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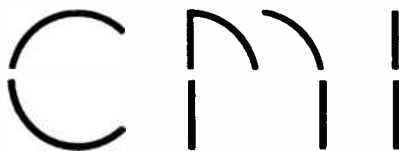
average of 2.1 Arbitron shares.*

We don't take all the credit. Our clients are smart, and hiring us is only one of the smart things they do.

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612 Hampton Dr.
Venice, CA 90291

213 392-8771

Call us and ask for our Promo '87 Reel.

*Based on Arbitron Average Quarter Hour Metro Share 12+

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(206) 624-2888
President: Barry Ackerley
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Portland KSGO & KGON

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777 South Harbour Island Blvd.
Suite 850
Tampa, FL 33602
(813) 221-8010
President: Matt Mills, Exec. VP/Radio
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Memphis WDIA & WHRK
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& FM

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60 State Street, Suite 550
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(617) 742-4910
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P.O. Box 247
Tyrone, PA 16686
(814) 238-0792
President: Cary Simpson
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Bellefonte, PA WBLF
Coudersport, PA WFRM-AM & FM
St. Mary's/Ridgway, PA WKBI-AM & FM
Tyrone/State College, PA WTRN & WGMR
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All Pro Broadcasting

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Los Angeles, CA 90059
(213) 564-7951
President: Willie Davis
Los Angeles KACE
Houston KYOK
Milwaukee WLUM & WAWA

American Media

655 Montgomery Street, Ste. 1730
San Francisco, CA 94111
(415) 397-1000
Chairman: Art Kern
Long Island WALK-AM & FM
Cincinnati WUBE/WDSO
San Antonio KSMG
Orlando WOCL
Tucson KWFM/KCEE

Anchor Media

11300 Fourth St. North, Suite 349
St. Petersburg, FL 33702
President: Alan Henry
Dallas KLDD/KZEW
Albuquerque KZSS/KZRR
Las Vegas KORK/KYRK

Anderson Stations

6535 West Jewell
Denver, CO 80226
(303) 922-5511
President: George Anderson
Denver KRKS
Newton, KS KJRG & KOEZ
Scott City, KS KFLA & KEZU
Columbus, NE KJSK & KLIR

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1623 Fifth Avenue
San Rafael, CA 94901
(415) 456-1510
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San Francisco KTIM-AM & FM
Orange, CA KIK-FM

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P.O. Box 32488
Charlotte, NC 28232
(704) 372-4434
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Colorado Springs KILO
Lynchburg, VA WWOD & WKZZ
Waterloo, IA KXEL & KOKZ
Bowling Green, KY WLBK-AM & FM
Greenwood, MS WABG
Kingsport, TN WKIN & WZXY

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2300 Hall
Box 817
Hays, KS 67601
(913) 625-2578
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Alliance, NE KCOW & KAAQ
Goodland, KS KLOE
Hays, KS KAYS
Noisington, KS KNOK
North Platte, NE KOOQ & KELN
Plainview, TX KVOP & KATX
St. Joseph, MO KFEQ

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Box 1355
Goldsboro, NC 27530
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President: George Beasley
Philadelphia WXTU & WTEL
Cleveland WDMT
Mobile WMOO & WBLX
Augusta WGAC
Evansville WYNG
Charleston, WV WTIP & WVSR
Conway, SC WLAT & WYAV
Charlotte, NC WENE & WLIT
Fayetteville, NC WFAI & WKML
Reidsville, NC WWMO
Kinston, NC WFTC & WRNS
Des Moines, IA KFMD
Miami, FL WPOW
Ft. Myers, FL WRXX

Belo Broadcasting

Communications Center
Dallas, TX 75202
(214) 748-9631
President: Ward Huey
Denver KOA & KOAQ

John Blair & Co. (Owned Stations Division)

1290 Avenue of the Americas
New York, NY 10104
(212) 603-5000
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Dallas KVIX & KVIL
Tampa WFLA & WPDS
Indianapolis WIBC & WNAP

Bloomington Broadcasting Corp.

236 Greenwood Avenue
Bloomington, IL 61702
(309) 829-1221
President: Timothy Ives
Grand Rapids WKLQ
Chattanooga WGOW & WSKZ
Johnson City, TN WJCW & WQUT
Bloomington, IL WJBC & WBNQ

Bonneville International

Broadcast House
Salt Lake City, UT 84180-1160
(801) 575-7500
President: Rodney H. Brady
New York WNSR
Los Angeles KBIG
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(313)965-3360
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Cincinnati	WWNK-AM & FM
Toledo	WTOD & WKKO
Saginaw	WSGW & WIOG
South Bend, IN	WZZP
Indianapolis, IN	WZPL

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420 Northwest 5th Street
Box 3353
Evansville, IN 47708
(812)423-6200
President: Alan Brill

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Lancaster, PA	WIOV-FM
Jefferson City, MO	KLIK & KTXY
Colonial Heights, VA	WPVA & WKHK-FM
Reading, PA	WAGO

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College Station, TX 77840
(409)693-7356
President: Barry Turner

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Grand Junction, CO	KIIO & KVEE
Bryan-College Station, TX	KAGC & KKYS

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P.O. Drawer 6340
Tyler, TX 75711-6340
(214) 593-0099
President: William R. Fritsch, Jr.

Lawton, OK	KMGZ
Tyler, TX	KDOK & KEYP

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9230 Wilshire Blvd.
Beverly Hills, CA 90212
VP: Michael Brown
(213) 274-8411

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Sacramento	KXOA AM & FM
Salt Lake City	KKAT-FM
Fresno	KYNO AM & FM

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(203)661-4307
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San Francisco	KKHI-AM & FM
Hartford	WDRC-AM & FM
Syracuse, NY	WSEN-AM & FM
Modesto-Merced	KUBB
Monterey-Salinas	KWAV
Portland, ME	WYNZ-AM & FM
Bakersfield, CA	KLLY-FM

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1345 Ave. of the Americas
New York, NY 10105
(212)887-5300

Radio President: James Arcara

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Los Angeles	KABC & KLOS
Chicago	WLS-AM & WYTZ
San Francisco	KGO
Washington	WMAL & WRQX
Detroit	WJR & WHYT
Dallas	WBAP & KSCS
Atlanta	WKHX AM & FM
Providence	WPRO-AM & FM
Minneapolis	KQRS-AM & FM

Capitol Broadcasting Co.

711 Hillsborough
Raleigh, NC 27603
(919) 890-6000

President: Jim Goodman

Vice President: Jon Coleman

Kansas City	KBEQ
San Antonio	KISS
Richmond, VA	WRNL & WRXL
Raleigh	WRAL
Huntington, WV	WKEE-AM & FM
Orlando/ Cocoa Beach, FL	WSTF
Baltimore, MD	WWMX
Norfolk/Virginia Beach	WNVZ

Capitol Broadcasting Corp.

917 Western America Circle
Suite 500
Mobile, AL 36609
(205)343-1000

President: Ken Johnson

Louisville	WRKA-FM
Birmingham	WMJJ-FM
Mobile	WKSJ-AM & FM
Statesville-Charlotte	WLVK-FM
Charleston, WV	WCAW & WVAF
Raleigh, NC	WTRG-FM
Nashville, TN	WWKX-FM
Austin, TX	KGTN AM & FM

Caravelle Broadcast Group

212 S. Tryon Street
Charlotte, NC 28282
(704) 333-6062

President: Howard Schrott

CEO: Robert Beacham

New Bern/Coastal NC	WSFL AM & FM
Gulfport, MS	WQFX-AM & FM
Kokomo, IN	WIOU & WZWZ
Charleston, SC	WKCN & WDXZ

Cariboo Central Interior Radio

1940 Third Avenue
Prince George, British Columbia V2M 1G7
(604)564-2524

President: R.A. East

Burns Lake, BC	CFLD
Ft. St. James, BC	CIFJ
Fraser Lake	CIFL
Granisle, BC	CHLD
Hazelton, BC	CKBV
Houston, BC	CHBV
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Quesnel, BC	CKCQ
Smithers, BC	CFBV
Vanderhoof, BC	CIBC-1
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Carlson Communications International

Box 7040
Salt Lake City, UT 84107
(801) 268-8181

President: Ralph J. Carlson

Salt Lake City	KRSP-AM & FM
Cottonwood, AZ	KSMK
Elko, NV	KRJC

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51 West 52nd Street
New York, NY 10019
(212)975-4321

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Los Angeles	KNX AM & FM
Chicago	WBBM-AM & FM
San Francisco	KCBS & KRQR
Philadelphia	WCAU-AM & FM
Boston	WMRQ
Houston	KLTR
Washington	WLTT
Dallas	KTXQ
St. Louis	KMOX & KHTR
Tampa	WSUN & WYNF

Central Broadcasting Corporation

Box 1646
Richmond, IN 47375
(317) 962-6533

President: William Quigg

Chillicothe, OH	WBEX & WKKJ
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Adrian, MI	WABJ & WQTE
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Denver	KLSC
St. Petersburg	WLFF

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Tucson, AZ 85716
(602) 795-1490

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Toronto, Ontario M5B 2E9
(416)591-1222

President: Stan M. Stewart

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Toronto, ON	CKO-FM-2
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Calgary, AL	CKO-FM-5
Edmonton, AL	CKO-FM-6
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175 East Houston Street, Ste. 500
San Antonio, TX 78205
(512) 225-4231

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San Antonio	WOAI & KAJA
Oklahoma City	KTOK & KJYO
Oklahoma City	ONN (Oklahoma News Network)
Tulsa	KBBJ & KMOD
Austin	KPEZ
New Haven	WELI
Beaumont-Port Arthur	KALO & KHYS
Louisville	WHAS & WAMZ

Communications Investment Corp.

312 East South Temple
Salt Lake City, UT 84111
(801)364-3561

Exec. VP: Homer K. Peterson

Salt Lake City	KALL & KLCY-FM
Boise	KGEM & KJOT
Idaho Falls, ID	KUPI & KOPI
Vernal, UT	KVEL & KUIN

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Dubuque, IA 52001
(319) 582-7570

President: Philip Kelly

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Albert Lea, MN	KATE & KCPI
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(408) 422-7484

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President: Charles Banta

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Modesto, CA	KFIV-AM & FM
Eugene, OR	KEED & KSND
Anchorage, AK	KASH-AM & FM

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(901) 424-1200

President & CEO: John Columbus

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Wheeling, WV	WKWK-AM & FM
Murphysboro, IL	WTAO-FM
McLeansboro, IL	WMCL

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Suite 315

Larkspur, CA 94939

(415) 461-8550

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Colorado Springs	KSSS & KVUU
Salinas/Monterey	KBOQ

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(415) 461-7200

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Eugene	KDUK FM & KQAK AM
Reno	KWNZ FM

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Charlotte	WSOC-AM & FM
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Hammond (Chicago)	WYCA
Detroit	WMUZ
Dallas	KPBC
Buffalo	WDCX
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Fresno	KFIG-AM & FM

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Ocala, FL 32678
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Memphis	KWAM & KRNB
Savannah	WWJD & WEAS
Valdosta	WGOV & WAAC
Belle Glade, FL	WSWN-AM & FM
Plantation Key, FL	WXOS-FM

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6201 Powers Ferry Road, Suite 100
Atlanta, GA 30339
(404)955-8855

President: Jim Wesley

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Lincoln	KFOR & KFRX
Akron	WAKR & WONE FM
Dayton	WONE & WTVE
Dallas	KMEZ AM & FM
Denver	KLZ & KAZY

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(501) 785-7810

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San Antonio	KONO & KITY
Orlando	WORZ-FM
Phoenix	KLZI-FM
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1875 Connecticut Avenue, NW
Washington, DC 20009
(202)387-0661

President: Roger Neuhooff

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Hershey, PA	WRKZ
Springfield, IL	WCVS & WFMB
State College, PA	WRSC & WQWK
Easton, PA	WEST & WLEV
Quincy, IL	WTAD & WQCY

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840 N. Central Avenue
Phoenix, AZ 85004
(602)258-5293

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Executive VP: Michael Osterhaut

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Phoenix	KOY-AM & FM
Richmond	WRVA & WRVQ
Norfolk	WWDE
San Diego	KLZZ-AM & FM

Emmis Broadcasting

1099 N. Meridian Street
Suite 1197
Indianapolis, IN 46204
(317)266-0100

President: Jeff Smulyan

New York	WHN & WQHT
Los Angeles	KPWR
Washington	WAVA
St. Louis	KSHE
Minneapolis	WLOL
Indianapolis	WENS

Entertainment Communications (Entercom)

Two Bala Plaza, Suite 908
Bala Cynwyd, PA 19004
(215)667-1226

President: Joe Field

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Houston	KLEF
Pittsburgh	WEPP & WDSY
Tacoma (Seattle)	KTAC & KBRD
Minneapolis	KMFY & WAYL
Tampa	WXCR
Gainesville/Ocala, FL	WKTK

EZ Communications

10800 Main Street
P.O. Box 10103
Fairfax, VA 22030
(703) 591-1000

President: Alan Box

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Pittsburgh	WBZZ
St. Louis	KYKY
New Orleans	WEZB
Charlotte	WEZC
Richmond	WEZS
Seattle	KMPS-AM & FM
Phoenix	KAMJ
Sacramento	KRAK & KSKK
Jacksonville	WOKV & WAIV
Fresno	KFYE

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4200 West Main St.
Kalamazoo, MI 49007
(616) 385-2757

Stephen C. Trivers, President

Kalamazoo, MI	WQLR & WQSN
Fort Wayne, IN	WEZV & WEZR

Family Stations

290 Hegenberger Road
Oakland, CA 94621
(415) 568-6200

President/GM: Harold Camping

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Sacramento	KEBR
Buffalo	WBFR
Jacksonville	WJFR
Fresno	KFSR
Charleston, SC	WFCH
Johnstown, PA	tba
Columbus, GA	WFRC
Annapolis, MD	WFSI
Camden, NJ	WKDN
Joliet, IL	WJCH
LeGrand, CA	KEFR
Long Beach, CA	KFRN
Middle Island, NY	WFRS
Newark, NJ	WFME
Okeechobee, FL	WWFR
Shenandoah, IA	KYFR
Webster, NY	WFRW

Federated Media

421 South 2nd Street
Elkhart, IN 46515
(219) 295-2500

President: John Dille III

Cincinnati	WCKY & WWEZ
Grand Rapids	WCUZ-AM & FM
Tulsa	KSXS & KVLV
Ft. Wayne	WQHK & WMEE
Elkhart, IN	WTRC & WYEZ
South Bend, IN	WYEZ-FM

First Media

Box 10239
Washington, DC 20018
(301) 441-3561

President: Glenn Potter

Boston	WZLX
Houston	KFMK
Seattle	KUBE
Washington, DC	WPGC & WCLY
Atlanta	WZGC
Chicago	WUSN
Phoenix	KOPA-AM & FM
Provo-Salt Lake City	KFMY-AM & FM

Forward Communications

1114 Grand Ave., Box 1088
Wausau, WI 54401
(715) 845-4211

President: Richard Dudley

Great Bend, KS	KVGB-AM & FM
----------------	--------------

FULLER-JEFFREY
BROADCASTING COMPANIES, INC.

Fuller-Jeffrey Broadcasting Companies, Inc.

5301 Madison Ave.
Suite 204
Sacramento, CA 95841
(916) 334-5235

President: Bob Fuller

Lewiston/Portland	WBLM
Portsmouth/Dover	WOKQ
Des Moines	KMRY & KJJY
Roseville/Sacramento	KRCX & KDJQ
Santa Cruz/San Jose	KSCO-AM & FM
Chico	KFMF
Lake Tahoe	KRLT
Modesto/Stockton	KHOP

Gannett Radio Group

6255 Sunset Blvd.
Los Angeles, CA 90028
(213) 466-8381

President/Radio Division: Jay Cook

Los Angeles	KIIS-AM & FM
Chicago	WGCI-AM & FM
Houston	KKBQ-AM & FM
St. Louis	KUSA & KSD-FM
Tampa	WDAE & WUSA
San Diego	KSDO-AM & FM
Dallas	KTKS-FM
Kansas City	KCMO-AM & FM*
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Portland, ME 04103
(207) 797-9330

President: John DiMatteo

Miami	WINZ-AM & FM
Pinellas Park (Tampa)	WPLP
Oklahoma City	KDFM
Cocoa Beach/Orlando	WRKT & WSSP
Davenport, IA	KKZX & WXLP

Gazette Broadcast Group

1 South Parker Dr.
Janesville, WI 53545
(608) 754-3311

President: M.W. Johnston

Huron, SD	KIJU & KURO
Janesville, WI	WCLO & WJVL
Rice Lake, WI	WJMC-AM & FM
West Bend, WI	WBKV-AM & FM
Wisconsin Rapids, WI	WFHR & WWRW

GHB Broadcasting

3008 Wadsworth Mill Place
Decatur, GA 30032
(404) 288-1480

President: George Buck Jr.

Atlanta	WYZE
Charlotte	WHVN
Columbia, SC	WCOS-AM & FM
Montgomery	WMGY
Columbus, GA	WEAM
Philadelphia	WNAP

Gilmore Broadcasting

1776 K Street NW
Washington, DC 20006
(202) 429-7138

President: James Gilmore III

Miami	WLVE
Jacksonville	WIVY
Harrisonburg, VA	WSVA & WQPO

GO Radio

1020 E. Second St.
Webster City, IA 50595
(315) 832-1570

President: Glenn Olson

Creston, IA	KSIB & KITR
Kewanee, IL	WKEI & WJRE
Webster City, IA	KQWC-AM & FM
Windom, MN	KDOM-AM & FM

Golden West Broadcasters

5858 Sunset Blvd., Box 710
Los Angeles, CA 90078
(213) 460-5655

President, Radio Division: Bill Ward

Los Angeles	KMPC & KUTE
Seattle	KVI & KPLZ

Grace Broadcasting

29100 Northwestern Hwy., Suite 120
Southfield, MI 48034
(313) 353-3333

Chairman: Harvey Grace

President: Michael Larue

Grand Rapids WOOD-AM & FM

Great Empire Broadcasting

Box 1402
Wichita, KS 67201
(316) 838-9141

President: Mike Lynch

Denver	KBRQ-AM & FM
Omaha	WQOW-AM & FM
Wichita	KFDI-AM & FM
Shreveport	KWKH-AM & FM
Springfield, MO	KTTS-AM & FM

Great Scott Stations

Box 638
Pottstown, PA 19464
(215) 326-4000

President: Faye Scott

Harrisburg	WHGB
Trenton	WTTM & WCHR
Auburn, NY	WMBO & WPCX
Ellwood City, PA	WFEM
Georgetown, DE	WJWL & WSEA
New Castle, PA	WKST
Pottstown, PA	WPAZ
Yardley, PA	WCHR

Great Trails Broadcasting

717 East David Road
Dayton, OH 45429
(513) 294-3333

President: Alexander Williams

Columbus, OH	WCOL & WXGT
Louisville	WCII & WDJX
Dayton	WING & WGTZ
Springfield, OH	WIZE

Greater Media

Two Kennedy Blvd.
East Brunswick, NJ 08816
(201) 247-6161

President: Frank Kabel

Los Angeles	KRLA & KLSX
Philadelphia	WPEN & WMGK
Detroit	WHND & WMJC
Boston	WMEX & WMJX
Washington	WWRC & WGAY
Nassau-Suffolk	WGSM & WCTO
New Brunswick, NJ	WCTC & WMGQ

DKM Broadcast Corporation

6201 Powers Ferry Rd., Suite 100
Atlanta, GA 30339
(404) 955-8855

President: Jim Wesley

Dallas	KMEZ-AM & FM
Denver	KLZ & KAZY
Dayton	WONE & WTUE
Akron	WAKR & WONE

Group W Radio

888 Seventh Avenue
New York, NY 10106
(212) 307-3665

President, Group W Radio: Dick Harris

New York	WINS
Los Angeles	KFWB
Philadelphia	KYW
Boston	WBZ
Houston	KODA
Dallas/Ft. Worth	KQZY
Pittsburgh	KDKA
San Diego	KJQY
Denver	KEZW & KOSI
Phoenix	KMEO-AM & FM
San Antonio	KQXT

Hall Communications

Cuprak Road
Norwich, CT 06360
(203) 887-3511

President: Robert Hall

Providence	WMYS
Lancaster, PA	WLPA & WNCE
New Bedford, MA	WNBH
Burlington, VT	WJOY & WQCR
Lakeland-	
Winter Haven, FL	WONN & WPCV
Norwich, CT	WICH & WCTY
Venice, FL	WAMR & WCTR

Harris Enterprises

Box 878
Garden City, KS 67846
(316) 276-3251

VP: Robert Wells

Lubbock	KSEL-AM & FM
Waco	WACO & KHOO
Topeka	KTOP & KDVV
Burlington, IA	KBUR & KGRS
Garden City, KS	KIUL
Joliet, IL	WJOL & WLLI
Grand Island, NE	KRGI

Hearst Broadcasting Group

959 8th Ave.
New York, NY 10019
(212) 262-4183

VP/Hearst Corp. & GM/Broadcasting:

John Conomikes

Pittsburgh	WTAE & WHTX
Baltimore	WBAL & WIYY
Milwaukee	WISN & WLTV
San Juan, PR	WAPA

Hedberg Broadcasting Group

Box 528
Spirit Lake, IA 51360
(712) 336-5800

President: Paul Hedberg

Mankato, MN	KEEZ
Mason City, IA	KLSS-AM & FM
Morris, MN	KMRS & KKOK
Spirit Lake, IA	KUOO
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World Headquarters: 9540 Washington Boulevard
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*Radar 32, Volume 2 (Fall 1985) Mon.-Sun., 6 AM-12 MID.

Radio Group Owners

Henry Broadcasting

2277 Jerrold Avenue
San Francisco, CA 94124
(415) 285-1133

President: Charlton Buckley

Denver	KVOD FM
Riverside-	
San Bernardino, CA	KFXM & KDUO
Portland	KYTE-AM & FM
Salinas/Monterey	KDON-AM & FM
Omaha, NE	KFAB & KGOR

Home News Publishing Co.

Box 551
New Brunswick, NJ 08901
(201) 246-5633

President: William Boyd

Stockton, CA	KWG
Santa Barbara, CA	KTYD
Danbury, CT	WINE & WRKI
Tracy, CA	KYBB
Kingsport, TN	WKPT & WTFM

Hubbard Broadcasting

3415 Univeristy Avenue
St. Paul, MN 55114
(612) 646-5555

President: Stan Hubbard

Minneapolis-St. Paul	KSTP-AM & FM
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Humber Valley Broadcasting

P.O. Box 570
Corner Brook, Newfoundland A2H 6E6
(709) 634-3111

President: Dr. Noel Murphy

Corner Brook, NF	CFCB
Deer Lake, NF	CFDL
Labrador, NF	CFLN & CFLC
Labrador, NF	CFLW
Port aux Basques, NF	CFGN
St. Andrews, NF	CFCV
Port Au Choix, NF	CFNW
St. Anthony, NF	CFNN
Stephenville, NFF	CFSX

H & G Communications

950 North Federal Highway
Pompano Beach, FL 33062
(305) 781-9340

President/CEO: Scott Ginsberg

Chicago	WCFL-AM & WLUP-FM
Dallas	KHYI
Miami	WVCG
Jacksonville	WJAX-AM & WAPE-FM
Los Angeles	KTNQ & KLVE
Honolulu	KSSK & KULA

Infinity Broadcasting

655 Madison Avenue
New York, NY 10021
(212) 750-6400

Radio Division President: Mel Karmazin

New York	WJIT & WXRK
Chicago	WJJD & WJMK
Philadelphia	WYSP
Boston	WBCN
Houston	KXYZ
San Diego	KCBQ-AM & FM**
San Jose	KOME
Los Angeles	KROQ*

Ingstad Broadcasting Group

Box 1415
Grand Forks, ND 58206
(701) 772-2481

President: Tom Ingstad

Breckenridge, MN	KLTA & KBMW
Iowa City	KXIC & KKRQ
Rapid City, SD	KIMM & KGGG
Anchorage, AK	KPXR

Inner City Broadcasting

801 Second Avenue
New York, NY 10017
(212) 661-3344

President: Pierre Sutton

New York	WLIB & WBLS
San Francisco	KRE & KBLX
Detroit	WKSG
San Antonio	KSJL

JACOR Communications, Inc.

1300 Central Trust Center
201 E. 5th Street
Cincinnati, OH 45202
(513) 621-1300

Chairman: Terry Jacobs

President: Frank Wood

Sr. VP Programming: Randy Michaels
Sr. VP Sales & Marketing: Bob Lawrence

Atlanta	WPCH & WGST
Cleveland	WBBG & WMJI
Cincinnati	WLW & WEBN
Nashville	WYHY
Knoxville	WMYU
Jacksonville	WQIK-AM & FM
Parkersburg, WV	WKYG & WXXK

JAG Communications, Inc.

6 East 45th Street, Suite 1301
New York, NY 10017
(212) 687-2211

Chairman & CEO: John A. Gambling

President & COO: Morton I. Hamburg

VP/Radio: Jack Hobbs

Providence	WLKW-AM & FM
Norfolk	WLTY
Albany	WROW-AM & FM
Baltimore	WLIF-FM

Jefferson-Pilot Communications

One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

President: Wallace Jorgenson

Miami	WNWS & WLYF
Atlanta	WQXI-AM & FM
San Diego	KSON-AM & FM
Denver	KIMN & KYGO
Charlotte	WBT & WBCY
Richmond, VA	WWBT

Jesup Broadcasting Corp.

1250 W. Charlton St.
Milledgeville, GA 31061
(912) 452-0586

President: Gary Davidson

Camden, SC	WPUB-AM & FM
Jesup, GA	WLOP & WIFO
Kingstree, SC	WDKD & WWKT
Milledgeville, GA	WMVG & WKZR

Journal Star Stations

1 News Plaza
Peoria, IL 61643
(309)686-3146

President: H.B. Slane

Albuquerque	KRKE & KWXL
Wichita	KICT
Colorado Springs	KSSS
Pueblo, CO	KVUU
Salina, KS	KFRM

Joyner Broadcasting

875 Walnut St., Suite 265
Cary, NC 27511
(919) 469-8383

President: A. Thomas Joyner

Whiteville/Fayetteville NC	WZFX
New Bern, NC	WAZZ
Danville, VA	WDVA
South Hill, VA	WSHV
Hickory, NC	WHKY

Kaye-Smith Radio

Box 3010
Bellevue, WA 98009
(206) 455-0923

President: Lester M. Smith

Portland	KXL-AM & FM
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1987 Radio Report

Illustration: Blair Thornley



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Issue Date: 6/16/87

Ad Closing: 5/26/87

Late Close (Full-page ads only): 6/5/87

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Martinsville, IN 46151
(317) 342-3394
President: David Keister

Lebanon, IN	WBCI
Connersville, IN	WIFE & WCNB
Martinsville, IN	WMCB & WCBK
Washington Court House, OH	WOFR & WCHO

Keymarket Group

804 Carolina Avenue
N. Augusta, SC 29841
(803) 278-4646

Principal: Kerby Confer

Detroit	WLTJ
Houston	KMJQ
St. Louis	KMJM
Harrisburg	WNNK
Mobile-Pensacola	WIZD
Columbia, SC	WTCB
Atmore, AL	WSKR
Austin, TX	KKMS
Charlotte, NC	WRRX

King Broadcasting

333 Dexter Avenue North
Seattle, WA 98109
(206) 448-5555

President: Ancil Payne

San Francisco	KSFO & KYA
Seattle	KING-AM & FM
Portland	KGW & KINK

Knight Quality Group Stations

63 Bay State Road
Boston, MA 02215
(617) 262-1950

President: Scott Knight

Worcester, MA	WSRS
Portsmouth, NH	WHEB-AM & FM
Manchester, NH	WGIR-AM & FM
Fall River, MA	WSAR
Fitchburg, MA	WEIM

Kuiper Stations

399 Garfield SW
Grand Rapids, MI 49504
(616) 456-9541

President: William E. Kuiper Sr.

Grand Rapids	WFUR-AM & FM
Kalamazoo, MI	WKPR
Muskegon Heights, MI	WKJR & WQWQ
Dowagiac, MI	WDOW-AM & FM

KWHK Broadcasting

525 N. Main Street
Hutchinson, KS 67501
(316) 663-4461

President: William Mitchell

Sante Fe, NM	KTRC
Hot Springs, AK	KBHS & KSPA
Hutchinson, KS	KWHK
Pocatello, ID	KZBQ-AM & FM

Legacy Broadcasting, Inc.

6430 Sunset Blvd., Suite 700
Los Angeles, CA 90028
(213) 465-1700

President: Carl E. Hirsch

Los Angeles	KJOI
Detroit	WLLZ
Minneapolis	KDWB-AM & FM
Denver	KHOW & KPKE

Lesso, Inc.

Box 11705
Wichita, KS 67202
(316) 267-0293

President: Larry Steckline

Alva, OK	KXLS
Colby, KS	KXXX & KQLS
Liberal, KS	KSLS & KILS
Pratt, KS	KWLS & KGLS



Liggett Broadcasting

185 E. Grand River Ave.
Williamston, MI 48895
(517) 349-2040

Robert G. Liggett, Jr., President

Santa Rosa	KMGG
Lansing	WFMK
Saginaw	WHNN
Grand Rapids	WLHT
Battle Creek	WCLS & WMKG
Fresno	KCLQ
Hanford, CA	KNGS

LIN Broadcasting

1370 Avenue of the Americas
New York, NY 10019
(212) 765-1902

President: Donald Pels

Philadelphia	WFIL & WUSL
Houston	KILT-AM & FM
St. Louis	WIL-AM & FM
Milwaukee	WEMP & WMYX
Rochester, NY	WBBF & WMJQ

Lincoln Broadcasting

351 South Warren St., Suite 600
Syracuse, NY 13201
(315) 478-5030

President: Albert "Bud" Wertheimer

Buffalo	WBUF
Rochester	WYOR & WHAM
Salem	WQXK & WSOM

Linder Radio Group

Box 838
Willmar, MN 56201
(612) 235-8695

President: Willard Linder

Mankato, MN	KTOE
Marshall, MN	KMHL & KKCK
Montevideo, MN	KDMA
Willmar, MN	KWLM & KQIC

Lotus Communications

6777 Hollywood Blvd.
Hollywood, CA 90028
(213) 461-8225

President: Howard Kalmenson

Los Angeles	KWKW
Chicago	WTAQ
San Diego	KFSD
San Antonio	KXET & KXZL
Tucson	KTKT & KLPX
Fresno	KGST
Las Vegas	KENO & KOMP
Lubbock	KTEZ
Reno	KONE & KOZZ
Oxnard-Ventura, CA	KOXR
Wheaton, MD	WMDO
San Antonio	KXET & KZEP

Malrite Communications Group

1200 Statler Office Tower
Cleveland, OH 44115
(216) 781-3010

Radio President: Gil Rosenwald

New York	WHTZ
Los Angeles	KLAC & KZLA
San Francisco	KNEW & KSAN
Houston	KKHT
Minneapolis	WDGY & KEEY
Cleveland	WHK & WMMS
Denver	KRXY-AM & FM

Marcom Media

804 Carolina Avenue
N. Augusta, GA 29841
(803) 278-4644

CEO: Marshall Magee

Lufkin-Nacogdoches, TX	KAFX-AM & FM
Ottawa, KS	KOFO & KHUM
Russellville/Bowling Green KY	WRUS & WBVR
Tuscaloosa, AL	WRLX & WFFX
Wapakoneta-Lima, OH	WZOQ
Ft. Smith, AR	KZBB-FM
Dubuque, IA	KXXK-FM
Davenport, IA	KLIO-FM
Augusta, ME	WMMW-AM & FM
Augusta, GA	WZNY

McKenna Radio Stations

c/o McKenna, Wilkinson & Kittner
1150 17th St. NW
Washington, DC 20036
(202) 861-2600

President: James McKenna

Minneapolis	KQRS-AM & FM
Harrisburg, PA	WCMB & WFSM
Madison, WI	WHIT
Middleton, WI	WWQM

MediaComm

1422 Chestnut Street
Philadelphia, PA 19102
(215) 563-2910

President/Radio Division: Chuck Schwartz

Atlanta	WBUS-FM
Cincinnati	WBLZ-FM
Indianapolis	WTUX & WTKO
Oakland, CA	KDIA

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Mesa Broadcasting Group

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Chicago, IL 60604
(312) 346-7900

Chairman: John W. Hough

Billings, MT	KOOK & KBIT
Grand Junction, CO	KQIL & KQIX
Cheyenne, WY	KUUY & KKAZ

Metropolitan Broadcasting Corporation

655 Third Avenue
New York, NY 10017
(212) 986-7000

President: Carl Brazell

New York	WNEW-AM & FM
Los Angeles	KTWV
Philadelphia	WIP & WMMR
Detroit	WOMC
Washington	WASH
Dallas	KRLD
Tampa	WWBA

Metroplex Communications

1818 Ohio Savings Plaza
Cleveland, OH 44114
(216) 566-8080

President: Robert C. Weiss

Washington	WCXR & WCPT
Miami	WHYI
Tampa	WNLT & WHBO
Charlotte	WRKB & WRFX
Orlando	WORL & WJYO
Jacksonville	WPDQ & WFYV
Raleigh	WYLT & WKIX

Meyer Communications, Inc.

P.O. Box 3676
Springfield, MO 65808
(417) 887-3990

President: Kenneth Meyer

Springfield, MO	KTXR
Fulton, MO	KKCA
Kennett, MO	KBOA & KTMO
Lexington, MO	KLEX & KCAC

Midwest Communications Stations

P.O. Box 19912
Green Bay, WI 54301
(414) 435-3771

President: D.E. Wright

Des Moines	KIOA & KDWZ
Duluth	WKQK & WTBX
Green Bay, WI	WGEE & WIXX
Wausau, WI	WRIG & WDEZ

Mid-West Family Stations

P.O. Box 253
Madison, WI 53701
(608) 271-1743

President: William Walker

Lansing, MI	WITL-AM & FM
Madison	WTDY & WMGN
Rockford, IL	WKKN & WKMQ
Springfield, IL	WMAY & WNNS
La Crosse, WI	WIZM-AM & FM
Oshkosh, WI	WOSH & WMGV
St. Joseph, MI	WSJM & WIRX
Escanaba, MI	WGLQ & WCHT
Petoskey, MI	WKHQ

Moffat Communications Limited

CKY Building, Third Floor
Polo Park
Winnipeg, Manitoba R3G 0L7
(204) 774-2461

President: Randy Moffat

Calgary, AL	CKXL & CHFM
Edmonton, AL	CHED
Hamilton, ON	CHAM
Moosajaw, SK	CHAB
Winnipeg, MN	CKY & CITI
Vancouver, BC	CKLG & CJOX

Moody Bible Institute of Chicago

(Moody Broadcasting Network)

820 North LaSalle Street
Chicago, IL 60610
(312) 329-4000

Broadcasting Division Manager: Robert Neff

Chicago	WMBI-AM & FM
St. Petersburg	WGNB & WKES
Cleveland	WCRF
Boynton Beach	WRMB
Chattanooga	WMBW
Spokane	KMBI-AM & FM
Quad Cities	WDLM-AM & FM

Mortenson Broadcasting

333 West Vine Street
Vine Center, Suite 200
Lexington, KY 40507
(606) 252-1000

President: Jack Mortenson

Baltimore	WBGR
Canton, OH	WTOF-AM & FM
Huntington, WV	WEMM
Versailles, KY	WJMM
Akron, OH	WHLO

MTN Broadcasting, Inc.

P.O. Box 538
1930 Center St.
Marshalltown, IA 50158
(515) 752-4122

President: Dean Osmondson

Marshalltown, IA	KDAO
Grundy Center IA	KGCI

Multimedia Broadcasting

140 West Ninth Street
Cincinnati, OH 45202
(513) 352-5905

Radio President: Paul Fiddick

Milwaukee	WEZW
Greenville, SC	WFBC-AM & FM
Shreveport	KEEL & KITT
Macon	WMAZ & WAYS
Asheville, NC	WWNC

Nationwide Communications

One Nationwide Plaza
Columbus, OH 43216
(614) 249-7676

VP/Radio: Steve Berger

Baltimore	WPOC
Cleveland	WGAR-AM & FM
Phoenix	KZZP-AM & FM
San Jose	KWSS
Columbus, OH	WNCI
Sacramento	KZAP
Winston-Salem	WKZL
Orlando	WBJW-AM & FM
Tucson	KNST & KRQQ
Seattle	KISW-FM*
Las Vegas	KMJJ & KLUC

NBC Radio Stations

30 Rockefeller Plaza
New York, NY 10020
(212) 664-4501

President: Randy Bongarten

Exec. VP/Radio: Robert Mounty

New York	WNBC & WYNY
Chicago	WMAQ & WKQX
San Francisco	KNBR & KYUU
Boston	WJIB
Washington	WKYS

New Barnstable Corporalon

One Post Office Square
Boston, MA 02109
(617) 338-1240

President: Albert J. Kaneb

Vice President/Radio: David S. Gingold

Akron, OH	WSLR & WKDD
Hempstead, NY	WHLI & WKJY
Little Rock, AR	KSSN-FM
Memphis, TN	WGKX-FM

New City Communicalons

10 Middle Street
Bridgeport, CT 06604
(203) 333-4800

President: Dick Ferguson

Atlanta-Gainesville	WYAY
Birmingham	WZZK-AM & FM
Orlando	WDBO & WWKA
Syracuse	WSYR & WYYY
Bridgeport	WEZN
Worcester	WFTQ & WAAF
Tulsa	KWEW

DIRECTORY

Radio Group Owners

Newfoundland Broadcasting

Box 2020
St. John's, Newfoundland A1C 5S2
(709) 722-5015
President: G.W. Stirling

Argentia, NF	CFOZ
Bonavista, NF	CJOZ
Corner Brook, NF	CKOZ
Grand Falls, NF	CHOS
Marystown, NF	CIOZ
Red Rocks, NF	CKSS
St. John's, NF	CHOZ
Stephenville, NF	CIOS

Nininger Stations

Box 1389
Bristol, VA 24203
(703) 669-8112
President: W.L. Nininger

Charleston, WV	WQBE-AM & FM
Bristol, VA	WFHG & WXBQ
Henderson, KY	WKDQ
Paducah, KY	WKYX & WKYQ

Noalmark Broadcasting

202 West 19th Street
El Dorado, AR 71730
(501) 862-7777
President: William C. Nolan, Jr.

Fayetteville, AR	KKIX
Hobbs, NM	KYKK & KZOR
Hot Springs, AR	KXOW & KLAZ
Kilgore, TX	KOCA & KKTG
El Dorado, AR	KELD & KAYZ

Northwestern College Radio Network

3003 North Snelling Avenue
Roseville, MN 55113
(612) 631-5000
*Executive Director/Radio Network:
Paul Ramseyer*

Minneapolis	KTIS-AM & FM
Madison	WNWC
Duluth	KDNW
Waterloo, IA	KNWS-AM & FM
Fargo, ND	KFNW-AM & FM
Sioux Falls, SD	KNWC-AM & FM

Ogden Newspapers

1500 Main Street
Wheeling, WV 26003
(304) 233-0100
Radio Group VP: Robert Nutting

North Myrtle Beach, SC	WGSN & WNMB
Punta Gorda, FL	WCCF & WQLM
Staunton, VA	WTON
Moorehead, MN	KVOX

Olympic Broadcasting

605 1st Avenue
Seattle, WA 98104
(206) 340-1496
President: Ivan Braiker

San Francisco	KKCY
Seattle	KRPM-AM & FM
Las Vegas	KMZQ
Spokane	KZZU-AM & FM
Reno	KSRN-AM & FM
Anchorage, AK	KYAK & KGOT
Fairbanks, AK	KIAK & KQRZ
Fresno, CA	KMGX-FM

Ostrander-Wilson Stations

114 Lakeside Avenue
Seattle, WA 98122
(206) 324-2000
President: George Wilson

Seattle	KBLE
Phoenix	KASA & KMLE
Blaine, WA	KARI

Outlet Communications

Broadcast House
111 Dorrance Street
Providence, RI 02903
(401) 276-6200
VP/Radio: Joseph Chairs

Los Angeles	KIQQ
Washington	WTOP & WTKS
Philadelphia	WIOQ

Pacific Northwest Broadcasting

Box 1280
Boise, ID 83701
(208) 336-3670
President: Charles Wilson

Boise	KBOI & KQFC
Eugene, OR	KPNW-AM & FM
Chico, CA	KPAY-AM & FM
Ashland, OR	KCMX-AM & FM
Pocatello, ID	KSEI-AM & FM

Pacifica Foundation

3729 Cahuenga Bl. W
N. Hollywood, CA 91604
(818) 985-8800
Chairman: Jack O'Dell

New York	WBAI
Los Angeles	KPFK
Berkeley	KPFA & KPFB
Houston	KPFT
Washington	WPFW

Palmer Communications

1801 Grand Avenue
Des Moines, IA 50308
(515) 242-3500
President: William Ryan

Des Moines	WHO & KLYF
Tallahassee	WTNT-AM & FM
Naples, FL	WNOG & WCVU

Park Communications

Box 550
Terrace Hill
Ithaca, NY 14851
(607) 272-9020
*Chairman: Roy Park, Sr.
VP/Radio Operations: Bill Fowler*

New York	WPAT-AM & FM
Seattle	KEZX-AM & FM
Minneapolis	KJJO-AM & FM
Portland	KWJJ-AM & FM
Richmond, VA	WTVR-AM & FM
Syracuse	WHEN & WRRB
Chattanooga	WDEF-AM & FM
Greenville, NC	WNCT-AM & FM
Yankton, SD	WNAX
Waterloo, IA	KWLO & KFMW

Parker Communications, Inc.

The Cities Broadcasting Center
Butler Square
Minneapolis, MN 55403
(612) 339-0000
*Owners: John & Kathleen Parker
President: Lou Buron*

Minneapolis	KTCJ & KTCZ
Honolulu	KIKI & KMAI
Las Vegas	KXTZ
San Jose	KLZE
Sacramento	KHYL & KANI

Price Broadcasting

35 Century Parkway
Salt Lake City, UT 84115
(801) 486-3911
President: John Price

Salt Lake City	KBUG & KCPX
Charleston, SC	WEZL
Wichita, KS	KKRD
Spokane	KGA & KDRK
Modesto, CA	KHYV & KBEE
Reno	KROW & KNEV
Wheeling, WV	WWVA & WOVK

Price Communications

45 Rockefeller Plaza
New York, NY 10020
(212) 757-5600
*President: Robert Price
Sr. VP/Radio: Jack McSorley*

San Francisco	KIOI
Detroit	WNIC & WMTG
Nashville	WLAC-AM & FM
New Orleans	WTIX
Oklahoma City	KOMA & KIMY
West Palm Beach, FL	WIRK-AM & FM
Buffalo	WWKB & WKSE-FM
Ft. Wayne	WOWO & WIOE
Madison	WIBA-AM & FM
Albuquerque, NM	KKOB-AM & FM

Radio Group Owners

Pyramid Broadcasting

99 Revere Beach Parkway
Medford, MA 02155
(617) 396-11430

CEO: *Richard Balsbaugh*

Philadelphia	WPGR & WSNi
Boston	WXKS-AM & FM
Pittsburgh	WPIT-AM & FM
Buffalo	WHTT-AM & FM
Rochester, NY	WPXY-AM & FM



Reams Broadcasting

124 N. Summit St., Suite 400
Toledo, OH 43604
(419) 248-2627

President: *Frazier Reams, Jr.*

Exec. VP: *Peter C. Cavanaugh*

Toledo	WCWA & WIOT
Flint	WWCK-AM & FM
Cincinnati, OH	WBVE

The Regional Group

38 West Fulton
Grand Rapids, MI 49503
(616) 459-0117

President: *Donald Platt*

Grand Rapids, MI	WXQT & WGRD
Binghamton, NY	WRSB & WAAL
Sharon, PA	WPIC & WYFM

Resort Broadcasters

121 Wyck Street
Suite 300
Richmond, VA 23225
(804) 276-9339

President/CEO: *Ellek Seymour*

Virginia Beach, VA	WVAB
Raleigh	WAKS-AM & FM
Charleston, SC	WLNH-AM & FM
Columbia, NC	WGAI & WWOK
Fayetteville, NC	WFLB
Wilmington, NC	WVBS-AM & FM
Ahoskie, NC	WRCS & WQDK
Cape Charles, VA	WWGH
Crewe, VA	WSVS-AM & FM
Dillion, SC	WDSC & WZNS
Waynesville, NC	WHCC & WQNS
Ocean City, MS	WETT & WWTR
Ocean City, NJ	WDVR
Surfside Beach, SC	WYAK-AM & FM

RKO General

1440 Broadway
New York, NY 10018
(212) 642-4000

President/Radio Division: *Jerry Lyman*

New York	WOR & WRKS
Los Angeles	KRTH-AM & FM
Chicago	WFYR
San Francisco	KFRC
Boston	WRKO & WROR
Washington	WGMS-AM & FM
Memphis	WHBQ

Roden Stations

1850 Lynch
Jackson, MS 39203
(601) 948-1515

President: *Arthur Holt*

Jackson, MS	WOKJ & WJMI
Pensacola, FL	WBOP & WTKX
Gulfport, MS	WTAM & WGCM

Rollins Communications

2170 Piedmont Road, NE
Atlanta, GA 30324
(404) 888-2000

President: *R. Randall Rollins*

Director of Radio: *Jim Nesbit*

Los Angeles	KDAY
Chicago	WBEE
Norfolk	WRAP
Charleston, WV	WCHS & WBES
Wilmington, DE	WAMS

Roth Communications

830 Main Street
Melrose, MA 02176
(617) 665-0851

President: *David Roth*

CFO: *Stephen J. Nicholson*

Reno	KCBN & KRNO
Ft. Pierce, FL	WIRA & WOVV
Cape Cod, MA	WKPE-AM & FM
Davenport, IA	WHBF-AM & FM

Saga Communications

400 Renaissance Center, Suite 2150
Detroit, MI 48243
(313) 567-4040

Broadcast President & CEO: *Ed Christian*

Milwaukee, WI	WKLH-FM
Columbus, OH	WVCO & WSNY-FM
Norfolk, VA	WNOR-AM & FM
Springfield, IL	WYMG & WLDS
Champaign, IL	WLRW-FM
Jacksonville, IL	WLDS

Salem Broadcasting

2310 Ponderosa Drive, Suite 29
Camarillo, CA 93010
(805) 987-0400

VP Stations Operations/Programming:

Robert W. Ball

New York	WNYM
Los Angeles	KKLA
San Francisco	KFAX
Boston	WEZE
Seattle	KGNW
San Diego	KPRZ
Columbus, OH	WRFD
San Antonio	KSLR
Tulsa	KCFO-AM & FM
Portland	KPDQ-AM & FM
Santa Barbara	KGFT
Rosamund, CA	KAVC-FM
Oxnard, CA	KDAR
Long Beach, CA	KGER
San Bernardino	KDIG

Sandusky Broadcasting

1 Tabor Center
1200 17th Street
Denver, CO 80202
(303)937-1200

Radio Division President: *Toney Brooks*

Dallas	KEGL
Seattle	KLSY-AM & FM
San Diego	KWLT
Tampa	WKRL
Denver	KNUS & KBPI
Phoenix	KDKB
Kansas City	KLSI

Sconnix Broadcasting

3 Broad Street
Charleston, SC 29401
(803)577-3000

Partners: *Randy Odeneal, Scott McQueen, Ted Nixon*

Boston	WBOS
Miami/Ft. Lauderdale	WMXJ-FM
Kansas City	KFKF-FM & KCKM-AM
Quad Cities	WMRZ & WLLR
Laconia	WLNH-FM

Scripps-Howard Broadcasting

3001 Euclid Avenue
Cleveland, OH 44115
(216)431-5555

President: *Donald Perris*

Baltimore	WBSB
Portland	KUPL-AM & FM
Memphis	WMC-AM & FM

Seaton Stations

Box 877
Coffeyville, KS 67337
(316)251-2900

Chairman: *R.M. Seaton*

Lubbock, TX	KFYO & KRUX
Hastings, NE	KHAS
Manhattan, KS	KMAN & KMKF
Coffeyville, KS	KGGF & KQQF

Seehafer Broadcasting Corp.

3730 Mangin Street
Manitowoc, WI 54220
(414) 682-0351

President: *Don Seehafer*

Wausau, WI	WXCO & WYCO
Two Rivers, WI	WQTC
Manitowoc, WI	WOMT
Rochester, MN	KWEB & WRCH
Beloit, WI	WGEZ

DIRECTORY

Radio Group Owners

Selkirk Communications Ltd.

121 Bloor Street East
9th Floor
Toronto, Ontario M4W 3M5
(416) 967-5550
President: Rafe Engle

Blairmore, AL	CJPR-AM
Calgary, AL	CFAC-AM
Canmore-Banff, AL	CFHC-AM
Edmonton, AL	CJCA-AM & CIRK-FM
Elkford, BC	CJEV-AM
Grande Prairie, AL	FGP-AM
Lethbridge, AL	CJOC-AM & CILA-FM
Toronto, ON	CFNY-FM
Vancouver, BC	CKWX-AM & CKKS-FM
Vernon, BC	CJIB-AM
Victoria, BC	CJVI-AM

Shaffner Communications, Ltd.

1832 West Amador
Las Cruces, NM 88004
(505) 526-2496
Leland D. Shaffner, President

Las Cruces, NM	KOBE & KOPE
Poplar Bluff, MO	KWOC-AM & FM

Shamrock Broadcasting

4444 Lakeside Dr.
Burbank, CA 91505
(818) 845-4444
President: Stanley Gold

San Francisco	KABL-AM & FM
Detroit	WCXI & WWWW
Dallas	KMGC
Pittsburgh	WTKN & WWSW
Atlanta	WFOX
Houston	KZFX
Seattle	KXRX
Kansas City	WHB & KUDL

Shamrock Communications

149 Penn Avenue
Scranton, PA 18501
(717) 348-9108
VP/CEO: William Lynett

Baltimore	WTTR & WGRX
Milwaukee	WQFM
Orlando	WDIZ
Tulsa	KMYZ-AM & FM
Wilkes-Barre/Scranton	WEJL & WEZX

Shepherd Group

300 West Reed Street
Moberly, MO 65270
(816) 263-1230
President: Jerrell Shepherd

Bethany, MO	KAAN-AM & FM
Farmington, MO	KREI & KTJJ
Lebanon, MO	KJEL & KIRK
Moberly, MO	KWIX & KRES

Sky Corp.

1410 Balltown Rd.
Schenectady, NY 12309
(518) 381-4800

Chairman: Mike Connelly
President: Dennis R. Israel
Exec. VP: F. Andrew Bell
Dallas KSKY
Nashville WSIX-AM & FM
Riverhead, NY WRIV

Sorenson Broadcasting

604 N. Kiwanis Plaza
Sioux Falls, SD 57104
(605) 334-1117

President: Dean Sorenson
Jamestown, ND KQDJ-AM & FM
Pierre, SD KCCR & KNEY
Red Wing, MN KCUE & KWNG
Watertown, SD KWAT & KIXX
Yankton, SD KYNT & KKYA

South Central Communications

P.O. Box 40506
Nashville, TN 37204
(615) 256-0434

Div. VP: Glen Powers
Evansville, IN WIKY-AM & FM
Knoxville WEZK
Nashville WZEZ

Southern Minnesota Broadcasting

122 Fourth Street SW
Rochester, MN 55902
(507) 286-1010

President: G. David Gentling
VP & GM: Greg Gentling
Lubbock, TX KFMX-AM & FM
Sioux Falls, SD KXRB & KIOV
Rapid City, SD KKLS-AM & FM
Rochester, MN KROC-AM & FM

SBC
BROADCASTING

Box 91723
Bellevue, WA 98009
(206) 455-8111
Director: Bill McMahon

Seattle	KJET & KZOK
Racine/Milwaukee, WI	WRKR-AM & FM
Las Vegas	KLSQ-FM
Richland, WA	KALE
	KIOK
Boulder/Denver, CO	KDKO
	KHIH

Standard Broadcasting

2 St. Clair Avenue West
Toronto, Ontario, M4CV 1L6
(416) 960-9911

President: Allan Slaight
Montreal, QB CJAD & CJFM
Ottawa, ON CJSB
St. Catharines, ON CKTB & CHTZ
Toronto, ON CFRB & CKFM

Statewide Broadcasting

950 North Federal Highway
Pompano Beach, FL 33062
(505) 781-9340

President/CEO: Scott Ginsburg
Chicago WCFL
Dallas KHYI
Miami WVCG
Jacksonville WJAX-AM &
WAPE-FM

Stauffer Communications, Inc.

616 Jefferson
Topeka, KS 66607
(913) 295-1111

Chairman: Stanley Stauffer
Des Moines KRNT & KRNQ
Topeka, KS WIBW-AM & FM
Amarillo, TX KGNC-AM & FM
Shawnee, OK KGFF

Sterling Communications Corp.

10320 Little Patuxent Pkwy
Suite 808
Columbia, MD 21044
(301) 992-7500

President: Larry Patrick
Greenville, SC WSSL-AM & FM
Jackson, MI WJDX &
WMSI
Baton Rouge, LA WKJN-FM

Stoner Broadcasting System

410 Severn Ave., #310
Annapolis, MD 21403
(301) 263-1030

President: Glenn Bell
New Orleans WBYU
Buffalo WYRK
Rochester WCMF
Dayton WDAO & WWSN
Knoxville WIMZ-AM & FM
Des Moines KSO & KGGO
Huntington-Ashland, WV-KY WGNT & WAMX
Cedar Rapids, IA KHAK-AM & FM
Binghamton, NY WNBK & WHWK

Radio Group Owners

Suburban Radio Group

P.O. Box 88
Belmont, NC 28012
(704) 825-5272
President: William R. Rollins
St. Croix, US V.I. WSTX-AM & FM
Blacksburg, VA WVVV
Brunswick, GA WYNR & WPIQ
Christiansburg, VA WJJJ
Orangeburg, SC WDIX & WORG

Sudbrink Broadcasting

801 SE 6th Avenue
Suite 207
(305) 276-3114
President: Robert Sudbrink
Denver KJIM
Tampa WCBF
Jacksonville, FL WBIX
Little Rock KAAY

Sudbury Services, Inc. & Newport Broadcasting

Box 989
Blytheville, AR 72315
(501) 762-2093
President: Harold Sudbury Jr.
Blytheville, AR KLCN & KHLS
Heber Springs, AR KAWW-AM & FM
Hope, AR KHPA
Newport, AR KNBY & KOKR
Prescott, AR KTPA
West Memphis, AR KSUD

Summit Communications

Box 10418 Salem Station
Winston-Salem, NC 27108
(919) 748-8820
President: Richard S. Stakes
Oklahoma City KXXY-AM & FM
Memphis WREC & WEGR
Winston-Salem WSJS & WTQR

Sundance Broadcasting

1 Radio Place
Milwaukee, WI 53220
(414) 545-5920
President: Michael Jorgenson
Milwaukee WOKY & WMIL
Boise, ID KIDO & KLTB

Sunrise Media Group

329 East 200 South
Salt Lake City, UT 84111
(801) 533-9332
President: R.G. Elliott
Salt Lake City, UT KLTQ & KUTR
Billings, MT KGHL & KIDX

Susquehanna Radio Corp.

140 East Market Street
York, PA 17401
(717) 848-5500
President: Art Carlson
San Francisco KFOG
Dallas KLIF & KPLX
Houston KRBE AM & FM
Miami WQBA-AM & FM
Atlanta WARM-FM
Cincinnati WRRM
Norfolk WGH-AM & FM
Indianapolis WFMS
Orlando WKIS
Wilkes-Barre/Scranton WARM & WMGS
Sarasota WHVE-FM
York WJBA-AM & FM

Swanson Broadcasting, Inc.

7136 S. Yale, Swanson Plaza
Tulsa, OK 74316
(918) 493-7225
President: Gery Swanson
San Antonio KKXX & KLLS
Oklahoma City KKNG
Tulsa KRMG
Henrietta, OK QQMJ

Taft Broadcasting

1718 Young Street
Cincinnati, OH 45210
(513) 721-1414
President/Radio: Carl Wagner
Pittsburgh WDVE
Atlanta WKLS-AM & FM
Kansas City WDAF & KYYS
Cincinnati WKRC & WKRQ
Portland KEX & KKRZ
Columbus, OH WTVN & WLVQ
Buffalo WGR & WRLT
Indianapolis WNDE & WFBO
Milwaukee WBCS & WLZR

Taylor Communications

P.O. Box 98
North Dartmouth, MA 02747
(619) 999-1266
President: John J. Taylor III
Portland, ME WGAN-AM & FM
Hyannis, MA WCOD-FM
West Palm Beach, FL WEAT-AM & FM

Telemedia Communications

1010 Sherbrooke West, Suite 1610
Montreal, Quebec H3A 2R7
(514) 845-6291
Chairman: Philippe de Gaspé Beaubien
Hull, QB CKCH & CIMF
Midland, ON CKMP
Montreal, QB CKAC & CITE
North Bay, ON CFCH & CKAT
Orillia, ON CFOR
Quebec, QB CKCV & CITF
Sault Ste. Marie, ON CFYN & CHAS
Sherbrooke, QB CHLT, CKTS, & CITE-FM-1
Stratford, ON CJCS
Timmins, ON CKGB & CFTI
Trois Rivières, QB CHLN

Tichenor Media System, Inc.

Box 711
Harlingen, TX 78551
(512) 423-3910
President: McHenry Tichenor Jr.
Houston KLAT
San Antonio KCOR
Corpus Christi, TX KUNO
Harlingen, TX KGBT & KELT
El Paso, TX KDXX & KBNA

B.F.J. Timm Stations

Box 1874
Tallahassee, FL 32302
(904) 224-4001
President: B.F.J. Timm
Jacksonville WVOJ
Tallahassee WANM & WGLF
Naples, FL WSGL
Douglas, GA WDMG-AM & FM
Warner Robins, GA WRBN-AM & FM

TK Communications, Inc.

1 Bala Plaza, Suite 207
Bala Cynwyd, PA 19004
(215) 667-1674
CEO: John Tenaglia
Dallas KLUV
Ft. Lauderdale WSRF & WSHE
San Antonio KBUC-AM & FM

Radio Group Owners

Tribune Broadcasting

435 North Michigan Avenue #1900
Chicago, IL 60611
(312) 222-3333

President: James Dowdle

New York	WPIX
Chicago	WGN
Sacramento	KGNR & KCTC
Bridgeport	WICC

Twin W Communications

1600 Modern
Detroit, MI 48203
(313) 865-3900

President: Walter Wolpin

Detroit	WCAR
Phoenix	KJJJ-AM & FM

United Broadcasting

4733 Bethesda Avenue
Suite 808
Bethesda, MD 20814
(301) 652-7706

President: Gerald Hroblak

New York	WKDM
Los Angeles	KALI
San Francisco	KSOL
Washington	WINX & WDJY
Baltimore	WYST-AM & FM
Cleveland	WJMO & WRQC

Universal Broadcasting

40 Roselle Street
Mineola, NY 11501
(516) 741-1200

President: Howard Warshaw

New York	WTHE
Los Angeles	KMAX
Chicago	WVVX
San Francisco	KEST
Houston	KTEK
Washington	WDCT
Fort Worth	KWJS
Pittsburgh	WARO
St. Louis	WCBW
Minneapolis	KUXL
Milwaukee	WYLO
Kansas City	WCNW
Indianapolis	WGHT
Danville, IN	WATI

Viacom Broadcast Group

140 West 43rd Street
New York, NY 10036
(212) 382-6100

President/Radio Division: Bill Figenshu

New York	WLTW
Chicago	WLAK
Houston	KIKK-AM & FM
Washington	WMZQ-AM & FM
Memphis	WRVR-AM & FM
Seattle	KNBQ

John Walton Stations

Box 776
Kermit, TX 79745
(408) 649-6622

President: John Walton

Colorado Springs	KKCS-AM & FM
Monterey/Carmel	KIDD & KWST
Amarillo	KDJW & KBUY
Eik City, OK	KADS & KECO
Ruifoso, NM	KREE & KTNT

Warner Stations

4343 O Street
Lincoln, NE 68510
(402) 475-4567

President: Norton Warner

Lincoln, NE	KLIN-AM & FM
Abilene, KS	KSAJ-AM & FM
Grand Junction, CO	KSTR-AM & FM
Canon City, CO	KRLN-AM & FM

Wilks/Schwartz Broadcasting

45 Fisher Avenue
East Longmeadow, MA 01028
(413) 525-4141

Owners: Donald Wilks and Michael Schwartz

Syracuse	WKFM & WFKM
Springfield, MA	WIXY & WAQY
Allentown, PA	WEEX & WQQQ
Sarasota, FL	WSRZ

Willis Broadcasting

1010 Park Avenue
Norfolk, VA 23504
(804) 622-4600

President: Bishop L. E. Willis

New Orleans	WBOK
Norfolk	WPCE & WOWI
Richmond, VA	WFTH
Trenton	WIMG
Gary, IN	WWCA
Green Cove Springs, FL	WSVE
Wilson, NC	WGTM
Jacksonville, FL	WXOZ
Charlotte, NC	WGSP
Thomasville, NC	WTNC
Edenton, NC	WBXB

WIN Communications

1621 Euclid Ave., Ste 1801
Cleveland, OH 44115
(216) 566-9466

President: Walt Tiburski

VP: Anthony S. Ocepek

Cleveland	WQAL
Indianapolis	WXTZ FM & WIRE AM
Tulsa	KBEZ
Peoria	WSWT-FM & WIRL-AM

Quad Cities	KRVR
Jacksonville	WLCS

Winfas, Inc.

P.O. Box 522
Amherst, VA 24521
(804) 847-4700

President: Roger Ingram

Jacksonville	WJNC & WRCM
Amherst, VA	WWWL & WYYD
Marion, SC	WATP & WKXS
Belhaven, NC	WKJA

Withers Broadcasting

Box 1508
Mount Vernon, IL 62864
(618) 242-3500

President: W. Russell Withers Jr.

Keokuk, IA	KOKX-AM & FM
Cape Girardeau, MO	KKPE & KGMO
Mt. Vernon, IL	WMIX-AM & FM
Normal, IL	WMLA-AM & FM

Woolfson Broadcasting Corp.

Palm Beach, FL 33480
(305) 848-8288

President: Mark L. Woolfson

VP: Mark R. Woolfson

Augusta, GA	WGUS AM & FM
Wilmington, NC	WWQQ-FM
Salisbury, MD	WSBY-WQHQ
Tallahassee, FL	WKQE-WBGM

Woodward Communications

8th & Bluff Streets
P.O. Box 688
Dubuque, IA 52001
(319) 588-5777

VP/Broadcast: William Williamson

Dubuque, IA	KDTH & KATF
Appleton, WI	WHBY & WAPL
Lincoln, NE	KLMS & KFMQ

Equipment Manufacturers

ADM Technology Inc.

1626 East Big Beaver Road
Troy, MI 48084
(313) 524 2100
Murray A. Shields
A B

AEG Bayly Inc.

167 Hunt Street
Ajax, Ontario L1S 1P6
(416) 683-8200
Allan Proctor, General Sales Mgr/Broadcast
C M S T

AGFA-GEVAERT INC.

100 Challenger Road
Richfield Park, NJ 07660
(201) 440-2500
Joe Tibensky
O

AKG Acoustics

77 Selleck Street
Stamford, CT 06902
(203) 348-2121
David Talbot
F K L M

AMPEX Corporation

340 Parkside Drive
San Fernando, CA 91340
(818) 365-8627
R.A. Antonio
O

Equipment Key

A = Consoles: On Air
B = Consoles: Production
C = Tape Deck (Reel to Reel)
D = Cart Decks
E = Loudspeakers/Monitors
F = Microphones
G = Equalizers
H = Compressors/Limiters
I = Audio Processors: On Air
J = Audio Processors: Production
K = Headphones
L = Effects/Reverbs, Digital Delay, etc.
M = Turntables & Accessories
N = Amplifiers
O = Recording Tape/Cart Tapes
P = Noise Reduction
Q = Distributor
R = Towers/Antennas
S = Transmission Equipment
T = Monitoring Equipment

Andrew Corporation

10500 West 153rd Street
Orland Park, IL 60462
(312) 349-3300
Harry McKee
R

ATI-Audio Technologies Inc.

328 West Maple Avenue
Horsham, PA 19044
(215) 443-0330
Ed Mullin
G H L N

AVC Systems

2709 East 25th Street
Minneapolis, MN 55406
(612) 729-8305
A B C D E M R T

Allen & Heath Brenell

Five Conair Road
Orange, CT 06477
(203) 795-3594
Chuck Augustowski, VP/GSM
B

Allied Broadcast Equipment

3712 National Road West
Richmond, IN 47375
(317) 962-8596
David Burns
A - Q

Allied Tower Company Inc.

12450 Old Galveston Road
Webster, TX 77598
(713) 486-7691
Jeff Philippe
R

Alpha Audio Acoustics

2049 West Broad Street
Richmond, VA 23220
(804) 358-3852
Dave Walker

Aphex Systems

13340 Saticoy Street
North Hollywood, CA 91605
(818) 765-2212
Paula Lintz
G H L

Amber Electro Design

4810 Jean Talon West
Montreal, Quebec H4P 2N5
(514) 735-4105
U.S. Toll Free (800) 361-3697
Telex: 05-827598
Wayne Jones
B

Ampex Corporation

340 Parkside Drive
San Fernando, CA 91340
(818) 365-8627
Bob Pellino

Arrakis Systems

2609 Riverbend Court
Fort Collins, CO 80525
(303) 224-2248
Mike Palmer
A B

Audio Broadcast Group

2342 South Division
Grand Rapids, MI 49507
(800) 253-9281
David Veldsma
A - Q

Audio Technica U.S. Inc.

1221 Commerce Drive
Stow, OH 44224
(216) 686-2600
Greg Silsby
F M

Auditronics, Inc.

P.O. Box 18838
Memphis, TN 38118-0838
(901) 362-1350
Welton Jetton
A B

Auratone

P.O. Box 698
Coronado, CA 92118
(619) 297-2820
Elaine Wilson
E

Autogram Corporation

P.O. Box 456
Plano, TX 75074
(214) 424-8585
Ernest T. Ankele
A B

B & B Systems Inc.

8111 Avenue Stanford
Valencia, CA 91355
(805) 257-4853
Brenda Robley
T

BGW Systems, Inc.

13130 South Yukon Avenue
Hawthorne, CA 90251-5042
(213) 973-8090
Brian Wachner
N

BSM Broadcast Systems

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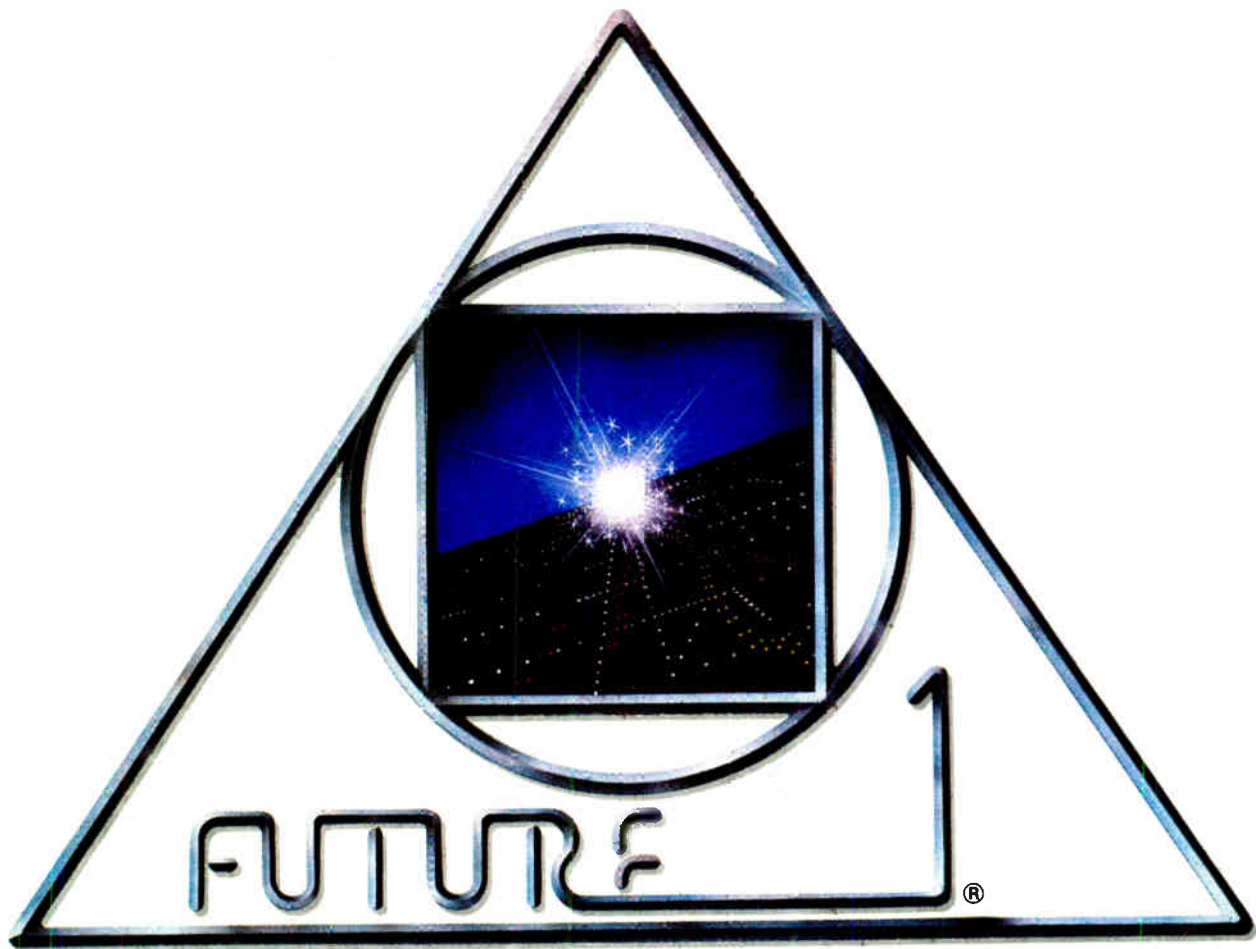
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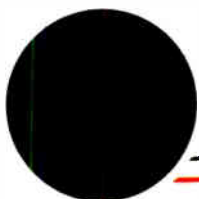
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Hollywood, CA 90028
(213) 462-7151
Ray Harris (Jazz)

Avocet

PO Box 6769
Portland, OR 97228-6769
(503) 287-1662
Hal Lee (Jazz)

Baccarat

1085 Whalley Ave.
New Haven, CT 06515
(203) 387-4321
Steven Blum (Jazz)

Bainbridge

2507 Roscomare Road
Los Angeles, CA 90077
(213) 476-0631
Harlene Marshall (Jazz)
P.J. Littleton (Easy Listening)

Bee Hive

1130 Colfax Street
Evanston, IL 60201
(312) 328-5593
Jim Neumann (Jazz)

Bee Pee

3787 Cahuenga Blvd.
North Hollywood, CA 91604
(818) 763-7388
Don Randi (Jazz)

Bermuda DunesRecords

40655 Jefferson
Bermuda Dunes, CA 92201
(615) 345-2851
Lisa Opsitnick (Ctry)
Rick Lewis (Ctry)

Beverly Glen

6430 Sunset Blvd. #816
Los Angeles, CA 90028
(213) 469-1246 or
(800) 421-3101
Ron Richardson (B/U)
Lauri Howes (AC)

Blackhawk (Blue Heron, Aspen)

52 Brannan, Penthouse
San Francisco, CA 94107
(415) 974-3538
Richard Bullock (Jazz, R&B)

Bosco

P.O. Box 2085
Canoga Park, CA 91306
(818) 993-0659
Pete Christleib (Jazz)

Boulevard

18622 Ventura Blvd.
Tarzana, CA 91356
(818) 996-3477
Larry Tollin (CHR, AC)

Brainchild Records

P.O. Box 106
Lake Arrowhead, CA 91608
(714) 336-5161
Dean Whitney (Jazz)

Bronze

211 W. Broadway
New York, NY 10013
Richard Bron (AOR)

Cadence Jazz Records

Cadence Building
Redwood, NY 13679
(315) 287-2852
Larry Raye (Jazz)
Joanie Lawrence (AC)

Camel

4221 Lankershim
North Hollywood, CA 91602
(818) 761-3200
Bruce Bird (CHR, AOR)

Capitol

(inc. *Curb, Red Label*)
1750 N. Vine Street
Los Angeles, CA 90028
(213) 462-6252
Walter Lee (CHR)
Ray Tusken (AOR)
Ronnie Jones (B/U, Jazz)
Tom Gorman (CHR)

1370 Avenue of the Americas
New York, NY 10019
(212) 757-7470

1111 16th Avenue South
Nashville, TN 37212-2304
(615) 320-5009
Paul Lovelace (Ctry)

Capricorn

115 Second Ave. North
Nashville, TN 37201
(615) 256-6529
Phil Walden (Ctry)

Cexton

P.O. Box 703
Placencia, CA 92663
(714) 631-4074
John Anello Jr. (Jazz)

Chaparral

P.O. Box 309Blue Springs,
MO 64015
(816) 229-0801
Johnny Maggard (Ctry)

Chrysalis

645 Madison Ave.
New York, NY 10022
(212) 758-3555

9255 Sunset Blvd.

Suite 319
Los Angeles, CA 90069
(213) 550-0171

Churchill

3225 S. Norwood
Tulsa, OK 74135
(918) 663-3883
Bob Smith (Ctry)

Cinema

812 West Dachy Rd.
Havertown, PA 19083
(215) 642-8646
(215) 925-5162
Denny Somach, President
Larry Mazer, VP (AOR, AC, New Age)

Clean Cuts

P.O. Box 16264
Roland Park Station
Baltimore, MD 21210
(301) 467-4231
Brice Freeman (Jazz)

Record Companies

Columbia

(inc. 415)
51 West 52nd Street
New York, NY 10019
(212) 975-4321
Ray Anderson (CHR)
Paul Rappaport (AOR)
Mike Martucci (AC)

1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700
George Chaltas (CHR, AC)
Jim McKeon (AOR)
Junious Taylor (B/U)
Doug Wilkins (B/U, Jazz)

34 Music Square East
Nashville, TN 37203
(615) 742-4321
Jack Lameier (Ctry)

Compleat

21 Music Circle East
Nashville, TN 37203
(615) 255-8855
Sarah Sherill (Ctry)

Comstock Records, Ltd.

P.O. Box 3247
Shawnee, KS 66203
(913) 631-6060
Frank Fara

Concord

(inc. Concord Jazz, Concord Picante,
Concord Concerto, The George Wein
Collection, Crossover)
P.O. Box 845
Concord, CA 94522
(415) 682-6770
Ellen Findlay (Jazz, Latin, Classical, Big Band)

Country International

23 Music Circle East
Nashville, TN 37203
(615) 327-4656
Jake Payne (Ctry)

Critique

400 Main St.
Reading, MA 01867
(617) 944-0423
Michael Patt (B/U)

Curb Records

100 Universal City Plaza, #214
Universal City, CA 91608
(818) 777-1951
Phil Gernhard (CHR)
Dick Whitehouse (Ctry)

Cypress Records

1523 Crossroads of the World
Los Angeles, CA 90028
(213) 465-2711
Craig Sussman, President
Ted Cohen, VP/Marketing
Tami Shawn/Promotion

Davante Music Co., Inc.

9454 Wilshire Blvd., Suite M3
Beverly Hills, CA 90212
(213) 859-3990
David Antebi

Delos International, Inc.

2210 Wilshire Blvd.
Suite 664
Santa Monica, CA 90403
(213) 459-7946
Nancy Perloff (Jazz)

Delta

P.O. Box 225
Nacogdoches, TX 75961
(713) 564-2509
David Stallings (Ctry)

D.E.T.T./T.T.E.D

5180 Bladensburg Rd. NW
Washington, DC 20018
(202) 269-6250
Maxx Kidd (B/U)

Discovery

(inc. Trend, Musicraft, AM-PM)
117 N. Las Palmas Ave.
Los Angeles, CA 90004
(213) 938-5482
Patricia Nickerson (Jazz)

Domain Record Co.

9454 Wilshire Blvd., Suite M3
Beverly Hills, CA 90212
(213) 859-3990
Tony Seppe
Dave Phillips

Door Knob

2125 8th Avenue South
Nashville, TN 37204
(615) 383-6002
Gene Kennedy (Ctry)

East Coasting

P.O. Box 866
Ansonia Station
New York, NY 10023
(212) 877-1836/736-4749
Frederick Cohen (Jazz)

ECM

3 East 54th Street
New York, NY 10022
(212) 702-0312
Meredith Breitbarth (Jazz)

El Dorado

6617 N. Scottsdale Rd.
Scottsdale, AZ 85235

Elektra/Asylum

(inc. Curb, Solar)
75 Rockefeller Plaza
New York, NY 10019
(212) 484-7200

Mike Bone, Sr. VP Marketing & Promotion
Primus Robinson, VP Special Markets
Lisa Frank, Assoc. Dir. AC-Artist Develop.
Doug Daniel, Dir. Special Markets
Brad Hunt, VP National AOR Promotion
Ray Carlton, Dir. National CHR Promotion
Rick Alden, Dir. National CHR Promotion
(609) 596-1200

9229 Sunset Blvd.
7th Floor
Los Angeles, CA 90069
(213) 205-7400
Dave Urso, VP/Pop Promotions
*Ray Gmeiner, West Coast Regional
AOR Promotion*
Jeff Cook, National AOR Field Director
Jay Hart, Midwest Regional AOR Promotion

Emergency

915 Broadway
Suite 1607
New York, NY 10010
(212) 777-3200
Curtis Urbina (B/U)

EMH

1300 Division St.
Suite 304
Nashville, TN 37203
(615) 255-3009
Phyllis Kiper (Ctry)

EMI America

6920 Sunset Blvd.
Hollywood, CA 90028
(213) 461-9141
Tony Smith, VP
Bob Myers (CHR)
Slack Johnson (B/U)
John Hey (AOR)

Enigma

P.O. Box 2428
El Segundo, CA 90245-1528
(213) 640-6869
Rick Winward (AOR, CHR, Jazz)

Record Companies

Epic/Portrait/Associated Labels

(inc. **Boulevard, Caribou, Carrere, CBS Associated, Curb, Full Moon, HME, Jet, Lorimar, Nemperor, Pasha, Private I, Rock 'N' Roll, Scotti Bros., Signature, Silver Blue, Tabu**)

51 West 52nd Street
New York, NY 10019
(212) 975-4321
Jimi Starks (B/U)

Walter Winnick (CHR)
Harvey Leeds (AOR)

1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700

Larry Douglas (CHR)
Jon Kirksey (AOR)
Maurice Warfield (B/U)
Polly Anthony (AC)

34 Music Square East
Nashville, TN 37203
(615) 742-4321
Rich Schwan (Ctry)

Celluloid Records

330 Hudson St., 4th Floor
New York, NY 10003
(212) 741-8310

Kim White (AOR, CHR, AC)
Geordie Gillespie (AOR, CHR, AC)

Evergreen

1021 16th Avenue South
Nashville, TN 37203
(615) 327-3213

Johnny Morris (Ctry)

F&L

1618 16th Ave. South
Nashville, TN 37212
(615) 292-3611

Bobby Fischer (Ctry)

Fantasy

(inc. **Galaxy, Landmark, Milestone, Reality, Stax, First String, Contemporary, Prestige, Riverside, OJC, Danya & Pablo**)

10th & Parker Streets
Berkeley, CA 94710
(415) 549-2500

Phil Jones

Flying Fish

1304 W. Schubert
Chicago, IL 60614
(312) 528-5455

Rick Swenson (AOR, Jazz)

Fortuna Records

P.O. Box 116
Novato, CA 94948
(415) 883-9054

Ashley Birtwell (all formats)

Fun Stuff

3960 Laurel Canyon Blvd., Suite 429
Studio City, CA 91604
(818) 762-3321

Richard Crowley (all formats)

Geffen

9130 Sunset Blvd.
Los Angeles, CA 90069
(213) 278-9010

Al Coury (Promotion/Marketing)
Marko Babineau (AOR)

Gervasi

P.O. Box 4547
Redding, CA 96099
(916) 222-1401

Denise Gervasi (Ctry)

Glad-Hamp

1995 Broadway
Suite 601
New York, NY 10023
(212) 787-1222

August Sims (Jazz)

Global Pacific Recorders

589 First Street West
Sonoma, CA 95476
(707) 996-2748

Neal Sapper (Jazz & New Age)

GNP Crescendo

8400 Sunset Blvd.
Suite 4-A
Los Angeles, CA 90069
(213) 656-2614

Gene Norman (Jazz)

Gold Mountain

3575 Cahuenga Blvd. West, Ste. 470
Los Angeles, CA 90068
(213) 850-5660

Burt Stein (CHR, AOR)

Gramavision

260 W. Broadway
New York, NY 10013
(212) 226-7057

Debbie Schore (Jazz)

GRP

555 W. 57th Street, Suite 1228
New York, NY 10019
(212) 245-7033

Duke DuBois (Jazz)

Guacamole

P.O. Box 1624
Pacifica, CA 94044
(415) 355-5252

Paul Potyten (Jazz)

Heat Records

1310 Wooster Ave.
Akron, OH 44320
(216) 836-7918

James McCants (B/U, Gospel)

Hoodswamp

P.O. Box 855
Greenville, NC 27834
(919) 355-6525

Buzz Ledford (Ctry)

Relativity (Combat, Combat Core)

187-07 Henderson Ave.
Hollis, NY 11423
(718) 995-9200

Steve Sinclair (Label Manager)
Mike Corcione (Dir. Nat. Album Promotions)

1830 West 208th St.
Torrance, CA 90501
(213) 212-0801

Hillary Tansey (Promotions)

India Navigation

177 Franklin Street
New York, NY 10013
(212) 219-3670

Beth Cummins (Jazz)

Inner City

3030 Alta View Drive
Suite C203
San Diego, CA 92139
(619) 267-8828

Dave Kratka (Jazz)

IRS

445 Park Avenue
6th Floor
New York, NY 10022
(212) 605-0601

100 Universal City Plaza
Building 422
Universal City, CA 91608

Barry Lyons, VP (CHR, AOR, AC)

Island

(inc. **Antilles, 4th & Broadway, Garage, Mango, Prism**)

14 East 4th Street
3rd Floor
New York, NY 10012

(212) 477-8000
Dolores Gonzalez (B/U)

Andy Allen (AOR)

Bob Catonia (CHR)

6525 Sunset Blvd.
Los Angeles, CA 90028
(213) 469-7205

ITI

P.O. Box 2168
Van Nuys, CA 91404
(213) 851-8852

Mike Dion (Jazz)

Ivory

P.O. Box 194
Balboa Island, CA 92662
(714) 720-1919

Paige Reynolds (Jazz)

Record Companies

Jammer Records

P.O. Box 24001
Jacksonville, FL 32223

Jazzmania

60 Pineapple Street
Apartment 7B
Brooklyn, NY 11201
(718) 852-3572
Mike Morgenstern (Jazz)

Jazzology (G.H.B., Audiophile, Circle, Southland, Progressive)

3008 Wadsworth Mill Place
Decatur, GA 30032
(404) 288-1480
George H. Buck, Jr. (Jazz)

Jem Records Group (Passport, Passport Jazz, PVC, E.G., Editions, Coda)

(inc. *Jam, Passport, PVC*)
3619 Kennedy Road
South Plainfield, NJ 07080
(201) 753-6100
Marty Scott (all formats)

Joey Boy

3081 N.W. 24th Street
Miami, FL 33142
(305) 635-5588
Allen Johnston & Jose Armada Jr. (B/U)

JWP

1944 1/2 N. Cahuenga Blvd.
Los Angeles, CA 90028
(213) 460-6763
Jeanie Long (B/U)

Landmark

2600 10th Street
Berkeley, CA 94710
(415) 849-0442
Orrin Keepnews (Jazz)

Laser Records

1304 Fletcher Road
Tifton, GA 31794
(912) 382-6257
Glen Statiras (POP)

Lew's Record Co.

1865 N. Fuller
Hollywood, CA 90046
(213) 876-4071
Lew Linet (AC)

Lifesong

15 Engle Street
Englewood, NJ 07631
(201) 568-3996
Vincent Adinolfi (AC)

Lifestyle Records/Moss Music Group

200 Varrick St., 11th Floor
New York, NY 10014
(212) 243-4800
Marla Roseman, Dir. of Promotions

Living Music

1047 Amsterdam Ave.
New York, NY 10025
John Hammond (Jazz, AOR, AC)

215 W. Standley St.
Ukiah, CA 95482
(702) 468-5559
Paula Samante (Jazz)

Macola

(inc. *Rapsur, Dream Team, Kru-Cut, Freakbeat*)
6209 Santa Monica Blvd.
Los Angeles, CA 90038
(213) 469-5821
Don MacMillan (B/U)

Malaco

P.O. Box 9287
Jackson, MS 39206
(601) 982-4522
Dave Clark (B/U)

Manhattan

(inc. *Blue Note, Phila. Int'l.* Also see EMI)
1370 Avenue Of The Americas
16th Floor
New York, NY 10019
(212) 757-7470
Varnell Johnson (B/U)
Jack Satter (CHR, AOR, AC)
Susan Levin (Jazz)

MCA

(inc. *Camel, Constellation, Cranberry, Curb, Impulse, IRS, Zebra*)
70 Universal City Plaza
Universal City, CA 91608
(818) 777-4000
Steve Meyer (CHR, AC)
Bill Bennett (AOR)
Sara Melendez (B/U)
Ted Higashioka (Jazz)

1701 West End Avenue
Suite 400
Nashville, TN 37203
(615) 244-8944
Sheila Shipley (Ctry)

Meadowlark

9255 Deering Ave.
Chatsworth, CA 91311
(818) 709-6900
Bob Angelotti (Jazz, New Age)

Mel-O

94 Union St.
Jersey City, N.J. 07304
(201) 432-5444
Melvin Odums (B/U)

Memory Machine

2716 Penn Avenue
Pittsburgh, PA 15222
(800) 245-4805
Harvey Campbell (Ctry)

Mesa

P.O. Box 25066
Nashville, TN 37202
(615) 269-0593
Taylor Sparks (Ctry)

Mirage

75 Rockefeller Plaza
New York, NY 10019
Jerry Greenberg (CHR, AOR, AC)

9229 Sunset Blvd.
Suite 710
Los Angeles, CA 90069
(213) 465-5144
Bob Greenberg (CHR, AOR, AC)

Modern

9111 Sunset Blvd., Penthouse
Los Angeles, CA 90069
(213) 273-8111
Paul Fishkin (CHR)
Marc Kreiner (B/U)

Montage

112 S. 16th Street
Suite 906
Philadelphia, PA 19102
(215) 567-1696
Frank Chackler (CHR)

Moonshine

1201 Division Street
Nashville, TN 37203
(615) 244-1990
Tracy Gaylord (Ctry)

Mopro Records, Inc.

2959 Kling Ave.
Cincinnati, OH 45211
(513) 661-0500
Helen Morr (Jazz)

Motown

(inc. *Gordy, Tamla*)
6255 Sunset Blvd.
17th Floor
Los Angeles, CA 90028
(213) 468-3500
Michael Lessner (CHR)
Maurice Watkins (B/U)
Vicki Leben (AC & CHR)

MPB

5535 Balboa Blvd.
Suite 214
Encino, CA 91316
(213) 986-5130
Ray Shaw (Ctry)

DIRECTORY

Record Companies

MTM

21 Music Square East
Nashville, TN 37203
(615) 242-1931

Bruce Shindler, Nat. Promotional Dir.
Scott Borchetta, Assoc. National Prom. Dir.
Dede Whiteside, Nat. Dir. of Pop Promo.

Muse/Savoy/Jazz/ENJA

160 W. 71st Street
New York, NY 10023
(212) 873-2020

Joe Fields (Jazz)

Music Specialists Inc.

67 N.W. 71st Street
Miami, FL 33150
(305) 756-7160

Sherman Nealy, President
Joe Kolsky, VP/Sales
"Pretty" Tony Butler, VP A&R

Music West

3140 Kerner Blvd., Ste. F
San Rafael, CA 94901
(415) 459-6000

Allan Kaplan, President
Geoff Workman, Promotion

Narada (Rising Sun, Sona Gaia)

1845 N. Farwell Ave.
Milwaukee, WI 53202
(414) 272-6700

John Morey, President

Nationwide Sound Distributors

(inc. **NSD, AMI Soundwaves, Mesa, Grand Prize, MSR, DeeJay, Encore, Master, Luv, Burgundy**)

1204 Elmwood Avenue
Nashville, TN 37212
(615) 385-2704

Betty Gibson (Ctry)
National Promotion Director/Sales Manager

New Colony

455 Massieville Road
Chillicothe, OH 45601
(614) 663-4030

Harriet Dwight (Ctry)

New York Music

(inc. **Mainline**)
29 West 57th Street
New York, NY 10019
(212) 980-1485

Denny Zeitler (B/U)

NIA

790 Riverside Dr.
Suite 6-D
New York, NY 10032
(212) 281-8900

Nia Aleem (B/U)

Nimbus

P.O. Box 205
Santa Barbara, CA 91302
(805) 682-6873

Tom Albach (Jazz)

Nite Records

3500 W. Olive Ave., Suite 740
Burbank, CA 91505
(213) 273-6001

Randy Nite (Ctry/Pop)

Noble Vision

3109 Maple Drive
Suite 300
Atlanta, GA 30305

(404) 266-0177
Don Tolle (Ctry)

Noran

27 S. El Molino Avenue
Pasadena, CA 91101
(818) 449-9266

Tim Kenefick (Jazz)

North Star Records

116 Chestnut St.
Providence, RI 02903
(401) 274-4119

Richard Waterman, Bruce Foulke (VP)
Kenneth Lucek (All Formats)
Scot Finck (Public Relations)

Pablo

451 N. Canon Drive
Beverly Hills, CA 90210
(213) 274-9831

Eric Miller (Jazz)

Palo Alto/TBA

11026 Ventura Blvd.
Suite 2
Studio City, CA 91604

(213) 877-5106
Don Graham (B/U, Jazz)

Pandisc

13116 N.W. 7th Avenue
Miami, FL 33168
(305) 687-3761

Bo Crane (B/U)

Panoramic

60 Main Street
Hackensack, NJ 07601
(201) 489-2320

Lenny Adams (B/U)

Pasha

5615 Melrose Avenue
Los Angeles, CA 90038
(213) 466-3507

Carol Peters (CHR, AC)
Gail Lee (AOR)

Pausa

P.O. Box 10069
Glendale, CA 91209
(818) 244-7276

Ellen S. Cohn (Jazz)

Penthouse

6728 Eton Ave.
Canoga Park, CA 91303
(818) 992-4777

Toni Biggs (AC)

Permian

3122 Sales Street
Dallas, TX 75219
(214) 522-8900

Ralph Whistell (Ctry)

Phoenix

201 East 61st Street
New York, NY 10021
(212) 832-2980

John Apostol (AOR)

PM Records, Inc.

20 Martha Street
Woodcliff, NJ 07675
(201) 391-2486

Gene Perla (Jazz)

PolyGram

(inc. **Atlanta Artists, Casablanca, Chocolate City, Compleat, De-Lite, De-Ram, Emarcy, Enja, Gramavision, Lection, London, Mercury, Oasis, Philips, Polydor, Riva, RSO, Smash, Threshold, Verve, Wing**)

810 7th Avenue
New York, NY 10019
(212) 333-8100

John Betancourt, Sr. VP, Promotion

David Leach, Dir. Pop Promotion

Calvin Lew, Dir. Rock Radio Promotion (West Coast)

Drew Murray, Dir. Rock Radio Promotion (East Coast)

Leroy Little, VP Promotion & A/R (Urban)

Wayman Jones, Nat. Dir. Promotions (Urban)

Donald Elfman (Jazz)

Kathryn King (ECM)

Grace Patti (Classical DG)

Susan Mann (Classical Phillips)

Ellen Kazis (Classical London)

11340 Sherman Way
Sun Valley, CA 91352
(818) 764-3505

8335 Sunset Blvd.
Los Angeles, CA 90069
(213) 656-3003

10 Music Circle South
Nashville, TN 37203
(615) 244-3776

Frank Leffel, Nat. Dir., Country Promotion

Record Companies

Pop Art

P.O. Box 15591
Philadelphia, PA 19131
(215) 878-5551
Dana Goodman (B/U)

Poverty

4540 Kearny Villa Road
Suite 114
San Diego, CA 92123
(619) 571-8961
Gary Blankenship (Ctry)

Prairie Dust

P.O. Box 40364
Nashville, TN 37204
(615) 297-8076
Larry Morton (Ctry)

Prelude

342 Westminster Avenue
Elizabeth, NJ 07208
(201) 351-6800
Joe Bonner (CHR, B/U, AC)

Private Music

220 E. 23rd St.
New York, NY 10010
(212) 684-2533
Doreen D'Agostino (all formats)

Pro Indie

P.O. Box 22153
Phoenix, AZ 85028
(602) 375-1994
Kevin Weir (Jazz/Blues)

Profile Records, Inc.

740 Broadway
New York, NY 10008
(212) 529-2600
Manny Bella (B/U Promotions)
Chris Lasalle (AOR Promotions)
Claudia Cuseta (Dance Promotions)

Quabbin

P.O. Box 102
New Salem, MA 01355
(617) 544-8185
Jane Schaffer (Jazz)

Quark Records

210 East 58th St. Box 50
New York, NY 10022
(212) 355-6013
Mara Fredman (B/U)

Qwest

7250 Beverly Blvd
Suite 207
Los Angeles, CA 90036
(818) 953-3472
Harold Childs

R&R

19634 W. 7 Mile Road
Detroit, MI 48219
(313) 533-7880
Robert Hills (B/U)

Rass

P.O. Box 42517
Washington, DC 20015
(301) 564-1295
Cynthia Abrams (B/U, Jazz)

RCA

(inc. **Curb, Dream, Grunt, Salsoul, Total Experience**)

1133 Avenue of the Americas
New York, NY 10036
(212) 930-4000
Eddie Mascolo (CHR)
Alan Wolmark (AOR)
Michael Kidd (B/U, Jazz)
Mike Becce (AC)
Lygia Brown (B/U)

6363 Sunset Blvd.
Hollywood, CA 90028
(213) 468-4000
Bonnie Goldner (CHR, AC)
Hugh Sarratt (AOR)

30 Music Square West
Nashville, TN 37203
(615) 664-1200
Jack Weston (Ctry)

Red Label

980 N. Michigan Ave.
Chicago, IL 60611
(312) 337-8190
Rich Girod (AOR, B/U)
Rich Tufo (AC)

Rendezvous Records

315 Vanderbilt Ave.
Brooklyn, NY 11205
(718) 622-4497
Al Gee

Reservoir Music

276 Pearl St.
Kingston, NY 12401
(914) 338-1834
Mark Feldman (Jazz)

Rhino Records

1201 Olympic Blvd.
Santa Monica, CA 90404
(213) 450-6323
Dave Darus, Nat. Promotion Dir.

Rounder

One Camp Street
Cambridge, MA 02140
(617) 354-0700
Brad Paul (all formats)

Scotti Brothers

(inc. **Rock 'N' Roll**)
2114 Pico Blvd.
Santa Monica, CA 90405
(213) 450-3193
Robin Mitchell (CHR)
Rita Fukui (AOR)
Steve Lake (Ctry, AC, B/U)

Sea Breeze

P.O. Box 690
Bryn Mawr, CA 92318
(714) 796-6110
John Brechler (Jazz)

Select Records

175 5th Avenue
New York, NY 10010
(212) 777-3130
Beth Yenni (B/U)

Signature

813 18th Avenue South
Nashville, TN 37203
(615) 227-2611
Phil Baugh (Ctry)

Six-One-Five Records

P.O. Box 1100829
Nashville, TN 37222
(615) 776-2060
Bill Wence (Ctry)

Slash

7381 Beverly Blvd.
Los Angeles, CA 90036
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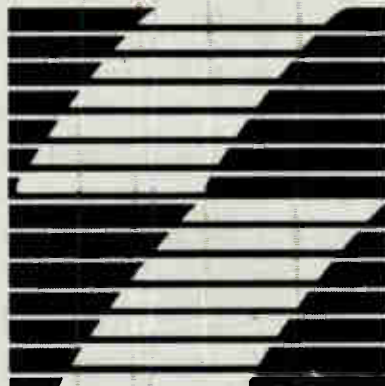
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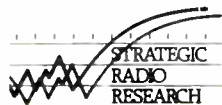
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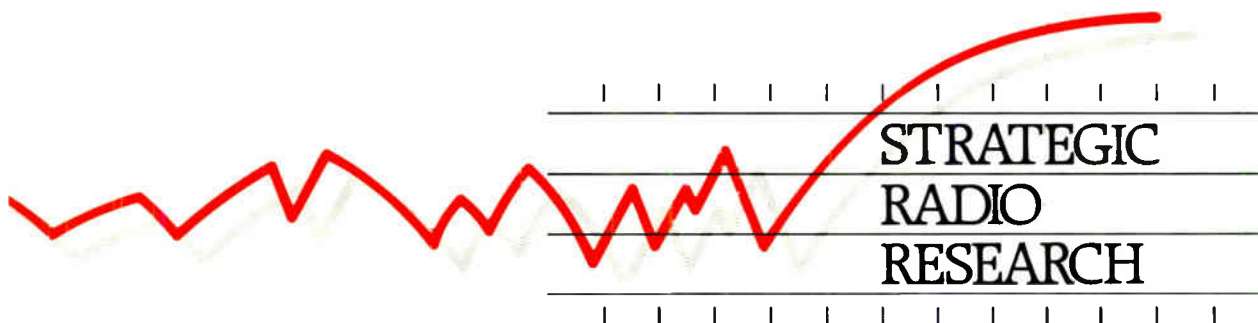
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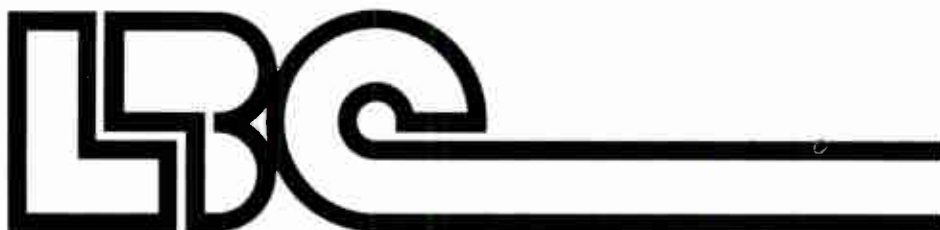


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CAPITOL BROADCASTING CORP.
(Kenneth S. Johnson, President)
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Nashville, Tennessee
for
\$6,600,000
from
GROUP 3 BROADCASTING
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as broker in this transaction
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CRB BROADCASTING OF DELAWARE, INC.
has acquired
WJBR AM/FM
Wilmington, Delaware
for
\$4,300,000
from
RADIO STATION WJBR, INC.
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parties in this transaction
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FAIRCOM, INC.
has acquired
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for
\$7,500,000
from
CORGI COMMUNICATIONS
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THE GRIFFIN COMPANY
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Albany, New York
for
\$15,000,000
from
SCOTT COMMUNICATIONS, LTD.
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JOSEPH L. BRECHNER
has acquired
KLDH-TV
Topeka, Kansas
from
KLDH, Inc.
Larry D. Hudson, President
for
\$6,500,000
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broker in this transaction
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STERLING COMMUNICATIONS CORP.
has acquired Radio Stations
WJDX/WMSI
Jackson, Mississippi
WKJN (FM)
Hammond/Baton Rouge, Louisiana
and
WSSL (AM/FM)
(Greenville/Gray Court, South Carolina)
from
KEYMARKET COMMUNICATIONS
for
\$24,250,000
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broker in this transaction
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NOBLE BROADCAST GROUP
John Lynch, President and
Chief Executive Officer
has acquired
WAVZ AM and WKCFM
New Haven, Connecticut
for
\$30,500,000
from
EASTERN BROADCASTING CORPORATION
(Roger A. Niehoff, President)
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BLACKBURN & COMPANY
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CAPITOL BROADCASTING CORP.
(Kenneth A. Johnson, President)
has acquired
WFMA-FM
Rocky Mount, North Carolina
for
\$4,000,000
from
EASTERN CAROLINA ELECTRONICS, INC.
(Melvin John Warner, Jr., President)
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as broker in this transaction.

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Wilmington, North Carolina
for
\$30,000,000
from
ATLANTIC TELECASTING CORPORATION
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HOME SHOPPING NETWORK
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WSJT TV
Vineland, New Jersey
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\$23,000,000
from
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VOYAGER COMMUNICATIONS V, INC.
(Carl Vessiers, Chairman
Jack McCarth, President)
has contracted to purchase
WXIX-FM
Shelby, Charlotte, North Carolina
for
\$5,500,000
from
CAPITOL BROADCASTING, INC.
(James F. Coaslin, President)
We are pleased to have assisted
both parties in this transaction.

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BECK-ROSS COMMUNICATIONS, INC.
(Martin Beck, Chairman, James Champlin, President)
has acquired
WSNE-FM
Providence, Taunton, Milton, Huxette, Rhode Island
for
\$7,500,000
from
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(Michael Schwartz, Don Wilks, Partners)
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F-B COMMUNICATIONS, INC.
(Jack FitzGerald, Ann Bere,
Gavin Turner, David Schaller)
has acquired
WIOG-FM
Saginaw, Michigan
for
\$2,550,000
from
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CHRISTIAN SCIENCE PUBLISHING COMPANY
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WQTV-TV
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for
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from
ARLINGTON BROADCAST GROUP, INC.
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for
\$13,000,000
from
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NOBLE BROADCAST GROUP
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Boston, Lowell, Massachusetts
for
\$19,500,000
from
WLLH Incorporated
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PACOFON BROADCASTING CORP.
(Glenn R. Mahone, President)
has acquired
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Peterburg/Richmond, Virginia
for
\$6,500,000
from
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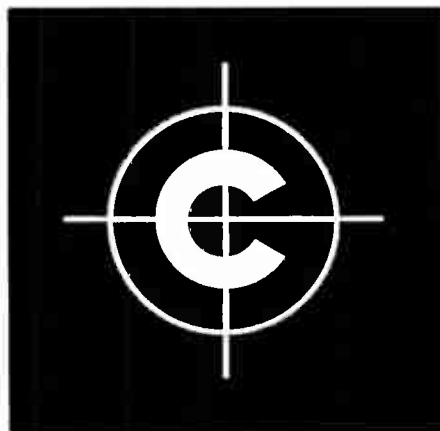
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Jodi Goalstone, President

WR SABO INCORPORATED
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FORMAT REACH CHARTS

Each radio market has its own individual audience composition. Because of this, listener format reach can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following pages outline listener format reach throughout the U.S. during the Fall '86 book.

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

AC 21.6%

CHR 18.4%

Ctry 13.6%

AOR 11.1%

B/EZ 10.5%

B/U 8.0%

N/T 6.2%

Gold 4.2%

BBnd 2.4%

Span 1.5%

Rel .8%

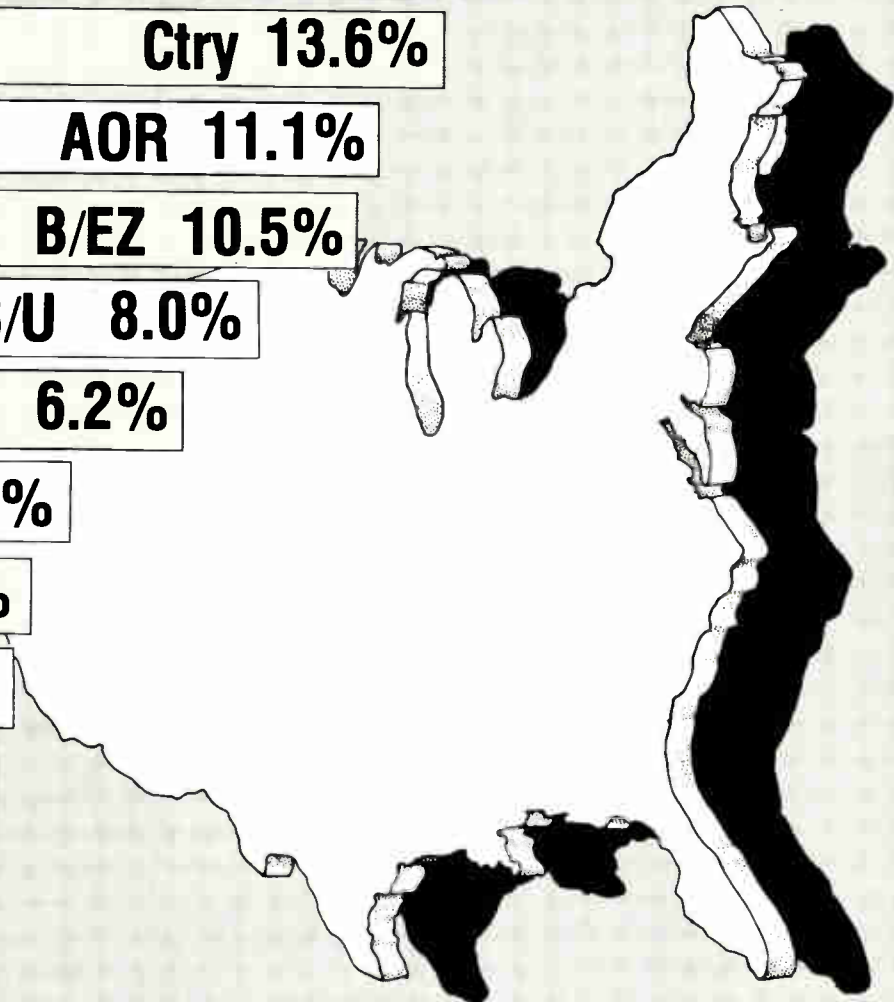
Clas .7%

Misc .5%

CC .3%

AA .1%

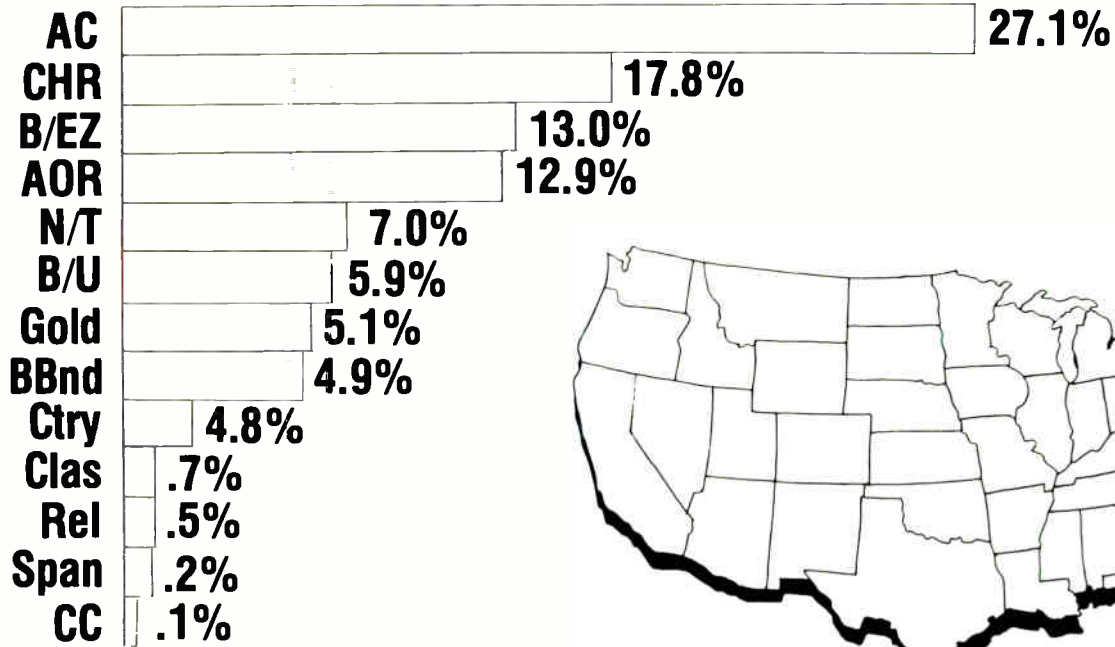
Jazz .1%



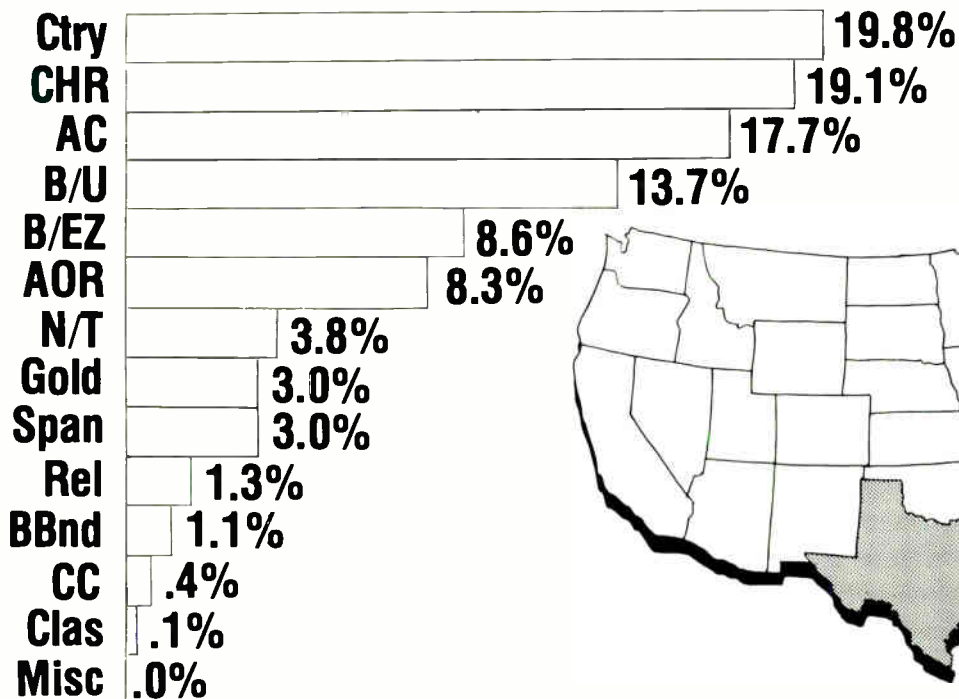
Format Legend

AC — Adult Contemporary, AA — Alternative Adult, AOR — Album-Oriented Rock, BBnd — Big Band, B/U — Black/Urban Contemporary, B/EZ — Beautiful Music/Easy Listening, CC — Contemporary Christian, CHR — Contemporary Hit Radio, Clas — Classical, Ctry — Country, Gold — Oldies, Jazz — Jazz, Misc — Miscellaneous, N/T — News/Talk, Rel — Religious, Span — Spanish.

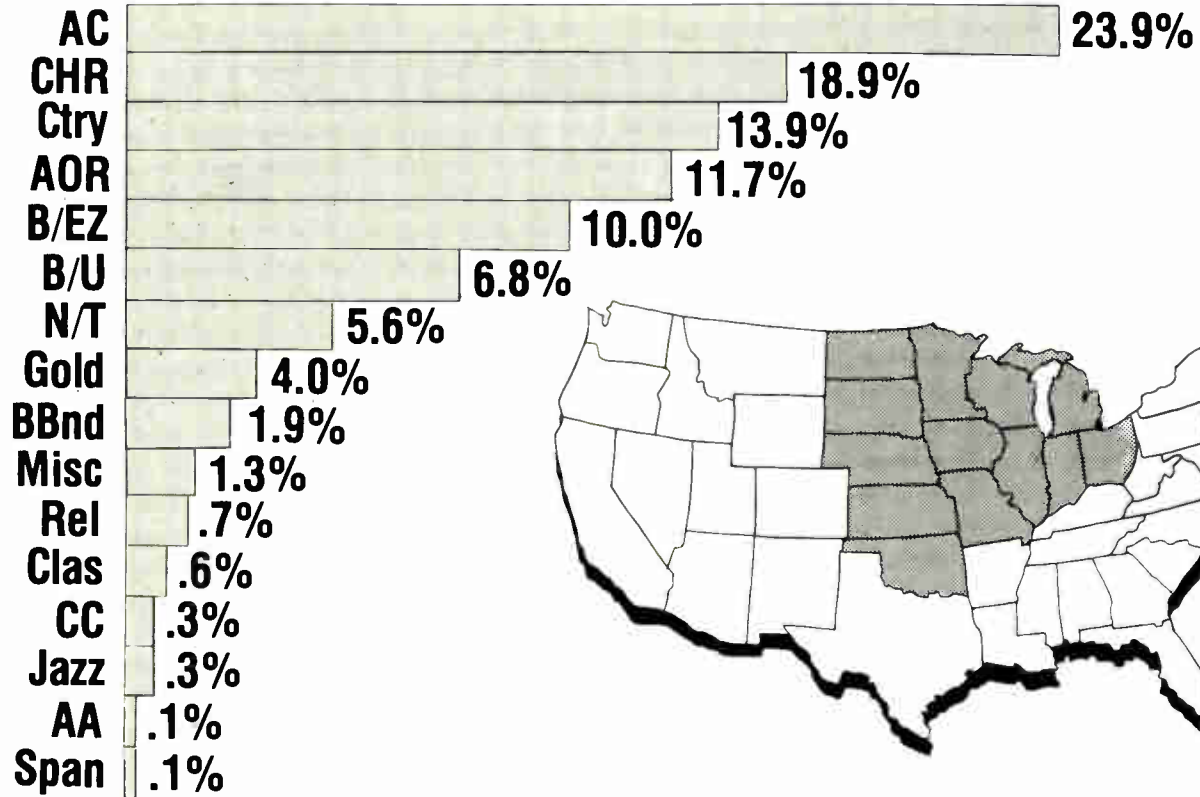
EAST



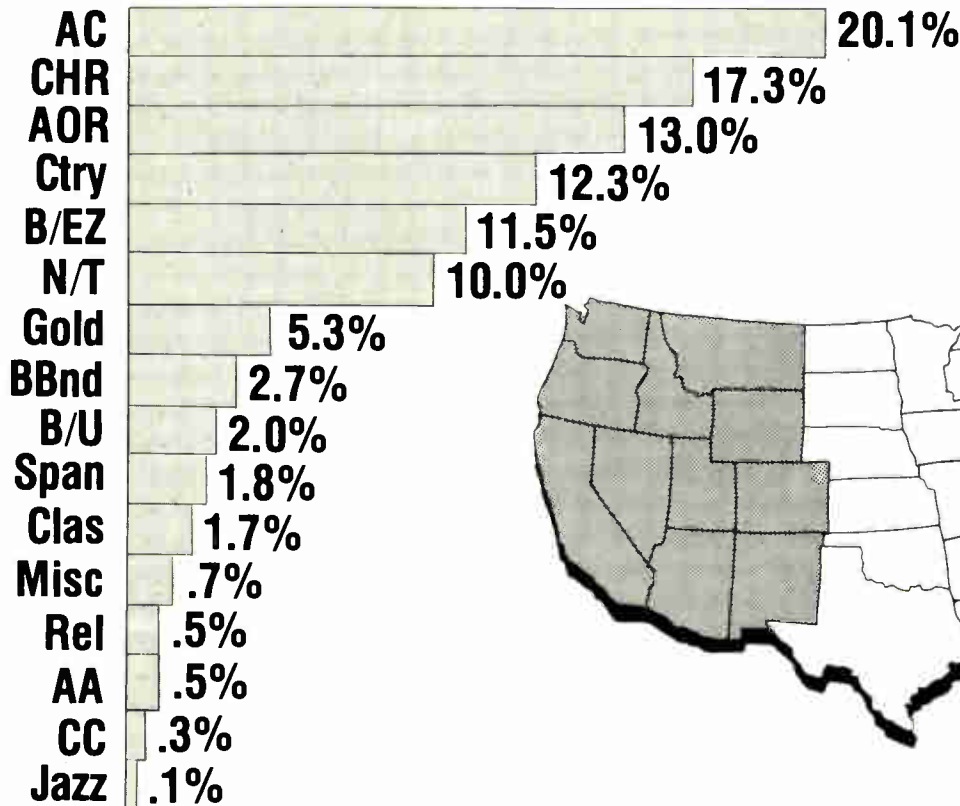
SOUTH



MIDWEST



WEST



FORMAT LEADERS

NATIONAL ALL-FORMAT

	AQH		CUME
1. WIVK-AM & FM/Knoxville (Ctry)	31.1	1. WINS/New York (News)	2,615,400
2. KFAB/Omaha (AC)	24.0	2. WPLJ/New York (CHR)	2,518,300
3. WXLK/Roanoke-Lynchburg (CHR)	21.6	3. WHTZ/New York (CHR)	2,333,400
4. WAPE/Jacksonville (CHR)	20.1	4. WCBS/New York (News)	2,133,100
5. WTQR/Greensboro-Winston-Salem (Ctry)	19.7	5. KIIS-AM & FM/Los Angeles (CHR)	1,769,700
6. WQUT/Johnson City (CHR)	19.5	6. WOR/New York (Talk)	1,586,700
7. WSKZ/Chattanooga (CHR)	19.3	7. WCBS-FM/New York (Gold)	1,571,400
8. WNNK/Harrisburg-Lebanon-Carlisle (CHR)	19.1	8. WRKS/New York (B/U)	1,508,700
9. KGBT/McAllen-Brownsville (Span)	19.0	9. WPAT-FM/New York (B/EZ)	1,506,400
10. WVIC-AM & FM/Lansing-East Lansing (CHR)	18.6	10. WBLS/New York (B/U)	1,476,900
11. WTIC/Hartford (AC)	18.4	11. WGN/Chicago (Talk)	1,430,300
11. WXBQ/Johnson City (Ctry)	18.4	12. WLTW/New York (AC)	1,422,700
13. KMOX/St. Louis (Talk)	18.0	13. KPWR/Los Angeles (UC)	1,419,700
13. WHOT-FM/Youngstown-Warren (CHR)	18.0	14. WNEW-FM/New York (AOR)	1,379,800
15. WKSJ-FM/Mobile (Ctry)	17.9	15. WABC/New York (Talk)	1,349,200
16. WESC-AM & FM/Greenville-Spartanburg (Ctry)	17.5	16. WXRK/New York (AOR)	1,254,200
17. KZZU-AM & FM/Spokane (CHR)	17.2	17. WNSR/New York (AC)	1,194,000
17. WABB-FM/Mobile (CHR)	17.2	18. WBBM/Chicago (News)	1,191,000
17. WCCO/Minneapolis (AC)	17.2	19. KFWB/Los Angeles (News)	1,164,300
20. WICC/Bridgeport (AC)	17.1	20. WYNY/New York (AC)	1,141,000
20. WZZK-AM & FM/Birmingham (Ctry)	17.1	21. WQHT/New York (UC)	1,115,700
22. WCRZ/Flint (AC)	16.8	22. KNX/Los Angeles (News)	1,114,700
22. WCOS-FM/Columbia, SC (Ctry)	16.8	23. KYW/Philadelphia (News)	1,087,500
24. WHRK/Memphis (B/U)	16.7	24. KOST/Los Angeles (AC)	1,080,800
25. WYYY/Syracuse (AC)	16.3	25. KRTH-FM/Los Angeles (Gold)	1,058,700

NEWS/TALK

	AQH		CUME
1. KMOX/St. Louis (Talk)	18.0	1. WINS/New York (News)	2,615,400
2. KIRO/Seattle-Tacoma (N/T)	10.5	2. WCBS/New York (News)	2,133,100
3. KTAR/Phoenix (N/T)	9.4	3. WOR/New York (Talk)	1,586,700
4. KMJ/Fresno (N/T)	9.3	4. WGN/Chicago (Talk)	1,430,300
4. WGN/Chicago (Talk)	9.3	5. WABC/New York (Talk)	1,349,200
6. KTOK/Oklahoma City (N/T)	8.8	6. WBBM/Chicago (News)	1,191,000
6. WHJJ/Providence (N/T)	8.8	7. KFWB/Los Angeles (News)	1,164,300
8. WBAL/Baltimore (N/T)	8.6	8. KNX/Los Angeles (News)	1,114,700
9. KGO/San Francisco (N/T)	8.0	9. KYW/Philadelphia (News)	1,087,500
10. KFBK/Sacramento (N/T)	7.5	10. KABC/Los Angeles (Talk)	1,049,700
11. KCMO/Kansas City (N/T)	7.3	11. KCBS/San Francisco (N/T)	913,700
11. KGO/San Francisco (San Jose book) (N/T)	7.3	12. KGO/San Francisco (N/T)	851,100
11. KOA/Denver (Talk)	7.3	13. KMOX/St. Louis (Talk)	712,800
11. KRLD/Dallas (News)	7.3	14. WWJ/Detroit (News)	587,100
15. WJNO/W. Palm Beach-Boca Raton (N/T)	7.1	15. WEEI/Boston (News)	565,800
16. KYW/Philadelphia (News)	7.0	16. KRLD/Dallas-Ft. Worth (News)	557,300
17. KCBS/San Francisco (N/T)	6.8	17. KIRO/Seattle (N/T)	522,200
17. WWL/New Orleans (N/T)	6.8	18. KTRH/Houston	496,800
19. KARN/Little Rock (N/T)	6.5	19. WCAU/Philadelphia (N/T)	485,700
20. KSDO/San Diego (N/T)	6.3	20. WRKO/Boston (N/T)	455,300
20. WBSM/New Bedford-Fall River (N/T)	6.3	21. WMAQ/Chicago (Talk)	426,100
22. KXL/Portland (N/T)	6.1	22. WTOP/Washington (News)	414,900
22. WKRK/Mobile (N/T)	6.1	23. WWDB/Philadelphia (Talk)	399,500
24. KCBS/San Francisco (San Jose book) (N/T)	5.9	24. WIOD/Miami (N/T)	381,700
24. WCKY/Cincinnati (N/T)	5.9	25. WBAL/Baltimore (N/T)	379,500

DRIVETIME DOMINATORS

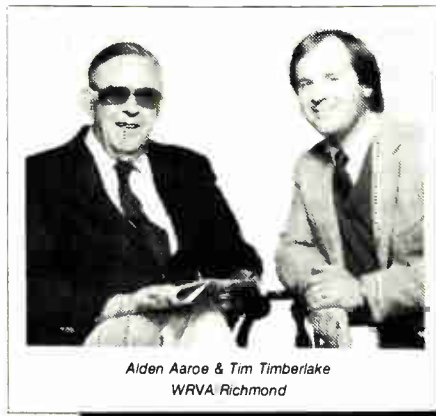
AM Drive/Top 25



Claude Tomlinson
WVX-AM & FM/Knoxville



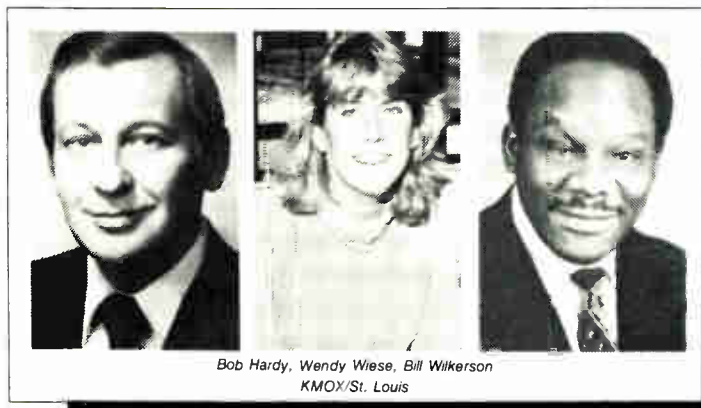
Bob Steele
WTIC/Hartford



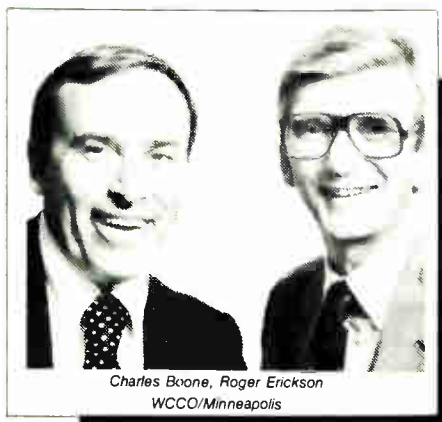
Aiden Aaroe & Tim Timberlake
WRVA/Richmond



Billy "Buck" Blevins
WTQR/Greensboro-Winston Salem



Bob Hardy, Wendy Wiese, Bill Wilkerson
KMOX/St. Louis



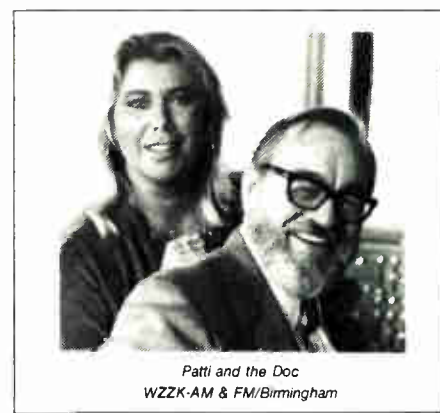
Charles Boone, Roger Erickson
WCCO/Minneapolis



Michael W. Perry & Larry Price
KSSK/Honolulu



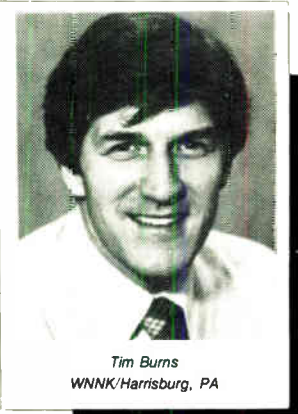
Jack Harris, Terrence McKeever, Shauna Stevens,
Bill Connolly, Gloria Harlow, Cleveland Wheeler
WRBQ-AM & FM/Tampa



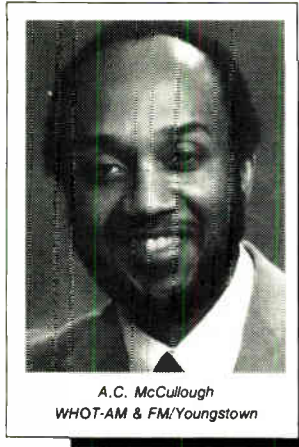
Patti and the Doc
WZZK-AM & FM/Birmingham

DRIVETIME DOMINATORS

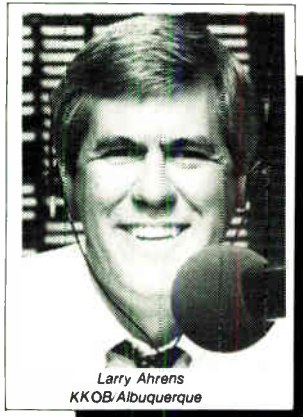
Average Quarter-Hour Share
(12+, M-F, 6-10am)



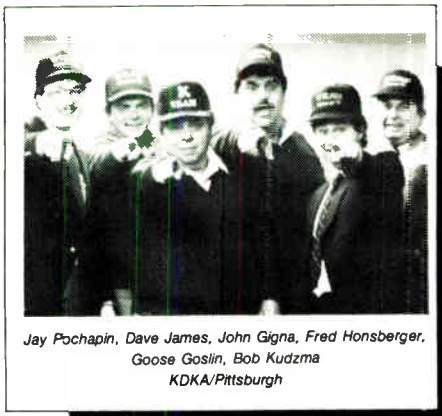
Tim Burns
WNNK/Harrisburg, PA



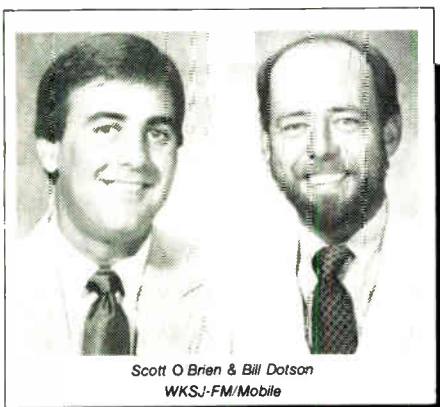
A.C. McCullough
WHOT-AM & FM/Youngstown



Larry Ahrens
KKOB/Albuquerque



Jay Pochapin, Dave James, John Gigna, Fred Honsberger,
Goose Goslin, Bob Kudzma
KDKA/Pittsburgh

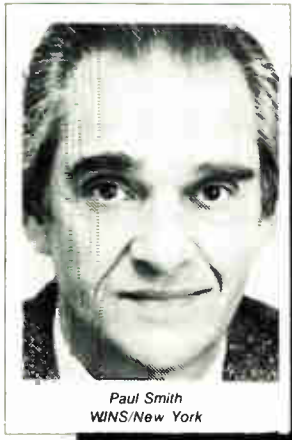


Scott O'Brien & Bill Dotson
WKSJ-FM/Mobile

1. **WIVK-AM & FM/Knoxville (Ctry) 36.2**
Claude Tomlinson
2. **KFAB/Omaha-Council Bluffs (AC) 29.7**
Don Cole, Walt Kavanaugh, Kent Pavelka
3. **WTIC/Hartford (AC) 28.9**
Bob Steele
4. **KMOX/St. Louis (Talk) 27.2**
Bob Hardy, Wendy Wiese, Bill Wilkerson
5. **WICC/Bridgeport (AC) 25.5**
Ed Flynn
6. **WRVA/Richmond (AC) 25.2**
Alden Aaroe, Tim Timberlake
7. **WCCO/Minneapolis-St. Paul (AC) 24.5**
Charles Boone, Roger Erickson
8. **WDEF-AM & FM/Chattanooga (B/EZ) 24.1**
Helen Hardin, David Carroll
9. **KGBT/McAllen-Brownsville (Span) 23.9**
George Guillen, Hugo de la Cruz
10. **WXLK/Roanoke-Lynchburg (CHR) 23.6**
Larry Dowdy, Don O'Shea
11. **WHAS/Louisville (AC) 23.4**
Wayne Perkey
12. **KDKA/Pittsburgh (AC) 23.1**
John Gigna and the K-Team
13. **WHOT-AM & FM/Youngstown (CHR) 22.6**
A.C. McCullough
14. **WTQR/Greensboro-Winston Salem (Ctry) 22.3**
Billy "Buck" Blevins, Aunt Eloise
15. **WVIC-AM & FM/Lansing (CHR) 22.1**
Rich Michaels
16. **WKSJ-FM/Mobile (Ctry) 21.5**
Scott O'Brien, Bill Dotson
17. **WZZK-AM & FM/Birmingham (Ctry) 21.3**
Patti and the Doc
18. **KSSK/Honolulu (AC) 20.9**
Michael W. Perry, Larry Price
19. **WRBQ-AM & FM/Tampa (AC) 20.8**
*Jack Harris, Terrence McKeever, Bill Connolly,
Cleveland Wheeler, Shauna Stevens, Gloria Harlow*
20. **KKOB/Albuquerque (AC) 20.7**
Larry Aarens
21. **WMMS/Cleveland (CHR) 20.4**
Ruby Cheeks, Jeff Kinzbach, Ed Ferenc, Len Goldberg
22. **WABB-AM & FM/Mobile (CHR) 19.9**
Trey Matthews, Bill Evans
23. **WESC-AM & FM/Greenville (Ctry) 19.8**
Bob Hooper
24. **WCOS-AM & FM/Columbia, SC (Ctry) 19.7**
Steve Walker
24. **WNNK/Harrisburg, PA (CHR) 19.7**
Tim Burns

DRIVETIME DOMINATORS

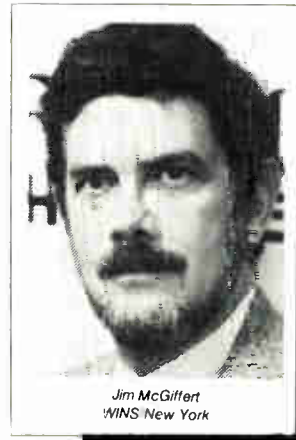
AM Drive/Top 25



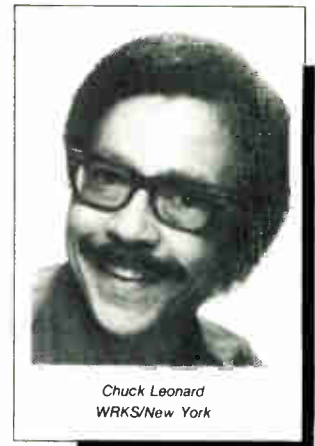
Paul Smith
WINS/New York



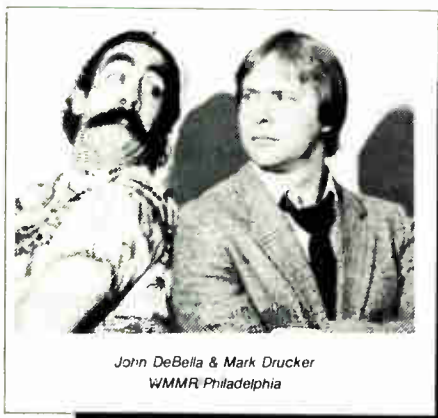
Michael O'Neil
WINS/New York



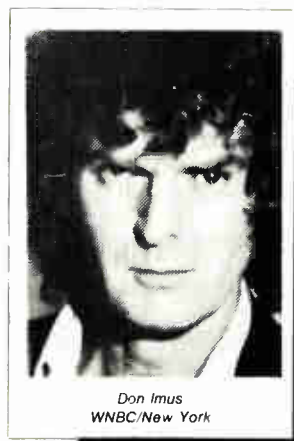
Jim McGiffert
WINS New York



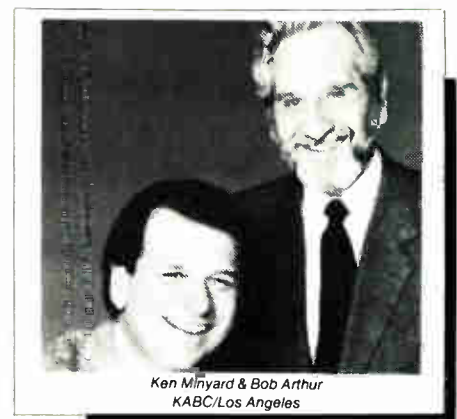
Chuck Leonard
WRKS/New York



John DeBella & Mark Drucker
WMMR Philadelphia



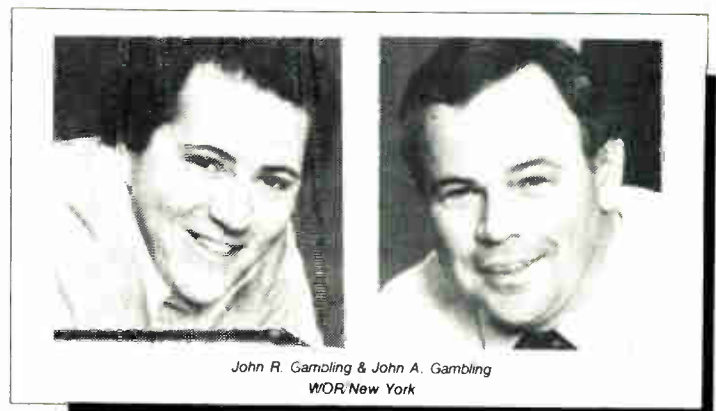
Don Imus
WNBC/New York



Ken Minyard & Bob Arthur
KABC/Los Angeles



Robert Vaughn & Jim Donnelly
WCBS New York



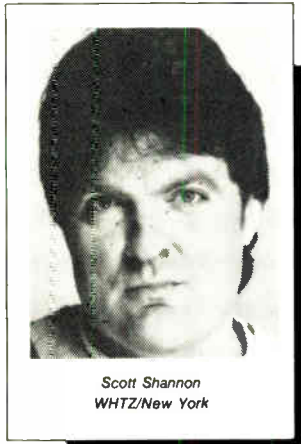
John R. Gambling & John A. Gambling
WOR New York

DRIVETIME DOMINATORS

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



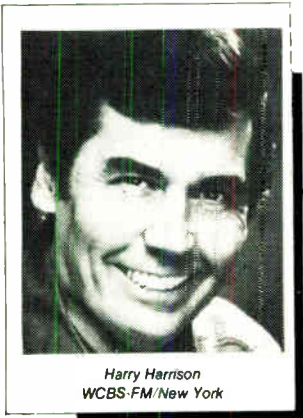
Jim Kerr
WPLJ/New York



Scott Shannon
WHTZ/New York



Rick Dees
KIIS-AM & FM/Los Angeles



Harry Harrison
WCBS-FM/New York

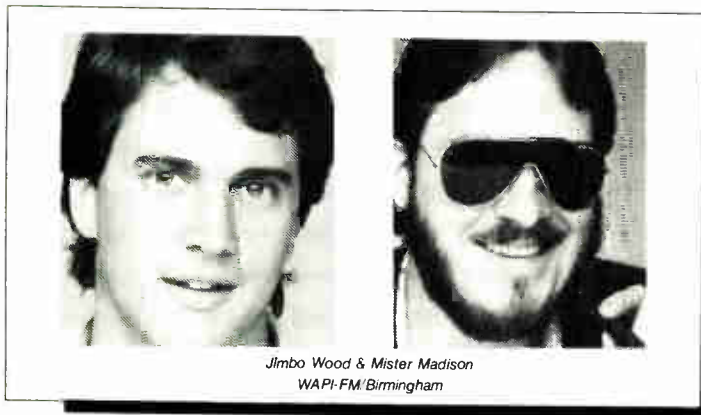
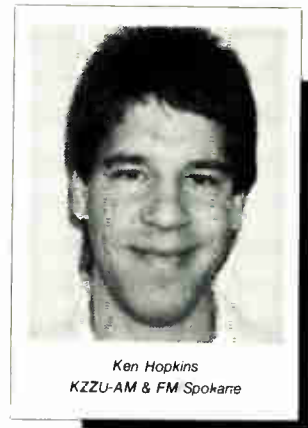


Howard Stern (top), Robin Quivers, Boy Gary, Fred Norris
WXRK/New York

1. **WINS/New York (News)** 1,903,600
Paul Smith, Michael O'Neil, Jim McGiffert
2. **WCBS/New York (News)** 1,447,400
Robert Vaughn, Jim Donnelly
3. **WHTZ/New York (CHR)** 1,402,500
Scott Shannon
4. **WPLJ/New York (CHR)** 1,267,100
Jim Kerr
5. **KIIS-AM & FM/Los Angeles (CHR)** 1,140,500
Rick Dees
6. **WOR/New York (Talk)** 913,200
John A. Gambling, John R. Gambling
7. **WGN/Chicago (Talk)** 872,100
Bob Collins
8. **WRKS/New York (B/U)** 834,300
Chuck Leonard
9. **WPAT-AM & FM/New York (B/EZ)** 833,900
Ken Mackenzie
10. **KPWR/Los Angeles (UC)** 817,600
Jay Thomas
11. **KYW/Philadelphia (News)** 798,400
Gene Scott, Harry Donahue, Pat Farnack
12. **WBBM/Chicago (News)** 776,900
Felicia Middlebrooks, John Hultman
13. **WXRK/New York (AOR)** 767,400
Howard Stern, Robin Quivers, Boy Gary, Fred Norris
14. **KFWB/Los Angeles (News)** 749,300
Charlie Brailer, John Leisher, Jeff Riggerbach
15. **WBLS/New York (BIU)** 738,300
Ken Webb
16. **WCBS-FM/New York (Gold)** 717,400
Harry Harrison
17. **KABC/Los Angeles (Talk)** 667,800
Ken Minyard, Bob Arthur
18. **WNEW-FM/New York (AOR)** 660,300
Mark McEwen, Richard Neer
19. **KNX/Los Angeles (News)** 658,000
Dave Zorn, Jack Salvatore
20. **WLTW/New York (AC)** 650,000
Batt Johnson, Gary Nolan
21. **WGCI-FM/Chicago (B/U)** 631,100
Doug Banks
22. **WMMR/Philadelphia (AOR)** 609,400
John DeBella, Mark The Shark
23. **WNBC/New York (AC)** 593,700
Don Imus
24. **WQHT/New York (UC)** 567,100
Rufus In The Morning
25. **KGO/San Francisco (N/T)** 555,100
Jim Dunbar, Ted Wygant

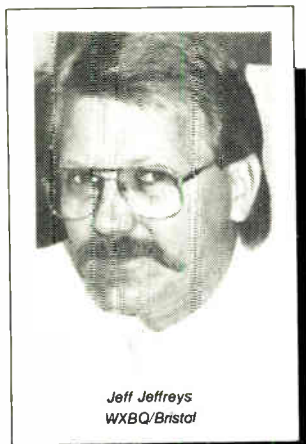
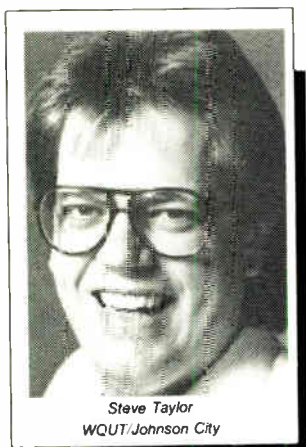
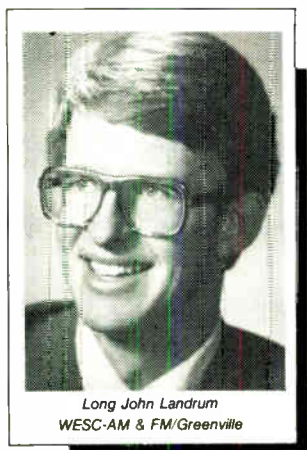
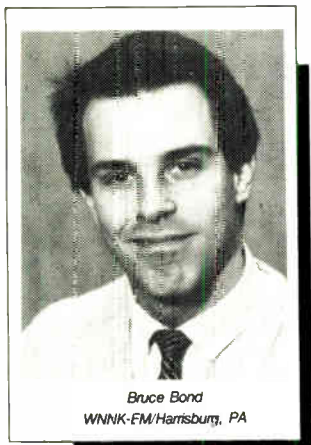
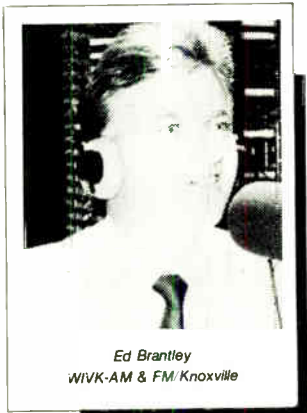
DRIVETIME DOMINATORS

PM Drive/Top 25



DRIVETIME DOMINATORS

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



1. **WIVK-AM & FM/Knoxville (Ctry) 29.0**
Ed Brantley
2. **WXLK/Roanoke-Lynchburg (CHR) 23.2**
Bart Prater, Cat Thomas
3. **WNNK/Harrisburg, PA (CHR) 23.0**
Bruce Bond
4. **WSKZ/Chattanooga (CHR) 22.0**
Mike Allison
5. **WABB-FM/Mobile (CHR) 21.9**
Leslie And The Hound Dawg
6. **WAPE/Jacksonville (CHR) 21.2**
Chris Trane
7. **WHOT-FM/Youngstown (CHR) 20.9**
Bob Popa
8. **WQUT/Johnson City (CHR) 20.6**
Steve Taylor
9. **WTQR/Greensboro (Ctry) 19.0**
Danny Hall
10. **WIMZ-AM & FM/Knoxville (AOR) 18.7**
Benji Norton
10. **WXBQ/Bristol (Ctry) 18.7**
Jeff Jeffreys
12. **WCRZ/Flint (AC) 18.5**
Shelley Jones, Matt Brown
13. **WVIC-AM & FM/Lansing (CHR) 18.0**
Mark Maloney
14. **WEZN/Bridgeport (B/EZ) 17.8**
Ed Zelle
15. **KFAB/Omaha-Council Bluffs (AC) 17.7**
Gary Saddlemeyer
16. **WAPI-FM/Birmingham (CHR) 17.6**
Mister Madison, Jimbo Wood
16. **WCOS-AM & FM/Columbia, SC (Ctry) 17.6**
Doug Enlow
16. **WNOK-AM & FM/Columbia, SC (CHR) 17.6**
Robin King
19. **WESC-AM & FM/Greenville (Ctry) 17.3**
Long John Landrum
20. **KZZU-AM & FM/Spokane (CHR) 17.1**
Ken Hopkins
21. **WHRK/Memphis (B/U) 17.0**
Lisa Lipps
21. **WKSJ-FM/Mobile (Ctry) 17.0**
J.J.
21. **WYYY/Syracuse (AC) 17.0**
Don Kelley, Glenn Gomez Adams
21. **WZZK-AM & FM/Birmingham (Ctry) 17.0**
Jay Michaels
25. **WRBQ-AM & FM/Tampa (CHR) 16.7**
Mason Dixon

DRIVETIME DOMINATORS

PM Drive/Top 25



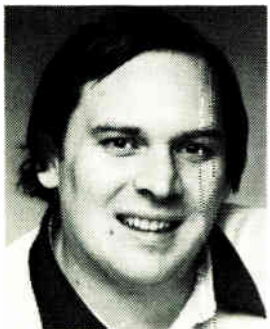
Bernard Meltzer
WOR/New York



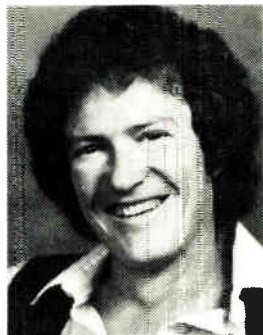
Carol Ford
WRKS/New York



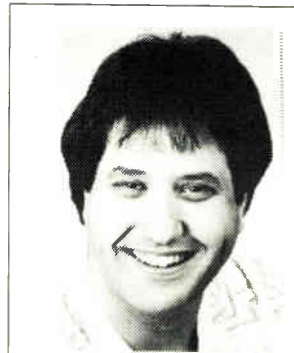
Carol Miller & Scott Muni
WNEW-FM/New York



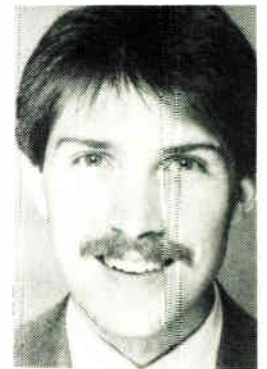
Big Ron O'Brien
KIS-AM & FM/Los Angeles



Steve Scott
KRTH-FM/Los Angeles



Joe Bonadonna
WMMR/Philadelphia



Jim Douglas
WNSR/New York



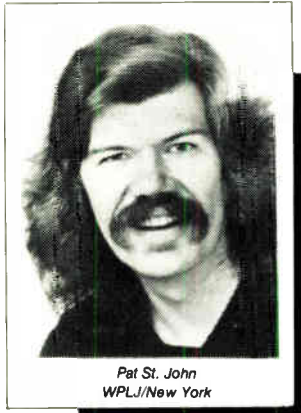
Bob Shannon
WCBS-FM/New York



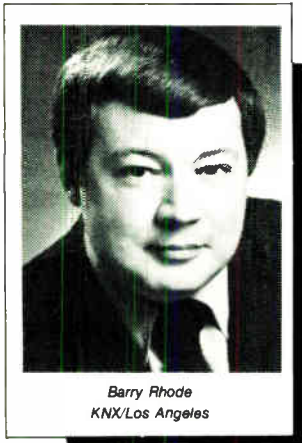
Jed The Fish & April Whitney
KROQ/Los Angeles

DRIVETIME DOMINATORS

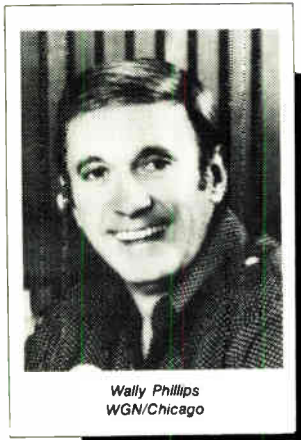
Cume Persons
(12+, M-F, 3-7pm)



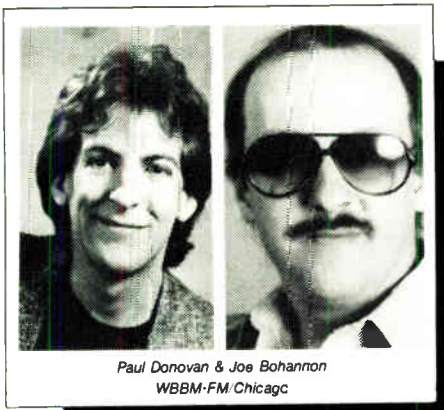
Pat St. John
WPLJ/New York



Barry Rhode
KNX/Los Angeles



Wally Phillips
WGN/Chicago



Paul Donovan & Joe Bohannon
WBBM-FM Chicago

1. **WPLJ/New York (CHR)** 1,302,100
Pat St. John
2. **WHTZ/New York (CHR)** 1,235,500
Shadow P. Stevens
3. **WPAT-AM & FM/New York (B/EZ)** 959,000
Ken Lamb
4. **KIIS-AM & FM/Los Angeles (CHR)** 923,600
Big Ron O'Brien
5. **KPWR/Los Angeles (UC)** 897,500
Mucho Morales, Joe Nasty
6. **WRKS/New York (B/U)** 895,500
Carol Ford
7. **WINS/New York (News)** 808,500
Dave Henderson, Stan Burns
8. **WCBS/New York (News)** 795,100
Franklin and Farnsworth
9. **WNEW-FM/New York (AOR)** 774,600
Carol Miller, Scott Muni
10. **WCBS-FM/New York (Gold)** 742,000
Bob Shannon
11. **WLTW/New York (AC)** 731,400
Steve Roy
12. **WBLS/New York (B/U)** 704,500
Fred Buggs
13. **WOR/New York (Talk)** 690,700
Bernard Meltzer
14. **WQHT/New York (UC)** 656,600
Al Bandiero
15. **WABC/New York (Talk)** 617,800
Bob Grant, Art Rust Jr.
16. **WGCI-FM/Chicago (B/U)** 616,600
Tom Joyner
17. **KRTH-FM/Los Angeles (Gold)** 598,700
Steve Scott
18. **WNSR/New York (AC)** 595,900
Jim Douglas
19. **KROQ/Los Angeles (AOR)** 563,000
Jed The Fish, April Whitney
20. **KNX/Los Angeles (News)** 559,200
Barry Rhode
21. **KFWB/Los Angeles (News)** 532,400
Judy Ford, Jim Burson
22. **WGN/Chicago (Talk)** 530,300
Wally Phillips
23. **WMMR/Philadelphia (AOR)** 511,300
Joe Bonadonna
24. **WBBM-FM/Chicago (CHR)** 510,000
Paul Donovan, Joe Bohannon
25. **WYNY/New York (AC)** 507,400
Steve O'Brien

FORMAT LEADERS

ADULT/CONTEMPORARY

		AQH			CUME
1.	KFAB/Omaha	24.0	1.	WLTW/New York	1,422,700
2.	WTIC/Hartford	18.4	2.	WNSR/New York	1,194,000
3.	WCCO/Minneapolis-St. Paul	17.2	3.	WYNY/New York	1,141,000
4.	WICC/Bridgeport	17.1	4.	KOST/Los Angeles	1,080,800
5.	WCRZ/Flint	16.8	5.	WNBC/New York	1,033,200
6.	WYYY/Syracuse	16.3	6.	WPIX/New York	955,600
7.	WFBC-FM/Greenville-Spartanburg	15.9	7.	KBIG/Los Angeles	830,600
8.	WRVA/Richmond	15.7	8.	KIQQ/Los Angeles	763,900
9.	WHAS/Louisville	15.6	9.	WLAK/Chicago	715,600
10.	KKOB-FM/Albuquerque	15.1	10.	KDKA/Pittsburgh	679,800
11.	WIBC/Indianapolis	14.4	11.	WCLR/Chicago	651,700
12.	KDKA/Pittsburgh	13.8	12.	WCCO/Minneapolis	647,200
13.	KSSK/Honolulu	13.2	13.	WFYR/Chicago	601,200
13.	WTFM/Johnson City	13.2	14.	WMAL/Washington	586,700
15.	KKOB/Albuquerque	12.9	15.	WBZ/Boston	571,700
16.	WSYR/Syracuse	12.2	16.	KYUU/San Francisco	556,100
17.	WTMJ/Milwaukee-Racine	12.1	17.	KVIL-AM & FM/Dallas	549,700
18.	WBEN/Buffalo-Niagara Falls	11.9	18.	WMGK/Philadelphia	545,400
19.	KEYI-AM & FM/Austin	11.5	19.	KIOI/San Francisco	493,800
19.	WRAL/Raleigh-Durham	11.5	20.	WNIC/Detroit	485,700
21.	WKBN/Youngstown-Warren	11.4	21.	WKSZ/Philadelphia	482,600
21.	WVOR/Rochester	11.4	22.	WSNI/Philadelphia	459,800
23.	WMYU/Knoxville	11.2	23.	WHDH/Boston	456,800
24.	KMZQ/Las Vegas	10.8	24.	KOIT-FM/San Francisco	456,700
25.	WPTF/Raleigh-Durham	10.0	25.	KSTP-FM/Minneapolis	453,900

AOR

		AQH			CUME
1.	WIMZ-FM/Knoxville	15.5	1.	WNEW-FM/New York	1,379,800
2.	WKDF/Nashville	14.9	2.	WXRK/New York	1,254,200
3.	WFBQ/Indianapolis	13.9	3.	KROQ/Los Angeles	889,700
4.	WAAF/Worcester	13.1	4.	WMMR/Philadelphia	881,500
5.	KEZO/Omaha	12.8	5.	KLOS/Los Angeles	791,200
6.	WLWQ/Columbus	12.4	6.	WLUP/Chicago	774,900
7.	KATT/Oklahoma City	11.9	7.	KMET/Los Angeles	636,300
8.	KSHE/St. Louis	11.8	8.	WLLZ/Detroit	586,100
9.	KLAQ/El Paso	11.7	9.	WBCN/Boston	546,100
10.	WPYX/Albany-Schenectady-Troy	11.2	10.	WRIF/Detroit	545,400
11.	KQRS-AM & FM/Minneapolis-St. Paul	11.0	11.	KSHE/St. Louis	460,300
11.	WNOR-FM/Norfolk	11.0	12.	WXRT/Chicago	441,800
13.	WCMF/Rochester	10.9	13.	KQRS-AM & FM/Minneapolis	434,400
14.	WEBN/Cincinnati	10.8	14.	WWDC-FM/Washington	426,400
15.	WRXL/Richmond	10.5	15.	KNX-FM/Los Angeles	408,100
16.	KLBJ-FM/Austin	10.4	16.	WIOQ/Philadelphia	400,600
17.	WZZO/Allentown-Bethlehem	10.3	17.	KLLO/Houston	394,700
18.	WHJY/Providence (New Bedford book)	10.2	18.	WCKG/Chicago	393,700
19.	KPOI/Honolulu	10.1	19.	KTXQ/Dallas-Ft. Worth	392,500
20.	KMOD/Tulsa	9.9	20.	KRQR/San Francisco	359,100
20.	KYYS/Kansas City	9.9	21.	WDVE/Pittsburgh	352,400
22.	WIOT/Toledo	9.5	22.	WKLS/Atlanta	348,300
23.	WMMR/Philadelphia (Wilmington book)	9.4	23.	KFOG/San Francisco	327,500
24.	WHJY/Providence	9.3	24.	XTRA-FM/San Diego	294,600
25.	WLAV-FM/Grand Rapids	9.1	25.	KBPI/Denver	277,900

FORMAT LEADERS

CONTEMPORARY HIT RADIO

AQH		CUME	
1. WXLK/Roanoke-Lynchburg	21.6	1. WPLJ/New York	2,518,300
2. WAPE/Jacksonville	20.1	2. WHTZ/New York	2,333,400
3. WQUT/Johnson City	19.5	3. KIIS-AM & FM/Los Angeles	1,769,700
4. WSKZ/Chattanooga	19.3	4. WBBM-FM/Chicago	948,600
5. WNNK/Harrisburg-Lebanon-Carlisle	19.1	5. WLS/Chicago	706,800
6. WVIC-AM & FM/Lansing-East Lansing	18.6	6. WHYT/Detroit	688,600
7. WHOT-FM/Youngstown-Warren	18.0	7. WKQX/Chicago	658,000
8. KZZU-AM & FM/Spokane	17.2	8. WXKS-FM/Boston	652,700
8. WABB-FM/Mobile	17.2	9. WCZY-AM & FM/Detroit	652,100
10. WRBQ-FM/Tampa-St. Petersburg	16.1	10. WCAU-FM/Philadelphia	627,200
11. KEZB-FM/EI Paso	15.8	11. WYTZ/Chicago	614,300
12. WMMS/Cleveland	15.7	12. KRBE-FM/Houston	612,400
13. WAPI-FM/Birmingham	15.5	13. KMEL/San Francisco	580,800
14. WTIC-FM/Hartford	15.4	14. KKBQ-FM/Houston	564,900
15. KKXX/Bakersfield	14.4	15. WMMS/Cleveland	528,900
16. KBFM/McAllen-Brownsville	14.0	16. WRBQ-FM/Tampa-St. Petersburg	511,600
17. WNOK-FM/Columbia, SC	13.9	17. WBZZ/Pittsburgh	487,900
18. KHFI/Austin	13.8	18. WAVA/Washington	475,600
19. KKRK/Wichita	13.6	19. KEGD/Dallas-Ft. Worth	473,900
20. WKCJ/New Haven-Meriden	13.2	20. WHTZ/New York (Nassau book)	431,300
21. WMHE/Toledo	12.8	21. WLOL/Minneapolis	429,800
22. KZOU/Little Rock	12.3	22. WPLJ/New York (Nassau book)	425,900
22. WFME/Baton Rouge	12.3	23. WRQX/Washington	422,700
24. KQKQ/Omaha	12.0	24. WZGC/Atlanta	409,200
25. KRQQ/Tucson	11.9	25. KIIS-AM & FM/Los Angeles (Anahelm book)	406,200

COUNTRY

AQH		CUME	
1. WIVK-AM & FM/Knoxville	31.1	1. WHN/New York	902,900
2. WTQR/Greensboro-Winston Salem	19.7	2. KIKK-FM/Houston	468,800
3. WXBQ/Johnson City	18.4	3. WUSN/Chicago	464,000
4. WKSJ-FM/Mobile	17.9	4. KPLX/Dallas-Ft. Worth	462,100
5. WESC-AM & FM/Greenville-Spartanburg	17.5	5. WBAP/Dallas-Ft. Worth	396,400
6. WZZK-AM & FM/Birmingham	17.1	6. KSAN/San Francisco	394,300
7. WCOS-FM/Columbia, SC	16.8	7. KILT-FM/Houston	389,900
8. WYNK-AM & FM/Baton Rouge	16.1	8. KZLA/Los Angeles	386,900
9. KSSN/Little Rock	15.9	9. WXTU/Philadelphia	379,900
10. WAMZ/Louisville	15.2	10. WWWW/Detroit	373,400
11. WITL-AM & FM/Lansing-East Lansing	15.0	11. KSCS/Dallas-Ft. Worth	348,700
12. KASE/Austin	14.6	12. KNIX-AM & FM/Phoenix	342,700
13. WSOC-FM/Charlotte-Gastonia	13.6	13. WMZQ-FM/Washington	331,100
14. WEZL/Charleston	13.5	14. KLAC/Los Angeles	320,300
15. KUZZ/Bakersfield	13.0	15. WDAF/Kansas City	283,700
16. WRNS/Coastal North Carolina	12.0	16. WPOC/Baltimore	267,900
17. KNIX-AM & FM/Phoenix	11.7	17. WKHX/Atlanta	265,400
18. KWEN/Tulsa	11.6	18. KEEY/Minneapolis	245,100
19. KDRK/Spokane	11.4	19. WYAY/Atlanta	244,700
20. WDAF/Kansas City	11.2	20. KNEW/San Francisco	242,900
21. KXXY-AM & FM/Oklahoma City	11.1	21. WIL-FM/St. Louis	242,400
22. WDOD-FM/Chattanooga	10.9	22. WQYK/Tampa-St. Petersburg	229,900
23. WFMS/Indianapolis	10.7	23. WKQS/Miami	223,100
24. KFDI-FM/Wichita	10.6	24. KFKF/Kansas City	208,200
25. WYYD/Roanoke-Lynchburg	10.4	25. WGAR-AM & FM/Cleveland	203,500

FORMAT LEADERS

BIG BAND

	AQH		CUME
1. WMAS-FM/Springfield	11.3	1. WNEW/New York	900,500
2. WAVZ-FM/New Haven-Meriden	6.3	2. KMPC/Los Angeles	669,100
3. WOKY/Milwaukee-Racine	6.1	3. WJJD/Chicago	409,800
4. WNEB/Worcester	5.6	4. KFRC/San Francisco	322,900
5. WECK/Buffalo-Niagara Falls	5.2	5. WPEN/Philadelphia	420,800
6. WNJY/W. Palm Beach-Boca Raton	5.1	6. CKLW/Detroit	296,200
7. WKAP/Allentown-Bethlehem	4.8	7. WWRC/Washington	202,600
8. WJAS/Pittsburgh	4.7	8. WJAS/Pittsburgh	181,800
9. WAPI/Birmingham	4.6	9. WOKY/Milwaukee	171,400
10. KFXM/Riverside-San Bernardino	4.5	10. KMPC/Los Angeles (Anaheim book)	162,300
10. KGVY/Tucson	4.5		

GOLD

	AQH		CUME
1. WKLH/Milwaukee-Racine	7.7	1. WCBS-FM/New York	1,571,400
2. WMGG/Columbus	7.1	2. KRTH-FM/Los Angeles	1,058,700
3. WEBE/Bridgeport	7.0	3. KLSX/Los Angeles	597,300
3. WHTT-FM/Buffalo-Niagara Falls	7.0	4. WYSP/Philadelphia	584,600
5. KKLZ/Las Vegas	6.6	5. WJMK/Chicago	571,700
6. WKLX/Rochester	6.5	6. KRLA/Los Angeles	468,000
7. WIBM/Lansing-East Lansing	6.3	7. WZLX/Boston	337,400
8. WTRG/Raleigh	6.2	8. WRXR/Chicago	332,900
9. WMMQ/Lansing-East Lansing	6.1	9. KRTH/Los Angeles	328,700
10. KFMK/Houston	5.9	10. WFIL/Philadelphia	313,300

SPANISH

	AQH		CUME
1. KGBT/McAllen-Brownsville	19.0	1. KLVE/Los Angeles	487,800
2. KIWW/McAllen-Brownsville	7.8	2. KTNQ/Los Angeles	483,700
3. KWAC/Bakersfield	7.2	3. WADO/New York	413,200
4. KCOR/San Antonio	6.9	4. WSKQ/New York	315,500
5. KAMA/El Paso	5.8	5. KWKW/Los Angeles	283,000
6. WQBA/Miami-Ft. Lauderdale	5.5	6. WQBA/Miami	235,700
7. KQXX/McAllen-Brownsville	4.7	7. WKDM/New York	232,200
8. WCMQ-FM/Miami-Ft. Lauderdale	3.8	8. KALI/Los Angeles	219,600
9. WAQI/Miami-Ft. Lauderdale	3.5	9. KSKQ/Los Angeles	209,800
10. KTNQ/Los Angeles	3.3	10. WCMQ-FM/Miami-Ft. Lauderdale-Hollywood	186,000

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* #1 UNWIRED NETWORKS

Our unwired networks—Blair Radio Network and Supernet—captured more than 40% of ALL “unwired” dollars in '86.

* NEW BUSINESS DEVELOPMENT FULL TIME SPORTS & FARM SALES DEPARTMENTS

Our priority is the development of new radio dollars.

* RESEARCH STRENGTH

Our three research departments utilize superior on-line data systems to speed essential information to buyers and planners.

* VENDOR SALES UNIT

By creating additional ways for stations to capture more new local radio dollars, this unique sales group is bringing significant new money to radio.

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In an era of tighter spot dollars, Torbet Radio sales professionals are delivering maximum national selling performance.

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RADIO

POWER OF RADIO ADVERTISERS.

* RESOURCES

That's our crucial differential. We offer a full universe of support systems to get your message through—and inventory sold—at maximum rates.

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With 47 sales offices in 17 cities strategically located to provide representation in every major business center, we effectively cover radio's advertising world.

* COMMUNICATION

We use radio's most advanced electronic mail and communications system to instantly speed sales orders and information among our universe of offices, stations and advertisers.

* SALES PROFESSIONALS

We've got a power team of radio marketing experts—a group of rising stars directed by experienced pros who understand your needs.

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As we sell your inventory, our superior credit and collections service works to speed payments.

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TAP OUR STRATEGIC POWER.
Individual Representation, Group Clout.



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REPRESENTATION
DIVISION**

JOHN BLAIR & COMPANY

FORMAT LEADERS

BEAUTIFUL MUSIC/EASY LISTENING

		AQH			CUME
1.	WEZN/Bridgeport	15.4	1.	WPAT-FM/New York	1,506,400
2.	WFMZ/Allentown-Bethlehem	15.0	2.	KJOI/Los Angeles	983,600
3.	KXLY-FM/Spokane	13.1	3.	WLOO/Chicago	788,700
4.	KEZQ-AM & FM/Little Rock	12.6	4.	WEAZ/Philadelphia	685,900
4.	WPVR/Roanoke-Lynchburg	12.6	5.	WPAT/New York	639,400
6.	KXTZ/Las Vegas	12.2	6.	KABL-AM & FM/San Francisco	570,400
7.	KJYK/Tucson	11.9	7.	WJOI/Detroit	494,400
8.	WEAT-FM/W. Palm Beach-Boca Raton	11.8	8.	KODA/Houston	491,200
9.	KMEO-AM & FM/Phoenix	11.5	9.	WGAY/Washington	450,600
10.	WEZK/Knoxville	11.6	10.	WJIB/Boston	437,200
11.	WSRS/Worcester	11.3	11.	WLYF/Miami	423,200
11.	WWEZ/Cincinnati	11.3	12.	WSHH/Pittsburgh	389,700
13.	WLKW-AM & FM/Providence	11.1	13.	KMEZ-FM/Dallas-Ft. Worth	369,700
13.	WWBA/Tampa-St. Petersburg	11.1	14.	WLIF/Baltimore	369,500
15.	WBNS-FM/Columbus	11.0	15.	WPCH/Atlanta	369,100
16.	KSFI/Salt Lake City-Ogden	10.8	16.	KEZK/St. Louis	318,700
17.	WOOD-FM/Grand Rapids	10.6	17.	WWBA/Tampa	306,200
18.	KUMU-AM & FM/Honolulu	10.5	18.	KJQY/San Diego	295,200
19.	WHIO-FM/Dayton	10.4	19.	KOSI/Denver-Boulder	288,300
20.	KJQY/San Diego (North County book)	10.2	20.	KMEO-AM & FM/Phoenix	278,600
21.	WLIF/Baltimore	10.0	21.	WQAL/Cleveland	274,800
21.	WLQR/Toledo	10.0	22.	WDOK/Cleveland	259,700
23.	WSSP/Orlando	9.8	23.	WLKW-AM & FM/Providence	253,500
24.	WJYE/Buffalo-Niagara Falls	9.7	24.	WEZW/Milwaukee	236,600
25.	WRCH/Hartford	9.6	25.	WWEZ/Cincinnati	236,000
25.	WZEZ/Nashville	9.6			

BLACK/URBAN CONTEMPORARY

		AQH			CUME
1.	WHRK/Memphis	16.7	1.	WRKS/New York	1,508,700
2.	WWDI/Columbia, SC	15.7	2.	WBLS/New York	1,476,900
3.	WBLX/Mobile	13.9	3.	KPWR/Los Angeles (UC)	1,419,700
4.	WYLD-FM/New Orleans	13.2	4.	WQHT/New York (UC)	1,115,700
5.	WPLZ/Richmond	12.3	5.	WGCI-FM/Chicago	1,024,100
6.	WDZZ/Flint	12.0	6.	WBMX-FM/Chicago	843,800
7.	WWWZ/Charleston	11.9	7.	KJLH/Los Angeles	532,200
8.	WQDW/Coastal North Carolina	11.7	8.	KSOL/San Francisco	476,900
9.	WPEG/Charlotte-Gastonia	10.9	9.	WUSL/Philadelphia	600,300
9.	WTLC/Indianapolis	10.9	10.	WJLB/Detroit	550,800
11.	KMJQ/Houston-Galveston	9.8	11.	KMJQ/Houston	464,900
11.	WENN/Birmingham	9.8	12.	WKYS/Washington	442,100
11.	WFXC/Raleigh-Durham	9.8	13.	WHUR/Washington	401,400
11.	WXOK/Baton Rouge	9.8	14.	WDAS-FM/Philadelphia	399,800
15.	WVEE/Atlanta	9.6	15.	KKDA-FM/Dallas-Ft. Worth	392,700
16.	KQXL/Baton Rouge	8.8	16.	KDAY/Los Angeles	371,000
16.	WQUE/New Orleans (UC)	8.8	17.	WDJY/Washington	353,400
18.	WOWI/Norfolk	8.5	18.	WVEE/Atlanta	347,200
19.	KKDA-FM/Dallas	8.4	19.	WHQT/Miami (UC)	305,300
20.	WJLB/Detroit	8.1	20.	WXYV/Baltimore	282,500
21.	KOKY/Little Rock	8.0	21.	KMJM/St. Louis	223,000
21.	WKYS/Washington	8.0	22.	XHRM/San Diego	220,800
23.	WGCI-FM/Chicago	7.9	23.	WGPR/Detroit	211,000
23.	WGOK/Mobile	7.9	24.	WEDR/Miami	203,700
25.	KRNB/Memphis	7.4	25.	WAMO-FM/Pittsburgh	202,200
25.	WPAL/Charleston	7.4			

EASY LISTENING LEADERS ARE SAYING THIS ABOUT ULTRA:

BOB DARLING, Manager: Programming/
Operations, KJOI – Los Angeles

"I'm pleased that we are adding Bonneville Broadcasting System's music product to our sound. They are progressive thinkers in a format that for too long has been living in the past."

CRAIG HANSON, Vice President/
General Manager, KSFI – Salt Lake City

"We're delighted with the evolution of this outstanding product from Bonneville. It's where Easy Listening should be."

STEVE VAN OORT, Station Manager,
WJOI – Detroit

"Bonneville is quietly moving ahead, and their easy listening is now really Easy Listening."

MARK BIVIANO, General Manager,
WQAL – Cleveland

"In a market with Easy Listening competition Bonneville's ULTRA gives us the winning edge."

KEN ROGULSKI, Program Director,
KODA, Group W Radio – Houston

"Bonneville... the right people, the right product and the right position for the 1990's."

DICK TAYLOR, Vice President/General
Manager, WFPG – Atlantic City

"They're right on target! It's where Easy Listening should be today, and their custom instrumental music is the real edge for this format."

HARVEY WITTENBERG, Vice
President, WLOO – Chicago

"Their new music is smoother sounding, and listener reaction from the younger demos has been fantastic."

AL BISHOP, Operations Manager,
WZSH – Rochester, NY

"As a new client of Bonneville, I'm really impressed with their service. They are constantly doing research and updating the format to satisfy our target audience's needs."

Bonneville's ULTRA Easy Listening format provides these and many other leading stations with custom music exclusivity, a constantly researched library and great profitability.

If you're not feeling as good as these stations... contact Bonneville. Find out how to get Ultra happy!



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MARKETPLACE

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Current Issue #83 features WXRK/Howard Stern, KIIS/Hollywood Hamilton, KMEL/London & Engelman, NY CHRs WPLJ & Z100, San Diego's B100 and KLZZ, and more! 90-min. cassette, \$5.50.

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A Step-By-Step Guide For Using R&R Ratings Data

As you examine the Fall '86 R&R Ratings Report you will find that we have made a few changes, additions, deletions, and alterations. Following are some of the highlights to look for in the in-depth market breakouts:

SHARE TRENDS

All stations in the top 50 markets which earned at least a 1.0 share, and the top ten stations in markets 51-100 (all according to the Fall '86 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the Fall '85 share on the left. Results from additional surveys (summer, spring, and winter) are shown in between. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter hour share, with the #1 station listed on top.

AUDIENCE RANKINGS

The five rankings to the right of each station's format designation will help you understand a station's core strength. The first listing shows a station's Monday-Sunday (total persons 12+) cumme rank, followed by four AQH demo ranks for teens, adults 18-34, adults 18-49, and adults 25-54. At the bottom of those pages showing results for the top 50 markets you will also find more detailed breakdowns on key adult demos. Top 10 stations are listed for six different categories: men and women 18-34, 18-49, and 25-54. These rankings are again based on Monday-Sunday AQH.

TURNOVER/DAILY TIME SPENT LISTENING

The column to the immediate right of the adults 25-54 rankings in each market break-out chart demonstrates the relationship between audience turnover and daily time spent listening for each station. Again based on adults 12+, these figures examine how stations compare according to audience loyalty. Programming efforts of various stations can be easily checked by comparing these figures.

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

REP & NETWORK INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all network and representative affiliations as listed on page 3B in each Arbitron report.

BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we show — where available — 12+ average person estimates from the Fall '86 Birch quarterlies. One note: Arbitron numbers cover approximately September-December, while Birch results are for September-November.

FORMAT REACH CHART

The lower right corner for each top 50 market page shows a bar graph which compares format reach within that market. Totals are computed, by format, by adding the Fall '86 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR's shares are added together.

NEW

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	METRO RANK 12+ AQH	STATIONS	FOR.
5.5	6.1	6.9	5.5	5.8	1	WHTZ 100.3	CHR
5.5	5.6	6.2	5.1	5.1	2	WRKS 98.7	B/U
6.0	5.5	5.9	5.5	5.1	2	WPLJ 95.5	CHR
5.2	5.2	4.5	5.3	4.7	4	WOR 710	TALK
4.7	4.0	4.3	4.9	4.6	5	WBLS 107.5	B/U
4.5	4.7	4.6	4.9	4.6	5	WINS 1010	NEWS
3.4	3.5	4.3	4.4	4.5	7	WPAT-FM 93.1	B/EZ

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49
1 WBLS	1 WPLJ	1 WBLS	1 WPLJ
2 WXRK	2 WHTZ	2 WNEW-FM	2 WHTZ
3 WNEW-FM	3 WRKS	3 WXRK	3 WRKS
4 WRKS	4 WBLS	4 WHTZ	4 WLTW
5 WHTZ	5 WNEW-FM	5 WCBS-FM	5 WCBS-FM
6 WPLJ	6 WLTW	6 WRKS	6 WBLS
7 WQHT	7 WNSR	7 WPLJ	7 WNSR
8 WCBS-FM	8 WQHT	8 WLTW	8 WNEW-FM
9 WLTW	9 WCBS-FM	9 WQHT	9 WYNY
10 WNSR	10 WXRK	10 WINS	10 WQHT

Step Manual &R's Unique Data Features

DRK #1

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
3	2	2	1	1	15/70	EASTMAN		6.3
7	1	1	4	8	11/97	REPUBLIC	US 1	6.7
2	3	3	2	5	19/57	BLAIR	ABC-R	6.6
5	33	31	22	18	13/83	REPUBLIC	ABC-E	4.6
9	5	4	3	4	12/88	MCGAVREN	ABC-F	6.2
1	17	12	11	7	22/49	GROUP W	ABC-D	3.1
8	19	27	17	12	13/85	CHRISTAL		2.9

		FORMAT REACH	
Men 25-54	Women 25-54	Format	Reach
VCBS-FM	1 WLTV	AC	13.2
VBLS	2 WHTZ	AOR	6.9
VNEW-FM	3 WPLJ	BBnd	2.3
VXRR	4 WCBS-FM	Bk/Urbn	12.8
VHTZ	5 WRKS	BM/Easy	5.9
VLTV	6 WBLS	CHR	10.9
VINS	7 WINS	Clas	3.1
VPLJ	8 WNSR	Ctry	2.1
VCBS	9 WPAT-FM	Gold	4.0
VABC	10 WYNY	N/T	16.1
		Span	3.7

Network Abbreviation Key

ABC-C	ABC Contemporary
ABC-D	ABC Direction
ABC-E	ABC Entertainment
ABC-F	ABC FM
ABC-I	ABC Information
ABC-R	ABC Rock
ABC-T	ABC Talkradio
AP	Associated Press
CBS	CBS Radio
CBS-R	CBS RadioRadio
MBS	Mutual Broadcasting System
NBC	NBC Radio
NBC-S	NBC Source
NBC-T	NBC Talknet
NBN	National Black Network
SHRDN	Sheridan
TRAN	Transtar
US1	United Stations 1
US2	United Stations 2
UPI	United Press International

Reps Abbreviation Key

BLAIR	Blair Radio
CABALLERO	Caballero Spanish Media
CBS SPOT	CBS Radio Spot Sales
CHRISTAL	The Christal Company
CITIMEDIA	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
D-CLAYTON	Dora Clayton Agency, Inc.
DURPETTI	Durpetti & Associates
EASTMAN	Eastman Radio, Inc.
HNWH	Hillier, Newmark, Wechsler & Howard
J BOLTON	Jack Bolton & Associates
JC GATES	J.C. Gates & Co.
KATZ	Katz Radio
LAZAR	R.A. Lazar & Co.
MARKET 4	Market 4 Radio
MASLA	Masla Radio
MMR	Major Market Radio Sales
MCGAVREN	McGavren-Guild, Inc.
PATT MEDIA	Patt Media
P/W RADIO	P/W Radio Representatives
REPUBLIC	Republic Radio Sales
ROSLIN	Roslin Radio Sales, Inc.
SAVALLI	Savalli, Schutz & Peterson, Inc.
SCHWARTZ	Harold S. Schwartz Associates, Inc.
SELCOM	Selcom Radio
SOUTHERN	Southern Spot Sales
TORBET	Torbet Radio
UNIREP	Unirep Broadcasting Co.
W & P	Weiss & Powell, Inc.

ANAHEIM-SANTA ANA #20

FALL '85	SPRING '86	FALL '86	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
9.5	7.8	7.9	1	KIIS-AF 1150 102.7	CHR	1	3	1	1	1	17/62	MCGAVREN	
5.9	5.3	5.8	2	KROQ 106.7	AOR	3	1	2	3	18	14/78	TORBET	
4.9	4.4	5.2	3	KRTH-FM 101.1	GOLD	2	10	3	2	2	16/68	REPUBLIC	US2
3.9	5.7	5.0	4	KJOI 98.7	B/EZ	9	32	25	14	7	13/82	BLAIR	
5.9	6.1	4.7	5	KABC 790	TALK	10	35	20	16	6	14/77	KATZ	ABC-I
6.8	6.1	4.7	5	KBIG 104.3	AC	8	18	17	9	3	14/76	CBS	
3.2	4.4	4.0	7	KOST 103.5	AC	5	6	6	4	5	18/59	CHRISTAL	
1.8	3.4	3.8	8	KPWR 105.9	UC	7	2	7	8	16	18/60	HNWH	
3.6	4.3	3.6	9	KNX 1070	NEWS	4	21	22	18	10	22/49	CBS SPOT	CBS
2.1	3.5	3.5	10	KIQQ 100.3	AC	14	20	13	6	4	15/73	SELECT	TRAN
5.7	5.1	3.3	11	KLOS 95.5	AOR	6	8	4	5	8	20/53	KATZ	ABC-R
3.4	5.2	3.3	11	KMPC 710	BBND	13	26	29	27	19	16/66	DURPETTI	
1.2	0.8	2.8	13	KTNQ 1020	SPAN	25	5	11	13	14	9/121	CABALLERO	
--	--	2.6	14	KLSX 97.1	GOLD	15	14	5	7	13	17/64	MMR	
2.5	1.9	2.5	15	KFWB 980	NEWS	11	42	24	26	21	26/41	GROUP W	ABC-E
3.1	4.0	2.4	16	KMET 94.7	AOR	12	9	8	10	12	24/44	BLAIR	NBC-S
3.4	1.9	2.0	17	KNX-FM 93.1	AOR	19	31	9	11	11	18/61	CBS SPOT	CBS-R
1.4	1.3	2.0	17	KLAC 570	CTRY	21	36	23	19	15	15/73	EASTMAN	ABC-D
1.9	2.0	2.0	17	KZLA 93.9	CTRY	23	30	19	12	9	14/80		
0.7	2.2	1.7	20	KNAC 105.5	AOR	27	4	15	25	40	13/83	MASLA	
0.8	1.2	1.7	20	KLVE 107.5	SPAN	28	25	10	15	20	12/87	CABALLERO	
1.4	1.5	1.7	20	KEZY 95.9	CHR	16	7	12	17	30	27/41		
2.2	1.1	1.6	23	KFAC-FM 92.3	CLAS	18	23	27	28	23	24/45	MCGAVREN	
2.4	2.5	1.6	23	KFI 640	AC	17	24	21	24	22	26/42	CHRISTAL	MBS
1.6	1.8	1.5	25	KNOB 97.9	AC	22	29	26	21	17	20/53	MASLA	
0.7	0.7	1.3	26	KWIZ-FM 96.7	AC	20	12	18	22	26	26/42	TORBET	

ATLANTA #13

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '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
8.9	9.8	8.6	11.0	9.6	1	1	WVEE 103.3	B/U	6	2	2	2	1	11/103	MCGAVREN	US1	10.5
9.0	10.5	9.2	9.6	8.7	2	2	WKLS-FM 96.1	AOR	5	3	1	1	3	12/93	MASLA	ABC-R	13.6
7.4	9.5	9.2	7.9	8.3	3	3	WPCH 94.9	B/EZ	4	15	11	9	5	13/84	KATZ		6.7
6.7	5.5	5.7	6.6	7.9	4	4	WSB 750	AC	1	13	12	10	7	16/67	CHRISTAL	ABC-E	4.1
9.8	8.5	6.1	7.2	7.8	5	5	WZGC 92.9	CHR	2	1	4	6	10	15/71	HNWH	ABC-C	9.8
8.9	7.0	9.1	7.5	6.7	6	6	WQXI-FM 94.1	CHR	3	9	3	3	2	17/63	BLAIR		5.9
6.6	6.2	5.3	5.8	6.7	6	6	WKHX 101.5	CTRY	9	7	9	4	4	12/94	SELECT		5.1
4.9	4.6	6.1	4.3	5.9	8	8	WYAY 106.7	CTRY	10	8	6	5	6	12/89	REPUBLIC		8.4
4.9	5.4	5.3	5.9	5.2	9	9	WSB-FM 98.5	AC	7	6	5	7	9	18/61	CHRISTAL		4.6
4.1	3.6	5.6	4.1	4.3	10	10	WFOX 97.1	AC	8	10	7	8	8	18/60	MMR		4.4
1.1	2.0	2.4	2.0	3.6	11	11	WEKS-AF 1080 104.1	B/U	13	4	8	11	12	14/76	DURPETTI		4.0
3.0	3.0	4.1	2.9	2.7	12	12	WAOK 1380	B/U	14	11	13	13	11	13/87	MCGAVREN	NBC	1.7
2.6	3.1	1.7	3.4	2.6	13	13	WGST 920	N/T	12	18	14	14	14	21/52	KATZ	CBS	2.8
3.2	2.4	3.9	4.0	2.5	14	14	WARM 99.7	CHR	11	5	10	12	13	24/45	EASTMAN		3.4
2.1	1.2	1.2	1.0	1.3	15	15	WPLO 590	CTRY	16	20	17	15	15	16/68	SELECT		1.3
1.5	1.4	0.9	0.9	1.0	16	16	WCNN 680	NEWS	15	19	21	19	20	24/46	HNWH	US2	.6

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKLS	1 WVEE	1 WKLS	1 WVEE	1 WKLS	1 WVEE
2 WVEE	2 WQXI-FM	2 WVEE	2 WQXI-FM	2 WVEE	2 WQXI-FM
3 WQXI-FM	3 WSB-FM	3 WYAY	3 WSB-FM	3 WQXI-FM	3 WPCH
4 WYAY	4 WZGC	4 WQXI-FM	4 WZGC	4 WYAY	4 WKHX
5 WZGC	5 WKLS	5 WKHX	5 WKHX	5 WSB	5 WSB-FM
6 WARM	6 WFOX	6 WSB	6 WFOX	6 WKHX	6 WFOX
7 WKHX	7 WEKS	7 WPCH	7 WYAY	7 WPCH	7 WYAY
8 WEKS	8 WYAY	8 WZGC	8 WKLS	8 WFOX	8 WZGC
9 WFOX	9 WKHX	9 WFOX	9 WPCH	9 WZGC	9 WSB
10 WSB	10 WARM	10 WEKS	10 WEKS	10 WSB-FM	10 WKLS

AC	17.4
AOR	8.7
Blk/Urban	15.9
BM/Easy	8.3
CHR	17.0
Ctry	13.9
N/T	3.6

BALTIMORE #16

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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+ BRCH SHARE
8.7	10.0	10.2	8.8	10.0	1	WLIF 101.9	B/EZ	3	17	14	4	1	11/102	CHRISTAL		7.3
7.5	10.5	6.9	9.1	8.6	2	WBAL 1090	N/T	1	14	17	11	6	13/85	HNWH	ABC-E	8.5
6.8	6.6	7.7	8.7	7.2	3	WXYV 102.7	B/U	4	2	1	1	3	11/96	MCGAVREN	NBC-S	10.2
6.7	6.0	7.3	6.7	7.2	3	WBSB 104.3	CHR	2	1	2	2	4	15/72	TORBET	ABC-C	8.0
5.6	7.7	6.6	5.8	5.7	5	WPOC 93.1	CTRY	6	16	9	6	2	13/81	EASTMAN	ABC-D	6.4
5.6	5.6	6.4	6.1	4.7	6	WIYY 97.9	AOR	7	3	3	3	8	16/70	HNWH	ABC-R	8.7
--	--	--	--	4.4	7	WWMX 106.5	AC	5	5	4	5	10	18/60	KATZ		3.9
4.1	2.8	4.6	4.4	3.3	8	WFBR 1300	AC	9	18	20	15	13	18/61	REPUBLIC	CBS	2.0
3.2	3.6	2.8	2.8	3.3	8	WYST-FM 92.3	AC	8	10	7	7	5	18/61	MMR	US1	2.8
3.5	3.6	2.8	2.7	3.1	10	WWIN-FM 95.9	B/U	11	7	8	8	9	15/71	MMR		2.6
3.0	2.6	2.6	3.0	3.0	11	WITH 1230	BBND	16	21	31	33	26	12/90	GROSKIN	MBS	1.5
4.4	3.2	3.3	2.4	2.9	12	WCAO 600	CTRY	13	33	19	17	11	15/74	MCGAVREN	NBC	2.1
2.6	1.9	2.9	1.9	2.7	13	WQSR 105.7	GOLD	10	15	11	10	7	18/60	BLAIR	CBS	1.9
2.5	2.5	2.4	3.2	2.7	13	WWDC-FM 101.1	AOR	12	9	5	9	12	17/63	CHRISTAL	US1	4.6
3.1	3.3	2.9	2.8	2.5	15	WBGR 860	REL	22	23	22	18	14	8/129	ROSLIN	UPI	1.3
2.2	1.8	2.3	2.0	2.3	16	WEBB 1360	B/U	15	4	12	16	16	17/65	CITIMEDIA	SBN	1.5
2.1	1.6	2.1	1.7	1.9	17	WWIN 1400	B/U	14	8	10	13	19	21/52	MMR	NBN	2.3
1.1	1.3	1.2	1.7	1.9	17	WGRX 100.7	GOLD	18	13	6	12	18	16/69	SELECT	ABC-F	2.3
1.5	1.9	2.0	2.3	1.4	19	WHUR 96.3	B/U	19	19	13	14	15	20/54	DURPETTI		2.9
1.5	1.4	1.4	1.4	1.3	20	WCBM 680	AC	20	28	23	19	17	20/54	KATZ	UPI	1.2
0.7	0.8	1.3	0.8	1.3	20	WRBS 95.1	REL	23	26	24	25	24	14/79			1.3
1.2	1.3	0.8	1.8	1.2	22	WRQX 107.3	CHR	17	6	18	22	27	25/43	BLAIR	ABC-C	1.9
1.4	1.1	1.1	0.8	1.1	23	WTOP 1500	NEWS	21	25	30	24	22	23/47	HNWH	CBS	.7

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	AC	12.3
2 WXYV	2 WXYV	2 WXYV	2 WXYV	2 WXYV	2 WBSB	AOR	7.4
3 WWDC-FM	3 WWMX	3 WBSB	3 WLIF	3 WLIF	3 WPOC	BBnd	3.0
4 WBSB	4 WIYY	4 WWDC-FM	4 WPOC	4 WIYY	4 WXYV	Blk/Urbn	15.9
5 WWMX	5 WYST-FM	5 WWMX	5 WWMX	5 WBSB	5 WYST-FM	BM/Easy	10.0
6 WGRX	6 WPOC	6 WLIF	6 WYST-FM	6 WYST-FM	6 WBAL	CHR	8.4
7 WWIN-FM	7 WWIN-FM	7 WPOC	7 WWIN-FM	7 WBAL	7 WQSR	Ctry	8.6
8 WYST-FM	8 WGRX	8 WYST-FM	8 WQSR	8 WWDC-FM	8 WBGR	Gold	4.6
9 WPOC	9 WQSR	9 WWIN-FM	9 WIYY	9 WWIN-FM	9 WWMX	N/T	9.7
10 WWIN	10 WWIN	10 WBAL	10 WBAL	10 WWMX	10 WWIN-FM	Rel	3.8

BIRMINGHAM #47

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
16.1	15.3	18.5	17.1	1	WZZK-AF 610 104.7	CTRY	1	5	3	2	1	12/94	KATZ		19.8
14.0	11.3	13.7	15.5	2	WAPI-FM 94.5	CHR	2	1	1	1	3	12/90	CHRISTAL	ABC-C	17.5
10.6	13.1	12.2	9.8	3	WENN 107.7	B/U	4	3	2	3	4	11/98	SELECT	NBN	13.4
9.0	11.9	7.2	7.3	4	WMJJ 96.5	AC	5	6	4	4	2	14/77	BLAIR		7.6
5.4	8.3	6.5	7.2	5	WKXX 106.9	CHR	3	2	5	5	6	20/54	MCGAVREN	ABC-D	7.3
3.9	3.3	4.9	5.5	6	WAGG 1320	REL	10	8	9	8	8	9/118	SELECT	NBN	1.2
3.7	4.4	4.3	5.4	7	WERC 960	N/T	6	10	13	12	9	15/73	MCGAVREN		5.8
7.6	6.2	4.8	4.8	8	WATV 900	B/U	8	4	7	7	7	13/81	W&P		7.1
5.8	5.0	4.3	4.6	9	WAPI 1070	BBND	9	18	15	13	13	13/83	CHRISTAL	NBC	3.0
4.3	2.7	3.6	4.1	10	WLTB 99.5	AC	7	9	6	6	5	16/68	EASTMAN		1.7
4.8	3.0	2.7	2.4	11	WJLD 1400	B/U	13	7	8	10	12	19/58	MASLA	MBS	1.5
1.9	2.2	2.2	2.3	12	WDJC 93.7	REL	12	14	10	11	11	21/51	CRAWFORD		2.8
2.1	2.0	1.9	2.1	13	WVOK 690	GOLD	11	11	11	9	10	24/45	EASTMAN	CBS	2.1
0.7	0.4	1.0	1.0	14	WYDE 850	CC	15	12	12	14	15	22/49			.8

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 WAPI-FM	1 WAPI-FM	1 WAPI-FM	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM	AC	11.4
2 WENN	2 WENN	2 WZZK-FM	2 WAPI-FM	2 WAPI-FM	2 WMJJ	BBnd	4.6
3 WZZK-FM	3 WZZK-FM	3 WENN	3 WMJJ	3 WMJJ	3 WAPI-FM	Blk/Urbn	17.0
4 WKXX	4 WMJJ	4 WMJJ	4 WENN	4 WENN	4 WENN	CC	1.0
5 WMJJ	5 WKXX	5 WKXX	5 WKXX	5 WLTB	5 WAGG	CHR	22.7
6 WLTB	6 WATV	6 WLTB	6 WLTB	6 WKXX	6 WLTB	Ctry	17.1
7 WATV	7 WLTB	7 WVOK	7 WATV	7 WVOK	7 WATV	Gold	2.1
8 WVOK	8 WAGG	8 WERC	8 WAGG	8 WERC	8 WKXX	N/T	5.4
9 WJLD	9 WJLD	9 WATV	9 WDJC	9 WJLD	9 WDJC	Rel	7.8
10 WDJC	10 WDJC	10 WJLD	10 WJLD	10 WATV	10 WAPI		

BOSTON #7

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
8.6	6.7	9.2	8.2	8.4	1	WBZ 1030	AC	2	17	10	3	2	12/91	GROUP W	ABC-I	7.6
5.0	6.4	6.7	8.5	8.0	2	WXKS-FM 107.9	CHR	1	1	2	2	3	14/76	MMR		10.8
7.4	6.8	7.7	7.6	7.1	3	WBCN 104.1	AOR	4	4	1	1	1	13/80	TORBET		10.7
6.2	7.0	5.3	6.8	6.8	4	WJIB 98.9	B/EZ	7	19	18	11	8	11/96	MCGAVREN		5.5
6.4	5.6	6.9	5.1	6.0	5	WHDH 850	AC	5	11	13	8	5	13/81	BLAIR		4.8
5.2	7.6	6.0	6.8	5.6	6	WRKO 690	N/T	6	16	16	15	13	14/76	REPUBLIC	MBS	5.4
4.1	4.2	4.7	4.1	4.8	7	WSSH 99.5	AC	9	13	9	6	4	14/76	HNWH		2.9
5.0	4.5	3.9	4.3	4.5	8	WEEI 590	NEWS	3	15	12	13	12	22/49	CBS SPOT	CBS	4.5
4.4	3.3	3.3	4.3	3.8	9	WROR 98.5	AC	8	6	7	5	6	19/57	REPUBLIC	US1	3.4
2.7	2.6	2.4	2.1	3.5	10	WZOU 94.5	CHR	11	2	5	12	17	17/63	BLAIR		3.2
3.1	5.0	4.1	4.6	3.4	11	WZLX 100.7	GOLD	12	9	3	4	10	17/63	CHRISTAL		4.2
2.4	2.5	3.0	3.2	3.2	12	WMJX 106.7	AC	10	14	4	7	11	20/53	EASTMAN		3.5
3.3	3.0	2.9	2.6	2.9	13	WVBF 105.7	AC	14	12	8	9	7	15/72	MCGAVREN		2.8
2.9	2.6	2.8	2.4	2.8	14	WBOS 102.9	CTRY	16	23	11	10	9	12/91	DURPETTI	ABC-D	2.5
2.4	3.3	2.2	3.0	2.4	15	WAAF 107.3	AOR	13	3	6	14	19	19/57	KATZ		4.0
1.1	1.7	1.2	1.4	1.9	16	WCRB 102.5	CLAS	15	22	20	19	14	18/59	DONOFRIO		1.8
2.1	1.7	1.7	1.1	1.7	17	WXKS 1430	BBND	18	25	23	23	21	12/91	MMR		1.4
2.5	2.1	2.0	1.6	1.4	18	WILD 1090	B/U	21	5	14	17	18	12/93		SBN	2.9
1.0	0.4	1.2	0.8	1.3	19	WMEX 1150	GOLD	20	20	22	16	15	14/78	EASTMAN	ABC-E	1.7

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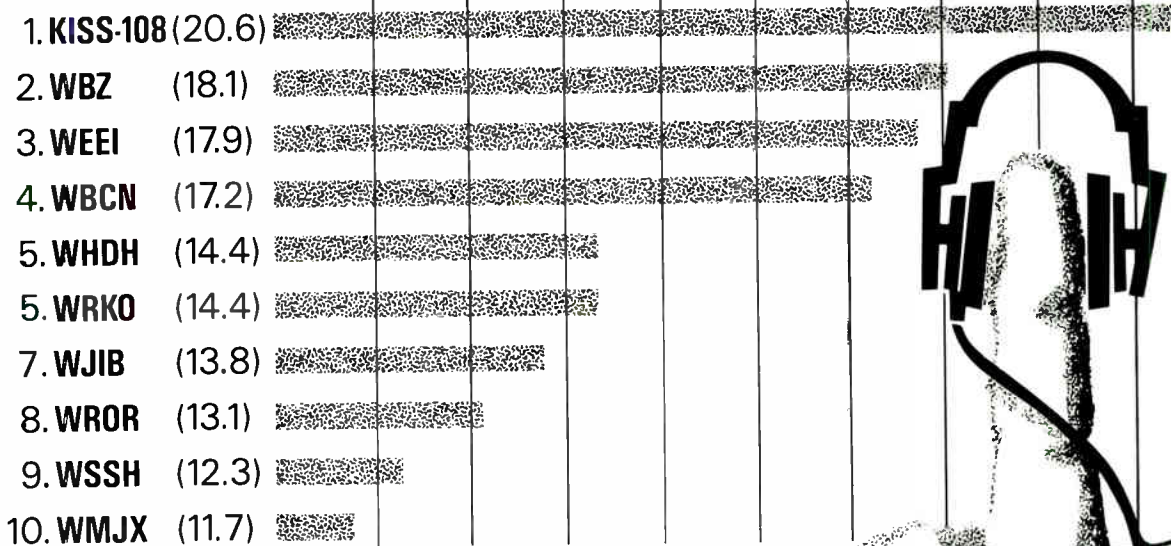
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ANAHEIM-SANTA ANA #20

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FALL '85	SPRING '86	FALL '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
1.0	1.1	1.2	27	KUTE 101.9	AA	24	39	16	20	24	22/50	DURPETTI	
1.0	0.7	1.1	28	KYMS 106.3	CC	30	15	14	23	29	16/66	RADIO WEST	
1.6	1.7	1.0	29	KIKF 94.3	CTRY	31	28	33	30	27	18/61		

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 KROQ	1 KIIS-AF	1 KIIS-AF	1 KIIS-AF	1 KRTH-FM	1 KIIS-AF	A/A	1.2
2 KRTH-FM	2 KOST	2 KRTH-FM	2 KOST	2 KIIS-AF	2 KRTH-FM	AC	16.6
3 KIIS-AF	3 KLOS	3 KROQ	3 KRTH-FM	3 KABC	3 KOST	AOR	15.2
4 KLSX	4 KRTH-FM	4 KLSX	4 KIQQ	4 KLSX	4 KBIG	BBnd	3.3
5 KLOS	5 KROQ	5 KLOS	5 KBIG	5 KNX	5 KIQQ	Blk/Urbn	3.8
6 KPWR	6 KNX-FM	6 KPWR	6 KLOS	6 KBIG	6 KNX-FM	BM/Easy	5.0
7 KMET	7 KPWR	7 KMET	7 KROQ	7 KZLA	7 KNOB	CC	1.1
8 KNAC	8 KIQQ	8 KABC	8 KNX-FM	8 KMET	8 KTNQ	CHR	9.6
9 KLVE	9 KLSX	9 KZLA	9 KTNQ	9 KJOI	9 KLOS	Clas	1.6
10 KTNQ	10 KEZY	10 KIQQ	10 KPWR	10 KPWR	10 KJOI	Ctry	5.0
						Gold	7.8
						N/T	10.8
						Span	4.5

BOSTON #7

Continued from Page 100

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WBZ	AC	29.1
2 WXKS-FM	2 WBCN	2 WXKS-FM	2 WBZ	2 WZLX	2 WXKS-FM	AOR	9.5
3 WZLX	3 WMJX	3 WZLX	3 WSSH	3 WBOS	3 WSSH	BBnd	1.7
4 WAAF	4 WVBF	4 WHDH	4 WMJX	4 WHDH	4 WHDH	Blk/Urbn	1.4
5 WZOU	5 WROR	5 WBOS	5 WROR	5 WBZ	5 WJIB	BM/Easy	6.8
6 WBOS	6 WZLX	6 WBZ	6 WVBF	6 WXKS-FM	6 WVBF	CHR	11.5
7 WROR	7 WSSH	7 WROR	7 WBCN	7 WROR	7 WROR	Clas	1.9
8 WMJX	8 WZOU	8 WAAF	8 WJIB	8 WEEI	8 WMJX	Ctry	2.8
9 WVBF	9 WAAF	9 WEEI	9 WHDH	9 WSSH	9 WRKO	Gold	4.7
10 WEEI	10 WBZ	10 WSSH	10 WZLX	10 WVBF	10 WBCN	N/T	10.1

BUFFALO-NIAGARA FALLS #35

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
13.3	6.6	7.6	11.9	1	1	WBEN 930	AC	1	7	9	6	3	16/70	EASTMAN	NBC	7.1
10.6	10.0	10.2	9.7	2		WJYE 96.1	B/EZ	2	12	12	10	4	12/93	CHRISTAL		8.8
5.9	4.8	4.1	7.0	3		WHTT-FM 104.1	GOLD	4	6	1	1	2	15/70	MMR		6.6
4.5	6.1	5.4	6.6	4		WBLK 93.7	B/U	14	4	2	3	6	9/123	SELECT	CBS-R	7.4
6.6	10.8	9.7	6.3	5		WBUF 92.9	AC	9	10	4	2	1	14/75	MCGAVREN		7.3
7.3	7.3	8.2	6.2	6		WYRK 106.5	CTRY	10	13	8	5	5	12/91	MCGAVREN		5.1
4.9	5.7	5.9	5.2	7		WECK 1230	BBND	13	22	20	14	14	11/98	W&P	ABC-I	5.3
3.7	3.8	3.0	5.2	7		WKSE 98.5	CHR	8	1	7	13	13	18/61	HNWH		4.9
4.9	5.4	4.1	5.1	9		WGR 550	AC	7	14	11	9	7	18/59	KATZ	ABC-E	5.3
4.7	5.6	5.1	4.8	10		WBEN-FM 102.5	CHR	3	2	6	7	11	23/47	EASTMAN	ABC-C	6.0
6.5	6.4	5.8	4.6	11		WPHD-FM 103.3	CHR	5	3	5	8	10	21/52	CBS SPOT	CBS-R	5.7
6.0	4.3	3.2	4.3	12		WWKB 1520	GOLD	6	16	10	11	8	22/49	HNWH	ABC-D	3.0
1.3	1.7	7.4	4.1	13		WBYR 107.7	AOR	12	5	3	4	12	15/72	TORBET		8.0
2.4	3.8	4.2	3.6	14		WRLT 96.9	AC	11	17	13	12	9	18/59	KATZ	NBC-S	2.8
2.4	1.1	0.5	1.4	15		WDCX 99.5	REL	15	19	16	16	15	16/69			1.5
0.8	0.8	0.5	1.0	16		CFNY 102.1	AOR	19	8	14	15	16	12/87			.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHTT-FM	1 WBLK	1 WHTT-FM	1 WBUF	1 WHTT-FM	1 WBUF
2 WBYR	2 WHTT-FM	2 WBYR	2 WBLK	2 WBEN	2 WJYE
3 WPHD-FM	3 WBUF	3 WBEN	3 WHTT-FM	3 WYRK	3 WRLT
4 WBLK	4 WKSE	4 WBUF	4 WRLT	4 WBUF	4 WBLK
5 WBUF	5 WBEN-FM	5 WPHD-FM	5 WKSE	5 WGR	5 WHTT-FM
6 WBEN-FM	6 WPHD-FM	6 WYRK	6 WJYE	6 WBLK	6 WGR
7 WBEN	7 WBYR	7 WBLK	7 WBEN-FM	7 WWKB	7 WBEN
8 WGR	8 WYRK	8 WGR	8 WYRK	8 WPHD-FM	8 WYRK
9 WYRK	9 WRLT	9 WBEN-FM	9 WGR	9 WBYR	9 WWKB
10 CFNY	10 WWKB	10 WWKB	10 WPHD-FM	10 WJYE	10 WBEN-FM

FORMAT REACH

AC	26.9
AOR	5.1
BBnd	5.2
Bik/Urbn	6.6
BM/Easy	9.7
CHR	14.6
Ctry	6.2
Gold	11.3
Rel	1.4

CHARLOTTE-GASTONIA-ROCK HILL #41

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
13.1	12.4	9.7	13.6	1	WSOC-FM 103.7	CTRY	1	8	6	1	1	12/94	CHRISTAL	MBS	11.1
12.1	10.7	10.8	10.9	2	WPEG 97.9	B/U	2	2	1	2	4	10/104	HNWH	CBS-R	15.1
7.3	9.1	8.4	9.0	3	WLVK 96.9	CTRY	8	3	5	5	3	10/114	HNWH		10.1
9.9	9.2	9.3	8.9	4	WEZC 104.7	AC	4	9	3	3	2	12/87	MMR		7.2
9.8	9.0	9.3	7.9	5	WROQ 95.1	CHR	3	1	4	6	9	14/76	EASTMAN	US1	11.2
4.1	5.5	6.4	7.4	6	WRFX 99.7	AOR	7	4	2	4	6	12/93	MCGAVREN		10.2
7.2	7.2	7.7	7.3	7	WBT 1110	AC	5	14	8	8	7	14/76	BLAIR	ABC-I	6.3
6.0	4.7	4.3	6.0	8	WZXI 101.9	B/EZ	9	12	9	7	5	11/103	REPUBLIC		1.1
6.4	5.1	6.1	4.0	9	WBCY 107.9	CHR	6	5	7	9	8	24/46	BLAIR	ABC-F	7.5
1.7	0.7	1.4	1.8	10	WQCC 1540	REL	16	21	16	17	13	8/141	SAVALLI		.5
1.9	1.6	2.0	1.5	11	WGIV 1600	B/U	10	11	10	12	10	18/60	HNWH	NBN	1.1
1.0	1.5	0.5	1.3	12	WRDX 106.5	AC	11	16	14	10	11	19/58	SOUTHERN		.6
0.6	0.8	0.9	1.2	13	WAES 610	GOLD	14	13	15	13	12	14/80	CHRISTAL	US1	1.2
0.6	0.6	--	1.2	13	WFGW WMIT 1010 106.9	REL	15	15	21	18	14	12/89		ABC-I	1.1
1.0	1.0	0.9	1.1	15	WLON 1050	CTRY	20	20	17	15	17	9/123	SOUTHERN		.5

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WRFX	1 WPEG	1 WRFX	1 WEZC	1 WSOC-FM	1 WEZC	AC	17.5
2 WPEG	2 WEZC	2 WSOC-FM	2 WSOC-FM	2 WRFX	2 WSOC-FM	AOR	7.4
3 WROQ	3 WLVK	3 WPEG	3 WPEG	3 WEZC	3 WLVK	Blk/Urbn	12.4
4 WSOC-FM	4 WBCY	4 WEZC	4 WLVK	4 WLVK	4 WPEG	BM/Easy	6.0
5 WLVK	5 WSOC-FM	5 WROQ	5 WZXI	5 WZXI	5 WZXI	CHR	11.9
6 WBCY	6 WROQ	6 WLVK	6 WBCY	6 WBT	6 WBT	Ctry	23.7
7 WEZC	7 WRFX	7 WBT	7 WRFX	7 WPEG	7 WBCY	Gold	1.2
8 WBT	8 WZXI	8 WBCY	8 WBT	8 WBCY	8 WRFX	Rel	3.0
9 WKRR	9 WBT	9 WZXI	9 WROQ	9 WROQ	9 WROQ		
10 WXRC	10 WWDM	10 WRDX	10 WWDM	10 WGIV	10 WWDM		

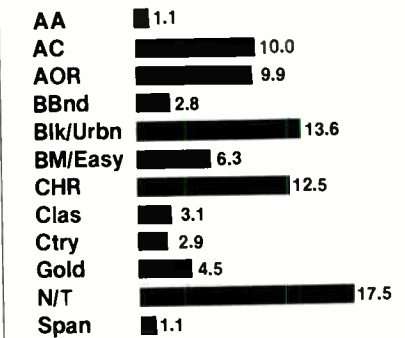
CHICAGO #3

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
8.0	9.7	11.4	10.1	9.3	1	1	WGN 720	TALK	1	15	15	4	2	13/81	CHRISTAL	ABC-I	10.3
5.3	6.4	7.2	8.4	7.9	2	2	WGCI-FM 107.5	B/U	3	2	1	1	1	11/96	MCGAVREN		10.7
5.2	5.8	5.5	5.6	6.3	3	3	WLOO 100.3	B/EZ	6	23	18	8	4	11/100	KATZ	ABC-E	3.4
4.5	6.1	5.7	5.6	5.5	4	4	WBBM 780	NEWS	2	27	19	16	8	19/57	CBS SPOT	CBS	6.1
4.0	4.7	4.6	5.6	4.6	5	5	WLUP 97.9	AOR	7	8	2	2	3	15/74	MMR		5.7
6.4	5.6	5.3	5.9	4.5	6	6	WBMX-FM 102.7	B/U	5	4	3	3	13	16/67	DURPETTI	ABC-F	6.3
3.7	3.3	3.2	3.3	4.2	7	7	WBBM-FM 96.3	CHR	4	1	6	12	15	20/55	CBS SPOT	CBS-R	5.0
3.4	3.5	3.9	3.6	4.0	8	8	WLAK 93.9	AC	8	18	11	6	6	16/70	CHRISTAL		3.0
3.3	3.2	3.6	3.0	3.7	9	9	WCLR 101.9	AC	11	11	7	7	7	15/71	MCGAVREN		2.6
3.2	3.4	3.0	2.6	3.3	10	10	WJMK 104.3	GOLD	14	13	8	5	5	15/72	MMR	US2	1.8
4.1	2.7	2.4	2.6	3.0	11	11	WLS 890	CHR	9	9	13	9	9	20/54	BLAIR	ABC-C	2.7
3.3	2.7	2.9	2.6	2.9	12	12	WUSN 99.5	CTRY	15	16	14	13	10	14/79	TORBET	ABC-D	2.8
3.2	3.1	2.9	2.5	2.8	13	13	WJJD 1180	BBND	18	29	32	31	27	13/84	MMR		1.9
2.0	2.2	2.0	2.5	2.7	14	14	WYTZ 94.7	CHR	12	3	10	15	17	20/55	BLAIR	ABC-R	3.6
3.2	3.3	3.3	3.4	2.6	15	15	WKQX 101.1	CHR	10	7	5	10	12	22/49	EASTMAN	NBC-S	4.0
3.1	2.0	3.1	2.6	2.3	16	16	WFYR 103.5	AC	13	10	12	14	14	23/48	REPUBLIC	US1	2.6
2.6	2.8	3.1	2.9	2.3	16	16	WXRT 93.1	AOR	16	19	4	11	11	17/65	SELECT		3.9
1.9	2.2	2.2	2.0	1.9	18	18	WCKG 105.9	AOR	19	6	9	17	18	18/60	KATZ		3.9
1.5	1.7	1.7	1.4	1.9	18	18	WFMT 98.7	CLAS	20	31	23	20	19	16/68	CMBS		1.9
2.6	2.5	2.6	1.8	1.6	20	20	WMAQ 870	TALK	17	26	30	25	20	23/47	EASTMAN	NBC	1.6
0.8	0.8	1.2	1.0	1.4	21	21	WNIB 97.1	CLAS	22	28	28	27	24	19/58			1.0
1.6	1.5	1.3	1.6	1.2	22	22	WVON 1450	B/U	29	22	26	26	22	10/108			.4
1.6	1.2	1.2	1.5	1.2	22	22	WRXR 95.5	GOLD	21	12	16	19	26	25/44	TORBET		1.6
3.2	1.0	0.3	0.6	1.1	24	24	WIND 580	TALK	31	14	21	22	23	9/120	KATZ		.3
--	0.7	0.8	0.9	1.1	24	24	WLNR 106.3	AA	25	21	20	18	16	15/72			--
1.9	1.3	1.3	1.2	1.1	24	24	WOJO 105.1	SPAN	28	20	22	21	21	12/92	CABALLERO		.3
--	0.3	--	--	1.1	24	24	WZRC 106.7	AOR	26	5	17	23	31	13/82	GROSKIN		1.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WLUP	1 WGCI-FM	1 WLUP	1 WGCI-FM	1 WLUP	1 WGCI-FM
2 WGCI-FM	2 WBMX-FM	2 WGCI-FM	2 WBMX-FM	2 WGN	2 WLOO
3 WBMX-FM	3 WBBM-FM	3 WGN	3 WCLR	3 WGCI-FM	3 WGN
4 WXRT	4 WCLR	4 WJMK	4 WLAK	4 WJMK	4 WLAK
5 WJMK	5 WKQX	5 WBMX-FM	5 WLOO	5 WLOO	5 WCLR
6 WCKG	6 WLUP	6 WXRT	6 WBBM-FM	6 WBBM	6 WJMK
7 WKQX	7 WYTZ	7 WLS	7 WKQX	7 WLS	7 WUSN
8 WLS	8 WLAK	8 WLAK	8 WFYR	8 WXRT	8 WFYR
9 WZRC	9 WXRT	9 WCKG	9 WJMK	9 WLAK	9 WBMX-FM
10 WBBM-FM	10 WFYR	10 WBBM	10 WGN	10 WUSN	10 WKQX



CINCINNATI #30

FALL '85	SPRING '86	SUMMER '86	FALL '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
10.5	8.8	10.1	11.3	1	WWEZ 92.5	B/EZ	5	13	11	9	2	12/93	CBS SPOT		7.6
8.2	11.1	9.8	10.8	2	WEBN 102.7	AOR	3	2	1	1	1	13/86	EASTMAN		16.4
11.3	9.0	9.3	9.8	3	WKRQ 101.9	CHR	1	1	2	2	6	17/65	KATZ	ABC-F	8.7
6.8	6.8	7.1	7.9	4	WKRC 550	AC	2	12	12	7	4	18/61	KATZ	ABC-E	6.0
7.8	10.7	11.7	7.4	5	WLW 700	AC	4	10	8	5	3	19/58	EASTMAN	ABC-I	8.9
7.8	9.2	6.4	6.1	6	WUBE 105.1	CTRY	11	7	7	4	5	12/88	MCGAVREN		7.0
6.6	6.5	6.6	6.1	6	WBLZ 103.5	UC	8	3	3	3	8	14/79	REPUBLIC		7.9
7.2	5.4	5.2	5.9	8	WCKY 1530	N/T	10	15	15	13	11	14/78	CBS SPOT	CBS	4.7
4.2	3.1	3.9	4.5	9	WLLT 94.9	AC	7	6	4	6	9	20/54	HNWH		3.2
6.2	3.9	4.2	4.1	10	WRRM 98.5	AC	6	8	5	8	7	24/45	BLAIR		4.4
3.4	4.4	4.5	3.9	11	WWNK-AF 1360 94.1	AC	9	4	6	10	10	21/51	MMR		4.1
2.6	2.5	2.2	3.1	12	WCIN 1480	B/U	12	5	10	12	13	13/82	W&P	SBN	2.8
2.9	3.8	3.0	2.6	13	WBVE 96.5	CTRY	13	9	9	11	12	15/70	EASTMAN	ABC-R	3.8
0.3	1.0	1.4	1.3	14	WJOJ 107.1	AC	14	14	14	15	14	25/43	MASLA		.8
1.6	2.0	1.9	1.2	15	WDJO 1230	GOLD	15	17	13	14	15	17/64	MCGAVREN	US2	1.1
--	0.5	0.6	1.2	15	WNOP 740	JAZZ	19	23	16	16	16	9/116			.2
0.8	--	1.2	1.0	17	WHIO-FM 99.1	B/EZ	16	20	18	17	17	15/71	CHRISTAL		.5

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 WKRQ	1 WEBN	1 WKRQ	1 WEBN	1 WWEZ	AC 29.1
2 WKRQ	2 WEBN	2 WLW	2 WEBN	2 WLW	2 WKRQ	AOR 10.8
3 WLLT	3 WBLZ	3 WKRQ	3 WBLZ	3 WKRC	3 WKRC	Blk/Urbn 9.2
4 WBLZ	4 WLLT	4 WUBE	4 WWEZ	4 WWEZ	4 WUBE	BM/Easy 12.3
5 WLW	5 WRRM	5 WLLT	5 WUBE	5 WUBE	5 WEBN	CHR 9.8
6 WUBE	6 WWNK-AF	6 WBLZ	6 WLLT	6 WKRQ	6 WLW	Ctry 8.7
7 WRRM	7 WUBE	7 WKRC	7 WRRM	7 WRRM	7 WRRM	Gold 1.2
8 WBVE	8 WWEZ	8 WRRM	8 WWNK-AF	8 WBLZ	8 WLLT	Jazz 1.2
9 WKRC	9 WCIN	9 WKRQ	9 WKRQ	9 WLLT	9 WBLZ	N/T 5.9
10 WWNK-AF	10 WBVE	10 WBVE	10 WLW	10 WBVE	10 WWNK-AF	

CLEVELAND #21

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
14.5	13.9	13.2	13.5	15.7	1	WMMS 100.7	CHR	1	1	1	1	1	11/98	KATZ	NBC-S	17.7
8.2	8.6	7.1	8.2	7.8	2	WQAL 104.1	B/EZ	6	14	10	7	5	12/94	CHRISTAL		6.3
5.2	5.5	6.7	6.3	7.1	3	WLTF 106.5	AC	4	6	2	2	2	15/74	CHRISTAL	AP	6.2
5.5	4.8	4.9	6.9	5.8	4	WWWE 1100	N/T	2	9	11	9	7	19/56	MCGAVREN	ABC-I	5.3
6.8	7.7	7.0	7.8	5.8	4	WMJI 105.7	AC	3	8	3	3	3	19/58	EASTMAN		5.3
5.1	4.2	4.8	4.9	5.6	6	WZAK 93.1	B/U	9	3	4	4	6	11/95	DURPETTI	CBS-R	7.8
6.7	7.4	6.5	5.9	5.3	7	WDOK 102.1	B/EZ	7	13	15	10	9	16/67	MCGAVREN		8.2
4.2	4.4	4.8	4.6	5.0	8	WGAR-AF 1220 99.5	CTRY	8	10	8	5	4	12/90	HNWH	ABC-E	2.8
--	--	--	--	4.3	9	WNCX 98.5	CHR	5	2	5	6	8	23/47	TORBET	ABC-F	4.1
6.5	5.5	4.5	4.2	3.7	10	WBBG 1260	BBND	13	18	27	25	23	11/102	EASTMAN		3.5
4.3	4.8	4.8	3.5	3.5	11	WDMT 107.9	U/C	12	5	6	8	10	16/70	REPUBLIC	US 1	5.2
4.5	4.9	3.8	3.5	3.1	12	WERE 1300	N/T	11	26	20	17	13	19/57	TORBET	CBS	3.1
2.0	2.0	2.1	2.5	2.7	13	WRQC 92.3	CHR	10	4	9	11	17	22/49	MMR	ABC-R	3.2
2.1	2.3	1.3	1.6	1.9	14	WCLV 95.5	CLAS	18	20	18	15	14	14/78	CMBS		2.6
1.4	1.5	1.9	1.8	1.8	15	WONE-FM 97.5	AOR	19	15	7	12	11	14/76	MCGAVREN		2.2
1.8	1.9	1.9	1.1	1.6	16	WHK 1420	GOLD	14	16	12	13	12	23/47	KATZ	NBC	2.0
1.1	2.0	2.0	1.5	1.6	16	WJMO 1490	B/U	16	12	14	16	15	19/58	MMR	SBN	1.0
2.0	1.9	1.9	1.8	1.4	18	WRMR 850	B/EZ	17	17	19	18	16	19/58	CHRISTAL	AP	1.6
1.1	0.7	0.6	0.5	1.2	19	WKDD 96.5	CHR	15	7	13	14	18	28/39	KATZ		.6
0.8	0.7	0.8	1.0	1.1	20	WGAR 1220	AC	20	21	22	22	21	21/51	HNWH	ABC-E	.4
2.6	1.7	1.4	1.4	1.1	20	WABQ 1540	REL	22	28	21	20	19	14/77		SBN	1.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.0
1 WMMS	1 WMMS	1 WMMS	1 WMMS	1 WMMS	1 WLTF	AOR	1.8
2 WLTF	2 WLTF	2 WLTF	2 WLTF	2 WLTF	2 WMMS	BBnd	3.7
3 WMJI	3 WZAK	3 WMJI	3 WMJI	3 WMJI	3 WMJI	Blk/Urbn	10.7
4 WONE-FM	4 WMJI	4 WWWE	4 WZAK	4 WWWE	4 WQAL	BM/Easy	14.5
5 WZAK	5 WNCX	5 WZAK	5 WQAL	5 WNCX	5 WZAK	CHR	23.9
6 WNCX	6 WRQC	6 WNCX	6 WNCX	6 WQAL	6 WGAR-AF	Clas	1.9
7 WDMT	7 WQAL	7 WGAR-AF	7 WDMT	7 WGAR-AF	7 WNCX	Ctry	5.0
8 WGAR-AF	8 WDMT	8 WONE-FM	8 WGAR-AF	8 WZAK	8 WDMT	Gold	1.6
9 WWWE	9 WGAR-AF	9 WDMT	9 WRQC	9 WDOK	9 WWWE	N/T	8.9
10 WKDD	10 WONE-FM	10 WQAL	10 WDOK	10 WHK	10 WDOK	Rel	1.1

COLUMBUS #34

FALL '85	SPRING '86	SUMMER '86	FALL '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
15.1	13.4	16.3	12.4	1	WLWQ 98.3	AOR	1	3	1	1	1	12/90	KATZ		17.2
9.7	9.3	10.2	11.0	2	WBNS-FM 97.1	B/EZ	5	13	9	7	5	11/98	BLAIR		6.9
10.4	6.2	6.9	9.8	3	WTVN 810	AC	3	8	6	4	2	14/76	KATZ	ABC-E	6.9
10.5	8.0	7.9	8.8	4	WXGT 92.3	CHR	2	1	3	5	8	17/65	CHRISTAL		9.5
9.6	11.9	7.9	7.4	5	WSNY 94.7	AC	6	9	2	2	3	16/66	MCGAVREN		6.9
5.3	9.4	8.7	7.3	6	WNCI 97.9	CHR	4	2	5	6	7	18/60	MMR	ABC-C	9.8
4.2	4.0	5.6	7.1	7	WMGG 99.7	GOLD	7	6	4	3	4	15/74	TORBET	MBS	6.2
3.0	3.1	4.1	5.2	8	WHOK 95.5	CTRY	9	12	8	8	6	11/98		AP	4.1
3.2	2.1	2.1	2.7	9	WBNS 1480	AC	8	15	13	11	11	28/38	BLAIR	ABC-I	2.1
3.4	3.4	2.5	2.7	9	WMNI 920	CTRY	12	16	11	10	10	13/83	TORBET	MBS	3.0
3.3	4.6	3.5	2.4	11	WVKO 1580	B/U	11	5	7	9	9	19/58	MCGAVREN	SBN	2.1
1.1	1.7	1.7	1.7	12	WCOL 1230	BBND	10	10	18	17	14	26/42	CHRISTAL	SMN	3.2
1.5	1.9	2.2	1.7	12	WZZT 103.1	B/U	13	4	10	12	13	20/54	MASLA	CBS-R	3.3
1.3	2.1	2.3	1.4	14	WBBY 103.9	JAZZ	15	11	12	13	12	20/55	TORBET	US2	1.4
1.4	1.1	1.2	1.2	15	WRFD 880	CC	17	19	14	14	15	15/74	W&P	CNN	2.0
1.5	1.3	1.2	1.2	15	WCLT-FM 100.3	AC	18	14	17	16	17	15/71		MBS	.9
1.5	1.7	1.3	1.1	17	WLW 700	AC	14	17	15	15	16	26/42	EASTMAN	ABC-I	1.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLWQ	1 WLWQ	1 WLWQ	1 WSNY	1 WLWQ	1 WSNY	AC 22.2
2 WMGG	2 WSNY	2 WMGG	2 WLWQ	2 WMGG	2 WTVN	AOR 12.4
3 WXGT	3 WNCI	3 WTVN	3 WXGT	3 WTVN	3 WBNS-FM	BBnd 1.7
4 WSNY	4 WXGT	4 WXGT	4 WNCI	4 WBNS-FM	4 WLWQ	Blk/Urbn 4.1
5 WNCI	5 WMGG	5 WSNY	5 WTVN	5 WSNY	5 WHOK	BM/Easy 11.0
6 WTVN	6 WTVN	6 WNCI	6 WMGG	6 WHOK	6 WNCI	CC 1.2
7 WHOK	7 WVKO	7 WHOK	7 WBNS-FM	7 WNCI	7 WMGG	CHR 16.1
8 WVKO	8 WBNS-FM	8 WBNS-FM	8 WHOK	8 WXGT	8 WXGT	Ctry 7.9
9 WBBY	9 WHOK	9 WBNS	9 WVKO	9 WBNS	9 WVKO	Gold 7.1
10 WMNI	10 WZZT	10 WZZT	10 WMNI	10 WBBY	10 WMNI	Jazz 1.4

DALLAS-FT. WORTH #10

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
11.4	9.1	8.8	7.1	9.2	1	KVIL-AF 1150 103.7	AC	2	9	4	1	1	12/91	BLAIR		10.0
8.7	8.7	8.5	8.9	8.4	2	KKDA-FM 104.5	B/U	6	2	1	3	3	9/118	KATZ	AP	9.3
6.0	6.9	7.3	6.6	8.3	3	KPLX 99.5	CTRY	4	8	2	2	2	11/100	EASTMAN	AP	8.5
7.7	7.2	6.3	5.8	7.3	4	KRLD 1080	NEWS	1	10	16	8	6	15/73	KATZ	CBS	5.7
5.4	6.4	6.3	5.9	7.0	5	KMEZ-FM 100.3	B/EZ	9	18	20	9	4	10/104	MCGAVREN		3.2
6.3	5.2	5.2	5.7	5.1	6	KEGL 97.1	CHR	3	1	5	6	15	18/60	TORBET	ABC-C	8.1
4.7	5.1	5.0	5.3	4.7	7	KTXQ 102.1	AOR	7	5	3	4	11	17/65	CBS SPOT	ABC-R	6.9
5.9	6.5	6.9	6.7	4.6	8	WBAP 820	CTRY	5	16	18	14	7	17/64	BLAIR	ABC-I	4.8
5.9	5.5	5.7	4.6	3.9	9	KSCS 96.3	CTRY	10	6	13	7	8	17/62	BLAIR		5.0
3.7	3.2	3.1	4.6	3.7	10	KTKS 106.1	CHR	8	3	7	11	12	20/53	HNWH		5.3
3.3	3.3	3.4	3.3	3.4	11	KLUV 98.7	GOLD	11	15	9	5	5	17/65	REPUBLIC	US2	2.6
3.1	2.9	3.8	3.8	3.3	12	KQZY 105.3	AC	14	14	10	12	9	16/69	GROUP W		3.0
3.1	4.4	3.2	3.1	2.9	13	KZEW 97.9	AOR	13	7	6	10	16	19/58	MMR	NBC-S	3.5
3.4	3.8	2.9	3.3	2.7	14	KMGC 102.9	AC	12	12	8	13	10	20/53	CHRISTAL		2.3
0.8	2.8	1.9	1.7	2.7	14	KHVN 970	REL	22	11	24	20	13	6/186	W&P	NBN	--
1.3	1.5	2.5	3.5	2.5	16	KHYI 94.9	CHR	15	4	11	15	24	17/63	CHRISTAL		2.9
2.0	1.7	2.2	2.3	1.6	17	KDLZ 107.5	B/U	17	17	12	16	17	19/57	W&P	US1	2.0
1.2	1.1	1.1	1.6	1.5	18	WRR 101.1	CLAS	18	25	25	18	14	17/66	CMBS		1.5
--	1.3	1.3	1.0	1.3	19	KZPS 92.5	CHR	16	20	14	17	18	27/40	DURPETTI		1.1
--	--	--	--	1.2	20	KSSA 94.1	SPAN	24	23	15	19	19	10/105	CABALLERO		2.1
0.6	0.4	0.5	0.8	1.2	20	KPBC 1040	CC	25	19	19	22	20	10/112			.9
0.8	0.8	0.8	1.1	1.1	22	KLIF 1190	N/T	19	28	23	23	21	22/49	EASTMAN	NBC	.9
--	0.6	0.6	0.9	1.1	22	KAAM 1310	BBND	21	29	27	27	26	15/72	DURPETTI		.2
0.8	1.4	1.4	0.6	1.1	22	KRQX 570	GOLD	20	21	17	21	22	22/49	MMR	CBS	.8
0.9	0.5	0.7	0.9	1.0	25	KKDA 730	GOLD	23	22	21	24	23	14/78	KATZ	AP	.4

FORMAT REACH

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BBnd	Bik/Urban	BM/Easy	CC	CHR	Clas	Ctry	Gold	N/T	Rel	Span
1 KKDA-FM	1 KKDA-FM	1 KKDA-FM	1 KVIL-AF	1 KPLX	1 KVIL-AF	15.2	7.8	1.1	10.0	7.0	1.2	12.8	16.8	5.5	8.4	2.7	1.2	
2 KTXQ	2 KVIL-AF	2 KPLX	2 KPLX	2 KRLD	2 KPLX													
3 KPLX	3 KPLX	3 KTXQ	3 KKDA-FM	3 KVIL-AF	3 KKDA-FM													
4 KZEW	4 KTXQ	4 KVIL-AF	4 KMEZ-FM	4 KLUV	4 KMEZ-FM													
5 KEGL	5 KEGL	5 KRLD	5 KTXQ	5 WBAP	5 KLUV													
6 KVIL-AF	6 KTKS	6 KLUV	6 KMGC	6 KKDA-FM	6 KMGC													
7 KTKS	7 KMGC	7 KZEW	7 KLUV	7 KOZY	7 KSCS													
8 KHYI	8 KZEW	8 WBAP	8 KSCS	8 KMEZ-FM	8 KQZY													
9 KMGC	9 KOZY	9 KEGL	9 KEGL	9 KSCS	9 WBAP													
10 KLUV	10 KLUV	10 KSCS	10 KQZY	10 KTXQ	10 KHVN													

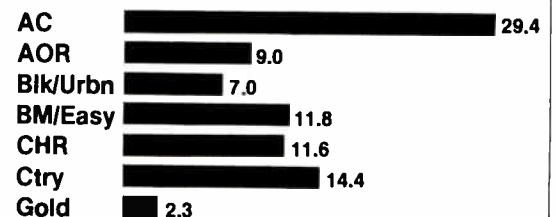
DAYTON #46

FALL '85	SPRING '86	SUMMER '86	FALL '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
11.1	9.9	13.1	11.6	1	WG TZ 92.9	CHR	1	1	2	1	2	15/73	KATZ		15.6
15.1	13.8	12.5	10.4	2	WHIO-FM 99.1	B/EZ	2	16	7	5	3	13/86	CHRISTAL		11.2
6.4	6.8	6.4	9.1	3	WWSN 107.7	AC	4	4	3	3	1	12/90	EASTMAN		6.7
8.6	7.8	8.9	8.7	4	WHIO 1290	AC	3	12	8	9	6	14/79	CHRISTAL	CBS	6.3
8.7	7.8	9.1	7.8	5	WTUE 104.7	AOR	5	3	1	2	4	14/79	MCGAVREN		11.2
6.0	5.6	6.3	5.5	6	WONE 980	CTRY	7	9	10	8	5	14/78	MCGAVREN	ABC-D	5.3
4.2	5.4	4.8	5.1	7	WYMJ 103.9	AC	6	5	4	4	7	16/68	BLAIR	US1	3.5
3.7	5.0	3.9	4.2	8	WBLZ 103.5	B/U	10	2	5	7	9	13/84	REPUBLIC		7.9
2.5	1.7	2.6	3.9	9	WVUD 99.9	CTRY	9	10	6	6	8	16/67	MASLA	CBS-R	4.0
3.0	3.6	3.5	2.8	10	WLW 700	AC	11	14	13	10	12	18/59	EASTMAN	ABC-I	2.5
3.6	4.1	2.7	2.8	10	WDAO 1230	B/U	14	22	11	13	10	9/118	EASTMAN	SBN	1.2
3.4	2.3	3.8	2.7	12	WING 1410	AC	8	17	15	11	11	27/40	KATZ	ABC-I	2.0
0.7	1.5	--	2.3	13	WLG Y 1500	GOLD	24	23	25	24	18	4/295		US2	--
3.7	3.6	3.0	1.9	14	WBVE 96.5	CTRY	13	6	14	12	14	15/72	EASTMAN	ABC-R	4.7
3.0	2.4	2.1	1.8	15	WBZI 95.3	CTRY	12	13	12	14	13	18/62		US2	3.5
0.8	1.9	1.7	1.4	16	WPTW-FM 95.7	B/EZ	19	25	22	21	20	11/99	REGIONAL		.6
1.7	1.7	0.9	1.3	17	WBL Y 1600	CTRY	21	21	19	19	21	10/107	DEVNEY	MBS	.8
0.5	--	--	1.2	18	WEBN 102.7	AOR	15	7	9	15	19	14/75	EASTMAN		1.2
0.8	1.4	1.4	1.0	19	WAZU 102.9	AC	16	11	17	16	15	17/64	DEVNEY	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 WGTZ	1 WTUE	1 WWSN	1 WTUE	1 WWSN
2 WGTZ	2 WWSN	2 WGTZ	2 WGTZ	2 WHIO-FM	2 WGTZ
3 WYMJ	3 WTUE	3 WYMJ	3 WTUE	3 WGTZ	3 WHIO-FM
4 WBLZ	4 WYMJ	4 WHIO-FM	4 WYMJ	4 WWSN	4 WYMJ
5 WHIO-FM	5 WBLZ	5 WWSN	5 WVUD	5 WHIO	5 WONE
6 WHIO	6 WVUD	6 WLW	6 WBLZ	6 WONE	6 WHIO
7 WWSN	7 WDAO	7 WHIO	7 WHIO-FM	7 WYMJ	7 WVUD
8 WVUD	8 WONE	8 WBLZ	8 WONE	8 WBLZ	8 WTUE
9 WEBN	9 WHIO-FM	9 WVUD	9 WHIO	9 WLW	9 WBLZ
10 WLW	10 WBZI	10 WONE	10 WDAO	10 WVUD	10 WDAO



DENVER-BOULDER #23

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
10.5	9.6	9.6	10.2	9.3	1	1	KOSI 101.1	B/EZ	2	13	12	5	2	12/92	GROUP W		6.5
6.5	6.0	5.7	5.7	7.3	2	2	KOA 850	TALK	1	14	11	9	4	20/55	KATZ	CBS	6.3
7.3	7.2	6.7	6.7	6.8	3	3	KBPI 105.9	AOR	4	1	2	3	12	15/70	DURPETTI	NBC-S	11.2
5.9	6.7	6.9	7.8	6.7	4	4	KBCO-FM 97.3	AOR	8	12	1	1	1	11/94	MASLA		7.5
6.8	6.6	7.0	7.5	6.0	5	5	KMJI 100.3	AC	6	6	7	2	3	16/69	CHRISTAL		7.8
4.9	4.8	3.9	5.1	5.9	6	6	KRXY-FM 107.5	CHR	3	2	3	4	9	19/58	MMR		7.2
4.0	5.3	4.6	4.5	5.6	7	7	KYGO 98.5	CTRY	9	5	8	6	7	12/91	BLAIR		5.0
4.0	5.2	6.7	4.7	4.9	8	8	KPKE 95.7	CHR	5	3	6	10	13	21/53	EASTMAN		7.7
3.2	4.2	3.7	4.5	4.1	9	9	KOAQ 103.5	AC	7	8	5	7	6	21/51	KATZ	CBS-R	3.7
3.7	3.1	3.6	2.9	4.0	10	10	KVOD 99.5	CLAS	12	25	17	13	10	14/76	REPUBLIC		3.1
3.0	3.7	3.6	2.9	4.0	10	10	KHOW 630	AC	13	9	15	11	5	14/76	EASTMAN	US1	2.5
5.6	3.4	4.1	3.6	3.9	12	12	KAZY 106.7	AOR	11	7	4	8	8	16/69	MCGAVREN		4.7
3.1	4.0	3.3	3.0	2.8	13	13	KIMN 950	AC	10	10	9	12	11	22/48	BLAIR	ABC-C	3.1
3.0	3.7	4.5	3.9	2.7	14	14	KEZW 1430	BBND	15	26	28	22	20	15/73	GROUP W	MBS	2.4
3.3	3.8	3.6	3.6	2.6	15	15	KNUS 710	N/T	14	22	23	19	17	17/63	DURPETTI	ABC-I	1.3
2.7	2.2	2.2	2.1	2.3	16	16	KDKO 1510	B/U	18	4	13	15	16	12/88			2.1
2.4	2.3	2.7	2.9	2.0	17	17	KLZ 560	CTRY	16	16	19	16	14	17/66	MCGAVREN	ABC-I	1.7
--	--	--	--	2.0	17	17	KHIH 94.7	GOLD	17	18	10	14	15	16/67			.4
2.1	1.3	2.1	1.9	1.1	19	19	KRZN 1150	GOLD	20	24	16	17	19	21/51	CHRISTAL		2.0
1.6	1.2	0.9	1.0	1.1	19	19	KDEN 1340	NEWS	19	28	29	27	26	26/42	SAVALLI	ABC-E	.6
1.5	1.1	1.1	1.0	1.1	19	19	KTCL 93.3	AOR	25	27	14	18	18	13/81			.7
0.8	2.1	1.0	0.6	1.0	22	22	KBRQ-FM 105.1	CTRY	21	17	21	21	22	19/57	TORBET	ABC-E	1.7

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KBCO-FM	1 KBCO-FM	1 KBCO-FM	1 KMJI	1 KBCO-FM	1 KOSI	AC
2 KBPI	2 KOAQ	2 KBPI	2 KBCO-FM	2 KOA	2 KMJI	AOR
3 KRXY-FM	3 KPKE	3 KRXY-FM	3 KOSI	3 KMJI	3 KBCO-FM	BBnd
4 KAZY	4 KBPI	4 KMJI	4 KOAQ	4 KOSI	4 KOAQ	Blk/Urbn
5 KMJI	5 KRXY-FM	5 KOA	5 KYGO	5 KHOW	5 KYGO	BM/Easy
6 KPKE	6 KMJI	6 KAZY	6 KBPI	6 KYGO	6 KHOW	CHR
7 KYGO	7 KAZY	7 KYGO	7 KRXY-FM	7 KAZY	7 KIMN	Clas
8 KHIH	8 KYGO	8 KOSI	8 KPKE	8 KRXY-FM	8 KOA	Ctry
9 KOAQ	9 KIMN	9 KPKE	9 KIMN	9 KOAQ	9 KVOD	Gold
10 KOA	10 KOSI	10 KOAQ	10 KAZY	10 KBPI	10 KAZY	N/T

DETROIT #6

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	METRO RANK 12+ ADP	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
9.0	8.0	9.9	11.6	8.8	1	WJR 76.0	MISC	1	17	15	9	2	14/80	EASTMAN	ABC-I	7.9
6.9	9.6	7.9	7.9	8.1	2	WJLB 97.9	B/U	6	1	1	1	1	11/101	MMR		12.5
6.3	7.4	5.4	5.7	6.8	3	WJOI 97.1	B/EZ	8	23	12	7	4	11/95	CBS SPOT		3.5
6.2	5.6	6.3	4.7	5.6	4	WWJ 95.0	NEWS	4	21	19	16	10	17/65	CBS SPOT	CBS	3.4
4.2	4.1	4.1	5.0	5.3	5	WLLZ 98.7	AOR	5	4	2	2	7	17/62	BLAIR	ABC-F	7.2
5.3	5.8	5.8	5.1	5.3	5	WCZY-AF 1500 95.5	CHR	3	3	4	3	6	20/55	HNWH		5.2
5.4	4.4	5.0	4.0	4.4	7	WHYT 96.3	CHR	2	2	5	10	17	25/44	EASTMAN	ABC-C	5.7
4.9	4.4	5.3	5.3	4.2	8	WRIF 101.1	AOR	7	5	3	4	9	21/53	MCGAVREN	ABC-R	7.2
3.2	2.9	3.5	3.5	4.2	8	WWWW 106.7	CTRY	10	8	10	8	5	14/76	CHRISTAL	AP	5.5
3.1	2.7	3.6	2.6	4.0	10	WOMC 104.3	AC	12	10	8	5	3	14/78	KATZ	US2	2.5
3.2	3.2	3.5	3.4	3.7	11	WXYT 127.0	TALK	13	24	23	22	20	13/84	SELECT	MBS	2.8
4.3	3.9	3.8	3.9	3.3	12	WNIC 100.3	AC	9	7	7	6	8	23/47	DURPETTI		3.9
5.4	5.1	5.0	4.1	2.9	13	CKLW 80.0	BBND	15	15	28	27	26	16/66	REPUBLIC		2.2
1.9	2.6	2.8	3.1	2.8	14	WDTX 99.5	CHR	11	6	6	11	16	21/51	TORBET	CBS	2.4
2.9	3.4	2.5	2.6	2.5	15	WLTJ 93.1	AC	17	14	13	13	12	17/64	CHRISTAL		1.6
3.1	2.4	3.1	2.4	2.4	16	WKSG 102.7	GOLD	16	9	9	12	11	18/61	MASLA	NBC-S	2.8
2.4	2.1	2.3	1.9	2.1	17	WJZZ 105.9	JAZZ	18	20	16	17	14	19/58	RADIO WEST		3.3
1.5	2.8	2.2	2.1	2.0	18	WMJC 94.7	AC	14	16	14	14	13	24/45	MMR	US1	1.6
2.0	1.5	1.8	1.7	1.8	19	WGPR 107.5	B/U	19	12	11	15	15	18/59	LAZAR	SBN	1.6
1.3	1.6	1.0	1.4	1.5	20	WCXI 113.0	CTRY	22	25	22	20	19	17/64	CHRISTAL	UPI	2.3
2.1	1.4	1.1	2.1	1.5	20	WQRS 105.1	CLAS	21	30	24	23	18	18/60	CMBS		1.8
0.8	1.2	0.8	1.1	1.3	22	WQBH 140.0	B/U	25	26	21	24	23	11/100	ROSLIN		.4
0.7	0.8	0.7	0.7	1.3	22	WMUZ 103.5	CC	23	13	20	21	24	16/67	CRAWFORD		1.0
2.2	1.9	1.6	0.9	1.2	24	WNTM 92.3	AC	24	27	17	19	22	16/70	SELECT		.5
--	--	0.9	1.5	1.1	25	CKLW-FM 93.9	GOLD	20	29	18	18	21	25/43	REPUBLIC		2.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.0
1 WLLZ	1 WJLB	1 WLLZ	1 WJLB	1 WJR	1 WJLB	AOR	9.5
2 WRIF	2 WCZY-FM	2 WJLB	2 WCZY-FM	2 WLLZ	2 WOMC	BBnd	2.9
3 WJLB	3 WNIC	3 WRIF	3 WOMC	3 WJLB	3 WJOI	Bik/Urbn	11.2
4 WKSG	4 WHYT	4 WCZY-FM	4 WNIC	4 WRIF	4 WWWW	BM/Easy	6.8
5 WCZY-FM	5 WOMC	5 WJR	5 WJOI	5 WJOI	5 WCZY-FM	CC	1.3
6 WDTX	6 WLLZ	6 WWWW	6 WLTJ	6 WWWW	6 WNIC	CHR	12.5
7 WHYT	7 WDTX	7 WKSG	7 WHYT	7 WCZY-FM	7 WJR	Clas	1.5
8 WOMC	8 WRIF	8 WOMC	8 WWWW	8 WOMC	8 WLTJ	Ctry	5.7
9 WNIC	9 WLTJ	9 WJOI	9 WDTX	9 WWJ	9 WGPR	Gold	3.5
10 WJR	10 WGPR	10 WWJ	10 WLLZ	10 WKSG	10 WMJC	Jazz	2.1
						Misc	8.8
						N/T	9.3

GREENSBORO-WINSTON SALEM-HIGH POINT #49

FALL '85	SPRING '86	SUMMER '86	FALL '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
19.1	17.4	14.6	19.7	1	1	WTQR 104.1	CTRY	1	6	2	1	1	9/125	MCGAVREN		15.5
--	7.8	5.4	9.0	2	2	WKRR 92.3	AOR	6	5	1	2	2	10/113	REPUBLIC		9.4
4.9	5.9	8.3	7.4	3	3	WKSI 98.7	CHR	2	1	3	4	5	14/77	EASTMAN		9.0
9.3	7.0	6.9	6.0	4	4	WOJY 100.3	AC	4	29	7	5	3	15/71	CHRISTAL		6.3
7.5	6.9	5.2	5.5	5	5	WSJS 600	AC	7	14	16	10	8	13/85	MCGAVREN	CBS	4.2
8.3	5.5	6.7	5.4	6	6	WKZL 107.5	CHR	3	2	6	7	7	18/59	KATZ	ABC-R	8.5
4.8	6.2	5.4	5.1	7	7	WQMG 97.1	B/U	8	4	5	6	6	9/120	HNWH	CBS-R	6.6
8.8	6.1	4.5	5.0	8	8	WMAG 99.5	AC	5	9	4	3	4	18/61	MMR		6.8
1.5	1.7	3.7	2.9	9	9	WTHP 98.3	B/U	11	3	9	8	10	10/109			3.9
2.0	1.2	2.4	2.4	10	10	WKLM 94.5	B/EZ	10	23	17	12	9	15/74	KATZ		1.5
1.6	1.2	1.9	2.0	11	11	WWMO 102.1	REL	15	19	18	16	11	10/108			1.8
2.3	0.7	1.8	1.7	12	12	WMFR 1230	AC	18	28	28	27	24	11/99	MMR	ABC-E	1.2
2.1	2.3	3.2	1.6	13	13	WSEZ 93.1	AC	9	11	8	9	16	27/40	TORBET	US1	2.0
2.7	1.6	1.7	1.6	13	13	WAAA 980	B/U	17	12	13	11	13	13/85	W&P	NBN	1.5
1.3	0.8	0.4	1.5	15	15	WPCM 101.1	CTRY	19	22	23	18	15	12/92	MASLA		1.2
1.4	2.5	1.9	1.5	15	15	WEAL 1510	B/U	21	8	31	20	19	10/107			--
1.7	0.6	--	1.4	17	17	WSMX 1500	CTRY	26	15	14	14	14	8/135		SBN	.9
1.5	1.0	0.9	1.3	18	18	WHPE 95.5	REL	12	17	24	23	22	19/58			1.1
0.9	2.0	1.2	1.2	19	19	WGLD 1320	GOLD	16	30	12	13	18	17/64	CHRISTAL	US2	2.0
0.6	0.7	0.5	1.1	20	20	WPET 950	REL	22	10	25	21	20	13/80	EASTMAN		.9
0.4	1.0	2.2	1.1	20	20	WKOQ 94.1	REL	14	24	15	17	17	20/54	SOUTHERN		.3
0.6	1.0	0.9	1.0	22	22	WRDX 106.5	AC	23	20	10	15	12	14/76	SOUTHERN		--

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54	
1	WKRR	1	WKSI	1	WTQR	1	WTQR	1	WTQR	1	WTQR
2	WTQR	2	WMAG	2	WKRR	2	WKSI	2	WKRR	2	WOJY
3	WMAG	3	WKRR	3	WOJY	3	WMAG	3	WOJY	3	WMAG
4	WQMG	4	WKZL	4	WMAG	4	WOJY	4	WMAG	4	WKSI
5	WKSI	5	WTQR	5	WQMG	5	WKZL	5	WQMG	5	WKZL
6	WKZL	6	WQMG	6	WKZL	6	WKRR	6	WKSI	6	WQMG
7	WSEZ	7	WOJY	7	WKSI	7	WQMG	7	WKZL	7	WKRR
8	WOJY	8	WTHP	8	WSEZ	8	WSMX	8	WSEZ	8	WSJS
9	WTHP	9	WSEZ	9	WTHP	9	WTHP	9	WSJS	9	WSMX
10	WRDX	10	WAAA	10	WSJS	10	WAAA	10	WPCM	10	WKLM

AC	20.8
AOR	9.0
Bik/Urbn	11.1
BM/Easy	2.4
CHR	12.8
Ctry	22.6
Gold	1.2
Rel	5.5

HARTFORD-NEW BRITAIN #40

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
18.3	19.2	20.1	18.4	1	WTIC 1080	AC	2	6	8	3	2	11/99	KATZ	NBC	18.6
14.9	15.3	16.7	15.4	2	WTIC-FM 96.5	CHR	1	1	1	1	1	14/80	KATZ		15.8
11.4	9.6	10.3	9.6	3	WRCH 100.5	B/EZ	3	15	10	9	5	12/91	TORBET	ABC-D	6.5
6.0	4.2	4.9	6.6	4	WIOF 104.1	AC	5	14	3	2	3	15/73	EASTMAN	CBS-R	2.2
4.9	4.8	5.4	5.8	5	WKSS 95.7	CHR	4	2	4	5	7	19/58	MMR		7.8
4.8	3.1	2.7	5.2	6	WDRG-FM 102.9	GOLD	6	9	6	4	4	17/65	MCGAVREN		7.1
3.3	4.9	6.4	4.7	7	WCCC-AF 1290 106.9	AOR	8	4	2	6	9	16/68	SELECT	ABC-C	10.0
5.8	4.7	4.4	4.2	8	WHCN 105.9	AOR	7	3	5	7	8	19/56	MASLA	ABC-R	6.1
3.7	3.0	2.9	4.2	8	WRCQ 910	BBND	11	23	19	16	11	10/104	TORBET	ABC-E	2.7
1.8	2.2	2.3	2.8	10	WWYZ 92.5	AC	12	16	7	8	6	15/71	CBS	US1	2.0
2.8	4.2	2.5	2.0	11	WDRG 1360	GOLD	9	10	9	10	10	24/45	MCGAVREN		3.5
3.6	2.6	3.3	1.8	12	WPOP 1410	NEWS	10	17	15	15	13	24/44	EASTMAN	CBS	2.5
0.8	1.2	1.4	1.2	13	WAQY 102.1	AOR	13	5	11	12	19	34/31	EASTMAN	ABC-C	1.9
1.0	1.8	0.5	1.1	14	WKND 1480	B/U	17	11	14	11	12	13/82	ROSLIN	NBN	.7
1.4	1.1	--	1.0	15	WKHT 1230	CTRY	16	22	16	18	14	16/67	P/W	MBS	.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCCC-AF	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	AC 27.8
2 WTIC-FM	2 WIOF	2 WCCC-AF	2 WIOF	2 WDRG-FM	2 WTIC	AOR 10.1
3 WHCN	3 WKSS	3 WDRG-FM	3 WTIC	3 WTIC	3 WIOF	BBnd 4.2
4 WKSS	4 WHCN	4 WIOF	4 WKSS	4 WIOF	4 WRCH	Blk/Urbn 1.1
5 WDRG-FM	5 WDRG-FM	5 WKSS	5 WDRG-FM	5 WCCC-AF	5 WDRG-FM	BM/Easy 9.6
6 WIOF	6 WWYZ	6 WHCN	6 WHCN	6 WRCH	6 WWYZ	CHR 21.2
7 WWYZ	7 WTIC	7 WTIC	7 WRCH	7 WWYZ	7 WHCN	Ctry 1.0
8 WRCH	8 WCCC-AF	8 WWYZ	8 WWYZ	8 WKSS	8 WKSS	Gold 7.2
9 WTIC	9 WDRG	9 WRCH	9 WDRG	9 WHCN	9 WDRG	N/T 1.8
10 WKND	10 WAQY	10 WDRG	10 WCCC-AF	10 WDRG	10 WRCQ	

HOUSTON-GALVESTON #8

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '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
9.9	8.8	8.0	8.0	9.8	1	1	KMJQ 102.1	B/U	6	3	1	1	2	9/122	CHRISTAL		12.4
6.9	7.2	6.2	6.4	6.9	2	2	KODA 99.1	B/EZ	4	20	12	9	5	13/81	GROUP W		3.6
6.7	7.7	7.4	6.8	6.8	3	3	KIKK-FM 95.7	CTRY	5	9	7	3	3	13/83	TORBET		7.9
3.5	4.8	5.1	6.2	6.6	4	4	KRBE-FM 104.1	CHR	2	1	5	6	10	18/62	KATZ		7.5
9.4	6.9	8.8	7.9	6.4	5	5	KKBQ-AF 790 92.9	CHR	1	2	2	5	7	18/61	MCGAVREN	ABC-F	8.8
4.5	6.3	5.7	5.7	6.0	6	6	KILT-FM 100.3	CTRY	9	8	8	4	4	12/89	BLAIR		4.4
5.9	6.2	6.6	4.6	5.9	7	7	KFMK 97.9	AC	7	12	4	2	1	13/83	MMR		5.2
5.3	4.6	5.8	5.8	4.7	8	8	KTRH 740	NEWS	3	14	13	11	6	20/55	CBS SPOT	CBS	6.7
4.5	4.3	3.8	5.0	4.6	9	9	KLOL 101.1	AOR	8	4	3	7	11	16/68	CBS	NBC-S	6.0
4.3	4.7	4.6	3.7	4.1	10	10	KQUE 102.9	AC	15	23	23	14	13	11/98	REPUBLIC	ABC-E	3.0
1.0	0.8	0.9	0.8	4.1	10	10	KZFX 107.5	GOLD	12	6	6	8	8	13/84	REPUBLIC	AP	5.2
1.2	2.0	2.7	3.1	3.4	12	12	KJYY 94.5	AC	11	15	9	10	9	15/70	MASLA	TRANS	3.2
3.2	3.5	3.4	4.4	2.7	13	13	KPRC 950	N/T	14	25	20	18	14	18/61	EASTMAN	NBC	2.7
5.6	5.5	4.4	3.7	2.5	14	14	KLTR 93.7	AC	10	11	11	12	12	24/45	CBS SPOT		2.8
5.0	4.7	4.8	2.9	2.3	15	15	KKHT 96.5	CHR	13	5	10	13	19	22/49	HNWH	ABC-R	3.2
1.2	1.6	1.0	1.8	1.7	16	16	KXYZ 1320	SPAN	22	18	14	15	15	10/109	CABALLERO		1.0
1.2	0.8	0.8	0.9	1.6	17	17	KCOH 1430	B/U	19	19	19	17	16	12/92	W&P	SBN	1.4
1.4	1.0	1.1	2.0	1.6	17	17	KLAT 1010	SPAN	17	17	15	16	17	14/75	CABALLERO		1.1
0.8	1.0	0.7	0.6	1.3	19	19	KHCB 105.7	MISC	20	16	22	23	23	14/79			.5
1.9	1.5	1.4	1.8	1.3	19	19	KYOK 1590	B/U	16	7	16	20	26	20/53	MASLA	CBS-R	1.4
1.0	0.9	0.7	0.9	1.0	21	21	KEYH 850	SPAN	25	22	25	19	18	11/96	LOTUS		1.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KMJQ	1 KMJQ	1 KMJQ	1 KMJQ	1 KFMK	1 KFMK	AC 15.9
2 KLOL	2 KRBE-FM	2 KFMK	2 KFMK	2 KMJQ	2 KMJQ	AOR 4.6
3 KZFX	3 KKBQ-AF	3 KLOL	3 KRBE-FM	3 KIKK-FM	3 KIKK-FM	Blk/Urban 12.7
4 KFMK	4 KFMK	4 KIKK-FM	4 KIKK-FM	4 KTRH	4 KODA	BM/Easy 6.9
5 KKBQ-AF	5 KIKK-FM	5 KZFX	5 KKQ-AF	5 KILT-FM	5 KILT-FM	CHR 15.3
6 KRBE-FM	6 KILT-FM	6 KILT-FM	6 KILT-FM	6 KZFX	6 KJYY	Ctry 12.8
7 KILT-FM	7 KZFX	7 KTRH	7 KJYY	7 KODA	7 KRBE	Gold 4.1
8 KIKK-FM	8 KLOL	8 KKQ-AF	8 KODA	8 KLOL	8 KKBQ-AF	Misc 1.3
9 KTRH	9 KJYY	9 KRBE-FM	9 KLOL	9 KKQ-AF	9 KLTR	N/T 7.4
10 KODA	10 KLTR	10 KODA	10 KZFX	10 KQUE	10 KQUE	Span 4.3

INDIANAPOLIS #37

FALL '85	SPRING '86	SUMMER '86	FALL '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
14.7	18.6	13.2	14.4	1	WIBC 1070	AC	2	8	7	5	3	11/98	BLAIR		14.1
14.4	13.3	13.4	13.9	2	WFBO 94.7	AOR	1	3	1	1	1	12/93	KATZ	NBC-S	16.5
8.0	9.0	7.7	10.9	3	WTLC 105.7	B/U	8	2	2	2	5	8/143	DURPETTI		10.9
10.0	9.8	10.0	10.7	4	WFMS 95.5	CTRY	5	6	5	4	2	10/104	MCGAVREN		11.1
10.2	8.6	9.7	8.5	5	WXTZ 103.3	B/EZ	6	13	8	7	6	13/83	MMR		6.0
9.6	7.1	8.7	8.5	5	WZPL 99.5	CHR	3	1	4	6	7	16/66	SELECT		9.2
6.1	8.0	7.3	8.3	7	WENS 97.1	AC	4	5	3	3	4	16/69	CHRISTAL		7.0
4.1	4.6	6.2	3.7	8	WEAG 93.1	CHR	7	4	6	8	9	23/47	BLAIR		6.2
3.4	3.1	2.7	3.0	9	WTPI 107.9	AC	9	7	9	9	8	17/63	REPUBLIC	AP	3.0
4.5	3.9	5.2	2.8	10	WTUX 1310	BBND	12	14	14	13	12	13/83	DURPETTI	CBS	2.0
2.4	1.6	1.1	1.9	11	WIRE 1430	CTRY	10	12	12	11	11	26/42	MMR	ABC-E	1.5
2.1	1.9	1.4	1.8	12	WNDE 1260	GOLD	11	16	10	10	10	23/48	KATZ	US2	1.9

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WFBO	1 WFBO	1 WFBO	1 WENS	1 WFBO	1 WFMS	AC 25.7
2 WTLC	2 WENS	2 WTLC	2 WFMS	2 WIBC	2 WENS	AOR 13.9
3 WZPL	3 WTLC	3 WFMS	3 WFBO	3 WFMS	3 WIBC	BBnd 2.8
4 WENS	4 WZPL	4 WIBC	4 WTLC	4 WTLC	4 WXTZ	Blk/Urbn 10.9
5 WFMS	5 WFMS	5 WENS	5 WZPL	5 WENS	5 WTLC	BM/Easy 8.5
6 WEAG	6 WXTZ	6 WZPL	6 WXTZ	6 WXTZ	6 WZPL	CHR 12.2
7 WIBC	7 WTPI	7 WXTZ	7 WIBC	7 WZPL	7 WFBO	Ctry 12.6
8 WTPI	8 WEAG	8 WEAG	8 WTPI	8 WEAG	8 WTPI	Gold 1.8
9 WXTZ	9 WIBC	9 WTPI	9 WEAG	9 WNDE	9 WEAG	
10 WNDE	10 WNDE	10 WNDE	10 WNDE	10 WTPI	10 WNDE	

KANSAS CITY #27

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
11.1	11.6	8.5	10.3	11.2	1	1	WDAF 67.0	CTRY	2	11	8	4	1	13/85	KATZ	ABC-E	11.0
5.9	7.2	8.6	7.8	9.9	2	2	KYYS 102.1	AOR	4	3	1	1	3	11/98	KATZ	NBC-S	11.1
7.0	9.0	7.5	9.6	8.0	3	3	KBEQ 104.3	CHR	1	1	2	5	8	18/60	REPUBLIC		10.8
5.8	8.1	7.9	5.6	7.5	4	4	KFKF 94.1	CTRY	6	12	5	2	2	14/78	HNWH		6.9
7.7	8.1	7.8	7.6	7.3	5	5	KMBR 99.7	B/EZ	7	17	11	9	5	14/80	DURPETTI		4.6
7.8	5.4	4.9	5.0	7.3	5	5	KCMO 87.0	N/T	3	15	10	10	6	17/64	MCGAVREN	CBS	5.8
6.0	5.2	6.0	5.8	5.7	7	7	KUDL 98.1	AC	5	7	3	3	4	18/59	CHRISTAL	AP	2.8
2.7	3.3	3.5	4.9	5.5	8	8	KCPW 94.9	CHR	8	2	4	6	10	18/60	MCGAVREN		8.0
4.1	4.6	9.7	7.8	5.5	8	8	KMBZ 98.0	N/T	9	19	12	12	11	16/68	DURPETTI	NBC	5.5
5.2	3.5	6.0	4.9	4.6	10	10	KLSI 93.3	AC	11	8	7	7	7	16/69	EASTMAN	CNN	3.8
2.9	4.8	5.9	4.3	4.1	11	11	KCFX 100.7	GOLD	10	5	6	8	9	19/58	MMR	ABC-R	8.4
6.1	4.8	3.5	3.7	3.7	12	12	KPRS 103.3	B/U	12	4	9	11	12	16/70		NBN	4.6
4.0	3.4	2.2	3.2	3.2	13	13	KJLA 119.0	BBND	14	16	23	19	17	14/75	W&P	MBS	2.0
4.2	4.2	2.9	3.4	2.7	14	14	WHB 71.0	GOLD	13	13	14	14	13	21/52	CHRISTAL	AP	2.7
3.5	3.5	3.4	2.4	2.1	15	15	KZZC 98.9	GOLD	15	14	15	13	14	17/65	CBS SPOT		1.5
--	--	--	--	1.5	16	16	KLTY 106.5	AC	16	10	13	15	15	23/47	TORBET	CBS-R	2.0
1.9	2.4	1.1	1.5	1.4	17	17	KXTR 96.5	CLAS	17	18	17	16	16	21/52	CMBS	US2	.8

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KYYS	1 KBEQ	1 KYYS	1 KBEQ	1 KYYS	1 KMBR
2 KCFX	2 KUDL	2 KFKF	2 KUDL	2 WDAF	2 KUDL
3 KFKF	3 KCPW	3 WDAF	3 KLSI	3 KLSI	3 WDAF
4 WDAF	4 KYYS	4 KCFX	4 KCPW	4 KCMO	4 KFKF
5 KCPW	5 KLSI	5 KUDL	5 KFKF	5 KCFX	5 KLSI
6 KBEQ	6 KPRS	6 KCMO	6 KYYS	6 KUDL	6 KBEQ
7 KUDL	7 KFKF	7 KCPW	7 WDAF	7 KMBR	7 KCPW
8 KCMO	8 WDAF	8 KLSI	8 KPRS	8 KZZC	8 KCMO
9 KLSI	9 KCFX	9 KMBR	9 KMBR	9 KLSI	9 KMBZ
10 KMBR	10 KLTY	10 KBEQ	10 WHB	10 KMBZ	10 KPRS

FORMAT REACH

AC	11.8
AOR	9.9
BBnd	3.2
Blk/Urban	3.7
BM/Easy	7.3
CHR	21.0
Clas	1.4
Ctry	11.2
Gold	8.9
N/T	12.8

LOS ANGELES #2

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
1.8	4.4	6.0	6.6	6.5	1	1	KPWR 105.9	UC	2	1	1	2	8	15/73	HNWH		8.1
8.8	7.8	6.3	7.1	6.3	2	2	KIIS-AF 1150 102.7	CHR	1	3	2	1	1	19/57	MCGAVREN		6.8
6.0	6.1	7.0	6.7	5.4	3	3	KABC 790	TALK	7	23	18	12	9	13/82	KATZ	ABC-I	4.2
4.9	5.1	5.2	4.4	4.9	4	4	KJOI 98.7	B/EZ	8	24	29	17	10	14/80	BLAIR		4.5
3.4	4.1	4.2	4.1	4.1	5	5	KOST 103.5	AC	5	5	6	4	5	18/61	CHRISTAL		3.8
3.3	3.7	3.5	4.0	4.0	6	6	KRTH-FM 101.1	GOLD	6	9	5	3	2	18/61	REPUBLIC	US2	3.3
3.9	4.3	3.8	3.6	3.9	7	7	KROQ 106.7	AOR	9	2	4	7	19	15/71	TORBET		5.3
4.7	5.1	4.3	3.9	3.9	7	7	KBIG 104.3	AC	10	15	15	9	7	14/76	CBS SPOT		2.7
3.0	3.3	3.1	3.5	3.6	9	9	KNX 1070	NEWS	4	22	26	19	11	21/53	CBS SPOT	CBS	2.7
2.5	3.9	2.9	2.9	3.6	9	9	KIQQ 100.3	AC	12	18	9	6	3	14/77	SELECT	TRAN	3.1
3.9	3.3	3.7	3.3	3.4	11	11	KFWB 980	NEWS	3	33	27	20	14	23/47	GROUP W	ABC-E	3.3
2.0	2.2	2.7	3.2	3.3	12	12	KTNQ 1020	SPAN	18	10	8	8	4	10/109	CABALLERO		3.4
2.0	1.6	1.2	1.5	3.1	13	13	KLSX 97.1	GOLD	15	16	3	5	6	13/82	MMR		1.3
3.4	2.9	3.0	3.3	2.7	14	14	KMPC 710	BBND	13	36	39	32	26	16/66	DURPETTI		2.2
4.8	3.3	3.4	3.7	2.3	15	15	KLOS 95.5	AOR	11	7	7	10	16	23/47	KATZ	ABC-R	3.9
1.6	1.5	3.4	2.2	2.3	15	15	KLVE 107.5	SPAN	17	11	12	11	12	14/75	CABALLERO		3.2
2.6	1.9	2.5	1.6	1.8	17	17	KZLA 93.9	CTRY	24	32	28	16	13	14/76	EASTMAN		1.3
2.3	2.0	1.4	1.8	1.8	17	17	KJLH 102.3	B/U	16	8	10	13	23	20/54	RADIO WEST		1.8
1.3	1.3	1.7	1.3	1.7	19	19	KWKW 1300	SPAN	30	13	24	21	20	11/98	LOTUS		1.4
2.5	3.2	2.2	2.0	1.6	20	20	KMET 94.7	AOR	14	12	11	14	22	26/41	BLAIR	NBC-S	2.6
1.2	1.4	1.2	1.5	1.5	21	21	KUTE 101.9	AA	23	31	13	15	15	18/61	DURPETTI		2.3

Continued on Page 123

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LOUISVILLE #45

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '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+ BRCH SHARE
15.3	12.4	17.6	11.6	15.6	1	1	WHAS 840	AC	1	7	3	2	2	13/82	CHRISTAL	ABC-I	14.5
11.4	12.2	15.7	15.7	15.2	2	2	WAMZ 97.5	CTRY	2	5	2	1	1	11/94	CHRISTAL		18.2
8.5	8.8	6.6	8.4	8.9	3	3	WQMF 95.7	AOR	5	2	1	3	6	13/85	TORBET	NBC-S	10.8
7.7	7.5	8.8	6.9	8.6	4	4	WVEZ 106.9	B/EZ	4	13	7	4	3	13/81	KATZ		4.9
5.8	6.2	6.7	9.3	7.7	5	5	WDJX 99.7	CHR	3	1	6	7	7	15/71	EASTMAN		10.8
8.9	8.8	9.2	6.0	6.4	6	6	WRKA 103.1	AC	6	10	4	5	4	16/68	BLAIR	ABC-D	5.1
4.2	5.2	4.6	4.7	5.7	7	7	WJYL 101.7	B/U	9	4	5	6	5	10/104	HNWH		5.7
9.0	7.3	5.6	6.3	4.2	8	8	WLRS 102.3	CHR	7	3	8	8	10	24/45	SELECT	ABC-R	6.9
6.8	7.2	3.5	7.1	4.2	8	8	WAVG 970	AC	8	12	11	11	9	22/49	SELECT	US2	4.4
4.9	5.2	3.8	3.9	3.7	10	10	WLOU 1350	B/U	10	6	9	9	8	14/80	MMR	SBN	5.0
0.5	1.0	0.3	1.0	2.4	11	11	WTMT 620	CTRY	15	18	12	13	12	10/111	MASLA		1.1
1.4	2.4	3.1	3.5	2.3	12	12	WXVW 1450	B/EZ	13	15	16	15	15	16/69	KATZ	SMN	2.5
1.5	1.1	1.4	1.3	1.9	13	13	WXLN 103.9	CC	14	8	10	10	11	16/68		ABC-C	1.9
4.0	2.7	2.4	3.6	1.5	14	14	WCII 1080	AC	11	11	13	12	13	27/41	EASTMAN	ABC-E	1.3
2.9	3.7	2.3	1.8	1.3	15	15	WAKY 790	B/EZ	12	14	18	16	14	28/38	KATZ	MBS	.9
0.8	--	1.1	0.4	1.2	16	16	WLLV 1240	REL	16	17	14	14	16	14/78	ROSLIN		.5

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 WRKA	1 WHAS	1 WAMZ	1 WHAS	1 WAMZ	AC 27.7
2 WAMZ	2 WAMZ	2 WQMF	2 WRKA	2 WAMZ	2 WHAS	AOR 8.9
3 WHAS	3 WQMF	3 WAMZ	3 WVEZ	3 WVEZ	3 WRKA	Blk/Urbn 9.4
4 WJYL	4 WDJX	4 WVEZ	4 WHAS	4 WQMF	4 WVEZ	BM/Easy 12.2
5 WLRS	5 WVEZ	5 WJYL	5 WDJX	5 WJYL	5 WJYL	CC 1.9
6 WVEZ	6 WJYL	6 WLRS	6 WJYL	6 WRKA	6 WDJX	CHR 11.9
7 WDJX	7 WHAS	7 WRKA	7 WQMF	7 WLOU	7 WQMF	Ctry 17.6
8 WRKA	8 WLRS	8 WDJX	8 WLRS	8 WLRS	8 WAVG	Rel 1.2
9 WLOU	9 WLOU	9 WLOU	9 WLOU	9 WTMT	9 WXLN	
10 WTMT	10 WXLN	10 WAVG	10 WXLN	10 WDJX	10 WLOU	

MEMPHIS #50

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
15.5	15.6	18.1	16.7	1	WHRK 97.1	B/U	1	1	1	1	1	10/106	KATZ	US1	18.8
11.5	9.2	9.5	10.5	2	WMC-FM 99.7	CHR	2	2	2	2	4	14/76	BLAIR	ABC-C	12.0
8.9	7.8	5.9	8.1	3	WGKX 105.9	CTRY	5	6	6	4	2	13/82	HNWH		8.0
6.1	6.1	7.5	7.4	4	KRNB 101.1	B/U	4	3	4	6	6	15/73	SELECT	ABC-F	9.1
7.3	6.6	6.1	7.0	5	WDIA 1070	B/U	6	5	7	7	7	15/75	KATZ	AP	5.9
7.6	8.3	8.7	6.9	6	WRVR-FM 104.5	AC	3	8	5	3	3	17/65	CHRISTAL		7.8
7.7	8.3	5.4	6.4	7	WEGR 102.7	AOR	7	4	3	5	5	13/81	MCGAVREN	ABC-R	10.2
5.2	6.1	5.3	5.3	8	WLOK 1340	B/U	8	10	8	8	8	14/77	MASLA	SBN	4.1
6.0	5.2	6.3	5.2	9	WEZI 94.1	B/EZ	9	15	10	10	10	13/83	CHRISTAL		2.9
6.9	6.5	4.8	4.1	10	WMC 790	CTRY	10	16	16	9	9	16/67	BLAIR	ABC-I	3.2
3.6	3.4	4.6	3.7	11	WHBQ 560	N/T	11	13	14	11	11	17/65	REPUBLIC	ABC-T	6.0
2.7	4.8	3.0	3.7	11	WREC 600	BBND	12	17	17	16	12	16/68	MCGAVREN	CBS	1.9
1.1	0.4	0.9	1.6	13	WXSS 1030	B/U	15	11	13	12	14	15/73	BOLTON		1.7
1.0	0.8	0.7	1.2	14	WRVR 680	AC	13	9	12	13	13	27/40	CHRISTAL	TRANS	.6
--	0.6	--	1.2	14	KWLN 98.1	AOR	16	7	9	14	16	14/79			--

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WEGR	1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WHRK
2 WHRK	2 WMC-FM	2 WEGR	2 WMC-FM	2 WEGR	2 WGKX
3 WMC-FM	3 WRVR-FM	3 WMC-FM	3 WGKX	3 WRVR-FM	3 WRVR-FM
4 KRNB	4 KRNB	4 KRNB	4 WRVR-FM	4 KRNB	4 WDIA
5 WRVR-FM	5 WDIA	5 WRVR-FM	5 WDIA	5 WGKX	5 WMC-FM
6 WGKX	6 WGKX	6 WGKX	6 KRNB	6 WMC-FM	6 WLOK
7 WDIA	7 WLOK	7 WDIA	7 WLOK	7 WMC	7 KRNB
8 KWLN	8 WEGR	8 WHBQ	8 WEGR	8 WHBQ	8 WEZI
9 WLOK	9 KWAM	9 WMC	9 WMC	9 WDIA	9 WMC
10 WEZI	10 WRVR	10 WLOK	10 WEZI	10 WEZI	10 WEGR

FORMAT REACH

AC	8.1
AOR	7.6
BBnd	3.7
Bik/Urban	38.0
BM/Easy	5.2
CHR	10.5
Ctry	12.2
N/T	3.7

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
7.4	8.9	8.6	7.9	8.1	1	WLYF 101.5	B/EZ	1	18	15	8	3	10/103	BLAIR		6.9
5.7	5.7	5.6	4.9	5.5	2	WQBA 1140	SPAN	12	21	24	15	11	9/127	EASTMAN		3.7
3.9	3.3	4.9	5.1	4.5	3	WHQT 105.1	UC	5	2	2	3	10	13/80	MMR		7.2
4.2	3.8	3.7	3.8	4.2	4	WEDR 99.1	B/U	16	4	3	2	6	10/113	HNWH	SBN	3.5
4.2	3.8	4.5	4.5	4.2	4	WJQY 106.7	AC	11	24	11	4	2	13/85	MASLA		3.6
5.6	6.0	5.9	4.5	4.1	6	WSHE 103.5	AOR	9	6	1	1	8	14/80	EASTMAN		6.6
3.3	3.1	3.7	3.3	4.0	7	WIOD 610	N/T	3	16	16	17	13	19/57	CHRISTAL	ABC-I	3.0
3.9	3.1	4.0	4.0	3.9	8	WNWS 790	TALK	10	25	25	21	22	14/77	BLAIR	ABC-E	2.6
4.0	3.6	3.9	3.9	3.8	9	WCMQ-FM 92.3	SPAN	17	17	12	6	1	10/111	MMR		3.6
3.4	3.5	3.3	3.6	3.7	10	WKQS 99.9	CTRY	13	8	13	10	4	12/91	HNWH	US2	4.2
5.1	5.7	5.3	4.1	3.7	10	WHYI 100.7	CHR	2	3	5	7	9	22/50	MCGAVREN		6.9
2.0	1.5	2.3	2.5	3.6	12	WPOW 96.3	UC	4	1	8	13	19	17/64	RADIO WEST	ABC-F	5.3
3.4	4.1	3.6	5.1	3.6	12	WINZ 940	N/T	7	30	29	18	18	16/68	KATZ	CBS	3.6
1.8	3.5	3.2	3.6	3.5	14	WAQI 710	SPAN	21	23	20	19	14	9/124	LOTUS		2.4
4.3	4.0	3.9	3.8	3.2	15	WAXY 105.9	AC	6	13	9	5	5	18/59	REPUBLIC	US1	4.1
2.9	2.5	1.8	2.3	2.7	16	WLVE 93.9	AC	14	12	6	11	12	16/69	TORBET	MBS	3.1
1.8	2.1	2.1	2.6	2.6	17	WMXJ 102.7	GOLD	15	15	7	9	7	16/68	DURPETTI		3.2
2.2	2.2	2.1	2.6	2.5	18	WTMI 93.1	CLAS	19	28	22	23	21	14/78	CMBS		2.3
3.5	3.5	2.7	3.1	2.4	19	WINZ-FM 94.9	CHR	8	5	10	14	17	24/46	KATZ		2.9
2.3	2.3	2.2	1.7	2.3	20	WGTR 97.3	AOR	18	10	4	12	16	16/69	CHRISTAL		1.8
2.2	2.7	2.2	2.8	2.3	20	WQBA-FM 107.5	SPAN	20	11	14	16	15	14/79	EASTMAN		2.5
2.5	1.7	1.7	1.1	1.6	22	WCMQ 1210	SPAN	30	27	28	20	20	9/120	MMR		.5
1.3	1.4	1.9	1.4	1.5	23	WFTL 1400	AC	24	31	36	35	33	12/87		AP	1.8
1.6	1.9	2.2	1.7	1.4	24	WKAT 1360	BBND	22	33	33	33	34	16/67	SAVALLI	ABC-D	1.3
2.9	3.2	2.2	1.8	1.4	24	WRHC 1550	SPAN	25	22	31	31	27	12/87	GUILLERMO		.9
1.0	0.8	1.1	0.9	1.3	26	WMBM 1490	REL	29	14	21	22	23	11/97	MASLA	NBN	1.1
1.4	1.3	0.9	1.0	1.2	27	WQAM 560	CTRY	23	19	23	28	28	16/68	HNWH	NBC	.8
1.8	1.4	1.3	1.6	1.1	28	WSUA 1260	SPAN	27	26	30	26	24	14/78	CABALLERO		1.0

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LOS ANGELES #2

Continued from Page 118

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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+ BRCH SHARE
1.5	1.4	1.2	1.4	1.5	21		KLAC 570	CTRY	28	42	25	22	18	14/76	EASTMAN	ABC-D	1.3
2.4	1.6	1.8	1.4	1.4	23		KNX-FM 93.1	AOR	22	34	14	18	17	20/55	CBS SPOT	CBS	1.0
1.6	1.1	1.1	1.1	1.3	24		KFAC-FM 92.3	CLAS	21	27	34	33	32	21/52	MCGAVREN		.5
1.6	1.6	1.6	1.2	1.3	24		KFI 640	AC	20	28	32	29	25	24/45	CHRISTAL	MBS	1.0
1.6	1.4	1.3	1.3	1.2	26		KKGO 105.1	JAZZ	26	38	22	24	21	19/56	RADIO WEST	AP	1.1
2.2	1.3	1.1	1.5	1.2	26		KDAY 1580	B/U	25	4	21	34	34	21/52	ROSLIN	NBN	2.0
2.0	1.7	1.2	1.3	1.2	26		KRLA 1110	GOLD	19	20	31	23	24	27/40	MMR		1.2
0.5	0.6	1.2	1.4	1.1	29		KNAC 105.5	AOR	35	6	16	30	37	12/93	MASLA		2.1
0.8	1.0	1.2	0.8	1.1	29		KNOB 97.9	AC	29	40	23	28	27	17/63	MASLA		.9
0.9	0.8	0.9	0.9	1.1	29		KALI 1430	SPAN	33	17	20	25	29	14/79	MMR		2.4
1.3	1.2	1.0	0.7	1.0	32		KSKQ 1540	SPAN	34	35	17	26	30	14/75	CABALLERO		2.1

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 KLSX	1 KIIS-AF	1 KLSX	1 KIIS-AF	1 KLSX	1 KIIS-AF	A/A	1.5
2 KPWR	2 KPWR	2 KIIS-AF	2 KPWR	2 KRTH-FM	2 KRTH-FM	AC	14.0
3 KROQ	3 KOST	3 KPWR	3 KOST	3 KIIS-AF	3 KIIS-AF	AOR	10.3
4 KIIS-AF	4 KRTH-FM	4 KRTH-FM	4 KRTH-FM	4 KIQQ	4 KRTH-FM	BBnd	2.7
5 KRTH-FM	5 KROQ	5 KROQ	5 KIQQ	5 KTNQ	5 KBIG	Bk/Urbn	9.5
6 KLOS	6 KTNQ	6 KIQQ	6 KBIG	6 KPWR	6 KTNQ	BM/Easy	4.9
7 KMET	7 KLVE	7 KLOS	7 KTNQ	7 KABC	7 KPWR	CHR	6.3
8 KTNQ	8 KIQQ	8 KTNQ	8 KROQ	8 KNX	8 KABC	Clas	1.3
9 KNAC	9 KBIG	9 KOST	9 KLVE	9 KBIG	9 KLVE	Ctry	3.3
10 KJLH	10 KLSX	10 KMET	10 KJLH	10 KJOI	10 KJOI	Gold	8.3
						Jazz	1.2
						N/T	12.4
						Rel	9.4

MIAMI-FT. LAUDERDALE-HOLLYWOOD #11

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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	FORMAT REACH	
1 WSHE	1 WHQT	1 WSHE	1 WEDR	1 WSHE	1 WCMQ-FM	AC	11.6
2 WGTR	2 WEDR	2 WAXY	2 WHQT	2 WAXY	2 WJQY	AOR	6.4
3 WHQT	3 WLVE	3 WEDR	3 WCMQ-FM	3 WMXJ	3 WLYF	BBnd	1.4
4 WEDR	4 WHYI	4 WHQT	4 WJQY	4 WJQY	4 WKQS	Bk/Urbn	12.3
5 WMXJ	5 WSHE	5 WGTR	5 WLYF	5 WLYF	5 WEDR	BM/Easy	8.1
6 WHYI	6 WAXY	6 WMXJ	6 WHYI	6 WKQS	6 WLVE	CHR	6.1
7 WPOW	7 WJQY	7 WJQY	7 WLVE	7 WCMQ	7 WAXY	Clas	2.5
8 WLVE	8 WPOW	8 WHYI	8 WKQS	8 WEDR	8 WHQT	Ctry	4.9
9 WAXY	9 WMXJ	9 WCMQ-FM	9 WAXY	9 WIOD	9 WHYI	Gold	2.6
10 WINZ-FM	10 WCMQ-FM	10 WLYF	10 WSHE	10 WQBA	10 WMXJ	N/T	11.5
						Rel	1.3
						Span	19.2

MILWAUKEE-RACINE #26

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
9.7	14.6	12.2	12.1	1	WTMJ 620	AC	1	7	10	4	2	13/82	CHRISTAL	NBC	11.4
8.3	9.4	9.1	9.9	2	WKTI 94.5	CHR	2	1	1	2	3	15/74	CHRISTAL	NBC-S	10.7
8.1	8.9	7.3	9.2	3	WEZW 103.7	B/EZ	3	12	9	7	4	12/94	MCGAVREN		6.5
2.4	7.0	6.8	7.7	4	WKLH 96.5	GOLD	4	8	2	1	1	13/82	MCGAVREN	CNN	8.7
7.9	7.7	6.3	6.1	5	WOKY 920	BBND	7	17	17	15	13	13/86	EASTMAN	CBS	6.3
8.4	6.7	8.7	5.6	6	WQFM 93.3	AOR	6	2	3	3	9	14/76	SELECT	ABC-R	7.8
6.4	4.7	5.4	5.1	7	WLUM 102.1	UC	9	4	4	5	12	13/80	MASLA	CBS-R	7.2
4.6	4.5	4.2	4.5	8	WMIL 106.1	CTRY	8	9	11	9	5	16/68	EASTMAN		3.7
3.3	3.7	4.3	4.0	9	WMYX 99.1	AC	5	5	5	6	6	21/52	BLAIR		2.9
4.0	3.4	3.8	3.8	10	WBCS-FM 102.9	CTRY	11	10	14	12	8	17/64	DURPETTI	ABC-D	3.4
4.1	3.3	3.2	3.8	10	WLTQ 97.3	AC	13	13	8	8	7	14/79	KATZ		2.8
1.6	2.3	2.3	3.5	12	WRKR-FM 100.7	CHR	12	3	6	10	15	18/61	HNWH	ABC-C	2.6
5.0	2.7	3.0	3.3	13	WISN 1130	AC	10	11	12	13	10	21/52	KATZ	ABC-I	3.1
2.4	0.8	1.7	2.2	14	WBGK 95.7	AOR	14	14	7	11	11	18/61	REPUBLIC	US1	1.5
2.2	1.1	1.8	1.9	15	WFMR 98.3	CLAS	16	19	16	18	18	15/72	CMBS		2.7
2.7	3.0	2.6	1.7	16	WNOV 860	B/U	17	6	13	16	16	13/82	W&P	NBN	2.0
2.8	2.3	2.4	1.4	17	WEMP 1250	GOLD	15	15	15	14	14	27/40	BLAIR	ABC-E	2.5

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WKLH	1 WKTI	1 WKLH	1 WKTI	1 WKLH	1 WKTI	AC	23.2
2 WQFM	2 WLUM	2 WQFM	2 WLUM	2 WTMJ	2 WEZW	AOR	7.8
3 WKTI	3 WKLH	3 WKTI	3 WMYX	3 WKTI	3 WLTQ	BBnd	6.1
4 WRKR-FM	4 WMYX	4 WTMJ	4 WLTQ	4 WQFM	4 WMYX	Bik/Urbn	6.8
5 WLUM	5 WLTQ	5 WEZW	5 WKLH	5 WEZW	5 WMIL	BM/Easy	9.2
6 WBGK	6 WRKR-FM	6 WRKR-FM	6 WEZW	6 WMIL	6 WTMJ	CHR	13.4
7 WMYX	7 WBGK	7 WBGK	7 WMIL	7 WBGK	7 WBCS-FM	Clas	1.9
8 WEZW	8 WQFM	8 WLUM	8 WTMJ	8 WISN	8 WKLH	Ctry	8.3
9 WTMJ	9 WEZW	9 WMIL	9 WBCS-FM	9 WMYX	9 WLUM	Gold	9.1
10 WMIL	10 WMIL	10 WMYX	10 WRKR-FM	10 WBCS-FM	10 WOKY		

MINNEAPOLIS-ST. PAUL #18

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '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
18.5	18.0	17.9	18.3	17.2	1	WCCO 830	AC	1	7	9	3	1	13/86	CBS SPOT	CBS	16.3
9.0	8.5	10.0	9.6	11.0	2	KQRS-AF 1440 92.5	AOR	3	2	1	1	3	13/83	KATZ	ABC-R	14.7
10.4	11.0	9.5	9.9	9.0	3	KSTP-FM 94.5	AC	2	6	2	2	2	17/64	MCGAVREN		9.6
5.5	5.9	6.2	7.2	7.0	4	KDWB-FM 101.3	CHR	5	1	4	6	10	19/56	BLAIR		9.4
8.6	7.3	7.8	7.2	6.9	5	WLOL 99.5	CHR	4	3	3	4	5	21/52	HNWH		9.1
7.0	7.9	5.0	5.2	6.4	6	WAYL 93.7	B/EZ	8	14	14	12	6	11/96	REPUBLIC		3.2
6.1	5.9	6.8	5.4	6.2	7	KEYE 102.1	CTRY	7	9	5	5	4	13/82	KATZ		6.7
4.0	3.1	3.7	3.5	4.5	8	KSTP 1500	TALK	9	13	11	11	9	16/68	MCGAVREN	ABC-I	4.1
3.8	2.6	2.7	2.9	3.9	9	WLTE 102.9	AC	6	5	8	8	7	22/50	CBS SPOT	CBS-R	3.0
2.7	4.5	3.8	4.3	3.6	10	KTCZ 97.1	AOR	12	11	6	7	8	14/76	DURPETTI		2.9
3.2	3.2	3.9	2.5	3.0	11	KJJO-FM 104.1	GOLD	10	4	7	9	13	21/51	EASTMAN	ABC-E	3.3
1.0	1.2	1.3	2.5	2.4	12	KDWB 630	GOLD	13	8	12	10	11	21/52	BLAIR		1.7
3.3	2.3	2.5	2.1	2.2	13	WDGY 1130	CTRY	14	16	13	14	14	20/54	KATZ	CNN	2.2
2.0	2.8	2.0	2.9	2.1	14	KMGK 97.9	AC	11	15	10	13	12	24/44	MMR		1.3
1.5	1.5	2.6	2.1	1.5	15	KLBB 1400	BBND	15	12	18	18	15	13/83	ROSLIN	ABC-D	1.5

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KQRS-AF	1 KSTP-FM	1 KQRS-AF	1 KSTP-FM	1 WCCO	1 KSTP-FM	AC	32.2
2 WLOL	2 WLOL	2 KSTP-FM	2 WCCO	2 KQRS-AF	2 WCCO	AOR	14.6
3 KEYE	3 KDWB-FM	3 WCCO	3 WLOL	3 KSTP-FM	3 WAYL	BBnd	1.5
4 KJJO-FM	4 KQRS-AF	4 KEYE	4 KDWB-FM	4 KSTP	4 WLOL	BM/Easy	6.4
5 KTCZ	5 KTCZ	5 WLOL	5 KQRS-AF	5 KEYE	5 KEYE	CHR	13.9
6 KSTP-FM	6 KEYE	6 KTCZ	6 WLTE	6 KTCZ	6 WLTE	Ctry	8.4
7 KDWB-FM	7 WLTE	7 KJJO-FM	7 KEYE	7 WLOL	7 KMGK	Gold	5.4
8 WCCO	8 WCCO	8 KSTP	8 WAYL	8 KDWB	8 KQRS-AF	N/T	4.5
9 KSTP	9 KMGK	9 KDWB-FM	9 KTCZ	9 KJJO-FM	9 KDWB-FM		
10 WLTE	10 KJJO-FM	10 KDWB	10 KMGK	10 WLTE	10 KTCZ		

NASHVILLE #48

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
9.8	12.3	12.7	14.9	1	WKDF 103.3	AOR	1	3	1	1	1	10/105	KATZ	ABC-E	19.9
14.0	12.4	11.1	10.3	2	WSM-FM 95.5	CTRY	4	6	5	3	2	13/85	CHRISTAL		9.7
8.0	11.4	10.4	9.6	3	WZEZ 92.9	B/EZ	7	17	13	6	4	10/114	DURPETTI		6.4
13.2	8.4	10.5	9.1	4	WLAC-FM 105.9	AC	3	5	2	2	3	15/74	DURPETTI		7.6
5.7	9.7	8.5	7.4	5	WYHY 107.5	CHR	2	2	4	5	6	18/59	MCGAVREN	US2	10.6
5.8	9.3	6.8	7.1	6	WQQK 92.1	B/U	8	4	3	4	9	11/98	HNWH		7.7
10.3	5.4	7.5	5.9	7	WSIX-AF 98.0 97.9	CTRY	6	10	8	7	5	18/61	EASTMAN	AP	5.9
4.1	3.3	3.9	5.3	8	WWKX 104.5	CHR	5	1	6	9	10	21/52	W&P	US1	5.6
5.3	4.1	5.2	5.0	9	WSM 65.0	CTRY	9	13	14	10	7	15/71	CHRISTAL	NBC	5.1
2.8	3.0	3.3	3.9	10	WTMG 96.3	AC	10	11	7	7	8	15/75	TORBET		3.1
4.3	2.8	2.1	3.1	11	WVOL 147.0	GOLD	12	7	9	11	11	15/74	HNWH	NBN	2.6
2.8	2.0	1.7	2.7	12	WLAC 151.0	N/T	11	14	15	15	13	20/53	DURPETTI	CBS	1.7
0.4	0.7	1.3	1.6	13	WMDB 88.0	B/U	16	8	12	14	15	10/107			.5
1.9	1.5	1.0	1.5	14	WKDA 124.0	GOLD	14	16	11	12	12	19/57	KATZ	ABC-I	1.5
2.5	1.8	1.2	1.0	15	WLRQ 100.1	AC	13	9	10	13	14	30/36	REPUBLIC	CBS	.5

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 WKDF	1 WKDF	1 WLAC-FM	1 WKDF	1 WLAC-FM	AC 14.0
2 WQQK	2 WLAC-FM	2 WSM-FM	2 WKDF	2 WSM-FM	2 WSM-FM	AOR 14.9
3 WLAC-FM	3 WQQK	3 WLAC-FM	3 WSM-FM	3 WZEZ	3 WKDF	Bik/Urbn 8.7
4 WSM-FM	4 WYHY	4 WQQK	4 WYHY	4 WLAC-FM	4 WZEZ	BM/Easy 9.6
5 WYHY	5 WWKX	5 WZEZ	5 WQQK	5 WYHY	5 WYHY	CHR 12.7
6 WWKX	6 WTMG	6 WYHY	6 WTMG	6 WSM	6 WSIX-FM	Ctry 21.2
7 WSIX-FM	7 WSM-FM	7 WSIX-FM	7 WWKX	7 WSIX-FM	7 WTMG	Gold 4.6
8 WTMG	8 WSIX-FM	8 WSM	8 WZEZ	8 WTMG	8 WQQK	N/T 2.7
9 WKDA	9 WVOL	9 WTMG	9 WSIX-FM	9 WKDA	9 WWKX	
10 WLRQ	10 WMDB	10 WWKX	10 WVOL	10 WQQK	10 WSM	

NASSAU-SUFFOLK #12

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
6.2	5.5	5.8	6.1	1	WALK-AF 1370 97.5	AC	6	11	8	3	1	11/96	RADIO WEST	
4.9	7.4	5.8	6.1	1	WHTZ 100.3	CHR	1	1	2	4	4	17/63	EASTMAN	
6.1	5.7	4.5	5.2	3	WBLI 106.1	CHR	5	6	3	1	2	14/78	MASLA	
4.4	5.4	5.0	5.1	4	WPLJ 95.5	CHR	2	2	1	2	5	20/54	BLAIR	ABC-R
3.9	3.5	3.5	4.8	5	WCBS 880	NEWS	3	35	19	15	10	18/60	CBS SPOT	CBS
4.1	3.1	4.6	3.9	6	WOR 710	TALK	11	25	27	26	18	13/81	REPUBLIC	ABC-E
2.5	3.5	3.7	3.8	7	WCBS-FM 101.1	GOLD	8	12	10	5	3	16/70	CBS SPOT	CBS-R
4.7	4.6	3.9	3.7	8	WBAB 102.3	AOR	7	7	4	6	8	17/64		
2.3	3.1	2.8	3.3	9	WHLI 1100	BBND	25	24	25	21	21	7/157	ROSLIN	
3.8	4.1	2.4	3.2	10	WLTW 106.7	AC	10	18	12	8	6	17/65	MMR	
3.3	2.9	3.1	3.1	11	WINS 1010	NEWS	4	17	22	16	12	25/43	GROUP W	ABC-D
2.8	1.6	2.8	2.9	12	WGSM 740	AC	29	34	28	27	15	7/167	ROSLIN	
1.1	2.7	3.3	2.9	12	WPAT-FM 93.1	B/EZ	19	27	29	25	24	13/82	CHRISTAL	
2.9	3.3	3.6	2.9	12	WNEW-FM 102.7	AOR	12	8	6	9	11	17/64	KATZ	NBC-S
4.9	3.5	2.2	2.9	12	WNBC 660	AC	9	20	13	10	7	19/57	HNWH	NBC
1.1	2.2	3.4	2.9	12	WXRK 92.3	AOR	14	9	5	7	9	17/65	TORBET	ABC-R
2.0	2.2	1.5	2.8	17	WQHT 103.5	UC	13	3	7	11	26	18/61	DURPETTI	
2.5	1.7	3.2	2.4	18	WCTO 94.3	B/EZ	20	16	31	24	19	14/80	ROSLIN	
2.5	2.4	2.8	2.2	19	WABC 770	TALK	15	22	20	22	17	21/52	BLAIR	ABC-I
2.8	2.0	2.1	2.2	19	WNSR 105.1	AC	17	19	11	12	13	20/53	TORBET	
1.3	2.0	2.0	2.1	21	WLIR-FM 92.7	AOR	23	5	9	13	29	14/78	MASLA	
1.9	2.7	2.2	2.0	22	WHN 1050	CTRY	18	23	23	19	14	20/53	DURPETTI	MBS
2.5	2.1	2.8	2.0	22	WRKS 98.7	B/U	21	4	16	23	25	16/69	REPUBLIC	US1
1.9	1.2	1.8	1.9	24	WNEW 1130	BBND	24	26	26	30	23	15/72	KATZ	
2.2	2.2	1.9	1.8	25	WKJY 98.3	B/EZ	26	31	18	17	20	13/84	ROSLIN	
1.7	1.6	1.8	1.7	26	WPIX 101.9	AC	22	29	17	18	22	18/61	CHRISTAL	
1.9	2.0	1.4	1.6	27	WYNY 97.1	AC	16	14	14	14	16	28/39	HNWH	
0.8	0.6	1.3	1.1	28	WEZN 99.9	B/EZ	31	37	33	31	27	16/68	KATZ	

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NEW ORLEANS #31

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
14.7	14.5	15.5	13.2	1	WYLD-FM 98.5	B/U	3	3	1	1	1	9/119	HNWH		20.0
10.5	9.9	10.1	10.1	2	WEZB 97.1	CHR	1	1	3	2	3	15/71	BLAIR	US1	11.9
6.9	5.6	6.6	8.8	3	WQUE 93.3	UC	2	2	2	4	4	16/69	EASTMAN		10.6
7.2	6.7	6.1	7.1	4	WLTS 105.3	AC	5	6	5	3	2	14/77	DURPETTI	CBS-R	5.4
6.2	5.9	5.6	6.8	5	WWL 87.0	N/T	4	11	8	7	5	17/63	KATZ	CBS	4.4
6.2	7.7	5.5	6.4	6	WBYU 95.7	B/EZ	7	13	13	9	7	12/87	CHRISTAL		3.9
6.2	4.9	5.0	5.9	7	WRNO 99.5	AOR	6	4	4	5	9	14/78	MMR	ABC-F	5.1
4.8	5.3	4.8	5.2	8	WNOE-FM 101.1	CTRY	9	18	9	8	8	12/90	MCGAVREN	ABC-E	6.2
5.9	4.3	5.8	4.9	9	WBOK 123.0	REL	11	8	11	12	10	10/113	MASLA	SBN	3.6
5.3	4.9	5.9	4.4	10	WAJY 101.9	AC	8	9	7	6	6	15/72	KATZ		2.7
2.4	2.8	3.1	2.9	11	WTIX 69.0	GOLD	10	7	10	11	11	18/60	MCGAVREN	MBS	2.8
0.6	2.2	1.9	2.7	12	WCKW-FM 92.3	GOLD	12	10	6	10	12	14/75	MASLA	ABC-D	2.9
4.4	3.4	3.9	2.5	13	WSMB 135.0	TALK	14	15	17	17	17	13/85	SMITH	ABC-I	3.4
2.5	2.2	2.1	2.1	14	WWIW 145.0	BBND	16	19	19	19	19	11/100	TARGET	SMN	1.1
3.1	2.9	3.0	2.0	15	WYLD 94.0	B/U	13	5	12	13	15	18/59	HNWH		.9
2.3	2.3	1.8	2.0	15	WNOE 106.0	CTRY	15	16	16	18	14	15/70	MCGAVREN	ABC-E	2.6
1.7	1.3	1.2	1.3	17	WYAT 99.0	GOLD	17	17	15	14	13	14/75	DURPETTI	CBS-R	1.6

FORMAT REACH

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	BBnd	Bik/Urbn	BM/Easy	CHR	Ctry	Gold	N/T	Rel
1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	11.5	5.9	24.0	6.4	10.1	7.2	6.9	9.3	4.9
2 WRNO	2 WQUE	2 WRNO	2 WLTS	2 WWL	2 WLTS									
3 WQUE	3 WEZB	3 WQUE	3 WEZB	3 WRNO	3 WEZB									
4 WEZB	4 WLTS	4 WEZB	4 WQUE	4 WLTS	4 WAJY									
5 WCKW-FM	5 WRNO	5 WLTS	5 WAJY	5 WQUE	5 WNOE-FM									
6 WLTS	6 WAJY	6 WWL	6 WNOE-FM	6 WEZB	6 WQUE									
7 WWL	7 WBOK	7 WCKW-FM	7 WRNO	7 WBYU	7 WBOK									
8 WAJY	8 WTIX	8 WBYU	8 WBYU	8 WCKW-FM	8 WBYU									
9 WNOE-FM	9 WCKW-FM	9 WNOE-FM	9 WBOK	9 WAJY	9 WWL									
10 WYLD	10 WNOE-FM	10 WAJY	10 WTIX	10 WNOE-FM	10 WTIX									

NEW YORK #1

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
5.5	6.1	6.9	5.5	5.8	1	WHTZ 100.3	CHR	3	2	2	1	1	15/70	EASTMAN		6.3
5.5	5.6	6.2	5.1	5.1	2	WRKS 98.7	B/U	7	1	1	4	8	11/97	REPUBLIC	US 1	6.7
6.0	5.5	5.9	5.5	5.1	2	WPLJ 95.5	CHR	2	3	3	2	5	19/57	BLAIR	ABC-R	6.6
5.2	5.2	4.5	5.3	4.7	4	WOR 710	TALK	5	33	31	22	18	13/83	REPUBLIC	ABC-E	4.6
4.7	4.0	4.3	4.9	4.6	5	WBLS 107.5	B/U	9	5	4	3	4	12/88	MCGAVREN	ABC-F	6.2
4.5	4.7	4.6	4.9	4.6	5	WINS 1010	NEWS	1	17	12	11	7	22/49	GROUP W	ABC-D	3.1
3.4	3.5	4.3	4.4	4.5	7	WPAT-FM 93.1	B/EZ	8	19	27	17	12	13/85	CHRISTAL		2.9
4.5	3.8	4.2	3.6	4.2	8	WLTW 106.7	AC	10	9	8	6	3	13/84	MMR		3.4
2.8	3.4	3.6	3.3	4.0	9	WCBS-FM 101.1	GOLD	6	13	9	7	2	15/72	CBS SPOT	CBS-R	2.9
3.6	3.7	3.3	3.5	3.9	10	WCBS 880	NEWS	4	23	18	13	11	21/52	CBS SPOT	CBS	3.1
4.1	3.7	3.9	3.5	3.8	11	WNEW-FM 102.7	AOR	11	6	5	5	6	14/79	KATZ	NBC-S	5.3
2.1	2.8	3.1	3.3	3.1	12	WXRK 92.3	AOR	13	7	6	8	9	16/69	TORBET	ABC-R	3.7
1.7	1.6	1.6	1.4	3.1	12	WQHT 103.5	UC	16	4	7	10	22	14/78	DURPETTI		3.1
2.6	2.8	2.6	2.7	2.9	14	WABC 770	TALK	12	26	16	16	16	18/62	BLAIR	ABC-I	3.2
3.1	3.5	1.9	2.3	2.5	15	WNSR 105.1	AC	14	15	10	9	10	18/59	TORBET		2.0
3.0	2.9	2.7	3.0	2.3	16	WNEW 1130	BBND	20	36	30	29	25	15/74	KATZ		1.7
2.2	2.2	3.0	2.8	2.1	17	WHN 1050	CTRY	19	18	20	19	17	16/67	DURPETTI	MBS	1.7
2.3	1.7	2.0	1.9	2.0	18	WPIX 101.9	AC	18	22	13	14	15	18/59	CHRISTAL		1.4
2.0	1.9	2.0	1.8	1.8	19	WYNY 97.1	AC	15	14	11	12	13	24/45	HNWH		1.5
2.6	2.0	2.0	1.5	1.7	20	WNBC 660	AC	17	16	14	15	14	23/48	HNWH	NBC	1.2
1.7	1.5	1.7	2.0	1.6	21	WQXR-AF 1560 96.3	CLAS	21	42	32	32	26	21/53	MCGAVREN		1.3

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NASSAU-SUFFOLK #12

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FALL '85	SPRING '86	SUMMER '86	FALL '86	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	0.8	0.8	1.1	28		WQXR-AM 1560 96.3	CLAS	27	38	35	35	35	18/52	MCGAVREN		--
2.1	1.4	1.8	1.0	30		WBLS 107.5	B/U	28	13	15	20	30	19/56	MCGAVREN	ABC-F	--
0.7	0.6	0.8	1.0	30		WNCN 104.3	CLAS	30	21	30	29	31	19/57	CMBS	AP	--

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 WBAB	1 WPLJ	1 WCBS-FM	1 WALK-FM	1 WCBS-FM	1 WALK-AF	AC	20.6
2 WXRK	2 WHTZ	2 WBAB	2 WPLJ	2 WNBC	2 WBLI	AOR	11.6
3 WNEW-FM	3 WBLI	3 WXRK	3 WBLI	3 WALK-AF	3 WPLJ	BBnd	5.2
4 WHTZ	4 WBAB	4 WNEW-FM	4 WHTZ	4 WBAB	4 WHTZ	Bik/Urban	5.8
5 WPLJ	5 WALK-AF	5 WHTZ	5 WLTW	5 WBLI	5 WLTW	BM/Easy	8.2
6 WBLI	6 WQHT	6 WBLI	6 WCBS-FM	6 WXRK	6 WCBS-FM	CHR	16.4
7 WQHT	7 WNSR	7 WPLJ	7 WNSR	7 WNEW-FM	7 WNSR	Clas	2.1
8 WCBS-FM	8 WLIR-FM	8 WNBC	8 WBAB	8 WLTW	8 WGSM	Ctry	2.0
9 WLIR-FM	9 WXRK	9 WALK-AF	9 WQHT	9 WHTZ	9 WCBS	Gold	3.8
10 WNBC	10 WYNY	10 WLTW	10 WKJY	10 WCBS	10 WNBC	N/T	14.0

NEW YORK #1

Continued from Page 129

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
1.2	1.3	1.2	1.4	1.5	22		WNCN 104.3	CLAS	22	30	24	20	19	18/59	CMBS	AP	1.3
1.0	1.3	1.6	1.5	1.4	23		WPAT 930	B/EZ	23	31	41	40	36	17/63	CHRISTAL		.6
1.9	1.8	1.8	1.8	1.4	23		WADO 1280	SPAN	25	20	29	25	21	11/96			1.4
1.8	1.7	1.0	1.4	1.3	25		WSKQ 620	SPAN	28	25	21	18	20	9/115	CABALLERO		1.9
1.0	0.8	0.9	0.9	1.0	26		WALK-AF 1370 97.5	AC	30	27	25	24	23	12/89	RADIO WEST		.5
1.1	1.3	1.1	1.0	1.0	26		WKDM 1380	SPAN	33	21	15	21	24	9/120	MMR		1.1

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 WBLS	1 WPLJ	1 WBLS	1 WPLJ	1 WCBS-FM	1 WLTW	AC	13.2
2 WXRK	2 WHTZ	2 WNEW-FM	2 WHTZ	2 WBLS	2 WHTZ	AOR	6.9
3 WNEW-FM	3 WRKS	3 WXRK	3 WRKS	3 WNEW-FM	3 WPLJ	BBnd	2.3
4 WRKS	4 WBLS	4 WHTZ	4 WLTW	4 WXRK	4 WCBS-FM	Bik/Urban	12.8
5 WHTZ	5 WNEW-FM	5 WCBS-FM	5 WCBS-FM	5 WHTZ	5 WRKS	BM/Easy	5.9
6 WPLJ	6 WLTW	6 WRKS	6 WBLS	6 WLTW	6 WBLS	CHR	10.9
7 WQHT	7 WNSR	7 WPLJ	7 WNSR	7 WINS	7 WINS	Clas	3.1
8 WCBS-FM	8 WQHT	8 WLTW	8 WNEW-FM	8 WPLJ	8 WNSR	Ctry	2.1
9 WLTW	9 WCBS-FM	9 WQHT	9 WYNY	9 WCBS	9 WPAT-FM	Gold	4.0
10 WNSR	10 WXRK	10 WINS	10 WQHT	10 WABC	10 WYNY	N/T	16.1
						Span	3.7

NORFOLK-VIRGINIA BEACH-NEWPORT NEWS #33

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
11.8	11.4	12.4	11.0	1	WNOR-FM 98.7	AOR	1	3	1	1	1	11/97	W&P	ABC-R	16.8
9.7	7.9	8.2	8.6	2	WFOG 92.9	B/EZ	6	13	12	11	5	10/106	MMR		5.8
7.6	10.2	8.2	8.5	3	WOWI 102.9	B/U	5	5	2	2	4	11/99	MCGAVREN	SBN	11.6
8.7	9.1	8.7	7.9	4	WCMS-FM 100.5	CTRY	3	11	7	4	3	12/90	KATZ	ABC-E	10.7
7.5	6.2	6.4	7.4	5	WLTY 95.7	AC	4	10	3	3	2	13/86	CHRISTAL		4.7
5.6	7.4	7.2	7.2	6	WNVZ 104.5	CHR	2	1	5	5	7	17/64	REPUBLIC		9.2
4.5	4.4	3.9	5.4	7	WRAP 850	B/U	9	2	8	9	11	14/79	TORBET	NBN	4.0
--	--	--	4.7	8	WGH-FM 97.3	CHR	8	4	4	6	13	16/68	BLAIR	ABC-E	--
4.3	5.1	4.0	4.4	9	WTAR 790	GOLD	7	12	14	12	9	18/59	CHRISTAL	CBS	3.4
5.7	5.1	4.1	4.1	10	WMYK 93.7	B/U	11	6	6	7	8	17/63	EASTMAN		5.4
5.8	5.1	4.0	3.9	11	WWDE 101.3	AC	10	9	9	8	6	18/59	CBS SPOT	CBS-R	4.3
3.3	1.3	1.6	3.4	12	WXRI 105.3	CC	13	7	11	10	10	12/89	MASLA		1.4
4.0	3.0	2.2	3.3	13	WPCE 1400	REL	12	8	10	13	12	14/79	MCGAVREN	SBN	2.3
1.8	1.6	1.5	2.8	14	WNRN 94.9	B/EZ	15	23	15	15	16	11/102	W&P		.8
2.6	3.2	2.7	2.0	15	WNIS 1350	TALK	14	17	17	18	17	15/71	W&P	ABC-T	2.0
1.3	0.7	1.9	1.6	16	WTID 106.9	CTRY	16	20	13	14	14	16/68	DURPETTI		1.1
0.8	1.2	0.8	1.1	17	WKEZ 94.1	CTRY	17	22	19	16	15	13/82	ROSLIN	MBS	.9
--	0.4	1.3	1.0	18	WZAM 1110	REL	19	19	18	17	18	13/85	EASTMAN	NBN	.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNOR-FM	1 WOWI	1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WLTY	AC
2 WOWI	2 WLTY	2 WOWI	2 WOWI	2 WCMS-FM	2 WCMS-FM	AOR
3 WGH-FM	3 WNOR-FM	3 WCMS-FM	3 WNVZ	3 WLTY	3 WOWI	Bik/Urbn
4 WLTY	4 WNVZ	4 WLTY	4 WNOR-FM	4 WFOG	4 WWDE	BM/Easy
5 WNVZ	5 WMYK	5 WGH-FM	5 WCMS-FM	5 WTAR	5 WFOG	CC
6 WRAP	6 WWDE	6 WNVZ	6 WWDE	6 WMYK	6 WNVZ	CHR
7 WMYK	7 WCMS-FM	7 WMYK	7 WMYK	7 WOWI	7 WXRI	Ctry
8 WCMS-FM	8 WGH-FM	8 WRAP	8 WXRI	8 WNVZ	8 WNOR-FM	Gold
9 WPCE	9 WXRI	9 WTAR	9 WFOG	9 WWDE	9 WMYK	N/T
10 WXRI	10 WPCE	10 WWDE	10 WRAP	10 WRAP	10 WPCE	Rel

OKLAHOMA CITY #43

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
9.5	12.8	12.3	11.9	1	KATT 100.5	AOR	2	2	1	1	3	12/91	BLAIR	NBC-S	20.3
6.8	7.1	12.2	11.5	2	KJYO 102.7	CHR	1	1	2	3	7	13/84	BLAIR		12.9
10.8	13.1	12.7	11.1	3	KXXY-AF 1340 96.1	CTRY	4	5	4	2	1	11/97	MCGAVREN		9.2
9.8	7.0	8.3	8.8	4	KTOK 1000	N/T	3	9	9	7	6	15/70	BLAIR	ABC-I	6.6
11.4	7.7	8.4	8.3	5	KKNG 92.5	B/EZ	6	11	13	9	5	14/80	CHRISTAL		6.0
10.8	7.3	6.2	7.9	6	KZBS 98.9	AC	5	4	3	4	2	15/72	HNWH	AP	7.1
6.0	5.6	3.6	5.1	7	KLTE 101.9	AC	8	8	5	5	4	17/65	DURPETTI		4.0
5.6	8.1	4.8	4.7	8	KEBC 94.7	CTRY	7	12	10	10	8	19/58	MMR	CBS-R	3.8
6.4	5.0	3.2	3.8	9	KMGL 104.1	AC	10	6	6	8	10	18/60	KATZ	ABC-C	2.7
3.0	3.5	4.1	3.8	9	KIMY 107.7	AC	11	7	7	6	9	17/64	DURPETTI		3.3
4.9	4.6	4.5	3.6	11	WKY 930	CTRY	9	10	14	13	11	22/49	CHRISTAL	ABC-E	4.8
0.7	0.8	2.0	3.2	12	KPRW 1140	B/U	15	3	8	11	13	8/133	BLAIR	SBN	5.0
1.7	1.5	1.7	2.9	13	KJIL 104.9	REL	13	13	12	12	12	13/82	STARCOM	UPI	1.8
1.5	4.2	5.0	2.3	14	KOMA 1520	AC	12	16	18	15	14	18/59	DURPETTI	NBC	2.5
1.1	2.0	0.9	1.2	15	KKLR 97.7	GOLD	16	14	11	14	15	20/55	W&P		.6
0.8	1.2	1.3	1.0	16	WWLS 640	GOLD	14	17	15	16	16	32/34	MCGAVREN	CBS	2.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT	1 KJYO	1 KATT	1 KJYO	1 KATT	1 KXXY-FM	AC 22.9
2 KZBS	2 KZBS	2 KXXY-FM	2 KZBS	2 KXXY-FM	2 KZBS	AOR 11.9
3 KXXY-FM	3 KATT	3 KZBS	3 KATT	3 KZBS	3 KKNG	Blk/Urbn 3.2
4 KJYO	4 KLTE	4 KJYO	4 KXXY-FM	4 KTOK	4 KLTE	BM/Easy 8.3
5 KLTE	5 KMGL	5 KTOK	5 KLTE	5 KLTE	5 KJYO	CHR 11.5
6 KTOK	6 KXXY-FM	6 KLTE	6 KIMY	6 KEBC	6 KIMY	Ctry 19.4
7 KPRW	7 KIMY	7 KKNG	7 KMGL	7 KKNG	7 KMGL	Gold 2.2
8 KIMY	8 KPRW	8 KEBC	8 KKNG	8 KJYO	8 KTOK	N/T 8.8
9 KMGL	9 KEBC	9 KIMY	9 KEBC	9 KIMY	9 KEBC	Rel 2.9
10 KKLR	10 KKNG	10 KMGL	10 KPRW	10 WKY	10 KATT	

PHILADELPHIA #5

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
9.8	9.7	10.9	11.5	9.0	1	1	WMMR 93.3	AOR	2	3	1	1	1	13/86	KATZ	NBC-S	14.5
6.5	7.3	8.1	7.2	7.9	2		WEAZ 101.1	B/EZ	3	12	15	12	5	11/96	MCGAVREN		6.3
6.9	7.4	6.9	6.9	7.2	3		WUSL 98.9	B/U	5	1	2	2	10	11/101	EASTMAN	ABC-F	10.5
7.0	8.0	6.8	6.5	7.0	4		KYW 106.0	NEWS	1	15	11	8	6	20/54	GROUP W	NBS	6.3
4.1	4.7	4.0	5.3	5.3	5		WWDB 96.5	TALK	14	22	14	14	11	10/112	REPUBLIC	ABC-I	4.6
3.0	2.8	3.6	3.6	4.5	6		WYSP 94.1	GOLD	6	5	3	3	8	17/65	TORBET	ABC-R	5.1
5.3	5.0	4.5	4.7	4.4	7		WPEN 95.0	BBND	11	25	24	21	18	12/88	MMR	US2	3.8
4.2	3.9	4.0	3.9	4.4	7		WDAS-FM 105.3	B/U	13	6	4	4	3	12/92	HNWH		7.7
4.6	3.7	4.7	3.5	4.3	9		WSNI 104.5	AC	10	10	5	6	4	14/78	DURPETTI	US1	2.8
4.0	4.2	3.4	3.5	4.3	9		WKSZ 100.3	AC	9	7	8	7	9	15/74	MASLA		4.3
5.2	5.1	4.9	5.0	4.1	11		WMGK 102.9	AC	7	16	6	5	2	17/64	MMR		4.5
4.2	4.2	4.4	4.7	4.0	12		WCAU-FM 98.1	CHR	4	2	9	11	14	20/54	CBS SPOT	CBS	4.6
3.3	3.6	3.8	3.8	3.9	13		WXTU 92.5	CTRY	16	9	10	10	7	13/85	BLAIR	MBS	3.1
3.7	3.7	4.7	4.1	2.8	14		WCAU 121.0	N/T	8	17	17	17	16	22/49	CBS SPOT	CBS	2.4
1.7	1.5	1.8	1.6	2.7	15		WFIL 56.0	GOLD	18	14	12	13	12	15/72	EASTMAN	ABC-D	1.9
3.7	3.6	3.2	2.6	2.7	15		WIP 61.0	AC	15	19	16	15	15	19/58	KATZ	ABC-E	2.3
3.7	2.8	2.6	2.5	2.5	17		WIOQ 102.1	AOR	12	13	7	9	13	21/51	MCGAVREN		3.0
1.8	2.1	1.8	2.0	1.8	18		WFLN 95.7	CLAS	19	24	20	18	17	15/73	CMBS		1.4
2.0	2.2	1.5	1.6	1.7	19		WTRK 106.1	CHR	17	4	13	16	20	25/43	CHRISTAL	ABC-C	1.9
1.0	1.1	1.0	1.1	1.5	20		WDAS 148.0	B/U	20	21	21	19	19	13/82	HNWH	NBN	.5
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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	AC	15.4
1 WMMR	1 WMMR	1 WMMR	1 WUSL	1 WMMR	1 WMGK	AOR	11.5
2 WYSP	2 WUSL	2 WYSP	2 WMGK	2 WYSP	2 WMMR	BBnd	4.4
3 WDAS-FM	3 WMGK	3 WDAS-FM	3 WMMR	3 WDAS-FM	3 WKSZ	Bik/Urban	13.1
4 WUSL	4 WSNI	4 WSNI	4 WKSZ	4 WSNI	4 WDAS-FM	BM/Easy	7.9
5 WSNI	5 WDAS-FM	5 WUSL	5 WDAS-FM	5 KYW	5 WEAZ	CHR	5.7
6 WIOQ	6 WKSZ	6 KYW	6 WSNI	6 WXTU	6 WSNI	Clas	1.8
7 WCAU-FM	7 WYSP	7 WIOQ	7 WCAU-FM	7 WWDB	7 WUSL	Ctry	3.9
8 KYW	8 WIOQ	8 WMGK	8 WXTU	8 WEAZ	8 KYW	Gold	7.2
9 WMGK	9 WCAU-FM	9 WFIL	9 WIOQ	9 WFIL	9 WXTU	N/T	15.1
10 WKSZ	10 WXTU	10 WXTU	10 WEAZ	10 WMGK	10 WFIL	Rel	1.1

PHOENIX #24

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
12.8	13.1	10.7	10.9	11.7	1	KNIX-AF 1580 102.5	CTRY	2	5	3	1	1	11/98	KATZ		16.4
7.3	6.7	8.2	11.2	11.5	2	KMEO-AF 740 96.9	B/EZ	4	13	15	8	3	9/121	GROUP W		6.6
6.8	9.3	11.9	11.0	10.6	3	KZZP-AF 1310 104.7	CHR	1	1	1	2	7	13/82	MCGAVREN		15.4
9.3	8.4	8.3	9.5	9.4	4	KTAR 620	N/T	3	20	13	10	5	14/79	CBS SPOT	ABC-I	7.2
10.4	7.6	7.5	6.8	7.2	5	KUPD 97.9	AOR	5	2	2	3	8	13/83	MASLA		7.9
2.4	2.5	2.7	2.8	4.9	6	KMYL KAMJ 1230 101.5	AC	11	19	8	4	2	9/116	DURPETTI		1.9
4.6	5.3	4.9	4.4	4.7	7	KKLT 98.7	AC	6	12	5	5	4	17/63	CBS SPOT		4.7
3.7	3.5	3.5	3.4	3.8	8	KOPA KSLX 1440 100.7	GOLD	12	9	4	6	6	12/90	MMR		3.8
5.9	4.2	3.8	3.8	3.4	9	KOOL-FM 94.5	GOLD	9	17	7	7	9	17/63	CHRISTAL	CBS	3.0
3.7	3.9	3.2	2.9	3.2	10	KDKB 93.3	GOLD	8	7	6	9	11	20/53	BLAIR	NBC-S	4.5
0.7	1.3	2.1	3.6	2.8	11	KKFR 92.3	CHR	7	4	9	12	13	23/46	HNWH	ABC-C	3.7
3.3	2.3	2.6	2.4	2.7	12	KLFF 1360	BBND	16	24	28	25	20	13/86		ABC-D	1.9
3.2	3.3	3.4	3.2	2.6	13	KLZI 99.9	AC	10	18	10	11	10	20/55	CHRISTAL	US1	2.4
4.8	3.3	3.9	2.4	2.5	14	KOY 550	AC	14	14	23	17	14	16/66	EASTMAN	NBC	1.2
7.1	8.4	6.1	2.3	2.4	15	KOY-FM 95.5	AC	13	22	14	13	12	19/58	EASTMAN		3.4
0.5	0.9	1.8	1.9	2.2	16	KFYI 910	N/T	15	27	19	18	15	15/72	HNWH	MBS	1.7
2.9	2.7	3.0	2.0	2.0	17	KUKQ 1060	UC	17	3	11	14	21	15/74	MASLA		4.1
--	--	0.3	--	1.4	18	KONC 106.3	CLAS	20	25	20	19	16	14/80	CMBS	ABC-D	1.1
1.3	1.8	1.5	1.8	1.2	19	KVVA 860	SPAN	22	11	16	16	17	11/97	LOTUS		--
2.0	2.2	1.6	1.7	1.1	20	KSTM 107.1	AOR	19	15	12	15	19	20/55	ROSLIN		.9
1.7	1.6	0.7	--	1.1	20	KPHX 1480	SPAN	27	10	22	23	24	8/128	CABALLERO		.1

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUPD	1 KZZP-FM	1 KUPD	1 KZZP-FM	1 KNIX-FM	1 KNIX-FM	AC 17.1
2 KZZP-FM	2 KNIX-FM	2 KNIX-FM	2 KNIX-FM	2 KTAR	2 KAMJ	AOR 8.3
3 KSLX	3 KKLT	3 KZZP-FM	3 KKLT	3 KUPD	3 KKLT	BBnd 2.7
4 KNIX-FM	4 KUPD	4 KSLX	4 KAMJ	4 KSLX	4 KMEO-FM	BM/Easy 11.5
5 KDKB	5 KAMJ	5 KOOL-FM	5 KMEO-FM	5 KOOL-FM	5 KZZP-FM	Bik/Urbn 2.0
6 KOOL-FM	6 KKFR	6 KTAR	6 KUPD	6 KAMJ	6 KTAR	CHR 13.4
7 KKLT	7 KSLX	7 KDKB	7 KKFR	7 KKLT	7 KSLX	Ctry 11.7
8 KLZI	8 KDKB	8 KKLT	8 KSLX	8 KMEO-FM	8 KOY-FM	Gold 10.4
9 KSTM	9 KOOL-FM	9 KAMJ	9 KDKB	9 KLZI	9 KOOL-FM	N/T 11.6
10 KTAR	10 KLZI	10 KLZI	10 KOOL-FM	10 KDKB	10 KKFR	Span 2.3

PITTSBURGH #14

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
11.9	16.9	15.3	13.2	13.8	1	1	KDKA 1020	AC	1	6	8	6	1	13/82	GROUP W	NBC	12.5
9.2	7.4	8.0	7.9	9.4	2	2	WBZZ 93.7	CHR	2	1	2	1	4	14/78	BLAIR		13.2
7.8	8.0	9.8	9.2	9.1	3	3	WSHH 99.7	B/EZ	3	16	10	9	6	11/95	MMR		5.1
8.4	7.3	7.2	9.9	7.7	4	4	WDVE 102.5	AOR	4	2	1	2	7	12/89	EASTMAN	NBC-S	13.3
5.4	4.6	4.9	5.1	5.7	5	5	WWSW 94.5	AC	7	7	6	3	2	15/74	MCGAVREN	ABC-C	4.7
2.4	3.6	3.3	3.6	4.8	6	6	WLTJ 92.9	AC	9	13	4	5	3	12/93	CBS SPOT	CBS	1.8
3.7	4.0	3.4	3.6	4.7	7	7	WJAS 1320	BBND	12	19	22	19	16	10/105	MMR	AP	3.2
4.6	4.7	4.4	4.7	4.7	7	7	WHTX 96.1	AC	5	5	5	4	5	19/57	KATZ		4.2
6.7	5.5	6.8	6.0	4.6	9	9	WAMO-FM 105.9	B/U	10	3	3	7	9	12/91	MASLA	SBN	8.2
4.3	3.9	4.2	4.3	3.9	10	10	WTKN 970	TALK	13	21	19	13	11	12/89	MCGAVREN	ABC-D	2.4
4.2	3.8	3.3	3.4	3.6	11	11	WTAE 1250	AC	6	10	11	10	8	23/47	KATZ	ABC-E	4.0
2.5	3.0	2.3	2.8	2.9	12	12	WYDD 104.7	CHR	8	4	7	8	12	20/55	ROSLIN	ABC-F	3.2
2.7	2.6	2.2	2.7	2.8	13	13	WDSY 107.9	CTRY	15	11	12	12	10	13/81	REPUBLIC	ABC-I	1.7
2.6	2.1	3.1	2.3	2.0	14	14	KQV 1410	NEWS	11	26	18	17	17	24/44	CBS SPOT	CBS	2.1
2.6	1.7	1.7	1.2	2.0	14	14	WEPP 1080	CTRY	17	15	16	15	13	9/121	REPUBLIC	ABC-I	1.4
2.2	2.2	3.7	2.6	1.4	16	16	WMYG 96.9	GOLD	14	12	9	11	14	27/41	CHRISTAL		2.9
0.7	0.8	1.0	1.1	1.1	17	17	WPIT-FM 101.5	CC	16	17	15	14	15	21/51			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 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 WWSW	1 KDKA	AC	32.6
2 WBZZ	2 WAMO-FM	2 WBZZ	2 WLTJ	2 WDVE	2 WBZZ	AOR	7.7
3 WHTX	3 WLTJ	3 WWSW	3 WWSW	3 WHTX	3 WLTJ	BBnd	4.7
4 WAMO-FM	4 WWSW	4 WHTX	4 KDKA	4 KDKA	4 WWSW	Blk/Urbn	4.6
5 WYDD	5 WDVE	5 WLTJ	5 WAMO-FM	5 WTAE	5 WSHH	BM/Easy	9.1
6 WWSW	6 WYDD	6 WTAE	6 WHTX	6 WLTJ	6 WHTX	CC	1.1
7 WLTJ	7 WHTX	7 KDKA	7 WDVE	7 WSHH	7 WAMO-FM	CHR	12.3
8 KDKA	8 WMYG	8 WAMO-FM	8 WYDD	8 WBZZ	8 WDSY	Ctry	4.8
9 WMYG	9 KDKA	9 WYDD	9 WSHH	9 WDSY	9 WTKN	Gold	1.4
10 WTAE	10 WSHH	10 WSHH	10 WMYG	10 WAMO-FM	10 WDVE	N/T	5.9

PORTLAND #25

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '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+ BRCH SHARE
8.3	6.1	9.1	6.4	7.5	1	1	KXL-FM 95.5	B/EZ	8	22	15	12	10	11/98	MCGAVREN		5.8
9.8	9.9	7.7	8.5	7.1	2	2	KKRZ 100.3	CHR	1	1	4	4	7	20/55	KATZ	ABC-F	11.8
7.1	6.5	6.3	6.9	7.1	2	2	KINK 101.9	AOR	7	8	1	1	1	12/90	MMR		8.8
5.9	5.3	4.4	5.2	6.9	4	4	KKCW 103.3	AC	4	5	3	3	2	15/73	SELECT		5.5
6.4	6.0	7.1	7.7	6.6	5	5	KGON 92.3	AOR	3	4	2	2	4	15/70	HNWH		11.0
6.3	8.0	5.8	5.4	6.1	6	6	KEX 1190	AC	5	13	12	10	8	16/68	KATZ	ABC-I	4.5
8.0	6.3	6.4	6.6	6.1	6	6	KXL 750	N/T	9	21	13	13	11	13/81	MCGAVREN	NBC	5.3
6.3	6.3	7.4	4.8	4.8	8	8	KGW 620	AC	2	6	7	5	3	21/50	BLAIR	AP	4.1
2.5	3.2	3.8	3.5	4.7	9	9	KWJJ-FM 99.5	CTRY	11	9	6	7	6	15/75	EASTMAN	ABC-E	3.0
4.8	4.4	5.0	5.6	4.6	10	10	KUPL-FM 98.5	CTRY	10	10	8	6	5	16/67	TORBET	ABC-D	4.3
4.3	5.0	4.7	5.4	4.3	11	11	KMJK-FM 106.7	CHR	6	2	5	8	15	21/53		NBC-S	6.6
3.6	3.2	4.2	4.0	3.6	12	12	KKLI 97.1	AC	12	7	9	9	9	19/58	REPUBLIC		4.3
4.6	4.4	4.5	3.3	3.6	12	12	KYTE 970	BBND	14	24	23	21	18	14/78	DURPETTI	CBS	5.0
2.8	3.9	3.7	2.4	2.9	14	14	KWJJ 1080	CTRY	15	18	17	16	13	17/64	EASTMAN	ABC-E	2.1
2.3	3.0	2.9	1.8	2.6	15	15	KYTE-FM 101.1	CLAS	17	11	14	15	14	15/70	DURPETTI		1.2
0.6	1.0	0.9	3.0	2.5	16	16	KXYQ 105.1	CHR	16	3	10	14	17	19/58	RADIO WEST	CBS-R	1.1
1.6	2.4	2.0	2.5	2.2	17	17	KSGO 1520	GOLD	13	12	11	11	12	23/46	HNWH		2.4
2.1	1.5	1.9	1.7	1.6	18	18	KPDQ-FM 93.7	CC	18	23	16	17	16	17/63			1.9
1.7	0.7	0.8	0.7	1.1	19	19	KKEY 1150	TALK	22	20	26	26	25	13/86		MBS	.6
1.4	2.2	1.2	1.3	1.0	20	20	KKSN 910	CLAS	20	16	20	18	19	21/51	CMBS		.5

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 KGON	1 KINK	1 KGON	1 KKCW	1 KINK	1 KKCW	AC	21.4
2 KINK	2 KKCW	2 KINK	2 KINK	2 KGON	2 KINK	AOR	13.7
3 KKRZ	3 KKRZ	3 KKRZ	3 KKRZ	3 KGW	3 KGW	BBnd	3.6
4 KMJK-FM	4 KMJK-FM	4 KUPL-FM	4 KWJJ-FM	4 KUPL-FM	4 KUPL-FM	BM/Easy	7.5
5 KWJJ-FM	5 KGW	5 KGW	5 KGW	5 KKCW	5 KWJJ-FM	CC	1.6
6 KKCW	6 KGON	6 KKCW	6 KMJK-FM	6 KWJJ-FM	6 KKRZ	CHR	13.9
7 KGW	7 KKLI	7 KWJJ-FM	7 KUPL-FM	7 KKRZ	7 KXL-FM	Clas	3.6
8 KXYQ	8 KUPL-FM	8 KMJK-FM	8 KXL-FM	8 KKLI	8 KEX	Ctry	12.2
9 KUPL-FM	9 KWJJ-FM	9 KXL	9 KGON	9 KXL	9 KKLI	Gold	2.2
10 KXL	10 KSGO	10 KKLI	10 KEX	10 KEX	10 KGON	N/T	7.2

PROVIDENCE-WARWICK-PAWTUCKET #28

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
14.0	10.9	11.0	11.1	1	WLKW-AF 990 101.5	B/EZ	2	11	12	7	5	10/104	CHRISTAL	ABC-I	8.4
9.3	10.9	11.6	10.6	2	WPRO-FM 92.3	CHR	1	1	2	1	1	15/74	BLAIR	ABC-C	11.1
9.2	8.7	8.8	9.3	3	WHJY 94.1	AOR	3	2	1	2	3	12/92	KATZ	ABC-R	15.5
7.0	6.6	5.9	8.8	4	WHJJ 92.0	N/T	5	31	13	8	6	9/121	KATZ	ABC-I	8.3
7.2	7.4	6.8	5.7	5	WWLI 105.1	AC	6	7	5	3	2	13/84	MCGAVREN		5.4
7.0	5.3	5.4	5.2	6	WPRO 630	AC	4	10	9	4	4	17/63	BLAIR	ABC-D	5.0
1.9	3.8	1.9	3.4	7	WWAZ 790	BBND	10	34	31	28	16	12/90	MCGAVREN		1.1
2.7	2.6	3.6	3.2	8	WSNE 93.3	AC	8	9	4	5	8	19/57	EASTMAN	ABC-E	5.0
4.2	4.2	5.0	3.0	9	WBRU 95.5	AOR	7	5	3	6	7	22/50	SELECT	NBC-S	3.5
3.9	4.1	4.5	2.6	10	WERI-FM 103.7	CHR	9	3	6	9	20	22/49	ROSLIN		3.2
1.3	2.3	2.2	2.4	11	WBZ 1030	AC	12	21	19	16	11	12/94	GROUP W	ABC-I	1.4
1.9	1.2	1.9	2.1	12	WBSM 1420	TALK	16	29	18	22	18	9/116	W&P	NBC	2.0
3.1	3.0	2.3	1.9	13	WMYS 98.1	AC	11	13	11	10	9	17/63	TORBET		1.9
1.4	0.7	1.3	1.6	14	WHIM 500	CTRY	15	33	23	17	12	12/87	MASLA	CBS	--
1.4	1.7	1.6	1.5	15	WXKS-FM 107.9	CHR	13	4	8	12	26	18/62	MMR		3.0
0.8	1.1	0.8	1.5	15	WPLM 99.1	BBND	14	35	29	29	27	15/71			.6
0.7	1.1	0.4	1.5	15	WBOS 92.9	CTRY	19	14	15	13	13	12/93	DURPETTI	ABC-D	1.2
0.5	1.3	1.4	1.3	18	WICE 550	GOLD	17	16	14	15	10	15/74	REPUBLIC	US1	.6
0.8	1.0	1.2	1.2	19	WZLX 100.7	GOLD	21	12	7	11	15	14/78	CHRISTAL		1.5
0.5	--	1.2	1.0	20	WNBH 1340	AC	24	30	37	20	19	14/75	TORBET	ABC-E	2.1
1.6	1.2	1.0	1.0	20	WBCN 104.1	AOR	18	19	10	14	14	19/57	TORBET		1.3
0.8	0.8	0.5	1.0	20	WJIB 96.9	B/EZ	27	25	30	32	24	14/77	MCGAVREN		.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM
2 WBRU	2 WHJY	2 WPRO-FM	2 WWLI	2 WWLI	2 WWLI
3 WPRO-FM	3 WSNE	3 WBRU	3 WHJY	3 WPRO-FM	3 WLKW-FM
4 WBCN	4 WWLI	4 WWLI	4 WSNE	4 WHJJ	4 WPRO
5 WXKS-FM	5 WERI-FM	5 WHJJ	5 WPRO	5 WPRO	5 WHJY
6 WZLX	6 WBRU	6 WPRO	6 WLKW-FM	6 WBRU	6 WSNE
7 WERI-FM	7 WMYS	7 WLKW-FM	7 WMYS	7 WLKW-FM	7 WHJJ
8 WSNE	8 WPRO	8 WBCN	8 WERI-FM	8 WSNE	8 WMYS
9 WWLI	9 WLKW-FM	9 WSNE	9 WHJJ	9 WBCN	9 WBZ
10 WPRO	10 WZLX	10 WZLX	10 WBRU	10 WHIM	10 WWAZ

AC	19.4
AOR	13.3
BBnd	4.9
BM/Easy	12.1
CHR	14.7
Ctry	3.1
Gold	2.5
N/T	10.9

RIVERSIDE-SAN BERNARDINO #39

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
8.6	7.9	5.6	7.0	1	KDUO 97.5	B/EZ	4	39	24	11	4	9/115	KATZ		3.8
7.0	7.1	8.4	6.6	2	KGGI 99.1	AC	1	1	1	1	2	17/66	MCGAVREN	CBS-R	7.6
6.8	4.9	6.2	6.4	3	KIIS-AF 1150 102.7	CHR	2	2	2	2	3	16/66	MCGAVREN		6.3
3.6	5.0	4.3	4.8	4	KRTH-FM 101.1	GOLD	3	5	4	3	1	16/70	REPUBLIC	US2	6.9
2.9	3.7	2.8	4.5	5	KFXM 590	BBND	14	13	32	32	24	10/113	KATZ	ABC-E	1.2
3.0	3.5	4.6	3.7	6	KOST 103.5	AC	7	9	5	5	6	16/69	CHRISTAL		3.2
3.9	4.5	3.8	3.7	6	KLOS 95.5	AOR	9	7	3	4	5	14/78	KATZ	ABC-R	6.9
3.1	2.4	2.8	3.4	8	KNX 1070	NEWS	6	33	23	19	16	18/61	CBS SPOT	CBS	2.6
3.8	5.1	4.1	3.2	9	KFI 640	AC	5	18	15	9	8	20/54	CHRISTAL	MBS	3.6
2.7	3.2	2.3	2.9	10	KQLH 95.1	AC	11	11	11	7	7	16/68	TORBET	MBS	1.0
1.9	2.2	2.1	2.9	10	KROQ 106.7	AOR	15	3	8	10	29	12/93	TORBET		3.2
1.4	2.0	2.4	2.7	12	KCAL-FM 98.7	AOR	16	10	6	6	10	12/90	LOTUS	UPI	3.9
2.7	2.8	2.7	2.7	12	KCKC 1350	CTRY	17	36	20	14	9	12/94	HNWH	ABC-I	3.2
4.5	4.2	2.1	2.5	14	KBIG 104.3	AC	10	23	26	20	11	20/55	CBS SPOT		2.6
0.3	2.0	2.7	2.3	15	KPWR 105.9	UC	12	4	10	13	21	19/57	HNWH		4.5
2.5	1.7	2.1	2.3	15	KOLA 99.9	AOR	8	8	7	8	13	24/46	BLAIR	ABC-R	3.6
2.6	2.2	2.5	1.8	17	KMET 94.7	AOR	13	6	9	12	17	24/45	BLAIR	NBC-S	4.0
1.1	1.0	0.8	1.7	18	KFAC-FM 92.3	CLAS	23	26	28	28	26	13/82	MCGAVREN		1.2
2.2	2.2	1.6	1.6	19	KABC 790	TALK	20	30	34	31	25	14/77	KATZ	ABC-I	.6
1.3	1.6	0.8	1.6	19	KNTF 93.5	CTRY	24	19	12	16	14	14/80	HNWH		.8
1.3	1.4	2.0	1.4	21	KMPC 710	BBND	21	31	40	37	38	16/68	DURPETTI		.1
0.6	0.9	1.4	1.2	22	KIQQ 100.3	AC	18	14	18	15	18	23/47	SELECT	TRANS	1.6
1.5	0.9	1.8	1.2	22	KWDJ 92.7	CTRY	31	40	19	23	15	12/90	GILLIS	MBS	--
0.7	0.7	0.8	1.2	22	KZLA 93.9	CTRY	29	20	17	17	12	14/80	EASTMAN		--
1.4	1.1	1.9	1.1	25	KLAC 570	CTRY	26	16	41	33	27	17/63	EASTMAN	ABC-D	--
0.8	1.3	2.3	1.0	26	KMEN 1290	GOLD	25	38	16	18	19	19/57	MCGAVREN		.3
2.1	2.4	2.5	1.0	26	KCAL 1410	SPAN	33	37	29	27	28	13/86	LOTUS	UPI	--
0.3	0.7	0.9	1.0	26	KBRT 740	CC	37	24	33	38	35	11/102			--
1.9	1.4	1.4	1.0	26	KNX-FM 93.1	AOR	27	34	14	21	22	19/56	CBS SPOT	CBS-R	--
--	--	--	1.0	26	KLVE 107.5	SPAN	36	15	22	22	30	12/93	CABALLERO		--

ROCHESTER #42

FALL '85	SPRING '86	SUMMER '86	FALL '86	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	14.1	12.4	11.4	1	WVOR 100.5	AC	2	5	3	1	1	15/73	MCGAVREN		9.7
11.7	15.6	9.3	10.9	2	WCMF 96.5	AOR	4	3	1	2	4	14/80	TORBET		17.2
12.7	11.2	12.8	10.9	2	WPXY-AF 1280 97.9	CHR	1	1	2	3	5	16/68	MMR		14.8
11.4	8.9	9.6	9.9	4	WEZO 101.3	AC	3	18	6	6	2	15/72	KATZ	ABC-E	6.4
9.1	7.9	9.5	8.3	5	WHAM 1180	AC	5	6	10	8	7	17/63	MCGAVREN	CBS	6.7
6.9	5.1	5.6	7.1	6	WMJQ 92.5	CHR	6	2	5	5	8	19/56	EASTMAN	ABC-C	7.2
5.3	6.0	3.8	6.5	7	WKLX 98.9	GOLD	7	7	4	4	3	14/77	DURPETTI		6.4
4.9	7.7	5.2	6.1	8	WZSH 95.7	B/EZ	8	11	16	11	11	13/86	HNWH		4.1
3.1	3.0	4.6	5.2	9	WNYR 990	CTRY	9	15	9	7	6	12/90	KATZ	ABC-I	2.9
5.6	4.2	7.3	4.4	10	WDKX 103.9	B/U	10	4	7	9	9	12/89	W&P	NBN	8.4
3.6	1.7	1.7	2.4	11	WBBF 950	GOLD	11	12	8	10	10	20/53	EASTMAN	US2	1.0
0.4	0.8	0.6	1.3	12	WWWG 1460	REL	14	10	13	15	13	14/77			1.1
0.9	--	0.5	1.2	13	WFLC 102.3	CTRY	13	14	15	12	12	16/68	MARKET 4	ABC-E	.9

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	AC 29.6
2 WKLX	2 WPXY-FM	2 WKLX	2 WPXY-FM	2 WKLX	2 WEZO	AOR 10.9
3 WPXY-FM	3 WMJQ	3 WVOR	3 WMJQ	3 WCMF	3 WPXY-FM	Blk/Urbn 4.4
4 WVOR	4 WCMF	4 WPXY-FM	4 WEZO	4 WEZO	4 WHAM	BM/Easy 6.1
5 WMJQ	5 WKLX	5 WEZO	5 WCMF	5 WNYR	5 WNYR	CHR 18.0
6 WEZO	6 WEZO	6 WMJQ	6 WKLX	6 WHAM	6 WMJQ	Ctry 6.4
7 WBBF	7 WDKX	7 WNYR	7 WHAM	7 WPXY-FM	7 WCMF	Gold 8.9
8 WDKX	8 WNYR	8 WHAM	8 WDKX	8 WMJQ	8 WKLX	Rel 1.3
9 WHAM	9 WNTQ	9 WDKX	9 WNYR	9 WDKX	9 WDKX	
10 WNYR	10 WBBF	10 WBBF	10 WBBF	10 WBBF	10 WBBF	

SACRAMENTO #32

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
7.7	6.4	7.8	8.9	7.8	1	KXOA-FM 107.9	AC	2	9	2	1	1	15/72	BLAIR		7.7
8.2	10.6	9.8	8.7	7.7	2	KCTC 96.1	B/EZ	5	8	11	5	3	13/83	CHRISTAL		6.7
10.4	10.9	12.5	10.9	7.6	3	KSFM 102.5	CHR	1	3	3	2	4	18/59	MMR		10.6
6.7	7.3	5.7	6.4	7.5	4	KFBK 1530	N/T	3	14	10	10	6	13/80	KATZ	AP	5.7
4.6	5.4	7.5	5.7	7.3	5	KXOA-FM 105.1	CTRY	7	7	4	4	2	12/91	DURPETTI		7.4
7.0	6.9	7.5	7.1	5.9	6	KZAP 98.5	AOR	6	5	1	3	5	16/68	MCGAVREN		8.0
2.4	1.7	1.2	3.4	5.2	7	KROY 96.9	CHR	8	1	6	6	9	16/68	HNWH	NBC-S	6.7
3.4	5.2	4.2	4.5	5.1	8	KRAK 1140	CTRY	9	13	12	11	8	12/91	DURPETTI		4.1
8.9	5.9	6.4	5.6	4.7	9	KWOD 106.5	CHR	4	2	7	8	11	22/50	MASLA	ABC-F	7.3
4.7	4.4	2.9	2.6	3.9	10	KXOA 1470	BBND	13	18	23	21	18	12/94	BLAIR	AP	1.8
3.3	3.9	2.0	1.6	3.8	11	KAER 92.5	AC	10	10	8	7	7	15/70	KATZ	ABC-E	3.2
2.0	2.1	2.1	4.8	3.7	12	KDJQ 93.5	AOR	11	4	5	9	12	15/73	RADIO WEST		6.1
3.7	3.7	3.3	3.1	2.2	13	KHYL 101.1	AC	12	11	9	12	10	24/46	TORBET		4.3
0.7	1.3	1.4	1.1	2.0	14	KFIA 710	REL	14	12	14	14	15	15/72		CNN	1.3
0.6	1.1	1.5	1.6	1.8	15	KSMJ 1380	GOLD	17	16	13	13	13	13/84	MMR	SMN	1.6
1.3	2.0	1.5	1.5	1.5	16	KGO 810	N/T	16	23	19	19	17	17/63	BLAIR	ABC-I	1.7
3.0	2.6	2.8	1.7	1.3	17	KGNR 1320	GOLD	15	19	17	16	14	20/53	CHRISTAL	CBS	1.2
--	0.8	1.1	1.5	1.2	18	KRCX 1110	SPAN	25	24	15	15	16	8/131	LOTUS		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 KZAP	1 KXOA-FM	1 KZAP	1 KXOA-FM	1 KRAK-FM	1 KXOA-FM	AC 13.8
2 KDJQ	2 KSFM	2 KSFM	2 KSFM	2 KZAP	2 KCTC	AOR 9.6
3 KSFM	3 KRAK-FM	3 KRAK-FM	3 KRAK-FM	3 KFBK	3 KRAK-FM	BBnd 3.9
4 KXOA-FM	4 KZAP	4 KXOA-FM	4 KAER	4 KSFM	4 KSFM	BM/Easy 7.7
5 KRAK-FM	5 KWOD	5 KDJQ	5 KCTC	5 KXOA-FM	5 KAER	CHR 17.5
6 KROY	6 KAER	6 KFBK	6 KWOD	6 KCTC	6 KROY	Ctry 12.4
7 KWOD	7 KROY	7 KROY	7 KROY	7 KRAK	7 KFBK	Gold 3.1
8 KFBK	8 KDJQ	8 KCTC	8 KZAP	8 KDJQ	8 KHYL	N/T 9.0
9 KHYL	9 KSMJ	9 KWOD	9 KSMJ	9 KHYL	9 KRAK	Rel 2.0
10 KAER	10 KFIA	10 KRAK	10 KHYL	10 KAER	10 KSMJ	Span 1.2

ST. LOUIS #15

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
22.6	17.5	22.4	20.0	18.0	1	1	KMOX 1120	TALK	1	11	7	2	1	11/95	CBS SPOT	CBS	20.4
12.4	12.6	12.0	12.9	11.8	2	2	KSHE 94.7	AOR	2	1	1	1	2	11/97	KATZ		16.4
6.4	8.6	6.5	6.5	7.5	3	3	KEZK 102.5	B/EZ	4	14	13	9	3	12/88	MMR		5.4
5.8	6.3	5.5	6.6	6.4	4	4	KMJM 107.7	B/U	8	3	2	3	7	10/108	CHRISTAL		7.5
5.5	4.9	3.7	4.2	4.8	5	5	KSD 93.7	AC	9	6	4	4	4	13/82	MCGAVREN		4.5
3.9	4.2	4.1	6.0	4.8	5	5	KHTR 103.3	CHR	3	2	5	6	11	20/55	CBS RADIO	CBS	4.6
3.0	4.4	4.8	5.4	4.8	5	5	KYKY 98.1	AC	5	5	3	5	6	18/60	EASTMAN		3.6
6.3	5.3	4.8	3.6	4.5	8	8	WIL-FM 92.3	CTRY	6	12	11	8	5	15/70	BLAIR	ABC-E	5.4
4.5	3.7	3.3	2.9	3.9	9	9	KUSA 550	CTRY	10	9	9	11	9	14/76	MCGAVREN	ABC-D	2.5
1.3	1.0	2.3	2.2	3.2	10	10	KLTH 97.1	AC	11	22	10	10	8	14/77	SELECT	SMN	1.5
0.8	2.3	3.5	2.8	3.0	11	11	WMRY 101.1	AOR	12	15	6	7	10	14/79	TORBET		2.9
3.6	3.2	3.1	2.4	2.6	12	12	WRTH 590	BBND	13	24	25	25	22	14/77	MMR	NBC	2.0
3.4	4.2	3.4	2.9	2.5	13	13	KWK 106.5	CHR	7	4	8	12	13	26/41	DURPETTI		3.5
1.2	1.8	1.2	1.1	1.9	14	14	WESL 1490	REL	21	7	16	19	17	11/103	LAZAR	SBN	.6
2.0	1.5	1.6	1.5	1.7	15	15	KXOK 630	TALK	14	23	22	18	20	20/54	KATZ	ABC-I	1.6
1.0	1.2	1.8	1.6	1.6	16	16	WKXX 104.1	CTRY	16	13	15	13	14	20/55	REPUBLIC		1.4
0.8	0.6	1.0	0.8	1.5	17	17	KFUO 99.1	REL	20	21	21	17	15	15/73	CMBS		1.6
1.7	1.8	2.1	2.1	1.3	18	18	KATZ 1600	B/U	19	16	18	20	19	19/58	W&P	NBN	.7
0.7	0.7	0.6	0.8	1.3	18	18	WEW 770	BBND	23	27	26	26	26	10/109			1.0
--	--	--	--	1.3	18	18	KATZ-FM 100.3	B/U	17	8	14	15	18	20/53	W&P	NBN	--
1.6	1.8	1.3	1.5	1.2	21	21	KADI 96.3	AC	15	18	12	14	16	28/38	MASLA	NBC-S	1.6
1.6	1.4	1.5	1.7	1.1	22	22	KGLD 1380	GOLD	18	20	17	16	12	24/45	DURPETTI		1.3
0.7	--	0.5	0.7	1.0	23	23	KSIV 1320	REL	25	26	24	21	21	9/124			1.3

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KSHE	1 KSHE	1 KSHE	1 KSHE	1 KMOX	1 KMOX
2 WMRY	2 KMJM	2 KMOX	2 KSD	2 KSHE	2 KEZK
3 KMJM	3 KYKY	3 WMRY	3 KMJM	3 WIL-FM	3 KSD
4 KMOX	4 KSD	4 KMJM	4 KYKY	4 WMRY	4 KYKY
5 KHTR	5 KHTR	5 WIL-FM	5 KMOX	5 KEZK	5 KSHE
6 KYKY	6 KLTH	6 KUSA	6 KHTR	6 KUSA	6 KMJM
7 KWK	7 WMRY	7 KYKY	7 KEZK	7 KMJM	7 KLTH
8 KSD	8 KWK	8 KSD	8 KLTH	8 KYKY	8 WIL-FM
9 KUSA	9 KEZK	9 KHTR	9 WIL-FM	9 KSD	9 KUSA
10 WIL-FM	10 KMOX	10 KLTH	10 KUSA	10 KLTH	10 KHTR

FORMAT REACH

AC	14.0
AOR	14.8
BBnd	3.9
Bik/Urbn	9.0
BM/Easy	7.5
CHR	7.3
Ctry	10.0
Gold	1.1
N/T	19.7
Rel	4.4

SALT LAKE CITY-OGDEN #36

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
10.9	12.1	9.1	9.2	10.8	1	1	KSFI 100.3	B/EZ	2	10	11	6	2	13/83	BLAIR		5.5
10.4	8.7	11.0	8.4	9.7	2	2	KSL 1160	AC	1	16	7	3	1	18/59	MMR	CBS	10.9
4.0	6.0	7.4	6.2	8.1	3	3	KKAT 101.9	CTRY	7	5	2	1	3	12/92	BLAIR		11.5
6.2	5.8	6.5	7.0	7.5	4	4	KCPX 98.7	CHR	3	1	3	5	9	18/61	KATZ		6.7
9.9	9.0	7.5	11.0	7.4	5	5	KRSP-FM 103.5	AOR	4	2	1	2	5	17/65	SELECT	ABC-R	12.0
4.6	8.1	5.6	7.3	7.2	6	6	KSOP-AF 1370 104.3	CTRY	6	6	5	4	4	16/68	MMR		5.4
4.4	5.1	4.0	4.8	5.3	7	7	KISN 97.1	AC	5	3	4	7	6	23/48	MCGAVREN	CBS-R	5.6
5.5	4.2	4.0	4.0	3.4	8	8	KLCY-FM 94.1	AC	8	31	8	8	7	20/55	EASTMAN	US1	3.6
--	--	1.4	1.4	3.4	8	8	KBER 106.5	AOR	12	8	6	9	11	16/68	TORBET	NBC-S	3.8
3.7	4.7	3.9	4.4	3.0	10	10	KALL 910	AC	10	28	16	12	8	21/51	EASTMAN	MBS	4.0
2.7	1.9	2.3	2.4	2.9	11	11	KMGR-AF 1230 107.5	AC	11	17	14	10	10	19/56	TORBET	TRANS	1.7
1.4	1.3	0.9	0.5	2.6	12	12	KFMY-FM 96.1	CHR	9	4	9	13	21	25/44	MASLA		3.6
3.6	2.1	2.3	2.0	2.5	13	13	KZAN 97.9	CTRY	15	9	13	14	14	18/59	CHRISTAL		1.4
2.2	1.7	2.2	1.6	2.4	14	14	KDAB 101.1	AC	13	12	10	11	12	20/53	HNWH		1.0
1.5	2.3	2.9	1.4	1.9	15	15	KLUB 570	AC	16	15	20	18	13	21/51	MCGAVREN	NBC	1.9
1.8	2.4	2.6	2.4	1.9	15	15	KCGL 105.5	REL	21	7	12	16	20	10/104	SCHWARTZ		2.3
3.6	2.7	2.3	2.5	1.8	17	17	KLTO 93.3	AC	14	26	15	15	15	27/40	DURPETTI		1.7
2.9	2.8	2.0	2.1	1.8	17	17	KTKK 630	TALK	22	30	29	26	23	11/102		ABC-T	1.6
0.7	2.2	2.9	2.6	1.7	19	19	KDYL 1280	BBND	20	24	31	30	27	14/78	BLAIR	AP	1.0
3.9	2.4	2.2	2.3	1.4	20	20	KBUG 1320	GOLD	17	13	17	17	16	29/38	KATZ	CBS	1.8
0.9	2.1	3.5	1.9	1.3	21	21	KUTR 860	AC	18	14	18	19	17	24/45	DURPETTI		1.4

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KRSP-FM	1 KCPX	1 KRSP-FM	1 KKAT	1 KSL	1 KSFI
2 KKAT	2 KKAT	2 KKAT	2 KSFI	2 KKAT	2 KSL
3 KBER	3 KRSP-FM	3 KSL	3 KCPX	3 KSOP-FM	3 KKAT
4 KSL	4 KISN	4 KSOP-FM	4 KISN	4 KRSP-FM	4 KISN
5 KISN	5 KLCY-FM	5 KBER	5 KSL	5 KSFI	5 KLCY-FM
6 KCPX	6 KSOP-FM	6 KISN	6 KLCY-FM	6 KBER	6 KSOP-FM
7 KSOP-FM	7 KSFI	7 KCPX	7 KRSP-FM	7 KALL	7 KCPX
8 KDAB	8 KSL	8 KSFI	8 KSOP-FM	8 KISN	8 KRSP-FM
9 KCGL	9 KFMY-FM	9 KALL	9 KMGR-FM	9 KLCY-FM	9 KMGR-FM
10 KZAN	10 KLTO	10 KLCY-FM	10 KFMY-FM	10 KDAB	10 KDAB

AC	31.7
AOR	10.8
BBnd	1.7
BM/Easy	10.8
CHR	10.1
Ctry	17.8
Gold	1.4
N/T	1.8
Rel	1.9

SAN ANTONIO #38

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
9.3	9.9	10.5	9.4	1	KTFM 102.7	AC	1	3	2	1	1	12/87	BLAIR		10.0
6.8	8.5	8.7	7.6	2	KISS 99.5	AOR	4	2	1	2	16	11/101	KATZ	ABC-R	10.3
9.8	8.9	7.8	7.0	3	KQXT 101.9	B/EZ	2	12	17	8	3	12/89	GROUP W		4.4
7.0	5.8	5.2	6.9	4	KCOR 1350	SPAN	13	17	11	12	6	8/139	KATZ		10.2
5.9	5.4	6.1	6.3	5	KAJA 97.3	CTRY	3	6	3	3	2	13/81	HNWH		6.3
3.6	5.1	5.3	5.5	6	KITY 92.9	CHR	5	1	4	4	14	15/75	MMR		6.4
6.2	6.1	4.9	5.2	7	KBUC-AF 1310 107.5	CTRY	7	8	10	5	8	12/88	EASTMAN		3.9
5.8	3.8	4.2	5.1	8	WOAI 1200	N/T	6	15	15	14	7	16/70	HNWH	CBS	3.8
3.4	3.1	2.6	4.0	9	KSAQ 96.1	CHR	7	4	9	13	18	15/70	REPUBLIC	MBS	3.9
3.7	3.2	3.4	3.6	10	KKYX 680	CTRY	14	24	14	16	13	15/73	CHRISTAL	ABC-D	3.5
2.9	2.7	2.4	3.4	11	KTSA 550	AC	9	13	13	15	10	17/63	BLAIR		2.8
4.2	5.2	5.6	3.4	11	KONO 860	GOLD	11	11	12	9	4	17/65	MMR	NBC	3.7
4.7	4.7	4.1	3.2	13	KSMG 105.3	AC	10	16	6	6	5	18/61	MCGAVREN		3.8
3.1	2.3	2.5	3.1	14	KLLS 100.3	AC	12	10	7	7	11	18/60	CHRISTAL	UPI	1.7
3.2	4.3	3.6	3.0	15	KEDA 1540	SPAN	16	18	20	17	12	11/102	LOTUS		4.4
3.1	2.7	2.4	3.0	15	KZEP 104.5	AOR	15	7	5	10	15	15/72	TORBET	NBC	1.8
2.4	3.2	3.1	2.8	17	KESI 106.7	AOR	17	23	8	11	9	11/95	MASLA		3.8
--	--	--	1.9	18	KXET 1250	SPAN	20	19	16	19	17	14/76	LOTUS		3.2
2.1	1.9	1.1	1.8	19	KAPE 1480	B/U	22	9	18	18	19	9/125	MASLA		1.9
1.2	0.6	1.2	1.7	20	KSLR 630	REL	21	14	24	21	20	12/87			.5
2.0	1.9	2.7	1.5	21	KSJL 760	CHR	18	5	19	20	22	21/53	W&P	CBS-R	2.4
0.9	1.4	1.3	1.5	21	KGNB 1420	BBND	25	28	28	28	28	6/194	TARGET	ABC-I	.9
1.8	2.0	1.6	1.4	23	KRNN 930	N/T	19	20	22	22	21	20/53	REPUBLIC	ABC-I	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 KISS	1 KTFM	1 KISS	1 KTFM	1 KTFM	1 KTFM	AC	19.1
2 KTFM	2 KAJA	2 KTFM	2 KAJA	2 WOAI	2 KAJA	AOR	13.4
3 KZEP	3 KITY	3 KAJA	3 KITY	3 KAJA	3 KQXT	BBnd	1.5
4 KAJA	4 KSMG	4 KZEP	4 KLLS	4 KONO	4 KCOR	Bik/Urbn	1.8
5 KITY	5 KLLS	5 WOAI	5 KSMG	5 KTSA	5 KSMG	BM/Easy	7.0
6 KESI	6 KISS	6 KONO	6 KSAQ	6 KQXT	6 KLLS	CHR	11.0
7 KSAQ	7 KSAQ	7 KQXT	7 KBUC-FM	7 KSMG	7 KONO	Ctry	15.1
8 KBUC-FM	8 KESI	8 KBUC-FM	8 KQXT	8 KZEP	8 KBUC-FM	Gold	3.4
9 KSMG	9 KBUC-FM	9 KESI	9 KCOR	9 KISS	9 KESI	N/T	6.5
10 KLLS	10 KXET	10 KSMG	10 KONO	10 KESI	10 KITY	Rel	1.7
						Span	11.8

SAN DIEGO #19

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
9.4	9.7	8.2	7.1	9.4	1	KJQY 103.7	B/EZ	3	21	13	6	4	11/100	GROUP W		6.5
7.6	5.9	6.8	5.9	7.2	2	KFMB 760	AC	1	4	2	1	2	19/58	MCGAVREN		3.1
7.8	5.9	6.6	7.3	6.7	3	KGB 101.5	AOR	5	5	1	2	1	14/76	KATZ		9.5
4.8	4.3	4.8	6.5	6.6	4	KSDO-FM 102.9	CHR	2	3	4	3	8	16/66	DURPETTI		7.3
4.5	5.5	6.6	6.0	6.3	5	XTRA-FM 91.1	AOR	4	2	3	4	12	16/67	MMR		7.4
6.1	6.6	7.0	6.0	6.3	5	KSDO 1130	N/T	6	19	15	13	7	14/79	DURPETTI	ABC-I	6.3
6.4	4.8	9.0	9.8	4.7	7	KFMB 760	AC	7	12	16	10	5	16/67	MCGAVREN	CBS	3.1
4.5	5.7	4.9	6.0	4.6	8	XHRM 92.5	B/U	8	1	6	7	13	16/66	W&P	SBN	9.7
4.5	3.3	3.9	2.9	4.3	9	KSON-FM 97.3	CTRY	9	14	11	9	6	16/70	BLAIR		4.3
3.0	3.7	3.1	2.6	4.1	10	KIFM 98.1	AC	10	15	5	5	3	15/71	CBS SPOT		4.3
2.1	3.7	3.1	2.9	3.4	11	KWLT 94.9	AC	11	7	7	8	10	17/64	CHRISTAL		2.3
4.8	5.1	3.5	4.2	3.0	12	KPOP 1360	BBND	15	28	25	25	18	13/82	KATZ	NBC	3.2
2.6	3.0	2.4	2.8	2.9	13	KFSD 94.1	CLAS	14	9	18	17	16	15/73	CHRISTAL		1.4
2.6	3.1	3.1	3.0	2.7	14	KYXY 96.5	AC	12	17	10	11	9	20/54	HNWH		3.0
2.9	3.1	2.9	2.4	2.6	15	XTRA 690	GOLD	13	11	8	12	11	19/56	MMR		2.0
3.0	2.7	2.8	2.4	2.3	16	KCBQ-FM 105.3	CTRY	17	20	12	14	15	16/67	TORBET		1.8
1.6	2.1	1.6	1.8	2.2	17	KNX 1070	NEWS	16	25	24	24	21	18/61	CBS SPOT	CBS	1.5
1.1	1.5	1.0	0.5	2.0	18	KGMG 102.1	GOLD	20	8	9	15	14	16/69	SELECT	MBS	1.7
1.3	1.3	1.6	1.0	1.4	19	KCBQ 1170	CTRY	21	27	23	20	19	19/58	TORBET		1.0
3.5	3.0	2.3	1.7	1.4	19	KLZZ-FM 106.5	GOLD	19	10	14	16	17	23/46	EASTMAN	AP	1.1
0.9	0.9	0.5	1.1	1.2	21	KKOS 95.9	AC	23	6	17	18	23	16/69			1.3
0.9	1.0	1.3	1.2	1.1	22	KSON 1240	CTRY	24	26	22	21	20	17/65	BLAIR	MBS	1.3

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	23.3
1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	AOR	13.0
2 XTRA-FM	2 KSDO-FM	2 XTRA-FM	2 KSDO-FM	2 KFMB	2 KJQY	BBnd	3.0
3 KFMB-FM	3 KIFM	3 KFMB	3 KWLT	3 KIFM	3 KIFM	Bik/Urbn	4.6
4 KSDO-FM	4 KWLT	4 KIFM	4 KJQY	4 KFMB-FM	4 KWLT	BM/Easy	9.4
5 XHRM	5 KGB	5 KSDO-FM	5 KIFM	5 KSDO	5 KYXY	CHR	6.6
6 KIFM	6 XTRA-FM	6 KFMB	6 XHRM	6 KSON-FM	6 KSDO-FM	Clas	2.9
7 XTRA	7 XHRM	7 XTRA	7 KGB	7 XTRA	7 KSON-FM	Ctry	9.1
8 KGMG	8 KYXY	8 KSDO	8 KYXY	8 KJQY	8 KFMB	Gold	6.0
9 KCBQ-FM	9 KSON-FM	9 KSON-FM	9 XTRA-FM	9 XTRA-FM	9 KGB	N/T	8.5
10 KWLT	10 KGMG	10 XHRM	10 KSON-FM	10 KGMG	10 XHRM		

SAN FRANCISCO #4

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
9.0	7.6	7.2	7.3	8.0	1	KGO 810	N/T	2	30	14	3	1	14/77	BLAIR	ABC-I	7.1
6.2	6.6	6.8	4.9	6.8	2	KCBS 740	N/T	1	25	9	5	2	18/61	CBS SPOT	CBS	4.7
5.6	6.2	5.7	6.7	5.7	3	KABL-AF 98.1 960	B/EZ	4	47	29	21	13	15/74	CHRISTAL		4.0
4.5	4.6	4.4	5.0	4.2	4	KSOL 107.1	B/U	7	2	2	2	9	15/72	MMR	AP	6.8
3.4	3.2	2.9	3.1	4.2	4	KYUU 99.7	AC	5	5	1	1	3	18/61	MCGAVREN		3.7
3.0	3.3	3.0	4.3	3.7	6	KMEL 106.1	CHR	3	1	5	8	20	21/52	CHRISTAL		6.1
4.1	3.0	2.8	2.2	3.2	7	KSAN 94.9	CTRY	11	22	10	7	4	16/67	KATZ		3.6
2.5	2.2	2.1	2.2	3.1	8	KRQR 97.3	AOR	14	7	3	4	10	16/69	CBS SPOT	CBS	3.3
1.7	1.7	1.6	1.7	2.7	9	KFRC 610	BBND	16	16	31	29	23	16/67	REPUBLIC	MBS	2.2
3.5	3.6	2.9	2.9	2.6	10	KBLX-AF 1400 102.9	AA	13	19	6	9	7	18/61	HNWH	SBN	3.7
2.3	2.4	2.8	2.2	2.6	10	KFOG 104.5	AOR	15	15	4	6	6	17/64	EASTMAN	NBC-S	2.9
2.5	2.8	2.7	2.4	2.5	12	KOIT-FM 96.5	AC	8	11	12	10	5	24/45	TORBET		1.6
2.2	1.7	1.9	1.5	2.4	13	KITS 105.3	CHR	12	3	7	12	19	20/54	REPUBLIC	ABC-F	2.6
2.4	2.9	4.9	4.7	2.4	13	KNBR 680	MISC	9	21	22	16	11	24/45	MCGAVREN	NBC	2.9
3.5	2.7	2.5	2.2	2.4	13	KIOI 101.3	AC	6	9	11	11	8	28/39	DURPETTI		3.1
2.2	2.8	2.4	2.6	2.2	16	KLOK-FM 103.7	AC	10	6	13	13	16	26/42	DURPETTI		1.7
2.8	2.0	2.3	2.5	2.0	17	KBAY 100.3	B/EZ	24	32	30	25	18	15/72	MMR		1.6
1.5	2.0	1.4	1.4	2.0	17	KDFC-AF 1220 102.1	CLAS	18	43	21	22	21	17/64	CMBS		.3
1.5	2.0	1.8	1.4	2.0	17	KKHI-AF 1550 95.7	CLAS	22	31	41	33	26	17/65	HNWH		1.4
2.3	2.0	2.0	1.8	1.8	20	KNEW 910	CTRY	21	36	27	20	15	18/60	KATZ		1.2

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RIVERSIDE-SAN BERNARDINO #39

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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 KLOS	1 KGGI	1 KLOS	1 KGGI	1 KRTH-FM	1 KGGI	AC	20.1
2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KLOS	2 KRTH-FM	AOR	14.4
3 KCAL-FM	3 KRTH-FM	3 KRTH-FM	3 KRTH-FM	3 KIIS-AF	3 KDUO	BBnd	5.9
4 KROQ	4 KOST	4 KGGI	4 KOST	4 KFI	4 KIIS-AF	Blk/Urbn	2.3
5 KRTH-FM	5 KOLA	5 KCAL-FM	5 KQLH	5 KDUO	5 KOST	BM/Easy	7.0
6 KGGI	6 KLOS	6 KROQ	6 KDUO	6 KGGI	6 KQLH	CHR	6.4
7 KOST	7 KCAL-FM	7 KOST	7 KOLA	7 KQLH	7 KFI	Clas	1.7
8 KOLA	8 KQLH	8 KOLA	8 KPWR	8 KCAL-FM	8 KBIG	Ctry	7.8
9 KMET	9 KNTF	9 KMET	9 KFI	9 KCKC	9 KNTF	Gold	5.8
10 KLSX	10 KPWR	10 KFI	10 KCAL-FM	10 KNX	10 KCKC	N/T	5.0
						CC	1.0
						Span	2.0

SAN FRANCISCO #4

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FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
1.2	1.4	1.6	1.5	1.8	20		KOME 98.5	AOR	20	12	8	14	22	18/59	TORBET	ABC-R	2.7
1.8	1.7	2.1	2.0	1.7	22		KSFO 560	GOLD	19	27	24	18	17	21/52	MMR	UPI	1.2
1.3	1.5	1.6	1.6	1.7	22		KYA 93.3	GOLD	17	17	17	15	12	23/46	MMR	UPI	2.0
2.1	2.0	1.8	1.7	1.5	24		KWSS 94.5	CHR	25	4	18	24	31	19/57	MCGAVREN		1.9
0.7	1.1	1.3	1.0	1.3	25		KKCY 98.9	AOR	28	45	16	17	14	15/71	SELECT		.4
--	--	1.8	1.4	1.3	25		KOFY 1050	GOLD	35	14	32	23	24	11/101			2.7
1.1	1.1	1.1	1.2	1.2	27		KSJO 92.3	AOR	26	18	15	19	33	22/49	KATZ		1.5
1.0	1.6	0.9	1.2	1.1	28		KJAZ 92.7	JAZZ	27	38	26	28	25	18/59	ROSLIN		1.2
0.7	1.2	0.8	1.1	1.0	29		KDIA 1310	NEWS	32	39	23	27	27	18/62			.7

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KRQR	1 KSOL	1 KRQR	1 KYUU	1 KCBS	1 KGO	A/A	2.6
2 KFOG	2 KYUU	2 KCBS	2 KSOL	2 KGO	2 KYUU	AC	11.3
3 KYUU	3 KMEL	3 KFOG	3 KGO	3 KSAN	3 KCBS	AOR	10.0
4 KSOL	4 KLOK-FM	4 KGO	4 KOIT-FM	4 KRQR	4 KOIT-FM	BBnd	2.7
5 KOME	5 KIOI	5 KYUU	5 KMEL	5 KYUU	5 KSOL	Blk/Urbn	4.2
6 KBLX-AF	6 KOIT-FM	6 KBLX-AF	6 KSAN	6 KFOG	6 KSAN	BM/Easy	7.7
7 KITS	7 KSAN	7 KSOL	7 KLOK-FM	7 KBLX-AF	7 KABL-FM	CHR	7.6
8 KMEL	8 KRQR	8 KSAN	8 KIOI	8 KIOI	8 KIOI	Clas	4.0
9 KCBS	9 KFOG	9 KITS	9 KCBS	9 KITS	9 KFOG	Ctry	5.0
10 KGO	10 KBLX-AF	10 KOME	10 KBLX-AF	10 KOIT-FM	10 KBAY	Gold	4.7
						Jazz	1.1
						Misc	2.4
						N/T	15.8

SAN JOSE #29

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '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
8.3	7.5	8.4	7.1	7.3	1	1	KGO 810	N/T	3	19	16	6	1	14/77	BLAIR	ABC-I	8.0
5.3	5.4	6.0	4.6	5.9	2	2	KCBS 740	N/T	2	18	14	9	2	18/61	CBS SPOT	CBS	3.8
6.1	6.1	5.9	6.0	5.8	3	3	KWSS 94.5	CHR	1	1	3	2	8	19/58	MCGAVREN		8.1
6.7	5.6	6.1	5.9	5.3	4	4	KBAY 100.3	B/EZ	4	23	22	13	3	15/71	MMR		3.4
3.0	3.9	4.0	4.0	4.8	5	5	KOME 3.5	AOR	5	7	1	1	4	17/64	TORBET	ABC-R	7.8
3.6	5.2	3.5	4.6	4.4	6	6	KSOL 107.7	B/U	9	2	5	8	18	16/68	MMR	AP	6.4
4.3	3.9	3.6	4.1	3.8	7	7	KYUU 99.7	AC	8	8	4	4	5	19/57	MCGAVREN		3.7
3.2	3.6	3.3	3.1	3.5	8	8	KSJO 92.3	AOR	7	9	2	3	13	21/51	KATZ		4.0
1.9	2.4	1.8	3.3	3.4	9	9	KATD 95.3	CHR	6	3	6	11	15	22/49	RADIO WEST		3.9
2.0	2.5	2.6	2.3	3.4	9	9	KEZR 106.5	AC	10	12	7	5	6	19/58	CHRISTAL		2.7
3.1	2.5	1.8	2.7	3.1	11	11	KSAN 94.9	CTRY	12	30	11	7	9	16/67	KATZ		3.4
2.9	4.7	3.2	2.3	2.8	12	12	KLZE 97.7	B/EZ	17	32	26	22	17	15/72	REPUBLIC		2.0
1.2	1.8	1.8	1.8	2.7	13	13	KMEL 106.1	CHR	16	4	9	15	22	17/62	CHRISTAL		2.3
3.4	2.5	2.6	2.4	2.6	14	14	KARA 105.7	AC	11	14	13	12	7	23/47	EASTMAN		2.9
2.3	2.5	1.9	2.0	2.5	15	15	KBLX-AF 1400 102.9	AA	23	36	8	10	10	13/81	HNWH	SBN	2.8
3.1	2.9	3.0	2.4	2.4	16	16	KLOK 1170	AC	18	13	18	16	11	17/64	DURPETTI		1.9
1.9	2.2	1.9	2.2	2.4	16	16	KLIV 1590	BBND	19	29	37	36	28	16/69	EASTMAN		1.4
2.7	1.8	2.2	2.8	2.4	16	16	KEEN 1370	CTRY	21	16	23	20	12	15/71	MMR	UPI	1.0
1.8	1.5	1.4	1.0	2.2	19	19	KITS 105.3	CHR	24	5	12	21	30	15/73	REPUBLIC	ABC-F	1.3
1.8	1.6	2.6	1.5	2.0	20	20	KFOG 104.5	AOR	22	27	10	14	14	18/61	EASTMAN	NBC-S	2.7
--	0.5	1.8	2.2	1.9	21	21	KOFY 1050	GOLD	35	20	25	19	20	8/140			1.8
3.2	2.6	2.1	3.0	1.9	21	21	KIOI 101.3	AC	14	10	15	18	19	26/42	DURPETTI		1.9
2.7	2.3	1.7	2.0	1.8	23	23	KOIT-FM 96.5	AC	13	11	17	17	16	27/41	TORBET		1.4
1.6	2.7	1.6	1.2	1.4	24	24	KABL-AF 960 96.1	B/EZ	33	38	32	27	33	14/49	CHRISTAL		--
2.1	2.4	3.6	3.6	1.4	24	24	KNBR 680	MISC	20	21	28	25	25	27/40	MCGAVREN	NBC	1.8
1.6	1.8	1.4	0.6	1.3	26	26	KDFC-AF 1220 102.1	CLAS	27	42	30	30	23	19/56	CMBS		--
1.4	1.9	1.2	1.8	1.3	26	26	KLOK-FM 103.7	AC	15	6	27	26	29	38/29	DURPETTI		1.2
0.9	1.0	0.3	0.9	1.2	28	28	KYA 93.3	GOLD	25	24	21	24	21	23/47	MMR	UPI	1.5
0.6	0.8	0.9	--	1.2	28	28	KHTT 1500	GOLD	28	17	19	23	24	19/56	KATZ	AP	.9

Continued on Page 148

FALL '86	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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	0.9	1.4	1.1	1.2	28		KKHI-AF 1550 95.5	CLAS	30	22	33	31	26	19/57	HNWH		1.0
2.2	1.4	1.3	1.9	1.0	31		KNTA 1430	SPAN	34	39	29	28	31	14/76	LOTUS		1.3
0.5	0.8	--	--	1.0	31		KNEW 910	CTRY	32	37	36	29	27	20/55	KATZ		.2

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	A/A	■ 2.5
1 KOME	1 KWSS	1 KOME	1 KWSS	1 KOME	1 KBAY	AC	■ 17.2
2 KSJO	2 KATD	2 KSJO	2 KEZR	2 KCBS	2 KGO	AOR	■ 10.3
3 KYUU	3 KOME	3 KCBS	3 KATD	3 KGO	3 KEZR	BBnd	■ 2.4
4 KFOG	4 KSOL	4 KYUU	4 KSOL	4 KFOG	4 KARA	Blk/Urbn	■ 4.4
5 KBLX-AF	5 KEZR	5 KFOG	5 KYUU	5 KYUU	5 KYUU	BM/Easy	■ 9.5
6 KSOL	6 KYUU	6 KSAN	6 KGO	6 KBLX-AF	6 KWSS	CHR	■ 14.1
7 KSAN	7 KSJO	7 KGO	7 KARA	7 KSJO	7 KLOK	Clas	■ 2.5
8 KWSS	8 KMEL	8 KBLX-AF	8 KOME	8 KSAN	8 KCBS	Ctry	■ 6.5
9 KCBS	9 KBLX-AF	9 KEZR	9 KLOK	9 KEZR	9 KSAN	Gold	■ 4.3
10 KEZR	10 KITS	10 KWSS	10 KSAN	10 KBAY	10 KBLX-AF	Misc	■ 1.4
						N/T	■ 13.2

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SEATTLE-TACOMA #17

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
10.9	9.2	10.7	10.4	10.5	1	1	KIRO 710	N/T	1	9	6	3	1	17/64	CBS SPOT	CBS	8.7
6.8	6.9	5.0	8.2	8.0	2	2	KUBE 93.3	CHR	3	2	2	2	4	15/72	MMR		8.7
6.2	4.7	7.5	7.3	8.0	2	2	KISW 99.9	AOR	4	3	1	1	2	11/94	MCGAVREN		9.4
8.3	7.3	5.8	5.8	6.9	4	4	KOMO 1000	AC	2	12	15	6	3	18/60	KATZ	ABC-I	5.7
5.1	6.6	5.0	4.5	5.1	5	5	KBRD 103.7	B/EZ	7	23	21	18	11	13/82	REPUBLIC		3.4
3.8	3.4	4.0	3.6	4.6	6	6	KPLZ 101.5	CHR	5	1	5	8	18	17/64	DURPETTI		4.2
5.0	5.4	4.2	4.0	4.1	7	7	KSEA 100.7	B/EZ	8	28	22	16	12	15/70	CBS SPOT		2.3
4.4	4.4	3.6	3.2	4.0	8	8	KLSY-AF 1540 92.5	AC	6	5	4	4	7	18/61	BLAIR	CBS-R	4.6
2.2	2.4	2.3	1.5	3.4	9	9	KZOK 102.5	GOLD	9	8	3	5	6	18/59	HNWH	NBC-S	3.5
4.5	3.4	5.1	3.9	3.4	9	9	KMPS-FM 94.1	CTRY	14	13	9	10	9	14/76	MCGAVREN	UPI	5.1
2.8	3.2	2.9	2.1	3.4	9	9	KRPM-FM 106.1	CTRY	16	16	11	9	5	13/81	TORBET		3.1
3.6	3.3	3.2	3.5	3.1	12	12	KMGI 107.7	AC	13	15	8	7	8	16/68	REPUBLIC		1.8
3.3	2.7	2.7	2.6	2.7	13	13	KNBQ 97.3	CHR	10	6	7	12	17	20/55	CHRISTAL		3.1
5.0	4.5	4.6	4.0	2.6	14	14	KIXI 880	BBND	15	24	28	28	26	18/61	CHRISTAL		3.2
3.9	4.1	3.0	2.9	2.5	15	15	KING-FM 98.1	CLAS	11	27	19	17	14	20/55	BLAIR		2.7
1.8	1.9	3.5	3.2	2.5	15	15	KVI 570	GOLD	12	11	16	11	10	19/56	DURPETTI		2.9
1.4	2.1	2.2	2.3	2.4	17	17	KING 1090	N/T	17	21	20	20	19	18/60	BLAIR	NBC	1.8
1.2	1.0	1.2	2.6	2.2	18	18	KLTX 95.7	AC	21	26	14	13	13	15/72	CHRISTAL		2.2
1.9	1.8	1.5	1.8	2.0	19	19	KJR 950	AC	18	14	12	15	16	21/52	HNWH		2.5
1.9	2.6	3.4	2.6	2.0	19	19	KEZX 98.9	AOR	20	20	10	14	15	19/58	EASTMAN	ABC-E	2.2
1.6	1.8	1.7	1.3	1.5	21	21	KCMS 105.3	CC	23	10	13	19	20	15/72	RADIO SPOT	UPI	2.2
1.0	1.0	1.6	1.7	1.4	22	22	KHIT 106.9	CHR	19	4	18	22	23	28/38	HNWH		1.8
1.9	1.5	1.9	1.2	1.3	23	23	KMPS 1300	CTRY	22	18	24	23	21	19/58	MCGAVREN	UPI	1.1
1.0	1.6	1.0	2.0	1.2	24	24	KKFX 1250	B/U	24	7	17	21	22	15/70	ROSLIN	AP	3.4

DEMOGRAPHIC RANK

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISW	1 KUBE	1 KISW	1 KUBE	1 KIRO	1 KIRO
2 KUBE	2 KLSY-FM	2 KIRO	2 KLSY-FM	2 KISW	2 KOMO
3 KZOK	3 KISW	3 KUBE	3 KMGI	3 KOMO	3 KUBE
4 KIRO	4 KMGI	4 KZOK	4 KISW	4 KUBE	4 KLSY-FM
5 KPLZ	5 KPLZ	5 KOMO	5 KOMO	5 KZOK	5 KBRD
6 KNBQ	6 KNBQ	6 KVI	6 KIRO	6 KVI	6 KSEA
7 KEZX	7 KMPS-FM	7 KRPM-FM	7 KPLZ	7 KRPM-FM	7 KMGI
8 KJR	8 KZOK	8 KPLZ	8 KMPS-FM	8 KMGI	8 KMPS-FM
9 KCMS	9 KLTX	9 KMGI	9 KNBQ	9 KMPS-FM	9 KRPM-FM
10 KRPM-FM	10 KRPM-FM	10 KNBQ	10 KLTX	10 KING	10 KLTX

FORMAT REACH

AC	18.2
AOR	10.0
BBnd	2.6
Bik/Urbn	1.2
BM/Easy	9.2
CC	1.5
CHR	16.7
Clas	2.5
Ctry	8.1
Gold	5.9
N/T	12.9

TAMPA-ST. PETERSBURG #22

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	METRO RANK 12+ ADX	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
12.2	12.5	14.8	15.9	16.1	1	WRBQ-FM 104.7	CHR	1	1	1	1	1	11/100	EASTMAN	ABC-F	17.9
11.7	13.0	10.6	12.7	11.1	2	WWBA 107.3	B/EZ	2	17	13	11	11	9/116	REPUBLIC		9.2
8.2	7.9	8.5	6.6	8.0	3	WQYK 99.5	CTRY	3	6	6	4	3	10/111	KATZ		7.7
6.3	5.5	5.2	5.8	6.9	4	WYNF 94.9	AOR	5	2	2	3	7	10/111	CBS SPOT	ABC-R	9.1
7.6	6.1	5.7	4.4	5.9	5	WUSA 100.7	AC	4	7	4	2	2	12/93	MCGAVREN		4.9
3.3	3.6	4.1	4.1	4.4	6	WFLA 97.0	N/T	6	19	12	12	12	13/82	SELECT	NBC	3.8
2.1	3.0	3.9	2.4	4.2	7	WPDS 93.3	AC	9	8	7	7	4	12/87	SELECT		4.3
5.8	4.9	3.6	3.6	3.9	8	WSUN 62.0	CTRY	7	14	11	10	8	15/73	CBS SPOT	ABC-E	4.8
4.8	4.5	5.0	4.7	3.7	9	WKRL 97.9	GOLD	8	5	3	5	6	14/77	DURPETTI	NBC-S	5.4
3.8	3.4	3.6	2.4	3.7	9	WNLT 95.7	AC	10	4	5	6	5	13/83	BLAIR		3.3
3.7	3.9	3.9	2.5	3.2	11	WGUL-AF 86.0 105.5	BBND	13	16	19	20	18	9/115	MASLA	MBS	3.4
1.8	2.8	2.2	2.2	2.5	12	WDUV 103.3	B/EZ	12	20	20	18	17	14/79	CHRISTAL	MBS	4.3
1.9	2.0	2.5	3.9	2.5	12	WTMP 115.0	B/U	15	3	8	9	10	12/94	HNWH	SBN	2.1
1.0	1.8	1.5	1.3	2.5	12	WHBO 104.0	GOLD	17	13	9	8	9	8/135	BLAIR		1.1
2.9	1.7	2.7	3.0	2.3	15	WPLP 57.0	TALK	14	11	15	14	14	13/81	KATZ	CBS	2.7
5.1	4.5	4.7	4.1	2.3	15	WDAE 125.0	BBND	11	12	17	19	20	17/65	MCGAVREN	ABC-I	4.5
0.9	1.3	1.0	0.5	1.0	17	WLFF 68.0	BBND	20	18	18	17	19	10/105	CHRISTAL		.2

DEMOGRAPHIC RANK

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	AC 13.8
2 WYNF	2 WUSA	2 WYNF	2 WUSA	2 WUSA	2 WUSA	AOR 6.9
3 WKRL	3 WNLT	3 WKRL	3 WNLT	3 WYNF	3 WQYK	BBnd 6.5
4 WUSA	4 WYNF	4 WUSA	4 WPDS	4 WQYK	4 WPDS	Bik/Urbn 2.5
5 WNLT	5 WKRL	5 WQYK	5 WQYK	5 WKRL	5 WNLT	BM/Easy 13.6
6 WQYK	6 WPDS	6 WNLT	6 WYNF	6 WHBO	6 WWBA	CHR 16.1
7 WPDS	7 WQYK	7 WPDS	7 WKRL	7 WSUN	7 WTMP	Ctry 11.9
8 WTMP	8 WTMP	8 WHBO	8 WTMP	8 WPDS	8 WKRL	Gold 6.2
9 WHBO	9 WHVE	9 WSUN	9 WWBA	9 WNLT	9 WSUN	N/T 6.7
10 WFLA	10 WWBA	10 WTMP	10 WSUN	10 WTMP	10 WYNF	

WASHINGTON #9

FALL '85	WINTER '86	SPRING '86	SUMMER '86	FALL '86	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
7.0	6.6	7.6	8.0	8.0	1	WKYS 93.9	B/U	4	5	1	1	1	11/101	EASTMAN	NBC	9.8
7.1	6.6	6.8	5.8	8.0	1	WMAL 630	AC	1	11	13	10	5	14/76	KATZ	ABC-I	6.6
8.0	7.2	7.3	7.2	6.8	3	WGAY 99.5	B/EZ	3	17	17	7	4	13/84	MMR		5.1
4.0	4.1	4.7	4.5	6.2	4	WAVA 105.1	CHR	2	1	3	4	6	15/73	HNWH		5.0
8.6	6.7	6.1	6.5	5.8	5	WHUR 96.3	B/U	8	7	4	2	2	13/81	DURPETTI		7.3
3.5	5.0	6.8	4.4	5.5	6	WMZQ-FM 98.7	CTRY	10	10	8	5	3	12/93	CHRISTAL		6.1
6.5	5.0	4.4	4.7	5.2	7	WWDC-FM 101.1	AOR	5	6	2	3	7	16/68	CHRISTAL	US 1	6.8
3.8	3.8	3.9	4.2	4.3	8	WDJY 100.3	B/U	9	2	5	8	12	16/68	W&P	AP	4.8
4.3	4.4	3.5	4.3	3.8	9	WRQX 107.3	CHR	6	3	9	11	14	22/50	BLAIR	ABC-C	3.6
4.5	4.7	4.3	4.1	3.7	10	WTOP 1510	NEWS	7	19	14	14	9	22/50	HNWH	CBS	3.3
4.0	4.3	3.8	3.2	3.3	11	WLTT 94.7	AC	11	13	7	6	8	18/59	CBS SPOT		3.1
2.4	2.4	2.3	3.6	3.2	12	WBMW 106.7	CHR	12	4	10	13	17	18/59	SELECT		3.5
1.9	4.1	5.3	3.8	3.2	12	WCXR 105.9	GOLD	13	8	6	9	10	17/63	MCGAVREN		4.8
2.7	3.6	3.1	2.8	2.8	14	WGMS-AF 570 103.5	CLAS	14	25	19	15	13	17/63	REPUBLIC	MBS	1.8
2.1	2.7	3.1	2.5	2.8	14	WWRC 980	BBND	16	26	25	24	22	14/77	MMR	NBC	2.5
2.7	2.1	1.6	2.2	2.3	16	WXTR 104.1	GOLD	18	15	11	12	11	17/65	MASLA		1.7
2.7	1.7	1.7	1.8	1.9	17	WASH 97.1	AC	15	18	12	16	15	21/51	KATZ	US 1	1.3
3.4	3.1	2.7	2.5	1.8	18	WPGC WCLY 1580 95.5	AC	17	16	16	17	16	22/49	TORBET		2.2
1.2	0.8	0.9	0.9	1.3	19	WOL 1450	B/U	21	12	21	22	23	12/87	LAZAR	NBN	1.0
1.5	1.6	1.5	1.8	1.3	19	WTKS 102.3	AC	19	14	18	18	18	21/51	HNWH		1.6
1.0	1.2	1.0	1.7	1.2	21	WYCB 1340	REL	23	20	22	21	19	12/87		SBN	1.6
1.8	1.3	1.3	1.3	1.1	22	WHFS 99.1	AOR	20	9	15	19	20	20/55	MASLA	MBS	1.4

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	16.3
1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	AOR	6.3
2 WAVA	2 WAVA	2 WHUR	2 WHUR	2 WHUR	2 WMZQ-FM	BBnd	2.8
3 WCXR	3 WHUR	3 WAVA	3 WAVA	3 WGAY	3 WHUR	Bik/Urbn	19.4
4 WKYS	4 WLTT	4 WCXR	4 WMZQ-FM	4 WMAL	4 WGAY	BM/Easy	6.8
5 WDJY	5 WRQX	5 WKYS	5 WLTT	5 WMZQ	5 WMAL	CHR	13.2
6 WHUR	6 WDJY	6 WMZQ-FM	6 WRQX	6 WKYS	6 WLTT	Clas	2.8
7 WMZQ-FM	7 WMZQ-FM	7 WGAY	7 WGAY	7 WAVA	7 WAVA	Ctry	5.5
8 WBMW	8 WXTR	8 WDJY	8 WDJY	8 WCXR	8 WRQX	Gold	5.5
9 WLTT	9 WBMW	9 WMAL	9 WMAL	9 WTOP	9 WXTR	N/T	3.7
10 WRQX	10 WWDC-FM	10 WTOP	10 WXTR	10 WLTT	10 WASH	Rel	1.2

AKRON #64

FALL '85	SPRING '86	FALL '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
7.9	9.0	10.2	1	WKDD 96.5	CHR	1	1	2	2	2	15/72	KATZ	
9.9	12.3	10.1	2	WMMS 100.7	CHR	2	2	1	1	1	15/72	KATZ	NBC-S
11.5	8.9	8.9	3	WAKR 1590	AC	3	17	9	6	3	16/69	MCGAVREN	MBS
6.7	6.3	6.0	4	WONE-FM 97.5	AOR	7	19	3	3	4	11/97	MCGAVREN	
5.3	5.0	4.5	5	WGAR-AF 1220 99.5	CTRY	8	11	8	7	6	14/77	HNWH	ABC-E
4.3	4.9	4.9	6	WMJI 105.7	AC	4	20	4	4	5	20/53	EASTMAN	
6.4	6.1	4.4	7	WNIR 100.1	TALK	9	9	11	10	8	14/75	KATZ	CBS
3.9	4.7	4.4	7	WDBN 94.9	B/EZ	13	14	19	15	12	13/86		
4.2	4.5	4.3	9	WLTF 106.5	AC	5	6	5	5	7	18/61	CHRISTAL	AP
3.8	2.9	4.1	10	WDOK 102.1	B/EZ	12	29	16	13	10	13/80	MCGAVREN	
1.2	2.3	3.4	11	WROK 106.9	AOR	14	5	6	8	18	12/91	MMR	

ALBANY-SCHENECTADY-TROY #52

FALL '85	SPRING '86	SUMMER '86	FALL '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
9.7	9.6	10.8	11.2	1	WPYX 106.5	AOR	2	3	1	1	2	13/82	MCGAVREN	ABC-R	16.7
11.0	9.6	9.4	9.5	2	WGY 810	AC	1	11	6	5	3	17/64	EASTMAN	NBC	8.1
9.8	8.4	9.1	9.4	3	WROW-FM 95.5	B/EZ	6	8	10	9	6	10/108	CHRISTAL	ABC-I	7.5
5.9	7.7	8.0	8.9	4	WFLY 92.3	CHR	3	1	2	3	4	16/66	MMR	ABC-C	10.0
7.7	9.4	9.0	8.0	5	WGFM 99.5	CHR	4	2	4	4	7	18/60	EASTMAN	NBC-S	9.8
6.5	7.5	6.0	6.7	6	WKLI 100.9	AC	5	5	3	2	1	15/74	BLAIR	US1	5.8
4.2	4.2	4.6	4.7	7	WGNA 107.7	CTRY	11	9	7	8	5	11/95	TORBET	ABC-E	4.1
8.1	6.6	6.5	4.3	8	WQBK 1300	TALK	9	15	14	12	11	14/80	HNWH	CBS	3.8
3.1	3.6	2.1	3.9	9	WABY 1400	BBND	13	19	18	19	13	10/105	BLAIR	US2	3.3
3.9	4.3	3.1	3.6	10	WQBK-FM 103.9	AOR	8	7	5	6	10	18/60	HNWH	CBS-R	5.8

ALBUQUERQUE #79

FALL '85	SPRING '86	FALL '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
--	--	15.1	1	1	KKOB-FM 93.3	AC	1	4	1	1	1	12/87	MCGAVREN	
--	--	12.9	2		KKOB 770	AC	2	6	6	2	2	14/77	MCGAVREN	ABC-I
9.4	7.3	8.5	3		KNMQ 105.9	CHR	3	1	3	4	6	16/67	HNWH	ABC-C
7.9	7.4	7.8	4		KAMX KFMG 1520 107.9	AOR	4	2	2	3	5	16/68	HNWH	ABC-C
6.8	5.8	5.9	5		KKJY 100.3	B/EZ	6	10	8	7	4	14/78	TORBET	
7.1	7.0	5.4	6		KRST 92.3	CTRY	5	9	5	5	3	16/70	MCGAVREN	
3.9	4.1	4.4	7		KZRR 94.1	AOR	7	8	4	6	7	18/62	REPUBLIC	NBC-S
3.2	3.0	3.7	8		KRZY 1450	CTRY	12	15	14	12	10	15/74	MCGAVREN	MBS
3.2	3.0	3.7	8		KHFM 96.3	CLAS	13	12	16	14	12	14/78	CMBS	
3.1	3.8	2.9	10		KDEF 1150	BBND	16	18	22	22	22	11/102	W&P	

ALLENTOWN-BETHLEHEM #60

FALL '85	SPRING '86	SUMMER '86	FALL '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
12.8	12.1	10.1	15.0	1	1	WFMZ 100.7	B/EZ	4	34	7	4	3	8/131	HNWH		10.9
12.6	11.5	10.3	10.3	2		WZZO 95.1	AOR	1	2	1	1	2	14/78	BLAIR		14.1
9.7	11.1	11.3	9.9	3		WLEV 96.1	AC	3	3	3	2	1	14/76	KATZ		8.1
9.6	9.9	8.3	8.8	4		WQQQ 99.9	CHR	2	1	2	3	4	16/68	EASTMAN		11.0
5.0	5.8	6.0	5.6	5		WAEB 790	AC	5	4	9	6	5	17/63	MCGAVREN	ABC-I	4.2
6.3	5.6	5.4	4.8	6		WAEB-FM 104.1	AC	6	5	6	5	6	17/65	MCGAVREN	ABC-I	3.7
4.7	5.1	6.3	4.8	6		WKAP 1320	BBND	8	21	18	13	9	10/104	EASTMAN	ABC-E	3.1
5.1	4.5	5.8	3.7	8		WEST 1400	BBND	9	31	21	19	14	10/111	KATZ	CBS	4.2
2.1	2.0	2.4	3.3	9		WYSP 94.1	GOLD	7	6	4	7	8	16/68	TORBET	ABC-R	5.4
2.5	2.0	2.6	3.1	10		WXKW 1470	CTRY	10	14	13	9	7	12/93	REPUBLIC	NBC	2.9

AUSTIN #59

FALL '85	SPRING '86	SUMMER '86	FALL '86	12+ ADH METRO RANK	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
16.3	16.2	13.0	14.6	1	KASE 100.7	CTRY	3	4	5	2	1	11/95	KATZ		13.1
15.1	14.2	11.6	13.8	2	KHFI 98.3	CHR	1	1	1	1	4	13/86	CHRISTAL		17.7
6.7	10.1	15.5	11.5	3	KEYI-AF 1490 103.5	AC	2	2	4	4	2	15/75	TORBET		17.4
11.6	12.1	10.9	10.4	4	KLBJ-FM 93.7	AOR	4	3	2	3	3	15/72	EASTMAN		10.9
6.9	7.6	4.8	6.8	5	KKMJ 95.5	AC	5	5	6	6	5	16/67	CBS SPOT		3.5
5.8	5.7	5.4	6.8	5	KPEZ 102.3	AOR	6	6	3	5	6	14/76	HNWH		7.6
6.2	4.7	4.2	4.7	7	KLBJ 590	N/T	7	11	7	7	7	17/63	EASTMAN	CBS	4.3
2.6	0.5	5.3	3.2	8	KOKE 1370	AC	9	14	15	9	9	13/81	SELECT		3.1
3.7	3.0	3.7	2.7	9	KVET 1300	B/EZ	8	13	11	8	8	20/53	KATZ	ABC-I	2.1
1.0	1.4	0.8	0.8	10	KTAE 1260	CTRY	16	15	17	17	17	14/76			.6

BAKERSFIELD #86

FALL '85	SPRING '86	FALL '86	12+ ADH METRO RANK	STATIONS	FORMAT	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	TURNOVER/ AVG. MINS. LISTENED	NATIONAL REP. FIRM	NETWORK
15.1	15.1	14.4	1	KKXX 107.9	CHR	1	1	1	1	2	14/76	KATZ	
11.2	13.5	13.0	2	KUZZ 550	CTRY	2	4	4	2	1	11/98	KATZ	
6.9	8.5	9.1	3	KQXR 94.1	CHR	3	2	2	3	6	15/71	HNWH	ABC-E
7.9	3.7	7.2	4	KWAC 1490	SPAN	6	3	10	6	4	8/128	LOTUS	
4.3	5.0	5.6	5	KGEO 1230	GOLD	4	17	6	4	3	15/73	MCGAVREN	CBS-R
7.2	10.3	4.9	6	KGFM 101.5	B/EZ	5	25	13	8	5	16/68	MCGAVREN	
2.1	2.9	4.9	6	KAFY 970	CTRY	9	7	5	7	7	10/107	CABALLERO	UPI
2.9	3.1	4.0	8	KERN 1410	N/T	7	24	11	12	10	15/73	HNWH	ABC-I
3.1	2.6	4.0	8	KLLY 95.3	AC	8	8	3	5	8	15/75	TORBET	AP
1.5	0.8	3.3	10	KTPI 103.1	CTRY	10	13	7	9	11	12/93	WESTERN	UPI

BATON ROUGE #77

FALL '85	SPRING '86	SUMMER '86	FALL '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
11.8	10.3	12.7	16.1	1	WYNK-AF 1380 101.5	CTRY	3	5	5	1	1	12/94	TORBET	ABC-E	13.4
10.9	10.1	10.4	12.3	2	WFMF 102.5	CHR	1	2	1	2	2	16/67	BLAIR		13.0
9.8	10.4	10.3	9.8	3	WXOK 1460	B/U	4	4	6	5	3	13/86	HNWH	NBC	8.5
11.1	11.8	10.4	8.9	4	WGGZ 98.1	CHR	2	1	2	3	7	19/57	KATZ	CBS-R	13.7
6.2	6.6	6.0	8.8	5	KQXL 106.3	B/U	5	3	3	4	4	12/90	BYERS	ABC-F	9.1
10.2	8.9	7.4	6.4	6	WKJN 103.3	CTRY	8	12	7	7	5	13/85	BLAIR		8.5
6.1	5.8	7.0	6.0	7	WQXY 100.7	AC	6	8	4	6	6	15/72	CHRISTAL		6.5
3.2	5.3	4.3	4.2	8	WJBO 1150	N/T	7	16	12	10	9	21/51	BLAIR	CBS	4.1
8.7	4.1	4.9	3.8	9	WTKL 1260	B/U	9	13	8	8	8	15/74	W&P	ABC-C	4.4

BRIDGEPORT #90

FALL '85	SPRING '86	FALL '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
19.6	16.3	17.1	1	WICC 600	AC	1	4	5	1	1	12/88	CHRISTAL	
15.1	16.5	15.4	2	WEZN 99.9	B/EZ	3	10	10	5	2	10/112	KATZ	
8.5	9.8	11.4	3	WKCI 101.3	CHR	2	1	2	2	4	13/82	MCGAVREN	
3.0	3.4	7.0	4	WEBE 107.9	GOLD	4	6	3	3	3	14/78	BLAIR	
6.5	7.0	6.4	5	WPLR 99.1	AOR	5	2	1	4	5	14/76	DURPETTI	
4.4	4.2	3.1	6	WCBS 880	NEWS	6	18	18	10	8	24/45	CBS SPOT	CBS
3.7	3.4	3.1	6	WNBC 660	AC	7	11	9	6	6	18/60	HNWH	NBC
4.4	2.4	2.5	8	WRKI 95.1	AOR	8	7	4	7	7	17/64	KATZ	NBC-S
3.8	4.0	2.5	8	WRKS 98.7	B/U	9	3	6	8	14	16/67	REPUBLIC	US 1
0.8	1.2	2.2	10	WOR 710	TALK	12	24	35	40	21	12/90	REPUBLIC	ABC-E
1.8	1.0	2.2	10	WDJZ 1530	AC	26	37	33	35	15	7/164	KATZ	AP

CHARLESTON #84

FALL '85	SPRING '86	FALL '86	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
10.2	10.9	13.5	1	WEZL 103.5	CTRY	2	6	7	2	1	9/116	BLAIR	MBS	10.9
12.7	9.0	11.9	2	WWWZ 93.5	B/U	3	2	2	1	2	10/106	HNWH	SBN	10.5
12.4	11.3	10.0	3	WSSX 95.1	CHR	1	3	1	3	3	15/72	KATZ		13.6
6.3	6.0	8.6	4	WKQB 107.5	CHR	4	1	3	4	7	14/77	REPUBLIC		11.8
7.1	9.3	7.4	5	WPAL 730	B/U	6	4	5	6	5	12/87	W&P	ABC-D	8.2
8.0	7.5	6.1	6	WXTC 96.9	AC	5	17	4	5	4	15/70	MCGAVREN	CBS-R	5.6
6.3	4.7	5.2	7	WXLY 102.5	GOLD	7	8	6	7	6	15/72	TORBET	US1	6.6
3.2	4.6	4.2	8	WMCJ 950	GOLD	17	10	17	18	18	5/230	D-CLAYTON		--
2.8	6.2	4.1	9	WDXZ 94.9	B/EZ	11	15	13	13	8	12/91	MASLA	CBS	2.6
--	3.2	3.3	10	WFXR 101.7	AOR	9	7	8	8	11	16/70	CHRISTAL	ABC-R	5.9
2.5	2.3	3.3	10	WWDM 101.3	B/U	13	5	10	10	13	9/117	HNWH	ABC-F	2.0

CHATTANOOGA #94

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
19.0	19.6	20.6	19.3	1	WSKZ 106.5	CHR	1	1	1	1	3	11/103	CHRISTAL		21.4
7.0	9.0	11.1	10.9	2	WDOD-FM 96.5	CTRY	4	5	4	3	1	12/90	BLAIR	ABC-E	12.0
15.6	16.7	10.8	10.2	3	WUSY 100.7	CTRY	3	4	3	2	2	13/83	MCGAVREN	US2	11.7
9.1	8.7	9.2	9.5	4	WDEF-FM 92.3	B/EZ	2	7	6	4	4	14/76	KATZ	ABC-D	8.8
6.3	3.7	5.9	6.2	5	WDEF 1370	AC	5	13	12	12	11	14/79	KATZ	CBS	3.5
6.8	4.5	9.1	6.2	5	WJTT 94.3	B/U	6	2	2	5	5	12/90	HNWH	CBS-R	12.2
3.8	2.2	2.8	5.3	7	WNOO 1260	GOLD	11	11	8	8	6	6/170	MASLA	SBN	2.8
1.4	1.7	3.6	4.5	8	WNOO-FM 102.3	B/U	10	3	5	6	8	12/94	MASLA	AP	4.1
3.3	4.4	1.7	4.1	9	WDOD 1310	CTRY	7	14	13	11	9	15/74	BLAIR	ABC-E	3.1
3.0	3.2	3.8	3.6	10	WGOW 1150	AC	8	8	9	7	7	15/72	CHRISTAL		3.7

COASTAL NORTH CAROLINA #85

SPRING '86	FALL '86	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
10.9	12.0	1	WRNS 95.1	CTRY	2	7	4	1	1	10/106	MCGAVREN	
10.1	11.7	2	WQDW 97.7	B/U	3	2	1	2	3	10/112	MASLA	SBN
7.9	11.2	3	WDLX 93.3	CHR	1	1	2	3	2	13/87	KATZ	ABC-F
10.3	7.8	4	WNCT-FM 97.7	B/EZ	5	12	13	9	5	12/92	EASTMAN	ABC-E
7.7	7.0	5	WZYC 103.3	AOR	6	3	3	4	9	10/108	MCGAVREN	CBS-R
7.3	5.9	6	WSFL-FM 106.5	AC	4	6	5	5	4	17/65		US1
7.6	4.9	7	WAZZ 101.9	CTRY	7	9	12	7	7	12/87		MBS
--	4.4	8	WZFX 99.1	B/U	8	4	6	6	6	11/95	HNWH	SBN
1.9	3.0	9	WRCM 92.1	CTRY	13	13	19	11	8	10/112	W&P	NBC
3.9	2.8	10	WRDU 106.1	AOR	11	18	7	8	10	12/92	MMR	NBC-S

COLUMBIA, SC #91

FALL '85	SPRING '86	FALL '86	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
17.8	14.2	16.8	1	WCOS-FM 97.9	CTRY	2	4	3	2	1	10/104	MCGAVREN	ABC-I	15.0
12.4	14.3	15.7	2	WWDM 101.3	B/U	3	2	1	1	2	9/126	HNWH	ABC-F	19.2
8.7	12.2	13.9	3	WNOK-FM 104.7	CHR	1	1	2	3	3	13/85	KATZ	ABC-R	17.0
4.9	8.7	6.0	4	WMMC 103.1	CHR	5	3	4	4	10	17/64	EASTMAN		6.3
5.9	5.5	5.9	5	WIS 560	AC	4	8	13	12	7	17/62	CHRISTAL	CBS	4.8
7.6	5.9	5.1	6	WCEZ 93.5	B/EZ	9	13	14	10	6	14/79	BLAIR	US2	4.4
7.3	5.9	4.9	7	WTCB 106.7	AC	6	5	5	5	4	19/56	CHRISTAL	AP	5.8
6.0	3.7	4.7	8	WSCQ 100.1	AC	7	12	6	6	5	18/62	TORBET	CBS-R	4.1
6.2	6.2	4.4	9	WOIC 1320	B/U	8	7	7	7	9	16/67	EASTMAN	NBC	3.6
2.7	3.2	2.6	10	WWGO 102.3	GOLD	11	15	8	8	8	17/64			3.3

EL PASO #78

FALL '85	SPRING '86	SUMMER '86	FALL '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
12.0	17.8	16.9	15.8	1	KEZB-FM 93.9	CHR	1	1	2	1	1	14/78	CHRISTAL	ABC-F
11.1	12.4	11.6	11.7	2	KLAQ 95.5	AOR	3	3	1	2	7	10/104	HNWH	NBC-S
9.8	9.8	10.9	11.6	3	KAMZ 93.1	CHR	2	2	3	3	3	15/72	EASTMAN	
7.6	6.4	8.9	9.5	4	KHEY-FM 96.3	CTRY	4	4	4	4	2	11/101	KATZ	
6.4	6.7	7.4	7.4	5	KTSM-FM 99.9	B/EZ	5	14	11	6	4	13/86	HNWH	
5.8	5.4	5.1	5.8	6	KAMA 750	SPAN	9	10	10	10	10	11/99	CABALLERO	
5.2	4.9	3.0	5.6	7	KHEY 690	CTRY	6	8	9	7	6	14/77	KATZ	ABC-I
6.3	3.8	4.2	3.7	8	KROD 600	GOLD	8	5	8	8	9	19/57	HNWH	
3.5	3.0	4.3	3.7	8	KFIM 92.3	AC	10	11	5	5	5	16/69	MCGAVREN	
--	1.6	1.7	3.1	10	KFNA 1060	SPAN	15	18	20	13	12	7/146		

FLINT #98

FALL '85	SPRING '86	FALL '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
19.9	19.4	16.8	1	WCRZ 107.9	AC	1	4	1	1	1	12/89	KATZ	ABC-F	15.9
10.1	14.5	12.0	2	WDZZ 92.7	B/U	4	3	2	2	2	10/104	HNWH		18.5
1.9	1.7	10.1	3	WIOG 106.3	CHR	3	1	4	4	5	14/78	KATZ	ABC-C	9.8
12.3	12.6	8.8	4	WWCK-FM 105.5	AOR	2	2	3	3	6	16/68	MCGAVREN	NBC	14.0
4.2	4.9	6.2	5	WKMF 1470	CTRY	7	9	7	6	3	11/97	KATZ	ABC-E	5.7
6.8	7.2	5.8	6	WTRX 1330	AC	5	6	6	5	4	17/65	CHRISTAL	ABC-I	6.4
5.9	8.0	5.1	7	WJR 760	MISC	6	23	9	8	7	17/63	EASTMAN	ABC-I	5.4
3.2	3.7	3.9	8	WWWS 107.1	B/U	9	5	5	7	8	14/80	MASLA	SBN	1.7
4.0	1.7	3.0	9	WDFD 910	AC	8	25	19	11	12	21/52	HNWH	CBS	2.4
2.5	3.3	3.0	9	WTAC 600	AC	10	13	8	9	9	17/63	TORBET	CBS	2.0

FRESNO #73

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
9.6	6.6	7.7	9.3	1	KMJ 580	N/T	2	19	10	7	1	13/82	KATZ	ABC-I	9.0
5.5	6.9	5.5	8.5	2	KMGX 103.7	CHR	3	1	2	2	2	13/81	CHRISTAL	US 1	10.8
7.5	9.2	6.2	6.8	3	KYNO-FM 95.7	CHR	1	2	4	4	7	20/54	BLAIR		10.5
7.4	7.3	9.5	6.5	4	KKDJ 105.9	AOR	6	4	1	1	3	13/83	EASTMAN		10.9
7.3	4.6	5.8	6.5	4	KOJY 98.9	B/EZ	9	17	16	11	11	10/108	MMR		3.2
5.8	4.3	3.0	5.5	6	KFIG-AF 1430 101.1	AC	5	5	3	3	4	15/72	DURPETTI		4.2
3.6	5.2	3.9	4.0	7	KFYE 93.7	B/EZ	7	9	5	5	6	21/52	MCGAVREN		3.6
4.6	6.0	6.6	4.0	7	KNAX 97.9	CTRY	8	18	13	9	5	17/64	KATZ	ABC-E	6.0
1.8	2.3	2.1	3.7	9	KFRE-FM 101.9	CTRY	13	16	17	15	10	12/89	HNWH		3.6
5.9	5.1	4.6	3.4	10	KBOS 94.9	CHR	4	3	7	13	18	27/40	TORBET	ABC-F	4.1

GRAND RAPIDS #65

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
8.7	10.3	11.1	10.6	1	WOOD-FM 105.7	B/EZ	1	5	11	5	3	14/79	KATZ	NBC	9.9
10.2	11.0	8.3	9.1	2	WLAV-FM 96.9	AOR	3	4	1	1	2	15/74	MMR	NBC-S	13.9
3.3	9.2	11.6	8.8	3	WKLQ 94.5	CHR	2	1	2	4	7	16/69	EASTMAN		11.8
10.1	7.9	8.7	8.3	4	WCUZ-FM 101.3	CTRY	6	7	5	2	1	14/78	CHRISTAL	ABC-E	6.3
7.7	8.6	7.2	7.6	5	WOOD 1300	AC	5	13	10	8	5	15/71	KATZ	NBC	6.9
8.7	5.2	5.6	5.9	6	WGRD 97.9	CHR	4	2	4	6	10	22/49	BLAIR	ABC-C	8.7
7.7	6.4	6.5	5.8	7	WLHT 95.7	AC	7	14	3	3	4	19/57	REPUBLIC		4.8
7.1	5.4	3.7	5.0	8	WMUS-FM 106.9	CTRY	8	9	7	7	6	15/73	HNWH		3.3
3.5	3.5	2.9	4.0	9	WFUR-FM 102.9	REL	9	21	18	15	13	18/61			2.8
0.9	1.7	3.9	3.3	10	WSNX 104.5	CHR	11	3	6	10	11	18/60	BLAIR		3.3
1.3	0.7	1.9	3.3	10	WYXX 96.1	AC	13	12	8	9	9	14/78	PATT		1.8

GREENVILLE-SPARTANBURG, SC #66

FALL '85	SPRING '86	SUMMER '86	FALL '86	12+ ACH METRO RANK	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	11.6	14.1	17.5	1	WESC-AM 660 92.5	CTRY	2	8	2	2	2	10/104	BLAIR	ABC-E
11.7	19.4	12.0	15.9	2	WFBC-FM 93.7	AC	1	6	1	1	1	13/84	KATZ	
8.3	7.0	8.8	9.0	3	WSPA-FM 98.9	B/EZ	5	9	7	7	4	12/94	MCGAVREN	
8.0	10.2	6.8	8.6	4	WSSL 100.5	CTRY	4	7	3	3	3	13/83	TORBET	MBS
6.6	6.3	7.0	8.0	5	WCKN 101.1	CHR	3	1	4	4	6	16/68		ABC-C
8.2	7.2	9.9	6.0	6	WHYZ 1070	B/U	8	2	6	5	5	10/112	HNWH	ABC-C
7.1	5.7	6.7	4.9	7	WANS-FM 107.3	CHR	6	4	5	6	7	21/52	TORBET	US1
4.5	3.4	4.2	2.6	8	WKSF 99.9	CHR	7	3	8	9	14	26/42	MCGAVREN	
2.6	3.9	2.6	2.6	8	WORD 910	AC	9	10	13	10	8	17/62	MASLA	UPI
2.9	2.9	2.8	2.1	10	WFBC 1330	GOLD	12	20	14	15	13	16/69	KATZ	NBC

HARRISBURG-LEBANON-CARLISLE #72

FALL '85	SPRING '86	SUMMER '86	FALL '86	12+ ACH METRO RANK	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
15.3	14.0	20.5	19.1	1	WNNK 104.1	CHR	1	1	1	1	1	10/108	CHRISTAL	AP	26.3
10.7	7.5	8.2	8.6	2	WRKZ 106.7	CTRY	3	5	5	2	2	10/103	MCGAVREN	ABC-E	7.0
5.0	5.9	4.9	6.8	3	WHP 580	AC	2	11	14	13	11	14/80	KATZ	ABC-D	5.3
9.9	10.1	8.5	6.8	3	WHP-FM 97.3	B/EZ	4	9	15	9	6	12/88	KATZ		10.3
3.1	4.9	7.0	6.6	5	WHYL-AM 960 102.3	CTRY	8	10	8	5	4	11/103	HNWH	AP	5.6
6.2	4.4	4.8	5.8	6	WSFM 99.3	AC	5	6	2	3	3	14/76	EASTMAN	US1	5.6
4.2	4.1	5.6	4.4	7	WTPA 93.5	AOR	7	3	3	4	8	14/75	SELECT	ABC-R	6.6
5.4	4.7	3.0	3.8	8	WQXA 105.7	CHR	6	2	6	6	9	21/52	KATZ	ABC-C	2.7
3.5	3.4	2.7	3.6	9	WCMB 1460	GOLD	9	15	9	8	5	15/72	EASTMAN	US2	3.4
2.8	3.4	2.6	3.1	10	WHGB 1400	BBND	13	12	24	24	19	11/97	MCGAVREN	MBS	4.4

HONOLULU #55

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
13.9	14.2	12.0	13.2	1	KSSK 590	AC	2	7	5	3	1	12/88	EASTMAN	
13.5	9.8	11.0	11.7	2	KQMQ 93.1	CHR	1	2	2	2	4	15/71	CHRISTAL	AP
10.4	11.5	10.7	10.5	3	KUMU-AF 1500 94.7	B/EZ	5	4	8	6	2	12/88	TORBET	
2.7	8.0	11.0	10.3	4	KMAI 93.9	CHR	4	1	3	4	10	12/87	KATZ	
7.7	7.0	7.6	10.1	5	KPOI 97.5	AOR	6	5	1	1	3	11/98	REPUBLIC	
12.7	7.1	8.8	7.7	6	KULA 92.3	AC	3	3	4	5	5	18/60	EASTMAN	
4.0	4.5	4.4	5.4	7	KRTR 96.3	AC	7	9	6	7	6	16/67	HNWH	
4.6	4.5	3.6	4.7	8	KHVH 990	NEWS	9	19	11	9	7	17/64	HNWH	ABC-I
4.5	5.1	4.8	3.9	9	KCCN 1420	MISC	11	13	12	11	9	16/68	W&P	
2.9	3.8	3.9	3.6	10	KGU 760	N/T	10	17	13	13	11	18/59	BLAIR	CBS

JACKSONVILLE #53

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
7.5	15.6	20.3	20.1	1	WAPE-FM 95.1	CHR	1	1	1	1	1	11/102	CHRISTAL	ABC-C	28.7
9.5	9.4	8.1	8.7	2	WQIK-FM 99.1	CTRY	3	10	5	5	4	13/82	MCGAVREN		8.3
7.8	5.1	4.8	7.4	3	WAIV 96.9	AC	4	8	4	2	2	13/81	EASTMAN		4.2
13.0	9.9	8.6	7.1	4	WIVY 102.9	AC	2	4	3	3	3	18/59	TORBET		7.5
9.8	9.8	7.9	5.3	5	WFYV 104.5	AOR	5	9	2	4	5	16/66	MCGAVREN	NBC-S	10.5
5.6	2.0	3.8	3.9	6	WZAZ 1400	B/U	9	3	8	7	7	13/85	W&P	SBN	2.4
5.9	5.6	4.1	3.6	7	WCRJ-FM 107.3	CTRY	7	7	7	8	8	16/67	KATZ		7.0
2.5	2.1	1.9	3.6	7	WOKV 600	TALK	8	17	11	10	9	15/71	EASTMAN	ABC-I	2.5
5.6	4.5	3.7	3.5	9	WLCS 96.1	AC	6	5	6	6	6	21/52	SELECT		3.7
1.3	1.2	1.3	2.4	10	WJAX 690	CC	12	16	18	15	14	15/74			1.3

JOHNSON CITY-KINGSPORT-BRISTOL #89

FALL '85	SPRING '86	FALL '86	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
22.4	19.1	19.5	1	WQUT 101.5	CHR	1	1	1	1	3	12/94	KATZ	US 1
20.3	18.9	18.4	2	WXBQ 96.9	CTRY	2	4	2	2	1	12/92	MCGAVREN	ABC-I
9.5	13.4	13.2	3	WTFM 98.5	AC	3	3	3	3	2	13/82	REPUBLIC	ABC-E
8.9	5.6	7.7	4	WJCW 910	CTRY	4	8	12	4	4	15/74	KATZ	CBS
3.2	5.4	3.9	5	WZXY 104.9	CHR	5	2	4	5	6	14/76	TORBET	ABC-C
0.8	1.6	2.0	6	WIVK-AF 850 107.7	CTRY	10	14	6	7	7	16/66	KATZ	ABC-E
1.1	1.6	1.8	7	WOPI 1490	AC	14	27	27	27	27	14/78		US2
1.4	1.0	1.8	7	WGOC 1090	CTRY	18	24	24	25	22	10/105		NBC
1.9	3.1	1.8	7	WUSJ-AF 1590 99.3	CTRY	9	10	7	6	5	20/54		CBS-R
1.6	0.7	1.6	10	WFHG 980	CHR	6	9	8	9	10	27/40	MCGAVREN	ABC-D
2.1	1.7	1.6	10	WBEJ 1240	CTRY	13	19	20	13	8	17/63		

KNOXVILLE #67

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
30.7	30.3	31.8	31.1	1	WIVK-AF 850 107.7	CTRY	1	4	2	1	1	9/124	KATZ	ABC-E	25.4
14.7	13.3	15.9	15.5	2	WIMZ-FM 103.5	AOR	2	1	1	2	3	11/100	BLAIR	NBC-S	16.4
13.4	12.7	12.7	11.6	3	WEZK 97.5	B/EZ	4	9	5	4	4	10/106	CHRISTAL		11.2
9.0	9.9	10.0	11.2	4	WMYU 102.1	AC	3	3	3	3	2	14/79	MCGAVREN	US 1	10.9
7.6	8.2	6.9	6.2	5	WOKI 100.3	CHR	5	2	4	5	6	18/60	SELECT	ABC-F	7.2
3.4	2.4	1.8	2.6	6	WNOX 990	CTRY	6	12	9	8	7	20/53	EASTMAN	CBS	1.1
1.7	4.1	4.9	2.1	7	WKGX 1340	B/U	10	6	7	7	8	10/104	W&P	AP	4.9
1.3	2.7	1.8	1.9	8	WRJZ 620	REL	8	13	11	10	9	17/66		ABC-D	2.9
1.2	0.9	1.1	1.5	9	WGAP 1400	CTRY	9	15	15	14	12	19/56	MID-SOUTH	AP	1.0
0.8	2.2	0.9	1.5	9	WSEV 930	CTRY	11	18	13	13	16	14/79			1.3

LANSING-EAST LANSING #97

FALL '85	SPRING '86	FALL '86	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
19.6	16.2	18.6	1	WVIC-AF 730 94.9	CHR	1	1	1	1	1	13/82	BLAIR		20.2
11.2	13.0	15.0	2	WITL-AF 1010 100.7	CTRY	2	5	6	2	2	11/101	MCGAVREN	ABC-E	14.4
7.5	6.8	7.2	3	WFMK 99.9	AC	3	13	4	3	3	17/63	REPUBLIC		5.2
1.5	7.5	6.9	4	WLNZ-AF 1580 92.1	AOR	8	4	2	4	8	12/87	MMR		8.1
4.4	5.4	6.3	5	WIBM 94.1	GOLD	6	10	5	5	4	16/67	W&P	MBS	3.4
6.6	6.3	6.1	6	WJXQ 106.1	CHR	4	2	7	7	11	19/57	CHRISTAL	ABC-C	7.1
7.0	9.0	6.1	6	WMMQ 92.7	GOLD	5	6	3	6	6	17/62	HNWH	NBC-S	8.3
8.8	5.4	6.0	8	WJIM-FM 97.5	B/EZ	7	9	10	8	5	15/75	TORBET	NBC	6.6
5.1	6.1	4.3	9	WJR 760	MISC	9	15	12	11	7	17/63	EASTMAN	ABC-I	4.4
4.6	3.7	3.3	10	WXLA 1170	B/U	13	3	9	9	10	9/122	MICHIGAN		4.0

LAS VEGAS #74

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
13.4	13.2	10.9	12.2	1	KXTZ 94.1	B/EZ	2	17	9	7	3	9/115	DURPETTI		10.0
10.2	9.9	9.1	10.9	2	KLUC 98.5	CHR	1	1	2	2	5	13/81	MCGAVREN	ABC-C	9.8
6.9	7.6	9.0	10.8	3	KMZQ 100.5	AC	3	4	1	1	1	10/104	MMR	MBS	7.2
13.2	10.1	10.5	9.3	4	KFMS-AF 1410 101.9	CTRY	4	5	6	4	2	12/90	KATZ		8.7
9.5	7.5	6.5	6.9	5	KOMP 92.3	AOR	6	3	3	5	6	14/75	CHRISTAL		8.0
--	9.0	7.0	6.6	6	KKLZ 96.3	GOLD	7	7	4	3	4	13/83	BLAIR		6.6
2.9	4.4	7.4	6.2	7	KYRK 97.1	CHR	5	2	5	6	10	17/64	RADIO WEST		8.7
5.0	5.4	4.4	4.3	8	KORK 920	MISC	10	14	18	14	13	11/95	RADIO WEST	NBC	3.2
3.8	3.7	3.9	3.8	9	KDWN 720	N/T	8	8	12	13	11	14/77	BLAIR		2.8
2.3	3.0	3.2	3.5	10	KRRI 105.1	GOLD	9	6	11	8	7	15/72	TORBET		2.6

LITTLE ROCK #83

FALL '85	SPRING '86	FALL '86	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
17.6	17.7	15.9	1	KSSN 95.7	CTRY	1	7	4	1	1	11/101	KATZ	ABC-E	16.0
13.3	11.6	12.6	2	KEZQ-AF 1150 100.3	B/EZ	4	6	11	8	3	8/129	MMR	ABC-D	7.8
4.8	10.3	12.3	3	KZOU 98.5	CHR	3	1	1	2	4	11/97	CHRISTAL		14.8
13.1	11.7	9.6	4	KKYK 103.7	CHR	2	2	2	3	2	17/62	BLAIR		12.4
4.7	6.3	8.0	5	KOKY 1250	B/U	7	4	3	4	5	10/105	CHRISTAL		7.0
8.7	7.5	6.5	6	KARN 920	N/T	5	9	9	9	8	14/78	CBS SPOT	CBS	4.3
3.2	3.2	5.1	7	KWTD 106.3	B/U	10	3	7	7	7	11/98	ROSLIN	MBS	3.2
6.6	5.3	4.9	8	KHLT 94.1	AC	6	10	5	5	6	18/60	MCGAVREN	ABC-D	4.9
7.7	8.7	4.8	9	KMJX 105.1	AOR	9	5	6	6	9	13/83	HNWH	ABC-R	10.4
4.1	4.0	4.5	10	KLRA 1010	CTRY	8	8	14	10	10	15/75	MCGAVREN	NBC	2.5

McALLEN-BROWNSVILLE #76

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
16.8	19.5	19.4	19.0	1	KGBT 1530	SPAN	1	5	3	1	1	9/115	KATZ	
14.3	11.7	12.4	14.0	2	KBFM 104.1	CHR	2	1	1	2	4	12/91	CHRISTAL	ABC-F
5.9	8.7	7.9	8.1	3	KRGV 1290	CHR	3	2	5	6	7	14/78	BLAIR	US 1
9.9	6.3	5.8	7.8	4	KELT 94.5	AC	4	4	2	3	2	13/82	KATZ	
7.2	7.6	7.9	7.8	4	KIWW 96.1	SPAN	5	10	4	4	3	13/86	MCGAVREN	
6.8	6.4	6.3	6.5	6	KTXF 100.3	CTRY	6	6	7	5	5	11/96	EASTMAN	ABC-E
7.7	6.3	6.6	4.7	7	KQXX 98.5	SPAN	7	9	9	7	6	14/80	CABALLERO	
6.1	4.8	6.5	4.5	8	KRIX 99.5	AOR	8	3	6	8	10	12/92	MMR	ABC-R
5.2	6.1	6.6	3.6	9	KVLY 107.9	B/EZ	9	18	14	13	9	14/75	HNWH	
3.2	3.6	4.0	3.2	10	KIRT 1580	SPAN	10	13	11	10	11	14/76	CABALLERO	

MOBILE #88

FALL '85	SPRING '86	FALL '86	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
23.1	23.7	17.9	1	WKSJ-FM 94.9	CTRY	2	3	3	3	1	11/100	BLAIR	ABC-E	18.6
13.7	14.3	17.2	2	WABB-FM 97.5	CHR	1	1	1	1	3	12/90	CHRISTAL	ABC-F	23.5
13.8	17.0	13.9	3	WBLX 92.9	B/U	3	2	2	2	2	9/119	HNWH	US1	13.9
10.6	9.7	7.9	4	WGOK 900	B/U	5	4	6	4	4	10/110	ROSLIN	SBN	6.6
6.3	5.8	6.1	5	WKRG 710	N/T	6	13	13	10	8	12/91	KATZ	CBS	4.2
5.3	2.3	4.2	6	WKRG-FM 99.9	AC	4	5	5	6	7	21/51	KATZ	MBS	5.8
4.6	5.2	3.7	7	WLPR 96.1	B/EZ	9	21	14	11	10	14/78	MASLA		2.3
2.9	4.2	3.6	8	WIZD 104.1	AC	7	14	8	5	6	16/68	REPUBLIC	CNN	2.0
3.2	2.7	3.3	9	WDLT 98.3	AC	8	8	7	7	5	17/63	DURPETTI	TRANS	5.8
1.4	2.7	3.1	10	WZEW 92.1	AOR	11	7	4	8	9	13/82	MASLA	ABC-R	4.2

NEW BEDFORD - FALL RIVER #82

FALL '85	SPRING '86	FALL '86	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	
10.8	9.3	10.2	1	WHJY 94.1	AOR	2	0	1	1	3	9/116	KATZ	ABC-R	
4.9	6.7	9.5	2	WPRO-FM 92.3	CHR	1	0	2	2	1	12/92	BLAIR	ABC-C	
9.7	6.6	6.5	3	WLKW-AF 990 101.5	B/EZ	3	0	18	12	7	14/79	CHRISTAL	ABC-I	
5.9	3.7	6.3	4	WBSM 1420	N/T	5	0	10	15	8	9/120	W&P	NBC	
2.8	4.2	5.3	5	WBZ 1030	AC	8	0	12	6	5	9/121	GROUP W	ABC-I	
8.6	7.3	4.1	6	WMYS 98.1	AC	11	0	4	4	4	10/104	TORBET		
2.8	4.9	3.8	7	WWLI 105.1	AC	6	0	11	3	2	14/78	MCGAVREN		
1.3	2.1	3.7	8	WPEP 1570	TALK	30	0	32	34	36	4/295	KADETSKY		
1.6	0.7	3.1	9	WNBH 1340	AC	10	0	26	14	9	14/75	TORBET	ABC-E	
3.5	1.7	3.0	10	WPRO 630	AC	4	0	22	10	11	22/48	BLAIR	ABC-D	

NEW HAVEN-MERIDEN #80

FALL '85	SPRING '86	FALL '86	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
11.2	12.6	13.2	1	WKCI 101.3	CHR	1	2	1	1	1	15/74	MCGAVREN		13.2
15.1	10.7	8.3	2	WELI 96.0	AC	2	9	10	6	3	17/64	BLAIR		8.2
6.2	6.6	6.4	3	WPLR 99.1	AOR	3	3	2	2	5	17/62	DURPETTI		11.1
6.6	5.2	6.3	4	WAVZ 1300	BBND	8	20	25	19	15	11/102	MCGAVREN	ABC-I	3.5
5.8	4.2	5.3	5	WEZN 99.9	B/EZ	6	22	16	11	8	14/77	KATZ		2.5
4.7	4.1	5.0	6	WKSS 95.7	CHR	4	1	3	5	14	18/61	MMR		6.9
2.6	3.1	4.7	7	WDRC-FM 102.9	GOLD	7	19	4	3	2	15/73	MCGAVREN		2.2
3.0	3.3	4.4	8	WIOF 104.1	AC	9	16	5	4	4	15/74	EASTMAN	CBS-R	2.0
3.6	4.0	3.9	9	WCBS 880	NEWS	5	12	13	16	12	19/56	CBS SPOT	CBS	3.4
5.8	4.6	3.9	9	WNHC 1340	B/U	12	4	7	7	9	14/80	SAVALLI	SBN	4.7

OMAHA-COUNCIL BLUFFS #69

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
26.8	21.6	19.8	24.0	1	KFAB 1110	AC	1	6	4	2	1	11/98	CHRISTAL	NBC	
11.1	14.9	16.0	12.8	2	KEZO 92.3	AOR	4	3	1	1	2	10/106	HNWH	ABC-R	
12.1	12.8	12.8	12.0	3	KQKQ 98.5	CHR	2	1	2	3	5	16/69	EASTMAN	ABC-F	
8.1	7.5	9.9	9.8	4	KGOR 99.9	AC	3	2	3	4	4	19/58	CHRISTAL	NBC	
4.7	5.9	7.5	6.4	5	WOW-FM 94.1	CTRY	6	11	7	6	3	13/82	TORBET	ABC-E	
7.3	4.7	5.2	5.8	6	KEFM 96.1	AC	5	7	5	5	6	18/59	MCGAVREN		
8.0	7.2	6.4	5.5	7	KESY-FM 104.5	B/EZ	8	9	11	9	7	13/81	MCGAVREN		
4.2	6.7	5.2	5.0	8	WOW 950	CTRY	7	10	8	8	8	16/66	TORBET	ABC-I	
2.3	4.1	3.2	3.3	9	KOIL 1290	GOLD	9	8	6	7	9	21/52	SELECT	CBS-R	
3.0	2.3	0.6	2.0	10	KEDS 1490	GOLD	10	5	9	10	10	17/63	HNWH	MBS	

ORLANDO #51

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
9.2	7.2	10.5	10.0	1	WBJW-AF 950 105.1	CHR	1	2	2	1	3	17/66	BLAIR	ABC-C	10.6
12.7	9.5	11.0	9.8	2	WSSP 104.1	B/EZ	6	17	14	12	5	11/103	CHRISTAL		8.6
9.1	10.2	7.0	8.9	3	WWKA 92.3	CTRY	7	11	7	5	2	11/102	KATZ		11.3
9.0	10.6	7.6	8.1	4	WHLY 106.7	CHR	2	1	4	4	10	17/65	DURPETTI		7.8
7.7	8.1	8.7	7.9	5	WDIZ 100.3	AOR	4	3	1	2	4	14/78	SELECT	ABC-R	11.4
6.9	7.2	7.4	7.5	6	WDBO 580	AC	5	13	12	9	7	14/77	KATZ	ABC-I	4.9
8.7	9.9	6.3	7.2	7	WSTF 101.1	AC	3	8	3	3	1	16/69	REPUBLIC		9.5
9.1	6.7	4.8	4.4	8	WJYO 107.7	AC	8	9	10	7	6	17/65	MCGAVREN		4.3
0.9	1.0	4.8	4.4	8	WORZ 101.9	AOR	10	6	5	6	8	13/81	CBS SPOT		3.5
4.3	4.0	5.1	3.4	10	WKIS 740	N/T	11	15	17	14	14	16/68	EASTMAN	ABC-T	4.0

RALEIGH-DURHAM #62

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
10.5	9.9	9.8	11.5	1	WRAL 101.5	AC	1	7	1	1	1	13/82	KATZ		12.2
10.7	7.7	6.9	10.0	2	WPTF 680	AC	2	18	12	10	9	13/84	MCGAVREN	ABC-E	8.2
9.1	10.2	9.8	9.8	3	WFXC 107.1	B/U	8	1	2	2	4	9/120	EASTMAN		8.9
--	--	2.4	6.2	4	WTRG 100.7	GOLD	4	11	3	3	2	17/64	BLAIR		5.9
6.5	5.5	5.9	5.9	5	WYLT 96.1	AC	6	12	8	5	3	16/69	CHRISTAL		4.4
5.0	6.5	4.3	5.5	6	WZZU 93.9	CHR	5	2	5	8	8	19/58	TORBET		7.9
5.3	7.1	6.3	5.5	6	WQDR 94.7	CTRY	9	5	9	6	5	15/70	MCGAVREN	ABC-E	4.9
7.0	8.4	5.8	5.4	8	WDCG 105.1	CHR	3	3	6	7	7	23/48	BLAIR	ABC-F	7.2
8.5	6.9	7.0	5.2	9	WRDU 106.1	AOR	7	4	4	4	6	18/61	MMR	NBC-S	6.8
1.0	1.8	1.9	3.4	10	WKIX 850	GOLD	10	16	7	9	10	15/70	CHRISTAL	US2	1.6

RICHMOND #54

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
14.7	13.9	11.5	15.7	1	WRVA 1140	AC	1	9	7	5	4	11/102	EASTMAN	NBC	12.2
14.2	13.8	14.5	12.3	2	WPLZ 99.3	B/U	5	2	1	1	2	9/120	MCGAVREN	US1	16.4
12.1	10.8	12.1	11.4	3	WRVQ 94.5	CHR	2	1	3	3	5	14/77	EASTMAN	ABC-C	14.2
9.6	10.5	11.4	10.5	4	WRXL 102.1	AOR	4	4	2	2	1	11/95	KATZ		16.0
9.9	9.5	9.1	7.7	5	WEZS 103.7	AC	3	5	4	4	3	16/68	BLAIR		5.8
7.0	5.6	7.1	5.8	6	WTVR-FM 98.1	CTRY	6	6	6	6	6	15/73	MMR	ABC-E	6.7
1.7	4.5	3.4	5.0	7	WQSF 96.5	B/EZ	8	16	9	9	7	12/89	HNWH		2.5
2.7	5.4	5.2	4.4	8	WZZR 92.7	CHR	7	3	5	7	9	19/57	SELECT		6.6
3.1	2.1	2.4	3.7	9	WRNL 910	GOLD	9	8	8	8	8	14/75	KATZ	UPI	1.3
2.7	1.6	2.5	3.7	9	WLEE 1480	BBND	10	15	16	15	14	10/104	HNWH	CBS	3.4

ROANOKE-LYNCHBURG #92

FALL '85	SPRING '86	FALL '86	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
28.1	17.2	21.6	1	WXLK 92.3	CHR	1	1	1	1	1	11/102	TORBET	US1
16.7	14.1	12.6	2	WPVR 94.9	B/EZ	2	9	5	4	3	11/98	MCGAVREN	
--	9.1	10.4	3	WYYD 107.9	CTRY	4	4	3	2	2	9/116	EASTMAN	MBS
7.6	8.3	7.0	4	WSLQ 99.1	AC	3	3	2	3	4	17/64	KATZ	ABC-F
8.5	4.2	4.8	5	WSLC 610	CTRY	5	15	14	8	6	16/70	KATZ	NBC
--	5.0	3.6	6	WKZZ 100.1	CHR	8	2	4	5	7	15/74	BLAIR	CBS
--	5.0	3.3	7	WJJS 1320	B/U	10	7	7	7	8	10/108	MASLA	ABC-E
4.7	3.9	3.2	8	WROV 1240	AC	7	10	10	6	5	17/63	W&P	ABC-D
6.9	3.7	3.0	9	WFIR 960	AC	6	11	15	15	16	20/54	MCGAVREN	CBS
7.9	2.4	3.0	9	WTOY 910	B/U	11	6	8	10	11	11/100	MASLA	SBN
--	2.1	3.0	9	WLVA 590	AC	14	12	16	22	19	9/124	SOUTHERN	ABC-I

SAN DIEGO NORTH COUNTY #71

FALL '85	SPRING '86	FALL '86	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
9.5	9.5	10.2	1	KJQY 103.7	B/EZ	2	17	9	7	4	10/105	GROUP W	
9.2	9.1	7.2	2	KFMB-FM 100.7	AC	1	4	2	1	1	21/53	MCGAVREN	
6.3	6.6	7.1	3	KGB 101.5	AOR	3	5	1	2	3	15/74	KATZ	
4.1	3.1	5.7	4	KGMG 102.1	GOLD	4	7	3	3	2	15/73	SELECT	MBS
6.1	8.8	5.2	5	XTRA-FM 91.1	AOR	5	2	4	6	13	16/67	MMR	
2.4	1.8	5.1	6	KSDO-FM 102.9	CHR	8	1	8	9	9	15/72	DURPETTI	
3.2	2.2	4.8	7	KKOS 95.9	AC	9	3	5	8	10	15/70		
3.4	2.9	4.6	8	KNX 1070	NEWS	7	22	23	17	16	17/66	CBS SPOT	CBS
5.0	5.3	4.6	8	KCBQ-AF 1170 105.	CTRY	13	9	7	4	8	11/98	TORBET	
6.3	6.4	4.2	10	KFMB 760	AC	6	18	14	10	5	20/55	MCGAVREN	CBS

SPOKANE #96

FALL '85	SPRING '86	FALL '86	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
16.4	20.0	17.2	1	KZZU-AF 970 92.9	CHR	1	1	1	1	2	11/98	CHRISTAL	
17.8	10.8	13.1	2	KXLY-FM 99.9	B/EZ	2	12	7	6	3	10/113	TORBET	
12.4	11.1	11.4	3	KDRK 93.7	CTRY	3	6	3	2	1	11/100	EASTMAN	US 1
8.6	10.0	8.4	4	KEZE 105.7	AOR	4	3	2	3	4	12/89	MCGAVREN	
5.2	6.0	5.4	5	KGA 1510	CTRY	8	15	9	9	8	15/73	EASTMAN	ABC-I
5.9	6.2	5.2	6	KXLY 920	N/T	6	13	13	12	10	17/64	TORBET	CBS
3.0	4.7	5.1	7	KISC 98.1	CHR	5	10	4	4	6	20/54	KATZ	NBC
3.5	2.7	4.9	8	KQSP 98.9	REL	9	7	5	5	5	14/76	BLAIR	
5.0	3.8	3.9	9	KKPL-AF 630 96.1	AC	7	4	6	8	9	21/52	RADIO WEST	
3.0	2.5	3.6	10	KJRB 790	GOLD	10	16	8	7	7	16/68	MCGAVREN	

SPRINGFIELD #70

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
10.3	9.8	9.5	11.3	1	WMAS-FM 94.7	BBND	1	5	3	1	1	12/89	BLAIR		8.6
7.1	11.6	11.3	9.7	2	WTIC-FM 96.5	CHR	2	1	2	2	5	13/80	KATZ		13.2
9.7	7.5	6.9	9.4	3	WRCH 100.5	B/EZ	6	19	9	6	3	10/107	TORBET	ABC-D	6.0
6.4	5.8	7.2	8.1	4	WHFM 93.1	CHR	4	4	4	4	4	15/73	MCGAVREN	CBS-R	7.0
6.8	8.2	7.5	7.9	5	WAQY 102.1	AOR	3	2	1	3	6	15/71	EASTMAN	ABC-C	7.7
10.1	8.1	6.0	7.4	6	WMAS 1450	B/EZ	7	22	15	11	9	10/110	BLAIR	MBS	6.7
7.3	7.4	8.2	7.0	7	WHYN 560	AC	5	8	7	5	2	16/68	MCGAVREN	ABC-I	8.6
4.4	3.0	2.0	3.2	8	WTIC 1080	AC	10	21	20	16	14	15/72	KATZ	NBC	1.4
1.7	2.5	3.0	2.9	9	WREB 930	N/T	18	26	26	23	22	7/151			1.7
2.0	1.8	3.2	2.6	10	WAAF 107.3	AOR	9	6	6	9	12	19/57	KATZ		3.3

STOCKTON #100

FALL '85	SPRING '86	FALL '86	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
11.1	9.0	8.1	1	KRAK 1140	CTRY	3	18	9	4	1	12/87	DURPETTI	
5.7	5.0	6.9	2	KHOP 104.1	CHR	1	3	1	1	4	17/62	BLAIR	ABC-C
4.1	4.7	6.7	3	KWIN 97.7	CHR	2	4	2	2	3	15/70	MMR	
3.7	6.5	6.3	4	KFMR 100.1	CTRY	5	6	4	3	2	13/85	CBS SPOT	
6.6	5.2	5.8	5	KJAX 99.3	B/EZ	6	22	19	7	7	14/77	MCGAVREN	ABC-E
4.6	6.5	5.8	5	KBEE 103.3	B/EZ	9	16	20	8	5	12/92	MCGAVREN	
5.4	7.1	5.6	7	KSTN 1420	CHR	4	1	13	13	13	16/70	W&P	ABC-C
5.9	4.5	5.0	8	KCBS 740	NEWS	7	27	25	18	10	16/67	CBS SPOT	CBS
3.1	1.7	3.8	9	KWOD 106.5	CHR	13	2	12	15	15	12/88	MASLA	ABC-F
2.2	1.7	3.6	10	KZAP 98.5	AOR	12	10	3	5	8	14/80	MCGAVREN	

SYRACUSE #61

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
16.6	16.6	16.2	16.3	1	WYYY 94.5	AC	1	3	1	1	1	12/87	KATZ		16.0
12.4	12.3	10.2	12.2	2	WSYR 570	AC	2	5	8	8	3	13/82	KATZ	NBC	8.7
9.9	11.3	11.9	11.5	3	WNTQ 93.7	CHR	3	1	3	2	6	13/86	MCGAVREN		11.9
6.1	6.4	8.0	7.7	4	WRRB 107.9	CTRY	8	6	7	6	2	10/110	EASTMAN		4.5
11.0	7.5	7.5	7.4	5	WAQX-AF 1490 95.3	AOR	4	2	2	3	7	14/78	MMR	ABC-R	11.8
5.8	5.3	5.2	5.7	6	WHEN 620	AC	5	4	6	7	5	16/66	EASTMAN	ABC-E	3.9
6.6	6.1	6.5	5.6	7	WEZG 100.9	B/EZ	7	11	9	9	8	14/79	SELECT		5.5
2.8	4.5	5.8	4.9	8	WSEN-AF 1050 92.1	GOLD	6	13	5	4	4	16/67	HNWH	ABC-I	5.6
3.5	5.5	3.7	4.4	9	WKFM 104.7	AOR	9	8	4	5	9	14/79	CHRISTAL	ABC-F	4.1
3.6	5.2	3.9	4.3	10	WFBL 1390	BBND	10	19	22	14	10	12/87	W&P	US2	3.8

TOLEDO #68

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
13.0	14.8	13.0	12.8	1	WMHE 92.5	CHR	1	1	1	1	2	15/73	CHRISTAL	ABC-F	14.6
11.0	9.8	8.6	10.0	2	WLQR 101.5	B/EZ	4	6	7	6	5	12/90	KATZ		7.5
10.2	6.7	10.5	9.5	3	WIOT 104.7	AOR	2	3	2	2	4	13/80	MCGAVREN	NBC-S	13.1
6.3	9.6	6.4	9.4	4	WKKO 99.9	CTRY	7	8	5	3	1	12/94	MMR	ABC-E	9.4
8.8	11.7	10.9	7.1	5	WSPD 1370	AC	3	9	10	9	6	17/64	KATZ	NBC	7.4
5.9	5.8	8.7	7.0	6	WWWM 105.5	AC	6	10	3	4	3	16/70	BLAIR		5.1
5.8	3.7	4.5	5.9	7	WTOD 1560	CTRY	9	16	12	10	9	9/121	MMR	ABC-I	3.5
4.7	9.0	5.9	5.6	8	WRON 93.5	CHR	5	2	4	5	10	20/55	MASLA		9.0
4.1	5.0	4.2	4.6	9	WJR 760	MISC	8	7	8	8	8	16/68	EASTMAN	ABC-I	3.5
3.1	3.2	3.2	3.9	10	WVOI 1520	B/U	10	4	6	7	7	13/86	REGIONAL	SBN	4.7

TUCSON #63

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
7.2	11.2	10.6	11.9	1	KRQQ 93.7	CHR	1	1	1	1	4	13/84	MCGAVREN	
10.8	9.7	9.8	11.9	1	KJYK 94.9	B/EZ	4	16	9	5	5	10/105	CHRISTAL	
9.3	10.5	9.1	8.5	3	KLPX 96.1	AOR	3	3	2	2	3	14/75	TORBET	
5.8	6.1	5.5	8.0	4	KWFM 92.9	AC	2	6	3	3	2	16/68	MMR	
9.2	9.2	10.5	7.0	5	KIIM 99.5	CTRY	5	9	6	4	1	13/83	KATZ	
5.1	5.4	3.9	4.7	6	KCUB 1290	CTRY	8	12	15	11	6	15/74	KATZ	
4.7	4.0	4.4	4.6	7	KNST 940	N/T	6	14	13	13	10	16/67	MCGAVREN	ABC-I
6.6	4.4	2.7	4.5	8	KGTV 1080	BBND	14	21	21	22	21	8/140	ROSLIN	AP
5.0	5.8	5.6	4.1	9	KUPD 97.9	AOR	10	2	4	6	11	14/78	MASLA	
4.9	2.6	3.7	3.3	10	KCEE 790	AC	9	18	11	10	7	18/60	MMR	CBS
3.7	2.4	2.0	3.3	10	KAIR 1490	AC	12	7	10	7	8	14/75	CHRISTAL	NBC

TULSA #57

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
11.5	11.8	8.8	11.6	1	KWEN 95.5	CTRY	3	3	3	1	1	11/96	KATZ	AP	12.3
11.5	10.3	10.0	11.2	2	KAYI 106.9	CHR	2	1	2	3	6	12/87	TORBET	ABC-F	15.8
8.6	8.3	11.3	9.9	3	KMOD 97.5	AOR	7	2	1	2	4	10/104	HNWH		15.0
11.5	8.5	7.5	9.5	4	KRMG 740	AC	1	6	12	7	7	16/70	CHRISTAL	ABC-I	9.2
10.8	10.4	9.5	9.3	5	KBEZ 92.9	B/EZ	4	12	11	6	5	13/87	MMR		5.5
11.6	11.0	8.0	9.2	6	KVOO 1170	CTRY	5	8	7	5	2	12/92	MCGAVREN		9.0
8.1	7.4	7.2	6.0	7	KRAV 96.5	AC	6	9	4	4	3	18/60	SELECT		5.9
5.4	5.5	6.1	4.9	8	KTFX 103.3	CTRY	8	10	6	8	8	15/74	MMR		5.8
2.2	3.2	3.5	3.2	9	KMYZ-FM 104.5	AOR	10	4	5	9	10	16/67	REPUBLIC	NBC-S	3.6
3.1	3.4	3.2	2.8	10	KCFO-FM 98.5	CC	12	7	8	11	12	16/66	W&P	ABC-D	2.6

WEST PALM BEACH-BOCA RATON #56

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
10.4	11.6	12.9	11.8	1	WEAT-FM 104.5	B/EZ	2	30	19	17	9	10/114	KATZ		9.9
11.3	14.8	8.9	9.9	2	WRMF 97.9	AC	1	5	1	1	1	12/89	BLAIR		9.7
7.6	6.3	6.8	7.1	3	WJNO 1230	N/T	4	18	14	8	4	11/100	BLAIR	ABC-E	9.6
6.9	5.6	4.0	6.5	4	WHYI 100.7	CHR	3	1	3	2	2	16/66	MCGAVREN		6.2
6.8	7.3	6.9	5.1	5	WNJY 94.3	BBND	6	27	28	20	17	11/99	TORBET	NBC	4.8
5.5	4.1	4.3	4.8	6	WIRK-FM 107.9	CTRY	5	6	6	6	5	13/81	HNWH		6.6
1.9	4.1	4.9	4.4	7	WPOM 1600	B/U	15	3	4	5	13	7/151	HNWH	ABC-F	3.3
3.2	2.7	4.0	3.8	8	WKGR 98.7	AOR	7	9	2	4	3	12/87	HNWH	US1	2.5
4.5	5.7	5.2	3.8	8	WSHE 103.5	AOR	9	7	5	3	6	12/92	EASTMAN		5.9
2.7	2.2	3.7	2.8	10	WLYF 101.5	B/EZ	10	10	20	19	18	14/78	BLAIR		3.5

WICHITA #95

FALL '85	SPRING '86	FALL '86	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
10.1	15.8	13.6	1	KKRD 107.3	CHR	1	1	1	1	3	13/84	HNWH		13.1
11.3	10.4	10.6	2	KFDI-FM 101.3	CTRY	3	6	9	6	2	12/94	TORBET	ABC-E	10.9
0.8	7.3	8.6	3	KZSN 102.1	CTRY	5	8	4	3	1	12/90	EASTMAN		10.4
7.2	6.7	8.2	4	KEYN-FM 103.7	CHR	2	2	3	4	6	18/61	MCGAVREN	US1	7.1
7.8	6.9	7.5	5	KICT 91.5	AOR	4	4	2	2	4	15/74	KATZ	ABC-R	10.6
11.5	6.9	7.5	5	KFDI 1070	CTRY	6	16	11	12	8	12/88	TORBET	ABC-E	8.0
5.1	5.6	5.9	7	KXLK 105.3	AC	8	7	6	5	5	14/79	BLAIR	US2	4.0
8.4	6.0	4.8	8	KOEZ 92.3	B/EZ	9	14	14	13	12	16/69	ROSLIN		3.3
3.9	2.3	4.8	8	KRZZ-AF 1240 95.9	GOLD	7	13	5	7	7	15/73	CHRISTAL		4.5
5.1	6.9	4.2	10	KLEO 1480	BBND	12	9	16	15	15	14/77	EASTMAN	ABC-I	3.1

WILKES BARRE-SCRANTON #58

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
9.7	10.7	11.1	9.6	1	WKRZ 98.5	CHR	1	1	1	1	2	16/66	KATZ		10.9
8.8	7.4	7.3	7.8	2	WARM 590	AC	2	9	9	6	4	15/73	EASTMAN	MBS	7.7
6.9	7.8	9.0	7.7	3	WNAK 730	B/EZ	7	13	27	13	10	8/129	MASLA	NBC	5.4
5.8	5.5	5.6	6.9	4	WGBI-FM 101.3	AC	3	5	3	3	1	14/76	TORBET	ABC-R	6.4
7.6	6.3	5.1	6.9	4	WEZX 107.1	AOR	5	3	2	2	5	11/100	SELECT	ABC-R	7.1
4.1	4.4	5.5	5.5	6	WMGS 92.9	B/EZ	6	8	5	4	3	13/83	EASTMAN		3.9
5.0	4.8	5.6	5.3	7	WTLO 102.3	CHR	4	2	4	5	6	16/69	MCGAVREN		5.3
4.9	3.7	5.1	4.6	8	WWSH 97.9	B/EZ	8	23	18	11	8	13/82			5.9
5.2	6.1	6.1	3.4	9	WEJL 630	AC	11	34	23	21	16	10/107	SELECT	ABC-I	4.9
2.7	2.4	3.0	3.2	10	WILK 980	AC	9	12	6	7	7	16/69	MCGAVREN	ABC-E	2.2

WILMINGTON #75

FALL '85	SPRING '86	FALL '86	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
10.5	9.3	9.8	1	WSTW 93.7	CHR	1	3	2	1	1	14/76	EASTMAN	
10.5	10.0	9.4	2	WMMR 93.3	AOR	2	4	1	2	2	14/78	KATZ	NBC-S
4.8	8.6	7.2	3	WJBR-FM 99.5	B/EZ	3	10	5	3	3	14/80	MCGAVREN	AP
6.5	3.7	6.5	4	WUSL 98.9	B/U	7	1	3	4	5	12/92	EASTMAN	ABC-F
4.8	6.2	6.4	5	WEAZ 101.1	B/EZ	5	15	21	11	6	12/87	MCGAVREN	
8.8	8.1	5.9	6	WDEL 1150	AC	4	19	14	8	7	14/76	EASTMAN	NBC
4.3	3.7	5.1	7	WKSZ 100.3	AC	8	17	10	5	4	15/72	MASLA	
3.7	4.1	4.2	8	WYSP 94.1	AOR	9	5	4	6	8	17/64	TORBET	ABC-R
3.9	3.4	3.6	9	WCAU-FM 98.1	CHR	6	2	6	7	18	22/50	CBS SPOT	CBS
2.8	3.6	3.5	10	WILM 1450	NEWS	10	29	20	15	12	18/60	SAVALLI	CBS

WORCESTER #99

FALL '85	SPRING '86	FALL '86	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
13.1	11.5	13.1	1	WAAF 107.3	AOR	1	1	1	1	2	12/87	KATZ	
13.0	13.3	11.3	2	WSRS 96.1	B/EZ	3	25	8	3	1	12/88	BLAIR	
10.5	10.5	9.7	3	WTAG 580	AC	2	13	17	9	5	15/71	MCGAVREN	NBC
2.7	3.1	6.1	4	WXLO 104.5	AC	4	9	2	2	3	13/84	MCGAVREN	CNN
4.8	4.9	5.6	5	WNEB 1230	BBND	7	24	25	15	13	12/89	KETTELL-C.	CBS
5.5	3.6	4.1	6	WFTQ 1440	AC	8	10	7	4	4	15/71	KATZ	ABC-I
4.3	6.9	3.9	7	WBZ 1030	AC	5	26	29	12	10	19/56	GROUP W	ABC-I
1.3	1.5	3.9	7	WXKS-FM 107.9	CHR	11	3	4	7	9	13/83	MMR	
5.0	3.6	3.8	9	WROR 98.5	AC	6	4	6	5	6	18/59	REPUBLIC	US1
3.5	3.8	3.2	10	WORC 1310	CTRY	9	20	12	11	8	18/61	HNWH	ABC-D
4.0	3.9	3.2	10	WBCN 104.1	AOR	10	8	3	6	11	17/62	TORBET	

YOUNGSTOWN-WARREN #81

FALL '85	SPRING '86	SUMMER '86	FALL '86	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
15.8	18.8	17.0	18.0	1	WHOT-FM 101.1	CHR	1	1	1	1	1	13/84	EASTMAN		19.6
11.9	10.7	10.2	11.4	2	WKBN 570	AC	2	14	7	4	4	14/76	KATZ	CBS	10.3
6.9	6.4	8.4	9.1	3	WQXK 105.1	CTRY	5	7	6	3	3	10/104	MCGAVREN	ABC-D	7.0
12.1	10.3	8.9	8.4	4	WKBN-FM 98.9	B/EZ	3	12	10	8	5	15/71	KATZ		9.5
5.6	8.1	10.5	7.4	5	WYFM 102.9	AC	4	6	2	2	2	17/63	BLAIR	ABC-C	9.5
4.9	2.9	5.0	5.8	6	WDMT 107.9	U/C	10	2	5	6	6	10/106	REPUBLIC	US1	8.1
9.1	7.1	6.4	5.2	7	WBBW 1240	N/T	6	17	25	13	10	15/71	MCGAVREN	ABC-E	4.8
2.1	2.4	3.5	3.7	8	WMGZ-FM 95.9	CHR	9	3	4	7	11	16/67			3.2
3.1	4.3	2.9	3.5	9	WMMS 100.7	CHR	7	4	3	5	7	18/61	KATZ	NBC-S	3.7
2.3	1.0	2.4	2.7	10	WRRO 1440	AC	12	8	16	10	8	15/72	REGIONAL	ABC-I	1.4

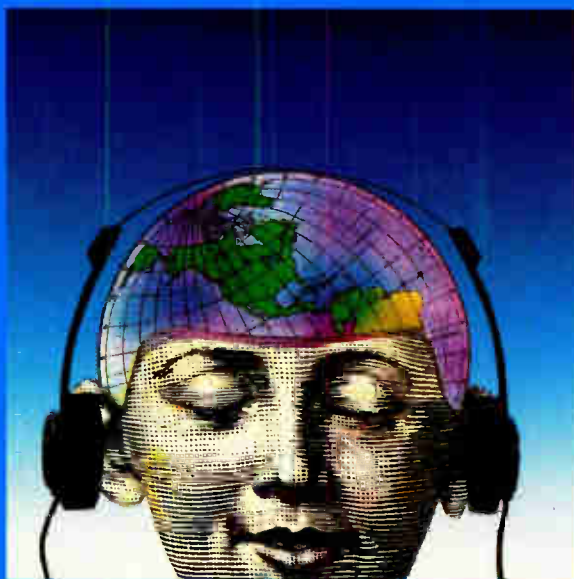
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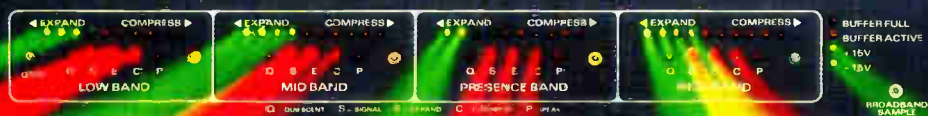


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