

Fall '82 Quarterly Results for the TOP 50 MARKETS

●
Exclusive Comprehensive Market Charts

●
Complete ARBITRON Demographic Rankings

●
PLUS: Fall Birch Shares For Comparison

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THE GREAT

SOUNDS

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- MEL TORME • FEB. 11-13
- TERESA BREWER • FEB. 4-6
- THE FOUR LADS • FEB. 18-20
- LES & LARRY ELGART • FEB. 25-27



The United Stations
 AMERICA'S TARGET RADIO NETWORKS

The Great Sounds. An exciting new weekly four hour radio program from The United Stations... hits of the 20's...

From The Desk Of:
MICHAEL A. McVAY
 WMJI/WBBG OPERATIONS MANAGER

Subj: The Great Sounds
 January 12, 1983

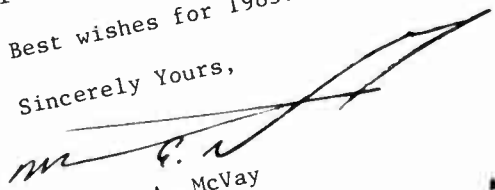
To: Ed Salamon
 United Stations

"The Great Sounds" is the most remarkable Nostalgia program I've ever heard! The show has not even aired yet...and we've sold it out!!!

I don't remember, in my 12 years of programming from Los Angeles to Cleveland, when I've ever listened to a more entertaining show. The demo you supplied was the key to our easy sales success.

We expect the same enthusiastic response from our listeners as we've experienced from advertisers.

Best wishes for 1983.

Sincerely Yours,

 Michael A. McVay

WMJI
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WBBG 1260AM
 BIG BAND GRANDSTAND...
 AND MUCH MORE

World Radio - Cleveland, OH 44115 (216) 391-1260

Radio:

We're making it bigger than ever!



McGAVREN GUILD'S MARKETING STRATEGY FOR THE 80's WILL BE MARKETING-DRIVEN RATHER THAN PRODUCT-DRIVEN

RATIONALE:

A representative is a uniquely positioned person.

- Our clients are the radio stations we represent. They represent our "products." Our job is to get the highest share of advertising dollars placed at the highest rates on those stations.
...to do this, we must satisfy our "customers."
- Our customers are the advertisers and the agencies that represent them.

Markets or customers cannot be created. There must first be a need and a demand, and then a product (radio and the packaging of radio) developed to satisfy that need.

Product vs. Customer Needs

- Salespeople generally consider only the product (the radio stations) they have to sell and the features (market position, ownership, demographics, lifestyles, facilities, etc.), that make a station saleable and competitive.
- Marketers, however, consider the need of the customers (the advertiser and the agency), and how his product, (the radio station and the packaging of radio stations), can help satisfy those needs. The needs of the advertiser are product related—getting his product or service used by the consumer. These vary by advertiser. The needs of the agency are creativity, efficiency and effectiveness in production, planning and buying, and getting the best media values for their clients, the advertisers.

Volume vs. Profitability

- Salespeople are interested in high-sales volume, with little concern to profitability for their customers or products (the advertisers or the radio stations).

- Marketers plan sales volume with profitability in mind. Their plan includes the best mix of customers, marketing and products that will combine the most profitable market share for all concerned. This insures that the advertiser will be satisfied and will return, and that the radio station has made best use of his inventory at the best rate possible.

Short-Term vs. Long-Range Planning

- Salespeople think short-term. They are concerned with current availabilities from advertisers, and current inventory from stations.
- Marketers pre-sell and pre-plan for the future for both generating and maintaining radio ad dollars, and insuring the optimum use of present and future inventory for the radio station.

EXECUTION:

Through this marketing process it is possible for McGavren Guild and our radio networks to offer the products and services that satisfy the advertiser's needs and values. Our marketing people ask, "What does the advertiser need to accomplish"? Our marketing people do not say, "Here is the radio package you should buy." Advertisers at this level are not interested in GRP or gross impressions. They are interested in moving their product or having their service used. Our marketers, therefore, do not say, "This radio plan offers 50% reach at this cost." Our marketers do say, "Here is how radio can help you solve your needs." "Unlike selling, the aim of marketing is to fit the product or service to the customer so that the product sells itself."

McGavren Guild's Marketing Strategy to accomplish this includes:

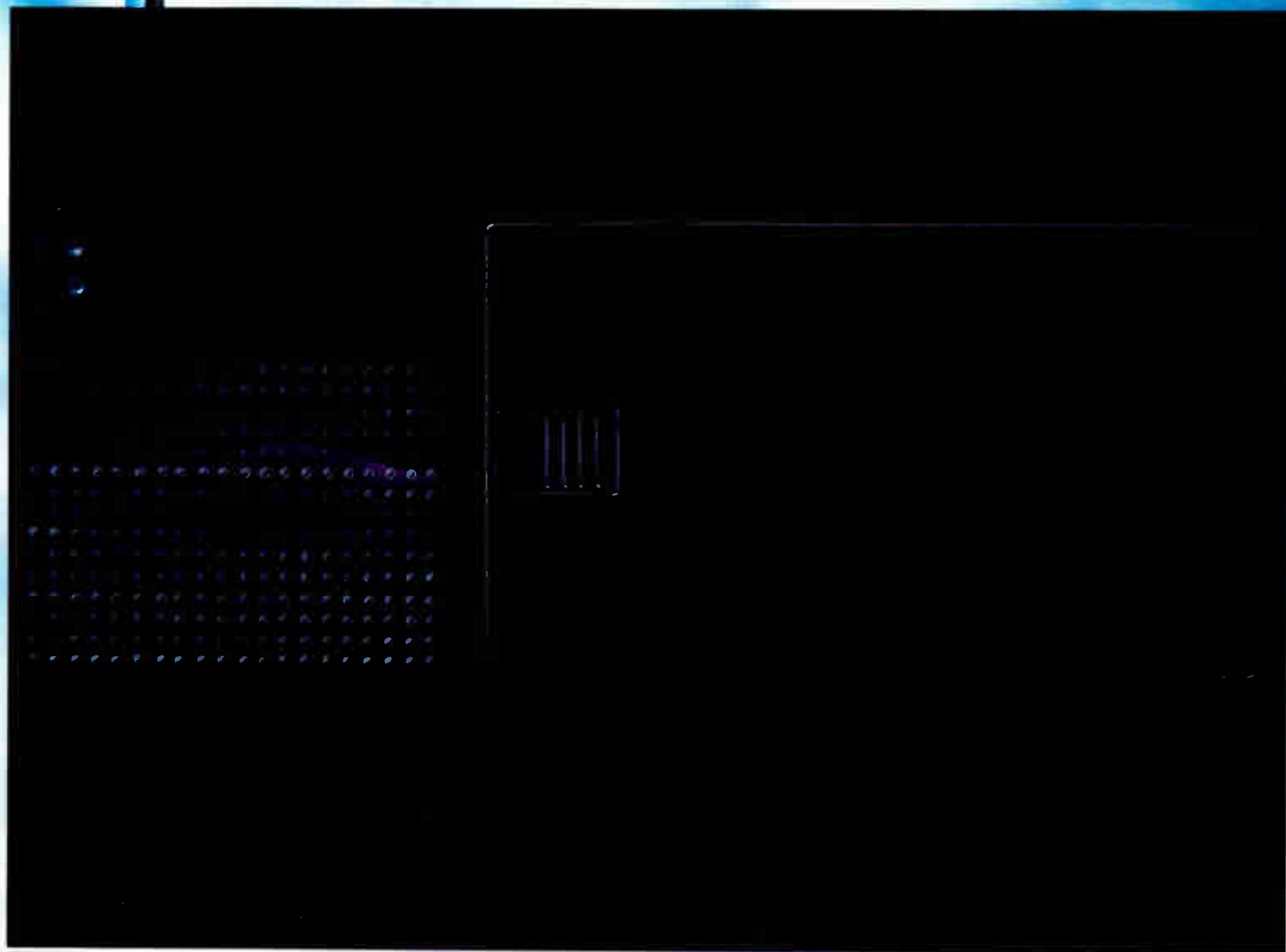
- 6 Product/Service Category seminars during 1983 presented for our marketers by Yankelovich, Skelly and White, (the renowned research company which is known for tracking lifestyle changes and how these affect the consumer values and choices).
- Product category teams established specializing in target areas.
- Special incentives for all McGavren Guild marketers to develop new business.
- Target networks established offering the best mix of radio stations to match the advertisers needs, (examples not inclusive)
 - Demo networks (Teens, 18-34, 18-49, 25-54, 35 +)
 - Lifestyle networks (Upper Income, Professional Managerial, Working Women)
 - Product networks (Automotive, Airline, Food)

RADIO: WE'RE MAKING IT BIGGER THAN EVER!



M^cGAVREN GUILD RADIO

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This is one dish you can't put on a back burner.

Considering what satellite technology can do for a radio station, it's no wonder that satellite dishes are hot items.

They can make a correspondent on Capitol Hill sound like he's in your back yard. And they can give you enough programming flexibility to zero in on the most strictly defined target audience.

The best way to get access to an earth station? Turn to AP Radio Network.

We own, operate and offer the use of 900 functioning earth stations,

making us the largest privately-operated satellite network in the world. So, very likely, you're within a local loop of one of our dishes right now.

We also offer a greater variety of news and information features—in long and short versions—than any other network. Those include our Business Barometer, Sportsline and our one-of-a-kind AgReport.

Plus, we deliver 200 actualities per day, many of them regional reports.

But the best thing about AP Radio Network is that you control

the mix. Completely. So you can compose a unique blend of news and features, a blend that's most compatible with your own format.

You even control all of your own commercial time. What's more, you pocket the profit from every valuable second you sell.

So if you want to explore the very limits of radio technology, while enjoying unlimited programming freedom, contact Glenn Serafin, Broadcast Services Division of

AP Associated Press.
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Associated Press Broadcast Services. Without a doubt.

THE POWER WITHOUT THE GLORY

BLAIR CAN SHOW YOU HOW TO USE THE POWER OF RADIO TO BUILD SALES.

Let's be honest. In spite of its proven power, radio remains the most overlooked and undervalued weapon in marketers' arsenals. Television has the glamour. It gets the attention, the glory, and the lion's share of broadcast budgets.

But advertisers have the right to demand the most clout from every dollar they spend. And at Blair, we know that when it comes to sales clout, no medium is more powerful than radio.

Only radio gives advertisers the flexibility to generate both reach and frequency against specifically targeted demographic groups. But radio does much more than help advertisers meet demographic goals.

Radio motivates listeners. It's a closer, more intimate, more personal medium. People trust radio, like a friend. That makes it a more influential and more powerful sales tool. And that's why radio does more than just deliver media numbers. It delivers sales results.



When knowledgeably planned, radio can help make an entire media schedule work more effectively. But radio is a unique, complex medium. And its proper use requires a specialized understanding of its potential and limitations.

At Blair, we're radio experts. And we can put our knowledge and the power of radio to work for you.

Blair's innovative and experienced marketing team can help you use radio to achieve sales objectives effectively. We use the newest analytical tools and resources to help advertisers target their message. We can show you why radio should be an integral part of your media mix.

At Blair we're realists. We know that radio works. And we want to put its power to work for you. Then you too will appreciate radio's hidden glory—its sales results.



Blair Radio
A division of John Blair & Company
Reliable people, reliable data.



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Radio's rulers of the mornings and afternoons. the top 25 personalities and stations ranked by average quarter-hour and cume estimates in both vital drivetime periods.

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Our exclusive single-source approach to ratings data: at one glance you can see latest 12+ numbers, previous Arbitrons and current Birches for comparison, rankings in four key demographics, rep and net affiliations, and more.

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How to profit in the coming recovery.

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RATINGS REPORT

What a topsy-turvy Arbitron this fall '82 survey was! Compared to the spring '82 sweep results in the top 50 markets, some of the findings you'll see in this volume were almost 180 degrees different. For example:

- This was the first fall survey where Differential Survey Treatment (DST) for blacks was used. Since the results of the spring sweeps showed that when DST was used it usually resulted in significantly improved shares for Black/Urban stations, the same might have been expected this fall. Not so, as it turned out.

- Black/Urban stations in many markets suffered, largely owing to Arbitron's poor performance at retrieving enough usable black diaries. In some markets the diary returns for blacks, even with DST, were down 50% compared to the previous survey.

- Two other methodology adjustments may have affected the results this fall. As happens every fall, Arbitron gets population updates by demographic from Market Statistics, Inc., and the population segment that was almost universally reduced was teens, with the 25-44 cells becoming more important. Also, the high density areas for blacks and Hispanics were redefined based on new data from the 1980 Census. In most cases the HDBAs and HDHAs were enlarged compared to the geographies used for the previous decade.

- Two formats may have been affected by the methodology notes above. AOR, which was the leading format overall several Ratings Reports ago,

continued to slip, with an especially poor showing in most markets this survey. The exception may have been the markets where **Rick Carroll's** "new music" AOR approach has caught on. Also, in some markets — from New York to Phoenix — Hispanic-language stations which had previously had marginal shares suddenly spurted, perhaps thanks to the enlargement — and increased sampling of — the High Density Hispanic Areas.

- Beautiful Music, a format written off by many after poor showings in the spring books, rebounded consistently across the country. Just another twist to what is one of the strangest surveys I've observed in quite a while.

As you peruse this edition, keep these highlights in mind. Note how the station or market you're interested in compared to or varied from the trends outlined here. For example, an AOR or Black/Urban station which countered the generally negative trend this sweep deserves a real pat on the back.

As always, there are many people I'd like to thank for their assistance in the compilation of this edition of the Ratings Report. **Gil Bond** and his **Market-Buy-Market**© ratings breakout system were a big help in obtaining the rankings, trends, time spent, and turnover data so useful to programmers and advertisers. In-house, **Sylvia Salazar** performed superbly in supervising the massive project of assembling the market data for this report, with indispensable contributions from Associate Editors **Krisann Alio, Christina Anthony, Ellen Barnes, Karen Biondo, Judy Lucarelli, Paula Ponce, Nina Rossman, Claudia Stewart, and Carol Taylor**. Art Director **Richard Zumwalt** and the production staff of **Richard Agata, Marilyn Frandsen, Sandra Gutierrez, Lucie Morris, Todd Pearl, Kent Thomas, and Gary Van Der Steur** did an excellent job of assembling the report ingredients into an attractive finished product. Executive Editors **John Leader** and **Ken Barnes** were invaluable in the timely and high-quality completion of the report.

Biggest thanks go out to you, of course. Feedback from the stations and advertisers who use the Ratings Reports always inspire us to try to outdo ourselves in future editions. Thanks for your support!

— *Jhan Hiber*

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Drivetime Dominators

Who are the top air personalities in the top 50 markets? What are the top 25 stations in morning and afternoon drive in the major markets? R&R has answered these questions by researching the fall books in the dayparts of Monday-Friday 6-10am and 3-7pm. We've ranked the top 25 according to either their average quarter-hour shares or their cume totals in the metro. Ranks are shown with station, market, and format, plus (where applicable) the name of the personality on in drivetime. With Arbitron's cooperation we were able to include the appropriate audience estimate also, allowing readers the chance to see just how powerful each station and personality really is.

AM Drive/Top 25

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

- 1 WTIC/Hartford (A/C) **1**
Bob Steele
38.3
- 2 KMOX/St. Louis (Talk) **2**
Bob Hardy & Bill Wilkerson,
Jack Carney/33.4
- 3 WCCO/Minneapolis (A/C) **3**
Charlie Boone & Roger Erickson
29.8
- 4 KDKA/Pittsburgh (A/C) **4**
Jack Bogut
28.6
- 5 WGY/Schenectady (A/C) **5**
Don Weeks
20.6
- 6 WIBC/Indianapolis (A/C) **6**
Gary Todd
17.8
- 7 WDAF/Kansas City (City) **7**
David Lawrence
17.7
- 7 WGN/Chicago (Talk) **7**
Wally Phillips
17.7
- 9 WHIO/Dayton (A/C) **9**
Lou Emm
17.6
- 10 WSPD/Toledo (A/C) **10**
Jack Mitchell
17.5
- 11 WBEN/Buffalo (A/C) **11**
Jeff Kaye
17.1
- 12 KIRO/Seattle (News) **12**
Bill Yeend & Dave Stone
16.9
- 13 KYW/Philadelphia (News) **13**
Harry Donahue, Jeff Collins,
Bill Shustal/15.7
- 14 WZZK/Birmingham (City) **14**
Patti & the Doc, Chris Blake
15.6
- 15 WTVN/Columbus, OH (A/C) **15**
Bob Conners
15.1
- 16 KTOK/Oklahoma City (A/C) **16**
Bob Riggins
14.7
- 16 WMAL/Washington, DC (A/C)/Herden & Weaver **16**
14.7
- 18 WTQR/Winston-Salem (City)/Mark Austin **18**
14.5
- 19 WBAL/Baltimore (A/C) **19**
Bob Jones, Allen Prell
14.4
- 19 WJR/Detroit (Misc) **19**
J.P. McCarthy
14.4
- 21 WHAS/Louisville (A/C) **21**
Wayne Perkey
14.1
- 22 KSL/Salt Lake City (A/C) **22**
Mark Van Wagoner
14.0
- 23 WAMZ/Louisville (City) **23**
Dick Braun
13.9
- 23 WTMJ/Milwaukee (A/C) **23**
Gordon Hinkley
13.9
- 25 KSTP-FM/Minneapolis (A/C) **25**
Chuck Knapp & Michael J. Douglas/13.7

PM Drive/Top 25

Average Quarter-Hour Share
AM (12+, M-F, 3-7pm) FM

- 1 KMOX/St. Louis (Talk) **1**
Anne Keefe, Jim White,
Rob Silverstein/18.0
- 2 WCCO/Minneapolis (A/C) **2**
Steve Cannon
17.2
- 3 WTQR/Winston-Salem (City)/Billy Buck Blevins **3**
15.9
- 4 WHIO-FM/Dayton (BM) **4**
Lowell Huffman, David Woods
15.5
- 5 WENN-FM/Birmingham (Blk) **5**
Roosevelt Bonner,
Tyrone Robinson/15.4
- 6 WZZK/Birmingham (City) **6**
Ron Wallace, Rusty Walker
15.2
- 7 KDKA/Pittsburgh (A/C) **7**
Trish Beatty
14.9
- 8 WJYE/Buffalo (BM) **8**
Joe Chille, Skip Edmunds
14.5
- 9 KATT/Oklahoma City (AOR) **9**
Warren Williams
14.4
- 9 WTIC/Hartford (A/C) **9**
Tom Taylor
14.4
- 11 WKDF/Nashville (AOR) **11**
David Hall, Mike Beck
14.1
- 11 WTUE/Dayton (AOR) **11**
Bob Clark
14.1
- 13 KSTP-FM/Minneapolis (A/C) **13**
Dan Donovan
13.9
- 14 WEZO/Rochester (BM) **14**
None
13.7
- 14 KISS/San Antonio (AOR) **14**
John Dodge
13.7
- 16 KRNB/Memphis (Blk) **16**
Cheryl Baker
13.3
- 16 WLWQ/Columbus (AOR) **16**
Bill Pugh
13.3
- 16 WFMS/Indianapolis (City) **16**
J.D. Cannon, Jeny Edwards
13.3
- 19 WYLD-FM/New Orleans (Blk) **19**
Tony Brown
13.0
- 20 WKXX/Birmingham (CHR) **20**
Tom Scott
12.5
- 21 WRBQ/Tampa (CHR) **21**
Mason Dixon
12.4
- 21 WAMZ/Louisville (City) **21**
Coyote Calhoun,
Bobby Jack Murphy/12.4
- 23 WIOT/Toledo (AOR) **23**
Terry Sullivan
12.2
- 23 WDAF/Kansas City (City) **23**
Phil Young
12.2
- 25 WLKW-FM/Providence (BM) **25**
Jack Murphy, Warren Schroeger, Jack Victor/12.1

THE MICROMINICOMPUTER

"You don't have to buy a mini-computer to get speed and the ability to do more than one task at a time. I bought the one multi-tasking micro-computer that offered me everything I needed at the best dollar value."

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"Snarr/Chase Systems offers a choice of hardware, with floppy or hard disks, from desk-top units to a 64-device super system. And if my hardware needs change, no hassle... their software works on every size computer they sell. It's a powerful micro system that acts like a mini-computer. It's not a toy. It's a fast, multi-tasking business computer, using today's state-of-the-art micro technology, not yesterday's mini. It's the only micro rated in the top five by a recent survey of broadcasters in Radio and Records. They thought it was a mini-computer... and so will you."

A Complete Selection of Software

"Snarr/Chase Systems offers every major traffic software feature rated important by broadcasters in that same Radio and Records survey. That includes co-op copy, over 80 management and sales reports, a feature that allows me



to generate custom reports, financial packages including Receivables, Payables, General Ledger, Payroll, and a new feature for business forecasting and graphing. There's a Music Format Control package. Plus...this system is a powerful Word Processor, which we use for everything from promotional and business letters to the newsroom. And there's more to come."

Bottom Line Value

"The bottom line is that with Snarr/Chase Systems I got every major feature I needed at a price that made sense. They have proven software, with over 85 station users around the world, and local hardware service just about everywhere. Why spend more and get less? Buy the microminicomputer. Only from Snarr/Chase Systems."

G.Craig Hanson, General Manager
KSFI / KDYL Radio
Salt Lake City, Utah

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Drivetime Dominators

AM Drive/Top 25

AM	Cume Persons (12+, M-F, 6-10am)	FM
WINS/New York (News) <i>Michael O'Neil, Paul Smith</i> 1,727,900	1	
WCBS/New York (News) <i>Jim Donnelly & Robert Vaughn</i> 1,590,000	2	
WOR/New York (Talk) <i>John Gambling</i> 1,155,100	3	
WNBC/New York (CHR) <i>Don Imus</i> 1,151,200	4	
	5	WYNY/New York (A/C) <i>Bruce Bradley</i> 1,042,300
	6	WPLJ/New York (AOR) <i>Jim Kerr</i> 1,017,100
WGN/Chicago (Talk) <i>Wally Phillips</i> 996,300	7	
	8	WBLS/New York (Urbn) <i>Ken Webb</i> 983,300
KYW/Philadelphia (News) <i>Harry Donahue, Jeff Collins & Bill Shusta</i> /878,100	9	
	10	WKTU/New York (Urbn) <i>Joe Cava</i> 852,400
	11	WRKS/New York (Urbn) <i>Jeff Troy</i> 801,500
WABC/New York (Talk) <i>Ross & Wilson</i> 755,200	12	
KFWB/Los Angeles (News) <i>Dan Avey & Jim Burson</i> 749,100	13	
WBBM/Chicago (News) <i>Dale McCarren & John Hultman</i> /729,400	14	
	15	WPAT-FM/New York (BM) <i>Ken Lamb</i> 642,600
	16	WRFM/New York (BM) <i>Jim Aylward, Joe Roberts</i> 635,100
	17	WAPP/New York (AOR) <i>Mark McEwen & E.J. Crummey</i> 630,400
WNEW/New York (BBnd) <i>Ted Brown</i> 627,900	18	
KABC/Los Angeles (Talk) <i>Ken & Bob, Michael Jackson</i> 623,900	19	
KCBS/San Francisco (News) <i>Chris Brecher & Al Hart, Ted Robinson</i> /605,600	20	
WLS/Chicago (CHR) <i>Larry Lujack</i> 603,800	21	
KDKA/Pittsburgh (A/C) <i>Jack Bogut</i> 602,500	22	
KNX/Los Angeles (News) <i>Dave Zorn & Alex Sullivan</i> 598,400	23	
KMOX/St. Louis (Talk) <i>Bob Hardy & Bill Wilkerson, Jack Carney</i> /595,300	24	
	25	WCBS-FM/New York (Gold) <i>Harry Harrison</i> 564,600

PM Drive/Top 25

AM	Cume Persons (12+, M-F, 3-7pm)	FM
	1	WPLJ/New York (AOR) <i>Pat St. John</i> 1,068,700
	2	WYNY/New York (A/C) <i>Dan Daniel, Dave O'Brien</i> 1,040,700
	3	WKTU/New York (Urbn) <i>Paco, Rosko</i> 1,002,900
	4	WBLS/New York (Urbn) <i>Frankie Crocker</i> 1,001,000
	5	WRKS/New York (Urbn) <i>Charlie Burger, Mary Thomas</i> 964,100
WINS/New York (News) <i>Don Baldwin, Bob Howard</i> 926,300	6	
WCBS/New York (News) <i>Ben Farnsworth & Pat Parson</i> 904,700	7	
WNBC/New York (CHR) <i>Howard Stern</i> 880,700	8	
	9	WAPP/New York (AOR) <i>Chip Hobart</i> 828,000
	10	WPAT-FM/New York (BM) <i>Ken McKenzie</i> 701,800
	11	WRFM/New York (BM) <i>Wes Richards, Al Turk</i> 621,600
WGN/Chicago (Talk) <i>Bob Collins</i> 582,800	12	
	13	WBBM-FM/Chicago (CHR) <i>Gary Spears</i> 575,800
	14	WCBS-FM/New York (Gold) <i>Dick Heatherton</i> 570,800
	15	KLOS/Los Angeles (AOR) <i>Linda McInnes, Bob Coburn</i> 568,200
WOR/New York (Talk) <i>Carlton Fredericks, John R. Gambling</i> /565,100	16	
WABC/New York (Talk) <i>Michael Jackson, Toni Grant, Art Rust</i> /556,200	17	
	18	KIIS/Los Angeles (CHR) <i>Bruce Vidal</i> 531,100
	19	WNEW-FM/New York (AOR) <i>Scott Muni</i> 523,200
	20	WLS-FM/Chicago (CHR) <i>Steve Dahl & Gary Meier</i> 511,900
WPAT/New York (BM) <i>Ken McKenzie</i> 517,500	21	
	22	KMET/Los Angeles (AOR) <i>Jack Snyder, David Perry</i> 497,800
WLS/Chicago (CHR) <i>Tommy Edwards</i> 495,800	23	
WNEW/New York (BBnd) <i>Jim Lowe, Bob Jones</i> 487,000	24	
KYW/Philadelphia (News) <i>Bill Bransome, Harry Johnson, Don Lancer, Bob Neilson</i> 479,600	25	
KFWB/Los Angeles (News) <i>Julia Chavez, Charlie Brailer</i> 479,600	25	



OUR SATELLITE WILL HELP YOUR RATINGS REACH NEW HEIGHTS

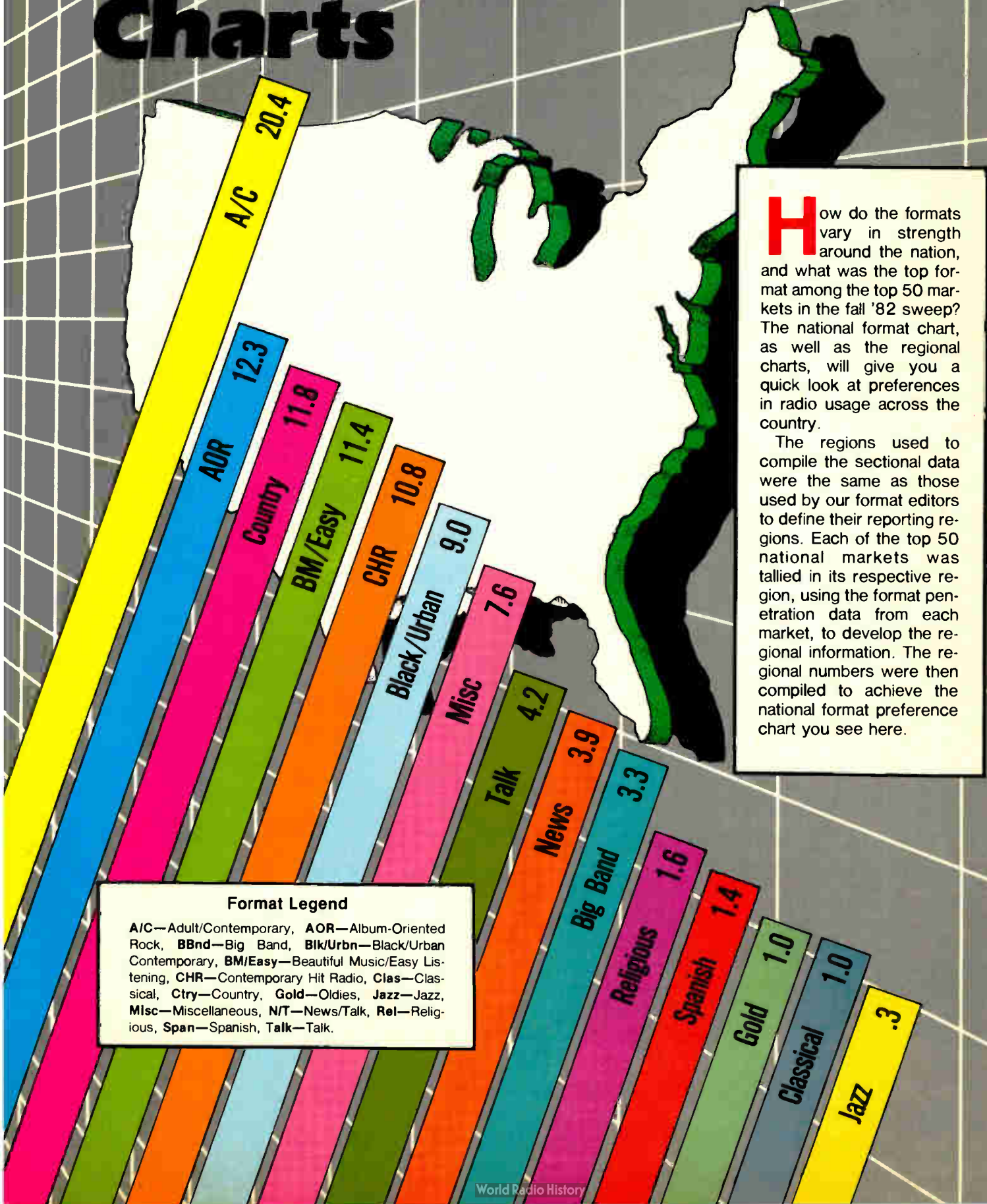
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Format Preference Charts



How do the formats vary in strength around the nation, and what was the top format among the top 50 markets in the fall '82 sweep? The national format chart, as well as the regional charts, will give you a quick look at preferences in radio usage across the country.

The regions used to compile the sectional data were the same as those used by our format editors to define their reporting regions. Each of the top 50 national markets was tallied in its respective region, using the format penetration data from each market, to develop the regional information. The regional numbers were then compiled to achieve the national format preference chart you see here.

Format Legend

A/C—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Bk/Urbn—Black/Urban Contemporary, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk.

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Adult Contemporary, Great Gold,
Audience Research

Frank Felix

Album Oriented Rock, Top 40

Rick Carroll

Rock of the 80's/Modern Music

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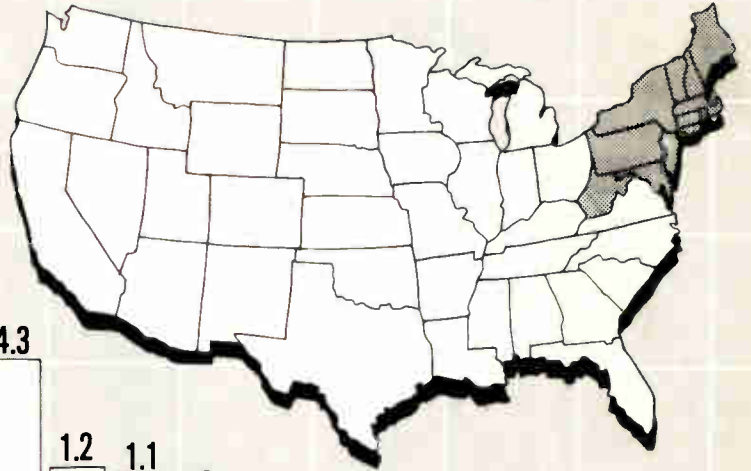
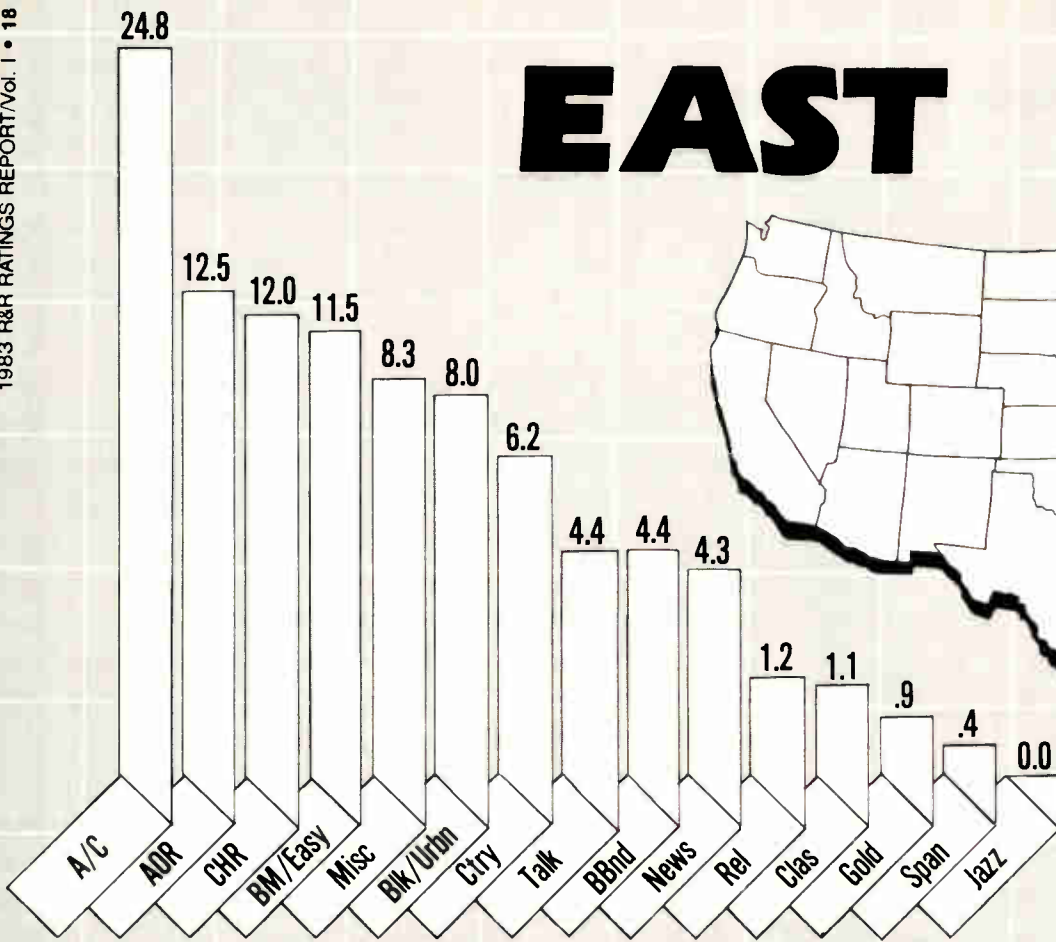


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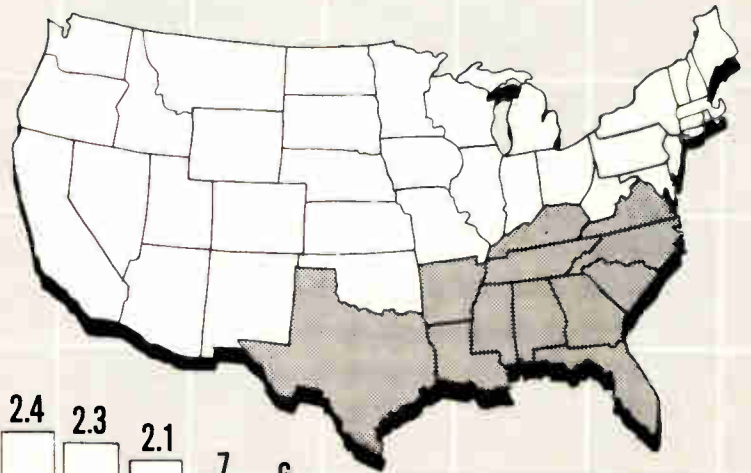
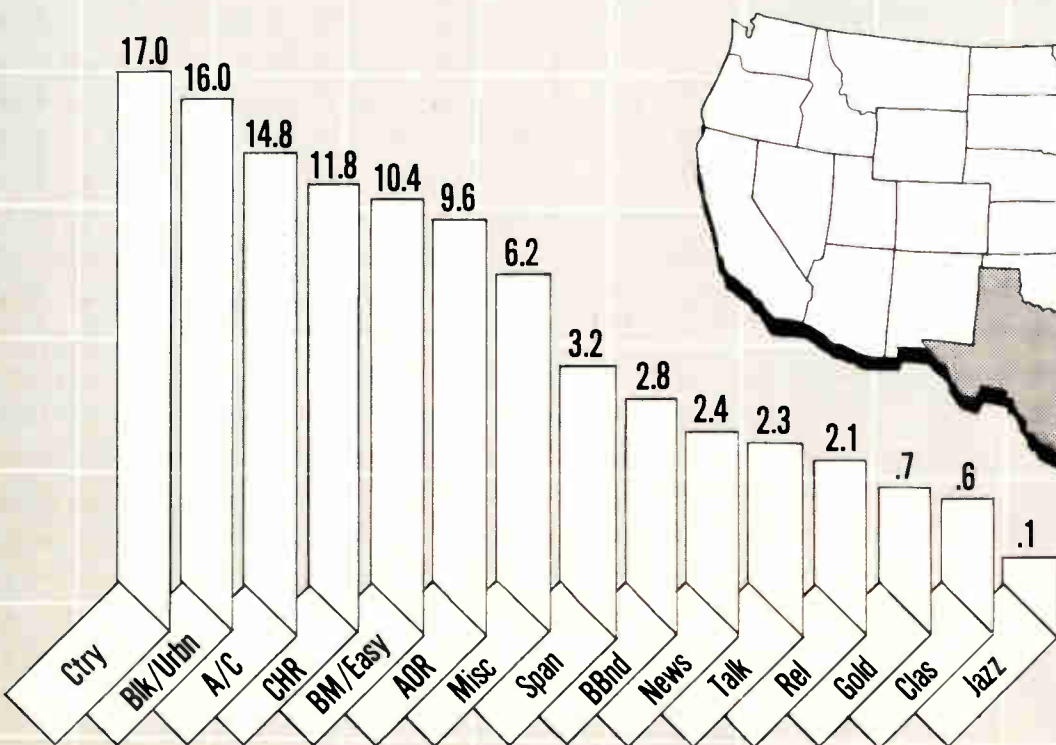
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— (Paul Davis, WGN)

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 - WGN radio, Chicago (May, 1983)
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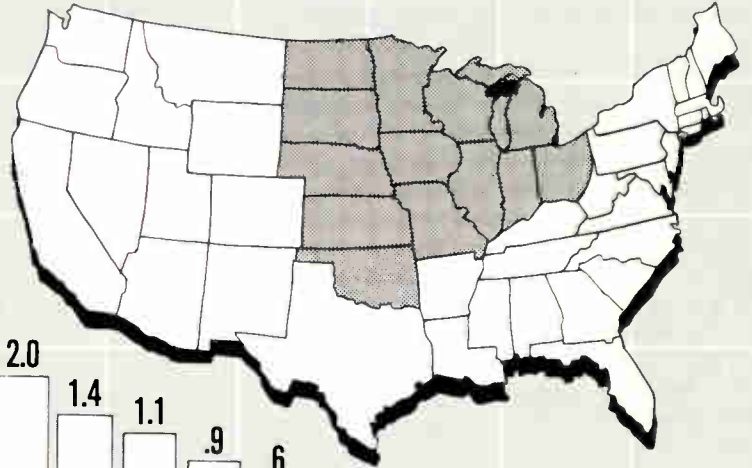
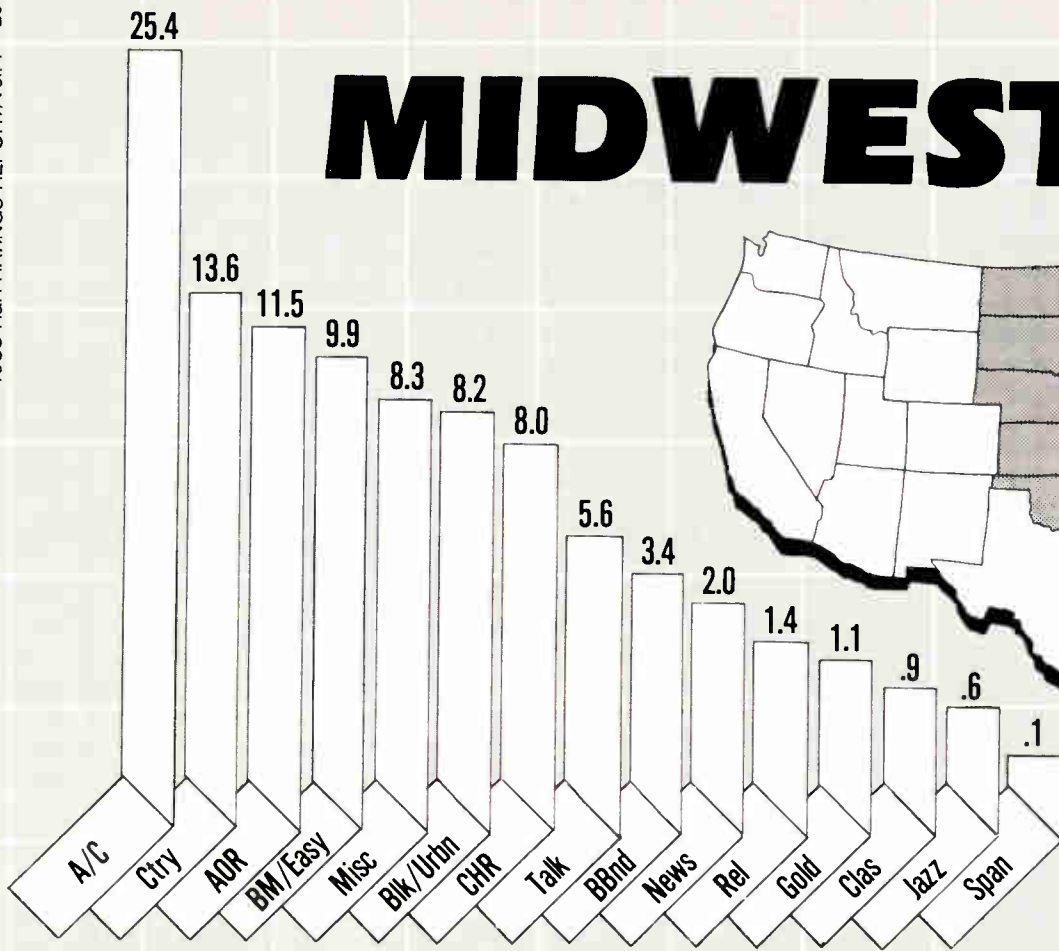
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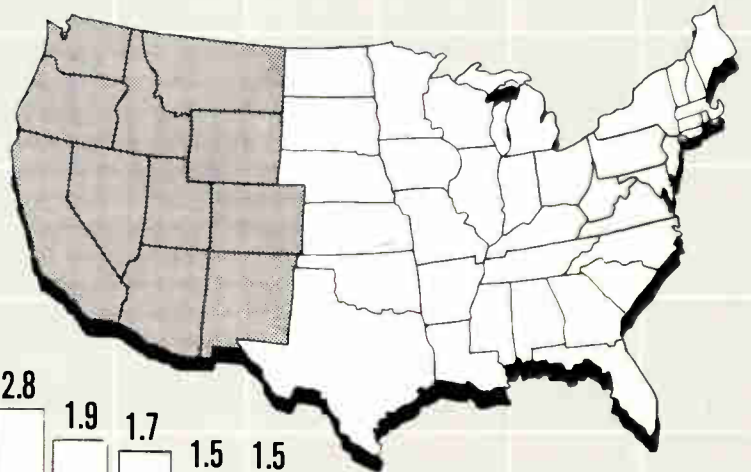
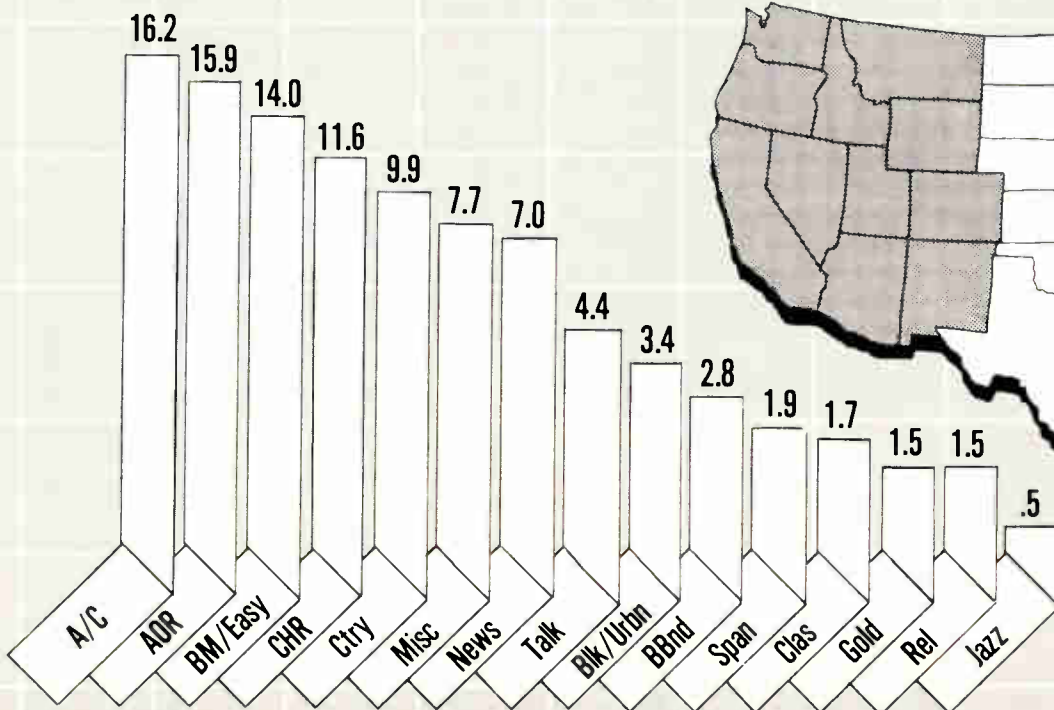
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Format Leaders

Adult/Contemporary AQH

Cume

1. WTIC/Hartford	21.1	1. WYNY/New York	2,069,900
2. WCCO/Minneapolis-St. Paul	20.5	2. WPIX/New York	907,500
3. KDKA/Pittsburgh	18.4	3. KDKA/Pittsburgh	822,100
4. WGY/Schenectady	13.7	4. WMGK/Philadelphia	805,200
5. KSL/Salt Lake City	13.1	5. WCCO/Minneapolis-St. Paul	727,100
6. KSTP-FM/Minneapolis-St. Paul	12.4	6. WBZ/Boston	724,400
7. WSPD/Toledo	12.3	7. WCLR/Chicago	722,900
8. WTVN/Columbus, OH	11.2	8. KHTZ/Los Angeles	695,900
9. WIBC/Indianapolis	11.1	9. WHDH/Boston	636,100
10. WHIO/Dayton	10.9	10. WFYR/Chicago	619,100
11. WLQR/Toledo	10.6	11. WNIC-FM/Detroit	596,000
12. WENS/Indianapolis	10.5	12. WMAL/Washington, DC	554,600
13. KXOA-FM/Sacramento	10.2	13. WIP/Philadelphia	517,700
13. WBAL/Baltimore	10.2	14. KOST/Los Angeles	500,800
15. WBEN/Buffalo	9.8	15. WMJC/Detroit	500,600
16. WVOR/Rochester	9.6	16. KIOI/San Francisco	480,700
17. WHAS/Louisville	9.4	17. KNBR/San Francisco	479,800
18. WHAM/Rochester	9.1	18. KVIL-FM/Dallas-Ft. Worth	470,700
19. WMAL/Washington, DC	8.9	19. KSTP-FM/Minneapolis-St. Paul	466,100
20. WBZ/Boston	8.6	20. KYUU/San Francisco	463,400
20. WKRC/Cincinnati	8.6	21. WSB/Atlanta	441,300
20. WISN/Milwaukee	8.6	22. WTAE/Pittsburgh	426,600
23. WTMJ/Milwaukee	8.4	23. WMJX/Boston	423,600
24. WSNY/Columbus, OH	8.3	24. WPEN/Philadelphia	422,400
25. WGR/Buffalo	8.0	25. KOMO/Seattle	420,100

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Format Leaders



AQH

Cume

1. KATT-FM/Oklahoma City	14.2
2. WTUE/Dayton	13.3
3. WKDF/Nashville	12.8
4. WLWQ/Columbus, OH	12.6
5. KISS/San Antonio	12.2
6. WIOT/Toledo	11.4
7. WCMF/Rochester	10.8
7. WPYX/Albany	10.8
9. WEBN/Cincinnati	9.5
10. KGON/Portland	9.1
11. WHJY/Providence	8.9
12. KZAP/Sacramento	8.5
13. WMMS/Cleveland	8.4
14. KSJO/San Jose	8.3
15. WRNO/New Orleans	8.1
16. WKLS-FM/Atlanta	7.9
16. WNOR-FM/Norfolk	7.9
18. WQMF/Louisville	7.8
19. KDKB/Phoenix	7.6
19. KINK/Portland	7.6
21. WAPI-FM/Birmingham	7.4
21. WFBQ/Indianapolis	7.4
23. WMJQ/Rochester	7.2
24. WZXR/Memphis	7.1
25. KRSP-FM/Salt Lake City	7.0

1. WPLJ/New York	1,869,900
2. WAPP/New York	1,438,700
3. WNEW-FM/New York	1,037,500
4. KLOS/Los Angeles	1,018,100
5. KMET/Los Angeles	905,000
6. WLUP/Chicago	709,800
7. WRIF/Detroit	708,000
8. KROQ-FM/Los Angeles	661,900
9. WMMR/Philadelphia	619,900
10. WLLZ/Detroit	606,500
11. WYSP/Philadelphia	568,200
12. KNX-FM/Los Angeles	561,300
13. WABX/Detroit	529,900
14. WMET/Chicago	515,800
15. WCOZ/Boston	497,500
16. WIOQ/Philadelphia	460,700
17. KMEL/San Francisco	455,400
18. KLOL/Houston	440,600
19. WBCN/Boston	427,300
20. WXRT/Chicago	409,100
21. KRQR/San Francisco	385,600
22. KZEW/Dallas-Ft. Worth	377,900
23. WDVE/Pittsburgh	320,800
24. KGB/San Diego	317,200
25. KSRR/Houston	316,500

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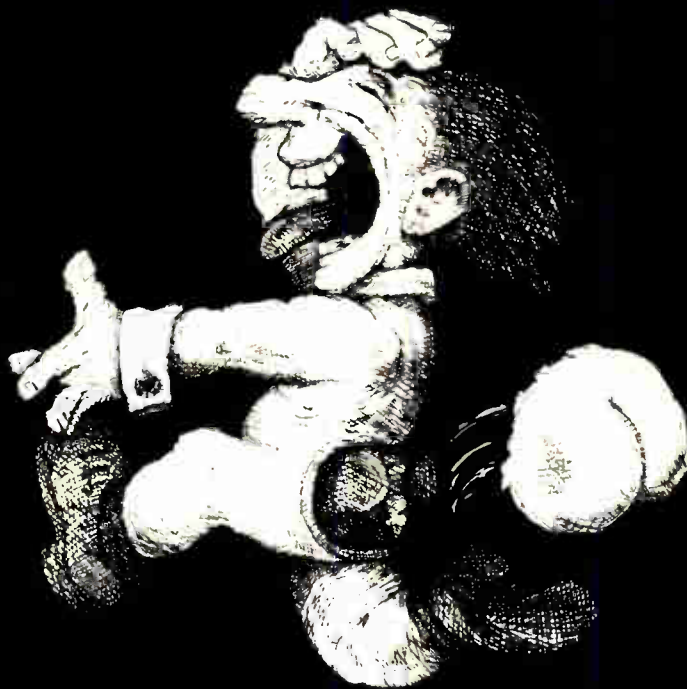
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Beautiful Music**AQH****Format Leaders****Cume**

1. WHIO-FM/Dayton	15.1
2. WEZO/Rochester	13.5
3. WJYE/Buffalo	12.7
4. WLKW-FM/Providence	12.6
5. WWBA/Tampa-St. Petersburg	10.9
6. WFOG-FM/Norfolk	10.6
7. KSFI/Salt Lake City	10.2
7. WZEZ/Nashville	10.2
9. KKNG/Oklahoma City	9.9
10. WVEZ/Louisville	9.6
11. KOSI/Denver	9.5
12. KJQY/San Diego	9.2
13. WXTZ/Indianapolis	9.0
14. WEZW/Milwaukee	8.7
15. WEZI/Memphis	8.3
15. WGLD/Greensboro	8.3
17. WEAZ/Philadelphia	8.2
18. WDOK/Cleveland	7.9
19. WWEZ/Cincinnati	7.8
20. KCTC/Sacramento	7.7
21. WGAY-FM/Washington, DC	7.3
22. KBAY/San Jose	7.1
22. KMEZ-FM/Dallas-Ft. Worth	7.1
24. WBYU/New Orleans	7.0
25. KUPL-FM/Portland (Easy)	6.9
25. WBNS-FM/Columbus, OH	6.9
25. WJYW/Tampa-St. Petersburg	6.9
25. WWBA/Tampa-St. Petersburg	6.9

1. WPAT-FM/New York	1,456,400
2. WRFM/New York	1,220,100
3. WPAT/New York	985,900
4. KBIG/Los Angeles (Easy)	855,400
5. WLOO/Chicago	830,800
6. KMPC/Los Angeles (Easy)	717,700
7. WEAZ/Philadelphia	679,200
8. KJOI/Los Angeles	669,400
9. WLAK/Chicago	536,700
10. WJOI/Detroit	484,700
11. WGAY-FM/Washington, DC	392,600
12. WJIB/Boston	380,000
13. KOIT/San Francisco (Easy)	372,900
14. WVNJ-FM/New York	369,300
15. KABL-FM/San Francisco	364,200
16. KMEZ-FM/Dallas-Ft. Worth	361,700
17. KABL/San Francisco	345,200
18. WLYF/Miami-Ft. Lauderdale	320,700
19. WPCF/Atlanta	297,900
20. KOSI/Denver	287,200
21. KODA/Houston	285,800
22. KJQY/San Diego	277,500
23. WLKW-FM/Providence	277,000
24. KNOB/Los Angeles (Easy)	273,800
25. KBIG/Los Angeles (Anaheim book)	260,700

Big Band**AQH****Cume**

1. WOKY/Milwaukee	6.7
2. WBBG/Cleveland	6.2
3. WREC/Memphis	5.6
4. WCOL/Columbus, OH	5.5
5. KXOA/Sacramento	5.3
6. KMLO/San Diego	5.2
6. WDAE/Tampa-St. Petersburg	5.2
6. WJAS/Pittsburgh	5.2
6. WPXN/Rochester	5.2
10. WRCQ/Hartford	5.0

1. WNEW/New York	1,113,600
2. WJJD/Chicago	545,400
3. KPRZ/Los Angeles	384,000
4. WAIT/Chicago	341,600
5. WJAS/Pittsburgh	242,100
6. WBBG/Cleveland	203,800
7. WHLI/New York	198,500
8. WRTH/St. Louis	189,200
9. CKJY/Detroit	177,900
10. WOKY/Milwaukee	175,600

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Contemporary Hit Radio

AQH

Format Leaders

Cume

1. WRBQ/Tampa-St. Petersburg	11.6
2. WTIC-FM/Hartford	11.1
3. WKXX/Birmingham	10.2
3. WZGC/Atlanta	10.2
5. WFLY/Albany	9.9
6. WLOL/Minneapolis-St. Paul	9.7
7. WMC-FM/Memphis	9.5
8. WPRO-FM/Providence	9.4
9. WWKX/Nashville	9.0
9. WXKS-FM/Boston	9.0
11. KBEQ/Kansas City	8.8
12. WIKS/Indianapolis	8.7
13. WEZB/New Orleans	8.6
13. WXGT/Columbus, OH	8.6
15. WQXI-FM/Atlanta	8.3
16. WKRQ/Cincinnati	8.1
17. KTFM/San Antonio	7.3
18. KOFM/Oklahoma City	7.0
19. WHYI/Miami-Ft. Lauderdale	6.7
20. KFI/Los Angeles (Riverside book)	6.6
20. WBSB/Baltimore	6.6
22. WRQK/Greensboro	6.5
23. KTSA/San Antonio	6.4
24. KCPX-FM/Salt Lake City	6.3
24. WTRY/Albany	6.3

1. WNBC/New York	1,942,200
2. WLS/Chicago	1,067,400
3. WBBM-FM/Chicago	1,047,100
4. KIIS/Los Angeles	994,200
5. WLS-FM/Chicago	917,700
6. KIQQ/Los Angeles	888,500
7. WCAU-FM/Philadelphia	792,300
8. KRTH/Los Angeles	705,500
9. WKQX/Chicago	704,500
10. KFI/Los Angeles	687,000
11. KFRC/San Francisco	681,300
12. XTRA/San Diego (Los Angeles book)	664,000
13. WHYT/Detroit	612,400
14. WXKS-FM/Boston	609,200
15. WHYI/Miami-Ft. Lauderdale	498,900
16. WZGC/Atlanta	480,100
17. KMGG/Los Angeles	471,700
18. WEEI-FM/Boston	462,700
19. WINZ-FM/Miami-Ft. Lauderdale	453,300
20. WLOL/Minneapolis-St. Paul	451,100
21. WRQX/Washington, DC	446,400
22. WROR/Boston	423,300
23. CKLW/Detroit	421,000
24. WQXI-FM/Atlanta	402,800
25. WRBQ/Tampa-St. Petersburg	396,200

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COUNTRY SIX PACK

Produced by Ed Salamon

1

MEMORIAL DAY

The Eddie Rabbitt Story

Hear the stories behind one of today's hottest crossover artists. Eddie got his start in 1970 when Elvis Presley recorded a song he had written.

THANKSGIVING

4

The Family Reunion

Spend an hour each with the Cash household, the West/Frizzell family and the Mandrell clan, each of whom has contributed more than one star to the roster of country music hitmakers.

2

FOURTH OF JULY

The Alabama Story

CMA's entertainers of the year all get together and talk about their climb to national stardom, from the earliest days to their current award as "Entertainers of the Year."

CHRISTMAS

5

Christmas

Around the Country

Ever wonder how the stars spend Christmas? Why not find out directly from your favorite artists in a show loaded with holiday music and memories.

3

LABOR DAY

Award Winners

This year's top male singer, Ricky Skaggs, joins female vocalist of the year, Janie Fricke, in exclusive interviews to tell the stories behind their hits.

NEW YEARS

6

Crystal Gayle's Golden Decade

Crystal lets down her hair and talks honestly about her ten years at the top in this program dedicated to Crystal and her music.



This package of three hour radio specials is offered at no charge on a swap-exchange basis in Arbitron-rated metro markets 1-171. Your market exclusivity will be protected so call immediately to pick up your Six Pack! (212) 869-7444.

The United Stations

AMERICAS TARGET RADIO NETWORKS

New York • Detroit • Washington, D.C. • Los Angeles

Format Leaders



		AQH	Cume
1.	WTQR/Greensboro	14.9	945,400
2.	WZZK/Birmingham	14.1	742,700
3.	WAMZ/Louisville	13.4	726,600
4.	WDAF/Kansas City	12.5	513,700
4.	WFMS/Indianapolis	12.5	463,600
6.	WCMS-FM/Norfolk	10.6	442,000
7.	KSOP-FM/Salt Lake City	10.4	420,600
8.	WSIX-FM/Nashville	10.0	403,600
9.	KEBC/Oklahoma City	9.9	391,700
10.	WKHX/Atlanta	9.4	381,900
11.	WIRE/Indianapolis	8.8	372,700
12.	WQYK/Tampa-St. Petersburg	8.6	371,300
13.	KSCS/Dallas-Ft. Worth	8.3	354,600
13.	WKLR/Toledo	8.3	354,100
15.	WMC/Memphis	8.0	339,000
16.	KAJA/San Antonio	7.5	337,700
16.	WYRK/Buffalo	7.5	320,200
18.	WUBE-FM/Cincinnati	7.4	299,200
19.	WONE/Dayton	7.3	297,300
20.	WPOC/Baltimore	7.2	297,300
21.	KOMA/Oklahoma City	7.0	270,100
22.	WSUN/Tampa-St. Petersburg	6.8	267,500
22.	KIKK-FM/Houston	6.6	266,900
24.	KNIX-FM/Phoenix	6.5	255,900
24.	WIL-FM/St. Louis	6.5	246,700
24.	WMNI/Columbus, OH	6.5	231,600
1.	WHN/New York		945,400
2.	WMAQ/Chicago		742,700
3.	WKHK/New York		726,600
3.	KLAC/Los Angeles		513,700
5.	KSCS/Dallas-Ft. Worth		463,600
6.	KIKK-FM/Houston		442,000
7.	KILT-FM/Houston		420,600
8.	KZLA-FM/Los Angeles		403,600
9.	WWW/Detroit		391,700
10.	WJEZ/Chicago		381,900
11.	KHJ/Los Angeles		372,700
12.	WUSN/Chicago		371,300
13.	WBAP/Dallas-Ft. Worth		354,600
14.	WFIL/Philadelphia		354,100
15.	KNEW/San Francisco		339,000
16.	KPLX/Dallas-Ft. Worth		337,700
17.	WKHX/Atlanta		320,200
18.	WPOC/Baltimore		299,200
19.	KSAN/San Francisco		297,300
20.	WPKX/Washington, DC		297,300
21.	WDAF/Kansas City		270,100
22.	WIL-FM/St. Louis		266,900
23.	WCXI-FM/Detroit		255,900
24.	WDGY/Minneapolis-St. Paul		246,700
25.	KNIX-FM/Phoenix		231,600

Black/Urban Contemporary

		AQH	Cume
1.	WENN-FM/Birmingham (Black)	13.7	1,930,600
2.	WYLD-FM/New Orleans (Black)	12.9	1,867,800
3.	KRNB/Memphis (Black)	11.0	1,694,500
4.	WHRK/Memphis (Urban)	9.9	826,800
5.	WLOU/Louisville (Black)	9.8	789,800
6.	WVEE/Atlanta (Urban)	9.7	519,200
7.	WKYS/Washington, DC (Urban)	9.3	502,200
8.	WTLC/Indianapolis (Urban)	9.2	498,900
9.	WDIA/Memphis (Black)	9.0	475,900
10.	WAIL/New Orleans (Urban)	8.8	468,300
10.	WQMG/Greensboro (Black)	8.8	445,900
12.	KMJQ/Houston (Urban)	7.9	425,000
12.	WXYV/Baltimore (Urban)	7.9	400,200
14.	WATV/Birmingham (Black)	7.7	398,600
15.	WHUR/Washington, DC (Black)	7.5	397,500
16.	KPRS/Kansas City (Black)	7.4	394,000
16.	WAMO-FM/Pittsburgh (Urban)	7.4	397,500
18.	KRLY/Houston (Urban)	7.1	373,500
19.	WVCO/Columbus, OH (Black)	7.0	367,000
20.	WOWI/Norfolk (Black)	6.7	360,700
21.	WLOK/Memphis (Black)	6.5	329,200
22.	WBLK/Buffalo (Black)	6.2	324,600
23.	WVOL/Nashville (Black)	6.1	320,900
24.	WDAO/Dayton (Black)	5.9	319,400
24.	WLUM/Milwaukee (Urban)	5.9	318,800
1.	WKTU/New York (Urban)		1,930,600
2.	WBLS/New York (Urban)		1,867,800
3.	WRKS/New York (Urban)		1,694,500
4.	WGCI/Chicago (Urban)		826,800
5.	WBMX/Chicago (Black)		789,800
6.	WJPC/Chicago (Black)		519,200
7.	WJLB/Detroit (Black)		502,200
8.	WKYS/Washington, DC (Urban)		498,900
9.	WDRQ/Detroit (Urban)		475,900
10.	WHUR/Washington, DC (Black)		468,300
11.	WDAS-FM/Philadelphia (Black)		445,900
12.	WUSL/Philadelphia (Urban)		425,000
13.	KSOL/San Francisco (Urban)		400,200
14.	KUTE/Los Angeles (Urban)		398,600
15.	KMJQ/Houston (Urban)		397,500
16.	KDIA/San Francisco (Black)		394,000
17.	KRLY/Houston (Urban)		397,500
18.	WVON/Chicago (Black)		373,500
19.	KGFJ/Los Angeles (Black)		367,000
20.	WOOK/Washington, DC (Black)		360,700
21.	KACE/Los Angeles (Black)		329,200
22.	WVEE/Atlanta (Urban)		324,600
23.	KKDA-FM/Dallas-Ft. Worth (Urban)		320,900
24.	WXYV/Baltimore (Urban)		319,400
25.	WLBS/Detroit (Black)		318,800

Spanish

AQH

Format Leaders

Cume

1. WQBA/Miami-Ft. Lauderdale	6.4
2. KCOR/San Antonio	6.0
3. WCMQ-FM/Miami-Ft. Lauderdale	5.2
4. WRHC/Miami-Ft. Lauderdale	3.8
5. KLAT/Houston	3.1
6. WCMQ/Miami-Ft. Lauderdale	3.0
7. KPHX/Phoenix	2.7
7. WADO/New York	2.7
9. KEDA/San Antonio	2.6
10. KVAR/San Antonio	2.3
10. KVVA/Phoenix	2.3

1. WADO/New York	488,600
2. KALI/Los Angeles	314,300
3. WJIT/New York	308,500
4. KLVE/Los Angeles	252,700
5. KTNQ/Los Angeles	250,900
6. KWKW/Los Angeles	244,500
7. WQBA/Miami-Ft. Lauderdale	195,300
8. WCMQ-FM/Miami-Ft. Lauderdale	188,500
9. WOJO/Chicago	163,500
10. WRHC/Miami-Ft. Lauderdale	123,800

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Format Leaders

News/Talk

AQH

Cume

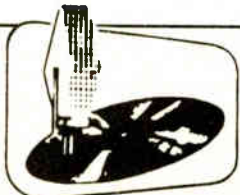
1. KMOX/St. Louis (Talk)	23.4	1. WINS/New York (News)	2,343,400
2. KTOK/Oklahoma City (News/Talk)	12.3	2. WCBS/New York (News)	2,297,600
3. KIRO/Seattle (News)	10.8	3. WOR/New York (Talk)	1,702,800
4. KTAR/Phoenix (News)	10.1	4. WABC/New York (Talk)	1,469,700
5. WGN/Chicago (Talk)	9.6	5. WGN/Chicago (Talk)	1,345,400
6. KGO/San Francisco (Talk) (San Jose book)	8.7	6. KYW/Philadelphia (News)	1,148,900
6. KYW/Philadelphia (News)	8.7	7. WBBM/Chicago (News)	1,103,700
8. WCKY/Cincinnati (News/Talk)	7.2	8. KFWB/Los Angeles (News)	1,100,000
9. WLAC/Nashville (Talk)	6.8	9. KNX/Los Angeles (News)	1,025,200
10. KCBS/San Francisco (News)	6.7	10. KABC/Los Angeles (Talk)	1,005,000
11. KOA/Denver (Talk)	6.6	11. WMCA/New York (Talk)	875,200
12. KRLD/Dallas-Ft. Worth (News)	5.9	12. KCBS/San Francisco (News)	838,500
12. WEAN/Providence (News)	5.9	13. KGO/San Francisco (Talk)	834,000
14. KCMO/Kansas City (News/Talk)	5.7	14. KMOX/St. Louis (Talk)	831,600
15. KABC/Los Angeles (Talk)	5.6	15. WWJ/Detroit (News)	617,600
15. WXYZ/Detroit (Talk)	5.6	16. WCAU/Philadelphia (Talk)	605,800
17. WNWS/Miami-Ft. Lauderdale (News)	5.5	17. WIND/Chicago (Talk)	580,400
17. WQBK/Albany (Talk)	5.5	18. WEEI/Boston (News)	537,300
17. WWJ/Detroit (News)	5.5	19. KIRO/Seattle (News)	496,700
20. KTRH/Houston (Talk)	5.4	20. KRLD/Dallas-Ft. Worth (News)	444,900
20. WEEI/Boston (News)	5.4	21. WXYZ/Detroit (Talk)	421,100
22. WAVI/Dayton (Talk)	5.3	22. WWDB/Philadelphia (Talk)	407,600
22. WOR/New York (Talk)	5.3	23. WRKO/Boston (Talk)	399,400
23. KCBS/San Jose (News)	5.2	24. KTRH/Houston (Talk)	388,700
23. WINS/New York (News)	5.2	25. WTOP/Washington, DC (News)	350,500
23. WOAI/San Antonio (News/Talk)	5.2		

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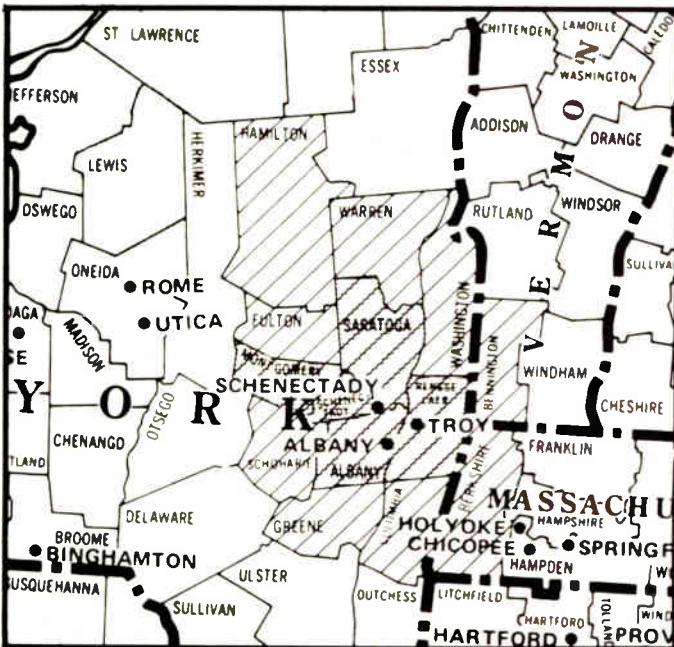
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Fall 1982

Market Overviews

Albany-Schenectady-Troy #49



Complete Ratings Data Page 70

WGY hung on as the leader in the Albany area, although the station slipped to its lowest overall share in recent memory. The other double digit entity, **WPYX**, was down too, but not as drastically. Part of its slippage may have been due to improvement shown by an AOR competitor, **WQBK-FM**.

The biggest upward move this sweep was made by **CHR WFLY**. **WFLY** solidified its teen numbers and more than doubled its male audience, contributing to the overall growth seen for the station. Others showing improvement included **WGFM**, **WGNA**, **WPTR**, **WQBK**, and **WTRY**.

Anaheim-Santa Ana-Garden Grove #19



Complete Ratings Data Page 71

There was no DST to be concerned with in Orange County, but there was a much smaller diary count this book than in the spring — 22% fewer usable diaries were returned. Although the sample was well-distributed among the various demos, it's disconcerting to see such a drop in a major market. The sample this sweep did approximate what **Arbitron** normally strives for in the Anaheim area, so perhaps the spring was an oversample.

The results showed some perennial powers remaining, but others stumbled and fell as new factors emerged. **KBIG's** Easy Listening approach continued to hold the top spot, but former power **KMET** lost almost four shares. The new leader among the AORs is **KROQ-FM** with its new music sound.

On the **CHR** front there was a major new force, **KIIS**, which surged to its best showing ever in the Anaheim metro, causing grief especially for **KRTH**, which dropped notably.

Among the local stations there was a new medalist, as **KIKF** continued to show growth and took the top spot. **KWIZ**, the previous local pacesetter, dropped to its softest book in over a year.



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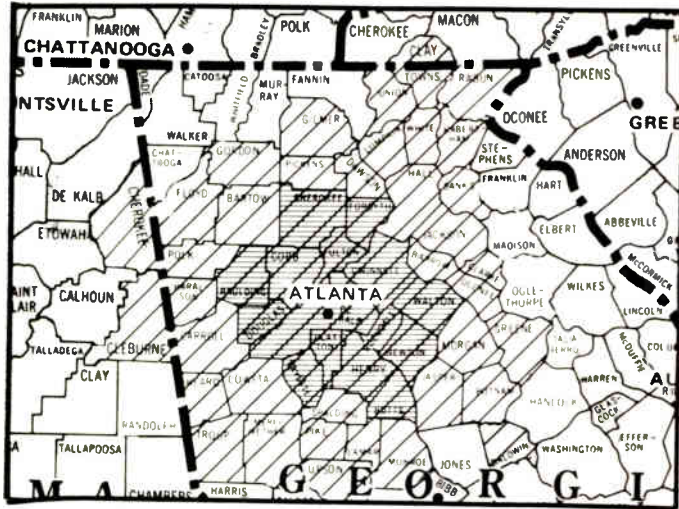
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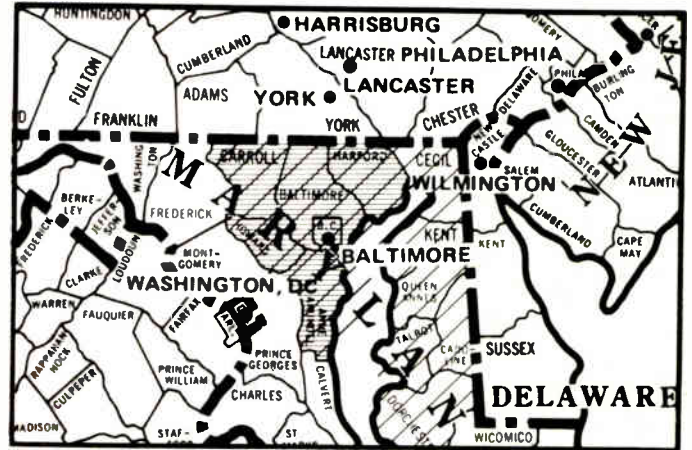
World Radio History

Atlanta #18

Baltimore #15



Complete Ratings Data Page 72



Complete Ratings Data Page 73

Thirteen came up as a notable number this sweep in Atlanta, with 13% more folks listening to radio in this DST-affected sweep compared to the non-DST fall '81 effort. Also, there was a 13% drop in the market's overall diary return, perhaps an Arbitron adjustment after the first DST book in the spring, when the diary return rose 31%.

The black diary return was stable from the spring book to this one, but Arbitron is still having trouble retrieving enough black diaries in Atlanta. Approximately 18% of the returned and usable 12+ diaries were from blacks this sweep, but Arbitron is trying to get 23%.

A station that might benefit from an increase in black diaries, Urban **WVEE**, slipped from its one-book stand as the overall leader in the market. The new 12+ king was CHR **WZGC**, which recovered from some soft spring estimates. **WVEE** was runner-up, with **WKHX** continuing to attract Country listeners and grabbing third place in the process.

Two other notable advances worth mentioning . . . **WKLS-FM** bucked the poor trend for AORs this book with an upturn based largely on young adult men, and **WSB-FM** continued to draw adherents to its soft-rock A/C approach.

As with Atlanta, 13 is the key number to keep in mind as you evaluate the fall '82 data in Baltimore. According to **Arbitron**, the overall market listening was up 13% this sweep (with DST for blacks) compared to fall '81. Also, the black return was up in Baltimore this survey compared to the spring results, posting a gain of 13% more usable ethnic diaries — contrary to the results in many other fall markets. With that increase, Arbitron came close to hitting its goal for the portion of overall sample sought from blacks.

With this book showing the highest fall listening levels ever for the market, and with good ethnic representation, there was little in the way of notable changes in the overall standing. **Hearst's WBAL** remained the only station in double digits, **WXYV's** numbers slipped with the more stable ethnic return, **WPOC** had a relatively stable survey, and **WIYY**, as did so many other AORs, suffered (down 34% since fall '81).

Two success stories stood out. **Plough's WCAO** moved to the Country format this book and improved its score over the station's previous CHR numbers. Also, as **WCAO** switched, **WBSB** may have been the beneficiary of some rock quarter-hours coming to the station. Gains among young adults and teens helped propel **WBSB** to its best book yet.

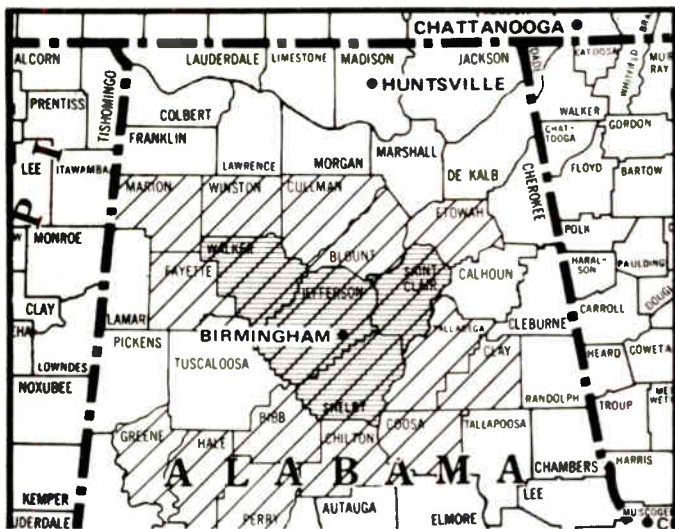


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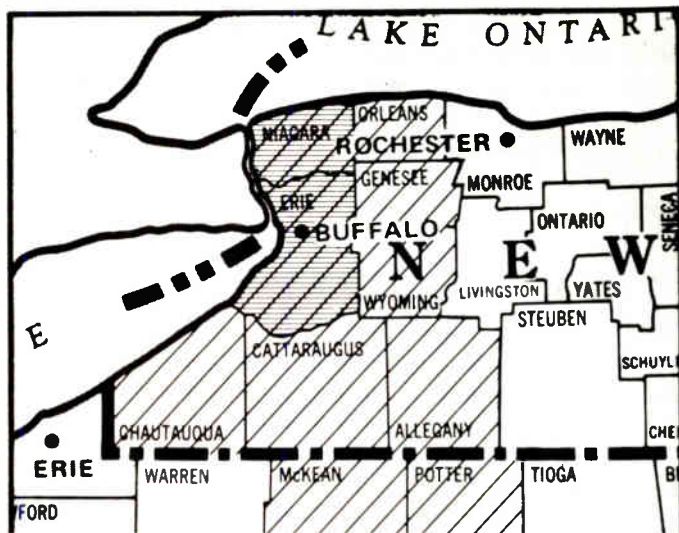
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Birmingham #45



Complete Ratings Data Page 74

Buffalo #32



Complete Ratings Data Page 79

Country **WZZK** slipped again but held on to 14% of the 12+ audience to capture the top spot for the fourth book in a row. However, with DST in use **WENN-FM**'s Black approach is generating better and better numbers, and the station was up again to threaten **WZZK**'s dominance, despite black diary return being down 18% from the spring, compared to an 11% drop overall.

WKXX's rock format slipped in popularity but still held double digits, while a big improvement was being recorded by **WAPI-FM**. The AOR entity added three shares, with young adult gains fueling the advance.

There was a new factor to consider in Birmingham. **WQEZ** transferred ownership and became **WMJJ**, moving from BM to A/C. The spring results will tell what impact this move will have.

This fall '82 sweep in Buffalo had a slightly poorer diary return than the spring effort, with estimates for males 18-24 somewhat shaky, since the demo was notably affected by the sample slippage. The poorer young adult male sample may have caused some problems for stations such as **WGRQ**, which saw its shares slip. However, the appearance of a new AOR competitor — **WUWU** — may have had an impact also.

WJYE remained the leader with a level showing, **WGR** was up nicely, and Country **WYRK** added three. **WNYS** and **WPHD** also garnered better numbers, while CHRs **WBEN-FM** and **WKBW** slipped noticeably.

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Boston #7



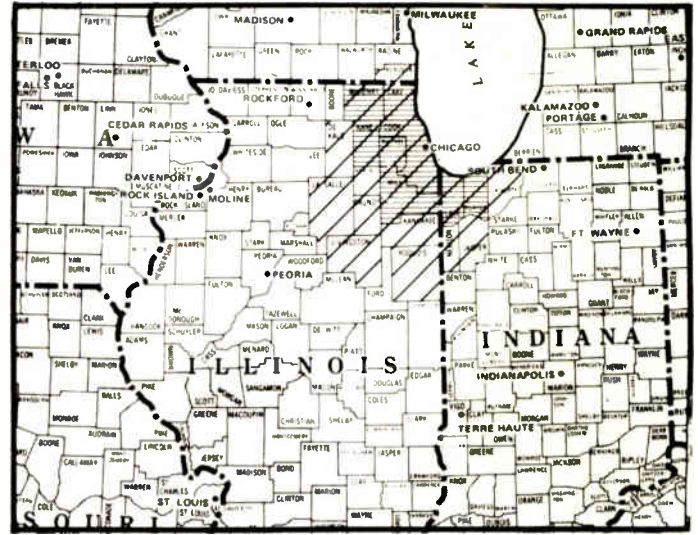
Complete Ratings Data Page 76

There was a new kingpin in Boston as **WXKS-FM** scored gains across the teen and young adult demos to emerge with its best book ever. Previous pacesetter **WBZ** had a stable book, keeping ahead of **WHDH** for the second consecutive survey; **WEEI-FM** went CHR and made a notable impression; and **WBCN** recaptured the AOR laurels as **WCOZ** dropped almost three shares (down 50% from fall '81).

Among stations with appeal to the 35+ demos, there were some success stories. Beautiful Music made an across-the-board comeback from the doldrums in earlier '82 surveys. Also, **WRKO's** Talk format apparently was the talk of town, as the station added two shares to its total, with the most spectacular improvement in the AM drive daypart, especially among women.

From an Arbitron perspective there were several items worthy of note. With DST, listening was up 8% over the fall '81 results, about what might be expected given the relatively small ethnic population in the Boston metro (less than 5%). Black diary return was up nicely this sweep, accounting for 7% of the total metro in-tab, while the overall diary count for the metro was down 345, or 15%, from the summer book. To the relief of stations targeting young adults, there was a better rate of return among 18-34 diarykeepers. Thus, this book showed more overall market listening due to DST, and a slightly more ethnic tinge to the sample than the previous survey, with good rates of return among the hard-to-survey young adults.

Chicago #3



Complete Ratings Data Page 80

The results of the fall Arbitron sweep in the Windy City were a good microcosm of the national survey picture. While the traditional market leaders, **WGN** and **WBBM**, held their own in the first fall DST effort in Chicago, others showed more fluctuation. All the Black/Urban Contemporary stations were dealt softer numbers than in the previous survey, while Beautiful Music stations **WLOO** and **WLAK** showed renewed vigor. Country was down slightly, although most of that slippage hit **WMAQ**, as expected when the station's broadcasts of the White Sox baseball ended. **WCLR** emerged more "clearly" as the A/C leader, AOR became a closer battle as **WXRT** improved and **WMET** and **WLUP** were down, and **WLS-AM & FM** were up while **WBBM-FM** stepped back from its high in the summer book.

In this first fall DST sweep Arbitron may not have placed enough diaries among the black populace, evidenced by the fact that black diary return was down 10% compared to the previous sweep. Meanwhile, overall diary return in the metro was up by more than 240 compared to the summer. Combined with the decline in black diaries, the results showed a less ethnic report than before, good news for the A/C and BM stations, not such good news for the Black/Urban properties.

The winter '83 survey introduces Differential Survey Treatment for Hispanics to the market, an item that should bear watching. Also, it will be interesting to see how the ethnic/non-ethnic overall diary counts compare — on such comparisons do ratings successes or failures in some part depend.

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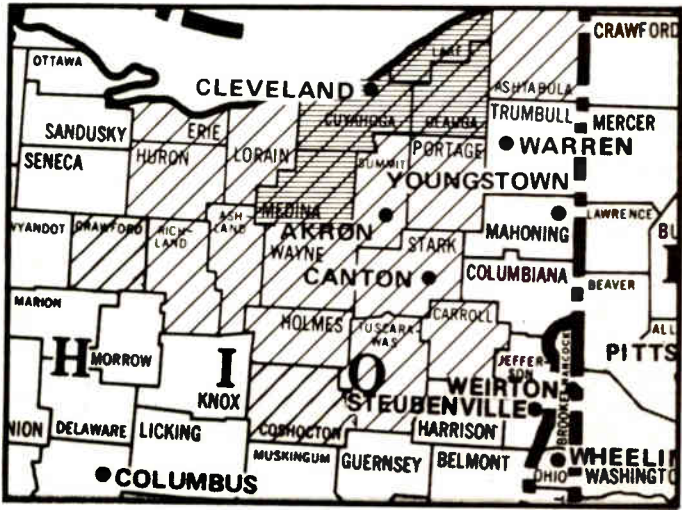


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Source: Fall '82 Arbitron, Boston Metro Survey Area, M-Su, 6A-Mid, Average Persons, A25-54.

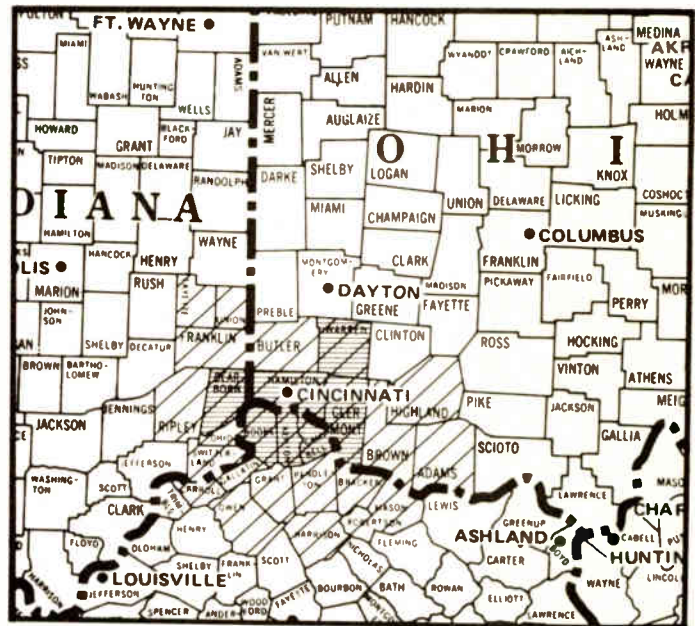
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Cleveland #21



Complete Ratings Data Page 83

Cincinnati #27



Complete Ratings Data Page 82

The first fall sweep with DST influence in Cleveland showed some impact from the new black measurement technique. Overall listening was up 15% compared to the fall '81 survey, and hit the highest level recorded in Cleveland since DST began last winter. Unfortunately, even with DST, Arbitron's problems in getting back enough diaries surfaced in this market, as in others this sweep. Black in-tab totals dropped from 352 diaries in the summer to 273 this book, a decline of 22%. Overall diary return totals have remained fairly stable in Cleveland in the last year; thus, the totals this book reflected a slightly more non-ethnic sample.

Formatically, WMMS's AOR dominance slipped just slightly as WRQC evolved from the former WLYT to challenge the Buzzard. Nevertheless, WMMS remained the top station overall in Cleveland. The Beautiful Music properties, WDOK and WQAL, were both reborn this sweep, but the spotty ethnic return may have caused the Black/Urban stations to slip. On the Adult Contemporary front WMJI (formerly WWMM) has come on strong in two books and grabbed the lead in that format. WZZP and WGCL posted gains as well.

The fall '82 Arbitron survey in the Queen City was one of the more smoothly-administered this go-round. Diary return was stable compared to the spring, black in-tab was also level and proportionate to the ethnic group's percentage of the local 12+ population, and all in all it was an unremarkable survey — which was remarkable in itself this sweep.

With WLW's loss of Reds baseball to boost its numbers, there was a new number one station, AOR WEBN. Other stations with promising stories this book included WUBE with its best score, WRRM tying its best total, and an almost three-share gain for WCKY's News/Talk approach. Urban Contemporary WBLZ notched another sizable gain as well. Please note, by the way, that WYYS is changing calls and will be known as WLLT.

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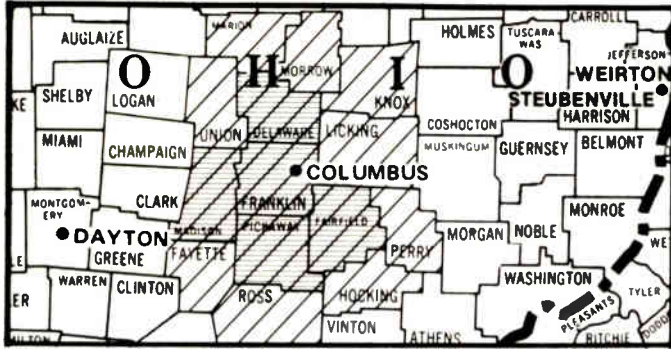
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Columbus, OH #37

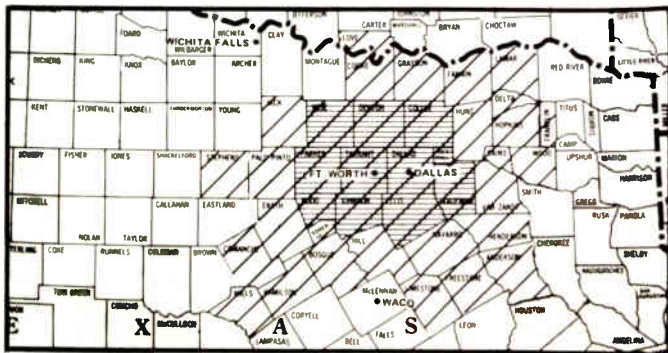


Complete Ratings Data Page 84

DST for blacks had a notable impact in the spring book, as listening in the market rose and the fortunes of **WVKO**, the local Black-formatted entity, improved. The impact continued in the fall sweep, even though black diary return was down 35%. **WVKO** managed to prosper with fewer diaries, perhaps because the cume value of the diaries that were returned was higher than in the spring survey. It will bear watching in upcoming sweeps whether or not the black diary count stabilizes, and what impact that will have on the numbers for **WVKO**.

AOR **WLWQ** held on to first place, posting the kind of growth few AORs achieved this book. **WTVN** became the new runner-up with its typically strong fall book, thanks to Buckeyes football broadcasts. **WSNY** made itself heard, scoring a solid share, and **WMNI's** Country appeal garnered more listeners this book.

Dallas-Ft. Worth #10



Complete Ratings Data Page 85

There was a new number one station in the Metroplex as **Cap Cities' KSCS** rebounded from a dip in the spring book to pass **KVIL-FM** and take the 12+ honors. **KSCS's** growth came among male listeners.

There were two especially noteworthy format situations. First, the local AORs took a dive. Also, there was slip-

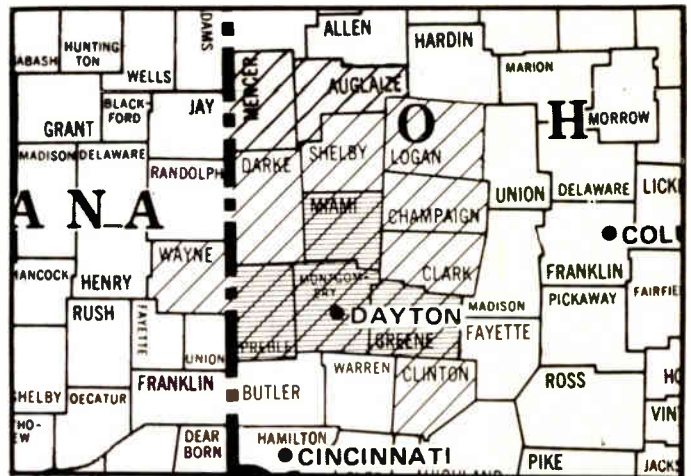
page in the Urban arena, particularly affecting **KNOK**. Arbitron sampling problems may have contributed to both cases of format malaise.

Although there was just a slight dip from the spring sample compared to the number of usable fall diaries, there was a notable drop in returned and usable 18-24 year-old representation. With 18-24's diary count down 22% compared to the spring, and with teens also returning fewer usable diaries this sweep, it's not surprising that the AOR format suffered from less stable and reliable estimates generated by fewer format-loyal diarykeepers.

The same problem may have also hurt Urban performances. Black diary return was down 28% compared to the DST effort in the spring. That adjustment may seem drastic, but since Arbitron came in just under the percentage of diaries from blacks it was targeting, don't expect any great rebound in upcoming sweeps. The return this time may have been good enough for Arbitron's purposes.

On a positive note, the market's Beautiful Music stations posted vigorous showings. **KMEZ-FM** and **KOAX** were each up more than two shares over downcast spring results.

Dayton #48

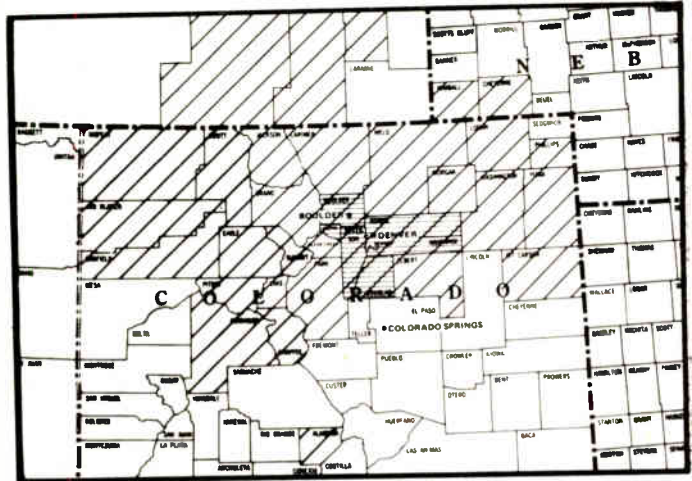


Complete Ratings Data Page 86

The spring standings remained the same this sweep — **WHIO-FM** on top with its Beautiful Music format. **WTUE** next with an AOR sound, and **WHIO** third with its brand of A/C. Besides these double-digit stations, **WONE** also had a good book, moving to recapture some losses in the spring survey results.

WDAO did not do as well this sweep, perhaps because overall diary return was up and return among blacks was down. **Arbitron** is still not achieving the desired black return rates in Dayton, falling about one-third short of its goal.

Denver-Boulder #23



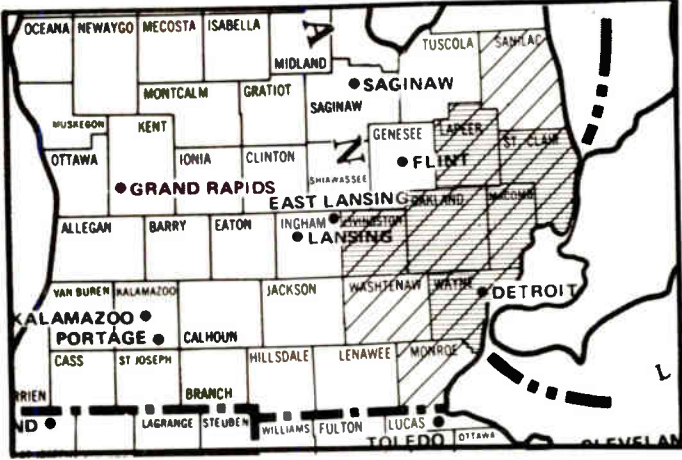
Complete Ratings Data Page 87

With DST not used in Denver, the market was relatively free of the dramatic swings seen in other metros this book. However, there were still some Arbitron nuances that affected the results. Compared to the spring '82 sweep there were 260 fewer usable diaries this book, a decline of 14% overall. However, the drop among men 18-24, a key demo in the competitive Denver AOR battle, was more significant. In that cell the diary return fell from 122 in the spring to 80, a loss of 34%. That loss meant more unstable estimates in the market's young male demo, as each diary was worth notably more cume this sweep than in the spring (approximately 40% higher Persons Per Diary Value, or cume, this book). Stations with male 18-24 appeal probably suffered as a result of the diary return shortfall.

The estimates confirmed that slippage. Both **KAZY** and **KPKE** were hurt this book, with only a major teen boost sustaining **KAZY**. A more adult-targetted AOR, **KBCO**, however, was able to withstand the sampling vagaries and actually improve this survey.

Beautiful Music kingpin **KOSI** had an outstanding book notching first place in the metro with almost a two-share rise. **KOA** did well also, boosted by Broncos football after the strike was settled. **KLIR** enhanced its position by scoring gains across most dayparts, especially in the evenings.

Detroit #6



Complete Ratings Data Page 88

There were some interesting movements in the fall results for the Motor City. **WJR**, perennially the leader, slipped as usual in the fall since the Tigers didn't have much impact on this book. The new number two station in the metro was Beautiful Music **WJOI**, which zoomed into prominence after **WJR-FM** switched calls and format and became **WHYT**.

WHYT's emergence, with the **Mike Joseph** "Hot Hits" approach, was one of the factors that definitely shook up the market this survey. While the **CHR** format was taking hold, stations such as **WNIC-FM**, **WDRQ**, and **WMJC** experienced losses at least partially attributable to changing patterns as listeners cumed **WHYT**. Future books will bear watching to see how long this state of flux remains and how the audience will sort itself out.

Other stories of interest were found in AOR, where **WRIF**'s lead over **WLLZ** widened; on the information scene, where both **WWJ** and **WXYZ** improved; and in the Country race, where **WCXI-AM & FM** and **WWWW** were locked in mortal combat.

As for Arbitron impact, the book looked relatively stable. One positive note was that there were 16% more usable diaries this sweep than in the fall '81 effort, giving advertisers a reason to place more faith in these more stable estimates.

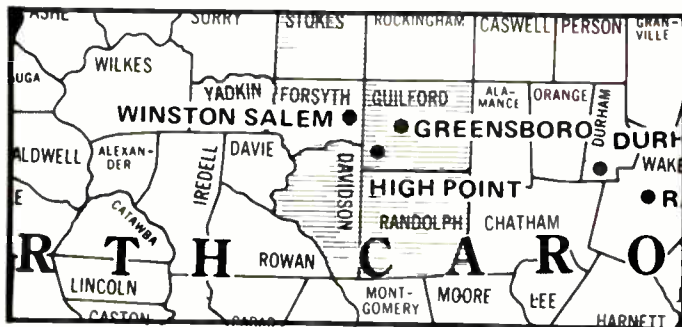
11 WESTWOOD ONE

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Greensboro-Winston Salem-High Point #46



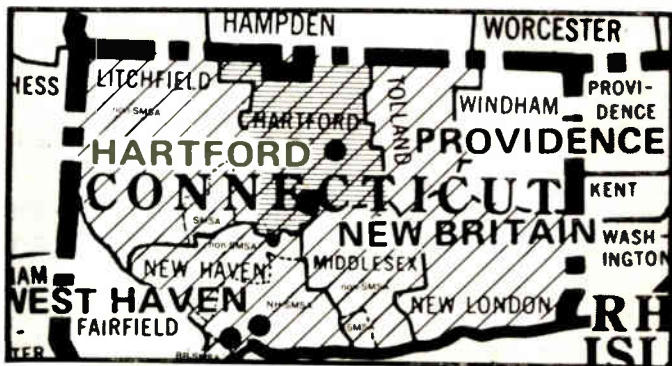
Complete Ratings Data Page 90

As in other markets, Arbitron had difficulty implementing DST in the Piedmont area. Although Arbitron wants 19% of the sample from blacks, to date neither DST sweep has achieved that figure. In this book the return was down 22% from the ethnic sample in the spring, and the diaries represented only 11% of the metro total. **WQMG** has done well since DST hit the metro, and it and other Black-formatted stations may prosper down the road should Arbitron decide to oversample in order to proportionately represent local black residents.

Country fixture **WTQR** didn't seem to have much to worry about, as it continued to outpace the rest of the market, even while slipping this book. **WQMG** was the new runner-up, **WGLD** rebounded into third, while formerly strong **WKZL** lost one-third of its audience this book.

There were some interesting developments taking place in the CHR arena. New entry **WDCG** came out of the chute strongly, causing some problems for **WSEZ** especially. Keep an eye on this one.

Hartford-New Britain #40



Complete Ratings Data Page 91

Hartford was one of the easier markets to figure out this sweep — all you needed to know was **WTIC**. In either the AM version, the dominant full service A/C, or the FM, a

CHR entity that gained four shares this book, **WTIC** has about one-third of the market listening at any given moment. Not a bad posture.

Among the mortals in the metro, **WCCC-FM's** AOR impact grew, **WKSS** improved its Beautiful Music presence, and **WRCQ** experienced continued growth for its Big Band sound.

Houston-Galveston #8



Complete Ratings Data Page 92

The big news in this fall's Arbitron sweep was the diary return problem among the local black populace. Although overall diary return was just slightly less than in the summer survey, black return plummeted 36%, even with the use of DST for the first time in a fall survey here. Arbitron wanted to retrieve about 18% of the 12+ total from blacks, but succeeded in getting only 13%. Blacks returned 433 diaries in the summer — just 276 this sweep. Black/Urban shares didn't fall appreciably, but the quality and stability of these estimates is certainly open to question.

Two other items were worthy of note. Country stations **KIKK-FM** and **KILT-FM**, both stumbled. Their AM counterparts were also softer. The audience decline was real, since although overall listening in the market was up 12% compared to the fall '81 results, listening was down from the summer levels.

Of note too is the emergence of **KKBQ**, formerly **KULF**. This new AM CHR entry took the market by storm after its debut in the summer survey. This go-round, **KKBQ** became the top teen station in the Houston area, with good young adult numbers on top of the teen niche.

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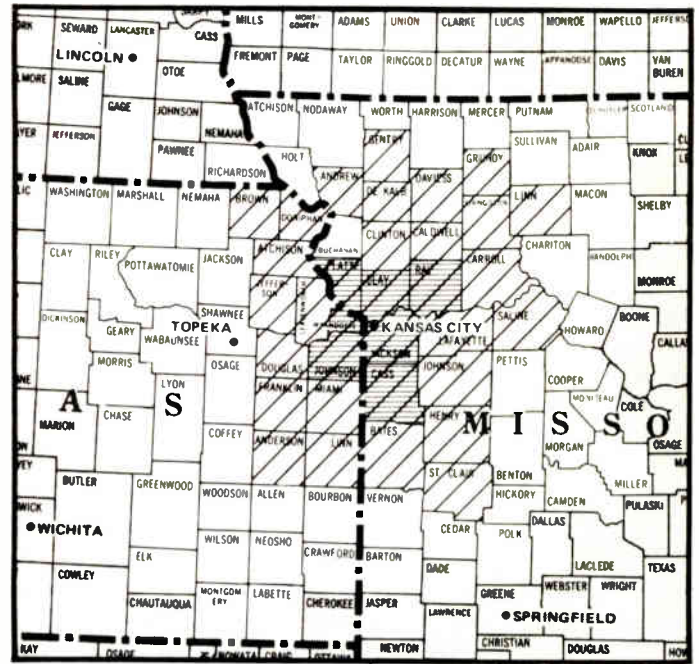
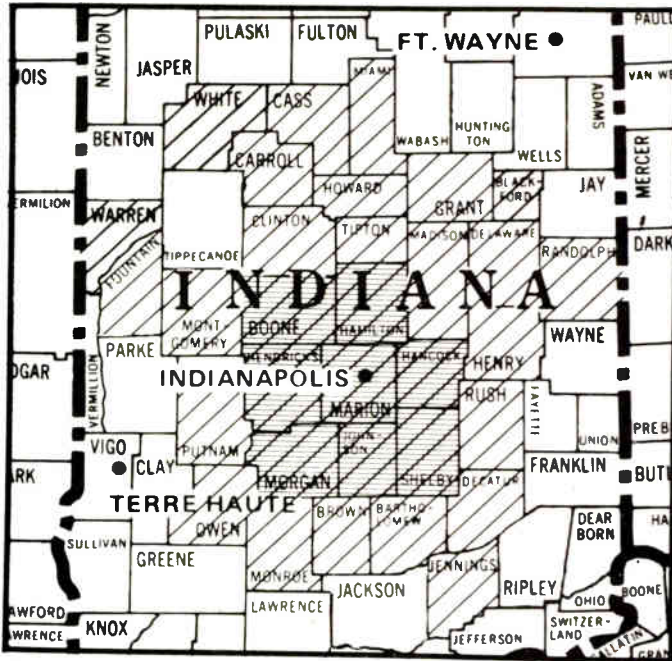
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One Up on the Wire

Indianapolis #36

Kansas City #29



Complete Ratings Data Page 94


Complete Ratings Data Page 95

It was a good news/bad news sampling situation this Arbitron sweep. The good news was that there was a slight increase in the overall sample total for the market. The not-so-good news was that black return dropped 20% from the first DST effort in the spring. Arbitron did not meet its goal of proportionately representing the local black populace, since only 10% of the usable diaries were returned by blacks, compared to 14% in the spring. Blacks represent about 13% of the 12+ Indianapolis population. Such a return disparity may have hurt **WTLC**, although another Urban station, **WGRT**, did show slight improvement.

The new market leader was **WFMS**, which passed Country competitor **WIBC**. Another winner was A/C **WENS**, which continued to build impressively. **WIKS** had a book worth writing home about as well, including a big jump in teen appeal.

In a survey of relatively stable sampling, **WDAF** reasserted itself and widened its lead over the rest of the market. The other **Taft** station in the metro, AOR leader **KYYS**, had its once-dominant position seriously challenged by **KKCI**, which jumped three shares this sweep as **KYYS** was losing four shares.

Other notable movements included **KCEZ** retaking the lead in the Beautiful Music race, **KMBZ** slipping without Royals baseball and downturns for **KKFK**, **KUDL**, and **WHB**. Market fixtures **KBEQ** and **KPRS** secured stable showings to remain healthy.

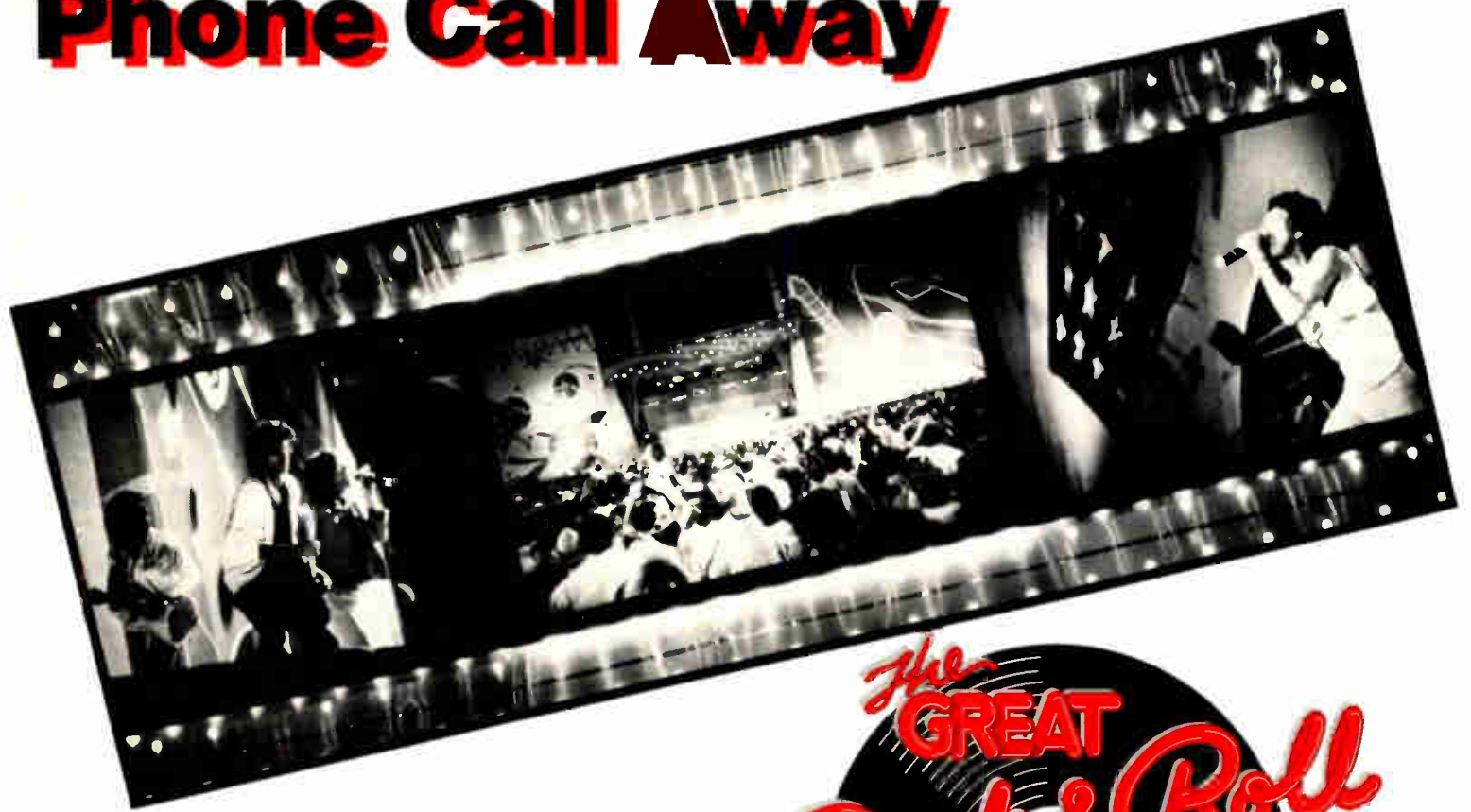


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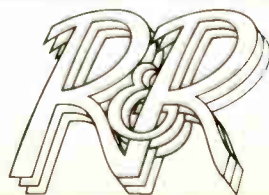
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Los Angeles #2



Complete Ratings Data Page 96

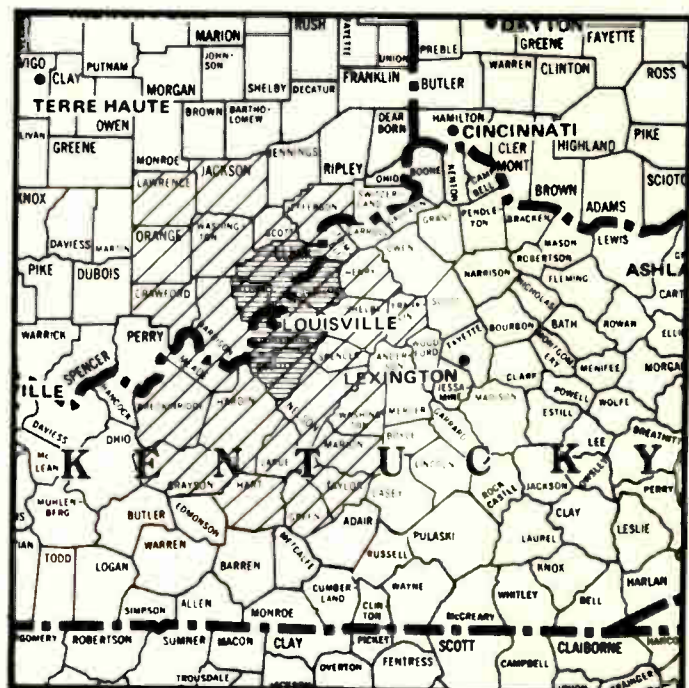
The fall '82 results in L.A. may never be shown in an Arbitron highlight film, considering the firm's problems getting back enough diaries from blacks and unlisted households. The ratings firm retrieved 197 usable black diaries, down 50% from the 393 received in the summer. In some demos the return was pitiful — only 10 diaries back from black males 18-24, for example, in the second largest market in the nation. With returns like those, some diaries carrying individual cume values of almost 9000 people, this book could not be used as a shining example of ratings reliability.

The return problem among those not in the phone book (the Expanded Sample Frame or ESF portion of the diaries) still plagues Arbitron in L.A. The ESF target was approximately 45% of the metro sample, but actual ESF return was only 29% of the 12+ total. Stations and formats that might be affected by ESF return — ethnic/Urban properties and AORs at one end of the spectrum, Beautiful Musics at the other — undoubtedly had their numbers tainted by such poor ESF response.

In any case, **KABC** stayed on top even though dropping three shares thanks to scant Dodgers baseball in the sweep. **KBIG** had a healthy upturn, partially thanks to former BM competitor **KOST** switching to A/C midway through the survey. On the AOR front the seemingly inevitable happened — **KROQ-FM** became the top album rock entity in the

Southland, highlighting **Rick Carroll's** "ROQ of the '80s" modern music approach. **KIIS** demonstrated strength across the various dayparts and shot to its best book ever to lead the CHR pack, while Country and News stations posted solid improvements.

Louisville #41



Complete Ratings Data Page 98

Better diary return overall and among ethnics helped improve the quality of this Louisville survey over the spring effort by Arbitron. A new leader emerged, **WAMZ**, a Country entry which almost doubled its spring shares with spectacular improvements in every major daypart, particularly among mornings and middays.

Black-formatted **WLOU** held number two, no doubt benefitting from DST. However, Arbitron is still not getting back as many blacks diaries as desired in the metro — it wants about 13% of the sample to be returned by blacks, but in the fall only 8% was. It's not unlikely that Arbitron will add more black sample in an upcoming sweep — which could have additional impact on the fates and fortunes of **WLOU**, as well as the rest of the market.

VVEZ recovered somewhat this book, the Beautiful Music property moving into third, just ahead of another healthier station, **WHAS**.

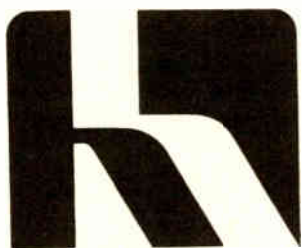
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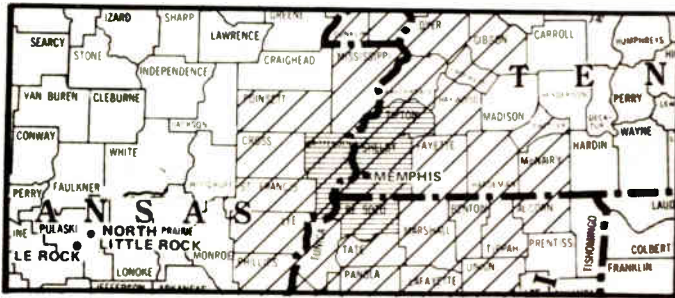
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World Radio History

Memphis #42



Complete Ratings Data Page 99

Memphis is one of the markets where DST for blacks, combined with the 1980 Census population updates reflecting the growth of the local ethnic population, had a most significant impact on the Arbitron results. In the spring Arbitron got back more black diaries than expected, 523. In this sweep that figure dropped to 393, a 27% decline, accounting for 34% of the metro Memphis diaries. Arbitron is trying to get black diaries to total 38% of the 12+ total diary count, so the ratings firm is still trying to find a key to get proper representation of the local black population.

Since DST hit, market listening levels have shot up 27% compared to last fall, when there was no DST for blacks. Also, shares for the Memphis Black/Urban stations, such as new market leader **KRNB**, have gone through the roof. Three of the four leading stations feature Black or Urban formats, with only **WMC-FM** hanging in there among the non-ethnically-targeted stations.

Among the remaining contenders, **WEZI**, **WMC**, and **WLOK** (another Black-formatted station) showed notable overall gains.

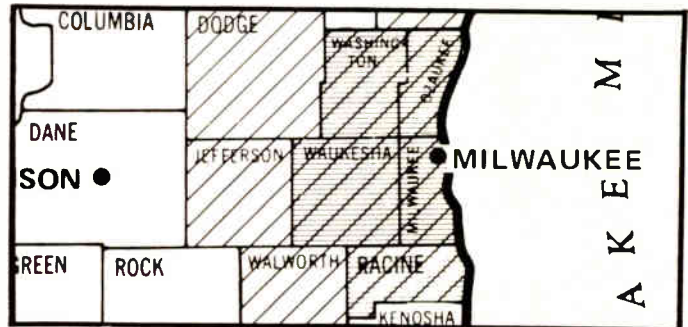
among teens and the ladies to put some distance between itself and **WINZ-FM**. Meanwhile, **WQBA** recaptured the top spot among the Hispanic-formatted stations.

Some Arbitron factors may have made a contribution to the above successes. There were more diaries in this first fall sweep in the combined metro than in the spring survey, and there was notable improvement in the return rates among those 12-34 years of age. For **CHR**, **AOR**, **A/C** and ethnic/Urban stations appealing to the younger end of the spectrum, the additional diary count meant more coming opportunities and more stable estimates for this audience.

There was also more ethnic return than before. Black diaries totaled 349, up from the 283 in the spring. In this book both black stations, **WEDR** and **WRBD**, did well. Return from the High Density Hispanic Area was up too, from 528 to 593. When Hispanic DST hits the market in the spring '83 sweep, estimates for the stations with Hispanic formats may be even higher.

Other success stories this survey included **WWWL's** switch from **AOR** to **A/C**, and the capture by **WNWS** of the News crown.

Milwaukee-Racine #25



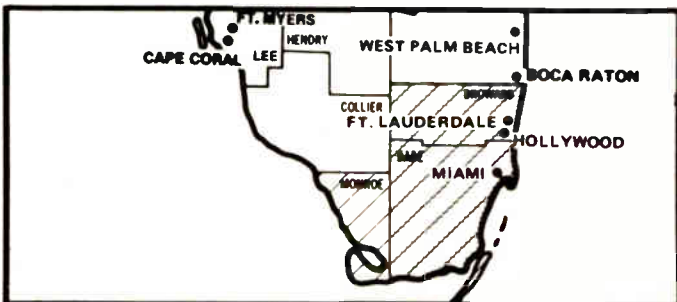
Complete Ratings Data Page 102

A slight drop in overall metro diary return, a larger drop in black diary totals, and a huge drop in the number of usable diaries from men 18-24 transpired in Milwaukee this book. The 12+ diary return was down 9%, black return was down 18% (but reached a figure proportional to the percentage of blacks in the 12+ populace), and the male 18-24 return plunged 42%. 59 diaries were used to generate estimates for the male 18-24 population of the greater Milwaukee market.

WEZW's Beautiful Music numbers bounced back enough to take the overall market lead, while **A/C WISN** improved enough to finish just a hair's breath behind. Previous leader **WBCS-FM** had a catastrophic book, losing more than half its audience.

Given the poor young male diary return, how did the AORs fare? Not well — **WLPX** was down for the third straight book, and **WQFM** lost a share. More positive notes were struck by **WZUU**, which regrouped after a softer spring score, and Urban **WLUM** (which has done well since DST came into the market last spring).

Miami-Ft. Lauderdale-Hollywood #11



Complete Ratings Data Page 100

The two main developments in the South Florida survey were the strengthening of **WHYI's** position, as it took the top spot overall, and the healthier numbers of new Hispanic leaders **WQBA** and **WCMQ-FM**. **WHYI** rode gains

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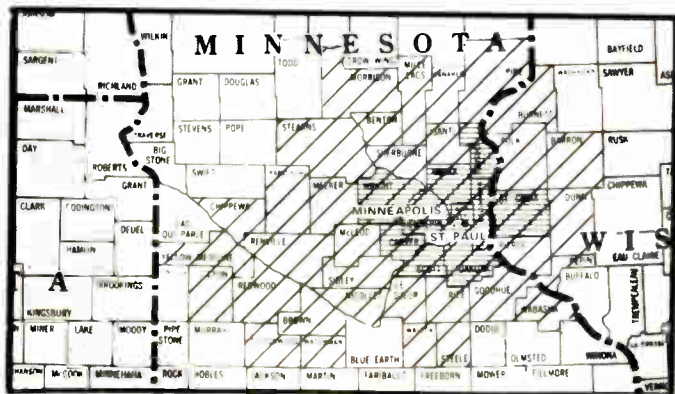
*Arbitron Spring '82 TSA-Cumulative Audience Total Persons 12+.



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Minneapolis-St. Paul #17



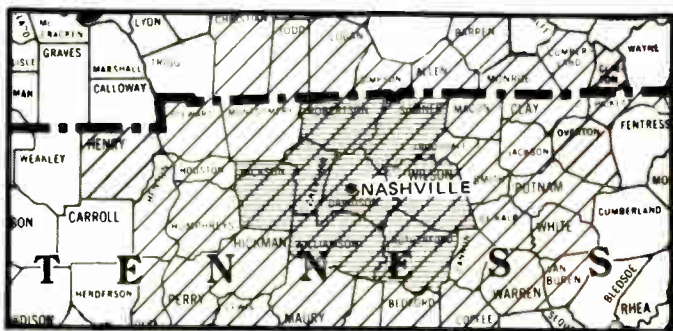
Complete Ratings Data Page 103

Some good news in the Arbitron Twin Cities results. There's no DST to affect the estimates, yet overall listening in the metro has been steadily growing over the last couple of years. Also, in this book Arbitron succeeded in getting back 13% more diaries than in the spring effort, making these estimates slightly more stable and reliable.

There was particular improvement in the 18-24 male cell. One-third more usable diaries were returned in this sweep from young adult men, making that demo's input that much more valuable. Perhaps as a result of the larger sample and more reliable data base, there was a new AOR leader in the metro — **KQRS-AM & FM**, which passed **KDWB-FM**.

The double-digit trio — **WCCO**, **KSTP-FM**, and **WLOL** — was reduced by one as **WLOL** slipped this survey. Beautiful Music properties **KEYY** and **WAYL** showed renewed strength. The former **KEYY (AM)** went Big Band and became **KLLB**, and Country **WDGY** suffered the book's biggest blow with a three-share loss.

Nashville-Davidson #44



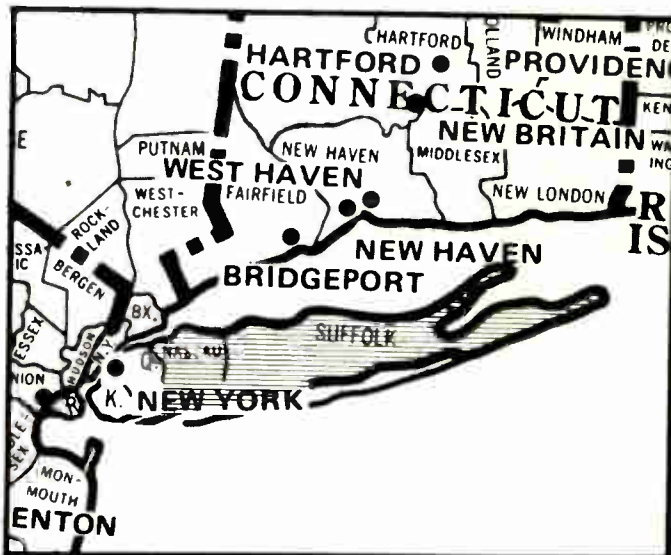
Complete Ratings Data Page 105

WKDF held on to its 12 + lead this fall, **WVEZ** rebounded to double digits with its Beautiful Music format, and Coun-

try **WSIX-FM** joined the exclusive double-digit dominators — those were the highlights of the fall results. **WWKX**, formerly tops in the market, slipped again to fall into the single-digit share grouping.

There was a methodology event worthy of note. DST for blacks boosted total listening in the market by 14%, and in the spring seemed to elevate **WVOL** significantly. However, the station slipped back this go-round, perhaps because Arbitron's black diary return this survey was down 26%, compared to a drop of just 16% for the overall in-tab total compared to the spring. Arbitron wants to retrieve about 16% of the 12+ total from blacks in Nashville, but received only 13% in the fall. If there is an attempt made by Arbitron to boost black returns in the next sweep, it may benefit **WVOL**. Stay tuned for further developments.

Nassau-Suffolk #12



Complete Ratings Data Page 106

Close but no cigar could be the slogan of **WBLI**, attempting to win the overall Long Island 12+ derby, supplanting **WNBC**. However, although **WBLI** came closer this sweep, **WNBC** still hung on.

There were some other interesting results on the island. **WALK-FM** doubled its spring share, a nadir which was apparently a wobble at that time. The AOR battle between **WAPP** and **WPLJ** couldn't have been closer, with the Apple just ahead, although **WPLJ** hung on to win the teen crown. Finally, although the Country contest was relatively close in urban New York City, it was no contest in the island suburbs. **WHN** took more than double the **WKHK** audience in the Nassau-Suffolk metro.

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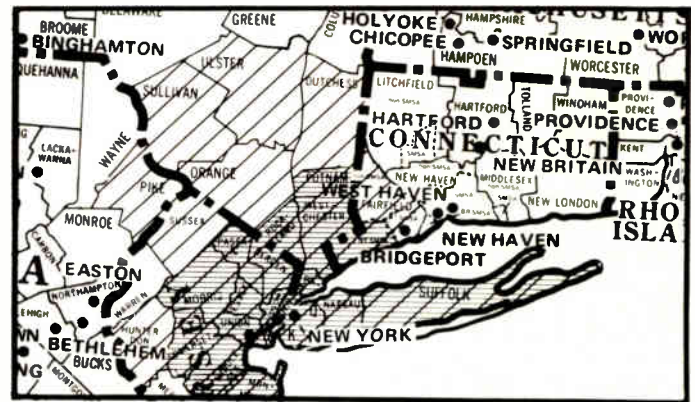
World Radio History

New Orleans #33

New York #1



Complete Ratings Data Page 107



Complete Ratings Data Page 108

WYLD-FM, the only Black/Urban station that didn't go up when DST hit the market in the spring book, made up for lost time with its showing this survey. The station doubled its overall shares and shot to the top of the Crescent City metro. **WAIL**, which led in the previous book, was down four shares this time but still ranked second, while rocker **WEZB** had a stable book for third.

Some interesting Arbitron implications were present in New Orleans. First, although DST has had a tremendous impact on the standings in the area, more shakeups may be on the way. Arbitron has yet to achieve its black return target, 30% of the metro's diaries. In the fall book only 22% of the diaries were returned from blacks, and that number was down slightly from the spring sweep's black total. Thus, it might be possible that Arbitron will boost the amount of sample placed among local blacks, That could mean additional coming opportunities and possibly more stable estimates for Black/Urban stations.

As in some other key markets, New York City's Arbitron results in the fall were less than a splendid thing. While there were 260 additional diaries this sweep than in the summer, the ethnic return suffered, leading to flukes in the data. Black in-tab was down 26%, from 783 in the summer to 576 this survey, and Hispanic return slipped also. As a partial result, the shares of the Black/Urban Contemporary stations slipped from previous surveys, while Hispanic **WADO** soared. **WADO** was tops in the market among women 35-44, largely due to a gaggle of heavy listening diaries in that demo, some of which were worth more than 9000 cume persons each.

Return in the ESF (Expanded Sample Frame) portion of the metro was poor also. Although Arbitron strove for 32% of the total in-tab to comprise unlisted listeners, only 24% of the usable tally came from the ESF folks. Stations that normally garner a good chunk of audience from the ESF diaries — either ethnic/Urban stations, AORs, or Beautiful Music stations at the other end of the spectrum — may have had their estimates affected by this ESF shortfall.

As for the numbers themselves, **WBLS** emerged first among the Urban trio, as **WKTU** and **WRKS** slipped, giving **WBLS** the market lead as well. **WINS** won the News battle, **WPLJ** reclaimed first among the AORs, and **WYNY** stood rock solid. On the Beautiful Music scene there was progress, as **WPAT** dropped **Schulke**, programmed its AM-FM properties locally, and scored ratings gains. **WRFM** had a stable book.



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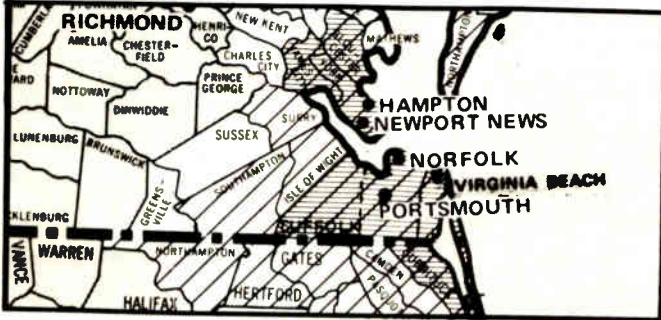
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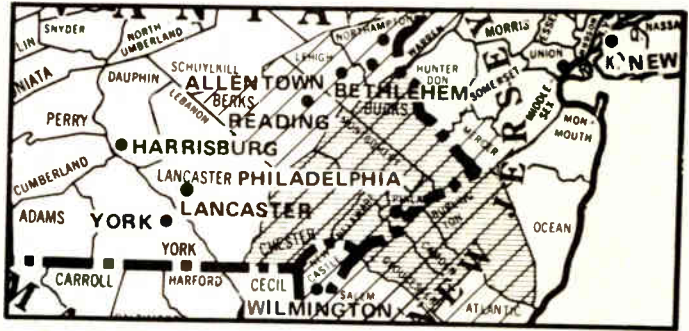
Complete Ratings Data Page 111

In the Tidewater metro there was a battle between Country and Beautiful Music for the overall lead — and a tie resulted. Country **WCMS-FM**, which was tops in the last book, improved to double digits this sweep. However, so did **BM WFOG**.

In the rest of the marketplace the main action was in the CHR/AOR arena. **WNVZ**, formerly **WQRK**, came on strong with its version of CHR and in the process became a major factor among teens and young adults. As a result **WMYK**'s shares slipped significantly. This will be an interesting story to keep an eye on, and the stature of **WNOR-FM** will also bear watching, to see if it's affected by **WNVZ**'s move as well.

A pretty stable sweep here, similar to the spring in terms of in-tab and black diary return. Compared to the fall '81 book, which didn't have DST, the listening levels were up 19%, a plus for Norfolk radio.

Philadelphia #5



Complete Ratings Data Page 113

As predicted in the last Ratings Report, **WDAS-FM** knocked off **KYW** in the summer '82 sweep to lay claim to the top 12+ spot in the market. However, with the release of the fall '82 scoreboard **KYW** was back on top while **WDAS-FM** gained a new competitor to worry about. Beautiful Music holdover **WEAZ** soared and **WMGK** held off new A/C competitor **WWSH**, formerly a BM station.

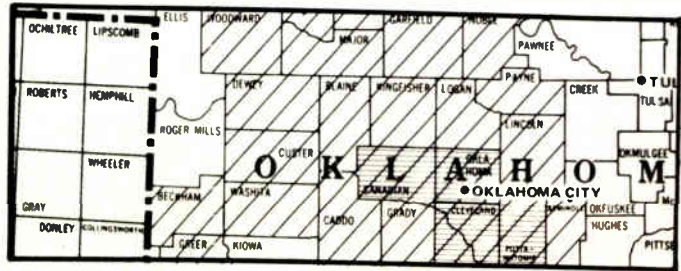
In the summer standings **WDAS-FM** grabbed the lead from **KYW**, but in doing so made its Black/Urban audience an inviting target for a hungry competitor. Enter **Don Kelly**, former PD at **WRKS/New York City**. Now a consultant, Don was hired by **WUSL** as it switched to an Urban format. Bingo — improvement for **WUSL**, big slide for **WDAS-FM**. The outcome of this battle should be interesting.

Greater Media's combo of **WMGK & WPEN** did well, with **WWSH's** move to A/C apparently having little immediate affect on the fortune of "Magic." However, with **WWSH** leaving Beautiful Music, **WEAZ** was the happy recipient of **WWSH's** disenfranchised listeners.

Other notable shifts in the market included **WMMR** dropping two shares as **WYSP** and **WIOQ** improved, **WCAU** losing two shares as the Phillies season came to an end, and the remaining Country outlet, **WFIL**, doubling its overall total from the summer book.

There were a number of sampling anomalies in this book. First was the continued oversample of blacks. **Arbitron** wanted to get back approximately 18% of the diaries from this group, but almost 23% of the usable diaries were ethnic — almost the same as the summer returns. In fact, with DST, listening in the total market was up 12%, compared to the fall '81 book. There was also more sample returned in a usable fashion — 19% more on a fall-to-fall basis. This means more stable estimates generally, and with the high return among ethnics means the Urban battleground is an important one.

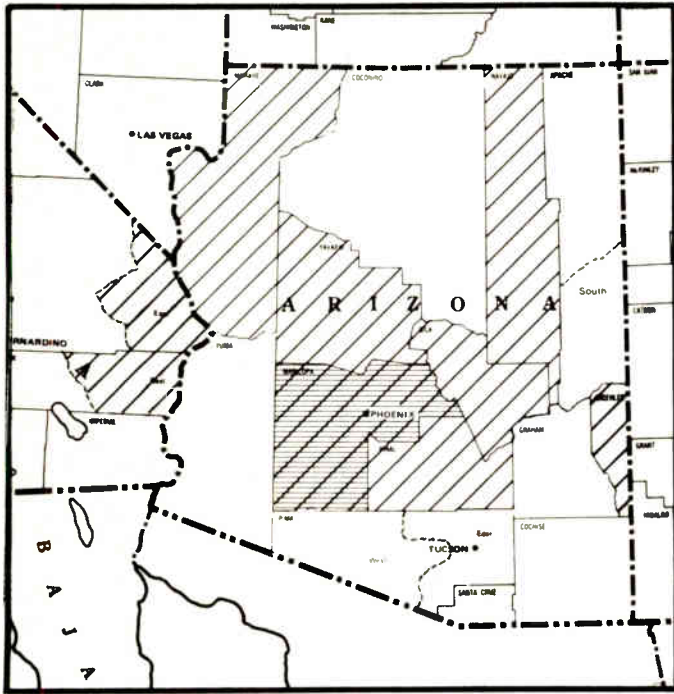
Oklahoma City #47



Complete Ratings Data Page 112

KATT-FM became the new leader in Oklahoma City by adding five shares, with huge teen and young adult growth. Former market leader **KEBC** dropped five shares, **KKNG** added four to approach double digits, and **KTOK** improved to hold onto second place.

Phoenix #24

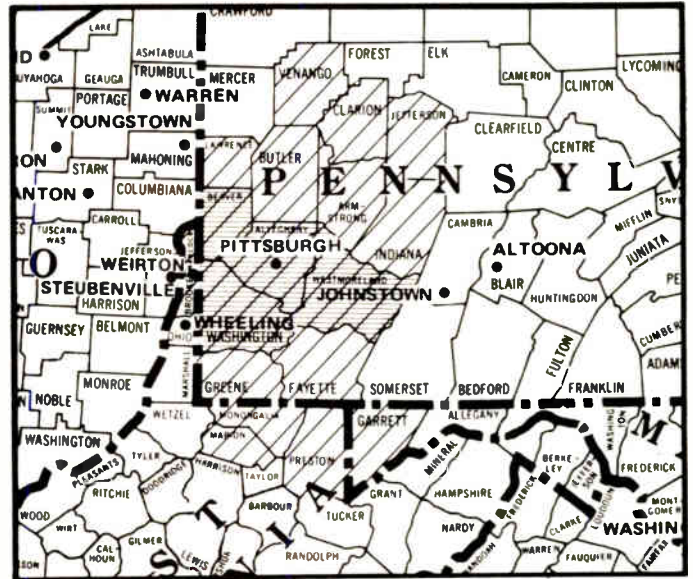


Complete Ratings Data Page 114

Some sampling instabilities may have affected the fall results in the Valley of the Sun. Although the overall number of usable diaries was up 9% compared to the spring sweep, the number of diaries from the High Density Hispanic Area dropped by 31%. This may have led to high cume values for Hispanic diaries, which can lead to unstable estimates. That may explain why **KPHX** and **KVVA**, the Spanish-formatted stations, both scored substantial gains this book.

Other than the possible Hispanic sampling problems, the results looked relatively stable for Phoenix. **KTAR** took the top spot, boosted by carrying Arizona State football games. **AOR KDKB** showed improved numbers, **KNIX-FM** held on to the top 25-54 spot, and Urban **KUKQ** jumped (perhaps affected by the Hispanic situation noted above). **KQYT** and **KZZP** showed some softer numbers this survey.

Pittsburgh #14



Complete Ratings Data Page 116

A major new factor in the Steel City, the lowest **KDKA** share in recent memory, and the highest shares yet for other stations highlighted the fall Pittsburgh scorecard. **KDKA** still led, but the station slipped almost two shares without Pirates baseball — still, an 18 is hardly anything to panic over.

The biggest move this sweep was made by the former **WFFM-FM**, now A/C entry **WHYW-FM (Y97)**. With a massive media blitz and major contests, the station made an impression in one book, causing competitors grief.

Another station with the right to smile was **WAMO-FM**, which soared to its best share ever as DST boosted the overall market's listening 14% compared to the non-DST fall '81 report. Also happy were **WDVE**, which posted its best book recently, and **WBZZ**, which led the CHR contingent.

Two others made notable comebacks this sweep. **WTAE**, boosted by a partial Steelers season, shored up its numbers, and **WJAS** rebounded from spring survey doldrums.



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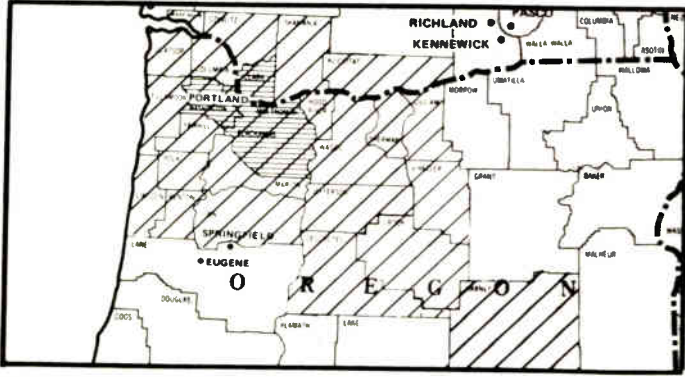
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Portland, OR #30



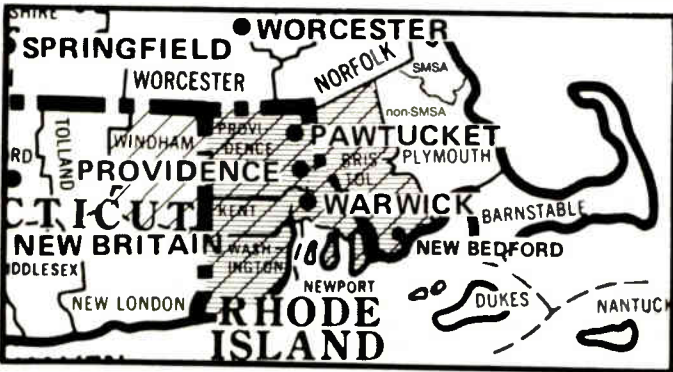
Complete Ratings Data Page 117

The main note regarding this Portland book was that Arbitron "delisted," or removed from the report, estimates for KKSX. KKSX admitted mailing its listeners "program guides" which included the plea to "report listening to KKSX as much as you can."

KGON again was the 12+ leader, even though it dropped four shares (see below). The more adult-targeted AOR, KINK, rebounded from a downturn in the spring to add two shares to its total this sweep.

There was a new Country leader, as KJIB achieved its best shares yet while KWJJ and KYTE were slipping. Also rising notably was KMJK, whose CHR format took off this survey. KXL and KXL-FM did better with their respective News and Beautiful Music formats. Finally, KLLB, which changed to AOR in mid-survey, came on with enough quarter-hours to cause some grief for KGON.

Providence-Warwick-Pawtucket #26



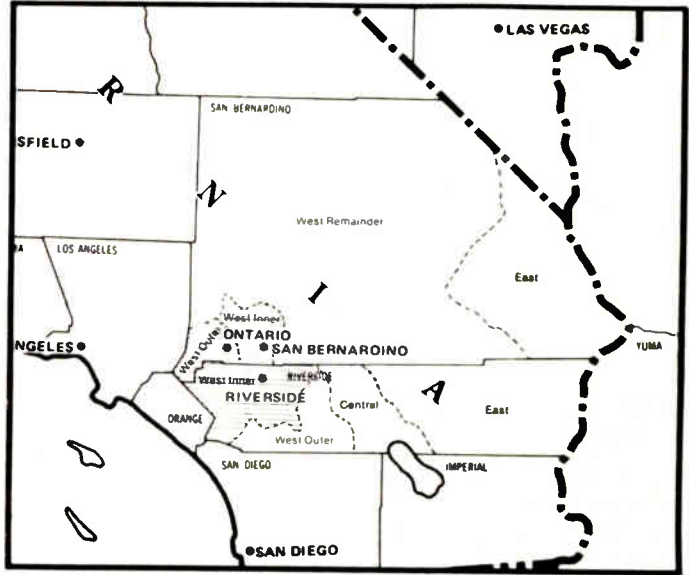
Complete Ratings Data Page 118

From our "Why AOR GMs/PDs have ulcers department," this fall book in Providence highlighted the vagaries of Arbitron's sampling of males 18-24. Although overall

diary return was down 10% in this book the slippage among men 18-24 was triple that, a decline of 30%. Fewer diaries can lead to poorer sampling of this volatile demo, which may explain partially why WHJY slipped and CHR WPJB lost half its numbers.

As for other results, WLKW-FM had its usual good fall book to hold on to first in the metro. Information was apparently a hot button, as WEAN's News format and WBSM's Talk approach were well received this sweep. WSNE's A/C sound also garnered a larger audience, boosting the station to its best book ever.

Riverside-San Bernardino-Ontario #31



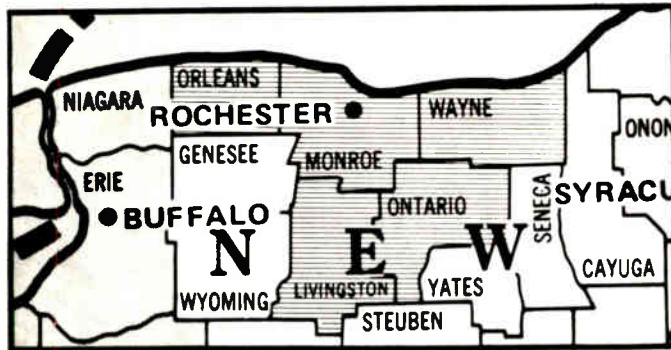
Complete Ratings Data Page 119

L.A. stations continued to dominate the listening in the Riverside-San Bernardino metro, with KFI, KIIS, and KBIG posting leading numbers this survey. KIIS enjoyed the biggest improvement, while KMET and KRTH showed notable slippage.

Among the local stations, KDUO had a stable book to remain the pacesetter. KQLH almost doubled this sweep to rise into contention, and KCAL-FM posted its best shares in recent history.

One methodology note worth mentioning here: although the 12+ diary was down slightly compared to the spring, the return from the High Density Hispanic Area dropped 47% — such unstable estimates for this part of the metro may have led to the drop in numbers for KCAL with its Hispanic format.

Rochester, NY #39

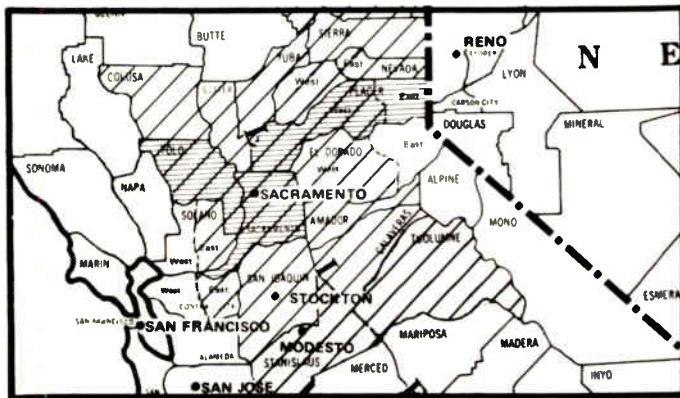


Complete Ratings Data Page 121

Malrite's **WEZO** held on to the overall lead with its Beautiful Music format, **WHAM** slipped from double digits, and there was a new double-digit contender, **WCMF** — the top AOR. Gains among young adult men helped **WCMF** move up.

The biggest move in this sweep was made by **WPXY**, which in its last A/C book (it's now CHR) doubled its previous numbers. As you might expect, with that growth something had to give, and it may have been **WVOR**, an A/C that slipped from double digits this past survey. With **WPXY** going CHR, it will be interesting to see how the spring results turn out.

Sacramento #35



Complete Ratings Data Page 122

There was some good news in this Sacramento report, as **Arbitron** received approximately 40% more sample than in the spring sweep. Broadcasters and advertisers can thus place solid faith in these numbers (with the exception of the Placer East area, where only two diaries came back).

Some upsets in the standings this survey, as **KZAP** was dethroned, losing five shares. The new leader in the market was **KXOA-FM** (whose AM sister station improved too). Others with positive books included **KAER**, **KCTC**, **KROY**, and **KFBK**. **KRAK** and **KEWT** both continued to slip.

St. Louis #13



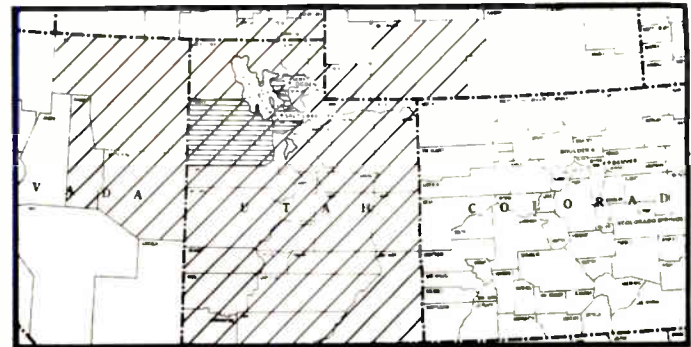
Complete Ratings Data Page 123

Several juicy stories emerged from this sweep in the Gateway City. **KMOX** dominated as usual, with its best book in the past year. However, the "stepchild," **KMOX-FM** (now known as **KHTR**), changed from A/C to CHR and doubled its previous tally. Not a bad debut, and it made the CBS properties 1-2.

As **KMOX-FM** abandoned the A/C universe it helped **KSD-FM**, which posted a healthy jump. Also improving this book was **Century's KSHE**, which won the AOR race with **Doubleday's KWK-AM & FM** by a hair. **KSHE** was stronger among adult men while the **Doubleday** properties were better among teens and the ladies.

One **Arbitron** note worthy of your attention: the usable diary return among blacks was down 32% from the spring survey. The return was close to the percentage desired by **Arbitron** as proportionately representing the metro's black populace, so although there was a bit of trauma this book the black totals should not be too different in upcoming surveys.

Salt Lake City-Ogden #43



Complete Ratings Data Page 124

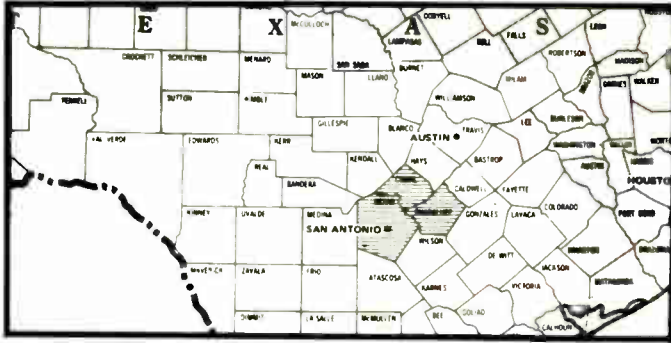
KSL reclaimed first place among the Wasatch Front area stations with a significant jump in a wide range of demos. Part of the station's success may have come from its "Blue Chip" card promotion, tied in with **McDonald's** this past book.

Former winner **KSFI's** Beautiful Music shares slipped just enough to let Country **KSOP-FM** eke past to claim the runner-up slot this sweep. Neither the **KSL** nor the **KSOP-FM** gains appeared to be methodology flukes.

Another major success story was generated by **KRSP-FM**. With its new AOR approach the station knocked off former AOR leader **KCPX-FM**.

Market Overviews Market Overviews Market Overviews

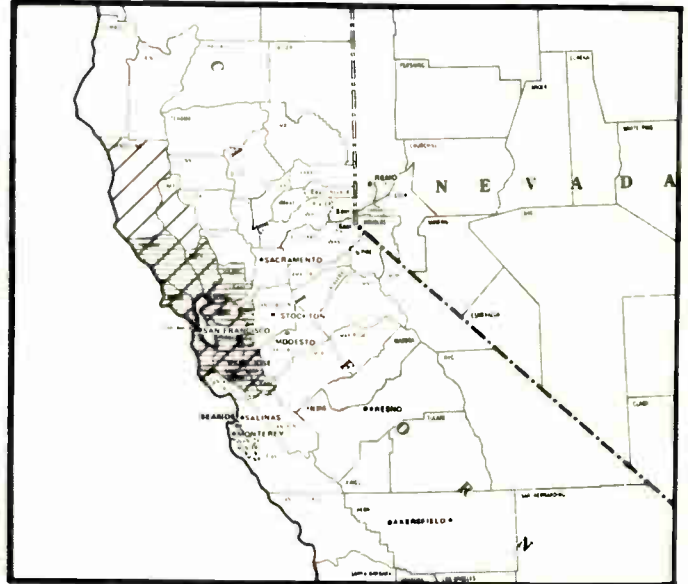
San Antonio #38



Complete Ratings Data Page 125

One of the better AOR books this sweep was generated by **KISS**, which not only stayed in double digits but also improved and continued to lead the market. Meanwhile, on the Country front, there was a new kingpin as **KAJA** passed **KKYX**, moving into second place overall in the process. **KITY**'s CHR approach picked up steam and propelled the station into contention, and **KCOR**'s Hispanic audience enlarged this sweep even though returns from the High Density Hispanic Area were down slightly. When DST for Hispanics hits San Antonio in the spring '83 sweep, it will be interesting to observe the impact.

San Francisco #4



Complete Ratings Data Page 127

With the end of the A's and Giants' playoff hopes and merely a partial NFL season for the defending champion 49'ers, there were some sports-related shakeups in the Bay Area ratings. **KNBR** and **KSFO** slipped without baseball, while **KCBS** surged even with only a partial slate of 49'ers contests. Overall, **KGO** sailed along to cop the identical share it achieved in the fall '81 book, topping the market again.

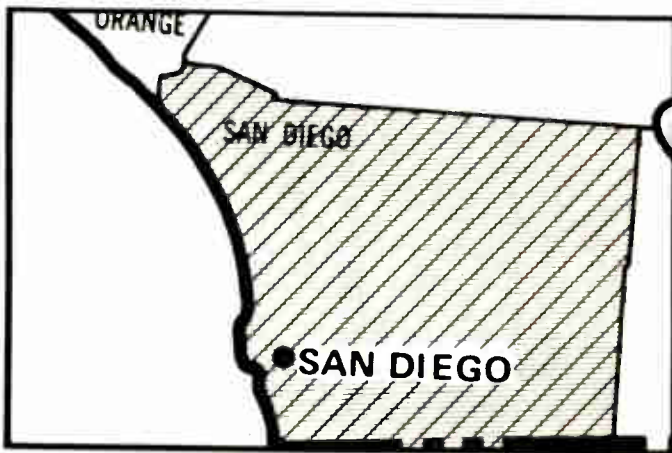
Meanwhile, back at the AOR ranch, there was a real gunfight as more and more stations vied for the album rock audience. Previous leader **KRQR** slipped, **KMEL** led the pack with a stable performance, and **KFOG** and **KQAK** added to the fragmentation of the format.

With the switch of **KFOG** from Beautiful Music to AOR, you might expect the remaining BM stations to garner larger audiences, and they did. Biggest improvement was shown by **Bonneville**'s **KOIT**, although **KABL-AM & FM** looked healthier also.

On the Country scene there was a new leader. **KSAN**, which had been climbing over the last few books, passed **KNEW** in the fall to narrowly capture the crown.

From an **Arbitron** perspective there appeared to be few flukes this survey. Overall, 16% more diaries were returned this book than in the summer, with return among women 18-24 and ethnics slightly better than in earlier surveys.

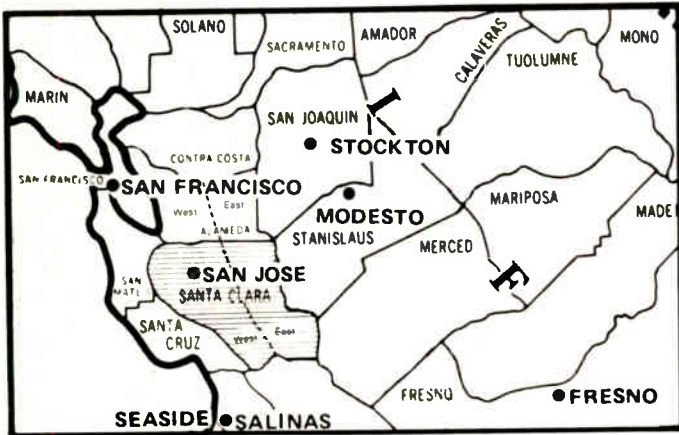
San Diego #20



Complete Ratings Data Page 126

Group **W**'s **KJQY** recaptured first in San Diego, as previous winner **KFMB** dropped seven shares after the Padres' hot baseball season ended. **KMLO**'s Big Band sound almost doubled its numbers this sweep, **KGB** took the AOR lead from **KPRI**, and **KSON-FM** became the new power in the Country arena. Also making a positive move was **XHRM**, located south of the border and programming a Black-oriented format.

San Jose #28

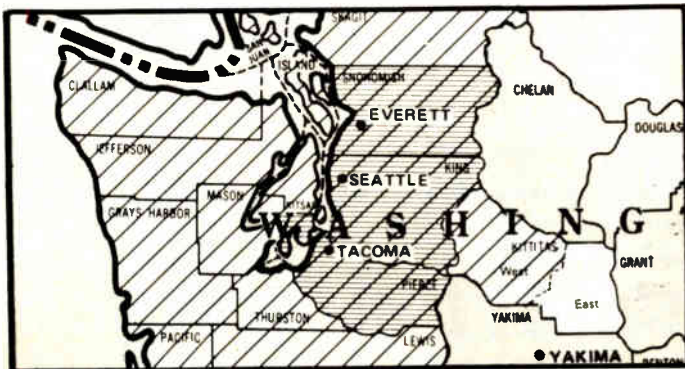


Complete Ratings Data Page 128

Some sampling shakeups, newly emergent stations, and the continued leadership of **KGO** highlighted the San Jose story. Although **KGO** stayed on top overall, **KSJO** came very close to knocking off the **ABC Talk** giant. Two other San Jose stations were especially improved — **KBAY**, whose *Beautiful Music* format topped the seven-share threshold, and **KEZR**, whose *A/C* approach caught fire this book. Among San Francisco stations, **KOIT** picked up quite well, after **KFOG** changed from *BM* to *AOR*.

Overall in-tab was down 21% from the spring book, in itself enough to cause some ratings variations owing to increased instability of the estimates. However, return from the High Density Hispanic Area dropped off precipitously — down 54% from book to book. This poorer representation of the HDHA may have hurt stations like **KBLX** or **KSOL**, while **KAZA** may have caught a few of the remaining heavily-weighted diaries to cause it to show up this sweep.

Seattle-Everett-Tacoma #16



Complete Ratings Data Page 129

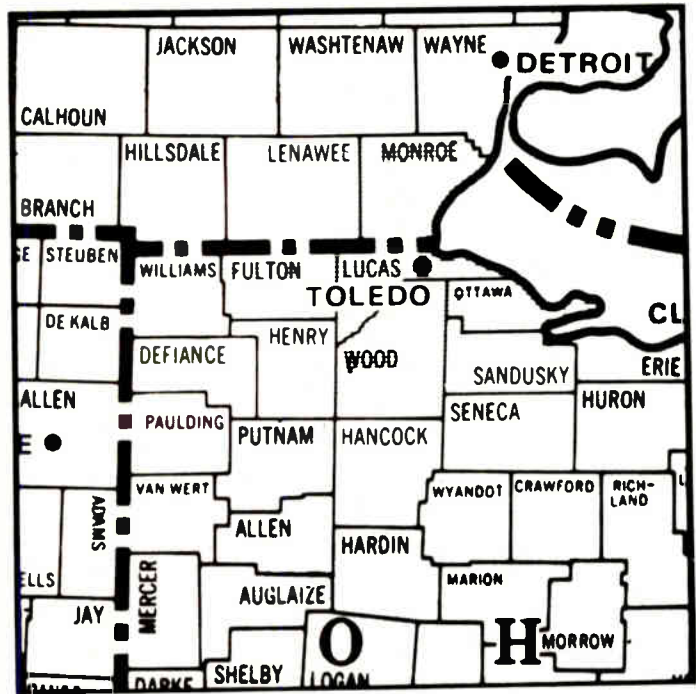
Bonneville's **KIRO** generated another stable book to

remain in double digits and continue to set the pace. The station might have done even better if part of the *Seahawks* season had not been cancelled due to the strike.

KIRO's sister station, **KSEA**, joined the other *Beautiful Music* stations in town in rising Lazarus-like from poor spring showings. Meanwhile, at the other end of the demographic spectrum, there was a real battle among the *AORs*. **KISW** slipped appreciably as **KZOK** rose to a tie with the former *AOR* leader. **KZOK**'s improvement included the station taking the teens title in the metro.

Others showing healthy advances this sweep included the *CHR* entries, **KUBE** and **KNBQ**, and *A/C* fixture **KOMO**, rebounding from a slight dip in the spring estimates.

Toledo #50



Complete Ratings Data Page 131

There are two Toledo books showing fall '82 data — be sure you look at the reissued version. The report had to be redone by **Arbitron** because it inadvertently treated **WSPD** as a daytimer, awarding the station higher shares in the original report than it should have had.

Looking at the reissued version (with 12 stations having share differences), the leading station remained **WIOT**, an *AOR* which lost two shares compared to the spring but had a score comparable to its fall '81 tally. **WLQR** took the runner-up spot again, but there was a new third place finisher — **WSPD**, with a stable book. **WMHE** lost almost three shares and moved to fifth. **WKLR** continued to expand its audience and copped fourth in this sweep, while **WTOD** rebounded from its spring showing.

Tampa-St. Petersburg #22



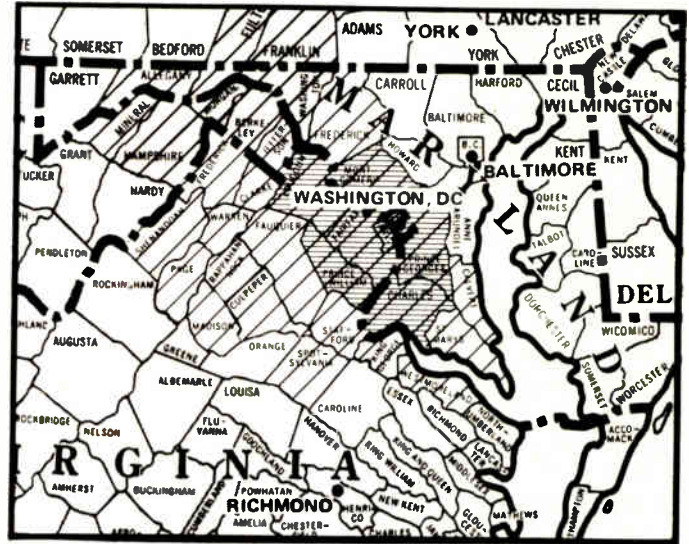
Complete Ratings Data Page 150

Some interesting items lurk below the surface of Tampa Bay's fall Arbitron. **WRBQ** continued to grow and finally copped the top spot in the market, passing previous leader **WWBA**, which had a stable book. Beyond these two double-digit dominators, however, there was quite a lot of flux. **WJYW**, in its final Beautiful Music book (it's now A/C), scored more impressively. Look for **WWBA** to benefit from **WJYW**'s move. Also, **WCKX** became A/C entry **WMGG** this sweep and debuted with a notable share of the metro. Black-formatted **WTMP** had done well since the inception of DST, and that rise continued this survey. Finally, there was a new AOR leader, as **WYNF** passed **WQXM** for the first time in a year.

Methodology may have had some impact on the **WTMP** and **WYNF** moves. Although the diary return for the market was up slightly (7%) compared to the spring book, usable return from blacks was down 30%. Apparently the return from blacks in the spring was higher than desired by Arbitron, so a lower in-tab goal was sought. The black portion of this book's total diary count was closer to Arbitron's goal, just under the percentage sought.

As for the AOR universe, there was a 64% jump in the number of diaries returned from men 18-24 this sweep, compared to the spring. With that amount of additional sample, advertisers and broadcasters can feel better about the quality of these young adult numbers.

Washington, DC #9



Complete Ratings Data Page 132

In the nation's capital, the four leading stations — **WKYS**, **WMAL**, **WHUR**, and **WGAY-FM** — held their spots with little trouble. **WKYS** lost a share, but listening in the market was up compared to the summer (indeed, it was up 20% compared to last year's non-DST fall book). **WMAL** perked up owing to a partial schedule of (destined-to-be) champion Redskins football games.

Two formats had a gap open between the leading station and the runner-up. In Country, **WPKX** shot past **WMZQ** to insert itself into the top spot, while **WAVA**'s edge over **WWDC-FM** became larger as DC-101 slipped again. Since the departure of **Howard Stern** for New York **WWDC-FM**'s overall numbers have dropped 36%, with Stern's old AM drive totals now depleted by 58%.

Arbitron had some problems properly measuring the sizable black population in the area. Black in-tab dropped 20% compared to the summer sweep. Also, while Arbitron wanted approximately 27% of the total return to come from blacks, just under 21% was. As a result, there may be an oversample of blacks in the upcoming sweeps. If so, Black/Urban stations such as **WHUR**, **WOOK**, or **WKYS** could benefit.

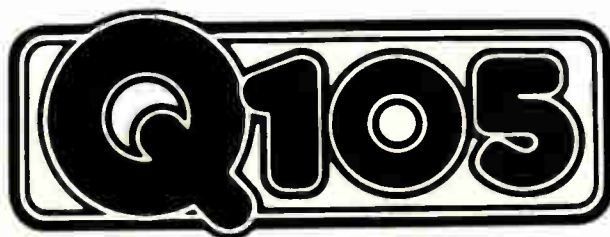
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THE RATINGS INFORMATION GUIDE

A Step-By-Step Manual For Using R&R's Unique Ratings Data Features

As we present R&R's first Ratings Report of 1983, you'll notice our exclusive single-source approach to ratings data has been made even easier to read. As before, the written market overviews are compiled in a separate section so that you may quickly look through the summaries to determine which markets you'd like to investigate in-depth.

Here are the keys for reading and getting the most from these data pages.

Share Trends

All stations achieving a one share or better in the fall '82 Arbitron are listed. The share trends shown begin with the oldest survey on the left and move to the most recent number (highlighted), which is the station's overall share for the fall '82 survey period. The stations are ranked according to their 12+ total week metro shares in the fall book.

Audience Rankings

The rankings to the right of the format designation for each station will help you further define that station's specific strength. The first listing is the cume rank, based on a total week, total persons 12+ metro figure.

Next are four key demographic rankings based on average persons, total week metro. The demographic cells ranked are 12-17, 18-34, 18-49, and 25-54.

In addition to these four key demographic breakouts, there are more detailed male/female rankings in the lower left corner of each market's page. These provide even more specific detail about the strength and appeal of each of the top 10 stations in the key adult demos — 18-34, 18-49, and 25-54.

Continued on Page 68

New York #1														R&R		
FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ ADULT METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
5.9	5.9	5.1	5.3	5.6	1	WBSL	fm Urbn	7	2	2	2	2	13/80	McGAVREN		5.3

Demographic Rank						Format Reach	
MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54	A/C	8.4
1 WPLJ	1 WYNY	1 WBSL	1 WYNY	1 WBSL	1 WYNY	AOR	10.8
2 WAPP	2 WRKS	2 WYNY	2 WRKS	2 WCBS-FM	2 WADO	BBnd	4.2
3 WBSL	3 WBSL	3 WPLJ	3 WBSL	3 WYNY	3 WBSL	Blk/Urbn	15.1
4 WYNY	4 WKTU	4 WAPP	4 WKTU	4 WNBC	4 WRKS	BMI/Easy	12.7
5 WKTU	5 WPLJ	5 WCBS-FM	5 WNBC	5 WRFM	5 WNBC	CHR	5.0
6 WRKS	6 WPIX	6 WNBC	6 WADO	6 WCBS	6 WKTU	Clas	3.1
7 WNEW-FM	7 WNBC	7 WRKS	7 WPLJ	7 WPAT-FM	7 WJIT	Ctry	4.1
8 WNBC	8 WAPP	8 WKTU	8 WCBS-FM	8 WINS	8 WOR	Gold	2.8
9 WCBS-FM	9 WNEW-FM	9 WNEW-FM	9 WJIT	9 WRKS	9 WPAT-FM	Misc	7.9
10 WKHK	10 WADO	10 WCBS	10 WPIX	10 WNEW	10 WINS	News	10.0
						Rel	1.5
						Span	4.8
						Talk	9.6



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Find out how much you'll save. And how much more you'll know.

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Continued from Page 66

Turnover/Time Spent Listening Data

Next to the 25-54 rankings are numbers that demonstrate the relationship between a station's average time spent listening and its turnover rate. Based on the average listeners 12+ total week metro, this information can provide station personnel and advertisers data on the loyalty or fickleness of a station's audience. The programming efforts of various stations and formats will be easily compared.

Understanding these numbers is simple. There is an inverse relationship between turnover and time spent listening. The higher the time spent listening (average minutes listened daily), the more loyal the audience and the lower the turnover (or flux) figure to the left of the minutes number displayed. The lower the turnover number (on the left), the more loyal the audience and the higher the time spent listening should be (the number on the right).

Rep/Net Information

Based on the latest information available to **R&R**, designations for station network and/or rep firm affiliations are listed.

Birch Shares

For comparison purposes we have provided total week, total persons 12+ shares from the Birch fall '82 quarterly, wherever possible.

Format Reach Chart

The lower right corner of each data page contains a chart showing how each format compares within that market. The chart is alphabetized for easy comparison as you leaf through the various data pages. The numbers are arrived at by totaling the total week, total persons metro shares for each station that showed up in the relevant Arbitron (those stations below the one share level *are* included). All AORs are added together, all CHRs, etc.

We at **R&R** hope you'll find the trending, ranking, and other data included on these pages to be useful. It's our hope that broadcasters and advertisers will find this layout one that invites frequent use.

Format Codes

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

Format Legend

A/C—Adult/Contemporary, **AOR**—Album-Oriented Rock, **BBnd**—Big Band, **Blk/Urban**—Black/Urban Contemporary, **BM/Easy**—Beautiful Music/Easy Listening, **CHR**—Contemporary Hit Radio, **Clas**—Classical, **Ctry**—Country, **Gold**—Oldies, **Jazz**—Jazz, **Misc**—Miscellaneous, **N/T**—News/Talk, **Rel**—Religious, **Span**—Spanish, **Talk**—Talk.

Market Overviews

R&R reserves the right to exercise editorial judgment regarding which stations are mentioned in the overviews and the information cited in each market. Every effort has been made to provide the highest quality information and data for your use.

This data is copyrighted by Arbitron. Nonsubscribers to Arbitron's syndicated radio service may not reprint or use this information in any form.

Network Abbreviation Key

ABC-C	American Contemporary Network
ABC-D	ABC Direction
ABC-E	ABC Entertainment
ABC-F	ABC FM
ABC-I	ABC Information
ABC-R	ABC Rock
AP	Associated Press
CBS	CBS
CBS-R	CBS RadioRadio
MBS	Mutual Broadcasting System
NBC	NBC
NBC-S	NBC Source
NBC-T	NBC Talknet
NBN	National Black Network
RKO-1	RKO-1
RKO-2	RKO-2
SHRDN	Sheridan
TSTAR	Transtar
UPI	United Press International Radio Network

Reps Abbreviation Key

B HOWARD	Bernard Howard & Co.
BLAIR	Blair Radio
BUCKLEY	Buckley Radio Sales
CABALLERO	Caballero Spanish Media
CARPENTER	David Carpenter Associates
CBS-FM	CBS-FM National Sales
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company
CITIMEDIA	Citimedia
CMBS	Concert Music Broadcast Sales
D-CLAYTON	Dora-Clayton Agency, Inc.
DONOFRIO	John Donofrio
EASTMAN	Eastman Radio
FULFORD	Michael Fulford Co. Inc.
GILLIS	Gillis Broadcast Representatives
GROSKIN	Herbert E. Groskin & Co.
H OAKES	Harlan Oakes & Associates
HILLIER	Hillier, Newmark & Wechsler
HR-STONE	HR-Stone Radio Reps
J BOLTON	Jack Bolton & Associates
J W KOEHN	John W. Koehn Company
KATZ	Katz Radio
KEYSTONE	Keystone Broadcasting System
KIRBY	Nona Kirby Company Inc.
LOTUS	Lotus Representatives
M & C	Milam & Cowart
MARKET 4	Market 4 Radio
MASLA	Jack Masla & Company
MMR	Major Market Radio
M ROSLIN	Marv Roslin
McGAVREN	McGavren-Guild
NATL TIME	National Time Sales
PRO RADIO	Pro Radio
P-W RADIO	P-W Radio Reps
RADIO SPT	Radio Spot Sales
RADIO TIME	Radio Time Sales International
R A LAZAR	R.A. Lazar & Company
RAR	Radio Advertising Reps
REGIONAL	Regional Representatives
RILEY	Riley Representatives
RKO	RKO Radio Sales
ROSLIN	Roslin Radio Sales
RSR	Radio Station Reps
SAVALLI	Savalli & Schutz
SELCOM	Selcom
SMITH	Frederick W. Smith
SOUTHERN	Southern Spot Sales
STARCOM	Starcom
STARS INC	Stars Inc.
TM SPOT	TM Spot Sales
TORBET	Torbet Radio
UNIREP	Unirep Broadcasting Company
WALTON	Walton Broadcasting Sales



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"Rock USA" explodes onto radio, ignited by the power of two industry giants. Mutual — the leader in broadcast technology — has joined forces with Doubleday — the country's largest rock station group to bring you an eclectic, electric mix of music, news and information that's going to rock your radio.

Every week, available live via satellite, Rock USA's Ted Cannarozzi takes listeners behind the scenes to meet the hottest stars; up the charts to hear the hits — as tallied by "Friday Morning Quarterback Album Report" — and down a roll call of classics to relive rock 'n' roll history.

The same success formula that's worked wonders for Doubleday is built right into

Rock USA. Now, Rock USA is ready to fill radio stations with devoted rock fans.

And give advertisers a coast-to-coast following of listeners who spend as well as rock. Rock USA! Mutual's exclusive satellite multicasting and Doubleday's successful track record make it possible.

And now you can get it, but only from Mutual — the one full-service network. For Rock USA — the hottest, new rock magazine to hit radio — the answer is Mutual.

**The answer
is Mutual.**

MUTUAL BROADCASTING SYSTEM

Albany-Schenectady-Troy #49

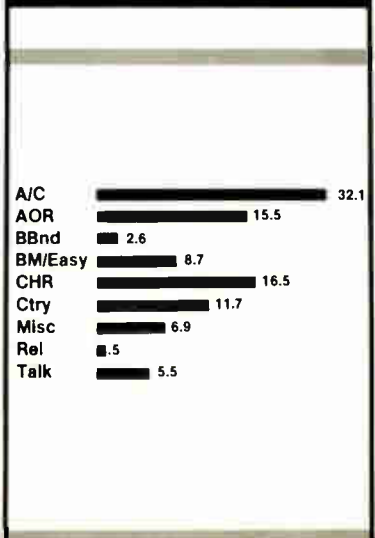
RR

FALL '81	SPRING '82	FALL '82	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
15.8	16.2	13.7	1	WGY am	A/C	1	5	6	3	1	14/79	CHRISTAL	NBC
9.9	11.6	10.8	2	WPYX fm	AOR	3	1	1	2	6	12/90	McGAVREN	ABC-R
6.5	5.8	9.9	3	WFLY fm	CHR	2	2	2	1	2	14/78	EASTMAN	ABC-C
9.6	9.8	7.0	4	WROW am	A/C	5	13	13	11	9	14/76	BLAIR	ABC-D
8.9	5.9	6.3	5	WTRY am	CHR	4	3	5	5	4	20/54	McGAVREN	MBS
7.0	8.1	5.7	6	WROW-FM	BM	7	14	10	10	10	13/82	BLAIR	
3.9	4.0	5.5	7	WGNA fm	Ctry	12	9	9	8	3	9/117	TORBET	RKO-2
7.5	5.0	5.5	7	WQBK am	Talk	10	21	11	12	12	10/105	B HOWARD	CBS
5.2	3.8	5.1	9	WGFM fm	A/C	6	4	3	4	5	19/57	CHRISTAL	NBC-S
2.8	3.3	4.7	10	WPTR am	Ctry	8	10	8	9	11	15/72	EASTMAN	ABC-I
1.8	3.3	4.7	10	WQBK-FM	AOR	11	7	4	6	8	12/93	B HOWARD	CBS-R
5.0	4.4	4.0	12	WWOM fm	A/C	9	6	7	7	7	16/68	SELCOM	RKO-1
--	0.5	2.6	13	WABY am	BBnd	13	17	15	13	13	14/75	SELCOM	
1.4	1.2	2.1	14	WHRL fm	BM	14	15	18	14	14	12/92	SAVALLI	MBS

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WPYX	1 WFLY	1 WPYX	1 WFLY	1 WGY	1 WGY
2 WFLY	2 WPYX	2 WFLY	2 WGY	2 WPYX	2 WFLY
3 WQBK-FM	3 WTRY	3 WGY	3 WPYX	3 WFLY	3 WGFM
4 WGFM	4 WGFM	4 WQBK-FM	4 WTRY	4 WGNA	4 WTRY
5 WGY	5 WWOM	5 WGFM	5 WGFM	5 WTRY	5 WGNA
6 WTRY	6 WGY	6 WTRY	6 WWOM	6 WGFM	6 WWOM
7 WGNA	7 WQBK-FM	7 WPTR	7 WQBK-FM	7 WWOM	7 WROW
8 WPTR	8 WPTR	8 WGNA	8 WGNA	8 WPTR	8 WROW-FM
9 WWOM	9 WROW-FM	9 WWOM	9 WROW-FM	9 WQBK-FM	9 WQBK-FM
10 WQBK	10 WGNA	10 WQBK	10 WROW	10 WROW	10 WPTR

Format Reach



Anaheim-Santa Ana-Garden Grove

#19

FALL '81	SPRING '82	FALL '82	12+ ADJ METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINIS LISTENED	NATIONAL REP FIRM	NETWORK
7.1	6.7	6.5	1	KBIG fm	BM	1	7	20	8	1	13/81	TORBET	
3.2	5.4	5.8	2	KROQ-FM	AOR	4	1	2	3	18	13/84	ROSLIN	
6.1	5.7	4.6	3	KABC am	Talk	9	34	18	11	7	14/76	KATZ	ABC-I
3.6	2.8	4.4	4	KNX-FM	AOR	13	11	1	1	2	14/80	CBS-FM	
2.4	2.7	4.3	5	KIIS fm	CHR	5	5	4	2	6	17/64	McGAVREN	ABC-C
6.1	4.8	4.3	5	KLOS fm	AOR	2	3	3	4	17	20/55	KATZ	ABC-R
2.3	3.1	4.2	7	KMPC am	Easy	8	28	24	10	3	16/68	MMR	
3.0	3.3	4.2	7	KNX am	News	3	22	34	26	15	20/55	CBS SPOT	CBS
3.6	2.7	3.4	9	KFI am	CHR	7	10	8	6	4	20/55	CHRISTAL	ABC-E
2.7	3.0	3.4	9	KFWB am	News	6	36	35	24	10	21/52	RAR	NBC
2.7	2.3	3.4	9	KJOI fm	BM	15	29	26	19	11	15/73	SELCOM	
4.4	5.1	3.2	12	KRTH fm	CHR	11	9	6	5	5	20/54	RKO	RKO-1
5.8	6.7	2.9	13	KMET fm	AOR	10	6	5	9	24	23/47	EASTMAN	
3.8	2.8	2.7	14	KHTZ fm	A/C	17	25	7	7	8	17/63	SELCOM	
3.4	1.9	2.6	15	KLAC am	Ctry	16	16	28	23	16	20/55	EASTMAN	ABC-D
2.7	2.2	2.5	16	KIQQ fm	CHR	14	2	9	16	28	24/45	MASLA	
3.4	3.5	2.4	17	KOST fm	A/C	21	31	31	14	12	14/79	CHRISTAL	
2.8	1.7	2.2	18	XTRA am	CHR	12	4	12	18	22	29/37	MMR	
1.6	1.7	1.9	19	KIKF fm	Ctry	27	18	11	15	19	14/79		
2.1	2.1	1.9	19	KZLA-FM	Ctry	19	21	16	12	9	20/53	BLAIR	
0.9	1.0	1.8	21	KBRT am	Rel	32	39	19	27	13	11/103		
1.7	1.5	1.8	21	KNOB fm	BM	23	32	37	20	14	18/60	GROSKIN	
--	2.0	1.7	23	KPRZ am	BBnd	25	38	39	39	32	17/62	McGAVREN	
2.2	1.9	1.6	24	KEZY-FM	AOR	18	14	10	13	27	27/40	ROSLIN	
1.2	1.7	1.6	24	KHJ am	Ctry	26	26	21	25	20	17/63	RKO	RKO-2
1.2	1.1	1.4	26	KFAC-FM	Clas	24	37	32	30	26	21/52	McGAVREN	MBS

Continued on Page 78

Atlanta #18



FALL '81	SPRING '82	FALL '82	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINIS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
12.6	9.5	10.2	1	WZGC fm	CHR	1	1	3	4	6	16/70	TORBET	ABC-C	9.5
10.3	11.5	9.7	2	WVEE fm	Urbn	5	3	2	2	3	11/99	McGAVREN	RKO-1	11.7
5.3	7.8	9.4	3	WKHX fm	Ctry	6	4	6	3	1	11/96	SELCOM		8.8
8.6	8.0	8.3	4	WQXI-FM	CHR	3	7	1	1	2	16/68	BLAIR		8.2
8.7	6.2	7.9	5	WKLS-FM	AOR	7	2	4	5	9	13/85	MASLA	NBC-S	13.7
10.2	8.7	7.9	5	WSB am	A/C	2	12	8	8	4	19/58	CHRISTAL	NBC	9.1
5.3	7.5	6.8	7	WPCH fm	BM	8	9	11	9	7	15/75	KATZ		6.1
3.8	4.1	5.9	8	WSB-FM	A/C	4	8	5	6	5	18/60	CHRISTAL	CBS-R	5.1
7.0	4.8	4.2	9	WLTA fm	A/C	12	14	7	7	8	15/72	EASTMAN		4.3
3.0	3.6	3.9	10	WAOK am	Blk	10	5	9	10	11	17/63	B HOWARD	NBN	2.1
5.5	4.1	3.6	11	WPLO am	Ctry	11	10	14	11	10	18/61	McGAVREN	ABC-I	4.2
5.0	4.0	2.8	12	WGST am	News	9	19	13	13	12	25/43	KATZ	MBS	4.1
0.4	1.1	2.2	13	WIGO am	Blk	14	6	12	14	14	18/61	CITI MEDIA	SHRDN	0.9
0.8	0.8	1.6	14	WJYI am	BBnd	17	20	20	17	17	10/111			1.9
1.8	2.2	1.6	14	WQXI am	CHR	13	11	10	12	13	26/41	BLAIR		1.0
--	--	1.5	16	WCNN am	News	15	16	16	16	16	24/45	RKO		1.2
1.2	1.3	1.3	17	WYZE am	Rel	16	24	19	18	18	13/83			0.5
0.8	0.9	1.1	18	WGKA am	Clas	19	18	15	15	15	9/119	CMBS		--

Demographic Rank

MEN 18-34		WOMEN 18-34		MEN 18-49		WOMEN 18-49		MEN 25-54		WOMEN 25-54	
1	WKLS-FM	1	WQXI-FM	1	WKLS-FM	1	WQXI-FM	1	WKHX	1	WKHX
2	WVEE	2	WZGC	2	WQXI-FM	2	WKHX	2	WQXI-FM	2	WQXI-FM
3	WQXI-FM	3	WVEE	3	WVEE	3	WZGC	3	WVEE	3	WVEE
4	WZGC	4	WSB-FM	4	WKHX	4	WVEE	4	WSB	4	WSB-FM
5	WSB-FM	5	WKHX	5	WZGC	5	WSB-FM	5	WZGC	5	WPCH
6	WKHX	8	WKLS-FM	6	WSB	6	WLTA	6	WKLS-FM	6	WZGC
7	WSB	7	WLTA	7	WSB-FM	7	WPCH	7	WSB-FM	7	WSB
8	WLTA	8	WAOK	8	WLTA	8	WKLS-FM	8	WLTA	8	WLTA
9	WQXI	9	WIGO	9	WPCH	9	WSB	9	WPCH	9	WAOK
10	WGST	10	WPCH	10	WGST	10	WAOK	10	WGST	10	WPLO

Format Reach

A/C	18.0
AOR	8.2
BBnd	1.6
Blk/Urbn	15.8
BM/Easy	6.8
CHR	20.1
Clas	1.1
Ctry	13.0
Misc	8.4
News	4.3
Rel	2.7

Baltimore #15

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FALL '81	WINTER '82	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MIN. LISTENED	NATIONAL REP. FIRM	NETWORK	
12.6	10.6	10.0	10.2	1	WBAL	am	A/C	1	17	12	11	4	11/100	BLAIR	ABC-E
5.8	8.9	8.7	7.9	2	WXYV	fm	Urbn	3	3	2	1	2	11/95	McGAVREN	
6.1	7.9	7.5	7.2	3	WPOC	fm	Ctry	6	8	5	2	1	12/91	EASTMAN	ABC-D
5.8	4.5	4.8	6.6	4	WBSB	fm	CHR	2	1	3	4	6	14/78	TORBET	ABC-F
9.7	7.1	7.7	6.4	5	WIYY	fm	AOR	5	2	1	3	9	14/80	BLAIR	ABC-R
8.5	6.8	5.3	5.3	6	WLIF	fm	BM	8	23	15	9	7	13/86	CHRISTAL	
3.2	4.3	4.3	4.9	7	WWIN	am	Blk	7	4	4	6	10	14/76	B HOWARD	NBN
3.9	3.4	4.5	4.5	8	WFBR	am	A/C	4	10	7	7	5	20/55	MMR	NBC
3.1	2.6	2.4	3.6	9	WCAO	am	Ctry	9	11	9	8	8	17/65	McGAVREN	RKO-2
1.9	4.1	3.2	3.6	9	WYST	fm	A/C	10	15	6	5	3	15/71	MASLA	RKO-1
3.4	3.5	4.2	3.5	11	WITH	am	BBnd	13	21	23	21	15	12/93	HILLIER	MBS
--	2.8	3.7	3.0	12	WRLX	fm	BM	12	20	18	14	12	15/71	KATZ	
1.3	2.0	2.8	2.5	13	WEBB	am	Blk	15	5	14	13	14	16/70	CITI MEDIA	
1.2	0.7	1.4	2.5	13	WRQX	fm	CHR	14	6	8	10	13	16/68	BLAIR	ABC-R
5.3	4.0	3.7	2.4	15	WCBM	am	N/T	11	19	20	12	11	21/51	KATZ	ABC-T
1.7	2.5	2.3	2.0	16	WSID	am	Blk	19	18	17	17	17	13/86	MASLA	SHRDN
1.5	1.2	1.5	1.5	17	WRBS	fm	Rel	22	23	22	23	18	11/98		
2.0	1.9	2.1	1.5	17	WWDC-FM		AOR	16	7	11	16	23	21/52	CHRISTAL	
--	0.6	0.6	1.3	19	WAVA	fm	AOR	23	9	10	15	23	20/91	CBS-FM	
1.5	1.0	1.2	1.2	20	WTOP	am	News	17	23	23	22	20	25/43	CBS SPOT	CBS
--	--	--	1.0	21	WQSR	fm	A/C	18	14	16	19	19	29/38	CBS SPT	

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 WIYY	1 WBSB	1 WIYY	1 WPOC	1 WXYV	1 WPOC
2 WXYV	2 WXYV	2 WXYV	2 WBSB	2 WPOC	2 WXYV
3 WBSB	3 WWIN	3 WPOC	3 WXYV	3 WIYY	3 WLIF
4 WWIN	4 WIYY	4 WBSB	4 WYST	4 WYST	4 WBAL
5 WPOC	5 WYST	5 WYST	5 WWIN	5 WBAL	5 WYST
6 WAVA	6 WPOC	6 WWIN	6 WIYY	6 WFBR	6 WBSB
7 WFBR	7 WCAO	7 WFBR	7 WCAO	7 WCAO	7 WFBR
8 WYST	8 WFBR	8 WRQX	8 WFBR	8 WBSB	8 WCAO
9 WRQX	9 WRQX	9 WAVA	9 WLIF	9 WWIN	9 WWIN
10 WWDC	10 WRLX	10 WCAO	10 WBAL	10 WCBM	10 WRLX

Format Reach

A/C	21.6
AOR	9.2
BBnd	3.5
Blk/Urbn	18.9
BM/Easy	9.0
CHR	9.4
Clas	1.5
Ctry	11.1
Gold	1.5
Misc	8.8
News	1.2
Rel	3.4
Talk	2.9

Birmingham #45

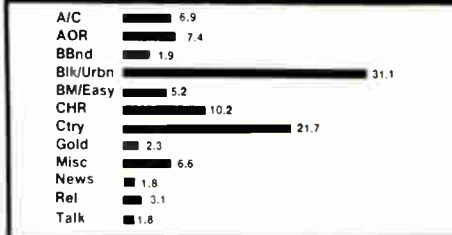


FALL '81	SPRING '82	FALL '82	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AUC. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12-BIACH SHARE
17.7	16.6	14.1	1	WZZK fm	Ctry	1	5	3	2	1	13/87	KATZ		15.6
7.0	12.3	13.7	2	WENN-FM	Blk	3	1	1	1	2	9/125	SELCOM	NBN	10.8
10.5	11.3	10.2	3	WKXX fm	CHR	2	2	2	2	3	16/69	McGAVREN	ABC-D	15.3
4.6	7.3	7.7	4	WATV am	Blk	10	4	5	5	5	8/129	B HOWARD		4.1
5.5	4.4	7.4	5	WAPI-FM	AOR	4	3	4	4	10	12/90	TORBET	NBC	11.8
6.7	5.9	4.9	6	WQEZ fm	BM	12	14	10	6	4	12/91	BLAIR		3.9
4.9	4.3	4.7	7	WJLD am	Blk	6	8	7	8	7	16/66	MASLA	ABC-C	2.9
4.9	3.3	4.5	8	WVOK am	Ctry	8	13	13	9	8	16/70	CHRISTAL	RKO-1	3.2
6.0	5.0	3.7	9	WSGN am	A/C	5	7	8	7	6	23/47	EASTMAN	RKO-2	4.9
4.3	3.0	3.6	10	WERC am	N/T	7	16	15	13	11	21/52	McGAVREN		4.8
3.3	4.0	3.4	11	WENN am	Blk	13	12	11	12	12	16/68	SELCOM	NBN	3.6
3.7	2.1	3.1	12	WDJC fm	Rel	14	6	12	14	13	16/68	SAVALLI		4.2
4.5	2.2	2.7	13	WAPI am	A/C	9	15	16	16	16	25/44	TORBET	CBS	4.1
2.8	3.1	2.6	14	WRKK fm	Ctry	11	10	9	11	14	23/48	MASLA		2.2
2.3	1.9	2.3	15	WYDE am	Gold	15	19	6	10	9	21/51	PRO RADIO		2.3
1.4	2.8	1.9	16	WCRT am	BBnd	17	17	19	17	17	13/84	BLAIR		1.9
1.4	2.6	1.6	17	WBUL am	Blk	16	9	14	15	15	19/57	R A LAZAR	SHRDN	0.5

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WENN-FM	1 WENN-FM	1 WENN-FM	1 WZZK	1 WZZK	1 WZZK
2 WAPI-FM	2 WKXX	2 WZZK	2 WENN-FM	2 WENN-FM	2 WENN-FM
3 WKXX	3 WZZK	3 WAPI-FM	3 WKXX	3 WSGN	3 WKXX
4 WZZK	4 WAPI-FM	4 WKXX	4 WATV	4 WQEZ	4 WATV
5 WATV	5 WATV	5 WATV	5 WAPI-FM	5 WJLD	5 WQEZ
6 WSGN	6 WJLD	6 WSGN	6 WQEZ	6 WKXX	6 WVOK
7 WYDE	7 WJLD	7 WSGN	7 WSGN	7 WYDE	7 WSGN
8 WJLD	8 WQEZ	8 WQEZ	8 WJLD	8 WVOK	8 WJLD
9 WRKK	9 WRKK	9 WYDE	9 WRKK	9 WERC	9 WYDE
10 WENN	10 WSGN	10 WVOK	10 WENN	10 WAPI-FM	10 WENN

Format Reach



All The Country You'll Ever Need!

WRKK-FM
100,000 WATTS-STEREO

WRKK-100 (Available in Combo with WVOK-AM-Birmingham, AL)

**All The
Country
You'll
Ever Need!**



**WRKK-FM
100,000 WATTS-STEREO**

Birmingham, Alabama

Boston #7

RR

FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ ADP METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.1	5.8	7.0	7.8	9.0	1	WXKS-FM	CHR	3	1	1	1	3	12/89	MMR		13.1
8.2	8.5	8.4	8.6	8.6	2	WBZ am	A/C	1	13	10	5	2	15/72	RAR	ABC-E	8.7
8.7	7.9	8.5	8.0	7.9	3	WHDH am	A/C	2	8	8	3	1	14/75	BLAIR		8.0
5.9	5.9	4.7	6.3	5.6	4	WBCN fm	AOR	7	5	2	2	5	14/79	TORBET		9.0
6.6	6.2	6.6	4.8	5.4	5	WEEI am	News	4	16	13	14	11	18/61	CBS SPOT	CBS	4.4
9.3	6.7	7.4	7.5	4.9	6	WCOZ fm	AOR	5	2	4	6	15	18/59	BLAIR		10.0
5.3	6.1	4.4	4.2	4.9	6	WJIB fm	BM	11	20	16	12	8	14/79	CHRISTAL		4.6
0.5	3.5	5.3	4.5	4.4	8	WMJX fm	A/C	8	10	3	4	4	17/63	EASTMAN		3.5
2.8	3.1	3.0	2.4	4.4	8	WRKO am	Talk	10	11	14	13	12	16/67	RKO	ABC-1	3.9
4.0	3.9	3.1	2.8	3.9	10	WEEI-FM	CHR	6	3	5	8	9	21/52	CBS-FM	CBS-R	4.5
5.0	4.6	4.1	4.4	3.8	11	WROR fm	CHR	9	6	6	7	6	20/54	RKO	RKO-1	3.5
3.2	3.7	2.7	4.0	3.5	12	WXKS am	BBnd	18	24	24	22	18	7/151	MMR		1.9
2.6	2.5	2.1	2.4	3.0	13	WSSH fm	BM	14	21	12	10	7	15/73	HILLIER		1.9
2.7	3.1	2.3	2.2	2.9	14	WHUE-FM	BM	13	22	21	17	16	16/67	SELCOM		2.6
4.1	3.1	4.0	3.0	2.7	15	WVBF fm	A/C	12	14	7	9	10	19/56	McGAVREN		2.0
1.2	1.7	1.9	1.3	2.5	16	WILD am	Blk	23	9	9	11	14	6/179		SHRDN	0.4
1.4	1.7	1.4	1.3	1.9	17	WCRB fm	Clas	16	18	18	15	13	16/68	DONOFRIO		1.0
0.7	0.9	1.3	1.5	1.2	18	WCGY fm	CHR	20	15	11	16	17	16/68	MASLA		0.4
1.6	1.3	1.7	1.2	1.1	19	WAAF fm	AOR	19	4	17	20	24	22/49	KATZ	NBC-S	2.1
1.0	1.3	1.3	0.7	1.1	19	WROL am	Rel	22	24	24	24	23	14/79			0.1
1.1	1.0	1.3	2.5	1.0	21	WBOS fm	AOR	15	7	15	18	24	41/26	B HOWARD		1.6
0.7	1.6	0.7	0.6	1.0	21	WJDA am	A/C	24	24	24	24	24	7/164			0.5

Continued on Page 78



KISS
fm 108

KISS 108 FM IS BETTER HIT MUSIC



WXKS
1430 AM

FOR "THE MUSIC OF YOUR LIFE"

WXKS
FOR THE MUSIC OF YOUR LIFE
1430 AM



Kiss 108 fm **Now #1**** and
the Best Radio Buy
in the Boston Area
is as Easy as 1, 2, 3
EASIER THAN EVER!!!

#1*

A25-49 M-SU 6am-mid

A25-49 M-F 10am-3pm

A25-49 M-F 3-7pm

A25-54 M-F 10am-3pm

M25-54 M-F 10am-3pm

W25-54 M-F 10am-3pm

#2*

A25-54 M-SU 6am-mid

A25-54 M-F 3-7pm

M25-49 M-F 10am-3pm

M25-54 M-F 3-7pm

W25-54 M-SU 6am-mid

W25-54 M-F 3-7pm

#3*

A25-49 M-F 6-10am

A25-54 M-F 6-10am

M25-49 M-SU 6am-mid

M25-54 M-SU 6am-mid

W25-49 M-F 6-10am

W25-54 M-F 6-10am

WXKS-AM/FM is POSITIONED Right Where it Counts!!



MAJOR MARKET RADIO SALES

* **SOURCE:** Arbitron Fall '82/Avg. ¼ Hour Estimates, Metro Survey Area: **All dayparts as listed.**

** **SOURCE:** Arbitron Fall '82/Avg. ¼ Hour Estimates, Metro Survey Area: **Total persons 12 +.**

Survey claims are based on estimates only and are not precise to any mathematical degree.

Anaheim-Santa Ana-Garden Grove #19

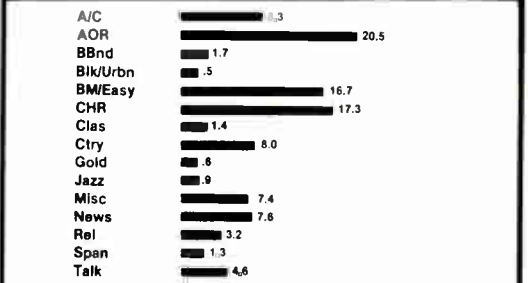
Continued from Page 71

FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
2.0	0.8	1.4	26	KWIZ-FM	A/C	28	27	29	28	21	17/63	TORBET	
1.1	1.1	1.4	26	KYMS-FM	Rel	29	23	13	17	25	17/63		
1.6	2.0	1.3	29	KWIZ am	A/C	20	13	17	21	23	28/39	TORBET	
--	1.1	1.2	30	KMGG fm	CHR	22	15	14	22	31	26/41	TORBET	CBS-R

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 KROQ-FM	1 KIIS	1 KROQ-FM	1 KIIS	1 KMPC	1 KBIG
2 KLOS	2 KNX-FM	2 KNX-FM	2 KNX	2 KFI	2 KRTH
3 KNX-FM	3 KLOS	3 KLOS	3 KBIG	3 KNX-FM	3 KIIS
4 KMET	4 KHTZ	4 KFI	4 KRTH	4 KRTH	4 KNX-FM
5 KRTH	5 KROQ-FM	5 KMET	5 KLOS	5 KBIG	5 KABC
8 KHTZ	6 KRTH	8 KMPC	8 KHTZ	8 KHTZ	8 KJOI
7 KIIS	7 KFI	7 KRTH	7 KROQ-FM	7 KABC	7 KFI
8 XTRA	8 KIQQ	8 KHTZ	8 KFI	8 KLOS	8 KBRT*
9 KFI	9 KEZY-FM	9 KIIS	9 KJOI	9 KZLA-FM	9 KMPC
10 KEZY-FM	10 KIKF	10 KABC	10 KMPC	10 KNX	10 KHTZ

Format Reach



Boston #7

Continued from Page 76

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WRDH
2 WXKS-FM	2 WMJX	2 WXKS-FM	2 WHDH	2 WBZ	2 WBZ
3 WCOZ	3 WROR	3 WCOZ	3 WMJX	3 WHDH	3 WXKS-FM
4 WMJX	4 WEEI-FM	4 WBZ	4 WROR	4 WXKS-FM	4 WMJX
5 WVBF	5 WBCN	5 WMJX	5 WBZ	5 WMJX	5 WSSH
6 WEEI-FM	6 WHDH	6 WHDH	6 WEEI-FM	6 WEEI	6 WROR
7 WILD	7 WVBF	7 WROR	7 WBCN	7 WROR	7 WJIB
8 WROR	8 WCOZ	8 WEEI-FM	8 WSSH	8 WRKO	8 WEEI-FM
9 WHDH	9 WBZ	9 WROR	9 WVBF	9 WCOZ	9 WVBF
10 WBZ	10 WSSH	10 WILD	10 WJIB	10 WJIB	10 WHUE-FM

Format Reach



Chicago #3

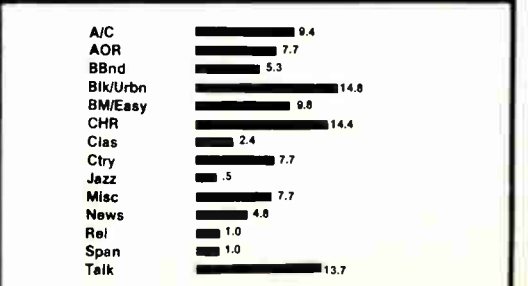
Continued from Page 80

FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.1	1.6	1.1	1.1	1.0	25	WCPL am	A/C	24	24	19	23	23	29/37	B HOWARD	MBS	1.0
1.3	1.0	1.6	1.2	1.0	25	WOJO fm	Span	26	19	24	25	21	14/79	LOTUS		0.5

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 WLUP	1 WGCI	1 WBMX	1 WGCI	1 WGN	1 WGN
2 WBMX	2 WFYR	2 WLUP	2 WCLR	2 WBMX	2 WLOO
3 WXRT	3 WKQX	3 WGCI	3 WGN	3 WLOO	3 WCLR
4 WLS-FM	4 WCLR	4 WGN	4 WFYR	4 WGCI	4 WGCI
5 WGCI	5 WBMX	5 WLS-FM	5 WBMX	5 WBBM	5 WFYR
8 WKQX	6 WBBM-FM	8 WXRT	8 WKQX	8 WCLR	6 WBMX
7 WLS	7 WLS	7 WCLR	7 WLOO	7 WFYR	7 WMAQ
8 WMET	8 WLUP	8 WLS	8 WLS	8 WMAQ	8 WJEZ
9 WCLR	9 WLS-FM	9 WFYR	9 WBBM-FM	9 WLS-FM	9 WBBM
10 WFYR	10 WUSN	10 WKQX	10 WJEZ	10 WKQX	10 WKQX

Format Reach

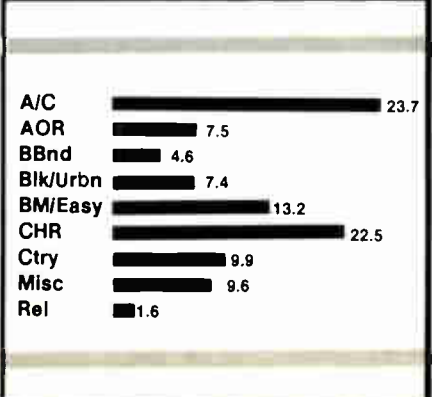


FALL '81	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.6	12.5	12.7	1	WJYE fm	BM	2	15	12	3	1	10/104	TORBET		10.7
13.1	10.6	9.8	2	WBEN am	A/C	1	12	13	11	5	17/64	EASTMAN	NBC	9.7
7.6	7.3	8.0	3	WGR am	A/C	4	11	5	2	2	16/68	KATZ	ABC-E	5.8
2.8	4.6	7.5	4	WYRK fm	Ctry	9	10	7	1	3	9/117	McGAVREN	RKO-2	6.3
5.0	7.0	6.2	5	WBLK fm	Blk	10	4	4	5	7	9/119	PRO RADIO	NBN	4.5
8.8	8.3	5.7	6	WBEN-FM	CHR	3	5	1	4	8	23/47	EASTMAN		7.5
9.7	7.7	5.5	7	WGRQ fm	AOR	7	1	3	8	14	17/65	KATZ	NBC-S	8.0
8.4	9.7	5.2	8	WKBW am	CHR	5	7	8	6	4	24/44	BLAIR	ABC-D	7.5
--	--	4.8	9	WNYS fm	CHR	8	2	6	9	11	15/72	SELCOM		5.6
4.3	2.7	4.8	9	WPHD fm	CHR	6	3	2	7	9	20/54	MMR	ABC-C	5.0
5.1	4.7	4.6	11	WECK am	BBnd	11	21	16	14	10	12/90	MASLA	ABC-I	5.2
1.5	1.4	3.2	12	WBUF fm	A/C	12	14	11	10	6	17/63	McGAVREN	ABC-E	2.3
1.1	1.1	2.1	13	WYSL am	A/C	14	6	14	16	15	25/44	MMR	CBS	3.1
--	0.7	2.0	14	WUWU fm	AOR	15	9	9	12	13	13/84			2.1
2.2	2.8	2.0	14	WZIR fm	CHR	13	8	10	13	18	27/41	CHRISTAL	ABC-R	2.7
3.3	1.4	1.9	16	WWOL am	Ctry	18	22	18	18	17	9/118	SELCOM	ABC-I	1.4
1.1	1.1	1.6	17	WDCX fm	Rel	17	16	17	17	12	11/97			1.1
1.4	1.7	1.2	18	WUFO am	Blk	16	13	15	15	16	16/66	SELCOM	SHRDN	0.7

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 WGRQ	1 WBEN-FM	1 WGR	1 WJYE	1 WGR	1 WJYE
2 WPHD	2 WBLK	2 WYRK	2 WYRK	2 WYRK	2 WYRK
3 WGR	3 WNYS	3 WGRQ	3 WBEN-FM	3 WJYE	3 WGR
4 WUWU	4 WGR	4 WPHD	4 WBLK	4 WBEN	4 WKBW
5 WBEN-FM	5 WPHD	5 WJYE	5 WGR	5 WKBW	5 WBEN-FM
6 WNYS	6 WYRK	6 WBEN	6 WKBW	6 WPHD	6 WBLK
7 WBEN	7 WKBW	7 WUWU	7 WNYS	7 WECK	7 WBUF
8 WYRK	8 WGRQ	8 WKBW	8 WBUF	8 WBUF	8 WBEN
9 WZIR	9 WBUF	9 WBEN-FM	9 WPHD	9 WBLK	9 WNYS
10 WJYE	10 WZIR	10 WBLK	10 WBEN	10 WBEN-FM	10 WDCX

Format Reach



Chicago #3

RR

1983 R&R RATINGS REPORT/Vol. 1 • 80

FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.6	9.2	7.8	9.3	9.6	1	WGN	am Talk	1	18	13	2	1	12/89	CHRISTAL	MBS	9.6
6.5	5.8	4.9	4.8	6.1	2	WLOO	fm BM	6	20	16	8	2	12/91	KATZ		4.6
6.9	6.1	6.6	6.1	5.3	3	WGCI	fm Urbn	7	3	1	1	3	13/80	MCGAVREN	MBS	5.0
6.0	5.9	4.9	4.8	4.8	4	WBBM	am News	2	22	18	14	7	20/55	CBS SPOT	CBS	5.5
2.1	4.6	5.1	5.2	4.7	5	WBMX	fm Blk	8	6	2	3	5	15/74	MASLA		3.7
2.7	2.1	2.7	5.3	4.1	6	WBBM-FM	CHR	4	1	10	11	18	22/49	CBS-FM	CBS-R	5.0
3.4	3.5	3.7	3.7	4.1	6	WCLR	fm A/C	10	11	5	4	4	15/71	TORBET		3.0
4.7	4.8	4.5	3.5	4.1	6	WIND	am Talk	14	23	22	20	14	12/88	RAR	ABC-E	5.0
4.7	4.5	4.8	3.6	3.8	9	WLS	am CHR	3	2	9	9	11	25/44	BLAIR	ABC-C	3.9
1.1	1.1	3.7	4.2	3.5	10	WJJD	am BBnd	15	14	27	24	17	14/80	MMR	ABC-I	3.6
3.5	3.6	4.1	2.7	3.4	11	WLS-FM	CHR	5	5	7	10	15	23/46	BLAIR	ABC-R	4.6
4.2	4.2	3.8	4.2	3.4	11	WLUP	fm AOR	11	7	3	6	24	18/60	MMR		6.0
3.7	4.4	3.9	2.7	3.2	13	WLAK	fm BM	16	28	23	18	12	15/74	CHRISTAL		2.4
4.2	3.9	3.5	3.8	3.2	13	WMAQ	am Ctry	9	16	17	15	8	20/54	EASTMAN	NBC	3.6
3.1	3.8	2.5	3.3	3.1	15	WFYR	fm A/C	13	13	6	5	6	17/62	RKO	RKO-1	2.9
3.3	2.9	2.7	2.7	3.1	15	WKQX	fm CHR	12	9	4	7	9	20/54	EASTMAN		4.5
2.5	2.5	3.7	2.9	2.5	17	WJPC	am Blk	17	4	14	19	22	18/60	B HOWARD	NBN	2.4
3.0	1.6	2.3	2.1	2.4	18	WJEZ	fm Ctry	20	21	15	13	10	14/78	MMR	RKO-2	2.1
1.6	2.0	1.6	2.1	2.3	19	WXRT	fm AOR	19	12	8	12	16	16/69	MASLA		3.6
--	1.3	1.6	2.0	2.1	20	WUSN	fm Ctry	21	17	12	16	13	15/72	HILLIER	ABC-D	1.8
3.4	2.3	2.4	2.2	2.0	21	WMET	fm AOR	18	8	11	17	26	22/49	KATZ	NBC-S	1.7
2.5	2.0	1.5	1.4	1.8	22	WAIT	am BBnd	23	28	28	28	28	16/66	KATZ		1.0
2.2	2.0	1.3	1.4	1.8	22	WFMT	fm Clas	25	28	21	22	19	15/71	CMBS		2.4
1.6	2.0	2.4	2.1	1.6	24	WVON	am Blk	22	10	20	21	20	20/55	MCGAVREN	SHRDN	0.8

Continued on Page 78

Beautiful Music
can be a money machine

Ed Winton
813-576-2299



WINTON COMMUNICATIONS

*If you
can't judge a book
by its cover*

*Then don't judge
a Radio Station
by its 12 +!*

WLUP UP AGAIN IN MEN 18-34
UP AGAIN IN FEMALES 18-34
UP AGAIN IN ADULTS 18-34

SPRING COVER STORY
Jonathon Brandmeier's
Debut!
on The Loop FM 98

the Loop[®]
FM98

Where Rock Comes of Age

Cincinnati #27

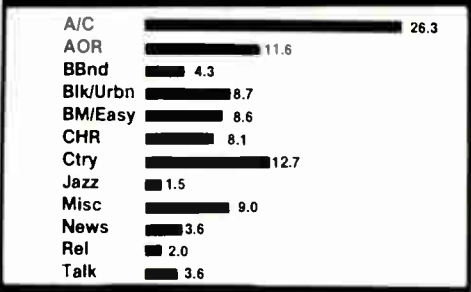


FALL '81	SPRING '82	FALL '82	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12-BIRCH SHARE
11.8	9.8	9.5	1	WEBN fm	AOR	2	2	1	1	9	14/76	TORBET		14.4
7.8	8.2	8.6	2	WKRC am	A/C	1	8	6	3	3	17/65	KATZ	ABC-E	8.0
8.3	8.0	8.1	3	WKRQ fm	CHR	3	1	3	4	12	17/65	KATZ		10.4
8.9	7.1	7.8	4	WWEZ fm	BM	7	14	12	8	4	11/101	EASTMAN		8.5
5.9	5.6	7.4	5	WUBE-FM	Ctry	8	5	8	6	1	11/103	McGAVREN		5.9
6.4	4.5	7.2	6	WCKY am	N/T	6	16	11	12	10	12/87	EASTMAN	CBS	7.1
6.3	6.2	7.1	7	WRRM fm	A/C	5	10	2	2	2	14/78	BLAIR		6.1
8.1	10.2	5.8	8	WLW am	A/C	4	17	10	11	5	21/52	CBS SPOT	NBC	5.4
2.4	3.9	5.1	9	WBLZ fm	Urbn	9	3	4	5	8	13/81	HILLIER		5.1
6.1	5.9	4.3	10	WMLX am	BBnd	11	20	19	15	13	12/94	McGAVREN		4.7
5.5	4.3	4.1	11	WYYS fm	A/C	10	7	5	7	6	15/72	MMR		3.3
2.6	4.4	3.6	12	WCIN am	Blk	12	4	7	10	11	13/82	HILLIER	NBN	2.4
1.9	1.9	3.2	13	WSAI-FM	Ctry	14	13	13	9	7	14/80	CHRISTAL	AP	1.7
1.3	2.4	2.1	14	WSKS fm	AOR	13	6	9	13	15	22/48	CBS-FM	RKO-1	1.4
0.8	1.5	1.5	15	WNOP am	Jazz	16	21	14	16	16	10/113		UPI	0.9
2.6	2.9	1.5	15	WSAI am	Ctry	15	12	15	14	14	23/48	CHRISTAL	AP	2.9

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 WEBN	1 WRRM	1 WRRM	1 WRRM	1 WRRM	1 WUBE-FM
2 WRRM	2 WKRC	2 WRRM	2 WKRC	2 WUBE-FM	2 WRRM
3 WBLZ	3 WEBN	3 WKRC	3 WKRC	3 WKRC	3 WKRC
4 WKRC	4 WBLZ	4 WBLZ	4 WEBN	4 WLW	4 WWEZ
5 WSKS	5 WYYS	5 WUBE-FM	5 WYYS	5 WEBN	5 WYYS
6 WKRC	6 WCIN	6 WKRC	6 WUBE	6 WWEZ	6 WLW
7 WYYS	7 WKRC	7 WSKS	7 WBLZ	7 WCKY	7 WCIN
8 WUBE-FM	8 WUBE-FM	8 WLW	8 WCIN	8 WSAI-FM	8 WKRC
9 WCIN	9 WWEZ	9 WSAI-FM	9 WWEZ	9 WBLZ	9 WSAI-FM
10 WLW	10 WSAI-FM	10 WCKY	10 WSAI-FM	10 WYYS	10 WBLZ

Format Reach



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W-Lite 95 FM

WLLT-FM
Represented nationally by Major Market Radio Sales

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Cleveland #21

RR

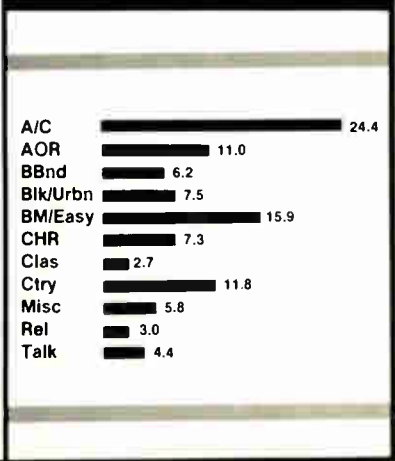
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FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	BIRCH SHARE
9.0	8.3	8.2	9.6	8.4	1	WMMS	fm AOR	1	2	1	1	4	13/83	KATZ	NBC-S	13.8
8.1	9.7	7.6	6.4	7.9	2	WDOK	fm BM	4	17	10	7	3	12/94	EASTMAN		6.8
--	--	--	4.7	7.7	3	WMJI	fm A/C	3	7	2	2	1	13/83	TORBET	CBS-R	6.8
6.6	6.5	7.3	5.3	6.7	4	WQAL	fm BM	6	16	11	9	5	12/90	McGAVREN		5.0
3.4	5.3	5.6	7.5	6.2	5	WBBG	am BBnd	9	15	19	14	11	12/92	TORBET		4.9
5.6	5.2	6.3	5.2	5.9	6	WGCL	fm CHR	2	1	6	5	10	18/61	MMR	ABC-F	9.2
6.1	5.9	7.0	5.1	5.5	7	WZZP	fm A/C	5	8	3	3	2	15/74	CHRISTAL	APR	4.3
4.9	7.2	5.9	6.7	5.3	8	WDMT	fm Urbn	10	3	5	4	6	13/86	B HOWARD	RKO-1	4.9
6.7	4.8	4.8	5.2	5.1	9	WHK	am Ctry	11	13	15	11	8	13/83	KATZ	NBC	3.8
5.8	6.1	4.9	4.5	4.4	10	WERE	am Talk	7	21	17	17	12	18/59	MMR	MBS	3.3
2.2	2.9	2.8	4.4	4.3	11	WZAK	fm Urbn	14	4	4	6	13	11/99	SELCOM		5.8
4.7	5.2	3.7	4.2	3.6	12	WGAR	am A/C	8	9	7	8	7	22/49	BLAIR	ABC-E	4.4
3.7	3.7	2.6	3.8	3.5	13	WKSW	fm Ctry	13	14	9	10	9	15/73	BLAIR	RKO-2	3.1
3.2	3.5	4.5	4.4	3.2	14	WWWE	am Ctry	12	12	14	13	16	18/60	EASTMAN	CBS	1.9
3.0	2.7	2.4	3.0	2.7	15	WCLV	fm Clas	18	19	13	16	17	15/75	CMBS		2.5
--	--	--	--	2.6	16	WRQC	fm AOR	15	5	8	12	18	17/63	MASLA		3.1
1.2	3.0	3.2	2.4	2.4	17	WABQ	am Rel	20	24	18	18	15	8/135	LOTUS	SHRDN	0.8
4.4	2.6	2.4	1.5	2.3	18	WJW	am A/C	16	18	21	20	21	19/58	CHRISTAL	ABC-D	2.0
2.7	2.7	2.7	2.6	2.2	19	WJMO	am Blk	17	11	12	15	14	19/58	MASLA	NBN	2.8
1.1	1.3	1.7	0.9	1.0	20	WDBN	fm BM	21	22	25	22	19	14/80	MASLA		1.1
1.1	1.7	0.9	1.6	1.0	20	WKDD	fm CHR	19	6	16	19	22	30/36	KATZ		1.5

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMMS	1 WMJI	1 WMMS	1 WMJI	1 WMJI	1 WMJI
2 WMJI	2 WMMS	2 WMJI	2 WZZP	2 WMMS	2 WZZP
3 WDMT	3 WZZP	3 WDMT	3 WMMS	3 WDOK	3 WDOK
4 WZZP	4 WZAK	4 WZZP	4 WZAK	4 WZZP	4 WQAL
5 WRQC	5 WGCL	5 WRQC	5 WGCL	5 WDMT	5 WDMT
6 WZAK	6 WDMT	6 WDOK	6 WDMT	6 WGAR	6 WGAR
7 WGCL	7 WGAR	7 WGAR	7 WQAL	7 WHK	7 WBBG
8 WGAR	8 WQAL	8 WGCL	8 WGAR	8 WQAL	8 WHK
9 WKSW	9 WKSW	9 WZAK	9 WDOK	9 WKSW	9 WABQ
10 WDOK	10 WDOK	10 WHK	10 WKSW	10 WGCL	10 WZAK

Format Reach



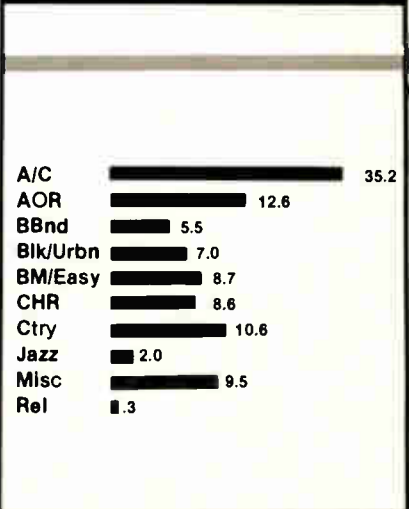
Columbus, OH #37

FALL '81	SPRING '82	FALL '82	P+ ADJ METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
12.6	11.0	12.6	1	WLVO	fm	AOR	3	2	1	1	3	11/98	KATZ	
13.0	9.3	11.2	2	WTVN	am	A/C	1	6	6	3	1	18/62	KATZ	ABC-E
10.9	10.9	8.6	3	WXGT	fm	CHR	2	1	3	4	9	16/67	EASTMAN	CBS-R
--	--	8.3	4	WSNY	fm	A/C	4	5	2	2	2	16/67	MMR	
3.1	4.5	7.0	5	WVKO	am	Blk	10	3	4	5	10	8/135	MASLA	NBN
6.7	7.4	6.9	6	WBNS-FM		BM	6	9	12	10	7	15/71	BLAIR	
6.2	5.1	6.5	7	WMNI	am	Ctry	8	18	10	9	6	13/84	McGAVREN	MBS
8.6	8.5	6.1	8	WNCI	fm	A/C	5	4	5	6	4	22/50	CHRISTAL	ABC-C
6.3	6.7	5.8	9	WBNS	am	A/C	7	8	7	7	5	17/64	BLAIR	ABC-I
7.2	6.6	5.5	10	WCOL	am	BBnd	9	12	13	13	11	15/72	EASTMAN	CBS
3.7	3.3	4.1	11	WHOK	fm	Ctry	11	10	8	8	8	14/80	P W RADIO	AP
0.8	1.4	2.0	12	WBBY	fm	Jazz	14	11	9	11	12	15/74	ROSLIN	
0.8	0.5	1.8	13	WRFD	am	A/C	15	7	11	12	13	14/80	McGAVREN	AP
2.6	3.0	1.8	13	WRMZ	fm	BM	12	15	14	14	14	18/61	McGAVREN	MBS

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLVO	1 WSNY	1 WLVO	1 WSNY	1 WTVN	1 WTVN
2 WXGT	2 WLVO	2 WTVN	2 WLVO	2 WLVO	2 WSNY
3 WSNY	3 WXGT	3 WSNY	3 WTVN	3 WSNY	3 WNCI
4 WVKO	4 WVKO	4 WBNS	4 WVKO	4 WBNS	4 WMNI
5 WTVN	5 WNCI	5 WXGT	5 WNCI	5 WNCI	5 WBNS-FM
6 WNCI	6 WTVN	6 WNCI	6 WXGT	6 WHOK	6 WVKO
7 WBNS	7 WBNS	7 WVKO	7 WBNS	7 WMNI	7 WBNS
8 WHOK	8 WHOK	8 WHOK	8 WBNS-FM	8 WXGT	8 WXGT
9 WBBY	9 WMNI	9 WMNI	9 WHOK	9 WCOL	9 WHOK
10 WRFD	10 WBNS-FM	10 WBBY	10 WMNI	10 WBNS-FM	10 WCOL

Format Reach



Dallas-Ft. Worth #10

RR

FALL '81	WINTER '82	SPRING '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.3	8.4	7.5	8.3	1	KSCS	fm Ctry	2	6	3	2	2	13/83	EASTMAN		7.3
8.2	7.9	8.4	7.9	2	KVIL-FM	A/C	1	9	1	1	1	14/78	BLAIR		9.9
5.0	6.3	4.6	7.1	3	KMEZ-FM	BM	6	15	13	6	3	12/92	McGAVREN		4.2
6.4	5.2	5.4	5.9	4	KRLD	am News	3	16	19	13	6	18/61	KATZ	CBS	5.2
3.4	6.4	4.5	5.7	5	KPLX	fm Ctry	8	8	6	3	4	14/78	RKO	AP	5.5
6.5	6.6	5.2	5.3	6	KKDA-FM	Urbn	9	3	4	5	7	14/77	SELCOM	MBS	6.3
4.0	3.4	2.5	5.1	7	KOAX	fm BM	12	19	15	16	8	12/93	RAR		1.9
6.5	4.9	6.4	4.9	8	KZEW	fm AOR	5	7	2	4	11	18/61	MMR	NBC-S	6.6
6.8	6.7	7.7	4.8	9	WBAP	am Ctry	7	10	12	8	5	17/64	EASTMAN	ABC-I	3.9
5.0	4.1	4.7	4.6	10	KEGL	fm CHR	4	1	8	10	15	19/56	HILLIER	ABC-C	6.8
4.1	3.8	3.0	4.1	11	WFAA	am N/T	13	21	17	15	10	14/76	CBS SPT	NBC	2.5
4.3	4.9	6.3	3.8	12	KNOK-FM	Urbn	16	4	9	12	13	13/85	B HOWARD	NBN	5.2
4.4	3.7	4.0	3.4	13	KMGC	fm A/C	11	12	5	7	9	18/59	SELCOM		3.5
4.6	6.4	6.3	3.4	13	KTXQ	fm AOR	10	5	7	11	20	21/52	CBS-FM		7.3
1.0	1.7	2.3	3.2	15	KAFM	fm CHR	14	2	11	14	18	17/64	TORBET		3.6
1.8	1.4	2.0	2.8	16	KLVU	fm A/C	15	11	10	9	12	19/58	HILLIER		1.6
2.3	1.8	2.0	2.2	17	KFJZ	am BBnd	17	23	25	25	22	17/62	CHRISTAL		1.8
1.2	0.8	1.0	1.7	18	KLIF	am Ctry	20	14	24	24	25	14/80	RKO	MBS	1.1
1.6	1.2	1.2	1.5	19	KIXK	fm Ctry	19	17	18	19	17	15/71			1.1
1.5	1.4	0.8	1.2	20	WRR	fm Clas	18	24	21	20	16	20/54	CMBS		1.7
0.2	0.3	--	1.1	21	KAAM	am Gold	21	18	14	17	14	19/56	TORBET		0.8
0.6	1.0	1.5	1.0	22	KKDA	am Urbn	23	22	22	21	19	17/64			0.3
1.2	1.9	1.3	1.0	22	KPBC	am Re1	25	25	16	18	21	13/83			1.1

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W
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Dayton #48

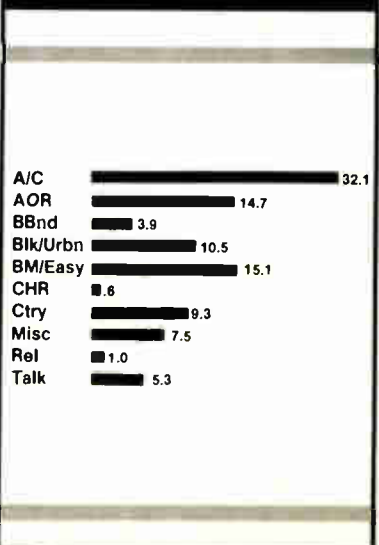
RR

FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
15.2	15.2	15.1	1	WHIO-FM	BM	1	13	5	2	1	10/106	CHRISTAL	
10.1	14.4	13.3	2	WTUE fm	AOR	4	1	1	1	6	10/111	McGAVREN	
10.2	10.8	10.9	3	WHIO am	A/C	2	11	9	6	4	14/78	CHRISTAL	CBS
8.2	6.0	7.3	4	WONE am	Ctry	5	6	8	4	3	13/81	McGAVREN	
8.3	6.1	6.9	5	WING am	A/C	3	10	4	3	2	19/56	KATZ	ABC-I
9.7	6.6	5.9	6	WDAO fm	Blk	7	4	3	5	5	12/88	B HOWARD	ABC-C
4.9	5.2	5.3	7	WAVI am	Talk	12	16	14	10	9	8/143	B HOWARD	ABC-E
1.7	4.4	4.6	8	WBLZ fm	Urbn	10	2	7	9	11	12/94	HILLIER	
7.7	6.1	4.5	9	WDJX fm	A/C	6	3	6	8	7	21/53	TORBET	RKO-1
2.7	4.4	3.9	10	WJAI fm	BBnd	11	17	17	15	10	10/104	KATZ	
4.0	2.8	3.9	10	WVUD fm	A/C	8	7	2	7	8	18/61	MASLA	CBS-R
1.3	0.4	2.0	12	WBZI fm	Ctry	14	18	13	12	13	15/75	REGIONAL	RKO-2
1.7	1.6	1.8	13	WLW am	A/C	9	12	15	14	14	32/34	CBS SPOT	NBC
2.7	2.2	1.6	14	WPBF fm	A/C	13	15	11	11	12	21/52	LOTUS	MBS
0.7	1.6	1.4	15	WYYS fm	A/C	15	9	10	13	15	17/63	MMR	

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTUE	1 WTUE	1 WTUE	1 WHIO-FM	1 WHIO-FM	1 WHIO-FM
2 WDAO	2 WBLZ	2 WING	2 WTUE	2 WING	2 WING
3 WVUD	3 WING	3 WHIO-FM	3 WING	3 WONE	3 WONE
4 WING	4 WVUD	4 WDAO	4 WONE	4 WTUE	4 WHIO
5 WHIO-FM	5 WDJX	5 WONE	5 WDJX	5 WHIO	5 WDAO
6 WONE	6 WHIO-FM	6 WVUD	6 WBLZ	6 WDAO	6 WDJX
7 WDJX	7 WDAO	7 WHIO	7 WHIO	7 WVUD	7 WTUE
8 WHIO	8 WHIO	8 WDJX	8 WDAO	8 WAVI	8 WBLZ
9 WSKS	9 WONE	9 WAVI	9 WVUD	9 WLW	9 WPBF
10 WYYS	10 WPBF	10 WLW	10 WPBF	10 WDJX	10 WAVI

Format Reach



Denver-Boulder #23

RR

FALL '81	WINTER '82	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.9	7.1	7.8	9.5	1	KOSI	fm BM	2	14	11	2	1	12/90	RAR		6.7
8.2	6.6	5.6	6.6	2	KOA	am Talk	1	17	20	12	4	18/62	KATZ	CBS	7.1
5.4	5.8	6.2	5.9	3	KAZY	fm AOR	5	1	8	11	18	17/65	McGAVREN	NBC-S	6.9
4.2	4.2	4.2	5.9	3	KLIR	fm CHR	7	8	1	1	2	15/74	CHRISTAL		5.4
7.1	6.2	7.2	5.5	5	KBPI	fm AOR	3	2	2	3	12	20/53	SELCOM		6.7
6.5	5.0	4.8	5.0	6	KOAQ	fm CHR	6	3	4	6	10	18/62	KATZ		6.1
4.5	6.5	5.9	4.7	7	KPPL	fm A/C	8	7	5	4	5	18/62	MMR	RKO-1	3.2
4.9	4.1	5.4	4.5	8	KIMN	am CHR	4	5	7	7	7	22/49	BLAIR	ABC-C	4.6
5.2	5.4	5.0	4.4	9	KHOW	am A/C	9	18	12	8	3	18/59	EASTMAN		3.8
3.5	3.6	3.1	4.2	10	KBCO	fm AOR	14	13	3	5	8	12/89	MASLA		4.6
5.9	6.6	5.8	3.9	11	KPKE	fm AOR	12	4	6	10	19	14/77	CBS-FM		7.3
5.2	6.0	4.5	3.9	11	KYGO	fm Ctry	11	12	10	9	6	15/71	BLAIR	ABC-D	6.7
3.8	3.7	3.5	3.7	13	KVOD	fm Clas	13	22	17	15	9	14/77	CMBS		3.2
5.2	4.3	4.4	3.5	14	KEZW	am BBnd	15	19	22	19	14	14/76	CHRISTAL	MBS	3.1
3.8	3.7	5.1	3.2	15	KLZ	am Ctry	10	9	15	14	13	18/59	McGAVREN	ABC-E	5.1
--	--	--	2.7	16	KRZN	am Gold	16	15	9	13	11	17/65	B HOWARD		2.3
--	1.2	0.9	2.6	17	KNUS	am Talk	18	26	26	21	16	12/91	SELCOM	ABC-I	2.0
1.4	1.4	2.0	1.9	18	KDEN	am News	17	20	29	26	24	22/50	SAVALLI	NBC	2.0
1.7	2.3	2.9	1.7	19	KDKO	am Blk	20	6	14	22	23	14/75	M ROSLIN	SHRDN	1.6
--	--	1.2	1.7	19	KJJZ	am Jazz	25	27	19	16	17	9/115	UNIREP	MBS	0.8
1.1	0.8	1.3	1.5	21	KBRQ	am Ctry	21	23	18	17	15	14/75	TORBET	ABC-E	1.2
--	0.8	1.8	1.4	22	KBRQ-FM	Ctry	19	10	16	18	21	21/52	TORBET	ABC-E	1.3
1.1	1.6	0.8	1.2	23	KTCL	fm AOR	24	24	13	20	20	14/77	PRO RADIO		1.3
--	--	0.3	1.0	24	KKBB	am A/C	23	28	28	29	27	18/61	P-W RADIO	ABC-C	--

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Continued on Page 101



EARTH NEWS

ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

World Radio History

Detroit #6

RR

FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	35-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
9.7	8.4	10.8	11.2	9.3	1	WJR	am Misc	1	15	18	9	1	14/80	EASTMAN	NBC	10.4
3.5	4.1	2.8	3.2	6.6	2	WJOI	fm BM	10	22	16	12	5	11/97	CBS SPOT		3.7
6.0	5.1	5.6	4.0	5.6	3	WXYZ	am Talk	12	26	21	18	12	11/96	BLAIR	ABC-I	5.3
5.3	6.0	5.9	4.6	5.5	4	WWJ	am News	3	20	20	17	14	17/63	CBS SPT	CBS	5.0
5.3	6.7	6.3	5.6	5.4	5	WRIF	fm AOR	2	4	1	1	11	20/54	BLAIR	ABC-R	8.0
2.3	1.4	3.0	6.6	5.1	6	WDRQ	fm Urbn	11	3	4	3	7	14/77	SELCOM	RKO-1	6.8
4.7	4.4	3.9	3.8	4.9	7	WHYT	fm CHR	4	1	8	10	13	19/57	EASTMAN		4.5
4.5	5.6	5.1	6.1	4.8	8	WNIC-FM	A/C	6	7	2	2	2	19/58	RKO		4.7
2.7	3.7	3.8	3.5	4.7	9	WJLB	fm Blk	8	6	6	5	8	16/67	MASLA		4.1
7.0	4.7	6.1	4.7	4.3	10	WLLZ	fm AOR	5	2	3	6	19	21/51	McGAVREN		6.3
5.1	3.6	4.0	4.5	4.0	11	WWWV	fm Ctry	14	14	11	8	3	15/73	CHRISTAL	AP	4.8
3.4	3.5	3.7	4.8	3.9	12	WMJC	fm A/C	9	11	5	4	4	20/55	MMR	ABC-C	4.3
2.4	2.6	2.2	2.6	3.5	13	WOMC	fm A/C	15	19	10	7	6	16/68	KATZ	RKO-2	2.2
3.0	2.7	2.3	2.6	2.9	14	CKLW	am CHR	13	10	12	13	10	22/48	CHRISTAL		2.5
3.6	3.4	3.3	4.0	2.8	15	WABX	fm AOR	7	5	7	14	20	28/38	KATZ	NBC-S	4.4
3.5	3.8	3.1	3.0	2.8	15	WCZY	fm A/C	16	13	9	11	9	18/60	CBS-FM	CBS-R	2.3
2.8	4.3	3.1	3.0	2.3	17	WCXI	am Ctry	20	26	24	22	17	15/72	TORBET	MBS	1.7
2.5	2.8	2.8	1.7	2.2	18	WCXI-FM	Ctry	19	16	17	19	16	18/61	TORBET	ABC-E	3.0
3.7	2.5	2.5	2.4	1.9	19	WLBS	fm Blk	17	9	13	16	23	26/42	UNIREP		1.8
0.3	1.3	1.4	1.4	1.8	20	CKJY	fm BBnd	22	26	26	26	21	15/72	CHRISTAL		0.7
3.9	3.4	4.9	3.0	1.8	20	WGPR	fm Blk	18	8	15	21	22	22/48	R A LAZAR	SHRDN	1.2
2.8	3.0	2.4	2.7	1.7	22	WJZZ	fm Jazz	21	21	14	20	18	20/53	B HOWARD		2.3
1.1	1.1	1.0	1.2	1.6	23	WHND	am Gold	24	26	19	15	15	13/83	MMR	ABC-C	0.8
1.5	1.8	1.2	1.1	1.4	24	WQRS	fm Clas	23	18	22	23	24	16/69	CMBS		1.3

Continued on Page 101

HOT HITS DETROIT HOT HITS DETROIT HOT HITS DETROIT HOT HIT

WHYT 96 FM



AP LaserPhoto

When the man on the right wanted the world to listen, he talked to the man on the left. And the man on the left was ours.

While a fanatic held the rest of the world at bay, nearly six thousand AP Broadcast members came within five feet of him.

Cold, unabashed fear twisted his gut as AP correspondent Steve Komarow eased toward a nervous bomber and what he believed was 1,000 lbs. of explosives.

Just minutes earlier, the news had electrified the crowd of reporters gathered near the Washington Monument: Mayer wanted to talk to a media representative.

A voice—Komarow's—rose over the din. He pleaded that a wire service representative should have a chance at the guy. A police spokesman recognized him, and singled Komarow out.

Why? Was it his reputation? Was it luck? Or was it his tenacity—his determination not to be swallowed by the faceless wall of newsmen, huddled behind the restraining ropes? Each relating the same story, from the same perspective.

It was all of that. And for five hours, it was Komarow who stepped in and out of Norman Mayer's killing zone.

Suddenly, an engine roared. Shots rang out. And Mayer lay dying.

In the end, one reporter—Komarow—had a headline story. The others were left with sidebars. One reporter knew first-hand what made Norman Mayer tick.

One reporter, and nearly six thousand AP radio and television members.

If you're determined to give your listeners a closer look at the newsmakers, contact Glenn Serafin.



Associated Press Broadcast Services. (212) 621-1511.

Associated Press Broadcast Services. Without a doubt.

Greensboro-Winston Salem-High Point #46 *RR*

FALL '81	SPRING '82	FALL '82	12+ ADH MTRHD RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE	
15.8	15.6	14.9	1	WTQR	fm	Ctry	1	8	2	1	1	10/109	McGAVREN		16.8
5.5	7.8	8.8	2	WQMG	fm	Blk	7	4	1	2	3	8/128	B HOWARD	CBS-R	7.2
8.4	7.4	8.3	3	WGLD	fm	BM	2	25	8	5	2	12/90	BLAIR		11.4
7.0	6.8	6.5	4	WRQK	fm	CHR	4	5	4	3	4	14/78	EASTMAN	MBS	6.0
8.9	9.2	6.1	5	WKZL	fm	AOR	6	2	3	4	7	13/81	KATZ	ABC-R	11.7
8.3	10.8	5.9	6	WSEZ	fm	CHR	3	1	5	6	5	16/67	TORBET	RKO-1	10.2
6.8	5.5	5.4	7	WSJS	am	A/C	5	34	10	9	6	16/66	McGAVREN	NBC	5.5
3.5	4.0	3.7	8	WAAA	am	Blk	11	12	11	10	8	9/115	PRO RADIO	NBN	2.3
--	--	3.3	9	WDCG	fm	CHR	9	3	6	7	19	12/87	CBS-FM		3.2
3.6	2.1	3.2	10	WAIR	am	Blk	10	7	7	8	11	12/92	TORBET		2.6
0.8	1.9	2.7	11	WPET	am	Rel	18	15	34	18	14	7/147			1.1
3.8	3.0	2.6	12	WBIG	am	BBnd	8	18	21	12	10	20/55		CBS	3.9
1.7	2.4	2.6	12	WEAL	am	Blk	15	6	9	11	9	9/118		SHRDN	1.3
1.6	2.6	1.8	14	WMFR	am	A/C	18	10	15	17	26	17/62	MMR	ABC-F	0.7
--	--	1.5	15	WBCY	fm	CHR	25	36	12	15	21	9/125	BLAIR		--
1.0	1.0	1.4	16	WCOG	am	Ctry	13	9	13	13	12	20/53	MASLA	ABC-C	1.8
0.9	1.3	1.4	16	WHPE	fm	Rel	19	14	23	24	20	14/78			1.8
1.3	0.5	1.2	18	WTNC	am	A/C	23	16	31	32	23	12/87			--
1.1	0.7	1.1	19	WTOB	am	A/C	17	31	28	28	18	19/57	SAVALLI	ABC-C	0.8
1.6	2.1	1.1	19	WWMO	fm	Rel	14	20	17	14	15	22/49			2.0
1.0	0.9	1.0	21	WBUY	am	A/C	16	22	35	23	24	23/46	TN SPOT		0.3
0.7	0.5	1.0	21	WMFR-FM		BM	21	32	32	37	35	17/62	MMR	ABCFM	--

Demographic Rank

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54	
1	WKZL	1	WQMG	1	WTQR	1	WTQR	1	WTQR	1	WTQR
2	WTQR	2	WRQK	2	WQMG	2	WQMG	2	WQMG	2	WGLD
3	WQMG	3	WTQR	3	WKZL	3	WRQK	3	WGLD	3	WRQK
4	WRQK	4	WSEZ	4	WRQK	4	WGLD	4	WRQK	4	WQMG
5	WSEZ	5	WKZL	5	WGLD	5	WSEZ	5	WKZL	5	WSEZ
6	WDCG	6	WAIR	6	WSEZ	6	WKZL	6	WSEZ	6	WSJS
7	WBCY	7	WGLD	7	WDCG	7	WAIR	7	WSJS	7	WAAA
8	WAIR	8	WEAL	8	WSJS	8	WAAA	8	WOKX	8	WKZL
9	WSJS	9	WAAA	9	WOKX	9	WBSJS	9	WBIG	9	WEAL
10	WMFR	10	WDCG	10	WAIR	10	WEAL	10	WAAA	10	WBIG

Format Reach

A/C	12.9
AOR	6.1
BBnd	2.6
Blk/Urbn	18.3
BM/Easy	10.2
CHR	17.8
Ctry	19.9
Misc	5.2
Rel	7.0

Hartford-New Britain #40

RR

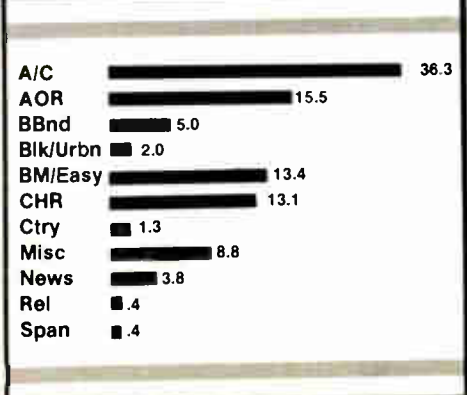
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FALL '81	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE	
23.8	21.7	21.1	1	WTIC	am	A/C	1	7	4	2	1	12/94	KATZ	NBC	19.8
7.0	6.9	11.1	2	WTIC-FM		CHR	2	3	1	1	2	14/78	KATZ		10.5
6.3	7.5	6.4	3	WRCH	fm	BM	6	17	17	9	3	14/79	CHRISTAL		6.7
5.8	4.4	6.0	4	WKSS	fm	BM	9	13	11	10	4	12/88	BLAIR		4.9
4.9	5.0	5.9	5	WCCC-FM		AOR	5	1	2	3	9	15/70	SELCOM	ABC-C	7.2
6.5	6.9	5.4	6	WHCN	fm	AOR	4	2	3	4	12	18/61	MASLA	ABC-R	9.2
2.0	3.7	5.0	7	WRCQ	am	BBnd	11	16	23	17	10	12/92	CHRISTAL		2.7
5.3	3.2	4.2	8	WDRG-FM		A/C	3	5	5	5	8	24/44	McGAVREN		3.7
3.6	5.0	3.8	9	WPOP	am	News	8	22	15	13	11	20/54	TORBET	CBS	3.7
3.6	3.1	3.3	10	WDRG	am	A/C	7	8	8	8	6	24/46	McGAVREN		3.0
3.7	4.5	3.2	11	WWYZ	fm	A/C	12	12	7	6	5	18/60	CBS-FM	RKO-1	3.2
4.0	3.9	3.1	12	WIOF	fm	A/C	10	9	6	7	7	20/55	TORBET	CBS-R	2.9
1.7	1.6	2.0	13	WAQY	fm	AOR	13	4	9	15	20	25/44	EASTMAN	ABC-C	1.9
3.0	3.3	2.0	13	WKND	am	Blk	17	6	14	12	14	10/109	R A LAZAR	NBN	1.8
1.8	1.8	1.7	15	WKCI	fm	CHR	14	11	10	11	13	23/46	McGAVREN		1.8
0.4	0.5	1.1	16	WCCC	am	AOR	19	10	16	18	22	16/67	SELCOM	ABC-C	--
0.5	0.5	1.1	16	WMAS-FM		A/C	16	20	13	16	15	19/56	MCGAVREN		0.8
1.3	1.0	1.1	16	WPLR	fm	AOR	15	15	12	14	16	25/43	CHRISTAL		2.1
0.9	0.4	1.0	19	WHYN-FM		BM	18	19	18	19	18	20/53	BLAIR	RKO-2	0.5

Demographic Rank

Format Reach

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCCC-FM	1 WTIC-FM	1 WTIC	1 WTIC-FM	1 WTIC	1 WTIC
2 WHCN	2 WWYZ	2 WCCC-FM	2 WTIC	2 WTIC-FM	2 WTIC-FM
3 WTIC-FM	3 WHCN	3 WTIC-FM	3 WWYZ	3 WRCH	3 WRCH
4 WTIC	4 WIOF	4 WHCN	4 WDRG-FM	4 WCCC-FM	4 WKSS
5 WDRG-FM	5 WTIC	5 WDRG-FM	5 WIOF	5 WDRG	5 WWYZ
6 WIOF	6 WDRG-FM	6 WDRG	6 WDRG	6 WKSS	6 WIOF
7 WPLR	7 WCCC-FM	7 WWYZ	7 WHCN	7 WWYZ	7 WDRG
8 WWYZ	8 WDRG	8 WIOF	8 WCCC-FM	8 WDRG-FM	8 WDRG-FM
9 WDRG	9 WKSS	9 WRCH	9 WRCH	9 WFOP	9 WRCQ
10 WPOP	10 WAQY	10 WKND	10 WKSS	10 WIOF	10 WKCI



Houston-Galveston #8

RR

FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ ADP METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.7	8.1	9.1	8.6	7.9	1	KMJQ	fm Urbn	5	2	4	3	5	10/104	McGAVREN		4.7
7.3	5.3	6.5	7.0	7.1	2	KRLY	fm Urbn	9	5	2	1	3	11/99	MASLA	CBS-R	5.3
7.0	5.9	6.5	6.9	6.9	3	KLOL	fm AOR	2	3	1	4	10	13/81	CHRISTAL		10.0
7.4	7.8	8.8	8.6	6.6	4	KIKK-FM	Ctry	1	6	6	5	2	14/77	TORBET		5.9
6.0	5.5	6.5	7.7	6.0	5	KFMK	fm A/C	4	12	3	2	1	14/77	SELCOM		7.6
6.7	6.9	7.5	6.7	5.4	6	KILT-FM	Ctry	3	7	8	7	4	16/67	BLAIR		5.0
6.1	5.3	4.7	4.9	5.4	6	KTRH	am Talk	8	14	14	12	7	15/72	CHRISTAL	MBS	3.9
--	--	--	2.1	5.3	8	KKBQ	am CHR	6	1	9	10	13	16/70	EASTMAN	RKO-1	9.1
6.3	6.0	5.7	5.6	5.0	9	KRBE	fm A/C	7	8	5	6	8	16/66	KATZ		7.0
5.6	5.5	4.2	3.8	4.7	10	KODA	fm BM	12	13	13	9	6	13/85	RAR		4.9
2.8	3.4	3.5	3.4	4.1	11	KSSR	fm AOR	10	4	7	8	19	16/68	HILLIER	ABC-R	4.8
5.5	5.3	4.6	4.2	3.9	12	KPRC	am News	11	24	20	15	12	15/71	CBS SPOT	NBC	4.4
1.9	1.7	0.9	1.1	3.1	13	KLAT	am Span	20	11	10	11	9	6/175	CABALLERO		1.9
4.1	3.5	3.9	3.4	3.1	13	KYND	fm BM	13	17	16	17	15	16/67	EASTMAN		4.0
2.2	2.7	2.4	3.3	2.9	15	KILT	am Ctry	14	9	12	13	11	16/67	BLAIR		2.2
3.4	3.0	3.3	3.9	2.9	15	KQUE	fm A/C	15	18	21	18	14	11/96	MMR	ABC-E	4.6
0.3	2.9	1.3	1.3	2.0	17	KXYZ	am Span	21	16	11	14	17	9/117	P-W RADIO		1.6
1.8	2.4	1.4	1.3	1.8	18	KLEF	fm Clas	16	21	15	16	16	16/68	CMBS		2.5
0.4	1.0	1.1	--	1.2	19	KHCB	fm Rel	22	24	19	19	20	15/74			--
2.0	1.4	1.9	2.3	1.1	20	KENR	am Ctry	17	24	24	23	23	23/47	KATZ	ABC-I	2.0
1.2	1.0	0.9	0.8	1.1	20	KYOK	am Blk	18	10	17	22	24	22/48	B HOWARD		0.2
1.4	2.1	1.6	1.3	1.0	22	KLVL	am Span	24	23	24	21	18	10/110	NATL TIME		--

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 KLOL	1 KFMK	1 KLOL	1 KFMK	1 KFMK	1 KFMK
2 KRLY	2 KMJQ	2 KRLY	2 KMJQ	2 KRLY	2 KIKK-FM
3 KMJQ	3 KRBE	3 KFMK	3 KRLY	3 KIKK-FM	3 KMJQ
4 KFMK	4 KRLY	4 KIKK-FM	4 KIKK-FM	4 KTRH	4 KRLY
5 KRBE	5 KLOL	5 KILT-FM	5 KRBE	5 KILT-FM	5 KODA
6 KILT-FM	6 KIKK-FM	6 KMJQ	6 KILT-FM	6 KLAT	6 KILT-FM
7 KSRR	7 KKBQ	7 KRBE	7 KLOL	7 KLOL	7 KRBE
8 KIKK-FM	8 KSRR	8 KSRR	8 KKBQ	8 KILT	8 KKBQ
9 KLAT	9 KILT-FM	9 KTRH	9 KODA	9 KPRC	9 KYND
10 KKBQ	10 KLAT	10 KLAT	10 KSRR	10 KRBE	10 KQUE

Format Reach


A/C	1.9
AOR	11.0
Bik/Urbn	16.1
BM/Easy	7.8
CHR	5.3
Clas	1.8
Ctry	17.4
Misc	8.0
News	3.9
Rel	3.3
Span	6.1
Talk	5.4

KKBQ
am **79** **Q** **93** *fm*

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 **HARTE-HANKS RADIO**

Indianapolis #36

RR

FALL '81	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
8.8	7.9	12.5	1	WFMS fm	Ctry	4	5	6	2	1	9/115	TORBET		7.9
13.5	14.3	11.1	2	WIBC am	A/C	1	8	7	4	3	13/82	BLAIR		12.5
7.0	8.1	10.5	3	WENS fm	A/C	2	6	1	1	2	12/87	CBS-FM		11.0
9.3	11.0	9.2	4	WTLC fm	Urbn	9	2	5	5	6	9/127	MCGAVREN	NBN	7.9
11.1	11.8	9.0	5	WXTZ fm	BM	5	13	9	9	4	13/84	EASTMAN		8.3
9.8	8.6	8.8	6	WIRE am	Ctry	7	9	8	8	5	11/100	EASTMAN	ABC-E	7.0
4.6	6.1	8.7	7	WIKS fm	CHR	3	1	3	6	9	14/76	MMR		11.1
11.2	8.8	7.4	8	WFBO fm	AOR	6	3	2	3	8	13/83	KATZ	NBC-S	13.2
7.6	5.2	5.8	9	WNAP fm	CHR	8	4	4	7	7	16/69	BLAIR		6.9
2.7	3.4	2.2	10	WIFE am	N/T	10	14	17	14	14	17/62	SELCOM	NBC	1.9
2.9	2.6	2.1	11	WATI am	BM	12	11	16	13	13	12/89	MASLA		1.6
--	0.5	1.5	12	WGRT fm	Ctry	13	7	10	11	12	15/70	REGIONAL	ABC-F	1.9
2.2	2.1	1.5	12	WNDE am	A/C	11	15	11	10	10	24/46	KATZ	CBS	1.2
--	0.5	1.3	14	WFBM am	BBnd	17	18	20	20	15	8/143			0.6
1.3	1.3	1.2	15	WGTC fm	Ctry	14	21	12	12	11	15/70	PRO RADIO		0.8

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WFBO	1 WENS	1 WFMS	1 WENS	1 WFMS	1 WFMS
2 WENS	2 WIKS	2 WFBO	2 WFMS	2 WENS	2 WENS
3 WNAP	3 WTLC	3 WENS	3 WIBC	3 WIBC	3 WIBC
4 WIKS	4 WNAP	4 WNAP	4 WTLC	4 WXTZ	4 WIRE
5 WTLC	5 WFMS	5 WTLC	5 WIKS	5 WIRE	5 WTLC
6 WFMS	6 WIBC	6 WIBC	6 WNAP	6 WFBO	6 WXTZ
7 WIBC	7 WFBO	7 WIKS	7 WIRE	7 WNAP	7 WIKS
8 WIRE	8 WXTZ	8 WIRE	8 WFBO	8 WTLC	8 WNAP
9 WNDE	9 WIRE	9 WXTZ	9 WXTZ	9 WIKS	9 WFBO
10 WGRT	10 WNDE	10 WNDE	10 WGRT	10 WNDE	10 WATI

Format Reach

A/C	24.4
AOR	7.4
BBnd	1.6
Bik/Urbn	9.2
BM/Easy	11.1
CHR	14.9
Ctry	24.0
Misc	4.3
News	1.1
Rel	.9
Talk	1.1

Kansas City #29

RR

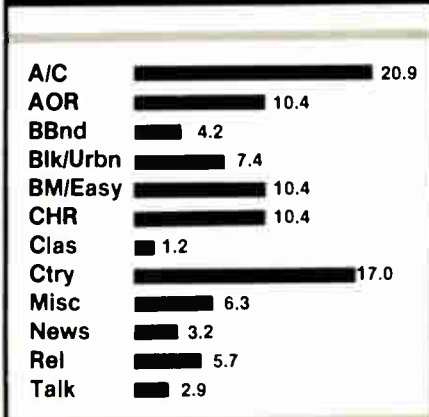
FALL '81	WINTER '82	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
13.6	12.9	10.3	12.5	1	WDAF	am Ctry	1	8	4	1	1	12/91	KATZ	ABC-E	11.6
7.4	6.9	8.7	8.8	2	KBEQ	fm CHR	2	1	1	3	11	15/74	EASTMAN	ABC-C	11.2
7.4	8.0	7.5	7.4	3	KPRS	fm Blk	12	3	2	2	2	8/131	B HOWARD	NBN	6.4
5.6	6.1	9.1	6.2	4	KMBZ	am A/C	4	10	10	10	6	17/65	TORBET	ABC-D	4.6
5.6	6.8	6.9	5.7	5	KCMO	am N/T	6	13	13	12	8	17/63	MMR	MBS	4.6
4.9	5.4	4.4	5.6	6	KCEZ	fm BM	11	15	11	13	10	12/94	MMR		4.6
--	--	--	5.4	7	KLSI	fm A/C	9	5	3	4	4	14/80	SELCOM		6.7
7.9	10.6	9.6	5.2	8	KYYS	fm AOR	5	2	6	7	12	19/58	KATZ		9.2
9.1	6.5	6.4	5.0	9	WHB	am A/C	3	6	8	5	3	24/45	BLAIR	NBC	4.1
7.9	6.6	6.7	4.8	10	KMBR	fm BM	8	14	12	11	7	17/65	TORBET		5.2
1.6	0.9	1.2	4.4	11	KKCI-FM	AOR	14	4	5	8	16	13/84	CBS-FM	RKO-1	9.0
7.6	5.4	6.7	4.3	12	KUDL	fm A/C	7	7	7	6	5	19/58	CHRISTAL		5.7
3.7	4.7	4.0	4.2	13	KJLA	am BBnd	13	19	16	15	13	14/78	ROSLIN	ABC-I	2.6
5.5	7.0	6.7	3.9	14	KFKF	fm Ctry	10	9	9	9	9	17/65	McGAVREN		5.5
1.6	2.9	2.6	2.9	15	KPRT	am Rel	15	24	15	14	14	8/129	B HOWARD	MBS	0.1
2.0	1.5	1.0	1.2	16	KXTR	fm Clas	16	16	18	16	15	19/56	CMBS	RKO-2	1.7
--	0.3	0.6	1.1	17	KCCV	am Rel	22	22	23	21	19	11/101			1.0
0.7	0.8	0.6	1.1	17	KEXS	am Rel	20	23	21	18	18	12/90	KEYSTONE	AP	0.7
0.4	--	--	1.0	19	KRKR	am CHR	17	17	17	19	17	19/57	MCGAVREN		0.5

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Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 KYYS	1 KBEQ	1 WDAF	1 WDAF	1 WDAF	1 WDAF
2 KKCI-FM	2 KLSI	2 KPRS	2 KLSI	2 KPRS	2 KLSI
3 KPRS	3 KPRS	3 KYYS	3 KBEQ	3 WHB	3 KPRS
4 KBEQ	4 KUDL	4 KKCI-FM	4 KPRS	4 KCMO	4 KUDL
5 WDAF	5 WDAF	5 KBEQ	5 KUDL	5 KMBZ	5 WHB
6 KLSI	6 WHB	6 WHB	6 WHB	6 KFKF	6 KMBR
7 WHB	7 KFKF	7 KFKF	7 KFKF	7 KYYS	7 KMBZ
8 KFKF	8 KKCI-FM	8 KLSI	8 KMBR	8 KCEZ	8 KCEZ
9 KUDO	9 KYYS	9 KCMO	9 KMBZ	9 KUDL	9 KFKF
10 KMBZ	10 KMBZ	10 KMBZ	10 KCEZ	10 KBEQ	10 KBEQ

Format Reach



Los Angeles #2

RR

FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.0	5.7	6.7	8.6	5.6	1	KABC	am Talk	4	3	19	10	3	13/84	KATZ	ABC-I	8.2
5.0	4.6	5.0	4.0	5.1	2	KBIG	fm Easy	8	18	17	4	1	12/90	TORBET		3.2
2.1	3.1	3.9	3.3	4.4	3	KIIS	fm CHR	5	7	1	1	2	16/67	McGAVREN	ABC-C	5.7
4.4	4.3	3.6	3.5	4.2	4	KFWB	am News	1	33	25	24	11	19/58	RAR	NBC	3.8
2.4	3.0	3.7	3.7	3.9	5	KROQ-FM	AOR	15	1	4	7	25	12/89	ROSLIN		7.7
3.7	3.5	3.5	3.4	3.8	6	KJOI	fm BM	13	30	27	20	7	13/87	SELCOM		2.8
4.7	3.8	3.9	4.7	3.7	7	KLOS	fm AOR	3	3	3	3	15	19/56	KATZ	ABC-R	6.5
4.5	3.9	4.0	3.4	3.7	7	KMET	fm AOR	6	4	2	2	22	17/63	EASTMAN		6.3
3.2	3.7	3.5	2.7	3.7	7	KNX	am News	2	36	29	22	12	20/54	CBS SPOT	CBS	4.6
2.5	3.1	3.7	4.1	3.1	10	KIQQ	fm CHR	7	2	8	9	19	21/52	MASLA		3.0
3.0	4.0	3.5	3.0	2.9	11	KHTZ	fm A/C	11	14	7	5	4	17/62	SELCOM	AP	1.9
2.0	2.5	2.4	2.6	2.8	12	KMPC	am Easy	9	36	31	16	6	18/59	MMR		2.3
3.1	3.3	3.2	3.2	2.6	13	KRTH	fm CHR	10	17	5	6	5	19/57	RKO	RKO-1	3.4
2.6	3.2	2.2	1.6	2.5	14	KNX-FM	AOR	16	23	6	8	8	16/68	CBS-FM		1.4
2.7	2.0	2.1	1.9	2.4	15	KLAC	am Ctry	17	25	33	18	13	16/70	EASTMAN	ABC-D	2.1
2.6	2.5	2.4	2.0	2.4	15	KOST	fm A/C	18	27	26	21	16	15/73	CHRISTAL		1.2
2.2	2.4	2.5	1.7	2.3	17	KFI	am CHR	12	16	12	12	10	22/50	CHRISTAL	ABC-E	2.2
2.4	1.8	1.9	1.9	2.2	18	KTNQ	am Span	34	20	9	11	18	8/134	CABALLERO		1.8
2.4	2.0	1.9	1.6	2.1	19	KGFJ	am Blk	25	6	10	15	33	12/89	MASLA		1.5
2.5	2.5	2.1	1.6	2.1	19	KZLA-FM	Ctry	21	24	21	13	9	14/78	BLAIR		0.8
0.9	2.3	2.6	3.1	2.0	21	KPRZ	am BBnd	23	36	36	36	30	14/80	McGAVREN		1.2
2.5	1.2	1.2	1.5	1.9	22	KALI	am Span	28	19	11	14	17	12/93	MASLA		2.4
2.4	1.4	1.5	1.4	1.8	23	XTRA	am CHR	14	5	18	26	24	26/42	MMR		1.6
2.1	1.4	1.3	1.9	1.7	24	KWKW	am Span	35	12	23	28	21	10/105	LOTUS		2.7

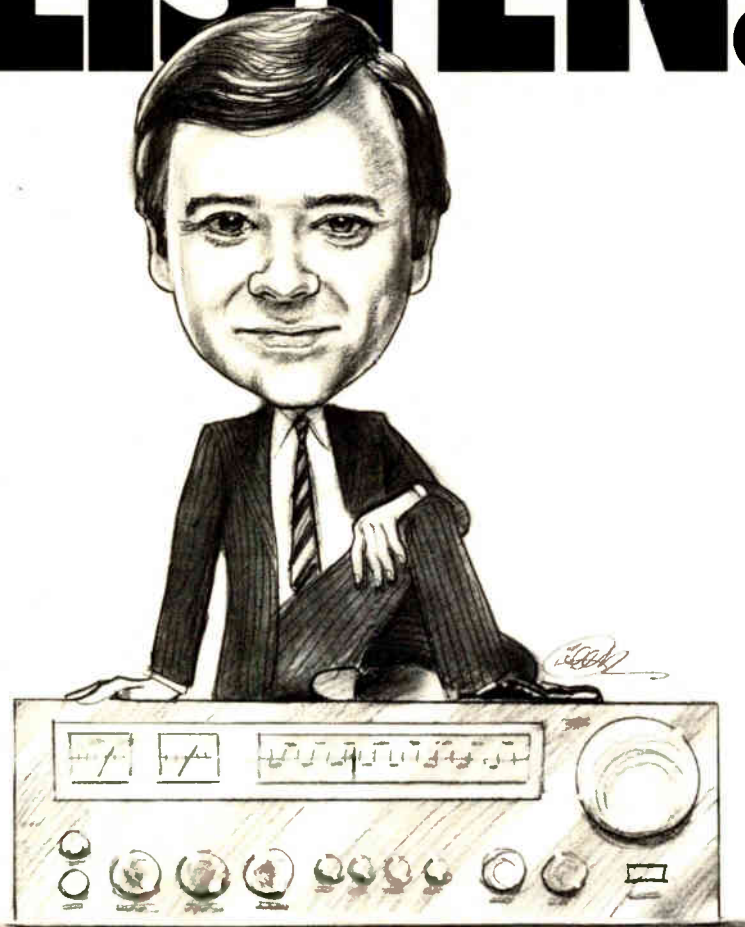
Continued on Page 104

How to pick up an easy million.

KFWB ALL NEWS 98



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World Radio History

Louisville #41

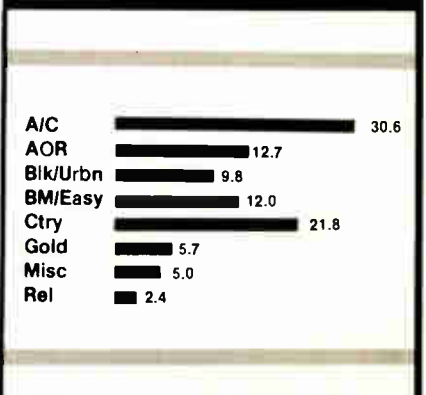


FALL '81	WINTER '82	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
7.9	9.2	7.3	13.4	1	WAMZ	fm Ctry	2	5	1	1	1	10/106	CHRISTAL	ABC-E	12.0
8.0	8.7	9.3	9.8	2	WLOU	am Blk	11	2	3	2	2	7/162	B HOWARD	NBN	6.9
9.3	10.2	8.4	9.6	3	WVEZ	fm BM	8	12	9	10	4	10/106	KATZ		5.6
8.4	10.1	9.0	9.4	4	WHAS	am A/C	1	9	8	6	3	18/60	CHRISTAL	CBS	9.6
7.7	7.4	7.9	7.8	5	WQMF	fm AOR	5	1	4	5	11	13/80	TORBET		12.7
9.2	8.4	9.6	7.7	6	WRKA	fm A/C	6	6	2	3	5	13/81	BLAIR	ABC-D	10.0
7.2	10.2	8.1	7.2	7	WAVG	am A/C	3	10	11	11	8	17/63	EASTMAN	NBC	4.4
8.4	6.9	7.2	6.0	8	WCII	am Ctry	10	8	10	9	7	16/67	MMR	MBS	5.1
6.2	4.1	7.0	5.7	9	WAKY	am Gold	4	7	6	4	6	20/55	KATZ	ABC-I	5.5
5.1	5.3	5.8	4.9	10	WLRS	fm AOR	9	3	5	8	10	20/54	EASTMAN	NBC-S	9.9
6.9	6.3	6.3	4.7	11	WKJJ	fm A/C	7	4	7	7	9	22/50	MMR	CBS	6.7
0.9	1.1	1.4	2.4	12	WXVW	am Easy	14	14	13	14	14	12/89	LOTUS	ABC-I	1.5
3.3	1.9	3.3	1.6	13	WINN	am Ctry	12	17	15	13	13	21/51	McGAVREN	RKO-1	1.5
0.9	1.0	0.7	1.6	13	WJYL	fm A/C	13	11	12	12	12	20/53			2.2
2.2	1.1	0.6	1.1	15	WFIA	am Rel	17	16	18	18	18	11/99	RADIO SPT		0.7

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WAMZ	1 WRKA	1 WAMZ	1 WAMZ	1 WAMZ	1 WAMZ
2 WLOU	2 WAMZ	2 WLOU	2 WRKA	2 WHAS	2 WLOU
3 WAKY	3 WLOU	3 WAKY	3 WLOU	3 WAKY	3 WRKA
4 WLRS	4 WKJJ	4 WHAS	4 WKJJ	4 WLOU	4 WVEZ
5 WQMF	5 WQMF	5 WLRS	5 WQMF	5 WVEZ	5 WCII
6 WRKA	6 WLRS	6 WQMF	6 WCII	6 WCII	6 WHAS
7 WHAS	7 WAKY	7 WRKA	7 WVEZ	7 WRKA	7 WAVG
8 WKJJ	8 WCII	8 WCII	8 WHAS	8 WAVG	8 WAKY
9 WVEZ	9 WAVG	9 WVEZ	9 WAKY	9 WLRS	9 WKJJ
10 WCII	10 WHAS	10 WKJJ	10 WAVG	10 WKJJ	10 WLRS

Format Reach



ROCK ALBUM COUNTDOWN

WESTWOOD ONE

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Memphis #42

RR

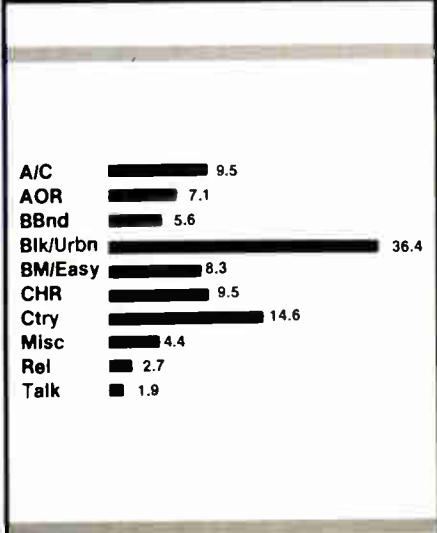
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FALL '81	SPRING '82	FALL '82	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. HRS LISTENED	NATIONAL REP FIRM	NETWORK	12. BIRCH SHARE
--	--	11.0	1	KRNB fm	Blk	3	1	2	2	7	13/85	STARS INC		6.9
16.7	8.9	9.9	2	WHRK fm	Urbn	4	2	3	3	5	14/79	KATZ	RKO-1	8.9
9.1	10.2	9.5	3	WMC-FM	CHR	2	4	1	1	4	15/72	BLAIR	ABC-C	11.7
7.6	8.3	9.0	4	WDIA am	Blk	1	6	7	8	6	17/63	B HOWARD	AP	9.7
11.2	7.7	8.3	5	WEZI fm	BM	7	12	9	7	1	13/82	CHRISTAL		7.4
7.9	7.2	8.0	6	WMC am	Ctry	9	9	8	6	2	12/87	BLAIR	ABC-I	7.5
6.6	8.3	7.5	7	WRVR fm	A/C	6	7	5	4	3	15/74	B HOWARD		5.8
8.8	10.7	7.1	8	WZXR fm	AOR	8	3	4	5	10	14/78	McGAVREN	NBC-S	9.9
5.1	5.0	6.5	9	WLOK am	Blk	5	5	6	9	8	18/59	MASLA	SHRDN	5.3
3.7	4.9	5.6	10	WREC am	BBnd	10	11	13	13	12	16/68	McGAVREN	MBS	5.9
4.2	3.8	3.5	11	WLVS fm	Ctry	13	8	10	10	9	15/70	HILLIER	MBS	4.9
4.0	3.1	3.1	12	WMPS am	Ctry	12	10	12	12	11	21/51	KATZ	NBC	5.1
3.8	2.1	2.0	13	WHBQ am	A/C	11	13	11	11	13	37/29	RKO	RKO-2	3.5
2.0	1.4	1.9	14	WWEE am	Talk	15	16	16	14	14	8/139	HILLIER	MBS	0.5
0.7	3.8	1.3	15	KWAM am	Rel	14	15	14	15	15	22/50	D-CLAYTON		2.9

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WMC-FM	1 KRNB	1 WHRK	1 WMC-FM	1 WMC	1 WEZI
2 WZXR	2 WMC-FM	2 WRVR	2 KRNB	2 WRVR	2 WDIA
3 WHRK	3 WHRK	3 WMC-FM	3 WHRK	3 WHRK	3 WMC-FM
4 KRNB	4 WRVR	4 KRNB	4 WRVR	4 WEZI	4 WMC
5 WRVR	5 WZXR	5 WZXR	5 WEZI	5 KRNB	5 WRVR
6 WLOK	6 WDIA	6 WMC	6 WDIA	6 WMC-FM	6 WHRK
7 WMC	7 WLOK	7 WLOK	7 WMC	7 WDIA	7 WLOK
8 WDIA	8 WEZI	8 WEZI	8 WLOK	8 WLVS	8 KRNB
9 WLVS	9 WMC	9 WDIA	9 WZXR	9 WLOK	9 WLVS
10 WEZI	10 WHBQ	10 WLVS	10 WLVS	10 WMPS	10 WZXR

Format Reach



Miami-Ft. Lauderdale-Hollywood #11

RR

FALL '82	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER A/C. MINS LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
5.2	6.0	6.7	1	WHYI fm	CHR	1	1	1	1	4	15/71	McGAVREN		11.6
4.1	4.3	6.4	2	WQBA am	Span	12	10	11	9	16	6/175	EASTMAN		7.2
6.5	6.9	5.9	3	WLYF fm	BM	4	21	19	15	11	11/98	TORBET		3.8
4.9	4.7	5.5	4	WNWS am	News	5	29	16	17	12	10/105	RKO		4.2
4.1	3.6	5.2	5	WCMQ-FM	Span	14	13	3	2	1	7/148	MMR		2.4
5.5	5.4	4.8	6	WINZ-FM	CHR	2	2	6	5	14	19/56	KATZ		6.6
3.1	4.4	4.6	7	WYOR fm	BM	11	29	21	16	15	10/109	MMR		2.1
4.3	4.0	4.5	8	WEDR fm	Blk	15	3	2	3	7	8/131	R A LAZAR	NBN	2.7
4.8	5.0	4.3	9	WINZ am	News	3	19	23	22	20	16/67	KATZ	CBS	4.6
9.1	6.4	3.8	10	WRHC am	Span	20	25	27	21	17	7/164	SELCOM		4.4
3.7	4.4	3.5	11	WSHE fm	AOR	6	4	5	6	13	14/75	EASTMAN	ABC-R	5.8
2.4	1.9	3.5	11	WWWL fm	A/C	10	8	4	4	5	14/80	MASLA	NBC-S	3.9
2.2	2.9	3.2	13	WWJF fm	A/C	16	15	10	11	9	11/97	HILLIER		1.7
2.9	2.5	3.1	14	WKQS fm	Ctry	13	7	14	14	10	12/87	ROSLIN		2.9
2.9	3.4	3.0	15	WAIA fm	A/C	9	9	9	8	8	16/69	CHRISTAL		2.8
3.3	3.7	3.0	15	WAXY fm	CHR	8	11	7	7	6	16/67	RKO	RKO-1	3.4
3.6	3.0	3.0	15	WCMQ am	Span	25	22	15	10	3	7/197	MMR		1.9
3.6	3.1	2.9	18	WIOD am	A/C	7	17	24	20	22	17/63	CHRISTAL	ABC-I	3.8
1.9	2.0	2.5	19	WLQY am	BBnd	22	29	28	29	27	9/115	SELCOM		1.5
1.3	1.5	2.2	20	WRBD am	Blk	24	6	8	13	21	8/129	LOTUS	NBN	1.2
1.3	2.0	2.0	21	WQBA-FM	Span	23	14	11	12	16	10/107	EASTMAN		2.3
2.2	1.6	1.7	22	WQAM am	Ctry	21	29	17	18	18	15/74	BLAIR	NBC	1.8
1.6	2.3	1.6	23	WCKO fm	AOR	17	5	12	19	29	21/52	LOTUS	ABC-C	3.1
0.7	1.6	1.5	24	WOCN am	Span	27	18	29	23	19	11/101	LOTUS		0.9
1.6	1.7	1.5	24	WTMI fm	Clas	18	28	26	26	25	18/62	CMBS		2.3
1.4	1.0	1.2	26	WGBS am	A/C	19	20	20	24	23	22/49	CBS SPOT	MBS	0.9
1.1	1.3	1.0	27	WFTL am	A/C	29	27	29	29	28	15/74		ABC-I	1.3

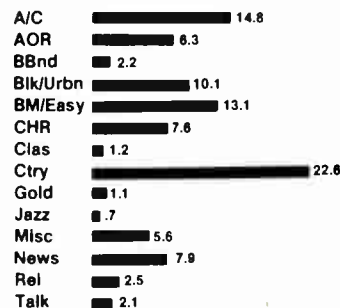
Dallas-Ft. Worth #10

Continued from Page 85

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 KZEW	1 KVIL-FM	1 KSCS	1 KVIL-FM	1 KSCS	1 KVIL-FM
2 KSCS	2 KMGC	2 KZEW	2 KSCS	2 WBAP	2 KSCS
3 KTXQ	3 KSCS	3 KVIL-FM	3 KPLX	3 KVIL-FM	3 KPLX
4 KEGL	4 KKDA-FM	4 KPLX	4 KMGC	4 KMEZ-FM	4 KMEZ-FM
5 KKDA-FM	5 KZEW	5 WBAP	5 KKDA-FM	5 KRLD	5 KKDA-FM
6 KVIL-FM	6 KPLX	6 KMEZ-FM	6 KMEZ-FM	6 KPLX	6 KMGC
7 KNOK-FM	7 KLVU	7 KTXQ	7 KZEW	7 KZEW	7 KRLD
8 KPLX	8 KTXQ	8 KEGL	8 KLVU	8 KKDA-FM	8 WBAP
9 WBAP	9 KEGL	9 KKDA-FM	9 KEGL	9 WFAA	9 KOAX
10 KMGC	10 KNOK-FM	10 KNOK-FM	10 KNOK-FM	10 KOAX	10 KLVU

Format Reach



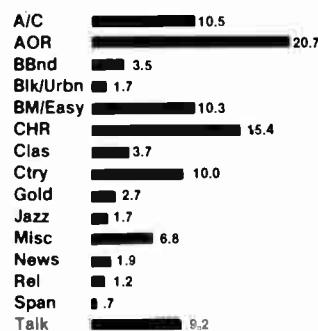
Denver-Boulder #23

Continued from Page 87

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KBPI	1 KLIR	1 KBPI	1 KOSI	1 KOSI	1 KOSI
2 KBCO	2 KPPL	2 KLIR	2 KLIR	2 KOA	2 KLIR
3 KPKE	3 KOAQ	3 KBCO	3 KPPL	3 KLIR	3 KPPL
4 KOAQ	4 KBPI	4 KOAQ	4 KIMN	4 KHOW	4 KHOW
5 KLIR	5 KIMN	5 KPKE	5 KOAQ	5 KBCO	5 KYGO
6 KAZY	6 KBCO	6 KOSI	6 KBPI	6 KYGO	6 KIMN
7 KIMN	7 KAZY	7 KOA	7 KHOW	7 KVOD	7 KVOD
8 KPPL	8 KRZN	8 KAZY	8 KYGO	8 KPPL	8 KVOD
9 KOSI	9 KPKE	9 KPPL	9 KBCO	9 KBPI	9 KOAQ
10 KRZN	10 KYGO	10 KIMN	10 KAZY	10 KRZN	10 KLZ

Format Reach



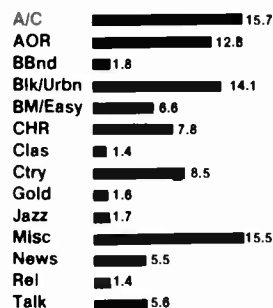
Detroit #6

Continued from Page 88

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 WRIF	1 WNIC-FM	1 WRIF	1 WNIC-FM	1 WJR	1 WMJC
2 WLLZ	2 WMJC	2 WLLZ	2 WMJC	2 WRIF	2 WJOI
3 WNIC-FM	3 WRIF	3 WNIC-FM	3 WDRQ	3 WWWW	3 WNIC-FM
4 WDRQ	4 WDRQ	4 WJR	4 WOMC	4 WNIC-FM	4 WJR
5 WABX	5 WJLB	5 WDRQ	5 WJLB	5 WJLB	5 WOMC
6 WJLB	6 WHYT	6 WJLB	6 WRIF	6 WDRQ	6 WWWW
7 WMJC	7 WCZY	7 WABX	7 WHYT	7 CKLW	7 WCZY
8 WHYT	8 WOMC	8 WWWW	8 WCZY	8 WWJ	8 WDRQ
9 WLBS	9 WLLZ	9 WMJC	9 WJOI	9 WJOI	9 WJLB
10 WWWW	10 CKLW	10 CKLW	10 WWWW	10 WMJC	10 CKLW

Format Reach



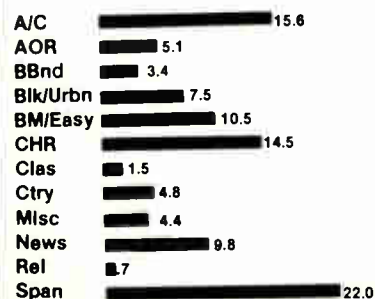
Miami-Ft. Lauderdale-Hollywood #11

Continued from Page 100

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 WSHE	1 WHYI	1 WSHE	1 WCMQ-FM	1 WCMQ-FM	1 WCMQ-FM
2 WHYI	2 WEDR	2 WHYI	2 WHYI	2 WAXY	2 WCMQ
3 WEDR	3 WCMQ-FM	3 WCMQ-FM	3 WEDR	3 WQBA	3 WAIA
4 WCMQ-FM	4 WWL	4 WWL	4 WWL	4 WHYI	4 WQBA
5 WWL	5 WINZ-FM	5 WEDR	5 WAIA	5 WSHE	5 WEDR
6 WINZ-FM	6 WAXY	6 WAXY	6 WINZ-FM	6 WWJF	6 WWL
7 WAXY	7 WAIA	7 WINZ-FM	7 WCMQ	7 WWL	7 WHYI
8 WRBD	8 WRBD	8 WQBA	8 WQBA	8 WNWS	8 WLYF
9 WCKO	9 WWJF	9 WWJF	9 WAXY	9 WEDR	9 WAXY
10 WAIA	10 WQBA	10 WAIA	10 WQBA-FM	10 WCMQ	10 WWJF

Format Reach



Milwaukee-Racine #25

RR

FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINIS LISTENED	NATIONAL REP FIRM	NETWORK	12 MONTH SHARE
9.4	6.6	8.7	1	WEZW	fm BM	3	11	9	7	2	12/92	McGAVREN		5.8
8.1	8.0	8.6	2	WISN	am A/C	1	8	5	1	1	19/57	KATZ	ABC-I	9.2
9.8	8.1	8.4	3	WTMJ	am A/C	2	13	8	10	4	17/63	CHRISTAL	NBC	8.5
2.7	6.6	6.7	4	WOKY	am BBnd	9	15	19	14	11	12/92	RKO	RKO-2	5.6
4.0	5.1	5.9	5	WLUM	fm Urbn	11	4	2	2	9	10/113	B HOWARD	CBS-R	5.5
5.5	6.5	5.5	6	WQFM	fm AOR	6	1	1	3	14	18/62	SELCOM		8.3
6.6	4.6	5.3	7	WZUU-FM	A/C	5	7	7	5	3	19/57	EASTMAN	NBC-S	4.7
3.4	4.1	4.7	8	WKTI	fm CHR	4	3	4	6	10	21/50	CHRISTAL	ABC-C	5.3
3.8	4.7	4.6	9	WMYX	fm A/C	10	9	3	4	5	17/64	BLAIR		7.8
9.2	8.5	4.2	10	WBFS-FM	Ctry	8	10	11	9	6	19/57	TORBET	CBS	5.6
5.8	5.6	4.1	11	WLPX	fm AOR	7	2	6	8	15	20/53	KATZ		5.9
--	2.4	3.7	12	WMIL	fm Ctry	13	20	13	11	8	15/72	RKO		4.0
2.9	2.4	3.3	13	WFMR	fm Clas	14	16	15	12	7	12/91	CMBS		3.6
1.0	2.0	2.4	14	WAWA	am Blk	18	6	14	13	12	10/104	B HOWARD	SHRDN	0.6
1.7	2.8	2.3	15	WRKR	fm CHR	12	5	12	16	25	25/44	CBS-FM	ABC-C	3.0
--	--	1.6	16	WLZZ	am Gold	15	25	10	15	13	23/47	EASTMAN	NBC-S	1.4
1.5	0.5	1.4	17	WBKV-FM	A/C	26	27	23	24	20	12/87			0.6
1.3	0.9	1.4	17	WIND	am Talk	27	18	24	27	21	11/95	RAR	ABC-E	0.6
1.0	1.8	1.4	17	WNOV	am Blk	23	14	16	17	19	14/76	WALTON	NBN	0.5
2.8	1.1	1.3	20	WEMP	am A/C	16	21	17	19	17	25/43	BLAIR	ABC-E	0.9
0.6	0.8	1.2	21	WBKV	am A/C	30	17	26	23	24	7/146			--

Continued on Page 104



#1 Teens
 #1 18-34 Adults
 #1 18-49 Men
 Monday thru Sunday
 6 a.m. - Midnight Fall 1982 ARB.

Minneapolis-St. Paul #17

RR

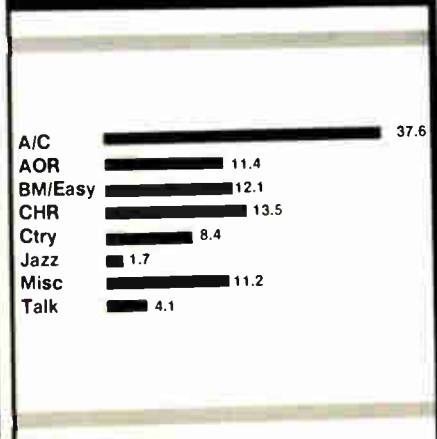
1983 R&R RATINGS REPORT/Vol. 1 • 103

FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE	
22.9	20.0	20.5	1	WCCO	am	A/C	1	5	6	2	1	11/96	CBS SPOT	CBS	18.4
14.8	12.2	12.4	2	KSTP-FM		A/C	2	4	1	1	2	12/90	CHRISTAL		13.6
4.2	10.0	9.7	3	WLOL	fm	CHR	3	1	2	3	4	15/73	SELCOM		12.6
6.0	4.6	5.7	4	KQRS-FM		AOR	4	2	3	4	10	17/63	TORBET	ABC-R	7.5
6.4	8.5	5.5	5	WDGY	am	Ctry	6	6	7	5	3	14/76	BLAIR	NBC	6.8
6.6	6.0	4.9	6	KDWB-FM		AOR	5	3	4	6	12	19/57	McGAVREN		7.4
4.2	4.1	4.8	7	KEYE	fm	BM	9	10	11	7	5	14/79	KATZ		4.5
4.1	3.2	4.6	8	WAYL	fm	BM	10	16	14	11	6	14/78	RKO	RKO-1	3.4
3.3	3.1	4.1	9	KSTP	am	Talk	7	9	9	9	7	19/58	CHRISTAL	ABC-I	3.3
4.4	4.4	3.8	10	WCCO-FM		CHR	8	8	5	8	9	18/62	EASTMAN	CBS-R	3.2
2.5	2.3	2.1	11	WWTC	am	A/C	12	15	8	10	8	19/56	MASLA	MBS	1.4
1.8	2.0	1.8	12	KJJO	fm	Ctry	13	13	13	13	13	20/55	MMR	ABC-E	2.2
--	0.6	1.7	13	KLBB	am	BBnd	17	19	18	17	16	14/80	KATZ	ABC-D	0.5
0.8	1.6	1.7	13	KTWN	fm	Jazz	14	20	12	12	11	19/56	LOTUS		1.7
1.8	2.0	1.6	15	KDWB	am	A/C	11	7	10	14	14	36/30	McGAVREN		0.5
1.6	1.1	1.1	16	KTCR-FM		Ctry	18	18	17	15	15	19/56	ROSLIN		1.3
1.6	1.0	1.0	17	KKSS	am	A/C	16	14	16	16	17	24/46	KATZ	RKO-1	1.3
1.0	0.7	1.0	17	KRSI	am	Easy	19	17	19	19	18	19/58	MMR	ABC-E	0.3

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 KQRS-FM	1 KSTP-FM	1 KSTP-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM
2 KSTP-FM	2 WLOL	2 WCCO	2 WCCO	2 KSTP-FM	2 WCCO
3 KDWB-FM	3 KQRS-FM	3 KQRS-FM	3 WLOL	3 WDGY	3 WDGY
4 WLOL	4 WCCO-FM	4 KDWB-FM	4 WDGY	4 KSTP	4 KEYE
5 WCCO	5 KEYE	5 WLOL	5 KEYE	5 WLOL	5 WLOL
6 KSTP	6 KDWB-FM	6 KSTP	6 WCCO-FM	6 KDWB-FM	6 WAYL
7 WWTC	7 WDGY	7 WDGY	7 KQRS-FM	7 WWTC	7 WCCO-FM
8 WCCO-FM	8 WCCO	8 WWTC	8 WAYL	8 KQRS-FM	8 WWTC
9 WDGY	9 WWTC	9 WCCO-FM	9 KDWB-FM	9 KEYE	9 KTWN
10 KDWB	10 KTWN	10 KEYE	10 WWTC	10 WAYL	10 KJJO

Format Reach



Los Angeles #2

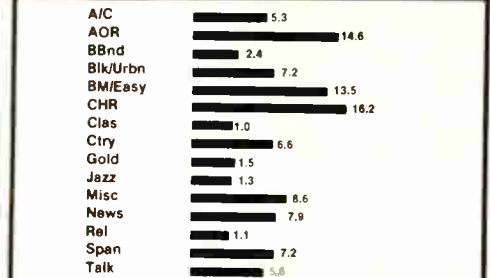
Continued from Page 96

FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ ADP METRO RANK	STATION	FORMAT	CLUE RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
2.8	2.2	2.1	2.4	1.5	25	KRLA	am Gold	20	13	22	17	14	22/50	B HOWARD	AP	2.4
0.6	1.3	1.5	1.3	1.4	26	KACE	fm Blk	26	11	14	25	27	17/63	PRO RADIO		1.3
1.8	1.6	1.5	1.4	1.4	26	KHJ	am Ctry	24	32	32	31	26	19/58	RKO	RKO-2	1.2
1.1	1.3	1.3	1.2	1.4	26	KLVE	fm Span	33	15	20	29	35	13/82	CABALLERO		0.7
1.8	1.8	1.9	1.7	1.4	26	KUTE	fm Urbn	22	10	15	23	31	20/53	MASLA	SHRDN	1.4
1.0	1.0	1.2	1.5	1.3	30	KJLH	fm Blk	30	21	13	19	20	16/68	R A LAZAR		0.9
1.0	1.5	1.2	1.8	1.3	30	KKGO	fm Jazz	27	22	24	30	23	17/64	UNIREP		1.6
--	1.6	1.3	1.6	1.3	30	KMGG	fm CHR	19	9	16	27	28	25/43	TORBET	CBS-R	0.8
0.8	0.9	1.1	1.7	1.2	33	KNOB	fm Easy	31	35	36	32	29	17/64	GROSKIN		0.3
1.4	1.7	1.5	1.3	1.0	34	KDAY	am Blk	29	8	28	33	34	21/51	B HOWARD	NBN	0.8

Demographic Rank

Format Reach

MEN 18-34		WOMEN 18-34		MEN 18-49		WOMEN 18-49		MEN 25-54		WOMEN 25-54	
1	KMET	1	KIIS	1	KMET	1	KIIS	1	KABC	1	KBIG
2	KLOS	2	KIQQ	2	KLOS	2	KBIG	2	KIIS	2	KIIS
3	KROQ-FM	3	KHTZ	3	KIIS	3	KHTZ	3	KBIG	3	KHTZ
4	KIIS	4	KRTH	4	KROQ-FM	4	KRTH	4	KMPC	4	KRTH
5	KRTH	5	KLOS	5	KRTH	5	KIQQ	5	KNX-FM	5	KJOI
6	KTNO	6	KNX-FM	6	KABC	6	KNX-FM	6	KNX	6	KABC
7	KNX-FM	7	KROQ-FM	7	KNX-FM	7	KLOS	7	KZLA-FM	7	KFI
8	KGFJ	8	KMET	8	KTNO	8	KROQ-FM	8	KFI	8	KMPC
9	KJLH	9	KALI	9	KHTZ	9	KALI	9	KHTZ	9	KZLA-FM
10	KHTZ	10	KBIG	10	KFI	10	KMET	10	KFWB	10	KNX-FM



Milwaukee-Racine #25

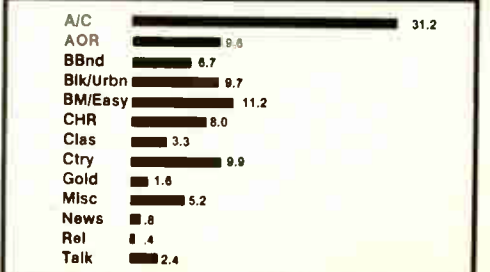
Continued from Page 102

FALL '81	WINTER '82	SPRING '82	FALL '82	12+ ADP METRO RANK	STATION	FORMAT	CLUE RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
1.2	1.4	1.2	1.2	21	WRJN	am A/C	25	22	25	28	23	15/70	MASLA	ABC-I	1.0
2.0	1.1	1.2	1.2	21	WXJY	fm BM	24	29	22	21	22	17/65	P-W RADIO		1.0
2.0	1.2	1.1	1.1	24	WBCS	am Ctry	17	28	18	18	16	25/44	TORBET	CBS	0.4
0.6	0.9	1.0	1.0	25	WGN	am Talk	22	31	28	26	27	23/48	CHRISTAL	MBS	0.7

Demographic Rank

Format Reach

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54	
1	WQFM	1	WLUM	1	WQFM	1	WISN	1	WISN	1	WISN
2	WLPX	2	WMYX	2	WISN	2	WZUU-FM	2	WZUU-FM	2	WEZW
3	WLUM	3	WISN	3	WLUM	3	WLUM	3	WEZW	3	WZUU-FM
4	WQFM	4	WQFM	4	WLPX	4	WMYX	4	WTMJ	4	WBCS-FM
5	WQFM	5	WQFM	5	WQFM	5	WBCS-FM	5	WMIL	5	WTMJ
6	WISN	6	WZUU-FM	6	WZUU-FM	6	WQFM	6	WQFM	6	WFMR
7	WZUU-FM	7	WTMJ	7	WQFM	7	WQFM	7	WQFM	7	WMYX
8	WLZZ	8	WBCS-FM	8	WQFM	8	WQFM	8	WFMR	8	WLUM
9	WRKR	9	WEZW	9	WQFM	9	WQFM	9	WOKY	9	WOKY
10	WTMJ	10	WLPX	10	WTMJ	10	WMIL	10	WLUM	10	WMIL



Nashville-Davidson #44

RR

FALL '81	SPRING '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12- BIRCH SHARE
12.6	12.4	12.8	1	WKDF fm	AOR	2	2	1	1	3	11/103	BLAIR	ABC-R	15.2
10.5	9.4	10.2	2	WZEZ fm	BM	5	7	9	4	2	10/114	TORBET		9.1
9.3	9.2	10.0	3	WSIX-FM	Ctry	3	6	5	2	1	12/92	KATZ		9.2
12.9	10.0	9.0	4	WWKX fm	CHR	1	1	2	3	4	17/65	MASLA	RKO-1	10.1
6.2	5.7	6.8	5	WLAC am	Talk	6	9	11	10	8	14/78	RKO		5.6
6.7	9.4	6.1	6	WVOL am	Blk	10	3	6	6	9	11/101	B HOWARD	NBN	5.1
5.6	6.8	5.9	7	WSM am	Ctry	4	12	10	8	6	19/57	CHRISTAL	NBC	5.5
--	--	4.9	8	WYHY fm	A/C	7	4	3	5	7	14/75	McGAVREN		5.1
4.9	6.3	4.1	9	WSM-FM	A/C	9	17	4	7	5	16/67	CHRISTAL	NBC-S	5.3
2.5	2.0	3.0	10	WMAK fm	CHR	11	5	7	11	12	15/70	B HOWARD		5.8
4.9	2.9	2.9	11	WSIX am	Ctry	8	22	13	13	11	23/46	KATZ	CBS	2.6
3.0	3.4	2.8	12	WJYN fm	Easy	12	11	8	9	10	16/70	RKO		2.9
--	--	2.1	13	WNKZ am	Ctry	15	13	12	12	13	14/80	LOTUS	RKO-2	0.4
3.1	3.1	1.5	14	WAMB am	BBnd	17	23	19	23	25	12/87	ROSLIN	MBS	0.7
--	--	1.3	15	WAJN am	Misc	26	18	18	15	16	6/196			--
--	--	1.3	15	WJKZ fm	Ctry	16	8	14	16	14	17/64	LOTUS	RKO-2	3.6
2.7	2.1	1.3	15	WKOS fm	CHR	14	16	15	14	15	24/46		MBS	2.2
--	--	1.1	18	WTJT am	Ctry	20	25	25	20	19	10/108			--
1.0	1.4	1.0	19	WKDA am	AOR	13	15	16	17	18	38/29	BLAIR	ABC-R	0.8

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Continued on Page 110



We Are The Music City's Music

Thank YOU for making us Nashville's and
Middle Tennessee's fastest growing Radio Station*
*Birch Report, August '82 - January '83.

Nassau-Suffolk #12

RR

FALL '81	SPRING '82	FALL '82	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINIS LISTENED	NATIONAL REP FIRM	NETWORK	
7.9	6.3	6.2	1	WNBC	am	CHR	1	2	3	1	1	19/58	HILLIER	NBC
5.2	5.7	5.8	2	WBLI	fm	CHR	7	4	1	2	2	12/87	MASLA	
4.6	4.8	4.7	3	WCBS	am	News	2	22	19	13	5	20/55	CBS SPOT	CBS
4.1	4.8	4.7	3	WOR	am	Talk	9	24	23	15	11	12/88	RKO	ABC-E
5.5	5.7	4.2	5	WYNY	fm	A/C	3	11	2	3	3	19/57	HILLIER	
3.7	3.1	4.1	6	WINS	am	News	4	23	22	16	13	19/57	RAR	ABC-D
6.0	4.8	4.1	6	WRFM	fm	BM	12	19	32	23	10	12/94	TORBET	
--	2.9	3.9	8	WAPP	fm	AOR	5	3	4	5	19	20/55	MMR	
2.9	3.9	3.9	8	WHLI	am	BBnd	23	32	32	12	7	8/132	ROSLIN	
3.7	3.4	3.8	10	WCBS-FM		Gold	10	15	6	4	4	15/72	CBS-FM	CBS
4.5	5.0	3.8	10	WPLJ	fm	AOR	6	1	7	8	18	20/55	BLAIR	ABC-R
3.1	1.9	3.7	12	WALK-FM		A/C	11	18	14	7	6	14/78	M ROSLIN	
3.8	3.6	3.2	13	WBAB	fm	AOR	8	6	5	6	12	19/59		
2.3	2.7	2.9	14	WHN	am	Ctry	16	27	17	11	8	14/76	SELCOM	MBS
1.4	1.9	2.5	15	WNEW	am	BBnd	24	14	32	18	9	12/92	KATZ	
2.3	1.7	2.4	16	WBLS	fm	Urbn	14	7	9	9	17	17/63	McGAVREN	
1.9	2.7	2.4	16	WPAT-FM		BM	17	30	21	25	14	17/65	CHRISTAL	
3.3	1.5	2.3	18	WCTO	fm	BM	21	26	25	26	16	14/76	McGAVREN	
2.0	1.9	2.1	19	WMCA	am	Talk	22	25	32	29	26	15/72	SELCOM	AP
1.9	1.3	1.9	20	WEZN	fm	BM	29	28	27	22	20	10/108	KATZ	
1.6	1.2	1.9	20	WLIR	fm	AOR	20	8	8	14	30	17/64	MASLA	
1.8	2.4	1.8	22	WKTU	fm	Urbn	15	5	12	20	28	22/48	TORBET	
0.4	1.7	1.8	22	WPIX	fm	A/C	19	13	10	10	15	21/52	CHRISTAL	
1.9	2.9	1.7	24	WRKS	fm	Urbn	18	10	11	17	24	23/47	RKO	RKO-1
2.4	2.0	1.6	25	WABC	am	Talk	13	21	20	24	23	27/40	BLAIR	ABC-I

Continued on Page 110

New Orleans #33

RR

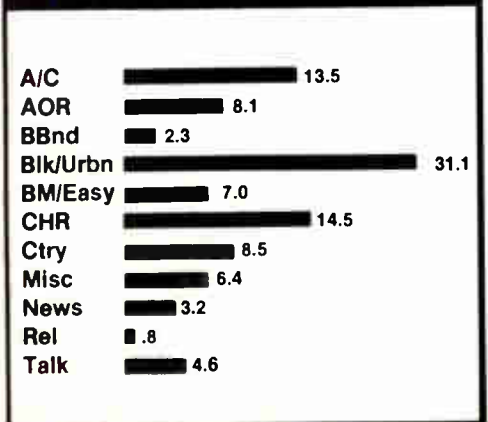
FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
6.8	6.4	12.9	1	WYLD-FM	Blk	2	4	1	1	1	9/127	B HOWARD		11.7
10.6	12.9	8.8	2	WAIL fm	Urbn	3	1	4	4	5	11/98	SELCOM	NBC-S	7.1
11.5	8.6	8.6	3	WEZB fm	CHR	1	2	3	3	6	15/70	TORBET	RKO-1	13.3
7.3	8.5	8.1	4	WRNO fm	AOR	5	3	2	2	7	12/93	MASLA	ABC-F	7.8
7.5	5.9	7.0	5	WBYU fm	BM	10	12	10	9	8	10/104	CHRISTAL		7.0
5.7	5.0	6.1	6	WAJY fm	A/C	8	13	7	6	3	13/84	KATZ		6.0
5.0	5.6	5.9	7	WTIX am	CHR	4	7	6	5	2	16/67	BLAIR	NBC	3.9
8.4	6.8	5.5	8	WNOE-FM	Ctry	7	9	9	8	4	15/72	McGAVREN	ABC-E	8.0
5.2	4.5	4.7	9	WQUE fm	A/C	9	8	5	7	9	17/65	EASTMAN		5.9
4.8	4.8	4.6	10	WWL am	Talk	6	11	11	10	10	20/53	KATZ	CBS	5.4
2.3	3.3	4.0	11	WNNR am	Blk	17	10	15	15	14	5/226	SELCOM	NBN	1.9
5.1	4.4	3.2	12	WGSO am	N/T	11	15	14	14	12	18/61	EASTMAN	ABC-I	2.1
2.8	2.6	3.0	13	WNOE am	Ctry	12	14	13	12	11	18/59	McGAVREN	ABC-C	1.8
1.7	3.2	2.9	14	WBOK am	Blk	13	5	8	11	13	17/63	B HOWARD	SHRDN	2.9
3.5	3.7	2.7	15	WSMB am	A/C	15	16	16	17	16	13/87	B HOWARD	MBS	4.8
1.9	3.2	2.5	16	WYLD am	Blk	14	6	12	13	15	19/58	B HOWARD		1.4
2.4	2.0	1.2	17	WSHO am	BBnd	18	18	18	16	18	10/109	CHRISTAL	AP	1.4
1.4	2.3	1.1	18	WWIW am	BBnd	16	17	17	18	17	21/52	LOTUS	MBS	1.0

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Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM
2 WRNO	2 WEZB	2 WRNO	2 WEZB	2 WTIX	2 WAJY
3 WAIL	3 WQUE	3 WTIX	3 WAJY	3 WNOE-FM	3 WAIL
4 WEZB	4 WAIL	4 WAIL	4 WAIL	4 WRNO	4 WEZB
5 WQUE	5 WRNO	5 WEZB	5 WQUE	5 WWL	5 WTIX
6 WTIX	6 WAJY	6 WNOE-FM	6 WRNO	6 WEZB	6 WQUE
7 WNOE-FM	7 WTIX	7 WQUE	7 WTIX	7 WAJY	7 WBYU
8 WAJY	8 WBOK	8 WAJY	8 WBYU	8 WAIL	8 WNOE-FM
9 WWL	9 WNOE-FM	9 WWL	9 WNOE-FM	9 WBYU	9 WRNO
10 WGSO	10 WBYU	10 WGSO	10 WBOK	10 WQUE	10 WNNR

Format Reach



New York #1

RR

FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE	
5.9	5.9	5.1	5.3	5.6	1	WBLS	fm	Urbn	7	2	2	2	13/80	McGAVREN		5.3	
6.2	6.5	5.9	5.1	5.3	2	WOR	am	Talk	8	24	26	20	13	13/85	RKO	ABC-E	5.9
5.6	5.2	4.3	4.6	5.2	3	WINS	am	News	1	18	13	11	9	18/60	RAR	ABC-I	7.3
4.4	4.6	4.7	5.0	5.0	4	WYNY	fm	A/C	3	7	1	1	1	17/65	HILLIER		3.2
4.2	4.2	4.5	4.6	4.8	5	WCBS	am	News	2	19	17	14	8	19/56	CBS SPOT	CBS	4.4
5.6	5.1	5.9	5.1	4.5	6	WRKS	fm	Urbn	9	4	3	3	5	15/72	RKO	RKO-1	6.0
4.5	4.0	4.5	3.5	4.3	7	WPLJ	fm	AOR	6	1	5	6	19	17/62	BLAIR	ABC-R	4.9
4.4	4.5	4.2	4.2	4.3	7	WRFM	fm	BM	14	20	24	16	6	11/95	TORBET		1.7
6.1	4.5	6.2	5.5	4.2	9	WKTU	fm	Urbn	5	3	4	4	10	18/59	TORBET		5.8
4.5	3.9	3.7	4.4	4.0	10	WNBC	am	CHR	4	5	7	5	3	20/55	HILLIER	NBC	3.8
3.8	3.9	3.3	3.3	3.8	11	WPAT-FM		BM	11	23	22	13	7	15/71	CHRISTAL		2.7
3.0	2.7	3.2	3.5	3.4	12	WNEW	am	BBnd	15	21	25	21	11	13/82	KATZ		2.2
1.5	1.4	1.5	4.9	3.1	13	WAPP	fm	AOR	12	6	6	8	21	18/59	MMR		4.8
2.7	2.6	2.8	3.2	2.8	14	WCBS-FM		Gold	13	14	9	7	4	18/61	CBS-FM	CBS-R	2.5
2.1	2.0	1.9	1.6	2.7	15	WADO	am	Span	24	22	11	10	12	7/152			3.7
3.1	3.8	2.6	3.0	2.5	16	WABC	am	Talk	10	13	14	18	17	23/46	BLAIR	ABC-I	3.5
2.1	2.4	2.7	2.6	2.3	17	WHN	am	Ctry	18	16	20	19	14	17/65	SELCOM	MBS	1.6
2.0	2.5	2.4	1.9	2.3	17	WPAT	am	BM	17	28	28	28	25	17/63	CHRISTAL		1.8
2.5	2.3	2.2	1.8	2.1	19	WJIT	am	Span	26	17	12	15	15	6/183	CABALLERO		2.6
2.4	2.5	2.9	2.0	2.1	19	WNEW-FM		AOR	16	12	8	9	20	20/54	KATZ	NBC-S	2.3
1.5	1.5	1.7	2.2	1.8	21	WKHK	fm	Ctry	21	15	15	17	16	16/66	B HOWARD		1.9
2.2	2.5	2.2	2.6	1.8	21	WMCA	am	Talk	20	25	28	26	24	20/55	SELCOM	SHRDN	2.3
0.8	1.2	1.6	1.7	1.8	21	WPIX	fm	A/C	19	10	10	12	18	21/52	CHRISTAL		1.3
0.7	1.1	1.0	0.7	1.4	24	WNCN	fm	Clas	23	28	21	22	22	15/72	LOTUS		0.9

Continued on Page 110

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Kiss
98.7 fm



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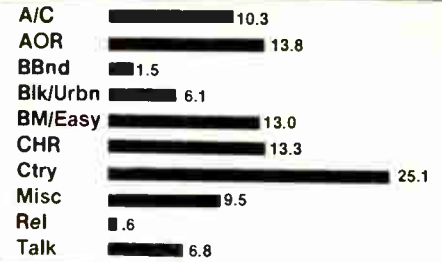
Nashville-Davidson #44

Continued from Page 105

Demographic Rank

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54	
1 WKDF	1 WKDF	1 WKDF	1 WKDF	1 WKDF	1 WKDF	1 WSIX-FM	1 WZEE				
2 WWKX	2 WWKX	2 WSIX-FM	2 WWKX	2 WWKX	2 WKDF	2 WKDF	2 WSIX-FM				
3 WYHY	3 WYHY	3 WYHY	3 WYHY	3 WYHY	3 WZEE	3 WZEE	3 WWKX				
4 WSM-FM	4 WSM-FM	4 WWKX	4 WSM-FM	4 WWKX	4 WSIX-FM	4 WLAC	4 WSM-FM				
5 WSIX-FM	5 WYHY	5 WZEE	5 WYHY	5 WZEE	5 WVOL	5 WSM-FM	5 WVOL				
6 WVOL	6 WJYN	6 WLAC	6 WJYN	6 WLAC	6 WYHY	6 WWKX	6 WSM				
7 WZEE	7 WMAK	7 WSM-FM	7 WMAK	7 WSM-FM	7 WSM-FM	7 WYHY	7 WKDF				
8 WMAK	8 WSIX-FM	8 WSM	8 WSIX-FM	8 WSM	8 WJYN	8 WSM	8 WYHY				
9 WLAC	9 WZEE	9 WVOL	9 WZEE	9 WVOL	9 WMAK	9 WSIX	9 WJYN				
10 WSM	10 WNKZ	10 WSIX	10 WSM	10 WSM	10 WSM	10 WVOL	10 WLAC				

Format Reach



Nassau-Suffolk #12

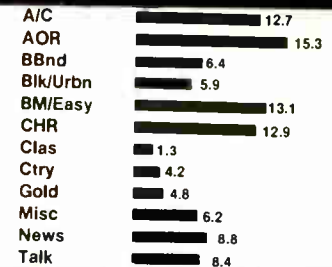
Continued from Page 106

FALL '81	SPRING '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVE. MINS LISTENED	NATIONAL REP FIRM	NETWORK
1.7	1.8	1.4	26	WKJY	fm BM	27	31	29	31	21	16/68	ROSLIN	
1.8	1.5	1.3	27	WKHK	fm Ctry	26	20	15	19	29	17/63	B HOWARD	
2.0	1.8	1.2	28	WGSM	am A/C	32	32	32	30	27	11/102	McGAVREN	
0.9	1.0	1.1	29	WNEW-FM	AOR	25	16	13	21	25	26/42	KATZ	NBC-S
	0.8	1.0	30	WGBB	am A/C	32	32	32	28	22	14/75		

Demographic Rank

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54	
1 WAPP	1 WBLI	1 WNBC	1 WBLI	1 WNBC	1 WBLI	1 WBLI	1 WNBC				
2 WBLI	2 WYNY	2 WBLI	2 WYNY	2 WBLI	2 WYNY	2 WYNY	2 WCBS-FM				
3 WNBC	3 WNBC	3 WCBS-FM	3 WNBC	3 WNBC	3 WNBC	3 WNBC	3 WCBS				
4 WYNY	4 WAPP	4 WAPP	4 WALK	4 WALK	4 WALK	4 WALK	4 WBLI				
5 WCBS	5 WBAB	5 WYNY	5 WCBS-FM	5 WHLI	5 WHLI	5 WHLI	5 WYNY				
6 WBAB	6 WBLI	6 WBAB	6 WHLI	6 WHN	6 WHN	6 WHN	6 WBAB				
7 WPLJ	7 WPIX	7 WPLJ	7 WBLI	7 WOR	7 WOR	7 WOR	7 WALK				
8 WLIR	8 WCBS-FM	8 WCBS	8 WBAB	8 WCBS-FM	8 WCBS-FM	8 WCBS-FM	8 WNEW				
9 WBLI	9 WPLJ	9 WLIR	9 WOR	9 WNEW	9 WNEW	9 WPIX	9 WPIX				
10 WKTU	10 WRKS	10 WPIX	10 WAPP	10 WRFM	10 WRFM	10 WHN	10 WHN				

Format Reach



New York #1

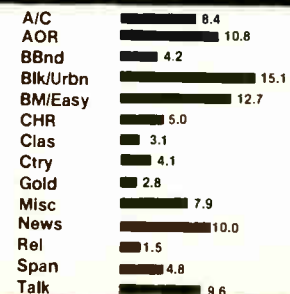
Continued from Page 108

FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVE. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
1.1	1.3	1.1	1.0	1.4	24	WQXR-FM	Clas	22	28	27	25	23	16/67	McGAVREN		1.8
0.8	0.9	0.8	0.7	1.0	26	WBLI	fm CHR	27	8	16	23	26	13/83	MASLA		1.0

Demographic Rank

MEN 18-34		WOMEN 18-34		MEN 18-49		WOMEN 18-49		MEN 25-54		WOMEN 25-54	
1 WPLJ	1 WYNY	1 WBLI	1 WYNY	1 WBLI	1 WYNY	1 WBLI	1 WYNY				
2 WAPP	2 WRKS	2 WYNY	2 WRKS	2 WYNY	2 WRKS	2 WCBS-FM	2 WADO				
3 WBLI	3 WBLI	3 WPLJ	3 WBLI	3 WBLI	3 WYNY	3 WYNY	3 WBLI				
4 WYNY	4 WKTU	4 WAPP	4 WKTU	4 WKTU	4 WNBC	4 WNBC	4 WRKS				
5 WKTU	5 WPLJ	5 WCBS-FM	5 WNBC	5 WRFM	5 WRFM	5 WRFM	5 WNBC				
6 WRKS	6 WPIX	6 WNBC	6 WADO	6 WCBS	6 WCBS	6 WCBS	6 WKTU				
7 WNEW-FM	7 WNBC	7 WRKS	7 WPLJ	7 WPAT-FM	7 WPAT-FM	7 WPAT-FM	7 WJIT				
8 WNBC	8 WAPP	8 WKTU	8 WCBS-FM	8 WINS	8 WINS	8 WINS	8 WOR				
9 WCBS-FM	9 WNEW-FM	9 WNEW-FM	9 WJIT	9 WRKS	9 WRKS	9 WRKS	9 WPAT-FM				
10 WKHK	10 WADO	10 WCBS	10 WPIX	10 WNEW	10 WNEW	10 WNEW	10 WINS				

Format Reach



Norfolk-Portsmouth-Newport News-Hampton #34

RR

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FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG. MINS LISTENED	NATION REP FIRM	NETWORK	12+ BIRCH SHARE
10.8	8.9	10.6	1	WCMS-FM	Ctry	2	7	5	1	1	10/107	KATZ	ABC-E	13.4
10.0	8.6	10.6	1	WFOG-FM	BM	4	14	10	5	2	9/115	TORBET		7.6
7.1	8.6	7.9	3	WNOR-FM	AOR	1	2	1	3	6	14/75	RKO	ABC-R	11.1
7.8	7.7	7.4	4	WLTY fm	A/C	5	8	2	2	3	12/88	CHRISTAL		7.5
5.9	7.4	6.7	5	WOWI fm	Blk	6	4	3	4	4	13/85	McGAVREN	SHRDN	8.1
--	8.1	5.7	6	WMYK fm	AOR	3	1	4	6	12	18/59	EASTMAN	NBC-S	10.9
5.4	5.0	5.4	7	WTAR am	A/C	7	17	13	11	7	15/71	CHRISTAL	CBS	5.0
--	--	4.4	8	WNVZ fm	CHR	8	3	7	8	9	18/59	KATZ	ABC-C	6.0
3.7	3.2	4.0	9	WWDE fm	A/C	11	12	6	7	5	15/73	CBS-FM	ABC-F	2.6
5.9	4.5	3.8	10	WGH am	CHR	9	11	11	10	8	21/52	BLAIR		2.5
3.8	4.0	3.7	11	WRAP am	Blk	10	5	9	12	11	19/57	B HOWARD	NBN	3.9
2.6	4.2	3.6	12	WNOR am	Blk	12	6	8	9	10	14/76	RKO		2.6
3.4	6.2	3.4	13	WPCE am	Blk	14	10	17	15	14	12/91	McGAVREN	SHRDN	2.6
3.5	3.0	2.8	14	WNIS am	News	13	20	19	17	13	15/71	HILLIER	NBC	1.8
1.8	1.3	2.4	15	WXRI fm	A/C	16	9	14	14	15	15/74	HILLIER		3.5
--	1.1	2.0	16	WKEZ fm	Ctry	19	26	12	13	16	13/85	EASTMAN		0.6
2.1	1.9	1.8	17	WGH-FM	Clas	15	19	18	18	17	19/56	BLAIR		2.0
0.7	1.3	1.7	18	WTJZ am	BBnd	20	24	27	22	20	12/90	KATZ	MBS	1.1
2.3	2.2	1.3	19	WCMS am	Ctry	17	21	20	19	18	22/50	KATZ		1.3
--	--	1.2	20	WQKS fm	Urbn	18	15	15	16	19	21/52			0.6

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WLTY	1 WCMS-FM	1 WFOG-FM
2 WMYK	2 WNOR-FM	2 WCMS-FM	2 WFOG-FM	2 WLTY	2 WLTY
3 WOWI	3 WOWI	3 WMYK	3 WCMS-FM	3 WFOG-FM	3 WCMS-FM
4 WCMS-FM	4 WWDE	4 WOWI	4 WOWI	4 WNOR-FM	4 WWDE
5 WLTY	5 WNOR	5 WLTY	5 WWDE	5 WOWI	5 WOWI
6 WWDE	6 WCMS-FM	6 WWDE	6 WNOR-FM	6 WWDE	6 WTAR
7 WNVZ	7 WFOG-FM	7 WFOG-FM	7 WNVZ	7 WTAR	7 WGH
8 WNOR	8 WNVZ	8 WNVZ	8 WNOR	8 WGH	8 WPCE
9 WRAP	9 WMYK	9 WTAR	9 WGH	9 WNVZ	9 WNOR
10 WGH	10 WRAP	10 WGH	10 WMYK	10 WMYK	10 WXRI

Format Reach

A/C	19.5
AOR	14.5
BBnd	1.7
Blk/Urbn	18.6
BM/Easy	11.0
CHR	8.2
Clas	1.8
Ctry	14.9
Misc	6.3
News	2.8
Rel	.7

Oklahoma City #47

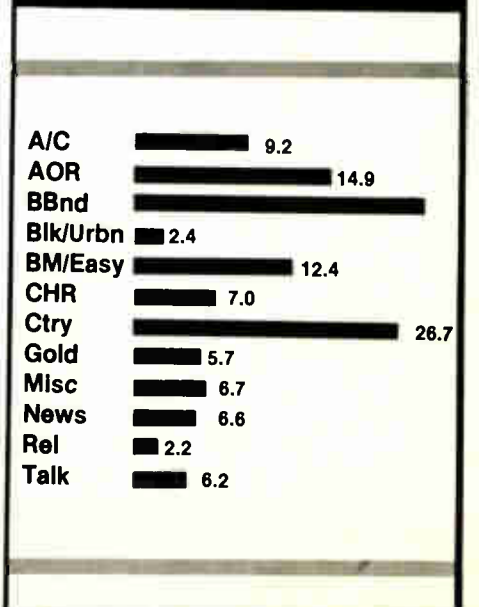
RR

FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12- BIRCH SHARE
7.4	9.1	14.2	1	KATT-FM	AOR	2	1	1	1	2	10/111	SELCOM	NBC-S	20.0
11.3	10.6	12.3	2	KTOK am	N/T	1	10	10	7	3	13/84	MMR	ABC-I	15.4
11.8	14.7	9.9	3	KEBC fm	Ctry	3	5	4	2	1	12/89	TORBET	ABC-E	9.2
9.0	5.7	9.9	3	KKNG fm	BM	5	6	12	8	4	12/94	CHRISTAL		6.2
7.7	5.1	7.0	5	KOFM fm	CHR	4	2	2	4	7	16/66	KATZ	ABC-C	7.2
8.0	9.5	7.0	5	KOMA am	Ctry	7	9	3	3	5	14/76	BLAIR	NBC	7.3
5.7	4.5	5.7	7	WKY am	Gold	6	14	7	5	8	18/59	EASTMAN	CBS	5.0
5.7	6.0	5.5	8	KXXY fm	AOR	8	3	5	6	9	14/77	McGAVREN		6.2
3.7	5.8	4.6	9	KLTE fm	A/C	9	12	8	9	6	16/66	MASLA	CBS	4.6
3.6	5.9	3.9	10	KLNK fm	A/C	10	4	6	10	10	18/59	SELCOM		2.8
3.6	6.8	3.0	11	KKLR fm	Ctry	11	8	9	11	12	16/69	B HOWARD	AP	2.5
4.8	4.0	2.4	12	KAEZ fm	Blk	14	7	11	12	13	11/98	B HOWARD		4.3
2.5	1.7	2.1	13	KJYO fm	Easy	12	13	15	13	11	21/51	MMR		1.4
1.3	1.8	1.7	14	KJIL fm	Rel	13	11	13	14	14	18/60			1.8

Demographic Rank

Format Reach

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KATT-FM	1 KATT-FM	1 KATT-FM	1 KATT-FM	1 KEBC	1 KEBC
2 KOMA	2 KOFM	2 KEBC	2 KOFM	2 KATT-FM	2 KKNG
3 KXXY	3 KEBC	3 KOMA	3 KEBC	3 KOMA	3 KOFM
4 KEBC	4 KOMA	4 KXXY	4 KOMA	4 KTOK	4 KTOK
5 KOFM	5 KLNK	5 WKY	5 WKY	5 KKNG	5 KLTE
6 KLNK	6 KXXY	6 KTOK	6 KLTE	6 WKY	6 WKY
7 WKY	7 WKY	7 KKNG	7 KTOK	7 KLTE	7 KATT-FM
8 KTOK	8 KLTE	8 KOFM	8 KLNK	8 KOFM	8 KOMA
9 KLTE	9 KKLR	9 KLTE	9 KKNG	9 KXXY	9 KLNK
10 KAEZ	10 KKNG	10 KLNK	10 KXXY	10 KLNK	10 KXXY



Philadelphia #5

RR

FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AOR METHD RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BLACK SHARE
9.3	10.5	8.8	7.9	8.7	1	KYW	am News	1	13	8	7	3	18/62	RAR	NBC-R	9.8
5.3	5.7	4.7	4.8	8.2	2	WEAZ	fm BM	4	23	14	9	2	11/99	McGAVREN		7.1
8.0	7.2	7.6	7.2	7.9	3	WMGK	fm A/C	2	15	1	1	1	13/80	MMR		6.3
6.0	7.4	6.4	6.3	5.9	4	WCAU-FM	CHR	3	1	6	5	8	18/61	CBS-FM	CBS	6.9
5.4	7.9	7.4	8.8	4.9	5	WDAS-FM	Blk	10	5	4	2	5	12/91	B HOWARD		9.2
3.5	4.1	3.7	4.4	4.8	6	WYSP	fm AOR	7	2	5	6	17	16/69	TORBET		6.4
5.0	4.7	4.7	4.0	4.7	7	WWDB	fm Talk	13	22	19	14	13	11/95	HILLIER	ABC-I	5.1
5.8	4.8	5.5	4.9	4.6	8	WIP	am A/C	8	16	11	11	4	15/73	KATZ	ABC-D	3.8
6.2	5.1	5.1	6.5	4.5	9	WMMR	fm AOR	5	4	2	4	11	18/60	KATZ		6.6
3.4	3.6	4.7	6.2	4.4	10	WCAU	am Talk	6	17	17	16	12	18/60	CBS SPT	CBS	4.0
4.0	2.6	3.0	3.3	4.4	10	WUSL	fm Urbn	11	3	7	8	10	13/86	BLAIR		5.7
4.1	4.6	4.4	4.0	4.2	12	WPEN	am A/C	12	19	23	15	9	13/81	MMR	ABC-E	4.1
4.3	3.5	4.4	3.1	4.1	13	WIOQ	fm AOR	9	8	3	3	7	15/72	McGAVREN	RKO-1	4.3
2.1	2.4	2.5	1.7	3.5	14	WFIL	am Ctry	14	11	12	10	6	13/82	BLAIR	RKO-1	1.7
5.4	3.9	3.4	3.8	2.4	15	WWSH	fm A/C	15	14	10	12	15	16/66	CHRISTAL		1.7
2.0	2.0	3.0	2.4	2.1	16	WSNI	fm A/C	16	12	9	13	14	19/57	RKO	RKO-2	1.8
1.4	0.9	1.4	1.3	2.0	17	WJBR-FM	BM	21	21	23	19	18	11/96	McGAVREN		--
1.7	1.6	1.8	1.5	1.9	18	WFLN-FM	Clas	18	23	15	17	16	16/68	CMBS		2.9
1.4	2.0	1.8	2.1	1.9	18	WHAT	am Blk	19	9	16	20	19	14/75	HILLIER	SHRDN	0.7
1.8	1.6	1.9	1.9	1.4	20	WDAS	am Blk	20	18	18	22	21	18/62	B HOWARD	NBN	0.7
2.5	2.0	1.6	1.7	1.3	21	WIFI	fm CHR	17	6	13	18	22	26/41	EASTMAN	ABC-C	1.1

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*I eliminate tune-outs
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Phoenix #24

RR

FALL '81	WINTER '82	SPRING '82	FALL '82	12+ AHD METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. AMMS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.2	7.4	8.8	10.1	1	KTAR	am News	1	16	9	6	2	13/85	CBS SPOT	ABC-I	9.2
8.5	8.2	6.8	7.6	2	KDKB	fm AOR	2	1	1	1	9	15/74	BLAIR	NBC-S	12.1
6.7	6.5	8.4	6.7	3	KQYT	fm Easy	7	20	15	12	4	12/88	EASTMAN		4.6
7.7	9.1	8.1	6.5	4	KMEO-FM	Easy	6	18	17	13	8	14/76	McGAVREN		4.2
7.7	8.0	7.8	6.5	4	KNIX-FM	Ctry	4	8	8	2	1	15/72	CHRISTAL		8.4
5.2	5.3	5.9	5.5	6	KUPD	fm AOR	3	2	3	4	15	18/59	MASLA		9.2
5.5	5.6	5.7	4.9	7	KOY	am A/C	5	13	13	8	3	19/57	EASTMAN	NBC	4.2
4.6	5.3	4.0	4.9	7	KUKQ	am Urbn	14	3	4	5	10	9/116	MASLA		3.0
3.0	3.3	4.8	4.6	9	KKLT	fm A/C	8	9	2	3	5	16/66	CBS SPOT		7.4
4.4	6.2	4.8	3.8	10	KZZP-FM	CHR	9	5	5	7	12	19/57	McGAVREN		7.3
--	1.8	3.1	3.6	11	KEZC	fm Ctry	11	7	12	10	7	19/58	MMR	ABC-E	2.8
4.2	3.8	3.3	3.3	12	KOOL	fm A/C	12	19	6	9	6	16/67	KATZ	CBS	5.3
5.4	5.0	3.5	3.3	12	KOPA-FM	A/C	10	4	7	11	16	21/50	TORBET		3.5
2.9	1.7	1.5	2.7	14	KPHX	am Span	21	6	14	14	13	6/171	CABALLERO		2.6
2.4	1.8	2.7	2.6	15	KLFF	am BBnd	17	26	29	24	22	12/89	LOTUS		1.0
2.6	3.0	2.5	2.4	16	KJJJ	am Ctry	13	14	21	18	14	21/51	MMR	ABC-E	1.1
1.8	2.5	1.5	2.4	16	KNIX	am Ctry	15	10	18	16	11	18/60	CHRISTAL		1.6
--	--	--	2.3	18	KVVA	am Span	29	12	11	15	19	4/262	CABALLERO		0.5
1.7	1.5	2.1	1.9	19	KHEP-FM	Clas	18	27	23	21	18	16/70	CMBS		1.6
1.8	1.5	2.4	1.6	20	KSTM	fm AOR	22	11	10	17	23	10/108	ROSLIN		2.7
2.1	3.0	1.5	1.5	21	KARZ	am A/C	16	21	24	22	20	21/51	KATZ	CBS	0.5
1.0	1.3	1.4	1.5	21	KMEO	am Easy	19	29	31	28	27	18/59	McGAVREN		0.1

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*Source: ARB PHX, Metro Survey, Spring/Fall '80-Spring/Fall '81-Winter/Spring/Fall '82. AQH, Mon-Sun. 6 am-Mid.

Pittsburgh #14

RR

FALL '81	WINTER '82	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINIS LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
19.8	19.3	20.2	18.4	1	KDKA	am A/C	1	8	7	2	1	12/89	RAR	NBC	22.6
5.1	5.8	6.1	7.4	2	WAMO-FM	Urbn	11	3	2	3	3	8/130	SELCOM	SHRDN	6.9
6.1	6.5	5.9	6.7	3	WDVE	fm AOR	4	2	1	4	7	13/83	EASTMAN	NBC-S	8.3
8.2	6.7	5.5	6.7	3	WTAE	am A/C	2	9	4	1	2	17/63	KATZ	ABC-E	5.1
3.8	5.0	5.7	6.0	5	WBZZ	fm CHR	3	1	5	6	6	16/69	TORBET		8.6
5.5	5.3	3.7	5.2	6	WJAS	am BBnd	8	20	20	14	13	13/85	HILLIER	ABC-D	5.0
5.3	5.0	5.6	5.0	7	WSHH	fm BM	10	20	13	15	10	13/85	BLAIR		4.2
2.6	2.0	1.6	4.8	8	WHYW-FM	A/C	5	7	3	5	4	16/53	HILLIER		6.0
3.4	4.7	4.3	4.1	9	KQV	am News	9	12	14	16	12	16/67	EASTMAN	CBS	4.0
3.0	5.6	5.0	4.1	9	WPNT	fm BM	13	20	11	11	9	13/85	RAR		2.7
4.9	4.3	4.3	3.9	11	WWSW	fm A/C	7	6	6	7	5	17/63	McGAVREN	ABC-C	3.4
2.2	1.9	2.3	2.8	12	WDSY	fm Ctry	14	11	10	9	8	12/93	MMR	ABC-I	2.1
4.6	4.2	5.2	2.7	13	WXKX	fm CHR	6	4	9	10	16	27/40	KATZ		4.3
3.9	3.6	3.0	2.6	14	WYDD	fm AOR	12	5	8	8	14	20/54	MASLA	ABC-R	2.3
4.7	3.4	2.8	2.2	15	WEEP	am Ctry	16	20	16	12	11	11/100	MMR	ABC-I	1.8
0.6	1.1	0.6	1.8	16	WNUF	fm BBnd	17	19	20	20	19	12/87	FULFORD		0.6
--	--	1.7	1.5	17	WTKN	am Talk	15	15	20	20	17	20/54	McGAVREN	ABC-T	1.4
0.3	0.8	0.4	1.2	18	WAMO	am Gold	20	20	12	13	15	9/118	SELCOM	SHRDN	--

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 WDVE	1 WAMO-FM	1 WDVE	1 WAMO-FM	1 KDKA	1 KDKA
2 WAMO-FM	2 WBZZ	2 WTAE	2 WHYW-FM	2 WTAE	2 WTAE
3 WTAE	3 WHYW-FM	3 KDKA	3 KDKA	3 WAMO-FM	3 WHYW-FM
4 WYDD	4 WDVE	4 WAMO-FM	4 WBZZ	4 WWSW	4 WAMO-FM
5 WHYW-FM	5 WWSW	5 WHYW-FM	5 WTAE	5 WHYW-FM	5 WWSW
6 KDKA	6 WTAE	6 WWSW	6 WWSW	6 WDVE	6 WBZZ
7 WBZZ	7 KDKA	7 WBZZ	7 WDVE	7 KQV	7 WPNT
8 WWSW	8 WXKX	8 WYDD	8 WDSY	8 WBZZ	8 WDSY
9 WXKS	9 WDSY	9 WDSY	9 WXKX	9 WYDD	9 WSHH
10 WAMO	10 WYDD	10 WAMO	10 WEEP	10 WAMO	10 WEEP

Format Reach

A/C	36.2
AOR	9.3
BBnd	7.0
BIK/Urbn	7.4
BM/Easy	9.1
CHR	9.7
Ctry	6.1
Gold	1.2
Misc	8.4
News	4.1
Talk	1.5

Portland, OR #30

RR

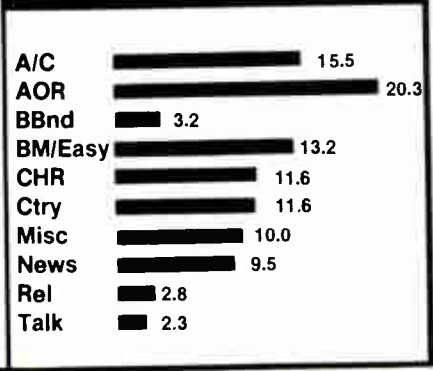
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FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
11.1	13.3	9.1	1	KGON	fm AOR	2	1	1	2	8	13/82	HILLIER		14.2
8.4	5.8	7.6	2	KINK	fm AOR	6	9	2	1	1	12/92	BLAIR		7.0
7.3	7.4	6.9	3	KUPL-FM	Easy	5	12	10	8	6	15/74	TORBET		5.2
9.0	6.1	6.8	4	KGW	am A/C	1	6	3	3	2	22/49	BLAIR	RKO-1	4.7
5.5	4.9	6.3	5	KXL-FM	BM	8	16	16	12	7	12/93	McGAVREN		4.2
4.9	6.6	5.6	6	KCNR-FM	CHR	3	3	4	4	3	19/58	CHRISTAL	ABC-C	6.5
7.7	5.9	5.6	6	KEX	am A/C	4	11	9	6	4	19/58	MMR	ABC-I	6.2
4.7	2.7	4.8	8	KXL	am News	11	18	17	16	13	14/77	McGAVREN	NBC-T	4.0
3.1	4.3	4.7	9	KYXI	am News	7	13	15	14	12	17/62	HILLIER	CBS	3.5
2.7	1.5	4.2	10	KMJK	fm CHR	10	2	6	9	17	17/63	EASTMAN	AP	5.7
3.2	2.7	4.1	11	KJIB	fm Ctry	16	10	7	5	5	13/86	KATZ	ABC-E	2.2
6.3	5.4	3.9	12	KWJJ	am Ctry	9	14	13	13	9	19/57	KATZ	ABC-E	4.5
3.1	4.7	3.6	13	KLLB	fm AOR	12	7	5	7	10	17/64	SELCOM		4.9
3.5	4.1	3.2	14	KUPL	am BBnd	15	17	18	18	16	17/65	TORBET	MBS	3.6
2.2	2.2	3.1	15	KQFM	fm A/C	14	5	8	10	14	18/61	MMR	RKO-1	2.7
2.7	3.3	3.1	15	KYTE	am Ctry	13	8	11	11	11	18/59	SELCOM		3.2
2.8	2.8	2.3	17	KKEY	am Talk	19	20	21	21	18	8/135		MBS	2.9
1.2	1.4	2.3	17	KPDQ-FM	Rel	18	19	14	15	15	14/37			1.7
0.5	1.0	1.8	19	KSKD	fm CHR	17	4	12	17	21	19/58	B HOWARD		0.9

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 KGON	1 KGW	1 KINK	1 KGW	1 KINK	1 KGW
2 KINK	2 KCNR-FM	2 KGON	2 KCNR-FM	2 KGON	2 KUPL-FM
3 KCNR-FM	3 KINK	3 KGW	3 KINK	3 KGW	3 KINK
4 KGW	4 KGW	4 KCNR-FM	4 KGW	4 KEX	4 KCNR-FM
5 KLLB	5 KLLB	5 KEX	5 KUPL-FM	5 KJIB	5 KXL
6 KMJK	6 KQFM	6 KJIB	6 KLLB	6 KCNR-FM	6 KJIB
7 KJIB	7 KMJK	7 KMJK	7 KJIB	7 KWJJ	7 KEX
8 KQFM	8 KJIB	8 KLLB	8 KQFM	8 KXL	8 KYTE
9 KEX	9 KUPL	9 KYXI	9 KYTE	9 KYXI	9 KWJJ
10 KWJJ	10 KEX	10 KWJJ	10 KEX	10 KUPL-FM	10 KLLB

Format Reach



Providence-Warwick-Pawtucket

#26

FALL '81	SPRING '82	FALL '82	12+ ADH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
11.9	10.7	12.6	1	WLKW-FM	BM	4	12	11	6	3	9/118	TORBET	ABC-I
8.6	9.2	9.4	2	WPRO-FM	CHR	1	2	2	1	2	16/67	BLAIR	ABC-C
8.8	10.4	8.9	3	WHJY fm	AOR	3	1	1	2	9	13/83	KATZ	ABC-R
8.6	7.6	7.0	4	WPRO am	A/C	2	5	5	3	1	18/61	BLAIR	MBS
4.3	4.6	5.9	5	WEAN am	News	5	30	14	11	8	14/80	McGAVREN	CBS
3.5	3.2	4.6	6	WSNE fm	A/C	7	6	3	4	4	16/70	EASTMAN	RKO-1
3.0	2.9	4.1	7	WBSM am	Talk	16	35	33	21	14	7/162	PRO RADIO	NBC-T
5.2	3.8	3.9	8	WLKW am	BBnd	11	16	20	17	12	10/111	TORBET	ABC-I
3.4	3.4	3.7	9	WHIM am	Ctry	15	17	10	9	5	8/142	CHRISTAL	MBS
5.9	7.3	3.6	10	WPJB fm	CHR	6	4	6	5	6	21/51	McGAVREN	
3.2	4.9	3.2	11	WHJJ am	A/C	8	11	15	12	11	19/57	KATZ	ABC-E
2.5	2.2	2.9	12	WMYS fm	A/C	9	13	7	8	7	17/64	CHRISTAL	
0.9	1.3	2.7	13	WBRU fm	AOR	10	9	4	7	10	18/61	ROSLIN	CBS-R
2.1	2.7	2.1	14	WXKS-FM	CHR	13	3	8	10	16	16/66	MMR	
2.0	1.9	1.8	15	WBZ am	A/C	14	15	26	18	17	19/58	RAR	ABC-E
1.0	0.7	1.3	16	WGNG am	Ctry	17	14	24	14	13	17/62	SELCOM	RKO-2
1.1	2.2	1.1	17	WADK am	A/C	29	31	40	20	15	7/159	LOTUS	MBS
2.0	1.6	1.1	17	WCOZ fm	AOR	12	8	9	13	31	30/35	BLAIR	
0.9	0.8	1.1	17	WPEP am	Talk	29	21	38	39	34	7/159		
1.1	0.6	1.0	20	WEEL-FM	CHR	22	10	12	15	18	15/70	CBS-FM	CBS-R
2.5	1.8	1.0	20	WSAR am	Talk	18	20	23	26	22	18/52	MMR	CBS
0.9	0.3	1.0	20	WWON am	Talk	23	39	39	37	32	14/76	KIRBY	

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IN CONCERT

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Riverside-San Bernardino-Ontario

#31

FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER A/C MINIS LISTENED	NATIONAL REP FIRM	NETWORK
5.2	6.2	6.6	1	KFI am	CHR	1	8	2	1	1	17/65	CHRISTAL	ABC-E
6.0	5.3	5.3	2	KDUO fm	BM	9	28	31	18	8	10/106	BLAIR	
2.7	3.0	5.2	3	KIIS fm	CHR	2	9	1	2	3	14/80	McGAVREN	ABC-C
4.9	3.8	4.8	4	KBIG fm	BM	6	14	14	5	4	12/87	TORBET	
4.6	4.7	4.1	5	KMET fm	AOR	5	4	3	3	7	15/74	EASTMAN	
3.9	3.7	3.6	6	KOLA fm	AOR	4	1	6	6	20	17/62	MASLA	ABC-F
4.3	3.0	3.5	7	KNX am	News	3	33	27	25	21	18/59	CBS SPOT	CBS
1.0	1.8	3.4	8	KQLH fm	A/C	13	17	10	4	2	12/93	B HOWARD	MBS
3.1	2.1	3.3	9	KCAL-FM	AOR	11	2	4	8	17	13/82	LOTUS	NBC-S
3.0	4.1	3.2	10	KGGI fm	CHR	7	5	5	7	11	18/59	MCGAVREN	CBS-R
1.5	2.7	2.6	11	KMEN am	Gold	19	38	11	9	5	13/86	MCGAVREN	CBS
3.5	3.3	2.5	12	KABC am	Talk	14	26	26	20	13	15/72	KATZ	ABC-I
2.9	2.4	2.5	12	KLOS fm	AOR	8	6	7	11	25	23/47	KATZ	ABC-R
2.0	2.1	2.5	12	KNTF fm	Ctry	24	21	13	10	6	11/97	HILLIER	
2.3	3.3	2.4	15	KCKC am	Ctry	16	20	17	15	12	15/74	HILLIER	ABC-I
1.9	2.2	2.3	16	KBON fm	BM	25	22	32	24	23	11/95	SELCOM	
3.6	3.7	2.1	17	KOST fm	BM	18	35	30	27	18	16/67	CHRISTAL	
2.3	1.9	2.0	18	KFXM am	CHR	12	10	15	16	16	20/54	BLAIR	
2.5	2.1	2.0	18	KLAC am	Ctry	17	18	28	19	10	17/65	EASTMAN	ABC-D
2.8	2.4	1.8	20	KNX-FM	AOR	20	15	8	13	14	16/66	CBS-FM	
5.4	2.8	1.8	20	KRTH fm	CHR	10	16	12	12	9	26/42	RKO	RKO-1
1.1	2.2	1.8	20	KUTE fm	Urbn	23	11	9	14	22	16/70	MASLA	
0.5	0.8	1.7	23	KHSJ am	A/C	33	45	44	46	45	8/139	H OAKES	ABC-E
1.2	2.0	1.5	24	KDIG am	Ctry	26	19	29	21	19	15/72	SELCOM	ABC-E
0.5	0.9	1.5	24	XTRA am	CHR	15	3	22	29	33	25/44	MMR	

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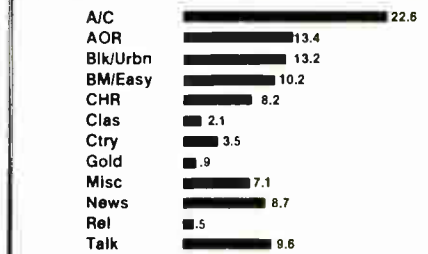
Philadelphia #5

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Demographic Rank

MEN 18-34		WOMEN 18-34		MEN 18-49		WOMEN 18-49		MEN 25-54		WOMEN 25-54	
1 WMMR	1 WMGK	1 WMGK	1 WMGK	1 WMGK	1 WMGK	1 WMGK	1 WMGK	1 WMGK	1 WMGK	1 WMGK	1 WMGK
2 WYSP	2 WDAS-FM	2 WMMR	2 WMMR	2 WMMR	2 WDAS-FM	2 KYW	2 KYW	2 KYW	2 WEAZ	2 WEAZ	2 WEAZ
3 WIOQ	3 WCAU-FM	3 WYSP	3 WYSP	3 WYSP	3 WCAU-FM	3 WIOQ	3 WIOQ	3 WIOQ	3 WIOQ	3 WIP	3 WIP
4 WMGK	4 WIOQ	4 WIOQ	4 WIOQ	4 WIOQ	4 WIOQ	4 WEAZ	4 WEAZ	4 WEAZ	4 KYW	4 KYW	4 KYW
5 WDAS-FM	5 WUSL	5 WDAS-FM	5 WEAZ	5 WEAZ	5 WUSL	5 WFIL	5 WFIL	5 WFIL	5 WCAU-FM	5 WCAU-FM	5 WCAU-FM
6 WUSL	6 WMMR	6 KYW	6 WUSL	6 WUSL	6 WMMR	6 WMMR	6 WMMR	6 WMMR	6 WDAS-FM	6 WDAS-FM	6 WDAS-FM
7 WCAU-FM	7 WYSP	7 WUSL	7 KYW	7 KYW	7 WUSL	7 WYSP	7 WYSP	7 WDAS-FM	7 WYSP	7 WYSP	7 WYSP
8 KYW	8 WWSH	8 WFIL	8 WYSP	8 WYSP	8 WWSH	8 WYSP	8 WYSP	8 WUSL	8 WFIL	8 WFIL	8 WFIL
9 WFLN-FM	9 KYW	9 WCAU-FM	9 WMMR	9 WMMR	9 WCAU-FM	9 WMMR	9 WMMR	9 WCAU	9 WIOQ	9 WIOQ	9 WIOQ
10 WIP	10 WSNi	10 WEAZ	10 WWSH	10 WWSH	10 WWSH	10 WIP	10 WIP	10 WIP	10 WSNi	10 WSNi	10 WSNi

Format Reach



Phoenix #24

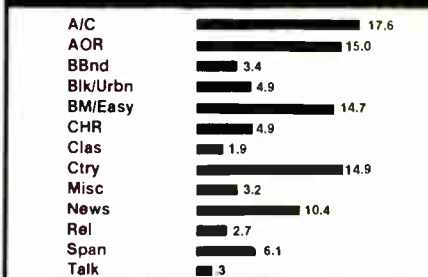
Continued from Page 114

FALL '81	WINTER '82	SPRING '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER	AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE	
0.8	0.8	1.1	1.3	23	KFLR	am	Rel	23	24	26	25	21	10/107				0.7
--	--	--	1.1	24	KNNN	fm	Span	26	22	19	20	17	10/110	LOTUS			

Demographic Rank

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54	
1 KDKB	1 KKL T	1 KDKB	1 KKL T	1 KDKB	1 KKL T	1 KTAR	1 KNIX-FM	1 KTAR	1 KNIX-FM	1 KNIX-FM	1 KNIX-FM
2 KUPD	2 KDKB	2 KUPD	2 KNIX-FM	2 KUPD	2 KNIX-FM	2 KUKQ	2 KOY	2 KUKQ	2 KOY	2 KOY	2 KOY
3 KZZP-FM	3 KUKQ	3 KTAR	3 KUKQ	3 KTAR	3 KUKQ	4 KDKB	4 KOOL	4 KDKB	4 KOOL	4 KKL T	4 KKL T
4 KKL T	4 KZZP-FM	4 KNIX-FM	4 KDKB	4 KDKB	4 KOOL	5 KPHX	5 KDKB	5 KDKB	5 KDKB	5 KPHX	5 KPHX
5 KOOL	5 KUPD	5 KOOL	6 KZZP-FM	6 KZZP-FM	6 KOY	6 KEZC	6 KEZC	6 KEZC	6 KEZC	6 KTAR	6 KTAR
6 KUKQ	6 KOPA-FM	6 KZZP-FM	7 KKL T	7 KKL T	7 KQYT	7 KMEQ-FM	7 KEZC	7 KEZC	7 KEZC	7 KEZC	7 KEZC
7 KSTM	7 KNIX-FM	7 KKL T	8 KOY	8 KOY	8 KZZP-FM	8 KUKQ	8 KMEQ-FM	8 KMEQ-FM	8 KMEQ-FM	8 KMEQ-FM	8 KMEQ-FM
8 KTAR	8 KPHX	8 KOY	9 KUKQ	9 KUKQ	9 KOPA-FM	9 KUPD	9 KUPD	9 KUPD	9 KOPA-FM	9 KOPA-FM	9 KOPA-FM
9 KNIX-FM	9 KOOL	9 KUKQ	10 KEZC	10 KEZC	10 KSTM	10 KEZC	10 KQYT	10 KQYT	10 KDKB	10 KDKB	10 KDKB
10 KOPA-FM	10 KEZC	10 KSTM									

Format Reach



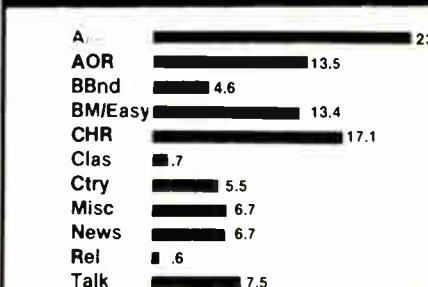
Providence-Warwick-Pawtucket #26

Continued from Page 118

Demographic Rank

MEN 18-34		WOMEN 18-34		MEN 18-49		WOMEN 18-49		MEN 25-54		WOMEN 25-54	
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WPRO-FM	1 WPRO	1 WPRO-FM	1 WPRO	1 WPRO	1 WPRO
2 WPRO-FM	2 WSNE	2 WPRO-FM	2 WPRO	2 WPRO-FM	2 WPRO	2 WLKW-FM	2 WPRO-FM	2 WPRO-FM	2 WPRO-FM	2 WPRO-FM	2 WPRO-FM
3 WBRU	3 WHJY	3 WPRO	3 WPRO	3 WPRO	3 WSNE	3 WPRO	3 WLKW-FM	3 WPRO	3 WLKW-FM	3 WLKW-FM	3 WLKW-FM
4 WPJB	4 WPRO	4 WBRU	4 WBRU	4 WBRU	4 WHJY	4 WHIM	4 WSNE	4 WHIM	4 WSNE	4 WSNE	4 WSNE
5 WSNE	5 WMYS	5 WLKW-FM	5 WPJB	5 WPJB	5 WSNE	5 WPRO	5 WMYS	5 WMYS	5 WMYS	5 WMYS	5 WMYS
6 WPRO	6 WPJB	6 WSNE	6 WPJB	6 WPJB	6 WSNE	6 WPJB	6 WPJB	6 WPJB	6 WPJB	6 WPJB	6 WPJB
7 WXKS-FM	7 WBRU	7 WHIM	7 WLKW-FM	7 WLKW-FM	7 WJY	7 WJY	7 WHIM	7 WHIM	7 WHIM	7 WHIM	7 WHIM
8 WHIM	8 WXKS-FM	8 WPJB	8 WBRU	8 WBRU	8 WHIM	8 WBRU	8 WEAN	8 WEAN	8 WEAN	8 WEAN	8 WEAN
9 WCOZ	9 WCOZ	9 WMYS	9 WHIM	9 WHIM	9 WEAN	9 WEAN	9 WHJJ	9 WHJJ	9 WHJJ	9 WHJJ	9 WHJJ
10 WMYS	10 WLKW	10 WXKS-FM	10 WXKS-FM	10 WLKW	10 WNGG	10 WNGG	10 WNGG	10 WNGG	10 WNGG	10 WNGG	10 WNGG

Format Reach



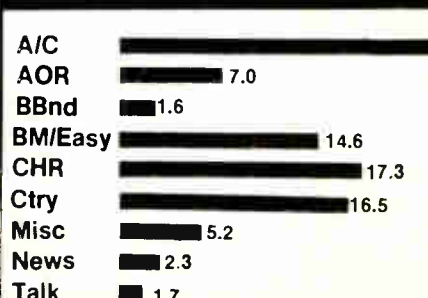
Salt Lake City-Ogden #43

Continued from Page 124

Demographic Rank

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54	
1 KCPX-FM	1 KSOP-FM	1 KSOP-FM	1 KSOP-FM	1 KSOP-FM	1 KSOP-FM	1 KSOP-FM	1 KSFI	1 KSOP-FM	1 KSFI	1 KSFI	1 KSFI
2 KRSP-FM	2 KISN	2 KSL	2 KSL	2 KSL	2 KSL	2 KSL	2 KSL	2 KSL	2 KSL	2 KSL	2 KSL
3 KSOP	3 KCPX-FM	3 KCPX-FM	3 KCPX-FM	3 KCPX-FM	3 KALL	3 KALL	3 KSOP-FM	3 KSOP-FM	3 KSOP-FM	3 KSOP-FM	3 KSOP-FM
4 KDAB	4 KDAB	4 KRSP-FM	4 KRSP-FM	4 KRSP-FM	4 KISN	4 KISN	4 KALL	4 KALL	4 KALL	4 KALL	4 KALL
5 KSL	5 KSL	5 KALL	5 KALL	5 KALL	5 KCPX-FM	5 KCPX-FM	5 KDAB	5 KDAB	5 KISN	5 KISN	5 KISN
6 KALL-FM	6 KFMY	6 KDAB	6 KDAB	6 KDAB	6 KDAB	6 KCPX	6 KCPX	6 KCPX	6 KALL-FM	6 KALL-FM	6 KALL-FM
7 KCPX	7 KRSP-FM	7 KALL-FM	7 KALL-FM	7 KALL-FM	7 KALL	7 KALL-FM	7 KDAB	7 KDAB	7 KDAB	7 KDAB	7 KDAB
8 KALL	8 KLRZ	8 KCPX	8 KCPX	8 KCPX	8 KFMY	8 KCPX-FM	8 KCPX-FM	8 KCPX-FM	8 KCPX-FM	8 KCPX-FM	8 KCPX-FM
9 KISN	9 KCPX	9 KSFI	9 KALL-FM	9 KALL-FM	9 KISN	9 KISN	9 KCPX	9 KCPX	9 KCPX	9 KCPX	9 KCPX
10 KLRZ	10 KSFI	10 KISN	10 KRSP-FM	10 KRSP-FM	10 KRGO	10 KRGO	10 KLRZ	10 KLRZ	10 KLRZ	10 KLRZ	10 KLRZ

Format Reach



Rochester, NY #39

RR

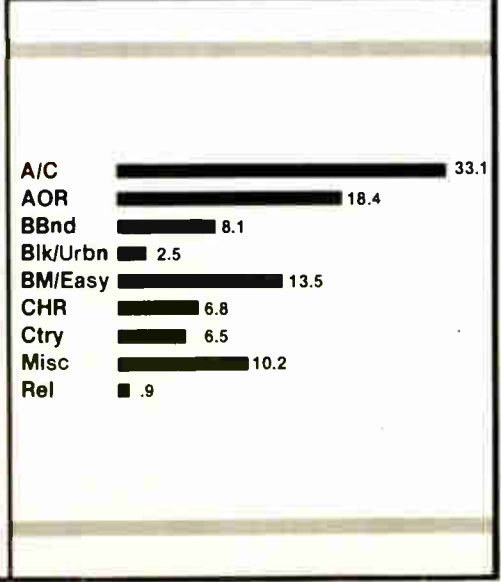
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FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTED	NATIONAL REP FIRM	NETWORK	12+ BRCH SHARE
16.9	13.7	13.5	1	WEZO fm	BM	1	14	6	5	2	13/86	KATZ		11.6
6.4	9.9	10.8	2	WCMF fm	AOR	3	1	1	2	5	14/75	CBS-FM		12.2
6.7	10.0	9.6	3	WVOR fm	A/C	4	10	2	1	1	15/74	McGAVREN		7.8
7.7	10.1	9.1	4	WHAM am	A/C	2	11	7	7	3	19/58	MMR	ABC-I	8.5
9.7	8.2	7.2	5	WMJQ fm	AOR	5	2	3	4	9	18/60	BLAIR	ABC-R	9.3
6.0	3.2	6.5	6	WPXY fm	A/C	6	5	4	3	4	19/56	RKO		5.3
4.2	5.1	5.9	7	WHFM fm	CHR	7	3	5	6	8	21/52	MMR		5.9
6.1	5.3	5.2	8	WPXN am	BBnd	10	19	12	11	10	12/89	RKO	CBS	4.4
4.6	4.4	5.1	9	WBBF am	A/C	8	8	9	9	7	18/61	BLAIR	ABC-D	4.7
5.1	7.9	4.9	10	WNYR am	Ctry	9	13	8	8	6	15/74	KATZ	ABC-E	5.7
--	0.5	2.9	11	WYLF fm	BBnd	11	17	14	13	12	14/79	MASLA		2.9
4.7	3.1	2.5	12	WDKX fm	Blk	12	4	10	10	11	15/74	RILEY	NBN	6.6
1.5	2.2	1.6	13	WFLC fm	Ctry	14	18	17	12	13	14/77	MARKET 4	ABC-E	0.9
--	--	1.4	14	WRTK am	A/C	13	20	21	19	16	20/53	HILLIER	MBS	0.2

Demographic Rank

Format Reach

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WCMF	1 WVOR	1 WCMF	1 WVOR	1 WVOR	1 WVOR
2 WMJQ	2 WCMF	2 WVOR	2 WEZO	2 WCMF	2 WEZO
3 WVOR	3 WPXY	3 WMJQ	3 WCMF	3 WEZO	3 WHAM
4 WPXY	4 WHFM	4 WPXY	4 WPXY	4 WHAM	4 WPXY
5 WHFM	5 WMJQ	5 WHFM	5 WHFM	5 WNYR	5 WNYR
6 WHAM	6 WEZO	6 WHAM	6 WNYR	6 WMJQ	6 WBBF
7 WEZO	7 WNYR	7 WEZO	7 WHAM	7 WPXY	7 WPXN
8 WNYR	8 WHAM	8 WNYR	8 WMJQ	8 WHFM	8 WHFM
9 WBBF	9 WDKX	9 WBBF	9 WBBF	9 WBBF	9 WCMF
10 WDKX	10 WBBF	10 WDKX	10 WDKX	10 WPXN	10 WDKX



Sacramento #35

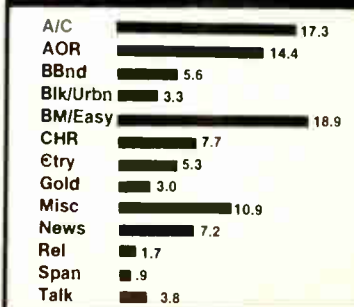
RR

FALL '81	SPRING '82	FALL '82	12+ AOH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	% BIRCH SHARE
5.8	9.9	10.2	1	KXOA-FM	A/C	1	6	1	1	1	14/75	BLAIR	ABC-D	8.5
12.0	13.7	8.5	2	KZAP fm	AOR	2	1	2	2	6	14/77	McGAVREN		16.3
4.2	5.6	7.7	3	KCTC fm	BM	7	17	9	6	2	11/102	CHRISTAL		5.8
3.1	3.1	5.7	4	KAER fm	BM	12	8	5	3	3	11/97	KATZ		5.7
8.3	5.8	5.5	5	KEWT fm	BM	8	24	17	13	8	14/76	EASTMAN		4.0
1.2	3.9	5.3	6	KXOA am	BBnd	13	14	23	16	10	11/100	BLAIR	ABC-D	5.2
7.9	4.7	5.2	7	KSFM fm	CHR	4	2	4	5	4	17/65	MMR		5.1
3.4	3.3	5.1	8	KROY fm	AOR	3	3	3	4	11	19/58	SELCOM		6.6
8.2	5.6	4.8	9	KRAK am	Ctry	6	10	12	9	5	17/62	EASTMAN		6.9
3.8	3.9	4.6	10	KFBK am	News	9	19	18	14	14	17/65	KATZ	NBC	3.0
6.2	4.2	4.6	10	KGNR am	Talk	5	12	14	11	7	19/58	CHRISTAL	ABC-I	3.3
3.4	3.1	3.3	12	KPOP fm	Blk	14	4	7	10	13	14/78	LOTUS		5.1
3.1	2.4	3.3	12	KWOD fm	A/C	10	7	6	7	12	20/54	MASLA	RKO-1	2.9
4.0	3.3	3.0	14	KHYL fm	Gold	15	9	8	8	9	14/78	B HOWARD		4.0
1.8	2.0	2.5	15	KFRC am	CHR	11	5	10	12	15	25/43	RKO		2.1
2.2	2.2	1.5	16	KGO am	Talk	19	20	22	21	18	18/60	BLAIR	ABC-I	1.3
1.0	2.5	1.4	17	KNBR am	A/C	18	26	15	15	16	24/45	McGAVREN	NBC	1.0
0.7	1.0	1.2	18	KFIA am	Rel	20	15	13	17	22	15/71			1.2
2.1	2.0	1.2	18	KGMS am	Misc	17	25	24	23	21	29/37	MMR	CBS	1.4
--	--	1.0	20	KRLT fm	A/C	25	22	11	18	17	11/103	PRO	AP	--

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KZAP	1 KXOA-FM	1 KXOA-FM	1 KXOA-FM	1 KXOA-FM	1 KXOA-FM
2 KXOA-FM	2 KZAP	2 KZAP	2 KSFM	2 KAER	2 KCTC
3 KROY	3 KSFM	3 KROY	3 KAER	3 KCTC	3 KSFM
4 KHYL	4 KAER	4 KAER	4 KZAP	4 KRAK	4 KAER
5 KWOD	5 KROY	5 KHYL	5 KCTC	5 KHYL	5 KEWT
6 KAER	6 KWOD	6 KCTC	6 KWOD	6 KZAP	6 KRAK
7 KSFM	7 KPOP	7 KWOD	7 KROY	7 KROY	7 KXOA
8 KPOP	8 KCTC	8 KSFM	8 KPOP	8 KGNR	8 KGNR
9 KCTC	9 KFRC	9 KRAK	9 KEWT	9 KSFM	9 KZAP
10 KFRC	10 KHYL	10 KGNR	10 KRAK	10 KFRC	10 KWOD

Format Reach



St. Louis #13

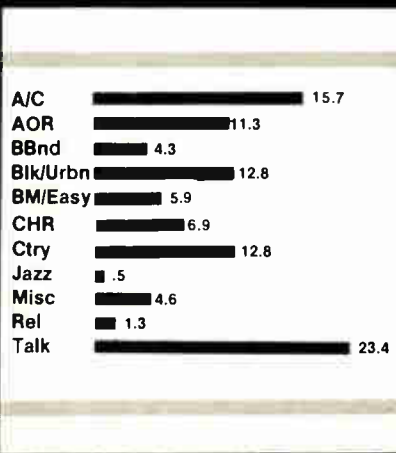
FALL '81	WINTER '82	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
21.8	20.0	21.1	23.4	1	KMOX	am Talk	1	7	5	1	1	10/108	CBS SPT	CBS	23.1
2.8	3.2	3.4	6.9	2	KMOX-FM	CHR	2	1	7	7	8	16/67	CBS-FM	CBS	8.6
6.3	6.0	6.7	6.5	3	WIL-FM	Ctry	7	12	8	4	3	12/94	CHRISTAL		5.9
6.0	5.5	5.4	6.2	4	KSD-FM	A/C	3	11	2	2	2	13/81	EASTMAN		6.8
6.5	6.3	4.5	5.7	5	KSHE	fm AOR	6	4	1	3	10	14/79	KATZ		7.2
6.1	5.9	6.1	5.5	6	KMJM	fm Urbn	8	3	4	6	5	13/87	McGAVREN		7.9
6.7	6.5	6.6	4.9	7	KEZK	fm BM	9	16	15	13	6	13/82	TORBET		3.4
6.5	7.5	7.4	4.8	8	KWK-FM	AOR	4	2	6	8	13	17/65	HILLIER		6.6
--	3.2	4.1	4.1	9	KYKY	fm A/C	5	9	3	5	4	19/57	RKO		4.1
3.6	4.7	3.9	3.8	10	WRTH	am BBnd	12	20	21	16	14	14/78	BLAIR	ABC-I	3.3
5.2	5.0	4.1	3.5	11	KSD	am Ctry	11	15	11	9	7	17/64	EASTMAN	MBS	4.3
2.4	2.0	2.8	3.3	12	WZEN	fm Blk	14	5	9	10	12	12/91	B HOWARD	NBN	3.3
3.1	3.1	3.5	2.6	13	KXOK	am A/C	10	13	12	11	9	23/48	KATZ	NBC	1.9
2.5	2.1	2.2	2.3	14	KADI-FM	A/C	13	10	10	12	11	22/49	SELCOM	NBC-S	2.4
1.6	2.1	1.9	2.1	15	WESL	am Blk	16	6	13	14	15	16/68	R A LAZAR	SHRDN	0.7
2.8	2.2	3.0	2.0	16	WIL	am Ctry	15	18	17	18	17	18/62	CHRISTAL	ABC-E	1.2
1.6	3.2	2.7	1.9	17	KATZ	am Blk	17	14	14	15	16	18/61	B HOWARD	NBN	1.0
0.5	0.8	0.4	1.0	18	KCFM	fm Easy	19	19	18	17	18	18/60	ROSLIN	AP	0.3
0.7	0.8	0.6	1.0	18	WEW	am BBnd	21	21	21	21	19	11/95		ABC-E	1.2

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Demographic Rank

Format Reach

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSHE	1 KSD-FM	1 KMOX	1 KSD-FM	1 KMOX	1 KMOX
2 KMOX	2 KMJM	2 KSHE	2 KMOX	2 WIL-FM	2 KSD-FM
3 KWK-FM	3 KYKY	3 WIL-FM	3 KMJM	3 KSD-FM	3 WIL-FM
4 KYKY	4 KMOX-FM	4 KSD-FM	4 KMOX-FM	4 KSHE-FM	4 KEZK
5 KSD-FM	5 KWK-FM	5 KWK-FM	5 KYKY	5 KSD	5 KMOX-FM
6 WIL-FM	6 KADI-FM	6 KYKY	6 WIL-FM	6 KYKY	6 KMJM
7 WZEN	7 KSHE	7 KSD	7 KADI-FM	7 KXOK	7 KYKY
8 KMJM	8 KMOX	8 KMJM	8 KEZK	8 KMJM	8 KXOK
9 KMOX-FM	9 WIL-FM	9 WZEN	9 KWK-FM	9 KWK-FM	9 KADI-FM
10 KSD	10 WZEN	10 KMOX-FM	10 KXOK	10 KEZK	10 KSD



Salt Lake City-Ogden #43

RR

FALL '82			12+ ACH METRO RANK		STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12-BIRCH SHARE
FALL '81	SPRING '82	FALL '82													
10.5	9.0	13.1	1	KSL	am	A/C	1	6	5	2	2	15/73	TORBET	CBS	10.8
6.4	6.8	10.4	2	KSOP-FM		Ctry	4	8	2	1	1	11/100	MMR		6.9
8.9	10.7	10.2	3	KSFI	fm	BM	2	11	12	4	3	13/82	BLAIR		8.2
5.0	5.8	7.0	4	KRSP-FM		AOR	3	1	3	5	12	18/60	SELCOM		8.9
7.1	7.6	6.3	5	KCPX-FM		CHR	5	3	1	3	9	17/64	KATZ		7.8
7.2	3.8	4.9	6	KALL	am	A/C	6	10	10	6	4	19/56	EASTMAN	ABC-I	4.8
3.2	4.0	4.5	7	KDAB	fm	A/C	8	7	4	7	7	19/57	B HOWARD		4.2
6.9	5.5	4.4	8	KLUB	am	BM	12	17	21	17	17	17/65	McGAVREN	NBC	2.5
4.6	4.6	3.8	9	KISN	fm	A/C	9	14	6	8	5	22/49	McGAVREN	CBS-R	5.2
2.5	3.7	3.8	9	KRSP	am	CHR	7	2	13	14	18	24/45	SELCOM	AP	5.2
3.5	3.4	3.4	11	KALL-FM		A/C	13	18	9	9	6	21/52	EASTMAN	RKO-1	3.6
4.7	5.1	3.3	12	KFMY	fm	CHR	11	4	11	12	15	23/46	MASLA		4.0
5.0	3.2	3.2	13	KCPX	am	CHR	10	9	7	10	8	25/43	KATZ	ABC-C	3.0
--	3.2	3.2	13	KLRZ	fm	A/C	14	5	8	11	13	21/53	HILLIER		2.5
--	--	2.3	15	KDYL	am	News	17	15	20	19	16	21/52	BLAIR	AP	0.9
2.1	3.0	2.1	16	KRGO	am	Ctry	16	20	14	13	10	23/47	CHRISTAL	ABC-E	2.0
4.0	3.2	2.1	16	KZAN	fm	Ctry	18	13	15	15	11	17/64	CHRISTAL	RKO-2	2.9
2.3	2.0	1.9	18	KSOP	am	Ctry	15	12	17	16	14	30/36	MMR		2.4

Continued on Page 120



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San Antonio #38

RR

FALL '81	SPRING '82	FALL '82	12-17 ADH M-F THU RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER A/C, MMS LISTENED	NATIONAL REP FIRM	NETWORK	12-17 BIRCH SHARE	
8.8	11.1	12.2	1	KISS	fm	AOR	1	1	1	1	2	9/115	McGAVREN	NBC-S	18.8
6.0	6.0	7.5	2	KAJA	fm	Ctry	4	5	2	2	1	13/86	CBS-FM		7.7
11.0	9.0	7.3	3	KTFM	fm	CHR	3	3	3	4	3	15/71	BLAIR		13.1
7.9	7.4	6.4	4	KTSA	am	CHR	2	4	5	5	4	18/61	BLAIR		8.7
8.4	6.5	6.3	5	KQXT	fm	BM	8	17	13	11	9	12/93	KATZ		2.5
8.8	5.5	6.0	6	KCOR	am	Span	12	20	10	10	7	8/132	KATZ		6.4
6.1	6.4	6.0	6	KKYX	am	Ctry	7	12	8	8	10	13/82	CHRISTAL		4.6
4.8	3.8	5.7	8	KITY	fm	CHR	5	2	6	7	11	16/66	MMR	ABC-F	5.3
2.1	4.6	5.4	9	KLLS	fm	A/C	9	6	4	3	5	12/91	SELCOM		5.7
5.7	5.4	5.2	10	WOAI	am	N/T	6	14	15	12	12	16/70	CBS SPOT	CBS	3.8
4.0	4.2	4.6	11	KBUC-FM		Ctry	11	13	9	9	6	11/95	EASTMAN	ABC-I	4.1
4.0	4.9	4.0	12	KONO	am	Gold	10	9	7	6	8	14/77	MMR	ABC-C	3.6
2.3	3.6	3.3	13	KCCW	am	BBnd	13	16	20	14	13	12/92	SELCOM	UPI	2.6
4.4	4.5	2.6	14	KEDA	am	Span	15	19	11	13	14	10/104	SELCOM		1.4
1.7	1.7	2.3	15	KVAR	fm	Span	17	11	12	15	16	9/124	LOTUS		1.1
3.2	2.0	2.2	16	KBUC	am	Ctry	14	15	19	16	15	17/65	EASTMAN	ABC-I	1.4
1.4	0.7	1.8	17	KGNB	am	A/C	19	23	16	20	18	8/128	M & C	ABC-E	0.3
--	0.5	1.7	18	KESI	fm	AOR	16	7	14	17	19	12/88	PRO		2.4
--	--	1.2	19	KSLR	fm	Rel	18	10	18	18	17	14/79	GROSKIN		2.0
1.2	2.1	1.0	20	KAPE	am	Blk	23	8	17	19	20	9/123	PRO RADIO	SHRDN	0.4
--	0.5	1.0	20	KWED-FM		Ctry	21	26	23	21	23	11/102		MBS	--

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WESTWOOD ONE

SUPERSTAR CONCERTS

ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

San Diego #20



FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
7.9	9.2	9.0	8.4	9.2	1	KJQY fm	BM	2	17	14	6	1	10/109	RAR		7.1
8.2	9.1	9.6	5.5	6.6	2	KGB fm	AOR	1	2	1	1	8	16/68	KATZ	NBC-S	6.2
3.8	3.7	4.0	4.8	5.7	3	XHRM fm	Blk	14	1	3	2	10	8/130	BUCKLEY		7.6
2.5	4.0	2.5	2.8	5.2	4	KMLO am	BBnd	22	19	23	21	17	6/172	ROSLIN		2.5
4.7	4.4	4.4	5.8	5.1	5	KPRI fm	AOR	4	3	2	4	18	17/63	EASTMAN		4.3
5.9	5.3	4.4	4.4	4.8	6	KSDO am	N/T	8	21	20	17	7	16/70	CBS SPT	CBS	2.0
3.7	4.4	7.3	11.6	4.7	7	KFMB am	A/C	6	26	10	5	2	18/60	McGAVREN		3.9
4.5	4.0	2.5	4.2	4.2	8	KFMB-FM	CHR	5	6	4	3	4	20/53	McGAVREN		4.4
3.0	2.7	2.7	3.1	4.2	8	XTRA am	CHR	3	5	8	9	15	21/51	MMR		7.9
2.7	5.4	4.2	4.3	3.7	10	KYXY fm	A/C	9	12	9	7	3	16/68	CBS-FM		6.4
5.7	5.5	4.9	4.7	3.5	11	XTRA-FM	AOR	7	5	7	11	21	22/49	MMR		4.9
3.7	2.8	4.3	3.0	3.4	12	KOGO am	A/C	10	13	13	13	6	16/68	EASTMAN	ABC-E	2.0
3.9	3.3	4.5	3.2	3.3	13	KFSD fm	Clas	11	23	16	15	9	16/69	LOTUS		2.5
4.4	3.5	3.4	2.9	3.2	14	KBZT fm	A/C	12	14	6	10	13	15/71	CHRISTAL	ABC-F	1.7
3.0	2.5	2.7	3.4	3.1	15	KIFM fm	AOR	15	18	5	8	5	15/73	SELCOM	CBS-R	1.9
2.7	3.1	2.9	1.9	3.1	15	KSON-FM	Ctry	17	10	12	12	11	14/80	CHRISTAL	MBS	2.3
3.9	3.5	2.4	2.6	3.0	17	KCBQ am	Ctry	16	9	15	16	14	15/72	RKO	RKO-1	2.7
--	2.5	2.9	2.0	2.8	18	KSDO-FM	A/C	18	7	11	14	12	15/73	CBS SPT	ABC-D	1.7
2.0	2.1	1.6	2.2	2.5	19	KNX am	News	13	16	27	25	25	19/56	CBS SPOT	CBS	1.9
2.5	1.6	2.7	2.3	2.4	20	KSON am	Ctry	20	29	17	19	16	14/77	CHRISTAL	ABC-I	1.4
1.9	2.9	3.0	2.9	2.2	21	KCBQ-FM	Ctry	19	11	19	18	19	17/64	RKO	RKO-1	2.1
1.3	1.3	1.4	1.5	1.8	22	KJFM fm	BM	23	25	26	24	23	14/80	MASLA		--
0.4	0.6	0.9	0.6	1.2	23	KBRT am	Rel	27	28	18	20	20	10/104			--
1.7	1.9	1.3	0.8	1.2	23	KCNN am	News	21	22	24	23	22	27/40	KATZ	ABC-T	0.9

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KGB	1 KGB	1 KGB	1 XHRM	1 KFMB	1 KJQY
2 KPRI	2 XHRM	2 KPRI	2 KJQY	2 KJQY	2 KYXY
3 XHRM	3 KIFM	3 XHRM	3 KYXY	3 KGB	3 KIFM
4 KFMB-FM	4 XTRA	4 KFMB	4 KGB	4 KYXY	4 KOGO
5 KBZT	5 KPRI	5 KFMB-FM	5 XTRA	5 KFMB-FM	5 KFMB
6 XTRA-FM	6 KYXY	6 KBZT	6 KFMB-FM	6 KSDO	6 KFMB-FM
7 KIFM	7 KFMB-FM	7 XTRA-FM	7 KIFM	7 KFSD	7 KCBQ
8 XTRA	8 XTRA-FM	8 KIFM	8 KPRI	8 KSON	8 XTRA
9 KFMB	9 KBZT	9 KYXY	9 KOGO	9 KBZT	9 KSDO
10 KSON-FM	10 KSDO-FM	10 KJQY	10 KFMB	10 KFIM	10 XHRM

Format Reach

A	18.5
AOR	18.9
BBnd	5.2
Blk/Urban	5.7
BM/Easy	11.0
CHR	9.5
Clas	3.3
Ctry	10.7
Misc	6.7
News	6.1
Rel	1.2
Talk	3.2

San Francisco #4

R&R

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FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	35-49 RANK	50-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.4	9.1	8.6	7.2	8.4	1	KGO	am Talk	2	14	18	2	1	13/85	BLAIR	ABC-I	10.6
6.5	5.0	4.9	4.6	6.7	2	KCBS	am News	1	20	17	4	2	16/67	CBS SPT	CBS	5.6
5.4	4.5	4.2	5.0	3.7	3	KFRC	am CHR	3	1	12	11	11	24/46	RKO		4.9
5.8	4.8	4.8	4.2	3.7	3	KSOL	fm Urbn	8	3	2	3	12	14/78	MASLA		4.8
2.0	2.5	2.4	2.5	3.5	5	KOIT	fm Easy	11	21	22	17	8	14/79	TORBET		2.0
1.9	2.6	2.7	3.2	3.3	6	KDIA	am Blk	9	5	8	9	9	15/70	B HOWARD	SHRDN	2.5
4.7	4.2	3.7	3.3	3.3	6	KMEL	fm AOR	7	6	1	5	17	18/60	CHRISTAL		3.1
2.5	2.3	2.5	3.4	3.2	8	KYUU	fm A/C	6	7	3	1	3	19/57	McGAVREN		3.1
2.0	3.1	2.4	2.8	3.0	9	KSAN	fm Ctry	18	18	7	8	5	13/85	KATZ	ABC-E	3.4
2.7	3.0	2.0	2.6	2.9	10	KABL-FM	BM	12	30	33	24	13	17/66	CHRISTAL		3.5
2.7	3.1	2.9	3.2	2.8	11	KIOI	fm A/C	4	9	5	7	7	22/49	SELCOM	ABC-C	2.9
3.5	2.5	3.5	4.2	2.8	11	KNBR	am A/C	5	17	15	10	4	22/49	McGAVREN	NBC	2.9
2.9	2.1	2.9	2.8	2.8	11	KNEW	am Ctry	16	23	23	20	14	16/69	KATZ	ABC-E	2.7
1.4	2.6	3.3	3.7	2.7	14	KROR	fm AOR	10	2	10	16	33	18/59	CBS-FM	CBS-R	3.5
2.6	3.3	3.2	2.7	2.6	15	KBLX	fm Blk	19	13	4	6	6	13/81	HILLIER	SHRDN	2.8
1.5	2.6	2.8	2.9	2.6	15	KSJO	fm AOR	17	4	6	13	33	15/73	ROSLIN		2.7
2.8	2.3	2.5	2.3	2.4	17	KABL	am BM	14	33	33	32	22	19/58	CHRISTAL		2.3
2.4	1.7	1.5	1.5	2.3	18	KBAY	fm BM	24	33	27	22	18	12/89	MMR		1.4
2.9	3.3	3.7	2.9	2.2	19	KSFO	am A/C	15	33	33	23	16	20/55	MMR		1.8
2.0	2.0	1.9	2.1	2.1	20	KYA	am Gold	13	19	16	12	10	22/50	EASTMAN	RKO-2	1.3
1.0	1.2	1.1	1.6	1.7	21	KEZR	fm A/C	28	22	11	14	23	15/74	CHRISTAL		1.8
1.4	1.4	1.7	1.4	1.7	21	KLHT	fm A/C	25	15	9	15	15	15/70	EASTMAN	RKO-2	1.5
1.9	2.0	1.7	1.6	1.6	23	KLOK	am A/C	20	11	21	19	19	20/53	KATZ		0.9
1.7	0.8	1.4	0.9	1.6	23	KQAK	fm AOR	21	10	13	18	30	19/56	B HOWARD		3.0
2.0	1.6	1.8	1.6	1.5	25	KOME	fm AOR	22	8	14	21	27	20/54	TORBET		2.0

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The Bay Area's #1 Music Station

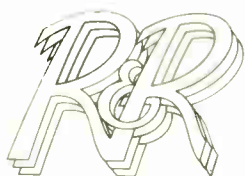
Source: San Francisco Fall 1982 ARB/persons 12+ /M-F/6a-12m/ AQH/MSA/ Subject to limitation as stated therein.

San Jose #28



FALL '81	WINTER '82	SPRING '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.8	7.6	9.1	8.7	1	KGO	am Talk	2	15	9	6	4	11/95	BLAIR	ABC-I
4.9	8.1	8.5	8.3	2	KSJO	fm AOR	1	1	2	2	7	14/79	ROSLIN	
7.0	5.3	4.7	7.1	3	KBAY	fm BM	6	34	10	7	1	11/97	MMR	
4.5	4.3	3.9	6.1	4	KEZR	fm A/C	5	9	1	1	3	14/80	CHRISTAL	
4.9	4.1	4.1	5.2	5	KCBS	am News	3	21	12	9	5	18/60	CBS SPOT	CBS
5.2	4.4	5.2	4.4	6	KLOK	am A/C	4	5	8	4	2	19/58	KATZ	
4.8	3.8	5.3	4.2	7	KOME	fm AOR	7	4	3	3	8	19/58	TORBET	
2.3	2.5	2.0	3.9	8	KOIT	fm BM	12	29	23	18	15	14/80	TORBET	
5.1	4.3	2.9	3.5	9	KSOL	fm Urbn	13	2	6	11	22	15/75	MASLA	NBN
2.3	3.1	2.4	3.5	9	KYUU	fm A/C	10	8	4	5	6	17/62	McGAVREN	
3.0	2.8	2.6	3.2	11	KLIV	am BBnd	15	13	29	20	13	14/79	B HOWARD	
2.9	3.7	2.6	2.9	12	KIOI	fm A/C	9	7	7	10	9	22/49	SELCOM	ABC-C
2.8	4.0	2.1	2.8	13	KARA	fm Gold	11	31	5	8	10	20/54	B HOWARD	
2.0	2.8	2.7	2.8	13	KSAN	fm Ctry	17	19	11	12	16	11/97	KATZ	ABC-E
4.9	4.0	3.5	2.5	15	KFRC	am CHR	8	3	13	16	19	28/38	RKO	
2.9	1.9	2.6	2.4	16	KNBR	am A/C	14	18	19	15	14	21/52	McGAVREN	NBC
2.5	2.5	2.8	2.3	17	KEEN	am Ctry	18	22	16	14	11	14/80	MMR	
1.2	1.6	1.6	1.9	18	KFAT	fm Ctry	20	23	15	13	12	16/68	HILLIER	
1.5	0.8	0.7	1.4	19	KABL-FM	BM	22	30	36	22	20	19/58	CHRISTAL	
2.5	1.7	2.4	1.3	20	KBLX	fm Blk	23	16	14	17	18	19/57	HILLIER	SHRDN
1.6	1.4	2.0	1.3	20	KNTA	am Span	29	36	39	34	31	10/107	LOTUS	
0.7	0.8	--	1.2	22	KAZA	am Span	29	37	27	25	26	8/140		
1.7	1.8	0.6	1.2	22	KYA	am Gold	25	24	18	19	17	19/56	EASTMAN	RKO-2
1.1	0.8	2.0	1.1	24	KSFO	am A/C	19	33	33	30	24	27/40	MMR	

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Radio & Records

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Seattle-Everett-Tacoma #16

RR

FALL '81	WINTER '82	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.5	11.0	11.0	10.8	1	KIRO	am News	1	9	7	1	1	15/72	TORBET	CBS	8.9
6.7	7.9	6.6	7.1	2	KOMO	am A/C	2	10	12	6	2	19/56	KATZ	ABC-I	6.3
7.9	7.5	7.5	6.2	3	KISW	fm AOR	5	2	1	2	13	12/87	McGAVREN		6.6
4.1	3.9	5.4	6.2	3	KZOK-FM	AOR	4	1	2	3	14	13/86	CBS-FM	NBC-S	6.0
6.1	6.1	4.9	5.7	5	KSEA	fm BM	8	11	13	9	3	12/90	TORBET		4.0
5.3	5.2	4.1	4.9	6	KUBE	fm CHR	3	4	4	4	9	18/60	RKO		5.8
3.0	3.7	3.0	4.5	7	KBRD	fm BM	11	26	21	16	7	13/82	MASLA		3.3
2.8	3.6	2.6	3.6	8	KNBQ	fm CHR	9	3	8	8	17	17/65	B HOWARD		4.9
3.7	3.0	3.2	3.6	8	KZAM	fm AOR	10	19	3	5	4	17/65	SELCOM		3.1
3.6	3.9	3.1	3.5	10	KING-FM	Clas	13	30	20	11	6	14/78	BLAIR		3.6
3.1	3.1	4.3	3.5	10	KVI	am N/T	7	14	19	15	12	20/55	MMR	MBS	3.0
3.0	2.7	2.0	3.4	12	KIXI	am BM	17	22	25	22	16	13/82	CHRISTAL	AP	2.4
2.7	2.0	3.6	3.2	13	KMPS-FM	Ctry	16	12	15	14	8	14/76	EASTMAN		3.7
3.3	2.4	2.6	2.9	14	KPLZ	fm A/C	12	20	6	7	5	17/65	MMR	RKO-1	2.7
2.4	2.8	1.7	2.8	15	KYYX	fm CHR	14	5	5	10	19	17/65	CHRISTAL	ABC-C	4.1
2.8	3.2	3.3	2.6	16	KJR	am A/C	6	8	9	12	10	28/39	McGAVREN		2.5
2.5	2.7	1.6	2.3	17	KIXI-FM	A/C	18	13	11	13	11	19/58	CHRISTAL		3.3
2.9	1.7	2.2	2.2	18	KMPS	am Ctry	19	16	18	18	15	15/70	EASTMAN		2.4
1.1	1.9	2.3	1.8	19	KGDN	am Rel	27	33	32	27	25	9/123			1.3
0.4	0.5	1.6	1.8	19	KKFX	am CHR	20	6	10	17	23	18/59	LOTUS	UPI	2.8
2.2	1.8	2.6	1.7	21	KRPM	fm Ctry	21	15	23	21	20	16/70			2.4
2.7	2.0	2.4	1.6	22	KING	am News	15	18	14	20	21	29/37	BLAIR		1.5
2.1	2.5	2.2	1.4	23	KEZX	fm A/C	24	24	17	19	18	17/65	HILLIER	ABC-E	2.2
2.0	1.6	2.1	1.2	24	KBIQ	fm Rel	26	32	22	23	22	18/59	RADIO SPT	UPI	2.5

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SPECIAL EDITION

WITH SID McCOY

WESTWOOD ONE

ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.

World Radio History

Tampa-St. Petersburg #22

RR

FALL '81	WINTER '82	SPRING '82	FALL '82	12+ ACH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER: AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
9.7	10.3	10.5	11.6	1	WRBQ	fm CHR	1	1	1	1	1	13/86	EASTMAN	RKO-1	12.9
8.4	7.7	11.0	10.9	2	WWBA	fm BM	2	14	12	11	7	9/125	KATZ		9.0
8.4	9.3	10.9	8.6	3	WQYK	fm Ctry	4	5	5	3	2	10/109	TORBET		8.6
7.2	6.6	5.2	6.9	4	WJYW	fm BM	7	18	8	8	5	10/109	CHRISTAL		5.5
7.3	7.3	6.6	6.8	5	WSUN	am Ctry	3	7	9	6	4	13/86	McGAVREN	ABC-E	7.9
--	--	--	5.8	6	WMGG	fm A/C	5	6	2	2	3	14/75	SELCOM	ABC-C	6.5
3.4	3.9	4.6	5.7	7	WTMP	am Blk	11	2	4	4	6	8/140	MASLA	SHRDN	3.0
4.6	5.7	6.5	5.2	8	WDAE	am BBnd	9	13	17	12	10	11/100	KATZ	ABC-I	5.6
5.0	5.1	4.1	5.0	9	WYNF	fm AOR	8	3	3	5	9	13/86	KATZ	ABC-R	9.0
2.3	2.9	2.2	3.7	10	WPLP	am Talk	12	23	16	16	13	11/103	LOTUS	MBS	5.6
5.7	4.7	3.6	3.2	11	WFLA-FM	fm BM	13	9	15	14	14	12/88	BLAIR		1.2
5.1	4.5	5.3	3.0	12	WFLA	am A/C	6	11	11	10	11	23/46	BLAIR	NBC	4.5
4.9	5.2	4.2	3.0	12	WQXM	fm AOR	10	4	7	9	12	18/60	McGAVREN	NBC-S	5.1
2.9	1.8	1.6	2.6	14	WGUL	am BBnd	17	19	21	23	23	7/155	SOUTHERN	AP	0.8
2.8	2.2	1.9	2.5	15	WSRZ	fm A/C	15	12	6	7	8	13/84	CBS-FM	CBS-R	3.5
--	--	--	1.9	16	WLFW	am BBnd	16	21	19	21	17	10/107	ROSLIN		--
1.5	1.9	1.9	1.4	17	WNSI	am CHR	14	10	13	15	16	26/42	EASTMAN	CBS	0.5
0.6	0.9	0.9	1.1	18	WDUV	fm BM	18	16	20	18	18	13/83	MASLA		0.8
0.6	0.9	--	1.0	19	WHBS	fm BM	20	15	18	20	21	12/87	J BOLTON		0.5
1.7	--	1.4	1.0	19	WRXB	am Blk	21	8	10	13	15	12/88	R A LAZAR	NBN	0.8

Continued on Page 135

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813-576-2299*



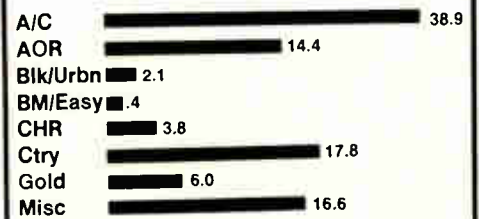
WINTON COMMUNICATIONS

FALL '81	SPRING '82	FALL '82	12+ AQH METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AVE. MINIS LISTENED	NATIONAL REP FIRM	NETWORK
11.8	13.6	11.7	1	WIOT	fm AOR	1	1	1	1	5	14/78	McGAVREN	
12.9	11.2	10.9	2	WLQR	fm A/C	4	22	6	5	1	11/102	BLAIR	
11.8	9.6	9.7	3	WSPD	am A/C	2	24	7	6	3	14/77	KATZ	NBC
5.2	7.3	8.5	4	WKLR	fm Ctry	7	11	4	3	2	10/105	MASLA	ABC-I
10.2	10.8	8.0	5	WMHE	fm A/C	3	2	2	2	4	15/74	CHRISTAL	ABC-F
--	--	6.5	6	WMJI	fm A/C	5	4	3	4	6	15/71	TORBET	CBS-R
2.3	3.8	6.0	7	WCWA	am Gold	10	21	14	10	9	10/111	McGAVREN	MBS
7.8	4.5	6.0	7	WTOD	am Ctry	11	15	15	11	7	8/130	MASLA	ABC-I
6.6	6.7	5.3	9	WJR	am Misc	8	13	13	9	8	15/72	EASTMAN	NBC
2.5	3.0	3.8	10	CKLW	am CHR	6	3	5	7	11	24/46	CHRISTAL	
4.2	4.6	3.2	11	WOHO	am A/C	9	6	10	8	10	23/47	MMR	ABC-E
2.1	2.3	1.7	12	WVOI	am Urbn	15	10	9	13	13	13/82	LOTUS	SHRDN
0.8	1.1	1.6	13	WLLZ	fm AOR	13	8	8	12	16	18/60	McGAVREN	
0.9	0.8	1.2	14	WOSE	fm Ctry	20	20	17	15	12	9/115		CBS
1.5	0.8	1.1	15	WRIF	fm AOR	12	5	12	16	21	29/37	BLAIR	ABC-R

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WIOT	1 WMHE	1 WIOT	1 WMHE	1 WKLR	1 WLQR
2 WMJI	2 WMJI	2 WKLR	2 WKLR	2 WLQR	2 WKLR
3 WMHE	3 WIOT	3 WMHE	3 WMJI	3 WIOT	3 WSPD
4 WKLR	4 WKLR	4 WMJI	4 WLQR	4 WMHE	4 WMHE
5 CKLW	5 WLQR	5 WLQR	5 WIOT	5 WSPD	5 WMJI
6 WLLZ	6 CKLW	6 CKLW	6 WSPD	6 WJR	6 WTOD
7 WLQR	7 WVOI	7 WSPD	7 CKLW	7 WMJI	7 WCWA
8 WOHO	8 WSPD	8 WJR	8 WCWA	8 WTOD	8 WIOT
9 WTWR	9 WOHO	9 WOHO	9 WOHO	9 WOHO	9 WOHO
10 WSPD	10 WOSE	10 WLLZ	10 WTOD	10 WCWA	10 WJR

Format Reach



Washington, DC #9



FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER	AVG. MINS LISTENED	NATIONAL REP. FIRM	NETWORK	12+ BIRCH SHARE
8.1	9.5	8.4	10.2	9.3	1	WKYS	fm Urbn	2	1	1	1	1	11/98		EASTMAN	NBC	10.7
10.6	9.7	7.5	7.9	8.9	2	WMAL	am A/C	1	13	13	5	3	13/84		McGAVREN	ABC-I	7.9
6.2	7.6	6.9	7.4	7.5	3	WHUR	fm Blk	3	6	2	2	2	13/84				8.1
7.8	7.9	7.7	7.1	7.3	4	WGAY-FM	BM	5	21	15	10	4	11/98		MMR		4.8
3.8	4.2	4.9	5.1	5.1	5	WRQX	fm CHR	4	2	5	4	10	18/59		BLAIR	ABC-R	7.4
3.2	2.9	2.9	3.4	5.0	6	WPKX-FM	Ctry	14	9	11	7	7	11/96		SELCOM	AP	3.6
4.4	3.3	4.4	4.4	4.4	7	WLTT	fm A/C	7	16	3	3	5	17/65		HILLIER		3.7
3.3	2.8	4.1	3.9	4.0	8	WAVA	fm AOR	13	4	4	8	15	14/77		CBS-FM		5.9
4.6	4.5	3.5	3.8	3.8	9	WASH	fm A/C	11	10	7	6	6	16/66		KATZ		3.5
3.3	3.0	2.7	3.5	3.6	10	WMZQ	fm Ctry	16	8	10	9	8	12/88		B HOWARD		3.2
3.5	3.9	4.2	3.9	3.6	10	WOOK	fm Blk	9	3	9	12	12	19/58		MASLA	SHRDN	3.1
5.2	4.9	5.3	5.3	3.6	10	WPGC-AM & FM	A/C	6	7	6	11	9	24/46		TORBET	ABC-C	4.7
3.4	2.9	4.3	3.0	3.6	10	WRC	am Talk	15	20	19	16	14	15/73		EASTMAN	NBC	3.7
4.2	3.9	2.9	3.1	3.4	14	WGMS-AM & FM	Clas	12	23	14	13	10	18/113		RKO		3.0
4.0	3.8	3.6	4.2	3.3	15	WTOP	am News	8	14	17	14	13	22/50		CBS SPOT	CBS	3.0
5.1	4.7	4.5	3.1	2.9	16	WWDC-FM	AOR	10	5	8	13	20	22/48		CHRISTAL		5.2
1.0	1.9	2.1	1.4	1.9	17	WYCB	am Rel	17	12	18	18	16	13/84		RA LAZAR	NBN	1.7
3.2	1.8	1.9	1.7	1.5	18	WEZR	fm BM	18	19	20	20	17	16/68		GROSKIN		1.1
--	1.1	1.1	0.9	1.3	19	WRMR	am BBnd	23	23	23	23	23	12/90		SELCOM	AP	0.6
1.4	1.2	1.3	1.4	1.2	20	WHFS	fm AOR	22	17	12	17	19	14/75		P-W RADIO		1.6
0.3	0.5	2.2	2.0	1.2	20	WXTR-FM	A/C	19	18	16	19	18	19/57		MASLA		1.8

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 WKYS	1 WKYS	1 WKYS	1 WKYS	1 WHUR	1 WKYS
2 WHUR	2 WHUR	2 WHUR	2 WHUR	2 WKYS	2 WMAL
3 WAVA	3 WLTT	3 WAVA	3 WLTT	3 WLTT	3 WGAY-FM
4 WLTT	4 WPGC-AM & FM	4 WLTT	4 WPGC-AM & FM	4 WMAL	4 WHUR
5 WRQX	5 WRQX	5 WRQX	5 WRQX	5 WGAY-FM	5 WASH
6 WWDC-FM	6 WROX	6 WASH	6 WROX	6 WASH	6 WPGC-AM & FM
7 WASH	7 WOOK	7 WMAL	7 WROX	7 WPKX-FM	7 WLTT
8 WMZQ	8 WASH	8 WPKX-FM	7 WASH	8 WMZQ	8 WPKX-FM
9 WPGC-AM & FM	9 WAVA	9 WMZQ	8 WGAY-FM	9 WTOP	9 WMZQ
10 WOOK	10 WPKX-FM	10 WWDC-FM	9 WPKX-FM	10 WAVA	10 WGMS-AM & FM

Format Reach

A/C	21.6
AOR	8.4
BBnd	2.0
Blk/Urbn	21.2
BM/Easy	9.5
CHR	5.4
Clas	3.4
Ctry	8.6
Misc	9.9
News	3.1
Rel	3.1
Talk	3.6



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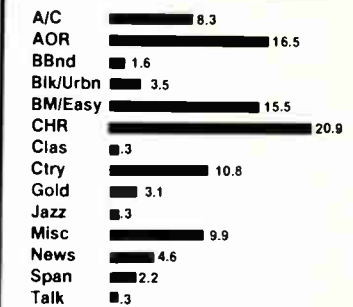
Continued from Page 119

FALL '81	SPRING '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER AIG. MINS LISTENED	NATIONAL REP. FIRM	NETWORK
0.5	--	1.3	26	KTNO am	Span	36	40	24	17	15	6/168	CABALLERO	
1.2	1.8	1.2	27	KPRO am	BBnd	21	34	41	40	35	24/45		CBS
0.6	0.8	1.2	27	KROQ-FM	AOR	29	7	16	28	40	14/79	ROSLIN	
1.4	0.7	1.2	27	KZLA-FM	Ctry	32	27	19	23	24	11/98	BLAIR	
1.4	1.6	1.1	30	KFWB am	News	22	23	38	39	34	25/44	RAR	NBC
1.1	1.2	1.0	31	KMPC am	Easy	27	31	36	35	29	23/48		

Demographic Rank

MEN 18-34		WOMEN 18-34		MEN 18-49		WOMEN 18-49		MEN 25-54		WOMEN 25-54	
1	KMET	1	KIIS	1	KFI	1	KFI	1	KFI	1	KFI
2	KCAL	2	KFI	2	KMET	2	KIIS	2	KQLH	2	KQLH
3	KIIS	3	KGGI	3	KIIS	3	KGGI	3	KIIS	3	KIIS
4	KOLA	4	KMET	4	KCAL-FM	4	KQLH	4	KMET	4	KBIG
5	KLOS	5	KOLA	5	KOLA	5	KBIG	5	KBIG	5	KDUO
6	KFI	6	KUTE	6	KQLH	6	KNTF	6	KMEN	6	KNTF
7	KNX-FM	7	KRTH	7	KLOS	7	KMEN	7	KLAC	7	KMEN
8	KMEN	8	KNX-FM	8	KMEN	8	KDUO	8	KNTF	8	KGGI
9	KQLH	9	KQLH	9	KBIG	9	KMET	9	KRTH	9	KCKC
10	KGGI	10	KNTF	10	KRTH	10	KOLA	10	KABC	10	KTNQ

Format Reach



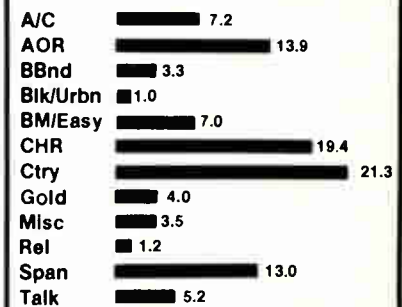
San Antonio #38

Continued from Page 125

Demographic Rank

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54	
1	KISS	1	KISS	1	KISS	1	KAJA	1	KISS	1	KAJA
2	KLLS	2	KAJA	2	KLLS	2	KISS	2	KBUC-FM	2	KTSA
3	KTFM	3	KTFM	3	KTFM	3	KTFM	3	KONO	3	KTFM
4	KAJA	4	KTSA	4	KKYX	4	KTSA	4	KKYX	4	KLLS
5	KTSA	5	KLLS	5	KTSA	5	KLLS	5	KTFM	5	KQXT
6	KKYX	6	KITY	6	KONO	6	KITY	6	KLLS	6	KCOR
7	KITY	7	KONO	7	KAJA	7	KONO	7	KCOR	7	KISS
8	KONO	8	KBUC-FM	8	KBUC-FM	8	KCOR	8	WOAI	8	KBUC-FM
9	KBUC-FM	9	KKYX	9	KITY	9	KBUC-FM	9	KTSA	9	KONO
10	KVAR	10	KCOR	10	WOAI	10	KKYX	10	KAJA	10	KCCW

Format Reach



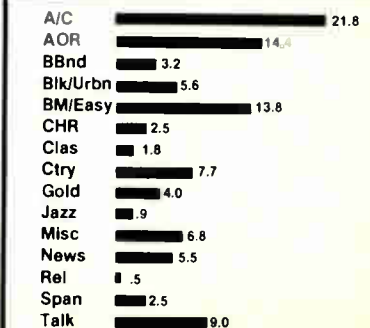
San Jose #28

Continued from Page 128

Demographic Rank

MEN 18-34		WOMEN 18-34		MEN 18-49		WOMEN 18-49		MEN 25-54		WOMEN 25-54	
1	KSJO	1	KEZR	1	KSJO	1	KEZR	1	KCBS	1	KBAY
2	KOME	2	KSJO	2	KOME	2	KLOK	2	KGO	2	KEZR
3	KEZR	3	KYUU	3	KEZR	3	KBAY	3	KSJO	3	KLOK
4	KSOL	4	KLOK	4	KGO	4	KSJO	4	KYUU	4	KGO
5	KYUU	5	KIOI	5	KCBS	5	KIOI	5	KOME	5	KIOI
6	KGO	6	KARA	6	KYUU	6	KYUU	6	KFAT	6	KARA
7	KARA	7	KOME	7	KARA	7	KARA	7	KLOK	7	KEEN
8	KCBS	8	KBAY	8	KLOK	8	KGO	8	KEZR	8	KYUU
9	KFAT	9	KSOL	9	KFAT	9	KOME	9	KBAY	9	KOIT
10	KSAN	10	KEEN	10	KSAN	10	KSOL	10	KARA	10	KCBS

Format Reach

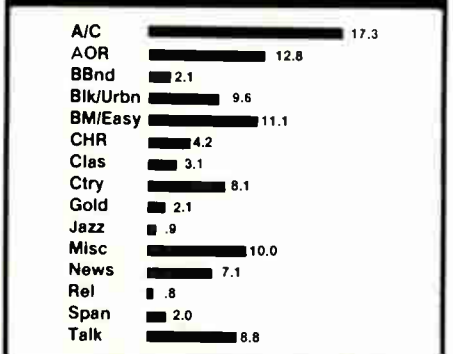


FALL '81	WINTER '82	SPRING '82	SUMMER '82	FALL '82	12+ AOR METRO RANK	STATION	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12. BIRCH SHARE	
--	1.8	1.4	--	1.3	26	KIQI	am	Span	33	33	28	26	20	6/170	CABALLERO		--
3.1	2.9	3.1	2.7	1.1	27	KFOG	fm	AOR	26	27	19	27	33	24/45	RAR		1.3
1.3	1.5	1.3	1.2	1.1	27	KKHI-FM		Clas	29	33	29	30	25	21/50	HILLIER		2.0
0.8	1.0	0.9	1.1	1.1	27	KLIV	am	BBnd	32	24	33	33	32	14/79	B HOWARD		0.9
1.4	1.4	1.4	1.8	1.0	30	KDFC	fm	Clas	27	33	32	33	26	26/42	GROSKIN		1.5
0.5	--	0.4	0.4	1.0	30	KTIM-FM		BBnd	33	33	20	25	21	9/127	RADIO TIME		0.9

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 KMEL	1 KYUU	1 KCBS	1 KYUU	1 KCBS	1 KGO
2 KSJO	2 KSOL	2 KMEL	2 KSOL	2 KGO	2 KYUU
3 KSOL	3 KIOI	3 KGO	3 KIOI	3 KSAN	3 KOIT
4 KSAN	4 KBLX	4 KSAN	4 KBLX	4 KNBR	4 KCBS
5 KRQR	5 KEZR	5 KSOL	5 KDIA	5 KBLX	5 KIOI
6 KBLX	6 KDIA	6 KBLX	6 KGO	6 KYUU	6 KDIA
7 KYUU	7 KMEL	7 KYUU	7 KEZR	7 KMEL	7 KNBR
8 KOMA	8 KFRC	8 KSJO	8 KFRC	8 KYA	8 KBLX
9 KCBS	9 KLHT	9 KRQR	9 KYA	9 KNEW	9 KYA
10 KOAK	10 KYA	10 KNBR	10 KOIT	10 KDIA	10 KFRC

Format Reach

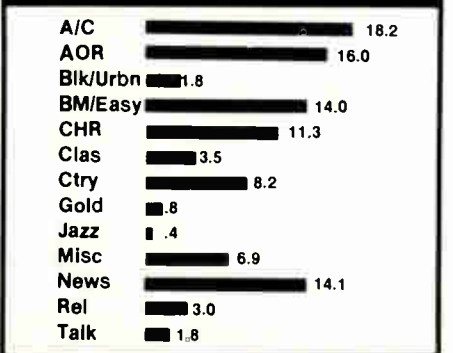


Seattle-Everett-Tacoma #16

Demographic Rank

MEN 18-34	WOMEN 18-34	MEN 18-49	WOMEN 18-49	MEN 25-54	WOMEN 25-54
1 KISW	1 KUBE	1 KISW	1 KIRO	1 KIRO	1 KIRO
2 KZOK-FM	2 KPLZ	2 KIRO	2 KUBE	2 KZAM	2 KOMO
3 KZAM	3 KZAM	3 KZOK-FM	3 KPLZ	3 KOMO	3 KSEA
4 KUBE	4 KNBQ	4 KZAM	4 KSEA	4 KSEA	4 KBRD
5 KIRO	5 KZOK-FM	5 KUBE	5 KNBQ	5 KING-FM	5 KPLZ
6 KYYX	6 KISW	6 KOMO	6 KIXI-FM	6 KZOK-FM	6 KIXI-FM
7 KNBQ	7 KYYX	7 KYYX	7 KZAM	7 KMPS-FM	7 KUBE
8 KPLZ	8 KJR	8 KING-FM	8 KOMO	8 KPLZ	8 KING-FM
9 KOMO	9 KKFX	9 KPLZ	9 KJR	9 KVI	9 KMPS-FM
10 KJR	10 KIXI-FM	10 KVI	10 KISW	10 KISW	10 KJR

Format Reach

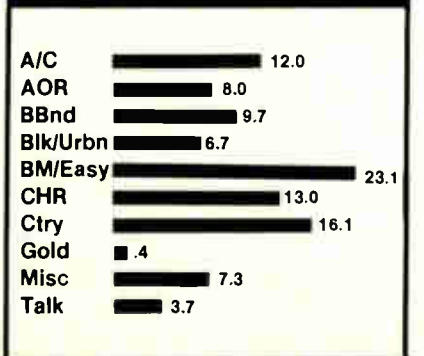


Tampa-St. Petersburg #22

Demographic Rank

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRBQ	1 WRBQ	1 WRBQ	1 WRBQ	1 WQYK	1 WRBQ
2 WYNF	2 WMGG	2 WQYK	2 WMGG	2 WRBQ	2 WQYK
3 WTMP	3 WQYK	3 WYNF	3 WQYK	3 WMGG	3 WMGG
4 WQYK	4 WTMP	4 WMGG	4 WJYW	4 WSUN	4 WJYW
5 WMGG	5 WYNF	5 WTMP	5 WTMP	5 WTMP	5 WSUN
6 WSRZ	6 WSRZ	6 WSRZ	6 WSUN	6 WYNF	6 WTMP
7 WQXM	7 WJYX	7 WQXM	7 WYNF	7 WSRZ	7 WWBA
8 WSUN	8 WQXM	8 WSUN	8 WSRZ	8 WJYW	8 WDAE
9 WRXB	9 WSUN	9 WFLA	9 WFLA	9 WDAE	9 WFLA
10 WFLA	10 WFLA	10 WDAE	10 WWBA	10 WWBA	10 WSRZ

Format Reach



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