3.6	2.7

\*Was WLJM-FM (Urban AC) until June.

\*\*Was WCIT-AM (News/Talk) until June.

**#222**

**Burlington, VT**

	Sp '97	Fa '97
WOKO-FM (Country)	17.7	15.8
WIZN-FM (Rock)	14.4	11.3
WCPV-FM (Cl. Rock)	6.6	8.4
WEZF-FM (AC)	12.2	8.4
WXXX-FM (CHR/Pop)	8.8	7.4
WBTZ-FM (Alternative)	5.0	6.9
WKOL-FM (Oldies)	3.3	5.9
WJOY-AM (Nostalgia)	2.2	4.4
WVMT-AM (Oldies)	1.7	3.9
WKDR-AM (News/Talk)	3.9	3.4
WNCS-FM (Adult Alt.)	5.5	3.4

**#223**

**Charlottesville, VA**

	Sp '97	Fa '97
WCYK-FM (Country)	16.3	12.7
WINA-AM (News/Talk)	8.1	10.9
WUVA-FM (Urban AC)	4.4	8.5
WWWV-FM (Rock)	8.1	7.9
WQMZ-FM (Hot AC)	6.3	6.7
WKAV-AM (Nostalgia)	3.1	4.2
WCHV-AM (Urban AC)	2.5	3.6
WVAO-FM (Oldies)	3.1	3.6
WVSY-FM (AC)	3.1	3.6
WUMX-FM (AC)	5.6	3.0

**#224**

**Abilene, TX**

	Sp '97	Fa '97
KEAN-FM (Country)	24.9	20.4
KCDD-FM (CHR/Pop)	15.2	11.5
KHXS-FM (News/Talk)	3.0	9.4
KEYJ-FM (Rock)	14.7	8.9
KBCY-FM (Country)	5.6	5.8
KORQ-FM (AC)	6.1	4.7
KKHR-FM (Tejano)	2.0	4.2
KFQX-FM (Hot AC)*	1.5	3.1
KMPC-AM (B/EZ)	—	2.6
KEAN-AM (Sports)	—	2.1
WBAP-AM (News/Talk)	2.0	2.1

**#225**

**Joplin, MO**

	Sp '97	Fa '97
KSYN-FM (CHR/Pop)	14.7	16.6
KIXQ-FM (Country)	15.7	12.8
KXDG-FM (Cl. Rock)	10.5	10.7
KKOW-FM (Country)	4.2	5.9
KJMK-FM (AC)	4.2	5.3
KMXL-FM (AC)	5.2	5.3
KMOQ-FM (Oldies)	5.2	3.7
KYQX-AM (News/Talk)	3.1	3.2
KBTN-FM (Country)	1.6	2.7
KDMO-AM (Country)	1.6	2.7
KKOW-AM (Country)	2.1	2.7
KWAS-AM (Nostalgia)	4.7	2.7

**#226**

**Panama City, FL**

	Sp '97	Fa '97
WPAP-FM (Country)	21.9	15.9
WFSY-FM (AC)	10.2	12.9
WILN-FM (CHR/Pop)	9.1	12.4
WRBA-FM (Cl. Rock)	7.5	6.5
WAKT-FM (Country)	8.0	5.3
WPBH-FM (Oldies)	4.3	4.7
WYOO-FM (News/Talk)	5.3	4.1
WEBZ-FM (Nostalgia)	5.3	3.5
WYXX-FM (Rock)*	3.2	3.5
WDRK-FM (Rock)	3.7	2.4

\*Was WTBB-FM until November.

**#227**

**Waterloo, IA**

	Sp '97	Fa '97
KKCV-FM (Country)	16.3	16.3
KOEL-FM (Country)	8.4	12.2
KOKZ-FM (Oldies)	12.9	11.6
KFMW-FM (Rock)	12.4	9.3
KCRR-FM (Cl. Rock)	7.3	5.8
KWLO-AM (Nostalgia)	5.1	4.7
KDAT-FM (AC)	2.2	3.5
KXEL-AM (News/Talk)	1.7	2.9
WHO-AM (News/Talk)	2.8	2.9
WMT-AM (News/Talk)	3.9	2.9

**#228**

**Bloomington, IL**

	Sp '97	Fa '97
WJBC-AM (News/Talk)	17.9	20.1
WBWN-FM (Country)	19.1	17.0
WBNQ-FM (CHR/Pop)	13.3	15.7
WIHN-FM (Rock)	8.1	5.7
WPBG-FM (Oldies)	4.0	4.4
WWCT-FM (Rock)	4.0	3.8
WGLO-FM (Rock)	1.7	2.5
WLS-AM (Talk)	4.0	2.5
WSWT-FM (AC)	3.5	1.9
WBGE-FM (Urban)	.6	1.3
WGN-AM (Full Serv)	1.7	1.3
WPOK-AM (Big Band)	—	1.3

**#229**

**Monroe, LA**

	Sp '97	Fa '97
KRVV-FM (Urban)	15.2	14.7
KYEA-FM (Urban)	—	12.3
KJLO-FM (Country)	14.1	11.7
KNOE-FM (CHR/Pop)	8.4	7.4
KLMB-FM (Urban AC)	4.2	6.7
KLIP-FM (Cl. Hits)	8.4	6.1
KMYF-FM (Country)	3.7	5.5
KMLB-AM (News/Talk)	4.2	3.7
KWJM-FM (AC)	1.0	3.7
KXKZ-FM (Country)	3.7	3.1

**#230**

**Lafayette, IN**

	Sp '97	Fa '97
WKOA-FM (Country)	16.6	18.1
WKHY-FM (Rock)	14.5	10.7
WAZY-FM (Hot AC)	9.0	10.1
WGBD-FM (Alternative)	11.0	9.4
WASK-FM (Oldies)*	4.1	8.1
WGLM-FM (AC)	9.0	8.1
WEZV-FM (B/EZ)	4.1	4.7
WNJY-FM (Oldies)	4.1	3.4
WFBQ-FM (Cl. Rock)	4.1	2.7
WASK-AM (Oldies)*	3.4	2.0
WLS-AM (Talk)	1.4	2.0

\*Was News/Talk until September; simulcast except for sporting events which air on WASK-AM.

**#231**

**Eau Claire, WI**

	Sp '97	Fa '97
WAXX-FM (Country)	21.6	20.2
WIAL-FM (CHR/Pop)	11.6	11.7
WQRB-FM (Country)	11.6	10.1
WECL-FM (Oldies)	7.0	6.9
WBIZ-FM (Sports)	6.0	6.4
WATQ-FM (Country/O)	1.0	5.9
WISM-FM (Rock)	5.0	4.8
WMEQ-FM (Cl. Rock)	7.5	4.3
WCFW-FM (AC)	2.0	3.2
WEAQ-AM (Nostalgia)	4.0	3.2
WWIB-FM (Religious)	2.0	3.2

**#232**

**Battle Creek, MI**

	Sp '97	Fa '97
WKFR-FM (CHR/Pop)	17.8	15.3
WNWN-FM (Country)	14.1	14.7
WBCK-AM (News/Talk)	10.5	11.0
WWKN-FM (Oldies)	7.9	8.0
WRKR-FM (Rock)	6.3	5.5
WJXQ-FM (Rock)	3.1	4.3
WBXX-FM (AC)	5.8	3.1
WMMQ-FM (Cl. Rock)	2.1	3.1
WRCC-AM (Nostalgia)	2.6	3.1
WBCT-FM (Country)	1.0	2.5
WGRD-FM (Alternative)	—	2.5
WQLR-FM (AC)	1.6	2.5

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#233

**Santa Fe, NM**

	Sp '97	Fa '97
KRST-FM (Country)	4.3	7.2
KKSS-FM (CHR/Rhy)	7.6	6.7
KHFM-FM (Classical)	7.0	5.6
KKOB-AM (News/Talk)	4.9	5.1
KRZY-FM (Reg. Mex.)	1.1	4.6
KSWV-AM (Reg. Mex.)	2.2	4.6
KLSK-FM (Cl. Rock)	6.5	4.1
KMGA-FM (AC)	2.7	4.1
KRZN-FM (NAC/SJ)	2.7	3.6
KBAC-FM (Adult Alt)	3.2	3.1
KBOM-FM (Oldies)	5.4	3.1
KPEK-FM (Hot AC)	3.8	3.1
KTBL-FM (Country)	3.2	3.1
KZRR-FM (Rock)	3.2	3.1

#235

**State College, PA**

	Sp '97	Fa '97
WZWW-FM (AC)	25.9	19.9
WFGI/WFGY (Country)	17.5	15.4
WBHV-FM (CHR/Pop)	9.6	10.9
WQWK-FM (Rock)	10.8	9.6
WBLF/WRSC (News/Talk)	6.0	8.3
WGMR-FM (Alternative)	4.2	5.8
WMAJ-AM (News/Talk)	1.8	3.2
WIKN-FM (Hot AC)	1.2	1.3
WSNU-FM (AC)	—	1.3
WUBZ-FM (Alternative)	.6	1.3

#236

**Wichita Falls, TX**

	Sp '97	Fa '97
KLUR-FM (Country)	15.9	16.4
KNIN-FM (CHR/Pop)	15.3	16.4
KWFS-FM (Country)	18.5	16.4
KTLT-FM (AC)	9.6	9.3
KQXC-FM (Hot AC)	7.6	7.9
KVRW-FM (Oldies)	4.5	4.3
KYVI-FM (Country)	4.5	4.3
WBAP-AM (News/Talk)	3.2	3.6
KLIF-AM (News/Talk)	—	2.1
KZCD-FM (Rock)	—	2.1

#237

**Bryan, TX**

	Sp '97	Fa '97
KORA-FM (Country)	11.7	15.4
KKYS-FM (Hot AC)	11.7	13.3
KAGG-FM (Country)	9.1	8.4
KHRN-FM (Urban)	5.2	7.0
KTSR-FM (Rock)	5.2	6.3
KHLR-FM (Alternative)	5.2	5.6
WTAW-FM (News/Talk)	6.5	5.6
KBMA-FM (Span. Con.)	5.8	4.8
KTTX-FM (Country)	3.9	4.2
KZTR-FM (Cl. Rock)	5.2	4.2

#238

**Pueblo, CO**

	Sp '97	Fa '97
KCCY-FM (Country)	18.8	13.3
KKMG-FM (CHR/Pop)	12.7	13.3
KDZA-FM (Oldies)	7.2	10.1
KKFM-FM (Cl. Rock)	6.1	9.5
KCSJ-AM (News/Talk)	5.0	5.7
KGHF-AM (Nostalgia)	5.5	5.7
KILO-FM (Rock)	3.3	4.4
KNKN-FM (Span. Con.)	4.4	3.2
KOA-AM (Talk)	2.2	3.2
KVUU-FM (Hot AC)	3.3	3.2

#239

**Altoona, PA**

	Sp '97	Fa '97
WFGY-FM (Country)	22.1	19.7
WPRR-FM (CHR/Pop)	13.4	13.1
WMXV-FM (AC)*	9.9	10.4
WBXQ-FM (Rock)	5.8	9.8
WRTA-AM (News/Talk)	7.0	9.8
WALY-FM (Oldies)	9.9	8.2
WFBG-AM (Nostalgia)	7.0	6.0
WVAM-AM (Country)	1.2	2.7
WQKK-FM (Rock)	1.2	2.2
WGMR-FM (Alternative)	2.3	1.1
WKMC-AM (Nostalgia)	2.3	1.1
WQWK-FM (Rock)	1.7	1.1

\*Was WHPA-FM until August 25.

#240

**Columbia, MO**

	Sp '97	Fa '97
KCLR-FM (Country)	10.1	12.7
KFRU-AM (News/Talk)	10.7	11.9
KTXY-FM (Hot AC)	12.8	11.2
KPLA-FM (AC)	6.7	10.4
KCMQ-FM (Rock)	7.4	6.7
KBXR-FM (Adult Alt.)	4.0	6.0
KFMZ-FM (Alternative)	4.0	5.2
KOQL-FM (Oldies)	4.0	3.7
KLSC-FM (Cl. Rock)	8.1	3.0
KWWR-FM (Country)	2.7	3.0

#241

**Texarkana, TX-AR**

	Sp '97	Fa '97
KKYR-FM (Country)	17.3	20.5
KEWL-FM (Oldies)	7.9	7.5
KRUF-FM (CHR/Pop)	6.5	7.5
KYGL-FM (Cl. Hits)	5.0	7.5
KTOY-FM (Urban)	12.9	6.8
KTWN-FM (Hot AC)	5.8	6.8
KZRB-FM (Urban)	7.9	5.5
KOWS-FM (Country/O)	5.0	4.1
KTHN-FM (Country)*	4.3	4.1
KPYN-FM (Gospel)	4.3	3.4
KXAR-FM (Urban)	2.9	3.4

\*Was KLLI-FM until October.

#242

**Billings, MT**

	Sp '97	Fa '97
KCTR-FM (Country)	24.1	22.8
KRKX-FM (Rock)	11.4	11.1
KKBR-FM (AC)	10.8	9.4
KYYA-FM (Hot AC)	10.8	8.8
KBLG-AM (News/Talk)	5.1	7.6
KIDX-FM (Country)	3.8	5.8
KRSQ-FM (Religious)	3.8	5.8
KBBB-FM (AC)	6.3	5.3
KMHK-FM (Cl. Rock)	5.1	5.3
KGHL-AM (Country)	3.8	4.7

#243

**Sioux City, IA**

	Sp '97	Fa '97
KSEZ-FM (Rock)	11.9	17.5
KGLI-FM (CHR/Pop)	15.9	16.9
KSUX-FM (Country)	17.9	15.6
WNAX-FM (Oldies)	7.9	8.4
KSCJ-AM (News/Talk)	9.9	7.8
KKMA-FM (Cl. Hits)	4.6	7.1
KWSL-AM (Nostalgia)	3.3	5.8
KOLK-FM (Country)	7.3	4.5
KSFT-FM (AC)	5.3	4.5
KMNS-AM (Country)	2.6	2.6

#244

**Williamsport, PA**

	Sp '97	Fa '97
WILQ-FM (Country)	17.5	25.8
WKSJ-FM (AC)	19.5	20.8
WCXR/WZXR (Rock)	8.4	10.1
WMYL-FM (B/EZ)	8.4	10.1
WRAC/WRKK (News)	6.4	5.7
WHTO-FM (CHR/Pop)	9.7	5.0
WVRT-FM (Hot AC)	3.9	4.4
WSFT-FM (AC)*	5.8	3.1
WJSA-A/F (Religious)	1.3	1.3
WWPA-AM (News/Talk)	1.3	1.3
WZRZ-FM (Oldies)	1.9	1.3

\*Was WLYC-FM until September.

#245

**Augusta, ME**

	Sp '97	Fa '97
WEBB/WTVL (Country)	10.0	11.3
WEZW/WMME (CHR/Pop)	13.6	11.3
WABK/WIGY (Oldies)	11.4	10.0
WBLM-FM (Rock)	7.9	5.6
WKCG-FM (Country)	8.6	5.6
WTOS-FM (Rock)	5.0	5.6
WHOM-FM (AC)	5.0	5.0
WFAU-AM (Nostalgia)	2.1	4.4
WQCB-FM (Country)	2.9	4.4
WCLZ-FM (Adult Alt.)	2.9	2.5
WCTB-FM (AC)	1.4	2.5
WMCM-FM (Country)	.7	2.5

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**#246**

**Albany, GA**

	Sp '97	Fa '97
WJIZ-FM (Urban)	30.3	28.6
WKAK-FM (Country)	7.6	11.1
WQVE-FM (AC)	11.4	10.3
WGPC-A/F (Nostalgia)	5.3	7.9
WJYZ-AM (Gospel)	8.3	7.1
WOBB-FM (Country)	4.5	7.1
WJAD-FM (Cl. Rock)	9.1	5.6
WMGR-FM (AC)	5.3	4.8
WEGC-FM (Oldies)	3.0	4.0
WALG-AM (News/Talk)	1.5	3.2

**#247**

**Grand Junction, CO**

	Sp '97	Fa '97
KEKB-FM (Country)	18.3	18.1
KMXY-FM (Hot AC)	13.0	13.8
KSTR-FM (Rock)	9.2	12.3
KJYE-FM (B/EZ)	9.9	8.7
KNZZ-AM (News/Talk)	9.2	8.7
KQIX-FM (Hot AC)	7.6	8.0
KBKL-FM (Oldies)	6.9	6.5
KKNN-FM (Country)	6.9	3.6
KZKS-FM (Country)	.8	2.2
KBZS-AM (Talk)	.8	1.4
KQIL-AM (Sports)	.8	1.4

**#248**

**Watertown, NY**

	Sp '97	Fa '97
WFRY-FM (Country)	25.9	31.3
WBDR/WWLF (CHR/Pop)*	6.1	11.9
WCIZ-FM (Rock)	11.6	8.8
WTOJ-FM (AC)	14.3	7.5
WTNY-AM (News/Talk)	6.8	4.4
WATN-AM (News/Talk)	1.4	3.8
WLKC-FM (Country)	5.4	3.8
WUZZ-AM (Oldies)**	3.4	3.1
CFLY-FM (AC)	.7	1.9
CHXL-FM (Cl. Rock)	2.7	1.9

\*WWLF-FM (Classic Rock) began simulcasting WBDR-FM in September.

\*\*Was WCIZ-AM until May.

**#249**

**Lawton, OK**

	Sp '97	Fa '97
KLAW-FM (Country)	15.6	20.4
KJMZ-FM (Urban)	25.8	16.8
KMGZ-FM (CHR/Pop)	11.7	10.6
KZCD-FM (Rock)	10.9	9.7
KVRW-FM (Oldies)	5.5	8.0
KBZQ-FM (AC)	3.1	5.3
KKRX-AM (Nostalgia)	3.3	4.4
KNIN-FM (CHR/Pop)	2.3	1.8
KRHD/KSWO (News/Talk)	3.1	1.8
KATT-FM (Rock)	.8	.9
KLXI-FM (Country)	—	.9
KLUR-FM (Country)	.8	.9
KYYI-FM (Country)	1.6	.9

**#250**

**Rapid City, SD**

	Sp '97	Fa '97
KOUT-FM (Country)	15.7	12.8
KKMK-FM (AC)	9.0	10.4
KFXS-FM (Cl. Rock)	10.4	9.6
KRCS-FM (Country)	9.0	8.0
KDDX-FM (Rock)	3.7	7.2
KIQK-FM (Country)	9.0	7.2
KSQY-FM (Rock)	6.7	7.2
KOTA-AM (News/Talk)	8.2	6.4
KKLS-AM (Oldies)	6.7	4.8
KBHB-AM (Country)	5.2	3.2
KSLT-FM (Religious)	1.5	3.2
KTOQ-AM (Nostalgia)	3.0	3.2

**#251**

**Lewiston, ME**

	Sp '97	Fa '97
WBLM-FM (Rock)	—	12.7
WTHT-FM (Country)	—	11.3
WKZS-FM (AC)	—	9.2
WPOR-A/F (Country)	—	7.7
WJBQ-FM (CHR/Pop)	—	6.3
WTOS-FM (Rock)	—	6.3
WCYI/WCYY (Altern)	—	4.9
WLAM-AM (Nostalgia)	—	4.2
WHOM-FM (AC)	—	3.5
WABK/WIGY (Oldies)	—	2.8
WEZWWME (CHR/Pop)	—	2.8
WMGX-FM (Hot AC)	—	2.8

**#252**

**La Crosse, WI**

	Sp '97	Fa '97
WIZM-FM (CHR/Pop)	15.2	18.0
WKBH-FM (Rock)	10.1	10.2
WQCC-FM (Country)	10.9	9.4
WCOW-FM (Country)	3.6	7.0
WIZM-AM (News/Talk)	6.5	7.0
WLFN-AM (Nostalgia)	7.2	6.3
KHTW-FM (CHR/Pop)	2.2	4.7
WLXR-FM (AC)	4.3	4.7
KQEG-FM (Oldies)	8.0	3.9
WKTY-AM (Sports)	5.1	3.9

**#253**

**Harrisonburg, VA**

	Sp '97	Fa '97
WWSA-AM (News/Talk)	20.0	16.0
WKCY-FM (Nostalgia)	12.7	14.3
WACL-FM (Cl. Hits)	7.3	12.6
WQPO-FM (Hot AC)	10.0	11.8
WBOP-FM (Cl. Rock)	10.0	5.9
WAMM-FM (Country)	6.4	5.0
WBHB-FM (Cl. Rock)*	1.8	3.4
WLTK-FM (Religious)	3.6	3.4
WBTX-AM (Religious)	2.7	2.5
WAZR-FM (Big Band)	—	1.7
WKCY-AM (Country)	1.8	1.7
WVSG/WVSG (Country)	2.7	1.7
WYFT-FM (Religious)	—	1.7

\*Was WEZI-FM (AC) until October.

**#254**

**San Angelo, TX**

	Sp '97	Fa '97
KIXY-FM (CHR/Pop)	17.4	18.5
KGKL-FM (Country)	19.6	15.1
KELI-FM (AC)	12.3	13.4
KDCD-FM (Country)	8.7	10.1
KWFR-FM (Cl. Rock)	10.9	10.1
KSJT-FM (Span. Con.)	4.3	6.7
KYZZ-FM (Span. Con.)	8.0	6.7
KKSA-AM (News/Talk)	3.6	5.0
KGKL-AM (Country)	5.1	4.2

**#255**

**Grand Forks, ND**

	Sp '96	Fa '97
KJKJ-FM (Cl. Rock)	10.7	13.3
KYCK-FM (Country)	15.7	11.7
KKXL-FM (CHR/Pop)	12.1	9.4
KZLT-FM (AC)	7.1	8.6
KCNN-AM (News/Talk)	4.3	7.8
KNOX-AM (Talk)	3.6	6.3
KNOX-FM (Country)	5.7	5.5
WDAY-FM (CHR/Pop)	.7	4.7
KSNR-FM (Oldies)	6.4	3.9
KQHT-FM (AC)	5.7	3.1

Note: There was no Spring '97 rating period held for this market due to the flooding that occurred during that time.

**#256**

**Ithaca, NY**

	Sp '97	Fa '97
WYXL-FM (AC)	20.4	19.5
WQNY-FM (Country)	9.3	14.6
WHCU-AM (News/Talk)	7.4	6.5
WIII-FM (Cl. Rock)	6.5	5.7
WNVE-FM (Alternative)	2.8	5.7
WVBR-FM (Rock)	3.7	4.9
WHCD-FM (NAC/SJ)*	1.9	2.4
WHWK-FM (Country)	.9	2.4
WNKI-FM (CHR/Pop)	2.8	1.6
WAAL-FM (Cl. Rock)	.9	.8
WNTQ-FM (CHR/Pop)	1.9	.8
WNYR-FM (AC)	.9	.8
WTKO-AM (Sports)	.9	.8

\*Was WPCX-FM (AC) until August.

**#257**

**Owensboro, KY**

	Sp '97	Fa '97
WBKR-FM (Country)	23.4	28.4
WSTO-FM (CHR/Pop)	21.6	17.6
WIKY-FM (AC)	5.4	6.9
WBIO-FM (Country)	9.0	5.9
WKDQ-FM (Country)	5.4	5.9
WFQX-FM (Hot AC)	4.5	3.9
WGBF-FM (Rock)	2.7	2.9
WKTG-FM (Cl. Rock)	4.5	2.9
WJPS-FM (Oldies)	1.8	2.9
WOMI-AM (News/Talk)	2.7	2.9

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#258

**Cookeville, TN**

	Sp '97	Fa '97
WGSQ-FM (Country)	—	26.6
WKXD-FM (CHR/Pop)	—	13.8
WGIC-FM (AC)	—	9.2
WHUB-AM (Country/O)	—	6.4
WCSD-FM (Country)	—	4.6
WKDF-FM (Alternative)	—	4.6
WGFX-FM (Cl. Hits)	—	3.7
WPTN-AM (News/Talk)	—	3.7
WRMX-FM (Oldies)	—	2.8
WWTN-FM (News/Talk)	—	2.8

#259

**Bismarck, ND**

	Sp '97	Fa '97
KFYR-AM (AC)	16.4	17.3
KBYZ-FM (Cl. Rock)	14.8	12.6
KKCT-FM (Country)	9.8	11.0
KYYY-FM (Hot AC)	12.3	11.0
KACL-FM (Oldies)	7.4	10.2
KBMR-AM (Country)	10.7	9.4
KQDY-FM (Country)	10.7	7.9
KSSS-FM (Cl. Rock)*	3.3	4.7
KLXX-AM (Nostalgia)	4.1	3.9
KNDR-FM (Religious)	3.3	3.1

\*Was AC until Septemter.

#260

**Jackson, TN**

	Sp '97	Fa '97
WFKX-FM (Urban)	18.0	18.3
WTNV-FM (Country)	12.6	12.9
WYNU-FM (AC)	9.9	9.7
WOJG-FM (Religious)	9.0	7.5
WMXX-FM (Oldies)	5.4	6.5
WWGM-FM (Gospel)	6.3	5.4
WZDQ-FM (Hot AC)	6.3	5.4
WHRK-FM (Urban)	2.7	4.3
WNWS-FM (News/Talk)	5.4	4.3
WWYN-FM (Country)	3.6	3.2
WLSZ-FM (Hot AC)	.9	2.2
WTJS-AM (News/Talk)	3.6	2.2

#261

**Danville, IL**

	Sp '97	Fa '97
WIXY-FM (Country)	8.7	17.4
WIAI-FM (Country)	13.6	11.6
WDNL-FM (AC)	12.6	9.3
WKIO-FM (Oldies)	5.8	8.1
WITY-AM (Nostalgia)	7.8	7.0
WRHK-FM (Rock)	8.7	5.8
WLRW-FM (Hot AC)	3.9	4.7
WZNF-FM (Rock)	1.9	4.7
WDAN-AM (News/Talk)	1.9	3.5
WACF-FM (Country)	—	2.3
WHPO-FM (Country)	3.9	2.3
WLS-AM (Talk)	3.9	2.3

#262

**Beckley, WV**

	Sp '97	Fa '97
WJLS-FM (Country)	22.3	26.4
WTNJ-FM (Country)	17.0	16.5
WCIR-FM (AC)	13.8	11.0
WMTD-FM (Cl. Rock)	5.3	9.9
WJLS-AM (Religious)	7.4	8.8
WAXS-FM (Hot AC)	4.3	3.3
WHAJ-FM (Hot AC)	3.2	3.3
WIWS-AM (Oldies)	2.1	3.3
WWNR-AM (News/Talk)	2.1	3.3
WKAZ-FM (Cl. Hits)	3.2	1.1
WKLC-FM (Rock)	2.1	1.1
WKWS-FM (Country)	—	1.1
WOAY-FM (Religious)	2.1	1.1
WVSR-FM (CHR/Pop)	2.1	1.1

#263

**Bangor, ME**

	Sp '97	Fa '97
WQCB-FM (Country)	17.7	18.2
WBZN-FM (Cl. Hits)	3.1	12.1
WKIT-FM (Rock)	11.5	9.1
WKSQ-FM (AC)	7.3	7.1
WWWJ-FM (Oldies)	7.3	7.1
WABI-AM (Nostalgia)	7.3	6.1
WEZQ-FM (AC)	6.3	6.1
WBFB-FM (Country)	5.2	4.0
WTOS-FM (Rock)	5.2	4.0
WVOM-FM (News/Talk)	4.2	4.0

#264

**Great Falls, MT**

	Sp '97	Fa '97
KMON-FM (Country)	26.3	18.2
KMON-AM (Country)	14.7	13.6
KQDI-FM (Cl. Rock)	10.5	13.6
KLFM-FM (Oldies)	10.5	11.8
KAAC-FM (Hot AC)	17.9	10.0
KXGF-AM (Nostalgia)	4.2	8.2
KEIN-AM (Country)*	1.1	2.7
KEIN-FM (Country)	—	2.7
KQDI-AM (Talk)**	3.2	1.8

\*Was Oldies until July.

\*\*Was KMSL-AM (News/Talk) until October.

#265

**Cheyenne, WY**

	Sp '97	Fa '97
KOLZ-FM (Country)	16.7	19.6
KIGN-FM (AC)	20.0	13.7
KMUS-FM (Country)	12.5	9.8
KFBC-AM (News/Talk)	7.5	8.8
KLEN-FM (AC)	4.2	4.9
KZCY-FM (Alternative)	—	4.9
KRAE-AM (Oldies)	2.5	3.9
KRRR-FM (Oldies)	1.7	3.9
KJL-FM (Nostalgia)	3.3	2.9
KBPI-FM (Rock)	.8	2.0
KCGY-FM (Country)	.8	2.0
KIMX-FM (Hot AC)	.8	2.0

#266

**Meridian, MS**

	Sp '97	Fa '97
WOKK-FM (Country)	23.6	22.1
WJDQ-FM (AC)	11.2	11.6
WZKS-FM (Urban AC)	11.2	11.6
WALT-AM (Urban)	9.0	10.5
WMOX-AM (News/Talk)	9.0	8.1
WSLY-FM (Urban)	6.7	8.1
WTUX-FM (Cl. Rock)	4.5	3.5
WYYW-FM (Country)*	2.2	3.5
WNB-AM (Gospel)	7.9	2.3
WMYQ-FM (Country)	2.2	1.2
WNSL-FM (CHR/Pop)	1.1	1.2

\*Was WZR-AM (Cl. Rock) until September.

#267

**Casper, WY**

	Sp '97	Fa '97
KQLT-FM (Country)	18.8	17.9
KASS-FM (Cl. Rock)	10.0	15.5
KTRS-FM (AC)	13.8	14.3
KTWO-AM (Country)	17.5	11.9
KYOD-FM (Country)	5.0	9.5
KMGW-FM (AC)	11.3	8.3
KVOC-AM (Oldies)	8.8	7.1
KMLD-FM (Oldies)	—	3.6
KUYO-AM (Religious)	—	1.2

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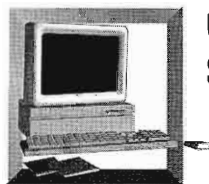
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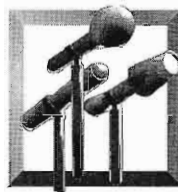
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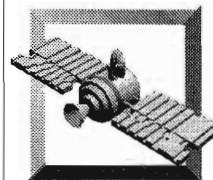
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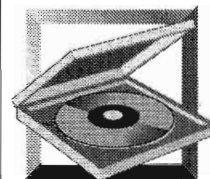
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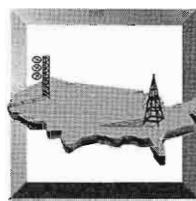
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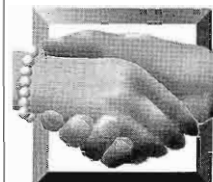
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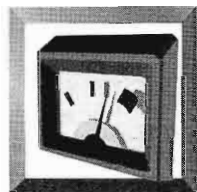
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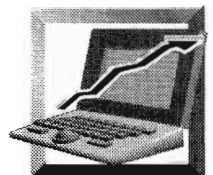
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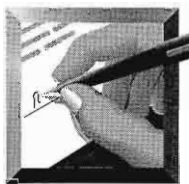
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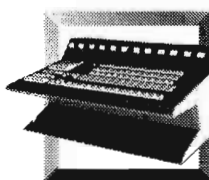
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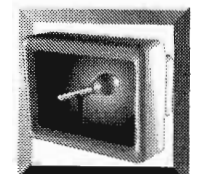
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