

# Radio & Records

## RATINGS REPORT

- **COMPLETE ANALYSIS OF 90 MARKETS • 1978-1979 RATINGS TRENDS**
- **FORMAT PENETRATION CHARTS FOR ALL MARKETS**
- **NATIONAL TOP 10 FORMAT RANKINGS • TOP DRIVE-TIME PERSONALITIES**

# ON THE AIR



NEIL  
DIAMOND  
JAZZ SINGER



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World Radio History



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**RATINGS  
REPORT**

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Here is the **R&R Ratings Report, 1979, Volume II**. In this document we will review the ratings events in all 90 syndicated **Arbitron** markets in which there was a fall survey. Multi-book trends are broken out on the **Market-Buy-Market** computer system to give ad agencies, stations, and consultants an idea of what has been taking place in these markets over the last several Arbitron surveys. We are also again including the format penetration pie-charts for each market. You may want to compare the charts in this report to the charts in our original Report to see if format preference is changing in a particular market.

We've added new features in Volume II of the 1979 Ratings Report. Based on your input, we are now listing the top ten stations in the U.S. by format. There are rankings based on average quarter-hour share and cume persons. You will also find a listing of the top 50 drive-time stations. Where applicable, the featured drive-time personality on the top average and cume stations will be listed. We have expanded the format pie-chart feature to cover national and regional musical preferences. You'll find out which format is tops in each part of the nation, and what was *the* top format, in the fall survey, across the nation. Finally, you will note that in order to reflect the realities of buying radio time, we have revised the demographics shown in the trends and rankings. Adults 25-54, now the top demo in terms of advertising buys, replaces 25-49 in our printouts.

My thanks go out to the **R&R** staff once again for their vast efforts in making this report a reality. Special thanks to Associate Editor **Linda Moshontz** for working above and beyond the call. **R&R's** format editors aided immensely in research and guidance, with timely aid from their associate editors. Art Director **Richard Zumwalt** and the production staff worked unceasingly to turn this report into published form. Executive Editors **John Leader** and **Ken Barnes** offered advice and smoothed out some rough edges. Finally, once again special thanks to **Gil Bond**, GM of Market-Buy-Market, for the indispensable in-house computer service. *Jhan Hiber*

## Format Codes

Format codes were assigned based on the latest information derived from the relevant stations involved. **R&R** realizes that these codes are generalizations but we provide them for comparison purposes.

## Market Overviews

The information contained in the market overviews for the 90 surveyed markets is obtained from a variety of sources, including the stations themselves. **R&R** reserves the right to exercise our editorial judgment regarding which stations are mentioned in the overviews and the information mentioned on each market. Every effort has been made to provide the highest quality information and data for your perusal.

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this information in any form.

## PLEASE NOTE!!!

You'll note that all simulcast stations are listed separately in the most recent October/November '79 ratings. This has been done to give you a better look at AM versus FM listening for the markets involved.

You may notice that the total week average persons shares 12+ shown for each market may contain some minor variances with the numbers shown in the respective Arbitron report. Owing to different methods of rounding and computing the total week shares, the Market-Buy-Market 12+ total week shares may be different by tenths of a share point from the Arbitron. It appears that the MBM system may be more precise, but beginning with the 1980 Ratings Report MBM will revise its software to match the data produced by Arbitron.

## Radio & Records Ratings Report, 1979, Volume 2

Editor: *Jhan Hiber*

Associate Editor: *Linda Moshontz*

Art Director: *Richard Zumwalt*

Contributing Editors: *Ken Barnes, Pam Bellamy, Jim Duncan, Jeff Gelb, Mike Kasabo, John Leader, Gail Mitchell, Bill Speed*

Production: *Richard Agata, Marilyn Frandsen, Sandra Gutierrez, Leslie Halpern, Beth Talbert, Kent Thomas, Roger Zumwalt*

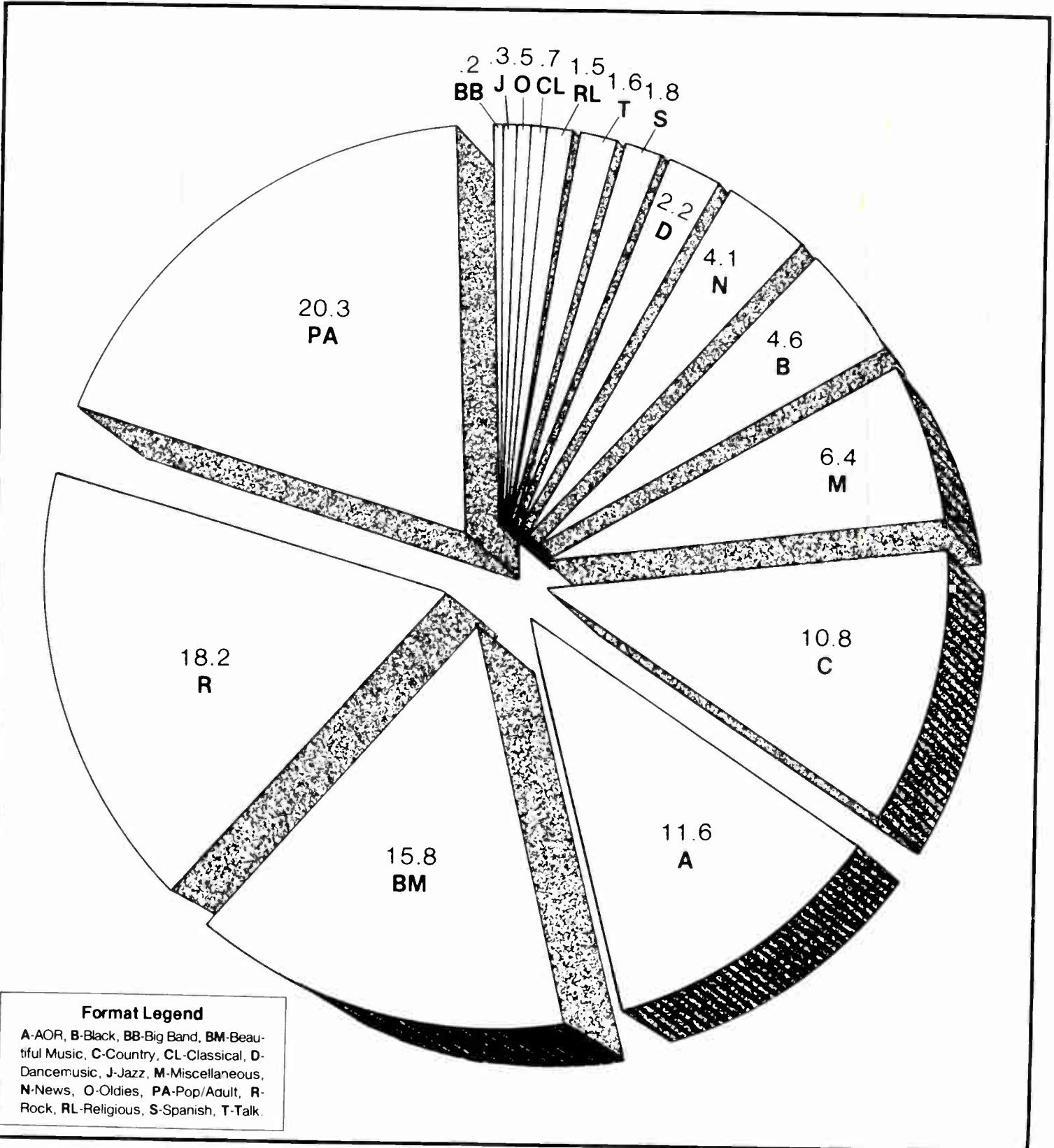
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# National Pie-Chart

R&R has received requests to compile and publish data on musical preferences and include such information in our **Ratings Report**. Below is the national chart showing how each major format fared among the 90 **Arbitron** markets measured in the fall sweep. We hope you will find this useful for a quick look at preferences in radio usage nationwide.

In addition to this national chart, the following pages show differences in radio usage among the four regions of the country. The regions used are comparable to the regions used by our format editors for their reporters. Each market in the respective region was tallied, using the market pie-charts, to develop the regional charts. The regional data was then used to compile the national chart you see below.



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



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**WLRS**, *Louisville*; **KDKB**, *Phoenix*; **KWST**, *Los Angeles*; **KZAP**, *Sacramento*;  
**DC101**, *Washington DC*; **WSYR-FM**, *Syracuse*; **WQDR**, *Raleigh*; **And More . . .**

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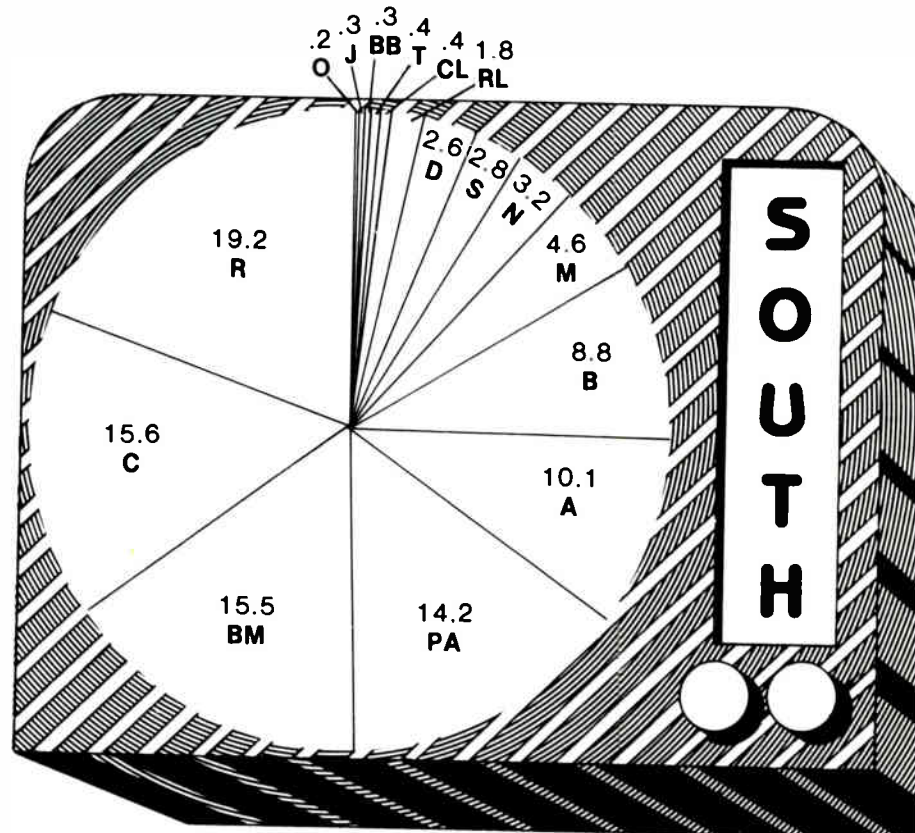
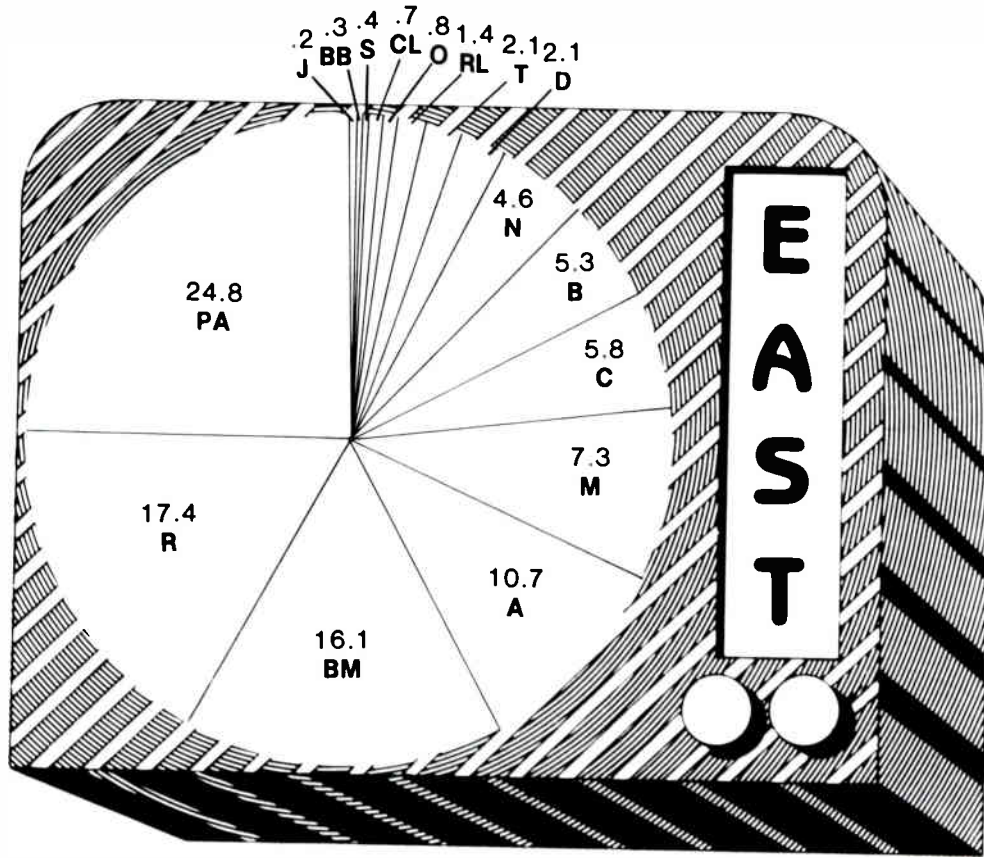
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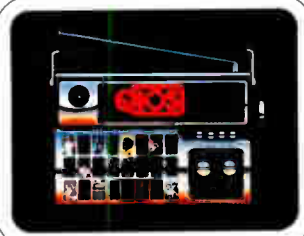
# Regional Pie-Charts





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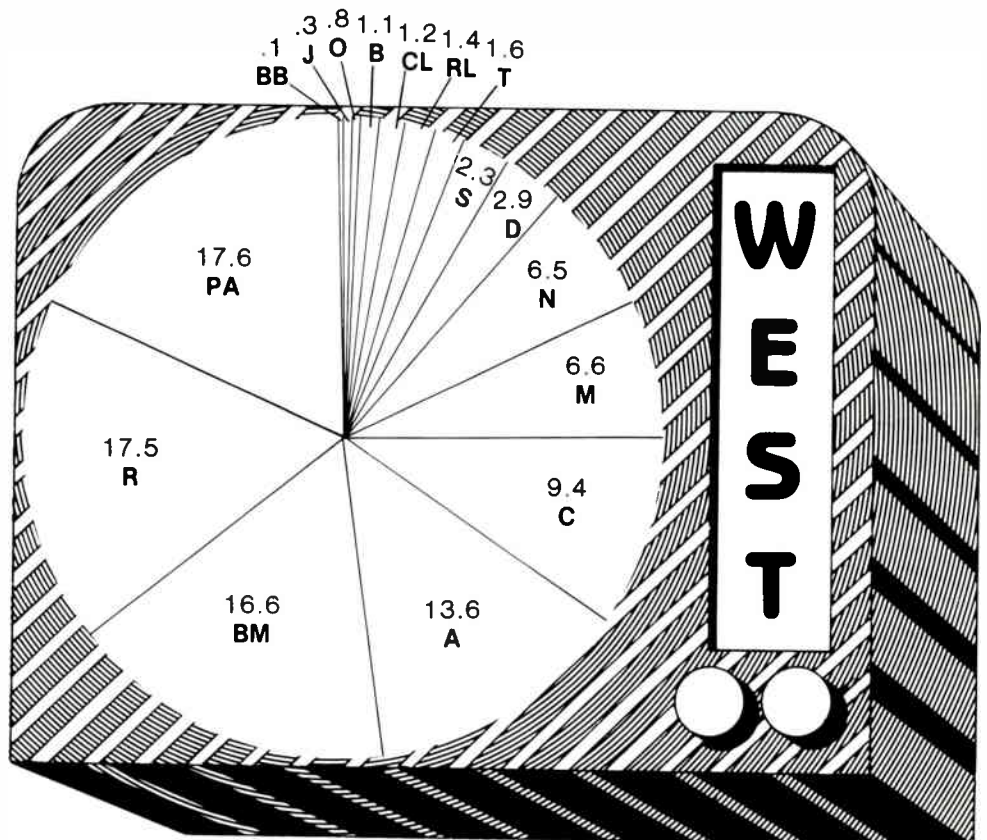
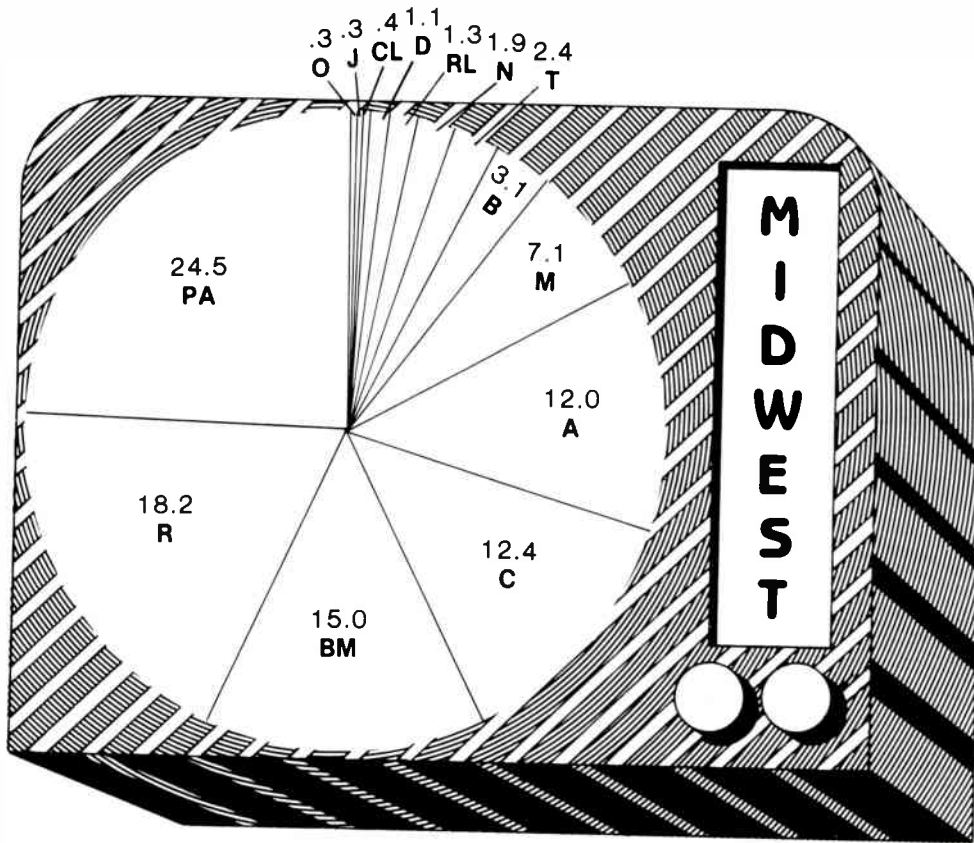


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# Regional Pie-Charts





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you'll find a winner. Our KDWB AM & FM in the Twin Cities is a music station leader. And KHOW in Denver has been tops in the market for years...Doubleday does it better!

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**KHOW AM/FM**  
Denver

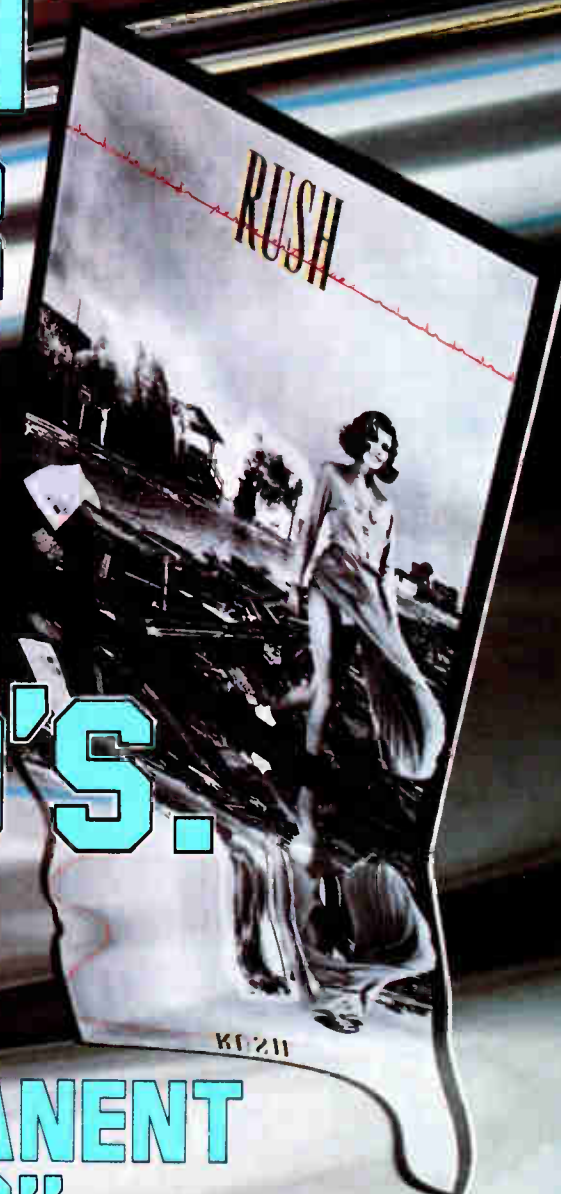
**KDWB AM/FM\*\***  
Minneapolis/St. Paul

**KWK/WWWK\*\***  
St. Louis

\*Total Pers. 12+ MSA/AQH Mon-Sun 6AM-MID Arbitron, St. Louis Mo, Oct/Nov '79 Subject to Limitations Stated by Arbitron  
\*\*KDWB-FM/Richfield, MN—WWWK-FM/Granite City/St. Louis



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# DRIVE-TIME DOMINATORS

Who are the top air personalities in the nation? What are the top 50 stations in morning and afternoon drive? The information below gives you an overview of the dominant stations in each radio's key periods and answers those questions.

R&R has compiled data from the O/N '79 Arbitron reports relating to the dayparts of Monday-Friday, 6-10am and 3-7pm. We have ranked stations according to their average quarter hour

shares and 12+ cume for these dayparts. Ranks are shown with station, market, and format, plus where applicable the name of the drivetime personality. Besides listing the nation's top personalities, the chart shows the dominant formats in these key dayparts. Note, for instance, the dominance of Pop/Adult stations in the AM drive average share rankings — 32 of the 50 stations are PA. No other format is so strong in other dayparts or comparisons.

## Average Quarter Hour Shares

## Cume Persons

### Top 50

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

- 1 WTIC/Hartford (PA) — Bob Steele
- 2 WOWO/Ft. Wayne (PA) — Bob Sievers
- 3 KFAB/Omaha (PA) — Don Cole
- 4 KDKA/Pittsburgh (PA) — Jack Bogot
- 5 KMOX/St. Louis (T) — Rex Davis-Bob Hardy
- 6 WRVA/Richmond (PA) — Alden Aaroe
- 7 WCCO/Minneapolis (PA) — Roger Erickson-Glen Olson
- 8 WIVK-AM-FM/Knoxville (C) — Claude Tomlinson
- 9 KGMB/Honolulu (PA) — Aku
- 10 WELI/New Haven (PA) — Ron Rohmer
- 11 WGNH/Huntington (PA) — Bruce Allen
- 12 KRMG/Tulsa (PA) — John Erling
- 13 WAKR/Akron (PA) — Adam Jones-Bob Allen
- 14 WAYS-WROQ/Charlotte (R) — Murphy In The Morning
- 15 WSYR/Syracuse (PA) — Ed Murphy
- 16 WDEF/Chattanooga (PA) — Luther Massengill
- 17 WGY/Albany-Schenectady (PA) — John Leslie
- 18 WKZO/Kalamazoo (PA) — John McKay
- 19 WHAM/Rochester (PA) — Jack Slattery-George Haefner
- 20 WHIO/Dayton (PA) — Lou Emm
- 21 WIBX/Indianapolis (PA) — Gary Todd
- 22 KFQD/Anchorage (PA) — Marcus In The Morning
- 23 KTOK/Oklahoma City (PA) — Bob Riggins
- 24 WVLK/Lexington (R) — Jack Pattie
- 25 WBBW/Youngstown (T) — Dan Ryan
- 26 WXOK/Baton Rouge (B) — Jim Taylor
- 27 WHO/Des Moines (N/T) — Bob Wilbanks-Kip Allen
- 28 KFHI/Wichita (C) — Hooter Myers
- 28 WPTF/Raleigh (PA) — Maury O'Dell
- 30 WMBD/Peoria (T) — Bill Rogers-Bob Carlton
- 31 WABB-AM-FM/Mobile (R) — Gary Mitchell
- 31 WBNJ/Buffalo (PA) — Jeff Kaye
- 33 WTMJ/Milwaukee (PA) — Gordon Hinkley
- 34 WGN/Chicago (PA) — Wally Phillips
- 35 KVOO/Tulsa (C) — Jack Fox
- 36 WIS/Columbia (PA) — Len Hathaway
- 37 WEZO/Rochester (BM) — Jerry Warner
- 38 WSB/Atlanta (PA) — John Moore-Jim Howell
- 39 WKBW/Buffalo (R) — Dan Neaverth
- 40 KOBI/Albuquerque (PA) — Dan Evans
- 41 KHAR/Anchorage (BM) — Fern Chandonnet
- 41 KHEY/El Paso (C) — Charlie Russell
- 41 WMAJ/Washington, D.C. (PA) — Harden & Weaver
- 44 WDEF-FM/Chattanooga (BM) — Luther Massengill
- 45 KGW/Portland (R) — Craig Walker
- 46 WSPD/Toledo (PA) — Jack Mitchell
- 47 WOOD/Grand Rapids (PA) — Bruce Grant
- 48 WBAU/Baltimore (PA) — Bob Jones
- 49 KMJ/Fresno (PA)\* — Alan Richmond
- 50 KYWI/Philadelphia (N) — Harry Johnson-Harry Donohue

### Top 50

#### Average Quarter Hour Share, 12+ PM Drive (M-F, 3-7pm)

- 1 WKEE-AM-FM/Huntington (R) — Scott Bradey
- 2 KFAB/Omaha (PA) — Gary Saddlemeier
- 3 WIVK-AM-FM/Knoxville (C) — Ed Brantley
- 4 WSKZ/Chattanooga (R) — Rich Phillips
- 5 WEZO/Rochester (BM) — Bonneville
- 6 WYOT/Toledo (A) — Terry Sullivan
- 7 WELI/New Haven (PA) — Dick McDonough
- 8 WOWO/Ft. Wayne (PA) — Chris Roberts
- 9 WXOK/Baton Rouge (B) — Al J. Wallace
- 10 WEZK/Knoxville (BM) — Don Foreman
- 11 WEZV/Ft. Wayne (BM) — Paul Tein
- 12 KMOX/St. Louis (T) — Art Fleming
- 13 WKQQ/Lexington (A) — Dave Krusenklous
- 14 WABB-FM/Mobile (A) — Joe Madison
- 15 WBT/Charlotte (PA) — Dick Durante
- 16 WTIC/Hartford (PA) — Tom Tyler
- 17 WRVA/Richmond (PA) — Dick Hemby
- 18 WJYE/Buffalo (BM) — Joe Chille
- 19 WKRG-FM/Mobile (R) — Chris Bryan
- 20 KRMG/Tulsa (PA) — Commander Ken Rank
- 20 WLQR/Toledo (BM) — Rick McDonald
- 22 WRVQ/Richmond (R) — Jeff Jackson
- 23 KDKA/Pittsburgh (PA) — Bill Steinbach
- 24 WFMF/Baton Rouge (R) — J.J. Stone
- 25 KJRB/Spokane (R) — Brian Gregory
- 26 WCCO/Minneapolis (PA) — Steve Cannon
- 27 KDON-FM/Salinas (R) — TM Stereo Rock
- 28 WKZW/Peoria (R) — Charlie Quinn
- 29 WLAP-FM/Lexington (R) — TM Stereo Rock
- 30 WLYF/Miami (BM) — George Rudolph
- 31 KENI/Anchorage (R) — Tim Allen
- 32 KOKY/Little Rock (B) — Larry O'Jay
- 33 KGOR/Omaha (R) — Scott Cannon
- 33 WNOK/Columbia (R) — Century 21
- 33 WSYR/Syracuse (PA) — Larry Martin
- 36 KASE/Austin (BM) — Bonneville
- 36 WHIO-FM/Dayton (BM) — Jim Jones
- 38 KFQD/Anchorage (PA) — Ed Riley
- 39 WSWT/Peoria (BM) — Shulke
- 40 WMEE/Ft. Wayne (R) — John David Spangler
- 40 WWLV/Daytona Beach (BM) — Dave Laing
- 42 KPNW-FM/Eugene (BM) — Bonneville
- 42 KTOK/Oklahoma City (PA) — Ed Sossen
- 42 WEAT-FM/West Palm Beach (BM) — Shulke
- 45 KINT/El Paso (R) — Jhani Kaye
- 46 WFMK/Lansing (PA) — Kara Gallagher
- 46 WIS/Columbia (PA) — Don Reed
- 48 KFHI/Wichita (C) — Frank Stanton
- 48 WHO/Des Moines (N/T) — John London
- 50 WOOD-FM/Grand Rapids (BM) — Shulke

### Top 50

#### Cume Persons 12+ AM Drive (M-F, 6-10am)

- 1 WINS/New York (N) — Paul Smith-Jim McGiffert
- 2 WCBS/New York (N) — Lou Adler-Jim Donnelly
- 3 WABC/New York (R) — Harry Harrison
- 4 WOR/New York (T/PA) — John Gambling
- 5 WNBC/New York (R) — Don Imus
- 6 WGN/Chicago (PA) — Wally Phillips
- 7 WKTU/New York (D) — Dale Reeves
- 8 WBSL/New York (B) — Ken Webb
- 9 KYW/Philadelphia (N) — Harry Johnson-Harry Donohue
- 10 KFWB/Los Angeles (N) — Chet Douglas-Dan Avey
- 11 WLS/Chicago (R) — Larry Lujack
- 12 WBBM/Chicago (N) — John Hultman-Dale McCarren
- 13 KDKA/Pittsburgh (PA) — Jack Bogot
- 14 WPLJ/New York (A) — Jim Kerr
- 15 KNX/Los Angeles (N) — Russ Powell-Alex Sullivan
- 16 KMOX/St. Louis (T) — Rex Davis-Bob Hardy
- 17 KABC/Los Angeles (T) — Ken Minyard-Bob Arthur
- 18 WRFM/New York (BM) — Jim Aylward
- 19 WCCO/Minneapolis (PA) — Roger Erickson-Glen Olson
- 20 WCBS-FM/New York (O) — Jack Miller
- 21 KCBS/San Francisco (N) — Al Hart
- 22 WNEW/New York (PA) — Ted Brown
- 23 WJRI/Detroit (PA) — J.P. McCarthy
- 24 KGO/San Francisco (N) — Jim Dunbar-Ted Wygant
- 25 WHN/New York (C) — Del De Montreux
- 26 KFII/Los Angeles (R) — Lohman & Barkley
- 27 WMAJ/Washington, D.C. (PA) — Harden & Weaver
- 28 KMET/Los Angeles (A) — Jeff Gonzer
- 29 WLUP/Chicago (A) — Steve Dahl
- 30 WMAQ/Chicago (C) — Lee Sherwood
- 31 WNEW-FM/New York (A) — Dave Herman
- 32 KFRC/San Francisco (R) — Dr. Don Rose
- 33 WPAT/New York (BM) — Ken Lamb
- 34 WLOJ/Chicago (BM) — Mike Lewis
- 35 WHDH/Boston (PA) — Jess Cain
- 36 WBZ/Boston (PA) — Carl deSuzo
- 37 KLAC/Los Angeles (C) — Dick Haynes
- 38 KBIG/Los Angeles (BM) — Phil Reed
- 39 WMAJ/New York (T) — Steve Powers
- 40 WEEI/Boston (N) — Bill Lawrence-Diane Stern
- 41 CKLW/Detroit (R) — Dick Purtan-Tom Ryan
- 42 WXLO/New York (R) — Mike Wade (Oct.)-Scotty Brink (Nov.)
- 43 KHJ/Los Angeles (R) — Rick Dees
- 44 WWJ/Detroit (N) — Joe Donovan-Don Patrick
- 45 WIND/Chicago (N) — Lee Rodgers-Larry Langford
- 46 WPAT-FM/New York (BM) — Ken Lamb
- 47 WYNY/New York (PA) — Larry Kenney
- 48 WIP/Philadelphia (PA) — Tom Moran
- 49 KRLA/Los Angeles (R/O) — Art Laboe
- 50 WFIL/Philadelphia (R) — Don Cannon

### Top 50

#### Cume Persons 12+ PM Drive (M-F, 3-7pm)

- 1 WABC/New York (R) — Dan Ingram
- 2 WKTU/New York (D) — Paco
- 3 WBSL/New York (B) — Frankie Crocker
- 4 WCBS/New York (N) — Ben Farnsworth-Pat Parson
- 5 WNBC/New York (R) — Frank Reed
- 6 WINS/New York (N) — Stan Burns-Inwin Brown
- 7 WPLJ/New York (A) — Pat St. John
- 8 WLS/Chicago (R) — Bob Sirott
- 9 WRFM/New York (BM) — Wes Richards
- 10 WCBS-FM/New York (O) — Dick Heatherton
- 11 WGN/Chicago (PA) — Bil Berg
- 12 WOR/New York (T/PA) — Gene Klavan
- 13 KMET/Los Angeles (A) — Jack Snyder
- 14 WNEW/New York (C) — Mike Fitzgerald
- 15 WPAT-FM/New York (BM) — Mike Masters
- 16 KNX/Los Angeles (N) — Harry Birrell
- 17 WLOJ/Chicago (BM) — Ralph Rowland
- 18 KFWB/Los Angeles (N) — Charlie Brailer-Vince Campagna
- 19 KYW/Philadelphia (N) — Bob Nelson-Bill Bransome
- 20 WMCA/New York (T) — Barry Farber
- 21 WPAT/New York (BM) — Mike Masters
- 22 WLUP/Chicago (A) — Mitch Michaels
- 23 WXLO/New York (R) — John Larrabee
- 24 KDKA/Pittsburgh (PA) — Bill Steinbach
- 25 WNEW-FM/New York (A) — Scott Muni
- 26 KBIG/Los Angeles (BM) — Grant Nielsen
- 27 KRLA/Los Angeles (R/O) — Johnny Hayes
- 28 KRTH/Los Angeles (R) — Brother John
- 29 WBBM/Chicago (N) — Sherman Kaplan-Alan Krane
- 30 KMOX/St. Louis (T) — Art Fleming
- 31 KLAC/Los Angeles (C) — Harry Newman
- 32 KABC/Los Angeles (T) — "Sportstalk" (Rotating Hosts)
- 33 KJOI/Los Angeles (BM) — Tom Storey
- 35 KFRC/San Francisco (R) — J.B. Barron
- 35 KGO/San Francisco (N) — Diana Walter-Ed Baxter
- 36 KFII/Los Angeles (R) — Jack Armstrong
- 37 WJRI/Detroit (A) — Art Penhallow
- 38 WMAQ/Chicago (C) — Charlie O'Neil
- 39 KCBS/San Francisco (N) — Larry Cooper
- 40 WLAK/Chicago (BM) — Dave Rafferty
- 41 WMMR/Philadelphia (A) — Tom Moran
- 42 WYNY/New York (PA) — Steve O'Brien
- 43 WWSH/Philadelphia (BM) — Peter Edwards
- 44 KHJ/Los Angeles (R) — Bobby Ocean
- 45 WTFM/New York (PA) — Frank Kelly
- 46 WCCO/Minneapolis (PA) — Steve Cannon
- 47 KUTE/Los Angeles (D) — Joe Green
- 48 WJRI/Detroit (PA) — Jim Davis
- 49 WJIB/Boston (BM) — Warren Schroeger
- 50 KIIS-FM/Los Angeles (D) — Mike Wagner

\* Now (N/T) format.

# FORMAT LEADERS

What are the top 25 stations in the U.S.? Below you'll find the lists of stations — based on average quarter hour share and cume persons — that are tops in the country.

On the pages that follow you will find the top ten stations in the U.S. for each of eight major formats (again ranked on average share and on total cume).

Please note that the total week average quarter hour shares used for the ranking are those generated by the Market Buy Market computer system. Because this system computes the total week share percentages on a basis slightly different from the way Arbitron performs this task, you may find some minor differences between the total week shares shown in the format leader listings

and the shares shown in the local Arbitron report.

The formats for which you will find the listing of top stations are:

- AOR
- Beautiful Music
- Black/Pop Rhythms
- Country
- Dancemusic
- News/Talk
- Pop/Adult
- Top 40

*Monday, Sunday, 6am-midnight, Metro, Total Average Persons 12+ Share. Total Cume Persons 12+.*

## The Top 25 Stations In The U.S.

### Average Quarter Hour Shares

1	KFAB/Omaha (PA)	34.2
2	WOWO/Ft. Wayne (PA)	26.7
3	WTIC-AM/Hartford (PA)	25.4
4	KMOX/St. Louis (N/T)	24.6
5	KDKA/Pittsburgh (PA)	22.7
5	WEZO-FM/Rochester (BM)	22.7
7	WCCO-AM/Minneapolis (PA)	22.5
8	WRVA/Richmond (PA)	21.5
9	WIVK-FM/Knoxville (C)	21.4
9	WXOK/Baton Rouge (B)	21.4
11	WELI/New Haven (PA)	21.3
12	WIOT/Toledo (A)	20.2
13	KRMG/Tulsa (PA)	20.0
14	WSYR/Syracuse (PA)	18.4
15	WGY/Schenectady (PA)	18.3
16	WSKZ-FM/Chattanooga (R)	18.2
17	KFQD/Anchorage (PA)	18.1
18	KTOK/Oklahoma City (PA)	17.9
19	KDON-FM/Salinas (R)	17.8
19	WABB-FM/Mobile (A)	17.8
21	WKEE-FM/Huntington (R)	17.7
22	KASE-FM/Austin (BM)	17.5
23	WGNT/Huntington (PA)	17.4
24	WBT/Charlotte (PA)	17.2
25	WEZV/Ft. Wayne (A)	17.1
25	WRVQ/Richmond (R)	17.1

(Note: Two stations tied for 5th, 9th, 19th, and 25th positions.)

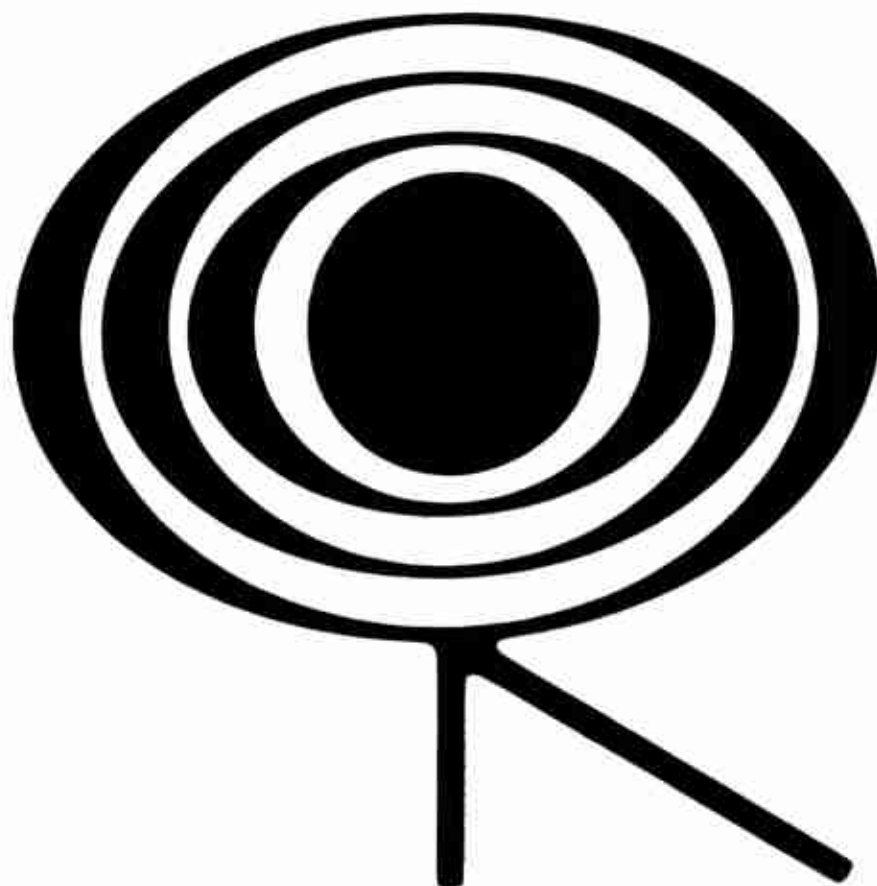
### Cume Persons

1	WABC/New York (R)	2,710,500
2	WCBS/New York (N)	2,462,700
3	WINS/New York (N)	2,348,500
4	WKTU/New York (D)	2,116,200
5	WOR/New York (T/PA)	2,007,800
6	WNBC/New York (R)	1,960,200
7	WBLS/New York (B)	1,646,600
8	WGN/Chicago (PA)	1,478,500
9	WPLJ/New York (A)	1,396,900
10	WLS/Chicago (R)	1,374,500
11	WRFM/New York (BM)	1,333,100
12	WCBS-FM/New York (O)	1,274,800
13	WBBM-AM/Chicago (N)	1,242,900
14	KYW/Philadelphia (N/T)	1,211,700
15	KFWB/Los Angeles (N)	1,205,500
16	KNX-AM/Los Angeles (N)	1,135,700
17	WHN/New York (C)	1,092,100
18	WNEW-AM/New York (PA)	1,086,800
19	WXLO/New York (R)	1,059,200
20	WMCA/New York (T)	1,039,100
21	WPAT-FM/New York (BM)	1,005,300
22	KMET/Los Angeles (A)	998,800
23	KDKA/Pittsburgh (PA)	990,700
24	WPAT-AM/New York (BM)	965,600
25	WNEW-FM/New York (A)	936,700




# THANKS TO RADIO

OUR ARTISTS RATE HIGH IN ANY BOOK



THE NAMES THAT NUMBER ARE ON

# Columbia Records

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### Average Quarter Hour Shares

1	WIOT/Toledo	20.2
2	WABB-FM/Mobile	17.8
3	WEZV/Ft. Wayne	17.1
4	WKQQ/Lexington	16.4
5	WGOT-FM/Anchorage	13.6
6	WLVQ/Columbus	12.9
7	KYYS/Kansas City	12.7
8	KILO-FM/Colorado Spring	12.6
9	WZZO-FM/Allentown	12.5
10	WMJQ/Rochester	11.8

### Cume Estimates

1	WPLJ/New York	1,396,900
2	KMET/Los Angeles	998,800
3	WNEW-FM/New York	936,700
4	WLUP/Chicago	819,500
5	WPIX/New York	712,300
6	WRIF/Detroit	696,600
7	KLOS/Los Angeles	677,000
8	WMMR/Philadelphia	665,800
9	WWW/Detroit	547,700
10	WYSP/Philadelphia	488,400



### Average Quarter Hour Shares

1	WEZO-FM/Rochester	22.7
2	KASE-FM/Austin	17.5
3	WEZK-FM/Knoxville	16.8
4	WEAT-FM/West Palm Beach	16.7
5	WWLV-FM/Daytona Beach	16.4
6	WLYF-FM/Miami-Ft. Lauderdale	16.1
7	WJYE-FM/Buffalo	15.8
7	WLQR-FM/Toledo	15.8
9	WSWT-FM/Peoria	15.7
10	WHIO-FM/Dayton	15.5

### Cume Estimates

1	WRFM/New York	1,333,100
2	WPAT-FM/New York	1,005,300
3	WPAT/New York	965,600
4	WLOO/Chicago	868,700
5	KBIG/Los Angeles	859,900
6	WLAK/Chicago	731,700
7	KJOI/Los Angeles	693,500
8	WWSH/Philadelphia	642,000
9	WJIB-FM/Boston	590,600
10	KOST/Los Angeles	537,400

## Black/Pop Rhythms

### Average Quarter Hour Shares

1	WXOK/Baton Rouge	21.4
2	KOKY/Little Rock	16.1
3	WOIC/Columbia, SC	12.2
4	WPDQ/Jacksonville	11.4
5	WENN-FM/Birmingham	10.3
6	WTLC-FM/Indianapolis	9.8
7	WHRK-FM/Memphis	9.3
8	WNOO/Chattanooga	8.2
9	KMJQ/Houston	8.1
10	WDIA/Memphis	8.0

### Cume Estimates

1	WBLS/New York	1,646,600
2	WBMX/Chicago	567,200
3	WVON/Chicago	480,900
4	WDAS-FM/Philadelphia	446,000
5	KDAY/Los Angeles	429,400
6	KSOL/San Francisco	376,000
7	KDIA/San Francisco	355,100
8	WOOK/Washington, D.C.	355,000
9	WJLB/Detroit	354,100
10	WJPC/Chicago	332,000



### Average Quarter Hour Shares

1	WIVK-FM/Knoxville	21.4
2	KFH/Wichita	17.0
3	KVOO/Tulsa	16.9
4	WTCR/Huntington	15.8
5	KSSN-FM/Little Rock	14.4
6	WIRK-FM/West Palm Beach	13.0
7	WYNK-FM/Baton Rouge	12.9
8	WSOC-FM/Charlotte	12.8
9	KFDI/Wichita	12.5
10	KVET/Austin	12.3

### Cume Estimates

1	WHN/New York	1,092,100
2	WMAQ/Chicago	869,600
3	KLAC/Los Angeles	805,000
4	WBAP/Dallas-Ft. Worth	427,800
5	KSCS-FM/Dallas-Ft. Worth	399,600
6	KIKK-FM/Houston	373,500
7	WHK/Cleveland	361,200
8	WCXI/Detroit	351,300
9	KNEW/San Francisco	339,100
10	WDGY/Minneapolis	329,400



# DANCEMUSIC

## Average Quarter Hour Shares

1	KIKI/Honolulu	12.3
2	KHFI-FM/Austin	8.4
3	WBLX-FM/Mobile	7.9
4	WKTU-FM/New York	6.8
5	KRLY-FM/Houston	6.6
6	WRAP/Norfolk	6.4
7	KLAV-FM/Las Vegas	6.1
8	KSET/El Paso	5.9
9	WXKS/Boston	5.5
10	KBYR/Anchorage	5.3

## Cume Estimates

1	WKTU/New York	2,116,200
2	KIIS-FM/Los Angeles	693,300
3	KUTE/Los Angeles	628,800
4	KSFJ/San Francisco	440,200
5	WGCI-FM/Chicago	396,600
6	WCAU-FM/Philadelphia	359,200
7	WXKS-FM/Boston	356,900
8	KRLY/Houston	334,800
9	WZZD/Philadelphia	330,700
10	WDAI-FM/Chicago	308,100

# News/Talk

## Average Quarter Hour Shares

1	KMOX/St. Louis	24.6
2	WBBW/Youngstown	14.4
3	WMBD/Peoria	13.9
4	KYW/Philadelphia	10.5
5	KIRO/Seattle	10.2
6	KOAI/Denver	10.0
7	KGO/San Francisco	9.2
8	WQBK/Albany	9.1
9	WOAI/San Antonio	7.7
10	KRLD/Dallas-Ft. Worth	7.4

## Cume Estimates

1	WCBS/New York	2,462,700
2	WINS/New York	2,348,500
3	WOR/New York	2,007,800
4	WBBM/Chicago	1,242,900
5	KYW/Philadelphia	1,211,700
6	KFWB/Los Angeles	1,205,500
7	KNX-AM/Los Angeles	1,135,700
8	WMCA/New York	1,039,100
9	KABC/Los Angeles	910,400
10	KGO/San Francisco	884,600

# P/A

## Average Quarter Hour Shares

1	KFAB/Omaha	34.2
2	WOWO/Ft. Wayne	26.7
3	WTIC/Hartford	25.4
4	KDKA/Pittsburgh	22.7
5	WCCO/Minneapolis	22.5
6	WRVA/Richmond	21.5
7	WELI/New Haven	21.3
8	KRMG/Tulsa	20.0
9	WSYR/Syracuse	18.4
10	WGY/Schenectady	18.3

## Cume Estimates

1	WGN/Chicago	1,478,500
2	WNEW/New York	1,086,800
3	KDKA/Pittsburgh	900,700
4	WJR/Detroit	916,600
5	WYNY/New York	826,200
6	WCCO/Minneapolis	771,900
7	WHDH/Boston	767,600
8	WBZ/Boston	749,400
9	KMPC/Los Angeles	748,900
10	WMAL/Washington, D.C.	713,700

# TOP-40

## Average Quarter Hour Shares

1	WSKZ-FM/Chattanooga	18.2
2	KDON-FM/Salinas	17.8
3	WKEE-FM/Huntington	17.7
4	WRVQ-FM/Richmond	17.1
5	WKZW-FM/Peoria	16.8
6	WKRK-FM/Mobile	16.6
7	WVLK/Lexington	15.5
8	KJRB/Spokane	15.3
9	WKXX-FM/Birmingham	14.5
10	KENI/Anchorage	14.4
10	WLAP-FM/Lexington	14.4

## Cume Estimates

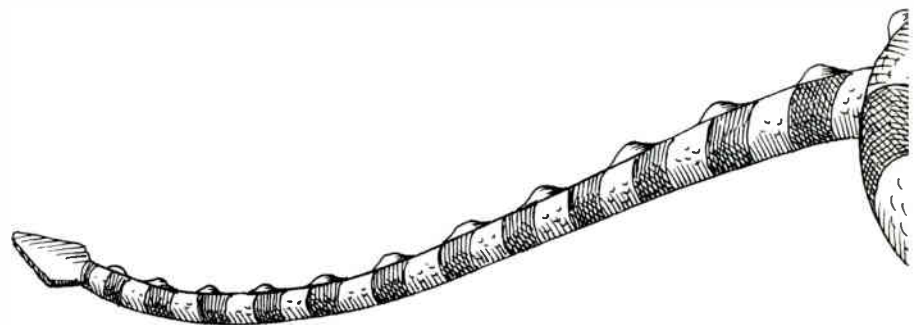
1	WABC/New York	2,710,500
2	WNBC/New York	1,960,200
3	WLS/Chicago	1,374,500
4	WXLO/New York	1,059,200
5	KFI/Los Angeles	811,800
6	KHJ/Los Angeles	809,400
7	KFRC/San Francisco	786,300
8	KRTH/Los Angeles	774,400
9	CKLW/Detroit	656,200
10	WFIL/Philadelphia	627,300

# **THE ARBITRON GUIDE** **TO THE BEASTS OF THE** **RATINGS JUNGLE**

## **THE UNLISTED LEAPING LIZARDS**

ONE OF A SERIES

**THE ARBITRON COMPANY**  
**GD** a research service of  
CONTROL DATA CORPORATION





**DESCRIPTION:** Those households whose phone numbers can not be obtained using phone directories. Includes those households that choose to have their phone number unlisted and those that have recently moved or changed numbers since the directory was published.

In some markets these households can account for up to 50% of all working numbers.

**HABITS:** Generally younger, more mobile and includes both upper and lower income households. Can also include a number of minorities.

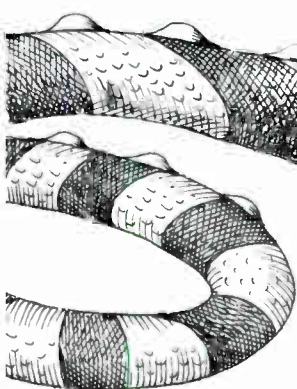
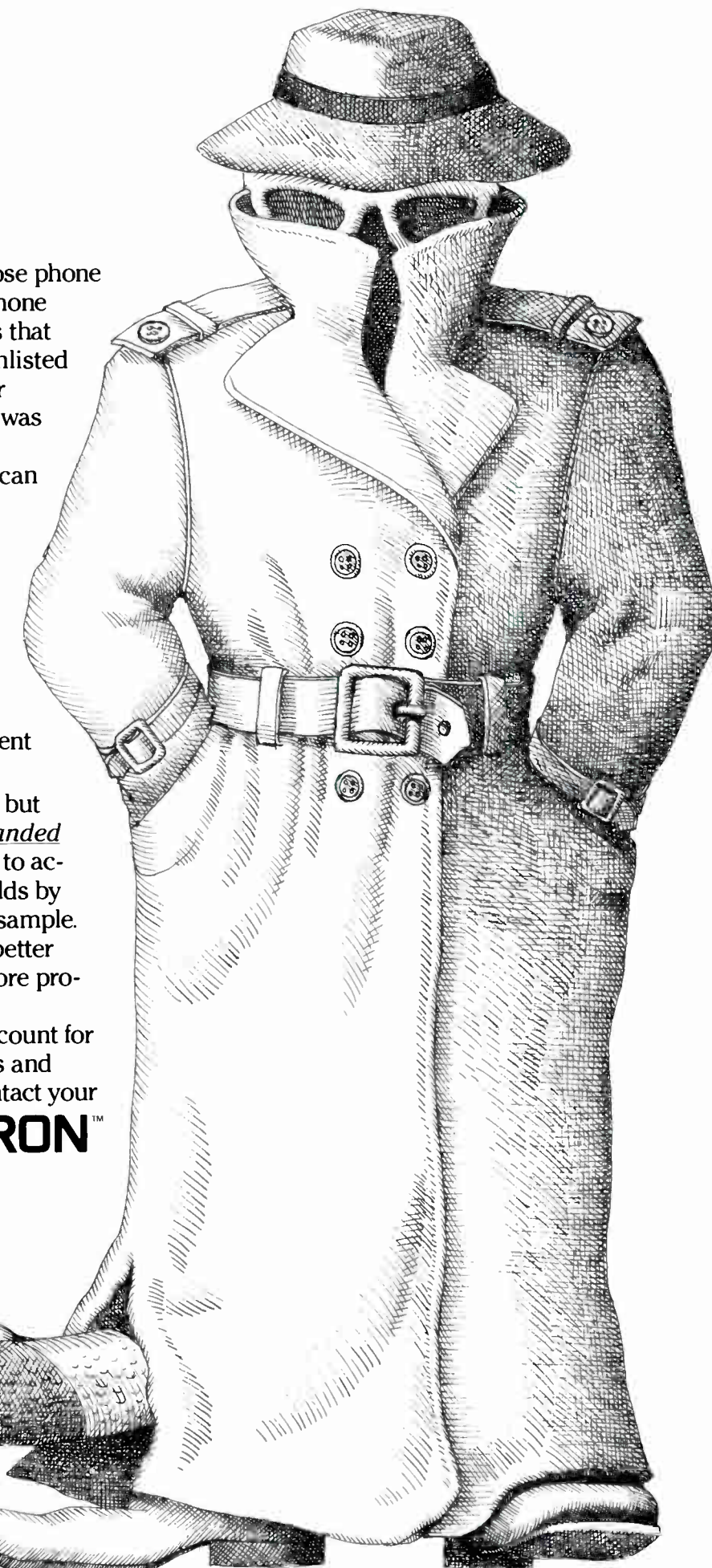
**CAUTIONS:** Unless a way is found to account for these households, some survey estimates may not truly represent the marketplace.

**HOW TO CAPTURE:** Extremely difficult but fortunately is possible. Use of an *Expanded Sample Frame (ESF)* allows Arbitron to account for the effects of these households by including unlisted households in our sample.

Thus an Expanded Sample Frame better represents the population. And therefore produces better estimates.

For more information on how to account for the effects of Unlisted Leaping Lizards and other beasts in the ratings jungle, contact your Arbitron representative.

**ARBITRON™**



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## O/N '79 Arbitron Market Overview

The O/N '79 survey results in Akron show the top three stations fixed in the same order as the A/M '79 figures — WAKR, followed by WMMS and WSLR, with a newcomer WAEZ, tied for third. However, while P/A leader WAKR registered a stable book and Cleveland's AOR power WMMS improved to an 11.4 share, WSLR saw its overall share drop by more than two points.

Country-formatted WSLR earned an 8.7 share in the spring '79 book. In the fall sweep the station spent more than in the spring effort (about \$30,000 in the O/N '79 survey), but was disappointed in the results. In the target 25-54 group, WSLR's share dropped from 12.2 in the spring to 8.4 in the fall. A new afternoon drive air personality may not have had time to become known in the community, and WSLR suffered almost 50% declines in the PM drive daypart.

On a more positive note, Beautiful Music WAEZ has moved up three notches into a tie with WSLR for third place in the Akron metro. Most of WAEZ's gains came in the 35+ demos.

Diary return in the Akron metro was up 20% in this book compared to the A/M '79 effort. Biggest gains were in the men and women 25-34 demo cells.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP (00): 5457

	O/N '78	A/M '79	O/N '79
1 WAKR-AM	16.1	14.3	14.3
2 WMMS-FM	10.5	10.3	10.3
3 WCAR-AM	9.4	8.7	8.7
4 WAEZ-FM	6.7	7.5	7.5
5 WSLR-AM	6.1	5.3	5.3
6 WZZP-FM	5.3	5.2	5.2
7 WWHM-FM	5.0	4.7	4.7
8 WDBN-FM	4.6	4.3	4.3
9 WKDD-FM	4.3	3.4	3.4
10 WWWF-FM	3.5	3.1	3.1
11 WCUE-AM	2.9	2.9	2.9
12 WQAL-FM	2.5	2.9	2.9
13 WHLO-AM	2.4	2.6	2.6
14 WHK-AM	2.2	2.1	2.1
15 WCCL-FM	2.1	1.8	1.8
16 WKNT-FM	1.7	1.5	1.5
17 WDOK-FM	1.6	1.4	1.4
18 WDNT-FM	1.0	1.3	1.3
19 WHBC-FM	0.9	1.3	1.3
20 WJW-AM	0.6	1.2	1.2
21 WKSU-FM	0.5	0.9	0.9
22 WYFH-FM	0.5	0.9	0.9
23 WKNT-AM	0.4	0.7	0.7
24 WKBN-FM	0.4	0.5	0.5
25 WERE-AM	0.5	0.5	0.5
26 WTOP-FM	0.5	0.5	0.5
27 WKSU-FM	0.5	0.5	0.5

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP (00): 5457

	O/N '78	A/M '79	O/N '79
1 WAKR-AM	130	122	121
2 WMMS-FM	85	88	95
3 WCAR-AM	76	74	54
4 WAEZ-FM	54	64	54
5 WSLR-AM	49	45	46

M-F, 6-10am			
1 WAKR-AM		WAKR-AM	WAKR-AM
2 WCAR-AM		WSLR-AM	WMMS-FM
3 WSLR-AM		WMMS-FM	WSLR-AM
4 WMMS-FM		WCAR-AM	WCAR-AM
5 WAEZ-FM		WHLO-AM	WHLO-AM

M-F, 3-7pm			
1 WAKR-AM		WAKR-AM	WMMS-FM
2 WMMS-FM		WMMS-FM	WAKR-AM
3 WCAR-AM		WCAR-AM	WAEZ-FM
4 WZZP-FM		WSLR-AM	WCAR-AM
5 WSLR-AM		WAEZ-FM	WZZP-FM

Teens

M-S, 6am-Midnight

POP (00): 714

	O/N '78	A/M '79	O/N '79
1 WZZP-FM		WMMS-FM	WCCL-FM
2 WWHM-FM		WZZP-FM	WZZP-FM
3 WMMS-FM		WCCL-FM	WWHM-FM

M-F, 6-10am			
1 WZZP-FM		WCCL-FM	WCCL-FM
2 WWHM-FM		WZZP-FM	WZZP-FM
3 WCUE-AM		WMMS-FM	WWHM-FM

M-F, 3-7pm			
1 WZZP-FM		WMMS-FM	WCCL-FM
2 WWHM-FM		WZZP-FM	WZZP-FM
3 WMMS-FM		WWHM-FM	WWHM-FM

Adults 18-34			
M-S, 6am-Midnight			
POP (00): 2017			
O/N '78	A/M '79	O/N '79	
1 WMMS-FM	WMMS-FM	WMMS-FM	
2 WCAR-AM	WCAR-AM	WCAR-AM	
3 WKDD-FM	WWHM-FM	WKDD-FM	
4 WAKR-AM	WKDD-FM	WZZP-FM	
5 WAEZ-FM	WZZP-FM	WWHM-FM	

M-F, 6-10am			
1 WCAR-AM		WMMS-FM	WMMS-FM
2 WMMS-FM		WCAR-AM	WCAR-AM
3 WAKR-AM		WAKR-AM	WAKR-AM
4 WKDD-FM		WSLR-AM	WKDD-FM
5 WWWF-FM		WWHM-FM	WCCL-FM

M-F, 3-7pm			
1 WMMS-FM		WCAR-AM	WMMS-FM
2 WCAR-AM		WMMS-FM	WKDD-FM
3 WKDD-FM		WWHM-FM	WCAR-AM
4 WWHM-FM		WKDD-FM	WZZP-FM
5 WAEZ-FM		WZZP-FM	WWHM-FM

Adults 25-54			
M-S, 6am-Midnight			
POP (00): 2521			
O/N '78	A/M '79	O/N '79	
1 WAKR-AM	WAKR-AM	WAKR-AM	
2 WCAR-AM	WSLR-AM	WAEZ-FM	
3 WMMS-FM	WCAR-AM	WSLR-AM	
4 WSLR-AM	WAEZ-FM	WCAR-AM	
5 WAEZ-FM	WMMS-FM	WMMS-FM	

M-F, 6-10am			
1 WAKR-AM		WAKR-AM	WAKR-AM
2 WCAR-AM		WSLR-AM	WSLR-AM
3 WSLR-AM		WCAR-AM	WCAR-AM
4 WHLO-AM		WMMS-FM	WDBN-FM
5 WMMS-FM		WAEZ-FM	WMMS-FM

M-F, 3-7pm			
1 WAKR-AM		WSLR-AM	WAEZ-FM
2 WMMS-FM		WCAR-AM	WMMS-FM
3 WCAR-AM		WAEZ-FM	WKDD-FM
4 WSLR-AM		WAKR-AM	WCAR-AM
5 WDBN-FM		WMMS-FM	WAKR-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP (00): 5457

	O/N '78	A/M '79	O/N '79
1 WAKR-AM	2022	1802	1917
2 WCAR-AM	1374	1205	1114
3 WSLR-AM	895	1046	1108
4 WMMS-FM	850	954	927
5 WZZP-FM	790	948	805

M-F, 6-10am			
1 WAKR-AM		WAKR-AM	WAKR-AM
2 WCAR-AM		WMMS-FM	WCAR-AM
3 WSLR-AM		WCAR-AM	WMMS-FM
4 WMMS-FM		WSLR-AM	WSLR-AM
5 WZZP-FM		WWHM-FM	WCCL-FM

M-F, 3-7pm			
1 WAKR-AM		WAKR-AM	WAKR-AM
2 WCAR-AM		WMMS-FM	WMMS-FM
3 WMMS-FM		WWHM-FM	WCAR-AM
4 WZZP-FM		WCAR-AM	WZZP-FM
5 WSLR-AM		WSLR-AM	WCCL-FM

Teens

M-S, 6am-Midnight

POP (00): 714

	O/N '78	A/M '79	O/N '79
1 WZZP-FM		WWHM-FM	WZZP-FM
2 WWHM-FM		WZZP-FM	WCCL-FM
3 WMMS-FM		WMMS-FM	WWHM-FM

M-F, 6-10am			
1 WZZP-FM		WMMS-FM	WCCL-FM
2 WWHM-FM		WZZP-FM	WZZP-FM
3 WMMS-FM		WMMS-FM	WWHM-FM

M-F, 3-7pm			
1 WZZP-FM		WWHM-FM	WZZP-FM
2 WWHM-FM		WZZP-FM	WCCL-FM
3 WMMS-FM		WMMS-FM	WWHM-FM

Adults 18-34			
M-S, 6am-Midnight			
POP (00): 2017			
O/N '78	A/M '79	O/N '79	
1 WCAR-AM	WMMS-FM	WMMS-FM	
2 WMMS-FM	WCAR-AM	WCAR-AM	
3 WAKR-AM	WWHM-FM	WKDD-FM	
4 WKDD-FM	WAKR-AM	WAKR-AM	
5 WWHM-FM	WKDD-FM	WZZP-FM	

M-F, 6-10am			
1 WCAR-AM		WMMS-FM	WMMS-FM
2 WAKR-AM		WCAR-AM	WCAR-AM
3 WMMS-FM		WWHM-FM	WAKR-AM
4 WKDD-FM		WAKR-AM	WKDD-FM
5 WCUE-AM		WZZP-FM	WWHM-FM

M-F, 3-7pm			
1 WCAR-AM		WMMS-FM	WMMS-FM
2 WMMS-FM		WWHM-FM	WCAR-AM
3 WKDD-FM		WCAR-AM	WWHM-FM
4 WWHM-FM		WKDD-FM	WZZP-FM
5 WAKR-AM		WZZP-FM	WKDD-FM

Adults 25-54  
M-S, 6am-Midnight  
POP (00): 2521

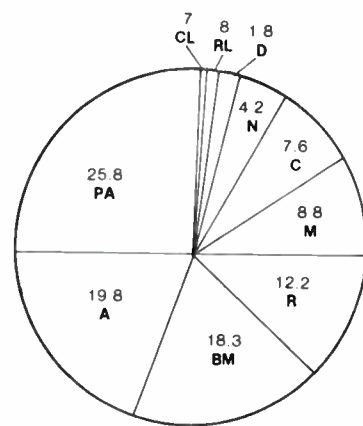
	O/N '78	A/M '79	O/N '79
1 WAKR-AM		WAKR-AM	WAKR-AM
2 WCAR-AM		WSLR-AM	WCAR-AM
3 WSLR-AM		WCAR-AM	WSLR-AM
4 WAEZ-FM		WAEZ-FM	WAEZ-FM
5 WWWF-FM		WMMS-FM	WCCL-FM

M-F, 6-10am			
1 WAKR-AM		WAKR-AM	WAKR-AM
2 WCAR-AM		WSLR-AM	WCAR-AM
3 WSLR-AM		WCAR-AM	WSLR-AM
4 WAEZ-FM		WAEZ-FM	WAEZ-FM
5 WWWF-FM		WMMS-FM	WMMS-FM

M-F, 3-7pm			
1 WAKR-AM		WAKR-AM	WCAR-AM
2 WCAR-AM		WAKR-AM	WAKR-AM
3 WSLR-AM		WCAR-AM	WAEZ-FM
4 WWWF-FM		WAEZ-FM	WSLR-AM
5 WMMS-FM		WMMS-FM	WMMS-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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# Albany-Schenectady-Troy

METRO RANK **47**

## 1/1N '79 Market Overview

For the second survey in a row, the return rate of dials was down in the Albany area, but a relatively stable book still seems to have emerged. Continuing to lead the pack are P/A fixture **WGY** and Beautiful Music **WROW-AM**. **WGY's** 12+ share held steady at 18.3, but **WROW** saw some erosion in its share, causing the station to drop almost two share points. The good news for the **WROW** ownership, though, is that **WROW-FM**, also with the **BM** format, most doubled its share to give the stations a still-strong combined sales story. **WHSB** also moved up well in the Beautiful Music ranks.

The new third-ranked station in the market is Talk-formatted **WQBK-AM**. No special promotions were used for the O/N '79 survey, but the station still managed to record a healthy gain of more than two shares. Increases came from across the demographic spectrum.

On the rock music scene, **WFLY** showed a significant upward trend for the fourth straight book. For the first time, **WFLY** was able to pass **WTRY** in the overall standings. This was largely owing to a drop of 33% in **WTRY's** 18-34 share. Most significant was the shift in morning drive. In the A/M '79 report, **WTRY** had an 18-34 share of more than 22% in the morning; that dropped to a mid-13 share in this book. Meanwhile, **WFLY** was able to use cume and average quarter-hour gains to post a four-share boost in this daypart, easing **WFLY** past **WTRY**.

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6607

	O/N '78	A/M '79	O/N '79
1 WGY -AM	16.5	18.5	18.3
2 WROW-AM	13.3	13.0	11.3
3 WTRY-AM	8.6	10.5	9.1
4 WPTR-AM	7.3	7.2	8.5
5 WQBK-AM	7.2	6.9	7.6
6 WCFM-FM	6.7	5.2	6.0
7 WFLY-FM	6.3	5.2	5.3
8 WHSH-FM	5.1	4.6	4.9
9 WROW-FM	4.4	4.2	4.8
10 WQBK-FM	3.3	2.8	4.2
11 WCSS-AM	2.5	2.5	3.3
12 WWOH-FM	2.3	2.1	2.6
13 WOKO-AM	2.1	2.1	2.0
14 WUNA-FM	2.0	1.7	1.5
15 WHRL-FM	1.1	1.1	1.2
16 WHAZ-AM	0.8	1.1	0.8
17 WKAJ-FM	0.4	0.7	0.8
18 WWD-AM	0.4	0.6	0.6
19 WABY-AM	0.4	0.4	0.4
20 WYLR-FM		0.2	
21 WIZR-AM		0.2	
22 WIZR-FM		0.2	

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6607

	O/N '78	A/M '79	O/N '79
1 WGY -AM	173	178	193
2 WROW-AM	140	125	119
3 WTRY-AM	90	101	96
4 WPTR-AM	77	69	90
5 WQBK-AM	76	66	80

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WROW-AM			
3 WTRY-AM			
4 WPTR-AM			
5 WQBK-AM			

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WROW-AM			
3 WPTR-AM			
4 WTRY-AM			
5 WFLY-FM			

Teens  
M-S, 6am-Midnight  
POP(00): 834

	O/N '78	A/M '79	O/N '79
1 WTRY-AM			
2 WPTR-AM			
3 WFLY-FM			

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WPTR-AM			
2 WTRY-AM			
3 WFLY-FM			

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WTRY-AM			
2 WROW-AM			
3 WFLY-FM			
4 WGY -AM			
5 WPTR-AM			

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2178

	O/N '78	A/M '79	O/N '79
1 WTRY-AM			
2 WCFM-FM			
3 WFLY-FM			
4 WGY -AM			
5 WPTR-AM			

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WTRY-AM			
3 WFLY-FM			
4 WROW-AM			
5 WCFM-FM			

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WCFM-FM			
2 WTRY-AM			
3 WFLY-FM			
4 WPTR-AM			
5 WGY -AM			

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2861

	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WROW-AM			
3 WROW-FM			
4 WHSH-FM			
5 WTRY-AM			

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WROW-AM			
3 WTRY-AM			
4 WROW-FM			
5 WPTR-AM			

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WROW-AM			
3 WPTR-AM			
4 WROW-FM			
5 WCFM-FM			

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6607

	O/N '78	A/M '79	O/N '79
1 WGY -AM	2523	2599	2661
2 WROW-AM	1936	1900	1802
3 WTRY-AM	1841	1652	1666
4 WPTR-AM	1643	1465	1474
5 WCFM-FM	1433	1246	1445

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WROW-AM			
3 WTRY-AM			
4 WPTR-AM			
5 WCFM-FM			

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WROW-AM			
3 WTRY-AM			
4 WPTR-AM			
5 WCFM-FM			

Teens  
M-S, 6am-Midnight  
POP(00): 834

	O/N '78	A/M '79	O/N '79
1 WTRY-AM			
2 WPTR-AM			
3 WCFM-FM			

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WPTR-AM			
2 WTRY-AM			
3 WFLY-FM			

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WTRY-AM			
2 WPTR-AM			
3 WFLY-FM			

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2178

	O/N '78	A/M '79	O/N '79
1 WTRY-AM			
2 WCFM-FM			
3 WPTR-AM			
4 WFLY-FM			
5 WGY -AM			

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WTRY-AM			
2 WGY -AM			
3 WPTR-AM			
4 WCFM-FM			
5 WFLY-FM			

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WCFM-FM			
2 WTRY-AM			
3 WPTR-AM			
4 WFLY-FM			
5 WGY -AM			

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2861

	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WROW-AM			
3 WTRY-AM			
4 WPTR-AM			
5 WCFM-FM			

M-F, 6-10am

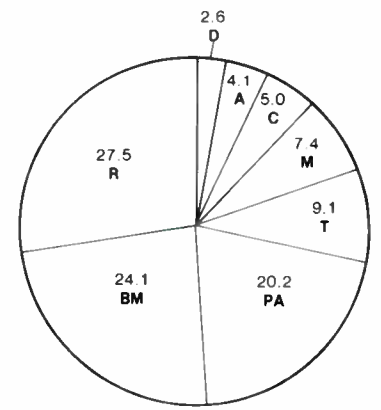
	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WROW-AM			
3 WTRY-AM			
4 WPTR-AM			
5 WROW-FM			

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WGY -AM			
2 WROW-AM			
3 WPTR-AM			
4 WCFM-FM			
5 WTRY-AM			

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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# Albuquerque

METRO RANK

84

## O/N '79 Market Overview

As we mentioned in the A/M '79 Ratings Report analysis of Albuquerque, the market appeared to be in flux. It seems, at least as reflected in the O/N '79 Arbitron results, as though that flux has now reshuffled the standings in the Albuquerque metro. P/A standby **KOB** was able to recoup some of the share lost in the spring report, but the big stories are Beautiful Music station **KKJY** and AOR **KFMG**. **KKJY** and **KFMG** are the new second and third-ranked stations in the metro, respectively, but each took different routes to success in the fall.

**KKJY** made extensive use of a TV campaign to garner an overall share increase of almost four points. **KKJY** used the now-famed **Patrick O'Neal** spot, which first aired on **WDVR/Philadelphia** and has helped **BM** stations in many markets. No contests or promotions were aired on **KKJY**, but the station did invest in some technical improvements for its **Schulke** sound.

**KFMG** avoided the TV route, concentrating instead on the use of billboards to help this tight-listed station (which came on the air in the middle of the A/M '79 sweep) to more than double its numbers and move into third place overall in the market. **KFMG** is now the number one 18-34 adult station in Albuquerque, having passed longtime leader **KRST** and **KZZX**. 90% of **KFMG's** ad budget was spent for the billboards, with the remainder going to college newspapers.

The other big winner in the O/N '79 sweep was Spanish-language station **KNBQ**. Interestingly, the in-tab in the metro was stable in the Spanish concentration, but the non-ethnic area returned many more diaries than in the spring. Biggest in-tab boost occurred in the 18-24 cell.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3417

O/N '78	A/M '79	O/N '79
1 KOB -AM	15.3	11.4
2 KZZX-FM	10.1	8.3
3 KRKE-AM	9.9	7.5
4 KRST-FM	9.5	7.3
5 KABQ-AM	9.0	6.7
6 KOB -FM	8.4	6.3
7 KRZY-AM	6.3	6.1
8 KRKE-FM	6.3	5.9
9 KOEO-AM	5.7	4.9
10 KZIA-AM	4.0	4.7
11 KPAR-FM	3.2	4.5
12 KAMX-AM	3.2	4.3
13 KHFM-FM	2.7	4.1
14 KKIM-AM	2.7	2.4
15 KPAR-AM	1.3	1.8
16 KUFF-AM	1.1	1.8
17		1.6
18		1.0

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3417

O/N '78	A/M '79	O/N '79
1 KOB -AM	73	58
2 KZZX-FM	48	42
3 KRKE-AM	47	38
4 KRST-FM	45	37
5 KABQ-AM	43	34

M-F, 6-10am

1 KOB -AM	KOB -AM	KOB -AM
2 KRKE-AM	KRZY-AM	KFMG-FM
3 KABQ-AM	KABQ-AM	KRZY-AM
4 KRZY-AM	KZIA-AM	KKJY-FM
5 KOB -FM	KRKE-FM	KABQ-AM

M-F, 3-7pm

1 KOB -AM	KOB -AM	KKJY-FM
2 KRKE-AM	KRST-FM	KZIA-AM
3 KZZX-FM	KKJY-FM	KABQ-AM
4 KRST-FM	KZIA-AM	KOB -AM
5 KOB -FM	KRKE-AM	KFMG-FM

Teens  
M-S, 6am-Midnight  
POP(00): 483

O/N '78	A/M '79	O/N '79
1 KRKE-AM	KRKE-AM	KFMG-FM
2 KOEO-AM	KAMX-AM	KRST-FM
3 KZZX-FM	KZZX-FM	KRKE-FM

M-F, 6-10am

1 KRKE-AM	KRKE-AM	KRKE-AM
2 KOEO-AM	KAMX-AM	KOEO-AM
3 KOB -AM	KZZX-FM	KFMG-FM

M-F, 3-7pm

1 KRKE-AM	KAMX-AM	KFMG-FM
2 KZZX-FM	KRKE-AM	KRST-FM
3 KOEO-AM	KZZX-FM	KOEO-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1330

O/N '78	A/M '79	O/N '79
1 KZZX-FM	KRST-FM	KFMG-FM
2 KRST-FM	KZZX-FM	KRST-FM
3 KRKE-AM	KFMG-FM	KOB -AM
4 KOB -AM	KOB -AM	KOB -FM
5 KABQ-AM	KRKE-AM	KZZX-FM

M-F, 6-10am

1 KRKE-AM	KOB -AM	KFMG-FM
2 KOB -AM	KZZX-FM	KOB -AM
3 KZZX-FM	KRZY-AM	KRST-FM
4 KRST-FM	KRKE-AM	KABQ-AM
5 KABQ-AM	KRST-FM	KRKE-AM

M-F, 3-7pm

1 KOB -AM	KRST-FM	KFMG-FM
2 KZZX-FM	KFMG-FM	KRST-FM
3 KRKE-AM	KRKE-AM	KZZX-FM
4 KRST-FM	KZZX-FM	KOEO-AM
5 KABQ-AM	KRKE-FM	KOB -FM

Adults 25-54  
M-S, 6am-Midnight

O/N '78	A/M '79	O/N '79
1 KOB -AM	KOB -AM	KOB -AM
2 KABQ-AM	KRZY-AM	KABQ-AM
3 KZZX-FM	KKJY-FM	KRZY-AM
4 KOB -FM	KABQ-AM	KKJY-FM
5 KRZY-AM	KOB -FM	KOB -FM

M-F, 6-10am

1 KOB -AM	KOB -AM	KOB -AM
2 KABQ-AM	KRZY-AM	KABQ-AM
3 KRZY-AM	KABQ-AM	KRZY-AM
4 KRKE-AM	KKJY-FM	KKJY-FM
5 KOB -FM	KRKE-FM	KOB -FM

M-F, 3-7pm

1 KOB -AM	KOB -AM	KABQ-AM
2 KZZX-FM	KRZY-AM	KKJY-FM
3 KRKE-AM	KOB -FM	KOB -AM
4 KRST-FM	KABQ-AM	KRZY-AM
5 KRZY-AM	KKJY-FM	KOB -FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3417

O/N '78	A/M '79	O/N '79
1 KOB -AM	1143	978
2 KRKE-AM	1004	680
3 KOEO-AM	650	665
4 KZZX-FM	616	527
5 KRZY-AM	587	458

M-F, 6-10am

1 KOB -AM	KOB -AM	KOB -AM
2 KRKE-AM	KRZY-AM	KFMG-FM
3 KOEO-AM	KRKE-AM	KRZY-AM
4 KRST-FM	KZZX-FM	KRKE-AM
5 KRZY-AM	KOEO-AM	KKJY-FM

M-F, 3-7pm

1 KRKE-AM	KOB -AM	KOB -AM
2 KOB -AM	KRZY-AM	KRZY-AM
3 KOEO-AM	KRZY-AM	KRKE-AM
4 KZZX-FM	KKJY-FM	KFMG-FM
5 KRZY-AM	KRST-FM	KKJY-FM

Teens  
M-S, 6am-Midnight  
POP(00): 483

O/N '78	A/M '79	O/N '79
1 KRKE-AM	KRKE-AM	KRKE-AM
2 KOEO-AM	KOEO-AM	KAMX-AM
3 KZZX-FM	KZZX-FM	KFMG-FM

M-F, 6-10am

1 KRKE-AM	KRKE-AM	KRKE-AM
2 KOEO-AM	KOEO-AM	KOEO-AM
3 KRKE-FM	KAMX-AM	KFMG-FM

M-F, 3-7pm

1 KRKE-AM	KRKE-AM	KAMX-AM
2 KZZX-FM	KAMX-AM	KRKE-AM
3 KOEO-AM	KOEO-AM	KFMG-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1330

O/N '78	A/M '79	O/N '79
1 KRKE-AM	KOB -AM	KFMG-FM
2 KOB -AM	KRKE-AM	KOB -AM
3 KZZX-FM	KRKE-FM	KRKE-AM
4 KOEO-AM	KRST-FM	KOEO-AM
5 KRST-FM	KZZX-FM	KRST-FM

M-F, 6-10am

1 KRKE-AM	KOB -AM	KFMG-FM
2 KOB -AM	KZZX-FM	KOB -AM
3 KRST-FM	KRKE-AM	KRKE-AM
4 KOEO-AM	KRST-FM	KOEO-AM
5 KZZX-FM	KRZY-AM	KRST-FM

M-F, 3-7pm

1 KRKE-AM	KRST-FM	KFMG-FM
2 KOB -AM	KRKE-AM	KRKE-AM
3 KZZX-FM	KZZX-FM	KOB -AM
4 KRST-FM	KRKE-FM	KOEO-AM
5 KOEO-AM	KOB -AM	KRST-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1641

O/N '78	A/M '79	O/N '79
1 KOB -AM	KOB -AM	KOB -AM
2 KRKE-AM	KRZY-AM	KRZY-AM
3 KRZY-AM	KOB -FM	KOB -FM
4 KOEO-AM	KKJY-FM	KKJY-FM
5 KOB -FM	KRKE-AM	KRKE-AM

M-F, 6-10am

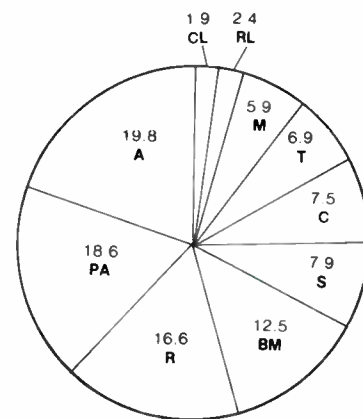
1 KOB -AM	KOB -AM	KOB -AM
2 KRKE-AM	KRZY-AM	KRZY-AM
3 KRZY-AM	KKJY-FM	KOB -FM
4 KABQ-AM	KRKE-AM	KABQ-AM
5 KOEO-AM	KZZX-FM	KKJY-FM

M-F, 3-7pm

1 KOB -AM	KOB -AM	KOB -AM
2 KRKE-AM	KRZY-AM	KRZY-AM
3 KRZY-AM	KOB -FM	KABQ-AM
4 KOEO-AM	KRKE-AM	KKJY-FM
5 KZZX-FM	KKJY-FM	KRKE-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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# Allentown-Bethlehem-Easton



## O/N '79 Market Overview

Look out Allentown! WZZO is for real! In the A/M '79 Ratings Report we speculated about whether or not WZZO, which at that time debuted with an 8.5, would remain strong. The answer is a resounding yes. WZZO is the new number one station in the Allentown area, having gained four shares in the fall book.

The Superstars affiliate earned almost a 29 share of adults 18-34 in this survey, more 18-34 adults than the next two stations combined. To achieve this feat, WZZO utilized bumper stickers but no other outside media. On-air promotions featured playing albums by Fleetwood Mac seven nights in a row, and having a "mystery riffs" contest which gave the contestant who correctly identified the eight or nine riffs the chance to win a video cassette recorder.

This was the first O/N sweep in the Allentown market, and the survey results saw a 25% increase in in-tab compared to the spring survey. Older demos landed many of the extra diaries, perhaps accounting for the improved showing of BM station WQQQ.

Spring leader WLEV (PA) dropped almost three shares, while format competitor WEST lost almost four. Top 40 WKAP registered another significant drop (-3.4 shares), while format leader WAEB held steady at 8.3. Country WXXW jumped into double figures for third place in the market, gaining 9.0 to 10.9.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 5333

A/M '78	A/M '79	O/N '79
1 WXXW-FM 13.1	WLEV-FM 9.9	WZZO-FM(A) 12.5
2 WAEB-AM 12.8	WXXW-FM 9.0	WQQQ-FM(B) 2.3
3 WLEV-FM 9.7	WZZO-FM 8.5	WXXW-FM(C) 10.9
4 WQQQ-FM 8.3	WEST-AM 8.4	WAEB-AM(D) 8.3
5 WKAP-AM 7.5	WAEB-AM 8.2	WLEV-FM(PA) 7.1
6 WPMZ-FM 5.3	WQQQ-FM 8.1	WPMZ-FM(O) 4.8
7 WEST-AM 4.7	WKAP-AM 6.1	WEST-AM(PA) 4.6
8 WEEZ-AM 4.3	WPMZ-FM 3.9	WEEZ-AM(O) 3.6
9 KYW -AM 4.0	WEEZ-AM 3.8	KYW -AM(O) 3.5
10 WIF1-FM 2.4	WSAN-AM 3.7	WKAP-AM(O) 2.7
11 WHOL-AM 2.3	KYW -AM 3.3	WSAN-AM(A) 2.7
12 WYNS-AM 2.2	WWSH-FM 3.1	WWSH-FM(B) 2.7
13 WEZV-FM 2.1	WHOL-AM 1.4	WLSR-AM(PA) 2.7
14 WWSH-FM 1.9	WGPA-AM 1.4	WYNS-AM(PA) 1.4
15 WSAN-AM 1.7	WOR -AM 1.2	WOR -AM(O) 1.2
16 WBYO-FM 1.6	WCRV-AM 1.1	WBYO-FM(PA) 1.2
17 WCRV-AM 1.3	WIF1-FM 0.7	WABC-AM(O) 1.1
18 WABC-AM 1.2	WABC-AM 0.6	WYSP-FM(A) 1.1
19 WGPA-AM 1.0		WHOL-AM(C) 1.0
20 WFIL-AM 0.7		WGPA-AM(PA) 0.7
21 WARM-AM 0.6		WPMV-FM(B) 0.7
22 WYSP-FM 0.4		WCRV-AM(C) 0.7
23		WIF1-FM(O) 0.7
24		WMGX-FM(PA) 0.7
25		WCAU-AM(O) 0.6
26		WRN J-AM(PA) 0.6
27		WDSL-FM(PA) 0.6
28		WVCD-FM(O) 0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5333

A/M '78	A/M '79	O/N '79
1 WXXW-FM 118	WLEV-FM 93	WZZO-FM 101
2 WAEB-AM 115	WXXW-FM 85	WQQQ-FM 99
3 WLEV-FM 87	WZZO-FM 80	WXXW-FM 88
4 WQQQ-FM 75	WEST-AM 79	WAEB-AM 67
5 WKAP-AM 67	WAEB-AM 77	WLEV-FM 57

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WEST-AM	WXXW-FM
2 WXXW-FM	WAEB-AM	WAEB-AM
3 WLEV-FM	WXXW-FM	WQQQ-FM
4 WKAP-AM	WLEV-FM	WZZO-FM
5 WEST-AM	WQQQ-FM	WPMZ-FM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WLEV-FM	WQQQ-FM
2 WXXW-FM	WXXW-FM	WZZO-FM
3 WQQQ-FM	WAEB-AM	WXXW-FM
4 WLEV-FM	WZZO-FM	WAEB-AM
5 WKAP-AM	WKAP-AM	WLEV-FM

Teens  
M-S, 6am-Midnight  
POP(00): 617

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WZZO-FM
2 WKAP-AM	WZZO-FM	WAEB-AM
3 WEEZ-AM	WKAP-AM	WYSP-FM

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WZZO-FM
2 WKAP-AM	WZZO-FM	WZZO-FM
3 WEEZ-AM	WKAP-AM	WXXW-FM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WZZO-FM	WZZO-FM
2 WKAP-AM	WAEB-AM	WAEB-AM
3 WEEZ-AM	WKAP-AM	WYSP-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1660

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WLEV-FM	WZZO-FM
2 WLEV-FM	WZZO-FM	WXXW-FM
3 WKAP-AM	WAEB-AM	WLEV-FM
4 WXXW-FM	WKAP-AM	WAEB-AM
5 WEEZ-AM	WXXW-FM	WSAN-AM

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WLEV-FM	WZZO-FM
2 WLEV-FM	WZZO-FM	WAEB-AM
3 WEEZ-AM	WAEB-AM	WXXW-FM
4 WKAP-AM	WXXW-FM	WLEV-FM
5 WSAN-AM	WEEZ-AM	WEEZ-AM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WLEV-FM	WZZO-FM
2 WLEV-FM	WZZO-FM	WLEV-FM
3 WKAP-AM	WKAP-AM	WAEB-AM
4 WXXW-FM	WAEB-AM	WXXW-FM
5 WEZV-FM	WXXW-FM	WSAN-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2448

A/M '78	A/M '79	O/N '79
1 WXXW-FM	WXXW-FM	WQQQ-FM
2 WAEB-AM	WLEV-FM	WXXW-FM
3 WLEV-FM	WAEB-AM	WLEV-FM
4 WQQQ-FM	WKAP-AM	WAEB-AM
5 WPMZ-FM	WQQQ-FM	WZZO-FM

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WXXW-FM
2 WXXW-FM	WLEV-FM	WAEB-AM
3 WLEV-FM	WXXW-FM	WQQQ-FM
4 WEST-AM	WEST-AM	WLEV-FM
5 WEEZ-AM	WKAP-AM	WEEZ-AM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 WXXW-FM	WXXW-FM	WQQQ-FM
2 WAEB-AM	WLEV-FM	WXXW-FM
3 WLEV-FM	WAEB-AM	WLEV-FM
4 WQQQ-FM	WKAP-AM	WZZO-FM
5 WPMZ-FM	WQQQ-FM	WAEB-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5333

A/M '78	A/M '79	O/N '79
1 WAEB-AM 1659	WAEB-AM 1441	WAEB-AM 1384
2 WKAP-AM 1273	WQQQ-FM 1016	WZZO-FM 1339
3 WLEV-FM 1225	WLEV-FM 1009	WQQQ-FM 1152
4 WQQQ-FM 993	WXXW-FM 907	WXXW-FM 903
5 WXXW-FM 926	WZZO-FM 875	WLEV-FM 887

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WAEB-AM
2 WLEV-FM	WXXW-FM	WZZO-FM
3 WKAP-AM	WLEV-FM	WQQQ-FM
4 WQQQ-FM	WKAP-AM	WXXW-FM
5 WXXW-FM	WEST-AM	WLEV-FM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WZZO-FM
2 WKAP-AM	WLEV-FM	WQQQ-FM
3 WLEV-FM	WZZO-FM	WAEB-AM
4 WQQQ-FM	WXXW-FM	WXXW-FM
5 WXXW-FM	WQQQ-FM	WLEV-FM

Teens  
M-S, 6am-Midnight  
POP(00): 617

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WZZO-FM
2 WKAP-AM	WZZO-FM	WAEB-AM
3 WEEZ-AM	WKAP-AM	WLEV-FM

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WZZO-FM
2 WKAP-AM	WKAP-AM	WAEB-AM
3 WEEZ-AM	WZZO-FM	WEEZ-AM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WZZO-FM
2 WKAP-AM	WZZO-FM	WAEB-AM
3 WEEZ-AM	WKAP-AM	WYSP-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1660

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WZZO-FM
2 WLEV-FM	WAEB-AM	WAEB-AM
3 WKAP-AM	WZZO-FM	WLEV-FM
4 WEEZ-AM	WSAN-AM	WKAP-AM
5 WEZV-FM	WEEZ-AM	WSAN-AM

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WLEV-FM	WZZO-FM
2 WLEV-FM	WAEB-AM	WAEB-AM
3 WKAP-AM	WZZO-FM	WLEV-FM
4 WEEZ-AM	WSAN-AM	WKAP-AM
5 WEZV-FM	WEEZ-AM	WSAN-AM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 WLEV-FM	WLEV-FM	WZZO-FM
2 WAEB-AM	WZZO-FM	WAEB-AM
3 WKAP-AM	WAEB-AM	WLEV-FM
4 WXXW-FM	WEEZ-AM	WSAN-AM
5 WEZV-FM	WSAN-AM	WKAP-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2448

A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WAEB-AM
2 WLEV-FM	WLEV-FM	WQQQ-FM
3 WXXW-FM	WXXW-FM	WLEV-FM
4 WPMZ-FM	WQQQ-FM	WXXW-FM
5 WQQQ-FM	WKAP-AM	WZZO-FM

M-F, 6-10am

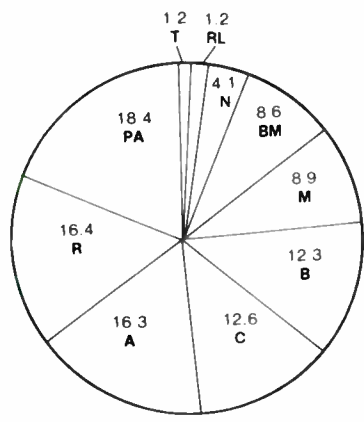
A/M '78	A/M '79	O/N '79
1 WAEB-AM	WAEB-AM	WAEB-AM
2 WLEV-FM	WXXW-FM	WXXW-FM
3 WXXW-FM	WLEV-FM	WQQQ-FM
4 WQQQ-FM	WKAP-AM	WLEV-FM
5 KTW -AM	WEEZ-AM	WZZO-FM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 WXXW-FM	WAEB-AM	WQQQ-FM
2 WAEB-AM	WLEV-FM	WAEB-AM
3 WLEV-FM	WXXW-FM	WXXW-FM
4 WQQQ-FM	WKAP-AM	WLEV-FM
5 KTW -AM	WQQQ-FM	WZZO-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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# Anaheim-Garden Grove-Santa Ana

METRO RANK

18

## O/N '79 Market Overview

Not much change at the top of the totem pole in this market — AOR **KMET** remains atop the overall picture, with Beautiful Music **KBIG** and Talk **KABC** locked in second and third respectively. However, two L.A. stations did record worthwhile gains in Orange County — Top 40 **KFI**, and Country **KLAC**. **KFI** saw its gains come from increased time spent listening among its audience, while **KLAC** picked up impressive cume boosts, perhaps due to the station carrying Lakers basketball. The other major shift among L.A. stations was the drop of **KMPC**. Since

the station carries Anaheim Angels baseball during the A/M surveys, the fall numbers usually look worse by comparison.

Among the Orange County stations, both **KEZY** and **KWIZ** have success stories. P/A station **KWIZ** is number one among Anaheim stations with a nice jump to a 2.6 share. **KWIZ** used 65% of its outside ad budget in the local newspapers and 35% for bus-boards. Also, **Ronnie Richards** joined **KWIZ** from **KLOK**. Richards is the new air personality in morning drive.

AOR entry **KEZY** saw its numbers move upward, perhaps as a result of an outside media campaign that focused entirely on the newspapers. Other promotional materials used by **KEZY** include bumper stickers and T-shirts.

This was the most stable Arbitron sweep in recent years in Anaheim, as Arbitron sampled more persons than in the past. The O/N '79 sweep saw 230 more diaries come back than the A/M '79 survey.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 15623

O/N '78	A/M '79	O/N '79
1 KBIG-FM 9.4	KMPT-FM 8.6	KMET-FM (A) 9.1
2 KMFT-FM 8.6	KRIG-FM 8.0	KRIG-FM (B) 7.0
3 KJOI-FM 5.7	KABC-AM 6.5	KABC-AM (C) 6.2
4 KOST-FM 5.5	KMPC-AM 5.2	KFI -AM (R) 5.1
5 KNX -FM 4.5	KRTH-FM 4.9	KPTH-FM (R) 5.0
6 KMPC-AM 4.1	KFI -AM 3.8	KLAC-AM (C) 4.1
7 KARC-AM 3.9	KJOI-FM 3.7	KNX -FM (A) 3.9
8 KNY -AM 3.6	KLAC-AM 3.7	KNX -AM (R) 3.8
9 KLAC-AM 3.5	VLOS-FM 3.7	KJOI-FM (B) 3.8
10 KRTH-FM 3.3	KNY -AM 3.6	KMPC-AM (A) 3.6
11 KFI -AM 3.1	KNX -FM 3.6	KLOS-FM (A) 2.9
12 KFZY-AM 3.0	KFWB-AM 3.0	KOST-FM (B) 2.9
13 KLOS-FM 2.9	KTNO-AM 2.6	KWIZ-AM (PA) 2.6
14 KFWB-AM 2.9	KIIS-FM 2.4	KFWB-AM (R) 2.5
15 KHJ -AM 2.5	KFAC-FM 2.4	KHTZ-FM (R) 2.5
16 XTRA-AM 2.1	KOST-FM 2.4	XTRA-AM (B) 2.4
17 KWIZ-FM 2.0	KIQQ-FM 2.1	KRLA-AM (R) 2.3
18 YZLA-FM 2.0	KWIZ-AM 1.9	KIIS-FM (R) 2.2
19 KIIS-FM 1.8	KRLA-AM 1.7	KEZY-AM (A) 2.0
20 KUTP-FM 1.5	KEZY-AM 1.7	KUTP-FM (R) 2.0
21 KROQ-FM 1.5	KNOR-FM 1.6	KHJ -AM (R) 1.7
22 KWST-FM 1.5	XTRA-AM 1.6	KZLA-FM (PA) 1.4
23 KTNO-AM 1.2	KUTE-FM 1.5	FFZY-FM (A) 1.5
24 KNOB-FM 1.2	YZLA-FM 1.5	KWIZ-FM (PA) 1.4
25 KWIZ-AM 1.2	KHJ -AM 1.4	KFAC-FM (CL) 1.2
26 KRLA-AM 1.2	KHTZ-FM 1.4	KGOO-FM (A) 1.0
27 KEZY-FM 1.1	KWIZ-FM 1.4	KOCM-FM (PA) 1.0
28 KIQQ-FM 1.1	KFZY-FM 1.1	KNOP-FM (B) 1.0
29 VFAC-FM 1.1	KVMS-FM 0.9	KIOO-FM (R) 0.9
30 KVMS-FM 0.9	KOCM-FM 0.9	KRRT-AM (R) 0.9
31 KRRT-AM 0.9	KORJ-FM 0.9	KLVF-FM (B) 0.7
32 KGOO-FM 0.9	KRRR-AM 0.6	KTNO-AM (R) 0.6
33 KOCM-FM 0.9	KRRR-AM 0.6	KWST-FM (A) 0.5
34 KFAC-AM 0.7	KWST-FM 0.5	VYMS-FM (R) 0.5
35 KIIS-AM 0.6	KGOO-FM 0.5	VORJ-FM (A) 0.4
36 KRRR-AM 0.6	VORJ-FM 0.5	KIIS-AM (PA) 0.4
37 KORJ-FM 0.5	KIFV-AM 0.4	VFAC-AM (CL) 0.4
38 KIFV-AM 0.5	KJLH-FM 0.4	KCFR-AM (PA) 0.4
39 KHTZ-FM 0.4	KLVF-FM 0.3	KROQ-FM (A) 0.4
40	KFAC-AM 0.3	XPRS-AM (R) 0.4
41		KFRN-AM (C) 0.3
42		KDAY-AM (B) 0.3

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 15623

O/N '78	A/M '79	O/N '79
1 KRIG-FM 232	KMET-FM 225	KMET-FM 203
2 KMFT-FM 211	KRIG-FM 211	KRIG-FM 176
3 KJOI-FM 141	KABC-AM 170	KABC-AM 157
4 KOST-FM 136	KMPC-AM 137	KFI -AM 127
5 KNX -FM 110	KRTH-FM 129	KRTH-FM 126
6 KMPC-AM 100	KFI -AM 101	KLAC-AM 103
7 KABC-AM 97	KJOI-FM 98	KNX -FM 97
8 KNY -AM 89	KLAC-AM 98	KNX -AM 96
9 KLAC-AM 87	KLOS-FM 98	KJOI-FM 96
10 KRTH-FM 82	KNY -AM 95	KMPC-AM 90

**M-F, 6-10am**

1 KRIG-FM	KFI -AM	KABC-AM
2 KFI -AM	KABC-AM	KFI -AM
3 KABC-AM	KMET-FM	KMET-FM
4 KMPC-AM	KNX -AM	KRIG-FM
5 KMFT-FM	KRIG-FM	KLAC-AM
6 KNY -AM	KFWB-AM	KNX -AM
7 KFWB-AM	KMPC-AM	KMPC-AM
8 KOST-FM	KPTH-FM	KPTH-FM
9 KNY -FM	KLAC-AM	KWIZ-AM
10 KJOI-FM	KNX -FM	KFWB-AM

**M-F, 3-7pm**

1 KMFT-FM	KRIG-FM	KMET-FM
2 KRIG-FM	KMET-FM	KRIG-FM
3 KJOI-FM	KMPC-AM	KFI -AM
4 KOST-FM	KRTH-FM	KRTH-FM
5 KNX -FM	KABC-AM	KABC-AM
6 KMPC-AM	KJOI-FM	KJOI-FM
7 KNY -AM	KNX -FM	KNX -FM
8 KRTH-FM	KLAC-AM	KLAC-AM
9 KFZY-AM	KLOS-FM	KNX -AM
10 KABC-AM	KNX -AM	KOST-FM

### Teens

M-S, 6am-Midnight  
POP(00): 2136

O/N '78	A/M '79	O/N '79
1 KMFT-FM	KMET-FM	KMET-FM
2 KFZY-AM	KTNO-AM	KFI -AM
3 KHJ -AM	KLOS-FM	KFZY-AM

### M-F, 6-10am

1 KMFT-FM	KMET-FM	KMET-FM
2 KEZY-AM	KTNO-AM	KEZY-AM
3 KHJ -AM	KEZY-AM	KFI -AM

### M-F, 3-7pm

1 KMFT-FM	KMET-FM	KMET-FM
2 KEZY-AM	KTNO-AM	KFI -AM
3 KHJ -AM	KLOS-FM	KEZY-AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 6055

O/N '78	A/M '79	O/N '79
1 KMFT-FM	KMET-FM	KMET-FM
2 KNX -FM	KRTH-FM	KRTH-FM
3 KRTH-FM	KNX -FM	KNX -FM
4 KLOS-FM	KLOS-FM	KLOS-FM
5 KBIG-FM	KFI -AM	KFI -AM
6 KZLA-FM	KIIS-FM	KRLA-AM
7 KOST-FM	KMPC-AM	KRIG-FM
8 KFI -AM	KIQQ-FM	KWIZ-AM
9 KROQ-FM	KZLA-FM	KUTE-FM
10 KMPC-AM	KRLA-AM	KEZY-FM

### M-F, 6-10am

1 KMFT-FM	KMET-FM	KMET-FM
2 KNX -FM	KFI -AM	KFI -AM
3 KFI -AM	KRTH-FM	KRTH-FM
4 KRTH-FM	KNX -FM	KNX -FM
5 KBIG-FM	KLOS-FM	KLOS-FM
6 KZLA-FM	KIOO-FM	KWIZ-AM
7 KZLA-FM	KZLA-FM	KARC-AM
8 KMPC-AM	KIIS-FM	KRLA-AM
9 KNX -AM	KRLA-AM	KRIG-FM
10 KFWB-AM	KABC-AM	KZLA-FM

### M-F, 3-7pm

1 KMFT-FM	KMET-FM	KMET-FM
2 KNY -FM	KRTH-FM	KRTH-FM
3 KBIG-FM	KNY -FM	KNX -FM
4 KLOS-FM	KLOS-FM	KFI -AM
5 KRTH-FM	KMPC-AM	KRLA-AM
6 KZLA-FM	KZLA-FM	KRIG-FM
7 KROQ-FM	KIIS-FM	KUTE-FM
8 KOST-FM	KRIG-FM	KFZY-FM
9 KUTP-FM	KRLA-AM	KWIZ-AM
10 KWIZ-FM	KFI -AM	KLOS-FM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 8141

O/N '78	A/M '79	O/N '79
1 KRIG-FM	KRIG-FM	KRIG-FM
2 KNY -FM	KABC-AM	KABC-AM
3 KMPC-AM	KMPC-AM	KLAC-AM
4 KJOI-FM	KIAC-AM	KNX -FM
5 KOST-FM	KMET-FM	KFI -AM
6 KLAC-AM	KFI -AM	KRTH-FM
7 KMFT-FM	KNX -FM	KMET-FM
8 KARC-AM	KRTH-FM	KJOI-FM
9 KRTH-FM	KOST-FM	KMPC-AM
10 KNY -AM	KJOI-FM	KNX -AM

### M-F, 6-10am

1 KRIG-FM	KFI -AM	KFI -AM
2 KMPC-AM	KABC-AM	KABC-AM
3 KFI -AM	KMPC-AM	KLAC-AM
4 KABC-AM	KRIG-FM	KRIG-FM
5 KNX -FM	KLAC-AM	KRIG-FM
6 KLAC-AM	KNX -AM	KNY -AM
7 KFWB-AM	KFWB-AM	KNX -FM
8 KNY -AM	KMET-FM	KRTH-FM
9 KOST-FM	KNX -FM	KMET-FM
10 KJOI-FM	KWIZ-AM	KJOI-FM

### M-F, 3-7pm

1 KBIG-FM	KRIG-FM	KRIG-FM
2 KNY -FM	KMPC-AM	KLAC-AM
3 KOST-FM	KLAC-AM	KNY -FM
4 KMPC-AM	KNY -FM	KABC-AM
5 KJOI-FM	KABC-AM	KNY -AM
6 KMFT-FM	KMET-FM	KPTH-FM
7 KNY -AM	KRTH-FM	KFI -AM
8 KRTH-FM	KJOI-FM	KJOI-FM
9 KABC-AM	KWIZ-AM	KMET-FM
10 KLAC-AM	KFWB-AM	KOST-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 15623

O/N '78	A/M '79	O/N '79
1 KMFT-FM 2757	KMET-FM 2553	KMET-FM 2611
2 KBIG-FM 2601	KMPC-AM 2484	KFI -AM 2331
3 KFI -AM 2271	KBIG-FM 2469	KNX -AM 2295
4 KLOS-FM 2068	KABC-AM 2177	KRIG-FM 2288
5 KNX -AM 2030	KRTH-FM 2053	KRTH-FM 2185
6 KFWB-AM 1931	KNX -AM 2035	KFWB-AM 1945
7 KHJ -AM 1899	KFWB-AM 2009	KARC-AM 1928
8 KEZY-AM 1796	KFI -AM 1996	KMPC-AM 1793
9 KJOI-FM 1745	KLOS-FM 1842	KLAC-AM 1728
10 KOST-FM 1703	KJOI-FM 1462	KLOS-FM 1670

### M-F, 6-10am

1 KMFT-FM	KFWB-AM	KFI -AM
2 KFI -AM	KMET-FM	KMET-FM
3 KRIG-FM	KFI -AM	KARC-AM
4 KNY -AM	KNX -AM	KNX -AM
5 KFWB-AM	KRIG-FM	KRIG-FM
6 KNY -FM	KRTH-FM	KRTH-FM
7 KMPC-AM	KABC-AM	KRTH-FM
8 KHJ -AM	KMPC-AM	KMPC-AM
9 KEZY-AM	KLOS-FM	KLAC-AM
10 KABC-AM	KNX -FM	VLOS-FM

### M-F, 3-7pm

1 KMFT-FM	KMET-FM	KMET-FM
2 KBIG-FM	KRIG-FM	KRTH-FM
3 KLOS-FM	KMPC-AM	KRIG-FM
4 KFZY-AM	KLOS-FM	KFI -AM
5 KJOI-FM	KRTH-FM	KNX -AM
6 KOST-FM	KABC-AM	KARC-AM
7 KNY -AM	KTNO-AM	VFWR-AM
8 KMPC-AM	KFWB-AM	KLAC-AM
9 KEZY-AM	KLOS-FM	KLAC-AM
10 KABC-AM	KNX -FM	KNX -FM

### M-F, 6-10am

1 KMFT-FM	KMET-FM	KMET-FM
2 KBIG-FM	KRIG-FM	KRTH-FM
3 KLOS-FM	KMPC-AM	KRIG-FM
4 KFZY-AM	KLOS-FM	KFI -AM
5 KJOI-FM	KRTH-FM	KNX -AM
6 KOST-FM	KABC-AM	KARC-AM
7 KNY -AM	KTNO-AM	VFWR-AM
8 KMPC-AM	KFWB-AM	KLAC-AM
9 KNY -FM	KNX -AM	KNX -FM
10 KHJ -AM	KFI -AM	KLOS-FM

### M-F, 3-7pm

1 KMFT-FM	KMET-FM	KMET-FM
2 KBIG-FM	KRIG-FM	KRTH-FM
3 KHJ -AM	KLOS-FM	KHJ -AM

### M-F, 6-10am

1 KMFT-FM	KMET-FM	KMET-FM
2 KLOS-FM	KTNO-AM	KEZY-AM
3 KHJ -AM	KFZY-AM	KHJ -AM

### M-F, 3-7pm

1 KMFT-FM	KMET-FM	KMET-FM
2 KEZY-AM	KTNO-AM	KFI -AM
3 KTNO-AM	KLOS-FM	KEZY-AM

### M-F, 6-10am

1 KMFT-FM	KMET-FM	KMET-FM
2 KLOS-FM	KRTH-FM	KRTH-FM
3 KNX -FM	KLOS-FM	KNX -FM
4 KRTH-FM	KNX -FM	KNX -FM
5 KFI -AM	KMPC-AM	KRLA-AM
6 KBIG-FM	KFI -AM	KLOS-FM
7 KEZY-FM	KTNO-AM	KFZY-FM
8 KEZY-AM	KIOO-FM	KIIS-FM
9 KHJ -AM	KIIS-FM	KUTE-FM
10 KRLA-AM	KHJ -AM	KWIZ-AM

### M-F, 3-7pm

1 KMFT-FM	KPTH-FM	KMET-FM
2 KFI -AM	KABC-AM	KRTH-FM
3 KNY -FM	KNX -FM	KFI -AM
4 KLOS-FM	KFI -AM	KNX -FM
5 KRTH-FM	KLOS-FM	KLOS-FM
6 KNX -AM	KIOO-FM	KFZY-FM
7 KHJ -AM	KFWB-AM	KFWB-AM
8 KFWB-AM	KHJ -AM	KIIS-FM
9 KMPC-AM	KIIS-FM	KHJ -AM
10 KWIZ-FM	KEZY-AM	KWIZ-AM

# Anchorage

METRO RANK **149**

## O/N '79 Market Overview

The northernmost market surveyed by Arbitron Radio was the scene of some hot activity during the fall sweep. The outcome saw perennially strong KFQD resume its spot on top of the market, with three stations bunched in a race for second.

KFQD took an aggressive stance going into this survey. The P/A station made a change at the PD slot, bringing up Tom Rivers (formerly of CKLW and KYA) to become the new PD and to host the midday show. In addition, KFQD aired the "Last Place On Earth" contest, promoting by spending money in the newspapers and on the local TV affiliates. A direct mail campaign was also used to key the contest to the station's strongest listening areas. Male-oriented features were aired to help boost the stations male audience while not turning off the station's female listeners. KFQD earned a 26 share of adults 18-34 in this 12-station market.

Grouped behind KFQD are stations KENI, KHAR, and KGOT. KENI slipped from the number one slot it held in the A/M '79 results, but remains strong with teens. KHAR continues to be the top station for adults 35+. However, AOR station KGOT is the real story in this group, because the station earned its best book in years. KGOT saw its overall share rise by four shares, with an especially strong rise among men 18-34. KGOT has a 35% share of this male demo in the O/N '79 results.

Format changes are now rife in Anchorage, with KBYR going to some form of P/A format and KENI returning to traditional Top 40 from AOR/Top 40 fusion. The A/M '80 results will tell if these changes are successful.

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 14,566

O/N '78	A/M '79	O/N '79
1 KENI-AM	21.4	17.8
2 KFQD-AM	16.0	14.6
3 KGOT-FM	11.5	12.9
4 KHAR-AM	9.9	10.0
5 KKLV-FM	9.1	9.1
6 KYAK-AM	7.4	6.4
7 KANC-AM	6.2	5.0
8 KNIX-FM	5.3	4.1
9 KBYR-AM	3.3	3.7
10 KJZZ-FM	1.6	3.2
11 KHVN-FM	0.4	2.3

**Average Persons Trends/Rankings**  
Total 12+  
M-S, 6am-Midnight  
POP(00): 14,566

O/N '78	A/M '79	O/N '79
1 KENI-AM	52	39
2 KFQD-AM	39	32
3 KGOT-FM	28	28
4 KHAR-AM	24	22
5 KKLV-FM	22	20

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 KFQD-AM	KFQD-AM	KFQD-AM
2 KENI-AM	KHAR-AM	KHAR-AM
3 KHAR-AM	KENI-AM	KENI-AM
4 KYAK-AM	KYAK-AM	KGOT-FM
5 KANC-AM	KKLV-FM	KANC-AM

## Anaheim-Garden Grove-Santa Ana

Continued

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 8141

O/N '78	A/M '79	O/N '79
1 KRIG-FM	KMPC-AM	KNY-AM
2 KMPC-AM	KBIG-FM	KBIG-FM
3 KFI-AM	KARC-AM	KFI-AM
4 KFWB-AM	KFI-AM	KARC-AM
5 KNX-AM	KRTH-FM	KLAC-AM
6 KJOI-FM	KFWB-AM	KMPC-AM
7 KOST-FM	KNX-AM	KRTH-FM
8 KNX-FM	KNX-FM	KFWB-AM
9 KARC-AM	KLAC-AM	KNX-FM
10 KLAC-AM	KOST-FM	KRLA-AM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 KBIG-FM	KFI-AM	KFI-AM
2 KMPC-AM	KFWB-AM	KARC-AM
3 KFI-AM	KRIG-FM	KNX-AM
4 KFWB-AM	KARC-AM	KLAC-AM
5 KNX-AM	KNX-AM	KMPC-AM
6 KJOI-FM	KRTH-FM	KBIG-FM
7 KARC-AM	KLAC-AM	KNX-FM
8 KNX-FM	KNX-FM	KRTH-FM
9 KARC-AM	KLAC-AM	KFWB-AM
10 KRLA-AM	KOST-FM	KMET-FM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KHAR-AM	KFOD-AM
3 KGOT-FM	KFOD-AM	KHAR-AM
4 KHAR-AM	KGOT-FM	KGOT-FM
5 KKLV-FM	KKLV-FM	KBYR-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 217

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KFQD-AM	KBYR-AM
3 KGOT-FM	KGOT-FM	KFOD-AM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KFQD-AM	KBYR-AM
3 KHAR-AM	KGOT-FM	KHAR-AM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KFQD-AM	KBYR-AM
3 KGOT-FM	KJZZ-FM	KFOD-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 713

O/N '78	A/M '79	O/N '79
1 KFQD-AM	KFQD-AM	KFQD-AM
2 KGOT-FM	KENI-AM	KGOT-FM
3 KENI-AM	KGOT-FM	KENI-AM
4 KKLV-FM	KKLV-FM	KKLV-FM
5 KANC-AM	KANC-AM	KHVN-FM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 KFQD-AM	KFQD-AM	KFQD-AM
2 KENI-AM	KENI-AM	KGOT-FM
3 KGOT-FM	KKLV-FM	KENI-AM
4 KKLV-FM	KGOT-FM	KHVN-FM
5 KBYR-AM	KANC-AM	KKLV-FM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KGOT-FM
2 KGOT-FM	KGOT-FM	KFQD-AM
3 KFQD-AM	KFQD-AM	KENI-AM
4 KKLV-FM	KKLV-FM	KKLV-FM
5 KANC-AM	KANC-AM	KHVN-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 813

O/N '78	A/M '79	O/N '79
1 KFQD-AM	KHAR-AM	KFQD-AM
2 KHAR-AM	KFQD-AM	KHAR-AM
3 KYAK-AM	KYAK-AM	KHAR-AM
4 KENI-AM	KENI-AM	KKLV-FM
5 KNIX-FM	KKLV-FM	KANC-AM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 KFQD-AM	KHAR-AM	KFQD-AM
2 KHAR-AM	KFQD-AM	KHAR-AM
3 KHAR-AM	KYAK-AM	KANC-AM
4 KENI-AM	KENI-AM	KYAK-AM
5 KANC-AM	KANC-AM	KENI-AM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KFQD-AM
2 KFQD-AM	KFQD-AM	KHAR-AM
3 KHAR-AM	KHAR-AM	KENI-AM
4 KYAK-AM	KGOT-FM	KGOT-FM
5 KGOT-FM	KYAK-AM	KYAK-AM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 KBIG-FM	KMPC-AM	KBIG-FM
2 KMPC-AM	KBIG-FM	KNX-AM
3 KOST-FM	KARC-AM	KLAC-AM
4 KNX-FM	KFWB-AM	KARC-AM
5 KJOI-FM	KLAC-AM	KNX-FM
6 KARC-AM	KNX-FM	KRTH-FM
7 KNX-FM	KRTH-FM	KFI-AM
8 KFWB-AM	KNX-AM	KFWB-AM
9 KLAC-AM	KFI-AM	KMPC-AM
10 KRTH-FM	KOST-FM	KMET-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 217

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KFQD-AM	KBYR-AM
3 KGOT-FM	KGOT-FM	KFOD-AM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KENI-AM
2 KGOT-FM	KFOD-AM	KBYR-AM
3 KFQD-AM	KGOT-FM	KHAR-AM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KENI-AM
2 KFQD-AM	KFQD-AM	KBYR-AM
3 KGOT-FM	KGOT-FM	KFOD-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 713

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KFOD-AM
2 KFQD-AM	KFOD-AM	KENI-AM
3 KGOT-FM	KGOT-FM	KGOT-FM
4 KKLV-FM	KKLV-FM	KKLV-FM
5 KBYR-AM	KHAR-AM	KBYR-AM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 KFQD-AM	KFQD-AM	KFQD-AM
2 KENI-AM	KFQD-AM	KENI-AM
3 KGOT-FM	KGOT-FM	KGOT-FM
4 KKLV-FM	KKLV-FM	KKLV-FM
5 KBYR-AM	KHAR-AM	KHVN-FM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 KENI-AM	KENI-AM	KFQD-AM
2 KFQD-AM	KGOT-FM	KGOT-FM
3 KGOT-FM	KFOD-AM	KENI-AM
4 KKLV-FM	KKLV-FM	KKLV-FM
5 KBYR-AM	KBYR-AM	KBYR-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 813

O/N '78	A/M '79	O/N '79
1 KFQD-AM	KFQD-AM	KFQD-AM
2 KHAR-AM	KHAR-AM	KHAR-AM
3 KENI-AM	KENI-AM	KENI-AM
4 KYAK-AM	KYAK-AM	KKLV-FM
5 KKLV-FM	KKLV-FM	KYAK-AM

**M-F, 6-10am**

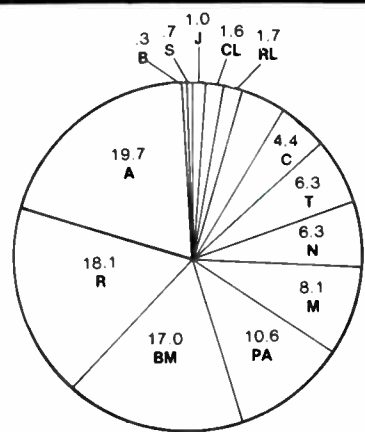
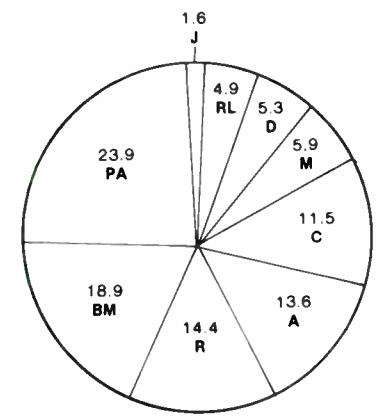
O/N '78	A/M '79	O/N '79
1 KFQD-AM	KFQD-AM	KFQD-AM
2 KHAR-AM	KHAR-AM	KHAR-AM
3 KENI-AM	KENI-AM	KYAK-AM
4 KYAK-AM	KYAK-AM	KENI-AM
5 KBYR-AM	KANC-AM	KANC-AM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 KFQD-AM	KHAR-AM	KFQD-AM
2 KHAR-AM	KFQD-AM	KHAR-AM
3 KENI-AM	KENI-AM	KENI-AM
4 KYAK-AM	KKLV-FM	KYAK-AM
5 KBYR-AM	KYAK-AM	KANC-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight





# Atlanta

METRO RANK



## O/N '79 Market Overview

The on-air diary announcement controversy had some impact in Atlanta during the O/N '79 survey. Stations **WZGC** and **WKLS-AM-FM** ran the announcements and were cited by **Arbitron** for so doing. The stations are located below all others in the market on each ratings page, separated by a dotted line. Persons reviewing the printouts on the Atlanta market should keep in mind that these stations did indeed run the diary announcements. What impact, if any, the announcements may have had is not yet known.

**WSB** remains the leader in Atlanta, although the station suffered its worst book in years. Part of the decline may be due to Arbitron's implementing the Expanded Sample Frame in Atlanta effective with the O/N '79 sweep. ESF is aimed at achieving better representation of ethnics and young persons (groups which may not have their phones listed in the directory). If these persons are not big WSB listeners, the station may have seen its share diminished because of a better sampling of the total metro, not just the listed homes.

Arbitron did get back 230 more diaries in this sweep than in the A/M '79 survey, but the distribution, while affecting the younger demos, also shows an effect on older cells too. The next ESF book should give a better handle on the impact of that technique on the Atlanta market.

Among the formats that showed increased pene-

tration in this book were Beautiful Music and Black radio. **WPCH**, the **Schulke** station in Atlanta, rebounded from a poor showing in the spring to a share comparable to O/N '78's. **WVEE** may have benefitted from ESF, as this ethnic station gained more than a share and a half to its best overall book in years. **WVEE** used taxi cards and bumper stickers in its promotional efforts, while **WPCH** used 95% of its ad dollars in TV spots.

Another station which recorded its best showing in years was **WGST**, the all-News station in Atlanta. **WGST** featured the Atlanta Falcons and Georgia Tech football games. Besides the football, **WGST** concentrated on a new ad campaign based around the theme "Wake Up To The World." 85-90% of the outside ad expenditures were placed in TV.

On the Top 40 scene, the two major contenders **WZGC** and **WQXI-FM**, took different promotional tacks. Besides the on-air diary announcements, **WZGC** used ads developed for TV. 95% of the station's ad budget was spent on local TV, with the remainder being inserted into newspapers. On the other hand, **WQXI-FM** spent the majority (75%) of its outside ad dollars for billboards, where in the spring book the majority was spent on TV. **WQXI-FM** had its best book in recent years, perhaps because of the ad campaign and perhaps because of a major promotion, the "Super Concert Season." The station gave away tickets, LP's, and libraries of major artists sponsored in concert, such as the **Eagles** and **Billy Joel**. With the increase registered by **WQXI-FM**, the top 40 battle in Atlanta is closer than it has been in recent years. **WQXI-FM** trails in the 12+ race, but leads in the 18-34 demos.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 15325

	O/N '78	A/M '79	O/N '79
1 WSB -AM	13.9	WSB -AM	15.5
2 WZGC-FM	12.2	WZGC-FM	11.4
3 WPCH-FM	7.4	WQXI-FM	8.3
4 WVEE-FM	7.1	WKLS-FM	7.9
5 WQXI-FM	7.0	WSB -FM	6.5
6 WKLS-FM	7.0	WVEE-FM	6.1
7 WSB -FM	6.9	WPLO-AM	5.1
8 WPLO-AM	4.6	WPCH-FM	5.0
9 WLTA-FM	4.3	WQXI-AM	4.0
10 WRNG-AM	4.3	WGST-AM	4.0
11 WGST-AM	4.1	WRNG-AM	3.6
12 WAOK-AM	3.9	WAOK-AM	3.6
13 WQXI-AM	3.1	WLTA-FM	3.6
14 WBIE-FM	2.6	WBIE-FM	2.9
15 WKLS-AM	0.9	WGKA-AM	1.2
16 WYZF-AM	0.9	WYZE-AM	0.9
17 WGKA-AM	0.8	WCOB-AM	0.8
18 WXL-AM	0.6	WYNX-AM	0.5
19 WIGO-AM	0.5	WKLS-AM	0.5
20 WCOB-AM	0.5	WTJH-AM	0.5
21 WYNX-AM	0.5	WTJH-AM	0.4
22 WFOH-AM	0.5	WXL-AM	0.4
23 WCNK-AM	0.4	WZAL-AM	0.4
24 WCUN-AM	0.4		
25 WCNK-FM	0.4		
26 WXAP-AM	0.4		

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 15325

	O/N '78	A/M '79	O/N '79
1 WSB -AM	293	WSB -AM	333
2 WZGC-FM	258	WZGC-FM	245
3 WPCH-FM	156	WQXI-FM	179
4 WVEE-FM	150	WKLS-FM	169
5 WQXI-FM	148	WSB -FM	139
6 WKLS-FM	148	WVEE-FM	132
7 WSB -FM	145	WPLO-AM	110
8 WPLO-AM	98	WPCH-FM	100
9 WLTA-FM	91	WQXI-AM	86
10 WRNG-AM	91	WGST-AM	86

	O/N '78	A/M '79	O/N '79
1 WSB -AM		WSB -AM	
2 WZGC-FM		WZGC-FM	
3 WQXI-FM		WQXI-FM	
4 WPCH-FM		WSB -FM	
5 WSB -FM		WKLS-FM	
6 WPLO-AM		WPLO-AM	
7 WVEE-FM		WQXI-AM	
8 WAOK-AM		WGST-AM	
9 WGST-AM		WAOK-AM	
10 WKLS-FM		WPCH-FM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WZGC-FM		WZGC-FM	
2 WSB -AM		WSB -AM	
3 WKLS-FM		WKLS-FM	
4 WVEE-FM		WQXI-FM	
5 WQXI-FM		WVEE-FM	
6 WPCH-FM		WSB -FM	
7 WSB -FM		WPLO-AM	
8 WPLO-AM		WQXI-AM	
9 WRNG-AM		WLTA-FM	
10 WLTA-FM		WPCH-FM	

### Teens

M-S, 6am-Midnight

POP(00): 1952

	O/N '78	A/M '79	O/N '79
1 WZGC-FM		WZGC-FM	
2 WVEE-FM		WKLS-FM	
3 WKLS-FM		WQXI-FM	

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WZGC-FM		WZGC-FM	
2 WVEE-FM		WKLS-FM	
3 WQXI-FM		WQXI-FM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WZGC-FM		WZGC-FM	
2 WVEE-FM		WKLS-FM	
3 WKLS-FM		WQXI-FM	

### Adults 18-34

M-S, 6am-Midnight

POP(00): 6374

	O/N '78	A/M '79	O/N '79
1 WZGC-FM		WQXI-FM	
2 WQXI-FM		WZGC-FM	
3 WKLS-FM		WKLS-FM	
4 WVEE-FM		WVEE-FM	
5 WLTA-FM		WSB -AM	
6 WSB -AM		WQXI-AM	
7 WQXI-AM		WSB -FM	
8 WSB -FM		WLTA-FM	
9 WPLO-AM		WPLO-AM	
10 WAOK-AM		WAOK-AM	

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WQXI-FM		WQXI-FM	
2 WZGC-FM		WZGC-FM	
3 WSB -AM		WSB -AM	
4 WVEE-FM		WKLS-FM	
5 WKLS-FM		WQXI-AM	
6 WQXI-AM		WVEE-FM	
7 WAOK-AM		WAOK-AM	
8 WPLO-AM		WGST-AM	
9 WLTA-FM		WSB -FM	
10 WSB -FM		WPLO-AM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WKLS-FM		WQXI-FM	
2 WZGC-FM		WKLS-FM	
3 WQXI-FM		WVEE-FM	
4 WVEE-FM		WZGC-FM	
5 WLTA-FM		WQXI-AM	
6 WQXI-AM		WPLO-AM	
7 WSB -FM		WSB -FM	
8 WPLO-AM		WSB -AM	
9 WPCH-FM		WLTA-FM	
10 WSB -AM		WGST-AM	

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 7835

	O/N '78	A/M '79	O/N '79
1 WSB -AM		WSB -AM	
2 WZGC-FM		WPLO-AM	
3 WSB -FM		WQXI-FM	
4 WPCH-FM		WZGC-FM	
5 WLTA-FM		WSB -FM	
6 WQXI-FM		WLTA-FM	
7 WVEE-FM		WVEE-FM	
8 WRNG-AM		WPCH-FM	
9 WPLO-AM		WQXI-AM	
10 WKLS-FM		WRNG-AM	

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WSB -AM		WSB -AM	
2 WZGC-FM		WQXI-FM	
3 WSB -FM		WPLO-AM	
4 WPCH-FM		WZGC-FM	
5 WQXI-FM		WQXI-AM	
6 WPLO-AM		WSB -FM	
7 WLTA-FM		WGST-AM	
8 WAOK-AM		WAOK-AM	
9 WBIE-FM		WRNG-AM	
10 WQXI-AM		WVEE-FM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WSB -AM		WSB -AM	
2 WSB -FM		WPLO-AM	
3 WZGC-FM		WZGC-FM	
4 WPCH-FM		WQXI-FM	
5 WLTA-FM		WLTA-FM	
6 WRNG-AM		WSB -FM	
7 WQXI-FM		WVEE-FM	
8 WKLS-FM		WQXI-AM	
9 WVEE-FM		WPCH-FM	
10 WPLO-AM		WRNG-AM	

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 15325

	O/N '78	A/M '79	O/N '79
1 WSB -AM	4710	WSB -AM	4916
2 WZGC-FM	3748	WZGC-FM	4061
3 WQXI-FM	2543	WQXI-FM	2969
4 WSB -FM	2434	WSB -FM	2506
5 WGST-AM	2163	WQXI-AM	2274
6 WKLS-FM	2109	WKLS-FM	2237
7 WPCH-FM	1991	WPLO-AM	1975
8 WQXI-AM	1777	WPCH-FM	1869
9 WPLO-AM	1716	WVEE-FM	1807
10 WVEE-FM	1692	WGST-AM	1615

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WSB -AM		WSB -AM	
2 WZGC-FM		WZGC-FM	
3 WQXI-FM		WQXI-FM	
4 WQXI-AM		WQXI-AM	
5 WPLO-AM		WPLO-AM	
6 WSB -FM		WSB -FM	
7 WKLS-FM		WKLS-FM	
8 WPCH-FM		WGST-AM	
9 WRNG-AM		WAOK-AM	
10 WVEE-FM		WVEE-FM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WZGC-FM		WZGC-FM	
2 WSB -AM		WSB -AM	
3 WQXI-FM		WQXI-FM	
4 WKLS-FM		WKLS-FM	
5 WVEE-FM		WSB -FM	
6 WSB -FM		WQXI-AM	
7 WPCH-FM		WPLO-AM	
8 WQXI-AM		WVEE-FM	
9 WPLO-AM		WPCH-FM	
10 WGST-AM		WGST-AM	

### Teens

M-S, 6am-Midnight

POP(00): 1952

	O/N '78	A/M '79	O/N '79
1 WZGC-FM		WZGC-FM	
2 WKLS-FM		WKLS-FM	
3 WQXI-FM		WQXI-FM	

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WZGC-FM		WZGC-FM	
2 WQXI-FM		WKLS-FM	
3 WKLS-FM		WQXI-FM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 WZGC-FM		WZGC-FM	
2 WQXI-FM		WKLS-FM	
3 WVEE-FM		WQXI-FM	

### Adults 18-34

M-S, 6am-Midnight

POP(00): 6374

	O/N '78	A/M '79	O/N '79
1 WZGC-FM		WZGC-FM	
2 WQXI-FM		WQXI-FM	
3 WKLS-FM		WSB -AM	
4 WSB -AM		WQXI-AM	
5 WQXI-AM		WKLS-FM	
6 WVEE-FM		WVEE-FM	
7 WSB -FM		WSB -FM	
8 WGST-AM		WLTA-FM	
9 WAOK-AM		WPLO-AM	
10 WPLO-AM		WAOK-AM	

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 WQXI-FM		WZGC-FM	
2 WZGC-FM		WQXI-FM	
3 WQXI-AM		WSB -AM	
4 WKLS-FM		WQXI-AM	
5 WSB -AM		WKLS-FM	
6 WVEE-FM		WVEE-FM	
7 WPLO-AM		WPLO-AM	
8 WLTA-FM		WAOK-AM	
9 WSB -FM		WGST-AM	
10 WAOK-AM		WSB -FM	



# Austin, TX

METRO RANK **71**

## /N '79 Market Overview

After the metro definition revision which took effect in the A/M '79 sweep, the market in-tab and port reliability appears to be improved in this book. Arbitron got back 50 more usable diaries in this survey than in the spring, with the biggest increase coming in the adults 25-34 category.

In the O/N '78 survey, Beautiful Music **KASE** was number one, and this fall survey shows the same result. Not only has KASE regained the top spot in the market 12+, but the **Bonneville** station has also again become tops in the key target demo of 25-54. KASE has almost 20% of this market, compared to approximately 18% for Country station **KVET**.

While KASE was gaining almost four shares, 12+, KVET lost three shares in the O/N '79 results. Personnel changes may have had an impact on this station. KVET has a new PD, went through its first book without the former 10-noon and noon-2pm checks, and saw **Jim Davis**, longtime morning man, return to the station. Both KASE and KVET relied heavily on TV for outside promotion of the stations.

Holding a consistent #3 overall in the Austin market and strengthening its dominance among the 8-34 adults is **KLBJ-FM**. This AOR station is now tops with over 20% share of the 18-34 adults, up from about a 17 share in the spring book. Outside advertising was limited to bumper stickers, but there were plenty of "street" promotions, such as giving away 4000 tickets for a **Blondie** concert.

Other leading stations in the O/N '79 Arbitron are include Dancemusic **KHFI** (now Top 40), which saw its 18-34 numbers rise nicely, and Country **KOKE**, which enjoyed a stable book.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 4108

O/N '78	A/M '79	O/N '79
KASE-FM	14.7	KVET-AM 15.2
KVET-AM	12.8	KASE-FM 13.5
KNOW-AM	11.6	KLBJ-FM 8.9
KCSW-FM	11.4	KNOW-AM 8.5
KLBJ-FM	9.5	KOKE-FM 7.7
KLBJ-AM	7.4	KHFI-FM 7.6
KOKE-FM	6.8	KCSW-FM 7.4
KHFI-FM	6.2	KLBJ-AM 5.5
KIXL-AM	2.7	KTSA-AM 4.8
KTSA-AM	1.9	KIXL-AM 2.4
WOAI-AM	1.7	KMXX-FM 2.1
KOKE-AM	1.4	KOKE-AM 1.5
		WOAI-AM 1.3
		KKYX-AM 0.7
		KTFM-FM 0.6
		KTAE-AM 0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4108

O/N '78	A/M '79	O/N '79
1 KASE-FM	76	KVET-AM 102
2 KVET-AM	66	KASE-FM 91
3 KNOW-AM	60	KLBJ-FM 60
4 KCSW-FM	59	KNOW-AM 57
5 KLBJ-FM	49	KOKE-FM 52

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KVET-AM	KVET-AM	KASE-FM
2 KNOW-AM	KNOW-AM	KVET-AM
3 KASE-FM	KASE-FM	KOKE-FM
4 KCSW-FM	KLBJ-AM	KLBJ-FM
5 KLBJ-AM	KCSW-FM	KLBJ-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KASE-FM	KVET-AM	KASE-FM
2 KVET-AM	KASE-FM	KVET-AM
3 KCSW-FM	KNOW-AM	KLBJ-FM
4 KNOW-AM	KLBJ-FM	KHFI-FM
5 KLBJ-FM	KOKE-FM	KCSW-FM

Teens  
A-S, 6am-Midnight  
POP(00): 453

O/N '78	A/M '79	O/N '79
1 KNOW-AM	KHFI-FM	KHFI-FM
2 KHFI-FM	KTSA-AM	KLBJ-FM
3 KTSA-AM	KNOW-AM	KTSA-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KNOW-AM	KNOW-AM	KHFI-FM
2 KCSW-FM	KHFI-FM	KTSA-AM
3 KHFI-FM	KOKE-FM	KLBJ-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KNOW-AM	KHFI-FM	KHFI-FM
2 KTSA-AM	KTSA-AM	KVET-AM
3 KHFI-FM	KNOW-AM	KLBJ-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1912

O/N '78	A/M '79	O/N '79
1 KCSW-FM	KLBJ-FM	KLBJ-FM
2 KLBJ-FM	KCSW-FM	KCSW-FM
3 KNOW-AM	KVET-AM	KHFI-FM
4 KHFI-FM	KNOW-AM	KOKE-FM
5 KOKE-FM	KOKE-FM	KASE-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KCSW-FM	KVET-AM	KLBJ-FM
2 KLBJ-FM	KNOW-AM	KOKE-FM
3 KNOW-AM	KLBJ-FM	KHFI-FM
4 KVET-AM	KCSW-FM	KASE-FM
5 KHFI-FM	KOKE-FM	KCSW-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KCSW-FM	KLBJ-FM	KLBJ-FM
2 KLBJ-FM	KNOW-AM	KCSW-FM
3 KNOW-AM	KOKE-FM	KTSA-AM
4 KVET-AM	KCSW-FM	KOKE-FM
5 KHFI-FM	KVET-AM	KHFI-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1751

O/N '78	A/M '79	O/N '79
1 KVET-AM	KVET-AM	KASE-FM
2 KASE-FM	KASE-FM	KVET-AM
3 KCSW-FM	KLBJ-FM	KOKE-FM
4 KNOW-AM	KOKE-FM	KLBJ-FM
5 KLBJ-AM	KNOW-AM	KCSW-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KVET-AM	KVET-AM	KVET-AM
2 KASE-FM	KLBJ-AM	KASE-FM
3 KNOW-AM	KNOW-AM	KOKE-FM
4 KCSW-FM	KASE-FM	KLBJ-AM
5 KLBJ-AM	KOKE-FM	KLBJ-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KVET-AM	KVET-AM	KVET-AM
2 KASE-FM	KASE-FM	KASE-FM
3 KCSW-FM	KOKE-FM	KOKE-FM
4 KNOW-AM	KLBJ-FM	KLBJ-FM
5 KLBJ-FM	KNOW-AM	KCSW-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4108

O/N '78	A/M '79	O/N '79
1 KNOW-AM	973	KVET-AM 1181
2 KVET-AM	886	KASE-FM 886
3 KHFI-FM	837	KNOW-AM 879
4 KLBJ-FM	797	KLBJ-FM 791
5 KLBJ-AM	780	KLBJ-AM 763

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KNOW-AM	KVET-AM	KASE-FM
2 KVET-AM	KNOW-AM	KVET-AM
3 KLBJ-FM	KLBJ-AM	KLBJ-FM
4 KCSW-FM	KASE-FM	KOKE-FM
5 KASE-FM	KCSW-FM	KHFI-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KNOW-AM	KVET-AM	KLBJ-FM
2 KVET-AM	KNOW-AM	KVET-AM
3 KCSW-FM	KASE-FM	KASE-FM
4 KLBJ-FM	KOKE-FM	KHFI-FM
5 KASE-FM	KLBJ-FM	KOKE-FM

Teens  
M-S, 6am-Midnight  
POP(00): 453

O/N '78	A/M '79	O/N '79
1 KNOW-AM	KHFI-FM	KHFI-FM
2 KHFI-FM	KNOW-AM	KTSA-AM
3 KTSA-AM	KTSA-AM	KLBJ-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KNOW-AM	KHFI-FM	KHFI-FM
2 KHFI-FM	KNOW-AM	KTSA-AM
3 KTSA-AM	KTSA-AM	KLBJ-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KNOW-AM	KHFI-FM	KHFI-FM
2 KTSA-AM	KTSA-AM	KVET-AM
3 KHFI-FM	KNOW-AM	KNOW-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1912

O/N '78	A/M '79	O/N '79
1 KLBJ-FM	KLBJ-FM	KLBJ-FM
2 KHFI-FM	KNOW-AM	KCSW-FM
3 KCSW-FM	KCSW-FM	KNOW-AM
4 KNOW-AM	KVET-AM	KOKE-FM
5 KVET-AM	KHFI-FM	KHFI-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KLBJ-FM	KLBJ-FM	KLBJ-FM
2 KNOW-AM	KNOW-AM	KOKE-FM
3 KCSW-FM	KCSW-FM	KCSW-FM
4 KHFI-FM	KVET-AM	KHFI-FM
5 KVET-AM	KHFI-FM	KNOW-AM

M-F, 3-7pm

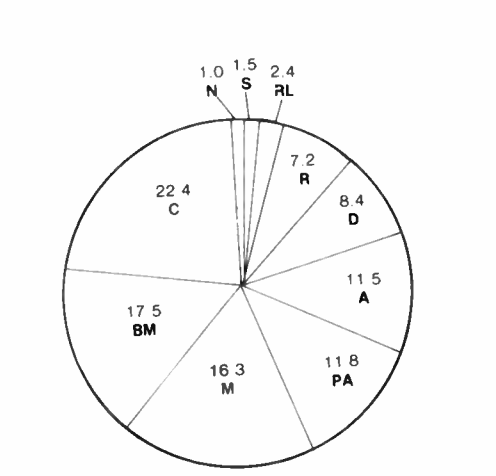
O/N '78	A/M '79	O/N '79
1 KCSW-FM	KLBJ-FM	KLBJ-FM
2 KLBJ-FM	KNOW-AM	KCSW-FM
3 KNOW-AM	KCSW-FM	KHFI-FM
4 KHFI-FM	KOKE-FM	KOKE-FM
5 KVET-AM	KVET-AM	KVET-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1751

O/N '78	A/M '79	O/N '79
1 KVET-AM	KVET-AM	KVET-AM
2 KASE-FM	KASE-FM	KASE-FM
3 KNOW-AM	KNOW-AM	KOKE-FM
4 KLBJ-AM	KLBJ-FM	KLBJ-AM
5 KCSW-FM	KLBJ-AM	KLBJ-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**  
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

*"Album Greats" and the "Evolution Of Rock" from TM Special Projects!*

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# Baltimore

METRO RANK



## O/N '79 Market Overview

Longtime P/A leader **WBAL** remains steady when compared to the A/M report, but is down when compared against O/N '78. Still number one in the market 12+. **WBAL** is closely challenged in the O/N '79 results by Beautiful Music **WLIF**. This **Schulke** BM station gained almost three share points with little change in on-air sound or features. The outside ad campaign did feature a different TV spot than the commercial which ran in the spring. The ad theme was "A Place To Relax," and this message was drummed home using not only the TV exposure, but also newspaper and billboards.

In the key 25-54 demo target, **WLIF** has now surpassed **WBAL**, opening a lead of several shares. **WCBM** is now number two in adults 25-54 to **WLIF**, with **WBAL** third.

Among younger-skewing stations, the big story is the drop of AOR **WIYY**. The station saw its 18-34 share drop by a third, which means that **WIYY** now leads **WXVY** in this demo by the narrowest of margins. Listening among 18-34 men was down in the O/N '79 sweep, and especially so among men 18-34 who turned to **WIYY**. The station dropped from about 22% of this key demo to a share in the 14 range — still number one, but quite a chunk to lose in one book. **Superstars** affiliate **WIYY** was playing harder rock during the sweep, and this may have had an impact on the **Arbitron** results.

**Arbitron** garnered a much larger in-tab in this survey. Almost 200 additional diaries were returned due to sampling more than 300 extra persons. Most apparent increase in returns came in the 35-44 and 12-24 cells.

There was a significant increase in the penetration of listening to Black-formatted stations. **WSID** and several Washington stations saw their numbers show up better in this survey.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 18179

O/N '78	J/F '79	A/M '79	O/N '79
1 WBAL-AM 12.3	WBAL-AM 14.5	WBAL-AM 10.8	WBAL-AM(PA)10.8
2 WLIF-FM 7.6	WLIF-FM 8.9	WLIF-FM(PB)10.2	WLIF-FM(PB)10.2
3 WIYY-FM 7.0	WIYY-FM 6.9	WCBM-AM 7.7	WCBM-AM(PA) 7.2
4 WXVY-FM 6.5	WPOC-FM 6.8	WLIF-FM 7.4	WIYY-FM(A) 6.6
5 WCBM-AM 6.3	WCBM-AM 6.5	WFBR-AM 7.0	WXVY-FM(B) 6.3
6 WPOC-FM 5.1	WXVY-FM 5.1	WCAO-AM 5.9	WWIN-AM(B) 5.5
7 WCAO-AM 5.0	WFBR-AM 4.9	WCAO-AM 5.4	WPOC-FM(C) 5.2
8 WWIN-AM 4.4	WCAO-AM 4.9	WCAO-AM(9) 5.1	WFBR-AM(PA) 4.9
9 WMAR-FM 4.3	WLPL-FM 3.5	WWIN-AM 5.1	WMAR-FM(BM) 3.3
10 WFBR-AM 4.2	WWIN-AM 3.4	WTKT-FM 4.4	WMAR-FM(PA) 2.7
11 WLPL-FM 3.8	WMAR-FM 3.2	WMAR-FM 3.9	WITH-FM(B) 2.5
12 WTKT-FM 3.2	WTKT-FM 2.8	WAYE-AM 2.6	WITH-FM(A) 2.2
13 WBKZ-FM 2.5	WBKZ-FM 2.8	WITH-AM 2.1	WSID-AM(B) 2.2
14 WRBS-FM 2.1	WITH-AM 2.1	WLPL-FM 2.0	WLPL-FM(A) 2.2
15 WTOP-AM 1.9	WSID-AM 1.7	WITH-FM 1.9	WPGC-FM(B) 1.8
16 WITH-AM 1.8	WWDG-FM 1.6	WBKZ-FM 1.3	WTKT-FM(D) 1.7
17 WTR-FM 1.7	WPGC-FM 1.4	WTOP-AM 1.2	WAYE-AM(BB) 1.6
18 WPGC-AF 1.5	WRBS-FM 1.3	WASH-FM 1.2	WBKZ-FM(PA) 1.6
19 WASH-FM 1.5	WTOP-AM 1.1	WBMD-AM 1.2	WTOP-AM(D) 1.2
20 WSID-AM 1.4	WITH-FM 1.0	WSID-AM 1.1	WRQX-FM(B) 1.1
21 WAYE-AM 1.3	WTR-FM 0.9	WPGC-FM 1.1	WRBS-FM(BL) 1.1
22 WPGC-FM 1.3	WMAL-AM 0.7	WTR-FM 0.9	WCAY-FM(BM) 0.9
23 WMAL-AM 1.2	WYCR-FM 0.7	WRBS-FM 0.9	WEBS-AM(B) 0.9
24 WDDC-FM 1.2	WRQX-FM 0.5	WNAV-FM 0.9	WASH-FM(PA) 0.8
25 WHUR-FM 1.0	WQOK-FM 0.5	WWDG-FM 0.7	WMAL-AM(PA) 0.7
26 WNAV-FM 0.7	WHUR-FM 0.5	WQOK-FM 0.5	WQOK-FM(B) 0.6
27 WITH-FM 0.6	WTOW-AM 0.5	WHUR-FM 0.5	WTR-FM(PA) 0.6
28 WBMD-AM 0.6	WAYE-AM 0.4	WMAL-AM 0.4	WAND-AM(PA) 0.6
29 WNAV-AM 0.6	WEBS-AM 0.4	WPGC-AM 0.4	WDDC-FM(A) 0.5
30 WCHS-AF 0.5	WMZQ-FM 0.4	WTOW-AM(BL) 0.5	WTOW-AM(B) 0.5
31 WCAY-FM 0.4	WBMD-AM 0.4	WHUR-FM(B) 0.4	WRC-AM(PA) 0.4
32 WCHS-FM 0.4	WASH-FM 0.4	WNAV-FM(BM) 0.4	WNAV-FM(BM) 0.4
33 WEBS-AM 0.4	WPGC-AM 0.1	WCHS-FM(CL) 0.4	WCHS-FM(CL) 0.4
34 WRC-AM 0.4			
35 WYRE-AM 0.4			
36 WFSI-FM 0.4			
37 WPGC-AM 0.3			

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 18179

O/N '78	J/F '79	A/M '79	O/N '79
1 WBAL-AM 350	WBAL-AM 407	WBAL-AM 318	WBAL-AM 297
2 WLIF-FM 215	WLIF-FM 248	WIYY-FM 265	WLIF-FM 282
3 WIYY-FM 199	WIYY-FM 193	WCBM-AM 226	WCBM-AM 199
4 WXVY-FM 184	WPOC-FM 191	WLIF-FM 217	WIYY-FM 181
5 WCBM-AM 178	WCBM-AM 183	WFBR-AM 204	WXVY-FM 175
6 WPOC-FM 146	WXVY-FM 144	WXVY-FM 174	WWIN-AM 151
7 WCAO-AM 142	WFBR-AM 137	WCAO-AM 158	WPOC-FM 143
8 WWIN-AM 126	WCAO-AM 136	WPOC-FM 157	WCAO-AM 140
9 WMAR-FM 123	WLPL-FM 97	WWIN-AM 149	WFBR-AM 135
10 WFBR-AM 118	WWIN-AM 95	WTKT-FM 130	WMAR-FM 91

M-F, 6-10am

1 WBAL-AM	WBAL-AM	WBAL-AM	WBAL-AM
2 WCBM-AM	WCBM-AM	WCBM-AM	WLIF-FM
3 WFBR-AM	WFBR-AM	WFBR-AM	WFBR-AM
4 WCAO-AM	WPOC-FM	WCAO-AM	WCBM-AM
5 WLIF-FM	WCAO-AM	WIYY-FM	WPOC-FM
6 WPOC-FM	WLIF-FM	WPOC-FM	WCAO-AM
7 WIYY-FM	WIYY-FM	WLIF-FM	WIYY-FM
8 WMAR-FM	WWIN-AM	WXVY-FM	WXVY-FM
9 WWIN-AM	WLPL-FM	WMAR-FM	WWIN-AM
10 WXVY-FM	WXVY-FM	WXVY-FM	WITH-AM

M-F, 3-7pm

1 WBAL-AM	WBAL-AM	WIYY-FM	WLIF-FM
2 WIYY-FM	WLIF-FM	WCBM-AM	WBAL-AM
3 WLIF-FM	WIYY-FM	WBAL-AM	WCBM-AM
4 WXVY-FM	WPOC-FM	WLIF-FM	WLIF-FM
5 WCBM-AM	WCBM-AM	WXVY-FM	WXVY-FM
6 WCAO-AM	WCAO-AM	WCAO-AM	WCAO-AM
7 WPOC-FM	WXVY-FM	WWIN-AM	WWIN-AM
8 WWIN-AM	WLPL-FM	WFBR-AM	WPOC-FM
9 WLPL-FM	WMAR-FM	WTKT-FM	WFBR-AM
10 WTKT-FM	WTKT-FM	WMAR-FM	WMAR-FM

Teens

M-S, 6am-Midnight

POP(00): 2366

O/N '78	J/F '79	A/M '79	O/N '79
1 WLPL-FM	WIYY-FM	WIYY-FM	WIYY-FM
2 WXVY-FM	WLPL-FM	WWIN-AM	WWIN-AM
3 WIYY-FM	WTKT-FM	WTKT-FM	WLPL-FM

M-F, 6-10am

1 WLPL-FM	WIYY-FM	WIYY-FM	WIYY-FM
2 WIYY-FM	WLPL-FM	WWIN-AM	WWIN-AM
3 WCAO-AM	WBAL-AM	WCAO-AM	WLPL-FM

M-F, 3-7pm

1 WLPL-FM	WIYY-FM	WWIN-AM	WIYY-FM
2 WXVY-FM	WLPL-FM	WIYY-FM	WWIN-AM
3 WIYY-FM	WXVY-FM	WTKT-FM	WLPL-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 6548

O/N '78	J/F '79	A/M '79	O/N '79
1 WIYY-FM	WIYY-FM	WIYY-FM	WIYY-FM
2 WXVY-FM	WXVY-FM	WXVY-FM	WXVY-FM
3 WWIN-AM	WCBM-AM	WCBM-AM	WCBM-AM
4 WCAO-AM	WCAO-AM	WCAO-AM	WCAO-AM
5 WCBM-AM	WFBR-AM	WTKT-FM	WLIF-FM
6 WTKT-FM	WFBR-AM	WPOC-FM	WWIN-AM
7 WFBR-AM	WWIN-AM	WFBR-AM	WFBR-AM
8 WLIF-FM	WPOC-FM	WWIN-AM	WPOC-FM
9 WBKZ-FM	WTKT-FM	WLPL-FM	WPGC-FM
10 WLPL-FM	WLIF-FM	WBKZ-FM	WBKZ-FM

M-F, 6-10am

1 WIYY-FM	WFBR-AM	WCBM-AM	WFBR-AM
2 WFBR-AM	WCBM-AM	WCAO-AM	WIYY-FM
3 WCBM-AM	WCAO-AM	WIYY-FM	WCAO-AM
4 WCAO-AM	WIYY-FM	WFBR-AM	WCBM-AM
5 WWIN-AM	WBKZ-FM	WPOC-FM	WXVY-FM
6 WXVY-FM	WPOC-FM	WXVY-FM	WWIN-AM
7 WBKZ-FM	WXVY-FM	WWIN-AM	WLIF-FM
8 WAYE-AM	WBAL-AM	WTKT-FM	WPOC-FM
9 WTKT-FM	WPGC-FM	WBAL-AM	WBAL-AM
10 WPGC-AF	WWIN-AM	WPGC-FM	WPGC-FM

M-F, 3-7pm

1 WIYY-FM	WIYY-FM	WIYY-FM	WIYY-FM
2 WXVY-FM	WCAO-AM	WXVY-FM	WXVY-FM
3 WCAO-AM	WCBM-AM	WCBM-AM	WCBM-AM
4 WWIN-AM	WXVY-FM	WTKT-FM	WCAO-AM
5 WTKT-FM	WTKT-FM	WTKT-FM	WLIF-FM
6 WLIF-FM	WWIN-AM	WFBR-AM	WWIN-AM
7 WBKZ-FM	WPOC-FM	WLPL-FM	WFBR-AM
8 WCBM-AM	WLIF-FM	WWIN-AM	WPOC-FM
9 WFBR-AM	WFBR-AM	WTKT-FM	WTKT-FM
10 WLPL-FM	WFBR-AM	WBKZ-FM	WTKT-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 8745

O/N '78	J/F '79	A/M '79	O/N '79
1 WBAL-AM	WLIF-FM	WBAL-AM	WLIF-FM
2 WCBM-AM	WBAL-AM	WCBM-AM	WCBM-AM
3 WLIF-FM	WCBM-AM	WPOC-FM	WBAL-AM
4 WPOC-FM	WFBR-AM	WFBR-AM	WFBR-AM
5 WXVY-FM	WLIF-FM	WLIF-FM	WPOC-FM
6 WCAO-AM	WCAO-AM	WCAO-AM	WXVY-FM
7 WFBR-AM	WXVY-FM	WCAO-AM	WCAO-AM
8 WMAR-FM	WMAR-FM	WXVY-FM	WWIN-AM
9 WBKZ-FM	WWIN-AM	WWIN-AM	WMAR-FM
10 WIYY-FM	WIYY-FM	WMAR-FM	WSID-AM

M-F, 6-10am

1 WBAL-AM	WBAL-AM	WBAL-AM	WBAL-AM
2 WCBM-AM	WFBR-AM	WCBM-AM	WFBR-AM
3 WFBR-AM	WCBM-AM	WCBM-AM	WCBM-AM
4 WCAO-AM	WPOC-FM	WPOC-FM	WLIF-FM
5 WLIF-FM	WCAO-AM	WCAO-AM	WPOC-FM
6 WPOC-FM	WLIF-FM	WLIF-FM	WCAO-AM
7 WMAR-FM	WWIN-AM	WIYY-FM	WXVY-FM
8 WTOP-AM	WXVY-FM	WWIN-AM	WWIN-AM
9 WWIN-AM	WIYY-FM	WXVY-FM	WITH-AM
10 WXVY-FM	WMAR-FM	WASH-FM	WMAR-FM

M-F, 3-7pm

1 WLIF-FM	WLIF-FM	WCBM-AM	WLIF-FM
2 WCBM-AM	WCBM-AM	WBAL-AM	WCBM-AM
3 WBAL-AM	WBAL-AM	WFBR-AM	WBAL-AM
4 WPOC-FM	WCAO-AM	WPOC-FM	WPOC-FM
5 WCAO-AM	WPOC-FM	WLIF-FM	WLIF-FM
6 WXVY-FM	WXVY-FM	WIYY-FM	WXVY-FM
7 WMAR-FM	WFBR-AM	WCAO-AM	WCAO-AM
8 WFBR-AM	WMAR-FM	WXVY-FM	WMAR-FM
9 WASH-FM	WBKZ-FM	WMAR-FM	WWIN-AM
10 WBKZ-FM	WIYY-FM	WTKT-FM	WBKZ-FM

Total 12+

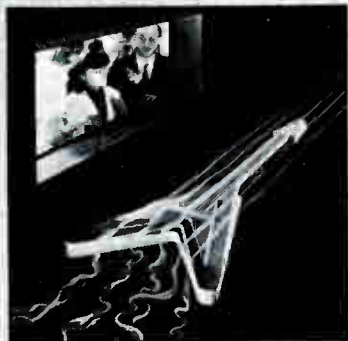
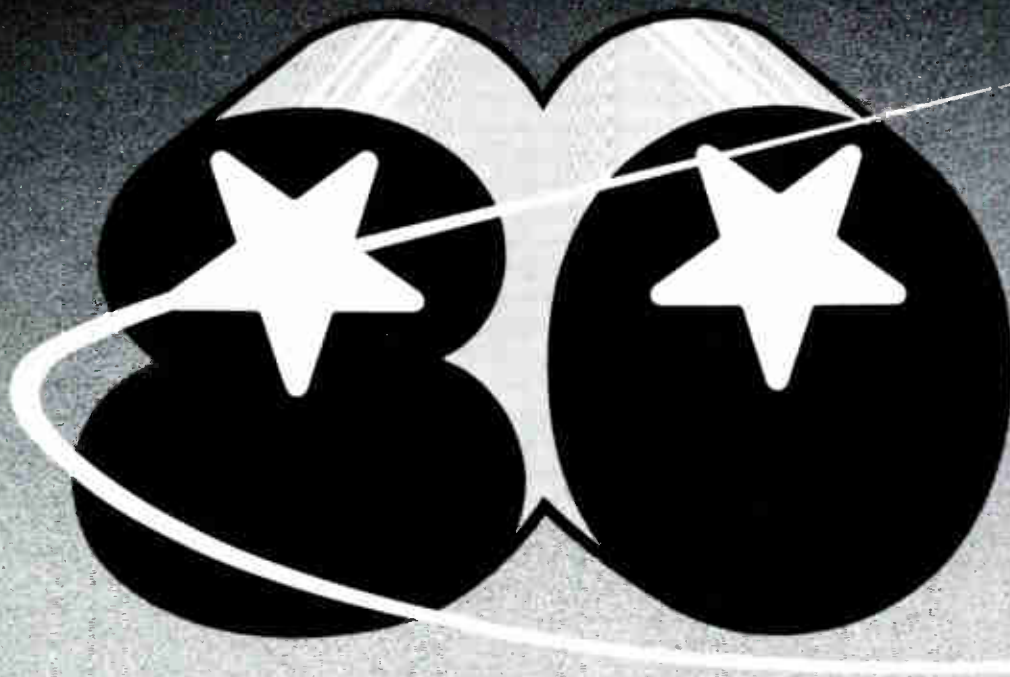
M-S, 6am-Midnight

POP(00): 18179

O/N '78	J/F '79	A/M '79	O/N '79
1 WBAL-AM 4566	WBAL-AM 5084	WBAL-AM 4440	WBAL-AM 431
2 WCBM-AM 3533	WCAO-AM 3283	WFBR-AM 4064	WCBM-AM 351
3 WCAO-AM 3159	WCBM-AM 3241	WCBM-AM 3695	WLIF-FM 334
4 WLIF-FM 3126	WLIF-FM 3036	WCAO-AM 3413	WCAO-AM 321
5 WIYY-FM 2638	WFBR-AM 2701	WIYY-FM 3253	WFBR-AM 291
6 WXVY-FM 2385	WIYY-FM 2480	WLIF-FM 3078	WIYY-FM 267
7 WFBR-AM 2380	WXVY-FM 2166	WTKT-FM 2257	WXVY-FM 245
8 WLPL-FM 2177	WPOC-FM 1994	WXVY-FM 2233	WWIN-AM 204
9 WTKT-FM 2077	WWIN-AM 1918	WWIN-AM 1938	WPOC-FM 198
10 WWIN-AM 1761	WLPL-FM 1818	WPOC-FM 1895	WITH-AM 146



# MCA RECORDS...ROCKING INTO A NEW DECADE



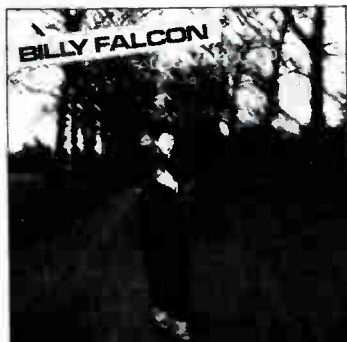
**WISHBONE ASH**  
"JUST TESTING" MCA-3221



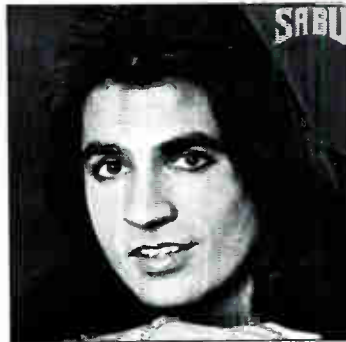
**AXE**  
"LIVING ON THE EDGE" MCA-3224



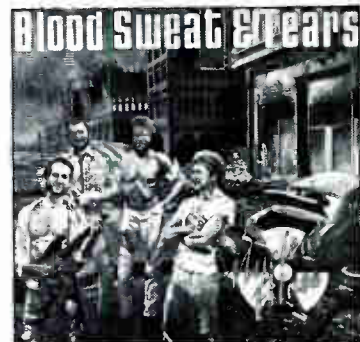
**THE ORCHIDS**  
"THE ORCHIDS" MCA-3235



**BILLY FALCON**  
"FALCON AROUND" MCA-3238



**PAUL SABU**  
"PAUL SABU" MCA-3236



**BLOOD, SWEAT & TEARS**  
"NUCLEAR BLUES" MCA-3227

**MCA RECORDS**  
1980 MCA Records, Inc.

World Radio History



# Beaumont-Port Arthur-Orange

METRO RANK

95

## O/N '79 Market Overview

Diary return in the Beaumont A/M '79 sweep was somewhat chaotic, leading one to look to the O/N '79 survey for confirmation of some data shown in the spring book. There is a continuation of some trends, but there are some surprises also.

Diary return in this survey was slightly better overall but worse in the High Density Black Area. That means that it's possible any stations with significant ethnic appeal could have had flukes, since fewer black diaries means each is worth more. The higher the PPDV (persons per diary value) or cume impact of each diary, the more likely the potential for unstable estimates.

Still number one in the Beaumont area is Black station KALO. KALO had a stable book in terms of overall 12+ numbers, but the station was able to increase its 18-34 adult share to lead in this category.

The real comer among the older demos is the number two-ranked 12+ station, Beautiful Music station KQXY. KQXY added almost four shares to its 12+ total, and moved from tenth to third among adults 25-54.

Country stations KLVI and KYKR have no reason to be unhappy with the O/N '79 ratings. Although KLVI had a stable book it is still very strong among adults 25-54. Meanwhile, KYKR gained only one share 12+ but saw its 25-54 share go from less than 7% to about 15% of this key adult demo.

One station that has reason to rejoice with the latest estimates is Dancemusic KHYS. Using the Dancemusic format for the first time in A/M '79, the station achieved a share of 3.5. In this book KHYS is up to 5.2 12+, and its share of 18-34 adults has gone from just over 5% to a mid 8% figure. KYUS's share among teens doubled, adding to the increased numbers overall. KHYS went through a subtle format change, evolving from strictly Dancemusic to more of a "Black Top 40" sound. Advertising for KHYS during the sweep consisted of 50% invested in TV and the balance in bumper stickers. These amounts are identical to what the stations used during the spring survey.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3059

	O/N '78	A/M '79	O/N '79
1 KALO-FM	13.1	KALO-FM 10.4	KALO-FM (B) 10.8
2 KWIC-FM	11.7	KLVI-AM 9.8	KQXY-FM (M) 9.7
3 KLVI-AM	10.5	KWIC-FM 9.4	KLVI-AM (C) 9.5
4 KTRM-AM	6.4	KTRM-AM 8.6	KYKR-FM (C) 8.4
5 KYKR-FM	6.0	KJET-AM 7.7	KTRM-AM (C) 6.3
6 KQXY-FM	6.0	KYKR-FM 7.3	KJET-AM (B) 5.9
7 KIOC-FM	5.7	KOXY-FM 5.7	KWIC-FM (B) 5.4
8 KTRH-AM	5.7	KIOC-FM 4.9	KHYS-FM (D) 5.2
9 KZOH-FM	5.7	KTRH-AM 4.7	KOLE-AM (B) 5.0
10 KJET-AM	5.2	KHYS-FM 3.5	KAYD-FM (B) 5.0
11 KAYD-FM	4.0	KZOH-FM 3.5	KIOC-FM (PA) 4.5
12 KOLE-AM	3.1	KOGT-AM 3.5	KTRH-AM (T) 4.3
13 KAYC-AM	2.9	KPAC-AM 3.3	KOGT-AM (C) 3.6
14 KPAC-AM	2.6	KAYD-FM 3.1	KPAC-AM (B) 3.4
15 KOGT-AM	1.9	KAYC-AM 2.9	KZOH-FM (A) 3.4
16 KYKR-AM	1.2	KDLF-AM 2.4	KAYC-AM (PA) 2.5
17 KDLF-AM	0.7	KOLE-AM 2.0	KEAM-AM (B) 1.4
18 KHYS-FM	0.7	KYKR-AM 1.2	KTW-AM (C) 0.9
19			KDLF-AM (RU) 0.7

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3059

	O/N '78	A/M '79	O/N '79
1 KALO-FM	55	KALO-FM 51	KALO-FM 48
2 KWIC-FM	49	KLVI-AM 48	KQXY-FM 43
3 KLVI-AM	44	KWIC-FM 46	KLVI-AM 42
4 KTRM-AM	27	KTRM-AM 42	KYKR-FM 37
5 KYKR-FM	25	KJET-AM 38	KTRM-AM 28

	O/N '78	A/M '79	O/N '79
1 KLVI-AM		KLVI-AM	KLVI-AM
2 KWIC-FM		KTRM-AM	KYKR-FM
3 KALO-FM		KWIC-FM	KTRM-AM
4 KTRM-AM		KALO-FM	KQXY-FM
5 KQXY-FM		KYKR-FM	KALO-FM

	O/N '78	A/M '79	O/N '79
1 KALO-FM		KALO-FM	KQXY-FM
2 KWIC-FM		KWIC-FM	KYKR-FM
3 KLVI-AM		KLVI-AM	KALO-FM
4 KQXY-FM		KTRM-AM	KLVI-AM
5 KYKR-FM		KJET-AM	KWIC-FM

Teens  
M-S, 6am-Midnight  
POP(00): 429

	O/N '78	A/M '79	O/N '79
1 KWIC-FM		KALO-FM	KALO-FM
2 KALO-FM		KWIC-FM	KAYD-FM
3 KAYD-FM		KAYD-FM	KWIC-FM

	O/N '78	A/M '79	O/N '79
1 KWIC-FM		KWIC-FM	KAYD-FM
2 KALO-FM		KAYD-FM	KJET-AM
3 KAYD-FM		KALO-FM	KHYS-FM

	O/N '78	A/M '79	O/N '79
1 KWIC-FM		KALO-FM	KAYD-FM
2 KALO-FM		KWIC-FM	KWIC-FM
3 KAYD-FM		KJET-AM	KHYS-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1044

	O/N '78	A/M '79	O/N '79
1 KALO-FM		KWIC-FM	KALO-FM
2 KWIC-FM		KALO-FM	KLVI-AM
3 KZOH-FM		KTRM-AM	KYKR-FM
4 KLVI-AM		KYKR-FM	KHYS-FM
5 KIOC-FM		KJET-AM	KIOC-FM

	O/N '78	A/M '79	O/N '79
1 KALO-FM		KWIC-FM	KYKR-FM
2 KWIC-FM		KALO-FM	KLVI-AM
3 KLVI-AM		KLVI-AM	KALO-FM
4 KIOC-FM		KTRM-AM	KIOC-FM
5 KZOH-FM		KYKR-FM	KHYS-FM

	O/N '78	A/M '79	O/N '79
1 KALO-FM		KWIC-FM	KALO-FM
2 KWIC-FM		KALO-FM	KYKR-FM
3 KIOC-FM		KTRM-AM	KLVI-AM
4 KLVI-AM		KYKR-FM	KZOH-FM
5 KZOH-FM		KZOH-FM	KHYS-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1443

	O/N '78	A/M '79	O/N '79
1 KLVI-AM		KTRM-AM	KYKR-FM
2 KALO-FM		KLVI-AM	KLVI-AM
3 KIOC-FM		KALO-FM	KQXY-FM
4 KWIC-FM		KYKR-FM	KTRM-AM
5 KQXY-FM		KIOC-FM	KALO-FM

	O/N '78	A/M '79	O/N '79
1 KLVI-AM		KLVI-AM	KYKR-FM
2 KWIC-FM		KTRM-AM	KLVI-AM
3 KALO-FM		KOGT-AM	KQXY-FM
4 KIOC-FM		KTRH-AM	KTRM-AM
5 KQXY-FM		KALO-FM	KIOC-FM

	O/N '78	A/M '79	O/N '79
1 KLVI-AM		KTRM-AM	KYKR-FM
2 KALO-FM		KLVI-AM	KQXY-FM
3 KQXY-FM		KALO-FM	KLVI-AM
4 KWIC-FM		KIOC-FM	KTRM-AM
5 KIOC-FM		KWIC-FM	KIOC-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3059

	O/N '78	A/M '79	O/N '79
1 KWIC-FM	660	KLVI-AM 694	KLVI-AM 727
2 KLVI-AM	649	KWIC-FM 546	KTRM-AM 513
3 KALO-FM	476	KYKR-FM 459	KYKR-FM 483
4 KOLE-AM	409	KQXY-FM 416	KWIC-FM 480
5 KYKR-FM	400	KIOC-FM 388	KALO-FM 438

	O/N '78	A/M '79	O/N '79
1 KLVI-AM		KLVI-AM	KLVI-AM
2 KWIC-FM		KWIC-FM	KTRM-AM
3 KALO-FM		KYKR-FM	KYKR-FM
4 KIOC-FM		KTRM-AM	KALO-FM
5 KTRH-AM		KALO-FM	KAYC-AM

	O/N '78	A/M '79	O/N '79
1 KWIC-FM		KWIC-FM	KLVI-AM
2 KLVI-AM		KLVI-AM	KQXY-FM
3 KALO-FM		KALO-FM	KYKR-FM
4 KOLE-AM		KIOC-FM	KALO-FM
5 KQXY-FM		KQXY-FM	KWIC-FM

Teens  
M-S, 6am-Midnight  
POP(00): 429

	O/N '78	A/M '79	O/N '79
1 KWIC-FM		KWIC-FM	KAYD-FM
2 KALO-FM		KALO-FM	KHYS-FM
3 KAYD-FM		KAYD-FM	KWIC-FM

	O/N '78	A/M '79	O/N '79
1 KWIC-FM		KWIC-FM	KAYD-FM
2 KALO-FM		KAYD-FM	KWIC-FM
3 KAYD-FM		KALO-FM	KHYS-FM

	O/N '78	A/M '79	O/N '79
1 KWIC-FM		KWIC-FM	KAYD-FM
2 KALO-FM		KALO-FM	KWIC-FM
3 KOLE-AM		KAYD-FM	KHYS-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1044

	O/N '78	A/M '79	O/N '79
1 KWIC-FM		KIOC-FM	KLVI-AM
2 KALO-FM		KLVI-AM	KWIC-FM
3 KOLE-AM		KWIC-FM	KIOC-FM
4 KLVI-AM		KAYD-FM	KYKR-FM
5 KIOC-FM		KYKR-FM	KALO-FM

	O/N '78	A/M '79	O/N '79
1 KALO-FM		KWIC-FM	KALO-FM
2 KWIC-FM		KYKR-FM	KLVI-AM
3 KLVI-AM		KLVI-AM	KWIC-FM
4 KOLE-AM		KIOC-FM	KIOC-FM
5 KALO-FM		KALO-FM	KHYS-FM

	O/N '78	A/M '79	O/N '79
1 KWIC-FM		KIOC-FM	KLVI-AM
2 KLVI-AM		KWIC-FM	KWIC-FM
3 KALO-FM		KALO-FM	KYKR-FM
4 KIOC-FM		KLVI-AM	KALO-FM
5 KOLE-AM		KYKR-FM	KIOC-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1443

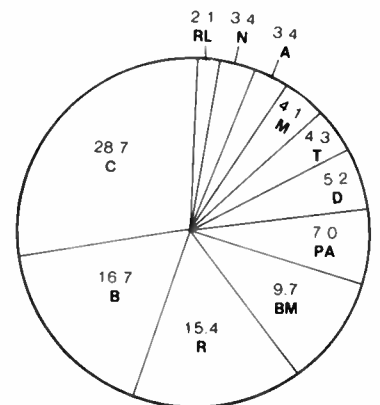
	O/N '78	A/M '79	O/N '79
1 KLVI-AM		KLVI-AM	KLVI-AM
2 KQXY-FM		KTRM-AM	KYKR-FM
3 KWIC-FM		KQXY-FM	KTRM-AM
4 KYKR-FM		KYKR-FM	KQXY-FM
5 KALO-FM		KTRH-AM	KWIC-FM

	O/N '78	A/M '79	O/N '79
1 KLVI-AM		KLVI-AM	KLVI-AM
2 KALO-FM		KTRM-AM	KYKR-FM
3 KWIC-FM		KYKR-FM	KTRM-AM
4 KQXY-FM		KTRH-AM	KQXY-FM
5 KIOC-FM		KWIC-FM	KAYC-AM

	O/N '78	A/M '79	O/N '79
1 KLVI-AM		KLVI-AM	KYKR-FM
2 KWIC-FM		KTRM-AM	KLVI-AM
3 KQXY-FM		KQXY-FM	KQXY-FM
4 KALO-FM		KALO-FM	KTRM-AM
5 KIOC-FM		KYKR-FM	KAYC-AM

### Format Penetration Chart

Based On Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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# Birmingham

METRO RANK

44

## IN '79 Market Overview

Top 40 stations continue to dominate the competitive scene in Birmingham, with three stations involved in the arena. In this survey **WKXX** has gained most four shares to the top spot in Birmingham. Meanwhile, **WERC** has moved up almost three shares while **WGSN** has dropped almost the same amount. Although **Arbitron** received almost 200 more diaries back in this sweep than in the spring, there were fewer men 18-24 diaries sent back. There were approximately 35 men 18-24 diaries returned this time, versus about 50 in the A/M '79 sweep. This poorer diary return may have had an influence on the fluctuations of the estimates.

**WKXX** gave away minor prizes such as TV's, LP's, shirts, etc., so that there could be many winners. The vehicle for this giveaway promotion was a Burger King tie-in on a bumper sticker campaign. Outside advertising, other than the bumper stickers, consisted of billboards. Also, the station added **Layne Richards**, from **Q107/Muscle Shoals**, to beef up the afternoon drive sound. **WKXX's** share among 18-34 adults went up almost two shares in the afternoon drive segment.

**WERC** took a different promotional approach. The station spent much more than **WKXX**, perhaps totaling in the \$20,000 range, according to **WERC** sources. Of that, about \$5000 was invested in a high-low cash call contest. Also, four trips to Europe were given away just prior to the start of the sweep. Staff changes were made at **WERC** also. The new weekday personality is **Charlie Walker**, the new afternoon DJ **Michael Fox**.

**WGSN** remains a viable 18-34 station with a mid-range share in this demo, but the station saw a dramatic drop in teens in this book. Interestingly, there was much higher teen diary return rate in this report than in the last survey in A/M '79.

**Black WENN-FM** moved up a notch in this sweep and now ranks as the number two station in the market. Most of the gains came in the young men categories, with the station's men 18-34 share more than doubling the A/M '79 figure. **WENN-FM** is now tied for second among adults 18-34, trailing **WKXX** and tied with **AOR WRKK**. **WRKK** still has the strong 18-34 niche, but the station had a flat book. **WRKK** lost many of its women listeners but made it up to an extent with gains among teens.

Beautiful Music **WQEZ** slipped about half a share, 2+, but was able to actually improve its standing among adults 25-54. **WQEZ** ranks second among adults 25-54, but is first among the 35+ demos.

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6800

OIN '78	A/M '79	OIN '79			
WKXX-FM	11.1	WGSN-AH	10.6	WKXX-FM (M)	14.5
WENN-FM	10.2	WKXX-FM	10.5	WENN-FM (B)	10.3
WERC-AH	9.7	WENN-FM	7.9	WERC-AH (M)	8.4
WGSN-AH	8.5	WQEZ-FM	7.3	WGSN-AH (M)	6.9
WYDE-AH	7.5	WENN-AH	6.9	WQEZ-FM (BB)	6.7
WVOK-AH	7.2	WYDE-AH	6.6	WRKK-FM (A)	6.0
WENN-AH	6.6	WRKK-FM	6.1	WATV-AH (B)	5.2
WATV-AH	5.6	WERC-AH	5.4	WAPI-FM (BB)	4.6
WJLD-AH	5.0	WJLD-AH	5.4	WYDE-AH (C)	4.5
WZZK-FM	4.3	WVOK-AH	5.1	WJLD-AH (B)	4.1
WAPI-FM	3.9	WATV-AH	4.7	WZZK-FM (C)	4.0
WVOK-FM	3.7	WAPI-FM	4.2	WENN-AH (B)	3.7
WQEZ-FM	3.2	WZZK-FM	4.1	WDJC-FM (RL)	3.6
WBUL-AH	3.0	WAPI-AH	3.4	WVOK-AH (C)	3.5
WDJC-FM	3.0	WDJC-FM	2.3	WAPI-AH (PA)	3.0
WAPI-AH	2.8	WCRT-AH	1.8	WCRT-AH (PA)	2.7
WWWB-AH	1.7	WOEN-FM	1.5	WARF-FM (C)	1.4
WCRT-AH	1.5	WBUL-AH	1.0	WOEN-FM (PA)	1.2
WOEN-FM	1.3	WLPH-AH	0.9	WBUL-AH (B)	1.0
WLPH-AH	1.1	WYAM-AH	0.8	WYAM-AH (C)	0.7
WYAM-AH	0.9	WWWB-AH	0.5	WLPH-AH (RL)	0.6
WWWB-FM	0.5				

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6800

OIN '78	A/M '79	OIN '79			
1 WKXX-FM	105	WGSN-AH	93	WKXX-FM	130
2 WENN-FM	97	WKXX-FM	92	WENN-FM	92
3 WERC-AH	92	WENN-FM	69	WERC-AH	75
4 WGSN-AH	81	WQEZ-FM	64	WGSN-AH	62
5 WYDE-AH	71	WENN-AH	60	WQEZ-FM	60

M-F, 6-10am

1 WERC-AH	WGSN-AH	WKXX-FM
2 WGSN-AH	WKXX-FM	WGSN-AH
3 WENN-FM	WYDE-AH	WENN-FM
4 WKXX-FM	WERC-AH	WERC-AH
5 WYDE-AH	WENN-FM	WYDE-AH

M-F, 3-7pm

1 WKXX-FM	WKXX-FM	WKXX-FM
2 WENN-FM	WGSN-AH	WENN-FM
3 WYDE-AH	WQEZ-FM	WERC-AH
4 WGSN-AH	WENN-FM	WRKK-FM
5 WERC-AH	WYDE-AH	WGSN-AH

Teens  
M-S, 6am-Midnight  
POP(00): 890

OIN '78	A/M '79	OIN '79
1 WENN-FM	WKXX-FM	WKXX-FM
2 WKXX-FM	WGSN-AH	WENN-FM
3 WGSN-AH	WENN-FM	WERC-AH

M-F, 8-10am

1 WENN-FM	WGSN-AH	WKXX-FM
2 WKXX-FM	WKXX-FM	WENN-FM
3 WERC-AH	WENN-FM	WERC-AH

M-F, 3-7pm

1 WENN-FM	WKXX-FM	WKXX-FM
2 WKXX-FM	WENN-FM	WENN-FM
3 WENN-AH	WGSN-AH	WRKK-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2291

OIN '78	A/M '79	OIN '79
1 WKXX-FM	WKXX-FM	WKXX-FM
2 WERC-AH	WRKK-FM	WRKK-FM
3 WGSN-AH	WGSN-AH	WENN-FM
4 WENN-FM	WENN-FM	WERC-AH
5 WVOK-AH	WERC-AH	WERC-AH

M-F, 6-10am

1 WERC-AH	WGSN-AH	WKXX-FM
2 WGSN-AH	WKXX-FM	WGSN-AH
3 WKXX-FM	WERC-AH	WENN-FM
4 WENN-FM	WRKK-FM	WERC-AH
5 WVOK-AH	WENN-FM	WRKK-FM

M-F, 3-7pm

1 WKXX-FM	WKXX-FM	WKXX-FM
2 WERC-AH	WRKK-FM	WRKK-FM
3 WGSN-AH	WGSN-AH	WENN-FM
4 WZZK-FM	WERC-AH	WERC-AH
5 WENN-FM	WENN-FM	WGSN-AH

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3110

OIN '78	A/M '79	OIN '79
1 WERC-AH	WGSN-AH	WENN-FM
2 WENN-FM	WQEZ-FM	WQEZ-FM
3 WVOK-AH	WYDE-AH	WERC-AH
4 WKXX-FM	WAPI-FM	WKXX-FM
5 WYDE-AH	WENN-AH	WGSN-AH

M-F, 6-10am

1 WERC-AH	WGSN-AH	WGSN-AH
2 WGSN-AH	WERC-AH	WERC-AH
3 WYDE-AH	WYDE-AH	WKXX-FM
4 WENN-FM	WQEZ-FM	WKXX-FM
5 WKXX-FM	WZZK-FM	WQEZ-FM

M-F, 3-7pm

1 WKXX-FM	WQEZ-FM	WENN-FM
2 WYDE-AH	WGSN-AH	WERC-AH
3 WERC-AH	WYDE-AH	WKXX-FM
4 WGSN-AH	WAPI-FM	WZZK-FM
5 WZZK-FM	WZZK-FM	WGSN-AH

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6800

OIN '78	A/M '79	OIN '79			
1 WERC-AH	1862	WGSN-AH	1840	WGSN-AH	1742
2 WGSN-AH	1805	WERC-AH	1395	WERC-AH	1706
3 WKXX-FM	1511	WKXX-FM	1206	WKXX-FM	1699
4 WYDE-AH	1139	WQEZ-FM	990	WENN-FM	1010
5 WAPI-AH	901	WENN-FM	968	WYDE-AH	899

M-F, 8-10am

1 WGSN-AH	WGSN-AH	WGSN-AH
2 WERC-AH	WERC-AH	WKXX-FM
3 WKXX-FM	WKXX-FM	WERC-AH
4 WYDE-AH	WENN-FM	WENN-FM
5 WENN-FM	WYDE-AH	WYDE-AH

M-F, 3-7pm

1 WGSN-AH	WGSN-AH	WKXX-FM
2 WERC-AH	WKXX-FM	WERC-AH
3 WKXX-FM	WERC-AH	WGSN-AH
4 WYDE-AH	WQEZ-FM	WENN-FM
5 WENN-FM	WENN-FM	WQEZ-FM

Teens  
M-S, 6am-Midnight  
POP(00): 890

OIN '78	A/M '79	OIN '79
1 WKXX-FM	WKXX-FM	WKXX-FM
2 WGSN-AH	WGSN-AH	WENN-FM
3 WERC-AH	WERC-AH	WERC-AH

M-F, 6-10am

1 WKXX-FM	WKXX-FM	WKXX-FM
2 WENN-FM	WGSN-AH	WENN-FM
3 WGSN-AH	WERC-AH	WERC-AH

M-F, 3-7pm

1 WKXX-FM	WKXX-FM	WKXX-FM
2 WENN-FM	WGSN-AH	WENN-FM
3 WGSN-AH	WENN-FM	WERC-AH

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2291

OIN '78	A/M '79	OIN '79
1 WERC-AH	WGSN-AH	WKXX-FM
2 WGSN-AH	WERC-AH	WGSN-AH
3 WKXX-FM	WKXX-FM	WERC-AH
4 WVOK-FM	WRKK-FM	WRKK-FM
5 WENN-FM	WENN-FM	WENN-FM

M-F, 6-10am

1 WGSN-AH	WERC-AH	WGSN-AH
2 WERC-AH	WGSN-AH	WKXX-FM
3 WKXX-FM	WKXX-FM	WERC-AH
4 WENN-FM	WRKK-FM	WRKK-FM
5 WJLD-AH	WENN-FM	WRKK-FM

M-F, 3-7pm

1 WERC-AH	WGSN-AH	WKXX-FM
2 WGSN-AH	WKXX-FM	WGSN-AH
3 WKXX-FM	WERC-AH	WERC-AH
4 WENN-FM	WRKK-FM	WRKK-FM
5 WVOK-FM	WENN-FM	WENN-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3110

OIN '78	A/M '79	OIN '79
1 WERC-AH	WGSN-AH	WGSN-AH
2 WGSN-AH	WERC-AH	WERC-AH
3 WYDE-AH	WQEZ-FM	WKXX-FM
4 WZZK-FM	WYDE-AH	WQEZ-FM
5 WKXX-FM	WAPI-FM	WYDE-AH

M-F, 6-10am

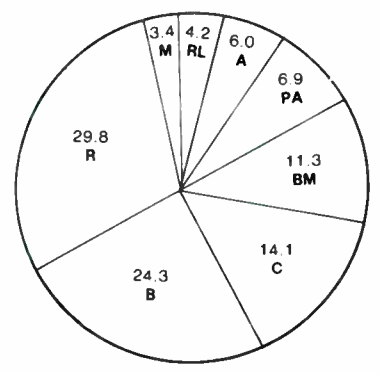
1 WGSN-AH	WGSN-AH	WGSN-AH
2 WERC-AH	WERC-AH	WERC-AH
3 WYDE-AH	WYDE-AH	WKXX-FM
4 WKXX-FM	WAPI-FM	WENN-FM
5 WZZK-FM	WQEZ-FM	WYDE-AH

M-F, 3-7pm

1 WERC-AH	WGSN-AH	WGSN-AH
2 WGSN-AH	WQEZ-FM	WERC-AH
3 WYDE-AH	WYDE-AH	WKXX-FM
4 WKXX-FM	WAPI-FM	WZZK-FM
5 WZZK-FM	WERC-AH	WQEZ-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



## O/N '79 Market Overview

Even though Arbitron managed to receive more than 200 more diaries back in the Fall '79 sweep than in the spring survey, the additional input didn't really change standings much in Boston. WHDH and WBZ continue to battle over the 25-54 audience (both stations managed to increase their shares in this demo), WBCN, WEEI-FM and WCOZ drew closer together in the race for the affections of the local AOR listeners, and WEEI-AM, WJIB, and WVBF are all very strong properties.

WHDH continues tops, not only 12+ but also 25-54. According to station sources, WHDH spent approximately \$140,000 on TV spots for the fall sweep, an ad total higher than spent in previous books. 100% of the station's ad budget was allocated to this TV campaign. In other promotions, WHDH also sent 15 families to Disneyworld for vacations. WBZ remains on the heels of WHDH, ranking third 12+ and second 25-54.

The last three books have shown a steady rise in the popularity of Beautiful Music station WJIB. It's now second only to WHDH and is third among adults 25-54. Among adults 35+ WJIB is tops. CBS's WEEI-AM shows a similar growth pattern over the last few books. Although the station's share is lower than during the O/N '78 sweep, the news format is slowly but surely recouping some of the lost ground. WEEI ranks in the top five in both 25-54 and 35-64 adults.

The Top 40 contest between WVBF and WRKO is still a race. WVBF continues to lead, due in large part to a dominant share of the metro's teens. In the adults 18-34 demo, though, this book shows that WVBF has surpassed WRKO and leads in this demo too (among Top 40 stations). WVBF's media campaign for the O/N '79 sweep was a multimedia affair, using newspaper, billboards, direct mail and taxi tops. A similar media approach was taken for the A/M survey.

The extremely competitive AOR scene in Boston became even hotter. WBCN and WCOZ have drawn closer together in the 12+ race, although both slipped somewhat in the 18-34 cell since the A/M '79 book. WBCN still ranks number one in the 18-34 demos, with WCOZ a close second. WCOZ has more of a teen-oriented audience than does WBCN. Promotionally, both stations made extensive use of ads in the alternative press in the Boston area. However, WBCN also utilized 30- and 60-second TV spots and bumper stickers to give the station a well-rounded media image. Meanwhile, soft AOR WEEI-FM climbed 3.6 to 4.4 for a solid gain.

Finally, it appears as though WXKS, very successful as a Dancemusic sound, is now going to revise its format. The station still has a significant share of the market, ranking high among teens and young adults. However, the station hopes to build on its Dancemusic base to broaden its appeal in the Pop/Adult range. Promotionally for the O/N '79 book, WXKS used an outside campaign split pretty evenly between TV, newspaper, billboards and busboards. In previous books the stations had not used TV.

### Average Persons 12+ Share Trends

Monday-Sunday 6am-Midnight

POP(00): 29419

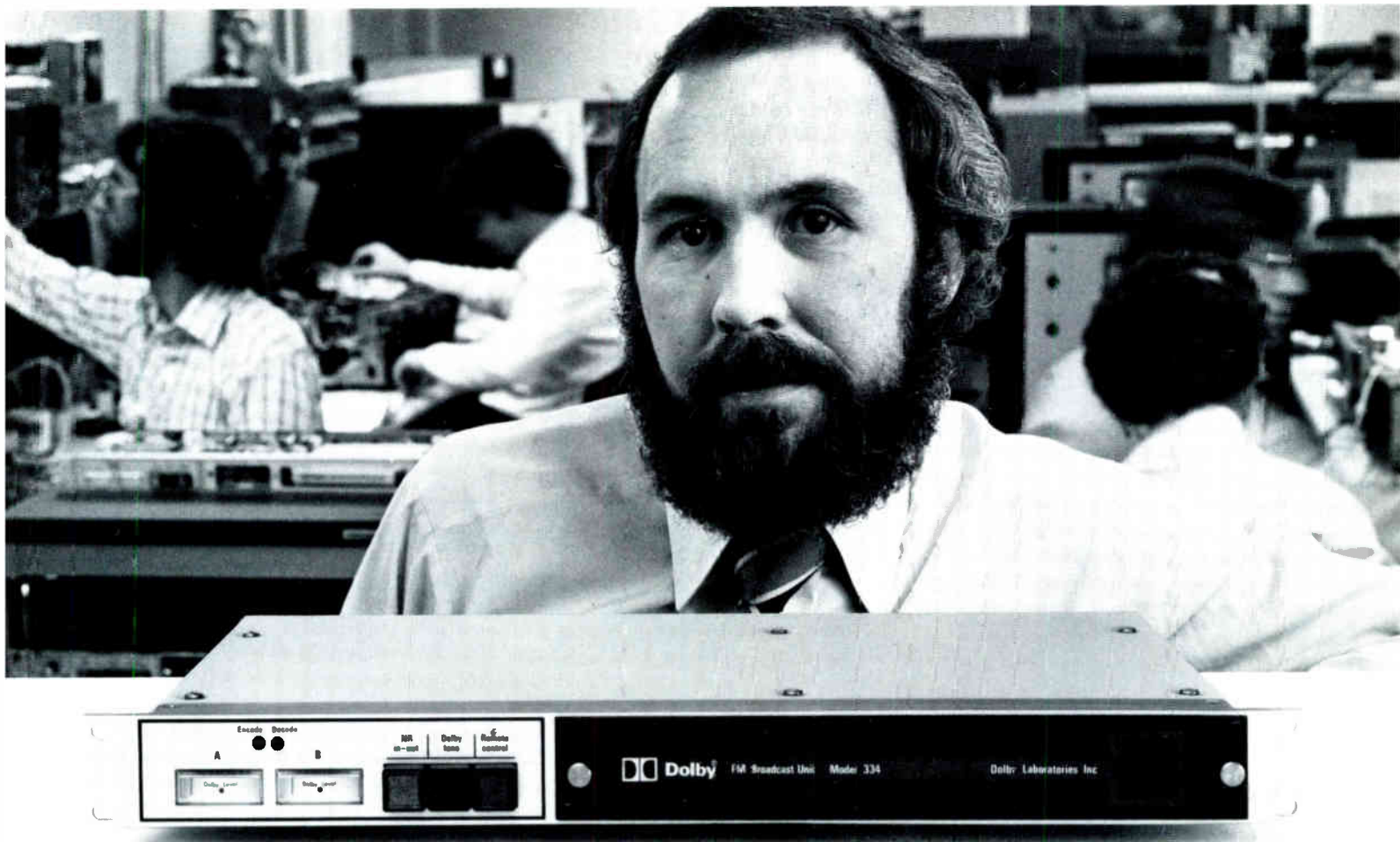
	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WRDH-AM	11.4	11.4	12.2	11.3	10.7
2 WEEI-AM	8.4	8.4	11.0	8.6	9.6
3 WBZ -AM	8.2	8.2	9.6	8.5	8.1
4 WJIB-FM	7.0	7.0	7.7	6.5	6.8
5 WRKO-AM	7.0	7.0	6.2	6.4	6.1
6 WVBF-FM	6.1	6.1	4.8	5.5	6.0
7 WCOZ-FM	4.9	4.9	4.8	5.3	5.2
8 WBCN-FM	4.2	4.2	4.4	5.1	5.1
9 WWFL-FM	3.7	3.7	4.2	4.5	4.5
10 WITS-AM	3.5	3.5	3.6	4.5	4.2
11 WBOS-FM	3.5	3.5	3.5	3.4	3.6
12 WEEI-FM	3.5	3.5	2.9	3.3	2.8
13 WROR-FM	3.0	3.0	2.2	3.0	2.6
14 WSSH-FM	2.5	2.5	1.9	2.2	2.4
15 WILD-AM	1.8	1.8	1.3	1.6	1.5
16 WCGY-FM	1.4	1.4	1.1	1.3	1.3
17 WROL-AM	1.3	1.3	1.0	1.3	1.2
18 WJDA-AM	1.2	1.2	1.0	1.1	1.1
19 WCRB-FM	1.2	1.2	1.0	1.0	1.0
20 WEZE-AM	1.0	1.0	1.0	1.0	1.0
21 WPLM-FM	1.0	1.0	1.0	1.0	0.9
22 WCCM-AM	0.9	0.9	0.9	1.0	0.9
23 WBZ -FM	0.8	0.8	0.8	0.8	0.8
24 WCAP-AM	0.8	0.8	0.8	0.7	0.8
25 WAAF-FM	0.7	0.7	0.8	0.6	0.7
26 WCAS-AM	0.7	0.7	0.7	0.5	0.6
27 WWEL-AM	0.6	0.6	0.7	0.5	0.6
28 WESX-AM	0.5	0.5	0.5	0.5	0.5
29 WKOX-AM	0.5	0.5	0.5	0.4	0.4
30 WSRF-FM	0.4	0.4	0.5	0.4	0.4
31 WHET-AM	0.4	0.4	0.5	0.2	0.3
32 WPJB-FM	0.4	0.4	0.4	0.3	0.3
33 WTTK-FM	0.4	0.4	0.4	0.3	0.3
34 WACQ-AM	0.3	0.3	0.3	0.3	0.3
35 WHAV-FM	0.3	0.3	0.3	0.3	0.3
36 WPLM-AM	0.1	0.1	0.1	0.1	0.1

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 29419

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WHDH-AM	572	572	616	566	551
2 WEEI-AM	422	422	558	428	493
3 WBZ -AM	410	410	486	425	419
4 WJIB-FM	350	350	388	325	348
5 WRKO-AM	349	349	314	318	312
6 WVBF-FM	306	306	243	277	270
7 WCOZ-FM	247	247	241	266	209
8 WBCN-FM	211	211	223	256	261
9 WWEL-FM	187	187	213	227	230
10 WITS-AM	178	178	183	226	216
<b>M-F, 6-10am</b>					
1 WHDH-AM		WBZ -AM	WBZ -AM	WHDH-AM	WHDH-AM
2 WBZ -AM		WHDH-AM	WHDH-AM	WBZ -AM	WBZ -AM
3 WEEI-AM		WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM
4 WRKO-AM		WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM
5 WVBF-FM		WRKO-AM	WRKO-AM	WVBF-FM	WVBF-FM
6 WJIB-FM		WVBF-FM	WVBF-FM	WRKO-AM	WRKO-AM
7 WCOZ-FM		WBCN-FM	WITS-AM	WITS-AM	WCOZ-FM
8 WWEL-FM		WITS-AM	WBCN-FM	WXKS-FM	WXKS-FM
9 WBCN-FM		WEEI-FM	WXKS-FM	WRKO-AM	WBCN-FM
10 WITS-AM		WCOZ-FM	WCOZ-FM	WCOZ-FM	WEEI-FM
<b>M-F, 3-7pm</b>					
1 WHDH-AM		WJIB-FM	WHDH-AM	WJIB-FM	WJIB-FM
2 WRKO-AM		WHDH-AM	WVBF-FM	WHDH-AM	WHDH-AM
3 WEEI-AM		WBZ -AM	WJIB-FM	WBZ -AM	WBZ -AM
4 WJIB-FM		WVBF-FM	WBZ -AM	WXKS-FM	WVBF-FM
5 WBZ -AM		WEEI-AM	WXKS-FM	WEEI-AM	WXKS-FM
6 WVBF-FM		WRKO-AM	WRKO-AM	WEEI-AM	WEEI-AM
7 WCOZ-FM		WCOZ-FM	WEEI-AM	WBCN-FM	WBCN-FM
8 WBCN-FM		WBOS-FM	WBCN-FM	WRKO-AM	WEEI-FM
9 WITS-AM		WBCN-FM	WCOZ-FM	WITS-AM	WRKO-AM
10 WBOS-FM		WEEI-FM	WITS-AM	WCOZ-FM	WCOZ-FM
<b>Teens</b>					
M-S, 6am-Midnight					
POP(00): 3652					
	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WVBF-FM		WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2 WRKO-AM		WRKO-AM	WXKS-FM	WCOZ-FM	WXKS-FM
3 WBOS-FM		WBOS-FM	WRKO-AM	WRKO-AM	WRKO-AM
<b>M-F, 6-10am</b>					
1 WVBF-FM		WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2 WRKO-AM		WRKO-AM	WRKO-AM	WCOZ-FM	WCOZ-FM
3 WHDR-AM		WHDH-AM	WXKS-FM	WRKO-AM	WRKO-AM
<b>M-F, 3-7pm</b>					
1 WVBF-FM		WVBF-FM	WVBF-FM	WVBF-FM	WVBF-FM
2 WRKO-AM		WRKO-AM	WXKS-FM	WRKO-AM	WXKS-FM
3 WBOS-FM		WBOS-FM	WRKO-AM	WXKS-FM	WRKO-AM
<b>Adults 18-34</b>					
M-S, 6am-Midnight					
POP(00): 10594					
	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WCOZ-FM		WBCN-FM	WBCN-FM	WBCN-FM	WBCN-FM
2 WBCN-FM		WCOZ-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM
3 WRKO-AM		WHDH-AM	WXKS-FM	WCOZ-FM	WEEI-FM
4 WHDR-AM		WVBF-FM	WRKO-AM	WEEI-FM	WXKS-FM
5 WEEI-FM		WEEI-FM	WEEI-FM	WHDH-AM	WVBF-FM
6 WVBF-FM		WBOS-FM	WBOS-FM	WVBF-FM	WHDH-AM
7 WBOS-FM		WROR-FM	WROR-FM	WRKO-AM	WROR-FM
8 WROR-FM		WBZ -AM	WHDH-AM	WROR-FM	WRKO-AM
9 WBZ -AM		WRKO-AM	WBZ -AM	WBZ -AM	WBZ -AM
10 WILD-AM		WJIB-FM	WCAS-AM	WCGY-FM	WJIB-FM
<b>M-F, 6-10am</b>					
1 WRKO-AM		WHDH-AM	WBCN-FM	WBCN-FM	WHDH-AM
2 WHDR-AM		WBZ -AM	WRKO-AM	WHDH-AM	WBCN-FM
3 WCOZ-FM		WBCN-FM	WBZ -AM	WXKS-FM	WCOZ-FM
4 WBCN-FM		WRKO-AM	WCOZ-FM	WCOZ-FM	WRKO-AM
5 WBZ -AM		WVBF-FM	WHDH-AM	WBZ -AM	WEEI-FM
6 WEEI-FM		WEEI-FM	WEEI-FM	WEEI-FM	WVBF-FM
7 WVBF-FM		WROR-FM	WXKS-FM	WROR-FM	WBZ -AM
8 WROR-FM		WCOZ-FM	WROR-FM	WRKO-AM	WXKS-FM
9 WBOS-FM		WJIB-FM	WVBF-FM	WVBF-FM	WROR-FM
10 WEEI-AM		WBOS-FM	WJIB-FM	WEEI-AM	WEEI-AM
<b>M-F, 3-7pm</b>					
1 WRKO-AM		WCOZ-FM	WBCN-FM	WBCN-FM	WBCN-FM
2 WCOZ-FM		WBCN-FM	WCOZ-FM	WXKS-FM	WEEI-FM
3 WRKO-AM		WHDH-AM	WXKS-FM	WHDH-AM	WXKS-FM
4 WHDR-AM		WEEI-FM	WRKO-AM	WHDH-AM	WCOZ-FM
5 WVBF-FM		WVBF-FM	WEEI-FM	WCOZ-FM	WVBF-FM
6 WBOS-FM		WROR-FM	WROR-FM	WROR-FM	WROR-FM
7 WVBF-FM		WROR-FM	WXKS-FM	WROR-FM	WROR-FM
8 WROR-FM		WCOZ-FM	WROR-FM	WRKO-AM	WROR-FM
9 WBZ -AM		WJIB-FM	WVBF-FM	WVBF-FM	WROR-FM
10 WILD-AM		WBOS-FM	WJIB-FM	WEEI-AM	WEEI-AM
<b>Adults 25-54</b>					
M-S, 6am-Midnight					
POP(00): 13285					
	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WHDH-AM		WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2 WBZ -AM		WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
3 WRKO-AM		WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM
4 WJIB-FM		WEEI-AM	WITS-AM	WKS-FM	WEEI-FM
5 WEEI-AM		WEEI-FM	WRKO-AM	WITS-AM	WEEI-AM
6 WWEL-FM		WWEL-FM	WHUE-FM	WEEI-AM	WXKS-FM
7 WEEI-FM		WRKO-AM	WEEI-AM	WEEI-FM	WITS-AM
8 WROR-FM		WROR-FM	WROR-FM	WBCN-FM	WRKO-AM
9 WCOZ-FM		WBCN-FM	WROR-FM	WRKO-AM	WBCN-FM
10 WITS-AM		WCOZ-FM	WEEI-FM	WVBF-FM	WVBF-FM
<b>M-F, 6-10am</b>					
1 WHDH-AM		WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2 WBZ -AM		WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
3 WEEI-AM		WEEI-AM	WEEI-AM	WEEI-AM	WEEI-AM
4 WRKO-AM		WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM
5 WWEL-FM		WRKO-AM	WITS-AM	WBCN-FM	WRKO-AM
6 WJIB-FM		WBCN-FM	WRKO-AM	WITS-AM	WEEI-FM
7 WEEI-FM		WEEI-FM	WHUE-FM	WRKO-AM	WVBF-FM
8 WROR-FM		WITS-AM	WROR-FM	WXKS-FM	WBCN-FM
9 WITS-AM		WVBF-FM	WVBF-FM	WEEI-FM	WXKS-FM
10 WCOZ-FM		WROR-FM	WROR-FM	WVBF-FM	WCOZ-FM





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M-F, 3-7pm				
1 WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2 WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
3 WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
4 WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM
5 WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM
6 WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM
7 WCOZ-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM
8 WROR-FM	WROR-FM	WROR-FM	WROR-FM	WROR-FM
9 WROR-FM	WROR-FM	WROR-FM	WROR-FM	WROR-FM
10 WWEL-FM	WWEL-FM	WWEL-FM	WWEL-FM	WWEL-FM

**Cume Persons Trends/Rankings**

Total 12+							
M-S, 6am-Midnight							
POP(00): 29419							
O/N '78	J/F '79	A/M '79	J/A '79	O/N '79	J/F '79	A/M '79	
1 WHDH-AM	8782	WBZ -AM	8277	WHDH-AM	7544	WHDH-AM	7676
2 WBZ -AM	8209	WHDH-AM	8090	WHDH-AM	7320	WBZ -AM	7494
3 WRKO-AM	7131	WRKO-AM	6648	WRKO-AM	5390	WJIB-FM	5906
4 WEEL-AM	5749	WEEL-AM	5975	WJIB-FM	5267	WEEL-AM	5760
5 WJIB-FM	5275	WJIB-FM	5736	WEEL-AM	5042	WRKO-AM	5483
6 WVB-FM	5268	WVB-FM	5410	WVB-FM	4430	WVB-FM	4893
7 WCOZ-FM	4031	WCOZ-FM	3973	WITS-AM	4118	WITS-AM	3569
8 WITS-AM	3134	WBCN-FM	3364	WXS-FM	3517	WXS-FM	3269
9 WROR-FM	2842	WBOS-FM	2961	WCOZ-FM	3148	WBCN-FM	3420
10 WEEL-AM	2794	WROR-FM	2881	WROR-FM	3044	WCOZ-FM	3354

M-F, 6-10am				
1 WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM	WHDH-AM
2 WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM	WBZ -AM
3 WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM
4 WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
5 WVB-FM	WVB-FM	WVB-FM	WVB-FM	WVB-FM
6 WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM	WJIB-FM
7 WCOZ-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM	WCOZ-FM
8 WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM
9 WITS-AM	WITS-AM	WITS-AM	WITS-AM	WITS-AM
10 WBCN-FM	WBCN-FM	WBCN-FM	WBCN-FM	WBCN-FM

M-F, 3-7pm				
1 WRKO-AM	WHDH-AM	WBZ -AM	WHDH-AM	WJIB-FM
2 WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM	WHDH-AM
3 WBZ -AM	WVB-FM	WVB-FM	WJIB-FM	WVB-FM
4 WVB-FM	WHDH-AM	WRKO-AM	WBZ -AM	WRKO-AM
5 WJIB-FM	WRKO-AM	WJIB-FM	WVB-FM	WRKO-AM
6 WEEL-AM	WEEL-AM	WXS-FM	WEEL-AM	WEEL-AM
7 WCOZ-FM	WCOZ-FM	WEEL-AM	WEEL-AM	WXS-FM
8 WBCN-FM	WBCN-FM	WCOZ-FM	WCOZ-FM	WBCN-FM
9 WROR-FM	WBOS-FM	WBCN-FM	WBCN-FM	WEEL-AM
10 WEEL-AM	WEEL-AM	WITS-AM	WITS-AM	WCOZ-FM

Teens				
M-S, 6am-Midnight				
POP(00): 3652				
O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WVB-FM	WVB-FM	WVB-FM	WVB-FM	WVB-FM
2 WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3 WHDH-AM	WCOZ-FM	WXS-FM	WCOZ-FM	WCOZ-FM

M-F, 6-10am				
1 WVB-FM	WVB-FM	WVB-FM	WVB-FM	WVB-FM
2 WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WCOZ-FM
3 WHDH-AM	WHDH-AM	WXS-FM	WXS-FM	WRKO-AM

M-F, 3-7pm				
1 WVB-FM	WVB-FM	WVB-FM	WVB-FM	WVB-FM
2 WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
3 WHDH-AM	WBOS-FM	WXS-FM	WCOZ-FM	WXS-FM

Adults 18-34				
M-S, 6am-Midnight				
POP(00): 10594				
O/N '78	J/F '79	A/M '79	J/A '79	O/N '79

1 WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
2 WCOZ-FM	WCOZ-FM	WBCN-FM	WHDH-AM	WBCN-FM
3 WHDH-AM	WBCN-FM	WBCN-FM	WXS-FM	WVB-FM
4 WBZ -AM	WBZ -AM	WCOZ-FM	WBZ -AM	WBZ -AM
5 WVB-FM	WHDH-AM	WVB-FM	WHDH-AM	WBCN-FM
6 WBCN-FM	WVB-FM	WROR-FM	WEEL-AM	WEEL-AM
7 WROR-FM	WROR-FM	WEEL-AM	WVB-FM	WCOZ-FM
8 WEEL-AM	WBOS-FM	WHDH-AM	WBZ -AM	WROR-FM
9 WBOS-FM	WEEL-AM	WXS-FM	WROR-FM	WXS-FM
10 WEEL-AM	WJIB-FM	WITS-AM	WITS-AM	WEEL-AM

M-F, 6-10am				
1 WRKO-AM	WBZ -AM	WRKO-AM	WHDH-AM	WRKO-AM
2 WHDH-AM	WRKO-AM	WBCN-FM	WRKO-AM	WHDH-AM
3 WCOZ-FM	WHDH-AM	WBZ -AM	WBCN-FM	WVB-FM
4 WBZ -AM	WBCN-FM	WCOZ-FM	WCOZ-FM	WBZ -AM
5 WVB-FM	WCOZ-FM	WEEL-AM	WVB-FM	WCOZ-FM
6 WBCN-FM	WVB-FM	WEEL-AM	WEEL-AM	WBCN-FM
7 WEEL-AM	WEEL-AM	WHDH-AM	WXS-FM	WROR-FM
8 WROR-FM	WROR-FM	WXS-FM	WBZ -AM	WEEL-AM
9 WEEL-AM	WBOS-FM	WROR-FM	WROR-FM	WXS-FM
10 WBOS-FM	WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM

M-F, 3-7pm

1 WRKO-AM	WCOZ-FM	WRKO-AM	WBCN-FM	WVB-FM
2 WCOZ-FM	WRKO-AM	WCOZ-FM	WXS-FM	WRKO-AM
3 WBCN-FM	WBCN-FM	WBCN-FM	WRKO-AM	WBCN-FM
4 WHDH-AM	WVB-FM	WXS-FM	WCOZ-FM	WXS-FM
5 WVB-FM	WHDH-AM	WROR-FM	WEEL-AM	WEEL-AM
6 WROR-FM	WEEL-AM	WEEL-AM	WVB-FM	WCOZ-FM
7 WBZ -AM	WBZ -AM	WXS-FM	WHDH-AM	WROR-FM
8 WEEL-AM	WBOS-FM	WBZ -AM	WROR-FM	WHDH-AM
9 WBOS-FM	WROR-FM	WHDH-AM	WBZ -AM	WBZ -AM
10 WCGY-FM	WJIB-FM	WBOS-FM	WCGY-FM	WJIB-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 13285

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM	WBZ -AM
2 WBZ -AM	WBZ -AM	WHDH-AM	WBZ -AM	WHDH-AM
3 WRKO-AM	WJIB-FM	WRKO-AM	WJIB-FM	WJIB-FM
4 WJIB-FM	WRKO-AM	WRKO-AM	WRKO-AM	WRKO-AM
5 WEEL-AM	WEEL-AM	WITS-AM	WEEL-AM	WRKO-AM
6 WROR-FM	WEEL-AM	WEEL-AM	WITS-AM	WEEL-AM
7 WVB-FM	WCOZ-FM	WEEL-AM	WXS-FM	WVB-FM
8 WCOZ-FM	WVB-FM	WROR-FM	WXS-FM	WROR-FM
9 WEEL-AM	WROR-FM	WVB-FM	WVB-FM	WXS-FM
10 WITS-AM	WBCN-FM	WXS-FM	WBCN-FM	WBCN-FM

M-F, 6-10am

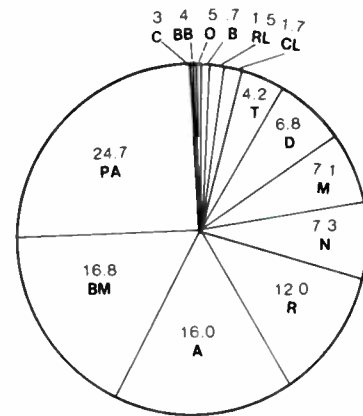
1 WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM	WHDH-AM
2 WBZ -AM	WBZ -AM	WHDH-AM	WBZ -AM	WBZ -AM
3 WRKO-AM	WEEL-AM	WEEL-AM	WJIB-FM	WEEL-AM
4 WEEL-AM	WJIB-FM	WRKO-AM	WJIB-FM	WJIB-FM
5 WJIB-FM	WRKO-AM	WJIB-FM	WRKO-AM	WRKO-AM
6 WROR-FM	WEEL-AM	WVB-FM	WVB-FM	WVB-FM
7 WEEL-AM	WBCN-FM	WEEL-AM	WEEL-AM	WEEL-AM
8 WVB-FM	WROR-FM	WHUE-FM	WXS-FM	WROR-FM
9 WCOZ-FM	WROR-FM	WROR-FM	WXS-FM	WXS-FM
10 WITS-AM	WCOZ-FM	WITS-AM	WROR-FM	WBCN-FM

M-F, 3-7pm

1 WHDH-AM	WHDH-AM	WBZ -AM	WHDH-AM	WHDH-AM
2 WBZ -AM	WHDH-AM	WHDH-AM	WBZ -AM	WBZ -AM
3 WRKO-AM	WJIB-FM	WRKO-AM	WJIB-FM	WJIB-FM
4 WJIB-FM	WRKO-AM	WJIB-FM	WRKO-AM	WRKO-AM
5 WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM	WEEL-AM
6 WCOZ-FM	WVB-FM	WVB-FM	WXS-FM	WRKO-AM
7 WROR-FM	WEEL-AM	WROR-FM	WITS-AM	WXS-FM
8 WVB-FM	WCOZ-FM	WEEL-AM	WEEL-AM	WROR-FM
9 WITS-AM	WROR-FM	WXS-FM	WROR-FM	WVB-FM
10 WEEL-AM	WBOS-FM	WITS-AM	WVB-FM	WBCN-FM

**Format Penetration Chart**

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

SHAKING HANDS  
ALL OVER THE  
RADIO BANDS





# Buffalo

METRO RANK **29**

## /N '79 Market Overview

There are four dominant stations in the Buffalo area, and most of them have reason to be pleased with the results of the O/N '79 sweep. **WJYE**, **WBEN**, and **WGR** all increased their already sizable areas, but **WKBW** suffered a loss of more than 700 shares.

Beautiful Music **WJYE** is again the top station in the Buffalo area, increasing its 12+ share and also proving its hold on the top rung in the 25-54 rankings. One of the few **Schulke**-formatted stations to run a contest, **WJYE** ran the "Beautiful Music Game," drawing cards to award prizes of \$200-\$500. Outside ad campaign featured TV (about 70% of the ad budget), with the rest going into newspaper ads and direct mail pieces to offices. **WJYE** did make a staff change also, hiring a new midday announcer.

**P/A** standout **WBEN** saw its 12+ share increase a full point owing mainly to a substantial increase both in share and time spent listening among men 25-54. **WBEN** spent about \$60,000 on TV for the fall sweep, and another \$20,000 in various other media such as the newspaper and billboards. In an interesting promotion on-air, the station gave away shares of gold mining stock. Also helpful to the **WBEN** effort was the hiring of a new midday personality away from **WKBW**. The move helped, because **WKBW**'s midday numbers dropped more than 50%

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

O/N '78	A/M '79	O/N '79
WBEN-AM	14.1	15.2
WKBW-AM	14.0	13.5
WGR-AM	13.0	10.7
WBEN-FM	10.3	8.4
WADV-FM	7.7	5.5
WGRQ-FM	5.6	4.4
WPHD-FM	5.1	3.9
WBLK-FM	4.1	3.5
WWOL-FM	3.2	2.8
WWOR-FM	2.2	2.0
WUFO-AM	2.1	1.9
WJYL-AM	2.0	1.7
WJRL-AM	1.7	1.3
WXRL-AM	1.2	0.9
WDCX-FM	1.1	0.9
WBUF-FM	1.0	0.8
WHLD-FM	1.0	0.8
WHLD-AM	0.7	0.7
CBL-AM	0.6	0.5
WLVL-AM	0.5	0.5
CHFI-FM	0.4	0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 10701

O/N '78	A/M '79	O/N '79
1 WBEN-AM	234	256
2 WBNY-FM	233	240
3 WKBW-AM	216	188
4 WGR-AM	172	186
5 WBEN-FM	128	132
6 WADV-FM	93	96
7 WGRQ-FM	85	69
8 WPHD-FM	68	61
9 WBLK-FM	54	51
0 WWOL-FM	37	61

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WBEN-AM	WREN-AM	WBEN-AM
2 WKBW-AM	WKBW-AM	WKBW-AM
3 WGR-AM	WGR-AM	WGR-AM
4 WBNY-FM	WJYE-FM	WJYE-FM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WGRQ-FM	WGRQ-FM	WBLK-FM
7 WADV-FM	WADV-FM	WPHD-FM
8 WPHD-FM	WPHD-FM	WADV-FM
9 WBLK-FM	WBLK-FM	WGRQ-FM
10 WWOL-FM	WJYL-AM	WWOL-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WBNY-FM	WJYE-FM	WJYE-FM
2 WBEN-AM	WKBW-AM	WGR-AM
3 WGR-AM	WGR-AM	WBEN-AM
4 WKBW-AM	WBEN-AM	WKBW-AM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WGRQ-FM	WGRQ-FM	WBLK-FM
7 WADV-FM	WADV-FM	WPHD-FM
8 WPHD-FM	WPHD-FM	WADV-FM
9 WBLK-FM	WPHD-FM	WADV-FM
10 WWOL-AM	WWOL-AM	WWOL-AM

among adults 25-54, while **WBEN**'s numbers in the same daypart showed a substantial increase.

**WKBW** got on the "gold" bandwagon, giving away 30 ounces of the precious metal. However, the station's massive losses in midday helped to drag down the overall station standing. **WKBW**'s 25-54 share dropped by a third, while its 18-34 shares were cut almost in half. **WGR** continues to be tops among the stations aiming for adults 18-34.

**WBUF-FM** ran on-air survey announcements during the fall sweep.

Teens  
M-S, 6am-Midnight  
POP(00): 1482

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WGR-AM
2 WGRQ-FM	WGRQ-FM	WBEN-FM
3 WBEN-FM	WBEN-FM	WGRQ-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGRQ-FM	WGRQ-FM	WGRQ-FM
3 WGR-AM	WBEN-FM	WBFN-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WGRQ-FM	WGRQ-FM	WKBW-AM
2 WKBW-AM	WKBW-AM	WBEN-FM
3 WBEN-FM	WBEN-FM	WGRQ-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3429

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WGR-AM
2 WBEN-FM	WGR-AM	WBEN-FM
3 WGR-AM	WBEN-FM	WKBW-AM
4 WGRQ-FM	WGRQ-FM	WPHD-FM
5 WPHD-FM	WPHD-FM	WBLK-FM
6 WBNY-FM	WBEN-AM	WJYE-FM
7 WYSL-AM	WJYE-FM	WGRQ-FM
8 WBEN-AM	WBLK-FM	WBUF-FM
9 WBLK-FM	WBUF-FM	WBEN-AM
10 WWOL-FM	WUFO-AM	WYSL-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGR-AM	WGR-AM	WGR-AM
3 WBEN-FM	WBEN-AM	WPHD-FM
4 WGRQ-FM	WBEN-FM	WBEN-FM
5 WPHD-FM	WGRQ-FM	WBLK-FM
6 WBEN-AM	WPHD-FM	WBEN-AM
7 WBNY-FM	WBLK-FM	WJYE-FM
8 WYSL-AM	WJYE-FM	WGRQ-FM
9 WBLK-FM	WBUF-FM	WYSL-AM
10 WWOL-FM	WUFO-AM	WBUF-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WBEN-FM	WKBW-AM	WBEN-FM
2 WKBW-AM	WGR-AM	WGR-AM
3 WGR-AM	WBEN-FM	WPHD-FM
4 WGRQ-FM	WGRQ-FM	WKBW-AM
5 WPHD-FM	WPHD-FM	WBLK-FM
6 WBNY-FM	WJYE-FM	WJYE-FM
7 WYSL-AM	WBLK-FM	WGRQ-FM
8 WUFO-AM	WBEN-AM	WBUF-FM
9 WWOL-FM	WBUF-FM	WBEN-AM
10 WBLK-FM	WUFO-AM	WYSL-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4831

O/N '78	A/M '79	O/N '79
1 WBNY-FM	WJYE-FM	WJYE-FM
2 WKBW-AM	WGR-AM	WGR-AM
3 WGR-AM	WKBW-AM	WBEN-AM
4 WBEN-AM	WBEN-AM	WKBW-AM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WADV-FM	WADV-FM	WBLK-FM
7 WWOL-FM	WWOL-AM	WWOL-AM
8 WWOL-AM	WWOR-FM	WWOL-AM
9 WGRQ-FM	WPHD-FM	WGRQ-FM
10 WBLK-FM	WBLK-FM	WPHD-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WBEN-AM	WKBW-AM	WGR-AM
2 WKBW-AM	WGR-AM	WBEN-AM
3 WGR-AM	WBEN-AM	WGR-AM
4 WBNY-FM	WJYE-FM	WJYE-FM
5 WBEN-FM	WBEN-FM	WBLK-FM
6 WWOL-FM	WADV-FM	WBEN-FM
7 WADV-FM	WPHD-FM	WPHD-FM
8 WBLK-FM	WGRQ-FM	WPHD-FM
9 WWOL-AM	WWOR-FM	WWOL-AM
10 WGRQ-FM	WWOL-AM	WYSL-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WBNY-FM	WJYE-FM	WJYE-FM
2 WGR-AM	WGR-AM	WGR-AM
3 WBEN-AM	WKBW-AM	WBEN-AM
4 WKBW-AM	WBEN-AM	WBEN-AM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WADV-FM	WADV-FM	WBLK-FM
7 WWOL-FM	WADV-FM	WWOL-AM
8 WPHD-FM	WBLK-FM	WWOL-AM
9 WWOL-AM	WPHD-FM	WGRQ-FM
10 WGRQ-FM	WWOR-FM	WBUF-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 10701

O/N '78	A/M '79	O/N '79
1 WKBW-AM	4678	4047
2 WGR-AM	3543	3236
3 WBEN-AM	2988	3130
4 WBNY-FM	2723	2653
5 WBEN-FM	2401	2415
6 WPHD-FM	1783	1477
7 WGRQ-FM	1477	1168
8 WADV-FM	1258	838
9 WYSL-AM	1228	807
10 WBLK-FM	763	689

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WBEN-AM	WBEN-AM	WBEN-AM
3 WGR-AM	WGR-AM	WGR-AM
4 WBNY-FM	WJYE-FM	WJYE-FM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WPHD-FM	WGRQ-FM	WBLK-FM
7 WGRQ-FM	WPHD-FM	WPHD-FM
8 WADV-FM	WADV-FM	WGRQ-FM
9 WYSL-AM	WBLK-FM	WADV-FM
10 WBLK-FM	WYSL-AM	WYSL-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGR-AM	WJYE-FM	WJYE-FM
3 WBNY-FM	WBEN-AM	WGR-AM
4 WBEN-AM	WGR-AM	WBEN-AM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WGRQ-FM	WGRQ-FM	WGRQ-FM
7 WPHD-FM	WPHD-FM	WBLK-FM
8 WADV-FM	WADV-FM	WPHD-FM
9 WYSL-AM	WBLK-FM	WBUF-FM
10 WBLK-FM	WWOL-AM	WADV-FM

Teens  
M-S, 6am-Midnight  
POP(00): 1482

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WBEN-FM	WBEN-FM	WBEN-FM
3 WPHD-FM	WGRQ-FM	WGRQ-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGRQ-FM	WGRQ-FM	WGRQ-FM
3 WBEN-FM	WBEN-FM	WBEN-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGRQ-FM	WGRQ-FM	WBEN-FM
3 WBEN-FM	WBEN-FM	WGRQ-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3429

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGR-AM	WGR-AM	WGR-AM
3 WBEN-FM	WBEN-FM	WBEN-FM
4 WPHD-FM	WGRQ-FM	WBEN-AM
5 WGRQ-FM	WPHD-FM	WBEN-FM
6 WYSL-AM	WPHD-FM	WGRQ-FM
7 WBEN-AM	WYSL-AM	WBUF-FM
8 WBNY-FM	WJYE-FM	WBLK-FM
9 WBLK-FM	WBLK-FM	WJYE-FM
10 WBUF-FM	WBUF-FM	WYSL-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGR-AM	WGR-AM	WGR-AM
3 WBEN-FM	WBEN-FM	WBEN-FM
4 WPHD-FM	WBEN-AM	WPHD-FM
5 WGRQ-FM	WGRQ-FM	WBLK-FM
6 WYSL-AM	WPHD-FM	WGRQ-FM
7 WBEN-AM	WBLK-FM	WBEN-AM
8 WBNY-FM	WYSL-AM	WJYE-FM
9 WBLK-FM	WJYE-FM	WBUF-FM
10 WBUF-FM	WBUF-FM	WYSL-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGR-AM	WGR-AM	WGR-AM
3 WBEN-FM	WBEN-FM	WBEN-FM
4 WPHD-FM	WGRQ-FM	WPHD-FM
5 WGRQ-FM	WPHD-FM	WGRQ-FM
6 WYSL-AM	WJYE-FM	WBLK-FM
7 WBNY-FM	WBLK-FM	WBUF-FM
8 WBEN-AM	WBEN-AM	WJYE-FM
9 WBLK-FM	WYSL-AM	WBEN-AM
10 WBUF-FM	WBUF-FM	WYSL-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4831

O/N '78	A/M '79	O/N '79
1 WKBW-AM	WGR-AM	WGR-AM
2 WGR-AM	WKBW-AM	WKBW-AM
3 WBNY-FM	WBEN-AM	WBEN-AM
4 WBEN-AM	WJYE-FM	WJYE-FM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WADV-FM	WADV-FM	WYSL-AM
7 WPHD-FM	WPHD-FM	WBLK-FM
8 WYSL-AM	WWOL-AM	WPHD-FM
9 WGRQ-FM	WGRQ-FM	WGRQ-FM
10 WBLK-FM	WYSL-AM	WADV-FM



# Charlotte-Gastonia

METRO RANK

60

## O/N '79 Market Overview

The O/N '79 survey in Charlotte was yet another demonstration of the broad appeal of **Jefferson Pilot's P/A fixture WBT**. Among its laurels, **WBT** leads the market in persons 12+, adults 18-34, and adults 25-54. This book is almost a carbon copy of the A/M '79 results in Charlotte — **WBT's** 25-54 share remains identical to the spring number, and the 18-34 share shows only slight slippage.

Number two overall in the metro, and number two 25-54, is **Country WSOC-FM**. The station shows slight erosion in virtually every major demo, but coming off a tremendous A/M '79 book, the numbers are still strong.

The most notable upswing in the O/N '79 report is recorded by AOR entry **WROQ**. **WROQ** gained more than four share points 12+ and was able to come within a hair's breadth of topping **WBT** for the lead among adults 18-34. **WROQ** was able to make gains among not only young adults, but also scored impressively with teens. Outside advertising for this success story included sponsoring "Star Trek" episodes without commercial interruption, the use of many billboards, and some token newspaper advertising. The ad budget was slightly more than spent in previous books, especially the TV expenditures, which were much higher than for the spring. Meanwhile, AOR **WBCY** dropped, losing 18-34 adults and declining in teens as well. **WAYS** saw its 12+ shares decline in the O/N '79 report. **WAYS's** chunk of the teen demo fell almost 50% when compared to the A/M '79 results, causing an overall drop despite its 18-34 adults strength.

Beautiful Music **WEZC** suffered a significant decline in this book. The station's 25-54 share dropped by about 25%, and its 12+ share went down almost three and a half points.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 5039

O/N '78	A/M '79	O/N '79
1 WBT -AM	17.7	17.8
2 WEZC-FM	14.2	14.4
3 WAYS-AM	11.9	11.1
4 WSOC-FM	9.8	10.3
5 WBCY-FM	7.4	7.3
6 WROQ-FM	7.3	6.9
7 WGIV-AM	6.8	5.6
8 WSOC-AM	5.2	5.3
9 WAME-AM	3.1	3.5
10 WIXE-AM	2.4	2.9
11 WZXI-FM	1.7	1.9
12 WLTC-AM	1.4	1.5
13 WHVN-AM	1.4	1.1
14 WPEG-FM	0.8	1.0
15 WIST-AM	0.7	1.0
16 WMAP-AM	0.6	0.8
17 WGNC-AM	0.4	0.7
18		
19		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5039

O/N '78	A/M '79	O/N '79
1 WBT -AM	127	124
2 WEZC-FM	102	91
3 WAYS-AM	85	80
4 WSOC-FM	70	75
5 WBCY-FM	53	52

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AM	WAYS-AM	WAYS-AM
3 WEZC-FM	WSOC-FM	WSOC-FM
4 WSOC-FM	WEZC-FM	WROQ-FM
5 WROQ-FM	WROQ-FM	WBCY-FM

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WEZC-FM	WSOC-FM	WSOC-FM
3 WAYS-AM	WAYS-AM	WROQ-FM
4 WROQ-FM	WEZC-FM	WAYS-AM
5 WSOC-FM	WBCY-FM	WBCY-FM

Teens  
M-S, 6am-Midnight  
POP(00): 636

O/N '78	A/M '79	O/N '79
1 WAYS-AM	WAYS-AM	WROQ-FM
2 WBT -AM	WBT -AM	WAYS-AM
3 WROQ-FM	WBCY-FM	WBT -AM

O/N '78	A/M '79	O/N '79
1 WAYS-AM	WAYS-AM	WROQ-FM
2 WROQ-FM	WBT -AM	WAYS-AM
3 WBT -AM	WROQ-FM	WBT -AM

O/N '78	A/M '79	O/N '79
1 WAYS-AM	WAYS-AM	WROQ-FM
2 WBT -AM	WBT -AM	WAYS-AM
3 WROQ-FM	WROQ-FM	WBCY-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1917

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WROQ-FM	WSOC-FM	WROQ-FM
3 WBCY-FM	WBCY-FM	WAYS-AM
4 WAYS-AM	WAYS-AM	WSOC-FM
5 WGIV-AM	WROQ-FM	WBCY-FM

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WAYS-AM
2 WAYS-AM	WAYS-AM	WBT -AM
3 WROQ-FM	WSOC-FM	WROQ-FM
4 WBCY-FM	WROQ-FM	WSOC-FM
5 WSOC-FM	WBCY-FM	WBCY-FM

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WROQ-FM	WSOC-FM	WROQ-FM
3 WBCY-FM	WBCY-FM	WSOC-FM
4 WAYS-AM	WPEG-FM	WBCY-FM
5 WGIV-AM	WROQ-FM	WAYS-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2545

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WEZC-FM	WSOC-FM	WSOC-FM
3 WSOC-FM	WEZC-FM	WAYS-AM
4 WAYS-AM	WAYS-AM	WEZC-FM
5 WROQ-FM	WBCY-FM	WBCY-FM

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WSOC-FM	WSOC-FM	WAYS-AM
3 WEZC-FM	WAYS-AM	WSOC-FM
4 WAYS-AM	WEZC-FM	WROQ-FM
5 WSOC-AM	WROQ-FM	WEZC-FM

O/N '78	A/M '79	O/N '79
1 WBT -AM	WSOC-FM	WBT -AM
2 WEZC-FM	WBT -AM	WSOC-FM
3 WSOC-FM	WEZC-FM	WEZC-FM
4 WAYS-AM	WBCY-FM	WAYS-AM
5 WSOC-AM	WAYS-AM	WBCY-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5039

O/N '78	A/M '79	O/N '79
1 WBT -AM	2109	1932
2 WAYS-AM	1598	1657
3 WEZC-FM	961	1179
4 WSOC-FM	856	885
5 WBCY-FM	824	855

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AM	WAYS-AM	WAYS-AM
3 WEZC-FM	WSOC-FM	WROQ-FM
4 WSOC-AM	WROQ-FM	WSOC-FM
5 WSOC-FM	WGIV-AM	WSOC-FM

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AM	WAYS-AM	WROQ-FM
3 WEZC-FM	WSOC-FM	WAYS-AM
4 WSOC-AM	WBCY-FM	WSOC-FM
5 WBCY-FM	WEZC-FM	WEZC-FM

Teens  
M-S, 6am-Midnight  
POP(00): 636

O/N '78	A/M '79	O/N '79
1 WAYS-AM	WAYS-AM	WROQ-FM
2 WBT -AM	WBT -AM	WAYS-AM
3 WGIV-AM	WBCY-FM	WBT -AM

O/N '78	A/M '79	O/N '79
1 WAYS-AM	WAYS-AM	WAYS-AM
2 WBT -AM	WBT -AM	WROQ-FM
3 WROQ-FM	WROQ-FM	WBT -AM

O/N '78	A/M '79	O/N '79
1 WAYS-AM	WAYS-AM	WROQ-FM
2 WBT -AM	WBT -AM	WAYS-AM
3 WGIV-AM	WBCY-FM	WBT -AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1917

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WAYS-AM
2 WAYS-AM	WAYS-AM	WBT -AM
3 WROQ-FM	WROQ-FM	WROQ-FM
4 WBCY-FM	WBCY-FM	WBCY-FM
5 WGIV-AM	WSOC-FM	WSOC-FM

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WAYS-AM
2 WAYS-AM	WAYS-AM	WBT -AM
3 WROQ-FM	WROQ-FM	WROQ-FM
4 WBCY-FM	WBCY-FM	WSOC-FM
5 WGIV-AM	WSOC-FM	WBCY-FM

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AM	WBCY-FM	WROQ-FM
3 WROQ-FM	WAYS-AM	WAYS-AM
4 WBCY-FM	WSOC-FM	WSOC-FM
5 WGIV-AM	WROQ-FM	WBCY-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2545

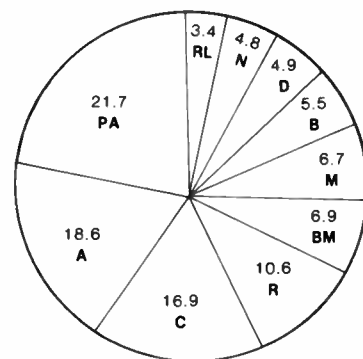
O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AM	WSOC-FM	WAYS-AM
3 WSOC-FM	WAYS-AM	WSOC-FM
4 WEZC-FM	WEZC-FM	WEZC-FM
5 WSOC-AM	WSOC-AM	WROQ-FM

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WAYS-AM	WAYS-AM	WAYS-AM
3 WSOC-FM	WSOC-FM	WSOC-FM
4 WEZC-FM	WEZC-FM	WROQ-FM
5 WSOC-AM	WSOC-AM	WEZC-FM

O/N '78	A/M '79	O/N '79
1 WBT -AM	WBT -AM	WBT -AM
2 WEZC-FM	WSOC-FM	WSOC-FM
3 WAYS-AM	WAYS-AM	WAYS-AM
4 WSOC-FM	WEZC-FM	WEZC-FM
5 WSOC-AM	WBCY-FM	WROQ-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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# Chattanooga

METRO RANK **83**

## O/N '79 Market Overview

There are two major success stories apparent in the O/N '79 Chattanooga results. Top 40 leader WSKZ added more than five shares to its previous 2+ total and is the new number one station in the metro. At the other end of the demographic spectrum, Beautiful Music station WDEF-FM saw its overall share almost double with the addition of seven share points to its total. WDEF-FM is the new number two station in Chattanooga. Severe technical problems (lightning smashing the antenna) hurt WDEF-FM in the A/M '79 sweep.

WSKZ came on like gangbusters in the A/M '79 sweep, dethroning WFLI as the leader among the top 10 stations. In the spring, WSKZ had almost a 20% share of the 18-34 adults and more than 40% of the teens. In this book the station jumps to more than 35% of the adults 18-34, and has just less than 35% of the teen share. WSKZ's appeal is broad enough to allow it to tie WDEF-FM for the share lead among adults 25-54. WSKZ's strength in the 25-34 demo helps the station score well in this 25-54 demo, while the bulk of WDEF-FM's audience is 35+.

The diary return pattern in this book may have helped WDEF-FM. This is a much "older" book than in the spring, with significantly more diaries coming back from the 45+ and 55+ groups. Usually the demo cell returns are heaviest in the 25-34 group, but in this survey the heaviest diary return came from women 55-64. Such a return may have given WDEF-FM a boost in terms of building its ratings numbers. WDEF-FM's female 45+ numbers are more than double what the spring results showed.

The former market leader, P/A WDEF-AM, remains strong, in third place overall in this book. WDEF's numbers are better than O/N '78, but down several shares from a tremendous spring book. Most of the decline seems to have centered in the station's female listeners, with a drop in time spent listening of about 33% among women 18+.

Other area stations worthy of note include Country WDDO, which saw its share continue to decline, and Black WNOO, which doubled its teen audience.

(Note: WFLI-AM and WSIM-FM are totally simulcast.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3434

	O/N '78	A/M '79	O/N '79
1 WDEF-AM	13.9	WDEF-AM	19.0
2 WDEF-FM	13.0	WSKZ-FM	12.6
3 WFLI-AM	10.5	WDDO-AM	9.9
4 WDDO-AM	10.5	WFLI-AM	8.5
5 WSKZ-FM	10.3	WDEF-FM	8.1
6 WNOO-AM	7.6	WNOO-AM	7.0
7 WGOV-AM	7.4	WGOV-AM	6.2
8 WDDO-FM	4.5	WFLA-AM	5.8
9 WEPG-AM	4.3	WDDO-FM	5.2
10 WFLA-AM	3.4	WMOG-AM	3.3
11 WQWE-FM	2.0	WEPG-AM	2.7
12 WZDO-FM	1.8	WZDO-FM	1.4
13 WDXB-AM	1.6	WSIM-FM	0.6
14 WMOG-AM	0.9	WDXB-AM	0.4
15 WSIN-FM	0.4		
16			

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3434

	O/N '78	A/M '79	O/N '79
1 WDEF-AM	62	WDEF-AM	92
2 WDEF-FM	58	WSKZ-FM	61
3 WFLI-AM	47	WDDO-AM	48
4 WDDO-AM	47	WFLI-AM	41
5 WSKZ-FM	46	WDEF-FM	39

M-F, 6-10am  
POP(00): 1220

	O/N '78	A/M '79	O/N '79
1 WDEF-AM	13.9	WDEF-AM	19.0
2 WDEF-FM	13.0	WSKZ-FM	12.6
3 WFLI-AM	10.5	WDDO-AM	9.9
4 WDDO-AM	10.5	WFLI-AM	8.5
5 WSKZ-FM	10.3	WDEF-FM	8.1

M-F, 3-7pm  
POP(00): 437

	O/N '78	A/M '79	O/N '79
1 WFLI-AM	13.9	WSKZ-FM	12.6
2 WGOV-AM	13.0	WDEF-FM	12.6
3 WFLI-AM	10.5	WDDO-AM	9.9
4 WDEF-AM	10.5	WFLI-AM	8.5
5 WDEF-FM	10.3	WDEF-FM	8.1

Teens  
M-S, 6am-Midnight  
POP(00): 437

	O/N '78	A/M '79	O/N '79
1 WFLI-AM	13.9	WSKZ-FM	12.6
2 WSKZ-FM	13.0	WFLI-AM	12.6
3 WGOV-AM	10.5	WGOV-AM	10.5

M-F, 6-10am  
POP(00): 1220

	O/N '78	A/M '79	O/N '79
1 WFLI-AM	13.9	WSKZ-FM	12.6
2 WSKZ-FM	13.0	WFLI-AM	12.6
3 WGOV-AM	10.5	WNOO-AM	10.5

M-F, 3-7pm  
POP(00): 437

	O/N '78	A/M '79	O/N '79
1 WFLI-AM	13.9	WSKZ-FM	12.6
2 WSKZ-FM	13.0	WFLI-AM	12.6
3 WGOV-AM	10.5	WGOV-AM	10.5

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1220

	O/N '78	A/M '79	O/N '79
1 WSKZ-FM	13.9	WSKZ-FM	12.6
2 WFLI-AM	13.0	WDDO-AM	12.6
3 WNOO-AM	10.5	WFLI-AM	10.5
4 WGOV-AM	10.5	WDEF-AM	10.5
5 WDDO-AM	10.3	WNOO-AM	10.3

M-F, 6-10am  
POP(00): 1220

	O/N '78	A/M '79	O/N '79
1 WDEF-FM	13.9	WSKZ-FM	12.6
2 WGOV-AM	13.0	WDEF-AM	12.6
3 WFLI-AM	10.5	WDDO-AM	9.9
4 WDDO-FM	10.5	WFLI-AM	8.5
5 WSKZ-FM	10.3	WGOV-AM	8.1

M-F, 3-7pm  
POP(00): 437

	O/N '78	A/M '79	O/N '79
1 WSKZ-FM	13.9	WSKZ-FM	12.6
2 WFLI-AM	13.0	WDDO-AM	12.6
3 WDDO-AM	10.5	WNOO-AM	10.5
4 WNOO-AM	10.5	WFLI-AM	10.5
5 WGOV-AM	10.3	WDEF-FM	10.3

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1639

	O/N '78	A/M '79	O/N '79
1 WDEF-FM	13.9	WDEF-AM	19.0
2 WDDO-AM	13.0	WDDO-AM	12.6
3 WDEF-AM	10.5	WDEF-FM	12.6
4 WSKZ-FM	10.5	WSKZ-FM	12.6
5 WNOO-AM	10.3	WNOO-AM	10.3

M-F, 6-10am  
POP(00): 1220

	O/N '78	A/M '79	O/N '79
1 WDEF-FM	13.9	WDEF-AM	19.0
2 WDEF-AM	13.0	WDEF-FM	12.6
3 WDDO-AM	10.5	WDDO-AM	12.6
4 WDDO-FM	10.5	WSKZ-FM	12.6
5 WFLI-AM	10.3	WFLI-AM	10.3

M-F, 3-7pm  
POP(00): 437

	O/N '78	A/M '79	O/N '79
1 WDDO-AM	13.9	WDDO-AM	12.6
2 WDEF-FM	13.0	WDEF-AM	12.6
3 WDEF-AM	10.5	WSKZ-FM	12.6
4 WSKZ-FM	10.5	WNOO-AM	10.5
5 WEPG-AM	10.3	WFLI-AM	10.3

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3434

	O/N '78	A/M '79	O/N '79
1 WFLI-AM	985	WDEF-AM	994
2 WDEF-AM	881	WFLI-AM	914
3 WGOV-AM	854	WDEF-FM	703
4 WDDO-AM	710	WGOV-AM	678
5 WDEF-FM	680	WSYZ-FM	676

M-F, 6-10am  
POP(00): 1220

	O/N '78	A/M '79	O/N '79
1 WDEF-AM	13.9	WDEF-AM	19.0
2 WFLI-AM	13.0	WFLI-AM	12.6
3 WDEF-FM	10.5	WDEF-FM	12.6
4 WGOV-AM	10.5	WSKZ-FM	12.6
5 WDDO-AM	10.3	WDDO-AM	10.3

M-F, 3-7pm  
POP(00): 437

	O/N '78	A/M '79	O/N '79
1 WFLI-AM	13.9	WFLI-AM	12.6
2 WDEF-AM	13.0	WDXB-AM	12.6
3 WSKZ-FM	10.5	WDEF-AM	12.6
4 WGOV-AM	10.5	WZDO-FM	10.5
5 WDDO-AM	10.3	WDDO-AM	10.3

Teens  
M-S, 6am-Midnight  
POP(00): 437

	O/N '78	A/M '79	O/N '79
1 WFLI-AM	13.9	WSKZ-FM	12.6
2 WGOV-AM	13.0	WFLI-AM	12.6
3 WSKZ-FM	10.5	WGOV-AM	10.5

M-F, 6-10am  
POP(00): 1220

	O/N '78	A/M '79	O/N '79
1 WFLI-AM	13.9	WSKZ-FM	12.6
2 WGOV-AM	13.0	WFLI-AM	12.6
3 WSKZ-FM	10.5	WGOV-AM	10.5

M-F, 3-7pm  
POP(00): 437

	O/N '78	A/M '79	O/N '79
1 WFLI-AM	13.9	WSKZ-FM	12.6
2 WGOV-AM	13.0	WFLI-AM	12.6
3 WSKZ-FM	10.5	WGOV-AM	10.5

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1220

	O/N '78	A/M '79	O/N '79
1 WGOV-AM	13.9	WFLI-AM	12.6
2 WFLI-AM	13.0	WGOV-AM	12.6
3 WSKZ-FM	10.5	WSKZ-FM	12.6
4 WDDO-AM	10.5	WDDO-AM	10.5
5 WZDO-FM	10.3	WDEF-AM	10.3

M-F, 6-10am  
POP(00): 1220

	O/N '78	A/M '79	O/N '79
1 WGOV-AM	13.9	WFLI-AM	12.6
2 WFLI-AM	13.0	WSKZ-FM	12.6
3 WSKZ-FM	10.5	WGOV-AM	12.6
4 WDEF-FM	10.5	WDEF-AM	12.6
5 WDDO-AM	10.3	WDDO-AM	10.3

M-F, 3-7pm  
POP(00): 437

	O/N '78	A/M '79	O/N '79
1 WSKZ-FM	13.9	WSKZ-FM	12.6
2 WFLI-AM	13.0	WFLI-AM	12.6
3 WGOV-AM	10.5	WGOV-AM	10.5
4 WDDO-AM	10.5	WDDO-AM	10.5
5 WNOO-AM	10.3	WNOO-AM	10.3

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1639

	O/N '78	A/M '79	O/N '79
1 WDDO-AM	13.9	WDEF-AM	19.0
2 WFLI-AM	13.0	WDDO-AM	12.6
3 WDEF-FM	10.5	WFLI-AM	12.6
4 WDEF-AM	10.5	WDEF-FM	12.6
5 WGOV-AM	10.3	WGOV-AM	10.3

M-F, 6-10am  
POP(00): 1220

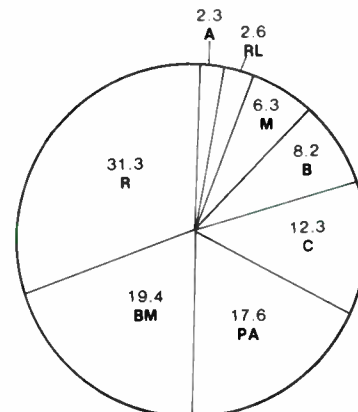
	O/N '78	A/M '79	O/N '79
1 WDEF-FM	13.9	WDEF-AM	19.0
2 WDDO-AM	13.0	WDEF-FM	12.6
3 WDEF-AM	10.5	WDDO-AM	12.6
4 WGOV-AM	10.5	WFLI-AM	10.5
5 WFLI-AM	10.3	WGOV-AM	10.3

M-F, 3-7pm  
POP(00): 437

	O/N '78	A/M '79	O/N '79
1 WDEF-AM	13.9	WDDO-AM	12.6
2 WDDO-AM	13.0	WFLI-AM	12.6
3 WFLI-AM	10.5	WDEF-AM	12.6
4 WSKZ-FM	10.5	WGOV-AM	10.5
5 WDEF-FM	10.3	WSKZ-FM	10.3

### Format Penetration Chart

Based On Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



## O/N '79 Market Overview

Although WGN continues to lead the market, the infighting behind the Windy City News/Talk pacesetter continues to be brisk, with Beautiful Music stations WLOO and WLAK in contention, AOR headliner WLUP taking a sizable drop, and WLS noting slight erosion in its effort to remain strong on the AM band. Another station worth noting is CBS's WBBM-AM which moved up a notch in the standings.

It seems as if WGN just keeps rolling along. The station spent more on outside advertising for this book than in the past, all of the money going into TV spots. However, although WGN's O/N '79 book is comparable to the O/N '78 results, the station did suffer some losses compared to previous sweeps such as A/M and J/A '79. WGN's share of adults 25-54 is down almost two points from A/M '79, just barely ahead of WLOO in this demo.

Speaking of WLOO, this Beautiful Music station recorded almost a full share point gain, with cume and average quarter hour increases among its adult 25-54 audience. WLOO used a multimedia effort, 50% going into TV, the rest into busboards and billboards. The media used and the overall budget was comparable to previous efforts.

ABC's Top 40 legend WLS continues to hang in there, although the latest book shows some erosion. Young men appear to be more loyal to WLS than young female listeners, since the station continues to receive declining shares among its women listeners. Promotionally WLS spent more than in previous efforts, concentrating on its "Easy Street" promotion. This extravaganza gave away trips, cars, and other major prizes, and was supported by TV and newspaper ads.

Moving up in this report, but down a full share from the O/N '78 survey, is News station WBBM-AM. Station sources told R&R that they felt the Pope's visit, the Iranian crisis, and the carrying of Bears football all helped to improve the numbers. In terms of advertising, WBBM utilized newspapers, busboards, and billboards while also taking advantage of suburban newspapers. Besides the Bears, the station carries NFL Monday Night Football.

AOR Superstars station WLUP took the big tumble in this report. After increasing by about two shares for each of the last several books, the station took a big step in the opposite direction. Biggest defection came among young women — the Loop's share of women 18-34 dropped from more than 10% in the J/A '79 book to less than half of that in this survey. It will be interesting to see how the new programming team works with Burkhart-Abrams to stem this slide.

Other stations which saw significant shifts in their audience figures include Black WBMX, which saw its share drop by more than a full point; and WDAI, the Dancemusic station which saw an upward trend stifled and reversed. WDAI was going through several major personnel shifts, which may have negated the affect of a larger ad campaign than the station had used in the past, and has now gone Pop/Adult.

Country WJEZ and AOR WMET saw upward thrusts which should please their management. We'll keep an eye on the AOR scene in the next books to see if WMET can nibble further into the WLUP audience.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 62564

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WGN -AM	10.2	WGN -AM	12.2	WGN -AM	11.1
2 WLOO-FM	7.5	WBBM-AM	7.4	WLS -AM	8.0
3 WBBM-AM	7.2	WLOO-FM	6.4	WLOO-FM	7.0
4 WMAQ-AM	6.6	WMAQ-AM	6.3	WBBM-AM	7.0
5 WLS -AM	6.4	WLS -AM	6.0	WLUP-FM	5.3
6 WBMX-FM	5.0	WIND-AM	4.7	WMAQ-AM	4.8
7 WLAK-FM	3.9	WBMX-FM	4.7	WIND-AM	4.7
8 WCLR-FM	3.9	WLAK-FM	4.0	WBMX-FM	4.4
9 WFYR-FM	3.6	WVON-AM	3.6	WLAK-FM	4.3
10 WVON-AM	3.4	WVON-AM	3.2	WCLR-FM	3.5
11 WIND-AM	3.1	WLUP-FM	3.2	WVON-AM	3.3
12 WJJD-AM	2.9	WCLR-FM	3.2	WVON-AM	3.0
13 WLUP-FM	2.8	WVON-AM	2.4	WVON-AM	2.8
14 WEFM-FM	2.7	WBBM-AM	2.1	WDAI-FM	2.2
15 WBBM-FM	2.6	WXRT-FM	2.1	WVON-AM	2.1
16 WKQX-FM	2.6	WKQX-FM	2.1	WJJD-AM	2.0
17 WMET-FM	2.2	WMET-FM	2.0	WAIT-AM	2.0
18 WFMT-FM	2.1	WGCI-FM	1.9	WJPC-AM	1.9
19 WXRT-FM	2.0	WJPC-AM	1.8	WGCI-FM	1.9
20 WCFL-AM	1.9	WCFL-AM	1.7	WXRT-FM	1.8
21 WGCI-FM	1.9	WFMT-FM	1.6	WJEZ-FM	1.8
22 WJPC-AM	1.7	WJJD-AM	1.5	WKQX-FM	1.4
23 WAIT-AM	1.5	WAIT-AM	1.4	WMET-FM	1.4
24 WDAI-FM	1.3	WFMT-FM	1.3	WFMT-FM	1.2
25 WJEZ-FM	1.3	WDAI-FM	1.2	WOJO-FM	1.2
26 WOJO-FM	0.9	WVON-AM	0.6	WCFL-AM	0.8
27 WVON-AM	0.6	WYEN-FM	0.6	WYEN-FM	0.7
28 WJOL-AM	0.5	WJOL-AM	0.5	WJOL-AM	0.7
29 WJOL-AM	0.5	WJOL-AM	0.5	WJOL-AM	0.6
30 WYEN-FM	0.5	WOP-AM	0.5	WOP-AM	0.5
31 WNIB-FM	0.5	WNIB-FM	0.4	WVON-AM	0.3
32		WNIB-FM	0.4	WVON-AM	0.3
33		WFLH-FM	0.4	WJOL-AM	0.3
34		WVON-AM	0.4	WNIB-FM	0.3
35		WBEZ-AM	0.4		0.1

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 62564

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WGN -AM	1002	WGN -AM	1283	WGN -AM	1152
2 WLOO-FM	729	WBBM-AM	781	WLS -AM	830
3 WBBM-AM	707	WLOO-FM	673	WLOO-FM	728
4 WMAQ-AM	649	WMAQ-AM	667	WBBM-AM	724
5 WLS -AM	625	WLS -AM	631	WLUP-FM	555
6 WBMX-FM	489	WIND-AM	497	WMAQ-AM	498
7 WLAK-FM	383	WBMX-FM	497	WIND-AM	490
8 WCLR-FM	378	WLAK-FM	422	WBMX-FM	456
9 WFYR-FM	352	WVON-AM	381	WLAK-FM	445
10 WVON-AM	332	WVON-AM	334	WCLR-FM	365

M-F, 6-10am

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WGN -AM		WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WBBM-AM		WBBM-AM	WBBM-AM	WBBM-AM	WBBM-AM
3 WLS -AM		WLS -AM	WLS -AM	WLS -AM	WLS -AM
4 WMAQ-AM		WMAQ-AM	WMAQ-AM	WLUP-FM	WLOO-FM
5 WLOO-FM		WIND-AM	WIND-AM	WLOO-FM	WMAQ-AM
6 WIND-AM		WLOO-FM	WLUP-FM	WMAQ-AM	WLUP-FM
7 WVON-AM		WBMX-FM	WLOO-FM	WIND-AM	WIND-AM
8 WBMX-FM		WVON-AM	WCLR-FM	WBMX-FM	WLAK-FM
9 WFYR-FM		WCLR-FM	WLAK-FM	WLAK-FM	WBMX-FM
10 WCLR-FM		WVON-AM	WBMX-FM	WVON-AM	WVON-AM

M-F, 3-7pm

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WGN -AM		WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WLOO-FM		WLS -AM	WLS -AM	WLOO-FM	WLOO-FM
3 WMAQ-AM		WBBM-AM	WLOO-FM	WLS -AM	WLS -AM
4 WLS -AM		WLOO-FM	WLUP-FM	WLUP-FM	WLAK-FM
5 WBMX-FM		WMAQ-AM	WMAQ-AM	WBMX-FM	WLUP-FM
6 WBBM-AM		WLAK-FM	WBBM-AM	WBBM-AM	WMAQ-AM
7 WLAK-FM		WBMX-FM	WBMX-FM	WLAK-FM	WBBM-AM
8 WCLR-FM		WVON-AM	WLAK-FM	WMAQ-AM	WBMX-FM
9 WFYR-FM		WVON-AM	WVON-AM	WVON-AM	WCLR-FM
10 WLUP-FM		WCLR-FM	WVON-AM	WCLR-FM	WIND-AM

Teens  
M-S, 6am-Midnight  
POP(00): 8229

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WLS -AM		WLS -AM	WLS -AM	WLUP-FM	WLUP-FM
2 WEFM-FM		WVON-AM	WVON-AM	WVON-AM	WLS -AM
3 WBMX-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM

M-F, 6-10am

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WLS -AM		WLS -AM	WLS -AM	WLUP-FM	WLUP-FM
2 WVON-AM		WVON-AM	WVON-AM	WLS -AM	WLS -AM
3 WEFM-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM

M-F, 3-7pm

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WLS -AM		WLS -AM	WLS -AM	WLUP-FM	WLUP-FM
2 WEFM-FM		WVON-AM	WVON-AM	WLS -AM	WLS -AM
3 WBMX-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 22546

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WBMX-FM		WLS -AM	WLUP-FM	WLUP-FM	WLS -AM
2 WLS -AM		WBMX-FM	WLS -AM	WBMX-FM	WLUP-FM
3 WFYR-FM		WVON-AM	WVON-AM	WLS -AM	WBMX-FM
4 WLUP-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM
5 WCLR-FM		WMAQ-AM	WCLR-FM	WVON-AM	WVON-AM
6 WMAQ-AM		WVON-AM	WVON-AM	WVON-AM	WVON-AM
7 WXRT-FM		WCLR-FM	WVON-AM	WVON-AM	WVON-AM
8 WKQX-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM
9 WBBM-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM
10 WGCI-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM

M-F, 6-10am

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WLS -AM		WLS -AM	WLS -AM	WLUP-FM	WLS -AM
2 WGN -AM		WGN -AM	WGN -AM	WLUP-FM	WLUP-FM
3 WBMX-FM		WMAQ-AM	WGN -AM	WVON-AM	WVON-AM
4 WFYR-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM
5 WMAQ-AM		WVON-AM	WVON-AM	WVON-AM	WVON-AM
6 WCLR-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM
7 WLUP-FM		WLUP-FM	WMAQ-AM	WMAQ-AM	WCLR-FM
8 WDAI-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM
9 WIND-AM		WVON-AM	WVON-AM	WVON-AM	WVON-AM
10 WBBM-FM		WVON-AM	WVON-AM	WVON-AM	WVON-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 30183

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WGN -AM		WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WMAQ-AM		WMAQ-AM	WLOO-FM	WLS -AM	WLOO-FM
3 WLUP-FM		WBBM-AM	WLS -AM	WLOO-FM	WLAK-FM
4 WLS -AM		WLOO-FM	WBBM-AM	WBMX-FM	WBBM-AM
5 WBBM-AM		WLS -AM	WMAQ-AM	WBBM-AM	WLS -AM
6 WCLR-FM		WCLR-FM	WCLR-FM	WMAQ-AM	WMAQ-AM
7 WBMX-FM		WLAK-FM	WLAK-FM	WLAK-FM	WCLR-FM
8 WFYR-FM		WBMX-FM	WBMX-FM	WCLR-FM	WCLR-FM
9 WLAK-FM		WVON-AM	WVON-AM	WIND-AM	WBMX-FM
10 WJJD-AM		WIND-AM	WIND-AM	WVON-AM	WJEZ-FM

M-F, 6-10am

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WGN -AM		WGN -AM	WGN -AM	WGN -AM	WGN -AM
2 WMAQ-AM		WMAQ-AM	WLS -AM	WLS -AM	WBBM-AM
3 WLS -AM		WBBM-AM	WBBM-AM	WBBM-AM	WLS -AM
4 WBBM-AM		WLS -AM	WMAQ-AM	WLOO-FM	WLOO-FM
5 WLOO-FM		WLOO-FM	WLOO-FM	WMAQ-AM	WMAQ-AM
6 WIND-AM		WCLR-FM	WCLR-FM	WIND-AM	WLAK-FM
7 WCLR-FM		WIND-AM	WLAK-FM	WBMX-FM	WVON-AM
8 WBMX-FM		WVON-AM	WVON-AM	WVON-AM	WBMX-FM
9 WFYR-FM		WBMX-FM	WVON-AM	WLUP-FM	WCLR-FM
10 WLAK-FM		WLAK-FM	WBMX-FM	WLAK-FM	WLUP-FM

*“WFYR... is one of the glittering jewels of Chicago radio. It’s not only the city’s finest FM station by far; it also could be the best and most responsible FMer in America.”*

*—Gary Deeb*

*Chicago Tribune Radio-TV Critic*

**WFYR  103  $\frac{1}{2}$  FM**  
*RKO Radio for Chicago*

*Reprinted courtesy of the Chicago Tribune*



## O/N '79 Market Overview

The fall results here perpetuate Cleveland's reputation as one of the best markets for Beautiful Music. As in the spring results, the top two stations are **WDOK** and **WQAL**, this time with **WDOK** on top. **WQAL** is number one 35-64, with **WDOK** not far behind, and both stations also score well in adults 25-54. **WQAL** saw its 25-54 average and cume figures slip, while **WDOK** gained in both areas. Outside advertising, which may have helped **WDOK** to its successes, included TV schedule and a heavier usage than before of busboards. **WDOK** uses the **Churchill** syndication format with live announcers.

A real success story in this Cleveland-survey is Country **WHK**. **WHK** gains almost two shares, 12+, but the real story is in adults 25-54. In this key demo **WHK** improved its share 63% and is now the top station among adults 25-54. **WHK** also scores well in the cell of adults 35-64, placing second here. **WHK** scored well last fall also, so perhaps these numbers are helped by the station's carrying the popular football Cleveland Browns. Promotions for **WHK** included tie-in with the Browns, plus a cash connection contest designed to build maintenance. TV was used to back the promotions and to enhance the station's image. With the return of **Ron Jones** as PD and the hiring of new afternoon personalities, **WHK**'s sound was looking to be brighter than in the past.

Among the young adult-oriented stations, AOR leader **WMMS** remains king of the hill. Although the station's 12+ share went up only marginally, **WMMS**'s share of adults 18-34 went up significantly. The Buzzard now has about 18% of this key demo, versus around 16% in the spring book. Outside advertising for **WMMS** concentrated mostly on TV, with some newspaper also. On-air promotions included giving away a Honda auto and giving away trips to England in conjunction with a Beatlemania event.

Other strong stations which maintained a good posture in the O/N '79 results include P/A station **WGAR**, Top 40 **WGCL**, and News station **WERE**.

A station which saw its share increase significantly was Dancemusic **WDMT**. While this station did show some increase in adults 18-34, **WDMT**'s big boost came from a huge increase in teen audience. Programming and air staff remained the same compared to the spring book, and the advertising budget concentrated on the use of busboards.

Two stations which saw their numbers go in the wrong direction were Black-formatted **WJMO** and P/A station **WWWE**. **WJMO**'s 12-34 numbers slipped slightly, while **WWWE** saw its 25-54 share drop by almost 40%.

**Arbitron** implemented ESF in this Cleveland survey, with the best additional diary return coming from those in the 12-34 demos. Overall, 300 more diaries were received in the metro in this book than in the A/M '79 report.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP (00): 16058

O/N '78	J/F '79	A/M '79	O/N '79
1 WRK -AM	9.2	10.6	9.7
2 WQAL-FM	8.6	9.2	9.9
3 WDOK-FM	8.5	7.2	9.8
4 WMMS-FM	7.9	6.8	8.9
5 WJMO-AM	6.2	5.7	7.2
6 WVVH-FM	5.8	5.5	7.1
7 WWWE-AM	5.7	5.5	6.3
8 WERE-AM	5.6	5.2	6.2
9 WGAR-AM	5.4	5.1	5.8
10 WKSW-FM	4.7	5.0	5.5
11 WJW -AM	4.4	4.6	5.2
12 WGCL-FM	3.8	4.1	4.2
13 WZZP-FM	2.9	3.7	3.8
14 WBBG-AM	2.6	3.2	2.9
15 WDMT-FM	2.1	3.2	2.3
16 WCLV-FM	1.8	2.5	2.3
17 CKLV-AM	1.4	1.2	1.8
18 WZAK-FM	1.3	1.1	1.8
19 WLYT-FM	1.1	1.0	1.3
20 WKDD-FM	1.0	1.0	1.4
21 WSLR-AM	0.9	0.9	1.3
22 WABQ-AM	0.8	0.6	1.0
23 WDBN-FM	0.7	0.6	0.8
24 WBEA-FM	0.6	0.6	0.8
25 WELW-AM	0.5	0.6	0.5
26 WSDH-AM	0.4	0.4	0.5

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP (00): 16058

O/N '78	J/F '79	A/M '79	O/N '79
1 WRK -AM	225	265	242
2 WQAL-FM	211	230	240
3 WDOK-FM	207	178	219
4 WMMS-FM	194	170	195
5 WJMO-AM	151	143	172
6 WVVH-FM	142	138	172
7 WWWE-AM	140	136	171
8 WERE-AM	136	129	139
9 WGAR-AM	132	127	133
10 WKSW-FM	114	124	112

M-F, 6-10am	WERE-AM	WRK -AM	WHK -AM
1 WRK -AM	WERE-AM	WRK -AM	WHK -AM
2 WWWE-AM	WHK -AM	WGAR-AM	WQAL-FM
3 WDOK-FM	WQAL-FM	WQAL-FM	WDOK-FM
4 WQAL-FM	WGAR-AM	WERE-AM	WQAL-FM
5 WERE-AM	WMMS-FM	WGCL-FM	WERE-AM
6 WMMS-FM	WWWE-AM	WMMS-FM	WMMS-FM
7 WGAR-AM	WJW -AM	WDOK-FM	WJW -AM
8 WJMO-AM	WGCL-FM	WJW -AM	WJMO-AM
9 WWWH-FM	WJMO-AM	WJMO-AM	WGCL-FM
10 WJW -AM	WDOK-FM	WWWE-AM	WWWE-AM

M-F, 3-7pm	WQAL-FM	WMMS-FM	WQAL-FM	WDOK-FM
1 WQAL-FM	WQAL-FM	WMMS-FM	WQAL-FM	WDOK-FM
2 WDOK-FM	WMMS-FM	WDOK-FM	WMMS-FM	WMMS-FM
3 WJMO-AM	WERE-AM	WGCL-FM	WJMO-AM	WGCL-FM
4 WMMS-FM	WGCL-FM	WGAR-AM	WMMS-FM	WGAR-AM
5 WRK -AM	WHK -AM	WJMO-AM	WRK -AM	WERE-AM
6 WERE-AM	WGAR-AM	WERE-AM	WERE-AM	WHK -AM
7 WKSJ-FM	WGAR-AM	WDOK-FM	WHK -AM	WJMO-AM
8 WWWH-FM	WDOK-FM	WJW -AM	WWWH-FM	WJW -AM
9 WWWE-AM	WJW -AM	WKSJ-FM	WWWE-AM	WLYT-FM
10 WJW -AM	WKSJ-FM			

Teens  
M-S, 6am-Midnight  
POP (00): 2059

O/N '78	J/F '79	A/M '79	O/N '79
1 WWWH-FM	WMMS-FM	WGCL-FM	WGCL-FM
2 WJMO-AM	WZZP-FM	WMMS-FM	WMMS-FM
3 WMMS-FM	WGCL-FM	WJMO-AM	WLYT-FM

M-F, 6-10am	WGCL-FM	WGCL-FM	WGCL-FM
1 WWWH-FM	WGCL-FM	WGCL-FM	WGCL-FM
2 WJMO-AM	WWWH-FM	WJMO-AM	WMMS-FM
3 WMMS-FM	WMMS-FM		WJMO-AM

M-F, 3-7pm	WMMS-FM	WWWH-FM	WGCL-FM
1 WJMO-AM	WMMS-FM	WWWH-FM	WGCL-FM
2 WWWH-FM	WJMO-AM	WGCL-FM	WLYT-FM
3 WZZP-FM	WZZP-FM	WJMO-AM	WMMS-FM

Adults 18-34  
M-S, 6am-Midnight  
POP (00): 5453

O/N '78	J/F '79	A/M '79	O/N '79
1 WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
3 WWWH-FM	WGCL-FM	WGCL-FM	WGCL-FM
4 WRK -AM	WWWH-FM	WWWH-FM	WJMO-AM
5 WJMO-AM	WHK -AM	WJMO-AM	WHK -AM
6 WGCL-FM	WWWE-AM	WWWE-AM	WDMT-FM
7 WWWE-AM	WQAL-FM	WZZP-FM	WWWH-FM
8 WDMT-FM	WDOK-FM	WDMT-FM	WZZP-FM
9 WQAL-FM	WJMO-AM	WKDD-FM	WWWE-AM
10 WKSJ-FM	WZZP-FM	WQAL-FM	WDOK-FM

M-F, 6-10am	WMMS-FM	WGAR-AM	WMMS-FM
1 WMMS-FM	WMMS-FM	WGAR-AM	WMMS-FM
2 WGAR-AM	WGAR-AM	WMMS-FM	WGAR-AM
3 WRK -AM	WGCL-FM	WGCL-FM	WHK -AM
4 WWWH-FM	WHK -AM	WJMO-AM	WJMO-AM
5 WWWE-AM	WWWH-FM	WWWH-FM	WGCL-FM
6 WJMO-AM	WJMO-AM	WHK -AM	WWWE-AM
7 WGCL-FM	WQAL-FM	WQAL-FM	WDMT-FM
8 WWWE-AM	WWWH-FM	WQAL-FM	WDOK-FM
9 WKSJ-FM	WZZP-FM	WZZP-FM	WWWH-FM
10 WDMT-FM	WDOK-FM	WKSJ-FM	WQAL-FM

M-F, 3-7pm	WMMS-FM	WMMS-FM	WMMS-FM
1 WMMS-FM	WMMS-FM	WMMS-FM	WMMS-FM
2 WGAR-AM	WGAR-AM	WGAR-AM	WGAR-AM
3 WJMO-AM	WGCL-FM	WGCL-FM	WGCL-FM
4 WWWH-FM	WWWH-FM	WWWH-FM	WJMO-AM
5 WRK -AM	WDMT-FM	WJMO-AM	WZZP-FM
6 WDMT-FM	WWWE-AM	WDMT-FM	WDMT-FM
7 WGCL-FM	WQAL-FM	WQAL-FM	WLYT-FM
8 WWWE-AM	WRK -AM	WWWE-AM	WWWE-AM
9 WKSJ-FM	WDOK-FM	WZZP-FM	WWWH-FM
10 WQAL-FM	WBBG-AM	WRK -AM	WDOK-FM

Adults 25-54  
M-S, 6am-Midnight  
POP (00): 7652

O/N '78	J/F '79	A/M '79	O/N '79
1 WRK -AM	WQAL-FM	WQAL-FM	WRK -AM
2 WQAL-FM	WHK -AM	WHK -AM	WQAL-FM
3 WDOK-FM	WGAR-AM	WGAR-AM	WGAR-AM
4 WWWE-AM	WMMS-FM	WWWE-AM	WDOK-FM
5 WGAR-AM	WKSJ-FM	WKSJ-FM	WJW -AM
6 WJW -AM	WJW -AM	WGCL-FM	WMMS-FM
7 WMMS-FM	WWWE-AM	WJMO-AM	WGCL-FM
8 WKSJ-FM	WDOK-FM	WKSJ-FM	WJMO-AM
9 WERE-AM	WGCL-FM	WMMS-FM	WERE-AM
10 WJMO-AM	WJMO-AM	WCLV-FM	WERE-AM

M-F, 6-10am	WGAR-AM	WGAR-AM	WHK -AM
1 WRK -AM	WGAR-AM	WGAR-AM	WHK -AM
2 WWWE-AM	WQAL-FM	WQAL-FM	WGAR-AM
3 WQAL-FM	WHK -AM	WHK -AM	WQAL-FM
4 WGAR-AM	WWWE-AM	WGCL-FM	WDOK-FM
5 WDOK-FM	WERE-AM	WERE-AM	WJW -AM
6 WERE-AM	WJW -AM	WWWE-AM	WJMO-AM
7 WJW -AM	WKSJ-FM	WJW -AM	WWWE-AM
8 WMMS-FM	WMMS-FM	WMMS-FM	WERE-AM
9 WJMO-AM	WJMO-AM	WDOK-FM	WMMS-FM
10 WKSJ-FM	WBBG-AM	WKSJ-FM	WGCL-FM

M-F, 3-7pm	WQAL-FM	WQAL-FM	WQAL-FM
1 WQAL-FM	WQAL-FM	WQAL-FM	WQAL-FM
2 WRK -AM	WHK -AM	WDOK-FM	WGAR-AM
3 WDOK-FM	WGAR-AM	WDOK-FM	WDOK-FM
4 WWWE-AM	WJW -AM	WWWE-AM	WRK -AM
5 WKSJ-FM	WMMS-FM	WHK -AM	WJW -AM
6 WJW -AM	WWWE-AM	WJMO-AM	WMMS-FM
7 WGAR-AM	WKSJ-FM	WKSJ-FM	WERE-AM
8 WMMS-FM	WGCL-FM	WGCL-FM	WGCL-FM
9 WERE-AM	WJW -AM	WJW -AM	WJMO-AM
10 WJMO-AM	WBBG-AM	WMMS-FM	WWWE-AM

# WIMMS 101 FM



**RADIO STATION OF THE YEAR**  
in the  
**1979 Rolling Stone Readers' Poll**  
and Cleveland's  
**#1 Young Adult Station**

**#1 Men 18-34, Metro, TSA, ADI\***  
**#1 Women, 18-34, Metro, TSA, ADI**  
**#1 Adults, 18-34, Metro, TSA, ADI**

\*All figures 6am-mid., Mon.-Sun. Avg. Qtr. Hr. Source: Oct./Nov. Cleveland Arbitron, subject to limitations stated by Arbitron.

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 A MALRITE STATION



Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP (00): 16058

O/N '78	J/F '79	A/M '79	O/N '79
1 WRK -AM	3602	WGCL-FM	2879
2 WGAR-AM	2734	WQAL-FM	2867
3 WQAL-FM	2725	WERE-AM	2841
4 WWWE-AM	2680	WGAR-AM	2826
5 WMMS-FM	2646	WMMS-FM	2757
6 WDOK-FM	2625	WRK -AM	2551
7 WWWW-FM	2572	WWWE-AM	2525
8 WERE-AM	2467	WWWH-FM	2160
9 WGCL-FM	2185	WDOK-FM	1999
10 WJW -AM	1923	WZZP-FM	1974

M-F, 6-10am

O/N '78	J/F '79	A/M '79	O/N '79
1 WRK -AM	3602	WGCL-FM	2879
2 WGAR-AM	2734	WQAL-FM	2867
3 WQAL-FM	2725	WERE-AM	2841
4 WWWE-AM	2680	WGAR-AM	2826
5 WMMS-FM	2646	WMMS-FM	2757
6 WDOK-FM	2625	WRK -AM	2551
7 WWWW-FM	2572	WWWE-AM	2525
8 WERE-AM	2467	WWWH-FM	2160
9 WGCL-FM	2185	WDOK-FM	1999
10 WJW -AM	1923	WZZP-FM	1974

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	O/N '79
1 WMMS-FM	3602	WGCL-FM	2879
2 WQAL-FM	2734	WQAL-FM	2867
3 WWWW-FM	2725	WQAL-FM	2867
4 WERE-AM	2680	WQAL-FM	2867
5 WDOK-FM	2625	WQAL-FM	2867
6 WRK -AM	2572	WQAL-FM	2867
7 WWWE-AM	2467	WQAL-FM	2867
8 WGAR-AM	2185	WQAL-FM	2867
9 WJMO-AM	1923	WQAL-FM	2867
10 WGCL-FM		WQAL-FM	2867

Teens  
M-S, 6am-Midnight  
POP (00): 2059

O/N '78	J/F '79	A/M '79	O/N '79
1 WWWW-FM	3602	WGCL-FM	2879
2 WZZP-FM	2734	WZZP-FM	1974
3 WMMS-FM	2725	WZZP-FM	1974

M-F, 6-10am

O/N '78	J/F '79	A/M '79	O/N '79
1 WWWW-FM	3602	WGCL-FM	2879
2 WMMS-FM	2734	WZZP-FM	1974
3 WZZP-FM	2725	WZZP-FM	1974

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	O/N '79
1 WWWW-FM	3602	WGCL-FM	2879
2 WZZP-FM	2734	WZZP-FM	1974
3 WMMS-FM	2725	WZZP-FM	1974

Adults 18-34  
M-S, 6am-Midnight  
POP (00): 5453

O/N '78	J/F '79	A/M '79	O/N '79
1 WMMS-FM	3602	WGCL-FM	2879
2 WGAR-AM	2734	WQAL-FM	2867
3 WWWW-FM	2725	WQAL-FM	2867
4 WGCL-FM	2680	WQAL-FM	2867
5 WRK -AM	2646	WQAL-FM	2867
6 WWWE-AM	2625	WQAL-FM	2867
7 WZZP-FM	2572	WQAL-FM	2867
8 WJMO-AM	2467	WQAL-FM	2867
9 WDHT-FM	2185	WQAL-FM	2867
10 WDOK-FM	1923	WQAL-FM	2867

M-F, 6-10am

O/N '78	J/F '79	A/M '79	O/N '79
1 WMMS-FM	3602	WGCL-FM	2879
2 WGAR-AM	2734	WQAL-FM	2867
3 WWWW-FM	2725	WQAL-FM	2867
4 WRK -AM	2680	WQAL-FM	2867
5 WWWE-AM	2646	WQAL-FM	2867
6 WGCL-FM	2625	WQAL-FM	2867
7 WJMO-AM	2572	WQAL-FM	2867
8 WZZP-FM	2467	WQAL-FM	2867
9 WDHT-FM	2185	WQAL-FM	2867
10 WQAL-FM	1923	WQAL-FM	2867

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	O/N '79
1 WMMS-FM	3602	WGCL-FM	2879
2 WGAR-AM	2734	WQAL-FM	2867
3 WWWW-FM	2725	WQAL-FM	2867
4 WGCL-FM	2680	WQAL-FM	2867
5 WJMO-AM	2646	WQAL-FM	2867
6 WWWE-AM	2625	WQAL-FM	2867
7 WZZP-FM	2572	WQAL-FM	2867
8 WRK -AM	2467	WQAL-FM	2867
9 WQAL-FM	2185	WQAL-FM	2867
10 WDHT-FM	1923	WQAL-FM	2867

Adults 25-54  
M-S, 6am-Midnight

O/N '78	J/F '79	A/M '79	O/N '79
1 WRK -AM	3602	WGCL-FM	2879
2 WWWE-AM	2734	WQAL-FM	2867
3 WGAR-AM	2725	WQAL-FM	2867
4 WQAL-FM	2680	WQAL-FM	2867
5 WDOK-FM	2646	WQAL-FM	2867
6 WERE-AM	2625	WQAL-FM	2867
7 WJW -AM	2572	WQAL-FM	2867
8 WMMS-FM	2467	WQAL-FM	2867
9 WKSJ-FM	2185	WQAL-FM	2867
10 WWWW-FM	1923	WQAL-FM	2867

M-F, 6-10am

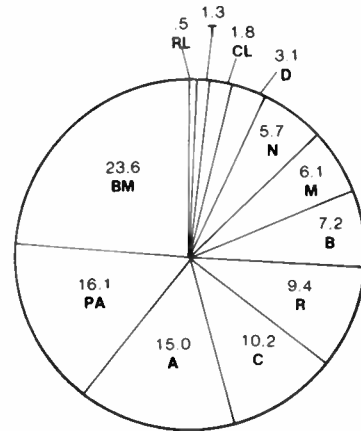
O/N '78	J/F '79	A/M '79	O/N '79
1 WRK -AM	3602	WGCL-FM	2879
2 WGAR-AM	2734	WQAL-FM	2867
3 WWWE-AM	2725	WQAL-FM	2867
4 WQAL-FM	2680	WQAL-FM	2867
5 WERE-AM	2646	WQAL-FM	2867
6 WDOK-FM	2625	WQAL-FM	2867
7 WJW -AM	2572	WQAL-FM	2867
8 WMMS-FM	2467	WQAL-FM	2867
9 WJMO-AM	2185	WQAL-FM	2867
10 WKSJ-FM	1923	WQAL-FM	2867

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	O/N '79
1 WQAL-FM	3602	WQAL-FM	2867
2 WWWE-AM	2734	WQAL-FM	2867
3 WRK -AM	2725	WQAL-FM	2867
4 WGAR-AM	2680	WQAL-FM	2867
5 WERE-AM	2646	WQAL-FM	2867
6 WDOK-FM	2625	WQAL-FM	2867
7 WJW -AM	2572	WQAL-FM	2867
8 WMMS-FM	2467	WQAL-FM	2867
9 WKSJ-FM	2185	WQAL-FM	2867
10 WJMO-AM	1923	WQAL-FM	2867

Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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# Columbus, OH

METRO RANK

35

## /N '79 Market Overview

As in many markets in the fall of '79, diary return ferences in Columbus may have affected the rvey estimates. In the A/M '79 sweep Arbitron t back 981 usable diaries in the metro. In the '79 survey, 1429 were retrieved, a 46% in- ease. This book appears to be "younger" than the ring results, so more diaries fell into the 12-34 lls proportionately than into the older demos.

Two big winners in all this are **WTVN (P/A)** and **JR WLVO**. Even though WTVN lost its morning an to another station, it was able to move up from rd place to become the leading station in Colum- is. Promotional tie-ins with the Ohio State football am may have helped, as every Monday the stan gave away "Buckeye Bucks," \$1000 bills which ent to lucky listeners. Outside advertising for TVN was concentrated in TV (80%), with the bal- ice spent for busboards and newspapers ads. As result of these efforts, WTVN's 25-54 share im- oved to the point that WTVN is now tops in this mo. WLVO showed the most dramatic rise in Col- umbus. This **Superstars AOR** entry saw increases teens and young women, but the largest boost me from young men. Among adults 18-34, WLVO's are rose from less than 14% to dominate with a ore in the 22 range. Outside advertising mainly ed TV, but busboards and bumper stickers 0,000) helped make the station visible.

Beautiful Music **WBNS-FM** had a stable book and a solid #3 in the market. WBNS-FM's dip was ap- arently due to a softening in its 25-54 audience. Top 40 station **WNCI** dropped from its top perch rank fourth. Advertising consisted of TV, billboards, s-side and cab tops, but the station saw its teen id young adult audience erode. WNCI's share of e 18-34 market dropped by a third, and the sta- n now trails WLVO in this demo cell.

Finally, P/A station **WBNS-AM** received glad tidings m Arbitron. The station saw its share of the 25- 4 audience improve by 30%, perhaps due to a mar- r promotion which gave away trips to Disneyworld. ouse advertising consisted primarily of TV and lboards, with the overall ad total lower than in evious efforts.

M-F, 6-10am

1	WTVN-AM	WTVN-AM	WTVN-AM
2	WNCI-FM	WNCI-FM	WBNS-AM
3	WBNS-FM	WBNS-FM	WNCI-FM
4	WBNS-AM	WBNS-AM	WLVO-FM
5	WCOL-AM	WMNI-AM	WBNS-FM

M-F, 3-7pm

1	WTVN-AM	WNCI-FM	WBNS-FM
2	WBNS-FM	WBNS-FM	WLVO-FM
3	WLVO-FM	WTVN-AM	WTVN-AM
4	WNCI-FM	WLVO-FM	WNCI-FM
5	WXGT-FM	WXGT-FM	WXGT-FM

Teens  
M-S, 6am-Midnight  
POP(00): 1107

O/N '78	A/M '79	O/N '79
1	WNCI-FM	WNCI-FM
2	WXGT-FM	WLVO-FM
3	WLVO-FM	WNCI-FM

M-F, 6-10am

1	WNCI-FM	WNCI-FM	WLVO-FM
2	WXGT-FM	WXGT-FM	WNCI-FM
3	WLVO-FM	WLVO-FM	WXGT-FM

M-F, 3-7pm

1	WNCI-FM	WNCI-FM	WXGT-FM
2	WXGT-FM	WXGT-FM	WLVO-FM
3	WLVO-FM	WLVO-FM	WNCI-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3726

O/N '78	A/M '79	O/N '79
1	WLVO-FM	WNCI-FM
2	WNCI-FM	WXGT-FM
3	WXGT-FM	WLVO-FM
4	WCOL-AM	WTVN-AM
5	WTVN-AM	WBNS-AM

M-F, 6-10am

1	WNCI-FM	WNCI-FM	WLVO-FM
2	WTVN-AM	WXGT-FM	WNCI-FM
3	WXGT-FM	WLVO-FM	WBNS-AM
4	WCOL-AM	WTVN-AM	WTVN-AM
5	WLVO-FM	WBNS-AM	WXGT-FM

M-F, 3-7pm

1	WLVO-FM	WNCI-FM	WLVO-FM
2	WXGT-FM	WLVO-FM	WNCI-FM
3	WNCI-FM	WXGT-FM	WXGT-FM
4	WCOL-AM	WBNS-FM	WTVN-AM
5	WTVN-AM	WBNS-AM	WCOL-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4321

O/N '78	A/M '79	O/N '79
1	WTVN-AM	WBNS-FM
2	WBNS-FM	WTVN-AM
3	WNCI-FM	WNCI-FM
4	WMNI-AM	WBNS-AM
5	WCOL-AM	WCOL-AM

M-F, 6-10am

1	WTVN-AM	WTVN-AM	WTVN-AM
2	WBNS-AM	WBNS-FM	WBNS-AM
3	WBNS-FM	WNCI-FM	WNCI-FM
4	WNCI-FM	WBNS-AM	WBNS-FM
5	WMNI-AM	WMNI-AM	WLVO-FM

M-F, 3-7pm

1	WTVN-AM	WBNS-FM	WTVN-AM
2	WBNS-FM	WTVN-AM	WBNS-FM
3	WNCI-FM	WNCI-FM	WBNS-AM
4	WCOL-AM	WBNS-AM	WNCI-FM
5	WBNS-AM	WLVO-FM	WLVO-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 9070

O/N '78	A/M '79	O/N '79
1	WTVN-AM 3155	WNCI-FM 2659
2	WNCI-FM 2549	WTVN-AM 2610
3	WCOL-AM 2237	WBNS-FM 2232
4	WBNS-AM 1972	WCOL-AM 1982
5	WBNS-FM 1931	WBNS-AM 1961

M-F, 8-10am

1	WTVN-AM	WTVN-AM	WTVN-AM
2	WNCI-FM	WNCI-FM	WNCI-FM
3	WCOL-AM	WBNS-AM	WBNS-AM
4	WBNS-AM	WBNS-FM	WLVO-FM
5	WBNS-FM	WCOL-AM	WBNS-FM

M-F, 3-7pm

1	WTVN-AM	WNCI-FM	WTVN-AM
2	WCOL-AM	WTVN-AM	WNCI-FM
3	WNCI-FM	WBNS-FM	WLVO-FM
4	WBNS-FM	WXGT-FM	WBNS-FM
5	WXGT-FM	WBNS-AM	WBNS-AM

Teens  
M-S, 6am-Midnight  
POP(00): 1107

O/N '78	A/M '79	O/N '79
1	WNCI-FM	WNCI-FM
2	WXGT-FM	WXGT-FM
3	WCOL-AM	WLVO-FM

M-F, 6-10am

1	WNCI-FM	WNCI-FM	WNCI-FM
2	WXGT-FM	WXGT-FM	WLVO-FM
3	WCOL-AM	WLVO-FM	WXGT-FM

M-F, 3-7pm

1	WNCI-FM	WNCI-FM	WNCI-FM
2	WXGT-FM	WXGT-FM	WXGT-FM
3	WCOL-AM	WLVO-FM	WLVO-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3726

O/N '78	A/M '79	O/N '79
1	WNCI-FM	WNCI-FM
2	WCOL-AM	WXGT-FM
3	WTVN-AM	WCOL-AM
4	WXGT-FM	WLVO-FM
5	WLVO-FM	WBNS-AM

M-F, 6-10am

1	WNCI-FM	WNCI-FM	WNCI-FM
2	WCOL-AM	WXGT-FM	WLVO-FM
3	WTVN-AM	WLVO-FM	WXGT-FM
4	WXGT-FM	WCOL-AM	WBNS-AM
5	WBNS-AM	WBNS-AM	WTVN-AM

M-F, 3-7pm

1	WCOL-AM	WNCI-FM	WLVO-FM
2	WXGT-FM	WXGT-FM	WNCI-FM
3	WLVO-FM	WLVO-FM	WXGT-FM
4	WNCI-FM	WCOL-AM	WCOL-AM
5	WTVN-AM	WBNS-AM	WBNS-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4321

O/N '78	A/M '79	O/N '79
1	WTVN-AM	WTVN-AM
2	WBNS-FM	WBNS-FM
3	WNCI-FM	WBNS-AM
4	WBNS-AM	WNCI-FM
5	WCOL-AM	WCOL-AM

M-F, 6-10am

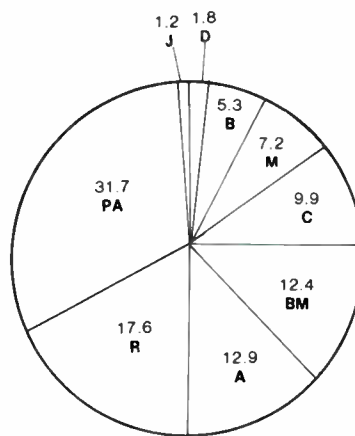
1	WTVN-AM	WTVN-AM	WTVN-AM
2	WBNS-AM	WBNS-AM	WBNS-AM
3	WBNS-FM	WBNS-FM	WNCI-FM
4	WNCI-FM	WLVO-FM	WBNS-FM
5	WCOL-AM	WCOL-AM	WMNI-AM

M-F, 3-7pm

1	WTVN-AM	WTVN-AM	WTVN-AM
2	WBNS-FM	WBNS-AM	WBNS-AM
3	WCOL-AM	WBNS-AM	WBNS-FM
4	WNCI-FM	WNCI-FM	WNCI-FM
5	WBNS-AM	WCOL-AM	WLVO-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beau-  
tiful Music, C-Country, CL-Classical, D-  
Dancemusic, J-Jazz, M-Miscellaneous,  
N-News, O-Oldies, PA-Pop/Adult, R-  
Rock, RL-Religious, S-Spanish, T-Talk.

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 9070

O/N '78	A/M '79	O/N '79
WTVN-AM	14.5	WNCI-FM 14.0
WNCI-FM	11.6	WBNS-FM 12.6
WBNS-FM	11.3	WTVN-AM 12.2
WLVO-FM	8.9	WXGT-FM 8.0
WXGT-FM	8.0	WLVO-FM 7.9
WCOL-AM	7.3	WBNS-AM 7.2
WBNS-AM	6.5	WMNI-AM 7.0
WMNI-AM	5.2	WCOL-AM 6.1
WVVO-FM	3.8	WRMZ-FM 2.9
WRFD-AM	2.7	WVVO-FM 2.7
WVVO-FM	2.7	WHOK-FM 2.4
WBBY-FM	2.2	WVVO-FM 2.3
WHOK-FM	2.0	WLW -AM 1.8
WDLR-AM	1.6	WBBY-FM 1.7
WHOK-AM	1.3	WRFD-AM 1.4
WRMZ-FM	1.3	WNRE-FM 1.2
WLW -AM	0.6	WHOK-AM 1.1

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 9070

O/N '78	A/M '79	O/N '79
1	WTVN-AM 185	WNCI-FM 185
2	WNCI-FM 149	WBNS-FM 166
3	WBNS-FM 144	WTVN-AM 161
4	WLVO-FM 114	WXGT-FM 106
5	WXGT-FM 102	WLVO-FM 104

# Colorado Springs

METRO RANK

117

## O/N '79 Market Overview

This was the first fall survey in Colorado Springs, and as such Arbitron oversampled to make sure it got enough diaries back (since it has no track record for diary response during the fall). Sure enough, the company got back bunches of diaries — 60% more than in the A/M '79 sweep (596 vs 375). The additional diaries appear to be spread fairly evenly over all the age/sex cells, but future surveys in Colorado Springs are not likely to see the volume of diary return that is evident in this sweep.

Five stations appear to have scored well in this first O/N ratings effort. Leading the market in terms of 12+ and 18-34 shares is AOR KIL0. Not only did KIL0's 12+ share increase by almost 50%, but the station also now has almost 25% of the 18-34 share in the metro. Outside advertising in the form of TV spots and newspaper ads (mainly TV) kept the station in the forefront of the public's mind. On-air promotions included sending people to Denver for major concerts. The usual albums and tickets were also given away.

Beautiful Music KRDO-FM is the new number two station 12+. KRDO-FM's audience skewed a little older in this book, with the station slipping slightly 25-54 but looking better 35-64. Even though its share has eroded somewhat, KRDO-FM is still number one among adults 25-54.

Tied with KRDO-FM for that 25-54 lead is Country KSSS, which gained more than four shares 12+. KSSS spent more on outside media for this book, with 75% of the dollars going into TV, the remainder invested in busboards and benches. Since October was Country Music Month, KSSS tied in a number of promotions on-air, such as record giveaways and feature artists days. During the sweep, spot load was reduced and the station played more hits and fewer album cuts.

Other stations scoring well in this report include P/A KVOR and Beautiful Music KYNR. In particular, KYNR shot from less than a three share of adults 25-54 to a 10+ share in this demo. This was the second book for the station and it will be interesting to see if this trend keeps up for KYNR.

It was a bad book for the Top 40 stations in Colorado Springs. The two leading stations in the A/M '79 report, KYSN and KSPZ, both took severe tumbles in this survey. KYSN saw its young men figures drop by two-thirds, as the station's overall share plummeted from 16.0 to 7.8. KSPZ didn't get hurt quite that badly, but did lose a third of its 12+ audience. Like KYSN, KSPZ's biggest drop came among young adult men.

Please note that station KKFm ran on-air survey announcements during the Arbitron sweep.

(Note: KIIQ-AM&FM are simulcast.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 2373

A/M '78	A/M '79	O/N '79
1 KYSN-AM	11.8	16.0
2 KRDO-FM	11.0	11.8
3 KSSS-AM	11.0	9.0
4 KSPZ-FM	8.3	8.5
5 KVOR-AM	8.0	8.5
6 KIIQ-FM	7.8	7.3
7 KIIQ-AM	5.9	5.5
8 KKFm-FM	5.6	5.0
9 KRDO-AM	5.4	4.8
10 KOA -AM	4.6	4.3
11 KIL0-FM	3.2	3.0
12 KPik-AM	2.7	2.8
13 KXXV-AM	1.9	1.8
14 KINX-FM	1.9	1.8
15 KZLO-FM	1.9	1.3
16 KPUB-FM	1.6	1.0
17 KHOW-AM	0.5	1.0
18 KIMN-AM	0.5	0.8
19 KPRE-AM	0.5	0.5
20 KWYD-FM	0.5	0.5
21 KLZ -AM	0.5	0.5

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2373

A/M '78	A/M '79	O/N '79
1 KYSN-AM	44	64
2 KRDO-FM	41	47
3 KSSS-AM	41	36
4 KSPZ-FM	31	34
5 KVOR-AM	30	34

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KVOR-AM
2 KVOR-AM	KVOR-AM	KSSS-AM
3 KSSS-AM	KSPZ-FM	KILO-FM
4 KRDO-FM	KSSS-AM	KYSN-AM
5 KIIQ-FM	KIIQ-FM	KSPZ-FM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 KSSS-AM	KYSN-AM	KILO-FM
2 KYSN-AM	KSPZ-FM	KRDO-FM
3 KRDO-FM	KILO-FM	KSPZ-FM
4 KSPZ-FM	KRDO-FM	KYSN-AM
5 KKFm-FM	KIIQ-FM	KSSS-AM

Teens  
M-S, 6am-Midnight  
POP(00): 292

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KXXV-AM	KXXV-AM	KKFm-FM

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KKFm-FM
3 KXXV-AM	KKFm-FM	KSPZ-FM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KXXV-AM	KXXV-AM	KKCS-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1104

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KILO-FM
2 KIIQ-FM	KSPZ-FM	KSPZ-FM
3 KSSS-AM	KILO-FM	KYSN-AM
4 KSPZ-FM	KIIQ-FM	KIIQ-FM
5 KKFm-FM	KIIQ-AM	KSSS-AM

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KILO-FM
2 KIIQ-FM	KSPZ-FM	KSPZ-FM
3 KSSS-AM	KIIQ-FM	KYSN-AM
4 KIIQ-AM	KILO-FM	KSSS-AM
5 KRDO-FM	KIIQ-AM	KVOR-AM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 KKFm-FM	KILO-FM	KILO-FM
2 KSPZ-FM	KYSN-AM	KSPZ-FM
3 KSSS-AM	KSPZ-FM	KYSN-AM
4 KIIQ-FM	KIIQ-FM	KIIQ-FM
5 KIIQ-AM	KIIQ-AM	KSSS-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1124

A/M '78	A/M '79	O/N '79
1 KRDO-FM	KRDO-FM	KRDO-FM
2 KSSS-AM	KVOR-AM	KSSS-AM
3 KVOR-AM	KIIQ-FM	KYNR-FM
4 KIIQ-FM	KSSS-AM	KVOR-AM
5 KYSN-AM	KILO-FM	KSPZ-FM

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 KSSS-AM	KVOR-AM	KSSS-AM
2 KVOR-AM	KSSS-AM	KVOR-AM
3 KRDO-FM	KRDO-FM	KRDO-FM
4 KYSN-AM	KIIQ-FM	KRDO-AM
5 KIIQ-FM	KRDO-AM	KKFm-FM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 KSSS-AM	KRDO-FM	KRDO-FM
2 KRDO-FM	KILO-FM	KYNR-FM
3 KYSN-AM	KVOR-AM	KSSS-AM
4 KVOR-AM	KIIQ-FM	KSPZ-FM
5 KIIQ-FM	KSPZ-FM	KILO-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2373

A/M '78	A/M '79	O/N '79
1 KYSN-AM	833	912
2 KSPZ-FM	561	589
3 KRDO-FM	552	525
4 KVOR-AM	501	500
5 KRDO-AM	461	386

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KVOR-AM
2 KVOR-AM	KVOR-AM	KYSN-AM
3 KSSS-AM	KSPZ-FM	KSPZ-FM
4 KRDO-FM	KSSS-AM	KILO-FM
5 KRDO-AM	KIIQ-FM	KSSS-AM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KILO-FM
3 KSSS-AM	KIIQ-FM	KSPZ-FM
4 KRDO-FM	KILO-FM	KRDO-FM
5 KIIQ-FM	KVOR-AM	KSSS-AM

Teens  
M-S, 6am-Midnight  
POP(00): 292

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KXXV-AM	KXXV-AM	KKFm-FM

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KXXV-AM	KXXV-AM	KKFm-FM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KYSN-AM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KXXV-AM	KXXV-AM	KKFm-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1104

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KILO-FM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KKFm-FM	KIIQ-FM	KYSN-AM
4 KIIQ-FM	KILO-FM	KIIQ-FM
5 KIIQ-AM	KIIQ-AM	KKFm-FM

M-F, 6-10am

A/M '78	A/M '79	O/N '79
1 KYSN-AM	KYSN-AM	KILO-FM
2 KSPZ-FM	KSPZ-FM	KSPZ-FM
3 KKFm-FM	KIIQ-FM	KYSN-AM
4 KSSS-AM	KILO-FM	KVOR-AM
5 KIIQ-AM	KIIQ-AM	KIIQ-FM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 KSPZ-FM	KSPZ-FM	KILO-FM
2 KYSN-AM	KYSN-AM	KYSN-AM
3 KKFm-FM	KILO-FM	KSPZ-FM
4 KIIQ-FM	KIIQ-FM	KKFm-FM
5 KSSS-AM	KIIQ-AM	KIIQ-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1124

A/M '78	A/M '79	O/N '79
1 KRDO-FM	KVOR-AM	KVOR-AM
2 KYSN-AM	KRDO-FM	KRDO-FM
3 KVOR-AM	KYSN-AM	KSSS-AM
4 KSSS-AM	KIIQ-FM	KYSN-AM
5 KRDO-AM	KSSS-AM	KOA -AM

M-F, 6-10am

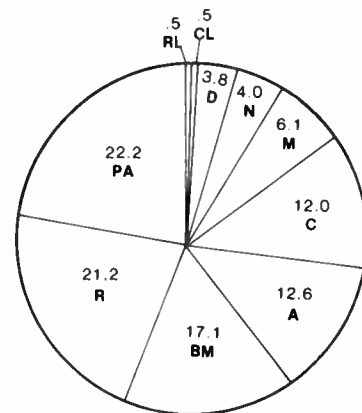
A/M '78	A/M '79	O/N '79
1 KSSS-AM	KVOR-AM	KVOR-AM
2 KVOR-AM	KSSS-AM	KSSS-AM
3 KRDO-FM	KRDO-FM	KRDO-AM
4 KYSN-AM	KIIQ-FM	KRDO-FM
5 KRDO-AM	KYSN-AM	KYSN-AM

M-F, 3-7pm

A/M '78	A/M '79	O/N '79
1 KSSS-AM	KRDO-FM	KSSS-AM
2 KYSN-AM	KVOR-AM	KRDO-FM
3 KRDO-FM	KYSN-AM	KYSN-AM
4 KVOR-AM	KIIQ-FM	KSPZ-FM
5 KIIQ-FM	KSPZ-FM	KVOR-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# Columbia, SC

METRO RANK **89**

## N '79 Market Overview

The leaders in the O/N '78 report, **WIS** and **WNOK**, again the pacesetters in the O/N '79 book. However, the real story in the O/N '79 survey is Black-matted **WOIC**. The station moved up into third place overall, increasing its share by one-third. A station **WIS** leads the market for the third straight book and went up almost three shares. In the 25-54 adults demo **WIS** is number two, with more than 16% of the share in that target group. Second to **WIS** is the Top 40 station **WNOK**. The station gained well overall, becoming even more dominant in teens and improving its already strong share of the 18-34 adults. In this demo **WNOK** is number one, with approximately an 18% share of the listening population.

**WOIC** moved from fifth to third in the 12+ rankings, owing largely to improvements in young adults, especially men. **WOIC** saw its share of the adults 18-34 improve 66%, so that the station now ranks second in this demo.

Country **WCOS-FM** slipped in the 12+ standings, but saw its figures among 25-54 adults improve significantly. Where **WCOS-FM** was virtually tied with **WIS** and **WXRY** for the 25-54 lead in the '78 report, **WCOS-FM** holds a clear lead in this book. Staff changes were evident at **WCOS-FM**, as new morning drive and afternoon drive personalities were brought on board. There was no outside advertising used (there hasn't been any for three years), but the station did give away 20,000 bumper stickers with the expression "I Love You Columbia." The Beautiful Music station in Columbia, **WXYR**, suffered a decline in this report. The station's 25-54 share, while still very strong, slipped because of a decline in (and average quarter-hour men 25-54 also) dropped by almost half. Female audience for **WXYR** stayed strong.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3203

O/N '78	A/M '79	O/N '79
WIS -AM	15.6	13.3
WNOK-FM	15.0	12.4
WCOS-FM	12.1	12.0
WXYR-FM	9.4	10.9
WOIC-AM	9.2	9.3
WSDO-FM	8.1	8.0
WDDM-FM	7.5	7.2
WZLD-FM	5.0	6.3
WZLD-FM	4.4	4.6
WCAY-AM	3.5	3.3
WXAP-AM	1.3	2.6
WBLR-AM	1.3	1.1
WNOK-AM	1.0	1.1
WBRO-FM	0.8	0.4
WPJS-FM	0.4	0.2
WBLR-FM	0.2	

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3203

O/N '78	A/M '79	O/N '79
1 WIS -AM	75	61
2 WNOK-FM	72	57
3 WCOS-FM	58	55
4 WCOS-FM	45	50
5 WOIC-AM	44	43

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WIS -AM	WIS -AM	WIS -AM
2 WNOK-FM	WCOS-FM	WOIC-AM
3 WCOS-FM	WNOK-FM	WSDO-FM
4 WOIC-AM	WSDO-FM	WCOS-FM
5 WCOS-FM	WOIC-AM	WNOK-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WIS -AM	WCOS-FM	WIS -AM
3 WCOS-FM	WIS -AM	WOIC-AM
4 WCOS-FM	WDDM-FM	WCOS-FM
5 WXYR-FM	WXYR-FM	WXYR-FM

### Teens

M-S, 6am-Midnight  
POP(00): 395

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOF-FM	WNOF-FM
2 WCOS-AM	WOIC-AM	WOIC-AM
3 WOIC-AM	WDDM-FM	WCOS-AM

M-F, 8-10am

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WOIC-AM	WOIC-AM
3 WOIC-AM	WCOS-AM	WCOS-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WOIC-AM	WOIC-AM
3 WOIC-AM	WDDM-FM	WCOS-AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 1430

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOF-FM
2 WCOS-AM	WCOS-FM	WOIC-AM
3 WCOS-FM	WZLD-FM	WIS -AM
4 WDDM-FM	WDDM-FM	WZLD-FM
5 WIS -AM	WIS -AM	WCOS-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WIS -AM
2 WIS -AM	WIS -AM	WOIC-AM
3 WCOS-FM	WCOS-FM	WNOF-FM
4 WCOS-AM	WSDO-FM	WCOS-AM
5 WSDO-FM	WCOS-AM	WZLD-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WDDM-FM	WOIC-AM
3 WDDM-FM	WZLD-FM	WIS -AM
4 WIS -AM	WCOS-FM	WZLD-FM
5 WZLD-FM	WXAP-AM	WDDM-FM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 1477

O/N '78	A/M '79	O/N '79
1 WCOS-FM	WIS -AM	WCOS-FM
2 WIS -AM	WCOS-FM	WIS -AM
3 WNOK-FM	WXYR-FM	WXYR-FM
4 WXYR-FM	WSDO-FM	WSDO-FM
5 WOIC-AM	WNOK-FM	WOIC-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WIS -AM	WIS -AM	WIS -AM
2 WCOS-FM	WSDO-FM	WCOS-FM
3 WSDO-FM	WCOS-FM	WOIC-AM
4 WNOK-FM	WXYR-FM	WOIC-AM
5 WOIC-AM	WNOK-FM	WXYR-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WIS -AM	WXYR-FM	WCOS-FM
2 WCOS-FM	WCOS-FM	WIS -AM
3 WNOK-FM	WIS -AM	WXYR-FM
4 WXYR-FM	WSDO-FM	WSDO-FM
5 WDDM-FM	WNOK-FM	WNOK-FM

### Cume Persons Trends/Rankings

#### Total 12+

M-S, 6am-Midnight  
POP(00): 3203

O/N '78	A/M '79	O/N '79
1 WIS -AM	1148	968
2 WNOK-FM	934	872
3 WCOS-AM	724	644
4 WCOS-FM	623	600
5 WOIC-AM	593	564

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WIS -AM	WIS -AM	WIS -AM
2 WNOK-FM	WNOK-FM	WNOF-FM
3 WCOS-AM	WCOS-FM	WOIC-AM
4 WOIC-AM	WCOS-AM	WCOS-FM
5 WCOS-FM	WXYR-FM	WCOS-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WIS -AM	WIS -AM	WIS -AM
3 WCOS-AM	WCOS-FM	WOIC-AM
4 WOIC-AM	WOIC-AM	WCOS-FM
5 WCOS-FM	WDDM-FM	WCOS-AM

#### Teens

M-S, 6am-Midnight  
POP(00): 395

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WOIC-AM	WCOS-AM
3 WOIC-AM	WDDM-FM	WOIC-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOF-FM
2 WCOS-AM	WCOS-AM	WOIC-AM
3 WOIC-AM	WOIC-AM	WCOS-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WOIC-AM	WCOS-AM
3 WOIC-AM	WDDM-FM	WOIC-AM

#### Adults 18-34

M-S, 6am-Midnight  
POP(00): 1430

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WZLD-FM	WIS -AM
3 WIS -AM	WIS -AM	WCOS-AM
4 WZLD-FM	WCOS-AM	WZLD-FM
5 WCOS-FM	WCOS-FM	WOIC-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOF-FM	WNOK-FM
2 WCOS-AM	WIS -AM	WIS -AM
3 WIS -AM	WCOS-AM	WCOS-AM
4 WCOS-FM	WCOS-FM	WOIC-AM
5 WOIC-AM	WZLD-FM	WZLD-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WNOK-FM	WNOK-FM	WNOK-FM
2 WCOS-AM	WZLD-FM	WOIC-AM
3 WIS -AM	WXAP-AM	WZLD-FM
4 WOIC-AM	WIS -AM	WIS -AM
5 WZLD-FM	WDDM-FM	WCOS-AM

#### Adults 25-54

M-S, 6am-Midnight  
POP(00): 1477

O/N '78	A/M '79	O/N '79
1 WIS -AM	WIS -AM	WIS -AM
2 WCOS-FM	WCOS-FM	WCOS-FM
3 WNOK-FM	WXYR-FM	WNOK-FM
4 WXYR-FM	WSDO-FM	WXYR-FM
5 WOIC-AM	WNOK-FM	WSDO-FM

M-F, 6-10am

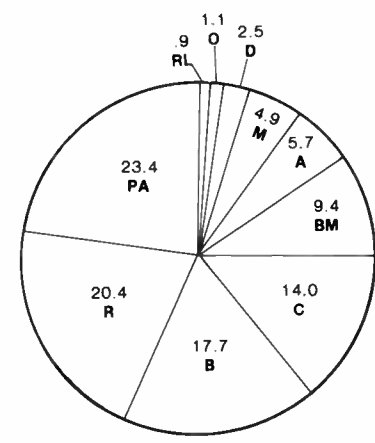
O/N '78	A/M '79	O/N '79
1 WIS -AM	WIS -AM	WIS -AM
2 WCOS-FM	WCOS-FM	WCOS-FM
3 WNOK-FM	WXYR-FM	WSDO-FM
4 WSDO-FM	WSDO-FM	WNOK-FM
5 WOIC-AM	WNOK-FM	WXYR-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WIS -AM	WIS -AM	WIS -AM
2 WCOS-FM	WXYR-FM	WNOK-FM
3 WNOK-FM	WCOS-FM	WCOS-FM
4 WOIC-AM	WSDO-FM	WCOS-FM
5 WXYR-FM	WNOK-FM	WXYR-FM

### Format Penetration Chart

Based On Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

O/N '79 Market Overview

The top four stations still lead the pack, but the order has been reshuffled somewhat in the O/N '79 results. KVIL-FM is the new number one station in the metroplex, with Country station KSCS and WBAP right behind. News station KRLD improved its share and remains in fourth.

The O/N '79 sweep was the first in Dallas with the Expanded Sample Frame (ESF). To make sure enough diaries came back, Arbitron sent diaries to almost 1000 more persons, and received 700 more usable diaries than in the spring book. Perhaps because of the use of ESF to sample homes with numbers not listed in the phone directory, this survey appears to skew slightly younger in terms of the diary returns.

One station that has reason to celebrate is Top 40 KVIL-FM. Although KVIL-FM's share of the 18-34 audience dipped slightly, the station's teen numbers increased solidly. Advertising for KVIL-FM had a dual focus, TV (60%) and newspaper ads (40%). On the air there was a staff change. The noon-3pm shift saw Mike Donahue replace Bill Gardner with no damage to the audience figures even though the change took place on October 1. Except in the mid-day shift, KVIL-FM simulcasts with KVIL-AM until the AM daytimer signs off.

Cap Cities' Country stations, WBAP and KSCS, appear to be a viable one-two punch. WBAP dropped back to a 12+ level comparable to the O/N '78 showing for the station, but KSCS continues to improve its position. This FM property has now surpassed WBAP in terms of share of the 25-54 adults — KSCS has about 10% of this audience while WBAP is just under 8%. No changes were made on either station for this book, in terms of air staff or musical approach, and the stations' ad budgets were spent entirely on TV.

News station KRLD managed to increase its overall share by not only building numbers among the 25-54 group, but also by generating better shares in the 18-34 demos. Carrying Dallas Cowboys football probably contributes to this better demographic spread.

Stations with ethnic appeal, such as KKDA-FM and KNOK-FM, did well in the O/N '79 survey. On the other hand, Beautiful Music stations KOAX and KMEZ did not fare as well. On the AOR scene, KZEW closed the gap somewhat behind KTXQ.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 22387

O/N '78	A/M '79	O/N '79			
1 KVIL-FM	8.9	WRAP-AM	11.3	KVIL-FM (B)	10.0
2 WBAP-AM	7.9	KVIL-FM	9.4	KSCS-FM (C)	8.3
3 KRLD-AM	7.4	KSCS-FM	6.9	WBAP-AM (C)	7.7
4 KSCS-FM	6.5	KRLD-AM	6.8	KRLD-AM (D)	7.4
5 KMEZ-FM	5.9	KTXQ-FM	6.8	KKDA-FM (B)	5.9
6 KOAX-FM	5.7	KOAX-FM	6.3	KOAX-FM (B)	5.2
7 KKDA-FM	5.6	KFJZ-FM	5.7	KTXQ-FM (A)	5.2
8 KFJZ-FM	5.0	KMEZ-FM	5.4	KMEZ-FM (B)	4.9
9 KTXQ-FM	4.6	KKDA-FM	4.8	WFAA-AM (D)	4.5
10 KNUS-FM	4.1	WFAA-AM	4.6	KNOK-FM (B)	4.3
11 WFAA-AM	4.1	KBOX-AM	4.0	KBOX-AM (C)	4.1
12 KNOK-FM	3.4	KNOK-FM	3.7	KFJZ-FM (A)	3.9
13 KROX-AM	3.4	KNUS-FM	2.9	KZEW-FM (A)	3.9
14 KZEW-FM	3.1	KZEW-FM	2.8	KHGC-FM (A)	3.4
15 KLIF-AM	3.0	RPLX-FM	2.2	KNUS-FM (A)	3.4
16 KHGC-FM	2.7	KLIF-AM	2.1	KLIF-AM (B)	2.3
17 RPLX-FM	2.4	KMCC-FM	2.1	KAFM-FM (A)	1.7
18 KFJZ-AM	1.7	KVIL-AM	1.5	KPLX-FM (A)	1.6
19 KAFM-FM	1.7	KFJZ-AM	1.3	KNOK-AM (D)	1.5
20 KESS-FM	1.6	KAFM-FM	1.2	WRR -FM (C)	1.4
21 KPBC-AM	1.5	KPBC-AM	0.8	KVIL-AM (B)	1.2
22 WRR -FM	1.4	WRR -FM	0.7	KFJZ-AM (A)	1.0
23 KVIL-AM	1.0	KNOK-AM	0.7	KESS-FM (B)	0.8
24 KSKY-AM	0.9	KKDA-AM	0.5	KYDA-AM (B)	0.7
25 KNOK-AM	0.8	KSKY-AM	0.5	KXOL-AM (C)	0.7
26 KAAM-AM	0.8	KJIM-AM	0.4	KSKY-AM (B)	0.6
27 KXOL-AM	0.7	KAAM-AM	0.3	KJIM-AM (C)	0.5
28 KKDA-AM	0.6			KPBC-AM (A)	0.5
29 KWJS-FM	0.4			KAAM-AM (A)	0.4
30 KRXV-AM	0.4				
31 KJIM-AM	0.4				

Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 22387

O/N '78	A/M '79	O/N '79			
1 KVIL-FM	295	WRAP-AM	408	KVIL-FM	341
2 WBAP-AM	262	KVIL-FM	341	KSCS-FM	283
3 KRLD-AM	243	KSCS-FM	251	WRAP-AM	260
4 KSCS-FM	214	KRLD-AM	247	KRLD-AM	250
5 KMEZ-FM	195	KTXQ-FM	247	KKDA-FM	201
6 KOAX-FM	187	KOAX-FM	227	KOAX-FM	177
7 KKDA-FM	186	KFJZ-FM	207	KTXQ-FM	176
8 KFJZ-FM	165	KMEZ-FM	197	KMEZ-FM	166
9 KTXQ-FM	153	KKDA-FM	172	WFAA-AM	152
10 KNUS-FM	136	WFAA-AM	168	KNOK-FM	146

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KRLD-AM	KVIL-FM	KVIL-FM
2 KVIL-FM	WRAP-AM	KRLD-AM
3 WBAP-AM	KRLD-AM	WRAP-AM
4 KSCS-FM	KSCS-FM	KSCS-FM
5 KFJZ-FM	KFJZ-FM	KBOX-AM
6 KROX-AM	KOAX-FM	WFAA-AM
7 KOAX-FM	WFAA-AM	KKDA-FM
8 WFAA-AM	KROX-AM	KOAX-FM
9 KMEZ-FM	FTXQ-FM	KMEZ-FM
10 KTXQ-FM	KMEZ-FM	KTXQ-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 WBAP-AM	WRAP-AM	KSCS-FM
3 KKDA-FM	KRLD-AM	KRLD-AM
4 KRLD-AM	KTXQ-FM	WRAP-AM
5 KSCS-FM	KSCS-FM	KKDA-FM
6 KMEZ-FM	FFJZ-FM	KTXQ-FM
7 KOAX-FM	FOAX-FM	KOAX-FM
8 KFJZ-FM	KKDA-FM	KMEZ-FM
9 KNUS-FM	KMPZ-FM	KZEW-FM
10 KTXQ-FM	KNOK-FM	KNOK-FM

Teens

M-S, 6am-Midnight

POP(00): 2753

O/N '78	A/M '79	O/N '79
1 KFJZ-FM	KFJZ-FM	FFJZ-FM
2 KNUS-FM	KNUS-FM	KKDA-FM
3 KKDA-FM	KKDA-FM	KVIL-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KNUS-FM	KNUS-FM	KKDA-FM
3 KKDA-FM	KVIL-FM	KVIL-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KFJZ-FM	KFJZ-FM	KKDA-FM
2 KKDA-FM	KKDA-FM	KFJZ-FM
3 KNUS-FM	KNUS-FM	KVIL-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 9052

O/N '78	A/M '79	O/N '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 KKDA-FM	KTXQ-FM	KTXQ-FM
3 KTXQ-FM	KSCS-FM	KSCS-FM
4 KHGC-FM	KKDA-FM	KKDA-FM
5 KZEW-FM	KNOK-FM	KZEW-FM
6 KNUS-FM	KZEW-FM	KMCC-FM
7 KSCS-FM	KFJZ-FM	KNOK-FM
8 KLIF-AM	KHGC-FM	WBAP-AM
9 KNOK-FM	WRAP-AM	KNUS-FM
10 KRLD-AM	KNUS-FM	KFJZ-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 KTXQ-FM	KTXQ-FM	KSCS-FM
3 KRLD-AM	KSCS-FM	KTXQ-FM
4 KLIF-AM	KFJZ-FM	WRAP-AM
5 WBAP-AM	KKDA-FM	KHGC-FM
6 KHGC-FM	KRLD-AM	KKDA-FM
7 KKDA-FM	KZEW-FM	KRLD-AM
8 KFJZ-FM	KNOK-FM	KZEW-FM
9 KZEW-FM	WBAP-AM	KNUS-FM
10 KNUS-FM	KLIF-AM	KLIF-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 KKDA-FM	KTXQ-FM	KSCS-FM
3 KTXQ-FM	KSCS-FM	KTXQ-FM
4 KZEW-FM	KKDA-FM	KZEW-FM
5 KNUS-FM	KNOK-FM	KKDA-FM
6 KHGC-FM	KZEW-FM	KHGC-FM
7 KNOK-FM	KNOK-FM	KNOK-FM
8 KSCS-FM	KFJZ-FM	KNUS-FM
9 KLIF-AM	KLIF-AM	KRLD-AM
10 KRLD-AM	KOAX-FM	WBAP-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 11205

O/N '78	A/M '79	O/N '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 KSCS-FM	WBAP-AM	KSCS-FM
3 WBAP-AM	KSCS-FM	KRLD-AM
4 KRLD-AM	KOAX-FM	WBAP-AM
5 KMEZ-FM	KRLD-AM	KMEZ-FM
6 KOAX-FM	KMEZ-FM	KKDA-FM
7 KBOX-AM	KROX-AM	KOAX-FM
8 KPLX-FM	KTXQ-FM	KROX-AM
9 KKDA-FM	WFAA-AM	KHGC-FM
10 KHGC-FM	KKDA-FM	WFAA-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 WBAP-AM	KRLD-AM	KRLD-AM
3 KRLD-AM	WRAP-AM	WRAP-AM
4 KSCS-FM	KSCS-FM	KSCS-FM
5 KBOX-AM	KOAX-FM	KBOX-AM
6 KOAX-FM	KROX-AM	WFAA-AM
7 KMEZ-FM	KMEZ-FM	KMEZ-FM
8 WFAA-AM	WFAA-AM	KHGC-FM
9 KLIF-AM	KKDA-FM	KKDA-FM
10 KPLX-FM	KTXQ-FM	KTXQ-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 KSCS-FM	WRAP-AM	KSCS-FM
3 WRAP-AM	KRLD-AM	KRLD-AM
4 KRLD-AM	KSCS-FM	WRAP-AM
5 KMEZ-FM	KOAX-FM	KMEZ-FM
6 KOAX-FM	KMEZ-FM	KBOX-AM
7 KPLX-FM	KKDA-FM	KKDA-FM
8 KROX-AM	KROX-AM	KOAX-FM
9 KKDA-FM	KTXQ-FM	KHGC-FM
10 KNOK-FM	KNOK-FM	KTXQ-FM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 22387

O/N '78	A/M '79	O/N '79			
1 KRLD-AM	4944	WBAP-AM	5299	KRLD-AM	46
2 WBAP-AM	3886	KRLD-AM	4591	WRAP-AM	42
3 KVIL-FM	3512	KVIL-FM	4061	KVIL-FM	42
4 KFJZ-FM	2986	KFJZ-FM	3084	KSCS-FM	39
5 KSCS-FM	2698	KSCS-FM	2866	KKDA-FM	26
6 KNUS-FM	2408	KKDA-FM	2654	KMEZ-FM	24
7 KOAX-FM	2349	KOAX-FM	2634	KFJZ-FM	24
8 KMEZ-FM	2336	KTXQ-FM	2578	KTXQ-FM	23
9 KKDA-FM	2336	KLIF-AM	2534	KZEW-FM	22
10 WFAA-AM	2229	KMEZ-FM	2516	KOAX-FM	22

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KRLD-AM	KRLD-AM	KPLD-AM
2 WBAP-AM	VPAP-AM	KVIL-FM
3 KVIL-FM	KVIL-FM	WPAP-AM
4 KSCS-FM	KFJZ-FM	FSCS-FM
5 KFJZ-FM	KSCS-FM	KKDA-FM
6 KKDA-FM	KOAX-FM	KOAX-FM
7 KOAX-FM	WFAA-AM	WFAA-AM
8 KLIF-AM	KTXQ-FM	KROX-AM
9 KNUS-FM	KMEZ-FM	KNUS-FM
10 WFAA-AM	KKDA-FM	KOAX-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KRLD-AM	KRLD-AM	KVIL-FM
2 KVIL-FM	KVIL-FM	KSCS-FM
3 WRAP-AM	WRAP-AM	KRLD-AM
4 KFJZ-FM	KFJZ-FM	WRAP-AM
5 KSCS-FM	KSCS-FM	KKDA-FM
6 KKDA-FM	KOAX-FM	KZEW-FM
7 KNUS-FM	FTXQ-FM	KTXQ-FM
8 KOAX-FM	KKDA-FM	KNUS-FM
9 KTXQ-FM	KMEZ-FM	KFJZ-FM
10 KLIF-AM	KLIF-AM	KMEZ-FM

Teens

M-S, 6am-Midnight

POP(00): 2753

O/N '78	A/M '79	O/N '79
1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KNUS-FM	KNUS-FM	KKDA-FM
3 KKDA-FM	KVIL-FM	KNUS-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KKDA-FM	KNUS-FM	KKDA-FM
3 KNUS-FM	KVIL-FM	KNUS-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KFJZ-FM	KFJZ-FM	KFJZ-FM
2 KKDA-FM	KNUS-FM	KKDA-FM
3 KNOK-FM	KKDA-FM	KNUS-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 9052

O/N '78	A/M '79	O/N '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 KTXQ-FM	KTXQ-FM	KSCS-FM
3 KRLD-AM	KKDA-FM	KZEW-FM
4 KZEW-FM	KZEW-FM	KTXQ-FM
5 KKDA-FM	KLIF-AM	KKDA-FM
6 KNUS-FM	KSCS-FM	KHGC-FM
7 KLIF-AM	WRAP-AM	WRAP-AM
8 KFJZ-FM	KFJZ-FM	KRLD-AM
9 KHGC-FM	KRLD-AM	KNUS-FM
10 KSCS-FM	KNOK-FM	KLIF-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KVIL-FM	KVIL-FM	KVIL-FM
2 KTXQ-FM	KTXQ-FM	KSCS-FM
3 KRLD-AM	KSCS-FM	KKDA-FM
4 KKDA-FM	KKDA-FM	KTXQ-FM
5 KLIF-AM	KZEW-FM	KZEW-FM
6 KNUS-FM	KLIF-AM	KHGC-FM
7 KFJZ-FM	KNOK-FM	KNUS-FM
8 KZEW-FM	KFJZ-FM	WBAP-AM
9 KHGC-FM	WBAP-AM	KRLD-AM
10 WBAP-AM	KRLD-AM	KLIF-AM

M-F, 3-7pm

O/N '78
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# Dallas-Ft. Worth

Continued from Page 46

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 11205

O/N '78	A/M '79	O/N '79
1 KRLL-AM	WRAP-AM	KRLL-AM
2 WRAP-AM	KRLL-AM	KRLL-AM
3 KVIL-FM	KVIL-FM	KSCS-FM
4 KSCS-FM	KSCS-FM	WRAP-AM
5 KOAX-FM	KMEZ-FM	KMEZ-FM
6 KMEZ-FM	KOAX-FM	KBOY-AM
7 WFAA-AM	KLIF-AM	KOAX-FM
8 KLIF-AM	KROY-AM	WFAA-AM
9 KBOY-AM	WFAA-AM	KKDA-FM
10 KNUS-FM	KKDA-FM	KLIF-AM

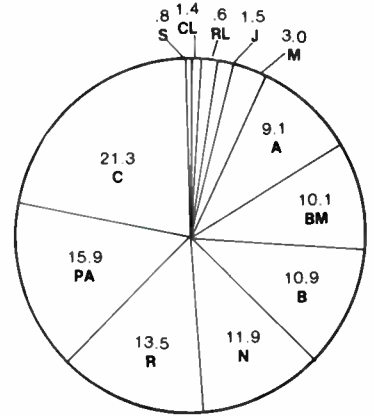
M-F, 6-10am		
1 KRLL-AM	KVIL-FM	KVIL-FM
2 WRAP-AM	KRLL-AM	KRLL-AM
3 KVIL-FM	WRAP-AM	WRAP-AM
4 KSCS-FM	KSCS-FM	KSCS-FM
5 KOAX-FM	KOAX-FM	KROY-AM
6 KBOY-AM	KMEZ-FM	KMEZ-FM
7 KLIF-AM	KROY-AM	KKDA-FM
8 WFAA-AM	KLIF-AM	WFAA-AM
9 KMEZ-FM	WFAA-AM	KMCC-FM
10 KNUS-FM	KKDA-FM	KLIF-AM

M-F, 3-7pm		
1 KVIL-FM	KRLL-AM	KVIL-FM
2 KRLL-AM	KVIL-FM	KSCS-FM
3 WRAP-AM	WRAP-AM	KRLL-AM
4 KSCS-FM	KSCS-FM	WRAP-AM
5 KMEZ-FM	YOAX-FM	KMEZ-FM
6 KOAX-FM	KMEZ-FM	KROY-AM
7 KLIF-AM	KROY-AM	KKDA-FM
8 KROY-AM	KLIF-AM	KHUS-FM
9 KNUS-FM	KKDA-FM	KHUS-FM
10 WFAA-AM	KTXX-FM	KOAX-FM

**Format Legend**  
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



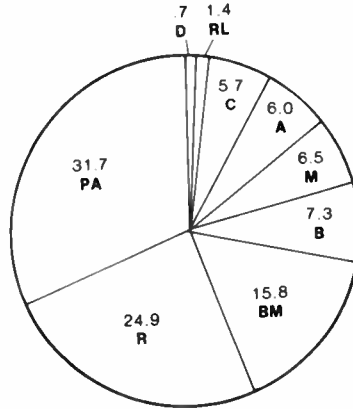
# Buffalo

Continued from Page 33

M-F, 6-10am		
1 WKBW-AM	WKBW-AM	WKBW-AM
2 WGR-AM	WGR-AM	WGR-AM
3 WBEN-AM	WBEN-AM	WBEN-AM
4 WBEN-FM	WJYE-FM	WJYE-FM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WADV-FM	WADV-FM	WBLK-FM
7 WPHD-FM	WPHD-FM	WPHD-FM
8 WYSL-AM	WWOL-AM	WWOR-FM
9 WWOL-FM	WWOR-FM	WADV-FM
10 WGRQ-FM	WGRQ-FM	WWOL-AM

M-F, 3-7pm		
1 WGR-AM	WKBW-AM	WGR-AM
2 WBEN-FM	WGR-AM	WJYE-FM
3 WKBW-AM	WJYE-FM	WKBW-AM
4 WBEN-AM	WBEN-AM	WBEN-AM
5 WBEN-FM	WBEN-FM	WBEN-FM
6 WADV-FM	WADV-FM	WBLK-FM
7 WPHD-FM	WPHD-FM	WGRQ-FM
8 WGRQ-FM	WWOL-AM	WADV-FM
9 WYSL-AM	WGRQ-FM	WYSL-AM
10 WWOL-FM	WBLK-FM	WPHD-FM



## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

**Format Legend**  
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# Cincinnati

Continued from Page 39

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 5234

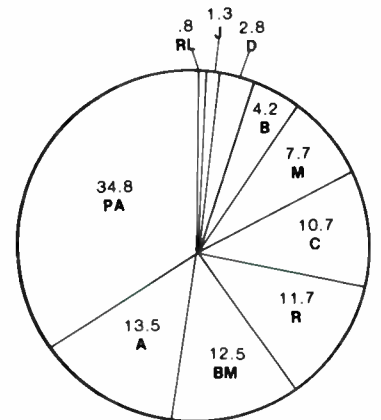
O/N '78	A/M '79	O/N '79
1 WLW-AM	WLW-AM	WLW-AM
2 WKRC-AM	WKRC-AM	WKRC-AM
3 WKRC-FM	WKRC-FM	WKRC-FM
4 WVEZ-FM	WCKY-AM	WCKY-AM
5 WCKY-AM	WVEZ-FM	WCKY-AM
6 WEBN-FM	WEBN-FM	WEBN-FM
7 WSAI-AM	WSAI-AM	WUBE-FM
8 WLQA-FM	WUBE-FM	WSAI-AM
9 WUBE-FM	WLQA-FM	WLQA-FM
10 WSAI-FM	WSAI-FM	WSAI-FM

M-F, 6-10am		
1 WLW-AM	WLW-AM	WLW-AM
2 WKRC-AM	WKRC-AM	WKRC-AM
3 WCKY-AM	WCKY-AM	WUBE-FM
4 WKRC-FM	WCKY-AM	WKRC-FM
5 WEBN-FM	WUBE-FM	WCKY-AM
6 WUBE-FM	WVEZ-FM	WUBE-FM
7 WSAI-AM	WLQA-FM	WVEZ-FM
8 WVEZ-FM	WEBN-FM	WLQA-FM
9 WCKY-AM	WCIN-AM	WEBN-FM
10 WLQA-FM	WSAI-AM	WSAI-AM

M-F, 3-7pm		
1 WLW-AM	WLW-AM	WLW-AM
2 WKRC-AM	WKRC-AM	WKRC-AM
3 WCKY-AM	WCKY-AM	WKRC-FM
4 WKRC-FM	WKRC-FM	WCKY-AM
5 WVEZ-FM	WVEZ-FM	WVEZ-FM
6 WEBN-FM	WUBE-FM	WUBE-FM
7 WSAI-AM	WUBE-FM	WEBN-FM
8 WUBE-FM	WLQA-FM	WSAI-AM
9 WSAI-FM	WSAI-AM	WLQA-FM
10 WLQA-FM	WCIN-AM	WCIN-AM

**Format Legend**  
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



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## M/N '79 Market Overview

The combination of **WHIO** and **WHIO-FM** still rules the roost in the Dayton metro. P/A station **WHIO** sees its consistent on-air approach and a multimedia campaign (TV, billboards, and newspaper) to keep it at the head of the class. Likewise, **Bonneville**-programmed **WHIO-FM's** Beautiful Music sound seems to have consistent appeal. In this report **WHIO-FM** ranks number one with adults 25-54, while **WHIO** is right behind.

Among the rest of the Dayton stations perhaps the most interesting story has to do with the AOR scene. In the A/M '79 book **WTUE** held a huge lead over **WVUD**, but **WTUE** dropped several shares and **WVUD** closed the gap in this report. Both stations went through staff changes — **WTUE** revising the on-air schedule of the entire air staff, while **WVUD** lost its morning drive personality two days before the start of the survey (**Steve Carrigan** replaced **Dave Luczak**). **WVUD** also made a change in musical approach, cutting the playlist from 1500 albums down to 600. In terms of promotions and advertising, **WTUE** spent money on TV, busboards and billboards, while **WVUD** did no outside advertising. **WVUD** did give away bumper stickers, decals and T-shirts.

The bottom line on all this is that among young adults, **WTUE's** once commanding lead is drastically whittled down to a smaller gap. In the A/M '79 results, **WTUE** had five times the 18-34 share of **WVUD**, but in this book **WVUD**, formerly behind by 20 share points, has closed to within four of **WTUE**.

The Top 40 contest between **WING** and newcomer **WDJX** remained relatively static, with **WING** still holding a 12+ lead of more than two shares. In 18-34 year olds, both stations saw their numbers erode, but **WING** still has a sizable lead over **WDJX** in terms of average quarter-hour listeners.

Other stations worthy of note include **News WAVI**, which garnered an increase 12+ of two shares; and **Country WONE**, which dropped badly due to more than a 50% drop among 25-54 average quarter-hour listeners.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 6865

	O/N '78	A/M '79	O/N '79
1 WHIO-FM	19.1	WHIO-FM	16.1
2 WTUE-FM	13.7	WHIO-FM	15.4
3 WHIO-FM	12.5	WTUE-FM	12.0
4 WING-AM	11.5	WONE-AM	9.7
5 WONE-AM	9.0	WING-AM	8.8
6 WAVI-AM	7.8	WDJX-FM	6.5
7 WDAO-FM	6.6	WDAO-FM	5.2
8 WVUD-FM	3.3	WAVI-AM	4.9
9 WLW-AM	3.1	WLW-AM	2.9
10 WLWS-FM	1.6	WKRO-FM	2.8
11 WKRO-FM	1.3	WVUD-FM	2.7
12 WBZI-FM	0.9	WLWS-FM	1.9
13 WFCJ-FM	0.9	WPTW-FM	1.3
14 WLVV-FM	0.9	WOKV-FM	1.3
15 WPFB-AM	0.9	WKRC-AM	0.8
16 WPBF-FM	0.8	WBZI-FM	0.7
17 WPTW-FM	0.6	WWEZ-FM	0.6
18 WPTW-AM	0.2	WPTW-AM	0.5
19		WFCJ-FM	0.4
20			
21			
22			

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6865

	O/N '78	A/M '79	O/N '79
1 WHIO-FM	19.8	WHIO-FM	16.7
2 WTUE-FM	14.2	WHIO-FM	16.0
3 WHIO-FM	13.0	WTUE-FM	12.5
4 WING-AM	11.9	WONE-AM	10.1
5 WONE-AM	9.3	WING-AM	9.1

### M-F, 3-7pm

1 WHIO-FM	WHIO-FM	WHIO-FM
2 WTUE-FM	WHIO-AM	WHIO-AM
3 WING-AM	WTUE-FM	WTUE-FM
4 WONE-AM	WING-AM	WING-AM
5 WHIO-AM	WONE-AM	WDJX-FM

Teens  
M-S, 6am-Midnight  
POP(00): 892

	O/N '78	A/M '79	O/N '79
1 WING-AM		WDJX-FM	WDJX-FM
2 WTUE-FM		WDJX-FM	WDJX-FM
3 WKRO-FM		WKRO-FM	WTUE-FM

### M-F, 6-10am

1 WING-AM	WDJX-FM	WDJX-FM
2 WTUE-FM	WING-AM	WING-AM
3 WKRO-FM	WTUE-FM	WHIO-AM

### M-F, 3-7pm

1 WTUE-FM	WDJX-FM	WDJX-FM
2 WING-AM	WTUE-FM	WDAO-FM
3 WKRO-FM	WING-AM	WVUD-FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 2633

	O/N '78	A/M '79	O/N '79
1 WTUE-FM		WTUE-FM	WTUE-FM
2 WING-AM		WING-AM	WHIO-FM
3 WDAO-FM		WDJX-FM	WVUD-FM
4 WHIO-FM		WONE-AM	WING-AM
5 WVUD-FM		WHIO-FM	WDJX-FM

### M-F, 6-10am

1 WING-AM	WING-AM	WING-AM
2 WTUE-FM	WTUE-FM	WHIO-FM
3 WHIO-AM	WONE-AM	WTUE-FM
4 WHIO-FM	WHIO-AM	WVUD-FM
5 WDAO-FM	WDJX-FM	WONE-AM

### M-F, 3-7pm

1 WTUE-FM	WTUE-FM	WTUE-FM
2 WING-AM	WING-AM	WHIO-FM
3 WHIO-FM	WDJX-FM	WVUD-FM
4 WDAO-FM	WONE-AM	WING-AM
5 WVUD-FM	WDAO-FM	WDJX-FM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 3367

	O/N '78	A/M '79	O/N '79
1 WHIO-FM		WHIO-FM	WHIO-FM
2 WHIO-AM		WONE-AM	WHIO-AM
3 WING-AM		WHIO-AM	WING-AM
4 WONE-AM		WING-AM	WONE-AM
5 WTUE-FM		WTUE-FM	WTUE-FM

### M-F, 6-10am

1 WHIO-AM	WONE-AM	WHIO-AM
2 WHIO-FM	WHIO-AM	WHIO-FM
3 WING-AM	WING-AM	WING-AM
4 WONE-AM	WHIO-FM	WONE-AM
5 WTUE-FM	WTUE-FM	WDAO-FM

### M-F, 3-7pm

1 WHIO-FM	WHIO-FM	WHIO-FM
2 WONE-AM	WONE-AM	WHIO-AM
3 WING-AM	WING-AM	WING-AM
4 WHIO-AM	WHIO-AM	WONE-AM
5 WTUE-FM	WTUE-FM	WDJX-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6865

	O/N '78	A/M '79	O/N '79
1 WING-AM	24.95	WHIO-AM	23.92
2 WHIO-AM	22.59	WING-AM	20.26
3 WHIO-FM	20.60	WHIO-FM	18.39
4 WTUE-FM	14.71	WONE-AM	12.92
5 WONE-AM	14.49	WTUE-FM	12.82

### M-F, 6-10am

1 WHIO-AM	WHIO-AM	WHIO-AM
2 WING-AM	WHIO-AM	WHIO-FM
3 WHIO-FM	WHIO-FM	WING-AM
4 WTUE-FM	WONE-AM	WONE-AM
5 WONE-AM	WTUE-FM	WTUE-FM

### M-F, 3-7pm

1 WING-AM	WHIO-AM	WHIO-FM
2 WHIO-FM	WING-AM	WHIO-AM
3 WTUE-FM	WHIO-FM	WING-AM
4 WHIO-AM	WTUE-FM	WTUE-FM
5 WONE-AM	WONE-AM	WDJX-FM

### Teens

M-S, 6am-Midnight  
POP(00): 892

	O/N '78	A/M '79	O/N '79
1 WING-AM		WDJX-FM	WDJX-FM
2 WTUE-FM		WING-AM	WTUE-FM
3 WKRO-FM		WTUE-FM	WING-AM

### M-F, 6-10am

1 WING-AM	WDJX-FM	WDJX-FM
2 WTUE-FM	WING-AM	WING-AM
3 WKRO-FM	WTUE-FM	WTUE-FM

### M-F, 3-7pm

1 WING-AM	WDJX-FM	WDJX-FM
2 WTUE-FM	WING-AM	WTUE-FM
3 WKRO-FM	WTUE-FM	WDAO-FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 2633

	O/N '78	A/M '79	O/N '79
1 WING-AM		WING-AM	WING-AM
2 WTUE-FM		WTUE-FM	WTUE-FM
3 WHIO-AM		WHIO-AM	WHIO-FM
4 WVUD-FM		WDJX-FM	WDJX-FM
5 WONE-AM		WDAO-FM	WVUD-FM

### M-F, 6-10am

1 WING-AM	WING-AM	WING-AM
2 WTUE-FM	WTUE-FM	WTUE-FM
3 WHIO-AM	WHIO-AM	WHIO-FM
4 WVUD-FM	WONE-AM	WVUD-FM
5 WDAO-FM	WDJX-FM	WDJX-FM

### M-F, 3-7pm

1 WING-AM	WING-AM	WTUE-FM
2 WTUE-FM	WTUE-FM	WING-AM
3 WONE-AM	WDJX-FM	WVUD-FM
4 WVUD-FM	WONE-AM	WHIO-FM
5 WHIO-FM	WDAO-FM	WDJX-FM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 3367

	O/N '78	A/M '79	O/N '79
1 WHIO-AM		WHIO-AM	WHIO-FM
2 WHIO-FM		WING-AM	WHIO-AM
3 WING-AM		WHIO-FM	WING-AM
4 WONE-AM		WONE-AM	WONE-AM
5 WTUE-FM		WTUE-FM	WTUE-FM

### M-F, 6-10am

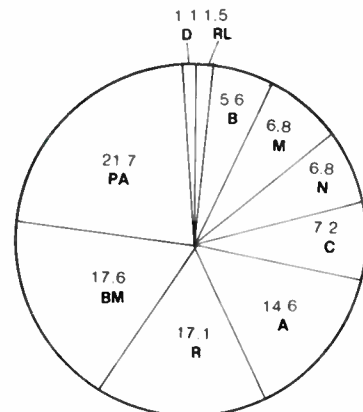
1 WHIO-AM	WHIO-AM	WHIO-AM
2 WING-AM	WING-AM	WHIO-FM
3 WHIO-FM	WONE-AM	WING-AM
4 WONE-AM	WHIO-FM	WONE-AM
5 WTUE-FM	WTUE-FM	WTUE-FM

### M-F, 3-7pm

1 WHIO-FM	WING-AM	WHIO-FM
2 WING-AM	WHIO-AM	WHIO-AM
3 WHIO-AM	WONE-AM	WING-AM
4 WONE-AM	WHIO-FM	WONE-AM
5 WTUE-FM	WTUE-FM	WDJX-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



# Daytona Beach

METRO RANK 135

## O/N '79 Market Overview

This is the first fall survey in Daytona Beach, so there is an **Arbitron** oversample to allow the firm to get back enough diaries to project estimates properly. There was more than a 25% boost in returned diaries, with the bulk of the extra diaries falling more heavily into the 18-44 demos.

Because of the retiree population in the Daytona area, older skewing stations generally do well. Of the top three stations in the metro, all have double-digit shares among adults 25-54. Beautiful Music stations **WWLV** and **WDBO-FM** (based in Orlando) lead the 12+ parade, while **WWLV** has almost a 20 share of adults 25-54. **WDBO-FM**'s share is about half of **WWLV**'s in this demo.

The other leading station with appeal to 25-54 is Country **WELE-FM**. **WELE-FM** moved up over three shares in persons 12+ and is also now number two among 25-54 adults, with about a 16 share. There are two leading youth-oriented stations, AOR's **WQXQ** and Orlando's **WDIZ**. **WQXQ** moved up almost three shares 12+ while **WDIZ** slipped, and **WQXQ** has now taken the lead among 18-34 adults with approximately a 20 share compared to a **WDIZ** share in the 18 range.

Pop/Adult was not overly successful this sweep, as both the leading P/A stations, **WNDB** and **WSBB**, slipped. In the case of **WSBB** the station lost almost three 12+ shares, the drop coming mainly in the older male demos.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 1918

A/M '78	A/M '79	O/N '79
1 WWLV-FM 16.8	WWLV-FM 15.5	WWLV-FM (BM) 16.4
2 WDBO-FM 14.6	WSBB-AM 11.1	WDBO-FM (BM) 11.6
3 WNDB-AM 10.8	WDBO-FM 10.4	WELE-FM (C) 8.6
4 WMFJ-AM 7.5	WDIZ-FM 8.9	WSBB-AM (PA) 8.2
5 WDIZ-FM 7.5	WNDB-AM 7.3	WDIZ-FM (A) 7.8
6 WELE-FM 6.7	WMFJ-AM 5.1	WQXQ-FM (A) 7.8
7 WRD-AM 5.2	WRD-AM 5.1	WNDB-AM (PA) 7.1
8 WSBB-AM 4.9	WELE-FM 5.1	WRD-AM (PA) 6.0
9 WQXQ-FM 4.9	WQXQ-FM 4.7	WDAT-AM (PA) 4.1
10 WELE-AM 4.5	WELE-AM 3.5	WELE-AM (C) 3.7
11 WDAT-AM 3.4	WDAT-AM 3.2	WMFJ-AM (RL) 2.2
12 WKXX-AM 1.9	WBJW-FM 2.8	WORJ-FM (A) 2.2
13 WDBO-AM 1.1	WHOO-FM 2.2	WBJW-FM (R) 1.9
14 WBJW-FM 1.1	WHLY-FM 1.6	WDBO-AM (PA) 1.5
15 WHOO-FM 1.1	WETO-AM 1.3	WKXX-AM (C) 1.5
16 WHLY-FM 0.7	WDBO-AM 0.9	WHOO-FM (BM) 1.5
17 WAPE-AM 0.4	WORJ-FM 0.9	WHLY-FM (A) 1.1
18 WCCZ-AM 0.4	WKXX-AM 0.3	WETO-AM (R) 0.7
19 WETO-AM 0.4	WHOO-AM 0.3	WKIS-AM (PA) 0.7
20 WHOO-AM 0.4	WCCZ-AM 0.3	

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight

POP(00): 1918

A/M '78	A/M '79	O/N '79
1 WWLV-FM 45	WWLV-FM 49	WWLV-FM 44
2 WDBO-FM 39	WSBB-AM 35	WDBO-FM 31
3 WNDB-AM 29	WDBO-FM 33	WELE-FM 23
4 WMFJ-AM 20	WDIZ-FM 28	WSBB-AM 22
5 WDIZ-FM 20	WNDB-AM 23	WDIZ-FM 21

M-F, 6-10am

1 WNDB-AM	WSBB-AM	WWLV-FM
2 WWLV-FM	WWLV-FM	WNDB-AM
3 WDBO-FM	WNDB-AM	WSBB-AM
4 WDIZ-FM	WRD-AM	WELE-FM
5 WMFJ-AM	WDBO-FM	WDBO-FM

M-F, 3-7pm

1 WWLV-FM	WWLV-FM	WWLV-FM
2 WDBO-FM	WDIZ-FM	WDBO-FM
3 WNDB-AM	WDBO-FM	WDIZ-FM
4 WDIZ-FM	WSBB-AM	WELE-FM
5 WMFJ-AM	WNDB-AM	WQXQ-FM

Teens

M-S, 6am-Midnight

POP(00): 183

A/M '78	A/M '79	O/N '79
1 WMFJ-AM	WDIZ-FM	WDIZ-FM
2 WDIZ-FM	WMFJ-AM	WBJW-FM
3 WDAT-AM	WQXQ-FM	WORJ-FM

M-F, 6-10am

1 WMFJ-AM	WDIZ-FM	WDIZ-FM
2 WDIZ-FM	WMFJ-AM	WQXQ-FM
3 WBJW-FM	WNDB-AM	WETO-AM

M-F, 3-7pm	1 WMFJ-AM	WDIZ-FM	WBJW-FM
	2 WDIZ-FM	WHLY-FM	WDIZ-FM
	3 WDAT-AM	WMFJ-AM	WQXQ-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 476

A/M '78	A/M '79	O/N '79
1 WDIZ-FM	WDIZ-FM	WQXQ-FM
2 WQXQ-FM	WQXQ-FM	WDIZ-FM
3 WRD-AM	WMFJ-AM	WRD-AM
4 WMFJ-AM	WRD-AM	WELE-FM
5 WELE-FM	WDAT-AM	WELE-FM

M-F, 6-10am

1 WQXQ-FM	WRD-AM	WQXQ-FM
2 WDIZ-FM	WDIZ-FM	WDIZ-FM
3 WNDB-AM	WQXQ-FM	WDAT-AM
4 WRD-AM	WMFJ-AM	WELE-FM
5 WELE-FM	WDAT-AM	WRD-AM

M-F, 3-7pm

1 WDIZ-FM	WDIZ-FM	WQXQ-FM
2 WQXQ-FM	WBJW-FM	WDIZ-FM
3 WRD-AM	WQXQ-FM	WRD-AM
4 WNDB-AM	WRD-AM	WELE-FM
5 WELE-FM	WDAT-AM	WWLV-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 653

A/M '78	A/M '79	O/N '79
1 WWLV-FM	WELE-FM	WWLV-FM
2 WNDB-AM	WDBO-FM	WELE-FM
3 WELE-AM	WWLV-FM	WDBO-FM
4 WELE-FM	WRD-AM	WQXQ-FM
5 WDBO-FM	WNDB-AM	WDAT-AM

M-F, 6-10am

1 WNDB-AM	WRD-AM	WELE-FM
2 WWLV-FM	WELE-FM	WWLV-FM
3 WELE-AM	WNDB-AM	WRD-AM
4 WELE-FM	WDBO-FM	WDAT-AM
5 WRD-AM	WWLV-FM	WNDB-AM

M-F, 3-7pm

1 WWLV-FM	WDBO-FM	WELE-FM
2 WNDB-AM	WWLV-FM	WWLV-FM
3 WRD-AM	WELE-FM	WDBO-FM
4 WDIZ-FM	WRD-AM	WQXQ-FM
5 WELE-FM	WDIZ-FM	WDAT-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 1918

A/M '78	A/M '79	O/N '79
1 WWLV-FM 481	WWLV-FM 449	WWLV-FM 487
2 WNDB-AM 401	WNDB-AM 423	WDBO-FM 335
3 WMFJ-AM 384	WDIZ-FM 360	WNDB-AM 321
4 WRD-AM 352	WMFJ-AM 313	WDIZ-FM 293
5 WDBO-FM 334	WDBO-FM 312	WELE-FM 286

M-F, 6-10am

1 WNDB-AM	WWLV-FM	WWLV-FM
2 WWLV-FM	WNDB-AM	WNDB-AM
3 WMFJ-AM	WDIZ-FM	WSBB-AM
4 WRD-AM	WMFJ-AM	WDBO-FM
5 WDIZ-FM	WDBO-FM	WDIZ-FM

M-F, 3-7pm

1 WWLV-FM	WWLV-FM	WWLV-FM
2 WMFJ-AM	WDIZ-FM	WDBO-FM
3 WDBO-FM	WDBO-FM	WDIZ-FM
4 WRD-AM	WNDB-AM	WQXQ-FM
5 WDIZ-FM	WRD-AM	WELE-FM

Teens

M-S, 6am-Midnight

POP(00): 183

A/M '78	A/M '79	O/N '79
1 WMFJ-AM	WDIZ-FM	WDIZ-FM
2 WDIZ-FM	WMFJ-AM	WBJW-FM
3 WDAT-AM	WQXQ-FM	WORJ-FM

M-F, 6-10am

1 WMFJ-AM	WDIZ-FM	WDIZ-FM
2 WDAT-AM	WMFJ-AM	WQXQ-FM
3 WDIZ-FM	WQXQ-FM	WDAT-AM

M-F, 3-7pm

1 WMFJ-AM	WDIZ-FM	WDIZ-FM
2 WDAT-AM	WMFJ-AM	WBJW-FM
3 WDIZ-FM	WHLY-FM	WQXQ-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 476

A/M '78	A/M '79	O/N '79
1 WDIZ-FM	WDIZ-FM	WQXQ-FM
2 WDAT-AM	WQXQ-FM	WDIZ-FM
3 WMFJ-AM	WDAT-AM	WRD-AM
4 WQXQ-FM	WBJW-FM	WELE-FM
5 WRD-AM	WMFJ-AM	WWLV-FM

M-F, 6-10am

1 WDIZ-FM	WDIZ-FM	WQXQ-FM
2 WMFJ-AM	WQXQ-FM	WDIZ-FM
3 WRD-AM	WMFJ-AM	WRD-AM
4 WDAT-AM	WDAT-AM	WDAT-AM
5 WQXQ-FM	WRD-AM	WELE-FM

M-F, 3-7pm

1 WDIZ-FM	WDIZ-FM	WDIZ-FM
2 WDAT-AM	WQXQ-FM	WQXQ-FM
3 WMFJ-AM	WRD-AM	WDAT-AM
4 WRD-AM	WDAT-AM	WORJ-FM
5 WQXQ-FM	WBJW-FM	WRD-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 653

A/M '78	A/M '79	O/N '79
1 WWLV-FM	WELE-FM	WWLV-FM
2 WNDB-AM	WWLV-FM	WELE-FM
3 WRD-AM	WNDB-AM	WDBO-FM
4 WDIZ-FM	WRD-AM	WNDB-AM
5 WELE-AM	WDBO-FM	WQXQ-FM

M-F, 6-10am

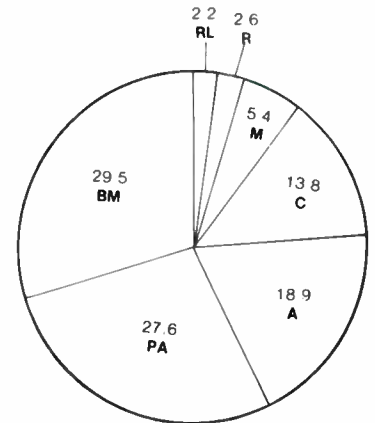
1 WNDB-AM	WRD-AM	WWLV-FM
2 WRD-AM	WNDB-AM	WELE-FM
3 WWLV-FM	WELE-FM	WRD-AM
4 WELE-FM	WWLV-FM	WNDB-AM
5 WELE-AM	WMFJ-AM	WQXQ-FM

M-F, 3-7pm

1 WWLV-FM	WWLV-FM	WWLV-FM
2 WRD-AM	WELE-FM	WELE-FM
3 WNDB-AM	WDBO-FM	WDBO-FM
4 WDIZ-FM	WRD-AM	WQXQ-FM
5 WELE-AM	WDAT-AM	WRD-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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# Denver-Boulder

METRO RANK

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## '79 Market Overview

There are two major points worth noting with regard to the O/N '79 Arbitron report for Denver. SF was implemented here for the first time, but didn't appear to have a negative impact on the stability of the estimates. Also, KOA evolved from a Pop/Adult format into a News/Talk station as the sweep was going on. The format change, bolstered by the broadcasts of the Denver Broncos football games, appears to have paid off, as KOA rebounded into the top spot in the market.

Although the ESF oversample may have resulted in an additional several hundred diaries being received by Arbitron, the estimates don't appear to have thrown the results into a topsy-turvy state, as apparently happened in other markets. Indeed, the top three stations are properties with significant 25-54 audiences, not the younger-skewing stations that might benefit from the ESF implementation.

KOA usually has better fall books than spring sweeps, owing largely to the popular Denver Broncos broadcasts. In this book, which isn't as strong as the O/N '78 survey for KOA, the station did rebound and score an increase of 25-54 adults of more than a third, compared to A/M '79. KOA's News format also may have helped the station acquire a dominant share among adults 35+ (more than 13% of the market). It will be interesting to see how KOA does in the A/M '80 survey without the Broncos and for the first full test of the News/Talk format.

P/A station KHOW-AM usually has better books in the spring sweeps, so this letdown in the fall survey may not be overly disappointing to owner Double-day. KHOW still ranks No. 2 in the 12+ market. The station used an outside ad campaign based on TV (75% of budget), with additional support from newspaper ads and billboards. In the A/M '79 sweep the station spent more on TV. The total ad budget, reportedly in six figures, was the same for the two surveys. KHOW saw erosion take place among most of the major demos, with women listeners defecting most significantly.

Beautiful Music leader KOSI-FM moved from fourth to third overall with a slight rise in 12+ share. Interestingly, the largest boost for KOSI-FM came from adults 18-34, where the station made 52% gains in share of audience. Outside advertising may have helped reach this younger audience, since the ads concentrated on TV and network magazines (Time, Newsweek, Sports Illustrated). Other stations which made significant gains were Country KLZ and P/A KPPL. KLZ brought in a new PD a month before the book, and he added traffic reports, more on-air promos, and more mass appeal music to the station's on-air sound. A new midday personality was also brought in. KLZ spent 90% of its ad dollars on TV and the remainder in the local newspapers. Total ad budget was the same as used for the A/M '79 survey.

Some stations which suffered in the O/N '79 results include AOR KAZY, which went down in 18-34 adults from a share of approximately 13 to a share less than 8; and BM station KLIR. KLIR's share of adults 25-54 dropped by almost 25%. Dancemusic KTLK took quite a tumble also, mainly owing to a drop of more than two-thirds of the station's teen audience. The 18-34 picture for KTLK actually improved, but not enough to make up for the teen loss — thus the 12+ share decline.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 12853

	O/N '78	A/M '79	O/N '79
1 KOA -AM	11.4	KHOW-AM	10.1
2 KHOW-AM	8.2	KLIR-FM	7.9
3 KIMN-AM	8.2	KAZY-FM	7.4
4 KLIR-FM	8.1	KOSI-FM	6.8
5 KBPI-FM	4.8	KIMN-AM	6.6
6 KOSI-FM	4.7	KOA -AM	6.2
7 KTLK-AM	4.1	KTLK-AM	5.5
8 KPPL-FM	4.1	KBPI-FM	4.7
9 KAZY-FM	3.9	KLZ -AM	4.0
10 KLZ -AM	3.7	KOAO-FM	3.5
11 KVOD-FM	3.6	KOSI-FM	3.5
12 KOSI-AM	3.3	KVOD-FM	3.3
13 KLAK-AM	2.3	KYGO-FM	3.1
14 KOAQ-FM	3.1	KPPL-FM	2.8
15 KXXX-FM	3.0	KWBZ-AM	2.7
16 KERE-AM	2.7	KADX-FM	2.4
17 KYGO-FM	2.1	KERE-AM	2.0
18 KFHL-AM	1.8	KLAK-AM	2.0
19 KDEN-AM	1.7	KDEN-AM	1.9
20 KRCC-FM	1.7	KHOW-FM	1.6
21 KTCL-FM	1.5	KRCC-FM	1.5
22 KRKS-AM	1.5	KDKO-AM	1.5
23 KADX-FM	1.1	KLDR-AM	1.3
24 KDKO-AM	1.0	KFHL-AM	1.1
25 KWRZ-AM	0.7	KADF-AM	1.0
26 KBRN-AM	0.5	KRKS-AM	0.7
27 KLHO-AM	0.4	KBOL-AM	0.6
28	0.0	KBRN-AM	0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 12853

	O/N '78	A/M '79	O/N '79
1 KOA -AM	220	KHOW-AM	201
2 KHOW-AM	159	KLIR-FM	158
3 KIMN-AM	159	KAZY-FM	148
4 KLIR-FM	157	KOSI-FM	135
5 KBPI-FM	92	KIMN-AM	132
6 KOSI-FM	90	KOA -AM	129
7 KTLK-AM	80	KTLK-AM	110
8 KPPL-FM	79	KBPI-FM	94
9 KAZY-FM	76	KLZ -AM	80
10 KLZ -AM	72	KOAO-FM	69

	O/N '78	A/M '79	O/N '79
1 KOA -AM		KHOW-AM	
2 KHOW-AM		KOA -AM	
3 KIMN-AM		KIMN-AM	
4 KLIR-FM		KLIR-FM	
5 KLZ -AM		KAZY-FM	
6 KOSI-FM		KTLK-AM	
7 KTLK-AM		KLZ -AM	
8 KLAK-AM		KOSI-FM	
9 KPPL-FM		KOSI-AM	
10 KOSI-FM		KVOD-FM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KIMN-AM		KHOW-AM	
2 KOA -AM		KAZY-FM	
3 KLIR-FM		KLIR-FM	
4 KHOW-AM		KIMN-AM	
5 KTLK-AM		KTLK-AM	
6 KOSI-FM		KOSI-FM	
7 KAZY-FM		KOA -AM	
8 KBPI-FM		KBPI-FM	
9 KPPL-FM		KOAO-FM	
10 KOAQ-FM		KOSI-AM	

Teens  
M-S, 6am-Midnight  
POP(00): 1639

	O/N '78	A/M '79	O/N '79
1 KIMN-AM		KTLK-AM	
2 KTLK-AM		KIMN-AM	
3 KBPI-FM		KAZY-FM	

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KIMN-AM		KTLK-AM	
2 KTLK-AM		KIMN-AM	
3 KBPI-FM		KAZY-FM	

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 5215

	O/N '78	A/M '79	O/N '79
1 KIMN-AM		KAZY-FM	
2 KBPI-FM		KHOW-AM	
3 KHOW-AM		KBPI-FM	
4 KPPL-FM		KIMN-AM	
5 KAZY-FM		KYGO-FM	
6 KOA -AM		KOAO-FM	
7 KTLK-AM		KPPL-FM	
8 KOAQ-FM		KADX-FM	
9 KLIR-FM		KTLK-AM	
10 KFHL-AM		KBCO-FM	

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KHOW-AM		KHOW-AM	
2 KIMN-AM		KAZY-FM	
3 KPPL-FM		KIMN-AM	
4 KOA -AM		KBPI-FM	
5 KBPI-FM		KOA -AM	
6 KTLK-AM		KYGO-FM	
7 KAZY-FM		KPPL-FM	
8 KOAQ-FM		KOAO-FM	
9 KYGO-FM		KVOD-FM	
10 KFHL-AM		KTLK-AM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KIMN-AM		KAZY-FM	
2 KHOW-AM		KHOW-AM	
3 KAZY-FM		KBPI-FM	
4 KPPL-FM		KIMN-AM	
5 KBPI-FM		KYGO-FM	
6 KTLK-AM		KPPL-FM	
7 KOAQ-FM		KOAO-FM	
8 KLIR-FM		KADX-FM	
9 KBCO-FM		KOSI-FM	
10 KFHL-AM		KTLK-AM	

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 6598

	O/N '78	A/M '79	O/N '79
1 KOA -AM		KHOW-AM	
2 KHOW-AM		KOSI-FM	
3 KLIR-FM		KLIR-FM	
4 KVOD-FM		KOA -AM	
5 KOSI-FM		KIMN-AM	
6 KIMN-AM		KVOD-FM	
7 KPPL-FM		KLZ -AM	
8 KLZ -AM		KBPI-FM	
9 KOSI-AM		KPPL-FM	
10 KLAK-AM		KOSI-AM	

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KHOW-AM		KHOW-AM	
2 KOA -AM		KOA -AM	
3 KIMN-AM		KLIR-FM	
4 KLIR-FM		KOSI-FM	
5 KLZ -AM		KIMN-AM	
6 KOSI-AM		KVOD-FM	
7 KPPL-FM		KLZ -AM	
8 KVOD-FM		KOSI-AM	
9 KOSI-FM		KERE-AM	
10 KERE-AM		KLAK-AM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KOA -AM		KHOW-AM	
2 KHOW-AM		KLIR-FM	
3 KLIR-FM		KOSI-FM	
4 KVOD-FM		KOA -AM	
5 KOSI-FM		KIMN-AM	
6 KIMN-AM		KPPL-FM	
7 KPPL-FM		KTLK-AM	
8 KLZ -AM		KLZ -AM	
9 KLAK-AM		KOSI-AM	
10 KOSI-AM		KOAO-FM	

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 12853

	O/N '78	A/M '79	O/N '79
1 KOA -AM	3862	KIMN-AM	2819
2 KIMN-AM	2987	KHOW-AM	2760
3 KHOW-AM	2336	KOA -AM	2586
4 KLIR-FM	2331	KOSI-FM	2083
5 KTLK-AM	1948	KLIR-FM	1944
6 KBPI-FM	1785	KTLK-AM	1777
7 KOSI-FM	1494	KOAO-FM	1776
8 KOAO-FM	1430	KBPI-FM	1711
9 KAZY-FM	1358	KAZY-FM	1580
10 KLZ -AM	1328	KOSI-AM	1519

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KOA -AM		KHOW-AM	
2 KIMN-AM		KOA -AM	
3 KHOW-AM		KIMN-AM	
4 KTLK-AM		KTLK-AM	
5 KLIR-FM		KAZY-FM	
6 KBPI-FM		KLIR-FM	
7 KOSI-AM		KOSI-AM	
8 KLZ -AM		KLZ -AM	
9 KAZY-FM		KOSI-FM	
10 KOAO-FM		KBPI-FM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KIMN-AM		KHOW-AM	
2 KOA -AM		KIMN-AM	
3 KHOW-AM		KAZY-FM	
4 KLIR-FM		KOSI-FM	
5 KTLK-AM		KOA -AM	
6 KBPI-FM		KLIR-FM	
7 KAZY-FM		KOAO-FM	
8 KOSI-FM		KTLK-AM	
9 KOAO-FM		KBPI-FM	
10 KXXX-FM		KOSI-AM	

Teens  
M-S, 6am-Midnight  
POP(00): 1639

	O/N '78	A/M '79	O/N '79
1 KIMN-AM		KIMN-AM	
2 KTLK-AM		KTLK-AM	
3 KBPI-FM		KOAO-FM	

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KIMN-AM		KIMN-AM	
2 KTLK-AM		KTLK-AM	
3 KBPI-FM		KOAO-FM	

Continued on Page 72



# Des Moines

METRO RANK **102**

## O/N '79 Market Overview

The Des Moines report was one of the more stable books this sweep for diary return. The number of diaries returned in the fall survey was higher than in the spring, but not drastically so.

There were some shakeups in the standings, however. P/A standout **WHO** regained the top spot, 12+, but several other leading stations suffered losses. Most severely hurt in this sweep was Country **KSO**, which lost seven shares 12+.

The **WHO** story in this book is that the station was able to maintain its audience while other stations saw theirs drop. **WHO**'s audience among 25-54 adults saw some come growth but stability in the average persons number. Consistent appeal evidently helped **WHO** weather the storm in this survey.

**KSO** saw its 25-54 average quarter hour audience figures cut in half, thus contributing to the 12+ drop. The station did advertise itself, using busboards (60% of budget) and newspaper ads. No special contests or promotions were aired for the sweep. It's difficult to explain the **KSO** drop, since it is the only Country station in the Des Moines metro. Perhaps the next book will give better clues as to the station's real standing.

Other leading stations in Des Moines that suffered erosion in their overall standings included **KLYF**, the Beautiful Music station, which lost a share point among 25-54 listeners; P/A station **KRNT**, which also suffered slight erosion in the 25-54 demo; and Top 40 property **KIOA**, which slipped in both teens and adults 18-34.

On the upswing apparently are several younger-skewing stations. Top 40 entries **KRNQ** and **KMGK** both went up approximately two shares overall, and each moved up in terms of 18-34 shares. **KMGK** picked up approximately seven shares 18-34 (while **KIOA** was slipping in this demo) to tie **KIOA** for the lead in adults 18-34, each with about 16% of this key demo. **KRNQ** increased its share of adults 18-34 as well, but made its biggest gains among teens, doubling its share and becoming the leading teen station in the metro.

Des Moines's AOR station, **KGGO**, enhanced its position in this report. The station gained almost two shares of the 18-34 target and now has about 15% of this demo, just behind **KIOA** and **KGMK**. **KGGO**'s biggest gain came among young women, as the station moved from about 8% of the women 18-34 up to approximately 13% of this group.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

	O/N '78	A/M '79	O/N '79			
1	WHO -AM	15.2	KSO -AM	17.4	WHO -AM(PA)	16.1
2	KSO -AM	14.4	WHO -AM	14.9	KLYF-FM(BB)	10.8
3	KRNT-AM	12.5	KLYF-FM	12.9	KRNT-AM(PA)	10.6
4	KLYF-FM	10.4	KIOA-AM	11.9	KSO -AM(C)	10.3
5	KIOA-AM	9.9	KRNT-AM	11.7	KIOA-AM(R)	10.1
6	KMGK-FM	8.0	KMGK-FM	7.5	KMGK-FM(R)	9.5
7	KGGO-FM	7.7	KRNT-AM	7.5	KRNQ-FM(R)	9.3
8	KRNQ-FM	6.4	KGGO-FM	6.2	KGGO-FM(A)	7.3
9	KCBC-AM	2.7	KDMI-FM	1.5	KLFM-FM(PA)	2.8
10	KANY-FM	1.9	KWKY-AM	1.2	KCBC-AM(PA)	1.5
11	KLFM-FM	1.1	KANY-FM	1.0	KWKY-AM(R)	1.5
12	KDMI-FM	0.5	KLFM-FM	0.7	KANY-FM(BB)	0.8
13			WOW -AM	0.5	KDMI-FM(R)	0.5

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2752

	O/N '78	A/M '79	O/N '79			
1	WHO -AM	57	KSO -AM	70	WHO -AM	64
2	KSO -AM	54	WHO -AM	60	KLYF-FM	43
3	KRNT-AM	47	KLYF-FM	52	KRNT-AM	42
4	KLYF-FM	39	KIOA-AM	48	KSO -AM	41
5	KIOA-AM	37	KRNT-AM	47	KIOA-AM	40

M-F, 8-10am

	O/N '78	A/M '79	O/N '79
1	WHO -AM	WHO -AM	WHO -AM
2	KSO -AM	KSO -AM	KRNT-AM
3	KRNT-AM	KRNT-AM	KSO -AM
4	KIOA-AM	KIOA-AM	KIOA-AM
5	KMGK-FM	KLYF-FM	KMGK-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KSO -AM	KSO -AM	WHO -AM
2	WHO -AM	KIOA-AM	KIOA-AM
3	KIOA-AM	WHO -AM	KSO -AM
4	KLYF-FM	KLYF-FM	KLYF-FM
5	KMGK-FM	KRNT-AM	KRNT-AM

Teens  
M-S, 6am-Midnight  
POP(00): 345

	O/N '78	A/M '79	O/N '79
1	KMGK-FM	KMGK-FM	KRNQ-FM
2	KIOA-AM	KIOA-AM	KMGK-FM
3	KRNQ-FM	KRNQ-FM	KIOA-AM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	KMGK-FM	KMGK-FM	KRNQ-FM
2	KIOA-AM	KIOA-AM	KIOA-AM
3	KGGO-FM	KRNQ-FM	KMGK-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KMGK-FM	KIOA-AM	KIOA-AM
2	KIOA-AM	KMGK-FM	KMGK-FM
3	KRNQ-FM	KRNQ-FM	KRNQ-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1044

	O/N '78	A/M '79	O/N '79
1	KIOA-AM	KIOA-AM	KIOA-AM
2	KGGO-FM	KRNQ-FM	KMGK-FM
3	KRNQ-FM	KGGO-FM	KGGO-FM
4	KRNT-AM	KSO -AM	KRNQ-FM
5	KSO -AM	KMGK-FM	KSO -AM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	KIOA-AM	KIOA-AM	KIOA-AM
2	KSO -AM	KSO -AM	KMGK-FM
3	KMGK-FM	KRNQ-FM	KGGO-FM
4	KRNT-AM	KMGK-FM	KRNQ-FM
5	KGGO-FM	KGGO-FM	KRNT-AM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KIOA-AM	KIOA-AM	KIOA-AM
2	KGGO-FM	KGGO-FM	KGGO-FM
3	KRNQ-FM	KRNQ-FM	KMGK-FM
4	KSO -AM	WHO -AM	KRNQ-FM
5	KRNT-AM	KSO -AM	KSO -AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1303

	O/N '78	A/M '79	O/N '79
1	KSO -AM	KSO -AM	KRNT-AM
2	KRNT-AM	KLYF-FM	KLYF-FM
3	KLYF-FM	KRNT-AM	KSO -AM
4	WHO -AM	WHO -AM	WHO -AM
5	KIOA-AM	KIOA-AM	KIOA-AM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	KSO -AM	KSO -AM	KRNT-AM
2	KRNT-AM	WHO -AM	KSO -AM
3	WHO -AM	KRNT-AM	WHO -AM
4	KIOA-AM	KLYF-FM	KIOA-AM
5	KLYF-FM	KIOA-AM	KLYF-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KSO -AM	KSO -AM	KSO -AM
2	KLYF-FM	KLYF-FM	KRNT-AM
3	KRNT-AM	WHO -AM	KLYF-FM
4	WHO -AM	KRNT-AM	KIOA-AM
5	KIOA-AM	KIOA-AM	WHO -AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2752

	O/N '78	A/M '79	O/N '79			
1	KIOA-AM	902	WHO -AM	903	WHO -AM	970
2	WHO -AM	839	KIOA-AM	824	KIOA-AM	837
3	KRNT-AM	807	KRNT-AM	742	KRNT-AM	771
4	KSO -AM	666	KLYF-FM	701	KRNQ-FM	645
5	KLYF-FM	624	KSO -AM	658	KSO -AM	611

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	WHO -AM	WHO -AM	WHO -AM
2	KIOA-AM	KIOA-AM	KIOA-AM
3	KRNT-AM	KRNT-AM	KRNT-AM
4	KSO -AM	KSO -AM	KSO -AM
5	KMGK-FM	KMGK-FM	KRNQ-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KIOA-AM	KIOA-AM	KIOA-AM
2	KSO -AM	WHO -AM	WHO -AM
3	WHO -AM	KSO -AM	KRNQ-FM
4	KLYF-FM	KLYF-FM	KSO -AM
5	KRNT-AM	KRNQ-FM	KRNT-AM

Teens  
M-S, 6am-Midnight  
POP(00): 345

	O/N '78	A/M '79	O/N '79
1	KMGK-FM	KIOA-AM	KIOA-AM
2	KIOA-AM	KMGK-FM	KRNQ-FM
3	KRNQ-FM	KRNQ-FM	KMGK-FM

M-F, 8-10am

	O/N '78	A/M '79	O/N '79
1	KMGK-FM	KMGK-FM	KRNQ-FM
2	KIOA-AM	KIOA-AM	KIOA-AM
3	KGGO-FM	KRNQ-FM	KMGK-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KMGK-FM	KIOA-AM	KIOA-AM
2	KIOA-AM	KMGK-FM	KMGK-FM
3	KRNQ-FM	KRNQ-FM	KRNQ-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1044

	O/N '78	A/M '79	O/N '79
1	KIOA-AM	KIOA-AM	KIOA-AM
2	KMGK-FM	KRNQ-FM	KRNQ-FM
3	KRNT-AM	KGGO-FM	KMGK-FM
4	KRNQ-FM	KMGK-FM	KGGO-FM
5	KGGO-FM	WHO -AM	WHO -AM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	KIOA-AM	KIOA-AM	KIOA-AM
2	KMGK-FM	KRNQ-FM	KRNQ-FM
3	KRNT-AM	WHO -AM	KMGK-FM
4	KRNQ-FM	KMGK-FM	KGGO-FM
5	KSO -AM	KGGO-FM	KRNT-AM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KIOA-AM	KIOA-AM	KIOA-AM
2	KGGO-FM	KRNQ-FM	KRNQ-FM
3	KRNQ-FM	KGGO-FM	KMGK-FM
4	KRNT-AM	KMGK-FM	KGGO-FM
5	KMGK-FM	WHO -AM	KSO -AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1303

	O/N '78	A/M '79	O/N '79
1	KRNT-AM	WHO -AM	WHO -AM
2	KSO -AM	KLYF-FM	KRNT-AM
3	WHO -AM	KSO -AM	KIOA-AM
4	KIOA-AM	KRNT-AM	KSO -AM
5	KLYF-FM	KIOA-AM	KLYF-FM

M-F, 6-10am

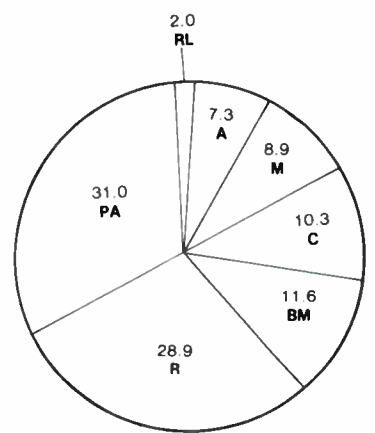
	O/N '78	A/M '79	O/N '79
1	KSO -AM	WHO -AM	KRNT-AM
2	KRNT-AM	KSO -AM	WHO -AM
3	WHO -AM	KRNT-AM	KIOA-AM
4	KIOA-AM	KIOA-AM	KSO -AM
5	KLYF-FM	KLYF-FM	KLYF-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KSO -AM	KSO -AM	KSO -AM
2	KIOA-AM	WHO -AM	KIOA-AM
3	KRNT-AM	KLYF-FM	KRNT-AM
4	WHO -AM	KIOA-AM	WHO -AM
5	KLYF-FM	KRNT-AM	KLYF-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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# Detroit

METRO RANK

6

## O/N '79 Market Overview

Expanded Sample Frame implementation hit Detroit for the first time in the /N '79 survey, and as a result a much higher diary return was received. Artron sampled an additional 700 people and got back about 350 more diaries than in the previous book. Some stations, such as P/A leader **WJR**, suffered bumps, and felt that the ESF impact might have hurt them. On the other hand, other stations which skew 45+, such as **WWJ** and **WXYZ**, had stable or better books than in the previous sweep. Country **WCXI** also did very well in the O/N '79 results.

There was a higher return of diaries from the 12-34 demos in this book, and this may have affected such stations as **WRIF**, **ABC's** AOR station. However, not every rock property benefited from the additional diary input — **CKLW** and **WMJC** both saw their overall and 18-34 shares slip.

Even though the station slipped in 12+ share, **WJR** remains the leader by a mile. This clear-channel powerhouse easily stayed on top among 25-54 and 35-64 adults.

The new number two station in the Motor City is AOR **WRIF**. In the past several books, **WRIF** had been on the downside or had flat numbers, but the O/N '79 sweep saw a definite rebound for this station. **WRIF** gained almost three shares among adults 18-34 to surpass **WWWW** and lead in this demo with over an 11 share. Bolstering the **WRIF** effort was a media campaign built around TV, newspaper, and billboards. Bumper stickers were also given out to help the station's visibility, and its "DREAD" rock 'n' roll army reached 100,000 members.

News station **WWJ** slipped slightly in terms of 12+ share but remained viable with the older-skewing audiences. **WWJ** dropped mainly among adults 15-54 but still scored well 35+.

Biggest mover towards the top of the heap in this report was **Golden West's** **WCXI**. The station has the Country market virtually to itself, facing competition only from **CKLW-FM**. **WCXI** virtually tripled its share of 25-54 adults now up to the 7% range, second only to **WJR**.

Stations which didn't fare so well include **CKLW** and **WMJC**. Both are strong in the 18-34 demographic, but each saw its share decline in this key target. **CKLW** especially saw its 18-34 share drop by a third compared to the previous book. **CKLW** has been trying to recycle the huge AM drive audience that lures in for **Dick Purtan**, but without much success in this past report. Even the spots run by **Dick & Bert** to encourage **Purtan's** listeners to stay with the station didn't appear to have been much help.

Two stations on the upswing are **ABC's** **WXYZ** and **Metromedia's** **WOMC**. **WXYZ** was able to improve its 12+ share by increasing its audience among both the 18-34 and 25-54 demos. **News/Talk** **WXYZ** improved its 25-54 by a third and was one of the top 35+ stations also.

Other stations worthy of note include **WTWR**, which saw its Oldies/Top 40 format continue to gain listeners; **WWWW**, formerly the leading AOR, which saw its hold on the young adults slip; and **WDRQ**, which seems to be on the upswing since its change back to a Top 40 format (from Dancemusic).

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 35667

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1	WJR -AM	769 WJR -AM	803 WJR -AM	810 WJR -AM	856 WJR -AM
2	CKLW-AM	311 WWJ -AM	483 WWW-FM	373 WWJ -AM	380 WRIF-FM
3	WABX-FM	304 CKLW-AM	374 CKLW-AM	340 WMJC-FM	366 WWJ -AM
4	WRIF-FM	294 WXYZ-AM	313 WMJC-FM	335 WWW-FM	360 WCXI-AM
5	WJLB-AM	285 WWW-FM	296 WXYZ-AM	316 CKLW-AM	334 WMJC-FM
6	WNIC-FM	284 WRIF-FM	286 WWJ -AM	289 WRIF-FM	289 WXYZ-AM
7	WOMC-FM	282 WJR -FM	268 WRIF-FM	278 WJR -FM	268 WWW-FM
8	WWJ -AM	265 WABX-FM	250 WOMC-FM	274 WCZY-FM	241 CKLW-AM
9	WWJ -FM	241 WOMC-FM	247 WJR -FM	260 WXYZ-AM	237 WOMC-FM
10	WXYZ-AM	237 WNIC-FM	239 WABX-FM	234 WWJ -FM	229 WJR -FM

M-F, 6-10am

1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	CKLW-AM	WWJ -AM	CKLW-AM	WWJ -AM	WWJ -AM
3	WWJ -AM	CKLW-AM	WWJ -AM	CKLW-AM	CKLW-AM
4	WJLB-AM	WWW-FM	WWW-FM	WMJC-FM	WCXI-AM
5	WXYZ-AM	WJLB-AM	WMJC-FM	WJR -FM	WRIF-FM
6	WRIF-FM	WXYZ-AM	WXYZ-AM	WWW-FM	WXYZ-AM
7	WWW-FM	WJR -FM	WOMC-FM	WRIF-FM	WOMC-FM
8	WOMC-FM	WWJ -FM	WJLB-AM	WXYZ-AM	WMJC-FM
9	WNIC-FM	WOMC-FM	WRIF-FM	WWJ -FM	WNIC-FM
10	WABX-FM	WRIF-FM	WCXI-AM	WOMC-FM	WWW-FM

M-F, 3-7pm

1	WJR -AM	WJR -AM	WJR -AM	WRIF-FM	WRIF-FM
2	WNIC-FM	WWJ -AM	WWW-FM	WMJC-FM	WJR -AM
3	WABX-FM	CKLW-AM	WMJC-FM	WWJ -AM	WWJ -AM
4	WOMC-FM	WJR -FM	WOMC-FM	WWW-FM	WCXI-AM
5	WRIF-FM	WRIF-FM	WJR -FM	CKLW-AM	WMJC-FM
6	WWJ -AM	WABX-FM	WRIF-FM	WJR -FM	WOMC-FM
7	WDRQ-FM	WXYZ-AM	WABX-FM	WRIF-FM	WWW-FM
8	WWJ -FM	WWW-FM	WWJ -AM	WWJ -FM	WDRQ-FM
9	CKLW-AM	WOMC-FM	WCZY-FM	WCZY-FM	WJR -FM
10	WJR -FM	WNIC-FM	CKLW-AM	WNIC-FM	WCZY-FM

Teens

M-S, 6am-Midnight  
POP(00): 4939

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1	WDRQ-FM	WDRQ-FM	WWW-FM	WWW-FM	WRIF-FM
2	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM	WWW-FM
3	WWW-FM	WWW-FM	WABX-FM	WABX-FM	WDRQ-FM

M-F, 6-10am

1	WDRQ-FM	WDRQ-FM	WWW-FM	WMJC-FM	WDRQ-FM
2	WWW-FM	WWW-FM	WRIF-FM	WWW-FM	WRIF-FM
3	WRIF-FM	WRIF-FM	WABX-FM	WRIF-FM	WWW-FM

M-F, 3-7pm

1	WDRQ-FM	WDRQ-FM	WWW-FM	WWW-FM	WRIF-FM
2	WABX-FM	WRIF-FM	WRIF-FM	WMJC-FM	WWW-FM
3	WRIF-FM	WWW-FM	WJLB-AM	WABX-FM	WDRQ-FM

Adults 18-34

M-S, 6am-Midnight  
POP(00): 12749

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1	WABX-FM	CKLW-AM	WWW-FM	WWW-FM	WRIF-FM
2	WNIC-FM	WWW-FM	WMJC-FM	CKLW-AM	WMJC-FM
3	WRIF-FM	WABX-FM	CKLW-AM	WMJC-FM	WTWR-FM
4	WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WWW-FM
5	CKLW-AM	WNIC-FM	WABX-FM	WNIC-FM	CKLW-AM
6	WOMC-FM	WOMC-FM	WOMC-FM	WTWR-FM	WJZZ-FM
7	WXYZ-AM	WJZZ-FM	WNIC-FM	WJR -AM	WABX-FM
8	WJLB-AM	WJLB-AM	WJZZ-FM	WABX-FM	WOMC-FM
9	WJZZ-FM	WJR -AM	WJR -AM	WJZZ-FM	WNIC-FM
10	WMJC-FM	WMJC-FM	WTWR-FM	WOMC-FM	WCXI-AM

M-F, 6-10am

1	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
2	WRIF-FM	WWW-FM	WWW-FM	WRIF-FM	WRIF-FM
3	WNIC-FM	WJR -AM	WWW-FM	WWW-FM	WMJC-FM
4	WWW-FM	WNIC-FM	WJR -AM	WJR -AM	WWW-FM
5	WXYZ-AM	WJLB-AM	WOMC-FM	WMJC-FM	WNIC-FM
6	WABX-FM	WRIF-FM	WRIF-FM	WTWR-FM	WTWR-FM
7	WJR -AM	WOMC-FM	WJZZ-FM	WNIC-FM	WOMC-FM
8	WJLB-AM	WABX-FM	WABX-FM	WCXI-AM	WCXI-AM
9	WOMC-FM	WWJ -AM	WJLB-AM	WABX-FM	WJZZ-FM
10	WMJC-FM	WCHB-AM	WABX-FM	WJZZ-FM	WJR -AM

M-F, 3-7pm

1	WNIC-FM	WABX-FM	WMJC-FM	CKLW-AM	WRIF-FM
2	WABX-FM	WNIC-FM	WWW-FM	WRIF-FM	WMJC-FM
3	WRIF-FM	WWW-FM	WABX-FM	WMJC-FM	WTWR-FM
4	WWW-FM	WRIF-FM	WRIF-FM	WWW-FM	WABX-FM
5	CKLW-AM	CKLW-AM	WOMC-FM	WNIC-FM	WOMC-FM
6	WOMC-FM	WOMC-FM	CKLW-AM	WTWR-FM	WJZZ-FM
7	WXYZ-AM	WJZZ-FM	WNIC-FM	WOMC-FM	WWW-FM
8	WMJC-FM	WJLB-AM	WDRQ-FM	WNIC-FM	WABX-FM
9	WJLB-AM	WJR -AM	WJR -AM	WJZZ-FM	CKLW-AM
10	WDRQ-FM	WMJC-FM	WHND-AM	WJR -AM	WDRQ-FM

Adults 25-54

M-S, 6am-Midnight  
POP(00): 17417

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1	WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2	CKLW-AM	CKLW-AM	WOMC-FM	CKLW-AM	WCXI-AM
3	WOMC-FM	WWJ -AM	CKLW-AM	WMJC-FM	WOMC-FM
4	WXYZ-AM	WOMC-FM	WMJC-FM	WTWR-FM	CKLW-AM
5	WJR -FM	WJR -FM	WJR -FM	WWJ -AM	WMJC-FM
6	WWJ -FM	WXYZ-AM	WCZY-FM	WWJ -AM	WWJ -AM
7	WNIC-FM	WJZZ-FM	WCXI-AM	WOMC-FM	WWJ -FM
8	WJLB-AM	WNIC-FM	WWJ -FM	WWJ -FM	WXYZ-AM
9	WJZZ-FM	WWJ -FM	WXYZ-AM	WCZY-FM	WRIF-FM
10	WCZY-FM	WCZY-FM	WWJ -AM	WJZZ-FM	

## Average Persons 12+ Share Trends

Monday-Sunday 6am-Midnight  
POP(00): 35667

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1	WJR -AM	13.6 WJR -AM	13.5 WJR -AM	13.3 WJR -AM	14.2 WJR -AM(A)10.1
2	CKLW-AM	5.5 WWJ -AM	8.1 WWW-FM	6.1 WWJ -AM	6.3 WRIF-FM(A) 6.4
3	WABX-FM	5.4 CKLW-AM	6.3 CKLW-AM	5.6 WMJC-FM	6.1 WWJ -AM(B) 6.1
4	WRIF-FM	5.2 WXYZ-AM	5.3 WMJC-FM	5.5 WWW-FM	6.0 WCXI-AM(C) 5.6
5	WJLB-AM	5.1 WWW-FM	5.0 WXYZ-AM	5.2 CKLW-AM	5.5 WMJC-FM(D) 5.0
6	WNIC-FM	5.0 WRIF-FM	4.8 WWJ -AM	4.8 WRIF-FM	4.8 WXYZ-AM(E) 4.6
7	WOMC-FM	5.0 WJR -FM	4.5 WRIF-FM	4.6 WJR -FM	4.4 WWW-FM(A) 4.5
8	WWJ -AM	4.7 WABX-FM	4.2 WOMC-FM	4.5 WCZY-FM	4.0 CKLW-AM(F) 4.5
9	WWJ -FM	4.3 WOMC-FM	4.1 WJR -FM	4.3 WXYZ-AM	3.9 WOMC-FM(PA) 4.3
0	WXYZ-AM	4.2 WNIC-FM	4.0 WABX-FM	3.9 WWJ -FM	3.8 WJR -FM(BM) 4.0
1	WJR -FM	4.2 WJLB-AM	3.8 WJLB-AM	3.8 WNIC-FM	3.5 WTWR-FM(D) 3.8
2	WDRQ-FM	4.2 WWJ -FM	3.6 WCZY-FM	3.8 WABX-FM	3.3 WWJ -FM(BM) 3.8
3	WWW-FM	4.2 WDRQ-FM	3.4 WNIC-FM	3.3 WTWR-FM	3.3 WDRQ-FM(F) 3.6
4	WCZY-FM	3.6 WJZZ-FM	3.1 WJZZ-FM	3.2 WOMC-FM	3.1 WNIC-FM(A) 3.5
5	WJZZ-FM	3.3 WCZY-AM	2.7 WWJ -FM	3.1 WDRQ-FM	3.0 WCZY-FM(BM) 3.3
6	WMJC-FM	2.6 WCZY-FM	2.7 WDRQ-FM	2.7 WJZZ-FM	3.0 WABX-FM(A) 3.3
7	WCZY-AM	2.5 WMJC-FM	2.2 WCZY-AM	2.6 WJLB-AM	2.9 WJZZ-FM(J) 3.2
8	WGPR-FM	2.1 WCHB-AM	1.9 WCXI-AM	2.6 WCXI-AM	2.0 WJLB-AM(B) 3.0
9	WCHB-AM	2.0 CKLW-FM	1.8 WTWR-FM	2.0 WCHB-AM	2.0 WHND-AM(O) 1.7
0	WHND-AM	1.1 WHND-AM	1.8 WCHB-AM	1.5 WCZY-AM	1.9 WLBS-FM(B) 1.6
1	WTWR-FM	1.0 WGPR-FM	1.2 WGPR-FM	1.3 WHND-AM	1.6 WGPR-FM(C) 1.6
2	WMZK-FM	0.9 WCXI-AM	1.2 WLBS-FM	1.2 WGPR-FM	1.2 WCHB-AM(B) 1.6
3	WCXI-AM	0.9 WTWR-FM	1.1 WHND-AM	1.2 WKRR-AM	1.2 WCZY-AM(BM) 1.6
4	CKLW-FM	0.8 WQRS-FM	0.9 CKLW-FM	1.2 CKLW-FM	1.1 CKLW-FM(C) 0.9
5	WKRR-AM	0.8 WKRR-AM	0.7 WKRR-AM	0.7 WLBS-FM	0.7 WMZK-FM(C) 0.9
6	WQRS-FM	0.5 WEXL-AM	0.7 WQRS-FM	0.6 WMZK-FM	0.4 WQRS-FM(CL) 0.9
7	WBFM-FM	0.5 WIID-AM	0.5 WMZK-FM	0.6 WEXL-AM	0.4 WBFM-FM(PL) 0.7
8	WIID-AM	0.4 WMZK-FM	0.5 WIID-AM	0.5 WCAR-AM	0.4 WKRR-AM(PA) 0.6
9	WHLS-AM	0.4 WHLS-AM	0.4 WTAC-AM	0.4 WMUZ-FM	0.3 WHLS-AM(A) 0.5
10	WMUZ-FM	0.3 WLBS-FM	0.3 WMUZ-FM	0.4 WQRS-FM	0.3 WCAR-AM(M) 0.4
1		WMUZ-FM	0.3 WBFM-FM	0.4	

Continued on Page 54

# Detroit

Continued from Page 53

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 17417

M-F, 6-10am				
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3 WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
4 WJLB-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
5 WOHM-FM	WOHC-FM	WOHC-FM	WOHC-FM	WOHC-FM
6 WWJ -AM	WWW-FM	WWW-FM	WWW-FM	WWW-FM
7 WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
8 WJR -FM	WJR -FM	WJR -FM	WJR -FM	WJR -FM
9 WNIC-FM	CKLW-FM	WJLB-AM	WXYZ-AM	WXYZ-AM
10 WJZZ-FM	WJLB-AM	WJLB-AM	WJLB-AM	WJLB-AM

M-F, 3-7pm				
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 WOHM-FM	CKLW-AM	WOMC-FM	WOMC-FM	WOMC-FM
3 CKLW-AM	WWJ -AM	WJZZ-FM	WJZZ-FM	WJZZ-FM
4 WNIC-FM	WJR -FM	WJR -FM	WJR -FM	WJR -FM
5 WWJ -FM	WOHC-FM	WJLB-AM	WXYZ-AM	WXYZ-AM
6 WJR -FM	WXYZ-AM	WNIC-FM	WNIC-FM	WNIC-FM
7 WXYZ-AM	WNIC-FM	WJZZ-FM	WJZZ-FM	WJZZ-FM
8 WWJ -AM	WJZZ-FM	WJZZ-FM	WJZZ-FM	WJZZ-FM
9 WCZY-FM	WJZZ-FM	WJZZ-FM	WJZZ-FM	WJZZ-FM
10 WCZY-FM	WJZZ-FM	WJZZ-FM	WJZZ-FM	WJZZ-FM

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3 WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
4 WWJ -AM	WOHC-FM	WOHC-FM	WOHC-FM	WOHC-FM
5 WJR -FM	WJR -FM	WJR -FM	WJR -FM	WJR -FM
6 WNIC-FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
7 WOMC-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM
8 WRIF-FM	WNIC-FM	WNIC-FM	WNIC-FM	WNIC-FM
9 WWJ -FM	WWJ -FM	WWJ -FM	WWJ -FM	WWJ -FM
10 WMJC-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM

M-F, 6-10am				
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3 WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
4 WWJ -AM	WOHC-FM	WOHC-FM	WOHC-FM	WOHC-FM
5 WJR -FM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM
6 WJLB-AM	WWJ -FM	WWJ -FM	WWJ -FM	WWJ -FM
7 WRIF-FM	WJR -FM	WJR -FM	WJR -FM	WJR -FM
8 WNIC-FM	WNIC-FM	WNIC-FM	WNIC-FM	WNIC-FM
9 WOMC-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM
10 WWJ -FM	WCZY-FM	WNIC-FM	WNIC-FM	WNIC-FM

M-F, 3-7pm				
1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
3 WNIC-FM	WWJ -AM	WWJ -AM	WWJ -AM	WWJ -AM
4 WWJ -AM	WJR -FM	CKLW-AM	WWJ -AM	WWJ -AM
5 WOMC-FM	WOMC-FM	WOMC-FM	WOMC-FM	WOMC-FM
6 WXYZ-AM	WNIC-FM	WOMC-FM	WJR -FM	WJR -FM
7 WJR -FM	WXYZ-AM	WJR -FM	WOMC-FM	WOMC-FM
8 WWJ -FM	WWJ -FM	WWJ -FM	WNIC-FM	WNIC-FM
9 WMJC-FM	WMJC-FM	WXYZ-AM	WWJ -FM	WWJ -FM
10 WJLB-AM	WDRQ-FM	WCXI-AM	WDRQ-FM	WDRQ-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 35667

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79					
1 WJR -AM	11104	WJR -AM	9655	WJR -AM	12162	WJR -AM	12080	WJR -AM	9166
2 CKLW-AM	7670	CKLW-AM	8453	CKLW-AM	8067	CKLW-AM	7091	WRIF-FM	6966
3 WRIF-FM	6963	WWJ -AM	7611	WWJ -AM	6243	WRIF-FM	6675	CKLW-AM	6562
4 WWJ -AM	6252	WRIF-FM	5941	WRIF-FM	6187	WWW-FM	6149	WWJ -AM	6414
5 WXYZ-AM	5123	WDRQ-FM	5276	WWW-FM	5810	WWJ -AM	6078	WWW-FM	5477
6 WABX-FM	4997	WWW-FM	5114	WMJC-FM	5214	WMJC-FM	5625	WMJC-FM	5463
7 WWW-FM	4994	WJR -FM	4573	WABX-FM	4690	WABX-FM	5036	WDRQ-FM	5071
8 WNIC-FM	4866	WXYZ-AM	4356	WXYZ-AM	4533	WNIC-FM	4374	WNIC-FM	4700
9 WJR -FM	4682	WNIC-FM	4308	WNIC-FM	4240	WJR -FM	4207	WTR-FM	4466
10 WDRQ-FM	4611	WABX-FM	4195	WJR -FM	4139	WDRQ-FM	3919	WXYZ-AM	4299

M-F, 6-10am

1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WJR -AM
2 CKLW-AM	WWJ -AM	CKLW-AM	CKLW-AM	CKLW-AM
3 WWJ -AM	CKLW-AM	WWJ -AM	WWJ -AM	WWJ -AM
4 WRIF-FM	WWW-FM	WWW-FM	WWW-FM	WWW-FM
5 WWW-FM	WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM
6 WXYZ-AM	WDRQ-FM	WHJC-FM	WWW-FM	WXYZ-AM
7 WJLB-AM	WXYZ-AM	WXYZ-AM	WXYZ-AM	WCXI-AM
8 WNIC-FM	WJLB-AM	WJLB-AM	WJR -FM	WDRQ-FM
9 WDRQ-FM	WJR -FM	WNIC-FM	WABX-FM	WNIC-FM
10 WABX-FM	WNIC-FM	WJR -FM	WJLB-AM	WWW-FM

M-F, 3-7pm

1 WJR -AM	WJR -AM	WJR -AM	WJR -AM	WRIF-FM
2 WRIF-FM	CKLW-AM	WRIF-FM	WRIF-FM	WJR -AM
3 CKLW-AM	WWJ -AM	WWJ -AM	WWW-FM	WWW-FM
4 WABX-FM	WRIF-FM	CKLW-AM	CKLW-AM	WWJ -AM
5 WWJ -AM	WWW-FM	WRIF-FM	WWJ -AM	WMJC-FM
6 WNIC-FM	WDRQ-FM	WMJC-FM	WHJC-FM	WDRQ-FM
7 WWW-FM	WJR -FM	WABX-FM	WABX-FM	CKLW-AM
8 WDRQ-FM	WNIC-FM	WJR -FM	WNIC-FM	WNIC-FM
9 WJR -FM	WABX-FM	WNIC-FM	WTR-FM	WOMC-FM
10 WJLB-AM	WXYZ-AM	WXYZ-AM	WJR -FM	WTR-FM

Teens  
M-S, 6am-Midnight  
POP(00): 4939

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WRIF-FM	WDRQ-FM	WWW-FM	WRIF-FM	WRIF-FM
2 WDRQ-FM	WRIF-FM	WRIF-FM	WWW-FM	WDRQ-FM
3 WWW-FM	WWW-FM	CKLW-AM	WABX-FM	WWW-FM

M-F, 6-10am

1 WDRQ-FM	WDRQ-FM	WWW-FM	WRIF-FM	WRIF-FM
2 WRIF-FM	WRIF-FM	WRIF-FM	WWW-FM	WDRQ-FM
3 WWW-FM	WWW-FM	CKLW-AM	WABX-FM	WWW-FM

M-F, 3-7pm

1 WDRQ-FM	WDRQ-FM	WWW-FM	WWW-FM	WRIF-FM
2 WRIF-FM	WRIF-FM	WRIF-FM	WRIF-FM	WWW-FM
3 WABX-FM	WWW-FM	WABX-FM	WABX-FM	WDRQ-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 12749

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WRIF-FM	CKLW-AM	CKLW-AM	WRIF-FM	WRIF-FM
2 CKLW-AM	WRIF-FM	WRIF-FM	CKLW-AM	WWW-FM
3 WABX-FM	WWW-FM	WWW-FM	WWW-FM	CKLW-AM
4 WNIC-FM	WNIC-FM	WMJC-FM	WMJC-FM	WMJC-FM
5 WWW-FM	WABX-FM	WJR -AM	WJR -AM	WTR-FM
6 WXYZ-AM	WDRQ-FM	WABX-FM	WABX-FM	WABX-FM
7 WJR -AM	WOMC-FM	WNIC-FM	WNIC-FM	WNIC-FM
8 WMJC-FM	WJR -AM	WJLB-AM	WTR-FM	WJZZ-FM
9 WDRQ-FM	WMJC-FM	WDRQ-FM	WDRQ-FM	WDRQ-FM
10 WJZZ-FM	WJZZ-FM	WOMC-FM	WJZZ-FM	WOMC-FM

M-F, 6-10am

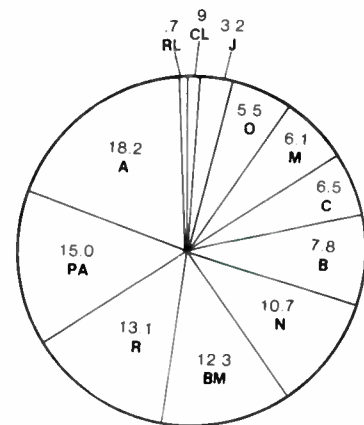
1 CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM	CKLW-AM
2 WRIF-FM	WWW-FM	WWW-FM	WRIF-FM	WRIF-FM
3 WWW-FM	WRIF-FM	WRIF-FM	WWW-FM	WMJC-FM
4 WNIC-FM	WRIF-FM	WMJC-FM	WMJC-FM	WTR-FM
5 WABX-FM	WABX-FM	WNIC-FM	WTR-FM	WWW-FM
6 WXYZ-AM	WJR -AM	WJR -AM	WJR -AM	WNIC-FM
7 WJLB-AM	WDRQ-FM	WOMC-FM	WABX-FM	WJZZ-FM
8 WJR -AM	WWJ -AM	WABX-FM	WNIC-FM	WOMC-FM
9 WMJC-FM	WOHC-FM	WJLB-AM	WJZZ-FM	WABX-FM
10 WOMC-FM	WJLB-AM	WDRQ-FM	WOMC-FM	WDRQ-FM

M-F, 3-7pm

1 WRIF-FM	CKLW-AM	WWW-FM	WRIF-FM	WRIF-FM
2 WABX-FM	WRIF-FM	WRIF-FM	WWW-FM	WWW-FM
3 WNIC-FM	WABX-FM	WMJC-FM	CKLW-AM	WTR-FM
4 CKLW-AM	WWW-FM	CKLW-AM	WMJC-FM	WTR-FM
5 WWW-FM	WNIC-FM	WABX-FM	WTR-FM	WABX-FM
6 WMJC-FM	WDRQ-FM	WNIC-FM	WNIC-FM	WNIC-FM
7 WXYZ-AM	WOMC-FM	WJR -AM	WABX-FM	WDRQ-FM
8 WOMC-FM	WJZZ-FM	WHND-AM	WDRQ-FM	CKLW-AM
9 WJLB-AM	WMJC-FM	WOMC-FM	WJR -AM	WJZZ-FM
10 WDRQ-FM	WJLB-AM	WDRQ-FM	WOMC-FM	WOMC-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

## N '79 Market Overview

The story in El Paso seems to have two major highlights — some of the instability in the market during the A/M '79 sweep has settled and stations have rebounded as a result; and the successful stations are often those that spent less on advertising for a book than they had for the spring survey.

Diary return in this book was much better, especially in the 18-34 demos, which suffered in the M '79 results. As a result, the No. 1 Top 40 station **NT**, has rebounded from its poor showing in the spring. Although the station spent ad dollars on TV and billboards, the total budget was much less than for the A/M '79 sweep. On-air, the music list was tightened and new personalities came on in the morning and nighttime shifts. KINT almost doubled its previous teen share (more than 30% in the O/N '79 results), and moved up two shares in the adults 18-34 demo to recapture the top spot in that demo.

The new number two station in the market is country **KHEY**. KHEY made significant strides, moving up more than four 12+ shares and almost doubling its 25-54 share (now in the 18 range, tops in metro). KHEY used TV (less than last book) and newspaper ads to promote itself with an ad budget that was the same as was used for the A/M sweep. Not much on-air promotion was done, but there was new afternoon drive personality for this book.

Other stations which scored well in this report include the other Country station, **KLOZ**, and Top 40 **FIM**. KLOZ more than doubled its 12+ and 35+ shares, while KFIM saw its share of the 18-34 audience increase by more than 50%.

Beautiful Music **KEZB** had a stable book overall even though its share of the 25-54 audience slipped 12.25%. More significant losses were suffered by **KAMA**, Top 40 **KELP**, and the AOR's, **KLAQ** and **KPAS**. KLAQ's teen and female numbers remained stable, but its young men figures dropped by more than 50%.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3413

	O/N '78	A/M '79	O/N '79
KAMA-AM	13.5	KAMA-AM 11.6	KINT-FM(B) 12.1
KINT-FM	12.1	KELP-AM 9.7	KHEY-AM(C) 11.7
KPAS-FM	11.1	KLAQ-FM 9.5	KAMA-AM(S) 9.5
KEZB-FM	9.7	KEZB-FM 8.9	KEZB-FM(BM) 8.9
KHEY-AM	8.9	KINT-FM 8.1	KELP-AM(O) 8.2
KELP-AM	6.3	KHEY-AM 7.3	KSET-FM(D) 5.9
XROK-AM	4.6	KSET-FM 6.1	KFIM-FM(O) 5.9
KFIM-FM	4.2	KPAS-FM 4.5	KLOZ-FM(C) 5.6
KSET-FM	3.4	KFIM-FM 4.1	KLAQ-FM(A) 5.4
KLOZ-FM	3.2	KROD-AM 3.9	KPAS-FM(A) 4.1
KTSM-AM	2.6	KTSM-AM 3.7	XEJ-AM(PA) 3.3
KROD-AM	2.6	KSET-AM 3.6	KROD-AM(PA) 3.0
KTSM-FM	2.2	KAMA-FM 3.4	KSET-AM(D) 3.0
KSET-AM	2.0	XEJ-AM 3.2	KTSM-AM(S) 2.4
KAMA-FM	2.0	KLOZ-FM 2.4	KAMA-FM(S) 2.2
XEJ-AM	1.8	KKOL-AM 2.4	KTSM-FM(BM) 2.0
XEFV-AM	1.8	KTSM-FM 1.6	KISO-AM(RL) 2.0
KLAQ-FM	1.6	XROK-AM 1.0	XEFV-AM(M) 1.7
KINT-AM	1.4	XEWG-AM 0.6	KKOL-AM(PA) 0.9
XEP-AM	1.4	XEFV-AM 0.6	XROK-AM(C) 0.7
KISO-AM	1.4		XEWG-AM(S) 0.7
XCJC-AM	0.4		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 528

	O/N '78	A/M '79	O/N '79
1 KAMA-AM	67	KAMA-AM	59
2 KINT-FM	60	KELP-AM	49
3 KPAS-FM	55	KLAQ-FM	48
4 KEZB-FM	48	KEZB-FM	45
5 KHEY-AM	44	KINT-FM	41
6 KHEY-AM	44	KINT-FM	41
7 KHEY-AM	44	KINT-FM	41
8 KHEY-AM	44	KINT-FM	41
9 KHEY-AM	44	KINT-FM	41
10 KHEY-AM	44	KINT-FM	41
11 KHEY-AM	44	KINT-FM	41
12 KHEY-AM	44	KINT-FM	41
13 KHEY-AM	44	KINT-FM	41
14 KHEY-AM	44	KINT-FM	41
15 KHEY-AM	44	KINT-FM	41
16 KHEY-AM	44	KINT-FM	41
17 KHEY-AM	44	KINT-FM	41
18 KHEY-AM	44	KINT-FM	41
19 KHEY-AM	44	KINT-FM	41
20 KHEY-AM	44	KINT-FM	41
21 KHEY-AM	44	KINT-FM	41
22 KHEY-AM	44	KINT-FM	41
23 KHEY-AM	44	KINT-FM	41
24 KHEY-AM	44	KINT-FM	41
25 KHEY-AM	44	KINT-FM	41
26 KHEY-AM	44	KINT-FM	41
27 KHEY-AM	44	KINT-FM	41
28 KHEY-AM	44	KINT-FM	41
29 KHEY-AM	44	KINT-FM	41
30 KHEY-AM	44	KINT-FM	41
31 KHEY-AM	44	KINT-FM	41
32 KHEY-AM	44	KINT-FM	41
33 KHEY-AM	44	KINT-FM	41
34 KHEY-AM	44	KINT-FM	41
35 KHEY-AM	44	KINT-FM	41
36 KHEY-AM	44	KINT-FM	41
37 KHEY-AM	44	KINT-FM	41
38 KHEY-AM	44	KINT-FM	41
39 KHEY-AM	44	KINT-FM	41
40 KHEY-AM	44	KINT-FM	41
41 KHEY-AM	44	KINT-FM	41
42 KHEY-AM	44	KINT-FM	41
43 KHEY-AM	44	KINT-FM	41
44 KHEY-AM	44	KINT-FM	41
45 KHEY-AM	44	KINT-FM	41
46 KHEY-AM	44	KINT-FM	41
47 KHEY-AM	44	KINT-FM	41
48 KHEY-AM	44	KINT-FM	41
49 KHEY-AM	44	KINT-FM	41
50 KHEY-AM	44	KINT-FM	41
51 KHEY-AM	44	KINT-FM	41
52 KHEY-AM	44	KINT-FM	41
53 KHEY-AM	44	KINT-FM	41
54 KHEY-AM	44	KINT-FM	41
55 KHEY-AM	44	KINT-FM	41
56 KHEY-AM	44	KINT-FM	41
57 KHEY-AM	44	KINT-FM	41
58 KHEY-AM	44	KINT-FM	41
59 KHEY-AM	44	KINT-FM	41
60 KHEY-AM	44	KINT-FM	41
61 KHEY-AM	44	KINT-FM	41
62 KHEY-AM	44	KINT-FM	41
63 KHEY-AM	44	KINT-FM	41
64 KHEY-AM	44	KINT-FM	41
65 KHEY-AM	44	KINT-FM	41
66 KHEY-AM	44	KINT-FM	41
67 KHEY-AM	44	KINT-FM	41
68 KHEY-AM	44	KINT-FM	41
69 KHEY-AM	44	KINT-FM	41
70 KHEY-AM	44	KINT-FM	41
71 KHEY-AM	44	KINT-FM	41
72 KHEY-AM	44	KINT-FM	41
73 KHEY-AM	44	KINT-FM	41
74 KHEY-AM	44	KINT-FM	41
75 KHEY-AM	44	KINT-FM	41
76 KHEY-AM	44	KINT-FM	41
77 KHEY-AM	44	KINT-FM	41
78 KHEY-AM	44	KINT-FM	41
79 KHEY-AM	44	KINT-FM	41
80 KHEY-AM	44	KINT-FM	41
81 KHEY-AM	44	KINT-FM	41
82 KHEY-AM	44	KINT-FM	41
83 KHEY-AM	44	KINT-FM	41
84 KHEY-AM	44	KINT-FM	41
85 KHEY-AM	44	KINT-FM	41
86 KHEY-AM	44	KINT-FM	41
87 KHEY-AM	44	KINT-FM	41
88 KHEY-AM	44	KINT-FM	41
89 KHEY-AM	44	KINT-FM	41
90 KHEY-AM	44	KINT-FM	41
91 KHEY-AM	44	KINT-FM	41
92 KHEY-AM	44	KINT-FM	41
93 KHEY-AM	44	KINT-FM	41
94 KHEY-AM	44	KINT-FM	41
95 KHEY-AM	44	KINT-FM	41
96 KHEY-AM	44	KINT-FM	41
97 KHEY-AM	44	KINT-FM	41
98 KHEY-AM	44	KINT-FM	41
99 KHEY-AM	44	KINT-FM	41
100 KHEY-AM	44	KINT-FM	41

Teens  
M-S, 6am-Midnight  
POP(00): 528

	O/N '78	A/M '79	O/N '79
1 KINT-FM		KELP-AM	KINT-FM
2 KPAS-FM		KINT-FM	KELP-AM
3 KELP-AM		KSET-FM	KLAQ-FM

M-F, 6-10am

1 KINT-FM	KSET-FM	KINT-FM
2 KELP-AM	KELP-AM	KELP-AM
3 XROK-AM	KINT-FM	KSET-FM

M-F, 3-7pm

1 KINT-FM	KINT-FM	KINT-FM
2 KPAS-FM	KELP-AM	KELP-AM
3 XROK-AM	KLAQ-FM	KSET-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1391

	O/N '78	A/M '79	O/N '79
1 KPAS-FM		KLAQ-FM	KINT-FM
2 KINT-FM		KINT-FM	KFIM-FM
3 KFIM-FM		KELP-AM	KELP-AM
4 KAMA-AM		KPAS-FM	KSET-FM
5 KHEY-AM		KFIM-FM	KLAQ-FM

M-F, 6-10am

1 KPAS-FM	KINT-FM	KELP-AM
2 KHEY-AM	KLAQ-FM	KHEY-AM
3 KINT-FM	KELP-AM	KFIM-FM
4 KEZB-FM	KHEY-AM	KINT-FM
5 KAMA-AM	KSET-FM	KEZB-FM

M-F, 3-7pm

1 KINT-FM	KLAQ-FM	KINT-FM
2 KPAS-FM	KELP-AM	KELP-AM
3 KFIM-FM	KINT-FM	KFIM-FM
4 XROK-AM	KROD-AM	KLAQ-FM
5 KHEY-AM	KHEY-AM	KSET-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1626

	O/N '78	A/M '79	O/N '79
1 KEZB-FM		KEZB-FM	KHEY-AM
2 KAMA-AM		KAMA-AM	KAMA-AM
3 KHEY-AM		KHEY-AM	KEZB-FM
4 KINT-FM		KELP-AM	KLOZ-FM
5 KLOZ-FM		KINT-FM	KELP-AM

M-F, 6-10am

1 KHEY-AM	KHEY-AM	KHEY-AM
2 KEZB-FM	KEZB-FM	KAMA-AM
3 KAMA-AM	KINT-FM	KEZB-FM
4 KINT-FM	KAMA-AM	KELP-AM
5 KLOZ-FM	KELP-AM	KLOZ-FM

M-F, 3-7pm

1 KEZB-FM	KEZB-FM	KHEY-AM
2 KHEY-AM	KELP-AM	KEZB-FM
3 KAMA-AM	KHEY-AM	KELP-AM
4 KINT-FM	KINT-FM	KLOZ-FM
5 KLOZ-FM	KTSM-AM	KAMA-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3413

	O/N '78	A/M '79	O/N '79
1 KINT-FM	936	KELP-AM	819
2 KELP-AM	714	KINT-FM	754
3 KHEY-AM	697	KHEY-AM	609
4 XROK-AM	672	KAMA-AM	533
5 KEZB-FM	648	KEZB-FM	501

M-F, 6-10am

1 KINT-FM	KELP-AM	KINT-FM
2 KHEY-AM	KHEY-AM	KHEY-AM
3 KELP-AM	KAMA-AM	KELP-AM
4 KEZB-FM	KINT-FM	KEZB-FM
5 KAMA-AM	KEZB-FM	KAMA-AM

M-F, 3-7pm

1 KINT-FM	KELP-AM	KINT-FM
2 KEZB-FM	KINT-FM	KHEY-AM
3 KHEY-AM	KLAQ-FM	KELP-AM
4 KPAS-FM	KHEY-AM	KEZB-FM
5 XROK-AM	KEZB-FM	KSET-FM

Teens  
M-S, 6am-Midnight  
POP(00): 528

	O/N '78	A/M '79	O/N '79
1 KINT-FM		KINT-FM	KINT-FM
2 XROK-AM		KELP-AM	KELP-AM
3 KELP-AM		KLAQ-FM	KSET-FM

M-F, 6-10am

1 KINT-FM	KELP-AM	KINT-FM
2 XROK-AM	KINT-FM	KELP-AM
3 KELP-AM	KLAQ-FM	KLAQ-FM

M-F, 3-7pm

1 KINT-FM	KELP-AM	KINT-FM
2 XROK-AM	KINT-FM	KELP-AM
3 KELP-AM	KLAQ-FM	KSET-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1391

	O/N '78	A/M '79	O/N '79
1 KINT-FM		KELP-AM	KINT-FM
2 KPAS-FM		KINT-FM	KELP-AM
3 XROK-AM		KPAS-FM	KFIM-FM
4 KELP-AM		KHEY-AM	KPAS-FM
5 KHEY-AM		KLAQ-FM	KSET-FM

M-F, 6-10am

1 KPAS-FM	KELP-AM	KINT-FM
2 KINT-FM	KINT-FM	KELP-AM
3 KELP-AM	KLAQ-FM	KFIM-FM
4 KHEY-AM	KPAS-FM	KHEY-AM
5 XROK-AM	KHEY-AM	KROD-AM

M-F, 3-7pm

1 KINT-FM	KELP-AM	KINT-FM
2 KPAS-FM	KINT-FM	KELP-AM
3 XROK-AM	KPAS-FM	KFIM-FM
4 KHEY-AM	KLAQ-FM	KSET-FM
5 KELP-AM	KROD-AM	KPAS-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1626

	O/N '78	A/M '79	O/N '79
1 KHEY-AM		KELP-AM	KHEY-AM
2 KEZB-FM		KHEY-AM	KAMA-AM
3 KELP-AM		KAMA-AM	KINT-FM
4 KINT-FM		KEZB-FM	KEZB-FM
5 KAMA-AM		KINT-FM	KLOZ-FM

M-F, 6-10am

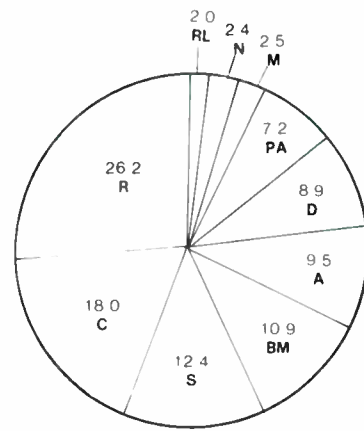
1 KHEY-AM	KHEY-AM	KHEY-AM
2 KEZB-FM	KELP-AM	KAMA-AM
3 KAMA-AM	KAMA-AM	KEZB-FM
4 KAMA-AM	KEZB-FM	KELP-AM
5 KINT-FM	KTSM-AM	KLOZ-FM

M-F, 3-7pm

1 KHEY-AM	KELP-AM	KHEY-AM
2 KEZB-FM	KHEY-AM	KEZB-FM
3 KINT-FM	KEZB-FM	KLOZ-FM
4 KELP-AM	KINT-FM	KELP-AM
5 KAMA-AM	KAMA-AM	KTSM-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



O/N '79 Market Overview

Four stations made significant gains to lead this market in overall shares. Beautiful Music KPNW-FM moved further ahead and strengthened its hold on the top rung. P/A station KUGN-AM, AOR KZEL, and Country KEED all took sizable upward swings.

KPNW-FM surpassed sister station KPNW to become the new leader among adults 25-54. It went from approximately 13% to a leading share of more than 16% among the key demographic target. Outside advertising for KPNW-FM utilized TV exclusively, and more ad money was spent for this book than for the A/M '79 sweep.

P/A station KUGN moved up two notches overall and now ranks second in Eugene, 12+. KUGN's biggest boost came from a 25% increase in its share of the 25-54 demo. KUGN is now the number two 25-54 station in the market.

For the second consecutive book AOR station KZEL has garnered a substantial increase in its overall and 18-34 shares. KZEL moved from about 17% of the 18-34 market to almost a 22% share in this book. Advertising for KZEL was concentrated on TV, with bumper stickers also given out in the community. On-air promotions consisted of "rock trivia" contests and giveaways of tickets to front row seats at concerts.

Moving from eighth to fourth overall was Country KEED. KEED added substantially to its 25-54 and 35+ audiences, accounting for most of the 12+ share gain of more than four points. The station used a multimedia campaign, with 35% of the dollars going into TV, 60% into billboards, and the rest into newspaper ads. The overall ad total was increased as compared to the spring book. On-air, KEED hired a new afternoon drive air personality, and the station rotated its top country oldies faster, in a power rotation.

Two stations which lost considerable ground in the O/N '79 survey were Top 40 KBDF and P/A KPNW-AM. KBDF lost across the 12-34 spectrum — teens were the lowest share in years — and the station's share of 18-34 adults was cut virtually in half. Top 40 competitor KSND was able to remain steady in these demos, and thus by comparison had a good book. KPNW-AM saw about 20% of its 25-54 share go elsewhere, although the station is still very strong in this demo. The major defection came from male listeners.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 2178

O/N '78	A/M '79	O/N '79
1 KUGN-AM	12.2	KPNW-FM 12.8
2 KPNW-FM	11.9	KEED-AM 11.5
3 KEED-AM	10.8	KPNW-AM 10.8
4 KFFD-AM	10.2	KUGN-AM 9.5
5 KPNW-AM	10.2	KZEL-FM 9.1
6 KATR-AM	10.2	KATR-AM 8.8
7 KSND-FM	7.8	KSND-FM 8.1
8 YASH-AM	6.8	KEED-AM 5.1
9 KZEL-FM	4.7	KASH-AM 3.7
10 KUGN-FM	4.4	KORE-AM 3.0
11 KORE-AM	1.4	KUGN-FM 2.7
12 KPMC-FM	1.0	KSND-FM 1.0
13 KNEF-AM	1.0	KWIL-AM 0.7
14 KCO-AM	0.7	
15		

Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2178

O/N '78	A/M '79	O/N '79
1 KUGN-AM	36	KPNW-FM 38
2 KPNW-FM	35	KFFD-AM 34
3 KBDF-AM	32	KPNW-AM 32
4 KFFD-AM	30	KUGN-AM 29
5 KPNW-AM	30	KZEL-FM 27

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KUGN-AM	KATR-AM	KUGN-AM
2 KATR-AM	KUGN-AM	KPNW-FM
3 KFFD-AM	KEED-AM	KPNW-AM
4 KPNW-AM	KPNW-AM	KATR-AM
5 KEED-AM	KPNW-FM	KZEL-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KEED-AM	KPNW-FM	KPNW-FM
2 KPNW-AM	KPNW-AM	KZEL-FM
3 KPNW-FM	KEED-AM	KFFD-AM
4 KUGN-AM	KZEL-FM	KSND-FM
5 KEED-AM	KUGN-AM	KPNW-AM

Teens  
M-S, 6am-Midnight  
POP(00): 265

O/N '78	A/M '79	O/N '79
1 KFFD-AM	KEED-AM	YBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KZEL-FM	KASH-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KBDF-AM	KBDF-AM	KBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KATR-AM	YASH-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KBDF-AM	KEED-AM	KEED-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KZEL-FM	KASH-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 906

O/N '78	A/M '79	O/N '79
1 KSND-FM	KZEL-FM	YBDF-AM
2 KEED-AM	KFFD-AM	KSND-FM
3 KASH-AM	KSND-FM	KPNW-AM
4 KUGN-FM	KPNW-AM	KEED-AM
5 KUGN-AM	KUGN-AM	KASH-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KUGN-AM	KZEL-FM	KZEL-FM
2 KATR-AM	KBDF-AM	KSND-FM
3 KBDF-AM	KSND-FM	KPNW-AM
4 KSND-FM	KPNW-AM	KEED-AM
5 KEED-AM	KATR-AM	KASH-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 YBDF-AM	KZEL-FM	KZEL-FM
2 KZEL-FM	KEED-AM	KSND-FM
3 KASH-AM	KPNW-AM	KPNW-AM
4 KUGN-FM	KASH-AM	KBDF-AM
5 KSND-FM	KSND-FM	KUGN-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1027

O/N '78	A/M '79	O/N '79
1 KPNW-FM	KPNW-AM	KPNW-FM
2 KEED-AM	KPNW-FM	KUGN-AM
3 KPNW-AM	KATR-AM	KPNW-AM
4 KUGN-AM	KUGN-AM	KEED-AM
5 KATR-AM	KEED-AM	KATR-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KUGN-AM	KATR-AM	KUGN-AM
2 KEED-AM	KPNW-AM	KPNW-AM
3 KATR-AM	KUGN-AM	KATR-AM
4 KPNW-AM	KPNW-FM	KPNW-FM
5 KPNW-FM	KEED-AM	KEED-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KPNW-AM	KPNW-AM	YBDF-AM
2 KPNW-FM	KPNW-FM	KPNW-AM
3 KEED-AM	KUGN-AM	KUGN-AM
4 KBDF-AM	KATR-AM	KEED-AM
5 KUGN-AM	KEED-AM	KZEL-FM

Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2178

O/N '78	A/M '79	O/N '79
1 KUGN-AM	751	KBDF-AM 574
2 KBDF-AM	590	KUGN-AM 559
3 KEED-AM	470	KSND-FM 485
4 KPNW-AM	439	KPNW-AM 464
5 KSND-FM	430	KPNW-FM 433

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KUGN-AM	KUGN-AM	KUGN-AM
2 KEED-AM	YBDF-AM	KPNW-AM
3 KATR-AM	KPNW-AM	KPNW-FM
4 KFFD-AM	KATR-AM	KSND-FM
5 KPNW-AM	KSND-FM	YBDF-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KBDF-AM	KBDF-AM	KPNW-FM
2 KUGN-AM	KUGN-AM	YBDF-AM
3 KPNW-AM	KPNW-AM	KSND-FM
4 KSND-FM	KSND-FM	KPNW-AM
5 KPNW-FM	KPNW-FM	KUGN-AM

Teens  
M-S, 6am-Midnight  
POP(00): 265

O/N '78	A/M '79	O/N '79
1 KBDF-AM	YBDF-AM	KEED-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	YASH-AM	KASH-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KBDF-AM	KEED-AM	YBDF-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KASH-AM	YASH-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KEED-AM	YBDF-AM	KEED-AM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KASH-AM	KASH-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 906

O/N '78	A/M '79	O/N '79
1 KBDF-AM	KPDF-AM	KZEL-FM
2 KUGN-AM	KSND-FM	KSND-FM
3 KSND-FM	KZEL-FM	KBDF-AM
4 KASH-AM	KASH-AM	KUGN-AM
5 KUGN-FM	KUGN-AM	KASH-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KBDF-AM	KBDF-AM	KZEL-FM
2 KSND-FM	KSND-FM	KSND-FM
3 KASH-AM	KZEL-FM	YBDF-AM
4 KUGN-AM	KUGN-AM	KBDF-AM
5 KATR-AM	KASH-AM	KASH-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KBDF-AM	KZEL-FM	KZEL-FM
2 KSND-FM	KSND-FM	KBDF-AM
3 KUGN-FM	YBDF-AM	KSND-FM
4 KASH-AM	KUGN-AM	YASH-AM
5 KZEL-FM	KPNW-AM	KPNW-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1027

O/N '78	A/M '79	O/N '79
1 KUGN-AM	KUGN-AM	KUGN-AM
2 KFFD-AM	KPNW-AM	KPNW-FM
3 KPNW-AM	KPNW-FM	KPNW-AM
4 KATR-AM	KATR-AM	KEED-AM
5 KBDF-AM	KSND-FM	KSND-FM

M-F, 6-10am

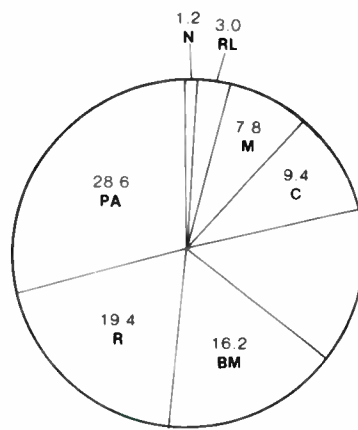
O/N '78	A/M '79	O/N '79
1 KUGN-AM	KUGN-AM	KUGN-AM
2 KATR-AM	KPNW-AM	KPNW-AM
3 KFFD-AM	KATR-AM	KPNW-FM
4 KPNW-AM	KPNW-FM	KEED-AM
5 KPNW-FM	KEED-AM	KATR-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KPNW-AM	KUGN-AM	KPNW-FM
2 KUGN-AM	KPNW-AM	KPNW-AM
3 KPNW-FM	KPNW-FM	KUGN-AM
4 KBDF-AM	KEED-AM	KEED-AM
5 KEED-AM	KSND-FM	KEED-AM

Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Spanish, R-Rock, RL-Religious, SA-Soap/Adult, T-Talk.

# Ft. Lauderdale-Hollywood

METRO RANK

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## /N '79 Market Overview

One of the stranger market situations, Ft. Lauderdale's results for the O/N '79 are probably influenced tremendously by the impact of the first Expanded Sample Frame survey in this market. Arbitron took back about 140 more diaries in this book than in the A/M '79 survey, but the demo return is the key here. Not only did the ESF technique fail to get better diary return from younger demos, it appears as though the opposite happened — older demos had much higher diary return rate. Stations with an appeal to older demos should be expected to do better, and Beautiful Music WLYF rode this crest to a big 12+ share.

The diary return anomalies are amazing. Arbitron took back only 23 men 18-24 diaries in the A/M '79 sweep, a poor return. But in the fall, with ESF (a technique designed to obtain better men 18-24 diary sampling), only 12 diaries came back from this demographic. These 12 diaries represent 42,000 men 18-24 in the metro, so each had an average time value of 3500 men 18-24. This is much higher than usual and can lead to very unstable estimates for any stations which appeal to the younger male demos. Diary return among 18-34 adults in the whole was poorer, so this book is likely to reflect some quirky numbers.

Not only is there lower representation of the 18-34 demos, but the diary return among persons 55+ is high. 33% of all the returned diaries are from persons 65+, so stations with an older appeal should have done better. Some did.

Beautiful Music WLYF zoomed up to a 12+ share of 16.1, up three points from the station's last effort. With this latest book WLYF is tops among adults 25-54 and dominant 35+.

Rocker WHYI (Y100) took the big tumble in this survey, no doubt related to the diary return anomaly outlined above. Although the station's 12+ share dropped almost three points, WHYI's presence remained strong in 18-34, maintaining a share in the 3 range.

Another station that skews older, like WLYF, is Beautiful Music WKQS. WKQS jumped into third place overall in this book with most of its numbers concentrated in the 55+ demos. WKQS does have strength in the 25-54 and 35-64 demos, but these numbers did not jump enough to cover entirely the 12+ rise. The rest came from 65+ persons.

Other major stations which showed significant

movement include news station WINZ, which dropped three shares; P/A station WAIA, which dropped a notch as a 25-54 station remains on top of the 18-34 stack; and AOR WWVL, which saw its share of 18-34 more than double, from the mid-five range to over 11% of the market.

P/A stations WIOD and WFTL remained stable, while Black WRBD saw 25% of its total audience disappear (mainly women listeners). In summary, broadcasters in the Ft. Lauderdale metro might hope the next measurement of their market is based on a more realistic representation of all the population groups in the area, not heavily skewed older as in this report.

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 7917

	O/N '78	A/M '79	O/N '79		O/N '79
1	WLYF-FM	172	WLYF-FM	181	WLYF-FM
2	WHYI-FM	133	WHYI-FM	142	WHYI-FM
3	WAXY-FM	92	WINZ-AM	132	WKOS-FM
4	WFTL-AM	80	WAIA-FM	104	WINZ-AM
5	WINZ-AM	77	WIOD-AM	68	WAIA-FM

M-F, 6-10am

1	WLYF-FM	WINZ-AM	WLYF-FM
2	WFTL-AM	WHYI-FM	WINZ-AM
3	WINZ-AM	WLYF-FM	WHYI-FM
4	WHYI-FM	WAIA-FM	WFTL-AM
5	WIOD-AM	WFTL-AM	WKQS-FM

M-F, 3-7pm

1	WHYI-FM	WLYF-FM	WLYF-FM
2	WLYF-FM	WHYI-FM	WKQS-FM
3	WAXY-FM	WAIA-FM	WHYI-FM
4	WKQS-FM	WINZ-AM	WAIA-FM
5	WFTL-AM	WAXY-FM	WYOR-FM

Teens

M-S, 6am-Midnight

POP(00): 766

	O/N '78	A/M '79	O/N '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WRBD-AM	WSHE-FM	WCKO-FM
3	WHJX-FM	WRBD-AM	WRBD-AM

M-F, 8-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WRBD-AM	WAXY-FM	WCKO-FM
3	WHJX-FM	WWVL-FM	WRBD-AM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WRBD-AM
2	WHJX-FM	WRBD-AM	WCKO-FM
3	WAXY-FM	WSHE-FM	WHYI-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2111

	O/N '78	A/M '79	O/N '79
1	WAXY-FM	WAIA-FM	WAIA-FM
2	WHYI-FM	WHYI-FM	WHYI-FM
3	WSHE-FM	WAXY-FM	WWVL-FM
4	WWVL-FM	WSHE-FM	WAXY-FM
5	WINZ-FM	WWVL-FM	WINZ-FM

M-F, 6-10am

1	WAXY-FM	WAIA-FM	WAIA-FM
2	WHYI-FM	WHYI-FM	WHYI-FM
3	WSHE-FM	WSHE-FM	WAXY-FM
4	WWVL-FM	WAXY-FM	WWVL-FM
5	WQAM-AM	WIOD-AM	WKQS-FM

M-F, 3-7pm

1	WAXY-FM	WAIA-FM	WAIA-FM
2	WHYI-FM	WAXY-FM	WWVL-FM
3	WWVL-FM	WHYI-FM	WAXY-FM
4	WSHE-FM	WSHE-FM	WHYI-FM
5	WINZ-FM	WWVL-FM	WSHE-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3143

	O/N '78	A/M '79	O/N '79
1	WAXY-FM	WHYI-FM	WLYF-FM
2	WKQS-FM	WAIA-FM	WHYI-FM
3	WHYI-FM	WLYF-FM	WAIA-FM
4	WLYF-FM	WINZ-AM	WFTL-AM
5	WIOD-AM	WAXY-FM	WIOD-AM

M-F, 6-10am

1	WAXY-FM	WHYI-FM	WHYI-FM
2	WIOD-AM	WAIA-FM	WLYF-FM
3	WHYI-FM	WINZ-AM	WFTL-AM
4	WFTL-AM	WLYF-FM	WAIA-FM
5	WLYF-FM	WIOD-AM	WAXY-FM

M-F, 3-7pm

1	WAXY-FM	WLYF-FM	WLYF-FM
2	WHYI-FM	WAIA-FM	WHYI-FM
3	WKQS-FM	WHYI-FM	WAIA-FM
4	WLYF-FM	WAXY-FM	WAXY-FM
5	WYOR-FM	WINZ-AM	WFTL-AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 7917

	O/N '78	A/M '79	O/N '79
1	WHYI-FM	1944	WHYI-FM
2	WLYF-FM	1790	WINZ-AM
3	WIOD-AM	1551	WLYF-FM
4	WINZ-AM	1481	WIOD-AM
5	WAXY-FM	925	WAIA-FM

M-F, 6-10am	1 WHYI-FM	WLYF-FM	WLYF-FM
	2 WINZ-AM	WHYI-FM	WINZ-AM
	3 WLYF-FM	WLYF-FM	WHYI-FM
	4 WIOD-AM	WIOD-AM	WKOS-FM
	5 WFTL-AM	WAIA-FM	WFTL-AM
M-F, 3-7pm	1 WHYI-FM	WHYI-FM	WLYF-FM
	2 WLYF-FM	WLYF-FM	WHYI-FM
	3 WINZ-AM	WINZ-AM	WKOS-FM
	4 WKQS-FM	WAXY-FM	WAIA-FM
	5 WAXY-FM	WKOS-FM	WINZ-AM

Teens

M-S, 6am-Midnight

POP(00): 766

	O/N '78	A/M '79	O/N '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WHJX-FM	WSHF-FM	WCKO-FM
3	WRBD-AM	WAXY-FM	WRBD-AM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WHJX-FM	WCBS-AM	WCKO-FM
3	WRBD-AM	WINZ-FM	WINZ-FM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WHJX-FM	WRBD-AM	WCKO-FM
3	WSHE-FM	WCBS-AM	WRBD-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2111

	O/N '78	A/M '79	O/N '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WAXY-FM	WAXY-FM	WAIA-FM
3	WQAM-AM	WAIA-FM	WWVL-FM
4	WSHE-FM	WSHE-FM	WAXY-FM
5	WWVL-FM	WWVL-FM	WINZ-FM

M-F, 6-10am

1	WHYI-FM	WHYI-FM	WAIA-FM
2	WAXY-FM	WAIA-FM	WHYI-FM
3	WQAM-AM	WQAM-AM	WAXY-FM
4	WSHE-FM	WSHE-FM	WWVL-FM
5	WWVL-FM	WAXY-FM	WQAM-AM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WAIA-FM
2	WAXY-FM	WAXY-FM	WHYI-FM
3	WWVL-FM	WAIA-FM	WWVL-FM
4	WINZ-FM	WSHE-FM	WAXY-FM
5	WSHE-FM	WWVL-FM	WSHE-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3143

	O/N '78	A/M '79	O/N '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WIOD-AM	WINZ-AM	WAIA-FM
3	WLYF-FM	WAIA-FM	WIOD-AM
4	WAXY-FM	WLYF-FM	WLYF-FM
5	WINZ-AM	WAXY-FM	WAXY-FM

M-F, 6-10am

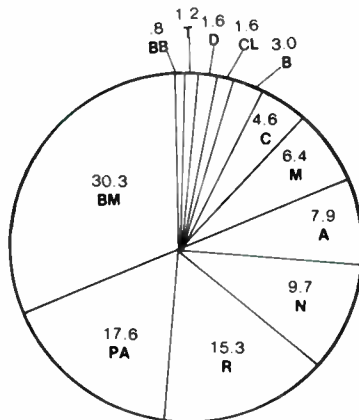
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WLYF-FM	WINZ-AM	WAIA-FM
3	WIOD-AM	WLYF-FM	WLYF-FM
4	WINZ-AM	WAIA-FM	WFTL-AM
5	WQAM-AM	WIOD-AM	WIOD-AM

M-F, 3-7pm

1	WHYI-FM	WHYI-FM	WHYI-FM
2	WAXY-FM	WLYF-FM	WAIA-FM
3	WLYF-FM	WAIA-FM	WLYF-FM
4	WKQS-FM	WAXY-FM	WAXY-FM
5	WIOD-AM	WINZ-AM	WQAM-AM

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# Ft. Wayne

METRO RANK



## O/N '79 Market Overview

Between the A/M sweep and the O/N '79 survey, the game of "musical call letters" and "musical formats" was played by some stations. However, one set of calls that hasn't changed is **WOWO**, and the dominance of the station is unchanged too.

**Westinghouse's P/A** giant gained approximately two shares 12+ for the station's best showing in recent years. The major gain came from adults 18-34. **WOWO's** share among this target increased by 33% to almost a 24 share of the young adult market.

Among the rest of the stations here's the scorecard: after the A/M '79 book **WMEE-AM** changed formats from Top 40 to Country and changed calls to **WQHK**. However, there still is a **WMEE**, but now it is an **FM** station. **WMEF** (like the former **WMEE-AM**, owned by **Pathfinder Communications**), a former Beautiful Music station, picked up the **WMEE** calls and went Top 40. To fill the Beautiful Music void a new set of calls, **WEZV**, came into play and assumed the **BM** format.

Interestingly, the share formerly attained by **WMEF** when it was a Beautiful Music station appears to have gone to **WEZV** now that it has assumed that format. **WEZV** is second 12+ and 25-54 to **WOWO**.

When **WMEE** was an **AM** station it was the leading rocker. Now that **WMEE** is on the **FM** band it is still the leading Top 40 attraction and a close second to **WOWO** among adults 18-34. The chief Top 40 competition, **WPTH**, dropped almost five share points overall and lost about 30% of its 18-34 audience, compared to A/M '79. The Country scene is a new ballgame with the emergence of **WQHK**. **WQHK** ranks fifth in the market overall and is third among 25-54 adults. The Country competition, **WLYV**, has seen its 12+ share cut in half and its standing among adults 25-54 cut by two-thirds.

(Note: **WADM-AM-FM** are fully simulcast during the time **WADM-AM** is on-air.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 2992

	O/N '78	A/M '79	O/N '79			
1	WOWO-AM	25.8	WOWO-AM	24.6	WOWO-AM(PA)	26.7
2	WMEE-AM	15.2	WMEF-FM	17.2	WEZV-FM(BM)	7.1
3	WMEF-FM	15.2	WPTH-FM	12.7	WMEF-FM(R)	13.9
4	WPTH-FM	14.1	WMEE-AM	12.5	WPTH-FM(R)	8.0
5	WXKF-FM	11.2	WXKE-FM	9.7	WQHK-AM(C)	7.1
6	WLYV-AM	5.4	WLYV-AM	4.4	WXKE-FM(A)	6.4
7	WGL-AM	1.6	WCL-AM	3.2	WGL-AM(PA)	3.6
8	WIFF-AM	1.3	WJR-AM	1.7	WLYV-AM(C)	2.1
9	WCMX-FM	0.9	WADM-FM	1.3	WIFF-AM(C)	1.6
10	WADM-FM	0.7	WIFF-AM	1.3	CKLV-AM(R)	1.4
11	WJR-AM	0.4	WFR-AM	1.1	WJR-AM(PA)	1.4
12			WLW-AM	0.8	WADM-FM(PA)	0.2
13			WPAQ-AM	0.6	WADM-AM(PA)	0.2
14			WAWK-FM	0.4		
15			WCMX-FM	0.4		
16			WADM-AM	0.4		
17			WAWK-AM	0.2		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2992

	O/N '78	A/M '79	O/N '79			
1	WOWO-AM	115	WOWO-AM	116	WOWO-AM	117
2	WMEE-AM	68	WMEF-FM	81	WEZV-FM	75
3	WMEF-FM	68	WPTH-FM	60	WMEF-FM	61
4	WPTH-FM	63	WMEE-AM	59	WPTH-FM	35
5	WXKF-FM	50	WXKE-FM	46	WQHK-AM	31

	O/N '78	A/M '79	O/N '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEE-AM	WMEF-FM	WEZV-FM
3	WMEF-FM	WPTH-FM	WPTH-FM
4	WPTH-FM	WPTH-FM	WPTH-FM
5	WXKF-FM	WXKE-FM	WQHK-AM

	O/N '78	A/M '79	O/N '79
1	WMEE-AM	WOWO-AM	WOWO-AM
2	WOWO-AM	WMEF-FM	WEZV-FM
3	WMEF-FM	WMEF-FM	WPTH-FM
4	WPTH-FM	WPTH-FM	WPTH-FM
5	WXKF-FM	WXKE-FM	WQHK-AM

Teens  
M-S, 6am-Midnight  
POP(00): 413

	O/N '78	A/M '79	O/N '79
1	WMEE-AM	WMEE-AM	WMEF-FM
2	WPTH-FM	WPTH-FM	WOWO-AM
3	WOWO-AM	WOWO-AM	WPTH-FM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	WMEE-AM	WMEF-FM	WMEF-FM
2	WPTH-FM	WOWO-AM	WOWO-AM
3	WOWO-AM	WPTH-FM	WPTH-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	WPTH-FM	WMEF-FM	WMEF-FM
2	WMEF-FM	WPTH-FM	WPTH-FM
3	WOWO-AM	WOWO-AM	WOWO-AM

Adults 18-34

M-S, 6am-Midnight  
POP(00): 1098

	O/N '78	A/M '79	O/N '79
1	WXKF-FM	WXKF-FM	WOWO-AM
2	WMEF-FM	WPTH-FM	WMEF-FM
3	WPTH-FM	WOWO-AM	WPTH-FM
4	WOWO-AM	WMEE-AM	WXKF-FM
5	WMEF-FM	WMEF-FM	WEZV-FM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WXKF-FM	WPTH-FM	WOWO-AM
3	WPTH-FM	WMEF-FM	WXKF-FM
4	WMEF-FM	WXKF-FM	WPTH-FM
5	WMEF-FM	WMEF-FM	WEZV-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	WXKF-FM	WXKF-FM	WMEF-FM
2	WMEF-FM	WMEF-FM	WOWO-AM
3	WPTH-FM	WOWO-AM	WPTH-FM
4	WOWO-AM	WPTH-FM	WEZV-FM
5	WMEF-FM	WMEF-FM	WXKF-FM

Adults 25-54

M-S, 6am-Midnight  
POP(00): 1393

	O/N '78	A/M '79	O/N '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEF-FM	WMEF-FM	WEZV-FM
3	WPTH-FM	WPTH-FM	WQHK-AM
4	WMEE-AM	WMEF-FM	WPTH-FM
5	WLYV-AM	WLYV-AM	WMEE-AM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEF-FM	WMEF-FM	WEZV-FM
3	WPTH-FM	WMEE-AM	WQHK-AM
4	WMEE-AM	WPTH-FM	WMEF-FM
5	WLYV-AM	WLYV-AM	WPTH-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEF-FM	WMEF-FM	WEZV-FM
3	WPTH-FM	WMEF-FM	WQHK-AM
4	WMEE-AM	WLYV-AM	WMEE-AM
5	WXKF-FM	WPTH-FM	WPTH-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2992

	O/N '78	A/M '79	O/N '79			
1	WOWO-AM	1626	WOWO-AM	1721	WOWO-AM	1869
2	WMEE-AM	1159	WMEF-FM	1058	WMEF-FM	820
3	WPTH-FM	956	WPTH-FM	913	WEZV-FM	756
4	WMEF-FM	724	WMEF-FM	819	WPTH-FM	748
5	WXKF-FM	460	WXKE-FM	469	WQHK-AM	627

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEE-AM	WMEF-FM	WMEF-FM
3	WPTH-FM	WPTH-FM	WPTH-FM
4	WMEF-FM	WMEF-FM	WEZV-FM
5	WXKF-FM	WXKE-FM	WQHK-AM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	WMEE-AM	WOWO-AM	WOWO-AM
2	WOWO-AM	WMEE-AM	WEZV-FM
3	WPTH-FM	WPTH-FM	WMEF-FM
4	WMEF-FM	WMEF-FM	WQHK-AM
5	WXKF-FM	WXKF-FM	WPTH-FM

Teens

M-S, 6am-Midnight  
POP(00): 413

	O/N '78	A/M '79	O/N '79
1	WMEE-AM	WMEE-AM	WMEF-FM
2	WPTH-FM	WPTH-FM	WPTH-FM
3	WOWO-AM	WOWO-AM	WOWO-AM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	WMEE-AM	WMEE-AM	WMEF-FM
2	WPTH-FM	WOWO-AM	WOWO-AM
3	WOWO-AM	WPTH-FM	WPTH-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	WMEE-AM	WMEF-FM	WMEF-FM
2	WPTH-FM	WPTH-FM	WPTH-FM
3	WOWO-AM	WOWO-AM	WOWO-AM

Adults 18-34

M-S, 6am-Midnight  
POP(00): 1098

	O/N '78	A/M '79	O/N '79
1	WMEE-AM	WOWO-AM	WOWO-AM
2	WOWO-AM	WPTH-FM	WPTH-FM
3	WPTH-FM	WMEF-FM	WMEF-FM
4	WXKF-FM	WXKF-FM	WQHK-AM
5	WMEF-FM	WMEF-FM	WXKF-FM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEE-AM	WPTH-FM	WMEF-FM
3	WPTH-FM	WMEE-AM	WPTH-FM
4	WXKF-FM	WXKF-FM	WXKF-FM
5	WMEF-FM	WMEF-FM	WQHK-AM

	O/N '78	A/M '79	O/N '79
1	WMEF-FM	WMEE-AM	WOWO-AM
2	WPTH-FM	WOWO-AM	WMEF-FM
3	WXKF-FM	WPTH-FM	WPTH-FM
4	WOWO-AM	WYFE-FM	WQHK-AM
5	WMEF-FM	WMEF-FM	WXKF-FM

Adults 25-54

M-S, 6am-Midnight  
POP(00): 1393

	O/N '78	A/M '79	O/N '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEE-AM	WMEF-FM	WEZV-FM
3	WMEF-FM	WMEF-FM	WQHK-AM
4	WPTH-FM	WPTH-FM	WMEF-FM
5	WLYV-AM	WLYV-AM	WPTH-FM

M-F, 6-10am

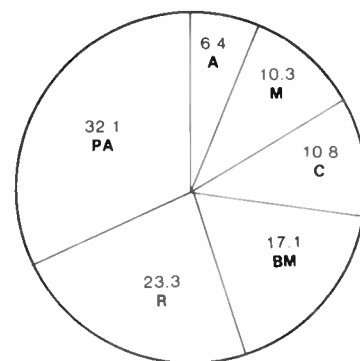
	O/N '78	A/M '79	O/N '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WPTH-FM	WMEE-AM	WEZV-FM
3	WMEE-AM	WMEF-FM	WQHK-AM
4	WMEF-FM	WPTH-FM	WMEF-FM
5	WLYV-AM	WLYV-AM	WPTH-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	WOWO-AM	WOWO-AM	WOWO-AM
2	WMEE-AM	WMEF-FM	WEZV-FM
3	WPTH-FM	WMEF-FM	WQHK-AM
4	WMEF-FM	WPTH-FM	WMEF-FM
5	WLYV-AM	WLYV-AM	WPTH-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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## O/N '79 Market Overview

From our "less is more" department, the big story in Fresno is the rise of **KYNO-FM**, a virtually 200% increase in share up to the mid-9 range. Outside advertising for **KYNO-FM** was almost invisible, just a little TV advertising. The station spent less than in the spring but generated much better numbers. **John Lee Walker** came in as new PD in July and the fruits of his labors appear to have paid off. **KYNO-FM** has tripled its share of teens to have a 30+ share of this demo, tops in the metro. **KYNO-FM** has also more than doubled their 18-34 share and is now third to **KFYE** in this target group.

Still overall 12+ leader in the Fresno area is **Beautiful Music KKNU**. **KKNU's** 25-54 share was up about 20% from the spring, to almost 13% of this key audience target.

Other stations showed up well in the O/N '79 results. Those of special note include **KMAK**, the leading Country station in the metro; rocker **KYNO-AM**; and Spanish station **KXEX**. **KMAK** is a close number two (to **KKNU**) among adults 25-54. **KYNO-AM** followed on the heels of its FM counterpart, increasing its share of the 18-34 audience and moving into third place in that demo. **KXEX** programs to the approximately 25% of the metro population which is Hispanic. As such, the station ties or fifth among properties that appeal to the 25-54 adults. **KXEX** is also fourth among adults 35-64.

Some stations had down books that showed significant drops. Most obvious of these sufferers is soft AOR **KFIG**. **KFIG's** 12+ share dropped by almost 60%, and its showing among 18-34 adults was cut by 50%. Perhaps the new appeal of **KYNO-FM** siphoned away some of the **KFIG** listeners.

Top 40 **KBOS** and Country **KARM** were also among the wounded. Among target audiences, **KBOS** lost more than 40% of its 18-34 share, while **KARM** was able to maintain its share of adults 25-54. **KARM** lost some of its audience among persons 35+.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3991

O/N '78	A/M '79	O/N '79
1 KIOY-FM 12.9	KKNU-FM 12.0	KKNU-FM(BM) 0.9
2 KYNO-AM 10.6	KMJ -AM 9.2	KYNO-FM (R) 9.6
3 KKNU-FM 10.3	KIOY-FM 8.3	KMJ -AM (PA) 8.6
4 KMJ -AM 9.1	KMAK-AM 8.0	KMAK-AM (C) 8.3
5 KFYE-FM 8.3	KFIG-FM 7.7	KIOY-FM (R) 8.1
6 KMAK-AM 6.7	KFYE-FM 7.5	KFYE-FM (R) 7.7
7 KYNO-FM 5.5	KBOS-FM 6.0	KYNO-AM (R) 6.2
8 KGST-AM 4.4	KFRE-AM 5.8	KFRE-AM (PA) 5.0
9 KFRE-AM 4.1	KARM-AM 5.7	KXEX-AM (S) 4.9
0 KFIG-FM 3.3	KYNO-AM 5.5	KBOS-FM (R) 4.6
1 KRDU-AM 3.1	KGST-AM 4.0	KARM-AM (C) 4.1
2 KARM-AM 2.9	KYNO-FM 3.7	KGST-AM (S) 4.1
3 KXEX-AM 2.6	KXEX-AM 2.8	KFIG-FM (A) 2.9
4 KXQR-AM 2.0	KMJ -FM 2.2	KMJ -FM (PA) 2.9
5 KMJ -FM 1.6	KFRY-FM 1.5	KXQR-AM (PA) 2.9
6 KLIP-AM 1.6	KRDU-AM 1.3	KFRY-FM (BM) 1.3
7 KBIF-AM 1.5	KXQR-AM 1.3	KGO -AM (R) 1.3
8 KEAP-AM 1.5	KCBS-AM 1.0	KLIP-AM (R) 1.0
9 KFRY-FM 1.3	KLIP-AM 0.8	KRDU-AM (PA) 0.8
0 KIRV-AM 1.1	KNGS-AM 0.7	KCBS-AM (R) 0.5
1 KLTA-FM 1.0	KBIF-AM 0.7	KBIF-AM (R) 0.5
2 KBOS-FM 0.8	KUBB-FM 0.5	KEAP-AM (C) 0.3
3 KNGS-AM 0.5	KEAP-AM 0.3	KJUG-FM (C) 0.3
4 KCBS-AM 0.5		KNGS-AM (C) 0.3

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3991

O/N '78	A/M '79	O/N '79
1 KIOY-FM 79	KKNU-FM 72	KKNU-FM 67
2 KYNO-AM 65	KMJ -AM 55	KYNO-FM 59
3 KKNU-FM 63	KIOY-FM 50	KMJ -AM 53
4 KMJ -AM 56	KMAK-AM 48	KMAK-AM 51
5 KFYE-FM 51	KFIG-FM 46	KIOY-FM 50

O/N '78	A/M '79	O/N '79
1 KMJ -AM	KMJ -AM	KMJ -AM
2 KYNO-AM	KKNU-FM	KMAK-AM
3 KIOY-FM	KMAK-AM	KFYE-FM
4 KKNU-FM	KFRE-AM	KYNO-FM
5 KFYE-FM	KYNO-AM	KFRE-AM

O/N '78	A/M '79	O/N '79
1 KIOY-FM	KIOY-FM	KYNO-FM
2 KYNO-AM	KFYE-FM	KIOY-FM
3 KFYE-FM	KYNO-AM	KBOS-FM

### Teens

M-S, 6am-Midnight

POP(00): 548

O/N '78	A/M '79	O/N '79
1 KIOY-FM	KIOY-FM	KYNO-FM
2 KYNO-AM	KFYE-FM	KIOY-FM
3 KFYE-FM	KYNO-AM	KBOS-FM

### M-F, 8-10am

O/N '78	A/M '79	O/N '79
1 KYNO-AM	KIOY-FM	KYNO-FM
2 KIOY-FM	KFYE-FM	KIOY-FM
3 KFYE-FM	KYNO-AM	KBOS-FM

### M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KIOY-FM	KIOY-FM	KYNO-FM
2 KYNO-AM	KFYE-FM	KIOY-FM
3 KFYE-FM	KYNO-FM	KBOS-FM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1443

O/N '78	A/M '79	O/N '79
1 KIOY-FM	KFIG-FM	KFYE-FM
2 KFYE-FM	KBOS-FM	KIOY-FM
3 KYNO-AM	KFYE-FM	KYNO-FM
4 KYNO-FM	KIOY-FM	KYNO-AM
5 KMAK-AM	KMAK-AM	KFIG-FM

### M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KYNO-AM	KBOS-FM	KFYE-FM
2 KFYE-FM	KFIG-FM	KYNO-FM
3 KIOY-FM	KMAK-AM	KFRE-AM
4 KFRE-AM	KFRE-AM	KIOY-FM
5 KFIG-FM	KYNO-AM	KYNO-AM

### M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KIOY-FM	KFIG-FM	KIOY-FM
2 KYNO-AM	KIOY-FM	KYNO-FM
3 KFYE-FM	KBOS-FM	KFYE-FM
4 KYNO-FM	KYNO-AM	KYNO-AM
5 KMAK-AM	KFYE-FM	KFIG-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 1803

O/N '78	A/M '79	O/N '79
1 KKNU-FM	KMJ -AM	KKNU-FM
2 KMAK-AM	KKNU-FM	KMAK-AM
3 KIOY-FM	KMAK-AM	KMJ -AM
4 KYNO-AM	KFRE-AM	KFRE-AM
5 KMJ -AM	KFIG-FM	KFYE-FM

### M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KMJ -AM	KMJ -AM	KMJ -AM
2 KKNU-FM	KFRE-AM	KMAK-AM
3 KIOY-FM	KMAK-AM	KFRE-AM
4 KYNO-AM	KKNU-FM	KKNU-FM
5 KMAK-AM	KYNO-AM	KFYE-FM

### M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KMAK-AM	KKNU-FM	KKNU-FM
2 KKNU-FM	KFIG-FM	KMAK-AM
3 KIOY-FM	KFRE-AM	KYNO-AM
4 KYNO-AM	KMAK-AM	KARM-AM
5 KFYE-FM	KYNO-AM	KFRE-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3991

O/N '78	A/M '79	O/N '79
1 KYNO-AM 1093	KYNO-AM 957	KYNO-FM 936
2 KIOY-FM 925	KMJ -AM 817	KMJ -AM 836
3 KMJ -AM 896	KFYE-FM 810	KKNU-FM 741
4 KFYE-FM 746	KKNU-FM 786	KFYE-FM 733
5 KKNU-FM 734	KIOY-FM 664	KYNO-AM 733

### M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KMJ -AM	KMJ -AM	KMJ -AM
2 KYNO-AM	KYNO-AM	KYNO-FM
3 KIOY-FM	KFYE-FM	KIOY-FM
4 KFYE-FM	KKNU-FM	KFYE-FM
5 KFRE-AM	KFRE-AM	KYNO-AM

### M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KYNO-AM	KYNO-AM	KYNO-FM
2 KIOY-FM	KKNU-FM	KIOY-FM
3 KKNU-FM	KIOY-FM	KKNU-FM
4 KFYE-FM	KFYE-FM	KYNO-AM
5 KFRE-AM	KFIG-FM	KFYE-FM

### Teens

M-S, 6am-Midnight

POP(00): 548

O/N '78	A/M '79	O/N '79
1 KYNO-AM	KIOY-FM	KYNO-FM
2 KIOY-FM	KYNO-AM	KYNO-AM
3 KFYE-FM	KFYE-FM	KIOY-FM

### M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KYNO-AM	KIOY-FM	KYNO-FM
2 KIOY-FM	KYNO-AM	KIOY-FM
3 KFYE-FM	KFYE-FM	KYNO-AM

### M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KIOY-FM	KIOY-FM	KYNO-FM
2 KYNO-AM	KFYE-FM	KIOY-FM
3 KFYE-FM	KYNO-FM	KYNO-AM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1443

O/N '78	A/M '79	O/N '79
1 KYNO-AM	KFIG-FM	KFYE-FM
2 KIOY-FM	KFYE-FM	KYNO-FM
3 KFYE-FM	KYNO-AM	KIOY-FM
4 KYNO-FM	KFRE-AM	KFRE-AM
5 KFIG-FM	KIOY-FM	KFIG-FM

O/N '78	A/M '79	O/N '79
1 KYNO-AM	KFIG-FM	KFYE-FM
2 KIOY-FM	KYNO-AM	KYNO-FM
3 KFYE-FM	KFRE-AM	KIOY-FM
4 KFRE-AM	KFYE-FM	KYNO-AM
5 KFIG-FM	KIOY-FM	KFIG-FM

### M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KYNO-AM	KFIG-FM	KIOY-FM
2 KIOY-FM	KYNO-AM	KYNO-FM
3 KFYE-FM	KFRE-AM	KFYE-FM
4 KYNO-FM	KFRE-AM	KYNO-AM
5 KFRE-AM	KIOY-FM	KFIG-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 1803

O/N '78	A/M '79	O/N '79
1 KMJ -AM	KMJ -AM	KKNU-FM
2 KYNO-AM	KYNO-AM	KMJ -AM
3 KFRE-AM	KFRE-AM	KMAK-AM
4 KKNU-FM	KMAK-AM	KFRE-AM
5 KMAK-AM	KKNU-FM	KFYE-FM

### M-F, 6-10am

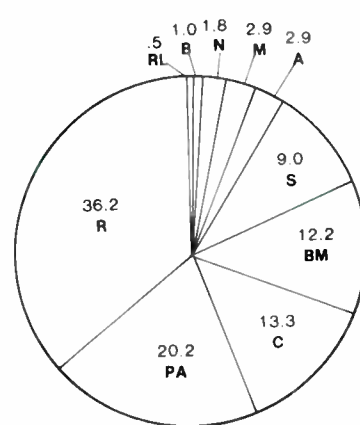
O/N '78	A/M '79	O/N '79
1 KMJ -AM	KMJ -AM	KMJ -AM
2 KYNO-AM	KYNO-AM	KMAK-AM
3 KKNU-FM	KFRE-AM	KKNU-FM
4 KFRE-AM	KKNU-FM	KFRE-AM
5 KMAK-AM	KMAK-AM	KFYE-FM

### M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KYNO-AM	KYNO-AM	KKNU-FM
2 KKNU-FM	KFRE-AM	KMAK-AM
3 KIOY-FM	KKNU-FM	KYNO-AM
4 KMAK-AM	KMAK-AM	KFYE-FM
5 KFRE-AM	KFIG-FM	KMJ -AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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METRO RANK

**64**

**O/N '79 Market Overview**

The **WOOD** stations — **AM** with Pop/Adult format and **FM** with Beautiful Music — again lead the market. Moving up in the standings are **AOR WLAV-FM** & Country **WCUZ**.

For the third straight book **WOOD-FM** leads the Grand Rapids area in overall audience appeal. Interestingly enough, the gains made by **WOOD-FM** in this book are largely attributable to advances made among adults 18-34. In the book **WOOD-FM** is third among adults 18-34 and first among adults 25-54. Just behind **WOOD-FM** in popularity with adults 25-54 is **WOOD-AM**. Each of the **WOOD** stations has about 15% of the 25-54 market. **WOOD-AM** was also able to improve its stance among the 18-34 demo.

**WLAV-FM**, the AOR leader in Grand Rapids edged up slightly in this book in terms of overall appeal. The station did well among young men and teens, but lost some female listeners. **WLAV-FM** remains the 18-34 pacesetter.

**WCUZ** picked up well in this book. This Country station demonstrated some wide appeal during the O/N '79 sweep, pulling in huge increases to improve its 18-34 audience fivefold and to add 58% to its 25-54 numbers. **WCUZ** is now fourth among young adults and third among 25-54 audiences.

Pop/Adult station **WJFM** saw its overall share rise two points. This is the second consecutive report in which **WJFM** has shown increased popularity. The most noticeable area of improvement for **WJFM** has been among young adults. The station is now second among adults 18-34, with more than 12% of the audience. Biggest drop suffered by any Grand Rapids station was felt by Top 40 stations **WGRD-AM-FM**. The simulcast stations went from 11+ in the spring to 7+ in this book. Teen audience held firm for the stations, but the 18-34 numbers really shrank. The 18-34 share for the stations dropped by more than 50%.

(Note: **WGRD-AM-FM** are simulcast during the entire **WGRD-AM** daytime hours.)

**Average Persons 12+ Share Trends**

Monday-Sunday, 6am-Midnight  
POP(00): 4729

O/N '78	A/M '79	O/N '79			
1 WOOD-FM	20.1	WOOD-FM	13.1	WOOD-FM(BB)	5.2
2 WOOD-AM	16.7	WOOD-AM	11.9	WOOD-AM(PA)	1.7
3 WGRD-FM	8.3	WGRD-FM	9.4	WLAV-FM(A)	9.3
4 WZZR-FM	6.8	WLAV-FM	9.0	WCUZ-AM(C)	7.5
5 WLAV-FM	5.4	WCUZ-AM	5.9	WJFM-FM(PA)	6.2
6 WCUZ-AM	5.2	WFUR-FM	5.5	WGRD-FM(P)	5.4
7 WFFX-FM	4.1	WZZR-FM	5.4	WZZR-FM(P)	4.8
8 WGRD-AM	4.0	WFFX-FM	4.7	WFUR-FM(P)	4.4
9 WFUR-FM	3.8	WJFM-FM	4.2	WFFX-FM(A)	3.5
10 WJBL-FM	2.1	WGRD-AM	2.4	WKUM-AM(B)	3.1
11 WPLB-FM	1.7	WPLB-FM	2.2	WJBL-FM(RL)	2.4
12 WLAV-AM	1.4	WMUS-FM	2.2	WGRD-AM(P)	2.2
13 WHTC-AM	1.4	WLAV-AM	2.0	WLAV-AM(PA)	1.8
14 WHAX-AM	1.3	WJBL-FM	1.5	WHTC-AM(PA)	1.7
15 WJFM-FM	1.1	WHTC-AM	1.3	WPLB-FM(C)	1.7
16 WQWO-FM	1.1	WQLR-FM	1.2	WGN-AM(PA)	1.7
17 WCHN-AM	1.1	WZND-FM	1.2	WQWO-FM(BB)	1.7
18 WLS-AM	0.8	WHAX-AM	1.1	WHAX-AM(N)	1.4
19 WOLR-FM	0.8	WBMM-AM	0.8	WCHN-AM(PA)	1.4
20 WMUS-FM	0.7	WLS-AM	0.7	WMUS-FM(C)	1.1
21 WBMM-AM	0.7	WMAO-AM	0.7	WZND-FM(C)	1.0
22 WFUR-AM	0.7	WFUR-AM	0.5	WFUR-AM(RL)	1.0
23 WZND-FM	0.6	WJPW-AM	0.4	WJBL-AM(PA)	0.8
24 WMAO-AM	0.6	WKZO-AM	0.4	WMAO-AM(C)	0.7
25 WYGR-AM	0.6	WQWO-FM	0.4	WJPW-AM(T)	0.6
26 WPLB-AM	0.4	WHTC-FM	0.4	WKBZ-AM(PA)	0.6
27 WJBL-AM	0.3				

**Average Persons Trends/Rankings**

Total 12+  
M-S, 6am-Midnight  
POP(00): 4729

O/N '78	A/M '79	O/N '79			
1 WOOD-FM	142	WOOD-FM	97	WOOD-FM	108
2 WOOD-AM	118	WOOD-AM	88	WOOD-AM	83
3 WGRD-FM	59	WGRD-FM	70	WLAV-FM	66
4 WZZR-FM	48	WLAV-FM	67	WCUZ-AM	53
5 WLAV-FM	38	WCUZ-AM	44	WJFM-FM	44

**M-F, 6-10am**

1 WOOD-AM	WOOD-AM	WOOD-AM
2 WOOD-FM	WOOD-FM	WOOD-FM
3 WGRD-FM	WGRD-FM	WCUZ-AM
4 WZZR-FM	WLAV-FM	WLAV-FM
5 WLAV-FM	WZZR-FM	WZZR-FM

**M-F, 3-7pm**

1 WOOD-FM	WOOD-FM	WOOD-FM
2 WOOD-AM	WOOD-AM	WLAV-FM
3 WGRD-FM	WLAV-FM	WOOD-AM
4 WZZR-FM	WGRD-FM	WJFM-FM
5 WLAV-FM	WCUZ-AM	WCUZ-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 667

O/N '78	A/M '79	O/N '79
1 WZZR-FM	WGRD-FM	WGRD-FM
2 WGRD-FM	WZZR-FM	WLAV-FM
3 WLAV-FM	WLAV-FM	WZZR-FM

**M-F, 6-10am**

1 WZZR-FM	WZZR-FM	WGRD-FM
2 WGRD-FM	WGRD-FM	WZZR-FM
3 WOOD-AM	WGRD-AM	WLAV-FM

**M-F, 3-7pm**

1 WZZR-FM	WGRD-FM	WGRD-FM
2 WGRD-FM	WZZR-FM	WLAV-FM
3 WOOD-AM	WLAV-FM	WZZR-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1762

O/N '78	A/M '79	O/N '79
1 WOOD-FM	WLAV-FM	WLAV-FM
2 WGRD-FM	WGRD-FM	WJFM-FM
3 WLAV-FM	WFFX-FM	WGRD-FM
4 WFFX-FM	WZZR-FM	WCUZ-AM
5 WZZR-FM	WJFM-FM	WOOD-AM

**M-F, 6-10am**

1 WOOD-FM	WLAV-FM	WLAV-FM
2 WGRD-FM	WOOD-AM	WCUZ-AM
3 WLAV-FM	WZZR-FM	WOOD-FM
4 WZZR-FM	WGRD-FM	WJFM-FM
5 WCUZ-AM	WOOD-FM	WOOD-AM

**M-F, 3-7pm**

1 WGRD-FM	WLAV-FM	WLAV-FM
2 WOOD-FM	WGRD-FM	WJFM-FM
3 WLAV-FM	WFFX-FM	WFFX-FM
4 WFFX-FM	WOOD-FM	WOOD-FM
5 WZZR-FM	WZZR-FM	WOOD-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 2167

O/N '78	A/M '79	O/N '79
1 WOOD-FM	WOOD-FM	WOOD-FM
2 WOOD-AM	WOOD-AM	WOOD-AM
3 WCUZ-AM	WCUZ-AM	WCUZ-AM
4 WGRD-FM	WGRD-FM	WJFM-FM
5 WFUR-FM	WJFM-FM	WFUR-FM

**M-F, 6-10am**

1 WOOD-AM	WOOD-AM	WOOD-AM
2 WOOD-FM	WOOD-FM	WOOD-FM
3 WCUZ-AM	WCUZ-AM	WCUZ-AM
4 WGRD-FM	WMUS-FM	WFUR-FM
5 WFUR-FM	WJFM-FM	WJFM-FM

**M-F, 3-7pm**

1 WOOD-FM	WOOD-FM	WOOD-FM
2 WOOD-AM	WOOD-AM	WOOD-AM
3 WCUZ-AM	WCUZ-AM	WCUZ-AM
4 WGRD-FM	WGRD-FM	WJFM-FM
5 WZZR-FM	WJFM-FM	WFFX-FM

**Cume Persons Trends/Rankings**

Total 12+  
M-S, 6am-Midnight  
POP(00): 4729

O/N '78	A/M '79	O/N '79			
1 WOOD-FM	1661	WOOD-AM	1450	WOOD-FM	1389
2 WOOD-AM	1391	WOOD-FM	1309	WOOD-AM	1334
3 WGRD-FM	1211	WGRD-FM	1249	WGRD-FM	985
4 WZZR-FM	972	WZZR-FM	912	WLAV-FM	792
5 WLAV-FM	842	WCUZ-AM	881	WCUZ-AM	687

**M-F, 6-10am**

1 WOOD-FM	WOOD-AM	WOOD-AM
2 WOOD-AM	WOOD-FM	WOOD-FM
3 WZZR-FM	WGRD-FM	WLAV-FM
4 WGRD-FM	WZZR-FM	WGRD-FM
5 WLAV-FM	WLAV-FM	WCUZ-AM

**M-F, 3-7pm**

1 WOOD-FM	WGRD-FM	WOOD-FM
2 WOOD-AM	WOOD-AM	WOOD-AM
3 WGRD-FM	WOOD-FM	WLAV-FM
4 WZZR-FM	WZZR-FM	WGRD-FM
5 WLAV-FM	WLAV-FM	WJFM-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 667

O/N '78	A/M '79	O/N '79
1 WGRD-FM	WGRD-FM	WGRD-FM
2 WZZR-FM	WZZR-FM	WZZR-FM
3 WLAV-FM	WLAV-FM	WLAV-FM

**M-F, 6-10am**

1 WZZR-FM	WZZR-FM	WGRD-FM
2 WGRD-FM	WGRD-FM	WZZR-FM
3 WOOD-AM	WFFX-FM	WLAV-FM

**M-F, 3-7pm**

1 WZZR-FM	WZZR-FM	WGRD-FM
2 WGRD-FM	WGRD-FM	WZZR-FM
3 WLAV-FM	WLAV-FM	WLAV-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1762

O/N '78	A/M '79	O/N '79
1 WGRD-FM	WGRD-FM	WJFM-FM
2 WLAV-FM	WLAV-FM	WLAV-FM
3 WOOD-FM	WZZR-FM	WGRD-FM
4 WFFX-FM	WFFX-FM	WOOD-AM
5 WLAV-AM	WOOD-AM	WOOD-FM

**M-F, 6-10am**

1 WOOD-FM	WLAV-FM	WJFM-FM
2 WLAV-FM	WZZR-FM	WLAV-FM
3 WGRD-FM	WGRD-FM	WOOD-AM
4 WZZR-FM	WOOD-AM	WOOD-FM
5 WOOD-AM	WFFX-FM	WGRD-FM

**M-F, 3-7pm**

1 WGRD-FM	WGRD-FM	WJFM-FM
2 WLAV-FM	WLAV-FM	WLAV-FM
3 WZZR-FM	WZZR-FM	WOOD-AM
4 WFFX-FM	WFFX-FM	WGRD-FM
5 WOOD-FM	WGRD-AM	WZZR-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 2167

O/N '78	A/M '79	O/N '79
1 WOOD-FM	WOOD-AM	WOOD-AM
2 WOOD-AM	WOOD-FM	WOOD-FM
3 WCUZ-AM	WCUZ-AM	WCUZ-AM
4 WGRD-FM	WGRD-FM	WFUR-FM
5 WFUR-FM	WLAV-FM	WGRD-FM

**M-F, 6-10am**

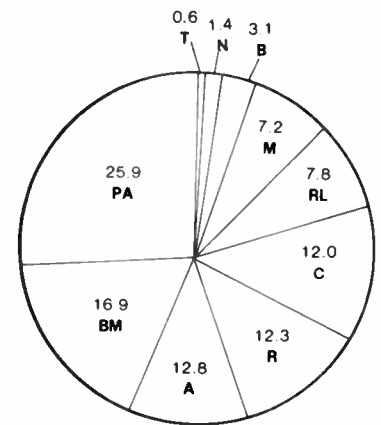
1 WOOD-FM	WOOD-AM	WOOD-AM
2 WOOD-AM	WOOD-FM	WOOD-FM
3 WCUZ-AM	WCUZ-AM	WCUZ-AM
4 WFUR-FM	WGRD-FM	WFUR-FM
5 WGRD-FM	WLAV-FM	WJFM-FM

**M-F, 3-7pm**

1 WOOD-AM	WOOD-AM	WOOD-AM
2 WOOD-FM	WOOD-FM	WOOD-FM
3 WCUZ-AM	WCUZ-AM	WCUZ-AM
4 WGRD-FM	WGRD-FM	WJFM-FM
5 WZZR-FM	WLAV-FM	WGRD-FM

**Format Penetration Chart**

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# Hartford-New Britain

METRO RANK 42

## '79 Market Overview

The status quo prevails in the O/N '79 Hartford results, with the three leading stations in the A/M '79 book remaining in their respective positions. Giant **WTIC** slipped four shares but still has more than a fourth of the 12+ market. Beautiful Music stations **WRCH** and **WKSS** rank second and third, demonstrating that Hartford is a realm of older-skewing stations.

**WTIC**, the P/A stalwart, slipped somewhat among 18-34 and 25-54 adults in this book. However, **WTIC**'s slippage is bigger than most shares in the market, so the station is still healthy. **WTIC**'s strength 5+ appears to be unchallenged. **WRCH** and **WKSS** each have about 7-8% of the 25-54 audience, compared to the approximately 27% that tune to **WTIC**.

Among the younger-skewing stations, **WDRC** as the lead in the O/N '79 results. **WDRC** is tied for second place 18-34, along with **WCCC-FM** and **WHCN**. Also strong in the younger demos is **AOR** **WWYZ**, located outside the metro but nevertheless scoring a share just behind leading **WTIC** in the 18-34 category. **WTIC** and **WWYZ** each have slightly more than 8% of the 18-34 shares.

The station which may have suffered the greatest disappointment in the O/N '79 sweep is rocker **WTIC-FM**. **WTIC-FM** saw its 18-34 average persons audience drop by a third in the fall sweep. The advertising approaches taken by some of the leading stations may point out their different philosophies. **WTIC-FM** spent about \$50,000 in advertising to its large audience, with about 60% of the budget going into TV.

The Beautiful Music stations took different approaches. **WRCH** used TV spots featuring **Patrick Neal**, coordinated with newspaper and busboards. The station offers the **Schulke** sound. **WKSS** concentrated on TV, but also used direct mail and gave away \$10,000 in diamonds.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6916

O/N '78	A/M '79	O/N '79
WTIC-AM	23.2	28.5
WRCH-FM	8.6	8.2
WKSS-FM	8.0	6.9
WDRC-AM	7.9	6.3
WTIC-FM	5.8	5.0
WWYZ-FM	4.6	4.5
WPOP-AM	4.3	3.9
WDRC-FM	4.2	3.9
WRCH-FM	3.6	3.6
WKND-AM	3.5	3.4
WHCN-FM	3.3	3.2
WCCC-FM	3.0	2.6
WAQY-FM	2.0	2.5
WIOF-FM	1.8	2.0
WHLB-AM	1.6	1.4
WPLR-FM	1.4	1.4
WCCC-AM	1.2	1.3
WINF-AM	1.0	1.2
WHYN-AM	0.8	0.7
WHYN-FM	0.7	0.5
WRYM-AM	0.7	0.4
WACE-AM	0.7	0.3
WNXY-AM	0.7	
WCBS-AM	0.3	

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6916

O/N '78	A/M '79	O/N '79
1 WTIC-AM	28.3	34.4
2 WRCH-FM	10.5	9.9
3 WKSS-FM	9.8	8.3
4 WDRC-AM	9.6	7.6
5 WTIC-FM	7.1	6.1

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WDRC-AM
3 WRCH-FM	WTIC-FM	WRCH-FM
4 WKSS-FM	WRCH-FM	WKSS-FM
5 WWYZ-FM	WPOP-AM	WRCO-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WRCH-FM	WKSS-FM	WRCH-FM
3 WKSS-FM	WRCH-FM	WKSS-FM
4 WTIC-FM	WTIC-FM	WDRC-AM
5 WDRC-AM	WDRC-AM	WRCO-AM

Teens  
M-S, 6am-Midnight  
POP(00): 872

O/N '78	A/M '79	O/N '79
1 WTIC-FM	WTIC-FM	WAQY-FM
2 WDRC-AM	WHCN-FM	WHCN-FM
3 WHCN-FM	WCCC-FM	WTIC-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-FM	WTIC-AM
2 WDRC-AM	WHCN-FM	WAQY-FM
3 WTIC-FM	WTIC-AM	WDRC-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WTIC-FM	WTIC-FM	WTIC-FM
2 WDRC-AM	WHCN-FM	WAQY-FM
3 WHCN-FM	WCCC-FM	WHCN-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2386

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WWYZ-FM	WWYZ-FM
3 WWYZ-FM	WTIC-FM	WDRC-AM
4 WDRC-FM	WRCO-AM	WHCN-FM
5 WTIC-FM	WDRC-FM	WCCC-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WDRC-AM
3 WWYZ-FM	WWYZ-FM	WHCN-FM
4 WCCC-FM	WRCO-AM	WWYZ-FM
5 WKND-AM	WDRC-FM	WCCC-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WWYZ-FM	WTIC-AM	WWYZ-FM
2 WDRC-FM	WWYZ-FM	WTIC-AM
3 WTIC-FM	WTIC-FM	WRCO-AM
4 WTIC-AM	WDRC-FM	WCCC-FM
5 WDRC-AM	WHCN-FM	WDRC-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3266

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WRCH-FM	WKSS-FM
3 WRCH-FM	WKSS-FM	WRCH-FM
4 WWYZ-FM	WDRC-AM	WDRC-AM
5 WKND-AM	WTIC-FM	WRCO-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WDRC-AM
3 WRCH-FM	WTIC-FM	WRCH-FM
4 WRCO-AM	WPOP-AM	WKSS-FM
5 WWYZ-FM	WWYZ-FM	WRCO-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WRCH-FM	WKSS-FM	WKSS-FM
3 WDRC-AM	WRCH-FM	WRCO-AM
4 WWYZ-FM	WTIC-FM	WDRC-AM
5 WTIC-FM	WDRC-AM	WRCH-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6916

O/N '78	A/M '79	O/N '79
1 WTIC-AM	3547	3651
2 WDRC-AM	1891	1481
3 WRCH-FM	1366	1378
4 WTIC-FM	1332	1282
5 WKSS-FM	1319	1242

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WDRC-AM
3 WTIC-FM	WTIC-FM	WRCH-FM
4 WRCH-FM	WRCH-FM	WTIC-FM
5 WPOP-AM	WHCN-FM	WKSS-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WTIC-FM	WDRC-AM
3 WRCH-FM	WRCH-FM	WKSS-FM
4 WTIC-FM	WDRC-AM	WTIC-FM
5 WKSS-FM	WKSS-FM	WRCH-FM

Teens  
M-S, 6am-Midnight  
POP(00): 872

O/N '78	A/M '79	O/N '79
1 WTIC-FM	WTIC-FM	WTIC-FM
2 WDRC-AM	WHCN-FM	WCCC-FM
3 WTIC-AM	WDRC-AM	WAQY-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-FM	WTIC-AM
2 WTIC-FM	WHCN-FM	WAQY-FM
3 WDRC-AM	WTIC-AM	WCCC-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WTIC-FM	WTIC-FM	WTIC-FM
2 WDRC-AM	WHCN-FM	WAQY-FM
3 WHCN-FM	WCCC-FM	WHCN-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2386

O/N '78	A/M '79	O/N '79
1 WDRC-AM	WTIC-AM	WTIC-AM
2 WTIC-AM	WDRC-AM	WDRC-AM
3 WTIC-FM	WTIC-FM	WTIC-FM
4 WCCC-FM	WWYZ-FM	WHCN-FM
5 WWYZ-FM	WRCO-AM	WCCC-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WDRC-AM
3 WTIC-FM	WWYZ-FM	WTIC-FM
4 WWYZ-FM	WTIC-FM	WHCN-FM
5 WDRC-FM	WRCO-AM	WCCC-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WDRC-AM	WTIC-AM	WTIC-AM
2 WTIC-AM	WWYZ-FM	WCCC-FM
3 WTIC-FM	WDRC-AM	WDRC-AM
4 WWYZ-FM	WTIC-FM	WRCH-FM
5 WRCO-AM	WCCC-FM	WTIC-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3266

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WKSS-FM
3 WRCH-FM	WTIC-FM	WDRC-AM
4 WPOP-AM	WRCH-FM	WRCH-FM
5 WKSS-FM	WKSS-FM	WRCO-AM

M-F, 6-10am

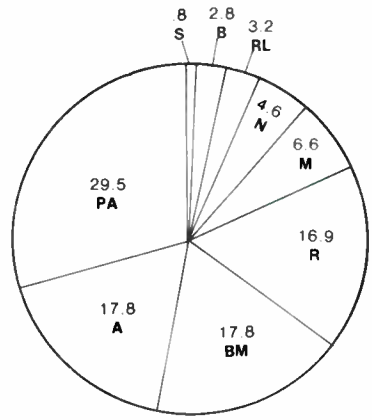
O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WDRC-AM
3 WPOP-AM	WTIC-FM	WKSS-FM
4 WRCH-FM	WPOP-AM	WRCH-FM
5 WRCO-AM	WWYZ-FM	WRCO-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WTIC-AM	WTIC-AM	WTIC-AM
2 WDRC-AM	WDRC-AM	WKSS-FM
3 WRCH-FM	WKSS-FM	WRCO-AM
4 WPOP-AM	WTIC-FM	WDRC-AM
5 WTIC-FM	WRCH-FM	WRCH-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# Honolulu

METRO RANK



## O/N '79 Market Overview

In Honolulu, Arbitron got back about 20% more diaries in this sweep than in the A/M '79 effort, and as a result this survey may be a more reliable indicator of what's happening than was the spring survey.

P/A fixture **KGMB** rebounded from a downturn in the spring to come back stronger than ever. **KGMB's** 12+ share went up almost 60% to the station's best share in years, 16.4. 25-54 shares doubled, so that **KGMB** now has approximately 22% of this audience throughout the week. A new programming approach may have helped in this regard, as the station attempted to be a more mature, less rock-oriented station. More oldies were aired, and the station hired a local comedian as the new midday air personality.

Even more dramatic than the **KGMB** resurgence is the skyrocketing of **Dancemusic KIKI** from about a four share to 12.3. A 200% increase in audience doesn't happen every day, but when you can more than triple your 18-34 share and become the top station in that demo — and when you can triple your teens and become tops in that category also — it begins to add up. It will be interesting to see if **KIKI** can maintain such a meteoric rise to a top niche in the market.

Two older-skewing stations that scored well in this book are **Beautiful Music KUMU-FM**, up almost a full share; and **Talk station KIOE**, which moved up several notches in the 12+ standings.

Two formerly strong stations appear to be on a real slide. Top 40 station **KORL** suffered its third consecutive substantial decline, losing more than half of its 18-34 audience in this book. P/A entity **KGU** went through its fourth straight down book, seeing its 18-34 and 25-54 audience eroding away — no dramatic losses, just gradual losses that lead to problems unless checked.

Another station which wasn't too happy with the O/N '79 results was **Oldies station KPOI**. **KPOI** came out of nowhere to rank third overall in the A/M '79 report, but the station dropped more than three shares in this book. **KPOI's** 25-54 share was cut by more than 50% and its 18-34 share was decreased by 38%.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6016

O/N '78	A/M '79	O/N '79
1 KGMB-AM	13.9	10.7
2 KORL-AM	12.1	9.6
3 KKUA-AM	9.7	8.8
4 KHVH-AM	8.6	7.1
5 KGU -AM	7.1	6.6
6 KCCN-AM	6.7	5.8
7 KUMU-FM	6.3	5.4
8 KIKI-AM	6.0	5.4
9 KOHO-AM	5.1	4.9
10 KULA-FM	4.0	4.7
11 KHSS-FM	3.6	4.5
12 KIOE-AM	3.5	4.4
13 KUMU-AM	3.4	4.0
14 KQMQ-FM	2.1	3.1
15 KPOI-AM	1.4	2.9
16 KZOO-AM	1.2	2.1
17 KAIM-AM	0.9	2.0
18 KKAI-FM	0.6	1.9
19 KAHU-AM	0.5	1.3
20		0.8
21		0.8
22		0.7

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6016

O/N '78	A/M '79	O/N '79
1 KGMB-AM	123	97
2 KORL-AM	107	87
3 KKUA-AM	86	80
4 KHVH-AM	76	64
5 KGU -AM	63	60

Finally, **AOR KQMQ** saw its share of the market fall back after a nice rise in the spring book. **KQMQ's** 18-34 share dropped by almost 40% compared to the A/M '79 results, but the station remains the leading AOR on Oahu.

### M-F, 6-10am

1 KGMB-AM	KGMB-AM	KGMB-AM
2 KORL-AM	KORL-AM	KIKI-AM
3 KHVH-AM	KPOI-AM	KHVH-AM
4 KKUA-AM	FHVH-AM	KIOE-AM
5 KGU -AM	KKUA-AM	KKUA-AM

### M-F, 3-7pm

1 KORL-AM	KORL-AM	KIKI-AM
2 KGMB-AM	KKUA-AM	KGMB-AM
3 KKUA-AM	KPOI-AM	KUMU-FM
4 KIKI-AM	KGU -AM	KKUA-AM
5 KCCN-AM	KGMB-AM	KORL-AM

### Teens

M-S, 6am-Midnight  
POP(00): 747

O/N '78	A/M '79	O/N '79
1 KORL-AM	KORL-AM	KIKI-AM
2 KKUA-AM	KKUA-AM	KORL-AM
3 KIKI-AM	KIKI-AM	KKUA-AM

### M-F, 6-10am

1 KORL-AM	KORL-AM	KIKI-AM
2 KKUA-AM	KGMB-AM	KORL-AM
3 KIKI-AM	KIKI-AM	KGMB-AM

### M-F, 3-7pm

1 KORL-AM	KORL-AM	KIKI-AM
2 KIKI-AM	KIKI-AM	KORL-AM
3 KKUA-AM	KKUA-AM	KGMB-AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 2593

O/N '78	A/M '79	O/N '79
1 KKUA-AM	KPOI-AM	KIKI-AM
2 KORL-AM	KORL-AM	KKUA-AM
3 KGU -AM	KKUA-AM	KGMB-AM
4 KGMB-AM	KULA-FM	KPOI-AM
5 KIKI-AM	KQMQ-FM	KUMU-FM

### M-F, 6-10am

1 KKUA-AM	KPOI-AM	KGMB-AM
2 KGMB-AM	KORL-AM	KIKI-AM
3 KGU -AM	KGMB-AM	KKUA-AM
4 KORL-AM	KKUA-AM	KPOI-AM
5 KIKI-AM	KGU -AM	KGU -AM

### M-F, 3-7pm

1 KKUA-AM	KPOI-AM	KIKI-AM
2 KORL-AM	KKUA-AM	KKUA-AM
3 KGU -AM	KORL-AM	KPOI-AM
4 KIKI-AM	KULA-FM	KGMB-AM
5 KULA-FM	KQMQ-FM	KUMU-FM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 2950

O/N '78	A/M '79	O/N '79
1 KGMB-AM	KPOI-AM	KGMB-AM
2 KHVH-AM	KGMB-AM	KUMU-FM
3 KKUA-AM	KUMU-FM	KHVH-AM
4 KGU -AM	KGU -AM	KPOI-AM
5 KUMU-FM	KHVH-AM	KGU -AM

### M-F, 6-10am

1 KGMB-AM	KGMB-AM	KGMB-AM
2 KHVH-AM	KPOI-AM	KGU -AM
3 KKUA-AM	KHVH-AM	KPOI-AM
4 KGU -AM	KGU -AM	KIOE-AM
5 KIOE-AM	KUMU-FM	KHVH-AM

### M-F, 3-7pm

1 KGMB-AM	KPOI-AM	KGMB-AM
2 KCCN-AM	KGU -AM	KUMU-FM
3 KHVH-AM	KUMU-FM	KHVH-AM
4 KUMU-FM	KUMU-AM	KPOI-AM
5 KKUA-AM	KHVH-AM	KCCN-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6016

O/N '78	A/M '79	O/N '79
1 KGMB-AM	2102	1797
2 KKUA-AM	2097	1642
3 KORL-AM	1848	1550
4 KIKI-AM	1189	1120
5 KGU -AM	1145	1027

### M-F, 6-10am

1 KGMB-AM	KGMB-AM	KGMB-AM
2 KKUA-AM	KORL-AM	KIKI-AM
3 KORL-AM	KHVH-AM	KKUA-AM
4 KHVH-AM	KKUA-AM	KORL-AM
5 KIKI-AM	KPOI-AM	KHVH-AM

### M-F, 3-7pm

1 KORL-AM	KORL-AM	KGMB-AM
2 KKUA-AM	KKUA-AM	KIKI-AM
3 KGMB-AM	KULA-FM	KKUA-AM
4 KIKI-AM	KGMB-AM	KORL-AM
5 KCCN-AM	KCCN-AM	KHVH-AM

### Teens

M-S, 6am-Midnight  
POP(00): 747

O/N '78	A/M '79	O/N '79
1 KORL-AM	KORL-AM	KORL-AM
2 KKUA-AM	KKUA-AM	KIKI-AM
3 KIKI-AM	KGMB-AM	KKUA-AM

### M-F, 6-10am

1 KORL-AM	KORL-AM	KIKI-AM
2 KKUA-AM	KGMB-AM	KORL-AM
3 KIKI-AM	KIKI-AM	KGMB-AM

### M-F, 3-7pm

1 KORL-AM	KORL-AM	KIKI-AM
2 KKUA-AM	KKUA-AM	KORL-AM
3 KIKI-AM	KULA-FM	KGMB-AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 2593

O/N '78	A/M '79	O/N '79
1 KKUA-AM	KKUA-AM	KKUA-AM
2 KORL-AM	KORL-AM	KGMB-AM
3 KGMB-AM	KPOI-AM	KIKI-AM
4 KGU -AM	KULA-FM	KORL-AM
5 KIKI-AM	KGU -AM	KULA-FM

### M-F, 6-10am

1 KKUA-AM	KORL-AM	KGMB-AM
2 KORL-AM	KKUA-AM	KKUA-AM
3 KGMB-AM	KKUA-AM	KIKI-AM
4 KGU -AM	KGU -AM	KPOI-AM
5 KIKI-AM	KGMB-AM	KORL-AM

### M-F, 3-7pm

1 KKUA-AM	KORL-AM	KKUA-AM
2 KORL-AM	KKUA-AM	KIKI-AM
3 KIKI-AM	KPOI-AM	KGMB-AM
4 KGU -AM	KULA-FM	KORL-AM
5 KULA-FM	KGU -AM	KPOI-AM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 2950

O/N '78	A/M '79	O/N '79
1 KGMB-AM	KGMB-AM	KGMB-AM
2 KKUA-AM	KPOI-AM	KHVH-AM
3 KORL-AM	KHVH-AM	KUMU-FM
4 KHVH-AM	KUMU-FM	KORL-AM
5 KGU -AM	KGU -AM	KGU -AM

### M-F, 6-10am

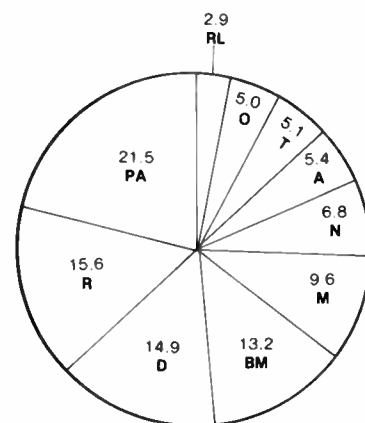
1 KGMB-AM	KGMB-AM	KGMB-AM
2 KKUA-AM	KPOI-AM	KHVH-AM
3 KHVH-AM	KHVH-AM	KGU -AM
4 KGU -AM	KGU -AM	KKUA-AM
5 KORL-AM	KUMU-FM	KUMU-FM

### M-F, 3-7pm

1 KGMB-AM	KGU -AM	KGMB-AM
2 KCCN-AM	KPOI-AM	KHVH-AM
3 KKUA-AM	KHVH-AM	KPOI-AM
4 KHVH-AM	KUMU-FM	KUMU-FM
5 KIKI-AM	KGMB-AM	KCCN-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

## N '79 Market Overview

The O/N '79 sweep saw the introduction of Expanded Sample Frame in Houston, with Arbitron sending out more than 650 extra diaries than in the spring and getting back almost 450 more in-tab than in the A/M '79 survey. The demo which appears to have picked up the largest percentage of additional diaries is 25-34. Stations that build their audiences around this key demo may have more reliable estimates in this book than in the past.

The two leading stations in the Houston market, **KMJQ** and **KYND**, remained 1 and 2, but each saw their respective shares slip from the A/M '79 numbers.

Black-formatted **KMJQ** used TV and billboards to remain in front of its public, but the message may not have gotten through. **KMJQ's** 18-34 audience dropped by a third, and teens dropped significantly also. Biggest defection was among young female listeners in the 18-34 cells.

At the other end of the demographic spectrum, Beautiful Music **KYND** saw its 25-54 share drop by more than 25%. **KYND** was able to improve its standing among persons 35-64. **KYND** is down almost two shares when compared to the O/N '78 results.

On the positive side, Country **KIKK-FM** turned in a good performance during the O/N '79 sweep. Not only was **KIKK-FM** able to improve its 25-54 share, but the station was also able to record impressive gains in adults 18-34. **KIKK-FM** tops in adults 25-54 and third among 18-34 adults. The station utilizes billboards year-round, but otherwise does no additional advertising or promotion. **KIKK-FM** has added more of an emphasis on news and sports coverage to become a full-service station.

The most dramatic rise among the leading stations in Houston was that of incense **KRLY**. The station increased its 12+ share almost 75%, by more than doubling its teen penetration and boosting 18-34 share by almost a third. Advertising to help build this success story, **KRLY** scrapped its former reliance on TV and split its dollars between newspaper ads and busboards. The same ad budget was used for the two '79 sweeps, but with different media emphasis. In terms of format, **KRLY** has now moved away from Disco to a Top 40 format.

Other Houston stations worthy of special note would include News stations **KTRH** and **KPRC**, both of which slid in the O/N '79 survey. **KPRC's** numbers may have been expected to drop, since the station was not carrying the Houston Astros during the fall sweep. Also, AOR station **KLOL** gained almost two shares, 12+, and increased its 18-34 share 50% to move into second place in its demo.

**KRBE** must be looking at the O/N '79 results and searching for a way to stop the multi-book downward trend. Recently PD **Clay Gish** resigned, but having to replace the morning drive personality a week before the book certainly did not add joy to Clay's last days at the station. The AM drive numbers for the station suffered drastically.

A new factor to keep an eye on in Houston is **First Media's KFMK**. This Top 10 station ran an ad campaign based exclusively on TV, and the format debuted less than a month before the start of the fall sweep. Further results will indicate if **KFMK** will grow to become more of a factor in the contemporary market. Speaking of **KFMK**, it should be noted that both **KFMK** and **KAUM** ran on-air announcements during the survey. Arbitron has cited the stations for this activity. Persons reviewing the numbers for these stations should keep this in mind. It is not known what impact, if any, these on-air announcements may have had on the results for the two stations.

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP (00): 23395

O/N '78	JIF '79	A/M '79	O/N '79
KMJQ-FM	12.0	KMJQ-FM	10.8
KRBE-FM	9.7	KYND-FM	8.3
KYND-FM	9.6	KTRH-AM	8.0
KTRH-AM	6.6	KRBE-FM	8.0
KILT-AM	5.9	KILT-FM	6.8
KENR-AM	5.3	KILT-AM	5.8
KILT-FM	4.1	KIKK-FM	5.0
KODA-FM	4.1	KQUE-FM	4.6
KQUE-FM	4.1	KPRC-AM	4.2
KPRC-AM	4.1	KAUM-FM	4.1
KIKK-FM	3.0	KODA-FM	3.8
KAUM-FM	2.9	KLOL-FM	3.5
KULF-AM	2.8	KENR-AM	3.3
KRLY-FM	2.6	KLFF-FM	2.2
KLOL-FM	2.1	KULF-AM	2.2
KXYZ-AM	1.8	KNUZ-AM	2.1
KODA-AM	1.8	KRLY-FM	1.8
KPMK-FM	1.8	KYOK-AM	1.7
KLEF-FM	1.7	KCOB-FM	1.4
KNUZ-AM	1.3	KCOB-AM	1.4
KCOB-AM	1.3	KIKK-AM	1.3
KYOK-AM	1.3	KEYH-AM	1.3
KEYH-AM	1.2	KLVL-AM	1.3
KIKK-AM	1.2	KODA-AM	1.2
KLVL-AM	1.1	KXYZ-AM	0.8
KHCB-FM	0.9	KFRD-AM	0.6
KGBC-AM	0.5	KPMK-FM	0.6
KILE-AM	0.4	KGBC-AM	0.5
KFRD-AM	0.4		

## Total 12+

M-S, 6am-Midnight

POP (00): 23395

O/N '78	JIF '79	A/M '79	O/N '79
1 KMJQ-FM	360	KMJQ-FM	354
2 KRBE-FM	289	KYND-FM	273
3 KYND-FM	288	KTRH-AM	263
4 KTRH-AM	197	KRBE-FM	262
5 KILT-AM	176	KILT-FM	221
6 KENR-AM	160	KILT-AM	190
7 KILT-FM	124	KIKK-FM	164
8 KODA-FM	124	KQUE-FM	149
9 KQUE-FM	124	KPRC-AM	136
10 KPRC-AM	123	KAUM-FM	135

## M-F, 6-10am

O/N '78	JIF '79	A/M '79	O/N '79
1 KTRH-AM		KTRH-AM	KTRH-AM
2 KMJQ-FM		KRBE-FM	KPRC-AM
3 KRBE-FM		KILT-FM	KMJQ-FM
4 KILT-AM		KILT-AM	KILT-AM
5 KYND-FM		KYND-FM	KYND-FM
6 KENR-AM		KMJQ-FM	KRBE-FM
7 KPRC-AM		KPRC-AM	KIKK-FM
8 KILT-FM		KIKK-FM	KILT-FM
9 KQUE-FM		KQUE-FM	KILT-FM
10 KODA-FM		KENR-AM	KENR-AM

## M-F, 3-7pm

O/N '78	JIF '79	A/M '79	O/N '79
1 KMJQ-FM		KMJQ-FM	KMJQ-FM
2 KRBE-FM		KYND-FM	KIKK-FM
3 KYND-FM		KRBE-FM	KRLY-FM
4 KENR-AM		KILT-AM	KYND-FM
5 KILT-AM		KILT-FM	KIKK-FM
6 KPRC-AM		KTRH-AM	KPRC-AM
7 KILT-FM		KIKK-FM	KLOL-FM
8 KODA-FM		KPRC-AM	KILT-AM
9 KQUE-FM		KAUM-FM	KAUM-FM
10 KTRH-AM		KENR-AM	KENR-AM

## Teens

M-S, 6am-Midnight

POP (00): 3127

O/N '78	JIF '79	A/M '79	O/N '79
1 KRBE-FM		KRBE-FM	KRLY-FM
2 KMJQ-FM		KRBE-FM	KRBE-FM
3 KILT-AM		KILT-AM	KMJQ-FM

## M-F, 6-10am

O/N '78	JIF '79	A/M '79	O/N '79
1 KRBE-FM		KRBE-FM	KRBE-FM
2 KMJQ-FM		KMJQ-FM	KILT-AM
3 KILT-AM		KILT-AM	KAUM-FM

## M-F, 3-7pm

O/N '78	JIF '79	A/M '79	O/N '79
1 KRBE-FM		KRBE-FM	KRLY-FM
2 KMJQ-FM		KMJQ-FM	KMJQ-FM
3 KILT-AM		KILT-AM	KRBE-FM

## Adults 18-34

M-S, 6am-Midnight

POP (00): 9362

O/N '78	JIF '79	A/M '79	O/N '79
1 KMJQ-FM		KMJQ-FM	KMJQ-FM
2 KRBE-FM		KILT-FM	KRBE-FM
3 KILT-AM		KRBE-FM	KILT-FM
4 KILT-AM		KILT-AM	KYND-FM
5 KYND-FM		KIKK-FM	KRBE-FM
6 KAUM-FM		KLOL-FM	KILT-FM
7 KRLY-FM		KAUM-FM	KEYH-AM
8 KULF-AM		KYND-FM	KIKK-FM
9 KLOL-FM		KULF-AM	KILT-AM
10 KXYZ-AM		KRLY-FM	KAUM-FM

## M-F, 6-10am

O/N '78	JIF '79	A/M '79	O/N '79
1 KMJQ-FM		KILT-FM	KIKK-FM
2 KILT-AM		KILT-AM	KMJQ-FM
3 KRBE-FM		KRBE-FM	KILT-FM
4 KILT-AM		KMJQ-FM	KLOL-FM
5 KYND-FM		KIKK-FM	KILT-AM
6 KTRH-AM		KAUM-FM	KYND-FM
7 KPRC-AM		KLOL-FM	KLOL-FM
8 KAUM-FM		KPRC-AM	KRBE-FM
9 KULF-AM		KYND-FM	KRLY-FM
10 KENR-AM		KULF-AM	KAUM-FM

## M-F, 3-7pm

O/N '78	JIF '79	A/M '79	O/N '79
1 KMJQ-FM		KMJQ-FM	KIKK-FM
2 KILT-AM		KILT-FM	KMJQ-FM
3 KILT-AM		KILT-AM	KLOL-FM
4 KRBE-FM		KILT-FM	KRBE-FM
5 KULF-AM		KIKK-FM	KYND-FM
6 KAUM-FM		KLOL-FM	KAUM-FM
7 KRLY-FM		KAUM-FM	KRBE-FM
8 KYND-FM		KULF-AM	KIKK-FM
9 KXYZ-AM		KYND-FM	KILT-AM
10 KENR-AM		KODA-FM	KRLY-FM

## Adults 25-54

M-S, 6am-Midnight

POP (00): 12033

O/N '78	JIF '79	A/M '79	O/N '79
1 KMJQ-FM		KYND-FM	KIKK-FM
2 KYND-FM		KMJQ-FM	KMJQ-FM
3 KENR-AM		KIKK-FM	KYND-FM
4 KTRH-AM		KQUE-FM	KTRH-AM
5 KRBE-FM		KODA-FM	KTRH-AM
6 KILT-AM		KILT-AM	KENR-AM
7 KPRC-AM		KTRH-AM	KPRC-AM
8 KODA-FM		KENR-AM	KEYH-AM
9 KQUE-FM		KILT-FM	KODA-FM
10 KULF-AM		KRBE-FM	KILT-AM

## M-F, 6-10am

O/N '78	JIF '79	A/M '79	O/N '79
1 KILT-AM		KIKK-FM	KTRH-AM
2 KENR-AM		KYND-FM	KYND-FM
3 KMJQ-FM		KTRH-AM	KILT-AM
4 KTRH-AM		KILT-AM	KMJQ-FM
5 KPRC-AM		KQUE-FM	KIKK-FM
6 KYND-FM		KPRC-AM	KYND-FM
7 KRBE-FM		KILT-FM	KQUE-FM
8 KILT-FM		KMJQ-FM	KENR-AM
9 KODA-FM		KENR-AM	KPRC-AM
10 KIKK-FM		KODA-FM	KRBE-FM

# Houston-Galveston

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M-F, 3-7pm			
1	KMJQ-FM	KYND-FM	KMJK-FM
2	KENR-AM	KIKK-FM	KMJK-FM
3	KYND-FM	KMJK-FM	KIKK-FM
4	KPRC-AM	KQUE-FM	KYND-FM
5	KILT-AM	KENR-AM	KPRC-AM
6	KRBE-FM	KODA-FM	KODA-FM
7	KULF-AM	KPRC-AM	KQUE-FM
8	KIKK-FM	KILT-AM	KTRH-AM
9	KODA-FM	KTRH-AM	KILT-AM
10	KTRH-AM	KILT-FM	KENR-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 23395

O/N '78	J/F '79	A/M '79	O/N '79
1	KRBE-FM 5057	KRBE-FM 4344	KRBE-FM 4470
2	KILT-AM 4327	KILT-AM 4169	KILT-AM 3812
3	KTRH-AM 3560	KTRH-AM 3556	KMJK-FM 3571
4	KMJQ-FM 3542	KYND-FM 3385	KYND-FM 3508
5	KYND-FM 3339	KMJQ-FM 3271	KPRC-AM 3353
6	KPRC-AM 2869	KILT-FM 3009	KTRH-AM 3268
7	KILT-FM 2334	KPRC-AM 2772	KIKK-FM 2787
8	KAUM-FM 2041	KAUM-FM 2772	KAUM-FM 2697
9	KENR-AM 1839	KIKK-FM 2229	KILT-FM 2527
10	KODA-FM 1830	KULF-AM 2027	KULF-AM 2376

M-F, 6-10am

1	KRBE-FM	KILT-AM	KTRH-AM	KIKK-FM
2	KILT-AM	KRBE-FM	KILT-AM	KTRH-AM
3	KTRH-AM	KTRH-AM	KRBE-FM	KPRC-AM
4	KMJQ-FM	KMJQ-FM	KMJQ-FM	KILT-AM
5	KYND-FM	KPRC-AM	KPRC-AM	KMJQ-FM
6	KPRC-AM	KYND-FM	KYND-FM	KYND-FM
7	KILT-FM	KYND-FM	KILT-FM	KRBE-FM
8	KENR-AM	KAUM-FM	KIKK-FM	KAUM-FM
9	KULF-AM	KIKK-FM	KAUM-FM	KILT-FM
10	KAUM-FM	KULF-AM	KENR-AM	KODA-FM

M-F, 3-7pm

1	KRBE-FM	KRBE-FM	KRBE-FM	KMJQ-FM
2	KMJQ-FM	KMJQ-FM	KMJQ-FM	KIKK-FM
3	KILT-AM	KILT-AM	KYND-FM	KRBE-FM
4	KYND-FM	KYND-FM	KILT-AM	KILT-AM
5	KPRC-AM	KPRC-AM	KAUM-FM	KYND-FM
6	KILT-FM	KILT-FM	KIKK-FM	KRLY-FM
7	KTRH-AM	KAUM-FM	KPRC-AM	KAUM-FM
8	KENR-AM	KIKK-FM	KTRH-AM	KILT-AM
9	KULF-AM	KTRH-AM	KULF-AM	KILT-FM
10	KAUM-FM	KULF-AM	KILT-FM	KTRH-AM

Teens  
M-S, 6am-Midnight  
POP(00): 3127

O/N '78	J/F '79	A/M '79	O/N '79
1	KRBE-FM	KRBE-FM	KRBE-FM
2	KILT-AM	KILT-AM	KRLY-FM
3	KRLY-FM	KAUM-FM	KAUM-FM

M-F, 6-10am

1	KRBE-FM	KRBE-FM	KRBE-FM
2	KILT-AM	KILT-AM	KILT-AM
3	KMJQ-FM	KMJQ-FM	KAUM-FM

M-F, 3-7pm

1	KRBE-FM	KRBE-FM	KRBE-FM
2	KILT-AM	KILT-AM	KAUM-FM
3	KMJQ-FM	KMJQ-FM	KRLY-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 9362

O/N '78	J/F '79	A/M '79	O/N '79
1	KILT-AM	KILT-AM	KMJQ-FM
2	KRBE-FM	KILT-FM	KILT-AM
3	KMJQ-FM	KRBE-FM	KMJQ-FM
4	KILT-FM	KMJQ-FM	KILT-FM
5	KAUM-FM	KAUM-FM	KLOL-FM
6	KLOL-FM	KLOL-FM	KIKK-FM
7	KULF-AM	KULF-AM	KAUM-FM
8	KTRH-AM	KIKK-FM	KRLY-FM
9	KYND-FM	KRLY-FM	KULF-AM
10	KRLY-FM	KYND-FM	KYND-FM

M-F, 6-10am

1	KILT-AM	KILT-AM	KIKK-FM
2	KMJQ-FM	KILT-FM	KMJQ-FM
3	KRBE-FM	KMJQ-FM	KILT-AM
4	KILT-FM	KMJQ-FM	KILT-FM
5	KULF-AM	KAUM-FM	KLOL-FM
6	KAUM-FM	KLOL-FM	KIKK-FM
7	KYND-FM	KULF-AM	KAUM-FM
8	KLOL-FM	KIKK-FM	KRLY-FM
9	KTRH-AM	KENR-AM	KULF-AM
10	KIKK-FM	KPRC-AM	KYND-FM

M-F, 3-7pm

1	KMJQ-FM	KMJQ-FM	KMJQ-FM
2	KILT-AM	KRBE-FM	KRBE-FM
3	KILT-FM	KILT-FM	KILT-FM
4	KRBE-FM	KRBE-FM	KLOL-FM
5	KULF-AM	KLOL-FM	KAUM-FM
6	KAUM-FM	KAUM-FM	KILT-AM
7	KLOL-FM	KIKK-FM	KIKK-FM
8	KXYZ-AM	KULF-AM	KRLY-FM
9	KRLY-FM	KENR-AM	KRLY-FM
10	KYND-FM	KRLY-FM	KYND-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 12033

O/N '78	J/F '79	A/M '79	O/N '79
1	KTRH-AM	KYND-FM	KYND-FM
2	KILT-AM	KILT-AM	KMJQ-FM
3	KYND-FM	KTRH-AM	KILT-AM
4	KMJQ-FM	KIKK-FM	KIKK-FM
5	KPRC-AM	KMJQ-FM	KTRH-AM
6	KRBE-FM	KRBE-FM	KRBE-FM
7	KULF-AM	KPRC-AM	KPRC-AM
8	KODA-FM	KILT-FM	KENR-AM
9	KENR-AM	KENR-AM	KODA-FM
10	KILT-FM	KULF-AM	KODA-FM

M-F, 6-10am

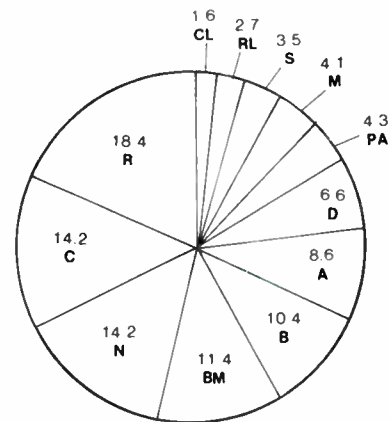
1	KILT-AM	KILT-AM	KTRH-AM	KIKK-FM
2	KTRH-AM	KTRH-AM	KYND-FM	KPRC-AM
3	KYND-FM	KYND-FM	KILT-AM	KTRH-AM
4	KMJQ-FM	KIKK-FM	KMJQ-FM	KMJQ-FM
5	KPRC-AM	KPRC-AM	KIKK-FM	KILT-AM
6	KENR-AM	KMJQ-FM	KRBE-FM	KYND-FM
7	KRBE-FM	KULF-AM	KENR-AM	KODA-FM
8	KULF-AM	KILT-FM	KPRC-AM	KENR-AM
9	KILT-FM	KENR-AM	KILT-FM	KULF-AM
10	KIKK-FM	KQUE-FM	KQUE-FM	KILT-FM

M-F, 3-7pm

1	KMJQ-FM	KYND-FM	KMJQ-FM	KIKK-FM
2	KYND-FM	KIKK-FM	KYND-FM	KMJQ-FM
3	KILT-AM	KMJQ-FM	KIKK-FM	KPRC-AM
4	KPRC-AM	KILT-AM	KRBE-FM	KYND-FM
5	KRBE-FM	KPRC-AM	KTRH-AM	KTRH-AM
6	KENR-AM	KENR-AM	KILT-AM	KILT-AM
7	KTRH-AM	KTRH-AM	KENR-AM	KODA-FM
8	KULF-AM	KULF-AM	KPRC-AM	KENR-AM
9	KIKK-FM	KILT-FM	KULF-AM	KULF-AM
10	KILT-FM	KODA-FM	KODA-FM	KAUM-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



# Huntington-Ashland



## '79 Market Overview

The three top A/M '79 stations are again at the head of the pack in the Huntington area, but the ranking order is somewhat revised. The new number one 12+ station is Top 40 station **WKEE-FM**. Following **WKEE-FM** in order are P/A **WGNT** and country **WTCR**.  
No longer simulcast with **WKEE-AM**, **WKEE-FM** stands alone as the metro leader. Not only did the station improve its 12+ share by more than two points, but the rocker was also able to add to its lead among teens and adults 18-34.  
Even though **WGNT** is second in terms of overall share, the station's actual share of the market increased in the last book. **WGNT** was able to double its share of adults 18-34 and also improve its position among the 25-54 audience. **WGNT** now has about 19% of the 25-54 target and about 13% of the 18-34 group.  
**WTCR** is the leading station with adults 25-54, averaging about 22% of that demo. **WTCR** was able to enhance its share among 18-34 audiences in this book, but saw its leading share of 25-54 adults erode slightly.  
Beautiful Music **WHEZ** remained in a strong niche. The station has moved from fourth to third in popularity among 25-54 adults. Other leading stations worthy of note include **WAMX**, the Top 40 competitor for **WKEE-AM** and **WKEE-FM**, and **WKEE-M** itself. **WAMX** dropped almost five 12+ shares, owing to a 40% drop in 18-34 shares and a plunge among teens too. **WKEE-AM** rose well in this sweep, doubling its share of the 18-34 audience to reach the 12% level.

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 24R5

	O/N '78	A/M '79	O/N '79
1 WKEE-FM	18.6	WGNT-AM	16.8
2 WKNT-AM	16.9	WTCR-AM	15.9
3 WTCR-AM	14.4	WKFE-FM	15.6
4 WAMX-FM	13.6	WAMX-FM	13.5
5 WHEZ-FM	10.5	WHEZ-FM	11.5
6 WKEE-AM	6.6	WIRO-AM	4.7
7 WIRO-AM	3.9	WKFE-AM	4.1
8 WEMM-FM	3.6	WNST-AM	3.8
9 WCHI-AM	2.5	WEMM-FM	2.6
10 WNST-AM	2.2	WCHI-AM	1.5
11 WCAK-FM	1.4	WITO-FM	1.5
12 WITO-FM	1.1	WKSJ-AM	1.2
13 WUBE-FM	0.8	WUBE-FM	0.9
14 WPAY-FM	0.6	WPAY-AM	0.9
15 WPAY-AM		WCAK-FM	0.6
16		WVAF-FM	0.6
17			

**Average Persons Trends/Rankings**  
Total 12+  
M-S, 6am-Midnight  
POP(00): 24R5

	O/N '78	A/M '79	O/N '79
1 WKEE-FM	67	WGNT-AM	57
2 WKNT-AM	61	WTCR-AM	54
3 WTCR-AM	52	WKFE-FM	53
4 WAMX-FM	49	WAMX-FM	46
5 WHEZ-FM	38	WHEZ-FM	39

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1 WGNT-AM		WGNT-AM	WGNT-AM
2 WKFE-FM		WKFE-FM	WKFE-FM
3 WHEZ-FM		WAMX-FM	WKFE-FM
4 WAMX-FM		WTCR-AM	WHEZ-FM
5 WTCR-AM		WHEZ-FM	WAMX-FM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1 WKFE-FM		WKFE-FM	WKFE-FM
2 WAMX-FM		WTCR-AM	WGNT-AM
3 WGNT-AM		WAMX-FM	WHEZ-FM
4 WTCR-AM		WHEZ-FM	WAMX-FM
5 WHEZ-FM		WGNT-AM	WTCR-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 306

	O/N '78	A/M '79	O/N '79
1 WKEE-FM		WAMX-FM	WKEE-FM
2 WAMX-FM		WKFE-FM	WAMX-FM
3 WKNT-AM		WKFE-AM	WKFE-AM

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1 WKFF-FM		WAMX-FM	WKFF-FM
2 WAMX-FM		WKFF-FM	WAMX-FM
3 WKFE-AM		WGNT-AM	WKFE-AM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1 WKFE-FM		WKFE-FM	WKFE-FM
2 WAMX-FM		WAMX-FM	WKFE-AM
3 WTCR-AM		WTCR-AM	WAMX-FM
4 WKFE-AM		WKFE-AM	WGNT-AM
5 WKNT-AM		WGNT-AM	WTCR-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 84R

	O/N '78	A/M '79	O/N '79
1 WKFF-FM		WKFE-FM	WKFE-FM
2 WAMX-FM		WAMX-FM	WKFE-AM
3 WTCR-AM		WTCR-AM	WTCR-AM
4 WKFE-AM		WGNT-AM	WKFE-AM
5 WKNT-AM		WKFE-AM	WAMX-FM

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1 WKFE-FM		WKFE-FM	WGNT-AM
2 WKNT-AM		WAMX-FM	WKFE-FM
3 WAMX-FM		WGNT-AM	WTCR-AM
4 WTCR-AM		WTCR-AM	WKFF-FM
5 WKFE-AM		WIRO-AM	WAMX-FM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1 WKFE-FM		WKFE-FM	WKFE-FM
2 WAMX-FM		WAMX-FM	WKFE-AM
3 WTCR-AM		WTCR-AM	WAMX-FM
4 WKFE-AM		WKFE-AM	WGNT-AM
5 WKNT-AM		WGNT-AM	WTCR-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1166

	O/N '78	A/M '79	O/N '79
1 WTCR-AM		WTCR-AM	WTCR-AM
2 WKNT-AM		WGNT-AM	WGNT-AM
3 WHEZ-FM		WHEZ-FM	WHEZ-FM
4 WKFE-FM		WKFE-FM	WKFF-FM
5 WKFE-AM		WAMX-FM	WKFE-AM

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1 WKNT-AM		WGNT-AM	WGNT-AM
2 WTCR-AM		WTCR-AM	WTCR-AM
3 WHEZ-FM		WKFE-FM	WHEZ-FM
4 WKFE-FM		WAMX-FM	WIRO-AM
5 WIRO-AM		WHEZ-FM	WKFE-AM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1 WTCR-AM		WTCR-AM	WGNT-AM
2 WHEZ-FM		WHEZ-FM	WTCR-AM
3 WKNT-AM		WGNT-AM	WKFE-FM
4 WKFE-FM		WKFE-FM	WHEZ-FM
5 WAMX-FM		WAMX-FM	WKFE-AM

**Cume Persons Trends/Rankings**  
Total 12+  
M-S, 6am-Midnight  
POP(00): 24R5

	O/N '78	A/M '79	O/N '79
1 WKFE-FM	940	WGNT-AM	770
2 WKNT-AM	897	WKFE-FM	745
3 WAMX-FM	693	WAMX-FM	692
4 WTCR-AM	553	WTCR-AM	520
5 WKFE-AM	511	WHEZ-FM	469

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1 WKNT-AM		WGNT-AM	WGNT-AM
2 WKFE-FM		WAMX-FM	WKFE-FM
3 WAMX-FM		WKFE-FM	WTCR-AM
4 WTCR-AM		WTCR-AM	WAMX-FM
5 WKFE-AM		WHEZ-FM	WHEZ-FM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1 WKFE-FM		WKFE-FM	WKFE-FM
2 WAMX-FM		WGNT-AM	WGNT-AM
3 WKNT-AM		WAMX-FM	WAMX-FM
4 WTCR-AM		WTCR-AM	WTCR-AM
5 WHEZ-FM		WHEZ-FM	WHEZ-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 306

	O/N '78	A/M '79	O/N '79
1 WKFE-FM		WAMX-FM	WKFE-FM
2 WAMX-FM		WKFE-FM	WAMX-FM
3 WKNT-AM		WKFE-AM	WKFE-AM

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1 WKFE-FM		WAMX-FM	WKFE-FM
2 WAMX-FM		WKFE-FM	WAMX-FM
3 WKFE-AM		WGNT-AM	WKFE-AM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1 WKFF-FM		WAMX-FM	WKFE-FM
2 WAMX-FM		WKFE-FM	WAMX-FM
3 WKFE-AM		WKFE-AM	WKFE-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 84R

	O/N '78	A/M '79	O/N '79
1 WKFE-FM		WKFE-FM	WKFE-FM
2 WAMX-FM		WAMX-FM	WAMX-FM
3 WKFF-FM		WKFF-FM	WGNT-AM
4 WKNT-AM		WGNT-AM	WKFE-AM
5 WTCR-AM		WTCR-AM	WTCR-AM

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1 WAMX-FM		WAMX-FM	WKFE-FM
2 WKFE-FM		WKFE-FM	WGNT-AM
3 WKFE-AM		WGNT-AM	WKFE-AM
4 WKNT-AM		WTCR-AM	WAMX-FM
5 WTCR-AM		WKFE-AM	WTCR-AM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1 WAMX-FM		WKFE-FM	WKFE-FM
2 WKFF-FM		WAMX-FM	WAMX-FM
3 WKFE-AM		WKFE-AM	WGNT-AM
4 WKNT-AM		WGNT-AM	WKFE-AM
5 WTCR-AM		WTCR-AM	WTCR-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1166

	O/N '78	A/M '79	O/N '79
1 WKNT-AM		WGNT-AM	WGNT-AM
2 WTCR-AM		WTCR-AM	WTCR-AM
3 WKFE-FM		WKFE-FM	WHEZ-FM
4 WHEZ-FM		WHEZ-FM	WKFE-FM
5 WAMX-FM		WAMX-FM	WAMX-FM

**M-F, 6-10am**

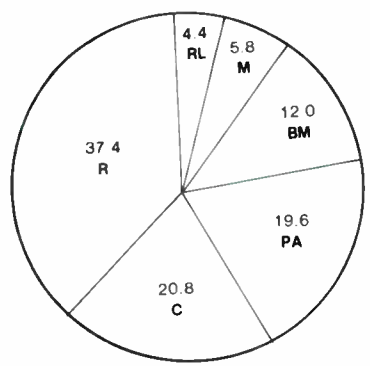
	O/N '78	A/M '79	O/N '79
1 WKNT-AM		WGNT-AM	WGNT-AM
2 WTCR-AM		WTCR-AM	WTCR-AM
3 WAMX-FM		WHEZ-FM	WHEZ-FM
4 WHEZ-FM		WKFE-FM	WKFE-FM
5 WKFE-FM		WAMX-FM	WKFE-AM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1 WKNT-AM		WTCR-AM	WGNT-AM
2 WTCR-AM		WGNT-AM	WTCR-AM
3 WKFE-FM		WKFE-FM	WHEZ-FM
4 WHEZ-FM		WHEZ-FM	WKFE-FM
5 WAMX-FM		WKFE-AM	WAMX-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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**For Tomorrow**

# Indianapolis

METRO RANK

33

## Fall Extended Measurement O/N '79 Market Overview

This was the second of the 12-week Extended Measurement sweeps in Indianapolis, and the results are most interesting. Arbitron did an excellent job of diary placement and retrieval — the in-tab figures for the two '79 sweeps are within a hair's breadth of each other. Even with the implementation of ESF in the fall Extended Measurement period, the diary returns seem most regular. Good stable surveys here.

The two leading stations for the last four sweeps are again atop the market. P/A station **WIBC** sees a second consecutive slip but remains in the number one position. Beautiful Music **WXTZ** has a stable book to remain in the runner-up spot. However, behind the two fixtures, there is a whole of changing going on.

Black **WTLC** is the new number four station in town, virtually tied with AOR **WFBQ**. Country leader **WIRE** suffered the most severe drop in this book, while **WFMS-FM** and **WIKS** showed an upward trend that appears significant.

**WIBC** suffered declines in both major demos — a serious drop in 18-34 (about a one-third decline), and a less sizable slip among adults 25-54 (down about 10%). Because this is the second consecutive overall drop for the station, it will be interesting to see what **WIBC** does to stabilize its position.

**WFBQ** made a real charge at this survey. 75% of the station's ad budget was poured into TV spots, with bumper stickers also being used to keep **WFBQ** visible in the metro. **WFBQ's** overall share increase came about as a result of a substantial increase in teen share, which helped to offset a slight loss of 18-34 adult share.

**WTLC** used an "inflation fighter" campaign to promote itself. **WTLC** gave away money for utilities, rent payments, grocery bills, etc.; items to which listeners could relate. Outside advertising was used, such as TV, with slightly more spent for this book than for the spring sweep.

Country station **WIRE** might be wondering what happened after the fall '79 sweep. This station saw its overall share drop over two points, but the difficult part is that the erosion appears to be occurring in most key demos for **WIRE**. With **Don Nelson** leaving the GM spot, it will be interesting to see how **WIRE** fares from here.

**WFMS-FM** and **WIKS** both had good books. **WFMS** appears to have made sizable gains among adults 25-54, perhaps cutting into **WIRE's** audience. **Hef-tel's WIKS** spent heavily in hopes that a media blitz might help influence the numbers. It may have, since the station quadrupled its overall share and became a serious threat to other 18-34 skewing

stations. The media campaign consisted of TV commercials, busboards and billboards, plus a contest giving away a \$100,000 grand prize.

(Note: **WCBK-AM-FM** are simulcast during the entire daytime schedule of **WCBK-AM**.)

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 9461

	O/N '78	A/M '79	O/N '79
1	WIBC-AM 258	WIBC-AM 247	WIBC-AM 229
2	WXTZ-FM 182	WXTZ-FM 191	WXTZ-FM 194
3	WNA P-FM 123	WIRE-AM 168	WFBQ-FM 142
4	WIRE-AM 100	WNA P-FM 126	WTLC-FM 141
5	WTLC-FM 96	WTLC-FM 124	WIRE-AM 136

M-F, 6-10am

1	WIBC-AM	WIBC-AM	WIBC-AM
2	WXTZ-FM	WIRE-AM	WIRE-AM
3	WNA P-FM	WXTZ-FM	WXTZ-FM
4	WIRE-AM	WNA P-FM	WNA P-FM
5	WNA P-FM	WFBQ-FM	WFBQ-FM

M-F, 3-7pm

1	WIBC-AM	WIBC-AM	WIBC-AM
2	WXTZ-FM	WXTZ-FM	WXTZ-FM
3	WNA P-FM	WIRE-AM	WFBQ-FM
4	WTLC-FM	WFBQ-FM	WTLC-FM
5	WIRE-AM	WTLC-FM	WIRE-AM

Teens

M-S, 6am-Midnight

POP(00): 1296

	O/N '78	A/M '79	O/N '79
1	WNA P-FM	WFBQ-FM	WFBQ-FM
2	WIBC-AM	WTLC-FM	WTLC-FM
3	WTLC-FM	WIRE-AM	WNA P-FM

M-F, 6-10am

1	WNA P-FM	WNA P-FM	WNA P-FM
2	WIRE-AM	WNA P-FM	WFBQ-FM
3	WNA P-FM	WTLC-FM	WNA P-FM

M-F, 3-7pm

1	WIRE-AM	WNA P-FM	WNA P-FM
2	WNA P-FM	WNA P-FM	WFBQ-FM
3	WTLC-FM	WIRE-AM	WTLC-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3457

	O/N '78	A/M '79	O/N '79
1	WNA P-FM	WFBQ-FM	WFBQ-FM
2	WIBC-AM	WNA P-FM	WNA P-FM
3	WFBQ-FM	WIBC-AM	WIBC-AM
4	WTLC-FM	WTLC-FM	WTLC-FM
5	WNA P-FM	WIRE-AM	WFMS-FM

M-F, 6-10am

1	WIBC-AM	WIBC-AM	WNA P-FM
2	WNA P-FM	WNA P-FM	WIBC-AM
3	WFBQ-FM	WFBQ-FM	WFBQ-FM
4	WNA P-FM	WIRE-AM	WTLC-FM
5	WTLC-FM	WTLC-FM	WFMS-FM

M-F, 3-7pm

1	WNA P-FM	WFBQ-FM	WFBQ-FM
2	WIBC-AM	WIBC-AM	WNA P-FM
3	WFBQ-FM	WNA P-FM	WTLC-FM
4	WNA P-FM	WTLC-FM	WIBC-AM
5	WTLC-FM	WNA P-FM	WFMS-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4565

	O/N '78	A/M '79	O/N '79
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WXTZ-FM	WXTZ-FM	WXTZ-FM
3	WIRE-AM	WIRE-AM	WIRE-AM
4	WFMS-FM	WFMS-FM	WFMS-FM
5	WTLC-FM	WTLC-FM	WTLC-FM

M-F, 6-10am

1	WIBC-AM	WIBC-AM	WIBC-AM
2	WIRE-AM	WIRE-AM	WIRE-AM
3	WXTZ-FM	WXTZ-FM	WXTZ-FM
4	WFMS-FM	WFMS-FM	WFMS-FM
5	WNA P-FM	WNA P-FM	WTLC-FM

M-F, 3-7pm

1	WIBC-AM	WIBC-AM	WIBC-AM
2	WXTZ-FM	WXTZ-FM	WXTZ-FM
3	WIRE-AM	WIRE-AM	WIRE-AM
4	WNA P-FM	WFMS-FM	WFMS-FM
5	WFMS-FM	WTLC-FM	WTLC-FM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 9461

	O/N '78	A/M '79	O/N '79
1	WIBC-AM 3237	WIBC-AM 3054	WIBC-AM 2753
2	WNA P-FM 2061	WIRE-AM 1997	WIRE-AM 1982
3	WXTZ-FM 1961	WXTZ-FM 1975	WXTZ-FM 1949
4	WNA P-FM 1895	WNA P-FM 1781	WNA P-FM 1783
5	WIRE-AM 1693	WNA P-FM 1736	WNA P-FM 1706

M-F, 6-10am

1	WIBC-AM	WIBC-AM	WIBC-AM
2	WNA P-FM	WIRE-AM	WIRE-AM
3	WXTZ-FM	WNA P-FM	WXTZ-FM
4	WIRE-AM	WNA P-FM	WNA P-FM
5	WNA P-FM	WXTZ-FM	WNA P-FM

M-F, 3-7pm

1	WIBC-AM	WIBC-AM	WIBC-AM
2	WXTZ-FM	WXTZ-FM	WXTZ-FM
3	WNA P-FM	WIRE-AM	WNA P-FM
4	WNA P-FM	WNA P-FM	WFBQ-FM
5	WIRE-AM	WNA P-FM	WNA P-FM

Teens

M-S, 6am-Midnight

POP(00): 1296

	O/N '78	A/M '79	O/N '79
1	WNA P-FM	WNA P-FM	WNA P-FM
2	WIBC-AM	WIBC-AM	WFBQ-FM
3	WNA P-FM	WNA P-FM	WNA P-FM

M-F, 6-10am

1	WIBC-AM	WIBC-AM	WIBC-AM
2	WIRE-AM	WIRE-AM	WFBQ-FM
3	WNA P-FM	WNA P-FM	WNA P-FM

M-F, 3-7pm

1	WIRE-AM	WIBC-AM	WIBC-AM
2	WNA P-FM	WIRE-AM	WFBQ-FM
3	WNA P-FM	WNA P-FM	WNA P-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3457

	O/N '78	A/M '79	O/N '79
1	WNA P-FM	WNA P-FM	WNA P-FM
2	WIBC-AM	WIBC-AM	WFBQ-FM
3	WNA P-FM	WFBQ-FM	WIBC-AM
4	WFBQ-FM	WIBC-AM	WNA P-FM
5	WIRE-AM	WIRE-AM	WIKS-FM

M-F, 6-10am

1	WIBC-AM	WIBC-AM	WNA P-FM
2	WNA P-FM	WNA P-FM	WIBC-AM
3	WNA P-FM	WFBQ-FM	WFBQ-FM
4	WFBQ-FM	WNA P-FM	WNA P-FM
5	WIRE-AM	WIRE-AM	WIRE-AM

M-F, 3-7pm

1	WNA P-FM	WIBC-AM	WNA P-FM
2	WIBC-AM	WNA P-FM	WNA P-FM
3	WNA P-FM	WFBQ-FM	WIBC-AM
4	WFBQ-FM	WNA P-FM	WNA P-FM
5	WIRE-AM	WIRE-AM	WIKS-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4565

	O/N '78	A/M '79	O/N '79
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WXTZ-FM	WIRE-AM	WIRE-AM
3	WIRE-AM	WXTZ-FM	WXTZ-FM
4	WNA P-FM	WFMS-FM	WNA P-FM
5	WFMS-FM	WNA P-FM	WFMS-FM

M-F, 6-10am

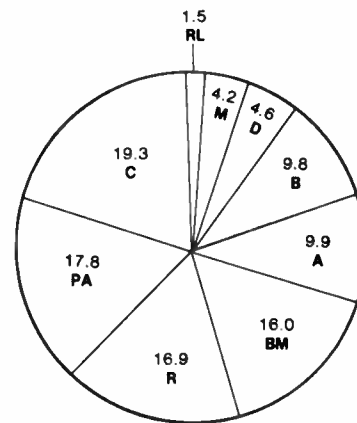
1	WIBC-AM	WIBC-AM	WIBC-AM
2	WIRE-AM	WIRE-AM	WIRE-AM
3	WXTZ-FM	WXTZ-FM	WXTZ-FM
4	WNA P-FM	WFMS-FM	WNA P-FM
5	WFMS-FM	WNA P-FM	WFMS-FM

M-F, 3-7pm

1	WIBC-AM	WIBC-AM	WIBC-AM
2	WXTZ-FM	WIRE-AM	WXTZ-FM
3	WIRE-AM	WXTZ-FM	WIRE-AM
4	WNA P-FM	WFMS-FM	WFMS-FM
5	WNA P-FM	WNA P-FM	WNA P-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dance Music, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 9461

	O/N '78	A/M '79	O/N '79
1	WIBC-AM 20.0	WIBC-AM 17.6	WIBC-AM (PA) 16.0
2	WXTZ-FM 14.1	WXTZ-FM 13.6	WXTZ-FM (M) 13.5
3	WNA P-FM 9.5	WIRE-AM 12.0	WFBQ-FM (A) 9.9
4	WIRE-AM 7.7	WNA P-FM 9.0	WTLC-FM (M) 9.8
5	WTLC-FM 7.4	WTLC-FM 8.8	WIRE-AM (C) 9.5
6	WNA P-FM 6.9	WFBQ-FM 8.8	WFMS-FM (C) 8.4
7	WFBQ-FM 6.7	WFMS-FM 7.1	WNA P-FM (R) 8.1
8	WFMS-FM 5.7	WNA P-FM 6.0	WNA P-FM (R) 5.4
9	WIRE-AM 5.4	WIRE-AM 4.9	WIKS-FM (D) 4.6
10	WATI-AM 3.8	WATI-AM 2.7	WIRE-AM (R) 3.4
11	WXLW-AM 2.9	WXLW-AM 1.7	WATI-AM (M) 2.5
12	WBRI-AM 2.2	WBRI-AM 0.9	WXLW-AM (PA) 1.3
13	WNTS-AM 1.4	WIKS-FM 0.8	WBRI-AM (RL) 0.8
14	WCBK-AM 1.4	WLHN-FM 0.6	WART-FM (M) 0.7
15	WNON-FM 0.5	WCBK-FM 0.5	WGTC-FM (C) 0.5
16	WSMJ-FM 0.5	WGRT-FM 0.4	WSVL-FM (C) 0.5
17	WGTC-FM 0.4	WSVL-AM 0.4	WLHN-FM (PA) 0.4
18	WCBK-FM 0.2	WSVL-FM 0.3	WCBK-FM (C) 0.3
19		WCBK-AM 0.1	WSVL-AM (PA) 0.1
20			WCBK-AM (C) 0.1

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# Jacksonville

METRO RANK

52

## O/N '79 Market Overview

Considerable reshuffling went on in the standings for Jacksonville stations when the O/N '79 results became available. Former number one station **WKTZ** regained that position in this book, **WIVY** slipped several shares from its performance in the A/M '79 report, and **WPDQ** continues to move up strongly.

Beautiful Music **WKTZ** is perennially the overall market leader, but saw some dramatic losses occur in the spring book. Some resurgence is evident in this report, although the station is still off several shares from its standing in the O/N '78 survey. **WKTZ** did boost its 25-54 share by about 20% and is now second in that demo.

On the contemporary music scene, **WIVY** took quite a tumble from a spectacular book in A/M '79 to a strong but less awesome position in this report. Although it's far and away the leading 18-34 station, **WIVY's** big loss was in adults 25-54, with a 60% decrease in share among this group. The 25-34 cell appears to be the key — the station dropped by about two thirds in men 25-34 and by half in women 25-34. Top 40 competitor **WAPE** closed the 18-34 gap somewhat, with **WIVY's** share in this demo being 22% compared to approximately 14% for **WAPE**. The big upward mover in this sweep is **WPDQ**. For the second consecutive book this Black station has made substantial gains, and it's now number two overall in the metro. **Arbitron** got back a much better diary return in the High Density Black Area in this sweep, which may account for the better showing of all the Black stations in the market. **WPDQ** is the one that stands out, though, and the big jump in this report was sparked mainly by the station's huge increase in teens. **WPDQ** now has almost 40% of the teen market, a 150% increase from the station's previous number. Among adults, **WPDQ** made sharp gains among female listeners 25-54.

Country **WQIK-FM** has to be pleased with the results of the fall sweep. The station not only moved up a notch among total persons but also added 40% to its share of adults 25-54. **WQIK-FM** is now the leader among 25-54 adults in the Jacksonville area. **WQIK-FM** has now passed **WVOJ** to regain the overall lead among Country stations in the metro. Although it won't show in the rankings on this page, **WVOJ** made some worthwhile gains among adults 18-34 while also slightly increasing its 25-54 share. The older demos weren't as strong for **WVOJ** in this sweep; thus the slight decline in its 12+ share.

Finally, the local AOR station, **WJAX-FM**, suffered a decline in this report. No huge defections here,

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 5901

O/N '78	A/M '79	O/N '79
1 WKTZ-FM	16.5	16.3
2 WIVY-FM	15.2	11.4
3 WAPE-AM	10.9	8.9
4 WAIV-FM	7.4	8.6
5 WQIK-FM	6.6	8.5
6 WJAX-FM	6.6	7.8
7 WVOJ-AM	4.7	7.3
8 WPDQ-AM	3.1	5.8
9 WSNY-AM	3.0	2.7
10 WJEE-FM	2.9	2.2
11 WKUE-FM	2.6	1.9
12 WCRJ-AM	2.6	1.7
13 WJAX-AM	2.3	1.5
14 WBKF-FM	2.3	1.5
15 WQIK-AM	1.8	1.5
16 WERD-AM	1.7	1.5
17 WOZN-AM	1.4	1.4
18 WAYR-AM	1.2	1.3
19 WKTZ-AM	1.2	1.1
20 WEXI-AM	1.2	0.9
21 WFOY-AM	1.0	0.9
22 WBIX-AM	1.0	0.8
23 WJNJ-FM	0.5	
24 WJNJ-AM	0.1	

just erosion among all demos in the 12-34 group. **WJAX-FM** has slipped from second to third among adults 18-34.

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5901

O/N '78	A/M '79	O/N '79
1 WKTZ-FM	127	138
2 WIVY-FM	117	96
3 WAPE-AM	84	75
4 WAIV-FM	57	73
5 WQIK-FM	51	72

O/N '78	A/M '79	O/N '79
1 WKTZ-FM	WVOJ-AM	WKTZ-FM
2 WAPE-AM	WIVY-FM	WAPE-AM
3 WIVY-FM	WAPE-AM	WQIK-FM
4 WQIK-FM	WKTZ-FM	WVOJ-AM
5 WAIV-FM	WQIK-FM	WIVY-FM

O/N '78	A/M '79	O/N '79
1 WKTZ-FM	WIVY-FM	WPDQ-AM
2 WIVY-FM	WKTZ-FM	WIVY-FM
3 WAPE-AM	WQIK-FM	WKTZ-FM
4 WAIV-FM	WPDQ-AM	WQIK-FM
5 WQIK-FM	WVOJ-AM	WVOJ-AM

Teens  
M-S, 6am-Midnight  
POP(00): 781

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WPDQ-AM
2 WAIV-FM	WPDQ-AM	WIVY-FM
3 WPDQ-AM	WAIV-FM	WJAX-FM

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WPDQ-AM
2 WAIV-FM	WPDQ-AM	WIVY-FM
3 WAPE-AM	WAPE-AM	WQIK-FM

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WPDQ-AM
2 WAIV-FM	WAIV-FM	WIVY-FM
3 WPDQ-AM	WPDQ-AM	WAIV-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2207

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WIVY-FM
2 WAPE-AM	WJAX-FM	WAPE-AM
3 WJAX-FM	WAPE-AM	WJAX-FM
4 WAIV-FM	WPDQ-AM	WPDQ-AM
5 WQIK-FM	WAIV-FM	WQIK-FM

O/N '78	A/M '79	O/N '79
1 WAPE-AM	WAPE-AM	WAPE-AM
2 WIVY-FM	WIVY-FM	WIVY-FM
3 WJAX-FM	WAIV-FM	WVOJ-AM
4 WAIV-FM	WJAX-FM	WJAX-FM
5 WQIK-FM	WQIK-FM	WPDQ-AM

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WIVY-FM
2 WAPE-AM	WAPE-AM	WAPE-AM
3 WJAX-FM	WPDQ-AM	WPDQ-AM
4 WAIV-FM	WJAX-FM	WJAX-FM
5 WKTZ-FM	WQIK-FM	WQIK-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2749

O/N '78	A/M '79	O/N '79
1 WKTZ-FM	WIVY-FM	WQIK-FM
2 WAPE-AM	WVOJ-AM	WKTZ-FM
3 WIVY-FM	WQIK-FM	WVOJ-AM
4 WQIK-FM	WKTZ-FM	WAPE-AM
5 WVOJ-AM	WAPE-AM	WIVY-FM

O/N '78	A/M '79	O/N '79
1 WKTZ-FM	WAPE-AM	WAPE-AM
2 WAPE-AM	WQIK-FM	WKTZ-FM
3 WIVY-FM	WVOJ-AM	WQIK-FM
4 WQIK-FM	WIVY-FM	WVOJ-AM
5 WVOJ-AM	WKTZ-FM	WPDQ-AM

O/N '78	A/M '79	O/N '79
1 WKTZ-FM	WIVY-FM	WQIK-FM
2 WAPE-AM	WQIK-FM	WVOJ-AM
3 WIVY-FM	WPDQ-AM	WKTZ-FM
4 WQIK-FM	WKTZ-FM	WAPE-AM
5 WVOJ-AM	WAPE-AM	WIVY-FM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5901

O/N '78	A/M '79	O/N '79
1 WIVY-FM	1892	1869
2 WAPE-AM	1612	1342
3 WKTZ-FM	1214	1241
4 WAIV-FM	930	1172
5 WQIK-FM	632	851

O/N '78	A/M '79	O/N '79
1 WAPE-AM	WIVY-FM	WAPE-AM
2 WIVY-FM	WAPE-AM	WKTZ-FM
3 WKTZ-FM	WQIK-FM	WQIK-FM
4 WAIV-FM	WKTZ-FM	WIVY-FM
5 WQIK-FM	WVOJ-AM	WVOJ-AM

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WIVY-FM
2 WKTZ-FM	WKTZ-FM	WAPE-AM
3 WAPE-AM	WAPE-AM	WKTZ-FM
4 WAIV-FM	WQIK-FM	WQIK-FM
5 WQIK-FM	WAIV-FM	WVOJ-AM

Teens

M-S, 6am-Midnight

POP(00): 781

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WIVY-FM
2 WAPE-AM	WAPE-AM	WAIV-FM
3 WAIV-FM	WQIK-FM	WPDQ-AM

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WPDQ-AM
2 WAIV-FM	WQIK-FM	WIVY-FM
3 WAPE-AM	WAPE-AM	WAIV-FM

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WIVY-FM
2 WAIV-FM	WAIV-FM	WPDQ-AM
3 WAPE-AM	WAPE-AM	WAIV-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2207

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WIVY-FM
2 WAPE-AM	WAPE-AM	WAPE-AM
3 WAIV-FM	WAIV-FM	WAIV-FM
4 WJAX-FM	WJAX-FM	WQIK-FM
5 WKTZ-FM	WQIK-FM	WJAX-FM

O/N '78	A/M '79	O/N '79
1 WAPE-AM	WIVY-FM	WAPE-AM
2 WIVY-FM	WAPE-AM	WIVY-FM
3 WAIV-FM	WAIV-FM	WJAX-FM
4 WJAX-FM	WJAX-FM	WVOJ-AM
5 WSNY-AM	WQIK-FM	WQIK-FM

O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WIVY-FM
2 WAPE-AM	WAPE-AM	WAPE-AM
3 WJAX-FM	WJAX-FM	WAIV-FM
4 WAIV-FM	WAIV-FM	WJAX-FM
5 WKTZ-FM	WQIK-FM	WPDQ-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2749

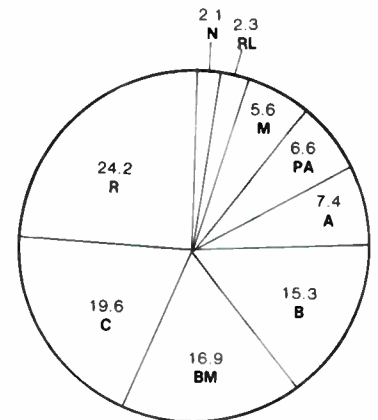
O/N '78	A/M '79	O/N '79
1 WIVY-FM	WIVY-FM	WQIK-FM
2 WAPE-AM	WQIK-FM	WAPE-AM
3 WKTZ-FM	WKTZ-FM	WKTZ-FM
4 WQIK-FM	WAPE-AM	WIVY-FM
5 WVOJ-AM	WVOJ-AM	WVOJ-AM

O/N '78	A/M '79	O/N '79
1 WAPE-AM	WIVY-FM	WAPE-AM
2 WKTZ-FM	WQIK-FM	WQIK-FM
3 WIVY-FM	WAPE-AM	WKTZ-FM
4 WQIK-FM	WVOJ-AM	WVOJ-AM
5 WVOJ-AM	WKTZ-FM	WIVY-FM

O/N '78	A/M '79	O/N '79
1 WKTZ-FM	WIVY-FM	WQIK-FM
2 WIVY-FM	WKTZ-FM	WAPE-AM
3 WAPE-AM	WQIK-FM	WVOJ-AM
4 WQIK-FM	WVOJ-AM	WKTZ-FM
5 WVOJ-AM	WAPE-AM	WIVY-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# Kalamazoo-Portage

METRO RANK

123

## '79 Market Overview

The results of this O/N '79 Arbitron report are likely to be more reliable than those from the A/M sweep, owing to a much better diary return in the fall survey. Actual usable number of diaries increased by 50% over A/M, 496 vs. 330.

WKZO is again atop the 12+ roost. WKZO is longer among 25-54 adults in this book, passing WQLR to become the top station in this demo. WKZO has about 13% of the adults 18-34 and a 16.4 share of almost 22%.

While WKZO had a stable book overall, Top 40 station WKFR rebounded to its best numbers in the last two years. WKFR was able to boost its 18-34 share by approximately one-third to lead this demo, though just under a 19% share of the market. WKFR's 18-34 numbers also rebounded, to give the station its highest teen share yet. Another rock station did not fare as well. For the third consecutive report, WKMI saw its total share decrease. WKMI's share among 18-34 adults decreased by one-fourth in this book, from about 14% of the market, while the teen figures for the station also eroded for the third straight book. Beautiful Music WOOD-FM earned its best numbers in recent years in this survey. The Grand Rapids station saw its 25-54 share decrease slightly, but a substantial gain was made among older demos to give the station an overall 12+ boost. Competitor WQLR slipped more than two-and-one-half shares 12+, with a drop in share among 25-34 most apparent. WQLR also saw quite a loss among adults in the 35+ category.

WGRD-AM-FM had basically a flat book overall, though the Grand Rapids Top 40 stations seeing their teens and young men figures drop, but enjoying quite a boost from young women. The ladies led WGRD-AM-FM advance in 18-34 adults, as the station increased their share by more than 40%.

(Note: WGRD-AM-FM are simulcast during WGRD-AM entire daytime schedule.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight POP(00): 2264			
O/N '78	A/M '79	O/N '79	
WKZO-AM	14.5	WKZO-AM	13.2
WKMI-AM	13.3	WKMI-AM	11.7
WOLR-FM	10.1	WOLR-FM	10.2
WKFR-FM	9.2	WGRD-FM	8.1
WOOD-FM	8.4	WOOD-FM	7.2
WGRD-FM	6.1	WKFR-FM	6.9
WLAV-FM	5.8	WMAO-AM	4.5
WBUK-AM	4.3	WLAV-FM	4.2
WJFM-FM	3.5	WBUK-AM	2.7
WMAO-AM	2.9	WKPR-AM	2.1
WLS -AM	2.6	WJOR-AM	1.2
WYYY-AM	1.7	WYYY-AM	0.9
WAOB-AM	1.4	WJFM-FM	0.9
WFFX-FM	1.2	WBUK-AM	0.9
WGN -AM	0.9	WBBM-AM	0.6
WKPR-AM	0.9	WLS -AM	0.6
WDOW-FM	0.6	WGN -AM	0.6
WCRD-AM	0.3	WJOR-AM	0.6
WDOW-AM	0.3	WBUK-AM	0.7

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2264			
O/N '78	A/M '79	O/N '79	
WKZO-AM	50	WKZO-AM	44
WKMI-AM	46	WKMI-AM	39
WOLR-FM	35	WOLR-FM	34
WKFR-FM	32	WCRD-FM	27
WOOD-FM	29	WOOD-FM	24

F, 8-10am			
O/N '78	A/M '79	O/N '79	
WKZO-AM	44	WKZO-AM	41
WKMI-AM	39	WKMI-AM	30
WOLR-FM	34	WOLR-FM	29
WOOD-FM	27	WOOD-FM	29
WKFR-FM	24	WKFR-FM	24

F, 3-7pm			
O/N '78	A/M '79	O/N '79	
WKMI-AM	44	WKMI-AM	41
WOLR-FM	39	WOLR-FM	30
WKFR-FM	34	WKFR-FM	29
WLAV-FM	27	WLAV-FM	29
WKZO-AM	24	WKZO-AM	24

### Teens

M-S, 6am-Midnight POP(00): 287			
O/N '78	A/M '79	O/N '79	
1 WKMI-AM	WCRD-FM	WCRD-FM	
2 WCRD-FM	WKMI-AM	WKMI-AM	
3 WKFR-FM	WLAV-FM	WKFR-FM	

M-F, 6-10am			
O/N '78	A/M '79	O/N '79	
1 WCRD-FM	WCRD-FM	WCRD-FM	
2 WKMI-AM	WKMI-AM	WKMI-AM	
3 WKZO-AM	WLS -AM	WLAV-FM	

M-F, 3-7pm			
O/N '78	A/M '79	O/N '79	
1 WKMI-AM	WCRD-FM	WCRD-FM	
2 WCRD-FM	WKMI-AM	WYFI-AM	
3 WKFR-FM	WLAV-FM	WKFR-FM	

Adults 18-34 M-S, 6am-Midnight POP(00): 928			
O/N '78	A/M '79	O/N '79	
1 WKMI-AM	WKMI-AM	WYFI-AM	
2 WKFR-FM	WKFR-FM	WKMI-AM	
3 WLAV-FM	WLAV-FM	WLAV-FM	
4 WCRD-FM	WCRD-FM	WCRD-FM	
5 WJFM-FM	WMAO-AM	WJFM-FM	

M-F, 6-10am			
O/N '78	A/M '79	O/N '79	
1 WKMI-AM	WKMI-AM	WKFR-FM	
2 WKFR-FM	WKFR-FM	WKMI-AM	
3 WLAV-FM	WKZO-AM	WGRD-FM	
4 WLS -AM	WMAO-AM	WOLR-FM	
5 WGRD-FM	WLAV-FM	WLS -AM	

M-F, 3-7pm			
O/N '78	A/M '79	O/N '79	
1 WKMI-AM	WKMI-AM	WKFR-FM	
2 WLAV-FM	WKFR-FM	WKMI-AM	
3 WKFR-FM	WLAV-FM	WLAV-FM	
4 WJFM-FM	WCRD-FM	WCRD-FM	
5 WLS -AM	WMAO-AM	WJFM-FM	

Adults 25-54 M-S, 6am-Midnight POP(00): 1015			
O/N '78	A/M '79	O/N '79	
1 WKZO-AM	WOLR-FM	WKZO-AM	
2 WKMI-AM	WKZO-AM	WOLR-FM	
3 WKFR-FM	WKMI-AM	WKFR-FM	
4 WOOD-FM	WOOD-FM	WKMI-AM	
5 WQLR-FM	WKFR-FM	WOOD-FM	

M-F, 6-10am			
O/N '78	A/M '79	O/N '79	
1 WKZO-AM	WKZO-AM	WKZO-AM	
2 WKMI-AM	WOLR-FM	WKMI-AM	
3 WOOD-FM	WKMI-AM	WOLR-FM	
4 WOLR-FM	WOOD-FM	WKFR-FM	
5 WKFR-FM	WMAO-AM	WOOD-FM	

M-F, 3-7pm			
O/N '78	A/M '79	O/N '79	
1 WKMI-AM	WOLR-FM	WKMI-AM	
2 WKFR-FM	WKMI-AM	WKFR-FM	
3 WOOD-FM	WKFR-FM	WKZO-AM	
4 WOLR-FM	WMAO-AM	WOOD-FM	
5 WKZO-AM	WKFR-FM	WOLR-FM	

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2264					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKMI-AM	P33	WKMI-AM	819	WKMI-AM	779
2 WKZO-AM	773	WKZO-AM	758	WKZO-AM	722
3 WKFR-FM	628	WGRD-FM	529	WKFR-FM	490
4 WCRD-FM	528	WQLR-FM	497	WCRD-FM	468
5 WOLR-FM	524	WKFR-FM	462	WOLR-FM	389

M-F, 6-10am					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKZO-AM	WKZO-AM	WKZO-AM		WKZO-AM	WKMI-AM
2 WKMI-AM	WKMI-AM	WKMI-AM		WKFR-FM	WKFR-FM
3 WKFR-FM	WCRD-FM	WKFR-FM		WCRD-FM	WCRD-FM
4 WOLR-FM	WKFR-FM	WCRD-FM		WCRD-FM	WCRD-FM
5 WCRD-FM	WOLR-FM	WOLR-FM		WOLR-FM	WOLR-FM

M-F, 3-7pm					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKMI-AM	WKMI-AM	WKMI-AM		WKZO-AM	WKFR-FM
2 WKFR-FM	WCRD-FM	WKZO-AM		WKFR-FM	WGRD-FM
3 WKZO-AM	WKZO-AM	WKFR-FM		WCRD-FM	WOOD-FM
4 WOLR-FM	WKFR-FM	WGRD-FM		WOOD-FM	WOOD-FM
5 WOOD-FM	WOLR-FM	WOOD-FM		WOOD-FM	WOOD-FM

### Teens

M-S, 6am-Midnight POP(00): 287					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKMI-AM	WCRD-FM	WCRD-FM		WKMI-AM	WKMI-AM
2 WCRD-FM	WKMI-AM	WKMI-AM		WKFR-FM	WKFR-FM
3 WKFR-FM	WKFR-FM	WKFR-FM		WCRD-FM	WCRD-FM

M-F, 6-10am					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKMI-AM	WCRD-FM	WCRD-FM		WKMI-AM	WKMI-AM
2 WCRD-FM	WKMI-AM	WKMI-AM		WKFR-FM	WKFR-FM
3 WKZO-AM	WKZO-AM	WLAV-FM		WCRD-FM	WCRD-FM

M-F, 3-7pm					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKMI-AM	WCRD-FM	WCRD-FM		WKMI-AM	WKMI-AM
2 WCRD-FM	WKMI-AM	WKMI-AM		WKFR-FM	WKFR-FM
3 WKFR-FM	WKFR-FM	WKFR-FM		WCRD-FM	WCRD-FM

Adults 18-34 M-S, 6am-Midnight POP(00): 928					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKMI-AM	WKMI-AM	WKMI-AM		WKMI-AM	WKMI-AM
2 WKFR-FM	WKFR-FM	WKFR-FM		WKFR-FM	WKFR-FM
3 WCRD-FM	WCRD-FM	WCRD-FM		WCRD-FM	WCRD-FM
4 WJFM-FM	WKZO-AM	WLAV-FM		WCRD-FM	WCRD-FM
5 WLAV-FM	WMAO-AM	WJFM-FM		WCRD-FM	WCRD-FM

M-F, 6-10am					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKFR-FM	WKMI-AM	WKMI-AM		WKMI-AM	WKMI-AM
2 WKMI-AM	WKFR-FM	WKFR-FM		WKFR-FM	WKFR-FM
3 WCRD-FM	WCRD-FM	WCRD-FM		WCRD-FM	WCRD-FM
4 WLAV-FM	WKZO-AM	WYYY-AM		WCRD-FM	WCRD-FM
5 WLS -AM	WLAV-FM	WLAV-FM		WCRD-FM	WCRD-FM

M-F, 3-7pm					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKFR-FM	WKMI-AM	WKMI-AM		WKMI-AM	WKMI-AM
2 WKMI-AM	WKFR-FM	WKFR-FM		WKFR-FM	WKFR-FM
3 WJFM-FM	WCRD-FM	WCRD-FM		WCRD-FM	WCRD-FM
4 WLAV-FM	WYYY-AM	WLAV-FM		WCRD-FM	WCRD-FM
5 WCRD-FM	WKZO-AM	WJFM-FM		WCRD-FM	WCRD-FM

Adults 25-54 M-S, 6am-Midnight POP(00): 1015					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKZO-AM	WKZO-AM	WKMI-AM		WKMI-AM	WKMI-AM
2 WKMI-AM	WOLR-FM	WKZO-AM		WKFR-FM	WKFR-FM
3 WOLR-FM	WKMI-AM	WKFR-FM		WOLR-FM	WOLR-FM
4 WKFR-FM	WOOD-FM	WOOD-FM		WOOD-FM	WOOD-FM
5 WCRD-FM	WYFI-AM	WOOD-FM		WOOD-FM	WOOD-FM

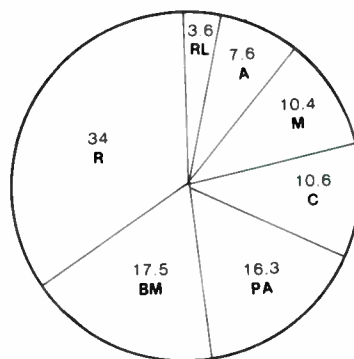
M-F, 6-10am					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKZO-AM	WKZO-AM	WKZO-AM		WKZO-AM	WKZO-AM
2 WKMI-AM	WKMI-AM	WKMI-AM		WKMI-AM	WKMI-AM
3 WKFR-FM	WOLR-FM	WKFR-FM		WKFR-FM	WKFR-FM
4 WOLR-FM	WYFI-AM	WOLR-FM		WOLR-FM	WOLR-FM
5 WOOD-FM	WOOD-FM	WOOD-FM		WOOD-FM	WOOD-FM

M-F, 3-7pm					
O/N '78	A/M '79	O/N '79		O/N '78	A/M '79
1 WKMI-AM	WKMI-AM	WKMI-AM		WKMI-AM	WKMI-AM
2 WKFR-FM	WOLR-FM	WKZO-AM		WKFR-FM	WKFR-FM
3 WOOD-FM	WKZO-AM	WKFR-FM		WOOD-FM	WOOD-FM
4 WOLR-FM	WOOD-FM	WOLR-FM		WOOD-FM	WOOD-FM
5 WKZO-AM	WKFR-FM	WMAO-AM		WOOD-FM	WOOD-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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# Kansas City

METRO RANK

28

## O/N '79 Market Overview

Kansas City was introduced to the Expanded Sample Frame in the O/N '79 sweep, and the results may have been beneficial to some stations, less so for others. Diary return was vastly improved among persons 12-44, while the older demos were less well represented proportionately.

The new number one station in K.C. is Taft's AOR entry, KYYS. The station had consistent gains across the 12-34 spectrum, pushing KYYS to a 12+ share gain of more than two points. The AOR leader also more firmly fixed itself atop the 18-34 demos, moving from approximately 19% of this target up to 21% share in the O/N '79 results. KYYS used an outside ad campaign split evenly between TV and busboards, an ad budget that was slightly larger than the one for the spring survey. The Superstars format appears to be still hot in K.C.

Taft's AM station in Kansas City, Country leader WDAF, remains a consistent pillar of strength. WDAF usually has better books in the fall (no Royals baseball to compete with), and indeed the station's share of 25-54 audience improved 40%. WDAF is now tops among 25-54 adults with more than 15% of this demo group. The station spent more money on TV advertising in this book than in the spring, less emphasis on busboards. On-air, WDAF gave away lots of cash prizes, up to \$5000 and \$10,000 amounts in a contest that lasted seven weeks.

Beautiful Music KMBR had a stable book in this survey. The station gained somewhat among 25-54 adults and remained the number two station in that demo. There was some erosion among the 35+ audience, though, as KMBR slipped from second to third among adults 35-64.

The station which fell most sharply in this survey was KMBZ. Normally KMBZ slips from a good spring book influenced by the station's broadcast of Royals baseball, but the drop this time was precipitous. KMBZ is down more than two shares from O/N '78, and dropped almost in half compared to the A/M '79 results. Although some are inclined to blame the loss in this book on ESF, it should also be noted that the KMBZ audience showed signs of restlessness — turnover increased by one-third among adults and adults 25-54 specifically, when compared to the A/M '79 sweep — and there was more audience turnover this fall than in the survey done in the fall of '78. Advertising for KMBZ used the same budget for the spring and fall sweeps in '79 (approximately \$30,000 each sweep), with TV getting the lion's share. Nevertheless, the 25-54 share for KMBZ, which had led the market in that demo, dropped by

50% in the O/N '79 sweep. The results of the A/M '80 survey will show what impact, if any, ESF has on the KMBZ audience when the station is carrying the Royals again.

On the Top 40 scene, KBEQ slipped in this survey while WHB gained. WHB has now surpassed KBEQ to become second among adults 18-34 to KYYS. A substantial part of KBEQ's losses came among teens. WHB actually spent less on outside media for this book, but did promote on-air by giving listeners a chance to win an ounce of gold in the "Gold Rush" contest.

KCMO rebounded from a poor spring book to recoup some of its past standing. Broadcasts of Chiefs football may have helped, along with a campaign, "The 81 and Only," which showcased features available only on KCMO. KCMO saw slight improvement in both its 18-34 and 25-54 numbers.

A significant gain was recorded by KPRS, the leading Black station. It scored especially well among adults 25-34 in this book and as a result improved in 18-34 and 25-54 shares. No outside advertising for KPRS, just on-air giveaways and music specials.

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP (00): 52982

O/N '78	A/M '79	O/N '79
1 KMBZ-AM	179	268
2 WDAF-AM	161	191
3 KMBR-FM	157	148
4 KYYS-FM	155	143
5 KCHO-AM	148	124
6 KBEQ-FM	141	104
7 KCEZ-FM	130	99
8 KPRS-FM	79	96
9 WHB -AM	77	92
10 KCKN-FM	57	57

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KMBZ-AM	268	203
2 WDAF-AM	161	191
3 KCHO-AM	148	124
4 KMBR-FM	157	148
5 KYYS-FM	155	143
6 KBEQ-FM	141	104
7 KCEZ-FM	130	99
8 KPRS-FM	79	96
9 WHB -AM	77	92
10 KCKN-FM	57	57

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KYYS-FM	203	203
2 KMBZ-AM	179	191
3 KBEQ-FM	141	148
4 KMBR-FM	157	143
5 WDAF-AM	161	124
6 KCEZ-FM	130	104
7 KCHO-AM	148	99
8 WHB -AM	77	96
9 KPRS-FM	79	92
10 KUDL-FM	57	57

Teens  
M-S, 6am-Midnight  
POP (00): 1381

O/N '78	A/M '79	O/N '79
1 KBEQ-FM	141	148
2 KYYS-FM	155	143
3 KCHO-AM	148	124

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KBEQ-FM	141	148
2 KYYS-FM	155	143
3 KCHO-AM	148	124

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KBEQ-FM	141	148
2 KYYS-FM	155	143
3 KPRS-FM	79	92

Adults 18-34  
M-S, 6am-Midnight  
POP (00): 3998

O/N '78	A/M '79	O/N '79
1 KYYS-FM	155	143
2 KCHO-AM	148	124
3 WDAF-AM	161	191

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KCHO-AM	148	124
2 WDAF-AM	161	191
3 KYYS-FM	155	143
4 KMBZ-AM	179	268
5 KMBR-FM	157	148
6 KBEQ-FM	141	104
7 WHB -AM	77	92
8 KPRS-FM	79	96
9 KUDL-FM	57	57
10 KCKN-FM	57	57

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KCHO-AM	148	124
2 WDAF-AM	161	191
3 KYYS-FM	155	143
4 KMBZ-AM	179	268
5 KMBR-FM	157	148
6 KBEQ-FM	141	104
7 WHB -AM	77	92
8 KPRS-FM	79	96
9 KUDL-FM	57	57
10 KCKN-FM	57	57

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KYYS-FM	155	143
2 KCMO-AM	148	124
3 KBEQ-FM	141	104
4 WDAF-AM	161	191
5 WHB -AM	77	92
6 KMBR-FM	157	148
7 KMBZ-AM	179	268
8 KUDL-FM	57	57
9 KPRS-FM	79	96
10 KWKI-FM	0.6	0.6

Adults 25-54  
M-S, 6am-Midnight  
POP (00): 52982

O/N '78	A/M '79	O/N '79
1 WDAF-AM	161	191
2 KMBZ-AM	179	268
3 KMBR-FM	157	148
4 KCMO-AM	148	124
5 KCEZ-FM	130	99
6 KBEQ-FM	141	104
7 KYYS-FM	155	143
8 KCKN-FM	57	57
9 WHB -AM	77	92
10 KUDL-FM	57	57

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WDAF-AM	161	191
2 KMBZ-AM	179	268
3 KMBR-FM	157	148
4 KCMO-AM	148	124
5 KCEZ-FM	130	99
6 KBEQ-FM	141	104
7 KYYS-FM	155	143
8 KCKN-FM	57	57
9 WHB -AM	77	92
10 KPRS-FM	79	96

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WDAF-AM	161	191
2 KMBZ-AM	179	268
3 KMBR-FM	157	148
4 KCMO-AM	148	124
5 KCEZ-FM	130	99
6 KBEQ-FM	141	104
7 KYYS-FM	155	143
8 WHB -AM	77	92
9 KCKN-FM	57	57
10 KPRS-FM	79	96

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP (00): 10782

O/N '78	A/M '79	O/N '79
1 KCMO-AM	3141	3115
2 KMBZ-AM	2587	2147
3 WDAF-AM	2318	2061
4 WHB -AM	2125	1910
5 KBEQ-FM	1951	1887
6 KYYS-FM	1816	1857
7 KMBR-FM	1789	1822
8 KCEZ-FM	1420	1425
9 KUDL-FM	971	1128
10 KPRS-FM	962	965

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KMBZ-AM	268	203
2 KCMO-AM	148	124
3 WDAF-AM	161	191
4 KYYS-FM	155	143
5 WHB -AM	77	92
6 KMBR-FM	157	148
7 KBEQ-FM	141	104
8 KCEZ-FM	130	99
9 KPRS-FM	79	96
10 KCKN-FM	57	57

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KMBZ-AM	179	268
2 KCMO-AM	148	124
3 WDAF-AM	161	191
4 KBEQ-FM	141	104
5 KYYS-FM	155	143
6 WHB -AM	77	92
7 KMBR-FM	157	148
8 KCEZ-FM	130	99
9 KPRS-FM	79	96
10 KUDL-FM	57	57

Teens  
M-S, 6am-Midnight  
POP (00): 1381

O/N '78	A/M '79	O/N '79
1 KBEQ-FM	141	148
2 KYYS-FM	155	143
3 WHB -AM	77	92

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KBEQ-FM	141	148
2 KYYS-FM	155	143
3 KCHO-AM	148	124

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KBEQ-FM	141	148
2 KYYS-FM	155	143
3 WHB -AM	77	92

Adults 18-34  
M-S, 6am-Midnight  
POP (00): 3998

O/N '78	A/M '79	O/N '79
1 KBEQ-FM	141	148
2 KYYS-FM	155	143
3 WHB -AM	77	92

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KCHO-AM	148	124
2 WHB -AM	77	92
3 KYYS-FM	155	143
4 WDAF-AM	161	191
5 KBEQ-FM	141	104
6 KUDL-FM	57	57
7 KMBZ-AM	179	268
8 KPRS-FM	79	96
9 KMBR-FM	157	148
10 KWKI-FM	0.6	0.6

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP (00): 10782

O/N '78	A/M '79	O/N '79
1 KMBZ-AM	11.4	17.0
2 WDAF-AM	10.3	10.5
3 KMBR-FM	10.0	9.6
4 KYYS-FM	9.9	9.9
5 KCMO-AM	9.5	8.0
6 KBEQ-FM	9.0	8.0
7 KCEZ-FM	8.3	4.8
8 KPRS-FM	5.1	4.6
9 WHB -AM	4.9	4.6
10 KCKN-FM	3.6	3.5
11 KUDL-FM	3.3	3.5
12 KCKN-FM	2.4	3.2
13 KWKI-FM	1.7	2.5
14 KXTR-FM	1.5	1.6
15 KAYQ-AM	1.3	1.4
16 KBEA-AM	1.2	1.0
17 KPRT-AM	1.0	1.0
18 KCCV-AM	0.7	0.8
19 KFIX-FM	0.6	0.8
20 KCNW-AM	0.5	0.7
21 KTRO-FM	0.5	0.6
22		



# BONNEVILLE IS BEST IN BOTH!

## ADULT CONTEMPORARY MOR

PROGRAMMER	AQII* AVERAGE PER STATION
Bonneville Broadcast Consultants	13,500
Programmer A†	12,000
Programmer B†	6,600
Programmer C†	4,200
Programmer D†	3,700

### Example—Miami—Ft. Lauderdale

Diversity is the standard in this market. WALA's successful demographic breakout (#1-18-34, #1-25-49)\*\* leads the way to their bank...

**It's financially perfect!**

## BEAUTIFUL MUSIC

PROGRAMMER	AQII* AVERAGE PER STATION
Bonneville Broadcast Consultants	17,500
Programmer A†	17,200
Programmer B†	16,600
Programmer C†	11,500
Programmer D†	8,000

### Example—Los Angeles

In this highly competitive marketplace KBIG has established its leadership with both men and women (#1 Adults 12+)\*\*.

**It's picture perfect!**

\*THIS REPORT INDICATES HOW THE LEADING PROGRAMMERS COMPARE. THE RANKINGS ARE SUBJECT TO THE SAME QUALIFICATION AND LIMITATION AS QUOTED BY THE AUTHOR AND ARE BASED ON THE OCT-NOV 1979 ARBITRON RANKINGS, AS REPORTED IN AMERICAN RADIO. JAMES H. DUNCAN, JR., GILMORE ADVERTISING, KALAMAZOO, MICHIGAN. \*\*OCT-NOV '79 MON-SUN, 6 A-12 MID. †TOTAL PERSON - 12 METRO, 18-34 MSA, 25-49 MSA SHARES. †PROGRAMMER INFORMATION AVAILABLE UPON REQUEST.

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• Kansas City

Continued from Page 70

R&R RATINGS REPORT/1979

M-F, 6-10am

1	KCMO-AM	KYYS-FM	KYYS-FM
2	KYYS-FM	KCMO-AM	WHB -AM
3	WHB -AM	WHB -AM	KBEQ-FM
4	WDAF-AM	KBEQ-FM	WDAF-AM
5	KBEQ-FM	KMBZ-AM	KCMO-AM
6	KMBZ-AM	WDAF-AM	KUDL-FM
7	KUDL-FM	KJLA-AM	KMBZ-AM
8	KMBR-FM	KUDL-FM	KPRS-FM
9	KPRS-FM	KMBR-FM	KJLA-AM
10	KWKI-FM	KPRS-FM	KMBR-FM

M-F, 3-7pm

1	KYYS-FM	KYYS-FM	KYYS-FM
2	KCMO-AM	KCMO-AM	WHB -AM
3	WHB -AM	WHB -AM	KBEQ-FM
4	WDAF-AM	KBEQ-FM	WDAF-AM
5	KBEQ-FM	KMBZ-AM	KUDL-FM
6	KMBZ-AM	KJLA-AM	KCMO-AM
7	KUDL-FM	WDAF-AM	KJLA-AM
8	KMBR-FM	KUDL-FM	KPRS-FM
9	KPRS-FM	KPRS-FM	KMBR-FM
10	KWKI-FM	KCEZ-FM	KCEZ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 5298

	O/N '78	A/M '79	O/N '79
1	KCMO-AM	KMBZ-AM	WDAF-AM
2	WDAF-AM	WDAF-AM	KCMO-AM
3	KMBZ-AM	KCMO-AM	WHB -AM
4	WHB -AM	KMBR-FM	KMBZ-AM
5	KMBR-FM	WHB -AM	KMBR-FM
6	KCEZ-FM	KCEZ-FM	KCEZ-FM
7	KBEQ-FM	KCKN-FM	KYYS-FM
8	KUDL-FM	KYYS-FM	KUDL-FM
9	KCKN-FM	KUDL-FM	KBEQ-FM
10	KYYS-FM	KBEQ-FM	KCKN-FM

M-F, 6-10am

1	KMBZ-AM	KMBZ-AM	WDAF-AM
2	WDAF-AM	WDAF-AM	WHB -AM
3	KCMO-AM	KCMO-AM	KCMO-AM
4	KMBR-FM	KMBR-FM	WHB -AM
5	WHB -AM	WHB -AM	KMBR-FM
6	KCEZ-FM	KYYS-FM	KCEZ-FM
7	KYYS-FM	KCKN-FM	KYYS-FM
8	KBEQ-FM	KCEZ-FM	KCKN-FM
9	KCKN-FM	KUDL-FM	KUDL-FM
10	KUDL-FM	KBEQ-FM	KBEQ-FM

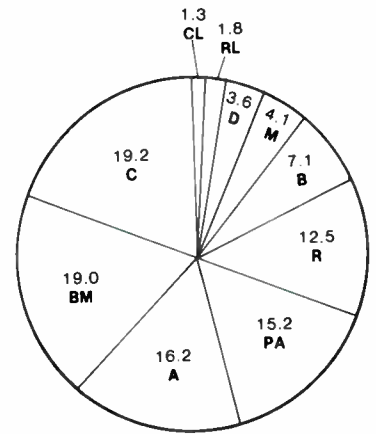
M-F, 3-7pm

1	WDAF-AM	KMBZ-AM	WDAF-AM
2	KMBZ-AM	WDAF-AM	WHB -AM
3	KCMO-AM	KMBR-FM	KMBR-FM
4	KMBR-FM	KCMO-AM	KMBZ-AM
5	WHB -AM	WHB -AM	KCEZ-FM
6	KCEZ-FM	KCEZ-FM	KCMO-AM
7	KYYS-FM	KCKN-FM	KYYS-FM
8	KBEQ-FM	KBEQ-FM	KUDL-FM
9	KCKN-FM	KPRS-FM	KCKN-FM
10	KUDL-FM	KUDL-FM	KJLA-AM

**Format Legend**  
**A**-AOR, **B**-Black, **BB**-Big Band, **BM**-Beautiful Music, **C**-Country, **CL**-Classical, **D**-Dancemusic, **J**-Jazz, **M**-Miscellaneous, **N**-News, **O**-Oldies, **PA**-Pop/Adult, **R**-Rock, **RL**-Religious, **S**-Spanish, **T**-Talk.

**Format Penetration Chart**

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Denver-Boulder

Adults 18-34

M-S, 6am-Midnight

POP(00): 5215

Continued from Page 51

	O/N '78	A/M '79	O/N '79
1	KIMN-AM	KIMN-AM	KIMN-AM
2	KBPI-FM	KBPI-FM	KBPI-FM
3	KHOW-AM	KHOW-AM	KHOW-AM
4	KOA -AM	KOAQ-FM	KAZY-FM
5	KAZY-FM	KAZY-FM	KOA -AM
6	KTLK-AM	KYGO-FM	KTLK-AM
7	KOAQ-FM	KTLK-AM	KOAQ-FM
8	KPPL-FM	KOA -AM	KPPL-FM
9	KXXX-FM	KOSI-FM	KYGO-FM
10	KYGO-FM	KPPL-FM	KLZ -AM

M-F, 6-10am

1	KIMN-AM	KHOW-AM	KIMN-AM
2	KHOW-AM	KIMN-AM	KHOW-AM
3	KBPI-FM	KAZY-FM	KBPI-FM
4	KTLK-AM	KBPI-FM	KTLK-AM
5	KAZY-FM	KYGO-FM	KAZY-FM
6	KOAQ-FM	KTLK-AM	KLZ -AM
7	KOA -AM	KOAQ-FM	KPPL-FM
8	KPPL-FM	KOA -AM	KOAQ-FM
9	KXXX-FM	KLZ -AM	KVOD-FM
10	KYGO-FM	KBCO-FM	KOA -AM

M-F, 3-7pm

1	KIMN-AM	KIMN-AM	KIMN-AM
2	KHOW-AM	KAZY-FM	KHOW-AM
3	KBPI-FM	KHOW-AM	KAZY-FM
4	KTLK-AM	KBPI-FM	KTLK-AM
5	KAZY-FM	KOAQ-FM	KBPI-FM
6	KPPL-FM	KYGO-FM	KPPL-FM
7	KXXX-FM	KTLK-AM	KOAQ-FM
8	KOAQ-FM	KPPL-FM	KYGO-FM
9	KOA -AM	KOA -AM	KLZ -AM
10	KYGO-FM	KLZ -AM	KOA -AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 6598

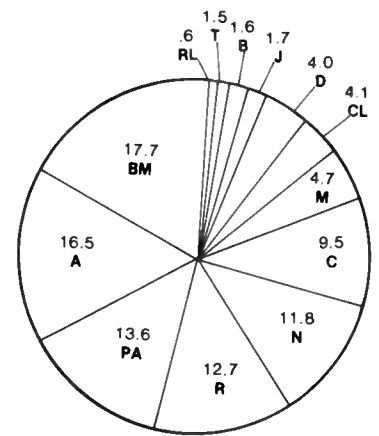
	O/N '78	A/M '79	O/N '79
1	KOA -AM	KHOW-AM	KOA -AM
2	KHOW-AM	KOA -AM	KHOW-AM
3	KLIR-FM	KOSI-FM	KIMN-AM
4	KIMN-AM	KLIR-FM	KOSI-FM
5	KOSI-FM	KIMN-AM	KLIR-FM
6	KLZ -AM	KOSI-FM	KLZ -AM
7	KOSI-FM	KBPI-FM	KVOD-FM
8	KOAQ-FM	KLZ -AM	KBPI-FM
9	KPPL-FM	KTLK-AM	KTLK-AM
10	KVOD-FM	KVOD-FM	KPPL-FM

M-F, 6-10am

1	KOA -AM	KHOW-AM	KHOW-AM
2	KHOW-AM	KOA -AM	KOA -AM
3	KIMN-AM	KLIR-FM	KIMN-AM
4	KLIR-FM	KIMN-AM	KLZ -AM
5	KLZ -AM	KOSI-FM	KOSI-FM
6	KOAQ-FM	KOSI-FM	KVOD-FM
7	KOSI-FM	KLZ -AM	KLIR-FM
8	KOSI-FM	KVOD-FM	KTLK-AM
9	KLAK-AM	KDEN-AM	KPPL-FM
10	KERE-AM	KTLK-AM	KBPI-FM

M-F, 3-7pm

1	KOA -AM	KHOW-AM	KHOW-AM
2	KHOW-AM	KOSI-FM	KIMN-AM
3	KIMN-AM	KOA -AM	KOA -AM
4	KLIR-FM	KLIR-FM	KLZ -AM
5	KLZ -AM	KIMN-AM	KOSI-FM
6	KOSI-FM	KOSI-FM	KLIR-FM
7	KOSI-FM	KLZ -AM	KVOD-FM
8	KLAK-AM	KOAQ-FM	KTLK-AM
9	KVOD-FM	KPPL-FM	KPPL-FM
10	KOAQ-FM	KTLK-AM	KOAQ-FM



**Format Legend**  
**A**-AOR, **B**-Black, **BB**-Big Band, **BM**-Beautiful Music, **C**-Country, **CL**-Classical, **D**-Dancemusic, **J**-Jazz, **M**-Miscellaneous, **N**-News, **O**-Oldies, **PA**-Pop/Adult, **R**-Rock, **RL**-Religious, **S**-Spanish, **T**-Talk.



**AMERICA**

# PROMOTION STAFF



UNITED ARTISTS RECORDS

## National

- Charlie Minor**  
Hollywood, CA.  
213/461-9141
- Steve Resnik**  
Hollywood, CA.  
213/461-9141
- Dick Williams**  
Hollywood, CA.  
213/461-9141
- Ken Benson**  
Hollywood, CA.  
213/461-9141
- Ellen Feldman**  
Hollywood, CA.  
213/461-9141
- Andrea Paulini**  
Hollywood, CA.  
213/461-9141
- Sandy Leiviska**  
Hollywood, CA.  
213/461-9141

## POP FIELD

- Milton Allen**  
(NY)  
212/757-7470  
212/757-7546/night
- Bob Alou**  
(Tenn./Ark.)  
615/244-9595  
615/242-5070/night
- Clay Baxter**  
(Ind./So. Ohio)  
513/531-3219
- Howard Bernstein**  
(Wisc./Ill.)  
312/647-8338
- Mavis Brodey**  
(New England)  
617/329-5770
- Mike Harris**  
(Florida)  
305/592-3810
- Chris Hensley**  
(Ata./GA.)  
404/321-5441
- John Hey**  
(S. CA./Ariz.)  
213/254-9111
- Jean Hobell**  
(Missouri/Kansas)  
314/721-7576
- Neil Lasher**  
(No. Ohio/Upper N.Y./  
W. Penn.)  
216/888-8575
- Howard Lesnick**  
(Michigan)  
313/583-9600
- Christie Marcus**  
(N. Calif.)  
415/543-3202
- Chal Martina**  
(Minn./N&S Dak./Iowa & Neb.)  
612/884-0444
- Bob Peale**  
(Houston/New Orleans)  
713/529-8089
- Doris Purcelli**  
(Northwest)  
206/282-8840
- Jack Satter**  
(N. Texas/Okla.)  
214/637-1890
- Tom Schoberg**  
(Wash., D.C./Maryland)  
301/428-0790
- Rich Tamburro**  
215/835-2454
- Dale White**  
(So. Calif.)  
213/461-9141
- Sharon White**  
(Colo./Utah/  
New Mex./Wyo./Nev.)  
303/832-2649
- Eva Wood**  
(Carolina's)  
704/536-0017

## C & W Field

- Jerry Seabolt**  
Nashville, TN  
615/244-9595
- Hylton Hawkins**  
Nashville, TN  
615/244-9595
- Gerri McDowell**  
Nashville, TN  
615/244-9595



# Knoxville

METRO RANK



## O/N '79 Market Overview

This was the first O/N survey for Knoxville in several years, and appears to reflect a slightly reshuffled deck. Country station WIVK-FM saw its numbers continue to rise, reaching the top position in the market. Beautiful Music WEZK remained strong, and WNOX passed WRJZ in the Top 40 contest.

The basis for WIVK's second excellent book in a row is the station's ability to attract a much larger share of the 25-54 audience. In the A/M '79 sweep WIVK-FM garnered a share in this demo of approximately 18% — now that number has risen to almost 28%. 18-34 numbers gained also, and WIVK-FM is now the number two 18-34 station and has an even better share in this demo than before (about 17%). Advertising for WIVK-FM (and its sister AM station) consisted of a campaign built around billboards and backed up with TV and newspaper ads. The ad budget was increased for the O/N sweep. The stations were promoting themselves more as service-oriented rather than just for the music they offer.

WEZK is the Beautiful Music choice in Knoxville, and even though the station slipped almost two shares overall, it still has great numbers in the older demos. WEZK's 25-54 share rose slightly to just over 20% of this demo, but the station really scored with the 35+ audience, with more than 25% of this audience, just behind WIVK-FM. The 18-34 figures for WEZK were depressed in this report, leading to the overall drop of the station.

The Top 40 battle goes on in Knoxville with three stations in the fray. WNOX, WRJZ, and WOKI-FM are involved in this arena, and in this last book WNOX came out on top. WNOX stayed ahead with teens and improved its position among young adult women, leading to its increased share of persons 12-34. WNOX has now surpassed WRJZ as the leading 18-34 station, while WRJZ saw its 18-34 share drop by 33%. WOKI-FM went live in September, and owes its improved position to a big jump in the station's teen numbers. WOKI-FM went from about 11% of the teen market to over 30% in this report.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3853

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM	16.5	WEZK-FM	18.7
2 WEZK-FM	16.5	WIVK-FM	17.0
3 WIVK-FM	14.9	WRJZ-AM	15.1
4 WNOX-AM	11.6	WNOX-AM	12.3
5 WIVK-AM	11.4	WIVK-AM	10.9
6 WOKI-FM	5.6	WOKI-FM	5.8
7 WBIR-FM	4.9	WBIR-FM	4.7
8 WBIR-AM	2.8	WCAP-AM	3.7
9 WKGN-AM	2.6	WBIR-AM	1.6
10 WCAP-AM	2.5	WJBE-AM	1.2
11 WKXV-AM	1.4	WKXV-AM	1.1
12 WEAC-AM	1.1	WYSH-AM	0.9
13 WSKT-AM	1.1	WKGN-AM	0.7
14 WYSH-FM	0.9	WEAC-AM	0.7
15 WYSH-AM	0.9	WATO-AM	0.4
16 WOKI-AM	0.2	WYSH-FM	0.4
17		WKVQ-AM	0.6
18		WSKT-AM	0.6
		WYSH-FM	0.6

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3853

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM	94	WEZK-FM	107
2 WEZK-FM	94	WIVK-FM	97
3 WIVK-FM	85	WRJZ-AM	86
4 WNOX-AM	66	WNOX-AM	70
5 WIVK-AM	65	WIVK-AM	62

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WRJZ-AM	WIVK-FM
2 WIVK-FM		WIVK-FM	WEZK-FM
3 WEZK-FM		WEZK-FM	WNOX-AM
4 WNOX-AM		WNOX-AM	WRJZ-AM
5 WIVK-AM		WIVK-AM	WIVK-AM

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WRJZ-AM	WIVK-FM
2 WEZK-FM		WRJZ-AM	WEZK-FM
3 WIVK-FM		WRJZ-AM	WNOX-AM
4 WNOX-AM		WRJZ-AM	WRJZ-AM
5 WIVK-AM		WRJZ-AM	WOKI-FM

Teens  
M-S, 6am-Midnight  
POP(00): 463

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WNOX-AM	WNOX-AM
2 WNOX-AM		WRJZ-AM	WOKI-FM
3 WOKI-FM		WIVK-FM	WRJZ-AM

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WNOX-AM	WOKI-FM
2 WNOX-AM		WRJZ-AM	WNOX-AM
3 WOKI-FM		WOKI-FM	WRJZ-AM

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WNOX-AM	WNOX-AM
2 WNOX-AM		WRJZ-AM	WOKI-FM
3 WOKI-FM		WIVK-FM	WRJZ-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1399

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WRJZ-AM	WNOX-AM
2 WIVK-FM		WIVK-FM	WIVK-FM
3 WNOX-AM		WNOX-AM	WBIR-FM
4 WEZK-FM		WEZK-FM	WRJZ-AM
5 WOKI-FM		WOKI-FM	WOKI-FM

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WRJZ-AM	WIVK-FM
2 WNOX-AM		WIVK-FM	WNOX-AM
3 WIVK-FM		WEZK-FM	WRJZ-AM
4 WEZK-FM		WNOX-AM	WEZK-FM
5 WOKI-FM		WIVK-AM	WBIR-FM

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WRJZ-AM	WIVK-FM
2 WIVK-FM		WNOX-AM	WRJZ-AM
3 WEZK-FM		WIVK-FM	WNOX-AM
4 WNOX-AM		WOKI-FM	WBIR-FM
5 WOKI-FM		WEZK-FM	WEZK-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1776

	A/M '78	A/M '79	O/N '79
1 WEZK-FM		WEZK-FM	WIVK-FM
2 WIVK-FM		WIVK-FM	WEZK-FM
3 WIVK-AM		WRJZ-AM	WRJZ-AM
4 WRJZ-AM		WIVK-AM	WIVK-AM
5 WNOX-AM		WNOX-AM	WNOX-AM

	A/M '78	A/M '79	O/N '79
1 WIVK-FM		WRJZ-AM	WIVK-FM
2 WEZK-FM		WIVK-FM	WEZK-FM
3 WRJZ-AM		WEZK-FM	WRJZ-AM
4 WIVK-AM		WIVK-AM	WNOX-AM
5 WNOX-AM		WNOX-AM	WIVK-AM

	A/M '78	A/M '79	O/N '79
1 WEZK-FM		WEZK-FM	WIVK-FM
2 WIVK-FM		WRJZ-AM	WEZK-FM
3 WRJZ-AM		WIVK-FM	WRJZ-AM
4 WIVK-AM		WIVK-AM	WNOX-AM
5 WNOX-AM		WNOX-AM	WIVK-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3853

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM	1410	WNOX-AM	1483
2 WNOX-AM	1272	WRJZ-AM	1295
3 WIVK-FM	968	WIVK-FM	1037
4 WEZK-FM	868	WEZK-FM	955
5 WIVK-AM	859	WIVK-AM	718

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WRJZ-AM	WIVK-FM
2 WNOX-AM		WNOX-AM	WRJZ-AM
3 WIVK-FM		WIVK-FM	WNOX-AM
4 WIVK-AM		WEZK-FM	WEZK-FM
5 WEZK-FM		WIVK-AM	WIVK-AM

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WNOX-AM	WIVK-FM
2 WNOX-AM		WRJZ-AM	WNOX-AM
3 WEZK-FM		WIVK-FM	WEZK-FM
4 WIVK-AM		WEZK-FM	WRJZ-AM
5 WIVK-FM		WOKI-FM	WOKI-FM

Teens  
M-S, 6am-Midnight  
POP(00): 463

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WNOX-AM	WNOX-AM
2 WNOX-AM		WRJZ-AM	WOKI-FM
3 WOKI-FM		WOKI-FM	WRJZ-AM

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WNOX-AM	WNOX-AM
2 WNOX-AM		WRJZ-AM	WOKI-FM
3 WOKI-FM		WOKI-FM	WRJZ-AM

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WNOX-AM	WNOX-AM
2 WNOX-AM		WRJZ-AM	WOKI-FM
3 WOKI-FM		WOKI-FM	WRJZ-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1399

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WNOX-AM	WNOX-AM
2 WNOX-AM		WRJZ-AM	WRJZ-AM
3 WOKI-FM		WOKI-FM	WIVK-FM
4 WIVK-FM		WIVK-FM	WOKI-FM
5 WIVK-AM		WEZK-FM	WBIR-FM

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WRJZ-AM	WRJZ-AM
2 WNOX-AM		WNOX-AM	WNOX-AM
3 WIVK-FM		WOKI-FM	WIVK-FM
4 WOKI-FM		WIVK-FM	WBIR-FM
5 WEZK-FM		WIVK-AM	WOKI-FM

	A/M '78	A/M '79	O/N '79
1 WRJZ-AM		WNOX-AM	WRJZ-AM
2 WNOX-AM		WRJZ-AM	WNOX-AM
3 WOKI-FM		WOKI-FM	WIVK-FM
4 WEZK-FM		WIVK-FM	WBIR-FM
5 WIVK-AM		WIVK-AM	WOKI-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1776

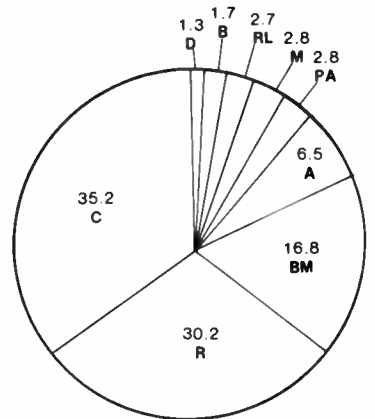
	A/M '78	A/M '79	O/N '79
1 WIVK-FM		WRJZ-AM	WIVK-FM
2 WIVK-AM		WNOX-AM	WRJZ-AM
3 WRJZ-AM		WIVK-FM	WEZK-FM
4 WEZK-FM		WEZK-FM	WNOX-AM
5 WNOX-AM		WIVK-AM	WIVK-AM

	A/M '78	A/M '79	O/N '79
1 WIVK-FM		WRJZ-AM	WIVK-FM
2 WIVK-AM		WRJZ-AM	WEZK-FM
3 WRJZ-AM		WNOX-AM	WRJZ-AM
4 WEZK-FM		WEZK-FM	WNOX-AM
5 WNOX-AM		WIVK-AM	WIVK-AM

	A/M '78	A/M '79	O/N '79
1 WEZK-FM		WNOX-AM	WIVK-FM
2 WRJZ-AM		WRJZ-AM	WRJZ-AM
3 WIVK-FM		WIVK-FM	WRJZ-AM
4 WIVK-AM		WEZK-FM	WNOX-AM
5 WNOX-AM		WIVK-AM	WIVK-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# Lansing-East Lansing

METRO RANK

76

## O/N '79 Market Overview

A much better diary return took place in the O/N '79 survey in the Lansing area, with Arbitron getting back 517 metro diaries versus the 417 total for the 1/1 '79 results. The results of this survey may thus be more reliable on the whole.

There is a new number one station in Lansing, WFMK, the P/A leader. WFMK shot up almost five shares overall to register more than 14% of the total audience in the metro. Most of that increase is attributable to the station almost doubling its 18-34 share. WFMK went from approximately 14% of the demo up to more than 26% of the 18-34 audience in this book.

WVIC-AM-FM are simulcast during the day whenever WVIC-AM is on the air. Their combined share 12+ is comparable to the A/M '79 returns, but the stations have slipped to second place overall because of WFMK's tremendous showing. The Top 40 sound of WVIC-AM-FM garnered more of the 18-34 audience in this book than in the spring, but the stations' 25-54 share slipped somewhat.

Country WITL-FM improved its overall share by attracting more of the 25-54 audience than in the past. WITL-FM added almost two shares to its 25-54 total, and now has approximately 14% of the 25-54 market. WITL-AM is also a Country station, a daytimer, but the two stations are not simulcast.

Two stations that remained relatively stable in this book are AOR WILS-FM and Beautiful Music WJIM-FM. WILS-FM edged its share of the 18-34 audience upwards and remains second in this demo with a share in the 16 range. WJIM-FM saw its numbers in the 18-34 demos halved, but the 35+ figures for the station increased. WJIM-FM was able to improve its share among 25-54 adults by 60%.

(Note: WVIC-AM-FM are simulcast during the entire daytime schedule of WVIC-AM.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3810

O/N '78	A/M '79	O/N '79
1 WILS-FM 10.8	WVIC-FM 11.4	WFMK-FM(PA) 14.3
2 WVIC-FM 10.6	WFMK-FM 9.6	WVIC-FM(PA) 11.0
3 WFMK-FM 10.5	WILS-FM 9.6	WITL-FM(C) 10.4
4 WITL-FM 8.9	WITL-FM 9.1	WILS-FM(A) 9.5
5 WJR -AM 7.4	WJR -AM 7.1	WJR -AM(PA) 7.6
6 WILS-AM 5.3	WJIM-FM 6.8	WJIM-FM(BB) 6.5
7 WJIM-FM 5.3	WILS-AM 4.3	WILS-AM(PA) 6.2
8 WOOD-FM 5.1	WLAV-FM 3.9	WOOD-FM(BB) 5.1
9 WJIM-FM 4.4	WJIM-FM 3.7	WJIM-AM(PA) 4.4
10 WVIC-AM 3.2	WOOD-FM 3.0	WITL-AM(C) 3.5
11 WITL-AM 3.2	WITL-AM 2.8	WFFX-FM(PA) 3.4
12 WPLB-FM 1.8	WVIC-AM 2.3	WVIC-AM(R) 2.3
13 WGER-FM 1.6	WION-AM 1.8	WCRD-FM(PA) 1.6
14 WION-AM 1.6	WFFX-FM 1.4	WGER-AM(PA) 1.6
15 WFFX-FM 1.2	WPLA-FM 1.4	WGER-FM(BB) 0.9
16 WCER-AM 1.2	WCER-AM 1.1	WRBJ-FM(BB) 0.4
17 WGRD-AM 1.1	WGRD-FM 0.9	WOOD-AM(PA) 0.2
18 WGRD-FM 0.9	CKLW-AM 0.5	
19 WCER-FM 0.7	WGRD-AM 0.2	
20 WJFH-FM 0.4		
21 WZZR-FM 0.4		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3810

O/N '78	A/M '79	O/N '79
1 WILS-FM 61	WVIC-FM 64	WFMK-FM 81
2 WVIC-FM 60	WFMK-FM 54	WVIC-FM 62
3 WFMK-FM 59	WILS-FM 54	WITL-FM 59
4 WITL-FM 50	WITL-FM 51	WILS-FM 54
5 WJR -AM 42	WJR -AM 40	WJR -AM 43

O/N '78	A/M '79	O/N '79
1 WITL-FM	WVIC-FM	WFMK-FM
2 WJR -AM	WITL-FM	WITL-FM
3 WFMK-FM	WFMK-FM	WVIC-FM
4 WVIC-FM	WJR -AM	WJR -AM
5 WJIM-FM	WILS-FM	WJIM-FM

O/N '78	A/M '79	O/N '79
1 WVIC-FM	WILS-FM	WFMK-FM
2 WILS-FM	WVIC-FM	WITL-FM
3 WFMK-FM	WFMK-FM	WILS-FM
4 WITL-FM	WJIM-FM	WVIC-FM
5 WILS-AM	WITL-FM	WJR -AM

Teens  
M-S, 6am-Midnight  
POP(00): 471

O/N '78	A/M '79	O/N '79
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WILS-AM	WILS-AM	WVIC-AM

O/N '78	A/M '79	O/N '79
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-AM	WVIC-AM
3 WFFX-FM	WILS-FM	WILS-FM

O/N '78	A/M '79	O/N '79
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WILS-AM	WVIC-AM	WVIC-FM

O/N '78	A/M '79	O/N '79
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WVIC-FM	WVIC-FM	WVIC-FM
4 WILS-AM	WLAV-FM	WILS-AM
5 WJIM-AM	WJIM-FM	WITL-FM

O/N '78	A/M '79	O/N '79
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WVIC-FM	WVIC-FM	WVIC-FM
4 WILS-AM	WLAV-FM	WILS-AM
5 WJIM-AM	WJIM-FM	WILS-AM

O/N '78	A/M '79	O/N '79
1 WITL-FM	WITL-FM	WITL-FM
2 WFMK-FM	WFMK-FM	WJR -AM
3 WJR -AM	WVIC-FM	WFMK-FM
4 WILS-FM	WJR -AM	WJIM-FM
5 WOOD-FM	WJIM-FM	WJIM-FM

O/N '78	A/M '79	O/N '79
1 WITL-FM	WITL-FM	WJR -AM
2 WJR -AM	WJR -AM	WITL-FM
3 WFMK-FM	WJIM-FM	WFMK-FM
4 WJIM-FM	WILS-AM	WJIM-FM
5 WOOD-FM	WVIC-FM	WJIM-FM

O/N '78	A/M '79	O/N '79
1 WFMK-FM	WFMK-FM	WITL-FM
2 WITL-FM	WITL-FM	WJR -AM
3 WJR -AM	WJIM-FM	WFMK-FM
4 WILS-FM	WVIC-FM	WJIM-FM
5 WILS-AM	WILS-FM	WJIM-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3810

O/N '78	A/M '79	O/N '79
1 WFMK-FM 1074	WVIC-FM 1076	WVIC-FM 1064
2 WVIC-FM 972	WFMK-FM 975	WFMK-FM 1044
3 WILS-AM 847	WILS-FM 844	WITL-FM 831
4 WILS-FM 799	WJR -AM 727	WILS-AM 793
5 WJIM-AM 772	WITL-FM 692	WILS-FM 700

O/N '78	A/M '79	O/N '79
1 WFMK-FM	WVIC-FM	WFMK-FM
2 WVIC-FM	WFMK-FM	WVIC-FM
3 WILS-AM	WITL-FM	WITL-FM
4 WILS-FM	WJR -AM	WJR -AM
5 WITL-FM	WJIM-FM	WILS-AM

O/N '78	A/M '79	O/N '79
1 WVIC-FM	WFMK-FM	WVIC-FM
2 WFMK-FM	WVIC-FM	WFMK-FM
3 WILS-FM	WILS-FM	WILS-AM
4 WILS-AM	WITL-FM	WITL-FM
5 WJIM-AM	WILS-AM	WILS-FM

Teens  
M-S, 6am-Midnight  
POP(00): 471

O/N '78	A/M '79	O/N '79
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WILS-AM	WILS-AM	WILS-AM

O/N '78	A/M '79	O/N '79
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WILS-AM	WVIC-FM	WILS-AM

O/N '78	A/M '79	O/N '79
1 WVIC-FM	WVIC-FM	WVIC-FM
2 WILS-FM	WILS-FM	WILS-FM
3 WILS-AM	WVIC-FM	WILS-AM

O/N '78	A/M '79	O/N '79
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WILS-FM	WVIC-FM	WVIC-FM
3 WILS-AM	WILS-FM	WILS-FM
4 WVIC-FM	WILS-AM	WILS-AM
5 WJIM-AM	WJIM-FM	WJIM-FM

O/N '78	A/M '79	O/N '79
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WILS-AM	WVIC-FM	WVIC-FM
3 WILS-FM	WILS-FM	WILS-FM
4 WJIM-AM	WJIM-FM	WILS-AM
5 WVIC-FM	WILS-AM	WJIM-FM

M-F, 3-7pm  
1 WFMK-FM  
2 WILS-FM  
3 WVIC-FM  
4 WILS-AM  
5 WJIM-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1689

O/N '78	A/M '79	O/N '79
1 WFMK-FM	WFMK-FM	WFMK-FM
2 WITL-FM	WITL-FM	WJR -AM
3 WJIM-AM	WVIC-FM	WJIM-FM
4 WJR -AM	WJR -AM	WITL-FM
5 WILS-AM	WJIM-AM	WJIM-FM

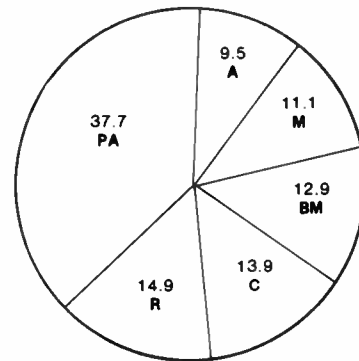
O/N '78	A/M '79	O/N '79
1 WITL-FM	WITL-FM	WJR -AM
2 WFMK-FM	WFMK-FM	WITL-FM
3 WJR -AM	WJIM-AM	WJIM-FM
4 WJIM-AM	WVIC-FM	WFMK-FM
5 WILS-AM	WJR -AM	WJIM-FM

O/N '78	A/M '79	O/N '79
1 WITL-FM	WFMK-FM	WFMK-FM
2 WFMK-FM	WITL-FM	WJIM-FM
3 WJR -AM	WITL-FM	WITL-FM
4 WILS-AM	WILS-AM	WJIM-FM
5 WILS-FM	WJIM-AM	WJR -AM

### Format Penetration Chart

Based On Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

TM Programming

TM

1349 Regal Row • Dallas, Texas 75247 • (214) 634-8511

A subsidiary of Shamrock Broadcasting Company, Inc.

## O/N '79 Market Overview

Two Beautiful Music stations lead the Las Vegas market, followed by two Top 40 stations. Different ends of the demographic spectrum are apparently served well by these four leading properties.

This is the second consecutive book showing **KORK-FM** as the top station in the Las Vegas area. Although the station's share slipped somewhat among persons 18-34, KORK-FM's 25-54 and 35+ strength still remains.

Tied for the 25-54 adult share lead with KORK-FM is BM competitor **KXTZ**. Each of the stations has approximately 12% of the market among adults in this key demographic. While KORK-FM has been stable in the 25-54 share race, KXTZ moved up three points between the A/M '79 results and those from the O/N '79 survey. KXTZ also managed to increase its 35-64 adult share by a third compared to the spring results. With KXTZ's gains in the last two books, it will be interesting to see how the A/M '80 results show the contest between the two Beautiful Music leaders. P/A station **KMJJ** is a 25-54 leader also, tied with KORK-FM and KXTZ.

The leading Top 40 stations, **KLUC** and **KENO-AM**, each had stable books. KLUC remains slightly ahead of KENO in the 18-34 race, and the two stations are tied in terms of 25-54 share. KENO did pick up somewhat in teens while KLUC dropped in this demo. Both stations improved their popularity among young adult female listeners.

While most other stations may have been enjoying a fairly stable survey, AOR station **KFMS** was scoring the biggest gains in this Las Vegas sweep. KFMS has doubled its 18-34 share and now leads this demo with more than 14% of the young adult market. The station used extensive TV advertising, and distributed a station newspaper known as the **Street Sheet**, which contained puzzles to be used for entering station contests. Prizes such as a Betamax VCR, clothes, and skis were given away. Another big winner in this book was **KLAV**, the Dancemusic station. KLAV almost doubled its teen and 18-34 audiences.

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 3148

O/N '78	A/M '79	O/N '79
1 KENO-AM 14.0	KORK-FM 11.3	KORK-FM (BB) 10.4
2 KORK-FM 12.1	KLUC-FM 8.7	KXTZ-FM (BB) 9.9
3 KLUC-FM 9.8	KXTZ-FM 8.5	KLUC-FM (M) 8.8
4 KMJJ-AM 8.6	KENO-AM 8.1	KENO-AM (M) 8.8
5 KENO-FM 7.6	KENO-FM 8.1	KMJJ-AM (PA) 7.4
6 KFMS-FM 6.4	KRAM-AM 7.6	KFMS-FM (A) 7.4
7 KRAM-AM 6.4	KVEG-AM 7.4	KVEG-AM (C) 6.5
8 KNUU-AM 5.7	KMJJ-AM 7.2	KORK-AM (PA) 6.3
9 KORK-AM 5.5	KORK-AM 7.0	KLAV-AM (D) 6.1
10 KDWN-AM 5.0	KDWN-AM 6.8	KDWN-AM (PA) 5.9
11 KVEG-AM 4.8	KFMS-FM 4.8	KENO-FM (A) 5.2
12 KXTZ-FM 4.8	KNUU-AM 4.6	KRAM-AM (C) 5.0
13 KVOV-AM 3.1	KLAV-AM 3.9	KNUU-AM (M) 4.7
14 KLAV-AM 1.2	KVOV-AM 0.9	KFI -AM (R) 0.7
15 KXN -AM 0.5		

**Average Persons Trends/Rankings**  
Total 12+  
M-S, 6am-Midnight  
POP(00): 3148

O/N '78	A/M '79	O/N '79
1 KENO-AM 59	KORK-FM 52	KORK-FM 46
2 KORK-FM 51	KLUC-FM 40	KXTZ-FM 44
3 KLUC-FM 41	KXTZ-FM 39	KLUC-FM 39
4 KMJJ-AM 36	KENO-AM 37	KENO-AM 39
5 KENO-FM 32	KENO-FM 37	KMJJ-AM 33

**M-F, 6-10am**

1 KENO-AM	KORK-FM	KORK-AM
2 KORK-AM	KMJJ-AM	KORK-FM
3 KLUC-FM	KORK-AM	KENO-AM
4 KORK-FM	KVEG-AM	KLUC-FM
5 KMJJ-AM	KXTZ-FM	KXTZ-FM

**M-F, 3-7pm**

1 KENO-AM	KORK-FM	KORK-FM
2 KORK-FM	KENO-AM	KXTZ-FM
3 KLUC-FM	KLUC-FM	KLUC-FM
4 KENO-FM	KHJJ-AM	KENO-AM
5 KMJJ-AM	KXTZ-FM	KLAV-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 411

O/N '78	A/M '79	O/N '79
1 KENO-AM	KLUC-FM	KENO-AM
2 KLUC-FM	KENO-AM	KLAV-AM
3 KENO-FM	KLAV-AM	KLUC-FM

**M-F, 6-10am**

1 KENO-AM	KLUC-FM	KENO-AM
2 KLUC-FM	KENO-AM	KLAV-AM
3 KENO-FM	KLAV-AM	KLAV-AM

**M-F, 3-7pm**

1 KENO-AM	KLUC-FM	KLAV-AM
2 KLUC-FM	KENO-AM	KENO-AM
3 KVOV-AM	KLAV-AM	KLUC-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1225

O/N '78	A/M '79	O/N '79
1 KENO-AM	KMJJ-AM	KFMS-FM
2 KMJJ-AM	KENO-FM	KMJJ-AM
3 KLUC-FM	KLUC-FM	KLUC-FM
4 KENO-FM	KENO-AM	KENO-AM
5 KFMS-FM	KDWN-AM	KENO-FM

**M-F, 6-10am**

1 KLUC-FM	KMJJ-AM	KMJJ-AM
2 KENO-AM	KLUC-FM	KLUC-FM
3 KMJJ-AM	KENO-AM	KENO-AM
4 KENO-FM	KENO-FM	KFMS-FM
5 KFMS-FM	KDWN-AM	KORK-AM

**M-F, 3-7pm**

1 KENO-AM	KMJJ-AM	KFMS-FM
2 KENO-FM	KENO-AM	KMJJ-AM
3 KORK-FM	KENO-FM	KENO-AM
4 KMJJ-AM	KLUC-FM	KLUC-FM
5 KLUC-FM	KDWN-AM	KLAV-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1626

O/N '78	A/M '79	O/N '79
1 KORK-FM	KORK-FM	KMJJ-AM
2 KENO-AM	KVEG-AM	KXTZ-FM
3 KRAM-AM	KDWN-AM	KORK-FM
4 KMJJ-AM	KMJJ-AM	KVEG-AM
5 KORK-AM	KRAM-AM	KORK-AM

**M-F, 6-10am**

1 KENO-AM	KHJJ-AM	KORK-AM
2 KORK-AM	KRAM-AM	KHJJ-AM
3 KORK-FM	KVEG-AM	KORK-FM
4 KRAM-AM	KORK-AM	KVEG-AM
5 KVEG-AM	KDWN-AM	KXTZ-FM

**M-F, 3-7pm**

1 KORK-FM	KMJJ-AM	KXTZ-FM
2 KENO-AM	KDWN-AM	KMJJ-AM
3 KDWN-AM	KORK-FM	KORK-FM
4 KRAM-AM	KXTZ-FM	KRAM-AM
5 KVEG-AM	KVEG-AM	KLUC-FM

**Cume Persons Trends/Rankings**  
Total 12+  
M-S, 6am-Midnight  
POP(00): 3148

O/N '78	A/M '79	O/N '79
1 KENO-AM 919	KENO-AM 754	KLUC-FM 688
2 KMJJ-AM 574	KLUC-FM 741	KENO-AM 673
3 KLUC-FM 553	KORK-FM 578	KMJJ-AM 616
4 KORK-FM 541	KMJJ-AM 544	KXTZ-FM 543
5 KENO-FM 476	KFMS-FM 509	KDWN-AM 495

**M-F, 6-10am**

1 KENO-AM	KENO-AM	KENO-AM
2 KLUC-FM	KLUC-FM	KLUC-FM
3 KORK-AM	KMJJ-AM	KORK-AM
4 KORK-FM	KORK-FM	KMJJ-AM
5 KENO-FM	KRAM-AM	KXTZ-FM

**M-F, 3-7pm**

1 KENO-AM	KENO-AM	KENO-AM
2 KLUC-FM	KLUC-FM	KLUC-FM
3 KORK-FM	KORK-FM	KMJJ-AM
4 KMJJ-AM	KMJJ-AM	KXTZ-FM
5 KFMS-FM	KVEG-AM	KLAV-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 411

O/N '78	A/M '79	O/N '79
1 KENO-AM	KENO-AM	KENO-AM
2 KLUC-FM	KLUC-FM	KLUC-FM
3 KMJJ-AM	KFMS-FM	KLAV-AM

**M-F, 6-10am**

1 KENO-AM	KENO-AM	KENO-AM
2 KLUC-FM	KLUC-FM	KLAV-AM
3 KENO-FM	KLAV-AM	KLUC-FM

**M-F, 3-7pm**

1 KENO-AM	KENO-AM	KENO-AM
2 KLUC-FM	KLUC-FM	KLAV-AM
3 KMJJ-AM	KLAV-AM	KLUC-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1225

O/N '78	A/M '79	O/N '79
1 KENO-AM	KLUC-FM	KLUC-FM
2 KENO-FM	KENO-AM	KFMS-FM
3 KLUC-FM	KMJJ-AM	KHJJ-AM
4 KMJJ-AM	KFMS-FM	KENO-AM
5 KFMS-FM	KENO-FM	KLAV-AM

**M-F, 6-10am**

1 KENO-AM	KENO-AM	KLUC-FM
2 KENO-FM	KMJJ-AM	KMJJ-AM
3 KLUC-FM	KLUC-FM	KENO-AM
4 KFMS-FM	KENO-FM	KFMS-FM
5 KMJJ-AM	KFMS-FM	KLAV-AM

**M-F, 3-7pm**

1 KFNO-AM	KHJJ-AM	KFMS-FM
2 KLUC-FM	KENO-AM	KLUC-FM
3 KENO-FM	KLUC-FM	KFNO-AM
4 KFMS-FM	KENO-FM	KMJJ-AM
5 KMJJ-AM	KFMS-FM	KLAV-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1626

O/N '78	A/M '79	O/N '79
1 KENO-AM	KVEG-AM	KMJJ-AM
2 KORK-FM	KENO-AM	KXTZ-FM
3 KMJJ-AM	KLUC-FM	KLUC-FM
4 KRAM-AM	KMJJ-AM	KDWN-AM
5 KORK-AM	KORK-FM	KORK-FM

**M-F, 6-10am**

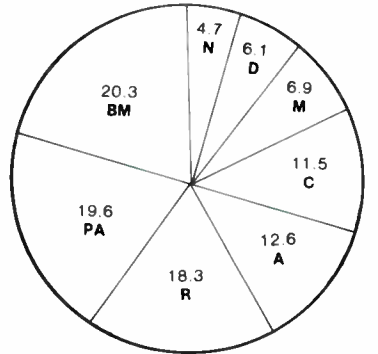
1 KENO-AM	KMJJ-AM	KMJJ-AM
2 KORK-AM	KVEG-AM	KVEG-AM
3 KORK-FM	KENO-AM	KORK-AM
4 KRAM-AM	KRAM-AM	KXTZ-FM
5 KVEG-AM	KDWN-AM	KENO-AM

**M-F, 3-7pm**

1 KENO-AM	KVEG-AM	KHJJ-AM
2 KORK-FM	KMJJ-AM	KXTZ-FM
3 KVEG-AM	KORK-FM	KLUC-FM
4 KRAM-AM	KLUC-FM	KENO-AM
5 KMJJ-AM	KENO-AM	KVEG-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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# Lexington-Fayette

METRO RANK

109

## '79 Market Overview

Two leading stations in the O/N '79 Lexington survey were also at the top of the totem pole in A/M '79 results. However, both AOR **WKQQ** and **WVLC-AM** saw their fall results reflect a slippage.

**WKQQ** had a tremendous book in the spring, shooting up 10 shares to become the top station in the market. It's still number one, but its share of the 18-34 and 18-34 audiences slipped somewhat. In the '79 ratings **WKQQ** had a 34 share of the 18-34 ket. In this report the number has diminished to under a 26% share of the young adults. The defection came from young men — **WKQQ's** share of men 18-34 dropped by one-third. Teens eased for the station, however.

While **WKQQ** saw its dominance in the 18-34 numbers whittled away slightly, **WVLC-AM** was increasing its share of this prime demo. **WVLC** lost the teen and young male listeners, but the station's numbers were helped by better tune-in among males 18-34.

**WLAP-FM** is a big winner in this book. Using its syndicated rock package, **WLAP-FM** was able to boost its 18-34 share from just over 12% of the audience to almost 22%. **WLAP-FM** did little outside advertising, and the amount spent was less than for the spring book. No special on-air promotions or contests.

Beautiful Music **WVLC-FM** had a slight upward edge in this book. The station's audience skewed older in this book, as reflected by a decreased share of the 25-54 adults and a dominant share in the market among persons 35-64.

Other stations worthy of note in this market include **P/A WLAP-AM**, whose 18-34 share dropped 25%; Country **WAXU-AM-FM**, which increased its 25-54 share by almost 40%; and **WTKC** (formerly **WBLG**), which changed successfully from **P/A** Country.

(Note: **WAXU-AM-FM** are simulcast during the entire daytime broadcast schedule of **WAXU-AM**.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight POP(00): 2527			
O/N '78	A/M '79	O/N '79	
WVLC-AM	19.1	WKQQ-FM	18.8
WLAP-AM	13.7	WVLC-AM	16.9
WKQQ-FM	13.4	WVLC-FM	13.9
WLAP-FM	12.9	WLAP-AM	11.4
WVLC-FM	11.6	WLAP-FM	9.0
WAXU-AF	10.5	WBLG-AM	6.0
WAXU-AM	5.4	WAXU-FM	6.0
WAXU-FM	5.1	WVLC-AM	4.4
WBLG-AM	3.8	WAXU-AM	2.7
WVLC-AM	3.5	WHAS-AM	1.9
WHAS-AM	2.7	WBGR-FM	1.6
WBGR-AF	2.7	WBGR-AM	1.4
WKY-AM	1.6	WJHM-FM	1.1
WBGR-AM	1.6	WAKY-AM	0.5
WJHM-FM	1.1	WLW-AM	0.5
WBGR-FM	1.1	WKY-AM	0.5
WAKY-AM	0.5	WKFED-AM	0.5

### Average Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2527			
O/N '78	A/M '79	O/N '79	
1 WVLC-AM	71	WKQQ-FM	69
2 WLAP-AM	51	WVLC-AM	62
3 WKQQ-FM	50	WVLC-FM	51
4 WLAP-FM	48	WLAP-AM	42
5 WVLC-FM	43	WLAP-FM	33

M-F, 6-10am			
O/N '78	A/M '79	O/N '79	
1 WVLC-AM	WVLC-AM	WVLC-AM	
2 WLAP-AM	WLAP-AM	WLAP-AM	
3 WKQQ-FM	WKQQ-FM	WKQQ-FM	
4 WLAP-FM	WVLC-FM	WKQQ-FM	
5 WVLC-FM	WVLC-AM	WLAP-FM	

M-F, 3-7pm			
O/N '78	A/M '79	O/N '79	
1 WKQQ-FM	WKQQ-FM	WKQQ-FM	
2 WLAP-FM	WVLC-AM	WLAP-FM	
3 WVLC-AM	WVLC-FM	WVLC-AM	
4 WVLC-FM	WLAP-FM	WVLC-AM	
5 WAXU-AF	WLAP-AM	WLAP-AM	

### Teens

M-S, 6am-Midnight POP(00): 288		
O/N '78	A/M '79	O/N '79
1 WLAP-FM	WLAP-FM	WKQQ-FM
2 WKQQ-FM	WKQQ-FM	WLAP-FM
3 WLAP-AM	WLAP-AM	WVLC-AM

M-F, 6-10am		
O/N '78	A/M '79	O/N '79
1 WLAP-FM	WLAP-AM	WLAP-FM
2 WKQQ-FM	WLAP-FM	WKQQ-FM
3 WLAP-AM	WVLC-AM	WVLC-AM

M-F, 3-7pm		
O/N '78	A/M '79	O/N '79
1 WLAP-FM	WLAP-FM	WKQQ-FM
2 WKQQ-FM	WKQQ-FM	WLAP-FM
3 WVLC-AM	WVLC-AM	WAXU-FM

### Adults 18-34

M-S, 6am-Midnight POP(00): 1090		
O/N '78	A/M '79	O/N '79
1 WKQQ-FM	WKQQ-FM	WKQQ-FM
2 WVLC-AM	WLAP-AM	WLAP-FM
3 WLAP-AM	WVLC-AM	WLAP-AM
4 WLAP-FM	WLAP-FM	WLAP-AM
5 WAXU-AF	WVLC-FM	WVLC-FM

M-F, 6-10am		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WKQQ-FM	WVLC-AM
2 WLAP-AM	WVLC-AM	WKQQ-FM
3 WKQQ-FM	WLAP-AM	WLAP-AM
4 WLAP-FM	WLAP-FM	WLAP-FM
5 WAXU-AF	WBLG-AM	WTKC-AM

M-F, 3-7pm		
O/N '78	A/M '79	O/N '79
1 WKQQ-FM	WKQQ-FM	WKQQ-FM
2 WLAP-FM	WLAP-AM	WLAP-FM
3 WVLC-AM	WVLC-AM	WVLC-AM
4 WLAP-AM	WVLC-FM	WVLC-FM
5 WAXU-AF	WLAP-FM	WLAP-AM

### Adults 25-54

M-S, 6am-Midnight POP(00): 1188		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WVLC-AM	WVLC-AM
2 WAXU-AF	WVLC-FM	WVLC-FM
3 WLAP-AM	WKQQ-FM	WLAP-AM
4 WVLC-FM	WLAP-AM	WLAP-FM
5 WLAP-FM	WAXU-FM	WTKC-AM

M-F, 6-10am		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WVLC-AM	WVLC-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WAXU-AF	WVLC-FM	WTKC-AM
4 WVLC-FM	WKQQ-FM	WVLC-FM
5 WLAP-FM	WVLC-AM	WLAP-FM

M-F, 3-7pm		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WVLC-FM	WVLC-AM
2 WAXU-AF	WVLC-AM	WLAP-FM
3 WLAP-FM	WKQQ-FM	WVLC-FM
4 WKQQ-FM	WLAP-AM	WTKC-AM
5 WLAP-AM	WAXU-FM	WKQQ-FM

### Cume Persons Trends/Rankings

Total 12+ M-S, 6am-Midnight POP(00): 2527					
O/N '78	A/M '79	O/N '79			
1 WVLC-AM	1085	WVLC-AM	1013	WVLC-AM	1019
2 WLAP-AM	981	WLAP-AM	954	WLAP-AM	800
3 WLAP-FM	862	WLAP-FM	670	WLAP-FM	761
4 WVLC-FM	738	WKQQ-FM	634	WKQQ-FM	664
5 WKQQ-FM	601	WVLC-FM	599	WVLC-FM	565

M-F, 6-10am		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WVLC-AM	WVLC-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WLAP-FM	WKQQ-FM	WLAP-FM
4 WKQQ-FM	WLAP-FM	WKQQ-FM
5 WVLC-FM	WVLC-FM	WVLC-FM

M-F, 3-7pm		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WVLC-AM	WKQQ-FM
2 WLAP-AM	WKQQ-FM	WVLC-AM
3 WLAP-FM	WLAP-AM	WLAP-FM
4 WKQQ-FM	WLAP-FM	WVLC-FM
5 WVLC-FM	WVLC-FM	WLAP-AM

### Teens

M-S, 6am-Midnight POP(00): 288		
O/N '78	A/M '79	O/N '79
1 WLAP-FM	WLAP-FM	WLAP-FM
2 WLAP-AM	WLAP-AM	WKQQ-FM
3 WKQQ-FM	WKQQ-FM	WVLC-AM

M-F, 6-10am		
O/N '78	A/M '79	O/N '79
1 WLAP-FM	WLAP-FM	WLAP-FM
2 WLAP-AM	WLAP-AM	WKQQ-FM
3 WKQQ-FM	WVLC-AM	WVLC-AM

M-F, 3-7pm		
O/N '78	A/M '79	O/N '79
1 WLAP-FM	WLAP-FM	WLAP-FM
2 WKQQ-FM	WKQQ-FM	WKQQ-FM
3 WLAP-AM	WLAP-AM	WLAP-AM

### Adults 18-34

M-S, 6am-Midnight POP(00): 1090		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WKQQ-FM	WVLC-AM
2 WLAP-FM	WLAP-AM	WKQQ-FM
3 WLAP-AM	WVLC-AM	WLAP-FM
4 WKQQ-FM	WLAP-FM	WLAP-AM
5 WVLC-FM	WBLG-AM	WVLC-FM

M-F, 6-10am		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WKQQ-FM	WLAP-FM
2 WLAP-AM	WVLC-AM	WVLC-AM
3 WKQQ-FM	WLAP-AM	WLAP-AM
4 WLAP-FM	WBLG-AM	WKQQ-FM
5 WBLG-AM	WLAP-FM	WTKC-AM

M-F, 3-7pm		
O/N '78	A/M '79	O/N '79
1 WKQQ-FM	WKQQ-FM	WKQQ-FM
2 WVLC-AM	WVLC-AM	WLAP-FM
3 WLAP-AM	WLAP-AM	WVLC-AM
4 WLAP-FM	WLAP-FM	WLAP-AM
5 WBLG-AM	WBLG-AM	WVLC-FM

### Adults 25-54

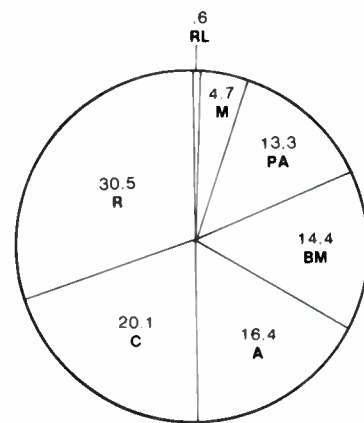
M-S, 6am-Midnight POP(00): 1188		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WVLC-AM	WVLC-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WLAP-FM	WVLC-FM	WLAP-FM
4 WVLC-FM	WBLG-AM	WTKC-AM
5 WKQQ-FM	WLAP-FM	WVLC-FM

M-F, 6-10am		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WVLC-AM	WVLC-AM
2 WLAP-AM	WLAP-AM	WLAP-AM
3 WLAP-FM	WVLC-FM	WLAP-FM
4 WVLC-FM	WBLG-AM	WTKC-AM
5 WAXU-AF	WBLG-AM	WVLC-FM

M-F, 3-7pm		
O/N '78	A/M '79	O/N '79
1 WVLC-AM	WVLC-AM	WVLC-AM
2 WLAP-AM	WLAP-AM	WTKC-AM
3 WLAP-FM	WVLC-FM	WKQQ-FM
4 WVLC-FM	WAXU-FM	WVLC-FM
5 WAXU-AF	WKQQ-FM	WLAP-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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## O/N '79 Market Overview

There's a really "big" story in the O/N '79 L.A. book — a **KBIG** story, that is. **Bonneville's** Beautiful Music station gained a full share point in a market where that is the share for several stations. Among other leaders, **KABC** had its usual fall doldrums book, and **Metromedia's** AOR leader **KMET** slipped after three successive increases.

The **KBIG** effort included a multimedia campaign which emphasized TV commercials, with busboards and newspaper ads to supplement. The overall ad budget was increased compared to previous books. The format has been tightened up and live announcers are used. **KBIG's** audience grew especially in the 35-64 demos, where the station recorded a 25% share increase to dominate the market. Approximately 10% of all persons in that demo tune in during the week to **KBIG** (in a given quarter-hour), and in L.A., double-digit shares are hard to find.

**KABC** usually suffers a letdown in the O/N surveys because the station is without **Dodgers** baseball. There does not appear to be an exception this fall, as the station's 18-34 share was cut in half and the 25-54 share dropped by a third. **KABC** was number one among persons 35-64 but has slipped in that demo also to fall behind **KBIG**.

**KMET** had been on the rise for the last several books, but the momentum was halted in the O/N '79 report. **KMET's** share of the target 18-34 audience dropped 18%, but the station still has a comfortable lead over **KRTH**, number two in the young adult demo. **KMET's** outside ad campaign revolves around an enormous number of billboards with the station's calls and exact dial position. During the fall sweep the station commemorated "Rocktober," featuring a special event every day — concerts and interviews, but not a lot of giveaways.

**Metromedia's** AM station, **Country KLAC**, has reason to be pleased with the O/N '79 results. The station moved up into fifth place overall in the market, perhaps tied to the fact that **Lakers** basketball is broadcast over **KLAC**. The 25-54 share for **KLAC** has increased 50%, and an additional 200,000 adults are listening to the station during an average week. The outside media campaign for **KLAC** concentrated on billboards tied in with some sports-related newspaper ads. On-air, **KLAC** was running a new jingle package which stresses that **KLAC** has been **Country** for 10 years now. If the **Lakers** continue to do well the station may be able to ride the wave into the J/F '80 and spring Extended Measurement sweeps which will be taking place in L.A. The **KLAC** challenge is to recycle the sports fans into other dayparts.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 75113

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79					
1 KABC-AM	6.6	KABC-AM	6.8	KABC-AM	9.0	KABC-AM	8.0	KBIG-FM (M)	6.1
2 KBIG-FM	6.0	KBIG-FM	6.3	KMET-FM	5.9	KMET-FM	6.4	KABC-AM (M)	6.0
3 KJOI-FM	5.3	KJOI-FM	5.8	KBIG-FM	5.6	KBIG-FM	5.1	KMET-FM (A)	5.9
4 KMET-FM	5.0	KMET-FM	4.8	KNX -AM	4.3	KJOI-FM	4.9	KJOI-FM (M)	4.9
5 KNX -AM	4.3	KFWB-AM	4.8	KJOI-FM	4.0	KFWB-AM	4.2	KLAC-AM (C)	4.3
6 KFWB-AM	4.2	KNX -AM	4.6	KFWB-AM	3.8	KMPCC-AM	3.8	KFWB-AM (M)	4.1
7 KLAC-AM	4.0	KUTE-FM	3.6	KMPCC-AM	3.7	KRTH-FM	3.8	KNX -AM (M)	4.0
8 KOST-FM	3.4	KRTH-FM	3.5	KRLA-AM	3.5	KNX -AM	3.4	KRTH-FM (M)	3.9
9 KNX -FM	3.2	KLOS-FM	2.9	KRTH-FM	3.3	KOST-FM	3.2	KRLA-AM (M)	3.7
10 KMPCC-AM	3.1	KOST-FM	2.8	KUTE-FM	3.1	KRLA-AM	3.2	KFI -AM (M)	3.3
11 KRTH-FM	3.0	KLAC-AM	2.8	KALI-AM	2.9	KFI -AM	2.9	KMPCC-AM (A)	2.9
12 KHJ -AM	2.7	KDAY-AM	2.7	KLAC-AM	2.8	KLAC-AM	2.9	KIIS-FM (M)	2.8
13 KFI -AM	2.6	KMPCC-AM	2.6	KLOS-FM	2.6	KIIS-FM	2.8	KOST-FM (M)	2.8
14 KUTE-FM	2.6	KIIS-FM	2.6	KDAY-AM	2.5	KNX -FM	2.8	KNX -FM (A)	2.7
15 KRLA-AM	2.6	KFI -AM	2.5	KTNQ-AM	2.4	KLOS-FM	2.6	KUTE-FM (M)	2.6
16 KDAY-AM	2.6	KHJ -AM	2.3	KOST-FM	2.4	KDAY-AM	2.5	KHJ -AM (M)	2.4
17 KLOS-FM	2.4	KTNQ-AM	2.3	KIIS-FM	2.2	KUTE-FM	2.4	KDAY-AM (M)	2.4
18 KTNQ-AM	2.1	KNX -FM	2.2	KNX -FM	2.2	KALI-AM	2.3	KLOS-FM (A)	2.2
19 KIIS-FM	2.1	KRLA-AM	2.2	KHJ -AM	2.2	KTNQ-AM	2.1	KHTZ-FM (M)	2.2
20 KZLA-FM	2.0	KLVE-FM	2.0	KFI -AM	2.1	KIQQ-FM	1.9	KZLA-FM (A)	1.9
21 KALI-AM	1.9	KIQQ-FM	1.8	KIQQ-FM	1.8	KHJ -AM	1.8	KTNQ-AM (M)	1.6
22 KIQQ-FM	1.8	KWKW-AM	1.8	KKGO-FM	1.7	KHTZ-FM	1.6	KLVE-FM (M)	1.5
23 KLVE-FM	1.7	KZLA-FM	1.8	KZLA-FM	1.6	KKGO-FM	1.5	KALI-AM (M)	1.5
24 KPAC-FM	1.6	KPAC-FM	1.5	KLVE-FM	1.5	KZLA-FM	1.5	KIQQ-FM (M)	1.5
25 KWKW-AM	1.4	KKGO-FM	1.5	KWKW-AM	1.3	KWKW-AM	1.4	KKGO-FM (A)	1.4
26 KWST-FM	1.3	KWST-FM	1.4	KWST-FM	1.3	KNOB-FM	1.1	KPAC-FM (M)	1.2
27 KHTZ-FM	1.3	KALI-AM	1.4	XTRA-AM	1.2	KJLH-FM	1.1	KGJF-AM (M)	1.2
28 XTRA-AM	1.1	KNOB-FM	1.3	KROO-FM	1.2	KWST-FM	1.0	KWKW-AM (M)	1.2
29 KROO-FM	1.1	KJLH-FM	1.1	KPAC-FM	1.1	KLVE-FM	1.0	KWST-FM (A)	1.1
30 KROO-FM	1.1	KROO-FM	1.0	KJLH-FM	1.0	KPAC-FM	0.9	XTRA-AM (M)	1.0
31 KIIS-AM	1.0	KIIS-AM	1.0	KNOB-FM	1.0	KROO-FM	0.9	KGRB-AM (M)	0.9
32 KNOB-FM	0.9	KGJF-AM	0.8	KGRB-AM	0.9	KEZY-AM	0.9	KJLH-FM (M)	0.8
33 KGER-AM	0.8	KGRB-AM	0.7	KPAC-AM	0.9	KGJF-AM	0.9	KEZY-AM (A)	0.8
34 KJLH-FM	0.8	KZLA-AM	0.7	KHTZ-FM	0.9	KGRB-AM	0.9	KIIS-AM (A)	0.8
35 KPAC-AM	0.7	XTRA-AM	0.7	KIIS-AM	0.8	KZLA-AM	0.8	KZLA-AM (M)	0.8
36 KEZY-AM	0.7	KPAC-AM	0.6	KIEV-AM	0.6	KIEV-FM	0.6	KNOB-FM (M)	0.7
37 KZLA-AM	0.7	KEZY-AM	0.6	KZLA-AM	0.7	KROO-FM	0.6	KWIZ-AM (A)	0.6
38 KGJF-AM	0.6	KACE-FM	0.5	KGJF-AM	0.6	KIIS-AM	0.6	KIEV-AM (M)	0.6
39 KIEV-AM	0.6	KWIZ-AM	0.5	KEZY-AM	0.6	KPAC-AM	0.6	KIEV-AM (C)	0.6
40 KWIZ-AM	0.6	KWIZ-AM	0.5	KWIZ-AM	0.5	KACE-FM	0.6	KPAC-AM (C)	0.6
41 KGRB-AM	0.5	XEHT-AM	0.4	KACE-FM	0.5	XTRA-AM	0.5	KEZY-AM (A)	0.4
42 KACE-FM	0.4	KHGTZ-FM	0.4	KEZY-FM	0.3	KIEV-AM	0.5	KGER-AM (M)	0.4
43 KBRT-AM	0.4	KIEV-AM	0.4	KGER-AM	0.3	KEZY-FM	0.5	KBRT-AM (M)	0.4
44 KEZY-FM	0.3	KEZY-FM	0.3	KWIZ-AM	0.3	KWIZ-AM	0.4	KWIZ-FM (A)	0.3
45 KWIZ-AM	0.3			KGER-AM	0.3	KWIZ-AM	0.4	KWIZ-FM (M)	0.3
46				KGIL-AM	0.3	KGIL-AM	0.3	KGIL-AM (A)	0.3

On the News front, **KFWB** had a stable book overall but **KNX-AM** was on the rise. **KFWB** and **KNX** are now virtually tied among adults 25-54, each with a share in the mid-three range.

In Top 40, both **KFI** and **KRLA** had up books, while **KRTH** had a steady showing in this report. Even though **KRTH's** overall numbers were stable, the station's share among 18-34 adults increased to solidify its place as second in this demo. **KRLA** and **KFI** also increased their shares of the young adult audience. All three of the stations used multimedia approaches to outside advertising, with **KRTH** using TV while the others preferred newspaper ads. An item to keep an eye on is the morning drive numbers for **KRTH** — the station went live just before the O/N book with the team of **London & Engleman**. Future books should give a clue as to whether this gambit worked for **KRTH**.

Other leading stations which deserve mention include **Beautiful Music KJOI**, which had a flat book, still strong in the older demos; and **P/A KMPC**, which lost shares after the California Angels season ended, which was before the sweep

(Note: **KGIL-AM-FM** are totally simulcast during the daytime schedule for **KGIL-AM**.)

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 75113

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79					
1 KABC-AM	780	KABC-AM	834	KABC-AM	1130	KABC-AM	993	KBIG-FM	749
2 KBIG-FM	710	KBIG-FM	762	KMET-FM	739	KMET-FM	791	KABC-AM	736
3 KJOI-FM	627	KJOI-FM	706	KBIG-FM	700	KBIG-FM	627	KMET-FM	719
4 KMET-FM	587	KMET-FM	585	KNX -AM	536	KJOI-FM	609	KJOI-FM	614
5 KNX -AM	514	KFWB-AM	579	KJOI-FM	505	KFWB-AM	515	KLAC-AM	525
6 KFWB-AM	495	KNX -AM	560	KFWB-AM	472	KMPCC-AM	476	KFWB-AM	505
7 KLAC-AM	470	KUTE-FM	440	KMPCC-AM	463	KRTH-FM	474	KNX -AM	493
8 KOST-FM	399	KRTH-FM	432	KRLA-AM	437	KNX -AM	420	KRTH-FM	472
9 KNX -FM	374	KLOS-FM	348	KRTH-FM	420	KOST-FM	395	KRLA-AM	459
10 KMPCC-AM	366	KOST-FM	342	KUTE-FM	395	KRLA-AM	394	KFI -AM	409

M-F, 6-10am

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KABC-AM	KABC-AM	KABC-AM	KABC-AM	KABC-AM
2 KFWB-AM	KNX -AM	KNX -AM	KFWB-AM	KFWB-AM
3 KNX -AM	KFWB-AM	KFWB-AM	KNX -AM	KNX -AM
4 KBIG-FM	KBIG-FM	KFI -AM	KFI -AM	KLAC-AM
5 KFI -AM	KJOI-FM	KMET-FM	KMET-FM	KFI -AM
6 KLAC-AM	KFI -AM	KBIG-FM	KBIG-FM	KBIG-FM
7 KMET-FM	KMPCC-AM	KMPCC-AM	KJOI-FM	KMET-FM
8 KMPCC-AM	KLAC-AM	KJOI-FM	KMPCC-AM	KMET-FM
9 KJOI-FM	KRTH-FM	KLAC-AM	KLAC-AM	KJOI-FM
10 KNX -FM	KMET-FM	KALI-AM	KRTH-FM	KRTH-FM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KBIG-FM	KBIG-FM	KABC-AM	KABC-AM	KMET-FM
2 KJOI-FM	KJOI-FM	KMET-FM	KMET-FM	KBIG-FM
3 KABC-AM	KMET-FM	KBIG-FM	KBIG-FM	KJOI-FM
4 KMET-FM	KABC-AM	KJOI-FM	KJOI-FM	KJOI-FM
5 KNX -AM	KUTE-FM	KMPCC-AM	KRTH-FM	KRTH-FM
6 KNX -FM	KNX -AM	KRTH-FM	KMPCC-AM	KNX -AM
7 KRTH-FM	KRTH-FM	KNX -AM	KRLA-AM	KABC-AM
8 KFWB-AM	KFWB-AM	KUTE-FM	KFWB-AM	KRLA-AM
9 KLAC-AM	KDAY-AM	KLAC-AM	KNX -FM	KFWB-AM
10 KOST-FM	KLOS-FM	KRLA-AM	KLAC-AM	KIIS-FM

Teens

M-S, 6am-Midnight  
POP(00): 8880

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KTNQ-AM	KUTE-FM	KTNQ-AM	KHJ -AM
3 KHJ -AM	KDAY-AM	KTNQ-AM	KDAY-AM	KHTZ-FM

M-F, 6-10am

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KMET-FM	KTNQ-AM	KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KMET-FM	KTNQ-AM	KDAY-AM	KHJ -AM
3 KDAY-AM	KLOS-FM	KUTE-FM	KTNQ-AM	KHTZ-FM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KTNQ-AM	KTNQ-AM	KTNQ-AM	KTNQ-AM	KIIS-FM
3 KHJ -AM	KDAY-AM	KDAY-AM	KHJ -AM	KDAY-AM

Adults 18-34

M-S, 6am-Midnight  
POP(00): 27865

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KNX -FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3 KRTH-FM	KUTE-FM	KRLA-AM	KLOS-FM	KRLA-AM
4 KLOS-FM	KLOS-FM	KLOS-FM	KNX -FM	KNX -FM
5 KUTE-FM	KIIS-FM	KUTE-FM	KRLA-AM	KIIS-FM
6 KZLA-FM	KRX -FM	KNX -FM	KIIS-FM	KIIS-FM
7 KRLA-AM	KZLA-FM	KALI-AM	KUTE-FM	KLOS-FM
8 KBIG-FM	KRLA-AM	KIIS-FM	KABC-AM	KFI -AM
9 KHJ -AM	KIQQ-FM	KZLA-FM	KIQQ-FM	KDAY-AM
10 KIQQ-FM	KDAY-AM	KHJ -AM	KZLA-FM	KZLA-AM

M-F, 6-10am

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KMET-FM	KMET-FM	KMET-FM	KMET-FM	KMET-FM
2 KNX -FM	KRTH-FM	KRTH-FM	KRTH-FM	KRTH-FM
3 KRTH-FM	KUTE-FM	KUTE-FM	KNX -FM	KNX -FM
4 KUTE-FM	KRLA-AM	KRLA-AM	KIIS-FM	KIIS-FM
5 KLOS-FM	KLOS-FM	KLOS-FM	KIIS-FM	KRLA-AM
6 KBIG-FM	KNX -FM	KNX -FM	KABC-AM	KUTE-FM
7 KRLA-AM	KDAY-AM	KHJ -AM	KUTE-FM	KFI -AM
8 KZLA-FM	KIQQ-FM	KZLA-FM	KLOS-FM	KZLA-FM
9 KHJ -AM	KRLA-AM	KABC-AM	KIQQ-FM	KLOS-FM
10 KIQQ-FM	KZLA-FM	KIIS-FM	KDAY-AM	KHTZ-FM

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R&R RATINGS REPORT/1979

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 37136

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KBIG-FM	KBIG-FM	KABC-AM	KABC-AM	KRIG-FM
2 KJOI-FM	KABC-AM	KBIG-FM	KBIG-FM	KJOI-FM
3 KABC-AM	KJOI-FM	KMPC-AM	KJOI-FM	KLAC-AM
4 KLAC-AM	KNX -AM	KRLA-AM	KOST-FM	KABC-AM
5 KNX -AM	KLAC-AM	KFWB-AM	KMPC-AM	KRLA-AM
6 KNX -FM	KMPC-AM	KRTH-FM	KRTH-FM	KRTH-FM
7 KMPC-AM	KRTH-FM	KJOI-FM	KFWB-AM	KFI -AM
8 KOST-FM	KOST-FM	KLAC-AM	KRLA-AM	KMPC-AM
9 KRTH-FM	KFWB-AM	KALI-AM	KLAC-AM	KNX -FM
10 KFWB-AM	KNX -FM	KNX -AM	KNX -FM	KFWB-AM

M-F, 6-10am

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KABC-AM	KNX -AM	KABC-AM	KABC-AM	KABC-AM
2 KNX -AM	KABC-AM	KFI -AM	KFI -AM	KFI -AM
3 KFI -AM	KFI -AM	KFWB-AM	KFWB-AM	KLAC-AM
4 KBIG-FM	KBIG-FM	KBIG-FM	KBIG-FM	KFWB-AM
5 KFWB-AM	KMPC-AM	KNX -AM	KMPC-AM	KMPC-AM
6 KLAC-AM	KFWB-AM	KMPC-AM	KLAC-AM	KBIG-FM
7 KMPC-AM	KLAC-AM	KLAC-AM	KNX -AM	KNX -AM
8 KJOI-FM	KJOI-FM	KALI-AM	KOST-FM	KJOI-FM
9 KNX -FM	KRTH-FM	KRLA-AM	KJOI-FM	KRLA-AM
10 KRTH-FM	KNX -FM	KMET-FM	KRTH-FM	KRTH-FM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KBIG-FM	KBIG-FM	KABC-AM	KABC-AM	KBIG-FM
2 KNX -FM	KJOI-FM	KBIG-FM	KBIG-FM	KBIG-FM
3 KJOI-FM	KABC-AM	KMPC-AM	KOST-FM	KJOI-FM
4 KNX -AM	KNX -AM	KLAC-AM	KMPC-AM	KRLA-AM
5 KRTH-FM	KLAC-AM	KFWB-AM	KRTH-FM	KRTH-FM
6 KABC-AM	KUTE-FM	KRLA-AM	KJOI-FM	KNX -FM
7 KLAC-AM	KRTH-FM	KJOI-FM	KLAC-AM	KABC-AM
8 KOST-FM	KFWB-AM	KRTH-FM	KRLA-AM	KFI -AM
9 KMPC-AM	KMPC-AM	KNX -FM	KNX -FM	KNX -AM
10 KFWB-AM	KNX -FM	KMET-FM	KFWB-AM	KFWB-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight  
POP(00): 75113

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79					
1 KFWB-AM	11670	KNX -AM	12358	KABC-AM	13708	KABC-AM	13767	KFWB-AM	12055
2 KNX -AM	11430	KFWB-AM	11831	KFWB-AM	11492	KFWB-AM	11365	KNX -AM	11357
3 KABC-AM	9900	KBIG-FM	9519	KNX -AM	10559	KMPC-AM	9395	KMET-FM	9988
4 KHJ -AM	9496	KABC-AM	9361	KMPC-AM	8851	KNX -AM	9270	KABC-AM	9104
5 KBIG-FM	9081	KJOI-FM	8788	KMET-FM	8622	KMET-FM	8957	KBIG-FM	8599
6 KMET-FM	8275	KRTH-FM	8563	KBIG-FM	8599	KBIG-FM	8600	KFI -AM	8118
7 KFI -AM	8217	KHJ -AM	8120	KRTH-FM	8163	KRTH-FM	8418	KHJ -AM	8094
8 KJOI-FM	7879	KMET-FM	7998	KJOI-FM	7646	KFI -AM	8113	KLAC-AM	8050
9 KMPC-AM	7346	KLOS-FM	7267	KTNQ-AM	6947	KIIS-FM	7745	KRTH-FM	7744
10 KLOS-FM	7276	KFI -AM	7155	KHJ -AM	6658	KJOI-FM	7344	KRLA-AM	7593

M-F, 6-10am

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KFWB-AM	KFWB-AM	KABC-AM	KFWB-AM	KFWB-AM
2 KNX -AM	KNX -AM	KABC-AM	KABC-AM	KNX -AM
3 KABC-AM	KABC-AM	KNX -AM	KNX -AM	KABC-AM
4 KFI -AM	KFI -AM	KMET-FM	KFI -AM	KFI -AM
5 KMET-FM	KRTH-FM	KFI -AM	KRTH-FM	KMET-FM
6 KHJ -AM	KBIG-FM	KBIG-FM	KMET-FM	KLAC-AM
7 KBIG-FM	KJOI-FM	KRTH-FM	KBIG-FM	KBIG-FM
8 KLAC-AM	KHJ -AM	KMPC-AM	KMPC-AM	KHJ -AM
9 KTNQ-AM	KMET-FM	KTNQ-AM	KJOI-FM	KRLA-AM
10 KJOI-FM	KMPC-AM	KJOI-FM	KRLA-AM	KMPC-AM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KNX -AM	KNX -AM	KABC-AM	KABC-AM	KMET-FM
2 KFWB-AM	KFWB-AM	KMET-FM	KMET-FM	KNX -AM
3 KABC-AM	KBIG-FM	KFWB-AM	KFWB-AM	KFWB-AM
4 KBIG-FM	KMET-FM	KBIG-FM	KMPC-AM	KBIG-FM
5 KHJ -AM	KABC-AM	KNX -AM	KRTH-FM	KRLA-AM
6 KMET-FM	KRTH-FM	KRTH-FM	KNX -AM	KRTH-FM
7 KJOI-FM	KHJ -AM	KJOI-FM	KBIG-FM	KLAC-AM
8 KRTH-FM	KUTE-FM	KMPC-AM	KRLA-AM	KABC-AM
9 KTNQ-AM	KJOI-FM	KTNQ-AM	KIIS-FM	KJOI-FM
10 KLAC-AM	KLOS-FM	KHJ -AM	KJOI-FM	KFI -AM

Teens

M-S, 6am-Midnight  
POP(00): 8880

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KTNQ-AM	KTNQ-AM	KTNQ-AM	KTNQ-AM	KMET-FM
2 KHJ -AM	KHJ -AM	KMET-FM	KMET-FM	KHJ -AM
3 KMET-FM	KMET-FM	KUTE-FM	KHJ -AM	KIIS-FM

M-F, 6-10am

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KTNQ-AM	KTNQ-AM	KMET-FM	KMET-FM	KMET-FM
2 KHJ -AM	KHJ -AM	KTNQ-AM	KTNQ-AM	KHJ -AM
3 KMET-FM	KMET-FM	KHJ -AM	KHJ -AM	KRTZ-FM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KTNQ-AM	KTNQ-AM	KMET-FM	KMET-FM	KMET-FM
2 KHJ -AM	KMET-FM	KTNQ-AM	KTNQ-AM	KHJ -AM
3 KMET-FM	KHJ -AM	KHJ -AM	KHJ -AM	KIIS-FM

Adults 18-34

M-S, 6am-Midnight  
POP(00): 27865

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KMET-FM	KRTH-FM	KMET-FM	KMET-FM	KMET-FM
2 KLOS-FM	KLOS-FM	KRTH-FM	KRTH-FM	KRTH-FM
3 KHJ -AM	KMET-FM	KLOS-FM	KLOS-FM	KLOS-FM
4 KRTH-FM	KUTE-FM	KRLA-AM	KRLA-AM	KRLA-AM
5 KRLA-AM	KHJ -AM	KRJ -AM	KIIS-FM	KIIS-FM
6 KNX -FM	KIIS-FM	KNX -FM	KNX -FM	KUTE-FM
7 KFI -AM	KRLA-AM	KIIS-FM	KHJ -AM	KRJ -AM
8 KTNQ-AM	KNX -FM	KIQQ-FM	KFI -AM	KNX -FM
9 KIIS-FM	KFI -AM	KUTE-FM	KABC-AM	KFI -AM
10 KUTE-FM	KZLA-FM	KTNQ-AM	KUTE-FM	KZLA-FM

M-F, 6-10am

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KMET-FM	KRTH-FM	KMET-FM	KMET-FM	KMET-FM
2 KLOS-FM	KMET-FM	KRTH-FM	KRTH-FM	KRTH-FM
3 KHJ -AM	KFI -AM	KFI -AM	KFI -AM	KFI -AM
4 KNX -FM	KUTE-FM	KRJ -AM	KRLA-AM	KNX -FM
5 KFI -AM	KLOS-FM	KNX -FM	KLOS-FM	KRLA-AM
6 KRTH-FM	KNX -FM	KRLA-AM	KIIS-FM	KLOS-FM
7 KRLA-AM	KRLA-AM	KLOS-FM	KNX -FM	KUTE-FM
8 KFWB-AM	KHJ -AM	KIQQ-FM	KRJ -AM	KIIS-FM
9 KTNQ-AM	KIIS-FM	KFWB-AM	KFWB-AM	KRJ -AM
10 KNX -AM	KFWB-AM	KZLA-FM	KIQQ-FM	KZLA-FM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KNX -FM	KRTH-FM	KMET-FM	KMET-FM	KMET-FM
2 KMET-FM	KMET-FM	KRTH-FM	KRTH-FM	KRTH-FM
3 KLOS-FM	KUTE-FM	KLOS-FM	KLOS-FM	KRRLA-AM
4 KRTH-FM	KLOS-FM	KHJ -AM	KIIS-FM	KUTE-FM
5 KHJ -AM	KIIS-FM	KRLA-AM	KNX -FM	KNX -FM
6 KRLA-AM	KNX -FM	KUTE-FM	KLOS-FM	KLOS-FM
7 KUTE-FM	KHJ -AM	KNX -FM	KABC-AM	KIIS-FM
8 KFI -AM	KRLA-AM	KIIS-FM	KUTE-FM	KFI -AM
9 KTNQ-AM	KZLA-FM	KZLA-FM	KHJ -AM	KZLA-FM
10 KIQQ-FM	KWST-FM	KIQQ-FM	KMPC-AM	KHJ -AM

Adults 25-54

M-S, 6am-Midnight  
POP(00): 37136

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KNX -AM	KNX -AM	KABC-AM	KABC-AM	KFWB-AM
2 KFWB-AM	KFWB-AM	KFWB-AM	KMPC-AM	KNX -AM
3 KBIG-FM	KBIG-FM	KMPC-AM	KMPC-AM	KLAC-AM
4 KABC-AM	KJOI-FM	KBIG-FM	KBIG-FM	KRLA-AM
5 KMPC-AM	KABC-AM	KNX -AM	KNX -AM	KBIG-FM
6 KFI -AM	KRTH-FM	KRTH-FM	KFI -AM	KABC-AM
7 KJOI-FM	KFI -AM	KRLA-AM	KRTH-FM	KMPC-AM
8 KLAC-AM	KMPC-AM	KJOI-FM	KRLA-AM	KFI -AM
9 KRLA-AM	KLAC-AM	KFI -AM	KLAC-AM	KRTH-FM
10 KHJ -AM	KUTE-FM	KLAC-AM	KOST-FM	KJOI-FM

M-F, 6-10am

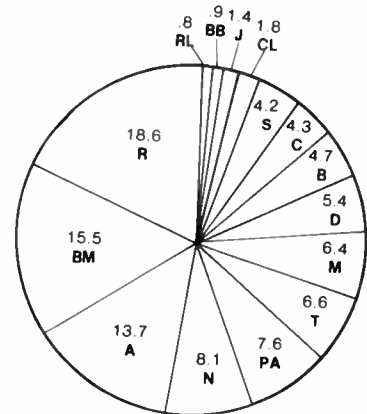
O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KNX -AM	KNX -AM	KABC-AM	KFWB-AM	KFWB-AM
2 KFWB-AM	KFWB-AM	KFWB-AM	KABC-AM	KNX -AM
3 KABC-AM	KABC-AM	KNX -AM	KFI -AM	KFI -AM
4 KFI -AM	KFI -AM	KFI -AM	KNX -AM	KLAC-AM
5 KLAC-AM	KMPC-AM	KMPC-AM	KBIG-FM	KABC-AM
6 KMPC-AM	KRTH-FM	KBIG-FM	KRTH-FM	KBIG-FM
7 KBIG-FM	KBIG-FM	KRLA-AM	KMPC-AM	KRLA-AM
8 KNX -FM	KJOI-FM	KRTH-FM	KRLA-AM	KMPC-AM
9 KRLA-AM	KLAC-AM	KLAC-AM	KLAC-AM	KNX -FM
10 KRTH-FM	KHJ -AM	KNX -FM	KJOI-FM	KJOI-FM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KNX -AM	KNX -AM	KABC-AM	KABC-AM	KNX -AM
2 KABC-AM	KFWB-AM	KFWB-AM	KMPC-AM	KLAC-AM
3 KBIG-FM	KBIG-FM	KBIG-FM	KFWB-AM	KRLA-AM
4 KFWB-AM	KABC-AM	KMPC-AM	KNX -AM	KFWB-AM
5 KLAC-AM	KJOI-FM	KNX -AM	KBIG-FM	KBIG-FM
6 KMPC-AM	KRTH-FM	KRTH-FM	KRTH-FM	KABC-AM
7 KNX -FM	KUTE-FM	KRLA-AM	KLAC-AM	KFI -AM
8 KRTH-FM	KLAC-AM	KRTH-FM	KRTH-FM	KJOI-FM
9 KJOI-FM	KMPC-AM	KJOI-FM	KJOI-FM	KRTH-FM
10 KRLA-AM	KHJ -AM	KNX -FM	KOST-FM	KNX -FM

Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# BACK WHERE WE BELONG!

- #1 AM Contemporary music station in Los Angeles.\*
- 67% increase in listenership over the past six months.\*
  - Greatest growth in KHJ history.\*\*
- Return to Radio and Records parallel one.

**93 KHJ**



**RKO RADIO FOR LOS ANGELES**

\*ARB O/N 79, J/F 80 Total Persons 12+ metro share, M-S, 6A-12M.  
\*\*Based on ARB-supplied information; details available on request.

# Little Rock-North Little Rock

METRO RANK

93

## O/N '79 Market Overview

An exciting new station in Little Rock debuted by becoming the top 12+ station in the market. **KLAZ-AM** became **KOKY** after the A/M '79 book, dropped its former Dancemusic format, and now plays a mixture of progressive jazz and pop/rhythms. Little advertising was done to alert the market to the new look for **KOKY**, yet the station earned a 16.3 share in the first O/N survey in Little Rock. **KOKY** scored a 26% share of teens, and more than a 19% share of adults 18-34.

Country **KSSN** had a good book, moving its 12+ share up several notches. **KSSN** became the top 25-54 station in this report, as its numbers increased by one-third to over 20%. Advertising for the station was limited exclusively to billboards, with an overall ad total that was much less than spent in the spring. Another big Country station in the market, **KLRA**, had a stable book in the fall. **KLRA**'s 12+ share inched up, but the station's 25-54 share decreased just slightly.

There was a turnaround on the Beautiful Music scene. **KEZQ** passed **KARN** to become the new leader within this format. **KEZQ** added to its 25-54 numbers, while the estimates for **KARN** in this demo were dropping by one-third. Now, **KEZQ** has a 25-54 share of almost 14%, compared to approximately 6% for **KARN**.

The Top 40 stations in Little Rock suffered declines in this report. **KLAZ-FM**, **KAAY**, and **KKYK** all lost 12+ share, and numbers among the 18-34 audiences declined too. **KLAZ** is the top 18-34 station in the market, with just over 20% of the young adults — just a beat ahead of **KOKY**. **KAAY** and **KKYK** both lost several shares off their 18-34 estimates.

**AOR KLPQ** appears to have had a flat book. However, the station recorded some mighty gains among teens, while at the same time seeing its 18-34 share cut in half. No doubt the impact of the new **KOKY** affected the other young adult-oriented stations. The next report may tell us more about **KOKY**'s staying power.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 3110

	A/M '78	A/M '79	O/N '79			
1	KLAZ-FM	17.7	KLAZ-FM	15.5	KOKY-AM	16.1
2	KAAY-AM	13.5	KSSN-FM	11.2	KSSN-FM	14.4
3	KKYK-FM	11.9	KLRA-AM	10.7	KLAZ-FM	13.0
4	KLRA-AM	10.8	KLAZ-AM	10.0	KLRA-AM	10.8
5	KOKY-AM	10.0	KARN-AM	9.3	KEZQ-FM	9.0
6	KARN-AM	8.8	KAAY-AM	9.0	KAAY-AM	6.8
7	KEZQ-FM	8.6	KKYK-FM	8.6	KLPQ-FM	6.8
8	KLAZ-AM	4.0	KEZQ-FM	7.9	KARN-AM	6.4
9	KXLR-AM	3.8	KLPQ-FM	6.9	KKYK-FM	4.6
10	KGMR-FM	3.1	KXLR-AM	2.1	KXLR-AM	3.4
11	KXXA-FM	2.2	KI TA-AM	1.2	KSOH-AM	1.5
12	KDXE-AM	1.5	KSOH-AM	0.7	KDXE-AM	1.2
13	KSOH-AM	1.3	KBBA-AM	0.5	KBBA-AM	1.0
14	KCKO-AM	0.9	KGMR-AM	0.5	KI TA-AM	1.0
15	KGMR-AM	0.9			KAKI-FM	0.7
16	KBBA-AM	0.4				

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 3110

	A/M '78	A/M '79	O/N '79			
1	KLAZ-FM	80	KLAZ-FM	65	KOKY-AM	66
2	KAAY-AM	61	KSSN-FM	47	KSSN-FM	59
3	KKYK-FM	54	KLRA-AM	45	KLAZ-FM	53
4	KLRA-AM	49	KLAZ-AM	42	KLRA-AM	44
5	KOKY-AM	45	KARN-AM	39	KEZQ-FM	37

	A/M '78	A/M '79	O/N '79
1	KLRA-AM		KLRA-AM
2	KAAY-AM	KLRA-AM	KLRA-AM
3	KLAZ-FM	KLAZ-FM	KLAZ-FM
4	KARN-AM	KAAY-AM	KOKY-AM
5	KKYK-FM	KSSN-FM	KARN-AM

M-F, 3-7pm	KLAZ-FM	KLAZ-FM	KOKY-AM
1	KLAZ-FM	KLAZ-FM	KSSN-FM
2	KAAY-AM	KAAY-AM	KLAZ-FM
3	KKYK-FM	KLAZ-AM	KEZQ-FM
4	KOKY-AM	KSSN-FM	KLPQ-FM
5	KEZQ-FM	KKYK-FM	

Teens	M-S, 6am-Midnight	POP(00): 398	
A/M '78	A/M '79	O/N '79	
1	KLAZ-FM	KLAZ-AM	KLPQ-FM
2	KKYK-FM	KLAZ-FM	KOKY-AM
3	KOKY-AM	KKYK-FM	KLAZ-FM

M-F, 6-10am	KLAZ-FM	KLAZ-FM	KOKY-AM
1	KLAZ-FM	KLAZ-AM	KLPQ-FM
2	KAAY-AM	KLAZ-AM	KLAZ-FM
3	KKYK-FM	KKYK-FM	

M-F, 3-7pm	KLAZ-AM	KLAZ-FM	KOKY-AM
1	KLAZ-FM	KLAZ-AM	KLPQ-FM
2	KKYK-FM	KLAZ-FM	KLAZ-FM
3	KOKY-AM	KAAY-AM	

Adults 18-34	M-S, 6am-Midnight	POP(00): 1186	
A/M '78	A/M '79	O/N '79	
1	KLAZ-FM	KLAZ-FM	KLAZ-FM
2	KAAY-AM	KKYK-FM	KSSN-FM
3	KKYK-FM	KLPQ-FM	KOKY-AM
4	KOKY-AM	KAAY-AM	KAAY-AM
5	KLAZ-AM	KSSN-FM	KKYK-FM

M-F, 6-10am	KLAZ-FM	KLAZ-FM	KSSN-FM
1	KAAY-AM	KLAZ-FM	KLAZ-FM
2	KLAZ-FM	KAAY-AM	KLAZ-FM
3	KKYK-FM	KKYK-FM	KAAY-AM
4	KOKY-AM	KSSN-FM	KOKY-AM
5	KARN-AM	KLPQ-FM	KKYK-FM

M-F, 3-7pm	KAAY-AM	KLAZ-FM	KOKY-AM
1	KLAZ-FM	KAAY-AM	KLAZ-FM
2	KAAY-AM	KLAZ-FM	KSSN-FM
3	KKYK-FM	KKYK-FM	KSSN-FM
4	KOKY-AM	KLAZ-AM	KAAY-AM
5	KEZQ-FM	KLPQ-FM	KLPQ-FM

Adults 25-54	M-S, 6am-Midnight	POP(00): 1503	
A/M '78	A/M '79	O/N '79	
1	KAAY-AM	KLAZ-FM	KSSN-FM
2	KLAZ-FM	KSSN-FM	KOKY-AM
3	KLRA-AM	KEZO-FM	KEZO-FM
4	KEZQ-FM	KLRA-AM	KLAZ-FM
5	KKYK-FM	KARN-AM	KLRA-AM

M-F, 6-10am	KLAZ-FM	KLAZ-FM	KSSN-FM
1	KLRA-AM	KLAZ-FM	KLRA-AM
2	KAAY-AM	KLRA-AM	KLRA-AM
3	KARN-AM	KARN-AM	KLAZ-FM
4	KLAZ-FM	KSSN-FM	KEZQ-FM
5	KKYK-FM	KKYK-FM	KOKY-AM

M-F, 3-7pm	KLAZ-FM	KLAZ-FM	KSSN-FM
1	KLAZ-FM	KLAZ-FM	KEZQ-FM
2	KAAY-AM	KAAY-AM	KLAZ-FM
3	KEZQ-FM	KEZQ-FM	KLAZ-FM
4	KKYK-FM	KSSN-FM	KOKY-AM
5	KLRA-AM	KARN-AM	KAAY-AM

Teens	M-S, 6am-Midnight	POP(00): 398	
A/M '78	A/M '79	O/N '79	
1	KLAZ-FM	KLAZ-FM	KLAZ-FM
2	KKYK-FM	KKYK-FM	KLPQ-FM
3	KAAY-AM	KAAY-AM	KKYK-FM

M-F, 6-10am	KLAZ-FM	KLAZ-FM	KLAZ-FM
1	KLAZ-FM	KLAZ-FM	KLAZ-FM
2	KAAY-AM	KKYK-FM	KOKY-AM
3	KKYK-FM	KLAZ-AM	KLPQ-FM

M-F, 3-7pm	KLAZ-FM	KLAZ-FM	KLAZ-FM
1	KLAZ-FM	KLAZ-FM	KLAZ-FM
2	KAAY-AM	KAAY-AM	KOKY-AM
3	KKYK-FM	KKYK-FM	KSSN-FM
4	KLAZ-FM	KLPQ-FM	KKYK-FM
5	KOKY-AM	KLAZ-AM	KOKY-AM

M-F, 6-10am	KLAZ-FM	KLAZ-FM	KLAZ-FM
1	KAAY-AM	KLAZ-FM	KSSN-FM
2	KLAZ-FM	KAAY-AM	KLRA-AM
3	KKYK-FM	KKYK-FM	KAAY-AM
4	KOKY-AM	KLAZ-AM	KKYK-FM
5	KLAZ-AM	KLPQ-FM	KOKY-AM

M-F, 3-7pm	KLAZ-FM	KLAZ-FM	KLAZ-FM
1	KAAY-AM	KKYK-FM	KLAZ-FM
2	KLAZ-FM	KAAY-AM	KAAY-AM
3	KKYK-FM	KLAZ-FM	KSSN-FM
4	KOKY-AM	KLPQ-FM	KOKY-AM
5	KLAZ-AM	KLAZ-AM	KKYK-FM

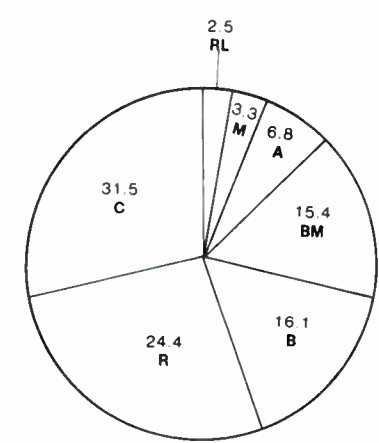
Adults 25-54	M-S, 6am-Midnight	POP(00): 1503	
A/M '78	A/M '79	O/N '79	
1	KAAY-AM	KLAZ-FM	KSSN-FM
2	KLRA-AM	KAAY-AM	KLAZ-FM
3	KKYK-FM	KKYK-FM	KAAY-AM
4	KARN-AM	KLRA-AM	KLRA-AM
5	KLAZ-FM	KARN-AM	KARN-AM

M-F, 6-10am	KLAZ-FM	KLAZ-FM	KSSN-FM
1	KLRA-AM	KLAZ-FM	KSSN-FM
2	KAAY-AM	KLRA-AM	KLRA-AM
3	KARN-AM	KAAY-AM	KLAZ-FM
4	KKYK-FM	KARN-AM	KARN-AM
5	KLAZ-FM	KKYK-FM	KAAY-AM

M-F, 3-7pm	KAAY-AM	KLAZ-FM	KSSN-FM
1	KAAY-AM	KLAZ-FM	KSSN-FM
2	KLRA-AM	KLAZ-FM	KLAZ-FM
3	KKYK-FM	KKYK-FM	KEZQ-FM
4	KLAZ-FM	KLRA-AM	KAAY-AM
5	KARN-AM	KEZO-FM	KOKY-AM

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



## '79 Market Overview

The A/M '79 standings have been thrown into a jumbled hat as a result of several programming and promotional moves which bore fruit. The Schulke and of WVEZ helped the station to more than double its 12+ share and become the new market leader. Meanwhile, some call letter and programming changes have put WKJJ-FM on the map, moving the station into third place among the overall market.

WVEZ made a bold move — air personnel who do live announcing for this Beautiful Music station were switched around; the shifts were juggled. Also, an outside media campaign involving TV and newspaper ads was utilized. On-air, more business news was added to the information flow. All these moves must have paid off because WVEZ also nearly doubled its 25-54 share in addition to a 12+ improvement. WVEZ is the new 25-54 leader with more than a 13% share, surpassing WHAS. WHAS had a flat book overall — 18-34 and 25-54 shares down slightly, but the 35-64 picture is a little brighter. This P/A station still ranks second in the market.

The youth-oriented comer in this Louisville report is WKJJ-AM-FM. During the summer the stations changed calls and formats and became WKJJ. Every 30-minute hour the stations went commercial-free, but a key may be lateral replay. Lateral replay is a technique whereby the FM mirrors the AM — the same song is played about seven minutes later on the FM. Consultant E. Alvin Davis came up with the concept and it appears to have paid off. The FM station has almost a 13% share of the 18-34 market, and the AM station has almost 7% of the same demo.

Stations which suffered losses in this book include P/A WAVE, which lost almost six 12+ shares, mostly in the older demos; AOR WLRS, which lost more than three shares overall but remains the top 3-34 station; and rockers WQHI and WAKY, which may have lost audience to WKJJ. Both WQHI and country WINN were cited by Arbitron for running 1-air survey announcements.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 7265

O/N '78	A/M '79	O/N '79
WLRS-FM	14.0	14.1
WQHI-FM	11.3	13.7
WHAS-AM	11.1	10.8
WAKY-AM	9.6	8.5
WINN-AM	8.8	8.2
WAVE-AM	8.5	7.0
WLOU-AM	8.5	6.6
WAMZ-FM	6.0	6.2
WVEZ-FM	5.8	5.6
WKLO-AM	5.5	5.0
WCSN-FM	4.2	3.5
WTHT-AM	1.7	2.1
WNUU-FM	1.4	1.9
WFIA-AM	1.3	1.4
WFIA-FM	0.9	1.2
WXVW-AM	0.5	0.6
WBS-AM		0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 7265

O/N '78	A/M '79	O/N '79
1 WLRS-FM	137	143
2 WQHI-FM	110	139
3 WHAS-AM	108	109
4 WAKY-AM	94	86
5 WINN-AM	86	83

### M-F, 6-10am

1 WHAS-AM	WAVE-AM	WHAS-AM
2 WAKY-AM	WHAS-AM	WAVE-AM
3 WAVE-AM	WAKY-AM	WVEZ-FM
4 WLRS-FM	WLRS-FM	WAKY-AM
5 WINN-AM	WKLO-AM	WINN-AM

### M-F, 3-7pm

1 WQHI-FM	WLRS-FM	WVEZ-FM
2 WLRS-FM	WAVE-AM	WKJJ-FM
3 WHAS-AM	WHAS-AM	WLRS-FM
4 WLOU-AM	WQHI-FM	WHAS-AM
5 WAVE-AM	WAKY-AM	WAVE-AM

### Teens

M-S, 6am-Midnight  
POP(00): 977

O/N '78	A/M '79	O/N '79
1 WLRS-FM	WLRS-FM	WKJJ-FM
2 WQHI-FM	WQHI-FM	WLRS-FM
3 WAKY-AM	WAKY-AM	WKJJ-AM

### M-F, 6-10am

1 WLRS-FM	WLRS-FM	WKJJ-FM
2 WAKY-AM	WAVE-AM	WLRS-FM
3 WQHI-FM	WQHI-FM	WAKY-AM

### M-F, 3-7pm

1 WQHI-FM	WLRS-FM	WKJJ-FM
2 WLRS-FM	WQHI-FM	WLRS-FM
3 WLOU-AM	WLOU-AM	WKJJ-AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 2648

O/N '78	A/M '79	O/N '79
1 WLRS-FM	WLRS-FM	WLRS-FM
2 WQHI-FM	WQHI-FM	WKJJ-FM
3 WAKY-AM	WAKY-AM	WHAS-AM
4 WLOU-AM	WHAS-AM	WQHI-FM
5 WHAS-AM	WKLO-AM	WAMZ-FM

### M-F, 6-10am

1 WLRS-FM	WAKY-AM	WLRS-FM
2 WAKY-AM	WLRS-FM	WKJJ-FM
3 WQHI-FM	WHAS-AM	WHAS-AM
4 WHAS-AM	WKLO-AM	WAKY-AM
5 WINN-AM	WQHI-FM	WKJJ-AM

### M-F, 3-7pm

1 WLRS-FM	WLRS-FM	WLRS-FM
2 WQHI-FM	WQHI-FM	WKJJ-FM
3 WLOU-AM	WAKY-AM	WHAS-AM
4 WHAS-AM	WHAS-AM	WKJJ-AM
5 WAKY-AM	WLOU-AM	WAKY-AM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 3497

O/N '78	A/M '79	O/N '79
1 WHAS-AM	WHAS-AM	WVEZ-FM
2 WINN-AM	WAVE-AM	WHAS-AM
3 WAKY-AM	WLRS-FM	WINN-AM
4 WQHI-FM	WAKY-AM	WAMZ-FM
5 WAMZ-FM	WAMZ-FM	WAKY-AM

### M-F, 6-10am

1 WHAS-AM	WHAS-AM	WHAS-AM
2 WAKY-AM	WAVE-AM	WAKY-AM
3 WINN-AM	WAKY-AM	WAVE-AM
4 WAVE-AM	WINN-AM	WINN-AM
5 WAMZ-FM	WKLO-AM	WVEZ-FM

### M-F, 3-7pm

1 WHAS-AM	WHAS-AM	WINN-AM
2 WINN-AM	WAVE-AM	WHAS-AM
3 WQHI-FM	WLRS-FM	WVEZ-FM
4 WAMZ-FM	WVEZ-FM	WAVE-AM
5 WAVE-AM	WAKY-AM	WAMZ-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 7265

O/N '78	A/M '79	O/N '79
1 WAKY-AM	2199	2102
2 WHAS-AM	2057	2062
3 WAVE-AM	1715	1946
4 WQHI-FM	1661	1626
5 WLRS-FM	1442	1567

### M-F, 6-10am

1 WAKY-AM	WAVE-AM	WHAS-AM
2 WHAS-AM	WHAS-AM	WAVE-AM
3 WAVE-AM	WAKY-AM	WAKY-AM
4 WLRS-FM	WLRS-FM	WKJJ-FM
5 WQHI-FM	WKLO-AM	WLRS-FM

### M-F, 3-7pm

1 WQHI-FM	WAVE-AM	WLRS-FM
2 WAKY-AM	WLRS-FM	WKJJ-FM
3 WLRS-FM	WHAS-AM	WHAS-AM
4 WHAS-AM	WQHI-FM	WAVE-AM
5 WAVE-AM	WAKY-AM	WINN-AM

### Teens

M-S, 6am-Midnight  
POP(00): 977

O/N '78	A/M '79	O/N '79
1 WAKY-AM	WLRS-FM	WKJJ-FM
2 WQHI-FM	WAKY-AM	WLRS-FM
3 WLRS-FM	WQHI-FM	WKJJ-AM

### M-F, 6-10am

1 WLRS-FM	WLRS-FM	WKJJ-FM
2 WAKY-AM	WAKY-AM	WLRS-FM
3 WQHI-FM	WQHI-FM	WAKY-AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 2648

O/N '78	A/M '79	O/N '79
1 WAKY-AM	WAKY-AM	WLRS-FM
2 WQHI-FM	WQHI-FM	WKJJ-FM
3 WLRS-FM	WLRS-FM	WAKY-AM
4 WKLO-AM	WKLO-AM	WHAS-AM
5 WHAS-AM	WHAS-AM	WKJJ-AM

### M-F, 6-10am

1 WAKY-AM	WAKY-AM	WLRS-FM
2 WLRS-FM	WLRS-FM	WKJJ-FM
3 WQHI-FM	WKLO-AM	WAKY-AM
4 WHAS-AM	WHAS-AM	WHAS-AM
5 WKLO-AM	WQHI-FM	WKJJ-AM

### M-F, 3-7pm

1 WQHI-FM	WLRS-FM	WLRS-FM
2 WLRS-FM	WQHI-FM	WKJJ-FM
3 WAKY-AM	WAKY-AM	WKJJ-AM
4 WKLO-AM	WHAS-AM	WHAS-AM
5 WHAS-AM	WKLO-AM	WAKY-AM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 3497

O/N '78	A/M '79	O/N '79
1 WHAS-AM	WHAS-AM	WHAS-AM
2 WAKY-AM	WAVE-AM	WINN-AM
3 WAVE-AM	WAVE-AM	WAKY-AM
4 WINN-AM	WKLO-AM	WAVE-AM
5 WQHI-FM	WQHI-FM	WVEZ-FM

### M-F, 6-10am

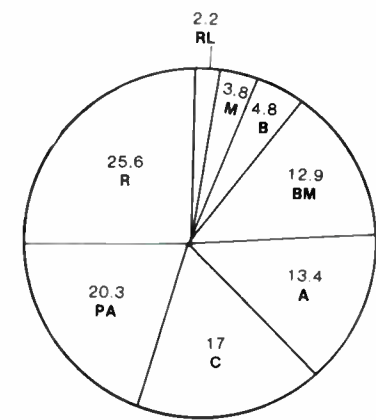
1 WHAS-AM	WHAS-AM	WHAS-AM
2 WAKY-AM	WAKY-AM	WAKY-AM
3 WINN-AM	WAVE-AM	WAVE-AM
4 WAVE-AM	WKLO-AM	WINN-AM
5 WKLO-AM	WINN-AM	WVEZ-FM

### M-F, 3-7pm

1 WHAS-AM	WHAS-AM	WHAS-AM
2 WAKY-AM	WAVE-AM	WINN-AM
3 WINN-AM	WAKY-AM	WAVE-AM
4 WAVE-AM	WQHI-FM	WVEZ-FM
5 WQHI-FM	WAMZ-FM	WAMZ-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

# Memphis

METRO RANK

40

## O/N '79 Market Overview

The big story in this Memphis book is the tumble of Country **WMC**, from first in the market to fourth overall. The new number one station in the market is Beautiful Music **WEZI**, followed by **WMC-FM**, a Top 40 Station, and **WHRK**, a Black station which made substantial gains in this report.

**WEZI** is not only the new number one station 12+, but the station is also the new leader among adults 25-54. Surging past **WMC**, **WEZI** now has a share of more than 15% of the 25-54 market. **WEZI**'s strength extends into the older demos, as demonstrated by its share of approximately 22% of the 35-64 audience.

Moving up from third to second in the overall standings, **WMC-FM** had a stable book. The station was able to record slight gains among adults 18-34 and 25-54, even though its teen share slipped somewhat.

**WHRK** made quite a jump in the overall rankings in this survey, moving from eighth to third in the 12+ standings. The station had changed from automated to live programming just at the beginning of the A/M '79 sweep, so this is the first book for which **WHRK** really had time to properly prepare. The station used the same amount of advertising in the fall as it had for the spring effort, with a TV schedule and some billboards. The main reason for the increase in numbers could well have been that the community had more chance to get to know the air staff and get a feel for the station's live sound. **WHRK** increased its share of 18-34 adults 40% and is now number three in this demo. The station also scored well with teens, and ranks third in that age group.

As mentioned previously, **WMC** took the big drop in this book while a Country competitor, **WMPS**, scored much better than in past surveys. **WMC**'s adult men share dropped by more than 50%, while the station's adult female audience dropped significantly also. The losses were most evident in the 25-54 demo, where the **WMC** share was virtually cut in half. Meanwhile, **WMPS** was on the upswing. In the A/M '79 report, **WMC** had a 25-54 share five times larger than **WMPS** — but in the fall results **WMPS** more than doubled its share and now trails **WMC** by one and a half shares. The A/M '80 survey will feature an interesting Country battle.

**AOR WZXR** remained strong in its niche. The station gained a share point in the 12+ standings, is tied for the lead among teens, and is second 18-34 to **WMC-FM**. Advertising for **WZXR** consisted of TV, busboards, and some newspaper, all coordinated within a budget the same size as that spent for the spring sweep. On-air promotions consisted of such items as playing the top 103 albums of the 70's, a battle of the bands, and the celebration of the station's second birthday.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 7305

	O/N '78	A/M '79	O/N '79
1 WMC -AM	11.8	WMC -AM	14.2
2 WEZI-FM	11.8	WEZI-FM	10.6
3 WHBQ-AM	10.7	WMC -FM	10.3
4 WDIA-AM	8.0	WLOK-AM	8.7
5 WZXR-FM	7.7	WHBQ-AM	7.8
6 WMC -FM	6.9	WDIA-AM	7.6
7 WLOK-AM	6.9	WZXR-FM	7.6
8 WREC-AM	6.8	WHRK-FM	7.4
9 WHRK-FM	6.2	WQUD-FM	5.7
10 WQUD-FM	5.3	WMPS-AM	3.9
11 WMPS-AM	3.7	KWAM-AM	3.8
12 KWAM-AM	2.8	WREC-AM	4.1
13 WFEF-AM	2.8	WFEF-AM	3.4
14 WLVS-FM	2.3	WLVS-FM	2.2
15 KSUD-AM	1.6	KWAM-FM	2.0
16 KWAM-FM	1.5	KBBL-AM	0.5
17 WMOH-AM	0.9	WMOH-AM	0.4
18		KSUD-AM	0.4

Other stations of note include Black properties **WDIA** and **WLOK**. **WDIA** had a slight overall improvement — down among 18-34 adults but up among teens; while **WLOK** took a tumble, losing more than 50% of its 25-54 audience in this book.

P/A stations **WQUD** and **WREC** both edged upwards. **WQUD** spent more on advertising in this survey, with 60% of the money going into TV and the balance into busboards. **WQUD**'s numbers were helped by a boost among teen listeners, while **WREC** skewed older in this book and enhanced its 25-54 standing at the expense of some younger listeners.

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 7305

	O/N '78	A/M '79	O/N '79
1 WMC -AM	109	WMC -AM	151
2 WEZI-FM	109	WEZI-FM	112
3 WHBQ-AM	99	WMC -FM	109
4 WDIA-AM	74	WLOK-AM	92
5 WZXR-FM	71	WHBQ-AM	83

M-F, 6-10am

1 WHBQ-AM	WMC -AM	WMC -FM
2 WMC -AM	WHBQ-AM	WDIA-AM
3 WEZI-FM	WFZI-FM	WMC -AM
4 WREC-AM	WDIA-AM	WHBQ-AM
5 WDIA-AM	WMC -FM	WEZI-FM

M-F, 3-7pm

1 WEZI-FM	WMC -AM	WHRK-FM
2 WHBQ-AM	WMC -FM	WEZI-FM
3 WMC -AM	WLOK-AM	WMC -FM
4 WLOK-AM	WEZI-FM	WMC -AM
5 WZXR-FM	WZXR-FM	WZXR-FM

Teens

M-S, 6am-Midnight

POP(00): 1044

	O/N '78	A/M '79	O/N '79
1 WHBQ-AM	WMC -FM	WMC -FM	
2 WLOK-AM	WHBQ-AM	WZXR-FM	
3 WMC -FM	WLOK-AM	WHRK-FM	

M-F, 6-10am

1 WHBQ-AM	WMC -FM	WMC -FM
2 WMC -FM	WHBQ-AM	WZXR-FM
3 WLOK-AM	WLOK-AM	WDIA-AM

M-F, 3-7pm

1 WLOK-AM	WMC -FM	WHRK-FM
2 WHBQ-AM	WLOK-AM	WMC -FM
3 WMC -FM	WHBQ-AM	WLOK-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2764

	O/N '78	A/M '79	O/N '79
1 WZXR-FM	WZXR-FM	WMC -FM	
2 WHBQ-AM	WMC -FM	WZXR-FM	
3 WMC -FM	WMC -AM	WHRK-FM	
4 WHRK-FM	WHBQ-AM	WQUD-FM	
5 WQUD-FM	WHRK-FM	WHBQ-AM	

M-F, 6-10am

1 WHBQ-AM	WHBQ-AM	WMC -FM
2 WZXR-FM	WMC -AM	WHBQ-AM
3 WDIA-AM	WZXR-FM	WQUD-FM
4 WMC -FM	WMC -FM	WZXR-FM
5 WQUD-FM	WQUD-FM	WHRK-FM

M-F, 3-7pm

1 WHBQ-AM	WZXR-FM	WHRK-FM
2 WZXR-FM	WMC -FM	WMC -FM
3 WMC -FM	WLOK-AM	WZXR-FM
4 WQUD-FM	WHRK-FM	WQUD-FM
5 WEZI-FM	WHBQ-AM	WHBQ-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3386

	O/N '78	A/M '79	O/N '79
1 WEZI-FM	WMC -AM	WEZI-FM	
2 WMC -AM	WEZI-FM	WMC -AM	
3 WHBQ-AM	WLOK-AM	WHBQ-AM	
4 WDIA-AM	WQUD-FM	WMPS-AM	
5 WREC-AM	WDIA-AM	WMC -FM	

M-F, 6-10am

1 WHBQ-AM	WMC -AM	WMC -AM
2 WEZI-FM	WHBQ-AM	WEZI-FM
3 WMC -AM	WEZI-FM	WHBQ-AM
4 WREC-AM	WDIA-AM	WMC -FM
5 WDIA-AM	WLOK-AM	WDIA-AM

M-F, 3-7pm

1 WEZI-FM	WMC -AM	WEZI-FM
2 WMC -AM	WEZI-FM	WHBQ-AM
3 WHBQ-AM	WQUD-FM	WMC -AM
4 WQUD-FM	WLOK-AM	WMPS-AM
5 WLOK-AM	WHRK-FM	WHRK-FM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 7305

	O/N '78	A/M '79	O/N '79
1 WHBQ-AM	2125	WHBQ-AM	1888
2 WMC -AM	1626	WMC -AM	1771
3 WEZI-FM	1524	WMC -FM	1684
4 WDIA-AM	1427	WDIA-AM	1655
5 WMC -FM	1338	WEZI-FM	1272

M-F, 6-10am	1 WHBQ-AM	WMC -AM	WMC -FM
	2 WMC -AM	WHBQ-AM	WDIA-AM
	3 WEZI-FM	WDIA-AM	WHBQ-AM
	4 WDIA-AM	WMC -FM	WMC -AM
	5 WREC-AM	WEZI-FM	WEZI-FM

M-F, 3-7pm

1 WHBQ-AM	WMC -AM	WMC -FM
2 WMC -AM	WHBQ-AM	WHRK-FM
3 WEZI-FM	WMC -FM	WHBQ-AM
4 WZXR-FM	WHRK-FM	WEZI-FM
5 WMC -FM	WDIA-AM	WMC -AM

Teens

M-S, 6am-Midnight

POP(00): 1044

	O/N '78	A/M '79	O/N '79
1 WHBQ-AM	WMC -FM	WMC -FM	
2 WMC -FM	WHBQ-AM	WDIA-AM	
3 WZXR-FM	WHRK-FM	WHRK-FM	

M-F, 6-10am

1 WHBQ-AM	WMC -FM	WMC -FM
2 WMC -FM	WHBQ-AM	WDIA-AM
3 WLOK-AM	WDIA-AM	WHBQ-AM

M-F, 3-7pm

1 WHBQ-AM	WMC -FM	WMC -FM
2 WZXR-FM	WHBQ-AM	WDIA-AM
3 WLOK-AM	WHRK-FM	WZXR-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 2764

	O/N '78	A/M '79	O/N '79
1 WHBQ-AM	WHBQ-AM	WMC -FM	
2 WMC -FM	WMC -FM	WHBQ-AM	
3 WZXR-FM	WQUD-FM	WZXR-FM	
4 WQUD-FM	WDIA-AM	WQUD-FM	
5 WDIA-AM	WHRK-FM	WHRK-FM	

M-F, 6-10am

1 WHBQ-AM	WHBQ-AM	WMC -FM
2 WZXR-FM	WMC -FM	WHBQ-AM
3 WDIA-AM	WQUD-FM	WQUD-FM
4 WMC -AM	WMC -AM	WZXR-FM
5 WMC -FM	WDIA-AM	WHRK-FM

M-F, 3-7pm

1 WHBQ-AM	WHBQ-AM	WMC -FM
2 WZXR-FM	WMC -FM	WHRK-FM
3 WMC -FM	WZXR-FM	WZXR-FM
4 WQUD-FM	WHRK-FM	WHBQ-AM
5 WHRK-FM	WQUD-FM	WQUD-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3386

	O/N '78	A/M '79	O/N '79
1 WHBQ-AM	WMC -AM	WEZI-FM	
2 WMC -AM	WHBQ-AM	WHBQ-AM	
3 WEZI-FM	WDIA-AM	WMC -FM	
4 WREC-AM	WEZI-FM	WDIA-AM	
5 WDIA-AM	WMC -FM	WMC -AM	

M-F, 6-10am

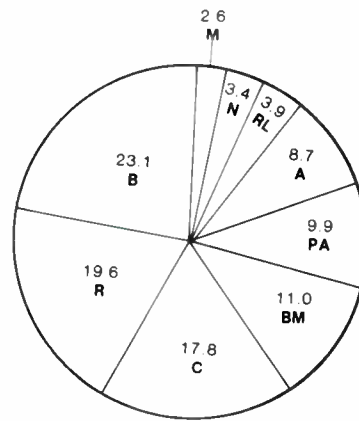
1 WHBQ-AM	WMC -AM	WDIA-AM
2 WMC -AM	WHBQ-AM	WEZI-FM
3 WEZI-FM	WDIA-AM	WMC -FM
4 WREC-AM	WEZI-FM	WMC -AM
5 WDIA-AM	WMC -FM	WHBQ-AM

M-F, 3-7pm

1 WHBQ-AM	WMC -AM	WEZI-FM
2 WMC -AM	WHBQ-AM	WMC -AM
3 WEZI-FM	WDIA-AM	WHBQ-AM
4 WQUD-FM	WHRK-FM	WHRK-FM
5 WREC-AM	WEZI-FM	WMC -FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

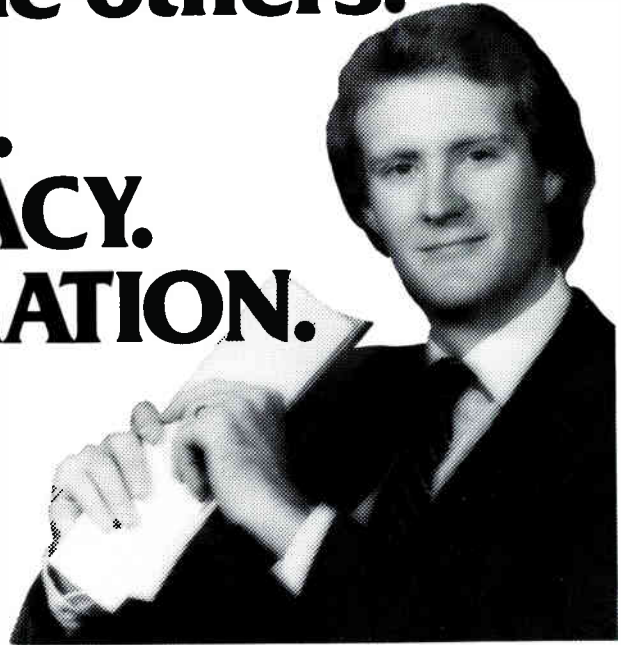


### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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## O/N '79 Market Overview

As in the A/M '79 survey, the leaders in Miami are Spanish language stations aiming for the large (34%) metro Hispanic population. However, while **WQBA** remains the top 12+ station, there is a new runner-up, **WRHC**. Both stations skew towards the older Cuban population, while the younger-skewing Spanish stations, like **WCMQ-AM-FM**, slid in this book.

**WQBA** increased its shares among adults 25-54 and 35-64, and is now the leader in both categories. **WQBA** has approximately 11% of the 25-54 share and a 35-64 share in the 17% range.

The comer among Spanish stations in this book is **WRHC**. The station increased its 25-54 from approximately 2 to 10%, just behind **WQBA**, and increased its 35-64 numbers 200%. Given the showing of these stations, it seems as though the diary return from Hispanics was skewed heavily in favor of the older demos. **WCMQ-AM-FM**, which had good 18-34 numbers in the spring book, took severe drops in the fall. **WCMQ-AM** saw its 18-34 share cut in half, while **WCMQ-FM** had its 18-34 share reduced by 75% in this book. Given these major shifts, it will be interesting to see if a different sample return in the A/M '80 survey might alter the results among the stations that appeal to the Hispanic population.

Top-ranked non-Hispanic station is **Black WEDR**. The station moved up several positions in the 12+ standings, based largely on a solid core of 18-34 adults. **WEDR** lost some of its teen audience, but improved its position with 18-34 adults to the extent that the station is number one in that demo with more than a 10% share.

Pop/Adult **WIOD** had another of its usually strong fall books. **WIOD** carries Dolphins football and uses this vehicle to dramatically improve its standing in

the market. Examples of this increased fall popularity include **WIOD's** rising from a 25-54 share of less than 1% in the A/M '79 results to approximately 6% in the fall.

Beautiful Music **WLYF** maintained its standing as the # 5 station 12+, but the station's share slipped. The 25-54 and 35-64 numbers for the station dropped mainly because of less listening by men in the 35+ demos.

Two AOR stations had tremendous increases in this book. **WINZ-FM** more than doubled its 12+ share and *did* double its share of the adults 18-34. **WINZ-FM** is now just behind **WEDR** in the young adult demos. The station used TV and billboards to advertise the station's message to the community. Under new PD **Kelth Isley**, the station underwent a major tightening of music and format structure. Like the **WINZ-FM** rise, the boost experienced by **WSHE** was meteoric. **WSHE** gained almost two shares 12+, and moved from being an also-ran among 18-34 stations into now standing in third place with more than a 7% share. A new air staff was brought into several key dayparts, and the station's sound leaned more heavily towards new wave music. Outside advertising consisted of newspaper ads and billboards.

On the Top 40 music scene the big story is the decline of **WHYI**. **WHYI** suffered declines of 40% among 18-34 adults and more than 33% among teen listeners. The station's overall cume was down 25%, but the average quarter hour persons total was down almost 45%. Advertising for **WHYI** was concentrated in TV with billboards also a factor, but the total ad outlay was less than in previous books. Music approach in the fall '79 survey was less disco and ethnic, aiming for a more adult appeal. There were two air personality changes made right before the start of the sweep, so this may have had an impact also. It will be worthy of note to see how **WHYI** adjusts for the A/M '80 survey.

We should note that several other stations saw results of interest — **WQBA-FM** saw its 18-34 appeal increased among the younger Hispanic community; Beautiful Music **WVCG** gained well among 35+ demos; and News station **WNWS** went up in this book as a result of much better numbers 55+ in the fall survey.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 12750

O/N '78	A/M '79	O/N '79	O/N '79
1 WQBA-AM	12.9	WQBA-AM	9.3
2 WHYI-FM	7.6	WCMQ-AM	9.3
3 WYOR-FM	6.3	WHYI-FM	7.3
4 WCMQ-AM	5.9	WCMQ-FM	6.7
5 WINZ-AM	5.3	WLYF-FM	5.5
6 WLYF-FM	4.5	WYOR-FM	5.2
7 WKAT-AM	4.3	WINZ-AM	5.1
8 WIOD-AM	4.2	WEDR-FM	4.8
9 WCMQ-FM	4.2	WRHC-AM	4.1
10 WEDR-FM	4.0	WKAT-AM	4.1
11 WOCN-AM	3.7	WSDO-FM	3.1
12 WRHC-AM	3.5	WNJX-FM	3.1
13 WHJX-FM	3.4	WVOK-AM	2.9
14 WVCC-AM	3.3	WVCC-AM	2.8
15 WOAM-AM	3.3	WAXY-FM	2.6
16 WTMJ-FM	2.7	WWL-FM	2.6
17 WVOK-AM	2.3	WCBS-AM	2.2
18 WSDO-FM	2.2	WQBA-FM	2.2
19 WINZ-FM	2.1	WAIA-FM	2.2
20 WAIA-FM	2.0	WOCN-AM	2.1
21 WCBS-AM	1.9	WIOD-AM	2.0
22 WWL-FM	1.9	WINZ-FM	2.0
23 WMBM-AM	1.7	WOAM-AM	1.8
24 WSHE-FM	1.4	WTMI-FM	1.7
25 WAXY-FM	1.3	WKOS-FM	1.6
26 WNWS-AM	1.2	WMBM-AM	1.0
27 WKOS-FM	0.9	WNWS-AM	1.0
28 WCKO-FM	0.7	WSHE-FM	0.7
29 WJOK-FM	0.4		
30			
31			

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12750

O/N '78	A/M '79	O/N '79	O/N '79
1 WQBA-AM	281	WQBA-AM	212
2 WHYI-FM	165	WCMQ-AM	211
3 WYOR-FM	138	WHYI-FM	167
4 WCMQ-AM	129	WCMQ-FM	152
5 WINZ-AM	116	WLYF-FM	126
6 WLYF-FM	99	WYOR-FM	118
7 WKAT-AM	93	WINZ-AM	115
8 WIOD-AM	91	WEDR-FM	110
9 WCMQ-FM	91	WRHC-AM	94
10 WEDR-FM	88	WKAT-AM	93

### M-F, 6-10am

1 WQBA-AM	WQBA-AM	WQBA-AM
2 WINZ-AM	WCMQ-AM	WRHC-AM
3 WHYI-FM	WINZ-AM	WVCC-AM
4 WYOR-FM	WHYI-FM	WIOD-AM
5 WOCN-AM	WLYF-FM	WINZ-AM
6 WCMQ-AM	WYOR-FM	WEDR-FM
7 WVCC-AM	WVCC-AM	WOCN-AM
8 WIOD-AM	WRHC-AM	WLYF-FM
9 WLYF-FM	WCMQ-FM	WHYI-FM
10 WKAT-AM	WKAT-AM	WINZ-FM

### M-F, 3-7pm

1 WHYI-FM	WHYI-FM	WQBA-AM
2 WQBA-AM	WCMQ-AM	WRHC-AM
3 WYOR-FM	WQBA-AM	WEDR-FM
4 WCMQ-AM	WCMQ-FM	WINZ-FM
5 WHJX-FM	WEDR-FM	WQBA-FM
6 WINZ-AM	WLYF-FM	WHYI-FM
7 WLYF-FM	WYOR-FM	WLYF-FM
8 WRHC-AM	WNJX-FM	WIOD-AM
9 WEDR-FM	WKAT-AM	WYOR-FM
10 WVCC-AM	WINZ-AM	WAIA-FM

### Teens

M-S, 6am-Midnight

POP(00): 1318

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WEDR-FM	WEDR-FM	WEDR-FM
3 WHJX-FM	WSDO-FM	WINZ-FM

M-F, 6-10am	M-F, 6-10am	M-F, 6-10am
1 WHYI-FM	WHYI-FM	WEDR-FM
2 WOAM-AM	WOAM-AM	WHYI-FM
3 WEDR-FM	WEDR-FM	WINZ-FM

M-F, 3-7pm	M-F, 3-7pm	M-F, 3-7pm
1 WHYI-FM	WHYI-FM	WEDR-FM
2 WHJX-FM	WEDR-FM	WHYI-FM
3 WEDR-FM	WNJX-FM	WQBA-FM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 3899

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WCMQ-FM	WEDR-FM
2 WEDR-FM	WHYI-FM	WINZ-FM
3 WHJX-FM	WEDR-FM	WSHE-FM
4 WQBA-AM	WCMQ-AM	WWL-FM
5 WOAM-AM	WNJX-FM	WHYI-FM
6 WCMQ-FM	WAXY-FM	WQBA-FM
7 WINZ-FM	WWL-FM	WAIA-FM
8 WCMQ-AM	WSDO-FM	WAXY-FM
9 WWL-FM	WINZ-FM	WCMQ-FM
10 WLYF-FM	WQBA-AM	WNJX-FM

### M-F, 6-10am

1 WQBA-AM	WHYI-FM	WEDR-FM
2 WHYI-FM	WCMQ-AM	WWL-FM
3 WOAM-AM	WEDR-FM	WHYI-FM
4 WHJX-FM	WAXY-FM	WINZ-FM
5 WWL-FM	WWL-FM	WOCN-AM
6 WYOR-FM	WCMQ-FM	WAXY-FM
7 WEDR-FM	WQBA-AM	WQBA-AM
8 WCMQ-AM	WQBA-FM	WSHE-FM
9 WINZ-FM	WOAM-AM	WAIA-FM
10 WCBS-AM	WINZ-FM	WQBA-FM

### M-F, 3-7pm

1 WHYI-FM	WCMQ-FM	WSHE-FM
2 WHJX-FM	WHYI-FM	WINZ-FM
3 WEDR-FM	WEDR-FM	WEDR-FM
4 WOAM-AM	WAXY-FM	WQBA-FM
5 WYOR-FM	WCMQ-AM	WAXY-FM
6 WCMQ-AM	WNJX-FM	WWL-FM
7 WSDO-FM	WWL-FM	WAIA-FM
8 WWL-FM	WSDO-FM	WCMQ-FM
9 WINZ-FM	WINZ-FM	WHYI-FM
10 WCMQ-FM	WOAM-AM	WNJX-FM

### Adults 25-54

M-S, 6am-Midnight

POP(00): 5653

O/N '78	A/M '79	O/N '79
1 WQBA-AM	WCMQ-AM	WQBA-AM
2 WCMQ-AM	WQBA-AM	WRHC-AM
3 WCMQ-FM	WCMQ-FM	WIOD-AM
4 WYOR-FM	WHYI-FM	WCMQ-FM
5 WLYF-FM	WLYF-FM	WHYI-FM
6 WHYI-FM	WEDR-FM	WEDR-FM
7 WTMJ-FM	WYOR-FM	WOCN-AM
8 WOCN-AM	WVOK-AM	WQBA-FM
9 WVCC-AM	WAXY-FM	WYOR-FM
10 WRHC-AM	WAIA-FM	WWL-FM

### M-F, 6-10am

1 WQBA-AM	WQBA-AM	WQBA-AM
2 WCMQ-AM	WCMQ-AM	WRHC-AM
3 WOCN-AM	WHYI-FM	WIOD-AM
4 WHYI-FM	WOCN-AM	WOCN-AM
5 WYOR-FM	WINZ-AM	WEDR-FM
6 WLYF-FM	WVCC-AM	WHYI-FM
7 WVCC-AM	WCMQ-FM	WWL-FM
8 WINZ-AM	WEDR-FM	WVCC-AM
9 WVOK-AM	WLYF-FM	WINZ-AM
10 WIOD-AM	WAXY-FM	WAXY-FM

### M-F, 3-7pm

1 WQBA-AM	WCMQ-AM	WQBA-AM
2 WCMQ-AM	WCMQ-FM	WRHC-AM
3 WYOR-FM	WQBA-AM	WQBA-FM
4 WCMQ-FM	WHYI-FM	WCMQ-FM
5 WHYI-FM	WLYF-FM	WAIA-FM
6 WTMJ-FM	WAXY-FM	WHYI-FM
7 WLYF-FM	WEDR-FM	WYOR-FM
8 WVCC-AM	WVCC-AM	WWL-FM
9 WAIA-FM	WYOR-FM	WLYF-FM
10 WVOK-AM	WVOK-AM	WEDR-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12750

O/N '78	A/M '79	O/N '79	O/N '79
1 WHYI-FM	2458	WHYI-FM	2526
2 WINZ-AM	1982	WINZ-AM	1708
3 WQBA-AM	1954	WQBA-AM	1660
4 WIOD-AM	1932	WLYF-FM	1474
5 WHJX-FM	1817	WYOR-FM	1309
6 WOAM-AM	1739	WSDO-FM	1303
7 WLYF-FM	1727	WHJX-FM	1249
8 WYOR-FM	1278	WCMQ-FM	1224
9 WCBS-AM	1212	WOAM-AM	1198
10 WVCC-AM	1143	WEDR-FM	1053

### M-F, 6-10am

1 WQBA-AM	WHYI-FM	WQBA-AM
2 WHYI-FM	WQBA-AM	WHYI-FM
3 WINZ-AM	WINZ-AM	WINZ-AM
4 WOAM-AM	WLYF-FM	WIOD-AM
5 WYOR-FM	WCMQ-AM	WVCC-AM
6 WIOD-AM	WCBS-AM	WINZ-FM
7 WVCC-AM	WOAM-AM	WEDR-FM
8 WCBS-AM	WYOR-FM	WLYF-FM
9 WHJX-FM	WEDR-FM	WOAM-AM
10 WLYF-FM	WVCC-AM	WWL-FM

### M-F, 3-7pm

1 WHYI-FM	WHYI-FM	WHYI-FM
2 WHJX-FM	WINZ-AM	WQBA-AM
3 WYOR-FM	WSDO-FM	WINZ-AM
4 WQBA-AM	WLYF-FM	WINZ-FM
5 WOAM-AM	WHYI-FM	WLYF-FM
6 WINZ-AM	WQBA-AM	WEDR-FM
7 WVCC-AM	WEDR-FM	WQBA-FM
8 WLYF-FM	WCMQ-FM	WVCC-AM
9 WEDR-FM	WYOR-FM	WIOD-AM
10 WVOK-AM	WCMQ-AM	WWL-FM

# RADIOACTIVE



**CAPTAIN & TENNILE**  
*Make Your Move* (NBLP 7188)  
 Produced by Daryl Dragon  
 Including the singles—  
 "Do That To Me One More Time"—NB 2247  
 "Love On A Shoestring"—NB 2243



**PARLIAMENT**  
*Gloryhallastoopid Or Pin The Tale On The Funky*  
 (NBLP 7195)  
 Produced by George Clinton for Thang Inc.  
 Including the single—  
 "The Big Bang Theory"—NB 2250



**TERI DeSARIO**  
*Moonlight Madness* (NBLP 7178)  
 Produced by H.W. Casey  
 Including the singles—  
 "Yes, I'm Ready"—NB 2277  
 "Heart Of Stone"—NB 2256



**KENNY NOLAN**  
*Night Miracles* (NBLP 7179)  
 Produced by Kenny Nolan and Juergen Koppers  
 Including the single—  
 "Us And Love"—NB 2234



**LIPPS, INC.**  
*Mouth To Mouth* (NBLP 7197)  
 Produced and written by Steven Greenberg  
 Including the single—  
 "Funkytown"—NB-2233

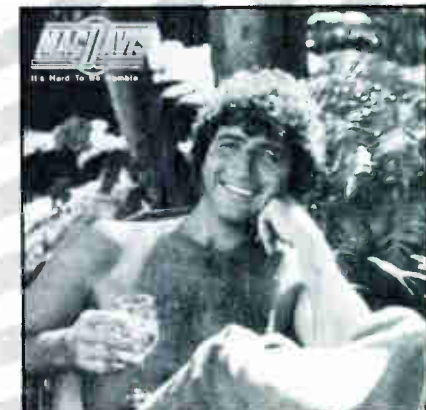


**SUZANNE FELLINI** (NBLP 7205)  
 Produced by Steve Burgh for Actual Music  
 Including the single—  
 "Love On The Phone"—NB 2242



**BUGS TOMORROW** (NBLP 7199)  
 Produced by Bugs, David Vaught, Morley Barthol  
 and Artie Ripp

## Casablanca Record and FilmWorks



**MAC DAVIS**  
*It's Hard To Be Humble* (NBLP 7207)  
 Produced by Larry Butler  
 Including the single—  
 "It's Hard To Be Humble"—NB 2244



**Miami**

Continued from Page 86

R&R RATINGS REPORT/1979

**Teens**

M-S, 6am-Midnight

POP(00): 1318

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WSDO-FM	WMJX-FM
3 WQAM-AM	WMJX-FM	WEDR-FM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WQAM-AM	WQAM-AM	WEDR-FM
3 WMJX-FM	WQBA-AM	WINZ-FM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WSDO-FM	WEDR-FM
3 WQAM-AM	WMJX-FM	WMJX-FM

**Adults 18-34**

M-S, 6am-Midnight

POP(00): 3889

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WAXY-FM	WINZ-FM
3 WQAM-AM	WMJX-FM	WWWL-FM
4 WINZ-FM	WWL-FM	WEDR-FM
5 WCBS-AM	WSDO-FM	WAXY-FM
6 WEDR-FM	WEDR-FM	WQBA-FM
7 WWL-FM	WCMO-FM	WMJX-FM
8 WAXY-FM	WQAM-AM	WAIA-FM
9 WIOD-AM	WAIA-FM	WIOD-AM
10 WQBA-AM	WINZ-FM	WCMO-FM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WINZ-FM
2 WMJX-FM	WAXY-FM	WWWL-FM
3 WQAM-AM	WMJX-FM	WAXY-FM
4 WWL-FM	WWL-FM	WEDR-FM
5 WINZ-FM	WEDR-FM	WHYI-FM
6 WEDR-FM	WAIA-FM	WQBA-FM
7 WSHE-FM	WCMO-FM	WSHE-FM
8 WAXY-FM	WSDO-FM	WMJX-FM
9 WAIA-FM	WQAM-AM	WAIA-FM
10 WQBS-AM	WINZ-FM	WQAM-AM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WQAM-AM	WAXY-FM	WEDR-FM
3 WMJX-FM	WWL-FM	WWL-FM
4 WCBS-AM	WEDR-FM	WINZ-FM
5 WINZ-FM	WQAM-AM	WAXY-FM
6 WQBA-AM	WSDO-FM	WMJX-FM
7 WEDR-FM	WCMO-AM	WSHE-FM
8 WSHE-FM	WMJX-FM	WAIA-FM
9 WWL-FM	WINZ-FM	WQBA-FM
10 WAXY-FM	WAIA-FM	WQAM-AM

**Adults 25-54**

M-S, 6am-Midnight

POP(00): 5652

O/N '78	A/M '79	O/N '79
1 WQBA-AM	WHYI-FM	WIOD-AM
2 WHYI-FM	WQBA-AM	WQBA-AM
3 WIOD-AM	WCNC-FM	WCNC-FM
4 WLYF-FM	WCMO-AM	WHYI-FM
5 WMJX-FM	WAXY-FM	WINZ-FM
6 WQAM-AM	WLYF-FM	WQBA-AM
7 WCBS-AM	WINZ-AM	WAIA-FM
8 WINZ-AM	WCNC-AM	WLYF-FM
9 WCMO-FM	WAIA-FM	WEDR-FM
10 WWOK-AM	WQAM-AM	WRHC-AM

**M-F, 6-10am**

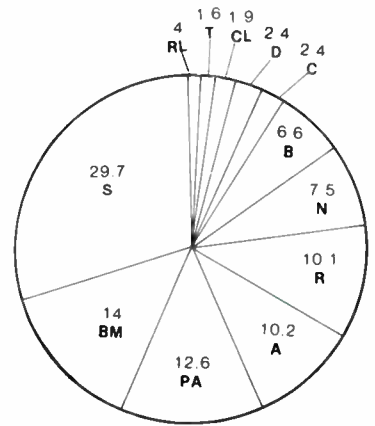
O/N '78	A/M '79	O/N '79
1 WQBA-AM	WQBA-AM	WQBA-AM
2 WINZ-AM	WHYI-FM	WIOD-AM
3 WCBS-AM	WCMO-AM	WINZ-AM
4 WQAM-AM	WINZ-AM	WHYI-FM
5 WHYI-FM	WCNC-AM	WRHC-AM
6 WCMO-AM	WCBS-AM	WEDR-FM
7 WYOR-FM	WAXY-FM	WWL-FM
8 WWOK-AM	WAIA-FM	WAXY-FM
9 WLYF-FM	WQAM-AM	WQAM-AM
10 WIOD-AM	WCMO-FM	WWOK-AM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WQBA-AM	WHYI-FM	WQBA-AM
2 WHYI-FM	WCMO-FM	WHYI-FM
3 WWOK-AM	WQAM-AM	WINZ-AM
4 WLYF-FM	WCMO-AM	WLYF-FM
5 WQAM-AM	WAXY-FM	WWL-FM
6 WYOR-FM	WAIA-FM	WEDR-FM
7 WCBS-AM	WINZ-AM	WQBA-FM
8 WCMO-FM	WSDO-FM	WCNC-FM
9 WVCB-AM	WLYF-FM	WIOD-AM
10 WINZ-AM	WMJX-FM	WWOK-AM

**Format Penetration Chart**

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk





# Miami-Ft. Lauderdale

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 20667

O/N '78	A/M '79	O/N '79
1 WHYI-FM	R 6.5	WHYI-FM (RM) 9.3
2 WQBA-AM	R 1.1	WLYF-FM (S) 6.7
3 WLYF-FM	R 7.8	WINZ-AM (R) 5.8
4 WINZ-AM	R 5.6	WQBA-AM (M) 5.2
5 WYOR-FM	R 5.4	WQMO-AM (PA) 5.0
6 WIOD-AM	R 4.6	WYOR-FM (S) 4.7
7 WCMQ-AM	R 3.7	WQAM-AM (PA) 4.4
8 WAXY-FM	R 3.4	WQMO-FM (RM) 3.9
9 WMJX-FM	R 3.0	WKAT-AM (A) 3.7
0 WKAT-AM	R 3.0	WAXY-FM (RM) 3.6
1 WVCC-AM	R 2.9	WEDR-FM (B) 3.4
2 WQAM-AM	R 2.7	WIOD-AM (M) 3.3
3 WKOS-FM	R 2.7	WRHC-AM (A) 3.3
4 WTMJ-FM	R 2.7	WWWL-FM (A) 3.3
5 WCMQ-FM	R 2.6	WKOS-FM (RM) 2.8
6 WEDR-FM	R 2.5	WVCC-AM (S) 2.6
7 WQAM-FM	R 2.5	WVCC-AM (S) 2.4
8 WWL-FM	R 2.5	WVCC-AM (S) 2.1
9 WOCN-AM	R 2.3	WQMO-AM (S) 2.1
0 WSHE-FM	R 2.3	WQBA-AM (S) 2.1
1 WFTL-AM	R 2.3	WVCC-AM (S) 1.9
2 WINZ-FM	R 2.2	WSHE-FM (A) 1.7
3 WRHC-AM	R 2.2	WTMI-FM (CL) 1.7
4 WQOK-AM	R 2.0	WQAM-AM (PA) 1.7
5 WSDO-FM	R 2.0	WQAM-AM (PA) 1.6
6 WQBA-AM	R 1.9	WFTL-AM (M) 1.5
7 WQBA-AM	R 1.7	WRHD-AM (M) 1.5
8 WQBA-AM	R 1.3	WQBA-AM (C) 1.4
9 WRHD-AM	R 1.1	WOCN-AM (S) 1.2
10 WMBM-AM	R 1.1	WEAT-FM (RM) 0.8
11 WCKO-FM	R 0.6	WQBA-AM (S) 0.8
12 WJOK-FM	R 0.2	WMBM-AM (R) 0.8
13		WPIP-AM (A) 0.7
14		WCKO-FM (C) 0.7
15		WEXY-AM (C) 0.3

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 20667

O/N '78	A/M '79	O/N '79
1 WHYI-FM	298	WHYI-FM 309
2 WQBA-AM	281	WLYF-FM 233
3 WLYF-FM	270	WINZ-AM 201
4 WINZ-AM	193	WQBA-AM 180
5 WYOR-FM	188	WQMO-AM 175
6 WIOD-AM	160	WYOR-FM 163
7 WCMQ-AM	129	WQAM-AM 152
8 WAXY-FM	118	WQMO-FM 136
9 WMJX-FM	103	WKAT-AM 130
10 WKAT-AM	103	WAXY-FM 125

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WQBA-AM	WINZ-AM	WQBA-AM
2 WINZ-AM	WQBA-AM	WLYF-FM
3 WHYI-FM	WHYI-FM	WINZ-AM
4 WLYF-FM	WLYF-FM	WIOD-AM
5 WIOD-AM	WQMO-AM	WHYI-FM
6 WYOR-FM	WQAM-AM	WVCC-AM
7 WFTL-AM	WIOD-AM	WRHC-AM
8 WVCC-AM	WVCC-AM	WQBA-AM
9 WOCN-AM	WYOR-FM	WKOS-FM
10 WCMQ-AM	WQBA-AM	WVCC-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WLYF-FM
2 WLYF-FM	WQBA-AM	WQBA-AM
3 WYOR-FM	WINZ-AM	WHYI-FM
4 WQBA-AM	WCMQ-AM	WQAM-AM
5 WINZ-AM	WQBA-AM	WKOS-FM
6 WMJX-FM	WQAM-AM	WYOR-FM
7 WAXY-FM	WCMQ-FM	WRHC-AM
8 WIOD-AM	WYOR-FM	WINZ-FM
9 WTMJ-FM	WAXY-FM	WINZ-AM
10 WCMQ-AM	WEDR-FM	WWL-FM

Teens

M-S, 6am-Midnight

POP(00): 2084

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WEDR-FM	WEDR-FM
3 WEDR-FM	WSDO-FM	WINZ-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WQAM-AM	WQAM-AM	WEDR-FM
3 WMJX-FM	WEDR-FM	WINZ-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WEDR-FM	WEDR-FM
3 WQAM-AM	WMJX-FM	WQBA-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 6000

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAXY-FM	WQAM-AM	WHYI-FM
3 WWL-FM	WAXY-FM	WWL-FM
4 WSHE-FM	WCMQ-FM	WINZ-FM
5 WMJX-FM	WEDR-FM	WSHE-FM
6 WINZ-FM	WWL-FM	WVCC-AM
7 WQAM-AM	WMJX-FM	WEDR-FM
8 WEDR-FM	WCMQ-AM	WQBA-AM
9 WLYF-FM	WSHE-FM	WMJX-FM
10 WSDO-FM	WSDO-FM	WCMQ-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WAXY-FM	WQAM-AM	WHYI-FM
3 WQBA-AM	WAXY-FM	WHYI-FM
4 WQAM-AM	WWL-FM	WAXY-FM
5 WWL-FM	WEDR-FM	WEDR-FM
6 WSHE-FM	WCMQ-AM	WINZ-FM
7 WMJX-FM	WSHE-FM	WSHE-FM
8 WQBA-AM	WMJX-FM	WOCN-AM
9 WINZ-FM	WQAM-AM	WIOD-AM
10 WIOD-AM	WINZ-FM	WQBA-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WQBA-AM
2 WAXY-FM	WAXY-FM	WWL-FM
3 WWL-FM	WQAM-AM	WSHE-FM
4 WMJX-FM	WCMQ-FM	WAXY-FM
5 WSHE-FM	WWL-FM	WINZ-FM
6 WINZ-FM	WMJX-FM	WHYI-FM
7 WQAM-AM	WEDR-FM	WEDR-FM
8 WSDO-FM	WQBA-AM	WQBA-AM
9 WEDR-FM	WSDO-FM	WMJX-FM
10 WYOR-FM	WINZ-FM	WCMQ-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 8796

O/N '78	A/M '79	O/N '79
1 WQBA-AM	WCMQ-AM	WQBA-AM
2 WLYF-FM	WHYI-FM	WLYF-FM
3 WHYI-FM	WQBA-AM	WHYI-FM
4 WCMQ-AM	WLYF-FM	WRHC-AM
5 WYOR-FM	WFTL-AM (PA)	WIOD-AM
6 WAXY-FM	WQAM-AM	WQAM-AM
7 WIOD-AM	WQBA-AM	WQBA-AM
8 WCMQ-FM	WINZ-AM	WAXY-FM
9 WQAM-AM	WEDR-FM	WCMQ-FM
10 WKOS-FM	WYOR-FM	WYOR-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WQBA-AM	WQBA-AM	WQBA-AM
2 WHYI-FM	WHYI-FM	WIOD-AM
3 WIOD-AM	WCMQ-AM	WHYI-FM
4 WLYF-FM	WINZ-AM	WRHC-AM
5 WCMQ-AM	WQBA-AM	WLYF-FM
6 WINZ-AM	WLYF-FM	WQAM-AM
7 WYOR-FM	WAXY-FM	WAXY-FM
8 WAXY-FM	WVCC-AM	WOCN-AM
9 WOCN-AM	WOCN-AM	WINZ-AM
10 WQOK-AM	WGRS-AM	WWL-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WLYF-FM	WLYF-FM
2 WQBA-AM	WCMQ-AM	WQBA-AM
3 WLYF-FM	WHYI-FM	WHYI-FM
4 WYOR-FM	WCMQ-FM	WQAM-AM
5 WCMQ-AM	WQBA-AM	WAXY-FM
6 WAXY-FM	WQBA-AM	WRHC-AM
7 WKOS-FM	WQBA-AM	WEDR-FM
8 WQAM-AM	WINZ-AM	WQBA-AM
9 WVCC-AM	WVCC-AM	WIOD-AM
10 WTMJ-FM	WYOR-FM	WYOR-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 20667

O/N '78	A/M '79	O/N '79
1 WHYI-FM	4403	WHYI-FM 4454
2 WIOD-AM	3482	WINZ-AM 3595
3 WINZ-AM	3464	WLYF-FM 3236
4 WLYF-FM	3122	WAXY-FM 2126
5 WMJX-FM	2651	WIOD-AM 2031
6 WQAM-AM	2392	WYOR-FM 1946
7 WQBA-AM	1954	WQAM-AM 1922
8 WYOR-FM	1845	WQAM-AM 1817
9 WQBA-AM	1798	WGRS-AM 1775
10 WVCC-AM	1607	WMJX-FM 1698

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WINZ-AM
2 WINZ-AM	WINZ-AM	WHYI-FM
3 WLYF-FM	WLYF-FM	WLYF-FM
4 WQBA-AM	WQBA-AM	WIOD-AM
5 WIOD-AM	WQBA-AM	WQBA-AM
6 WQAM-AM	WQAM-AM	WVCC-AM
7 WYOR-FM	WQAM-AM	WQAM-AM
8 WQBA-AM	WQBA-AM	WQBA-AM
9 WMJX-FM	WVCC-AM	WKOS-FM
10 WVCC-AM	WYOR-FM	WQAM-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WLYF-FM
2 WLYF-FM	WLYF-FM	WHYI-FM
3 WMJX-FM	WINZ-AM	WINZ-AM
4 WINZ-AM	WAXY-FM	WINZ-FM
5 WQAM-AM	WQAM-AM	WQAM-AM
6 WYOR-FM	WSDO-FM	WKOS-FM
7 WVCC-AM	WMJX-FM	WWL-FM
8 WINZ-FM	WYOR-FM	WAXY-FM
9 WAXY-FM	WWL-FM	WIOD-AM
10 WQBA-AM	WKOS-FM	WQBA-AM

Teens

M-S, 6am-Midnight

POP(00): 2084

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WSDO-FM	WCKO-FM
3 WQAM-AM	WMJX-FM	WINZ-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WQAM-AM	WINZ-FM
3 WQAM-AM	WQBA-AM	WCKO-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WMJX-FM	WCKO-FM
3 WQAM-AM	WSDO-FM	WMJX-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 6000

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WMJX-FM	WAXY-FM	WWL-FM
3 WQAM-AM	WWL-FM	WQAM-AM
4 WAXY-FM	WQAM-AM	WINZ-FM
5 WINZ-FM	WMJX-FM	WAXY-FM
6 WWL-FM	WQAM-AM	WQAM-AM
7 WSHE-FM	WSDO-FM	WSHE-FM
8 WQBA-AM	WSHE-FM	WQAM-AM
9 WIOD-AM	WINZ-FM	WIOD-AM
10 WQAM-AM	WEDR-FM	WEDR-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WQAM-AM	WQAM-AM	WHYI-FM
3 WMJX-FM	WAXY-FM	WQAM-AM
4 WQBA-AM	WQAM-AM	WQAM-AM
5 WAXY-FM	WWL-FM	WINZ-FM
6 WSHE-FM	WMJX-FM	WEDR-FM
7 WWL-FM	WQBA-AM	WMJX-FM
8 WINZ-FM	WSHE-FM	WQAM-AM
9 WQAM-AM	WSDO-FM	WSHE-FM
10 WIOD-AM	WEDR-FM	WIOD-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WWL-FM
2 WMJX-FM	WAXY-FM	WHYI-FM
3 WQAM-AM	WQAM-AM	WAXY-FM
4 WWL-FM	WQAM-AM	WINZ-FM
5 WAXY-FM	WMJX-FM	WQAM-AM
6 WINZ-FM	WQAM-AM	WSHE-FM
7 WSHE-FM	WSDO-FM	WQAM-AM
8 WQBA-AM	WEDR-FM	WEDR-FM
9 WQAM-AM	WSHE-FM	WMJX-FM
10 WEDR-FM	WINZ-FM	WQBA-AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 8796

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WIOD-AM
2 WIOD-AM	WHYI-FM	WHYI-FM
3 WLYF-FM	WINZ-AM	WQAM-AM
4 WQBA-AM	WLYF-FM	WLYF-FM
5 WMJX-FM	WQAM-AM	WQBA-AM
6 WAXY-FM	WQBA-AM	WINZ-AM
7 WINZ-AM	WCMQ-FM	WAXY-FM
8 WQAM-AM	WQBA-AM	WWL-FM
9 WQBA-AM	WQAM-AM	WCMQ-FM
10 WQAM-AM	WIOD-AM	WQAM-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WHYI-FM	WHYI-FM	WHYI-FM
2 WQBA-AM	WINZ-AM	WQBA-AM
3 WINZ-AM	WQBA-AM	WIOD-AM
4 WLYF-FM	WQAM-AM	WQAM-AM
5 WIOD-AM	WLYF-FM	WINZ-AM
6 WQAM-AM	WQBA-AM	WLYF-FM
7 WQBA-AM	WCMQ-AM	WAXY-FM
8 WQOK-AM	WAXY-FM	WWL-FM
9 WYOR-FM	WQAM-AM	WQAM-AM
10 WAXY-FM	WIOD-AM	WQBA-AM

## O/N '79 Market Overview

The Expanded Sample Frame was introduced to Milwaukee in this survey, and as a result the 12-34 year old diary returns improved. Arbitron was successful in getting homes not listed in the directory into the sample — almost 30% of the in-tab diaries came back from ESF homes, but Arbitron projected that only 22% of the metro consisted of homes with unlisted numbers.

The perennial leader in Milwaukee is P/A WTMJ, which remained atop the market but saw its 12+ share slip again for the third straight book. WTMJ's share of the 25-54 audience slipped somewhat, but is still tops in this demographic. The station cut back slightly on its outside advertising, spending more on TV but less on busboards and billboards.

Number two among the 12+ and 25-54 demos is PA WISN. WISN utilized TV exclusively for its outside advertising but spent less on the campaign than in previous surveys. Besides the strength in the 25-54 category, WISN maintained a viable niche among young adults, ranking second with persons 18-34.

There is a new presence on the Beautiful Music scene. WXJY debuted with a 12+ share of 2.3, which is close to the drop in the total audience of BM leader WEZW. It may bear watching future results to see if WXJY can nibble further into WEZW's audience.

The rock arena saw some interesting positioning in the fall survey. WZUU-FM, the former Top 40 leader, dropped more than two shares and has been passed by WLPX, the top AOR station. WLPX remains the leading station among adults 18-34, but WZUU-FM slipped in this demo and among teens. As WZUU-FM slipped, Top 40 WOKY looked better by comparison and became the highest-ranked station in the format. WZUU-FM was revising its musical approach somewhat, mixing in more oldies and fewer hard-sounding records, while WOKY was opening itself to playing more of the newer music. Besides WLPX, AOR station WQFM also became more popular, perhaps due to an extensive TV campaign.

Country station WBCS-FM gained a share, largely due to an increase among adults 25-54 and 35-64. WBCS-FM spent \$10,000 in TV advertising to reach and influence its target audience.

(Note: WTKM-AM&FM are totally simulcast during the entire daytime schedule of WTKM-AM.)

### Average Persons 12+ Share Trends

Monday-Sunday 6am-Midnight  
POP(00): 11772

	A/M '78	O/N '78	A/M '79	O/N '79			
1 WTMJ-AM	18.4	WTHJ-AM	17.7	WTHJ-AM	16.1	WTHJ-AM(PA)	15.5
2 WISN-AM	10.6	WEZW-FM	9.9	WEZW-FM	12.7	WISN-AM(PA)	10.8
3 WZUU-AF	8.7	WISN-AM	8.2	WISN-AM	10.8	WEZW-FM(PA)	10.4
4 WEZW-FM	7.8	WOKY-AM	7.7	WZUU-FM	7.3	WLPX-FM (A)	8.1
5 WOKY-AM	7.4	WLPX-FM	7.5	WLPX-FM	7.2	WOKY-AM (C)	7.2
6 WBCS-AF	7.1	WZUU-FM	6.7	WOKY-AM	6.7	WBCS-FM (C)	7.2
7 WLPX-FM	5.7	WNWU-FM	4.4	WBCS-FM	6.2	WZUU-FM (A)	5.2
8 WEMP-AM	3.8	WBCS-FM	4.4	WQFM-FM	3.7	WQFM-FM (A)	4.4
9 WFMR-FM	3.6	WEMP-AM	4.3	WFMR-FM	2.8	WTKI-FM (C)	3.9
10 WTKI-FM	3.3	WQFM-FM	3.3	WEMP-AM	2.2	WFMR-FM (C)	2.3
11 WNWU-FM	2.4	WFMR-FM	3.3	WTKI-FM	1.9	WXJY-FM (M)	2.3
12 WQFM-FM	2.0	WTKI-FM	2.7	WZUU-FM	1.6	WBCS-AM (C)	2.0
13 WAWA-AM	2.0	WZUU-FM	2.3	WLUM-FM	1.6	WZUU-AM (C)	1.9
14 WBKV-FM	2.0	WAWA-AM	2.1	WBBM-AM	1.5	WLUM-FM (C)	1.8
15 WZMF-FM	1.7	WBCS-FM	1.9	WBCS-AM	1.5	WBBM-AM (C)	1.6
16 WBBM-AM	1.5	WZMF-FM	1.7	WBKV-FM	1.4	WEMP-AM (C)	1.5
17 WRKR-FM	1.4	WBCS-AM	1.4	WNWU-FM	1.4	WMAQ-AM (C)	1.4
18 WTKM-AF	1.3	WGN-AM	1.4	WNOV-AM	1.2	WBKV-FM (A)	1.2
19 WGN-AM	1.2	WBBM-AM	1.3	WYLO-AM	1.2	WNOV-AM (C)	1.2
20 WMAQ-AM	0.9	WRKR-FM	1.0	WGN-AM	1.1	WIND-AM (C)	1.0
21 WNOV-AM	0.8	WYLO-AM	1.0	WMAQ-AM	1.0	WGN-AM (A)	0.9
22 WYLO-AM	0.8	WMAQ-AM	0.9	WBKV-AM	1.0	WRKR-FM (C)	0.9
23 WAWA-FM	0.7	WAWA-FM	0.8	WAWA-AM	0.9	WAWA-AM (M)	0.8
24 WBKV-AM	0.7	WNOV-AM	0.8	WRKR-FM	0.8	WYLO-AM (C)	0.7
25 WGLB-AF	0.5	WAKU-AM	0.7	WTKM-FM	0.8	WNWU-FM (C)	0.7
26 WADK-AM	0.4	WBKV-AM	0.6	WIND-AM	0.7	WBKV-AM (A)	0.4
27		WTKM-FM	0.6	WLS-AM	0.4	WTKM-FM (A)	0.3
28		WTKM-AM	0.1	WTKM-AM	0.3	WTKM-AM (A)	0.1

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 11772

	A/M '78	O/N '78	A/M '79	O/N '79			
1 WTMJ-AM	339	WTHJ-AM	330	WTHJ-AM	304	WTHJ-AM	285
2 WISN-AM	195	WEZW-FM	184	WEZW-FM	240	WISN-AM	199
3 WZUU-AF	161	WISN-AM	152	WISN-AM	204	WEZW-FM	191
4 WEZW-FM	143	WOKY-AM	144	WZUU-FM	138	WLPX-FM	150
5 WOKY-AM	137	WLPX-FM	139	WLPX-FM	136	WOKY-AM	133
6 WBCS-AF	131	WZUU-FM	124	WOKY-AM	127	WBCS-FM	132
7 WLPX-FM	105	WNWU-FM	82	WBCS-FM	117	WZUU-FM	95
8 WEMP-AM	70	WBCS-FM	81	WQFM-FM	69	WQFM-FM	81
9 WFMR-FM	67	WEMP-AM	80	WFMR-FM	53	WTKI-FM	71
10 WTKI-FM	60	WQFM-FM	62	WEMP-AM	41	WFMR-FM	42

M-F, 6-10am

	A/M '78	O/N '78	A/M '79	O/N '79
1 WTMJ-AM		WTHJ-AM		WTHJ-AM
2 WISN-AM		WISN-AM		WISN-AM
3 WOKY-AM		WOKY-AM		WOKY-AM
4 WZUU-AF		WZUU-FM		WEZW-FM
5 WBCS-AF		WEZW-FM		WBCS-FM
6 WEZW-FM		WEMP-AM		WZUU-FM
7 WLPX-FM		WLPX-FM		WLPX-FM
8 WEMP-AM		WBCS-FM		WQFM-FM
9 WFMR-FM		WQFM-FM		WZUU-AM
10 WTKI-FM		WNWU-FM		WEMP-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79	O/N '79
1 WTMJ-AM		WTHJ-AM		WTHJ-AM
2 WISN-AM		WISN-AM		WISN-AM
3 WEZW-FM		WOKY-AM		WLPX-FM
4 WZUU-AF		WLPX-FM		WLPX-FM
5 WOKY-AM		WISN-AM		WISN-AM
6 WBCS-AF		WZUU-FM		WBCS-FM
7 WLPX-FM		WEMP-AM		WOKY-AM
8 WEMP-AM		WNUW-FM		WBCS-FM
9 WFMR-FM		WBCS-FM		WZUU-FM
10 WTKI-FM		WTKI-FM		WQFM-FM

Teens

M-S, 6am-Midnight

POP(00): 1564

	A/M '78	O/N '78	A/M '79	O/N '79
1 WZUU-AF		WLPX-FM		WZUU-FM
2 WOKY-AM		WZUU-FM		WLPX-FM
3 WLPX-FM		WOKY-AM		WOKY-AM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79	O/N '79
1 WZUU-AF		WZUU-FM		WZUU-FM
2 WOKY-AM		WOKY-AM		WOKY-AM
3 WLPX-FM		WLPX-FM		WLPX-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79	O/N '79
1 WZUU-AF		WLPX-FM		WZUU-FM
2 WOKY-AM		WOKY-AM		WZUU-FM
3 WLPX-FM		WZUU-FM		WLPX-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 4210

	A/M '78	O/N '78	A/M '79	O/N '79
1 WISN-AM		WLPX-FM		WLPX-FM
2 WZUU-AF		WZUU-FM		WISN-AM
3 WLPX-FM		WISN-AM		WZUU-FM
4 WTMJ-AM		WOKY-AM		WQFM-FM
5 WOKY-AM		WTKI-FM		WZUU-FM
6 WTKI-FM		WQFM-FM		WTKI-FM
7 WBCS-AF		WEZW-FM		WZUU-FM
8 WEZW-FM		WTKI-FM		WBCS-FM
9 WQFM-FM		WBCS-FM		WEZW-FM
10 WFMR-FM		WZMF-FM		WTKI-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79	O/N '79
1 WZUU-AF		WOKY-AM		WZUU-FM
2 WISN-AM		WISN-AM		WLPX-FM
3 WOKY-AM		WZUU-FM		WISN-AM
4 WTMJ-AM		WTHJ-AM		WTHJ-AM
5 WLPX-FM		WLPX-FM		WQFM-FM
6 WBCS-AF		WQFM-FM		WOKY-AM
7 WEZW-FM		WBCS-FM		WZUU-FM
8 WTKI-FM		WEZW-FM		WBCS-FM
9 WQFM-FM		WTKI-FM		WTKI-FM
10 WEMP-AM		WEMP-AM		WZUU-AM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79	O/N '79
1 WISN-AM		WLPX-FM		WLPX-FM
2 WLPX-FM		WOKY-AM		WISN-AM
3 WZUU-AF		WZUU-FM		WQFM-FM
4 WTMJ-AM		WISN-AM		WZUU-FM
5 WOKY-AM		WEZW-FM		WEZW-FM
6 WBCS-AF		WTHJ-AM		WBCS-FM
7 WEZW-FM		WQFM-FM		WOKY-AM
8 WQFM-FM		WTKI-FM		WTHJ-AM
9 WTKI-FM		WZMF-FM		WTKI-FM
10 WFMR-FM		WAWA-AM		WLUM-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 5584

	A/M '78	O/N '78	A/M '79	O/N '79
1 WTHJ-AM		WTHJ-AM		WTHJ-AM
2 WISN-AM		WISN-AM		WEZW-FM
3 WBCS-AF		WEZW-FM		WISN-AM
4 WEZW-FM		WOKY-AM		WBCS-FM
5 WOKY-AM		WZUU-FM		WBCS-FM
6 WZUU-AF		WBCS-FM		WZUU-FM
7 WEMP-AM		WOKY-AM		WZUU-FM
8 WFMR-FM		WNWU-FM		WFMR-FM
9 WNWU-FM		WZUU-FM		WLPX-FM
10 WTKI-FM		WLPX-FM		WQFM-FM

M-F, 6-10am

	A/M '78	O/N '78	A/M '79	O/N '79
1 WTHJ-AM		WTHJ-AM		WTHJ-AM
2 WISN-AM		WISN-AM		WISN-AM
3 WOKY-AM		WOKY-AM		WZUU-FM
4 WBCS-AF		WEMP-AM		WOKY-AM
5 WZUU-AF		WEZW-FM		WBCS-FM
6 WEMP-AM		WZUU-FM		WBCS-FM
7 WEZW-FM		WZUU-FM		WFMR-FM
8 WFMR-FM		WNWU-FM		WZUU-FM
9 WNWU-FM		WZUU-AM		WQFM-FM
10 WLPX-FM		WFMR-FM		WTKI-FM

M-F, 3-7pm

	A/M '78	O/N '78	A/M '79	O/N '79
1 WTHJ-AM		WTHJ-AM		WTHJ-AM
2 WBCS-AF		WISN-AM		WTHJ-AM
3 WISN-AM		WEZW-FM		WEZW-FM
4 WEZW-FM		WOKY-AM		WISN-AM
5 WOKY-AM		WEMP-AM		WBCS-FM
6 WEMP-AM		WOKY-AM		WOKY-AM
7 WFMR-FM		WBCS-FM		WZUU-FM
8 WZUU-AF		WNWU-FM		WLPX-FM
9 WNWU-FM		WFMR-FM		WQFM-FM
10 WTKI-FM		WTKI-FM		WFMR-FM

Total 12+

M-S, 6am-Midnight

POP(00): 11772

	A/M '78	O/N '78	A/M '79	O/N '79			
1 WTMJ-AM	4295	WTHJ-AM	4487	WTHJ-AM	4347	WTHJ-AM	4285
2 WISN-AM	3377	WISN-AM	3127	WISN-AM	3721	WISN-AM	3491
3 WOKY-AM	3193	WOKY-AM	3096	WOKY-AM	2888	WOKY-AM	2863
4 WZUU-AF	2916	WZUU-FM	2375	WZUU-FM	2685	WZUU-FM	2371
5 WLPX-FM	1945	WEZW-FM	2298	WEZW-FM	2383	WLPX-FM	2151
6 WEZW-FM	1841	WLPX-FM	2294	WLPX-FM	2176	WZUU-FM	2016
7 WBCS-AF	1800	WTKI-FM	1457	WBCS-FM	1461	WBCS-FM	1617
8 WTKI-FM	1465	WEMP-AM	1316	WQFM-FM	1252	WQFM-FM	1501
9 WEMP-AM	1062	WBCS-FM	1160	WTKI-FM	1150	WTKI-FM	1368
10 WFMR-FM	1015	WQFM-FM	1089	WNWU-FM	1003	WZUU-AM	918

### Cume Persons Trends/Rankings

# Milwaukee

Continued

**I-F, 6-10am**

1	WTHJ-AM	WTHJ-AM	WTHJ-AM	WTHJ-AM
2	WISN-AM	WISN-AM	WISN-AM	WISN-AM
3	WOKY-AM	WOKY-AM	WOKY-AM	WOKY-AM
4	WZUU-AM	WZUU-AM	WZUU-AM	WZUU-AM
5	WBCS-AM	WZEW-FM	WZEW-FM	WLPX-FM
6	WLPX-FM	WLPX-FM	WLPX-FM	WZUU-FM
7	WZEW-FM	WBCS-FM	WBCS-FM	WBCS-FM
8	WQFM-FM	WQFM-FM	WQFM-FM	WQFM-FM
9	WEMP-AM	WQFM-FM	WQFM-FM	WQFM-FM
10	WQFM-FM	WQFM-FM	WQFM-FM	WQFM-FM

**I-F, 3-7pm**

1	WTHJ-AM	WTHJ-AM	WTHJ-AM	WTHJ-AM
2	WZUU-AM	WOKY-AM	WISN-AM	WISN-AM
3	WISN-AM	WISN-AM	WOKY-AM	WLPX-FM
4	WOKY-AM	WLPX-FM	WZUU-AM	WZEW-FM
5	WLPX-FM	WZUU-AM	WZEW-FM	WOKY-AM
6	WBCS-AM	WZEW-FM	WLPX-FM	WBCS-FM
7	WZEW-FM	WQFM-FM	WBCS-FM	WZUU-AM
8	WQFM-FM	WQFM-FM	WQFM-FM	WQFM-FM
9	WQFM-FM	WQFM-FM	WQFM-FM	WQFM-FM
10	WQFM-FM	WQFM-FM	WQFM-FM	WQFM-FM

**Teens**

M-S, 6am-Midnight

POP (00): 1564

	A/M '78	O/N '78	A/M '79	O/N '79
1	WZUU-AM	WLPX-FM	WZUU-FM	WLPX-FM
2	WOKY-AM	WZUU-FM	WLPX-FM	WOKY-AM
3	WLPX-FM	WOKY-AM	WOKY-AM	WZUU-FM

**M-F, 8-10am**

1	WZUU-AM	WOKY-AM	WZUU-FM	WLPX-FM
2	WOKY-AM	WZUU-FM	WOKY-AM	WOKY-AM
3	WLPX-FM	WLPX-FM	WLPX-FM	WZUU-FM

**M-F, 3-7pm**

1	WZUU-AM	WLPX-FM	WZUU-FM	WLPX-FM
2	WOKY-AM	WZUU-FM	WOKY-AM	WOKY-AM
3	WLPX-FM	WOKY-AM	WLPX-FM	WZUU-FM

**Adults 18-34**

M-S, 6am-Midnight

POP (00): 4210

	A/M '78	O/N '78	A/M '79	O/N '79
1	WZUU-AM	WOKY-AM	WZUU-FM	WLPX-FM
2	WOKY-AM	WLPX-FM	WISN-AM	WOKY-AM
3	WISN-AM	WZUU-FM	WLPX-FM	WISN-AM
4	WLPX-FM	WISN-AM	WOKY-AM	WZUU-FM
5	WTHJ-AM	WTHJ-AM	WTHJ-AM	WTHJ-AM
6	WQFM-FM	WQFM-FM	WQFM-FM	WQFM-FM
7	WQFM-FM	WQFM-FM	WQFM-FM	WQFM-FM
8	WBCS-AM	WZMF-FM	WBCS-FM	WZUU-AM
9	WZEW-FM	WZEW-FM	WNUW-FM	WZEW-FM
10	WRKR-FM	WBCS-FM	WZEW-FM	WBCS-FM

**M-F, 6-10am**

1	WZUU-AM	WOKY-AM	WISN-AM	WLPX-FM
2	WOKY-AM	WISN-AM	WZUU-FM	WZUU-FM
3	WISN-AM	WZUU-FM	WOKY-AM	WQFM-FM
4	WLPX-FM	WTHJ-AM	WLPX-FM	WISN-AM
5	WTHJ-AM	WLPX-FM	WQFM-FM	WOKY-AM
6	WQFM-FM	WQFM-FM	WTHJ-AM	WTHJ-AM
7	WQFM-FM	WQFM-FM	WBCS-FM	WQFM-FM
8	WBCS-AM	WQFM-FM	WQFM-FM	WQFM-FM
9	WZEW-FM	WZEW-FM	WZUU-AM	WBCS-FM
10	WRKR-FM	WZMF-FM	WZEW-FM	WBCS-FM

**M-F, 3-7pm**

1	WZUU-AM	WOKY-AM	WLPX-FM	WLPX-FM
2	WISN-AM	WLPX-FM	WZUU-FM	WQFM-FM
3	WOKY-AM	WISN-AM	WISN-AM	WISN-AM
4	WLPX-FM	WZUU-FM	WOKY-AM	WZUU-FM
5	WQFM-FM	WQFM-FM	WQFM-FM	WOKY-AM
6	WTHJ-AM	WTHJ-AM	WTHJ-AM	WQFM-FM
7	WBCS-AM	WQFM-FM	WBCS-FM	WTHJ-AM
8	WQFM-FM	WZMF-FM	WQFM-FM	WBCS-FM
9	WRKR-FM	WZEW-FM	WNUW-FM	WZEW-FM
10	WFMR-FM	WBCS-FM	WZEW-FM	WZUU-AM

**Adults 25-54**

M-S, 6am-Midnight

POP (00): 5594

	A/M '78	O/N '78	A/M '79	O/N '79
1	WTHJ-AM	WTHJ-AM	WTHJ-AM	WTHJ-AM
2	WISN-AM	WISN-AM	WISN-AM	WISN-AM
3	WOKY-AM	WOKY-AM	WOKY-AM	WOKY-AM
4	WBCS-AM	WZEW-FM	WZEW-FM	WZEW-FM
5	WZUU-AM	WEMP-AM	WZUU-FM	WBCS-FM
6	WZEW-FM	WZUU-FM	WBCS-FM	WZUU-FM
7	WEMP-AM	WBCS-FM	WLPX-FM	WQFM-FM
8	WFMR-FM	WNUW-FM	WEMP-AM	WLPX-FM
9	WQFM-FM	WQFM-FM	WBCS-FM	WQFM-FM
10	WLPX-FM	WLPX-FM	WQFM-FM	WFMR-FM

**M-F, 6-10am**

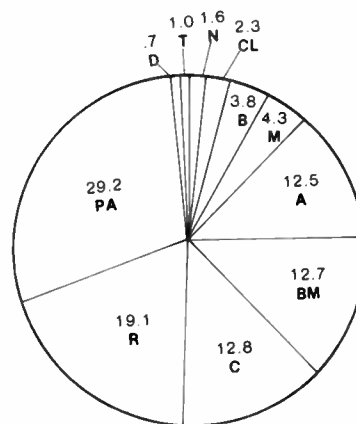
1	WTHJ-AM	WTHJ-AM	WISN-AM	WTPJ-AM
2	WISN-AM	WISN-AM	WTHJ-AM	WISN-AM
3	WOKY-AM	WOKY-AM	WOKY-AM	WOKY-AM
4	WZUU-AM	WZEW-FM	WZUU-FM	WBCS-FM
5	WBCS-AM	WBCS-FM	WZEW-FM	WZEW-FM
6	WEMP-AM	WFMP-AM	WBCS-FM	WZUU-FM
7	WZEW-FM	WZUU-FM	WLPX-FM	WQFM-FM
8	WFMR-FM	WNUW-FM	WEMP-AM	WBCS-FM
9	WQFM-FM	WQFM-FM	WBCS-FM	WLPX-FM
10	WNUW-FM	WFMR-FM	WZUU-FM	WQFM-FM

**M-F, 3-7pm**

1	WTHJ-AM	WTHJ-AM	WTHJ-AM	WTHJ-AM
2	WISN-AM	WISN-AM	WISN-AM	WISN-AM
3	WBCS-AM	WOKY-AM	WZEW-FM	WBCS-FM
4	WOKY-AM	WZEW-FM	WOKY-AM	WZEW-FM
5	WZUU-AM	WEMP-AM	WBCS-FM	WOKY-AM
6	WZEW-FM	WBCS-FM	WZUU-FM	WZUU-FM
7	WEMP-AM	WNUW-FM	WLPX-FM	WQFM-FM
8	WFMR-FM	WZUU-FM	WFMR-FM	WFMR-FM
9	WQFM-FM	WLPX-FM	WBCS-FM	WLPX-FM
10	WNUW-FM	WQFM-FM	WQFM-FM	WQFM-FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.





# Minneapolis-St. Paul

METRO RANK

15

## O/N '79 Market Overview

When you glance at the multi-book trends for Minneapolis you'll note that the O/N '79 shares for WCCO are down from previous surveys. Is the giant of the upper Midwest on its last legs? Hardly. During most of this sweep the station's regular air staff was on strike — and WCCO is still far and away the top station in the Twin Cities; after a bad book it still has a share of more than 22% of the market. The A/M '80 results will tell if the audience reception to the striking personalities is as favorable as it was before the strike. Some stations appeared to profit from WCCO's temporary difficulty. Several Pop/Adult stations garnering better numbers in this book include KSTP-AM, KSTP-FM, and WWTG. KSTP-FM increased more than four shares to become the number two station in the metro, and boosted its standing among 25-54 adults 50% to pick up some of the share WCCO lost in this demo. WCCO still leads KSTP-FM by more than 10 share points in this category. WWTG increased its 25-54 share 1000%, moving from less than one-half percent of the target to more than 3% of the demographic. KSTP-AM boosted its share of 25-54 persons 50% over the spring book, and siphoned off some 35+ listeners also. The A/M '80 results may give us some clues as to whether these stations can hold the loyalty of their newly-acquired listeners.

Two stations with different formats scored well in the fall. Beautiful Music KEEY-FM gained more than a full share, and Country WDGY moved up well also. Both stations proved popular among persons 35+ in this survey. KEEY-FM used an outside ad campaign that focused on TV and billboards. The WDGY effort made use of a higher ad budget for this book. Another factor that might have helped WDGY was carrying Vikings football games for five weeks, when WCCO personnel were on strike.

Doubleday's stations, KDWB-AM and FM (no longer simulcast), suffered losses in overall audience, mainly attributable to teen defections away from the Top 40 stations. The 18-34 appeal of these properties remained stable.

The AOR success story in the Twin Cities this survey is simulcast stations KQRS-AM/FM. Not only were they able to increase their hold on the top spot among 18-34 adults, but they were also able to increase their teen share by 66%.

(Note: Stations WIXK-AM&FM are totally simulcast during the entire daytime broadcast schedule of the AM station. Stations KQRS-AM&FM are totally simulcast 24 hours per day.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP (00): 16949

O/N '78	A/M '79	O/N '79
1 WCCO-AM	28.7	22.5
2 KEEY-FM	6.4	7.1
3 WCCO-FM	6.1	8.7
4 KDWB-AM	5.4	7.1
5 KQRS-FM	5.3	6.7
6 WAYL-FM	5.1	4.9
7 KSTP-FM	5.0	4.9
8 KSTP-AM	4.9	4.2
9 WDGY-AM	4.6	3.5
10 KDWB-FM	3.2	2.6
11 KPMX-FM	2.6	2.6
12 KRIS-AM	2.1	1.9
13 WAYL-AM	1.7	1.8
14 WWTG-AM	1.7	1.6
15 WLOL-FM	1.5	1.3
16 KTCR-FM	1.5	1.2
17 KEEY-AM	1.5	1.1
18 KQRS-AM	1.4	0.9
19 WRRD-AM	0.7	0.8
20 KTCR-AM	0.3	0.6
21 KNOF-FM	0.3	0.4
22		0.3
23		0.2

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP (00): 16949

O/N '78	A/M '79	O/N '79
1 WCCO-AM	738	587
2 KEEY-FM	165	273
3 WCCO-FM	156	227
4 KDWB-AM	139	186
5 KQRS-FM	137	174
6 WAYL-FM	132	128
7 KSTP-FM	129	128
8 KSTP-AM	127	111
9 WDGY-AM	118	92
10 KDWB-FM	83	69

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	WCCO-FM	KSTP-FM
3 KSTP-AM	KSTP-FM	KQRS-FM
4 KEEY-FM	WDGY-AM	WDGY-AM
5 KDWB-AM	KQRS-FM	KEEY-FM
6 WDGY-AM	KDWB-AM	WCCO-FM
7 KQRS-FM	KEEY-FM	KSTP-AM
8 KSTP-FM	KSTP-AM	WAYL-FM
9 WAYL-FM	WAYL-FM	KDWB-AM
10 KDWB-FM	KDWB-FM	KDWB-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 KEEY-FM	KQRS-FM	KSTP-FM
3 WCCO-FM	KSTP-FM	KQRS-FM
4 KSTP-FM	WDGY-AM	WDGY-AM
5 KQRS-FM	KEEY-FM	KEEY-FM
6 WAYL-FM	WAYL-FM	WAYL-FM
7 KDWB-AM	KDWB-AM	WCCO-FM
8 KSTP-AM	WCCO-FM	KSTP-AM
9 WDGY-AM	KSTP-AM	KDWB-AM
10 KDWB-FM	KDWB-FM	KDWB-FM

### Teens

M-S, 6am-Midnight

POP (00): 2191

O/N '78	A/M '79	O/N '79
1 KDWB-AM	KDWB-AM	KQRS-FM
2 KDWB-FM	KDWB-FM	KDWB-AM
3 KQRS-FM	KQRS-FM	KDWB-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KDWB-AM	KDWB-AM	KQRS-FM
2 KDWB-FM	KDWB-FM	KDWB-AM
3 WCCO-FM	KQRS-FM	KDWB-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KDWB-FM	KDWB-FM	KQRS-FM
2 KDWB-AM	KDWB-AM	KDWB-AM
3 KQRS-FM	KQRS-FM	KDWB-FM

### Adults 18-34

M-S, 6am-Midnight

POP (00): 7024

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	KSTP-FM
2 KQRS-FM	KQRS-FM	KQRS-FM
3 KSTP-AM	KSTP-FM	WCCO-FM
4 WCCO-FM	WCCO-FM	WCCO-AM
5 KSTP-FM	WDGY-AM	WDGY-AM
6 KDWB-AM	KSTP-AM	KSTP-AM
7 WDGY-AM	KEEY-FM	WWTG-AM
8 KEEY-FM	KDWB-AM	KDWB-AM
9 KPMX-FM	WLOL-FM	KEEY-FM
10 WLOL-FM	WAYL-FM	KDWB-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	KSTP-FM
2 KSTP-AM	KSTP-FM	KQRS-FM
3 WCCO-FM	KQRS-FM	WCCO-AM
4 KQRS-FM	KSTP-AM	WCCO-FM
5 KSTP-FM	WCCO-FM	KSTP-AM
6 KDWB-AM	WDGY-AM	WDGY-AM
7 WDGY-AM	KEEY-FM	KDWB-AM
8 KEEY-FM	KDWB-AM	WWTG-AM
9 KPMX-FM	WLOL-FM	KEEY-FM
10 WLOL-FM	KPMX-FM	KDWB-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KSTP-AM	KQRS-FM	KSTP-FM
2 WCCO-AM	KSTP-FM	KQRS-FM
3 KQRS-FM	WCCO-AM	KSTP-AM
4 WCCO-FM	WCCO-FM	WCCO-FM
5 KSTP-FM	WDGY-AM	WDGY-AM
6 KDWB-AM	KSTP-AM	WCCO-AM
7 KEEY-FM	KEEY-FM	WWTG-AM
8 WDGY-AM	KDWB-AM	KDWB-AM
9 KRIS-AM	WLOL-FM	KDWB-FM
10 KPMX-FM	KPMX-FM	KEEY-FM

### Adults 25-54

M-S, 6am-Midnight

POP (00): 8205

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 KEEY-FM	KSTP-FM	KSTP-FM
3 WCCO-FM	WDGY-AM	KEEY-FM
4 WDGY-AM	KEEY-FM	WDGY-AM
5 KSTP-FM	WCCO-FM	WCCO-FM
6 WAYL-FM	WAYL-FM	WAYL-FM
7 KSTP-AM	KSTP-AM	KQRS-FM
8 KQRS-FM	KQRS-FM	KSTP-AM
9 KDWB-AM	KDWB-AM	WWTG-AM
10 KRIS-AM	WAYL-AM	KTCR-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	KSTP-FM	KSTP-FM
3 KEEY-FM	WCCO-FM	WDGY-AM
4 KSTP-AM	WDGY-AM	WCCO-FM
5 WDGY-AM	KEEY-FM	KEEY-FM
6 KSTP-FM	KSTP-AM	KSTP-AM
7 KQRS-FM	WAYL-FM	KQRS-FM
8 KDWB-AM	KDWB-AM	WAYL-FM
9 WAYL-FM	KPMX-FM	WWTG-AM
10 WWTG-AM	WAYL-AM	KDWB-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 KEEY-FM	WDGY-AM	KSTP-FM
3 WDGY-AM	KSTP-FM	WDGY-AM
4 WCCO-FM	WCCO-FM	WCCO-FM
5 KSTP-FM	KEEY-FM	KEEY-FM
6 WAYL-FM	WAYL-FM	KQRS-FM
7 KSTP-AM	KSTP-AM	WAYL-FM
8 KQRS-FM	KQRS-FM	KSTP-AM
9 KDWB-AM	KDWB-AM	WWTG-AM
10 KRIS-AM	WAYL-AM	WAYL-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP (00): 16949

O/N '78	A/M '79	O/N '79
1 WCCO-AM	8782	7719
2 KSTP-AM	3747	3515
3 KDWB-AM	3659	3294
4 WCCO-FM	2867	3224
5 WDGY-AM	2498	3171
6 KEEY-FM	2288	2739
7 KQRS-FM	2274	2684
8 KDWB-FM	2167	2644
9 KSTP-FM	2143	2019
10 WAYL-FM	1810	2009

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 KSTP-AM	KDWB-AM	KSTP-FM
3 KDWB-AM	WCCO-FM	KQRS-FM
4 WCCO-FM	KQRS-FM	KSTP-AM
5 KQRS-FM	KSTP-AM	KDWB-AM
6 WDGY-AM	KSTP-FM	WDGY-AM
7 KEEY-FM	WDGY-AM	WCCO-FM
8 KSTP-FM	KEEY-FM	KEEY-FM
9 KDWB-FM	WAYL-FM	WAYL-FM
10 WAYL-FM	KDWB-FM	KDWB-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 KDWB-AM	KDWB-AM	KQRS-FM
3 KSTP-AM	KQRS-FM	KSTP-FM
4 WCCO-FM	KSTP-FM	WDGY-AM
5 KQRS-FM	WCCO-FM	KSTP-AM
6 KEEY-FM	WDGY-AM	KEEY-FM
7 WDGY-AM	KSTP-AM	KDWB-AM
8 KSTP-FM	KEEY-FM	WCCO-FM
9 KDWB-FM	WAYL-FM	WAYL-FM
10 WAYL-FM	KDWB-FM	KDWB-FM

### Teens

M-S, 6am-Midnight

POP (00): 2191

O/N '78	A/M '79	O/N '79
1 KDWB-AM	KDWB-AM	KQRS-FM
2 KDWB-FM	KDWB-FM	KDWB-AM
3 KSTP-AM	WCCO-AM	KDWB-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KDWB-AM	KDWB-AM	KQRS-FM
2 KDWB-FM	KQRS-FM	KDWB-AM
3 KSTP-AM	WCCO-AM	KDWB-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KDWB-AM	KDWB-AM	KQRS-FM
2 KDWB-FM	KDWB-FM	KDWB-AM
3 KSTP-AM	KQRS-FM	KDWB-FM

### Adults 18-34

M-S, 6am-Midnight

POP (00): 7024

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	KSTP-FM
2 KSTP-AM	KSTP-FM	KQRS-FM
3 KDWB-AM	KSTP-AM	WCCO-AM
4 WCCO-FM	WCCO-FM	KSTP-AM
5 KQRS-FM	KDWB-AM	WCCO-FM
6 KSTP-FM	KQRS-FM	WDGY-AM
7 WDGY-AM	WDGY-AM	KDWB-AM
8 KQRS-AM	WLOL-FM	KDWB-FM
9 KDWB-FM	KDWB-FM	WLOL-FM
10 KPMX-FM	KEEY-FM	KEEY-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	KSTP-FM
2 KSTP-AM	KSTP-AM	KSTP-FM
3 WCCO-FM	KSTP-FM	KQRS-FM
4 KQRS-FM	KQRS-FM	WCCO-AM
5 KDWB-AM	KDWB-AM	WCCO-FM
6 KSTP-FM	WCCO-FM	KDWB-AM
7 WDGY-AM	WDGY-AM	WDGY-AM
8 KQRS-AM	WLOL-FM	KEEY-FM
9 KEEY-FM	KDWB-FM	WLOL-FM
10 KDWB-FM	KEEY-FM	KDWB-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KSTP-AM	WCCO-AM	KQRS-FM
2 WCCO-AM	KQRS-FM	KSTP-FM
3 KDWB-AM	KSTP-AM	KSTP-AM
4 KQRS-FM	WCCO-FM	WDGY-AM
5 WCCO-FM	KSTP-AM	WCCO-AM
6 KSTP-FM	KDWB-AM	WCCO-FM
7 WDGY-AM	WDGY-AM	KDWB-AM
8 KQRS-AM	WLOL-FM	KDWB-FM
9 KDWB-FM	KDWB-FM	WLOL-FM
10 KPMX-FM	KEEY-FM	WWTG-AM

# 10.4\*

\*Arbitron October-November 1979, Monday-Sunday  
6 AM-Midnight, age 12+ METRO Share,  
Mpls/St. Paul  
(Estimates subject to limitations in said report.)

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- We were told it couldn't be done.
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- We were told that it would cost too much.
- We were told that we needed greater distribution.
- We were told that we'd have to change our name.
- We were told that we'd have to change our record mailers.
- We were told that we would have to have "heavy weight" promoters.
- We were told that we had to have lots of full page trade ads.
- We were told that our identity as a religious company would prohibit programmers from even listening to our product.
- We were told that people wouldn't buy clean, positive lyrics.

**We were told to forget it.**

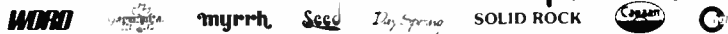
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1979 saw us chart two records in the major trades. Now we'll have to admit that two little records may not seem like much to the big guys, but for us it was quite an accomplishment. We have learned a lot, made a lot of new friends and now in 1980 we're determined to do it again and again, and maybe even AGAIN.

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# Mobile

METRO RANK

81

## O/N '79 Market Overview

After leading the market for the last several surveys, Top 40 station **WKRQ-FM** has slipped to the runner-up spot. The new leader is **AOR WABB-FM**, which increased its 12+ appeal 70%. Other stations with success stories in the O/N '79 results were **WKRQ-AM**, a Pop/Adult property, and Black-formatted **WGOK**.

**WABB-FM** suffered a major setback in the A/M '79 survey but has rebounded strongly with the latest showing. In the A/M '79 results **WABB-FM** was second among adults 18-34 with roughly a 17% share of the market. However, in this book it's no contest, as **WABB-FM** is favored by almost 30% of the young adult market. The station used a light TV schedule and some billboards to promote during this sweep, and 20,000 bumper stickers were given away to increase visibility on the street. Musically, **WABB-FM** switched to more of an AOR base than in the past, and broadened the music list substantially.

**WKRQ-FM** had an acceptable book even though the station is no longer tops 12+. It was able to stop erosion that had been decreasing its numbers over the last several surveys, and in fact was able to slightly increase its share of 18-34 adults.

**WKRQ-AM** moved up several notches on the 12+ ladder and now ranks third. The **WKRQ-AM** demographic appeal is the oldest-skewing among the leading stations, with the biggest boost in this book coming from women 35+. **WKRQ** more than doubled its share of adults 35-64 and is now tops in this demo category.

Black station **WGOK** made an improved showing in the fall survey. Although the station slipped among its male listeners, teens and women audiences increased on **WGOK**. 18-34 and 25-54 gains for the station were consistent, not startling.

Some stations in Mobile did not fare as well as those cited above. Country stations did not score well, as demonstrated by the losses incurred by **WKSJ-FM** and **WUNI**. **WKSJ-FM**'s adult audience dropped by approximately 25%, especially noticeable in the 18-34 demos. **WUNI** lost more than half of its 25-54 numbers, leading to the station's 12+ decrease.

Beautiful Music **WLPR** and Dancemusic **WBLX** also experienced losses. **WLPR**'s adult numbers declined by one-third, due largely to the almost total evaporation of the station's good 18-34 showing in the A/M '79 report. **WBLX** saw its teen audience drop by one-third and its young male audience decline by more than 50%.

M-F, 6-10am	WKRQ-FM	WKRQ-FM	WKRQ-AM
1	WKRQ-FM	WKSJ-FM	WABB-FM
2	WKRQ-AM	WUNI-AM	WKRQ-FM
3	WABB-FM	WKRQ-AM	WKSJ-FM
4	WLPR-FM	WKRQ-AM	WKSJ-FM
5	WUNI-AM	WLPR-FM	WLPR-FM

M-F, 3-7pm	WKRQ-FM	WKRQ-FM	WABB-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-FM	WABB-FM	WKRQ-FM
3	WLPR-FM	WBLX-FM	WBLX-FM
4	WUNI-AM	WLPR-FM	WKRQ-AM
5	WBLX-FM	WUNI-AM	WLPR-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 515

O/N '78	A/M '79	O/N '79
1	WKRQ-FM	WKRQ-FM
2	WABB-FM	WABB-FM
3	WABB-AM	WBLX-FM

M-F, 6-10am	WKRQ-FM	WKRQ-FM	WABB-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-FM	WABB-FM	WKRQ-FM
3	WABB-AM	WABB-AM	WABB-AM

M-F, 3-7pm	WKRQ-FM	WKRQ-FM	WKRQ-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-FM	WBLX-FM	WKRQ-FM
3	WBLX-FM	WKRQ-FM	WBLX-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1252

O/N '78	A/M '79	O/N '79
1	WKRQ-FM	WKRQ-FM
2	WABB-FM	WKRQ-FM
3	WBLX-FM	WBLX-FM
4	WKSJ-FM	WKSJ-FM
5	WLPR-FM	WABB-AM

M-F, 6-10am	WKRQ-FM	WKRQ-FM	WABB-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-FM	WABB-FM	WKRQ-FM
3	WKSJ-FM	WKSJ-FM	WKSJ-FM
4	WLPR-FM	WBLX-FM	WKRQ-AM
5	WBLX-FM	WUNI-AM	WBLX-FM

M-F, 3-7pm	WKRQ-FM	WKRQ-FM	WKRQ-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-FM	WKRQ-FM	WKRQ-FM
3	WKSJ-FM	WBLX-FM	WKRQ-FM
4	WLPR-FM	WKSJ-FM	WKRQ-AM
5	WBLX-FM	WABB-AM	WKSJ-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1640

O/N '78	A/M '79	O/N '79
1	WKRQ-FM	WKRQ-FM
2	WUNI-AM	WKRQ-FM
3	WKSJ-FM	WKRQ-FM
4	WLPR-FM	WBLX-FM
5	WABB-FM	WKRQ-AM

M-F, 6-10am	WUNI-AM	WUNI-AM	WKSJ-FM
1	WUNI-AM	WKSJ-FM	WKRQ-FM
2	WKRQ-FM	WKSJ-FM	WKRQ-FM
3	WKSJ-FM	WKRQ-AM	WKRQ-AM
4	WLPR-FM	WKRQ-FM	WKRQ-AM
5	WKRQ-AM	WBLX-FM	WLPR-FM

M-F, 3-7pm	WKRQ-FM	WUNI-AM	WKRQ-FM
1	WKRQ-FM	WUNI-AM	WKRQ-FM
2	WUNI-AM	WKSJ-FM	WKRQ-FM
3	WKSJ-FM	WLPR-FM	WKRQ-FM
4	WLPR-FM	WABB-FM	WBLX-FM
5	WABB-FM	WABB-AM	WLPR-FM

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 3554

O/N '78	A/M '79	O/N '79
1	WKRQ-FM 1280	WKRQ-FM 1095
2	WABB-FM 1030	WABB-FM 776
3	WABB-AM 827	WBLX-FM 715
4	WKRQ-AM 736	WABB-AM 696
5	WBLX-FM 600	WUNI-AM 638

M-F, 6-10am	WKRQ-FM	WKRQ-FM	WKRQ-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-FM	WKSJ-FM	WKRQ-FM
3	WABB-AM	WBLX-FM	WKRQ-AM
4	WKRQ-AM	WABB-AM	WKSJ-FM
5	WUNI-AM	WKRQ-AM	WBLX-FM

M-F, 3-7pm	WKRQ-FM	WKRQ-FM	WKRQ-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-FM	WBLX-FM	WKRQ-FM
3	WABB-AM	WABB-FM	WBLX-FM
4	WKRQ-AM	WUNI-AM	WKSJ-FM
5	WUNI-AM	WABB-AM	WKRQ-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 515

O/N '78	A/M '79	O/N '79
1	WKRQ-FM	WKRQ-FM
2	WABB-FM	WKRQ-FM
3	WABB-AM	WBLX-FM

M-F, 6-10am	WKRQ-FM	WKRQ-FM	WKRQ-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-AM	WABB-FM	WKRQ-FM
3	WABB-FM	WABB-AM	WBLX-FM

M-F, 3-7pm	WKRQ-FM	WKRQ-FM	WKRQ-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-FM	WKRQ-FM	WKRQ-FM
3	WABB-AM	WBLX-FM	WKRQ-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1252

O/N '78	A/M '79	O/N '79
1	WKRQ-FM	WKRQ-FM
2	WABB-FM	WKRQ-FM
3	WABB-AM	WKRQ-FM
4	WBLX-FM	WKRQ-FM
5	WKSJ-FM	WKRQ-FM

M-F, 6-10am	WKRQ-FM	WKRQ-FM	WKRQ-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-FM	WKRQ-FM	WKRQ-FM
3	WABB-AM	WKRQ-FM	WKRQ-FM
4	WBLX-FM	WKRQ-FM	WKRQ-FM
5	WKSJ-FM	WKRQ-FM	WKRQ-FM

M-F, 3-7pm	WKRQ-FM	WKRQ-FM	WKRQ-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WABB-FM	WKRQ-FM	WKRQ-FM
3	WBLX-FM	WKRQ-FM	WKRQ-FM
4	WABB-AM	WKRQ-FM	WKRQ-FM
5	WKSJ-FM	WKRQ-FM	WKRQ-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 1640

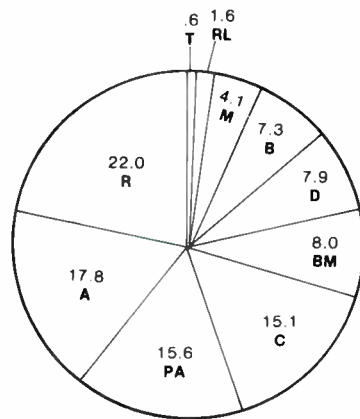
O/N '78	A/M '79	O/N '79
1	WKRQ-FM	WKRQ-FM
2	WABB-FM	WKRQ-FM
3	WKSJ-FM	WKRQ-FM
4	WUNI-AM	WKRQ-FM
5	WKRQ-AM	WKRQ-FM

M-F, 6-10am	WKRQ-FM	WKRQ-FM	WKRQ-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WUNI-AM	WKRQ-FM	WKRQ-FM
3	WKSJ-FM	WKRQ-FM	WKRQ-FM
4	WABB-FM	WKRQ-FM	WKRQ-FM
5	WKRQ-AM	WKRQ-FM	WKRQ-FM

M-F, 3-7pm	WKRQ-FM	WKRQ-FM	WKRQ-FM
1	WKRQ-FM	WKRQ-FM	WKRQ-FM
2	WUNI-AM	WKRQ-FM	WKRQ-FM
3	WKSJ-FM	WKRQ-FM	WKRQ-FM
4	WABB-FM	WKRQ-FM	WKRQ-FM
5	WKRQ-AM	WKRQ-FM	WKRQ-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3554

O/N '78	A/M '79	O/N '79
1	WKRQ-FM 19.3	WKRQ-FM 14.7
2	WABB-FM 14.9	WBLX-FM 11.8
3	WLPR-FM 11.2	WKSJ-FM 11.2
4	WKRQ-AM 9.0	WLPR-FM 11.0
5	WUNI-AM 8.6	WABB-FM 10.6
6	WBLX-FM 7.1	WUNI-AM 9.8
7	WABB-AM 6.3	WKRQ-AM 7.1
8	WKSJ-FM 5.9	WGOK-AM 6.1
9	WMOB-AM 5.3	WABB-AM 5.3
10	WGOK-AM 5.1	WNOB-AM 3.9
11	WMOB-AM 2.4	WKSJ-AM 1.6
12	WKSJ-AM 1.0	WNOB-AM (PA) 2.2
13	WLIQ-AM 1.0	WKSJ-AM (C) 1.3
14	WJLO-FM 0.9	WLIQ-AM (RL) 0.6
15	WHSP-FM 0.4	WLIQ-AM (T) 0.6
16		WLIQ-AM (RL) 0.6

## Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 3554

O/N '78	A/M '79	O/N '79
1	WKRQ-FM 98	WKRQ-FM 72
2	WABB-FM 76	WBLX-FM 58
3	WLPR-FM 57	WKRQ-AM 55
4	WKRQ-AM 46	WLPR-FM 54
5	WUNI-AM 44	WABB-FM 52



# Nashville-Davidson

METRO RANK

45

## O/N '79 Market Overview

The results of the O/N '79 Arbitron sweep are "beautiful music" to the people at WZEZ, the leading station in Nashville for the second consecutive book. This BM-formatted station had a stable book overall — increasing its share of adults 18-34 but losing a slice of its 35+ audience. WZEZ is number one among adults 25-54 and 35-64. Male numbers improved well in this report. Advertising for WZEZ consisted primarily of TV, busboards, and billboards, with some newspaper advertising also. Some magazine ads were also placed in upscale publications.

WSM pulled ahead of WSIX-FM to lead in the Country contest. The stations are virtually tied for the runner-up spot among adults 25-54 (behind WZEZ), with WSM increasing its share in this demo by 50% while WSIX's numbers declined approximately 25%. Each station has a 25-54 share of approximately 10%.

There were some interesting developments among the Top 40 stations. WLAC and WBYQ both took drops in the 12+ standings, while WWKX achieved its second consecutive rise. WWKX spent much less on outside advertising than in the past but did make adjustments such as lowering the spot load prior to the survey and running the "Kicks Grand Giveaway," featuring an hourly winner. On Friday nights, WWKX also featured play-by-play coverage of a local high school football team, with station DJ's serving as "color" announcers. This all appears to have paid off, as WWKX went from about 4% of the 18-34 adults to approximately 11% in this report. WLAC saw its 18-34 share decrease by more than 25% in this book, along with erosion among the station's teen share. WLAC was trying to move towards a more adult audience by adding more oldies, and cutting the playlist from 40 to 30. There were some air shift changes affecting PM drive and the evenings. Advertising used by WLAC consisted largely of TV and newspaper ads, with some billboards. Ad budget was less than used in prior surveys.

A major defection among teens hurt WBYQ's overall numbers. It didn't help that the station also lost almost 30% of its 18-34 share in this book, thus contributing to the 12+ drop. WBYQ was in relative flux during the sweep, with the PD/OM and GM leaving during the last part of the survey. Mark Damon was promoted to PD in the midst of the sweep. Three airshifts were affected by the changes involved. Perhaps the next book will be a better picture of the true WBYQ story.

Black WVOL went up almost two shares in this survey, owing to increases in teens and young adults. The station rebounded from a poor spring book to improve its showing among 18-34 and 25-54 adults.

There appears to have been a flip-flop among the AOR stations. WKDF dropped almost 50% of its total audience while WKQB more than doubled its 12+ share and has now surpassed WKDF. WKQB is the Superstars station, and it stormed to nearly a 100% increase in its 18-34 share, while WKDF's 18-34 share diminished by almost 45%. WKDF still leads WKQB in the 18-34 race, but the margin is barely more than a share point. For advertising, WKQB used many billboards and small amounts of TV and newspaper ads. The station ran commercial-free on Thursdays. WKDF maintained a less visible advertising profile, but did run a contest to win either \$10,000 or a Piper Cherokee plane.

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6655

O/N '78	A/M '79	O/N '79
1 WLAC-AM	97 WZEZ-FM	106 WZEZ-FM
2 WSM -AM	84 WLAC-AM	P9 WSM -AM
3 WSIX-FM	F1 WSIX-FM	P2 WLAC-AM
4 WKDF-FM	P0 WKDF-FM	P0 WSIX-FM
5 WZEZ-FM	77 WSM -FM	76 WWKX-FM

M-F, 6-10am

1 WSM -AM	WZEZ-FM	WSM -AM
2 WLAC-AM	WSM -AM	WZEZ-FM
3 WSIX-FM	WSIX-FM	WSIX-FM
4 WZEZ-FM	WLAC-AM	WLAC-AM
5 WKDF-FM	WSM -FM	WKBY-FM

M-F, 3-7pm

1 WLAC-AM	WKDF-FM	WZEZ-FM
2 WSM -AM	WLAC-AM	WSM -AM
3 WKDF-FM	WZEZ-FM	WLAC-AM
4 WZFZ-FM	WSM -FM	WWKX-FM
5 WSIX-FM	WSIX-FM	WKQB-FM

Teens  
M-S, 6am-Midnight  
POP(00): 828

O/N '78	A/M '79	O/N '79
1 WLAC-AM	WWKX-FM	WKQB-FM
2 WKDF-FM	WLAC-AM	WWKX-FM
3 WVOL-AM	WBYQ-FM	WLAC-AM

M-F, 6-10am

1 WLAC-AM	WWKX-FM	WWKX-FM
2 WKDF-FM	WLAC-AM	WKQB-FM
3 WGS-AM	WBYQ-FM	WLAC-AM

M-F, 3-7pm

1 WLAC-AM	WWKX-FM	WKQB-FM
2 WKDF-FM	WLAC-AM	WLAC-AM
3 WWKX-FM	WBYQ-FM	WWKX-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2482

O/N '78	A/M '79	O/N '79
1 WKDF-FM	WKDF-FM	WSM -FM
2 WLAC-AM	WSM -FM	WWKX-FM
3 WBYQ-FM	WLAC-AM	WKDF-FM
4 WSM -FM	WBYQ-FM	WLAC-AM
5 WMAK-AM	WWKX-FM	WKQB-FM

M-F, 6-10am

1 WLAC-AM	WSM -FM	WSM -FM
2 WKDF-FM	WKDF-FM	WWKX-FM
3 WSM -FM	WBYQ-FM	WSM -AM
4 WBYQ-FM	WWKX-FM	WLAC-AM
5 WSM -AM	WLAC-AM	WKDF-FM

M-F, 3-7pm

1 WLAC-AM	WKDF-FM	WSM -FM
2 WKDF-FM	WSM -FM	WKDF-FM
3 WSM -FM	WLAC-AM	WWKX-FM
4 WBYQ-FM	WBYQ-FM	WLAC-AM
5 WMAK-AM	WWKX-FM	WVOL-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3127

O/N '78	A/M '79	O/N '79
1 WZEZ-FM	WZEZ-FM	WZEZ-FM
2 WSIX-FM	WSIX-FM	WSIX-FM
3 WSM -AM	WSM -FM	WSM -AM
4 WSM -FM	WLAC-AM	WSM -FM
5 WLAC-AM	WBYQ-FM	WLAC-AM

M-F, 6-10am

1 WSM -AM	WSIX-FM	WSM -AM
2 WSIX-FM	WZEZ-FM	WSIX-FM
3 WZEZ-FM	WSM -AM	WZEZ-FM
4 WSM -FM	WSM -FM	WLAC-AM
5 WLAC-AM	WLAC-AM	WSIX-FM

M-F, 3-7pm

1 WSM -AM	WSM -FM	WZEZ-FM
2 WLAC-AM	WZEZ-FM	WSM -AM
3 WZEZ-FM	WSIX-FM	WSIX-FM
4 WSM -FM	WLAC-AM	WSM -FM
5 WSIX-FM	WBYQ-FM	WLAC-AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6655

O/N '78	A/M '79	O/N '79
1 WLAC-AM	1823 WLAC-AM	1776 WSM -AM
2 WSM -AM	1560 WSM -AM	1326 WLAC-AM
3 WBYQ-FM	1141 WSIX-FM	1067 WZEZ-FM
4 WSIX-FM	1069 WZEZ-FM	1036 WSIX-FM
5 WZEZ-FM	1017 WBYQ-FM	982 WWKX-FM

M-F, 6-10am

1 WSM -AM	WLAC-AM	WSM -AM
2 WLAC-AM	WSM -AM	WLAC-AM
3 WSIX-FM	WSIX-FM	WZEZ-FM
4 WBYQ-FM	WZEZ-FM	WSIX-FM
5 WZFZ-FM	WBYQ-FM	WSIX-FM

M-F, 3-7pm

1 WLAC-AM	WLAC-AM	WSM -AM
2 WSM -AM	WSM -AM	WZEZ-FM
3 WBYQ-FM	WBYQ-FM	WLAC-AM
4 WKDF-FM	WZEZ-FM	WWKX-FM
5 WZFZ-FM	WSIX-FM	WSM -FM

Teens  
M-S, 6am-Midnight  
POP(00): 828

O/N '78	A/M '79	O/N '79
1 WLAC-AM	WLAC-AM	WWKX-FM
2 WBYQ-FM	WWKX-FM	WLAC-AM
3 WKDF-FM	WKDF-FM	WKQB-FM

M-F, 6-10am

1 WLAC-AM	WLAC-AM	WWKX-FM
2 WKDF-FM	WWKX-FM	WLAC-AM
3 WBYQ-FM	WBYQ-FM	WKQB-FM

M-F, 3-7pm

1 WLAC-AM	WLAC-AM	WWKX-FM
2 WBYQ-FM	WWKX-FM	WLAC-AM
3 WKDF-FM	WBYQ-FM	WKQB-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2482

O/N '78	A/M '79	O/N '79
1 WLAC-AM	WLAC-AM	WLAC-AM
2 WKDF-FM	WBYQ-FM	WWKX-FM
3 WBYQ-FM	WSM -FM	WSM -FM
4 WSM -FM	WWKX-FM	WKDF-FM
5 WMAK-AM	WKDF-FM	WSM -AM

M-F, 6-10am

1 WLAC-AM	WSM -FM	WLAC-AM
2 WBYQ-FM	WBYQ-FM	WSM -FM
3 WSM -FM	WLAC-AM	WWKX-FM
4 WKDF-FM	WWKX-FM	WSM -AM
5 WSM -AM	WKDF-FM	WKDF-FM

M-F, 3-7pm

1 WLAC-AM	WLAC-AM	WLAC-AM
2 WKDF-FM	WKDF-FM	WSM -FM
3 WBYQ-FM	WSM -FM	WWKX-FM
4 WSM -FM	WBYQ-FM	WKDF-FM
5 WFOR-FM	WWKX-FM	WSM -AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3127

O/N '78	A/M '79	O/N '79
1 WLAC-AM	WLAC-AM	WSM -AM
2 WSM -AM	WSM -AM	WLAC-AM
3 WSIX-FM	WZFZ-FM	WZEZ-FM
4 WZEZ-FM	WSIX-FM	WSIX-FM
5 WSM -FM	WBYQ-FM	WSIX-FM

M-F, 6-10am

1 WSM -AM	WLAC-AM	WSM -AM
2 WLAC-AM	WSIX-FM	WZEZ-FM
3 WSIX-FM	WSM -AM	WSIX-FM
4 WZEZ-FM	WZEZ-FM	WLAC-AM
5 WSM -FM	WSIX-FM	WSM -FM

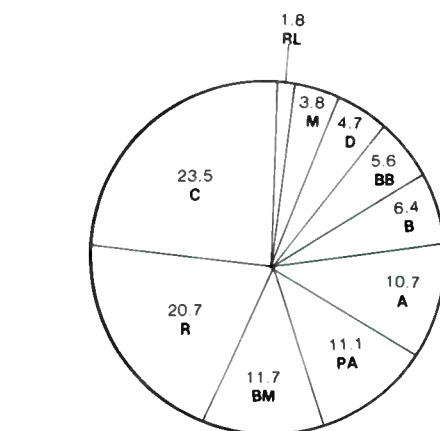
M-F, 3-7pm

1 WSM -AM	WLAC-AM	WSM -AM
2 WLAC-AM	WSIX-FM	WZEZ-FM
3 WZEZ-FM	WSM -AM	WSIX-FM
4 WSM -FM	WSM -FM	WLAC-AM
5 WSIX-FM	WZEZ-FM	WSM -FM

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6655

O/N '78	A/M '79	O/N '79
1 WLAC-AM	10.9 WZEZ-FM	11.3 WZEZ-FM
2 WSM -AM	9.4 WLAC-AM	9.5 WSM -AM
3 WSIX-FM	9.1 WSIX-FM	P.8 WLAC-AM
4 WKDF-FM	9.0 WKDF-FM	P.6 WSIX-FM
5 WZEZ-FM	P.6 WSM -FM	8.1 WWKX-FM
6 WBYQ-FM	7.3 WSM -AM	7.9 WVOL-AM
7 WVOL-AM	5.6 WBYQ-FM	6.5 WKQB-FM
8 WSM -FM	5.5 WWKX-FM	6.1 WSM -FM
9 WMAK-AM	5.2 WMAK-AM	5.0 WAMB-AM
10 WEDA-AM	3.7 WVOL-AM	4.6 WSIX-FM
11 WWKX-FM	3.6 WSIX-FM	3.4 WBYQ-FM
12 WSIX-FM	3.4 WAMB-AM	3.3 WKDF-FM
13 WAMB-AM	3.2 WKDA-AM	3.0 WMAK-AM
14 WKQB-FM	2.9 WKOP-FM	2.8 WKDA-AM
15 WGNB-AM	1.3 WGNB-AM	1.4 WDKN-AM
16 WJRB-AM	1.2 WJRB-AM	1.2 WIZO-AM
17 WJTS-FM	1.1 WKCM-AM	1.1 WKCM-AM
18 WIZO-FM	0.8 WDBL-FM	0.4 WNTS-AM
19 WKCM-AM	0.7 WDBL-FM	0.3 WMAH-AM
20 WEAH-AM	0.6	0.3 WCOR-AM
21 WDBL-AM	0.3	0.3 WACC-AM
22 WDBL-FM	0.2	0.5



# New Haven-West Haven

METRO RANK

77

## O/N '79 Market Overview

Because of the proximity of New Haven to several other major markets, many non-metro stations have significant signals, and shares, in this metro. However, the top three stations are New Haven stations.

Eternal P/A kingpin WELI leads the market by a large margin. Not only did the station remain in the top position, but the margin of its victory was greater than before. In the A/M '79 survey WELI had a 25.54 share of approximately 17%. In this book that dominant share has been increased to almost 23% of the prime adult market. In order to help accomplish this feat, the station spent ad dollars in several media — TV, newspaper, busboards and billboards — and used a larger budget than allocated for the spring sweep. WELI has been gradually adding younger-skewing music to its mix, part of a several-years plan to earn the station a better share of younger adults without losing older listeners. One aspect of the station's sound that appealed to all adult demos was the "Energy Answer Contest," whereby suggestions about alternative energy sources were encouraged.

One remarkable turnaround transpired as longtime Top 40 station WAVZ switched to Pop/Adult, and in the transition virtually dropped off the chart. The station's overall share went from 10.4 to 1.6 in this set of results, with an 87% drop in 18-34 share. Meanwhile, replacing WAVZ as number two is FM sister WKCI, now switched to Top 40 after showing strongly in the last report as a Beautiful Music station. WKCI has a share of approximately 15% of the 18-34 market and garnered almost 20% of the teen audience in its first book as a rock station.

The top 18-34 station in the New Haven area is WPLR, the station that ranks third in the 12+ standings. WPLR's overall share dipped, largely due to a slight reduction in the station's share of adults 18-34. Given the new strength of WKCI, it will be worth watching the A/M '80 results to see if WPLR can remain number one among adults 18-34.

### Average Persons 12+ Share Trends

Monday-Sunday 6am-Midnight

O/N '78	A/M '79	O/N '79
1 WELI-AM	18.2	WELI-AM 16.6
2 WKCI-FM	9.3	WAVZ-AM 10.4
3 WAVZ-AM	7.4	WPLR-FM 8.8
4 WPLR-FM	6.9	WKCI-FM (R) 8.3
5 WXYZ-FM	5.2	WDRS-FM (A) 7.8
6 WKSS-FM	4.8	WDRS-FM (B) 6.1
7 WNBC-AM	4.6	WNBC-AM (R) 5.9
8 WTIC-FM	3.3	WYZ-FM (A) 5.3
9 WDRS-FM	3.3	WYZ-FM (B) 5.2
10 WCBS-AM	3.1	WTIC-AM (PA) 3.6
11 WFNZ-FM	2.8	WDRS-FM (R) 2.8
12 WTIC-AM	2.3	WRCH-FM (B) 2.7
13 WIOF-FM	2.3	WNN-AM (C) 2.5
14 WNN-AM	1.8	WNN-AM (A) 1.9
15 WNN-AM	1.6	WOR-AM (T) 1.9
16 WOR-AM	1.6	WAVZ-AM (PA) 1.6
17 WDJZ-AM	1.6	WTIC-FM (R) 1.6
18 WOHN-AM	1.5	WDJZ-AM (PA) 1.4
19 WABC-AM	1.1	WRCH-FM (A) 1.1
20 WRCH-FM	1.0	WYBC-FM (A) 1.1
21 WICC-AM	0.8	WNN-AM (R) 0.8
22 WYRC-FM	0.7	WICC-AM (A) 0.5
23 WHCN-FM	0.7	WICC-AM (R) 0.5
24 WHCA-AM	0.5	WYBC-FM (R) 0.5
25 WPOP-AM	0.3	WYBC-FM (A) 0.3
26 WRCQ-AM	0.3	WNN-AM (R) 0.3
27		WNEW-AM 0.5
28		WCCC-FM 0.5
29		WRCQ-AM 0.3
		WQXR-AM 0.3

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3721

O/N '78	A/M '79	O/N '79
1 WELI-AM	111	WELI-AM 104
2 WKCI-FM	57	WAVZ-AM 65
3 WAVZ-AM	45	WPLR-FM 55
4 WPLR-FM	42	WKCI-FM 47
5 WXYZ-FM	32	WKSS-FM 39
		WNBC-AM 38

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WAVZ-AM	WKCI-FM
3 WKCI-FM	WPLR-FM	WNBC-AM
4 WNBC-AM	WKCI-FM	WTIC-AM
5 WPLR-FM	WCBS-AM	WPLR-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WELI-AM	WELI-AM	WELI-AM
2 WKCI-FM	WPLR-FM	WKCI-FM
3 WAVZ-AM	WAVZ-AM	WPLR-FM
4 WPLR-FM	WKCI-FM	WYZ-FM
5 WKSS-FM	WDRS-FM	WNBC-AM

Teens  
M-S, 6am-Midnight  
POP(00): 427

O/N '78	A/M '79	O/N '79
1 WTIC-FM	WNBC-AM	WNBC-AM
2 WPLR-FM	WPLR-FM	WKCI-FM
3 WNBC-AM	WDRS-FM	WPLR-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WTIC-FM	WNBC-AM	WNBC-AM
2 WELI-AM	WPLR-FM	WKCI-FM
3 WPLR-FM	WDRS-FM	WTIC-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WTIC-FM	WNBC-AM	WKCI-FM
2 WNBC-AM	WDRS-FM	WNBC-AM
3 WAVZ-AM	WPLR-FM	WPLR-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1339

O/N '78	A/M '79	O/N '79
1 WAVZ-AM	WPLR-FM	WPLR-FM
2 WPLR-FM	WAVZ-AM	WKCI-FM
3 WXYZ-FM	WDRS-FM	WYZ-FM
4 WNBC-AM	WYZ-FM	WELI-AM
5 WELI-AM	WELI-AM	WNBC-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WAVZ-AM	WAVZ-AM	WKCI-FM
2 WPLR-FM	WPLR-FM	WELI-AM
3 WELI-AM	WDRS-FM	WPLR-FM
4 WNBC-AM	WYZ-FM	WELI-AM
5 WELI-AM	WELI-AM	WNBC-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WAVZ-AM	WPLR-FM	WKCI-FM
2 WPLR-FM	WAVZ-AM	WPLR-FM
3 WXYZ-FM	WDRS-FM	WYZ-FM
4 WNBC-AM	WYZ-FM	WELI-AM
5 WDRS-FM	WELI-AM	WNBC-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1692

O/N '78	A/M '79	O/N '79
1 WELI-AM	WELI-AM	WELI-AM
2 WKCI-FM	WAVZ-AM	WYZ-FM
3 WAVZ-AM	WKCI-FM	WKCI-FM
4 WXYZ-FM	WYZ-FM	WZFN-FM
5 WKSS-FM	WKSS-FM	WNBC-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WPLI-AM	WELI-AM	WELI-AM
2 WKCI-FM	WAVZ-AM	WNBC-AM
3 WAVZ-AM	WKCI-FM	WYZ-FM
4 WBS-AM	WYZ-FM	WKCI-FM
5 WNBC-AM	WPLR-FM	WCBS-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WKCI-FM	WELI-AM	WELI-AM
2 WELI-AM	WAVZ-AM	WYZ-FM
3 WKSS-FM	WKCI-FM	WKCI-FM
4 WYZ-FM	WYZ-FM	WZFN-FM
5 WAVZ-AM	WKSS-FM	WNBC-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3721

O/N '78	A/M '79	O/N '79
1 WELI-AM	1354	WELI-AM 1142
2 WAVZ-AM	674	WAVZ-AM 823
3 WPLR-FM	595	WPLR-FM 726
4 WNBC-AM	595	WDRS-FM 534
5 WKCI-FM	594	WNBC-AM 531

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WELI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WAVZ-AM	WNBC-AM
3 WNBC-AM	WPLR-FM	WKCI-FM
4 WKCI-FM	WNBC-AM	WPLR-FM
5 WPLR-FM	WDRS-FM	WTIC-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WPLI-AM	WELI-AM	WELI-AM
2 WAVZ-AM	WAVZ-AM	WNBC-AM
3 WNBC-AM	WPLR-FM	WKCI-FM
4 WPLR-FM	WKCI-FM	WPLR-FM
5 WKCI-FM	WDRS-FM	WYZ-FM

Teens  
M-S, 6am-Midnight  
POP(00): 427

O/N '78	A/M '79	O/N '79
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WAVZ-AM	WDRS-FM	WKCI-FM
3 WTIC-FM	WPLR-FM	WPLR-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WAVZ-AM	WNBC-AM	WNBC-AM
2 WNBC-AM	WPLR-FM	WKCI-FM
3 WTIC-FM	WAVZ-AM	WPLR-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WNBC-AM	WNBC-AM	WNBC-AM
2 WAVZ-AM	WPLR-FM	WKCI-FM
3 WTIC-FM	WDRS-FM	WPLR-FM

### Adults 18-34 M-S, 6am-Midnight POP(00): 1339

O/N '78	A/M '79	O/N '79
1 WPLR-FM	WPLR-FM	WKCI-FM
2 WAVZ-AM	WAVZ-AM	WNBC-AM
3 WYZ-FM	WDRS-FM	WELI-AM
4 WNBC-AM	WYZ-FM	WPLR-FM
5 WELI-AM	WNBC-AM	WYZ-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WAVZ-AM	WPLR-FM	WELI-AM
2 WNBC-AM	WAVZ-AM	WNBC-AM
3 WPLR-FM	WDRS-FM	WKCI-FM
4 WYZ-FM	WYZ-FM	WPLR-FM
5 WELI-AM	WNBC-AM	WYZ-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WAVZ-AM	WPLR-FM	WKCI-FM
2 WPLR-FM	WAVZ-AM	WNBC-AM
3 WYZ-FM	WDRS-FM	WPLR-FM
4 WNBC-AM	WYZ-FM	WYZ-FM
5 WDRS-FM	WNBC-AM	WELI-AM

### Adults 25-54 M-S, 6am-Midnight POP(00): 1692

O/N '78	A/M '79	O/N '79
1 WELI-AM	WELI-AM	WELI-AM
2 WKCI-FM	WAVZ-AM	WNBC-AM
3 WNBC-AM	WKCI-FM	WKCI-FM
4 WAVZ-AM	WYZ-FM	WYZ-FM
5 WYZ-FM	WNBC-AM	WZFN-FM

M-F, 6-10am

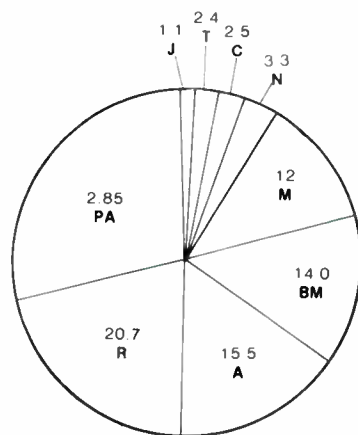
O/N '78	A/M '79	O/N '79
1 WELI-AM	WELI-AM	WELI-AM
2 WNBC-AM	WAVZ-AM	WNBC-AM
3 WKCI-FM	WKCI-FM	WYZ-FM
4 WBS-AM	WPLR-FM	WBS-AM
5 WYZ-FM	WYZ-FM	WKCI-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WELI-AM	WELI-AM	WELI-AM
2 WKCI-FM	WAVZ-AM	WNBC-AM
3 WAVZ-AM	WKCI-FM	WYZ-FM
4 WNBC-AM	WYZ-FM	WKCI-FM
5 WYZ-FM	WPLR-FM	WZFN-FM

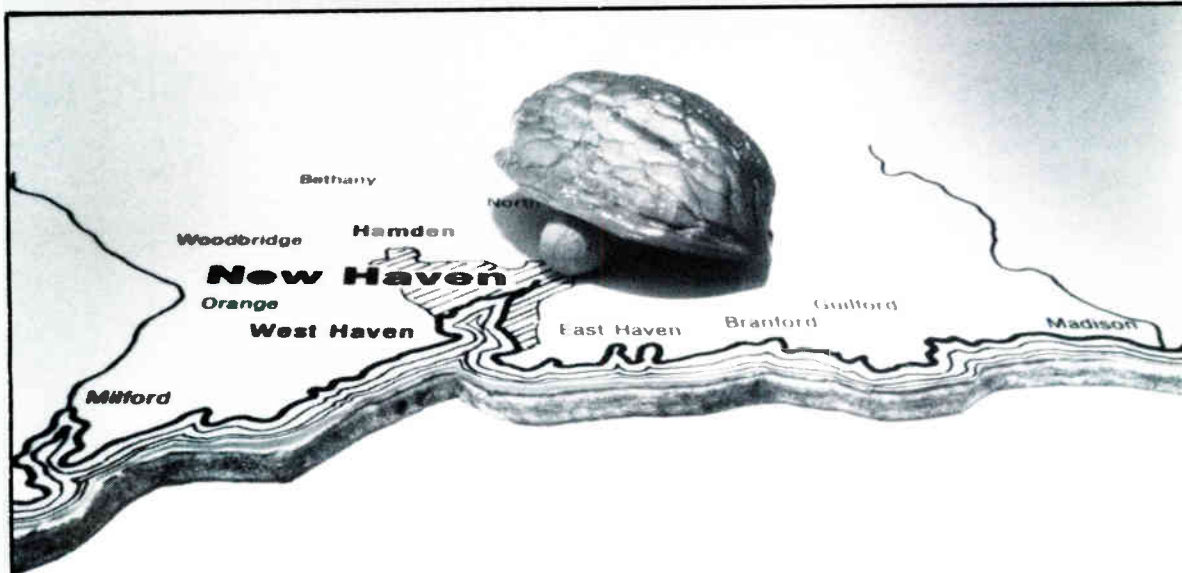
### Format Penetration Chart

Based On Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight

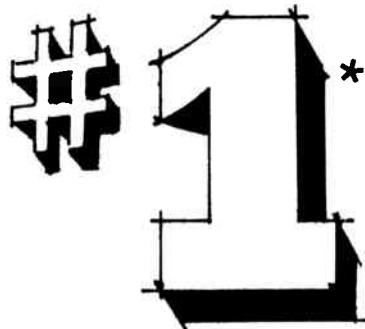


### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# There's No Guessing In New Haven



Adults 18 + ... .23.1 Share  
 Adults 18 - 49 .14.5 Share  
 Adults 25 - 49 .20.1 Share  
 Adults 25 - 54 .22.7 Share

Guess how many stations would like to know the secret of WELI's programming.

\* Audience data based on O/N '79 New Haven Metro ARB, M-S, 6a-Mid and subject to qualifications in the Arbitron Report.

# WELI/960

## New Haven Connecticut



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METRO RANK

34

**Fall Extended Measurement**

**O/N '79 Market Overview**

Older-skewing stations led the parade in the fall '79 Extended Measurement 12-week sweep in New Orleans. Beautiful Music **WBYU** and P/A **WSMB** rate 1-2, while many youth-oriented stations took it on the chin in this book.

After a former competitor switched from the BM format in the spring of '79, **WBYU** has had increasing success. The biggest increase in **WBYU**'s numbers within its 12+ umbrella came from 18-34 adults. The station used an outside ad budget structured much the same this survey as it was for the spring — based on TV and newspaper ads. New runnerup **WSMB** had a basically flat book for this fall sweep, maintaining a demographic profile based largely on adults 35+.

Pop/Adult **WQUE** maintains its hold on the number three spot in New Orleans. The station dipped somewhat in absolute shares, due to slippage in its share of adults 18-34. However, **WQUE** still averages 12% of this young adult market, and now ranks as the top station in the demo.

Just behind **WQUE** in the overall standings is **WTIX**. **WTIX**'s overall share drop is largely attributable to a decrease in 25-54 share of 33%, most of which came from persons 45+ not being recorded by Arbitron as tuning in with the regularity they did in the spring survey. Advertising for **WTIX** was concentrated solely in TV commercials, as opposed to the spring effort, which saw the station split the ad budget between TV and subboards. Fewer ad dollars were spent for the fall sweep.

There's a real success story in this report for **WGSO**, which changed format at the start of the extended sweep. **WGSO** switched from P/A to News/Talk without a major promotion announcing the event. **WGSO** is the only New Orleans station programming a news block from 5-9am during the week. The approach paid off during this survey, as the 25-54 share for **WGSO** went up almost 33%.

Other success stories include the longtime P/A standby **WWL**, which saw its share among the 35+ demos increase nicely; and Black stations **WXEL** and **WYLD-AM**. **WXEL** saw its teen and 18-34 shares double in this sweep, while **WYLD-AM** had its 18-34 share boosted by almost 20%.

Some Top 40 and AOR stations drew the short end of the stick in this survey. Top 40 station **WNOE-AM** lost 45% of its 18-34 share; **WNOE-FM** saw its 18-34 share shrink by almost 15%, owing to the loss of some men 18-34; and **WRNO** dropped three shares overall and five shares among 18-34 adults. **WRNO** ran on-air diary announcements during the survey.

**Average Persons Trends/Rankings**

Total 12+  
M-S, 6am-Midnight  
POP(00): 9319

	O/N '78	A/M '79	O/N '79	
1	WTIX-AM	101	WBYU-FM	133
2	WQUE-FM	99	WTIX-AM	101
3	WBYU-FM	90	WQUE-FM	85
4	WSMB-AM	90	WRNO-FM	85
5	WNOE-FM	83	WSMB-AM	83

**M-F, 6-10am**

1	WTIX-AM	WTIX-AM	WBYU-FM
2	WGSO-AM	WBYU-FM	WSMB-AM
3	WWL-AM	WWL-AM	WWL-AM
4	WSMB-AM	WGSO-AM	WTIX-AM
5	WQUE-FM	WSMB-AM	WGSO-AM

**M-F, 3-7pm**

1	WQUE-FM	WBYU-FM	WBYU-FM
2	WTIX-AM	WTIX-AM	WQUE-FM
3	WNOE-FM	WQUE-FM	WTIX-AM
4	WSMB-AM	WRNO-FM	WNOE-FM
5	WBYU-FM	WNOE-FM	WSMB-AM

Teens  
M-S, 6am-Midnight  
POP(00): 1280

	O/N '78	A/M '79	O/N '79
1	WTIX-AM	WTIX-AM	WNOE-FM
2	WNOE-FM	WNOE-FM	WTIX-AM
3	WQUE-FM	WQUE-FM	WQUE-FM

**M-F, 6-10am**

1	WTIX-AM	WTIX-AM	WTIX-AM
2	WNOE-FM	WNOE-FM	WNOE-FM
3	WQUE-FM	WQUE-FM	WQUE-FM

**M-F, 3-7pm**

1	WNOE-FM	WTIX-AM	WNOE-FM
2	WTIX-AM	WNOE-FM	WQUE-FM
3	WQUE-FM	WQUE-FM	WTIX-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3486

	O/N '78	A/M '79	O/N '79
1	WQUE-FM	WRNO-FM	WQUE-FM
2	WNOE-FM	WQUE-FM	WBYU-FM
3	WRNO-FM	WNOE-FM	WNOE-FM
4	WTIX-AM	WTIX-AM	WNOE-FM
5	WYLD-FM	WNOE-FM	WYLD-FM

**M-F, 6-10am**

1	WQUE-FM	WTIX-AM	WQUE-FM
2	WTIX-AM	WQUE-FM	WBYU-FM
3	WRNO-FM	WNOE-FM	WNOE-FM
4	WNOE-FM	WRNO-FM	WRNO-FM
5	WGSO-AM	WRNO-FM	WTIX-AM

**M-F, 3-7pm**

1	WQUE-FM	WRNO-FM	WQUE-FM
2	WNOE-FM	WQUE-FM	WYLD-FM
3	WRNO-FM	WNOE-FM	WRNO-FM
4	WTIX-AM	WTIX-AM	WNOE-FM
5	WYLD-FM	WNOE-FM	WBYU-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4462

	O/N '78	A/M '79	O/N '79
1	WTIX-AM	WBYU-FM	WBYU-FM
2	WBYU-FM	WTIX-AM	WGSO-AM
3	WGSO-AM	WQUE-FM	WWL-AM
4	WSMB-AM	WSHO-AM	WQUE-FM
5	WSHO-AM	WGSO-AM	WTIX-AM

**M-F, 6-10am**

1	WGSO-AM	WTIX-AM	WBYU-FM
2	WTIX-AM	WBYU-FM	WWL-AM
3	WWL-AM	WGSO-AM	WGSO-AM
4	WSMB-AM	WWL-AM	WTIX-AM
5	WQUE-FM	WQUE-FM	WNOE-FM

**M-F, 3-7pm**

1	WBYU-FM	WBYU-FM	WBYU-FM
2	WTIX-AM	WTIX-AM	WGSO-AM
3	WQUE-FM	WQUE-FM	WSHO-AM
4	WGSO-AM	WGSO-AM	WQUE-FM
5	WSMB-AM	WSHO-AM	WTIX-AM

**Cume Persons Trends/Rankings**

Total 12+  
M-S, 6am-Midnight  
POP(00): 9319

	O/N '78	A/M '79	O/N '79
1	WTIX-AM	2173	WTIX-AM
2	WQUE-FM	1861	WQUE-FM
3	WGSO-AM	1748	WNOE-FM
4	WNOE-FM	1627	WBYU-FM
5	WNOE-FM	1484	WWL-AM

**M-F, 6-10am**

1	WTIX-AM	WTIX-AM	WTIX-AM
2	WQUE-FM	WNOE-FM	WBYU-FM
3	WGSO-AM	WQUE-FM	WWL-AM
4	WWL-AM	WWL-AM	WQUE-FM
5	WNOE-FM	WBYU-FM	WNOE-FM

**M-F, 3-7pm**

1	WTIX-AM	WTIX-AM	WQUE-FM
2	WQUE-FM	WQUE-FM	WTIX-AM
3	WNOE-FM	WNOE-FM	WBYU-FM
4	WNOE-FM	WBYU-FM	WNOE-FM
5	WRNO-FM	WRNO-FM	WWL-AM

Teens  
M-S, 6am-Midnight  
POP(00): 1280

	O/N '78	A/M '79	O/N '79
1	WTIX-AM	WTIX-AM	WTIX-AM
2	WNOE-FM	WNOE-FM	WNOE-FM
3	WQUE-FM	WQUE-FM	WQUE-FM

**M-F, 6-10am**

1	WTIX-AM	WTIX-AM	WTIX-AM
2	WNOE-FM	WNOE-FM	WNOE-FM
3	WQUE-FM	WQUE-FM	WQUE-FM

**M-F, 3-7pm**

1	WTIX-AM	WTIX-AM	WTIX-AM
2	WNOE-FM	WNOE-FM	WNOE-FM
3	WQUE-FM	WQUE-FM	WQUE-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3486

	O/N '78	A/M '79	O/N '79
1	WQUE-FM	WQUE-FM	WQUE-FM
2	WTIX-AM	WTIX-AM	WNOE-FM
3	WNOE-FM	WRNO-FM	WTIX-AM
4	WRNO-FM	WNOE-FM	WRNO-FM
5	WNOE-FM	WNOE-FM	WNOE-FM

**M-F, 6-10am**

1	WTIX-AM	WQUE-FM	WQUE-FM
2	WQUE-FM	WTIX-AM	WTIX-AM
3	WRNO-FM	WNOE-FM	WNOE-FM
4	WNOE-FM	WRNO-FM	WRNO-FM
5	WNOE-FM	WNOE-FM	WNOE-FM

**M-F, 3-7pm**

1	WQUE-FM	WQUE-FM	WQUE-FM
2	WTIX-AM	WTIX-AM	WNOE-FM
3	WNOE-FM	WRNO-FM	WRNO-FM
4	WRNO-FM	WNOE-FM	WTIX-AM
5	WNOE-FM	WNOE-FM	WNOE-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4462

	O/N '78	A/M '79	O/N '79
1	WGSO-AM	WTIX-AM	WWL-AM
2	WTIX-AM	WBYU-FM	WTIX-AM
3	WWL-AM	WWL-AM	WBYU-FM
4	WQUE-FM	WGSO-AM	WGSO-AM
5	WBYU-FM	WQUE-FM	WQUE-FM

**M-F, 6-10am**

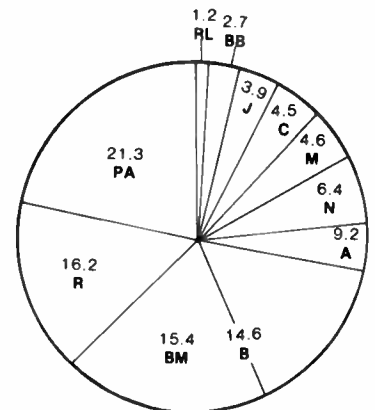
1	WTIX-AM	WTIX-AM	WBYU-FM
2	WGSO-AM	WBYU-FM	WWL-AM
3	WWL-AM	WGSO-AM	WTIX-AM
4	WQUE-FM	WWL-AM	WGSO-AM
5	WBYU-FM	WQUE-FM	WNOE-FM

**M-F, 3-7pm**

1	WTIX-AM	WTIX-AM	WBYU-FM
2	WQUE-FM	WBYU-FM	WWL-AM
3	WGSO-AM	WQUE-FM	WTIX-AM
4	WBYU-FM	WWL-AM	WQUE-FM
5	WNOE-FM	WGSO-AM	WGSO-AM

**Format Penetration Chart**

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

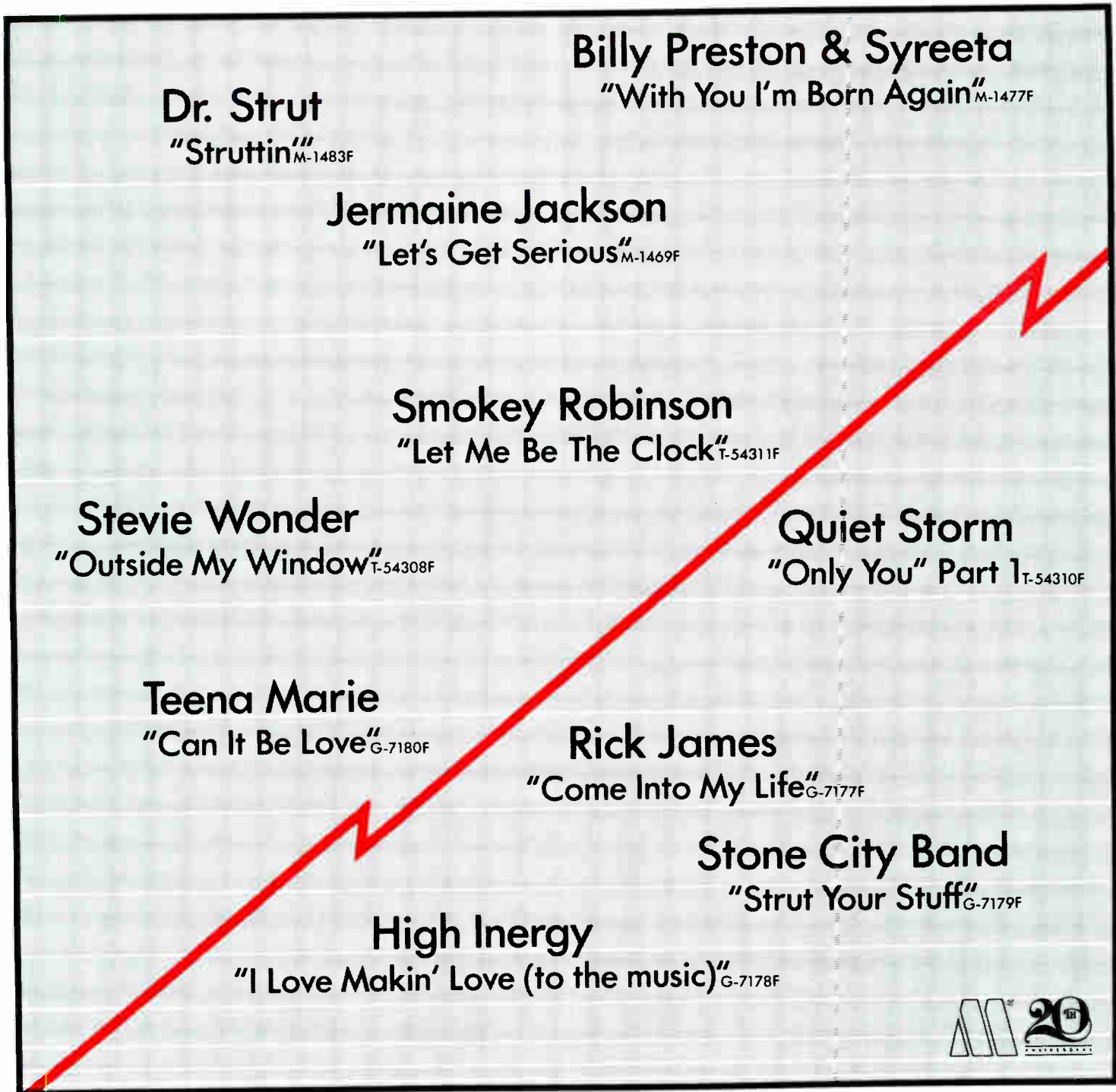
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

**Average Persons 12+ Share Trends**

Monday-Sunday, 6am-Midnight  
POP(00): 9319

	O/N '78	A/M '79	O/N '79
1	WTIX-AM	8.5	WBYU-FM
2	WQUE-FM	8.3	WTIX-AM
3	WBYU-FM	7.6	WQUE-FM
4	WSMB-AM	7.6	WRNO-FM
5	WNOE-FM	7.0	WSMB-AM
6	WGSO-AM	6.4	WNOE-FM
7	WRNO-FM	5.8	WWL-AM
8	WSHO-AM	5.6	WNOE-FM
9	WWL-AM	5.1	WGSO-AM
10	WNOE-FM	4.9	WYLD-AM
11	WYLD-AM	4.4	WSHO-AM
12	WYLD-FM	4.2	WWL-FM
13	WBOK-AM	3.9	WYLD-FM
14	WXEL-FM	3.5	WZBZ-FM
15	WWL-FM	3.4	WXEL-FM
16	WKIW-AM	3.3	WKIW-AM
17	WZBZ-FM	3.2	WBOK-AM
18	WVOC-AM	1.8	WNNR-AM
19	WNNR-AM	1.3	WVOC-AM
20	WARB-AM	0.7	WARB-AM

# MAKE OUR TOP TEN YOUR TOP TEN!



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# New York

METRO RANK

1

## O/N '79 Market Overview

The New York City radio standings reflect a demographic division — the top two stations are oriented towards young adults, while the next several stations aim for the upper end of the adult scale. The big story is that **WKUT** appears to be on the rebound, and virtually tied **WBLS** for the overall lead. Also worthy of note: **WABC** continues on the downside as its 12+ share drops for the fifth consecutive book.

Besides the various station ups and downs, keep in mind that the postal service dealt **Arbitron** a blow, and in the third survey week more than 100 diaries failed to reach the intended respondents in time for them to properly fill out the diaries and return them to Beltsville. Arbitron estimates that 70 diaries were lost as a result of this mail problem. The diaries that did come back were more oriented towards ESF homes in this survey than in the previous book.

The battle between **WBLS** and **WKUT** continues. **WBLS** saw its numbers eroded due to a drop in average persons 18-34, due to less time spent listening by that target demo. **WKUT** has now again edged out **WBLS** for the 18-34 lead in both average and cume persons. **WBLS** shows more strength in the 25-54 target, though, than does **WBLS**. Part of the reason for **WKUT**'s resurgence may be due to the programming change brought about by the new PD, **Paul Zarcone**. Coming from **WBLS**, Zarcone added more Top 40 and ballads to the Dancemusic mix, and broke some new records before the Top 40 stations did. Advertising for **WKUT** continued in the vein of using TV and busboards.

**WABC** maintained a fairly low profile in the O/N '79 book. Other than giving away cash prizes hourly on air, little was done to boost the station's presence. Major programming changes were instituted after the sweep was concluded, so the results of the next few reports should be of immense interest.

Among the older-skewing stations, **WOR** continues to hold the fort. The station made substantial gains among men 35+. **WOR** gave away 100 trips to Disney World and promoted the station through TV and newspaper ads. Behind **WOR** in the overall standings is News station **WCBS-AM**. The station picked up the full schedule of NY Jets football games, and also may have been helped by the impact of the Iranian crisis when it broke in the third survey week.

Beautiful Music **WRFM** dropped back after a good summer book. The station lost more than 20% of its 25-54 share in this report. Some 10 TV spots were used to promote the **Bonneville** station during the survey. Among the remaining stations, several were winners in this book — Top 40 **WNBC**, for example. The Oldies approach on **WCBS-FM** picked up some loyal listeners in the fall book, and **WPAT-AM** and **FM** both moved up.

The AOR scene provided one of the interesting comparisons. **WPLJ** dipped among 18-34 listeners and is now tied with **WNEW-FM** for third place in that demo. The overall share for **WPLJ** in this book is the station's lowest in recent surveys, while **WNEW-FM** rebounded from a down summer sweep.

**WXLO** had a down book this time. Main reason for the audience loss is that new PD **Don Kelly** was taking the station from Top 40 rock to a more adult approach. This transition phase was not the time to be promoting the station

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 137992

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79					
1 WKUT-FM	11.3	WKUT-FM	10.3	WKUT-FM	7.6	WBLS-FM	8.7	WBLS-FM (B)	7.1
2 WABC-AM	7.1	WABC-AM	6.2	WOR-AM	7.0	WKUT-FM	6.7	WKUT-FM (B)	6.8
3 WOR-AM	6.4	WOR-AM	5.8	WBLS-FM	6.4	WOR-AM	5.8	WOR-AM (B)	6.6
4 WCBS-AM	5.6	WRFM-FM	5.6	WABC-AM	5.9	WABC-AM	5.8	WCBS-AM (B)	5.4
5 WINS-AM	5.1	WINS-AM	5.3	WCBS-AM	5.1	WRFM-FM	5.5	WRFM-FM (B)	4.7
6 WRFM-FM	4.7	WCBS-AM	5.2	WRFM-FM	4.7	WCBS-AM	5.0	WABC-AM (B)	4.6
7 WCBS-FM	3.4	WBLS-FM	3.9	WINS-AM	4.6	WINS-AM	4.7	WINS-AM (B)	4.4
8 WHN-AM	3.4	WPLJ-FM	3.6	WPAT-FM	4.1	WPLJ-FM	3.8	WMCA-AM (B)	3.2
9 WPLJ-FM	3.3	WHN-AM	3.6	WPLJ-FM	3.5	WMCA-AM	3.4	WNBC-AM (B)	3.2
10 WBLS-FM	3.1	WPAT-FM	3.3	WNEW-AM	3.4	WHN-AM	3.0	WPLJ-FM (A)	3.2
11 WJIT-AM	2.9	WPAT-FM	2.9	WMCA-AM	3.0	WADO-AM	2.8	WCBS-FM (B)	3.1
12 WPAT-AM	2.7	WNEW-AM	2.9	WHN-AM	3.0	WNBC-AM	2.8	WPAT-FM (B)	3.0
13 WPAT-FM	2.6	WMCA-AM	2.8	WCBS-FM	2.9	WPAT-FM	2.7	WPAT-FM (B)	2.9
14 WNBC-AM	2.6	WCBS-FM	2.7	WNEW-FM	2.9	WXLO-FM	2.6	WADO-AM (B)	2.8
15 WMCA-AM	2.6	WNBC-AM	2.6	WNEW-AM	2.7	WNEW-AM	2.6	WNEW-FM (A)	2.7
16 WXLO-FM	2.6	WJIT-AM	2.4	WXLO-FM	2.5	WCBS-FM	2.5	WHN-AM (B)	2.7
17 WTFM-FM	2.2	WADO-AM	2.3	WJIT-AM	2.1	WPAT-AM	2.4	WYNY-FM (A)	2.2
18 WNEW-AM	2.1	WXLO-FM	2.2	WADO-AM	2.0	WNEW-FM	2.3	WNEW-AM (A)	2.0
19 WADO-AM	1.9	WYNY-FM	1.8	WPAT-AM	2.0	WJIT-AM	2.1	WJIT-AM (B)	2.0
20 WNEW-FM	1.7	WNEW-FM	1.8	WYNY-FM	2.0	WTFM-FM	1.9	WTFM-FM (A)	1.8
21 WQXR-FM	1.3	WQXR-FM	1.4	WTFM-FM	1.8	WRVR-FM	1.3	WXLO-FM (B)	1.7
22 WRVR-FM	1.3	WNBC-AM	1.2	WPXI-FM	1.2	WYNY-FM	1.2	WPXI-FM (A)	1.2
23 WVNJ-FM	1.2	WRVR-FM	1.1	WRVR-FM	1.1	WLIR-AM	1.1	WQXR-FM (C)	1.1
24 WPXI-FM	1.1	WTFM-FM	1.0	WQXR-FM	1.1	WPXI-FM	1.1	WNCN-FM (C)	1.1
25 WYNY-FM	1.1	WVNJ-FM	1.0	WVNJ-FM	0.9	WLIR-AM	1.1	WRVR-FM (C)	1.1
26 WBLS-FM	1.1	WYNY-FM	0.9	WNCN-FM	0.7	WVNJ-FM	1.1	WVNJ-FM (B)	0.9
27 WNCN-FM	0.8	WVNJ-FM	0.7	WLIR-AM	0.7	WQXR-FM	0.9	WVNJ-FM (B)	0.8
28 WVNJ-FM	0.8	WRRL-AM	0.6	WBLS-FM	0.7	WHLI-AM	0.9	WCTO-FM (B)	0.8
29 WLIR-FM	0.6	WALK-FM	0.6	WLIR-AM	0.5	WVNJ-FM	0.7	WHLI-AM (B)	0.8
30 WRRL-AM	0.6	WCTC-AM	0.5	WVNJ-FM	0.5	WHUD-FM	0.8	WRRL-AM (B)	0.7
31 WNJR-AM	0.4	WLIR-AM	0.5	WCTO-FM	0.5	WNCN-FM	0.6	WLIR-FM (B)	0.7
32 WQXR-AM	0.4	WNJR-AM	0.5	WQXR-AM	0.4	WRRL-AM	0.6	WNJR-AM (B)	0.6
33 WCTO-FM	0.4	WBLT-FM	0.5	WALK-FM	0.4	WBLS-FM	0.5	WBLS-FM (A)	0.6
34 WEDV-AM	0.4	WEDV-FM	0.4	WRRL-AM	0.4	WMGQ-FM	0.5	WLIR-AM (A)	0.5
35 WMGQ-FM	0.4	WLIR-FM	0.4	WCSM-AM	0.4	WNJR-AM	0.5	WEZN-FM (A)	0.5
36 WLIR-AM	0.3	WWDJ-AM	0.4	WMGQ-FM	0.4	WWDJ-AM	0.4	WCTC-AM (C)	0.4
37 WWDJ-AM	0.3	WEVD-AM	0.4	WEVD-FM	0.3	WALK-FM	0.4	WALK-FM (B)	0.4
38 WEVD-FM	0.3	WQXR-AM	0.3	WBXN-AM	0.3	WRKT-FM	0.3	WQXR-AM	0.4
39 WHUD-FM	0.3	WEZN-FM	0.3	WNJR-AM	0.3	WQXR-AM	0.3	WMGQ-FM	0.4

heavily, so there was less outside advertising than in the past. Future books tell if the transition is successful.

(Note: Stations **WQXR-AM&FM** are simulcast totally. Stations **WALK-AM&FM** are totally simulcast during the entire daytime broadcast schedule of **WALK-A**

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 137992

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79			
1 WKUT-FM	2784	WKUT-FM	2593	WKUT-FM	1910	WBLS-FM	2159	WBLS-FM
2 WABC-AM	1743	WABC-AM	1560	WOR-AM	1758	WKUT-FM	1664	WKUT-FM
3 WOR-AM	1583	WOR-AM	1459	WBLS-FM	1597	WOR-AM	1450	WOR-AM
4 WCBS-AM	1368	WRFM-FM	1419	WABC-AM	1469	WABC-AM	1443	WCBS-AM
5 WINS-AM	1254	WINS-AM	1329	WCBS-AM	1266	WRFM-FM	1365	WRFM-FM
6 WRFM-FM	1149	WCBS-AM	1301	WRFM-FM	1179	WCBS-AM	1235	WABC-AM
7 WCBS-FM	843	WBLS-FM	971	WINS-AM	1146	WINS-AM	1172	WINS-AM
8 WHN-AM	833	WPLJ-FM	914	WPAT-FM	1023	WPLJ-FM	943	WMCA-AM
9 WPLJ-FM	804	WHN-AM	899	WPLJ-FM	870	WMCA-AM	839	WNBC-AM
10 WBLS-FM	758	WPAT-AM	830	WNEW-AM	842	WHN-AM	735	WPLJ-FM

M-F, 6-10am

1 WOR-AM	WOR-AM	WOR-AM	WOR-AM	WOR-AM	WOR-AM
2 WCBS-AM	WINS-AM	WCBS-AM	WINS-AM	WCBS-AM	WCBS-AM
3 WINS-AM	WCBS-AM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
4 WKUT-FM	WKUT-FM	WABC-AM	WBLS-FM	WBLS-FM	WBLS-FM
5 WABC-AM	WABC-AM	WKUT-FM	WABC-AM	WABC-AM	WABC-AM
6 WRFM-FM	WRFM-FM	WBLS-FM	WRFM-FM	WRFM-FM	WNBC-AM
7 WHN-AM	WHN-AM	WRFM-FM	WMCA-AM	WKUT-FM	WKUT-FM
8 WBLS-FM	WNEW-AM	WNEW-AM	WKUT-FM	WADO-AM	WADO-AM
9 WMCA-AM	WADO-AM	WHN-AM	WADO-AM	WRFM-FM	WRFM-FM
10 WPLJ-FM	WBLS-FM	WPAT-FM	WNEW-AM	WNEW-AM	WNEW-AM

M-F, 3-7pm

1 WKUT-FM	WKUT-FM	WKUT-FM	WBLS-FM	WBLS-FM	WBLS-FM
2 WABC-AM	WABC-AM	WBLS-FM	WKUT-FM	WKUT-FM	WKUT-FM
3 WCBS-AM	WRFM-FM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
4 WRFM-FM	WCBS-AM	WCBS-AM	WRFM-FM	WRFM-FM	WRFM-FM
5 WINS-AM	WPLJ-FM	WRFM-FM	WCBS-AM	WCBS-AM	WCBS-AM
6 WHN-AM	WBLS-FM	WPAT-FM	WPLJ-FM	WMCA-AM	WMCA-AM
7 WCBS-FM	WINS-AM	WOR-AM	WINS-AM	WOR-AM	WOR-AM
8 WPLJ-FM	WPAT-AM	WPLJ-FM	WHN-AM	WPAT-FM	WPAT-FM
9 WNBC-AM	WHN-AM	WHN-AM	WNBC-AM	WPLJ-FM	WPLJ-FM
10 WPAT-AM	WOR-AM	WMCA-AM	WPAT-FM	WHN-AM	WHN-AM

Teens

M-S, 6am-Midnight

POP(00): 16584

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WKUT-FM	WKUT-FM	WKUT-FM	WBLS-FM	WBLS-FM	WBLS-FM
2 WABC-AM	WPLJ-FM	WKUT-FM	WKUT-FM	WKUT-FM	WKUT-FM
3 WPLJ-FM	WABC-AM	WBLS-FM	WABC-AM	WABC-AM	WABC-AM

M-F, 6-10am

1 WKUT-FM	WKUT-FM	WKUT-FM	WBLS-FM	WBLS-FM	WBLS-FM
2 WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
3 WPLJ-FM	WPLJ-FM	WBLS-FM	WNBC-AM	WNBC-AM	WKUT-FM

M-F, 3-7pm

1 WKUT-FM	WKUT-FM	WKUT-FM	WBLS-FM	WKUT-FM	WKUT-FM
2 WABC-AM	WABC-AM	WBLS-FM	WKUT-FM	WBLS-FM	WBLS-FM
3 WNBC-AM	WPLJ-FM	WABC-AM	WPLJ-FM	WABC-AM	WABC-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 45674

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WKUT-FM	WKUT-FM	WKUT-FM	WBLS-FM	WBLS-FM	WKUT-FM
2 WABC-AM	WABC-AM	WBLS-FM	WKUT-FM	WBLS-FM	WKUT-FM
3 WCBS-FM	WBLS-FM	WABC-AM	WPLJ-FM	WNEW-FM	WNEW-FM
4 WPLJ-FM	WPLJ-FM	WNEW-FM	WABC-AM	WPLJ-FM	WPLJ-FM
5 WBLS-FM	WCBS-FM	WPLJ-FM	WNEW-FM	WNEW-FM	WCBS-FM
6 WNEW-FM	WNEW-FM	WCBS-FM	WYNY-FM	WCBS-FM	WYNY-FM
7 WXLO-FM	WXLO-FM	WXLO-FM	WXLO-FM	WXLO-FM	WABC-AM
8 WNBC-AM	WYNY-FM	WYNY-FM	WNBC-AM	WNBC-AM	WNBC-AM
9 WJIT-AM	WNBC-AM	WYNY-FM	WTFM-FM	WTFM-FM	WTFM-FM
10 WRVR-FM	WADO-AM	WJIT-AM	WYNY-FM	WXLO-FM	WXLO-FM

M-F, 6-10am

1 WKUT-FM	WKUT-FM	WKUT-FM	WBLS-FM	WBLS-FM	WBLS-FM
2 WABC-AM	WABC-AM	WABC-AM	WKUT-FM	WKUT-FM	WKUT-FM
3 WINS-AM	WINS-AM	WBLS-FM	WABC-AM	WNBC-AM	WNBC-AM
4 WPLJ-FM	WBLS-FM	WNEW-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM
5 WCBS-FM	WPLJ-FM	WPLJ-FM	WNEW-FM	WNEW-FM	WNEW-FM
6 WBLS-FM	WNBC-AM	WINS-AM	WNBC-AM	WNBC-AM	WABC-AM
7 WCBS-AM	WADO-AM	WCBS-AM	WCBS-FM	WCBS-FM	WCBS-FM
8 WXLO-FM	WXLO-FM	WNBC-AM	WXLO-FM	WINS-AM	WINS-AM
9 WNBC-AM	WCBS-AM	WCBS-FM	WINS-AM	WYNY-FM	WYNY-FM
10 WNEW-FM	WCBS-FM	WXLO-FM	WCBS-AM	WCBS-AM	WCBS-AM

M-F, 3-7pm

1 WKUT-FM	WKUT-FM	WKUT-FM	WBLS-FM	WKUT-FM	WKUT-FM
2 WABC-AM	WPLJ-FM	WBLS-FM	WKUT-FM	WBLS-FM	WBLS-FM
3 WPLJ-FM	WABC-AM	WABC-AM	WPLJ-FM	WPLJ-FM	WPLJ-FM
4 WCBS-FM	WBLS-FM	WNEW-FM	WABC-AM	WCBS-FM	WCBS-FM
5 WBLS-FM	WCBS-FM	WPLJ-FM	WNEW-FM	WABC-AM	WABC-AM
6 WNBC-AM	WNEW-FM	WYNY-FM	WCBS-FM	WNEW-FM	WNEW-FM
7 WXLO-FM	WNBC-AM	WYNY-FM	WNBC-AM	WYNY-FM	WYNY-FM
8 WNEW-FM	WYNY-FM	WXLO-FM	WXLO-FM	WNBC-AM	WNBC-AM
9 WRVR-FM	WXLO-FM	WNBC-AM	WTFM-FM	WTFM-FM	WTFM-FM
10 WYNY-FM	WADO-AM	WHN-AM	WYNY-FM	WPIX-FM	WPIX-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 65155

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WKUT-FM	WKUT-FM	WKUT-FM	WBLS-FM	WBLS-FM	WBLS-FM
2 WABC-AM	WABC-AM	WBLS-FM	WABC-AM	WKUT-FM	WKUT-FM
3 WCBS-FM	WRFM-FM	WABC-AM	WRFM-FM	WCBS-FM	WCBS-FM
4 WCBS-AM	WCBS-AM	WOR-AM	WKUT-FM	WCBS-FM	WCBS-FM
5 WHN-AM	WHN-AM	WRFM-FM	WCBS-AM	WABC-AM	WABC-AM
6 WINS-AM	WOR-AM	WNEW-AM	WHN-AM	WRFM-FM	WRFM-FM
7 WOR-AM	WINS-AM	WCBS-AM	WADO-AM	WINS-AM	WINS-AM
8 WRFM-FM	WBLS-FM	WCBS-FM	WNEW-AM	WADO-AM	WADO-AM
9 WJIT-AM	WCBS-FM	WPAT-FM	WINS-AM	WNBC-AM	WNBC-AM
10 WBLS-FM	WJIT-AM	WHN-AM	WOR-AM	WOR-AM	WOR-AM

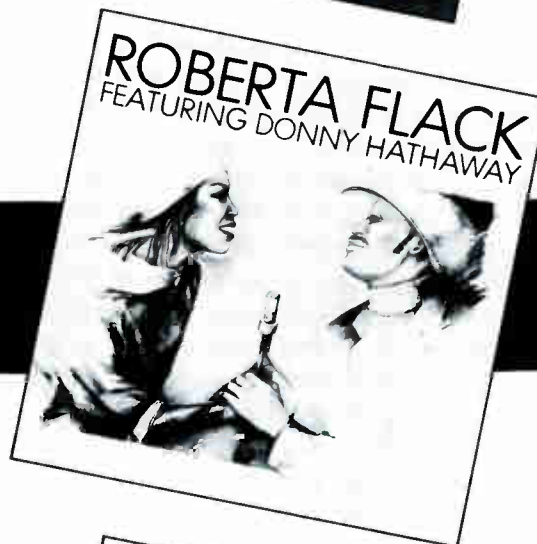


# THE ATLANTIC HIGH-RATERS

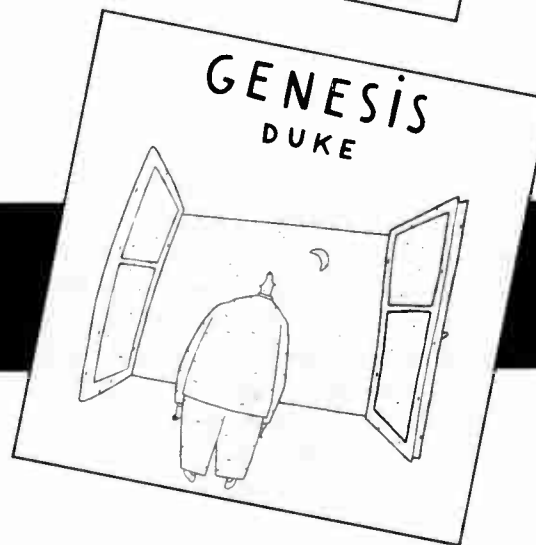
Firefall  
"Undertow"  
SD 16006



Roberta Flack  
"Roberta Flack Featuring Donny Hathaway"  
SD 16013



Genesis  
"Duke"  
SD 16014



On Atlantic Records and Tapes. 

**M-F, 6-10am**

1	WCBS-AM	WABC-AM	WOR-AM	WCBS-AM	WINS-AM
2	WABC-AM	WCBS-AM	WCBS-AM	WBLS-FM	WCBS-AM
3	WINS-AM	WINS-AM	WABC-AM	WINS-AM	WNBC-AM
4	WKU-FM	WKU-FM	WINS-AM	WABC-AM	WOR-AM
5	WOR-AM	WOR-AM	WNEW-AM	WOR-AM	WABC-AM
6	WHN-AM	WHN-AM	WBLS-FM	WRFM-FM	WABC-AM
7	WCBS-FM	WRFM-FM	WKU-FM	WNEW-AM	WADO-AM
8	WNEW-AM	WJIT-AM	WRFM-FM	WADO-AM	WNEW-AM
9	WRFM-FM	WBLS-FM	WHN-AM	WHN-AM	WCBS-FM
10	WBLS-FM	WADO-AM	WADO-AM	WKU-FM	WRFM-FM

**M-F, 3-7pm**

1	WKU-FM	WKU-FM	WKU-FM	WBLS-FM	WBLS-FM
2	WABC-AM	WABC-AM	WBLS-FM	WABC-AM	WKU-FM
3	WHN-AM	WHN-AM	WABC-AM	WRFM-FM	WCBS-AM
4	WCBS-FM	WRFM-FM	WRFM-FM	WHN-AM	WCBS-AM
5	WCBS-AM	WCBS-AM	WHN-AM	WKU-FM	WABC-AM
6	WRFM-FM	WCBS-FM	WPAT-FM	WCBS-FM	WRFM-FM
7	WJIT-AM	WPAT-FM	WNEW-AM	WNEW-AM	WHN-AM
8	WPAT-AM	WBLS-FM	WCBS-FM	WCBS-AM	WNBC-AM
9	WBLS-FM	WOR-AM	WCBS-AM	WADO-AM	WMCA-AM
10	WADO-AM	WPLJ-FM	WMCA-AM	WPAT-FM	WPAT-FM

**Cume Persons Trends/Rankings**

**Total 12+**

**M-S, 6am-Midnight**

POP(00): 137992

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79					
1	WABC-AM	32187	WABC-AM	31360	WABC-AM	29534	WABC-AM	30640	WABC-AM	27105
2	WKU-FM	28277	WINS-AM	27276	WINS-AM	26024	WINS-AM	26043	WCBS-AM	24627
3	WCBS-AM	25190	WKU-FM	25760	WCBS-AM	24425	WCBS-AM	23467	WINS-AM	23485
4	WINS-AM	24994	WCBS-AM	24316	WKU-FM	22727	WKU-FM	20872	WKU-FM	21162
5	WOR-AM	23330	WOR-AM	19817	WOR-AM	21841	WOR-AM	20352	WOR-AM	20078
6	WNBC-AM	16568	WNBC-AM	17537	WNBC-AM	18190	WBLS-FM	18794	WNBC-AM	19602
7	WPLJ-FM	15669	WPLJ-FM	15887	WBLS-FM	16753	WNBC-AM	18467	WBLS-FM	17828
8	WXLO-FM	13912	WRFM-FM	12993	WPLJ-FM	15630	WPLJ-FM	15396	WPLJ-FM	13969
9	WCBS-FM	13582	WHN-AM	12959	WXLO-FM	13627	WRFM-FM	14236	WRFM-FM	13331
10	WBLS-FM	12845	WCBS-FM	12449	WCBS-FM	13516	WXLO-FM	13515	WCBS-FM	12748

**M-F, 6-10am**

1	WABC-AM	WINS-AM	WINS-AM	WINS-AM	WINS-AM
2	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM
3	WINS-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
4	WKU-FM	WKU-FM	WOR-AM	WOR-AM	WOR-AM
5	WOR-AM	WOR-AM	WKU-FM	WBLS-FM	WNBC-AM
6	WNBC-AM	WNBC-AM	WBLS-FM	WKU-FM	WKU-FM
7	WPLJ-FM	WPLJ-FM	WNBC-AM	WNBC-AM	WBLS-FM
8	WHN-AM	WRFM-FM	WPLJ-FM	WRFM-FM	WPLJ-FM
9	WBLS-FM	WHN-AM	WRFM-FM	WPLJ-FM	WRFM-FM
10	WXLO-FM	WBLS-FM	WHN-AM	WHN-AM	WCBS-FM

**M-F, 3-7pm**

1	WKU-FM	WKU-FM	WABC-AM	WABC-AM	WABC-AM
2	WABC-AM	WABC-AM	WKU-FM	WBLS-FM	WKU-FM
3	WCBS-AM	WINS-AM	WCBS-AM	WKU-FM	WBLS-FM
4	WINS-AM	WCBS-AM	WBLS-FM	WCBS-AM	WCBS-AM
5	WPLJ-FM	WPLJ-FM	WNBC-AM	WINS-AM	WNBC-AM
6	WNBC-AM	WNBC-AM	WPLJ-FM	WPLJ-FM	WINS-AM
7	WXLO-FM	WRFM-FM	WINS-AM	WRFM-FM	WPLJ-FM
8	WRFM-FM	WHN-AM	WRFM-FM	WNBC-AM	WRFM-FM
9	WCBS-FM	WBLS-FM	WOR-AM	WCBS-FM	WCBS-FM
10	WOR-AM	WOR-AM	WXLO-FM	WXLO-FM	WOR-AM

**Teens**

**M-S, 6am-Midnight**

POP(00): 16584

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2	WKU-FM	WKU-FM	WKU-FM	WPLJ-FM	WNBC-AM
3	WPLJ-FM	WNBC-AM	WPLJ-FM	WKU-FM	WKU-FM

**M-F, 6-10am**

1	WABC-AM	WKU-FM	WABC-AM	WABC-AM	WABC-AM
2	WKU-FM	WABC-AM	WPLJ-FM	WBLS-FM	WNBC-AM
3	WPLJ-FM	WPLJ-FM	WKU-FM	WPLJ-FM	WBLS-FM

**M-F, 3-7pm**

1	WKU-FM	WKU-FM	WABC-AM	WABC-AM	WABC-AM
2	WABC-AM	WABC-AM	WKU-FM	WKU-FM	WKU-FM
3	WPLJ-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM	WNBC-AM

**Adults 18-34**

**M-S, 6am-Midnight**

POP(00): 45674

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1	WKU-FM	WKU-FM	WKU-FM	WABC-AM	WKU-FM
2	WABC-AM	WABC-AM	WABC-AM	WKU-FM	WABC-AM
3	WPLJ-FM	WPLJ-FM	WBLS-FM	WPLJ-FM	WBLS-FM
4	WCBS-FM	WBLS-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM
5	WBLS-FM	WCBS-FM	WCBS-FM	WNBC-AM	WNBC-AM
6	WXLO-FM	WNBC-AM	WXLO-FM	WCBS-FM	WCBS-FM
7	WNBC-AM	WINS-AM	WNBC-AM	WXLO-FM	WNEW-FM
8	WINS-AM	WXLO-FM	WNEW-FM	WNEW-FM	WXLO-FM
9	WNEW-FM	WNEW-FM	WINS-AM	WINS-AM	WTNY-FM
10	WPIX-FM	WCBS-AM	WCBS-AM	WTFM-FM	WINS-AM

**M-F, 6-10am**

1	WKU-FM	WKU-FM	WABC-AM	WBLS-FM	WKU-FM
2	WABC-AM	WABC-AM	WKU-FM	WABC-AM	WBLS-FM
3	WPLJ-FM	WPLJ-FM	WPLJ-FM	WKU-FM	WABC-AM
4	WBLS-FM	WINS-AM	WPLJ-FM	WPLJ-FM	WNBC-AM
5	WCBS-FM	WBLS-FM	WNBC-AM	WNBC-AM	WPLJ-FM
6	WNBC-AM	WNBC-AM	WINS-AM	WNEW-FM	WNEW-FM
7	WINS-AM	WCBS-FM	WCBS-AM	WXLO-FM	WCBS-FM
8	WXLO-FM	WCBS-AM	WCBS-AM	WINS-AM	WINS-AM
9	WCBS-AM	WXLO-FM	WNEW-FM	WCBS-AM	WCBS-AM
10	WNEW-FM	WNEW-FM	WXLO-FM	WCBS-FM	WXLO-FM

**M-F, 3-7pm**

1	WKU-FM	WKU-FM	WKU-FM	WBLS-FM	WKU-FM
2	WABC-AM	WABC-AM	WBLS-FM	WKU-FM	WBLS-FM
3	WPLJ-FM	WPLJ-FM	WABC-AM	WABC-AM	WABC-AM
4	WCBS-FM	WBLS-FM	WPLJ-FM	WPLJ-FM	WPLJ-FM
5	WBLS-FM	WCBS-FM	WNEW-FM	WNBC-AM	WCBS-FM
6	WNBC-AM	WNBC-AM	WCBS-FM	WNEW-FM	WNBC-AM
7	WXLO-FM	WNEW-FM	WXLO-FM	WCBS-FM	WNEW-FM
8	WNEW-FM	WXLO-FM	WNBC-AM	WXLO-FM	WXLO-FM
9	WPIX-FM	WTNY-FM	WTNY-FM	WTFM-FM	WTNY-FM
10	WTNY-FM	WINS-AM	WCBS-AM	WTNY-FM	WPIX-FM

**Adults 25-54**  
**M-S, 6am-Midnight**  
POP(00): 65155

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WABC-AM
2	WKU-FM	WINS-AM	WINS-AM	WINS-AM	WCBS-AM
3	WCBS-AM	WCBS-AM	WCBS-AM	WCBS-AM	WINS-AM
4	WINS-AM	WKU-FM	WKU-FM	WKU-FM	WNBC-AM
5	WCBS-FM	WOR-AM	WOR-AM	WBLS-FM	WKU-FM
6	WOR-AM	WHN-AM	WCBS-FM	WCBS-FM	WCBS-FM
7	WHN-AM	WNBC-AM	WBLS-FM	WNBC-AM	WBLS-FM
8	WNBC-AM	WCBS-FM	WNEW-AM	WOR-AM	WOR-AM
9	WNEW-AM	WNEW-AM	WNBC-AM	WRFM-FM	WNEW-AM
10	WBLS-FM	WRFM-FM	WHN-AM	WHN-AM	WRFM-FM

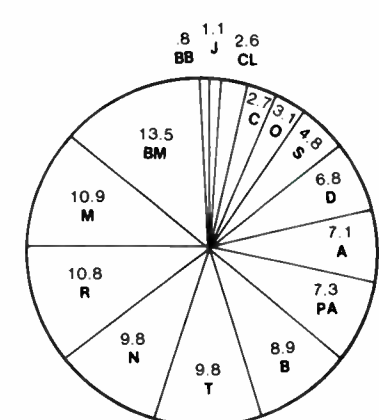
**M-F, 6-10am**

1	WABC-AM	WCBS-AM	WABC-AM	WINS-AM	WINS-AM
2	WKU-FM	WINS-AM	WCBS-AM	WCBS-AM	WCBS-AM
3	WINS-AM	WABC-AM	WINS-AM	WABC-AM	WCBS-AM
4	WKU-FM	WKU-FM	WOR-AM	WBLS-FM	WABC-AM
5	WOR-AM	WOR-AM	WKU-FM	WOR-AM	WOR-AM
6	WHN-AM	WHN-AM	WBLS-FM	WNBC-AM	WBLS-FM
7	WCBS-FM	WNBC-AM	WBLS-FM	WRFM-FM	WCBS-FM
8	WNBC-AM	WNEW-AM	WHN-AM	WNEW-AM	WKU-FM
9	WNEW-AM	WRFM-FM	WNEW-AM	WHN-AM	WNEW-AM
10	WNEW-AM	WCBS-FM	WCBS-FM	WCBS-FM	WHN-AM

**M-F, 3-7pm**

1	WABC-AM	WABC-AM	WABC-AM	WABC-AM	WCBS-AM
2	WKU-FM	WKU-FM	WKU-FM	WBLS-FM	WABC-AM
3	WCBS-AM	WCBS-AM	WBLS-FM	WCBS-AM	WKU-FM
4	WCBS-FM	WHN-AM	WCBS-AM	WINS-AM	WNBC-AM
5	WINS-AM	WINS-AM	WHN-AM	WRFM-FM	WBLS-FM
6	WHN-AM	WCBS-FM	WCBS-FM	WKU-FM	WCBS-FM
7	WNBC-AM	WRFM-FM	WNBC-AM	WNBC-AM	WINS-AM
8	WBLS-FM	WNBC-AM	WRFM-FM	WCBS-FM	WHN-AM
9	WRFM-FM	WOR-AM	WNEW-AM	WHN-AM	WRFM-FM
10	WPAT-FM	WBLS-FM	WINS-AM	WNEW-AM	WPAT-FM

**Format Penetration Chart**  
Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# WOR RADIO

## takes its show on the road

*... WOR Radio has taken its entire operation out of the studio and into the heart of its listening audience during unique remote broadcasts over the past year...*

Including

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### **WOR's Salute to Long Island**

*Live from the Westbury Music Fair, April 1979*

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### **WOR's Salute to New Jersey**

*Live from Atlantic City, N.J., August 1979*

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### **WOR's Walt Disney World Remote**

*Live from Orlando, Florida, October 1979*

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### **WOR's National Leukemia Society Radiothon**

*Live from the N.Y. Sheraton Hotel for 22 hours,  
February 1979*

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Special Live News Coverage  
*Pope John Paul II's visit to N.Y.  
President Carter's Town Hall Address*

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**WOR  RADIO**  
710  
THE HEART OF NEW YORK



# Norfolk-Portsmouth- Newport News- Hampton

METRO RANK

31

## O/N '79 Market Overview

The O/N '79 survey marked Norfolk's introduction to the ESF technique. The procedural change appears to have been handled fairly well in Norfolk, and Arbitron derived a better return from 12-34 demos in this book.

Country **WCMS-FM** is the new top station in the Tidewater area. WCMS made a number of moves to enhance its position in the fall ratings — more newspaper advertising, reducing the spot load, and offering an on-air promotion with the prize of ski trips to Colorado. The biggest jump in the ratings came from the 18-34 adults, where the station tripled its share and now ranks second.

As might be expected when there is a good diary return among young adults, the leading AOR station, **WNOR-FM**, remained popular and now ranks second in the market, 12+. WNOR stayed strong with slightly more than 11% share of the 18-34 demos, tops in the Norfolk area. One item that may have helped the station in this book is that the snipers did not wreak total havoc. It seems that during the A/M sweep somebody was shooting at the WNOR-FM equipment, causing the station to go off the air (although there is no notice to that effect in the A/M '79 Arbitron report). For advertising, WNOR-FM used a small amount of TV, and also relied on billboards. Bumper stickers were passed out too, and the media campaign cost more than in the previous sweep.

The two major stations with ethnic appeal both did well. **WOWI** and **WRAP** each scored well in their demo targets — both increased among 25-54 and 35-64 adults. A new feature on WOWI was a weekly jazz series, and the station advertised on both TV and in the newspapers. WRAP switched formats from total Dancemusic to "Black Contemporary," used a smaller ad budget, and spent it on TV and busboards. New PD **Jimmy Williams** tightened the sound, stressing music above talk.

Other winners in this book include Top 40 **WQRK**, virtually doubled its teen shares and added almost 40% to its 18-34 numbers; and P/A station **WWDE-FM**. WQRK became the first FM Top 40 in the market, and went live in late September with the new sound. WWDE garnered a substantial increase, boosting its 25-54 share by almost 70% in this sweep.

Stations which lost audience in this report include former leader **WTAR**. WTAR lost 45% of its 25-54 share in the fall. The former second and third-ranked

stations lost shares also — AOR station **WMYK** dropped almost half of its 18-34 numbers; and **BM** station **WFOG**, even though it spent more ad dollars on a new ad theme, lost 40% of its 25-54 shares.

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 9771

O/N '78	A/M '79	O/N '79
1 WFOG-FM 164	WTAR-AM 129	WCMS-FM 177
2 WNOR-FM 140	WMYK-FM 120	WNOR-FM 123
3 WTAR-AM 115	WFOG-FM 108	WOWI-FM 110
4 WOWI-FM 101	WCMS-FM 107	WKEZ-FM 107
5 WMYK-FM 97	WKEZ-FM 104	WRAP-AM 101

M-F, 6-10am

1 WTAR-AM	WTAR-AM	WCMS-FM
2 WFOG-FM	WFOG-FM	WTAR-AM
3 WNOR-FM	WCMS-FM	WRAP-AM
4 WCMS-FM	WCH -AM	WCH -AM
5 WQRK-FM	WKEZ-FM	WNOR-FM

M-F, 3-7pm

1 WOWI-FM	WTAR-AM	WCMS-FM
2 WNOR-FM	WMYK-FM	WNOR-FM
3 WFOG-FM	WFOG-FM	WRAP-AM
4 WTAR-AM	WNOR-FM	WKEZ-FM
5 WMYK-FM	WCMS-FM	WOWI-FM

Teens

M-S, 6am-Midnight

POP(00): 1246

O/N '78	A/M '79	O/N '79
1 WRAP-AM	WCH -AM	WRAP-AM
2 WOWI-FM	WRAP-AM	WMYK-FM
3 WMYK-FM	WMYK-FM	WQRK-FM

M-F, 6-10am

1 WRAP-AM	WCH -AM	WRAP-AM
2 WMYK-FM	WRAP-AM	WMYK-FM
3 WQRK-FM	WOWI-FM	WCH -AM

M-F, 3-7pm

1 WOWI-FM	WRAP-AM	WRAP-AM
2 WNOR-FM	WMYK-FM	WOWI-FM
3 WQRK-FM	WNOR-FM	WQRK-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 4228

O/N '78	A/M '79	O/N '79
1 WNOR-FM	WMYK-FM	WNOR-FM
2 WMYK-FM	WNOR-FM	WCMS-FM
3 WFOG-FM	WOWI-FM	WMYK-FM
4 WQRK-FM	WTAR-AM	WOWI-FM
5 WOWI-FM	WRAP-AM	WQRK-FM

M-F, 6-10am

1 WNOR-FM	WTAR-AM	WNOR-FM
2 WFOG-FM	WMYK-FM	WCMS-FM
3 WQRK-FM	WCH -AM	WCH -AM
4 WTAR-AM	WNOR-FM	WOWI-FM
5 WMYK-FM	WFOG-FM	WWDE-FM

M-F, 3-7pm

1 WNOR-FM	WMYK-FM	WNOR-FM
2 WOWI-FM	WNOR-FM	WCMS-FM
3 WMYK-FM	WOWI-FM	WMYK-FM
4 WQRK-FM	WRAP-AM	WOWI-FM
5 WFOG-FM	WFOG-FM	WQRK-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4659

O/N '78	A/M '79	O/N '79
1 WFOG-FM	WCMS-FM	WCMS-FM
2 WTAR-AM	WTAR-AM	WKEZ-FM
3 WCMS-FM	WFOG-FM	WTAR-AM
4 WKEZ-FM	WKEZ-FM	WOWI-FM
5 WOWI-FM	WOWI-FM	WWDE-FM

M-F, 6-10am

1 WFOG-FM	WTAR-AM	WCMS-FM
2 WTAR-AM	WCMS-FM	WTAR-AM
3 WCMS-FM	WFOG-FM	WKEZ-FM
4 WKEZ-FM	WKEZ-FM	WRAP-AM
5 WCH -AM	WCH -AM	WOWI-FM

M-F, 3-7pm

1 WFOG-FM	WTAR-AM	WCMS-FM
2 WTAR-AM	WCMS-FM	WKEZ-FM
3 WOWI-FM	WFOG-FM	WTAR-AM
4 WWDE-FM	WKEZ-FM	WFOG-FM
5 WNOR-FM	WOWI-FM	WRAP-AM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 9771

O/N '78	A/M '79	O/N '79
1 WCH -AM 1892	WTAR-AM 2255	WCH -AM 1904
2 WTAR-AM 1864	WCH -AM 1874	WNOR-FM 1814
3 WNOR-FM 1742	WNOR-FM 1784	WTAR-AM 1788
4 WFOG-FM 1694	WMYK-FM 1454	WCMS-FM 1745
5 WQRK-FM 1480	WKEZ-FM 1382	WRAP-AM 1499

M-F, 6-10am

1 WTAR-AM	WTAR-AM	WTAR-AM
2 WFOG-FM	WCH -AM	WCMS-FM
3 WNOR-FM	WMYK-FM	WCH -AM
4 WCH -AM	WNOR-FM	WNOR-FM
5 WMYK-FM	WKEZ-FM	WRAP-AM

M-F, 3-7pm

1 WTAR-AM	WTAR-AM	WCMS-FM
2 WNOR-FM	WNOR-FM	WNOR-FM
3 WCH -AM	WMYK-FM	WCH -AM
4 WFOG-FM	WCH -AM	WMYK-FM
5 WMYK-FM	WOWI-FM	WOWI-FM

Teens

M-S, 6am-Midnight

POP(00): 1246

O/N '78	A/M '79	O/N '79
1 WCH -AM	WCH -AM	WCH -AM
2 WQRK-FM	WRAP-AM	WRAP-AM
3 WRAP-AM	WNOR-FM	WMYK-FM

M-F, 6-10am

1 WCH -AM	WCH -AM	WRAP-AM
2 WRAP-AM	WRAP-AM	WMYK-FM
3 WMYK-FM	WOWI-FM	WCH -AM

M-F, 3-7pm

1 WQRK-FM	WRAP-AM	WRAP-AM
2 WNOR-FM	WMYK-FM	WOWI-FM
3 WOWI-FM	WCH -AM	WMYK-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 4228

O/N '78	A/M '79	O/N '79
1 WNOR-FM	WNOR-FM	WNOR-FM
2 WMYK-FM	WMYK-FM	WMYK-FM
3 WQRK-FM	WCH -AM	WCH -AM
4 WOWI-FM	WQRK-FM	WQRK-FM
5 WCH -AM	WTAR-AM	WOWI-FM

M-F, 6-10am

1 WNOR-FM	WMYK-FM	WNOR-FM
2 WMYK-FM	WNOR-FM	WCH -AM
3 WTAR-AM	WCH -AM	WCMS-FM
4 WOWI-FM	WTAR-AM	WMYK-FM
5 WFOG-FM	WQRK-FM	WTAR-AM

M-F, 3-7pm

1 WNOR-FM	WNOR-FM	WNOR-FM
2 WMYK-FM	WMYK-FM	WMYK-FM
3 WOWI-FM	WOWI-FM	WCH -AM
4 WQRK-FM	WCH -AM	WCMS-FM
5 WCH -AM	WQRK-FM	WOWI-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 4659

O/N '78	A/M '79	O/N '79
1 WFOG-FM	WTAR-AM	WTAR-AM
2 WTAR-AM	WFOG-FM	WCMS-FM
3 WCH -AM	WCMS-FM	WKEZ-FM
4 WCMS-FM	WKEZ-FM	WCH -AM
5 WOWI-FM	WCH -AM	WFOG-FM

M-F, 6-10am

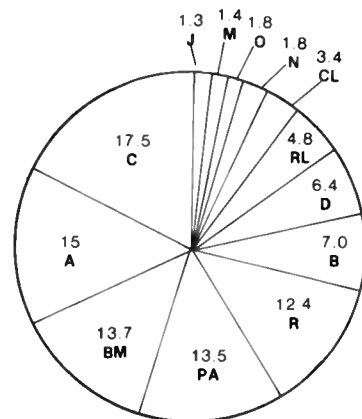
1 WTAR-AM	WTAR-AM	WCMS-FM
2 WFOG-FM	WCMS-FM	WTAR-AM
3 WCMS-FM	WFOG-FM	WKEZ-FM
4 WCH -AM	WKEZ-FM	WFOG-FM
5 WWDE-FM	WCH -AM	WCH -AM

M-F, 3-7pm

1 WTAR-AM	WTAR-AM	WCMS-FM
2 WFOG-FM	WCMS-FM	WTAR-AM
3 WCMS-FM	WKEZ-FM	WKEZ-FM
4 WWDE-FM	WOWI-FM	WCH -AM
5 WCH -AM	WFOG-FM	WOWI-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

## Average Persons 12+ Share Trends

Monday-Sunday 6am-Midnight

POP(00): 9771

O/N '78	A/M '79	O/N '79
1 WFOG-FM 11.2	WTAR-AM 9.4	WCMS-FM (C) 11.3
2 WNOR-FM 9.5	WMYK-FM 8.7	WNOR-FM (A) 7.9
3 WTAR-AM 7.8	WFOG-FM 7.8	WOWI-FM (D) 7.0
4 WOWI-FM 6.9	WCMS-FM 7.8	WYZE-FM (BM) 6.8
5 WMYK-FM 6.6	WYZE-FM 7.5	WRAP-AM (D) 6.4
6 WQRK-FM 5.7	WNOR-FM 7.4	WTAR-AM (PA) 6.2
7 WKEZ-FM 5.7	WOWI-FM 6.1	WCH -AM (R) 5.7
8 WCH -AM 5.4	WCH -AM 5.9	WMYK-FM (A) 5.5
9 WCMS-FM 5.3	WRAP-AM 5.7	WQRK-FM (R) 5.4
10 WRAP-AM 4.7	WPCF-AM 4.6	WFOG-FM (BM) 5.3
11 WWDF-FM 3.4	WQRK-FM 4.1	WCMS-FM (C) 4.7
12 WPCF-AM 3.1	WCH -AM 2.8	WWDE-FM (PA) 4.3
13 WWAB-AM 2.7	WWDE-FM 2.7	WPCF-AM (R) 3.7
14 WZAM-AM 2.3	WCMS-FM 2.0	WCH -AM (CL) 3.4
15 WHNE-AM 2.2	WNOR-AM 1.8	WNIS-AM (R) 1.8
16 WCH -AM 2.0	WZAM-AM 1.7	WVAB-AM (D) 1.9
17 WXRI-FM 2.0	WBCI-FM 1.5	WPCI-FM (PA) 1.7
18 WBCI-FM 1.8	WVAB-AM 1.3	WZAM-AM (A) 1.7
19 WYVA-FM 1.5	WYVA-FM 1.2	WCPK-AM (BM) 1.6
20 WNOR-AM 1.4	WCPK-AM 0.9	WYVA-FM (C) 1.5
21 WCMS-AM 1.2	WNIS-AM 0.7	WTJZ-AM (A) 1.3
22 WCPK-AM 1.0	WXRI-FM 0.7	WNOR-AM (R) 1.3
23 WWDF-AM 0.7	WWDF-AM 0.6	WXRI-FM (R) 1.1
24 WPMH-AM 0.5	WTJZ-AM 0.4	WWDE-AM (PA) 0.7
25 WFOG-AM 0.5	WRVA-AM (PA) 0.6	WRVA-AM (PA) 0.6
26 WRVA-AM 0.3	WOZO-FM (R) 0.4	

*Our Industry has  
no shortage of  
tipsheets, magazines  
& newsletters...*

*But it has only one  
Newspaper.*

*...and you've made us  
the number one trade.*

**Radio & Records**

## O/N '79 Market Overview

For the third consecutive report P/A KTOK tops the Arbitron chart in this market. In the A/M '79 book, KTOK was tied for the lead among 25-54 adults with Country KEBC-FM. However, the O/N '79 results show KTOK as the clear leader in the important 25-54 age group, with more than 18% of the total. KTOK's gains resulted from more diary returns from men listing the station.

Beautiful Music KKNB moved up several notches into second place in the 12+ standings. This Schulke-formatted station now has more than 12% of the total market, and is especially strong 35+. KKNB improved its position by almost 50% among 35-64 adults, and now has a share in this demo of more than 20%, second only to KTOK's approximate 22%. KKNB advertised extensively for this book, with 80% of the ad dollars going into TV to run the famed Patrick O'Neal commercial. Billboards and print ads backed up the campaign which cost more than the spring effort. Unlike most Beautiful Music stations, KKNB ran several contests on-air during the sweep, giving away a trip to the Caribbean, among other prizes.

KEBC-FM had an excellent book and now ranks third overall in the market. KEBC promoted by advertising on TV and by using billboards and busboards. The total ad budget was comparable to the money spent for the spring ratings sweep. In terms of results, KEBC received better numbers among adults 35+, and ranks just behind KTOK with more than a 21% share of adults 35-64.

Among younger-skewing stations, KOFM remains well ahead of the pack. While many of the Top 40 or AOR stations were taking big tumbles, KOFM managed to hold on to most of its audience. KOFM increased its teen share and is tops in that demographic, and was able to maintain more than a 12% share of the 18-34 adults. In the 25-54 demo, however, the station took a beating, falling by 67%. KOFM did advertise on TV during this ratings period, spending more than in the spring. On-air, the station ran a contest that created two winners per hour, 24 hours a day, for 40 days. There were two on-air staff changes made in proximity to the survey, and this may have had an impact on the results.

On the AOR scene, KXXY went through its first book as a Superstars station and surpassed KATT-FM, which took quite a spill, losing almost 50% of its audience. KATT-FM remains the AOR leader among 18-34 adults though, with more than 11% of the audience compared to just over 8% for KXXY.

Top 40 rocker WKY lost more than half of its 18-34 adult audience in this book. Young adult women and teens defected from the station in sizable numbers.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6513

O/N '78	A/M '79	O/N '79
1 KTOK-AM	18.6	KTOK-AM (PA) 17.9
2 KOFM-FM	10.3	KFBC-FM (M) 10.2
3 KEBC-FM	9.7	KOFM-FM (C) 12.0
4 WKY -AM	9.6	KATT-FM (R) 9.0
5 KKNB-FM	8.8	KKNB-FM (R) 6.2
6 KOMA-AM	6.2	WKY -AM (A) 6.0
7 KATT-FM	6.2	KOMA-AM (C) 5.9
8 KFNB-FM	4.0	KZUE-FM (A) 4.8
9 KZUE-FM	3.6	KFNB-FM (R) 4.3
10 WNAJ-AM	3.4	KXXY-FM (R) 3.1
11 KOCY-AM	3.2	KAEZ-FM (R) 2.7
12 KAEZ-FM	2.6	KOCY-AM (C) 2.1
13 KXXY-FM	1.9	WNAJ-AM (C) 1.7
14 KATT-AM	1.8	KATT-AM (C) 1.7
15 KTLN-FM	1.7	KTLN-FM (PA) 1.4
16 KCFX-FM	1.5	KCFX-FM (R) 0.9
17 KNOR-AM	1.1	KXXY-FM (R) 0.7
18 KGFJ-AM	0.7	KOCV-AM (R) 0.6
19 KJIL-FM	0.6	KJIL-FM (R) 0.6
20 KOCV-AM	0.5	KBYE-AM (A) 0.5
21 KV00-AM	0.5	KRMC-AM (R) 0.5

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6513

O/N '78	A/M '79	O/N '79
1 KTOK-AM	179	KTOK-AM 142
2 KOFM-FM	99	KFBC-FM 101
3 KEBC-FM	93	KOFM-FM 96
4 WKY -AM	92	KATT-FM 91
5 KKNB-FM	85	KKNB-FM 86

O/N '78	A/M '79	O/N '79
1 KOFM-FM	KOFM-FM	KOFM-FM
2 KZUE-FM	KZUE-FM	KXXY-FM
3 WKY -AM	KOMA-AM	KOMA-AM

O/N '78	A/M '79	O/N '79
1 KOFM-FM	KATT-FM	KOFM-FM
2 KATT-FM	KOFM-FM	KATT-FM
3 WKY -AM	WKY -AM	KTOK-AM
4 KEBC-FM	KOMA-AM	KOMA-AM
5 KOMA-AM	KTOK-AM	KXXY-FM

O/N '78	A/M '79	O/N '79
1 KTOK-AM	KTOK-AM	KTOK-AM
2 KEBC-FM	KEBC-FM	KEBC-FM
3 WKY -AM	KKNB-FM	KKNB-FM
4 KKNB-FM	KOFM-FM	WKY -AM
5 KOMA-AM	WKY -AM	KOMA-AM

O/N '78	A/M '79	O/N '79
1 KTOK-AM	KTOK-AM	KTOK-AM
2 WKY -AM	WKY -AM	KEBC-FM
3 KEBC-FM	KEBC-FM	WKY -AM
4 KATT-FM	KKNB-FM	KKNB-FM
5 KKNB-FM	KFNB-FM	KATT-FM

O/N '78	A/M '79	O/N '79
1 KTOK-AM	2363	WKY -AM 2068
2 WKY -AM	2278	KTOK-AM 1740
3 KOMA-AM	1489	KOMA-AM 1472
4 KOFM-FM	1262	KOFM-FM 1443
5 KEBC-FM	1186	KKNB-FM 1129

O/N '78	A/M '79	O/N '79
1 WKY -AM	WKY -AM	KTOK-AM
2 KTOK-AM	KTOK-AM	WKY -AM
3 KOMA-AM	KOMA-AM	KEBC-FM
4 KOFM-FM	KOFM-FM	KKNB-FM
5 KEBC-FM	KEBC-FM	KOFM-FM

Teens  
M-S, 6am-Midnight  
POP(00): 846

O/N '78	A/M '79	O/N '79
1 KOFM-FM	KOFM-FM	KOFM-FM
2 KOMA-AM	KOMA-AM	KOMA-AM
3 WKY -AM	KZUE-FM	KXXY-FM

O/N '78	A/M '79	O/N '79
1 WKY -AM	WKY -AM	KOFM-FM
2 KOMA-AM	KATT-FM	WKY -AM
3 KATT-FM	KOMA-AM	KTOK-AM
4 KOFM-FM	KOFM-FM	KOMA-AM
5 KTOK-AM	KZUE-FM	KATT-FM

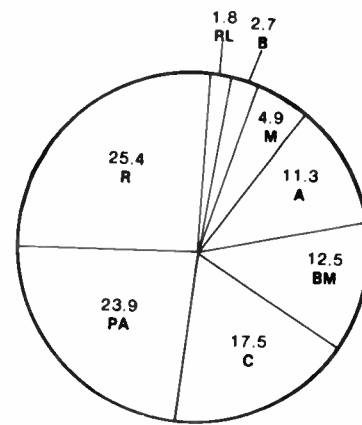
O/N '78	A/M '79	O/N '79
1 WKY -AM	WKY -AM	KOFM-FM
2 KOMA-AM	KATT-FM	WKY -AM
3 KOFM-FM	KOMA-AM	KTOK-AM
4 KATT-FM	KOFM-FM	KATT-FM
5 KEBC-FM	KZUE-FM	KXXY-FM

O/N '78	A/M '79	O/N '79
1 KTOK-AM	WKY -AM	KTOK-AM
2 WKY -AM	KTOK-AM	KFBC-FM
3 KEBC-FM	KEBC-FM	WKY -AM
4 KOMA-AM	KKNB-FM	KKNB-FM
5 KKNB-FM	KOMA-AM	KOMA-AM

O/N '78	A/M '79	O/N '79
1 KTOK-AM	WKY -AM	KTOK-AM
2 WKY -AM	KTOK-AM	KEBC-FM
3 KEBC-FM	KEBC-FM	WKY -AM
4 KKNB-FM	KOMA-AM	KKNB-FM
5 KOMA-AM	KKNB-FM	KOMA-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6513

O/N '78	A/M '79	O/N '79
1 KTOK-AM	2363	WKY -AM 2068
2 WKY -AM	2278	KTOK-AM 1740
3 KOMA-AM	1489	KOMA-AM 1472
4 KOFM-FM	1262	KOFM-FM 1443
5 KEBC-FM	1186	KKNB-FM 1129



# FM 102

## Music for Grown-ups

24 HOURS A DAY

If you're grown-up, you'll love KLTE 102<sup>FM</sup>. KLTE's a lot of things that you like when it comes to a great radio station.

KLTE's the best in Lite pop music with favorites like Barry Manilow, Anne Murray, Neil Diamond, Willie Nelson, Crystal Gayle and a whole lot more.

KLTE's a complete weather staff of trained meteorologists with constant monitoring of Oklahoma weather. (We let you know first).

KLTE's a concise news information center with a team of professional reporters who are second to none.

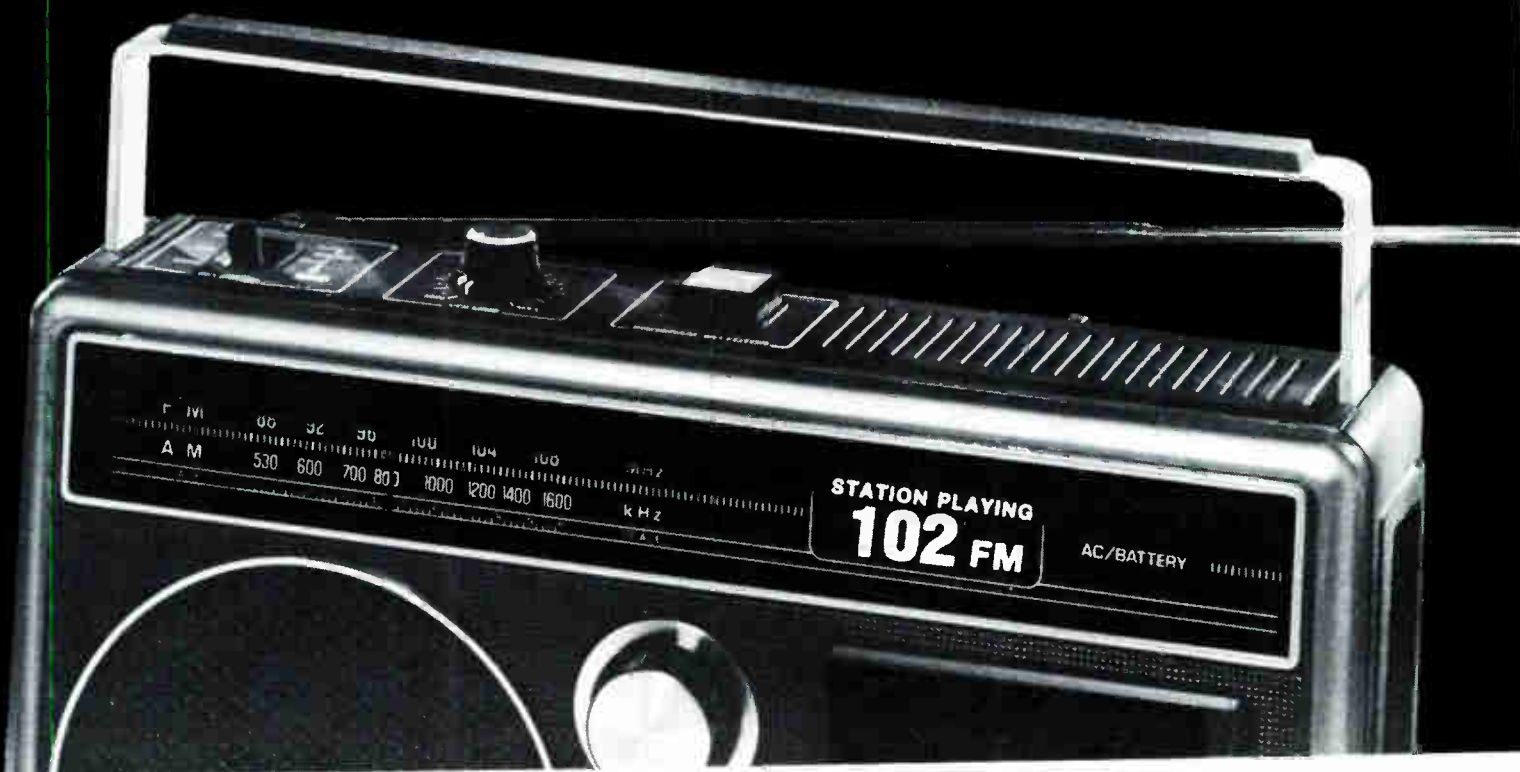
KLTE's involved with things that Oklahoma, America and our world cares about.

We have a specially designed radio format that's geared for grown-ups.

# KLte

OKLAHOMA CITY

102<sup>FM</sup>



R&R RATINGS REPORT/1979

O/N '79 Market Overview

There must have been a shakeup on the part of the local Arbitron staff in Omaha, because 271 more diaries came back in this survey than in the spring. When you get back 38% more diaries it means that a station with a large cume potential can really score, and that may be what happened with KFAB.

KFAB traditionally has better books in the O/N sweeps because the station carries the football games of the Nebraska Cornhuskers, a team with a legion of followers. KFAB sports broadcaster Lyle Bremser is an institution, and thus more people tune in to KFAB for the football than to any other station. KFAB's rise to a 12+ share of more than 34% of the market is due also to the station's ability to recycle the sports audience into weekdays. Husker highlights throughout the week help pique the interest in the team.

Among the stations that are traditionally powers in the 18-34 demos, KGOR increased its 18-34 share by almost one-third, to more than 22%, to lead KFAB and WOW. KFAB has about 21% of the young adult audience, while WOW slipped to a 16% share of this target. Of the local AOR's, KEZO has quite a lead over KQKQ. KEZO now has the loyalties of more than 11% of the 18-34 group, while KQKQ has a share of less than 6%.

Several stations took large reverses. Country stations KEFM and KYNN-AM&FM fell, while Top 40 KOIL lost more than two 12+ shares. KOIL's diminished shares are due to defections among teens, and men and women young adults.

Beautiful Music KESY slipped somewhat overall but remained second (to KFAB) among adults 35-64. KESY slipped from second to third among adults 25-54.

Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 4772

O/N '78	A/M '79	O/N '79
1 KFAB-AM 32.8	KFAB-AM 24.9	KFAB-AM(PA) 34.2
2 WOW -AM 12.7	WOW -AM 11.7	KGOR-FM(R) 12.7
3 KOIL-AM 9.7	KGOR-FM 10.9	WOW -AM(R) 10.2
4 KGOR-FM 7.9	KESY-FM 8.8	KESY-FM(BM) 8.2
5 KEZO-FM 7.3	KOIL-AM 8.7	KOIL-AM(R) 6.4
6 KYNN-AM 5.2	KYNN-AM 7.0	KEZO-FM(A) 5.7
7 KQKQ-FM 4.9	KQKQ-FM 6.9	KYNN-AM(C) 4.0
8 KEFM-FM 2.7	KEZO-FM 5.8	KQKQ-FM(A) 2.9
9 KOWH-FM 2.6	KEFM-FM 3.2	KEFM-FM(C) 2.2
10 KOOO-FM 1.8	KESY-AM 2.1	KYNN-FM(C) 1.5
11 KLIN-FM 1.3	KMA -AM 1.4	KLNG-AM(R) 1.5
12 KOXV-AM 0.9	KLNG-AM 0.7	KMA -AM(C) 1.1
13 KOWH-AM 0.9	KYNN-FM 0.4	KLIN-FM(BM) 0.8
14 KMA -AM 0.6		KCRO-AM(RL) 0.5
15 KJAN-AF 0.5		KESY-AM(BM) 0.4
16 KPRX-FM 0.4		

Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4772

O/N '78	A/M '79	O/N '79
1 KFAB-AM 253	KFAB-AM 180	KFAB-AM 251
2 WOW -AM 98	WOW -AM 85	KGOR-FM 93
3 KOIL-AM 75	KGOR-FM 79	WOW -AM 75
4 KGOR-FM 61	KESY-FM 64	KESY-FM 60
5 KEZO-FM 56	KOIL-AM 63	KOIL-AM 47

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KOIL-AM	KOIL-AM	KGOR-FM
4 KGOR-FM	KGOR-FM	KOIL-AM
5 KEZO-FM	KYNN-AM	KESY-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	KGOR-FM
3 KOIL-AM	KESY-FM	WOW -AM
4 KEZO-FM	KGOR-FM	KESY-FM
5 KGOR-FM	KOIL-AM	KOIL-AM

Teens  
M-S, 6am-Midnight  
POP(00): 649

O/N '78	A/M '79	O/N '79
1 KOIL-AM	KOIL-AM	KGOR-FM
2 KGOR-FM	KGOR-FM	KOIL-AM
3 WOW -AM	WOW -AM	WOW -AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KOIL-AM	KOIL-AM	KOIL-AM
2 WOW -AM	KGOR-FM	KGOR-FM
3 KGOR-FM	WOW -AM	WOW -AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KGOR-FM	KGOR-FM	KGOR-FM
2 KOIL-AM	KOIL-AM	KOIL-AM
3 KEZO-FM	WOW -AM	WOW -AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1850

O/N '78	A/M '79	O/N '79
1 WOW -AM	KGOR-FM	KGOR-FM
2 KEZO-FM	WOW -AM	KFAB-AM
3 KFAB-AM	KQKQ-FM	WOW -AM
4 KOIL-AM	KEZO-FM	KEZO-FM
5 KGOR-FM	KOIL-AM	KOIL-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WOW -AM	WOW -AM	KFAB-AM
2 KFAB-AM	KGOR-FM	KGOR-FM
3 KOIL-AM	KOIL-AM	WOW -AM
4 KEZO-FM	KFAB-AM	KEZO-FM
5 KQKQ-FM	KYNN-AM	KOIL-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KEZO-FM	WOW -AM	KGOR-FM
2 WOW -AM	KGOR-FM	WOW -AM
3 KOIL-AM	KQKQ-FM	KFAB-AM
4 KFAB-AM	KOIL-AM	KEZO-FM
5 KGOR-FM	KEZO-FM	KOIL-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2294

O/N '78	A/M '79	O/N '79
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	KESY-FM	WOW -AM
3 KOIL-AM	WOW -AM	KESY-FM
4 KYNN-AM	KYNN-AM	KGOR-FM
5 KEZO-FM	KOIL-AM	KOIL-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KOIL-AM	KESY-FM	KESY-FM
4 KYNN-AM	KYNN-AM	KGOR-FM
5 KGOR-FM	KOIL-AM	KOIL-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	KESY-FM	WOW -AM
3 KOIL-AM	WOW -AM	KESY-FM
4 KEZO-FM	KYNN-AM	KGOR-FM
5 KYNN-AM	KOIL-AM	KOIL-AM

Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4772

O/N '78	A/M '79	O/N '79
1 KFAB-AM 2519	KFAB-AM 2037	KFAB-AM 2824
2 WOW -AM 1952	WOW -AM 1826	WOW -AM 1728
3 KOIL-AM 1274	KGOR-FM 1291	KGOR-FM 1179
4 KGOR-FM 1149	KOIL-AM 1262	KOIL-AM 1121
5 KEZO-FM 839	KEZO-FM 775	KEZO-FM 773

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KOIL-AM	KOIL-AM	KGOR-FM
4 KGOR-FM	KGOR-FM	KOIL-AM
5 KEZO-FM	KYNN-AM	KEZO-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KGOR-FM	KOIL-AM	KGOR-FM
4 KOIL-AM	KGOR-FM	KOIL-AM
5 KEZO-FM	KEZO-FM	KESY-FM

Teens  
M-S, 6am-Midnight  
POP(00): 649

O/N '78	A/M '79	O/N '79
1 KOIL-AM	KOIL-AM	KGOR-FM
2 KGOR-FM	KGOR-FM	KOIL-AM
3 WOW -AM	WOW -AM	WOW -AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KOIL-AM	KOIL-AM	KOIL-AM
2 KGOR-FM	KGOR-FM	KGOR-FM
3 WOW -AM	WOW -AM	WOW -AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KGOR-FM	KOIL-AM	KGOR-FM
2 KOIL-AM	KGOR-FM	KOIL-AM
3 WOW -AM	WOW -AM	WOW -AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1850

O/N '78	A/M '79	O/N '79
1 WOW -AM	WOW -AM	WOW -AM
2 KFAB-AM	KGOR-FM	KFAB-AM
3 KGOR-FM	KOIL-AM	KGOR-FM
4 KEZO-FM	KFAB-AM	KOIL-AM
5 KOIL-AM	KQKQ-FM	KEZO-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WOW -AM	WOW -AM	WOW -AM
2 KGOR-FM	KGOR-FM	KFAB-AM
3 KOIL-AM	KOIL-AM	KGOR-FM
4 KFAB-AM	KFAB-AM	KOIL-AM
5 KEZO-FM	KEZO-FM	KEZO-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WOW -AM	WOW -AM	WOW -AM
2 KGOR-FM	KOIL-AM	KGOR-FM
3 KEZO-FM	KGOR-FM	KFAB-AM
4 KOIL-AM	KEZO-FM	KOIL-AM
5 KQKQ-FM	KQKQ-FM	KEZO-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2294

O/N '78	A/M '79	O/N '79
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KOIL-AM	KGOR-FM	KOIL-AM
4 KGOR-FM	KESY-FM	KESY-FM
5 KYNN-AM	KOIL-AM	KGOR-FM

M-F, 6-10am

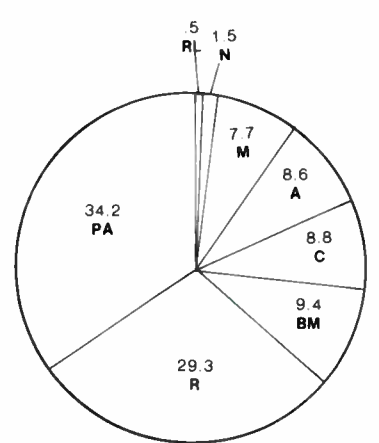
O/N '78	A/M '79	O/N '79
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KOIL-AM	KOIL-AM	KOIL-AM
4 KGOR-FM	KYNN-AM	KGOR-FM
5 KYNN-AM	KESY-FM	KESY-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KFAB-AM	KFAB-AM	KFAB-AM
2 WOW -AM	WOW -AM	WOW -AM
3 KOIL-AM	KESY-FM	KGOR-FM
4 KYNN-AM	KOIL-AM	KOIL-AM
5 KGOR-FM	KYNN-AM	KESY-FM

Format Penetration Chart

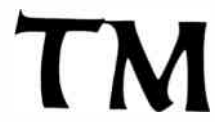
Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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## )/N '79 Market Overview

Two of the top three stations in Orlando are the perennially strong **WDBO-AM&FM**, owned by the **Jutlet** group. This is the second survey in a row that **nds Beautiful Music WDBO-FM** on top with almost 2% of the total market. Younger-skewing **WHLY** ad a surge this book and rode into the number two position, with **P/A WDBO-AM** right behind.

**WDBO-FM** leads the market overwhelmingly among adults 35+ and ranks number one also with adults 25-54. **WHLY** really took off in this book, surging to rank as the leading 18-34 station with more than 21% of the market, and scoring well with 25-54 adults, coming in second behind **WDBO-FM**. Full service **WDBO-AM** gained overall based on a 35% increase in its 25-54 share. The station has moved into fourth place in this category.

**FM** rocker **WBJW** slipped again in this sweep. **WBJW**'s share of teens dropped again for the second book in a row, and the station no longer owns the teen market in central Florida; **WDIZ** is now the top teen station. **WBJW**'s share of 18-34 adults has also been reduced, but the station still has more than a 10% share of this key demo.

**AOR WORJ** had a second straight substantial increase in both overall share and 18-34 audience. **WORJ** improved from 15% of the 18-34 share to almost 18% of that audience, second only to **WHLY**. **WORJ** used an extensive TV campaign to promote itself, and the station gave away 40,000 license plates with the station logo on them.

With the showing of **WHLY** and **WORJ**, it appears as though the **WDIZ** audience is being wooed by the competition. The **Superstars** station saw its 18-34 share drop 30%, and the station dropped from second to fourth in this demo.

Country **WHOO-AM** slipped for the second consecutive survey. The station's share of the 25-54 audience dropped almost 40% in this latest sweep, but there was little defection among the older demos. **WHOO** still is strong 35-64, with more than 11% of the market. Female listeners aren't staying with the station to the same extent that the men are.

M-F, 3-7pm		
1 WBJW-FM	WDBO-FM	WDPO-FM
2 WHOO-FM	WBJW-FM	WORJ-FM
3 WDBO-FM	WHOO-FM	WHLY-FM
4 WHOO-AM	WHOO-AM	WBJW-FM
5 WLOF-AM	WDIZ-FM	WHOO-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 669

O/N '78	A/M '79	O/N '79
1 WBJW-FM	WBJW-FM	WDIZ-FM
2 WOKB-AM	WDIZ-FM	WBJW-FM
3 WLOF-AM	WORL-AM	WLOF-AM

M-F, 6-10am		
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WOKB-AM	WDIZ-FM	WDIZ-FM
3 WLOF-AM	WHLY-FM	WLOF-AM

M-F, 3-7pm		
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WOKB-AM	WDIZ-FM	WDIZ-FM
3 WORL-AM	WHLY-FM	WLOF-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1723

O/N '78	A/M '79	O/N '79
1 WBJW-FM	WORJ-FM	WHLY-FM
2 WORJ-FM	WDIZ-FM	WORJ-FM
3 WDIZ-FM	WBJW-FM	WBJW-FM
4 WLOF-AM	WORL-AM	WDIZ-FM
5 WORL-AM	WLOF-AM	WLOF-AM

M-F, 6-10am		
1 WBJW-FM	WBJW-FM	WHLY-FM
2 WLOF-AM	WDIZ-FM	WBJW-FM
3 WDIZ-FM	WORJ-FM	WORJ-FM
4 WKIS-AM	WORL-AM	WDIZ-FM
5 WORJ-FM	WLOF-AM	WKIS-AM

M-F, 3-7pm		
1 WORJ-FM	WORJ-FM	WORJ-FM
2 WBJW-FM	WDIZ-FM	WHLY-FM
3 WDIZ-FM	WBJW-FM	WORL-AM
4 WLOF-AM	WLOF-AM	WDIZ-FM
5 WORL-AM	WHLY-FM	WBJW-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 2337

O/N '78	A/M '79	O/N '79
1 WHOO-FM	WHOO-FM	WDBO-FM
2 WDBO-FM	WHOO-AM	WHLY-FM
3 WBJW-FM	WDBO-FM	WHOO-FM
4 WKIS-AM	WBJW-FM	WDBO-AM
5 WDBO-AM	WORL-AM	WBJW-FM

M-F, 6-10am		
1 WHOO-FM	WHOO-AM	WDRO-AM
2 WDBO-FM	WHOO-FM	WHLY-FM
3 WDBO-AM	WDBO-FM	WDRO-FM
4 WKIS-AM	WDBO-AM	WHOO-AM
5 WHOO-AM	WBJW-FM	WKIS-AM

M-F, 3-7pm		
1 WHOO-FM	WHOO-FM	WDBO-FM
2 WDBO-FM	WHOO-AM	WHLY-FM
3 WHOO-AM	WDBO-FM	WHOO-FM
4 WBJW-FM	WBJW-FM	WORL-AM
5 WKIS-AM	WKIS-AM	WDRO-AM

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 5104

O/N '78	A/M '79	O/N '79
1 WBJW-FM	1436	1337
2 WDBO-AM	1217	1320
3 WDRO-FM	1131	1089
4 WLOF-AM	1090	984
5 WKIS-AM	1040	893

M-F, 6-10am		
1 WBJW-FM	WBJW-FM	WDRO-AM
2 WDBO-AM	WDBO-FM	WBJW-FM
3 WKIS-AM	WDRO-AM	WDRO-FM
4 WLOF-AM	WHOO-AM	WKIS-AM
5 WDRO-FM	WLOF-AM	WHOO-AM

M-F, 3-7pm		
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WHOO-FM	WDBO-FM	WDRO-FM
3 WLOF-AM	WLOF-AM	WHLY-FM
4 WDRO-AM	WDIZ-FM	WORJ-FM
5 WDBO-FM	WHOO-FM	WLOF-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 669

O/N '78	A/M '79	O/N '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WLOF-AM	WDIZ-FM	WDIZ-FM
3 WDIZ-FM	WLOF-AM	WLOF-AM

M-F, 6-10am		
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WLOF-AM	WDIZ-FM	WDIZ-FM
3 WDIZ-FM	WLOF-AM	WLOF-AM

M-F, 3-7pm		
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WLOF-AM	WDIZ-FM	WDIZ-FM
3 WORL-AM	WHLY-FM	WLOF-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1723

O/N '78	A/M '79	O/N '79
1 WBJW-FM	WBJW-FM	WBJW-FM
2 WLOF-AM	WDIZ-FM	WHLY-FM
3 WDIZ-FM	WLOF-AM	WORJ-FM
4 WKIS-AM	WORJ-FM	WDIZ-FM
5 WDBO-AM	WHLY-FM	WLOF-AM

M-F, 6-10am		
1 WBJW-FM	WBJW-FM	WHLY-FM
2 WLOF-AM	WLOF-AM	WBJW-FM
3 WKIS-AM	WHLY-FM	WORJ-FM
4 WDIZ-FM	WDIZ-FM	WLOF-AM
5 WORJ-FM	WORJ-FM	WDIZ-FM

M-F, 3-7pm		
1 WLOF-AM	WBJW-FM	WORJ-FM
2 WBJW-FM	WDIZ-FM	WHLY-FM
3 WDIZ-FM	WLOF-AM	WBJW-FM
4 WORJ-FM	WORJ-FM	WDIZ-FM
5 WHLY-FM	WHLY-FM	WLOF-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 2337

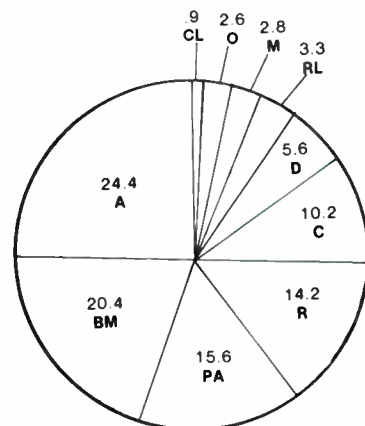
O/N '78	A/M '79	O/N '79
1 WDBO-AM	WDBO-FM	WDBO-FM
2 WHOO-FM	WBJW-FM	WKIS-AM
3 WDBO-FM	WHOO-AM	WBJW-FM
4 WKIS-AM	WKIS-AM	WHOO-AM
5 WBJW-FM	WDBO-AM	WDBO-AM

M-F, 6-10am		
1 WDRO-AM	WHOO-AM	WDBO-FM
2 WHOO-AM	WDBO-FM	WKIS-AM
3 WKIS-AM	WDBO-AM	WDBO-AM
4 WHOO-FM	WBJW-FM	WHOO-AM
5 WBJW-FM	WKIS-AM	WHLY-FM

M-F, 3-7pm		
1 WHOO-FM	WBJW-FM	WHOO-AM
2 WHOO-AM	WHOO-FM	WHLY-FM
3 WDBO-AM	WDBO-FM	WDBO-FM
4 WDRO-FM	WHOO-AM	WLOF-AM
5 WBJW-FM	WKIS-AM	WBJW-FM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

O/N '78	A/M '79	O/N '79
1 WBJW-FM	12.7	12.8
2 WDBO-FM	12.1	9.7
3 WHOO-FM	10.4	9.7
4 WDRO-AM	8.6	8.3
5 WHOO-AM	7.9	7.5
6 WKIS-AM	7.1	7.4
7 WLOF-AM	5.6	6.7
8 WDIZ-FM	4.8	6.5
9 WORJ-FM	4.8	5.8
10 WHLY-FM	4.7	4.8
11 WORL-AM	4.3	3.9
12 WOKB-AM	4.2	2.2
13 WFIV-AM	3.8	1.7
14 WPCV-FM	1.7	1.6
15 WCTO-AM	1.1	1.3
16 WTLN-FM	1.0	1.3
17 WAJL-AM	0.7	0.8
18 WHHL-AM	0.7	0.6
19 WLOF-AM	0.6	0.6
20 WELF-FM	0.5	0.5
21 WTLN-AM	0.2	0.5
22		0.4

## Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 5104

O/N '78	A/M '79	O/N '79
1 WBJW-FM	106	99
2 WDBO-FM	101	75
3 WHOO-FM	87	75
4 WDRO-AM	72	65
5 WHOO-AM	66	58

M-F, 6-10am		
1 WDBO-AM	WDBO-AM	WDBO-AM
2 WBJW-FM	WDBO-FM	WDBO-FM
3 WDBO-FM	WHOO-FM	WHLY-FM
4 WHOO-AM	WBJW-FM	WHOO-AM
5 WHOO-FM	WHOO-AM	WKIS-AM



# Peoria

METRO RANK **96**

## O/N '79 Market Overview

In answer to that age-old question regarding what plays in Peoria, the reply seems to be lots of Top 40 music. Rocker **WKZW** leads the market overall for the second straight survey, and an AM competitor, **WIRL**, improved its numbers in the fall sweep.

Diary return was up significantly in this Peoria book, a 25% increase in usable diaries evident in the O/N '79 report. Most of the additional return fell proportionately into the younger 12-34 demos, allowing **Arbitron** to project its estimates for stations that appeal to the younger demographics from a larger data base.

The increased diary return among the younger sex/age groups may have helped **WKZW** to increase its 12+ share to almost 17% of the market. Advertising consisted of TV, busboards, and billboards, plus inserting ads in high school football and basketball programs. The ad total for the fall sweep was lower than used in the spring survey. Musically, the station was trying to go more Pop/Adult — disco and teen-oriented songs were dropped. The numbers show that **WKZW** was able to keep more than a 50% share of the teen market while improving its adult numbers. **WKZW** jumped from an 18% share of adults 18-34 up to lead with almost 24% in this book, while the 25-54 numbers also looked healthier. The station went from under 10% of the prime adult audience to more than 14% in the 25-54 group.

Like **WKZW**, **WIRL** saw its 12+ share go up due largely to increases among the adult listeners. **WIRL** made worthwhile improvements in its male audience figures among adults, while its female listeners appear to have remained loyal. **WIRL** ranks third (behind **WKZW** and **WWCT**) among adults 18-34, after registering a share figure of almost 15%, and was able to boost 25-54 numbers by one-fourth to score a share figure of almost 13%.

Beautiful Music **WSWT** and Talk entry **WMBD** both saw their 12+ shares advance. **WSWT**, the **Schulke** station in Peoria, scored gains consistently among the older demos and ranks number two with adults 35-64 and third in adults 25-54. No outside advertising or promotion for **WSWT** in this book.

The other station which attracts the upper end of the demographic spectrum is **WMBD**. In the O/N '79 report **WMBD** emerges as the top station among persons 35+. The station is strong in adults 25-54, and also leads handily in the 35-64 demo.

Two leading stations suffered declines in the O/N report. Country **WXCL** didn't really have a bad book — the station's adult average persons audience figure remained exactly the same as in the spring — but due to increased adult listening in the market the station's share slipped. There were two air shifts affected by personnel changes, and the station spent 25% less on advertising in this book than for pre-

vious surveys. Even with a flat book, **WXCL** remains the number two 25-54 station.

**AOR WWCT** suffered reverses in young men and teens. No longer the top 18-34 station in town, **WWCT** now holds second place in the young adult demos, with almost 17% of the market.

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3034

A/M '78	A/M '79	O/N '79	
1 WSWT-FM	61 WKZW-FM	58 WKZW-FM	74
2 WKZW-FM	59 WSWT-FM	55 WSWT-FM	69
3 WIRL-AM	52 WMBD-AM	54 WMBD-AM	61
4 WMBD-AM	45 WXCL-AM	46 WIRL-AM	49
5 WWCT-FM	37 WWCT-FM	44 WXCL-AM	47

M-F, 6-10am

A/M '78	A/M '79	O/N '79	
1 WMBD-AM	WMBD-AM	WMBD-AM	
2 WIRL-AM	WXCL-AM	WSWT-FM	
3 WXCL-AM	WIRL-AM	WKZW-FM	
4 WSWT-FM	WKZW-FM	WXCL-AM	
5 WKZW-FM	WSWT-FM	WIRL-AM	

M-F, 3-7pm

A/M '78	A/M '79	O/N '79	
1 WKZW-FM	WKZW-FM	WKZW-FM	
2 WSWT-FM	WSWT-FM	WSWT-FM	
3 WIRL-AM	WWCT-FM	WIRL-AM	
4 WWCT-FM	WIRL-AM	WMBD-AM	
5 WXCL-AM	WXCL-AM	WXCL-AM	

Teens  
M-S, 6am-Midnight  
POP(00): 405

A/M '78	A/M '79	O/N '79	
1 WKZW-FM	WKZW-FM	WKZW-FM	
2 WIRL-AM	WWCT-FM	WIRL-AM	
3 WLS -AM	WIRL-AM	WWCT-FM	

M-F, 6-10am

A/M '78	A/M '79	O/N '79	
1 WKZW-FM	WKZW-FM	WKZW-FM	
2 WIRL-AM	WIRL-AM	WWCT-FM	
3 WLS -AM	WWCT-FM	WIRL-AM	

M-F, 3-7pm

A/M '78	A/M '79	O/N '79	
1 WKZW-FM	WKZW-FM	WKZW-FM	
2 WIRL-AM	WWCT-FM	WIRL-AM	
3 WLS -AM	WIRL-AM	WWCT-FM	

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1063

A/M '78	A/M '79	O/N '79	
1 WWCT-FM	WWCT-FM	WKZW-FM	
2 WKZW-FM	WKZW-FM	WWCT-FM	
3 WIRL-AM	WIRL-AM	WIRL-AM	
4 WSWT-FM	WSWT-FM	WLS -AM	
5 WLS -AM	WXCL-AM	WXCL-AM	

M-F, 6-10am

A/M '78	A/M '79	O/N '79	
1 WIRL-AM	WIRL-AM	WKZW-FM	
2 WKZW-FM	WKZW-FM	WIRL-AM	
3 WWCT-FM	WWCT-FM	WWCT-FM	
4 WXCL-AM	WMBD-AM	WXCL-AM	
5 WLS -AM	WTAZ-FM	WLS -AM	

M-F, 3-7pm

A/M '78	A/M '79	O/N '79	
1 WKZW-FM	WWCT-FM	WKZW-FM	
2 WWCT-FM	WKZW-FM	WIRL-AM	
3 WIRL-AM	WIRL-AM	WWCT-FM	
4 WSWT-FM	WSWT-FM	WLS -AM	
5 WLS -AM	WTAZ-FM	WXCL-AM	

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1397

A/M '78	A/M '79	O/N '79	
1 WSWT-FM	WSWT-FM	WSWT-FM	
2 WIRL-AM	WXCL-AM	WXCL-AM	
3 WXCL-AM	WIRL-AM	WKZW-FM	
4 WKZW-FM	WMBD-AM	WIRL-AM	
5 WMBD-AM	WKZW-FM	WMBD-AM	

M-F, 6-10am

A/M '78	A/M '79	O/N '79	
1 WXCL-AM	WXCL-AM	WMBD-AM	
2 WIRL-AM	WSWT-FM	WXCL-AM	
3 WMBD-AM	WIRL-AM	WSWT-FM	
4 WSWT-FM	WMBD-AM	WIRL-AM	
5 WKZW-FM	WKZW-FM	WKZW-FM	

M-F, 3-7pm

A/M '78	A/M '79	O/N '79	
1 WSWT-FM	WSWT-FM	WSWT-FM	
2 WKZW-FM	WXCL-AM	WXCL-AM	
3 WIRL-AM	WKZW-FM	WKZW-FM	
4 WXCL-AM	WIRL-AM	WIRL-AM	
5 WZRO-FM	WGLO-FM	WMBD-AM	

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight

A/M '78	A/M '79	O/N '79	
1 WIRL-AM	1141 WIRL-AM	867 WIRL-AM	1034
2 WKZW-FM	885 WKZW-FM	861 WKZW-FM	953
3 WMBD-AM	803 WMBD-AM	818 WMBD-AM	919
4 WSWT-FM	758 WXCL-AM	792 WSWT-FM	817
5 WXCL-AM	608 WSWT-FM	701 WXCL-AM	725

M-F, 6-10am

A/M '78	A/M '79	O/N '79	
1 WIRL-AM	WMBD-AM	WMBD-AM	
2 WMBD-AM	WIRL-AM	WKZW-FM	
3 WKZW-FM	WXCL-AM	WIRL-AM	
4 WXCL-AM	WKZW-FM	WXCL-AM	
5 WSWT-FM	WSWT-FM	WSWT-FM	

## Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3034

A/M '78	A/M '79	O/N '79	
1 WSWT-FM	14.8 WKZW-FM	14.4 WKZW-FM	16.8
2 WKZW-FM	14.4 WSWT-FM	13.6 WSWT-FM	5.7
3 WIRL-AM	12.7 WMBD-AM	13.4 WMBD-AM	13.9
4 WMBD-AM	10.9 WXCL-AM	11.4 WIRL-AM	11.1
5 WWCT-FM	9.0 WWCT-FM	10.9 WXCL-AM	10.7
6 WXCL-AM	9.0 WIRL-AM	10.4 WWCT-FM	7.0
7 WLS -AM	4.1 WGLO-FM	3.7 WLS -AM	4.1
8 WSWT-FM	3.4 WGN -AM	3.5 WVEL-AM	4.1
9 WZRO-FM	3.4 WVEL-AM	2.7 WGN -AM	2.0
10 WGN -AM	3.2 WZRO-FM	2.5 WZRO-FM	1.8
11 WPFO-AM	2.2 WTAZ-FM	2.5 WBNQ-FM	1.4
12 WSWT-FM	2.2 WPFO-AM	2.2 WMAQ-AM	1.4
13 WJBC-AM	1.7 WBNQ-FM	2.0 WCLL-FM	1.1
14 WMAQ-AM	1.5 WLS -AM	2.0 WBBH-AM	1.1
15 WCLL-FM	1.0 WCLL-FM	1.0 WPFO-AM	1.1
16 WBBH-AM	0.5 WBBH-AM	0.5 WTAZ-FM	1.1
17 WBNQ-FM	0.5	WJBC-AM	0.9
18		WGLO-FM	0.7

M-F, 3-7pm

A/M '78	A/M '79	O/N '79	
1 WKZW-FM	WKZW-FM	WKZW-FM	
2 WIRL-AM	WIRL-AM	WIRL-AM	
3 WSWT-FM	WSWT-FM	WSWT-FM	
4 WXCL-AM	WXCL-AM	WMBD-AM	
5 WMBD-AM	WMBD-AM	WXCL-AM	

Teens  
M-S, 6am-Midnight  
POP(00): 405

A/M '78	A/M '79	O/N '79	
1 WKZW-FM	WKZW-FM	WKZW-FM	
2 WIRL-AM	WIRL-AM	WIRL-AM	
3 WWCT-FM	WWCT-FM	WWCT-FM	

M-F, 6-10am

A/M '78	A/M '79	O/N '79	
1 WKZW-FM	WKZW-FM	WKZW-FM	
2 WIRL-AM	WIRL-AM	WIRL-AM	
3 WWCT-FM	WWCT-FM	WWCT-FM	

M-F, 3-7pm

A/M '78	A/M '79	O/N '79	
1 WKZW-FM	WKZW-FM	WKZW-FM	
2 WIRL-AM	WWCT-FM	WIRL-AM	
3 WWCT-FM	WIRL-AM	WWCT-FM	

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1063

A/M '78	A/M '79	O/N '79	
1 WIRL-AM	WKZW-FM	WIRL-AM	
2 WKZW-FM	WIRL-AM	WKZW-FM	
3 WSWT-FM	WWCT-FM	WWCT-FM	
4 WWCT-FM	WXCL-AM	WXCL-AM	
5 WMBD-AM	WMBD-AM	WMBD-AM	

M-F, 6-10am

A/M '78	A/M '79	O/N '79	
1 WIRL-AM	WIRL-AM	WKZW-FM	
2 WKZW-FM	WKZW-FM	WIRL-AM	
3 WWCT-FM	WWCT-FM	WWCT-FM	
4 WMBD-AM	WXCL-AM	WXCL-AM	
5 WSWT-FM	WSWT-FM	WMBD-AM	

M-F, 3-7pm

A/M '78	A/M '79	O/N '79	
1 WKZW-FM	WKZW-FM	WIRL-AM	
2 WIRL-AM	WIRL-AM	WKZW-FM	
3 WWCT-FM	WWCT-FM	WWCT-FM	
4 WSWT-FM	WXCL-AM	WXCL-AM	
5 WXCL-AM	WSWT-FM	WMBD-AM	

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1397

A/M '78	A/M '79	O/N '79	
1 WIRL-AM	WXCL-AM	WIRL-AM	
2 WSWT-FM	WSWT-FM	WSWT-FM	
3 WXCL-AM	WIRL-AM	WKZW-FM	
4 WMBD-AM	WMBD-AM	WMBD-AM	
5 WKZW-FM	WKZW-FM	WXCL-AM	

M-F, 6-10am

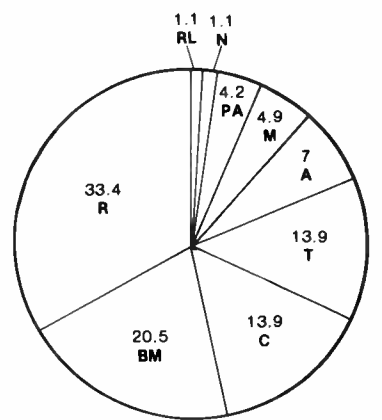
A/M '78	A/M '79	O/N '79	
1 WIRL-AM	WXCL-AM	WIRL-AM	
2 WXCL-AM	WIRL-AM	WMBD-AM	
3 WSWT-FM	WSWT-FM	WKZW-FM	
4 WMBD-AM	WMBD-AM	WXCL-AM	
5 WKZW-FM	WKZW-FM	WSWT-FM	

M-F, 3-7pm

A/M '78	A/M '79	O/N '79	
1 WSWT-FM	WIRL-AM	WSWT-FM	
2 WKZW-FM	WSWT-FM	WIRL-AM	
3 WIRL-AM	WXCL-AM	WXCL-AM	
4 WXCL-AM	WKZW-FM	WKZW-FM	
5 WMBD-AM	WMBD-AM	WMBD-AM	

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Caucasian, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

## 1979 Market Overview

Two demographically different stations scored significant gains in the fall '79 sweep, improving their respective positions among the top stations. Beautiful music **WWSH** gained a full share, and **AOR WMMR** added more than a full share to register its best book ever. While these stations were advancing impressively, two standbys, **KYW** and **WDAS-FM**, remained at the head of the pack. News station **KYW** has reason to be pleased. Traditionally, after baseball season (KYW carries the Phillies) the station's ratings take a spill. However the drop in this sweep was not drastic, with **KYW** remaining the number one station for reaching adults 25-54 and 35-64. The station's ad campaign placed more emphasis on TV than previously, and was supplemented by busboards and billboards, but no on-air contests.

**WWSH** is the new runner-up. The **Schulke**-formatted station added listeners virtually all adult demos. Women contributed the biggest part of **WWSH**'s gains. **WWSH** is number two among adults 25-54 and 35-64. A new TV spot was used for this survey, combining computer-animated effects and life action, and the scheduling of the commercial used most of the **WWSH** ad budget.

Slipping a notch in the 12+ standings, but reflecting virtually the same share as **Black WDAS-FM**. **WDAS-FM** had its best teen book in recent surveys, saw its 18-34 share drop 20%, but then picked up among the older demos. The station ranks second 18-34 and third 25-54.

**Metromedia's AOR WMMR** received its biggest assist from young adults — the 18-34 share for **WMMR** increased almost 33%, to lead the market with approximately 13% of this target group. To reach young adults, the station used many billboards, 10-second TV spots, and some busboards and newspaper. **WMMR** also sponsored an outdoor festival on Super Sunday.

On the Pop/Adult scene, two of the three major contenders had good books. Leader **WIP** had a flat book overall, due to a significant drop in adults 25-54 share, while **WUSL** increased its overall standing by adding audience in the 18-34 and 25-54 demos. **WUSL** edged past **WIP** in the 25-54 share battle. **Greater Media's WMGK** received glad tidings from listeners in both 18-34 and 25-54 groups. **WMGK's** 18-34 share increased by 66%, up to about 7% of the market, as the station also improved its 25-54 share to approximately 5% of that demo.

The fall book saw the Dancemusic contest tighten. **WZZD** advanced while **WCAU-FM** dropped, so the two are virtually tied. **WZZD** has a larger teen audience than does **WCAU-FM**, but the stations are almost identical in their 18-34 shares. **WCAU-FM** has recently moved to more of a Pop/Rhythms approach, while **WZZD** is going Religious, bringing the battle to a quick conclusion.

Other major stations that did not have outstanding books include Top 40 leader **WFIL**. **WFIL** had basically a flat book — up well among 18-34 adults, but down in teens. Beautiful Music station **WDVR** continues to see its position erode. After initially and successfully airing the **Patrick O'Neal** spot in the J/F sweep, **WDVR** has seen its shares slide, with the 25-54 share declining again in this book.

Finally, News/Talk **WCAU-AM** slipped after an upswing in the summer. The station's 35+ numbers eroded, causing a slight 12+ downturn.

(Note: **WFLN-AM&FM** are totally simulcast during the time the daytimer **AM** on the air.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP (00): 39898

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WIP -AM	8.2	KYW -AM	8.3	KYW -AM	11.7
2 KYW -AM	7.8	WIP -AM	7.9	WDAS-FM	7.1
3 WDAS-FM	6.6	WDVR-FM	7.8	WIP -AM	6.1
4 WWSH-FM	6.4	WDAS-FM	6.5	WWSH-FM	7.1
5 WDVR-FM	4.9	WWSH-FM	6.0	WDVR-FM	5.7
6 WCAU-AM	4.6	WMMR-FM	4.7	WMMR-FM	6.1
7 WIOQ-FM	4.2	WFIL-AM	4.5	WCAU-AM	4.8
8 WYSP-FM	4.1	WCAU-AM	4.3	WFIL-AM	4.7
9 WWSH-FM	4.0	WWSH-FM	4.3	WCAU-FM	3.9
10 WIP-FM	3.9	WCAU-FM	4.2	WYSP-FM	3.8
1 WUSL-FM	3.7	WUSL-FM	3.7	WIP-FM	3.8
2 WFIL-AM	3.6	WIP-FM	3.6	WWSH-FM	3.3
3 WSN1-FM	3.3	WMGK-FM	3.5	WMGK-FM	2.9
4 WCAU-FM	3.2	WYSP-FM	3.2	WUSL-FM	2.9
5 WMMR-FM	3.1	WIOQ-FM	3.1	WWSH-FM	2.9
6 WMGK-FM	3.1	WWSH-FM	2.9	WYSP-FM	2.9
7 WZZD-AM	2.4	WYSP-FM	2.4	WFLN-FM	1.8
8 WDAS-AM	2.1	WFLN-FM	2.4	WIOQ-FM	1.8
9 WYSP-FM	2.0	WWSH-FM	2.3	WZZD-AM	1.7
10 WFLN-FM	1.9	WWSH-FM	1.6	WDAS-AM	1.6
11 WHAT-AM	1.9	WZZD-AM	1.2	WHAT-AM	1.2
12 WJBR-FM	1.5	WPST-FM	1.1	WCOJ-AM	0.7
13 WPST-FM	1.3	WJBR-FM	0.8	WPST-FM	0.6
14 WOR -AM	0.7	WOR -AM	0.6	WJBR-FM	0.7
15 WFLN-AM	0.5	WFLN-AM	0.5	WRCP-AM	0.5
16 WTHR-AM	0.5	WTHR-AM	0.4	WSTW-FM	0.5
17 WCAU-AM	0.5	WTHR-AM	0.4	WFLN-AM	0.5
18 WTHR-AM	0.4	WCOJ-AM	0.3	WTHR-AM	0.4
19 WKKW-FM	0.4	WVCR-AM	0.4	WFLN-AM	0.2

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP (00): 39898

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WIP -AM	572	KYW -AM	606	KYW -AM	811
2 KYW -AM	546	WIP -AM	576	WDAS-FM	494
3 WDAS-FM	462	WDVR-FM	565	WIP -AM	492
4 WWSH-FM	444	WDAS-FM	477	WWSH-FM	488
5 WDVR-FM	343	WWSH-FM	438	WDVR-FM	432
6 WCAU-AM	321	WMMR-FM	343	WMMR-FM	421
7 WIOQ-FM	290	WFIL-AM	329	WCAU-AM	326
8 WYSP-FM	285	WCAU-AM	316	WFIL-AM	356
9 WWSH-FM	277	WWSH-FM	311	WCAU-FM	270
10 WIP-FM	274	WCAU-FM	304	WYSP-FM	259

M-F, 6-10am

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KYW -AM		KYW -AM	KYW -AM	KYW -AM	KYW -AM
2 WIP -AM		WIP -AM	WIP -AM	WIP -AM	WIP -AM
3 WCAU-AM		WCAU-AM	WCAU-AM	WCAU-AM	WCAU-AM
4 WDAS-FM		WFIL-AM	WDAS-FM	WDAS-FM	WDAS-FM
5 WFIL-AM		WDAS-FM	WWSH-FM	WWSH-FM	WFIL-AM
6 WWSH-FM		WDVR-FM	WWSH-FM	WWSH-FM	WFIL-AM
7 WIP-FM		WWSH-FM	WDVR-FM	WDVR-FM	WMMR-FM
8 WUSL-FM		WUSL-FM	WMMR-FM	WWSH-FM	WWSH-FM
9 WWSH-FM		WWSH-FM	WIP-FM	WUSL-FM	WWSH-FM
10 WDVR-FM		WCAU-FM	WWSH-FM	WMMR-FM	WYSP-FM

M-F, 3-7pm

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WWSH-FM		WDVR-FM	KYW -AM	KYW -AM	KYW -AM
2 WIP -AM		WIP -AM	WDAS-FM	WIP -AM	WIP -AM
3 WDAS-FM		KYW -AM	WWSH-FM	WDAS-FM	WMMR-FM
4 KYW -AM		WDAS-FM	WDVR-FM	WMMR-FM	WDAS-FM
5 WIP-FM		WWSH-FM	WIP -AM	WWSH-FM	WDVR-FM
6 WYSP-FM		WMMR-FM	WMMR-FM	WDVR-FM	WYSP-FM
7 WDVR-FM		WFIL-AM	WCAU-FM	WWSH-FM	WIP -AM
8 WIOQ-FM		WCAU-FM	WFIL-AM	WFIL-AM	WUSL-FM
9 WCAU-FM		WIP-FM	WYSP-FM	WUSL-FM	WFIL-AM
10 WFIL-AM		WUSL-FM	WCAU-AM	WCAU-AM	WCAU-AM

Teens

M-S, 6am-Midnight

POP (00): 5039

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WIP-FM		WIP-FM	WDAS-FM	WMMR-FM	WMMR-FM
2 WDAS-FM		WDAS-FM	WIP-FM	WDAS-FM	WDAS-FM
3 WYSP-FM		WMMR-FM	WMMR-FM	WYSP-FM	WIP-FM

M-F, 6-10am

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WIP-FM		WIP-FM	WIP-FM	WMMR-FM	WDAS-FM
2 WDAS-FM		WDAS-FM	WDAS-FM	WDAS-FM	WMMR-FM
3 WZZD-AM		WYSP-FM	WYSP-FM	WFIL-AM	WIP-FM

M-F, 3-7pm

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WIP-FM		WIP-FM	WDAS-FM	WMMR-FM	WDAS-FM
2 WDAS-FM		WDAS-FM	WIP-FM	WDAS-FM	WMMR-FM
3 WYSP-FM		WMMR-FM	WMMR-FM	WZZD-AM	WZZD-AM

Adults 18-34

M-S, 6am-Midnight

POP (00): 13400

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WDAS-FM		WDAS-FM	WMMR-FM	WDAS-FM	WMMR-FM
2 WIOQ-FM		WMMR-FM	WDAS-FM	WMMR-FM	WDAS-FM
3 WYSP-FM		WMGK-FM	WFIL-AM	WCAU-FM	WYSP-FM
4 WMMR-FM		WYSP-FM	WCAU-FM	WYSP-FM	WMGK-FM
5 WMGK-FM		WCAU-FM	WYSP-FM	WUSL-FM	WUSL-FM
6 WCAU-FM		WFIL-AM	WMGK-FM	WIOQ-FM	WFIL-AM
7 WFIL-AM		WIOQ-FM	WIP-FM	WFIL-AM	WIOQ-FM
8 WIP-FM		WYSP-FM	KYW -AM	KYW -AM	WCAU-FM
9 WIP -AM		WIP -AM	WIOQ-FM	WIP-FM	WZZD-AM
10 WUSL-FM		WUSL-FM	WUSL-FM	WMGK-FM	KYW -AM

M-F, 6-10am

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WDAS-FM		WDAS-FM	WDAS-FM	WDAS-FM	KYW -AM
2 WFIL-AM		WFIL-AM	WFIL-AM	WFIL-AM	WMMR-FM
3 WYSP-FM		WIP -AM	WMMR-FM	WCAU-FM	WFIL-AM
4 KYW -AM		WMMR-FM	KYW -AM	KYW -AM	WYSP-FM
5 WIOQ-FM		KYW -AM	WYSP-FM	WUSL-FM	WDAS-FM
6 WIP -AM		WMGK-FM	WMGK-FM	WYSP-FM	WUSL-FM
7 WMGK-FM		WYSP-FM	WCAU-FM	WMMR-FM	WMGK-FM
8 WIP-FM		WCAU-FM	WCAU-FM	WYSP-FM	WIOQ-FM
9 WUSL-FM		WYSP-FM	WIP-FM	WIP-FM	WZZD-AM
10 WCAU-FM		WIOQ-FM	WIP -AM	WCAU-AM	WIP-FM

M-F, 3-7pm

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WDAS-FM		WDAS-FM	WMMR-FM	WDAS-FM	WMMR-FM
2 WYSP-FM		WMMR-FM	WDAS-FM	WDAS-FM	WDAS-FM
3 WIOQ-FM		WMGK-FM	WCAU-FM	WCAU-FM	WYSP-FM
4 WMGK-FM		WIOQ-FM	WFIL-AM	WYSP-FM	WUSL-FM
5 WCAU-FM		WYSP-FM	WYSP-FM	WUSL-FM	WFIL-AM
6 WMMR-FM		WCAU-FM	WIP-FM	WIOQ-FM	WMGK-FM
7 WIP-FM		WFIL-AM	WMGK-FM	WFIL-AM	WIOQ-FM
8 WFIL-AM		WUSL-FM	WUSL-FM	WIP-FM	WZZD-AM
9 WUSL-FM		WIP -AM	WDVR-FM	WMGK-FM	WCAU-FM
10 WIP -AM		WYSP-FM	WIOQ-FM	WZZD-AM	WIP-FM

Adults 25-54

M-S, 6am-Midnight

POP (00): 18679

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WIP -AM		WIP -AM	KYW -AM	KYW -AM	KYW -AM
2 WWSH-FM		KYW -AM	WIP -AM	WIP -AM	WIP -AM
3 WDAS-FM		WDVR-FM	WWSH-FM	WWSH-FM	WDAS-FM
4 KYW -AM		WWSH-FM	WFIL-AM	WDAS-FM	WUSL-FM
5 WDVR-FM		WUSL-FM	WDAS-FM	WDVR-FM	WIP -AM
6 WUSL-FM		WDAS-FM	WDVR-FM	WUSL-FM	WFIL-AM
7 WMGK-FM		WFIL-AM	WWSH-FM	WWSH-FM	WDVR-FM
8 WCAU-AM		WMGK-FM	WMGK-FM	WCAU-FM	WMGK-FM
9 WSN1-FM		WCAU-FM	WCAU-FM	WFIL-AM	WCAU-AM
10 WFIL-AM		WWSH-FM	WUSL-FM	WMGK-FM	WWSH-FM

M-F, 6-10am

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 WIP -AM		WIP -AM	KYW -AM	KYW -AM	KYW -AM
2 KYW -AM		KYW -AM	WIP -AM	WIP -AM	WIP -AM
3 WCAU-AM		WFIL-AM	WFIL-AM	WCAU-AM	WCAU-AM
4 WFIL-AM		WCAU-AM	WCAU-AM	WDAS-FM	WFIL-AM
5 WUSL-FM		WUSL-FM	WDAS-FM	WWSH-FM	WUSL-FM
6 WDAS-FM		WDVR-FM	WWSH-FM	WUSL-FM	WDAS-FM
7 WWSH-FM		WWSH-FM	WDVR-FM	WFIL-AM	WWSH-FM
8 WDVR-FM		WDAS-FM	WWSH-FM	WWSH-FM	WMGK-FM
9 WYSP-FM		WCAU-FM	WMGK-FM	WWSH-FM	WWSH-FM
10 WMGK-FM		WWSH-FM	WYSP-FM	WCAU-FM	WDVR-FM



# Philadelphia

Continued from Page 111

M-F, 3-7pm				
1	WWSH-FM	WIP -AM	KYW -AM	WWSH-FM
2	WIP -AM	WDVR-FM	WWSH-FM	WIP -AM
3	WDAS-FM	KYW -AM	WFIL-AM	KYW -AM
4	WUSL-FM	WWSH-FM	WIP -AM	WDVR-FM
5	WMGK-FM	WWSH-FM	WDVR-FM	WUSL-FM
6	WDVR-FM	WFIL-AM	WDAS-FM	WMGK-FM
7	KYW -AM	WMGK-FM	WCAU-FM	WFIL-AM
8	WSNI-FM	WCAU-FM	WUSL-FM	WDAS-FM
9	WIFI-FM	WSNI-FM	WMGK-FM	WWSH-FM
10	WWSH-FM	WDAS-FM	WSNI-FM	WCAU-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight  
POP(00): 39898

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79						
1	KYW -AM	10066	KYW -AM	11479	KYW -AM	13128	KYW -AM	13617	KYW -AM	12117
2	WIP -AM	8882	WIP -AM	7714	WIP -AM	6529	WCAU-FM	6458	WIP -AM	6730
3	WCAU-FM	6589	WCAU-FM	7068	WWSH-FM	6151	WMHR-FM	5945	WMHR-FM	6658
4	WFIL-AM	6099	WDVR-FM	6724	WCAU-FM	6053	WFIL-AM	5926	WWSH-FM	6420
5	WWSH-FM	5880	WFIL-AM	6647	WDVR-FM	5977	WIP -AM	5365	WFIL-AM	6273
6	WYSP-FM	4721	WWSH-FM	5792	WMHR-FM	5787	WIFI-FM	4989	WCAU-FM	6132
7	WIFI-FM	4629	WCAU-FM	4811	WFIL-AM	5781	WDVR-FM	4808	WDVR-FM	4923
8	WDAS-FM	4433	WMHR-FM	4759	WYSP-FM	4626	WWSH-FM	4731	WYSP-FM	4884
9	WCAU-FM	4369	WYSP-FM	4740	WCAU-FM	4454	WYSP-FM	4669	WDAS-FM	4460
10	WMHR-FM	4222	WIFI-FM	4503	WDAS-FM	4453	WDAS-FM	4533	WIFI-FM	4096

M-F, 6-10am

1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WIP -AM	WCAU-FM	WIP -AM	WIP -AM
3	WCAU-FM	WCAU-FM	WCAU-FM	WIP -AM	WFIL-AM
4	WFIL-AM	WFIL-AM	WFIL-AM	WFIL-AM	WCAU-FM
5	WDAS-FM	WDVR-FM	WDAS-FM	WDAS-FM	WMHR-FM
6	WYSP-FM	WIFI-FM	WWSH-FM	WWSH-FM	WYSP-FM
7	WWSH-FM	WWSH-FM	WMHR-FM	WMHR-FM	WYSP-FM
8	WIFI-FM	WMHR-FM	WDVR-FM	WDVR-FM	WYSP-FM
9	WZZD-AM	WDAS-FM	WIFI-FM	WIFI-FM	WWSH-FM
10	WDVR-FM	WCAU-FM	WYSP-FM	WCAU-FM	WIFI-FM

M-F, 3-7pm

1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WIP -AM	WDVR-FM	WMHR-FM	WMHR-FM
3	WIFI-FM	WDVR-FM	WWSH-FM	WFIL-AM	WWSH-FM
4	WWSH-FM	WFIL-AM	WIP -AM	WWSH-FM	WFIL-AM
5	WYSP-FM	WWSH-FM	WYSP-FM	WYSP-FM	WYSP-FM
6	WCAU-FM	WCAU-FM	WMHR-FM	WIP -AM	WCAU-FM
7	WCAU-FM	WMHR-FM	WFIL-AM	WDVR-FM	WCAU-FM
8	WDAS-FM	WIFI-FM	WDAS-FM	WIFI-FM	WDVR-FM
9	WFIL-AM	WCAU-FM	WCAU-FM	WDAS-FM	WIFI-FM
10	WZZD-AM	WYSP-FM	WIFI-FM	WCAU-FM	WIP -AM

Teens  
M-S, 6am-Midnight  
POP(00): 5039

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79	
1	WIFI-FM	WIFI-FM	WIFI-FM	WIFI-FM	WMHR-FM
2	WYSP-FM	WYSP-FM	WMHR-FM	WMHR-FM	WIFI-FM
3	WZZD-AM	WFIL-AM	WYSP-FM	WYSP-FM	WYSP-FM

M-F, 6-10am

1	WIFI-FM	WIFI-FM	WIFI-FM	WMHR-FM	WMHR-FM
2	WYSP-FM	WYSP-FM	WYSP-FM	WIFI-FM	WIFI-FM
3	WZZD-AM	WMHR-FM	WMHR-FM	WDAS-FM	WDAS-FM

M-F, 3-7pm

1	WIFI-FM	WIFI-FM	WIFI-FM	WMHR-FM	WMHR-FM
2	WZZD-AM	WMHR-FM	WMHR-FM	WIFI-FM	WYSP-FM
3	WYSP-FM	WYSP-FM	WYSP-FM	WYSP-FM	WIFI-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 13400

O/N '78	J/F '79	A/M '79	J/A '79	O/N '79	
1	WMHR-FM	WMHR-FM	WMHR-FM	WMHR-FM	WMHR-FM
2	WYSP-FM	WFIL-AM	WYSP-FM	KYW -AM	WYSP-FM
3	WIOQ-FM	WYSP-FM	WFIL-AM	WYSP-FM	WFIL-AM
4	WFIL-AM	WIOQ-FM	WDAS-FM	WFIL-AM	WMGK-FM
5	WIP -AM	WMGK-FM	WCAU-FM	WCAU-FM	KYW -AM
6	WDAS-FM	WCAU-FM	KYW -AM	WDAS-FM	WDAS-FM
7	WCAU-FM	WDAS-FM	WIOQ-FM	WIOQ-FM	WIFI-FM
8	KYW -AM	WIP -AM	WMGK-FM	WIFI-FM	WIOQ-FM
9	WMGK-FM	KYW -AM	WPEN-AM	WMGK-FM	WCAU-FM
10	WUSL-FM	WIFI-FM	WIFI-FM	WZZD-AM	WIP -AM

M-F, 6-10am

1	WYSP-FM	KYW -AM	WFIL-AM	WDAS-FM	KYW -AM
2	WFIL-AM	WFIL-AM	WMHR-FM	WFIL-AM	WMHR-FM
3	KYW -AM	WMHR-FM	WDAS-FM	KYW -AM	WFIL-AM
4	WDAS-FM	WMGK-FM	KYW -AM	WMHR-FM	WYSP-FM
5	WIOQ-FM	WDAS-FM	WCAU-FM	WCAU-FM	WDAS-FM
6	WIP -AM	WYSP-FM	WYSP-FM	WYSP-FM	WMGK-FM
7	WMGK-FM	WIP -AM	WIOQ-FM	WIFI-FM	WUSL-FM
8	WMHR-FM	WCAU-FM	WMGK-FM	WUSL-FM	WIOQ-FM
9	WIFI-FM	WIFI-FM	WIFI-FM	WMGK-FM	WIFI-FM
10	WUSL-FM	WPEN-AM	WPEN-AM	WCAU-FM	WCAU-FM

M-F, 3-7pm

1	WYSP-FM	WMHR-FM	WYSP-FM	WMHR-FM	WMHR-FM
2	WIOQ-FM	WYSP-FM	WMHR-FM	WYSP-FM	WYSP-FM
3	WMHR-FM	WIOQ-FM	WFIL-AM	WCAU-FM	WFIL-AM
4	WFIL-AM	WFIL-AM	WCAU-FM	WDAS-FM	WDAS-FM
5	WDAS-FM	WMGK-FM	WDAS-FM	WFIL-AM	WMGK-FM
6	WCAU-FM	WDVR-FM	WIFI-FM	WIFI-FM	WUSL-FM
7	WMGK-FM	WCAU-FM	WMGK-FM	KYW -AM	WIOQ-FM
8	WIFI-FM	WIFI-FM	WIOQ-FM	KYW -AM	WIFI-FM
9	WUSL-FM	KYW -AM	WPEN-AM	WUSL-FM	WZZD-AM
10	WZZD-AM	WIP -AM	KYW -AM	WIOQ-FM	WCAU-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 18679

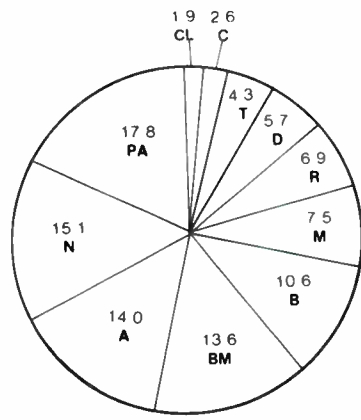
O/N '78	J/F '79	A/M '79	J/A '79	O/N '79	
1	WIP -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	KYW -AM	WIP -AM	WIP -AM	WIP -AM	WIP -AM
3	WWSH-FM	WDVR-FM	WFIL-AM	WFIL-AM	WWSH-FM
4	WCAU-FM	WFIL-AM	WWSH-FM	WCAU-FM	WCAU-FM
5	WFIL-AM	WCAU-FM	WDVR-FM	WWSH-FM	WFIL-AM
6	WDVR-FM	WWSH-FM	WCAU-FM	WCAU-FM	WMGK-FM
7	WMGK-FM	WCAU-FM	WCAU-FM	WMGK-FM	WDVR-FM
8	WDAS-FM	WMGK-FM	WMGK-FM	WCAU-FM	WDAS-FM
9	WUSL-FM	WUSL-FM	WDAS-FM	WDAS-FM	WUSL-FM
10	WCAU-FM	WDAS-FM	WPEN-AM	WMHR-FM	WMHR-FM

M-F, 6-10am

1	KYW -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WIP -AM	WIP -AM	WIP -AM	WIP -AM
3	WCAU-FM	WCAU-FM	WFIL-AM	WCAU-FM	WIP -AM
4	WFIL-AM	WFIL-AM	WCAU-FM	WFIL-AM	WCAU-FM
5	WWSH-FM	WDVR-FM	WWSH-FM	WDAS-FM	WUSL-FM
6	WDAS-FM	WIP -AM	WWSH-FM	WDVR-FM	WWSH-FM
7	WUSL-FM	WMGK-FM	WDAS-FM	WDVR-FM	WWSH-FM
8	WDVR-FM	WWSH-FM	WCAU-FM	WMGK-FM	WDVR-FM
9	WMGK-FM	WCAU-FM	WMGK-FM	WUSL-FM	WMGK-FM
10	WZZD-AM	WPEN-AM	WPEN-AM	WCAU-FM	WMHR-FM

M-F, 3-7pm

1	WIP -AM	KYW -AM	KYW -AM	KYW -AM	KYW -AM
2	WIP -AM	WIP -AM	WIP -AM	WFIL-AM	WFIL-AM
3	WWSH-FM	WFIL-AM	WWSH-FM	WWSH-FM	WWSH-FM
4	WCAU-FM	WDVR-FM	WFIL-AM	WIP -AM	WMGK-FM
5	WMGK-FM	WWSH-FM	WDVR-FM	WMGK-FM	WCAU-FM
6	WFIL-AM	WCAU-FM	WMGK-FM	WDVR-FM	WCAU-FM
7	WDAS-FM	WMGK-FM	WCAU-FM	WCAU-FM	WDVR-FM
8	WUSL-FM	WCAU-FM	WDAS-FM	WCAU-FM	WDAS-FM
9	WCAU-FM	WUSL-FM	WCAU-FM	WDAS-FM	WIP -AM
10	WSNI-FM	WDAS-FM	WUSL-FM	WCAU-FM	WSNI-FM



**Format Legend**  
 A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk

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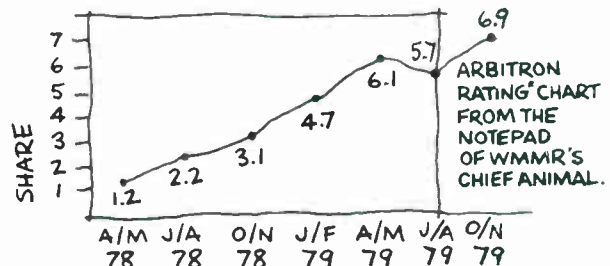


LAST TIME WE SPOKE, WMMR HAD CLIMBED RIGHT UP THE RATING TREE FOR AN ENTIRE YEAR, FROM A 1.2 TO A 6.1. BUT BY THE NEXT BOOK, WE SLIPPED FOUR TENTHS OF A POINT. I WENT BANANAS. I THREW STONES. ON THE AIR. I ALSO THREW BRUCE SPRINGSTEEN, PINK FLOYD AND THE WHO. I THREW MORE AUDIENCE INVOLVEMENT ON. IN THE OCTOBER/NOVEMBER BOOK, WE GOT A 6.9\* IT'S NOT EASY TO STAY ON TOP. IT'S A JUNGLE OUT THERE. BUT OUR ADVANTAGE IS THAT IT'S A JUNGLE IN HERE, TOO.



# To become king of rock, sometimes you have to throw stones.

Another message from the vice-president and general manager of WMMR.



# WMMR 93.3

Metromedia stereo in Philadelphia.

\*Total persons 12+ Mon.-Sun. 6 A.M.-MID.

# Phoenix

METRO RANK

27

## O/N '79 Market Overview

Arbitron introduced ESF to Phoenix for the O/N '79 sweep, with almost 400 more diaries coming back in this book than in the spring report. Proportionately, most of the extra sample came back in the 18-34 demos, enhancing the reliability of the estimates for younger-skewing stations.

**Southern Broadcasting's** stations rank 1-2 in this book, Beautiful Music KQYT again atop the market, with P/A KOY rebounding into the runner-up slot. KQYT saw its 12+ share drop one point due to slippage in its key demos, 25-54 and 35-64. It remains the top station 35+ even with the decrease in the O/N '79 report.

KOY had a resurgent book, becoming the top station 25-54 and improving among 18-34 adults too. KOY's share of 25-54 adults is more than 13%, and the station ranks third among 18-34 adults with more than 9%. Advertising for KOY consisted of a multimedia approach, involving TV, newspaper ads, and billboards.

The Country music stations in Phoenix swept to better shares in this book. KNIX-AM&FM, totally simulcast, more than doubled their 18-34 share to lead in this demo with more than 11% of the audience. They also more than doubled their 25-54 share, coming in with almost 13% of this target audience, just behind KOY. KNIX spent more on outside media this time, with the bulk of the dollars going into billboards. Meanwhile, Country competitor KJJJ more than doubled its 12+ by scoring 100% increases and more among 18-34, 25-54, and 35-64 demos. In 25-54 adults, for example, KJJJ went from about 3% of the demo in the A/M '79 results to almost 8% in this sweep.

The Oldies format on KOOL showed some strength in this report. KOOL almost doubled its 12+ share and went from 5% of the 18-34 market to more than 10% share in this sweep. KOOL's biggest gains came among teens and young adult men.

The Top 40 properties generally did not fare well in this book. KUPD, KOPA, and KRUX all slipped in 12+ share, while KKKQ managed an increase. Both KRUX and KOPA-AM&FM lost several shares among 18-34 adults, while KUPD had a marginal increase in this demo. KOPA-AM&FM ran on-air survey announcements during the Arbitron sweep. KKKQ recouped some of the lost 18-34 audience by gaining more than two shares to register a share of over 6%.

The plague that hit the Top 40 stations also caught the AOR's in the young adult demos. Both

KDKB and KBBC fell sharply in the 18-34's, with KDKB losing 50% of its share. The stations are now basically tied with about 8% each of the 18-34 group.

(Note: KNIX-AM&FM are totally simulcast during the daytime broadcast hours of KNIX-AM . . . KQXE and KIOG are totally simulcast.)

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP (00): 11165

	O/N '78	A/M '79	O/N '79			
1	KQYT-FM	169	KQYT-FM	193	KQYT-FM	186
2	KDKB-FM	141	KTAR-AM	165	KOY-AM	143
3	KOY-AM	123	KMEO-FM	130	KNIX-FM	136
4	KMEO-FM	116	KDKB-FM	129	KMEO-FM	133
5	KTAR-AM	112	KOY-AM	116	KTAR-AM	114
6	KUPD-FM	102	KUPD-FM	97	KOOL-FM	103
7	KOOL-AM	92	KBBC-FM	88	KJJJ-AM	95
8	KJJJ-AM	74	KNIX-FM	80	KUPD-FM	82
9	KXTC-FM	70	KOPA-FM	76	KOPA-FM	75
10	KOOL-FM	64	KARZ-AM	67	KDKB-FM	73

M-F, 8-10am

	O/N '78	A/M '79	O/N '79
1	KOY-AM	KTAR-AM	KOY-AM
2	KTAR-AM	KOY-AM	KTAR-AM
3	KQYT-FM	KQYT-FM	KQYT-FM
4	KOOL-AM	KMEO-FM	KNIX-FM
5	KMEO-FM	KARZ-AM	KMEO-FM
6	KDKB-FM	KNIX-FM	KJJJ-AM
7	KJJJ-AM	KDKB-FM	KOOL-FM
8	KUPD-FM	KUPD-FM	KARZ-AM
9	KOOL-AM	KBBC-FM	KOPA-FM
10	KNIX-FM	KOPA-FM	KUPD-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KQYT-FM	KQYT-FM	KQYT-FM
2	KDKB-FM	KDKB-FM	KOY-AM
3	KOY-AM	KMEO-FM	KNIX-FM
4	KMEO-FM	KTAR-AM	KMEO-FM
5	KUPD-FM	KOY-AM	KOOL-FM
6	KXTC-FM	KUPD-FM	KUPD-FM
7	KTAR-AM	KOPA-FM	KJJJ-AM
8	KIFN-AM	KBBC-FM	KTAR-AM
9	KBBC-FM	KXTC-FM	KOPA-FM
10	KJJJ-AM	KNIX-FM	KDKB-FM

Teens  
M-S, 6am-Midnight  
POP (00): 1410

	O/N '78	A/M '79	O/N '79
1	KUPD-FM	KUPD-FM	KOPA-FM
2	KDKB-FM	KOPA-FM	KUPD-FM
3	KXTC-FM	KRUX-AM	KRUX-AM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	KUPD-FM	KOPA-FM	KOPA-FM
2	KKKQ-AM	KUPD-FM	KUPD-FM
3	KDKB-FM	KKKQ-AM	KRUX-AM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KDKB-FM	KUPD-FM	KOPA-FM
2	KUPD-FM	KOPA-FM	KUPD-FM
3	KXTC-FM	KXTC-FM	KRUX-AM

Adults 18-34  
M-S, 6am-Midnight  
POP (00): 3992

	O/N '78	A/M '79	O/N '79
1	KDKB-FM	KDKB-FM	KOOL-FM
2	KBBC-FM	KBBC-FM	KOY-AM
3	KOY-AM	KUPD-FM	KDKB-FM
4	KUPD-FM	KOY-AM	KBBC-FM
5	KOOL-FM	KXTC-FM	KNIX-FM
6	KOPA-FM	KOOL-FM	KUPD-FM
7	KXTC-FM	KQYT-FM	KKKQ-AM
8	KMEO-FM	KOPA-FM	KOPA-FM
9	KOPA-FM	KNIX-FM	KXTC-FM
10	KKKQ-AM	KIOG-FM	KJJJ-AM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	KOY-AM	KOY-AM	KOY-AM
2	KDKB-FM	KDKB-FM	KOOL-FM
3	KBBC-FM	KBBC-FM	KNIX-FM
4	KOOL-FM	KUPD-FM	KDKB-FM
5	KUPD-FM	KNIX-FM	KBBC-FM
6	KJJJ-AM	KXTC-FM	KKKQ-AM
7	KTAR-AM	KOOL-FM	KUPD-FM
8	KOPA-FM	KQYT-FM	KOPA-FM
9	KQYT-FM	KOPA-FM	KJJJ-AM
10	KRUX-AM	KKKQ-AM	KXTC-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KDKB-FM	KDKB-FM	KOOL-FM
2	KOY-AM	KBBC-FM	KUPD-FM
3	KBBC-FM	KOY-AM	KBBC-FM
4	KUPD-FM	KUPD-FM	KDKB-FM
5	KXTC-FM	KQYT-FM	KOY-AM
6	KOPA-FM	KIOG-FM	KKKQ-AM
7	KOOL-FM	KOPA-FM	KNIX-FM
8	KMEO-FM	KOOL-FM	KXTC-FM
9	KIFN-AM	KXTC-FM	KOPA-FM
10	KIOG-FM	KRUX-AM	KIOG-FM

Adults 25-54  
M-S, 6am-Midnight  
POP (00): 5094

	O/N '78	A/M '79	O/N '79
1	KOY-AM	KQYT-FM	KOY-AM
2	KQYT-FM	KOY-AM	KNIX-FM
3	KMEO-FM	KMEO-FM	KQYT-FM
4	KJJJ-AM	KTAR-AM	KJJJ-AM
5	KTAR-AM	KBBC-FM	KMEO-FM
6	KUPD-FM	KNIX-FM	KOOL-FM
7	KBBC-FM	KUPD-FM	KTAR-AM
8	KOOL-FM	KDKB-FM	KBBC-FM
9	KNIX-FM	KOOL-FM	KKKQ-AM
10	KDKB-FM	KARZ-AM	KXTC-FM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	KOY-AM	KOY-AM	KOY-AM
2	KTAR-AM	KTAR-AM	KNIX-FM
3	KQYT-FM	KQYT-FM	KTAR-AM
4	KJJJ-AM	KNIX-FM	KQYT-FM
5	KNIX-FM	KBBC-FM	KJJJ-AM
6	KOOL-FM	KMEO-FM	KOOL-FM
7	KMEO-FM	KUPD-FM	KMEO-FM
8	KOOL-AM	KARZ-AM	KBBC-FM
9	KBBC-FM	KOOL-FM	KKKQ-AM
10	KUPD-FM	KDKB-FM	KARZ-AM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KOY-AM	KQYT-FM	KOY-AM
2	KQYT-FM	KOY-AM	KQYT-FM
3	KMFO-FM	KTAR-AM	KNIX-FM
4	KJJJ-AM	KMEO-FM	KOOL-FM
5	KXTC-FM	KBBC-FM	KJJJ-AM
6	KBBC-FM	KDKB-FM	KMFO-FM
7	KUPD-FM	KIOG-FM	KBBC-FM
8	KNIX-FM	KUPD-FM	KKKQ-AM
9	KTAR-AM	KJJJ-AM	KTAR-AM
10	KDKB-FM	KOOL-FM	KYTC-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP (00): 11165

	O/N '78	A/M '79	O/N '79			
1	KOY-AM	2282	KTAR-AM	2681	KTAR-AM	2
2	KTAR-AM	1973	KQYT-FM	2104	KOY-AM	2
3	KUPD-FM	1660	KOY-AM	2019	KMFO-FM	1
4	KDKB-FM	1639	KUPD-FM	1993	KMEO-FM	1
5	KQYT-FM	1624	KDKB-FM	1698	KUPD-FM	1
6	KOOL-AM	1454	KMFO-FM	1586	KNIX-FM	1
7	KKKQ-AM	1268	KOPA-FM	1392	KARZ-AM	1
8	KMEO-FM	1251	KBBC-FM	1204	KOPA-FM	1
9	KBBC-FM	1199	KARZ-AM	1176	KOOL-FM	1
10	KJJJ-AM	1148	KRUX-AM	1110	KJJJ-AM	1

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	KOY-AM	KTAR-AM	KTAR-AM
2	KTAR-AM	KOY-AM	KOY-AM
3	KDKB-FM	KUPD-FM	KQYT-FM
4	KQYT-FM	KQYT-FM	KUPD-FM
5	KUPD-FM	KDKB-FM	KNIX-FM
6	KOOL-AM	KMEO-FM	KMEO-FM
7	KJJJ-AM	KOPA-FM	KJJJ-AM
8	KMEO-FM	KARZ-AM	KOPA-FM
9	KKKQ-AM	KBBC-FM	KKKQ-AM
10	KOOL-FM	KKKQ-AM	KOOL-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KOY-AM	KTAR-AM	KQYT-FM
2	KDKB-FM	KQYT-FM	KOY-AM
3	KUPD-FM	KOY-AM	KUPD-FM
4	KQYT-FM	KUPD-FM	KTAR-AM
5	KTAR-AM	KMEO-FM	KNIX-FM
6	KOOL-AM	KOPA-FM	KMEO-FM
7	KMEO-FM	KDKB-FM	KOOL-FM
8	KOPA-FM	KRUX-AM	KOPA-FM
9	KKKQ-AM	KBBC-FM	KKKQ-AM
10	KJJJ-AM	KKKQ-AM	KJJJ-AM

Teens  
M-S, 6am-Midnight  
POP (00): 1410

	O/N '78	A/M '79	O/N '79
1	KUPD-FM	KUPD-FM	KUPD-FM
2	KKKQ-AM	KOPA-FM	KOPA-FM
3	KDKB-FM	KRUX-AM	KRUX-AM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	KUPD-FM	KUPD-FM	KUPD-FM
2	KKKQ-AM	KOPA-FM	KOPA-FM
3	KDKB-FM	KRUX-AM	KRUX-AM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KUPD-FM	KUPD-FM	KUPD-FM
2	KDKB-FM	KOPA-FM	KOPA-FM
3	KKKQ-AM	KRUX-AM	KRUX-AM

Adults 18-34  
M-S, 6am-Midnight  
POP (00): 3992

	O/N '78	A/M '79	O/N '79
1	KOY-AM	KDKB-FM	KUPD-FM
2	KDKB-FM	KUPD-FM	KKKQ-AM
3	KBBC-FM	KOY-AM	KDKB-FM
4	KUPD-FM	KBBC-FM	KOY-AM
5	KOPA-FM	KOPA-FM	KOOL-FM
6	KKKQ-AM	KOOL-FM	KBBC-FM
7	KRUX-AM	KKKQ-AM	KOPA-FM
8	KOOL-FM	KTAR-AM	KNIX-FM
9	KTAR-AM	KRUX-AM	KJJJ-AM
10	KIOG-FM	KQYT-FM	KRUX-AM

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1	KOY-AM	KOY-AM	KOY-AM
2	KDKB-FM	KDKB-FM	KUPD-FM
3	KBBC-FM	KBBC-FM	KDKB-FM
4	KUPD-FM	KUPD-FM	KKKQ-AM
5	KOOL-FM	KOPA-FM	KOOL-FM
6	KRUX-AM	KKKQ-AM	KOPA-FM
7	KOPA-FM	KOOL-FM	KBBC-FM
8	KTAR-AM	KTAR-AM	KNIX-FM
9	KKKQ-AM	KOPA-FM	KJJJ-AM
10	KJJJ-AM	KOYT-FM	KIOG-FM

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1	KOY-AM	KDKB-FM	KUPD-FM
2	KDKB-FM	KNIX-FM	KOOL-FM
3	KBBC-FM	KBBC-FM	KKKQ-AM
4	KUPD-FM	KOY-AM	KDKB-FM
5	KOPA-FM	KOPA-FM	KOY-AM
6	KKKQ-AM	KKKQ-AM	KNIX-FM
7	KRUX-AM	KOOL-FM	KBBC-FM
8	KOOL-FM	KRUX-AM	KOPA-FM
9	KXTC-FM	KOY-AM	KRUX-AM
10	KIOG-FM	KXTC-FM	KXTC-FM

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP (00): 11165

	O/N '78	A/M '79	O/N '79			
1	KQYT-FM	10.4	KQYT-FM	11.5	KQYT-FM (RM)	10.8
2	KDKB-FM	8.7	KTAR-AM	9.8	KOY-AM (PA)	8.3
3	KOY-AM	7.6	KMEO-FM	7.7	KNIX-FM (C)	7.9
4	KMEO-FM	7.2	KDKB-FM	7.7	KMEO-FM (RM)	7.7
5	KTAR-AM	6.9	KOY-AM	6.9	KTAR-AM (M)	6.6
6	KUPD-FM	6.3	KUPD-FM	5.8	KOOL-FM (C)	6.0
7	KOOL-AM	5.7	KBBC-FM	5.2	KJJJ-AM (C)	5.5
8	KJJJ-AM	4.6	KNIX-FM	4.7	KUPD-FM (M)	4.7
9	KXTC-FM	4.3	KOPA-FM	4.5	KOPA-FM (M)	4.3
10	KOOL-FM	4.0	KARZ-AM	4.0	KDKB-FM (A)	4.2
11	KIFN-AM	3.9	KXTC-FM	4.0	KARZ-AM (PA)	4.2
12	KBBC-FM	3.8	KOOL-FM	3.2	KBBC-FM (A)	3.6
13	KOPA-FM	3.7	KRUX-AM	3.0	KXTC-FM (C)	3.5
14	KNIX-FM	3.5	KKKQ-AM	2.6	KKKQ-AM (C)	3.2
15	KKKQ-AM	2.9	KJJJ-AM	2.3	KIFN-AM (S)	2.5
16	KRUX-AM	2.7	KIOG-FM	2.2	KNIX-AM (C)	2.0
17	KFLR-AM	1.9	KHEP-FM	2.0	KRUX-AM (M)	1.7
18	KOPA-AM	1.6	KOPA-AM	2.0	KFLR-AM (M)	1.6
19	KMEO-AM	1.6	KNIX-AM	1.8	KHEP-FM (C)	1.5
20	KPHX-AM	1.5	KIFN-AM	1.8	KIOG-FM (A)	1.5
21	KIOG-FM	1.4	KMEO-AM	1.1	KMEO-AM (RM)	1.4
22	KNIX-AM	1.2	KHEP-AM	1.0	KXIV-AM (PA)	1.2
23	KHEP-FM	1.2	KXIV-AM	0.9	KPHX-AM (S)	1.1
24	KXIV-AM	0.9	KWAO-FM	0.8	KW	





In the fastest growing city in America, some things never change. KOY and KQYT... for 13½ years, the number 1 combination buy in Phoenix.\*

Metro Phoenix. A constantly growing community. Served by 19 AM and 13 FM stations. That's a total of 32 decisions for you to make. Sound confusing? It needn't be. For 27 consecutive Arbitron reports, KOY/KQYT has been the leader with adults. KOY, the leader, with personalities, mass appeal

music and Arizona's most award-winning news team. KQYT, the leader in beautiful music. We're proud of Phoenix' growth. But, we're also glad some things never change.

# KOY KQYT

#1 AM.

#1 FM.\*\*

Again. And again. And again. And again.

840 North Central Avenue,  
Phoenix, Arizona 85004  
(602) 258-8181, 264-0123

Contact our National Sales Manager, Bob Zimmerman.  
Represented by Eastman Radio.

\*Oct/Nov 1966-Oct/Nov 1979, TSA Avg ¼ hr estimates  
Mon-Sun, 6AM-12 Mid, Adults 18 +

\*\*Oct/Nov 1979, Metro Shares Avg ¼ hr estimates  
Mon-Sun, 6AM-12 Mid, Adults 18 +



# Pittsburgh

METRO RANK

13

## O/N '79 Market Overview

The numbers in Pittsburgh once again show KDKA far and away the leader in the Steel City. Westinghouse's P/A legend recorded virtually the same share as earned in the O/N '78 book, more than 22%. KDKA is tops in every major adult demo with the exception of 18-34, where the station is second.

As far as the rest of the marketplace, AOR. WDV E shows best. WDV E was able to increase its share of the 18-34 demo up to the mid-16% range, three shares ahead of KDKA. The media campaign for WDV E consisted of TV commercials and busboards, plus an on-air contest which gave away a trip to Rio de Janeiro for four persons.

Beautiful Music WSHH slipped from second to third in the market. The older demos showed decreases for WSHH, mainly due to less listening among the station's female audience. WSHH does rank a distant second to KDKA among adults 35-64. WSHH used TV spots to advertise itself during the fall sweep.

P/A WTAE enjoyed a worthwhile increase in its numbers this book. The station generally does better in the fall, with college football possibly a factor, and in fact the O/N '79 overall share matches that for the O/N '78 survey. WTAE spent approximately \$75,000 on outside ads, with most of that going into TV. Newspaper ads and billboards backed up the campaign, which involved fewer dollars than the previous sweep. Airplane traffic reports and more news emphasis were added to the on-air sound, along with personnel shifts affecting the midday and PM drive dayparts. WTAE is a distant second (to KDKA) among 25-54 adults.

WXXK appears to have a firm lead over the other Top 40 stations in Pittsburgh. Even though WXXK declined 12+, the other rock stations, WPEZ and WKTQ, dropped more of their audiences according to Arbitron. WXXK has a large lead over the other Top 40 stations in 18-34 share. WXXK has more than 9% of that target demo, virtually tied with WTAE.

Black WAMO enjoyed an increased standing in the O/N '79 results. WAMO buoyed its shares by increasing 18-34 numbers (it now ranks third in the demo) and teen appeal. WAMO now ranks third among teens.

(Note: WESA-AM&FM are simulcast totally during the daytime broadcast hours of WESA-AM.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 19207

O/N '78	A/M '79	O/N '79
1 KDKA-AM	22.3	KDKA-AM 22.7
2 WSHH-FM	7.0	WSHH-FM 7.6
3 WTAE-AM	6.9	WDVE-FM 6.9
4 WDV E-FM	6.9	WXXK-FM 6.8
5 WJOI-FM	5.8	WTAE-AM 5.7
6 WPEZ-FM	5.3	WAMO-FM 5.4
7 WXXK-FM	4.9	WPEZ-FM 4.5
8 WWSW-AM	4.4	KQV -AM 4.5
9 KQV -AM	4.0	WFFM-FM 4.2
10 WKTQ-AM	4.0	WJOI-FM 3.5
11 WFFM-FM	3.4	WEEP-AM 3.5
12 WYDD-FM	2.7	WKTQ-AM 2.9
13 WAMO-FM	2.6	WWSW-AM 2.5
14 WDSY-FM	2.3	WDSY-FM 2.5
15 WEEP-AM	2.2	WYDD-FM 2.3
16 WPIT-AM	1.3	WPNT-FM 1.7
17 WASP-AM	1.2	WIXZ-AM 0.9
18 WNUF-FM	1.0	WPIT-AM 0.8
19 WIXZ-AM	0.9	WHJB-AM 0.8
20 WKPA-AM	0.9	WBVP-AM 0.6
21 WYJZ-AM	0.8	UYJZ-AM 0.7
22 WKKs-FM	0.8	WEDO-AM 0.5
23 WHJB-AM	0.7	WPIT-FM 0.4
24 WBVP-AM	0.7	WASP-AM 0.3
25 WPNT-FM	0.7	WKPA-AM 0.3
26 WPIT-FM	0.6	WKKs-FM 0.3
27 WHBA-AM	0.6	WESA-AM 0.3
28 WEDO-AM	0.4	WESA-FM 0.2
29 WESA-AM	0.2	WESA-FM 0.2
30 WESA-FM	0.1	WFFM-AM 0.1

## Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 19207

O/N '78	A/M '79	O/N '79
1 KDKA-AM	692	KDKA-AM 784
2 WSHH-FM	217	WSHH-FM 291
3 WTAE-AM	214	WDVE-FM 254
4 WDV E-FM	213	WXXK-FM 221
5 WJOI-FM	181	WTAE-AM 218
6 WPEZ-FM	166	WAMO-FM 172
7 WXXK-FM	152	WPEZ-FM 149
8 WWSW-AM	136	KQV -AM 147
9 KQV -AM	125	WFFM-FM 139
10 WKTQ-AM	123	WJOI-FM 124

O/N '78	A/M '79	O/N '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WXXK-FM	WDVE-FM
4 WPEZ-FM	KQV -AM	KQV -AM
5 KQV -AM	WSHH-FM	WXXK-FM
6 WXXK-FM	WDVE-FM	WAMO-FM
7 WDV E-FM	WAMO-FM	WSHH-FM
8 WWSW-AM	WPEZ-FM	WWSW-AM
9 WKTQ-AM	WWSW-AM	WJOI-FM
10 WJOI-FM	WFFM-FM	WFFM-FM

O/N '78	A/M '79	O/N '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WDV E-FM	WSHH-FM	WSHH-FM
3 WSHH-FM	WDVE-FM	WDVE-FM
4 WPEZ-FM	WXXK-FM	WXXK-FM
5 WJOI-FM	WAMO-FM	WAMO-FM
6 WXXK-FM	WPEZ-FM	WTAE-AM
7 WTAE-AM	KQV -AM	WJOI-FM
8 WKTQ-AM	WTAE-AM	WPNT-FM
9 WWSW-AM	WFFM-FM	WFFM-FM
10 KQV -AM	WJOI-FM	KQV -AM

Teens  
M-S, 6am-Midnight  
POP(00): 2404

O/N '78	A/M '79	O/N '79
1 WDV E-FM	WDVE-FM	WXXK-FM
2 WXXK-FM	WXXK-FM	WDVE-FM
3 WPEZ-FM	WPEZ-FM	WAMO-FM

O/N '78	A/M '79	O/N '79
1 WPEZ-FM	WXXK-FM	WXXK-FM
2 WXXK-FM	WDVE-FM	KDKA-AM
3 WDV E-FM	KDKA-AM	WDVE-FM

O/N '78	A/M '79	O/N '79
1 WDV E-FM	WXXK-FM	WXXK-FM
2 WXXK-FM	WDVE-FM	WDVE-FM
3 WPEZ-FM	WPEZ-FM	WAMO-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 5840

O/N '78	A/M '79	O/N '79
1 WDV E-FM	WDVE-FM	WDVE-FM
2 WTAE-AM	KDKA-AM	KDKA-AM
3 KDKA-AM	WFFM-FM	WAMO-FM
4 WFFM-FM	WXXK-FM	WTAE-AM
5 WPEZ-FM	WTAE-AM	WXXK-FM
6 WKTQ-AM	WAMO-FM	WFFM-FM
7 WYDD-FM	WPEZ-FM	WKTQ-AM
8 WXXK-FM	WKTQ-AM	WYDD-FM
9 WAMO-FM	WYDD-FM	WPEZ-FM
10 WWSW-AM	WEEP-AM	WPNT-FM

O/N '78	A/M '79	O/N '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WDVE-FM
3 WDV E-FM	WDVE-FM	WTAE-AM
4 WPEZ-FM	WXXK-FM	WXXK-FM
5 WXXK-FM	WFFM-FM	WAMO-FM
6 WKTQ-AM	WPEZ-FM	WFFM-FM
7 WFFM-FM	WAMO-FM	WPEZ-FM
8 WYDD-FM	WKTQ-AM	WKTQ-AM
9 WAMO-FM	WEEP-AM	WYDD-FM
10 WWSW-AM	WSHH-FM	WWSW-AM

O/N '78	A/M '79	O/N '79
1 WDV E-FM	WDVE-FM	WDVE-FM
2 WPEZ-FM	WXXK-FM	KDKA-AM
3 WTAE-AM	WFFM-FM	WAMO-FM
4 WYDD-FM	WAMO-FM	WXXK-FM
5 KDKA-AM	WPEZ-FM	WFFM-FM
6 WXXK-FM	WTAE-AM	WTAE-AM
7 WFFM-FM	KDKA-AM	WPNT-FM
8 WKTQ-AM	WYDD-FM	WYDD-FM
9 WAMO-FM	WKTQ-AM	WKTQ-AM
10 WJOI-FM	WEEP-AM	WJOI-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 8749

O/N '78	A/M '79	O/N '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WSHH-FM	WTAE-AM
3 WSHH-FM	WTAE-AM	WSHH-FM
4 WJOI-FM	WFFM-FM	WDVE-FM
5 WWSW-AM	WXXK-FM	WFFM-FM
6 WPEZ-FM	WEEP-AM	WAMO-FM
7 WXXK-FM	WJOI-FM	WEEP-AM
8 WKTQ-AM	KQV -AM	WXXK-FM
9 KQV -AM	WWSW-AM	WJOI-FM
10 WFFM-FM	WAMO-FM	WPNT-FM

O/N '78	A/M '79	O/N '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WSHH-FM	WAMO-FM
4 WWSW-AM	WXXK-FM	WSHH-FM
5 KQV -AM	KQV -AM	KQV -AM
6 WPEZ-FM	WAMO-FM	WDVE-FM
7 WXXK-FM	WFFM-FM	WEEP-AM
8 WJOI-FM	WWSW-AM	WWSW-AM
9 WKTQ-AM	WJOI-FM	WXXK-FM
10 WFFM-FM	WEEP-AM	WFFM-FM

O/N '78	A/M '79	O/N '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WSHH-FM	WSHH-FM
3 WJOI-FM	WTAE-AM	WTAE-AM
4 WSHH-FM	WJOI-FM	WDVE-FM
5 WXXK-FM	WEEP-AM	WFFM-FM
6 WWSW-AM	WFFM-FM	WAMO-FM
7 WPEZ-FM	WXXK-FM	WJOI-FM
8 WKTQ-AM	KQV -AM	WPNT-FM
9 WDV E-FM	WPEZ-FM	WKTQ-AM
10 KQV -AM	WAMO-FM	KQV -AM

## Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 19207

O/N '78	A/M '79	O/N '79
1 KDKA-AM	9024	KDKA-AM 10126
2 WTAE-AM	4651	WXXK-FM 3830
3 WKTQ-AM	3275	WSHH-FM 3517
4 WDV E-FM	3226	WTAE-AM 3491
5 WXXK-FM	3183	WDVE-FM 3034
6 WSHH-FM	3161	WPEZ-FM 2991
7 WPEZ-FM	3147	WKTQ-AM 2764
8 WWSW-AM	2584	KQV -AM 2586
9 KQV -AM	2321	WWSW-AM 2202
10 WJOI-FM	2207	WFFM-FM 2000

O/N '78	A/M '79	O/N '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WXXK-FM	WXXK-FM	WDVE-FM
4 WSHH-FM	KQV -AM	WXXK-FM
5 WPEZ-FM	WDVE-FM	WSHH-FM
6 WDV E-FM	WSHH-FM	KQV -AM
7 WKTQ-AM	WPEZ-FM	WAMO-FM
8 KQV -AM	WWSW-AM	WKTQ-AM
9 WWSW-AM	WKTQ-AM	WFFM-FM
10 WJOI-FM	WAMO-FM	WWSW-AM

O/N '78	A/M '79	O/N '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WPEZ-FM	WXXK-FM	WDVE-FM
3 WDV E-FM	WXXK-FM	WXXK-FM
4 WXXK-FM	WSHH-FM	WTAE-AM
5 WSHH-FM	WTAE-AM	WSHH-FM
6 WKTQ-AM	WPEZ-FM	WAMO-FM
7 WTAE-AM	WKTQ-AM	KQV -AM
8 WJOI-FM	KQV -AM	WKTQ-AM
9 WWSW-AM	WAMO-FM	WFFM-FM
10 KQV -AM	WFFM-FM	WJOI-FM

Teens  
M-S, 6am-Midnight  
POP(00): 2404

O/N '78	A/M '79	O/N '79
1 WXXK-FM	WXXK-FM	WXXK-FM
2 WPEZ-FM	WDVE-FM	WDVE-FM
3 WDV E-FM	WPEZ-FM	WPEZ-FM

O/N '78	A/M '79	O/N '79
1 WXXK-FM	WXXK-FM	WXXK-FM
2 WPEZ-FM	WDVE-FM	KDKA-AM
3 WDV E-FM	KDKA-AM	WDVE-FM

O/N '78	A/M '79	O/N '79
1 WXXK-FM	WXXK-FM	WXXK-FM
2 WPEZ-FM	WDVE-FM	WDVE-FM
3 WDV E-FM	WPEZ-FM	WAMO-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 5840

O/N '78	A/M '79	O/N '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WDV E-FM	WDVE-FM	WDVE-FM
3 WTAE-AM	WXXK-FM	WTAE-AM
4 WKTQ-AM	WTAE-AM	WXXK-FM
5 WPEZ-FM	WPEZ-FM	WKTQ-AM
6 WXXK-FM	WKTQ-AM	WFFM-FM
7 WFFM-FM	WFFM-FM	WAMO-FM
8 WYDD-FM	WAMO-FM	WPEZ-FM
9 WAMO-FM	WYDD-FM	WYDD-FM
10 WWSW-AM	WSHH-FM	KQV -AM

O/N '78	A/M '79	O/N '79
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WDVE-FM
3 WDV E-FM	WDVE-FM	WTAE-AM
4 WKTQ-AM	WXXK-FM	WXXK-FM
5 WXXK-FM	WFFM-FM	WAMO-FM
6 WPEZ-FM	WPEZ-FM	WKTQ-AM
7 WFFM-FM	WKTQ-AM	WFFM-FM
8 WYDD-FM	WAMO-FM	WPEZ-FM
9 WAMO-FM	WYDD-FM	WYDD-FM
10 WWSW-AM	WEEP-AM	KQV -AM

O/N '78	A/M '79	O/N '79
1 WDV E-FM	WDVE-FM	WDVE-FM
2 WPEZ-FM	WXXK-FM	WTAE-AM
3 WTAE-AM	WXXK-FM	WXXK-FM
4 WKTQ-AM	WTAE-AM	KDKA-AM
5 KDKA-AM	WFFM-FM	WFFM-FM
6 WXXK-FM	WPEZ-FM	WAMO-FM
7 WFFM-FM	WKTQ-AM	WKTQ-AM
8 WYDD-FM	WAMO-FM	WYDD-FM
9 WAMO-FM	WYDD-FM	WPEZ-FM
10 WSHH-FM	WEEP-AM	WSHH-FM

# Pittsburgh

Continued

Adults 25-54  
S, 6am-Midnight  
OP(00): 8749

O/N '78	A/M '79	O/N '79
KDKA-AM	KDKA-AM	KDKA-AM
WTAE-AM	WTAE-AM	WTAE-AM
WSHH-FM	WSHH-FM	WSHH-FM
WWSW-AM	WXXK-FM	WKTQ-AM
WKTO-AM	WWSW-AM	WXXK-FM
WPEZ-FM	WKTO-AM	WDVE-FM
WJOI-FM	WJOI-FM	WFFM-FM
WXXK-FM	KQV -AM	KQV -AM
KQV -AM	WPEZ-FM	WJOI-FM
WDVE-FM	WFFM-FM	WPNT-FM

O/N '78	A/M '79	O/N '79
KDKA-AM	KDKA-AM	KDKA-AM
WTAE-AM	WTAE-AM	WTAE-AM
WSHH-FM	WSHH-FM	WSHH-FM
WWSW-AM	KQV -AM	WDVE-FM
WKTO-AM	WWSW-AM	WKTO-AM
WPEZ-FM	WXXK-FM	WAMO-FM
KQV -AM	WJOI-FM	KQV -AM
WXXK-FM	WKTO-AM	WFFM-FM
WJOI-FM	WFFM-FM	WXXK-FM
WDVE-FM	WPEZ-FM	WWSW-AM

M-F, 3-7pm

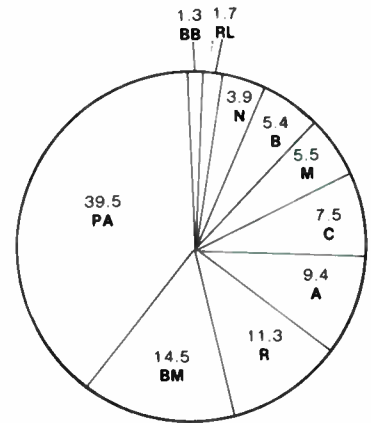
1 KDKA-AM	KDKA-AM	KDKA-AM
2 WTAE-AM	WTAE-AM	WTAE-AM
3 WSHH-FM	WSHH-FM	WSHH-FM
4 WPEZ-FM	WXXK-FM	WKTO-AM
5 WKTO-AM	WEEP-AM	WDVE-FM
6 WJOI-FM	WWSW-AM	WFFM-FM
7 WWSW-AM	WJOI-FM	WAMO-FM
8 WXXK-FM	WFFM-FM	KQV -AM
9 KQV -AM	KOV -AM	WXXK-FM
10 WDVE-FM	WPEZ-FM	WJOI-FM

### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



# Phoenix

Continued from Page 114

Adults 25-54  
S, 6am-Midnight  
OP(00): 5094

O/N '78	A/M '79	O/N '79
1 KOY -AM	KOY -AM	KOY -AM
2 KTAR-AM	KTAR-AM	KNI X-FM
3 KOYT-FM	KOYT-FM	KTAR-AM
4 KJJJ-AM	KMEO-FM	KOYT-FM
5 KBBC-FM	KUPD-FM	KJJJ-AM
6 KUPD-FM	KNI X-FM	KMEO-FM
7 KOOL-AM	KBBC-FM	KOOL-FM
8 KOOL-FM	KDKB-FM	KKKQ-AM
9 KMEO-FM	KOOL-FM	KARZ-AM
0 KNI X-FM	KARZ-AM	KBBC-FM

O/N '78	A/M '79	O/N '79
1 KOY -AM	KOY -AM	KOY -AM
2 KTAR-AM	KTAR-AM	KTAR-AM
3 KJJJ-AM	KOYT-FM	KNI X-FM
4 KOYT-FM	KBBC-FM	KJJJ-AM
5 KOOL-FM	KMEO-FM	KOYT-FM
6 KUPD-FM	KNI X-FM	KMEO-FM
7 KOOL-AM	KUPD-FM	KOOL-FM
8 KNI X-FM	KARZ-AM	KKKQ-AM
9 KDKB-FM	KOOL-FM	KBBC-FM
0 KBBC-FM	KJJJ-AM	KARZ-AM

M-F, 3-7pm

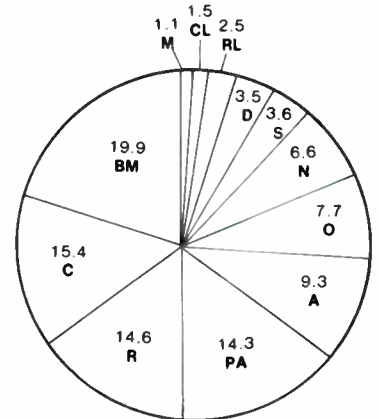
1 KOY -AM	KOY -AM	KOY -AM
2 KOYT-FM	KOYT-FM	KNI X-FM
3 KJJJ-AM	KTAR-AM	KOYT-FM
4 KTAR-AM	KMEO-FM	KJJJ-AM
5 KUPD-FM	KBBC-FM	KTAR-AM
6 KBBC-FM	KUPD-FM	KOOL-FM
7 KMEO-FM	KNI X-FM	KMEO-FM
8 KOOL-AM	KKKQ-AM	KKKQ-AM
9 KNI X-FM	KJJJ-AM	KBBC-FM
10 KKKQ-AM	KOOL-FM	KXTC-FM

### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

### Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



# Minneapolis-St. Paul

Continued from Page 92

Adults 25-54  
A-S, 6am-Midnight  
OP(00): 8205

O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 KSTP-AM	WDGY-AM	KSTP-FM
3 WDCY-AM	WCCO-FM	WDGY-AM
4 WCCO-FM	WAYL-FM	KEEY-FM
5 KEEY-FM	KSTP-FM	KSTP-AM
6 KDWB-AM	KEEY-FM	WCCO-FM
7 KSTP-FM	KDWB-AM	WAYL-FM
8 WAYL-FM	KSTP-AM	KDWB-AM
9 KQRS-FM	WAYL-AM	KQRS-FM
10 KRSI-AM	KQRS-FM	WAYL-AM

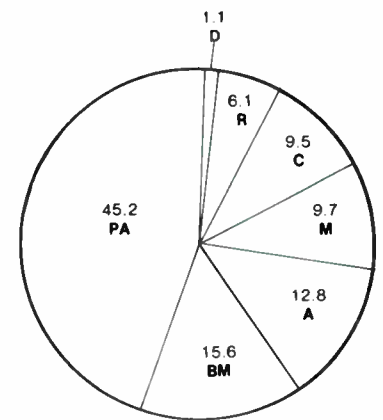
O/N '78	A/M '79	O/N '79
1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	WCCO-FM	KSTP-FM
3 KSTP-AM	WDGY-AM	KSTP-AM
4 WDCY-AM	KSTP-FM	WCCO-FM
5 KEEY-FM	KDWB-AM	KEEY-FM
6 KSTP-FM	KSTP-AM	WDGY-AM
7 KDWB-AM	KEEY-FM	WAYL-FM
8 WAYL-FM	WAYL-FM	KDWB-AM
9 WAYL-AM	WAYL-AM	WAYL-AM
10 KQRS-FM	WLLOL-FM	KQRS-FM

M-F, 3-7pm

1 WCCO-AM	WCCO-AM	WCCO-AM
2 WCCO-FM	WDGY-AM	KSTP-FM
3 WDCY-AM	KSTP-FM	WDGY-AM
4 KSTP-AM	WCCO-FM	KSTP-AM
5 KEEY-FM	KEEY-FM	KEEY-FM
6 KSTP-FM	WAYL-FM	WCCO-FM
7 WAYL-FM	KSTP-AM	KQRS-FM
8 KDWB-AM	KDWB-AM	WAYL-FM
9 KQRS-FM	WAYL-AM	KDWB-AM
10 WAYL-AM	KQRS-FM	WAYL-AM

### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# Portland, OR

METRO RANK

32

## O/N '79 Market Overview

Portland's perennial market leader, **KGW**, again heads the list in the O/N '79 results. Following **KGW**, however, the standings went through some shake-ups. P/A station **KEX** bounded into second place, pushing AOR **KGON** into the third spot. **KINK**, an AOR entry, and Beautiful Music **KUPL-FM**, showed well this book.

Although its 12+ share slipped again, **KGW** remains atop the Portland metro. **KGW**'s adult strength remained exactly the same as in the A/M '79 book, but there was slight erosion among 18-34 adults. However, the big reason for the **KGW** 12+ drop was a defection of teens from **KGW** to **KGON**.

**KEX** scored nicely in this report, probably due to the station's broadcasts of Trailblazers basketball. The outside ad campaign for **KEX** centered around TV, with 75% of the ad dollars going into that medium. Additional media tonnage was attained with newspapers, bumper stickers, and ads in the Trailblazers fan magazine. The station had a new PD just before the fall book, and he softened the musical approach quite a bit. **KEX** is using a new jingle package developed for **Golden West** stations by **Otis Connor**. The station ended up ranking second among 25-54 adults.

Although its 12+ share went up in this book, AOR **KGON** slipped to third place because of the **KEX** surge. However, **KGON** garnered three times more teens than in the previous survey, which helped the station boost its overall share. Among adult listeners, some young male numbers slipped, but the female

portion of **KGON**'s audience remained stable. **KGON** now ranks third among adults 18-34.

Another AOR, **KINK**, made a big move in this report. **KINK** almost doubled its 18-34 audience and now comes in third in that demo, just behind **KGON**. **KINK** appears to have picked up some young male listeners, perhaps indicating a shift away from **KGON** and to **KINK** in this past survey. **KINK** used several media to advertise the station, TV was foremost, followed by newspaper and busboards. On-air the station aired the mystery riff contest — segments of 12 songs spliced together, which callers had to identify in order to win a chance at \$102 per week for a year.

The Beautiful Music format contest saw **KUPL-FM** surpass **KXL-AM-FM** and move into fourth place overall. **KUPL-FM** ranks well among 25-54 adults, but the station's real strength is 35+ as evidenced by its standing as number one among 35-64 adults.

Country **KWJJ** took quite a spill in this report. The 35+ numbers for **KWJJ** may have been the problem, since the station's 35-64 share dropped almost 20%.

Two other stations had notably successful books in this survey. Top 40 **KMJK** changed from mellow AOR for this sweep, a move that apparently paid off. An ad campaign featuring TV but also using billboards and busboards brought the station to the public's attention. In the numbers, the programming and advertising paid off with a 50% increase in 18-34 share, to almost 10% of the market. Not only did young men 18-34 tune-in in droves, but the station also picked up a sizable share of the teen audience in the metro. Talk station **KKEY** was the beneficiary of a good 12+ share increase in this book. **KKEY** more than doubled its 25-54 share and 35-64 share, and the station now rates as one of the leading 35+ stations in Portland. No outside advertising or promotions were used by **KKEY**.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 9696

O/N '78	A/M '79	O/N '79
1 KGW -AM	15.6	13.3
2 KWJJ-AM	8.9	7.9
3 KFX -AM	7.2	7.8
4 KXL -FM	5.7	7.5
5 KYXI-AM	5.5	7.2
6 KXL -AM	5.4	6.0
7 KGON-FM	5.1	5.6
8 KUPL-AM	4.8	4.7
9 KKEY-AM	4.6	4.5
10 KINK-FM	4.4	4.0
11 KYTF-AM	4.3	3.9
12 KJIR-FM	4.2	3.7
13 KUPL-FM	4.0	3.4
14 KPAM-FM	3.6	3.0
15 KYTE-FM	3.4	3.0
16 KMJK-FM	3.1	2.8
17 KVAN-AM	1.7	1.2
18 KRDR-AM	1.3	1.1
19 KPDO-FM	1.1	1.0
20 KGO -AM	1.1	0.8
21 KPDO-AM	0.8	0.8
22 KOFM-FM	0.7	0.6
23 KLIQ-AM	0.6	0.6
24 KPAM-AM	0.4	0.4
25 KGAR-AM	0.4	0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 9696

O/N '78	A/M '79	O/N '79
1 KGW -AM	204	175
2 KWJJ-AM	116	104
3 KFX -AM	94	102
4 KXL -FM	75	99
5 KYXI-AM	72	96
6 KXL -AM	71	71
7 KGON-FM	67	74
8 KUPL-AM	63	62
9 KKEY-AM	60	59
10 KINK-FM	57	52

O/N '78	A/M '79	O/N '79
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KYL -AM	KFX -AM
3 KFX -AM	KWJJ-AM	KWJJ-AM
4 KYXI-AM	KEX -AM	KGON-FM
5 KXL -AM	KGON-FM	KXL -AM
6 KYTF-AM	KPAM-FM	KUPL-FM
7 KINK-FM	KXL -FM	KYL -AM
8 KYTF-FM	KUPL-FM	KXL -FM
9 KPAM-FM	KYTE-AM	KKEY-AM
10 KJIR-FM	KYXI-AM	KINK-FM

### M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KPAM-FM	KGON-FM
3 KFX -AM	KWJJ-AM	KEX -AM
4 KXL -FM	KGON-FM	KUPL-FM
5 KGON-FM	KUPL-FM	KMJK-FM
6 KYTF-AM	KFY -AM	KINK-FM
7 KYXI-AM	KYTF-AM	KWJJ-AM
8 KINK-FM	KXL -AM	KKEY-AM
9 KUPL-FM	KMJK-FM	KYL -FM
10 KUPL-AM	KINK-FM	KJIR-FM

### Teens

M-S, 6am-Midnight  
POP(00): 1160

O/N '78	A/M '79	O/N '79
1 KGW -AM	KGW -AM	KGON-FM
2 KYTF-AM	KPAM-FM	KGW -AM
3 KYTE-FM	KYTE-AM	KMJK-FM

### M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KPAM-FM	KGON-FM
3 KYTE-FM	KYTE-AM	KMJK-FM

### M-F, 3-7pm

1 KGW -AM	KGW -AM	KGON-FM
2 KYTE-AM	KPAM-FM	KGW -AM
3 KGON-FM	KYTE-AM	KMJK-FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 3542

O/N '78	A/M '79	O/N '79
1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KGON-FM	KGON-FM
3 KINK-FM	KPAM-FM	KINK-FM
4 KWJJ-AM	KINK-FM	KMJK-FM
5 KMJK-FM	KMJK-FM	KFY -AM
6 KPAM-FM	KWJJ-AM	KPAM-FM
7 KFX -AM	KYTF-AM	KOFM-FM
8 KYTF-AM	KFX -AM	KYTE-AM
9 KYTF-FM	KLIQ-FM	KLIQ-FM
10 KVAN-AM	KXL -AM	KWJJ-AM

### M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KGON-FM	KGON-FM
3 KINK-FM	KPAM-FM	KINK-FM
4 KGON-FM	KWJJ-AM	KMJK-FM
5 KMJK-FM	KMJK-FM	KPAM-FM
6 KPAM-FM	KYTE-AM	KFX -AM
7 KEX -AM	KINK-FM	KYTE-AM
8 KYTF-FM	KFX -AM	KWJJ-AM
9 KXL -FM	KYL -AM	KOFM-FM
10 KYTF-AM	KLIQ-FM	KLIQ-FM

### M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KGON-FM	KINK-FM
3 KINK-FM	KPAM-FM	KGON-FM
4 KMJK-FM	KMJK-FM	KWJJ-AM
5 KWJJ-AM	KINK-FM	KFX -AM
6 KPAM-FM	KWJJ-AM	KPAM-FM
7 KFX -AM	KFX -AM	KYTE-AM
8 KYTE-AM	KYTE-AM	KQFM-FM
9 KXL -FM	KLIQ-FM	KLIQ-FM
10 KVAN-AM	KUPL-FM	KWJJ-AM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 4565

O/N '78	A/M '79	O/N '79
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KXL -AM	KFX -AM
3 KFX -AM	KWJJ-AM	KINK-FM
4 KXL -FM	KEX -AM	KWJJ-AM
5 KUPL-AM	KUPL-FM	KUPL-FM
6 KUPL-FM	KGON-FM	KXL -FM
7 KJIR-FM	KPAM-FM	KKEY-AM
8 KINK-FM	KYL -FM	KJIR-FM
9 KYXI-AM	KINK-FM	KXL -AM
10 KYLI-AM	KLIQ-FM	KPAM-FM

### M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KWJJ-AM	KFX -AM
3 KFX -AM	KEX -AM	KWJJ-AM
4 KYXI-AM	KYL -AM	KUPL-FM
5 KYXI-AM	KYL -FM	KINK-FM
6 KINK-FM	KGON-FM	KXL -AM
7 KJIR-FM	KUPL-FM	KYXI-AM
8 KXL -FM	KYXI-AM	KXL -FM
9 KYLI-AM	KYTE-AM	KPAM-FM
10 KMJK-FM	KPAM-FM	KKEY-AM

### M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KEX -AM	KEX -AM
3 KUPL-AM	KWJJ-AM	KWJJ-AM
4 KFX -AM	KYXI-AM	KINK-FM
5 KINK-FM	KPAM-FM	KUPL-FM
6 KYXI-AM	KUPL-FM	KYXI-AM
7 KXL -FM	KINK-FM	KXL -FM
8 KYTF-AM	KLIQ-FM	KPAM-FM
9 KMJK-FM	KYL -AM	KJIR-FM
10 KUPL-FM	KJIR-FM	KYTE-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 9696

O/N '78	A/M '79	O/N '79
1 KGW -AM	3609	3237
2 KWJJ-AM	1769	1610
3 KFX -AM	1761	1594
4 KYTE-AM	1663	1555
5 KUPL-AM	1599	1499
6 KPAM-FM	1190	1214
7 KYXI-AM	1173	1204
8 KXL -FM	1104	1112
9 KXL -AM	1037	1049
10 KINK-FM	1022	1039

### M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KEX -AM	KYL -AM	KFY -AM
3 KWJJ-AM	KFY -AM	KGON-FM
4 KYTF-AM	KWJJ-AM	KWJJ-AM
5 KXL -AM	KPAM-FM	KYXI-AM
6 KYXI-AM	KYTE-AM	KXL -AM
7 KYTF-FM	KGON-FM	KUPL-FM
8 KINK-FM	KUPL-FM	KPAM-FM
9 KUPL-AM	KYXI-AM	KXL -FM
10 KGON-FM	KXL -FM	KINK-FM

### M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KPAM-FM	KFX -AM
3 KYTE-AM	KEX -AM	KGON-FM
4 KEX -AM	KYTE-AM	KWJJ-AM
5 KUPL-AM	KWJJ-AM	KUPL-FM
6 KINK-FM	KGON-FM	KMJK-FM
7 KYXI-AM	KUPL-FM	KINK-FM
8 KXL -FM	KYXI-AM	KPAM-FM
9 KPAM-FM	KINK-FM	KXL -FM
10 KGON-FM	KXL -AM	KYXI-AM

### Teens

M-S, 6am-Midnight  
POP(00): 1160

O/N '78	A/M '79	O/N '79
1 KGW -AM	KGW -AM	KGW -AM
2 KYTF-AM	KYTE-AM	KGON-FM
3 KPAM-FM	KPAM-FM	KMJK-FM

### M-F, 6-10am

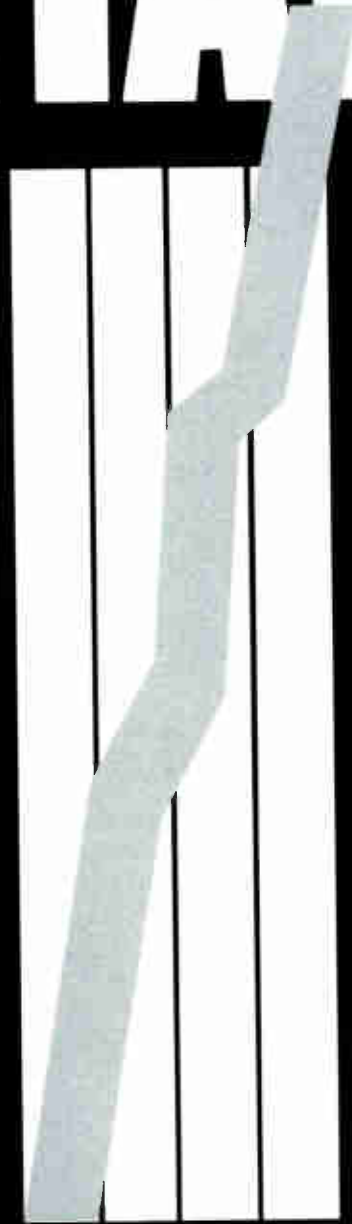
1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KYTE-AM	KGON-FM
3 KYTE-FM	KPAM-FM	KMJK-FM

### M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KYTE-AM	KYTE-AM	KGON-FM
3 KYTF-FM	KPAM-FM	KMJK-FM



# MAGIC LEVITATION.



JULY AUG SEPT OCT

## **KMJK HAS RISEN OUT OF NOWHERE TO BECOME ONE OF PORTLAND'S TOP CONTEMPORARY STATIONS.**

All it took was new ownership, new personalities, and a new sound.  
In just four months, Southern Broadcasting has elevated KMJK to be Portland, Oregon's  
# 3 station overall, for both men and women, 18-34, and # 6 overall for total persons, 12-plus.  
All of that is according to the Oct/Nov '79 ARB Metro. Mon-Sun.  
So if you're buying Portland, better use some Magic. FM 107.

**KMJK FM 107 IT'S MAGIC.**

# Providence-Warwick-Pawtucket

METRO RANK

25

## O/N '79 Market Overview

WLKW-FM still leads the Providence market with a Beautiful Music sound that appeals to almost 13% of the 12+ population during any segment of the week. Following in the standings are WPRO-FM and AM, in reverse order from the last survey results.

WLKW-FM has been the market leader for many moons. WLKW showed a tremendous increase in adults 25-54 in this sweep. The station's share in the prime adult demo went from just over 8% in the A/M '79 sweep to approximately 13% in the fall report. WLKW-FM is the top station for reaching adults 25-54 and 35-64.

The closest BM competitor is WHJY. Consistently growing for the last couple of books, WHJY lost some male listeners in the fall book but picked up enough female listeners to overcome the defection. WHJY's ad campaign stressed TV, but the total ad outlay was less in this survey than in previous efforts. Beautiful Music on WHJY comes from FM100, with live announcers.

The WPRO stations flip-flopped this survey. WPRO-FM, the Top 40 station, did very little advertising and yet recorded a slight gain in the book, to rank second in the overall market. The area of improvement for WPRO-FM was the 25-54 demos, where the station now ranks third with more than 7% of the audience. WPRO-AM, on the other hand, took a big tumble in this book, losing more than two shares 12+ and seeing its 25-54 share drop by 25%. Even with losses in key demos, WPRO still ranks third among adults 18-34 and second among 25-54 adults.

Other stations which took losses in the past survey include P/A WJAR and News WEAN. WJAR saw its 25-54 share decrease by 33%, while WEAN saw slight erosion taking place across its older demos, especially among its women 35+.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 11760

O/N '78	A/M '79	O/N '79
1 WLKW-FM	11.6	10.2
2 WPRO-AM	11.3	10.0
3 WPRO-FM	7.3	8.4
4 WPJB-FM	6.9	7.1
5 WEAN-AM	5.1	5.9
6 WHJY-FM	5.1	5.6
7 WJAR-AM	4.2	5.5
8 WHIM-AM	3.8	3.6
9 WLKW-AM	3.2	2.8
10 WROR-FM	2.9	2.7
11 WMY5-FM	2.6	2.6
12 WBZ -AM	2.4	2.4
13 WBSM-AM	2.3	2.2
14 WICE-AM	2.0	1.8
15 WBRU-FM	1.9	1.7
16 WBOS-FM	1.6	1.6
17 WNBH-AM	1.6	1.6
18 WALE-AM	1.4	1.6
19 WCNG-AM	1.3	1.5
20 WJIB-FM	1.3	1.4
21 WAAF-FM	1.2	1.3
22 WPEP-AM	1.2	1.2
23 WARA-AM	1.1	1.1
24 WHD-AM	1.0	1.0
25 WPLM-FM	1.0	0.9
26 WEEI-FM	1.0	0.9
27 WCOZ-FM	0.8	0.8
28 WNON-AM	0.8	0.7
29 WEEI-AM	0.8	0.7
30 WSAR-AM	0.7	0.7
31 WRLE-FM	0.7	0.6
32 WBCN-FM	0.7	0.6
33 WRKO-AM	0.7	0.5
34 WERI-AM	0.6	0.5
35 WCRB-FM	0.5	0.5
36 WVBF-FM	0.5	0.5
37 WKRI-AM	0.4	0.4
38 WNBC-AM	0.3	0.4
39 WOTB-FM	0.3	0.4
40 WBZ -FM	0.3	0.4
41 WERI-FM	0.1	0.3
42		
43		
44		
45		

Two Pop/Adult stations recorded gains in this book. Both WBSM and WMY5 made advances in their respective target demos — WMY5 moving up well among 18-34 adults, while WBSM added to its 35+ total.

WBRU picked up some numbers among young adult men and advanced in the fall book. This AOR station now ranks fourth among 18-34 adults. Top 40 WPJB had a flat book in terms of 12+ appeal — showing up better among 25-54 adults, but with a smaller share than before in adults 18-34. WPJB did improve its teen share, and remains number one with the teenage audience.

(Note: WPLM-AM-FM are totally simulcast.)

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight  
POP(00): 11760

O/N '78	A/M '79	O/N '79
1 WLKW-FM	236	211
2 WPRO-AM	229	207
3 WPRO-FM	148	174
4 WPJB-FM	140	150
5 WEAN-AM	104	121
6 WHJY-FM	104	115
7 WJAR-AM	85	113
8 WHIM-AM	78	75
9 WLKW-AM	65	57
10 WROR-FM	59	55

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WPRO-AM	404	364.9
2 WPRO-FM	2952	2820
3 WLKW-FM	2588	2709
4 WPJB-FM	2467	2473
5 WEAN-AM	2207	2172
6 WJAR-AM	1764	2020
7 WHJY-FM	1394	1396
8 WBZ -AM	1072	1243
9 WLKW-AM	967	863
10 WCNG-AM	853	842

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WPRO-AM	404	364.9
2 WPRO-FM	2952	2820
3 WLKW-FM	2588	2709
4 WPJB-FM	2467	2473
5 WEAN-AM	2207	2172
6 WJAR-AM	1764	2020
7 WHJY-FM	1394	1396
8 WBZ -AM	1072	1243
9 WLKW-AM	967	863
10 WCNG-AM	853	842

Teens

M-S, 6am-Midnight  
POP(00): 1456

O/N '78	A/M '79	O/N '79
1 WPRO-FM	WPJB-FM	WPJB-FM
2 WPJB-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WAAF-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WPRO-FM	WPJB-FM	WPJB-FM
2 WPJB-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WPJB-FM	WPRO-FM	WPJB-FM
2 WPRO-FM	WPJB-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WXXS-FM

Adults 18-34

M-S, 6am-Midnight  
POP(00): 3879

O/N '78	A/M '79	O/N '79
1 WPRO-AM	WPRO-FM	WPRO-FM
2 WPRO-FM	WPRO-AM	WPJB-FM
3 WPJB-FM	WPJB-FM	WPRO-AM
4 WROR-FM	WBRU-FM	WBRU-FM
5 WMY5-FM	WJAR-AM	WMY5-FM
6 WLKW-FM	WMY5-FM	WEEI-FM
7 WBRU-FM	WEEI-FM	WAAF-FM
8 WCNG-AM	WCNG-AM	WCOZ-FM
9 WAAF-FM	WAAF-FM	WBCN-FM
10 WBOS-FM	WXXS-FM	WCNG-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPJB-FM	WPJB-FM	WPJB-FM
4 WLKW-FM	WJAR-AM	WPRO-AM
5 WROR-FM	WMY5-FM	WCNG-AM
6 WJAR-AM	WCNG-AM	WBRU-FM
7 WBRU-FM	WJAR-AM	WJAR-AM
8 WMY5-FM	WEEI-FM	WAAF-FM
9 WNBH-AM	WBZ -AM	WBCN-FM
10 WEAN-AM	WBCN-FM	WCNG-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WPRO-AM	WPRO-FM	WPRO-FM
2 WPRO-FM	WPJB-FM	WPJB-FM
3 WPJB-FM	WPRO-AM	WBRU-FM
4 WROR-FM	WBRU-FM	WMY5-FM
5 WBRU-FM	WEEI-FM	WPRO-AM
6 WMY5-FM	WCNG-AM	WEEI-FM
7 WLKW-FM	WJAR-AM	WCOZ-FM
8 WCNG-AM	WXXS-FM	WAAF-FM
9 WBOS-FM	WMY5-FM	WXXS-FM
10 WRKO-AM	WAAF-FM	WCNG-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 5182

O/N '78	A/M '79	O/N '79
1 WLKW-FM	WPRO-AM	WLKW-FM
2 WPRO-AM	WLKW-FM	WPRO-AM
3 WHJY-FM	WHJY-FM	WPRO-FM
4 WPJB-FM	WJAR-AM	WHJY-FM
5 WJAR-AM	WPRO-FM	WPJB-FM
6 WPRO-FM	WPJB-FM	WJAR-AM
7 WHIM-AM	WHIM-AM	WHIM-AM
8 WEAN-AM	WEAN-AM	WEAN-AM
9 WMY5-FM	WMY5-FM	WEAN-AM
10 WROR-FM	WBZ -AM	WEEI-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WLKW-FM	WJAR-AM	WLKW-FM
3 WJAR-AM	WLKW-FM	WPRO-FM
4 WEAN-AM	WEAN-AM	WHJY-FM
5 WPRO-FM	WPRO-FM	WJAR-AM
6 WHJY-FM	WHJY-FM	WEAN-AM
7 WPJB-FM	WPJB-FM	WPJB-FM
8 WNBH-AM	WNBH-AM	WHIM-AM
9 WHIM-AM	WHIM-AM	WMY5-FM
10 WBZ -AM	WBZ -AM	WBSM-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WLKW-FM	WPRO-AM	WLKW-FM
2 WPRO-AM	WHJY-FM	WPRO-AM
3 WHJY-FM	WJAR-AM	WPRO-FM
4 WPJB-FM	WLKW-FM	WHJY-FM
5 WJAR-AM	WPRO-FM	WPJB-FM
6 WPRO-FM	WEEI-FM	WHIM-AM
7 WHIM-AM	WMY5-FM	WMY5-FM
8 WEAN-AM	WEAN-AM	WJAR-AM
9 WBZ -AM	WPJB-FM	WEAN-AM
10 WROR-FM	WCNG-AM	WBZ -AM

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight  
POP(00): 11760

O/N '78	A/M '79	O/N '79
1 WPRO-AM	4041	3649
2 WPRO-FM	2952	2820
3 WLKW-FM	2588	2709
4 WPJB-FM	2467	2473
5 WEAN-AM	2207	2172
6 WJAR-AM	1764	2020
7 WHJY-FM	1394	1396
8 WBZ -AM	1072	1243
9 WLKW-AM	967	863
10 WCNG-AM	853	842

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WEAN-AM	WPJB-FM	WPJB-FM
4 WLKW-FM	WEAN-AM	WLKW-FM
5 WPJB-FM	WLKW-FM	WEAN-AM
6 WJAR-AM	WJAR-AM	WJAR-AM
7 WHJY-FM	WHJY-FM	WHJY-FM
8 WLKW-AM	WHIM-AM	WMY5-FM
9 WICE-AM	WBZ -AM	WBSM-AM
10 WBZ -AM	WCNG-AM	WHIM-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WPRO-AM	WPRO-AM	WPJB-FM
2 WPRO-FM	WPJB-FM	WPRO-FM
3 WLKW-FM	WPJB-FM	WLKW-FM
4 WPJB-FM	WLKW-FM	WPRO-AM
5 WEAN-AM	WJAR-AM	WEAN-AM
6 WJAR-AM	WEAN-AM	WJAR-AM
7 WHJY-FM	WHJY-FM	WHJY-FM
8 WRZ -AM	WBRU-FM	WMY5-FM
9 WLKW-AM	WBZ -AM	WBRU-FM
10 WROR-FM	WCNG-AM	WCNG-AM

Teens

M-S, 6am-Midnight  
POP(00): 1456

O/N '78	A/M '79	O/N '79
1 WPRO-FM	WPJB-FM	WPJB-FM
2 WPJB-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WPRO-FM	WPJB-FM	WPJB-FM
2 WPRO-AM	WPRO-FM	WPRO-FM
3 WPJB-FM	WPRO-AM	WPRO-AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 WPJB-FM	WPJB-FM	WPJB-FM
2 WPRO-FM	WPRO-FM	WPRO-FM
3 WPRO-AM	WPRO-AM	WPRO-AM

Adults 18-34

M-S, 6am-Midnight  
POP(00): 3879

O/N '78	A/M '79	O/N '79
1 WPRO-AM	WPRO-AM	WPRO-FM
2 WPRO-FM	WPRO-FM	WPJB-FM
3 WPJB-FM	WPJB-FM	WPRO-AM
4 WBRU-FM	WJAR-AM	WJAR-AM
5 WCNG-AM	WBRU-FM	WMY5-FM
6 WJAR-AM	WCNG-AM	WBRU-FM
7 WROR-FM	WMY5-FM	WCNG-AM
8 WMY5-FM	WBZ -AM	WCOZ-FM
9 WLKW-FM	WLKW-FM	WROR-FM
10 WHJY-FM	WROR-FM	WEEI-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 WPRO-AM	WPRO-AM	WPRO-FM
2 WPRO-FM	WPRO-FM	WPRO-AM
3 WPJB-FM	WPJB-FM	WPJB-FM
4 WLKW-FM	WJAR-AM	WMY5-FM
5 WMY5-FM	WCNG-AM	WJAR-AM
6 WJAR-AM	WBRU-FM	WBRU-FM
7 WBRU-FM	WMY5-FM	WCNG-AM
8 WCNG-AM	WBZ -AM	WCOZ-FM
9 WEAN-AM	WBCN-FM	WAAF-FM
10 WROR-FM	WEEI-FM	WBCN-FM

# Providence-Warwick-Pawtucket

Continued

M-F, 3-7pm

1 WPRO-AM	WPRO-FM	WPRO-FM
2 WPRO-FM	WPRO-AM	WPJB-FM
3 WPJB-FM	WPJB-FM	WPRO-AM
4 WROR-FM	WBRU-FM	WMYS-FM
5 WBRU-FM	WCNG-AM	WBRU-FM
6 WCNG-AM	WJAR-AM	WJAR-AM
7 WMYS-FM	WMYS-FM	WCNG-AM
8 WJAR-AM	WBZ -AM	WCOZ-FM
9 WLKW-FM	WEEI-FM	WAAF-FM
10 WEEI-FM	WLKW-FM	WROR-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 5182

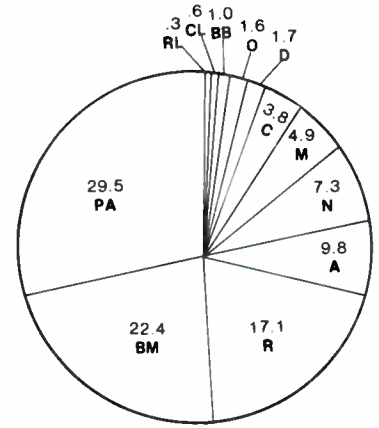
O/N '78	A/M '79	O/N '79
1 WPRO-AM	WPRO-AM	WPRO-AM
2 WLKW-FM	WJAR-AM	WPRO-FM
3 WPRO-FM	WLKW-FM	WLKW-FM
4 WJAR-AM	WPRO-FM	WPJB-FM
5 WEAN-AM	WPJB-FM	WJAR-AM
6 WPJB-FM	WHJY-FM	WEAN-AM
7 WHJY-FM	WEAN-AM	WHJY-FM
8 WBZ -AM	WBZ -AM	WBZ -AM
9 WLKW-FM	WCNG-AM	WMYS-FM
10 WHIM-AM	WMYS-FM	WHIM-AM

M-F, 6-10am

1 WPRO-AM	WPRO-AM	WPRO-AM
2 WLKW-FM	WJAR-AM	WLKW-FM
3 WFAN-AM	WLKW-FM	WPRO-FM
4 WJAR-AM	WEAN-AM	WPJB-FM
5 WPRO-FM	WPRO-FM	WEAN-AM
6 WPJB-FM	WPJB-FM	WJAR-AM
7 WHJY-FM	WHJY-FM	WHJY-FM
8 WBZ -AM	WBZ -AM	WMYS-FM
9 WNBH-AM	WHIM-AM	WCNG-AM
10 WMYS-FM	WCNG-AM	WHIM-AM

M-F, 3-7pm

1 WPRO-AM	WPRO-AM	WPRO-AM
2 WLKW-FM	WJAR-AM	WLKW-FM
3 WPRO-FM	WLKW-FM	WPRO-FM
4 WJAR-AM	WHJY-FM	WPJB-FM
5 WHJY-FM	WPRO-FM	WJAR-AM
6 WPJB-FM	WPJB-FM	WHJY-FM
7 WBZ -AM	WEAN-AM	WEAN-AM
8 WFAN-AM	WCNG-AM	WMYS-FM
9 WMYS-FM	WBZ -AM	WCNG-AM
10 WROR-FM	WMYS-FM	WBZ -AM



# Portland, OR

Continued from Page 118

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 3542

O/N '78	A/M '79	O/N '79
1 KGW -AM	KGW -AM	KGW -AM
2 KINK-FM	KPAM-FM	KINK-FM
3 KYTE-AM	KGON-FM	KGON-FM
4 KGON-FM	KINK-FM	KFX -AM
5 KPAM-FM	KYTE-AM	KPAM-FM
6 KMJK-FM	KFX -AM	KMJK-FM
7 KWJJ-AM	KMJK-FM	KOFM-FM
8 KFX -AM	KWJJ-AM	KLLB-FM
9 KYTE-FM	KLLB-FM	KWJJ-AM
10 KUPL-AM	KYXI-AM	KYTE-AM

M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KGON-FM	KGON-FM	KINK-FM
3 KWJJ-AM	KPAM-FM	KGON-FM
4 KINK-FM	KYTE-AM	KPAM-FM
5 KYTE-AM	KINK-FM	KFX -AM
6 KMJK-FM	KEX -AM	KMJK-FM
7 KFX -AM	KMJK-FM	KYTE-AM
8 KPAM-FM	KWJJ-AM	KWJJ-AM
9 KYTE-FM	KLLB-FM	KLLB-FM
10 KYXI-AM	KXL -AM	KVAN-AM

M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KINK-FM	KGON-FM	KINK-FM
3 KGON-FM	KPAM-FM	KGON-FM
4 KWJJ-AM	KYTE-AM	KFX -AM
5 KYTE-AM	KINK-FM	KMJK-FM
6 KPAM-FM	KMJK-FM	KPAM-FM
7 KMJK-FM	KFX -AM	KOFM-FM
8 KEX -AM	KWJJ-AM	KLLB-FM
9 KYTE-FM	KLLB-FM	KYTE-AM
10 KVAN-AM	KXL -AM	KWJJ-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4565

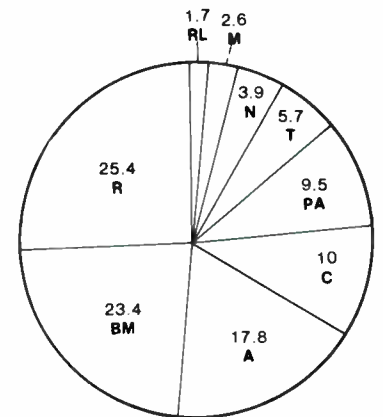
O/N '78	A/M '79	O/N '79
1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KWJJ-AM	KFX -AM
3 KUPL-AM	KFX -AM	KWJJ-AM
4 KFX -AM	KUPL-FM	KINK-FM
5 KINK-FM	KPAM-FM	KUPL-FM
6 KXL -AM	KXL -AM	KXL -AM
7 KYTE-AM	KYXI-AM	KYXI-AM
8 KYXI-AM	KINK-FM	KGON-FM
9 KUPL-FM	KJTB-FM	KJTB-FM
10 KJTB-FM	KXL -AM	KYTE-AM

M-F, 6-10am

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KWJJ-AM	KFX -AM
3 KFX -AM	KXL -AM	KWJJ-AM
4 KYXI-AM	KFX -AM	KINK-FM
5 KINK-FM	KYXI-AM	KUPL-FM
6 KXL -AM	KPAM-FM	KYXI-AM
7 KUPL-AM	KUPL-FM	KXL -AM
8 KYTE-FM	KYTE-AM	KXL -AM
9 KJTB-FM	KXL -AM	KPAM-FM
10 KXL -AM	KLLB-FM	KYTE-AM

M-F, 3-7pm

1 KGW -AM	KGW -AM	KGW -AM
2 KWJJ-AM	KFX -AM	KEX -AM
3 KUPL-AM	KWJJ-AM	KWJJ-AM
4 KEX -AM	KYXI-AM	KINK-FM
5 KINK-FM	KPAM-FM	KUPL-FM
6 KYXI-AM	KUPL-FM	KYXI-AM
7 KXL -AM	KINK-FM	KXL -AM
8 KYTE-AM	KLLB-FM	KPAM-FM
9 KMJK-FM	KXL -AM	KJTB-FM
10 KUPL-FM	KJTB-FM	KYTE-AM



**Format Legend**  
**A**-AOR, **B**-Black, **BB**-Big Band, **BM**-Beautiful Music, **C**-Country, **CL**-Classical, **D**-Dancemusic, **J**-Jazz, **M**-Miscellaneous, **N**-News, **O**-Oldies, **PA**-Pop/Adult, **R**-Rock, **RL**-Religious, **S**-Spanish, **T**-Talk.



# Raleigh-Durham

METRO RANK

69

## O/N '79 Market Overview

There are two top stories in the Raleigh fall report, and the two may be related. Arbitron received 201 more diaries back in this sweep, a 31% increase over the spring return. Much of the extra diary count fell in the younger demos, which may be a partial explanation for the success of AOR WQDR in this survey.

Leading the market again is P/A station WPTF, which gained just slightly among adult demos, men especially, and improved with teens to add up to a good 12+ increase.

Other stations on the P/A scene suffered mixed fates. WRAL suffered declines in its 18-34 and 25-54 numbers. The losses led to the station dropping more than two shares, 12+ even as it remained second in the overall market. However, WDNC added two shares to its 12+ score and attracted 75% more adults 25-54 than in the previous book.

AOR leader WQDR's share rose by almost three shares for third in the 12+ derby. WQDR added to its already strong 18-34 numbers, and is now the leader in the young adult demo, with an 18-34 share of almost 20%, with WRAL close behind. WQDR used an outside ad campaign that revolved around billboards and TV. The total ad outlay was higher than in past surveys. On-air the station is adding more new music than ever before.

Beautiful Music WYYD gained almost two shares in this book to keep its hold on fourth place in the overall market. WYYD used almost no advertising for this survey, a departure from the station's usual promotional efforts. Just before the end of the O/N '79 survey WYYD went live in the evening. The station gained well among the older demos 35+, ranks third 25-54, and second 35-64.

The two leading Top 40 stations, WKIX and WDCG, each were hurt in this survey. WKIX and WDCG each had about 10% of the 18-34 market in the A/M '79 report, but WKIX lost about 20% of its audience in that demo, while WDCG lost about 30%

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 4293

	O/N '78	A/M '79	O/N '79
1 WPTF-AH	18.4	WPTF-AH	15.1
2 WYYD-FM	10.7	WRAL-FM	13.9
3 WRAL-FM	9.9	WKIX-AH	8.8
4 WKIX-AH	9.8	WYYD-FM	8.6
5 WQDR-FM	9.8	WQDR-FM	8.5
6 WLLE-AH	6.9	WDCG-FM	8.1
7 WSRC-AH	6.9	WLLE-AH	7.3
8 WTIK-AH	5.4	WSRC-AH	4.1
9 WDCG-FM	4.9	WDUR-AH	3.4
10 WDNC-AH	3.1	WTIK-AH	3.2
11 WYNA-AH	3.0	WDNC-AH	2.7
12 WCHL-AH	1.7	WYNA-AH	2.5
13 WAKS-AH	1.6	WCHL-AH	1.9
14 WDBS-FM	0.8	WDBS-FM	1.0
15 WPJL-AH	0.6	WPJL-AH	1.0
16		WETC-AH	0.7
17		WPJL-AH	0.7

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 4293

	O/N '78	A/M '79	O/N '79
1 WPTF-AH	117	WPTF-AH	89
2 WYYD-FM	68	WRAL-FM	82
3 WRAL-FM	63	WKIX-AH	52
4 WKIX-AH	62	WYYD-FM	51
5 WQDR-FM	62	WQDR-FM	50

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WPTF-AH	
2 WRAL-FM		WRAL-FM	
3 WKIX-AH		WKIX-AH	
4 WYYD-FM		WQDR-FM	
5 WQDR-FM		WYYD-FM	

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WRAL-FM	
2 WKIX-AH		WDCG-FM	
3 WQDR-FM		WPTF-AH	
4 WRAL-FM		WKIX-AH	
5 WYYD-FM		WYYD-FM	

in the young adults group. Although WDCG lost some teen listeners, the station remains the teen leader in the Raleigh area.

Among Black stations, WLLE slipped but WQDR improved. It appears as though teen listeners may have been the catalyst for the change in fortunes, since WLLE suffered more than a 50% decline in teens while WQDR was almost tripling its past teen share. WQDR now leads WLLE handily among teens, although WLLE is tops among ethnic stations in appeal to 18-34 adults.

### Teens

M-S, 6am-Midnight

POP(00): 466

	O/N '78	A/M '79	O/N '79
1 WKIX-AH		WDCG-FM	
2 WDCG-FM		WKIX-AH	
3 WSRC-AH		WLLE-AH	

	O/N '78	A/M '79	O/N '79
1 WKIX-AH		WKIX-AH	
2 WSRC-AH		WDCG-FM	
3 WDCG-FM		WQDR-FM	

	O/N '78	A/M '79	O/N '79
1 WKIX-AH		WDCG-FM	
2 WDCG-FM		WKIX-AH	
3 WQDR-FM		WLLE-AH	

	O/N '78	A/M '79	O/N '79
1 WQDR-FM		WRAL-FM	
2 WRAL-FM		WQDR-FM	
3 WLLE-AH		WDCG-FM	
4 WKIX-AH		WKIX-AH	
5 WDCG-FM		WLLE-AH	

	O/N '78	A/M '79	O/N '79
1 WRAL-FM		WRAL-FM	
2 WQDR-FM		WQDR-FM	
3 WKIX-AH		WKIX-AH	
4 WPTF-AH		WDCG-FM	
5 WLLE-AH		WDUR-AH	

	O/N '78	A/M '79	O/N '79
1 WQDR-FM		WRAL-FM	
2 WRAL-FM		WQDR-FM	
3 WKIX-AH		WKIX-AH	
4 WPTF-AH		WDCG-FM	
5 WLLE-AH		WDUR-AH	

	O/N '78	A/M '79	O/N '79
1 WQDR-FM		WRAL-FM	
2 WRAL-FM		WDCG-FM	
3 WKIX-AH		WQDR-FM	
4 WLLE-AH		WKIX-AH	
5 WDCG-FM		WYYD-FM	

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WRAL-FM	
2 WYYD-FM		WPTF-AH	
3 WRAL-FM		WYYD-FM	
4 WTIK-AH		WDCG-FM	
5 WKIX-AH		WQDR-FM	

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WRAL-FM	
2 WYYD-FM		WPTF-AH	
3 WRAL-FM		WYYD-FM	
4 WTIK-AH		WDCG-FM	
5 WKIX-AH		WQDR-FM	

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WPTF-AH	
2 WRAL-FM		WRAL-FM	
3 WYYD-FM		WYYD-FM	
4 WKIX-AH		WQDR-FM	
5 WTIK-AH		WKIX-AH	

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WRAL-FM	
2 WRAL-FM		WPTF-AH	
3 WYYD-FM		WYYD-FM	
4 WTIK-AH		WDCG-FM	
5 WKIX-AH		WYNA-AH	

### Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 4293

	O/N '78	A/M '79	O/N '79
1 WPTF-AH	1466	WPTF-AH	1275
2 WKIX-AH	1225	WRAL-FM	1119
3 WRAL-FM	990	WKIX-AH	1063
4 WYYD-FM	888	WYYD-FM	922
5 WQDR-FM	875	WQDR-FM	806

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WPTF-AH	
2 WKIX-AH		WRAL-FM	
3 WRAL-FM		WKIX-AH	
4 WQDR-FM		WQDR-FM	
5 WYYD-FM		WDCG-FM	

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WRAL-FM	
2 WKIX-AH		WPTF-AH	
3 WQDR-FM		WKIX-AH	
4 WRAL-FM		WDCG-FM	
5 WYYD-FM		WYYD-FM	

	O/N '78	A/M '79	O/N '79
1 WKIX-AH		WDCG-FM	
2 WDCG-FM		WKIX-AH	
3 WQDR-FM		WRAL-FM	

	O/N '78	A/M '79	O/N '79
1 WKIX-AH		WKIX-AH	
2 WDCG-FM		WDCG-FM	
3 WSRC-AH		WQDR-FM	

	O/N '78	A/M '79	O/N '79
1 WKIX-AH		WDCG-FM	
2 WDCG-FM		WKIX-AH	
3 WQDR-FM		WLLE-AH	

	O/N '78	A/M '79	O/N '79
1 WKIX-AH		WRAL-FM	
2 WRAL-FM		WQDR-FM	
3 WQDR-FM		WKIX-AH	
4 WPTF-AH		WDCG-FM	
5 WDNC-AH		WYYD-FM	

	O/N '78	A/M '79	O/N '79
1 WKIX-AH		WRAL-FM	
2 WQDR-FM		WQDR-FM	
3 WKIX-AH		WKIX-AH	
4 WPTF-AH		WDCG-FM	
5 WLLE-AH		WPTF-AH	

	O/N '78	A/M '79	O/N '79
1 WRAL-FM		WRAL-FM	
2 WQDR-FM		WQDR-FM	
3 WKIX-AH		WKIX-AH	
4 WPTF-AH		WDCG-FM	
5 WLLE-AH		WPTF-AH	

	O/N '78	A/M '79	O/N '79
1 WKIX-AH		WRAL-FM	
2 WQDR-FM		WQDR-FM	
3 WRAL-FM		WDCG-FM	
4 WDCG-FM		WKIX-AH	
5 WDNC-AH		WYYD-FM	

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WPTF-AH	
2 WYYD-FM		WRAL-FM	
3 WKIX-AH		WYYD-FM	
4 WRAL-FM		WKIX-AH	
5 WQDR-FM		WQDR-FM	

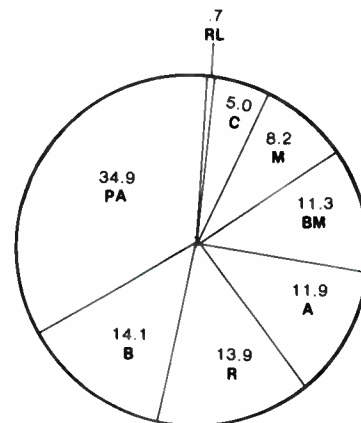
	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WPTF-AH	
2 WYYD-FM		WRAL-FM	
3 WKIX-AH		WYYD-FM	
4 WRAL-FM		WKIX-AH	
5 WQDR-FM		WQDR-FM	

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WPTF-AH	
2 WRAL-FM		WRAL-FM	
3 WYYD-FM		WKIX-AH	
4 WKIX-AH		WYYD-FM	
5 WQDR-FM		WQDR-FM	

	O/N '78	A/M '79	O/N '79
1 WPTF-AH		WPTF-AH	
2 WYYD-FM		WRAL-FM	
3 WRAL-FM		WYYD-FM	
4 WKIX-AH		WKIX-AH	
5 WDNC-AH		WDCG-FM	

### Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# Richmond

METRO RANK

57

## O/N '79 Market Overview

The three leading stations in the spring are still on top this survey, and in the same order. P/A station **WRVA** has improved its hold on the top spot by garnering more than 21% of the market; Top 40 **WRVQ** remains in second place; while Beautiful Music **WEZS**, even though dropping, still occupies third place.

**WRVA** gained audience among adults 25-54 and 35-64, strengthening its hold on the lead in those demos. **WRVA** also comes in third among 18-34 adults and improved its stance in this demo by 20%. **WRVA** spent about \$47,000 in outside media for this sweep, concentrating the expenditures in TV, with billboards the next most utilized medium.

**WRVQ's** audience eroded slightly. The teen share for the station actually improved marginally, but the 18-34 adults figure for **WRVQ** went from approximately 26% to just over 21%.

On the Beautiful Music scene, **WEZS** went down in several demos, as did **WTVR-FM**. Both stations lost significant chunks of their 25-54 audiences although **WEZS** remained third among adults 25-54.

**Arbitron** introduced ESF into Richmond in this book. More than 200 extra diaries were obtained, and there was a much better representation from the young demos and the High Density Black Area. That may help explain why the two leading Black stations, **WENZ** and **WANT**, both had good books. **WANT** more than doubled its 12+ share, due to large increases in teen and young adult female estimates. The station spent approximately \$20,000 for TV commercials during the sweep, more than in the past. Musically, the playlist was cut down and rotations changed as a result of a passive research survey.

Country **WXGI** took a serious tumble in this book. The station dropped almost 33% in 12+ share, and dropped more than 50% among adults 25-54.

**Teens**  
M-S, 6am-Midnight  
POP(00): 639

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WENZ-AM	WENZ-AM	WENZ-AM
3	WRXL-FM	WRXL-FM	WANT-AM

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WENZ-AM	WENZ-AM	WRNL-AM
3	WLEE-AM	WRXL-FM	WENZ-AM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WENZ-AM	WENZ-AM	WANT-AM
3	WRXL-FM	WRXL-FM	WENZ-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1933

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WRXL-FM	WRXL-FM	WRXL-FM
3	WLEE-AM	WEZS-FM	WRVA-AM
4	WENZ-AM	WRVA-AM	WENZ-AM
5	WRVA-AM	WENZ-AM	WRNL-AM

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WRVA-AM	WRVA-AM	WRVA-AM
3	WLEE-AM	WRXL-FM	WRXL-FM
4	WRXL-FM	WEZS-FM	WLEE-AM
5	WENZ-AM	WRNL-AM	WENZ-AM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WRXL-FM	WRXL-FM	WRXL-FM
3	WLEE-AM	WEZS-FM	WENZ-AM
4	WENZ-AM	WRNL-AM	WRVA-AM
5	WRVA-AM	WRVA-AM	WRNL-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 2530

	O/N '78	A/M '79	O/N '79
1	WRVA-AM	WRVA-AM	WRVA-AM
2	WRVQ-FM	WRVQ-FM	WRVQ-FM
3	WEZS-FM	WEZS-FM	WEZS-FM
4	WRXL-FM	WXGI-AM	WRNL-AM
5	WTVR-FM	WTVR-FM	WENZ-AM

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1	WRVA-AM	WRVA-AM	WRVA-AM
2	WRVQ-FM	WRVQ-FM	WRVQ-FM
3	WLEE-AM	WXGI-AM	WLEE-AM
4	WRNL-AM	WEZS-FM	WRNL-AM
5	WRXL-FM	WTVR-FM	WEZS-FM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1	WRVA-AM	WRVA-AM	WRVA-AM
2	WRVQ-FM	WRVQ-FM	WRVQ-FM
3	WRXL-FM	WEZS-FM	WEZS-FM
4	WEZS-FM	WXGI-AM	WRNL-AM
5	WLEE-AM	WTVR-FM	WENZ-AM

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WLEE-AM	WRVA-AM	WRVA-AM
3	WRVA-AM	WRXL-FM	WRXL-FM
4	WRXL-FM	WLEE-AM	WLEE-AM
5	WENZ-AM	WRNL-AM	WRNL-AM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WLEE-AM	WRXL-FM	WRXL-FM
3	WRXL-FM	WRVA-AM	WRVA-AM
4	WENZ-AM	WRNL-AM	WRNL-AM
5	WRVA-AM	WENZ-AM	WLEE-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 2530

	O/N '78	A/M '79	O/N '79
1	WRVA-AM	WRVA-AM	WRVA-AM
2	WRVQ-FM	WRVQ-FM	WRVQ-FM
3	WLEE-AM	WEZS-FM	WRNL-AM
4	WEZS-FM	WLEE-AM	WEZS-FM
5	WTVR-FM	WTVR-FM	WLEE-AM

**M-F, 6-10am**

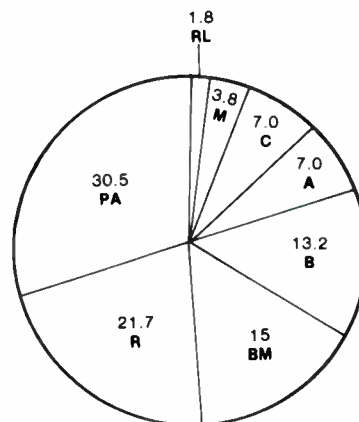
	O/N '78	A/M '79	O/N '79
1	WRVA-AM	WRVA-AM	WRVA-AM
2	WLEE-AM	WRVQ-FM	WRVQ-FM
3	WRVQ-FM	WEZS-FM	WRNL-AM
4	WRXL-FM	WTVR-FM	WLEE-AM
5	WRNL-AM	WLEE-AM	WEZS-FM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1	WRVA-AM	WRVA-AM	WRVA-AM
2	WRVQ-FM	WRVQ-FM	WRVQ-FM
3	WLEE-AM	WEZS-FM	WRNL-AM
4	WEZS-FM	WLEE-AM	WEZS-FM
5	WTVR-FM	WTVR-FM	WLEE-AM

## Format Penetration Chart

Based On Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 5220

	O/N '78	A/M '79	O/N '79
1	WRVA-AM 2118	WRVA-AM 2025	WRVA-AM 2052
2	WRVQ-FM 1754	WRVQ-FM 1800	WRVQ-FM 1653
3	WLEE-AM 1324	WEZS-FM 904	WRNL-AM 929
4	WRNL-AM 827	WLEE-AM 898	WLEE-AM 835
5	WEZS-FM 809	WRXL-FM 860	WEZS-FM 768

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1	WRVA-AM	WRVA-AM	WRVA-AM
2	WRVQ-FM	WRVQ-FM	WRVQ-FM
3	WLEE-AM	WRXL-FM	WRNL-AM
4	WENZ-AM	WEZS-FM	WLEE-AM
5	WRNL-AM	WLEE-AM	WEZS-FM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVA-AM	WRVA-AM
2	WRVA-AM	WRVQ-FM	WRVQ-FM
3	WLEE-AM	WEZS-FM	WRNL-AM
4	WEZS-FM	WRXL-FM	WRXL-FM
5	WRXL-FM	WRNL-AM	WENZ-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 639

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WLEE-AM	WRXL-FM	WRNL-AM
3	WENZ-AM	WENZ-AM	WRVA-AM

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WENZ-AM	WENZ-AM	WRNL-AM
3	WLEE-AM	WRXL-FM	WRVA-AM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WENZ-AM	WENZ-AM	WRNL-AM
3	WLEE-AM	WRXL-FM	WENZ-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 1933

	O/N '78	A/M '79	O/N '79
1	WRVQ-FM	WRVQ-FM	WRVQ-FM
2	WLEE-AM	WRXL-FM	WRVA-AM
3	WRXL-FM	WRVA-AM	WRXL-FM
4	WRVA-AM	WLEE-AM	WLEE-AM
5	WRNL-AM	WRNL-AM	WRNL-AM

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 5220

	O/N '78	A/M '79	O/N '79
1	WRVA-AM 20.3	WRVA-AM 18.2	WRVA-AM 21.5
2	WRVQ-FM 16.9	WRVQ-FM 17.8	WRVQ-FM 17.1
3	WENZ-AM 8.5	WEZS-FM 10.6	WEZS-FM 7.9
4	WEZS-FM 7.8	WTVR-FM 7.4	WENZ-AM 6.6
5	WRXL-FM 7.6	WRXL-FM 6.9	WANT-AM 6.6
6	WLEE-AM 7.4	WENZ-AM 5.9	WRNL-AM 6.3
7	WTVR-FM 7.4	WXGI-AM 5.8	WRXL-FM 6.0
8	WRNL-AM 4.7	WLEE-AM 4.6	WLEE-AM 4.6
9	WXGI-AM 4.4	WRNL-AM 3.8	WTVR-FM 4.4
10	WEET-AM 4.2	WEET-AM 2.8	WXGI-AM 4.0
11	WANT-AM 3.7	WANT-AM 2.7	WEET-AM 2.4
12	WTVR-FM 1.7	WTVR-FM 2.3	WTVR-FM 2.1
13	WBCI-FM 0.7	WGOE-AM 1.9	WDYL-FM 1.8
14	WPVA-FM 0.7	WKIE-AM 1.5	WKIE-AM 1.5
15	WKIE-AM 0.5	WDYL-FM 1.3	WBCI-FM 1.2
16	WGOE-AM 0.4	WPVA-FM 1.0	WGOE-AM 1.0
17		WBCI-FM 1.0	WPLZ-FM 0.6
18		WIVE-FM 0.8	WPVA-FM 0.6
19		WGGM-AM 0.8	

## Average Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 5220

	O/N '78	A/M '79	O/N '79
1	WRVA-AM 156	WRVA-AM 142	WRVA-AM 146
2	WRVQ-FM 130	WRVQ-FM 139	WRVQ-FM 116
3	WENZ-AM 65	WEZS-FM 83	WEZS-FM 54
4	WEZS-FM 60	WTVR-FM 58	WENZ-AM 45
5	WRXL-FM 58	WRXL-FM 54	WANT-AM 45

**M-F, 6-10am**

	O/N '78	A/M '79	O/N '79
1	WRVA-AM	WRVA-AM	WRVA-AM
2	WRVQ-FM	WRVQ-FM	WRVQ-FM
3	WLEE-AM	WEZS-FM	WRNL-AM
4	WENZ-AM	WTVR-FM	WENZ-AM
5	WRNL-AM	WRXL-FM	WLEE-AM

**M-F, 3-7pm**

	O/N '78	A/M '79	O/N '79
1	WRVA-AM	WRVQ-FM	WRVA-AM
2	WRVQ-FM	WRVA-AM	WRVQ-FM
3	WRXL-FM	WEZS-FM	WENZ-AM
4	WLEE-AM	WENZ-AM	WEZS-FM
5	WEZS-FM	WRXL-FM	WRXL-FM

## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

METRO RANK **38**

**O/N '79 Market Overview**

The top four stations in the Rochester metro in the A/M '79 book not only repeated, and in the same order, but all increased their respective shares, 12+. Beautiful Music **WEZO** added almost six shares to an already impressive total and leads the market with more than 22% of the audience. **WHAM** continues to hold the runnerup position, while **AOR WMJQ** and **P/A WVOR** rank third and fourth.

**WEZO** added to its share through the use of the **Patrick O'Neal** TV spot now in vogue among **BM** stations looking for instant ratings boosts. The O'Neal commercial stresses that the station involved (in this case **WEZO**) is "the place to relax." With numbers like **WEZO's**, the station sales people can probably relax and just wait for the phone to ring. **WEZO** ranks third 18-34, first 25-54 and dominates 35-64 with more than 35% of the audience.

**WHAM**, long the Pop/Adult leader in Rochester, scored well in the older demos in the book. The station's overall gains came from the 35-64 demo, where **WHAM** now has a share of more than 21%.

The **Superstars** station in Rochester is **AOR WMJQ**. Although the station is number one 18-34 with more than 21% of the market, that number is down slightly from the spectacular A/M '79 report. In fact, the overall gain for **WMJQ** in this book is negligible — a very stable report for the **AOR** leader. **WMJQ** used TV spots to keep in front of the public, and the station is now tied into **NBC's Source** network.

**WVOR** showed improvement for the second straight book. The station improved its 25-54 share by 50%, moving from 8 to 13% of the prime adult market.

Finally, the Top 40 battle in Rochester appears to be heating up. **WHFM** has now surpassed **WBBF** in terms of 12+ share, although **WBBF** still holds

**Average Persons 12+ Share Trends**  
Monday-Sunday, 6am-Midnight  
POP(00): 8012

O/N '78	A/M '79	O/N '79
1 WEZO-FM 15.6	WEZO-FM 17.0	WEZO-FM (BM) 22.7
2 WHAM-AM 12.6	WHAM-AM 14.5	WHAM-AM (PA) 15.1
3 WBBF-AM 11.8	WMJQ-FM 11.6	WMJQ-FM (A) 11.8
4 WMJQ-FM 8.4	WVOR-FM 8.4	WVOR-FM (PA) 9.0
5 WVOR-FM 6.3	WBBF-AM 7.6	WHFM-FM (M) 6.8
6 WHFM-FM 5.8	WHFM-FM 5.6	WBBF-AM (R) 6.3
7 WDKX-FM 5.6	WPXN-AM 4.4	WPXN-AM (M) 4.3
8 WNYR-AM 5.1	WNYR-AM 3.2	WCFM-FM (A) 3.7
9 WPXY-FM 3.9	WDKX-FM 2.8	WNYR-AM (C) 3.7
10 WPXN-AM 3.4	WPXY-FM 2.6	WPXY-FM (BM) 1.6
11 WCFM-FM 2.8	WCFM-FM 2.6	WSAY-AM (C) 1.3
12 WWUG-AM 2.4	WWUG-AM 2.5	WDKX-FM (M) 1.1
13 WSAY-AM 1.8	WFLC-FM 1.8	WKBW-AM (R) 1.1
14 WFLC-FM 1.3	WCCR-AM 1.3	WFLC-FM (PA) 0.9
15 WACK-AM 0.9	WKBW-AM 1.1	WACK-AM (PA) 0.7
16 WQVA-AM 0.8	WSAY-AM 0.9	WCCR-AM (PA) 0.6
17 WKFM-FM 0.8	WQVA-AM 0.9	WWUG-AM (M) 0.6
18 WCCR-AM 0.8	WBEN-FM 0.8	WBEN-FM (M) 0.6
19 WHIV-FM 0.7	WACK-AM 0.6	
20 WKBW-AM 0.6	WSFW-FM 0.5	
21 WRLX-FM 0.4	WHIV-FM 0.4	
22 WBEN-FM 0.4	WSFW-FM 0.1	

**Average Persons Trends/Rankings**  
Total 12+  
M-S, 6am-Midnight  
POP(00): 8012

O/N '78	A/M '79	O/N '79
1 WEZO-FM 192	WEZO-FM 205	WEZO-FM 272
2 WHAM-AM 155	WHAM-AM 175	WHAM-AM 181
3 WBBF-AM 146	WMJQ-FM 140	WMJQ-FM 142
4 WMJQ-FM 104	WVOR-FM 101	WVOR-FM 108
5 WVOR-FM 78	WBBF-AM 92	WHFM-FM 82

**M-F, 8-10am**

O/N '78	A/M '79	O/N '79
1 WHAM-AM	WHAM-AM	WHAM-AM
2 WBBF-AM	WEZO-FM	WEZO-FM
3 WEZO-FM	WBBF-AM	WVOR-FM
4 WMJQ-FM	WVOR-FM	WMJQ-FM
5 WHFM-FM	WMJQ-FM	WBBF-AM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WEZO-FM	WEZO-FM	WEZO-FM
2 WBBF-AM	WMJQ-FM	WHAM-AM
3 WHAM-AM	WHAM-AM	WHAM-AM
4 WMJQ-FM	WVOR-FM	WVOR-FM
5 WVOR-FM	WBBF-AM	WHFM-FM

a slim lead among adults 18-34. **WHFM** has blown by **WBBF** among teens and is now tied with **WMJQ** for the lead in that demo. **WBBF** appears to be the older-skewing of the two stations — not only because of its teen losses, but also because it has almost twice the 25-54 adults that **WHFM** has.

**Teens**  
M-S, 6am-Midnight  
POP(00): 1047

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WMJQ-FM	WHFM-FM
2 WHFM-FM	WBBF-AM	WMJQ-FM
3 WDKX-FM	WHFM-FM	WBBF-AM

**M-F, 8-10am**

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WBBF-AM	WHFM-FM
2 WHFM-FM	WMJQ-FM	WMJQ-FM
3 WHAM-AM	WHFM-FM	WHAM-AM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WMJQ-FM	WMJQ-FM
2 WHFM-FM	WHFM-FM	WHFM-FM
3 WDKX-FM	WBBF-AM	WBBF-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 2870

O/N '78	A/M '79	O/N '79
1 WMJQ-FM	WMJQ-FM	WMJQ-FM
2 WBBF-AM	WVOR-FM	WVOR-FM
3 WVOR-FM	WBBF-AM	WVOR-FM
4 WDKX-FM	WHAM-AM	WBBF-AM
5 WEZO-FM	WHFM-FM	WHFM-FM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WMJQ-FM	WVOR-FM
2 WMJQ-FM	WVOR-FM	WMJQ-FM
3 WVOR-FM	WBBF-AM	WBBF-AM
4 WHFM-FM	WHAM-AM	WCFM-FM
5 WEZO-FM	WCFM-FM	WHAM-AM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WMJQ-FM	WMJQ-FM	WMJQ-FM
2 WBBF-AM	WVOR-FM	WVOR-FM
3 WVOR-FM	WBBF-AM	WCFM-FM
4 WDKX-FM	WDKX-FM	WEZO-FM
5 WCFM-FM	WHAM-AM	WBBF-AM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 3670

O/N '78	A/M '79	O/N '79
1 WEZO-FM	WEZO-FM	WEZO-FM
2 WBBF-AM	WHAM-AM	WHAM-AM
3 WHAM-AM	WVOR-FM	WVOR-FM
4 WVOR-FM	WMJQ-FM	WMJQ-FM
5 WMJQ-FM	WBBF-AM	WBBF-AM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 WHAM-AM	WHAM-AM	WHAM-AM
2 WBBF-AM	WEZO-FM	WEZO-FM
3 WEZO-FM	WBBF-AM	WVOR-FM
4 WVOR-FM	WVOR-FM	WBBF-AM
5 WMJQ-FM	WMJQ-FM	WMJQ-FM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WEZO-FM	WEZO-FM	WEZO-FM
2 WBBF-AM	WHAM-AM	WHAM-AM
3 WHAM-AM	WMJQ-FM	WVOR-FM
4 WVOR-FM	WVOR-FM	WMJQ-FM
5 WPXY-FM	WNYR-AM	WNYR-AM

**Cume Persons Trends/Rankings**

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 8012

O/N '78	A/M '79	O/N '79
1 WBBF-AM 2778	WHAM-AM 2972	WHAM-AM 3049
2 WHAM-AM 2650	WEZO-FM 2400	WEZO-FM 2901
3 WEZO-FM 2295	WBBF-AM 2112	WBBF-AM 1895
4 WHFM-FM 1423	WMJQ-FM 1676	WVOR-FM 1620
5 WMJQ-FM 1343	WHFM-FM 1479	WMJQ-FM 1575

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 WHAM-AM	WHAM-AM	WHAM-AM
2 WBBF-AM	WEZO-FM	WEZO-FM
3 WEZO-FM	WBBF-AM	WBBF-AM
4 WHFM-FM	WMJQ-FM	WMJQ-FM
5 WMJQ-FM	WVOR-FM	WVOR-FM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WHAM-AM	WEZO-FM
2 WHAM-AM	WEZO-FM	WHAM-AM
3 WEZO-FM	WMJQ-FM	WMJQ-FM
4 WMJQ-FM	WBBF-AM	WBBF-AM
5 WHFM-FM	WHFM-FM	WVOR-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 1047

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WBBF-AM	WMJQ-FM
2 WHFM-FM	WMJQ-FM	WHFM-FM
3 WMJQ-FM	WHFM-FM	WBBF-AM

**M-F, 8-10am**

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WBBF-AM	WMJQ-FM
2 WHFM-FM	WMJQ-FM	WHFM-FM
3 WHAM-AM	WHFM-FM	WBBF-AM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WMJQ-FM	WHFM-FM
2 WHFM-FM	WHFM-FM	WMJQ-FM
3 WMJQ-FM	WBBF-AM	WBBF-AM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 2870

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WBBF-AM	WBBF-AM
2 WMJQ-FM	WMJQ-FM	WVOR-FM
3 WHFM-FM	WVOR-FM	WMJQ-FM
4 WVOR-FM	WHAM-AM	WHAM-AM
5 WEZO-FM	WHFM-FM	WCFM-FM

**M-F, 6-10am**

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WBBF-AM	WBBF-AM
2 WMJQ-FM	WMJQ-FM	WMJQ-FM
3 WVOR-FM	WVOR-FM	WVOR-FM
4 WHAM-AM	WHAM-AM	WHAM-AM
5 WCFM-FM	WCFM-FM	WCFM-FM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WMJQ-FM	WMJQ-FM
2 WMJQ-FM	WBBF-AM	WBBF-AM
3 WVOR-FM	WVOR-FM	WBBF-AM
4 WCFM-FM	WHFM-FM	WHAM-AM
5 WHAM-AM	WHAM-AM	WCFM-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 3670

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WHAM-AM	WHAM-AM
2 WHAM-AM	WEZO-FM	WEZO-FM
3 WEZO-FM	WBBF-AM	WVOR-FM
4 WVOR-FM	WVOR-FM	WBBF-AM
5 WWUG-AM	WMJQ-FM	WMJQ-FM

**M-F, 6-10am**

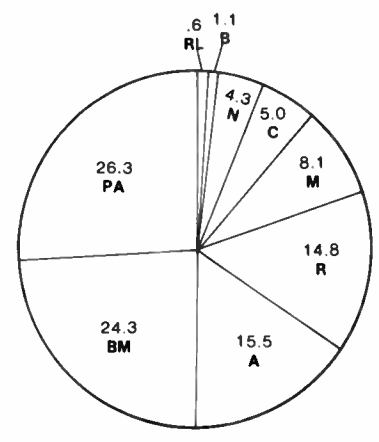
O/N '78	A/M '79	O/N '79
1 WHAM-AM	WHAM-AM	WHAM-AM
2 WBBF-AM	WEZO-FM	WEZO-FM
3 WEZO-FM	WBBF-AM	WBBF-AM
4 WVOR-FM	WVOR-FM	WVOR-FM
5 WWUG-AM	WPXN-AM	WMJQ-FM

**M-F, 3-7pm**

O/N '78	A/M '79	O/N '79
1 WBBF-AM	WEZO-FM	WEZO-FM
2 WHAM-AM	WHAM-AM	WHAM-AM
3 WEZO-FM	WVOR-FM	WBBF-AM
4 WVOR-FM	WBBF-AM	WVOR-FM
5 WWUG-AM	WMJQ-FM	WMJQ-FM

**Format Penetration Chart**

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# Sacramento

METRO RANK

37

## D/N '79 Market Overview

The top two stations in the Sacramento area remain 1-2 again for the second book in a row. Beautiful Music KEWT and AOR KZAP not only remained head of the rest of the market, but each station also increased its 12+ share.

KEWT gained more than a full share point 12+ by moving up smartly among adults 25-54. The station managed to boost its share of this prime demo by more than 25%, so that it now has the lead among adults 25-54 with more than 12% of the market. KEWT is also tops with adults 35-64. KEWT used the Patrick O'Neal TV spot and thus allocated considerably more ad budget to TV for this sweep. Newspaper ads, busboards, and billboards also were utilized by the station.

KZAP also made use of TV commercials, supplementing them with distribution of bumper stickers. Few morning and afternoon drive personalities came aboard before the sweep. Demographically, KZAP became the top teen station in town and maintained its hold on the top spot among young adults. KZAP now has a share of more than 16% of the 18-34 adults.

P/A station KGNR moved up nicely in this book. The station shifted its advertising emphasis slightly, keeping the bulk of the dollars invested in billboards but putting more money into TV for the fall sweep. The station's overall ad budget was larger in the fall than for the spring survey. KGNR made tremendous gains among women listeners, but lost some impact among the adult men in the community. KGNR is tied or second among adults 35-64 with KRAK behind KEWT.

Country KRAK underwent a slight downturn in this report. KRAK lost much of its 18-34 audience from the last book, but advanced among adults 25-54 and 35-64. KRAK is now number two with adults 25-54. The advertising plan for KRAK called for

billboards as the main vehicle, followed by busboards and newspaper ads.

Finally, AOR KXOA-FM remained a viable station in this report. KXOA-FM, for example, moved to increase its share of adults 18-34 by approximately 40% and has now narrowed the lead possessed by KZAP. KXOA-FM does not have the heavy teen contingent contained in KZAP's audience, but it does skew older than KZAP, showing up with 83% more persons 25-54. KXOA-FM's advertising stressed TV and busboards, with some billboards also used. The ad total for the fall effort was higher than for the spring.

M-F, 3-7pm		
1 KEWT-FM	KFWT-FM	KEWT-FM
2 KROY-AM	KCTC-FM	KZAP-FM
3 KRAK-AM	KZAP-FM	KXOA-FM
4 KGNR-AM	KGNR-AM	KGNR-AM
5 KXOA-FM	KXOA-FM	KRAK-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 1097

O/N '78	A/M '79	O/N '79
1 KROY-AM	KROY-AM	KZAP-FM
2 KROI-FM	KROY-FM	KROY-AM
3 KPOP-AM	KZAP-FM	KWOD-FM

M-F, 6-10am		
1 KROY-AM	KROY-AM	KROY-AM
2 KROI-FM	KZAP-FM	KZAP-FM
3 KFRC-AM	KROY-FM	KROY-FM

M-F, 3-7pm		
1 KROI-FM	KROY-AM	KZAP-FM
2 KROY-AM	KZAP-FM	KSFM-FM
3 KPIP-FM	KROY-FM	KWOD-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 3005

O/N '78	A/M '79	O/N '79
1 KXOA-FM	KZAP-FM	KZAP-FM
2 KSFM-FM	KXOA-FM	KYOA-FM
3 KROY-AM	KHYL-FM	KROY-FM
4 KRAK-AM	KWOD-FM	KHYL-FM
5 KFRC-AM	KSFM-FM	KSFM-FM

M-F, 6-10am		
1 KXOA-FM	KXOA-FM	KZAP-FM
2 KFRC-AM	KZAP-FM	KXOA-FM
3 KRAK-AM	KHYL-FM	KROY-FM
4 KROY-AM	KWOD-FM	KFRC-AM
5 KSFM-FM	KGNR-AM	KROY-AM

M-F, 3-7pm		
1 KXOA-FM	KZAP-FM	KZAP-FM
2 KROY-AM	KHYL-FM	KXOA-FM
3 KZAP-FM	KSFM-FM	KROY-FM
4 KSFM-FM	KXOA-FM	KSFM-FM
5 KRAK-AM	KROY-FM	KHYL-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 3934

O/N '78	A/M '79	O/N '79
1 KEWT-FM	KCTC-FM	KEWT-FM
2 KRAK-AM	KFWT-FM	KRAK-AM
3 KXOA-FM	KGNR-AM	KXOA-FM
4 KGNR-AM	KRAK-AM	KGNR-AM
5 KCTC-FM	KXOA-FM	KGMS-AM

M-F, 6-10am		
1 KGNR-AM	KGNR-AM	KGNR-AM
2 KRAK-AM	KRAK-AM	KRAK-AM
3 KEWT-FM	KFBK-AM	KEWT-FM
4 KFBK-AM	KEWT-FM	KFBK-AM
5 KROY-AM	KXOA-FM	KGMS-AM

M-F, 3-7pm		
1 KRAK-AM	KCTC-FM	KEWT-FM
2 KEWT-FM	KGNR-AM	KGNR-AM
3 KGNR-AM	KFWT-FM	KRAK-AM
4 KROY-AM	KRAK-AM	KXOA-FM
5 KCTC-FM	KXOA-FM	KGMS-AM

## Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 8107

O/N '78	A/M '79	O/N '79
1 KROY-AM	1695	1694
2 KGNR-AM	1470	1487
3 KEWT-FM	1382	1432
4 KFBK-AM	1323	1295
5 KFRC-AM	1214	1277

M-F, 6-10am		
1 KROY-AM	KROY-AM	KGNR-AM
2 KGNR-AM	KGNR-AM	KEWT-FM
3 KFBK-AM	KFBK-AM	KFBK-AM
4 KFRC-AM	KZAP-FM	KZAP-FM
5 KRAK-AM	KEWT-FM	KROY-AM

M-F, 3-7pm		
1 KROY-AM	KROY-AM	KEWT-FM
2 KRAK-AM	KEWT-FM	KZAP-FM
3 KGNR-AM	KGNR-AM	KGNR-AM
4 KEWT-FM	KZAP-FM	KXOA-FM
5 KFRC-AM	KROY-FM	KROY-AM

**Teens**  
M-S, 6am-Midnight  
POP(00): 1097

O/N '78	A/M '79	O/N '79
1 KROY-AM	KROY-AM	KROY-AM
2 KROI-FM	KROY-FM	KZAP-FM
3 KFRC-AM	KZAP-FM	KSFM-FM

M-F, 6-10am		
1 KROY-AM	KROY-AM	KROY-AM
2 KROI-FM	KROY-FM	KZAP-FM
3 KFRC-AM	KZAP-FM	KROY-FM

M-F, 3-7pm		
1 KROY-AM	KROY-FM	KZAP-FM
2 KROI-FM	KROY-AM	KROY-AM
3 KFRC-AM	KZAP-FM	KSFM-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 3005

O/N '78	A/M '79	O/N '79
1 KXOA-FM	KZAP-FM	KXOA-FM
2 KFRC-AM	KROY-AM	KZAP-FM
3 KROY-AM	KXOA-FM	KZAP-FM
4 KRAK-AM	KFRC-AM	KROY-FM
5 KZAP-FM	KROY-FM	KFRC-AM

M-F, 6-10am		
1 KFRC-AM	KZAP-FM	KZAP-FM
2 KROY-AM	KXOA-FM	KXOA-FM
3 KXOA-FM	KFRC-AM	KROY-AM
4 KRAK-AM	KROY-AM	KROY-FM
5 KGNR-AM	KROY-FM	KFRC-AM

M-F, 3-7pm		
1 KROY-AM	KZAP-FM	KZAP-FM
2 KXOA-FM	KROY-AM	KXOA-FM
3 KFRC-AM	KXOA-FM	KSFM-FM
4 KRAK-AM	KFRC-AM	KROY-FM
5 KZAP-FM	KROY-FM	KHYL-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 3934

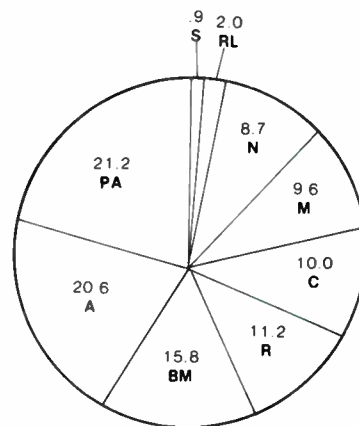
O/N '78	A/M '79	O/N '79
1 KGNR-AM	KGNR-AM	KGNR-AM
2 KEWT-FM	KEWT-FM	KEWT-FM
3 KRAK-AM	KRAK-AM	KRAK-AM
4 KFBK-AM	KCTC-FM	KFBK-AM
5 KROY-AM	KXOA-FM	KXOA-FM

M-F, 6-10am		
1 KGNR-AM	KGNR-AM	KGNR-AM
2 KRAK-AM	KRAK-AM	KEWT-FM
3 KFBK-AM	KFWT-FM	KRAK-AM
4 KEWT-FM	KXOA-FM	KFBK-AM
5 KROY-AM	KFBK-AM	KGMS-AM

M-F, 3-7pm		
1 KRAK-AM	KGNR-AM	KEWT-FM
2 KGNR-AM	KEWT-FM	KGNR-AM
3 KEWT-FM	KRAK-AM	KRAK-AM
4 KROY-AM	KCTC-FM	KXOA-FM
5 KCTC-FM	KYOA-FM	KGMS-AM

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



## Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# St. Louis

METRO RANK



## O/N '79 Market Overview

The number one station in this market may just as well be etched in stone in the Arbitron tablets — **KMOX** forever. The **CBS** Talk station did have a down book, if you can call having a mere 24% of the market "down." With its huge overall appeal, **KMOX** is tied for third among 18-34 adults and tops in every other major adult category.

The new number two station in the market is **AOR KSHE**, which added more than three shares to its total to garner almost 9% of the metro total audience. **KSHE** spent advertising dollars on TV and for billboards, and ended up increasing its share of 18-34 adults by 50%. **KSHE** now has almost 19% of the young adults tuning in during the week.

Just behind **KSHE** is **KWK/WWWK-FM**, the **Doubleday** pairing that surprised the market in the spring book. After the debut book, the stations scored an increase of 33% and moved up to an 18-34 share of approximately 16% in this report. **Doubleday** spent approximately \$80,000 in media this time, with the concentration going into TV and billboards. **KWK** and **WWWK** were fully simulcast during the fall book, but they have subsequently broken apart and gone their separate programming ways.

Beautiful Music **KEZK** moved up slightly in the fall

survey. The station used the formula being tried by many **BM** stations these days — run the **Patrick O'Neal** spot on TV and allocate more of your ad dollars to that medium to give the commercial the exposure needed. Besides the **O'Neal** spot, **KEZK** went through a change of the entire air staff of announcers that work within the **Schulke** format. The demographic showing the most improvement for **KEZK** was adults 25-54.

Two other stations with significant stories in this book are **Top 40** stations **KSLQ** and **KXOK**. **KSLQ** had led in this comparison, but dropped half of its 12+ audience in the fall report. More importantly, **KSLQ's** 18-34 share dropped by more than 50%, so the station now has a share of 18-34 adults just over 5%, while **KXOK** has surged to a share in this demo of more than 11%. Also, **KSLQ** lost many of its teens, apparently to **WWWK**, which is now the top teen station in St. Louis.

(Note: **KWK/WWWK-FM** were totally simulcast during the O/N '79 sweep.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 19739

O/N '78	A/M '79	O/N '79
1 KMOX-AM 21.9	KMOX-AM 26.7	KMOX-AM (M) 24.6
2 KSHE-FM 7.3	KEZK-FM 7.0	KSHE-FM (A) 8.9
3 KSLQ-FM 7.3	KSLQ-FM 6.5	WWWK-FM (R) 8.2
4 WIL -FM 7.1	KSHE-FM 5.6	KEZK-FM (M) 7.4
5 KSD -AM 6.1	KXOK-AM 5.5	KXOK-AM (R) 6.2
6 KXOK-AM 5.8	KWK -AM 5.0	WIL -FM (C) 5.6
7 KEZK-FM 5.6	WIL -FM 4.5	WRTH-AM (M) 4.0
8 WIL -AM 5.6	WWWK-FM 4.3	KMOX-FM (PA) 3.5
9 KMOX-FM 4.6	WIL -AM (C) 3.5	
10 WRTH-AM 4.4	WRTH-AM 4.0	KSLQ-FM (R) 3.3
11 KKSS-FM 3.5	KSD -AM 3.7	KKSS-FM (M) 3.3
12 KADI-FM 3.4	KKSS-FM 3.5	KWK -AM (M) 2.9
13 KATZ-AM 3.1	KMOX-FM 3.2	KATZ-AM (M) 2.7
14 KCFM-FM 2.9	KATZ-AM 2.7	KSD -AM (PA) 2.6
15 KKOJ-AM 1.5	KADI-FM 1.8	WESL-AM (C) 1.8
16 WESL-AM 1.3	WESL-AM 1.8	KADI-FM (PA) 1.6
17 WGNU-FM 0.6	KCFM-FM 1.5	KCFM-FM (M) 1.0
18 WEW -AM 0.6	KIRL-AM 0.7	WEW -AM (M) 0.9
19 WHRY-FM 0.6	WIBV-AM 0.6	KXEN-AM (M) 0.6
20 WGNU-AM 0.5	WOKZ-AM 0.6	WIBV-AM (PA) 0.5
21 KSTL-AM 0.4	KADI-AM 0.5	KLPW-AM (PA) 0.5
22 KIRL-AM 0.4	WEW -AM 0.4	WZEN-FM (M) 0.5
23 WIBV-AM 0.4	KSCF-FM 0.4	WGNU-AM (C) 0.4
24	WZEN-FM 0.3	KIRL-AM (C) 0.4
25	WHRY-FM 0.3	KSTL-AM (C) 0.4
26	KXEN-AM 0.3	KLPW-FM (C) 0.2

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 19739

O/N '78	A/M '79	O/N '79
1 KMOX-AM 6R1	KMOX-AM 841	KMOX-AM 770
2 KSHE-FM 229	KEZK-FM 219	KSHE-FM 279
3 KSLQ-FM 227	KSLQ-FM 205	WWWK-FM 256
4 WIL -FM 222	KSHE-FM 176	KEZK-FM 232
5 KSD -AM 189	KXOK-AM 173	KXOK-AM 194
6 KXOK-AM 180	KWK -AM 156	WIL -FM 176
7 KEZK-FM 174	WIL -FM 140	WRTH-AM 124
8 WIL -AM 173	WWWK-FM 135	KMOX-FM 111
9 KMOX-FM 144	WIL -AM 133	WIL -AM 108
10 WRTH-AM 137	WRTH-AM 125	KSLQ-FM 102

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KSLQ-FM	KXOK-AM
3 WIL -FM	WIL -AM	WWWK-FM
4 KXOK-AM	KSD -AM	KSHE-FM
5 WIL -AM	KXOK-AM	WIL -FM
6 KSLQ-FM	KEZK-FM	KEZK-FM
7 KMOX-FM	KSHE-FM	WRTH-AM
8 KEZK-FM	KWK -AM	WIL -AM
9 WRTH-AM	WIL -FM	KSLQ-FM
10 KSHE-FM	WRTH-AM	KSD -AM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSHE-FM	KSLQ-FM	WWWK-FM
3 KSLQ-FM	KEZK-FM	KSHE-FM
4 WIL -FM	KSHE-FM	KEZK-FM
5 KSD -AM	KXOK-AM	KXOK-AM
6 KXOK-AM	WWWK-FM	WIL -FM
7 WIL -AM	KWK -AM	KWK -AM
8 KMOX-FM	WIL -FM	WRTH-AM
9 KEZK-FM	WIL -AM	KMOX-FM
10 WRTH-AM	WRTH-AM	KKSS-FM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 9291

O/N '78	A/M '79	O/N '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 WIL -FM	KXOK-AM	KXOK-AM
3 KSD -AM	KEZK-FM	KEZK-FM
4 WIL -AM	KSD -AM	WIL -FM
5 KEZK-FM	WIL -AM	WIL -AM
6 KMOX-FM	WIL -FM	KMOX-FM
7 KXOK-AM	KSLQ-FM	WWWK-FM
8 KSLQ-FM	WRTH-AM	KKSS-FM
9 KCFM-FM	KMOX-FM	WRTH-AM
10 WRTH-AM	KWK -AM	KSHE-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KSD -AM	KXOK-AM
3 WIL -FM	KXOK-AM	WIL -FM
4 WIL -AM	WIL -AM	WIL -AM
5 KXOK-AM	KEZK-FM	KEZK-FM
6 KMOX-FM	KSLQ-FM	KSD -AM
7 KEZK-FM	WIL -FM	WRTH-AM
8 KSLQ-FM	KMOX-FM	KSHE-FM
9 WRTH-AM	WRTH-AM	KMOX-FM
10 KCFM-FM	KWK -AM	KSLQ-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KXOK-AM	KMOX-AM	KSHE-FM
2 KSLQ-FM	KSLQ-FM	WWWK-FM
3 KXOK-AM	KWK -AM	KXOK-AM
4 KSD -AM	KXOK-AM	KSHE-FM
5 KSHE-FM	KSHE-FM	KEZK-FM
6 WIL -FM	WWWK-FM	WIL -FM
7 KADI-FM	KEZK-FM	WIL -FM
8 KMOX-FM	KEZK-FM	WIL -FM
9 KKSS-FM	KSD -AM	WIL -FM
10 KCFM-FM	KADI-FM	KADI-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 WIL -FM	KXOK-AM	KXOK-AM
3 KSD -AM	KEZK-FM	KEZK-FM
4 WIL -AM	WIL -AM	WWWK-FM
5 KEZK-FM	WIL -FM	WIL -FM
6 KMOX-FM	KSD -AM	KMOX-FM
7 KXOK-AM	KSLQ-FM	WIL -AM
8 KSLQ-FM	WRTH-AM	KKSS-FM
9 WRTH-AM	KKSS-FM	KSHE-FM
10 KCFM-FM	KWK -AM	WRTH-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 19739

O/N '78	A/M '79	O/N '79
1 KMOX-AM 8066	KMOX-AM 8933	KMOX-AM 846
2 KXOK-AM 4257	KSLQ-FM 3516	KXOK-AM 362
3 KSLQ-FM 4148	KXOK-AM 3328	WWWK-FM 350
4 KSD -AM 4135	KSD -AM 3038	KEZK-FM 315
5 KSHE-FM 2786	KWK -AM 2987	KSHE-FM 282
6 KADI-FM 2576	KSHE-FM 2858	KSLQ-FM 281
7 KMOX-FM 2430	KEZK-FM 2551	KMOX-FM 238
8 WIL -AM 2378	WRTH-AM 2377	WIL -FM 235
9 WIL -FM 2291	WIL -AM 2237	KSD -AM 228
10 WRTH-AM 2237	WIL -FM 2214	KWK -AM 222

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KXOK-AM	KSLQ-FM	WWWK-FM
3 KSD -AM	KSD -AM	KXOK-AM
4 KSLQ-FM	KXOK-AM	KSHE-FM
5 KSHE-FM	KWK -AM	WIL -FM
6 KMOX-FM	KSHE-FM	KSLQ-FM
7 WIL -AM	WIL -AM	KEZK-FM
8 WIL -FM	WRTH-AM	KWK -AM
9 WRTH-AM	WWWK-FM	WIL -AM
10 KADI-FM	WIL -FM	KMOX-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSLQ-FM	KSLQ-FM	WWWK-FM
3 KXOK-AM	KWK -AM	KXOK-AM
4 KSD -AM	KXOK-AM	KSHE-FM
5 KSHE-FM	KSHE-FM	KEZK-FM
6 WIL -FM	WWWK-FM	WIL -FM
7 KADI-FM	KEZK-FM	KSLQ-FM
8 WIL -AM	WIL -FM	KWK -AM
9 WRTH-AM	KSD -AM	WRTH-AM
10 KMOX-FM	WRTH-AM	KMOX-FM

### Teens

M-S, 6am-Midnight  
POP(00): 2701

O/N '78	A/M '79	O/N '79
1 KSLQ-FM	KSLQ-FM	WWWK-FM
2 KXOK-AM	KWK -AM	KWK -AM
3 KSHE-FM	WWWK-FM	KSLQ-FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KSLQ-FM	KSLQ-FM	WWWK-FM
2 KSHE-FM	WWWK-FM	KWK -AM
3 KXOK-AM	KWK -AM	KSLQ-FM

M-F, 3-7pm

O/N '78	A/M '79	O/N '79
1 KSLQ-FM	WWWK-FM	WWWK-FM
2 KSHE-FM	KSLQ-FM	KSHE-FM
3 KXOK-AM	KWK -AM	KWK -AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 6926

O/N '78	A/M '79	O/N '79
1 KXOK-AM	KMOX-AM	KXOK-AM
2 KSLQ-FM	KSLQ-FM	KMOX-AM
3 KSD -AM	KXOK-AM	KSHE-FM
4 KMOX-AM	KSHE-FM	WWWK-FM
5 KSHE-FM	KWK -AM	KSLQ-FM
6 KADI-FM	KSD -AM	KWK -AM
7 KMOX-FM	KADI-FM	KWK -AM
8 KKSS-FM	WWWK-FM	WIL -FM
9 KCFM-FM	KKSS-FM	KMOX-FM
10 WIL -FM	KADI-FM	WIL -FM

M-F, 6-10am

O/N '78	A/M '79	O/N '79
1 KXOK-AM	KMOX-AM	KMOX-AM
2 KSLQ-FM	KSHE-FM	KXOK-AM
3 KMOX-AM	KSLQ-FM	KSHE-FM
4 KSHE-FM	KXOK-AM	WWWK-FM
5 KSD -AM	KWK -AM	KSLQ-FM
6 KADI-FM	KSD -AM	KWK -AM
7 KMOX-FM	WIL -FM	WIL -FM
8 KKSS-FM	WWWK-FM	KMOX-FM
9 KCFM-FM	KADI-FM	KKSS-FM
10 WIL -FM	KMOX-FM	KADI-FM

M-F, 3-7pm

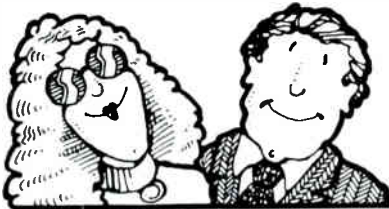
O/N '78	A/M '79	O/N '79
1 KXOK-AM	KSLQ-FM	KSHE-FM
2 KSHE-FM	KSHE-FM	KXOK-AM
3 KSD -AM	KXOK-AM	WWWK-FM
4 KSLQ-FM	KMOX-AM	KMOX-AM
5 KADI-FM	KWK -AM	KSLQ-FM
6 WIL -FM	KADI-FM	KWK -AM
7 KMOX-FM	KKSS-FM	KMOX-FM
8 KKSS-FM	KSD -AM	WIL -FM
9 KMOX-FM	WWWK-FM	KKSS-FM
10 KCFM-FM	KATZ-AM	KADI-FM



# Look who rocks with K-SHE.

## K-SHE...the #1 Music Station in St. Louis.

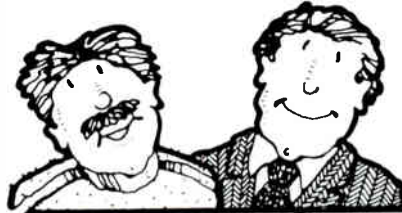
ARB Breakouts \*(Average Quarter Hours—M.S.A.)



### ADULTS 18-34

# #1

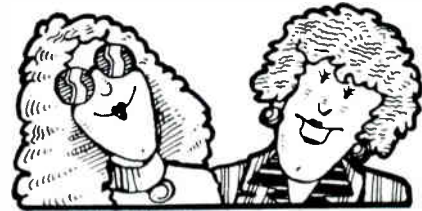
Mon-Sun 6 am-12 Mid  
Mon-Fri 10 am-3 pm  
Mon-Fri 3 pm-7 pm  
Mon-Fri 7 pm-12 Mid  
Sat 10 am-3 pm  
Weekends 7 pm-12 Mid  
(Other than KMOX)  
Mon-Fri 6 am-10 am



### MEN 18-34

# #1

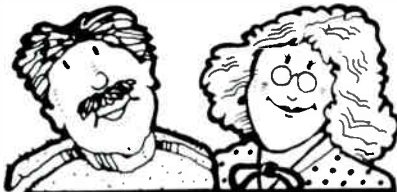
Mon-Sun 6 am-12 Mid  
Mon-Fri 6 am-10 am  
Mon-Fri 10 am-3 pm  
Mon-Fri 3 pm-7 pm  
Mon-Fri 7 pm-12 Mid  
Sat 6 am-12 Mid  
Sun 6 am-10 am  
Sun 3 pm-12 Mid



### WOMEN 18-34

# #1

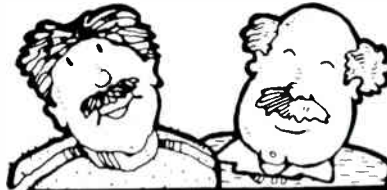
Sat 7 pm-12 Mid  
Sun 3 pm-7 pm  
Sun 7 pm-12 Mid



### ADULTS 18-49

# #1

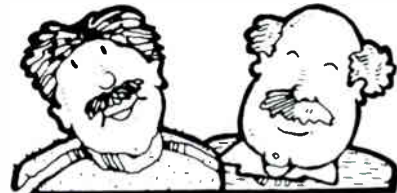
Mon-Fri 7 pm-12 Mid  
Weekends 7 pm-12 Mid



### MEN 18-49

# #1

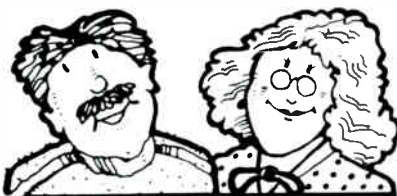
Mon-Fri 10 am-3 pm  
Mon-Fri 3 pm-7 pm  
Mon-Fri 7 pm-12 Mid  
Weekends 7 pm-12 Mid



### MEN 18-49

# #1

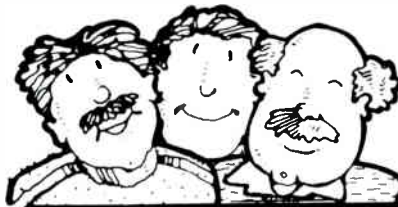
(Other than KMOX)  
Mon-Sun 6 am-12 Mid  
Mon-Fri 6 am-10 am  
Sat 10 am-7 pm  
Sun 6 am-7 pm



### ADULTS 18-49

# #1

(Other than KMOX)  
Mon-Sun 6 am-12 Mid  
Mon-Fri 10 am-3 pm  
Mon-Fri 3 pm-7 pm  
Weekends 10 am-3 pm



### MEN 18 +

# #1

Sun 7 pm-12 Mid  
(Other than KMOX)  
Mon-Sun 6 am-12 Mid  
Mon-Fri 6 am-10 am  
Mon-Fri 10 am-3 pm  
Mon-Fri 3 pm-7 pm  
Mon-Fri 7 pm-12 Mid  
Sat 10 am-12 Mid



### ADULTS 18 +

# #1

(Other than KMOX)  
Mon-Fri 10 am-3 pm  
Weekends 7 pm-12 Mid

# K-SHE-95

Represented by  
McGavren Guild

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CRESTWOOD/ST. LOUIS, MISSOURI • CENTURY BROADCASTING COMPANY

Audience measurement data are estimates only, subject to the same limitations as the source.

\*Based on October/November, 1979 Arbitron radio audience estimates.



# Salinas-Seaside-Monterey

METRO RANK

119

## O/N '79 Market Overview

This was the first fall book ever in the Salinas area, but Arbitron seems to have handled the diary placement and retrieval chore well. Top 40 **KDON-FM** improved its 12+ share again and remains the number one station in the market. **KDON-FM** added one-third to its 18-34 audience for a young adult share of almost 29%. The station advertised on TV and in the local newspaper. On-air giveaways included trips to Lake Tahoe.

The second-ranked local station is Spanish language **KCTY**. **KCTY** more than tripled its former 12+ share, and with the numbers in this book also became the number one 25-54 station and the number two 18-34 station. Spanish area diary return was not dramatically different in this sweep than in the spring, but it appears as though **KCTY** caught a number of young adults who happened to have diaries. It will be most interesting to see if the station can hold on to these numbers.

Top 40 **KIDD** enjoyed a good book also. **KIDD**'s 12+ share almost doubled, and its 18-34 share more than doubled. The station is now third among 18-34 adults, and also scores well with teens, second in this demo to **KDON-FM**. Contests were aimed at teens, based on the idea "the longer you listen, the more you can win." The station was looking for more women in its demographic mix, and changed the quality of the music and the rotation. Indeed, female numbers did improve for **KIDD**.

Several of the leading stations suffered setbacks in this report. Country **KTOM** lost 50% of its total audience, with virtually all listeners under age 35 wiped out in this book. The 25-54 share decreased also, but **KTOM** was able to hold on to third place (among local stations) in that target group. The advertising profile for **KTOM** was lowered slightly for this book, with all the ad dollars going into billboards.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 2341

	A/M '78	A/M '79	O/N '79
1	KDON-FM 13.6	KDON-FM 15.4	KDON-FM (M) 17.8
2	KTOM-AM 11.1	KTOM-AM 11.2	KGO -AM (M) 9.2
3	KWAV-FM 6.4	KGO -AM 10.2	KCTY-AM (S) 8.9
4	KGO -AM 6.4	KWYT-FM 9.5	KIDD-AM (M) 7.9
5	KDON-AM 5.3	KWAV-FM 5.1	KTOM-AM (C) 5.7
6	KWYT-FM 5.3	KLRB-FM 4.6	KWYT-FM (BM) 5.4
7	KLRB-FM 5.0	KIDD-AM 4.1	KWAV-FM (PA) 4.0
8	KCTY-AM 4.4	KDON-AM 3.4	KCBS-AM (M) 3.7
9	KBAY-FM 3.9	KNBR-AM 3.4	KDON-AM (PA) 3.0
10	KNBY-AM 3.6	KSJO-FM 3.4	KBAY-FM (M) 3.0
11	KCBS-AM 3.1	KCTY-AM 2.7	KRAY-FM (S) 3.0
12	KFAT-FM 2.8	KBAY-FM 2.2	KOKO-FM (M) 2.7
13	KIDD-AM 2.5	KOKO-FM 2.2	KLRR-FM (A) 2.2
14	KNBR-AM 2.5	KCBS-AM 2.2	KSJO-FM (A) 2.0
15	KLOK-AM 1.7	KFAT-FM 2.2	KSCO-AM (BM) 1.7
16	KRKC-AM 1.7	KFRCA-AM 0.7	KFAT-FM (C) 1.2
17	KARA-FM 1.7	KESE-AM 0.7	KFRCA-AM (M) 0.7
18	KSJO-FM 1.4	KOCN-FM 0.7	KESE-AM (PA) 0.7
19	KFRCA-AM 1.4	KDFC-FM 0.7	KLOK-AM (PA) 0.7
20	KZEN-FM 1.1	KRKC-AM 0.5	KARA-FM (PA) 0.5
21	KDIA-AM 0.6		KRHL-AM (PA) 0.5
22	KSCO-AM 0.6		KRAK-AM (C) 0.5
23	KSCO-FM 0.3		KOCN-FM (A) 0.5

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2341

	A/M '78	A/M '79	O/N '79
1	KDON-FM 49	KDON-FM 63	KDON-FM 72
2	KTOM-AM 40	KTOM-AM 46	KGO -AM 37
3	KWAV-FM 23	KGO -AM 42	KCTY-AM 36
4	KGO -AM 23	KWYT-FM 39	KIDD-AM 32
5	KDON-AM 19	KWAV-FM 21	KTOM-AM 23

M-F, 6-10am			
1	KTOM-AM	KTOM-AM	KDON-FM
2	KDON-FM	KGO -AM	KIDD-AM
3	KGO -AM	KDON-FM	KIDD-AM
4	KWAV-FM	KWYT-FM	KCTY-AM
5	KDON-AM	KIDD-AM	KTOM-AM

M-F, 3-7pm			
1	KDON-FM	KDON-FM	KDON-FM
2	KTOM-AM	KWYT-FM	KIDD-AM
3	KWAV-FM	KTOM-AM	KCTY-AM
4	KWYT-FM	KGO -AM	KGO -AM
5	KLRB-FM	KWAV-FM	KWYT-FM

Beautiful Music **KWYT** lost almost half its listeners 12+ in this survey. The biggest shock came when two-thirds of its 35+ audience disappeared in one book. From almost 23% of the 35-64 market in the spring, **KWYT** now is reduced to just over 8%, third best in the demo.

Finally, Pop/Adult **KWAV-FM** lost about 20% of its 12+ share figure, with the unkindest cut of all coming in the 18-34 cell, where the **KWAV** figures dropped by 35%.

Teens  
M-S, 6am-Midnight  
POP(00): 294

	A/M '78	A/M '79	O/N '79
1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KIDD-AM	KIDD-AM
3	KSJO-FM	KCTY-AM	KCTY-AM

M-F, 6-10am			
1	KDON-FM	KDON-FM	KIDD-AM
2	KDON-AM	KIDD-AM	KDON-FM
3	KCTY-AM	KNBR-AM	KRAY-FM

M-F, 3-7pm			
1	KDON-FM	KDON-FM	KIDD-AM
2	KDON-AM	KIDD-AM	KDON-FM
3	KSJO-FM	KCTY-AM	KRAY-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 974

	A/M '78	A/M '79	O/N '79
1	KDON-FM	KDON-FM	KDON-FM
2	KTOM-AM	KTOM-AM	KCTY-AM
3	KLRB-FM	KLRB-FM	KIDD-AM
4	KWAV-FM	KWAV-FM	KWAV-FM
5	KDON-AM	KDON-AM	KLRB-FM

M-F, 6-10am			
1	KTOM-AM	KTOM-AM	KDON-FM
2	KDON-FM	KDON-FM	KCTY-AM
3	KWAV-FM	KLRB-FM	KIDD-AM
4	KDON-AM	KWAV-FM	KDON-AM
5	KLRB-FM	KSJO-FM	KRAY-FM

M-F, 3-7pm			
1	KDON-FM	KDON-FM	KDON-FM
2	KLRB-FM	KTOM-AM	KIDD-AM
3	KTOM-AM	KLRB-FM	KWAV-FM
4	KWAV-FM	KWAV-FM	KOKO-FM
5	KMBY-AM	KSJO-FM	KWYT-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1049

	A/M '78	A/M '79	O/N '79
1	KTOM-AM	KTOM-AM	KCTY-AM
2	KDON-FM	KWYT-FM	KGO -AM
3	KCTY-AM	KDON-FM	KDON-FM
4	KGO -AM	KGO -AM	KTOM-AM
5	KWYT-FM	KWAV-FM	KWYT-FM

M-F, 6-10am			
1	KTOM-AM	KTOM-AM	KGO -AM
2	KGO -AM	KGO -AM	KTOM-AM
3	KWAV-FM	KWYT-FM	KCTY-AM
4	KCTY-AM	KDON-FM	KDON-FM
5	KDON-FM	KWAV-FM	KCBS-AM

M-F, 3-7pm			
1	KDON-FM	KDON-FM	KDON-FM
2	KCTY-AM	KWYT-FM	KWYT-FM
3	KTOM-AM	KTOM-AM	KGO -AM
4	KWYT-FM	KWAV-FM	KTOM-AM
5	KRKC-AM	KGO -AM	KIDD-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2341

	A/M '78	A/M '79	O/N '79
1	KDON-FM 777	KDON-FM 758	KDON-FM 768
2	KDON-AM 506	KGO -AM 450	KIDD-AM 582
3	KMBY-AM 432	KDON-AM 423	KGO -AM 470
4	KWAV-FM 339	KTOM-AM 400	KWYT-FM 321
5	KTOM-AM 334	KIDD-AM 380	KWAV-FM 317

M-F, 6-10am			
1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KGO -AM	KIDD-AM
3	KMBY-AM	KTOM-AM	KGO -AM
4	KGO -AM	KDON-AM	KTOM-AM
5	KTOM-AM	KIDD-AM	KCTY-AM

M-F, 3-7pm			
1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KWYT-FM	KIDD-AM
3	KMBY-AM	KGO -AM	KGO -AM
4	KTOM-AM	KDON-AM	KWYT-FM
5	KWAV-FM	KLRB-FM	KCBS-AM

Teens  
M-S, 6am-Midnight  
POP(00): 294

	A/M '78	A/M '79	O/N '79
1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KIDD-AM	KIDD-AM
3	KMBY-AM	KDON-AM	KSJO-FM

M-F, 6-10am			
1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KIDD-AM	KIDD-AM
3	KCTY-AM	KOKO-FM	KCTY-AM

M-F, 3-7pm			
1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KIDD-AM	KIDD-AM
3	KWAV-FM	KCTY-AM	KCTY-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 974

	A/M '78	A/M '79	O/N '79
1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KDON-AM	KIDD-AM
3	KMBY-AM	KLRB-FM	KWAV-FM
4	KLRB-FM	KTOM-AM	KDON-AM
5	KWAV-FM	KIDD-AM	KLRB-FM

M-F, 6-10am			
1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KDON-AM	KIDD-AM
3	KNBY-AM	KLRB-FM	KCTY-AM
4	KWAV-FM	KTOM-AM	KDON-AM
5	KTOM-AM	KWAV-FM	KWAV-FM

M-F, 3-7pm			
1	KDON-FM	KDON-FM	KDON-FM
2	KDON-AM	KDON-AM	KIDD-AM
3	KMBY-AM	KLRB-FM	KWAV-FM
4	KLRB-FM	KSJO-FM	KDON-AM
5	KWAV-FM	KWAV-FM	KOKO-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1049

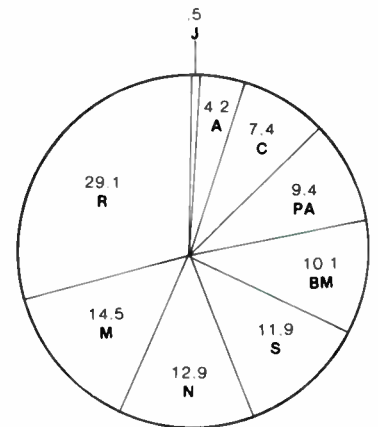
	A/M '78	A/M '79	O/N '79
1	KTOM-AM	KDON-FM	KGO -AM
2	KDON-FM	KTOM-AM	KDON-FM
3	KMBY-AM	KWYT-FM	KWAV-FM
4	KCTY-AM	KWAV-FM	KIDD-AM
5	KWAV-FM	KGO -AM	KTOM-AM

M-F, 6-10am			
1	KTOM-AM	KGO -AM	KGO -AM
2	KDON-FM	KTOM-AM	KTOM-AM
3	KCTY-AM	KDON-FM	KDON-FM
4	KGO -AM	KWYT-FM	KCTY-AM
5	KMBY-AM	KWAV-FM	KIDD-AM

M-F, 3-7pm			
1	KDON-FM	KDON-FM	KDON-FM
2	KTOM-AM	KWYT-FM	KGO -AM
3	KRKC-AM	KWAV-FM	KWYT-FM
4	KWYT-FM	KTOM-AM	KIDD-AM
5	KCTY-AM	KGO -AM	KTOM-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# Salt Lake City- Ogden

METRO RANK **48**

## 'N '79 Market Overview

Bonneville's flagship KSL, a perennially strong channel P/A station, has emerged on top again. Following KSL is a strong AOR station, KCPX-FM. Meanwhile, some usually popular Beautiful Music stations plunged in this report.

KSL has maintained a full-service image for many years. Sports plays a big part in the KSL success in its book, with the station carrying the BYU football games (the team was undefeated during the season) and the new pro basketball team, the Utah Jazz (from New Orleans). KSL spent less during this report, but most of the money was put into TV, with some billboards used to promote the sports teams carried on the station. For the effort, KSL garnered additional adults 35+ and moved into the lead among adults 35-64.

Among younger-skewing stations, AOR KCPX-FM had the best book. The station went from under 10% of the 18-34 audience to more than 15% in this report. KCPX-FM is the new leader among young adults. The automated station did very little outside promotion, using only a couple of billboards and some 10-second spots. On-air promotions included 50-50 package prizes.

Beautiful Music KSFI and KLUB both lost approximately two shares. KSFI had, according to station sources, some technical problems with the antenna during the survey, although there is no note regarding this on the technical difficulty page of the Salt Lake report. KSFI's losses came primarily from the male demos, whereas the losses for KLUB were primarily in the female demos. KSFI edges out KLUB in terms of popularity among 25-54 adults, while KLUB more popular in the 35-64 category.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6562

	O/N '78	A/M '79	O/N '79
1 KSL -AM	11.7	KLUB-AM	9.3
2 KLUB-AM	9.6	KSL -AM	9.2
3 KCPX-AM	7.9	KSFI-FM	8.9
4 KSFI-FM	7.2	KCPX-AM	8.3
5 KRSP-FM	7.0	KALL-AM	7.0
6 KCPX-FM	6.8	KCPX-FM	6.1
7 KALL-AM	6.8	KSOP-FM	5.4
8 KALL-FM	5.5	KRS P-FM	4.9
9 KSOP-FM	5.5	KSXX-AM	3.7
10 KISN-FM	4.5	KISN-FM	3.5
11 KRGO-AM	4.3	KALL-FM	3.5
12 KSOP-AM	3.7	KRGO-AM	3.4
13 KWHO-AM	3.0	KRSP-AM	3.0
14 KSXX-AM	2.9	KDAB-FM	2.5
15 KPRQ-AM	2.2	KSOP-AM	2.2
16 KRSP-AM	1.7	KAYK-FM	1.9
17 KWHO-FM	1.7	KWMS-AM	1.5
18 KLO -AM	1.5	KLO -AM	1.4
19 KAYK-FM	1.3	KWHO-FM	1.4
20 KWHM-AM	0.6	KPRO-AM	1.0
21 KDYL-AM	0.6	KZAN-FM	1.0
22 KVOG-AM	0.5	KSVN-AM	0.9
23 KDAB-FM	0.5	KJQN-AM	0.9
24 KQPD-FM	0.5	KQPD-FM	0.5
25 KSVN-AM	0.5	KWHO-AM	0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6562

	O/N '78	A/M '79	O/N '79
1 KSL -AM	111	KLUB-AM	85
2 KLUB-AM	91	KSL -AM	84
3 KCPX-AM	75	KSFI-FM	81
4 KSFI-FM	68	KCPX-AM	76
5 KRSP-FM	66	KALL-AM	64

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KSL -AM		KSL -AM	
2 KLUB-AM		KALL-AM	
3 KALL-AM		KCPX-AM	
4 KCPX-AM		KLUB-AM	
5 KRGO-AM		KSFI-FM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KSL -AM		KSFI-FM	
2 KLUB-AM		KLUB-AM	
3 KSFI-FM		KSL -AM	
4 KALL-AM		KCPX-AM	
5 KCPX-FM		KCPX-FM	

The leading 25-54 station is P/A KALL. The AM station saw its share of 18-34 adults slip but made up the loss by adding to its 25-54 numbers. KALL has more than 11% of the 25-54 market.

In Top 40 competition, KRSP-FM and KCPX-AM drew closer together. KCPX lost 16% of its 18-34 share, while KRSP-FM was improving its 12+ share by boosting its appeal to teens. KRSP-FM is now the top teen station in Sale Lake.

Please note that station KAYK-FM ran on-air survey announcements during the Arbitron sweep.

Teens  
M-S, 6am-Midnight  
POP(00): 962

	O/N '78	A/M '79	O/N '79
1 KCPX-AM		KCPX-AM	
2 KRSP-FM		KRSP-FM	
3 KCPX-FM		KCPX-FM	

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KCPX-AM		KCPX-AM	
2 KRSP-FM		KRSP-FM	
3 KCPX-FM		KCPX-FM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KRSP-FM		KRSP-FM	
2 KCPX-AM		KCPX-AM	
3 KCPX-FM		KCPX-FM	

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2649

	O/N '78	A/M '79	O/N '79
1 KCPX-FM		KCPX-AM	
2 KALL-AM		KCPX-FM	
3 KSL -AM		KALL-AM	
4 KCPX-AM		KALL-FM	
5 KRSP-FM		KSL -AM	

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KALL-AM		KALL-AM	
2 KCPX-AM		KCPX-AM	
3 KCPX-FM		KCPX-FM	
4 KSL -AM		KSL -AM	
5 KALL-FM		KALL-FM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KCPX-FM		KCPX-AM	
2 KALL-AM		KCPX-FM	
3 KCPX-AM		KALL-AM	
4 KRSP-FM		KALL-FM	
5 KSFI-FM		KSL -AM	

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3117

	O/N '78	A/M '79	O/N '79
1 KSL -AM		KSL -AM	
2 KSFI-FM		KALL-AM	
3 KALL-AM		KSFI-FM	
4 KSOP-FM		KSOP-FM	
5 KLUB-AM		KLUB-AM	

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KSL -AM		KALL-AM	
2 KALL-AM		KSL -AM	
3 KLUB-AM		KLUB-AM	
4 KRGO-AM		KSFI-FM	
5 KSOP-FM		KSOP-FM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KCPX-AM		KCPX-AM	
2 KRSP-FM		KRSP-FM	
3 KCPX-FM		KCPX-FM	

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KCPX-AM		KCPX-AM	
2 KRSP-FM		KRSP-FM	
3 KCPX-FM		KCPX-FM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KCPX-AM		KCPX-AM	
2 KRSP-FM		KRSP-FM	
3 KCPX-FM		KCPX-FM	

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 2649

	O/N '78	A/M '79	O/N '79
1 KCPX-AM		KCPX-AM	
2 KCPX-FM		KALL-AM	
3 KSL -AM		KCPX-FM	
4 KALL-AM		KSL -AM	
5 KALL-FM		KALL-FM	

M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KCPX-AM		KALL-AM	
2 KALL-AM		KCPX-AM	
3 KCPX-FM		KSL -AM	
4 KSL -AM		KCPX-FM	
5 KRSP-FM		KRSP-AM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KCPX-AM		KCPX-AM	
2 KCPX-FM		KCPX-FM	
3 KALL-AM		KALL-AM	
4 KRSP-FM		KSL -AM	
5 KALL-FM		KALL-FM	

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 3117

	O/N '78	A/M '79	O/N '79
1 KSL -AM		KSL -AM	
2 KLUB-AM		KALL-AM	
3 KALL-AM		KLUB-AM	
4 KSFI-FM		KCPX-AM	
5 KCPX-AM		KSFI-FM	

M-F, 6-10am

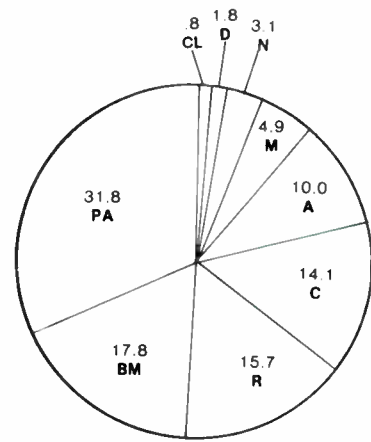
	O/N '78	A/M '79	O/N '79
1 KSL -AM		KALL-AM	
2 KALL-AM		KSL -AM	
3 KLUB-AM		KLUB-AM	
4 KSOP-FM		KCPX-AM	
5 KRGO-AM		KSFI-FM	

M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KSL -AM		KALL-AM	
2 KALL-AM		KSL -AM	
3 KLUB-AM		KLUB-AM	
4 KRGO-AM		KSOP-FM	
5 KSFI-FM		KCPX-AM	

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk



# San Antonio

METRO RANK

36

## O/N '79 Market Overview

Waterman's Top 40 rocker **KTSA** is again atop the charts in San Antonio, but for the fourth straight book the station's 12+ share has decreased. **KTSA** spent about \$30,000 in advertising in TV and billboards to try to reverse the trend, but to no avail. **KTSA** remains the top station in the 18-34 demos, with about 13% of the market, but its once-strong hold on teen audiences is slipping. Even as **KTSA** sees its teen and 18-34 shares erode, **KONO** is on the upswing. **KONO** doubled its 18-34 share in the fall and now has more than 10% of the young adult audience, just behind **KTSA**. It will be worth watching the A/M '80 results to see how this matchup comes out. Another factor in this Top 40 equation is Waterman's FM, **KTFM**. The station fell back to the 12+ share it had in the O/N '78 survey after a big jump in the spring sweep. **KTFM** fell from 15% of the 18-34 audience to approximately 9% this book. In the spring book **KTFM** was heavily flavored with a disco sound, but for the fall the station swung back to Top 40.

With the heavy Hispanic population in the San Antonio area, it's not surprising that Spanish language **KCOR** should rank second in the metro. **KCOR**'s overall share dropped due to men 35+ not tuning in with the frequency that they might have in the past sweep.

The leading P/A station in the San Antonio market is **KITY**. **KITY** received good news from Beltsville this time with an overall share increase that moves the station into third place. **KITY** increased its share of 18-34 adults by 40% in this book, so the station now ranks third in the young adult demo. **KITY**'s ad campaign consisted mainly of bus benches and a little newspaper advertising.

Two other stations which fared well in this survey were Country **KKYX** and News station **WOAI**. **KKYX** was able to boost its 12+ share by adding 44% to its 25-54 numbers. **KKYX** now ranks second among 25-54 adults. **WOAI** advertised itself more heavily for the fall book, using TV, newspaper, and billboards. The station gained mainly among women 35+, and **WOAI** is now number two among adults 35-64. The Iranian crisis may have had some impact on the audience for **WOAI** and other News stations.

The fall numbers for Beautiful Music **KQXT** were sour. The station saw its 12+ share fall due mostly to losses of 40% of the station's female audience. The 35+ numbers were most hurt and as a result the station slipped from second to third among persons 35-64.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 8135

	O/N '78	A/M '79	O/N '79			
1	KTSA-AM	14.1	KTSA-AM	11.2	KTSA-AM (M)	9.1
2	KCOR-AM	12.3	KCOR-AM	9.5	KCOR-AM (S)	8.5
3	KKYX-AM	9.2	KTFM-FM	9.3	KITY-FM (PA)	8.4
4	KQXT-FM	8.9	KQXT-FM	8.6	KKYX-AM (C)	8.3
5	KTFM-FM	6.0	WOAI-AM	5.8	WOAI-AM (M)	7.7
6	KONO-AM	5.8	KITY-FM	5.7	KQXT-FM (BM)	6.6
7	KEDA-AM	5.8	KKYX-AM	5.7	KONO-AM (M)	6.2
8	KZZY-FM	5.6	KBUC-FM	5.1	KTFM-FM (M)	6.1
9	KBUC-FM	4.9	KISS-FM	5.1	KBUC-FM (C)	5.3
10	WOAI-AM	4.6	KONO-AM	4.8	KEDA-AM (S)	5.2
11	KITY-FM	4.6	KZZY-FM	4.7	KISS-FM (A)	4.3
12	WOAI-FM	3.6	KAPE-AM	4.2	KZZY-FM (M)	3.7
13	KBUC-FM	2.8	KEDA-AM	3.9	KBUC-FM (C)	3.3
14	KISS-FM	2.8	WOAI-FM	3.3	KCCW-AM (C)	2.9
15	KUKA-AM	2.2	KBUC-AM	3.1	KUKA-AM (S)	2.7
16	KCCW-AM	1.9	KCCW-AM	3.0	WOAI-FM (BM)	2.7
17	KAPE-AM	1.5	KVAR-FM	2.5	KVAR-FM (S)	2.1
18	KHAC-AM	1.1	KHAC-AM	1.3	KAPE-AM (M)	1.8
19	KVAR-FM	1.0	KCNB-AM	1.3	KTUF-FM (L)	1.4
20	KWED-AM	0.8	KUKA-AM	1.2	KHAC-AM (PA)	1.3
21	KHFM-FM	0.7	KWED-AM	0.7	KWED-AM (BM)	0.8
22	KDRY-AM	0.7	KHFM-FM	0.5	KDRY-AM (RL)	0.7
23	KCNB-AM	0.3	KDRY-AM	0.4	KCNB-AM (PA)	0.7
24			KWED-FM	0.3	KHFM-FM	0.6
25			KHFM-FM	0.3	KWED-FM	0.3

## Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 8135

	O/N '78	A/M '79	O/N '79			
1	KTSA-AM	174	KTSA-AM	151	KTSA-AM	123
2	KCOR-AM	152	KCOR-AM	128	KCOR-AM	115
3	KKYX-AM	114	KTFM-FM	125	KITY-FM	114
4	KQXT-FM	110	KQXT-FM	116	KKYX-AM	112
5	KTFM-FM	74	WOAI-AM	78	WOAI-AM	105

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KKYX-AM
2	KCOR-AM	KCOR-AM	KTSA-AM
3	KKYX-AM	KTFM-FM	KCOR-AM
4	KBUC-FM	KBUC-FM	WOAI-AM
5	KQXT-FM	KKYX-AM	KBUC-FM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KITY-FM
2	KCOR-AM	KTFM-FM	KTSA-AM
3	KQXT-FM	KQXT-FM	WOAI-AM
4	KKYX-AM	KITY-FM	KKYX-AM
5	KTFM-FM	KCOR-AM	KTFM-FM

Teens

M-S, 6am-Midnight

POP(00): 1157

	O/N '78	A/M '79	O/N '79
1	KTSA-AM	KTSA-AM	KITY-FM
2	KZZY-FM	KZZY-FM	KTSA-AM
3	KTFM-FM	KTFM-FM	KZZY-FM

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KITY-FM
2	KZZY-FM	KZZY-FM	KTSA-AM
3	KTFM-FM	KTFM-FM	KZZY-FM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KITY-FM
2	KZZY-FM	KZZY-FM	KTFM-FM
3	KTFM-FM	KTFM-FM	KZZY-FM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3095

	O/N '78	A/M '79	O/N '79
1	KTSA-AM	KTFM-FM	KTSA-AM
2	KTFM-FM	KTSA-AM	KONO-AM
3	KITY-FM	KISS-FM	KITY-FM
4	KKYX-AM	KITY-FM	KTFM-FM
5	KCOR-AM	KONO-AM	KISS-FM

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KBUC-FM	KTFM-FM	KKYX-AM
3	KKYX-AM	KBUC-FM	KITY-FM
4	KITY-FM	KITY-FM	KONO-AM
5	KCOR-AM	KISS-FM	KBUC-FM

M-F, 3-7pm

1	KTSA-AM	KTFM-FM	KTSA-AM
2	KTFM-FM	KTSA-AM	KONO-AM
3	KITY-FM	KISS-FM	KITY-FM
4	KONO-AM	KITY-FM	KTFM-FM
5	KKYX-AM	KONO-AM	KISS-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3726

	O/N '78	A/M '79	O/N '79
1	KCOR-AM	KCOR-AM	KTSA-AM
2	KKYX-AM	KTSA-AM	KKYX-AM
3	KQXT-FM	KQXT-FM	KCOR-AM
4	KTSA-AM	KBUC-FM	KEDA-AM
5	KEDA-AM	KKYX-AM	KBUC-FM

M-F, 6-10am

1	KCOR-AM	KCOR-AM	KTSA-AM
2	KKYX-AM	KTSA-AM	KKYX-AM
3	KTSA-AM	KBUC-FM	KBUC-FM
4	KQXT-FM	KKYX-AM	KCOR-AM
5	KBUC-FM	KQXT-FM	WOAI-AM

M-F, 3-7pm

1	KQXT-FM	KTSA-AM	KKYX-AM
2	KCOR-AM	KQXT-FM	KQXT-FM
3	KKYX-AM	KCOR-AM	KTSA-AM
4	KTSA-AM	WOAI-AM	KCOR-AM
5	KITY-FM	KKYX-AM	KBUC-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 8135

	O/N '78	A/M '79	O/N '79			
1	KTSA-AM	2608	KTSA-AM	2559	KTSA-AM	2294
2	KKYX-AM	1551	KTFM-FM	1625	KITY-FM	1500
3	KONO-AM	1336	WOAI-AM	1219	KKYX-AM	1449
4	KTFM-FM	1304	KONO-AM	1174	KTFM-FM	1424
5	KQXT-FM	1233	KQXT-FM	1164	KONO-AM	1393

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KKYX-AM	KTFM-FM	KKYX-AM
3	KCOR-AM	WOAI-AM	WOAI-AM
4	KQXT-FM	KKYX-AM	KITY-FM
5	WOAI-AM	KCOR-AM	KONO-AM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KKYX-AM	KTFM-FM	KITY-FM
3	KTFM-FM	KITY-FM	KTFM-FM
4	KQXT-FM	KQXT-FM	WOAI-AM
5	KZZY-FM	KZZY-FM	KONO-AM

Teens

M-S, 6am-Midnight

POP(00): 1157

	O/N '78	A/M '79	O/N '79
1	KTSA-AM	KTSA-AM	KITY-FM
2	KZZY-FM	KZZY-FM	KTSA-AM
3	KTFM-FM	KTFM-FM	KTFM-FM

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KITY-FM
2	KZZY-FM	KTFM-FM	KTSA-AM
3	KONO-AM	KZZY-FM	KZZY-FM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KITY-FM
2	KZZY-FM	KZZY-FM	KTFM-FM
3	KTFM-FM	KTFM-FM	KTSA-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 3095

	O/N '78	A/M '79	O/N '79
1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KTFM-FM	KONO-AM
3	KONO-AM	KITY-FM	KTFM-FM
4	KKYX-AM	KONO-AM	KITY-FM
5	KZZY-FM	KZZY-FM	KKYX-AM

M-F, 6-10am

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KKYX-AM	KTFM-FM	KONO-AM
3	KTFM-FM	KITY-FM	KITY-FM
4	KONO-AM	KONO-AM	KTFM-FM
5	KITY-FM	KBUC-FM	KKYX-AM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KTFM-FM	KTFM-FM	KTFM-FM
3	KONO-AM	KITY-FM	KONO-AM
4	KKYX-AM	KONO-AM	KITY-FM
5	KITY-FM	KISS-FM	KISS-FM

Adults 25-54

M-S, 6am-Midnight

POP(00): 3726

	O/N '78	A/M '79	O/N '79
1	KTSA-AM	KTSA-AM	KTSA-AM
2	KKYX-AM	KQXT-FM	KKYX-AM
3	KQXT-FM	KKYX-AM	WOAI-AM
4	KCOR-AM	WOAI-AM	KBUC-FM
5	WOAI-AM	KTFM-FM	KCOR-AM

M-F, 6-10am

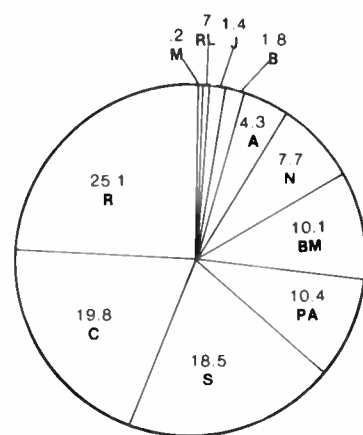
1	KKYX-AM	KTSA-AM	KTSA-AM
2	KTSA-AM	KCOR-AM	KKYX-AM
3	KCOR-AM	KKYX-AM	KBUC-FM
4	KQXT-FM	KBUC-FM	WOAI-AM
5	WOAI-AM	WOAI-AM	KCOR-AM

M-F, 3-7pm

1	KTSA-AM	KTSA-AM	KTSA-AM
2	KKYX-AM	KKYX-AM	KKYX-AM
3	KQXT-FM	KQXT-FM	KBUC-FM
4	KCOR-AM	KTFM-FM	KQXT-FM
5	KBUC-FM	WOAI-AM	KCOR-AM

## Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



## 'N '79 Market Overview

There is a new number one station in San Diego, Beautiful Music KJQY, as KFMB-AM slid under CBS baseball. The other big story is that three AOR's all scored well in this book — three of the top 10 stations in the market, 12+, are AOR's.

In the last book before the fall sweep, there was a station known as KOZN. That station is now called KJQY. The result: a popular Beautiful Music property that has moved up to become the top station in the San Diego metro. KJQY tops the 25-54 shares with more than 9% of the market, and leads among persons 35-64 with almost 14% of that demographic. Promoting itself as "the place to relax," KJQY aired a Patrick O'Neal TV commercial and placed ad dollars in many other media as well. The ad budget for this sweep was the same as for the spring survey.

The rise of the AOR's may have some people puzzled. How is it that three stations with basically the same demographic appeal could all have good jobs? One partial explanation lies in the diary return in this sweep. Arbitron got back many more diaries in this survey than in the spring, and this facted men 18-24 as follows: in the A/M '79 sweep

there were 73 diaries returned from this group; in the O/N '79 survey, 111 came back from men 18-24. More diaries back from the prime AOR target could be part of the answer to the AOR surge. Another factor is the teen return. 30 more teen diaries came back in the fall sweep, and interestingly enough, both KIFM and KPRI recorded good teen increases. The numbers show that KGB-FM is runner-up to KJQY, with KPRI and KIFM not far back. In the target young adult 18-34 demo KGB-FM edges KPRI by less than a share point (each has approximately 10% of the audience), while KIFM is right behind with more than 9%. KGB-FM made the biggest gain of the three.

Several of the leading stations took reverses in this book. Beautiful Music KEZL's 35+ audience has dropped by almost 30%. XTRA-AM-FM each lost audience as their respective formats (BM and AOR) were listened to less frequently by the target audiences; and KFMB-AM and FM each lost shares also. KFMB-AM lost more than 50% of its total audience after baseball season. Top 40 KFMB-FM saw defections by young adults to other younger-skewing stations, driving the KFMB-FM 18-34 share down by about 20%.

A comer in the San Diego market is Top 40/Oldies-formatted KBZT. The station rates as one of the top 18-34 properties and is second with adults 25-54.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 15109

O/N '78	A/M '79	O/N '79
1 KSDO-AM	5.6	KFMB-AM 8.0
2 KPRI-FM	5.2	KJQY-FM 6.0
3 XTRA-AM	5.0	KEZL-FM 5.3
4 KEZL-FM	5.0	XTRA-AM 5.2
5 KFMB-FM	4.9	KFMB-FM 5.1
6 KCB-FM	4.8	XTRA-FM 4.8
7 KJQY-FM	4.7	KMJC-AM 4.7
8 KCBQ-AM	4.7	KSDO-AM 4.6
9 KMJC-AM	4.6	KYXY-FM 4.5
10 KIFM-FM	4.6	KGB -FM 4.4
11 KFMB-AM	3.9	KITT-FM 4.3
12 KBZT-FM	3.9	KPRI-FM 4.1
13 KFSD-FM	3.7	KSON-AM 3.6
14 KSON-AM	3.4	KIFM-FM 3.5
15 KNX -AM	3.4	KBZT-FM 2.9
16 KYXY-FM	2.7	KNX -AM 2.8
17 KOCO-AM	2.6	KCBO-AM 2.8
18 XTRA-FM	2.5	KFSD-FM 2.6
19 KCB -AM	2.0	KFI -AM 2.4
20 KJFM-FM	2.0	KOCO-AM 2.2
1 KFI -AM	1.9	KSON-FM 2.1
2 KSON-FM	1.5	KJFM-FM 1.8
3 XEGH-AM	1.1	KGB -AM 1.7
4 KKOS-FM	1.0	KABC-AM 1.1
5 XHRM-FM	1.0	KLAC-AM 1.0
6 KABC-AM	0.9	XHRM-FM 0.6
7 KOWN-FM	0.8	KKOS-FM 0.5
8 KLAC-AM	0.6	KOWN-FM 0.4
9 KBRT-AM	0.6	KMLO-AM 0.3
10 KBIC-FM	0.5	KMLO-AM (C) 0.4
11 KHET-FM	0.5	KBRT-AM (BM) 0.4
12 KJOI-FM	0.5	KOWN-FM (R) 0.4
13 XHIS-FM	0.4	KOWN-AM (PA) 0.4
14 KGO -AM	0.4	XFOH-AM (M) 0.4

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 15109

O/N '78	A/M '79	O/N '79
1 KSDO-AM	126	KFMB-AM 198
2 KPRI-FM	117	KJQY-FM 148
3 XTRA-AM	113	KEZL-FM 130
4 KEZL-FM	112	XTRA-AM 129
5 KFMB-FM	110	KFMB-FM 127
6 KGB -FM	109	XTRA-FM 119
7 KJQY-FM	107	KMJC-AM 115
8 KCBQ-AM	106	KSDO-AM 114
9 KMJC-AM	105	KYXY-FM 110
10 KIFM-FM	103	KGB -FM 108

M-F, 6-10am

1 KSDO-AM	KSDO-AM
2 KCBQ-AM	XTRA-AM
3 KFMB-AM	KJQY-FM
4 KIFM-FM	KFMB-AM
5 KFMB-FM	KMJC-AM
6 KOCO-AM	KJQY-FM
7 KEZL-FM	KFMB-FM
8 KJQY-FM	KNX -AM
9 XTRA-AM	KSON-AM
10 KMJC-AM	KEZL-FM

M-F, 3-7pm

1 KPRI-FM	XTRA-FM
2 KGB -FM	KIFM-FM
3 KIFM-FM	KYXY-FM
4 KBZT-FM	KFMB-AM
5 KFMB-FM	KCBQ-AM
6 KCBQ-AM	KMJC-AM
7 KMJC-AM	KITT-FM
8 XTRA-FM	KMJC-AM
9 KGB -AM	KPRI-FM
10 KFMB-AM	KBZT-FM

### M-F, 3-7pm

M-F, 3-7pm  
POP(00): 17529

O/N '78	A/M '79	O/N '79
1 KMJC-AM	KFMB-AM	KJQY-FM
2 KPRI-FM	KEZL-FM	KPRI-FM
3 XTRA-AM	KMJC-AM	KGB -FM
4 KJQY-FM	KITT-FM	KFMB-FM
5 KFMB-FM	KFMB-FM	KIFM-FM
6 KCB -FM	KJQY-FM	XTRA-FM
7 KCBQ-AM	KGB -FM	KSDO-AM
8 KCBQ-AM	KGB -FM	KEZL-FM
9 KIFM-FM	XTRA-FM	KBZT-FM
10 KSDO-AM	XTRA-AM	KMJC-AM

### Teens

M-S, 6am-Midnight  
POP(00): 17529

O/N '78	A/M '79	O/N '79
1 KFMB-FM	KMJC-AM	KFMB-FM
2 KMJC-AM	KFMB-FM	KMJC-AM
3 KCBQ-AM	KITT-FM	KPRI-FM

M-F, 6-10am

1 KFMB-FM	KMJC-AM	KFMB-FM
2 KCBQ-AM	KFMB-FM	KMJC-AM
3 KMJC-AM	KITT-FM	KGB -FM

M-F, 3-7pm

1 KMJC-AM	KITT-FM	KFMB-FM
2 KFMB-AM	KMJC-AM	KMJC-AM
3 KCBQ-AM	KFMB-FM	KGB -FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 6159

O/N '78	A/M '79	O/N '79
1 KPRI-FM	XTRA-FM	KGB -FM
2 KIFM-FM	KPRI-FM	KPRI-FM
3 KCB -FM	KFMB-AM	KIFM-FM
4 KBZT-FM	KIFM-FM	XTRA-FM
5 KCBQ-AM	KYXY-FM	KBZT-FM
6 KFMB-FM	KGB -FM	KFMB-FM
7 KMJC-AM	KFMB-FM	KGB -AM
8 XTRA-FM	KITT-FM	KJQY-FM
9 KFMB-AM	KMJC-AM	KSON-FM
10 KGB -AM	KBZT-FM	KFMB-AM

M-F, 6-10am

1 KCBQ-AM	KPRI-FM	KPRI-FM
2 KIFM-FM	KFMB-AM	KIFM-FM
3 KGB -FM	XTRA-FM	XTRA-FM
4 KPRI-FM	KIFM-FM	KGB -FM
5 KFMB-FM	KYXY-FM	KBZT-FM
6 KBZT-FM	KCBQ-AM	KGB -AM
7 KFMB-AM	KMJC-AM	KFMB-AM
8 KGB -AM	KITT-FM	KCBQ-AM
9 KMJC-AM	KFMB-FM	KFI -AM
10 KEZL-FM	KFI -AM	KFMB-FM

M-F, 3-7pm

1 KPRI-FM	XTRA-FM	KPRI-FM
2 KGB -FM	KIFM-FM	KGB -FM
3 KIFM-FM	KYXY-FM	KIFM-FM
4 KBZT-FM	KFMB-AM	XTRA-FM
5 KFMB-FM	KGB -FM	KFMB-FM
6 KCBQ-AM	KFMB-FM	KBZT-FM
7 KMJC-AM	KITT-FM	KGB -AM
8 XTRA-AM	KMJC-AM	KFMB-AM
9 KGB -AM	KPRI-FM	KJQY-FM
10 KFMB-AM	KBZT-FM	KMJC-AM

### Adults 25-54 M-S, 6am-Midnight POP(00): 6905

O/N '78	A/M '79	O/N '79
1 KSDO-AM	KFMB-AM	KJQY-FM
2 KEZL-FM	XTRA-AM	KBZT-FM
3 KIFM-FM	KYXY-FM	KIFM-FM
4 XTRA-AM	KJQY-FM	KFMB-AM
5 KJQY-FM	KBZT-FM	KSDO-AM
6 KFMB-AM	KEZL-FM	KEZL-FM
7 KFSD-FM	KSON-AM	KFSD-FM
8 KYXY-FM	KCBO-AM	XTRA-AM
9 KSON-AM	KMJC-AM	KSON-AM
10 KCBQ-AM	XTRA-FM	KYXY-FM

M-F, 6-10am

1 KSDO-AM	KFMB-AM	KJQY-FM
2 KOCO-AM	KSDO-AM	KFMB-AM
3 KCBQ-AM	XTRA-AM	KSDO-AM
4 KFMB-AM	KCBO-AM	KOCO-AM
5 KEZL-FM	KEZL-FM	KSON-AM
6 KJQY-FM	KOGO-AM	KBZT-FM
7 KSON-AM	KYXY-FM	KCBO-AM
8 KIFM-FM	KFI -AM	XTRA-AM
9 XTRA-AM	KJQY-FM	XTRA-FM
10 KYXY-FM	KSON-AM	KIFM-FM

M-F, 3-7pm

1 XTRA-AM	KFMB-AM	KJQY-FM
2 KEZL-FM	XTRA-AM	KBZT-FM
3 KIFM-FM	KYXY-FM	KIFM-FM
4 KSDO-AM	KJQY-FM	KFMB-AM
5 KSON-AM	KBZT-FM	KSDO-AM
6 KJQY-FM	KEZL-FM	KFSD-FM
7 KCBQ-AM	KSON-AM	KEZL-FM
8 KYXY-FM	KIFM-FM	XTRA-AM
9 KFSD-FM	KITT-FM	KSON-FM
10 KBZT-FM	KMJC-AM	XTRA-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 15109

O/N '78	A/M '79	O/N '79
1 KCBQ-AM	2863	KFMB-AM 3354
2 KFMB-FM	2694	KFMB-FM 2682
3 KSDO-AM	2347	KMJC-AM 2021
4 KMJC-AM	2276	KSDO-AM 1894
5 KFMB-AM	2012	KCBQ-AM 1856
6 KCB -FM	1919	XTRA-AM 1786
7 XTRA-AM	1913	KJQY-FM 1715
8 KPRI-FM	1756	KGB -FM 1706
9 KCB -AM	1678	KPRI-FM 1650
10 KOCO-AM	1560	KGB -AM 1568

M-F, 6-10am

1 KSDO-AM	KSDO-AM	KSDO-AM
2 KCBQ-AM	KMJC-AM	KFMB-AM
3 KFMB-FM	KFMB-FM	KJQY-FM
4 KMJC-AM	KFMB-AM	KFMB-FM
5 KFMB-AM	XTRA-AM	KCBQ-AM
6 XTRA-AM	KCBQ-AM	KPRI-FM
7 KCB -FM	KJQY-FM	KGB -FM
8 KOCO-AM	KGB -FM	KMJC-AM
9 KNY -AM	KOGO-AM	KOGO-AM
10 KPRI-FM	KEZL-FM	KGB -AM

M-F, 3-7pm

1 KCBQ-AM	KFMB-AM	KFMB-FM
2 KFMB-FM	KMJC-AM	KJQY-FM
3 KMJC-AM	KFMB-FM	KSDO-AM
4 KSDO-AM	KCBO-AM	KGB -FM
5 XTRA-AM	KPRI-FM	KPRI-FM
6 KCB -FM	KSDO-AM	KMJC-AM
7 KPRI-FM	XTRA-AM	XTRA-FM
8 KFMB-AM	KGB -FM	KIFM-FM
9 KIFM-FM	KJQY-FM	XTRA-AM
10 KJQY-FM	KEZL-FM	KCBO-AM

### Teens

M-S, 6am-Midnight  
POP(00): 17529

O/N '78	A/M '79	O/N '79
1 KFMB-FM	KFMB-FM	KFMB-FM
2 KCBQ-AM	KMJC-AM	KMJC-AM
3 KMJC-AM	KGB -FM	KGB -FM

M-F, 6-10am

1 KCBQ-AM	KMJC-AM	KFMB-FM
2 KFMB-FM	KFMB-FM	KMJC-AM
3 KMJC-AM	KGB -FM	KFI -AM

M-F, 3-7pm

1 KMJC-AM	KMJC-AM	KFMB-FM
2 KFMB-FM	KFMB-FM	KMJC-AM
3 KCBQ-AM	KITT-FM	KGB -FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 6159

O/N '78	A/M '79	O/N '79
1 KFMB-FM	KFMB-FM	KGB -FM
2 KCBQ-AM	KMJC-AM	KPRI-FM
3 KMJC-AM	KGB -FM	KFMB-FM

M-F, 6-10am

1 KCBQ-AM	KMJC-AM	KFMB-FM
2 KFMB-FM	KFMB-FM	KMJC-AM
3 KMJC-AM	KGB -FM	KFI -AM

M-F, 3-7pm

1 KMJC-AM	KMJC-AM	KFMB-FM
2 KFMB-FM	KFMB-FM	KMJC-AM
3 KCBQ-AM	KITT-FM	KGB -FM

# San Francisco

METRO RANK

4

## O/N '79 Market Overview

No surprise here — KGO is on top again. The ABC giant again rules the roost among adults 25-54 and 35-64.

There is a new runner-up, as KCBS's news approach caught on during the survey and allowed the station to boost its 12+ share by 33%. In adults 25-54, KCBS has now moved into second place, and the same holds true for adults 35-64.

The top youth-oriented station in San Francisco is still RKO's KFRC. But for the fifth consecutive book, the KFRC 12+ share declined. The station's teen penetration holds steady, but the 18-34 and 25-54 shares declined again in this report. Part of the problem for KFRC in this book is that there were some on-air

staff changes just before the sweep began. It will bear watching to see how Top 40 leader in San Francisco holds up in future sweeps.

NBC's KYUU seems to have hit its stride, rising to the fourth spot among stations in the market. The P/A format is appealing to more adults, as shown an almost 70% improvement garnered by KYUU among 25-54 adults in this book. In the summer book KYUU did no outside advertising, but in the fall the station placed ads on TV (80% of the budget) and made some use of billboard and magazines. KYUU ranks tops among 18-34 adults in this book.

Black stations KSOL and KDIA both achieved better numbers this sweep. KSOL ranks behind KYUU and is second among 18-34 adults, while both KSOL and KDIA scored improvements among teen audiences. Dancemusic KSFZ remains one of the top 18-34 entries, and also improved its standing with teens in this book.

Several other stations had notable negative movements. Country KNE lost across all adult demos, with the most serious losses in the male audience. P/A KNBR lost a big chunk thanks to no Giants baseball to run during the sweep and KMEL slipped but is still the number one AOR in the metro. KMEL's 18+ share dropped almost 25%.

Finally, P/A KSFO had a good book. Sports may have played a part here, the station carries Stanford and 49ers football.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 43104

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KGO -AM	8.4	KGO -AM	8.8	KGO -AM	9.0
2 KFRC -AM	6.9	KFRC -AM	6.8	KNBR -AM	5.3
3 KCBS -AM	6.7	KCBS -AM	5.9	KFRC -AM	5.0
4 KABL -AM	4.2	KOIT -FM	4.1	KCBS -AM	4.5
5 KSOL -FM	4.1	KSFO -AM	4.1	KABL -AM	3.6
6 KIOI -FM	4.0	KSOL -FM	4.1	KFOG -FM	3.4
7 KFOG -FM	3.9	KSFX -FM	3.8	KIOI -FM	3.7
8 KSFX -FM	3.7	KABL -AM	3.7	KSOL -FM	3.4
9 KSFO -AM	3.7	KNEW -AM	3.4	KIOI -FM	3.4
10 KDIA -AM	2.9	KNBR -AM	3.2	KSFO -AM	3.1
11 KOIT -FM	2.6	KIOI -FM	3.1	KYUU -FM	3.0
12 KNBR -AM	2.5	KABL -FM	2.8	KOIT -FM	2.9
13 KYA -AM	2.3	KPOG -FM	2.7	KNEW -AM	2.9
14 KNEW -AM	2.3	KDIA -AM	2.7	KSFX -FM	2.8
15 KABL -FM	2.3	KYA -AM	2.4	KYA -FM	2.5
16 KMEL -FM	2.2	KBAY -FM	2.3	KABL -FM	2.5
17 KLOK -AM	1.9	KMEL -FM	2.2	KMPX -FM	2.4
18 KBAY -FM	1.8	KYUU -FM	2.1	KOME -FM	2.3
19 KSAN -FM	1.8	KYA -AM	2.1	KLOK -AM	1.9
20 KYA -FM	1.7	KSAN -FM	1.9	KMEL -FM	1.9
21 KYUU -FM	1.6	KLOK -AM	1.6	KBA -FM	1.9
22 KMPX -FM	1.6	KOME -FM	1.6	KYA -AM	1.7
23 KDFC -FM	1.5	KDFC -FM	1.4	KMPX -FM	1.4
24 KEEN -AM	1.2	KMPX -FM	1.3	KSJO -FM	1.2
25 KRE -FM	1.2	KCBS -FM	1.2	KBLX -FM	1.2
26 KJAZ -FM	1.2	KSJO -FM	1.1	KDPC -FM	1.0
27 KKH -AM	1.1	KEZR -FM	1.1	KCBS -FM	1.0
28 KKH -AM	1.1	KEEN -AM	1.0	KARA -FM	1.0
29 KARA -FM	1.1	KKH -FM	1.0	KO -FM	1.0
30 KEZR -FM	1.1	KRE -FM	1.0	KEEN -AM	0.9
31 KSJO -FM	1.0	KKH -AM	1.0	KLIV -AM	0.9
32 KBRG -FM	1.0	KLIV -AM	0.9	KBRG -FM	0.8
33 KLIV -AM	1.0	KARA -FM	0.9	KPAT -FM	0.8
34 KRAK -AM	0.9	KBRG -FM	0.9	KXR -AM	0.7
35 KOME -FM	0.8	KPAT -FM	0.7	KKH -FM	0.7
36 KCBS -FM	0.8	KJAZ -FM	0.7	KCBS -FM	0.7
37 KIQI -AM	0.7	KZST -FM	0.6	KIQI -AM	0.6
38 KXR -AM	0.7	KEAR -FM	0.5	KEAR -FM	0.5
39 KPAX -AM	0.5	KPAX -AM	0.4	KKH -FM	0.6
40 KEAR -FM	0.5	KPEN -FM	0.4	KLBE -FM	0.6
41 KPAT -FM	0.4	KIQI -AM	0.3	KRAK -AM	0.6
42 KTIM -FM	0.4	KXR -AM	0.3	KPAT -AM	0.5
43 KRE -AM	0.4	KRAK -AM	0.3	RTIH -FM	0.4
44 KIBE -AM	0.4	KTIM -FM	0.3	RTIH -FM	0.3
45 KTIM -AM	0.2	KIBE -AM	0.3	KTIS -AM	0.3
46		KTIM -AM	0.1	KIBE -AM	0.3
47				KRE -AM	0.3

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 43104

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KGO -AM	569	KGO -AM	606	KGO -AM	619
2 KFRC -AM	465	KFRC -AM	472	KFRC -AM	403
3 KCBS -AM	451	KCBS -AM	407	KNBR -AM	399
4 KABL -AM	281	KOIT -FM	283	KCBS -AM	352
5 KSOL -FM	280	KSFO -AM	282	KFOG -FM	281
6 KIOI -FM	268	KSOL -FM	282	KSOL -FM	255
7 KFOG -FM	262	KSFX -FM	262	KIOI -FM	253
8 KSFX -FM	249	KABL -AM	256	KOIT -FM	253
9 KSFO -AM	248	KNEW -AM	233	KABL -AM	240
10 KDIA -AM	195	KNBR -AM	224	KSFO -AM	233

M-F, 6-10am

1 KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KCBS -AM	KCBS -AM	KCBS -AM	KCBS -AM	KCBS -AM
3 KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM
4 KSFO -AM	KSFO -AM	KSFO -AM	KNBR -AM	KSFO -AM
5 KABL -AM	KNBR -AM	KNBR -AM	KSFO -AM	KYUU -FM
6 KNBR -AM	KABL -AM	KNEW -AM	KABL -AM	KNBR -AM
7 KSOL -FM	KABL -AM	KNEW -AM	KLOK -AM	KSOL -FM
8 KIOI -FM	KOIT -FM	KOIT -FM	KNEW -AM	KDIA -AM
9 KDIA -AM	KSFX -FM	KSOL -FM	KYUU -FM	KNEW -AM
10 KSFX -FM	KSOL -FM	KIOI -FM	KIOI -FM	KABL -FM

M-F, 3-7pm

1 KFRC -AM	KFRC -AM	KNBR -AM	KGO -AM	KGO -AM
2 KCBS -AM	KGO -AM	KGO -AM	KFRC -AM	KFRC -AM
3 KGO -AM	KSOL -FM	KFRC -AM	KNBR -AM	KCBS -AM
4 KSOL -FM	KCBS -AM	KFOG -FM	KFOG -FM	KSOL -FM
5 KABL -AM	KSFX -FM	KIOI -FM	CBS -AM	KYUU -FM
6 KIOI -FM	KOIT -FM	KABL -AM	KOIT -FM	KDIA -AM
7 KFOG -FM	KIOI -FM	KSOL -FM	KSFX -FM	KSFZ -FM
8 KSFX -FM	KABL -AM	KCBS -AM	KABL -AM	KSFZ -FM
9 KOIT -FM	KNBR -AM	KOIT -FM	KIOI -FM	KFOG -FM
10 KDIA -AM	KFOG -FM	KSFX -FM	KNEW -AM	KABL -FM

M-F, 6-10am

1 KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KFRC -AM	KCBS -AM	KCBS -AM	KSFO -AM	KCBS -AM
3 KCBS -AM	KSFO -AM	KNBR -AM	KNBR -AM	KSFO -AM
4 KSFO -AM	KNBR -AM	KNBR -AM	KCBS -AM	KNBR -AM
5 KNBR -AM	KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM
6 KABL -AM	KNEW -AM	KNEW -AM	KLOK -AM	KYUU -FM
7 KIOI -FM	KOIT -FM	KOIT -FM	KNEW -AM	KNEW -AM
8 KNEW -AM	KABL -AM	KLOK -AM	KIOI -FM	KABL -FM
9 KDIA -AM	KLOK -AM	KIOI -FM	KABL -AM	KOIT -FM
10 KLOK -AM	KIOI -FM	KDIA -AM	KOIT -FM	KIOI -FM

(Note: KIBE and KDFC-FM are simulcast during the daytime broadcast hours of KIBE; KKH-AM-FM are totally simulcast.)

Teens

M-S, 6am-Midnight

POP(00): 5013

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	
2 KSOL -FM	KSOL -FM	KSOL -FM	KSOL -FM	KSOL -FM	
3 KYA -AM	KSFX -FM	KDIA -AM	KOME -FM	KDIA -AM	

M-F, 6-10am

1 KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM
2 KSOL -FM	KSOL -FM	KSOL -FM	KSOL -FM	KSOL -FM
3 KYA -AM	KLIV -AM	KYA -AM	KDIA -AM	KDIA -AM

M-F, 3-7pm

1 KFRC -AM	KFRC -AM	KSOL -FM	KFRC -AM	KFRC -AM
2 KSOL -FM	KSOL -FM	KFRC -AM	KFRC -AM	KFRC -AM
3 KYA -AM	KSFX -FM	KDIA -AM	KDIA -AM	KDIA -AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 16509

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	
2 KIOI -FM	KFRC -AM	KFRC -AM	KFRC -AM	KYUU -FM	
3 KSFX -FM	KSOL -FM	KYUU -FM	KIOI -FM	KIOI -FM	
4 KSOL -FM	KIOI -FM	KNBR -AM	KYUU -FM	KSOL -FM	
5 KSAN -FM	KSAN -FM	KYA -FM	KSAN -FM	KFRC -AM	
6 KHEL -FM	KHEL -FM	KMEL -FM	KNBR -AM	KSFX -FM	
7 KYA -FM	KYA -FM	KJAZ -FM	KMEL -FM	KMEL -FM	
8 KYA -AM	KYUU -FM	KSFX -FM	KSOL -FM	KOME -FM	
9 KDIA -AM	KDIA -AM	KSAN -FM	KYA -AM	KSAN -FM	
10 KEZR -FM	KNBR -AM	KOME -FM	KEZR -FM	KYA -FM	

M-F, 6-10am

1 KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM	KYUU -FM
2 KIOI -FM	KFRC -AM	KFRC -AM	KYUU -FM	KFRC -AM
3 KSFX -FM	KSOL -FM	KNBR -AM	KYUU -FM	KIOI -FM
4 KSOL -FM	KSOL -FM	KNBR -AM	KIOI -FM	KSFX -FM
5 KSAN -FM	KIOI -FM	KGO -AM	KIOI -FM	KFRC -AM
6 KNBR -AM	KDIA -AM	KGO -AM	KNBR -AM	KSOL -FM
7 KLOK -AM	KSAN -FM	KYA -FM	KSAN -FM	KSAN -FM
8 KDIA -AM	KSOL -FM	KGO -AM	KLOK -AM	KCBS -AM
9 KYA -AM	KHEL -FM	KYUU -FM	KYA -AM	KDIA -AM
10 KCBS -AM	KDIA -AM	KMEL -FM	KMEL -FM	KLOK -AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 21248

	O/N '78	J/F '79	A/M '79	J/A '79	O/N '79
1 KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM	
2 KFRC -AM	KSFO -AM	KNBR -AM	KNBR -AM	KCBS -AM	
3 KCBS -AM	KFRC -AM	KSFO -AM	KSFO -AM	KYUU -FM	
4 KABL -AM	KCBS -AM	KFRC -AM	KFRC -AM	KSFO -AM	
5 KSFO -AM	KOIT -FM	KOIT -FM	KOIT -FM	KOIT -FM	
6 KIOI -FM	KNBR -AM	KCBS -AM	KNEW -AM	KFOG -FM	
7 KNBR -AM	KNEW -AM	KCBS -AM	KCBS -AM	KFRC -AM	
8 KFOG -FM	KSFX -FM	KFOG -FM	KFOG -FM	KNBR -AM	
9 KSFX -FM	KFOG -FM	KFOG -FM	KOIT -FM	KOIT -FM	
10 KNEW -AM	KIOI -FM	KLOK -AM	KABL -FM	KNEW -AM	

M-F, 6-10am

1 KGO -AM	KGO -AM	KGO -AM	KGO -AM	KGO -AM
2 KFRC -AM	KCBS -AM	KCBS -AM	KSFO -AM	KCBS -AM
3 KCBS -AM	KSFO -AM	KNBR -AM	KNBR -AM	KSFO -AM
4 KSFO -AM	KNBR -AM	KNBR -AM	KCBS -AM	KNBR -AM
5 KNBR -AM	KFRC -AM	KFRC -AM	KFRC -AM	KFRC -AM
6 KABL -AM	KNEW -AM	KNEW -AM	KLOK -AM	KYUU -FM
7 KIOI -FM	KOIT -FM	KOIT -FM	KNEW -AM	KNEW -AM
8 KNEW -AM	KABL -AM	KLOK -AM	KIOI -FM	KABL -FM
9 KDIA -AM	KLOK -AM	KIOI -FM	KABL -AM	KOIT -FM
10 KLOK -AM	KIOI -FM	KDIA -AM	KOIT -FM	KIOI -FM

# 610 KFRC

THE OVERWHELMING CHOICE OF  
ADULTS THROUGHOUT THE DAY  
(4-BOOK AVERAGE)

Arbitron Total Area Average Quarter-Hour  
Oct/Nov 1978 - Apr/May 1979 and Oct/Nov 1979

TOP RANKING STATION BY DAY-PART

		MON-SUN 6AM-MID	MON-FRI 6-10AM	MON-FRI 10AM-3PM	MON-FRI 3-7PM
18-24	MEN	KFRC	KFRC	KFRC	KFRC
	WOMEN	KFRC	KFRC	KFRC	KFRC
	ADULTS	KFRC	KFRC	KFRC	KFRC
18-34	MEN	KFRC	KFRC	KFRC	KFRC
	WOMEN	KFRC	KFRC	KFRC	KFRC
	ADULTS	KFRC	KFRC	KFRC	KFRC
18-49	MEN	KFRC	KFRC	KFRC	KFRC
	WOMEN	KFRC	KFRC	KFRC	KFRC
	ADULTS	KFRC	KFRC	KFRC	KFRC
25-34	MEN	KFRC	KFRC	KGO	KSAN
	WOMEN	KFRC	KFRC	KFRC	KFRC
	ADULTS	KFRC	KFRC	KFRC	KFRC

Audience estimates from Oct/Nov 1978, Jan 1979, Apr, May 1979  
and Oct/Nov 1979 Arbitron, subject to qualifications available on request.

An RKO Radio Station / Represented Nationally by RKO Radio Sales.



R&R RATINGS REPORT/1979

M-F, 3-7pm

1	KFRC-AM	KGO -AM	KNBR-AM	KGO -AM	KGO -AM
2	KABL-AM	KFRC-AM	KGO -AM	KNBR-AM	KCBS-AM
3	KGO -AM	KCBS-AM	KFRC-AM	KNEW-AM	KYUU-FM
4	KCBS-AM	KNBR-AM	KOIT-FM	KFRC-AM	KOIT-FM
5	KIOI-FM	KSFO-AM	KIOI-FM	KFOG-FM	KNEW-AM
6	KNBR-AM	KIOI-FM	KIOI-FM	KIOI-FM	KNEW-AM
7	KNEW-AM	KFOG-FM	KFOG-FM	KSFO-AM	KNBR-AM
8	KABL-FM	KSFX-FM	KABL-AM	KABL-AM	KABL-AM
9	KLOK-AM	KOIT-FM	KCBS-AM	KOIT-FM	KFOG-FM
10	KDFC-FM	KNEW-AM	KNEW-AM	KCBS-AM	KSFO-AM

Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 43104

	OIN '78	JIF '79	AIM '79	JIA '79	OIN '79					
1	KFRC-AM	9650	KFRC-AM	9013	KFRC-AM	8185	KGO -AM	8090	KGO -AM	8846
2	KGO -AM	7946	KGO -AM	8014	KGO -AM	7690	KFRC-AM	7773	KFRC-AM	7863
3	KCBS-AM	7593	KCBS-AM	7176	KNBR-AM	7085	KNBR-AM	7041	KCBS-AM	7843
4	KSFO-AM	5377	KSFX-FM	4864	KCBS-AM	6717	KCBS-AM	6415	KSFO-AM	5458
5	KYA -AM	4859	KSFO-AM	4760	KIOI-FM	4753	KIOI-FM	4593	KYUU-FM	5234
6	KIOI-FM	4849	KNBR-AM	4631	KABL-AM	4533	KABL-AM	4537	KIOI-FM	4917
7	KABL-AM	4655	KABL-AM	4498	KSFX-FM	4080	KSFO-AM	4300	KSFX-FM	4402
8	KSFX-FM	4409	KIOI-FM	4393	KSFO-AM	4047	KYA -AM	4083	KNBR-AM	4325
9	KFOG-FM	3624	KYA -AM	4382	KFOG-FM	4032	KSFX-FM	3872	KFOG-FM	3918
10	KNBR-AM	3597	KOIT-FM	3772	KYA -AM	3955	KYUU-FM	3705	KABL-AM	3812

M-F, 6-10am

1	KFRC-AM	KGO -AM	KGO -AM	KGO -AM	KCBS-AM
2	KCBS-AM	KFRC-AM	KCBS-AM	KCBS-AM	KGO -AM
3	KGO -AM	KCBS-AM	KFRC-AM	KFRC-AM	KFRC-AM
4	KSFO-AM	KNBR-AM	KABL-AM	KNBR-AM	KYUU-FM
5	KIOI-FM	KSFO-AM	KNBR-AM	KABL-AM	KSFO-AM
6	KABL-AM	KABL-AM	KSFO-AM	KSFO-AM	KSFO-AM
7	KYA -AM	KSFX-FM	KIOI-FM	KIOI-FM	KDIA-AM
8	KSFX-FM	KSOL-FM	KSOL-FM	KLOK-AM	KIOI-FM
9	KNBR-AM	KIOI-FM	KYA -AM	KYA -AM	KSOL-FM
10	KDIA-AM	KNEW-AM	KFOG-FM	KNEW-AM	KSFX-FM

M-F, 3-7pm

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KCBS-AM	KGO -AM	KNBR-AM	KGO -AM	KGO -AM
3	KGO -AM	KCBS-AM	KGO -AM	KNBR-AM	KCBS-AM
4	KIOI-FM	KSFX-FM	KCBS-AM	KNBR-AM	KCBS-AM
5	KABL-AM	KNBR-AM	KCBS-AM	KCBS-AM	KYUU-FM
6	KYA -AM	KABL-AM	KIOI-FM	KABL-AM	KSOL-FM
7	KSFX-FM	KABL-AM	KABL-AM	KSFX-FM	KDIA-AM
8	KSOL-FM	KSOL-FM	KSFX-FM	KYA -AM	KIOI-FM
9	KFOG-FM	KIOI-FM	KFOG-FM	KSOL-FM	KSFX-FM
10	KNBR-AM	KYA -AM	KSOL-FM	KIOI-FM	KNBR-AM

Teens

M-S, 6am-Midnight

POP(00): 5013

	OIN '78	JIF '79	AIM '79	JIA '79	OIN '79
1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KYA -AM	KYA -AM	KYA -AM	KYA -AM	KSOL-FM
3	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM	KSFX-FM

M-F, 6-10am

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM
3	KSOL-FM	KSFX-FM	KYA -AM	KLTV-AM	KDIA-AM

M-F, 3-7pm

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KYA -AM	KSOL-FM	KSOL-FM	KSOL-FM	KSOL-FM
3	KSOL-FM	KSFX-FM	KYA -AM	KYA -AM	KDIA-AM

Adults 18-34

M-S, 6am-Midnight

POP(00): 16509

	OIN '78	JIF '79	AIM '79	JIA '79	OIN '79
1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KSFX-FM	KSFX-FM	KIOI-FM	KIOI-FM	KYUU-FM
3	KIOI-FM	KIOI-FM	KNBR-AM	KNBR-AM	KIOI-FM
4	KYA -AM	KYA -AM	KYA -AM	KSFX-FM	KSFX-FM
5	KMEL-FM	KMEL-FM	KSFX-FM	KYA -AM	KYA -AM
6	KYA -AM	KYA -AM	KYUU-FM	KYUU-FM	KYA -AM
7	KSOL-FM	KNBR-AM	KYA -AM	KSOL-FM	KSOL-FM
8	KSAN-FM	KSOL-FM	KMEL-FM	KSAN-FM	KMEL-FM
9	KDIA-AM	KSAN-FM	KSAN-FM	KMEL-FM	KGO -AM
10	KLOK-AM	KLOK-AM	KSOL-FM	KLOK-AM	KDIA-AM

M-F, 6-10am

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KSFX-FM	KSFX-FM	KIOI-FM	KIOI-FM	KYUU-FM
3	KIOI-FM	KIOI-FM	KYA -AM	KNBR-AM	KIOI-FM
4	KYA -AM	KNBR-AM	KYUU-FM	KYA -AM	KSFX-FM
5	KSOL-FM	KMEL-FM	KGO -AM	KYUU-FM	KDIA-AM
6	KLOK-AM	KYA -AM	KNBR-AM	KGO -AM	KSOL-FM
7	KSAN-FM	KSOL-FM	KYA -AM	KLOK-AM	KYA -AM
8	KNBR-AM	KCBS-AM	KSFX-FM	KSFX-FM	KCBS-AM
9	KDIA-AM	KGO -AM	KMEL-FM	KSAN-FM	KLOK-AM
10	KMEL-FM	KSAN-FM	KSOL-FM	KMEL-FM	KNBR-AM

M-F, 3-7pm

1	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
2	KIOI-FM	KSFX-FM	KIOI-FM	KIOI-FM	KYUU-FM
3	KSFX-FM	KIOI-FM	KNBR-AM	KYA -AM	KIOI-FM
4	KYA -AM	KMEL-FM	KYUU-FM	KNBR-AM	KSFX-FM
5	KMEL-FM	KYA -AM	KSFX-FM	KIOI-FM	KYA -AM
6	KYA -AM	KYA -AM	KYA -AM	KSAN-FM	KMEL-FM
7	KSOL-FM	KSOL-FM	KMEL-FM	KYA -AM	KSOL-FM
8	KSAN-FM	KNBR-AM	KYA -AM	KYA -AM	KYUU-FM
9	KDIA-AM	KSAN-FM	KSAN-FM	KMEL-FM	KNBR-AM
10	KLOK-AM	KLOK-AM	KLOK-AM	KYA -AM	KYA -AM

Adults 25-54

M-S, 6am-Midnight

POP(00): 21248

	OIN '78	JIF '79	AIM '79	JIA '79	OIN '79
1	KFRC-AM	KFRC-AM	KNBR-AM	KGO -AM	KGO -AM
2	KGO -AM	KCBS-AM	KGO -AM	KNBR-AM	KCBS-AM
3	KCBS-AM	KGO -AM	KCBS-AM	KFRC-AM	KSFO-AM
4	KSFO-AM	KSFO-AM	KFRC-AM	KCBS-AM	KFRC-AM
5	KIOI-FM	KNBR-AM	KSFO-AM	KYUU-FM	KYUU-FM
6	KABL-AM	KIOI-FM	KIOI-FM	KABL-AM	KNBR-AM
7	KNBR-AM	KABL-AM	KABL-AM	KIOI-FM	KIOI-FM
8	KSFX-FM	KSFX-FM	KOIT-FM	KNEW-AM	KFOG-FM
9	KNEW-AM	KOIT-FM	KFOG-FM	KYUU-FM	KNEW-AM
10	KLOK-AM	KNEW-AM	KNEW-AM	KLOK-AM	KOIT-FM

M-F, 6-10am

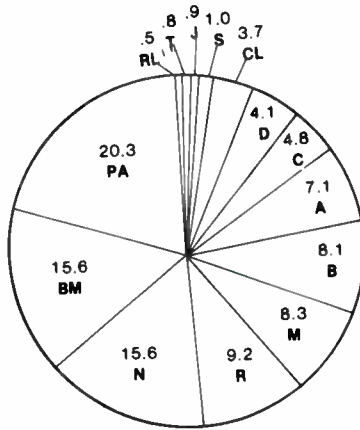
1	KFRC-AM	KGO -AM	KGO -AM	KGO -AM	KCBS-AM
2	KGO -AM	KCBS-AM	KCBS-AM	KCBS-AM	KGO -AM
3	KCBS-AM	KFRC-AM	KFRC-AM	KFRC-AM	KFRC-AM
4	KNBR-AM	KNBR-AM	KNBR-AM	KNBR-AM	KSFO-AM
5	KSFO-AM	KSFO-AM	KSFO-AM	KSFO-AM	KNBR-AM
6	KIOI-FM	KABL-AM	KABL-AM	KNEW-AM	KYUU-FM
7	KNEW-AM	KNEW-AM	KNEW-AM	KLOK-AM	KNEW-AM
8	KABL-AM	KOIT-FM	KLOK-AM	KIOI-FM	KIOI-FM
9	KLOK-AM	KLOK-AM	KIOI-FM	KABL-AM	KLOK-AM
10	KSFX-FM	KIOI-FM	KOIT-FM	KYA -AM	KABL-AM

M-F, 3-7pm

1	KFRC-AM	KFRC-AM	KNBR-AM	KGO -AM	KCBS-AM
2	KCBS-AM	KGO -AM	KGO -AM	KNBR-AM	KGO -AM
3	KGO -AM	KCBS-AM	KFRC-AM	KFRC-AM	KNBR-AM
4	KIOI-FM	KNBR-AM	KCBS-AM	KCBS-AM	KFRC-AM
5	KABL-AM	KSFO-AM	KIOI-FM	KSFO-AM	KYUU-FM
6	KNBR-AM	KSFX-FM	KABL-AM	KNEW-AM	KNEW-AM
7	KNEW-AM	KABL-AM	KSFO-AM	KABL-AM	KSFO-AM
8	KLOK-AM	KLOK-AM	KNEW-AM	KIOI-FM	KOIT-FM
9	KSFO-AM	KNEW-AM	KLOK-AM	KLOK-AM	KIOI-FM
10	KYA -AM	KIOI-FM	KOIT-FM	KABL-FM	KABL-FM

Format Penetration Chart

Based On Total Persons 12+ Average Quarter Hour Listening Monday-Sunday 6am-Midnight



Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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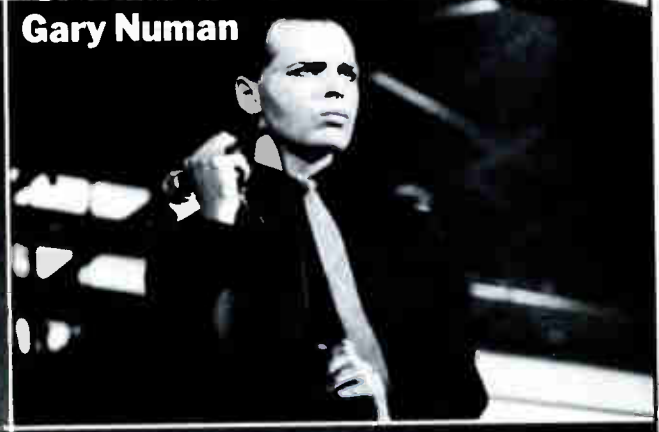
Mumble Pie



Roxy Music



Blackfoot



Gary Numan



Peter Townshend



and introducing, Touch.

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# San Jose

METRO RANK

30

## O/N '79 Market Overview

Inside the San Francisco metro there is another sizable market, San Jose, which from geographic necessity has many San Francisco stations among the top ranks of its radio standings. However, several San Jose stations are able to fight through the penetration of San Francisco signals to score well in their own metro.

The top San Jose station is AOR **KOME**. KOME has been moving up for the last several books, and has finally become the premier San Jose radio station. Key to the KOME advance in this book was doubling its teen audience while being able to maintain its 18-34 share. To stay in the public eye, KOME used TV, newspaper, and billboards. KOME has approximately 9% of the 18-34 audience, tops in the market.

The second San Jose station of note is Beautiful Music **KBAY**. Although the station's 12+ share slipped from the last sweep, KBAY remains the favorite of persons 35+ in San Jose. Since the station is programmed from within, it strives to find friendly announcers and music that's warm and uptempo.

The third major San Jose station is P/A entry **KLOK**. KLOK was the top San Jose station in the last book, but has slipped among adults 25-54 by almost 40%. KLOK has gone from first to third in popularity among San Jose stations appealing to the 25-54 category.

(Note: **KIBE** and **KDFC-FM** are simulcast during the daytime broadcast hours of **KIBE**.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP (00): 10463

O/N '78	J/F '79	A/M '79	O/N '79
1 KGO -AM	7.9	KGO -AM	9.0
2 KSOL-FM	7.2	KBAY-FM	8.2
3 KBAY-FM	6.3	KOIT-FM	5.1
4 KCBS-AM	4.9	KLOK-AM	4.6
5 KLOK-AM	4.7	KOME-FM	4.4
6 KFRC-AM	4.0	KCBS-AM	4.3
7 KEZR-FM	4.0	KFRC-AM	3.8
8 KLIV-AM	3.9	KLIV-AM	3.8
9 KIOI-FM	3.6	KEZR-FM	3.8
10 KOIT-FM	3.5	KFOG-FM	3.3
11 KARA-FM	3.4	KARA-FM	3.2
12 KABL-AM	3.1	KSJO-FM	3.2
13 KFOG-FM	3.1	KSOL-FM	3.1
14 KOME-FM	2.8	KEEN-AM	3.1
15 KSPX-FM	2.6	KIOI-FM	3.1
16 KRRX-AM	2.6	KSPX-FM	2.7
17 KEEN-AM	2.6	KABL-AM	2.6
18 KSJO-FM	2.4	KNBR-AM	2.0
19 KNBR-AM	1.7	KYUU-FM	1.9
20 KSFO-AM	1.6	KFAT-FM	1.8
21 KYA -AM	1.6	KSFO-AM	1.7
22 KYA -FM	1.6	KYA -FM	1.7
23 KABL-FM	1.5	KDFC-FM	1.5
24 KYUU-FM	1.4	KRRX-AM	1.4
25 KFAT-FM	1.2	KABL-FM	1.4
26 KDIA-AM	1.2	KYA -AM	1.2
27 KDFC-FM	1.1	KKHI-FM	1.1
28 KNTA-AM	1.0	KNEW-AM	1.1
29 KMEL-FM	0.9	KNTA-AM	1.1
30 KEAR-FM	0.9	KAZA-AM	0.9
31 KNEW-AM	0.8	KMPX-FM	0.9
32 KIBE-AM	0.8	KSAN-FM	0.7
33 KPEN-FM	0.8	KMEL-FM	0.7
34 KMPX-FM	0.7	KPEN-FM	0.6
35 KSAN-FM	0.7	KIBE-AM	0.4
36 KFAX-AM	0.6	KDON-FM	0.4
37 KJAZ-FM	0.6	KKHI-AM	0.2
38 KKHI-FM	0.5	KMEL-FM	0.6
39 KCBS-FM	0.4	KFAX-AM	0.6
40 KIOI-AM	0.4	KEAR-FM	0.4
41 KKHI-AM	0.1	KCBS-FM	0.4
42		KKHI-AM	0.1

### Average Persons Trends/Rankings

O/N '78	J/F '79	A/M '79	O/N '79
1 KGO -AM	127	KGO -AM	145
2 KSOL-FM	115	KBAY-FM	133
3 KBAY-FM	101	KOIT-FM	83
4 KCBS-AM	79	KLOK-AM	74
5 KLOK-AM	76	KOME-FM	71
6 KFRC-AM	64	KCBS-AM	69
7 KEZR-FM	64	KFRC-AM	61
8 KLIV-AM	62	KLIV-AM	61
9 KIOI-FM	58	KEZR-FM	61
10 KOIT-FM	57	KFOG-FM	54

O/N '78	J/F '79	A/M '79	O/N '79
1 KGO -AM		KGO -AM	
2 KCBS-AM		KBAY-FM	
3 KSOL-FM		KCBS-AM	
4 KLOK-AM		KLOK-AM	
5 KFRC-AM		KFRC-AM	
6 KBAY-FM		KOIT-FM	
7 KRRX-AM		KEEN-AM	
8 KLIV-AM		KABL-AM	
9 KEEN-AM		KLIV-AM	
10 KIOI-FM		KNBR-AM	

M-F, 3-7pm

1 KSOL-FM	KBAY-FM	KLOK-AM	KOME-FM
2 KBAY-FM	KGO -AM	KOME-FM	KEZR-FM
3 KGO -AM	KOME-FM	KGO -AM	KLOK-AM
4 KLOK-AM	KLOK-AM	KNBR-AM	KBAY-FM
5 KARA-FM	KOIT-FM	KEZR-FM	KGO -AM
6 KFRC-AM	KFRC-AM	KSJO-FM	KCBS-AM
7 KCBS-AM	KEZR-FM	KBAY-FM	KIOI-FM
8 KEZR-FM	KFOG-FM	KLIV-AM	KSOL-FM
9 KABL-AM	KLIV-AM	KLI V-AM	KSJO-FM
10 KIOI-FM	KCBS-AM	KIOI-FM	KARA-FM

Teens

M-S, 6am-Midnight

POP (00): 1368

O/N '78	J/F '79	A/M '79	O/N '79
1 KSOL-FM	KLIV-AM	KLIV-AM	KOME-FM
2 KLIV-AM	KFRC-AM	KSOL-FM	KSOL-FM
3 KFRC-AM	KSOL-FM	KFRC-AM	KLIV-AM

M-F, 6-10am

1 KSOL-FM	KLIV-AM	KLIV-AM	KFRC-AM
2 KLIV-AM	KFRC-AM	KFRC-AM	KOME-FM
3 KFRC-AM	KSJO-FM	KSOL-FM	KSOL-FM

M-F, 3-7pm

1 KSOL-FM	KLIV-AM	KLIV-AM	KSOL-FM
2 KLIV-AM	KFRC-AM	KSOL-FM	KOME-FM
3 KFRC-AM	KSOL-FM	KSFX-FM	KSJO-FM

Adults 18-34

M-S, 6am-Midnight

POP (00): 4391

O/N '78	J/F '79	A/M '79	O/N '79
1 KEZR-FM	KOME-FM	KEZR-FM	KOME-FM
2 KSOL-FM	KEZR-FM	KOME-FM	KIOI-FM
3 KIOI-FM	KLOK-AM	KSJO-FM	KEZR-FM
4 KARA-FM	KIOI-FM	KLOK-AM	KLOK-AM
5 KOME-FM	KARA-FM	KARA-FM	KARA-FM
6 KSPX-FM	KSJO-FM	KIOI-FM	KSJO-FM
7 KLOK-AM	KBAY-FM	KFRC-AM	KSFX-FM
8 KSJO-FM	KSPX-FM	KSOL-FM	KYUU-FM
9 KLIV-AM	KFRC-AM	KNBR-AM	KFAT-FM
10 KFRC-AM	KGO -AM	KYUU-FM	KFRC-AM

M-F, 6-10am

1 KSOL-FM	KLOK-AM	KEZR-FM	KLOK-AM
2 KIOI-FM	KEZR-FM	KLOK-AM	KOME-FM
3 KLOK-AM	KGO -AM	KOME-FM	KIOI-FM
4 KEZR-FM	KFRC-AM	KARA-FM	KEZR-FM
5 KARA-FM	KOME-FM	KSJO-FM	KARA-FM
6 KFRC-AM	KARA-FM	KSJO-FM	KARA-FM
7 KOME-FM	KIOI-FM	KGO -AM	KSFX-FM
8 KLIV-AM	KBAY-FM	KIOI-FM	KYUU-FM
9 KSPX-FM	KEEN-AM	KSOL-FM	KFRC-AM
10 KGO -AM	KSJO-FM	KNBR-AM	KSJO-FM

M-F, 3-7pm

1 KARA-FM	KOME-FM	KEZR-FM	KOME-FM
2 KEZR-FM	KEZR-FM	KOME-FM	KEZR-FM
3 KIOI-FM	KLOK-AM	KSJO-FM	KIOI-FM
4 KSOL-FM	KNEW-AM	KLOK-AM	KLOK-AM
5 KOME-FM	KSJO-FM	KIOI-FM	KARA-FM
6 KLOK-AM	KARA-FM	KARA-FM	KARA-FM
7 KSPX-FM	KSPX-FM	KFRC-AM	KSJO-FM
8 KFRC-AM	KBAY-FM	KNBR-AM	KYUU-FM
9 KSJO-FM	KFRC-AM	KYUU-FM	KFAT-FM
10 KYA -FM	KSOL-FM	KFAT-FM	KSOL-FM

Adults 25-54

M-S, 6am-Midnight

POP (00): 5501

O/N '78	J/F '79	A/M '79	O/N '79
1 KBAY-FM	KBAY-FM	KLOK-AM	KGO -AM
2 KLOK-AM	KGO -AM	KBAY-FM	KARA-FM
3 KGO -AM	KLOK-AM	KGO -AM	KBAY-FM
4 KOIT-FM	KOIT-FM	KNBR-AM	KLOK-AM
5 KEZR-FM	KEEN-AM	KOIT-FM	KEZR-FM
6 KSOL-FM	KEZR-FM	KCBS-AM	KCBS-AM
7 KEEN-AM	KCBS-AM	KARA-FM	KOIT-FM
8 KIOI-FM	KIOI-FM	KIOI-FM	KOME-FM
9 KCBS-AM	KARA-FM	KEZR-FM	KFAT-FM
10 KFRC-AM	KSPX-FM	KEEN-AM	KSFO-AM

M-F, 6-10am

1 KLOK-AM	KGO -AM	KGO -AM	KGO -AM
2 KGO -AM	KBAY-FM	KLOK-AM	KCBS-AM
3 KCBS-AM	KLOK-AM	KCBS-AM	KLOK-AM
4 KEEN-AM	KCBS-AM	KNBR-AM	KBAY-FM
5 KFRC-AM	KEEN-AM	KBAY-FM	KSFO-AM
6 KNBR-AM	KNBR-AM	KRRX-AM	KNBR-AM
7 KBAY-FM	KRRX-AM	KOIT-FM	KOIT-FM
8 KRRX-AM	KFRC-AM	KEEN-AM	KARA-FM
9 KOIT-FM	KARA-FM	KSFO-AM	KEZR-FM
10 KARA-FM	KABL-AM	KARA-FM	KEEN-AM

M-F, 3-7pm

1 KBAY-FM	KBAY-FM	KLOK-AM	KGO -AM
2 KLOK-AM	KLOK-AM	KLOK-AM	KBAY-FM
3 KABL-AM	KGO -AM	KOIT-FM	KARA-FM
4 KGO -AM	KEEN-AM	KGO -AM	KOIT-FM
5 KEZR-FM	KEZR-FM	KBAY-FM	KCBS-AM
6 KARA-FM	KCBS-AM	KARA-FM	KEZR-FM
7 KSOL-FM	KSPX-FM	KSJO-FM	KLOK-AM
8 KFRC-AM	KOIT-FM	KCBS-AM	KOME-FM
9 KEEN-AM	KIOI-FM	KEEN-AM	KFAT-FM
10 KCBS-AM	KNBR-AM	KIOI-FM	KIOI-FM



Cume Persons Trends/Rankings

**Total 12+**  
M-S, 6am-Midnight  
POP(00): 10463

O/N '78	J/F '79	A/M '79	O/N '79
1 KFRC-AM 1759	KGO -AM 1728	KGO -AM 1699	KGO -AM 1783
2 KGO -AM 1627	KFRC-AM 1727	KLOK-AM 1592	KLOK-AM 1556
3 KCBS-AM 1592	KRAY-FM 1661	KNBR-AM 1464	KOME-FM 1542
4 KBAY-FM 1530	KLOK-AM 1655	KFRC-AM 1397	KCBS-AM 1516
5 KLIV-AM 1488	KLIV-AM 1592	KLIV-AM 1363	KLIV-AM 1424
6 KLOK-AM 1403	KCBS-AM 1391	KOME-FM 1352	KFRC-AM 1328
7 KIOI-FM 1169	KOME-FM 1328	KCBS-AM 1306	KRAY-FM 1183
8 KSOL-FM 1065	KIOI-FM 1067	KBAY-FM 1217	KIOI-FM 1180
9 KOME-FM 977	KARA-FM 1044	KIOI-FM 1137	KSJO-FM 1167
0 KSPF-AM 966	KOIT-FM 1010	KOIT-FM 999	KARA-FM 1137

**M-F, 8-10am**

1 KCBS-AM	KGO -AM	KGO -AM	KGO -AM
2 KGO -AM	KBAY-FM	KCBS-AM	KCBS-AM
3 KFRC-AM	KLOK-AM	KLOK-AM	KLOK-AM
4 KLOK-AM	KFRC-AM	KOME-FM	KOME-FM
5 KLIV-AM	KCBS-AM	KLIV-AM	KFRC-AM
6 KBAY-FM	KLIV-AM	KBAY-FM	KLIV-AM
7 KIOI-FM	KOME-FM	KOME-FM	KEZR-FM
8 KSOL-FM	KNBR-AM	KEZR-FM	KARA-FM
9 KXX-AM	KIOI-FM	KNBR-AM	KIOI-FM
10 KABL-AM	KARA-FM	KXX-AM	KBAY-FM

**M-F, 3-7pm**

1 KFRC-AM	KLOK-AM	KLOK-AM	KGO -AM
2 KLOK-AM	KGO -AM	KOME-FM	KLOK-AM
3 KGO -AM	KBAY-FM	KGO -AM	KOME-FM
4 KLIV-AM	KFRC-AM	KNBR-AM	KCBS-AM
5 KBAY-FM	KLIV-AM	KLIV-AM	KLIV-AM
6 KCBS-AM	KOME-FM	KCBS-AM	KSJO-FM
7 KIOI-FM	KEZR-FM	KFRC-AM	KEZR-FM
8 KSOL-FM	KCBS-AM	KEZR-FM	KFRC-AM
9 KARA-FM	KOIT-FM	KIOI-FM	KARA-FM
10 KEZR-FM	KARA-FM	KBAY-FM	KYUU-FM

**Teens**  
M-S, 6am-Midnight  
POP(00): 1368

O/N '78	J/F '79	A/M '79	O/N '79
1 KLIV-AM	KLIV-AM	KLIV-AM	KLIV-AM
2 KFRC-AM	KFRC-AM	KOME-FM	KOME-FM
3 KLOK-AM	KOME-FM	KYA -AM	KFRC-AM

**M-F, 8-10am**

1 KLIV-AM	KLIV-AM	KLIV-AM	KLIV-AM
2 KFRC-AM	KFRC-AM	KFRC-AM	KOME-FM
3 KSOL-FM	KOME-FM	KSOL-FM	KFRC-AM

**M-F, 3-7pm**

1 KLIV-AM	KLIV-AM	KLIV-AM	KLIV-AM
2 KFRC-AM	KFRC-AM	KFRC-AM	KOME-FM
3 KSOL-FM	KOME-FM	KOME-FM	KSJO-FM

**Adults 18-34**  
M-S, 6am-Midnight  
POP(00): 4391

O/N '78	J/F '79	A/M '79	O/N '79
1 KFRC-AM	KOME-FM	KOME-FM	KOME-FM
2 KIOI-FM	KFRC-AM	KLOK-AM	KLOK-AM
3 KLIV-AM	KLOK-AM	KEZR-FM	KEZR-FM
4 KSOL-FM	KEZR-FM	KFRC-AM	KARA-FM
5 KLOK-AM	KIOI-FM	KIOI-FM	KIOI-FM
6 KEZR-FM	KARA-FM	KSJO-FM	KFRC-AM
7 KARA-FM	KLIV-AM	KARA-FM	KSJO-FM
8 KOME-FM	KYA -AM	KLIV-AM	KLIV-AM
9 KYA -AM	KSJO-FM	KNBR-AM	KYUU-FM
10 KSJO-FM	KSFX-FM	KYA -AM	KSFX-FM

**M-F, 8-10am**

1 KFRC-AM	KLOK-AM	KLOK-AM	KLOK-AM
2 KIOI-FM	KFRC-AM	KEZR-FM	KOME-FM
3 KLOK-AM	KOME-FM	KFRC-AM	KEZR-FM
4 KSPX-FM	KLIV-AM	KOME-FM	KIOI-FM
5 KLIV-AM	KEZR-FM	KSJO-FM	KFRC-AM
6 KEZR-FM	KIOI-FM	KGO -AM	KARA-FM
7 KSOL-FM	KGO -AM	KARA-FM	KYUU-FM
8 KARA-FM	KARA-FM	KIOI-FM	KSJO-FM
9 KYA -AM	KYA -AM	KLIV-AM	KLIV-AM
10 KOME-FM	KSJO-FM	KCBS-AM	KGO -AM

**M-F, 3-7pm**

1 KIOI-FM	KOME-FM	KOME-FM	KOME-FM
2 KEZR-FM	KLOK-AM	KLOK-AM	KEZR-FM
3 KFRC-AM	KEZR-FM	KEZR-FM	KLOK-AM
4 KARA-FM	KFRC-AM	KSJO-FM	KARA-FM
5 KLOK-AM	KIOI-FM	KFRC-AM	KSJO-FM
6 KSOL-FM	KARA-FM	KIOI-FM	KYUU-FM
7 KLIV-AM	KLIV-AM	KNBR-AM	KIOI-FM
8 KOME-FM	KSJO-FM	KARA-FM	KFRC-AM
9 KSFX-FM	KSFX-FM	KYUU-FM	KLIV-AM
10 KYA -FM	KBAY-FM	KYA -AM	KSFX-FM

**Adults 25-54**  
M-S, 6am-Midnight  
POP(00): 5501

O/N '78	J/F '79	A/M '79	O/N '79
1 KBAY-FM	KLOK-AM	KLOK-AM	KGO -AM
2 KCBS-AM	KBAY-FM	KGO -AM	KLOK-AM
3 KLOK-AM	KCBS-AM	KNBR-AM	KCBS-AM
4 KGO -AM	KGO -AM	KCBS-AM	KARA-FM
5 KFRC-AM	KIOI-FM	KBAY-FM	KBAY-FM
6 KIOI-FM	KFRC-AM	KOIT-FM	KSFO-AM
7 KOIT-FM	KARA-FM	KFRC-AM	KIOI-FM
8 KSFO-AM	KOIT-FM	KIOI-FM	KFOG-FM
9 KABL-AM	KEZR-FM	KARA-FM	KEZR-FM
10 KXX-AM	KNBR-AM	KOME-FM	KYUU-FM

**M-F, 8-10am**

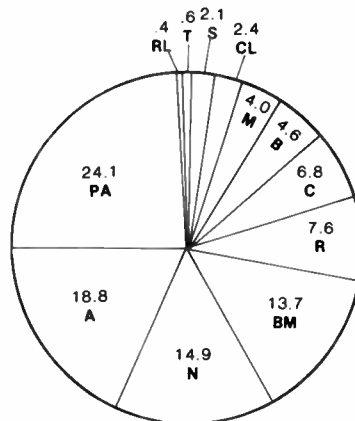
1 KCBS-AM	KLOK-AM	KGO -AM	KGO -AM
2 KLOK-AM	KBAY-FM	KCBS-AM	KLOK-AM
3 KBAY-FM	KCBS-AM	KLOK-AM	KCBS-AM
4 KGO -AM	KGO -AM	KNBR-AM	KARA-FM
5 KFRC-AM	KFRC-AM	KBAY-FM	KSFO-AM
6 KEEN-AM	KNBR-AM	KFRC-AM	KBAY-FM
7 KIOI-FM	KEEN-AM	KXX-AM	KEZR-FM
8 KXX-AM	KXX-AM	KOIT-FM	KNBR-AM
9 KNBR-AM	KARA-FM	KEZR-FM	KIOI-FM
10 KSFX-FM	KABL-AM	KEEN-AM	KFRC-AM

**M-F, 3-7pm**

1 KBAY-FM	KLOK-AM	KLOK-AM	KGO -AM
2 KLOK-AM	KBAY-FM	KGO -AM	KLOK-AM
3 KCBS-AM	KGO -AM	KCBS-AM	KCBS-AM
4 KGO -AM	KCBS-AM	KNBR-AM	KARA-FM
5 KIOI-FM	KEZR-FM	KBAY-FM	KBAY-FM
6 KFRC-AM	KEZR-FM	KOME-FM	KEZR-FM
7 KFEN-AM	KFRC-AM	KOIT-FM	KOIT-FM
8 KABL-AM	KOIT-FM	KEZR-FM	KNBR-AM
9 KEZR-FM	KEEN-AM	KARA-FM	KYUU-FM
10 KARA-FM	KARA-FM	KFRC-AM	KOME-FM

**Format Penetration Chart**

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# Seattle-Everett-Tacoma

METRO RANK

17

## Fall Extended Measurement O/N '79 Market Overview

The traditional leaders in Seattle, KIRO and KOMO, are the front-runners again, KIRO's News/Talk format makes it the most popular 25-54 adult station, just ahead of KOMO; but KOMO leads with adults 35-64, barely ahead of KIRO.

KIRO's FM station, KSEA, ranks third in the market overall and third in most older-skewing adult demos. The BM station is owned by Bonneville, and uses Bonneville programming, with live announcers. A multimedia ad campaign was used for the fall, involving TV, newspaper, and billboards. The station slipped a bit from its showing in the A/M '79 book.

KJR dropped in this report but still leads in its format. The Top 40 powerhouse (which like to call itself "Personality Contemporary") used newspaper and billboards, but still lost almost 20% of its 18-34 share. For the second straight book there was some teen erosion also. There were a number of on-air

staff changes around the survey, so perhaps the next 12-week measurement will gauge the new lineup in a more favorable light.

Three stations that recorded measurable gains in this measurement are AOR's KISW and KYYX and BM station KEZX. KISW almost doubled its 12+ share and increased its 18-34 share by almost 50%. KISW is second 18-34 to KZOK-FM. KYYX improved well among persons 12+, but most importantly saw its 18-34 share jump almost 50% too. KYYX stands just behind KZOK and KISW among 18-34 adults.

KEZX skews older than the above stations, and earned a 12+ share boost of 33%. Using FM100 syndicated programming, the station now finds itself fourth among persons 35-64. One idea that may have paid off for KEZX is an "office party" contest which encouraged in-office listening. Black KYAC scored a nice jump in overall share and in desired female demos.

As this Ratings Report goes to press there is a controversy not yet resolved involving stations KSEA and KPLZ. Both use the rounded frequency slogan of "101," and in 18 diaries this slogan came up without any other identifiers to give a clue as to which station was meant. Arbitron would normally call back the diarykeepers to determine which of the stations the person was listening to, but this was not done during production of the Seattle estimates. Instead, all of the listening in the 18 diaries was given entirely to KSEA. Arbitron is attempting to determine which station should have gotten credit in the 18 cases after the issue was brought to its attention in March.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 16037

	O/N '78	A/M '79	O/N '79
1 KOMO-AM	10.9	KIRO-AM	11.2
2 KIRO-AM	10.3	KSEA-FM	7.5
3 KVI -AM	7.1	KJR -AM	7.1
4 KSEA-FM	7.1	KOMO-AM	6.4
5 KJR -AM	7.0	KVI -AM	5.7
6 KING-AM	6.1	KZOK-FM	5.6
7 KYYX-FM	3.9	KPLZ-FM	4.2
8 KEZX-FM	3.9	KMPS-FM	3.7
9 KPLZ-FM	3.4	KYYX-FM	3.5
10 KZOK-FM	3.3	KEZX-FM	3.4
11 KISW-FM	3.2	KING-AM	3.3
12 KTAC-AM	2.6	KISW-FM	3.1
13 KZAM-FM	2.4	KTAC-AM	3.1
14 KNBO-FM	2.4	KMPS-AM	2.8
15 KIXI-FM	2.3	KZAM-FM	2.8
16 KING-FM	2.3	KIXI-FM	2.6
17 KGDN-AM	1.9	KIXI-AM	2.1
18 KBIO-FM	1.7	KNBO-FM	2.1
19 KMPS-AM	1.6	KBRD-FM	2.1
20 KAYO-AM	1.6	KGDN-AM	2.0
21 KMPS-FM	1.5	KYAC-AM	1.9
22 KYYI-AM	1.3	KING-FM	1.9
23 KBRD-FM	1.3	KBIO-FM	1.7
24 KXA -AM	1.2	KAYO-AM	1.6
25 KYAC-AM	1.1	KMO -AM	0.8
26 KZOK-AM	0.9	KWYZ-AM	0.7
27 KMO -AM	0.7	KXA -AM	0.7
28 KXNT-AM	0.5	KZOK-AM	0.6
29 KLAY-FM	0.5	KLAY-FM	0.6
30 KWYZ-AM	0.5	KZAM-AM	0.5
31 KGO -AM	0.4	KTNT-AM	0.5
32 KZAM-AM	0.4	KGO -AM	0.3

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 16037

	O/N '78	A/M '79	O/N '79
1 KOMO-AM	245	KIRO-AM	267
2 KIRO-AM	233	KSEA-FM	178
3 KVI -AM	161	KJR -AM	168
4 KSEA-FM	161	KOMO-AM	152
5 KJR -AM	159	KVI -AM	135
6 KING-AM	138	KZOK-FM	133
7 KYYX-FM	89	KPLZ-FM	99
8 KEZX-FM	88	KMPS-FM	89
9 KPLZ-FM	77	KYYX-FM	83
10 KZOK-FM	75	KEZX-FM	80

#### M-F, 8-10am

1 KOMO-AM	KIRO-AM	KIRO-AM
2 KIRO-AM	KOMO-AM	KOMO-AM
3 KVI -AM	KVI -AM	KJR -AM
4 KJR -AM	KJR -AM	KVI -AM
5 KING-AM	KSEA-FM	KISW-FM
6 KSEA-FM	KZOK-FM	KSEA-FM
7 KYYX-FM	KING-AM	KIXI-FM
8 KPLZ-FM	KPLZ-FM	KYYX-FM
9 KEZX-FM	KMPS-FM	KZOK-FM
10 KISW-FM	KZAM-FM	KTAC-AM

#### M-F, 3-7pm

1 KIRO-AM	KIRO-AM	KIRO-AM
2 KOMO-AM	KSEA-FM	KOMO-AM
3 KJR -AM	KJR -AM	KJR -AM
4 KVI -AM	KOMO-AM	KISW-FM
5 KING-AM	KVI -AM	KYYX-FM
6 KSEA-FM	KZOK-FM	KSEA-FM
7 KZOK-FM	KPLZ-FM	KZOK-FM
8 KYYX-FM	KMPS-FM	KFZX-FM
9 KEZX-FM	KING-AM	KVI -AM
10 KPLZ-FM	KEZX-FM	KPLZ-FM

### Teens

M-S, 6am-Midnight  
POP(00): 1958

	O/N '78	A/M '79	O/N '79
1 KJR -AM	KJR -AM	KJR -AM	
2 KING-AM	KPLZ-FM	KISW-FM	
3 KPLZ-FM	KYYX-FM	KYYX-FM	

M-F, 6-10am

1 KJR -AM	KJR -AM	KJR -AM
2 KING-AM	KZOK-FM	KISW-FM
3 KTAC-AM	KPLZ-FM	KYYX-FM

M-F, 3-7pm

1 KJR -AM	KJR -AM	KISW-FM
2 KING-AM	KZOK-FM	KYYX-FM
3 KZOK-FM	KPLZ-FM	KJR -AM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 6433

	O/N '78	A/M '79	O/N '79
1 KING-AM	KZOK-FM	KZOK-FM	
2 KJR -AM	KJR -AM	KISW-FM	
3 KYYX-FM	KIRO-AM	KJR -AM	
4 KVI -AM	KZAM-FM	KYYX-FM	
5 KZAM-FM	KING-AM	KIRO-AM	
6 KZOK-FM	KISW-FM	KZAM-FM	
7 KIRO-AM	KSEA-FM	KIXI-FM	
8 KISW-FM	KPLZ-FM	KPLZ-FM	
9 KPLZ-FM	KYYX-FM	KSEA-FM	
10 KOMO-AM	KTAC-AM	KTAC-AM	

### M-F, 6-10am

1 KING-AM	KJR -AM	KIRO-AM
2 KVI -AM	KIRO-AM	KJR -AM
3 KJR -AM	KZOK-FM	KZOK-FM
4 KIRO-AM	KING-AM	KISW-FM
5 KYYX-FM	KVI -AM	KVI -AM
6 KOMO-AM	KZAM-FM	KTAC-AM
7 KZAM-FM	KISW-FM	KYYX-FM
8 KPLZ-FM	KTAC-AM	KIXI-FM
9 KISW-FM	KPLZ-FM	KPLZ-FM
10 KZOK-FM	KSEA-FM	KZAM-FM

#### M-F, 3-7pm

1 KING-AM	KZOK-FM	KZOK-FM
2 KJR -AM	KJR -AM	KISW-FM
3 KVI -AM	KZAM-FM	KJR -AM
4 KZOK-FM	KSEA-FM	KYYX-FM
5 KYYX-FM	KING-AM	KZAM-FM
6 KZAM-FM	KISW-FM	KIRO-AM
7 KISW-FM	KIRO-AM	KPLZ-FM
8 KPLZ-FM	KTAC-AM	KIXI-FM
9 KIRO-AM	KPLZ-FM	KTAC-AM
10 KTAC-AM	KVI -AM	KSEA-FM

### Adults 25-54

M-S, 6am-Midnight  
POP(00): 7735

	O/N '78	A/M '79	O/N '79
1 KOMO-AM	KIRO-AM	KIRO-AM	
2 KVI -AM	KSEA-FM	KOMO-AM	
3 KIRO-AM	KVI -AM	KSEA-FM	
4 KSEA-FM	KOMO-AM	KVI -AM	
5 KEZX-FM	KJR -AM	KIXI-FM	
6 KJR -AM	KMPS-FM	KJR -AM	
7 KING-AM	KEZX-FM	KEZX-FM	
8 KING-FM	KMPS-AM	KMPS-FM	
9 KIXI-FM	KZAM-FM	KING-FM	
10 KZAM-FM	KZOK-FM	KZAM-FM	

### M-F, 8-10am

1 KVI -AM	KIRO-AM	KIRO-AM
2 KOMO-AM	KVI -AM	KOMO-AM
3 KIRO-AM	KOMO-AM	KVI -AM
4 KSEA-FM	KJR -AM	KJR -AM
5 KJR -AM	KSEA-FM	KIXI-FM
6 KING-AM	KMPS-FM	KSEA-FM
7 KIXI-FM	KING-AM	KING-AM
8 KMPS-FM	KZAM-FM	KZAM-FM
9 KZAM-FM	KMPS-AM	KING-FM
10 KEZX-FM	KPLZ-FM	KMPS-FM

### M-F, 3-7pm

1 KVI -AM	KIRO-AM	KIRO-AM
2 KOMO-AM	KSEA-FM	KVI -AM
3 KIRO-AM	KVI -AM	KOMO-AM
4 KSEA-FM	KOMO-AM	KSEA-FM
5 KJR -AM	KJR -AM	KJR -AM
6 KEZX-FM	KMPS-AM	KMPS-FM
7 KING-AM	KMPS-FM	KEZX-FM
8 KING-FM	KPLZ-FM	KMPS-AM
9 KZAM-FM	KEZX-FM	KIXI-FM
10 KIXI-FM	KING-AM	KING-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight  
POP(00): 16037

	O/N '78	A/M '79	O/N '79
1 KOMO-AM	4079	KIRO-AM	4556
2 KIRO-AM	3901	KJR -AM	3244
3 KJR -AM	3539	KING-AM	2644
4 KING-AM	3169	KOMO-AM	2622
5 KVI -AM	2544	KVI -AM	2526
6 KSEA-FM	2018	KZOK-FM	1932
7 KZOK-FM	1789	KPLZ-FM	1902
8 KPLZ-FM	1633	KSEA-FM	1758
9 KYYX-FM	1565	KYYX-FM	1556
10 KISW-FM	1315	KISW-FM	1507

### M-F, 6-10am

1 KOMO-AM	KIRO-AM	KIRO-AM
2 KIRO-AM	KJR -AM	KOMO-AM
3 KJR -AM	KOMO-AM	KJR -AM
4 KING-AM	KVI -AM	KVI -AM
5 KVI -AM	KING-AM	KING-AM
6 KSEA-FM	KZOK-FM	KISW-FM
7 KPLZ-FM	KPLZ-FM	KSEA-FM
8 KYYX-FM	KSEA-FM	KYYX-FM
9 KZOK-FM	KYYX-FM	KZOK-FM
10 KISW-FM	KTAC-AM	KTAC-AM

### M-F, 3-7pm

1 KJR -AM	KIRO-AM	KIRO-AM
2 KIRO-AM	KJR -AM	KJR -AM
3 KING-AM	KOMO-AM	KOMO-AM
4 KOMO-AM	KING-AM	KING-AM
5 KVI -AM	KVI -AM	KZOK-FM
6 KSEA-FM	KZOK-FM	KISW-FM
7 KYYX-FM	KSEA-FM	KYYX-FM
8 KZOK-FM	KPLZ-FM	KSEA-FM
9 KPLZ-FM	KISW-FM	KVI -AM
10 KISW-FM	KYYX-FM	KTAC-AM

### Teens

M-S, 6am-Midnight  
POP(00): 1958

	O/N '78	A/M '79	O/N '79
1 KJR -AM	KJR -AM	KJR -AM	
2 KING-AM	KPLZ-FM	KISW-FM	
3 KZOK-FM	KING-AM	KYYX-FM	

### M-F, 6-10am

1 KJR -AM	KJR -AM	KJR -AM
2 KING-AM	KZOK-FM	KISW-FM
3 KZOK-FM	KPLZ-FM	KYYX-FM

### M-F, 3-7pm

1 KJR -AM	KJR -AM	KJR -AM
2 KING-AM	KPLZ-FM	KISW-FM
3 KYYX-FM	KYYX-FM	KYYX-FM

### Adults 18-34

M-S, 6am-Midnight  
POP(00): 6433

	O/N '78	A/M '79	O/N '79
1 KJR -AM	KJR -AM	KJR -AM	
2 KING-AM	KING-AM	KIRO-AM	
3 KZOK-FM	KIRO-AM	KZOK-FM	
4 KIRO-AM	KZOK-FM	KING-AM	
5 KYYX-FM	KISW-FM	KISW-FM	
6 KOMO-AM	KPLZ-FM	KYYX-FM	
7 KPLZ-FM	KVI -AM	KOMO-AM	
8 KVI -AM	KYYX-FM	KTAC-AM	
9 KISW-FM	KTAC-AM	KPLZ-FM	
10 KZAM-FM	KZAM-FM	KZAM-FM	

### M-F, 6-10am

1 KJR -AM	KJR -AM	KJR -AM
2 KING-AM	KING-AM	KIRO-AM
3 KIRO-AM	KIRO-AM	KING-AM
4 KVI -AM	KZOK-FM	KZOK-FM
5 KYYX-FM	KISW-FM	KISW-FM
6 KOMO-AM	KZAM-FM	KYYX-FM
7 KPLZ-FM	KTAC-AM	KTAC-AM
8 KZOK-FM	KVI -AM	KVI -AM
9 KISW-FM	KYYX-FM	KZAM-FM
10 KZAM-FM	KPLZ-FM	KPLZ-FM

### M-F, 3-7pm

1 KING-AM	KJR -AM	KJR -AM
2 KZOK-FM	KZOK-FM	KZOK-FM
3 KZOK-FM	KING-AM	KIRO-AM
4 KVI -AM	KISW-FM	KING-AM
5 KPLZ-FM	KIRO-AM	KISW-FM
6 KYYX-FM	KYYX-FM	KYYX-FM
7 KISW-FM	KTAC-AM	KTAC-AM
8 KIRO-AM	KPLZ-FM	KZAM-FM
9 KTAC-AM	KZAM-FM	KIXI-FM
10 KZAM-FM	KVI -AM	KPLZ-FM

# Seattle- Everett-Tacoma *Continued*

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 7735

O/N '78	A/M '79	O/N '79
1 KIRO-AM	KIRO-AM	KIRO-AM
2 KOMO-AM	KVI -AM	KOMO-AM
3 KVI -AM	KOMO-AM	KVI -AM
4 KJR -AM	KJR -AM	KJR -AM
5 KSEA-FM	KING-AM	KSEA-FM
6 KING-AM	KSEA-FM	KING-AM
7 KIXI-FM	KMPS-AM	KIXI-FM
8 KEZX-FM	KPLZ-FM	KING-FM
9 KING-FM	KING-FM	KEZX-FM
0 KYXX-FM	KZAM-FM	KMPS-AM

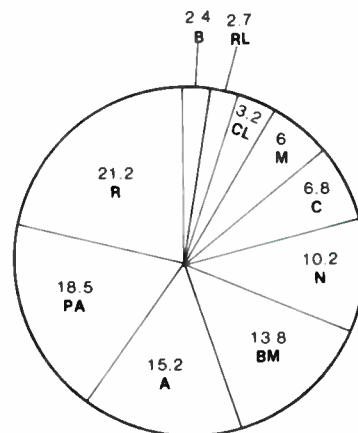
O/N '78	A/M '79	O/N '79
1 KIRO-AM	KIRO-AM	KIRO-AM
2 KVI -AM	KVI -AM	KOMO-AM
3 KOMO-AM	KOMO-AM	KVI -AM
4 KJR -AM	KJR -AM	KJR -AM
5 KSEA-FM	KING-AM	KSEA-FM
6 KING-AM	KSEA-FM	KING-AM
7 KIXI-FM	KZAM-FM	KIXI-FM
8 KEZX-FM	KMPS-AM	KMPS-AM
9 KPLZ-FM	KMPS-AM	KING-FM
0 KYXX-FM	KTAC-AM	KEZX-FM

M-F, 3-7pm

1 KIRO-AM	KIRO-AM	KIRO-AM
2 KVI -AM	KVI -AM	KVI -AM
3 KOMO-AM	KOMO-AM	KOMO-AM
4 KING-AM	KJR -AM	KJR -AM
5 KJR -AM	KSEA-FM	KSEA-FM
6 KSEA-FM	KING-AM	KING-AM
7 KEZX-FM	KMPS-AM	KIXI-FM
8 KIXI-FM	KMPS-AM	KYYX-FM
9 KING-FM	KPLZ-FM	KING-FM
10 KAYO-AM	KZAM-FM	KMPS-FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# St. Louis *Continued from Page 126*

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 9291

O/N '78	A/M '79	O/N '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KXOK-AM	KXOK-AM
3 KXOK-AM	KSD -AM	KEZK-FM
4 WIL -AM	WIL -AM	WIL -FM
5 WIL -FM	KEZK-FM	KMOX-FM
6 KMOX-FM	WIL -FM	KSLQ-FM
7 KSLQ-FM	KMOX-FM	WIL -AM
8 KEZK-FM	KSLQ-FM	KSD -AM
9 WRTH-AM	WRTH-AM	WWWK-FM
10 KCFM-FM	KWK -AM	KKSS-FM

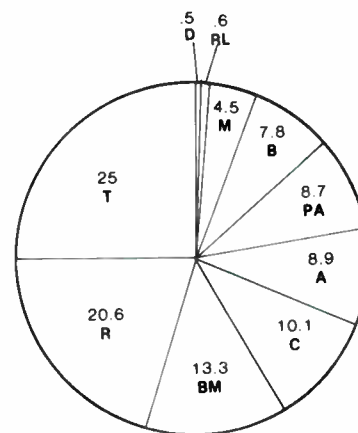
O/N '78	A/M '79	O/N '79
1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KXOK-AM	KXOK-AM
3 KXOK-AM	KSD -AM	WIL -FM
4 WIL -AM	WIL -AM	KEZK-FM
5 KMOX-FM	WIL -FM	WIL -AM
6 WIL -FM	KSLQ-FM	KMOX-FM
7 KSLQ-FM	KMOX-FM	KSD -AM
8 KEZK-FM	KEZK-FM	KSLQ-FM
9 WRTH-AM	WRTH-AM	WWWK-FM
10 KSHE-FM	KWK -AM	KSHE-FM

M-F, 3-7pm

1 KMOX-AM	KMOX-AM	KMOX-AM
2 KSD -AM	KXOK-AM	KXOK-AM
3 KXOK-AM	KSD -AM	WIL -FM
4 WIL -FM	WIL -FM	KEZK-FM
5 WIL -AM	KSLQ-FM	WWWK-FM
6 KMOX-FM	WIL -AM	KMOX-FM
7 KEZK-FM	KEZK-FM	KSLO-FM
8 KSLQ-FM	KWK -AM	WIL -AM
9 WRTH-AM	WRTH-AM	KKSS-FM
10 KSHE-FM	KMOX-FM	KSD -AM

### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# San Diego *Continued from Page 131*

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 6805

O/N '78	A/M '79	O/N '79
1 KCBQ-AM	KMJC-AM	KPRI-FM
2 KGB -FM	KFMB-AM	KGB -FM
3 KFMB-FM	KFMB-FM	KIFM-FM
4 KMJC-AM	KGB -AM	XTRA-FM
5 KGB -AM	KIFM-FM	KCBQ-AM
6 KPRI-FM	KCRQ-AM	KGB -AM
7 KIFM-FM	XTRA-FM	KFMB-FM
8 KFMB-AM	KGB -FM	KMJC-AM
9 KBZT-FM	KPRI-FM	KBZT-FM
10 KFI -AM	KYXY-FM	KFMB-AM

O/N '78	A/M '79	O/N '79
1 KFMB-FM	KFMB-AM	KPRI-FM
2 KPRI-FM	KPRI-FM	KGB -FM
3 KCBQ-AM	KFMB-FM	KFMB-FM
4 KGB -FM	KGB -FM	KIFM-FM
5 KMJC-AM	KIFM-FM	XTRA-FM
6 KIFM-FM	XTRA-FM	KBZT-FM
7 KBZT-FM	KMJC-AM	KGB -AM
8 KGB -AM	KCRQ-AM	KCBQ-AM
9 KFMB-AM	KGB -AM	KMJC-AM
10 XTRA-FM	KYXY-FM	KFMB-AM

M-F, 6-10am

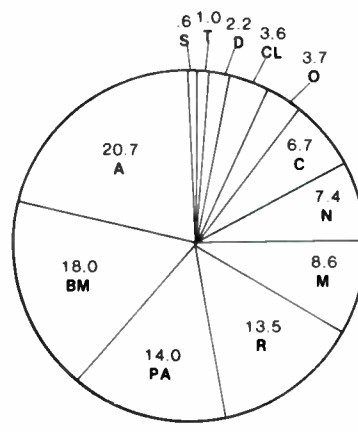
1 KSDO-AM	KFMB-AM	KSDO-AM
2 KCRO-AM	KSDO-AM	KFMB-AM
3 KOGO-AM	XTRA-AM	KCRQ-AM
4 KFMB-AM	KCRQ-AM	KJQY-FM
5 XTRA-AM	KOGO-AM	KOGO-AM
6 KGB -AM	KMJC-AM	XTRA-AM
7 KIFM-FM	KFMB-FM	KSON-AM
8 KSON-AM	KYXY-FM	KBZT-FM
9 KEZL-FM	KEZL-FM	KFSD-FM
10 KFSD-FM	KBZT-FM	KIFM-FM

M-F, 3-7pm

1 KCRQ-AM	KFMB-AM	KSDO-AM
2 KSDO-AM	XTRA-AM	KFMB-AM
3 XTRA-AM	KCBQ-AM	KJQY-FM
4 KIFM-FM	KSDO-AM	KBZT-FM
5 KSON-AM	KYXY-FM	KCBQ-AM
6 KGB -AM	KSON-AM	XTRA-AM
7 KFMB-AM	KMJC-AM	KOGO-AM
8 KEZL-FM	KJQY-FM	KSON-AM
9 KJQY-FM	KBZT-FM	KYXY-FM
10 KMJC-AM	KIFM-FM	KFSD-FM

## Format Penetration Chart

Based On Total Persons 12 +  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# Spokane

METRO RANK

105

## O/N '79 Market Overview

The Top 40 kingpin in Spokane, **KJRB**, still stands atop the market. However, **KJRB's** dominance in 18-34 adults appears to be seriously challenged by either **KREM-FM**, an AOR, or Top 40 station **KHQ-FM**.

In the A/M '79 results, **KJRB** was third among young adults, after **KREM-FM** and **KHQ-FM**. In this book **KJRB** has passed **KHQ-FM** but still trails **KREM-FM**. What helps propel **KJRB** into the 12+ lead time after time is its dominance of the teen market — **KJRB** has a teen share of more than 55% in this book, for example. In 18-34 adults, **KJRB** has a share of approximately 16% of the audience, second to **KREM-FM's** 21%.

The new number two station in Spokane is Beautiful Music **KEZE-FM**. This report shows continued growth for this station, as evidenced by its almost tripling its 12+ share in this sweep. In adults 25-54 **KEZE** now rates second, and in 35-64 adults it has the dominant share, almost 20%. **KEZE's** new ownership infused the station with more ad dollars to promote the **BPI** syndicated sound.

**KREM-FM** maintained its 12+ share in this book, but saw its 18-34 lead shrink slightly. This may have been caused to an extent by altered clocks, as the station tried to incorporate new music. **KREM-FM** advertised through billboards and some community and college papers, and ran a Best of the Decade promotion August through November.

Two stations which took losses in this book are P/A **KHQ-AM** and Country **KGA**. **KHQ's** younger-skewing demo figures dropped in this book, and the 35+ numbers become more prevalent. **KGA**, which spent more ad dollars in the fall, lost older females to cause a part of the overall share loss.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 2671

	O/N '78	A/M '79	O/N '79
1 KJRB-AM	12.4	KJRB-AM	16.4
2 KGA -AM	10.5	KHO -FM	11.2
3 KHQ -AM	10.0	KRE M-FM	10.4
4 KHQ -FM	9.4	KHO -AM	9.2
5 KREM-FM	8.9	KGA -AM	9.0
6 KZUN-FM	7.5	KZUN-FM	8.0
7 KREM-AM	7.0	KXLY-FM	7.5
8 KEZE-FM	5.4	KREM-AM	5.0
9 KXXR-FM	5.1	KEZE-FM	5.0
10 KSPO-AM	4.9	KSPO-AM	3.5
11 KXLY-FM	4.6	KXLY-AM	3.5
12 KXLY-AM	4.0	KXXR-FM	2.5
13 KEZE-AM	1.9	KZUN-AM	2.2
14 KZUN-AM	1.3	KEZE-AM	2.0
15 KXXR-AM	1.3	KXXR-AM	0.7
16 KICN-FM	0.5		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2671

	O/N '78	A/M '79	O/N '79
1 KJRB-AM	46	KJRB-AM	66
2 KGA -AM	39	KHO -FM	45
3 KHQ -AM	37	KREM-FM	42
4 KHQ -FM	35	KHO -AM	37
5 KREM-FM	33	KGA -AM	36

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -AM	KHO -AM	KHO -AM
3 KGA -AM	KGA -AM	KEZE-FM
4 KSPO-AM	KHO -FM	KGA -AM
5 KZUN-FM	KREM-FM	KREM-FM

M-F, 3-7pm

1 KHQ -FM	KJRB-AM	KJRB-AM
2 KJRB-AM	KHO -FM	KEZE-FM
3 KGA -AM	KREM-FM	KREM-FM
4 KREM-FM	KGA -AM	KHO -FM
5 KHQ -AM	KHO -AM	KHQ -AM

Teens  
M-S, 6am-Midnight  
POP(00): 342

	O/N '78	A/M '79	O/N '79
1 KJRB-AM		KJRB-AM	KJRB-AM
2 KREM-FM		KHO -FM	KHO -FM
3 KHQ -FM		KREM-FM	KREM-FM

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-AM	KHO -FM	KHO -FM
3 KHQ -FM	KREM-FM	KZUN-FM

M-F, 3-7pm

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KHO -FM	KHO -FM
3 KREM-AM	KREM-AM	KZUN-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 959

	O/N '78	A/M '79	O/N '79
1 KREM-FM	KREM-FM	KREM-FM	
2 KHQ -FM	KHO -FM	KJRB-AM	
3 KJRB-AM	KJRB-AM	KHO -FM	
4 KREM-AM	KREM-AM	KDRK-FM	
5 KHQ -AM	KGA -AM	KEZE-FM	

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KREM-FM	KREM-FM
3 KHQ -AM	KHO -FM	KHO -FM
4 KREM-FM	KREM-AM	KREM-AM
5 KREM-AM	KGA -AM	KEZE-FM

M-F, 3-7pm

1 KREM-FM	KREM-FM	KREM-FM
2 KHQ -FM	KHO -FM	KJRB-AM
3 KJRB-AM	KJRB-AM	KHO -FM
4 KREM-AM	KREM-AM	KDRK-FM
5 KHQ -AM	KGA -AM	KREM-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1159

	O/N '78	A/M '79	O/N '79
1 KGA -AM	KJRB-AM	KGA -AM	
2 KHQ -AM	KZUN-FM	KEZE-FM	
3 KZUN-FM	KHO -FM	KHO -AM	
4 KJRB-AM	KHO -AM	KJRB-AM	
5 KHQ -FM	KGA -AM	KREM-FM	

M-F, 6-10am

1 KHQ -AM	KJRB-AM	KHO -AM
2 KJRB-AM	KHO -AM	KGA -AM
3 KGA -AM	KZUN-FM	KJRB-AM
4 KZUN-FM	KGA -AM	KEZE-FM
5 KHQ -FM	KHO -FM	KREM-FM

M-F, 3-7pm

1 KGA -AM	KHO -AM	KEZE-FM
2 KHQ -AM	KZUN-FM	KGA -AM
3 KZUN-FM	KHO -FM	KREM-FM
4 KJRB-AM	KJRB-AM	KHO -AM
5 KHQ -FM	KGA -AM	KDRK-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 2671

	O/N '78	A/M '79	O/N '79
1 KJRB-AM	797	KJRB-AM	1004
2 KHQ -AM	657	KHO -FM	625
3 KHQ -FM	618	KHO -AM	602
4 KGA -AM	580	KGA -AM	516
5 KREM-AM	579	KREM-FM	491

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -AM	KHO -AM	KHO -AM
3 KGA -AM	KGA -AM	KREM-FM
4 KHQ -FM	KREM-AM	KGA -AM
5 KREM-AM	KHO -FM	KEZE-FM

M-F, 3-7pm

1 KHQ -FM	KJRB-AM	KJRB-AM
2 KJRB-AM	KHO -AM	KREM-FM
3 KGA -AM	KHO -FM	KHO -FM
4 KREM-AM	KREM-AM	KEZE-FM
5 KHQ -AM	KREM-FM	KREM-AM

Teens  
M-S, 6am-Midnight  
POP(00): 342

	O/N '78	A/M '79	O/N '79
1 KJRB-AM	KJRB-AM	KJRB-AM	
2 KREM-AM	KHO -FM	KHO -FM	
3 KHQ -FM	KREM-FM	KREM-AM	

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-AM	KHO -FM	KHO -FM
3 KHQ -FM	KREM-FM	KREM-AM

M-F, 3-7pm

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KREM-AM	KHO -FM	KHO -FM
3 KHQ -FM	KREM-FM	KREM-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 959

	O/N '78	A/M '79	O/N '79
1 KJRB-AM	KJRB-AM	KJRB-AM	
2 KHQ -FM	KHO -FM	KREM-FM	
3 KREM-AM	KREM-FM	KREM-AM	
4 KREM-FM	KREM-AM	KHO -FM	
5 KHQ -AM	KHO -AM	KXLY-AM	

M-F, 6-10am

1 KJRB-AM	KJRB-AM	KJRB-AM
2 KHQ -FM	KREM-FM	KREM-FM
3 KREM-AM	KHO -FM	KREM-AM
4 KREM-FM	KREM-AM	KHO -FM
5 KHQ -AM	KHO -AM	KXLY-AM

M-F, 3-7pm

1 KHQ -FM	KJRB-AM	KREM-FM
2 KJRB-AM	KREM-FM	KJRB-AM
3 KREM-AM	KHO -FM	KREM-AM
4 KREM-FM	KREM-AM	KHO -FM
5 KHQ -AM	KHO -AM	KXLY-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1159

	O/N '78	A/M '79	O/N '79
1 KHQ -AM	KJRB-AM	KJRB-AM	
2 KJRB-AM	KHO -AM	KGA -AM	
3 KGA -AM	KGA -AM	KHO -AM	
4 KZUN-FM	KHO -FM	KXLY-AM	
5 KHQ -FM	KZUN-FM	KEZE-FM	

M-F, 6-10am

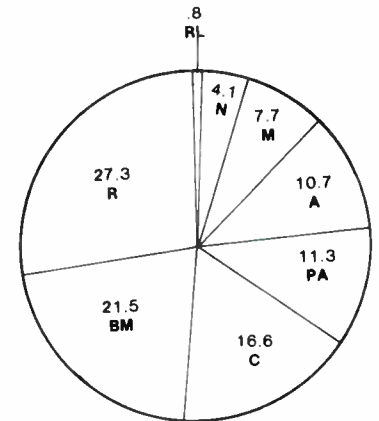
1 KHQ -AM	KJRB-AM	KJRB-AM
2 KGA -AM	KHO -AM	KGA -AM
3 KJRB-AM	KGA -AM	KHO -AM
4 KZUN-FM	KZUN-FM	KEZE-FM
5 KHQ -FM	KHO -FM	KXLY-AM

M-F, 3-7pm

1 KHQ -AM	KHO -AM	KJRB-AM
2 KGA -AM	KJRB-AM	KGA -AM
3 KHQ -FM	KHO -FM	KHO -AM
4 KJRB-AM	KXLY-FM	KREM-FM
5 KZUN-FM	KGA -AM	KEZE-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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## Q/N '79 Market Overview

**WSYR** remains the force to be reckoned with in the Syracuse area. This P/A fixture tightened its grip on the top spot by scoring an overall share of more than 18%. The station managed to improve its 25-34 dominance by surpassing **WHEN** and recording a share in this demo of almost 17%, tops among this prime adult target. **WSYR** is also dominant among persons 35-64, with almost 25% of that market. **WHEN** is the foremost competitor for **WSYR**. It's younger-skewing Pop/Adult and owns a big lead over **WSYR** among adults 18-34. **WHEN** is second 25-54 and third 35-64.

The Oldies format on **WNDR** was successful in this book. **WNDR** boosted its 18-34 share from approximately 8% to more than 12%, second in the market to **WAQX**. Most of the **WNDR** increase in this book came from young adult men.

The leading AOR, **WAQX**, is the top 18-34 station. **WAQX** has a share of young adults in the mid-12% range, just ahead of **WNDR**. The **WAQX** share in this book represents almost a 33% increase over the last book. **WAQX** advertised in several media for his sweep, using some TV, an alternative newspaper, busboards, and billboards.

On the Top 40 scene, **WOLF** and **WFBL** eased by longtime leader **WKFM**. **WFBL** leads the trio in adults 18-34 with just over an 8% share, while **WOLF** and **WKFM** are tied at just under 8% each. Both **WOLF** and **WFBL** passed **WKFM** in teens also.

Finally, both Beautiful Music stations slipped. **WNTQ** and **WEZG** are closer now than they ever have been. **WNTQ** still leads in shares 25-54 and 35-64 over **WEZG**, but the gap has narrowed tremendously. **WNTQ** is second among persons 35-64, with **WEZG** in third place.

(Note: **WMCR-AM-FM** are totally simulcast during the daytime broadcast hours of **WMCR-AM**; **WSGO-AM-FM** are totally simulcast during the daytime broadcast hours of **WSGO-AM**.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 5287

	O/N '78	A/M '79	O/N '79
1 WSYR-AH	16.7	14.4	14.4
2 WHEN-AH	10.8	14.1	14.1
3 WNTQ-FH	8.6	7.5	7.5
4 WKFM-FH	6.8	6.6	6.6
5 WNDR-AH	6.7	5.5	5.5
6 WEZG-FH	6.7	5.3	5.3
7 WOLF-AH	6.3	5.3	5.3
8 WFBL-AH	4.8	4.9	4.9
9 WSEN-AH	4.0	4.1	4.1
10 WSYR-FH	3.5	3.9	3.9
11 WSEN-FH	3.1	3.5	3.5
12 WAQX-FH	3.1	3.1	3.1
13 WOUR-FH	2.9	2.8	2.8
14 WONO-FH	2.3	2.5	2.5
15 WMCR-AH	1.5	2.3	2.3
16 WSGO-AH	1.3	2.3	2.3
17 WSCP-AH	1.3	1.7	1.7
18 WSOQ-AH	1.2	1.3	1.3
19 WMHR-FH	1.1	1.1	1.1
20 WKGW-FH	0.8	1.0	1.0
21 WOSC-AH	0.8	0.8	0.8
22 WYRD-AH	0.5	0.6	0.6
23 WSGO-FH	0.5	0.5	0.5
24 WMCR-FH	0.3	0.5	0.5

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5287

	O/N '78	A/M '79	O/N '79
1 WSYR-AH	125	120	147
2 WHEN-AH	81	118	63
3 WNTQ-FH	64	63	58
4 WKFM-FH	51	55	56
5 WNDR-AH	50	46	56

	O/N '78	A/M '79	O/N '79
1 WSYR-AH	1753	2075	1729
2 WHEN-AH	1745	1689	1408
3 WNDR-AH	1129	1115	1121
4 WOLF-AH	1038	961	1014
5 WFBL-AH	947	931	978

Teens  
M-S, 6am-Midnight  
POP(00): 715

	O/N '78	A/M '79	O/N '79
1 WKFM-FH	WOLF-AH	WOLF-AH	WOLF-AH
2 WHEN-AH	WHEN-AH	WAQX-FH	WFBL-AH
3 WOLF-AH	WKFM-FH	WFBL-AH	WFBL-AH

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WOLF-AH	WOLF-AH	WOLF-AH
2 WOLF-AH	WHEN-AH	WFBL-AH	WFBL-AH
3 WKFM-FH	WFBL-AH	WAQX-FH	WAQX-FH

	O/N '78	A/M '79	O/N '79
1 WKFM-FH	WOLF-AH	WOLF-AH	WOLF-AH
2 WHEN-AH	WAQX-FH	WAQX-FH	WAQX-FH
3 WOLF-AH	WHEN-AH	WFBL-AH	WFBL-AH

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1918

	O/N '78	A/M '79	O/N '79
1 WNDR-AH	WHEN-AH	WAQX-FH	WAQX-FH
2 WHEN-AH	WKFM-FH	WNDR-AH	WNDR-AH
3 WOLF-AH	WAQX-FH	WHEN-AH	WHEN-AH
4 WKFM-FH	WNDR-AH	WFBL-AH	WFBL-AH
5 WSYR-FH	WSYR-FH	WKFM-FH	WKFM-FH

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WHEN-AH	WHEN-AH
2 WNDR-AH	WNDR-AH	WAQX-FH	WAQX-FH
3 WOLF-AH	WOLF-AH	WFBL-AH	WFBL-AH
4 WAQX-FH	WKFM-FH	WNDR-AH	WNDR-AH
5 WSYR-AH	WAQX-FH	WOLF-AH	WOLF-AH

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WAQX-FH	WAQX-FH
2 WNDR-AH	WAQX-FH	WHEN-AH	WHEN-AH
3 WOUR-FH	WSYR-FH	WNDR-AH	WNDR-AH
4 WOLF-AH	WKFM-FH	WFBL-AH	WFBL-AH
5 WAQX-FH	WNDR-AH	WSYR-FH	WSYR-FH

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2350

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WSYR-AH	WSYR-AH
2 WSYR-AH	WSYR-AH	WHEN-AH	WHEN-AH
3 WNTQ-FH	WNTQ-FH	WNDR-AH	WNDR-AH
4 WNDR-AH	WNDR-AH	WNTQ-FH	WNTQ-FH
5 WEZG-FH	WEZG-FH	WEZG-FH	WEZG-FH

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WSYR-AH	WSYR-AH
2 WSYR-AH	WSYR-AH	WHEN-AH	WHEN-AH
3 WNDR-AH	WNTQ-FH	WNDR-AH	WNDR-AH
4 WNTQ-FH	WFBL-AH	WOLF-AH	WOLF-AH
5 WOLF-AH	WFBL-AH	WFBL-AH	WFBL-AH

	O/N '78	A/M '79	O/N '79
1 WNTQ-FH	WHEN-AH	WSYR-AH	WSYR-AH
2 WHEN-AH	WNTQ-FH	WHEN-AH	WHEN-AH
3 WSYR-AH	WSYR-AH	WNDR-AH	WNDR-AH
4 WNDR-AH	WNDR-AH	WNTQ-FH	WNTQ-FH
5 WEZG-FH	WEZG-FH	WEZG-FH	WEZG-FH

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 5287

	O/N '78	A/M '79	O/N '79
1 WSYR-AH	1753	2075	1729
2 WHEN-AH	1745	1689	1408
3 WNDR-AH	1129	1115	1121
4 WOLF-AH	1038	961	1014
5 WFBL-AH	947	931	978

	O/N '78	A/M '79	O/N '79
1 WSYR-AH	WHEN-AH	WSYR-AH	WHEN-AH
2 WHEN-AH	WSYR-AH	WHEN-AH	WHEN-AH
3 WNDR-AH	WOLF-AH	WFBL-AH	WFBL-AH
4 WOLF-AH	WFBL-AH	WOLF-AH	WOLF-AH
5 WFBL-AH	WNDR-AH	WNDR-AH	WNDR-AH

	O/N '78	A/M '79	O/N '79
1 WSYR-AH	WHEN-AH	WSYR-AH	WHEN-AH
2 WHEN-AH	WSYR-AH	WHEN-AH	WHEN-AH
3 WNDR-AH	WOLF-AH	WFBL-AH	WFBL-AH
4 WOLF-AH	WNDR-AH	WOLF-AH	WOLF-AH
5 WNTQ-FH	WEZG-FH	WNDR-AH	WNDR-AH

Teens  
M-S, 6am-Midnight  
POP(00): 715

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WOLF-AH	WOLF-AH
2 WOLF-AH	WOLF-AH	WFBL-AH	WFBL-AH
3 WKFM-FH	WKFM-FH	WAQX-FH	WAQX-FH

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WOLF-AH	WOLF-AH
2 WOLF-AH	WOLF-AH	WFBL-AH	WFBL-AH
3 WKFM-FH	WFBL-AH	WHEN-AH	WHEN-AH

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WOLF-AH	WOLF-AH	WOLF-AH
2 WKFM-FH	WHEN-AH	WFBL-AH	WFBL-AH
3 WOLF-AH	WAQX-FH	WAQX-FH	WAQX-FH

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1918

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WHEN-AH	WHEN-AH
2 WNDR-AH	WOLF-AH	WFBL-AH	WFBL-AH
3 WOLF-AH	WKFM-FH	WNDR-AH	WNDR-AH
4 WFBL-AH	WNDR-AH	WKFM-FH	WKFM-FH
5 WKFM-FH	WAQX-FH	WOLF-AH	WOLF-AH

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WHEN-AH	WHEN-AH
2 WNDR-AH	WOLF-AH	WFBL-AH	WFBL-AH
3 WOLF-AH	WNDR-AH	WOLF-AH	WOLF-AH
4 WFBL-AH	WKFM-FH	WOLF-AH	WOLF-AH
5 WKFM-FH	WAQX-FH	WAQX-FH	WAQX-FH

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WFBL-AH	WFBL-AH
2 WNDR-AH	WOLF-AH	WNDR-AH	WNDR-AH
3 WOLF-AH	WAQX-FH	WHEN-AH	WHEN-AH
4 WFBL-AH	WNDR-AH	WAQX-FH	WAQX-FH
5 WOUR-FH	WKFM-FH	WOLF-AH	WOLF-AH

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2350

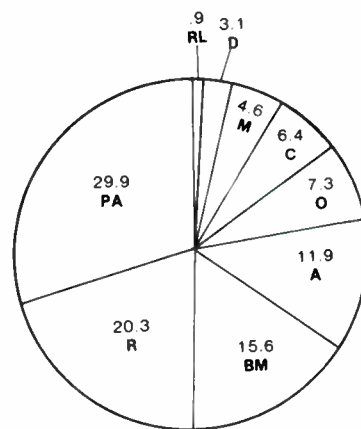
	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WSYR-AH	WSYR-AH
2 WSYR-AH	WSYR-AH	WHEN-AH	WHEN-AH
3 WNDR-AH	WNDR-AH	WNDR-AH	WNDR-AH
4 WNTQ-FH	WNTQ-FH	WFBL-AH	WFBL-AH
5 WNTQ-FH	WEZG-FH	WOLF-AH	WOLF-AH

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WSYR-AH	WHEN-AH
2 WSYR-AH	WSYR-AH	WHEN-AH	WHEN-AH
3 WNDR-AH	WNDR-AH	WNDR-AH	WNDR-AH
4 WNTQ-FH	WNTQ-FH	WFBL-AH	WFBL-AH
5 WOLF-AH	WFBL-AH	WOLF-AH	WOLF-AH

	O/N '78	A/M '79	O/N '79
1 WHEN-AH	WHEN-AH	WHEN-AH	WHEN-AH
2 WSYR-AH	WSYR-AH	WHEN-AH	WHEN-AH
3 WNDR-AH	WNDR-AH	WNDR-AH	WNDR-AH
4 WNTQ-FH	WNTQ-FH	WFBL-AH	WFBL-AH
5 WEZG-FH	WEZG-FH	WEZG-FH	WEZG-FH

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# Tampa-St. Petersburg

METRO RANK

23

## O/N '79 Market Overview

In a market where almost 30% of the population is 65+, it may not come as a surprise to find that Beautiful Music **WWBA-FM** is the top station survey after survey. The O/N '79 results show that station increasing its 12+ share by a third, cementing its hold on first place with almost 13% of the total market. **WWBA-FM** made no significant programming or promotional changes for this book — it advertised in several media, such as TV, newspapers, and billboards. The ad total was the same for this book as for the A/M '79 report. However, **WWBA-FM** was able to leap from under 12% of the 35-64 audience to approximately 15% of that target demo, best in the market.

Another Beautiful Music station, **WFLA-FM**, also did well in this sweep. **WFLA-FM** increased its 35-64 share to almost 12% of the market, just behind **WWBA-FM**. Among adults 25-54, **WWBA-FM** rates more popular while **WFLA-FM** ranks further down the list. **BM WJYW** ranks fourth among 25-54 adults.

Two younger-skewing stations came in with this report. **AOR WQXM** picked up over two shares and

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 12657

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WWBA-FM	10.9	WWBA-FM	9.6	WWBA-FM(AM)	12.9
2 WRBQ-FM	7.8	WQYK-FM	8.2	WOXM-FM(A)	8.6
3 WFLA-AM	7.1	WJYW-FM	8.0	WRBQ-FM(B)	7.8
4 WSUN-AM	7.0	WFLA-FM	7.1	WJYW-FM(BM)	7.5
5 WWBA-AM	6.9	WFLA-AM	6.9	WFLA-FM(BM)	7.5
6 WJYW-FM	6.7	WQXM-FM	6.5	WSUN-AM(C)	6.1
7 WFLA-FM	6.6	WRBQ-FM	6.1	WQYK-FM(C)	6.1
8 WLCY-AM	6.5	WWBA-AM	6.0	WDAE-AM(PA)	5.3
9 WQXM-FM	6.0	WSUN-AM	5.9	WFLA-AM(PA)	4.3
10 WQYK-FM	5.1	WDAE-AM	4.7	WWBA-AM(BM)	3.8
11 WYNF-FM	4.8	WLCY-AM	4.1	WTHP-AM(D)	3.8
12 WDAE-AM	4.6	WTHP-AM	4.1	WOKF-FM(D)	3.8
13 WTHP-AM	2.8	WYNF-FM	4.0	WLCY-AM(P)	3.7
14 WSRZ-FM	2.0	WOKF-FM	3.5	WYNF-FM(P)	3.5
15 WOKF-FM	1.5	WSRZ-FM	2.3	WSRZ-FM(A)	2.7
16 WCUL-AM	1.2	WPLP-AM	1.8	WPLP-AM(P)	2.5
17 WQYK-FM	1.0	WCUL-AM	1.7	WRXB-AM(B)	1.1
18 WDUV-FM	1.0	WTAN-AM	1.6	WSOL-AM(S)	1.1
19 WTAN-AM	0.9	WPLA-AM	0.9	WDUV-FM(BM)	0.8
20 WSST-AM	0.7	WDUV-FM	0.8	WCUL-AM(BM)	0.8
21 WPLA-AM	0.7	WQYK-FM	0.5	WPLA-AM(C)	0.7
22 WFSO-AM	0.6	WAZE-AM	0.5	WTAN-AM(PA)	0.7
23 WRXB-AM	0.6	WSST-AM	0.4	WTIS-AM(PH)	0.4
24 WSOL-AM	0.5	WCUL-AM	0.4	WAZE-AM(PA)	0.4
25 WYFH-FM	0.4	WIND-AM	0.4		
26 WTIS-AM	0.4				

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12657

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WWBA-FM	214	WWBA-FM	202	WWBA-FM	248
2 WRBQ-FM	154	WQYK-FM	171	WOXM-FM	165
3 WFLA-AM	139	WJYW-FM	169	WRBQ-FM	150
4 WSUN-AM	137	WFLA-FM	149	WJYW-FM	144
5 WWBA-AM	136	WFLA-AM	144	WFLA-FM	143
6 WJYW-FM	131	WQXM-FM	137	WSUN-AM	117
7 WFLA-FM	130	WRBQ-FM	127	WQYK-FM	117
8 WLCY-AM	128	WWBA-AM	125	WDAE-AM	101
9 WQXM-FM	118	WSUN-AM	124	WFLA-AM	82
10 WQYK-FM	100	WDAE-AM	98	WWBA-AM	73

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WFLA-AM	WFLA-AM	WWBA-FM	1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WSUN-AM	WSUN-AM	WRBQ-FM	2 WLCY-AM	WQXM-FM	WRBQ-FM
3 WWBA-FM	WWBA-FM	WSUN-AM	3 WQXM-FM	WDAE-AM	WQXM-FM
4 WLCY-AM	WQYK-FM	WFLA-AM	4 WFLA-AM	WFLA-AM	WLCY-AM
5 WFLA-FM	WFLA-FM	WFLA-FM	5 WYNF-FM	WFLA-AM	WLCY-AM
6 WWBA-AM	WDAE-AM	WJYW-FM	6 WSUN-AM	WTHP-AM	WSRZ-FM
7 WRBQ-FM	WWBA-AM	WOXM-FM	7 WQYK-FM	WLCY-AM	WYNF-FM
8 WJYW-FM	WJYW-FM	WQYK-FM	8 WDAE-AM	WYNF-FM	WDAE-AM
9 WQYK-FM	WRBQ-FM	WDAE-AM	9 WSRZ-FM	WQYK-FM	WJYW-FM
10 WDAE-AM	WOXM-FM	WLCY-AM	10 WTHP-AM	WQK-FM	WQYK-FM

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WWBA-FM	WWBA-FM	WWBA-FM	1 WRBQ-FM	WQXM-FM	WQXM-FM
2 WRBQ-FM	WJYW-FM	WQXM-FM	2 WQXM-FM	WRBQ-FM	WRBQ-FM
3 WLCY-AM	WFLA-FM	WRBQ-FM	3 WLCY-AM	WTHP-AM	WSRZ-FM
4 WQXM-FM	WQYK-FM	WQYK-FM	4 WYNF-FM	WDAE-AM	WOKF-FM
5 WJYW-FM	WRBQ-FM	WJYW-FM	5 WFLA-AM	WYNF-FM	WDAE-AM
6 WSUN-AM	WOXM-FM	WSUN-AM	6 WSRZ-FM	WFLA-AM	WDAE-AM
7 WFLA-AM	WFLA-AM	WDAE-AM	7 WOKF-FM	WSRZ-FM	WQYK-FM
8 WFLA-FM	WSUN-AM	WFLA-FM	8 WQYK-FM	WLCY-AM	WYNF-FM
9 WWBA-AM	WLCY-AM	WOKF-FM	9 WTHP-AM	WOKF-FM	WLCY-AM
10 WYNF-FM	WDAE-AM	WLCY-AM	10 WDAE-AM	WFLA-AM	WTHP-AM

increased its lead among adults 18-34. **WQXM** jumped from under 15% of the young adults to over 20% in this survey, solidly atop the 18-34 standings. Top 40 entry **WRBQ** rebounded to a share slightly higher than that earned during the O/N '78 survey. The FM rocker moved from an 18-34 share just under 10% of the market to a share of more than 13% of the young adult demographic. Musically, **WRBQ** switched from a Disco/Top 40 mix in the spring sweep to more of a soft-rock sound for the fall. The aim was to pick up additional female listeners, and it appears to have worked. **WRBQ** was advertised on TV heavily, and gave away over \$7000 worth of gold on the air.

**Plough's WSUN**, the leading Country station in the Tampa area, rebounded slightly from a poor spring book. The station was able to score better among the 35+ age groups, especially improving among women. Advertising for **WSUN** was more costly than in the previous book due to an extra effort through TV and direct mail, backed by some billboards and newspaper. On-air, **WSUN** ran contests to give away \$10,000 cash and a Sunbird car. The air staff was realigned, with new personnel in both drive-time shifts. Bottom line on all the effort is that **WSUN** ranks fourth among adults 35-64, fifth among 25-54 persons.

**WQYK**, another Country station which had a good spring sweep, dropped into a 12+ tie with **WSUN** in this report. **WQYK** ranks second among adults 25-54 in this book and fifth among 35+ adults.

On the Pop/Adult scene, **WDAE** had a nice increase in this survey while **WFLA-AM** dropped over two shares. **WDAE's** numbers may have been influenced by Buccaneers football broadcasts on the station.

### Teens

M-S, 6am-Midnight

POP(00): 1190

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WRBQ-FM	WQXM-FM	WQXM-FM	1 WRBQ-FM	WQXM-FM	WQXM-FM
2 WQXM-FM	WRRQ-FM	WRBQ-FM	2 WQXM-FM	WLCY-AM	WRBQ-FM
3 WYNF-FM	WLCY-AM	WYNF-FM	3 WYNF-FM	WQXM-FM	WYNF-FM

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WLCY-AM	WRBQ-FM	WQXM-FM	1 WLCY-AM	WLCY-AM	WQXM-FM
2 WQXM-FM	WLCY-AM	WRBQ-FM	2 WQXM-FM	WRBQ-FM	WRBQ-FM
3 WYNF-FM	WQXM-FM	WYNF-FM	3 WYNF-FM	WQXM-FM	WYNF-FM

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WLCY-AM	WWBA-FM	WWBA-FM	1 WLCY-AM	WWBA-FM	WWBA-FM
2 WWBA-FM	WRBQ-FM	WRBQ-FM	2 WWBA-FM	WRBQ-FM	WRBQ-FM
3 WFLA-AM	WFLA-AM	WQXM-FM	3 WFLA-AM	WFLA-AM	WQXM-FM
4 WRBQ-FM	WSUN-AM	WJYW-FM	4 WRBQ-FM	WSUN-AM	WJYW-FM
5 WSUN-AM	WLCY-AM	WFLA-FM	5 WSUN-AM	WLCY-AM	WFLA-FM
6 WYNF-FM	WQXM-FM	WLCY-AM	6 WYNF-FM	WQXM-FM	WLCY-AM
7 WJYW-FM	WJYW-FM	WFLA-FM	7 WJYW-FM	WJYW-FM	WFLA-FM
8 WQXM-FM	WFLA-FM	WQXM-FM	8 WQXM-FM	WFLA-FM	WQYK-FM
9 WFLA-FM	WQYK-FM	WDAE-AM	9 WFLA-FM	WQYK-FM	WDAE-AM
10 WDAE-AM	WDAE-AM	WOKF-FM	10 WDAE-AM	WDAE-AM	WOKF-FM

### Adults 18-34

M-S, 6am-Midnight

POP(00): 3244

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WRBQ-FM	WQXM-FM	WQXM-FM	1 WRBQ-FM	WRBQ-FM	WRBQ-FM
2 WQXM-FM	WRBQ-FM	WRBQ-FM	2 WQXM-FM	WQXM-FM	WRBQ-FM
3 WLCY-AM	WTHP-AM	WSRZ-FM	3 WLCY-AM	WFLA-AM	WLCY-AM
4 WYNF-FM	WQYK-FM	WQYK-FM	4 WYNF-FM	WFLA-AM	WLCY-AM
5 WFLA-AM	WYNF-FM	WQYK-FM	5 WFLA-AM	WFLA-AM	WLCY-AM
6 WSRZ-FM	WSRZ-FM	WYNF-FM	6 WSRZ-FM	WFLA-AM	WLCY-AM
7 WQYK-FM	WOKF-FM	WYNF-FM	7 WQYK-FM	WFLA-AM	WLCY-AM
8 WTHP-AM	WDAE-AM	WYNF-FM	8 WDAE-AM	WYNF-FM	WDAE-AM
9 WOKF-FM	WLCY-AM	WDAE-AM	9 WOKF-FM	WQYK-FM	WJYW-FM
10 WSUN-AM	WFLA-AM	WTHP-AM	10 WSUN-AM	WFLA-AM	WTHP-AM

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WRBQ-FM	WQXM-FM	WQXM-FM	1 WRBQ-FM	WQXM-FM	WQXM-FM
2 WQXM-FM	WRBQ-FM	WRBQ-FM	2 WQXM-FM	WRBQ-FM	WRBQ-FM
3 WLCY-AM	WTHP-AM	WSRZ-FM	3 WLCY-AM	WFLA-AM	WLCY-AM
4 WYNF-FM	WDAE-AM	WOKF-FM	4 WYNF-FM	WFLA-AM	WLCY-AM
5 WFLA-AM	WYNF-FM	WDAE-AM	5 WFLA-AM	WFLA-AM	WLCY-AM
6 WSRZ-FM	WFLA-AM	WDAE-AM	6 WSRZ-FM	WFLA-AM	WLCY-AM
7 WOKF-FM	WSRZ-FM	WQYK-FM	7 WOKF-FM	WSRZ-FM	WQYK-FM
8 WQYK-FM	WLCY-AM	WYNF-FM	8 WQYK-FM	WLCY-AM	WYNF-FM
9 WTHP-AM	WOKF-FM	WLCY-AM	9 WTHP-AM	WOKF-FM	WLCY-AM
10 WDAE-AM	WFLA-AM	WTHP-AM	10 WDAE-AM	WFLA-AM	WTHP-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4528

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WLCY-AM	WQYK-FM	WRBQ-FM	1 WLCY-AM	WQYK-FM	WRBQ-FM
2 WSUN-AM	WFLA-FM	WQYK-FM	2 WSUN-AM	WFLA-FM	WQYK-FM
3 WFLA-AM	WWBA-FM	WWBA-FM	3 WFLA-AM	WWBA-FM	WWBA-FM
4 WRBQ-FM	WJYW-FM	WJYW-FM	4 WRBQ-FM	WJYW-FM	WJYW-FM
5 WQYK-FM	WSUN-AM	WSUN-AM	5 WQYK-FM	WSUN-AM	WSUN-AM
6 WJYW-FM	WFLA-FM	WDAE-AM	6 WJYW-FM	WFLA-FM	WDAE-AM
7 WWBA-FM	WRBQ-FM	WFLA-AM	7 WWBA-FM	WRBQ-FM	WFLA-AM
8 WDAE-AM	WDAE-AM	WOXM-FM	8 WDAE-AM	WDAE-AM	WOXM-FM
9 WWBA-AM	WTHP-AM	WFLA-FM	9 WWBA-AM	WTHP-AM	WFLA-FM
10 WYNF-FM	WLCY-AM	WTHP-AM	10 WYNF-FM	WLCY-AM	WTHP-AM

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WFLA-AM	WFLA-AM	WRBQ-FM	1 WFLA-AM	WFLA-AM	WRBQ-FM
2 WSUN-AM	WSUN-AM	WFLA-AM	2 WSUN-AM	WSUN-AM	WFLA-AM
3 WLCY-AM	WQYK-FM	WSUN-AM	3 WLCY-AM	WQYK-FM	WSUN-AM
4 WQYK-FM	WDAE-AM	WWBA-FM	4 WQYK-FM	WDAE-AM	WWBA-FM
5 WRBQ-FM	WFLA-FM	WQYK-FM	5 WRBQ-FM	WFLA-FM	WQYK-FM
6 WJYW-FM	WWBA-FM	WJYW-FM	6 WJYW-FM	WWBA-FM	WJYW-FM
7 WDAE-AM	WJYW-FM	WDAE-AM	7 WDAE-AM	WJYW-FM	WDAE-AM
8 WWBA-FM	WLCY-AM	WLCY-AM	8 WWBA-FM	WLCY-AM	WLCY-AM
9 WFLA-FM	WRBQ-FM	WFLA-FM	9 WFLA-FM	WRBQ-FM	WFLA-FM
10 WYNF-FM	WTHP-AM	WQXM-FM	10 WYNF-FM	WTHP-AM	WQXM-FM

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WLCY-AM	WQYK-FM	WQYK-FM	1 WLCY-AM	WQYK-FM	WQYK-FM
2 WSUN-AM	WFLA-AM	WSUN-AM	2 WSUN-AM	WFLA-AM	WSUN-AM
3 WRBQ-FM	WSUN-AM	WRBQ-FM	3 WRBQ-FM	WSUN-AM	WRBQ-FM
4 WFLA-AM	WJYW-FM	WDAE-AM	4 WFLA-AM	WJYW-FM	WDAE-AM
5 WQYK-FM	WWBA-FM	WWBA-FM	5 WQYK-FM	WWBA-FM	WWBA-FM
6 WDAE-AM	WDAE-AM	WQXM-FM	6 WDAE-AM	WDAE-AM	WQXM-FM
7 WWBA-FM	WFLA-FM	WJYW-FM	7 WWBA-FM	WFLA-FM	WJYW-FM
8 WJYW-FM	WRBQ-FM	WFLA-AM	8 WJYW-FM	WRBQ-FM	WFLA-AM
9 WWBA-AM	WLCY-AM	WLCY-AM	9 WWBA-AM	WLCY-AM	WLCY-AM
10 WFLA-FM	WTHP-AM	WSRZ-FM	10 WFLA-FM	WTHP-AM	WSRZ-FM

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 12657

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WFLA-AM	2999	WWBA-FM	2470	WWBA-FM	256
2 WLCY-AM	2492	WFLA-AM	2286	WRBQ-FM	230
3 WWBA-FM	2193	WSUN-AM	2166	WJYW-FM	199
4 WSUN-AM	2079	WRBQ-FM	2084	WSUN-AM	193
5 WRBQ-FM	2057	WQYK-FM	1932	WFLA-AM	190
6 WYNF-FM	1780	WLCY-AM	1795	WOXM-FM	179
7 WJYW-FM	1686	WFLA-FM	1730	WLCY-AM	169
8 WDAE-AM	1659	WDAE-AM	1709	WDAE-AM	165
9 WFLA-FM	1610	WJYW-FM	1658	WQYK-FM	161
10 WWBA-AM	1595	WQXM-FM	1611	WFLA-FM	161

O/N '78	A/M '79	O/N '79	O/N '78	A/M '79	O/N '79
1 WFLA-AM	WFLA-AM	WWBA-FM	1 WFLA-AM	WFLA-AM	WWBA-FM
2 WLCY-AM	WSUN-AM	WRBQ-FM	2 WLCY-AM	WSUN-AM	WRBQ-FM
3 WSUN-AM	WWBA-FM	WSUN-AM	3 WSUN-AM	WWBA-FM	WSUN-AM
4 WWBA-FM	WR				



# Tampa-St. Petersburg

Continued

M-F, 6-10am

1	WLCY-AM	WRBQ-FM	WRBQ-FM
2	WRBQ-FM	WQXM-FM	WQXM-FM
3	WQXM-FM	WLCY-AM	WYNF-FM
4	WYNF-FM	WDAE-AM	WLCY-AM
5	WFLA-AM	WFLA-AM	WFLA-AM
6	WDAE-AM	WSRZ-FM	WOKF-FM
7	WSUN-AM	WYNF-FM	WQYK-FM
8	WQYK-FM	WTMP-AM	WSRZ-FM
9	WOKF-FM	WQYK-FM	WDAE-AM
10	WTMP-AM	WOKF-FM	WSUN-AM

M-F, 6-10am

1	WFLA-AM	WFLA-AM	WRBQ-FM
2	WLCY-AM	WSUN-AM	WFLA-AM
3	WSUN-AM	WDAE-AM	WSUN-AM
4	WDAE-AM	WLCY-AM	WQYK-FM
5	WRBQ-FM	WRBQ-FM	WYNF-FM
6	WQYK-FM	WBA-FM	WLCY-AM
7	WJYW-FM	WQYK-FM	WBA-FM
8	WYNF-FM	WFLA-AM	WFLA-AM
9	WBA-FM	WJYW-FM	WJYW-FM
10	WFLA-FM	WQXM-FM	WOKF-FM

M-F, 3-7pm

1	WRBQ-FM	WRBQ-FM	WQXM-FM
2	WLCY-AM	WQXM-FM	WRBQ-FM
3	WQXM-FM	WLCY-AM	WLCY-AM
4	WYNF-FM	WSRZ-FM	WOKF-FM
5	WFLA-AM	WDAE-AM	WYNF-FM
6	WSRZ-FM	WYNF-FM	WSRZ-FM
7	WOKF-FM	WQYK-FM	WFLA-AM
8	WQYK-FM	WOKF-FM	WQYK-FM
9	WDAE-AM	WFLA-AM	WDAE-AM
10	WSUN-AM	WTMP-AM	WSUN-AM

M-F, 3-7pm

1	WLCY-AM	WSUN-AM	WRBQ-FM
2	WFLA-AM	WFLA-AM	WSUN-AM
3	WSUN-AM	WQYK-FM	WQYK-FM
4	WRBQ-FM	WDAE-AM	WBA-FM
5	WDAE-AM	WRBQ-FM	WJYW-FM
6	WQYK-FM	WLCY-AM	WOKF-FM
7	WYNF-FM	WBA-FM	WFLA-AM
8	WBA-FM	WFLA-AM	WDAE-AM
9	WJYW-FM	WJYW-FM	WLCY-AM
10	WFLA-FM	WQXM-FM	WQXM-FM

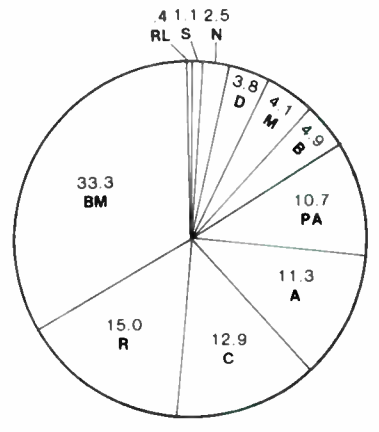
Adults 25-54  
M-S, 6am-Midnight  
POP(00): 4528

	OIN '78	A/M '79	OIN '79
1	WFLA-AM	WFLA-AM	WRBQ-FM
2	WLCY-AM	WSUN-AM	WSUN-AM
3	WSUN-AM	WQYK-FM	WDAE-AM
4	WRBQ-FM	WDAE-AM	WJYW-FM
5	WDAE-AM	WRBQ-FM	WFLA-AM
6	WQYK-FM	WBA-FM	WQYK-FM
7	WJYW-FM	WLCY-AM	WYNF-FM
8	WYNF-FM	WFLA-AM	WBA-FM
9	WFLA-AM	WJYW-FM	WLCY-AM
10	WBA-FM	WQXM-FM	WQXM-FM

**Format Legend**  
 A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

## Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



rating terminology: "SAMPLING UNIT"

# Toledo

METRO RANK

50

## O/N '79 Market Overview

The AOR station with the highest share in the U.S. is **WIOT** in Toledo. The station dominates the young adult demos with more than a 30% share of the 18-34 audience. Capitalizing on that young adult base, **WIOT** is also second among 25-54 adults, following **WLQR**. Other than using the **Superstars** format, the station maintained a fairly low profile, advertising through billboards but spending less on outside advertising than in the spring sweep.

**WLQR**, the top 25-54 station, has a Beautiful Music format. Basically, the station had a stable book, keeping about 19% of the 25-54 audience. This is the second consecutive report in which **WLQR** has been the 12+ runner-up to **WIOT**.

Country **WTOD** had reasons to celebrate the results of the O/N '79 survey. The station saw its 12+ share increase more than 50%, and picked up well among all the major adult demos, not just the older end of the spectrum. **WTOD** spent more on advertising for this book, mainly for billboards. On-air, the station played more pre-1960 oldies than in the past.

In the battle among Pop/Adult stations, **WMHE** narrowed the gap between itself and the leader, **WSPD**. **WMHE** more than tripled its share of adults 25-54, while **WSPD** saw a 20% decline in its numbers in the demo. Consultant **Paul Christy** has brought **WMHE** to within a share of beating **WSPD** in adults 25-54. The musical shift from AOR to P/A was complete June 1, so the station advertised itself for the fall relying primarily on billboards, coordinated with TV.

Please keep in mind that station **WKLR** ran on-air diary announcements during the conduct of the fall Arbitron sweep.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 6453

O/N '78	A/M '79	O/N '79
1 WLQR-FM 16.9	WIOT-FM 16.5	WIOT-FM(A) 20.2
2 WSPD-AM 12.4	WLQR-FM 14.9	WLQR-FM(B) 5.8
3 WIOT-FM 10.1	WSPD-AM 11.1	WSPD-AM(PA) 10.5
4 WTOD-AM 8.7	WOHO-AM 7.8	WTOD-AM(C) 9.2
5 WJR -AM 8.4	WJR -AM 6.6	WMHE-FM(PA) 7.6
6 WOHO-AM 8.1	WTOD-AM 5.9	WJR -AM(PA) 5.8
7 WXEZ-FM 6.9	CKLW-AM 4.5	WOHO-AM(R) 4.5
8 WCWA-AM 4.2	WXEZ-FM 4.2	WXEZ-FM(PA) 4.4
9 CKLW-AM 4.0	WCWA-AM 3.7	WCWA-AM(PA) 4.4
10 WMHE-FM 3.2	WMHE-FM 3.4	CKLW-AM(R) 2.4
11 WKLR-FM 1.6	WCXI-AM 1.5	WKLR-FM(D) 2.0
12 WVHO-FM 0.9	WKLR-FM 1.2	WCXI-AM(C) 0.8
13 WWWW-FM 0.8	WVHO-FM 1.0	WVHO-FM(PA) 0.7
14 WHFD-FM 0.8	WWWV-FM 0.9	WOHO-AM(PA) 0.7
15 WFOB-AM 0.8	WJYM-AM 0.9	WWWV-FM(A) 0.7
16 WRWR-FM 0.7	WFRO-FM 0.6	WRWR-FM(PA) 0.7
17 WKIQ-FM 0.5	WDEE-AM 0.6	WRIF-FM(A) 0.7
18 WJR -FM 0.5	WHND-AM 0.5	WJY -AM(R) 0.6
19 WRIF-FM 0.4	WRWR-FM 0.5	WXYZ-AM(PA) 0.6
20 WFOB-FM 0.2	WRIF-FM 0.4	WJY -FM(BM) 0.6
21	WGOR-AM 0.4	WHND-AM(O) 0.5
22	WJR -FM 0.4	WFOB-AM(PA) 0.4
23	WFOB-FM 0.2	WFOB-FM(PA) 0.2

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6453

O/N '78	A/M '79	O/N '79
1 WLQR-FM 169	WIOT-FM 174	WIOT-FM 217
2 WSPD-AM 124	WLQR-FM 157	WLQR-FM 170
3 WIOT-FM 101	WSPD-AM 117	WSPD-AM 113
4 WTOD-AM 87	WOHO-AM 82	WTOD-AM 99
5 WJR -AM 84	WJR -AM 70	WMHE-FM 82

O/N '78	A/M '79	O/N '79
1 WSPD-AM	WSPD-AM	WSPD-AM
2 WLQR-FM	WIOT-FM	WIOT-FM
3 WJR -AM	WOHO-AM	WLQR-FM
4 WCWA-AM	WLQR-FM	WCWA-AM
5 WIOT-FM	WCWA-AM	WTOD-AM

O/N '78	A/M '79	O/N '79
1 WLQR-FM	WIOT-FM	WIOT-FM
2 WIOT-FM	WLQR-FM	WLQR-FM
3 WSPD-AM	WSPD-AM	WTOD-AM
4 WOHO-AM	WOHO-AM	WSPD-AM
5 WJR -AM	WTOD-AM	WMHE-FM

Teens  
M-S, 6am-Midnight  
POP(00): 848

O/N '78	A/M '79	O/N '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WOHO-AM	WXEZ-FM
3 WXEZ-FM	CKLW-AM	WOHO-AM

O/N '78	A/M '79	O/N '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WOHO-AM	WXEZ-FM
3 CKLW-AM	CKLW-AM	WLQR-FM

O/N '78	A/M '79	O/N '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WLQR-FM	WLQR-FM	WMHE-FM
3 WXEZ-FM	WOHO-AM	WTOD-AM
4 WOHO-AM	CKLW-AM	WLQR-FM
5 WMHE-FM	WXEZ-FM	WXEZ-FM

O/N '78	A/M '79	O/N '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WLQR-FM	WLQR-FM	WMHE-FM
3 WXEZ-FM	WOHO-AM	WLQR-FM
4 WOHO-AM	CKLW-AM	WXEZ-FM
5 CKLW-AM	WXEZ-FM	WTOD-AM

O/N '78	A/M '79	O/N '79
1 WLQR-FM	WLQR-FM	WLQR-FM
2 WSPD-AM	WSPD-AM	WIOT-FM
3 WJR -AM	WOHO-AM	WTOD-AM
4 WTOD-AM	WIOT-FM	WSPD-AM
5 WXEZ-FM	WTOD-AM	WMHE-FM

O/N '78	A/M '79	O/N '79
1 WSPD-AM	WSPD-AM	WLQR-FM
2 WLQR-FM	WLQR-FM	WSPD-AM
3 WJR -AM	WOHO-AM	WCWA-AM
4 WCWA-AM	WIOT-FM	WIOT-FM
5 WTOD-AM	WIOT-FM	WOHO-AM

O/N '78	A/M '79	O/N '79
1 WLQR-FM	WLQR-FM	WLQR-FM
2 WJR -AM	WOHO-AM	WIOT-FM
3 WSPD-AM	WSPD-AM	WTOD-AM
4 WTOD-AM	WIOT-FM	WMHE-FM
5 WXEZ-FM	WTOD-AM	WSPD-AM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 6453

O/N '78	A/M '79	O/N '79
1 WSPD-AM 1895	WSPD-AM 1804	WIOT-FM 1842
2 WOHO-AM 1722	WIOT-FM 1741	WSPD-AM 1803
3 WLQR-FM 1689	WLQR-FM 1606	WLQR-FM 1616
4 WIOT-FM 1480	WOHO-AM 1464	WOHO-AM 1195
5 CKLW-AM 1368	WJR -AM 1288	WMHE-FM 1016

O/N '78	A/M '79	O/N '79
1 WSPD-AM	WSPD-AM	WSPD-AM
2 WLQR-FM	WIOT-FM	WIOT-FM
3 WOHO-AM	WOHO-AM	WLQR-FM
4 WIOT-FM	WLQR-FM	WOHO-AM
5 WCWA-AM	CKLW-AM	WJR -AM

O/N '78	A/M '79	O/N '79
1 WLQR-FM	WIOT-FM	WIOT-FM
2 WIOT-FM	WLQR-FM	WLQR-FM
3 WOHO-AM	WSPD-AM	WSPD-AM
4 CKLW-AM	WOHO-AM	WMHE-FM
5 WSPD-AM	CKLW-AM	WOHO-AM

Teens  
M-S, 6am-Midnight  
POP(00): 848

O/N '78	A/M '79	O/N '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	CKLW-AM	WXEZ-FM
3 WXEZ-FM	WOHO-AM	WOHO-AM

O/N '78	A/M '79	O/N '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	WOHO-AM	WXEZ-FM
3 WXEZ-FM	CKLW-AM	WOHO-AM

O/N '78	A/M '79	O/N '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	CKLW-AM	WXEZ-FM
3 WOHO-AM	WOHO-AM	WOHO-AM

O/N '78	A/M '79	O/N '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 WOHO-AM	CKLW-AM	WMHE-FM
3 CKLW-AM	WOHO-AM	WXEZ-FM
4 WXEZ-FM	WXEZ-FM	WOHO-AM
5 WMHE-FM	WLQR-FM	CKLW-AM

O/N '78	A/M '79	O/N '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	WOHO-AM	WMHE-FM
3 WOHO-AM	CKLW-AM	WOHO-AM
4 WCWA-AM	WXEZ-FM	WCWA-AM
5 WLQR-FM	WCWA-AM	WXEZ-FM

O/N '78	A/M '79	O/N '79
1 WIOT-FM	WIOT-FM	WIOT-FM
2 CKLW-AM	CKLW-AM	WMHE-FM
3 WOHO-AM	WLQR-FM	WXEZ-FM
4 WXEZ-FM	WMHE-FM	CKLW-AM
5 WMHE-FM	WOHO-AM	WOHO-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2902

O/N '78	A/M '79	O/N '79
1 WLQR-FM	WLQR-FM	WLQR-FM
2 WSPD-AM	WSPD-AM	WSPD-AM
3 WOHO-AM	WOHO-AM	WOHO-AM
4 WJR -AM	CKLW-AM	WIOT-FM
5 CKLW-AM	WTOD-AM	WTOD-AM

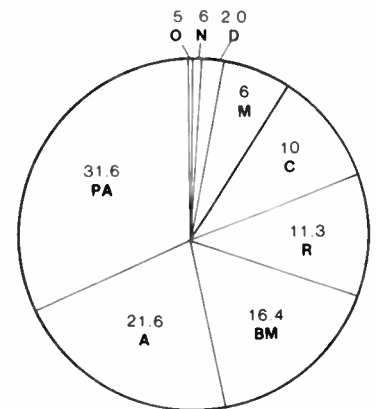
O/N '78	A/M '79	O/N '79
1 WLQR-FM	WSPD-AM	WLQR-FM
2 WSPD-AM	WLQR-FM	WSPD-AM
3 WCWA-AM	WOHO-AM	WOHO-AM
4 WOHO-AM	WCWA-AM	WCWA-AM
5 WJR -AM	WTOD-AM	WIOT-FM

O/N '78	A/M '79	O/N '79
1 WLQR-FM	WLQR-FM	WLQR-FM
2 WJR -AM	WSPD-AM	WIOT-FM
3 WSPD-AM	WOHO-AM	WSPD-AM
4 WOHO-AM	WTOD-AM	WMHE-FM
5 CKLW-AM	WIOT-FM	WTOD-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusical, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# Tucson

METRO RANK **73**

## A/N '79 Market Overview

There is little correlation between the top three stations in the fall Tucson report and the top stations in the spring version. The instability of the estimates in the spring book, due to poor diary return, has to some extent been righted in this report, which had 12% more diaries come back to Arbitron in a usable form.

The new top three stations are Beautiful Music KAIR, Country KCUB, and BM station KJYK. KAIR uses syndicated TM music programming system. Its 12+ share increased by 50%, due in part perhaps to a format change by KCEE-FM, formerly a BM competitor. KAIR's 35+ audience increased by approximately 80%, and the station ranks second among 35-64 adults and persons 25-54. Advertising for KAIR consisted of TV spots and busboards, plus a year-round billboard showing.

Country KCUB added two shares to its 12+ total and remained the top Tucson station in 25-54 adults, with just under 14%. Little outside advertising was done by KCUB, and the big on-air promotion involved giving away a \$13,000 International Scout, the "Bear Buggie."

Beautiful Music KJYK also recorded a substantial gain in this survey. The Schulke-programmed station used advertising centered on TV, cabtops, and billboards; and, like KAIR, KJYK probably benefitted from KCEE-FM's format change. KJYK ranks third among adults 25-54 (behind KCUB and KAIR) but leads in the 35-64 demo.

The AOR scene is more competitive now as KCEE-FM became KTKT-FM and moved to the format. As a result, former market leader KWFM dropped more than three shares, while KTKT-FM debuted with more than 6% of the total market. Among 18-34 adults, KWFM saw its leading position eroded slightly, but the station remains ahead with more than a 20% share of the young adults. KTKT-FM earned a 7% share of 18-34 adults.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3938

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM	13.0	KWFM-FM	12.6
2 KCUB-AM	12.6	KTKT-AM	11.0
3 KTKT-AM	9.8	KRQQ-FM	8.4
4 KJYK-FM	7.8	KHYT-AM	8.4
5 KXEW-AM	6.8	KCUB-AM	7.5
6 KHGX-AM	6.5	KAIR-AM	6.5
7 KAIR-AM	6.5	KJYK-FM	6.5
8 KCEE-AM	5.3	KTKT-FM	6.0
9 KEVT-AM	5.3	KTUC-AM	5.8
10 KTKT-FM	5.1	KMGX-AM	5.1
11 KIKX-AM	4.5	KCEE-AM	4.7
12 KTUC-AM	4.3	KIKX-AM	4.2
13 KWFM-FM	4.2	KEVT-AM	3.9
14 KNIX-FM	1.0	KFLT-AM	3.2
15 KFLT-AM	0.8	KNDE-FM	0.9
16 KHYT-AM	0.7	KNIX-FM	0.5
17 KUPD-FM	0.5	KNIX-FM	0.5
18 KTAR-AM	0.5	KJYK-FM	0.3
		KFI-AM	0.3

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3938

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM	78	KWFM-FM	72
2 KCUB-AM	76	KTKT-AM	63
3 KTKT-AM	59	KRQQ-FM	48
4 KJYK-FM	47	KHYT-AM	48
5 KXEW-AM	41	KCUB-AM	43

	O/N '78	A/M '79	O/N '79
1 KCUB-AM		KTKT-AM	
2 KRQQ-FM		KCUB-AM	
3 KTKT-AM		KRQQ-FM	
4 KHGX-AM		KWFM-FM	
5 KXEW-AM		KJYK-FM	

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KWFM-FM	
2 KCUB-AM		KHYT-AM	
3 KTKT-AM		KTKT-AM	
4 KJYK-FM		KRQQ-FM	
5 KXEW-AM		KCUB-AM	

Several youth-oriented stations suffered in this sweep compared to the spring results. Since the spring numbers may have contained some flukes, perhaps the changes inherent in this book should have been expected. Top 40 stations KTKT-AM and KRQQ both dropped several shares. The biggest drop was KTKT's; its 18-34 numbers went down by 35%. KTKT went up in teens this book, but KRQQ took a loss in that demo. Dancemusic KHYT, as predicted in the A/M '79 Ratings Reports, slipped back after diary return anomalies failed to repeat in this book. KHYT took a big loss in teens but saw its 18-34 share increase.

Teens  
M-S, 6am-Midnight  
POP(00): 478

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KHYT-AM	
2 KTKT-AM		KTKT-AM	
3 KHGX-AM		KRQQ-FM	

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KTKT-AM	
2 KTKT-AM		KHYT-AM	
3 KHGX-AM		KRQQ-FM	

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KHYT-AM	
2 KTKT-AM		KRQQ-FM	
3 KHGX-AM		KTKT-AM	

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1410

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KWFM-FM	
2 KHGX-AM		KTKT-AM	
3 KXEW-AM		KRQQ-FM	
4 KCUB-AM		KHYT-AM	
5 KWFM-FM		KMGX-AM	

	O/N '78	A/M '79	O/N '79
1 KHGX-AM		KWFM-FM	
2 KRQQ-FM		KRQQ-FM	
3 KCUB-AM		KMGX-AM	
4 KXEW-AM		KTKT-AM	
5 KIKX-AM		KIKX-AM	

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KWFM-FM	
2 KXEW-AM		KTKT-AM	
3 KWFM-FM		KRQQ-FM	
4 KCUB-AM		KHYT-AM	
5 KHGX-AM		KMGX-AM	

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1699

	O/N '78	A/M '79	O/N '79
1 KCUB-AM		KCUB-AM	
2 KXEW-AM		KTKT-AM	
3 KEVT-AM		KWFM-FM	
4 KRQQ-FM		KRQQ-FM	
5 KHGX-AM		KEVT-AM	

	O/N '78	A/M '79	O/N '79
1 KCUB-AM		KCUB-AM	
2 KXEW-AM		KTUC-AM	
3 KRQQ-FM		KRQQ-FM	
4 KHGX-AM		KCEE-AM	
5 KTKT-AM		KTKT-AM	

	O/N '78	A/M '79	O/N '79
1 KCUB-AM		KCUB-AM	
2 KXEW-AM		KWFM-FM	
3 KRQQ-FM		KTKT-AM	
4 KEVT-AM		KAIR-AM	
5 KJYK-FM		KMGX-AM	

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3938

	O/N '78	A/M '79	O/N '79
1 KTKT-AM	1177	KTKT-AM	1251
2 KRQQ-FM	1073	KRQQ-FM	930
3 KCUB-AM	769	KMGX-AM	682
4 KHGX-AM	722	KWFM-FM	662
5 KJYK-FM	634	KCUB-AM	604

	O/N '78	A/M '79	O/N '79
1 KTKT-AM		KTKT-AM	
2 KRQQ-FM		KCUB-AM	
3 KCUB-AM		KRQQ-FM	
4 KHGX-AM		KWFM-FM	
5 KAIR-AM		KMGX-AM	

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KTKT-AM	
2 KTKT-AM		KRQQ-FM	
3 KHGX-AM		KWFM-FM	
4 KCUB-AM		KCUB-AM	
5 KWFM-FM		KAIR-AM	

Teens  
M-S, 6am-Midnight  
POP(00): 478

	O/N '78	A/M '79	O/N '79
1 KTKT-AM		KTKT-AM	
2 KRQQ-FM		KRQQ-FM	
3 KHGX-AM		KHYT-AM	

	O/N '78	A/M '79	O/N '79
1 KTKT-AM		KTKT-AM	
2 KRQQ-FM		KRQQ-FM	
3 KAIR-AM		KHYT-AM	

	O/N '78	A/M '79	O/N '79
1 KTKT-AM		KTKT-AM	
2 KRQQ-FM		KRQQ-FM	
3 KHGX-AM		KHYT-AM	

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1410

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KTKT-AM	
2 KTKT-AM		KRQQ-FM	
3 KHGX-AM		KWFM-FM	
4 KCUB-AM		KMGX-AM	
5 KWFM-FM		KHYT-AM	

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KTKT-AM	
2 KTKT-AM		KRQQ-FM	
3 KHGX-AM		KWFM-FM	
4 KCUB-AM		KRQQ-FM	
5 KWFM-FM		KCUB-AM	

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KRQQ-FM	
2 KHGX-AM		KWFM-FM	
3 KTKT-AM		KTKT-AM	
4 KWFM-FM		KMGX-AM	
5 KIKX-AM		KHYT-AM	

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1699

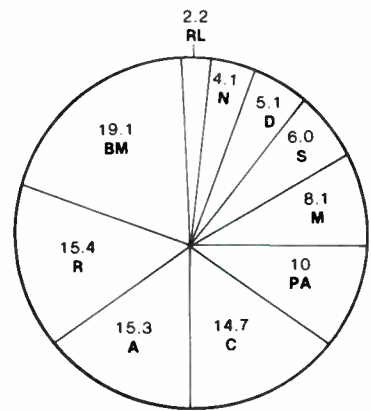
	O/N '78	A/M '79	O/N '79
1 KTKT-AM		KTKT-AM	
2 KCUB-AM		KRQQ-FM	
3 KRQQ-FM		KCUB-AM	
4 KCEE-AM		KMGX-AM	
5 KJYK-FM		KAIR-AM	

	O/N '78	A/M '79	O/N '79
1 KCUB-AM		KCUB-AM	
2 KRQQ-FM		KTKT-AM	
3 KHGX-AM		KMGX-AM	
4 KTKT-AM		KTUC-AM	
5 KCEE-AM		KAIR-AM	

	O/N '78	A/M '79	O/N '79
1 KRQQ-FM		KCUB-AM	
2 KTKT-AM		KTKT-AM	
3 KCUB-AM		KRQQ-FM	
4 KHGX-AM		KMGX-AM	
5 KXEW-AM		KAIR-AM	

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# Tulsa

METRO RANK

58

## O/N '79 Market Overview

For the third survey in a row, P/A station KRMG leads the Tulsa market, this time with 20% of the market. The other top stations from past sweeps remained strong as well — Country KVOO and Beautiful Music KBEZ. AOR KMOD also showed substantial strength in this survey.

KRMG spent approximately \$40,000 in advertising for the survey — most of that in TV — and its 25-54 share increased from 21% to more than 24% of the market, the biggest numbers in that demographic. KRMG also leads in the 35-64 category, with more than 28% of that audience.

Second in the total market is KVOO. The station trails KRMG in both 25-54 and 35-64 shares, but is still a strong number two in each category. KVOO concentrated its ad campaign on TV and billboards, spending the same amount for the fall sweep as for the spring survey.

KBEZ slipped in this book but remains in third place overall. The station dropped almost 30% of its 35-64 audience and lost significantly among adults 25-54 also.

KMOD more than doubled its overall share, while at the same time becoming the top 18-34 station in the market. KMOD's share of young adults went from approximately 9% in the spring to more than 20% in the fall book. No special efforts were made by KMOD for this survey with the exception of advertising on TV. The ad budget was the same as for the spring effort.

On the Top 40 front, KRAV remains the kingpin, with KWEN and KELI also competitive. All three stations lost some total audience share, although KRAV's book was the most stable. KRAV improved its 18-34 share in this book, and ranks second in that demo with more than 16% of the audience. KWEN made substantial gains in its 18-34 share and now has approximately 10% of the audience, but KELI's 18-34 share dissipated, owing to the loss of about one-third of its young female listeners.

(Note: KTOW/KGOW are totally simulcast; KXOJ-AM-FM are simulcast during the daytime broadcast schedule of KXOJ-AM.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 5210

	O/N '78	A/M '79	O/N '79
1 KRMG-AM	19.3	KRMG-AM	18.0
2 KVOO-AM	17.2	KVOO-AM	15.7
3 KBEZ-FM	13.1	KBEZ-FM	12.6
4 KRAV-FM	9.7	KRAV-FM	9.9
5 KMOD-FM	8.2	KWEN-FM	8.9
6 KWEN-FM	5.6	KELI-AM	6.7
7 KELI-AM	4.9	KMOD-FM	4.7
8 KAKC-AM	4.8	KTFX-FM	3.7
9 KTFX-FM	4.1	KAKC-AM	2.1
10 KXXO-AM	1.4	KRFK-FM	2.0
11 KXOJ-AM	1.0	KTOW-AM	1.4
12 KTOW-AM	0.8	KCFO-FM	1.4
13 KFHJ-AM	0.8	KFHJ-AM	1.4
14 KKMA-FM	0.6	KKMA-FM	1.1
15 KCGF-AM	0.6	KXOJ-FM	1.0
16 KCFO-FM	0.6	KXXO-AM	1.0
17 KOLS-AM	0.3	KCOW-FM	0.3
18		KOLS-AM	0.3
19		KXOJ-AM	0.1

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 5210

	O/N '78	A/M '79	O/N '79
1 KRMG-AM	137	KRMG-AM	127
2 KVOO-AM	122	KVOO-AM	111
3 KBEZ-FM	93	KBEZ-FM	89
4 KRAV-FM	69	KRAV-FM	70
5 KMOD-FM	58	KWEN-FM	63

	O/N '78	A/M '79	O/N '79
1 KRMG-AM		KRMG-AM	
2 KVOO-AM		KVOO-AM	
3 KRAV-FM		KRAV-FM	
4 KBEZ-FM		KWEN-FM	
5 KMOD-FM		KBEZ-FM	

	O/N '78	A/M '79	O/N '79
1 KRMG-AM		KRMG-AM	
2 KVOO-AM		KVOO-AM	
3 KBEZ-FM		KBEZ-FM	
4 KRAV-FM		KRAV-FM	
5 KMOD-FM		KWEN-FM	

### Teens

M-S, 6am-Midnight

POP(00): 657

	O/N '78	A/M '79	O/N '79
1 KELI-AM		KWEN-FM	
2 KWEN-FM		KELI-AM	
3 KAKC-AM		KRAV-FM	

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KRAV-FM		KRAV-FM	
2 KAKC-AM		KWEN-FM	
3 KELI-AM		KELI-AM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KELI-AM		KWEN-FM	
2 KWEN-FM		KRAV-FM	
3 KMOD-FM		KELI-AM	

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1859

	O/N '78	A/M '79	O/N '79
1 KRAV-FM		KRMG-AM	
2 KMOD-FM		KRAV-FM	
3 KRMG-AM		KVOO-AM	
4 KVOO-AM		KELI-AM	
5 KTFX-FM		KMOD-FM	

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KRAV-FM		KRMG-AM	
2 KRMG-AM		KRAV-FM	
3 KVOO-AM		KVOO-AM	
4 KMOD-FM		KMOD-FM	
5 KAKC-AM		KELI-AM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KRAV-FM		KRMG-AM	
2 KMOD-FM		KRAV-FM	
3 KRMG-AM		KELI-AM	
4 KVOO-AM		KTFX-FM	
5 KTFX-FM		KVOO-AM	

### Adults 25-54

M-S, 6am-Midnight

POP(00): 2539

	O/N '78	A/M '79	O/N '79
1 KVOO-AM		KRMG-AM	
2 KRMG-AM		KVOO-AM	
3 KBEZ-FM		KBEZ-FM	
4 KRAV-FM		KRAV-FM	
5 KWEN-FM		KWEN-FM	

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KRMG-AM		KRMG-AM	
2 KVOO-AM		KVOO-AM	
3 KRAV-FM		KRAV-FM	
4 KBEZ-FM		KBEZ-FM	
5 KWEN-FM		KWEN-FM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KVOO-AM		KRMG-AM	
2 KBEZ-FM		KVOO-AM	
3 KRMG-AM		KBEZ-FM	
4 KRAV-FM		KRAV-FM	
5 KAKC-AM		KWEN-FM	

## Cume Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 5210

	O/N '78	A/M '79	O/N '79
1 KRMG-AM	1637	KRMG-AM	1727
2 KVOO-AM	1495	KVOO-AM	1456
3 KELI-AM	1111	KRAV-FM	1092
4 KRAV-FM	1105	KELI-AM	1066
5 KBEZ-FM	1020	KWEN-FM	877

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KRMG-AM		KRMG-AM	
2 KVOO-AM		KVOO-AM	
3 KRAV-FM		KRAV-FM	
4 KELI-AM		KELI-AM	
5 KAKC-AM		KWEN-FM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KVOO-AM		KRMG-AM	
2 KRMG-AM		KVOO-AM	
3 KBEZ-FM		KELI-AM	
4 KRAV-FM		KRAV-FM	
5 KELI-AM		KWEN-FM	

### Teens

M-S, 6am-Midnight

POP(00): 657

	O/N '78	A/M '79	O/N '79
1 KELI-AM		KELI-AM	
2 KRAV-FM		KRAV-FM	
3 KAKC-AM		KWEN-FM	

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KELI-AM		KWEN-FM	
2 KRAV-FM		KRAV-FM	
3 KAKC-AM		KELI-AM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KELI-AM		KELI-AM	
2 KWEN-FM		KRAV-FM	
3 KRAV-FM		KWEN-FM	

### Adults 18-34

M-S, 6am-Midnight

POP(00): 1859

	O/N '78	A/M '79	O/N '79
1 KRAV-FM		KRMG-AM	
2 KELI-AM		KRAV-FM	
3 KRMG-AM		KELI-AM	
4 KMOD-FM		KVOO-AM	
5 KAKC-AM		KMOD-FM	

### M-F, 6-10am

	O/N '78	A/M '79	O/N '79
1 KRAV-FM		KRMG-AM	
2 KRMG-AM		KRAV-FM	
3 KELI-AM		KELI-AM	
4 KVOO-AM		KVOO-AM	
5 KMOD-FM		KWEN-FM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KRAV-FM		KRMG-AM	
2 KELI-AM		KELI-AM	
3 KMOD-FM		KRAV-FM	
4 KAKC-AM		KVOO-AM	
5 KAKC-AM		KMOD-FM	

### Adults 25-54

M-S, 6am-Midnight

POP(00): 2539

	O/N '78	A/M '79	O/N '79
1 KRMG-AM		KRMG-AM	
2 KVOO-AM		KVOO-AM	
3 KBEZ-FM		KRAV-FM	
4 KRAV-FM		KBEZ-FM	
5 KELI-AM		KWEN-FM	

### M-F, 6-10am

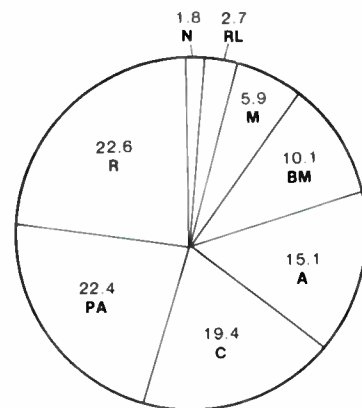
	O/N '78	A/M '79	O/N '79
1 KRMG-AM		KRMG-AM	
2 KVOO-AM		KVOO-AM	
3 KRAV-FM		KRAV-FM	
4 KBEZ-FM		KBEZ-FM	
5 KAKC-AM		KWEN-FM	

### M-F, 3-7pm

	O/N '78	A/M '79	O/N '79
1 KVOO-AM		KRMG-AM	
2 KRMG-AM		KVOO-AM	
3 KBEZ-FM		KBEZ-FM	
4 KRAV-FM		KRAV-FM	
5 KELI-AM		KELI-AM	

## Format Penetration Chart

Based On Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# Washington, DC

METRO RANK



## /N '79 Market Overview

What can you buy for \$250,000 these days? Apparently, an improved rating in the Arbitron report. ABC's **WRQX** did it during the O/N '79 sweep dig into the huge audience of **WPGC-AM-FM**. ABC's other station in D.C., **WMAL**, regained the market 12+ lead, so there's good news in this book for the ABC management.

The other big story in D.C. in this fall survey was the rash of on-air announcements. 25 stations in the Washington area ran the survey notices, so Arbitron listed the offenders below a dotted line on each data page. In our overview we'll asterisk the stations that ran the announcements.

**WMAL\*** regained the top spot in the D.C. metro, and its 25-54 share jumped 40%. The station now has a share of 25-54 adults just under 14%.

**WPGC-AM-FM\*** came in second in the overall standings but lost more than three shares from the spring book. The stations spent \$70,000 on TV for the fall sweep but still lost four shares in the 18-34 demos. **WPGC-AM-FM** now ranks third among adults 18-34, edging out **WRQX** for the teen lead.

**WRQX\*** scored dramatic improvements in teens and picked up more than three shares 18-34. The Top 40 station spent \$250,000 in a saturation TV campaign featuring the **Chuck Blore** "talking lips" spot, designed to attract attention and build interest in the station (translatable as *cume*). **WRQX** plans massive media campaigns for future surveys, so it will be interesting to see if **WPGC-AM-FM** can keep it from making further inroads.

Beautiful Music **WGAY-AM-FM\*** suffered a down book but remained strong in the marketplace. Biggest drop from **WGAY** came in adults 25-54, where the station declined about 25%. **WGAY-FM** now ranks fourth in the 25-54 demo.

Black **WOOK** went up well in this report, while competitor **WHUR** experienced some reverses. **WOOK's** 18-34 share went up 50%, thanks to more tune-in by young adult men. **WOOK** is now the number two 18-34 station in the D.C. metro, just behind **WASH\***. **WHUR**, on the other hand, suffered a 15% drop among its 18-34 share, now ranking fourth in this demo. **WHUR** lost the

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight

POP(00): 25371

	O/N '78	J/F '79	A/M '79	O/N '79
1 WMAL-AM	11.2	11.2	10.6	11.2
2 WPGC-AM	11.2	11.2	10.6	11.2
3 WPGC-FM	9.1	9.1	9.4	9.1
4 WGAY-FM	7.0	7.0	7.0	7.0
5 WOOK-FM	6.6	6.6	6.8	6.6
6 WASH-FM	5.7	5.7	6.4	5.7
7 WHUR-FM	4.7	4.7	4.7	4.7
8 WJMD-FM	4.6	4.6	4.5	4.6
9 WJMD-FM	4.3	4.3	4.4	4.3
10 WRC-AM	3.5	3.5	4.2	3.5
11 WRQX-FM	3.5	3.5	3.7	3.5
12 WTOP-AM	3.3	3.3	3.0	3.3
13 WKYS-FM	3.2	3.2	2.8	3.2
14 WMZQ-FM	3.1	3.1	2.6	3.1
15 WGMS-AM	2.9	2.9	2.3	2.9
16 WEZR-FM	2.7	2.7	2.1	2.7
17 WGMS-FM	2.4	2.4	2.0	2.4
18 WOL-AM	2.2	2.2	1.8	2.2
19 WPGC-AM	2.1	2.1	1.6	2.1
20 WJMD-AM	2.0	2.0	1.4	2.0
21 WPIK-AM	1.8	1.8	1.3	1.8
22 WHFS-FM	1.7	1.7	1.1	1.7
23 WAVA-FM	1.4	1.4	1.1	1.4
24 WUST-AM	1.3	1.3	1.0	1.3
25 WGAY-AM	1.1	1.1	0.8	1.1
26 WXRA-FM	0.9	0.9	0.6	0.9
27 WYCB-AM	0.7	0.7	0.5	0.7
28 WJMD-AM	0.6	0.6	0.5	0.6
29 WFAZ-AM	0.6	0.6	0.3	0.6
30 WEEL-AM	0.6	0.6	0.3	0.6
31 WGMS-AM	0.5	0.5	0.3	0.5
32 WFSI-FM	0.5	0.5	0.3	0.5
33 WEAH-AM	0.3	0.3	0.1	0.3
34 WPIK-AM				
35 WGAY-FM				

\* ON-AIR SURVEY SPOTS BROADCAST BY: WWDC-FM, WWDC-AM, WTOP-AM, WRQX-FM, WRC-AM, WXRA-FM, WPIK-AM, WASH-FM, WPGC-FM, WPGC-AM, WOL-AM, WMZQ-FM, WMAL-AM, WLMD-AM, WJMD-FM, WGMS-FM, WGMS-AM, WEZR-FM, WGAY-FM, WGAY-AM.

### Average Persons Trends/Rankings

Total 12+

M-S, 6am-Midnight

POP(00): 25371

	O/N '78	J/F '79	A/M '79	O/N '79
1 WMAL-AM	450	450	440	450
2 WPGC-FM	366	366	389	366
3 WGAY-FM	281	281	290	281
4 WOOK-FM	265	265	283	265
5 WASH-FM	230	230	265	230
6 WHUR-FM	191	191	195	191
7 WJMD-FM	186	186	188	186
8 WWDC-FM	172	172	183	172
9 WRC-AM	140	140	175	140
10 WRQX-FM	140	140	153	140

loyalty of some female listeners in this book.

As mentioned, **WASH\*** is the new number one station, 18-34, with almost 11% of the market. **WASH** was also able to increase its 25-54 share and ranks second in that demographic group. The ad campaign for **WASH** was split between TV and newspapers, whereas in the spring sweep all the media dollars went into TV.

Among the AOR's in the Washington area, **WWDC-FM\*** suffered quite a setback in this report. By comparison, **WAVA** held steady and is closer to **WWDC-FM** than ever before. Future books should tell if **WAVA** is the new wave of the future for AOR fans.

(Note: **WPGC-AM-FM** and **WGAY-AM-FM** are simulcast.)

M-F, 6-10am			
1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WPGC-FM	WPGC-FM	WPGC-FM	WPGC-FM
3 WASH-FM	WTOP-AM	WGAY-FM	WTOP-AM
4 WTOP-AM	WGAY-FM	WASH-FM	WOOK-FM
5 WGAY-FM	WHUR-FM	WTOP-AM	WASH-FM
6 WOOK-FM	WASH-FM	WHUR-FM	WGAY-FM
7 WRC-AM	WOOK-FM	WWDC-FM	WRC-AM
8 WJMD-FM	WRC-AM	WOOK-FM	WRQX-FM
9 WWDC-FM	WJMD-FM	WJMD-FM	WHUR-FM
10 WHUR-FM	WWDC-FM	WOL-AM	WMZQ-FM

M-F, 3-7pm			
1 WPGC-FM	WMAL-AM	WPGC-FM	WMAL-AM
2 WMAL-AM	WPGC-FM	WPGC-FM	WPGC-FM
3 WOOK-FM	WOOK-FM	WGAY-FM	WPGC-FM
4 WGAY-FM	WGAY-FM	WASH-FM	WGAY-FM
5 WASH-FM	WHUR-FM	WASH-FM	WASH-FM
6 WJMD-FM	WTOP-AM	WJMD-FM	WRQX-FM
7 WRC-AM	WRC-AM	WWDC-FM	WRC-AM
8 WWDC-FM	WWDC-FM	WHUR-FM	WJMD-FM
9 WMZQ-FM	WASH-FM	WTOP-AM	WKYS-FM
10 WKYS-FM	WMZQ-FM	WMZQ-FM	WTOP-AM

Teens			
M-S, 6am-Midnight			
POP(00): 3285			
O/N '78	J/F '79	A/M '79	O/N '79
1 WPGC-FM	WPGC-FM	WPGC-FM	WRQX-FM
2 WOOK-FM	WOOK-FM	WOOK-FM	WPGC-FM
3 WWDC-FM	WRQX-FM	WWDC-FM	WOOK-FM

M-F, 6-10am			
1 WPGC-FM	WPGC-FM	WPGC-FM	WPGC-FM
2 WOOK-FM	WOOK-FM	WOOK-FM	WRQX-FM
3 WWDC-FM	WRQX-FM	WWDC-FM	WOOK-FM

M-F, 3-7pm			
1 WPGC-FM	WPGC-FM	WPGC-FM	WRQX-FM
2 WOOK-FM	WOOK-FM	WOOK-FM	WOOK-FM
3 WWDC-FM	WRQX-FM	WWDC-FM	WPGC-FM

Adults 18-34			
M-S, 6am-Midnight			
POP(00): 10424			
O/N '78	J/F '79	A/M '79	O/N '79
1 WPGC-FM	WPGC-FM	WPGC-FM	WASH-FM
2 WASH-FM	WHUR-FM	WHUR-FM	WOOK-FM
3 WHUR-FM	WOOK-FM	WASH-FM	WPGC-FM
4 WOOK-FM	WWDC-FM	WHUR-FM	WHUR-FM
5 WWDC-FM	WASH-FM	WOOK-FM	WRQX-FM
6 WRQX-FM	WKYS-FM	WAVA-FM	WWDC-FM
7 WKYS-FM	WMZQ-FM	WOL-AM	WAVA-FM
8 WMAL-AM	WMAL-AM	WKYS-FM	WKYS-FM
9 WHFS-FM	WOL-AM	WMAL-AM	WGAY-FM
10 WPGC-AM	WAVA-FM	WHFS-FM	WMAL-AM

M-F, 6-10am			
1 WASH-FM	WPGC-FM	WPGC-FM	WOOK-FM
2 WPGC-FM	WOL-AM	WPGC-FM	WPGC-FM
3 WHUR-FM	WHUR-FM	WHUR-FM	WASH-FM
4 WHUR-FM	WDC-FM	WHUR-FM	WMAL-AM
5 WWDC-FM	WASH-FM	WOOK-FM	WHUR-FM
6 WOOK-FM	WKYS-FM	WAVA-FM	WRQX-FM
7 WKYS-FM	WMZQ-FM	WOL-AM	WTOP-AM
8 WOL-AM	WRC-AM	WOL-AM	WKYS-FM
9 WRQX-FM	WRC-AM	WKYS-FM	WWDC-FM
10 WPGC-AM	WMZQ-FM	WAVA-FM	WAVA-FM

M-F, 3-7pm			
1 WPGC-FM	WPGC-FM	WPGC-FM	WOOK-FM
2 WASH-FM	WOOK-FM	WASH-FM	WASH-FM
3 WOOK-FM	WHUR-FM	WWDC-FM	WPGC-FM
4 WHUR-FM	WWDC-FM	WOOK-FM	WRQX-FM
5 WWDC-FM	WASH-FM	WHUR-FM	WWDC-FM
6 WRQX-FM	WKYS-FM	WAVA-FM	WHUR-FM
7 WHFS-FM	WMAL-AM	WOL-AM	WKYS-FM
8 WKYS-FM	WMZQ-FM	WMAL-AM	WAVA-FM
9 WMAL-AM	WOL-AM	WJMD-FM	WGAY-FM
10 WPGC-AM	WAVA-FM	WHFS-FM	WMAL-AM

Adults 25-54			
M-S, 6am-Midnight			
POP(00): 13250			
O/N '78	J/F '79	A/M '79	O/N '79
1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WGAY-FM	WGAY-FM	WGAY-FM	WASH-FM
3 WASH-FM	WHUR-FM	WPGC-FM	WGAY-FM
4 WOOK-FM	WPGC-FM	WASH-FM	WHUR-FM
5 WHUR-FM	WASH-FM	WHUR-FM	WPGC-FM
6 WPGC-FM	WOOK-FM	WJMD-FM	WOOK-FM
7 WJMD-FM	WMZQ-FM	WTOP-AM	WTOP-AM
8 WEZR-FM	WRC-AM	WTOP-AM	WJMD-FM
9 WMZQ-FM	WJMD-FM	WPIK-AM	WJMD-FM
10 WTOP-AM	WTOP-AM	WOOK-FM	WKYS-FM

M-F, 6-10am			
1 WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2 WASH-FM	WPGC-FM	WPGC-FM	WASH-FM
3 WGAY-FM	WHUR-FM	WGAY-FM	WTOP-AM
4 WPGC-FM	WASH-FM	WASH-FM	WHUR-FM
5 WTOP-AM	WGAY-FM	WHUR-FM	WPGC-FM
6 WRC-AM	WTOP-AM	WHUR-FM	WOOK-FM
7 WMZQ-FM	WRC-AM	WMZQ-FM	WGAY-FM
8 WOOK-FM	WJMD-FM	WJMD-FM	WRC-AM
9 WHUR-FM	WJMD-FM	WJMD-FM	WMZQ-FM
10 WJMD-FM	WOOK-FM	WPIK-AM	WJMD-FM

R&R RATINGS REPORT/1979

M-F, 3-7pm	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
1	WMAL-AM	WMAL-AM	WMAL-AM	WMAL-AM
2	WGAY-FM	WGAY-FM	WGAY-FM	WASH-FM
3	WASH-FM	WPCC-FM	WPCC-FM	WGAY-FM
4	WEEK-FM	WRC -AM	WASH-FM	WPCC-FM
5	WPCC-FM	WHUR-FM	WJMD-FM	WEEK-FM
6	WMZQ-FM	WASH-FM	WHUR-FM	WTOP-AM
7	WHUR-FM	WMZQ-FM	WHUR-FM	WHUR-FM
8	WRC -AM	WEEK-FM	WPKK-AM	WJMD-FM
9	WJMD-FM	WTOP-AM	WTOP-AM	WKYS-FM
10	WKYS-FM	WJMD-FM	WEEK-FM	WXRA-FM

**Cume Persons Trends/Rankings**

Total 12+  
M-S, 6am-Midnight  
POP(00): 25371

O/N '78	J/F '79	A/M '79	O/N '79
1	WMAL-AM 6254	WMAL-AM 5895	WPCC-FM 5818
2	WPCC-FM 5178	WPCC-FM 5378	WMAL-AM 5766
3	WEEK-FM 3826	WEEK-FM 3871	WTOP-AM 3746
4	WGAY-FM 3676	WTOP-AM 3366	WGAY-FM 3731
5	WASH-FM 3440	WWDC-FM 3354	WRC -AM 4110
6	WTOP-AM 3023	WGAY-FM 3347	WASH-FM 3472
7	WWDC-FM 2994	WHUR-FM 3218	WEEK-FM 3550
8	WRC -AM 2715	WASH-FM 3100	WHUR-FM 2952
9	WRQX-FM 2637	WRC -AM 2753	WKYS-FM 2654
10	WJMD-FM 2531	WROX-FM 2485	WJMD-FM 2444

M-F, 6-10am

O/N '78	J/F '79	A/M '79	O/N '79
1	WMAL-AM	WMAL-AM	WMAL-AM
2	WPCC-FM	WPCC-FM	WPCC-FM
3	WASH-FM	WTOP-AM	WASH-FM
4	WEEK-FM	WEEK-FM	WTOP-AM
5	WTOP-AM	WGAY-FM	WEEK-FM
6	WRC -AM	WASH-FM	WROX-FM
7	WWDC-FM	WHUR-FM	WGAY-FM
8	WGAY-FM	WWDC-FM	WRC -AM
9	WJMD-FM	WRC -AM	WKYS-FM
10	WHUR-FM	WJMD-FM	WHUR-FM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	O/N '79
1	WPCC-FM	WPCC-FM	WMAL-AM
2	WMAL-AM	WPCC-FM	WPCC-FM
3	WEEK-FM	WEEK-FM	WROX-FM
4	WASH-FM	WGAY-FM	WASH-FM
5	WGAY-FM	WWDC-FM	WEEK-FM
6	WWDC-FM	WHUR-FM	WGAY-FM
7	WROX-FM	WASH-FM	WTOP-AM
8	WJMD-FM	WTOP-AM	WHUR-FM
9	WRC -AM	WRC -AM	WJMD-FM
10	WTOP-AM	WROX-FM	WAVA-FM

Teens  
M-S, 6am-Midnight  
POP(00): 3285

O/N '78	J/F '79	A/M '79	O/N '79
1	WPCC-FM	WPCC-FM	WROX-FM
2	WEEK-FM	WEEK-FM	WPCC-FM
3	WWDC-FM	WROX-FM	WEEK-FM

M-F, 6-10am

O/N '78	J/F '79	A/M '79	O/N '79
1	WPCC-FM	WPCC-FM	WROX-FM
2	WEEK-FM	WEEK-FM	WPCC-FM
3	WWDC-FM	WEEK-FM	WEEK-FM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	O/N '79
1	WPCC-FM	WPCC-FM	WROX-FM
2	WEEK-FM	WEEK-FM	WPCC-FM
3	WWDC-FM	WROX-FM	WEEK-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 10424

O/N '78	J/F '79	A/M '79	O/N '79
1	WPCC-FM	WPCC-FM	WASH-FM
2	WASH-FM	WWDC-FM	WPCC-FM
3	WEEK-FM	WEEK-FM	WROX-FM
4	WWDC-FM	WHUR-FM	WEEK-FM
5	WHUR-FM	WASH-FM	WEEK-FM
6	WROX-FM	WKYS-FM	WWDC-FM
7	WMAL-AM	WMAL-AM	WHUR-FM
8	WKYS-FM	WROX-FM	WMAL-AM
9	WAVA-FM	WAVA-FM	WASH-FM
10	WWDC-FM	WTOP-AM	WKYS-FM

M-F, 6-10am

O/N '78	J/F '79	A/M '79	O/N '79
1	WPCC-FM	WPCC-FM	WASH-FM
2	WASH-FM	WWDC-FM	WPCC-FM
3	WEEK-FM	WASH-FM	WEEK-FM
4	WWDC-FM	WEEK-FM	WEEK-FM
5	WHUR-FM	WHUR-FM	WROX-FM
6	WROX-FM	WMAL-AM	WWDC-FM
7	WMAL-AM	WKYS-FM	WMAL-AM
8	WKYS-FM	WOL -AM	WHUR-FM
9	WOL -AM	WAVA-FM	WKYS-FM
10	WWDC-FM	WTOP-AM	WTOP-AM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	O/N '79
1	WPCC-FM	WPCC-FM	WASH-FM
2	WASH-FM	WWDC-FM	WPCC-FM
3	WEEK-FM	WEEK-FM	WEEK-FM
4	WWDC-FM	WHUR-FM	WEEK-FM
5	WRQX-FM	WKYS-FM	WWDC-FM
6	WHUR-FM	WASH-FM	WROX-FM
7	WKYS-FM	WMAL-AM	WHUR-FM
8	WWDC-FM	WROX-FM	WAVA-FM
9	WMAL-AM	WAVA-FM	WWDC-FM
10	WAVA-FM	WOL -AM	WMAL-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 13250

O/N '78	J/F '79	A/M '79	O/N '79
1	WMAL-AM	WMAL-AM	WMAL-AM
2	WGAY-FM	WGAY-FM	WASH-FM
3	WASH-FM	WHUR-FM	WPCC-FM
4	WPCC-FM	WTOP-AM	WGAY-FM
5	WTOP-AM	WPCC-FM	WASH-FM
6	WEEK-FM	WASH-FM	WTOP-AM
7	WRC -AM	WEEK-FM	WKYS-FM
8	WHUR-FM	WRC -AM	WEEK-FM
9	WJMD-FM	WJMD-FM	WWDC-FM
10	WKYS-FM	WWDC-FM	WMZQ-FM

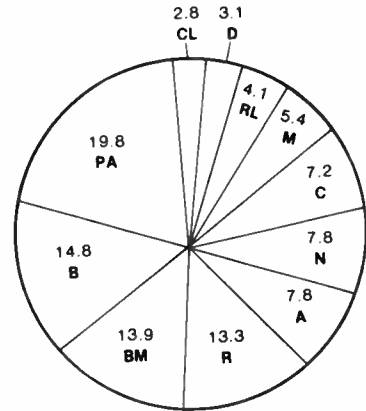
M-F, 6-10am

O/N '78	J/F '79	A/M '79	O/N '79
1	WMAL-AM	WMAL-AM	WMAL-AM
2	WASH-FM	WPCC-FM	WMAL-AM
3	WTOP-AM	WTOP-AM	WASH-FM
4	WPCC-FM	WASH-FM	WTOP-AM
5	WGAY-FM	WGAY-FM	WPCC-FM
6	WRC -AM	WHUR-FM	WGAY-FM
7	WEEK-FM	WRC -AM	WHUR-FM
8	WJMD-FM	WJMD-FM	WEEK-FM
9	WHUR-FM	WEEK-FM	WMZQ-FM
10	WKYS-FM	WOL -AM	WRC -AM

M-F, 3-7pm

O/N '78	J/F '79	A/M '79	O/N '79
1	WMAL-AM	WMAL-AM	WMAL-AM
2	WASH-FM	WGAY-FM	WASH-FM
3	WGAY-FM	WPCC-FM	WGAY-FM
4	WPCC-FM	WHUR-FM	WPCC-FM
5	WEEK-FM	WRC -AM	WTOP-AM
6	WRC -AM	WASH-FM	WASH-FM
7	WHUR-FM	WTOP-AM	WEEK-FM
8	WJMD-FM	WEEK-FM	WMZQ-FM
9	WTOP-AM	WJMD-FM	WHUR-FM
10	WMZQ-FM	WMZQ-FM	WRQX-FM

**Format Penetration Chart**  
Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



**Format Legend**  
A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# West Palm Beach- Boca Raton

METRO RANK **67**

## Q/N '79 Market Overview

In the West Palm Beach metro, almost 25% of the market is aged 65+, so it's not too surprising that the leading Beautiful Music station, **WEAT-FM**, continues to dominate. Country **WIRK-FM** improved its stance in this book, and a new BM station, **WNJY**, ranked third and may be a factor to watch.

**WEAT-FM** is a fully automated station that is number one 35+ with more than 25% of the market. **WEAT** ranks well among the 25-54 audiences also, with more than 15% of this group, second only to **WIRK-FM**.

Country **WIRK-FM** earned a good book this time. The station's 25-54 and 35+ audience figures rose impressively, and **WIRK-FM** has more than 20% of the 25-54 total, the best in the metro, and is second to **WEAT-FM** among the 35+ persons. No special promotions were staged, but the station did advertise in TV and billboards, and distributed music lists in record stores.

The former **WGMW-FM** is now **WNJY**. The station came on the air September 9 and advertised itself with the use of billboards. **WNJY** uses the **FM100** music service interspersed with live announcers, unlike the **WEAT-FM** approach. **WNJY** beats **WEAT-FM** among 18-34 adults, possibly due to its aim for a younger, brighter sound. Among 25-54 adults **WNJY** debuted with more than 6% of the audience, comparable to its share of the 18-34 demos. Future books will tell if the newcomer can further dent the share of **WEAT-FM**.

**AOR WJNO-FM** improved its numbers slightly. There were only eight men 18-24 diaries returned from the West Palm metro, making it tough for an **AOR**, but the station did manage to stay second in the 18-34 demos, behind **WIRK-FM**. **WJNO-FM** did add to its 25-54 share this book, and is now tied or third in that demo category.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 4352

	O/N '78	A/M '79	O/N '79
1 WEAT-FM	17.0	WEAT-FM	17.3
2 WIRK-FM	11.7	WIRK-FM	8.9
3 WHYI-FM	6.6	WPOH-AM	7.5
4 WGMW-FM	5.7	WPBR-AM	6.5
5 WSBR-AM	5.0	WHYI-FM	6.3
6 WKQS-FM	4.9	WLYF-FM	4.7
7 WPBR-AM	4.4	WJNO-FM	4.1
8 WJNO-FM	3.9	WNGS-FM	3.5
9 WPOH-AM	3.6	WAXY-FM	3.5
10 WIRK-AM	3.6	WEAT-AM	3.2
11 WLYF-FM	3.1	WJNO-AM	2.9
12 WEAT-AM	3.0	WGMW-FM	2.6
13 WJNO-AM	3.0	WKQS-FM	2.1
14 WRBD-AM	2.7	WSBR-AM	2.1
15 WNGS-FM	2.6	WIOD-AM	2.0
16 WSHE-FM	2.1	WIRK-AM	1.8
17 WAXY-FM	2.0	WCKO-FM	1.8
18 WIOD-AM	1.6	WNWS-AM	1.7
19 WINZ-AM	1.1	WINZ-AM	1.5
20 WLOD-AM	1.1	WAIA-FM	1.5
21 WQAM-AM	0.9	WDBF-AM	1.5
22 WLIZ-AM	0.6	WSUN-AM	1.2
23 WGBS-AM	0.6	WSHE-FM	0.9
24 WDBF-AM	0.4	WRBD-AM	0.9
25 WCKO-FM	0.4	WOAH-AM	0.6
26 WJXJ-FM	0.4	WPIP-AM	0.5
27 WAIA-FM	0.4		
28			
29			
30			
31			

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4352

	O/N '78	A/M '79	O/N '79
1 WEAT-FM	119	WEAT-FM	115
2 WIRK-FM	82	WIRK-FM	59
3 WHYI-FM	46	WPOH-AM	50
4 WGMW-FM	40	WPBR-AM	43
5 WSBR-AM	35	WHYI-FM	42

M-F, 6-10am

	WEAT-FM	WIRK-FM	WIRK-FM
1	WEAT-FM	WIRK-FM	WIRK-FM
2	WIRK-FM	WIRK-FM	WIRK-FM
3	WHYI-FM	WPOH-AM	WPBR-AM
4	WJNO-AM	WPBR-AM	WHYI-FM
5	WPBR-AM	WHYI-FM	WNJY-FM

M-F, 3-7pm

	WEAT-FM	WIRK-FM	WIRK-FM
1	WEAT-FM	WIRK-FM	WIRK-FM
2	WIRK-FM	WPOH-AM	WIRK-FM
3	WHYI-FM	WIRK-FM	WHYI-FM
4	WGMW-FM	WPBR-AM	WNJY-FM
5	WKQS-FM	WHYI-FM	WPRR-AM

Teens  
M-S, 6am-Midnight  
POP(00): 447

	O/N '78	A/M '79	O/N '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WNGS-FM	WPOH-AM	WCKO-FM
3	WRBD-AM	WJNO-FM	WPOH-AM

M-F, 6-10am

	WHYI-FM	WHYI-FM	WCKO-FM
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WNGS-FM	WPOH-AM	WHYI-FM
3	WPOH-AM	WIRK-AM	WNGS-FM

M-F, 3-7pm

	WHYI-FM	WPOH-AM	WHYI-FM
1	WHYI-FM	WPOH-AM	WHYI-FM
2	WIRK-FM	WHYI-FM	WCKO-FM
3	WRBD-AM	WJNO-FM	WPOH-AM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1211

	O/N '78	A/M '79	O/N '79
1	WIRK-FM	WIRK-FM	WIRK-FM
2	WJNO-FM	WHYI-FM	WSHE-FM
3	WHYI-FM	WJNO-FM	WJNO-FM
4	WIRK-AM	WAXY-FM	WINZ-FM
5	WEAT-FM	WPOH-AM	WHYI-FM

M-F, 6-10am

	WIRK-FM	WIRK-FM	WIRK-FM
1	WIRK-FM	WIRK-FM	WIRK-FM
2	WHYI-FM	WPOH-AM	WSHE-FM
3	WSHE-FM	WHYI-FM	WHYI-FM
4	WIRK-AM	WAXY-FM	WJNO-FM
5	WJNO-FM	WEAT-FM	WNGS-FM

M-F, 3-7pm

	WIRK-FM	WJNO-FM	WSHE-FM
1	WIRK-FM	WJNO-FM	WSHE-FM
2	WEAT-FM	WHYI-FM	WIRK-FM
3	WJNO-FM	WIRK-FM	WJNO-FM
4	WIRK-AM	WAXY-FM	WINZ-FM
5	WHYI-FM	WPOH-AM	WEAT-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1719

	O/N '78	A/M '79	O/N '79
1	WIRK-FM	WIRK-FM	WIRK-FM
2	WEAT-FM	WEAT-FM	WEAT-FM
3	WGMW-FM	WPOH-AM	WJNO-FM
4	WPOH-AM	WAXY-FM	WNJY-FM
5	WIRK-AM	WEAT-AM	WPBR-AM

M-F, 6-10am

	WIRK-FM	WIRK-FM	WEAT-FM
1	WIRK-FM	WIRK-FM	WEAT-FM
2	WJNO-AM	WEAT-FM	WIRK-FM
3	WHYI-FM	WPOH-AM	WIRK-AM
4	WEAT-FM	WJNO-AM	WPBR-AM
5	WGMW-FM	WEAT-AM	WNJY-FM

M-F, 3-7pm

	WEAT-FM	WIRK-FM	WIRK-FM
1	WEAT-FM	WIRK-FM	WIRK-FM
2	WIRK-FM	WEAT-FM	WEAT-FM
3	WGMW-FM	WJNO-FM	WPRR-AM
4	WPOH-AM	WEAT-AM	WNJY-FM
5	WEAT-AM	WPBR-AM	WNGS-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4352

	O/N '78	A/M '79	O/N '79	
1	WEAT-FM	1220	WEAT-FM	1237
2	WIRK-FM	712	WIRK-FM	738
3	WHYI-FM	685	WHYI-FM	551
4	WIRK-AM	569	WJNO-FM	512
5	WGMW-FM	419	WEAT-AM	507

M-F, 6-10am

	WEAT-FM	WEAT-FM	WEAT-FM
1	WEAT-FM	WEAT-FM	WEAT-FM
2	WIRK-FM	WIRK-FM	WIRK-FM
3	WHYI-FM	WHYI-FM	WHYI-FM
4	WIRK-AM	WEAT-AM	WJNO-AM
5	WJNO-AM	WPBR-AM	WIRK-AM

M-F, 3-7pm

	WEAT-FM	WEAT-FM	WEAT-FM
1	WEAT-FM	WEAT-FM	WEAT-FM
2	WHYI-FM	WIRK-FM	WIRK-FM
3	WIRK-FM	WHYI-FM	WCKO-FM
4	WKQS-FM	WPOH-AM	WNGS-FM
5	WJNO-FM	WNGS-FM	WHYI-FM

Teens  
M-S, 6am-Midnight  
POP(00): 447

	O/N '78	A/M '79	O/N '79
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WJNO-FM	WJNO-FM	WCKO-FM
3	WIRK-AM	WNGS-FM	WJNO-FM

M-F, 6-10am

	WHYI-FM	WHYI-FM	WHYI-FM
1	WHYI-FM	WHYI-FM	WHYI-FM
2	WNGS-FM	WNGS-FM	WCKO-FM
3	WIRK-AM	WIRK-AM	WJNO-FM

M-F, 3-7pm

	WHYI-FM	WHYI-FM	WCKO-FM
1	WHYI-FM	WHYI-FM	WCKO-FM
2	WJNO-FM	WPOH-AM	WHYI-FM
3	WNGS-FM	WNGS-FM	WNGS-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1211

	O/N '78	A/M '79	O/N '79
1	WIRK-AM	WJNO-FM	WNGS-FM
2	WHYI-FM	WHYI-FM	WIRK-FM
3	WIRK-FM	WAXY-FM	WSHE-FM
4	WJNO-FM	WIRK-FM	WJNO-FM
5	WEAT-FM	WNGS-FM	WOAH-AM

M-F, 6-10am

	WIRK-FM	WIRK-FM	WIRK-FM
1	WIRK-FM	WIRK-FM	WIRK-FM
2	WIRK-FM	WAXY-FM	WSHE-FM
3	WHYI-FM	WJNO-FM	WNGS-FM
4	WJNO-FM	WHYI-FM	WHYI-FM
5	WEAT-AM	WIRK-AM	WHYI-FM

M-F, 3-7pm

	WHYI-FM	WHYI-FM	WIRK-FM
1	WHYI-FM	WHYI-FM	WIRK-FM
2	WJNO-FM	WJNO-FM	WNGS-FM
3	WIRK-AM	WIRK-FM	WOAH-AM
4	WEAT-FM	WNGS-FM	WJNO-FM
5	WIRK-FM	WAXY-FM	WCKO-FM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1719

	O/N '78	A/M '79	O/N '79
1	WIRK-FM	WIRK-FM	WEAT-FM
2	WEAT-FM	WEAT-FM	WIRK-FM
3	WIRK-AM	WEAT-AM	WNGS-FM
4	WHYI-FM	WHYI-FM	WIRK-AM
5	WGMW-FM	WAXY-FM	WJNO-FM

M-F, 6-10am

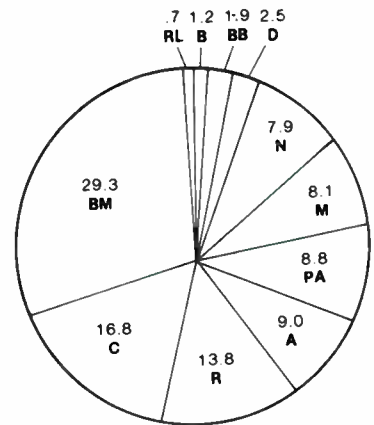
	WIRK-FM	WIRK-FM	WIRK-FM
1	WIRK-FM	WIRK-FM	WIRK-FM
2	WHYI-FM	WEAT-FM	WEAT-FM
3	WIRK-AM	WEAT-AM	WIRK-AM
4	WJNO-AM	WHYI-FM	WNGS-FM
5	WEAT-AM	WJNO-AM	WNJY-FM

M-F, 3-7pm

	WIRK-FM	WIRK-FM	WIRK-FM
1	WIRK-FM	WIRK-FM	WIRK-FM
2	WEAT-FM	WEAT-FM	WEAT-FM
3	WGMW-FM	WEAT-AM	WNGS-FM
4	WIRK-AM	WHYI-FM	WIRK-AM
5	WEAT-AM	WJNO-FM	WPBR-AM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# Wichita, KS

METRO RANK

87

## O/N '79 Market Overview

Country music appealed to the largest segment of listeners in Wichita in this survey. Stations KFH and KFDI rank 1-2 and have a share of more than 25% of the total market between them.

KFH is the new number one station. The biggest reason is that its 25-54 audience increased by almost 70%, giving the station a leading share of almost 18% in the prime adult demo. In order to build its audience, KFH advertised on TV, and also used billboards and newspaper ads. The station added a new morning man, and began tie-ins to the local soccer team to enhance a sports image.

KFDI had a slight upswing in this report. The station was able to add 10% to its 25-54 audience, giving it a share just under 17% of the 25-54 group. KFDI is also strong with adults 35-64, scoring a share of more than 24%, just behind KFH's approximately 28% share.

The top non-Country station is Beautiful Music KBRA. This Schulke station is essentially the only BM station in the area, and thus manages to prosper among adults 35+. KBRA is third there, with a share of almost 16% of the audience. KBRA advertises itself on TV and in the newspaper, and uses billboards.

In Pop/Adult, the leader is KAKE. Formerly the top station in the market, KAKE lost 29% of its 25-54 audience in this book, leading to its 12+ share decline. KAKE still ranks third among adults 25-54, even with the decrease in this survey's numbers. KAKE changed call letters recently to KAKZ.

Among young adult-oriented station, AOR KICT and Top 40 KEYN-FM are the leaders. KICT is tops among 18-34 adults, with just over 16% of the market, a one share point lead over KEYN-FM. KEYN-FM increased its share among young adults by approximately 20%, while KICT was losing approximately the same amount of 18-34 year olds.

(Note: KOYY-AM-FM are totally simulcast during the daytime broadcast schedule of KOYY-AM.)

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 3270

O/N '78	A/M '79	O/N '79
1 KEYN-FM	17.3	12.2
2 KFDI-AM	13.7	12.0
3 KLEO-AM	11.5	11.7
4 KBRA-FM	9.7	11.0
5 KAKE-AM	9.5	9.8
6 KFH -AM	8.2	9.4
7 KICT-FM	6.4	8.9
8 KARD-FM	5.6	6.7
9 KFDI-FM	5.0	3.7
10 KEYN-AM	3.6	3.7
11 KSGL-AM	2.2	2.2
12 KDRB-FM	0.8	1.4
13 KOYY-AM	0.4	0.8
14 KOYY-FM	KSKU-FM	0.4
15		
16		

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3270

O/N '78	A/M '79	O/N '79
1 KEYN-FM	86	62
2 KFDI-AM	68	61
3 KLEO-AM	57	54
4 KBRA-FM	48	47
5 KAKE-AM	47	46

O/N '78	A/M '79	O/N '79
1 KFDI-AM	KAKF-AM	KFH -AM
2 KEYN-FM	KFH -AM	KFDI-AM
3 KAKE-AM	KFDI-AM	KAKE-AM
4 KFH -AM	KLEO-AM	KEYN-FM
5 KLEO-AM	KEYN-FM	KICT-FM

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KICT-FM	KFH -AM
2 KLEO-AM	KFH -AM	KICT-FM
3 KFDI-AM	KLEO-AM	KFDI-AM
4 KBRA-FM	KFDI-AM	KBRA-FM
5 KAKE-AM	KAKE-AM	KEYN-FM

Teens  
M-S, 6am-Midnight  
POP(00): 425

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KLEO-AM	KEYN-FM
2 KLEO-AM	KEYN-FM	KICT-FM
3 KEYN-AM	KICT-FM	KLEO-AM

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KLEO-AM	KEYN-FM
2 KLEO-AM	KEYN-FM	KICT-FM
3 KEYN-AM	KICT-FM	KLEO-AM

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KLEO-AM	KICT-FM
2 KLEO-AM	KACT-FM	KEYN-FM
3 KAKE-AM	KEYN-FM	KARD-FM
4 KFDI-FM	KLEO-AM	KAKE-AM
5 KARD-FM	KFDI-FM	KLEO-AM

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KACT-FM	KEYN-FM
2 KLEO-AM	KICT-FM	KAKE-AM
3 KAKE-AM	KEYN-FM	KICT-FM
4 KFDI-AM	KLEO-AM	KARD-FM
5 KARD-FM	KFDI-AM	KLEO-AM

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KACT-FM	KEYN-FM
2 KLEO-AM	KICT-FM	KAKE-AM
3 KAKE-AM	KEYN-FM	KICT-FM
4 KFDI-AM	KLEO-AM	KARD-FM
5 KARD-FM	KFDI-AM	KLEO-AM

O/N '78	A/M '79	O/N '79
1 KFDI-AM	KAKE-AM	KFH -AM
2 KAKE-AM	KFDI-AM	KFDI-AM
3 KEYN-FM	KFH -AM	KAKE-AM
4 KLEO-AM	KARD-FM	KBRA-FM
5 KBRA-FM	KBRA-FM	KARD-FM

O/N '78	A/M '79	O/N '79
1 KFDI-AM	KAKE-AM	KFH -AM
2 KAKE-AM	KFDI-AM	KFDI-AM
3 KFH -AM	KFH -AM	KAKE-AM
4 KEYN-FM	KARD-FM	KEYN-FM
5 KLEO-AM	KBRA-FM	KARD-FM

O/N '78	A/M '79	O/N '79
1 KFDI-AM	KAKE-AM	KFH -AM
2 KAKE-AM	KFDI-AM	KFDI-AM
3 KEYN-FM	KFH -AM	KBRA-FM
4 KLEO-AM	KARD-FM	KAKE-AM
5 KICT-FM	KICT-FM	KEYN-FM

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 3270

O/N '78	A/M '79	O/N '79
1 KEYN-FM	1028	1026
2 KLEO-AM	970	916
3 KAKE-AM	846	881
4 KFDI-AM	844	785
5 KFH -AM	763	730

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KAKE-AM	KFH -AM
2 KFDI-AM	KLEO-AM	KAKE-AM
3 KAKE-AM	KFH -AM	KFDI-AM
4 KLEO-AM	KFDI-AM	KEYN-FM
5 KFH -AM	KEYN-FM	KLEO-AM

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KLEO-AM	KFH -AM
2 KLEO-AM	KAKE-AM	KEYN-FM
3 KFDI-AM	KFH -AM	KAKE-AM
4 KAKE-AM	KFDI-AM	KBRA-FM
5 KBRA-FM	KEYN-FM	KLEO-AM

Teens  
M-S, 6am-Midnight  
POP(00): 425

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KLEO-AM	KEYN-FM
2 KLEO-AM	KEYN-FM	KLEO-AM
3 KEYN-AM	KICT-FM	KEYN-AM

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KLEO-AM	KEYN-FM
2 KLEO-AM	KEYN-FM	KEYN-AM
3 KEYN-AM	KICT-FM	KLEO-AM

O/N '78	A/M '79	O/N '79
1 KLEO-AM	KLEO-AM	KEYN-FM
2 KEYN-FM	KEYN-FM	KLEO-AM
3 KEYN-AM	KICT-FM	KICT-FM

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1231

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KLEO-AM	KEYN-FM
2 KLEO-AM	KEYN-FM	KAKE-AM
3 KAKE-AM	KACT-FM	KLEO-AM
4 KEYN-AM	KICT-FM	KARD-FM
5 KFDI-FM	KEYN-AM	KICT-FM

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KLEO-AM	KEYN-FM
2 KLEO-AM	KLEO-AM	KAKE-AM
3 KAKE-AM	KAKE-AM	KLEO-AM
4 KEYN-AM	KICT-FM	KARD-FM
5 KARD-FM	KEYN-AM	KICT-FM

O/N '78	A/M '79	O/N '79
1 KEYN-FM	KLEO-AM	KEYN-FM
2 KLEO-AM	KICT-FM	KICT-FM
3 KAKE-AM	KAKE-AM	KACT-FM
4 KFDI-FM	KEYN-FM	KLEO-AM
5 KEYN-AM	KEYN-AM	KEYN-AM

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 1567

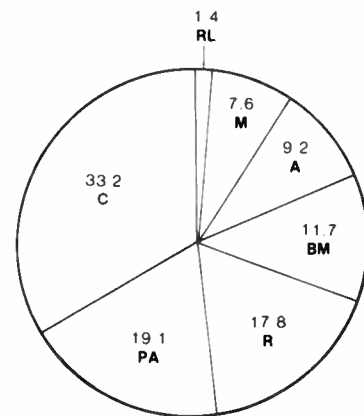
O/N '78	A/M '79	O/N '79
1 KAKE-AM	KAKE-AM	KFH -AM
2 KFDI-AM	KFDI-AM	KAKE-AM
3 KLEO-AM	KFH -AM	KFDI-AM
4 KFH -AM	KLEO-AM	KARD-FM
5 KFH -AM	KEYN-FM	KBRA-FM

O/N '78	A/M '79	O/N '79
1 KAKE-AM	KAKE-AM	KFH -AM
2 KFDI-AM	KFDI-AM	KAKE-AM
3 KEYN-FM	KFH -AM	KFDI-AM
4 KFH -AM	KLEO-AM	KARD-FM
5 KLEO-AM	KEYN-FM	KBRA-FM

O/N '78	A/M '79	O/N '79
1 KAKE-AM	KAKE-AM	KFH -AM
2 KFDI-AM	KFDI-AM	KAKE-AM
3 KLEO-AM	KLEO-AM	KBRA-FM
4 KEYN-FM	KFH -AM	KFDI-AM
5 KARD-FM	KEYN-FM	KEYN-FM

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

# Youngstown-Warren

METRO RANK

66

## Q/N '79 Market Overview

There is a new number one station in Youngstown, talk-formatted **WBBW**. Although the station's total share here actually dropped slightly in this book, it became the leader when other stations declined further. **WBBW** maintained its strength among 35+ demos, scoring better than a 19% share of the older adult audience.

Formerly number one and now runner-up, Beautiful Music **WKBN-FM** dropped more than two shares, losing significant audience blocs among 25-54 and 35-64 adults. **WKBN-FM**'s male numbers declined by a third, but the station remains tops among 25-34 adults. **WKBN-AM**, a P/A station, was on the upswing this survey. Gaining almost three shares, **WKBN** is the runner-up among adults 25-54 with almost 17% of the audience. The station is also third among adults 35-64.

Of the two major Top 40 stations, **WYFM** had a stable book overall and was actually able to increase its lead among 18-34 adults, while **WYFM** also showed more strongly in teens this sweep, keeping the station on top of that demo.

**WHOT** had a poor book this time, losing one-third of its 18-34 share. Defections among **WHOT** listeners also affected the station's 25-54 shares, which went from over 12% to less than 5% in this report. Another station that deserves mention is AOR **WSRD**. Although the station's overall 12+ share declined, its share among 18-34 young adults increased by 15%. The other station of note is Country **WNIO**, which almost doubled its 12+ share. **WNIO**'s 25-54 share increased substantially also, jumping 47% from the previous sweep.

### Average Persons 12+ Share Trends

Monday-Sunday, 6am-Midnight  
POP(00): 4504

	A/M '78	A/M '79	O/N '79
1 WKBN-FM	14.1	15.9	14.4
2 WBBW-AM	11.9	14.9	13.7
3 WHOT-AM	11.6	11.5	1.2
4 WKBN-AM	11.2	10.4	10.5
5 WYFM-FM	10.9	8.5	8.9
6 WSRD-FM	5.1	5.1	5.5
7 WHHH-AM	3.9	3.4	4.7
8 WNIO-AM	3.8	2.5	4.4
9 WCFT-AM	3.3	2.2	3.8
10 WFMJ-AM	2.6	2.1	3.1
11 WHMS-FM	2.6	2.1	1.9
12 WUWE-AM	2.0	1.9	1.7
13 WJIZ-FM	1.5	1.9	1.7
14 WCAR-AM	1.3	1.2	1.3
15 WWHM-FM	1.2	1.0	1.2
16 KDKA-AM	1.2	0.9	1.0
17 WHLO-AM	1.0	0.9	0.4
18 WPIC-AM	0.9	0.7	0.4
19 WTCL-AM	0.9	0.6	
20 WSOH-FM	0.7	0.4	
21 WSOH-AM	0.6	0.4	
22 WWS-FM	0.4	0.3	

### Average Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4504

	A/M '78	A/M '79	O/N '79
1 WKBN-FM	97	107	99
2 WBBW-AM	82	100	94
3 WHOT-AM	80	77	77
4 WKBN-AM	77	70	72
5 WYFM-FM	75	57	61

	A/M '78	A/M '79	O/N '79
1 WBBW-AM			
2 WKBN-AM			
3 WHOT-AM			
4 WKBN-FM			
5 WYFM-FM			

	A/M '78	A/M '79	O/N '79
1 WKBN-FM			
2 WYFM-FM			
3 WHOT-AM			
4 WKBN-AM			
5 WBBW-AM			

Teens  
M-S, 6am-Midnight  
POP(00): 602

	A/M '78	A/M '79	O/N '79
1 WYFM-FM			
2 WHOT-AM			
3 WSRD-FM			

M-F, 6-10am

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WYFM-FM			
3 WCFT-AM			

M-F, 3-7pm

	A/M '78	A/M '79	O/N '79
1 WYFM-FM			
2 WHOT-AM			
3 WCFT-AM			

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1474

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WYFM-FM			
3 WSRD-FM			
4 WKBN-AM			
5 WHMS-FM			

M-F, 6-10am

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WKBN-AM			
3 WSRD-FM			
4 WYFM-FM			
5 WHMS-FM			

M-F, 3-7pm

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WYFM-FM			
3 WSRD-FM			
4 WKBN-AM			
5 WHMS-FM			

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2112

	A/M '78	A/M '79	O/N '79
1 WKBN-AM			
2 WKBN-FM			
3 WBBW-AM			
4 WHOT-AM			
5 WYFM-FM			

M-F, 6-10am

	A/M '78	A/M '79	O/N '79
1 WKBN-AM			
2 WBBW-AM			
3 WHOT-AM			
4 WKBN-FM			
5 WHHH-AM			

M-F, 3-7pm

	A/M '78	A/M '79	O/N '79
1 WKBN-FM			
2 WKBN-AM			
3 WYFM-FM			
4 WHOT-AM			
5 WBBW-AM			

### Cume Persons Trends/Rankings

Total 12+  
M-S, 6am-Midnight  
POP(00): 4504

	A/M '78	A/M '79	O/N '79
1 WHOT-AM	1449	1429	1258
2 WKBN-AM	1353	1259	1247
3 WYFM-FM	1213	1193	1200
4 WKBN-FM	1184	1062	1158
5 WBBW-AM	919	1005	1144

M-F, 6-10am

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WKBN-AM			
3 WBBW-AM			
4 WKBN-FM			
5 WYFM-FM			

M-F, 3-7pm

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WYFM-FM			
3 WKBN-AM			
4 WKBN-FM			
5 WSRD-FM			

Teens  
M-S, 6am-Midnight  
POP(00): 602

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WYFM-FM			
3 WSRD-FM			

M-F, 6-10am

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WYFM-FM			
3 WSRD-FM			

M-F, 3-7pm

	A/M '78	A/M '79	O/N '79
1 WYFM-FM			
2 WHOT-AM			
3 WSRD-FM			

Adults 18-34  
M-S, 6am-Midnight  
POP(00): 1474

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WYFM-FM			
3 WSRD-FM			
4 WFMJ-AM			
5 WKBN-AM			

M-F, 6-10am

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WYFM-FM			
3 WKBN-AM			
4 WSRD-FM			
5 WFMJ-AM			

M-F, 3-7pm

	A/M '78	A/M '79	O/N '79
1 WHOT-AM			
2 WYFM-FM			
3 WSRD-FM			
4 WKBN-AM			
5 WFMJ-AM			

Adults 25-54  
M-S, 6am-Midnight  
POP(00): 2112

	A/M '78	A/M '79	O/N '79
1 WKBN-AM			
2 WHOT-AM			
3 WKBN-FM			
4 WBBW-AM			
5 WYFM-FM			

M-F, 6-10am

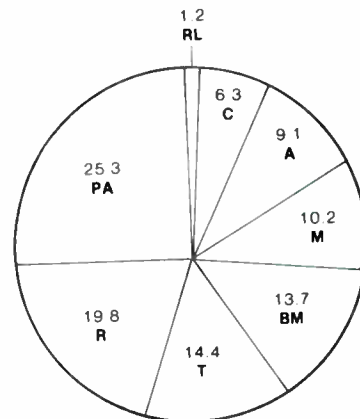
	A/M '78	A/M '79	O/N '79
1 WKBN-AM			
2 WHOT-AM			
3 WBBW-AM			
4 WKBN-FM			
5 WYFM-FM			

M-F, 3-7pm

	A/M '78	A/M '79	O/N '79
1 WKBN-AM			
2 WYFM-FM			
3 WHOT-AM			
4 WYFM-FM			
5 WSRD-FM			

### Format Penetration Chart

Based On Total Persons 12+  
Average Quarter Hour Listening  
Monday-Sunday 6am-Midnight



### Format Legend

A-AOR, B-Black, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dancemusic, J-Jazz, M-Miscellaneous, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.



# Glossary Of Terms

An alphabetical listing of terms used by Arbitron in connection with rating diary data.

## AM-FM Totals

A rating figure for AM-FM affiliates in time periods when they simulcast.

## Area Of Dominant Influence (ADI)

A geographic market design developed for television measurement, based on measurable viewing patterns. Arbitron estimates radio listening in ADI's for advertiser convenience and to allow radio to compete with other media for advertising, as agencies often base buys on ADI figures. Every county in the continental U.S. falls exclusively within one ADI (no overlap).

## Audience Trends

Audience estimates for stations over a five-book period based on Average Persons Share for the Metro Survey Area based on broad demographics (Total Persons 12+, Men 18+, Women 18+, Teens 12-17). These appear in the front of a market report and cover five daypart periods, starting with the overall Mon.-Sun. 6am-midnight figures. These Audience Trends are the quickest method of evaluating radio station standing in a market over a period of time.

## Average Quarter-Hour Persons

The estimated number of persons who listened (at home and away) to a station for a minimum of five minutes within a given quarter-hour. Based on the average of the reported listening in the total number of quarter hours the station was on the air during a rating period. This estimate is given for the Metro Survey Area (MSA), Total Survey Area (TSA), and ADI.

## Average Quarter-Hour Rating

A station's Average Quarter-Hour Persons estimate presented as a percentage of the Universe (total population for the area). Given for MSA and ADI.

## Average Quarter-Hour Share

A station Average Quarter-Hour Persons estimate presented as a percentage of the total Average Quarter-Hour Persons listening in the MSA during a given time period. Given for MSA only. This is the most commonly used figure for showing station standing in a market, when expressed for Total Persons 12+, Mon.-Sun. 6am-midnight.

## Away-From-Home Listening

Estimates of radio listening during times the diarykeeper indicates he or she was listening away from home. Arbitron presents estimates of Average Persons for the MSA and TSA listening away-from-home, and a Percentage Away, the percentage of each station's total average audience that is listening away-from-home. Dayparts covered are Mon.-Fri. 6-10am and 3-7pm, Mon.-Fri. 10am-3pm, and Mon.-Fri. 7pm-midnight; demographics are Total Persons 12+, Men 18+, Women 18+, and Teens 12-17.

## Cume Persons

The estimated number of different persons who listened to a station for a minimum of five minutes within a given daypart. Shown for MSA, TSA, and ADI.

## Cume Rating

The estimated number of Cume Persons given as a percentage of the Universe, shown for MSA only.

## Cume Daypart Combinations

The Cume estimates for a station during 18 non-standard time periods, with all 12 demographic groups shown individually for each non-standard daypart combination.

## Daypart

Simply, a part of the day (6-10am, 3-7pm, etc.).

## Dayparts Average & Cume

Also known as Uncombined Audience Estimates. Shows Average Persons in both the MSA and TSA along with Shares for the Metro (MSA) for each of nine dayparts in all 12 demographic categories, and does the same below for Cume Persons in the MSA and TSA and Cume Ratings for the MSA. The Uncombined Audience Estimates are the basis for analyzing Target Audience demographics.

## Demographic Categories

Arbitron uses 12 demographic categories: Total Persons 12+; Men 18-24, 25-34, 35-44, 45-54 and 55-64; Women 18-24, 25-34, 35-44, 45-54 and 55-64; and Teens (12-17). Combinations, such as Women 18+, are also employed.

## Exclusive Cume Listening

The estimated number of Cume Persons who listened to just one station within a given daypart (minimum: five minutes). Arbitron publishes Exclusive Cume listening estimates for five dayparts (including the overall Mon.-Sun. 6am-midnight period) and the four basic demographics (Total Persons 12+, Men and Women 18+, and Teens).

## Expanded Sample Frame (ESF)

Arbitron methodology for retrieving survey data from households with unlisted phones. Currently requires approval of 50% of subscriber stations in a market for Arbitron to institute it, as it is more costly. Designed to improve survey coverage of listeners from both ends of the economic spectrum, particularly minorities, it is now being used in more than 30 markets as of October, 1979.

## Quarterly Measurement

A new Arbitron survey technique covering 12-week sweeps rather than four-week surveys. Begun in A/M '78 in Seattle and New Orleans, the technique is now used in 22 markets. By A/M '82 most markets will have Quarterly Measurement.

## High Density Ethnic Areas

Areas with high black or Spanish population defined by Arbitron in markets with 15% or more total black or Spanish population and at least one Black- or Spanish-formatted station (or in markets with no such station and 20% ethnic population). Can be either HDBA's (High Density Black Area) or HDHA (High Density Hispanic Area).

*Our Industry has  
no shortage of  
tipsheets, magazines  
& newsletters...*

*But it has only one  
Newspaper.*

*...and you've made us  
the number one trade.*

**Radio & Records**

# Glossary Of Terms

## Hour-By-Hour Estimates

Stations' Average Persons TSA and MSA and Metro Shares shown on an hour-by-hour basis in the Mon.-Fri. 5am-1am period in all demographics (Metro Shares in just the basic four demographics). These help in pinpointing precise performance by stations and air personalities.

## In-Tab Sample

The number of usable diaries returned and tabulated by Arbitron in producing a report.

## Metro Survey Area (MSA, Metro)

Essentially, Arbitron's statistical definition of a market's metropolitan area. Arbitron's MSA's generally correspond to the U.S. Office of Management and Budget's Standard Metropolitan Statistical Areas (SMSA's); exceptions "dictated by historical industry usage and other marketing considerations" do exist. In New England, where SMSA's are defined on a "town" rather than a "county" basis, Arbitron uses the Standard Rate & Data Service's (SRDS) full-county definition to define the MSA in cases where the SMSA represents 65% or more of the SRDS full-county definition in that market. Where the SMSA is less than 65% of the population of the SRDS full-county definition, Arbitron uses the SMSA to define the MSA.

## Metro And ADI Totals

Total listening in either the Metro Survey Area or Area of Dominant Influence, including estimates of listening to reported stations, to stations that did not meet Arbitron's Minimum Reporting Standards (usually getting less than .5% of the total listening audience), and estimates of listening to unidentified stations.

## Sampling Unit

A geographic area consisting of a single county, a group of counties, or part of a county.

## Population Estimates/ Sample Distribution Page

This page of an Arbitron market report presents the reader with an estimate of the total population of each Arbitron demographic group for the TSA, MSA, and ADI, and each demographic's percentage of the total 12+ population. Also presented is the percentage in each demographic for unweighted In-Tab Sample, and for weighted In-Tab Sample. This first figure gives the reader the percentage of diaries returned in a demographic as compared to that demographic's actual percentage of the 12+ population (example: Men 18-24 could account for 10.1% of the population in the MSA, but only 7.9% of the In-Tab Diary Sample). The weighted In-Tab Sample figure is the same as the percentage of the 12+ population for any given demographic, and is the result of Arbitron's statistical procedures to adjust the weight of diaries within a demographic. Figures are also listed for total numbers of diaries placed and returned.

## Target Audience Estimates

Average Persons, Cume Persons, and Average Persons Ratings and Shares in five dayparts for six adult demographics plus teens. These are shown for Adults 18+, 18-34, 18-49, 25-49, 25-54, 35-64, and Teens, and are later broken down for Men and Women as well.

## Total Survey Area (TSA)

All Metro counties plus all other counties in which there is significant listening to stations located in the Metro. Significant listening is basically defined as counties in which 10% of the Cume listenership is to stations in the Metro being measured.

## Universe

The estimated total number of persons in the sex-age groups and geographic area being measured.

## Elementary Procedures For Market Overview

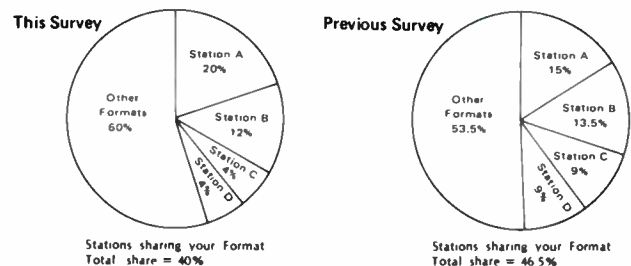
Faced with the vast array of tables and statistics in an Arbitron market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from a report.

1) Examine the **Audience Trends (Average Persons Share)** for a specific station and its competitors.

2) Look for total market listening trends. Compare **Metro Totals** (at the bottom of each Trends page) to measure whether total Average Quarter Hour listening is up or down, check seasonal trends, etc. Also, compare **Metro Cume Rating Totals** in the Mon-Sun 6am-midnight daypart (on the first page of the Daypart Average + Cume section). Average ¼ hr and Cume ratings can also be compared — if Average ¼ hr listening is up and Cume about the same, then listeners are spending more time listening, for example.

3) Format shares of the market can be easily compared, too. Combine the total shares of stations sharing a format (Top 40, Beautiful Music, etc.), and compare to a previous survey. This can be done by specific demogra-

phic group, as well. A simple "pie graph" (see below) is an easy way to make comparisons.



4) Compare changes in **Exclusive Cumes** for a station.

5) Check trends of **Away-From-Home** listening, from survey to survey and station vs. station.

After examining these basic trends, readers can more easily go about analyzing more specific situations.



# Arbitron Ratings: A Probing Look At The Accuracy Of The Industry's "Bible"

Billions of advertising dollars. Thousands of careers. These are the stakes involved in a radio industry dependent on the Arbitron radio market reports. Yet how accurate are the Arbitron numbers? Many broadcasters and ad agencies may not be familiar with how much "give" there really is in the estimates. Since many important advertising, programming and career decisions are made based on the numbers, we thought you'd like to know how reliable are the numbers you see in the book. We've included a formula and table you can use to figure how much plus or minus range there can be in a given estimate in your market. (We should note here that estimates from any major survey firm are subject to similar variations.)

## The Key Formula

Let's start the analysis by listing the variables involved (why not follow along with an example from the last Arbitron in your market...):

1. Station
2. Demographic Cell
3. Daypart
4. Total 12+ in-tab for the market (metro, ADI or TSA)
5. Demo Cell In-Tab
6. Station Rating For Demo/Daypart

An example used in a recent seminar in Detroit will illustrate what information you need:

- Stations: A; B**
- Demo: Adults 25-49**
- Daypart: Monday-Friday, 6-10am (80 quarter hours)**
- Metro 12+ In-Tab: 1631**
- Adults 25-49 In-Tab: 630**
- Station Ratings In The Jan./Feb. Report In The Specified Demo/Daypart: A 4.3; B 1.9**

Now that we've determined the input, let's plug those numbers into the formula to figure "standard error" of a given rating.

## Standard Error Calculation Formula

(To determine how much "plus or minus range" there is in an average rating)

$$2x \sqrt{\frac{p \times q}{n \times SE}}$$

1. Determine "p" Arbitron rating (as shown in book for the specific station, demo and daypart).

**Station A 4.3** p = 4.3  
(Adults 25-49 Average Rating, M-F, 6-10am)

2. Determine "q" q = 95.7  
q = 100% - p  
100 - 4.3 = 95.7

3. Determine "n" n = 630  
n = in-tab sample size for the specific demographic

Page three of the Arbitron report shows the metro "percent unweighted in-tab" that each demo contributes. Since we are examining adults 25-49, just add the percent figure for the various unweighted (actual diary in-tab) demo cells — in this case men 25-34, men 35-44, men 45-49, plus the percents

for women in three cells. In this case, (J/F 79 Det ARB) we came up with 38.6% of the total 12+ in-tab of 1631, yielding 630 metro diaries that came back from adults 25-49. Try this in your market selecting a target demo and then adding up the page three unweighted figures. This determines what percent of the total in-tab came from the demo you are examining.

4. Determine number of quarter-hours in the specific daypart. In this case, Monday-Friday, 6-10am = 80 quarter hours.

5. Determine the "Statistical Efficiencies" (S.E.) From a table computed by Arbitron, and reprinted here with their permission, select the relevant demo and the correct quarter-hour total (from Step 4). You'll note that for adults 25-49, in a daypart containing 80 quarter hours, the S.E. is 2.7.

6. Let's now plug the above ingredients into the formula:

$$\frac{(p \times q)}{630 \times 2.7} = \frac{4.3 \times 95.7}{1701} = .24$$

$$\sqrt{.24} = .489$$

$$2 \times .489 = .98 \text{ (round off to 1.0)}$$

Thus, we see that station "A" 's 25-49 average adult rating in morning drive is subject to standard error of approximately 1.0, or one average rating point. We can say then that the 4.3 as shown in the book is actually 4.3 plus or minus 1.0, or 3.3 to 5.3. If we took station "B," with its 1.9 rating in the same demo and daypart, running the figures through the formula show that the 1.9 is plus or minus .7, thus probably a 1.2 to 2.6.

## Arbitron Radio Statistical Efficiencies For Calculating Standard Error

Population Group	Efficiency of Average Ratings Based on Number of Quarter-Hours in Day-Part					Population Group	Efficiency of Average Ratings Based on Number of Quarter-Hours in Day-Part						
	20	80	100	160	504		20	80	100	160	504		
Total Persons	12+	1.2	1.9	2.0	2.1	2.4	Women	18-34	1.7	3.4	3.7	4.4	5.5
Total Adults	18+	1.3	2.0	2.1	2.3	2.6	Adults	50-64	1.5	2.7	3.0	3.4	4.3
Total Men	18+	1.4	2.5	2.8	3.2	4.1	Men	50-64	1.5	2.9	3.3	4.1	5.9
Total Women	18+	1.5	2.5	2.7	3.0	3.4	Women	50-64	1.6	2.9	3.2	3.7	4.6
Adults	18-49	1.5	2.6	2.7	3.1	3.6	Teens	12-17	2.0	4.4	4.9	5.9	7.9
Men	18-49	1.5	3.0	3.4	4.1	5.5	Adults	25-34	1.6	3.3	3.7	4.4	5.7
Women	18-49	1.6	2.9	3.2	3.6	4.3	Men	25-34	1.6	3.6	4.2	5.3	8.2
Adults	35-64	1.4	2.4	2.6	2.9	3.4	Women	25-34	1.7	3.4	3.8	4.4	4.6
Men	35-64	1.4	2.8	3.1	3.7	4.9	Adults	18-34	1.8	3.9	4.3	5.2	7.0
Women	35-64	1.6	2.8	3.0	3.4	4.1	Men	18-24	1.7	4.3	4.9	6.3	9.9
Adults	25-49	1.5	2.7	2.9	3.3	3.9	Women	18-24	1.9	3.9	4.3	5.1	6.6
Men	25-49	1.5	3.0	3.4	4.2	5.7	Adults	35-44	1.55	3.09	3.40	4.05	5.29
Women	25-49	1.6	3.0	3.2	3.7	4.5	Men	35-44	1.49	3.27	3.70	4.69	7.09
Adults	50+	1.5	2.6	2.7	3.1	3.8	Women	35-44	1.64	3.22	3.53	4.14	5.26
Men	50+	1.4	2.8	3.1	3.8	5.3	Adults	45-54	1.53	2.98	3.28	3.88	5.03
Women	50+	1.6	2.8	3.0	3.5	4.2	Men	45-54	1.48	3.10	3.50	4.42	6.66
Adults	35-49	1.5	2.8	3.1	3.6	4.5	Women	45-54	1.62	3.11	3.39	3.97	5.03
Men	35-49	1.5	3.1	3.5	4.3	6.2	Adults	55-64	1.53	2.91	3.19	3.79	4.93
Women	35-49	1.6	3.1	3.3	3.9	4.6	Men	55-64	1.46	3.01	3.39	4.27	6.43
Adults	18-34	1.6	3.2	3.5	4.1	5.2	Women	55-64	1.62	3.05	3.32	3.88	4.91
Men	18-34	1.6	3.7	4.2	5.3	7.8							

# Arbitron Survey Formulas: Short-Cuts To Understanding Data

The following section presents a number of simple mathematical formulas which utilize Arbitron survey figures to arrive at answers to some questions interesting to programmers and advertisers. Use of the formulas enables readers to make specific problem-

solving use of the Arbitron market reports. Each formula is presented in a format which includes the question to be answered, its answer in words, the mathematical formula to calculate the answer, and a few practical applications of the results.

**Question: How much time does the average person spend listening to a station?**

**Answer:** Calculate Average TIME SPENT LISTENING (TSL). This can be figured for specific dayparts. You'll need to know the number of quarter-hours in Arbitron's basic dayparts. The total for Mon-Sun 6am-midnight is 504. Divided up, the totals are:

Mon-Fri	6-10am	80	quarter-hours
Mon-Fri	10am-3pm	100	
Mon-Fri	3-7pm	80	
Mon-Fri	7pm-mid	100	
Saturday	6-10am	16	
Saturday	10am-3pm	20	
Saturday	3-7pm	16	
Saturday	7pm-mid	20	
Sunday	6-10am	16	
Sunday	10am-3pm	20	
Sunday	3-7pm	16	
Sunday	7pm-mid	20	

**Formula:**

**TSL =**

**Average ¼ hour Audience X Quarter-Hours in Daypart**

**Cume Audience**

**Applications:**

- Compare a station's TSL figure with other similarly-formatted station's TSL's.
- Compute a market TSL average by calculating the TSL for each station and taking an average.

**Question: How well is a station reaching its target audience?**

**Answer:** Compare TSL figures for your target audience and your total audience to compute an ETA (Efficiency of Target Audience) figure.

**Formula:**

$$\text{ETA} = \frac{\text{Target Audience TSL}}{\text{Total Audience TSL}}$$

**The higher the ETA, the better the station is reaching its target audience.**

**Applications:**

- Calculate which demographic is most efficiently reached on a station.
- Compare different dayparts to determine the time of the greatest ETA.
- Compare ETA's of different stations with similar target audiences.

**Question: How many different groups of people contribute to a station's average audience?**

**Answer:** Calculate the station's TURNOVER RATIO (T/O).

**Formula:**

$$\text{T/O} = \frac{\text{Cume Audience}}{\text{Average ¼ hr Audience}}$$

**Applications:**

- Compare Turnover Ratios of stations in the market.
- Compute T/O for specific demographic groups, and determine which group turns over least on a station (the lower the T/O, the longer the group is listening).
- Compare T/O's in different dayparts.

# If this isn't a record, it should be:

WVEZ-FM is:

- #1 Total Persons 12+
- #1 Total Adults 18+
- #1 Total Men 18+
- #1 Total Women 18+\*

In fact, WVEZ is by far  
the Number One adult  
radio station in Louis-  
ville, with the number  
two station far behind.

# WVEZ

Stereo 107

If that isn't enough,  
WAKY/WVEZ is the #1  
AM/FM combo in  
Louisville.

# WAKY/WVEZ

Louisville

A division of  
MULTIMEDIA BROADCASTING COMPANY 

Represented nationally by  
EASTMAN  RADIO, INC.

\*Source: Arbitron, MSA, Oct./Nov., 1979

Audience data based on estimates subject to industry accepted qualifications which WAKY/WVEZ will supply upon request.



**Question: What percentage of listeners in one time period also listens to a station in another time period?**

Answer: Calculate the PERCENT RECYCLING of the audience.

**Formula:**

$$\text{Percent Recycling} = \frac{\text{Cume Audience listening to both of two time periods}}{\text{Cume Audience listening to one of the two time periods}}$$

The top half of the equation is calculated by adding the cume figures for the two separate dayparts and subtracting the cume figure for the combined daypart (found in the Daypart Combination section of the report). Answer will be a percentage which represents the proportion of the audience in one daypart which recycles into the other daypart.

Applications:

- A) Determine percentage of audience that recycles from one part of the week (weekdays 6am-midnight, for example) to another part (weekends).
- B) Calculate audience listening only to one of two time periods (total cume of one daypart minus those listening to both dayparts).
- C) Compare recycling of target audience for a station vs. total audience.
- D) Compare recycling between stations.

**Question: During which hours does a station best reach its listeners?**

Answer: Chart the station's HOUR-BY-HOUR AVERAGE and SHARE OF AUDIENCE INDEX.

This formula can be used with both average audience figures and shares.

**Formula:**

$$\text{Hour-By-Hour Index} = \frac{\text{Mon-Fri Hour-By-Hour figure}}{\text{Mon-Fri 6am-Mid figure}}$$

Applications:

- A) Track a station's average and share index results throughout the day — highest index figure indicates hour in which station is best reaching audience.
- B) Compare with other stations in as much detail as desired.
- C) Compare index figures Men vs. Women.

**Question: How do you determine the sample size in a given demographic group in an Arbitron market survey?**

Answer: Check the unweighted in-tab figures on Page 3 of your market report.

**Formula:**

$$\text{Sample size for any Demo} = \text{Percent of Unweighted In-Tab for that Demographic} \times \text{The Total Number of In-Tab Diaries for the market.}$$

**Question: How much of a station's audience listens only to that station?**

Answer: Calculate percentage of Cume Audience that's exclusive.

**Formula:**

$$\text{Percent Exclusive} = \frac{\text{Station's Exclusive Cume}}{\text{Station's Total Cume}}$$

Applications:

- A) Compare Percent Exclusive Cumes of various stations in market.
- B) Chart station's Percent Exclusive Cume over major dayparts.
- C) Compare Percent Exclusive Cumes demographically (Men 18+, for example).

**Question: How does a specific station stack up against the market average of Away-From-Home listening?**

Answer: Compute AWAY-FROM-HOME (AFH) Listening Index for station.

**Formula:**

$$\text{AFH Listening Index} = \frac{\text{Station's Percentage of AFH Listening}}{\text{Market's percentage of AFH Listening}}$$

Applications:

- A) Calculate AFH Listening Indexes for similarly-formatted stations.
- B) Determine difference (if any) between AM and FM stations' AFH Listening Indexes.
- C) Compute AFH Listening Indexes for different dayparts and demographics.

**Question: Which are the most available audiences during certain times of the day?**

Answer: Chart the demographic share of the audience hour by hour.

**Formula:**

$$\text{Hour-By-Hour Demographic Share} = \frac{\text{Target Audience Avg. Listening for market}}{\text{Total Audience 12 + Avg. Listening}}$$

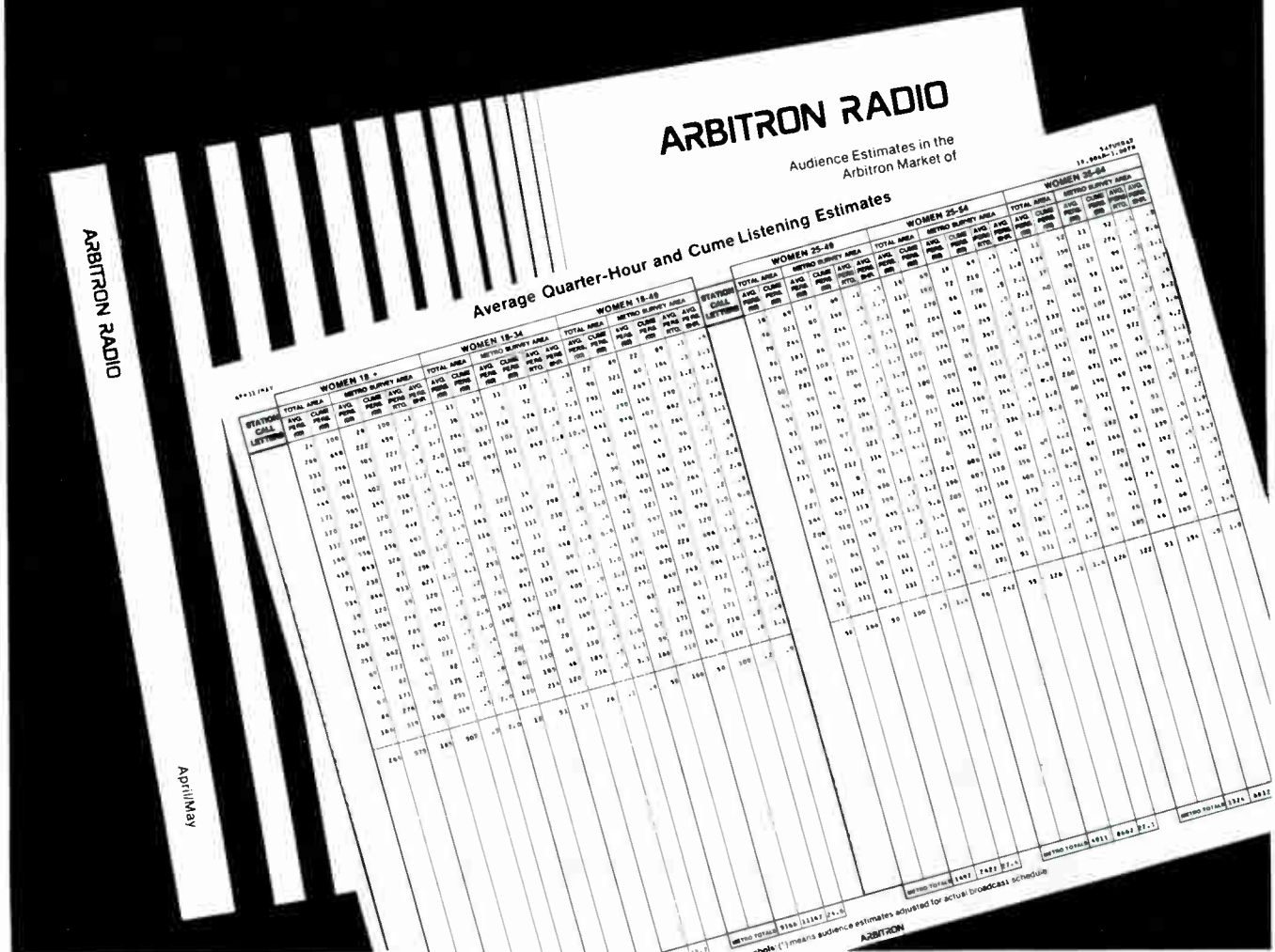
**Result is a percentage; the higher the percentage, the more available that segment of the audience is for listening.**

Applications:

- A) Chart hour-by-hour Demographic Share for each hour of the broadcast day. Identify time periods when certain target demographics dominate listening.
- B) Determine which of several similarly-formatted stations gets best share of audience of a target demographic during various time periods.
- C) Identify hour-by-hour shifts in listening of various demographic groups. This enables programmers to shift emphasis toward the target groups which are strongest at given times.

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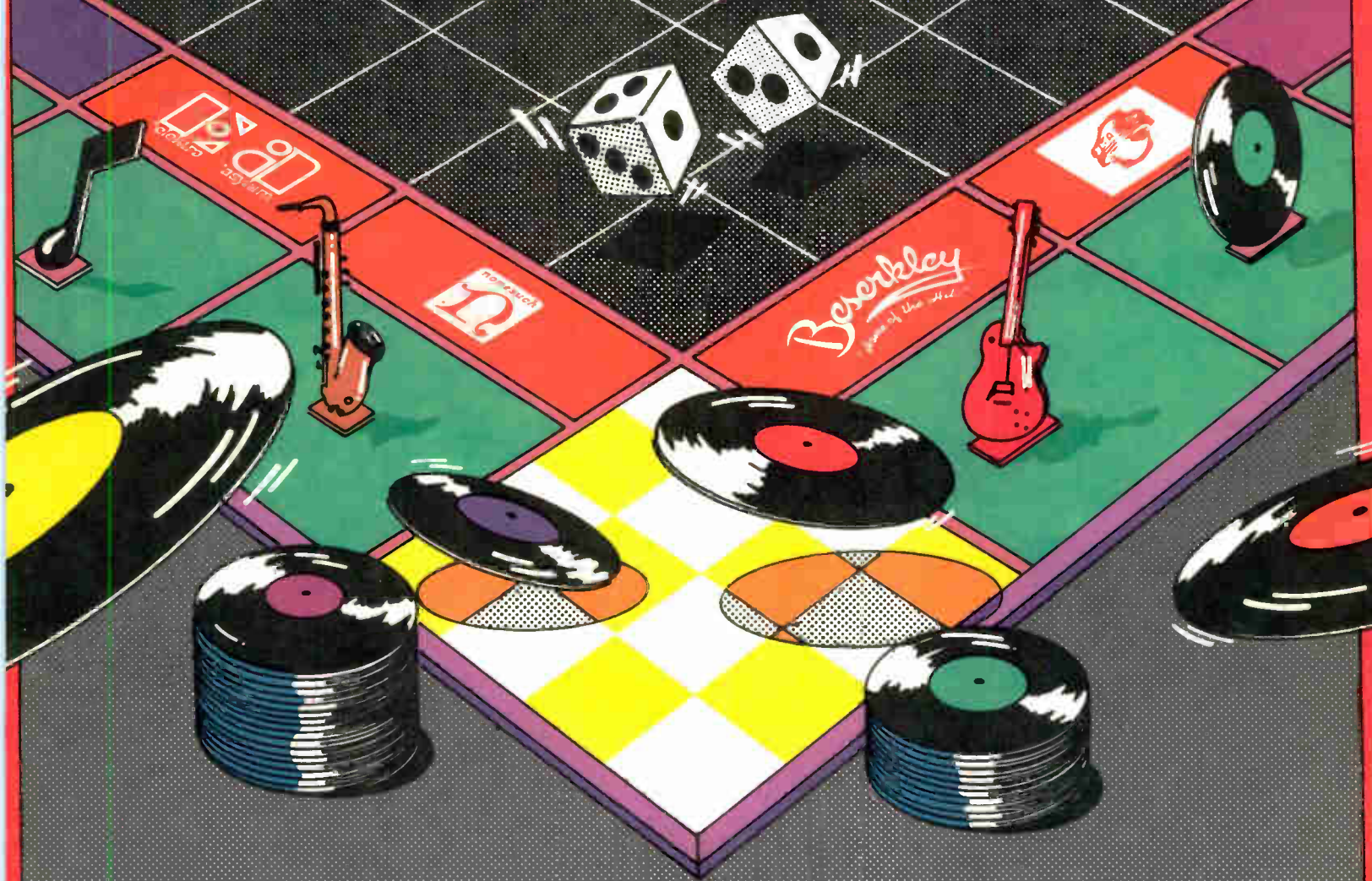


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