

R&R

RADIO & RECORDS

RATINGS REPORT

THE COMPLETE ANALYSIS OF AMERICA'S RADIO LISTENING



**SPRING '84 RESULTS FOR THE TOP 100 MARKETS — EXCLUSIVE MARKET CHARTS
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May 14, 1984

Mr. Curt Hahn
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Dear Curt:

It's about time I wrote this thank you letter! Thanks to the hard work and creativity you and your staff have put into our projects over the past few years, Katz Broadcasting stations are now the leading stations in top-of-mind awareness when it comes to TV campaigns in their markets. As you know, we've tested many of your vignette spots with The Research Group before putting them on the air and they've done extremely well. What you might not know is how well people remember the spots and how well they associate them with our stations running your spots were the top-of-mind leaders when people were asked to name the radio station they saw advertised most on TV.

In Tulsa, Bob Backman was able to make a deal to run the vignette spots in movie theatres before the feature. Generally speaking, most folks aren't crazy about viewing commercials when they shell out four or five dollars to see a movie. After tolerating a few spots for other products, the K95 vignettes appeared on the screen and folks started laughing and applauding! Tulsa movie theatres have become focus groups for our spots ...and the response is overwhelmingly positive. We've received the same kind of response in Orlando, Birmingham and Syracuse.

I also want to thank you for the custom spots you created for us when we introduced new formats on our Syracuse and Orlando FM's. Like all the work you've done for us, they were well produced, clean, crisp and delivered on time.

Curt, thank you for making our job easier, and thank you for your significant contribution in making Katz stations market leaders in television advertising. All of us look forward to working with you in the months and years ahead.

Best regards,

Richard A. Ferguson
 RICHARD A. FERGUSON
 President

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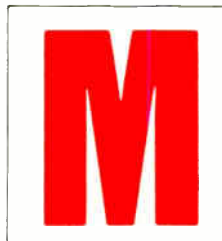
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Format Migration And Swift Returns Are Key Elements In Spring '84 Sweep

My main impression of the results of the spring 1984 Arbitron sweep is a vista of mass migration. In the search for ratings and revenue nirvana, many stations seem to be dropping whatever they were doing and switching — migrating — to another sound. There is a lot of talk about how the move is on to Contemporary Hit Radio (CHR), but other formats also benefitted, or slipped, as a result of "format flux."

Another feeling I got from examining the top 100 markets was the relatively clean job Arbitron did in getting these estimates produced in a timely fashion. To date, only one spring report has been reissued, and that was not in a top 100 metro. In most markets the metro sample goal was met or exceeded, and while the market overviews point out some specific sampling problems (especially among ethnics), it seems as though this sweep was well-handled by Arbitron.

You'll notice some new metro rankings as you leaf through this volume. While most of the new governmental metro definitions don't take effect until the fall sweep, Charlotte was expanded for this survey — shooting from #60 to #39. As a result, some markets found their rankings changed, with Honolulu's entrance into the top 50 turning into an exit with the insertion of Charlotte.

Now, for some format highlights

- Adult Contemporary remained the most popular format among the top 100 metros, garnering 22% of the total week listening on average largely due to the vast numbers of A/C outlets. This figure is down just slightly from the tally in the previous Ratings Report (up from a year ago, however).

- CHR has shot up by 52% since the spring '83 Ratings Report (to 17.5% now), and is up nicely from the fall scorecards, too. Keep in mind that the spring '83 Ratings Report only tallied data from the top 50 markets (versus the top 100 since then), but even with the impact of markets 51+ it is evident that CHR is very strong right now.

- Country didn't have the gloom and doom book some thought it had. Compared to one year ago, Country's 12+ share in our national format outlook was up 41%, and down just slightly from the fall '83 totals. More and more stations are still switching to Country (from Beautiful Music, for example), and this is helping the overall stance of the format.

- AOR was basically stable compared with the fall tallies (down slightly from spring '83); Black/Urban shares have stabilized; and Beautiful Music/Easy Listening numbers slipped from their high in the fall '83 results.

Those are the highlights of what you'll see as you make your way through the latest edition of the **R&R Ratings Report**. Hope you find this version as helpful as you've indicated the past volumes have been.

Before I sign off, let me here say a hearty "Thank you" to the R&R staffers who made Herculean efforts to get this report out in record time: Senior Associate Editor **Krisann Alio**, whose superhuman strength and organization were invaluable in completing this report; Associate Editors **Barbara Barnes** and **Sean Ross**, and Editorial Assistants **Randy Alberts**, **Keith Attarian**, **Scott Frøedman**, **Hurricane Heeran**, **Yvone Olson**, and **Julie Rosenstein**, whose assistance was vital and invaluable; Art Director **Richard Zumwalt**, Production Director **Richard Agata**, and the rest of the R&R production staff — **Teresa Chavez**, **Marilyn Frandsen**, **Maureen Garvey**, **Sandra Gutierrez**, **Lucie Morris**, **Todd Pearl**, **Kent Thomas**, **Gary Van Der Steur** (who designed the cover), and **Eddie Williams** — whose efforts were irreplaceable in guiding this report to print; Managing Editor **Jeff Green**, Executive Editor **Gail Mitchell**, and Editor **Ken Barnes**, who all provided immeasurable input and coordination; Specials Editor **Reed Bunzel**, who organized and maintained the general pace of the project; and **Gil Bond** and his **Market Buy Market** computerized ratings system, for supplying the research data.

Most of all, thanks to all of you. Now . . . dig in, and enjoy!

—Jhan Hiber

GLOSSARY OF TERMS

Arbitrends —

Arbitron's rolling three-month average system of monthly reports: printed reports for Advertisers/Agencies; microcomputer access for broadcasters.

Arbitron Information On Demand (AID) —

A special information service for direct access clients (via terminals) and indirect access clients (via AID division of Radio Special Services Department); provides audience estimates and Reach and Frequency information, based on the same diaries that are used in the processing of the Radio Market Reports (RMRs).

Area Of Dominant Influence (ADI) —

The exclusive geographic area used by Arbitron Television to measure and report television viewing. Every county in the U.S. is assigned to one and only one ADI based on television viewing. Data are shown by ADI in the Arbitron Radio Report for the Top 50 markets whenever they are surveyed.

Ascription —

A statistical technique used by Arbitron that allocated radio listening proportionate to each conflicting station's diary mentions as calculated on a county basis using the previous year's TALO; diary credit is randomly assigned automatically to a station based on its share of total diary mentions in that county, a technique also known as Automatic Slogan Assignment.

Audience Trends —

Audience estimates for stations over a five-book period based on Average Persons Share for the Metro Survey Area based on broad demographics (Total Persons 12+, Men 18+, Women 18+, Teens 12-17). These appear in the front of a market report and cover five daypart periods, starting with the overall Mon-Sun 6am-midnight figures. These Audience Trends are the quickest methods of evaluating radio stations' standings in a market over a period of time.

Average Quarter-Hour Persons —

The average number of persons in a demographic group listening to radio for at least five minutes during an average quarter-hour in a given time period.

Average Quarter-Hour Rating —

The Average Quarter-Hour Persons audience for a demographic group expressed as a percentage of all persons estimated to be in that demographic group.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Population}} = \text{Average Quarter-Hour Rating (\%)}$$

Away-From-Home Listening —

Estimates of radio listening during times the diarykeeper indicates he or she was listening away from home. Arbitron presents estimates of Average Persons for the MSA and TSA listening away-from-home; and a Percentage Away, the percentage of each station's total average audience that is listening away from home. Dayparts covered are Mon-Fri 6-10am and 3-7pm, Mon-Fri 10am-3pm, and Mon-Fri 7pm-midnight; demographics are Total Persons 12+, Men 18+, Women 18+, and Teens 12-17.

BirchScan —

Birch Radio's microcomputer-based system for accessing Birch's rolling two-month average monthlies; can also be used to break out ratings graphically, and performs sales management tasks.

Buffer Sample —

Additional sample that is added either during placement calling when there is not enough computer-drawn sample (because of changes in the usability rate, consent rate, or persons per household) to meet sample goals, or during the survey due to poor return rates.

Cost Per Rating Point —

The cost of reaching an Average Quarter-Hour Persons audience of one percent (achieving an Average Quarter-Hour Persons rating of one) for a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRP}} = \text{Cost Per Rating Point}$$

Cost Per Thousand (CPM) —

The cost of delivering 1000 gross impressions.

$$\frac{\text{Cost of Schedule}}{\text{GI}} \times 1000 = \text{CPM}$$

Cume Daypart Combinations —

The Cume estimates for a station during 18 non-standard time periods, with all 12 demographic groups shown individually for each non-standard daypart combination.

Cume Persons (REACH) —

The estimated number of different persons in a demographic group listening to radio for five minutes or more within a specified time period.

Cume Rating —

The Cume Persons audience for a demographic group expressed as a percent of all persons estimated to be in that demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} = \text{Rating (\%)}$$

Daypart —

Simply, a part of the day (6-10am, 3-7pm, etc.)

Demographic Categories —

Arbitron uses 12 demographic categories: Total Persons 12+; Men 18-24, 25-34, 35-44, 45-54 and 55-64; Women 18-24, 25-34, 35-44, 45-54 and 55-64; and Teens (12-17). Combinations, such as Women 18+, are also employed.

Differential Survey Treatment (DST)

Special procedures used by Arbitron, in markets where there is a High Density Area, to survey blacks and Hispanics. Involves higher cash premiums (than for non-ethnic diarykeepers) and additional follow-up attention to encourage diary return. Replaced Telephone Retrieval for blacks and Personal Placement and Retrieval for Hispanics.

Effective Sample Base —

An estimate of the size of simple random samples (in which all diaries have equal value) that would be required to provide the same degree of reliability as the samples actually used to produce the estimates in a report.

Continued on Page 10

GLOSSARY OF TERMS

Continued from Page 8

Exclusive Cume —

The number of different persons who, when they are listening, tune to only one station during the time period reported.

Expanded Sample Frame (ESF) —

Nomenclature for Arbitron's system of surveying those whose home phones are non-listed (due to choice or chance). Designed to improve surveying of listeners from both ends of the economic spectrum, particularly minorities. Now used in all markets — look on page 5B of your market report to see what the non-listed percentage of all metro households is estimated to be.

Flip —

An edit procedure that converts station call letters to another set of call letters; e.g., illegal or aberrated call-letters may be converted to legal call letters, or the AM designation of a set of call letters may be changed to an FM designation (or vice versa).

Flips, Automatic —

Flips that are performed by the computer and based on a file that is established prior to the production period. Processing of the flips usually occurs prior to the production of TALO.

Frequency —

The number of times a person is exposed to a radio spot schedule.

$$\frac{GI}{Cume} = \text{Frequency}$$

Gross Impressions (GI) —

The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

Gross Rating Points —

The sum of all rating points achieved in a campaign. Take the quarter-hour rating for the time period when each scheduled commercial of a specified advertiser aired, add the ratings up, and you

have the gross rating points. As an example, say that an advertiser ran four spots. The quarter-hour ratings for each were 4, 3.5, 3.5, and 4. The gross rating points in this limited example would be 15.

High Density Ethnic Areas —

Areas with high black or Hispanic population defined by Arbitron in markets with 15% or more total black or Hispanic population and at least one black or Hispanic-formatted station (or in markets with no such station and 20% ethnic population). Can be either HDBAs (High Density Black Area) or HDHAs (High Density Hispanic Area).

Hour-By-Hour Estimates —

Stations' Average Persons TSA and MSA and Metro Shares shown on an hour-by-hour basis in the Monday-Friday 5am-1am period in all demographics (Metro Shares in just the basic four demographics). These help in pinpointing precise performance by stations and air personalities.

In-Tab Sample —

The number of usable diaries returned and tabulated by Arbitron in producing a report.

Minimum Reporting Standards (MRS) —

The standards (minimum amount of listening) a station must meet in a given market, in order to be listed in the report of that market. Must equal a total week 12+ rating of .01 or better, and be mentioned in at least 10 diaries.

Quarterly Measurement —

Refers to the 12-week-long sweeps that began in 1978 in two markets and are now in use in all markets. Replaced the four-week surveys formerly used.

Rating —

The percentage of all people within a demographic group in a survey area who listen to a specific station.

$$\frac{\text{Listeners}}{\text{Population}} = \text{Rating (\%)}$$

Sampling Unit —

A geographic area consisting of a single county, a group of counties, or part of a county. (Such as High Density Black/Hispanic Area.)

Schedule Reach (Schedule Cume) —

Estimated number of different persons who are listening at least once to a given spot schedule (unduplicated audience).

Share —

The percent of all listeners in a demographic group that are listening to a specific station.

$$\frac{\text{Average Quarter-Hour Persons to a station}}{\text{Average Quarter-Hour Persons to all stations}} = \text{Share (\%)}$$

Time Spent Listening (TSL) —

An estimate of the amount of time the average person spends listening during a specified time period.

$$\frac{\text{Quarter Hours in time period} \times \text{Average Quarter Hours Persons Audience}}{\text{Cume audience}} = \text{TSL}$$

Unweighted In-Tab —

As shown on page three of a market report, refers to each demo's portion of the total returned sample. For example, if men 18-24 unweighted in-tab equals 7.3%, that is the portion of all the returned diaries that came from that demo. Equates to raw diary return, not yet "weighted."

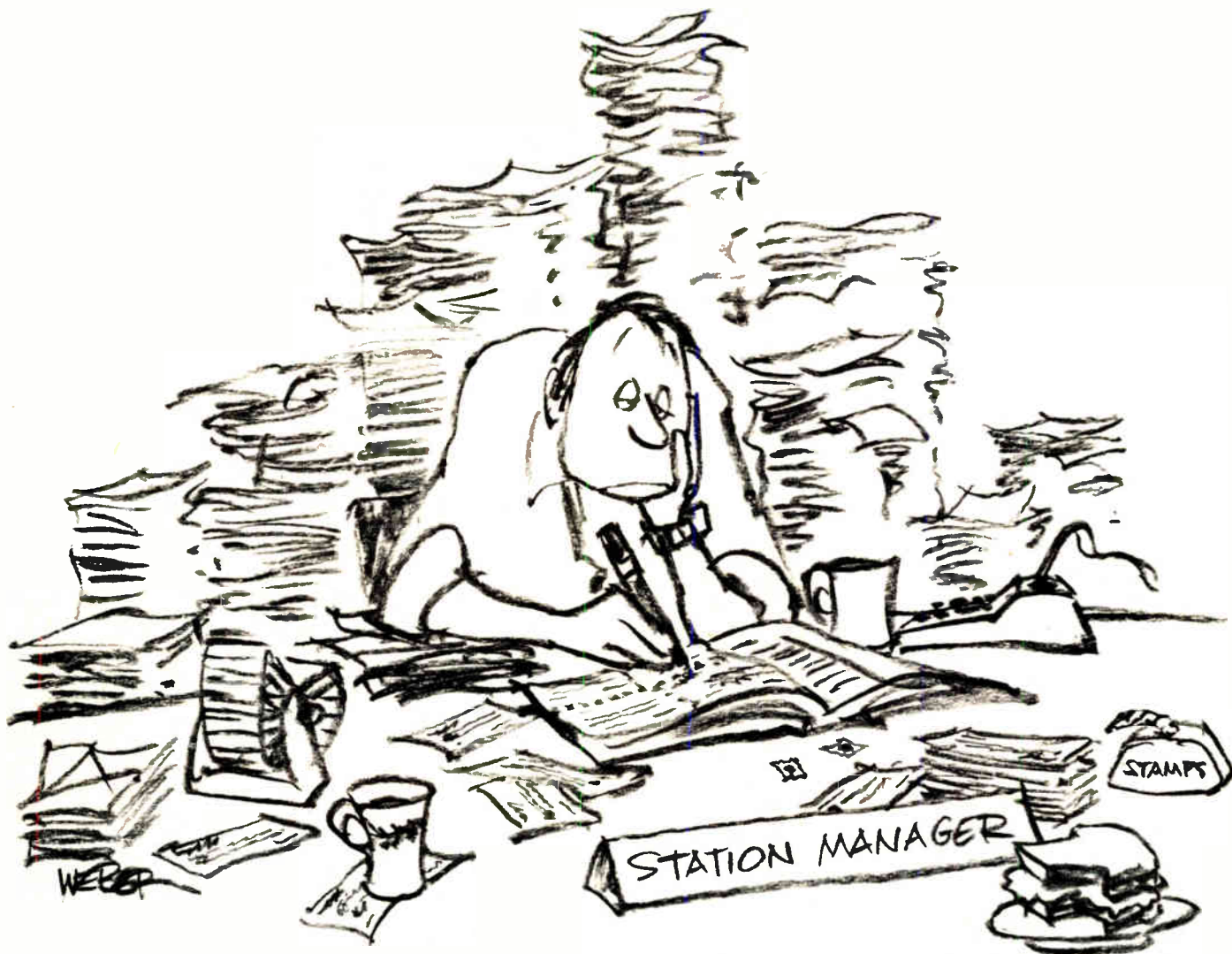
Weighted In-Tab —

As shown on page three of your market report, refers to the portion of the market's population the raw, or unweighted, returned diaries must represent. Equates to cume value, and varies from sweep to sweep and from demo to demo. Allows Arbitron (or any survey firm) to compensate for the fluctuations inherent in any sampling.

For example, if women 18-24 comprise 10% of the market's 12+ population, but only 5% of the unweighted diaries come back usable from that group, then statistical adjustments are made so that the 5% are weighted up to represent 10% of the population.

The more weighting that's done, the higher the cume values, which leads to less stable estimates. If the diaries are weighted down (10% needed from a group but 12% returned unweighted, for example), then the estimates are more stable.

Continued on Page 12



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GLOSSARY OF TERMS

Continued from Page 10

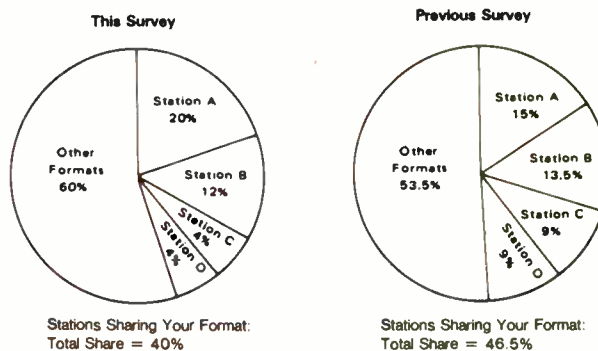
Faced with the vast array of tables and statistics in an **Arbitron** market report, many readers are intimidated or become unsure about where to begin their analysis. The following suggestions serve as a simple guide for extracting useful information about a radio station or a market as a whole from a report.

1) Examine the **Audience Trends (Average Persons Share)** for a specific station and its competitors.

2) Look for total market listening trends. Compare **Metro Totals** (at the bottom of each **Trends** page) to measure whether total Average Quarter-Hour listening is up or down, check seasonal trends, etc. Also, compare **Metro Cume Rating Totals** in the Mon-Sun 6am-midnight daypart (on the first page of the **Daypart Average + Cume** section). Average ¼ hr and Cume ratings can also be compared — if Average ¼ hr listening is up and Cume about the same, then listeners are spending more time listening, for example.

3) Format shares of the market can be easily compared, too. Combine the total shares of stations sharing a

format (CHR, Beautiful Music, etc.), and compare to a previous survey. This can be done by specific demographic group, as well. A simple "pie graph" (see below) is an easy way to make comparisons.



4) Compare changes in **Exclusive Cumes** for a station.

5) Check trends of **Away-From-Home** listening, from survey to survey and station vs. station.

After examining these basic trends, readers can more easily go about analyzing more specific situations.

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Arbitrends Vs. Birch: Monthlies Comparison

1984 will probably go down in the industry's history books as the year of the rolling monthly ratings shootout. For the last several years, Birch Radio has been making hay in smaller and medium size markets (now larger markets as well) with its rolling averages based on two months of telephone survey data. Now, after much fanfare for the last year, Arbitron has unveiled its operational three-month diary-based reports, nicknamed Arbitrends. I'm getting swamped with calls from you folks wondering what the differences or similarities are between these services, and how to best evaluate and use this data.

To answer your queries I've put together a comparagraph showing Birch's approach versus the new kid on the block, Arbitrends. It's hoped the information contained below will help you sort out which, if either, monthly approach best fits your needs and budget. If you have further questions, call me for an objective response regarding each firm's system. By the way, thanks to the folks at Arbitron and Birch for their cooperation in compiling this material, current as of June.

	Birch Radio			Birch Radio	
Reporting Media	Printed monthly trend "BirchScan" microcomputer access via diskette	N/A from Arbitron Microcomputer via client callup	Demographics	<i>Printed Reports:</i> 95 daypart/demo displays, 9 cells, 23 combinations <i>Men, Women:</i> 18-24, 25-34, 35-44, 45-54, Teens 12-17 <i>Men, Women, Adults:</i> 18-34, 25-44, 35-54, 55+, 18+, 18-44, 25-54, 35+, persons 12+ 16 cells; Thousands of possible combinations of cells	A printed report N/A 4 combinations Total 12+, Men 18+, Women 18+, Teens 12-17
Availability	Printed monthly reports to agencies and broadcasters BirchScan to broadcasters	Printed reports to agencies Full micro service to broadcasters	Dayparts	<i>Printed Reports:</i> 36 individual hours; 9 basic dayparts 6A-Mid MSU, Sa Sn, MFR; MFR 6A-7P, 3P-Mid, 6A-10A, 10A-3P, 3-P-7P, 7P-Mid <i>BirchScan Micro:</i> 9 basic dayparts (same as above) plus all possible combinations of basic dayparts 18 individual hours plus hundreds of possible combinations of hours	No hour-by-hour from Arbitron; 6 basic dayparts 6A-Mid MSU, SaSn; 6A-10A, 10A-3P, 3P-7P, 7-Mid MFR
Scope	Year-round reporting in 94 U.S. and Canadian markets	Year-round reporting in 10 U.S. markets 9 months reporting in 13 U.S. markets; plans to insert in any three-survey market	Reporting Period	Two survey weeks/month Two-month rolling tabulation base; each period as new tabulation	Three-month rolling tabulation base; (each week surveyed) formula used to derive rolling avgs.
Survey Area	Metro only	Metro only	Timing of Report Delivery	<i>Printed Reports:</i> Approx. 7-14 days following completion of field work <i>BirchScan Micro:</i> Same day as printed report advances	Approx. 14-21 days following completion of field work

Continued on Page 16

PARTNERSHIP FOR GROWTH

Partnership is a commitment to work together to guarantee future success. Weiss & Powell — the industry's fastest growing national representative—has made this commitment to its client stations, to insure both their growth and ours.

Weiss & Powell offers "alternative" representation for quality growing radio stations who demand but do not receive priority treatment and services... radio stations that are neither properly matched nor suited to their present representative.

At Weiss & Powell, national representation goes beyond selling by the numbers. We engage in

creative sales efforts, capitalizing on marketing and positioning strategies *developed together* to get our stations their fair market share.

Weiss & Powell has a young, aggressive sales team managed by involved, seasoned professionals with all the necessary support services. This includes Internet, the industry's No. 1 unwired network and Interep's new Business Development Department which additionally helps insure our efforts on your behalf.

If your goals are not being achieved, let's discuss a partnership for the future.



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Arbitrends Vs. Birch: Monthlies Comparison

Continued from Page 14	Birch Radio		Birch Radio	
Dayparts	Minimum sample size restrictions present	Sample size restrictions not necessary due to limited demo/daypart availability	Analytical Capabilities	Time Spent Listening, graphic and numeric User specified station rosters; all or some stations, alphabetical user-defined or ranked Ranking by any data type
Trendable Dayparts	<i>Printed Books:</i> <i>BirchScan Micro:</i> All possible combinations of hours and dayparts (above) Demos limited to 6 or more cell combos in individual hours or combinations of hours		Other Features	<i>Printed Books:</i> Description of sample and population distributions, including summarized weighting variables TrendAmerica compendium of all local U.S. market reports <i>BirchScan Micro:</i> Extensive access and analytical capabilities for Quarterly Summary Reports and Semi-Annual Qualitative supplements, including rankers, composition, reach/frequency, campaign planners and sales material generation
Trending Capability	<i>Printed Books:</i> 6 two-month periods, 8 demos, 7 dayparts <i>BirchScan Micro:</i> Up to 13 months trendable; thousands of possible demo/daypart combos defined by user	N/A 48 possible demo/daypart combos can be specified; up to 13 months trendable		Quarterly reports may be downloaded for advance inspection Metro, ADI, TSA data available from quarterly database Up to 5 quarterly books may be trended
Data Types	<i>Printed Books:</i> AQH and Cume Persons, Shares and Cume Ratings Daily cumes for all but MSU dayparts; Weekly cumes for MSU <i>Indexes:</i> Percentage change since last sweep period; percentage change since last quarter <i>BirchScan Micro:</i> AQH and Cume Persons Shares, AQH and Cume Ratings Daily cumes for all but MSU dayparts; weekly cumes for MSU <i>Indexes:</i> Percentage change since last report	AQH and Weekly Cume Persons, Shares and Ratings <i>Indexes:</i> Percentage change since last period	Price	Monthly Trend Reports included in basic broadcast service subscription, and available in various advertiser/agency service packages BirchScan available to broadcasters at rate of \$245-\$300 per month
Analytical Capabilities	<i>BirchScan Micro:</i> <i>Recycling:</i> Individual dayparts vs. total day cumes, graphic and numeric Demographic Composition, graphic and numeric Audience Size, graphic and numeric	Time Spent Listening Numeric only	Other Cost Considerations	No other costs for Monthly Trend Reports Purchase of IBM/PC (approx \$3600) or PC compatible for BirchScan
			Methodology Differences	One day-after telephone recall interview per household, one person 12+ Often shows AOR, Talk higher than Arbitron One seven-day diary per person 12+ per household Often shows BM, A/C higher than Birch

ARBITRON SURVEY FORMULAS

The following section presents a number of simple mathematical formulas which utilize Arbitron survey figures to arrive at answers to some questions interesting to programmers and advertisers. Use of the formulas enables readers to make specific problem-solving use of the Arbitron market reports. Each formula is presented in a format which includes the question to be answered, its answer in words, the mathematical formula to calculate the answer, and a few practical applications of the results.

Question: How much time does the average person spend listening to a station?

Answer: Calculate Average TIME SPENT LISTENING (TSL). This can be figured for specific dayparts. You'll need to know the number of quarter-hours in Arbitron's basic dayparts. The total for Mon-Sun 6am-midnight is 504. Divided up, the totals are:

Mon-Fri	6-10am	80	quarter hours
Mon-Fri	10am-3pm	100	
Mon-Fri	3-7pm	80	
Mon-Fri	7pm-mid	100	
Saturday	6-10am	16	
Saturday	10am-3pm	20	
Saturday	3-7pm	16	
Saturday	7pm-mid	20	
Sunday	6-10am	16	
Sunday	10am-3pm	20	
Sunday	3-7pm	16	
Sunday	7pm-mid	20	

Formula:

$$TSL =$$

Average ¼ hour Audience X Quarter-Hours in Daypart

Cume Audience

Applications:

- A) Compare a station's TSL figure with other similarly-formatted station's TSLs.
- B) Compute a market TSL average by calculating the TSL for each station and taking an average.

Question: How many different groups of people contribute to a station's average audience?

Answer: Calculate the station's TURNOVER RATIO (T/O).

Formula:

$$T/O = \frac{\text{Cume Audience}}{\text{Average } \frac{1}{4} \text{ hr Audience}}$$

Application:

- A) Compare Turnover Ratios of stations in the market.
- B) Compute T/O for specific demographic groups, and determine which group turns over least on a station (the lower the T/O, the longer the group is listening).
- C) Compare T/Os in different dayparts.

Question: How well is a station reaching its target audience?

Answer: Compare TSL figures for your target audience and your total audience to compute an ETA (Efficiency of Target Audience) figures.

Formula:

$$ETA = \frac{\text{Target Audience TSL}}{\text{Total Audience TSL}}$$

The higher the ETA, the better the station is reaching its target audience.

Applications:

- A) Calculate which demographic is most efficiently reached on a station.
- B) Compare different dayparts to determine the time of the greatest ETA.
- C) Compare ETAs of different stations with similar target audiences.

Continued on Page 18

ARBITRON SURVEY FORMULAS

Continued from Page 17

Question: How can I determine the usable sample size for any demo in any market report?

Answer: Use the Page 3 data to determine the number of raw (unweighted) diaries used in each cell. The following formula applies.

Formula:

Percent of Unweighted in-tab
for whatever demo × metro in-tab total
= Sample Size for any age/sex cell

For example, Men 18-24 unweighted in-tab = 10%
×
1200 total metro diaries
1200 × 10% × 120

120 diaries were used to represent the listening of all the males 18-24 in the market.

Question: What percentage of listeners in one time period also listens to a station in another time period?

Answer: Calculate the PERCENT RECYCLING of the audience.

Formula:

Percent Recycling =

Cume Audience listening to both of two time periods

Cume Audience listening to one of the two time periods

The top half of the equation is calculated by adding the cume figures for the two separate dayparts and subtracting the cume figure for the combined daypart (found in the Daypart Combination section of the report). Answer will be a percentage which represents

the proportion of the audience in one daypart which recycles into the other daypart.

Applications:

- A) Determine percentage of audience that recycles from one part of the week (weekdays 6am-midnight, for example) to another part (week-ends).
- B) Calculate audience listening only to one of two time periods (total cume of one daypart minus those listening to both dayparts).
- C) Compare recycling of target audience for a station vs. total audience.
- D) Compare recycling between stations.

Question: During which hours does a station best reach its listeners?

Answer: Chart the station's HOUR-BY-HOUR AVERAGE and SHARE OF AUDIENCE INDEX.

This formula can be used with both average audience figures and shares.

Formula:

Hour-By-Hour Index =

Mon-Fri Hour-By-Hour figure

Mon-Fri 6am-Mid figure

Applications:

- A) Track a station's average and share index results throughout the day — highest index figure indicates hour in which station is best reaching audience.
- B) Compare with other stations in as much detail as desired.
- C) Compare index figures Men vs. Women.

BUDWEISER CONCERT HOUR

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ARBITRON SURVEY FORMULAS

Question: How much of a station's audience listens only to that station?

Answer: Calculate percentage of Cume Audience that's exclusive.

Formula:

$$\frac{\text{Percent Exclusive} = \text{Station's Exclusive Cume}}{\text{Station's Total Cume}}$$

Applications:

- A) Compare Percent Exclusive Cumes of various stations.
- B) Chart station's Percent Exclusive Cume over major dayparts.
- C) Compare Percent Exclusive Cumes demographically (Men 18+, for example).

Applications:

- A) Calculate AFH Listening Indexes for similarly-formatted stations.
- B) Determine difference (if any) between AM and FM station's AFH Listening Indexes.
- C) Compute AFH Listening Indexes for different dayparts and demographics.

Question: Which are the most available audiences during certain times of the day?

Answer: Chart the demographic share of the audience hour by hour.

Formula:

$$\frac{\text{Hour-By-Hour Demographic Share} = \text{Target Audience Avg. Listening for market}}{\text{Total Audience 12+ Avg. Listening}}$$

Result is a percentage; the higher the percentage, the more available that segment of the audience is for listening.

Applications:

- A) Chart hour-by-hour Demographic Share for each hour of the broadcast day. Identify time periods when certain target demographics dominate listening.
- B) Determine which of several similarly-formatted stations gets best share of audience of a target demographic during various time periods.
- C) Identify hour-by-hour shifts in listening of various demographic groups. This enables programmers to shift emphasis toward the target groups which are strongest at given times.

Question: How does a specific station stack up against the market average of Away-From-Home listening?

Answer: Compute AWAY-FROM-HOME (AFH) Listening Index for station.

Formula:

$$\frac{\text{AFH Listening Index} = \text{Station's Percentage of AFH Listening}}{\text{Market's percentage of AFH Listening}}$$

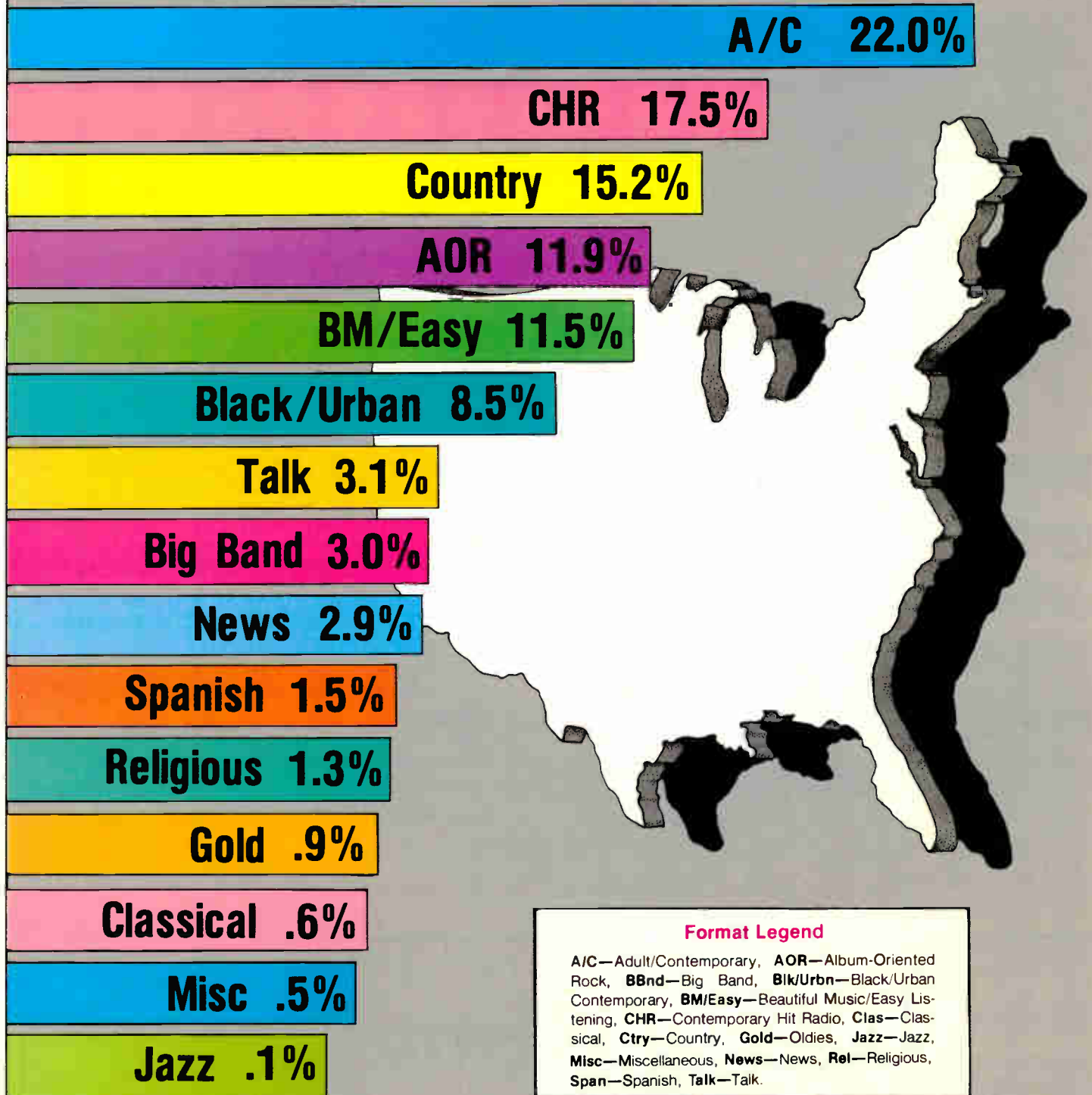
DR. DEMENTO

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FORMAT PREFERENCE CHARTS

Listener format preference differs greatly from one market to another, as well as from region to region. A format that may be dominant in one market might be weak in another, while still demonstrating overall strength in the region. The National Format Preference Chart on this page, as well as the Regional Charts on the following pages, provide a quick look at listeners' format tastes throughout the United States during the spring '84 sweeps.

The regions used to compile this data are identical to those used by R&R's format editors to define their reporting regions. Each of the top 100 markets featured in this issue of the Ratings Report was tallied in its respective region, using the format penetration data from each market, to develop this information. The regional numbers were then tallied to arrive at the national format preference numbers shown here.



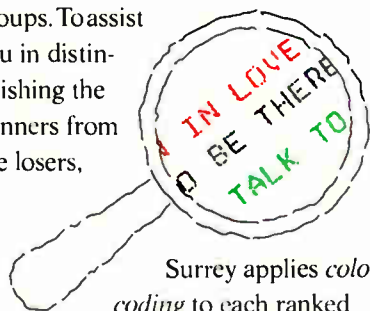
Why are more stations than ever choosing Surrey?

In the last year, Surrey Research has been privileged to experience its greatest clientele growth ever. Among reasons most commonly given for choosing Surrey are their superior quality, past performance and vast experience in radio research. Beyond this more general reasoning, some stations are pointing to more specific features. Here are just a few repeated most often.

Clearness of Research

As most programmers will agree, the clarity of research is vital to its usefulness. At Surrey our attempt is to design and display research in its clearest, most concise and easiest to put to use form. One example of this is offered in our *A & O Auditorium Music Testing*. Results are presented to you alphabetically by artist, in rank-order and also in a page-by-page

cross-tabulation of each song's level of appeal to your key audience groups. To assist you in distinguishing the winners from the losers,



Surrey applies *color-coding* to each ranked title. This exclusive Surrey feature puts an end to the once burdensome task of determining the cut-off point in Music Test results.

Stringent Recruiting Methodologies

One of the most important aspects of qualified research is the assembly of those individuals whose opinions most reflect that of your *core-listener*. This approach, as opposed to the often used targeted-demo



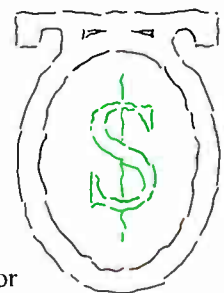
concept, ensures you a representation of people more closely identified to your "perfect" listener. Not only does Surrey encourage this more defined sample of your desired audience, but additionally seeks those types of individuals most prone to participate in a rating study. We call them *diary-types*. Aside from your study providing you with listener data, this added recruiting technique lends itself well to the one thing you strive for most—ratings efficiency.

Affordability

Understandably, cost is a key in determining the amount of research you're able to acquire. Now for

the first time, through Surrey's *investment planning* and *package discounts*, many stations are conducting research programs designed to accommodate their objectives rather than just their budgets.

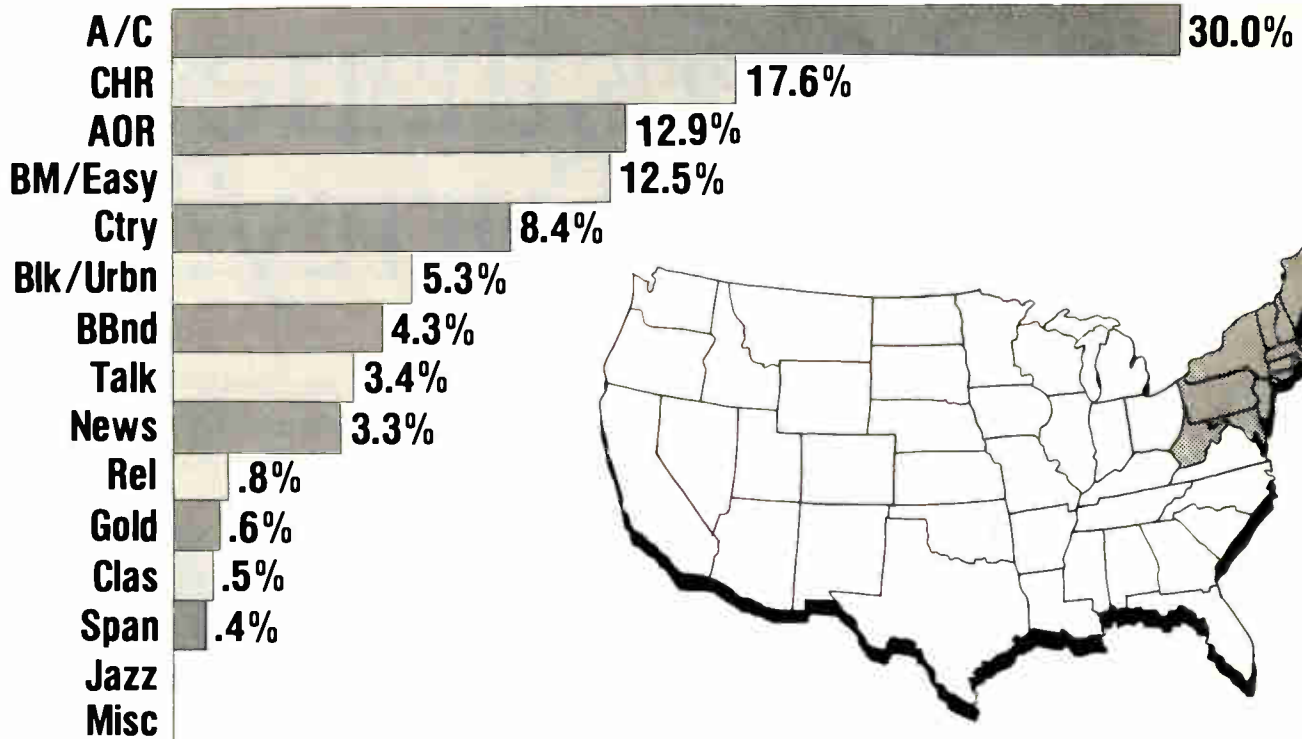
Through *investment planning*, stations who contract for more than one study over a period of time are now afforded the luxury of monthly payments to accommodate the total investment. Aside from the benefits derived from investment planning, by contracting for more than one study over the course of a year, additional discounts are realized. These discounts are determined by the number of projects conducted.



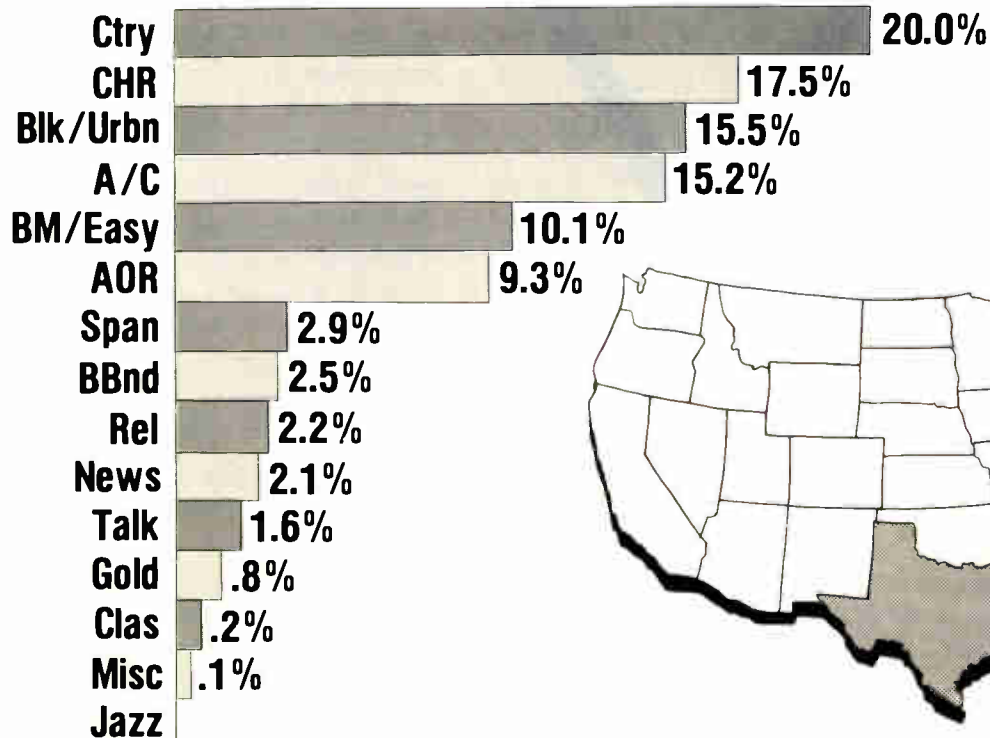
These are just a few of the many reasons stations are choosing Surrey. Why not let us tell you more? To arrange for a personal visit from one of our representatives, call today (303) 989-9980. We'd like to become your choice.



EAST



SOUTH



LATEST STATISTICS:
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OVER 19 MILLION LISTENERS!
5 MILLION MORE THAN MOTOROLA!

How is this for a Bluff?
Claim "victory" when:

- Network station score is:

Kahn/Hazeltine	= 6
Harris	= 1
Magnavox	= 0
Motorola	= 0

- 150 Major Market Delco Dealers polled voted:
23 to 2 against Motorola single system radio.

(Obvious to any businessman that a single system radio cannot compete with radios that work with all systems.)

- Many Motorola stations might even make some of their listeners "sick to their stomachs" due to platform motion. Sony warned FCC, the public "will never accept or overlook" image motion.

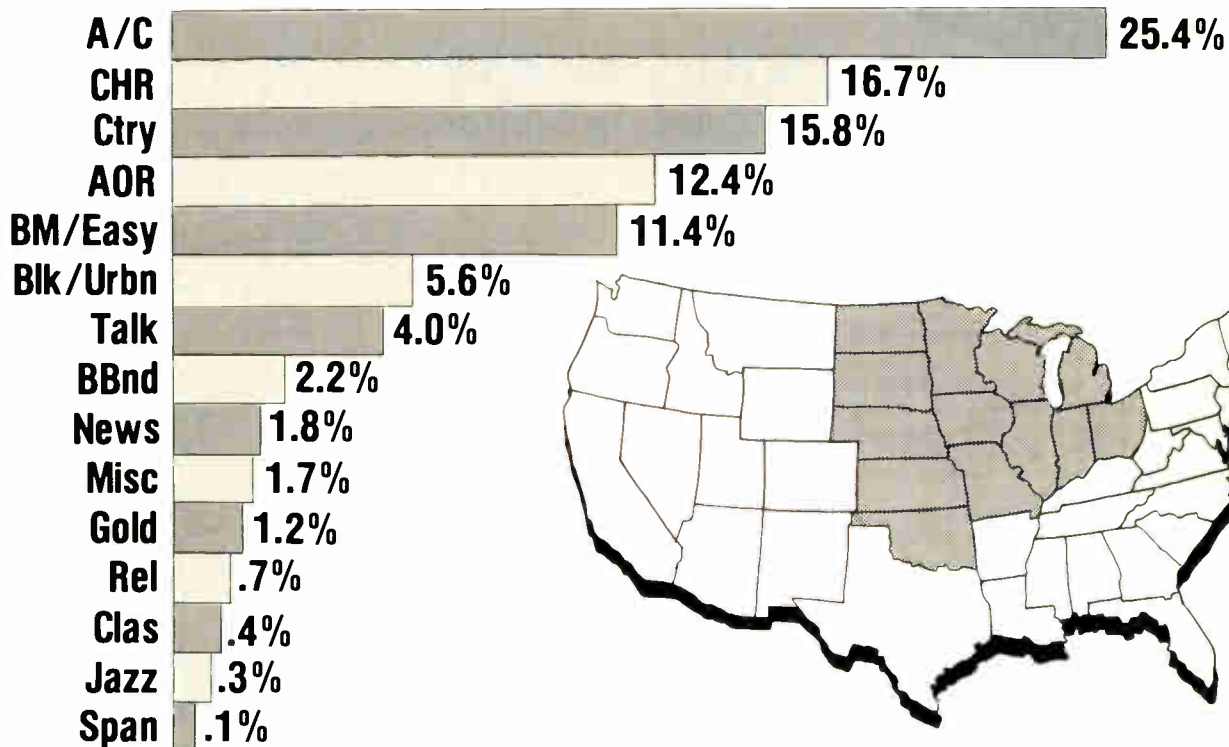
Think we are bluffing? Call for cassette proof, . . . and a free air sick bag. Phone (516) 222-2221.

Want to win with the best AM Stereo system using advanced independent sideband technology (we will have shipped over 100 exciters when this reaches you) for less than \$300 a month? Kahn Communications, Inc., has just made an agreement with a huge Fortune 500 firm so we can now make this offer.

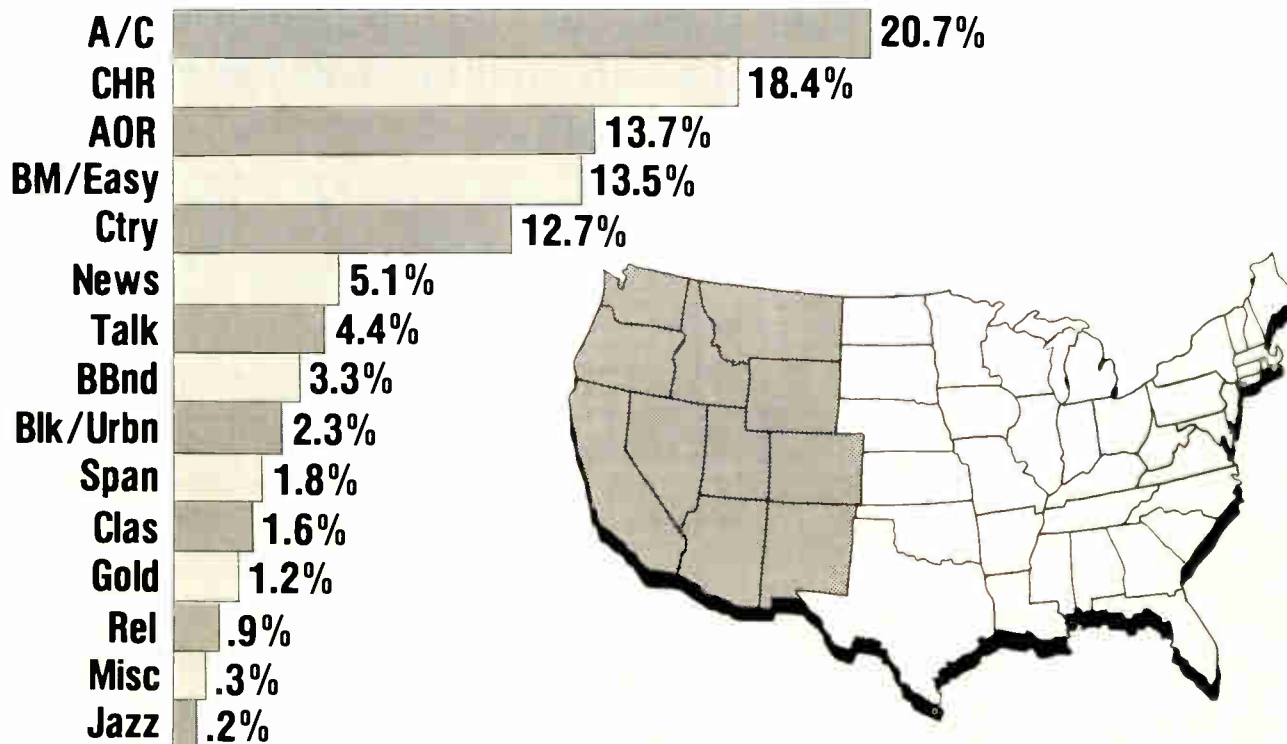


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- *Successful on Easy Listening, Nostalgia, Beautiful Music, Middle-of-the-Road and older-targeted Adult Contemporaries.*
- *The perfect vehicle to attract new advertisers and listeners.*
- *Increase your station's gross by adding revenues on weekends and during the week.*
- *MUSICAL comes complete with advertisers' presentation sales tape, radio salesman's tape, "How to Sell MUSICAL," and our new local advertiser presentation brochure.*

Try MUSICAL absolutely free for four weeks.

If you don't make any money, you don't pay a thing.
For information, **call collect: 213/475-6182**, and ask for Ron Cutler;
or write: Multi-Media Entertainment Corporation,
10822 Ohio Avenue, Los Angeles, CA 90024.

DRIVETIME DOMINATORS

AM Drive/Top 25

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



Bob Steele
WTIC/Hartford



Luther Massingill
WDEF-AM & FM/Chattanooga



Wayne Gardner
WKSJ-AM & FM/Mobile



Bill Hickok
WICC/Bridgeport



Bob Sievers
WOWO/Ft. Wayne



Claude Tomlinson
WIVK/Knoxville



Charlie Boone & Roger Erickson
WCCO/Minneapolis



Jack Carney
KMOX/St. Louis



Alden Aaroe
WRVA/Richmond



Bob Hardy
KMOX/St. Louis



Bill Wilkerson
KMOX/St. Louis



1. **WTIC/Hartford (A/C) 35.4**
Bob Steele
2. **WOWO/Ft. Wayne (A/C) 28.9**
Bob Sievers
3. **KMOX/St. Louis (Talk) 28.8**
Bob Hardy, Bill Wilkerson, & Jack Carney
4. **KFAB/Omaha (A/C) 28.3**
Don Cole, Kent Pavelka, & Walt Kavanaugh
5. **WICC/Bridgeport (A/C) 27.0**
Bill Hickok
6. **WCCO/Minneapolis-St. Paul (A/C) 26.7**
Charlie Boone & Roger Erickson
7. **WKSJ-AM & FM/Mobile (Ctry) 25.6**
Wayne Gardner
8. **WRVA/Richmond (A/C) 25.4**
Alden Aaroe
9. **WHBC/Canton (A/C) 25.3**
Bob Krahling
10. **WIVK/Knoxville (Ctry) 24.7**
Claude Tomlinson
11. **WDEF-AM & FM/Chattanooga (A/C) 24.6**
Luther Massingill
12. **WIBC/Indianapolis (A/C) 23.7**
Gary Todd
13. **KGBT/McAllen-Brownsville (Span) 23.5**
Jorge Guillen & Hugo de la Cruz
14. **WQUT/Johnson City (CHR) 22.9**
Mark Esberg
15. **KDKA/Pittsburgh (A/C) 22.8**
John Cigna
15. **WELI/New Haven (A/C) 22.8**
Ron Rohmer
17. **WESC-AM & FM/Greenville (Ctry) 22.6**
Bob Hooper
18. **WCOS-AM & FM/Columbia (Ctry) 22.3**
Jim Tice
19. **WXBQ/Johnson City (Ctry) 21.3**
Dave Carter
20. **WMEE/Ft. Wayne (CHR) 20.8**
Charlie Butcher & Chad Hunt
21. **WHOT-AM & FM/Youngstown (CHR) 20.5**
A.C. McCullogh
22. **WGY/Albany-Schenectady (A/C) 20.0**
Don Weeks
23. **WFMF/Baton Rouge (CHR) 19.5**
Randy Rice & Jim Nasium
24. **KHYS/Beaumont-Port Arthur (Urbn) 19.2**
Doug Davis
25. **WBEN/Buffalo (A/C) 19.0**
Jeff Kaye

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COUNTDOWN**



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concerts, live superstar press
conferences, and more.

RADIO 
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DRIVETIME DOMINATORS

AM Drive/Top 25

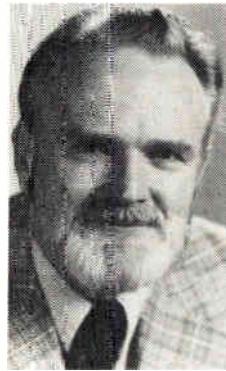
Cume Persons
(12+, M-F, 6-10am)



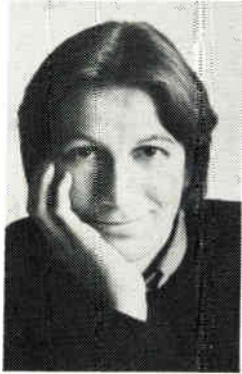
Rick Dees
KIIS/Los Angeles



Robert Vaughn
WCBS/New York



Jim Donnelly
WCBS/New York



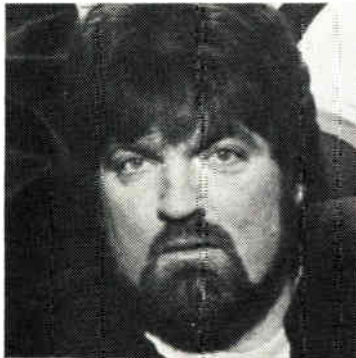
Jim Kerr
WPLJ/New York



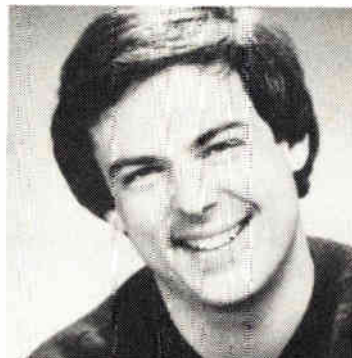
Wally Phillips
WGN/Chicago



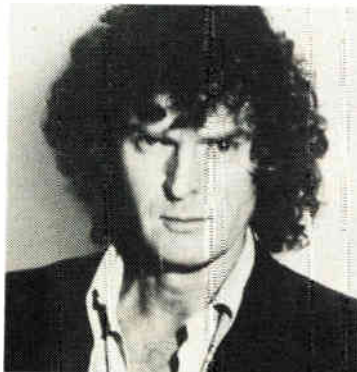
Larry Lujack
WLS-AM & FM/Chicago



Scott Shannon
WHTZ/New York



Ross Brittain
WHTZ/New York



Don Imus
WNBC/New York



John Gambling
WOR/New York

1. **WINS/New York (News)** 1,716,300
Paul Smith, Michael O'Neil, & Jim McGiffert
2. **WHTZ/New York (CHR)** 1,533,000
Scott Shannon & Ross Brittain
3. **WCBS/New York (News)** 1,323,000
Jim Donnelly & Robert Vaughn
4. **KIIS/Los Angeles (CHR)** 1,220,400
Rick Dees
5. **WNBC/New York (CHR)** 1,014,300
Don Imus
6. **WPLJ/New York (CHR)** 1,004,800
Jim Kerr
7. **WOR/New York (Talk)** 917,900
John Gambling
8. **WRKS/New York (Urbn)** 871,100
Ken Webb
9. **KYW/Philadelphia (News)** 865,500
Harri Donahue, Harry Johnson, & Gene Scott
10. **WGN/Chicago (Talk)** 862,800
Wally Phillips
11. **WLS-AM & FM/Chicago (CHR)** 843,700
Larry Lujack
12. **WKTU/New York (Urbn)** 765,400
Jay Thomas
13. **WPAT-AM & FM/New York (BM)** 753,400
Ken Lamb & Peter Roberts
14. **KABC/Los Angeles (Talk)** 681,200
Ken Minyard & Bob Arthur
15. **WBBM/Chicago (News)** 671,800
Dale McCarren, John Hultman, Sherman Kaplan, Don Mellema
16. **KFWB/Los Angeles (News)** 655,100
Dan Avey & Charley Brailer
17. **WRFM/New York (BM)** 626,500
Jim Aylward & Joe Roberts
18. **WAPP/New York (AOR)** 623,800
Perry Stone
19. **WABC/New York (Talk)** 621,800
Alan Colmes
20. **WYNY/New York (A/C)** 597,300
Bruce Bradley
21. **WCBS-FM/New York (Gold)** 596,800
Harry Harrison
22. **WNEW/New York (BBnd)** 590,800
Ted Brown
23. **KKBQ-AM & FM/Houston (CHR)** 578,100
John Lander, Clete Dumpster, Jackie Robbins, Bob Taylor, & Bob King
24. **KGO/San Francisco (N/T)** 569,600
Jim Dunbar & Ted Wygant
25. **WHN/New York (Ctr)** 567,400
Del DeMontreaux

WHAT SETS US APART?

Numerous qualities separate an excellent rep from the crowd. The best testament we can offer on what sets Torbet Radio apart is provided by our toughest critics ...those we represent.

"...their presentations are tops...extremely thorough and professional..."

Carolyn Craft Edmondson
WRVR, Memphis

"...superb communication with their agencies..."

Bill Daisa
KOIT, San Francisco

"...they always expend maximum effort and get maximum results..."

Dave Armstrong
KWIZ, Orange County, CA

"...they start with the assumption that every spot belongs on our station..."

Joseph K. Abel
KIRO, Seattle

"...toughest, hardest-charging, most thorough rep..."

Michael Oatman
Great Empire Broadcasting, Wichita

"...they go the extra yard to get every piece of business that is out there..."

Chuck Chackel
KUGN AM/FM, Eugene

"...strong initiative and persistence—that's what gets results..."

David Macejko
WEBN, Cincinnati

"...some rep firms watch it happen, some rep firms wonder what happens, Torbet Radio makes it happen!"

Ray H. Nelson
WTAC, Flint

"...their research is sophisticated, well-showcased and has helped us locally in a big way..."

John Englebrecht
South Central Broadcasting Corp.

We do more because you deserve more!



Torbet Radio

DRIVETIME DOMINATORS

PM Drive/Top 25

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



Jay Christian
WQUT/Johnson City



Danny Stewart
WVIX-AM & FM/Lansing



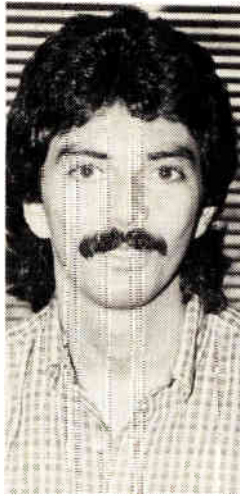
Gordon Light
WXBQ/Johnson City



Doug Enlow
WCOS-AM & FM/Columbia



Scott McAllister
WFMF/Baton Rouge



Scott Paulsen
WIMZ-AM & FM/Knoxville



Tim Siegrist & Jeff Holbrook
WWCK/Flint

1. **WQUT/Johnson City (CHR)** 27.1
Jay Christian
2. **KHYS/Beaumont-Port Arthur (Urbn)** 22.9
Don Chatman
3. **WIMZ-AM & FM/Knoxville (AOR)** 22.4
Scott Paulsen
4. **WDUV/Sarasota-Bradenton (BM)** 21.3
Automated
5. **WVIC-AM & FM/Lansing (CHR)** 21.0
Danny Stewart
6. **WWCK/Flint (AOR)** 20.4
Tim Siegrist & Jeff Holbrook
7. **WXBQ/Johnson City (Ctry)** 20.1
Gordon Light
8. **WCOS-AM & FM/Columbia (Ctry)** 20.0
Doug Enlow
9. **WFMF/Baton Rouge (CHR)** 19.6
Scott McAllister
10. **WBLX/Mobile (Urbn)** 19.5
Jerry Lofton & Alex Gavin
10. **WRVQ/Richmond (CHR)** 19.5
John King
12. **WKSJ-AM & FM/Mobile (Ctry)** 18.6
J.J.
13. **KEYN/Wichita (CHR)** 18.0
Kevin Gossett
13. **WSOC-FM/Charlotte (Ctry)** 18.0
Edd Robinson & Bob Brandon
15. **KKYK/Little Rock (CHR)** 17.9
Mark McCain
15. **WIVK/Knoxville (Ctry)** 17.9
Ed Brantley
17. **KGBT/McAllen-Brownsville (Span)** 17.8
Hugo de la Cruz & Ramon Tellez
18. **WAAF/Worcester (AOR)** 17.2
Rob Barnett & Chuck Nolan
19. **WEZN/Bridgeport (BM)** 17.1
Edward Zelle & Bill Buchner
20. **KQKQ/Omaha (CHR)** 16.4
Jerry Dean
20. **WCCO/Minneapolis-St. Paul (A/C)** 16.4
Steve Cannon
20. **WTQR/Greensboro (Ctry)** 16.4
Bill Blivens & Don Tuttle
23. **WZPL/Indianapolis (CHR)** 16.3
Jonathan Doll
24. **WESC-AM & FM/Greenville (Ctry)** 16.2
"Long John" Landrum
24. **WSKZ/Chattanooga (CHR)** 16.2
Mike Allison

WE BLEW THE ROOF OFF IN WASHINGTON!



DOUBLEDAY'S WAVA (FM) JUMPS TO A VIRTUAL TIE AS THE NUMBER ONE HIT STATION IN D.C.

A little less than a year ago, Washington's WAVA abandoned its traditional album rock format. We sensed a shift in the tastes of our listeners, and decided to take a bold gamble.

We launched a new contemporary hit format into what was already a crowded part of the format spectrum. But then again, as one of the newer companies in

the business, we at Doubleday have always had to make room for our product. In a way, it's a part of our corporate culture.

We're happy to report the results were nothing short of spectacular! Our cume is up over 50%, and our quarter hour share jumped from a 3.2 a year ago to a whopping 5.6, virtually tying the market leader. How's that for improvement!

DOUBLEDAY BROADCASTING...RADIO IS OUR ONLY BUSINESS—AND WE KNOW IT.

WAPP(FM)
New York

WMET(FM)
Chicago

WLLZ(FM)
Detroit

WAVA(FM)
Washington, D.C.

KDWB AM/FM
Mpls./St. Paul

KPKE(FM)
Denver

db DOUBLEDAY BROADCASTING CO.
100 Park Avenue, New York, N.Y. 10017

WAPP(FM)/Lake Success-New York City,
WAVA(FM)/Arlington-Washington,
KDWB-FM/Richfield, MN

Source: Arbitron Spring 1983 and 1984
Mon-Sun 6A-Mid, Persons 12 +
AQH and Cume

DRIVETIME DOMINATORS

PM Drive/Top 25

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



Pat St. John
WPLJ/New York



Dan Daniel
WYNY/New York



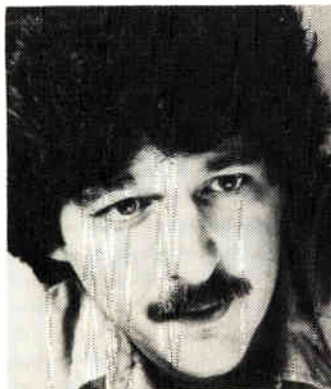
Chip Hobart
WAPP/New York



Ben Farnsworth
WCBS/New York



Peter Bush
WPLJ/New York



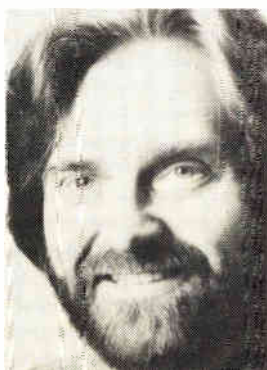
Howard Stern
WNBC/New York



Ron O'Brien
KJIS/Los Angeles



Paco
WKTU/New York



Charlie Burger
WRKS/New York



Mary Thomas
WRKS/New York

1. **WHTZ/New York (CHR)** 1,673,900
"The Shadow"
2. **WPLJ/New York (CHR)** 1,151,300
Pat St. John & Peter Bush
3. **KJIS/Los Angeles (CHR)** 1,094,400
Ron O'Brien
4. **WRKS/New York (Urbn)** 1,024,400
Mary Thomas & Charlie Burger
5. **WKTU/New York (Urbn)** 857,200
Paco
6. **WNBC/New York (CHR)** 791,900
Howard Stern
7. **WAPP/New York (AOR)** 777,600
Chip Hobart
8. **WINS/New York (News)** 734,000
Stan Burns, Dave Henderson, & Irwin Brown
9. **WCBS/New York (News)** 722,400
Ben Farnsworth & Tom Franklin
10. **WYNY/New York (AIC)** 701,700
Dan Daniel
11. **KABC/Los Angeles (Talk)** 676,300
Bud Furillo, Tommy Hawkins, & Lisa Bowman
12. **WPAT-FM/New York (BM)** 661,700
Ken Mackenzie
13. **WPIX/New York (AIC)** 661,000
Leigh Hamilton & Mike Wade
14. **WCBS-FM/New York (Gold)** 641,700
Dick Heatherton
15. **WNEW-FM/New York (AOR)** 616,700
Scott Muni
16. **WBBM-FM/Chicago (CHR)** 602,400
Gary Spears
17. **WBLS/New York (Urbn)** 596,600
Frankie Crocker
18. **KLOS/Los Angeles (AOR)** 576,000
Steve Downes & Linda McInnes
19. **WRFM/New York (BM)** 570,000
Wes Richards & Larry Yount
20. **WGN/Chicago (Talk)** 563,200
Bob Collins
21. **WABC/New York (Talk)** 562,000
Michael Jackson & Toni Grant
22. **WHN/New York (Ctry)** 549,900
Dan Taylor
23. **WOR/New York (Talk)** 514,400
John R. Gambling & Susan Murphy
24. **WLTW/New York (AIC)** 513,400
Steve Roy
25. **KKHR/Los Angeles (CHR)** 502,600
Jackson Armstrong

How would you rather research your music ?

By: "Testing" Listeners Tolerance?



"Conventional" Music Test

By: Measuring the Music



EARS Music Research

Ever noticed that when other research companies talk about "testing" your music, with an auditorium group, its just that: a test? "Typical" listeners are asked to do something very "untypical" - - score hundreds of songs on paper test forms - - just like in school. Remember how that felt?

Rat last, a system has been developed to *measure* (not test) your listener's attitudes toward your playlist and oldies library in a more natural way, with a patented technology available only with FMR's exclusive EARS Music Research. Now with wireless hand-held units, listeners respond to your music, the way they listen to your station --electronically.

Research is only as good and meaningful as the design and input. Any one can play songs and have people answer hundreds of questions in a Conventional Music Test. But is this really the way to spend thousands of dollars - - testing music - - in an unnatural way? We know it is not. And we think you'll agree - - when you consider this, and the many other limitations of Conventional Music Tests.

Since the development of and application of EARS Music Studies beginning in late 1982, projects have been conducted - -exclusively for FMR clients across the country - - with actionable and successful results in each case. And not only were more songs measured more realistically, the data was available almost instantly - - the day after the sessions, in most studies.

**How much does superior research like this cost?
Less than most Conventional Music Tests.**

For more information on superior music and marketing research, contact:

Bruce Fohr (602) 886-5548

Bob Goode (602) 488-2500

EARS

ELECTRONIC ATTITUDE RESEARCH SYSTEMS

An exclusive service of:

FMR Associates, Inc.

6408 E. Tanque Verde Road • Tucson, Arizona 85715

FORMAT LEADERS

Adult / Contemporary AQH

1. KFAB/Omaha	20.6
2. WTIC/Hartford	19.3
3. WCCO/Minneapolis-St. Paul	19.1
4. WOWO/Ft. Wayne	16.8
5. WICC/Bridgeport	16.6
6. WIBC/Indianapolis	16.2
7. WELI/New Haven	16.1
8. KDKA/Pittsburgh	15.5
8. WRVA/Richmond	15.5
10. WHBC/Canton	15.2
11. WTMJ/Milwaukee	14.7
12. WYYY/Syracuse	14.3
13. KULA/Honolulu	14.2
14. WFBC-FM/Greenville	14.1
15. KOB-FM/Albuquerque	14.0
16. WSBA/York	13.5
16. WVOR/Rochester	13.5
18. WGY/Albany	12.8
19. WIVY/Jacksonville	11.9
20. KSSK/Honolulu	11.6
21. WLEV/Allentown	11.5
22. KSTP-FM/Minneapolis-St. Paul	11.3
22. WOOD/Grand Rapids	11.3
24. WAKR/Akron	11.1
25. KRAV/Tulsa	10.8
25. WLAN-FM/Lancaster	10.8

Cume

1. WYNY/New York	1,531,700
2. WPIX/New York	1,396,500
3. WLTV/New York	953,100
4. WCLR/Chicago	806,500
5. KOST/Los Angeles	765,000
6. KDKA/Pittsburgh	743,800
7. WCCO/Minneapolis-St. Paul	684,800
8. WMGK/Philadelphia	651,000
9. WLAK/Chicago	643,900
10. KMGG/Los Angeles	634,500
11. WFYR/Chicago	629,800
12. WBZ/Boston	555,000
13. KNBR/San Francisco	554,100
14. WHDH/Boston	546,000
15. KVIL-FM/Dallas-Ft. Worth	537,800
16. WNIC-FM/Detroit	535,500
17. KHTZ/Los Angeles	514,300
18. KIOI/San Francisco	503,600
19. KFI/Los Angeles	499,800
20. KYUU/San Francisco	491,600
21. KSTP-FM/Minneapolis-St. Paul	443,200
22. WMAL/Washington	422,400
23. WOMC/Detroit	416,000
24. WMJC/Detroit	413,600
25. KSFO/San Francisco	410,000



"ALL HIT RADIO has given New Hampshire a **BRAND NEW SOUND**.

We have risen to the **HIGHEST BILLING** and **RATINGS** in the station's history because of **ALL HIT RADIO...** --Woody Woodland, Station Manager WDER, Derry-Nashua-Manchester

WE HAVE THE SOUND TO MAKE YOUR STATION ASSAULT AND GRAB YOUR AUDIENCE!

MAJOR MARKET SOUND TAILORED TO YOUR NEEDS. A BROAD BASED MIX.

A ONE-STOP PACKAGE. COMPLETE JINGLES. MAJOR ARTIST PROMOS AND VIGNETTES. THE LOWEST PRICE IN THE INDUSTRY FOR THE MOST LISTENABLE A/C-TOP 40 FORMAT.

ALL YOU NEED IS ALL HIT RADIO!!!

OUR SECOND SUCCESS STORY--AHR'S "TIMELESS" M-O-R FORMAT:

"Since we put ALL HIT RADIO's 'TIMELESS' on, our billing shot up 100% over 1983."

--John Hughes, GM-WVNH "The Voice of New Hampshire"

CALL ERIC S. BERMAN NOW AT (617) 227-9789, TO BE PART OF THE WINNING TEAM!!

****INTRODUCING NEW M-O-R FORMAT "TIMELESS" AND NEW POP-COUNTRY FORMAT "ALL HIT RADIO COUNTRY"*****

STILL AOR IS
^
ALIVE AND WELL
AT
FRANK FELIX
AND COMPANY

(801) 968-8944

Programming Consultant For Happy And Healthy AOR Stations

FORMAT LEADERS



AQH

1. WIMZ-FM/Knoxville	18.6
2. WWCK/Flint	18.1
3. WFYV/Jacksonville	14.9
4. KLBJ-FM/Austin	14.4
5. WTUE/Dayton	13.6
6. WAAF/Worcester	13.4
7. WLWQ/Columbus	12.6
7. WMMS/Cleveland (Akron book)	12.6
9. WPYX/Albany	12.5
10. WAQX/Syracuse	12.3
11. KEZO/Omaha	12.2
11. KMBQ/Shreveport	12.2
13. WLAV-FM/Grand Rapids	11.8
14. WCMF/Rochester	11.6
15. KICT/Wichita	11.5
16. KMJX/Little Rock	11.4
16. WTPA/Harrisburg	11.4
18. WZZO/Allentown	11.3
19. KLAQ/EI Paso	11.1
20. KATT-FM/Oklahoma City	10.9
20. WDIZ/Orlando	10.9
22. WQDR/Raleigh	10.8
23. WOOS/Canton	10.6
24. WQMF/Louisville	10.5
25. WMMS/Cleveland	10.4

Cume

1. WAPP/New York	1,362,900
2. WNEW-FM/New York	1,160,200
3. KLOS/Los Angeles	955,800
4. KMET/Los Angeles	885,800
5. WMET/Chicago	725,700
6. WLUP/Chicago	692,600
7. WMMR/Philadelphia	609,500
8. WRIF/Detroit	604,600
9. WLLZ/Detroit	560,300
10. KROQ-FM/Los Angeles	533,800
11. WYSP/Philadelphia	525,000
12. KSRR/Houston-Galveston	522,600
13. WBCN/Boston	508,600
14. KLOL/Houston-Galveston	485,700
15. WIOQ/Philadelphia	474,800
16. WXRT/Chicago	434,300
17. KEGF/Dallas-Ft. Worth	413,900
18. WWDC-FM/Washington	390,100
19. KTXQ/Dallas-Ft. Worth	352,700
20. KZEW/Dallas-Ft. Worth	344,300
21. KRQR/San Francisco	337,600
22. WDVE/Pittsburgh	333,500
23. WMMS/Cleveland	331,800
24. WIYY/Baltimore	328,400
25. KQRS-AM & FM/Minneapolis-St. Paul	306,000

Black/Urban Contemporary

AQH

1. KHYS/Beaumont (Urban)	22.3
2. WBLX/Mobile (Urban)	17.6
3. WYLD-FM/New Orleans (Urban)	14.9
4. WDZZ/Flint (Urban)	13.3
5. WWWZ/Charleston (Urban)	12.5
6. WJTT/Chattanooga (Urban)	12.4
7. KDKS/Shreveport (Urban)	12.0
8. WENN-FM/Birmingham (Black)	11.7
9. WLOU/Louisville (Black)	10.8
9. WPEG/Charlotte (Urban)	10.8
11. WWDM/Columbia (Urban)	10.7
12. KOKA/Shreveport (Black)	10.5
13. WGOK/Mobile (Black)	9.3
14. WPLZ/Richmond (Urban)	9.2
15. KMJQ/Houston-Galveston (Urban)	9.1
15. WVEE/Atlanta (Urban)	9.1
17. WKYS/Washington (Urban)	8.9
18. WNOO/Chattanooga (Black)	8.7
19. KCIJ/Shreveport (Black)	8.6
20. WDIA/Memphis (Black)	8.4
21. WJAX-FM/Jacksonville (Urban)	8.3
22. WXOK/Baton Rouge (Black)	8.2
23. WHRK/Memphis (Urban)	8.1
23. WQMG/Greensboro (Urban)	8.1
25. WLOK/Memphis (Black)	7.4

Cume

1. WKTU/New York (Urban)	1,730,200
2. WRKS/New York (Urban)	1,677,700
3. WBLS/New York (Urban)	1,296,300
4. WGCI-FM/Chicago (Urban)	856,900
5. WBMX/Chicago (Black)	825,100
6. WUSL/Philadelphia (Urban)	587,300
7. WJLB/Detroit (Black)	533,200
8. KSOL/San Francisco (Urban)	529,100
9. WDAS-FM/Philadelphia (Black)	513,000
10. WKYS/Washington (Urban)	506,400
11. KJLH/Los Angeles (Black)	504,100
12. KMJQ/Houston-Galveston (Urban)	455,600
13. WHUR/Washington (Black)	452,600
14. WDRQ/Detroit (Urban)	447,700
15. KUTE/Los Angeles (Urban)	431,600
16. KDAY/Los Angeles (Black)	391,200
17. WJPC/Chicago (Urban)	339,300
18. KACE/Los Angeles (Black)	337,000
19. WVEE/Atlanta (Urban)	327,300
20. KDIA/San Francisco (Black)	302,200
21. KBLX/San Francisco (Urban)	298,000
22. KKDA-FM/Dallas-Ft. Worth (Urban)	289,300
23. WAMO-FM/Pittsburgh (Urban)	244,800
24. KMJM/St. Louis (Urban)	233,800
25. WXYV/Baltimore (Urban)	232,900

Mini-BINGO[®]

guaranteed... it works![™]



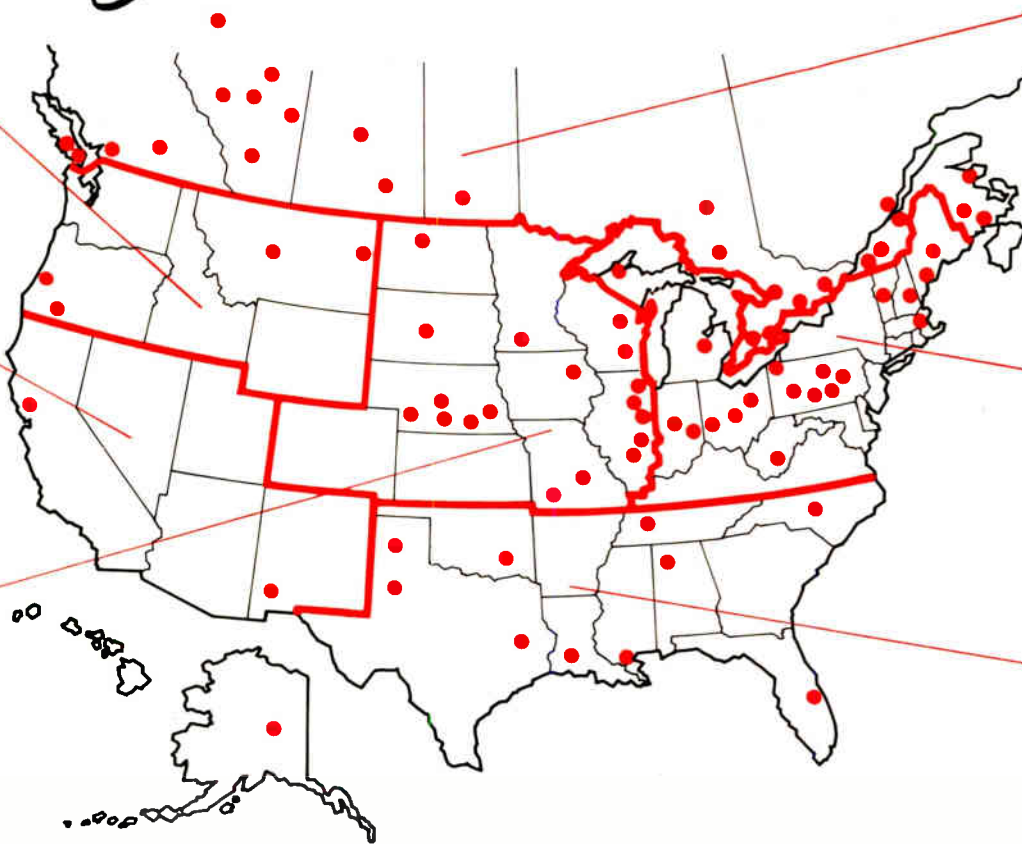
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Lindsay Mohlere
Mohlere and Company
503/227-7056



**Mini-BINGO USA
and SOUTHWEST**
Peter Powell
Peter Powell Associates
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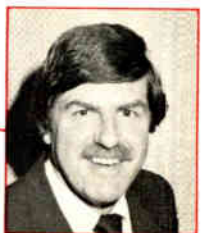
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Mike Overton
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NORTHEAST
Bob Ardrey
Ardrey Media Ltd.
805/499-1462



SOUTHEAST
Bob Harris
Harris Marketing Group
214/960-8733

THE Mini-BINGO[®] TEAM MAKES SURE

Everybody wins when you play![™]

SPRING '84 RATINGS

SAGINAW, MI: WSGW
(MOR News Talk)
Booth Broadcasting Group
Aired: M-F 9:15a, 3:15p, 3:45p, 4:15p, 4:45p
*A 18+ 3-7p M-F **INCREASED 54%**
W 25-54 3-7p M-F **INCREASED 190%**
M 25-54 3-7p M-F **INCREASED 124%**

ERIE, PA: WEYZ
(MOYL)
Aired: M-F 10:20a, 11:20a, 1:20p, 2:20p, 3:20p
*A 18+ 10-3p M-F **INCREASED 61%**
W 18+ 10-3p M-F **INCREASED 107%**
M 18+ 3-4p M-F **INCREASED 123%**

RALEIGH, NC: WKIX
(Country)
Mann Media Group
Aired: M-F 7:15a, 8:15a, 11:15a, 3:15p, 5:15p
*Persons 12+ 8-9a M-F **INCREASED 20%**
W 18+ 11-12n M-F **INCREASED 48%**
M 18+ 3-4p M-F **INCREASED 36%**

AKRON, OH: WSLR
(Country)
Aired: M-F 8:20a, 10:20a, 12:20p, 2:20p, 4:20p
During the specific Hour-By-Hour periods above, Mini-Bingo helped WSLR:
*W 18-34 **INCREASED 370%**
M 25-44 **INCREASED 787%**
M-F 3-4P and 5-6P **DECREASED** sharply.

**PLUS WINNERS
IN 82 MORE U.S.
AND CANADIAN
SPRING '84
MARKETS.**

CALL FOR FREE Mini-Bingo Information Package . . . before your competition does! In USA call Peter Powell Associates 503/686-0248. In Canada call Dover Productions 416/438-3934.

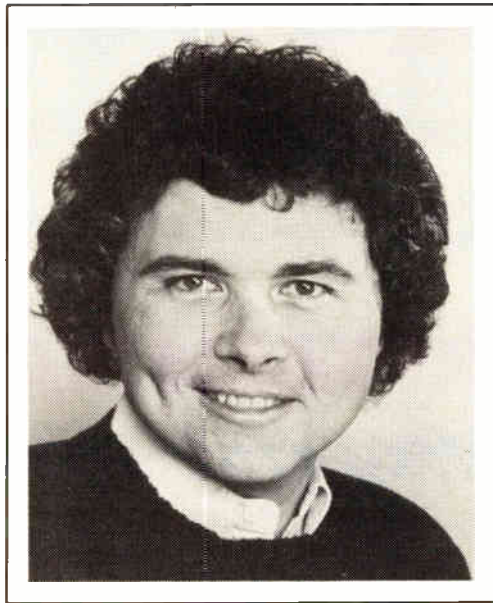
MAKE YOUR NEXT CALL MAKE YOU MONEY![™]

you can't win if you don't play![™]

COUNTDOWN AMERICASM

WITH JOHN LEADER 

**WHEN THE COUNTDOWN IS ON
...THE RATINGS GO UP**



**Go With The Leader
Call RKO Today At (212) 764-6702**

produced for  **RKO RADIO NETWORKS** by  **ISinc**
interrante sisco incorporated

FORMAT LEADERS

Beautiful Music/Easy Listening

	AQH	Cume
1. WDUV/Sarasota (BM)	21.6	1,274,800
2. WEZN/Bridgeport (BM)	16.3	1,101,900
3. WEZK/Knoxville (BM)	15.8	803,400
4. WHIO-FM/Dayton (BM)	14.4	760,300
5. WFMZ/Allentown (BM)	14.3	691,600
6. WWBA/Tampa-St. Petersburg (BM)	13.5	690,600
7. KXLY-FM/Spokane (Easy)	13.0	648,600
8. WEZO/Rochester (BM)	12.9	540,000
9. WSRS/Worcester (BM)	12.6	465,200
10. WNCE/Lancaster (BM)	12.5	424,900
11. WEAT-FM/West Palm Beach (BM)	12.4	378,500
12. WHBC-FM Canton (BM)	12.3	339,800
13. WKTZ-FM/Jacksonville (BM)	11.3	330,500
14. WMAS/Springfield (Easy)	11.2	328,300
14. WBNS-FM/Columbus (BM)	11.2	323,200
16. WLGR/Toledo (BM)	11.1	320,400
16. WQXY/Baton Rouge (BM)	11.1	317,100
18. KGFM/Bakersfield (BM)	10.8	309,500
18. KSFI/Salt Lake City (BM)	10.8	279,900
18. WJYE/Buffalo (BM)	10.8	275,300
21. KCOZ/Shreveport (BM)	10.7	272,900
21. WFOG/Norfolk (BM)	10.7	269,400
21. WKBN-FM/Youngstown (Easy)	10.7	251,500
24. KJYK/Tucson (Easy)	10.6	251,300
25. KRVR/Quad Cities (BM)	10.5	248,800

Contemporary Hit Radio

	AQH	Cume
1. WQUT/Johnson City	25.2	2,795,800
2. WMEE/Ft. Wayne	21.2	2,201,400
3. WVIC-FM/Lansing	18.8	1,894,900
4. WFMF/Baton Rouge	18.3	1,628,000
5. WRVQ/Richmond	16.6	1,172,200
6. KKYK/Little Rock	16.4	917,700
7. KIIK/Quad Cities	15.9	910,100
8. KQKQ/Omaha	15.5	906,300
9. WZPL/Indianapolis	15.1	855,800
10. WDCG/Raleigh-Durham	14.5	842,900
11. KBFM/McAllen-Brownsville	14.4	830,900
11. KEYN/Wichita	14.4	724,700
13. KKXX/Bakersfield	14.0	644,000
14. KRQQ/Tucson	13.9	639,400
15. WSKZ/Chattanooga	13.8	639,400
16. KRGV/McAllen-Brownsville	13.6	586,100
17. WSSX/Charleston	13.5	578,700
18. WHOT-FM/Youngstown	13.4	553,200
18. WKXX/Birmingham	13.4	544,100
20. WABB-FM/Mobile	13.2	514,100
21. KLUC/Las Vegas	13.1	498,700
22. WHYI/West Palm Beach	12.2	483,200
23. WEZB/New Orleans	11.7	471,200
24. KHFI/Austin	11.6	449,500
25. WTIC-FM/Hartford	11.5	436,800

FORMAT LEADERS

Country

AQH

Cume

1. WCOS-FM/Columbia	20.4
2. WXBQ/Johnson City	20.0
3. WIVK-FM/Knoxville	19.6
4. WKSJ-FM/Mobile	18.5
5. WSOC-FM/Charlotte	17.3
6. WTQR/Greensboro	16.9
7. WESC-FM/Greenville	15.0
8. WYNK-FM/Baton Rouge	14.7
9. WIOV/Lancaster	13.9
10. KVOO/Tulsa	13.7
11. WQHK/Ft. Wayne	13.6
12. WEZL/Charleston	13.2
13. KASE/Austin	12.7
14. WUSY/Chattanooga	12.5
15. WLLR/Quad Cities	12.4
16. KSSN/Little Rock	12.3
16. WRKZ/York	12.3
18. KDRK/Spokane	12.0
19. KWEN/Tulsa	11.6
20. KHEY-FM/El Paso	11.4
21. WZZK/Birmingham	11.3
22. KYKR/Beaumont	11.2
23. WQXK/Youngstown	11.0
24. KFDI-FM/Wichita	10.5
24. KRMD-FM/Shreveport	10.5

1. WHN/New York	1,210,200
2. WMAQ/Chicago	775,400
3. KLAC/Los Angeles	520,900
4. KZLA-FM/Los Angeles	496,100
5. WUSN/Chicago	469,700
6. KIKK-FM/Houston-Galveston	440,100
7. WBAP/Dallas-Ft. Worth	400,100
8. KSCS/Dallas-Ft. Worth	393,100
9. KILT-FM/Houston-Galveston	365,500
10. KSAN/San Francisco	363,900
11. WKHX/Atlanta	353,900
12. WJEZ/Chicago	325,700
13. KPLX/Dallas-Ft. Worth	317,900
14. WIL-FM/St. Louis	291,000
15. KNEW/San Francisco	275,900
16. WMZQ/Washington	274,700
17. WPOC/Baltimore	261,200
18. WWWW/Detroit	258,700
19. WPKX-FM/Washington	240,700
20. WQYK/Tampa	237,000
21. WCXI-FM/Detroit	223,400
22. WSUN/Tampa	213,500
23. KUSA/St. Louis	212,700
24. KNIX-FM/Phoenix	212,500
25. WHN/New York (Nassau book)	204,400

Spanish

AQH

Cume

1. KGBT/McAllen-Brownsville	20.1
2. KIWW/McAllen-Brownsville	12.7
3. KAMA/El Paso	10.0
4. WQBA/Miami	7.2
5. KWAC/Bakersfield	6.1
5. KXEW/Tucson	6.1
7. KCOR/San Antonio	5.5
8. KQXX/McAllen-Brownsville	4.9
9. KXEX/Fresno	4.0
10. KGST/Fresno	3.3

1. WADO/New York	506,100
2. KLVE/Los Angeles	378,400
3. WSKQ/New York	372,700
4. KTNQ/Los Angeles	338,500
5. WJIT/New York	318,100
6. KALI/Los Angeles	305,200
7. WQBA/Miami	272,100
8. KWKW/Los Angeles	241,900
9. WQBA-FM/Miami	213,400
10. WCMQ-FM/Miami	160,500

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FORMAT LEADERS

News/Talk

AOH

Cume

1. KMOX/St. Louis (Talk)	20.2	1. WINS/New York (News)	2,384,100
2. WBBW/Youngstown (N/T)	11.3	2. WCBS/New York (News)	1,884,400
3. KTOK/Oklahoma City (N/T)	11.2	3. WOR/New York (Talk)	1,540,900
4. KGO/San Francisco (N/T) (San Jose Book)	9.2	4. WABC/New York (Talk)	1,525,400
5. KTAR/Phoenix (News)	9.1	5. KABC/Los Angeles (Talk)	1,334,400
6. WGN/Chicago (Talk)	8.8	6. WGN/Chicago (Talk)	1,328,900
7. KGO/San Francisco (N/T)	8.7	7. KYW/Philadelphia (News)	1,132,400
8. KARN/Little Rock (N/T)	8.6	8. WBBM/Chicago (News)	1,019,900
9. KMJ/Fresno (N/T)	8.2	9. KFVB/Los Angeles (News)	953,000
9. WOC/Quad Cities (N/T)	8.2	10. KGO/San Francisco (N/T)	848,500
11. KCMO/Kansas City (N/T)	8.0	11. KNX/Los Angeles (News)	827,500
11. KYW/Philadelphia (News)	8.0	12. KMOX/St. Louis (Talk)	775,400
13. KIRO/Seattle (News)	7.8	13. WCAU/Philadelphia (Talk)	702,200
14. KABC/Los Angeles (Talk)	7.6	14. WMCA/New York (Talk)	609,600
15. KRLD/Dallas-Ft. Worth (News)	7.1	15. KCBS/San Francisco (N/T)	584,800
16. KABC/Los Angeles (Talk) (Anaheim book) ..	6.7	16. WWJ/Detroit (News)	516,300
16. WHJJ/Providence (N/T)	6.7	17. KRLD/Dallas-Ft. Worth (News)	480,200
18. WQBK/Albany (Talk)	6.6	18. WIND/Chicago (Talk)	462,500
19. KFBK/Sacramento (News)	6.4	19. WEEI/Boston (News)	460,700
19. WJNO/West Palm Beach (N/T)	6.4	20. KIRO/Seattle (News)	420,800
21. KOA/Denver (Talk)	5.7	21. WTOP/Washington (News)	389,300
21. KXLY/Spokane (N/T)	5.7	22. WXYZ/Detroit (Talk)	368,600
21. WARD/N.E. Pennsylvania (Talk)	5.7	23. WWDB/Philadelphia (Talk)	356,300
24. WCAU/Philadelphia (Talk)	5.6	24. WRKO/Boston (Talk)	329,500
25. WXYZ/Detroit (Talk)	5.3	25. KTRH/Houston-Galveston (Talk)	315,200
25. WCKY/Cincinnati (N/T)	5.3		

Big Band

AOH

Cume

1. WDEF-FM/Chattanooga	8.9	1. WNEW/New York	992,800
2. WNJY/West Palm Beach	8.5	2. KMPC/Los Angeles	649,900
3. WAVZ/New Haven	8.0	3. WJJD/Chicago	475,700
4. WECK/Buffalo	7.3	4. KPRZ/Los Angeles	438,600
5. WYLF/Rochester	6.7	5. WPEN/Philadelphia	400,800
6. WEST/Allentown	6.5	6. WAIT/Chicago	341,000
7. WFBL/Syracuse	6.3	7. KMPC/Los Angeles (Anaheim book)	204,400
8. WOKY/Milwaukee	6.1	8. WRTH/St. Louis	197,900
9. WBBG/Cleveland	5.6	9. KIXI/Seattle	187,200
10. KYTE/Portland	5.3	10. WBBG/Cleveland	175,200

OFF THE RECORD

with Mary Turner

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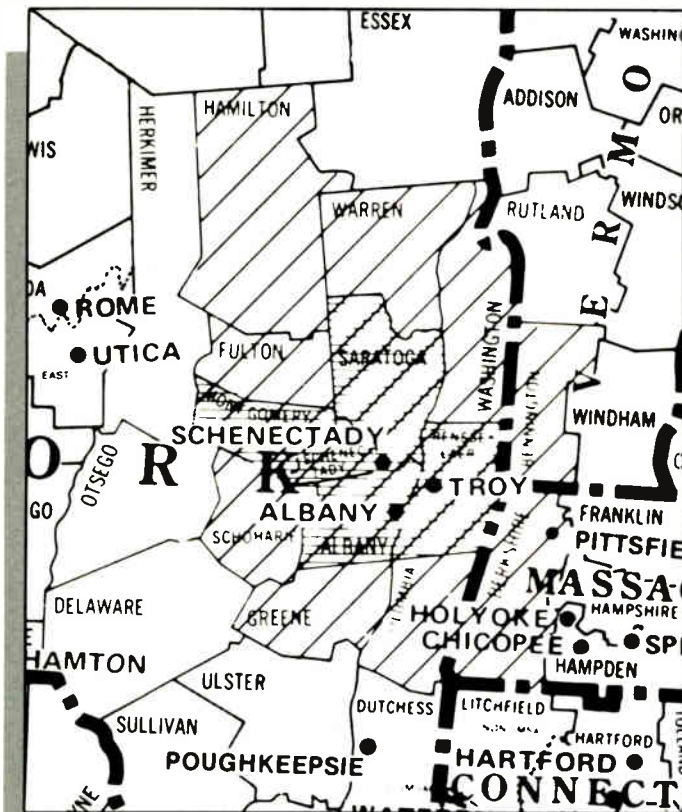
TOP 50 MARKETS

#50/ALBANY-SCHENECTADY-TROY

COMPLETE RATINGS DATA PG. 71

#19/ANAHEIM-SANTA ANA GARDEN GROVE

COMPLETE RATINGS DATA PG. 72



As has been the case in recent Albany surveys, WGY and WPYX emerged as the dominant stations, overall and in the key demos. WGFM posted a healthy increase this book and also scored very respectably.

It seems as though WGY has been number one here 12+ since before there were diaries, and it held on again to that crown. The A/C station grabbed the market's top cume and also won the nod from the coveted 25-54 adults. WGY's strength in morning drive keyed the station's continuing success.

Among the younger demos the AOR appeal of WPYX catapulted that station to a host of number one trophies. Not only did WPYX garner the top spot among teens but it topped adults 18-34 and 18-49 as well. A strong adult 18-24 base paved the way for these wins. CHR WGFM scored well in these demos too, but its score wasn't enough to topple WPYX in our key breakouts.

The Orange County story reads like a romance novel — lots of KIIS. Actually, although the CHR giant achieved a perfect 10 (12+) this survey, that is down just slightly from impressive numbers in the fall '83 sweep.

Across the key demos KIIS was tops virtually everywhere. The Gannett powerhouse had the largest cume, and was number one in average estimates for the three key adult cells: 18-34, 18-49, and 25-54. Where then did KIIS not emerge as the kingpin?

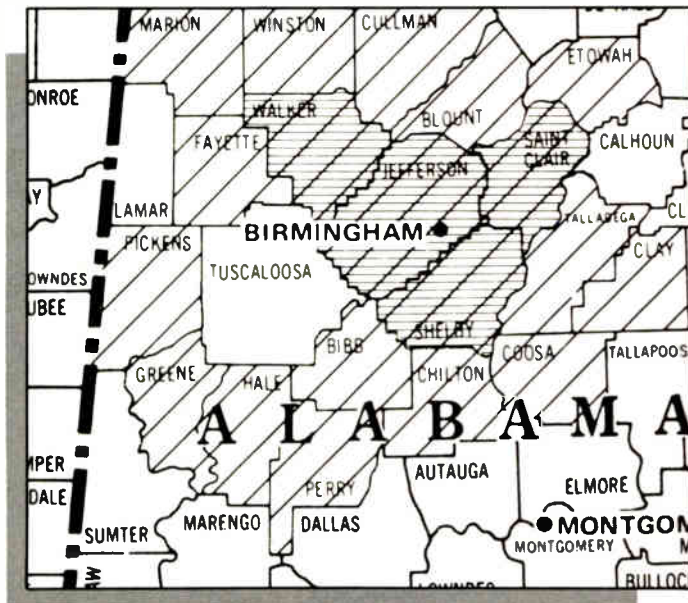
In teens, that's where. CBS's KKHR took the top teen title and may be maturing as a notable CHR factor to be reckoned with. (Don't fret for KIIS, however — it was second with teens.)

Additional stations worthy of special mention would include KABC and KMPC (helped by Dodgers and Angels respectively); KLOS, which grabbed the AOR crown and posted consistently good demo showings; and KBIG, which far outdistanced KJOI in the key demos.

MARKET OVERVIEWS

#48/BIRMINGHAM COMPLETE RATINGS DATA PG. 75

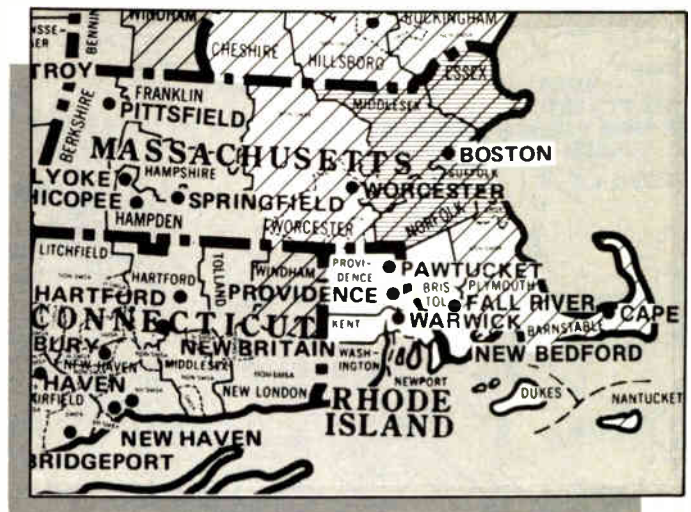
#7/BOSTON COMPLETE RATINGS DATA PG. 76



The top three stations in this market remained WKXX, WENN-FM, and WZZK, but there was a new order of things effective this survey. WZZK, which had been number one for the last several surveys, lost enough Country strength to slip to third, albeit still number one among 25-54 adults. Meanwhile, WKXX has been on the rise over the last year, and added two more share points this sweep to take the overall lead.

The WKXX story was not limited to just a 12+ victory, however. The CHR powerhouse also grabbed honors among the following categories: total cume, teens, and adults 18-34 and 18-49. WENN-FM, the leading Black-oriented station, also jumped two shares this book, good enough for second overall and second or third in all of our key demos — a most impressive array of demo appeal.

Others with increases worthy of mention included WMJJ, which rebounded from a soft fall report card to land third in the 25-54 race, and religious station WAGG, which rode some extraordinary listening spans to fifth in the overall market.



Another up book for WBCN, strong but contrasting performances by WXKS-FM and WHTT, and surges by WHDH and WVBF highlighted the spring results in Beantown. The quality of the survey sample was excellent, thus allowing broadcasters and advertisers alike the luxury of confidence in these estimates.

From pacesetter landmark progressive AOR to a power with adults in the key demos — that's the transition WBCN (and its audience) has made. On a steady rise for the last several books, WBCN has now managed to cop the top spot in the three vital sales demos — adults 18-34, 18-49, and 25-54. The station's average Time Spent Listening was the highest of any of the top 12 stations, a clue to its great numbers.

On the CHR front, WXKS-FM posted a strong showing, number two overall and second with teens and adults 18-34 and 18-49. WHTT, meanwhile, notched the largest cume in the metro and also took home the laurels among teens.

The Adult/Contemporary battle zone got more intense as WHDH rebounded into a close contest with WBZ. On the FM side, WVBF came on strong, garnering the runner-up slot among 25-54s and doing very well among the other key adult cells, too.

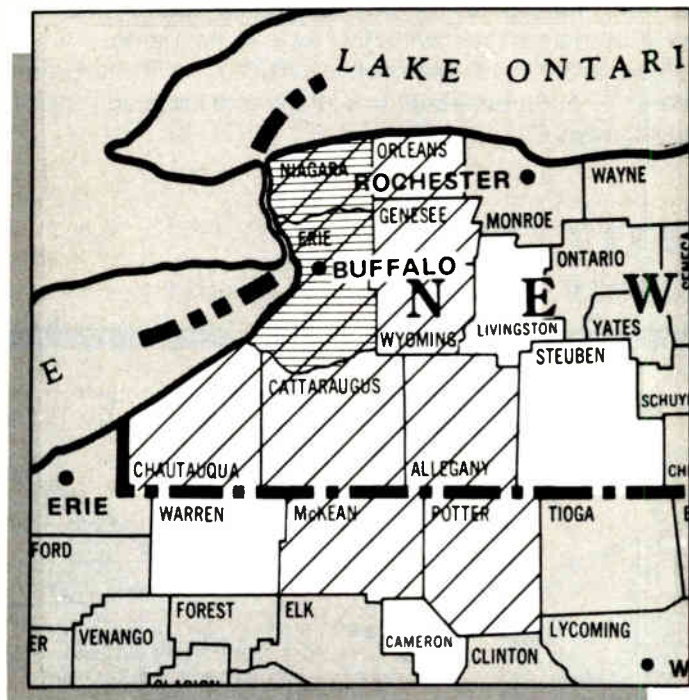
104 FM WBCN : #1 Rock 'n' Roll Connection!

BOSTON'S MOST IMPORTANT RADIO STATION!

MARKET OVERVIEWS

#32/BUFFALO

COMPLETE RATINGS DATA PG. 79



A variety of stations scored wins in the most recent Buffalo Arbitron sweep. Although it slipped to perhaps its softest 12+ share in years, **WJYE** remained atop the market. Others posting first-place finishes in our analyses were **WBEN**, **WBUF**, **WNYS-FM**, and **WGRQ**.

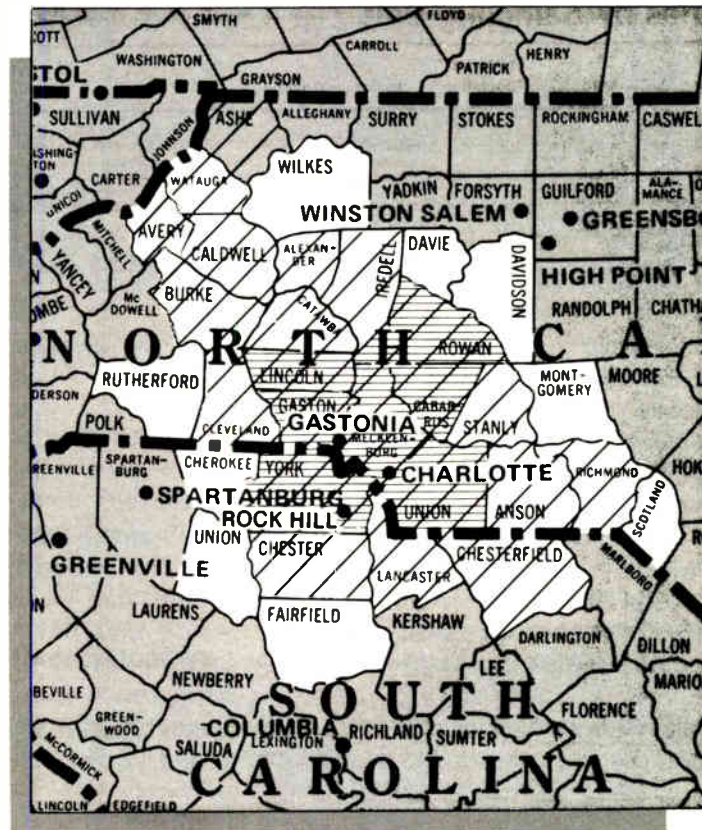
WJYE's Beautiful Music sound not only gave the station the 12+ victory but also put it in first among 25-54 adults and second with 18-49s. Meanwhile, the top choice of 18-49 year-olds was **WBUF**, an A/C that was runner-up in the 18-34 and 25-54 demos.

Like **WJYE**, **WBEN** saw its 12+ share slip, but the A/C outlet was most listened to, at least in cume. **WBEN** scored third in adults 25-54 for its best finish in our key demos. At the younger end of the spectrum, however, the CHR format of **WNYS-FM** grabbed the title among teens, while **WGRQ**'s AOR programming gave it the title among adults 18-34. **WGRQ** had an excellent book, with its teens increasing as the former **WZIR** segued to an adult AOR sound from its previously more youthful approach (**WZIR** is now **WRXT**).

Overall sample return in the metro was up almost 20% vs. a year ago, but return from blacks was down more than 20%. Thus, more reliable numbers for stations appealing to non-ethnics, and more wobble for those stations with appeal to blacks.

#39/CHARLOTTE-GASTONIA

COMPLETE RATINGS DATA PG. 80



We welcome Charlotte to the ranks of the top 50 markets this sweep, thanks to the enlarged metro definition that resulted from 1980 Census data. Also enlarged this survey was the 12+ share for **WSOC-FM**, the Country station that has dominated the Charlotte standings for several surveys.

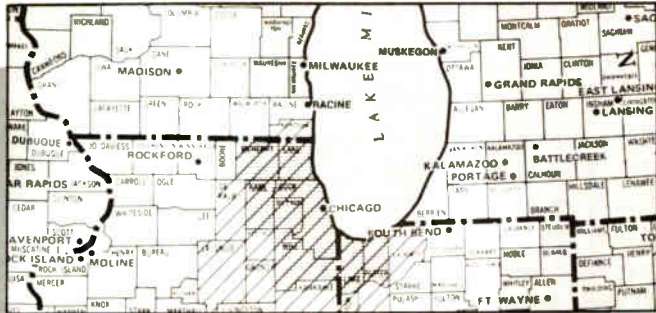
WSOC-FM was tops not only in the overall standings but also in total cume, adults 18-49, and adults 25-54. Excellent audience loyalty in Time Spent Listening, married to the large cume, did the job. Right on the heels of **WSOC-FM**, however, was Urban Contemporary **WPEG**, which held its double-digit 12+ share. The station won among 18-34 year-olds and was second in the other two key adult demos. Indeed, **WPEG** was also runner-up with teens. The top teen choice was a new CHR choice that gained nicely this survey, **WJZR**.

With the increase in metro population, Arbitron increased its sampling of the area. This spring 43% more usable diaries came back than in the spring '83 effort, maintaining a good level of reliability.

MARKET OVERVIEWS

#3/CHICAGO

COMPLETE RATINGS DATA PG. 81

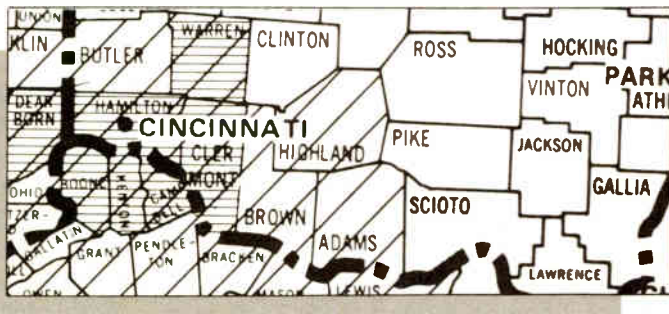


While the red-hot Cubs helped WGN stay atop its perennial perch as number one in the Windy City, it was really WGCI-FM that posted the healthiest numbers this time. While WGN was second with adults 25-54, WGCI-FM's Urban Contemporary sound attracted the top numbers among adults 18-34, 18-49, and 25-54.

Others that garnered notable books included NBC's WKQX and Bonneville's WCLR. WKQX scored its best overall share ever, while WCLR tied a previous high. WKQX was super-strong among 18-34s and 18-49 adults; WCLR did extremely well among 25-54s, third behind WGCI-FM and WGN. Also, WLUP, in a repositioning shift aiming for more adult audience, apparently made some progress in that direction, and in the process became the top AOR in the metro.

#28/CINCINNATI

COMPLETE RATINGS DATA PG. 82



Four stations topped the charts in the latest Cincinnati polls, with WKRQ, WLW, WEBN, and WRRM able to boast about being number one in a key category.

WKRQ again topped the 12+ rankings, this sweep jumping to double digits and achieving the perfect 10.

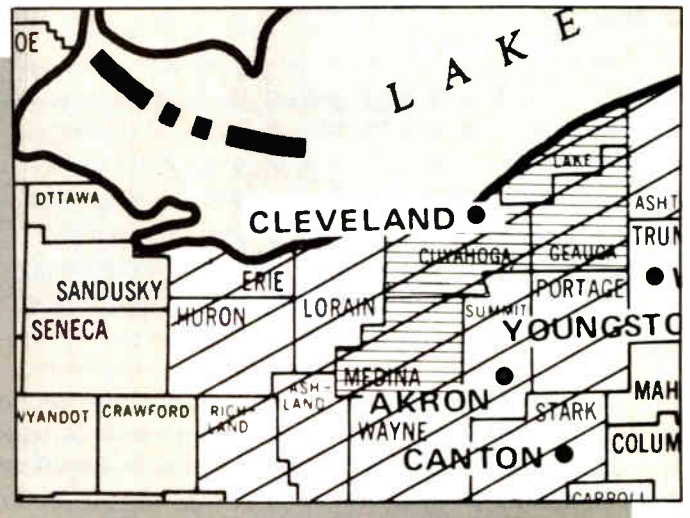
48/1984 R&R RATINGS REPORT VOL. 2

The CHR entity was tops among teens and scored second in total cume, adults 18-34, and adults 18-49. Also doing well among young adults was WEBN, the AOR leader, which rebounded 12+ and was the most preferred station among 18-34 adults.

WRRM widened its lead among the FM A/C stations and in so doing scored some notable wins. There will be a warm feeling for the station's sales staff as they sell WRRM being tops with the key sales demos, adults 25-54 and 18-49. Meanwhile, WLW — with its broadcasts of Reds baseball — was the most cumed outlet in the Queen City.

#21/CLEVELAND

COMPLETE RATINGS DATA PG. 83



The Buzzard is soaring in Cleveland! Translated, that means WMMS (and its famous Buzzard mascot) are dominant again in the latest Arbitron. Meanwhile, the A/C battle couldn't be closer, WDOK passed WQAL in their eternal Easy Listening competition, and WZAK and WGCL had something to shout about.

WMMS's AOR sound blasted the station to another double-digit 12+ share and firsts in the following categories: total cume and adults 18-34, 18-49, and 25-54. Very impressive! The only major cell we break out not won by WMMS was teens, which WGCL managed to take.

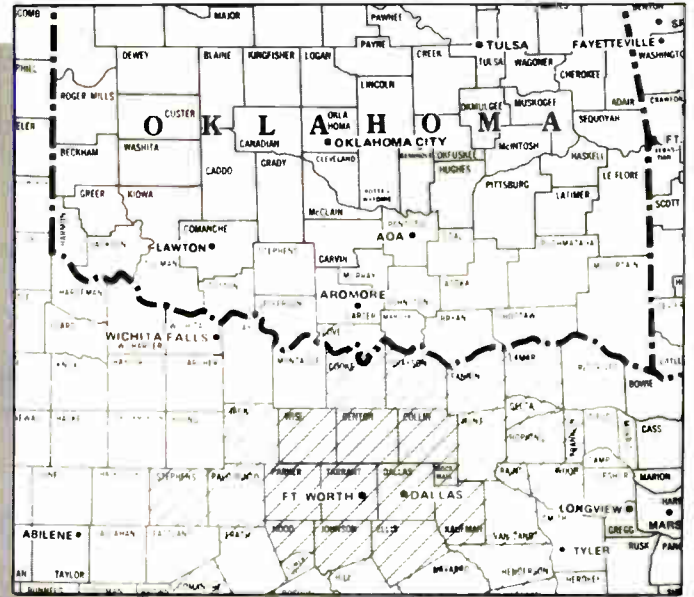
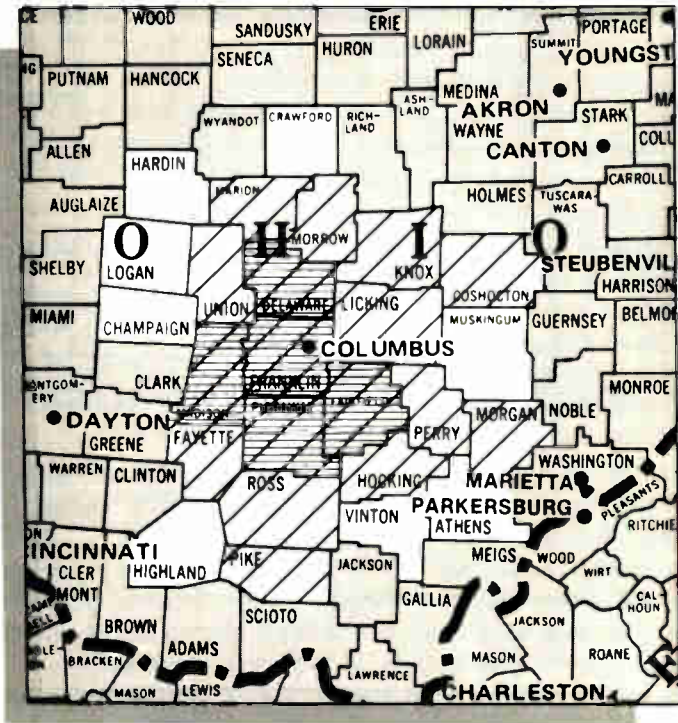
The FM A/C race tightened further. In its second book WLTF rose to tie WMJI 12+, while the two are neck-and-neck in the key demos. WLTF edged WMJI in adults 18-34 and 18-49, while WMJI was a notch higher in the 25-54s. It should be fascinating watching this one.

WZAK posted its best 12+ ever and in the process scored no lower than fourth in any of our key rankings.

MARKET OVERVIEWS

#37/COLUMBUS, OH COMPLETE RATINGS DATA PG. 84

#9/DALLAS-FT. WORTH COMPLETE RATINGS DATA PG. 85



A largely stable set of returns from Columbus this survey featured a recurrent share for WLVQ, double digits on the part of WXGT, and a tighter A/C contest.

WLVQ garnered a 12.6 overall share for the third straight report card, good enough to lead the market again. In addition, the AOR giant was second in cume and with teens, and first among adults 18-34 and 18-49. Best among the teens, and with the largest cume in the market, was CHR outlet WXGT, which crossed the double-digit 12+ threshold this book.

The A/C duel tightened this sweep, as WTVN slipped without Buckeyes football, while WSNY had a stable 12+ stance. In the key demos, however, WSNY was the winner — a first in the crucial 25-54 demo, and no lower than third in our other key breakouts. WTVN was second 25-54 and trailed "Sunny" in the 18-34 and 18-49 contests, too.

A virtual clean sweep for KVIL-FM, a very healthy showing by KKDA-FM, and another rise in the fortunes of KAFM were the lead stories in the Metroplex this survey. Also worth noting is that the survey sample this go-round wasn't as good as for the spring '83 effort, with ethnics and men 18-24 notably underrepresented.

Broadcasters from around the nation troop in to monitor KVIL-FM and figure out its secret of success. Whatever it is, it propelled the station to not only the top average and cume numbers 12+ but a clean sweep in the three key adult demo targets — 18-34, 18-49 and 25-54.

KKDA-FM rose to number two this book on the heels of the second longest average Time Spent Listening in the metro. The Urban standby was second in teens and adults 18-34 and 18-49.

Tops among teens was Bonneville's CHR KAFM, which moved even higher. Having no direct format competitor has helped KAFM to prosper not only among teens but credibly in young adult demos too.

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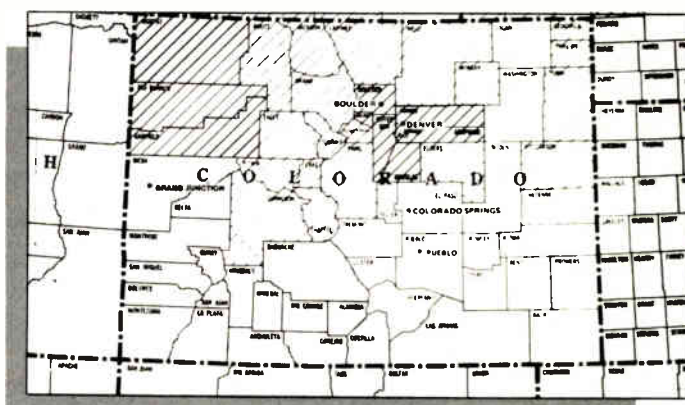
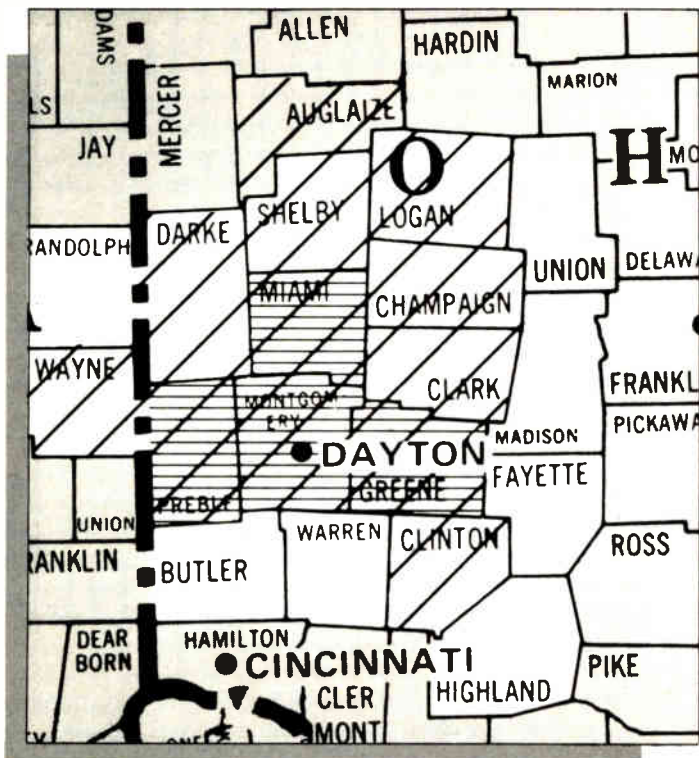
MARKET OVERVIEWS

#49/DAYTON

COMPLETE RATINGS DATA PG. 86

#23/DENVER-BOULDER

COMPLETE RATINGS DATA PG. 87



Perennially strong WHIO-FM won the Dayton ratings race again, WTUE grew and scored some impressive wins, and new CHR entry WGTZ (formerly WJAI) came on with a bang to round out the highlights of the spring results here.

Beautiful Music WHIO-FM's share rose to more than 14% of the market, enough to achieve the largest cume and top 25-54 audiences in the metro. Right behind, however, was WTUE, an AOR with amazing demo diversity. WTUE was second in teens and 25-54s, while at the same time securing wins in the 18-34 and 18-49 cells.

The new kid on the block was WGTZ, which shifted calls as noted above and format from Big Band to CHR (perhaps helping WHIO-FM). In its first sweep WGTZ came in sixth overall, thanks largely to partisanship from teens, among whom the station came in first this book.

KOSI approached double digits, KPKE rose again, KLIR successfully segued to KMJI, KOAQ notched a win, and the AOR race tightened incredibly — those were the highlights of the spring Arbitron scorecard. KOSI posted a 9.9 and won the 12+ contest. More important, the station also was tops among adults 18-49 and 25-54 in the metro — a most profitable stance.

Amid the younger demos, KPKE and KOAQ were voted the preferred choices. Since KPKE switched to CHR, the station has been formidably strong, and it achieved a clear number two in the market. In addition, KPKE attracted the largest cume and was the favorite teen station in the area. KOAQ, meanwhile, was the number one choice of 18-34 adults in the Mile High City.

KMJI made an auspicious debut, with its new version of A/C scoring second in the 18-49 and 25-54 standings. Overall the station came in fifth 12+, an excellent beginning. And it's beginning to look as though the area's AOR entities are destined to cluster, with less than half a share difference between them 12+. Among teens KBPI was the strongest AOR, while among 18-34s KBCO was preferred, and KAZY posted a 12+ rise.

One note regarding KHOW. The station was cited by competitors and penalized by Arbitron for "survey activity." Details are spelled out in your Denver book, but the station was listed separate from other Denver stations as a result.

	#1 KAZY	Avg. Pers.	Avg. Rtg.	Metro Survey Area
	#1 KAZY	8,400	2.7	Men 18-34, M-F 6A-7P
	#2 KAZY	10,300	2.2	Men 18-49, M-F 10A-3P
	#3 KAZY	12,200	2.0	Adults 18-34, M-F 6A-7P
		3,100	1.6	Men 25-34, M-F 6A-7P
ADULT ROCK with MORE VARIETY & LESS REPETITION SPR. 84 ARB, Denver				

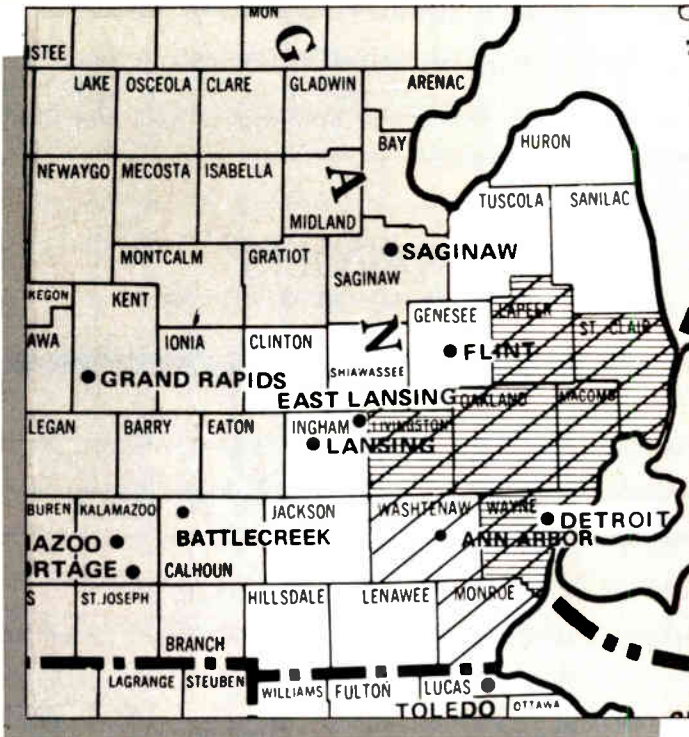
MARKET OVERVIEWS

#6/DETROIT

COMPLETE RATINGS DATA PG. 88

#47/GREENSBORO-WINSTON SALEM-HIGH POINT

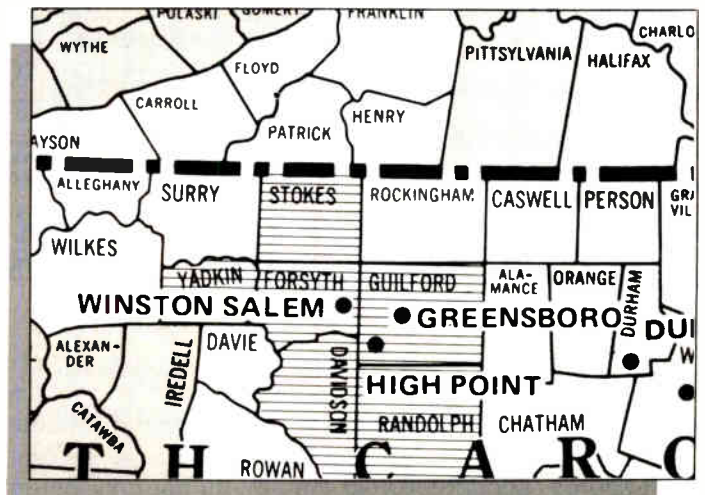
COMPLETE RATINGS DATA PG. 92



The Tigers were hot during the spring sweep, and so was WJR. The eclectically-formatted station recaptured first place in the Motor City ratings race, winning the pennant with the help of the baseball broadcasts. Not only was WJR tops overall and in total cume, but the Cap Cities station also took the honors in the crucial 25-54 adults demo.

At the younger end of the demographic spectrum, the AORs, WRIF and WLLZ, took home some ribbons. WRIF grabbed first place among adults 18-34 and 18-49, while WLLZ was the preferred teen choice.

In the super-competitive Adult Contemporary battle, WNIC-FM, which simulcasts drivetimes with its sister AM, edged out WOMC 12+. However, WOMC managed to emerge victorious over the other A/C entities in the 25-54 rankings.



Four stations really cleaned up in the spring results in the Piedmont area. Consistently dominant WTQR rose again and its Country sound was popular in the key demos. A/C WMAG continued to climb into prominence, coming in second overall and posting good demo standings too. WQMG garnered consistently good demo rankings with its Urban Contemporary sound, while WKZL won the teen battle.

Looking at adult sales targets, WTQR had the most to be proud of. The Country station was first with both adults 25-54 and 18-49, and at the same time was the most cumed outlet in the metro. WMAG took the crown among 18-34 year-olds, while settling for runner-up to WTQR in the 18-49 and 25-54 cells. WQMG didn't manage a first in any of the broad key analyses we examined, but did come in either second or third in the three key adult demos noted above.

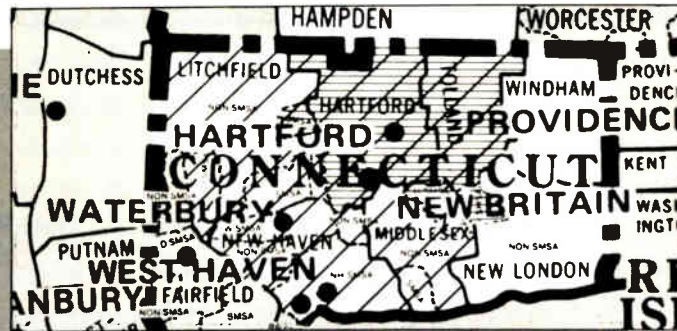
Two other stations achieved shares that probably made their bottom lines happy. WGLD's Beautiful Music appeal improved this sweep as the station came in third overall, and WSEZ's CHR programming rebounded into a tie for fifth in the 12+ standings.

DR. DEMENTO

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MARKET OVERVIEWS

#40/HARTFORD-NEW BRITIAN COMPLETE RATINGS DATA PG. 93



In Hartford one can write about the leading stations and leave the word processor set on automatic — just keep spitting out WTIC, either the AM or the FM. The full-service AM continues to draw shares that look like football scores, enough so that the station not only perennially leads the metro in total persons, average and cume, but also takes the honors among adults 25-54.

What demos the AM didn't win this sweep, the CHR FM did. WTIC-FM took first among teens, adults 18-34, and adults 18-49, and was second to the AM in 25-54s.

Back in the real world there was a contest going on among FM A/C stations that bears watching. WIOF put on quite a surge this survey, edging WDRC-FM on a 12+ basis and causing quite a close matchup between the two in the key adult demos.

#8/HOUSTON-GALVESTON COMPLETE RATINGS DATA PG. 94



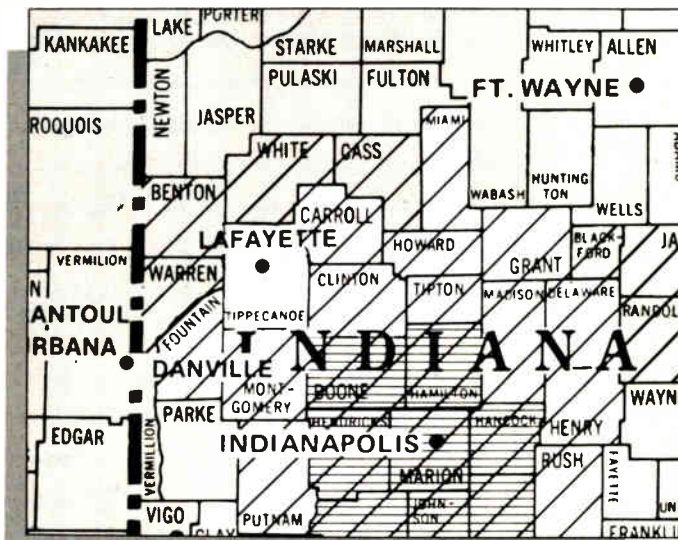
You could almost set your word processor on repeat when referring to the top station in the market and the key demos. KKBQ-FM was not only up again but also topped double digits 12+. In so doing, the CHR behemoth was number one in terms of cume as well, and led the market in teens, adults 18-34, and adults 18-49.

52/1984 R&R RATINGS REPORT VOL. 2

There was some solace for KODA, as the Beautiful Music entity took first in the sought-after 25-54 demo, just ahead of KIKK-FM. Third among the 25-54s, and consistently strong across demos from teens up, was KMJQ. The Urban Contemporary fixture profited from the format switch of former competitor KRLY to KLTR, an A/C outlet.

On the AOR front, KSRR extended its lead over KLOL. While KLOL did better with 25-54s, KSRR took honors in the cume, teens, and adults 18-34 and 18-49 categories.

#36/INDIANAPOLIS COMPLETE RATINGS DATA PG. 96



Increasing strength exhibited by consistent market leaders WIBC and WZPL was the lead story for this latest survey in the Speedway City. Indeed, between the two, almost one-third of radio listening at any time was captured.

WIBC remained the top station, attracting the largest share among local 25-54 adults. WIBC garnered the second largest cume and also rated number two among 18-49 listeners. Number one in several categories was WZPL, the dominant CHR. Its wins included total cume, teens, and adults 18-34 and 18-49. WZPL was runner-up in the 25-54 race. Indeed, unless someone pulls out the caution flag, these two stations may lap the field one of these days.

There are other fine stations in Indianapolis, of course. Most notable of these were WFBQ, which had a most healthy AOR book, and A/C WENS, which finished in third or fourth place in the key adult demos.

MARKET OVERVIEWS

#29/KANSAS CITY

COMPLETE RATINGS DATA PG. 97



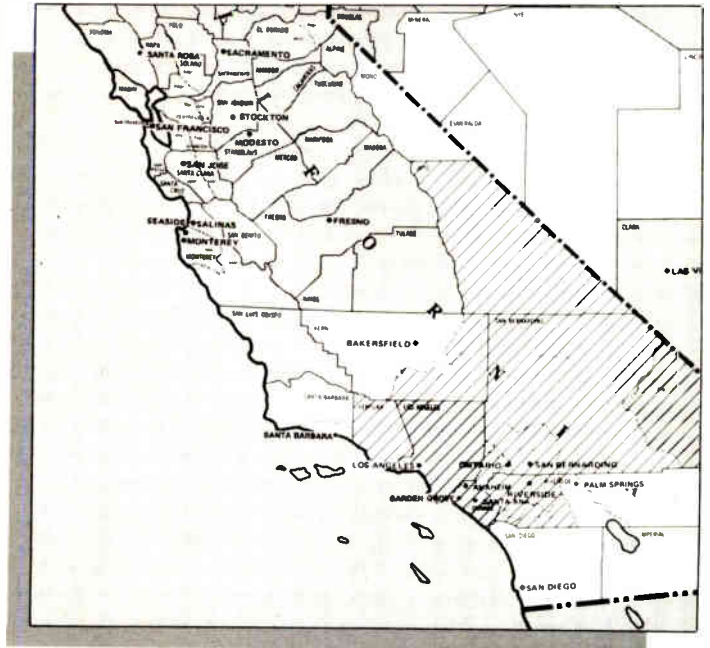
A three-share drop on the part of perennial power WDAF helped lead to the crowning of a new number one station, KMBR. The Beautiful Music fixture had a stable book while Country WDAF fell to fourth overall. In the 25-54 demos KMBR was number two, just ahead of WDAF.

The winner among the 25-54s, and 18-49s for that matter, was A/C KLSI. Fifth overall 12+, KLSI not only scored wins in the two most crucial sales demos but was also runner-up in the 18-34 adult cell.

The younger end of the demographic spectrum was taken with KBEQ this sweep. The CHR entity pulled the market's largest cume, and was the standard-bearer among teens and 18-34s. Worthy of note too was the performance of KUDL this book. The station prospered under new PD Dene Hallam, and scored consistently well in the key demos. The battle between KLSI and KUDL should be an interesting one to watch in future surveys.

#2/LOS ANGELES

COMPLETE RATINGS DATA PG. 98



Number one in the Southland for the fourth straight book is CHR killer KIIS. With a 12+ share of 9.7 the station is approaching a record — the highest overall share ever in L.A. (a 10.5 notched by KHJ during its mid-'60s glory days). KIIS could well hit or surpass that number in the summer L.A. survey.

As for its performance this sweep, all KIIS did was rank first in each of our key demos. That means teens and adults 18-34, 18-49 and 25-54. Not too shabby!

Among more mortal stations, KABC's estimates were boosted by the Dodgers (the station ranked #2 among adults 25-54 as a result), KLOS recaptured the AOR title, and KKHR continued to grow (thanks to a large teen following).

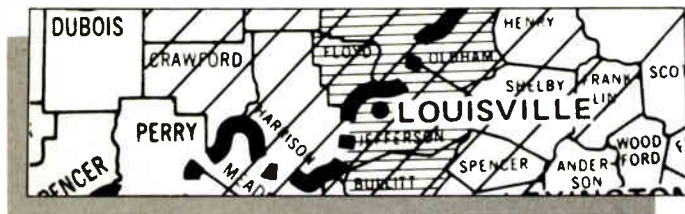
From an Arbitron perspective there were some sampling details that may have affected the results. Overall diary return was down 200 compared to the spring '83 sweep, and ethnic diary return was up. As a result fewer diaries were left to project the estimates for non-ethnics in the L.A. basin.



SOUTHERN CALIFORNIA'S ROCK 'N' ROLL LEADER

MARKET OVERVIEWS

#45/LOUISVILLE COMPLETE RATINGS DATA PG. 100



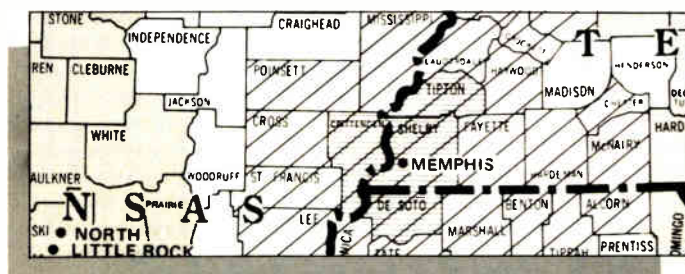
A number one station that is consistently number two, a number two station that is consistently number one, and the four leading stations crammed within a half share of each other were the highlights of the latest Louisville standings from Arbitron.

Black-oriented WLOU emerged as the number one station 12+, edging out WQMF, WAMZ, and WHAS in a super-tight race. The key to WLOU's success? Devotion on the part of its relatively small cume (11th in the market), who average more than two and a half hours daily with the station, a huge amount. As a result, WLOU came in second in each of the three adult cells — 18-34, 18-49, and 25-54.

Overall runner-up WQMF had the second largest cume and was number two with teens, but copped some important firsts. The AOR outlet nabbed the titles among 18-34s and 18-49 adults. Meanwhile, the Country sound of WAMZ gave that station the blue ribbon with adults 25-54.

Other situations worthy of mention included the format shift of WLRS, which segued successfully to CHR from AOR, and the win in the teens category posted by another CHR, WJYL.

#43/MEMPHIS COMPLETE RATINGS DATA PG. 102



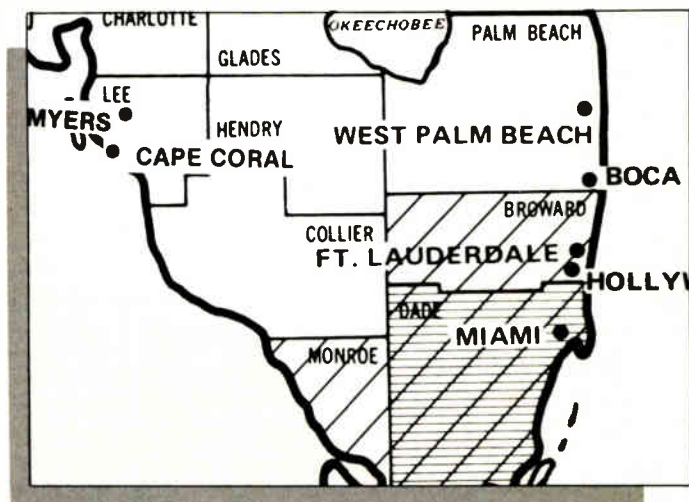
WMC-FM returned to double digits, and between that station and its double-digit companion WZXR, the number one slots were filled this spring. Other notable stories included the rebound of WMC in the Country bat-54/1984 R&R RATINGS REPORT VOL. 2

tle and the close contest between WDIA and WHRK.

WMC-FM achieved the largest cume in the metro with its CHR format. Additionally, the station was the leading choice of adults 18-49 and 25-54, and runner-up with 18-34s. Tops among the 18-34s, and in teens, was the AOR fixture, WZXR.

The Country war between WMC and FM challenger WGKX was won by WMC this sweep. The AM legend took third in the 12+ standings and second in 25-54; WGKX was eighth overall and fifth in the key demo. As for the Black/Urban universe, WDIA was a notch above WHRK 12+ but WHRK consistently scored better in the key demos we analyzed.

#11/MIAMI-FT. LAUDERDALE COMPLETE RATINGS DATA PG. 103



In the South Florida market CHR should have a different meaning than its normal format designation. Given the results of the latest Arbitron survey, CHR there could be "Considerably Huge Ratings." That's because across all the key breakouts we analyze, CHR entity WHYI was number one, with fervent competitor WINZ-FM right behind at number two. The only exception was in the 12+ standings, where WLYF was sandwiched in between the leading WHYI and third-place WINZ-FM.

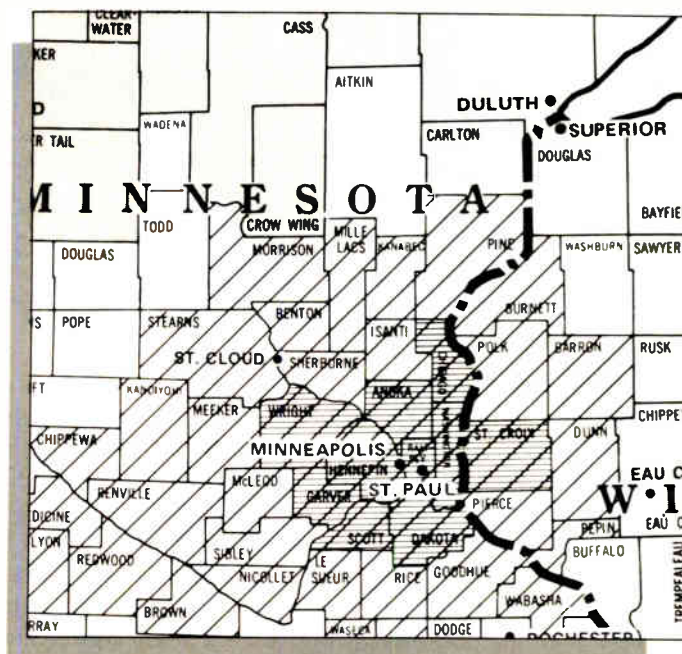
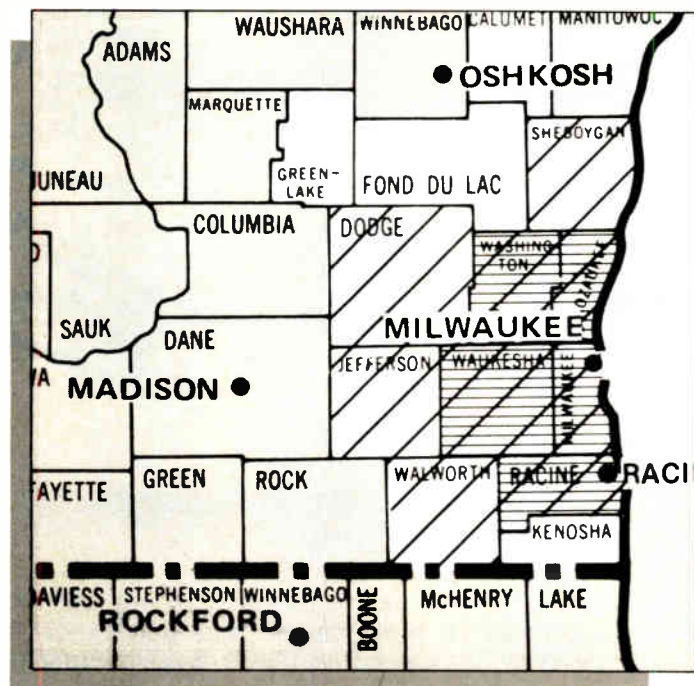
It's amazing to see two CHR stations so dominant, in every broad category from teens to adults 25-54. Quite an outstanding testimony to the strength of CHR in South Florida.

Among the rest of the stations, WQBA, the perennial favorite among Hispanic-oriented stations, had the most salable numbers. WQBA was third in 25-54 adults behind the CHR contenders. WAIA and WAXY posted healthy A/C books to land some very profitable estimates as well.

MARKET OVERVIEWS

#25/MILWAUKEE-RACINE COMPLETE RATINGS DATA PG. 105

#17/MINNEAPOLIS-ST. PAUL COMPLETE RATINGS DATA PG. 106



WTMJ continued to dominate Milwaukee (with help from the Brewers), WTKI fended off the initial thrust of several CHR competitors, and WMYX and WISN rebounded. Such were highlights of the latest listener verdicts from Milwaukee.

WTMJ remained on top in style by adding two shares to its already strong position. The station took home the largest cume and topped the 25-54 cell, while coming in second with 18-49 adults. First in that demo, and with 18-34 listeners, was CHR power WTKI. The station withstood the challenges of several competitors and grabbed the second-largest cume in the metro.

WQFM, the AOR outlet, grabbed the title among teens, and its 18-24 numbers enabled it to do well with 18-34 and 18-49 breakouts. At the same time, A/C stations WMYX and WISN posted healthy rebounds — WMYX moving into contention in each of the three key adult demos we examine, and WISN accumulating the third largest cume in the market.

In basketball a "Triple Double" is a pretty amazing accomplishment, and it still is when it happens in the radio world. The most recent Twin Cities results included that rare feat, however, when WCCO, KSTP-FM, and WLOL all garnered double-digit 12+ shares.

WCCO continued to lead the pack overall but for the first time in recent memory slipped below the magic 20-share level. While remaining the most cumed station in the market, WCCO did not win in any of the key adult demos we broke out — its best showing was second among 25-54s.

KSTP-FM and WLOL both scored an 11.3 overall share, but in different ways. KSTP-FM's A/C approach claimed the laurels among adults 18-49 and 25-54. At the same time the CHR sounds of WLOL gave it firsts in teens and adults 18-34.

There was some slippage in Arbitron's overall sample return, compared to the spring '83 tallies, but the drop was less than 10% and thus shouldn't have affected the reliability of the estimates to a great degree.

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MARKET OVERVIEWS

#44/NASHVILLE-DAVIDSON COMPLETE RATINGS DATA PG. 107

#12/NASSAU-SUFFOLK COMPLETE RATINGS DATA PG. 108

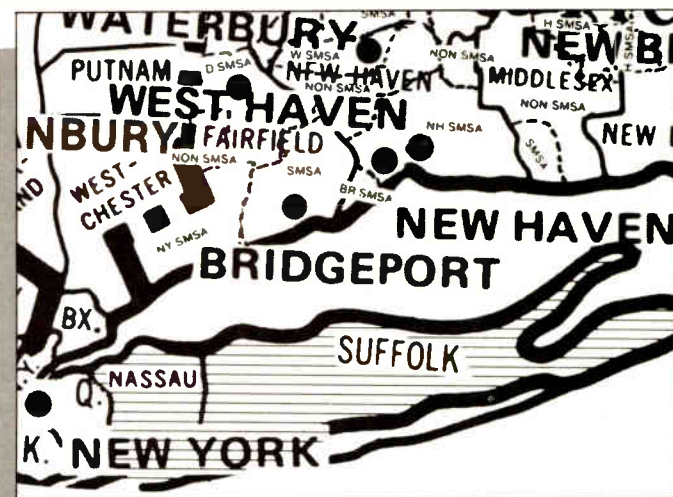


The strong showings of WKDF, WSM-FM, and WLAC-FM; the identity switch of Urban Contemporary WMAK to WQQK; and the penalizing of WWKX as the CHR war heated up with a new entrant, WZKS, highlighted the results this spring.

WKDF slipped from double digits, as did WSM-FM and WZEX, but its AOR sound nevertheless propelled it to an excellent showing. The AOR voice was the most cumed station, and was preferred most by teens and local adults 18-34, while coming in second with 18-49s.

WSM-FM, while slipping overall owing to the flux in the market with the new station debuts, managed to win the coveted title among adults 25-54 and show better adult strength than its Country competitor, WSIX-FM. It's clear, however, that these two will be battling for quite a while. In the second most sought-after demo, adults 18-49, WLAC-FM grabbed the honors, while doing well too in 18-34 and 25-54. The new WQQK brand name for the Urban outlet is off to a good start, with strong performances from teens through 25-54s.

The CHR arena saw a new contestant enter, WZKS, which managed a second among local teens in its first effort. CHR incumbent WWKX ran TV spots prior to the start of the sweep, warning fans of the coming of a new competitor — and as a result was cited by other stations and penalized by Arbitron for this "survey activity." As a result the station's estimates are printed separately on data pages in the book and on printout sheets. It will be interesting to see what the next chapter in this CHR contest brings.



WHTZ and WBLI have managed to pretty well lock up the trophies for radio performance this sweep on Long Island. Z100 emerged as the top overall station for the second consecutive Nassau-Suffolk book, and also garnered the top cumed and teen numbers in the metro. Among adults 18-34, 18-49, and 25-54 the Zoo was number two.

Completing a CHR sweep at the top of the Arbitron charts was WBLI, which achieved its best 12+ share ever in the recent survey. In the three key adult demos cited above, WBLI was number one, quite an accomplishment.

Among local stations, WALK-AM & FM and WBAB deserve credit for their showings. WALK-AM & FM made the best Adult Contemporary performance, coming in third with adults 25-54. Meanwhile, on the AOR front, WBAB passed WAPP for the first time and did well in the young adult demos. The real star on the AOR scene in the Long Island area, however, was WNEW-FM, which showed the best growth this book.

Jay Mitchell Consults The Station That Just Made New York Radio History.

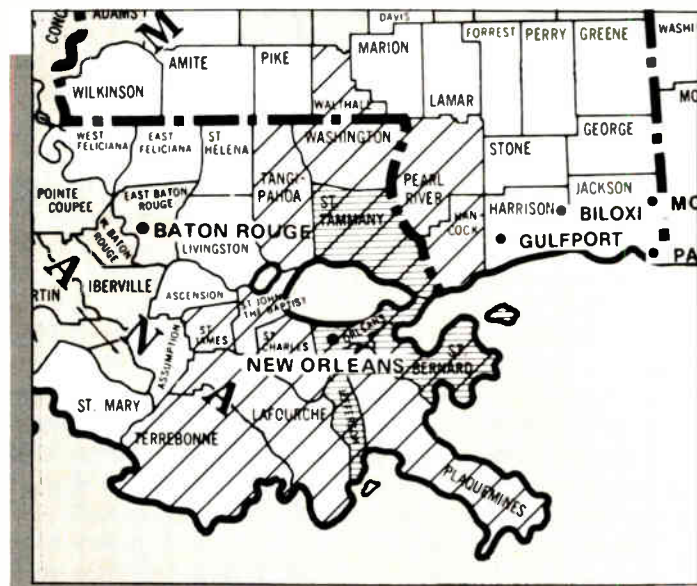
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MARKET OVERVIEWS

#34/NEW ORLEANS

COMPLETE RATINGS DATA PG. 109



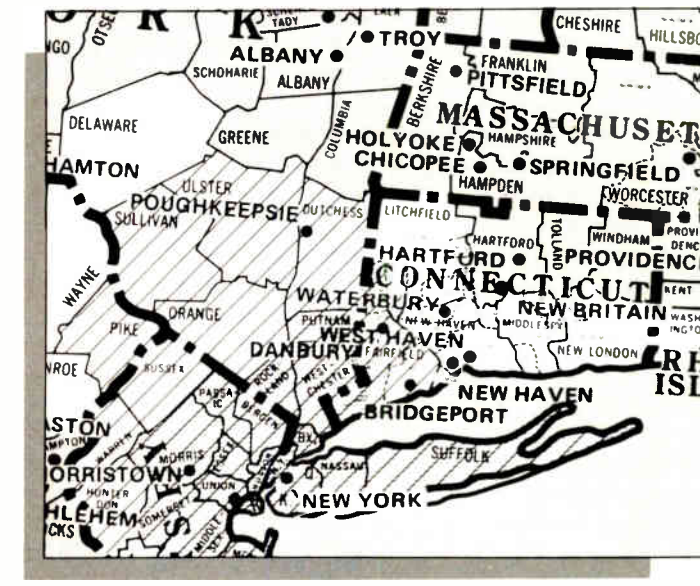
You might say many Crescent City radio listeners had a "WYLD-FM" time this spring, helping to push the station to the top of the 12+ standings again. Garnering the longest average daily listening spans in the market helped this Urban Contemporary take firsts not only 12+ but also in the three key adult cells — 18-34, 18-49 and 25-54. WYLD-FM was second in total cume and teens, too. With PD Brute Bailey bound for Houston it will be interesting to see if the station can continue to achieve such heights.

WEZB had a symbiotic relationship with WYLD-FM this past sweep. Namely, wherever the Urban was number one in our key analyses, the CHR sound of WEZB was number two. Likewise, WEZB had the largest cume and biggest average teen audience, just ahead of WYLD-FM.

Two other notes for your information. First, kudos to WQUE-FM for a consistently strong performance across the key demos, attracted by its A/C sounds. Also, be aware that the former WAIL has become WLTS, continuing to feature an Urban Contemporary approach this book before going A/C.

#1/NEW YORK

COMPLETE RATINGS DATA PG. 112



What a difference a year makes! In the spring '83 results the overall leaders were WOR and the three Urban Contemporary stations, with WYNY holding a clear lead in the Adult Contemporary race. Now the overall winner is WHTZ (Z100), a CHR powerhouse that has caught the imagination — and the diaries — of the Big Apple. Meanwhile, although WRKS has done an excellent job of maintaining its appeal, the other Urbans have fallen on relatively hard times. And the A/C battle? Well, it's now a three-way contest (WKHK having become WLTW), with WPIX showing the best overall profile.

Just how strong was the WHTZ performance this sweep? Suffice it to say the station not only was tops among total persons and teens but also was king of the three major adult demos we examine. Z100 has been approaching a 10 share 12+ in the Birch estimates, and it would not be out of the question for the station to score a 10 in the summer Arbitron sweep.

While the overall metro sample return was better this sweep than in the spring '83 effort, there are still problems. Black return, specifically returns from the New York urban areas, was down notably — perhaps hurting the Urban Contemporary cause.

OFF THE RECORD

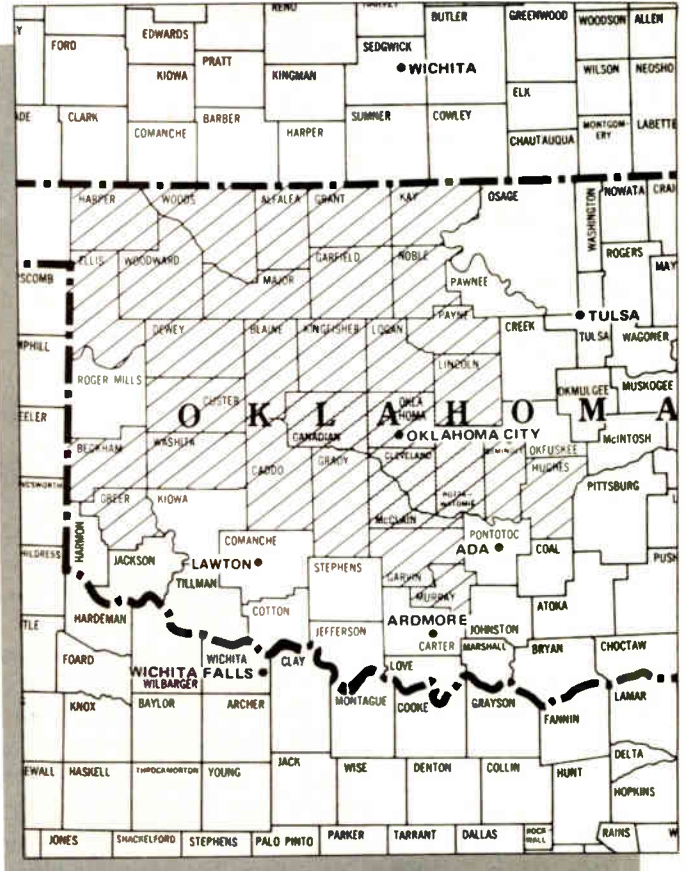
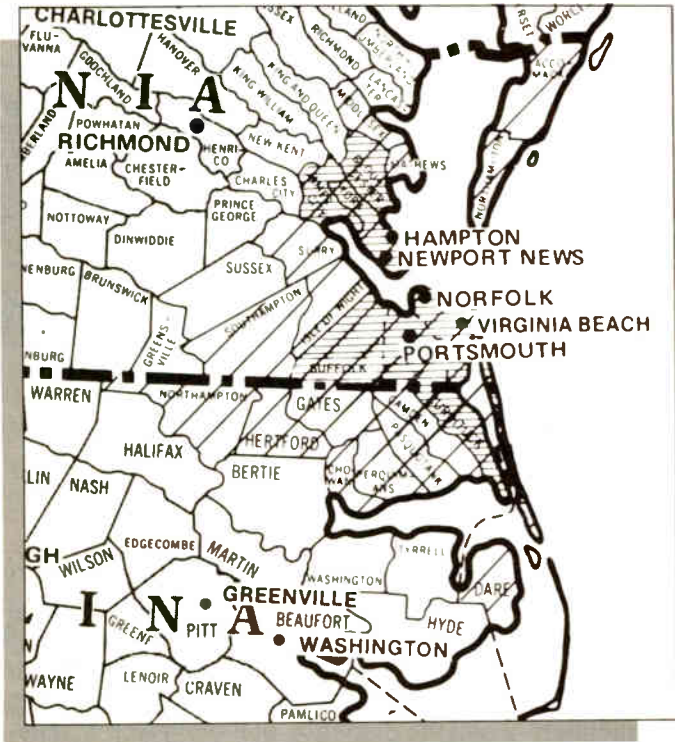
with Mary Turner

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MARKET OVERVIEWS

#35/NORFOLK-PORTSMOUTH NEWPORT NEWS-HAMPTON COMPLETE RATINGS DATA PG. 115

#46/OKLAHOMA CITY COMPLETE RATINGS DATA PG. 116



WFOG reclaimed the top 12+ spot in the Norfolk metro, as its Beautiful Music sound was music to the ears of many. However, the station did not claim first in any of the key adult demos we analyzed.

Tops among the 25-54s was WCMS-FM, which lost two shares 12+ but still managed a key demo victory. In the 18-34 and 18-49 categories, however, AOR WNOR-FM took the laurels. The station rose to double digits in the 12+ derby this sweep and that progress helped assure its wins in two of the key demos.

One of the biggest stories in Norfolk this book was the surge of CHR WNVZ. This newcomer attracted the largest cume in the metro and also managed to take home the crown among teens. WNVZ approached double digits this sweep and it will be interesting to see what future surveys bring.

There's a new number one station in Oklahoma City as the perennial leader, AOR KATT-FM, slipped several shares this survey. As a result, KTOK emerged as the winner this sweep. However, KTOK did not manage a win in any of the key demos we analyzed.

KATT-FM, which still held onto a double-digit 12+ share, was the preferred choice of the area's 18-34 adults, and was second among teens and 18-49s. Other key adult demo wins were posted by KZBS in the 18-49 category and KEBC in the 25-54 adults cell.

While KZBS and KEBC each made notable advances, so did KXXY, which rose to third overall and scored well in the three profitable adult sales targets.

ROCK ALBUM COUNTDOWN

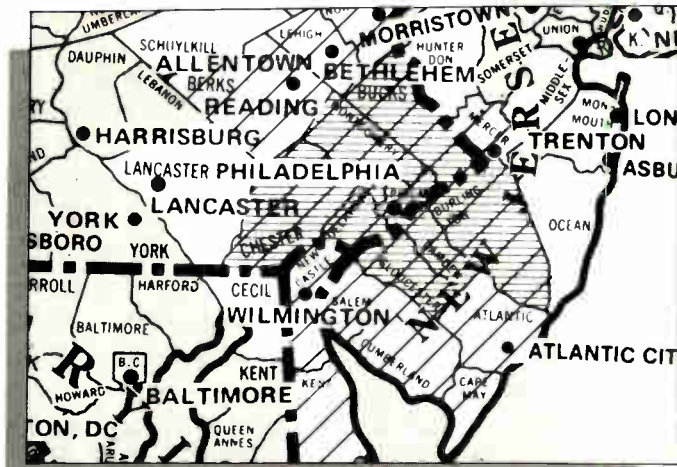
with
Mike Harrison

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MARKET OVERVIEWS

#5/PHILADELPHIA

COMPLETE RATINGS DATA PG. 117



#24/PHOENIX

COMPLETE RATINGS DATA PG. 118



From our appearances-are-deceiving department, this book has its real nature hidden beneath the veneer of the 12+ figures. For example, the first station is number two, the eighth station is number one, and the ethnic leader is not as clear-cut as the overall standings would seem to indicate. Let's explore.

The new number one station overall was **KYW**, whose News format also grabbed the market's largest cume. However, **KYW** came in second in the preferred sales target, adults 25-54.

The leader among adults 25-54 remained **WMGK**, which at first glance had a down book. However, it also topped the 18-49 adults cell to give it a strong sales punch. In the younger demos, **WCAU-FM** captured the trophy among teens, while **WMMR** rebounded nicely and snatched the honors among 18-34 adults.

The battle between **WUSL** and **WDAS-FM** for supremacy in the Black/Urban Contemporary arena saw **WUSL** win the 12+ derby and do better among teens and 18-34s. Meanwhile, **WDAS-FM** was third in the metro among adults 18-49 and 25-54, scoring well with a more adult profile.

Arbitron's sample return this sweep was higher than in the spring '83 results, making for more reliable data. Even return among blacks was up this book.

KTAR, **KDKB**, **KNIX-FM**, and **KZZP-FM** were the top winners in the latest survey in the Valley of the Sun, with the new entry of **KLZI** a factor too. **KTAR** was stable 12+, good enough for first again and based largely on the biggest cume in the market. However, tops again among 25-54 adults was the Country pacesetter, **KNIX-FM**.

KDKB managed a most respectable book, with the second largest cume and wins in both the 18-34 and 18-49 adult demos. Meanwhile, **KZZP-FM** took the title among teens even though the station's 12+ share slipped.

A number of stations saw share slippage, owing in part to the debut of **KLZI**, a new A/C entity. Targetting **KKLT** as its competition, **KLZI** earned a respectable share in its initial survey, while **KKLT** dropped several shares. There was some good news for **KKLT**, however — the station was number two or three in each of the key adult sales targets we broke out. It will be interesting to see how this A/C battle fares in upcoming surveys.

ROCK ALBUM COUNTDOWN

with
Mike Harrison

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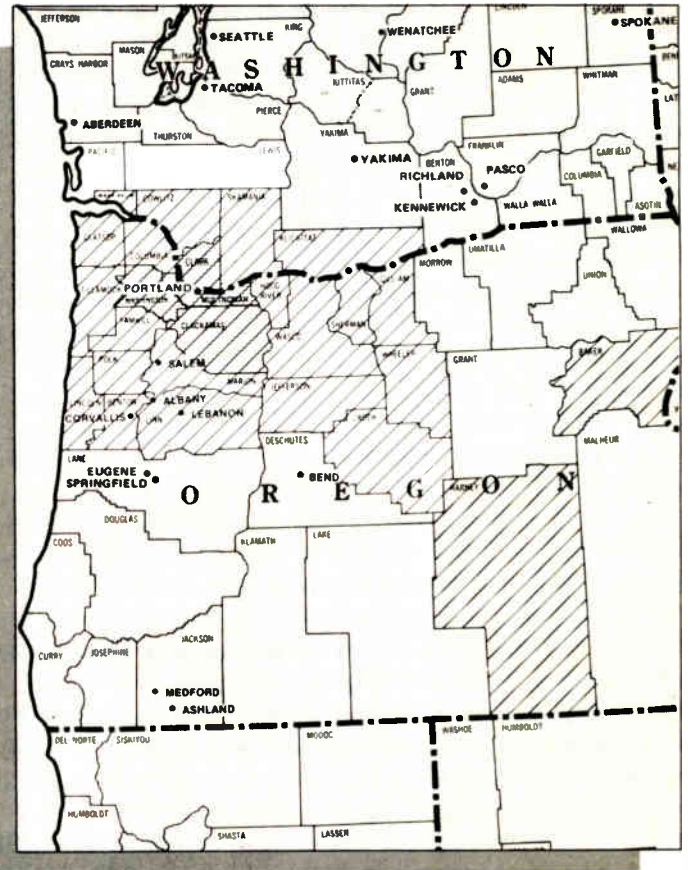
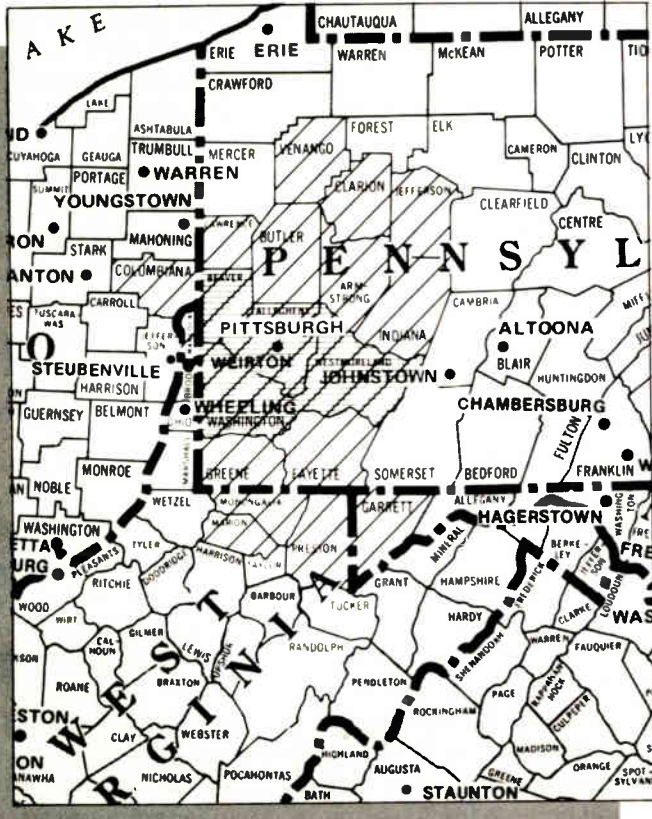
MARKET OVERVIEWS

#14/PITTSBURGH

COMPLETE RATINGS DATA PG. 120

#31/PORTLAND, OR

COMPLETE RATINGS DATA PG. 121



KDKA's softest 12+ share ever (although still a number others would lust after), rebounds by **WDVE** and **WWSW**, and stronger numbers for the CHR stations were the lead stories in Steel City. In addition, the sample for this sweep was improved over that from the spring '83 estimates; thus advertisers and broadcasters can have confidence in these numbers.

Group **W**'s pioneering **KDKA** slipped to its lowest overall share ever, even with baseball broadcasts. However, don't order the black crepe yet, as the station was the leader in the key sales demo, adults 25-54.

WDVE and **WWSW** notched healthy gains for rebounds. The AOR sound of **WDVE** propelled the station to first among teens, adults 18-34, and 18-49. A/C **WWSW**, although down 12+ from a year ago, still scored a most welcome second in the 25-54 category.

The CHR battle in Pittsburgh is fascinating, as both **WBZZ** and **WHTX** continued to add to their shares. **WBZZ** garnered exactly the same 12+ share as a year ago and was second in total cume, teens, and the 18-34 and 18-49 adults cells. **WHTX**, on the other hand, was up nicely from a year ago and managed a nifty third among the 25-54s.

60/1984 R&R RATINGS REPORT VOL. 2

KMJK rocketed into first, **KXL-FM** benefitted from the switch by **KUPL-FM** from Beautiful Music to Country, **KGW** rebounded nicely, and **KINK** stayed atop the AOR battle while notching some excellent adult numbers. Those were the highlights of the Arbitron results this past spring in Portland.

KMJK jumped across the double-digit threshold to lead the market 12+. The CHR fixture was tops with teens, second in total cume, and third in 18-34 and 18-49 adults. **KXL-FM**, now without a direct competitor, rose more than three shares to land in second 12+ — with a share almost identical to that received by **KUPL-FM** before it decided to go Country earlier this year.

KGW had a book sales managers usually only dream about. The A/C power was the most cumed station in the metro and at the same time was most preferred by the money demos — 18-49 and 25-54 adults. Meanwhile, in the AOR wars, **KINK** took the trophy by winning the adults 18-34 demo and coming in second among 18-49 and 25-54 year-olds. Very impressive for an AOR.

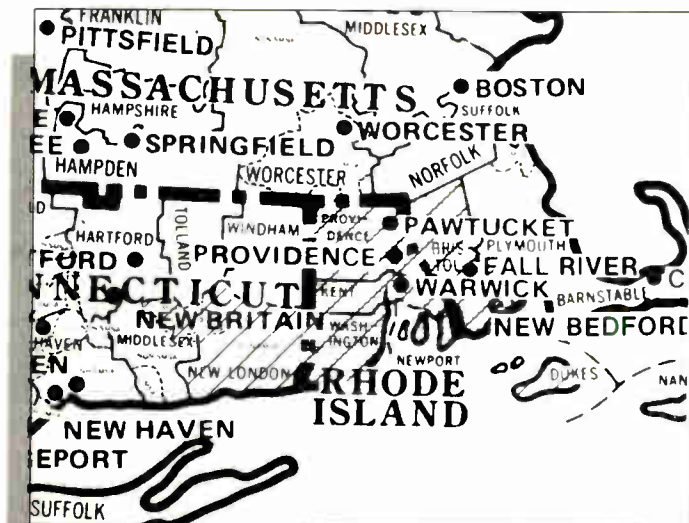
MARKET OVERVIEWS

#26/PROVIDENCE-WARWICK-PAWTUCKET

COMPLETE RATINGS DATA PG. 123

#30/RIVERSIDE-SAN BERNARDINO-ONTARIO

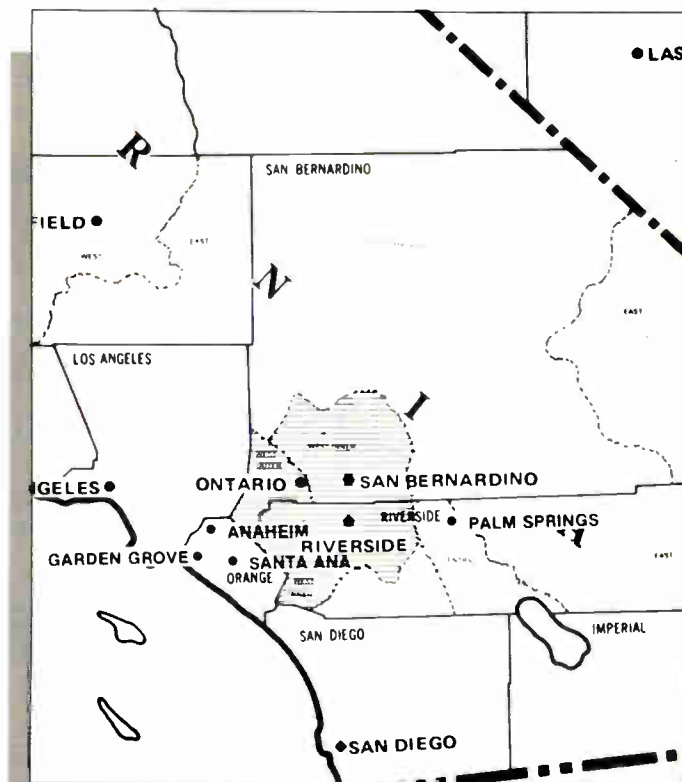
COMPLETE RATINGS DATA PG. 124



Three stations copped number one titles in our broad-stroke analyses: WLKW-FM, WPRO-FM, and WHJY. The Beautiful Music, CHR, and AOR sounds, respectively, of these properties took home the lion's share of the honors in the spring book.

As is usually the case, WLKW-FM came out on top in the 12+ contest and could brag about the second largest cume in the metro. However, the best the station could do in our key adult demos was third among 25-54s. Winning the 25-54 laurels, and the 18-49 prize too, was WPRO-FM. In addition to those strong showings, the station came in second with 18-34s and teens, making it tough to buy around.

The younger demos were won by WHJY, which came out number one in teens and 18-34s, while getting a second in 18-49 adults. Speaking of teens, new CHR entry WERI came in third in that category, perhaps a precursor of bigger things to come. Also making the market stand up and take notice this sweep was WSNE, whose 12+ numbers almost doubled; it also garnered seconds or thirds in the key adults sales targets.



The lead item in the Riverside area story is KIIS — virtually everywhere you look the CHR giant is number one. Not only did KIIS have almost a three-share lead over its nearest 12+ competitor, but the station was also tops in the following categories: total cume, teens, and adults 18-34, 18-49, and 25-54. The only question is what will KIIS do for an encore?

Among the rest of the pack, the best-looking sets of numbers seem to be possessed by KFI and KGGI, two A/C outlets. Both stations garnered large cumes, and took turns being second or third in the three key adult cells.

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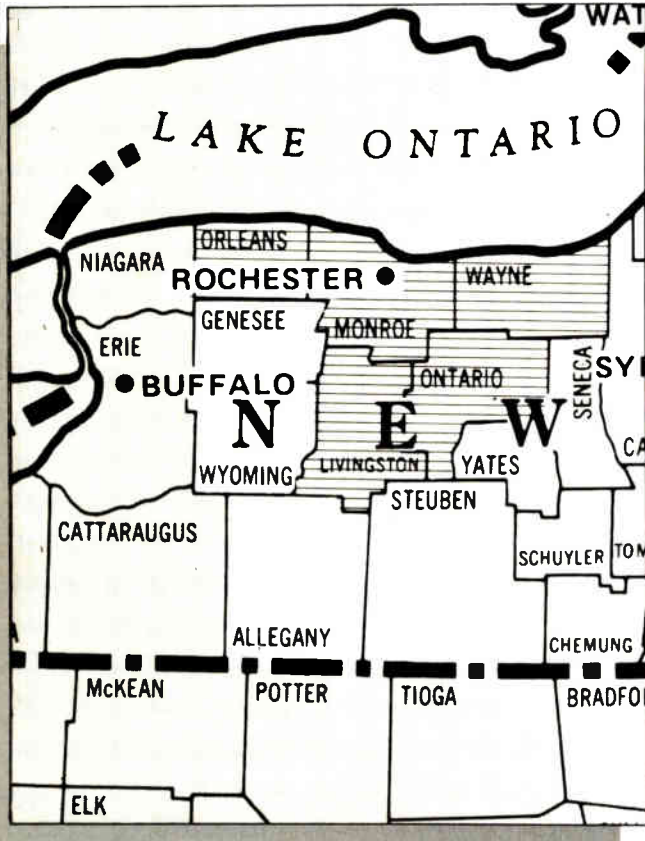
MARKET OVERVIEWS

#41/ROCHESTER

COMPLETE RATINGS DATA PG. 125

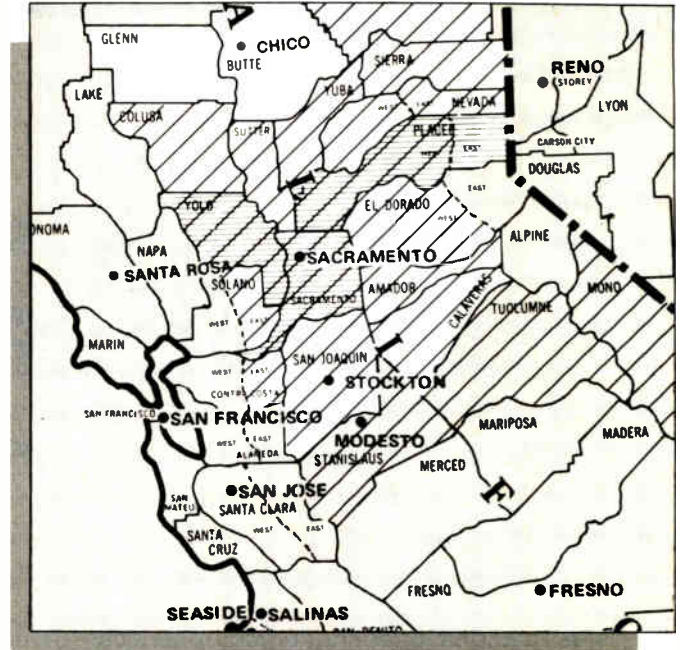
#33/SACRAMENTO

COMPLETE RATINGS DATA PG. 126



The big story in Rochester this survey was that WEZO, which had been number one seemingly since the dawn of time, was dethroned by WVOR. WEZO still maintained double-digit 12+ shares, and was second 25-54, however.

WVOR's A/C sound enabled the station to cop wins in both the 18-49 and 25-54 adult demos, while at the same time grabbing the largest cume in the market. Among the younger populace, WCMF scored heavily — winning in both the teen and adults 18-34 categories. Another station with a most healthy profile this book was WMJQ, a CHR outlet that posted consistently good numbers across a broad demo spectrum.



KCTC benefitted from losing a Beautiful Music competitor, KZAP and KSFM controlled the younger demos, and KAER and KXOA-FM had strong and congruent numbers in the key sales targets. Those were the highlights of the recent Sacramento results.

KCTC added two shares to its 12+ total and emerged as the market pacesetter, perhaps due to KEWT's segue to Country KSKK. In the key adult demos, however, KAER and KXOA-FM tied for the lead among 18-49s and 25-54s (they also tied for third among 18-34s).

KZAP, the standout AOR, rose to number two overall in the 12+ market but, more important, won the 18-34 adults race. The teen demo and the total cume honors went to CHR power KSFM.

Other noteworthy aspects of the latest Sacramento book included KFBK more than doubling its 12+ numbers, and the worthwhile debut, in Country clothing, of KSKK.

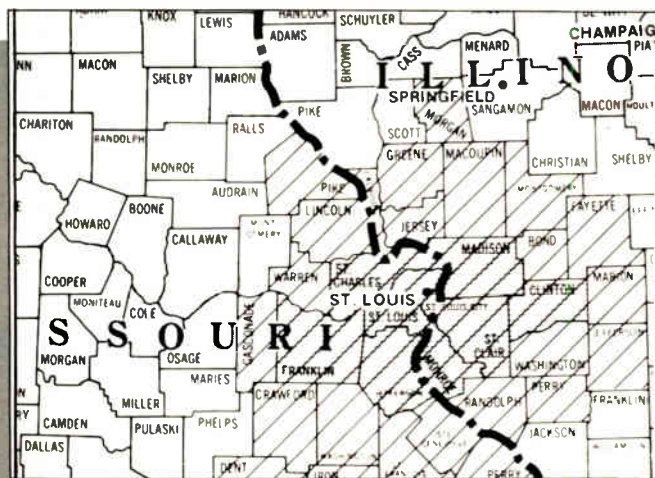
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MARKET OVERVIEWS

#13/ST. LOUIS

COMPLETE RATINGS DATA PG. 127



The continued leadership of KMOX, a strong demographic profile posted by KHTR, the prospering of KSHE as KWK made a successful segue from AOR to CHR, and a better sample of the black populace were the highlights of the latest sweep in the Gateway City.

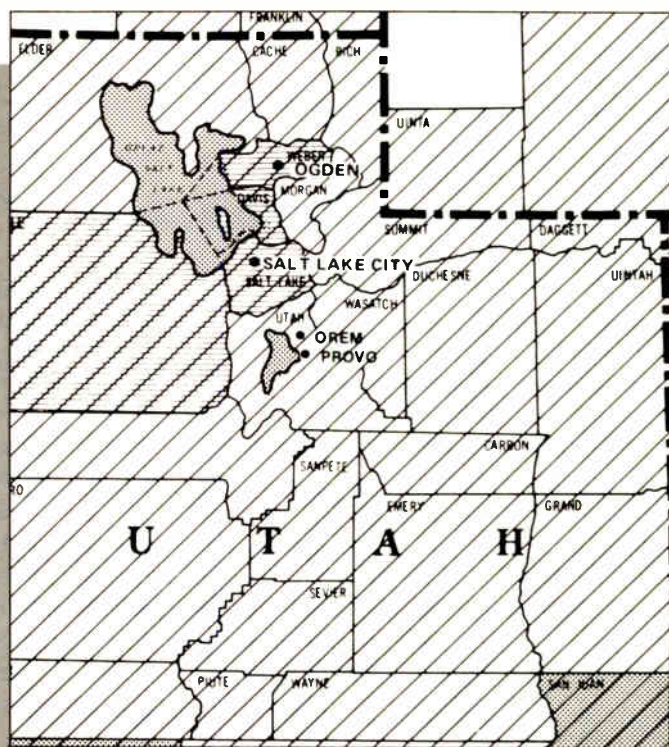
CBS again paced the market with a 1-2 finish in the 12+ derby, as legendary KMOX was tops in total average and cume persons, and among adults 18-49 and 25-54. KHTR was second to its AM sister in total persons average and cume, and also emerged as the favorite of the area's teens. In addition, KHTR was no lower than fourth in any of the key adult demos you'll see ranked on the data page for this market.

KSHE's new stance as the lone AOR won it the adults 18-34 race and gave it second place in the 18-49 cell. Meanwhile KWK (the FM, as KWK (AM) has become KGLD) started out its CHR career well, second in teens and third among adults 18-34.

The overall sample return for St. Louis this spring was virtually identical with that from the spring '83 effort. However, return among blacks rose dramatically, up 52%. As a result, estimates for stations appealing especially to black listeners would be more reliable this sweep than in the previous spring book.

#42/SALT LAKE CITY-OGDEN

COMPLETE RATINGS DATA PG. 128



There was all sorts of flux inherent in the Wasatch Front numbers this book, as the leaders all slipped, newcomers came on like gangbusters, and the leading CHR almost doubled its 12+ share.

KSFI, KRSP-FM, and KSL remained the top three stations 12+, even though each slipped. KSFI and KSL ranked 1-2 among the 25-54s, while KSL continued to attract the metro's largest cume. KRSP-FM, meanwhile, took honors with adults 18-34 and 18-49, came in second among teens, and ranked just behind KSL in total cume. The teen titleist this book was KCPX, which rebounded strongly this sweep.

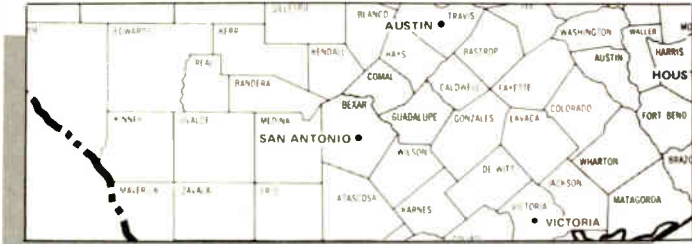
A notable debut was made this survey by Country entry KKAT, which came in eighth overall. Former Country kingpin KSOP-FM was tied by KKAT, and this contest will be a fascinating one to watch.

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MARKET OVERVIEWS

#38/SAN ANTONIO COMPLETE RATINGS DATA PG. 130



KTFM's CHR format, with its broad appeal, remained the top story again in San Antonio this past sweep. Not only was the station the leader in both 12+ average and cume persons, but it also was first in each of the three key adult demos — 18-34, 18-49 and 25-54.

Among the rest of the pack, KQXT recouped and landed in second place overall and among 25-54s; KXZL's AOR sound propelled it into the top spot with teens; and the Country arena became crowded at the top as KKYX jumped into a 12+ tie with KAJA. However, KAJA had excellent appeal across the adult demos, finishing no worse than fourth in the three key cells we examined — and way ahead of KKYX in those rankings. Future surveys will tell how this competitive Country duel will come out.

#20/SAN DIEGO COMPLETE RATINGS DATA PG. 131



The impact of Padres baseball, the upsurge of a new A/C contender, and continued strength on the part of KJQY, KGB, and KSDO-FM were the highlights of the spring scorecard in San Diego. KJQY's Beautiful Music sound again put it on top in 12+, and gave it the number two ranking among 25-54 year-olds. However, number two overall — and first in the 25-54 group — was KFMB, a consistently popular station which was undoubtedly boosted even higher by the impact of the strong Padres showing.

KGB, the market's legendary AOR, hung in at third place overall, but scored important wins among adults 18-34 and 18-49. KSDO-FM notched a substantial rise

64/1984 R&R RATINGS REPORT VOL. 2

this book and saw its CHR appeal lift the station into first among teens, and second (to KFMB) in total cume. KSDO-FM also was runnerup to KGB in the 18-34 and 18-49 cells.

Definitely a new considerable factor in the metro was KLZZ, in its first full book under a new version of A/C. Rising from nowhere to 11th overall, KLZZ came in fourth among 18-34s and may do even better as additional surveys track its progress. How the other FM A/C stations cope with the advent of KLZZ will be an interesting story.

#4/SAN FRANCISCO COMPLETE RATINGS DATA PG. 132



As usual, KGO led the way in the City by the Bay, but KSOL and KYUU also posted impressive numbers this sweep. KGO almost duplicated its spring '83 12+ share, and was tops in total cume and average adults 25-54 as well.

KSOL can boast of a great book that featured a surge to number two overall, and the runner-up spot among teens. More important, the station's Urban Contemporary sound garnered it the top position in two key sales demos — adults 18-34 and 18-49.

While it might appear at first glance that KYUU had a flat book, the station scored some impressive audience levels. NBC's FM had a broad appeal that won it a strong number two niche in the three key cells — adults 18-34, 18-49, and 25-54. Tough to buy around a station with that kind of appeal.

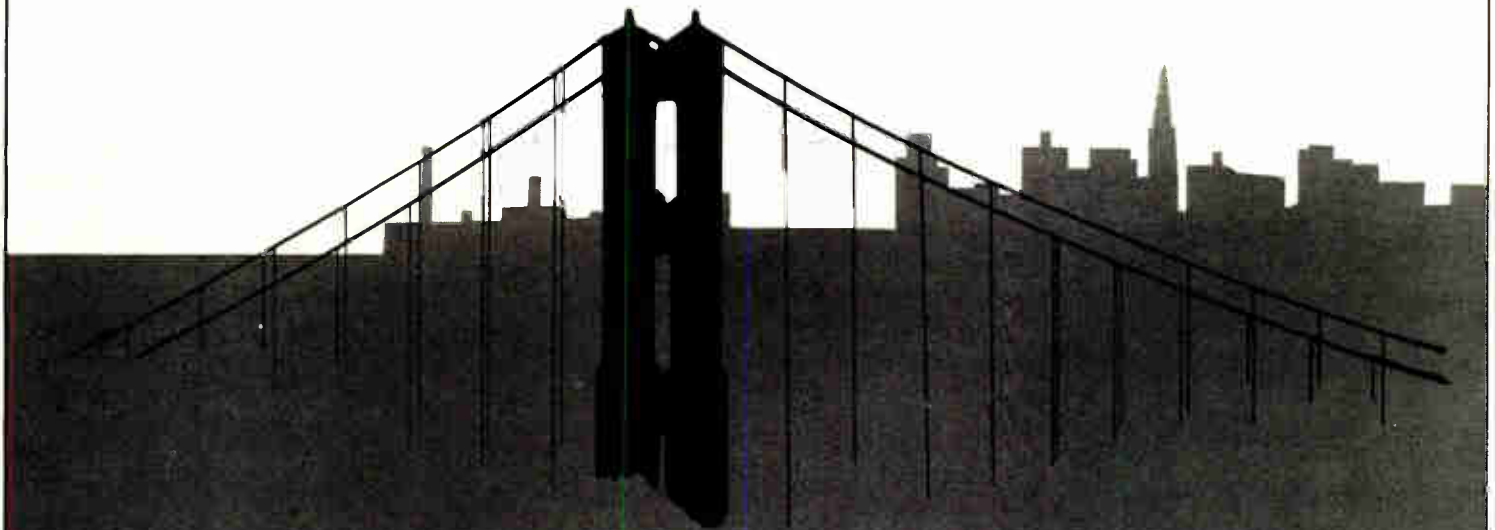
From an Arbitron perspective, this sweep had a much higher sample return than the spring '83 survey, with more reliable estimates for listening by non-ethnics. That's because Arbitron is still encountering notable shortfalls in returns by both black and Hispanic diarykeepers.

On another Arbitron note, you'll find that KQAK was slapped by the ratings firm again for a repeat of on-air discussions of the ratings system. Apparently the same offender, the station's morning man, again voiced his unhappiness with the Arbitron approach, thus leading to the station being separated from its competitors in the ratings books pages and in computer runs.

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MARKET OVERVIEWS

#27/SAN JOSE

COMPLETE RATINGS DATA PG. 135



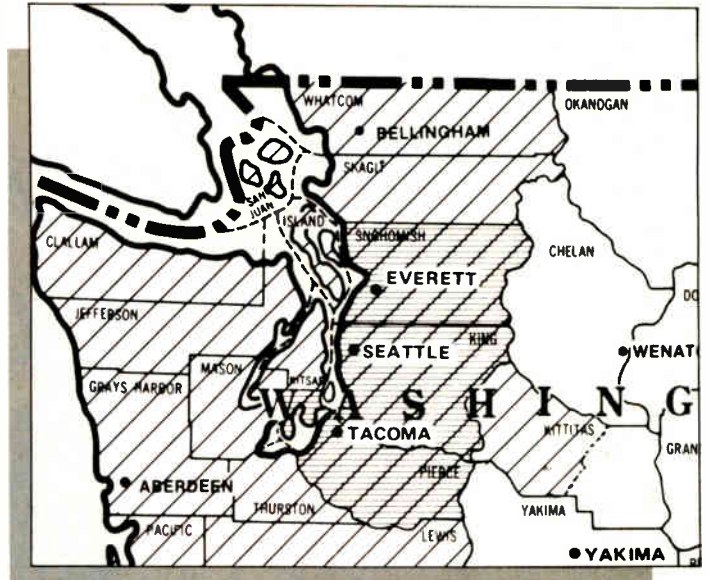
KGO posted its strongest San Jose book in quite a while, KBAY rebounded with a vengeance, and KWSS and KOME had good books by scoring well among the younger demos. These were the lead items that stood out in the latest San Jose survey results.

With the overlap of San Jose and San Francisco, it is not unusual for San Francisco stations to score well in the adjacent metro, and this book was no exception. KGO, which has been dethroned in San Jose only once in recent years, added more than two shares to its overall total and posted wins in terms of total cume, adults 18-49, and 25-54. KBAY, the Beautiful Music leader and the only station to beat KGO in 12+, recently jumped three shares into second and took home runner-up honors among the 25-54s, too.

In the world of the younger listeners, KWSS continues to see its CHR appeal grow. The station had a 12+ increase again, was second in total cume, tops in teens, and second with adults 18-34 and 18-49. On the AOR front, meanwhile, KOME retook the title and emerged as the favorite with local adults 18-34. Other good spring books worthy of mention were achieved by KLIV's Big Band format; KLOK, which did well among 25-54s; and KEEN, which rebounded from a soft winter report card.

#15/SEATTLE-EVERETT-TACOMA

COMPLETE RATINGS DATA PG. 136



KIRO and KOMO have been two of the more competitive stations in the Puget Sound area over the years, and the latest results showed their intense rivalry heating up. KIRO has perennially been the top radio outlet on a 12+ basis, and remained so. However, the station slipped over the last year and lost its lead in the 25-54 demo (still coming in a respectable third there). KOMO, meanwhile, has been on a steady 12+ rise over the last year, and took the honors among 25-54s this sweep while at the same time scoring well among 18-49 adults.

After the top two stations in the metro, the other big news is the healthy state of CHR. Leading the pack was KUBE, which surged to its best overall share ever, good enough to lead among 18-34 and 18-49 adults and come in second 25-54. KPLZ was up notably as well, and became the top choice of Seattle area teens.

The quality of the survey's diary return was improved over spring '83. As a result, advertisers and broadcasters can rely on these estimates with a good degree of confidence.

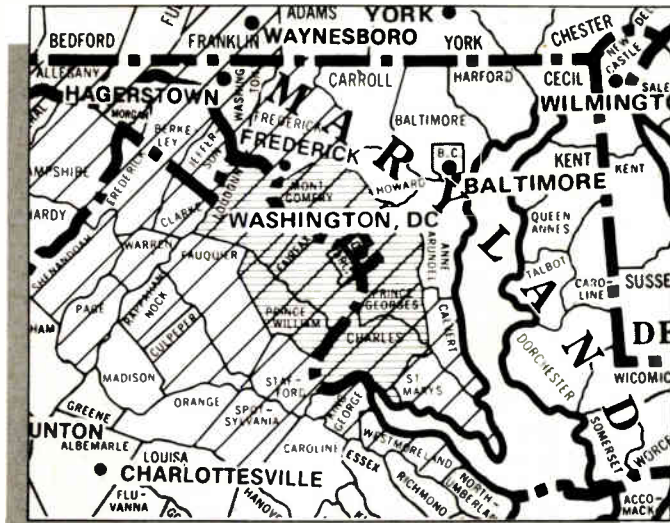
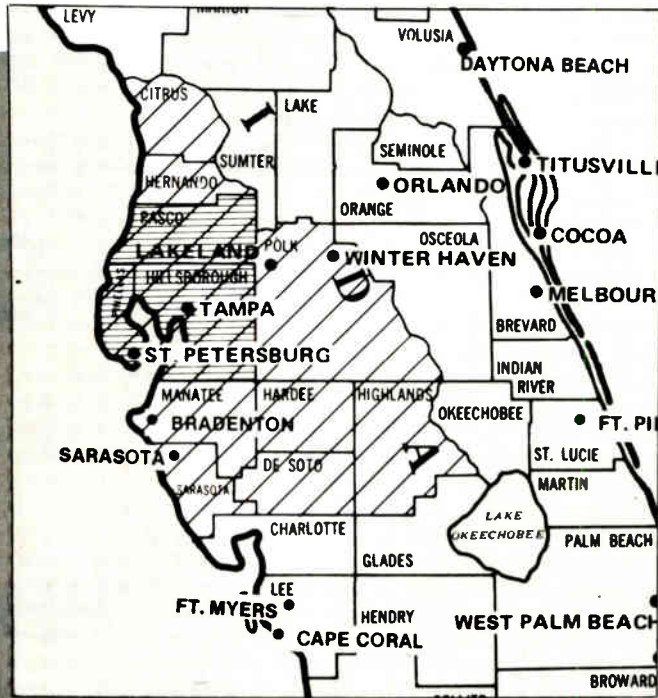
ROCK CHRONICLES

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MARKET OVERVIEWS

#22/TAMPA-ST. PETERSBURG
COMPLETE RATINGS DATA PG. 138

#10/WASHINGTON D.C.
COMPLETE RATINGS DATA PG. 139



Even though it slipped slightly, **WWBA** remained the 12+ leader in the Tampa Bay metro. However, this Beautiful Music station's appeal didn't push it to the top spot in any of our key analyses. Instead, it was **WRBQ-FM** scoring firsts in each and every one of our key rankers — with the exception of 12+, where the CHR power came in second. This is amazing dominance by **WRBQ-FM**, given the fact they now have direct competition in the form of **WZNE**.

Bucking some Country slides seen elsewhere, **WQYK** surged to its best book in recent surveys, good enough for third overall and top-notch standings in the 18-49 and 25-54 cells. Another station with excellent breadth of appeal was the remaining AOR, **WYNF**. This station tracked no lower than fourth in our key broad demo analyses.

WKYS rebounded into the lead this sweep, **WHUR** achieved its best book ever, and **WAVA** mounted a stiff challenge to the CHR dominance of **WRQX**. Such are the highlights of the most recent returns from the DC metro.

NBC's WKYS returned to the top of the heap with a vengeance, winning in the adult demos of 18-34, 18-49, and 25-54, as well as 12+. The Urban Contemporary also was the second-most cumed station in the market and grabbed a respectable third among teens. Very impressive.

WHUR's appeal to local blacks helped it add two shares to its overall total, good enough for third place. Another benefit of the increase was that **WHUR** was runner-up to **WKYS** in the three key adult targets cited above.

The CHR battle is getting interesting. Doubleday's **WAVA** has mounted a serious challenge to **ABC's WRQX**, with **WAVA** number one in teens while **WRQX** was the most cumed station in the area. In the adult demos, the stations are closely matched, and in future survey results it will be fascinating to see how this fray turns out.

THE COUNTDOWN

with **Walt Love**

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As you delve into the Spring 1984 Ratings Report you'll find that the information has been divided into two sections for your perusal. First are the market overviews — summaries of winners and circumstances which might have influenced the estimates in the relevant metro. After reading the highlights you can then turn to the second section — in-depth ratings breakouts to provide insights for broadcasters or advertisers alike.

Here's some guidelines on what you'll see as you read through this Ratings Report.

SHARE TRENDS

All stations in the top 50 markets earning a 1.0 share or better, and the top ten stations in markets 51-100 (according to the spring '84 Arbitron sweep) are listed. Trends move from left to right, with the oldest share on the left and the spring '84 12+ share (highlighted) to the far right. The stations are ranked according to their total week, total persons, 12+ average quarter-hour share, top to bottom. Up to five surveys can be shown in the trends, which cover the previous year.

AUDIENCE RANKINGS

The five rankings to the right of each station's format designation will help you zero in on the station's core strength. The first listing is the station's total week, total persons 12+ cume rank in the metro (all rankers are based on metro). Additional data is available for the top 50 markets.

Four key demographic cells are then broken out for each station, with the top station in each demo highlighted. These demographic groups are teens (12-17) and adults 18-34, 18-49, and 25-54, the key advertising targets.

At the lower part of each page are more detailed breakdowns on the key adult demos. Top 10 stations are listed for men and women in the 18-34, 18-49, and 25-54 cells. All audience rankers are based on average quarter-hour persons, with the cume exception noted above.

TURNOVER/DAILY TIME SPENT LISTENING

The column to the right of the adults 25-54 rankings contains numbers that demonstrate the relationship between audience turnover and daily time spent listening to each station. Based on total persons 12+, metro, these figures give a quick idea of how stations compare based on audience loyalty. Programming efforts of various stations and formats can be easily compared.

Understanding these numbers is not difficult. Remember, there is an inverse relationship between Turnover (TO) and Time Spent Listening (TSL). The higher the TSL (minutes listened daily) the lower the turnover, or audience flux. That indicates a stronger degree of loyalty than a station with high TO and fewer minutes tuned daily from its listeners.

REP/NET INFORMATION

As a convenience for users of this report, we designate network and/or rep affiliations as they apply, based on the latest sources.

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we have in many of the markets surveyed by Birch in the top 100 provided total week, total 12+ average persons estimates from the spring '84 Birch quarterly.

FORMAT REACH CHART

The lower right corner of each data page offers a chart that shows format comparisons within each market. The formats are alphabetized for ready examination as you leaf through the report.

The format totals are arrived at by summing the total week, total persons 12+ average quarter hour shares for all stations that qualified. All CHRs are added together. All AORs are summed, etc. Those with a one share or better are assigned to a specific format.

A Step-By-Step For Using R Ratings Da

NEW YORK

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT
0.9	2.0	6.2	5.5	7.2	1	WHTZ 100.3 fm	CHR
4.5	5.3	4.8	5.6	5.1	2	WRKS 98.7 fm	Urbn
4.8	4.4	4.5	4.6	4.6	3	WINS 1010 am	News
4.1	4.0	3.5	4.1	4.4	4	WPLJ 95.5 fm	CHR
5.2	4.9	5.1	4.9	4.2	5	WOR 710 am	Talk

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	
1 WNEW-FM	1 WHTZ	1 WHTZ	1 WHTZ	1
2 WHTZ	2 WPLJ	2 WNEW-FM	2 WPLJ	2
3 WRKS	3 WRKS	3 WRKS	3 WRKS	3
4 WPLJ	4 WKTU	4 WCBS-FM	4 WPIX	4
5 WAPP	5 WPIX	5 WNBC	5 WKTU	5
6 WNBC	6 WYNY	6 WPLJ	6 WYNY	6
7 WBLS	7 WSKQ	7 WAPP	7 WLTW	7
8 WCBS-FM	8 WBLS	8 WBLS	8 WCBS-FM	8
9 WKTU	9 WNEW-FM	9 WKTU	9 WSKQ	9
10 WYNY	10 WAPP	10 WYNY	10 WNBC	10

Step Manual &R's Unique Data Features

MARK #1

CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK	12x BIRCH SHARE
1	1	1	1	1	14/75	EASTMAN		9.6
6	2	3	3	6	12/88	RKO	RKO-1	5.0
2	16	15	13	5	19/56	BLAIR	ABC-D	4.3
3	4	2	2	4	19/58	BLAIR	ABC-R	5.0
8	22	27	18	18	14/79	RKO-2	ABC-E	7.6

		FORMAT REACH	
Men 25-54	Women 25-54	A/C	7.7
WHTZ	1 WHTZ	AOR	6.0
WNBC	2 WPLJ	BBnd	3.1
WCBS-FM	3 WPIX	Blk/Urbn	11.0
WNEW-FM	4 WSKQ	BM/Easy	8.9
WHN	5 WYNY	CHR	15.8
WPLJ	6 WRKS	Clas	2.1
WINS	7 WINS	Ctry	2.9
WRKS	8 WLTW	Gold	3.3
WPAT-FM	9 WCBS-FM	News	8.2
WCBS	10 WPAT-FM	Span	6.2
		Talk	8.3

Network Abbreviation Key

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

Reps Abbreviation Key

BLAIR	Blair Radio
BUSBY	Busby, Finch, Lathom & Widman
CABALLERO	Caballero Spanish Media, Inc
CBS-FM	CBS-FM National Sales
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company, Inc.
CITIMEDIA	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
CRANFORD	Cranford Broadcasting Company
D-CLAYTON	Dora-Clayton Agency, Inc.
DEVNEY	The Devney Organization
DONOFRIO	John Donofrio
EASTMAN	Eastman Radio, Inc.
GROSKIN	Herbert E. Groskin & Company
GROUP W	Group W Radio Sales
H OAKES	Harlan Oakes & Associates
HILLIER	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Company
KATZ	Katz Radio
KEYSTONE	Keystone Broadcasting System
LOTUS	Lotus-Albertini
M & C	Milam & Cowart
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Sales
McGAVREN	McGavren-Guild, Inc.
MEDIA	Media Sales South
NATL TIME	National Time Sales, Ltd.
P MILLER	Paul Miller & Company
PAN AMER	Pan American Broadcasting Company
PEARSE	Pearse Sales
PRO RADIO	PRO Radio
P-W RADIO	P/W Radio Representatives
RADIO SPT	Radio Spot Sales, Inc.
R A LAZAR	R.A. Lazar & Company
RAR	Radio Advertising Reps
REGIONAL	Regional Reps Corporation
RILEY	Riley Representatives
RKO	Republic Radio Sales, Inc.
ROSLIN	Roslin Radio Sales, Inc.
SAVALLI	Savalli & Schutz, Inc.
SCHWARTZ	Harold S. Schwartz Associates, Inc.
SELCOM	Selcom Radio
SOUTHERN	Southern Spot Sales, Inc.
STARCOM	Starcom
STARS INC	Stars, Inc.
SWAGGART	Jimmy Swaggart Broadcasting
TACHER	Tacher Company, Inc.
TORBET	Torbet Radio, Inc.
UNIREP	Unirep Broadcasting Company
W & P	Weiss & Powell, Inc.
WALTON	Walton Broadcasting Sales
WESTERN	Western Broadcast Sales

MARKETPLACE

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ALBANY-SCHENECTADY-TROY #50

SPRING '83	FALL '83	SPRING '84	METRO RANK 12-1 ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.9	12.1	12.8	1	WGY 810 am	A/C	1	5	6	4	1	13/83	CHRISTAL	NBC
13.4	11.9	12.5	2	WPYX 106.5 fm	AOR	2	1	1	1	4	11/103	McGAVREN	ABC-R
4.9	6.0	9.4	3	WGFM 99.5 fm	CHR	3	2	2	2	3	14/78	CHRISTAL	NBC-S
5.7	6.7	6.6	4	WQBK 1300 am	Talk	9	9	12	12	12	11/103	HILLIER	CBS
4.3	5.3	6.5	5	WWOM 100.9 fm	A/C	8	6	3	3	2	13/83	SELCOM	RKO-1
5.9	7.5	6.0	6	WFLY 92.3 fm	CHR	5	3	4	5	11	16/67	EASTMAN	ABC-C
6.3	7.3	6.0	6	WROW-FM 95.5	BM	7	12	8	10	8	15/71	BLAIR	RKO-2
5.0	5.7	5.4	8	WPTR 1540 am	Ctry	10	21	9	6	5	10/104	EASTMAN	ABC-I
8.5	7.3	5.0	9	WROW 590 am	A/C	6	8	11	11	10	18/59	BLAIR	RKO-2
3.4	3.5	4.9	10	WGNA 107.7 fm	Ctry	11	14	10	9	6	11/96	TORBET	
5.8	4.1	3.9	11	WTRY 980 am	CHR	4	4	7	7	7	26/42	McGAVREN	MBS
3.4	2.6	3.1	12	WQBK-FM 103.9	AOR	12	10	5	8	9	16/69	HILLIER	CBS-R
2.9	3.9	2.3	13	WABY 1400 am	BBnd	13	17	19	20	16	18/61	SELCOM	ABC-E
0.6	0.8	1.0	14	WHAZ 1330 am	Rel	19	19	17	19	20	10/106		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WPYX	1 WGFM	1 WPYX	1 WWOM	1 WGY	1 WGY	A/C 24.3
2 WGFM	2 WPYX	2 WGFM	2 WGFM	2 WPYX	2 WWOM	AOR 15.6
3 WQBK-FM	3 WWOM	3 WGY	3 WGY	3 WGFM	3 WGRM	BBnd 2.3
4 WWOM	4 WFLY	4 WWOM	4 WPYX	4 WWOM	4 WROW-FM	BM/Easy 6.0
5 WFLY	5 WGY	5 WQBK-FM	5 WFLY	5 WPTR	5 WTRY	CHR 19.3
6 WTRY	6 WTRY	6 WPTR	6 WTRY	6 WQBK-FM	6 WGNA	Ctry 10.3
7 WGY	7 WQBK-FM	7 WFLY	7 WROW-FM	7 WGNA	7 WPTR	Rel 1.0
8 WROW-FM	8 WROW-FM	8 WGNA	8 WGNA	8 WROW	8 WPYX	Talk 6.6
9 WGNA	9 WPTR	9 WTRY	9 WPTR	9 WTRY	9 WROW	
10 WPTR	10 WROW	10 WROW-FM	10 WROW	10 WFLY	10 WFLY	

ANAHEIM-SANTA ANA-GARDEN GROVE #19

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CLUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.6	10.6	10.0	1	KIIS 102.7 fm	CHR	1	2	1	1	1	13/85	McGAVREN	
7.6	6.8	7.1	2	KBIG 104.3 fm	Easy	3	22	13	4	2	11/99	TORBET	
5.8	5.5	6.7	3	KABC 790 am	Talk	2	33	12	6	3	12/92	KATZ	ABC-T
5.8	4.1	5.3	4	KLOS 95.5 fm	AOR	4	4	2	2	6	14/78	KATZ	ABC-R
3.8	5.3	4.6	5	KMET 94.7 fm	AOR	5	5	3	3	8	15/73	EASTMAN	NBC-S
4.5	3.1	4.5	6	KMPC 710 am	BBnd	7	27	33	18	7	14/77	MMR	
3.3	4.3	4.3	7	KJOI 98.7 fm	Easy	13	38	31	19	11	12/90	SELCOM	
4.0	3.5	3.7	8	KRTH 101.1 fm	Gold	9	8	4	5	4	17/64	RKO	
2.4	2.4	3.6	9	KIQQ 100.3 fm	CHR	6	3	6	8	21	18/59	SELCOM	
1.7	2.4	3.5	10	KKHR 93.1 fm	CHR	8	1	5	9	24	18/59	CBS-FM	CBS-R
3.3	3.2	3.2	11	KOST 103.5 fm	A/C	11	9	7	7	5	17/65	CHRISTAL	
2.1	4.2	2.9	12	KNX 1070 am	News	10	28	36	20	17	21/53	CBS SPOT	CBS
2.7	2.1	2.6	13	KLAC 570 am	Ctry	14	23	24	15	12	17/64	EASTMAN	ABC-D
1.0	2.0	2.4	14	KWIZ-FM 98.7	A/C	18	12	10	10	9	13/83	TORBET	
5.3	3.8	2.3	15	KROQ-FM 106.7	AOR	15	6	9	13	23	17/63	HILLIER	
1.4	2.2	2.1	16	KHTZ 97.1 fm	A/C	19	11	8	11	13	14/77	MMR	RKO-2
2.0	3.0	2.1	16	KNOB 97.9 fm	Easy	21	30	21	12	10	13/84	GROSKIN	
2.7	2.5	2.0	18	KFWB 980 am	News	12	26	40	33	20	27/41	RAR	NBC
2.5	2.4	1.7	19	KFI 640 am	A/C	17	15	11	14	16	23/47	CHRISTAL	ABC-E
1.9	1.6	1.6	20	KZLA-FM 93.9	Ctry	20	37	25	17	14	18/62	BLAIR	
2.3	1.0	1.6	20	XTRA 690 am	CHR	16	7	19	21	25	25/43	MMR	
1.4	0.7	1.5	22	KRLA 1110 am	Gold	23	14	27	16	15	16/66	HILLIER	
1.9	1.6	1.4	23	KPRZ 1150 am	BBnd	24	34	42	42	33	16/67	McGAVREN	MBS
2.0	1.7	1.2	24	KIKF 94.3 fm	Ctry	28	31	29	22	18	14/77	MASLA	
--	--	1.1	25	KLVE 107.5	Span	30	10	20	26	28	13/81	CABALLERO	

Continued on Page 78

ATLANTA #18

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AQH	STATIONS	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	9.2	10.0	1	WKHX 101.5 fm	Ctry	4	7	4	2	1	11/100	SELCOM		8.1
9.7	10.0	9.2	2	WZGC 92.9 fm	CHR	1	1	5	4	4	16/69	TORBET	ABC-C	13.0
9.4	8.1	9.1	3	WQXI-FM 94.1	CHR	2	4	1	1	2	15/74	BLAIR		12.7
10.1	10.8	9.1	3	WVEE 103.3 fm	Urbn	5	3	2	3	3	11/99	McGAVREN	RKO-1	9.6
8.6	7.3	7.0	5	WPCH 94.9 fm	BM	7	10	9	9	7	12/90	KATZ		5.2
7.1	6.2	6.9	6	WKLS-FM 96.1	AOR	6	2	3	5	9	13/85	MASLA	ABC-R	12.8
9.2	7.2	6.8	7	WSB 750 am	A/C	3	9	10	8	8	16/68	CHRISTAL	NBC	5.8
5.6	4.9	4.8	8	WSB-FM 98.5	A/C	8	8	6	6	6	17/64	CHRISTAL	CBS-R	4.4
3.6	4.0	4.6	9	WAOK 1380 am	Blk	10	6	11	11	10	13/83	MASLA	SHRDN	3.9
3.4	4.6	4.3	10	WRMM 99.7 fm	A/C	9	11	7	7	5	16/68	EASTMAN		5.1
1.3	1.5	3.1	11	WIGO 1340 am	Blk	14	5	8	10	11	12/88	CITI MEDIA	ABC-D	2.2
3.3	3.9	2.9	12	WGST 920 am	News	11	22	16	15	13	18/59	KATZ	CBS	1.7
2.9	2.9	2.6	13	WPLO 590 am	Ctry	13	18	15	12	12	16/68	McGAVREN	ABC-I	2.1
0.8	1.2	2.3	14	WCNN 680 am	News	12	17	17	16	16	22/49	HILLIER		1.3
1.0	2.2	1.5	15	WJYA A/F 1080 92.1	BBnd	16	14	25	21	19	11/100	W&P		0.2
1.1	1.4	1.5	15	WYZE 1480 am	Rel	19	12	19	18	17	8/133			0.3
1.8	2.3	1.2	17	WQXI 790 am	Gold	15	21	12	14	14	27/41	BLAIR		0.8
0.3	0.8	1.1	18	WWLT 106.7 fm	A/C	17	16	13	13	15	14/79	HILLIER		0.8

Continued on Page 78

ATLANTA'S
96rock
wkls fm/am

ON TARGET!

#1 MEN 18-34 M-Sun., 6A-12Midnight

#2 ADULTS 18-34 M-Fri., 6A-12Midnight

#2 MEN 25-34 M-Fri., 6A-12Midnight

Spring '84 ARB Metro

BALTIMORE #16

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ ADJ	STATIONS	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	
6.5	7.4	8.5	8.8	1	WLIF 101.9	fm	BM	4	17	11	4	1	10/108	CHRISTAL		6.8
8.0	9.0	9.7	8.0	2	WBAL 1090	am	A/C	3	14	23	13	9	12/94	BLAIR	ABC-E	9.3
7.8	6.8	6.3	7.5	3	WBSB 104.3	fm	CHR	1	1	2	1	3	15/71	TORBET	ABC-C	6.7
6.9	6.5	6.2	6.9	4	WIYY 97.9	fm	AOR	5	2	1	2	8	13/85	BLAIR	ABC-R	7.6
5.4	4.0	3.3	6.4	5	WFBR 1300	am	A/C	2	16	10	8	6	15/72	MMR	NBC	4.7
5.8	6.4	6.7	6.2	6	WPOC 93.1	fm	Ctry	6	8	6	5	2	11/96	EASTMAN	ABC-D	6.9
8.2	5.8	5.6	5.3	7	WXYV 102.7	fm	Urbn	8	4	3	3	7	12/91	McGAVREN		6.0
4.6	4.4	3.0	4.3	8	WITH 1230	am	BBnd	12	24	28	21	15	10/103	HILLIER	MBS	2.2
4.1	2.9	3.3	4.1	9	WCAO 600	am	Ctry	9	13	8	7	5	13/83	McGAVREN	RKO-2	4.1
2.7	4.2	4.0	3.6	10	WYST-FM 92.3		A/C	10	19	4	6	4	15/72	MASLA	RKO-1	3.6
2.4	2.8	3.1	3.4	11	WMAR 106.5	fm	CHR	7	3	7	10	13	20/54	KATZ		4.8
2.3	3.8	3.9	3.2	12	WCBM 680	am	N/T	11	31	24	15	12	16/67	KATZ	ABC-I	1.8
1.0	3.9	2.7	2.9	13	WWIN-FM 95.9		Blk	14	7	5	9	11	13/81	HILLIER		5.1
4.3	3.6	4.1	2.6	14	WWIN 1400	am	Blk	13	5	12	11	14	16/69	HILLIER	NBN	1.4
1.3	1.7	1.7	2.3	15	WWDC-FM 101.1		AOR	16	10	9	12	18	15/73	CHRISTAL	RKO-1	3.4
0.4	0.3	1.6	2.1	16	WBGR 860	am	Rel	25	15	18	14	10	6/188		UPI	2.5
3.6	3.8	3.3	1.7	17	WEBB 1360	am	Blk	18	6	16	20	21	16/67	CITIMEDIA	SHRDN	1.4
1.1	1.1	1.3	1.4	18	WRBS 95.1	fm	Rel	20	29	27	19	16	12/87			1.4
2.2	1.6	1.3	1.4	18	WRQX 107.3	fm	CHR	17	9	13	16	17	20/54	BLAIR	ABC-R	1.9
1.9	1.6	1.5	1.2	20	WQSR 105.7	fm	CHR	15	11	14	17	19	30/36	CBS-FM	CBS	1.4
1.0	1.5	1.5	1.0	21	WHUR 96.3	fm	Blk	19	20	15	18	20	19/57	W & P		1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WIYY	1 WBSB	1 WIYY	1 WBSB	1 WPOC	1 WLIF	A/C	18.0
2 WBSB	2 WIYY	2 WBSB	2 WXYV	2 WBSB	2 WBSB	AOR	9.2
3 WXYV	3 WXYV	3 WPOC	3 WIYY	3 WLIF	3 WPOC	BBnd	4.3
4 WPOC	4 WYST-FM	4 WLIF	4 WLIF	4 WFBR	4 WXYV	Blk/Urbn	13.5
5 WFBR	5 WLIF	5 WXYV	5 WYST-FM	5 WIYY	5 WYST-FM	BM/Easy	8.8
6 WWDC-FM	6 WWIN-FM	6 WFBR	6 WCAO	6 WYST-FM	6 WCAO	CHR	13.5
7 WMAR	7 WCAO	7 WCAO	7 WPOC	7 WCAO	7 WFBR	Ctry	10.3
8 WWIN	8 WMAR	8 WYST-FM	8 WWIN-FM	8 WBAL	8 WBGR	News	1.6
9 WWIN-FM	9 WWIN	9 WWDC-FM	9 WFBR	9 WXYV	9 WBAL	Rel	3.5
10 WCAO	10 WRQX	10 WMAR	10 WMAR	10 WCBM	10 WIYY	Talk	1.6

BIRMINGHAM #48

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADR	STATIONS	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
8.5	11.3	13.4	1	WKXX fm 106.9	CHR	1	1	1	1	4	12/89	McGAVREN	ABC-D	15.3
10.4	9.8	11.7	2	WENN-FM 107.7	Blk	3	3	2	2	2	8/131	SELCOM	NBN	10.7
12.5	12.3	11.3	3	WZZK fm 104.7	Ctry	2	4	5	3	1	11/98	KATZ		10.9
8.6	7.9	8.2	4	WAPI-FM 94.5	AOR	4	2	3	5	6	12/93	TORBET	NBC-S	18.2
5.1	4.2	7.2	5	WAGG am 1320	Rel	10	9	7	7	5	7/160	SELCOM	NBN	5.0
7.4	4.9	6.9	6	WMJJ fm 96.5	A/C	5	8	4	4	3	12/89	BLAIR	RKO-1	6.6
6.3	7.6	5.9	7	WATV am 900	Blk	8	5	6	6	7	9/122	W & P		1.5
3.8	3.0	5.5	8	WSGN am 610	EBnd	7	15	15	13	11	11/101	EASTMAN		4.8
3.1	3.7	4.1	9	WVOK am 690	Ctry	6	10	14	10	9	16/67	CHRISTAL	RKO-2	2.8
3.4	4.8	3.1	10	WERC am 960	N/T	11	18	13	14	14	15/74	McGAVREN		2.2
2.5	2.8	2.6	11	WDJC fm 93.7	Rel	12	11	12	12	12	17/63	CRAWFORD		3.9
2.8	2.2	2.6	11	WQUS fm 99.5	Ctry	15	17	10	8	8	13/86			3.0
1.9	2.3	2.6	11	WYDE am 850	Gold	14	20	8	9	10	14/76	W&P		1.3
1.4	3.1	2.2	14	WAPI am 1070	A/C	9	13	16	16	16	23/47	TORBET	CBS	2.2
3.7	4.9	1.9	15	WJLD am 1400	Blk	13	6	11	15	15	21/52	MASLA	MBS	1.1
5.5	1.5	1.6	16	WCRT am 1260	Rel	16	12	9	11	13	11/99			1.8
--	3.6	1.3	17	WTWG am 1220	EBnd	19	21	20	20	20	10/112			0.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WENN-FM	1 WKXX	1 WKXX	1 WKXX	1 WZZK	1 WZZK	A/C	9.1
2 WKXX	2 WENN-FM	2 WENN-FM	2 WENN-FM	2 WENN-FM	2 WENN-FM	AOR	8.2
3 WAPI-FM	3 WMJJ	3 WZZK	3 WMJJ	3 WMJJ	3 WKXX	BBnd	6.8
4 WMJJ	4 WAPI-FM	4 WAPI-FM	4 WZZK	4 WKXX	4 WMJJ	Blk/Urbn	19.5
5 WZZK	5 WZZK	5 WMJJ	5 WAPI-FM	5 WAPI-FM	5 WAGG	CHR	13.4
6 WYDE	6 WATV	6 WYDE	6 WATV	6 WVOK	6 WATV	Ctry	18.0
7 WCRT	7 WAGG	7 WVOK	7 WAGG	7 WYDE	7 WAPI-FM	Gold	2.6
8 WQUS	8 WJLD	8 WQUS	8 WQUS	8 WQUS	8 WQUS	News	1.6
9 WERC	9 WCRT	9 WERC	9 WJLD	9 WERC	9 WSGN	Rel	11.4
10 WATV	10 WYDE	10 WDJC	10 WCRT	10 WDJC	10 WCRT	Talk	1.5

BOSTON #7

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK	12+ AOH	STATIONS	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
6.6	7.2	7.8	8.2	9.0	1	1	WBCN 104.1 fm	AOR	5	4	1	1	1	10/108	TORBET		10.6
5.8	7.8	7.9	7.5	8.1	2		WXKS-FM 107.9	CHR	3	2	2	2	5	12/89	MMR		10.5
9.8	7.0	7.6	8.3	7.4	3		WBZ 1030 am	A/C	2	13	10	7	3	13/82	BLAIR	ABC-E	8.1
8.6	6.9	6.5	5.7	7.2	4		WHDH 850 am	A/C	4	9	8	8	4	13/81	BLAIR		8.0
6.9	8.1	7.0	7.6	6.3	5		WHTT 103.3 fm	CHR	1	1	3	4	10	16/66	CBS-F	CBS-R	8.1
4.5	5.0	5.1	5.3	4.8	6		WEEI 590 am	News	16	14	15	14	13	17/64	CBS SPOT	CBS	4.7
3.5	3.6	4.3	4.1	4.7	7		WRKO 680 am	Talk	10	21	16	13	11	13/87	RKO	ABC-I	4.1
3.8	4.1	5.5	4.8	4.6	8		WJIB 96.9 fm	BM	9	23	17	12	8	13/83	CHRISTAL		4.1
3.3	3.3	3.2	2.6	4.4	9		WVBF 105.7 fm	A/C	11	12	4	3	2	13/83	McGAVREN		2.7
4.0	3.4	3.8	5.3	3.8	10		WROR 98.5 fm	A/C	7	5	6	6	6	19/58	RKO	RKO-1	4.0
3.8	4.6	4.1	3.8	3.5	11		WMJX 106.7 fm	A/C	8	10	5	5	7	18/60	EASTMAN		2.3
3.4	3.7	3.5	3.1	3.2	12		WHUE-FM 100.7	BM	13	18	22	18	15	12/91	McGAVREN		2.4
3.6	2.1	2.4	1.5	3.1	13		WXKS 1430 am	BBnd	16	34	20	19	18	7/149	MMR		1.0
2.9	4.0	3.6	2.8	2.3	14		WSSH 99.5 fm	A/C	15	16	13	11	9	15/71	HILLIER		2.8
4.8	3.4	3.3	2.3	2.2	15		WCOZ 94.5 fm	A/C	12	11	7	9	16	23/48	BLAIR		2.5
0.8	1.1	1.0	1.8	2.0	16		WAAF 107.3 fm	AOR	14	3	9	17	21	17/62	KATZ	NBC-S	2.0
1.6	1.8	1.6	2.1	1.9	17		WILD 1090 am	Blk	20	6	11	10	14	10/109		SHRDN	1.4
0.8	0.7	1.0	1.4	1.4	18		WBOS 92.9 fm	Ctry	21	17	14	16	12	13/86	KATZ		1.2
1.1	1.2	1.1	1.3	1.2	19		WCGY 93.7 fm	Gold	17	28	12	15	17	18/62	MASLA		1.2
1.6	1.2	1.1	1.7	1.2	19		WCRB 102.5 fm	Clas	18	27	21	22	20	18/62	DONOFRIO		1.9
1.0	1.0	0.5	0.5	1.1	21		WJDA 1300 am	A/C	24	35	29	29	29	10/113			0.6
1.4	1.6	1.9	1.0	1.1	21		WMRE 1510 am	BBnd	19	22	23	20	19	18/61	MASLA	ABC-D	0.8

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KISS
fm 108

KISS 108 FM IS BETTER HIT MUSIC



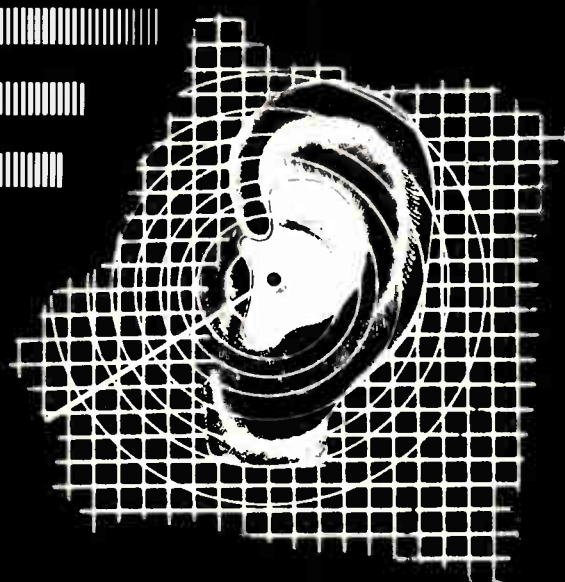
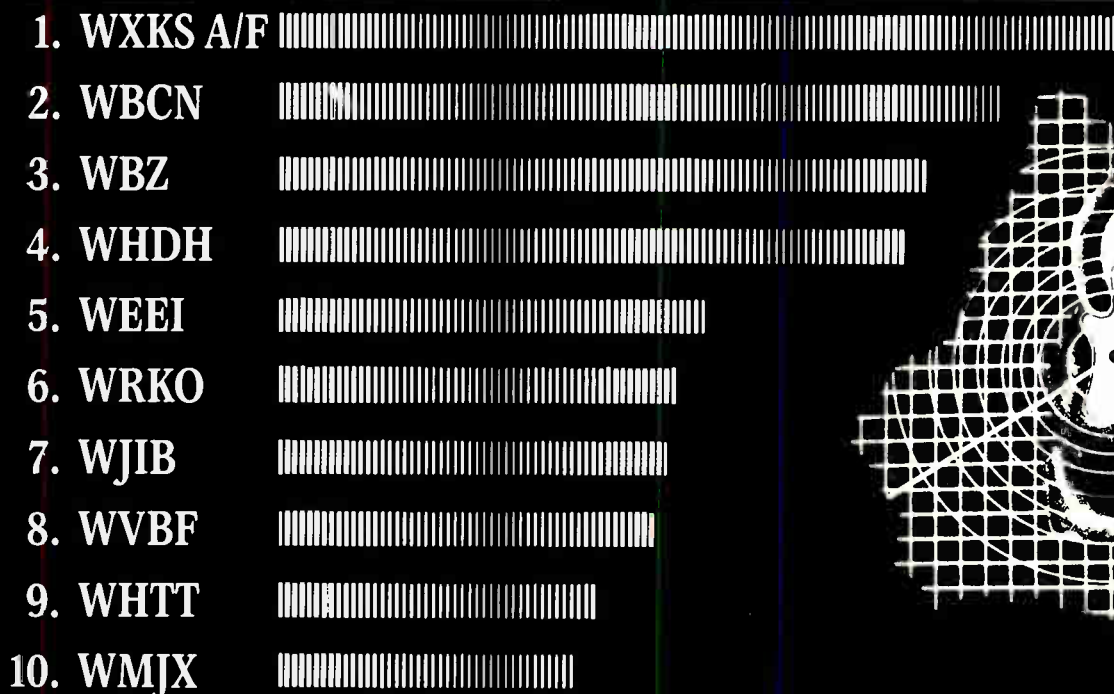
WXKS
1430 AM

FOR "THE MUSIC OF YOUR LIFE"

WXKS REACHES *THE EARS* of BOSTON*

#1 Adults 18+

Station



SCALE: 6000 | 12000 | 18000 | 24000 | 30000 | 36000 | 42000 | 48000 | 54000 | 60000 | 66000

Average persons estimates

*Average persons Boston metro survey area Adults 18+
Mon-Sun 6am-midnight Spring 1984 Arbitron.



MAJOR MARKET RADIO SALES

For more information contact Mary P. Cashman at 617-396-1430 or write to P.O. Box 128, Medford, Massachusetts 02155.

ANAHEIM-SANTA ANA-GARDEN GROVE #19

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SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	
1.0	1.5	1.0	26	KKGO 105.1 fm	Jazz	27	32	22	30	22	18/60	ROSLIN	AP	--
2.4	1.5	1.0	26	KWIZ 1480 am	A/C	26	18	23	24	19	21/52	TORBET		--

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KIIS	1 KIIS	1 KIIS	1 KIIS	1 KIIS	1 KBIG	A/C	10.4
2 KLOS	2 KOST	2 KLOS	2 KBIG	2 KABC	2 KIIS	AOR	12.2
3 KMET	3 KRTH	3 KMET	3 KOST	3 KRTH	3 KOST	BBnd	5.9
4 KKHR	4 KLOS	4 KRTH	4 KRTH	4 KBIG	4 KRTH	BM/Easy	13.5
5 KIQQ	5 KHTZ	5 KABC	5 KHTZ	5 KLOS	5 KJOI	CHR	18.7
6 KRTH	6 KKHR	6 KIQQ	6 KWIZ-FM	6 KMET	6 KWIZ-FM	Ctry	5.4
7 KROQ-FM	7 KMET	7 KBIG	7 KLOS	7 KMPC	7 KNOB	Gold	5.2
8 KABC	8 KIQQ	8 KKHR	8 KNOB	8 KOST	8 KABC	Jazz	1.0
9 KHTZ	9 KROQ-FM	9 KWIZ-FM	9 KIQQ	9 KWIZ-FM	9 KHTZ	News	4.9
10 KWIZ-FM	10 KWIZ-FM	10 KROQ-FM	10 KMET	10 KLAC	10 KLAC	Span	1.1
						Talk	6.7

ATLANTA #18

Continued from Page 73

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WKLS-FM	1 WQXI-FM	1 WKHX	1 WQXI-FM	1 WKHX	1 WKHX	A/C	17.0
2 WQXI-FM	2 WVEE	2 WKLS-FM	2 WVEE	2 WQXI-FM	2 WQXI-FM	AOR	6.9
3 WVEE	3 WSB-FM	3 WQXI-FM	3 WKHX	3 WVEE	3 WVEE	BBnd	1.6
4 WKHX	4 WZGC	4 WVEE	4 WZGC	4 WSB	4 WSB-FM	Blk/Urbn	16.8
5 WZGC	5 WKHX	5 WZGC	5 WSB-FM	5 WZGC	5 WZGC	BM/Easy	7.0
6 WSB-FM	6 WKLS-FM	6 WSB	6 WRMM	6 WKLS-FM	6 WPCH	CHR	18.3
7 WRMM	7 WIGO	7 WRMM	7 WPCH	7 WRMM	7 WRMM	Ctry	12.6
8 WSB	8 WRMM	8 WSB	8 WIGO	8 WPCH	8 WSB	Gold	1.2
9 WQXI	9 WPCH	9 WPCH	9 WKLS-FM	9 WSB-FM	9 WIGO	News	5.2
10 WIGO	10 WAOK	10 WPLO	10 WAOK	10 WGST	10 WAOK	Rel	1.5

BOSTON #7

Continued from Page 76

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WHDH	A/C	31.9
2 WXKS-FM	2 WBCN	2 WXKS-FM	2 WVBF	2 WBZ	2 WXKS-FM	AOR	11.0
3 WHTT	3 WVBF	3 WVBF	3 WBCN	3 WVBF	3 WVBF	BBnd	4.2
4 WMJX	4 WHTT	4 WMJX	4 WHTT	4 WXKS-FM	4 WBZ	Blk/Urbn	1.9
5 WVBF	5 WROR	5 WHTT	5 WROR	5 WHDH	5 WROR	BM/Easy	7.8
6 WCOZ	6 WMJX	6 WBZ	6 WMJX	6 WROR	6 WBCN	CHR	14.4
7 WAAF	7 WCOZ	7 WHDH	7 WHDH	7 WMJX	7 WMJX	Clas	1.2
8 WCGY	8 WHDH	8 WROR	8 WBZ	8 WBOS	8 WJIB	Ctry	1.4
9 WROR	9 WILD	9 WCOZ	9 WILD	9 WEEI	9 WSSH	Gold	1.2
10 WHDH	10 WSSH	10 WCGY	10 WCOZ	10 WRKO	10 WHTT	News	4.8
						Talk	4.7

BUFFALO #32

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AQH	STATIONS	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
12.3	12.5	10.8	1	WJYE 96.1 fm	BM	2	14	11	2	1	12/87	MMR		9.9
9.9	10.8	10.1	2	WBEN 930 am	A/C	1	11	13	8	3	15/72	EASTMAN	NBC	9.0
6.2	6.9	7.3	3	WECK 1230 am	BBnd	12	19	19	16	11	10/105		ABC-I	6.1
6.2	7.1	7.1	4	WYRK 106.5 fm	Ctry	11	8	7	3	4	12/94	McGAVREN		6.1
4.7	7.0	6.6	5	WBUF 92.9 fm	A/C	9	12	2	1	2	13/84	McGAVREN		8.2
7.2	5.1	6.4	6	WKBW 1520 am	A/C	5	7	5	5	5	18/60	BLAIR	ABC-D	4.7
4.0	3.4	6.4	6	WNYS-FM 104.1	CHR	6	1	4	7	7	17/62	CHRISTAL	ABC-C	8.0
5.7	5.5	6.1	8	WPHD 103.3 fm	CHR	4	2	3	4	10	20/55	CBS-FM	CBS-R	6.1
4.4	4.1	5.8	9	WGRQ 96.9 fm	AOR	7	3	1	6	13	17/66	KATZ	NBC-S	8.2
6.1	5.4	4.2	10	WBEN-FM 102.9	CHR	3	5	6	10	9	29/37	EASTMAN		4.2
5.4	5.5	4.2	10	WBLK 93.7 fm	Blk	13	6	8	9	8	14/78	SELCOM	ABC-F	4.4
2.3	2.7	4.2	10	WYSL 1400 am	CHR	10	4	10	12	15	20/55	CBS-FM		4.0
7.3	5.8	4.1	13	WGR 550 am	A/C	8	16	12	11	6	22/48	KATZ	ABC-E	3.9
2.5	3.2	2.4	14	WRXT 98.5 fm	AOR	14	10	9	13	12	18/59	HILLIER		2.6
1.2	1.0	1.5	15	WDCX 99.5 fm	Rel	16	9	16	14	14	14/76			1.4
1.0	0.9	1.3	16	WUWU 107.7 fm	A/C	15	17	17	15	16	17/62			1.5

Continued on Page 90

WGRQ FM 97 ROCKS BUFFALO

* #1 MEN 18-34

* #1 ADULTS 18-34

* #1 MEN 18-49

* #1 TEENS & ADULTS 18-24

* (WEEKENDS WE'RE EVEN BETTER!)

Source = Arbitron Spring '84, MSA Mon.-Sun. 6a-Mid.

CHARLOTTE-GASTONIA #39

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
14.6	17.1	17.3	1	WSOC-FM 103.7	Ctry	1	4	3	1	1	9/115	CHRISTAL	MBS
9.5	10.8	10.8	2	WPEG fm 97.9	Urbn	5	2	1	2	2	8/128	HILLIER	SHRDN
11.6	10.7	7.7	3	WBT am 1110	A/C	3	14	8	6	3	15/71	BLAIR	
10.9	8.4	7.4	4	WBCY fm 107.9	CHR	2	5	2	3	5	17/64	BLAIR	ABC-F
8.4	8.2	7.2	5	WROQ fm 95.1	AOR	4	3	4	5	6	13/82	EASTMAN	RKO-1
8.0	6.1	6.1	6	WEZC fm 104.7	A/C	6	9	5	4	4	14/76	MMR	
--	2.7	5.4	7	WJZR fm 99.7	CHR	7	1	6	8	9	14/77	SELCOM	
7.6	8.7	4.1	8	WZXI fm 101.9	BM	9	13	16	9	8	12/88	RKO	
3.3	3.2	3.7	9	WLVV fm 96.9	A/C	8	6	7	7	7	18/59	KATZ	
5.2	2.9	2.8	10	WQCC am 1540	Blk	14	7	13	12	10	6/174	SAVALLI	
--	--	2.7	11	WLON am 1050	Ctry	15	15	12	13	12	6/175	SOUTHERN	
3.2	3.4	2.3	12	WGIV am 1600	Blk	10	8	9	11	15	18/61	SELCOM	NBN
2.5	3.6	2.0	13	WSOC am 930	Easy	11	16	19	16	14	18/60	CHRISTAL	MBS
--	1.2	1.3	14	WGSP am 1310	Gold	25	21	28	10	11	7/160	SELCOM	ABC-D
--	--	1.3	14	WRKB am 1460	Rel	22	26	27	25	21	7/152	SELCOM	
--	--	1.2	16	WSAT am 1280	Misc	24	27	29	27	29	8/141		ABC-I
0.8	1.2	1.1	17	WAME am 1480	Rel	23	12	10	14	13	8/132	STARCOM	AP
--	--	1.0	18	WTQR fm 104.1	Ctry	13	17	11	15	16	20/53	McGAVREN	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WPEG	1 WBCY	1 WSOC-FM	1 WSOC-FM	1 WSOC-FM	1 WSOC-FM	A/C	17.5
2 WROQ	2 WPEG	2 WPEG	2 WPEG	2 WBT	2 WPEG	AOR	7.2
3 WBCY	3 WSOC-FM	3 WROQ	3 WBCY	3 WPEG	3 WEZC	Blk/Urbn	15.9
4 WSOC-FM	4 WEZC	4 WBCY	4 WEZC	4 WBT	4 WBT	BM/Easy	6.1
5 WEZC	5 WROQ	5 WBT	5 WBT	5 WROQ	5 WBCY	CHR	12.8
6 WLVV	6 WJZR	6 WEZC	6 WROQ	6 WEZC	6 WLVV	Ctry	21.0
7 WJZR	7 WLVV	7 WLVV	7 WJZR	7 WLVV	7 WZXI	Gold	1.3
8 WBT	8 WJZR	8 WJZR	8 WLVV	8 WGSP	8 WQCC	Misc	1.2
9 WGIV	9 WAME	9 WGSP	9 WZXI	9 WJZR	9 WJZR	Rel	2.4
10 WLON	10 WQCC	10 WGIV	10 WQCC	10 WZXI	10 WROQ		

CHICAGO #3

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ ACH	STATIONS	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
8.7	8.3	9.6	8.6	8.8	1	WGN 720 am	Talk	1	15	14	6	2	13/86	CHRISTAL	MBS	8.9
5.1	6.2	4.7	5.8	6.1	2	WGCI-FM 107.5	Urbn	6	4	1	1	1	12/93	McGAVREN	MBS	6.1
5.4	5.9	5.3	5.8	5.6	3	WLOO 100.3 fm	BM	13	23	15	8	4	10/105	KATZ		2.6
4.3	5.8	4.9	4.8	4.8	4	WBMX 102.7 fm	Blk	8	3	4	3	11	14/76	MASLA	ABC-F	5.6
4.4	5.0	5.1	5.0	4.6	5	WBBM-FM 96.3	CHR	2	1	8	13	18	21/51	CBS-FM	CBS-R	6.9
2.7	4.1	3.0	4.3	4.6	5	WKQX 107.7 fm	CHR	4	6	2	2	5	17/65	EASTMAN		4.3
5.0	4.6	5.5	4.9	4.5	7	WBBM 780 am	News	3	24	21	18	16	19/57	CBS SPOT	CBS	3.8
3.7	3.6	3.7	3.4	4.1	8	WCLR 107.9 fm	A/C	9	12	7	4	3	17/65	TORBET		3.1
3.3	4.3	3.6	2.9	4.1	8	WMAQ 570 am	Ctry	10	13	16	15	9	16/69	EASTMAN	NBC	5.3
3.6	3.1	3.2	2.9	3.5	10	WLS-FM 94.7	CHR	7	8	5	5	6	20/53	BLAIR	ABC-R	4.8
3.5	2.3	2.3	3.0	3.4	11	WLUP 97.9 fm	AOR	12	7	3	7	13	17/65	MMR		3.7
3.0	3.6	3.2	3.4	3.3	12	WMET 95.5 fm	AOR	11	2	9	14	20	18/60	HILLIER		4.1
2.4	2.6	3.7	3.9	3.2	13	WLAK 93.9 fm	A/C	14	14	12	11	12	17/65	CHRISTAL		2.9
4.1	3.4	3.8	3.7	3.2	13	WLS 890 am	CHR	5	5	11	10	10	23/46	BLAIR	ABC-C	4.7
3.2	3.1	2.9	2.4	2.9	15	WJJD 1160 am	BBnd	16	31	31	26	23	14/79	MMR	ABC-I	3.4
2.7	3.1	3.1	3.0	2.7	16	WFYR 103.5 fm	A/C	15	10	10	9	7	19/57	RKO	RKO-1	3.0
4.3	3.4	4.2	3.3	2.7	16	WIND 560 am	Talk	18	21	26	23	21	14/75	BLAIR	ABC-E	3.3
2.1	2.5	2.6	2.7	2.7	16	WUSN 99.5 fm	Ctry	17	22	17	16	8	15/74	SELCOM	ABC-D	2.7
3.4	3.5	2.7	3.2	2.4	19	WXRT 93.7 fm	AOR	19	19	6	12	14	15/73	SELCOM		3.8
2.1	2.3	1.9	1.7	2.0	20	WAIT 820 am	BBnd	20	28	29	25	25	14/78	KATZ		1.0
2.8	1.7	2.5	2.5	2.0	20	WOJO 105.1 fm	Span	28	17	13	17	15	7/160	LOTUS		0.6
1.7	1.6	1.7	1.8	1.7	22	WJEZ 104.3 fm	Ctry	22	25	23	19	17	16/66	MMR	RKO-2	1.7
1.9	1.2	1.3	1.5	1.6	23	WFMT 98.7 fm	Clas	23	20	20	21	19	16/66	CMBS		2.3
2.5	2.2	1.4	1.3	1.4	24	WJPC 950 am	Urbn	21	9	18	20	24	20/55		NBN	1.0
1.4	1.6	0.9	0.9	1.2	25	WGCI 1390 am	Blk	26	16	19	22	22	15/70	MCGAVREN	SBN	1.8
0.9	0.7	1.3	0.9	1.0	26	WCFL 1000 am	A/C	24	30	28	30	29	22/50		MBS	0.4
0.9	1.0	0.8	1.2	1.0	26	WVON 1450 am	Blk	29	18	25	24	26	11/96			--

Continued on Page 90

CINCINNATI #28

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	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
8.8	8.2	10.0	1	WKRC 101.9 fm	CHR	2	1	2	2	6	14/77	KATZ		9.7
7.5	5.4	8.9	2	WLW 700 am	A/C	1	9	10	7	4	17/65	EASTMAN	NBC	7.9
5.6	7.9	8.7	3	WKRC 550 am	A/C	3	7	7	5	2	14/76	KATZ	ABC-E	9.6
8.8	7.2	8.0	4	WEBN 102.7 fm	AOR	4	3	1	3	5	13/81	TORBET		8.5
6.2	6.6	7.9	5	WRRM 98.5 fm	A/C	5	8	3	1	1	14/80	BLAIR		8.2
8.8	7.6	6.1	6	WWEZ 92.5 fm	BM	7	13	12	11	8	13/81	CBS SPOT		6.6
3.7	5.7	5.7	7	WBLZ 103.5 fm	Urbn	8	2	5	6	9	12/93	MASLA	SHRDN	6.2
6.2	5.9	5.6	8	WLLT 94.9 fm	A/C	6	6	4	4	3	17/65	HILLIER		6.5
6.6	6.2	5.3	9	WCKY 1530 am	N/T	10	17	15	14	11	12/89	CBS SPOT	CBS	4.3
7.5	4.9	4.9	10	WUBE 105.1 fm	Ctry	11	12	9	8	7	12/87	McGAVREN		3.8
3.0	4.2	4.2	11	WKXF 94.1 fm	Ctry	12	14	8	9	10	14/76	CHRISTAL		4.5
2.7	4.5	3.6	12	WSKS 96.5 fm	AOR	9	4	6	10	15	18/60	BLAIR	ABC-R	6.5
2.3	4.1	2.7	13	WCIN 1480 am	Blk	13	5	11	12	12	14/76	W & P	NBN	2.1
3.8	3.2	2.7	13	WMLX 1230 am	BBnd	15	19	20	22	22	11/95	McGAVREN		3.3
2.1	2.0	1.7	15	WSAI 1360 am	Ctry	14	10	14	13	14	20/55	CHRISTAL	AP	1.0
1.4	1.7	1.6	16	WLYK 107.1 fm	BM	18	16	19	16	13	9/120	GROSKIN		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 WEBN	1 WRRM	1 WEBN	1 WRRM	1 WEBN	1 WRRM	A/C	31.1
2 WKRC	2 WKRC	2 WKRC	2 WKRC	2 WLW	2 WLLT	AOR	11.6
3 WRRM	3 WLLT	3 WLW	3 WLLT	3 WKRC	3 WKRC	BBnd	2.7
4 WSKS	4 WEBN	4 WRRM	4 WKRC	4 WRRM	4 WWEZ	Blk/Urbn	8.4
5 WBLZ	5 WBLZ	5 WKRC	5 WBLZ	5 WLLT	5 WUBE	BM/Easy	7.7
6 WLLT	6 WKRC	6 WBLZ	6 WEBN	6 WKRC	6 WLW	CHR	10.0
7 WLW	7 WUBE	7 WLLT	7 WUBE	7 WUBE	7 WKRC	Ctry	10.8
8 WKXF	8 WKXF	8 WSKS	8 WKXF	8 WBLZ	8 WKXF	News	2.6
9 WKRC	9 WSKS	9 WUBE	9 WLW	9 WKXF	9 WBLZ	Talk	2.7
10 WUBE	10 WCIN	10 WKXF	10 WWEZ	10 WVEZ	10 WEBN		

CLEVELAND #21

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
8.2	8.9	10.2	10.0	10.4	1	WMMS 100.7 fm	AOR	1	2	1	1	1	12/93	KATZ	NBC-S	11.6
7.2	9.4	7.3	9.3	8.5	2	WDOK 102.1 fm	Easy	4	17	12	7	5	11/101	McGAVREN		4.7
4.5	5.2	5.3	7.1	7.3	3	WZAK 93.1 fm	Urbn	8	3	2	3	4	10/112	SELCOM	CBS-R	6.7
7.3	5.9	7.2	9.0	7.0	4	WQAL 104.1 fm	Easy	6	26	10	10	6	12/92	CHRISTAL		6.9
7.3	9.8	8.1	6.6	6.7	5	WGCL 98.5 fm	CHR	2	1	5	5	10	17/62	MMR	ABC-F	9.7
--	--	--	4.9	6.1	6	WLTF 106.5 fm	A/C	3	6	3	2	3	16/66	CHRISTAL	AP	7.0
5.7	5.9	6.6	6.1	6.1	6	WMJI 105.7 fm	A/C	5	7	4	4	2	15/74	EASTMAN		5.7
6.5	7.0	7.0	6.7	5.6	8	WBBG 1260 am	BBnd	11	21	21	17	11	11/95	EASTMAN		5.0
3.1	2.4	3.6	2.8	4.4	9	WJW 850 am	N/T	12	18	15	12	12	13/86	RKO	ABC-D	1.9
5.3	3.6	3.8	3.6	4.2	10	WDMT 107.9 fm	Urbn	10	5	6	6	8	16/68	HILLIER	RKO-1	5.5
4.5	2.6	4.5	4.8	4.0	11	WKSW 99.5 fm	Ctry	15	10	7	8	7	12/91	BLAIR	RKO-2	3.6
3.9	3.8	4.2	4.5	3.6	12	WERE 1300 am	N/T	9	15	16	13	14	19/56	MMR	ABC-T	3.3
4.6	4.9	1.9	1.8	3.2	13	WWWE 1100 am	A/C	7	11	11	11	13	23/47	McGAVREN	CBS	3.5
3.7	3.5	3.1	3.4	3.1	14	WGAR 1220 am	A/C	14	14	8	9	9	18/62	BLAIR	ABC-E	2.2
1.3	0.9	1.5	2.0	2.1	15	WRQC 92.3 fm	CHR	13	4	9	15	21	27/41	MASLA	ABC-R	3.3
2.1	1.9	2.7	1.6	1.8	16	WABQ 1540 am	Rel	20	13	20	18	17	9/118		SHRDN	3.6
2.9	2.4	2.4	1.7	1.7	17	WCLV 95.5 fm	Clas	18	23	17	14	15	18/60	CMBS		3.4
2.4	2.3	1.6	2.7	1.7	17	WJMO 1490 am	Blk	17	9	14	16	16	19/56	MASLA	NBN	1.9
3.5	3.9	3.8	2.2	1.5	19	WHK 1420 am	Gold	16	16	18	19	18	24/45	KATZ	NBC	1.7
0.8	1.6	0.8	0.7	1.4	20	WDBN 94.9 fm	Easy	21	19	23	21	20	8/135	MASLA		0.6
1.3	1.0	0.7	0.8	1.0	21	WKDD 96.5 fm	CHR	19	8	13	20	19	24/45	KATZ		--

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WMMS	1 WLTF	1 WMMS	1 WLTF	1 WMMS	1 WLTF	A/C	18.5
2 WZAK	2 WZAK	2 WMJI	2 WZAK	2 WMJI	2 WDOK	AOR	10.4
3 WMJI	3 WMMS	3 WZAK	3 WMJI	3 WDMT	3 WZAK	BBnd	5.6
4 WGCL	4 WMJI	4 WDMT	4 WMMS	4 WLTF	4 WMJI	Blk/Urbn	13.2
5 WLTF	5 WGCL	5 WLTF	5 WGCL	5 WZAK	5 WQAL	BM/Easy	16.9
6 WDMT	6 WDMT	6 WGCL	6 WDOK	6 WGAR	6 WMMS	CHR	9.8
7 WGAR	7 WRQC	7 WGAR	7 WDMT	7 WKSW	7 WKSW	Clas	1.7
8 WWWE	8 WKSW	8 WWWE	8 WKSW	8 WDOK	8 WGCL	Ctry	4.0
9 WKSW	9 WDOK	9 WDOK	9 WQAL	9 WWWE	9 WDMT	Gold	1.5
10 WJW	10 WQAL	10 WQAL	10 WGAR	10 WQAL	10 WJW	News	4.0
						Rel	1.8
						Talk	4.0

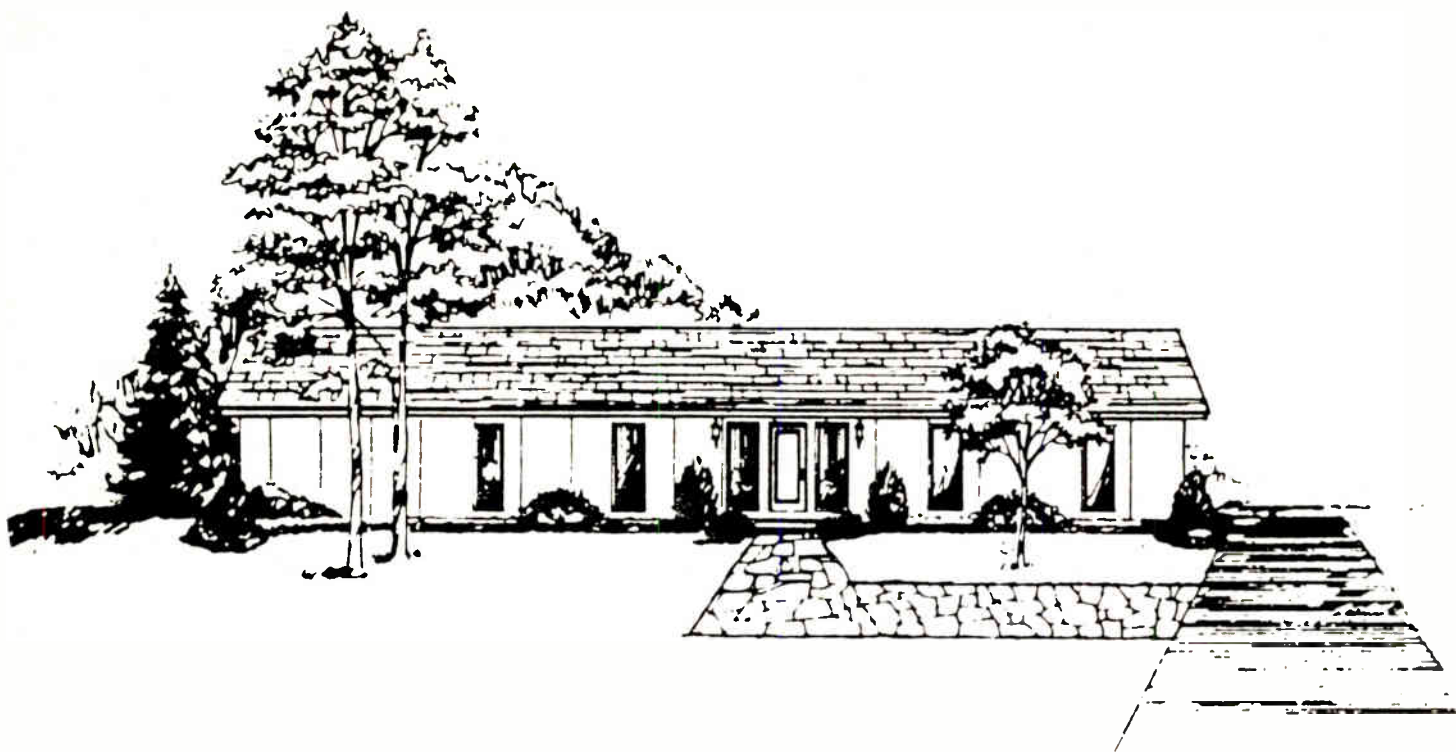
COLUMBUS #37

SPRING 83	FALL 83	SPRING 84	METRO RANK 12+ AOH	STATIONS	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	12.6	12.6	1	WLVO 96.3 fm	AOR	2	2	1	1	4	11/97	KATZ	
10.4	11.0	11.2	2	WBNS-FM 97.1	BM	6	12	9	8	3	9/115	BLAIR	
8.2	9.7	10.1	3	WXGT 92.3 fm	CHR	1	1	2	3	8	16/69	EASTMAN	CBS-R
9.0	10.6	8.6	4	WTVN 610 am	A/C	3	8	7	4	2	15/71	KATZ	ABC-E
7.0	8.4	8.4	5	WSNY 94.7 fm	A/C	4	5	3	2	1	14/77	MMR	
9.1	7.7	7.1	6	WVKO 1580 am	Urbn	8	3	5	6	6	9/120	MMR	NBN
8.9	5.9	5.7	7	WNCI 97.9 fm	A/C	5	4	4	5	7	21/53	CHRISTAL	ABC-C
4.3	4.6	5.4	8	WRMZ 99.7 fm	Ctry	7	7	6	7	5	12/87	McGAVREN	MBS
3.2	3.6	4.3	9	WMNI 920 am	Ctry	11	10	11	11	10	13/83	McGAVREN	MBS
4.1	4.9	3.7	10	WCOL 1230 am	Gold	9	17	8	9	9	16/66	EASTMAN	CBS
3.0	2.6	3.2	11	WHOK 95.5 fm	Ctry	12	6	10	10	11	14/78		AP
5.1	3.9	3.0	12	WBNS 1460 am	A/C	10	9	14	13	12	20/54	BLAIR	ABC-I
2.5	1.5	1.5	13	WBBY 103.9 fm	Jazz	13	18	12	14	14	20/53		RKO-2
0.6	1.0	1.4	14	WCKX 106.3 fm	Ctry	18	13	16	12	13	6/177	REGIONAL	
1.5	0.4	1.4	14	WLW 700 am	A/C	14	14	15	16	16	19/56	EASTMAN	NBC
1.2	1.3	1.4	14	WRFD 880 am	Rel	15	11	13	15	15	16/69	PRO RADIO	ABC-D

DEMOGRAPHIC RANK

FORMAT REACH

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 WLVO	1 WSNY	A/C 27.1
2 WXGT	2 WLVO	2 WXGT	2 WXGT	2 WTVN	2 WBNS-FM	AOR 12.6
3 WSNY	3 WXGT	3 WSNY	3 WLVO	3 WSNY	3 WTVN	Bk/Urbn 7.1
4 WNCI	4 WVKO	4 WTVN	4 WNCI	4 WRMZ	4 WNCI	BM/Easy 11.2
5 WVKO	5 WNCI	5 WRMZ	5 WVKO	5 WVKO	5 WRMZ	CHR 10.1
6 WRMZ	6 WRMZ	6 WNCI	6 WTVN	6 WBNS-FM	6 WVKO	Ctry 14.3
7 WTVN	7 WTVN	7 WVKO	7 WBNS-FM	7 WCOL	7 WXGT	Gold 3.7
8 WCOL	8 WBNS-FM	8 WCOL	8 WRMZ	8 WXGT	8 WLVO	Jazz 1.5
9 WMNI	9 WCOL	9 WBNS-FM	9 WCOL	9 WNCI	9 WCOL	Rel 1.4
10 WHOK	10 WHOK	10 WHOK	10 WHOK	10 WHOK	10 WMNI	



THE INSTANT RADIO STATION

We can custom design and build your new radio station here in Ohio. Install all of the cabinets and equipment in it, wire it and then take it apart and deliver it to you in far less time than you can do it yourself.

These buildings are super energy efficient and cost less than local construction. The en-

tire station package including transmitter and tower can be leased for 4, 5, 6 or 7 years for as little as one month down with buy back at the end of the lease period.

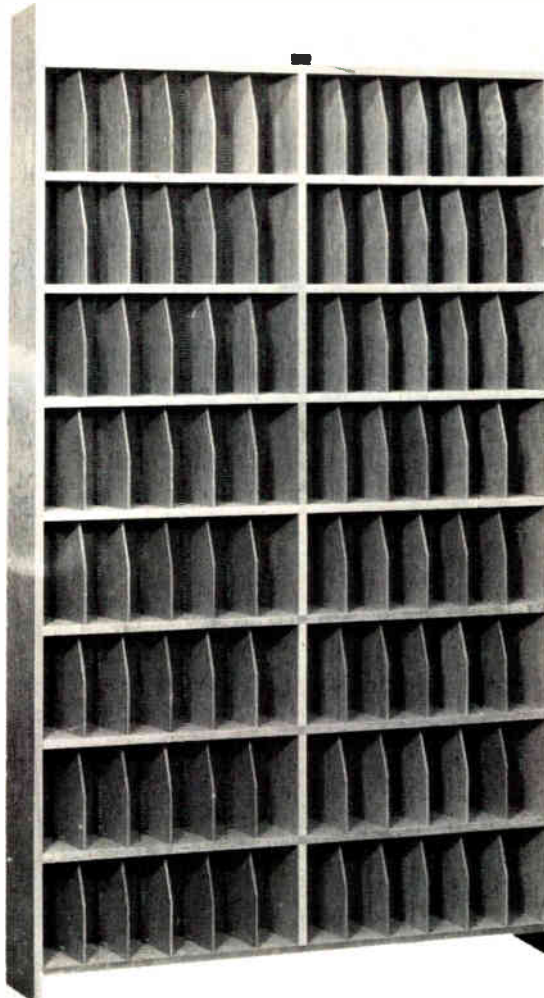
Get on the air months sooner with far less headaches by buying or leasing our superb stations.

Call or write for details.

Grinnan Fixture Co.

16041 Georgetown St., N.E., Minerva, Ohio 44657 Phone: 216-862-2799

7" RECORD CABINETS



MODEL
GS 0748

All cabinets in this series are 7-5/8" Deep x 84" High

Model	Width	Capacity	Natural Finish	Walnut Finish
			Price	Price
GS0724	24"	1200	190.00	261.75
GS0736	36"	1800	230.00	314.25
GS0748	48"	2400	270.00	366.75

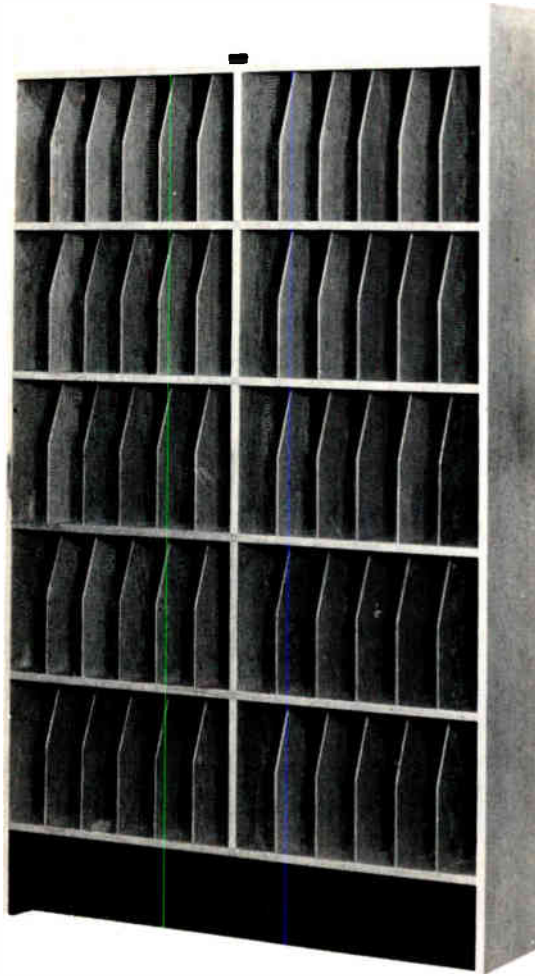
Walnut Finish Cabinets have Walnut Formica Exterior and Solid Black Walnut Moulding

Add W to code number when ordering Walnut cabinets

Grinnan Fixture Co.

16041 Georgetown St., N.E., Minerva, Ohio 44657 Phone: 216-862-2799

12" RECORD CABINETS



MODEL
GS 4812

All cabinets in this series are 12-5/8" Deep x 84" High

Model	Width	Capacity	Natural Finish Price	Walnut Finish Price
GS2412	24"	750	180.00	246.75
GS3612	36"	1125	220.00	299.25
GS4812	48"	1500	260.00	351.75

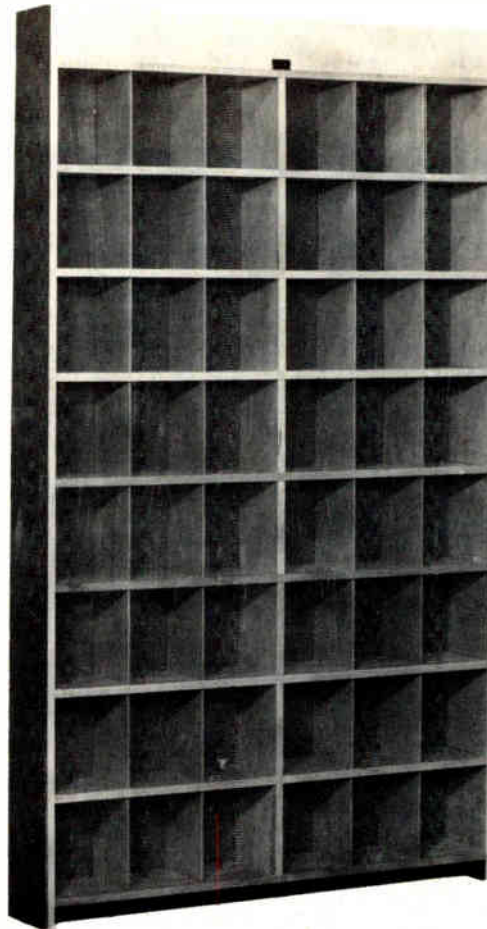
Walnut Finish Cabinets Have Walnut Formica Exterior and Solid Black Walnut Moulding

Add W to code number with ordering Walnut cabinets

Grinnan Fixture Co.

16041 Georgetown St., N.E., Minerva, Ohio 44657 Phone: 216-862-2799

5" 7" 10 1/2" TAPE CABINETS



MODEL
TC 0748

All cabinets in this series are 84" High x 5-5/8" Deep — 7-5/8" Deep and 11-5/8" Deep

	Model	Width	Capacity	Natural Finish Price	Walnut Finish Price
For 5" Tapes	TC0524	24"	310	190.00	261.75
	TC0536	36"	465	230.00	314.25
	TC0548	48"	620	270.00	366.75
For 7" Tapes	TC0724	24"	248	190.00	261.75
	TC0736	36"	372	230.00	314.25
	TC0748	48"	496	270.00	366.75
For 10½" Tapes	TC1124	24"	155	180.00	246.75
	TC1136	36"	232	220.00	299.25
	TC1148	48"	310	260.00	351.75

Walnut Finish Cabinets Have Walnut Formica Exterior and Solid Black Walnut Moulding

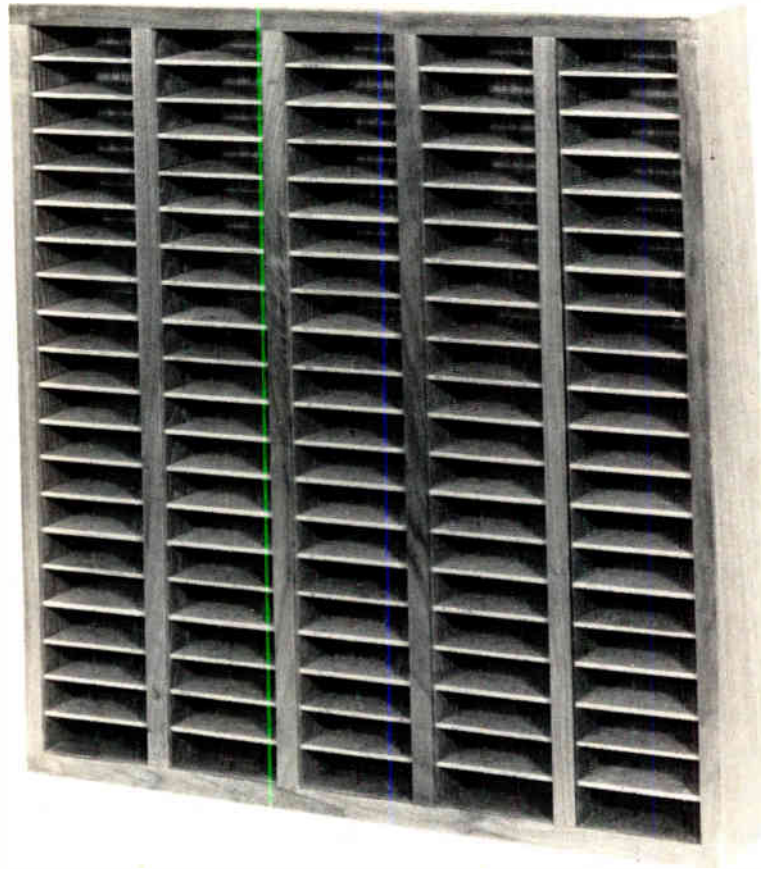
Add W to code number when ordering Walnut cabinets

Grinnan Fixture Co.

16041 Georgetown St., N.E., Minerva, Ohio 44657 Phone: 216-862-2799

CART CABINETS

Table or Wall Mounting



MODEL
CC 0520

Model	Carts	Wide	Carts High	Price
CC0505	5	X	5	25.00
CC0510	5	X	10	50.00
CC0515	5	X	15	75.00
CC0520	5	X	20	100.00
CC0525	5	X	25	125.00
CC1005	10	X	5	50.00
CC1010	10	X	10	100.00
CC1015	10	X	15	150.00
CC1020	10	X	20	200.00
CC1025	10	X	25	250.00

Prices include Aluminum mounting angles.

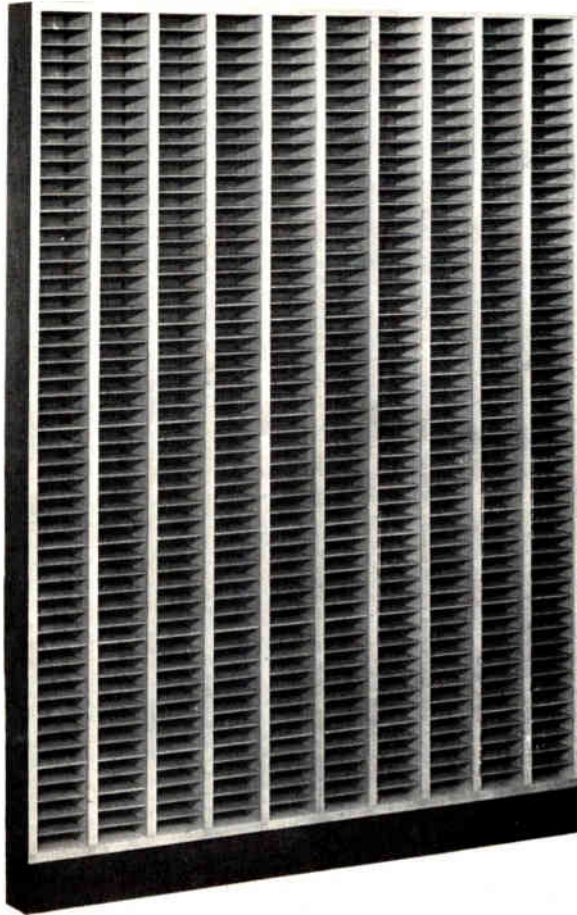
(Add \$10.00 to these prices for Formica back)

Grinnan Fixture Co.

16041 Georgetown St., N.E., Minerva, Ohio 44657 Phone: 216-862-2799

CART CABINETS

Free Standing on Floor
(Must Be Fastened To Wall)



MODEL
CC 1050

All cabinets in this series are 67-5/8" High x 4'-7/16" Deep

Model	Number of Rows	Capacity	Price
CC0250	2	100	100.00
CC0350	3	150	150.00
CC0450	4	200	200.00
CC0550	5	250	250.00
CC0650	6	300	300.00
CC0750	7	350	350.00
CC0850	8	400	400.00
CC0950	9	450	450.00
CC1050	10	500	500.00

Grinnan Fixture Co.

16041 Georgetown St., N.E., Minerva, Ohio 44657 Phone: 216-862-2799

CART LAZY SUSAN



MODEL
LS 0240

Both models are 20" x 20"

Model LS 0240-L 4" Base 30 $\frac{3}{4}$ " High 335.00

Model LS 0240-H 12" Base 38 $\frac{3}{4}$ " High 365.00

Holds 240 Carts.

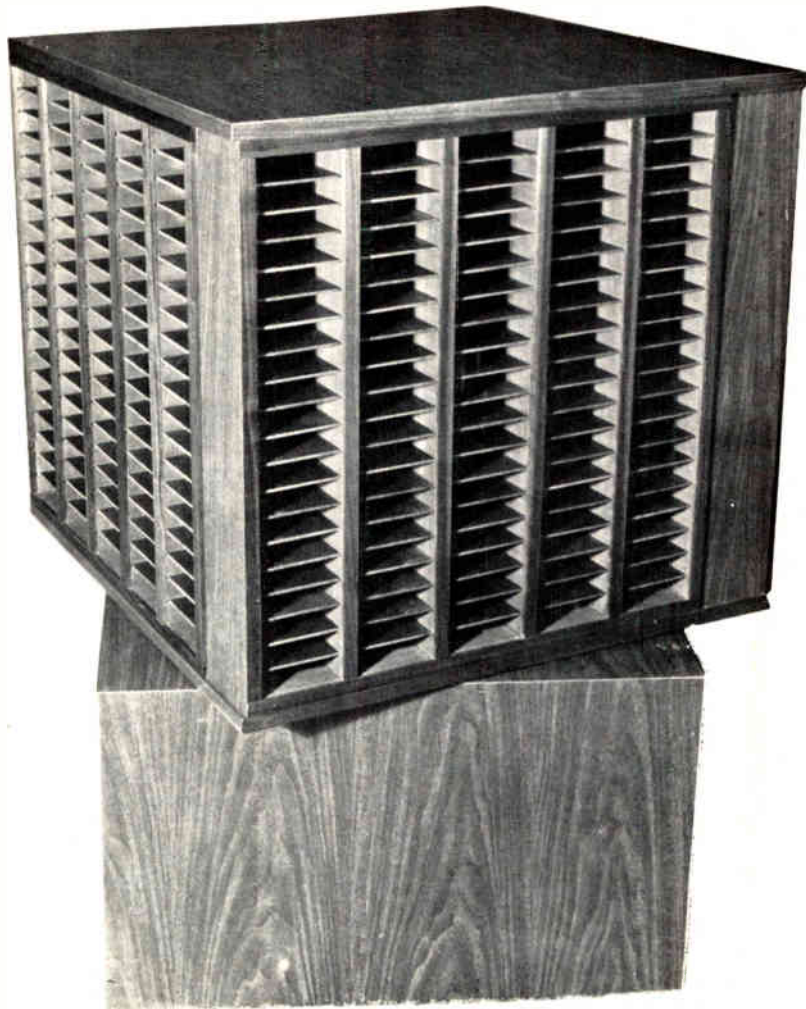
Rotates on Lazy Susan Bearings.

Turns without effort.

Grinnan Fixture Co.

16041 Georgetown St., N.E., Minerva, Ohio 44657 Phone: 216-862-2799

CART LAZY SUSAN



MODEL
LS 0400

Both models are 29-5/8" x 29-5/8"

Model LS 0400-L 4" Base 30³/₄" High 495.00

Model LS 0400-H 12" Base 38³/₄" High 525.00

Holds 400 carts.

Rotates on Lazy Susan bearings.

Turns without effort.

Grinnan Fixture Co.

16041 Georgetown St., N.E., Minerva, Ohio 44657 Phone: 216-862-2799

DALLAS-FT. WORTH #9

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ ADJ	STATIONS	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
7.6	10.8	9.4	10.2	1	KVIL-FM 103.7	A/C	1	7	1	1	1	12/94	BLAIR		13.0
5.6	5.6	5.9	7.1	2	KKDA-FM 104.5	Urbn	11	2	2	2	6	9/121	SELCOM	AP	8.9
6.5	7.7	8.1	7.1	2	KRLD 1080	am News	2	23	15	13	7	15/73	KATZ	CBS	6.4
7.4	6.0	7.4	6.6	4	KSCS 96.3	fm Ctry	6	9	7	3	2	13/83	EASTMAN		5.8
6.0	5.4	6.9	6.3	5	WBAP 820	am Ctry	5	11	12	8	4	14/77	EASTMAN	ABC-I	4.1
4.5	4.6	5.0	5.9	6	KAFM 92.5	fm CHR	3	1	4	6	13	16/67	TORBET		5.6
6.6	6.0	6.2	5.9	6	KMEZ-FM 100.3	BM	9	14	17	11	3	12/91	McGAVREN		4.5
5.9	5.5	5.2	4.7	8	KPLX 99.5	fm Ctry	10	8	8	4	5	15/73	RKO	AP	6.4
5.0	4.9	4.9	4.5	9	KZEW 97.9	fm AOR	8	4	3	5	10	17/65	MMR	NBC-S	6.5
5.4	4.7	5.3	4.3	10	KEGL 97.1	fm AOR	4	3	6	9	15	21/51	HILLIER	ABC-C	5.8
4.3	4.5	3.8	4.0	11	KTXQ 102.1	fm AOR	7	5	5	7	17	20/55	CHRISTAL	ABC-R	7.3
3.1	3.6	3.0	3.4	12	KOAX 105.3	fm BM	15	22	20	16	11	12/88	BLAIR		1.4
3.7	4.6	3.7	3.2	13	KNOK 107.5	fm Urbn	14	6	10	12	12	13/81	W & P	RKO-1	2.5
3.0	2.7	2.6	2.9	14	KMGC 102.9	fm A/C	12	10	9	10	8	19/57	SELCOM		3.6
1.7	1.2	1.2	2.1	15	KAAM 1310	am Gold	17	20	16	14	9	14/80	TORBET		1.2
2.4	2.4	1.9	2.1	15	KLUV 98.7	fm A/C	13	21	11	15	14	22/49	CBS SPOT	ABC-F	1.7
--	--	--	1.7	17	KFJZ 870	am BBnd	24	26	27	26	24	9/125	P MILLER	ABC-D	--
0.9	1.0	1.5	1.7	17	KLIF 1190	am Ctry	18	28	24	24	21	14/80	RKO	NBC	0.8
2.6	1.4	1.2	1.7	17	KRQX 570	am Gold	16	15	13	17	16	18/59	MMR	ABC-E	1.6
1.6	1.9	0.9	1.5	20	KPBC 1040	am Rel	22	18	14	18	18	10/110			0.8
1.3	1.1	0.9	1.4	21	WRR 101.1	fm Clas	20	19	25	22	22	13/85	CMBS	ABC-D	0.8
1.7	0.6	0.7	1.1	22	KKDA 730	am Blk	23	12	21	20	20	14/78	SELCOM	AP	1.0
1.6	1.0	1.7	1.0	23	KESS 94.1	fm Span	25	25	19	19	19	13/86	CABALLERO		0.7

Continued on Page 90

DAYTON #49

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ACH	STATIONS	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
10.4	13.9	14.4	1	WHIO-FM 99.1	BM	1	18	7	2	1	11/101	CHRISTAL		12.7
12.6	12.4	13.6	2	WTUE 104.7 fm	AOR	3	2	1	1	2	10/108	McGAVREN		20.3
9.9	9.1	9.8	3	WHIO 1290 am	A/C	2	9	10	8	3	15/74	CHRISTAL	CBS	7.0
7.1	7.5	7.6	4	WONE 980 am	Ctry	5	6	8	5	5	13/85	McGAVREN	ABC-D	7.8
--	--	6.6	5	WGTV 92.9 fm	CHR	6	1	6	9	9	12/87	KATZ	MBS	7.6
5.8	5.8	6.4	6	WDAO 107.7 fm	Urbn	7	3	5	4	6	11/95	EASTMAN	SHRDN	9.0
5.5	5.4	5.4	7	WING 1410 am	A/C	4	12	4	3	4	19/58	KATZ	ABC-I	4.1
4.8	4.9	4.4	8	WYMJ 103.9 fm	A/C	8	7	3	6	7	15/70	TORBET	RKO-1	1.5
4.4	5.4	3.9	9	WVUD 99.9 fm	CHR	9	10	2	7	8	17/63	MASLA	CBS-R	3.8
6.7	2.5	3.6	10	WAVI 1210 am	Talk	11	21	20	16	11	11/99	EASTMAN	ABC-E	2.6
2.7	3.0	3.0	11	WLW 700 am	A/C	10	24	13	11	10	19/56	EASTMAN	NBC	3.5
4.7	2.7	2.1	12	WBLZ 103.5 fm	Urbn	12	5	12	14	13	19/57	MASLA	SHRDN	1.3
1.0	2.8	2.1	12	WSKS 96.5 fm	AOR	13	4	9	12	15	18/59	BLAIR	ABC-R	2.9
2.1	2.3	1.9	14	WBZI 95.3 fm	Ctry	16	13	15	13	14	15/71		RKO-2	1.7
0.6	0.9	1.8	15	WLLT 94.9 fm	A/C	15	14	11	10	12	18/61	HILLIER		0.5
0.5	1.1	1.3	16	WPTW-FM 95.7	A/C	19	19	22	24	22	13/84	REGIONAL		0.9
1.1	0.5	1.2	17	WFCJ 93.7 fm	Rel	17	17	17	17	17	17/63	PEARSE	AP	0.4
2.4	1.8	1.0	18	WPFM-FM 105.9	CHR	14	8	14	15	16	33/33	LOTUS	MBS	1.0

DEMOGRAPHIC RANK

FORMAT REACH

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 WTUE	1 WHIO-FM	1 WHIO-FM	A/C	25.7
2 WVUD	2 WYMJ	2 WHIO-FM	2 WHIO-FM	2 WTUE	2 WONE	AOR	15.7
3 WING	3 WVUD	3 WING	3 WYMJ	3 WING	3 WDAO	Blk/Urbn	8.5
4 WDAO	4 WGTZ	4 WVUD	4 WDAO	4 WHIO	4 WHIO	BM/Easy	14.4
5 WGTZ	5 WING	5 WDAO	5 WONE	5 WVUD	5 WYMJ	CHR	11.5
6 WLW	6 WDAO	6 WHIO	6 WING	6 WYMJ	6 WING	Ctry	9.5
7 WSKS	7 WHIO-FM	7 WONE	7 WVUD	7 WLW	7 WTUE	Rel	1.2
8 WYMJ	8 WONE	8 WGTZ	8 WHIO	8 WONE	8 WVUD	Talk	3.6
9 WONE	9 WLLT	9 WYMJ	9 WGTZ	9 WDAO	9 WGTZ		
10 WHIO-FM	10 WSKS	10 WLW	10 WLLT	10 WGTZ	10 WLLT		

DENVER-BOULDER #23

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AOR	STATIONS	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
9.4	8.9	9.5	9.9	1	KOSI 101.1	fm BM	2	8	9	1	1	11/103	BLAIR		7.8
3.1	6.5	6.8	7.9	2	KPKE 95.7	fm CHR	1	1	2	5	13	14/75	HILLIER		9.9
6.0	7.3	6.7	5.7	3	KOA 850	am Talk	6	14	18	12	8	17/64	KATZ	CBS	4.5
5.3	4.2	4.7	5.2	4	KIMN 950	am CHR	3	3	7	4	5	20/55	BLAIR	ABC-C	6.3
--	--	--	5.0	5	KMJI 100.3	fm A/C	7	13	4	2	2	16/70	CHRISTAL		4.3
5.4	4.6	5.0	5.0	5	KOAQ 103.5	fm CHR	5	6	1	3	7	19/56	KATZ	CBS-R	6.2
6.0	5.9	5.1	4.9	7	KYGO 98.5	fm Ctry	11	10	10	9	4	13/85	BLAIR		4.0
4.3	4.5	3.7	4.7	8	KHOW 630	am A/C	9	9	11	6	3	15/74	EASTMAN	RKO-1	3.4
6.7	5.1	6.0	4.4	9	KBPI 105.9	fm AOR	4	2	6	10	12	22/49	SELCOM		6.0
5.6	4.0	3.8	4.2	10	KAZY 106.7	fm AOR	8	5	5	8	16	18/61	McGAVREN	NBC-S	5.8
3.7	5.2	4.4	4.0	11	KBCO 97.3	fm AOR	13	11	3	7	6	14/76	MASLA		6.0
4.3	3.3	4.5	4.0	11	KLZ 560	am Ctry	12	12	17	13	10	15/73	McGAVREN	ABC-I	4.4
4.6	3.5	3.4	3.3	13	KPPL 107.5	fm A/C	10	7	8	11	9	20/55	MMR		3.5
5.0	3.8	3.6	3.2	14	KEZW 1430	am BBnd	16	27	31	25	20	12/88	CHRISTAL	MBS	2.1
1.8	2.6	2.3	2.9	15	KNUS 710	am N/T	14	26	20	17	14	16/67	SELCOM	ABC-I	2.4
4.1	4.1	3.5	2.5	16	KVOD 99.5	fm Clas	15	19	19	15	11	17/64	TORBET		3.8
1.2	1.1	2.5	2.4	17	KDKO 1510	am Urbn	20	4	13	16	19	11/98	R A LAZAR		2.6
2.3	2.2	2.6	2.0	18	KRZN 1150	am Gold	17	21	12	14	15	17/65	W & P		1.2
0.9	0.6	1.1	1.6	19	KBRQ 1280	am Ctry	22	20	22	19	18	14/78	TORBET	ABC-E	0.3
1.6	1.3	1.6	1.6	19	KDEN 1340	am News	19	24	32	33	29	18/62	SAVALLI	NBC	1.4
1.8	2.0	1.8	1.5	21	KBRQ-FM 103.1	fm Ctry	18	17	16	18	17	20/54	TORBET	ABC-E	2.3
0.8	0.7	1.3	1.4	22	KKBB 1090	am Easy	21	23	33	23	22	16/67	P-W RADIO	AP	0.9
0.3	0.7	--	1.0	23	KADE 1190	am AOR	26	16	14	21	26	10/106	MASLA	MBS	0.3
1.3	2.0	0.5	1.0	23	KTCL 93.3	fm AOR	24	25	15	20	21	16/67	PRO RADIO		1.7

Continued on Page 91

DETROIT #6

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MIN'S LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.8	14.6	9.6	7.6	11.4	1	WJR 760	am Misc	1	8	9	2	1	13/82	EASTMAN	NBC	11.8
7.0	6.5	7.3	9.1	8.4	2	WJOI 97.1	fm BM	5	18	17	8	2	9/115	CBS SPOT		5.3
4.7	6.2	5.0	5.7	5.9	3	WJLB 97.9	fm Blk	7	3	2	4	7	13/81	MASLA		6.4
6.1	5.2	5.3	6.2	5.4	4	WRIF 101.1	fm AOR	3	5	1	1	5	17/66	BLAIR	ABC-R	7.6
5.5	4.5	3.9	5.0	5.3	5	WXYZ 1270	am Talk	13	25	18	15	12	10/106	BLAIR	ABC-I	3.5
5.4	5.7	5.3	4.8	4.7	6	WLLZ 98.7	fm AOR	4	1	7	10	17	18/62	McGAVREN		6.9
6.3	5.8	5.3	4.3	4.6	7	WDRQ 93.1	fm Urbn	10	4	4	6	8	14/76	HILLIER		7.6
4.5	3.3	3.8	4.2	4.6	7	WHYT 96.3	fm CHR	2	2	6	9	14	21/52	EASTMAN	ABC-C	6.6
4.8	4.4	6.3	5.9	4.6	7	WWJ 950	am News	8	21	20	16	11	16/66	CBS SPOT	CBS	3.1
4.7	5.2	4.5	4.8	4.3	10	WNIC-FM 100.3	A/C	6	12	3	3	4	18/59	RKO		4.5
3.7	3.6	2.9	4.0	4.2	11	WOMC 104.3	fm A/C	11	13	5	5	3	15/74	KATZ	RKO-2	1.9
3.3	3.2	3.1	3.6	4.1	12	WCZY 95.5	fm CHR	9	6	8	7	6	18/59	HILLIER		4.0
3.6	3.5	6.0	3.9	2.9	13	WMJC 94.7	fm A/C	12	10	10	11	9	21/51	MMR	RKO-1	2.5
2.4	1.9	2.2	3.3	2.7	14	WCXI 1130	am Ctry	19	27	21	18	16	11/99	SELCOM	MBS	2.2
1.8	1.9	2.3	2.1	2.5	15	WCXI-FM 92.3	Ctry	17	15	14	13	10	13/84	SELCOM	ABC-E	3.0
1.8	2.1	2.4	2.0	2.5	15	WJZZ 105.9	fm Jazz	16	16	11	12	15	14/80	W & P		2.2
3.6	2.8	3.5	3.1	2.3	17	WVWW 106.7	fm Ctry	14	19	19	14	13	16/67	CHRISTAL	AP	3.3
1.6	1.6	1.5	1.6	1.8	18	WQRS 105.1	fm Clas	20	29	23	24	22	16/68	CMBS		2.1
0.7	0.5	0.6	1.0	1.6	19	WCHB 1440	am Blk	23	9	24	23	20	12/89	W&P	NBN	1.0
3.5	2.4	1.9	1.8	1.6	19	WCLS 99.5	fm A/C	15	17	12	17	18	21/51	SELCOM	NBC-S	1.2
1.4	1.4	1.3	1.1	1.3	21	WGPR 107.5	fm Blk	22	11	13	19	23	18/60	R A LAZAR	SHRDN	1.5
1.1	1.0	1.6	1.7	1.3	21	WLBS 102.7	fm Urbn	21	7	15	20	24	20/54	UNIREP		2.1
2.2	1.5	1.8	1.5	1.2	23	CKLW 800	am A/C	18	14	16	21	21	26/41	CHRISTAL		0.9
1.1	1.8	1.3	1.6	1.2	23	WHND 580	am Gold	24	22	22	22	19	14/75	MMR	ABC-C	1.3

Continued on Page 91

SPECIAL EDITION

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*SPRING ABB. METRO MON.-SUN. 6 AM-MID. CUME

BUFFALO #32

Continued from Page 79

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WGRQ	1 WBUF	1 WGRQ	1 WBUF	1 WBUF	1 WJYE	A/C 28.5
2 WPHD	2 WNYS-FM	2 WBUF	2 WKBW	2 WYRK	2 WBUF	AOR 8.2
3 WBUF	3 WKBW	3 WPHD	3 WNYS-FM	3 WJYE	3 WBEN	BBnd 7.3
4 WRXT	4 WPHD	4 WJYE	4 WYRK	4 WBEN	4 WKBW	Blk/Urbn 4.2
5 WNYS-FM	5 WBEN-FM	5 WYRK	5 WJYE	5 WKBW	5 WYRK	BM/Easy 10.8
6 WKBW	6 WGRQ	6 WKBW	6 WBEN	6 WNYS-FM	6 WGR	CHR 20.9
7 WBEN-FM	7 WBLK	7 WBEN	7 WPHD	7 WPHD	7 WNYS-FM	Ctry 7.1
8 WYRK	8 WYRK	8 WNYS-FM	8 WBLK	8 WBLK	8 WBLK	Rel 1.5
9 WBLK	9 WYSL	9 WRXT	9 WBEN-FM	9 WRXT	9 WBEN-FM	
10 WYSL	10 WGR	10 WBLK	10 WGR	10 WGRQ	10 WPHD	

CHICAGO #3

Continued from Page 81

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WGN	1 WGCI-FM	A/C 11.0
2 WLUP	2 WKQX	2 WLS-FM	2 WKQX	2 WGCI-FM	2 WLOO	AOR 9.1
3 WLS-FM	3 WBMX	3 WLUP	3 WCLR	3 WLS-FM	3 WCLR	BBnd 4.9
4 WXRT	4 WCLR	4 WGN	4 WBMX	4 WCLR	4 WKQX	Blk/Urbn 14.5
5 WKQX	5 WBBM-FM	5 WBMX	5 WLOO	5 WUSN	5 WGN	BM/Easy 5.6
6 WBMX	6 WLS-FM	6 WKQX	6 WLAK	6 WLS	6 WLAK	CHR 15.9
7 WMET	7 WLUP	7 WXRT	7 WBBM-FM	7 WFYR	7 WFYR	Clas 1.6
8 WLS	8 WLAK	8 WLS	8 WFYR	8 WKQX	8 WMAQ	Ctry 8.5
9 WGN	9 WFYR	9 WCLR	9 WLS-FM	9 WMAQ	9 WBMX	News 4.5
10 WOJO	10 WMET	10 WFYR	10 WLS	10 WBMX	10 WLS	Span 2.0
						Talk 11.5

DALLAS-FT. WORTH #9

Continued from Page 85

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KZEW	1 KVIL-FM	1 KVIL-FM	1 KVIL-FM	1 KVIL-FM	1 KVIL-FM	A/C 15.2
2 KTXQ	2 KKDA-FM	2 KZEW	2 KKDA-FM	2 WBAP	2 KSCS	AOR 12.8
3 KEGL	3 KAFM	3 KTXQ	3 KSCS	3 KSCS	3 KMEZ-FM	BBnd 1.7
4 KVIL-FM	4 KSCS	4 KPLX	4 KAFM	4 KRLD	4 KKDA-FM	Blk/Urbn 11.4
5 KKDA-FM	5 KMGC	5 KSCS	5 KPLX	5 KPLX	5 KPLX	BM/Easy 9.3
6 KPLX	6 KLUV	6 KKDA-FM	6 KMGC	6 KMEZ-FM	6 KMGC	CHR 5.9
7 KSCS	7 KZEW	7 WBAP	7 KMEZ-FM	7 KAAM	7 KRLD	Clas 1.4
8 KAFM	8 KEGL	8 KEGL	8 KLUV	8 KKDA-FM	8 WBAP	Ctry 19.3
9 KRQX	9 KPLX	9 KRLD	9 KNOK-FM	9 KZEW	9 KAFM	Gold 3.8
10 WBAP	10 KNOK-FM	10 KAAM	10 KEGL	10 KTXQ	10 KOAX	News 7.1
						Rel 1.5
						Span 1.0

DENVER-BOULDER #23

Continued from Page 87

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KBCO 2 KAZY 3 KPKE 4 KMJI 5 KOAQ 6 KBPI 7 KIMN 8 KRZN 9 KHOW 10 KOSI	1 KOAQ 2 KPKE 3 KMJI 4 KPPL 5 KBPI 6 KBCO 7 KIMN 8 KOSI 9 KAZY 10 KDKO	1 KBCO 2 KAZY 3 KMJI 4 KHOW 5 KIMN 6 KOSI 7 KPKE 8 KYGO 9 KOAQ 10 KBPI	1 KOSI 2 KOAQ 3 KMJI 4 KPKE 5 KIMN 6 KPPL 7 KBPI 8 KYGO 9 KHOW 10 KBCO	1 KOSI 2 KMJI 3 KHOW 4 KBCO 5 KYGO 6 KIMN 7 KOA 8 KLZ 9 KNUS 10 KBPI	1 KOSI 2 KIMN 3 KMJI 4 KOAQ 5 KYGO 6 KHOW 7 KPPL 8 KOA 9 KPKE 10 KLZ	A/C ██████████ 13.0 AOR ██████████ 14.6 BBnd ██████████ 3.2 Blk/Urbn ██████████ 2.4 BM/Easy ██████████ 11.3 CHR ██████████ 18.1 Clas ██████████ 2.5 Ctry ██████████ 12.0 Gold ██████████ 2.0 News ██████████ 3.1 Talk ██████████ 7.1

DETROIT #6

Continued from Page 88

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WRIF 2 WLLZ 3 WJLB 4 WJR 5 WNIC-FM 6 WHYT 7 WJZZ 8 WOMC 9 WDRQ 10 WMJC	1 WNIC-FM 2 WDRQ 3 WJLB 4 WOMC 5 WCZY 6 WHYT 7 WRIF 8 WMJC 9 WLLZ 10 WCLS	1 WRIF 2 WJR 3 WJLB 4 WLLZ 5 WNIC-FM 6 WJZZ 7 WOMC 8 WJOI 9 WMJC 10 WDRQ	1 WOMC 2 WNIC-FM 3 WDRQ 4 WCZY 5 WJLB 6 WHYT 7 WJOI 8 WJR 9 WRIF 10 WMJC	1 WJR 2 WRIF 3 WJOI 4 WNIC-FM 5 WOMC 6 WJZZ 7 WCXI-FM 8 WJLB 9 WWJ 10 WCZY	1 WOMC 2 WJR 3 WJOI 4 WNIC-FM 5 WCZY 6 WDRQ 7 WMJC 8 WJLB 9 WHYT 10 WWW	A/C ██████████ 14.2 AOR ██████████ 10.1 Blk/Urbn ██████████ 14.7 BM/Easy ██████████ 8.4 CHR ██████████ 8.7 Clas ██████████ 1.8 Ctry ██████████ 7.5 Gold ██████████ 1.2 Jazz ██████████ 2.5 Misc ██████████ 11.4 News ██████████ 4.6 Talk ██████████ 5.3

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GREENSBORO-WINSTON SALEM-HIGH POINT #47

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
16.1	16.6	16.9	1	WTQR 104.1 fm	Ctry	1	7	3	1	1	9/119	McGAVREN	
3.6	7.2	8.8	2	WMAG 99.5 fm	A/C	2	6	1	2	2	13/82	MMR	ABC-E
7.1	6.4	8.2	3	WGLD 100.3 fm	BM	4	17	8	6	4	12/92	CHRISTAL	
9.2	8.5	8.1	4	WQMG 97.1 fm	Urbn	6	4	2	3	3	9/128	HILLIER	CBS-R
3.4	6.5	6.8	5	WKZL 107.5 fm	AOR	5	1	4	4	6	12/90	KATZ	ABC-R
7.4	4.8	6.8	5	WSEZ 93.1 fm	CHR	3	2	5	5	5	14/77	TORBET	RKO-1
5.8	6.7	4.3	7	WSJS 600 am	News	7	26	23	11	7	16/69	McGAVREN	NBC
3.2	3.6	3.8	8	WDCG 105.1 fm	CHR	9	3	6	7	12	14/78	BLAIR	RKO-1
3.1	2.2	3.3	9	WAIR 1340 am	Blk	10	5	9	9	8	11/96	TORBET	
2.5	1.7	3.3	9	WMFR 1230 am	A/C	14	28	27	18	13	9/124	MMR	ABC-I
3.5	3.3	2.6	11	WAAA 980 am	Blk	13	9	11	12	11	12/92	PRO RADIO	NBN
3.3	3.5	2.6	11	WEAL 1510 am	Blk	15	11	10	10	9	10/108	HILLIER	SHRDN
5.4	4.1	2.6	11	WRQK 98.7 fm	CHR	8	8	7	8	10	23/47	EASTMAN	MBS
3.3	2.5	2.5	14	WBIG 1470 am	BBnd	12	27	20	24	16	13/84	BLAIR	CBS
1.0	1.9	1.5	15	WSMX 1500 am	Rel	24	30	12	13	14	6/195		SHRDN
0.7	0.9	1.4	16	WCOG 1320 am	Gold	11	10	14	14	15	23/46	MASLA	ABC-C
1.8	2.4	1.3	17	WHPE 95.5 fm	Rel	19	18	18	16	22	11/100		
2.1	0.7	1.2	18	WPET 950 am	Rel	20	29	21	19	19	11/97	EASTMAN	
0.7	1.2	1.0	19	WTNC 790 am	A/C	29	31	29	30	31	7/154		
1.5	2.0	1.0	19	WWMO 102.1 fm	Rel	16	12	26	23	24	20/55		

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WKZL	1 WMAG	1 WTQR	1 WTQR	1 WTQR	1 WTQR	A/C	13.1
2 WQMG	2 WTQR	2 WKZL	2 WMAG	2 WQMG	2 WMAG	AOR	6.8
3 WTQR	3 WQMG	3 WQMG	3 WQMG	3 WMAG	3 WGLD	BBnd	2.5
4 WSEZ	4 WSEZ	4 WMAG	4 WSEZ	4 WKZL	4 WSEZ	Blk/Urbn	16.6
5 WMAG	5 WKZL	5 WSEZ	5 WGLD	5 WGLD	5 WQMG	BM/Easy	8.2
6 WRQK	6 WDCG	6 WGLD	6 WKZL	6 WSEZ	6 WSMX	CHR	13.2
7 WDCG	7 WRQK	7 WRQK	7 WDCG	7 WSJS	7 WSJS	Ctry	16.9
8 WGLD	8 WGLD	8 WDCG	8 WRQK	8 WEAL	8 WAIR	Gold	1.4
9 WEAL	9 WAIR	9 WEAL	9 WAIR	9 WRQK	9 WAAA	News	4.3
10 WAIR	10 WAAA	10 WAIR	10 WSMX	10 WAIR	10 WKZL	Rel	5.0

HARTFORD-NEW BRITAIN #40

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
19.7	21.1	19.3	1	WTIC 1080 am	A/C	1	7	6	2	1	11/97	KATZ	NBC
12.5	11.5	11.5	2	WTIC-FM 96.5	CHR	2	1	1	1	2	16/68	KATZ	
11.6	8.6	7.7	3	WRCH 100.5 fm	BM	5	16	10	6	3	11/97	CHRISTAL	ABC-D
5.8	5.7	5.8	4	WHCN 105.9 fm	AOR	4	2	2	3	9	16/67	MASLA	ABC-R
4.3	3.3	4.8	5	WIOF 104.1 fm	A/C	8	8	3	4	5	15/72	EASTMAN	CBS-R
4.4	4.0	4.6	6	WDRG-FM 102.9	A/C	3	4	4	5	4	23/47	McGAVREN	
4.6	5.4	4.6	6	WKSS 95.7 fm	BM	9	14	13	10	7	15/74	MMR	
2.9	3.5	4.4	8	WPOP 1410 am	News	6	21	16	13	10	17/62	EASTMAN	CBS
3.6	4.5	4.1	9	WRCQ 910 am	BBnd	11	17	20	16	13	13/81	CHRISTAL	ABC-I
4.4	4.1	3.8	10	WCCC-FM 106.9	AOR	7	3	5	7	11	20/53	SELCOM	ABC-C
3.0	2.9	3.0	11	WDRG 1360 am	A/C	10	12	11	8	6	19/56	McGAVREN	
2.7	3.3	2.6	12	WWYZ 92.5 fm	A/C	12	10	7	9	8	20/54	CBS-FM	RKO-1
1.6	1.5	2.1	13	WAQY 102.1 fm	AOR	13	5	8	11	19	23/48	EASTMAN	ABC-C
1.0	0.7	2.0	14	WMLB 1550 am	Ctry	17	25	17	15	12	10/108		MBS
2.2	2.5	1.7	15	WKND 1480 am	Blk	16	15	12	12	14	12/90	ROSLIN	NBN
1.4	1.3	1.5	16	WPLR 99.1 fm	AOR	14	6	9	14	18	31/35	CHRISTAL	
0.4	0.6	1.3	17	WRYM 840 am	Span	24	26	14	18	20	8/138	CABALLERO	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC	1 WTIC	A/C 34.3
2 WHCN	2 WIOF	2 WTIC	2 WTIC	2 WTIC-FM	2 WTIC-FM	AOR 13.2
3 WCCC-FM	3 WHCN	3 WHCN	3 WIOF	3 WRCH	3 WIOF	BBnd 4.1
4 WIOF	4 WWYZ	4 WCCC-FM	4 WDRG-FM	4 WDRG-FM	4 WRCH	Blk/Urban 1.7
5 WTIC	5 WDRG-FM	5 WDRG-FM	5 WHCN	5 WDRG	5 WDRG-FM	BM/Easy 12.3
6 WDRG-FM	6 WTIC	6 WIOF	6 WWYZ	6 WIOF	6 WDRG	CHR 11.5
7 WAQY	7 WCCC-FM	7 WRCH	7 WRCH	7 WKSS	7 WKSS	Ctry 2.0
8 WPLR	8 WAQY	8 WDRG	8 WDRG	8 WHCN	8 WWYZ	News 4.4
9 WRCH	9 WDRG	9 WPLR	9 WKSS	9 WPOP	9 WHCN	Span 1.3
10 WRYM	10 WKSS	10 WAQY	10 WCCC-FM	10 WCCC-FM	10 WMLB	

HOUSTON-GALVESTON #8

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AOR	STATIONS	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
5.3	7.6	7.7	8.7	10.7	1	KKBQ-FM 92.2	CHR	1	1	1	1	5	13/86	EASTMAN	ABC-F	12.9
6.9	7.2	6.4	7.8	9.1	2	KMJQ 102.1 fm	Urbn	5	3	2	2	3	9/116	McGAVREN		11.3
7.5	7.0	6.7	7.0	8.4	3	KODA 99.1 fm	BM	4	22	9	7	1	10/106	BLAIR		4.9
7.3	5.8	5.6	6.0	7.4	4	KSRR 96.5 fm	AOR	2	2	3	3	9	13/82	HILLIER	ABC-R	10.0
7.2	6.9	7.5	8.4	6.4	5	KIKK-FM 95.7	Ctry	6	7	7	4	2	13/85	TORBET		8.5
4.9	4.6	4.9	5.8	5.8	6	KLOL 101.9 fm	AOR	3	4	4	5	8	15/70	CHRISTAL	NBC-S	6.4
6.0	4.4	6.9	5.9	4.9	7	KILT-FM 100.3	Ctry	7	5	10	9	7	14/79	BLAIR		4.9
4.9	5.0	4.0	3.7	4.7	8	KRBE-FM 104.1	A/C	8	12	5	6	4	14/76	KATZ		4.4
5.9	5.8	5.2	4.7	3.8	9	KFMK 97.9 fm	A/C	9	16	6	8	6	16/66	SELCOM		4.3
5.4	4.0	3.8	4.4	3.5	10	KQUE 102.9 fm	A/C	13	18	25	17	12	12/89	RKO	ABC-E	2.4
4.5	5.9	4.1	5.2	3.5	10	KTRH 740 am	Talk	10	24	20	13	11	17/65	CHRISTAL	CBS	3.9
4.2	6.0	4.7	4.8	3.2	12	KLTR 93.7 fm	A/C	11	10	8	10	10	15/70	MASLA	CBS-R	3.1
3.6	3.8	5.0	3.8	3.1	13	KPRC 950 am	News	12	19	16	16	15	16/69	CBS SPOT	NBC	3.6
0.7	0.8	0.6	0.8	2.6	14	KYOK 1590 am	Blk	15	9	13	11	13	13/82	W&P		1.3
2.4	2.4	2.1	2.1	2.2	15	KKBQ 790 am	CHR	14	6	11	12	16	18/61	EASTMAN	ABC-F	2.1
1.2	1.3	1.3	0.8	1.8	16	KXYZ 1320 am	Span	18	8	12	14	18	11/103	CABALLERO		0.5
2.9	2.2	2.1	2.6	1.7	17	KILT 610 am	Ctry	16	23	14	15	14	19/57	BLAIR		1.5
0.9	2.0	1.2	1.1	1.4	18	KCOH 1430 am	Blk	20	14	26	24	23	13/87	ROSLIN	SHRDN	0.8
1.8	1.8	1.9	1.5	1.2	19	KLEF 94.5 fm	Clas	17	25	15	20	20	20/54	CMBS		2.4
1.1	1.5	1.5	2.0	1.0	20	KLAT 1070 am	Span	22	15	21	18	19	15/71	CABALLERO		0.5
1.2	1.2	1.0	0.5	1.0	20	KNUZ 1230 am	Gold	24	13	19	19	17	12/91	RKO	ABC-D	1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KSRR	1 KKBQ-FM	1 KKBQ-FM	1 KKBQ-FM	1 KODA	1 KODA	A/C	15.2
2 KKBQ-FM	2 KMJQ	2 KSRR	2 KMJQ	2 KIKK-FM	2 KIKK-FM	AOR	13.2
3 KLOL	3 KSRR	3 KLOL	3 KIKK-FM	3 KRBE-FM	3 KRBE-FM	Blk/Urbn	13.1
4 KMJQ	4 KFMK	4 KMJQ	4 KODA	4 KMJQ	4 KFMK	BM/Easy	8.4
5 KRBE-FM	5 KLTR	5 KIKK-FM	5 KFMK	5 KKBQ-FM	5 KKBQ-FM	CHR	12.9
6 KIKK-FM	6 KIKK-FM	6 KRBE-FM	6 KRBE-FM	6 KLOL	6 KRBE-FM	Clas	1.2
7 KFMK	7 KRBE-FM	7 KILT-FM	7 KSRR	7 KILT-FM	7 KILT-FM	Ctry	13.0
8 KKBQ	8 KLOL	8 KODA	8 KLTR	8 KFMK	8 KLTR	Gold	1.0
9 KLTR	9 KODA	9 KFMK	9 KILT-FM	9 KSRR	9 KSRR	News	3.1
10 KILT-FM	10 KILT-FM	10 KLTR	10 KLOL	10 KTRH	10 KLOL	Span	2.8
						Talk	3.5



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*Source: Arbitron, Spring '84

INDIANAPOLIS #36

SPRING '85	FALL '83	SPRING '84	METRO RANK 12+ ADH	STATIONS	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
14.3	15.9	16.2	1	WIBC 1070 am	A/C	2	6	4	2	1	12/94	BLAIR		18.4
9.6	14.6	15.1	2	WZPL 99.5 fm	CHR	1	1	1	1	2	13/87	HILLIER		21.0
9.1	9.9	9.6	3	WFBQ 94.7 fm	AOR	3	2	2	3	6	12/91	KATZ	NBC-S	11.4
9.7	8.6	9.6	3	WXTZ 103.3 fm	BM	4	7	8	8	4	10/104	EASTMAN		5.0
7.7	6.0	6.7	5	WENS 97.1 fm	A/C	5	8	3	4	3	15/73	CHRISTAL		6.1
8.5	6.6	6.6	6	WFMS 95.5 fm	Ctry	7	9	7	5	5	13/87	TORBET		8.6
9.7	7.7	6.0	7	WTLC 105.7 fm	Urbn	9	3	6	6	7	9/123	MCGAVREN	NBN	7.6
6.5	7.6	5.6	8	WIRE 1430 am	Ctry	8	12	10	9	8	14/79	EASTMAN	RKO-2	6.6
5.6	3.9	4.7	9	WNAP 93.1 fm	CHR	6	4	5	7	9	20/54	BLAIR		5.4
--	3.6	2.9	10	WMLF 1310 am	BBnd	11	14	16	13	12	13/81	SELCOM	NBC	1.5
3.2	1.7	2.6	11	WNDE 1260 am	A/C	10	10	9	10	10	19/57	KATZ	ABC-I	2.3
1.2	1.6	1.8	12	WGTC 92.3 fm	Ctry	12	11	14	12	11	12/92	W&P		0.8
1.5	1.1	1.6	13	WATI 810 am	BM	13	17	22	18	18	12/89	MASLA	ABC-D	0.2
0.8	1.0	1.4	14	WXIR 98.3 fm	Rel	14	5	11	11	13	11/97			1.0

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WFBQ	1 WZPL	1 WFBQ	1 WZPL	1 WIBC	1 WIBC	A/C
2 WZPL	2 WENS	2 WZPL	2 WIBC	2 WFMS	2 WZPL	AOR
3 WTLC	3 WNAP	3 WIBC	3 WENS	3 WFBQ	3 WXTZ	BBnd
4 WIBC	4 WIBC	4 WFMS	4 WNAP	4 WZPL	4 WENS	Blk/Urbn
5 WNAP	5 WFBQ	5 WENS	5 WXTZ	5 WENS	5 WFMS	BM/Easy
6 WENS	6 WTLC	6 WTLC	6 WFMS	6 WTLC	6 WIRE	CHR
7 WFMS	7 WFMS	7 WNAP	7 WFBQ	7 WXTZ	7 WTLC	Ctry
8 WNDE	8 WXTZ	8 WNDE	8 WTLC	8 WNDE	8 WNAP	Rel
9 WXTZ	9 WXIR	9 WXTZ	9 WIRE	9 WIRE	9 WFBQ	
10 WIRE	10 WNDE	10 WIRE	10 WXIR	10 WNAP	10 WMLF	

A/C	25.5
AOR	9.6
BBnd	2.0
Blk/Urbn	6.0
BM/Easy	11.2
CHR	19.8
Ctry	14.0
Rel	1.4

KANSAS CITY #29

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
4.9	7.0	9.8	9.7	1	KMBR 99.7 fm	BM	5	14	8	5	2	10/109	TORBET		7.3
8.6	7.7	9.7	8.4	2	KBEQ 104.3 fm	CHR	1	1	1	2	7	17/65	HILLIER	ABC-C	10.9
8.6	6.6	6.0	8.0	3	KCMO 810 am	N/T	2	18	10	10	6	14/78	MMR	MBS	6.1
10.9	10.6	10.7	7.7	4	WDAF 810 am	Ctry	4	19	11	7	3	13/82	KATZ	ABC-E	11.1
7.0	7.7	7.7	6.9	5	KLSI 93.3 fm	A/C	9	20	2	1	1	11/103	SELCOM	ABC-D	5.3
6.1	5.0	6.6	6.8	6	KFKF-FM 94.1	Ctry	7	10	5	4	4	13/84	McGAVREN		8.6
5.3	5.9	4.6	6.3	7	KUDL 98.1 fm	A/C	3	6	4	3	5	17/66	CHRISTAL	AP	5.2
6.0	8.7	6.3	5.9	8	KYYS 102.1 fm	AOR	6	3	3	6	12	15/73	KATZ	NBC-S	8.5
5.7	6.2	5.5	4.7	9	KPRS 103.3 fm	Blk	14	5	6	8	8	12/92	HILLIER	NBN	4.0
4.9	2.9	3.7	4.6	10	KMBZ 980 am	N/T	8	25	16	12	11	16/67	TORBET	ABC-I	3.6
4.5	4.9	4.8	4.3	11	KJLA 1190 am	BBnd	13	17	21	18	14	13/84	W&P		4.2
5.5	3.1	3.5	3.7	12	KCMO-FM 94.9	Ctry	15	8	13	11	10	15/74	MMR	CBS	2.7
4.1	4.5	4.0	3.7	12	WHB 710 am	A/C	10	11	7	9	9	20/55	BLAIR	NBC	3.8
3.8	5.6	3.2	3.0	14	KKCI 106.5 fm	AOR	11	2	9	13	17	20/54	CBS-FM	CBS-R	4.4
2.9	2.0	1.5	2.2	15	KZZC 98.9 fm	CHR	12	4	14	15	15	27/40	EASTMAN		2.2
0.7	0.7	1.0	1.8	16	KXTR 96.5 fm	Clas	17	16	17	19	18	15/73	CMBS	RKO-2	1.1
--	--	0.7	1.5	17	KCFX 100.7 fm	AOR	16	9	12	14	19	28/39			2.1
--	--	--	1.5	17	KCXL 1140 am	Urbn	20	7	15	16	13	8/134	CBS-FM		--
1.8	1.9	1.8	1.1	19	KPRT 1590 am	Rel	18	13	18	17	16	21/52	HILLIER	MBS	0.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KYYS	1 KLSI	1 KYYS	1 KLSI	1 KLSI	1 KLSI	A/C 16.9
2 KBEQ	2 KBEQ	2 KLSI	2 KBEQ	2 WDAF	2 KMBR	AOR 10.4
3 KLSI	3 KUDL	3 KFKF-FM	3 KUDL	3 KMBR	3 WDAF	BBnd 4.3
4 KFKF-FM	4 KFKF-FM	4 KBEQ	4 KMBR	4 KCMO	4 KFKF-FM	Blk/Urbn 6.2
5 KUDL	5 KPRS	5 KUDL	5 KFKF-FM	5 KFKF-FM	5 KUDL	BM/Easy 9.7
6 KKCI-FM	6 KMBR	6 WDAF	6 KPRS	6 KUDL	6 KBEQ	CHR 10.6
7 WHB	7 KYYS	7 KMBR	7 WDAF	7 KYYS	7 KPRS	Clas 1.8
8 KCMO	8 WHB	8 KCMO	8 WHB	8 WHB	8 KMBZ	Ctry 18.2
9 KPRS	9 KZZC	9 WHB	9 KCMO-FM	9 KBEQ	9 WHB	News 6.3
10 WDAS	10 KCFX	10 KPRS	10 KYYS	10 KPRS	10 KCMO-FM	Rel 1.1
						Talk 6.3

LOS ANGELES #2

SPRING '85	SUMMER '85	FALL '85	WINTER '86	SPRING '86	METRO RANK 12+ AQH	STATIONS	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
6.0	7.6	8.1	7.8	9.7	1	KIIS 102.7 fm	CHR	1	1	1	1	1	13/83	McGAVREN		10.5
7.6	7.4	5.2	5.7	7.6	2	KABC 790 am	Talk	2	19	18	4	2	12/93	KATZ	ABC-T	7.3
6.1	4.3	5.0	4.1	4.3	3	KBIG 104.3 fm	Easy	9	24	19	7	3	12/88	TORBET		2.4
4.1	4.7	4.4	4.5	4.3	3	KJOI 98.7 fm	Easy	12	10	31	19	5	12/92	SELCOM		2.1
4.1	4.3	3.6	3.3	3.9	5	KLOS 95.5 fm	AOR	3	6	2	2	12	16/67	KATZ	ABC-R	5.7
3.2	3.3	3.8	3.9	3.4	6	KMET 94.7 fm	AOR	6	7	3	3	9	17/63	EASTMAN	NBC-S	3.8
3.1	2.7	3.7	3.5	3.0	7	KNX 1070 am	News	8	39	23	26	18	18/59	CBS SPOT	CBS	3.7
3.4	3.2	3.5	3.0	2.9	8	KFWB 980 am	News	4	34	29	27	13	22/50	RAR	NBC	2.7
1.2	1.4	1.6	2.6	2.9	8	KKHR 93.1 fm	CHR	7	2	4	9	25	19/57	CBS-FM	CBS-R	3.0
2.8	3.3	2.8	3.2	2.9	8	KMPC 710 am	BBnd	13	33	36	30	19	15/72	MMR		1.9
2.6	2.3	2.7	3.5	2.7	11	KOST 103.5 fm	A/C	11	11	5	6	6	19/57	CHRISTAL		1.9
2.8	2.7	2.6	2.7	2.6	12	KIQQ 100.3 fm	CHR	5	3	9	13	26	24/46	SELCOM		1.8
3.0	3.3	2.6	2.8	2.6	12	KRTH 101.1 fm	Gold	10	15	7	5	4	20/53	RKO		2.6
2.5	1.8	3.2	2.3	2.4	14	KPRZ 1150 am	BBnd	22	41	40	34	28	12/91	McGAVREN	MBS	1.2
1.4	1.7	2.4	2.2	2.3	15	KJLH 102.3 fm	Blk	18	9	6	8	14	15/73	R A LAZAR		3.6
2.0	2.4	1.9	2.4	2.2	16	KZLA-FM 93.9	Ctry	20	20	22	16	8	15/71	BLAIR		1.8
4.4	3.5	2.6	3.0	2.1	17	KROQ-FM 106.7	AOR	15	5	8	14	30	17/66	HILLIER		3.0
2.3	2.2	2.1	1.7	2.0	18	KHTZ 97.1 fm	A/C	17	18	10	10	10	17/62	MMR	RKO-2	1.8
2.0	1.8	1.6	1.6	2.0	18	KLAC 570 am	Ctry	16	27	26	23	11	17/62	EASTMAN	ABC-D	2.5
1.7	2.3	1.8	2.1	2.0	18	KRLA 1110 am	Gold	21	16	15	11	7	15/75	HILLIER		1.7
1.8	2.0	1.8	1.4	1.8	21	KALI 1430 am	Span	31	30	11	17	21	11/96	MASLA		3.7
1.3	1.5	2.3	2.3	1.8	21	KMGG 105.9 fm	A/C	14	17	12	12	15	24/45	HILLIER	RKO-1	1.6
1.8	1.9	2.1	1.6	1.8	21	KTNQ 1020 am	Span	27	42	13	18	23	13/85	CABALLERO		1.6

Continued on Page 104

How to pick up an easy million.

KFWB ALL NEWS 98



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LOUISVILLE #45

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ ADR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
13.1	11.4	10.7	10.8	1	WLOU am 1350	Blk	11	4	2	2	2	7/160	HILLIER	NBN
8.1	10.0	9.7	10.5	2	WQMF fm 95.7	AOR	2	2	1	1	6	13/84	TORBET	
11.7	12.2	10.3	10.4	3	WAMZ fm 97.5	Ctry	4	8	4	3	1	11/100	CHRISTAL	ABC-E
8.6	9.7	12.2	10.3	4	WHAS am 840	A/C	1	7	7	4	3	17/64	CHRISTAL	ABC-I
8.5	8.6	9.4	9.0	5	WVEZ fm 106.9	BM	6	13	11	10	7	11/101	KATZ	
4.5	4.3	4.0	6.8	6	WLRS fm 102.3	CHR	3	3	3	7	10	18/60	EASTMAN	NBC-S
4.7	6.2	5.5	5.8	7	WCII am 1080	Ctry	9	9	9	8	8	15/72	EASTMAN	CBS
5.6	5.9	6.3	5.8	7	WKJJ fm 99.7	A/C	8	6	5	5	5	15/71	EASTMAN	CBS
7.2	5.4	4.8	5.8	7	WRKA fm 103.1	A/C	10	10	6	6	4	13/84	BLAIR	ABC-D
1.7	3.3	7.0	5.7	10	WJYL fm 101.7	CHR	5	1	8	9	12	17/63	HILLIER	ABC-F
7.7	4.3	5.3	4.9	11	WAVG am 970	A/C	7	12	12	12	11	19/56	EASTMAN	NBC
4.4	4.4	3.2	3.6	12	WAKY am 790	Gold	12	5	10	11	9	18/59	KATZ	MBS
2.6	2.8	1.9	2.3	13	WXVW am 1450	Easy	13	15	18	14	13	14/77	KATZ	MBS
0.7	1.3	1.5	1.3	14	WFIA am 900	Rel	14	17	17	19	19	16/66		

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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 WQMF	1 WLOU	1 WQMF	1 WAMZ	1 WAMZ	1 WLOU	A/C	26.8
2 WLOU	2 WKJJ	2 WLOU	2 WLOU	2 WHAS	2 WAMZ	AOR	10.5
3 WLRS	3 WRKA	3 WHAS	3 WRKA	3 WQMF	3 WHAS	Bk/Urbn	10.8
4 WHAS	4 WAMZ	4 WAMZ	4 WKJJ	4 WLOU	4 WRKA	BM/Easy	11.3
5 WAMZ	5 WLRS	5 WKJJ	5 WHAS	5 WRKA	5 WVEZ	CHR	12.5
6 WKJJ	6 WQMF	6 WLRS	6 WLRS	6 WKJJ	6 WKJJ	Ctry	16.2
7 WRKA	7 WJYL	7 WRKA	7 WQMF	7 WAKY	7 WCII	Gold	3.6
8 WAKY	8 WHAS	8 WAKY	8 WCII	8 WCII	8 WLRS	Rel	1.3
9 WJYL	9 WCII	9 WCII	9 WVEZ	9 WVEZ	9 WQMF		
10 WCII	10 WVEZ	10 WJYL	10 WJYL	10 WLRS	10 WAKY		

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MEMPHIS #43

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADH	STATIONS	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
10.4	9.6	10.7	1	WMC-FM 99.7	CHR	1	5	2	1	1	15/70	BLAIR	ABC-C	14.0
11.5	8.6	10.0	2	WZXR 102.7 fm	AOR	3	1	1	2	6	13/85	McGAVREN	NBC-S	12.9
7.6	7.2	9.2	3	WMC 790 am	Ctry	8	9	10	9	2	10/110	BLAIR	ABC-I	5.5
7.7	9.5	8.4	4	WDIA 1070 am	Blk	4	4	5	7	8	15/72	HILLIER	AP	8.3
10.5	8.5	8.1	5	WHRK 97.1 fm	Urbn	2	3	3	3	7	18/61	KATZ	RKO-1	11.1
5.6	6.8	7.4	6	WLOK 1340 am	Blk	7	7	8	6	3	13/82	MASLA	NBN	5.4
7.3	6.1	6.9	7	KRNB 101.1 fm	Blk	5	2	6	8	9	16/69	STARS INC		5.9
8.5	8.4	6.7	8	WGKX 105.9 fm	Ctry	9	8	7	5	5	13/82	EASTMAN		9.3
8.8	7.8	6.2	9	WRVR 104.5 fm	A/C	6	16	4	4	4	16/67	TORBET		6.0
3.1	5.7	4.9	10	WLVS 94.3 fm	BM	11	13	13	11	10	14/79	CHRISTAL		3.2
5.4	4.3	4.3	11	WREC 600 am	BBnd	13	14	15	13	12	15/73	McGAVREN	MBS	3.2
1.8	3.4	4.0	12	WKDJ 680 am	Blk	10	6	9	10	11	18/60	KATZ	NBC	3.1
2.7	2.3	3.1	13	KWAM 990 am	Rel	14	11	14	14	14	11/96			1.7
2.2	3.2	3.1	13	WHBQ 560 am	N/T	12	10	11	12	13	21/52	RKO	ABC-T	2.6
1.9	1.4	1.3	15	WVEE 1430 am	Talk	15	17	16	16	16	13/82	CHRISTAL		1.0
0.6	1.3	1.2	16	WMSO 640 am	Misc	16	12	12	15	15	11/102			1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WZXR	1 WHRK	1 WZXR	1 WMC-FM	1 WMC-FM	1 WMC	A/C	6.2
2 WMC-FM	2 WMC-FM	2 WMC-FM	2 WLOK	2 WZXR	2 WMC-FM	AOR	10.0
3 WHRK	3 WZXR	3 WGKX	3 WHRK	3 WMC	3 WLOK	BBnd	4.3
4 WDIA	4 WRVR	4 WHRK	4 WRVR	4 WGKX	4 WRVR	Blk/Urbn	34.8
5 WGKX	5 WLOK	5 WRVR	5 WDIA	5 WRVR	5 WDIA	BM/Easy	4.9
6 KRNB	6 WDIA	6 KRNB	8 WGKX	6 WLOK	6 WHRK	CHR	11.9
7 WRVR	7 KRNB	7 WDIA	7 WZXR	7 WHRK	7 WGKX	Ctry	15.9
8 WKDJ	8 WKDJ	8 WMC	8 WMC	8 WDIA	8 WKDJ	News	1.6
9 WLOK	9 WGKX	9 WLOK	9 KRNB	9 KRNB	9 KRNB	Rel	1.9
10 WMC	10 WMC	10 WKDJ	10 WKDJ	10 WLVS	10 WZXR	Talk	2.8
						Misc	1.2

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

SPRING '85	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ ADH	STATIONS	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	7.4	8.3	8.4	1	WHYI fm 100.7	CHR	1	1	1	1	1	15/72	McGAVREN	ABC-C	14.1
7.3	8.2	8.0	7.6	2	WLYF fm 101.5	BM	3	17	14	9	5	10/110	BLAIR		6.8
5.6	7.2	6.7	7.5	3	WINZ-FM 94.9	CHR	2	2	2	2	2	15/70	KATZ		9.5
6.7	6.3	7.2	7.2	4	WQBA am 1140	Span	7	13	13	7	3	7/146	EASTMAN		5.5
3.6	3.1	4.3	3.8	5	WINZ am 940	News	5	16	25	26	23	15/71	KATZ	CBS	4.5
3.3	3.2	3.3	3.7	6	WAIA fm 97.3	A/C	4	5	5	4	6	16/68	CHRISTAL		1.6
3.7	2.8	3.6	3.7	6	WAXY fm 106.0	A/C	6	15	3	3	4	15/72	RKO	RKO-1	3.9
3.9	3.8	3.7	3.4	8	WEDR fm 99.7	Blk	18	3	6	5	7	9/118	STARS INC	NBN	2.5
3.3	3.7	3.5	3.1	9	WRHC am 1550	Span	21	14	26	22	20	8/141	SELCOM		3.4
3.2	4.4	3.5	3.1	9	WWJF fm 106.7	A/C	13	30	15	14	13	12/91	HILLIER		2.9
4.0	4.1	3.2	3.0	11	WIOD am 610	N/T	9	21	21	17	16	15/70	CHRISTAL	NBC	2.6
4.1	4.2	4.3	3.0	11	WNWS am 790	News	10	25	23	21	21	16/69	RKO		5.5
3.3	3.0	3.4	3.0	11	WSHE fm 103.5	AOR	11	6	4	6	14	14/76	EASTMAN	ABC-R	3.9
3.2	3.5	3.0	2.8	14	WKQS fm 99.9	Ctry	14	9	12	11	9	13/83	SELCOM	RKO-2	3.0
3.6	4.0	3.3	2.7	15	WCMQ-FM 92.1	Span	17	12	11	12	10	12/94	MMR		2.9
3.0	2.6	2.5	2.7	15	WLVE fm 93.9	A/C	8	8	7	8	8	17/63	MASLA	CBS-R	2.4
3.4	3.0	2.5	2.7	15	WQBA-FM 107.5	Span	12	7	8	10	11	15/71	EASTMAN		3.0
1.0	1.4	1.8	2.3	18	WLQY am 1320	BBnd	25	33	31	31	29	9/124	SELCOM	ABC-D	1.2
3.6	2.0	2.1	2.2	19	WEZI fm 105.1	A/C	15	18	10	13	12	15/71	MMR		1.3
1.4	1.9	2.5	2.2	19	WTMI fm 93.7	Clas	20	26	24	25	22	11/98	CMBS		1.7
1.5	0.9	1.0	2.0	21	WFTL am 1400	A/C	27	11	19	27	31	8/131	HILLIER	ABC-I	0.8
1.0	0.9	1.1	1.9	22	WKAT am 1360	BBnd	23	24	29	30	28	11/97	P-W RADIO		0.7
1.7	1.1	1.9	1.9	22	WOCN am 1450	Span	26	23	28	18	17	10/108	LOTUS		1.2
1.4	1.5	1.3	1.7	24	WCKO fm 102.7	AOR	19	4	9	15	25	17/65	W & P	ABC-C	2.6
1.8	1.6	1.6	1.6	25	WQAM am 560	Ctry	22	19	20	23	18	15/74	BLAIR	NBC	1.5

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LOS ANGELES #2

Continued from Page 98

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
1.7	1.3	2.1	1.3	1.8	21	KWKW 1300 am	Span	33	31	25	25	17	9/120	LOTUS		1.6
1.3	1.3	1.2	2.0	1.7	25	KLVE 107.5 fm	Span	26	21	16	15	16	15/74	CABALLERO		3.1
1.1	1.0	1.3	1.6	1.6	26	KDAY 1580 am	Blk	24	4	21	29	32	16/67	W & P	NBN	1.3
1.3	1.7	1.8	1.3	1.5	27	KNOB 97.9 fm	Easy	32	22	27	24	20	11/95	GROSKIN		1.5
1.8	1.7	1.9	2.0	1.4	28	KFI 640 am	A/C	19	23	20	20	24	23/47	CHRISTAL	ABC-E	1.9
1.3	1.2	1.6	2.0	1.3	29	KACE 103.9 fm	Blk	28	14	14	21	27	17/65	W & P		1.6
1.3	1.2	1.4	1.4	1.3	29	KKGO 105.1 fm	Jazz	30	35	24	28	22	16/69	ROSLIN	AP	0.9
1.9	2.1	2.1	1.1	1.3	29	KUTE 101.9 fm	Urbn	23	13	17	22	29	23/48	MASLA		1.2
1.4	1.2	1.0	0.8	1.0	32	XTRA 690 am	CHR	25	8	28	32	35	26/42	MMR		0.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54		FORMAT REACH	
1 KIIS	1 KIIS	1 KIIS	1 KIIS	1 KIIS	1 KIIS	1 KIIS	1 KIIS	1 KIIS	1 KIIS	1 KIIS	1 KIIS	A/C	11.5
2 KLOS	2 KOST	2 KLOS	2 KOST	2 KLOS	2 KOST	2 KABC	2 KABC	2 KABC	2 KABC	2 KBIG	2 KBIG	AOR	9.4
3 KMET	3 KJLH	3 KMET	3 KJLH	3 KMET	3 KMET	3 KRTH	3 KRTH	3 KRTH	3 KRTH	3 KABC	3 KABC	BBnd	5.3
4 KROQ-FM	4 KLOS	4 KABC	4 KLOS	4 KABC	4 KHTZ	4 KMET	4 KMET	4 KMET	4 KJLH	4 KJLH	4 KJLH	Bk/Urbn	6.5
5 KKHR	5 KALI	5 KRTH	5 KALI	5 KRTH	5 KJLH	5 KLOS	5 KLOS	5 KLOS	5 KJLH	5 KOST	5 KOST	BM/Easy	10.1
6 KRTH	6 KHTZ	6 KRLA	6 KHTZ	6 KRLA	6 KABC	6 KRLA	6 KRLA	6 KRLA	6 KJLH	6 KZLA	6 KZLA	CHR	12.6
7 KIQQ	7 KKHR	7 KKHR	7 KKHR	7 KKHR	7 KLVE	7 KBIG	7 KBIG	7 KBIG	7 KJLH	7 KLVE	7 KLVE	Ctry	4.2
8 KRLA	8 KMGG	8 KROQ-FM	8 KMGG	8 KROQ-FM	8 KALI	8 KLAC	8 KLAC	8 KLAC	7 KJLH	8 KZLA	8 KZLA	Gold	4.6
9 KABC	9 KRTH	9 KIQQ	9 KMGG	9 KIQQ	9 KMGG	9 KHTZ	9 KHTZ	9 KHTZ	8 KRLA	9 KHTZ	9 KHTZ	Jazz	1.3
10 KJLH	10 KLVE	10 KJLH	10 KKHR	10 KJLH	10 KKHR	10 KFWB	10 KFWB	10 KFWB	8 KRLA	9 KHTZ	9 KHTZ	News	5.9
									10 KALI	10 KALI	10 KALI	Span	7.1
												Talk	7.6

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

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SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
1.3	1.6	1.4	1.5	26	WCMQ 1220 am	Span	29	29	17	16	15	8/132	MMR		0.9
1.8	1.7	1.5	1.4	27	WSUA 1260 am	Span	24	22	22	20	19	14/79	CABALLERO		1.4
1.1	1.1	1.3	1.3	28	WGBS 710 am	N/T	16	20	30	29	27	26/42	BLAIR	MBS	0.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54		FORMAT REACH	
1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	1 WHYI	A/C	17.4
2 WSHE	2 WINZ-FM	2 WINZ-FM	2 WINZ-FM	2 WINZ-FM	2 WINZ-FM	2 WINZ-FM	2 WINZ-FM	2 WINZ-FM	2 WINZ-FM	2 WQBA-AM	2 WQBA-AM	AOR	4.7
3 WAXY	3 WAIA	3 WAXY	3 WAXY	3 WAXY	3 WAIA	3 WAXY	3 WAXY	3 WAXY	3 WAXY	3 WQBA-AM	3 WQBA-AM	BBnd	4.2
4 WINZ-FM	4 WAXY	4 WSHE	4 WAXY	4 WSHE	4 WAXY	4 WQBA	4 WAXY	4 WQBA	4 WQBA	4 WLYF	4 WLYF	Bk/Urbn	3.4
5 WEDR	5 WLVE	5 WEDR	5 WQBA	5 WEDR	5 WQBA	5 WEDR	5 WQBA	5 WEDR	5 WEDR	5 WAIA	5 WAIA	BM/Easy	7.6
6 WLVE	6 WLVE	6 WLVE	6 WLVE	6 WLVE	6 WLVE	6 WLYF	6 WLVE	6 WLYF	6 WLYF	6 WAXY	6 WAXY	CHR	15.9
7 WAIA	7 WSHE	7 WAIA	7 WLYF	7 WAIA	7 WEDR	7 WLVE	7 WLYF	7 WLVE	7 WLVE	7 WQBA-FM	7 WQBA-FM	Clas	2.2
8 WQBA-FM	8 WEZI	8 WQBA	8 WQBA-FM	8 WQBA	8 WLYF	8 WAIA	8 WLYF	8 WAIA	8 WAIA	8 WCMQ-FM	8 WCMQ-FM	Ctry	4.4
9 WCKO	9 WQBA-FM	9 WQBA-FM	9 WQBA-FM	9 WQBA-FM	9 WQBA-FM	9 WQBA-FM	9 WQBA-FM	9 WQBA-FM	9 WQBA-FM	9 WWJF	9 WWJF	News	9.0
10 WEZI	10 WCMQ-FM	10 WLYF	10 WKQS	10 WLYF	10 WKQS	10 WSHE	10 WSHE	10 WSHE	10 WSHE	10 WKQS	10 WKQS	Span	20.5
												Talk	2.1

MILWAUKEE-RACINE #25

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADH	STATIONS	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	12.5	14.7	1	WTMJ am 620	A/C	1	13	5	2	1	11/94	CHRISTAL	NBC
8.4	7.6	8.1	2	WEZW fm 103.7	BM	4	29	12	8	2	11/100	McGAVREN	
6.3	8.5	7.2	3	WQFM fm 93.3	AOR	7	1	2	3	14	11/98	SELCOM	
6.5	6.9	7.0	4	WKTI fm 94.5	CHR	2	3	1	1	6	18/60	CHRISTAL	ABC-C
6.4	6.5	6.1	5	WOKY am 920	BBnd	9	18	22	16	10	12/91	RKO	CBS
4.7	6.2	5.5	6	WLUM fm 102.1	Urbn	6	2	4	5	8	15/74	W & P	CBS-R
4.3	3.8	5.1	7	WMYX fm 99.1	A/C	5	10	3	4	4	16/66	BLAIR	
4.8	4.2	4.9	8	WISN am 1130	A/C	3	16	13	9	7	18/59	KATZ	ABC-I
4.7	4.9	4.8	9	WMIL fm 106.1	Ctry	11	8	9	6	5	13/81	RKO	
4.8	4.9	4.6	10	WBCS fm 102.9	Ctry	10	12	11	7	3	15/73	TORBET	CBS
3.0	2.8	3.1	11	WNOV am 860	Blk	16	5	8	12	12	12/90	WALTON	NBN
3.3	3.1	3.1	11	WZUU-FM 95.7	CHR	8	4	7	13	15	26/42	EASTMAN	RKO-1
1.0	1.6	2.9	13	WEMP am 1250	Gold	13	24	10	11	9	18/60	BLAIR	ABC-E
2.8	1.6	2.7	14	WMGF fm 96.5	A/C	12	9	6	10	11	20/55	MMR	
1.8	2.1	1.8	15	WFMR fm 98.3	Clas	18	22	15	15	16	16/66	CMBS	
2.0	2.2	1.8	15	WLZZ am 1290	Ctry	17	15	16	14	13	18/62	EASTMAN	RKO-1
--	--	1.4	17	WBTT fm 97.3	CHR	14	7	14	17	17	35/31	KATZ	ABC-R
1.2	1.7	1.1	18	WRJN am 1400	A/C	25	19	20	21	19	13/81	MASLA	ABC-I
2.0	2.0	1.0	19	WRKR-FM 100.7	CHR	15	6	18	19	21	44/25	ROSLIN	ABC-C

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 WKTI	1 WQFM	1 WMYX	1 WTMJ	1 WTMJ	A/C 28.5
2 WKTI	2 WMYX	2 WKTI	2 WKTI	2 WISN	2 WEZW	AOR 7.2
3 WTMJ	3 WLUM	3 WTMJ	3 WLUM	3 WMIL	3 WMYX	BBnd 6.1
4 WZUU-FM	4 WQFM	4 WMIL	4 WEZW	4 WBCS	4 WBCS	Blk/Urbn 8.6
5 WMIL	5 WMGF	5 WBCS	5 WTMJ	5 WKTI	5 WLUM	BM/Easy 8.1
6 WMYX	6 WNOV	6 WEMP	6 WQFM	6 WEMP	6 WKTI	CHR 12.5
7 WLUM	7 WTMJ	7 WMYX	7 WMGF	7 WMYX	7 WMIL	Clas 1.8
8 WEMP	8 WEZW	8 WISN	8 WBCS	8 WEZW	8 WMGF	Ctry 11.2
9 WMGF	9 WZUU-FM	9 WLUM	9 WMIL	9 WOKY	9 WOKY	Gold 2.9
10 WNOV	10 WEMP	10 WZUU-FM	10 WNOV	10 WQFM	10 WISN	

MINNEAPOLIS-ST. PAUL #17

SPRING '85	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
20.6	20.9	19.1	1	WCCO am 830	A/C	1	4	7	3	2	12/94	CBS SPOT	CBS	16.2
10.3	10.8	11.3	2	KSTP-FM 94.5	A/C	3	5	2	1	1	13/86	CHRISTAL		10.7
11.0	7.9	11.3	2	WLOL fm 99.5	CHR	2	1	1	2	4	14/76	HILLIER		10.7
7.4	7.2	7.0	4	WAYL fm 93.7	BM	6	14	10	7	5	13/87	RKO	RKO-1	4.2
5.4	4.6	6.2	5	KQRS A/F 1440 92.5	AOR	5	2	3	5	10	17/65	TORBET	ABC-R	6.1
6.5	6.7	5.9	6	KEYE fm 102.1	Ctry	7	8	8	4	3	13/83	KATZ		7.7
5.8	5.0	5.2	7	KDWB-FM 107.3	CHR	4	3	4	8	11	22/50	McGAVREN		9.4
3.2	6.0	3.8	8	WLTE fm 102.9	A/C	9	7	5	6	7	17/63	SELCOM	CBS-R	5.2
4.7	4.4	3.7	9	WDGY am 1130	Ctry	10	10	11	10	6	17/64	BLAIR	NBC	4.8
3.8	4.2	3.5	10	KSTP 1500	Talk	8	12	12	12	9	21/50	CHRISTAL	ABC-I	3.3
1.4	2.2	2.7	11	KJJO fm 104.1	Gold	12	11	6	9	12	14/76	EASTMAN	ABC-E	3.3
--	--	2.4	12	KTCZ fm 97.1	AOR	13	16	9	11	8	14/76	MMR		3.4
1.4	1.8	1.7	13	KLBB am 1400	BBnd	16	17	18	19	18	12/90	KATZ	ABC-D	0.6
1.4	1.3	1.5	14	WWTC am 1280	Gold	14	15	13	13	13	18/61	MASLA	MBS	0.9
1.8	1.2	1.4	15	KDWB am 630	CHR	11	6	14	14	16	29/37	McGAVREN		0.6
--	--	1.2	16	KTCJ am 690	Jazz	18	18	16	15	14	9/123	MMR		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 WLOL	1 KSTP-FM	1 WSTP-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM	A/C 34.2
2 KSTP-FM	2 WCCO	2 WCCO	2 WLOL	2 KSTP-FM	2 WCCO	AOR 8.6
3 KQRS-A/F	3 WLOL	3 WLOL	3 WCCO	3 KEYE	3 KEYE	BBnd 1.7
4 KJJO	4 KQRS-A/F	4 KQRS-A/F	4 KEYE	4 WLOL	4 WLOL	BM/Easy 7.0
5 KDWB-FM	5 KJJO	5 KJJO	5 WLTE	5 WAYL	5 WAYL	CHR 17.9
6 KTCZ	6 KEYE	6 KEYE	6 WAYL	6 KSTP	6 WLTE	Ctry 3.7
7 WCCO	7 KDWB-FM	7 KDWB-FM	7 KDWB-FM	7 KTCZ	7 WDGY	Gold 4.2
8 KSTP	8 KTCZ	8 KTCZ	8 WDGY	8 WDGY	8 KTCJ	Jazz 1.2
9 WLTE	9 KSTP	9 KSTP	9 KQRS-A/F	9 KJJO	9 KTCZ	Talk 3.5
10 KEYE-FM	10 WLTE	10 WLTE	10 KTCZ	10 KQRS-A/F	10 WWTC	

NASHVILLE-DAVIDSON #44

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	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
12.9	11.7	9.5	1	WKDF 103.3 fm	AOR	1	1	1	2	7	13/81	KATZ	ABC-R	15.4
7.9	10.8	8.9	2	WZEZ 92.9 fm	BM	8	10	10	8	2	10/112	TORBET		8.0
8.2	13.0	8.8	3	WSM-FM 95.5	Ctry	4	8	5	3	1	12/93	CHRISTAL		10.2
4.6	6.4	8.5	4	WLAC-FM 105.9	A/C	2	6	2	1	3	14/77	BLAIR		10.3
--	--	7.3	5	WQKK 92.1 fm	Urbn	9	4	4	4	5	11/98	SELCOM		7.8
7.4	6.8	7.2	6	WSIX-FM 97.9	Ctry	6	21	9	9	4	13/85	EASTMAN	ABC-I	4.5
9.5	8.0	7.1	7	WWKX 104.5 fm	CHR	3	3	3	5	6	16/67	MMR	RKO-1	9.8
4.6	5.0	6.7	8	WVOL 1470 am	Blk	10	5	7	6	9	11/101	SELCOM	NBN	2.6
5.0	5.1	6.1	9	WSM 650 am	Ctry	7	11	14	10	8	15/74	CHRISTAL	NBC	4.6
--	--	6.1	9	WZKS 96.3 fm	CHR	5	2	6	7	10	15/72	MASLA		8.5
1.4	3.4	3.4	11	WAMB 1170 am	BBnd	14	12	20	20	20	6/192	ROSLIN	MBS	0.6
5.3	4.0	3.3	12	WLAC 1510 am	Talk	12	13	12	12	11	17/63	BLAIR	CBS	2.2
6.4	3.6	2.6	13	WYHY 107.3 fm	A/C	11	7	8	11	12	22/50	McGAVREN		3.9
3.2	2.0	1.6	14	WSIX 980 am	A/C	13	14	15	13	13	24/45	EASTMAN	ABC-I	1.2
--	2.7	1.4	15	WMDB 880 am	CHR	15	9	11	14	14	13/85			--
2.2	0.9	1.0	16	WJKZ 101.1 fm	Ctry	17	17	16	16	16	12/92	W & P	RKO-2	0.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKDF	1 WLAC-FM	1 WKDF	1 WLAC-FM	1 WSM-FM	1 WSM-FM	A/C
2 WLAC-FM	2 WWKX	2 WSM-FM	2 WSM-FM	2 WKDF	2 WLAC-FM	AOR
3 WSM-FM	3 WKDF	3 WLAC-FM	3 WWKX	3 WQKK	3 WSIX-FM	BBnd
4 WZKS	4 WVOL	4 WQKK	4 WQKK	4 WZEZ	4 WZEZ	Blk/Urbn
5 WQKK	5 WQKK	5 WWKX	5 WVOL	5 WWKX	5 WQKK	BM/Easy
6 WWKX	6 WZKS	6 WZKS	6 WKDF	6 WSM	6 WVOL	CHR
7 WVOL	7 WSM-FM	7 WVOL	7 WSIX-FM	7 WLAC-FM	7 WWKX	Ctry
8 WYHY	8 WYHY	8 WZEZ	8 WZEZ	8 WSIX-FM	8 WSM	Talk
9 WSIX-FM	9 WSIX-FM	9 WSM	9 WZKS	9 WVOL	9 WKDF	
10 WSM	10 WZEZ	10 WSIX-FM	10 WSM	10 WZKS	10 WZKS	

A/C	12.7
AOR	9.5
BBnd	3.4
Blk/Urbn	14.0
BM/Easy	8.9
CHR	14.6
Ctry	23.1
Talk	3.3

NASSAU-SUFFOLK #12

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
--	6.1	7.5	1	WHTZ 100.3 fm	CHR	1	1	2	2	2	16/69	EASTMAN	
6.9	5.2	7.4	2	WBLI 108.1 fm	CHR	4	4	1	1	1	10/105	MASLA	
4.3	4.1	5.0	3	WALK-A/F 1370 97.5	A/C	9	19	12	5	3	12/88	ROSLIN	
4.2	3.9	4.4	4	WRFM 105.1 fm	BM	16	33	31	23	7	9/115	TORBET	
3.4	3.8	4.3	5	WPLJ 95.5 fm	CHR	3	3	3	3	12	18/59	BLAIR	ABC-R
5.2	4.1	4.2	6	WCBS 880 am	News	2	29	28	21	16	19/57	CBS SPOT	CBS
4.7	4.6	3.9	7	WNBC 660 am	CHR	6	9	7	4	4	19/57	HILLIER	NBC
3.2	3.5	3.7	8	WHLI 1100 am	BBnd	19	11	38	18	9	9/123	ROSLIN	
3.7	3.6	3.5	9	WINS 1010 am	News	5	21	17	14	8	21/51	BLAIR	ABC-D
2.7	3.8	3.2	10	WBAB 102.3 fm	AOR	11	6	4	6	15	17/64		
5.0	4.0	3.0	11	WAPP 103.5 fm	AOR	7	2	6	9	17	22/50	MMR	
0.9	1.9	3.0	11	WNEW-FM 102.7	AOR	14	7	5	7	10	15/73	KATZ	NBC-S
4.2	3.9	3.0	11	WOR 710 am	Talk	8	18	29	22	19	21/52	RKO-2	ABC-E
1.4	1.8	2.9	14	WHN 1050 am	Ctry	12	16	15	10	6	17/63	SELCOM	MBS
1.4	2.0	2.7	15	WCTO 94.3 fm	BM	26	34	27	26	18	9/119	McGAVREN	
4.4	3.5	2.7	15	WYNY 97.1 fm	A/C	10	17	9	8	5	21/51	HILLIER	
2.3	1.2	2.4	17	WRKS 98.7 fm	Urbn	17	5	8	13	23	15/73	RKO	RKO-1
3.6	2.6	2.3	18	WPIX 101.9 fm	A/C	13	15	10	11	14	21/51	CHRISTAL	
3.3	3.6	2.2	19	WCBS-FM 101.1	Gold	15	38	13	12	11	20/55	CBS-FM	CBS
2.0	1.7	2.1	20	WPAT-FM 93.1	BM	21	28	24	24	22	15/70	CHRISTAL	

Continued on Page 114



NEW ORLEANS #34

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	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
13.2	14.1	14.9	1	WYLD-FM 98.5	Urbn	2	2	1	1	1	8/129	HILLIER		15.4
9.2	12.5	11.7	2	WEZB fm 97.1	CHR	1	1	2	2	2	15/74	BLAIR	RKO-1	17.6
8.8	6.5	7.3	3	WRNO fm 99.5	CHR	4	4	3	3	7	13/81	MMR	ABC-F	8.3
8.2	5.7	7.0	4	WBYU fm 95.7	BM	7	14	12	8	6	11/100	CHRISTAL		6.7
4.6	4.2	6.4	5	WQUE-FM 93.3	A/C	3	5	4	4	5	19/57	EASTMAN		7.1
6.7	5.3	5.9	6	WAJY fm 101.9	A/C	6	11	6	5	3	13/82	KATZ		5.4
--	--	5.8	7	WLTS fm 105.3	Urbn	8	3	5	7	12	13/83	SELCOM	CBS-R	4.7
3.8	5.2	5.3	8	WBOK am 1230	Rel	11	9	10	11	9	10/108		SHRDN	4.7
4.4	6.6	5.3	8	WNOE-FM 101.1	Ctry	9	10	7	6	4	14/78	McGAVREN	ABC-E	5.9
4.1	4.9	4.9	10	WWL am 870	N/T	5	12	13	10	8	17/64	KATZ	CBS	4.6
3.9	4.2	3.5	11	WSMB am 1350	N/T	14	16	17	16	15	11/100	ROSLIN		3.8
3.4	3.7	3.4	12	WNOE am 1060	Ctry	12	15	14	12	11	13/84	McGAVREN	ABC-E	2.0
3.7	3.7	3.4	12	WTIX am 690	A/C	10	7	8	9	10	18/60	BLAIR	NBC	2.9
2.3	2.2	2.6	14	WYAT am 990	Gold	15	18	11	13	13	10/112	SELCOM	NBN	1.2
2.5	2.6	2.6	14	WYLD am 940	Blk	13	6	9	14	14	15/70	HILLIER		1.0
2.4	2.1	1.6	16	WWIW am 1450	BBnð	16	17	18	18	18	14/76	P-W RADIO	ABC-D	1.3

DEMOGRAPHIC RANK

FORMAT REACH

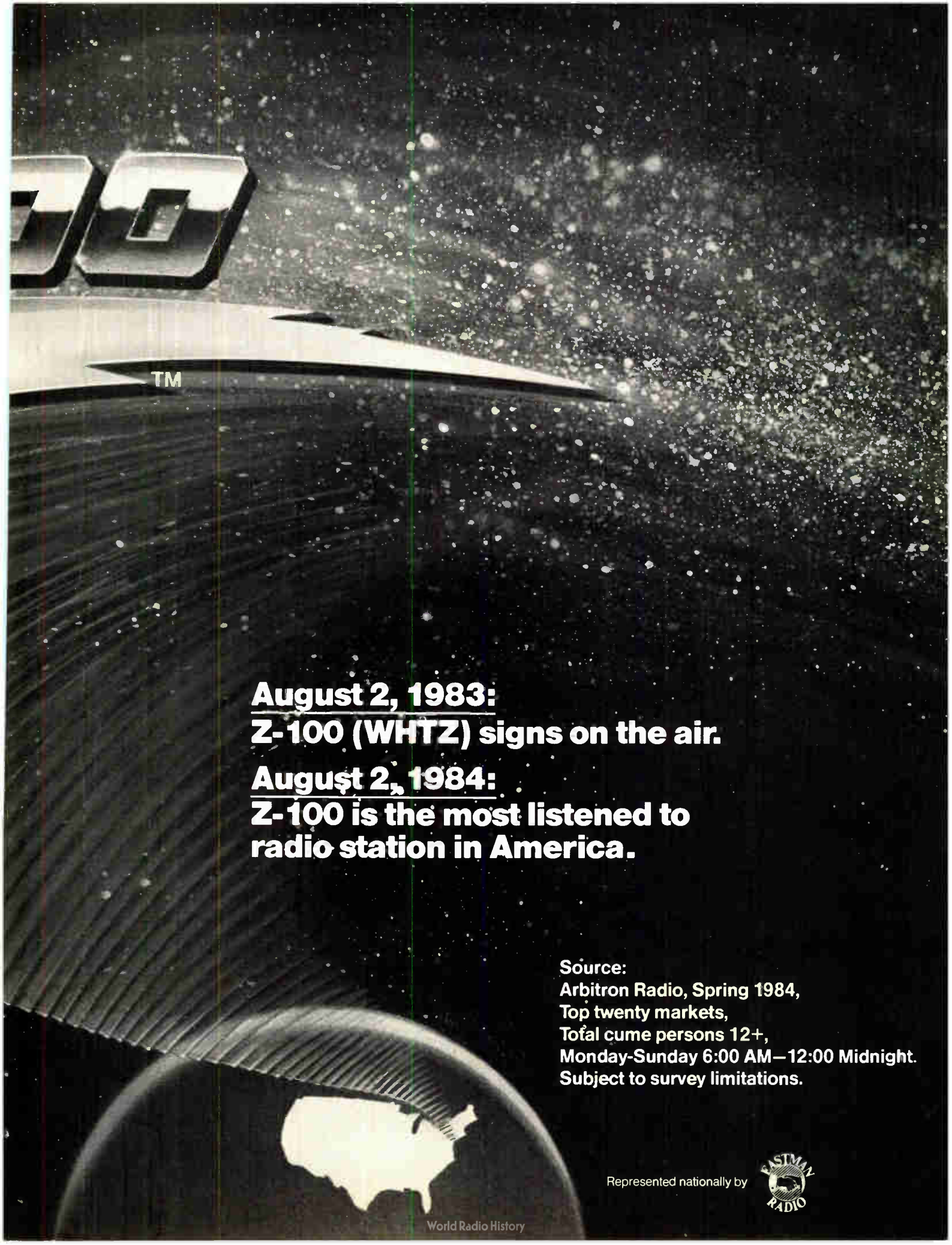
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WRNO	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	A/C	15.7
2 WYLD-FM	2 WEZB	2 WRNO	2 WEZB	2 WNOE-FM	2 WEZB	BBnd	1.6
3 WEZB	3 WQUE-FM	3 WEZB	3 WQUE-FM	3 WRNO	3 WAJY	Blk/Urbn	23.3
4 WQUE-FM	4 WLTS	4 WNOE-FM	4 WAJY	4 WEZB	4 WBYU	BM/Easy	7.0
5 WNOE-FM	5 WRNO	5 WQUE-FM	5 WLTS	5 WAJY	5 WQUE-FM	CHR	19.0
6 WLTS	6 WAJY	6 WAJY	6 WBYU	6 WWL	6 WNOE-FM	Ctry	8.7
7 WTIX	7 WTIX	7 WLTS	7 WRNO	7 WQUE-FM	7 WBOK	Gold	2.6
8 WAJY	8 WYLD	8 WTIX	8 WNOE-FM	8 WBYU	8 WLTS	News	4.2
9 WYLD	9 WBOK	9 WWL	9 WBOK	9 WTIX	9 WNOE	Rel	5.3
10 WWL	10 WYAT	10 WNOE	10 WTIX	10 WNOE	10 WTIX	Talk	4.2



A Malrite Communications Group station

MALRITE MARKETS: NEW YORK/WHTZ (NEWARK, NJ) · CLEVELAND/WHK/WMMS · SAN FRANCISCO/KNEW (OAKLAND)/KSAN · DENVER/KRXY (LAKEWOOD) ·
KRXV-FM (LAKEWOOD) · MINNEAPOLIS-ST. PAUL/KEEY (ST. PAUL)/KLBB (ST. PAUL) · MILWAUKEE/WZUU/WLZZ (GREENFIELD) · ROCHESTER/WNYR/WEZO/WUHF-TV · JACKSONVILLE/WAWS-TV ·
W. PALM BEACH/WFLX-TV · CINCINNATI/WXIX-TV (NEWPORT, KY) · MALRITE TELEVISION PRODUCTIONS · CLEVELAND BROWNS RADIO NETWORK (CITY OF LICENSE)

World Radio History



August 2, 1983:
Z-100 (WHTZ) signs on the air.

August 2, 1984:
**Z-100 is the most listened to
radio station in America.**

Source:
Arbitron Radio, Spring 1984,
Top twenty markets,
Total cume persons 12+,
Monday-Sunday 6:00 AM—12:00 Midnight.
Subject to survey limitations.

Represented nationally by



NEW YORK #1

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK	12+ AQH	STATIONS	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
0.9	2.0	6.2	5.5	7.2	1	1	WHTZ 100.3 fm	CHR	1	1	1	1	1	14/75	EASTMAN		9.6
4.5	5.3	4.8	5.6	5.1	2	2	WRKS 98.7 fm	Urbn	6	2	3	3	6	12/88	RKO	RKO-1	5.0
4.8	4.4	4.5	4.6	4.6	3	3	WINS 1010 am	News	2	16	15	13	5	19/56	BLAIR	ABC-D	4.3
4.1	4.0	3.5	4.1	4.4	4	4	WPLJ 95.5 fm	CHR	3	4	2	2	4	19/58	BLAIR	ABC-R	5.0
5.2	4.9	5.1	4.9	4.2	5	5	WOR 710 am	Talk	8	22	27	18	18	14/79	RKO-2	ABC-E	7.6
4.9	3.8	3.7	3.8	3.7	6	6	WRFM 105.1 fm	BM	18	29	28	21	15	11/97	TORBET		1.8
4.3	4.5	3.8	4.6	3.6	7	7	WCBS 880 am	News	4	27	26	20	19	20/55	CBS SPOT	CBS	2.4
3.8	3.1	3.3	4.0	3.6	7	7	WPAT-FM 93.7	BM	15	31	16	16	9	13/83	CHRISTAL		1.9
3.0	3.2	2.7	2.7	3.3	9	9	WCBS-FM 101.7	Gold	11	24	10	5	2	16/67	CBS-FM	CBS-R	3.4
4.9	4.9	3.5	4.0	3.3	9	9	WKTU 92.3 fm	Urbn	5	5	5	7	13	20/55	TORBET		5.0
2.9	2.9	2.9	2.9	3.1	11	11	WNEW 1130 am	BBnd	19	25	31	24	20	12/91	KATZ		1.9
2.1	2.1	2.3	2.6	3.1	11	11	WNEW-FM 102.7	AOR	17	7	4	4	14	14/77	KATZ	NBC-S	3.8
3.1	3.6	3.0	2.9	3.0	13	13	WNBC 680 am	CHR	7	10	11	6	3	20/53	HILLIER	NBC	2.7
2.8	3.4	3.2	3.3	2.9	14	14	WAPP 103.5 fm	AOR	13	3	6	11	21	18/61	MMR		3.8
2.4	2.8	1.9	2.3	2.9	14	14	WHN 1050 am	Ctry	16	17	14	15	12	16/69	SELCOM	MBS	2.6
3.6	3.5	3.4	2.9	2.7	16	16	WPIX 101.9 fm	A/C	12	9	9	8	7	20/55	CHRISTAL		2.4
2.9	3.0	2.3	2.2	2.6	17	17	WABC 770 am	Talk	10	19	18	23	22	22/49	BLAIR	ABC-I	2.7
5.2	4.7	3.3	3.7	2.6	17	17	WBLS 107.5 fm	Urbn	14	6	7	10	16	19/58	McGAVREN	ABC-F	2.7
4.6	3.9	3.6	2.9	2.6	17	17	WYNY 97.1 fm	A/C	9	12	8	9	8	22/49	HILLIER		1.5
1.9	2.3	2.0	1.6	2.4	20	20	WLTW 106.7 fm	A/C	20	30	13	12	10	15/74	W&P		1.2
2.1	2.0	3.2	1.5	2.3	21	21	WADO 1280 am	Span	24	18	20	17	17	8/133			3.1
--	--	0.8	1.2	2.1	22	22	WSKQ 620 am	Span	26	14	12	14	11	7/160	CABALLERO		1.9
1.2	1.7	1.3	1.0	1.8	23	23	WJIT 1480 am	Span	28	8	22	22	23	7/163	CABALLERO		1.5

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AOR STATION IN THE USA.

Rock lives in New York at 102.7 WNEW-FM.

The sweetest bite of the Apple is the core of devoted WNEW-FM listeners — more listeners than any other AOR station in America, according to Arbitron's Spring 1984 report.

Rock 'n roll is #1 for our audience, and that's why they keep their radios tuned where rock lives.

We're #1 for persons 12+ and #1 for males 18–34 in average quarter hour (AQH), 6 a.m.–12 mid., Monday through Sunday. Not just #1 in the Big Apple, but #1 in the entire USA.

That's not all. We're #1 for any format anywhere when it comes to males 25–34 in AQH, 6 a.m.–12 mid., Monday through Sunday.

Target your commercials where they'll really rock the Apple — WNEW-FM. For more details, target a phone call to Rosemary Arters, General Sales Manager, 212-986-7000.



Represented by Katz Radio

M/I
WNEW-FM — A Metromedia Station

NASSAU-SUFFOLK #12

Continued from Page 108

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
2.6	3.3	2.0	21	WLTW 106.7 fm	A/C	20	20	16	15	13	16/67	W&P	
1.7	1.5	1.8	22	WNEW 1130 am	BBnd	22	24	30	25	21	17/64	KATZ	
2.2	1.9	1.7	23	WLIR 92.7 fm	AOR	23	8	11	16	24	16/66	MASLA	
3.3	1.0	1.5	24	WBLB 107.5 fm	Urbn	25	13	18	17	20	18/61	McGAVREN	ABC-F
2.1	1.9	1.3	25	WABC 770 am	Talk	18	22	25	30	28	28/39	BLAIR	ABC-I
2.0	1.6	1.3	25	WGSM 740 am	A/C	32	37	37	35	35	12/91	McGAVREN	
2.2	1.6	1.3	25	WKTU 92.3 fm	Urbn	24	12	14	19	27	21/51	TORBET	
--	0.5	1.3	25	WLIX 540 am	Rel	36	10	19	20	25	8/131		
1.8	1.4	1.3	25	WQXR-A/F 1560 96.3	Clas	27	32	23	33	33	14/76	McGAVREN	
1.0	1.2	1.2	30	WEZN 99.9 fm	BM	29	25	39	32	30	13/85	KATZ	
2.1	2.0	1.1	31	WKJY 98.3 fm	BM	31	39	26	29	26	14/78	ROSLIN	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	19.3
1 WNEW-FM	1 WBLI	1 WBLI	1 WBLI	1 WBLI	1 WBLI	AOR	4.9
2 WHTZ	2 WPLJ	2 WHTZ	2 WHTZ	2 WNEW-FM	2 WHTZ	BBnd	5.5
3 WBAB	3 WHTZ	3 WNEW-FM	3 WPLJ	3 WHTZ	3 WALK-A/F	Blk/Urbn	5.2
4 WBLI	4 WPIX	4 WBAB	4 WALK-A/F	4 WNBC	4 WYNY	BM/Easy	11.5
5 WAPP	5 WNBC	5 WNBC	5 WNBC	5 WALK-A/F	5 WPLJ	CHR	23.1
6 WRKS	6 WYNY	6 WAPP	6 WYNY	6 WRFM	6 WHLI	Clas	1.3
7 WPLJ	7 WLIR	7 WCBS-FM	7 WPIX	7 WHN	7 WNBC	Ctry	2.9
8 WCBS-FM	8 WKTU	8 WALK-A/F	8 WHN	8 WINS	8 WPIX	Gold	2.2
9 WYNY	9 WBAB	9 WHN	9 WLTW	9 WCBS-FM	9 WLTW	News	7.7
10 WNBC	10 WALK-A/F	10 WINS	10 WHLI	10 WBAB	10 WHN	Rel	1.3
						Talk	4.3

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON #35

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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	A/C	18.8
1 WNOR-FM	1 WLTY	1 WNOR	1 WNVZ	1 WCMS-FM	1 WCMS-FM	AOR	10.3
2 WZAM/WMYK	2 WNOR-FM	2 WZAM/WMYK	2 WLTY	2 WFOG	2 WFOG	BBnd	1.1
3 WNVZ	3 WZAM/WMYK	3 WNVZ	3 WZAM/WMYK	3 WNOR-FM	3 WLTY	Blk/Urbn	19.2
4 WLTY	4 WNVZ	4 WCMS-FM	4 WNOR-FM	4 WZAM/WMYK	4 WNVZ	BM/Easy	10.7
5 WCMS-FM	5 WDE	5 WLTY	5 WCMS-FM	5 WOWI	5 WDE	CHR	9.3
6 WOWI	6 WCMS-FM	6 WOWI	6 WDE	6 WLTY	6 WZAM/WMYK	Ctry	12.3
7 WNSY-FM	7 WOWI	7 WFOG	7 WFOG	7 WTAR	7 WOWI	Gold	2.9
8 WQKS	8 WRAP	8 WTAR	8 WOWI	8 WNVZ	8 WRAP	News	2.9
9 WNOR	9 WQKS	9 WNSY-FM	9 WRAP	9 WDE	9 WTAR	Rel	2.6
10 WDE	10 WFOG	10 WDE	10 WQKS	10 WNSY	10 WPCE		

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON #35

SPRING '85	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
10.9	9.5	10.7	1	WFOG fm 92.9	BM	4	11	11	6	2	9/117	MMR	
8.6	9.5	10.3	2	WNOR-FM 98.7	AOR	2	2	1	1	7	11/101	RKO	ABC-R
5.3	6.8	9.3	3	WNVZ fm 104.5	CHR	1	1	3	3	6	13/850	KATZ	ABC-C
10.6	10.6	8.6	4	WCMS-FM 100.5	Ctry	5	10	5	4	1	11/101	KATZ	ABC-E
5.8	3.8	7.1	5	WZAM-WMYK 1110 93.7	Urbn	3	4	2	2	4	15/71	EASTMAN	NBC-S
7.2	8.1	5.6	6	WLTY fm 95.7	A/C	6	8	4	5	3	15/75	CHRISTAL	
3.8	5.0	5.3	7	WTAR am 790	A/C	9	15	12	11	9	13/85	CHRISTAL	CBS
7.0	7.8	4.8	8	WOWI fm 102.9	Urbn	7	6	6	7	5	17/65	McGAVREN	SHRDN
4.3	4.3	4.5	9	WWDE fm 101.3	A/C	10	7	7	8	8	15/73	CBS-FM	CBS-R
4.3	5.2	3.9	10	WRAP am 850	Blk	8	3	10	9	10	18/60	SELCOM	NBN
2.3	2.1	3.4	11	WQKS fm 96.5	Urbn	11	5	8	10	13	15/74		RKO-2
2.8	3.3	2.9	12	WNIS am 7350	News	13	23	18	18	12	13/84	HILLIER	NBC
3.4	2.7	2.6	13	WPCE am 1400	Rel	15	13	15	14	11	11/101	McGAVREN	SHRDN
2.4	2.2	2.1	14	WNSY-FM 97.3	A/C	12	9	9	12	15	20/53	BLAIR	
--	1.8	1.7	15	WNSY am 7310	Gold	14	19	16	13	14	17/63	BLAIR	
1.6	1.7	1.4	16	WKEZ fm 94.1	Ctry	21	18	19	15	16	11/100	EASTMAN	MBS
1.5	2.4	1.3	17	WXRI fm 105.3	A/C	17	14	13	17	17	18/62	HILLIER	
2.0	1.5	1.2	18	WNOR am 1230	Gold	19	17	14	16	20	18/59	RKO	
--	--	1.2	18	WTID fm 106.9	Ctry	20	16	17	19	18	16/66		
2.0	1.8	1.1	20	WCMS am 1050	Ctry	16	20	20	20	19	24/45	KATZ	ABC-D
2.2	1.6	1.1	20	WTJZ am 1270	BBnd	18	22	22	21	21	20/54	KATZ	

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OKLAHOMA CITY #46

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AQH	STATIONS	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	12.6	11.2	1	KTOK 1000 am	N/T	3	8	8	9	6	10/105	BLAIR	ABC-I	6.6
12.3	14.2	10.9	2	KATT-FM 100.5	AOR	2	2	1	2	7	11/101	SELCOM	NBC-S	11.4
7.5	7.8	9.8	3	KXXY-FM 96.1	Ctry	4	5	4	3	2	12/94	McGAVREN		10.5
10.0	10.4	9.3	4	KKNG 92.5 fm	BM	6	13	9	7	3	12/93	CHRISTAL		7.3
7.3	7.6	8.9	5	KZBS 98.9 fm	A/C	7	6	2	1	5	12/90	HILLIER		9.3
8.5	6.6	8.3	6	KEBC 94.7 fm	Ctry	8	15	7	5	1	12/87	TORBET	ABC-E	8.9
9.0	8.0	8.2	7	KJYO 102.7 fm	CHR	1	1	5	6	10	15/74	BLAIR		12.5
3.7	5.4	6.0	8	KLTE 101.9 fm	A/C	9	10	3	4	4	12/87	MASLA		4.1
5.6	3.7	5.5	9	KOFM 104.1 fm	CHR	5	3	6	8	9	20/53	KATZ	ABC-C	6.2
7.1	5.3	4.1	10	KOMA 1520 am	Ctry	10	7	11	10	8	17/64	BLAIR	NBC	3.1
1.5	2.6	2.4	11	KAEZ 107.7 fm	Blk	13	4	12	12	12	12/89	W & P		3.8
3.7	3.4	2.4	11	WKY 930 am	A/C	11	11	13	13	13	23/48	EASTMAN	CBS	2.7
1.9	3.5	2.2	13	KJIL 104.9 fm	Rel	12	9	10	11	11	18/59	STARCOM	AP	2.7
0.4	0.5	1.2	14	KQCV 800 am	Rel	16	18	16	18	14	11/99			0.4

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 KZBS	1 KATT-FM	1 KXXY-FM	1 KEBC	1 KXXY-FM	A/C 17.3
2 KZBS	2 KLTE	2 KZBS	2 KZBS	2 KKNG	2 KEBC	AOR 10.9
3 KXXY-FM	3 KOFM	3 KEBC	3 KLTE	3 KTOK	3 KZBS	Blk/Urbn 2.4
4 KJYO	4 KXXY-FM	4 KXXY-FM	4 KOFM	4 KLTE	4 KKNG	BM/Easy 9.3
5 KLTE	5 KJYO	5 KLTE	5 KJYO	5 KXXY-FM	5 KLTE	CHR 13.7
6 KOFM	6 KATT-FM	6 KTOK	6 KEBC	6 KZBS	6 KTOK	Ctry 22.2
7 KTOK	7 KEBC	7 KJYO	7 KATT-FM	7 KATT-FM	7 KOFM	News 5.6
8 KEBC	8 KKNG	8 KKNG	8 KKNG	8 KOMA	8 KJYO	Rel 3.4
9 KKNG	9 KJIL	9 KOFM	9 KOMA	9 KJYO	9 KOMA	Talk 5.6
10 KOMA	10 KOMA	10 KOMA	10 KJIL	10 KOFM	10 KJIL	

OKLAHOMA'S BEST COUNTRY • OKLAHOMA CITY

KXXY 96 FM



KXXY AM-FM, NO. 1 - 25-54, AQH-METRO, SOURCE SPRING 1984 ARBITRON.

PHILADELPHIA #5

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK	12+ ACH	STATIONS	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
8.2	7.9	7.5	7.8	8.0	(1)		KYW 1060 am	News	(1)	14	10	6	2	18/61	BLAIR	ABC-I	9.4
7.3	5.5	7.7	9.1	7.5	2		WEAZ 101.1 fm	BM	5	17	12	10	4	11/100	McGAVREN		7.0
6.5	5.9	5.8	5.0	6.2	3		WUSL 98.9 fm	Urbn	7	2	3	5	9	12/91	BLAIR	ABC-F	10.0
5.5	6.4	6.8	6.7	5.7	4		WDAS-FM 105.3	Blk	9	5	4	3	3	11/97	HILLIER		7.4
4.8	6.4	4.5	4.1	5.6	5		WCAU 1210 am	Talk	3	10	11	12	6	16/69	CBS SPOT	CBS	3.7
5.5	6.3	5.2	5.5	5.5	6		WCAU-FM 98.1	CHR	2	(1)	7	7	8	19/57	CBS-FM	CBS	7.9
4.2	4.8	5.2	4.7	5.5	6		WMMR 93.3 fm	AOR	6	4	(1)	2	10	14/77	KATZ	NBC-S	5.8
6.0	6.0	6.4	6.1	5.4	8		WMGK 102.9 fm	A/C	4	11	5	(1)	(1)	15/72	MMR		4.9
4.6	3.8	4.9	4.6	4.4	9		WIOQ 102.1 fm	AOR	10	9	2	4	5	14/79	McGAVREN		3.5
4.5	4.1	4.7	4.6	4.4	9		WWDB 96.5 fm	Talk	14	21	17	16	16	10/105	SELCOM	ABC-I	4.5
6.3	6.0	4.5	5.5	4.3	11		WPEN 950 am	BBnd	12	20	25	15	11	12/93	MMR	ABC-E	3.7
4.6	4.2	3.5	4.1	4.1	12		WYSP 94.1 fm	AOR	8	3	6	8	18	16/67	TORBET	ABC-R	6.0
4.1	3.8	3.4	3.7	3.3	13		WIP 810 am	A/C	15	22	15	14	12	12/89	KATZ	ABC-D	2.7
2.7	3.9	3.2	2.8	3.2	14		WSNI-FM 104.5	A/C	13	8	8	9	7	16/70	RKO	RKO-1	2.0
1.8	1.8	2.1	2.7	2.8	15		WWSH 106.1 fm	CHR	11	6	9	11	13	19/57	CHRISTAL		2.7
0.5	0.4	--	0.6	2.6	16		WXTU 92.5 fm	Ctry	21	18	13	13	14	10/110	W&P		1.9
2.7	2.1	3.5	2.4	2.3	17		WKSZ 100.3 fm	A/C	17	24	16	17	15	15/70	CHRISTAL		2.1
1.3	1.7	1.5	1.8	2.0	18		WHAT 1340 am	Blk	19	7	18	20	20	14/80	SELCOM	SHRDN	0.6
2.3	1.8	2.5	2.0	1.8	19		WFIL 560 am	Gold	16	19	14	18	17	21/53	BLAIR	RKO-2	2.4
2.0	2.0	1.8	1.8	1.7	20		WFLN-FM 95.7	Clas	18	23	19	19	19	17/63	CMBS		1.4
1.7	2.3	2.0	1.6	1.6	21		WDAS 1480 am	Blk	20	15	21	21	21	17/65	HILLIER	NBN	0.4
1.1	1.1	1.1	1.1	1.2	22		WJBR-FM 99.5	BM	22	13	29	29	25	13/83			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 WMMR	1 WUSL	1 WMMR	1 WMGK	1 KYW	1 WMGK
2 WIOQ	2 WMGK	2 WIOQ	2 WDAS-FM	2 WMGK	2 WDAS-FM
3 WYSP	3 WDAS-FM	3 WDAS-FM	3 WUSL	3 WCAU	3 WEAZ
4 WUSL	4 WIOQ	4 WMGK	4 WIOQ	4 WIOQ	4 KYW
5 WDAS-FM	5 WCAU-FM	5 WYSP	5 WCAU-FM	5 WEAZ	5 WIOQ
6 WMGK	6 WMMR	6 KYW	6 WSNI-FM	6 WDAS-FM	6 WUSL
7 WCAU-FM	7 WSNI-FM	7 WUSL	7 WMMR	7 WMMR	7 WSNI-FM
8 KYW	8 WYSP	8 WCAU	8 WWSH	8 WPEN	8 WCAU-FM
9 WCAU	9 WWSH	9 WCAU-FM	9 WEAZ	9 WSNI-FM	9 WWSH
10 WWSH	10 WEAZ	10 WSNI-FM	10 KYW	10 WXTU	10 WIP

A/C	14.2
AOR	14.0
BBnd	4.3
Blk/Urbn	15.5
BM/Easy	8.7
CHR	8.3
Clas	1.7
Ctry	2.6
Gold	1.8
News	8.0
Talk	10.0

PHOENIX #24

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AQH	STATIONS	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	8.5	9.0	9.1	1	KTAR 620	am News	1	16	13	12	4	12/92	CBS SPOT	ABC-I	7.2
6.7	7.3	8.5	8.0	2	KQYT 95.5	fm Easy	6	22	14	11	5	11/100	EASTMAN		6.8
8.9	6.3	7.1	7.4	3	KDKB 93.3	fm AOR	2	3	1	1	7	14/75	BLAIR	NBC-S	9.1
7.4	7.6	6.9	7.1	4	KNIX-FM 102.5	Ctry	7	8	7	4	1	11/95	KATZ		9.3
6.6	6.4	5.8	5.9	5	KMEO-FM 96.9	Easy	11	17	17	16	15	12/94	McGAVREN		5.0
6.8	6.5	8.3	5.5	6	KKLT 98.7	fm A/C	5	7	3	2	2	17/64	CBS SPOT		6.8
3.4	4.3	6.7	5.5	6	KZZP-FM 104.7	CHR	3	1	8	9	10	19/57	McGAVREN		6.7
7.8	5.4	6.9	5.4	8	KUPD 97.9	fm AOR	8	2	2	5	13	15/73	MASLA		7.9
4.5	3.7	4.4	4.9	9	KOOL-FM 94.5	A/C	10	15	4	3	3	15/74	CHRISTAL	CBS	5.0
4.5	5.5	3.9	4.6	10	KOY 550	am A/C	9	11	11	6	6	16/67	EASTMAN	NBC	4.7
5.0	5.3	5.8	4.5	11	KOPA-FM 100.7	CHR	4	4	5	7	9	23/48	SELCOM	ABC-C	5.3
3.3	5.5	3.9	3.8	12	KEZC 92.3	fm Ctry	12	12	12	10	8	14/75	MMR	RKO-2	3.0
--	--	--	3.2	13	KLZI 99.9	fm A/C	13	9	6	8	11	17/65	TORBET		3.7
2.7	3.1	2.5	2.9	14	KLFF 1360	am BBnd	17	27	27	26	23	11/103	MASLA		2.3
3.8	4.3	2.4	2.6	15	KUKQ 1060	am Urbn	15	5	10	14	16	12/87	MASLA		1.9
1.5	2.3	1.5	2.3	16	KHEP-FM 101.5	Clas	18	21	26	18	18	11/97	CMBS		1.4
2.6	2.8	1.6	2.0	17	KJJJ 910	am Ctry	14	26	16	17	17	17/64	MMR	RKO-2	1.9
2.1	1.6	2.1	2.0	17	KSTM 107.1	fm AOR	21	23	9	13	12	10/110	ROSLIN		2.3
0.9	0.4	0.4	1.4	19	KVVA 860	am Span	24	13	15	15	14	9/122	LOTUS		--
0.7	0.6	0.4	1.2	20	KRDS 1190	am Rel	27	6	21	25	19	8/134			1.1
1.6	1.6	1.8	1.1	21	KNIX 1580	am Ctry	16	18	20	19	20	28/38	KATZ		1.4
1.4	1.8	1.1	1.1	21	KOOL 960	am A/C	20	25	22	21	21	20/54	CHRISTAL	CBS	0.1

Continued on Page 122

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PITTSBURGH #14

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AOR	STATIONS	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
17.1	15.9	17.5	15.5	(1)	KDKA 1020 am	A/C	(1)	7	7	5	(1)	13/81	BLAIR	NBC	17.7
6.9	8.1	6.4	7.9	2	WDVE 102.5 fm	AOR	4	(1)	(1)	(1)	8	12/93	EASTMAN	NBC-S	10.1
7.4	6.0	6.3	7.4	3	WBZZ 93.7 fm	CHR	2	2	2	2	6	14/75	BLAIR		10.1
4.8	4.9	5.1	6.1	4	WHTX 96.1 fm	CHR	3	4	3	4	3	16/66	KATZ	RKO-1	5.7
6.3	4.4	4.5	5.7	5	WWSW 94.5 fm	A/C	7	8	5	3	2	13/82	McGAVREN	ABC-C	4.0
5.6	5.3	5.1	5.5	6	WAMO-FM 105.9	Urbn	8	3	4	6	9	12/87	HILLIER	SHRDN	6.4
4.2	5.1	4.4	4.7	7	WHYW 96.9 fm	A/C	6	5	6	7	5	16/66	CHRISTAL		4.0
5.9	7.6	5.8	4.7	7	WTAE 1250 am	A/C	5	9	9	8	4	18/60	KATZ	RKO-2	3.0
4.8	5.5	4.7	4.5	9	WPNT 92.9 fm	BM	10	28	10	11	7	12/87	CHRISTAL		2.9
5.5	4.6	5.3	4.5	9	WSHH 99.7 fm	BM	9	20	13	14	11	14/80	MMR		4.2
4.5	4.8	4.1	4.1	11	WJAS 1320 am	BBnd	12	23	20	13	12	11/100	MMR	ABC-D	2.8
3.1	3.0	3.8	3.4	12	WTKN 970 am	Talk	14	26	19	15	13	12/88	McGAVREN	ABC-C	2.9
2.3	3.8	3.3	3.2	13	WDSY 107.9 fm	Ctry	15	11	11	9	10	13/83	RKO	ABC-I	2.9
3.1	2.6	3.4	2.8	14	KQV 1410 am	News	13	19	15	17	16	16/69	CHRISTAL	CBS	3.2
1.5	2.1	2.7	2.2	15	WYDD 104.7 fm	AOR	11	6	8	10	15	22/50	MASLA	ABC-R	3.2
1.7	2.2	2.2	1.8	16	WEEP 1080 am	Ctry	16	13	12	12	14	12/92	RKO	ABC-I	1.7
1.3	1.0	1.0	1.2	17	WNUF 100.7 fm	BBnd	17	21	29	26	21	16/67		UPI	1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WDVE	1 WHTX	1 WDVE	1 WWSW	1 KDKA	1 KDKA	A/C 30.6
2 WAMO-FM	2 WBZZ	2 WAMO-FM	2 WBZZ	2 WTAE	2 WWSW	AOR 10.1
3 WBZZ	3 WWSW	3 WHTX	3 KDKA	3 WHTX	3 WHYW	BBnd 5.3
4 WHTX	4 WDVE	4 WBZZ	4 WHYW	4 WDVE	4 WBZZ	Bk/Urbn 5.5
5 WWSW	5 WHYW	5 KDKA	5 WHTX	5 WWSW	5 WHTX	BM/Easy 9.0
6 KDKA	6 WAMO-FM	6 WWSW	6 WDVE	6 WBZZ	6 WPNT	CHR 13.5
7 WYDD	7 KDKA	7 WTAE	7 WAMO-FM	7 WAMO-FM	7 WTAE	Ctry 5.0
8 WTAE	8 WYDD	8 WHYW	8 WPNT	8 WHYW	8 WDSY	News 2.8
9 WHYW	9 WPNT	9 WDSY	9 WTAE	9 WEEP	9 WAMO-FM	Talk 3.4
10 WDSY	10 WTAE	10 WYDD	10 WDSY	10 WJAS		

PORTLAND #31

SPRING '83	FALL '83	SPRING '84	METRO RANK 12-ADH	STATIONS	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
5.0	7.8	10.2	1	KMJK 106.7 fm	CHR	2	1	3	3	9	13/84	EASTMAN	AP	12.0
5.7	5.1	8.5	2	KXL-FM 95.5	BM	3	10	13	9	3	11/103	McGAVREN		4.2
7.9	6.7	7.9	3	KGW 620 am	A/C	1	5	4	1	1	17/63	BLAIR	AP	8.5
6.3	5.9	5.9	4	KINK 101.9 fm	AOR	4	20	1	2	2	14/78	BLAIR		7.2
4.9	4.6	5.3	5	KGON 92.3 fm	AOR	5	3	2	4	16	15/71	HILLIER		6.8
2.7	1.4	5.3	5	KYTE 970 am	BBnd	15	17	24	17	12	10/112	SELCOM	AP	4.1
9.9	4.8	4.8	7	KRCK 101.1 fm	AOR	9	2	5	8	15	15/70	SELCOM		7.1
--	--	4.6	8	KKCW 103.3 fm	A/C	10	8	7	5	4	16/68	MASLA		4.1
4.1	4.5	4.4	9	KWJJ 1080 am	Ctry	8	15	9	10	5	18/62	EASTMAN	ABC-E	4.6
7.5	6.3	4.2	10	KCNR-FM 97.1	A/C	6	6	6	6	7	19/57	CHRISTAL		4.1
4.3	7.0	4.1	11	KJIB 99.5 fm	Ctry	14	7	8	7	6	13/82	EASTMAN	ABC-E	4.2
6.9	8.8	4.1	11	KUPL-FM 98.5	Ctry	13	11	11	12	8	13/82	TORBET	ABC-D	3.0
3.4	3.4	4.0	13	KXL 750 am	News	12	19	18	15	14	16/67	McGAVREN	NBC	3.4
6.2	5.2	3.8	14	KEX 1190 am	A/C	7	12	16	13	10	21/52	KATZ	ABC-I	4.6
2.5	1.8	3.1	15	KKRZ 100.3 fm	CHR	11	4	10	11	13	23/48	KATZ	RKO-1	4.3
2.0	1.4	2.4	16	KKEY 1150 am	Talk	21	25	26	27	22	7/159		MBS	1.7
2.5	3.4	2.1	17	KKSN 910 am	Clas	17	13	12	14	11	18/60	CMBS		2.3
3.4	3.0	2.1	17	KYXI 1520 am	News	16	22	25	20	18	18/60	HILLIER	CBS	3.2
1.1	1.6	1.7	19	KPDQ-FM 93.7	Rel	18	18	14	16	17	20/54			1.1
4.4	5.7	1.0	20	KUPL 1330 am	Ctry	20	21	19	22	20	21/51	TORBET	MBS	0.7

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KXL Easy Listening 95 FM

NEW YORK #1

Continued from Page 112

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AQH	STATIONS	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
2.2	1.8	1.3	1.5	1.6	24	WPAT 930 am	BM	21	34	36	34	30	16/69	CHRISTAL		0.8
2.0	1.5	1.6	1.5	1.5	25	WMCA 570 am	Talk	23	36	34	33	28	15/72	ROSLIN	AP	1.9
1.1	0.7	0.9	0.9	1.2	26	WBLI 108.1 fm	CHR	27	11	17	19	25	11/101	MASLA		1.2
1.8	1.8	1.7	1.9	1.1	27	WQXR-A/F 1580.96.3	Clas	22	41	25	26	27	18/60	McGAVREN		2.1
1.1	0.9	1.3	1.0	1.0	28	WNCN 104.3 fm	Clas	25	38	30	28	26	17/62	W & P		0.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	AOR	BBnd	Blk/Urbn	BM/Easy	CHR	Clas	Ctry	Gold	News	Span	Talk
1 WNEW-FM	1 WHTZ	1 WHTZ	1 WHTZ	1 WHTZ	1 WHTZ	7.7	6.0	3.1	11.0	8.9	15.8	2.1	2.9	3.3	8.2	6.2	8.3
2 WHTZ	2 WPLJ	2 WNEW-FM	2 WPLJ	2 WNBC	2 WPLJ												
3 WRKS	3 WRKS	3 WRKS	3 WRKS	3 WCBS-FM	3 WPIX												
4 WPLJ	4 WKTU	4 WCBS-FM	4 WPIX	4 WNEW-FM	4 WSKQ												
5 WAPP	5 WPIX	5 WNBC	5 WKTU	5 WHN	5 WYNY												
6 WNBC	6 WYNY	6 WPLJ	6 WYNY	6 WPLJ	6 WRKS												
7 WBSL	7 WSKQ	7 WAPP	7 WLTW	7 WINS	7 WINS												
8 WCBS-FM	8 WBSL	8 WBSL	8 WCBS-FM	8 WRKS	8 WLTW												
9 WKTU	9 WNEW-FM	9 WKTU	9 WSKQ	9 WPAT-FM	9 WCBS-FM												
10 WYNY	10 WAPP	10 WYNY	10 WNBC	10 WCBS	10 WPAT-FM												

PHOENIX #24

Continued from Page 118

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	AOR	BBnd	Blk/Urbn	BM/Easy	CHR	Clas	Ctry	News	Rel	Span
1 KDKB	1 KDKB	1 KDKB	1 KKLT	1 KOOL-FM	1 KKLT	19.3	14.8	2.9	2.6	13.9	10.0	2.3	14.0	9.1	1.2	1.4
2 KUPD	2 KKLT	2 KOOL-FM	2 KDKB	2 KNIX-FM	2 KOYT											
3 KOOL-FM	3 KOPA-FM	3 KUPD	3 KNIX-FM	3 KTAR	3 KNIX-FM											
4 KSTM	4 KOOL-FM	4 KNIX-FM	4 KOPA-FM	4 KDKB	4 KOY											
5 KKLT	5 KLZI	5 KTAR	5 KLZI	5 KOY	5 KOOL-FM											
6 KNIX-FM	6 KUPD	6 KKLT	6 KOOL-FM	6 KOYT	6 KEZC											
7 KOPA-FM	7 KZZP-FM	7 KOY	7 KZZP-FM	7 KEZC	7 KDKB											
8 KLZI	8 KNIX-FM	8 KEZC	8 KOY	8 KKLT	8 KTAR											
9 KZZP-FM	9 KSTM	9 KZZP-FM	9 KOYT	9 KUPD	9 KVVA											
10 KUKQ	10 KOY	10 KLZI	10 KUPD	10 KSTM	10 KLZI											

PORTLAND #31

Continued from Page 121

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	AOR	BM/Easy	CHR	Clas	Ctry	News	Rel	Talk
1 KGON	1 KGW	1 KGON	1 KGW	1 KGW	1 KGW	20.5	16.0	13.8	13.3	2.1	13.6	6.1	1.7	2.4
2 KRCK	2 KINK	2 KINK	2 KKCW	2 KINK	2 KXL-FM									
3 KMJK	3 KKCW	3 KMJK	3 KMJK	3 KJIB	3 KKCW									
4 KINK	4 KCNR-FM	4 KRCK	4 KINK	4 KXL-FM	4 KINK									
5 KWJJ	5 KMJK	5 KGW	5 KCNR	5 KWJJ	5 KCNR-FM									
6 KGW	6 KJIB	6 KJIB	6 KXL-FM	6 KMJK	6 KUPL-FM									
7 KCNR-FM	7 KKRZ	7 KWJJ	7 KUPL-FM	7 KKCW	7 KWJJ									
8 KKCW	8 KGON	8 KCNR-FM	8 KWJJ	8 KCNR-FM	8 KJIB									
9 KJIB	9 KRCK	9 KXL-FM	9 KJIB	9 KEX	9 KMJK									
10 KKRZ	10 KUPL-FM	10 KKCW	10 KKRZ	10 KXL	10 KEX									

PROVIDENCE-WARWICK-PAWTUCKET #26

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
12.3	12.0	10.0	1	WLKW-FM 101.5	BM	2	22	10	6	3	10/105	CHRISTAL	RKO-2
9.4	9.3	10.0	1	WPRO-FM 92.3	CHR	1	2	2	1	1	14/77	BLAIR	ABC-C
8.5	7.3	9.9	3	WHJY fm 94.1	AOR	4	1	1	2	4	10/108	KATZ	ABC-R
4.3	6.1	6.7	4	WHJJ am 92.0	N/T	6	32	14	10	6	9/115	KATZ	ABC-E
4.8	3.4	6.2	5	WSNE fm 93.3	A/C	5	9	3	3	2	12/89	EASTMAN	
6.3	6.2	5.2	6	WPRO am 63.0	A/C	3	6	7	4	5	20/55	BLAIR	ABC-D
4.9	3.6	3.7	7	WLKW am 99.0	BBnd	15	33	18	18	13	8/145	CHRISTAL	RKO-2
3.9	2.8	3.4	8	WEAN am 79.0	News	7	19	19	14	10	16/69	McGAVREN	CBS
3.4	2.3	3.3	9	WBRU fm 95.5	AOR	9	5	4	5	8	15/70	EASTMAN	CBS-R
0.4	0.5	2.9	10	WERI fm 103.7	CHR	11	3	5	9	15	13/84	ROSLIN	MBS
2.8	1.7	2.5	11	WBSM am 142.0	Talk	18	17	24	27	18	9/119		ABC-I
3.5	4.0	2.4	12	WPJB fm 105.1	A/C	8	11	6	8	9	22/50		RKO-1
3.4	4.5	2.3	13	WMYS fm 98.1	A/C	13	12	8	7	7	14/77	CHRISTAL	
1.2	2.5	2.2	14	WHTT fm 103.3	CHR	10	4	11	12	19	17/65	CBS-FM	CBS-R
1.3	2.3	1.9	15	WBZ am 103.0	A/C	12	35	23	19	16	18/59	BLAIR	ABC-E
1.9	4.6	1.7	16	WHIM am 111.0	Ctry	21	31	25	17	12	12/93	MMR	MBS
2.3	2.0	1.7	16	WXKS-FM 107.9	CHR	14	7	9	11	17	17/62	MMR	
1.3	1.6	1.6	18	WALE am 140.0	N/T	24	30	28	35	34	9/124	McGAVREN	MBS
1.3	2.2	1.4	19	WGNG am 55.0	Ctry	16	28	16	15	11	17/62	CHRISTAL	RKO-2
--	--	1.4	19	WPEP am 157.0	N/T	36	18	33	33	36	5/233	KIRBY	
0.9	0.5	1.3	21	WPLM fm 99.1	BBnd	22	38	38	38	21	12/92		
0.6	0.9	1.2	22	WBCN fm 104.1	AOR	17	8	12	13	14	19/57	TORBET	

Continued on Page 129

RIVERSIDE-SAN BERNARDINO-ONTARIO #30

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
5.0	8.2	8.7	1	KIIS 102.7 fm	CHR	1	1	1	1	1	11/97	McGAVREN	
6.0	6.7	5.9	2	KDUO 97.5 fm	BM	5	30	25	14	5	9/116	TORBET	
5.8	5.6	5.6	3	KFI 640 am	A/C	2	13	3	2	2	15/70	CHRISTAL	ABC-E
4.1	4.3	4.7	4	KGGI 99.7 fm	A/C	3	5	2	3	3	15/70	MCGAVREN	CBS-R
4.4	3.4	4.5	5	KBIG 104.3 fm	Easy	4	32	11	7	4	13/83	TORBET	
3.3	3.2	4.0	6	KNX 1070 am	News	8	33	31	19	13	13/86	CBS SPOT	CBS
2.3	2.3	3.6	7	KMPC 710 am	BBnd	14	22	39	32	12	10/109	MMR	
3.9	3.1	3.3	8	KABC 790 am	Talk	12	19	18	16	14	12/90	KATZ	ABC-T
3.3	2.9	3.2	9	KCAL-FM 96.7	AOR	13	8	4	8	23	12/93	W & P	NBC-S
2.9	4.6	3.0	10	KLOS 95.5 fm	AOR	7	4	5	4	16	17/62	KATZ	ABC-R
4.8	1.9	2.8	11	KCKC 1350 am	Ctry	16	12	26	12	10	12/91	HILLIER	ABC-I
4.0	4.5	2.8	11	KMET 94.7 fm	AOR	9	6	6	6	15	18/61	EASTMAN	NBC-S
2.1	2.4	2.4	13	KOST 103.5 fm	A/C	11	34	8	9	6	17/63	CHRISTAL	
3.0	2.5	2.4	13	KQLH 95.1 fm	A/C	17	29	15	13	8	13/83	W & P	MBS
2.3	3.3	2.3	15	KOLA 99.9 fm	AOR	6	2	10	15	18	22/48	MASLA	ABC-R
2.2	4.2	2.3	15	KRTH 101.1 fm	Gold	10	15	7	5	7	18/61	RKO	
2.1	1.3	2.2	17	KFXM 590 am	CHR	15	9	9	10	11	15/70	TORBET	
1.6	1.7	2.1	18	KNTF 93.5 fm	Ctry	19	23	13	11	9	12/89	HILLIER	
2.2	0.7	1.8	19	KUTE 101.9 fm	Blk	25	3	23	18	17	11/101	MASLA	
--	--	1.4	20	KNSE 1510 am	Span	35	36	20	34	29	8/144	CABALLERO	

Continued on Page 129

**KCAL-FM serves America's fastest growing metro —
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strong . . . the 21st largest metro in the U.S!
KCAL-FM delivers this market's young adults!!**



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ROCHESTER #41

SPRING '85	FALL '83	SPRING '84	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
10.7	11.2	13.5	1	WVOR 100.5 fm	A/C	1	8	2	1	1	12/93	McGAVREN	
13.5	14.4	12.9	2	WEZO 101.3 fm	BM	3	11	5	5	2	11/100	KATZ	
10.0	10.0	11.6	3	WCMF 96.5 fm	AOR	5	1	1	2	4	11/96	CBS-FM	
8.7	8.4	9.1	4	WHAM 1180 am	A/C	6	10	10	6	6	14/76	MMR	ABC-I
6.1	6.5	8.1	5	WMJQ 92.5 fm	CHR	4	2	3	4	5	16/66	BLAIR	ABC-R
6.9	8.0	7.7	6	WPXY-FM 97.9	CHR	2	3	4	3	3	18/59	CHRISTAL	
3.3	6.8	6.7	7	WYLF 95.1 fm	BBnd	8	14	11	9	9	11/103	ROSLIN	
4.3	6.2	4.6	8	WBBF 950 am	N/T	7	16	12	11	8	16/70	BLAIR	ABC-D
5.0	5.2	4.3	9	WNYR 990 am	Ctry	9	12	9	7	7	16/69	KATZ	ABC-E
4.3	3.1	2.5	10	WDKX 103.9 fm	Blk	12	4	8	12	11	16/68	W & P	NBN
5.1	3.4	2.4	11	WHFM 98.9 fm	CHR	10	5	6	8	10	27/40	MMR	ABC-C
4.9	0.8	1.7	12	WPXY 1280 am	CHR	11	9	7	10	12	24/46	CHRISTAL	
1.6	1.2	1.1	13	WFLC 102.3 fm	Ctry	14	15	19	17	16	12/92	MARKET 4	ABC-E

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	A/C	22.6
2 WVOR	2 WPXY-FM	2 WVOR	2 WPXY-FM	2 WCMF	2 WEZO	AOR	11.6
3 WMJQ	3 WCMF	3 WMJQ	3 WEZO	3 WEZO	3 WPXY-FM	BBnd	6.7
4 WPXY-FM	4 WMJQ	4 WPXY-FM	4 WMJQ	4 WMJQ	4 WHAM	Blk/Urbn	2.5
5 WEZO	5 WHFM	5 WEZO	5 WCMF	5 WHAM	5 WMJQ	BM/Easy	12.9
6 WPXY	6 WEZO	6 WHAM	6 WNYR	6 WPXY-FM	6 WNYR	CHR	19.9
7 WHFM	7 WPXY	7 WNYR	7 WHAM	7 WNYR	7 WYLF	Ctry	4.3
8 WDKX	8 WDKX	8 WBBF	8 WHFM	8 WBBF	8 WCMF	News	2.3
9 WNYR	9 WNYR	9 WHFM	9 WPXY	9 WYLF	9 WBBF	Talk	2.3
10 WHAM	10 WHAM	10 WYLF	10 WYLF	10 WHFM	10 WHFM		

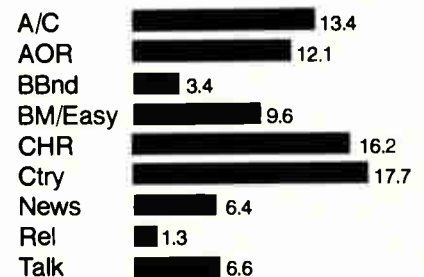
SACRAMENTO #33

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
6.5	6.6	8.6	1	KCTC 96.1 fm	BM	4	9	10	5	3	12/93	CHRISTAL		11.7
7.9	6.8	8.3	2	KZAP 98.5 fm	AOR	3	2	1	2	5	12/88	McGAVREN		10.9
4.5	7.2	8.0	3	KSFM 102.5 fm	CHR	1	1	2	3	4	14/76	MMR		11.0
6.3	6.8	7.3	5	KAER 92.5 fm	Ctry	10	8	6	4	2	9/125	KATZ		5.6
7.4	9.1	7.9	4	KXOA-FM 108.0	A/C	2	7	3	1	1	13/83	BLAIR		8.2
5.2	3.1	6.4	6	KFBK 1530 am	News	6	16	13	12	9	11/95	KATZ	MBS	4.0
6.7	6.3	6.3	7	KRAK 1140 am	Ctry	7	11	12	9	8	11/99	EASTMAN		8.7
4.2	5.0	4.2	8	KGNR 1320 am	Talk	8	18	15	14	12	16/69	CHRISTAL	ABC-I	2.6
4.8	4.6	3.8	9	KROY 96.9 fm	AOR	5	4	4	8	13	21/50	SELCOM		6.9
3.1	3.3	3.5	10	KHYL 101.1 fm	A/C	11	20	5	6	7	18/61	W & P	RKO-2	2.3
8.2	6.8	3.5	10	KSKK 105.1 fm	Ctry	14	19	8	7	6	12/91	EASTMAN		2.4
4.9	5.3	3.4	12	KWOD 106.5 fm	CHR	9	5	7	10	10	19/56		RKO-1	6.0
4.8	2.3	3.4	12	KXOA 1470 am	BBnd	15	15	24	22	17	12/91	BLAIR	ABC-D	2.5
3.7	3.2	2.5	14	KPOP 93.5 fm	CHR	13	3	11	16	22	22/49	CBS-FM		2.6
1.6	2.7	2.4	15	KGO 810 am	N/T	17	22	16	15	15	11/96	BLAIR	ABC-I	1.7
3.2	1.6	2.3	16	KFRC 610 am	CHR	12	6	9	11	14	25/44	RKO	RKO-1	1.3
1.0	2.2	2.0	17	KNBR 680 am	A/C	16	24	14	13	11	15/72	McGAVREN	NBC	1.1
1.3	0.9	1.3	18	KFIA 710 am	Rel	19	28	17	17	16	13/82			1.8
1.5	1.5	1.0	19	KGMS 1380 am	Easy	18	14	23	19	19	22/49	MMR	CBS	1.1

DEMOGRAPHIC RANK

FORMAT REACH

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



ST. LOUIS #13

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AQH	STATIONS	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
20.9	20.6	20.6	20.2	1	KMOX 1120	am Talk	1	6	6	1	1	11/97	CBS SPOT	CBS	20.1
10.6	8.3	8.0	7.9	2	KHTR 103.3	fm CHR	2	1	2	3	4	16/68	CBS-FM	CBS	8.3
5.5	7.0	5.6	7.2	3	KSHE 94.7	fm AOR	4	4	1	2	8	12/87	KATZ		10.0
6.2	6.3	6.3	6.8	4	WIL-FM 92.3	Ctry	5	10	8	5	2	13/86	BLAIR		5.8
6.8	6.9	6.8	6.2	5	KMJM 107.7	fm Urbn	8	3	5	6	6	11/98	McGAVREN		8.1
4.9	5.9	5.9	5.9	6	KWK 106.5	CHR	3	2	3	7	11	16/67	HILLIER		7.3
5.8	5.4	4.7	5.7	7	KSD 93.7	fm A/C	6	8	4	4	3	15/74	TORBET		5.9
7.0	8.1	7.7	5.6	8	KEZK 102.5	fm BM	7	15	12	10	7	15/74	MMR		5.4
4.8	4.4	3.5	4.5	9	WRTH 590	am BBnd	11	22	26	21	13	13/83	MMR	ABC-I	3.4
4.4	3.5	3.9	3.9	10	KUSA 560	am Ctry	9	13	9	9	5	16/68	MCGAVREN	MBS	3.5
2.5	3.4	3.1	3.2	11	KYKY 98.1	fm A/C	10	11	7	8	9	19/57	CHRISTAL		3.5
1.1	1.4	2.3	2.0	12	WIL 1430	am Ctry	13	19	17	15	17	18/60	BLAIR	ABC-E	1.4
1.8	1.8	2.6	1.9	13	KATZ 1600	am Blk	14	14	14	13	12	17/63	W & P	NBN	1.2
2.2	2.1	2.2	1.8	14	KADI 96.3	fm A/C	12	12	10	11	10	25/43	MASLA	RKO-1	2.0
2.5	1.6	1.5	1.8	14	WZEN 100.3	fm Blk	17	5	11	12	15	15/65	W & P	NBN	1.8
1.9	1.9	2.0	1.7	16	KXOK 630	am Talk	15	26	24	19	16	18/60	KATZ	ABC-T	2.3
0.9	1.3	1.8	1.3	17	KCFM 97.1	fm Easy	19	16	15	14	14	16/67	W&P	ABC-D	0.8
--	--	--	1.1	18	KGLD 1380	am Gold	16	9	13	16	21	28/39	HILLIER		1.1
1.5	1.5	1.8	1.1	18	WESL 1490	am Blk	18	7	16	17	19	25/44	R A LAZAR	SHRDN	1.0

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 KHTR	1 KMOX	1 KHTR	1 KMOX	1 KMOX	A/C
2 KWK	2 KSD	2 KSHE	2 KSD	2 WIL-FM	2 WIL-FM	AOR
3 KMOX	3 KMJM	3 KWK	3 KMOX	3 KSD	3 KHTR	BBnd
4 KSD-FM	4 KYKY	4 WIL-FM	4 KMJM	4 KSHE	4 KSD	Blk/Urbn
5 KMJM	5 KWK	5 KSD	5 WIL-FM	5 KUSA	5 KMJM	BM/Easy
6 KHTR	6 KSHE	6 KMJM	6 KYKY	6 KMJM	6 KEZK	CHR
7 WIL-FM	7 WIL-FM	7 KHTR	7 KWK	7 KHTR	7 KUSA	Ctry
8 KYKY	8 KADI	8 KUSA	8 KSHE	8 KEZK	8 KYKY	Gold
9 KUSA	9 WZEN	9 KYKY	9 KUSA	9 KYKY	9 KADI	Talk
10 KADI	10 KMOX	10 KEZK	10 KEZK	10 KWK	10 KSHE	

A/C	10.7
AOR	7.2
BBnd	4.5
Blk/Urbn	11.0
BM/Easy	6.9
CHR	13.8
Ctry	12.7
Gold	1.1
Talk	21.9

SAN ANTONIO #38

SPRING '83	FALL '83	SPRING '84	METRO RANK 12-4 AQH	STATIONS	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	9.3	9.5	1	KTFM 102.7 fm	CHR	1	3	1	1	1	14/76	BLAIR		10.5
10.2	7.9	8.5	2	KQXT 101.9 fm	BM	5	15	12	7	2	10/105	KATZ		5.6
8.2	8.0	7.4	3	KXZL 104.5 fm	AOR	4	1	3	5	14	13/84	TORBET		10.5
7.2	7.4	7.3	4	KAJA 97.3 fm	Ctry	9	5	4	2	3	11/100	CBS-FM		5.7
6.2	5.3	7.3	4	KKYX 880 am	Ctry	7	11	10	8	5	11/100	CHRISTAL	ABC-D	4.8
5.9	6.0	6.3	6	KISS 99.5 fm	AOR	6	4	2	3	11	13/82	McGAVREN	NBC-S	8.5
6.3	6.0	6.1	7	KTSA 550 am	A/C	2	7	7	6	4	17/65	BLAIR		5.4
5.2	9.1	5.5	8	KCOR 1350 am	Span	11	18	14	10	7	11/101	KATZ		8.7
4.0	4.1	5.3	9	KITY 92.9 fm	CHR	3	2	6	9	13	18/59	MMR	ABC-F	6.8
5.9	4.9	5.2	10	KLLS-FM 100.3	A/C	8	6	5	4	6	15/71	SELCOM		6.0
4.4	4.6	4.5	11	KBUC-FM 107.5	Ctry	13	16	11	11	9	12/89	EASTMAN		3.4
7.3	5.0	4.5	11	WOAI 1200 am	N/T	10	23	18	15	12	15/70	CBS SPOT	CBS	3.2
3.8	4.8	3.1	13	KONO 860 am	A/C	12	14	8	12	8	18/60	MMR	ABC-C	3.2
2.6	1.3	2.6	14	KAPE 1480 am	Blk	16	9	13	14	10	9/115	RILEY	CBS	2.3
2.2	0.6	2.3	15	KSAQ 96.1 fm	A/C	14	8	9	13	18	19/58	HILLIER	MBS	1.2
1.9	2.6	1.9	16	KEDA 1540 am	Span	15	13	19	16	15	19/56	SELCOM		3.2
1.3	0.8	1.6	17	KBUC 1310 am	Ctry	17	21	17	17	16	14/77	EASTMAN		1.0
0.9	--	1.6	17	KWED 1580 am	Misc	21	25	24	26	25	8/131		MBS	0.3
1.2	1.0	1.1	19	KGNB 1420 am	BBnd	20	24	23	24	22	12/89	M & C	ABC-E	0.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KISS	1 KTFM	1 KISS	1 KTFM	1 KKYX	1 KTFM	A/C 16.7
2 KXZL	2 KLLS-FM	2 KTFM	2 KAJA	2 KTFM	2 KQXT	AOR 13.7
3 KTFM	3 KAJA	3 KXZL	3 KLLS-FM	3 KAJA	3 KCOR	BBnd 1.1
4 KAJA	4 KISS	4 KAJA	4 KQXT	4 KTSA	4 KTSA	Blk/Urbn 2.6
5 KLLS-FM	5 KITY	5 KKYX	5 KTSA	5 KONO	5 KLLS-FM	BM/Easy 8.5
6 KITY	6 KXZL	6 KTSA	6 KCOR	6 KISS	6 KAJA	CHR 14.8
7 KKYX	7 KQXT	7 KLLS-FM	7 KITY	7 KQXT	7 KBUC-FM	Ctry 20.7
8 KTSA	8 KTSA	8 KONO	8 KBUC-FM	8 KLLS-FM	8 KONO	Misc 1.6
9 KBUC-FM	9 KONO	9 KBUC-FM	9 KXZL	9 KBUC-FM	9 KKYX	News 2.3
10 KONO	10 KSAQ	10 KITY	10 KISS	10 KXZL	10 KAPE	Span 7.4
						Talk 2.2

SAN DIEGO #20

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK	12+ ADH	STATIONS	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
8.6	8.4	8.7	7.3	8.4	1	1	KJQY 103.7 fm	BM	5	18	11	5	2	10/113	RAR		9.3
8.4	8.0	4.3	5.5	8.0	2	2	KFMB 780 am	A/C	1	7	6	3	1	16/68	McGAVREN		7.0
5.6	6.6	7.2	7.9	7.6	3	3	KGB 101.5 fm	AOR	3	2	1	1	5	11/95	KATZ	NBC-S	9.9
3.6	2.2	3.5	5.2	6.5	4	4	KSDO-FM 102.9	CHR	2	1	2	2	7	16/69	CBS SPOT		7.7
3.0	2.5	3.8	4.1	5.5	5	5	XHRM 92.5 fm	Urbn	8	4	3	4	8	12/92	W & P	SHRDN	4.4
4.0	4.7	4.5	4.5	4.6	6	6	KSDO 1130 am	N/T	9	29	17	16	10	13/82	CBS SPOT	CBS	5.1
5.3	5.7	5.1	4.7	4.2	7	7	KFMB-FM 100.7	A/C	4	8	7	6	3	20/55	McGAVREN		4.5
5.6	5.7	5.1	6.5	4.1	8	8	XTRA-FM 91.1	AOR	7	5	5	8	16	17/63	MMR		6.9
1.4	2.3	3.1	4.4	4.0	9	9	KPOP 1360 am	BBnd	16	30	26	19	15	10/109	KATZ	ABC-E	4.5
5.4	3.9	3.7	3.8	3.6	10	10	KYXY 96.5 fm	A/C	11	17	10	9	4	13/83	TORBET		3.5
4.4	4.0	3.2	1.5	3.5	11	11	KLZZ 108.5 fm	A/C	12	12	4	7	9	13/84	EASTMAN		3.0
2.6	2.0	2.5	2.7	3.1	12	12	KSON-FM 97.3	Ctry	15	16	13	12	11	13/82	CHRISTAL	MBS	2.6
3.9	4.2	4.4	3.6	2.9	13	13	KBZT 94.9 fm	A/C	10	15	8	10	6	18/61	CHRISTAL		3.3
4.3	4.4	2.7	3.8	2.9	13	13	XTRA 690 am	CHR	6	3	12	14	17	27/41	MMR		2.4
2.5	2.8	2.7	2.9	2.7	15	15	KIFM 98.1 fm	A/C	14	21	9	11	12	16/68	SELCOM	CBS-R	1.6
2.1	2.2	1.8	2.2	2.6	16	16	KEZL-A/F 1320 102.1	A/C	22	19	24	24	18	11/100	CBS-F	ABC-D	1.0
2.9	2.9	4.8	2.5	2.6	16	16	KFSD 94.1 fm	Clas	21	11	15	15	14	12/88	HILLIER		2.8
2.7	3.2	2.2	2.4	2.5	18	18	KCBQ 1170 am	Ctry	19	20	19	13	13	13/81	RKO	RKO-2	2.3
2.3	3.3	3.3	2.0	2.4	19	19	KMLO 1000 am	BBnd	18	32	29	29	28	15/73	ROSLIN		1.5
2.3	2.2	2.1	3.1	2.0	20	20	KCBQ-FM 105.3	Ctry	24	22	21	20	22	13/86	RKO		3.1
0.6	0.8	0.8	0.7	1.6	21	21	KBRT 740 am	Rel	27	6	22	18	20	9/119			0.9
2.1	2.5	2.0	1.9	1.6	21	21	KNX 1070 am	News	17	27	28	25	25	24/46	CBS SPOT	CBS	1.1
2.2	2.5	2.0	1.3	1.5	23	23	KOGO 600 am	Talk	13	26	23	23	23	31/35	EASTMAN	AP	0.8
--	--	1.1	1.6	1.2	24	24	XHZ 90.3 fm	AOR	20	13	14	17	27	27/41	SELCOM		1.3
1.0	1.0	0.7	0.9	1.1	25	25	KFI 640 am	A/C	26	24	18	21	24	21/53	CHRISTAL	ABC-E	0.3
0.4	0.7	0.7	1.0	1.0	26	26	KKOS 95.9 fm	A/C	28	14	16	22	21	12/91			0.1

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SAN FRANCISCO #4

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUIME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK	12+ BIRCH SHARE
8.6	7.5	8.7	7.4	8.7	1	KGO 810 am	N/T	1	26	17	3	1	12/91	BLAIR	ABC-I	9.9
3.1	3.6	4.7	3.8	5.1	2	KSOL 107.7 fm	Urbn	5	2	1	1	7	13/86	MASLA	AP	4.4
5.1	5.3	6.8	5.8	4.3	3	KCBS 740 am	N/T	3	31	24	16	8	17/65	CBS SPOT	CBS	4.2
3.6	5.4	2.7	2.8	4.0	4	KNBR 680 am	A/C	4	16	10	7	3	17/64	McGAVREN	NBC	2.5
3.2	2.4	2.8	3.5	3.6	5	KYUU 99.7 fm	A/C	7	13	2	2	2	17/65	McGAVREN		5.4
4.2	3.9	3.0	3.1	3.4	6	KFRC 610 am	CHR	2	5	4	5	11	23/47	RKO	RKO-1	3.7
3.2	3.3	3.3	4.3	3.0	7	KABL-FM 98.7	BM	12	37	37	24	17	13/75	CHRISTAL		2.9
2.4	1.8	2.1	2.2	3.0	7	KDIA 1310 am	Blk	16	3	7	10	16	12/89	SELCOM	SHRDN	2.6
2.9	2.2	2.4	4.0	3.0	7	KOIT-FM 96.5	Easy	13	30	27	13	6	13/84	TORBET		1.3
4.1	2.9	3.6	3.8	3.0	7	KSAN 94.9 fm	Ctry	10	15	9	6	4	15/74	KATZ		5.2
3.2	4.2	3.0	2.6	3.0	7	KSFO 560 am	A/C	9	25	29	21	15	17/65	EASTMAN		1.9
3.1	2.9	3.2	3.4	2.8	12	KIOI 101.3 fm	A/C	6	20	6	4	5	22/50	MMR		3.5
2.7	3.1	2.9	2.7	2.8	12	KNEW 910 am	Ctry	19	34	19	15	14	12/90	KATZ		4.3
2.2	2.2	2.2	2.4	2.8	12	KRQR 97.3 fm	AOR	11	4	5	9	18	15/73	CBS-FM	CBS	3.0
3.1	2.0	2.3	2.6	2.6	15	KABL 960 am	BM	14	35	38	34	21	15/75	CHRISTAL		2.7
1.8	2.5	2.1	1.7	2.6	15	KBAY 100.3 fm	BM	22	24	23	17	12	11/96	MMR		1.0
2.0	2.5	2.1	2.3	2.4	17	KITS 105.3 fm	CHR	8	1	12	18	30	23/48	RKO		2.2
2.6	2.4	2.7	3.0	2.3	18	KBLX 102.9 fm	Urbn	17	23	3	8	10	16/69	HILLIER	SHRDN	2.5
1.0	1.0	1.3	1.4	2.2	19	KLOK-FM 103.7	A/C	18	14	14	11	9	16/68	W&P		1.4
0.8	1.6	1.9	1.9	2.1	20	KFOG 104.5 fm	AOR	25	27	13	12	13	13/86	SELCOM	NBC-S	2.2
1.6	1.8	1.7	1.8	2.0	21	KKHI-A/F 1550 95.7	Clas	21	43	31	30	23	21/67	HILLIER		1.2
1.3	1.8	1.1	1.4	2.0	21	KOME 98.5 fm	AOR	20	7	8	14	31	15/70	TORBET	ABC-R	2.4
0.9	1.2	1.3	1.6	1.8	23	KWSS 94.5 fm	CHR	23	6	16	19	24	16/68	MCGAVREN		2.2
2.3	1.9	1.7	1.6	1.4	24	KMEL 106.1 fm	AOR	15	11	11	20	28	26/41	CHRISTAL		2.3
1.9	2.0	1.9	2.1	1.4	24	KQAK 98.9 fm	AOR	24	9	15	22	33	20/55	W & P		2.2

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KSOL 107.7

MORE MUSIC

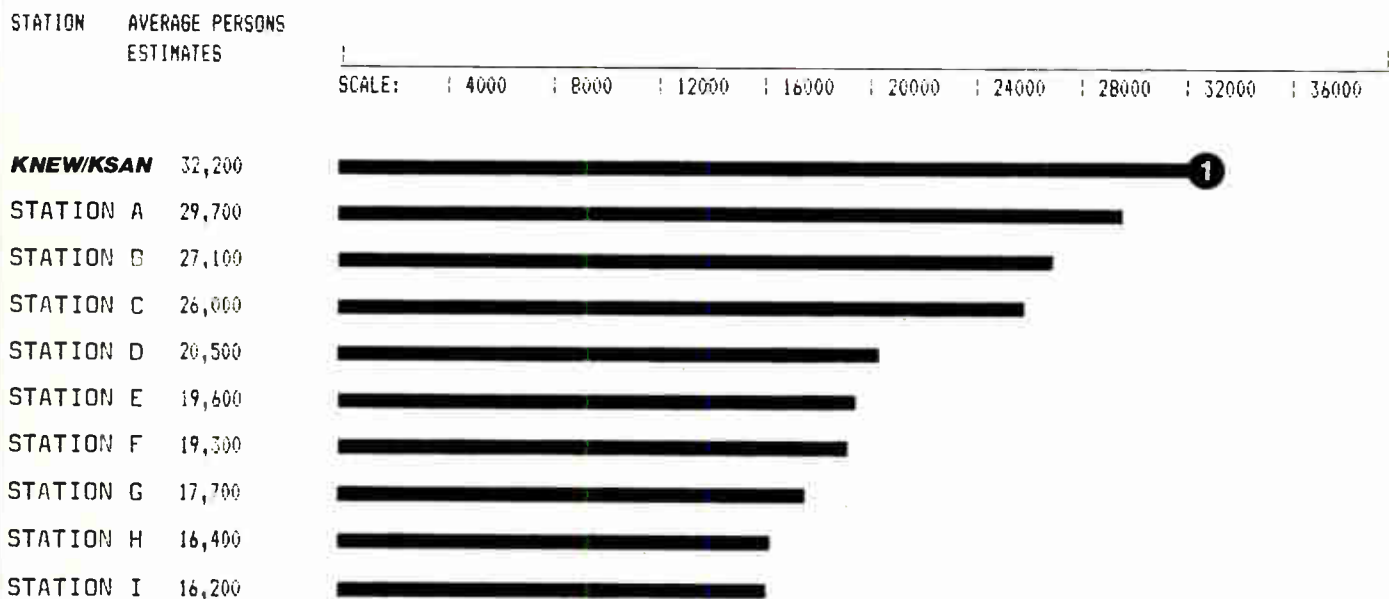
**The Bay Area's
#1 Music Station**

Source: San Francisco Spring 1984
ARB/persons 12+/M-S/6A-12M/
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The Winning Combination in San Francisco!

KNEW/KSAN

**TAPSCAN™ RANK REPORT:
AVERAGE PERSONS SAN FRANCISCO METRO SURVEY AREA
ADULTS 18-49 MON-SUN 6AM--MIDNIGHT**



SPRING 1984 ARBITRON

In San Francisco the KNEW/KSAN Combination Can't be Beat.

KNEW 91 AM / KSAN 95 FM



MALRITE COMMUNICATIONS GROUP

SAN DIEGO #20

Continued from Page 131

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	33.7
1 KGB	1 KSDO-FM	1 KGB	1 KFMB-FM	1 KFMB	1 KJQY	AOR	8.8
2 KSDO-FM	2 KFMB-FM	2 XHRM	2 KSDO-FM	2 KJQY	2 KFMB	BBnd	6.4
3 XHRM	3 KLZZ	3 KFMB	3 KYXY	3 KGB	3 KFMB-FM	Blk/Urban	5.5
4 XTRA-FM	4 KGB	4 KSDO-FM	4 KJQY	4 KSON-FM	4 KYXY	BM/Easy	8.4
5 KFMB	5 XHRM	5 XTRA-FM	5 KFMB	5 KSDO	5 KSDO-FM	CHR	9.4
6 KLZZ	6 KBZT	6 KJQY	6 XHRM	6 KCBQ	6 KBZT	Clas	2.6
7 KIFM	7 XTRA-FM	7 KLZZ	7 KLZZ	7 KFMB-FM	7 XHRM	Ctry	7.6
8 KBZT	8 KYXY	8 KSON-FM	8 KGB	8 KYXY	8 KLZZ	News	3.9
9 KFMB-FM	9 KFMB	9 KIFM	9 KBZT	9 KBZT	9 KFSD	Rel	1.6
10 KSON-FM	10 KIFM	10 KFMB-FM	10 XTRA-FM	10 KIFM	10 KIFM	Talk	3.8

SAN FRANCISCO #4

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SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK	12+ AOH	STATIONS	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
1.4	1.2	1.2	1.1	1.3	26		KLOK 1170 am	A/C	27	22	25	23	19	19/56	W&P		1.3
1.8	1.6	2.3	1.5	1.2	27		KDFC-A/F 1220 102.1	Clas	27	46	32	26	20	20/55	W & P		0.8
0.9	0.9	1.1	0.9	1.2	27		KLIV 1590 am	BBnd	34	38	48	44	35	12/89	SELCOM		1.3
2.2	2.1	1.1	1.3	1.2	27		KSJO 92.3 fm	AOR	26	8	18	25	43	21/52	HILLIER		2.3
0.9	1.1	1.0	1.3	1.1	30		KJAZ 92.7 fm	Jazz	31	39	28	28	22	15/70	ROSLIN		1.7

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/C	16.9
1 KSOL	1 KSOL	1 KGO	1 KYUU	1 KGO	1 KYUU	AOR	10.9
2 KRQR	2 KYUU	2 KSOL	2 KSOL	2 KNBR	2 KGO	BBnd	1.2
3 KYUU	3 KBLX	3 KNBR	3 KBLX	3 KSAN	3 KOIT-FM	Blk/Urban	10.4
4 KOME	4 KDIA	4 KSAN	4 KIOI	4 KIOI	4 KBLX	BM/Easy	11.2
5 KIOI	5 KFRC	5 KYUU	5 KFRC	5 KCBS	5 KIOI	CHR	7.6
6 KFRC	6 KIOI	6 KIOI	6 KDIA	6 KYUU	6 KLOK-FM	Clas	3.2
7 KNBR	7 KITS	7 KRQR	7 KGO	7 KSOL	7 KSAN	Ctry	5.8
8 KSAN	8 KLOK-FM	8 KFRC	8 KLOK-FM	8 KSFO	8 KDIA	Jazz	1.1
9 KFOG	9 KRQR	9 KOME	9 KSAN	9 KFOG	9 KBAY	News	6.5
10 KBLX	10 KMEL	10 KFOG	10 KOIT-FM	10 KOIT-FM	10 KFRC	Talk	6.5

DAYBOOK

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SAN JOSE #27

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ ACH	STATIONS	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
7.6	5.7	6.8	9.2	1	KGO 810 am	N/T	1	36	9	1	1	12/90	BLAIR	ABC-I	9.0
4.5	6.4	5.0	8.0	2	KBAY 100.3 fm	BM	4	10	13	4	2	10/111	MMR		3.1
3.6	5.0	5.9	6.7	3	KWSS 94.5 fm	CHR	2	1	2	2	5	16/70	MCGAVREN		7.6
3.7	3.2	3.8	4.9	4	KOME 98.5 fm	AOR	3	6	1	3	11	16/67	TORBET	ABC-R	3.8
7.3	3.3	4.1	4.2	5	KSJO 92.3 fm	AOR	5	2	3	5	21	18/60	HILLIER		5.8
2.7	3.1	4.3	4.1	6	KSOL 107.7 fm	Urbn	15	3	4	8	16	12/91	MASLA	AP	4.0
3.7	2.9	3.4	3.8	7	KSAN 94.9 fm	Ctry	14	9	7	7	4	13/82	KATZ		4.6
2.5	3.2	2.8	3.7	8	KLIV 1590 am	BBnd	16	34	36	27	17	12/90	SELCOM		3.5
4.9	4.7	4.9	3.4	9	KCBS 740 am	News	9	37	27	17	14	17/62	CBS SPOT	CBS	3.9
3.5	3.3	2.7	3.4	9	KLOK 1170 am	A/C	10	13	14	6	3	17/63	W&P		2.2
3.6	2.9	2.1	3.2	11	KEEN 1370 am	Ctry	18	21	11	12	8	12/87	MMR	UPI	4.0
4.7	3.4	3.4	3.1	12	KEZR 106.5 fm	A/C	13	15	5	9	7	17/63	CHRISTAL		2.9
3.3	3.5	3.3	3.0	13	KYUU 99.7 fm	A/C	8	17	6	10	13	20/55	MCGAVREN		6.9
2.2	3.9	2.2	2.8	14	KARA 105.7 fm	A/C	12	18	10	11	6	19/56	SELCOM		1.9
3.6	2.6	2.4	2.8	14	KFRC 610 am	CHR	7	7	12	14	15	22/50	RKO	RKO-1	2.7
3.1	2.2	4.6	2.7	16	KOIT-FM 96.5	Easy	19	23	22	16	10	15/75	TORBET		1.2
2.3	2.1	1.9	2.6	17	KNBR 680 am	A/C	11	29	15	15	9	22/50	MCGAVREN	NBC	2.9
3.1	2.4	3.1	2.4	18	KIOI 101.3 fm	A/C	6	12	8	13	12	26/42	MMR	ABC-C	1.8
1.0	1.7	1.3	1.6	19	KITS 105.3 fm	CHR	17	4	18	22	38	28/39	RKO		1.6
1.1	0.7	1.2	1.6	19	KKHI-A/F 1550 95.7	Clas	29	26	33	31	27	11/99	HILLIER		1.5
0.6	0.9	2.0	1.5	21	KHTT 1500 am	CHR	20	5	26	25	24	24/45	HILLIER	AP	2.3
1.2	1.2	0.7	1.3	22	KLOK-FM 103.7	A/C	22	19	17	18	18	23/46	W&P		1.8
0.6	1.3	0.7	1.3	22	KNEW 910 am	Ctry	32	30	29	29	20	11/97	KATZ	ABC-E	0.6
1.4	0.8	1.6	1.3	22	KNTA 1430 am	Span	35	39	24	19	19	10/106	LOTUS		--
1.1	0.8	1.5	1.2	25	KPEN 99.7 fm	CHR	21	8	16	20	22	29/37	ROSLIN	AP	0.9
0.9	2.6	1.1	1.1	26	KDFC-A/F 1220 102.1	Clas	23	41	30	30	23	27/53	W&P		1.4

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SEATTLE-EVERETT-TACOMA #15

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ ACH	STATIONS	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+ BRCH SHARE
9.0	8.6	8.6	7.8	1	KIRO 710 am	News	1	14	10	7	3	17/63	TORBET	CBS	8.1
5.4	5.5	7.7	6.5	2	KOMO 1000 am	A/C	2	13	12	4	1	16/67	KATZ	ABC-I	5.2
5.5	5.8	5.5	6.5	2	KUBE 93.3 fm	CHR	3	4	1	1	2	14/75	MMR		7.6
6.4	5.9	5.8	6.2	4	KBRD 103.7 fm	BM	8	16	13	8	4	11/101	MASLA		3.5
6.0	5.3	4.6	4.8	5	KSEA 100.7 fm	BM	7	20	23	18	10	14/77	TORBET		5.3
5.0	5.9	3.9	4.7	6	KISW 99.9 fm	AOR	6	3	2	3	17	14/76	McGAVREN		5.4
3.0	1.7	3.7	4.7	6	KPLZ 101.5 fm	CHR	5	1	8	12	19	15/74	McGAVREN		6.2
4.6	4.9	4.5	4.6	8	KIXI 880 am	BBnd	11	26	25	25	18	13/84	CHRISTAL		4.0
3.5	3.8	4.5	4.2	9	KLSY 92.5 fm	A/C	9	8	3	2	5	15/71	SELCOM	CBS-R	4.0
3.4	4.4	4.7	3.9	10	KNBQ 97.3 fm	CHR	4	2	5	9	13	19/57	CHRISTAL		6.3
3.2	2.1	1.7	3.4	11	KVI 570 am	A/C	13	21	18	16	12	17/64	McGAVREN	MBS	3.0
3.4	2.8	2.7	3.3	12	KJR 950 am	A/C	10	10	7	6	11	18/61	EASTMANN	ABC-D	2.3
2.4	2.5	2.5	3.3	12	KRPM 106.1 fm	Ctry	19	18	9	10	9	11/95	W & P	AP	1.9
2.3	2.0	3.2	3.2	14	KEZX 98.9 fm	A/C	17	30	6	5	6	12/91	HILLIER	ABC-E	1.8
5.0	4.3	3.7	3.2	14	KZOK 102.5 fm	AOR	12	5	4	11	24	18/60	HILLIER		5.4
4.3	4.2	3.9	3.0	16	KMPS-FM 94.1	Ctry	16	11	16	13	8	13/83	EASTMAN		2.2
4.0	3.8	3.4	2.9	17	KING-FM 98.1	Clas	14	22	17	14	7	16/67	BLAIR		3.7
1.5	2.8	3.2	2.4	18	KCMS 105.3 fm	Rel	18	9	11	15	16	16/69	RADIO SPT	UPI	2.3
2.1	2.9	2.6	2.2	19	KMPS 1300 am	Ctry	20	24	21	19	14	17/66	EASTMAN		1.5
2.1	2.4	2.3	2.1	20	KIXI-FM 95.7	A/C	21	12	15	17	15	18/61	CHRISTAL		2.0
2.0	1.9	1.6	1.6	21	KKFX 1250 am	Urbn	22	6	14	20	21	21/51	W & P	UPI	3.7
1.7	2.2	1.9	1.5	22	KING 1090 am	News	15	29	24	23	23	28/39	BLAIR	NBC	1.2
1.2	0.8	1.0	1.1	23	KTAC 850 am	A/C	24	15	22	21	20	19/56	MASLA	ABC-D	0.6
--	--	--	1.0	24	KKMI 96.5 fm	A/C	23	19	19	22	22	31/35			0.8

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SAN JOSE #27

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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 KOME	1 KWSS	1 KGO	1 KBAY	1 KGO	1 KBAY	A/C 18.6
2 KSJO	2 KSOL	2 KOME	2 KWSS	2 KBAY	2 KGO	AOR 9.1
3 KWSS	3 KEZR	3 KWSS	3 KSOL	3 KSAN	3 KLOK	BBnd 3.7
4 KYUU	4 KSJO	4 KSJO	4 KGO	4 KNBR	4 KWSS	Blk/Urban 4.1
5 KSAN	5 KOME	5 KSAN	5 KLOK	5 KLOK	5 KOIT	BM/Easy 10.7
8 KGO	8 KEEN	8 KEZR	6 KEEN	6 KOME	6 KSAN	CHR 13.8
7 KEZR	7 KYUU	7 KNBR	7 KEZR	7 KWSS	7 KEEN	Clas 6.5
8 KNBR	8 KBAY	8 KBAY	8 KYUU	8 KCBS	8 KARA	Ctry 4.5
9 KIOI	9 KARA	9 KYUU	9 KARA	9 KARA	9 KEZR	News 8.0
10 KFRC	10 KFRC	10 KLOK	10 KSAN	10 KIOI	10 KYUU	Span 1.3
						Talk 4.6

SEATTLE-EVERETT-TACOMA #15

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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 KUBE	1 KUBE	1 KUBE	1 KUBE	1 KUBE	1 KOMO	A/C 24.8
2 KISW	2 KLSY	2 KISW	2 KLSY	2 KIRO	2 KBRD	AOR 7.9
3 KZOK-FM	3 KNBQ	3 KZOK-FM	3 KOMO	3 KOMO	3 KLSY	BBnd 4.6
4 KPLZ	4 KISW	4 KIRO	4 KEZX	4 KING-FM	4 KEZX	Blk/Urban 1.6
5 KJR	5 KEZX	5 KOMO	5 KNBQ	5 KEZX	5 KIRO	BM/Easy 11.0
8 KIRO	8 KJR	8 KJR	8 KBRD	8 KBRD	8 KSEA	CHR 15.1
7 KEZX	7 KPLZ	7 KLSY	7 KJR	7 KLSY	7 KMPS-FM	Clas 2.9
8 KNBQ	8 KCMS	8 KEZX	8 KISW	8 KVI	8 KUBE	Ctry 8.5
9 KLSY	9 KIXI-FM	9 KPLZ	9 KRPM	9 KRPM	9 KRPM	News 9.3
10 KRPM	10 KZOK-FM	10 KRPM	10 KIXI-FM	10 KMPS-FM	10 KJR	Rel 2.4

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TAMPA-ST. PETERSBURG #22

SPRING '83	FALL '83	WINTER '84	SPRING '84	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.8	14.8	15.1	13.5	1	WWBA fm 107.3	BM	2	13	12	10	5	8/129	RKO	
12.7	11.7	11.1	11.2	2	WRBQ-FM 104.7	CHR	1	1	1	1	1	12/87	EASTMAN	ABC-F
8.0	5.3	5.8	8.7	3	WQYK fm 99.5	Ctry	3	5	7	3	2	10/111	TORBET	
5.6	6.1	6.7	7.5	4	WYNF fm 94.9	AOR	6	3	2	2	4	10/112	KATZ	ABC-R
3.3	4.9	6.0	5.6	5	WZNE fm 97.9	CHR	4	2	3	5	8	15/73	HILLIER	NBC-S
4.7	4.7	5.9	5.2	6	WIQI fm 100.7	A/C	7	8	4	4	3	14/78	MCGAVREN	
6.2	6.3	5.6	4.9	7	WDAE am 1250	BBnd	9	12	18	18	15	11/99	KATZ	ABC-I
5.2	4.9	5.0	4.8	8	WSUN am 620	Ctry	5	11	10	9	7	16/68	MCGAVREN	RKO-2
4.0	3.3	3.2	3.3	9	WTMP am 1150	Blk	14	4	8	7	9	9/116	HILLIER	SHRDN
3.5	3.5	3.9	3.2	10	WFLA am 970	A/C	8	16	14	14	14	18/60	BLAIR	NBC
3.9	2.9	2.7	3.2	10	WMGG fm 95.7	A/C	10	10	5	6	6	15/70	MMR	
2.3	3.1	2.4	3.1	12	WLFW am 680	Easy	17	21	23	16	18	8/139		
--	1.2	2.7	3.0	13	WGUL-A/F 1500 105.5	BBnd	15	22	16	19	19	13/83	SOUTHERN	MBS
3.2	3.1	3.6	2.9	14	WPLP am 570	Talk	12	15	15	17	17	12/89	P-W RADIO	MBS
3.5	3.1	2.0	2.5	15	WFLA-FM 93.3	A/C	11	9	11	11	10	15/73	BLAIR	
1.4	2.0	2.3	2.2	16	WAVE fm 102.5	A/C	18	14	6	8	11	11/101	CBS-FM	CBS-R
1.5	1.5	1.1	1.8	17	WRXB am 1590	Blk	19	6	9	12	12	7/146	R A LAZAR	NBN
1.8	1.3	1.1	1.7	18	WRBQ am 1380	CHR	13	7	13	13	13	19/56	EASTMAN	ABC-F
1.2	2.1	2.0	1.6	19	WDUV fm 103.3	BM	16	18	17	15	16	16/68	MASLA	
1.4	1.9	0.6	1.0	20	WVTY fm 106.3	BM	21	17	19	22	22	11/97	HILLIER	

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WYNF	1 WRBQ-FM	1 WYNF	1 WRBQ-FM	1 WRBQ-FM	1 WQYK	A/C 16.3
2 WRBQ-FM	2 WYNF	2 WRBQ-FM	2 WQYK	2 WYNF	2 WRBQ-FM	AOR 7.5
3 WZNE	3 WZNE	3 WZNE	3 WIQI	3 WQYK	3 WIQI	BBnd 10.9
4 WMGG	4 WIQI	4 WQYK	4 WYNF	4 WIQI	4 WWBA	Blk/Urbn 5.1
5 WIQI	5 WTMP	5 WIQI	5 WZNE	5 WMGG	5 WMGG	BM/Easy 19.2
6 WAVE	6 WQYK	6 WMGG	6 WTMP	6 WSUN	6 WSUN	CHR 18.5
7 WQYK	7 WAVE	7 WSUN	7 WMGG	7 WWBA	7 WYNF	Ctry 13.5
8 WSUN	8 WMGG	8 WAVE	8 WWBA	8 WZNE	8 WTMP	Talk 2.9
9 WWBA	9 WRXB	9 WWBA	9 WRXB	9 WAVE	9 WZNE	
10 WRXB	10 WFLA-FM	10 WFLA-FM	10 WFLA-FM	10 WFLA-FM	10 WFLA-FM	

WASHINGTON #10

SPRING '83	SUMMER '83	FALL '83	WINTER '84	SPRING '84	METRO RANK	12+ AQH	STATIONS	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
10.4	10.7	10.2	8.0	8.9	1	1	WKYS 93.9 fm	Urbn	2	3	1	1	1	12/92	EASTMAN	NBC	9.0
6.6	7.5	8.5	9.1	8.6	2	2	WGAY-A/F 105.0, 99.5	BM	5	18	18	6	3	11/103	MMR		7.8
5.7	7.0	5.9	5.2	7.3	3	3	WHUR 96.3 fm	Blk	4	6	2	2	2	13/84	W & P		7.9
7.2	7.7	8.0	9.4	7.2	4	4	WMAL 630 am	A/C	5	15	19	9	5	12/89	McGAVREN	ABC-I	6.1
7.6	7.0	6.4	6.3	5.7	5	5	WRQX 107.3 fm	CHR	1	2	6	4	6	20/55	BLAIR	ABC-R	6.7
3.2	3.6	4.3	4.3	5.6	6	6	WAVA 105.1 fm	CHR	3	1	4	5	9	18/59	HILLIER	ABC-R	6.6
4.8	4.7	4.1	4.4	4.6	7	7	WLTT 94.7 fm	A/C	9	11	5	3	4	17/63	HILLIER		4.3
3.5	3.8	3.6	3.3	4.6	7	7	WTOP 1500 am	News	8	16	15	15	12	17/62	CBS SPOT	CBS	3.5
3.6	3.6	3.0	5.1	4.2	9	9	WWDC-FM 101.1	AOR	7	5	3	7	14	19/57	CHRISTAL	RKO-1	7.9
4.1	4.1	3.5	4.8	3.7	10	10	WMZQ 98.7 fm	Ctry	12	7	10	10	7	15/71	CHRISTAL		3.3
3.4	3.5	3.5	3.5	3.3	11	11	WPGC-A/F 158.0, 95.5	A/C	10	8	7	8	10	22/49	TORBET	ABC-C	4.1
4.5	4.0	4.1	4.2	3.3	11	11	WWRC 980 am	Talk	17	27	17	18	15	12/93	EASTMAN	NBC	4.6
3.8	3.3	2.9	2.9	3.2	13	13	WGMS-A/F 57.0, 103.5	Clas	16	20	16	13	8	14/75	RKO	MBS	1.9
3.2	3.3	3.1	2.3	3.0	14	14	WPKX-FM 105.9	Ctry	14	10	13	12	10	17/65	SELCOM	AP	4.0
3.2	2.9	2.4	2.3	2.7	15	15	WDJY 100.3 fm	Urbn	11	4	9	16	18	21/52	MASLA	SHRDN	2.8
1.5	2.1	2.0	2.7	2.6	16	16	WXTR-A/F 156.0, 104.1	Gold	15	13	8	11	13	20/55	MASLA		1.6
3.4	3.0	3.8	2.3	2.2	17	17	WASH 97.1 fm	CHR	13	9	11	14	16	26/42	KATZ	RKO-1	4.2
1.9	2.4	2.5	2.0	1.7	18	18	WYCB 1340 am	Rel	20	19	21	20	19	12/93	SAVALLI	SHRDN	1.0
2.3	1.2	1.4	1.2	1.5	19	19	WEZR 106.7 fm	A/C	18	22	14	17	17	20/55	W & P		0.8
--	--	--	--	1.2	20	20	WHFS 102.3 fm	AOR	22	14	12	19	20	13/82	CBS SPOT		0.8
0.8	0.8	1.0	0.9	1.1	21	21	WUST 1120 am	Rel	29	31	26	22	24	8/137		NBN	0.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WKYS	1 WKYS	1 WKYS	1 WKYS	1 WKYS	1 WKYS	A/C	16.6
2 WWDC-FM	2 WHUR	2 WHUR	2 WHUR	2 WHUR	2 WHUR	AOR	5.4
3 WHUR	3 WRQX	3 WRQX	3 WRQX	3 WGAY A/F	3 WGAY A/F	Blk/Urbn	18.9
4 WAVA	4 WLTT	4 WLTT	4 WLTT	4 WLTT	4 WLTT	BM/Easy	8.6
5 WRQX	5 WAVA	5 WAVA	5 WGAY A/F	5 WTOP	5 WTOP	CHR	13.5
6 WRQX	6 WPGC A/F	6 WRQX	6 WAVA	6 WMAL	6 WRQX	Clas	3.2
7 WMZQ	7 WWDC-FM	7 WTOP	7 WPGC A/F	7 WMZQ	7 WAVA	Ctry	6.7
8 WXTR A/F	8 WDJY	8 WXTR A/F	8 WMAL	8 WWDC-FM	8 WMZQ	Gold	2.6
9 WHFS	9 WXTR A/F	9 WMZQ	9 WMZQ	9 WRQX	9 WPGC A/F	News	4.6
10 WASH	10 WASH	10 WMAL	10 WWDC-FM	10 WXTR A/F	10 WPKX	Rel	2.8
						Talk	3.3

AKRON #60

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
14.2	11.7	12.6	1	WMMS 100.7 fm	AOR	2	3	1	1	1	12/93	KATZ	NBC-S
8.8	11.5	11.1	2	WAKR 1590 am	A/C	1	12	7	5	4	14/79	McGAVREN	MBS
9.5	10.5	10.3	3	WKDD 96.5 fm	CHR	3	1	2	2	2	14/78	KATZ	
5.0	5.0	5.8	4	WMJI 105.7 fm	A/C	5	10	3	3	3	13/86	EASTMAN	
4.0	5.7	5.4	5	WAEZ 97.5 fm	BM	9	22	12	11	9	9/115	McGAVREN	
5.4	5.9	5.0	6	WGCL 98.5 fm	CHR	4	2	5	6	10	20/54	MMR	ABC-F
6.6	4.7	5.0	6	WSLR 1350 am	Ctry	7	11	10	8	5	13/85	KATZ	ABC-E
--	--	4.3	8	WLTF 108.5 fm	A/C	6	9	4	4	6	16/67	CHRISTAL	APR
4.6	4.1	4.3	8	WNIR 100.1 fm	Talk	10	8	11	9	8	11/100	KATZ	ABC-E
2.6	2.6	3.8	10	WKSX 99.5 fm	Ctry	8	6	9	7	7	14/79	BLAIR	RKO-2

ALBUQUERQUE #78

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK
12.8	13.8	14.0	1	KOB-FM 93.3	A/C	1	4	2	1	1	12/91	CHRISTAL	
--	1.8	10.5	2	KNMQ 105.9 fm	CHR	4	1	3	3	9	11/100	HILLIER	
9.0	8.3	10.2	3	KFMG 107.9 fm	AOR	3	3	1	2	6	13/81	HILLIER	ABC-C
8.4	8.0	8.1	4	KKJY 100.3 fm	BM	8	11	9	7	5	11/101	BLAIR	
10.3	10.9	7.0	5	KOB 770 am	A/C	2	8	10	6	3	20/53	CHRISTAL	ABC-I
7.4	7.3	6.7	6	KRST 92.3 fm	Ctry	6	9	4	4	2	15/73	MCGAVREN	
5.1	3.7	5.8	7	KZZX 99.5 fm	A/C	7	7	6	5	4	16/67	EASTMAN	
3.4	3.3	5.5	8	KRZY 1450 am	Ctry	10	10	14	10	7	10/112	MCGAVREN	
9.8	6.7	5.2	9	KWXL 94.1 fm	AOR	5	2	5	8	11	20/53	KATZ	NBC-S
2.6	5.5	3.6	10	KZIA 1580 am	N/T	13	20	11	14	14	8/134	MASLA	MBS

ALLENTOWN-BETHLEHEM-EASTON #58

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
14.9	12.7	14.3	1	WFMZ 100.7 fm	BM	3	8	6	5	3	8/129	CHRISTAL	
11.0	8.2	11.5	2	WLEV 96.7 fm	A/C	1	3	2	2	1	13/85	KATZ	CBS-R
10.1	11.3	11.3	3	WZZO 95.7 fm	AOR	2	1	1	1	4	13/85	BLAIR	
10.5	9.6	7.7	4	WXKW 104.1 fm	Ctry	6	13	8	4	2	10/104	McGAVREN	ABC-I
5.0	8.2	7.2	5	WQQQ 99.9 fm	CHR	5	2	3	3	6	14/78	TORBET	
3.7	7.6	6.5	6	WEST 1400 am	BBnd	9	19	14	10	9	7/146	KATZ	CBS
4.6	5.2	6.0	7	WKAP 1320 am	A/C	7	24	11	9	7	10/104	EASTMAN	ABC-E
7.9	5.4	5.7	8	WAEB 790 am	A/C	4	7	5	6	5	18/59	McGAVREN	ABC-I
3.5	3.6	3.3	9	WSAN 1470 am	A/C	8	27	7	7	8	17/64	MMR	ABC-D
2.9	1.6	2.3	10	WYSP 94.1 fm	AOR	10	4	4	8	20	19/56	TORBET	ABC-R

AUSTIN #63

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
11.3	9.9	14.4	1	KLBJ-FM 93.7	AOR	2	2	1	1	3	11/100	EASTMAN		16.6
16.2	16.1	12.7	2	KASE 100.7 fm	Ctry	3	4	4	2	1	11/102	KATZ		12.4
15.5	13.6	11.6	3	KHFI 98.3 fm	CHR	1	1	3	4	4	15/73	CHRISTAL		19.2
5.6	7.3	9.6	4	KEYI 103.7 fm	A/C	4	20	2	3	2	14/80	TORBET		9.6
1.8	4.5	5.4	5	KOKE 95.5 fm	A/C	6	14	5	5	5	16/69	SELCOM	AP	5.6
5.3	6.8	5.4	5	KVET 1300 am	Ctry	7	9	10	7	6	13/87	KATZ	ABC-I	3.5
6.0	4.3	5.0	7	KLBJ 590 am	N/T	5	16	8	9	7	18/61	EASTMAN	CBS	3.7
4.9	7.8	4.4	8	KPEZ 102.3 fm	Easy	9	13	9	10	10	14/77	MCGAVREN		4.4
5.1	3.8	4.3	9	KNOW 1490 am	Urbn	8	3	6	6	9	15/71	TORBET		4.8
3.4	5.4	3.2	10	KMMM 1370 am	Span	13	6	16	11	11	6/194	SELCOM		1.0

BAKERSFIELD #88

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
13.9	10.1	14.0	1	KKXX fm 107.9	CHR	1	1	1	1	1	13/83	KATZ	
9.2	6.7	10.8	2	KGFM fm 101.5	BM	4	9	10	6	3	9/126	SELCOM	
6.3	7.2	9.8	3	KQXR fm 94.1	CHR	2	2	2	3	5	13/83	HILLIER	ABC-E
8.8	14.3	9.6	4	KUZZ am 970	Ctry	3	7	4	2	2	13/85	KATZ	
8.3	4.0	6.1	5	KWAC am 1490	Span	5	6	3	4	4	11/103	EASTMAN	
3.1	3.3	3.9	6	KAFY am 550	Ctry	6	8	13	7	7	16/67	BLAIR	ABC-D
5.9	5.5	3.7	7	KGEO am 1230	Gold	7	20	5	5	6	14/75	SELCOM	
7.1	7.6	3.0	8	KLYD am 1350	CHR	8	3	11	9	12	15/72	TORBET	
1.4	--	2.2	9	KBOS fm 94.9	CHR	12	5	14	12	13	14/78	MCGAVREN	ABC-C
0.5	0.9	2.2	9	KLYD-FM 97.7	A/C	9	11	6	8	8	20/55	TORBET	RKO-1

BATON ROUGE #73

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
22.1	21.5	18.3	1	WFMF fm 102.5	CHR	1	1	1	1	2	12/89	BLAIR	ABC-F
14.2	13.8	14.7	2	WYNK-FM 101.5	Ctry	3	5	3	2	1	10/113	TORBET	ABC-I
11.4	8.3	11.1	3	WQXY fm 100.7	BM	2	6	2	3	3	13/82	CHRISTAL	
9.9	10.0	8.2	4	WXOK am 1460	Blk	4	2	4	4	4	15/71	HILLIER	NBN
--	2.4	6.3	5	KQXL-FM 106.3	Blk	6	3	5	5	6	12/90	SELCOM	SHRDN
7.7	7.3	6.1	6	WAFB fm 98.1	A/C	5	8	6	6	5	20/55	KATZ	CBS-R
2.5	2.7	4.7	7	WLUX am 1550	Rel	12	13	7	8	7	5/203		AP
5.6	6.5	4.2	8	WTKL am 1260	Urbn	7	4	8	7	8	14/77	W&P	
1.7	2.6	2.7	9	WYNK am 1380	Ctry	11	16	15	15	11	13/82	TORBET	ABC-E
1.0	1.1	2.5	10	WSLG am 1090	Ctry	13	14	12	10	12	9/122	MID-SOUTH	

BEAUMONT-PORT ARTHUR-ORANGE #95

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
12.2	15.6	22.3	1	KHYS 98.5 fm	Urbn	3	1	1	1	1	6/195	MCGAVREN	CBS-R
9.1	8.8	11.2	2	KYKR 93.3 fm	Ctry	2	5	4	2	2	11/95	TORBET	
11.0	13.7	9.5	3	KZZB 95.1 fm	CHR	1	2	3	3	7	15/72	SELCOM	MBS
2.3	1.3	8.4	4	KWIC 107.9 fm	CHR	4	3	2	4	8	13/82		ABC-C
8.7	10.9	8.2	5	KQXY 94.1 fm	Easy	7	14	9	7	5	11/99	CHRISTAL	NBC
8.4	8.8	7.0	6	KAYD 97.5 fm	Ctry	5	6	6	5	3	14/78	EASTMAN	
8.6	9.2	5.9	7	KLVI 560 am	Ctry	8	9	8	8	6	15/72	TORBET	ABC-I
3.6	5.8	5.3	8	KIOC 106.1 fm	A/C	6	8	5	6	4	18/60	CHRISTAL	RKO-1
5.9	5.6	3.6	9	KTRH 740 am	N/T	9	11	18	12	10	14/75	CHRISTAL	CBS
6.1	3.4	1.5	10	KKMY 104.5 fm	A/C	10	10	7	9	9	18/60	HILLIER	

BRIDGEPORT #91

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
18.9	17.9	16.6	1	WICC 600 am	A/C	1	5	3	1	1	15/75	CHRISTAL	
19.2	16.4	16.3	2	WEZN 99.9 fm	BM	2	9	10	3	2	9/115	KATZ	
5.7	7.5	9.8	3	WKCI 101.3 fm	CHR	3	2	1	2	3	12/90	McGAVREN	
4.3	4.3	5.8	4	WPLR 99.1 fm	AOR	5	1	2	4	5	15/72	CHRISTAL	
4.9	4.3	5.4	5	WNAB 1450 am	A/C	6	13	21	10	6	11/97	ROSLIN	MBS
5.5	4.1	3.9	6	WNBC 660 am	CHR	4	11	4	5	4	24/46	HILLIER	NBC
3.5	4.1	3.0	7	WCBS 880 am	News	7	29	12	12	8	19/58	CBS SPOT	CBS
1.8	2.4	2.8	8	WDJZ 1530 am	A/C	16	37	30	25	22	9/114	KATZ	AP
2.5	2.9	2.5	9	WRKS 98.7 fm	Urbn	12	3	6	9	14	14/78	RKO	RKO-1
3.2	1.8	2.4	10	WHN 1050 am	Ctry	9	17	15	8	7	18/60	SELCOM	MBS

EL PASO #77

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
9.9	6.8	11.4	1	KHEY-FM 96.3	Ctry	4	7	3	2	1	10/110	KATZ	ABC-I
9.7	10.4	11.1	2	KAMZ fm 93.7	CHR	1	1	2	3	2	13/81	EASTMAN	
11.7	11.5	11.1	2	KLAQ fm 95.5	AOR	2	3	1	1	8	11/100	HILLIER	NBC-S
5.2	9.6	10.0	4	KAMA am 1060	Span	10	9	7	6	7	7/150	EASTMAN	
4.2	7.4	8.8	5	KTSM-FM 99.9	BM	7	13	13	8	3	9/118	HILLIER	
9.8	7.6	7.2	6	KSET-FM 94.7	CHR	3	2	4	5	12	16/67	TORBET	
6.9	7.4	5.4	7	KHEY am 690	Ctry	8	14	11	10	5	14/76	KATZ	ABC-I
4.0	4.6	4.7	8	KROD am 600	CHR	9	6	6	4	4	16/69	HILLIER	
3.5	3.6	4.2	9	KEZB fm 93.9	CHR	5	5	5	9	9	24/44	CHRISTAL	RKO-1
5.3	3.7	4.1	10	KLOZ fm 102.1	Ctry	12	11	9	7	6	15/75	BLAIR	RKO-1

FLINT #76

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
12.8	12.0	18.1	1	WWCK fm 105.5	AOR	1	1	1	1	1	9/116	MCGAVREN	ABC-F
14.3	11.7	13.3	2	WDZZ fm 92.7	Urbn	4	2	2	2	2	8/139	HILLIER	SHRDN
8.0	9.1	8.0		WJR am 760	Misc	2	13	6	6	4	16/66	EASTMAN	NBC
7.9	8.3	7.9	4	WTRX am 1330	A/C	3	5	3	3	3	15/72	CHRISTAL	ABC-I
--	--	7.4	5	WCRZ fm 107.9	BM	8	16	7	7	5	10/104	KATZ	ABC-F
4.7	5.6	4.8	6	WHNN fm 96.1	A/C	5	6	4	4	6	17/62	SELCOM	RKO-1
4.3	4.1	4.2	7	WFMK fm 99.1	A/C	7	4	5	5	8	19/58	SELCOM	ABC-F
4.7	3.7	3.9	8	WDFD am 910	A/C	6	23	11	10	7	21/52	BLAIR	CBS
4.4	2.7	3.5	9	WKMF am 1470	Ctry	9	12	16	8	9	18/61	KATZ	ABC-E
4.1	4.6	2.5	10	WTAC am 600	Ctry	10	10	9	9	10	21/51	TORBET	MBS

FRESNO #69

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
10.9	10.9	10.1	1	KKDJ 105.9 fm	AOR	2	3	1	1	1	10/112	EASTMAN	ABC-R
9.0	9.4	9.9	2	KYNO-FM 95.7	CHR	1	1	2	2	2	14/76	CHRISTAL	
8.0	9.0	8.2	3	KMJ 580 am	N/T	3	13	14	11	6	12/92	KATZ	ABC-T
6.0	7.1	6.7	4	KKNU 102.7 fm	BM	7	9	12	13	8	10/112	BLAIR	
7.9	3.8	6.1	5	KMGX 103.7 fm	CHR	5	2	4	5	9	15/71	CBS-FM	RKO-1
3.4	3.3	6.0	6	KBOS 94.9 fm	CHR	4	4	3	3	7	16/69	MCGAVERN	ABC-C
--	1.0	5.3	7	KLIP 1220 am	Rel	21	5	8	7	5	3/396		SBN
5.7	6.7	4.1	8	KFYE 93.7 fm	A/C	6	24	5	4	3	18/61	SELCOM	
6.1	5.1	4.0	9	KFIG 101.1 fm	A/C	8	7	9	6	4	15/73	TORBET	
4.3	2.8	4.0	9	KXEX 1550 am	Span	17	25	7	8	13	6/196	CABALLERO	

FT. WAYNE #99

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
16.0	17.3	21.2	1	WMEE 97.3 fm	CHR	2	1	1	1	1	11/101	CHRISTAL	ABC-C
17.2	20.2	16.8	2	WOWO 1190 am	A/C	1	4	3	4	3	15/73	KATZ	ABC-I
10.1	11.0	13.6	3	WQHK 1380 am	Ctry	3	3	4	2	2	9/117	CHRISTAL	CBS
11.9	9.7	10.2	4	WEZV 101.7 fm	Easy	5	9	6	6	4	10/114	MASLA	
13.1	11.0	9.2	5	WXKE 103.9 fm	AOR	4	2	2	3	6	12/92	SELCOM	NBC-S
8.4	8.4	5.8	6	WFWQ 95.1 fm	A/C	6	5	5	5	5	16/67	HILLIER	RKO-1
6.7	4.2	4.9	7	WAFX 1450 am	BBnd	7	6	11	8	8	10/110	ROSLIN	CBS

Continued on Page 148

**Fort Wayne's New
#1 Radio Station!**

wmee 97 fm

CANTON #92

Continued from Page 144

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
5.8	6.1	4.9	6	WQXK 105.1 fm	Ctry	7	20	7	5	4	13/85	EASTMAN	ABC-D
1.7	2.4	4.2	8	WMJI 105.7 fm	A/C	10	19	5	6	6	12/91	EASTMAN	
2.6	2.8	3.4	9	WSLR 1350 am	Ctry	9	21	14	9	8	15/72	KATZ	ABC-E
1.4	1.6	2.1	10	WAEZ 97.5 fm	BM	15	13	20	12	11	14/78	McGAVREN	
0.3	0.6	2.1	10	WKSW 99.5 fm	Ctry	18	6	19	18	13	11/100	BLAIR	RKO-2

FT. WAYNE #99

Continued from Page 147

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
0.7	1.5	2.3	8	WGL 1250 am	N/T	8	7	10	9	9	18/62		ABC-D
2.4	2.1	1.4	9	WKSJ 106.3 fm	A/C	9	8	7	7	7	25/43	TORBET	RKO-2

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GRAND RAPIDS #62

SPRING '83	FALL '83	SPRING '84	METRO RANK	12+ AOH	STATIONS	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
14.2	9.5	11.8	1		WLAV-FM 96.9	AOR	4	2	1	1	3	10/105	BLAIR	ABC-R	15.5
10.4	12.4	11.3	2		WOOD am 1300	A/C	2	10	8	4	2	12/89	KATZ	NBC	6.7
13.4	12.5	9.3	3		WCUZ-FM 101.3	Ctry	5	7	4	2	1	13/86	CHRISTAL	CBS	8.0
6.0	6.7	9.2	4		WGRD fm 97.9	CHR	1	1	3	5	8	16/67	TORBET	ABC-C	7.8
8.8	11.5	8.2	5		WOOD-FM 105.7	BM	3	29	13	8	6	15/71	KATZ	NBC	9.0
9.1	7.2	6.9	6		WLHT fm 95.7	A/C	7	3	2	3	4	15/72	SELCOM		9.0
3.6	4.8	6.3	7		WCUZ am 1230	Ctry	6	9	7	7	5	17/62	CHRISTAL	CBS	4.9
6.7	5.2	3.8	8		WJFM fm 93.7	A/C	8	8	5	6	7	22/50	MCGAVREN	MBS	4.9
1.2	--	3.0	9		WKLQ fm 94.5	CHR	9	6	6	9	10	19/56	EASTMAN		3.5
0.5	3.0	3.0	9		WMUS-FM 106.9	Ctry	11	12	11	10	9	15/71	MASLA		4.6

GREENVILLE-SPARTANBURG, SC #65

SPRING '83	FALL '83	SPRING '84	METRO RANK	12+ AOH	STATIONS	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
13.1	11.1	15.0	1		WESC-FM 92.5	Ctry	2	6	3	2	1	10/114	BLAIR	ABC-E	
10.4	10.2	14.1	2		WFBC-FM 93.7	A/C	1	5	1	1	2	12/91	KATZ	ABC-F	
7.7	9.9	10.2	3		WANS-FM 107.3	CHR	3	1	2	3	4	13/85	TORBET	CBS-R	
12.3	8.6	8.5	4		WSSL A/F 1440 100.5	Ctry	4	10	7	4	3	13/86	EASTMAN	RKO-2	
9.1	7.9	7.7	5		WSPA-FM 98.9	BM	6	23	10	9	6	12/92	MCGAVREN		
8.2	8.9	6.2	6		WHYZ am 1070	Blk	9	4	5	5	5	8/132	HILLIER	ABC-C	
6.9	7.7	5.9	7		WCKN fm 101.1	AOR	5	2	4	6	12	16/66	SELCOM	ABC-R	
4.2	5.2	5.4	8		WASC am 1530	Blk	12	3	6	7	11	6/170	W&P	ABC-C	
2.7	3.8	3.7	9		WORD am 910	A/C	8	7	8	8	8	16/69	MASLA	UPI	
3.4	3.7	3.4	10		WESC am 660	Ctry	10	13	11	11	9	14/76	BLAIR	ABC-E	

HARRISBURG #80

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.4	10.3	11.4	1	WTPA 104.1 fm	AOR	2	1	1	1	6	11/98	EASTMAN	ABC-R
9.4	12.3	10.6	2	WHP 580 am	A/C	1	10	9	7	7	13/86	KATZ	CBS
12.6	12.4	10.3	3	WHP-FM 97.3	Easy	3	20	10	7	4	12/91	KATZ	
6.7	5.9	8.8	4	WSFM 99.3 fm	A/C	5	5	2	2	1	10/109	TORBET	RKO-2
8.2	7.1	8.5	5	WRKZ 106.7 fm	Ctry	6	4	5	3	2	10/109	MCGAVREN	ABC-E
6.7	7.3	6.2	6	WKBO 1230 am	A/C	4	8	4	4	5	15/70	BLAIR	NBC
6.1	8.6	6.1	7	WHYL-A/F 960 102.3	Ctry	9	9	6	5	3	15/74	HILLIER	AP
6.5	6.4	5.3	8	WQXA 105.7 fm	CHR	7	3	3	6	11	13/81	MMR	ABC-C
4.4	2.7	4.6	9	WCMB 1460 am	Ctry	10	16	13	9	8	13/84	TORBET	ABC-D
1.2	2.6	4.5	10	WHTF 92.7 fm	CHR	8	2	7	11	12	14/77	BLAIR	

HONOLULU #52

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
7.9	13.1	14.2	1	KULA 92.3 fm	A/C	1	3	1	1	1	12/89	EASTMAN	
9.0	19.1	11.6	2	KSSK 590 am	A/C	3	8	5	3	2	12/93	EASTMAN	
9.9	5.9	9.8	3	KQMQ 93.1 fm	CHR	2	1	3	4	7	14/76	SELCOM	RKO-1
9.1	9.0	9.6	4	KPOI 97.5 fm	AOR	5	2	2	2	6	12/87	RKO	
7.1	4.3	7.7	5	KIKI 830 am	CHR	4	4	4	5	3	17/64	KATZ	
7.6	7.4	6.4	6	KUMU-FM 94.7	BM	7	10	10	6	4	11/98	TORBET	
2.5	4.3	4.9	7	KORL 650 am	BBnd	10	12	15	13	11	10/107	CHRISTAL	
5.2	4.0	4.6	8	KHVH 990 am	News	8	15	13	11	12	15/70	HILLIER	NBC
3.9	3.4	4.2	9	KDEO 940 am	Ctry	11	11	9	7	5	11/95	MASLA	MBS
5.4	5.0	4.0	10	KCCN 1420 am	Misc	9	7	8	10	10	16/66	W & P	

JACKSONVILLE #54

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	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
11.4	10.8	14.9	1	WFYV fm 104.5	AOR	2	1	1	1	3	9/120	EASTMAN	NBC-S	19.1
10.3	11.6	11.9	2	WIVY fm 102.9	A/C	1	3	2	2	1	14/77	TORBET		14.1
10.9	11.8	11.3	3	WKTZ-FM 96.1	BM	5	10	11	9	5	9/126	CHRISTAL		10.2
4.7	6.5	8.3	4	WJAX-FM 95.1	Urbn	7	2	4	4	6	9/122	W&P	ABC-C	8.8
10.2	8.7	8.2	5	WQIK-FM 99.1	Ctry	4	5	5	5	4	12/90	MCGAVERN	AP	11.4
7.6	8.3	7.9	6	WAIV fm 96.9	A/C	3	6	3	3	2	13/82	BLAIR		9.3
6.1	5.5	6.4	7	WPDQ am 1460	Blk	8	4	6	7	8	11/98	MASLA	NBN	3.2
9.4	8.6	6.2	8	WCRJ-FM 107.3	Ctry	6	8	8	6	7	12/88	KATZ		5.0
1.0	2.5	4.0	9	WZAZ am 1400	Rel	9	7	7	8	9	11/103		NBN	1.5
1.0	2.2	3.4	10	WOKV am 600	N/T	10	18	17	13	10	11/97	BLAIR	ABC-I	1.7

JOHNSON CITY-KINGSPORT-BRISTOL #81

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
19.3	17.0	25.2	1	WQUT fm 101.5	CHR	1	1	1	1	2	10/107	KATZ	RKO-1	
19.7	21.1	20.0	2	WXBQ fm 96.9	Ctry	2	2	2	2	1	11/102	MCGAVREN	ABC-I	
10.4	8.1	9.5	3	WJCW am 910	Ctry	4	11	12	3	3	10/110	KATZ	CBS	
9.2	7.3	9.0	4	WTFM fm 98.5	BM	3	10	5	4	4	11/103	SELCOM	ABC-E	
0.5	1.7	3.0	5	WIVK fm 107.7	Ctry	12	13	4	6	5	9/117	KATZ	ABC-E	
2.0	6.1	2.6	6	WZXY fm 104.9	AOR	6	4	3	5	10	17/64	TORBET	NBC-S	
4.0	2.5	2.3	7	WFHG am 980	A/C	5	3	8	7	7	28/38	MCGAVREN	ABC-D	
1.5	2.4	2.1	8	WZAP am 690	Rel	8	25	15	17	15	15/71	J.C. GATES		
0.7	--	2.0	9	WEMB am 1420	Ctry	23	18	13	13	8	7/154	KEYSTONE	ABC-E	
1.3	2.4	1.6	10	WBBI am 1230	Ctry	11	17	23	18	17	17/64		NBC	
1.7	4.1	1.6	10	WKIN am 1320	Ctry	7	12	9	9	6	24/44	TORBET	AP	
1.7	2.4	1.6	10	WMCP am 1260	Rel	20	22	22	16	12	10/114			
1.5	1.4	1.6	10	WRGS am 1370	A/C	16	24	24	24	11	12/94		ABC-I	

KNOXVILLE #75

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
21.6	18.4	19.6	1	WIVK-FM 107.7	Ctry	1	4	2	2	1	10/110	KATZ	ABC-E	21.1
10.3	11.5	18.6	2	WIMZ-FM 103.5	AOR	2	1	1	1	3	10/110	BLAIR	NBC-S	20.2
11.8	14.8	15.8	3	WEZK 97.5 fm	BM	4	9	5	3	2	9/119	TORBET		13.6
10.2	11.1	9.8	4	WOKI 100.3 fm	CHR	3	2	3	4	5	15/71	SELCOM	ABC-F	12.2
9.4	8.7	7.0	5	WMYU 102.1 fm	A/C	5	3	4	5	4	17/64	MCGAVREN		4.7
4.2	6.1	4.0	6	WNOX 990 am	Ctry	6	8	6	6	6	22/49	CHRISTAL	ABC-C	4.0
5.0	4.9	3.4	7	WHIG 850 am	Ctry	7	14	9	7	7	15/73	KATZ	ABC-D	2.5
3.3	1.9	2.0	8	WNKX 95.3 fm	Ctry	12	7	11	10	9	11/95	CHRISTAL	RKO-2	2.6
6.4	3.9	1.9	9	WRJZ 620 am	Gold	8	11	7	8	8	20/54	EASTMAN	CBS	--
1.7	1.8	1.6	10	WKGN 1340 am	N/T	10	15	14	14	15	19/58		AP	1.2

LANCASTER #100

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
12.7	12.3	13.9	1	WIOV 105.1 fm	Ctry	3	3	6	1	1	8/132	MASLA	ABC-E	
10.7	13.4	12.5	2	WNCE 101.3 fm	BM	2	11	10	4	2	11/103	CHRISTAL	NBC	
10.5	9.2	10.8	3	WLAN-FM 96.9	CHR	1	1	1	2	5	15/71	HILLIER	ABC-F	
9.6	7.2	8.1	4	WRKZ 106.7 fm	Ctry	4	12	2	3	3	12/93	MCGAVREN	ABC-E	
7.6	10.2	6.0	5	WSBA-FM 103.3	A/C	5	7	5	5	4	14/77	EASTMAN		
6.1	4.2	4.5	6	WDAC 94.5 fm	Rel	7	18	9	8	7	13/83		MBS	
0.6	1.9	4.0	7	WHTF 92.7 fm	CHR	9	2	8	10	13	13/83	BLAIR		
4.4	3.2	4.0	7	WQXA 105.7 fm	CHR	6	6	3	6	6	19/58	MMR	ABC-E	
3.5	3.6	3.8	9	WSBA 910 am	A/C	11	13	15	13	11	13/85	EASTMAN		
2.2	3.6	3.8	9	WTPA 104.1 fm	AOR	14	5	4	7	8	10/106	EASTMAN	ABC-R	

LANSING-EAST LANSING #79

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
13.0	13.2	18.8	1	WVIC-FM 94.9	CHR	1	1	1	1	1	12/90	BLAIR	ABC-C
7.2	7.2	11.0	2	WJXQ fm 106.1	CHR	2	2	2	2	6	12/89	CHRISTAL	
10.1	11.6	9.9	3	WITL-FM 100.7	Ctry	4	9	9	4	2	12/93	MCGAVREN	RKO-2
13.8	8.7	7.2	4	WFMK fm 99.1	A/C	3	3	3	3	3	18/59	SELCOM	ABC-F
5.3	6.1	7.0	5	WJR am 760	Misc	5	17	8	6	4	14/80	EASTMAN	NBC
7.2	6.0	5.1	6	WJIM-FM 97.5	A/C	7	15	12	8	5	12/88	PEARSE	NBC
1.3	2.6	3.7	7	WKLH fm 92.1	Ctry	9	5	5	7	8	12/93		ABC-I
6.6	8.9	3.3	8	WILS-FM 101.7	A/C	6	13	4	5	7	23/47	MASLA	RKO-1
2.1	1.8	2.7	9	WJIM am 1240	Easy	10	22	16	13	12	15/73	PEARSE	NBC
3.2	2.1	2.5	10	WOOD-FM 105.7	Easy	12	21	21	17	13	14/78	KATZ	NBC

LAS VEGAS #70

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
11.7	9.8	13.1	1	KLUC fm 98.5	CHR	1	1	1	1	2	12/93	MCGAVREN	ABC-C
12.6	11.3	9.3	2	KOMP fm 92.3	AOR	2	2	2	2	4	12/93	CHRISTAL	NBC-S
10.4	9.0	8.9	3	KXTZ fm 94.1	Easy	3	11	10	4	3	10/113	SELCOM	
7.8	8.4	8.0	4	KFMS fm 101.9	Ctry	4	4	3	3	1	10/113	KATZ	
4.5	7.1	6.0	5	KORK am 920	Easy	13	16	18	9	5	9/126	EASTMAN	ABC-I
5.8	3.6	4.8	6	KVEG am 1410	Ctry	6	15	11	8	6	13/83	KATZ	
5.2	5.4	4.3	7	KDWN am 720	Talk	5	12	14	15	13	16/69	BLAIR	
2.0	3.7	3.8	8	KENO am 1460	A/C	7	7	4	5	7	17/65	CHRISTAL	
5.4	5.2	3.6	9	KEER fm 97.1	Easy	8	14	15	14	12	16/66	EASTMAN	
3.9	5.0	3.5	10	KRAM am 1340	Ctry	14	5	17	13	9	13/86	TORBET	

LITTLE ROCK-NORTH LITTLE ROCK #94

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ACH	STATIONS	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
11.5	15.7	16.4	1	KKYK 103.7 fm	CHR	1	2	1	1	2	12/88	BLAIR		17.1
11.8	12.9	12.3	2	KSSN 95.7 fm	Ctry	2	6	6	2	1	12/87	EASTMAN	ABC-E	12.3
5.8	8.6	11.4	3	KMJX 105.1 fm	AOR	5	1	2	3	8	9/125	HILLIER	ABC-R	12.8
6.0	7.0	8.6	4	KARN 920 am	N/T	4	10	10	10	5	11/94	BLAIR	CBS	5.4
8.6	8.4	8.3	5	KEZQ 100.3 fm	Easy	6	16	9	6	3	11/103	SELCOM		6.7
--	5.8	6.5	6	KLAZ 1250 am	Urbn	7	5	3	4	4	12/91			4.4
7.2	6.0	5.9	7	KLAZ-FM 98.5	A/C	3	4	4	5	7	19/58			11.2
5.3	4.0	5.9	7	KWTD 106.3 fm	CHR	11	3	5	7	6	9/120	ROSLIN	MBS	10.5
3.3	7.2	4.7	9	KAUL 1380 am	BBnd	12	13	15	13	11	11/99	ROSLIN		4.1
6.2	6.6	3.6	10	KLRA 1010 am	Ctry	9	15	12	11	12	17/64	CHRISTAL		3.3

McALLEN-BROWNSVILLE #74

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS LISTENED	NATIONAL REP FIRM	NETWORK	
23.9	21.6	20.1	1	KGBT 1530 am	Span	1	7	5	4	2	8/139	KATZ		
9.8	9.7	14.4	2	KBFM 104.1 fm	CHR	2	1	1	1	3	11/100	CHRISTAL	ABC-F	
10.0	10.4	13.6	3	KRGV 1290 am	CHR	3	2	2	3	4	11/95	BLAIR	RKO-1	
11.2	12.1	12.7	4	KIWW 96.1 fm	Span	4	4	3	2	1	9/121	MCGAVREN		
9.6	8.6	5.0	5	KRIX 99.5 fm	AOR	5	3	4	6	7	15/72	MASLA	ABC-R	
2.9	5.4	4.9	6	KQXX 98.5 fm	Span	6	6	6	5	5	11/97	CABALLERO		
4.9	4.6	3.9	7	KELT 94.5 fm	Ctry	8	10	8	7	6	13/84	KATZ		
3.3	5.1	3.8	8	KVLY 107.9 fm	BM	10	9	12	10	9	10/107	HILLIER		
2.8	2.6	3.1	9	KTXF 100.3 fm	Ctry	7	8	7	8	8	17/65	EASTMAN		
0.9	0.8	1.9	10	KBOR 1600 am	BBnd	12	14	15	14	13	15/75	SELCOM		
0.9	1.3	1.9	10	KIRT 15.80 am	Span	13	15	14	11	11	12/89	CABALLERO		

NEW HAVEN - WEST HAVEN #85

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
14.6	13.9	16.1	1	WELI 960 am	A/C	1	9	9	3	1	11/100	BLAIR	
10.6	9.4	10.7	2	WKCI 101.3 fm	CHR	2	1	1	1	2	15/72	MCGAVREN	
7.5	6.5	8.0	3	WAVZ 1300 am	BBnd	6	27	16	10	6	10/108	MCGAVREN	ABC-I
6.1	7.5	6.8	4	WPLR 99.1 fm	AOR	3	2	2	2	3	16/68	CHRISTAL	
5.9	8.9	6.3	5	WEZN 99.9 fm	BM	8	22	18	13	7	12/92	KATZ	
6.1	5.0	5.4	6	WNHC 1340 am	Urbn	9	3	6	4	5	12/92	SAVALLI	SHRDN
4.8	2.9	4.1	7	WCBS 880 am	News	5	6	13	11	10	20/55	CBS SPOT	CBS
3.0	3.1	3.8	8	WDRC-FM 102.9	A/C	4	5	4	5	8	24/45	MCGAVREN	
4.2	3.6	3.8	8	WHCN 105.9 fm	AOR	10	4	3	7	12	17/65	MASLA	ABC-R
3.5	5.5	3.1	10	WNBC 660 am	CHR	7	7	5	6	4	24/45	HILLIER	NBC

MOBILE #83

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADJ	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
22.6	20.0	18.5	1	WKSJ-FM 94.9	Ctry	1	5	3	2	1	9/122	BLAIR	ABC-E
18.5	16.1	17.6	2	WBLX 92.9 fm	Urbn	4	2	1	1	2	7/146	HILLIER	RKO-1
6.9	8.2	13.2	3	WABB-FM 97.5	CHR	2	1	2	3	3	12/88	EASTMAN	ABC-F
8.6	8.5	9.3	4	WGOK 900 am	Blk	5	4	5	5	4	8/140	ROSLIN	SHRDN
9.9	7.6	6.7	5	WKRK-FM 99.9	CHR	3	3	4	4	6	21/51	KATZ	
6.6	6.4	4.5	6	WKRK 710 am	N/T	6	22	14	10	11	12/88	KATZ	CBS

Continued on Page 167

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ORLANDO #51

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ACH	STATIONS	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
5.4	9.6	10.9	1	WDIZ 100.3 fm	AOR	5	2	1	1	4	9/123	SELCOM	NBC-S	11.6
12.8	10.3	10.7	2	WBJW 105.1 fm	CHR	1	3	2	2	3	15/72	BLAIR	ABC-C	9.0
4.6	4.6	10.5	3	WHLV 106.7 fm	CHR	2	1	3	4	5	14/77	CHRISTAL		12.2
8.9	8.8	10.4	4	WJYO 107.7 fm	A/C	3	8	4	3	1	11/99	HILLIER		9.3
11.0	10.0	9.6	5	WWKA 92.3 fm	Ctry	4	6	5	5	2	10/104	KATZ		13.8
6.8	4.7	6.2	6	WORL 1270 am	Blk	8	5	6	6	8	10/107	HILLIER		5.4
5.1	6.3	5.8	7	WDBO 580 am	A/C	6	15	12	8	6	14/76	KATZ	CBS	5.7
6.0	7.2	5.1	8	WCOT 950 am	Easy	10	17	19	18	12	11/102	BLAIR	ABC-E	3.0
4.0	4.5	5.0	9	WKIS 740 am	N/T	7	13	14	12	11	14/79	EASTMAN	MBS	4.2
7.0	5.7	4.3	10	WHOO-FM 96.5	Ctry	9	19	9	7	7	14/77	TORBET		5.5

QUAD CITIES (DAVENPORT-ROCK ISLAND) #97

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
17.2	12.2	15.9	1	KIHK 103.7 fm	CHR	1	2	1	1	1	14/80	BLAIR	ABC-D
8.3	9.6	12.4	2	WLLR 107.3 fm	Ctry	3	4	4	2	2	12/90	HILLIER	
8.9	9.6	10.5	3	KRVR 106.5 fm	BM	5	7	9	5	3	11/97	EASTMAN	
12.3	13.3	10.3	4	WXLP 96.9 fm	AOR	2	1	2	3	7	15/71	KATZ	NBC-S
10.5	11.8	8.4	5	WHBF 1270 am	Ctry	6	8	11	8	6	13/81	McGAVREN	CBS
8.5	8.0	8.2	6	WOC 1420 am	N/T	8	9	14	9	8	13/83	BLAIR	MBS

Continued on Page 167

Featuring
PAUL HARVEY
3 Times Daily

Birch Spring '84 45+
average share

6-10	30.0%	3-7	22.9%
10-3	28.7%	9-Mid	32.1%

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N.E. PA (WILKES BARRE-SCRANTON) #59

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOR	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.2	11.7	10.3	1	WKRZ-FM 98.5	CHR	1	2	1	1	1	14/75	KATZ	
9.9	8.3	7.4	2	WARM am 590	A/C	2	8	6	5	2	16/68	EASTMAN	MBS
7.9	9.2	7.1	3	WNAK am 730	Easy	9	30	23	18	11	7/158	MASLA	NBC
6.0	6.6	6.9	4	WEZX fm 107.1	AOR	5	1	2	3	5	12/92	SELCOM	ABC-R
6.6	4.8	5.7	5	WARD am 1540	Talk	11	26	27	9	8	6/180	SAVALLI	
5.6	6.3	5.6	6	WGBI-FM 101.3	A/C	3	7	3	2	3	16/66	TORBET	CBS
6.0	8.0	5.2	7	WEJL am 630	A/C	7	18	25	16	10	10/112	SELCOM	ABC-I
--	0.6	4.7	8	WTLO fm 102.3	CHR	4	3	4	4	4	18/62		
4.0	3.2	3.9	9	WILK am 980	CHR	6	5	5	6	7	19/57	MCGAVREN	ABC-E
4.2	3.2	3.7	10	WVCD fm 97.9	Easy	10	31	13	7	6	11/103	MARKET 4	

OMAHA-COUNCIL BLUFFS #68

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOR	STATIONS	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
24.0	27.4	20.6	1	KFAB am 1110	A/C	1	12	6	4	1	11/103	CHRISTAL	NBC	18.5
17.1	14.3	15.5	2	KQKQ fm 98.5	CHR	2	1	1	1	3	13/85	EASTMAN		22.1
12.2	9.8	12.2	3	KEZO fm 92.3	AOR	3	2	2	3	4	12/88	BLAIR	ABC-R	22.8
7.9	7.3	10.2	4	KGOR fm 99.9	A/C	4	4	3	2	2	14/80	CHRISTAL	NBC	7.6
--	4.5	6.6	5	WOW-FM 94.1	Ctry	8	11	5	6	7	9/122	TORBET	ABC-E	3.5
6.2	5.7	6.2	6	WOW am 590	Ctry	6	10	8	7	6	14/79	TORBET	ABC-I	7.2
5.2	7.0	5.8	7	KESY fm 104.5	BM	7	7	9	8	8	13/83	MASLA		2.3
5.0	4.7	5.5	8	KOIL am 1290	A/C	5	6	4	5	5	16/66	SELCOM	RKO-1	3.3
--	1.5	3.0	9	KBWH fm 108.3	Blk	10	3	7	9	9	8/136	MASLA		4.0
--	1.0	1.8	10	KEFM fm 98.1	BM	13	13	16	10	10	12/94	MCGAVREN		--

RALEIGH-DURHAM #67

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.0	11.9	14.5	1	WDCG 105.1 fm	CHR	1	1	2	1	2	12/92	BLAIR	RKO-1
9.7	7.9	10.8	2	WQDR 94.7 fm	AOR	4	3	1	2	4	11/97	McGAVREN	ABC-F
8.9	9.8	8.6	3	WRAL 101.5 fm	A/C	2	6	3	3	1	16/67	KATZ	
12.1	15.2	7.3	4	WPTF 680 am	A/C	3	7	8	7	5	17/65	McGAVREN	ABC-E
4.6	5.4	6.9	5	WDUR 1490 am	Blk	8	2	5	5	7	9/127	SELCOM	SHRDN
8.8	6.5	6.2	6	WYYD 96.1 fm	A/C	5	8	4	4	3	17/64	CHRISTAL	
2.5	2.5	5.6	7	WDNC 620 am	A/C	7	11	15	13	12	12/93	BLAIR	CBS
4.4	4.1	4.9	8	WKIX 850 am	Ctry	6	16	10	8	8	14/80	CHRISTAL	ABC-D
1.7	2.4	4.1	9	WSRC 1410 am	Urbn	10	4	7	9	9	11/100	HILLIER	NBN
2.9	2.5	4.0	10	WPCM 101.1 fm	Ctry	9	9	11	6	6	13/84	MEDIA	

RICHMOND #57

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADH	STATIONS	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	10.9	16.6	1	WRVQ 94.5 fm	CHR	2	1	1	1	1	10/104	EASTMAN	RKO-1	16.6
18.6	14.1	15.5	2	WRVA 1140 am	A/C	1	12	6	4	3	12/90	EASTMAN	NBC	17.2
12.7	10.9	10.7	3	WEZS 103.7 fm	A/C	3	5	2	2	2	12/89	BLAIR		7.4
9.5	9.2	9.2	4	WPLZ 99.3 fm	Urbn	4	3	4	5	6	11/100	MCGAVREN	RKO-1	7.9
7.6	7.2	8.7	5	WRXL 102.1 fm	AOR	5	4	3	3	4	11/102	KATZ	ABC-R	13.7
2.5	1.9	6.7	6	WQKS 96.5 fm	Urbn	6	2	5	7	10	12/92		RKO-2	7.7
5.2	7.7	5.8	7	WLEE 1480 am	Easy	9	14	12	11	11	11/99	BLAIR	ABC-D	3.6
7.5	9.5	5.2	8	WTVR-FM 98.1	Ctry	7	7	7	6	5	15/72	MMR	MBS	6.4
6.0	5.4	4.1	9	WRNL 910 am	Ctry	10	11	8	8	7	14/76	KATZ	ABC-I	5.6
4.0	5.1	3.4	10	WANT 990 am	Urbn	8	6	9	9	8	20/55	MASLA	NBN	5.6

SARASOTA-BRADENTON #86

SPRING '83	SPRING '84	METRO RANK 12+ ACH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
--	16.6	21.6	1 WDUV fm 103.3	BM	1	4	11	7	3	8/132	MASLA	
--	6.9	7.2	2 WAVE fm 102.5	A/C	6	22	1	1	1	9/123	CBS-FM	CBS-R
--	5.9	7.2	2 WSUN am 620	Ctry	2	7	5	3	2	12/93	McGAVREN	ABC-E
--	10.1	6.2	4 WYNF fm 94.9	AOR	5	1	2	2	5	10/106	KATZ	ABC-R
--	5.4	5.6	5 WWBA fm 107.3	BM	4	20	20	21	16	13/85	RKO	
--	4.4	4.9	6 WAMR am 1320	BBnd	7	21	17	22	15	10/105		NBC
--	2.2	4.7	7 WZNE fm 97.9	CHR	3	2	3	4	6	16/66	HILLIER	NBC-S
--	5.4	3.6	8 WWZZ am 1280	BBnd	17	25	25	15	13	7/159	P-W RADIO	AP
--	2.3	3.3	9 WQYK fm 99.5	Ctry	9	5	7	6	7	13/86	TORBET	
--	3.0	3.1	10 WRBQ-FM 104.7	CHR	10	6	4	5	4	13/84	EASTMAN	ABC-F

SHREVEPORT #98

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ACH	STATIONS	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
8.8	10.6	12.2	1	KMBQ fm 93.7	AOR	2	1	1	2	6	10/105	MCGAVREN	ABC-F	15.9
13.8	10.6	12.0	2	KDKS fm 92.1	Urbn	4	3	2	1	2	10/107	HILLIER	NBN	9.1
11.3	10.6	10.7	3	KCOZ fm 100.1	BM	7	15	8	6	3	10/113	BLAIR		9.1
11.3	11.9	10.5	4	KOKA am 1550	Blk	1	2	3	4	5	13/81	BLAIR	ABC-C	12.4
9.8	9.9	10.5	4	KRMD-FM 101.1	Ctry	3	6	7	3	1	12/93	KATZ		10.4
8.6	9.0	8.6	6	KCIJ am 980	Blk	10	8	9	9	7	9/117	SAVALLI	SHRDN	6.6
2.5	9.0	8.0	7	KVKI fm 96.5	A/C	9	5	4	5	4	11/103	EASTMAN	MBS	7.7
8.0	6.5	7.8	8	KWKH am 1130	Ctry	5	9	10	10	9	15/73	TORBET	ABC-E	8.4
9.2	6.7	6.7	9	KEEL am 710	A/C	6	7	6	7	8	16/66	MCGAVREN	ABC-I	6.4
6.3	5.2	5.1	10	KROK fm 94.5	CHR	8	4	5	8	10	18/60	TORBET	RKO-1	6.2

SPRINGFIELD-CHICOPEE-HOLYOKE #66

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
9.0	8.7	11.2	1	WMAS am 1450	Easy	6	16	11	7	4	8/141	McGAVREN	MBS
7.5	10.3	8.9	2	WAQY fm 102.1	AOR	1	1	1	1	6	17/64	EASTMAN	ABC-C
13.0	12.1	8.5	3	WHYN-FM 93.1	A/C	3	6	6	3	1	15/72	BLAIR	RKO-2
10.5	7.4	8.4	4	WMAS-FM 94.7	A/C	4	8	2	2	2	14/78	McGAVREN	
9.9	7.8	8.3	5	WHYN am 560	A/C	2	17	5	4	3	16/69	BLAIR	RKO-1
4.0	4.8	6.9	6	WTIC-FM 96.5	CHR	5	2	3	5	7	15/74	KATZ	
4.4	5.6	6.1	7	WRCH fm 100.5	BM	8	10	16	9	5	10/109	CHRISTAL	ABC-D
2.2	2.6	3.6	8	WIXY am 1600	Ctry	14	21	7	8	8	11/102	EASTMAN	CBS
2.8	3.3	3.5	9	WCCC-FM 106.9	AOR	7	3	4	6	9	22/50	SELCOM	ABC-C
3.3	3.7	3.1	10	WREB am 930	Talk	19	26	26	21	13	7/155	LOTUS	

SYRACUSE #61

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
11.1	13.6	14.3	1	WYYY fm 94.5	A/C	1	4	1	1	1	13/81	KATZ	
8.2	7.6	12.3	2	WAQX fm 95.3	AOR	4	1	2	2	4	11/101	MMR	ABC-R
10.5	11.5	9.7	3	WSYR am 570	A/C	3	12	11	9	8	14/75	KATZ	NBC
9.0	9.2	8.2	4	WHEN am 620	A/C	2	5	4	4	2	18/59	BLAIR	ABC-E
2.1	2.4	7.7	5	WNTQ fm 93.1	CHR	5	3	3	3	6	14/76	HILLIER	CBS-R
5.8	6.1	6.4	6	WRRB fm 107.9	Ctry	9	7	6	5	3	10/110	BLAIR	
11.0	9.7	6.3	7	WFBL am 1390	BBnd	7	13	16	10	10	11/96	W & P	ABC-D
7.0	6.0	5.8	8	WKFM fm 104.7	CHR	6	2	5	6	9	16/67	CHRISTAL	ABC-F
4.5	3.0	4.9	9	WEZG fm 100.9	BM	10	18	15	7	5	13/85	EASTMAN	
4.9	5.1	4.8	10	WSEN-A/F 1050 92.1	Ctry	8	11	8	8	7	15/72	MCGAVREN	ABC-I

WEST PALM BEACH-BOCA RATON #56

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
13.9	13.5	12.4	1	WEAT-FM 104.5	BM	1	10	8	6	4	11/101	KATZ		17.2
5.7	8.8	12.2	2	WHYI fm 100.7	CHR	2	1	1	1	3	10/104	MCGAVREN	ABC-C	15.6
3.7	6.6	8.5	3	WNJY fm 94.3	BBnd	6	32	19	7	6	8/135	CHRISTAL		5.0
6.7	8.4	7.5	4	WIRK fm 107.9	Ctry	5	3	5	3	2	10/111	MCGAVREN		8.1
11.2	10.1	6.9	5	WRMF fm 97.9	A/C	3	9	2	2	1	14/77	BLAIR		7.5
4.5	6.0	6.4	6	WJNO am 1230	N/T	4	28	13	11	7	12/92	BLAIR	ABC-E	5.2
2.3	1.2	3.3	7	WLYF fm 101.5	Easy	9	25	25	15	12	12/88	BLAIR		2.6
4.6	5.1	3.1	8	WPOM am 1600	Urbn	13	8	4	4	8	11/103	HILLIER	SHRDN	2.5
--	--	2.9	9	WKGR fm 98.7	AOR	7	21	3	5	5	16/69	HILLIER	RKO-1	2.2
3.4	1.9	2.9	9	WPBR am 1340	N/T	12	12	31	27	20	11/95	SAVALLI	MBS	2.7

WICHITA #90

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AOH	STATIONS	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
18.5	13.1	14.4	1	KEYN fm 103.7	CHR	1	2	2	1	1	11/95	MCGAVREN	RKO-1	17.2
9.2	9.0	11.5	2	KICT fm 95.1	AOR	5	3	1	2	7	9/114	KATZ		9.9
10.7	10.3	10.5	3	KFDI-FM 101.3	Ctry	2	6	4	4	2	15/74	TORBET	ABC-E	12.0
4.0	7.3	10.1	4	KKRD fm 107.3	CHR	3	1	3	3	4	14/77	HILLIER	CBS	11.3
11.1	10.8	9.4	5	KFDI am 1070	Ctry	4	9	14	7	3	12/91	TORBET	ABC-E	10.4
5.4	5.4	6.3	6	KBRA fm 97.9	A/C	7	7	5	5	5	14/77	EASTMAN	MBS	5.3
7.4	9.8	6.3	6	KFH am 1330	Ctry	6	5	9	10	9	14/77	EASTMAN	MBS	5.9
9.7	7.3	5.5	8	KAKZ am 1240	A/C	8	13	10	11	11	14/77	BLAIR	MBS	4.4
5.0	5.9	5.5	8	KOEZ fm 92.3	BM	9	14	12	8	8	11/95			5.3
4.2	4.1	3.9	10	KQAM am 1410	A/C	10	10	6	6	6	16/69	MCGAVREN	RKO-1	3.2

WILMINGTON #71

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
7.9	6.9	8.8	1	WMMR fm 93.3	AOR	2	2	1	1	2	13/81	KATZ	NBC-S
8.0	9.3	8.0	2	WJBR-FM 99.5	BM	6	15	29	13	4	10/111		
8.6	8.9	7.3	3	WDEL am 1150	A/C	3	10	13	9	8	14/78	EASTMAN	NBC
9.8	9.4	7.2	4	WSTW fm 93.7	CHR	1	5	2	2	1	18/60	EASTMAN	
4.3	3.8	7.1	5	WUSL fm 98.9	Urbn	7	4	3	3	5	10/114	BLAIR	ABC-F
3.9	5.0	5.5	6	WAMS am 1380	Ctry	9	21	11	5	3	9/119	SELCOM	ABC-C
4.3	4.7	4.4	7	WCAU-FM 98.1	CHR	4	1	5	7	11	21/51	CBS-FM	CBS
4.5	4.0	4.1	8	WYSP fm 94.1	AOR	5	3	4	6	15	20/54	TORBET	ABC-R
4.1	3.7	3.9	9	WDSO fm 94.7	Ctry	13	11	9	8	7	9/126	SELCOM	MBS
3.8	2.9	3.5	10	WKSZ fm 100.3	A/C	12	9	14	12	9	12/93	CHRISTAL	

WORCESTER #96

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG MINS LISTENED	NATIONAL REP FIRM	NETWORK
8.7	10.2	13.4	1	WAAF fm 107.3	AOR	1	2	1	1	2	11/102	KATZ	NBC-S
13.0	15.1	12.6	2	WSRS fm 98.1	A/C	2	12	13	6	4	11/101	BLAIR	
13.0	9.5	9.6	3	WTAG am 580	A/C	3	7	17	9	6	13/83	McGAVREN	NBC
6.3	7.5	7.0	4	WHTT fm 103.3	CHR	4	1	4	4	8	14/75	CBS-FM	CBS-R
5.8	3.6	7.0	4	WROR fm 98.5	A/C	6	6	2	2	3	12/90	RKO	RKO-1
6.7	8.0	6.5	6	WFTQ am 1440	A/C	5	13	3	3	1	14/78	KATZ	ABC-I
6.0	3.3	6.1	7	WBZ am 1030	A/C	7	11	11	5	5	13/83	BLAIR	ABC-E
4.2	5.8	5.0	8	WNEB am 1230	BBnd	8	14	18	20	14	12/90	PRO RADIO	CBS
2.7	3.8	2.6	9	WORC am 1310	CHR	9	27	6	8	11	21/53	P-W RADIO	ABC-E
3.7	2.2	2.2	10	WSSH fm 99.5	A/C	13	22	16	7	7	12/87	HILLIER	

YORK #93

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.7	9.0	13.5	1	WSBA am 910	A/C	1	8	7	3	3	11/101	EASTMAN	
9.8	11.7	12.3	2	WRKZ fm 106.7	Ctry	2	6	4	1	1	10/110	MCGAVREN	ABC-E
5.2	7.9	9.9	3	WSBA-FM 103.3	A/C	4	16	1	2	2	11/98	EASTMAN	
8.3	11.1	7.4	4	WNCE fm 101.3	BM	7	10	9	8	5	10/108	CHRISTAL	NBC
12.2	7.3	7.1	5	WQXA-FM 105.7	CHR	3	5	2	4	4	15/70	MMR	ABC-C
2.2	5.9	6.4	6	WHTF fm 92.7	CHR	5	1	6	7	8	15/71	BLAIR	
9.0	6.2	5.5	7	WTPA fm 104.1	AOR	8	2	3	6	9	13/86	EASTMAN	ABC-R
7.5	6.7	5.5	7	WYCR fm 98.5	CHR	6	3	5	5	6	17/64	HILLIER	NBC-S
5.4	4.8	4.4	9	WNOW am 1250	Ctry	10	11	17	9	7	10/111	MMR	ABC-I
2.1	2.4	2.2	10	WHVR am 1280	A/C	11	29	15	11	10	19/56	HILLIER	

YOUNGSTOWN-WARREN #72

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ ADH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
8.0	7.2	13.4	1	WHOT-FM 101.1	CHR	1	1	1	1	2	13/83	BLAIR	
10.9	11.2	11.3	2	WBBW am 1240	N/T	4	15	20	13	9	10/107	MCGAVREN	ABC-E
8.0	10.2	11.0	3	WQXK fm 105.1	Ctry	5	8	2	2	1	10/109	EASTMAN	ABC-D
9.9	12.8	10.7	4	WKBN-FM 98.9	Easy	3	17	9	6	4	13/83	KATZ	
8.2	7.4	7.2	5	WKBN am 570	A/C	6	11	7	4	3	15/74	KATZ	CBS
10.7	9.1	6.5	6	WYFM fm 102.9	CHR	2	2	3	3	5	23/48	TORBET	ABC-C
6.3	6.5	6.1	7	WFMJ am 1390	A/C	7	13	14	10	7	16/68	UNIREP	NBC
6.9	6.0	4.2	8	WHOT am 1330	CHR	8	3	5	5	8	20/54	BLAIR	
1.6	2.0	3.1	9	WMJI fm 105.7	A/C	11	10	8	7	6	13/83	EASTMAN	
4.0	3.4	3.1	9	WMMS fm 100.7	AOR	9	5	4	8	12	20/53	KATZ	NBC-S

MOBILE #83

Continued from Page 155

SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
6.3	8.8	4.3	7	WLPR 96.1 fm	Easy	8	16	13	8	7	11/100		
--	--	3.6	8	WDLT 98.3 fm	A/C	7	8	6	6	5	14/78	MASLA	CBS-R
--	1.9	3.1	9	WMOB 1360 am	Rel	12	11	15	12	10	8/136		
1.1	0.9	2.5	10	WMOO 1550 am	Rel	11	20	11	9	8	12/94		

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SPRING '83	FALL '83	SPRING '84	METRO RANK 12+ AQH	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP FIRM	NETWORK
7.6	7.5	7.1	7	WHBF-FM 98.9	A/C	4	5	3	4	4	17/63	McGAVREN	CBS
7.1	4.5	4.8	8	KSTT 1170 am	A/C	7	3	5	7	9	23/47	KATZ	ABC-C
3.6	4.1	3.6	9	WMRZ 1230 am	Gold	9	12	6	6	5	19/58	EASTMAN	ABC-E
1.4	2.4	3.4	10	KXRK 1580 am	BBnd	13	14	17	16	15	7/159	P&W	ABC-I

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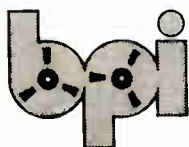


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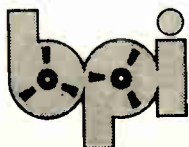
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