



**RATINGS REPORT**

**& DIRECTORY**

**YOUR COMPLETE INDUSTRY RESOURCE GUIDE**

**2000  
RADIO**

**AN ALLIANCE FOR GROWTH**

THE INTEREP  RADIO STORE

Durpetti & Associates Group W Radio Sales HNW Radio Sales  
Major Market Radio McGavren Guild Radio Schubert Radio Sales Torbet Radio

**OVER 2100 UPDATED DIRECTORY LISTINGS • A-Z DIRECTORY INDEX  
TOP 100 MARKET PROFILES • ARBITRON/BIRCH COMPARISONS  
DRIVETIME DOMINATORS & KEY FORMAT LEADERS**



**AN ALLIANCE FOR GROWTH**

**JOIN US!**

Radio 2000 is the industry-wide marketing program that calls for all of us in the radio industry to speak with one voice to aggressively promote radio.

Together, we can position radio as an integral part of the advertising media mix. Together, we can increase radio's share of the advertising dollar from 7% to 9% by the year 2000.

THE INTEREP  RADIO STORE

Durpetti & Associates Group W Radio Sales HNW Radio Sales  
Major Market Radio McGavren Guild Radio Schubert Radio Sales Torbet Radio



**“Film House  
is one of  
NewCity’s  
most valued  
partners.”**

**—Dick Ferguson**  
President  
NewCity Communications, Inc.

“At NewCity we believe success happens when you find talented people and respect them as individuals and as members of your team. Sometimes the most efficient way to bring lots of talented people to the party is to “partner” with other like-minded companies who excel in their field. And one of our most valued partners is Film House.

“The Film House team works with us on strategy. They have attended our research sessions and focus groups. Our secrets become their secrets. Our success becomes their success.

“The folks at Film House have great expertise, experience and savvy in television—the medium that is still the most effective way (short of radio itself) to convey the essence of a radio station and solidify its identity in an increasingly crowded marketplace.

“Whether it’s the Direct TV® campaign that has decisively lifted our Atlanta station over its competitor, the breakthrough advertising that successfully launched and has sustained our San Antonio station in its rapid ascent to double-digit leadership, or the tactical and strategic campaigns that have been a part of our long-term successes in Orlando, Birmingham, Syracuse, and Tulsa—it’s all been Film House.

“Pride in our people is what NewCity is about. And we’re really proud that the people of Film House are on our team.”

*The Leader*  
**filmhouse**  
FILM HOUSE, INC. FAX (615) 256-3380

230 CUMBERLAND BEND NASHVILLE, TN 37228 (615) 255-4000

*Setting The Standards*

# KILLER MUSIC

**"Way to go, Killer Music!  
Your fan,"**

**Rick Dees  
KIIS-FM  
Los Angeles**

**"There was such a tremendous response to our American Country Countdown jingles from Killer Music that when Bob Kingsley and I sat down to discuss freshening up our American Country Countdown jingle package, there was no discussion as to who was going to record them again...Killer Music!"**

**Bob Kingsley  
Host, American Country Countdown  
Rod West  
VP/GM, ABC Watermark**

**"In a market the size of New York, you need jingles that go above and beyond the call of duty. You need jingles that make a big positive impression on the nation's largest market. Our new Killer Music jingles do just that!"**

**Tom Cuddy  
VP/Programming  
WPLJ-FM  
New York**

**"With uncompromising quality and attention to detail, Killer Music has great patience and delivered stunning originality (and great Thai food, too!). The whole experience was a delight."**

**Shadoe Stevens  
Host - American Top 40**

**"At last a jingle package  
for the 1990s."**

**Richard Park  
Program Controller  
Capital Radio - London**

**6532 Sunset Boulevard, Hollywood, CA 90028  
(213) 464-6333**

# CONTENTS

## RATINGS REPORT

<b>NATIONAL &amp; REGIONAL REACH CHARTS</b> . . . . .	<b>4</b>
A quick overview of the leading radio formats, comparing overall numbers on a national and regional basis.	
<b>DRIVETIME DOMINATORS</b> . . . . .	<b>8</b>
Radio's top 25 morning and afternoon personalities and stations, ranked by both AQH and Cume estimates.	
<b>FORMAT LEADERS</b> . . . . .	<b>150</b>
The top stations in each of the 12 top formats, ranked by both AQH and Cume, Monday-Sunday, 6am to midnight — prefaced by a national "all-format" section, from the Top 100 markets.	
NATIONAL OVERVIEW (ALL-FORMAT) . . . . .	150
CONTEMPORARY HIT RADIO . . . . .	150
ADULT CONTEMPORARY . . . . .	151
ALBUM-ORIENTED ROCK . . . . .	151
COUNTRY . . . . .	152
URBAN CONTEMPORARY . . . . .	152
BIG BAND/NOSTALGIA . . . . .	153
CLASSICAL . . . . .	153
GOLD . . . . .	154
NEWS/TALK . . . . .	154
BEAUTIFUL/EASY LISTENING . . . . .	155
NAC . . . . .	155
SPANISH . . . . .	155
<b>THE RATINGS INFORMATION GUIDE</b> . . . . .	<b>156</b>
A step-by-step manual for using R&R's comprehensive ratings data features.	
<b>TOP 100 MARKET PROFILES</b> . . . . .	<b>158</b>
R&R's exclusive single-source ratings data overview featuring Arbitron one-year trends, Birch 12+ figures, rankings in five key demographics, owners, net affiliations, and more.	
<b>PRODUCTION SERVICES SHOWCASE</b> . . . . .	<b>74</b>
<b>MARKETPLACE</b> . . . . .	<b>144</b>
<b>DIRECTORY INDEX</b> . . . . .	<b>241</b>
Every company in the Industry Directory, listed in alphabetical order.	
<b>MARKET INDEX</b> . . . . .	<b>248</b>
Top 100 profiled markets listed alphabetically.	
<b>ADVERTISERS INDEX</b> . . . . .	<b>248</b>
A handy alphabetical listing of every advertiser in the Ratings Report & Directory.	

## INDUSTRY DIRECTORY . . . . . 14

"Your Complete Industry Resource Guide," the most comprehensive compilation of industry-oriented companies and organizations.

BROADCAST SCHOOLS . . . . .	16	MOVIE STUDIOS . . . . .	72
COMPUTERS & SOFTWARE . . . . .	17	PRODUCTION SERVICES . . . . .	73
CONSULTANT FIRMS . . . . .	24	PROGRAM SUPPLIERS & NETWORKS . . . . .	86
EMPLOYMENT SERVICES . . . . .	42	RADIO GROUP OWNERS . . . . .	99
EQUIPMENT SUPPLIERS . . . . .	44	RADIO REPRESENTATIVES . . . . .	117
FINANCIAL INSTITUTIONS . . . . .	54	RECORD COMPANIES . . . . .	120
INDUSTRY ORGANIZATIONS . . . . .	57	RESEARCH FIRMS . . . . .	135
MARKETING & PROMOTIONAL . . . . .	58	SHOW PREP . . . . .	143
MEDIA BROKERS . . . . .	69	TV PRODUCTION FIRMS . . . . .	147

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**R&R RATINGS REPORT VOL. I '91 ■ 3**

# 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 one — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the U.S. during the Fall '90 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 numbers shown here.

**AC 21.6% (19.9%)**

**Ctry 15.8% (13.9%)**

**CHR 15.2% (17.9%)**

**AOR/NR 11.3% (11.6%)**

**Gold/CR 9.4% (9.1%)**

**N/T 8.1% (7.5%)**

**UC 7.0% (7.2%)**

**B/EZ 4.7% (5.8%)**

**BBnd/Nost 2.5% (2.5%)**

**Span 1.8% (1.8%)**

**Clas .9% (.7%)**

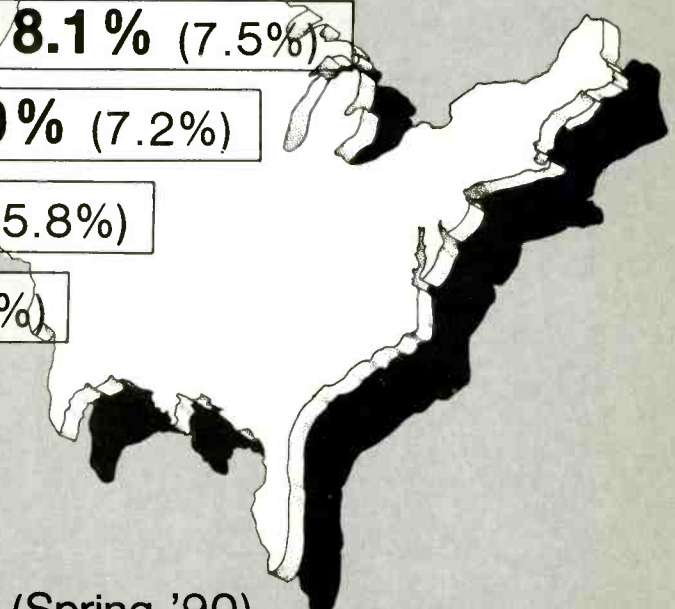
**NAC .8% (.9%)**

**Rel/CC .8% (.8%)**

**Jazz .2% (.1%)**

**Misc .1% (.1%)**

(Spring '90)



## FORMAT LEGEND

**AC**-Adult Contemporary, **AOR**-Album Oriented Rock, **BBnd**-Big Band, **B/EZ**-Beautiful/Easy Listening, **CC**-Contemporary Christian, **CHR**-Contemporary Hit Radio, **Clas**-Classical, **CR**-Classic Rock, **Ctry**-Country, **Gold**-Oldies, **Jazz**-Jazz, **Misc**-Miscellaneous, **NAC**-New AC, **News**-News, **Nost**-Nostalgia, **NR**-New Rock, **N/T**-News/Talk, **Rel**-Religious, **Span**-Spanish, **Talk**-Talk, **UC**-Urban Contemporary.

# AMERICAN TOP 40 DELIVERS...

## RATINGS

**Karen Barber, Program Director  
Q104/Kansas City**

AT40 has always been a ratings success in Kansas City. Other stations have run lesser quality shows in the same time period and they just can't beat AT40.

## BILLBOARD'S HOT 100™

**Dave Robbins, Program Director  
WNCL/Columbus, OH**

AT40 is the unique countdown today! It has propelled WNCL to a 20 share in a competitive market. The show is timeless. The Billboard chart gives the show amazing credibility.

## TRADITION

**Mark Bolke, Operations Manager  
Y108/Denver**

AT40 has heritage and tradition, giving Y108 a built-in edge. Our listeners only know one chart, the Billboard chart— and that's AT40.

## PRODUCTION QUALITY

**Joel Folger, Program Director  
KEGL-The Eagle/Dallas**

AT40 is the benchmark by which all other countdown shows are compared. AT40 with Shadoe Stevens has history on its side. AT40's relationship with KEGD goes back many, many years. Our listeners recognize excellence and appreciate the consistent top-quality production that comes with AT40 on a weekly basis.

## LONG DISTANCE DEDICATIONS

**Lorin Palagi, Operations Manager  
MIX 107.3/Washington, D.C.**

AT40 is the original countdown show. Listeners love the Long Distance Dedications.



**AMERICAN  
★ TOP 40 ★**

**WITH SHADOE STEVENS**

To obtain AT40 for your market, call Paul Miraldi, Manager,  
Entertainment Programming (212) 456-5218 or fax (212) 456-5449.  
Outside the U.S. call Radio Express 1-213-850-1003.

**ABC RADIO NETWORKS**

**ABC Watermark**



# EAST

AC		26.6 (24.9)
AOR/NR		12.4 (11.9)
BBnd/Nost		4.0 (3.9)
B/EZ		4.8 (5.5)
CHR		17.1 (19.1)
Clas		.8 (.8)
Ctry		7.8 (7.5)
Gold/CR		10.4 (10.5)
Jazz		1.3 (0)
Misc		1.2 (.1)
NAC		1.2 (.3)
N/T		10.3 (9.8)
Rel/CC		1.5 (.4)
Span		1.3 (.3)
UC		4.4 (5.0)



(Spring '90)

# SOUTH

AC		18.1 (15.5)
AOR/NR		9.0 (10.1)
BBnd/Nost		1.8 (1.6)
B/EZ		4.3 (6.3)
CHR		14.0 (16.9)
Clas		1.2 (.2)
Ctry		21.2 (18.2)
Gold/CR		8.2 (7.4)
Jazz		0 (.1)
Misc		0 (.1)
NAC		1.5 (.6)
N/T		4.3 (4.9)
Rel/CC		1.6 (1.7)
Span		3.1 (3.2)
UC		12.9 (13.9)



(Spring '90)

# MIDWEST

AC		24.1 (24.0)
AOR/NR		12.8 (12.1)
BBnd/Nost		1.8 (2.1)
B/EZ		4.7 (5.1)
CHR		14.4 (17.3)
Clas		.8 (.8)
Ctry		16.2 (14.7)
Gold/CR		10.5 (10.1)
Jazz		1.6 (.3)
Misc		0 (0)
NAC		1.4 (.4)
N/T		7.7 (7.5)
Rel/CC		1.5 (.3)
Span		1.1 (.2)
UC		5.3 (5.2)



(Spring '90)

# WEST

AC		19.7 (17.7)
AOR/NR		12.7 (13.1)
BBnd/Nost		2.6 (3.2)
B/EZ		4.6 (6.0)
CHR		16.3 (18.7)
Clas		2.2 (1.5)
Ctry		14.0 (12.7)
Gold/CR		9.0 (9.1)
Jazz		1.1 (.1)
Misc		1.4 (.3)
NAC		2.1 (2.5)
N/T		11.9 (10.4)
Rel/CC		1.3 (.3)
Span		3.0 (3.1)
UC		1.0 (.9)



(Spring '90)



# When They're Ready To Talk, She's Ready To Roll!



## OFF THE RECORD WITH MARY TURNER

No program brings more rock stars to more listeners around the world than *Off The Record With Mary Turner*. But Mary doesn't just deliver the stars, she brings out the personal side of rock's hottest performers...the personal side that other interviewers miss.

So when Mary chats with Robert Plant or Eric Clapton, *Off The Record* listeners get a real look into the person behind the image. And that same relaxed, open feeling comes across for one hour, every week in Mary's exclusive interviews with the biggest

names in music like Rod Stewart, Sting, David Bowie, Tom Petty, Don Henley, Heart, Jimmy Page and Aerosmith.

Let Mary introduce your listeners to the royalty of rock with *Off The Record With Mary Turner*.

For complete details, contact your Westwood One representative at (213) 840-4244 or FAX (213) 204-4375.



**WESTWOOD ONE RADIO NETWORKS**

# DRIVETIME DOMINATORS

## AM Drive/Top 25

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



Claude Tomlinson  
WIVK-AM & FM/Knoxville



Bob Robbins  
KSSN/Little Rock



Michael W. Perry & Larry Price  
KSSK-AM & FM/Honolulu



Peter Bush, Anne Rondepierre, Ken Main  
WICC/Bridgeport

1. **WIVK-AM & FM/Knoxville (Ctry)** 41.7  
*Claude Tomlinson*
2. **KSSK-AM & FM/Honolulu (AC)** 29.5  
*Michael W. Perry & Larry Price*
3. **KSSN/Little Rock (Ctry)** 24.9  
*Bob Robbins*
4. **WTIC/Hartford (AC)** 24.1  
*Tom McCarthy, Arnold Dean; Bob Steele*
5. **WHAS/Louisville (AC)** 21.3  
*Wayne Perkey; Jack Fox*
6. **WRNS-AM & FM/Greenville (Ctry)** 21.0  
*Mac Edwards*
7. **WICC/Bridgeport (AC)** 20.8  
*Peter Bush, Ken Main, Anne Rondepierre*
8. **WXLK/Roanoke-Lynchburg (CHR)** 20.7  
*Larry Dowdy & Sally Sevarred*
9. **WUSY/Chattanooga (Ctry)** 20.5  
*Big Jon Anthony & Capt. Bobby Byrd*
10. **KDKA/Pittsburgh (AC)** 20.2  
*John Cigna & The K-Team*
11. **WCCO/Minneapolis-St. Paul (AC)** 20.1  
*Charlie Boone & Roger Erickson*
12. **WYNK-AM & FM/Baton Rouge (Ctry)** 20.0  
*Kenny Hazelette & Bob Bishop; Brad West*
13. **KXXY-AM & FM/Oklahoma City (Ctry)** 19.8  
*Dave Murray & Dan Stroud; Wade Carter*
13. **WZZK-AM & FM/Birmingham (Ctry)** 19.8  
*Patti & Doc*
15. **WITL-AM & FM/Lansing-E. Lansing (Ctry)** 19.6  
*Jay J. McCrae*
16. **WAMZ/Louisville (Ctry)** 19.5  
*Dick Braun; Bobby Murphy*
17. **WKSJ-AM & FM/Mobile (Ctry)** 19.4  
*Wayne Gardner, Bill Dotson; Scott O'Brien*
18. **KFAB/Omaha-Council Bluffs (AC)** 18.8  
*Dan Cole, Walt Kavanagh, Kent Pavelka*
19. **WDEF-AM & FM/Chattanooga (AC)** 18.4  
*Luther Masingill*
20. **WXBQ/Johnson City (Ctry)** 18.1  
*Richard Quillen*
21. **KMJ/Fresno (N/T)** 17.7  
*Dave Bulter & Gene Davis*
22. **KASE/Austin (Ctry)** 17.5  
*Tom Allen*
23. **KTEX/McAllen-Brownsville (Ctry)** 17.5  
*Sonny Laguna*
23. **WVIC-AM & FM/Lansing-E. Lansing (CHR)** 17.5  
*Rich Michaels, Monica Harris*
25. **WIKS/Greenville (UC)** 17.3  
*B.K. Kirland*

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The one and only  
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Hear him weekends  
on...

CASEY'S TOP  
★ 40

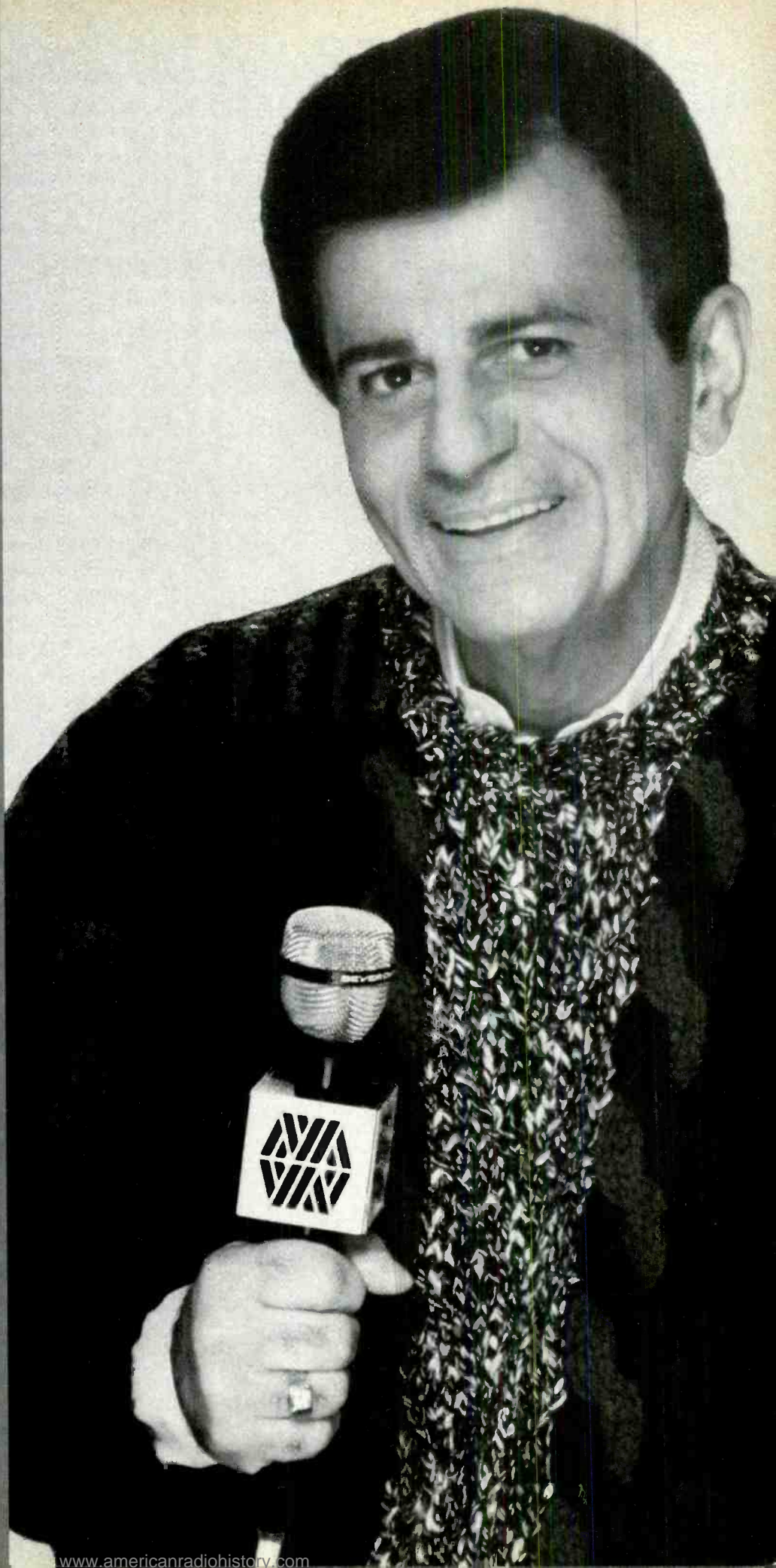
WITH CASEY KASEM

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RADIO NETWORKS

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or FAX (213) 204-4375

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# DRIVETIME DOMINATORS

## AM Drive/Top 25

Average Cume Persons  
12+, M-F, 6-10am



Judy DeAngelis, Paul Smith, Michael O'Neill  
WINS/New York



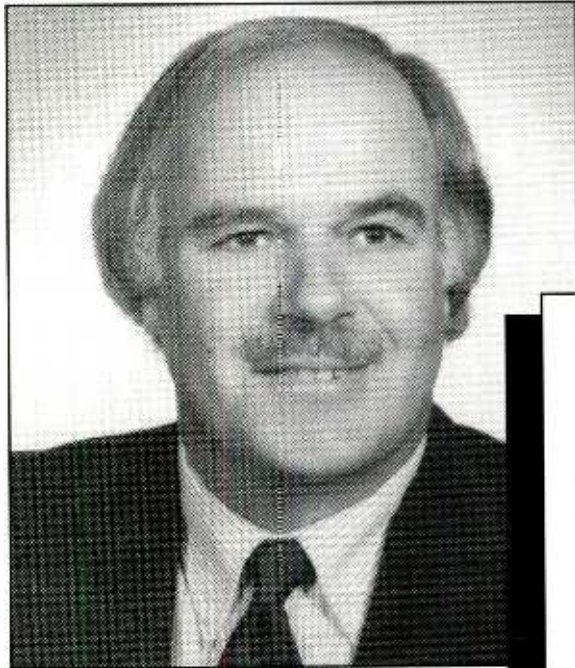
Jim Donnelly, Bridgette Quinn  
WCBS/New York



Gary Bryan, Ross Brittain  
WHTZ/New York

1. **WINS/New York (News)** 1,911,700  
*Paul Smith, Michael O'Neill, Judy DeAngelis*
2. **WCBS/New York (News)** 1,359,100  
*Bridgette Quinn, Jim Donnelly*
3. **WHTZ/New York (CHR)** 1,236,300  
*Gary Bryan, Ross Brittain*
4. **WXRK/New York (CR)** 1,020,300  
*The Howard Stern Show*
5. **WRKS/New York (UC)** 987,000  
*Ken Webb & Jeff Fox*
6. **KIIS-AM & FM (CHR)** 950,900  
*Rick Dees, Ellen K, Vick The Brick, Chuck Street*
7. **WCBS-FM/New York (Gold)** 929,700  
*Harry Harrison; Ron Lundy*
8. **WLTW/New York (AC)** 869,900  
*Bob Buchnen & Rosa Kaye*
9. **KYW/Philadelphia (News)** 868,000  
*Pat Farnack, Harry Donahue, Ed Abrams*
10. **WOR/New York (Talk)** 839,300  
*John A. Gambling & John R. Gambling*
11. **WNSR/New York (AC)** 822,200  
*Bill Neil, Liz White*
12. **KLOS/Los Angeles (AOR)** 801,000  
*Mark & Brian*
13. **WGN/Chicago (AC)** 789,400  
*Bob Collins; Roy Leonard*
14. **KFWB/Los Angeles (News)** 762,900  
*Charlie Brailer, Jayne Bower, John Brooks*
15. **WQHT/New York (CHR)** 752,300  
*Stephanie Miller & Howard Hoffman*
16. **WPAT-AM & FM/New York (B/EZ)** 747,800  
*Ken McKenzie*
17. **WBBM-FM/Chicago (CHR)** 712,600  
*Ed Volkman & Joe Bohannon; Karen Hand*
18. **KPWR/Los Angeles (CHR)** 709,900  
*Jay Thomas, Monica Brooks, & The Power Morning Zoo*
19. **WBBM/Chicago (News)** 709,800  
*John Hultman, Felicia Middlebrooks*
20. **WNEW-FM/New York (AOR)** 693,000  
*Dave Herman*
21. **KOST/Los Angeles (AC)** 692,800  
*Mark Wallengren & Kim Amidon*
22. **WPLJ/New York (CHR)** 689,700  
*Rocky Allen*
23. **WLUP-AM & FM/Chicago (AOR)** 680,500  
*Jonathon Brandmeier*
24. **WFAN/New York (Sports)** 679,700  
*Don Imus*
25. **WBLS/New York (UC)** 676,400  
*Sergio Dean & Charlie Burger*

# *Today's Birch/Scarborough ... Giving you the whole picture*



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*Dick Lumenello  
President  
WKDD/WSLR - Akron, OH*

---

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A  BUSINESS INFORMATION SERVICES COMPANY

# DRIVETIME DOMINATORS

## PM Drive/Top 25

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



Ed Brantley  
WIVK-AM & FM/Knoxville



Don Moore  
KSSN/Little Rock



Coyote Calhoun  
WAMZ/Louisville



Eddie Haskell  
WXLK/Roanoke-Lynchburg



Brad Allen  
WTFM/Johnson City



Jay Michaels  
WEZK-AM & FM/Birmingham

1. **WIVK-AM & FM/Knoxville (Ctry)** 34.4  
*Ed Brantley*
2. **KSSN/Little Rock (Ctry)** 22.7  
*Don Moore*
3. **WAMZ/Louisville (Ctry)** 21.5  
*Coyote Calhoun; Dan Robinson*
4. **WXLK/Roanoke-Lynchburg (CHR)** 21.0  
*David Lee Michaels; Eddie Haskell*
5. **WTFM/Johnson City (AC)** 19.2  
*Brad Allen*
6. **WZZK-AM & FM/Birmingham (Ctry)** 19.0  
*Jay Michaels*
7. **WUSY/Chattanooga (Ctry)** 18.7  
*The Bearman*
8. **WQUT/Johnson City (CHR)** 18.6  
*Scott Michaels*
9. **WYNK-AM & FM/Baton Rouge (Ctry)** 18.6  
*Phil Williams, Kelly Stevens*
10. **KTEX/McAllen-Brownsville (Ctry)** 17.9  
*Kenny Garcia*
11. **WIKS/Greenville (UC)** 17.7  
*Jeff Kenney*
11. **WXBQ/Johnson City (Ctry)** 17.7  
*Steve Taylor*
13. **WBLX-FM/Mobile (UC)** 17.6  
*Double D; Jammin' Jimmy Olsen*
14. **WDUV/Sarasota-Bradenton (B/EZ)** 17.5  
*Automated*
15. **WFMZ/Allentown-Bethlehem (B/EZ)** 17.2  
*Automated*
15. **WRNS-FM/Greenville (Ctry)** 17.2  
*Mark Reid*
17. **KRZY & KRST/Albuquerque (Ctry)** 16.8  
*Don Christi; Jerry Hardin*
18. **KASE/Austin (Ctry)** 16.6  
*Gary Harmon*
18. **KXXY-AM & FM/Oklahoma City (Ctry)** 16.6  
*Lynn Waggoner*
18. **WITL-AM & FM/Lansing-E. Lansing (Ctry)** 16.6  
*Joe Bryan*
21. **WCMF/Rochester (AOR)** 16.1  
*Janet Merriam*
22. **KKXX-FM/Bakersfield (CHR)** 15.8  
*Magic Mark Alan; Wild Bill Cherry*
23. **WSRS/Worcester (AC)** 15.5  
*Vikki North; Todd Nussey*
24. **WEZN/Bridgeport (AC)** 15.3  
*Katherine Mills*
25. **WKRZ/Wilkes Barre-Scranton (CHR)** 15.2  
*Jumpin' Jeff Walker*
25. **WWDW/Columbia, SC (UC)** 15.2  
*Marvelous Marv Miller; Lynn Hill*

# DRIVETIME DOMINATORS

## PM Drive/Top 25

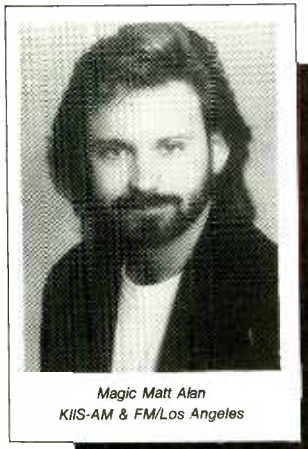
Average Cume Persons  
12+, M-F, 3-7pm



Elvis Duran  
WHTZ/New York



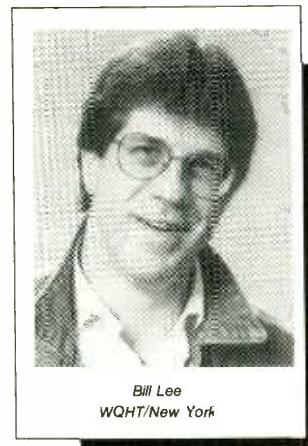
Bob Shannon  
WCBS-FM/New York



Magic Matt Alan  
KIIS-AM & FM/Los Angeles



Steve Roy  
WLTW/New York



Bill Lee  
WQHT/New York



Carol Ford  
WRKS/New York

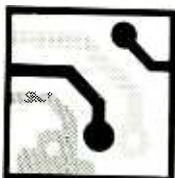
1. **WHTZ/New York (CHR)** 1,179,900  
*Elvis Duran*
2. **WPAT-AM & FM/New York (BIEZ)** 1,003,000  
*Jay Victor*
3. **WCBS-FM/New York (Gold)** 956,900  
*Bob Shannon*
4. **KIIS-AM & FM/Los Angeles (CHR)** 949,000  
*Magic Matt Alan; Hollywood Hamilton*
5. **WLTW/New York (AC)** 945,900  
*Steve Roy, Sandy Jackson; Valerie Smaldone*
6. **WQHT/New York (CHR)** 906,500  
*Bill Lee*
7. **WRKS/New York (UC)** 880,600  
*Carol Ford*
8. **KOST/Los Angeles (AC)** 838,300  
*Bryan Simmons; Laurie Sanders*
9. **WINS/New York (News)** 833,300  
*Alice Stockton-Rossini, Ralph Howard*
10. **WNEW-FM/New York (AOR)** 811,500  
*Scott Muni; Carol Miller*
11. **WCBS/New York (News)** 798,300  
*Therese Crowley, Tom Franklin*
12. **WNSR/New York (AC)** 782,800  
*Dan Taylor*
13. **WPLJ/New York (CHR)** 766,700  
*Sky Walker*
14. **KPWR/Los Angeles (CHR)** 747,100  
*Joe Servantez; Todd Parker*
15. **WBBM-FM/Chicago (CHR)** 681,000  
*Gary Spears; George McFly*
16. **WBLS/New York (UC)** 672,300  
*Fred Buggs; Frankie Crocker*
17. **WXRK/New York (CR)** 633,000  
*Flo & Eddie; Meg Griffin*
18. **WABC/New York (Talk)** 641,500  
*Bob Grant; Adriane Berg*
19. **KLOS/Los Angeles (AOR)** 575,900  
*Gino Mitchellini*
20. **WFAN/New York (Sports)** 575,000  
*Mike Francesa, Christopher "Mad-Dog" Russo*
21. **WGN/Chicago (AC)** 571,500  
*Spike O'Dell, Al & Ed*
22. **WGCI-FM/Chicago (UC)** 563,700  
*Tom Joyner; Jammin' Dave Michaels*
23. **WYNY/New York (Ctry)** 563,100  
*Dan Daniels*
24. **KNX/Los Angeles (News)** 561,400  
*Barry Rhode*
25. **WCKG/Chicago (CR)** 546,600  
*Allan Stagg*

# DIRECTORY



## **BROADCAST SCHOOLS**

Page 16



## **COMPUTERS & SOFTWARE**

Page 17



## **CONSULTANT FIRMS**

Page 24



## **EMPLOYMENT SERVICES**

Page 42



## **EQUIPMENT SUPPLIERS**

Page 44



## **FINANCIAL INSTITUTIONS**

Page 54



## **INDUSTRY ORGANIZATIONS**

Page 57



## **MARKETING & PROMOTION**

Page 58



## **MEDIA BROKERS**

Page 69



## **MOVIE STUDIOS**

Page 72



## **PRODUCTION SERVICES**

Page 73



## **PROGRAM SUPPLIERS & NETWORKS**

Page 86



## **RADIO GROUP OWNERS**

Page 99



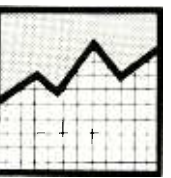
## **RADIO REPRESENTATIVES**

Page 117



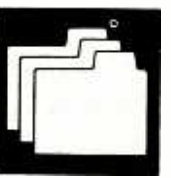
## **RECORD COMPANIES**

Page 120



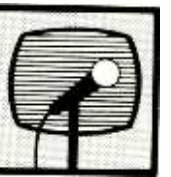
## **RESEARCH FIRMS**

Page 135



## **SHOW PREP**

Page 143



## **TV PRODUCTION FIRMS**

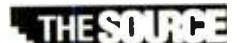
Page 147



**RADIO  
THAT  
ROCKS,  
TALKS,  
UPDATES,  
COMMUNICATES,  
SHOOTS, SCORES,  
AFFECTS,  
AND ALWAYS CONNECTS.**



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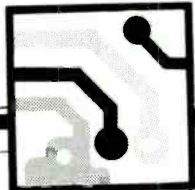


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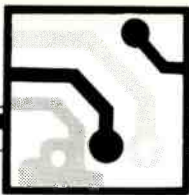
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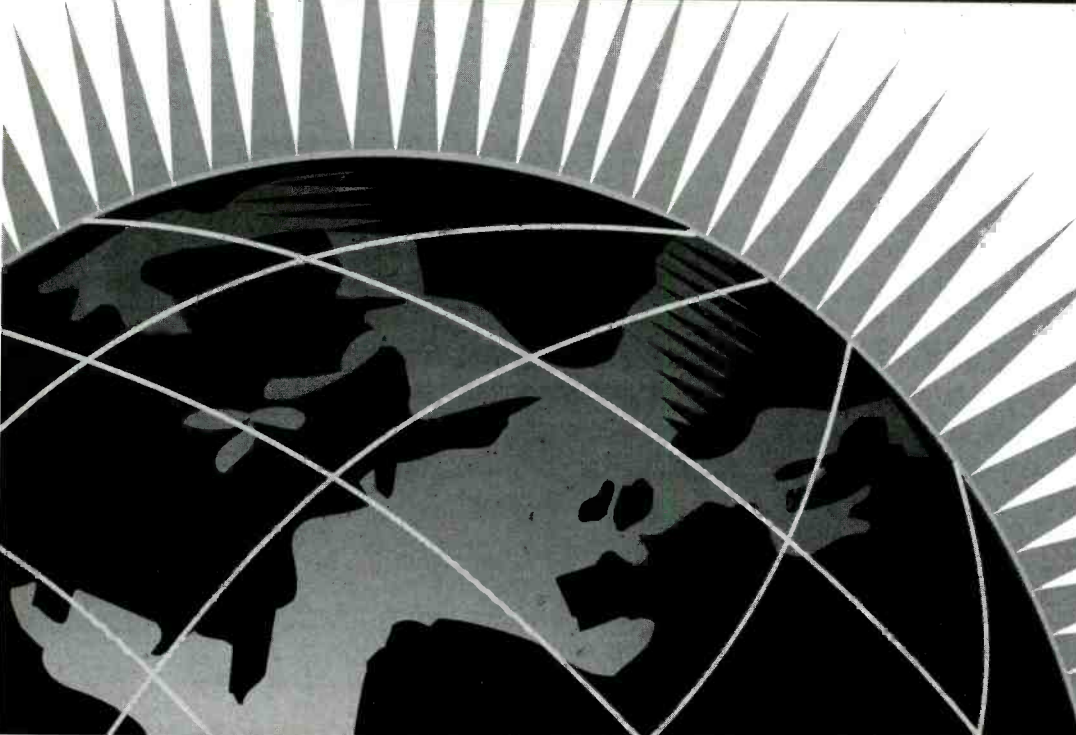
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***Your reputation is that of an advocate for radio as a medium. You are often pushing Houston radio as a better advertising vehicle, regardless of station. What do you say to that?***

**Muriel Funches:** I believe radio has got to stop intramural squabbling and show our advertisers and the agencies that we have a strong, viable product to sell. We need to control the pricing of our product better, rather than letting the free world chip away at the rate. If we price our product on a consistent structure that is based on sound economics, everyone will benefit.

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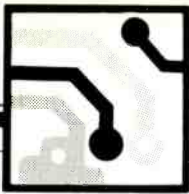
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FAX: (704) 347-8086  
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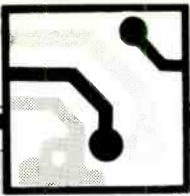
VERSION 1

(1979)

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VERSION 2

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**Fred Mueller**, Dir./Research  
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**James Waterman**, Sales Manager

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A = Accounting    B = Billing    M = Music    S = Sales    T = Traffic    O = Other

# SERVICE & INNOVATION.

SPECIAL ARTIST SEPARATION  
TYPE  
CHART INFORMATION  
KEY (PERFECT/REASONABLE HARMONY)  
AGE APPEAL  
MASS CHANGER  
SHUFFLE  
SEGUE ACROSS STOPSETS  
EXACT TIMING  
AM/PM DRIVE PROTECTION  
(DEC PRO 350)  
REORDER A CATEGORY  
SIMULCASTING  
FUTURE MOVE  
TWOFER SCHEDULING (ARTIST BLOCKS)  
ARTIST GROUP  
CUSTOM CART LABELS  
MAXIMUM SEPARATION  
DAYPARTED SONG HANDLING  
ARTIST & TITL E ANALYSES IN THE SCHEDULER  
(PC VERSION)  
LOG NOTES  
THEME SCHEDULING  
ALBUM TITLE  
INTERNATIONAL DATABASE SUPPORT (RECORD NUMBER)  
COUNTRY CODE, PUBLISHERS...  
CHANGE HISTORY (LAST 5 CATEGORIES, DATE ENTERED, # OF PLAYS)  
COPY SONGS TO OTHER DATABASES  
ADDITIONAL ARTISTS

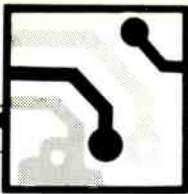
**Selector**  
VERSION 3  
(1982)

**Selector**  
VERSION 4/5  
(1983)

**Selector**  
VERSION 6  
(1984)

**Selector**  
VERSION 7  
(1985)

**Selector**  
VERSION 8  
(1985)



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4-HOUR DISPLAY IN MANUAL SCHEDULER

CONDITIONAL CHANGER

FLOATING SCHEDULING

CUSTOM DESIGNED REPORTS

NO-REPEAT

PERFORMING RIGHTS SOCIETY REPORTS (ASCAP, BMI, BRITISH, ETC. REPORTS)

PROJECTED TURNOVERS (OREO)

CART LAST PLAY RULE

YESTERDAY RULES

CUSTOM REPORTS

9 POLICIES

RECYCLING

NO-REPEAT

KICK

PRINT FILE MANAGER

FLOW GRAPHS IN MANUAL SCHEDULER

ALBUM SEPARATION/MEDIA PROTECTION

MUSICBASE INTERFACE

TALENT PLANNER

FILTER IN MANUAL SCHEDULER (MOOD, ROLE, SOUND CODE, TEMPO...)

ABSOLUTE MOST-RESTED ORDER SORT IN MANUAL SCHEDULER ("K" WINDOW)

DISPLAY 2 DAYS AT ONCE IN MANUAL SCHEDULER ("X" WINDOW)

FASTEST SCHEDULER

CONVENIENT "JUMP" SHORTCUTS FROM ONE SECTION OF PROGRAM TO ANOTHER

250 STANDARD DAYPART GRIDS (7 x 24) EACH

INTERACTIVE DAY/MANUAL SCHEDULER

*Selector*

VERSION 9

(1985)

*Selector*

VERSION 10

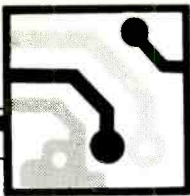
(1986)

*Selector*

VERSION 11

(NOVEMBER, 1987)





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SMART ARTIST SEPARATION (LONGER BETWEEN TWO GOLD SONGS THAN GOLD & CURRENT)

ALTERNATE CATEGORY (EX: DAYTIME "B", NIGHTTIME "A")

COMET PACKETING (CONTROL INDIVIDUAL SONG PLAY IN PACKETS)

CUSTOM FIELD ORDERING (SKIP UNUSED FIELDS)

1,098 DAYS OF LOGS/HISTORY (999 DAYS IN PAST/999 DAYS IN FUTURE)

LIBRARY STATISTICS ANALYSIS (DYNAMIC WEIGHTED % OF EACH CODE IN LIBRARY)

PLAY WINDOW RULE

STORE RESEARCH SCORES

DAYPART REGIONS (SEPARATE WEEKDAYS FROM WEEKENDS)

4,000 POSSIBLE HOT CLOCKS

DAYLIGHT SAVINGS TIME ADJUSTMENT

ARTIST NOTES

CONTENT REQUIREMENT

% BACK (SPEED-UP ROTATION OF INDIVIDUAL SONGS)

BROWSE/SORT ON MULTIPLE CRITERIA

BEATS PER MINUTE RULE

ROLE WORKS LIKE SOUND CODE

MAXIMUM-IN-A-ROW FOR MOOD RULE

PRIOR DAY RULES

ROLLING CLOCKS

9 CLOCK ASSIGNMENT GRIDS

SCHEDULE COMPOSITION ANALYSIS

CUSTOMIZED MANUAL SCHEDULER PARAMETERS

SAVED BROWSE LISTS

CATEGORY EXPOSURE ANALYSIS

APPROXIMATE TIMING ON CLOCKS

MAXIMUM PER HOUR (SOUND CODE)

PROTECT A SOUND CODE FROM OTHER SOUND CODES

ENERGY RULE

ERA RUI F

## Selector

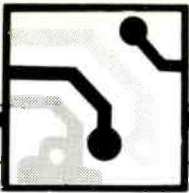
VERSION 12

MARCH 1990

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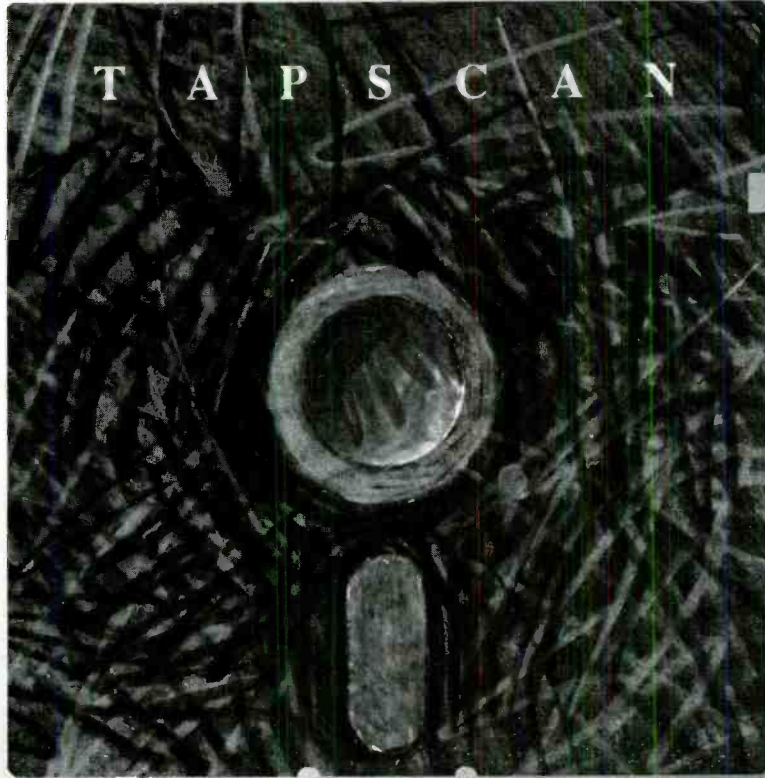
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—Coleman Research client Guy Zapoleon, National Program Director, Nationwide Communications, holding the revolutionary *pcF.A.C.T.*<sup>SM</sup> Music Management Software System.

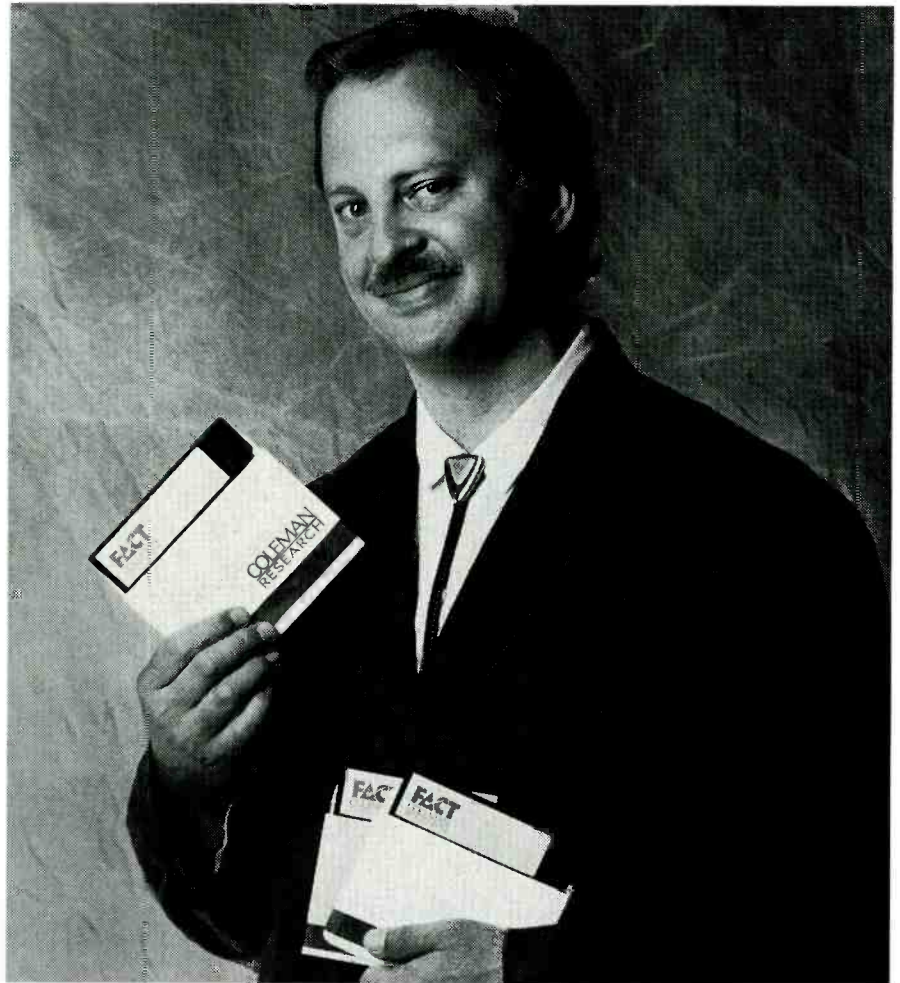
"Almost everybody can pick the Top 50 songs. It's the other 200 songs that really make a difference, and it's getting confusing these days because there are lots of different sounds. F.A.C.T.<sup>SM</sup> really takes the guesswork out of constructing your music library. I'm kind of known as a stickler for musical perfection. It used to take us two days to construct a playlist. Now it takes two hours with the *pcF.A.C.T.*<sup>SM</sup> software package. F.A.C.T.<sup>SM</sup> is the biggest, most important music research concept in more than a decade."

Guy Zapoleon knows that to maximize ratings in the 90's, you'll need to utilize strategic weapons from the year 2010. Unfortunately, typical music tests today were developed in the 70's, and provide only piles of paper with popularity scores.

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in-depth analysis of a F.A.C.T.<sup>SM</sup> test and instant song category creation with exacting parameters. Sort music on Fit and discover which songs are most and least expected on your station. Find songs that are closest to your station's "quintessential" sound by pulling up a Compatibility ranker.

Guy Zapoleon can completely analyze and implement his music in several hours. You can too. Ready to replace the weakest fifteen percent of your playlist that is incompatible

and doesn't fit? Hit a few keystrokes of *pcF.A.C.T.*<sup>SM</sup>—it's done. And that's just the beginning.

F.A.C.T.<sup>SM</sup> It's more than a music test. It's a strategic weapon. And it's here now. But if the competition gets it first, you can't get it at all. Get it first, call Coleman Research today: (919) 790-0000.

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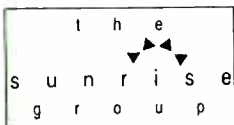
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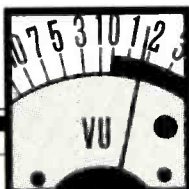
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- A = Amplifiers
- C = Consoles: On-Air & Production
- CL = Compressors/Limiters
- CR = Cart Deck
- D = Distributor
- E = Equalizers
- EFX = Effects, Reverbs, Digital Delay
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- T = Turntables & Accessories
- TA = Towers/Antennas
- TP = Tape Deck (Reel-to-Reel)
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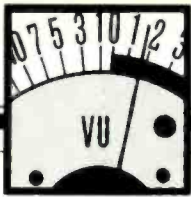
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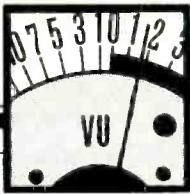
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FAX: (404) 355-0430  
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**C = Consoles: On-Air & Production**  
**CL = Compressors/Limiters**  
**CR = Cart Deck**  
**D = Distributor**  
**E = Equalizers**  
**EFX = Effects, Reverbs, Digital Delay**

**H = Headphones**  
**L = Loudspeakers**  
**M = Microphones**  
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**NR = Noise Reduction**

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**T = Turntables & Accessories**  
**TA = Towers/Antennas**  
**TP = Tape Deck (Reel-to-Reel)**  
**TR = Transmission Equipment**





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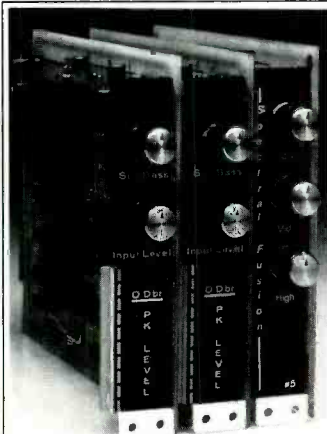
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<b>C</b> = Consoles: On-Air & Production	<b>L</b> = Loudspeakers	<b>RC</b> = Recording Tapes/Cart Tape
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<b>D</b> = Distributor	<b>NR</b> = Noise Reduction	<b>TP</b> = Tape Deck (Reel-to-Reel)
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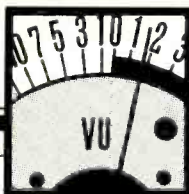
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FAX: (404) 964-2222  
**John Binsfeld**  
TA TR

## **Circuit Research Labs**

2522 W. Geneva Drive  
Tempe, AZ 85282  
(602) 438-0888, (800) 535-7648  
FAX: (602) 438-8227  
**Ron Jones, President**  
**Walt Ellis, Domestic Sales**  
**Bill Ammons, National TV/Radio Sales**  
**Gerardo Vargas, Int'l Sales Manager**  
CL P NR

## **Compulink**

5600 S. Quebec  
Suite A-300  
Englewood, CO 80111  
(303) 779-4032  
**Judy Belisle, National Sales Manager**

## **Comrex Corporation**

65 Nonsset Path  
Acton, MA 01720  
(508) 263-1800  
FAX: (508) 635-0401  
**Lynn Distler, Sales Manager**

## **Concept Productions**

1224 Coloma Way  
Roseville, CA 95661  
(916) 782-7754  
FAX: (916) 786-8304  
**Dick Wagner, President**

## **Continental Electronics Corporation**

P.O. Box 270879  
Dallas, TX 75227  
(214) 381-7161  
FAX: (214) 381-4949  
**Walt Rice, Director Domestic Sales**  
D

## **Creative Sound Corporation**

P.O. Box 755  
25429 Malibu Road  
Malibu, CA 90265  
(213) 456-5482, (800) 323-PACK  
FAX: (213) 456-7886

## **Crown International, Inc.**

1718 W. Mishawaka Road  
Elkhart, IN 46517  
(219) 294-8000  
FAX: (219) 294-8FAX  
**Clyde Moore, President**  
N

## **Cutting Edge Technologies, Inc.**

2501 West Third Street  
Cleveland, OH 44113  
(216) 241-3343  
FAX: (216) 621-2801  
**Frank Foti, President**  
**Joseph Foti, Vice President**  
CL P

## **The DAT Store**

2624 Wilshire Blvd.  
Santa Monica, CA 90403  
(213) 828-6487  
FAX: (213) 470-6176  
**Scott Iklar**

## **dbx Professional**

(A Division of AKG Acoustics)  
1525 Alvarado Street  
San Leandro, CA 94577  
(415) 351-3500  
FAX: (415) 351-0500  
**S. Richard Ravich, President**

## **Delta Electronics, Inc.**

5730 Gen. Washington Drive  
Alexandria, VA 22312  
(703) 354-3350, (800) 8-DELTA8  
FAX: (703) 354-0216  
**Barth Pitchford, Sales Engineer**  
A MO P TR

## **Denon America, Inc.**

222 New Road  
Parsippany, NJ 07054  
(201) 575-7810  
FAX: (201) 808-1608  
**Laura Tyson, Sales Manager**

## **DIC Digital Supply Corporation**

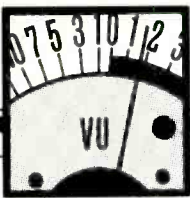
222 Bridge Plaza South  
Fort Lee, NJ 07024  
(201) 224-9344, (800) 328-1342  
FAX: (201) 224-9363

**Kevin Kennedy, National Marketing Manager**

**A = Amplifiers**  
**C = Consoles: On-Air & Production**  
**CL = Compressors/Limiters**  
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**TR = Transmission Equipment**



# EQUIPMENT SUPPLIERS

**Dictaphone Corporation**  
3191 Broadridge Avenue  
Stratford, CT 06497-2559  
(203) 381-4500  
FAX: (203) 381-7100  
**Marie Bianchi, Director/Market Communications**

**Digital Audio Information Systems (DAISI)**  
1200 Blalock, Suite 202  
Houston, TX 77055  
(713) 465-1511, (800) 283-2479  
FAX: (713) 465-1511  
**Maurice Collins, President**

**DigiTech**  
5639 S. Riley Lane  
Salt Lake City, UT 84107  
(801) 268-8400  
FAX: (801) 262-4966  
**John Johnson, President**  
EFX

**Disc Manufacturing Inc.**  
3500 W. Olive Avenue  
Suite 1020  
Burbank, CA 91505  
(818) 953-7790  
FAX: (818) 953-7791  
**Sue Simone, VP/Sales**

**DOD Electronics**  
5639 S. Riley Lane  
Salt Lake City, UT 84107  
(801) 268-8400  
FAX: (801) 262-4966  
**John Johnson, President**  
CL E EFX NR P

**Dolby Laboratories, Inc.**  
100 Potrero Avenue  
San Francisco, CA 94103  
(415) 558-0200  
FAX: (415) 863-1373  
**Bill Mead, Marketing Director**  
NR P


**Dorrrough Electronics**  
5221 Collier Place  
Woodland Hills, CA 91364  
(818) 999-1132  
FAX: (818) 998-1507  
**Kay Dorrrough**  
CL MO P

**Electro-Voice, Inc.**  
600 Cecil Street  
Buchanan, MI 49107  
(616) 695-6831  
FAX: (616) 695-1304  
**Keith Clark**  
A E L M MO

**ESE**  
142 Sierra Street  
El Segundo, CA 90245  
(213) 322-2136  
**Bob Mayers, VP/Sales Manager**  
A

**Eventide, Inc.**  
One Alsan Way  
Little Ferry, NJ 07643  
(201) 641-1200  
FAX: (201) 641-1640  
**Gil Griffith, Sales Manager**  
EFX

**The Express Group**  
3518 3rd Avenue  
San Diego, CA 92103  
(619) 298-2834  
FAX: (619) 298-4143  
**Robin Andrus**



**Fidelipac Corp.**  
P.O. Box 808  
Moorestown, NJ 08057  
(609) 235-3900  
FAX: (609) 235-7779  
**Roger Thanhauser, President**  
C CR RC

**FMX Stereo/Broadcast Technology Partners**  
525 Woodward Avenue  
Bloomfield Hills, MI 48304  
(313) 540-4380  
FAX: (313) 540-0942  
**Benjamin Micznik, Director/Marketing**  
CL NR

**Fostex Corp.**  
15431 Blackburn Avenue  
Norwalk, CA 90650  
(213) 921-1112  
FAX: (213) 802-1964  
**Mark Cohen, VP/Sales & Marketing**  
A C H L M MO RC TP

**GBS**  
Giesler Broadcasting Supply, Inc.  
5914 Maple  
Houston, TX 77074  
(713) 774-3314, (800) 634-8601  
FAX: (713) 774-1306  
**Bernie Giesler, President**  
D

**Gentner Electronics Corp.**  
1825 West Research Way  
Salt Lake City, UT 84119  
(801) 975-7200  
FAX: (801) 977-0087  
**Gary Crowder, National Sales Manager**  
A P TR

**Gotham Audio Corp.**  
1790 Broadway  
New York, NY 10019-1412  
(212) 765-3410  
FAX: (212) 265-8459  
**Russell O. Hamm, President**  
CL E EFX L M NR TP

**Harris Allied Broadcast Equipment**  
3200 Wismann Lane  
P.O. Box 4290  
Quincy, IL 62305-4290  
(217) 222-8200  
FAX: (217) 222-7041  
**Ron Frillman, Manager/Domestic Radio Sales**  
**Gus Ezcurra, VP/Int'l Sales**  
C D MO P TA TP TR

**Harrison by GLW**  
437 Atlas Drive  
Nashville, TN 37211  
(615) 331-8800  
FAX: (615) 331-8883  
**Brad Harrison**  
**Gary Thielman**  
C

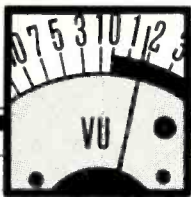
**Henry Engineering**  
503 Key Vista Drive  
Sierra Madre, CA 91024  
(818) 355-3656  
FAX: (818) 355-0077  
**Hank Landsberg, Owner**  
A C P T

**Howe Technologies Corp.**  
2661 Grapewood Lane  
Boulder, CO 80304  
(303) 444-4693, (800) 525-7520  
FAX: (303) 444-8447  
**Terry Sweeney, VP/Sales**  
C MO

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# EQUIPMENT SUPPLIERS

**IBSS Ltd.**

P.O. Box 303  
Binbrook  
Ontario, CN LOR 1C0  
(416) 692-3330  
FAX: (416) 692-4033  
**Rob Muester**, Technical Director  
CL D P

**IDC Communications, Inc.**

5555 Parkway  
Waterford Centre, Suite 140  
Norcross, GA 30092-0092  
(404) 446-9684  
**Robert Payne**

**IGM Communications**

4041 Home Road  
Bellingham, WA 98226  
(206) 733-4567  
FAX: (206) 734-7939  
**Carl Peterson**  
CR

**Inovonics, Inc.**

1305 Fair Avenue  
Santa Cruz, CA 95060  
(800) 733-0552, (408) 458-0552  
FAX: (408) 458-0554  
**Jim Wood**, President  
**Joe McMurphy**, Director/Marketing  
CL MO P

**International Tapetronics Corp.**  
(ITC)

2425 S. Main Street  
Bloomington, IL 61704  
(800) 447-0414, (309) 828-1381  
FAX: (309) 828-1386

**Jim Woodworth**,

General Sales Manager

**Bruce Helling**,

Marketing/Communications Mgr.

**Mike Bove**,

Regional Sales Manager

**John Schaab**,

Regional Sales Manager

**Ray Updike**,

Regional Sales Manager

CR RC

**Intraplex**

80 Taylor Street  
P.O. Box 2427  
Littleton, MA 01460-3427  
(508) 486-3722  
FAX: (508) 486-0709  
**J. Peter Eadie**  
TR

**JBL Professional**

8500 Balboa Blvd.  
Northridge, CA 91329  
(818) 893-8411  
FAX: (818) 893-3639  
**Mark Gander**  
A C L E L

**J.N.S. Electronics, Inc.**

P.O. Box 32550  
San Jose, CA 95152  
(408) 729-3838  
FAX: (408) 926-1003  
**John E. Leonard**, President  
A C L E EFX MO TR

**Kahn Communications**

222 Westbury Avenue  
Carle Place, NY 11514  
(516) 222-2221  
**Leonard R. Kahn**, President  
TR

**KMD Labs, Inc.**

1212 North San Fernando  
Suite 226  
Burbank, CA 91504  
(818) 352-4644, (800) 633-5319  
FAX: (818) 352-2611  
**Mike Kennedy**, Sales Manager

**Koss Corporation**

4129 N. Port Washington Avenue  
Milwaukee, WI 53212  
(414) 964-5000  
FAX: (414) 964-8615  
**Jill McCurdy**, Marketing Director  
H

**LBA Technology, Inc.**

P.O. Box 8026  
Greenville, NC 27835  
(919) 757-0279, (800) 248-6277  
FAX: (919) 752-9155  
**James Boykin**, General Manager  
**Bill Womble**, Director/Marketing  
TA

**Lexicon, Inc.**

100 Beaver Street  
Waltham, MA 02154  
(617) 891-6790  
FAX: (617) 891-0340  
**Janice Leavitt**, Sales Administrator  
EFX

**Lift Discplay, Inc.**

Riverside Plaza  
115 River Road  
Edgewater, NJ 07020  
(201) 945-8700  
FAX: (201) 945-9548  
**Otto Schubert**, President  
D T

**Logitek**

3320 Bering Drive  
Houston, TX 77057  
(800) 231-5870, (713) 782-4592  
FAX: (713) 782-7597  
**Tag Borland**, President  
A C L

**LPB, Inc.**

28 Bacton Hill Road  
Frazer, PA 19355  
(215) 644-1123  
FAX: (215) 644-8651  
**John Tiedeck**, Sales Manager  
A C TR

**The Management**

Box 1-36457  
Ft. Worth, TX 76136  
(817) 625-9761, (800) 334-7823  
FAX: (817) 624-9741  
**Pete Charlton**, President  
P

**Marathon Products Co.**

69 Sandersdale Road  
Charlton, MA 01507  
(508) 248-3157, (508) 853-0988  
**Richard D. Myers**, President/Owner  
RC

**Marti Electronics**

1501 N. Main Street  
Cleburne, TX 76031  
(817) 645-9163  
FAX: (817) 641-3869  
**M.E. McClanahan**  
M TA TR

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# EQUIPMENT SUPPLIERS

## **McCurdy Radio Industries**

108 Carnforth Road  
Toronto, Ontario  
Canada, M4A 2L4  
(416) 751-6262  
FAX: (416) 751-6455

**Omar Fattah**  
**Murray Porteous**  
A C L

## **Media Touch Systems, Inc.**

50 Northwestern Drive  
Unit 11  
Salem, NH 03079  
(603) 893-5104  
FAX: (603) 893-6390

**John M. Connell, President**  
**Duke McLane, VP/Sales & Marketing**  
**James Waterman, Sales Manager**  
M T O

## **Midcom, Inc.**

6311 N. O'Connor Road  
Suite 108/L.B. 50  
Irving, TX 75039  
(214) 869-2144  
FAX: (214) 869-0898

**Jay Wallace, Sales Manager**  
D

## **MNN Radio Networks, Inc.**

45 East Seventh Street  
St. Paul, MN 55101  
(612) 290-1234  
FAX: (612) 290-1260

**Thomas Ambrose, VP/Network Operations**

## **Modulation Sciences**

12A World's Fair Drive  
Somerset, NJ 08873  
(201) 302-3090, (800) 826-2603  
FAX: (201) 302-0206

**Eric Small, VP/Engineering**  
M O P

## **Moseley Associates**

111 Castilian Drive  
Santa Barbara, CA 93117  
(805) 968-9621  
FAX: (805) 685-9638

**David Chancey, National Sales Manager**

## **Motorola Inc./JAM Stereo**

1216 Remington Road  
Schaumburg, IL 60173  
(708) 576-0554  
FAX: (708) 576-5479

**Don Wilson**

## **Murphy Studio Furniture**

4153 N. Bonita Street  
Spring Valley, CA 92077  
(619) 698-4658  
FAX: (619) 698-1268

**Dennis Murphy, President**

## **National Audio Company**

P.O. Box 3657  
Glenstone Station  
Springfield, MO 65808  
(417) 863-1925  
FAX: (417) 863-7825

**Steven Stepp**  
D

## **National Supervisory Network**

P.O. Box 578  
Avon, CO 81620  
(303) 759-1441  
FAX: (303) 949-4364

**Bill Sepmeier**

## **Neve, A Siemens Company**

7 Parklawn Drive  
Bethel, CT 06801  
(203) 744-6230  
FAX: (203) 792-7863

**Barry J. Roche, President**

**Anthony H. Langley, Vice President**  
**Peter Kehoe, Eastern Regional Manager**

**Tom Semmes, Southeast Regional**  
**Sales Manager**

**Rick Plushner, Western Regional Manager**

**Joseph Naccarato, General Manager/**  
**Neve Canada**

C

## **New England Digital**

Rivermill Commercial Center  
Lebanon, NH 03766  
(603) 448-5870  
FAX: (603) 448-3684

**Ted Pine, Director/Marketing**

## **New World Music & Sound**

4792 Clairemont Mesa Blvd.  
San Diego, CA 92117  
(619) 569-1944  
FAX: (619) 569-2040

**Jim Scott, Owner**  
A C C L C R E EFX H L

## **Northeast Broadcast Lab**

P.O. Box 1179  
S. Glen Falls, NY 12803  
(518) 793-2181

**Bill Bingham**

**Texas Office, (214) 612-2053**

**New Hampshire Office, (603) 483-1002**

**Pennsylvania Office, (215) 322-2227**  
D

## **Numark Electronics**

503 Newfield Avenue  
Raritan Center  
Edison, NJ 08837  
(201) 225-3222

FAX: (201) 287-2155

**Robert Kotovsky, Vice President**

A EFX H L M NR T

## **Opus Recording & Equipment**

4262 Grand Avenue  
Gurnee, IL 60031  
(708) 336-6787

**Bob Walter**

## **Orban**

(a division of AKG Acoustics)

1525 Alvarado Street  
San Leandro, CA 94577  
(415) 351-3500

FAX: (415) 351-0500

**S. Richard Ravich**

C L E EFX P

## **Otari Corporation**

378 Vintage Park Drive  
Foster City, CA 94404  
(415) 341-5900

FAX: (415) 341-7200

**James Goodman, National Sales Manager**

C R TP

## **Pacific Recorders & Engineering Corp.**

2070 Las Palmas Drive  
Carlsbad, CA 92009  
(619) 438-3911

FAX: (619) 438-9277

**Mike Dosch**

C C R NR

## **Professional Audio Supply**

5700 East Loop 820 South  
Ft. Worth, TX 76119-7099  
(817) 483-7474

FAX: (817) 483-9952

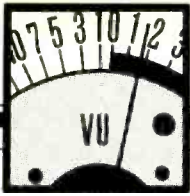
**John Reed, General Manager**

D

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# EQUIPMENT SUPPLIERS

## QEI Corp.

P.O. Box 805  
Williamstown, NJ 08094  
(609) 728-2020, (800) 334-9154  
FAX: (609) 629-1751  
**Jeff Detweiler**, Domestic Sales Manager  
CL D MO P TR

## QSC Audio Products

1926 Placentia Avenue  
Costa Mesa, CA 92627  
(714) 645-2540  
FAX: (714) 645-7927  
**Pete Kalmen**, Sales Manager  
A

## Quantum Audio Labs

2752 Walnut Avenue  
Tustin, CA 92680  
(714) 838-8833  
FAX: (714) 838-9619  
**Barbara Mullins**, Sales Administrator  
C

## Radio Resources and Services Corp.

1201 S. Sharp  
Baltimore, MD 21230  
(301) 783-0737, (800) 54-RADIO  
FAX: (301) 783-4635  
**Ashley Scarborough**, President  
D

## Radio Systems, Inc.

110 High Hill Road  
Bridgeport, NJ 08014-0458  
(609) 467-8000, (800) 523-2133  
FAX: (609) 467-3044  
**Daniel Braverman**, President  
C CR

## RAG Electronics

21418 Parthenia Street  
Canoga Park, CA 91304  
(818) 998-6500  
FAX: (818) 407-5559  
**Keith Gertzman**

## Rainbow Enterprises

332 Martin Lane  
Salt Lake City, UT 84107  
(801) 268-8887  
FAX: (801) 269-8886  
**Phil Barry**, General Manager  
L

## Ramko Research

3501-4 Sunrise Blvd.  
Rancho Cordova, CA 95742  
(800) 678-1357  
FAX: (916) 635-0907  
**Michael Pardee**

## Reel Fun Productions, Inc.

CART CAPS  
P.O. Box 931874  
Hollywood, CA 90093  
(213) 661-2593  
FAX: (213) 661-2593  
**Steve Armstrong**, President

## Richardson Electronics, Ltd.

40 W. 267 Keslinger Road  
La Fox, IL 60147  
(708) 208-2200, (800) 348-5580  
FAX: (708) 208-2550  
**Joel Levine**, Vice President  
**Larry Broome**, Product Manager

## S.A.S./RAM Broadcast Systems, Inc.

P.O. Box 3100  
Barrington, IL 60011-3100  
(708) 382-7575  
FAX: (708) 382-8818  
**Ron Mitchell**, President  
A C NR

## Satellite

619 Enterprise Drive  
Suite 200  
Oak Brook, IL 60521  
(708) 571-4900  
FAX: (708) 571-4909  
**Margaret Blanchard**

## Schafer World Communications Corp.

P.O. Box 31  
Marion, VA 24354  
(703) 783-2000  
FAX: (703) 783-2064  
**Bob Dix**, President  
C CL CR P TP TR

## SECK

8500 Balboa Blvd.  
Northridge, CA 91329  
(818) 893-4351  
FAX: (818) 893-3639  
**Ronald H. Means**, President  
C

## Sennheiser Electronics Corp.

6 Vista Drive  
P.O. Box 987  
Old Lyme, CT 06371  
(203) 434-9190  
FAX: (203) 434-1759  
**Andrew Brakham**, President  
**John F. Kenyon**, (213) 877-2660  
H M

## Shively Laboratories

107 Harrison Road  
Bridgton, ME 04009  
(207) 647-3327  
FAX: (207) 647-8273  
**Jon Clark**, Marketing Manager  
TA TR

## Shure Brothers, Inc.

222 Hartrey Avenue  
Evanston, IL 60202-3696  
(708) 866-2200  
FAX: (708) 866-2279  
**Betty Pawlowski**, Consumer Products  
A CL M T

## Smarts Broadcast Systems

Box 293  
Emmetsburg, IA 50536  
(712) 852-4047  
FAX: (712) 852-3061  
**John Schad**

## Sono-Mag Corporation

1833 W. Hovey Avenue  
Normal, IL 61761  
(309) 452-5313  
FAX: (309) 452-2521  
**Jon Housour**, Vice President

## Sony Business & Professional Group

3 Paragon Drive  
Montvale, NJ 07645  
(201) 833-5740  
**Kathryn Moreau**

## Soundcraft, USA

8500 Balboa Blvd.  
Northridge, CA 91329  
(818) 893-4351  
FAX: (818) 893-3639  
**David Kimm**, National Sales Manager  
C

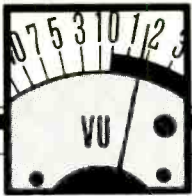
## SoundTech

800 W. Beardsley Avenue  
Elkhart, IN 46514  
(219) 522-1692  
FAX: (219) 293-6467  
C

**A** = Amplifiers  
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**Spencer Broadcast**  
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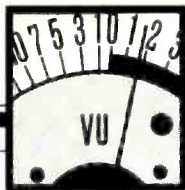
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**A = Amplifiers**  
**C = Consoles: On-Air & Production**  
**CL = Compressors/Limiters**  
**CR = Cart Deck**  
**D = Distributor**  
**E = Equalizers**  
**EFX = Effects, Reverbs, Digital Delay**

**H = Headphones**  
**L = Loudspeakers**  
**M = Microphones**  
**MO = Monitoring Equipment**  
**NR = Noise Reduction**

**P = Audio Processors; On-Air  
& Production**  
**RC = Recording Tapes/Cart Tape**  
**T = Turntables & Accessories**  
**TA = Towers/Antennas**  
**TP = Tape Deck (Reel-to-Reel)**  
**TR = Transmission Equipment**



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**T = Turntables & Accessories**  
**TA = Towers/Antennas**  
**TP = Tape Deck (Reel-to-Reel)**  
**TR = Transmission Equipment**



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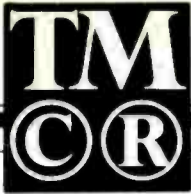
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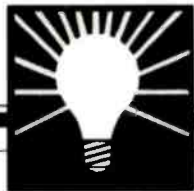
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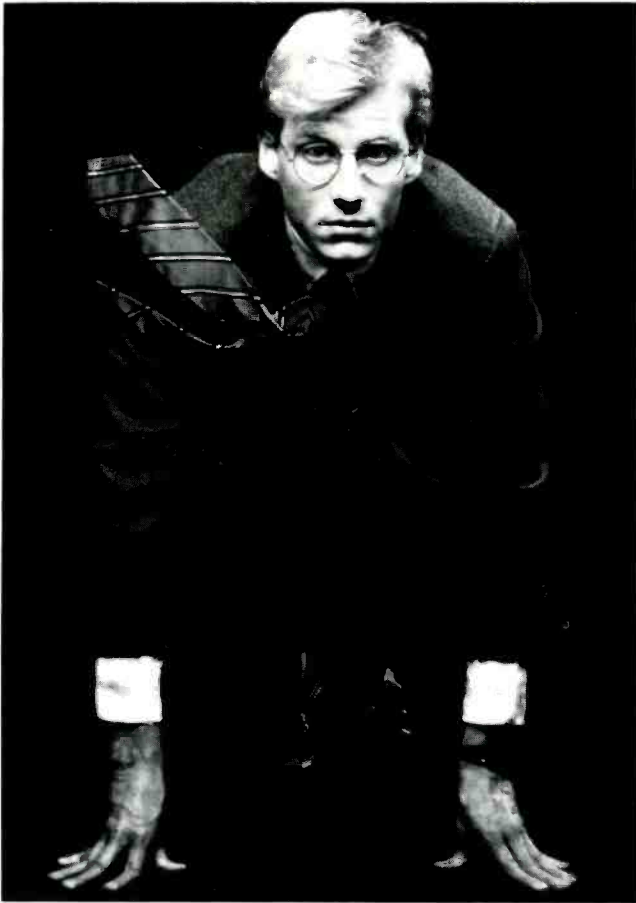
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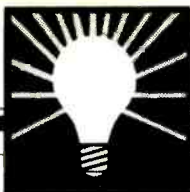
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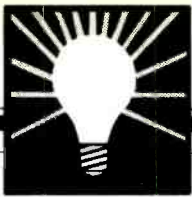
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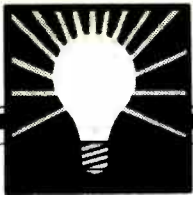
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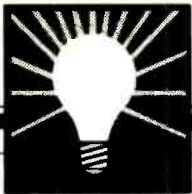
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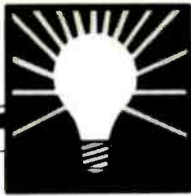
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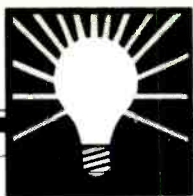
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**John Rote**, VP/Marketing

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(315) 736-8119

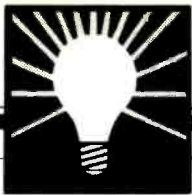
FAX: (315) 736-1213

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**Cathie Smith**



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**Barry M. Grant, CPA, Senior Vice President**

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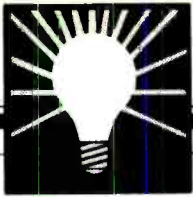
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**Doug McCrum, Executive Vice President**



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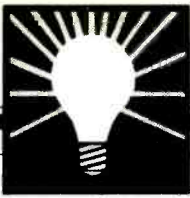
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FAX: (708) 537-1899  
**David Wertman**

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**Jim Warren**

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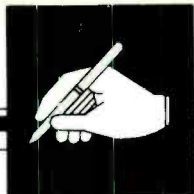
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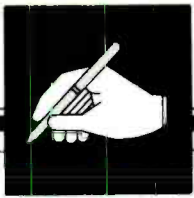
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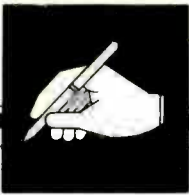
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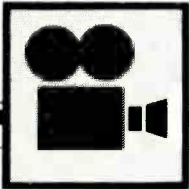
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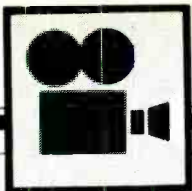
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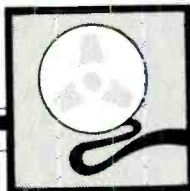
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(719) 635-0422  
FAX: (719) 635-1143  
**Dane Scott, Vice President**



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FAX: (212) 456-5326  
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AV SFX J PL VO

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FAX: (617) 367-1521  
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PL

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FAX: (416) 961-7754  
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San Diego, CA 92198  
(619) 740-1111  
**Gary Allyn, President**

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Greenwich, CT 06830  
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FAX: (203) 622-9163  
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Broadcast Services  
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SL

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AV = Audio/Video Tape Duplication  
SFX = Sound Effects

J = Jingles & Musical ID's  
PL = Production Libraries  
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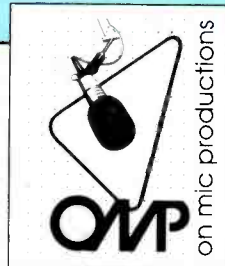
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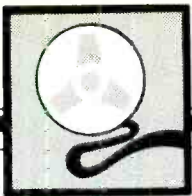
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 Broadcast Sales Director  
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**Steve Armstrong Creative Services**  
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 FAX: (213) 661-2593

**Steve Armstrong**  
 J PL

**Stephen Arnold Music Productions**  
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 (214) 987-4123  
 FAX: (214) 891-9623

**Stephen Arnold**

**Toby Arnold & Associates**  
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 FAX: (214) 250-6014

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**Larry Mangiameli, Creative Director**  
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 AV

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 FAX: (615) 321-5770  
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 (703) 563-8100

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 Englewood, CO 80110  
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 FAX: (303) 759-8213  
**Mike Lee, Managing Partner**  
 PL VO

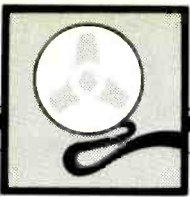
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J = Jingles & Musical ID's  
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 VO = Voiceover ID's, Liners  
 & Promos



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FAX: (617) 592-1150

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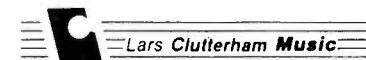
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FAX: (313) 557-0452

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## **Steve Crabtree, President**

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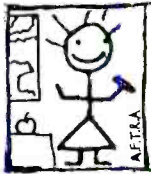
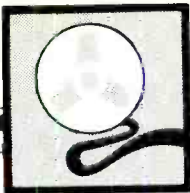
J

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VO = Voiceover ID's, Liners  
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**Denise Daniels**  
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FAX: (213) 275-9427  
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VO

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FAX: (213) 936-3427

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**Paul Ward**, President  
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**GE American Communications**  
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FAX: (609) 987-4517  
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SL = Song Libraries

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FAX: (616) 343-1016  
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### Jim Harrington

P.O. Box 12944  
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(412) 833-4749  
FAX: (412) 833-4749  
**Jim Harrington**  
VO

### Tom Hayes Creative Services

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(619) 457-4364  
**Tom Hayes, Writer/Producer**  
VO

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7060 Hollywood Blvd.  
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FAX: (516) 739-5009  
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FAX: (503) 668-4379  
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Los Angeles, CA 90009  
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**Linda Pierson-Kahn, Manager/Market Communications**

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Dallas, TX 75225  
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FAX: (918) 254-6719  
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VO

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35 Sugarloaf Terrace  
Alamo, CA 94507  
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Culver City, CA 90232  
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FAX: (213) 838-6374  
**Peter Hartz,**  
President/Broadcast Division  
SU

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VO

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**Mike Weiner, President**  
VO

### International Graphics

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Phoenix, AZ 85018  
(602) 952-8117  
**Kevin Nutt, President**  
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### Inverse Vortex Productions

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New Orleans, LA 70116  
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**J.R. Lyons, President**  
VO

## jam

PRODUCTIONS.

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Dallas, TX 75227  
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FAX: (214) 381-4647  
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J PL

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Tampa, FL 33681  
(813) 229-5807  
**Brian James**  
J VO

### JDK Music Production

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Richmond, VA 23235  
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FAX: (804) 330-9308  
**John Keltonic, President**  
J

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**Jerry "DJ" Strothers**

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Tampa, FL 33609  
(813) 287-1047  
FAX: (813) 289-1879  
**Chris Clark**  
AV VO SU

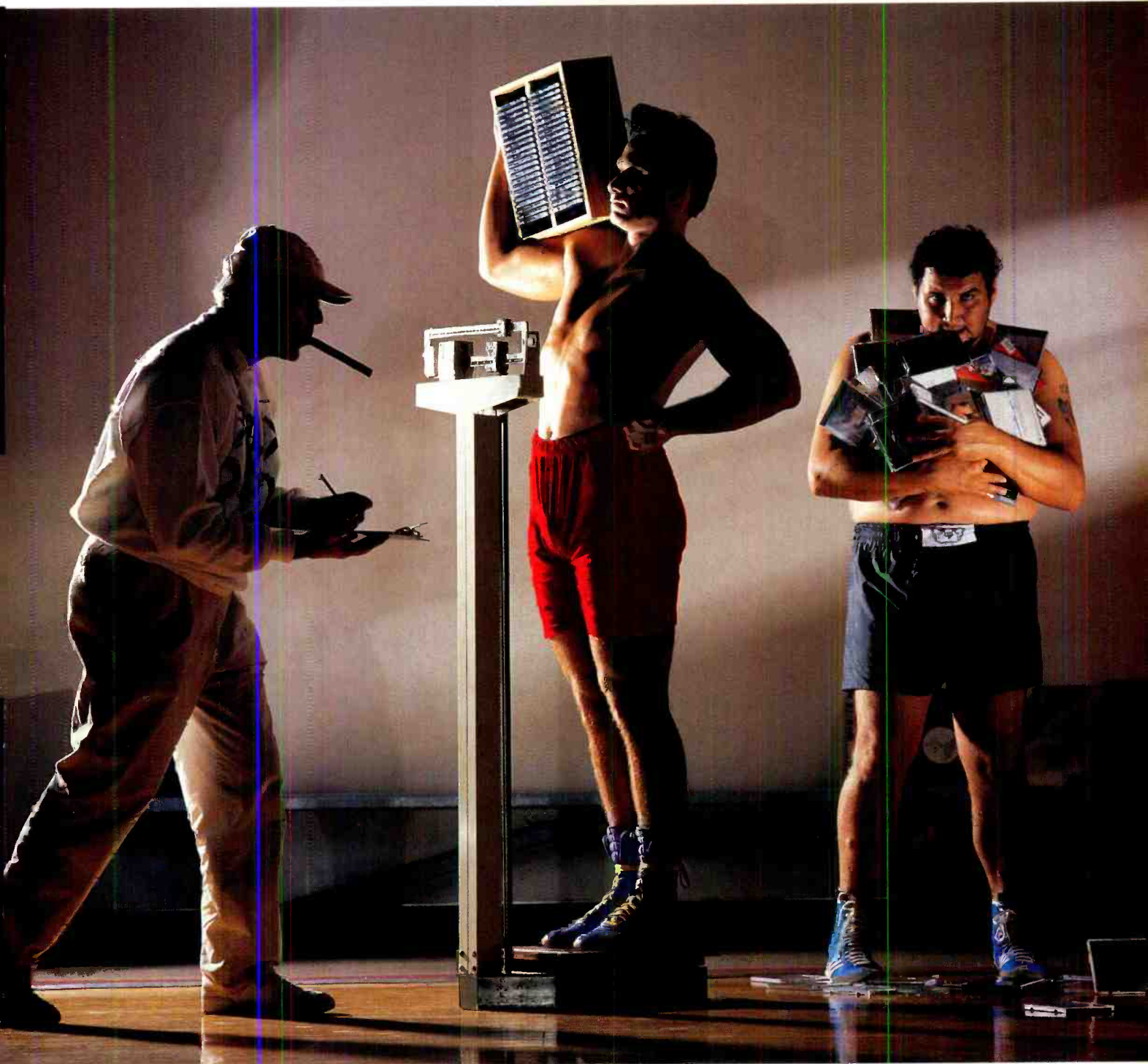
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# Compare Production Music Heavyweights

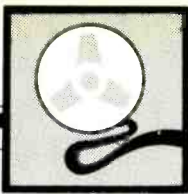


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J VO

**JOE KELLY**  
**CREATIVE SERVICES**

**Joe Kelly Creative Services**  
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Lake Bluff, IL 60044  
(708) 295-8610  
FAX: (708) 295-8622  
**Joe Kelly, President**  
SFX J PL VO

**Kendall Energies, Inc.**  
1824 Chestnut Street  
Philadelphia, PA 19103  
(215) 56-VOICE  
FAX: (215) 568-5164  
**Charlie Kendall, President**  
**Sheri Gillis, Sales Manager**  
AV J PL SL VO

**Kilian Creative Productions**  
6507 Three Chopt Road  
Richmond, VA 23226  
(804) 282-6117  
**Jason Meath, President**  
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FAX: 0116172892010  
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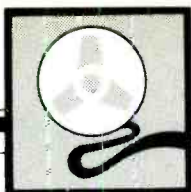
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VO

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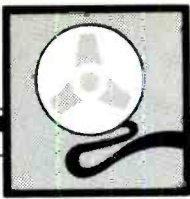
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J VO

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 FAX: (904) 753-1892  
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**Charlie Kennedy,**  
 Marketing Coordinator  
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 PL

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 J

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 FAX: (416) 510-0249  
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**Voice Over L.A.**  
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 Suite 620  
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 (213) 463-8652  
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**VOICE BOX**  
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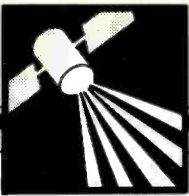
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 Washington, DC 20036  
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**Rebecca Parks, Marketing Manager**  
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**Gary Whiteaker Corp.**  
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 7 Treasure Cove  
 The Woodlands, TX 77381  
 (713) 363-4971  
**Bob Wood, President**  
 VO

**WTIX Business Radio 690**  
 3421 N. Causeway Blvd  
 Suite 800  
 Metairie, LA 70002  
 (504) 834-9849  
 FAX: (504) 834-9898  
**Leo Holzenthal, General Manager**

<b>AV = Audio/Video Tape Duplication</b>	<b>J = Jingles &amp; Musical ID's</b>	<b>SU = Satellite Uplink Services</b>
<b>SFX = Sound Effects</b>	<b>PL = Production Libraries</b>	<b>VO = Voiceover ID's, Liners &amp; Promos</b>
	<b>SL = Song Libraries</b>	



# PROGRAM SUPPLIERS & NETWORKS

## **ABC Contemporary Radio Network**

125 West End Avenue  
New York, NY 10023  
(212) 456-5441  
FAX: (212) 456-5314  
**Marla H. Bane, Director**

## **ABC Direction Radio Network**

125 West End Avenue  
New York, NY 10023  
(212) 456-5193  
FAX: (212) 456-5397  
**Richard J. Lorenzo, Director**

## **ABC Entertainment Programming**

ABC Watermark  
125 West End Avenue  
New York, NY 10023  
(212) 456-5365  
FAX: (212) 456-5449  
**Corinne Baldassano,**  
VP/Entertainment Programming  
**Patricia Kresner, Director**  
**Irene Minett, Dir./Tour Marketing**

## **abc ABC RADIO NETWORKS**

### **ABC Entertainment Radio Network**

125 West End Avenue  
New York, NY 10023  
(212) 456-5553  
FAX: (212) 456-5533  
**Patricia Goodrich, Director**

### **ABC FM Radio Network**

125 West End Avenue  
New York, NY 10023  
(212) 456-5635  
FAX: (212) 456-5397  
**Susan O'Connell, Director**

### **ABC Information Radio Network**

125 West End Avenue  
New York, NY 10023  
(212) 456-5585  
FAX: (212) 456-5397  
**Karen F. Freeman, Director**

### **ABC Radio Networks**

125 West End Avenue  
7th Floor  
New York, NY 10023  
(212) 456-5200  
FAX: (212) 456-5397  
**Robert Callahan, President**  
**Derek Berghuis, Senior**  
VP/Programming & Affil. Mktg.  
**Darryl Brown,**  
Group VP/Affiliate Marketing  
**Corinne Baldassano,**  
VP/Entertainment Programming  
**Frank Raphael, Director,**  
National Programming

### **ABC Rock Radio Network**

125 West End Avenue  
New York, NY 10023  
(212) 456-5652  
FAX: (212) 456-5397  
**Gloria Briggs, Director**

### **ABC Talkradio**

125 West End Avenue  
New York, NY 10023  
(212) 456-5638  
FAX: (212) 456-5533  
**Maurice Tunick, VP/Director**

### **Accu-Weather, Inc.**

619 W. College Avenue  
State College, PA 16801  
(814) 234-9601  
FAX: (814) 238-1339  
**Dr. Joel Myers, President**  
**Sheldon Levine, Director/Sales**  
**Phil Gelenbers, Regional Sales Manager**

### **Tom Adams Productions, Inc.**

Box 25989  
Honolulu, HI 96825  
(808) 395-7500, (808) 395-7501  
FAX: (808) 395-7502  
**Tom Adams, President/General Manager**

### **Afterglow Productions**

6223 Lochlevin Cove  
Memphis, TN 38119  
(901) 682-3028, (901) 365-4673  
**Don Johnson, President**

### **Agrivoice Network**

Tribune Radio Networks  
435 N. Michigan Avenue  
Chicago, IL 60611  
(312) 222-3342  
FAX: (312) 222-4876  
**John Beebe, National Sales Manager**

### **AKG Acoustics, Inc.**

1525 Alvarado Street  
San Leandro, CA 94577  
(415) 351-3500  
FAX: (415) 351-0500  
**S. Richard Ravich, President**

### **Gary Allyn Radio Enterprises**

P.O. Box 28606  
San Diego, CA 92198  
(619) 740-1111  
**Gary Allyn, President**

### **Alternative Programming, Inc.**

3626 N. Hall  
Suite 908  
Dallas, TX 75219  
(800) 231-2818, (214) 521-4484  
FAX: (214) 521-6808  
**Mickey Briggs, President/General Manager**  
**David Longhofer, Sales Manager**  
**Steve Ramsey, Southwest Regional Manager**  
**Geoff Waddell, National Research**  
Representative

### **America on the Road, Inc.**

P.O. Box 66736  
Falmouth, ME 04105  
(207) 781-5036, (213) 820-7207  
**Al Herskovitz, Marketing & Sales**  
**Ed Yelin, Producer**

### **American Comedy Network**

Park City Plaza  
10 Middle Street  
Bridgeport, CT 06604  
(203) 384-9443  
FAX: (203) 367-9346  
**Maggie Dugan, President/General Manager**  
**Patrick Leoney, Account Executive**  
**Adrienne Munos, Account Executive**

### **American Leisure Network**

(A Division of Morrie Trumble & Assoc.)  
139 Fulton Street, Suite 917  
New York, NY 10038  
(212) 693-2633  
FAX: (212) 571-1422  
**Morrie Trumble, President**





# PROGRAM SUPPLIERS & NETWORKS

## American Media

995 McMillan Street  
Atlanta, GA 30318  
(404) 873-3100  
FAX: (404) 875-8244

**Frank Williams, President**

**Robert Williams, Executive Vice President**

**Travis Head, Marketing Director**

## American Pie

P.O. Box 66455  
Los Angeles, CA 90066  
(213) 821-4005  
FAX: (213) 823-3389

**Janet Volat, Principal**

## American Radio Network

5287 W. Sunset Blvd.  
Los Angeles, CA 90027  
(213) 464-4580

**Dean Lewis, Executive Producer**

## American Radio Networks

423 New Karner Road  
Suite 5  
Albany, NY 12205  
(518) 869-4386

FAX: (518) 869-8706

**Donald Andrew Emanuel, President**

## America's Rock Network

6577 E. Camino Vista  
Suite 4  
Anaheim, CA 92807  
(714) 921-2401

FAX: (714) 974-6841

**Harvey Sheldon, General Manager**

## AMI News

Localized Ski, Camp, Fish & Beach Reports  
25 Maiden Lane  
San Francisco, CA 94108  
(415) 982-1441

FAX: (415) 421-6336

**John Hamilton, President**

**Rob Brown, VP/General Manager**

## Anderson Media Services, Inc.

2245 Godby Road  
Atlanta, GA 30349  
(404) 766-8000

**Al Anderson, President**

## Andromeda Imaging & Concepts

1310 Hickory Street  
Roseville, CA 95678  
(916) 784-1235

**Dale Kelly**

## The Answer

P.O. Box 4217  
St. Louis, MO 63163  
(314) 771-8271

**Stel Pontikes**

## Stephen Arnold Music Productions

7027 Twin Hill Avenue  
Dallas, TX 75231  
(214) 987-4123

FAX: (214) 891-9623

**Stephen Arnold**

## Toby Arnold & Associates

3234 Commander Drive  
Dallas, TX 75006  
(214) 661-8201, (800) 527-5335  
FAX: (214) 250-6014

**Toby Arnold, President**

## AP Associated Press Broadcast Services

**Associated Press  
Broadcast Services**  
1825 K Street, N.W.  
Washington, DC 20006-1253  
(800) 821-4747, (202) 955-7200  
FAX: (202) 955-7347  
**Jim Williams, VP/Director**  
**Daryl Staehle, Dir./Sales  
& Marketing**  
**Brad Kalbfeld, Deputy Dir./News  
& Programming**

## Audio Creations

801 Starmount Avenue, N.W.  
Roanoke, VA 24019  
(703) 563-8100

**Ben Peyton**

## The Audio Workshop

6972 Sycamore Lane  
Chickamauga, GA 30707

**Kenny Ludlow**

**Michael Nave**

## Avatar Productions

515 28th Street  
Suite 106  
Des Moines, IA 50312  
(515) 282-9746

FAX: (515) 243-3960

**Michael A. Meacham**

## Aviation Update

14587 Grand Avenue South  
Burnsville, MN 55337  
(612) 435-6033

FAX: (612) 892-3313

**Jon Nelson**

## Dale Baglo Broadcast, Inc.

825 Broughton Street  
Victoria, BC  
Canada, V8W 1E5  
(604) 386-1131

FAX: (604) 386-5775

**Dale Baglo, President**

## Bailey Broadcasting Services

3151 Cahuenga Blvd. W.  
Suite 200  
Los Angeles, CA 90068  
(213) 969-0011

FAX: (213) 969-8474

**Lee Bailey, President**

**Diane Blackmon-Bailey, Executive Vice  
President**

## Banana Time Joke Service

Condor Communications  
Box 45, Station Z  
Toronto, Ontario, CN M5N 2Z3  
(416) 781-1047

**Gary Wheeler, Editor/Publisher**

## Dick Bartley Productions

8 Greenlea Lane  
Weston, CT 06883  
(203) 227-5277

**Dick Bartley**

## Beethoven Satellite Network

c/o WFMT  
303 E. Wacker Drive  
Chicago, IL 60601  
(312) 565-5000

FAX: (312) 565-5169

**David Levin, Director**

## Frank Bennett Media Ventures

3131 Homestead Road  
Suite 17K  
Santa Clara, CA 95051  
(408) 247-0762

**Frank Bennett**

## Best of the Oldies Radio Network

15651 Dickens Street  
Suite 115  
Encino, CA 91436  
(818) 905-9388

**Darryl Evans**

## Beyond Bourbon Jazz Productions

P.O. Box 169-MO  
45 Davis Drive  
Milford, CT 06460  
(203) 877-2489  
FAX: (203) 453-2206

**Jim Rock**

## Big Band Music Network

305 N. Harbor  
Suite 315  
Fullerton, CA 92632  
(714) 871-9153  
FAX: (714) 879-6710

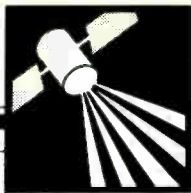
**Mike Ritto, Producer**

*Bits &  
Pieces*

## Bits & Pieces Creative Services

66 Heinz Avenue  
Staten Island, NY 10308  
(718) 966-0499

**Tony Fiori  
Ellie Fiori**



# PROGRAM SUPPLIERS & NETWORKS

## **Bonneville Broadcasting System**

4080 Commercial Avenue  
Northbrook, IL 60062-1892  
(800) 631-1600, (708) 219-0110  
FAX: (708) 291-0841

**James Opsitnik**, President/CEO  
**Walter Powers**, VP/Operations  
**Rich Washer**, Director/Sales  
**Steve Kline**, Client Services Director  
**Paula Grandolph**, Account Executive  
**Michael Krafcsin**, Sales/Program Consultant  
**Ford Colley**

## **Bowden Productions**

2964 LBJ Freeway  
Suite 301  
Dallas, TX 75234  
(214) 241-1926  
FAX: (214) 241-6778

**Tom Bowden**

## **BPI Entertainment News Wire**

33 Commercial Street  
Gloucester, MA 01930  
(508) 283-1709  
FAX: (508) 283-2428

**John Morgan**, General Manager  
**Don Gallagher**, Managing Editor

## **Bradbury Communications (BRADCOM)**

2210 E. Highland  
Suite 103-333  
San Bernardino, CA 92404  
(714) 883-1193

**Jay W. Bradbury**, President  
**Bill Williams**, Operations Manager  
**J. West**, Talent Coordinator

## **Brainstorm Productions, Inc.**

3731 W. 165th Street  
Cleveland, OH 44111  
(216) 671-5243

**Hal Legg**

## **The Breeze**

1069 10th Avenue, S.E.  
Minneapolis, MN 55414  
(612) 378-1254  
FAX: (612) 378-2546

**Tom Pelissero**, Operations Manager  
**Jack Moore**, President/General Manager  
**Rob Moore**, Program Director

## **Dick Brescia Associates**

c/o MediaAmerica, Inc.  
11 West 42nd Street, 27th Floor  
New York, NY 10036  
(212) 302-1100  
FAX: (212) 302-6024

**Dick Brescia**  
**David West**

## **The Broadcast Group**

3333 K Street N.W.  
Suite 77  
Washington, DC 20007  
(202) 337-3111  
FAX: (202) 337-7905

**Pegge Goertzen**, President

## BROADCAST PROGRAMMING

### **Broadcast Programming**

2211 Fifth Avenue  
Seattle, WA 98121  
(206) 728-2741, (800) 426-9082  
FAX: (206) 441-6582

**Edith Hilliard**, VP/General Manager  
**Tom Casey**, VP/Programming  
**John Sherman**, VP/Sales

### **Broadcast Services of Minnesota**

4551 Flag Avenue North  
Minneapolis, MN 55428  
(612) 537-1431  
FAX: (612) 537-0157

**Joseph E. Vukelich**, President  
**Don Vukelich**, VP/Marketing

### **Broadcast Weather Service, Inc.**

P.O. Box 1118  
Miami, FL 33138  
(305) 386-8705  
FAX: (305) 795-2746  
**Tom Burse**

### **Larry Bruce Communications**

2238 Bayview Heights Drive  
Suite C  
Los Osos, CA 93402  
(805) 528-0888  
FAX: (805) 528-0146

**Larry Bruce**, President  
**Elizabeth Burley**, Vice President  
**Keith Royer**, Operations Manager

### **Bullet Productions**

120 N. Victory  
Suite 102  
Burbank, CA 91502  
(818) 846-8200  
FAX: (818) 846-1866

**Bruce Bird**, President



Business Radio Network

### **Business Radio Network**

888 Garden of the Gods Road  
Colorado Springs, CO 80907  
(800) 321-2349  
FAX: (719) 528-5170

**Lou Mellini**, President/CEO  
**Patrick McCrummen**, Nat'l Affiliate  
Sales Manager

### **Cable Car Productions**

5054 Golden Drive  
San Jose, CA 95129  
(408) 255-0358

**Bob Utley**, Conductor

### **Cadena Radio Centro**

12655 N. Central Expwy.  
Dallas, TX 75243  
(214) 991-9761  
FAX: (214) 991-6795

**Carlos Aguirre**, Vice Chairman  
**Barrett Alley**, President

### **The Capital Report Newsfeed**

405 Hart Senate Office Bldg.  
Washington, DC 20510  
(800) 736-1001, (800) 736-2255

**Lisa Gagnon**  
**Dave Hodgdon**

### **Carney Productions**

1320 North Sycamore Avenue  
Suite 110  
Los Angeles, CA 90028  
(213) 962-9590  
FAX: (213) 962-9591

**Mark Carney**, President

### **CBN Radio**

Christian Broadcasting Network  
1000 Centerville Pike  
Virginia Beach, VA 23463  
(800) 347-7056

FAX: (804) 523-7863

**Michael Stephen Miller**, Manager/Station Services

### **CBS Radio Networks**

51 W. 52nd Street  
New York, NY 10019  
(212) 975-4321  
FAX: (212) 975-3515

**Robert P. Kipperman**, VP/GM-CBS Radio Networks

**Peter L. Moore**, VP/Affiliate Sales

**Richard N. Silipigni**, VP/Sales

**Frank D. Murphy**, VP/Programming

**Larry Cooper**, VP/News

**Paul Bronstein**, VP/Research

**Deb Reno**, Dir./Marketing & Promotions

**Nicholas Kiernan**, Operations Manager/  
CBS Hispanic

### **CD Media**

4444 Lakeside Drive  
Suite 320  
Burbank, CA 91505  
(818) 843-0687  
FAX: (818) 843-2736

**Wally Clark**

### **Chicago Bears Radio Network**

Tribune Radio Networks  
435 N. Michigan Avenue  
Chicago, IL 60611  
(312) 222-3342  
FAX: (312) 222-4876

**Jack Rosenberg**



# PROGRAM SUPPLIERS & NETWORKS

## **Chicago Cubs Radio Network**

Tribune Radio Networks  
435 N. Michigan Avenue  
Chicago, IL 60611  
(312) 222-4469  
FAX: (312) 222-4876  
**Jack Rosenberg**

## **Chicago Radio Syndicate, Inc.**

1134 N. La Brea  
Los Angeles, CA 90038  
(800) 621-6949, (213) 462-4966  
FAX: (213) 460-4280  
**Sandy Orkin, President**

## **The Children's Health News Network**

Children's National Medical Center  
111 Michigan Avenue, N.W.  
Washington, DC 20010  
(202) 939-4500  
FAX: (202) 939-4543  
**Marge Kumaki**

## **CKW & Associates**

4769 Elmer Avenue  
North Hollywood, CA 91602  
(818) 985-4743  
FAX: (818) 985-3779  
**Charles Waley**

## **Lita Cohen Radio Services**

309 Meadow Lane  
Merion, PA 19066  
(215) 668-0722  
FAX: (215) 299-2150  
**Lita Cohen, President**

## **Collins Broadcast Services**

174 King Henry Court  
Palatine, IL 60067  
(708) 991-1522  
FAX: (708) 991-1529  
**Stu Collins, President**  
**Margaret Norling, Vice President**

## **Coltan Communications, Inc.**

431 Post Road East  
Suite 727  
Westport, CT 06880  
(203) 847-0676  
FAX: (203) 227-3877  
**Peter Bloom**

## **Comedy Liners**

"100% Original Comedy"  
1115 Bellevue  
Laureldale, PA 19605  
(215) 921-9633  
**Roger Malone**

## **Comedy Warehouse**

P.O. Box 149  
Hales Corners, WI 53130  
(414) 529-5813  
FAX: (414) 529-2746  
**Mark Tuschel, Owner**  
**Roger Leeper, Hired Gun**

## **Computer Sports World**

1005 Elm Street  
Boulder City, NV 89005  
(800) 321-5562  
FAX: (702) 294-1322  
**Carl Lauterjung, VP/General Manager**

## **Concept Productions**

1224 Coloma Way  
Roseville, CA 95661  
(916) 782-7754  
FAX: (916) 786-8304  
**Dick Wagner, President**

## **Contemporary Group**

One Landmark Place  
1401 S. Brentwood Blvd.  
St. Louis, MO 63141  
(314) 962-4000  
FAX: (314) 962-0445  
**Gregory J. Hagglund, Vice President**

## **Continental Weather Corporation**

1407 Hounds Hollow Court  
Lutz, FL 33549  
(813) 949-4424  
FAX: (813) 949-3875  
**Alan Archer, President**

## **Continuum Broadcasting Network**

208 E. 51st Street  
Suite 1670  
New York, NY 10022  
(212) 713-5165  
**Steve Vaughn, Vice President**  
**Don Fass, Dir./Programming & News**

## **Copley Entertainment**

51 Fox Street  
Black Rock, CT 06605  
(203) 333-6633  
FAX: (203) 576-1738  
**Paul R. Krumins, President**

## **Copley Radio Network**

Prep Sheet & Wireless Flash  
P.O. Box 190  
San Diego, CA 92112  
(619) 293-1818, (800) 445-4555  
**Patrick Glynn**

## **Corporate Communications, Inc.**

12555 Biscayne Blvd.  
Suite 488  
Miami, FL 33181  
(305) 756-5295  
**Steve Ryan, President**

## **Country-Phonics**

3805 H. Street  
Eureka, CA 95501  
(707) 443-9836  
FAX: (707) 443-9853  
**Alan Olmstead, President**

## **Creative Radio Network**

30961 W. Agoura Road  
Suite 215  
Westlake Village, CA 91361  
(800) 392-9999, (818) 707-9011  
**Darwin Lamm, President**  
**Peter Kline, Director/Operations**

## **CRN International**

One Circular Avenue  
Hamden, CT 06514  
(203) 288-2002  
FAX: (203) 288-8537  
**Lucille A. Fortunato, Dir./Affiliate Relations**

## **Crowley Broadcasting Co.**

5100 N.W. 33rd Avenue  
Suite 155  
Ft. Lauderdale, FL 33309  
(305) 735-5222  
FAX: (305) 735-5226  
**Stephen Crowley, President**  
**Loretta Murphy, Comptroller**

## **Ron Cutler Productions**

1639 Westwood Blvd.  
Los Angeles, CA 90024  
(213) 478-2166  
FAX: (213) 444-9311  
**Ron Cutler, President**

## **D.B. Productions, Inc.**

8 Greenlea Lane  
Weston, CT 06883  
(203) 227-5299  
FAX: (203) 227-1325  
**Dick Bartley**

## **The Daily Feed**

1012 14th Street N.W.  
Suite 205  
Washington, DC 20005  
(202) 638-4222  
FAX: (202) 783-5117  
**John Dryden, President**

## **Dan-O Custom Comedy**

4949 S.W. Macadam  
Suite 204  
Portland, OR 97201  
(503) 226-0100  
FAX: (503) 295-9281  
**Dan-O Clark**

## **Daynet**

2211 Broadway  
Suite 3-A  
New York, NY 10024  
(212) 787-2110  
FAX: (212) 877-1413

## **DBA**

164 Garfield Street  
Haworth, NJ 07641  
(201) 385-6566  
FAX: (201) 302-6024  
**David West, VP/Affiliate Relations**

## **Del Mar Broadcasting Networks**

225 Stevens Avenue  
Suite 104  
Solana Beach, CA 92075  
(619) 755-2811  
FAX: (619) 755-5241  
**Michael McKeever, President**



# PROGRAM SUPPLIERS & NETWORKS

**DeWolfe Music Library**  
25 W. 45th Street  
New York, NY 10036  
(212) 382-0220, (800) 221-6713  
FAX: (212) 382-0278  
**Andrew M. Jacobs**

**Digital Planet**  
22010 S. Wilmington  
Suite 208  
Carson, CA 90745  
(213) 513-1630  
FAX: (213) 513-6514

**Digital Programming, Inc.**  
P.O. Box 8008  
Van Nuys, CA 91409  
(818) 780-9780  
**Ron Erwin, Dir./Programming**

**Digital Radio Network**  
35 Broadway  
Brooklyn, NY 11211  
(718) 486-8788  
FAX: (718) 486-5092  
**Paul Zullo, President**  
**Trev Huxley, Executive Vice President**  
**Marc Miller, VP/General Manager**

**DIR Broadcasting Corp.**  
32 E. 57th Street  
New York, NY 10022  
(212) 371-6850  
FAX: (212) 888-8650  
**Robert Meyrowitz, President**  
**Michael Abramson, VP/Programming**

**Roger Dorfman Productions, Ltd.**  
San Francisco Sound Archive  
612 Canvasback Drive  
Suisun City, CA 94585  
(707) 425-8137  
**Roger Dorfman, Owner**

**Dow Jones Radio Network**  
200 Liberty Street  
New York, NY 10281  
(212) 416-2381  
FAX: (212) 416-4195  
**Robert B. Rush, Dir./Broadcast Services**

**Drake-Chenault/Jones Satellite Services**  
2000 Randolph Road S.E.  
Albuquerque, NM 87106  
(505) 247-33-3  
FAX: (505) 247-9964  
**T.J. Lambert, General Manager**  
**Phil Barry, Programming Services**

**Drive Time Syndication**  
324 Allen Street  
Hudson, NY 12534  
(518) 828-7554  
**Colleen Craig**

**Eagle Media Productions, Ltd.**  
P.O. Box 430  
North Salem, NY 10560  
(914) 669-5277  
**Lou Adler, President**

**EDI Radio Network**  
P.O. Box 4562  
Carlsbad, CA 92008  
(619) 598-1349  
FAX: (619) 591-4552  
**Pat Gallagher, President**  
**Judy Hahn, Vice President**

**EFM Media Management**  
342 Madison Avenue  
Suite 920  
New York, NY 10173  
(212) 661-7500  
FAX: (212) 661-7945  
**Edward F. McLaughlin, President**

**Emerald Entertainment Network**  
1033 16th Avenue South  
Nashville, TN 37212  
(615) 327-9544  
**Jim Wood, President**  
**Dewey Bruce, VP/Affiliate Relations**

**ENTERTAINMENT**  
6700 Centinela Avenue  
Suite 100  
Culver City, CA 90230  
(213) 390-9671  
FAX: (213) 398-7416  
**Dana Miller, Executive Producer**  
**Andrew Peruzzi, VP/Sales**

**Entertainment Radio Inc.**  
11684 Ventura Blvd.  
Suite 589  
Studio City, CA 91604-2652  
(818) 985-4807  
FAX: (818) 762-7931  
**Edward Rasen, President**  
**Cheryl Frenchi, VP/Operations**  
**Greg Long, VP/Sales**  
**Gary Southmayd, VP/Marketing**  
**Kathleen Rodrigues, Syndication**  
**Joe Black, Producer**

**Everett Enterprises**  
P.O. Box 1327  
Beverly Hills, CA 90213  
(213) 285-8232  
**Billy Everett, Owner**  
**Bobby Stern, General Manager**

**Far West Communications**  
120 N. Victory Blvd.  
Suite 106  
Burbank, CA 91502  
(818) 566-7003, (800) 783-2946  
FAX: (818) 566-7086  
**Paul Ward, President**

**Farming America**  
Tribune Radio Networks  
435 N. Michigan Avenue  
Chicago, IL 60611  
(312) 222-3342  
FAX: (312) 222-4876  
**John Beebe, National Sales Manager**

**Financial Marketing Network**  
6730 W. 86th Place  
Suite 4  
Los Angeles, CA 90045  
(213) 216-6947  
**H. Thomas Hall Jr., President**

**Financial News Network**  
320 Park Avenue  
3rd Floor  
New York, NY 10022  
(212) 891-7300  
**Michael Wheeler, President**

**John Mack Flanagan Broadcast Services**  
720 Thornhill  
Colma, CA 94015  
(415) 992-9070  
FAX: (415) 992-9070  
**John Mack Flanagan**

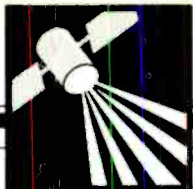
**FMN Hispanic Sports**  
6730 West 86th Place  
Suite 4  
Los Angeles, CA 90045  
(213) 216-6947  
FAX: (213) 338-8531  
**H. Thomas Hall Jr., President**

**Focus on Youth, Inc.**  
P.O. Box 3035  
Princeton, NJ 08543  
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FAX: (609) 258-1649  
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3 River Street  
White Springs, FL 32096  
(904) 397-4145  
FAX: (904) 397-4149  
**Chuck Harder**

**Functional Realities**  
22647 Ventura Blvd.  
Suite 303  
Woodland Hills, CA 91364  
(213) 455-3872  
FAX: (213) 455-3404  
**Patrick Fitch, Executive Producer**

**Galaxy-L.A. Air Force**  
Current Artist & Record Information  
1097 D-Bar-K Drive  
Durango, CO 81301  
(303) 247-5082  
**Terry Moss, Publisher**



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 (Producers of SOMETHING SPECIAL)  
 12050 Valleyheart Drive, Suite 101  
 Studio City, CA 91604  
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 FAX: (818) 506-5941  
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 Broadcast Division  
 712 Broadway, Suite 602  
 Kansas City, MO 64105  
 (816) 221-5115  
 FAX: (816) 221-3515  
**Shane Hackett**, Vice President  
**Dave Donlin**, Executive Producer

**Global Satellite Network**  
 15477 Ventura Blvd.  
 Suite 300  
 Sherman Oaks, CA 91403  
 (818) 906-1888  
 FAX: (818) 906-97360

**Howard Gillman**, President  
**Andrea Weiss**, GM/Affiliate Relations  
**George Taylor Morris**, VP/Programming  
**Mark Felsot**, Producer  
**Emily Carey**, Producer  
**Kevin Barry**, Producer

**Gold Mine**  
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 Honolulu, HI 96825  
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 FAX: (808) 395-7502  
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**Art Good's Jazz Trax**  
 P.O. Box 86085  
 San Diego, CA 92138  
 (619) 233-9228  
 FAX: (619) 233-7950  
**Art Good**

**Green Diamonds Radio**  
 2833 Zoletto Avenue  
 Bronx, NY 10461  
 (212) 409-4527  
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 FAX: (818) 963-2070  
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 Willoughby, OH 44094  
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**Shella Heil**, Director/Station Relations

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 Suite 711  
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**Hollywood Hotline (tm)**  
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 Sparks, NV 89432  
 (702) 331-0991  
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**The Home Shopping Network, Inc.**  
 P.O. Box 9090  
 Clearwater, FL 34618-9090  
 (813) 572-8585  
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**The Hook Factory**  
 12732 N.E. Hassalo  
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 (503) 253-4175  
 FAX: (503) 252-8315  
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**Hot Mix Radio Network, Inc.**  
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 Suite 11  
 Tempe, AZ 85281  
 (602) 966-9900  
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**Andrew Starr**, President  
**Dave Rajput**, Programmer  
**Markus Schultz**, Production Assistant

**House of Music**  
 3100 Airway Avenue  
 Costa Mesa, CA 92626  
 (714) 641-8000, (800) 641-8000  
 FAX: (714) 641-5000  
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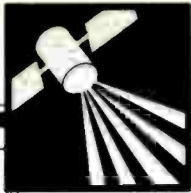
**Humane Society of the U.S.**  
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 2100 L Street N.W.  
 Washington, DC 20037  
 (800) 237-7242, (202) 452-1100  
 FAX: (202) 778-6132  
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 Alamo, CA 94507  
 (415) 933-3500  
 FAX: (415) 933-3502  
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 (603) 880-4828  
**Cindy Parente**

**In All Seriousness Comedy Service**  
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 Erie, PA 16512  
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**Mike Kohlmeier**



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FAX: (218) 829-3091  
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119 1/2 E. Wayne Street  
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8913 W. Olympic Blvd., Suite 201  
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Suite 200  
Naples, FL 33940  
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FAX: (813) 434-8429  
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2185 Hampton Avenue  
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(800) 752-9636  
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Off Hour Rockers  
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FAX: (516) 628-3963  
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1700 Connecticut Avenue, N.W.  
Washington, DC 20009  
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FAX: (202) 332-6810  
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68 Commercial Wharf  
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FAX: (617) 720-5783  
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New York, NY 10012  
(212) 941-5600  
FAX: (212) 941-5664  
**John Fox**

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Las Vegas, NV 89170  
(702) 361-4498  
FAX: (702) 795-3388  
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**Jullo's Original Comedy Service**  
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St. Petersburg, FL 33702  
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Cockeysville, MD 21030  
(301) 667-0277  
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Eureka, CA 95501  
(707) 443-9836  
FAX: (707) 443-9853  
**Alan Olmstead, President**

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New Age Format Service  
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Eureka, CA 95501  
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FAX: (707) 443-9853  
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181 N. Mill Street  
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Richland Center, WI 53581  
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Brooklyn, NY 11217  
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**Don Kirshner Communications**  
600 Getty Avenue  
Clifton, NJ 07011  
(201) 340-7070  
FAX: (201) 546-0885  
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Richmond, TX 77469  
(713) 342-9570  
FAX: (713) 232-6191  
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1728 Spy Run Avenue  
Ft. Wayne, IN 46805  
(219) 420-5533  
FAX: (219) 422-1443  
**Barry LaBov, President**

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Temple Terrace, FL 33617  
(800) 827-3301  
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**Marc Goodman, Vice President**  
**Ed Quagliarriello,**  
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### L.K. McNally Associates

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Portland, ME 04104  
(207) 767-4321

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**Russ Murley, Meteorologist**

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**Les Wielgos, Executive Producer**

## Marconi & Cheese Communications

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Toronto, Ontario, CN M5T 2C2  
(416) 361-3574

FAX: (416) 353-9090

**Kat Mullaly, President**

## McGhan Radio Productions

1920 Hillcrest Road  
Los Angeles, CA 90068  
(213) 850-7417

FAX: (213) 876-5477

**Jim Turnbull, Operations Manager**  
**Donna Sekulidis, VP/Production**

## Media Access, Inc.

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**Carl Panzarella, U.S. Sales Rep**  
**Ed Russell**

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FAX: (212) 302-6024

**Ron Hartenbaum, Chairman**  
**Gary Schonfeld, President**

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New York, NY 10168  
(212) 972-1030

FAX: (212) 697-8123

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Suite 1400  
Houston, TX 77056  
(713) 621-2800

FAX: (713) 622-9071

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Beverly Hills, CA 90212  
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FAX: (213) 278-7932

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**Robert Michelson, VP/East**

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FAX: (212) 691-5531

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**Susan Scharf, Vice President**

**Tracy Swedlow, Dir./Marketing & Research**

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34th Floor  
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FAX: (212) 586-1090

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## MNN Radio Networks, Inc.

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FAX: (612) 290-1260

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Denver, CO 80223  
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FAX: (303) 733-3801

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## Moss Broadcasting Comm, Inc.

4975 Ireland Lane  
W. Linn, OR 97068  
(503) 656-5005

FAX: (503) 656-5676

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Daytona Beach, FL 32115  
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FAX: (904) 254-6716

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FAX: (413) 782-8673

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(505) 988-2004

FAX: (505) 988-4727

**Frank Forest, Producer/Host**

## MUSICWORKS, Inc.

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 FAX: (703) 685-2145  
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 Washington, DC 20005  
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 1400 16th St. NW  
 Washington, DC 20036  
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 FAX: (202) 797-6646  
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**Curtis Croley, Audio Visual Specialist**

**Natural Sound**  
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 FAX: (813) 383-8119  
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 FAX: (213) 275-2602  
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 FAX: (301) 587-9267  
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 FAX: (416) 363-9090  
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 Narberth, PA 19072  
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 FAX: (215) 667-8939  
**Jon Harmelin, VP/General Manager**  
**Sid Mark, President**

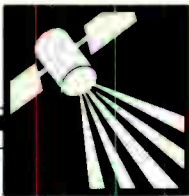
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 P.O. Box 2269  
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 (303) 983-6866  
 FAX: (303) 443-3453  
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 Springfield, VA 22150  
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**Roger Elm, Operations**

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 Santa Monica, CA 90406  
 (213) 395-2736  
 FAX: (213) 451-5030

**PIA Radio Sports**  
 680 N. Lake Shore Drive  
 Suite 800  
 Chicago, IL 60611  
 (312) 943-8888  
 FAX: (312) 943-5464  
**Brad Saul, CEO**  
**Larry Grossman, Vice President**





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**Harold Wrobel, General Counsel**

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**Harley Lampman, Sales Manager**

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(915) 697-4939

**Michael L. Schuff**

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**Lisa Young**

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FAX: (813) 578-1348

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FAX: (818) 760-2084

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**John Fodor, General Manager**

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**Lori Lerner, President**

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Association of Unity Churches  
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(816) 524-7414

FAX: (816) 525-4020

**Carolyn Craft, Radio/Media Consultant**

### **Radio New England, Inc.**

75 Gardner Street  
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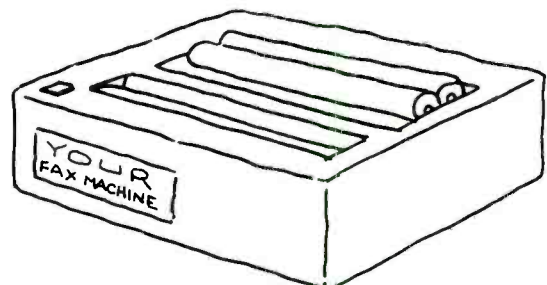
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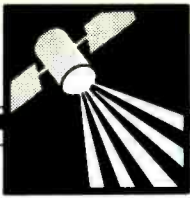
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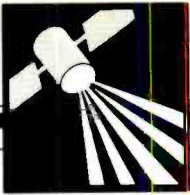
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FAX: (803) 641-1001

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**Harley Drew, VP/Programming**

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Olean, NY

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WRLX & WFFX  
WZOQ  
KZBB  
KMJC  
WFRG-AM & FM  
WHDL & WPIG

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Building D  
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FAX: (415) 456-7261

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FAX: (508) 526-8106

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**Joseph L. Winn, Executive Vice President**  
Boston, MA WRKO & WBMX  
Rochester, NY WRMM-AM & FM

## Audubon Broadcasting Company

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Atlanta, GA 30361  
(404) 881-0200

**Pegram Harrison, President**

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Lexington, KY WBBE & WMGB  
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FAX: (704) 335-9904

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**Reggie Jordan, VP/Radio**  
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Charleston, SC WXLV  
Colorado Springs, CO KILO  
Lynchburg, VA WWOD & WKZZ  
Waterloo, IA KXEL & KOKZ  
Bowling Green, KY WLBK & WCBZ  
Greenwood, MS WABG  
Kingsport, TN WKIN & WZXY  
Greensboro, NC WPET & WKSI

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2303 W. Wall Street  
Midland, TX 79701  
(915) 687-3838  
FAX: (915) 687-5428

**George Bakke, Chairman/President**

**Greg Poland, CFO**

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Lubbock, TX KXTQ & KKIK  
Amarillo, TX KLSF  
Abilene, TX KORQ-AM & FM

## Barnstable Broadcasting, Inc.

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Waltham, MA 02254-9042  
(617) 647-0608  
FAX: (617) 647-2621

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**James L. Paglia, VP/Finance**

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Hempstead, NY WHLI & WKJY  
Harrisburg, PA WWKL  
Albany, NY WGN-AM & FM

## Beach-Schmidt Group

2300 Hall  
P.O. Box 817  
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Great Bend, KS KHOK  
North Platte, NE KOOQ & KELN  
Plainview, TX KVOP & KATX  
St. Joseph, MO KFEQ  
Hutchinson, KS KWBW & KHUT

## Beacon Broadcasting Corporation

475 South Avenue  
P.O. Box 511  
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(914) 831-8000

FAX: (914) 838-2109

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**Alford H. Lessner, President**

**Robert A. Outer, Executive Vice President**

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Suite 200  
Naples, FL 33940  
(813) 263-5000  
FAX: (813) 434-8808, (818) 263-8191

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Philadelphia, PA WXTU & WTEL  
Orlando, FL WJHM  
Los Angeles, CA KRTH  
Greensboro, NC WJMH  
Conway, SC WBIG  
Charlotte, NC WCKZ  
Fayetteville, NC WFAI & WKML  
Reidsville, NC WJMH  
New Orleans, LA KQLD  
Miami, FL WPOW  
Ft. Myers, FL WZRZ & WRXK  
Aurora, IL WYSY-AM & FM  
Little Rock, AR KAAY

## Beck-Ross Communications, Inc.

100 Merrick Road  
P.O. Box 256  
Rockville Centre, NY 11570  
(516) 764-8999, (718) 343-1234  
FAX: (516) 764-7759

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FAX: (309) 827-8071

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Johnson City, TN WJCW & WQUT  
Bloomington-Normal WJBC & WBNQ

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Salt Lake City, UT 84110-1160  
(801) 575-7500  
FAX: (801) 575-7548

**Rodney H. Brady, President/CEO**

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Chicago, IL WTMX  
San Francisco, CA KOIT-AM & FM  
Dallas, TX KAAM & KZPS  
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Kansas City, MO KMBZ & KMBR  
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(a division of Booth American)

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(313) 965-3360  
FAX: (313) 965-1160

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Cincinnati, OH WSAI & WWNK  
Toledo, OH WTOD & WKKO  
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P.O. Box 1389  
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(703) 669-8112  
FAX: (703) 669-0541

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FAX: (212) 245-9271

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Dallas, TX                        KSKY  
Chicago-Oak Park, IL        WVAZ  
Charlotte, NC                  WGVJ & WPEG

## Broadco of Texas, Inc.

1421 Great Plains Blvd.  
Suite C  
Lawton, OK 73506-1953  
(405) 536-9530

FAX: (405) 536-FAXX

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Brown Broadcasting Division  
5700 Wilshire Blvd., Suite 480  
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(213) 274-8411

FAX: (213) 954-8940

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Modesto-Merced, CA        KUBB  
Monterey-Salinas, CA        KWAV  
Portland, ME                    WYNZ-AM & FM  
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Pittsburgh, PA 15222  
(412) 263-6725

FAX: (412) 263-6730

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FAX: (212) 456-6089

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Atlanta, GA                        WKHX-AM & FM  
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(205) 343-1000

FAX: (205) 344-6006

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Charleston, WV                WCAW & WVAF  
Nashville, TN                    WGFX

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600 Congress  
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Austin, TX 78701  
(512) 477-7338

FAX: (512) 477-7389

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**William Hicks, President/COO**

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Houston, BC                        CHBV  
100 Mile House, BC              CKBX  
Prince George, BC                CJCI & CIRX-FM  
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Quesnel, BC                        CKCQ  
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(801) 268-8181  
FAX: (801) 268-8497

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(212) 975-3976

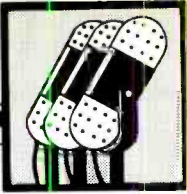
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Boston, MA                        WODS  
Houston, TX                        KLTR  
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Dallas, TX                        KTXQ  
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Detroit, MI                        WWJ & WJOL  
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FAX: (203) 549-3431

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### Robert Dunn, President Radio Division/COO

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Stanford, CT	WSTC & WJAZ
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FAX: (602) 956-5632

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FAX: (512) 822-2299

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San Antonio, TX	WOAI & KAJA
Oklahoma City, OK	KTKO & KJYO
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Austin, TX	KPEZ
New Haven, CT	WELI
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Houston-Pt. Arthur,	KHYS
Bryan-College Station	KORA & KTAM

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### David Coppock, President/CEO

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Chattanooga, TN	WUSY

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FAX: (212) 486-1394

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Dallas, TX	KRLD
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11th Floor

San Diego, CA 92103

(619) 236-9599

FAX: (619) 233-6517

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Albuquerque, NM	KRZY & KRST

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(801) 364-3561

FAX: (801) 538-5690

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Idaho Falls, ID	KUPI-AM & FM
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FAX: (319) 583-4535

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### Kevin Kelly, General Manager

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Salinas, CA 93912

(408) 424-1428

FAX: (408) 757-8610

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Eugene, OR	KEED & KSND
Anchorage, AK	KKSD & KASH

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Peoria, IL 61612

(309) 694-6262

FAX: (309) 694-2233

### Jim Glassman, President

Peoria, IL	WIRL & WSWT
Quad Cities, IL	KRVR

## Constant Communications

Marinship Yacht Harbor  
Suite 1

Sausalito, CA 94965

(415) 331-2345

FAX: (415) 331-2352

### Frederic W. Constant, President

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Reno, NV	KOLO & KWNZ
Boise, ID	KIZN-AM & FM

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St. Charles, MO 63301

(314) 947-0600

FAX: (314) 947-7314

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### Janet Cox, Vice President

Columbia, MO	KFMZ
Terre Haute, IN	WBOW & WZZQ
Osage Beach, MO	KBMX
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## Cook Inlet Radio Partners

6301 Ivy Lane  
Greenbelt, MD 20770

(301) 441-3500

FAX: (301) 982-0981

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Houston, TX	KFMK
Seattle, WA	KUBE
Washington, DC	WPGC-AM & FM
Atlanta, GA	WZGC
Chicago, IL	WUSN
Phoenix, AZ	KOPA & KSLX

## Cox Enterprises, Inc.

1400 Lake Hearn Drive, N.E.

Atlanta, GA 30319

(404) 843-5245

FAX: (404) 843-5586

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Chicago, IL	WCKG
Miami, FL	WIOD & WFLC
Atlanta, GA	WSB-AM & FM
Charlotte, NC	WSOC-AM & FM
Dayton, OH	WHIO & WHKO
Tampa, FL	WSUN & WWRM
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## CR Broadcasting, Inc.

500 Greentree Commons

381 Manfield Avenue

Pittsburgh, PA 15220

(412) 928-0707

FAX: (412) 928-7715

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McLeansboro, IL	WMCL
Andalusia, AL	WWSF
Ft. Walton Beach, FL	WWSF-FM

## Crawford Broadcasting

P.O. Box 3003

Blue Bell, PA 19422-0735

(215) 628-3500

### Don Crawford, President

Avalon-Los Angeles	KBRT
Hammond-Chicago, IL	WYCA
Detroit, MI	WMUZ
Garland, TX	KPBC
Buffalo, NY	WDCX
Birmingham, AL	WDJC

## CRB Broadcasting Corporation

630 Fifth Avenue

Room 2930

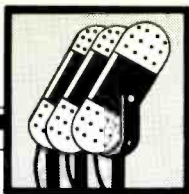
New York, NY 10111

(212) 581-7550

FAX: (212) 969-9102

### Henry W. Stein, Acting COO

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Wilmington, DE	WJBR-AM & FM
Ft. Pierce, FL	WZZR
Huntington, WV	WTCR-AM & FM
White Plains, NY	WFAS-AM & FM
Norwalk, CT	WNLK & WGMX



# RADIO GROUP OWNERS

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Vienna, VA 22182  
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Concord, CA KKIS-AM & FM  
Ft. Collins, CO KTRR-FM  
Victorville, CA KZXY & KQKL  
Anniston, AL WHMA-AM & FM  
Chillicothe, OH WBEX & WKKJ  
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6543 E. Hummingbird Lane  
Scottsdale, AZ 85253  
(602) 265-0597

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2000 L Street N.W.  
Suite 200  
Washington, DC 20036  
(202) 659-3331

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**Jay Williams, COO**  
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Fitchburg, MA WFGL  
Worcester, MA WXLO

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Suite 199  
Atlanta, GA 30339  
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FAX: (404) 955-6220

**Kent Burkhardt, President**  
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(501) 521-5566

**Levoy Demaree, President**  
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Sallisaw, OK KKID-AM & FM  
Fayetteville, AR KFAY & KKEG  
Searcy, AR KWCK-AM & FM  
Hot Springs, AR KZNG & KQUS  
Huntsville, AR KFAY-FM  
Joplin, MO WMBH & KКУZ  
Bentonville, AR KOLZ  
Barline-Ft. Smith KOLX

**Desnick Broadcasting of Columbia Inc.**  
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Columbia, MO 65202  
(314) 449-2433  
FAX: (314) 442-4329

**Randy Wright, General Manager**  
Columbia, MO KTGR & KCMQ

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Windy City Broadcasting**  
4949 W. Belmont Avenue  
Chicago, IL 60641  
(312) 777-1700

**Daniel Lee, President**  
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Chicago, IL WSBC & WXRT  
Oklahoma City, OK KOMA & KRXO  
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**Dick Broadcasting, Inc.**  
6711 Kingston Pike  
Knoxville, TN 37919  
(615) 588-6511  
FAX: (615) 588-3725

**James A. Dick, Chairman**  
**James A. Dick Jr., President**  
Knoxville, TN WIVK-AM & FM  
Nashville, TN WKDA & WKDF  
Greensboro-Winston-  
Salem, NC WKRR  
Birmingham, AL WVOK & WZRR

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1551 Springhill Avenue  
Mobile, AL 36604  
(205) 432-5572  
FAX: (205) 438-4044

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**Bernie Barker, Vice President**  
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Memphis, TN KMPZ  
Mobile, AL WABB-AM & FM

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Madison, WI 53701  
(608) 274-5450  
FAX: (608) 274-5521

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4317 Grassmere Lane  
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**FAX: (214) 521-2148**  
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**Drexel Hill Associates**  
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Elmhurst, IL 60120  
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**Rolland C. Johnson, President/CEO**  
Sacramento, CA KQPT  
Tucson, AZ KJYK & KKLD  
Lafayette, IN WASK-AM & FM  
Annapolis, MD WHFS

**Duffy II Corporation**  
5220 N. 7th Street  
Phoenix, AZ 85014  
(602) 236-0100  
FAX: (602) 274-1686

**Jerry Ryan, Vice President**  
Phoenix, AZ KESZ

**Durham Life Broadcasting**  
P.O. Box 29521  
3012 Highwoods Blvd.  
Raleigh, NC 27626  
(919) 876-0674  
FAX: (919) 790-6346

**Robert Butler, Executive Vice President**  
Raleigh, NC WPTF & WQDR  
Laurinburg, NC WEWO  
Fayetteville, NC WSTS

**Edens Broadcasting**  
840 N. Central Avenue  
Phoenix, AZ 85004  
(602) 258-5293  
FAX: (602) 256-7821

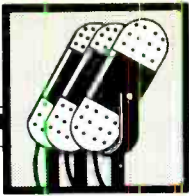
**Gary Edens, Chairman/CEO**  
**Michael Osterhout, President/COO**  
Tampa, FL WRBQ-AM & FM  
Phoenix, AZ KOY-AM & FM  
Richmond, VA WRVA & WRVQ  
Norfolk, VA WWDE  
San Diego, CA KKLQ-AM & FM

**Emmis Broadcasting**  
950 N. Meridian Street  
Suite 1200  
Indianapolis, IN 46204  
(317) 266-0100

**FAX: (317) 631-3750**  
**Jeff Smulyan, CEO**  
**Steve Crane, President**  
New York, NY WFAN & WQHT  
Los Angeles, CA KPWR  
Washington, DC WAVA  
St. Louis, MO KSHE  
Minneapolis, MN WLOL  
Indianapolis, IN WENS  
Boston, MA WCDJ  
Chicago, IL WKQX

**Empire Radio Partners, Ltd.**  
1430 Balltown Road  
Schenectady, NY 12309  
(518) 381-4800  
FAX: (518) 381-4855

**Dennis R. Israel, President/CEO**  
**R. Andrew Brothers, Executive VP/CFO**  
**Jeffrey W. Clark, Executive Vice President**  
Albany-Schenectady-Troy WGY-AM & FM  
Concord-Manchester-Hill WJYY & WRCI  
Altoona-Johnstown, PA WFBG-AM & FM



# RADIO GROUP OWNERS

## Entertainment Communications, Inc.

(Entercom)  
100 Presidential Blvd.  
Bala Cynwyd, PA 19004  
(215) 667-1226  
FAX: (215) 667-1326

### Joseph M. Field, President

San Francisco, CA	KITS
Houston, TX	KLDE
Pittsburgh, PA	WEPP & WDSY
Seattle-Tacoma, WA	KTAC & KBRD
Minneapolis, MN	KMZZ & KLXK
Tampa, FL	WYUU
Gainesville-Ocala, FL	WKTK
Oklahoma City, OK	KOQL

## Eric/Chandler Communications

17835 Ventura Blvd.  
Suite 206  
Encino, CA 91316  
(818) 881-4333  
FAX: (818) 345-1829

### Thomas Miserendino, President

**Jeff Apregan, Vice President**  
Lancaster, CA KHJJ & KGMX  
Ventura, CA KKUR-FM

## Evergreen Media Corporation

433 E. Las Colinas Blvd.  
Suite 1130  
Irving, TX 75039  
(214) 869-9020  
FAX: (214) 869-3671

### Scott Ginsburg, President/CEO

Jacksonville, FL	WAPE
Los Angeles, CA	KKBT
Coral Gables, FL	WVCG
Chicago, IL	WLUP-AM & FM
Dallas, TX	KHYI

## EZ Communications

10800 Main Street  
P.O. Box 10103  
Fairfax, VA 22030  
(703) 591-1000  
FAX: (703) 934-1200

### Alan Box, President

Miami, FL	WHQT
Pittsburgh, PA	WBZZ
St. Louis, MO	KYKY
New Orleans, LA	WEZB
Charlotte, NC	WMXC
Seattle, WA	KMPS-AM & FM
Phoenix, AZ	KMXX & KAMJ
Sacramento, CA	KRAK-AM & FM
Jacksonville, FL	WOKV & WKQL
Philadelphia, PA	WIOQ

## Fairbanks Communications, Inc.

1601 Belvedere Road  
Suite 202E  
West Palm Beach, FL 33406  
(407) 838-4370  
FAX: (407) 689-9957

### Richard Fairbanks, President

Framingham, MA	WKOX
Boston, MA	WVBF
West Palm Beach, FL	WJNO & WRMF

## Faircom Inc.

333 Glen Head Road  
Old Brookville, NY 11545  
(516) 676-2644

### Joel M. Fairman, President

Southampton, NY	WHFM
Charleston, SC	WSSX
Flint, MI	WKMF & WCRZ

## Fairfield Broadcasting Co.

4200 W. Main Street  
Kalamazoo, MI 49007  
(616) 385-2757

FAX: (616) 345-1436

### Stephen C. Trivers, President

Kalamazoo, MI	WQLR & WQSN
Fort Wayne, IN	WJLT & WLTV

## Fairmont Communications Corporation

430 Reading Road  
Fourth Floor  
Cincinnati, OH 45202  
(513) 421-6726

FAX: (513) 381-2691

### Mark O. Hubbard, President/COO

San Francisco, CA	KIOI
Detroit, MI	WMTG & WNIC
Nashville, TN	WLAC-AM & FM
Albuquerque, NM	KKOB-AM & FM
Portland, OR	KMJK-FM
Vancouver, WA	KMJK

## Family Stations

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

### Harold Camping, President/

#### General Manager

San Francisco, CA	KEAR
San Diego, CA	KECR-AM & FM
Buffalo, NY	WBFR
Jacksonville, FL	WJFR
Webster, NY	WFRW
Charleston, SC	WFCH
Johnstown, PA	WFRJ
Toledo, OH	WOTL
Annapolis, MD	WFSI
Camden, NJ	WKDN
Joliet, IL	WJCH
LeGrand, CA	KEFR
Long Beach, CA	KFRN
Smithtown, NY	WFRS
Newark, NY	WFME
Okeechobee, FL	WYFR & WNFR
Shenandoah, IA	KYFR

## Federated Media

P.O. Box 2500  
Elkhart, IN 46515  
(219) 295-2500

### John Dillo, President

Cincinnati, OH	WCKY & WWEZ
Grand Rapids, MI	WCUZ-AM & FM
Tulsa, OK	KSKS & KVL
Ft. Wayne, IN	WQHK & WMEE
Elkhart, IN	WTRC
South Bend, IN	WYEZ
Muskegon, MI	WQWQ & WQFN

## Findlay Publishing Company

701 W. Sandusky Street  
Findlay, OH 45840  
(419) 422-5151

FAX: (419) 422-2937

### Edwin L. Heminger, Chairman of the Board

### Kurt P. Kah, President

### David P. Glass, Corp. Dir./Broadcast

#### Communications

Findlay, OH	WFIN & WKXA
Columbus, IN	WCSI & WKKG
Hamilton, OH	WMOH

## First City Broadcasting

414 Meadow Street  
Waterbury, CT 06702  
(203) 755-1829

FAX: (203) 753-6373

### Steven L. Ditman, CFO

Portland, OR	KZRC & KXYQ
Richmond, VA	WVGO
Phoenix, AZ	KGRX
Albuquerque, NM	KZRO & KIVA
Pensacola, FL	WCOA & WJLQ

## First Sierra Communications, Inc.

601 California Street  
Suite 801  
San Francisco, CA 94108  
(415) 989-0190

FAX: (415) 989-0199

### Jack McSorley, Chairman

### Kevin Fitzgerald, Vice Chairman/Treasurer

Fresno, CA	KFRE & KNAX
Colorado Springs, CO	KIKX
Amarillo, TX	KQIZ

## Fritz Broadcasting

15600 W. 12 Mile Road  
Southfield, MI 48037  
(313) 569-8000

FAX: (313) 569-9866

### Charles Fritz, President

Detroit, MI	WXYT & WXMD
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## FULLER-JEFFREY BROADCASTING COMPANIES, INC.

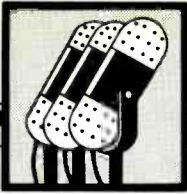
### Fuller-Jeffrey Broadcasting Companies, Inc.

300 Capitol Mall  
Suite 1450  
Sacramento, CA 95814

(916) 448-1450  
FAX: (916) 448-2789

### Bob Fuller, President

Portland, ME	WBLM
Portsmouth-Dover, NH	WOKQ
Des Moines, IA	KKSO & KJJY
Sacramento, CA	KRCX & KRXQ
Modesto-Stockton, CA	KHOP
Santa Cruz-Salinas	KSCO
Santa Rosa, CA	KSRO & KHTT



# RADIO GROUP OWNERS

## Gannett Radio

6255 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 466-8381  
FAX: (213) 465-8810

### Jay Cook, President/Radio Division

Los Angeles, CA	KIIS-AM & FM
Chicago, IL	WGCI-AM & FM
Houston, TX	KKBQ-AM & FM
St. Louis, MO	KUSA & KSD
Tampa, FL	WDAE & WUSA
San Diego, CA	KSDO-AM & FM
Dallas, TX	KOAI
Kansas City, MO	KCMO-AM & FM

## Guy Gannett Broadcasting Services

P.O. Box 2168  
4330 N.W. 207th Drive  
Miami, FL 33055  
(305) 624-6101  
FAX: (305) 621-4954

### Tim Williams, VP/General Manager

Miami, FL	WINZ & WZTA
Orlando, FL	WSSP & WWNZ

## Gaylord Broadcasting Company

Box 25125  
Oklahoma City, OK 73125  
(405) 232-3311

### Edward Gaylord, Chairman

### James Terrell, President

Oklahoma City, OK	WKY
Nashville, TN	WSM-AM & FM

## Gazette Broadcast Group

1 S. Parker Drive  
Janesville, WI 53545  
(608) 754-3311  
FAX: (608) 754-8179

### M.W. Johnston, Chairman of the Board

### S.H. Bliss, President

Janesville, WI	WCLO & WJVL
West Bend, WI	WBKV & WIWB
Wisconsin Rapids, WI	WFHR & WWRW

## Gemini Broadcasting Corporation

P.O. Box 3433  
Harrisburg, PA 17105  
(717) 763-7020  
FAX: (717) 763-1978

### Brian E. Danzic, President

Harrisburg, PA	WCMB & WIMX
----------------	-------------

## Genesis Broadcasting, inc.

(a division of Booth American)  
5949 Sherry Lane, Suite 935  
Dallas, TX 75225  
(214) 361-2932  
FAX: (214) 987-2524

### Martin G. Greenberg, President

Denver, CO	KXLT & KRZN
San Antonio, TX	KONO & KSRR
Austin, TX	KBTS
Sacramento, CA	KSFM & KSMJ

## GHB Broadcasting

P.O. Box 53383  
New Orleans, LA 70153-3383  
(504) 523-2628  
FAX: (504) 523-2629

### George H. Buck Jr., President

### Jake Bogan, General Manager

Atlanta, GA	WYZE
Charlotte, NC	WHVN
Statesville, NC	WDRV
Montgomery, AL	WMGY
Columbus, GA	WEAM
Philadelphia, PA	WNAP
Florence, SC	WOLS
Ashville, NC	WTOO
Little Rock, AR	KZOU

## Gilmore Broadcasting Corp.

162 E. Michigan  
Kalamazoo, MI 49007  
(616) 381-6744  
FAX: (616) 381-5326

### James S. Gilmore, Jr, Chairman

Miami, FL	WLVE
Dallas, TX	KDBN & KMEZ

## Charles J. Givens Organization, Inc.

Broadcast Division  
712 Broadway, Suite 601  
Kansas City, MO 64105  
(816) 221-5115  
FAX: (816) 221-3515

### Shane Hackett, Vice President

Honolulu, HI	KGU
New Orleans, LA	WTIX

## Golden West Broadcasters

5858 Sunset Blvd.  
P.O. Box 710  
Los Angeles, CA 90078  
(213) 460-5655  
FAX: (213) 460-6620

### Bill Ward, President

Los Angeles, CA	KMPK & KLIT
Seattle, WA	KVI & KPLZ

## Goodrich Broadcasting, Inc.

3565 29th Street, S.E.  
Kentwood, MI 49512  
(616) 949-8760  
FAX: (616) 949-8395

### Robert Goodrich, President

### Jeff Scarpelli, VP/General Manager

### Chuck Finney, Corporate PD

Lansing, MI	WVIC-AM & FM
Davenport, IA-Moline	KSTT & WXP
Greenville, MI	WPLB
Muskegon, MI	WSNX-AM & FM
Grand Rapids, MI	WODJ

## Gorich Radio Corp.

1020 E. Second Street  
Webster City, IA 50595  
(515) 832-1570

### Glenn Olson, President

Creston, IA	KSIB & KITR
Webster City, IA	KQWC-AM & FM
Boone, IA	KWBG-AM & FM

## Great American Broadcasting

The Provident Tower  
One East Fourth Street  
Cincinnati, OH 45202-3713  
(513) 721-1414  
FAX: (513) 721-8413

### Carl Wagner, President/Broadcast Group

Pittsburgh, PA	WDVE
Atlanta, GA	WKLS
Kansas City, MO	WDAF & KYYS
Cincinnati, OH	WKRC & WKRCQ
Portland, OR	KEX & KKRZ
Columbus, OH	WTVN & WLWQ
Indianapolis, IN	WNDE & WFBQ
Milwaukee, WI	WLZR-AM & FM
Detroit, MI	WRIF
Sacramento, CA	KSEG
Tampa-Clearwater, FL	WXTB
Denver, CO	KBPI

## Great Empire Broadcasting

P.O. Box 1402  
Wichita, KS 67201  
(316) 838-9141  
FAX: (316) 838-3607

### Mike Lynch, President

### Mike Oatman, CEO

Omaha, NE	WOW-AM & FM
Wichita, KS	KFDI-AM & FM
Shreveport, LA	KWKH-AM & FM
Springfield, MO	KTTS-AM & FM
Tulsa, OK	KVOO-AM & FM



## great SCOTT broadcasting

### Great Scott Broadcasting, Ltd.

1018 Timber Lane  
Pottstown, PA 19464  
(215) 323-7916,  
(215) 970-SCOT

### Faye Scott, Chairman of the Board

### Mitch Scott, President

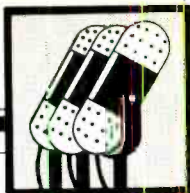
Yardley, NJ	WTTM & WCHR
Auburn, NY	WMBO & WPCX
Ellwood City, PA	WKST-AM & FM
Georgetown, DE	WSSR & WZBH
Cape May, NJ	WLQE
Pottstown, PA	WPAZ
Merced, CA	KFAZ
Dishman, WA	KWQL

## Great Trails Broadcasting

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

### Alexander Williams, President

Columbus, OH	WCOL-AM & FM
Dayton-Eaton, OH	WING & WGTZ
Springfield, OH	WIZE



# RADIO GROUP OWNERS

## Greater Media, Inc.

Two Kennedy Blvd.  
P.O. Box 859  
East Brunswick, NJ 08816  
(201) 247-6161  
FAX: (201) 247-0215  
**Charles W. Banta**, Group VP/Radio  
**Frank Kabela**, President

Los Angeles, CA  
Philadelphia, PA  
Detroit, MI  
Boston, MA  
Washington, DC  
Nassau-Suffolk, NY  
New Brunswick, NJ

KRLA & KLSX  
WPEN & WMGK  
WHND & WCSX  
WMEX & WMJX  
WWRC & WGAY  
WGSM & WCTO  
WCTC & WMGQ

## Merv Griffin Radio

Box 11-1410  
Newington Branch  
Hartford, CT 06111  
(203) 666-1411  
**Merv Griffin**, Chairman  
**Albert B. Pellegrino**, Executive Vice President

Hartford, CT  
Albany, NY  
Providence, RI

WPOP & WIOF  
WTRY & WPYX  
WHJJ & WHJY

## Group W Radio

888 Seventh Avenue  
New York, NY 10106  
(212) 307-3233  
FAX: (212) 307-3110  
**Dick Harris**, Chairman  
**Jim Thompson**, President

Alexandria, VA  
New York, NY

Los Angeles, CA  
Philadelphia, PA  
Boston, MA  
Dallas-Ft. Worth, TX  
Pittsburgh, PA  
Phoenix, AZ  
San Antonio, TX  
Sacramento, CA  
Chicago, IL  
Houston, TX  
Detroit, MI

WCPT & WCXR  
WINS & WNEW-FM  
KFWB & KTWV  
KYW & WMMR  
WBZ  
KQZY  
KDKA  
KMEO-AM & FM  
KQXT  
KFBK & KAER  
WMAQ  
KILT-AM & FM  
WLLZ

## Grundy Broadcasting Co.

804 First Street  
Grundy Center, IA 50638  
(319) 824-6924  
FAX: (515) 752-7499  
**Dean Osmundson**, General Manager

Grundy Center, IA

KGCI



## Gulf Atlantic Media Group

7623 Little Road  
Suite 100  
New Port Richey, FL 34654  
(813) 849-2285  
FAX: (813) 841-7903  
**Carl Marcocci**, Chairman/President

Tampa/St. Pete, FL  
Savannah, GA  
Punta Gorda-Ft. Myers

WGUL-AM & FM  
WSGA & WZAT  
WCCF & WQLM

## H & D Broadcast Group

20 Stanford Drive  
Farmington, CT 06032  
(203) 678-7800  
FAX: (203) 676-2439

**Joel Hartstone**, Chairman  
**Barry Dickstein**, President

New Bedford, MA  
Groton, CT  
Atlantic City, NJ  
Waukegan, IL  
Utica, NY  
Youngstown, OH  
Rutland, VT  
Naples, FL

WBSM & WFHN  
WSUB & WQGN  
WFPG-AM & FM  
WKRS & WXLC  
WTLB & WRCK  
WBBW & WBBG  
WSYB & WZRT  
WRGI

## Hall Communications

Cuprak Road  
Norwich, CT 06360  
(203) 887-3511  
FAX: (203) 886-2749

**Robert Hall**, President

Lancaster, PA  
New Bedford, MA  
Burlington, VT  
Norwich, CT

WLPA & WNCE  
WNBH & WCTK  
WJOY & WOKO  
WICH & WCTY

## Harris Enterprises

Box 878  
Garden City, KS 67846  
(316) 276-3251  
FAX: (316) 276-3649

**Robert Wells**, VP

Garden City, KS  
Grand Island, NE  
Leoti, KS

KIUL  
KRGJ-AM & FM  
KWKR

## Hearst Broadcasting Group

959 8th Avenue  
New York, NY 10019  
(212) 649-2300  
FAX: (212) 489-2314  
**John Conomikes**, VP, Hearst Corp  
& GM/Broadcast

**David J. Barrett**, VP/WBAL Division

Pittsburgh, PA  
Baltimore, MD  
Milwaukee, WI  
San Juan, PR

WTAE & WHTX  
WBAL & WIYY  
WISN & WLTO  
WAPA

## Hedberg Broadcasting Group

P.O. Box 528  
Spirit Lake, IA 51360  
(712) 336-5800  
FAX: (712) 336-1634

**Paul Hedberg**, President

Mankato, MN  
Mason City, IA  
Morris, MN  
Spirit Lake, IA  
Storm Lake, IA

KEEZ  
KLSS-AM & FM  
KMRS & KKOK  
KUOO  
KAYL-AM & FM

## Heftel Broadcasting Corp.

1599 Kapiolani Blvd.  
Honolulu, HI 96814  
(808) 949-6131  
FAX: (808) 949-0862

**Cecil Heftel**, President/Chairman  
**Earl McDaniel**, President/Radio

Honolulu, HI  
Los Angeles, CA

KSSK-AM & FM  
KTNQ & KLVE

## Henry Broadcasting

2277 Jerrold Avenue  
San Francisco, CA 94124  
(415) 285-1133  
FAX: (415) 285-3592

**Charlton Buckley**, President

Denver, CO  
Riverside/San Bern. CA  
Portland, OR  
Salinas-Monterey, CA  
Omaha, NE  
Fresno, CA  
Honolulu, HI

KVOD  
KRSO & KDUO  
KESI & KUFO  
KDON-AM & FM  
KFAB & KGOR  
KMJ & KFYE  
KIKI-AM & FM

## Heritage Broadcast Group, Inc.

Box 6440  
Asheville, NC 28816  
(704) 257-2700  
FAX: (704) 255-7880

**James Cullen, Jr.**, Chairman

**Adam (Bud) Polacek**, President

Tupelo, MS  
Gadsden, AL  
Rock Springs, WY  
Asheville, NC  
Daytona Beach, FL  
Gainesville, FL

WELO & WZLQ  
WAAX & WQEN  
KRKK & KQSW  
WWNC & WKSF  
WNFI  
WYGC

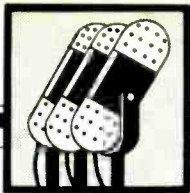
## Heritage Media Corporation

1 Galleria Tower, Suite 1500  
13355 Noel Road  
Dallas, TX 75240  
(214) 702-7380  
FAX: (214) 702-7382

**Paul Fiddick**, President/Radio Group

Los Angeles, CA  
Rochester, NY  
Milwaukee, WI  
St. Louis, MO  
Portland, OR  
Seattle, WA

KDAY  
WBBF & WBEE  
WEMP & WMYX  
WRTH & WIL  
KKSJ-AM & FM  
KRPM-AM & FM



# RADIO GROUP OWNERS

## Hoker Broadcasting, Inc.

5949 Sherry Lane  
Suite 1225  
Dallas, TX 75225  
(214) 739-1006  
FAX: (214) 692-5479

### Jay Hoker, President

Kansas City, MO  
Jacksonville, FL  
Cincinnati, OH  
Detroit, MI

KCFX  
WRXJ & WCRJ  
WMLX & WOFX  
WDFX

## The Holt Corporation

P.O. Box 9595  
Allentown, PA 18105-9595  
(215) 821-9559

FAX: (215) 821-9504

### Arthur H. Holt, President

**Christine Berger, Executive  
Vice President/CFO**

Allentown, PA  
Pensacola, FL  
Jackson, MS  
Winchester, VA  
Benton, PA

WKAP & WZZO  
WTKX-AM & FM  
WOAD & WJMI  
WUSQ-AM & FM  
WBNE

## The Home News Company

Box 551  
New Brunswick, NJ 08903  
(201) 246-5633  
FAX: (201) 246-3167

### William M. Boyd, President

Santa Barbara, CA  
Danbury, CT  
Stockton, CA  
Kingsport, TN  
Spokane, WA

KTYD  
WINE & WRKI  
KWG & KYBB  
WKPT & WTFM  
KAQQ & KISC

## Hubbard Broadcasting

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

### Stanley S. Hubbard, President

Minneapolis-St. Paul KSTP-AM & FM

## Humber Valley Broadcasting Co., Ltd.

P.O. Box 570  
Cornerbrook, Newfoundland  
Canada, A2H 6H5  
(709) 634-3111

FAX: (709) 634-4081

### Dr. Noel Murphy, President

### James R. O'Rourke, General Manager

Corner Brook, NF CFCB  
Deer Lake, NF CFDL  
Wabush-Labrado, NF CFLW  
Port aux Basques, NF CFGN  
St. Andrews, NF CFCV  
Port Au Choix, NF CFNW  
St. Anthony, NF CFNN  
Stephenville, NF CFSX  
Goose Bay-Labrador CFLN  
Churchill Falls, LAB CFLC

## Infinity Broadcasting

600 Madison Avenue  
New York, NY 10022  
(212) 750-6400

FAX: (212) 888-2959

### Mel Karmazin, President/CEO

New York, NY WZRC & WXRK  
Los Angeles, CA KROQ  
Chicago, IL WJJD & WJMK  
San Jose-San Fran., CA KOME  
Philadelphia, PA WYSP  
Detroit, MI WOMC  
Boston, MA WBCN  
Dallas, TX KVIL-AM & FM  
Washington, D.C. WJFK  
Houston, TX KXYZ  
Tampa-St. Pete., FL WQYK-AM & FM  
Baltimore, MD WLIF-AM & FM

## Tom Ingstad Broadcast Group

8500 Normandale Lake Blvd.  
Bloomington, MN 55437  
(612) 921-2434

FAX: (612) 921-2433

### Tom Ingstad, President/CEO

### Randy Holland, VP/COO

Sioux Falls, SD KSOO & KPAT  
Fargo, ND KLTA  
Iowa City, IA KXIC & KKRQ  
Rapid City, SD KIMM & KGGG  
Anchorage, AK KPXR  
Yakima, WA KIT & KATS  
Greeley, CO KFKA & KSQI  
Aberdeen, SD KKAA & KQAA

## Inner City Broadcasting

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

### Pierre Sutton, President

New York, NY WLIB & WBLB  
San Francisco, CA KBFN & KBLX  
San Antonio, TX KSJL & KSAQ

## Interurban Broadcasting

2906 Tulane Avenue  
New Orleans, LA 70119  
(504) 822-1945

### Thomas Lewis, Chairman

### James Hutchinson, President

St. Louis, MO KATZ-AM & FM  
New Orleans, LA WYLD-AM & FM  
Cincinnati, OH WIZF  
Savannah, GA WIZA

## JACOR Communications, Inc.

1300 Central Trust Center  
201 E. 5th Street  
Cincinnati, OH 45202

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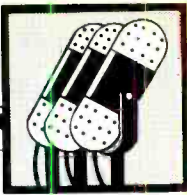
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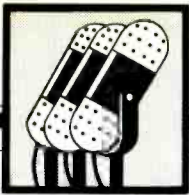
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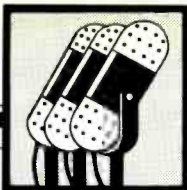
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Suite 400  
Toledo, OH 43604  
(419) 248-2627  
FAX: (419) 244-2483  
**Frazier Reams Jr., President**  
**Peter C. Cavanaugh, Executive Vice President**  
Toledo, OH  
Cincinnati, OH

WCWA & WIOT  
WBVE

## The Regional Group

38 W. Fulton  
Grand Rapids, MI 49503  
(616) 459-0117  
**Judy Lewis, Vice President**  
Grand Rapids, MI  
Binghamton, NY  
Sharon, PA

WKTH & WGRD  
WRSG & WAAL  
WPIC & WYFM

## Renda Broadcasting Corp.

Broadcast Plaza  
Crane Avenue  
Pittsburgh, PA 15220  
(412) 531-9500  
FAX: (412) 531-4068  
**Anthony F. Renda, President**  
Pittsburgh, PA  
Oklahoma City, OK  
Punxsutawney, PA  
Tulsa, OK  
Jacksonville, FL

WJAS & WSHH  
KMGL  
WECZ & WPXZ  
KBEZ  
WEJZ

## RKO General

1440 Broadway  
New York, NY 10018  
(212) 642-4200  
FAX: (212) 642-4204  
San Francisco, CA

KFRC

## Rodgers Broadcasting Corp.

P.O. Box 1577  
1639 Burton Lane  
Martinsville, IN 46151  
(317) 342-3394  
**David Rodgers, President**  
Macon, GA  
Connersville, IN  
Martinsville, IN  
Wash. Court House, OH

WBML  
WIFE & WCNB  
WMCB & WCBK  
WOFR & WCHO

## Roth Communications

3 Woodland Road  
Stoneham, MA 02180  
(617) 662-4800  
FAX: (617) 662-9675  
**David Roth, President**  
**Peter S. Crawford, Executive VP/Group Manager**  
Cape Cod, MA  
Quad Cities, IL  
Savannah, GA  
Allentown, PA

WKPE-AM & FM  
WKBF & WPXR  
WCHY-AM & FM  
WEEX & WHXT

## Rusk Corporation

Box 1520  
Houston, TX 77251  
(713) 526-5874  
**John Jones, Jr., Chairman**  
**Jesse Jones, II, President**  
Houston, TX  
San Antonio, TX  
Midland-Odessa, TX  
Austin, TX

KTRH & KLOL  
KSMG  
KMGP  
KHFI

## Saga Communications

73 Kercheval Avenue  
Grosse Pointe Farms, MI 48236  
(313) 886-7070  
FAX: (313) 886-7150  
**Ed Christian, Broadcast President/CEO**  
**Steve Goldstein, Executive Vice President**  
Milwaukee, WI  
Columbus, OH  
Norfolk, VA  
Springfield, IL  
Champaign, IL  
Des Moines, IA  
Portland, ME  
Manchester, NH  
Springfield, MA

WKLH  
WVVO & WSNY  
WNOR-AM & FM  
WYMG  
WLRW  
KRNT & KRNG  
WGAU & WMGQ  
WFEA & WZID  
WAQY & WIXY



# RADIO GROUP OWNERS

## Sage Communications Corp.

One Dock Street  
Stamford, CT 06902  
(203) 357-1464

**Leonard Fassler, Chairman**

**Gerald Poch, President**

Waterbury, CT  
Sioux City, IA  
Amsterdam, NY  
Springfield, IL  
Hartford, CT  
Waco, TX  
Mel-Titus, FL  
Wilkes Barre-  
Scranton, PA  
Stowe, VT  
Bedford, MA  
Fairhaven, MA

WFNW  
WMNS & KSEZ  
WKOL-AM & FM  
WTAX & WDBR  
WFNS & WLVA  
WACO & WTKS  
WAMT & WGNE  
WCDL & WSGD

WRFB  
WBSM  
WFHN

## Salem Communications Corp.

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

FAX: (805) 482-8571

**Robert W. Ball, Executive Vice President**

New York, NY  
Los Angeles, CA  
San Francisco, CA  
Boston, MA  
Seattle, WA  
San Diego, CA  
Columbus, OH  
Tulsa, OK  
Portland, OR  
Lancaster-Palmdale,  
Oxnard, CA  
San Bernardino, CA

WMCA  
KGER & KKLA  
KFXA  
WEZE  
KGNW  
KPRZ  
WRFD  
KCFO  
KPDQ-AM & FM  
KAVC  
KДАР  
KLFE

## Sandusky Radio

11100 Santa Monica Blvd.  
Suite 420  
Los Angeles, CA 90025  
(213) 477-2390

**Norman Rau, President**

Dallas, TX  
Seattle, WA  
San Diego, CA  
Phoenix, AZ

KEGL  
KLSY-AM & FM  
KRMX  
KDKB

## Sconnix Broadcasting Company

Tyson's International Plaza  
1921 Gallows Road-Suite 850  
Vienna, VA 22182  
(703) 356-6000

FAX: (703) 790-1290

**Randy Odeneal, Scott McQueen,**

**Ted Nixon, Partners**

Miami-Ft. Lauderdale  
Kansas City, MO  
Quad Cities, IL  
Laconia, NH  
Indianapolis, IN  
Baltimore, MD

WMXJ  
KFKF-FM  
WLLR-AM & FM  
WLNH-AM & FM  
WIBC & WKLR  
WQSR & WBMD

## Scripps Howard Broadcasting Co.

1100 Central Trust Tower  
P.O. Box 5380  
Cincinnati, OH 45201  
(513) 977-3000  
FAX: (513) 621-0071

**Richard J. Janssen, President/CEO**

Baltimore, MD WBSB  
Portland, OR KUPL-AM & FM  
Memphis, TN WMC-AM & FM

## Seaton Stations

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

**R.M. Seaton, Chairman**

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

## Seehafer Broadcasting Corp.

3730 Mangin Street  
Manitowoc, WI 54221-1385  
(414) 682-0351

FAX: (414) 682-1008

**Don Seehafer, President**

Wausau, WI WXCO & WYCO  
Manitowoc, WI WOMT & WQTC  
Rochester, MN KWEB & KRCH  
Beloit, WI WGEZ

## Shamrock Broadcasting

4444 Lakeside Drive  
Burbank, CA 91505  
(818) 845-4444

FAX: (818) 845-9718

**Bill Clark, President**

San Francisco, CA KABL-AM & FM  
Detroit, MI WCXI & WWWW  
Dallas, TX KMGC  
Pittsburgh, PA WWSW-AM & FM  
Atlanta-La Grange, GA WFOX  
Houston, TX KZFX  
Seattle, WA KXRK  
Kansas City, MO WHB & KUDL  
Denver, CO KXKL-AM & FM  
Phoenix, AZ KMLE

## Shamrock Communications, Inc.

149 Penn Avenue  
Scranton, PA 18503  
(717) 348-9108

FAX: (717) 348-9145

**William R. Lynett, President/CEO**

**George F. Duffy, VP/COO**

Baltimore, MD WTTR & WGRX  
Milwaukee, WI WQFM  
Orlando, FL WDIZ  
Tulsa, OK KMYZ-AM & FM  
Wilkes-Barre-Scranton, WEJL & WEZX  
Austin, TX KLTG

## Shepherd Enterprises

300 W. Reed Street  
Moberly, MO 65270  
(816) 263-5800

FAX: (816) 263-2300

**Jerrell Shepherd, President**

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

## Sheridan Broadcasting

411 7th Avenue  
Suite 1500  
Pittsburgh, PA 15219  
(800) 874-3010  
FAX: (412) 391-3559

**Ronald Davenport, Chairman**

**Jay Williams, President**

Pittsburgh, PA WYJZ & WAMO  
Buffalo, NY WUFO

## Signature Broadcasting

2407 Enfield Road  
Austin, TX 78703

(512) 482-0982

FAX: (512) 482-0986

**Dick Oppenheimer, President**

Pittsburgh, PA WMXP  
Nashville, TN WRMX  
McAllen-Brownsville, TX KELT  
Austin, TX KIXL

## Sorenson Broadcasting

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

FAX: (605) 338-0326

**Dean Sorenson, President**

Jamestown, ND KQDJ-AM & FM  
Pierre, SD KCCR & KLXS  
Red Wing, MN KCUE & KWNG  
Watertown, SD KWAT & KIXX  
Yankton, SD KYNT & KKYA

## South Central Communications

P.O. Box 40506  
Nashville, TN 37204  
(615) 259-9393

FAX: (615) 259-4594

**Steve Edwards, President**

Evansville, IN WIKY-AM & FM  
Knoxville, TN WEZK  
Nashville, TN WZEZ

## Southern Communications, Inc.

3029 S. Sherwood Forest Blvd.  
Suite 200

Baton Rouge, LA 70816

(504) 292-9556

FAX: (504) 291-6420

**Low Campbell, Co-Owner**

**Don Nelson, Co-Owner**

Baton Rouge, LA WIBR & WKJN

## Southern Minnesota Broadcasting Co.

122 Fourth Street, S.W.  
Rochester, MN 55902

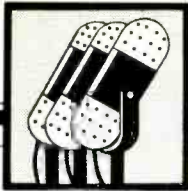
(507) 286-1010

FAX: (507) 286-9370

**G. David Gentling, President**

**Greg Gentling, VP/General Manager**

Sioux Falls, SD KXRB & KKLS  
Rapid City, SD KKLS & KMKK  
Rochester, MN KROC-AM & FM



# RADIO GROUP OWNERS

## Southern Skies Corporation

8114 Cantrell Road  
3rd Floor  
Little Rock, AR 72207  
(501) 227-9696  
FAX: (501) 278-9547

**Jerry Atchley, President**

**JoAnne Scott, VP/Operations**

Wichita, KS KZSN-AM & FM  
Little Rock, AR KSSN

## Southern Starr Broadcasting Group

147 East Lyman Avenue  
Winter Park, FL 32789  
(407) 627-2334  
FAX: (407) 647-5390

**Peter H. Starr, President**

New Haven, CT WPLR  
Little Rock, AR KOLL  
Pascagoula, MS WKNN-AM & FM

## Spanish Broadcasting System

26 West 56th Street  
New York, NY 10019  
(212) 541-9200

**Raul Alarcon, Sr., Chairman**

**Raul Alarcon, Jr., President, CEO**

Los Angeles, CA KSKQ-AM & FM  
Miami, FL WCMQ-AM & FM  
New York, NY WSKQ-AM & FM

## SRO Broadcasting

P.O. Box 91723  
Bellevue, WA 98009  
(206) 455-8100  
FAX: (206) 455-8165

**Fredric Danz, President**

Richland, WA KALE & KIOK

## Standard Radio Inc.

24 St. Clair Avenue West  
Toronto, Ontario  
Canada, M4V 1L4  
(416) 922-9999  
FAX: (416) 323-6800

**Allan Slaight, President/CEO**

Standard Brdcstg.

**Gary Slaight, President**

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

## Stauffer Communications, Inc.

616 Jefferson  
Topeka, KS 66607  
(913) 295-1111  
FAX: (913) 295-1144

**Stanley H. Stauffer, Chairman**

**Gerald N. Holley, VP, Broadcasting**

Topeka, KS WIBW-AM & FM  
Amarillo, TX KGNC & KLMT  
Shawnee, OK KGFF

## Stoner Broadcasting System, Inc.

410 Severn Avenue  
Suite 309  
Annapolis, MD 21403  
(301) 263-1030  
FAX: (301) 280-6765

**Glenn Bell, President**

New Orleans, LA WMXZ  
Buffalo, NY WYRK  
Rochester, NY WCMF  
Dayton, OH WWSN  
Knoxville, TN WIMZ-AM & FM  
Des Moines, IA KGGO  
Louisville, KY WDJX-AM & FM  
Binghamton, NY WNBK & WHWK

## Suburban Radio Group

P.O. Box 888  
Belmont, NC 28012  
(704) 825-5272  
FAX: (704) 825-4036

**William R. Rollins, President**

Concord, NC WEGO  
Blacksburg, VA WVVV  
Albemarle, NC WABZ  
Christiansburg, VA WJJJ  
Lake City-Florence WJOT & WQTR

## Sudbrink Broadcasting Co.

255 S. County Road  
Third Avenue  
Palm Beach, FL 33480  
(407) 832-8407  
FAX: (407) 832-8409

**Robert Sudbrink, President**

Jacksonville, FL WXTL

## Sudbury Services Inc. & Newport Broadcasting

P.O. Box 989  
Blytheville, AR 72316  
(501) 762-2093  
FAX: (501) 763-8459

**Harold Sudbury, Jr., President**

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 Group, Inc.

115 Perimeter Center Place  
Suite 1150  
Atlanta, GA 30346  
(404) 394-0707  
FAX: (404) 394-9778, (404) 671-9213

**Owen Weber, Executive VP/Radio**

**Mary Catherine Sneed, VP/Operations**

New York, NY WRKS  
Chicago, IL WFYR  
Dallas, TX KHVN & KJMZ  
Atlanta, GA WAOK & WVVE  
Baltimore, MD WCAO & WXYV  
Denver, CO KLZ & KAZY  
Dayton, OH WONE & WTUE

## Sunbelt Radio Group, Inc.

448 E. Paces Ferry Road  
Atlanta, GA 30305  
(404) 240-0070  
FAX: (404) 365-8209

**Dain Schult, COO**

**Richard N. Lea, CEO**

Brownsville, TX KRGY  
Laredo, TX KRRG  
Weslaco, TX KRGE

## Sunbrook Communications

N. 1212 Washington  
Suite 124  
Spokane, WA 99201  
(509) 326-9500  
FAX: (509) 326-1560

**Larry Roberts, President/CEO**

Spokane, WA KAAR  
Billings, MT KBLG & KRKX  
Great Falls, MT KXGF & KAAK  
Missoula, MT KGRZ & KDXT  
Butte, MT KXTL & KQUY  
Pueblo, CO KCSJ & KGRQ  
Wenatchee, WA KXAA

## Sundance Broadcasting

1 Radio Place  
P.O. Box 20920  
Milwaukee, WI 53220  
(414) 545-5920  
FAX: (414) 545-4069

**Michael Jorgenson, President**

Milwaukee, WI WOKY & WMIL  
Boise, ID KIDO & KLTB

## SunGroup, Inc.

226 3rd Avenue North  
Nashville, TN 37201  
(615) 254-1070

**Frank A. Woods, President**

**John E. Southwood, Jr., VP/Finance, CFO**

**Bennet S. Smith, VP/Secretary**

**James A. Reeder, VP/Radio**

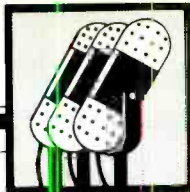
Birmingham, AL WERC & WKXX  
Omaha, NE KESY-AM & FM  
Albuquerque-Santa Fe KKSS  
Longview, TX KYKX  
Abilene, TX KEAN-AM & FM  
Wichita Falls, TX KWFS  
Pensacola, FL WOWW  
Bryan/College Stat. KKYS  
Shreveport, LA KMJJ  
Waco, TX WACO-AM & FM  
Daytona Beach-Orlando WGNE

## Sunrise Media Group

2070 Overland  
Suite 103  
Billings, MT 59102  
(406) 656-1410  
FAX: (406) 656-0110

**R.G. Elliott, President**

Billings, MT KGHL & KIDX



# RADIO GROUP OWNERS

## Sunshine Group Broadcasting

4 Moulton Street  
Portland, ME 04101  
(207) 774-5900  
FAX: (207) 774-4952

**George Silverman, President**

Springfield, MA WAQY & WIXY  
Manchester, NH WFEA & WZID  
Portland, ME WGAN & WMGX  
Portsmouth, NH WCQL-AM & FM

## Surrey Broadcasting Co.

165 South Union  
Suite 606  
Denver, CO 80228  
(303) 989-9980  
FAX: (303) 989-4945

**James Kent Nichols, President/CEO**

**John Nichols, Chairman**  
Oklahoma City, OK KPRW & KATT  
Pueblo, CO KDZA & KATM

## Susquehanna Radio Corp.

140 E. Market Street  
York, PA 17401  
(717) 848-5500

**Arthur W. Carlson, President**

San Francisco, CA KNBR & KFOG  
Houston, TX KRBE-AM & FM  
Atlanta, GA WAPW  
Cincinnati, OH WRRM  
Norfolk, VA WGH-AM & FM  
Indianapolis, IN WFMS  
Wilkes-Barr-Scranton, PA WARM & WMGS  
York, PA WSBA & WARM  
Tampa-Sarasota, FL WHVE & WTKN

## Taylor Communications

11760 U.S. Route One  
Suite 303  
No. Palm Beach, FL 33408  
(407) 775-1777  
FAX: (407) 694-8387

**John J. Taylor III, President**

Hyannis, MA WCOD  
West Palm Beach, FL WEAT-AM & FM  
Jacksonville, FL WIVY  
Orlando, FL WXXL

## Telemedia Corp.

1010 Sherbrooke W., Suite 1610  
Montreal, Quebec  
Canada, H3A 2R7  
(514) 845-6291  
FAX: (514) 842-5591

**Phillipe de Gaspé Beaubien,**

*Chairman/President/CEO*  
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  
Toronto, ON CJCL  
Trois-Rivieres, QB CHLN  
Sudbury, ON CIGM & CKSO  
Chicoutimi, QB CFIX

## Tichenor Media System, Inc.

100 Crescent Court  
Suite 1777  
Dallas, TX 75201  
(214) 855-8882

**McHenry T. Tichenor Jr., President**

Houston, TX KLAT  
San Antonio, TX KCOR  
Corpus Christi, TX KUNO & KDOS  
Harlingen, TX KGBT & KIWV  
El Paso, TX KBNA-AM & FM  
Chicago, IL WIND & WOJO  
New York, NY WADO  
Miami, FL WQBA-AM & FM

## Timm Enterprises

P.O. Box 1874  
Tallahassee, FL 32302  
(904) 224-4001  
FAX: (904) 222-8688

**B.F.J. Timm, President**

Jacksonville, FL WWOJ  
Tallahassee, FL WGNM & WGLF  
Naples, FL WWSL  
Douglas, GA WDMG-AM & FM  
Warner Robins, GA WZQB & WPPR  
Apalachicola, FL WAPY  
Key West, FL WOZN  
Orlando, FL WMMO

## TK Communications, Inc.

110 Southeast 6th Street  
Suite 1601  
Ft. Lauderdale, FL 33301  
(305) 525-8500  
FAX: (305) 462-4949

**John F. Tenaglia, Chairman  
of the Board/CEO**

Dallas, TX KLUV  
Ft. Lauderdale, FL WSRF & WSHE  
San Antonio, TX KXTN & KZVE  
Orlando, FL WHOO & WHTQ

## Tri Group, Inc.

4807 St. Elmo Avenue  
Bethesda, MD 20814  
(301) 652-4144

**Fred Hessick, President**

**Michael Ferrel, Executive Vice President**  
Augusta, GA WMME-AM & FM

## Tribune Broadcasting

435 N. Michigan Avenue  
Suite 1900  
Chicago, IL 60611  
(312) 222-3333  
FAX: (312) 329-0611

**Wayne Vriesman, VP/Radio**

New York, NY WQCD  
Chicago, IL WGN  
Sacramento, CA KYMX & KCTC

## Trumper Communications, Inc.

900 Oakmont Lane  
Suite 210  
Westmont, IL 60559  
(708) 789-0090  
FAX: (708) 789-0102

**Jeffrey E. Trumper, President/CEO**

Lexington, KY WLAP-AM & FM  
Portland, OR KKCW  
Charlotte, NC WTDR  
Minneapolis-St. Paul KQQL

## United Broadcasting

4733 Bethesda Avenue  
Suite 808  
Bethesda, MD 20814  
(301) 652-7706  
FAX: (301) 652-4614

**Gerald Hroblak, President**

**William Parris, Executive Vice President**  
New York, NY WKDM  
Los Angeles, CA KALI  
San Francisco, CA KSOL  
Washington, DC WJZE  
Baltimore, MD WYST-AM & FM  
Cleveland, OH WJMO AM & FM  
Rockville, MD WINX

## Unity Broadcasting Network

10 Columbus Circle  
New York, NY 10019  
(212) 586-0610

**Eugene Jackson, President**

**Sandra Bell, Vice President**  
New York, NY WWRL  
Philadelphia, PA WDAS-AM & FM

## Universal Broadcasting

40 Roselle Street  
Mineola, NY 11501  
(516) 741-1200  
FAX: (516) 741-1230

**Howard Warshaw, President**

New York, NY WTHE  
Los Angeles, CA KPPC  
Chicago, IL WNDZ & WVVX  
Pittsburgh, PA WWCS  
St. Louis, MO WCBW  
Indianapolis, MO WGRT & WSYW

## Uno Broadcasting Corp.

1 Uno Circle  
Joliet, IL 60435  
(815) 741-4000  
FAX: (815) 741-4007

**Robert Tezak, President**

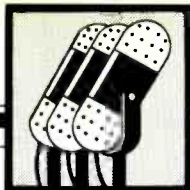
Topeka, KS KTOP & KDVV  
Beaumont, TX KOLE & KKMY  
Joliet, IL WJOL & WLLI  
Yuma, AZ KBLU & KTTI

## US Radio

1207 Chestnut Street  
Suite 200  
Philadelphia, PA 19107  
(215) 563-2910  
FAX: (215) 563-9947

**Ragan A. Henry, Chairman**

Oakland, CA KDIA  
Reading, PA WRAW & WRFY  
Baltimore, MD WWIN-AM & FM  
Memphis, TN WDIA & WHRK  
Columbia, SC WCOS-AM & FM  
Detroit, MI WKSG  
Columbus, OH WXLE  
Raleigh, NC WQOK  
Wildwood, NJ WCMC & WZXL  
Spring, TX KJOJ-AM & FM  
Norfolk, VA WBSK & WOWI  
Akron, OH WAKR & WONE-FM  
El Paso, TX KHEY  
Houston, TX KJZS  
Freeport, TX KJOJ  
Independence, MO KIDZ



# RADIO GROUP OWNERS

## Verstandig Broadcasting

4850 Connecticut Avenue, N.W.  
Suite 103  
Washington, DC 20008  
(202) 244-1422

**John Verstandig, President**

Hagerstown, VA WAY-AM & FM  
Harrisonburg, VA WSYA & SQPO  
Washington, DC WGMS  
Cambridge, MD WCEM-AM & FM

## Viacom Broadcast Group

1515 Broadway  
New York, NY 10036  
(212) 258-7136  
FAX: (212) 258-7154

**Bill Figenshu, President/Radio Division**

Denver, CO KHOW & KSYY  
Los Angeles, CA KXEZ  
New York, NY WLTW  
Chicago, IL WLIT  
Houston, TX KIKK-AM & FM  
Washington, DC WMZQ-AM & FM  
Detroit, MI WLTJ  
Seattle, WA KBSG-AM & FM  
San Francisco, CA KDBK & KDBQ

## Voyager Communications Group

3201 Glenwood Avenue  
Suite 301  
Raleigh, NC 27612  
(919) 781-7333  
FAX: (919) 781-7443

**Carl V. Venters Jr., Chairman**

**Jack P. McCarthy, President**

Greensboro-Winston-Salem-High Point WMAG & WMFR  
Raleigh-Durham-Chapel Hill WRDU  
Columbia, SC WNOK & WOIC  
Charlotte, NC WWMG  
Greenville-Spartanburg WLWZ & WELP

## Warner Stations

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

**Norton Warner, President**

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

## Wescom Media Group

2425 West Loop South  
10th Floor  
Houston, TX 77027  
(713) 840-7844  
FAX: (713) 871-1220

**Dale J. Matteson, President/COO**

Mobile, AL WGCX  
Las Vegas, NV KRLV



## Westwood One, Stations Group, Inc.

1700 Broadway  
New York, NY 10019  
(212) 286-1130  
FAX: (212) 237-2500

**Bob Moore, Executive Vice President**

New York, NY WNEW & WYNY  
Los Angeles, CA KQLZ

## WHP, Inc.

Box 1507  
Harrisburg, PA 17105  
(717) 238-2100  
FAX: (717) 238-4903

**Joseph M. Higgins, President/CEO**

Harrisburg, PA WHP-AM & FM  
Toledo, OH WSPD & WLQR

## Wilks/Schwartz Broadcasting

1331 Main Street  
Springfield, MA 01102  
(413) 781-1011  
FAX: (413) 781-1944

**Donald Wilks, Michael Schwartz, Owners**

Syracuse, NY WKFM & WFBL  
Springfield, MA WHYN-AM & FM  
Sarasota, FL WSRZ  
Providence, RI WWBB  
Oklahoma City, OK KKNQ  
Louisville, KY WVEZ & WWKY  
Norfolk, VA WNVZ

## Willis Broadcasting Corp.

645 Church Street  
Suite 400  
Norfolk, VA 23510  
(804) 622-4600  
FAX: (804) 624-6515

**Bishop L.E. Willis, President**

New Orleans, LA WBOK  
Norfolk, VA WPCE  
Philadelphia, PA WURD  
Trenton, NJ WIMG  
Gary, IN WWCA  
Wilson, NC WGTM  
Birmingham, AL WAYE  
Charlotte, NC WGSP  
Ferris-Dallas, TX KDFT  
Valdosta, GA WIMV  
Batesburg, SC WKWQ  
Durham, NC WSRC  
E. St. Louis, IN WESL  
East Point, GA WTJH  
Lonoke-Little Rock, AR KMZX  
Little Rock, AR KLRG  
Memphis, TN KFTH  
Indianapolis, IN WPZZ  
Edenton, NC WBXB

## WIN Communications/M.L. Media

55 Old Post Road  
Suite 2  
Greenwich, CT 06830-6074  
(203) 622-7574  
FAX: (203) 622-4042

**George L. Sosson, President/COO**

**Ray Edwards Jr., Vice President/CFO**

Cleveland, OH WQAL  
Indianapolis, IN WXTZ & WFXF  
Tulsa, OK KBEZ  
Jacksonville, FL WEJZ  
Westport, CT WEBE  
Bridgeport, CT WICC  
Norfolk-Portsmouth WMXN  
San Juan, PR WUNO & WFID  
Anaheim, CA KEZY & KORG

## WinCom Radio Group

10 Mayland Villa  
Lincolnshire, IL 60069  
(708) 634-3282

**Donn Winther, President**

Green Bay-Appleton, WI WNFL & WKFX  
St. Joseph-Benton Harbor, MI WHFB-AM & FM

## Winfas, Inc.

P.O. Box 4108  
Lynchburg, VA 24502-0108  
(804) 237-4700  
FAX: (804) 237-8070

**Roger Ingram, President**

Jacksonville, NC WKKO  
Amherst, VA WYYD

## Withers Broadcasting

P.O. Box 1508  
Mount Vernon, IL 62864  
(618) 242-3500  
FAX: (618) 242-4444

**W. Russell Withers Jr., Owner**

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

## Woodward Communications Inc.

c/o WHBY/WAPL Radio  
P.O. Box 1519, 2727 E. Radio Road  
Appleton, WI 54913  
(414) 733-6639  
FAX: (414) 739-0494

**Susan F. Knaack, VP, Broadcast**

**John Hafkemeyer, Station Manager**  
Dubuque, IA KDTH & KATF  
Appleton, WI WHBY & WAPL

## WTMJ, Inc.

720 East Capitol Drive  
P.O. Box 693  
Milwaukee, WI 53201  
(414) 223-5306  
FAX: (414) 223-5266

**Steve Smith, President**

**Doug Kiel, Exec. VP**  
Milwaukee, WI WTMJ & WKTI  
Wausau, WI WSAU & WIFC  
Kansas City, MO KRKV



# RADIO REPRESENTATIVES

## **Banner Radio**

One Dag Hammarskjold Plaza  
26th Floor  
New York, NY 10017  
(212) 572-9290

FAX: (212) 572-9226

**Charlie Colombo, President**

<b>Atlanta:</b>	(404) 231-0881
<b>Boston:</b>	(617) 482-8521
<b>Chicago:</b>	(312) 836-0860
<b>Dallas:</b>	(214) 978-4995
<b>Detroit:</b>	(313) 643-4061
<b>Houston:</b>	(713) 961-2974
<b>Los Angeles:</b>	(213) 966-5000
<b>Minneapolis:</b>	(612) 339-9904
<b>Philadelphia:</b>	(215) 564-2533
<b>St. Louis:</b>	(314) 421-0888
<b>San Francisco:</b>	(415) 495-4212
<b>Seattle:</b>	(206) 441-4242

## **Caballero Spanish Radio**

261 Madison Avenue  
18th Floor  
New York, NY 10016  
(212) 697-4120

FAX: (212) 697-9151

**Eduardo Caballero, President**

<b>Atlanta:</b>	(404) 262-1200
<b>Chicago:</b>	(312) 443-0101
<b>Dallas:</b>	(214) 522-1888
<b>Detroit:</b>	(313) 445-0491
<b>Los Angeles:</b>	(213) 450-5656
<b>San Francisco:</b>	(415) 291-9004
<b>Kansas City:</b>	(816) 471-5502

## **CBS Hispanic Marketing**

6121 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 450-3716

**Dee Levy, Director Hispanic Sales & Mktg.**

## **CBS Radio Representatives**

51 W. 52nd Street  
New York, NY 10019  
(212) 975-1877

FAX: (212) 582-9448

**Anthony Miraglia, VP/General Manager**

<b>Atlanta:</b>	(404) 233-8281
<b>Boston:</b>	(617) 728-1916
<b>Chicago:</b>	(312) 951-3357
<b>Dallas:</b>	(214) 526-0557
<b>Detroit:</b>	(313) 351-2161
<b>Houston:</b>	(713) 782-0911
<b>Los Angeles:</b>	(213) 460-3701
<b>Minneapolis:</b>	(612) 371-9051
<b>Philadelphia:</b>	(215) 668-5990
<b>St. Louis:</b>	(314) 444-3221
<b>San Francisco:</b>	(415) 765-4006

## **Christal Radio**

One Dag Hammarskjold Plaza  
17th Floor  
New York, NY 10017  
(212) 572-8100

FAX: (212) 572-8177

**Bill Fortenbaugh, President**

<b>Atlanta:</b>	(404) 237-5236
<b>Boston:</b>	(617) 423-4110
<b>Chicago:</b>	(312) 836-0780
<b>Dallas:</b>	(214) 978-4999
<b>Detroit:</b>	(313) 649-3230
<b>Houston:</b>	(713) 629-4151
<b>Los Angeles:</b>	(213) 966-5180
<b>Minneapolis:</b>	(612) 333-8833
<b>Philadelphia:</b>	(215) 564-4561
<b>St. Louis:</b>	(314) 421-4946
<b>San Francisco:</b>	(415) 957-9960
<b>Seattle:</b>	(206) 728-4343

## **CMBS (Concert Music Broadcast Sales)**

271 Madison Avenue  
Suite 700  
New York, NY 10016  
(212) 532-1900

FAX: (212) 532-1647

**Peter J. Cleary, President**

<b>Atlanta:</b>	(404) 266-1735
<b>Chicago:</b>	(312) 744-1144
<b>Los Angeles:</b>	(213) 551-1277
<b>San Francisco:</b>	(415) 474-0254
<b>Dallas:</b>	(214) 421-9848
<b>Detroit:</b>	(313) 355-1051

## **Eastman Radio**

One Dag Hammarskjold Plaza  
22nd Floor  
New York, NY 10017  
(212) 572-9100

FAX: (212) 572-9217

**Carl Butrum, President**

<b>Atlanta:</b>	(404) 841-9504
<b>Boston:</b>	(617) 964-4410
<b>Chicago:</b>	(312) 751-8510
<b>Dallas:</b>	(214) 978-4996
<b>Denver:</b>	(303) 393-6552
<b>Detroit:</b>	(313) 643-7555
<b>Houston:</b>	(713) 960-1252
<b>Los Angeles:</b>	(213) 966-5000
<b>Philadelphia:</b>	(215) 557-6610
<b>St. Louis:</b>	(314) 241-7040
<b>Salt Lake City:</b>	(801) 266-1480
<b>San Francisco:</b>	(415) 512-9320
<b>Seattle:</b>	(206) 441-6773
<b>Toronto:</b>	(416) 923-1239

## **Gillis Broadcasting Representatives**

10153 1/2 Riverside Drive  
Suite 181  
Toluca Lake, CA 91602  
(818) 505-1097

**Jim Gillis, President**

**Jane Gillis**

## **Charles J. Givens Organization, Inc.**

Media Division  
712 Broadway, Suite 602  
Kansas City, MO 64105  
(816) 221-5115

FAX: (816) 221-3515

**Shane Hackett, Vice President**

**Mary Frances Haake, Dir./Operations**

## **DURPETTI & ASSOCIATES**

**Durpetti & Associates**  
Corporate Headquarters  
205 North Michigan Avenue,  
Suite 2015  
Chicago, IL 60601  
(312) 819-0100  
FAX: (312) 819-1970  
**Tony Durpetti, President**

<b>Atlanta:</b>	(404) 859-0026
<b>Chicago:</b>	(312) 819-0100
<b>Dallas:</b>	(214) 518-9610
<b>Detroit:</b>	(313) 357-6670
<b>Los Angeles:</b>	(213) 475-5513
<b>New York:</b>	(212) 309-9050
<b>Philadelphia:</b>	(215) 985-1494
<b>San Francisco:</b>	(415) 772-2730
<b>Research:</b>	(818) 501-6016
<b>Boston:</b>	(617) 426-7264
<b>Seattle:</b>	(206) 728-4117

## **GROUP**



## **RADIO SALES**

### **Group W Radio Sales**

100 Park Avenue  
New York, NY 10017  
(212) 818-8990  
FAX: (212) 916-0759  
**Tom Turner, President**

<b>Atlanta:</b>	(404) 984-9532
<b>Boston:</b>	(617) 695-9457
<b>Chicago:</b>	(312) 819-1177
<b>Dallas:</b>	(214) 518-9615
<b>Detroit:</b>	(313) 357-7711
<b>Los Angeles:</b>	(213) 475-8554
<b>Philadelphia:</b>	(215) 732-1234
<b>San Francisco:</b>	(415) 772-2720



# RADIO REPRESENTATIVES



HNWH RADIO SALES

## HNWH

100 Park Avenue  
New York, NY 10017  
(212) 309-9000

FAX: (212) 916-0759

**Jacqui Rossinsky, President**

<b>Atlanta:</b>	(404) 859-0059
<b>Boston:</b>	(617) 426-8487
<b>Chicago:</b>	(312) 819-0066
<b>Dallas:</b>	(214) 518-9620
<b>Detroit:</b>	(313) 357-0900
<b>Los Angeles:</b>	(213) 470-7178
<b>Minneapolis:</b>	(612) 339-2626
<b>Philadelphia:</b>	(215) 735-5843
<b>St. Louis:</b>	(314) 241-7799
<b>San Francisco:</b>	(415) 772-2735

## THE INTEREP RADIO STORE

### The Interrep Radio Store

100 Park Avenue  
New York, NY 10017  
(212) 916-0700

FAX: (212) 916-0730

#### Ralph Guild,

Chairman of the Board

**Les Goldberg, President**

**Marc Guild, President/Marketing**

### Katz & Powell Radio

470 Park Avenue South  
New York, NY 10016  
(212) 545-0600

FAX: (212) 889-6370

**Shelly Katz, President**

<b>Atlanta:</b>	(404) 264-4553
<b>Boston:</b>	(617) 482-4370
<b>Chicago:</b>	(312) 263-3340
<b>Dallas:</b>	(214) 243-8770
<b>Detroit:</b>	(313) 445-0491
<b>Los Angeles:</b>	(213) 274-8885
<b>Portland:</b>	(503) 226-2911
<b>San Francisco:</b>	(415) 474-6444
<b>St. Louis:</b>	(314) 991-4261
<b>Seattle:</b>	(206) 285-1913

### Katz Hispanic Radio Sales

One Dag Hammarskjold Plaza  
20th Floor  
New York, NY 10017

(212) 572-5263

FAX: (212) 572-9831

#### Gene Bryan, VP/National Sales Manager

<b>Atlanta:</b>	(404) 233-4354
<b>Boston:</b>	(617) 426-7290
<b>Chicago:</b>	(312) 836-0500
<b>Dallas:</b>	(214) 978-4993
<b>Detroit:</b>	(313) 649-4333
<b>Houston:</b>	(713) 961-5094
<b>Los Angeles:</b>	(213) 966-5000
<b>Minneapolis:</b>	(612) 339-2002
<b>Philadelphia:</b>	(215) 567-5166
<b>St. Louis:</b>	(314) 241-5535
<b>San Francisco:</b>	(415) 777-3377
<b>Seattle:</b>	(206) 441-1325

### Katz Radio

One Dag Hammarskjold Plaza  
20th Floor

New York, NY 10017

(212) 572-5560

FAX: (212) 572-9831

#### Bob Mc Curdy, President

<b>Atlanta:</b>	(404) 233-4354
<b>Boston:</b>	(617) 426-7290
<b>Chicago:</b>	(312) 836-0500
<b>Dallas:</b>	(214) 978-4993
<b>Detroit:</b>	(313) 649-4333
<b>Houston:</b>	(713) 961-5094
<b>Los Angeles:</b>	(213) 966-5000
<b>Minneapolis:</b>	(612) 339-2002
<b>Philadelphia:</b>	(215) 567-5166
<b>St. Louis:</b>	(314) 241-5535
<b>San Francisco:</b>	(415) 777-3377
<b>Seattle:</b>	(206) 441-1325

### Katz Radio Group

One Dag Hammarskjold Plaza  
28th Floor

New York, NY 10017

(212) 572-5520

FAX: (212) 751-1910

#### Ken Swetz, President

#### Stu Olds, Executive VP/KRG

**Bonnie Press, Senior VP/GM, KRG Network**

**Gerry Boehme, Senior VP/Director Research**

**Susan Wagner, Senior VP/Director**

KRG Marketing

**Glenn Kummerow, VP/Director AG Services**

### Lotus Hispanic Reps.

50 E. 42nd Street

Suite 702

New York, NY 10017

(212) 697-7601

FAX: (212) 697-8215

#### Richard Kraushaar, President

#### Monica Messina, VP/Eastern Division Mgr.

**Atlanta:** (404) 237-3759

**Chicago:** (312) 346-8442

**Dallas:** (214) 960-1707

**Los Angeles:** (213) 464-1311

**San Francisco:** (415) 563-3252



MAJOR MARKET RADIO SALES

### Major Market Radio Sales

100 Park Avenue

New York, NY 10017

(212) 818-8900

FAX: (212) 818-8910

**Warner Rush, President**

<b>Atlanta:</b>	(404) 859-0075
<b>Boston:</b>	(617) 426-6796
<b>Chicago:</b>	(312) 938-0999
<b>Dallas:</b>	(214) 518-9635
<b>Detroit:</b>	(313) 358-2060
<b>Los Angeles:</b>	(213) 474-5311
<b>Minneapolis:</b>	(612) 341-3089
<b>Philadelphia:</b>	(215) 985-1330
<b>Portland:</b>	(503) 226-5007
<b>St. Louis:</b>	(314) 231-9005
<b>San Francisco:</b>	(415) 772-2710
<b>Seattle:</b>	(206) 448-3613



McGAVREN GUILD RADIO

### McGavren Guild Radio

100 Park Avenue

New York, NY 10017

(212) 916-0500

FAX: (212) 916-0759

**Peter Doyle, President**

<b>Atlanta:</b>	(404) 953-1111
<b>Boston:</b>	(617) 423-0606
<b>Charlotte:</b>	(704) 552-7761
<b>Chicago:</b>	(312) 565-4888
<b>Dallas:</b>	(214) 518-9600
<b>Detroit:</b>	(313) 358-8500
<b>Houston:</b>	(713) 266-7667
<b>Los Angeles:</b>	(213) 470-3383
<b>Minneapolis:</b>	(612) 333-8717
<b>New York:</b>	(212) 916-0500
<b>Philadelphia:</b>	(215) 732-3380
<b>Portland:</b>	(503) 223-1700
<b>St. Louis:</b>	(314) 231-0000
<b>San Francisco:</b>	(415) 772-2700
<b>Seattle:</b>	(206) 441-3401





# RADIO REPRESENTATIVES

## Media America

11 West 42nd Street  
27th Floor  
New York, NY 10036  
(212) 302-1100  
FAX: (212) 302-6024  
**Ron Hartenbaum**, Chairman  
**Gary Schonfeld**, President

## Paul Miller & Company

3710 Rawlins  
Suite 1100  
Dallas, TX 75219  
(214) 528-2923  
**Paul Miller**, President  
**Atlanta:** (404) 262-1200  
**Chicago:** (312) 446-2487  
**Los Angeles:** (818) 505-1097  
**New York:** (212) 683-7990  
**San Francisco:** (415) 731-3620

## Moss Broadcasting Comm, Inc.

4975 Ireland Lane  
W. Linn, OR 97068  
(503) 656-5005  
FAX: (503) 656-5675  
**John L. Moss**, President

## Patt Media Sales

21714 Lakeland  
P.O. Box 691  
St. Clair Shores, MI 48081  
(313) 445-0491  
FAX: (313) 774-4889  
**Kenneth D. Patt**, President  
**Michael A. Martin**, Vice President  
**Atlanta:** (404) 633-9080  
**Chicago:** (312) 263-3340  
**Dallas:** (214) 788-1630  
**New York:** (212) 545-0600  
**San Francisco:** (415) 391-1984

## Radio Time Sales/International

559 Pacific Avenue  
San Francisco, CA 94133  
(415) 391-1984  
**Sam Posner**, President  
**Chicago:** (312) 346-3334  
**Dallas:** (214) 243-8764  
**Detroit:** (313) 961-3353  
**Los Angeles:** (818) 500-7201  
**New York:** (212) 239-3288  
**Portland:** (503) 226-2911  
**Seattle:** (206) 285-1913  
**Atlanta:** (404) 633-9080  
**St. Louis:** (314) 991-4261

## Regional Reps Corp.

One Playhouse Square  
Suite 300  
Cleveland, OH 44115  
(216) 781-0030  
FAX: (216) 781-7508  
**Stuart J. Sharpe**, President  
**Alex D. Kelemen**, Senior Vice President  
**Robert A. Stern**, (216) 781-0035  
**Joseph C. Hearn**, (513) 651-1511  
**Michael E. Povlo**, (404) 394-7377

## Roslin Radio Sales, Inc.

515 Madison Avenue  
Suite 1104  
New York, NY 10022  
(212) 486-0720  
FAX: (212) 486-1958  
**Marvin Roslin**, President  
**Atlanta:** (404) 266-0614  
**Boston:** (617) 262-3400  
**Chicago:** (312) 726-5451  
**Dallas:** (214) 823-7092  
**Detroit:** (313) 354-0691  
**Los Angeles:** (213) 278-8098  
**Philadelphia:** (215) 735-3947

## Savalli Broadcast Sales

11 Penn Plaza  
New York, NY 10001  
(212) 239-3288  
FAX: (212) 563-1301  
**Joseph Savalli**, President  
**Atlanta:** (404) 633-9080  
**Boston:** (617) 482-4370  
**Chicago:** (312) 263-3340  
**Dallas:** (214) 788-1630  
**Detroit:** (313) 445-0491  
**Los Angeles:** (818) 505-1097  
**Napa, CA:** (707) 944-9115  
**Philadelphia:** (215) 242-3660  
**St. Louis:** (816) 471-5502

## SCHUBERT RADIO SALES

### Schubert Radio Sales

100 Park Avenue  
New York, NY 10017  
(212) 916-0780  
FAX: (212) 916-0790  
**Jerry Schubert**, President

**Chicago:** (312) 819-0485  
**Dallas:** (214) 518-9628  
**Detroit:** (313) 357-0903  
**Los Angeles:** (213) 470-9419

## TORBET RADIO

### Torbet Radio

One Dag Hammarskjold Plaza  
New York, NY 10017  
(212) 891-6400  
FAX: (212) 644-0447  
**Tony Fasolino**, President

**Atlanta:** (404) 951-8114  
**Boston:** (617) 426-3374  
**Chicago:** (312) 819-0088  
**Dallas:** (214) 518-9630  
**Detroit:** (313) 353-0400  
**Houston:** (713) 785-2345  
**Los Angeles:** (213) 475-0033  
**Philadelphia:** (215) 732-9532  
**St. Louis:** (314) 241-8130  
**San Francisco:** (415) 772-2707

## TRM Group

3003 LBJ  
Suite 132  
Dallas, TX 75234  
(214) 243-8764  
**Tamela Bembenek**, President  
**Atlanta:** (404) 351-0432  
**Boston:** (617) 482-4370  
**Chicago:** (312) 263-3340  
**Cincinnati:** (513) 651-1511  
**Cleveland:** (216) 781-0035  
**Detroit:** (313) 445-8491  
**Los Angeles:** (213) 274-8885  
**New York:** (212) 545-0600  
**Portland:** (503) 226-2911  
**Raleigh:** (919) 850-9111  
**San Francisco:** (415) 441-3955  
**St. Louis:** (314) 991-4261  
**Seattle:** (206) 285-1913

## Hugh Wallace, Inc.

11332 Camarillo Street  
No. Hollywood, CA 91602  
(818) 980-3212  
FAX: (818) 980-8464  
**Hugh Wallace**  
**Mary Williams**  
**Mary Calder**  
**Barbara Forrest**  
**Chicago:** (312) 478-5544  
**New York:** (203) 444-1047  
**San Francisco:** (415) 924-1138



# RECORD COMPANIES

## A&M

(Incl. Delos, Denon, Elephant, Horizon, Sussex)  
(distributed by PGD)  
1416 North La Brea Avenue  
Hollywood, CA 90028  
(213) 469-2411

595 Madison Avenue  
New York, NY 10022  
(212) 826-0477

**Al Cafaro**, President

**Charlie Minor**, Sr. VP/Promotion

**Rick Stone**, Sr. VP/Promotion

**J.B. Brenner**, VP/Nat'l Album Promotion

**Lori Anderson**, Dir./Nat'l Field Promotion

**Chuck Bliziotis**, Dir./Nat'l Album Promotion

**Mark Tindle**, Dir./Nat'l Album Promotion

**Ross Grlerson**, Dir./Nat'l Singles Promotion

**Steve Bartels**, Dir./Nat'l Singles Promotion

**Andrea Paulini**, Dir./Nat'l AC, NAC  
& Jazz Promotion

**Scot Finck**, Dir./Nat'l Secondaries Promotion

**Bill Brown**, Dir./Nat'l Dance Music Promotion

**Brad Pollak**, Nat'l Alternative Promotion

**Jeff Suhly**, Dir./Nat'l College Promotion

**Don Eason**, VP/R&B Promotion & Black  
Music Marketing

**Boo Frazier**, Dir. Field Operations/R&B

**Chuck DeBow**, Dir./Nat'l R&B Promotion

## Absolute

P.O. Box 4930  
Panorama City, CA 91412  
(818) 892-1124  
FAX: (818) 892-5890  
**Jim McCarthy**, President

## Aegis

1370 Avenue Of The Americas, 26th Floor  
New York, NY 10019  
(212) 582-1116  
FAX: (212) 582-5084  
**Ron Alexenburg**, President

## Agenda

(incl. Artistic)  
(distributed by BMG)  
P.O. Box 312  
Van Nuys, CA 91408  
(818) 994-1176  
FAX: (818) 994-1449  
**Dick Bozzi**, President/GM  
**Gerald Weiner**, VP/Business Affairs

## Airus

(distributed by Perimeter, Navarre,  
Rock Bottom)  
915 West 100 South  
Salt Lake City, UT 84104  
(801) 531-9333  
FAX: (801) 531-0346  
Manhattan Center  
311 West 34th  
New York, NY 10001  
(212) 629-9390  
FAX: (212) 629-9391

11846 Ventura Blvd., Suite 20D  
Studio City, CA 91604  
(818) 753-7500  
FAX: (818) 980-9549  
**Bryan Hofheins**, President  
**Randall Thornton**, VP  
**Bryan Haslam**, Dir./Nat'l Promotion

## Alligator

P.O. Box 60234  
Chicago, IL 60660  
(312) 973-7736  
FAX: (312) 973-2088  
**Derek Ault**, Dir./Commercial Radio Promotion  
**Jay Septoski**, Dir./Noncommercial  
Radio Promotion

## Alpha International

(distributed by CEMA)  
1080 North Delaware Avenue  
Philadelphia, PA 19125  
(215) 425-8682  
FAX: (215) 425-4376  
**Ernest Cimadamore**, Sr. VP/Promotion  
**Preston Marsett**, VP/Urban Promotion  
**Kyle Cheatham**, Dir./Nat'l Urban Promotion  
**Mark Milano**, Dir./Nat'l Promotion

## Alpine

1025 17th Avenue South  
Nashville, TN 37212  
(615) 327-2227  
**Johnny Rutenschroer**, President

## American Gramophone

(incl. Living Music, Windstar)  
9130 Mormon Bridge Road  
Omaha, NE 68152  
(402) 457-4341  
FAX: (402) 457-4332  
**Gary D. Davis**, Promotion Coordinator

## Amherst

1800 Main Street  
Buffalo, NY 14208  
(716) 883-9520  
FAX: (716) 884-1432  
**Rose Rupert**, Dir./Nat'l Promotion

## A.M.I. (American Music Inc.)

(Incl. Tamara)  
3840 Dickerson Road  
Nashville, TN 37207  
(615) 868-2312  
FAX: (615) 868-2356  
**Michael R. Radford**, President  
**Harold Hodges**, VP/Dir. Promotion

## Anthem

(distributed by Sony Music Canada)  
189 Carlton Street  
Toronto, Ontario M5A 2K6  
Canada  
(416) 923-5855  
FAX: (416) 923-1041  
**Ray Danniels**, President  
**Pegi Cecconi**, VP

## Arista

(distributed by BMG)  
6 West 57th Street  
New York, NY 10019  
(212) 489-7400  
FAX: (212) 265-4138

8370 Wilshire Blvd.  
Beverly Hills, CA 90211  
(213) 655-9222  
FAX: (213) 852-1526

1 Music Circle North  
Nashville, TN 37203  
(615) 780-9100  
FAX: (615) 780-9190

## Clive Davis, President

**Roy Lott**, Exec. VP/Operations

**Bill Berger**, Exec. VP

**Rick Bisceglia**, Sr. VP/Promotion

**Jay Ziskrout**, Sr. Dir./Rock Promotion

**Mark Rizzo**, Sr. Dir./Nat'l AC Promotion

**Bruce Schoen**, Sr. Dir./Pop Promotion

**George Hess**, Dir./Nat'l Dance Promotion

**Diane Gentile**, Dir./Nat'l Video

& Rock Promotion

**Mary Taten**, Dir./Nat'l Promotion

**Mark Cohen**, Dir./Alternative Promotion

**Connie Johnson**, VP/R&B Promotion

**Roland Lewis**, Co-Dir./Nat'l R&B Promotion

**C.C. McClendon**, Co-Dir./Nat'l

R&B Promotion

**Gregg Feldman**, Assoc. Dir./Nat'l Promotion

**Linda Alter**, Assoc. Dir./Nat'l Promotion

**June Colbert**, Assoc. Dir./Nat'l Promotion

**Tim DuBois**, VP/GM, Nashville

**Allen Butler**, Sr. Dir./Promotion & Artist  
Development, Nashville

## Atco

(distributed by Atlantic/WEA)  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6400  
FAX: (212) 484-8119

9255 Sunset Blvd., Suite 1122

Los Angeles, CA 90069

(213) 285-9556

FAX: (213) 285-9834

**Craig Lambert**, Sr. VP/Promotion

**Valerie Delong**, Dir./Nat'l Singles Promotion

**Mark Gorlick**, Dir./Nat'l Promotion

**Matt Pollack**, Sr. Dir./Nat'l AOR Promotion

**Mark Snider**, Dir./Nat'l Video &

New Music Promotion

**Bill Pugh**, Dir./Nat'l AOR Promotlon

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# RECORD COMPANIES

## Atlantic

(incl. Atco, Atlantic, America, Critique, Es Paranza, Duke, Finnadar, First Priority, Lorimar, Luke, Megaforce, Modern, Omni, Spaceship, 21, 23 West, Virgin)

(distributed by WEA)  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6000  
FAX: (212) 484-6411

9229 Sunset Blvd., Suite 710  
Los Angeles, CA 90069  
(213) 205-7450  
FAX: (212) 205-7475

1025 16th Avenue South  
Nashville, TN 37212  
(615) 327-9394

FAX: (615) 329-2008

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**Mel LeWinter**, CFO/Sr. VP

**Mark Schulman**, Sr. VP/GM

**Andrea Ganis**, Sr. VP

**Lou Sicurezza**, VP/Nat'l Promotion

**Danny Buch**, VP/Nat'l Album Promotion

**Jeff Appleton**, Dir./Nat'l Album Promotion

**Joe Ianello**, VP/Nat'l Pop Promotion

**John Weston**, Dir./Nat'l Pop Promotion

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**Linda Ferrando**, Dir./Nat'l Video Promotion

**Mark Fotiadis**, Dir./Alternative Music

**Joe Carvello**, Dir./Dance Music Promotion

**Richard Nash**, Sr. VP/GM, Black

Music Promotion

**Rick Blackburn**, VP/GM, Nashville

**Elroy Kahanek**, Dir./Nat'l Country Promotion

**Bob Heatherly**, Dir./Sales & Marketing,  
Nashville

## Avista

P.O. Box 627  
Edmond, OK 73083  
(405) 348-6900

**F.K. Baker**, President

## Bahia

(distributed by BMG)  
1133 Avenue Of The Americas, 6th Floor  
New York, NY 10036  
(212) 930-4316  
FAX: (212) 930-4752

**Gregory Peck**, CEO

**Boe Brown**, Dir./Product Development

## Bainbridge

(incl. Quartet, Darksilver)  
P.O. Box 8248  
Van Nuys, CA 94109-8248  
(213) 476-0631  
FAX: (213) 472-4190

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**PJ Littleton**, VP/GM

## Best Recordings

(distributed by Big State, Paulstarr,  
Great Bay, Precision Sound, Rock Bottom)  
OS8701 Old York Road  
Eimhurst, IL 60126  
(708) 834-5600

FAX: (708) 832-9511

**Edward Vodicka**, President

## BGM

(incl. Rain Forest)  
4265 Gate Crest  
San Antonio, TX 78217  
(512) 654-8773

FAX: (512) 654-8895

**Debbie Green**, VP/Promotion

## Blast First

262 Mott Street, Suite 324  
New York, NY 10012  
(212) 941-9560

FAX: (212) 941-9383

**Reyne Cuccuro**, Dir./Nat'l Sales & Promotion

## Blue Note

(incl. Roulette, World Pacific, Pacific Jazz,  
Capitol Jazz)  
(distributed by CEMA)

810 7th Avenue  
New York, NY 10019  
(212) 603-8733

FAX: (212) 603-8702

**Matt Pierson**, Dir./Marketing & A&R

**Susan B. Levin**, Consultant/Radio Promotion

## Cadence Jazz

Cadence Bldg.  
Redwood, NY 13679  
(315) 287-2852

FAX: (315) 287-2860

**Dave Bernstein**, Promotion

## Camel

120 North Victory Blvd., Suite 206  
Burbank, CA 91502  
(818) 846-8200

FAX: (818) 846-1866

**Bruce Bird**, President

## Capitol

(incl. Blue Note/Capitol Jazz, Bustin')  
(distributed by CEMA)

1750 North Vine Street  
Hollywood, CA 90028  
(213) 462-6252

FAX: (213) 467-6550

810 7th Avenue  
New York, NY 10019  
(212) 603-8700

FAX: (212) 603-8702

1111 16th Avenue South  
Nashville, TN 37212  
(615) 329-3333

FAX: (615) 321-0158

**John Fagot**, Sr. VP/Promotion

**Ritch Bloom**, Sr. Dir./Promotion

**Jeff Shane**, Sr. Dir./Rock Promotion

**Sean Renet**, Dir./Nat'l Alternative Promotion

**Frank Palombi**, Dir./Nat'l Pop Promotion

**Frank Murray**, Sr. Dir./Crossover Promotion

**Tony Chalmers**, Dir./Nat'l Promotion,  
East Coast

**Kim Halverson**, Mgr./Administration  
& Promotion

**Step Johnson**, Sr. VP/GM Black Music  
Promotion, West Coast

**Barbara Lewis**, VP/Black Music Promotion

**Howard Geiger**, Dir./Nat'l Black Music  
Promotion, West Coast

**Keith Frye**, Dir./Nat'l Black Music Promotion,  
East Coast

**Michelle Peacock**, VP/Nat'l Video Promotion

**Sean Fernald**, Dir./Video Promotion

**Bill Catino**, VP/Country Promotion

**Sam Cerami**, Dir./Nat'l Country Promotion

## Cardiac

1790 Broadway, 6th Floor  
New York, NY 10019  
(212) 977-8020

FAX: (212) 977-8042

**Rathy Jacobson**, President

**Ray Caviano**, Dir./Nat'l Promotion

**Michael Halley**, Dir./Nat'l R&B Promotion

## Carmel

(incl. Elation, KS-1, PRCD001)  
(distributed by CRD, MS, Malverne,  
BMG Far East)

2331 Carmel Drive  
Palo Alto, CA 94303

(415) 856-3650

FAX: (415) 856-0371

**Jeanette Avenida**, Promotion

## Caroline

(incl. Sub Pop, Plan-9, EG, Editions EG,  
Venture, Front Line, Megaforce, Metal Blade,  
Antler Subway, Play It Again Sam)  
114 West 26th Street, 11th Floor  
New York, NY 10001

(212) 989-2929

FAX: (212) 989-9791

**Keith Wood**, President

**Janet Billig**, Dir./Promotion

## Celestial Harmonies

(incl. Kuckuck, Black Sun, Fortuna)  
P.O. Box 30122  
Tucson, AZ 85751

(602) 326-4400

FAX: (602) 326-3333

**Eckart Rahn**, President

## Chameleon Music Group

(incl. Dali, Vee-Jay, Beachwood)

(213) 973-8282, (800) 444-6044

**Deejay DeLorenzo**, Dir./Nat'l Promotion

## Charisma

(incl. Point Blank)  
(distributed by Atlantic/WEA)  
1790 Broadway, 20th Floor  
New York, NY 10019

(212) 586-7700

FAX: (212) 489-9330

335 North Maple Drive  
Beverly Hills, CA 90210

(213) 275-9071

FAX: (213) 275-9148

**Phil Quartararo**, President

**Bob Catania**, VP/Promotion

**"Heavy" Lenny Bronstein**, VP/Album  
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**Al Molinet**, VP/Pop Promotion

**Tom Bobak**, Dir./Nat'l Pop Promotion

**Rhonda Herlich**, Dir./Nat'l AC &  
Video Promotion

**Dawn Hood**, Dir./Nat'l Alternative Promotion



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## **Chase Music Group**

(incl. Mighty Tiger)  
P.O. Box 11178  
Glendale, CA 91226  
(818) 507-4240  
FAX: (818) 241-9778  
**William Stilfield**, President  
**Ellen Cohn**, VP

## **Chrysalis**

(incl. Cooltempo, China, Ensign, Blue Guitar)  
(distributed by CEMA)  
645 Madison Avenue  
New York, NY 10022  
(212) 758-3555  
FAX: (212) 319-0685  
9255 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 550-0171  
FAX: (213) 550-0785

13 Bramley Road  
London W10 6SP  
England

(071) 221-2213

**Tom Gorman**, Sr. VP/Promotion

**Kevin Carroll**, VP/Pop Promotion

**Dave Ross**, Dir./Rock Promotion

**Suzanne Olsson**, Dir./Nat'l Video Promotion

**Ed Strickland**, VP/Black Music Division

**Robin Dixon**, Nat'l Radio Promotion, Black Music Division

**Jeffrey Sledge**, Nat'l Rap Promotion

**Steve Calderon**, Nat'l Dance Promotion

**Judy Valsi**, Nat'l AC Promotion

## **Cinema**

(distributed by Capitol)  
812 West Darby Road  
Havertown, PA 19083  
(215) 446-7100  
FAX: (215) 446-7721  
**Denny Somach**, President

## **Columbia**

(incl. RAL/Def Jam, OBR)  
P.O. Box 4450  
New York, NY 10101-4450  
666 Fifth Avenue, Attn. 51/12  
New York, NY 10103  
(212) 445-4321  
FAX: (212) 445-7731

1801 Century Park West  
Los Angeles, CA 90067  
(213) 556-4700  
FAX: (213) 558-4795

34 Music Square East  
Nashville, TN 37203  
(615) 742-4370  
FAX: (615) 742-4338

**Tommy Mottola**, President, Sony Music

**Don Ienner**, President, Columbia Records

**Mel Iberman**, Sr. VP/Exec. Asst.

To President

**Eddie Pugh**, VP/Black Music

**Steve Tipp**, VP/Alternative Marketing

**Kevin Gore**, Dir./Jazz Marketing & Promotion

**Burt Baumgartner**, VP/Promotion

**Bob Garland**, VP/Singles Promotion

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**Paul Rappaport**, VP/AOR Promotion

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**Joe Casey**, VP/Nat'l Country Promotion

## **Concord**

(incl. Jazz, Crossover, Concerto, George Wein Collection, Collector's Series, Picante)  
P.O. Box 845  
Concord, CA 94522  
(415) 682-6770  
FAX: (415) 682-3508

**Merrilee Trost**, VP/Dir. Promotion

**Allen Farnham**, Radio Promotion

**Paul Conley**, Radio Promotion

## **Country International**

(incl. Merry-Go-Round, Ford, Emkay)  
23 Music Circle East  
Nashville, TN 37203  
(615) 327-4656

**Sherman Ford**, President

**Jake Payne**, Promotion

## **Creative Funk**

(incl. Adelia)  
(distributed by Select-O-Hits)  
6217 Springhill Ct.  
Greenbelt, MD 20770  
(301) 220-0222  
FAX: (301) 220-0223  
**Deek DeBerry**, President  
**Gerald Deas**, Sr. VP  
**John Smallwood**, VP  
**Juliet Walker**, VP/Promotion

## **Critique**

800 West Cummings Park, Suite 2500  
Woburn, MA 01801  
(617) 935-7540  
FAX: (617) 935-6866

161 West 54th Street, Suite 1203

New York, NY 10019

(212) 489-7095

FAX: (212) 265-5726

**Carl Strube**, President

**Jonathan Lev**, Alternative Promotion

## **Cruz**

(distributed by SST)  
P.O. Box 7756  
Long Beach, CA 90807  
(213) 430-2077  
FAX: (213) 430-7286  
**Ron Coleman**, Promotion/Marketing

## **Curb**

(incl. Gifthouse)  
(distributed by CEMA)  
3907 West Alameda Avenue  
Burbank, CA 91505  
(818) 843-2872  
FAX: (818) 843-4659

47 Music Square East

Nashville, TN 37203

(615) 321-5080

FAX: (615) 327-3003

**Bill Cataldo**, Nat'l Promotion

**David Forman**, Nat'l Promotion

**Jack Springer**, Nat'l Promotion

**Mike Borchetta**, VP/Nat'l Country Promotion

**Sue Austin**, Nat'l Country Promotion

**Barbara Kelly**, Nat'l Country Promotion

## **Damon**

(distributed by Select-O-Hits, Jerry Bassin, Action, Big State, California Record Distributors, Arovox, Justin)  
P.O. Box 6073  
Macon, GA 31208  
(912) 742-4328  
FAX: (912) 744-0081

**Rodgers Redding**, President

**Zelma Redding**, Dir./Nat'l Promotion

## **Davatone**

101 Homedale Drive  
Scarborough, ONT M1V 1M1  
Canada  
(416) 292-6924

**Dave Ostrovsky**, President

## **DCC Compact Classics**

(incl. AVM Classical/Jazz, Garland, Shelter, Stanyan)  
8300 Tampa Avenue, Suite G  
Northridge, CA 91324  
(818) 993-8822  
FAX: (818) 993-0605  
**Marshall Blonstein**, President  
**Stan Layton**, VP/GM

## **Def American Recordings**

(distributed by Warner Bros.)  
9157 Sunset Blvd., Suite 200  
Los Angeles, CA 90069  
(213) 278-6699  
FAX: (213) 278-8225  
**Mark DiDia**, VP/GM  
**Clarissa Garcia**, Nat'l Hard Rock Promotion

## **Delicious Vinyl**

(distributed by Island/PGD)  
6607 Sunset Blvd.  
Los Angeles, CA 90028  
(213) 465-2700  
FAX: (213) 465-8926

**Thomas Bracamontes**, Dir./Nat'l Urban Promotion

**Eric Flewellen**, Dir./Urban Promotion, East Coast

**Tony Bennett**, Dir./Nat'l Club, Pool & Crossover Promotion

**Paul Moshay**, Dir./Nat'l Marketing & Advertising

**Sharon Carroll**, Mgr./Urban Promotion



# RECORD COMPANIES

## Denon

135 West 50th Street, Suite 1915  
New York, NY 10020  
(212) 581-2550  
FAX: (212) 581-2591  
**Ken Yoshimura, OM**  
**Toshio Kitatate, GM**  
**Jennifer Phelps, Nat'l Promotion**

## DGC

(distributed by Geffen/UNI)  
9130 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 278-9010  
FAX: (213) 273-9289

75 Rockefeller Plaza, 17th Floor  
New York, NY 10019  
(212) 484-7170  
FAX: (212) 484-8930

**Marko Babineau, GM**  
**Hugh Surratt, Dir./Nat'l AOR Promotion**  
**Steve Leavitt, Dir./Nat'l CHR Promotion**  
**Mark Kates, Dir./Nat'l Alternative Promotion**

## Discovery

(incl. Trend, Musicraft, AM-PM)  
117 North Las Palmas Avenue  
Los Angeles, CA 90064  
(213) 938-5482  
**Patricia Nickerson, VP**

## Dolce & Nuit Productions

P.O. Box 1071  
Melrose, MA 02176  
(617) 665-4791  
FAX: (617) 665-0601  
**Matt Johnson, President**  
**Katja Rego, Dir./Promotion**

## DPI

1102 17th Avenue South  
Nashville, TN 37212  
(615) 320-1414  
FAX: (615) 320-0020  
**Jim Lawrence, President**  
**Mae Boren Axton, VP**

## East West America

(incl. Interscope)  
(distributed by Atlantic/WEA)  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 399-3300  
FAX: (212) 399-3279  
**Sylvia Rhone, President/CEO**  
**Vince Faracl, President/COO**  
**Charley Lake, VP/Nat'l Promotion**  
**Lisa Velasquez, Sr. Dir./CHR Promotion**  
**Kevin Sutter, Sr. Dir./AOR Promotion**  
**Pat Marsicano, Dir./Nat'l AC Promotion**  
**Rick Nuhn, Dir./Nat'l R&B Promotion**  
**Jodi Williams, Dir./Nat'l Marketing & Promotion**

## Edge

6464 Sunset Blvd., Suite 850  
Hollywood, CA 90028  
(213) 465-6611  
FAX: (213) 465-6425  
**Rick Frio, President**

## Elektra Entertainment

(distributed by WEA)  
75 Rockefeller Plaza, 21st Floor  
New York, NY 10019  
(212) 484-7200  
FAX: (212) 974-9314

345 North Maple Drive, Suite 123  
Beverly Hills, CA 90210  
(213) 288-3800  
FAX: (213) 459-0346

**Brad Hunt, Sr. VP/GM**  
**Rick Alden, Sr. VP/Promotion**  
**Suzanne Berg, VP/AC Promotion**  
**Jeff Cook, Sr. Dir./Nat'l AOR Promotion**  
**Doug Daniel, VP/Black Music**  
**Leslie Doyle, Dir./Dance Music**  
**Lisa Frank, Dir./Nat'l CHR Promotion**  
**Louis Heidelmeir, Sr. Dir./Nat'l AOR Promotion**

**Linda Ingrisano, Dir./Nat'l Video Promotion**  
**Jon Leshay, Dir./Nat'l Alternative Promotion**  
**Jon McHugh, Dir./Nat'l CHR Promotion**  
**Michelle Meisner, Dir./Nat'l Field Promotion**  
**Joe Morrow, Sr. Dir./Nat'l Urban Promotion & Marketing**  
**Ruben Rodriguez, Sr. VP/Urban Music**  
**Steve Schnur, VP/AOR Promotion**  
**George Silva, Dir./Nat'l CHR Promotion**  
**Del Williams, Sr. Dir./Nat'l CHR Promotion**  
**Keir Worthy, Dir./Nat'l Rap Promotion & Marketing**

## EMI

(distributed by CEMA)  
810 Seventh Avenue  
New York, NY 10019  
(212) 603-8600  
FAX: (212) 603-8681

1800 North Vine Street, Suite 250  
Los Angeles, CA 90028  
(213) 960-4600  
FAX: (213) 960-4646  
**Jack Satter, Sr. VP/Pop Promotion**  
**Ron Geslin, VP/Pop Promotion**  
**Mark Kargol, VP/Pop Promotion, West Coast**  
**Norm Osborne, VP/AOR Promotion**  
**Geordie Gillespie, Dir./Alternative, Dance & AC Promotion**  
**Glynice Coleman, Dir./Nat'l Urban Promotion**

## Epic

(incl. Blackheart, Epic Associated, Parc,  
Pyramid, Imagine, Solar, WTG)  
(distributed by Sony Music)  
P.O. Box 4450  
New York, NY 10101-4450  
(212) 975-4321  
  
1801 Century Park West  
Los Angeles, CA 90067  
(213) 556-4700

34 Music Square East  
Nashville, TN 37203  
(213) 742-4379  
FAX: (615) 742-4338

**Dave Glew, President**  
**Richard Griffiths, Exec. VP**  
**Tony Martell, Sr. VP/GM, Associated Labels**  
**Hank Caldwell, Sr. VP/Black Music**  
**Polly Anthony, Sr. VP/Promotion**  
**Tom Genetti, VP/Field Operations**  
**Harvey Leeds, VP/Album Promotion**  
**Larry Douglas, VP/Promotion & Nat'l Trades**  
**Steve Backer, VP/Alternative & Video Promotion**  
**Trupledo Crump, VP/Urban Promotion**  
**Barbara Seltzer, Sr. Dir./CHR Promotion**  
**Sky Daniels, Sr. Dir./Album Promotion**  
**Lynn Forman, Dir./AC Promotion**  
**Dave Costanza, Dir./Dance Promotion**  
**Lamont Boles, Dir./Urban Promotion**  
**Mike Schnapp, Dir./Metal Marketing & Promotion**  
**Maurice Warfield, Assoc. Dir./Urban Promotion**  
**Jack Lameier, VP/Nat'l Country Promotion**

## Esquire

3575 Cahuenga Blvd. West, Suite 415  
Los Angeles, CA 90068  
(213) 876-9355  
FAX: (213) 876-9365

177 East 2nd Street  
Huntington Station, NY 11746  
(516) 547-0600  
FAX: (516) 547-0252  
**Arnie Orleans, President**  
**Ronnie Jones, VP/Promotion**

## F&L

(incl. Progress, W.T.M.)  
1618 16th Avenue South  
Nashville, TN 37212  
(615) 292-3611  
**Bobby Fischer, President**

## Fantasy

(incl. Contemporary, Galaxy, Good Time Jazz,  
Landmark, Great American Music Hall, HDH,  
Milestone, Music Merchant, Pablo, Prestige,  
Riverside, Stax, Specialty, Original Jazz  
Classics, Original Blues Classics)  
Tenth & Parker  
Berkeley, CA 94710  
(415) 549-2500  
FAX: (415) 486-2159  
**Ralph Kaffel, President**  
**Phil Jones, Exec. VP**  
**John Rogers, Jazz Promotion**

## Flying Fish

(incl. Temple, Blind Pig, Atomic Theory,  
Rose Quartz)  
1304 West Schubert  
Chicago, IL 60614  
(312) 528-5455  
FAX: (312) 528-8262  
**J. Seymour Guenther, Promotion**



# RECORD COMPANIES

## **4PM Records**

120 Route 17N, Suite 111  
Paramus, NJ 07652  
(201) 261-3774  
FAX: (201) 261-1308  
**Merril Kass, Dir./Nat'l Promotion**

## **4th & Broadway**

(incl. Mango, Antilles, Axiom)  
(distributed by Island/PGD)  
14 East 4th Street  
New York, NY 10012  
(212) 995-7800  
FAX: (212) 477-5918  
**Pat Monaco, VP**  
**Kookie Gonzalez, Sr. Dir./Nat'l Promotion**  
**Tanya Cepeda, Dir./Nat'l Promotion**

## **Frontier**

(incl. Grifter, Poplarna, Arsenal)  
(distributed by BMG)  
P.O. Box 22  
Sun Valley, CA 91353  
(818) 506-6886  
FAX: (818) 506-0723  
**Robb Moore, Dir./Sales & Marketing**

## **Geffen**

(distributed by UNI)  
9130 Sunset Blvd.  
Los Angeles, CA 90069  
(213) 278-9010  
FAX: (213) 271-4358  
75 Rockefeller Plaza, 17th Floor  
New York, NY 10019  
(212) 484-7170  
FAX: (212) 484-8930  
**Al Coury, GM**  
**Peter Napolitano, Dir./Nat'l CHR Promotion**  
**Alan Oremán, Dir./Nat'l AOR Promotion**  
**Claire West, Dir./Nat'l AC Promotion**  
**Kim White, Dir./Nat'l College &  
Alternative Promotion**  
**Karen Sobel-Silver, Mgr./Nat'l  
CHR Promotion**  
**Craig Coburn, Nat'l CHR Promotion  
& Advertising**  
**Kathleen Moore, Nat'l CHR Coordinator**  
**Warren Christensen, Nat'l AOR Promotion**  
**Susan Naramore, Nat'l AOR Promotion**  
**Michelle Shore, Nat'l College &  
Alternative Promotion**  
**George Cappellini, Nat'l Promotion**  
**Michael Rowley, Nat'l Promotion**  
**Peter Baron, Dir./Nat'l Video Promotion**

## **Gemini**

(incl. Today's Sound)  
P.O. Box 22004  
Denver, CO 80222  
(303) 753-0278  
FAX: (303) 753-6751  
**C.R. "Russ" Anderson, CEO/Chairman**  
**Tony DiMaria, Nat'l Promotion & Marketing**

## **Giant**

(distributed by Warner Bros./WEA)  
345 North Maple Drive, Suite 205  
Beverly Hills, CA 90210  
(213) 288-5500  
FAX: (213) 288-5515  
**Irving Azoff, Chairman**  
**John Brodey, Sr. VP/Marketing & Promotion**  
**Ray Carlton, VP/CHR Promotion**  
**Jean Johnson, Sr. Dir./Nat'l CHR Promotion**

## **Gifhorse**

(distributed by Curb)  
3907 West Alameda Avenue, 2nd Floor  
Burbank, CA 91505  
(818) 843-2872  
FAX: (818) 843-4659  
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(distributed by Rhino/CEMA)  
180 East Napa Street  
Sonoma, CA 95476  
(707) 996-2748  
FAX: (707) 996-2658  
**Neal Sapper, VP/Promotion**  
**Tim Blain, Promotion/College & Secondaries**

## **GNP Crescendo**

(incl. Creative World)  
8400 Sunset Blvd., Suite 4A  
Los Angeles, CA 90069  
(213) 656-2614  
FAX: (213) 656-0693  
**Gene Norman, President**

## **Gold Castle**

(incl. Cypress, Run River)  
(distributed by CEMA)  
3575 Cahuenga Blvd. West, Suite 470  
Los Angeles, CA 90068  
(213) 850-3321  
FAX: (213) 874-0266  
**Danny Goldberg, CEO**  
**Paula Jeffries, President**  
**Jeff Heiman, VP/Promotion & Publicity**

## **Gold City**

P.O. Box 24  
Armonk, NY 10504  
(914) 273-6457  
FAX: (914) 273-4207  
**Chris Jasper, President**  
**Margie Jasper, VP**

## **Great Northern Arts**

(incl. Serenity)  
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114 Lexington Avenue  
New York, NY 10016  
(212) 532-1414  
FAX: (212) 684-0958  
8273 Marmont Lane  
Los Angeles, CA 90069  
(213) 654-8428  
FAX: (213) 654-6829

287 Beckingham  
Kent BR3 4RL  
England  
(081) 778-3163  
FAX: (081) 676-8662  
**Alan Harris, Dir./Nat'l Radio Promotion**  
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## **GRP**

555 West 57th Street  
New York, NY 10019  
(212) 245-7033  
FAX: (212) 757-0713  
**Doug Wilkins, Sr. Dir./Nat'l Promotion**  
**Duke DuBois, Dir./Nat'l Promotion**  
**Deborah Lewow, Dir./Nat'l NAC Promotion**

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37 North Broadway  
Nyack, NY 10960  
(914) 358-7711  
FAX: (914) 358-8919  
**Frank Ritchie, Dir./Nat'l Promotion**

## **Hearts Of Space**

1324 Noriega Street  
San Francisco, CA 94122  
(415) 759-1130  
**Stephen Hill, President**  
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## **High Sky/High Rocket**

11311 Audelia Road, Suite 283  
Dallas, TX 75243  
(214) 348-4151  
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## **Higher Octave Music**

(incl. Nightingale)  
8033 Sunset Blvd., Suite 41  
Los Angeles, CA 90046  
(213) 856-0039  
FAX: (213) 656-6490

1187 Coast Village Road #1, Suite 192  
Santa Barbara, CA 93108  
(805) 565-1353  
FAX: (805) 969-6984  
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220 4th Street, Suite 101  
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(415) 763-8500  
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Animation Bldg. 2G-6  
Burbank, CA 91521  
(818) 560-5670  
FAX: (818) 567-4837

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**Kyle Hetherington**, VP/CHR Promotion  
**Art Phillips**, VP/Rock Promotion  
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**Christina Anthony**, Dir./Nat'l AC &  
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## Ichiban

(incl. Curtom, Startrak, Wilbe, GEMC,  
Miracle, Gospel Capital, Gold Key, Soeg,  
King Snake, Bullseye, Mr. Henry,  
Power House, Gospel Capital, CMC)  
P.O. Box 724677  
Atlanta, GA 30339  
(404) 926-3377  
FAX: (404) 926-2774

Research House  
Fraser Road  
Perivale, WB6 7AQ  
England  
(01) 991-5990  
FAX: (01) 991-9504

**Ron Patterson**, Radio Promotion  
**Ed Nesbitt**, Radio Promotion

## Impact

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6255 Sunset Blvd., 21st Floor  
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FAX: (213) 957-1512

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**John Hey**, VP/AOR Promotion  
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**Gina Iorillo**, Dir./Nat'l Pop Secondaries

## Interscope

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Los Angeles, CA 90024  
(213) 208-6547  
FAX: (213) 208-7343

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**Marc Benesch**  
**David Cohen**  
**Lori Earl**  
**Tony Ferguson**  
**Beau Hill**  
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**Michael Papale**  
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Halpern Sounds, Feels So Good, DPI,  
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P.O. Box 1724  
Roswell, GA 30077-1724  
(404) 664-9262  
FAX: (404) 664-7316

One Select Avenue, Unit 10  
Scarborough, Ontario M1V 5J3  
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**Ed Keeley**, Dir./Nat'l Promotion

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New York, NY 10016  
(212) 532-1414  
FAX: (212) 684-0958

8273 Marmont Lane  
Los Angeles, CA 90069  
(213) 654-8428  
FAX: (213) 654-6829

287 Beckingham  
Kent BR3 4RL  
England  
(081) 778-3163  
FAX: (081) 676-8662  
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**James Jackson**, R&B Promotion

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Universal City, CA 91604  
(818) 508-3130  
FAX: (818) 373-7173

594 Broadway, Suite 901  
New York, NY 10012  
(212) 334-2170  
FAX: (212) 334-2178

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**Michael Scurlock**, Dir./Nat'l Field Promotion  
**Lori Blumenthal**, Dir./Nat'l Promotion,  
Developing Artists

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(incl. 4th & Broadway, Great Jones, Mango,  
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14 East 4th Street  
New York, NY 10012  
(212) 995-7800  
FAX: (212) 477-5918

8920 Sunset Blvd., 2nd Floor  
Los Angeles, CA 90069  
(213) 276-4500  
FAX: (213) 276-9267

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**Dave Darus**, Dir./Nat'l Promotion  
**Chelle Seabron**, Dir./Nat'l Urban Promotion  
**Michael Hacker**, Dir./Nat'l Dance Promotion  
**Ronnie Blackshear**, Dir./Nat'l Urban  
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**Tanya Cepeda**, Nat'l Dir., 4th & Broadway

## Jazzology

(GHB, Audiophile, Circle, Southland, Solo Art,  
Progressive, Black Swan, American Music)  
1206 Decatur Street  
New Orleans, LA 70116  
(504) 525-1776  
**George H. Buck Jr.**, President

## JCI

(incl. Artful Balance, 214)  
21550 Oxnard Street, Suite 920  
Woodland Hills, CA 91307  
(818) 593-3600  
FAX: (818) 593-3610  
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## Jive

(distributed by RCA)  
137-139 West 25th Street, 8th Floor  
New York, NY 10001  
(212) 727-0016  
FAX: (212) 645-3783

6777 Hollywood Blvd., 6th Floor  
Hollywood, CA 90028  
(213) 464-7409  
FAX: (213) 464-7144

165-167 Willesden High Road  
London NW10 25G  
England  
(081) 459-8899  
FAX: (081) 451-3900  
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(incl. JR, On Top)  
3081 NW 24th Street  
Miami, FL 33142  
(305) 635-5588  
FAX: (305) 633-7127  
**Rod Kenney**, VP/Promotion

## Juggernaut

67-45E 190th Lane  
Fresh Meadows, NY 11365  
(718) 454-6593  
**Juggy Gayles**  
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2724 Kipling  
Houston, TX 77098  
(713) 520-6669  
FAX: (713) 526-7045  
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## Kaupp

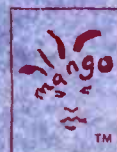
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12112 Norman Avenue  
Stockton, CA 95215  
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# ISLAND



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FAX: (612) 559-6848

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**Laura Starita**, Promotion

## **Landmark**

(distributed by Fantasy)  
2600 Tenth Street  
Berkeley, CA 94710  
(415) 849-0442  
FAX: (415) 486-2015

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## **Laserlight**

2275 South Carmelina Avenue  
Los Angeles, CA 90064  
(213) 826-6151  
FAX: (213) 826-6927  
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40 West 57th Street, Suite 1510  
New York, NY 10019  
(212) 586-3600  
FAX: (212) 307-7027

**Randi Moelis-Kantor**, VP/Promotion  
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**Larry Moelis**, VP/Operations

## **Luke**

(incl. Effect, Skyline, Crew La-Poo, Nautica)  
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Miami, FL 33138  
(305) 757-1969  
FAX: (305) 757-3456

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Jackson, MS 39206  
(601) 982-4522  
FAX: (601) 982-4528

611 Broadway  
New York, NY 10012  
(212) 529-3155  
FAX: (212) 677-3229

47 Music Square East  
Nashville, TN 37203  
(615) 327-0440  
FAX: (615) 329-3964

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Carr Mill, 2nd Floor  
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FAX: (919) 932-1885

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Video Promotion

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(615) 329-2591

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70 Universal City Plaza  
Universal City, CA 91608  
(818) 777-4000  
FAX: (818) 777-6435

1755 Broadway, 8th Floor  
New York, NY 10019  
(212) 841-8000  
FAX: (212) 397-1403

1514 South Street  
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FAX: (615) 242-5313

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Promotion & Marketing

**Ron White**, VP/Black Promotion  
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**Michael Steele**, Dir./Nat'l Promotion  
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**Shelia Shipley**, VP/Country Promotion  
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**Martha Thomas-Frye**, Co-Dir./Nat'l Field  
Promotion, Black Music  
**Donnie Seller**, Co-Dir./Nat'l Field Promotion,  
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**John Loscalzo**, Dir./Nat'l Alternative  
Promotion

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210 Bridge Plaza Drive  
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FAX: (908) 972-3443

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**Missi Callazzo**, Nat'l Radio Promotion

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FAX: (212) 333-8245

3800 Alameda Avenue, Suite 1500  
Burbank, CA 91505  
(818) 955-5200  
FAX: (818) 848-7530

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**Wayman Jones**, VP/Urban Promotion  
**Kerry Wood**, VP/AC Promotion  
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**Dave Loncaio**, VP/AOR Promotion  
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Burbank, CA 91502  
(818) 841-8585  
FAX: (818) 841-8581

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Toronto, Ontario M4V 1E2  
Canada  
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Tarzana, CA 91356  
(818) 981-9050  
FAX: (818) 981-9095

729 7th Avenue, 14th Floor  
New York, NY 10019  
(212) 921-4370  
FAX: (212) 869-2040  
**Brian Slagel**, CEO  
**Michael Faley**, President  
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## **Miramar**

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Seattle, WA 98119  
(206) 284-4700  
FAX: (206) 286-4433  
**Sean Gleason**, Label Manager



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1260 Holm Road  
Petaluma, CA 94954-1199  
(707) 778-0134  
FAX: (707) 778-6328  
**Phyllis E. Schwartz, Dir./Marketing**

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(incl. Apollo, Sound Of New York, Tai)  
(distributed by MCA)  
6255 Sunset Blvd., 17th Floor  
Hollywood, CA 90028  
(213) 468-3500  
FAX: (213) 461-4853  
729 7th Avenue, 12th Floor  
New York, NY 10019  
(212) 704-4440  
FAX: (212) 704-4470  
**Jheryl Busby, President/CEO**  
**Harry Anger, COO**  
**Frank Turner, Sr. VP/Pop Promotion**  
**Paris Eley, VP/R&B Promotion**  
**Michael Williams, Dir./Nat'l Pop Promotion**

## **Mu**

(distributed by Navarre)  
3000 Cleveland Avenue, Suite 102  
Santa Rosa, CA 95403  
(707) 527-1034  
FAX: (707) 576-0887  
**John Newbern, President**

## **Musel/Savoy Jazz**

160 West 71st Street  
New York, NY 10023  
(212) 873-2020  
FAX: (212) 877-0407  
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## **Music West**

1000 4th Street, Suite 800  
San Raphael, CA 94901  
(415) 459-6800  
FAX: (415) 459-4801  
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P.O. Box 594  
Wharton, NY 07885  
(201) 328-2977  
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## **Narada**

(incl. Sona Gaia)  
(distributed by MCA)  
1845 North Farwell Avenue  
Milwaukee, WI 53202  
(414) 272-6700  
FAX: (414) 272-6131  
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**Richard Morton, Radio Promotion**

## **Nastymix**

(incl. J-Town, Cold Rock, Exile, Rumrunner)  
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(206) 292-8772  
FAX: (206) 292-8727  
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FAX: (615) 321-0464  
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427 West Chelton Avenue, Suite 106  
Philadelphia, PA 19144  
(215) 844-6484  
FAX: (215) 844-7020  
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P.O. Box 588  
Florham Park, NJ 07932  
(201) 808-9776  
FAX: (201) 808-9664  
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**Doris Chodorcoff, GM**

## **New Alliance**

(distributed by SST)  
P.O. Box 1389  
Lawndale, CA 90260  
(213) 430-6838  
FAX: (213) 430-7286  
**Robert Vodicka**

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(distributed by Rock Bottom)  
6400 Manatee Avenue West, Suite L  
Bradenton, FL 34209  
(813) 795-1633  
FAX: (813) 794-8268  
**Les Sabler, President/CEO**

## **Next Plateau**

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(212) 541-7640  
FAX: (212) 315-0286  
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**Jenniene Leclercq, Exec. VP/GM**

## **NSD**

(incl. Grand Prize, Soundwaves)  
1012 18th Avenue South  
Nashville, TN 37212  
(615) 327-7988  
**Betty Gibson, Dir./Promotion**

## **Oceana**

(incl. Onslot)  
(distributed by BMG)  
2700 North 29th Avenue, Suite 309  
Hollywood, FL 33020  
(305) 921-5555  
FAX: (305) 921-5688  
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**Peter Jung, Dir./Nat'l Promotion**

## **Omaha**

(incl. Tuff Stuff, Skuddur)  
P.O. Box 4187  
Omaha, NE 68104  
(402) 551-0123  
FAX: (402) 558-0278  
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## **Optimism Inc.**

(incl. L&R, Silver Wave)  
6355 Topanga Cyn. Blvd, Suite 309  
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(818) 346-6286  
FAX: (818) 346-2968  
4904 Erskine Way SW  
Seattle, WA 98116  
(206) 935-5606  
FAX: (206) 935-5626  
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## **Pandisc**

(incl. Jamarco, Oops!, Neverstop,  
Shatterproof, Breakaway)  
36 NE 167 Street  
Miami, FL 33162  
(305) 948-6466  
FAX: (305) 945-1055  
**Lyndia Ojeda, Dir./Nat'l Marketing**

## **PAR**

1800 North Argyle Avenue, Suite 409  
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(213) 962-6093  
FAX: (213) 962-6189  
**Chuck Fassett, President**  
**Stuart Love, VP**

## **Paula**

(incl. Jewel, Ronn, Whit)  
1700 Centenary Blvd.  
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(318) 227-2228  
FAX: (318) 227-0304  
**Stanley J. Lewis, Owner/President**



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Kansas City, MO 64141-2477  
(816) 921-7621  
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6728 Eton Avenue  
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FAX: (818) 992-4979  
**Tonina Andrews, President**

## **PolyGram Label Group**

(incl. London, Smash, Polydor, Island)  
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825 8th Avenue  
New York, NY 10019  
(212) 333-8000

3800 West Alameda Avenue, Suite 1500  
Burbank, CA 91505  
(818) 955-5200

**Rick Dobbis, President/CEO**

**Davitt Sigerson, President, Polydor**

**Peter Koepke, President, London**

**John Barbis, Sr. VP/Promotion & Sales**

**Mei DeLatta, VP/Promotion**

**Joe Riccitelli, Dir./Nat'l Promotion**

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**Linda Murdoch, Dir./Nat'l CHR Secondaries,  
West Coast**

**Steve Leeds, Dir./Nat'l Alternative &  
Video Promotion**

**Ron Ellison, VP/Urban Promotion**

**Maurice Watkins, Dir./Urban Promotion**

## **PolyGram/Nashville**

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Nashville, TN 37212  
(615) 320-0110  
FAX: (615) 329-9619

**Paul Lucks, VP/GM**

**Bobby Young, VP/Nat'l Country Promotion**

**Bruce Shindler, Dir./Nat'l Country Promotion**

## **Positive Music**

P.O. Box 1521  
Columbia, MD 21044  
(301) 750-3813

**Ken Navarro, President**

**Kristin Navarro, VP**

**Joseph Navarro, CEO**

## **Priority**

(Distributed by CEMA/Independent)  
6430 Sunset Blvd., Suite 800  
Hollywood CA 90068  
(213) 467-0151  
FAX: (213) 856-8796

**Maria Hilton, Dir./Nat'l Promotion**

## **Private**

(distributed by BMG Music)  
9014 Melrose Avenue  
Los Angeles, CA 90069  
(213) 859-9200  
FAX: (213) 859-7408  
**Linda Feder, VP/Promotion**

## **Pro Indie**

P.O. Box 22153  
Phoenix, AZ 85028  
(602) 993-7888  
**Kevin Weir, Owner**

## **Profile**

740 Broadway, 7th Floor  
New York, NY 10003  
(212) 529-2600  
FAX: (212) 420-8216

8730 Sunset Blvd., Suite 270  
Los Angeles, CA 90069  
(213) 659-7999

FAX: (213) 659-3516

**Cory Robbins, President**

**Manny Bella, VP/Urban Promotion**

## **PWL America**

(distributed by Mercury/PGD)  
117 West 26th Street, 5th Floor  
New York, NY 10001  
(212) 741-0007  
FAX: (212) 243-2603

**Robert John Jones, President**

**Marthe Reynolds, GM**

**J.C. Hairston, Rap & Club Promotion**

## **Quality**

(incl. Pump, Runaway)  
8484 Wilshire Blvd., Suite 650  
Beverly Hills, CA 90211  
(213) 658-7327  
FAX: (213) 658-6796

512 Kings Rd.

Yardley, PA 19067

(215) 493-8754

FAX: (215) 321-7515

**Sam Hernandez, Nat'l CHR Promotion**

**Pete Schwartz, Nat'l CHR Promotion**

**T.C. Thompkins, Nat'l Urban Promotion**

## **R&A**

2501 Rochester Ct.  
Troy, MI 48083-1875  
(313) 524-4730  
FAX: (313) 689-5321

**Mark Barnowski, President**

**Alan Justin, Dir./Promotion**

## **RCA**

(incl. Jive, Simmons, Beggars Banquet,  
Silvertone, Taang, LMR, Bahia,  
Novus, Bluebird)  
(distributed by BMG)  
1133 Avenue Of The Americas  
New York, NY 10036  
(212) 930-4000

FAX: (212) 930-4512

Promotion FAX: (212) 930-4546

6363 Sunset Blvd.  
Hollywood, CA 90028  
(213) 468-4000

FAX: (213) 468-4040

Promotion FAX: (213) 468-4031

1 Music Circle North  
Nashville, TN 37203  
(615) 664-1200

FAX: (615) 664-1276

**Butch Waugh, VP/Nat'l Promotion**

**Geary Tanner, VP/Nat'l Promotion**

**Bonnie Goldner, VP/AC Promotion &  
Trade Relations**

**Skip Bishop, Sr. Dir./Creative Dev't,  
Pop Promotion**

**Chris Hensley, Dir./Nat'l Promotion**

**Wynn Jackson, VP/Nat'l Album Promotion**

**John Sigler, Dir./Nat'l Album Promotion**

**Tony Gates, Dir./Nat'l Album Promotion**

**Bruce Flohr, Assoc. Dir./Nat'l Alternative  
Promotion**

**Skip Miller, Sr. VP/Black Music**

**Miller London, VP/Product Dev't**

**Roland Edison, VP/Black Promotion**

**Eddie Mascolo, VP/Nat'l Country Promotion**

**Basil Marshall, Dir./Nat'l Jazz Product**

## **Relativity**

(incl. Combat, In-Effect)  
187-07 Henderson Avenue  
Holllis, NY 11423  
(718) 740-5700  
FAX: (718) 464-9510

20525 Manhattan Pl.  
Torrance, CA 90501

(213) 212-0801

FAX: (213) 782-9429

**Barry Kobrin, President**

**Cliff Cultreri, VP**

**Alan Grunblatt, VP/Marketing**

**Sarah Haynes, Dir./Nat'l Promotion**

## **Rendezvous**

(distributed by BMG)  
1133 Avenue Of The Americas, 3rd Floor  
New York, NY 10036  
(212) 930-4760  
FAX: (212) 930-4767  
**Jimmy Jenner, President**  
**Althea Vigilio, A&R**



# RECORD COMPANIES

## Reprise

(incl. Sire, Slash, Qwest, Tommy Boy, Cold Chillin', Paisley Park)  
(distributed by WEA)  
3300 Warner Blvd.  
Burbank, CA 91505  
(818) 953-3750  
FAX: (818) 953-3712

1740 Broadway, 20th Floor  
New York, NY 10019  
(212) 757-3939  
FAX: (212) 315-4497

1815 Division Street  
Nashville, TN 37212  
(615) 320-7525  
FAX: (615) 329-1739

**Russ Thyret, Sr.** VP/Marketing & Promotion

**Rich Fitzgerald, VP/Dir.** Promotion

**Mark Maitland, VP/Promotion**

**Carol Hart, VP/Promotion**

**Marc Ratner, VP/Promotion**

**Dino Barbis, VP/Promotion**

**Craig Kostich, VP/Promotion**

**Michael Linehan, Dir./Nat'l Album Promotion**

**Steve Zap, Dir./Nat'l AC Promotion**

**Shaye Sullwold, Dir./CHR Promotion**

**Ray Harris, Sr. VP/Black Music Marketing  
& Promotion**

**Hank Spann, VP/Black Music Promotion**

**David Linton, Dir./Black Music Promotion**

## Restless

1616 Vista Del Mar  
Hollywood, CA 90028  
(213) 390-9969  
FAX: (213) 391-1561

**Maureen McCormick, Promotion**

**Hilary T-Richardson, Promotion**

## Rhino

(incl. RNA, Mesa/Bluemoon, Global Pacific, Rincon Recordings, Rabbit Ears)  
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2225 Colorado Avenue  
Santa Monica, CA 90404  
(213) 828-1980

FAX: (213) 453-5529

**Richard Foos, President**

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## Rough Trade

(incl. Hangman, C'est, La Mort, Young God)  
611 Broadway, Suite 311  
New York, NY 10012  
(212) 777-0100

FAX: (212) 505-9314

**Jerry Rubino, Nat'l Radio Promotion**

**Nick Cucci, Label Manager**

## Rounder

(incl. Philo, Heartbeat, Varrick, Black Top, Bullseye Blues)  
1 Camp Street  
Cambridge, MA 02140  
(617) 354-0700

FAX: (617) 491-1970

**Brad Paul, Dir./Nat'l Promotion**

## RTR

1550 South Dixie Highway, Suite 215  
Coral Gables, FL 33146  
(305) 595-0669

FAX: (305) 596-7273

**Arny Leckie, President**

**Tamara Millard, Dir./Promotion**

## Rykodisc

(incl. Ryko Analogue, Speedo)  
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Salem, MA 01970  
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FAX: (508) 741-4506

200 North 3rd Avenue  
Minneapolis, MN 55401  
(612) 375-9162

FAX: (612) 375-0272

20 North 3rd Street  
Philadelphia, PA 19106  
(215) 629-0030

FAX: (215) 629-0034

**James Neill, Dir./Promotion**

**John Hammond, Dir./Marketing**

## SBK

(distributed by CEMA)  
1290 6th Avenue, 42nd Floor  
New York, NY 10104  
(212) 492-1200

FAX: (212) 245-4115

8730 Sunset Blvd., 5th Floor  
Los Angeles, CA 90069  
(213) 659-1700

FAX: (213) 659-9008

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Nashville, TN 37212  
(615) 320-7701

FAX: (615) 329-2312

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**Martin Bandier, President/COO**

**Daniel Glass, Exec. VP/GM**

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(incl. Acid Jazz, Rock 'N' Roll)  
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2114 Pico Blvd.  
Santa Monica, CA 90405  
(213) 396-0088

FAX: (213) 396-7147

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## Select

(incl. Active, Mondo Music)  
16 West 22nd Street, 10th Floor  
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FAX: (212) 691-3375

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180 West 25th Street  
Upland, CA 91786  
(714) 981-2318

FAX: (714) 981-6986

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**Ken Moeller, GM**

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(incl. Spirit Feel, Yazoo, Message, Solomonic)  
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FAX: (201) 579-7083

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**Andrew Seidenfeld, Dir./Promotion**

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Twinbrook)

417 Tamal Plaza  
Corte Madera, CA 94925  
(415) 924-4848

FAX: (415) 924-0648

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## Silver Bells

467 Chestnut  
Nashville, TN 37203  
(615) 242-1800

FAX: (615) 256-0236

**Norvell Olive, Exec. Dir.**

**Michael Sheppard, President/CEO**

## Silver Wave

(distributed by Optimism)  
P.O. Box 7943  
Boulder, CO 80306  
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FAX: (303) 443-0877

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## Sin-Drome

11114 Cumpston Street  
North Hollywood, CA 91601  
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FAX: (818) 508-6387

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**Linda Fine, GM**



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(distributed by Warner Bros./WEA)  
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FAX: (212) 581-6416

3300 Warner Blvd.  
Burbank, CA 91510  
(818) 953-3305  
FAX: (818) 953-3306

83 Baker Street  
London W1M 1AJ  
England  
(071) 487-5066  
FAX: (071) 935-3837

**Seymour Stein**, President  
**Howie Klein**, VP/Managing Dir.  
**Joe McEwen**, VP/A&R

## **Six-One-Five**

P.O. Box 110829  
Nashville, TN 37222  
(615) 776-2060  
FAX: (615) 776-2181  
**Bill Wence**, President

## **Sky**

(incl. Dog Gone, Scale Of Miles)  
(distributed by Important, Caroline,  
Navarre, Twin Cities)  
6400 Atlantic Blvd., Suite 220  
Norcross, GA 30071  
(404) 263-7888  
FAX: (404) 263-8491

414 South 15th Street, Suite 3R  
Philadelphia, PA 19146  
(215) 732-2061

**Jim Parker**, Label Manager  
**Steve Dixon**, Dir./Nat'l Retail Promotion  
**Mike Kondo**, College/Alternative Promotion  
**Greg Dubrow**, College/Alternative Promotion

## **Sleeping Bag/Fresh**

67-45E 190th Lane  
Fresh Meadows, NY 11365  
(718) 454-6593  
**Juggy Gayles**

## **Smash**

(distributed by PGD)  
727 North Hudson  
Chicago, IL 60610  
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FAX: (312) 751-2483  
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**Dee Murray**, Label Manager  
**Sean Knight**, Promotion

## **Sonic Atmospheres**

(incl. Sonic Edge, Sling Shot Entertainment)  
14755 Ventura Blvd., Suite 1776  
Sherman Oaks, CA 91403  
(818) 506-0880  
FAX: (818) 505-6006

**Hyman Katz**, Publicity/Promotion  
**Bill Clodfelter**, Publicity/Promotion  
**Shirley Greeg**, Publicity/Promotion

## **Sony/Nashville**

34 Music Square East  
Nashville, TN 37203  
(615) 742-4321  
FAX: (615) 244-2549

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**Joe Casey**, VP/Promotion, Columbia  
**Jack Lameier**, VP/Promotion, Epic

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1300 Division Street, 3rd Floor  
Nashville, TN 37203  
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FAX: (615) 255-6282

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**Mel Holt**, VP  
**Buzz Ledford**, Nat'l Promotion

## **S.O.S. Worldwide**

(distributed by H&L, Jerry Bassin, Malvern)  
1800 NE 114 Street, Suite 1511  
Miami, FL 33181-3420  
(305) 891-1000  
FAX: (305) 892-0241

**Sylvia Ozner Segal**, President

## **Southern Tracks**

(distributed by Alternative Marketing)  
3051 Clairmont Rd. NE  
Atlanta, GA 30329  
(404) 325-0832  
FAX: (404) 325-1075

**Bill Lowery**, President  
**Butch Lowery**, Promotion  
**Wade Pepper**, Promotion

## **Sovereign**

(distributed by Little Major  
Record Distributors)  
1697 Broadway, Suite 903  
New York, NY 10019  
(212) 247-2904

**Ruby Fisher**, President

## **Sparrow**

(incl. Warner Alliance, Integrity Music,  
Ark, Gospel Films, Selah)  
101 Winners Circle  
P.O. Box 5010  
Nashville, TN 37024-5010  
(615) 371-6800

FAX: (615) 371-6997  
**Jenny Lockwald**, Nat'l Promotion

## **SST**

(incl. Cruz)  
P.O. Box 1  
Lawndale, CA 90260  
(213) 430-7687  
FAX: (213) 430-7286  
**Ron Coleman**, Promotion/Marketing

## **Starway**

(distributed by CEMA)  
66 Music Square West  
Nashville, TN 37203  
(615) 321-4892  
FAX: (615) 327-4498  
**Dave Mack**, VP/Operations

## **Sunnyside**

(distributed by Harmonia Mundi)  
133 West 19th Street, 9th Floor  
New York, NY 10011  
(212) 645-8245  
FAX: (212) 633-8218  
**Francois Zalacain**, President

## **TBA/Tall Tree/Palo Alto**

11026 Ventura Blvd., Suite 3  
Studio City, CA 91604  
(213) 877-5106  
FAX: (818) 506-5207  
**Don Mupo**, President  
**Jenifer Bensi**, VP

## **Telarc International**

(incl. DMP [Digital Music Products])  
23307 Commerce Park Rd.  
Cleveland, OH 44122  
(216) 464-2313  
FAX: (216) 464-4108  
**Gilbert Hetherwick**, VP/Sales & Marketing  
**Donald Eifman**, Promotion

## **Theresa**

(distributed by Richman Bros. North Country,  
Rounder, Rick Ballard Imports, Action)  
P.O. Box 1267  
El Cerrito, CA 94530  
(415) 236-6937  
**Allen Pittman**, Co-Owner

## **Today's Sound**

(distributed by Gemini)  
P.O. Box 22004  
Denver, CO 80222  
(303) 753-0278  
FAX: (303) 753-6751  
**C.R. "Russ" Anderson**, President  
**Tony DiMaria**, VP/Promotion & Marketing

## **Tommy Boy**

(partially distributed by Warner Bros.)  
1747 First Avenue  
New York, NY 10128  
(212) 722-2211  
FAX: (212) 289-3708  
**Charm Warren**, Dir./Nat'l Urban Promotion  
**Mike Becco**, Dir./Nat'l CHR Promotion  
**Charles Dixon**, Dir./Nat'l Club Promotion  
**Albert Ragusa**, Dir./Rap Promotion  
**Laura Hynes**, VP/Media & Artist Relations

## **Triloka**

(distributed by PPI Entertainment Group)  
7033 Sunset Blvd., Suite 310  
Los Angeles, CA 90028  
(213) 467-1467  
FAX: (213) 467-0610  
**Mitchell Markus**, President  
**K.D. Kagel**, VP



# RECORD COMPANIES

## **Tropical Storm/Soundwave**

(distributed by WEA)  
4100 West Alameda, Suite 206  
Burbank, CA 91505  
(818) 955-8050  
FAX: (818) 955-9006  
**Jessica Chornesky**, Promotion/Publicity

## **Tuff City**

161 West 54th Street, Suite 704  
New York, NY 10019  
(212) 262-0385  
FAX: (212) 541-5068  
**Aaron Fuchs**, President  
**Ed Chisolm**, Promotion

## **TVT**

(incl. 1001 Sundays Inc., Teevee Toons)  
23 East 4th Street  
New York, NY 10003  
(212) 979-6410  
FAX: (212) 979-6489  
**Glenn Raucher**, Nat'l Radio Promotion  
**John Butler**, Nat'l Radio Promotion

## **Twin/Tone**

(incl. Amphetamine Reptile,  
Red Decibel, Clean)  
2541 Nicollet Avenue South  
Minneapolis, MN 55404  
(612) 872-0646  
FAX: (612) 872-9326  
**Karen Booth**, Dir./Promotion

## **Vantage**

(distributed by Navarre, MDI, Rock Bottom,  
Trend, Music Design, Backroads)  
8963 Burton Way, Suite 201  
Los Angeles, CA 90048  
(213) 273-8402  
FAX: (213) 859-7857  
**Sheldon Lubin**, President

## **Virgin**

(incl. Venture, Ten, Circa, Virgin Classics,  
Virgin Music Video, Jim Phus, Private Stock)  
(distributed by Atlantic/WEA)  
9247 Alden Drive  
Beverly Hills, CA 90210  
(213) 278-1181  
FAX: (213) 278-6127

30 West 21st Street, 11th Floor  
New York, NY 10010  
(212) 463-0980  
FAX: (212) 463-9248

**Michael Plen**, VP/Promotion

**Sharon Heyward**, VP/Nat'l R&B Promotion

**Jeffrey Nauman**, Sr. Dir./Promotion

**Paul Brown**, Dir./Nat'l Album Promotion

**Tom Callahan**, Dir./Nat'l AC Promotion

**Phil Costello**, Dir./Nat'l Promotion

**Allan Wilson**, Dir./Nat'l Alternative Promotion

**John Boulos**, VP/Promotion Field Operations

**Carolyn Robbins**, Mgr./Dance & Crossover  
Promotion, East Coast

**Jean Pierre**, Nat'l R&B Operations/Promotion

**Iris Dillon**, Dir./Nat'l Crossover Promotion

## **Visual Musik**

407 South 27th Avenue  
3rd Floor  
Omaha, NE 68131  
(402) 344-2000  
FAX: (402) 344-8455  
**Carol Davis**, President  
**Jim Davis**, Nat'l Promotion

## **Voyager**

(distributed by MCA)  
812 West Darby Rd.  
Havertown, PA 19083  
(215) 446-7100  
FAX: (215) 446-7721  
**Denny Somach**, President

## **Warlock**

(incl. Soo Deff, Idlers)  
200 Park Avenue South, Suite 1618  
New York, NY 10003  
(212) 979-0808  
FAX: (212) 979-0897  
**Adam Levy**, President  
**Joel Bonner**, VP

## **Warner Bros.**

(incl. Reprise, Sire, Slash, Dark Horse,  
Opal, Qwest, Tommy Boy, Cold Chillin',  
Paisley Park)  
(distributed by WEA)  
3300 Warner Blvd.  
Burbank, CA 91510  
(818) 846-9090  
FAX: (818) 953-3699  
  
75 Rockefeller Plaza  
New York, NY 10019  
(212) 484-6800  
FAX: (212) 484-6850

1815 Division Street  
P.O. Box 120897  
Nashville, TN 37212  
(615) 320-7525  
FAX: (615) 329-1739  
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**Mark Maitland**, VP/Promotion  
**Stu Cohen**, VP/Promotion

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**Ed Nuhfer**, Mgr./Nat'l Singles Promotion

**Barney Kilpatrick**, Dir./Nat'l Singles  
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**Kenny Puvogel**, VP/Promotion

**Patti Oates**, Nat'l Album Promotion

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**Bill Mayne**, Nat'l Promotion, Nashville

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FAX: (312) 252-6081  
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## **Welk Music Group**

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1299 Ocean Avenue, Suite 800  
Santa Monica, CA 90401  
(213) 451-5727  
FAX: (213) 394-4148  
**Kent Crawford**, VP  
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## **Who's Who In Jazz**

(incl. Gateway, New Age Music)  
302B Lewis Lane  
Dania, FL 33004  
(305) 922-8020  
FAX: (305) 922-7640  
**Laura J. Hill**, Dir./Promotion

## **Windham Hill**

(incl. Dancing Cat, Windham Hill Jazz,  
High Street)  
(distributed by BMG)  
3500 West Olive Avenue  
Burbank, CA 91505  
(818) 972-4242  
FAX: (818) 972-4247  
**Laura Sanano**, Dir./Promotion  
**Cheryl Kovalchik**, AC Promotion &  
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**Ingrid Wilkerson**, Alternative Promotion

## **WTG**

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Los Angeles, CA 90067  
(213) 556-4784  
FAX: (213) 556-4967  
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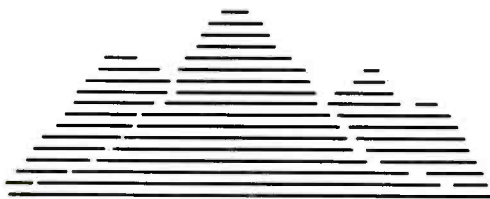
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FAX: (213) 468-4207  
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**George Gerrity**, Sr. VP/GM  
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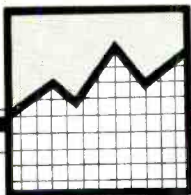
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 VP/Sales & Marketing

**The Benchmark Company**  
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 Suite 305  
 Austin, TX 78746  
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 FAX: (512) 328-1464  
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**Billie Research Corporation**  
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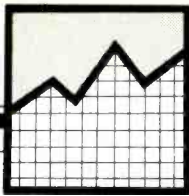
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# How to best invest your research budget

## Ongoing research offers more bang for your buck

**By Kurt Hanson**

President, Strategic Radio Research

**R**esearch — knowledge of the tastes of your listeners — is the one item that can have the single biggest impact on the *quality of your product* this year.

Having the right research can help ensure that you have the...

- *Right* music.
- *Right* personalities.
- *Most-desired* programming features.
- *Most-effective* positioning statements, and even the
- *Most-effective* advertising.

Thus, good audience research can have a huge impact on your future audience size — and thus ratings estimates and revenues. But even after you get your research budget approved, you still have to decide how you're going to spend it and who you're going to spend it with.

### Typical research plan not best for your station

If you're like the typical radio station, you may have budgeted for one big perceptual study (i.e., an "annual strategic study"), one or two Auditorium Music Tests, a set of focus groups, and possibly an in-house call-out operation.

Although such a plan is typical, it is *not in the best interest of your radio station*. Most research firms push certain products because they're the easiest for them to

produce — not because they're the most valuable to you.

What's wrong with the typical plan? Let's take it step by step:

■ **What's wrong with focus groups?** They were invented in the late 1950s solely as a technique to help *develop a questionnaire*. They were *never* intended to be used as a stand-alone project. The sample size is too small.

■ **What's wrong with annual perceptual studies?** Perceptions about your radio station can change significantly over a year. Perceptions should ideally be tracked *constantly*.

■ **What's wrong with Auditorium Music Tests?** This is a clever and valuable technique — but only when you're *changing format* and therefore need to test hundreds of titles at once. (The biggest problem with auditorium tests is the quality of the recruiting. Local field stations have been known to recruit church groups, fraternal clubs, and friends of friends of friends, instead of random samples of your target audience. Furthermore, an annual oldies test doesn't allow you to keep your station always sounding fresh.)

■ **What's wrong with in-house call-out?** It's inherently biased in your favor, because the interviewers know who they're working for. It's inherently untrustworthy, because the interviewers are kids who want to be in radio and have strong opinions about the music

they're testing. It's a major dilution of management effort, because you're trying to run a sophisticated market research operation as a subsidiary of your radio station.

### STAR program gives you more and better research

Whatever your research budget is, Strategic Radio Research can offer you a revised plan that will give you more "bang for your buck." For *less* than the price of the typical research plan described earlier, our "STAR" (Strategic & Tactical Audience Research) program gives you the following *every quarter*:

- 1 Performance Tracking.** Weekly tracking of your performance that's more accurate than Arbitron.
- 2 Music Research.** Ongoing weekly *professional* testing of your current music.
- 3 Perceptual Research.** Sophisticated perceptual research conducted *every week* by professional researchers.
- 4 Verbatims.** The equivalent of 10 focus groups (using a larger sample and including a written transcript), and an
- 5 Oldies Test.** A quarterly 300-song oldies test, to keep your music constantly fresh.

As you can see, the STAR program offers you almost *twice as much research*. And because

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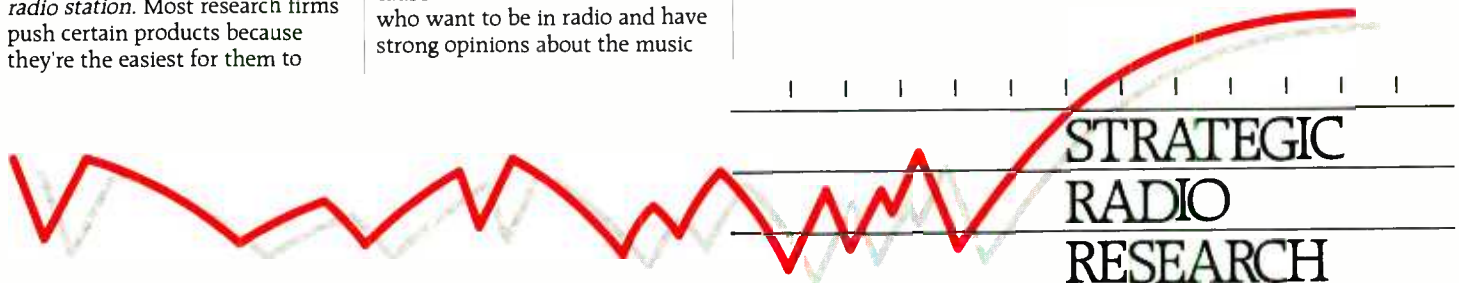
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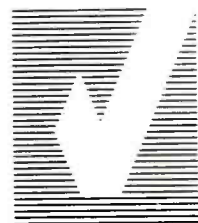
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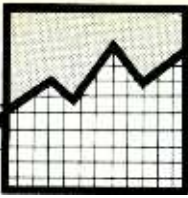
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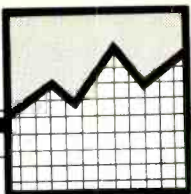
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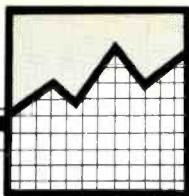
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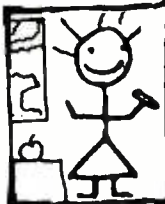
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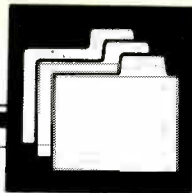
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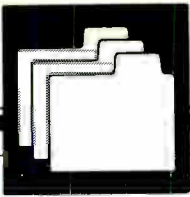
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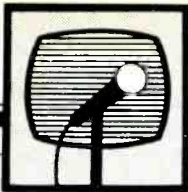
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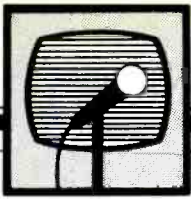
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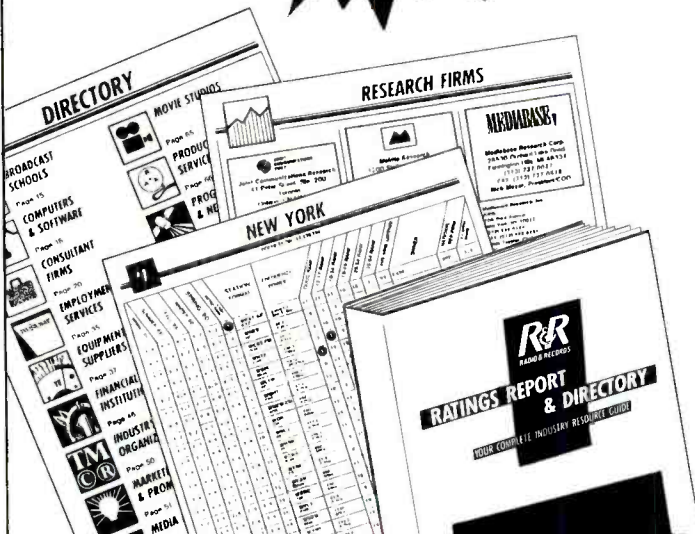
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# FORMAT LEADERS

## NATIONAL ALL-FORMAT

	AQH		CUME
1. WIVK-AM & FM/Knoxville (Ctr)	38.8	1. WINS/New York (News)	2,656,800
2. KSSN/Little Rock (Ctr)	24.2	2. WHTZ/New York (CHR)	2,189,000
3. WAMZ/Louisville (Ctr)	20.8	3. WCBS/New York (News)	2,051,900
4. WUSY/Chattanooga (Ctr)	19.7	4. WCBS-FM/New York (Gold)	1,901,300
5. WXLK/Roanoke-Lynchburg (CHR)	19.3	5. WPAT-AM & FM/New York (B/EZ)	1,895,800
6. WIKS/Greenville-New Bern, NC (UC)	18.6	6. WLTW/New York (AC)	1,836,700
7. WITL-AM & FM/Lansing-East Lansing (Ctr)	18.4	7. KIIS-AM & FM/Los Angeles (CHR)	1,705,700
7. WTFM/Johnson City-Kingsport (AC)	18.4	8. WRKS/New York (UC)	1,655,200
9. WXBQ/Johnson City-Kingsport (Ctr)	17.9	9. WPLJ/New York (CHR)	1,644,000
10. WYNK-AM & FM/Baton Rouge (Ctr)	17.5	10. WXRK/New York (Classic Rock)	1,591,900
11. WMFZ/Allentown-Bethlehem (B/EZ)	17.4	11. KOST/Los Angeles (AC)	1,540,000
12. KTEX/McAllen-Brownsville (Ctr)	17.3	12. WQHT/New York (CHR)	1,536,800
13. WBLX-FM/Mobile (UC)	17.2	13. WNSR/New York (AC)	1,498,400
14. KXXY-AM & FM/Oklahoma City (Ctr)	17.1	14. WNEW-FM/New York (AOR)	1,445,300
14. WDUV/Sarasota-Bradenton (B/EZ)	17.1	15. WGN/Chicago (AC)	1,363,100
16. WZZK-AM & FM/Birmingham (Ctr)	17.0	16. WBLS/New York (UC)	1,354,500
17. KRZY & KRST/Albuquerque (Ctr)	16.7	17. WOR/New York (Talk)	1,342,200
17. WRNS-FM/Greenville-New Bern, NC (Ctr)	16.7	18. WFAN/New York (Sports)	1,311,700
19. KMOX/St. Louis (Talk)	16.6	19. KPWR/Los Angeles (CHR)	1,279,700
20. WQUT/Johnson City-Kingsport (CHR)	16.5	20. WABC/New York (Talk)	1,237,000
20. WWDI/Columbia, SC (UC)	16.5	21. WBBM-FM/Chicago (CHR)	1,235,300
22. WKSJ-AM & FM/Mobile (Ctr)	16.0	22. KFWB/Los Angeles (News)	1,211,400
23. KASE/Austin (Ctr)	15.8	23. KYW/Philadelphia (News)	1,164,400
24. WCMF/Rochester (AOR)	15.5	24. WBBM/Chicago (News)	1,130,500
25. WEZN/Bridgeport (AC)	15.4	25. KLOS/Los Angeles (AOR)	1,111,900

## CONTEMPORARY HIT RADIO

	AQH		CUME
1. WXLK/Roanoke-Lynchburg	19.3	1. WHTZ/New York	2,189,000
2. WQUT/Johnson City-Kingsport	16.5	2. KIIS-AM & FM/Los Angeles	1,705,700
3. KRQQ/Tucson	15.1	3. WPLJ/New York	1,644,000
4. WKRZ/Wilkes Barre-Scranton	15.0	4. WQHT/New York	1,536,800
5. KBFM/McAllen-Brownsville	14.0	5. KPWR/Los Angeles	1,279,700
6. KKXX/Bakersfield	13.8	6. WBBM-FM/Chicago	1,235,300
7. WVIC-AM & FM/Lansing-East Lansing	13.3	7. KQLZ/Los Angeles	873,300
8. WNNK-FM/Harrisburg-Lebanon	12.9	8. KMEL/San Francisco	675,000
9. KKRZ/Wichita	11.6	9. WYTZ/Chicago	671,500
10. KPRR/EI Paso	11.5	10. WZOU/Boston	665,800
10. KQKQ/Omaha-Council Bluffs	11.5	11. WIOQ/Philadelphia	660,400
10. WNOK/Columbia, SC	11.5	12. WXYT/Detroit	658,600
13. WYHY/Nashville	11.4	13. WEGX/Philadelphia	618,500
14. WAPE/Jacksonville	11.3	14. WXKS-FM/Boston	586,300
15. WNTQ/Syracuse	11.1	15. WPGC-FM/Washington	570,300
16. WKCI/New Haven	10.9	16. KHMV/Houston-Galveston	531,300
16. WNCI/Columbus, OH	10.9	17. WKQI/Detroit	528,200
18. WABB-FM/Mobile	10.8	18. WAVA/Washington	503,800
19. WPXY-FM/Rochester	10.5	19. KKQB-AM & FM/Houston-Galveston	477,300
19. WRVQ/Richmond	10.5	20. WDFX/Detroit	468,600
21. KDON-FM/Monterey-Salinas	10.4	21. KEGL/Dallas-Ft. Worth	461,100
21. WZPL/Indianapolis	10.4	22. KHYI/Dallas-Ft. Worth	456,600
23. WSKZ/Chattanooga	10.3	23. WAPW/Atlanta	454,700
24. WFLY/Albany-Schenectady-Troy	10.2	24. KKLQ-AM & FM/San Diego	432,000
24. WHOT-FM/Youngstown-Warren	10.2	25. KXXX-FM/San Francisco	423,400



# FORMAT LEADERS

## ADULT CONTEMPORARY

	AQH		CUME
1. WTFM/Johnson City-Kingsport	18.4	1. WLTW/New York	1,836,700
2. WEZN/Bridgeport	15.4	2. KOST/Los Angeles	1,540,000
3. WCCO/Minneapolis-St. Paul	15.2	3. WNSR/New York	1,498,400
4. WSRS/Worcester	15.1	4. WGN/Chicago	1,363,100
5. WHAS/Louisville	15.0	5. KBIG/Los Angeles	970,100
6. KDKA/Pittsburgh	14.9	6. WKQX/Chicago	785,200
7. WTIC/Hartford	14.8	7. WJR/Detroit	748,400
8. KFAB/Omaha-Council Bluffs	14.6	8. WCCO/Minneapolis-St. Paul	726,200
9. WLEV/Allentown-Bethlehem	13.9	9. KXEZ/Los Angeles	697,600
10. WICC/Bridgeport	13.4	10. WEAZ-AM & FM/Philadelphia	677,700
11. WIBC/Indianapolis	13.1	11. KDKA/Pittsburgh	633,500
12. WRVA/Richmond	12.2	12. WTMX/Chicago	612,700
13. WLW/Cincinnati	11.2	13. WLIT/Chicago	592,700
14. WMYI/Greenville-Spartanburg	10.9	14. KOIT-AM & FM/San Francisco	573,900
15. WLTF/Cleveland	10.8	15. WMGK/Philadelphia	557,100
15. WSNY/Columbus, OH	10.8	16. WSB-FM/Atlanta	542,700
17. KSSK-FM/Honolulu	10.6	17. KIOI/San Francisco	521,800
17. WJYE/Buffalo-Niagara Falls	10.6	18. KVIL-AM & FM/Dallas-Ft. Worth	491,400
19. KKOB-FM/Albuquerque	10.5	19. WMJX/Boston	481,400
19. WMYU/Knoxville	10.5	20. WBZ/Boston	480,100
19. WWRM/Tampa-St. Petersburg	10.5	21. WKSZ/Philadelphia	464,300
22. WHYN-FM/Springfield, MA	10.4	21. WPNT-AM & FM/Chicago	464,300
22. WYYY/Syracuse	10.4	23. WYXR/Philadelphia	453,000
24. KSSK/Honolulu	10.3	24. WFYR/Chicago	448,300
25. WHAM/Rochester	10.0	25. WNIC/Detroit	440,300

## AOR

	AQH		CUME
1. WCMF/Rochester	15.5	1. WNEW-FM/New York	1,445,300
2. WRXL/Richmond	13.1	2. KLOS/Los Angeles	1,111,900
3. WIOT/Toledo	12.6	3. WLUP-FM/Chicago	879,500
4. KEZO-AM & FM/Omaha-Council Bluffs	12.1	4. WMMR/Philadelphia	782,900
5. WZZO/Allentown-Bethlehem	10.9	5. KROQ/Los Angeles (New Rock)	779,500
6. KMJX/Little Rock	10.6	6. KQRS-AM & FM/Minneapolis-St. Paul	518,000
7. KATT/Oklahoma City	10.2	7. WXRT/Chicago	481,600
7. KLAQ/El Paso	10.2	8. KLOL/Houston-Galveston	478,900
7. WFBQ/Indianapolis	10.2	9. WBCN/Boston	465,100
10. WYNF/Tampa (Sarasota-Bradenton book)	10.1	10. WLLZ/Detroit	453,200
10. KQRS-AM & FM/Minneapolis-St. Paul	10.1	11. WWDC-FM/Washington	424,000
12. WIMZ-AM & FM/Knoxville	10.0	12. WRIF/Detroit	417,900
13. WEBN/Cincinnati	9.7	13. KFOG/San Francisco	412,100
13. WTUE/Dayton	9.7	14. KTXQ/Dallas-Ft. Worth	411,300
15. WKRR/Greensboro-Winston Salem	9.4	15. KITS/San Francisco (New Rock)	378,800
15. WPYX/Albany-Schenectady-Troy	9.4	15. KRQR/San Francisco	378,800
15. WZRR/Birmingham	9.4	17. WDVE/Pittsburgh	376,900
18. KLBK-FM/Austin	9.0	18. KSHE/St. Louis	372,500
18. WRDU/Raleigh-Durham	9.0	19. KLOS/Los Angeles (Anahelm-Santa Ana book)	371,500
20. WDVE/Pittsburgh	8.8	20. WKLS/Atlanta	363,800
20. WEGR/Memphis	8.8	21. WDRE/Nassau (New York book) (New Rock)	341,400
22. WEZX/Wilkes Barre-Scranton	8.7	22. WBAB-FM/Nassau-Suffolk (New York book)	336,600
23. WAQY/Springfield, MA	8.4	23. KGB/San Diego	328,000
24. WLVQ/Columbus, OH	8.3	24. WIYY/Baltimore	308,600
25. WKLQ/Grand Rapids	8.2	25. XTRA-FM/San Diego (New Rock)	307,100

# FORMAT LEADERS

## COUNTRY

	AQH		CUME
1. WIVK-AM & FM/Knoxville	38.8	1. WYNY/New York	970,100
2. KSSN/Little Rock	24.2	2. KSCS/Dallas-Ft. Worth	668,300
3. WAMZ/Louisville	20.8	3. WUSN/Chicago	612,300
4. WUSY/Chattanooga	19.7	4. KIKK-FM/Houston-Galveston	555,000
5. WITL-AM & FM/Lansing-East Lansing	18.4	5. KILT-FM/Houston-Galveston	511,800
6. WXBQ/Johnson City-Kingsport	17.9	6. KZLA/Los Angeles	487,600
7. WYNK-AM & FM/Baton Rouge	17.5	7. KPLX/Dallas-Ft. Worth	477,000
8. KTEX/McAllen-Brownsville	17.3	8. WXTU/Philadelphia	448,500
9. KXXY-AM & FM/Oklahoma City	17.1	9. WMZQ-AM & FM/Washington	436,200
10. WZZK-AM & FM/Birmingham	17.0	10. WWWW/Detroit	412,400
11. KRZY & KRST/Albuquerque	16.7	11. KNIX/Phoenix	404,200
11. WRNS-FM/Greenville-New Bern, NC	16.7	12. KEEY/Minneapolis-St. Paul	353,300
13. WKSJ-AM & FM/Mobile	16.0	13. KSAN/San Francisco	354,700
14. KASE/Austin	15.8	14. WYAI & WYAY/Atlanta	321,300
15. WTQR/Greensboro-Winston Salem	15.0	15. KSON-AM & FM/San Diego	304,800
16. WCOS-FM/Columbia, SC	14.8	16. WKHX-AM & FM/Atlanta	294,700
17. KUZZ/Bakersfield	14.4	17. KLAC/Los Angeles	293,300
18. KIIM/Tucson	14.2	18. KMPS-AM & FM/Seattle-Tacoma	292,700
19. KWEN/Tulsa	13.9	19. WDAF/Kansas City	281,500
20. KHEY-FM/El Paso	13.7	20. WQYK-FM/Tampa-St. Petersburg	279,800
21. KFMS-AM & FM/Las Vegas	13.4	21. WGAR/Cleveland	278,200
22. WFMS/Indianapolis	13.3	22. WPOC/Baltimore	277,300
23. WESC-AM & FM/Greenville-Spartanburg	12.7	23. KCYI/San Antonio	268,300
24. WEZL/Charleston, SC	12.5	24. WIL-FM/St. Louis	258,700
25. WSOC-FM/Charlotte	12.3	25. KYGO-FM/Denver-Boulder	251,900

## URBAN CONTEMPORARY

	AQH		CUME
1. WIKS/Greenville-New Bern, NC	18.6	1. WRKS/New York	1,655,200
2. WBLX-FM/Mobile	17.2	2. WBLS/New York	1,354,500
3. WWDN/Columbia, SC	16.5	3. WGCI-FM/Chicago	942,200
4. KQXL/Baton Rouge	14.1	4. KKBT/Los Angeles	696,000
5. WHRK/Memphis	14.0	5. WVAZ/Chicago	668,000
6. WYLD-FM/New Orleans	13.3	6. WUSL/Philadelphia	529,100
7. WOWI/Norfolk	13.1	7. WJLB/Detroit	504,700
8. WPEG/Charlotte	12.3	8. KSOL/San Francisco	465,600
9. WVEE/Atlanta	11.0	9. KMJQ/Houston-Galveston	404,700
10. WQOK/Raleigh-Durham	10.7	10. KJLH/Los Angeles	406,600
11. WENN/Birmingham	10.6	11. WVEE/Atlanta	389,500
12. WQUE-AM & FM/New Orleans	10.4	12. WHUR/Washington	356,000
13. WDIA/Memphis	10.0	13. WDAS-FM/Philadelphia	340,700
14. WCDX/Richmond	9.9	14. KJMZ/Dallas-Ft. Worth	328,700
15. WJTT/Chattanooga	9.3	15. WKYS/Washington	323,400
16. KIPR/Little Rock	9.1	16. WXYV/Baltimore	320,800
17. WXOK/Baton Rouge	8.4	17. WHQT/Miami-Ft. Lauderdale	318,100
18. WJHM/Oriando	8.3	18. KKDA-FM/Dallas-Ft. Worth	306,700
19. WTLC/Baltimore	8.1	19. WEDR/Miami-Ft. Lauderdale	306,200
19. WXYV/Baltimore	8.1	20. KDAY/Los Angeles	280,000
21. KMJQ/Houston-Galveston	7.9	21. WQUE-AM & FM/New Orleans	260,500
22. WQQK/Nashville	7.5	22. WZAK/Cleveland	243,400
23. KPRS/Kansas City	7.3	23. KHYS/Houston-Galveston	229,200
23. WZAK/Cleveland	7.3	24. KMJM/St. Louis	226,200
25. WGCI-FM/Chicago	7.2	25. WMXD/Detroit	222,900
25. WJLB/Detroit	7.2		
25. WIZF/Cincinnati	7.2		

# FORMAT LEADERS

## BIG BAND/NOSTALGIA

	AQH	CUME
1. WMAS/Springfield, MA (BBnd)	5.6	1. WNEW/New York (Nost) . . . . . 816,900
2. WPEN/Philadelphia (Nost)	5.5	2. KMPC/Los Angeles (Nost) . . . . . 672,800
3. KFRC/San Francisco (Nost)	5.3	3. KFRC/San Francisco (Nost) . . . . . 534,600
4. WOKY/Milwaukee-Racine (BBnd)	5.2	4. WJJD/Chicago (Nost) . . . . . 480,700
5. WAVZ/New Haven (Nost)	4.9	5. WPEN/Philadelphia (Nost) . . . . . 410,100
6. WAPI/Birmingham (BBnd)	4.8	6. CKLW/Detroit (BBnd) . . . . . 292,900
7. WGUL-AM & FM/Tampa-St. Petersburg (BBnd)	4.7	7. KQUE/Houston-Galveston (Nost) . . . . . 200,600
7. WNEB/Worcester (Nost)	4.7	8. KMPC/Los Angeles (Anahelm book)(Nost) . . . . . 165,600
9. WPLM-FM/Plymouth (New Bedford book) (BBnd)	4.6	9. KIXI/Seattle-Tacoma (BBnd) . . . . . 161,900
10. KGVY/Tucson (BBnd)	3.9	10. WJAS/Pittsburgh (BBnd) . . . . . 156,100
11. WHOT/Youngstown-Warren (Nost)	4.2	11. WOKY/Milwaukee-Racine (BBnd) . . . . . 144,600
12. WQBB/Knoxville (Nost)	4.1	12. KAAM/Dallas-Ft. Worth (Nost) . . . . . 144,500
13. WJAS/Pittsburgh (BBnd)	4.0	13. KPOP/San Diego (Nost) . . . . . 144,400
14. WPLM-FM/Plymouth (Providence book) (BBnd)	4.0	14. WPLM-FM/Boston (BBnd) . . . . . 141,300
15. WHYI/Harrisburg-Lebanon (Nost)	3.8	15. WXKS/Boston (BBnd) . . . . . 121,400
15. WPEN/Philadelphia (Wilmington book) (Nost)	3.8	

## CLASSICAL

	AQH	CUME
1. KBOQ/Monterey-Salinas	5.3	1. WQXR-AM & FM/New York . . . . . 654,300
2. KING-FM/Seattle-Tacoma	4.2	2. WNCN/New York . . . . . 621,200
3. KVOD/Denver-Boulder	3.5	3. KKGO/Los Angeles . . . . . 401,000
4. KFSD/San Diego (North San Diego book)	3.3	4. KDFC-AM & FM/San Francisco . . . . . 361,900
5. WGMS-AM & FM/Washington	3.0	5. WFLN/Philadelphia . . . . . 337,200
6. KFSD/San Diego	2.9	6. WNIB/Chicago . . . . . 314,300
6. KXTR/Kansas City	2.9	7. KKHI-AM & FM/San Francisco . . . . . 298,600
8. KDFC-AM & FM/San Francisco	2.8	8. WFMT/Chicago . . . . . 274,700
9. KHFM/Albuquerque	2.7	9. WGMS-AM & FM/Washington . . . . . 242,600
10. WTMI/Miami-Ft. Lauderdale	2.5	10. WCRB/Boston . . . . . 224,600
11. WFMR/Milwaukee-Racine	2.4	11. KING-FM/Seattle-Tacoma . . . . . 217,800
11. WWAZ/Providence	2.4	12. WQRS/Detroit . . . . . 200,400
13. WFLN/Philadelphia	2.3	13. WRR/Dallas-Ft. Worth . . . . . 189,700
14. WCLV/Cleveland	2.2	14. WTMI/Miami-Ft. Lauderdale . . . . . 186,700
15. WCRB/Boston	2.1	15. KFSD/San Diego . . . . . 162,400
15. WRR/Dallas-Ft. Worth	2.1	

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# FORMAT LEADERS

## NEWS/TALK

	AQH		CUME
1. KMOX/St. Louis (Talk)	16.6	1. WINS/New York (News)	2,656,800
2. KMJ/Fresno (N/T)	12.7	2. WCBS/New York (News)	2,051,900
3. WKBN/Youngstown-Warren (N/T)	10.9	3. WOR/New York (Talk)	1,342,200
4. WTMJ/Milwaukee-Racine (N/T)	10.3	4. WFAN/New York (Sports)	1,311,700
5. KSL/Salt Lake City (Talk)	9.6	5. WABC/New York (Talk)	1,237,000
6. KGO/San Francisco (San Jose book) (N/T)	9.1	6. KFWB/Los Angeles (News)	1,211,400
7. KFBK/Sacramento (N/T)	8.8	7. KYW/Philadelphia (News)	1,164,400
7. KTAR/Phoenix (N/T)	8.8	8. WBBM/Chicago (News)	1,130,500
7. KYW/Philadelphia (News)	8.8	9. KNX/Los Angeles (News)	1,085,000
10. KIRO/Seattle-Tacoma (N/T)	8.7	10. KGO/San Francisco (N/T)	989,900
11. WJNO/West Palm Beach-Boca Raton (N/T)	8.4	11. KABC/Los Angeles (Talk)	885,400
12. KGO/San Francisco (N/T)	8.3	12. WMAQ/Chicago (News)	799,500
13. WWL/New Orleans (N/T)	8.1	13. KCBS/San Francisco (News)	791,100
14. WTAG/Worcester (Talk)	8.0	14. KMOX/St. Louis (Talk)	712,500
15. KOA/Denver-Boulder (Talk)	7.9	15. WWJ/Detroit (News)	707,200
15. WRKO/Boston (N/T)	7.9	16. KFI/Los Angeles (Talk)	563,700
17. KGO/San Francisco (Monterey book)(N/T)	7.2	17. KIRO/Seattle-Tacoma (N/T)	538,400
17. KTOK/Oklahoma City (N/T)	7.2	18. KRLD/Dallas-Ft. Worth (News)	538,100
17. WHIO/Dayton (Talk)	7.2	19. WRKO/Boston (N/T)	504,400
17. WSPD/Toledo (N/T)	7.2	20. WTOP/Washington (News)	503,800
21. WTMA/Charleston, SC (N/T)	6.9	21. KNBR/San Francisco (Talk)	497,500
22. WBAL/Baltimore (N/T)	6.8	22. WLUP/Chicago (Talk)	484,900
22. WNIR/Akron (Talk)	6.8	23. WLS/Chicago (Talk)	474,300
24. WPTF/Raleigh-Durham (N/T)	6.7	24. WIP/Philadelphia (Sports)	458,400
25. KSDO/San Diego (N/T)	6.6	25. KTRH/Houston-Galveston (News)	456,400

## GOLD

	AQH		CUME
1. WODJ/Grand Rapids	9.5	1. WCBS-FM/New York	1,901,300
2. KLZX-AM & FM/Salt Lake City	8.9	2. WXRK/New York (Classic Rock)	1,591,900
3. WBBG/Youngstown-Warren	8.9	3. WCKG/Chicago (Classic Rock)	895,700
4. KCEE & KWFM/Tucson	8.1	4. KRTH/Los Angeles	766,100
4. WWSW-AM & FM/Pittsburgh	8.1	5. WJMK/Chicago	756,500
6. KZKL-AM & FM/Albuquerque	7.9	6. KLSX/Los Angeles (Classic Rock)	750,700
6. WKFM/Syracuse	7.9	7. WOGL-AM & FM/Philadelphia	714,100
6. WNCD/Youngstown-Warren (Classic Rock)	7.9	8. WYSP/Philadelphia (Classic Rock)	703,700
9. WFBC-FM/Greenville-Spartanburg	7.8	9. KSFO & KYA/San Francisco	652,800
10. WAFX/Norfolk	7.6	10. KODJ/Los Angeles	550,700
10. WHTT-FM/Buffalo-Niagara Falls	7.6	11. WCSX/Detroit (Classic Rock)	440,700
10. WKQL/Jacksonville	7.6	12. WODS/Boston	403,100
13. KRXO/Oklahoma City (Classic Rock)	7.3	13. WOMC/Detroit	398,300
13. WWKL/Harrisburg-Lebanon	7.3	14. WFOX/Atlanta	389,600
15. KGOR/Omaha-Council Bluffs	6.8	15. WCXR/Washington	383,300
15. WMJI/Cleveland	6.8	15. WWSW-AM & FM/Pittsburgh	383,300
17. KSD/St. Louis (Classic Rock)	6.7	17. KSD/St. Louis (Classic Rock)	351,400
17. WRKA/Louisville	6.7	18. KLDE/Houston-Galveston	343,700
19. KOLL/Little Rock	6.5	19. KLXK/Minneapolis-St. Paul (Classic Rock)	337,500
19. WKLH/Milwaukee-Racine (Classic Rock)	6.5	20. WZLX/Boston	332,500
19. WKOQ/Greenville-New Bern, NC	6.5	21. WXRK/New York (Nassau book)(Classic Rock)	310,100
22. KKSJ-AM/Portland	6.3	22. WCBS-FM/New York (Nassau-Suffolk book)	304,800
22. WCKN-FM/Greenville-Spartanburg (Classic Rock)	6.3	23. WZGC/Atlanta	302,200
24. KPYP/Memphis	6.2	24. KRLA/Los Angeles	298,800
25. KCFX/Kansas City (Classic Rock)	6.1	25. KLOU/St. Louis	297,900

# FORMAT LEADERS

## BEAUTIFUL/EASY LISTENING

AQH		CUME	
1. WMFZ/Allentown-Bethlehem	17.4	1. WPAT-AM & FM/New York	1,895,800
2. WDUV/Sarasota-Bradenton	17.1	2. WGAY/Washington	452,700
3. WEAT-AM & FM/West Palm Beach-Boca Raton	14.1	3. WLYF/Miami-Ft. Lauderdale	440,900
4. WEZK/Knoxville	11.8	4. WJOI/Detroit	383,000
5. WROW-FM/Albany-Schenectady-Troy	10.9	5. KEZK/St. Louis	340,000
6. WPVR/Roanoke-Lynchburg	10.6	6. KBAY/San Francisco	225,000
7. KUMU-AM & FM/Honolulu	9.4	7. WDUV/Sarasota (Tampa-St. Petersburg book)	212,200
8. WOOD-FM/Grand Rapids	9.1	8. WPAT-AM & FM/New York (Nassau book)	186,200
9. KXTZ/Las Vegas	8.9	9. KBRD/Seattle-Tacoma	165,300
10. WJIM-FM/Lansing-East Lansing	8.7	10. KBAY/San Francisco (San Jose book)	164,400

## NAC

AQH		CUME	
1. KQPT/Sacramento	4.3	1. KTWV/Los Angeles	744,400
2. KTWV/Los Angeles (Anaheim-Santa Ana book)	3.9	2. WNUA/Chicago	466,000
3. KLSK/Albuquerque	3.7	3. KBLX-AM & FM/San Francisco	341,700
3. WHVE/Sarasota-Bradenton	3.7	4. KACE/Los Angeles	312,800
5. KIFM/San Diego	3.6	5. KKSF/San Francisco	310,200
6. WLOQ/Orlando	3.2	6. WCDJ/Boston	268,200
7. KEYV/Las Vegas	3.0	7. KOAI/Dallas-Ft. Worth	247,400
7. KIFM/San Diego (North County book)	3.0	8. KIFM/San Diego	228,400
7. KTWV/Los Angeles	3.0	9. WLVE/Miami-Ft. Lauderdale	205,200
10. WCDJ/Boston	2.9	10. KTWV/Los Angeles (Anaheim book)	178,600

## SPANISH

AQH		CUME	
1. KGBT/McAllen-Brownsville	12.1	1. KLVE/Los Angeles	690,000
2. KBNA-AM & FM/McAllen-Brownsville	7.2	2. KWKW/Los Angeles	561,500
3. KIWW/McAllen-Brownsville	7.5	3. KKHJ/Los Angeles	507,600
4. KAFY/Bakersfield	5.9	4. KTNQ/Los Angeles	497,200
5. KWAC/Bakersfield	5.6	5. WSKQ-FM/New York	485,800
6. KCOR/San Antonio	5.4	6. WADO/New York	398,700
7. KAMA/El Paso	5.3	7. WSKQ/New York	377,100
8. KQTL/Tucson	4.5	8. KALI/Los Angeles	346,400
8. KQXX/McAllen-Brownsville	4.5	9. KSKQ/Los Angeles	290,100
10. WAQI/Miami-Ft. Lauderdale	4.4	10. WKDM/New York	259,500

# Fairwest Direct

According to . . . Jim Smith - General Manager, X-100 San Francisco

*"Marketing in the 90's means reaching your listeners on a direct and individual basis. Fairwest Direct has brought interactive computer technology together with a true understanding of what it takes to successfully market radio in today's noisy marketplace."*

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# A Step-By-Step Manual

## Reps Abbreviation Key

A-C	All Canada Radio
AMA	Art Moore & Associates
BAN	Banner Radio
CAB	Caballero Spanish Media
CBS	CBS Radio Spot Sales
CHR	The Christal Company
CITI	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
CRA	Crawford Broadcasting Co.
DOME	Dome And Associates
DONO	John Donofrio
DUR	Durpettl And Associates
EAST	Eastman Radio, Inc.
ER	Eastern Radio
FWS	Frederick W. Smith
G/W	Group W Radio Sales
HG	Herbert E. Groskin
HNWH	HNW&H
INT	Interep
JCG	J.C. Gates
KATZ	Katz Radio
KBS	Keystone Broadcasting System
KT-H	Katz Hispanic
K/P	Katz & Powell
KEY	Keystone
LOTU	Lotus Hispanic Reps
MK4	Market 4 Radio
MAG	Mid America Gospel Radio
MAS	Masia Radio
MCG	McGavren-Guild, Inc.
MIN	Minority Broadcasting
MMB	Major Market Broadcasters
MMR	Major Market Radio
MMRE	Major Market Radio/Espanol
M/SS	Mid-South Spot Sales
PATT	Patt Media
QC	Queen Company
RA/L	R.A. Lazar & Co.
RSS	Radio Spot Sales
REG	Regional Representatives
RPC	Repcom
REP	Republic Radio Inc.
ROS	Roslin Radio Sales, Inc.
SAV	Savall Broadcast Sales
SSS	Southern Spot Sales
SBS	Spanish Broadcasting System
STR	Starcom
TNS	TN Spot Sales
TOR	Torbet Radio
UNI	Unirep Broadcasting Co.
U/BR	Unlty Broadcasting Co.
WR	Western Regional Broadcast Sales
WRS	Williams Radio Sales

As you examine R&R's "Ratings Report & Directory, Vol. I," you will find that the 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 '90 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the fall '89 share on the left. Results from additional surveys (winter, spring, and summer) 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 listed on top.

## STATION/FORMAT

The call letters are printed in bold type with the format of each station listed beneath in italics.

## FREQUENCY/POWER

The frequency and power for the radio station signal(s) are shown as listed on page 3B in each Arbitron report.

## AUDIENCE RANKINGS

The six 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+) cume rank, followed by five AQH demo ranks for teens, adults 18-34, adults 18-49, adults 25-54, and adults 35-64. 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.

## AVERAGE MINUTES LISTENED

The column to the immediate right of the adults 35-64 rankings in each market breakout chart shows the average number of minutes which a station's audience spent listening to it. This is based upon total persons 12+, Monday-Sunday, 6am-Midnight.

## OWNER & REP INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all radio station owners and their 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 '90 Birch quarterlies. One note: Arbitron numbers cover approximately October-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 '90 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.

# INFORMATION GUIDE

# For Using R&R's Unique Ratings Data Features

#1

## NEW YORK

POPULATION: 14,151,200

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12-MONTH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRNCH SHARE
6.3	5.2	5.2	4.3	5.7	1	<b>WPAT-AF</b> B/EZ	930/93.1 5kw/5.4kw	5	30	24	15	13	3	101	PARK	REP	3.2
4.1	4.5	5.1	5.5	5.6	2	<b>WRKS</b> UC	98.7 7.8kw	7	1	1	1	5	11	98	SUMMIT	DUR	7.3
4.7	4.8	4.1	5.1	5.1	3	<b>WLTW</b> AC	106.7 7.8kw	6	13	8	3	2	2	81	VIACOM	KATZ	4.4
4.1	5.1	4.6	5.1	5.0	4	<b>WCBS-FM</b> Gold	101.1 6.8kw	4	10	10	2	1	1	76	CBS	CBS	4.2
4.5	4.7	4.6	4.8	4.7	5	<b>WHTZ</b> CHR	100.3 7.8kw	2	5	5	4	6	13	62	MALRITE	CHR	4.4
4.7	4.8	4.3	4.4	4.4	6	<b>WINS</b> News	1110 30-50kw	1	7	14	10	9	4	48	GROUP W	G/W	3.8
4.0	4.0	4.0	4.2	4.1	7	<b>WQHT</b> CHR	97.1 6.7kw	10	2	2	9	15	26	77	EMMIS	HNWH	5.3
3.8	4.0	3.8	3.7	4.0	8	<b>WBLS</b> UC	107.5 5.4kw	13	5	6	5	3	9	85	INNER CITY	MCG	4.9
4.6	4.0	3.9	4.0	3.9	9	<b>WOR</b> Talk	710 50kw	14	32	35	28	23	10	85	BUCKLEY	MCG	3.7
3.5	3.4	3.6	3.6	3.6	10	<b>WCBS</b> News	880 50kw	3	22	26	18	14	5	51	CBS	CBS	3.6

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	9.7
1 WXRK	1 WRKS	1 WXRK	1 WRKS	1 WCBS-FM	1 WLTW	AOR	3.2
2 WNEW-FM	2 WHTZ	2 WCBS-FM	2 WHTZ	2 WXRK	2 WCBS-FM	BBnd	1.8
3 WRKS	3 WQHT	3 WNEW-FM	3 WLTW	3 WNEW-FM	3 WNSR	B/EZ	5.7
4 WQHT	4 WNSR	4 WRKS	4 WNSR	4 WFAN	4 WHTZ	CHR	11.0
5 WBLS	5 WBLS	5 WBLS	5 WCBS-FM	5 WLTW	5 WRKS	Clas	2.9
6 WHTZ	6 WLTW	6 WFAN	6 WBLS	6 WBLS	6 WBLS	Ctry	2.7
7 WFAN	7 WNEW-FM	7 WLTW	7 WQHT	7 WRKS	7 WINS	Gold/CR	8.5
8 WNSR	8 WPLJ	8 WHTZ	8 WNEW-FM	8 WQCD	8 WYNY	Jazz	2.0
9 WCBS-FM	9 WXRK	9 WQHT	9 WXRK	9 WINS	9 WNEW-FM	N/T	19.5
10 WLTW	10 WCBS-FM	10 WNSR	10 WINS	10 WHTZ	10 WXRK	Span	5.7
						UC	9.6

# ANAHEIM-SANTA ANA

POPULATION: 1,971,400

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.0	5.4	7.9	1	<b>KLOS</b> AOR	95.5 61kw	2	12	1	1	1	2	76	CAP CITIES/ABC	KATZ	6.5
6.2	5.9	5.7	2	<b>KIIS-AIF</b> CHR	1150/102.7 5kw/8kw	1	1	4	3	5	13	50	GANNETT	MCG	6.5
5.5	7.0	5.7	2	<b>KOST</b> AC	103.5 12.5kw	3	6	5	2	2	1	60	COX	CHR	4.3
6.6	5.3	4.9	4	<b>KQLZ</b> CHR	100.3 5.3kw	4	2	2	4	8	18	60	WESTWOOD ONE	EAST	5.6
5.1	4.0	4.6	5	<b>KBIG</b> AC	104.3 105kw	8	9	7	6	3	4	77	BONNEVILLE INT	CBS	1.9
5.1	3.4	4.4	6	<b>KABC</b> Talk	790 5kw	10	36	26	15	12	5	77	CAP CITIES/ABC	KATZ	4.1
3.8	3.0	3.9	7	<b>KNX</b> News	1070 50kw	5	28	22	12	9	6	51	CBS	CBS	3.2
2.8	4.4	3.9	7	<b>KROQ</b> NR	106.7 5.5kw	7	3	3	7	13	21	65	INFINITY	TOR	6.8
4.2	4.0	3.9	7	<b>KTWV</b> NAC	94.7 55kw	14	38	9	5	4	3	79	LEGACY	G/W	3.7
2.2	4.6	3.4	10	<b>KMPC</b> Nost	710 50-10kw	15	21	35	33	16	12	74	GOLDEN WEST	DUR	2.5
3.4	2.4	3.0	11	<b>KLSX</b> CR	97.1 21kw	11	14	6	8	6	16	54	GREATER MEDIA	MMR	3.7
4.3	3.0	2.8	12	<b>KPWR</b> CHR	105.9 72kw	9	4	8	10	18	30	47	EMMIS	HNWH	5.0
2.3	2.6	2.6	13	<b>KFI</b> Talk	640 50kw	12	25	30	16	15	7	48	COX	CHR	3.3
2.9	3.7	2.6	13	<b>KXEZ</b> Gold	98.7 75kw	17	39	17	13	14	8	75	VIACOM	TOR	2.7
2.7	2.4	2.5	15	<b>KODJ</b> Gold	93.1 28.5kw	16	23	15	9	7	9	64	CBS	CBS	2.8
1.8	3.4	2.5	15	<b>KZLA</b> Ctry	93.9 49kw	20	40	18	14	11	11	89	MALRITE	EAST	1.8
3.4	2.2	2.2	17	<b>KRTH</b> Gold	101.1 51kw	13	35	19	11	10	10	41	BEASLEY	BAN	1.6
1.8	2.7	2.0	18	<b>KFWB</b> News	980 5kw	6	19	37	28	19	14	31	GROUP W	G/W	1.3
1.0	1.7	2.0	18	<b>KKGO</b> Clas	105.1 18kw	19	41	24	22	17	15	66	MT. WILSON FM	CMBS	.7
0.3	1.3	1.9	20	<b>KKBT</b> UC	92.3 39kw	27	5	10	19	26	34	99	EVERGREEN	MMR	3.0
1.7	1.7	1.7	21	<b>KLVE</b> Span	107.5 29.5kw	21	11	11	18	21	24	77	HEFTEL	CAB	1.7
1.5	2.4	1.5	22	<b>KTNQ</b> Span	1020 50kw	25	37	12	17	20	25	74	HEFTEL	CAB	1.8
1.1	1.2	1.3	23	<b>KNAC</b> AOR	105.5 1.05kw	22	7	14	24	33	39	58	FLAGSHIP	DUR	2.5
0.6	0.7	1.3	23	<b>KYMS</b> Rel	106.3 3kw	31	8	25	21	23	23	79	INTERSTATE	--	.5
1.3	0.9	1.2	25	<b>KEZY</b> CHR	95.9 2.5kw	18	10	16	23	34	35	37	WIN	--	1.6
1.6	1.1	1.1	26	<b>KWIZ</b> Span	1480 5kw	29	17	13	20	25	29	65	LIBERMAN	TOR	1.1
1.2	0.6	1.0	27	<b>KIKF</b> Ctry	94.3 3kw	24	32	36	26	22	17	47	ASTOR	--	1.7
0.0	0.6	1.0	27	<b>KKHJ</b> Span	930 5kw	30	26	21	25	28	33	63	LIBERMAN	BAN	1.0
0.5	1.3	1.0	27	<b>KKLA</b> CC	99.5 30kw	28	20	33	35	31	19	52	SALEM	--	.5
0.6	0.7	1.0	27	<b>KWIZ-FM</b> AC	96.7 3kw	32	30	20	29	27	29	63	LIBERMAN	TOR	.5

Continued on Page 165



POPULATION: 2,347,800

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK	12+ AOR RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
13.1	14.0	15.1	14.8	11.0	1	1	<b>WVEE</b> UC	103.3 100kw	6	2	1	1	2	6	125	SUMMIT	MCG	18.7
8.1	9.4	10.6	8.6	8.2	2	2	<b>WAPW</b> CHR	99.7 100kw	2	1	3	4	9	10	80	SUSQUEHANNA	DUR	10.8
8.6	10.9	8.1	9.9	8.2	2	3	<b>WSB-FM</b> AC	98.5 100kw	1	5	4	2	1	1	67	COX	CHR	7.2
8.7	8.1	8.2	8.0	7.5	4	4	<b>WPCH</b> AC	94.9 99kw	4	11	10	9	5	2	83	JACOR	EAST	4.2
7.0	5.4	6.9	6.3	7.2	5	5	<b>WKLS</b> AOR	96.1 99kw	7	3	2	3	7	12	88	GREAT AMERICAN	KATZ	11.0
5.5	4.8	5.6	6.5	6.6	6	6	<b>WYAI/WYAY</b> Ctry	104.1/106.7 60kw/99kw	9	7	7	6	3	3	95	NEWCITY	MCG	6.7
7.6	7.1	6.7	5.7	6.5	7	7	<b>WSB</b> Talk	750 50kw	3	14	14	12	11	5	64	COX	CHR	5.9
5.8	5.3	6.4	5.8	5.5	8	8	<b>WFOX</b> Gold	97.1 97kw	5	4	9	7	4	4	62	SHAMROCK BR.	MMR	4.0
3.6	2.8	3.2	4.4	5.1	9	9	<b>WSTR</b> AC	94.1 100kw	8	9	5	5	6	9	69	JEFFERSON PILOT	BAN	3.5
4.7	5.4	4.6	5.2	5.0	10	10	<b>WKHX-A/F</b> Ctry	590/101.5 5kw/99kw	11	8	8	10	8	7	78	CAP CITIES/ABC	KATZ	4.1
3.5	3.5	3.3	4.1	4.3	11	11	<b>WGST</b> N/T	640 50-1kw	12	13	12	11	12	8	84	JACOR	EAST	3.8
4.7	3.8	3.7	4.0	3.8	12	12	<b>WZGC</b> CR	92.9 99kw	10	10	6	8	10	13	56	COOK INLET	HNWH	4.1
3.7	3.4	2.8	2.7	3.3	13	13	<b>WAOK</b> Rel	1380 5kw	14	12	13	14	13	11	99	SUMMIT	MCG	2.6
0.3	0.5	0.6	0.5	2.3	14	14	<b>WALR</b> UC	104.7 100kw	15	6	11	13	14	15	78	RING RADIO	HNWH	2.0
1.0	0.9	0.9	0.8	1.5	15	15	<b>WCNN</b> News	680 50-10kw	13	15	16	16	15	14	36	RING RADIO	HNWH	.9
0.5	0.9	0.8	1.0	1.1	16	16	<b>WIGO</b> Gold	1340 1kw	16	17	17	15	16	16	91	BRUNSON	ROS	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WKLS	1 WVEE	1 WKLS	1 WVEE	1 WKLS	1 WSB-FM	AC	20.8
2 WVEE	2 WSB-FM	2 WVEE	2 WSB-FM	2 WFOX	2 WVEE	AOR	7.2
3 WAPW	3 WSTR	3 WAPW	3 WSTR	3 WVEE	3 WSTR	CHR	8.2
4 WZGC	4 WAPW	4 WZGC	4 WAPW	4 WGST	4 WPCH	Ctry	11.6
5 WYAY	5 WKLS	5 WSB-FM	5 WFOX	5 WSB-FM	5 WFOX	Gold/CR	10.4
6 WSB-FM	6 WZGC	6 WFOX	6 WPCH	6 WYAY	6 WYAY	N/T	12.3
7 WGST	7 WFOX	7 WGST	7 WYAY	7 WZGC	7 WKHX-FM	Rel/CC	3.3
8 WSTR	8 WYAY	8 WYAY	8 WKLS	8 WSB	8 WAPW	UC	13.3
9 WKHX-FM	9 WKHX-FM	9 WSB	9 WKHX-FM	9 WPCH	9 WKLS		
10 WFOX	10 WPCH	10 WPCH	10 WZGC	10 WAPW	10 WAOK		

POPULATION: 2,019,800

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+10H	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.9	8.4	6.5	6.9	8.7	1	<b>WLIF-A/F</b> AC	1300/101.9 5kw/13.5kw	1	12	11	6	5	1	98	INFINITY	CHR	6.6
9.1	8.4	8.2	9.5	8.1	2	<b>WXYV</b> UC	102.7 50kw	4	1	2	2	4	6	101	SUMMIT	MCG	11.3
5.3	6.7	6.8	5.4	7.4	3	<b>WPOC</b> Ctry	93.1 16kw	8	14	6	5	1	2	106	NATIONWIDE	BAN	6.9
7.5	7.8	8.8	9.0	6.8	4	<b>WBAL</b> N/T	1090 50kw	2	15	12	10	9	5	76	HEARST	HNWH	6.1
6.4	6.2	6.7	7.6	6.8	4	<b>WIYY</b> AOR	97.9 13.5kw	6	2	1	1	6	15	88	HEARST	HNWH	8.5
7.5	6.5	6.1	5.4	6.6	6	<b>WWMX</b> AC	106.5 7.4kw	3	8	3	3	2	4	74	CAPITOL BR. CO.	KATZ	6.3
5.3	4.8	5.0	4.9	5.7	7	<b>WQSR</b> Gold	105.7 50kw	7	11	7	4	3	3	79	SCONNIX	MMR	2.8
6.6	5.5	5.8	6.8	5.0	8	<b>WBSB</b> CHR	104.3 50kw	5	3	4	7	7	8	64	SCRIPPS HOWARD	BAN	8.1
4.1	4.2	3.7	3.6	4.0	9	<b>WWIN-A/F</b> UC	1400/95.9 1kw/3kw	9	10	9	8	8	7	86	MEDIA COMM	DUR	5.4
3.2	3.3	3.0	3.2	3.2	10	<b>WCBM</b> N/T	680 10-5kw	15	27	14	15	15	10	111	MANGIONE	KATZ	3.1
1.0	1.5	1.6	2.0	2.8	11	<b>WPGC-FM</b> CHR	95.5 50kw	11	4	10	12	13	16	79	COOK INLET	BAN	3.4
2.0	1.4	2.4	2.9	2.7	12	<b>WHFS</b> AOR	99.1 50kw	12	7	5	9	10	18	76	DUCHOSSOIS	BAN	3.2
2.0	2.4	1.8	2.4	2.6	13	<b>WGRX</b> CR	100.7 16kw	9	5	8	11	11	19	57	SHAMROCK COM.	DUR	3.4
1.2	1.8	2.2	1.8	2.3	14	<b>WITH</b> BBnd	1230 1kw	16	30	30	31	24	9	84	ATLANTIC COAST	--	1.4
1.9	2.9	2.9	2.4	2.2	15	<b>WBGR</b> Rel	860 2.5-.1kw	18	33	17	16	14	11	108	MORTENSON	ROS	2.7
1.5	2.2	1.3	1.3	1.9	16	<b>WRBS</b> Rel	95.1 50kw	19	21	19	20	18	17	93	PETER & JOHN	--	1.3
2.0	1.5	1.6	1.6	1.8	17	<b>WCAO</b> Ctry	600 5kw	20	32	24	17	16	12	92	SUMMIT	MCG	.7
3.1	2.8	3.3	2.0	1.6	18	<b>WYST-FM</b> AC	92.3 37kw	14	18	16	14	12	13	54	UNITED	MMR	2.4
0.4	0.5	1.4	0.6	1.4	19	<b>WGAY</b> B/EZ	99.5 21kw	24	26	31	30	22	14	92	GREATER MEDIA	MMR	.8
1.6	1.4	1.8	1.5	1.3	20	<b>WWDC-FM</b> AOR	101.1 22.5kw	13	13	13	13	17	24	40	CAPITOL	CHR	1.9
1.0	0.6	1.0	1.0	1.0	21	<b>WTOP</b> News	1500 50kw	21	29	26	23	21	20	54	CHASE	CBS	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	16.9
1 WIYY	1 WXYV	1 WIYY	1 WWMX	1 WPOC	1 WWMX	AOR	10.8
2 WXYV	2 WWMX	2 WPOC	2 WXYV	2 WIYY	2 WLIF-FM	BBnd	2.3
3 WHFS	3 WBSB	3 WXYV	3 WBSB	3 WQSR	3 WQSR	B/EZ	1.4
4 WGRX	4 WIYY	4 WQSR	4 WQSR	4 WWMX	4 WPOC	CHR	7.8
5 WWMX	5 WQSR	5 WWMX	5 WPOC	5 WXYV	5 WXYV	Ctry	9.2
6 WBSB	6 WLIF-FM	6 WHFS	6 WLIF-FM	6 WLIF-FM	6 WBSB	Gold/CR	8.2
7 WPOC	7 WPOC	7 WBAL	7 WIYY	7 WBAL	7 WWIN-FM	N/T	11.0
8 WBAL	8 WWIN-FM	8 WLIF-FM	8 WWIN-FM	8 WHFS	8 WBAL	Rel/CC	4.1
9 WPGC-FM	9 WHFS	9 WGRX	9 WPGC-FM	9 WWIN-FM	9 WBGR	UC	12.1
10 WWDC-FM	10 WPGC-FM	10 WPGC-FM	10 WBGR	10 WGRX	10 WIYY		

POPULATION: 3,195,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12-14 CH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
6.6	7.8	6.9	7.0	7.9	1	WRKO NT	680 50kw	3	18	15	8	5	2	97	ATLANTIC VENT.	KATZ	6.3
5.5	7.1	7.4	6.9	7.2	2	WZOU CHR	94.5 11.5kw	1	1	3	4	9	16	67	ARDMAN	EAST	9.2
5.1	4.1	4.1	4.8	5.8	3	WODS Gold	103.3 16kw	10	10	13	3	1	1	89	CBS	CBS	4.3
6.2	5.9	7.2	7.0	5.7	4	WXKS-FM CHR	107.9 23.5kw	2	3	1	2	4	12	61	PYRAMID	MMR	8.0
5.9	7.3	5.9	5.1	5.3	5	WBZ AC	1030 50kw	5	19	18	12	10	4	69	GROUP W	G/W	5.2
5.3	4.6	7.1	5.8	5.2	6	WBCN AOR	104.1 19kw	6	5	2	1	2	9	69	INFINITY	TOR	6.7
4.6	4.1	4.0	5.2	4.9	7	WMJX AC	106.7 24.5kw	4	6	5	5	3	5	63	GREATER MEDIA	MCG	3.0
4.1	4.8	4.1	4.4	4.5	8	WSSH-A/F WE	1510/99.5 50kw/32kw	8	14	14	7	6	3	66	NOBLE	HNWH	3.5
4.5	4.1	3.4	3.8	4.0	9	WEEI News	590 5kw	7	7	20	19	16	8	55	BOSTON CELTICS	--	2.8
4.7	4.6	3.9	3.7	4.0	9	WHDH Talk	850 50kw	9	16	16	17	13	6	60	NEW ENGLAND TV	BAN	4.6
3.1	3.0	3.9	4.9	3.1	11	WZLX CR	100.7 20kw	11	13	4	6	7	18	58	COOK INLET	HNWH	5.1
5.1	4.8	4.6	3.8	2.9	12	WCDJ NAC	96.9 12.5kw	13	24	19	16	14	7	66	EMMIS	MCG	2.6
2.2	3.7	2.6	3.2	2.5	13	WROR AC	98.5 8.1kw	12	15	10	9	8	11	51	ATLANTIC VENT.	KATZ	3.5
2.3	2.4	2.2	2.0	2.4	14	WVBF AC	105.7 14kw	14	17	8	10	11	13	58	FAIRBANKS	BAN	2.8
2.1	1.7	1.6	2.1	2.1	15	WCRB Clas	102.5 15kw	16	29	17	20	17	10	57	CHARLES RIVER	CMBS	1.8
1.8	1.5	1.8	1.7	2.0	16	WAAF AOR	107.5 18.5kw	15	2	9	18	26	35	54	NEWCITY	KATZ	4.0
2.5	2.9	2.2	2.1	2.0	16	WILD UC	1090 5kw	23	11	6	11	15	20	127	NASH	ROS	2.0
1.4	1.7	1.5	2.0	1.9	18	WXKS BBnd	1430 5kw	21	22	34	33	27	15	95	PYRAMID	MMR	1.2
1.6	2.0	2.0	2.4	1.7	19	WBOS AOR	92.9 8.8kw	17	30	12	13	12	17	51	ACKERLEY	KATZ	1.6
2.1	1.0	1.6	1.4	1.7	19	WPLM-FM BBnd	99.1 50kw	20	26	28	28	23	14	76	PLYMOUTH ROCK	--	1.5
1.9	1.6	2.0	1.5	1.5	21	WFNX NR	101.7 3kw	18	12	7	14	18	29	51	MCC	--	1.6
1.9	1.8	1.4	1.8	1.4	22	WCGY AOR	93.7 50kw	19	21	11	15	19	23	59	CURT GOWDY	K/P	1.8

Continued on Page 165

# Fairwest Direct

According to . . . Bobby Rich - Program Director, Mix 94.9 San Diego

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# BUFFALO-NIAGARA FALLS

POPULATION: 995,200

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12-49H	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.9	8.8	7.1	10.9	10.6	1	WJYE AC	96.1 50kw	2	6	3	1	1	1	90	EBE	DUR	6.2
8.8	8.2	8.8	8.7	8.4	2	WYRK Ctry	106.5 50kw	8	13	9	8	4	2	96	STONER	MCG	7.1
10.7	7.8	8.3	5.6	7.8	3	WBEN AC	930 5kw	4	9	10	10	6	4	71	ALGONQUIN	EAST	6.3
6.1	5.4	6.1	6.2	7.6	4	WHTT-FM Gold	104.1 50kw	7	8	7	2	2	3	77	PYRAMID	MMR	6.3
9.1	7.7	7.3	6.6	6.9	5	WGR-FM AOR	96.9 12.5kw	6	5	1	3	5	11	66	RICH	KATZ	10.6
9.1	8.1	10.7	7.6	6.9	5	WKSE CHR	98.5 46kw	1	1	4	5	9	8	57	PRICE	HNWH	7.9
5.4	8.6	7.5	6.9	6.6	7	WBUF AC	92.9 97kw	10	11	8	4	3	5	85	LINCOLN GROUP	MCG	4.5
4.7	7.6	4.4	7.0	5.9	8	WBLK UC	93.7 50kw	11	3	5	7	8	7	98	WBLK INC.	DUR	9.2
5.1	6.6	6.5	6.6	5.8	9	WMJQ CHR	102.5 105kw	5	2	6	9	10	9	54	ALGONQUIN	EAST	6.3
4.9	3.6	5.3	6.1	5.6	10	WUFX CR	103.3 49kw	9	4	2	6	7	13	65	METROPLEX	TOR	7.3
3.5	3.0	2.8	3.0	4.5	11	WGR N/T	550 5kw	3	12	13	11	11	6	41	RICH	KATZ	3.8
3.2	3.9	4.4	4.3	3.1	12	WECK BBnd	1230 1kw	12	15	24	20	14	10	77	EBE	DUR	2.5
1.3	1.3	1.2	1.2	1.5	13	WEZO B/EZ	107.7 11.5kw	14	17	17	13	12	12	61	CASCIANI	--	1.5
1.9	1.0	1.8	1.3	1.2	14	WWKB Talk	1520 50kw	13	14	18	19	22	18	49	PRICE	HNWH	1.4
1.6	1.8	1.5	0.8	1.1	15	CJFT Nost	530 25kw	18	19	23	23	21	17	72	FORT COMM.	A-C	.7
1.2	0.8	0.6	0.6	1.1	15	WXRL Ctry	1300 2.5kw	16	22	22	22	19	16	49	DOME	--	1.0
1.5	1.1	1.3	1.0	1.0	17	WDCX Rel	99.5 110kw	17	16	16	15	15	14	48	CRAWFORD	--	1.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	25.0
1 WGR-FM	1 WKSE	1 WGR-FM	1 WJYE	1 WHTT-FM	1 WJYE	AOR	6.9
2 WUFX	2 WJYE	2 WUFX	2 WKSE	2 WGR-FM	2 WHTT-FM	BBnd	4.2
3 WHTT-FM	3 WBLK	3 WHTT-FM	3 WHTT-FM	3 WYRK	3 WBUF	B/EZ	1.5
4 WMJQ	4 WBUF	4 WYRK	4 WBUF	4 WUFX	4 WYRK	CHR	12.7
5 WBLK	5 WMJQ	5 WBUF	5 WBLK	5 WBUF	5 WKSE	Ctry	9.5
6 WJYE	6 WGR-FM	6 WBLK	6 WMJQ	6 WBEN	6 WBLK	Gold/CR	13.2
7 WKSE	7 WUFX	7 WMJQ	7 WYRK	7 WJYE	7 WBEN	N/T	5.7
8 WYRK	8 WHTT-FM	8 WJYE	8 WGR-FM	8 WGR	8 WUFX	Rel/CC	1.0
9 WBUF	9 WYRK	9 WBEN	9 WUFX	9 WMJQ	9 WMJQ	UC	5.9
10 CFNY	10 WBEN	10 WKSE	10 WBEN	10 WBLK	10 WGR-FM		

# CHARLOTTE-GASTONIA-ROCK HILL

POPULATION: 944,300

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
9.5	9.3	11.7	11.6	12.3	1	<b>WPEG</b> UC	97.9 50kw	3	1	1	1	2	5	122	BR. PARTNERS	KATZ	15.3
15.4	13.3	13.1	14.4	12.3	1	<b>WSOC-FM</b> Ctry	103.7 100kw	1	9	6	2	1	1	89	COX	CHR	13.0
7.9	7.0	7.8	7.5	7.6	3	<b>WRFX</b> AOR	99.7 100kw	4	5	2	3	3	8	80	PYRAMID	MCG	9.9
5.5	6.8	5.6	4.7	7.2	4	<b>WEZC</b> AC	102.9 31kw	8	12	9	4	4	2	102	KEYMARKET	CBS	5.7
8.0	9.2	8.9	7.5	6.6	5	<b>WCKZ</b> CHR	101.9 99kw	2	2	3	7	9	10	63	BEASLEY	DUR	10.2
9.0	6.7	6.7	4.8	5.7	6	<b>WBT</b> AC	111.0 50kw	6	10	17	10	10	4	75	JEFFERSON PILOT	BAN	3.0
4.8	4.8	3.9	4.6	5.4	7	<b>WBT-FM</b> AC	107.9 98kw	5	7	4	5	6	7	65	JEFFERSON PILOT	BAN	4.6
4.8	4.7	4.4	5.0	5.0	8	<b>WWMG</b> Gold	96.1 100kw	9	11	11	6	5	3	72	VOYAGER	HNWH	2.9
6.3	5.7	6.3	5.6	4.8	9	<b>WMXC</b> AC	104.7 100kw	7	4	5	8	7	9	65	EZ	MMR	3.4
3.7	5.3	3.5	4.7	4.4	10	<b>WTDR</b> Ctry	96.9 100kw	10	16	7	9	8	6	81	TRUMPER	EAST	3.2
4.3	3.8	4.0	3.2	2.5	11	<b>WZZG</b> CHR	95.1 100kw	11	3	10	11	12	15	48	TENORE	TOR	2.4
1.2	1.2	2.1	1.9	1.8	12	<b>WXRC</b> AOR	95.7 100kw	12	6	8	12	13	23	54	LONG FAMILY	--	2.6
0.8	1.3	1.5	1.8	1.2	13	<b>WRDX</b> AC	106.5 100kw	15	13	13	13	11	11	81	WSPT INC.	SSS	3.0
0.6	0.9	1.4	0.0	1.2	14	<b>WFMX</b> Ctry	105.7 100kw	14	20	12	14	14	14	72	ADVENTURE	TNS	1.0
0.4	1.7	0.8	1.1	1.0	15	<b>WGSP</b> Rel	131.0 1-065kw	16	24	14	16	16	19	77	WILLIS	--	1.9
1.1	0.7	1.1	1.4	1.0	15	<b>WFGW/WMIT</b> Rel	101.0/106.9 50kw/36kw	13	17	15	15	15	20	49	BLUE RIDGE	--	.9
0.3	0.3	0.0	0.0	1.0	15	<b>WSAT</b> AC	128.0 1kw	21	19	23	25	25	25	117	MID-CAROLINA	--	--

## 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 WPEG	1 WSOC-FM	1 WPEG
2 WPEG	2 WCKZ	2 WPEG	2 WSOC-FM	2 WRFX	2 WSOC-FM
3 WCKZ	3 WBT-FM	3 WSOC-FM	3 WEZC	3 WPEG	3 WEZC
4 WTDR	4 WMXC	4 WEZC	4 WBT-FM	4 WEZC	4 WBT-FM
5 WBT-FM	5 WSOC-FM	5 WTDR	5 WCKZ	5 WWMG	5 WWMG
6 WXRC	6 WRFX	6 WWMG	6 WMXC	6 WTDR	6 WMXC
7 WMXC	7 WEZC	7 WBT-FM	7 WWMG	7 WBT	7 WCKZ
8 WSOC-FM	8 WTDR	8 WCKZ	8 WRFX	8 WBT-FM	8 WRFX
9 WZZG	9 WWMG	9 WMXC	9 WTDR	9 WMXC	9 WTDR
10 WEZC	10 WXRC	10 WBT	10 WZZG	10 WCKZ	10 WBT

AC	25.3
AOR	9.4
CHR	9.1
Ctry	17.9
Gold/CR	5.0
Rel/CC	2.0
UC	12.3

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12-MO	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BR/CH SHARE
10.7	8.3	8.0	8.2	9.3	1	<b>WGN</b> AC	720 50kw	1	10	14	6	1	1	92	TRIBUNE	CHR	8.0
7.3	7.2	7.7	7.9	7.2	2	<b>WGCH-FM</b> UC	107.5 33kw	4	2	1	1	2	7	103	GANNETT	MCG	9.3
4.0	4.4	4.4	5.2	6.2	3	<b>WBBM-FM</b> CHR	96.3 4.2kw	2	1	3	3	9	2	67	CBS	CBS	9.1
5.1	5.3	5.2	4.4	4.5	4	<b>WVAZ</b> UC	102.7 6kw	11	5	5	4	3	5	90	BR. PARTNERS	DUR	4.5
4.9	4.5	4.6	4.1	4.4	5	<b>WBBM</b> News	780 50kw	3	17	19	15	12	2	53	CBS	CBS	4.2
4.1	4.0	4.5	4.8	4.2	6	<b>WLUP-FM</b> AOR	97.9 9kw	6	8	2	2	4	16	65	EVERGREEN	MMR	4.4
3.4	3.8	4.4	4.8	4.1	7	<b>WCKG</b> CR	105.9 4.1kw	5	4	4	5	7	15	62	COX	KATZ	5.1
3.5	3.5	3.4	2.8	4.0	8	<b>WUSN</b> Ctry	99.5 6.3kw	13	15	10	11	5	4	87	COOK INLET	MMR	4.3
3.2	2.7	2.7	3.1	3.7	9	<b>WJJD</b> Nost	1160 50-4.2kw	17	35	35	26	23	13	104	INFINITY	KATZ	2.8
2.8	2.7	2.9	2.6	3.2	10	<b>WLIT</b> AC	93.9 4kw	14	18	11	13	13	6	73	VIACOM	CHR	1.6
3.1	3.1	3.0	3.4	3.1	11	<b>WJMK</b> Gold	104.3 4kw	9	9	15	8	6	3	56	INFINITY	KATZ	1.9
3.1	3.5	3.2	2.6	2.9	12	<b>WTMX</b> AC	101.9 4.2kw	12	7	9	9	8	10	65	BONNEVILLE INT	MCG	1.9
3.1	3.0	3.5	3.2	2.8	13	<b>WKQX</b> AC	101.1 6kw	8	6	7	10	15	14	48	EMMIS	HNWH	2.6
3.4	2.5	3.3	2.7	2.8	13	<b>WXRT</b> AOR	93.1 6.7kw	16	26	6	7	11	20	79	DANIEL LEE	CBS	3.7
2.1	2.2	2.2	2.4	2.7	15	<b>WMAQ</b> News	670 50kw	7	12	22	20	19	12	46	GROUP W	G/W	2.3
3.7	4.2	3.4	2.6	2.7	15	<b>WPNT-A/F</b> AC	820/100.9 5-1kw/8.2kw	20	20	18	18	16	8	76	CENTURY	BAN	1.5
3.7	3.2	2.9	2.1	2.6	17	<b>WLUP</b> Talk	1000 50kw	15	14	8	12	10	16	73	EVERGREEN	MMR	3.0
2.3	2.7	2.6	3.2	2.3	18	<b>WNUA</b> NAC	95.5 8.3kw	19	25	13	14	14	9	67	PYRAMID	DUR	3.4
1.4	2.0	2.0	2.3	2.2	19	<b>WLS</b> Talk	890 50kw	18	19	26	21	20	11	62	CAP CITIES/ABC	BAN	1.9
3.8	2.5	2.8	2.6	2.1	20	<b>WYFZ</b> CHR	94.7 4.4kw	10	3	12	19	24	30	42	CAP CITIES/ABC	BAN	2.6
1.8	1.7	1.6	1.8	1.4	21	<b>WFYR</b> AC	103.5 4.3kw	21	16	17	17	17	21	42	SUMMIT	EAST	1.3
1.2	2.5	1.9	1.5	1.4	21	<b>WOJO</b> Span	105.1 7.2kw	24	13	16	16	18	23	97	TICHENOR MEDIA	KT-H	1.4
0.8	1.4	0.9	0.7	1.3	23	<b>WVON</b> Talk	1450 1kw	29	34	30	23	21	18	175	MIDWAY	ROS	.7
1.8	1.2	1.3	1.9	1.2	24	<b>WNIB</b> Clas	97.1 8.4kw	22	32	31	24	22	22	50	NO. ILLINOIS	CMBS	1.2

Continued on Page 165

# Fairwest Direct

According to . . . Keith James - V. P. General Manager, CHAM Toronto

*"Having had a close relationship with Fairwest Direct since its inception, marketing a radio station without their involvement would be out of the question for me. They are instrumental in keeping us on the leading edge."*

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**#19**

# ANAHEIM-SANTA ANA

POPULATION: 1,971,400

Continued from Page 158

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 KLOS	1 KLOS	1 KOST	1 KLOS	1 KOST	AC 10.3
2 KROQ	2 KOST	2 KLSX	2 KLOS	2 KLSX	2 KBIG	AOR 13.1
3 KQLZ	3 KQLZ	3 KROQ	3 KBIG	3 KBIG	3 KTWV	BBnd 3.4
4 KIIS-FM	4 KIIS-FM	4 KODJ	4 KIIS-FM	4 KODJ	4 KLOS	CHR 14.6
5 KLSX	5 KBIG	5 KQLZ	5 KTWV	5 KNX	5 KIIS-FM	Clas 2.0
6 KPWR	6 KROQ	6 KIIS-FM	6 KQLZ	6 KTWV	6 KQLZ	Ctry 3.5
7 KODJ	7 KPWR	7 KTWV	7 KROQ	7 KROQ	7 KZLA	Gold/CR 10.3
8 KNAC	8 KLSX	8 KNX	8 KLSX	8 KOST	8 KXEZ	NAC 3.9
9 KTNQ	9 KGBT	9 KOST	9 KXEZ	9 KABC	9 KRTH	N/T 12.9
10 KOST	10 KTWV	10 KPWR	10 KRTH	10 KFI	10 KLSX	Rel/CC 1.3
						Span 5.3
						UC 1.9

**#9**

# BOSTON

POPULATION: 3,195,600

Continued from Page 161

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 WODS	1 WMJX	AC 19.6
2 WXKS-FM	2 WZOU	2 WODS	2 WMJX	2 WBCN	2 WODS	AOR 10.1
3 WZLX	3 WMJX	3 WZLX	3 WZOU	3 WRKO	3 WXKS-FM	BBnd 3.6
4 WZOU	4 WBCN	4 WXKS-FM	4 WODS	4 WZLX	4 WSSH-FM	CHR 12.8
5 WAAF	5 WROR	5 WZOU	5 WSSH-FM	5 WXKS-FM	5 WZOU	Clas 2.1
6 WFNX	6 WZLX	6 WRKO	6 WBCN	6 WHDH	6 WROR	Gold/CR 10.6
7 WCGY	7 WILD	7 WMJX	7 WROR	7 WEEI	7 WRKO	NAC 2.9
8 WMJX	8 WSSH-FM	8 WHDH	8 WVBF	8 WMJX	8 WBCN	N/T 16.9
9 WILD	9 WVBF	9 WCGY	9 WZLX	9 WBZ	9 WVBF	UC 2.0
10 WRKO	10 WBOS	10 WROR	10 WILD	10 WROR	10 WBZ	

**#3**

# CHICAGO

POPULATION: 6,769,100

Continued from Page 164

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	1 WVAZ	1 WLUP-FM	1 WVAZ	AC 21.3
2 WLUP-FM	2 WBBM-FM	2 WLUP-FM	2 WGCI-FM	2 WGN	2 WGN	AOR 7.0
3 WCKG	3 WLUP-FM	3 WCKG	3 WBBM-FM	3 WGCI-FM	3 WGCI-FM	BBnd 3.7
4 WBBM-FM	4 WVAZ	4 WLUP	4 WTMX	4 WLUP	4 WTMX	CHR 8.3
5 WLUP	5 WTMX	5 WXRT	5 WGN	5 WCKG	5 WUSN	Clas 1.2
6 WXRT	6 WKQX	6 WGN	6 WKQX	6 WJMK	6 WBBM-FM	Ctry 4.0
7 WVAZ	7 WCKG	7 WBBM-FM	7 WLUP-FM	7 WXRT	7 WLIT	Gold/CR 7.2
8 WUSN	8 WXRT	8 WJMK	8 WCKG	8 WUSN	8 WKQX	NAC 2.3
9 WKQX	9 WUSN	9 WVAZ	9 WLIT	9 WBBM	9 WJMK	N/T 13.2
10 WNUA	10 WLIT	10 WUSN	10 WUSN	10 WVAZ	10 WCKG	Span 1.4
						UC 11.7

POPULATION: 1,190,800

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
8.4	9.7	12.1	15.0	11.2	1	<b>WLW</b> AC	700 50kw	1	7	4	2	1	1	69	JACOR	EAST	14.7
10.5	9.5	10.4	8.9	9.8	2	<b>WKRQ</b> CHR	101.9 16kw	2	1	2	3	5	8	78	GREAT AMERICAN	KATZ	12.6
10.3	9.0	10.1	11.0	9.7	3	<b>WEBN</b> AOR	102.7 16.5kw	3	3	1	1	2	11	83	JACOR	EAST	12.7
5.9	6.6	5.3	7.5	7.2	4	<b>WIZF</b> UC	100.9 1.25kw	11	2	3	4	4	9	121	INTER-URBAN	BAN	8.7
8.6	6.9	7.0	6.1	7.1	5	<b>WWEZ</b> AC	92.5 16kw	6	19	10	9	6	2	87	FEDERATED MEDIA	MCG	5.0
3.8	5.5	7.6	5.8	5.5	6	<b>WGRR</b> Gold	103.5 19.5kw	8	5	9	5	3	3	75	DALTON	BAN	5.8
5.7	5.8	5.2	4.7	5.4	7	<b>WWNK</b> AC	94.1 32kw	5	4	5	7	8	7	63	BOOTH AMERICAN	MMR	5.1
5.7	5.5	4.9	4.0	5.4	7	<b>WUBE-A/F</b> Ctry	1230/105.1 1kw/11kw	9	6	8	8	9	4	80	AMERICAN MEDIA	CHR	5.3
4.7	5.2	4.5	4.8	4.8	9	<b>WRRM</b> AC	98.5 17.5kw	7	13	6	6	7	6	63	SUSQUEHANNA	CHR	4.2
6.1	5.0	4.9	5.0	4.6	10	<b>WKRC</b> AC	550 5-1kw	4	9	12	11	10	5	53	GREAT AMERICAN	KATZ	3.6
4.8	4.8	4.4	3.3	4.5	11	<b>WCKY</b> N/T	1530 50kw	12	20	11	13	13	10	81	FEDERATED MEDIA	MCG	4.4
3.0	3.4	2.3	1.8	3.0	12	<b>WMLX</b> Nost	1180 1kw	15	25	21	24	23	16	163	HOKER	MMR	.8
5.4	4.9	3.7	5.3	3.0	12	<b>WOFX</b> CR	94.9 31kw	10	11	7	10	11	15	46	HOKER	MMR	3.4
2.5	1.9	2.5	1.9	1.9	14	<b>WBVE</b> Ctry	96.5 19.5kw	13	17	13	12	12	12	56	REAMS	EAST	2.0
1.2	0.7	0.3	0.4	1.3	15	<b>WNOP</b> Jazz	740 1kw	22	18	22	23	16	13	177	ALBERT BONTZ	--	.3
1.2	1.5	2.1	1.6	1.1	16	<b>WSAI</b> Gold	1360 5kw	16	22	17	14	14	14	64	BOOTH AMERICAN	MMR	1.0
0.7	1.0	0.9	0.8	1.0	17	<b>WAKW</b> Rel	93.3 50kw	14	16	16	15	15	17	51	PILLAR OF FIRE	--	.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	33.1
1 WEBN	1 WEBN	1 WEBN	1 WKRQ	1 WLW	1 WWEZ	AOR	9.7
2 WLW	2 WKRQ	2 WLW	2 WEBN	2 WEBN	2 WWNK	BBnd	3.0
3 WKRQ	3 WIZF	3 WGRR	3 WIZF	3 WGRR	3 WIZF	CHR	9.8
4 WIZF	4 WRRM	4 WKRQ	4 WWNK	4 WUBE-FM	4 WRRM	Ctry	7.3
5 WOFX	5 WWNK	5 WUBE-FM	5 WRRM	5 WKRQ	5 WGRR	Gold/CR	9.6
6 WWNK	6 WUBE-FM	6 WIZF	6 WWEZ	6 WIZF	6 WKRQ	Jazz	1.3
7 WGRR	7 WOFX	7 WOFX	7 WGRR	7 WOFX	7 WEBN	N/T	4.5
8 WUBE-FM	8 WWEZ	8 WRRM	8 WLW	8 WKRC	8 WLW	Rel/CC	1.6
9 WRRM	9 WGRR	9 WWNK	9 WUBE-FM	9 WRRM	9 WKRC	UC	7.2
10 WCKY	10 WLW	10 WKRC	10 WKRC	10 WWEZ	10 WUBE-FM		



POPULATION: 1,753,100

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AC/CR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.9	9.0	10.4	7.5	10.8	1	<b>WLTF</b> AC	106.5 11kw	1	4	1	1	1	1	91	BOOTH AMERICAN	CHR	10.4
4.9	5.2	6.9	6.5	7.5	2	<b>WGAR</b> Ctry	99.5 50kw	5	11	7	7	5	3	87	NATIONWIDE	--	6.6
7.2	6.6	6.9	8.8	7.3	3	<b>WZAK</b> UC	93.1 27.5kw	8	2	3	4	6	6	97	ZAPIS	DUR	10.0
8.5	7.1	6.5	6.4	7.1	4	<b>WDOK</b> AC	102.1 12kw	3	9	9	6	3	2	77	INDEPENDENT GR	MMRE	5.2
6.8	7.4	7.1	7.1	6.8	5	<b>WMJI</b> Gold	105.7 27kw	4	8	6	3	2	4	75	LEGACY	EAST	6.7
8.2	8.5	7.6	9.3	6.8	5	<b>WMMS</b> AOR	100.7 34kw	2	6	2	2	4	8	72	MALRITE	KATZ	10.3
6.1	4.9	5.3	6.7	5.2	7	<b>WNCX</b> CR	98.5 16kw	10	5	4	5	7	11	75	METROPLEX	MCG	5.0
5.4	4.5	4.8	5.6	5.2	7	<b>WPHR</b> CHR	107.9 70kw	6	1	5	8	11	18	61	ARDMAN	TOR	7.8
5.9	8.1	5.7	5.3	4.4	9	<b>WQAL</b> AC	104.1 11kw	11	16	11	10	8	5	71	WIN	BAN	2.0
4.8	4.5	5.7	5.3	4.0	10	<b>WRMR</b> B/EZ	850 10-5kw	12	13	21	22	18	9	84	INDEPENDENT/CLE	MMRE	4.9
4.6	4.0	5.1	4.8	4.0	10	<b>WWWE</b> N/T	1100 50kw	7	18	14	12	10	7	52	BOOTH AMERICAN	REP	3.3
2.2	2.9	4.1	3.2	3.5	12	<b>WJMO-FM</b> UC	92.3 40kw	9	3	8	9	12	14	51	UNITED	MMR	4.4
2.4	2.8	2.0	3.3	2.4	13	<b>WERE</b> N/T	1300 5kw	15	22	20	16	15	12	70	METROPLEX	MCG	1.5
2.1	1.9	1.5	1.3	2.4	13	<b>WNWV</b> NAC	107.3 50kw	13	20	10	11	9	10	53	ELYRIA-LORAIN	TOR	2.8
2.6	2.8	1.7	1.5	2.2	15	<b>WCLV</b> Clas	95.5 31kw	14	15	16	14	14	13	61	RADIO SEAWAY	HNWH	1.4
1.5	0.8	1.2	1.2	1.8	16	<b>WHK</b> N/T	1420 5kw	16	23	17	18	19	17	61	MALRITE	KATZ	1.3
2.6	2.5	1.8	1.4	1.8	16	<b>WJMO</b> UC	1490 1kw	19	14	12	13	13	15	89	UNITED	MMR	1.3
1.2	1.9	1.0	0.9	1.4	18	<b>WABQ</b> Rel	1540 1kw	21	25	19	19	17	16	103	WABQ, INC.	--	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 WNCX	1 WLTF	1 WNCX	1 WLTF	1 WLTF	1 WLTF	AOR	6.8
2 WMMS	2 WZAK	2 WMMS	2 WZAK	2 WMJI	2 WMJI	B/EZ	4.0
3 WZAK	3 WMMS	3 WLTF	3 WMJI	3 WNCX	3 WGAR	CHR	5.2
4 WLTF	4 WPHR	4 WMJI	4 WMMS	4 WMMS	4 WDOK	Clas	2.2
5 WMJI	5 WJMO-FM	5 WZAK	5 WDOK	5 WDOK	5 WZAK	Ctry	7.5
6 WGAR	6 WMJI	6 WDOK	6 WGAR	6 WZAK	6 WQAL	Gold/CR	12.0
7 WPHR	7 WNCX	7 WGAR	7 WPHR	7 WGAR	7 WMMS	NAC	2.4
8 WDOK	8 WGAR	8 WNWV	8 WJMO-FM	8 WNWV	8 WPHR	N/T	10.1
9 WJMO-FM	9 WNWV	9 WWWE	9 WQAL	9 WWWE	9 WNWV	Rel/CC	1.4
10 WNWV	10 WDOK	10 WQAL	10 WNCX	10 WQAL	10 WJMO-FM	UC	12.6

POPULATION: 1,123,500

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ HOURS	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
13.9	15.2	16.1	11.0	10.9	1	<b>WNCI</b> CHR	97.9 175kw	1	1	2	3	2	4	71	NATIONWIDE	MMR	12.2
10.3	10.0	9.9	8.1	10.8	2	<b>WSNY</b> AC	94.7 22kw	2	3	3	1	1	1	77	SAGA	MCG	10.5
9.7	9.2	10.2	9.8	8.5	3	<b>WTVN</b> AC	610 5kw	3	12	10	5	4	2	80	GREAT AMERICAN	KATZ	4.9
5.8	7.6	7.1	8.4	8.3	4	<b>WLWQ</b> AOR	96.3 18kw	4	8	1	2	3	7	79	GREAT AMERICAN	KATZ	9.7
6.0	6.0	5.1	4.6	5.9	5	<b>WHOK</b> Ctry	95.5 50kw	7	16	6	7	5	3	78	WHOK	CHR	7.9
10.8	8.3	9.0	7.2	5.5	6	<b>WCOL-A/F</b> Gold	1230/92.3 1kw/22kw	5	2	5	4	6	6	53	GREAT TRAILS	CHR	7.6
6.5	6.6	5.1	5.2	4.8	7	<b>WBNS-FM</b> B/EZ	97.1 20.5kw	6	21	11	10	8	5	61	RADIOHIO, INC.	BAN	4.3
4.7	4.1	5.4	5.3	4.4	8	<b>WMGG</b> CR	99.7 20kw	8	4	4	6	9	14	60	NORTH AMERICAN	TOR	5.0
3.6	4.9	4.2	4.9	4.4	8	<b>WVKO</b> UC	1580 1.25kw	11	5	7	8	7	7	105	SAGA	MCG	4.1
2.5	1.5	1.2	3.0	4.1	10	<b>WBNS</b> AC	1460 5-1kw	9	17	21	18	14	11	62	RADIOHIO, INC.	BAN	2.2
1.1	1.9	1.9	2.6	2.9	11	<b>WCKX</b> UC	106.3 3kw	14	6	8	9	11	15	98	WCKX ENTERPRISE	ROS	2.8
1.5	1.2	2.4	2.7	2.9	11	<b>WLW</b> AC	700 50kw	10	9	14	11	10	9	62	JACOR	EAST	1.5
1.1	1.5	2.0	1.7	2.5	13	<b>WCLT-FM</b> AC	100.3 50kw	15	10	16	12	12	10	88	WCLT INC.	--	2.5
1.6	2.3	1.3	1.1	1.7	14	<b>WBBY</b> Jazz	103.9 2.6kw	13	19	13	14	13	16	50	MID-OHIO	--	1.0
2.8	2.3	1.7	3.0	1.7	14	<b>WMNI</b> Ctry	920 1.5kw	17	22	20	20	18	13	71	NORTH AMERICAN	TOR	3.7
0.0	0.0	0.0	0.5	1.5	16	<b>WWCD</b> NR	101.1 3kw	01	13	9	13	16	23	94	VIDEO SERVICES	--	1.3
1.6	1.7	1.8	1.8	1.5	16	<b>WXXM</b> AC	98.9 3kw	12	15	12	15	17	18	39	TWIN RIVERS	EAST	1.1
2.3	1.8	1.4	1.8	1.4	18	<b>WXLE</b> Gold	103.1 3kw	16	14	18	16	15	12	55	MEDIACOMM	DUR	1.1
0.0	0.0	0.9	1.4	1.1	19	<b>WTLT</b> CC	107.1 3kw	18	11	15	17	20	21	54	M&M GROUP	REG	2.2
0.4	1.3	1.5	1.2	1.0	20	<b>WSWZ</b> Gold	103.5 3kw	19	7	19	19	19	18	56	SKYWAY BROAD.	--	.6

## 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 WSNY	1 WLWQ	1 WSNY	1 WLWQ	1 WSNY
2 WMGG	2 WNCI	2 WMGG	2 WNCI	2 WTVN	2 WNCI
3 WNCI	3 WLWQ	3 WSNY	3 WLWQ	3 WSNY	3 WLWQ
4 WSNY	4 WVKO	4 WTVN	4 WVKO	4 WHOK	4 WTVN
5 WHOK	5 WCOL-FM	5 WNCI	5 WHOK	5 WLW	5 WVKO
6 WCKX	6 WHOK	6 WHOK	6 WCOL-FM	6 WNCI	6 WHOK
7 WCOL-FM	7 WMGG	7 WCOL-FM	7 WTVN	7 WMGG	7 WBNS-FM
8 WTVN	8 WCKX	8 WLW	8 WBNS-FM	8 WCOL-FM	8 WCOL-FM
9 WVKO	9 WWCD	9 WCKX	9 WCKX	9 WBNS-FM	9 WCKX
10 WLW	10 WBNS-FM	10 WVKO	10 WMGG	10 WCKX	10 WMGG

AC	30.3
AOR	9.8
B/EZ	4.8
CHR	10.9
Ctry	7.6
Gold/CR	12.5
Jazz	1.7
Rel/CC	1.1
UC	7.3

# DALLAS-FT. WORTH

POPULATION: 3,200,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.6	8.8	8.6	8.3	10.0	1	<b>KSCS</b> Ctry	96.3 99kw	1	5	2	1	2	2	91	CAP CITIES/ABC	BAN	10.9
10.2	7.2	6.7	6.9	8.5	2	<b>KVIL-A/F</b> AC	1150/103.7 1kw/100kw	3	9	5	2	1	1	103	INFINITY	TOR	7.0
6.1	5.6	7.4	7.2	7.4	3	<b>KPLX</b> Ctry	99.5 100kw	4	10	3	3	3	3	94	SUSQUEHANNA	EAST	6.1
3.4	4.3	4.4	4.9	5.4	4	<b>KTXQ</b> AOR	102.1 100kw	7	8	1	4	4	15	80	CBS	CBS	7.0
5.4	6.3	5.7	5.8	5.3	5	<b>KKDA-FM</b> UC	104.5 98kw	10	3	4	5	8	8	104	REPUBLIC	KATZ	6.9
6.3	4.5	4.2	5.4	4.9	6	<b>KRLD</b> News	1080 50kw	2	28	18	17	11	5	55	COMMAND	CBS	4.4
4.4	4.6	5.8	5.8	4.5	7	<b>WBAP</b> Ctry	820 50kw	8	26	19	12	7	4	74	CAP CITIES/ABC	BAN	4.0
3.4	4.2	3.9	3.4	4.2	8	<b>KEGL</b> CHR	97.1 97kw	5	2	6	8	15	23	55	SANDUSKY	CHR	4.4
3.2	4.5	4.7	4.9	4.0	9	<b>KHYI</b> CHR	94.9 33kw	6	1	8	10	16	18	54	EVERGREEN	MMR	5.1
2.9	3.3	2.4	3.3	3.4	10	<b>KLTY</b> CC	94.1 100kw	15	6	9	7	9	10	100	MARK RODRIGUEZ	K/P	3.3
2.6	3.0	3.6	3.0	3.3	11	<b>KZPS</b> CR	92.5 96kw	11	12	7	6	5	12	66	BONNEVILLE INT	DUR	3.2
1.2	1.9	2.3	1.4	3.0	12	<b>KKDA</b> Gold	730 .5kw	22	18	14	14	12	8	118	REPUBLIC	KATZ	2.1
3.1	3.0	3.5	3.4	2.8	13	<b>KLUV</b> Gold	98.7 100kw	12	20	15	9	6	6	59	TK	MMR	3.1
4.7	5.2	4.6	3.7	2.7	14	<b>KJMZ</b> UC	100.3 89kw	9	4	12	15	19	25	50	SUMMIT	MCG	4.5
3.5	2.5	2.0	2.1	2.5	15	<b>KLIF</b> N/T	570 5kw	16	27	22	18	14	7	75	SUSQUEHANNA	EAST	2.1
3.3	2.9	3.1	3.1	2.5	15	<b>KOAI</b> NAC	106.1 100kw	13	24	13	11	10	13	62	GANNETT	HNWH	3.6
3.0	2.1	1.7	2.1	2.3	17	<b>KRSR</b> AC	105.3 100kw	14	11	10	13	13	20	61	GROUP W	G/W	1.9
1.4	1.3	1.7	2.0	2.1	18	<b>KDGE</b> NR	94.5 100kw	18	7	11	16	25	28	66	ALLISON	K/P	2.9
4.0	3.8	3.4	2.3	2.1	18	<b>KMEZ</b> AC	107.5 25kw	20	21	26	21	17	9	69	GILMORE	MCG	2.0
2.0	2.4	2.4	2.0	2.1	18	<b>WRR</b> Clas	101.1 98kw	19	14	24	23	18	11	66	CITY OF DALLAS	CMBS	1.0
1.3	2.0	1.9	1.8	1.9	21	<b>KHVN</b> Rel	970 1-.28kw	24	13	23	25	22	16	100	SUMMIT	MCG	1.5

Continued on Page 172

# Fairwest Direct

According to . . . Mike O'Malley - Program Director, WYNY New York

"Marketing in the 90's means developing an individual relationship with your listeners. We chose the FAIRBASE Interactive Marketing System and the marketing team of Fairwest Direct to help lead us in this new direction."

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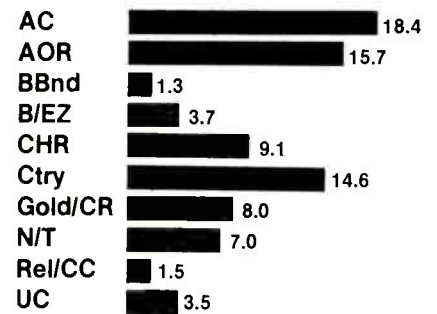
POPULATION: 813,100

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.3	9.7	7.3	7.4	9.7	1	<b>WTUE</b> AOR	104.7 50kw	2	3	1	1	1	8	91	SUMMIT	MCG	9.6
9.7	10.2	10.9	11.0	9.1	2	<b>WGTZ</b> CHR	92.9 40kw	1	1	3	3	6	10	65	GREAT TRAILS	KATZ	14.1
8.5	10.6	8.1	8.5	8.5	3	<b>WHKO</b> Ctry	99.1 50kw	3	11	6	4	3	1	85	COX	DUR	6.5
8.9	7.0	6.5	8.6	7.0	4	<b>WHIO</b> Talk	1290 5kw	4	8	13	10	8	3	74	COX	DUR	9.3
6.5	5.9	6.6	7.4	6.5	5	<b>WWSN</b> AC	107.7 50kw	6	7	4	2	2	6	85	STONER	EAST	5.7
5.7	6.2	5.8	5.0	6.0	6	<b>WAZU</b> AOR	102.9 50kw	5	2	2	7	9	17	77	OSBORN	CHR	9.2
5.8	6.2	4.6	4.6	6.0	6	<b>WVUD</b> AC	99.9 50kw	7	10	5	5	5	5	83	UNI./DAYTON	TOR	4.6
3.9	3.4	5.9	6.2	5.9	8	<b>WLW</b> AC	700 50kw	8	21	7	8	7	4	81	JACOR	EAST	5.1
3.4	5.8	5.8	3.5	5.7	9	<b>WYMJ</b> Gold	103.9 1.15kw	9	12	8	6	4	2	81	OHIO BR. ASSO.	TOR	4.4
4.0	3.0	3.0	2.9	3.7	10	<b>WCLR</b> B/EZ	95.7 50kw	10	24	19	15	11	7	82	WPTW RADIO	REG	1.7
2.8	3.8	4.3	5.0	3.5	11	<b>WDAO</b> UC	1210 1kw	13	5	9	9	10	12	104	STONER	--	3.1
5.4	4.3	4.2	3.0	3.4	12	<b>WONE</b> Ctry	980 5kw	11	6	12	14	13	9	76	SUMMIT	MCG	3.3
2.6	1.0	1.8	1.6	2.3	13	<b>WING</b> Gold	1410 5kw	12	17	15	11	12	11	57	GREAT TRAILS	KATZ	1.1
0.5	1.5	1.6	2.6	1.7	14	<b>WPFB-FM</b> Ctry	105.9 34kw	15	4	14	13	15	13	63	BRADEN STATIONS	ROS	2.7
1.3	1.0	0.8	1.0	1.5	15	<b>WFCJ</b> Rel	93.7 50kw	14	13	10	12	14	15	55	MIAMI VALLEY	--	.5
0.0	0.0	1.0	1.4	1.3	16	<b>WIZE</b> Nost	1340 1kw	18	15	24	22	21	14	94	GREAT TRAILS	UNI	.3
0.7	1.5	1.0	0.6	1.0	17	<b>WBVE</b> Ctry	96.5 19.5kw	17	19	18	19	16	16	53	REAMS	EAST	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 WTUE	1 WWSN	1 WTUE	1 WWSN	1 WTUE	1 WWSN
2 WAZU	2 WTUE	2 WLW	2 WHKO	2 WLW	2 WHKO
3 WLW	3 WGTZ	3 WAZU	3 WGTZ	3 WYMJ	3 WVUD
4 WGTZ	4 WHKO	4 WYMJ	4 WTUE	4 WVUD	4 WGTZ
5 WVUD	5 WAZU	5 WVUD	5 WVUD	5 WHKO	5 WTUE
6 WYMJ	6 WDAO	6 WGTZ	6 WYMJ	6 WGTZ	6 WYMJ
7 WHKO	7 WVUD	7 WHKO	7 WDAO	7 WWSN	7 WDAO
8 WWSN	8 WYMJ	8 WWSN	8 WAZU	8 WHIO	8 WAZU
9 WOFX	9 WFCJ	9 WHIO	9 WHIO	9 WAZU	9 WHIO
10 WONE	10 WPFB	10 WING	10 WFCJ	10 WING	10 WCLR



# DENVER-BOULDER

POPULATION: 1,596,500

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.8	6.0	7.9	8.6	8.3	1	<b>KYGO-FM</b> Ctry	98.5 100kw	3	16	3	1	1	1	96	JEFFERSON PILOT	CBS	8.3
8.4	7.8	6.2	7.5	7.9	2	<b>KOA</b> Tsk	850 50kw	1	10	11	8	3	2	59	JACOR	EAST	7.8
7.1	6.5	6.1	6.7	6.0	3	<b>KOSI</b> AC	101.1 100kw	4	15	9	7	4	3	73	D&D	TOR	5.8
5.3	5.8	6.0	5.3	5.7	4	<b>KQKS</b> CHR	104.3 28kw	2	1	7	9	10	15	66	WESTERN CITIES	HNWH	7.1
3.8	4.6	6.3	6.5	5.6	5	<b>KBPI</b> AGR	105.9 99kw	6	3	1	5	9	17	68	GREAT AMERICAN	BAN	9.4
5.0	4.1	4.1	6.1	5.6	5	<b>KXLT</b> AC	100.3 100kw	11	4	5	3	5	7	92	GENESIS	CHR	4.8
7.4	6.2	6.1	5.3	5.1	7	<b>KBCO-A/F</b> AOR	1190/97.3 5kw/100kw	8	20	4	2	2	8	69	NOBLE	MMR	7.2
3.7	4.0	3.4	3.7	5.0	8	<b>KRFX</b> CR	103.5 100kw	9	11	2	4	7	13	68	JACOR	EAST	4.5
6.3	5.6	6.8	6.9	4.7	9	<b>KXKL-A/F</b> Gold	1280/105.1 5kw/100kw	5	6	13	6	6	4	55	SHAMROCK BR.	DUR	5.1
7.5	7.0	6.6	5.4	4.4	10	<b>KRXY-A/F</b> CHR	1600/107.5 5kw/91kw	7	2	6	10	13	16	54	CAP CITIES/ABC	KATZ	6.0
4.0	4.3	4.2	3.1	3.6	11	<b>KSYY</b> AC	95.7 100kw	12	12	15	12	8	5	71	VIACOM	BAN	1.8
4.7	4.2	3.7	3.9	3.5	12	<b>KAZY</b> AOR	106.7 100kw	10	5	8	11	12	18	52	SUMMIT	MCG	3.5
2.6	3.3	2.8	2.4	3.5	12	<b>KVOD</b> Clas	99.5 100kw	13	9	18	15	14	6	75	HENRY	KATZ	2.5
2.5	2.6	3.6	3.3	3.5	14	<b>KEZW</b> BBnd	1430 5kw	15	29	26	25	20	10	91	D&D	TOR	2.1
2.3	2.5	2.4	1.6	2.6	15	<b>KHIH</b> NAC	94.7 100kw	14	19	12	13	11	11	67	SRO	HNWH	2.2
2.9	4.2	2.3	2.1	2.2	16	<b>KHOW</b> AC	630 5kw	16	17	22	16	17	9	59	VIACOM	BAN	2.6
1.1	2.8	1.8	1.6	2.1	17	<b>KYGO</b> Ctry	950 5kw	18	13	17	20	18	14	74	JEFFERSON PILOT	CBS	.9
0.6	1.6	0.5	1.3	1.8	18	<b>KTCL</b> NR	93.3 100kw	19	21	10	14	16	24	73	US MEDIA	MCG	2.2
2.1	1.8	1.9	1.8	1.8	18	<b>KYBG</b> B/EZ	1090 50-5kw	17	18	19	18	15	22	54	CENTURY	BAN	--
2.5	1.2	1.3	1.1	1.4	20	<b>KLZ</b> AOR	560 5kw	23	7	14	17	23	27	136	SUMMIT	MCG	.8

Continued on Page 172

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# DALLAS-FT. WORTH

POPULATION: 3,200,600

Continued from Page 169

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+AQH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
1.8	2.5	1.8	2.3	1.7	22	<b>KAAM</b> Nost	1310 5-2.5kw	23	23	29	28	26	17	71	BONNEVILLE INT	DUR	1.5
1.0	2.0	0.8	1.2	1.3	23	<b>KESS</b> Span	1270 5kw	25	15	16	20	21	21	108	MARK RODRIGUEZ	KT-H	.8
2.6	1.8	2.4	2.4	1.3	23	<b>KMGC</b> AC	102.9 100kw	17	17	17	19	20	19	39	ALLIANCE	CHR	1.5
0.5	0.3	0.8	0.5	1.2	25	<b>KFJZ</b> Span	870 .5kw	28	19	20	24	24	24	196	GARDEN CITY	LOTU	.4
2.1	1.3	1.4	2.0	1.1	26	<b>KKWM</b> AC	97.9 99kw	21	22	21	22	23	22	43	COX	KATZ	.8

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KTXQ	1 KSCS	1 KTXQ	1 KVIL-FM	1 KSCS	1 KVIL-FM	AC	15.3
2 KSCS	2 KPLX	2 KSCS	2 KSCS	2 KVIL-FM	2 KPLX	AOR	7.5
3 KZPS	3 KTXQ	3 KZPS	3 KPLX	3 KTXQ	3 KSCS	BBnd	1.7
4 KHYI	4 KKDA-FM	4 KPLX	4 KTXQ	4 KZPS	4 KLTY	CHR	8.2
5 KKDA-FM	5 KVIL-FM	5 KVIL-FM	5 KKDA-FM	5 KPLX	5 KKDA	Clas	2.1
6 KEGL	6 KEGL	6 WBAP	6 KLTY	6 WBAP	6 KKDA-FM	Ctry	22.9
7 KPLX	7 KLTY	7 KHYI	7 KEGL	7 KRDL	7 KLUV	Gold/CR	9.1
8 KDGE	8 KJMZ	8 KKDA-FM	8 KRSR	8 KOAI	8 KTXQ	NAC	2.5
9 KOAI	9 KRSR	9 KOAI	9 KKDA	9 KLUV	9 KOAI	N/T	7.4
10 KVIL-FM	10 KDGE	10 KLUV	10 KLUV	10 KKDA-FM	10 KEGL	Rel/CC	5.3
						Span	2.5
						UC	8.0

# DENVER-BOULDER

POPULATION: 1,596,500

Continued from Page 171

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KRFX	1 KXLT	1 KRFX	1 KXLT	1 KYGO-FM	1 KXLT	AC	17.4
2 KBPI	2 KBPI	2 KYGO-FM	2 KYGO-FM	2 KBCO-FM	2 KYGO-FM	AOR	17.4
3 KYGO-FM	3 KYGO-FM	3 KBCO-FM	3 KOSI	3 KOA	3 KOSI	BBnd	3.5
4 KBCO-FM	4 KRXY-FM	4 KBPI	4 KBPI	4 KRFX	4 KSYI	B/EZ	1.8
5 KAZY	5 KBCO-FM	5 KOA	5 KQKS	5 KXKL-FM	5 KXKL-FM	CHR	10.1
6 KQKS	6 KQKS	6 KAZY	6 KBCO-FM	6 KOSI	6 KBCO-FM	Clas	3.5
7 KTCL	7 KOSI	7 KXKL-FM	7 KRXY-FM	7 KAZY	7 KOA	Ctry	10.4
8 KLZ	8 KRFX	8 KOSI	8 KXKL-FM	8 KYBG	8 KQKS	Gold/CR	9.7
9 KOA	9 KHIH	9 KQKS	9 KSYI	9 KBPI	9 KRXY	NAC	2.6
10 KRXY-FM	10 KAZY	10 KTCL	10 KRFX	10 KXLT	10 KRFX	N/T	7.9

POPULATION: 3,589,100

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.3	7.9	8.5	8.9	7.8	1	<b>WJR</b> AC	760 50kw	1	13	18	12	8	1	74	CAP CITIES/ABC	KATZ	7.6
7.8	7.3	6.7	7.3	7.2	2	<b>WJLB</b> UC	97.9 50kw	5	2	1	1	1	8	101	BOOTH AMERICAN	MMR	7.9
5.7	5.8	4.6	5.1	6.0	3	<b>WWJ</b> News	950 5kw	2	21	17	13	11	2	61	CBS	CBS	5.2
5.0	5.9	5.1	5.3	4.9	4	<b>WHYT</b> CHR	96.3 20kw	3	1	7	11	14	10	53	CAP CITIES/ABC	KATZ	6.9
4.7	4.9	4.1	4.0	4.8	5	<b>WWWW</b> Ctry	106.7 61kw	11	16	10	8	3	3	82	SHAMROCK BR.	EAST	5.7
4.8	5.4	3.8	4.8	4.6	6	<b>WJOI</b> B/EZ	97.1 12kw	15	25	16	17	13	5	85	CBS	CBS	2.2
3.5	4.0	4.0	4.1	4.4	7	<b>WJZZ</b> Jazz	105.9 20kw	14	20	6	5	2	7	81	BELL	TOR	5.1
4.7	4.3	5.7	3.9	4.3	8	<b>WLTJ</b> AC	93.1 26.5kw	13	12	11	9	4	4	78	VIACOM	CHR	2.9
3.9	4.3	3.7	3.7	4.1	9	<b>WNIC</b> AC	100.3 32kw	9	8	5	3	5	9	66	FAIRMONT	MCG	4.3
3.0	3.7	3.4	3.9	3.9	10	<b>WRIF</b> AOR	101.1 27kw	10	7	2	2	12	23	66	GREAT AMERICAN	BAN	5.1
3.5	3.9	4.3	3.6	3.8	11	<b>WLLZ</b> AOR	98.7 50kw	7	6	3	4	9	18	60	GROUP W	G/W	4.1
2.6	2.8	3.2	3.9	3.6	12	<b>WOMC</b> Gold	104.3 190kw	12	9	12	10	6	6	64	INFINITY	TOR	2.2
4.2	4.4	4.8	4.1	3.5	13	<b>WKQI</b> CHR	95.5 100kw	4	5	8	7	7	11	47	BR. PARTNERS	HNWH	3.5
3.6	3.5	3.0	3.1	3.4	14	<b>WCSX</b> CR	94.7 13.5kw	8	10	4	6	10	14	55	GREATER MEDIA	MCG	3.9
2.7	2.3	2.3	2.9	3.3	15	<b>CKLW</b> BBnd	800 50kw	16	28	25	28	26	13	79	CUC	BAN	1.9
3.0	3.5	3.9	3.6	3.2	16	<b>WXYT</b> Talk	1270 5kw	17	24	19	18	16	10	80	FRITZ	DUR	3.6
4.2	3.7	3.1	4.0	2.8	17	<b>WDFX</b> CHR	99.5 21kw	6	3	9	15	24	28	43	HOKER	MMR	5.2
0.9	0.6	0.5	1.6	2.0	18	<b>WMXD</b> UC	92.3 21.5kw	19	11	13	14	17	17	65	FRITZ	DUR	2.8
2.2	1.5	2.2	1.5	2.0	18	<b>WQRS</b> Clas	105.1 20kw	21	32	28	23	20	12	73	MARLIN II LTD	CMBS	2.1
2.0	1.9	2.0	1.9	1.8	20	<b>WKSG</b> Gold	102.7 50kw	18	17	14	16	15	15	50	MEDIACOMM	DUR	2.0
1.5	1.3	1.0	1.5	1.5	21	<b>WCXI</b> Ctry	1130 50kw	23	15	26	24	22	20	76	SHAMROCK BR.	EAST	.8
1.8	1.5	2.1	1.9	1.5	21	<b>WGPR</b> UC	107.5 50kw	20	4	15	20	21	25	48	INT'L MASONS	RA/L	1.4
1.7	1.4	1.3	1.3	1.2	23	<b>CKMR</b> Gold	93.9 100kw	22	23	21	19	18	16	55	CUC	BAN	.7
1.6	1.4	1.6	1.3	1.1	24	<b>WMTG</b> UC	1310 5kw	25	27	23	21	19	21	68	FAIRMONT	MCG	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 WRIF	1 WJLB	1 WRIF	1 WJLB	1 WJZZ	1 WJLB
2 WLLZ	2 WNIC	2 WLLZ	2 WNIC	2 WRIF	2 WLTJ
3 WJLB	3 WKQI	3 WJLB	3 WLTJ	3 WLLZ	3 WNIC
4 WCSX	4 WHYT	4 WCSX	4 WKQI	4 WWWW	4 WKQI
5 WJZZ	5 WDFX	5 WJZZ	5 WHYT	5 WJLB	5 WWWW
6 WWWW	6 WCSX	6 WWWW	6 WWWW	6 WJR	6 WJZZ
7 WHYT	7 WJZZ	7 WOMC	7 WJZZ	7 WOMC	7 WJOI
8 WKQI	8 WLTJ	8 WWJ	8 WWJ	8 WOMC	8 WOMC
9 WOMC	9 WLLZ	9 WJR	9 WCSX	9 WCSX	9 WJR
10 WDFX	10 WMXD	10 WKQI	10 WDFX	10 WLTJ	10 WCSX

AC	16.2
AOR	7.7
BBnd	3.3
B/EZ	4.6
CHR	11.2
Clas	2.0
Ctry	6.3
Gold/CR	10.0
Jazz	4.4
N/T	9.2
UC	11.8

# GREENSBORO-WINSTON SALEM

POPULATION: 792,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP. FIRM 12+ BRCH SHARE
13.8	18.2	15.3	18.6	15.0	1	<b>WTQR</b> Ctry 104.1 100kw	1	7	2	1	1	1	91	NEWMARKET MEDIA	MCG	18.0
9.6	10.2	11.9	10.6	9.4	2	<b>WKRR</b> AOR 92.3 100kw	2	5	1	2	2	6	92	DICK	KATZ	10.9
8.8	7.1	7.3	7.7	6.5	3	<b>WJMH</b> UC 102.1 100kw	3	1	3	4	6	9	67	BEASLEY	HNWH	11.5
6.9	5.8	6.7	3.6	6.3	4	<b>WMAG</b> AC 99.5 100kw	7	9	6	3	3	2	93	VOYAGER	CHR	3.7
4.5	5.8	6.0	5.2	5.2	5	<b>WQMG-FM</b> UC 97.1 100kw	8	4	4	5	7	13	80	MURRAY HILL	BAN	7.0
4.5	5.8	4.7	4.6	5.1	6	<b>WSJS</b> AC 600 5kw	10	12	13	11	10	4	81	NEWMARKET MEDIA	MCG	4.9
5.2	5.8	5.6	4.8	5.0	7	<b>WWWB</b> AC 100.3 100kw	6	11	8	6	4	3	71	WGLO INC.	MMR	5.1
3.9	4.2	4.7	4.0	4.6	8	<b>WKSI</b> CHR 98.7 100kw	5	2	7	9	9	10	63	BAHAKEL	EAST	5.4
6.0	4.7	5.7	3.9	4.5	9	<b>WKZL</b> CHR 107.5 100kw	4	3	5	8	8	12	53	NATIONWIDE	BAN	4.8
4.9	3.4	3.4	4.7	4.3	10	<b>WMQX-FM</b> Gold 93.1 100kw	9	10	9	7	5	5	66	EBE	DUR	3.6
3.0	3.4	2.9	2.5	2.9	11	<b>WWMY</b> AC 94.5 100kw	11	16	12	12	11	7	80	SPEEDO PRINT	KATZ	.8
1.9	1.9	1.2	1.7	2.4	12	<b>WMFR</b> AC 1230 1kw	19	29	22	15	16	15	155	VOYAGER	CHR	.7
1.4	1.3	0.7	1.4	2.1	13	<b>WHPE</b> Rel 95.5 100kw	13	27	16	14	15	16	66	BIBLE BR.	--	2.3
1.4	1.6	1.5	2.5	2.1	13	<b>WPCM</b> Ctry 101.1 100kw	12	30	11	10	12	8	64	RES. TRIANGLE	--	2.6
0.0	1.1	0.7	1.6	1.8	15	<b>WFMX</b> Ctry 105.7 100kw	15	22	10	13	13	14	63	ADVENTURE	TNS	1.0
1.0	1.3	1.0	1.9	1.4	16	<b>WWGL</b> Rel 94.1 100kw	14	18	21	16	14	11	49	DAVIDSON	TNS	1.3
0.9	1.0	1.1	0.5	1.3	17	<b>WTNC</b> Rel 790 1-.05kw	21	17	15	23	22	27	109	WILLIS	--	.2
2.0	0.8	1.5	1.0	1.1	18	<b>WAAA</b> UC 980 1-.069kw	16	15	20	18	19	19	53	MEDIA BR.	--	.8
0.0	0.6	1.2	0.3	1.0	19	<b>WQMG</b> UC 1510 1kw	23	14	25	27	21	17	90	MURRAY HILL	BAN	7.0

## 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 WJMH	1 WKRR	1 WTQR	1 WKRR	1 WTQR	AC
2 WTQR	2 WTQR	2 WTQR	2 WMAG	2 WTQR	2 WMAG	AOR
3 WQMG-FM	3 WKRR	3 WMAG	3 WJMH	3 WMAG	3 WWWB	CHR
4 WJMH	4 WQMG-FM	4 WJMH	4 WKRR	4 WWWB	4 WMQX-FM	Ctry
5 WKZL	5 WKZL	5 WQMG-FM	5 WWWB	5 WMQX-FM	5 WJMH	Gold/CR
6 WMAG	6 WMAG	6 WMQX-FM	6 WQMG-FM	6 WQMG-FM	6 WKZL	Rel/CC
7 WKSI	7 WMQX-FM	7 WKZL	7 WMQX-FM	7 WJMH	7 WKRR	UC
8 WWWB	8 WKSI	8 WWWB	8 WKSI	8 WKZL	8 WKSI	
9 WPCM	9 WWWB	9 WKSI	9 WKZL	9 WWMY	9 WQMG-FM	
10 WMQX-FM	10 WWMY	10 WSJS	10 WFMX	10 WSJS	10 WSJS	

AC	20.7
AOR	9.4
CHR	10.1
Ctry	18.9
Gold/CR	4.3
Rel/CC	4.8
UC	13.8



# HARTFORD-NEW BRITAIN

POPULATION: 990,800

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.0	6.8	8.7	7.2	14.8	1	WTIC AC	1080 50kw	1	8	11	7	4	1	90	CHASE	CBS	12.7
11.2	0.5	8.3	0.2	9.0	2	WTIC-FM CHR	96.5 20kw	2	2	1	1	3	6	64	CHASE	CBS	15.8
7.8	9.1	6.8	6.8	8.4	3	WWYZ Ctry	92.5 18kw	5	12	8	4	1	2	89	WWYZ, INC.	BAN	6.7
7.6	8.2	7.5	8.0	8.0	4	WRCH AC	100.5 7.5kw	3	11	5	6	5	3	79	RADIO CRP/HART	BAN	4.7
5.8	5.5	5.8	6.0	6.7	5	WHCN AOR	105.9 16kw	4	3	2	2	6	7	70	BECK-ROSS	CHR	7.0
6.4	4.8	6.3	5.7	5.9	6	WDRG-FM Gold	102.9 19.5kw	9	10	7	3	2	4	76	BUCKLEY	MCG	4.8
5.3	5.8	7.4	6.1	5.4	7	WKSS CHR	95.7 16.5kw	6	1	4	8	9	11	60	PRECISION MED.	MMR	7.7
6.9	5.6	5.8	6.3	5.3	8	WIOF AC	104.1 18kw	8	9	6	9	7	5	62	GREAT CONN.	EAST	3.1
5.9	5.0	6.3	4.3	4.8	9	WCCC-A/F AOR	1290/106.9 .5kw/20kw	7	4	3	5	8	10	54	GREATER HART.	DUR	6.4
2.6	3.3	1.5	2.0	2.9	10	WPOP N/T	1410 5kw	10	19	19	14	13	8	58	GREATER CT.	EAST	2.3
1.6	1.8	2.3	2.1	1.9	11	WAQY AOR	102.1 17kw	11	6	9	10	14	15	44	SAGA	BAN	1.3
0.7	1.2	1.1	1.2	1.6	12	WFAN Spor	660 50kw	15	21	13	12	10	9	61	EMMIS	HNWH	1.8
1.1	0.0	0.0	0.0	1.5	13	WZMX AC	93.7 21kw	13	14	12	11	11	12	46	MULTI MARKET	TOR	1.7
1.0	1.8	1.5	1.6	1.3	14	WPLR AOR	99.1 14.1kw	12	16	10	13	12	24	31	SOUTHERN STARR	DUR	1.5
0.0	0.0	0.0	0.7	1.2	15	WPX Ctry	97.9 1.1kw	17	15	17	19	16	14	81	GOLDENBERG	CHR	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 WHCN	1 WTIC-FM	1 WHCN	1 WTIC-FM	1 WWYZ	1 WTIC-FM	AC 29.6
2 WCCC-FM	2 WHCN	2 WCCC-FM	2 WRCH	2 WHCN	2 WRCH	AOR 14.7
3 WKSS	3 WKSS	3 WWYZ	3 WDRG-FM	3 WDRG-FM	3 WDRG-FM	CHR 14.4
4 WTIC-FM	4 WRCH	4 WDRG-FM	4 WHCN	4 WTIC	4 WTIC	Ctry 9.6
5 WDRG-FM	5 WIOF	5 WTIC	5 WWYZ	5 WCCC-FM	5 WWYZ	Gold/CR 5.9
6 WWYZ	6 WCCC-FM	6 WKSS	6 WIOF	6 WRCH	6 WIOF	N/T 4.5
7 WAQY	7 WDRG-FM	7 WTIC-FM	7 WKSS	7 WIOF	7 WHCN	
8 WPLR	8 WWYZ	8 WRCH	8 WTIC	8 WTIC-FM	8 WKSS	
9 WTIC	9 WAQY	9 WFAN	9 WCCC-FM	9 WFAN	9 WZMX	
10 WFAN	10 WZMX	10 WIOF	10 WZMX	10 WKSS	10 WCCC-FM	

# HOUSTON-GALVESTON

POPULATION: 2,966,300

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ADR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.1	7.7	7.7	7.5	8.4	1	<b>KIKK-FM</b> Ctry	95.7 95kw	1	6	5	4	1	1	87	VIACOM	TOR	8.2
8.1	7.7	7.8	7.2	7.9	2	<b>KMJQ</b> UC	102.1 100kw	7	1	1	1	1	9	113	NOBLE	CHR	9.3
7.3	8.6	7.3	8.6	7.5	3	<b>KILT-FM</b> Ctry	100.3 100kw	3	8	4	5	3	2	84	GROUP W	G/W	8.0
2.6	2.7	2.9	3.8	6.6	4	<b>KHMX</b> CHR	96.5 97kw	2	5	3	2	4	7	71	EMMIS	MCG	6.3
5.8	7.6	7.4	6.2	5.9	5	<b>KLLO</b> AOR	101.1 95kw	4	9	2	3	6	12	71	RUSK	CBS	8.4
5.0	5.1	4.6	5.9	5.2	6	<b>KTRH</b> News	740 50kw	6	26	17	13	9	5	65	RUSK	CBS	3.6
3.5	3.4	3.6	3.3	5.0	7	<b>KLDE</b> Gold	94.5 95kw	11	21	9	6	5	3	84	ENTERCOM	DUR	3.4
5.6	5.3	4.0	4.0	4.4	8	<b>KODA</b> AC	99.1 95kw	9	14	11	8	8	4	67	GROUP W	MMR	3.5
6.1	4.0	5.2	4.7	4.2	9	<b>KKBQ-A/F</b> CHR	790/92.9 5kw/97kw	5	1	6	9	13	14	51	GANNETT	MCG	5.8
6.2	5.2	4.4	3.5	3.9	10	<b>KLTR</b> AC	93.7 100kw	10	27	7	7	7	8	61	CBS	CBS	4.2
3.2	4.5	3.3	4.1	3.3	11	<b>KQUE</b> Nost	102.9 100kw	16	18	25	21	20	6	93	TEXAS COAST	EAST	3.0
3.5	3.4	3.7	4.2	2.8	12	<b>KZFX</b> CR	107.5 95kw	12	15	8	10	10	18	56	SHAMROCK BR.	KATZ	3.5
3.5	3.7	4.4	3.9	2.7	13	<b>KRBE</b> CHR	104.1 100kw	8	4	10	11	16	21	40	SUSQUEHANNA	DUR	4.1
2.2	2.4	3.6	3.1	2.4	14	<b>KHYS</b> UC	98.5 100kw	13	3	12	16	17	22	61	CLEAR CHANNEL	KATZ	3.4
2.8	2.9	2.5	2.3	2.4	14	<b>KPRC</b> N/T	950 5kw	14	31	18	18	15	10	61	H&C	EAST	1.9
1.7	1.1	2.0	1.5	2.3	16	<b>KLAT</b> Span	1010 5kw	17	7	14	15	14	13	99	TICHENOR MEDIA	KATZ	1.6
2.2	2.9	3.4	2.9	2.0	17	<b>KFMK</b> Gold	97.9 100kw	15	23	15	12	11	11	56	COOK INLET	KATZ	2.2
1.5	1.0	1.5	1.7	1.9	18	<b>KXYZ</b> Span	1320 5kw	18	17	13	14	12	15	97	INFINITY	CAB	1.2
1.3	1.4	1.5	1.4	1.7	19	<b>KQOK</b> Span	106.5 100kw	19	12	16	17	19	17	91	PARR	CAB	1.3
1.0	1.0	1.1	1.6	1.2	20	<b>KYOK</b> Gold	1590 5kw	21	29	21	19	18	16	78	NOBLE	CHR	.4
0.0	0.3	0.7	0.7	1.1	21	<b>KSEV</b> Talk	700 2.6-1kw	22	25	20	20	21	19	73	SUNBELT	--	.5

Continued on Page 181

## KODA-FM Houston "THE GOLD SERIES"® TV Campaign

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POPULATION: 1,032,200

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.3	11.0	13.2	11.8	13.3	1	<b>WFMS</b> Ctry	95.5 13kw	3	5	5	2	2	1	106	SUSQUEHANNA	EAST	14.5
15.8	13.6	15.2	11.0	13.1	2	<b>WIBC</b> AC	1070 50-10kw	1	11	8	7	3	2	99	SCONNIX	DUR	9.7
9.7	10.0	11.4	12.7	10.4	3	<b>WZPL</b> CHR	99.5 12.5kw	2	1	2	4	9	9	80	BOOTH AMERICAN	HNWH	13.7
15.3	14.8	15.2	14.3	10.2	4	<b>WFBQ</b> AOR	94.7 52kw	4	3	1	1	1	6	85	GREAT AMERICAN	KATZ	12.1
7.8	11.1	6.6	9.0	8.1	5	<b>WTLC</b> UC	105.7 50kw	9	2	4	5	8	7	121	PANACHE	MMR	11.7
5.6	6.6	6.1	8.3	7.8	6	<b>WENS</b> AC	97.1 23kw	5	4	3	3	4	5	74	EMMIS	MCG	6.3
5.6	3.9	5.7	5.3	6.3	7	<b>WTPI</b> AC	107.9 22kw	8	12	7	9	6	4	83	SOMERSET	TOR	4.2
2.1	2.8	3.1	3.2	5.8	8	<b>WFXF-FM</b> CR	103.3 18kw	7	8	6	6	7	8	71	WIN	BAN	7.2
7.0	6.4	6.6	5.5	5.5	9	<b>WKLR</b> Gold	93.1 12.5kw	6	6	9	8	5	3	67	SCONNIX	DUR	5.1
2.8	3.0	2.5	3.5	3.2	10	<b>WTUX</b> BBnd	1310 5-1kw	10	14	21	19	17	10	103	PANACHE	MMR	1.9
1.5	1.8	0.9	1.0	1.3	11	<b>WFXF</b> CR	1430 5kw	13	10	14	15	15	12	59	WIN	BAN	2.4
1.0	1.4	1.1	1.9	1.3	11	<b>WNDE</b> Talk	1260 5kw	12	21	12	12	11	11	52	GREAT AMERICAN	KATZ	.7
1.4	1.5	1.5	1.1	1.0	13	<b>WTTS</b> AOR	92.3 37kw	11	9	10	10	12	18	38	SARKES TARZIAN	BAN	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 WFBQ	1 WZPL	1 WFBQ	1 WENS	1 WFBQ	1 WFMS
2 WFXF-FM	2 WENS	2 WFXF-FM	2 WZPL	2 WFMS	2 WENS
3 WFMS	3 WTLC	3 WFMS	3 WFMS	3 WFXF-FM	3 WIBC
4 WZPL	4 WFBQ	4 WTLC	4 WTLC	4 WIBC	4 WTPI
5 WTLC	5 WFMS	5 WENS	5 WTPI	5 WKLR	5 WKLR
6 WENS	6 WIBC	6 WZPL	6 WIBC	6 WTPI	6 WTLC
7 WTPI	7 WFXF-FM	7 WIBC	7 WFBQ	7 WENS	7 WZPL
8 WTTS	8 WTPI	8 WKLR	8 WKLR	8 WTLC	8 WFBQ
9 WIBC	9 WKLR	9 WTPI	9 WFXF-FM	9 WZPL	9 WFXF-FM
10 WKLR	10 WPZZ	10 WNDE	10 WXIR	10 WNDE	10 WPZZ



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# JACKSONVILLE

POPULATION: 800,700

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ADM	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	10.8	12.8	11.5	11.3	1	<b>WAPE</b> CHR	95.1 100kw	1	1	1	1	4	4	82	EVERGREEN	HNWH	11.8
10.4	10.5	8.7	9.9	11.3	1	<b>WQIK-FM</b> Ctry	99.1 100kw	2	7	8	5	1	1	96	JACOR	EAST	7.9
7.7	7.7	8.6	8.8	8.1	3	<b>WEJZ</b> AC	96.1 100kw	3	6	6	4	3	2	74	WIN	KATZ	5.8
7.5	9.4	8.9	6.4	7.7	4	<b>WFYV-FM</b> AOR	104.5 100kw	5	4	2	2	5	6	86	METROPLEX	MCG	12.9
5.3	5.1	6.7	8.5	7.6	5	<b>WKQL</b> Gold	96.9 100kw	4	9	5	3	2	3	75	EZ	MMR	7.3
5.3	6.8	5.4	5.8	6.5	6	<b>WHJX</b> UC	101.5 100kw	7	3	3	6	8	11	99	EAGLE	DUR	8.3
5.1	4.6	5.7	5.2	5.6	7	<b>WIVY</b> AC	102.9 98kw	6	5	4	7	6	5	66	TAYLOR	DUR	4.4
5.0	5.3	3.6	5.5	4.6	8	<b>WCRJ</b> Ctry	107.3 100kw	9	8	7	8	7	8	88	HOKER	KATZ	5.4
4.3	2.8	2.4	5.0	4.1	9	<b>WOKV</b> N/T	600 5-.054kw	8	17	10	9	9	7	71	EZ	MMR	3.3
2.7	3.6	3.8	3.6	2.9	10	<b>WZAZ-FM</b> UC	92.7 6kw	10	2	12	11	12	13	76	PICUS	--	4.5
3.1	3.0	3.1	2.4	2.6	11	<b>WZAZ</b> UC	1400 1kw	12	10	11	10	10	10	79	PICUS	ROS	.6
1.9	3.3	2.9	1.6	2.5	12	<b>WCGL</b> Rel	1360 5kw	13	22	13	13	14	12	100	JBD COMM.	K/P	3.0
1.8	2.4	2.4	2.2	2.3	13	<b>WSVE</b> Rel	1280 5kw	15	11	17	14	13	9	119	DARRELL SPANN	REP	2.6
2.6	3.2	3.5	1.8	1.5	14	<b>WIOI</b> CR	100.7 100kw	11	13	9	12	11	21	43	OSBORN	--	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 WFYV-FM	1 WAPE	1 WFYV-FM	1 WAPE	1 WQIK-FM	1 WEJZ	AC 13.7
2 WAPE	2 WHJX	2 WAPE	2 WEJZ	2 WKQL	2 WIVY	AOR 7.7
3 WKQL	3 WIVY	3 WKQL	3 WHJX	3 WFYV-FM	3 WKQL	CHR 11.3
4 WCRJ	4 WEJZ	4 WQIK-FM	4 WIVY	4 WAPE	4 WAPE	Ctry 15.9
5 WHJX	5 WKQL	5 WEJZ	5 WKQL	5 WEJZ	5 WQIK-FM	Gold/CR 9.1
6 WEJZ	6 WQIK-FM	6 WCRJ	6 WQIK-FM	6 WCRJ	6 WHJX	N/T 4.1
7 WIOI	7 WFYV-FM	7 WHJX	7 WFYV-FM	7 WOKV	7 WFYV-FM	Rel/CC 4.8
8 WOKV	8 WCRJ	8 WOKV	8 WZAZ-FM	8 WIVY	8 WSVE	UC 12.0
9 WIVY	9 WCGL	9 WIVY	9 WSVE	9 WZAZ	9 WZAZ	
10 WQIK-FM	10 WZAZ-FM	10 WIOI	10 WCGL	10 WIOI	10 WZAZ-FM	

# KANSAS CITY

POPULATION: 1,316,300

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.3	12.8	10.7	11.0	12.1	1	<b>WDAF</b> Ctry	610 5kw	1	7	7	6	2	1	103	GREAT AMERICAN	KATZ	10.3
9.3	7.0	7.8	7.8	9.2	2	<b>KFKF</b> Ctry	94.1 100kw	3	4	4	2	1	2	94	SCONNIX	HNWH	10.2
4.3	5.5	5.8	8.3	7.9	3	<b>KYYS</b> AOR	102.1 100kw	6	5	1	1	3	14	93	GREAT AMERICAN	KATZ	11.3
7.2	6.7	7.8	5.5	7.3	4	<b>KPRS</b> UC	103.3 100kw	14	3	2	3	6	7	134	KPRS	EAST	9.0
3.2	4.1	3.4	4.8	6.1	5	<b>KCFX</b> CR	101.1 97kw	2	6	3	4	4	8	59	HOKER	MMR	7.1
7.3	6.4	5.8	5.6	5.9	6	<b>KCMO</b> N/T	810 50-5kw	5	13	13	11	7	3	63	GANNETT	MCG	5.2
6.0	6.0	4.8	4.3	5.3	7	<b>KMBR</b> AC	99.7 100kw	9	9	15	13	10	5	81	BONNEVILLE INT	DUR	3.1
10.1	8.2	8.1	6.8	5.1	8	<b>KBEQ</b> CHR	104.3 99kw	4	2	5	7	11	15	53	NOBLE	CBS	8.4
3.8	4.6	5.1	5.2	4.8	9	<b>KCMO-FM</b> Gold	94.9 100kw	8	12	10	5	5	4	68	GANNETT	MCG	3.4
3.4	2.6	5.5	6.4	4.4	10	<b>KMBZ</b> N/T	980 5kw	7	10	14	15	14	6	57	BONNEVILLE INT	DUR	4.2
4.9	4.3	4.6	3.0	4.4	10	<b>KXXR</b> CHR	106.5 100kw	10	1	6	10	16	18	68	OLYMPIA	BAN	3.7
4.5	4.4	3.2	4.0	3.9	12	<b>KLSI</b> AC	93.3 100kw	13	11	9	8	8	9	68	APOLLO RADIO	MMR	3.1
2.7	4.0	3.8	5.1	3.6	13	<b>KRVK</b> AC	98.9 100kw	12	8	8	9	9	13	58	WTMJ, INC.	HNWH	3.4
5.5	4.7	5.8	4.1	2.9	14	<b>KUDL</b> AC	98.1 100kw	11	14	11	12	12	10	46	SHAMROCK BR.	CHR	4.2
1.9	2.9	2.2	2.1	2.9	15	<b>KXTR</b> Clas	96.5 99kw	15	17	12	14	13	12	73	KXTR BROAD. CO.	CMBS	1.1
1.6	1.7	1.2	1.8	2.1	16	<b>WHB</b> Gold	710 10-5kw	16	15	20	16	15	11	55	SHAMROCK BR.	CHR	1.4
0.8	2.3	1.5	1.8	1.0	17	<b>KPRT</b> Rel	1590 1-.047kw	19	23	19	20	18	17	73	KPRS	EAST	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.8
1 KYYS	1 KYYS	1 KYYS	1 KYYS	1 KFKF	1 KFKF	AOR	7.9
2 KCFX	2 KPRS	2 KCFX	2 KPRS	2 WDAF	2 WDAF	B/EZ	5.3
3 KPRS	3 KXXR	3 KFKF	3 KFKF	3 KCFX	3 KCMO-FM	CHR	9.5
4 KFKF	4 KBEQ	4 KPRS	4 KBEQ	4 KYYS	4 KMBR	Clas	2.9
5 WDAF	5 KFKF	5 WDAF	5 KCMO-FM	5 KCMO	5 KYYS	Ctry	21.3
6 KBEQ	6 KCFX	6 KCMO-FM	6 KRVK	6 KCMO-FM	6 KPRS	Gold/CR	13.0
7 KRVK	7 KRVK	7 KCMO	7 KLSI	7 KPRS	7 KRVK	N/T	5.9
8 KCMO-FM	8 KLSI	8 KBEQ	8 KXXR	8 KXTR	8 KLSI	Rel/CC	1.0
9 KXXR	9 KUDL	9 KXTR	9 KCFX	9 KUDL	9 KBEQ	UC	7.3
10 KLSI	10 WDAF	10 KLSI	10 KMBR	10 KMBZ	10 KCFX		

# LOS ANGELES

POPULATION: 9,400,500

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
5.7	6.4	6.2	6.6	5.5	1	<b>KOST</b> AC	103.5 12.5kw	2	6	4	2	2	1	63	COX	CHR	5.3
5.4	6.1	5.9	5.0	5.1	2	<b>KIIS-A/F</b> CHR	1190/102.7 5kw/8kw	1	1	3	3	7	13	53	GANNETT	MCG	6.2
4.2	3.8	4.1	4.1	4.6	3	<b>KLOS</b> AOR	95.5 61kw	5	13	1	1	1	9	74	CAP CITIES/ABC	KATZ	4.8
6.2	5.6	5.0	4.3	4.5	4	<b>KPWR</b> CHR	105.9 72kw	3	2	2	4	9	20	63	EMMIS	HNWH	5.9
4.6	4.4	4.3	4.9	4.3	5	<b>KABC</b> Talk	790 5kw	8	36	34	24	18	2	87	CAP CITIES/ABC	KATZ	5.1
4.0	3.6	3.0	3.5	3.8	6	<b>KBIG</b> AC	104.3 105kw	7	12	11	7	4	3	69	BONNEVILLE INT	CBS	2.4
3.2	3.0	3.1	2.8	3.7	7	<b>KLVE</b> Span	107.5 29.5kw	16	10	7	5	3	11	96	HEFTEL	CAB	3.3
0.4	1.3	3.1	3.0	3.5	8	<b>KKBT</b> UC	92.3 39kw	15	3	6	6	10	24	91	EVERGREEN	MMR	6.3
3.5	3.3	3.2	3.6	3.3	9	<b>KWKW</b> Span	1330 5kw	19	11	9	8	5	7	106	LOTUS	LOTU	2.4
3.4	3.0	2.8	2.6	3.2	10	<b>KNX</b> News	1070 50kw	6	28	25	20	15	4	52	CBS	CBS	2.7
2.5	3.2	3.1	3.4	3.2	10	<b>KROQ</b> NR	106.7 5.5kw	10	5	5	9	19	33	73	INFINITY	TOR	4.2
3.1	3.0	3.1	3.0	3.0	12	<b>KTWV</b> NAC	94.7 55kw	13	32	13	10	6	5	73	LEGACY	G/W	2.9
2.5	2.9	3.4	2.9	3.0	12	<b>KXEZ</b> Gold	98.7 75kw	14	33	16	16	8	6	76	VIACOM	TOR	1.8
2.6	3.3	3.3	3.1	2.9	14	<b>KFWB</b> News	980 5kw	4	23	29	22	21	10	44	GROUP W	G/W	2.6
2.1	3.1	3.0	2.5	2.8	15	<b>KMPC</b> Nost	710 50-10kw	17	40	38	36	30	17	74	GOLDEN WEST	DUR	1.3
3.8	3.6	3.3	3.5	2.7	16	<b>KQLZ</b> CHR	100.3 5.3kw	9	4	8	13	20	29	55	WESTWOOD ONE	EAST	4.2
0.4	0.1	0.9	1.7	2.5	17	<b>KKHJ</b> Span	930 5kw	21	18	10	12	13	18	87	LIBERMAN	BAN	1.5
2.2	2.0	2.7	1.6	2.5	17	<b>KZLA</b> Ctry	99.9 49kw	23	30	22	18	12	8	93	MALRITE	EAST	2.2
2.7	3.1	2.3	2.3	2.3	19	<b>KTNQ</b> Span	1020 50kw	22	16	15	14	14	14	83	HEFTEL	CAB	2.3
2.2	2.3	2.6	2.3	2.2	20	<b>KLSX</b> CR	97.1 21kw	12	21	12	11	11	19	53	GREATER MEDIA	MMR	2.5
1.7	1.6	1.4	1.7	1.9	21	<b>KFI</b> Talk	640 50kw	18	41	28	23	22	16	61	COX	CHR	1.8

Continued on Page 181

# Fairwest Direct

According to ... Jim Wood - President, Emerald Entertainment

"After investigating close to 40 database systems, we chose the FAIRBASE Interactive Marketing System. We looked to the future of database marketing and luckily for us, found Fairwest Direct. They are more than just the leaders in direct marketing...they are the innovators."

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#10

# HOUSTON-GALVESTON

POPULATION: 2,966,300

Continued from Page 176

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KLOL	1 KMJQ	1 KLOL	1 KHMx	1 KLOL	1 KIKK-FM	AC 8.3
2 KMJQ	2 KHMx	2 KMJQ	2 KMJQ	2 KMJQ	2 KILT-FM	AOR 5.9
3 KHMx	3 KILT-FM	3 KIKK-FM	3 KILT-FM	3 KLDE	3 KHMx	BBnd 3.3
4 KZFX	4 KIKK-FM	4 KHMx	4 KIKK-FM	4 KILT-FM	4 KMJQ	CHR 14.5
5 KIKK-FM	5 KKbQ-FM	5 KLDE	5 KLDE	5 KIKK-FM	5 KLDE	Ctry 15.8
6 KILT-FM	6 KLTR	6 KILT-FM	6 KLTR	6 KHMx	6 KLTR	Gold/CR 11.0
7 KLDE	7 KLOL	7 KZFX	7 KODA	7 KTRH	7 KODA	N/T 8.7
8 KKbQ-FM	8 KLDE	8 KLTR	8 KKbQ-FM	8 KZFX	8 KKbQ-FM	Span 5.9
9 KLTR	9 KRBE	9 KTRH	9 KLOL	9 KLTR	9 KFMK	UC 10.3
10 KLAT	10 KODA	10 KKbQ-FM	10 KRBE	10 KODA	10 KLOL	

#2

# LOS ANGELES

POPULATION: 9,400,500

Continued from Page 180

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
2.7	2.8	1.9	2.4	1.9	21	KRTH Gold	101.1 51kw	11	20	17	15	16	12	45	BEASLEY	BAN	2.0
1.0	1.1	1.4	1.0	1.7	23	KALI Span	1430 5kw	26	14	14	19	23	25	85	UNITED	KATZ	1.0
1.8	1.7	2.0	2.3	1.7	23	KODJ Gold	93.1 28.5kw	20	15	20	17	17	15	56	CBS	CBS	1.8
1.4	1.4	1.3	1.4	1.3	25	KKGO Clas	105.1 18kw	25	39	32	31	29	21	57	MT. WILSON FM	CMBS	1.0
1.9	1.2	0.8	1.2	1.2	26	KACE UC	790 1.65kw	28	24	18	21	24	26	67	ALL PRO	K/P	.8
1.3	1.1	1.0	1.2	1.2	26	KSKQ Span	1540 50-10kw	31	25	24	25	25	22	73	SBS	SBS	.7
1.1	0.8	0.9	0.7	1.0	28	KGFJ UC	1230 1kw	35	17	23	26	26	31	87	EAST-WEST	ROS	.7

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 KOST	1 KLOS	1 KOST	1 KLOS	1 KOST	AC 9.3
2 KROQ	2 KKBt	2 KPWR	2 KIIS-FM	2 KLSX	2 KLVE	AOR 7.8
3 KPWR	3 KPWR	3 KROQ	3 KLVE	3 KOST	3 KBIg	BBnd 2.8
4 KIIS-FM	4 KIIS-FM	4 KIIS-FM	4 KPWR	4 KTWV	4 KWKW	CHR 12.3
5 KLVE	5 KLOS	5 KOST	5 KBIg	5 KLVE	5 KIIS-FM	Clas 1.3
6 KOST	6 KLVE	6 KLSX	6 KLOS	6 KBIg	6 KTWV	Ctry 2.5
7 KQLZ	7 KBIg	7 KLVE	7 KKBt	7 KWKW	7 KLOS	Gold/CR 8.8
8 KLSX	8 KWKW	8 KWKW	8 KWKW	8 KPWR	8 KXEZ	NAC 3.0
9 KKBt	9 KROQ	9 KKBt	9 KTWV	9 KZLA	9 KKBt	N/T 12.3
10 KKHJ	10 KQLZ	10 KTWV	10 KKHJ	10 KROQ	10 KPWR	Span 14.7
						UC 5.7

POPULATION: 895,100

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ PGM	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.2	13.3	12.4	12.8	14.0	1	<b>WHRK</b> UC	97.1 100kw	1	1	1	1	6	9	103	ADAMS	MCG	16.1
11.2	9.6	9.2	9.4	10.0	2	<b>WDIA</b> UC	107.0 50.5kw	3	8	4	4	1	3	94	MEDIA COMM	MCG	10.4
10.9	12.0	10.9	10.2	10.0	2	<b>WGKX</b> Ctry	105.9 100kw	4	5	6	5	4	1	99	BARNSTABLE	KATZ	10.3
8.6	8.4	8.1	9.4	8.8	4	<b>WEGR</b> AOR	102.7 100kw	8	4	2	2	3	6	105	NEWMARKET MEDIA	MCG	12.4
8.2	7.5	8.1	8.7	8.4	5	<b>WMC-FM</b> CHR	99.7 290kw	2	2	3	6	7	7	75	SCRIPPS HOWARD	BAN	8.8
7.4	9.3	8.7	8.5	8.0	6	<b>WRVR</b> AC	104.5 100kw	5	9	7	3	1	2	80	KEYMARKET	MMR	7.7
5.2	3.4	4.0	4.1	6.2	7	<b>KPYR</b> Gold	98.1 100kw	6	6	8	7	5	4	64	DITTMAN GROUP	CBS	5.6
4.1	3.8	6.8	5.1	5.4	8	<b>KHUL</b> UC	101.1 100kw	7	3	5	8	8	12	56	DEE RIVERS	DUR	5.0
4.4	5.6	4.5	5.5	5.4	9	<b>WLOK</b> UC	1340 1kw	9	10	9	9	9	5	105	GILLIAM	K/P	4.1
2.1	2.5	2.4	1.7	3.2	10	<b>WREC</b> BBnd	600 5kw	10	16	17	16	11	8	73	NEWMARKET MEDIA	MCG	3.4
4.8	3.3	2.9	3.9	2.7	11	<b>WMC</b> N/T	790 5kw	11	13	12	11	10	11	63	SCRIPPS HOWARD	BAN	4.4
3.1	4.0	4.6	3.9	2.5	12	<b>WEZI</b> AC	94.3 6kw	12	14	11	10	12	10	65	ARDMAN	EAST	1.1
0.8	1.3	1.3	1.5	1.5	13	<b>KFTH</b> Rel	107.1 3kw	15	7	13	15	17	18	84	NO. MIDWEST	--	1.3
1.0	1.4	1.2	1.1	1.3	14	<b>WCRV</b> Rel	640 10-.5kw	14	12	15	14	14	13	65	BOTT	--	1.8
1.0	0.8	1.7	2.5	1.1	15	<b>KWAM</b> Rel	990 10-.45kw	13	11	10	12	13	17	49	DEE RIVERS	DUR	1.1
0.8	1.2	1.3	1.7	1.0	16	<b>WXSS</b> UC	1030 50-1kw	17	18	16	17	16	14	74	NO. MIDWEST	MIN	.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	10.5
1 WEGR	1 WHRK	1 WEGR	1 WHRK	1 WEGR	1 WDIA	AOR	8.8
2 WHRK	2 WMC-FM	2 WHRK	2 WRVR	2 WGKX	2 WRVR	BBnd	3.2
3 KHUL	3 WDIA	3 KPYP	3 WDIA	3 KPYP	3 KPYP	CHR	8.4
4 WMC-FM	4 WEGR	4 WGKX	4 WMC-FM	4 WRVR	4 WMC-FM	Ctry	10.0
5 WDIA	5 WRVR	5 WDIA	5 WEGR	5 WHRK	5 WGKX	Gold/CR	6.2
6 WGKX	6 KHUL	6 WRVR	6 WGKX	6 WDIA	6 WHRK	N/T	2.7
7 KPYP	7 WGKX	7 KHUL	7 KPYP	7 KHUL	7 WEGR	Rel/CC	3.9
8 WRVR	8 KPYP	8 WMC-FM	8 KHUL	8 WMC-FM	8 WLOK	UC	35.8
9 WLOK	9 WLOK	9 WLOK	9 WLOK	9 WMC	9 KHUL		
10 WMC	10 KWAM	10 WMC	10 WEZI	10 WREC	10 WEZI		



# MIAMI-FT. LAUDERDALE-HOLLYWOOD

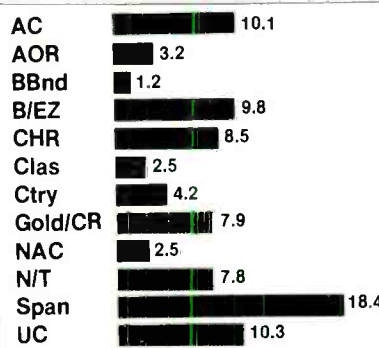
POPULATION: 2,767,100

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12-17 AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.7	8.2	6.9	6.8	8.1	1	WLYF B/EZ	101.5 100kw	1	15	11	13	3	1	107	JEFFERSON-PILOT	BAN	5.4
2.7	2.6	5.0	5.5	6.2	2	WEDR UC	99.1 100kw	7	3	1	1	1	9	117	WEDR, INC.	--	8.1
5.2	3.8	3.3	5.3	5.1	3	WIOD N/T	610 10kw	2	16	10	11	7	3	75	COX	CHR	4.7
5.1	4.7	5.3	4.8	4.9	4	WPOW CHR	96.5 100kw	4	1	5	4	15	19	86	BEASLEY	HNWH	6.8
3.5	4.9	6.5	5.0	4.4	5	WAQI Span	710 50kw	16	21	25	18	16	4	124	VIVA AMERICA	CAB	4.4
2.1	2.0	2.0	4.0	4.4	5	WFLC AC	97.3 100kw	3	10	2	2	2	8	76	COX	CHR	4.8
4.1	4.6	3.7	3.6	4.2	7	WKIS Ctry	99.9 100kw	11	12	15	12	6	2	102	SUNSHINE WIRE.	HNWH	4.1
8.0	8.2	7.1	5.5	4.1	8	WHQT UC	105.7 100kw	6	2	4	7	13	20	75	EZ	MMR	8.6
3.6	4.2	4.0	3.8	3.6	9	WHYI CHR	100.7 100kw	5	4	6	6	10	15	64	METROPLEX	MCG	3.4
4.4	4.5	3.9	3.8	3.6	9	WJQY AC	106.7 100kw	9	6	9	9	9	10	78	TAK	KATZ	2.9
4.8	4.5	3.4	3.1	3.6	9	WMXJ Gold	102.7 100kw	8	11	8	3	5	7	72	SCONNIX	DUR	3.5
4.0	3.7	4.2	3.7	3.6	9	WQBA Span	1140 50-10kw	19	23	30	19	20	11	114	TICHENOR MEDIA	KT-H	2.8
2.5	2.0	3.6	4.0	3.4	13	WXDJ Span	95.7 100kw	20	13	14	10	8	5	116	NEW AGE	CAB	2.4
2.5	2.2	2.9	3.3	3.2	14	WSHE AOR	103.5 100kw	10	5	3	5	14	23	73	TK	EAST	4.6
3.7	4.1	3.3	3.5	3.0	15	WCMQ-FM Span	92.3 41kw	17	32	16	15	12	6	90	SBS	SBS	2.2
1.7	2.3	2.2	2.5	3.0	15	WZTA CR	94.9 100kw	14	9	7	8	4	14	76	GUY GANNETT	KATZ	3.2
2.9	3.4	3.3	2.8	2.7	17	WINZ N/T	940 50-25kw	12	20	21	22	21	21	64	GUY GANNETT	KATZ	2.0
2.5	2.9	2.5	2.4	2.5	18	WLVE NAC	93.9 96kw	15	26	13	14	11	12	71	GILMORE	TOR	2.9
3.1	2.3	2.3	2.8	2.5	19	WTMI Clas	93.1 96kw	18	28	24	25	19	13	78	MARLIN II LTD	CMBS	1.9
3.4	3.1	3.0	2.6	2.1	20	WAXY AC	105.9 100kw	13	8	12	16	17	16	53	ACKERLEY	EAST	2.5
0.7	0.3	0.4	0.5	2.1	20	WWFE Span	670 50-1kw	25	29	26	24	25	18	175	EMILLO MILAN.	--	1.3
1.8	1.5	1.5	1.3	1.7	22	WEAT-A/F B/EZ	850/104.3 5-1kw/56kw	22	34	27	31	32	22	92	TAYLOR	KATZ	.6
2.6	2.8	1.8	1.6	1.7	22	WQBA-FM Span	107.5 95kw	21	7	17	17	18	17	75	TICHENOR MEDIA	KT-H	2.0
0.0	0.0	0.0	0.0	1.3	24	WMRZ Gold	790 25kw	23	22	34	35	34	31	66	JEFFERSON-PILOT	BAN	1.8
0.5	0.5	0.4	1.1	1.2	25	WFTL Nost	1400 1kw	26	24	31	36	35	32	98	KING	ROS	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WEDR	1 WEDR	1 WEDR	1 WEDR	1 WIOD	1 WEDR
2 WSHE	2 WHQT	2 WFLC	2 WFLC	2 WZTA	2 WFLC
3 WFLC	3 WFLC	3 WSHE	3 WHQT	3 WEDR	3 WMXJ
4 WPOW	4 WPOW	4 WZTA	4 WMXJ	4 WFLC	4 WLYF
5 WZTA	5 WIOD	5 WIOD	5 WHYI	5 WLVE	5 WXDJ
6 WHQT	6 WSHE	6 WPOW	6 WLYF	6 WSHE	6 WKIS
7 WHYI	7 WJQY	7 WMXJ	7 WJQY	7 WKIS	7 WHQT
8 WMXJ	8 WLYF	8 WHYI	8 WPOW	8 WLYF	8 WHYI
9 WIOD	9 WZTA	9 WJQY	9 WXDJ	9 WJQY	9 WJQY
10 WAXY	10 WMXJ	10 WLVE	10 WKIS	10 WCMQ-FM	10 WCMQ-FM



# MILWAUKEE-RACINE

POPULATION: 1,302,400

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.5	9.5	11.6	11.4	10.3	1	WTMJ N/T	620 5kw	1	19	13	10	4	2	74	WTMJ, INC.	CHR	9.5
8.1	6.3	7.1	9.3	9.5	2	WLUM CHR	102.1 50kw	3	1	1	3	5	11	77	ALL PRO	K/P	11.9
5.4	6.9	7.2	6.5	8.6	3	WMIL Ctry	106.1 50kw	4	9	6	4	1	1	93	SUNDANCE	CBS	9.4
9.3	9.5	8.9	8.6	7.5	4	WKTI CHR	94.5 15.5kw	2	2	4	2	3	3	58	WTMJ, INC.	CHR	5.9
5.8	7.9	7.0	7.5	6.5	5	WKLH CR	96.5 20kw	5	11	2	1	2	10	78	SAGA	MCG	5.5
6.3	4.2	3.5	4.1	6.0	6	WEZW AC	103.7 19.5kw	10	25	8	9	6	4	95	MULTIMEDIA	MMR	3.0
6.6	9.3	7.6	6.9	5.2	7	WOKY BBnd	920 5-1kw	12	14	20	18	15	7	87	SUNDANCE	CBS	7.1
5.6	5.2	5.2	4.6	4.6	8	WLZR-A/F AOR	1340/102.9 1kw/50kw	7	4	3	5	10	17	61	GREAT AMERICAN	EAST	7.8
4.9	3.5	4.2	3.3	4.6	8	WMYX AC	99.1 55kw	6	7	5	6	7	9	61	HERITAGE MEDIA	BAN	3.5
3.8	4.0	4.5	4.1	4.0	10	WLTQ AC	97.3 15.5kw	8	10	11	8	9	5	56	HEARST	KATZ	3.0
4.3	3.9	3.8	4.1	4.0	10	WZTR Gold	95.7 34kw	9	8	10	7	8	6	61	PINNACLE	DUR	4.3
3.7	3.1	3.1	2.9	3.6	12	WISN Talk	1130 50-10kw	13	13	15	14	13	8	63	HEARST	KATZ	4.2
3.8	3.2	4.2	3.2	2.7	13	WQFM AOR	93.3 12.5kw	11	3	7	11	16	19	43	SHAMROCK COM.	MMR	4.2
2.2	2.2	2.3	2.6	2.4	14	WFMR Clas	98.3 3kw	14	15	18	16	14	12	63	CAPITOL CLASS.	CMBS	.9
1.7	1.8	2.1	1.7	2.3	15	WMVP UC	1290 5kw	16	12	9	12	11	16	92	ALL PRO	K/P	2.4
1.2	1.4	1.6	2.0	2.2	16	WNOV UC	860 .25kw	17	5	12	15	17	15	102	COURIER	--	1.5
2.5	2.1	1.8	2.1	1.8	17	WBZN-A/F NAC	1480/100.7 .5kw/50kw	15	17	14	13	12	13	52	ADAMS	EAST	2.1
1.1	0.7	0.8	1.0	1.1	18	WRJN AC	1400 1kw	20	18	26	20	18	14	94	VISION	CHR	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WLZR-FM	1 WLUM	1 WKLH	1 WLUM	1 WMIL	1 WKTI	AC	15.7
2 WKLH	2 WKTI	2 WMIL	2 WKTI	2 WKLH	2 WEZW	AOR	7.2
3 WLUM	3 WKLH	3 WLZR-FM	3 WMYX	3 WTMJ	3 WMYX	BBnd	5.2
4 WQFM	4 WMYX	4 WKTI	4 WEZW	4 WZTR	4 WLUM	CHR	17.0
5 WKTI	5 WEZW	5 WLUM	5 WKLH	5 WKTI	5 WLTQ	Clas	2.4
6 WMIL	6 WMIL	6 WZTR	6 WMIL	6 WLZR-FM	6 WMIL	Ctry	8.6
7 WZTR-FM	7 WMVP	7 WQFM	7 WLTQ	7 WLUM	7 WTMJ	Gold/CR	10.5
8 WMYX	8 WLTQ	8 WTMJ	8 WZTR	8 WMYX	8 WZTR	NAC	1.8
9 WMVP	9 WLZR-FM	9 WMYX	9 WTMJ	9 WISN	9 WKLH	N/T	13.9
10 WNOV	10 WZTR	10 WISN	10 WMVP	10 WEZW	10 WBZN-FM	UC	4.5

POPULATION: 1,999,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.4	16.8	16.3	16.9	15.2	1	<b>WCCO</b> AC	830 50kw	1	10	10	4	1	1	79	MIDWEST	CBS	14.0
9.1	8.3	10.3	10.3	10.1	2	<b>KQRS-A/F</b> AOR	1440/92.5 5kw/50kw	2	3	1	1	3	7	74	CAP CITIES/ABC	KATZ	14.2
8.0	8.4	9.3	7.2	9.3	3	<b>KEYE</b> Ctry	102.1 50kw	6	5	5	2	2	2	99	MALRITE	KATZ	9.2
6.9	8.8	8.1	7.5	8.7	4	<b>WLTE</b> AC	102.9 100kw	4	8	6	3	4	3	79	MIDWEST	CBS	6.4
7.4	8.2	7.5	7.0	6.6	5	<b>KDWB-FM</b> CHR	101.3 100kw	3	1	4	9	11	12	59	MIDCONTINENT	CHR	8.5
8.1	7.6	5.4	6.5	6.1	6	<b>KSTP-FM</b> AC	94.5 95kw	7	6	8	5	5	4	68	HUBBARD	MCG	5.9
6.1	5.2	5.9	7.0	5.6	7	<b>WLOL</b> CHR	99.5 50kw	5	2	3	7	9	10	54	EMMIS	HWNH	7.9
2.8	2.0	5.7	5.0	4.9	8	<b>KLXK</b> CR	93.7 50kw	8	7	2	6	7	9	55	ENTERCOM	BAN	5.0
3.8	3.8	5.5	4.4	4.4	9	<b>KQQL</b> Gold	107.9 97kw	9	11	9	8	6	5	67	TRUMPER	DUR	3.6
2.7	2.8	2.6	2.3	3.6	10	<b>KSTP</b> Talk	1500 50kw	10	16	12	11	10	6	68	HUBBARD	MCG	2.0
4.6	4.4	3.3	3.5	3.6	10	<b>KTCZ</b> AOR	97.1 100kw	11	14	7	10	8	8	70	PARKER	EAST	4.8
3.0	2.4	1.6	1.9	2.1	12	<b>KJJO</b> NR	104.1 100kw	12	4	11	12	12	15	64	PARK	MMR	2.3
1.8	1.6	2.2	2.5	2.0	13	<b>KLBB</b> N/T	1400 1kw	13	17	17	16	14	11	86	LCC	ROS	1.2
0.7	0.9	0.9	1.5	1.1	14	<b>WMIN</b> Nost	1030 50-1kw	15	18	18	18	18	14	62	BORGEN	--	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 KQRS-FM	1 WLOL	1 KQRS-FM	1 WLTE	1 KQRS-FM	1 WLTE	AC 30.0
2 KLXK	2 WLTE	2 WCCO	2 KEYE	2 WCCO	2 KEYE	AOR 15.8
3 KTCZ	3 KDWB-FM	3 KLXK	3 KSTP-FM	3 KEYE	3 KSTP-FM	BBnd 1.1
4 KEYE	4 KQRS-FM	4 KEYE	4 WLOL	4 KLXK	4 WCCO	CHR 12.2
5 WCCO	5 KEYE	5 WLTE	5 KQQL	5 WLTE	5 KQQL	Ctry 9.3
6 KDWB-FM	6 KSTP-FM	6 KTCZ	6 KDWB-FM	6 KTCZ	6 WLOL	Gold/CR 9.3
7 WLOL	7 KLXK	7 KSTP-FM	7 KQRS-FM	7 KSTP-FM	7 KQRS-FM	N/T 5.6
8 KJJO-FM	8 KQQL	8 KQQL	8 WCCO	8 KQQL	8 KTCZ	
9 WLTE	9 KTCZ	9 KDWB-FM	9 KLXK	9 KSTP	9 KLXK	
10 KQQL	10 KJJO-FM	10 WLOL	10 KTCZ	10 KJJO-FM	10 KDWB-FM	

POPULATION: 838,000

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.0	5.6	6.0	1	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	6	32	24	14	11	2	102	PARK	REP	2.8
5.6	4.9	5.8	2	WNEW-FM AOR	102.7 7.8kw	5	3	2	2	2	14	83	GROUP W	G/W	7.5
5.1	5.3	5.7	3	WXRK CR	92.3 7.6kw	2	11	1	1	1	13	80	INFINITY	TOR	5.5
7.0	4.0	5.6	4	WOBM-FM AC	92.7 1.4kw	1	13	9	5	4	1	78	NORTH SHORE	KATZ	5.7
3.3	5.6	5.5	5	WADB B/EZ	95.9 4kw	9	28	28	19	18	3	102	PLEASANT	--	4.2
0.9	2.7	4.0	6	WKXW Gold	101.5 18kw	8	20	5	4	5	4	73	PRESS BROAD.	BAN	3.5
3.1	3.3	3.7	7	WZVU AC	107.1 2.3kw	11	39	4	3	3	5	75	MAMMOTH	KATZ	5.1
3.3	3.7	3.6	8	WHTZ CHR	100.3 7.8kw	10	1	3	8	14	20	71	MALRITE	CHR	3.5
2.5	3.2	3.4	9	WJLK-FM AC	94.3 3kw	12	14	6	7	7	9	74	D&F	KATZ	3.1
4.1	2.9	3.3	10	WFAN Sports	660 5kw	6	9	13	6	6	6	57	EMMIS	HNWH	2.4
5.5	2.7	3.3	10	WOR Talk	710 50kw	13	30	38	24	19	11	73	BUCKLEY	MCG	4.3
2.4	2.8	3.2	12	WCBS News	880 50kw	4	41	22	17	15	12	46	CBS	CBS	2.3
4.6	3.4	3.1	13	WPLJ CHR	95.5 6.7kw	3	2	7	11	13	19	45	CAP CITIES/ABC	KATZ	6.0
3.1	3.1	2.9	14	WCBS-FM Gold	101.1 6.8kw	14	12	17	10	9	7	68	CBS	CBS	2.0
1.9	3.3	2.9	14	WJRZ CHR	100.1 1.6kw	17	7	8	9	12	15	75	JERSEY SHORE	DUR	3.5
2.5	3.6	2.9	14	WYNY Ctry	103.5 6.7kw	19	19	10	13	8	8	85	WESTWOOD ONE	EAST	1.9
1.8	2.2	2.6	17	WLTW AC	106.7 7.8kw	18	16	16	12	10	10	70	VIACOM	KATZ	.8
3.3	2.4	2.3	18	WABC Talk	770 50kw	15	21	26	25	21	16	56	CAP CITIES/ABC	BAN	3.5
2.2	1.2	1.8	19	WNEW Nost	1130 50kw	22	26	42	39	37	17	68	WESTWOOD ONE	EAST	1.6
1.2	2.5	1.6	20	WMMR AOR	93.3 29kw	23	4	12	16	20	31	83	GROUP W	G/W	.8
2.4	2.5	1.6	20	WNSR AC	105.1 7.8kw	16	10	14	15	16	22	39	BONNEVILLE INT	MCG	2.7
1.0	1.0	1.5	22	WOBM Ctry	1160 5-8.9kw	21	18	29	26	23	18	57	NORTH SHORE	KATZ	1.0
1.3	2.0	1.5	22	WQHT CHR	97.1 6.7kw	20	5	11	18	29	34	48	EMMIS	HNWH	2.9
1.1	1.3	1.0	24	WFPG-FM B/EZ	96.9 50kw	26	24	40	29	22	21	62	H&D	EAST	.5
1.1	1.0	1.0	24	WQCD Jazz	101.9 5.3kw	24	35	20	20	17	23	60	TRIBUNE	CHR	.7
0.6	1.0	1.0	24	WRDR Nost	104.9 6kw	37	38	39	43	42	39	105	RODIO RADIO	--	--
2.1	1.0	1.0	24	WRKS UC	98.7 7.8kw	30	8	18	23	30	34	71	SUMMIT	DUR	1.4

Continued on Page 189

POPULATION: 830,500

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.4	10.5	12.7	11.5	11.6	1	<b>WSIX-FM</b> Ctry	97.9 100kw	3	9	5	1	1	1	106	CAPSTAR	MCG	12.3
11.6	13.4	12.5	2.0	11.4	2	<b>WYHY</b> CHR	107.5 58kw	1	1	1	2	8	7	78	LEGACY	EAST	14.3
9.2	8.8	7.4	8.8	9.9	3	<b>WSM-FM</b> Ctry	95.5 100kw	2	4	7	5	2	2	90	GAYLORD	CHR	8.4
6.6	8.0	8.2	6.7	7.7	4	<b>WLAC-FM</b> AC	105.9 100kw	4	7	2	3	4	6	77	FAIRMONT	DUR	5.6
7.2	6.8	6.3	6.6	7.5	5	<b>WQQK</b> UC	92.1 1.5kw	7	2	4	4	6	5	100	PHOENIX	MMR	9.7
5.6	8.8	8.8	7.7	6.8	6	<b>WZEZ</b> AC	92.9 100kw	6	6	8	8	5	4	84	SOUTH CENTRAL	HNWH	4.2
7.9	8.3	9.1	8.4	6.1	7	<b>WKDF</b> AOR	103.3 100kw	5	3	3	6	7	11	62	DICK	KATZ	12.2
6.1	3.7	3.4	4.4	5.8	8	<b>WRMX</b> AC	96.3 100kw	9	5	10	7	3	3	88	SIGNATURE	BAN	7.3
5.7	5.2	4.4	5.3	4.1	9	<b>WGFX</b> CR	104.5 49kw	8	8	6	9	9	10	56	CAPITOL BR. GR.	BAN	5.3
3.1	4.6	2.8	2.7	4.0	10	<b>WLAC</b> N/T	1510 50kw	10	11	12	11	10	9	72	FAIRMONT	DUR	3.3
3.5	3.3	3.3	3.5	3.2	11	<b>WSM</b> Ctry	650 50kw	11	13	16	14	11	8	75	GAYLORD	CHR	2.5
0.6	0.4	1.7	2.3	2.6	12	<b>WAMB</b> BBnd	1160 50-1kw	14	15	20	22	20	14	113	GREAT SOUTHERN	ROS	.9
3.2	1.6	2.3	2.5	1.6	13	<b>WVOL</b> Gold	1470 5-1kw	15	10	14	15	12	12	76	PHOENIX	MMR	1.5
0.7	0.5	0.4	1.3	1.4	14	<b>WBVR</b> Ctry	101.1 100kw	12	17	9	10	14	15	55	TARGET	EAST	1.6
0.0	0.0	0.0	0.0	1.0	15	<b>WENO</b> Rel	760 1kw	20	19	18	16	16	13	124	RAD. COR/NASH.	--	--

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKDF	1 WLAC-FM	1 WSIX-FM	1 WLAC-FM	1 WSIX-FM	1 WSIX-FM	AC 20.3
2 WYHY	2 WYHY	2 WKDF	2 WYHY	2 WRMX	2 WSM-FM	AOR 6.1
3 WGFX	3 WQQK	3 WRMX	3 WSIX-FM	3 WSM-FM	3 WLAC-FM	BBnd 2.6
4 WLAC-FM	4 WSIX-FM	4 WYHY	4 WSM-FM	4 WKDF	4 WZEZ	CHR 11.4
5 WQQK	5 WKDF	5 WQQK	5 WQQK	5 WGFX	5 WYHY	Ctry 26.2
6 WSIX-FM	6 WSM-FM	6 WGFX	6 WZEZ	6 WQQK	6 WQQK	Gold/CR 5.7
7 WSM-FM	7 WZEZ	7 WSM-FM	7 WRMX	7 WLAC-FM	7 WRMX	N/T 4.0
8 WLAC	8 WGFX	8 WLAC-FM	8 WKDF	8 WZEZ	8 WKDF	Rel/CC 1.0
9 WZEZ	9 WBVR	9 WZEZ	9 WGFX	9 WYHY	9 WGFX	UC 7.5
10 WRMX	10 WRMX	10 WLAC	10 WBVR	10 WLAC	10 WVOL	

# NASSAU-SUFFOLK

POPULATION: 2,246,700

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12-AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
6.1	6.8	7.0	6.6	7.2	1	<b>WALK-A/F</b> AC	1370/97.5 5kw/4.5kw	3	12	4	1	1	1	102	AMERICAN MEDIA	DUR	5.3
4.6	4.3	4.1	4.5	5.0	2	<b>WCBS-FM</b> Gold	101.1 6.8kw	5	16	14	4	2	2	73	CBS	CBS	5.5
5.5	4.7	4.6	4.7	4.9	3	<b>WHTZ</b> CHR	100.3 7.8kw	1	1	7	7	9	14	53	MALRITE	CHR	6.3
5.7	5.0	4.3	5.2	4.5	4	<b>WBAB-FM</b> AOR	1240 1kw	6	6	1	2	4	18	67	NOBLE	MMR	4.2
5.8	5.0	4.7	4.9	4.4	5	<b>WBLI</b> CHR	106.1 2.5kw	11	5	6	5	8	8	78	BECK-ROSS	KATZ	5.5
3.2	3.0	3.7	3.7	4.3	6	<b>WXRK</b> CR	92.3 7.6kw	4	10	2	3	3	9	61	INFINITY	TOR	3.6
4.0	2.8	3.2	3.6	4.0	7	<b>WNEW-FM</b> AOR	102.7 7.8kw	10	7	3	6	5	16	66	GROUP W	G/W	4.2
3.7	3.5	3.6	3.7	3.7	8	<b>WOR</b> Talk	710 50kw	17	30	31	23	16	6	90	BUCKLEY	MCG	4.2
2.1	3.0	2.9	2.6	3.5	9	<b>WABC</b> Talk	770 50kw	15	42	25	22	15	11	84	CAP CITIES/ABC	BAN	3.1
4.0	2.8	2.8	3.8	3.5	9	<b>WCBS</b> News	880 50kw	2	21	20	18	13	7	50	CBS	CBS	3.4
2.9	3.4	3.7	2.4	3.5	9	<b>WYNY</b> Ctry	103.5 6.7kw	18	20	11	9	7	4	88	WESTWOOD ONE	EAST	3.2
2.1	3.1	2.9	3.5	3.4	12	<b>WNSR</b> AC	105.1 7.8kw	12	18	8	8	6	10	68	BONNEVILLE INT	MCG	3.4
3.3	3.1	2.9	3.8	3.4	12	<b>WQHT</b> CHR	97.1 6.7kw	14	2	5	10	21	30	72	EMMIS	HNWH	5.7
3.5	3.0	3.9	3.5	3.3	14	<b>WFAN</b> Sports	660 50kw	9	8	13	12	10	5	55	EMMIS	HNWH	3.5
2.9	3.6	3.3	2.6	3.0	15	<b>WKJY</b> AC	98.3 3kw	19	17	9	11	11	12	82	BARNSTABLE	KATZ	1.9
3.5	2.5	2.8	2.6	2.9	16	<b>WLTW</b> AC	106.7 7.8kw	13	25	21	13	12	3	58	VIACOM	KATZ	3.0
3.8	3.2	2.6	2.6	2.8	17	<b>WPAT-A/F</b> B/EZ	930/93.1 5kw/5.4kw	16	32	26	26	24	13	73	PARK	REP	1.9
2.2	2.5	1.9	1.4	2.6	18	<b>WGSM</b> BBnd	740 25kw	30	39	39	39	40	21	169	GREATER MEDIA	ROS	1.3
2.7	2.6	2.1	2.6	2.4	19	<b>WINS</b> News	1010 30-50kw	8	24	23	24	20	15	40	GROUP W	G/W	3.7
3.9	3.8	2.6	3.9	2.2	20	<b>WHLI</b> BBnd	1100 10kw	29	29	33	36	35	25	142	BARNSTABLE	KATZ	1.8
2.2	2.5	2.3	2.2	2.1	21	<b>WPLJ</b> CHR	95.5 6.7kw	7	3	12	17	23	24	32	CAP CITIES/ABC	KATZ	3.1
1.5	1.8	1.7	2.0	1.9	22	<b>WDRE</b> NR	92.7 1kw	20	11	10	14	17	31	61	JARAD	KATZ	2.6
2.4	2.7	3.0	2.6	1.8	23	<b>WCTO</b> AC	94.3 3kw	21	34	24	20	19	17	62	GREATER MEDIA	ROS	1.5
1.3	1.5	1.4	1.3	1.8	23	<b>WQCD</b> Jazz	101.9 5.3kw	22	13	15	15	14	20	69	TRIBUNE	CHR	1.3
1.2	1.2	2.8	2.4	1.8	23	<b>WRKS</b> UC	98.7 7.8kw	24	4	16	16	22	26	77	SUMMIT	DUR	3.4
1.4	1.9	1.4	1.4	1.4	26	<b>WEZN</b> AC	99.9 27.5kw	23	19	22	21	18	19	59	NEWCITY	KATZ	.8
0.8	0.8	2.1	1.0	1.3	27	<b>WBSL</b> UC	107.5 5.4kw	27	14	18	19	24	22	70	INNER CITY	MCG	1.2
0.9	1.6	1.2	0.9	1.0	28	<b>WNEW</b> Most	1130 50kw	25	27	35	32	30	27	46	WESTWOOD ONE	EAST	.6
1.5	0.8	1.2	1.4	1.0	29	<b>WQXR-A/F</b> Clas	1560/96.3 50kw/7.8kw	26	40	32	33	31	29	51	INTERSTATE	MMR	.9

Continued on Page 189

POPULATION: 838,000

Continued from Page 186

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXRK	1 WNEW-FM	1 WXRK	1 WZVU	1 WXRK	1 WZVU	AC 16.9
2 WNEW-FM	2 WZVU	2 WNEW-FM	2 WJLK-FM	2 WNEW-FM	2 WOBFM-FM	AOR 7.4
3 WHTZ	3 WXRK	3 WFAN	3 WNEW-FM	3 WFAN	3 WKXW	BBnd 2.8
4 WFAN	4 WJLK-FM	4 WKXW	4 WOBFM-FM	4 WKXW	4 WJLK-FM	B/EZ 12.5
5 WMMR	5 WJRZ	5 WCBS-FM	5 WXRK	5 WCBS-FM	5 WXRK	CHR 11.1
6 WYNY	6 WKXW	6 WOBFM-FM	6 WKXW	6 WOBFM-FM	6 WPAT-FM	Ctry 4.4
7 WHTG	7 WPLJ	7 WZVU	7 WJRZ	7 WYNY	7 WNEW-FM	Gold/CR 12.6
8 WQCD	8 WHTZ	8 WHTZ	8 WPLJ	8 WLTW	8 WPLJ	Jazz 1.0
9 WPLJ	9 WQHT	9 WYNY	9 WHTZ	9 WZVU	9 WJRZ	N/T 12.1
10 WKXW	10 WOBFM-FM	10 WMMR	10 WPAT-FM	10 WCBS	10 WLTW	UC 1.0

POPULATION: 2,246,700

Continued from Page 188

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBAB-FM	1 WALK-FM	1 WBAB-FM	1 WALK-FM	1 WNEW-FM	1 WALK-FM	AC 19.7
2 WNEW-FM	2 WBLI	2 WNEW-FM	2 WBLI	2 WCBS-FM	2 WBLI	AOR 10.4
3 WXRK	3 WHTZ	3 WXRK	3 WHTZ	3 WXRK	3 WCBS-FM	BBnd 5.8
4 WQHT	4 WNSR	4 WCBS-FM	4 WCBS-FM	4 WBAB-FM	4 WNSR	B/EZ 2.8
5 WDRE	5 WQHT	5 WALK-FM	5 WNSR	5 WFAN	5 WHTZ	CHR 14.8
6 WFAN	6 WBAB-FM	6 WFAN	6 WYNY	6 WALK-FM	6 WYNY	Clas 1.0
7 WALK-FM	7 WXRK	7 WQHT	7 WBAB-FM	7 WYNY	7 WKJY	Ctry 3.5
8 WHTZ	8 WKJY	8 WHTZ	8 WKJY	8 WNSR	8 WLTW	Gold/CR 9.3
9 WNSR	9 WYNY	9 WNSR	9 WXRK	9 WQCD	9 WBAB-FM	Jazz 1.8
10 WBLI	10 WPLJ	10 WDRE	10 WQHT	10 WABC	10 WXRK	N/T 16.4
						UC 3.1

# Fairwest Direct

According to . . . Reid Reker - General Manager, KSLX Phoenix

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POPULATION: 1,061,900

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.1	15.1	12.9	11.8	13.3	1	WYLD-FM UC	98.5 100kw	4	1	1	1	1	2	124	INTER-URBAN	HNWH	13.5
10.0	8.6	10.0	10.2	10.4	2	WQUE-A/F UC	1280/93.3 5kw/93kw	2	3	2	2	2	6	84	CLEAR CHANNEL	CHR	14.4
10.8	10.1	11.2	9.1	9.2	3	WEZB CHR	97.1 100kw	1	2	3	3	8	8	73	EZ	MMR	12.8
6.3	5.4	5.4	7.2	8.1	4	WWL N/T	870 50kw	3	11	11	9	6	1	67	KEYMARKET	KATZ	6.0
3.5	5.6	5.4	5.3	7.5	5	WNOE-FM Ctry	101.1 100kw	7	5	9	7	5	3	111	NEWMARKET	MCG	7.8
4.6	6.3	5.3	4.8	5.7	6	WLTS AC	105.3 100kw	5	12	4	4	3	7	74	PHASE	DUR	4.1
5.4	6.2	5.9	5.8	5.6	7	WLMG AC	101.9 100kw	6	8	7	6	7	4	78	KEYMARKET	CBS	3.4
4.6	5.3	3.5	4.5	4.7	8	KQLD Gold	106.7 100kw	9	15	10	5	4	5	81	BEASLEY	MCG	4.3
3.5	3.8	4.6	3.3	4.3	9	WCKW-FM CR	92.3 100kw	10	7	5	8	9	12	75	222 CORP.	BAN	5.7
3.8	3.6	3.6	3.6	3.5	10	WRNO AOR	99.5 100kw	8	4	6	10	11	18	59	GULF NORTH	MMR	4.5
4.6	4.6	3.9	4.9	3.4	11	WBYU NoSt	1450 1kw	12	20	20	17	16	9	98	STONER	ROS	3.1
4.8	4.2	3.7	5.2	3.1	12	WBOK Rel	1230 1kw	14	9	14	14	13	10	106	WILLIS	ROS	3.2
2.7	1.9	3.3	3.7	2.7	13	WMXZ AC	95.7 100kw	11	6	8	11	10	14	55	STONER	CHR	2.5
2.5	1.3	2.3	1.9	1.6	14	KHOM Gold	104.1 100kw	13	23	13	12	12	11	46	KHOM, ASSOC.	TOR	2.1
1.9	2.1	2.4	1.9	1.5	15	WYLD UC	940 10-.5kw	15	13	12	13	14	13	62	INTER-URBAN	HNWH	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 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	1 WYLD-FM	AC
2 WQUE-FM	2 WQUE-FM	2 WQUE-FM	2 WQUE-FM	2 WWL	2 WQUE-FM	AOR
3 WCKW-FM	3 WEZB	3 WCKW-FM	3 WEZB	3 WNOE-FM	3 WLTS	BBnd
4 WEZB	4 WLTS	4 WWL	4 WLTS	4 WCKW-FM	4 KQLD	CHR
5 WRNO	5 WLMG	5 WNOE-FM	5 KQLD	5 WQUE-FM	5 WEZB	Ctry
6 WLTS	6 KQLD	6 WEZB	6 WLMG	6 KQLD	6 WLMG	Gold/CR
7 WNOE-FM	7 WMXZ	7 WRNO	7 WNOE-FM	7 WLTS	7 WNOE-FM	N/T
8 WWL	8 WCKW-FM	8 WLMG	8 WMXZ	8 WLMG	8 WWL	Rel/CC
9 WMXZ	9 WRNO	9 KQLD	9 WCKW-FM	9 WEZB	9 WMXZ	UC
10 WLMG	10 WNOE-FM	10 WLTS	10 WRNO	10 WRNO	10 WBOK	

AC	14.0
AOR	3.5
BBnd	3.4
CHR	9.2
Ctry	7.5
Gold/CR	10.6
N/T	8.1
Rel/CC	3.1
UC	25.2



FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
6.3	5.2	5.2	4.3	5.7	1	WPAT-A/F B/EZ	930/93.1 5kw/5.4kw	5	30	24	15	13	3	101	PARK	REP	3.2
4.1	4.5	5.1	5.5	5.6	2	WRKS UC	98.7 7.8kw	7	1	1	1	5	11	98	SUMMIT	DUR	7.3
4.7	4.8	4.1	5.1	5.1	3	WLTW AC	106.7 7.8kw	6	13	8	3	2	2	81	VIACOM	KATZ	4.4
4.1	5.1	4.6	5.1	5.0	4	WCBS-FM Gold	101.1 6.8kw	4	10	10	2	1	1	76	CBS	CBS	4.2
4.3	4.7	4.6	4.8	4.7	5	WHTZ CHR	100.3 7.8kw	2	3	5	4	6	13	62	MALRITE	CHR	4.4
4.7	4.8	4.3	4.4	4.4	6	WINS News	1010 30-50kw	1	7	14	10	9	4	48	GROUP W	G/W	3.8
4.0	4.0	4.0	4.2	4.1	7	WQHT CHR	97.1 6.7kw	10	2	2	9	15	26	77	EMMIS	HNWH	5.3
3.8	4.0	3.8	3.7	4.0	8	WBSL UC	107.5 5.4kw	13	5	6	5	3	9	85	INNER CITY	MCG	4.9
4.6	4.0	3.9	4.0	3.9	9	WOR Talk	710 50kw	14	32	35	28	23	10	85	BUCKLEY	MCG	3.7
3.5	3.4	3.6	3.6	3.6	10	WCBS News	880 50kw	3	22	26	18	14	5	51	CBS	CBS	3.6
3.5	3.0	3.7	3.7	3.5	11	WNSR AC	105.1 7.8kw	11	12	7	7	4	8	68	BONNEVILLE INT	MCG	3.2
3.1	3.2	3.4	3.3	3.5	11	WXRK CR	92.3 7.6kw	9	9	3	6	7	15	64	INFINITY	TOR	4.5
2.8	2.8	2.6	2.6	3.4	13	WABC Talk	770 50kw	16	28	30	22	18	7	80	CAP CITIES/ABC	BAN	2.3
3.7	3.4	3.9	4.1	3.2	14	WNEW-FM AOR	102.7 7.8kw	12	8	4	8	8	19	64	GROUP W	G/W	5.0
2.7	2.4	3.3	3.1	2.7	15	WFAN Sports	660 50kw	15	6	12	12	11	12	60	EMMIS	HNWH	3.3
2.5	2.4	2.4	2.5	2.7	15	WYNY Ctry	103.5 6.7kw	17	17	16	13	12	6	80	WESTWOOD ONE	EAST	2.3
3.0	2.6	2.6	2.5	2.2	17	WPLJ CHR	95.5 6.7kw	8	4	9	14	17	25	39	CAP CITIES/ABC	KATZ	2.8
2.3	1.8	2.3	2.1	2.0	18	WQCD Jazz	101.9 5.3kw	18	21	11	11	10	14	66	TRIBUNE	CHR	2.1
2.3	1.7	2.4	1.9	1.8	19	WNEW Nost	1130 50kw	19	34	38	35	26	20	66	WESTWOOD ONE	EAST	1.6
1.7	1.8	1.7	1.9	1.6	20	WADO Span	1280 5kw	24	44	22	20	21	16	118	TICHENOR MEDIA	KT-H	1.1
1.6	2.6	2.1	2.2	1.6	20	WSKQ-FM Span	97.9 7.8kw	23	18	13	17	20	21	96	SBS	SBS	1.1

Continued on Page 192

# Fairwest Direct

According to . . . Mike O'Malley - Program Director, WYNY New York

"Marketing in the 90's means developing an individual relationship with your listeners. We chose the FAIRBASE Interactive Marketing System and the marketing team of Fairwest Direct to help lead us in this new direction."

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POPULATION: 14,151,200

Continued from Page 191

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
1.7	1.3	1.9	1.5	1.5	22	WLIB N/T	1190 10kw	26	24	17	16	16	17	127	INNER CITY	MCG	1.4
1.3	2.0	1.8	1.4	1.5	22	WQXR-A/F Clas	1580/96.3 50kw/78kw	20	36	39	30	28	23	68	INTERSTATE	MMR	1.2
1.4	1.1	1.3	1.7	1.5	22	WSKQ Span	620 5kw	25	15	18	19	19	22	118	SBS	SBS	1.0
1.5	1.5	1.6	1.3	1.4	25	WNCN Clas	104.3 7.8kw	21	29	24	24	22	18	66	GAF	CMBS	1.4
1.0	1.1	1.1	1.0	1.1	26	WALK-A/F AC	1370/97.5 5kw/4.5kw	27	19	23	21	24	24	99	AMERICAN MEDIA	DUR	1.0
0.7	0.7	0.8	1.0	1.0	27	WKDM Span	1380 5kw	31	27	20	23	25	27	107	UNITED	KT-H	--

### 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 WXRK	1 WRKS	1 WXRK	1 WRKS	1 WCBS-FM	1 WLTW	AC	9.7
2 WNEW-FM	2 WHTZ	2 WCBS-FM	2 WHTZ	2 WXRK	2 WCBS-FM	AOR	3.2
3 WRKS	3 WQHT	3 WNEW-FM	3 WLTW	3 WNEW-FM	3 WNSR	BBnd	1.8
4 WQHT	4 WNSR	4 WRKS	4 WNSR	4 WFAN	4 WHTZ	B/EZ	5.7
5 WBLS	5 WBLs	5 WBLs	5 WCBS-FM	5 WLTW	5 WRKS	CHR	11.0
6 WHTZ	6 WLTW	6 WFAN	6 WBLs	6 WBLs	6 WBLs	Clas	2.9
7 WFAN	7 WNEW-FM	7 WLTW	7 WQHT	7 WRKS	7 WINS	Ctry	2.7
8 WNSR	8 WPLJ	8 WHTZ	8 WNEW-FM	8 WQCD	8 WYNY	Gold/CR	8.5
9 WCBS-FM	9 WXRK	9 WQHT	9 WXRK	9 WINS	9 WNEW-FM	Jazz	2.0
10 WLTW	10 WCBS-FM	10 WNSR	10 WINS	10 WHTZ	10 WXRK	N/T	19.5
						Span	5.7
						UC	9.6

# Fairwest Direct

According to . . . Jim Wood - President, Emerald Entertainment

"After investigating close to 40 database systems, we chose the FAIRBASE Interactive Marketing System. We looked to the future of database marketing and luckily for us, found Fairwest Direct. They are more than just the leaders in direct marketing....they are the innovators."

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POPULATION: 1,151,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12-17 RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.3	8.2	9.0	9.4	13.1	1	<b>WOWI</b> UC	102.9 50kw	1	1	1	1	1	6	120	MEDIACOMM	MCG	9.3
8.8	8.5	7.1	9.3	8.2	2	<b>WCMS-A/F</b> Ctry	1050/100.5 5-.37kw	5	9	9	7	2	1	90	WCMS RADIO	EAST	10.1
8.1	8.2	7.5	8.3	7.6	3	<b>WAFX</b> CR	106.9 100kw	4	4	2	2	3	12	83	RADIO VENTURES	CBS	10.5
6.6	9.0	9.1	8.6	6.7	4	<b>WNOR-A/F</b> AOR	1230/98.7 1kw/46kw	3	3	3	3	8	15	74	SAGA	MCG	9.4
6.2	5.4	8.2	6.2	6.4	5	<b>WNVZ</b> CHR	104.5 50kw	2	2	4	6	9	9	61	WILKS/SCHWARTZ	BAN	9.6
5.5	5.5	5.5	6.5	6.2	6	<b>WJQI-A/F</b> AC	1600/94.9 5kw/50kw	7	6	8	5	4	2	86	COLEMAN	HNWH	4.9
6.8	3.8	5.0	6.4	5.9	7	<b>WWDE</b> AC	101.3 50kw	6	24	5	4	6	5	70	EDENS	CHR	3.9
10.0	8.9	8.2	6.8	5.5	8	<b>WFOG</b> B/EZ	92.9 50kw	9	20	13	11	10	4	89	SUNSHINE WIRE.	MMR	5.6
3.1	3.5	3.9	2.8	5.1	9	<b>WLTY</b> Gold	95.7 40kw	8	7	11	8	5	3	77	LANDMARK	KATZ	4.8
5.4	5.1	5.2	5.2	4.6	10	<b>WMYK</b> UC	93.7 100kw	10	10	6	9	7	7	78	EDGE	DUR	5.5
2.2	2.4	2.6	2.9	3.4	11	<b>WMXN</b> AC	105.3 50kw	11	5	7	10	11	16	58	WIN	KATZ	3.5
3.0	2.9	2.4	2.9	3.2	12	<b>WTAR</b> Gold	790 50kw	12	22	18	19	18	8	73	LANDMARK	KATZ	1.9
3.1	4.3	2.8	2.7	2.3	13	<b>WNIS</b> Talk	850 5-1kw	13	15	15	15	14	10	67	WNIS, INC.	MMR	2.8
2.9	2.9	2.6	1.9	1.9	14	<b>WPCE</b> Rel	1400 1-.25kw	15	21	17	16	15	11	83	WILLIS	MCG	2.6
1.3	1.8	1.8	1.9	1.7	15	<b>WTZR</b> AOR	92.1 3.7kw	17	8	10	12	19	26	77	AMERICAN EAGLE	K/P	2.3
2.1	2.7	2.2	2.1	1.5	16	<b>WBSK</b> UC	1350 5kw	18	19	16	18	13	14	70	MEDIACOMM	MCG	.6
4.1	3.5	3.3	2.5	1.4	17	<b>WGH-FM</b> Ctry	97.3 74kw	14	23	12	13	16	18	46	SUSQUEHANNA	DUR	.9
1.7	1.9	1.5	1.4	1.3	18	<b>WKEZ</b> Ctry	94.1 50kw	16	11	20	14	12	13	59	EURE	ROS	1.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	15.5
1 WAFX	1 WOWI	1 WAFX	1 WOWI	1 WAFX	1 WJQI-FM	AOR	8.4
2 WOWI	2 WWDE	2 WOWI	2 WWDE	2 WLTY	2 WCMS-FM	B/EZ	5.5
3 WNOR-FM	3 WNVZ	3 WNOR-FM	3 WJQI-FM	3 WCMS-FM	3 WWDE	CHR	6.4
4 WNVZ	4 WNOR-FM	4 WLTY	4 WNVZ	4 WOWI	4 WCMS-FM	Ctry	10.9
5 WTZR	5 WMYK	5 WNVZ	5 WMYK	5 WNOR-FM	5 WLTY	Gold/CR	15.9
6 WWDE	6 WJQI-FM	6 WWDE	6 WCMS-FM	6 WMYK	6 WMYK	N/T	2.3
7 WMXN	7 WAFX	7 WCMS-FM	7 WLTY	7 WJQI-FM	7 WNVZ	Rel/CC	1.9
8 WCMS-FM	8 WMXN	8 WMYK	8 WAFX	8 WWDE	8 WAFX	UC	19.2
9 WMYK	9 WCMS-FM	9 WJQI-FM	9 WNOR-FM	9 WNVZ	9 WFOG		
10 WGH-FM	10 WLTY	10 WMXN	10 WMXN	10 WFOG	10 WNOR-FM		

POPULATION: 802,900

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	15.2	16.0	14.9	17.1	1	<b>KXXY-A/F</b> Ctry	1340/96.1 1kw/98kw	1	3	2	1	1	1	103	NEWMARKET MEDIA	MCG	16.8
7.6	7.0	9.2	10.2	10.2	2	<b>KATT</b> AOR	100.5 97kw	4	2	1	2	4	12	90	SURREY	BAN	14.2
9.2	9.2	7.5	9.6	7.3	3	<b>KJYO</b> CHR	102.7 98kw	2	1	3	6	10	15	57	CLEAR CHANNEL	CHR	9.6
6.6	4.4	5.3	5.7	7.3	4	<b>KRXO</b> CR	107.7 99kw	7	8	4	3	2	4	87	DIAMOND	CBS	6.2
8.2	5.7	5.5	4.9	7.2	5	<b>KTOK</b> N/T	1000 5kw	3	11	11	11	9	5	60	CLEAR CHANNEL	CHR	6.3
5.0	5.9	7.4	6.9	7.0	6	<b>KMGL</b> AC	104.1 99kw	6	9	6	4	3	3	82	RENDA	EAST	5.0
6.4	7.2	6.8	5.3	6.8	7	<b>KEBC</b> Ctry	94.7 100kw	5	6	7	8	6	2	67	INDEPENDENCE	KATZ	6.8
7.7	6.9	7.5	5.8	5.9	8	<b>KZBS</b> CHR	98.9 100kw	8	4	5	5	8	10	71	ZUMMA	HNWH	7.3
8.1	11.4	8.0	5.9	4.9	9	<b>KKNG</b> AC	92.5 100kw	10	13	10	9	7	8	69	WILKS-SCHWARTZ	TOR	3.1
4.0	2.5	3.8	6.5	4.8	10	<b>WKY</b> B/EZ	930 5kw	11	10	16	14	13	6	82	GAYLORD	CHR	2.4
4.0	5.4	4.8	5.1	4.4	11	<b>KLTE</b> Gold	101.9 98kw	9	5	8	7	5	7	60	ENTERCOM	KATZ	6.1
0.8	0.4	0.6	2.1	2.4	12	<b>KTNT</b> Jazz	97.7 3kw	13	16	9	10	11	13	74	USA BROAD.	K/P	1.4
5.9	4.6	3.6	3.7	2.3	13	<b>KOMA</b> Gold	1520 50kw	12	7	13	12	12	9	52	DIAMOND	CBS	3.5
0.9	1.1	0.6	1.0	1.9	14	<b>WWLS</b> Spor	640 1kw	14	14	12	13	15	14	73	FOX	MCG	1.1
0.7	0.7	0.7	0.9	1.6	15	<b>KQCV</b> Rel	800 .25kw	15	17	14	15	14	11	81	BOTT	--	1.2

### 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 KATT	1 KXXY-FM	1 KATT	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	AC	11.9
2 KRXO	2 KMGL	2 KRXO	2 KMGL	2 KRXO	2 KMGL	AOR	10.2
3 KXXY-FM	3 KJYO	3 KXXY-FM	3 KZBS	3 KATT	3 KLTE	B/EZ	4.8
4 KJYO	4 KZBS	4 KLTE	4 KJYO	4 KLTE	4 KEBC	CHR	13.2
5 KZBS	5 KATT	5 KJYO	5 KATT	5 KEBC	5 KKNG	Ctry	23.9
6 KEBC	6 KRXO	6 KZBS	6 KRXO	6 KTOK	6 KRXO	Gold/CR	14.0
7 KLTE	7 KLTE	7 KEBC	7 KLTE	7 KMGL	7 KZBS	Jazz	2.4
8 KTNT	8 KEBC	8 KTOK	8 KEBC	8 KKNG	8 KJYO	N/T	9.1
9 KMGL	9 KKNG	9 KMGL	9 KKNG	9 KZBS	9 KTNT	Rel/CC	1.6
10 KTOK	10 KTNT	10 KTNT	10 KTNT	10 KOMA	10 KATT		

POPULATION: 899,000

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BRCH SHARE
10.1	11.2	9.6	8.7	9.6	1	<b>WWKA</b> Ctry	92.3 98kw	2	7	7	6	3	1	90	NEWCITY	KATZ	9.1
9.6	8.1	8.9	11.4	8.3	2	<b>WJHM</b> UC	101.9 28kw	3	1	4	3	6	10	95	BEASLEY	HNWH	11.8
4.7	6.3	6.6	5.0	7.2	3	<b>WDBO</b> AC	580 5kw	7	16	13	12	8	2	92	NEWCITY	KATZ	5.7
0.0	0.0	0.0	0.6	7.2	3	<b>WMMO</b> AC	98.9 38kw	4	11	1	1	1	7	85	INTERMART	--	7.0
9.7	8.3	8.6	8.5	6.4	5	<b>WSTF</b> AC	101.1 100kw	5	5	5	4	2	4	76	CAPITOL BR. CO.	BAN	5.6
5.5	5.1	5.2	5.6	5.7	6	<b>WDIZ</b> AOR	100.3 100kw	6	9	3	2	5	13	72	SHAMROCK COMM.	MMR	4.9
6.7	6.4	6.6	6.7	5.6	7	<b>WHTQ</b> AOR	96.5 100kw	8	4	2	5	11	20	75	TK	EAST	8.0
6.1	8.6	9.2	5.7	5.4	8	<b>WOMX-A/F</b> CHR	950/105.1 5kw/100kw	1	3	6	7	7	11	51	NATIONWIDE	MCG	9.4
6.1	7.0	7.9	8.0	4.8	9	<b>WOCL</b> Gold	105.9 100kw	9	10	9	8	4	3	66	AMERICAN MEDIA	CHR	4.3
6.9	5.4	6.1	5.7	4.8	9	<b>WSSP</b> B/EZ	104.1 100kw	12	23	15	14	12	5	85	GUY GANNETT	CHR	3.7
4.2	4.8	3.4	3.4	3.9	11	<b>WWNZ</b> N/T	740 5.1kw	14	18	14	13	13	6	81	GUY GANNETT	CHR	3.7
4.2	3.7	3.8	2.7	3.9	11	<b>WXXL</b> CHR	106.7 100kw	10	2	8	11	14	14	56	TAYLOR	DUR	4.2
3.5	4.7	3.5	2.9	3.2	13	<b>WLOQ</b> NAC	103.1 2.65kw	15	13	11	10	9	9	67	LITCHFIELD	BAN	4.4
4.5	4.0	3.3	3.8	3.2	13	<b>WMGF</b> AC	107.7 100kw	11	8	10	9	10	8	53	METROPLEX	MMR	2.0
2.5	2.6	2.3	3.6	2.3	15	<b>WWLV</b> B/EZ	94.5 95kw	13	21	16	15	15	12	48	PASCO PINELLAS	EAST	2.0
0.9	0.6	1.3	0.7	1.9	16	<b>WPCV</b> Ctry	97.5 100kw	16	14	12	16	16	16	79	HALL	TOR	.9
0.0	1.5	0.9	1.8	1.6	17	<b>WONQ</b> Span	1140 4.1kw	22	25	21	18	17	15	256	Q BROADCASTING	LOTU	.6
1.0	1.2	0.9	1.2	1.4	18	<b>WTLN-A/F</b> Rel	1520/95.3 5kw/3kw	17	12	18	19	18	17	59	ALTON	KBS	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	24.0
1 WHTQ	1 WSTF	1 WMMO	1 WSTF	1 WMMO	1 WSTF	AOR	11.3
2 WMMO	2 WMMO	2 WDIZ	2 WMMO	2 WDIZ	2 WWKA	B/EZ	7.1
3 WDIZ	3 WJHM	3 WHTQ	3 WOMX-FM	3 WOCL	3 WOCL	CHR	9.3
4 WJHM	4 WOMX-FM	4 WJHM	4 WJHM	4 WWKA	4 WMMO	Ctry	11.5
5 WWKA	5 WDIZ	5 WWKA	5 WWKA	5 WJHM	5 WOMX-FM	Gold/CR	4.8
6 WOMX-FM	6 WWKA	6 WOCL	6 WDIZ	6 WSTF	6 WJHM	NAC	3.2
7 WSTF	7 WHTQ	7 WLOQ	7 WOCL	7 WDBO	7 WSSP	N/T	3.9
8 WOCL	8 WXXL	8 WOMX-FM	8 WMGF	8 WHTQ	8 WMGF	Rel/CC	1.4
9 WPCV	9 WMGF	9 WSTF	9 WXXL	9 WLOQ	9 WLOQ	Span	1.6
10 WLOQ	10 WOCL	10 WDBO	10 WHTQ	10 WWNZ	10 WDBO	UC	8.3

POPULATION: 4,155,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.6	7.4	5.8	7.9	8.8	1	<b>KYW</b> News	1060 50kw	1	14	14	10	7	1	66	GROUP W	G/W	6.2
7.5	6.9	8.2	7.9	7.6	2	<b>WMMR</b> AOR	93.3 29kw	2	4	1	1	1	8	84	GROUP W	G/W	8.5
5.8	6.7	6.8	7.0	6.7	3	<b>WUSL</b> UC	98.9 18kw	9	2	3	3	6	14	110	TAK	CBS	11.8
6.1	6.8	6.4	5.9	6.0	4	<b>WEAZ-A/F</b> AC	560/101.1 5kw/14kw	5	16	9	6	3	3	80	SALEM	MCG	4.2
5.3	6.2	6.4	6.8	5.8	5	<b>WYSP</b> CR	94.1 16kw	4	6	2	2	5	15	72	INFINITY	TOR	5.9
5.2	6.0	5.2	5.2	5.5	6	<b>WPEN</b> Nost	950 5kw	14	25	26	18	17	7	115	GREATER MEDIA	MMR	4.3
7.7	7.0	8.3	8.2	5.3	7	<b>WOGL-A/F</b> Gold	1210/98.1 50kw/12.5kw	3	8	10	4	2	2	71	CBS	CBS	5.4
3.2	4.5	3.9	3.3	5.0	8	<b>WMGK</b> AC	102.9 8.5kw	8	10	6	5	4	4	78	GREATER MEDIA	MMR	4.0
5.3	5.9	5.1	5.5	4.8	9	<b>WIOQ</b> CHR	102.1 27kw	6	1	4	9	13	16	63	EZ	CHR	7.4
3.2	3.9	3.1	3.7	4.8	10	<b>WVDB</b> Talk	96.5 17kw	15	26	16	16	16	9	104	PANACHE	BAN	3.9
4.8	3.3	4.8	4.3	4.2	11	<b>WXTU</b> City	92.5 15.5kw	13	12	11	13	10	5	82	BEASLEY	BAN	3.8
5.5	5.4	4.9	4.5	3.7	12	<b>WEGX</b> CHR	106.1 22.5kw	6	3	5	11	15	18	52	MALRITE	EAST	4.8
4.5	4.5	4.0	3.2	3.7	12	<b>WKSZ</b> AC	100.3 35kw	10	13	13	12	11	6	70	WKSZ, INC.	HNWH	2.8
0.0	0.0	0.0	3.0	3.6	14	<b>WYXR</b> AC	104.5 16kw	12	7	7	7	8	10	69	PYRAMID	DUR	2.6
3.6	3.8	4.3	3.8	3.5	15	<b>WDAS-FM</b> UC	105.3 3.3kw	16	9	8	8	9	12	89	UNITY	MCG	4.5
2.6	1.8	2.3	1.9	3.2	16	<b>WIP</b> Spor	610 5kw	11	11	12	14	12	11	60	SPECTACOR	KATZ	3.5
2.6	2.5	3.1	2.5	2.3	17	<b>WFLN</b> Clas	95.7 50kw	17	17	17	15	14	13	60	FRANKLIN	CMBS	2.4

Continued on Page 202

# Fairwest Direct

According to . . . Dana Horner - V. P. General Manager KKAT Salt Lake City

*"The marketing team of Fairwest Direct has taken the concept of 'high tech - high touch' another step forward. The direct marketing concepts developed by Fairwest are being used effectively by a number of leading operators."*

Direct Mail • Interactive Database Marketing • Telemarketing • (Phone) 619-552-0777 • (FAX) 619-552-0098

POPULATION: 1,786,000

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ CPH	STATION FORMAT	FREQUENCY POWER	CUM. RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.6	11.4	9.1	9.8	11.0	1	<b>KNIX</b> Ctry	102.5 98kw	1	10	5	1	1	1	87	BUCK OWENS	KATZ	9.6
7.9	8.3	8.6	7.6	8.8	2	<b>KTAR</b> N/T	620 5kw	2	13	15	9	4	2	72	PULITZER	CBS	7.1
6.2	7.4	6.7	6.7	6.4	3	<b>KUPD</b> AOR	97.9 100kw	5	3	1	2	7	20	77	TRI-STATE	BAN	10.7
5.8	6.4	5.1	5.5	6.2	4	<b>KKLT</b> AC	98.7 115kw	3	14	3	3	2	3	70	PULITZER	CBS	4.5
6.7	6.2	5.4	3.9	5.6	5	<b>KMEO-FM</b> AC	96.9 100kw	12	23	12	11	8	4	97	GROUP W	G/W	2.5
3.3	4.0	3.5	5.4	4.7	6	<b>KSLX</b> CR	100.7 100kw	7	6	2	4	6	13	69	COOK INLET	MMR	3.8
2.6	3.2	4.2	4.4	4.4	7	<b>KESZ</b> AC	99.9 100kw	9	5	7	5	3	5	68	DUFFY II	EAST	2.8
3.7	4.5	4.6	5.1	4.3	8	<b>KMLE</b> Ctry	107.9 100kw	13	12	8	6	5	6	83	SHAMROCK BR.	EAST	4.9
5.7	5.6	4.2	4.1	4.1	9	<b>KKFR</b> CHR	92.3 100kw	8	1	9	12	16	23	62	BROADCAST GR.	DUR	6.0
3.1	6.3	4.7	4.7	4.0	10	<b>KOY-FM</b> CHR	95.5 96kw	4	2	10	14	13	16	45	EDENS	CHR	5.0
6.4	2.9	3.1	4.3	3.8	11	<b>KZZP</b> CHR	104.7 100kw	6	4	4	7	12	18	46	NATIONWIDE	MCG	4.9
3.7	2.1	2.9	3.8	3.2	12	<b>KFYI</b> N/T	910 5kw	15	30	18	15	14	8	70	BROADCAST GR.	DUR	3.4
3.5	4.4	4.5	3.3	3.1	13	<b>KDKB</b> AOR	93.3 100kw	10	16	6	8	11	17	50	SANDUSKY	TOR	5.2
1.6	2.2	4.4	3.9	3.0	14	<b>KMXX</b> AC	101.5 100kw	11	7	13	13	10	7	52	EZ	BAN	3.5
4.5	4.0	4.3	2.7	2.8	15	<b>KOOL-FM</b> Gold	94.5 100kw	14	9	11	10	9	9	56	ADAMS	HNWH	4.3
2.8	1.8	1.5	2.3	2.4	16	<b>KLFF</b> BBnd	1360 5-1kw	18	24	30	29	29	21	104	RESOURCE MEDIA	--	1.2
1.2	0.6	0.7	1.7	2.1	17	<b>KMEO</b> B/EZ	740 1.292kw	17	26	20	17	17	11	73	GROUP W	G/W	.2
3.3	3.2	3.1	2.8	2.1	17	<b>KOY</b> Nost	550 5-1kw	16	20	27	25	21	12	61	EDENS	CHR	1.5
1.4	1.4	2.1	1.5	1.5	19	<b>KOOL</b> Gold	960 5kw	19	17	23	18	15	10	73	ADAMS	HNWH	1.6
0.8	1.5	1.2	0.9	1.4	20	<b>KCWW</b> Ctry	1580 50kw	24	21	25	27	22	14	116	BUCK OWENS	KATZ	.9
0.7	0.7	0.7	0.4	1.4	20	<b>KGRX</b> NAC	100.3 90kw	20	11	14	16	20	24	68	FIRST CITY	ROS	1.3
1.2	1.3	1.6	0.7	1.4	20	<b>KONC</b> Clas	106.3 3kw	22	25	26	23	19	15	72	RESOURCE MEDIA	CMBS	1.1
1.6	0.5	1.2	1.5	1.4	20	<b>KPHX</b> Span	1480 1.5kw	23	22	16	19	18	19	109	CONTINENTAL	CAB	.9
1.1	1.2	1.7	2.0	1.0	24	<b>KUKQ</b> NR	1060 5-1kw	21	8	17	20	23	26	49	TRI-STATE	BAN	2.0

### 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 KKLT	1 KUPD	1 KKLT	1 KNIX	1 KNIX
2 KSLX	2 KESZ	2 KNIX	2 KNIX	2 KTAR	2 KKLT
3 KDKB	3 KUPD	3 KSLX	3 KESZ	3 KSLX	3 KESZ
4 KMLE	4 KZZP	4 KDKB	4 KZZP	4 KUPD	4 KMEO-FM
5 KNIX	5 KKFR	5 KMLE	5 KMEO-FM	5 KKLT	5 KMLE
6 KZZP	6 KSLX	6 KTAR	6 KUPD	6 KMLE	6 KMXX
7 KKFR	7 KMEO-FM	7 KKLT	7 KMLE	7 KDKB	7 KZZP
8 KKLT	8 KNIX	8 KOOL-FM	8 KMXX	8 KOOL-FM	8 KTAR
9 KOOL-FM	9 KOY-FM	9 KESZ	9 KSLX	9 KESZ	9 KSLX
10 KGRX	10 KMXX	10 KZZP	10 KKFR	10 KMXX	10 KOOL-FM

AC	19.2
AOR	10.5
BBnd	4.5
B/EZ	2.1
CHR	11.9
Clas	1.4
Ctry	16.7
Gold/CR	9.0
NAC	1.4
N/T	12.0
Span	1.4

POPULATION: 1,951,300

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ MONTH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM 12+ BIRCH SHARE	
12.3	13.6	13.2	14.2	14.9	1	<b>KDKA</b> AC	1020 50kw	1	10	10	5	3	1	87	GROUP W	G/W	12.8
7.8	9.3	9.8	9.7	8.8	2	<b>WDVE</b> AOR	102.5 55kw	4	4	1	1	2	11	87	GREAT AMERICAN	CHR	13.5
7.0	7.3	7.7	6.4	8.1	3	<b>WWSW-AIF</b> Gold	970/94.5 5kw/50kw	3	6	5	2	1	2	80	SHAMROCK BR.	MCG	7.9
8.7	9.5	8.4	8.6	6.9	4	<b>WBZZ</b> CHR	93.7 41kw	2	1	2	3	4	8	61	EZ	BAN	9.3
6.8	5.3	5.7	5.0	5.4	5	<b>WTAE</b> Talk	1250 5kw	5	25	12	12	11	3	68	HEARST	KATZ	5.0
5.4	5.7	6.7	5.8	5.2	6	<b>WAMO</b> UC	105.9 72kw	8	3	3	4	8	12	91	SHERIDAN	HNWH	7.4
9.6	7.1	5.5	5.1	5.2	6	<b>WSHH</b> AC	99.7 10.5kw	6	9	11	10	9	4	67	RENDA	EAST	4.9
3.8	4.5	5.8	4.9	4.7	8	<b>WDSY</b> Ctry	107.9 50kw	12	12	7	8	5	5	89	ENTERCOM	DUR	6.7
2.4	2.7	2.9	3.3	4.1	9	<b>WKPA/WEZE</b> B/EZ	1150/104.7 1kw/50kw	14	19	16	13	12	6	124	SALEM	ROS	1.6
3.4	3.4	3.9	3.5	4.0	10	<b>WJAS</b> BBnd	1320 5kw	13	15	30	20	18	10	95	RENDA	EAST	2.7
4.4	4.5	3.8	5.0	3.9	11	<b>WLTJ</b> AC	92.9 47kw	9	11	9	9	7	7	71	WLTJ INC.	DUR	2.6
4.2	3.4	4.2	4.6	3.7	12	<b>WMYG</b> CR	96.9 45kw	11	5	4	6	10	13	69	BENNS	MMR	3.7
3.7	4.5	3.7	2.8	3.5	13	<b>WHTX</b> AC	96.1 50kw	7	8	8	7	6	9	60	HEARST	KATZ	2.8
1.4	1.4	1.6	2.2	3.2	14	<b>WMXP</b> CHR	100.7 17kw	10	2	6	11	13	18	59	SIGNATURE	DUR	3.6
2.1	1.6	1.9	1.8	1.7	15	<b>KQV</b> News	1410 5kw	15	21	20	16	17	14	54	CALVARY	--	1.4
1.1	1.0	1.0	1.1	1.3	16	<b>WPIT-FM</b> Rel	101.5 48kw	16	20	13	14	14	15	55	PYRAMID	--	1.3
1.6	1.0	1.0	1.1	1.2	17	<b>WMBS</b> AC	590 1kw	19	17	22	22	16	16	109	FAYETTE	REG	.8

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	27.5
1 WDVE	1 WDVE	1 WDVE	1 WWSW-FM	1 WDVE	1 WWSW-FM	AOR	8.8
2 WMYG	2 WBZZ	2 WWSW-FM	2 WBZZ	2 WWSW-FM	2 KDKA	BBnd	4.0
3 WBZZ	3 WAMO	3 KDKA	3 WDVE	3 KDKA	3 WLTJ	B/EZ	4.1
4 WAMO	4 WWSW-FM	4 WMYG	4 WLTJ	4 WMYG	4 WBZZ	CHR	10.1
5 WWSW-FM	5 WLTJ	5 WBZZ	5 WAMO	5 WHTX	5 WDSY	Ctry	4.7
6 WDSY	6 WMXP	6 WAMO	6 KDKA	6 WDSY	6 WSHH	Gold/CR	11.8
7 WHTX	7 WMYG	7 WHTX	7 WSHH	7 WTAE	7 WAMO	N/T	6.9
8 KDKA	8 WHTX	8 WDSY	8 WHTX	8 WBZZ	8 WHTX	Rel/CC	1.3
9 WMXP	9 WDSY	9 WTAE	9 WDSY	9 WAMO	9 WDVE	UC	5.2
10 WTAE	10 WSHH	10 WSHH	10 WMXP	10 WSHH	10 WTAE		



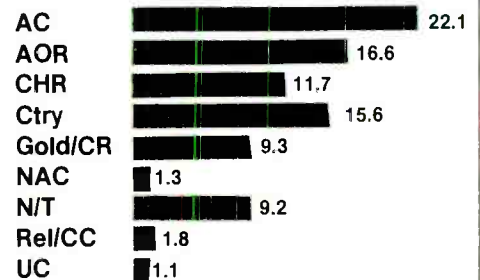
POPULATION: 1,366,200

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.9	7.5	9.0	8.5	9.1	1	KUPL-FM Ctry	98.5 100kw	5	10	7	5	5	1	97	SCRIPPS HOWARD	BAN	7.9
8.2	7.8	8.8	6.2	8.6	2	KEX AC	1190 50kw	1	9	9	7	4	2	70	GREAT AMERICAN	KATZ	7.6
10.7	9.6	8.9	0.1	8.1	3	KKRZ CHR	100.3 95kw	2	1	3	6	9	10	67	GREAT AMERICAN	KATZ	12.1
8.0	8.1	7.0	8.0	7.6	4	KKCW AC	103.3 95kw	3	7	2	1	1	3	75	TRUMPER	DUR	6.8
4.2	3.9	5.6	4.4	6.3	5	KKSN-FM Gold	97.1 100kw	4	3	6	2	2	4	65	HERITAGE	CHR	7.5
5.5	6.7	6.2	6.7	5.9	6	KINK AOR/NAC	101.9 100kw	6	13	4	3	3	7	72	KING	MMR	6.2
2.3	4.5	4.7	6.3	5.5	7	KUFO AOR	101.1 100kw	7	8	1	4	6	17	70	HENRY	CHR	7.5
6.3	5.5	5.6	4.0	5.5	7	KXL N/T	750 50-20kw	9	22	15	11	10	5	73	KAYE-SMITH	MCG	3.7
6.6	7.9	4.5	3.3	4.5	9	KXL-FM AC	95.5 100kw	10	12	11	10	8	6	69	KAYE-SMITH	MCG	2.7
6.1	5.6	4.9	4.0	4.1	10	KGON AOR	92.3 100kw	11	5	5	8	7	12	65	ACKERLY	EAST	4.2
6.6	4.3	4.3	5.0	3.6	11	KXYQ CHR	105.1 100kw	8	2	8	9	11	16	48	FIRST CITY	BAN	5.3
2.7	2.9	4.1	4.2	3.0	12	KKSN Gold	910 5kw	14	15	23	19	18	4	80	HERITAGE	CHR	2.7
2.7	3.0	2.5	3.0	3.0	12	KWJJ-FM Ctry	99.5 94kw	12	14	10	12	14	9	69	PARK	HNWH	1.8
1.6	2.1	2.4	1.7	2.7	14	KGW Talk	620 5kw	13	17	14	13	12	8	68	KING	MMR	2.3
0.8	1.4	1.5	1.7	2.2	15	KWJJ Ctry	1080 50-10kw	17	20	22	20	16	9	84	PARK	HNWH	1.8
1.4	1.9	1.3	1.3	1.8	16	KPDQ-FM Rel	93.7 100kw	16	16	16	15	15	15	60	SALEM	--	1.6
1.0	1.6	1.1	2.2	1.3	17	KESI NAC	970 5kw	18	24	26	26	22	13	59	HENRY	CHR	.9
4.2	2.4	1.6	2.2	1.3	17	KMXI AC	106.7 94kw	15	11	12	14	13	20	37	FAIRMONT	HNWH	1.3
1.6	1.2	1.1	0.9	1.3	17	KUPL Ctry	1330 5kw	19	18	19	18	19	18	59	SCRIPPS HOWARD	BAN	1.1
0.0	0.0	0.4	1.3	1.1	20	KBMS UC	1480 1-2.5kw	20	6	18	17	17	19	110	CHRIS BENNETT	--	1.8
0.8	0.0	0.7	1.4	1.1	20	KZRC AOR	1010 5kw	22	4	13	16	20	24	128	FIRST CITY	TOR	.9

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KUFO	1 KKCW	1 KUFO	1 KKCW	1 KKSN-FM	1 KKCW
2 KGON	2 KKRZ	2 KKSN-FM	2 KKRZ	2 KEX	2 KINK
3 KKSN-FM	3 KINK	3 KGON	3 KINK	3 KUFO	3 KUPL-FM
4 KKRZ	4 KUFO	4 KINK	4 KUPL-FM	4 KINK	4 KEX
5 KINK	5 KUPL-FM	5 KEX	5 KKSN-FM	5 KGON	5 KKS
6 KKCW	6 KXYQ	6 KUPL-FM	6 KEX	6 KUPL-FM	6 KKRZ
7 KXYQ	7 KKSN-FM	7 KKCW	7 KUFO	7 KKCW	7 KXL-FM
8 KEX	8 KGON	8 KKRZ	8 KXL-FM	8 KXL	8 KUFO
9 KUPL-FM	9 KXL-FM	9 KXYQ	9 KXYQ	9 KXL-FM	9 KXYQ
10 KZRC	10 KEX	10 KXL	10 KGON	10 KKRZ	10 KGON



POPULATION: 1,274,500

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12-AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.9	10.7	10.7	12.0	9.6	1	<b>WPRO-FM</b> CHR	92.3 39kw	1	1	2	2	4	4	72	CAP CITIES/ABC	BAN	12.6
7.3	7.7	6.9	9.8	8.4	2	<b>WWLI</b> AC	105.1 50kw	3	11	3	3	1	1	102	TMZ	MCG	5.9
7.2	8.0	7.2	9.5	7.8	3	<b>WHJY</b> AOR	94.1 50kw	2	3	1	1	3	10	94	FEDERAL	KATZ	7.2
6.0	5.0	4.8	4.7	6.1	4	<b>WHJJ</b> N/T	920 5kw	6	13	14	11	9	3	85	FEDERAL	KATZ	4.7
6.8	5.4	5.6	5.9	5.9	5	<b>WPRO</b> Talk	630 5kw	4	35	12	9	7	4	74	CAP CITIES/ABC	BAN	3.6
7.9	4.8	6.7	5.4	5.9	5	<b>WWBB</b> Gold	101.5 13.5kw	5	17	8	4	2	2	81	WILKS/SCHWARTZ	MCG	5.1
6.2	4.4	5.3	5.3	5.2	7	<b>WSNE</b> AC	93.3 30kw	7	8	5	5	5	5	74	BECK-ROSS	EAST	4.5
2.0	3.5	3.9	4.1	4.0	8	<b>WPLM-A/F</b> BBnd	1390/99.1 5kw/50kw	10	31	30	31	19	8	101	PLYMOUTH ROCK	--	2.4
3.1	3.8	4.0	3.0	3.5	9	<b>WCTK</b> Ctry	98.1 47kw	12	12	11	8	8	6	95	HALL	TOR	4.7
3.1	3.8	3.1	2.5	3.5	9	<b>WWRX</b> CR	103.7 50kw	8	7	4	6	6	12	72	WESTERLY	DUR	3.9
2.0	2.5	2.5	2.1	2.9	11	<b>WFHN</b> CHR	107.1 3kw	14	4	6	7	10	15	116	SAGE	CHR	2.4
3.3	3.1	4.4	3.7	2.6	12	<b>WWKX</b> CHR	106.3 1.15kw	9	2	7	10	12	28	58	OCEAN STATE	CHR	5.4
1.0	0.9	1.0	0.7	2.4	13	<b>WWAZ</b> Clas	790 5kw	15	18	37	23	14	9	105	TMZ	CMBS	1.1
0.4	1.8	0.7	0.9	2.2	14	<b>WALE</b> Talk	990 50.5kw	18	38	24	24	27	14	118	NORTH AMERICAN	--	1.9
3.1	2.6	2.8	2.9	2.2	14	<b>WHIM</b> Ctry	1110 5kw	17	40	33	26	23	11	115	EAST PROVIDENCE	DUR	2.2
3.0	1.5	2.8	1.9	1.7	16	<b>WBRU</b> NR	95.5 20kw	11	5	9	12	11	27	46	BROWN BC SERV.	MMR	2.9
0.5	1.0	0.8	1.1	1.4	17	<b>WZOU</b> CHR	94.5 11.5kw	13	6	10	13	13	31	46	ARDMAN	EAST	.9
1.5	1.1	2.0	1.8	1.3	18	<b>WBSM</b> N/T	1420 5.1kw	27	30	36	29	31	23	114	H&D	CHR	1.2
0.7	1.1	1.3	1.2	1.0	19	<b>WAAF</b> AOR	107.3 18.5kw	25	9	13	14	20	38	82	ZAPIS	KATZ	1.7
0.6	0.8	0.0	0.4	1.0	19	<b>WHTB</b> N/T	1400 1kw	35	39	38	43	42	25	132	S.N.E. BR.	MCG	--

## 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 WWLI	1 WHJY	1 WWLI	AC 13.6
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WPRO-FM	2 WWBB	2 WPRO-FM	AOR 10.1
3 WWRX	3 WWLI	3 WWBB	3 WSNE	3 WWRX	3 WWBB	BBnd 4.0
4 WWLI	4 WSNE	4 WWRX	4 WHJY	4 WPRO-FM	4 WSNE	CHR 16.5
5 WSNE	5 WFHN	5 WSNE	5 WWBB	5 WWLI	5 WHJY	Clas 2.4
6 WZOU	6 WWRX	6 WWLI	6 WFHN	6 WSNE	6 WCTK	Ctry 5.7
7 WWBB	7 WWKX	7 WPRO	7 WWRX	7 WHJJ	7 WPRO	Gold/CR 9.4
8 WWKX	8 WWBB	8 WHJJ	8 WCTK	8 WPRO	8 WWRX	N/T 16.5
9 WFHN	9 WBRU	9 WCTK	9 WWKX	9 WCTK	9 WFHN	
10 WBRU	10 WCTK	10 WFHN	10 WPRO	10 WFHN	10 WHJJ	

# RIVERSIDE-SAN BERNARDINO

POPULATION: 1,187,700

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
2.6	2.9	8.0	6.2	7.6	1	<b>KFRG</b> Ctry	95.1 50kw	2	15	6	1	1	1	95	KEYMARKET	MMR	8.9
10.1	8.6	8.2	8.8	7.5	2	<b>KGGI</b> CHR	99.1 3.1kw	1	1	2	4	5	8	64	AMERICAN MEDIA	MCG	12.1
7.0	9.3	5.8	8.1	7.0	3	<b>KDUO</b> B/EZ	97.5 68kw	5	41	13	10	7	2	106	HENRY	KATZ	3.4
4.2	4.3	4.9	5.4	6.0	4	<b>KOST</b> AC	103.5 12.5kw	3	4	7	2	2	4	77	COX	CHR	4.1
3.4	3.1	5.0	4.3	5.3	5	<b>KFI</b> Talk	640 50kw	6	17	10	9	4	3	83	COX	CHR	4.0
6.0	5.6	5.1	6.3	4.7	6	<b>KLOS</b> AOR	95.5 61kw	7	12	1	3	3	10	78	CAP CITIES/ABC	KATZ	7.0
4.6	6.3	3.4	3.5	4.6	7	<b>KOLZ</b> CHR	100.3 5.3kw	8	2	3	5	11	31	81	WESTWOOD ONE	EAST	5.2
2.7	4.5	3.0	3.2	4.0	8	<b>KIIS-A/F</b> CHR	1190/102.5 5kw/8kw	4	3	4	8	9	18	52	GANNETT	MCG	4.6
3.7	3.1	2.5	2.9	3.8	9	<b>KRTH</b> Gold	101.1 51kw	9	11	8	6	6	5	67	BEASLEY	BAN	1.4
2.3	3.3	3.5	3.4	3.5	10	<b>KCAL-FM</b> AOR	96.7 1.75kw	11	13	5	7	8	15	85	ANAHEIM BR.	TOR	4.7
3.4	2.5	1.4	2.0	2.6	11	<b>KCKC</b> Ctry	1350 5kw	18	38	39	13	12	7	128	RIVERDINO	HNWH	2.4
2.4	2.9	2.6	1.7	2.4	12	<b>KNX</b> News	1070 50kw	10	35	21	16	15	12	48	CBS	CBS	1.5
3.4	2.5	2.0	2.2	2.2	13	<b>KODJ</b> Gold	93.1 28.5kw	12	16	28	11	10	6	64	CBS	CBS	2.3
1.8	1.1	2.1	2.5	1.8	14	<b>KROQ</b> NR	106.7 5.5kw	16	6	9	12	17	37	82	INFINITY	TOR	1.9
1.4	1.6	1.5	1.9	1.7	15	<b>KCAL</b> Span	1410 5-4kw	27	8	17	21	21	13	116	ANAHEIM BR.	LOTU	1.8
1.4	0.9	1.4	2.3	1.7	15	<b>KLVE</b> Span	107.5 29.5kw	34	32	11	14	14	17	144	HEFTEL	CAB	1.6
2.0	1.7	1.8	2.5	1.6	17	<b>KBIG</b> AC	104.3 105kw	13	9	15	15	13	16	47	BONNEVILLE INT	CBS	1.0
1.6	0.9	1.2	1.2	1.6	17	<b>KMPC</b> Nost	710 50-10kw	22	33	40	29	20	9	85	GOLDEN WEST	DUR	.4
1.8	2.4	2.9	2.4	1.3	19	<b>KTWV</b> NAC	94.7 55kw	19	44	22	22	16	11	67	LEGACY	G/W	2.7
0.7	0.9	1.5	0.9	1.2	20	<b>KABC</b> Talk	790 5kw	32	29	31	33	31	27	98	CAP CITIES/ABC	KATZ	.8
0.9	1.3	1.0	0.8	1.2	20	<b>KPWR</b> CHR	105.9 72kw	14	5	14	20	38	40	48	EMMIS	HNWH	.7
1.0	1.3	0.8	1.4	1.2	20	<b>KRSO</b> Nost	590 1kw	24	37	42	36	30	23	73	HENRY	KATZ	.9
1.9	1.3	0.8	1.2	1.1	23	<b>KDIF</b> Span	1440 1kw	30	7	16	25	36	29	79	INLAND EMPIRE	KT-H	1.3
0.0	0.5	2.5	1.3	1.1	23	<b>KKBT</b> UC	92.3 39kw	17	10	12	17	27	39	51	EVERGREEN	MMR	2.8
0.6	0.3	0.4	0.4	1.1	23	<b>KXEZ</b> Gold	98.7 75kw	23	45	23	23	23	21	60	VIACOM	TOR	.8
1.0	1.9	1.2	1.1	1.0	26	<b>KBON</b> Gold	103.9 .038kw	21	39	30	19	19	19	53	RIVERDINO	HNWH	.5
0.7	1.0	0.8	0.8	1.0	26	<b>KOLA</b> Gold	99.9 31kw	15	14	18	18	18	25	44	KOLA, INC.	BAN	1.7
1.2	1.0	1.4	0.7	1.0	26	<b>KZLA</b> Span	93.9 49kw	25	19	19	28	24	20	59	MALRITE	EAST	.2

Continued on Page 202

Continued from Page 196

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WMMR	1 WUSL	1 WMMR	1 WMGK	1 WMMR	1 WMGK	AC 19.0
2 WYSP	2 WMMR	2 WYSP	2 WUSL	2 WYSP	2 WEAZ-FM	AOR 7.6
3 WUSL	3 WEGX	3 WUSL	3 WEAZ-FM	3 WOGL-FM	3 WOGL-FM	BBnd 5.5
4 WIOQ	4 WYXR	4 WOGL-FM	4 WYXR	4 KYW	4 WUSL	CHR 8.5
5 WIP	5 WIOQ	5 WIP	5 WMMR	5 WIP	5 WYXR	Clas 2.3
6 WEGX	6 WYSP	6 KYW	6 WOGL-FM	6 WUSL	6 WDAS-FM	Ctry 4.2
7 WXTU	7 WMGK	7 WMGK	7 WDAS-FM	7 WEAZ-FM	7 WKSZ	Gold/CR 11.1
8 WOGL-FM	8 WEAZ-FM	8 WIOQ	8 WYSP	8 WMGK	8 WXTU	N/T 16.8
9 WDAS-FM	9 WDAS-FM	9 WEAZ-FM	9 WEGX	9 WXTU	9 KYW	UC 10.2
10 WMGK	10 WOGL-FM	10 WXTU	10 WKSZ	10 WDAS-FM	10 WMMR	

Continued from Page 201

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 KOST	1 KFRG	1 KOST	AC 7.6
2 KGGI	2 KOST	2 KFRG	2 KFRG	2 KLOS	2 KFRG	AOR 10.0
3 KQLZ	3 KQLZ	3 KCAL-FM	3 KGGI	3 KFI	3 KDUO	BBnd 2.8
4 KCAL-FM	4 KFRG	4 KFI	4 KQLZ	4 KCAL-FM	4 KGGI	B/EZ 7.0
5 KIIS-FM	5 KIIS-FM	5 KGGI	5 KDUO	5 KOST	5 KRTH	CHR 17.3
6 KFRG	6 KLOS	6 KQLZ	6 KRTH	6 KRTH	6 KLOS	Ctry 10.2
7 KFI	7 KCAL-FM	7 KRTH	7 KIIS-FM	7 KODJ	7 KIIS-FM	Gold/CR 9.1
8 KROQ	8 KRTH	8 KIIS-FM	8 KLOS	8 KQLZ	8 KBIG	NAC 1.3
9 KRTH	9 KDUO	9 KOST	9 KCAL-FM	9 KGGI	9 KODJ	N/T 9.9
10 KOST	10 KBIG	10 KODJ	10 KBIG	10 KCKC	10 KFI	Span 4.5
						UC 1.1

# Fairwest Direct

According to . . . John Forsythe - Operations Manager KOB AM/FM Albuquerque

"Most people I talk with want to help me keep up with the competition. When I talk with Reg Johns and the team of Fairwest Direct, they always have 'cutting edge' marketing strategies to put me ahead of the competition."

Direct Mail • Interactive Database Marketing • Telemarketing • (Phone) 619-552-0777 • (FAX) 619-552-0098

POPULATION: 830,800

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL RFT FIRM	12+ BIRCH SHARE
15.7	16.7	15.1	16.0	15.5	1	<b>WCMF</b> AOR	96.5 50kw	2	2	1	1	1	7	107	STONER	TOR	19.0
10.2	11.3	9.4	10.7	10.6	2	<b>WBEE-FM</b> Ctry	92.5 50kw	6	9	4	4	2	1	104	HERITAGE MEDIA	KATZ	8.7
10.7	9.3	12.5	11.8	10.5	3	<b>WPXY-FM</b> CHR	97.9 50kw	1	1	2	2	4	8	69	PYRAMID	MMR	10.9
7.6	9.3	8.9	9.9	10.0	4	<b>WHAM</b> AC	1180 50kw	3	8	8	8	7	2	75	LINCOLN GROUP	MCG	11.1
8.1	9.0	11.2	7.5	7.6	5	<b>WVOR</b> AC	100.5 50kw	4	7	3	3	3	4	60	LINCOLN GROUP	MCG	5.8
10.5	8.9	7.1	7.3	6.1	6	<b>WRMM-A/F</b> AC	101.3 27kw	5	6	5	5	6	5	56	ATLANTIC VENT	CHR	7.0
7.6	6.4	6.0	6.1	5.5	7	<b>WKLX</b> Gold	98.9 37kw	7	5	7	6	5	3	61	ONTARIO SHORE	DUR	5.1
4.2	4.9	4.4	6.1	4.9	8	<b>WDKX</b> UC	103.9 .8kw	9	3	6	7	8	9	107	MONROE	--	10.6
6.6	5.2	5.2	4.6	4.5	9	<b>WZSH</b> AC	95.1 50kw	8	12	9	9	9	6	71	GREAT LAKES	BAN	1.8
0.8	1.3	2.1	2.8	2.2	10	<b>WBBF</b> Ctry	950 1kw	10	16	15	13	13	10	87	HERITAGE MEDIA	KATZ	2.5
0.4	1.2	0.9	1.1	1.8	11	<b>WPXY</b> Nost	1280 5kw	12	15	16	17	17	11	77	PYRAMID	MMR	.7
1.3	1.0	1.2	1.6	1.3	12	<b>WMJQ</b> CHR	102.5 105kw	11	4	11	11	15	16	52	ALGONQUIN	EAST	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 WCMF	1 WPXY-FM	1 WCMF	1 WPXY-FM	1 WCMF	1 WVOR	AC 28.2
2 WPXY-FM	2 WCMF	2 WBEE-FM	2 WVOR	2 WKLX	2 WPXY-FM	AOR 15.5
3 WBEE-FM	3 WVOR	3 WKLX	3 WCMF	3 WBEE-FM	3 WBEE-FM	BBnd 1.8
4 WDKX	4 WRMM-FM	4 WPXY-FM	4 WRMM-FM	4 WHAM	4 WRMM-FM	CHR 11.8
5 WRMM-FM	5 WDKX	5 WHAM	5 WBEE-FM	5 WRMM-FM	5 WCMF	Ctry 12.8
6 WKLX	6 WBEE-FM	6 WRMM-FM	6 WDKX	6 WVOR	6 WHAM	Gold/CR 5.5
7 WVOR	7 WZSH	7 WVOR	7 WKLX	7 WPXY-FM	7 WDKX	UC 4.9
8 WHAM	8 WKLX	8 WDKX	8 WZSH	8 WDKX	8 WKLX	
9 WKFM	9 WHAM	9 WKFM	9 WHAM	9 WZSH	9 WZSH	
10 WGR-FM	10 WMJQ	10 WZSH	10 WMJQ	10 WGR-FM	10 WPCX	

# Fairwest Direct

According to . . . Jeff Vidler - Program Director CJFM Montreal

"The Loyal Listener Program developed by Fairwest Direct, using the FAIRBASE Interactive Marketing System, completes the bonding process with listeners so often missing with many stations today."

Direct Mail • Interactive Database Marketing • Telemarketing • (Phone) 619-552-0777 • (FAX) 619-552-0098

POPULATION: 1,236,400

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
9.3	7.9	8.3	7.2	8.9	1	<b>KRAK-FM</b> Ctry	105.1 50kw	4	5	4	3	2	2	98	EZ	KATZ	7.9
8.5	11.4	9.4	9.8	8.8	2	<b>KFBK</b> N/T	1530 50kw	1	19	11	6	3	1	78	GROUP W	G/W	8.9
8.1	6.1	7.6	6.5	7.5	3	<b>KXOA-FM</b> AC	107.9 50kw	2	7	5	1	1	3	76	BROWN	BAN	4.1
7.1	6.6	7.4	5.7	7.3	4	<b>KSFM</b> CHR	102.5 50kw	3	1	3	5	10	10	79	GENESIS	MMR	11.1
6.9	8.7	8.7	8.4	6.5	5	<b>KRXQ</b> AOR	93.7 25kw	5	3	1	2	8	17	89	FULLER-JEFFREY	TOR	13.0
7.4	4.7	4.4	4.9	5.2	6	<b>KYMX</b> AC	96.1 50kw	9	6	10	8	7	5	88	TRIBUNE	CHR	5.1
6.9	6.5	5.2	6.2	4.6	7	<b>KZAP</b> AOR	98.5 50kw	6	12	2	4	4	9	65	NATIONWIDE	MCG	5.3
4.7	5.8	4.8	4.8	4.4	8	<b>KHYL</b> Gold	101.1 36kw	7	13	13	7	5	4	68	PARKER	EAST	4.5
3.9	5.6	3.2	4.5	4.3	9	<b>KQPT</b> NAC	100.5 115kw	12	18	9	10	6	6	79	DUCHOSSOIS	CBS	5.1
4.1	4.7	4.8	3.6	3.5	10	<b>KAER</b> AC	92.5 50kw	10	9	7	9	9	11	60	GROUP W	G/W	3.2
3.3	2.9	3.1	3.1	3.3	11	<b>KSEG</b> CR	96.9 50kw	11	4	6	11	11	16	59	GREAT AMERICAN	CHR	2.8
2.5	3.3	3.0	3.0	2.9	12	<b>KWOD</b> CHR	106.5 50kw	8	2	12	12	13	13	46	ROYCE INTL.	CBS	2.9
2.8	3.2	3.4	3.1	2.5	13	<b>KRAK</b> Ctry	1140 50kw	13	27	14	14	12	7	73	EZ	KATZ	3.3
1.7	1.9	1.9	2.2	2.2	14	<b>KFRC</b> Nost	610 5kw	15	22	27	24	18	8	93	RKO GENERAL	KATZ	1.2
0.9	0.8	1.3	0.7	1.9	15	<b>KRCX</b> Span	1110 5.5kw	24	20	8	13	14	23	223	FULLER-JEFFREY	KT-H	.4
1.1	1.9	2.3	1.5	1.6	16	<b>KCTC</b> B/EZ	1320 5kw	14	25	21	20	15	12	47	TRIBUNE	CHR	1.3
1.2	1.3	1.7	1.7	1.1	17	<b>KGO</b> N/T	810 50kw	16	23	22	21	23	14	46	CAP CITIES/ABC	BAN	2.2
0.4	0.3	0.8	1.1	1.1	17	<b>KXOA</b> Gold	1470 5.1kw	18	10	19	15	17	15	61	BROWN	BAN	.5

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	16.2
1 KRXQ	1 KXOA-FM	1 KRXQ	1 KXOA-FM	1 KFBK	1 KXOA-FM	AOR	11.1
2 KZAP	2 KRXQ	2 KZAP	2 KRAK-FM	2 KRAK-FM	2 KRAK-FM	BBnd	2.2
3 KRAK-FM	3 KSFM	3 KFBK	3 KYMX	3 KZAP	3 KYMX	B/EZ	1.6
4 KSFM	4 KRAK-FM	4 KRAK-FM	4 KSFM	4 KXOA-FM	4 KHYL	CHR	10.2
5 KSEG	5 KAER	5 KXOA-FM	5 KAER	5 KHYL	5 KFBK	Ctry	11.4
6 KXOA-FM	6 KYMX	6 KHYL	6 KRXQ	6 KQPT	6 KQPT	Gold/CR	8.8
7 KFBK	7 KRCX	7 KSFM	7 KHYL	7 KRXQ	7 KAER	NAC	4.3
8 KQPT	8 KSEG	8 KQPT	8 KQPT	8 KRAK	8 KZAP	N/T	9.9
9 KWOD	9 KZAP	9 KSEG	9 KSEG	9 KSFM	9 KSFM	Span	1.9
10 KAER	10 KQPT	10 KAER	10 KZAP	10 KYMX	10 KRXQ		

POPULATION: 2,056,200

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.8	16.3	19.3	17.0	16.6	1	<b>KMOX</b> Talk	1120 50kw	1	8	7	4	1	1	91	CBS	CBS	16.5
9.5	7.6	5.5	6.8	7.9	2	<b>KEZK</b> B/EZ	102.5 100kw	6	10	10	8	6	2	91	CHANNEL ONE	MMR	3.0
8.4	8.8	8.7	8.2	7.2	3	<b>KSHE</b> AOR	94.7 100kw	2	4	1	1	4	9	76	EMMIS	HNWH	12.0
7.0	7.9	7.0	6.7	6.9	4	<b>KMJM</b> UC	107.7 100kw	9	2	3	5	8	8	119	NOBLE	CHR	10.9
6.0	6.7	4.9	4.2	6.7	5	<b>KSD</b> CR	93.7 100kw	5	6	2	2	2	7	75	GANNETT	MCG	5.5
5.5	5.3	6.1	6.6	6.3	6	<b>KYKY</b> AC	98.1 100kw	3	5	4	3	3	5	67	EZ	MMR	5.9
5.4	5.8	6.4	5.7	5.9	7	<b>WIL-FM</b> Ctry	92.3 100kw	8	11	6	6	5	3	90	HERITAGE MEDIA	BAN	5.4
6.7	6.6	6.9	6.8	5.0	8	<b>WKBQ</b> CHR	106.5 90kw	4	1	5	9	10	15	53	CHASE	KATZ	6.7
4.3	3.8	3.5	3.7	4.2	9	<b>KLOU</b> Gold	103.3 100kw	7	9	11	7	7	4	55	CBS	CBS	5.1
3.5	2.5	2.4	2.3	3.3	10	<b>WKKX</b> Ctry	104.1 39kw	10	12	8	10	9	6	72	GATEWAY RADIO	TOR	4.0
2.0	2.5	1.6	2.1	2.1	11	<b>KATZ</b> UC	1600 5kw	18	16	15	13	14	13	96	UNITY	K/P	2.2
1.2	1.6	1.9	2.0	2.0	12	<b>KFUO-FM</b> Clas	99.1 100kw	12	25	17	15	15	11	54	LC/MOS	CMBS	1.5
1.0	2.4	2.9	2.9	2.0	12	<b>KHTK</b> CHR	97.1 100kw	11	3	12	16	18	25	44	LEGEND	TOR	4.3
2.5	2.3	1.8	2.4	1.9	14	<b>KRJY</b> AC	96.3 100kw	13	23	13	12	11	10	55	RICHARD MILLER	BAN	1.4
1.6	1.6	2.0	2.1	1.8	15	<b>KATZ-FM</b> UC	100.3 50kw	16	13	9	11	12	16	61	UNITY	K/P	1.3
2.3	1.3	1.3	1.2	1.8	15	<b>KUSA</b> Ctry	550 5kw	15	18	20	19	17	14	58	GANNETT	MCG	1.2
1.3	1.9	1.5	2.0	1.8	15	<b>WEW</b> BBnd	770 1kw	21	29	29	29	28	17	103	WEW RADIO	--	1.1
0.4	0.3	0.5	0.9	1.7	18	<b>WRTH</b> Nost	1430 5kw	19	26	26	23	21	18	77	HERITAGE MEDIA	BAN	.4
1.5	1.4	1.5	1.6	1.7	18	<b>WSNL</b> AC	101.1 50kw	14	15	14	14	13	12	49	RIVER CITIES	TOR	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	Format	Reach
1 KSHE	1 KYKY	1 KSHE	1 KYKY	1 KMOX	1 KYKY	AC	9.9
2 KSD	2 KMJM	2 KSD	2 KMJM	2 KSHE	2 KMOX	AOR	7.2
3 KMJM	3 KSHE	3 KMOX	3 KMOX	3 KSD	3 KEZK	BBnd	3.5
4 KYKY	4 KSD	4 KMJM	4 KSD	4 WIL-FM	4 KLOU	B/EZ	7.9
5 KMOX	5 WKBQ	5 WIL-FM	5 KLOU	5 KEZK	5 WIL-FM	CHR	7.0
6 WKBQ	6 KEZK	6 KYKY	6 KSHE	6 KLOU	6 KSD	Clas	2.0
7 WKKX	7 KLOU	7 KLOU	7 WKBQ	7 KMJM	7 KMJM	Ctry	11.0
8 WIL-FM	8 WIL-FM	8 KEZK	8 KEZK	8 WKKX	8 KSHE	Gold/CR	10.8
9 KATZ-FM	9 KRJY	9 WKKX	9 WIL-FM	9 KYKY	9 KRJY	N/T	16.6
10 KLOU	10 KATZ-FM	10 WKBQ	10 KRJY	10 KATZ-FM	10 WKKX	UC	10.8

POPULATION: 1,006,900

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.8	8.5	6.8	6.4	9.6	1	<b>KSL</b> Talk	1160 50kw	1	10	12	5	4	1	61	BONNEVILLE INT	CBS	5.9
6.1	6.1	7.8	6.3	8.9	2	<b>KLZX-A/F</b> CR	860/93.3 10kw/26kw	4	11	1	1	1	4	88	COOK INLET	CHR	8.5
11.3	9.3	8.1	6.7	8.3	3	<b>KSFI</b> AC	100.3 26kw	3	9	6	4	3	2	70	SIMMONS FAMILY	CBS	3.1
10.6	10.7	8.5	9.3	7.6	4	<b>KKAT</b> Ctry	101.9 26kw	5	5	2	3	2	5	73	APOLLO RADIO	BAN	13.8
7.8	9.0	7.5	8.5	5.8	5	<b>KISN-A/F</b> CHR	570/97.1 5kw/30kw	2	4	3	2	6	8	48	SUN MOUNTAIN	MCG	5.3
6.0	6.0	5.6	4.8	5.6	6	<b>KSOP-A/F</b> Ctry	1370/104.3 5-.5kw/25kw	7	13	13	7	5	3	66	KSOP, INC.	MMR	8.0
5.8	3.8	4.0	6.7	4.2	7	<b>KBER</b> AOR	101.1 25kw	9	7	4	6	12	29	59	DEVINE	TOR	8.7
2.0	2.9	4.1	4.0	4.1	8	<b>KJQN-FM</b> NR	95.5 100kw	11	2	5	10	16	21	69	S.G.S. BROAD.	K/P	5.3
4.9	5.8	5.4	5.3	3.8	9	<b>KCPX</b> AC	98.7 40kw	6	8	9	9	8	10	47	PRICE BR.	KATZ	4.3
4.1	4.4	3.3	3.9	3.7	10	<b>KMGR-FM</b> AC	107.5 45kw	12	12	11	8	7	7	62	B&B BROADCAST.	HNWH	2.8
2.3	2.1	3.5	3.0	3.3	11	<b>KZHT</b> CHR	94.9 48kw	8	1	7	12	23	27	45	GOLDEN BEAR	KATZ	4.0
1.3	2.6	2.1	1.2	3.1	12	<b>KTKK</b> Talk	630 1-.5kw	18	27	17	16	11	11	121	D&B	K/P	1.4
2.9	3.7	2.6	2.6	3.0	13	<b>KALL</b> AC	910 5-1kw	13	28	22	14	9	6	57	COM. INVEST.	EAST	1.4
2.0	2.9	4.2	5.1	2.9	14	<b>KRSP-FM</b> AOR	103.5 27.5kw	10	3	10	13	15	25	42	CARLSON COM.	DUR	5.3
2.7	1.7	2.1	1.9	2.6	15	<b>KLCY</b> AC	94.1 40kw	15	14	8	11	10	15	55	COM. INVEST.	EAST	1.9
2.4	2.4	3.1	2.5	2.2	16	<b>KDYL</b> BBnd	1280 5-.5kw	19	29	29	25	21	9	91	SIMMONS FAMILY	CBS	1.5
2.5	3.4	2.0	2.7	2.0	17	<b>KLVV</b> CHR	99.5 40kw	14	6	14	15	20	20	40	D&B	K/P	1.9
0.0	0.5	1.7	1.5	1.8	18	<b>KBCK</b> Ctry	105.7 13.5kw	20	30	18	17	13	12	74	RADIO PROP.	--	1.4
1.2	0.7	1.4	0.8	1.2	19	<b>KUTR</b> AC	1320 5kw	17	15	20	19	14	13	45	SUNR. SE MEDIA	KATZ	1.6
1.4	0.9	1.4	2.0	1.2	19	<b>KZOL</b> Gold	96.1 55kw	16	16	15	18	18	17	32	COOK INLET	HNWH	1.3
1.8	0.9	0.7	1.8	1.1	21	<b>KBZN</b> Jazz	97.9 26kw	21	20	16	20	17	18	47	UTAH RADIO	--	1.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	22.6
1 KLZX-FM	1 KISN-FM	1 KLZX-FM	1 KSFI	1 KLZX-FM	1 KSFI	AOR	11.2
2 KBER	2 KJQN-FM	2 KKAT	2 KISN-FM	2 KKAT	2 KKAT	BBnd	2.2
3 KKAT	3 KSFI	3 KBER	3 KKAT	3 KSL	3 KSL	CHR	11.1
4 KZHT	4 KLZX-FM	4 KSL	4 KCPX	4 KSFI	4 KMGR-FM	Ctry	15.0
5 KISN-FM	5 KKAT	5 KSFI	5 KLZX-FM	5 KSOP-FM	5 KSOP-FM	Gold/CR	10.1
6 KRSP-FM	6 KLCY	6 KSOP-FM	6 KMGR-FM	6 KMGR-FM	6 KCPX	Jazz	1.1
7 KSL	7 KCPX	7 KISN-FM	7 KJQN-FM	7 KISN-FM	7 KISN-FM	N/T	12.7
8 KSFI	8 KBER	8 KMGR-FM	8 KSL	8 KALL	8 KLZX-FM		
9 KJQN	9 KMGR	9 KZHT	9 KSOP-FM	9 KBER	9 KLCY		
10 KMGR	10 KZHT	10 KALL	10 KLCY	10 KTKK	10 KALL		



POPULATION: 1,072,700

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.3	10.9	12.6	8.9	10.9	1	KCYY Ctry	100.3 98kw	1	5	1	1	1	1	84	NEWCITY	KATZ	9.1
7.7	6.9	7.2	7.3	9.0	2	KTFM CHR	102.7 100kw	2	1	3	4	7	11	80	WATERMAN	BAN	10.1
5.0	5.9	5.5	6.5	8.4	3	KAJA Ctry	97.3 100kw	3	4	4	2	2	2	86	CLEAR CHANNEL	CHR	4.6
5.7	5.1	4.9	5.4	6.1	4	WOAI N/T	1200 50kw	5	25	11	9	6	3	82	CLEAR CHANNEL	CHR	3.9
3.6	4.2	4.0	5.8	5.9	5	KZEP-FM CR	104.5 100kw	6	6	2	3	4	16	81	LOTUS	HWHN	7.1
5.1	6.8	5.2	4.9	5.4	6	KCOR Span	1350 50kw	12	10	15	15	10	4	122	TICHENOR MEDIA	KATZ	3.5
4.4	4.7	3.9	5.0	4.9	7	KQXT AC	101.9 100kw	10	12	9	7	9	7	82	GROUP W	G/W	3.6
4.6	3.8	4.2	4.3	4.3	8	KKYX Ctry	680 50-10kw	12	20	14	14	13	6	89	NEWCITY	KATZ	2.8
4.8	4.0	4.0	4.7	4.3	8	KSAQ CHR	96.1 100kw	4	2	5	8	17	21	57	INNER CITY	EAST	6.4
4.5	5.1	5.0	6.0	4.2	10	KSMG Gold	105.3 100kw	8	9	6	5	3	8	62	RUSK	CBS	5.2
4.5	4.5	5.2	3.8	4.1	11	KONO/KFAN Gold	860/101.1 5-1kw/100kw	9	11	10	12	10	5	79	GILLESPIE	CHR	5.1
5.5	3.9	3.9	4.0	3.7	12	KMMX AC	106.7 100kw	11	19	7	6	5	10	69	VISION	MCG	3.1
6.5	6.1	4.8	5.9	3.4	13	KSRR AC	92.9 100kw	7	3	8	10	14	17	48	GENESIS	CHR	6.5
4.2	4.2	4.1	3.9	3.4	13	KTSA Nost	550 5kw	15	13	24	21	20	12	77	WATERMAN	BAN	4.1
1.6	1.4	1.5	1.2	2.4	15	KEDA Span	1540 5-1kw	16	18	18	18	15	9	106	D&E	CAB	.9
4.4	3.7	5.0	2.3	2.2	16	KISS-FM Gold	99.5 100kw	12	7	12	11	11	13	49	ADAMS	MMR	2.3
1.2	1.2	1.8	1.3	2.0	17	KXTN Span	1310 5-28kw	18	14	13	13	12	14	92	TK	EAST	2.9
2.2	2.7	2.8	1.9	1.5	18	KZVE Span	107.5 100kw	17	17	17	16	18	20	68	TK	EAST	1.8
1.3	1.7	1.3	1.2	1.4	19	KSAH Span	720 10-1kw	21	22	24	19	19	15	132	GANADORES	CAB	1.3
1.6	1.2	1.3	1.0	1.0	20	KSLR CC	630 5kw	19	16	18	17	16	20	57	SALEM MEDIA	--	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
1 KZEP-FM	1 KCYY	1 KCYY	1 KCYY	1 KCYY	1 KCYY	12.0
2 KCYY	2 KTFM	2 KZEP-FM	2 KAJA	2 KAJA	2 KAJA	3.4
3 KAJA	3 KAJA	3 KAJA	3 KTFM	3 WOAI	3 KTFM	13.3
4 KTFM	4 KZEP-FM	4 KSMG	4 KZEP-FM	4 KSMG	4 KMMX	23.6
5 KSMG	5 KSAQ	5 WOAI	5 KMMX	5 KZEP-FM	5 KSMG	16.4
6 KSAQ	6 KMMX	6 KTFM	6 KQXT	6 KKYX	6 KQXT	6.1
7 WOAI	7 KSMG	7 KMMX	7 KSMG	7 KMMX	7 KZEP-FM	1.0
8 KMMX	8 KSRR	8 KISS-FM	8 KSAQ	8 KQXT	8 KCOR	12.7
9 KFAN	9 KQXT	9 KKYX	9 KSRR	9 KISS-FM	9 KONO	
10 KQXT	10 KXTN	10 KQXT	10 KONO	10 KTFM	10 KSRR	

POPULATION: 2,139,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ BIRCH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.0	10.3	9.4	9.1	7.7	1	<b>KKLQ-A/F</b> CHR	600/106.5 5kw/50kw	1	1	3	5	6	11	65	EDENS	CHR	9.0
5.7	6.7	7.5	6.5	7.5	2	<b>KSON-A/F</b> Ctry	1240/97.3 1kw/5kw	4	18	5	2	1	1	89	JEFFERSON PILOT	BAN	8.1
4.9	6.0	5.7	5.4	6.6	3	<b>KSDO</b> N/T	1130 10kw	8	21	14	13	8	3	105	GANNETT	DUR	4.3
7.0	6.1	7.1	4.9	6.0	4	<b>KGB</b> AOR	101.5 50kw	2	2	1	1	4	13	72	BROWN	KATZ	6.4
6.5	5.3	4.4	5.2	6.0	4	<b>KJQY</b> AC	103.7 36kw	6	15	7	6	2	2	89	COMMAND	MMR	5.7
4.8	4.3	4.8	5.1	5.7	6	<b>XTRA-FM</b> NR	91.1 100kw	3	4	2	3	7	18	73	NOBLE	MMR	7.1
4.1	4.5	4.8	6.6	4.8	7	<b>KFMB-FM</b> AC	100.7 30kw	5	6	4	4	3	7	68	MIDWEST TV	MCG	4.6
4.2	4.6	6.7	5.6	4.0	8	<b>KFMB</b> AC	760 5kw	7	10	19	14	11	4	62	MIDWEST	MCG	5.9
4.3	5.0	3.7	3.0	3.9	9	<b>KYXY</b> AC	96.5 41kw	9	24	11	11	10	5	66	PARKER	HNWH	4.2
3.7	4.2	4.0	3.5	3.6	10	<b>KIFM</b> NAC	98.1 28kw	11	14	10	7	5	8	61	KIFM LTD	CBS	3.2
4.4	4.8	3.4	3.7	3.4	11	<b>KPOP</b> Nost	1360 5-1kw	17	30	35	31	23	10	93	BROWN	KATZ	2.6
2.1	2.6	3.6	3.6	3.1	12	<b>KCBQ-FM</b> Gold	105.3 29kw	12	16	12	8	9	6	62	ADAMS	HNWH	2.9
2.1	1.3	2.1	1.9	3.1	12	<b>KGMG-FM</b> AOR	102.1 9.5kw	16	9	6	9	13	23	82	PAR	BAN	2.4
1.4	0.8	1.9	2.9	3.1	12	<b>XHTZ</b> CHR	90.3 100kw	10	3	8	12	19	22	53	CAL IFORMULA	--	5.2
3.9	4.3	3.0	3.6	2.9	15	<b>KFSD</b> Clas	94.1 100kw	14	35	20	16	14	9	71	LOTUS	HNWH	2.7
1.7	2.0	2.5	2.6	2.7	16	<b>KSDO-FM</b> CR	102.9 32kw	13	17	9	10	12	17	56	GANNETT	DUR	3.1
3.2	4.2	3.0	2.2	1.7	17	<b>KKYY</b> AC	94.9 22kw	18	7	13	15	16	20	54	SANDUSKY	EAST	1.6
1.3	1.2	1.4	1.5	1.5	18	<b>KCBQ</b> Gold	1170 50kw	22	22	25	19	15	12	76	ADAMS	REP	1.2
1.6	1.2	1.0	0.9	1.5	18	<b>XTRA</b> Spor	690 50kw	15	20	21	18	18	16	39	NOBLE	MMR	1.0
1.6	1.5	1.4	1.4	1.4	20	<b>KNX</b> News	1070 50kw	19	34	33	27	24	14	48	CBS	CBS	.8
1.4	1.1	1.2	1.7	1.4	20	<b>XLTN</b> Span	104.5 60kw	25	29	18	21	17	15	102	CAL IFORMULA	KT-H	1.3
0.5	0.6	0.6	0.7	1.2	22	<b>KKOS</b> AC	95.9 3kw	24	11	15	17	20	27	87	TRI-CITIES	--	.3
0.9	0.6	0.9	1.0	1.1	23	<b>KFI</b> Talk	640 50kw	21	32	28	23	22	19	52	COX	CHR	1.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	21.8
1 KGB	1 KFMB-FM	1 XTRA-FM	1 KFMB-FM	1 KSON-FM	1 KJQY	AOR	14.8
2 XTRA-FM	2 KKLQ-FM	2 KGB	2 KJQY	2 KGB	2 KFMB-FM	BBnd	3.4
3 KGMG-FM	3 KJQY	3 KGMG-FM	3 KKLQ-FM	3 XTRA-FM	3 KSON-FM	CHR	10.8
4 KKLQ-FM	4 KGB	4 KSON-FM	4 KSON-FM	4 KIFM	4 KYXY	Clas	2.9
5 KSDO	5 XTRA-FM	5 KSDO-FM	5 KGB	5 KJQY	5 KKLQ-FM	Ctry	7.5
6 XHTZ	6 KSON-FM	6 KKLQ-FM	6 KYXY	6 KSDO	6 KIFM	Gold/CR	7.3
7 KSON-FM	7 KIFM	7 KCBQ-FM	7 XTRA-FM	7 KSDO-FM	7 KGB	NAC	3.6
8 KIFM	8 KYXY	8 KIFM	8 KIFM	8 KCBQ-FM	8 KCBQ-FM	N/T	10.6
9 KFMB-FM	9 XHTZ	9 KSDO	9 KCBQ-FM	9 KFMB-FM	9 KSDO	Span	1.4
10 KSDO	10 KSDO-FM	10 KFMB-FM	10 XHTZ	10 KFMB	10 KFMB		

# SAN FRANCISCO

POPULATION: 5,088,700

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ KITS	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.2	7.4	6.2	7.0	8.3	1	KGO N/T	810 50kw	1	17	8	1	1	1	77	CAP CITIES/ABC	BAN	8.0
3.6	4.2	4.6	4.9	5.3	2	KFRC Ncst	610 5kw	6	25	45	24	15	2	90	RKO GENERAL	KATZ	2.7
4.9	5.5	5.4	5.3	5.2	3	KMEL CHR	106.1 69kw	3	1	1	1	8	16	71	CENTURY	CHR	7.9
6.1	4.9	4.3	4.8	4.7	4	KCBS News	740 50kw	2	20	30	13	6	3	55	CBS	CBS	3.7
4.9	5.2	5.0	3.7	4.5	5	KOIT-A/F AC	1260/96.5 5-1kw/33kw	5	9	4	3	2	4	73	BONNEVILLE INT	TOR	2.7
3.7	2.7	4.4	4.9	3.7	6	KSFO/KYA Gold	560/93.3 5kw/50kw	4	30	13	6	4	5	53	KING	MMR	3.5
2.6	3.7	3.2	3.8	3.4	7	KIOI AC	101.3 125kw	7	8	3	4	3	9	61	FAIRMONT	DUR	3.5
4.6	3.8	2.1	2.6	3.1	8	KABL-A/F AC	960/98.1 5kw/100kw	14	21	20	14	11	6	80	SHAMROCK BR.	CHR	2.4
2.6	2.4	3.0	2.5	3.1	8	KSAN Ctry	94.9 30kw	16	16	10	8	5	10	80	MALRITE	MCG	3.9
1.8	2.3	1.5	2.9	3.0	10	KITS NR	105.3 15kw	12	6	2	5	10	26	73	ENTERCOM	HNWH	4.1
2.6	2.5	2.6	2.1	2.8	11	KDFC-A/F Clas	1220/102.1 5kw/33kw	15	33	24	22	17	7	72	SUNDIAL	CMBS	1.1
3.7	2.5	4.6	5.1	2.6	12	KNBR Talk	680 50kw	8	15	21	16	13	8	48	SUSQUEHANNA	EAST	2.3
2.7	2.7	2.7	2.8	2.6	12	KXXX CHR	99.7 45kw	10	2	7	15	25	32	56	BEDFORD	MCG	3.5
2.9	2.7	3.2	3.2	2.5	14	KSOL UC	107.7 8.9	9	3	5	12	19	25	49	UNITED	MMR	4.1
1.9	2.5	1.8	2.2	2.4	15	KBLX-A/F NAC	1400/102.9 1kw/6.6kw	17	31	9	7	7	14	74	INNER CITY	HNWH	3.1
2.7	2.7	2.4	2.0	2.3	16	KKSF NAC	103.7 7.8kw	18	28	14	11	9	11	67	BROWN	BAN	2.6
2.9	2.9	2.6	3.3	2.2	17	KRQR AOR	97.3 82kw	13	14	6	9	14	20	53	CBS	CBS	3.2
2.0	2.6	2.0	1.8	2.1	18	KBAY B/EZ	100.3 163kw	23	24	37	28	22	12	86	UNITED BR. CO.	MMR	1.1
2.0	2.0	2.6	3.2	2.1	18	KFOG AOR	104.5 7.9kw	11	18	11	10	12	15	47	SUSQUEHANNA	EAST	2.3
1.9	2.2	2.3	1.8	1.8	18	KKHI-A/F Clas	1550/95.7 10.5kw/6.9kw	21	29	32	29	21	13	68	BUCKLEY	HNWH	2.1
1.3	1.4	1.9	1.1	1.7	21	KDIA UC	1310 5kw	28	23	17	18	16	17	103	MEDIA COMM	--	1.2

Continued on Page 210

## Fairwest Direct

According to . . . Reid Reker - General Manager, KSLX Phoenix

*"The creative marriage of sales and programming without damage to the product is a must for the future. Nobody does that better than Reg Johns and the Fairwest Direct Marketing Team."*

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POPULATION: 5,088,700

Continued from Page 209

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12-ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
2.0	2.3	1.5	1.6	1.6	22	<b>KOME</b> AOR	98.5 12.5kw	22	11	12	17	18	31	61	INFINITY	TOR	2.3
1.5	1.8	1.1	1.1	1.5	23	<b>KNEW</b> Ctry	910 5kw	26	27	25	27	26	18	84	MALRITE	MCG	.4
0.6	0.4	0.4	0.0	1.3	24	<b>KDBK/KDBQ</b> AC	98.9/99.1 6.5kw/1.1kw	20	37	18	19	20	23	49	VIACOM	KATZ	1.1
1.2	1.6	1.4	1.9	1.3	24	<b>KHQT</b> CHR	97.7 1.65kw	24	5	19	26	33	43	64	ANAHEIM BR.	HNWH	2.1
1.1	1.4	1.5	1.5	1.3	24	<b>KSJX/KSJO</b> AOR	1500/92.3 10.5kw/50kw	19	10	15	20	24	34	45	NARRAGANSETT	KATZ	2.1
1.5	0.8	1.3	1.1	1.2	27	<b>KBRG</b> Span	104.9 3kw	31	26	16	21	28	35	102	BAHIA RADIO	KT-H	.7
1.1	1.3	0.9	1.0	1.1	28	<b>KARA</b> AC	105.7 50kw	27	22	23	23	23	19	61	EMPIRE	EAST	1.0
0.8	1.1	1.0	1.0	1.0	29	<b>KEZR</b> AC	106.5 50kw	25	12	22	25	27	28	48	ALTA	CHR	1.0

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	14.4
1 KMEL	1 KMEL	1 KGO	1 KMEL	1 KGO	1 KIOI	AOR	10.2
2 KITS	2 KOIT-FM	2 KMEL	2 KOIT-FM	2 KCBS	2 KOIT-FM	BBnd	5.3
3 KRQR	3 KIOI	3 KRQR	3 KIOI	3 KOIT-FM	3 KGO	BJEZ	2.1
4 KGO	4 KITS	4 KITS	4 KITS	4 KRQR	4 KBLX-FM	CHR	9.1
5 KSOL	5 KBLX-FM	5 KFOG	5 KBLX-FM	5 KFOG	5 KSAN	Clas	4.6
6 KFOG	6 KXXX	6 KOIT-FM	6 KXXX	6 KNBR	6 KMEL	Ctry	4.6
7 KOME	7 KSOL	7 KCBS	7 KSOL	7 KSAN	7 KKSF	Gold/CR	3.7
8 KXXX	8 KSAN	8 KIOI	8 KSAN	8 KIOI	8 KABL-FM	NAC	4.7
9 KIOI	9 KKSF	9 KKSF	9 KKSF	9 KKSF	9 KSFO	N/T	15.6
10 KSAN	10 KOME	10 KNBR	10 KOME	10 KITS	10 KITS	UC	4.2

# Fairwest Direct

According to . . . Bobby Rich - Program Director, Mix 94.9 San Diego

"Fairwest Direct is the perfect extension of our own marketing department. They are experts in all aspects of direct marketing for radio."

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FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
7.8	7.6	7.8	8.4	9.1	1	<b>KGO</b> N/T	810 50kw	1	13	6	2	1	2	82	CAP CITIES/ABC	BAN	8.0
6.2	7.0	6.5	5.8	7.2	2	<b>KBAY</b> B/EZ	100.3 163lw	4	23	19	8	4	1	91	UNITED BR. CO.	MMR	3.7
4.5	6.2	5.2	7.7	5.4	3	<b>KHQT</b> CHR	97.7 1.65kw	3	1	2	5	18	22	64	ANAHEIM BR.	HNWH	8.4
4.8	6.8	3.9	4.6	5.1	4	<b>KOME</b> AOR	98.5 12.5kw	7	9	1	1	2	11	77	INFINITY	TOR	6.0
5.4	4.9	4.8	3.3	4.5	5	<b>KCBS</b> N/T	740 50kw	2	25	20	12	8	4	53	CBS	CBS	3.9
4.2	4.8	3.6	3.9	4.2	6	<b>KARA</b> AC	105.7 50kw	9	10	11	4	3	3	65	EMPIRE	EAST	3.3
3.1	3.8	3.7	4.2	3.8	7	<b>KEZR</b> AC	106.5 50kw	5	8	5	3	5	6	55	ALTA	CHR	3.4
2.2	4.0	3.5	3.9	3.6	8	<b>KSJX/KSJO</b> AOR	1500/92.3 10.5kw/50kw	6	6	3	6	6	17	54	NARRAGANSETT	KATZ	5.9
2.1	2.6	2.3	2.2	3.5	9	<b>KITS</b> NR	105.3 15kw	12	4	4	7	13	25	67	ENTERCOM	HNWH	4.5
1.3	1.8	2.5	1.2	3.4	10	<b>KEEN</b> Ctry	1370 5kw	21	22	24	21	11	5	105	UNITED BR. CO.	MMR	.5
2.1	2.6	2.1	3.8	3.4	10	<b>KIOI</b> AC	101.3 125kw	13	14	8	9	7	7	69	FAIRMONT	DUR	1.4
3.4	3.3	2.4	2.7	3.1	12	<b>KOIT-A/F</b> AC	1260 5-1kw/33	8	19	9	11	9	9	47	BONNEVILLE INT	TOR	2.1
4.2	1.3	1.8	1.2	2.4	13	<b>KBRG</b> Span	104.9 3kw	27	11	7	10	20	24	100	BAHIA RADIO	KT-H	2.1
3.5	2.2	3.2	2.6	2.3	14	<b>KWSS</b> CHR	94.5 1.15kw	10	3	12	17	24	32	44	NATIONWIDE	MCG	2.5
2.0	1.7	1.8	1.5	2.2	15	<b>KKSF</b> NAC	103.7 3kw	24	36	17	14	10	8	71	BROWN	BAN	2.5
1.7	2.3	2.2	3.0	2.1	16	<b>KSFO/KYA</b> Gold	560/93.3 5kw/50kw	11	40	18	13	12	10	41	KING	MMR	2.9
1.9	1.9	1.9	1.0	1.9	17	<b>KDFC-A/F</b> Clas	1220/102.1 5kw/33kw	18	32	33	26	23	15	51	SUNDIAL	CMBS	.6
2.0	2.5	2.3	2.5	1.8	18	<b>KMEL</b> CHR	106.1 69kw	16	5	10	18	28	37	46	CENTURY	CHR	4.5
3.7	2.1	3.5	3.7	1.8	18	<b>KNBR</b> Talk	680 50kw	15	16	21	18	15	14	43	SUSQUEHANNA	EAST	2.0
2.4	1.5	2.8	1.6	1.8	18	<b>KXXX</b> CHR	99.7 45kw	14	2	15	25	30	36	37	BEDFORD	MCG	1.5
1.7	0.7	3.1	1.4	1.7	21	<b>KAZA</b> Span	1290 5kw	37	37	13	15	16	30	142	FIESTA	CAB	2.5
1.8	1.8	1.3	1.2	1.7	21	<b>KFRC</b> Nost	610 5kw	25	29	41	38	36	16	62	RKO GENERAL	KATZ	1.2
1.4	1.6	1.7	0.9	1.7	21	<b>KKHI-A/F</b> Clas	1550/95.7 10.5kw/6.9kw	26	34	30	22	17	13	48	BUCKLEY	HNWH	1.1
2.4	3.0	1.9	1.9	1.7	21	<b>KSAN</b> Ctry	94.9 30kw	20	20	23	20	19	12	53	MALRITE	MCG	3.1
0.6	0.8	0.7	0.5	1.6	25	<b>KDBK/KDBQ</b> AC	98.9/99.1 6.5kw/1.1kw	17	27	14	16	14	21	38	VIACOM	KATZ	1.3
1.8	1.5	1.7	1.8	1.6	25	<b>KSOL</b> UC	107.7 8.9kw	22	7	16	23	27	28	50	UNITED	MMR	1.7
1.9	1.7	1.2	1.6	1.4	27	<b>KLIV</b> B/Bnd	1590 5kw	29	28	38	40	40	20	69	EMPIRE	EAST	1.0
1.1	0.4	1.7	2.6	1.3	28	<b>KRTY</b> Ctry	95.3 .375kw	23	30	25	24	22	19	42	CROWN	DUR	2.0
1.2	1.6	1.7	2.0	1.2	29	<b>KFOG</b> AOR	104.5 7.9kw	19	15	22	21	21	23	37	SUSQUEHANNA	EAST	2.1
1.7	0.6	0.9	1.6	1.1	30	<b>KNTA</b> Span	1430 1-2.5kw	34	21	28	32	31	26	71	TAMARACK	LOTU	.4

Continued on Page 215

POPULATION: 2,214,300

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.7	9.0	9.5	10.2	8.7	1	<b>KIRO</b> N/T	710 50kw	1	12	9	3	1	1	62	BONNEVILLE INT	TOR	7.3
9.1	8.0	6.7	6.9	7.0	2	<b>KPLZ</b> CHR	101.5 100kw	3	1	1	1	11	17	67	GOLDEN WEST	DUR	6.6
5.8	6.8	6.3	6.7	6.3	3	<b>KMPS-A/F</b> Ctry	1300/94.1 5kw/98kw	5	15	7	8	2	2	79	EZ	MCG	7.1
5.3	4.7	4.7	5.2	5.5	4	<b>KOMO</b> AC	1000 50kw	2	18	15	11	6	3	50	FISHER	KATZ	4.4
6.0	6.3	6.1	5.2	5.2	5	<b>KUBE</b> CHR	93.3 100kw	4	2	3	4	9	16	51	COOK INLET	MMR	7.9
2.9	3.3	3.8	4.5	4.8	6	<b>KLSY-A/F</b> AC	1540/92.5 5.1kw/58kw	6	3	6	5	4	7	67	SANDUSKY	BAN	3.6
3.2	2.9	3.6	3.1	4.7	7	<b>KRPM-A/F</b> Ctry	770/106.1 1kw/58kw	9	13	12	10	7	4	81	HERITAGE MEDIA	CHR	4.5
4.2	4.2	5.0	4.5	4.5	8	<b>KXRX</b> AOR	96.5 81kw	10	10	2	2	5	14	77	SHAMROCK BR.	KATZ	4.7
3.5	4.0	2.7	3.9	4.2	9	<b>KING-FM</b> Clas	98.1 100kw	11	14	20	15	16	8	73	KING	MMR	4.1
3.1	3.6	3.2	3.1	4.1	10	<b>KBSG-A/F</b> Gold	1210/97.3 10.1kw/5.8kw	8	8	10	6	3	5	70	VIACOM	TOR	2.3
4.7	4.4	5.0	4.8	3.8	11	<b>KISW</b> AOR	99.9 100kw	12	6	4	7	10	21	69	NATIONWIDE	MCG	5.2
3.2	2.9	4.3	5.2	3.8	11	<b>KZOK-FM</b> CR	102.5 100kw	7	4	5	9	8	12	61	ADAMS	EAST	3.9
5.3	4.1	3.7	3.5	3.2	13	<b>KBRD</b> B/EZ	103.7 100kw	14	16	18	19	15	6	73	ENTERCOM	EAST	1.6
3.7	2.6	3.9	4.0	3.0	14	<b>KIXI</b> BBnd	880 50-10kw	16	27	28	23	22	11	71	NOBLE	CBS	1.9
2.8	3.2	2.3	3.0	2.9	15	<b>KING</b> N/T	1090 50kw	15	31	17	18	17	9	67	KING	MMR	3.9
2.9	2.9	3.1	2.1	2.7	16	<b>KLTX</b> AC	95.7 100kw	13	9	11	12	12	13	59	ACKERLEY	HNWH	3.4
2.5	1.5	1.9	2.5	2.6	17	<b>KMGI</b> AC	107.7 100kw	17	5	8	13	14	20	65	NOBLE	CBS	1.3
1.8	3.1	1.9	1.7	2.1	18	<b>KKNW</b> NAC	106.9 100kw	18	21	19	14	13	10	64	GANNETT	BAN	3.2
2.5	3.1	2.9	2.6	1.6	19	<b>KSEA</b> AC	100.7 100kw	19	23	16	17	19	19	49	BONNEVILLE INT	TOR	1.1
1.8	1.9	1.6	1.2	1.4	20	<b>KCMS</b> CC	105.3 115kw	22	30	13	16	18	22	71	CHRISTA	RSS	3.0
1.8	1.7	1.6	1.3	1.4	20	<b>KVI</b> Gold	570 5kw	20	19	22	20	20	15	43	GOLDEN WEST	DUR	1.7
0.4	0.4	0.0	0.5	1.3	22	<b>KRIZ/KZIZ</b> UC	1420/1560 1.5kw/5kw	30	7	13	21	23	28	151	C. BENNETT	--	.5
1.6	1.7	1.1	1.1	1.2	23	<b>KJR</b> Gold	950 5kw	21	24	24	22	21	18	39	ACKERLEY	HNWH	1.0

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	Format	Reach
1 KXRX	1 KPLZ	1 KXRX	1 KUBE	1 KIRO	1 KLSY-FM	AC	17.2
2 KISW	2 KUBE	2 KISW	2 KPLZ	2 KXRX	2 KUBE	AOR	8.3
3 KZOK-FM	3 KLSY-FM	3 KIRO	3 KLSY-FM	3 KBSG-FM	3 KBSG-FM	BBnd	3.0
4 KPLZ	4 KMGI	4 KZOK-FM	4 KBSG-FM	4 KISW	4 KLTX	B/EZ	3.2
5 KIRO	5 KLTX	5 KBSG-FM	5 KLTX	5 KZOK-FM	5 KMPS-FM	CHR	12.2
6 KUBE	6 KRPM-FM	6 KPLZ	6 KMPS-FM	6 KMPS-FM	6 KIRO	Clas	4.2
7 KMPS-FM	7 KBSG-FM	7 KMPS-FM	7 KMGI	7 KOMO	7 KOMO	Ctry	11.0
8 KLSY-FM	8 KZOK-FM	8 KOMO	8 KIRO	8 KRPM-FM	8 KPLZ	Gold/CR	10.5
9 KBSG-FM	9 KXRX	9 KUBE	9 KRPM-FM	9 KING	9 KRPM-FM	NAC	2.1
10 KRPM-FM	10 KMPS-FM	10 KRPM-FM	10 KSEA	10 KLSY-FM	10 KBRD-FM	N/T	11.6
						Rel/CC	1.4
						Span	1.4
						UC	1.3

# TAMPA-ST. PETERSBURG

POPULATION: 1,846,000

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.2	8.9	9.0	7.4	10.5	1	<b>WWRM</b> AC	107.3 100kw	1	11	5	3	3	2	92	COX	DUR	8.5
8.9	7.5	7.8	9.1	9.6	2	<b>WQYK-FM</b> Ctry	99.5 100kw	5	3	8	2	1	1	120	INFINITY	KATZ	9.4
9.8	8.2	9.8	7.9	8.4	3	<b>WDAE/WUSA</b> AC	1250/100.7 5kw/100kw	3	8	3	1	2	3	89	GANNETT	MCG	6.3
11.6	10.1	8.3	8.3	7.4	4	<b>WFLZ</b> CHR	93.3 100kw	4	1	2	5	7	9	80	JACOR	EAST	12.5
9.6	9.5	7.3	6.1	6.3	5	<b>WRBQ-A/F</b> CHR	1380/104.7 5kw/100kw	2	2	4	6	8	6	61	EDENS	CHR	7.3
5.4	5.4	4.9	5.5	6.0	6	<b>WDUV</b> B/EZ	103.3 100kw	6	24	13	12	12	5	100	SUNSHINE STATE	CHR	1.9
5.6	6.4	6.8	6.2	5.1	7	<b>WYNF</b> AOR	94.9 100kw	7	10	1	4	4	12	87	CBS	DUR	7.2
3.8	3.0	4.2	5.8	4.7	8	<b>WFLA</b> N/T	970 5kw	8	15	11	10	9	7	85	JACOR	EAST	5.6
3.5	4.4	6.1	5.1	4.7	8	<b>WGUL-A/F</b> BBnd	860/105.5 2-1.6kw/3.7kw	11	21	16	20	19	13	100	CARL MARCOCCI	K/P	3.3
2.4	3.5	3.4	3.6	4.1	10	<b>WYUU</b> Gold	92.5 50kw	10	9	9	7	5	4	81	ENTERTAINMENT	BAN	4.0
3.9	3.8	3.9	5.0	3.9	11	<b>WMTX</b> AC	95.7 100kw	9	5	7	8	6	8	72	METROPLEX	MMR	3.7
2.2	4.4	4.5	4.7	3.0	12	<b>WXTB</b> AOR	97.9 100kw	13	4	6	9	11	18	81	GREAT AMERICAN	BAN	8.3
2.2	1.3	1.9	1.2	2.4	13	<b>WLUV-FM</b> Nost	106.3 3.3kw	15	19	18	23	20	16	107	PASCO PINELLA	--	.3
2.0	2.4	1.9	2.4	2.3	14	<b>WSUN</b> Ctry	620 10kw	12	16	19	17	14	10	62	COX	DUR	2.7
2.3	2.6	3.0	3.2	2.0	15	<b>WHVE</b> NAC	102.5 100kw	14	14	10	11	10	11	64	SUSQUEHANNA	HNWH	4.0
1.2	1.1	0.3	0.4	1.7	16	<b>WLFF</b> Nost	680 1kw	19	26	26	26	23	14	134	CENTURY	--	--
1.8	2.2	1.5	1.3	1.1	17	<b>WTMP</b> UC	1150 5-2.5kw	18	6	12	13	13	15	87	WESTERVILLE	HNWH	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	28.8
1 WYNF	1 WUSA	1 WYNF	1 WUSA	1 WYNF	1 WUSA	AOR	8.1
2 WFLZ	2 WFLZ	2 WQYK-FM	2 WWRM	2 WQYK-FM	2 WWRM	BBnd	10.8
3 WXTB	3 WWRM	3 WFLZ	3 WQYK-FM	3 WWRM	3 WQYK-FM	B/EZ	6.0
4 WRBQ-FM	4 WMTX	4 WUSA	4 WMTX	4 WUSA	4 WMTX	CHR	13.7
5 WQYK-FM	5 WRBQ-FM	5 WYUU	5 WFLZ	5 WYUU	5 WYUU	Ctry	11.9
6 WYUU	6 WXTB	6 WRBQ-FM	6 WYUU	6 WFLA	6 WFLZ	Gold/CR	7.7
7 WWRM	7 WYNF	7 WWRM	7 WRBQ-FM	7 WFLZ	7 WRBQ-FM	NAC	2.0
8 WUSA	8 WQYK-FM	8 WXTB	8 WXTB	8 WRBQ-FM	8 WHVE	N/T	4.7
9 WFLA	9 WYUU	9 WFLA	9 WYNF	9 WHVE	9 WYNF	UC	1.1
10 WMTX	10 WHVE	10 WHVE	10 WHVE	10 WXTB	10 WFLA		

# WASHINGTON, DC

POPULATION: 3,211,700

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
6.7	7.4	6.8	7.5	8.1	1	<b>WPGC-FM</b> CHR	95.5 50kw	1	1	1	1	2	13	85	COOK INLET	BAN	10.8
7.7	6.2	7.1	5.9	6.8	2	<b>WGAY</b> B/EZ	99.5 21kw	4	14	15	13	7	2	89	GREATER MEDIA	MMR	5.0
6.5	5.8	6.3	6.5	6.4	3	<b>WMZQ-A/F</b> Ctry	1390/98.7 5kw/50kw	6	12	10	3	1	1	88	VIACOM	CHR	5.9
5.3	7.0	4.8	6.6	4.8	4	<b>WKYS</b> UC	93.9 50kw	13	9	2	2	3	12	89	ALBIMAR	BAN	6.9
5.4	5.0	5.1	5.1	4.6	5	<b>WMAL</b> N/T	630 5kw	5	19	19	17	13	3	62	CAP CITIES/ABC	KATZ	4.5
3.1	2.5	2.9	4.3	4.3	6	<b>WWDC-FM</b> AOR	101.1 22.5kw	7	4	3	4	9	16	61	CAPITOL	CHR	4.2
4.8	4.0	5.1	3.6	4.0	7	<b>WAVA</b> CHR	105.1 50kw	2	2	5	8	19	19	47	EMMIS	HNWH	4.9
2.4	3.2	3.3	2.5	4.0	7	<b>WMMJ</b> AC	102.3 1.35kw	18	29	7	6	4	4	109	ALMIC BR.	K/P	2.9
3.7	4.3	3.9	4.3	3.7	9	<b>WCXR</b> CR	105.9 28kw	9	5	4	5	5	14	57	GROUP W	G/W	3.1
3.3	4.5	4.2	5.1	3.5	10	<b>WASH</b> AC	97.1 26kw	12	8	12	7	6	7	62	CHASE	HNWH	3.9
3.7	3.9	3.8	3.7	3.5	10	<b>WTOP</b> News	1500 50kw	3	22	21	18	15	5	41	CHASE	CBS	2.9
3.8	3.9	3.9	3.6	3.3	12	<b>WHUR</b> UC	96.3 24kw	10	7	8	10	11	10	56	HOWARD UNIV.	DUR	4.1
2.7	2.7	3.5	3.2	3.0	13	<b>WGMS-A/F</b> Clas	570/103.5 5-1kw/46kw	15	32	18	16	12	6	76	CLASSICAL ACQ.	DUR	2.9
3.7	3.1	3.3	3.5	3.0	13	<b>WLTT</b> AC	94.7 22.5kw	11	13	13	9	8	9	50	CBS	CBS	2.9
4.0	3.4	3.2	3.3	3.0	13	<b>WRQX</b> AC	107.3 36kw	8	3	9	11	16	18	44	CAP CITIES/ABC	KATZ	3.3
3.4	3.1	2.8	2.4	2.8	16	<b>WXTR</b> Gold	104.1 50kw	14	10	14	12	10	8	56	RADIO VENTURES	MCG	2.4
1.9	3.1	2.9	2.6	2.3	17	<b>WHFS</b> AOR	99.1 50kw	16	20	6	14	14	21	61	DUCHOSSOIS	BAN	2.6
1.0	2.1	2.0	1.3	2.1	18	<b>WOL</b> UC	1450 1kw	22	11	23	20	20	11	115	ALMIC BR.	K/P	1.0
2.4	1.8	2.2	2.1	2.1	18	<b>WWRC</b> Talk	980 5kw	19	28	29	25	22	15	73	GREATER MEDIA	MMR	1.9
2.2	1.8	1.9	2.0	2.0	20	<b>WJFK</b> CR	106.7 22.5kw	17	21	11	15	17	23	53	INFINITY	TOR	1.6
1.9	1.3	1.1	1.0	1.6	21	<b>WDJY</b> UC	100.3 40kw	20	23	17	19	18	17	62	UNITED	MCG	1.5

Continued on Page 215

## Fairwest Direct

According to . . . Jim Smith - General Manager, X-100 San Francisco

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# SAN JOSE

POPULATION: 1,229,100

Continued from Page 211

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KOME	1 KHQT	1 KGO	1 KHQT	1 KGO	1 KARA	AC	16.1
2 KITS	2 KOME	2 KOME	2 KEZR	2 KOME	2 KEZR	AOR	13.4
3 KSJO	3 KEZR	3 KSJO	3 KOME	3 KBAY	3 KBAY	BBnd	3.1
4 KGO	4 KSJO	4 KITS	4 KARA	4 KARA	4 KIOI	B/EZ	7.2
5 KHQT	5 KWSS	5 KARA	5 KIOI	5 KSJO	5 KOME	CHR	11.3
6 KARA	6 KITS	6 KBAY	6 KBAY	6 KCBS	6 KGO	Clas	3.6
7 KBRG	7 KIOI	7 KEZR	7 KOIT-FM	7 KKSF	7 KSJO	Ctry	6.4
8 KEZR	8 KBRG	8 KCBS	8 KSJO	8 KEZR	8 KAZA	Gold/CR	2.1
9 KIOI	9 KOIT-FM	9 KKSF	9 KGO	9 KITS	9 KOIT-FM	NAC	2.2
10 KKSF	10 KAZA	10 KHQT	10 KBRG	10 KIOI	10 KEEN	N/T	15.4
						Span	5.2
						UC	1.6

# WASHINGTON, DC

POPULATION: 3,211,700

Continued from Page 214

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CLUE RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
1.2	0.9	1.3	1.3	1.4	22	WYCB Rel	1340 1kw	23	18	20	22	21	20	86	HOWARD SANDERS	--	1.1
0.7	0.6	0.7	0.7	1.2	23	WWDC Nost	1260 5kw	24	26	28	30	28	26	77	CAPITOL	CHR	.4
0.8	0.7	0.9	1.8	1.0	24	WIYY AOR	97.9 13.5kw	21	6	16	21	23	34	51	HEARST	HNWH	1.8

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WWDC-FM	1 WPGC-FM	1 WWDC-FM	1 WPGC-FM	1 WWDC-FM	1 WMZQ-FM	AC	13.5
2 WPGC-FM	2 WKYS	2 WPGC-FM	2 WKYS	2 WMZQ-FM	2 WMMJ	AOR	7.7
3 WKYS	3 WAVA	3 WCXR	3 WMZQ-FM	3 WCXR	3 WASH	BBnd	1.2
4 WCXR	4 WMMJ	4 WKYS	4 WMMJ	4 WPGC-FM	4 WGAY	B/EZ	6.8
5 WJFK	5 WMZQ-FM	5 WMZQ-FM	5 WASH	5 WKYS	5 WPGC-FM	CHR	12.1
6 WHFS	6 WRQX	6 WHFS	6 WAVA	6 WHFS	6 WKYS	Clas	3.0
7 WAVA	7 WASH	7 WJFK	7 WLTT	7 WMAL	7 WLTT	Ctry	10.2
8 WHUR	8 WHUR	8 WHUR	8 WGAY	8 WLTT	8 WXTR	Gold/CR	4.8
9 WRQX	9 WCXR	9 WAVA	9 WRQX	9 WJFK	9 WHUR	N/T	10.2
10 WMMJ	10 WLTT	10 WLTT	10 WHUR	10 WXTR	10 WCXR	Rel/CC	1.4
						UC	11.8

# AKRON

POPULATION: 542,700

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.5	6.2	7.7	1	<b>WONE-FM</b> AOR	97.5 12kw	2	8	1	1	1	14	84	MEDIACOMM	MCG	9.3
7.4	6.4	6.8	2	<b>WNIB</b> Talk	100.1 3kw	9	14	14	12	6	3	106	MEDIA-COM, INC.	K/P	5.8
8.7	7.5	6.7	3	<b>WKDD</b> CHR	96.5 50kw	1	2	2	2	5	5	67	BARNSTABLE	KATZ	7.9
6.2	5.4	5.5	4	<b>WDOK</b> AC	102.1 12kw	7	16	13	7	4	1	78	INDEPENDENT GR.	MMRE	3.6
4.9	5.5	5.3	5	<b>WMJI</b> Gold	105.7 27kw	6	4	9	3	2	2	68	LEGACY	EAST	4.7
5.0	4.9	5.3	5	<b>WGAR</b> Ctry	99.5 50kw	8	9	7	6	3	4	81	NATIONWIDE	--	4.8
6.3	4.2	5.2	7	<b>WAKR</b> AC	1590 5kw	3	18	19	19	15	6	59	MEDIACOMM	MCG	6.0
4.4	3.7	5.1	8	<b>WPHR</b> CHR	107.9 70kw	4	1	6	11	18	18	64	ARDMAN	TOR	8.8
5.0	5.3	4.5	9	<b>WMMS</b> AOR	100.7 34kw	5	3	3	4	9	20	58	MALRITE	KATZ	5.3
2.1	3.0	3.8	10	<b>WNCX</b> CR	98.5 16kw	11	10	4	5	8	19	68	METROPLEX	MCG	4.0
1.8	2.3	3.8	10	<b>WRMR</b> B/EZ	850 10-5kw	18	21	25	24	24	15	131	INDEPENDENT GR.	MMRE	1.4

# ALBANY-SCHENECTADY-TROY

POPULATION: 725,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.6	11.3	9.4	7.9	10.9	1	<b>WROW-FM</b> B/EZ	95.5 12kw	5	17	8	7	7	1	114	RADIO TERRACE	CHR	5.0
7.9	7.2	7.6	7.4	10.2	2	<b>WFLY</b> CHR	92.3 17kw	1	1	2	2	5	8	81	ALBANY BR.	TOR	11.8
11.0	11.9	9.8	10.2	9.9	3	<b>WGNA-A/F</b> Ctry	1460/107.7 5kw/12.5kw	7	6	4	4	2	2	109	BARNSTABLE	KATZ	10.6
7.8	7.1	8.9	10.2	9.4	4	<b>WPYX</b> AOR	106.5 15.5kw	2	3	1	1	1	6	75	CAP-TOWN	MCG	8.3
5.8	5.8	8.5	7.9	7.5	5	<b>WKLI</b> AC	100.9 3kw	3	5	3	3	3	4	75	PREMIERE BR.	DUR	6.4
10.3	9.1	9.7	8.4	7.4	6	<b>WGY</b> AC	810 50kw	6	8	9	10	6	3	78	EMPIRE RADIO	EAST	8.7
6.2	4.4	5.2	4.8	5.9	7	<b>WGY-FM</b> Gold	99.5 14.8kw	4	4	7	5	4	5	61	EMPIRE RADIO	EAST	6.8
4.3	3.8	4.0	3.8	3.6	8	<b>WQBK</b> Talk	1300 5kw	11	13	18	12	10	9	80	WQBK, INC.	BAN	1.8
3.8	2.6	4.1	4.4	3.3	9	<b>WQBK-FM</b> CR	103.9 3kw	8	7	5	6	9	11	59	WQBK, INC.	BAN	7.5
4.3	5.6	3.5	3.9	3.3	9	<b>WTRY</b> Gold	980 5kw	10	23	10	8	8	7	69	CAP-TOWN	MCG	1.5

# ALBUQUERQUE

POPULATION: 467,500

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BRCH SHARE
13.3	12.4	16.7	1	<b>KRZY/KRST</b> Ctry	1450/92.3 1kw/22kw	1	3	1	1	1	1	107	COMMONWEALTH	KATZ	14.3
8.0	9.8	10.5	2	<b>KKOB-FM</b> AC	93.3 21.5kw	2	6	2	2	2	3	84	FAIRMONT	MCG	9.4
11.3	10.7	8.9	3	<b>KKOB</b> AC	770 50kw	3	10	10	6	5	2	73	FAIRMONT	MCG	8.9
5.9	7.0	7.9	4	<b>KZKL-A/F</b> Gold	1580/101.7 10kw/3kw	4	4	4	3	3	4	74	AM-FM COMM.	CHR	7.4
5.0	10.1	7.7	5	<b>KKSS</b> CHR	97.3 100kw	5	1	5	5	10	13	77	SUNGROUP	DUR	14.9
8.5	6.3	6.3	6	<b>KZSS/KZRR</b> AOR	610/94.1 5kw/22.5kw	6	8	3	4	4	10	84	ANCHOR MEDIA	EAST	6.4
2.3	4.4	4.1	7	<b>KMGA</b> AC	99.5 22.5kw	8	22	6	7	6	6	69	PENN	BAN	1.6
5.5	4.9	3.9	8	<b>KKJY</b> B/EZ	100.3 22.5kw	9	18	12	11	8	5	73	MBC	TOR	2.7
2.1	3.6	3.7	9	<b>KLSK</b> NAC	104.1 100kw	7	21	9	8	7	7	55	PROGRESSIVE BR.	BAN	4.1
3.3	2.4	2.7	10	<b>KHFM</b> Clas	96.3 20kw	13	13	14	12	9	9	67	N.M. CLASSICAL	CMBS	2.3

# ALLENTOWN-BETHLEHEM

POPULATION: 584,900

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BRCH SHARE
14.1	12.8	14.9	12.1	17.4	1	<b>WFMZ</b> B/EZ	100.7 17kw	2	32	6	4	3	1	127	MARANATHA	TOR	10.1
12.7	12.4	11.8	12.7	13.9	2	<b>WLEV</b> AC	96.1 50kw	1	4	2	1	1	2	100	TMZ	MCG	11.9
9.5	12.2	12.4	12.5	10.9	3	<b>WZZO</b> AOR	95.1 30kw	3	3	1	2	2	3	94	HOLT CORP.	DUR	15.7
8.3	7.9	10.4	7.3	6.7	4	<b>WAEB-FM</b> CHR	104.1 50kw	4	2	3	3	4	6	60	CRB	KATZ	8.4
7.9	7.1	7.2	6.5	6.4	5	<b>WHXT</b> CHR	99.9 50kw	5	1	5	5	5	7	60	ROTH	CHR	9.1
4.3	4.5	3.4	4.7	4.3	6	<b>WAEB</b> AC	790 1kw	6	7	8	7	7	4	60	CRB	KATZ	5.2
2.6	4.6	4.4	7.2	3.6	7	<b>WXKW</b> Ctry	1470 5kw	8	8	18	9	8	5	80	HGF	EAST	3.7
4.1	3.7	4.0	5.1	3.4	8	<b>WEST</b> BBnd	1400 1kw	10	14	29	25	17	9	92	TMZ	MCG	2.0
3.2	1.9	3.0	2.0	3.2	9	<b>WYSP</b> CR	94.1 16kw	9	33	4	6	6	15	77	INFINITY	TOR	4.0
1.5	2.3	2.2	2.5	1.8	10	<b>WXTU</b> Ctry	92.5 15.5kw	11	31	9	10	10	8	57	BEASLEY	BAN	2.1

POPULATION: 636,000

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.4	17.0	14.5	19.8	15.8	1	<b>KASE</b> Ctry	100.7 100kw	1	3	1	1	1	1	98	KVET BR.	KATZ	17.9
10.6	7.9	9.4	8.6	9.0	2	<b>KLBJ-FM</b> AOR	93.7 97kw	3	4	2	2	3	8	73	LBJ CO.	EAST	6.9
7.8	9.5	7.6	6.4	8.3	3	<b>KKMJ</b> AC	95.5 100kw	6	5	6	3	2	2	76	SUNBELT GROUP	CBS	7.4
6.6	6.3	8.6	7.6	7.9	4	<b>KHFI</b> CHR	96.7 100kw	4	1	4	4	10	10	66	JOYNER	KATZ	8.0
9.0	8.5	7.4	8.6	7.0	5	<b>KBTS</b> CHR	93.3 100kw	2	2	5	6	5	7	50	GENESIS	CHR	7.9
4.1	4.1	5.0	5.7	5.5	6	<b>KPEZ</b> AOR	102.3 20kw	7	14	3	5	4	13	63	CLEAR CHANNEL	CHR	6.3
2.6	2.2	2.3	3.6	5.4	7	<b>KVET-AJF</b> Ctry	1300/98.1 5-1kw/100kw	5	7	9	9	9	4	53	KVET/SPUR PART	KATZ	6.2
4.2	3.6	4.4	4.0	4.0	8	<b>KEYI</b> AC	103.5 90kw	9	11	7	7	6	5	55	DEGREE	BAN	3.6
4.2	4.0	5.0	4.3	3.8	9	<b>KLBJ</b> N/T	590 5-1kw	8	10	10	10	8	3	45	LBJ CO.	EAST	3.9
2.2	2.6	2.2	2.1	3.3	10	<b>KGSR</b> NR	107.1 46kw	10	17	8	8	7	6	69	BEASLEY	MCG	3.3

POPULATION: 366,900

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.7	12.9	14.4	1	<b>KUZZ</b> Ctry	107.9 5.8kw	2	3	2	1	1	1	114	BUCK OWENS	KATZ
13.3	13.6	13.8	2	<b>KKXX</b> CHR	105.3 35kw	1	1	1	2	2	6	100	GRAPEVINE	BAN
4.7	8.0	6.4	3	<b>KGFM</b> B/EZ	101.5 4.8kw	3	17	20	11	7	2	91	KERN	MCG
3.5	6.7	5.9	4	<b>KAFY</b> Span	970 1kw	10	2	5	6	6	7	119	MCGAVREN-BARRO	CAB
4.7	4.2	5.7	5	<b>KERN</b> N/T	1410 1kw	4	16	9	5	5	3	90	AMERICAN GEN.	CHR
7.9	5.1	5.6	6	<b>KWAC</b> Span	1490 1kw	7	6	3	3	4	8	107	KMAP INC.	LOTU
3.9	3.4	5.2	7	<b>KERN-FM</b> Gold	94.1 4.5kw	5	18	10	4	3	3	89	AMERICAN GEN.	CHR
7.5	6.7	4.6	8	<b>KCWR</b> Ctry	550 5kw	9	8	12	13	9	5	90	BUCK OWENS	KATZ
4.4	5.1	3.4	9	<b>KKBB</b> AOR	97.7 3kw	6	5	6	7	12	13	62	KOHL COMM.	EAST
4.9	1.6	3.0	10	<b>KLLY</b> AC	95.3 4kw	8	15	8	9	10	11	58	BUCKLEY	HNWH
1.4	2.7	3.0	10	<b>KRAB</b> CHR	106.3 4.6kw	11	14	4	8	8	17	15	DOUBLE D	DUR

#80

# BATON ROUGE

POPULATION: 431,900

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CLUMÉ RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
8.7	14.6	12.5	13.8	17.5	1	<b>WYNK-A/F</b> Ctry	1380/101.5 5kw/100kw	1	5	2	1	1	1	115	NARRAGANSETT	KATZ	15.3
9.9	11.8	12.4	10.1	14.1	2	<b>KQXL</b> UC	106.5 50kw	3	2	1	2	2	3	115	CITY WIDE	BAN	15.2
5.7	8.5	9.9	9.2	8.4	3	<b>WXOK</b> UC	1460 5-1kw	5	3	6	4	5	5	91	WINNFIELD LIFE	TOR	10.3
13.7	12.4	11.3	11.1	8.1	4	<b>WFMF</b> CHR	102.5 100kw	2	1	3	3	6	7	56	GUARANTY	HNWH	11.1
6.3	4.3	3.5	3.7	5.5	5	<b>WJBO</b> N/T	1150 5kw	6	20	10	9	4	2	63	BATON ROUGE	HNWH	3.6
5.1	6.8	4.7	5.9	5.0	6	<b>KHOM</b> Gold	104.1 100kw	8	8	8	5	3	4	66	KHOM, ASSOC.	TOR	4.0
5.4	4.6	4.8	4.8	5.0	6	<b>WKJN-FM</b> Ctry	103.3 100kw	7	7	11	10	7	6	66	SOUTHERN COM.	CHR	3.4
6.7	4.9	5.3	5.5	4.8	8	<b>WGGZ</b> CHR	98.1 100kw	4	4	4	6	8	14	44	WGGZ, INC.	KATZ	4.8
4.1	5.5	6.0	5.8	4.0	9	<b>WTGE</b> AOR	100.7 95kw	9	10	5	7	10	13	55	VETTER	EAST	5.1
3.6	3.5	2.9	3.0	3.4	10	<b>WCKW</b> CR	92.3 100kw	10	18	7	8	9	11	60	222 CORP.	BAN	6.6

#53

# BIRMINGHAM

POPULATION: 775,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CLUMÉ RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
16.1	16.3	15.7	16.1	17.0	1	<b>WZZK-A/F</b> Ctry	610/104.7 5-1kw/99kw	1	5	5	1	1	1	96	NEW CITY	KATZ	14.8
12.3	11.8	12.0	11.9	10.6	2	<b>WENN</b> UC	107.7 100kw	4	1	2	4	4	5	102	BOOKER T. WASH.	HNWH	16.1
8.2	8.3	7.9	9.2	9.6	3	<b>WMJJ</b> AC	96.5 100kw	5	8	4	2	2	2	94	CAPITOL BR. CR	BAN	8.3
8.2	9.1	7.9	7.6	9.4	4	<b>WZRR</b> CR	99.5 100kw	3	4	1	3	3	7	86	DICK	EAST	8.8
7.8	8.7	8.2	10.0	7.7	5	<b>WAPI-FM</b> CHR	94.5 98kw	2	2	3	5	5	6	70	DITTMAN GROUP	CHR	9.9
5.2	5.0	6.1	6.0	5.4	6	<b>WERC</b> N/T	960 5kw	8	11	10	9	7	4	85	AMERON	BAN	4.9
7.0	5.3	5.1	5.7	4.9	7	<b>WKXX-FM</b> CHR	106.9 99kw	6	3	6	6	8	10	57	AMERON	MCG	5.3
5.1	6.2	5.9	4.8	4.9	7	<b>WATV</b> UC	900 1-165kw	9	10	8	7	6	3	88	BIRM. EBONY	ROS	3.5
4.6	4.9	4.8	3.4	4.8	9	<b>WAPI</b> BBnd	1070 50-5kw	7	17	14	11	11	6	75	DITTMAN GROUP	CHR	3.5
1.6	2.7	2.6	2.7	3.2	10	<b>WJLD</b> UC	1400 1kw	11	9	7	8	9	11	70	RICHARDSON	K/P	2.6

# BRIDGEPORT

POPULATION: 370,800

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.7	13.5	15.4	1	<b>WEZN</b> AC	99.9 27.5kw	1	8	4	1	1	1	97	NEW CITY	KATZ	16.4
11.0	15.1	13.4	2	<b>WICC</b> AC	600 1.5kw	2	7	9	5	3	2	86	WIN	BAN	9.2
9.8	9.8	9.6	3	<b>WKCI</b> CHR	101.3 50kw	3	1	2	2	4	4	83	NOBLE	MCG	11.1
9.1	8.5	8.0	4	<b>WEBE</b> AC	107.9 50kw	4	6	3	3	2	3	82	WIN	BAN	11.3
7.6	6.0	6.1	5	<b>WPLR</b> AC	99.1 14.1kw	5	5	1	4	5	8	71	SOUTHERN STARR	DUR	7.8
3.3	4.0	3.7	6	<b>WFAN</b> Spor	660 50kw	7	11	7	7	6	5	57	EMMIS	HNWH	3.0
1.3	2.0	3.4	7	<b>WEFX</b> CR	95.9 3kw	8	12	5	6	7	16	72	CRB	CHR	4.0
2.4	1.6	2.8	8	<b>WQHT</b> CHR	97.1 6.7kw	10	2	6	8	15	21	76	EMMIS	HNWH	4.7
3.3	2.4	2.7	9	<b>WCBS</b> News	880 50kw	6	28	25	14	11	6	38	CBS	CBS	2.8
1.7	2.7	2.1	10	<b>WRKS</b> UC	98.7 7.8kw	14	3	10	9	8	11	84	SUMMIT	DUR	5.6

# CHARLESTON, SC

POPULATION: 420,800

SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.5	12.5	1	<b>WEZL</b> Ctry	103.5 100kw	1	3	4	1	1	1	102	APOLLO RADIO	EAST	13.5
5.9	8.0	2	<b>WAVF</b> AOR	96.1 100kw	3	6	1	2	3	9	107	PRITCHARD & CO.	CHR	8.3
8.3	7.1	3	<b>WSSX</b> CHR	95.1 100kw	2	3	2	3	2	7	66	FAIRCOM	KATZ	9.4
2.5	6.9	4	<b>WTMA</b> N/T	1250 5.1kw	5	16	11	7	5	2	104	JETT COMM.	KATZ	3.7
4.4	5.9	5	<b>WXTC</b> AC	96.9 100kw	4	7	3	4	4	5	84	EBE	MCG	5.4
3.3	4.9	6	<b>WDXZ</b> UC	104.5 50kw	12	2	7	9	12	10	105	CARAVELLE	EAST	3.7
5.5	4.4	7	<b>WUJM-A/F</b> UC	1450/94.3 1kw/6kw	8	4	5	8	11	11	77	JONES-EASTERN	CHR	7.9
2.8	4.2	8	<b>WSUY</b> AC	100.7 3kw	10	17	6	6	7	6	78	SOUTHERN COMM.	KATZ	5.4
4.0	4.2	8	<b>WXYL</b> Gold	102.5 100kw	7	14	10	5	6	3	68	BAHAKEL	EAST	4.1
7.0	3.8	10	<b>WWWZ</b> UC	93.5 1.1kw	9	5	8	10	14	14	70	JAG COMM.	HNWH	6.1

# CHATTANOOGA

POPULATION: 364,700

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
12.9	12.8	17.7	14.6	19.7	1	<b>WUSY</b> Ctry	100.7 100kw	1	3	1	1	1	1	115	COLONIAL	MCG	17.0
17.3	13.0	13.7	11.6	10.3	2	<b>WSKZ</b> CHR	106.5 100kw	2	2	2	2	4	8	81	BLOOMINGTON	CHR	14.2
11.9	9.4	10.2	11.1	9.3	3	<b>WDEF-FM</b> AC	92.3 97kw	3	15	9	8	7	2	90	PARK	MMR	6.2
8.4	7.8	8.0	7.1	9.3	3	<b>WJTT</b> UC	94.3 3kw	6	1	6	4	3	4	154	JETTCOM	HNWH	10.9
6.8	7.8	7.2	9.3	7.3	5	<b>WLMX-FM</b> AC	105.5 3kw	4	5	3	3	2	6	76	CHATTANOOGA	EAST	7.5
9.6	7.6	6.7	5.3	6.5	6	<b>WDOD-FM</b> Ctry	96.5 100kw	5	11	5	6	5	3	72	BAHAKEL	BAN	5.5
6.1	4.5	3.3	4.5	5.2	7	<b>WNOO</b> UC	1260 5kw	10	6	8	7	8	5	140	SOUTHERN STAR	EAST	3.7
3.0	5.8	2.8	5.0	4.7	8	<b>WFXS</b> AOR	102.3 3kw	7	7	4	5	6	11	84	TENN. COMM.	EAST	8.6
1.0	3.4	2.8	3.1	2.9	9	<b>WSGC</b> Gold	101.9 3kw	8	13	10	9	9	7	55	BATTLEFIELD	--	3.3
2.3	3.1	2.5	1.2	2.8	10	<b>WDOD</b> Ctry	1310 5kw	13	14	15	17	17	14	106	BAHAKEL	BAN	1.4

# COLUMBIA, SC

POPULATION: 384,700

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
15.7	17.7	16.5	1	<b>WVDM</b> UC	101.3 100kw	3	2	1	1	2	3	124	GAMECOCK CITY	HNWH	24.5
14.1	15.4	14.8	2	<b>WCOS-FM</b> Ctry	97.5 100kw	1	3	4	2	1	1	102	MEDIA COMM	MCG	13.3
6.5	9.5	11.5	3	<b>WNOK</b> CHR	104.7 100kw	2	1	2	3	4	7	81	VOYAGER	KATZ	9.4
5.1	4.4	6.4	4	<b>WCEZ</b> B/EZ	93.5 1.65kw	7	12	8	7	7	4	107	NICHOLS BANK	BAN	4.1
7.3	7.2	6.1	5	<b>WMFX</b> AOR	102.3 3kw	5	5	3	4	5	11	67	WMFX-FM ASSOC.	DUR	8.0
8.8	6.2	6.0	6	<b>WTCB</b> AC	106.7 100kw	6	7	9	5	3	2	68	BLOOMINGTON	CHR	5.6
6.6	6.2	5.8	7	<b>WVOC</b> N/T	560 5kw	4	11	10	6	6	5	56	RIDGELY COMM.	BAN	6.2
2.9	2.1	3.6	8	<b>WTGH</b> Rel	620 1-.125kw	12	16	11	12	10	8	95	WILLIS	--	2.8
4.8	4.3	3.1	9	<b>WOMG-FM</b> Gold	103.1 3kw	8	8	12	9	8	6	57	PRICE	EAST	3.4
5.4	5.7	3.0	10	<b>WYYS</b> CHR	96.7 3kw	9	6	5	8	13	15	56	UNIVERSAL COMM.	--	3.1

# EL PASO

POPULATION: 465,100

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.5	10.5	11.9	14.3	13.7	1	<b>KHEY-FM</b> Ctry	96.3 88kw	2	5	2	1	1	2	100	US RADIO LTD.	KATZ	17.5
13.0	13.3	14.6	13.7	11.5	2	<b>KPRR</b> CHR	102.1 100kw	1	1	3	3	5	9	84	TRANSCONTINENT	MCG	16.2
12.6	10.9	9.3	11.2	10.2	3	<b>KLAQ</b> AOR	95.5 100kw	3	4	1	2	4	14	86	D&F	HNWH	13.2
3.5	4.2	5.1	9.0	7.6	4	<b>KAMZ</b> AC	93.1 30kw	4	3	4	4	3	5	74	PINNACLE	EAST	8.0
6.6	6.8	6.4	6.3	7.2	5	<b>KBNA-A/F</b> Span	920/97.5 1-.5kw/1kw	6	19	8	5	2	2	81	TICHENOR	KT-H	3.0
6.1	5.8	5.3	5.6	5.8	6	<b>KTSM-FM</b> B/EZ	98.9 100kw	7	16	9	10	7	3	89	TRI-STATE	HNWH	4.8
6.5	5.1	6.2	2.9	5.3	7	<b>KAMA</b> Span	750 10-1kw	8	9	10	11	10	6	87	PINNACLE	EAST	4.5
3.6	5.4	5.5	4.3	4.4	8	<b>KEZB-FM</b> CHR	93.9 96kw	5	2	6	8	11	12	51	KEZB, INC.	CHR	4.1
7.0	6.5	6.3	5.7	4.3	9	<b>KOFX</b> Gold	92.3 100kw	9	12	5	6	6	10	72	ELP	MCG	4.9
3.5	2.5	2.8	1.8	4.0	10	<b>KROD</b> Gold	600 5kw	10	6	11	9	8	4	73	D&F	HNWH	3.9

# FRESNO

POPULATION: 520,500

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.1	9.8	10.3	9.5	12.7	1	<b>KMJ</b> N/T	580 5kw	1	6	6	3	2	1	105	HENRY	KATZ	11.7
8.6	10.0	6.7	8.4	10.9	2	<b>KNAX</b> Ctry	97.9 48kw	3	8	1	1	1	2	114	FIRST SIERRA	HNWH	8.6
9.0	7.4	10.2	9.9	9.6	3	<b>KBOS</b> CHR	94.9 16.5kw	2	1	1	2	5	11	85	JAYVEECO	CBS	13.7
4.7	5.9	5.8	4.1	5.8	4	<b>KJOI</b> B/EZ	98.9 19kw	5	15	14	13	9	3	94	RADIO DINUBA	MMR	3.3
5.7	3.9	7.2	3.6	3.9	5	<b>KFSO</b> Gold	92.9 18.5kw	4	10	15	5	3	4	61	AMERICAN	CBS	4.5
4.1	4.9	2.6	3.7	3.8	6	<b>KFRE</b> Ctry	940 50kw	10	12	19	14	6	5	84	EBE	HNWH	1.9
6.1	4.1	5.1	4.0	3.8	6	<b>KKDJ</b> AOR	105.9 2.4kw	6	11	4	4	4	10	66	PACIFIC QUAD	DUR	5.1
2.2	3.5	4.2	6.1	3.8	6	<b>KTHT</b> AC	102.7 50kw	8	3	5	7	8	9	71	KOSO, INC.	CHR	4.5
5.2	3.6	3.9	3.1	3.6	9	<b>KRZR</b> AOR	103.7 50kw	9	2	3	6	12	24	68	OLYMPIA	CHR	5.3
3.8	2.7	2.0	3.1	3.1	10	<b>KGST</b> Span	1600 5kw	12	7	17	16	14	6	83	LOTUS	LOTU	1.2



# GRAND RAPIDS

POPULATION: 547,300

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	1/2+ BIRCH SHARE
3.9	7.4	6.5	6.5	9.5	1	<b>WODJ</b> Gold	107.3 50kw	3	4	4	1	1	2	93	GOODRICH	BAN	6.5
8.0	9.1	11.5	11.2	9.1	2	<b>WGRD</b> CHR	97.9 13kw	1	1	2	4	7	7	54	REGIONAL GR./MI	DUR	11.2
9.5	9.7	10.0	8.7	9.1	2	<b>WOOD-FM</b> B/EZ	105.7 265kw	2	7	11	7	5	1	83	UNITED ARTISTS	KATZ	4.6
6.5	5.8	5.9	9.4	8.2	4	<b>WKLQ</b> AOR	94.5 50kw	5	3	1	2	3	9	92	BLOOMINGTON	EAST	11.8
7.7	7.2	6.3	8.0	6.8	5	<b>WLHT</b> AC	95.7 40kw	6	9	3	3	2	5	83	LIGGETT	EAST	7.4
11.0	8.5	6.8	6.4	6.3	6	<b>WCUZ-FM</b> Ctry	101.3 50kw	4	16	9	5	4	3	68	FEDERATED MEDIA	CHR	7.3
6.4	6.5	5.1	3.3	5.3	7	<b>WOOD</b> AC	1300 5kw	7	11	13	11	9	4	69	UNITED ARTISTS	KATZ	6.4
4.4	5.0	2.7	3.8	4.4	8	<b>WMUS-FM</b> Ctry	106.9 50kw	9	14	8	8	6	6	65	GR. MUSKEGON	HNWH	3.5
8.5	6.4	6.8	5.1	3.9	9	<b>WLAV</b> AOR	96.9 50kw	10	8	5	6	8	12	67	ADAMS	MMR	6.9
3.3	2.8	3.5	4.0	3.5	10	<b>WSNX-A/F</b> CHR	1600/104.5 5kw/50kw	8	2	7	10	13	15	47	GOODRICH	BAN	2.8

# GREENVILLE-NEW BERN-JACKSONVILLE, NC

POPULATION: 420,000

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
20.2	18.7	18.6	1	<b>WIKS</b> UC	101.9 100kw	1	1	1	1	1	2	122	TAYLOR	HNWH
11.1	17.2	16.7	2	<b>WFNS-FM</b> Ctry	95.1 100kw	2	8	2	2	2	1	122	PINNACLE	MCG
8.6	8.5	7.1	3	<b>WDLX</b> AC	93.3 100kw	3	4	3	3	4	5	62	TAR HILL	BAN
6.0	4.9	6.8	4	<b>WNCT-FM</b> B/EZ	107.9 100kw	4	15	12	11	5	3	95	ROY H. PARK	MMR
4.9	4.9	6.5	5	<b>WKOO</b> Gold	98.7 100kw	5	5	6	4	3	4	98	WINFAS, INC.	EAST
3.7	4.8	4.2	6	<b>WZYC</b> AOR	100.3 100kw	6	7	4	5	7	16	67	BD COMM.	CHR
0.5	0.8	3.2	7	<b>WRHT</b> CHR	96.3 50kw	8	3	7	7	13	9	82	EAST. CAROLINA	--
3.8	2.5	2.9	8	<b>WHITE</b> CHR	103.7 50kw	7	2	8	9	20	22	70	SEA-COM	MCG
3.0	3.1	2.6	9	<b>WXQR</b> ACR	105.5 3kw	9	16	5	6	14	28	79	MARINE	TNS
2.7	3.2	2.3	10	<b>WTRG</b> Gold	100.7 100kw	10	20	11	8	6	6	75	JOYNER	BAN

# GREENVILLE-SPARTANBURG

POPULATION: 646,200

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.4	13.5	13.6	12.5	12.7	1	<b>WESC-A/F</b> Ctry	660/92.5 50kw/100kw	1	7	7	4	4	1	90	BR. COM./CAROL.	BAN	13.5
9.3	8.5	11.0	10.5	11.1	2	<b>WSSL-FM</b> Ctry	100.5 100kw	3	5	3	2	2	2	93	STERLING	MCG	12.1
11.4	15.9	12.9	11.1	10.9	3	<b>WMYI</b> AC	102.5 20kw	2	6	1	1	1	3	79	AMCOM GENERAL	EAST	10.8
8.3	8.7	9.4	8.2	8.1	4	<b>WANS-FM</b> CHR	107.3 100kw	4	1	4	6	8	8	87	DEGREE	CHR	8.6
5.6	5.5	5.0	6.6	7.8	5	<b>WFBC-FM</b> Gold	93.7 100kw	5	8	8	3	3	4	85	MULTIMEDIA	KATZ	4.8
5.4	3.9	6.0	5.2	6.3	6	<b>WCKN-FM</b> AOR	101.1 100kw	6	4	2	5	5	10	81	CAROLINA BR.	BAN	10.3
6.1	5.2	5.6	8.1	5.7	7	<b>WLWZ</b> UC	103.9 3kw	8	3	5	7	6	6	114	VOYAGER	HNWH	7.7
7.9	8.5	8.3	5.8	5.5	8	<b>WSPA-FM</b> B/EZ	98.9 100kw	7	15	14	9	7	5	98	SPARTAN	MCG	3.4
4.4	5.4	3.1	3.1	3.9	9	<b>WCKZ</b> CHR	101.9 99kw	9	2	6	8	9	13	84	CAROLINA BR.	BAN	10.3
2.0	2.0	1.6	2.1	2.7	10	<b>WFBC</b> N/T	1330 5kw	10	20	10	10	10	9	82	MULTIMEDIA	KATZ	2.5

# HARRISBURG-LEBANON-CARLISLE

POPULATION: 502,000

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.6	15.3	17.4	13.4	12.9	1	<b>WNKK-FM</b> CHR	104.1 22.5kw	1	2	1	1	1	2	82	KEYMARKET	CHR	15.0
6.6	6.7	8.2	7.6	7.8	2	<b>WTPA</b> AOR	93.5 1.75kw	3	5	2	2	3	9	92	QUAKER STATE	BAN	15.4
3.6	5.3	6.3	7.6	7.3	3	<b>WWKL</b> Gold	94.9 25kw	2	6	6	3	2	1	86	BARNSTABLE	KATZ	7.3
9.7	6.9	7.1	7.8	6.7	4	<b>WRKZ</b> Ctry	106.7 14kw	4	7	5	5	4	4	80	TELE MEDIA	TOR	6.6
5.9	6.4	6.6	6.0	5.9	5	<b>WHP</b> Talk	580 5kw	5	9	18	10	6	3	73	WHP INC.	MMB	5.7
5.4	4.1	3.0	5.8	5.0	6	<b>WIMX</b> AC	99.3 3kw	7	12	3	4	5	6	70	HUDSON GROUP	MCG	6.8
5.6	4.8	4.1	8.0	4.8	7	<b>WQXA</b> CHR	105.7 25kw	6	1	4	6	9	15	64	HGF MEDIA	KATZ	9.1
2.6	2.0	3.0	2.4	4.8	7	<b>WHYL-FM</b> Ctry	102.3 3kw	12	11	9	8	7	10	125	ZEVE	--	2.9
4.5	5.8	6.9	3.2	4.3	9	<b>WNCE</b> B/EZ	101.3 6.9kw	8	19	16	11	11	7	77	HALL	TOR	2.5
3.6	4.1	3.7	3.5	3.8	10	<b>WHYL</b> Nost	960 5-.022kw	11	18	23	25	23	10	90	ZEVE	--	3.2

# HONOLULU

POPULATION: 705,900

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.2	9.1	7.5	6.9	10.6	1	<b>KSSK-FM</b> AC	92.3 100kw	2	6	2	1	1	3	85	BEDFORD BR.	EAST	8.5
9.8	11.9	10.1	9.4	10.3	2	<b>KSSK</b> AC	590 7.5kw	4	5	8	4	2	1	90	BEDFORD BR.	EAST	9.1
10.2	9.4	9.3	8.2	9.9	3	<b>KIKI-FM</b> CHR	93.9 100kw	3	1	1	3	6	10	82	HENRY HAWAII	CHR	11.9
10.7	8.0	11.1	10.6	9.4	4	<b>KUMU-A/F</b> B/EZ	1500/94.7 10kw/100kw	5	7	9	9	5	2	94	JOHN HUTTON	BAN	3.7
12.4	12.6	12.4	12.3	9.3	5	<b>KQMQ-A/F</b> CHR	690/93.1 10kw/54kw	1	2	3	2	3	5	66	NORTHPARK	KATZ	8.3
6.8	6.4	7.6	6.0	7.2	6	<b>KRTR-FM</b> AC	96.3 75kw	6	4	5	5	4	4	33	MAVRA KEA	KATZ	7.3
0.0	0.0	2.2	6.4	6.7	7	<b>KCCN-FM</b> Misc	100.3 100kw	7	3	4	6	7	6	83	KCCN RADIO	K/P	10.9
4.5	4.2	4.4	4.7	4.6	8	<b>KHFX</b> CR	105.1 100kw	11	13	6	7	8	13	95	RLS	MMR	6.3
4.9	7.8	5.4	6.7	4.4	9	<b>KPOI</b> AOR	97.5 80kw	8	8	7	8	9	14	74	KILOHANA	BAN	6.1
2.5	3.2	2.4	2.9	3.5	10	<b>KGU</b> N/T	760 10kw	9	18	12	11	11	9	60	CHARLES GIVENS	BAN	2.1

# JOHNSON CITY-KINGSPORT-BRISTOL

POPULATION: 378,400

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.6	12.7	18.4	1	<b>WTFM</b> AC	98.5 100kw	3	3	1	1	1	2	100	HOME NEWS	EAST	12.3
19.1	18.3	17.9	2	<b>WXBQ</b> Ctry	96.9 67kw	1	5	3	3	2	1	88	BRISTOL	MCG	23.1
19.3	23.3	16.5	3	<b>WQUT</b> CHR	101.5 100kw	2	1	2	2	3	3	81	BLOOMINGTON	KATZ	21.6
4.5	4.2	5.1	4	<b>WUSJ</b> Ctry	99.3 420kw	4	10	5	5	4	4	76	TRI-CITY BR.	DUR	3.8
1.7	3.5	4.1	5	<b>WIMZ-FM</b> AOR	103.5 100kw	6	4	4	4	5	11	75	STONER	CHR	7.4
4.5	3.7	3.6	6	<b>WJCW</b> Ctry	910 5.1kw	5	14	9	8	6	5	60	BLOOMINGTON	KATZ	2.6
1.0	1.6	2.6	7	<b>WFHG</b> Gold	980 5.1kw	9	9	13	6	7	6	73	BRISTOL	MCG	1.0
3.5	2.4	2.2	8	<b>WKPT</b> AC	1400 1kw	8	19	25	19	14	9	56	HOME NEWS	EAST	1.6
0.9	1.7	2.2	8	<b>WETB</b> Rel	790 5.072kw	14	24	18	10	9	7	91	ALPHA-OMEGA	---	2.2
1.0	0.3	2.0	10	<b>WMEV-FM</b> Ctry	93.9 100kw	16	21	12	7	10	8	120	SUMMIT	SSS	1.7

# KNOXVILLE

POPULATION: 515,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
37.7	34.3	32.1	35.2	38.8	1	<b>WIVK-A/F</b> Ctry	990/107.7 10kw/100kw	1	2	1	1	1	1	125	DICK	KATZ	32.0
10.0	11.4	8.5	8.7	11.8	2	<b>WEZK</b> B/EZ	97.5 100kw	3	6	4	3	3	3	88	SOUTH CENTRAL	DUR	10.0
9.1	12.8	14.9	11.9	10.5	3	<b>WMYU</b> AC	102.1 15kw	2	3	5	4	2	2	71	DALTON GROUP	EAST	8.3
9.4	10.7	10.6	10.0	10.0	4	<b>WIMZ-A/F</b> AOR	1240/103.5 1kw/100kw	5	4	2	2	4	4	87	STONER BROAD.	CHR	16.1
11.2	8.4	12.8	12.1	9.5	5	<b>WOKI</b> CHR	100.3 100kw	4	1	3	5	5	6	80	RADIOAK INC.	HNWH	13.7
1.4	1.4	1.6	2.4	4.1	6	<b>WQBB</b> Nost	1040 10kw	6	13	13	11	11	5	201	SEQUOYAH COMM.	--	2.1
1.6	2.4	1.1	1.2	1.5	7	<b>WGAP</b> Ctry	1400 1kw	8	7	12	9	10	9	86	GATEWAY BROAD.	REG	.3
1.4	0.6	1.4	2.0	1.3	8	<b>WRJZ</b> Rel	620 5kw	5	10	6	6	6	7	51	TENN. MEDIA	--	2.0
0.8	0.3	1.4	0.4	0.8	9	<b>WKXV</b> Rel	900 1kw	10	12	10	12	9	8	60	RA-TEL BROAD.	--	.7
0.0	0.0	0.0	0.0	0.6	10	<b>WQUT</b> Ctry	101.5 100kw	16	5	8	10	15	16	95	BLOOMINGTON	KATZ	--
1.6	2.2	1.8	1.7	0.6	10	<b>WWZZ</b> CR	93.1 6kw	7	11	9	7	7	12	30	CBS BR. GROUP	--	--

# LANSING-EAST LANSING

POPULATION: 357,000

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.3	18.0	15.3	14.9	18.4	1	<b>WITL-A/F</b> Ctry	1010/100.7 5kw/26.5kw	2	4	2	1	1	1	109	MSP	BAN	18.2
18.5	17.8	16.7	13.0	13.3	2	<b>WVIC-A/F</b> CHR	730/94.9 5kw/49kw	1	2	1	2	2	6	76	GOODRICH	KATZ	13.2
8.8	7.2	7.3	7.8	8.7	3	<b>WJIM-FM</b> B/EZ	97.5 28kw	3	9	5	4	3	2	90	DOUBLE L	TOR	5.4
3.0	3.7	5.4	8.2	6.1	4	<b>WJXQ</b> AOR	106.1 50kw	7	8	3	3	6	7	88	REGIONAL-HIT	--	9.0
8.5	7.2	7.5	7.7	5.6	5	<b>WFMK</b> AC	99.1 28kw	4	5	4	6	4	4	59	LIGGETT	EAST	4.6
3.7	4.2	5.7	5.7	5.3	6	<b>WGOR</b> CHR	92.1 3kw	6	1	7	8	12	13	59	WGOR-FM, LP	MCG	6.0
5.5	4.7	3.4	4.5	5.1	7	<b>WIBM</b> Gold	94.1 40kw	5	7	6	5	5	3	55	CR BROAD.	MMR	4.9
3.5	6.2	5.9	4.2	3.8	8	<b>WJR</b> AC	760 50kw	9	18	12	12	10	5	61	CAP CITIES/ABC	KATZ	4.0
3.5	2.0	2.6	2.8	2.6	9	<b>WKKP</b> CHR	101.7 3kw	8	11	9	9	8	8	39	MacDONALD	CHR	1.3
3.7	4.9	4.2	3.7	2.4	10	<b>WMMQ</b> CR	92.7 1.5kw	10	10	8	7	7	11	42	OTTAWAY	HNWH	6.5

# LAS VEGAS

POPULATION: 640,300

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
12.0	10.2	10.1	11.8	13.4	1	<b>KFMS-A/F</b> Ctry	1410/101.9 5kw/100kw	2	8	2	1	1	1	127	BROADCAST ASSOC	KATZ	10.5
9.3	6.7	9.1	7.3	8.9	2	<b>KXTZ</b> B/EZ	94.1 100kw	7	11	18	10	6	2	125	PARKER	DUR	6.0
10.3	10.5	11.5	11.0	8.6	3	<b>KLUC-A/F</b> CHR	1140/95.5 10kw/100kw	1	1	1	2	3	15	86	NATIONWIDE	MCG	11.5
4.9	5.5	5.0	6.4	5.6	4	<b>KKLZ</b> CR	96.3 100kw	6	6	4	3	2	4	76	SOUTHERN NEV.	BAN	6.8
5.0	5.0	5.6	5.8	5.1	5	<b>KYRK</b> CHR	97.1 100kw	3	2	5	7	11	16	59	ANCHOR MEDIA	BAN	8.3
4.7	6.4	3.9	5.4	5.1	5	<b>KUDA</b> Gold	107.5 24.5kw	5	4	12	6	4	3	66	EZ	CBS	3.5
3.7	4.1	4.4	5.3	5.0	7	<b>KMZQ</b> AC	100.5 100kw	4	3	6	4	5	5	62	COMMONWEALTH	EAST	5.8
3.7	4.9	7.2	5.5	4.6	8	<b>KOMP</b> AOR	92.3 100kw	8	5	3	5	7	18	71	LOTUS	CHR	8.0
2.7	2.9	1.9	0.7	3.6	9	<b>KWNR</b> Ctry	95.5 100kw	10	22	8	9	9	6	71	SOUTHWEST/LV	TOR	3.0
3.4	3.9	2.4	2.9	3.4	10	<b>KRLV</b> AC	106.5 100kw	9	7	7	8	10	9	66	WESCOM GROUP	MMR	2.4





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# LITTLE ROCK

POPULATION: 423,400

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.7	20.1	24.2	1	<b>KSSN</b> Ctry	95.7 92kw	1	4	1	1	1	1	113	SOUTHERN SKIES	KATZ	23.2
9.3	8.1	10.6	2	<b>KMJX</b> AOR	105.1 79kw	4	10	2	2	2	6	114	COASTAL	HNWH	12.5
10.5	8.3	9.1	3	<b>KIPR</b> UC	92.3 100kw	8	2	3	3	4	5	125	CORNERSTONE	KATZ	13.9
8.9	8.0	7.3	4	<b>KEZQ</b> AC	100.3 44.2kw	3	8	8	6	5	3	79	GALAXY	MCG	5.0
7.5	7.9	6.5	5	<b>KOLL</b> Gold	94.9 96kw	6	5	10	4	3	2	77	SOUTHERN STAR	MCG	5.6
7.1	5.5	6.3	6	<b>KARN</b> N/T	920 5kw	7	11	11	9	7	4	74	SNIDER	KATZ	5.0
8.2	6.3	4.9	7	<b>KZOU-A/F</b> CHR	1250/98.5 2.5-2kw/99kw	5	1	6	8	11	12	55	GHB BROAD.	EAST	8.1
4.9	6.3	4.6	8	<b>KHLT</b> AC	94.1 100kw	9	12	4	5	6	8	65	SIGNAL MEDIA	CHR	4.2
8.5	7.4	4.4	9	<b>KKYK</b> CHR	103.7 100kw	2	3	5	7	9	10	45	SNIDER	BAN	6.5
0.0	2.8	3.8	10	<b>KLRG</b> Rel	1150 5-1kw	10	6	9	10	8	7	120	WILLIS	MCG	3.3

# LOUISVILLE

POPULATION: 791,800

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.9	14.7	14.9	16.7	20.8	1	<b>WAMZ</b> Ctry	97.5 100kw	2	3	1	1	1	1	121	CLEAR CHANNEL	CHR	18.3
15.9	16.3	15.7	12.8	15.0	2	<b>WHAS</b> AC	840 50kw	1	13	5	2	2	2	87	CLEAR CHANNEL	CHR	13.9
11.5	11.6	13.7	7.9	7.4	3	<b>WDJX-A/F</b> CHR	1080/99.7 10-1kw/24kw	3	1	3	7	7	7	64	STONER	EAST	7.5
8.7	7.7	7.9	8.3	7.0	4	<b>WVEZ</b> AC	106.9 24.5kw	4	9	6	5	4	4	78	WILKS/SCHWARTZ	KATZ	4.7
4.8	7.1	5.6	4.8	6.7	5	<b>WRKA</b> Gold	103.1 3kw	6	8	7	3	3	3	78	CAPITOL BR. GR.	BAN	5.2
6.6	6.4	7.0	7.0	6.4	6	<b>WQMF</b> AOR	95.7 34kw	5	6	2	4	6	6	73	OTTING	HNWH	9.3
0.0	0.0	4.3	5.6	6.3	7	<b>WGZB</b> UC	96.5 3kw	9	5	4	6	5	5	124	POWER COMMUN.	--	10.8
7.4	7.3	6.6	5.5	3.8	8	<b>WLRS</b> AOR	102.3 3kw	7	2	9	9	10	15	53	KENTUCKY TECH	DUR	7.4
1.6	0.6	1.1	4.3	3.4	9	<b>WZKS</b> CHR	103.9 99.5kw	8	4	8	8	8	11	48	RADIO 900	--	5.7
6.1	5.7	4.3	4.3	3.1	10	<b>WLOU</b> UC	1350 5-5kw	10	7	10	10	9	8	83	JOHNSON	--	3.3

#76

# McALLEN-BROWNSVILLE

POPULATION: 496,300

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
14.0	16.6	14.3	16.3	17.3	1	<b>KTEX</b> Ctry	100.3 100kw	2	2	1	1	1	2	115	TATE	CHR
18.6	16.2	18.0	17.4	14.0	2	<b>KBFM</b> CHR	104.1 100kw	1	1	2	2	5	7	86	ENCORE	BAN
12.4	15.2	14.6	14.3	12.1	3	<b>KGBT</b> Span	1530 50-10kw	3	7	10	6	4	1	106	TICHENOR	KATZ
6.0	9.0	9.2	6.6	7.5	4	<b>KIWW</b> Span	96.1 100kw	4	6	4	3	3	3	86	MAGIC VALLEY	KT-H
3.9	5.0	4.4	5.5	6.8	5	<b>KVLY</b> B/EZ	107.9 100kw	6	8	5	4	2	4	113	TIPPLE	TOR
6.1	6.2	4.9	6.6	6.2	6	<b>KELT</b> AC	94.5 100kw	5	5	3	5	6	5	80	SIGNATURE	KATZ
5.5	4.8	6.6	4.4	4.5	7	<b>KQXX</b> Span	98.5 100kw	9	12	6	7	7	6	104	BRAVO	CAB
4.0	0.9	2.9	2.7	4.0	8	<b>KBOR</b> Span	1600 1kw	7	3	8	8	8	8	84	LA NUEVA KBOR	CAB
3.1	2.5	2.7	2.6	2.8	9	<b>KRIX</b> CHR	99.5 100kw	8	4	7	9	9	15	61	SUNBELT RADIO	TOR
2.3	2.7	2.4	3.1	1.9	10	<b>KIRT</b> Span	1580 1-.3kw	10	18	14	13	13	10	65	GOMEZ GROUP	CAB
1.3	2.3	1.5	2.5	1.9	10	<b>KURV</b> Talk	710 1-.97kw	11	17	15	12	11	9	81	VOICE/VALLEY	--

#96

# MELBOURNE-TITUSVILLE, FL

POPULATION: 366,600

SPRING '90	FALL '90	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
10.9	11.3	1	<b>WWKA</b> Ctry	92.3 100kw	1	5	6	2	1	1	101	NEWCITY	KATZ
7.3	8.9	2	<b>WMMB</b> AC	1240 1kw	6	14	21	20	14	3	126	CITY BR.	TOR
12.0	8.6	3	<b>WSSP</b> B/EZ	104.1 100kw	2	9	14	7	2	2	85	GUY GANNETT	CHR
10.3	7.1	4	<b>WHTQ</b> AOR	96.5 100kw	4	3	1	1	7	12	79	TK	EAST
7.9	5.0	5	<b>WOMX-A/F</b> CHR	950/105.1 5kw/100kw	3	1	4	9	9	11	55	NATIONWIDE	MCG
3.8	5.0	6	<b>WOCL</b> Gold	105.9 100kw	9	8	10	8	3	4	91	AMERICAN MEDIA	CHR
8.4	4.9	7	<b>WSTF</b> AC	101.1 100kw	5	10	2	3	5	7	54	CAPITOL BR. CO.	BAN
2.3	4.7	8	<b>WAOA</b> CHR	107.1 100kw	11	7	3	4	8	6	92	SILICON EAST	MCG
3.4	4.5	9	<b>WLRO</b> AC	99.3 1.2kw	8	4	5	5	6	8	81	EZ COMM INC.	EAST
3.8	4.2	10	<b>WGGD</b> AC	102.3 3kw	10	24	8	6	4	5	78	CITY BR.	TOR

R&amp;R RATINGS REPORT VOL. 1 '91 ■ 229

# MOBILE

POPULATION: 396,900

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
16.6	18.5	17.2	1	<b>WBLX-FM</b> UC	92.9 100kw	3	1	1	1	2	3	129	CENTRAL LIFE	HNWH	21.8
18.2	14.9	16.0	2	<b>WKSJ-A/F</b> Ctry	1270/94.9 5kw/100kw	1	6	3	2	1	1	93	CAPITOL BR. GR.	BAN	13.3
12.1	8.6	10.8	3	<b>WABB-FM</b> CHR	97.5 100kw	2	2	2	3	5	7	80	DITTMAN GROUP	CHR	12.2
3.4	4.6	5.6	4	<b>WAVH</b> AC	96.1 100kw	5	7	8	5	3	2	75	TM	DUR	6.1
5.8	5.0	5.3	5	<b>WGOK</b> UC	900 1kw	6	4	6	6	6	4	82	ROBERDS	ROS	3.7
5.4	6.6	5.2	6	<b>WGCX</b> AOR	104.1 100kw	7	8	4	4	4	13	89	WESCOM GROUP	MMR	6.2
4.6	5.3	5.0	7	<b>WKRQ-FM</b> AC	99.9 100kw	4	5	5	7	7	8	74	WKRQ-TV INC.	KATZ	6.5
3.7	3.3	4.0	8	<b>WMEZ</b> B/EZ	94.1 100kw	10	13	13	12	9	6	100	WMEZ-FM INC.	TOR	2.0
4.1	5.2	3.4	9	<b>WKRQ</b> N/T	710 1-.5kw	8	17	18	16	13	8	58	WKRQ-TV INC.	KATZ	3.8
3.1	2.6	2.7	10	<b>WDLT</b> AC	98.3 6kw	9	11	7	8	10	12	59	JAB BROAD.	K/P	3.4

# MONTEREY-SALINAS-SANTA CRUZ

POPULATION: 501,200

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
7.1	10.9	11.9	11.7	10.4	1	<b>KDON-FM</b> CHR	102.5 18.5kw	1	1	1	1	1	5	82	HENRY	CHR	14.1
7.1	8.4	6.8	7.2	7.2	2	<b>KGO</b> N/T	810 50kw	2	24	18	6	3	1	74	CAP CITIES/ABC	BAN	8.1
5.3	6.3	6.6	5.8	6.0	3	<b>KTOM-A/F</b> Ctry	1380/100.7 5kw/91kw	5	11	4	4	7	6	87	MAGIC BR.	MMR	6.5
2.7	1.9	2.2	1.3	5.4	4	<b>KDBK/KDBQ</b> AC	98.9/99.1 6.5kw/1.1kw	7	21	3	2	2	3	82	VIACOM	KATZ	3.8
3.4	3.4	4.1	4.0	5.3	5	<b>KBOQ</b> Clos	92.7 1kw	10	10	21	14	6	2	109	A. WILLIAM LEE	DUR	2.3
5.9	4.7	4.2	5.7	5.0	6	<b>KMBY</b> AOR	107.1 1.8kw	6	6	2	3	5	18	76	C&C	BAN	5.6
4.5	4.7	3.3	3.4	4.5	7	<b>KBAY</b> B/EZ	100.3 163kw	8	8	15	15	13	7	80	UNITED	MMR	2.5
5.6	5.2	5.2	3.9	4.2	8	<b>KWAV</b> AC	96.9 18kw	3	4	7	5	4	4	56	BUCKLEY	HNWH	5.3
5.1	4.3	4.0	3.7	3.8	9	<b>KWSS</b> CHR	94.5 1.15kw	4	2	9	8	9	8	54	NATIONWIDE	MCG	4.7
3.1	3.0	2.7	2.2	2.9	10	<b>KCBS</b> News	740 50kw	9	19	22	19	17	12	56	CBS	CBS	2.8



#86

# NEW BEDFORD-FALL RIVER

POPULATION: 416,800

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.0	7.2	8.7	1	<b>WFHN</b> CHR	107.1 3kw	3	2	2	1	1	6	120	SAGE	CHR	7.0
7.9	8.7	8.4	2	<b>WPRO-FM</b> CHR	92.3 39kw	1	1	3	3	4	9	69	CAP CITIES/ABC	BAN	11.1
7.4	6.1	7.1	3	<b>WHJY</b> AOR	94.1 50kw	2	3	1	2	2	26	96	FEDERAL	KATZ	11.2
5.5	4.3	5.6	4	<b>WWLI</b> AC	105.1 50kw	4	11	8	6	5	3	94	TMZ	MCG	3.4
2.9	4.8	5.1	5	<b>WCTK</b> Ctry	98.1 47kw	9	9	15	5	6	1	106	HALL	TOR	4.5
5.4	5.3	4.7	6	<b>WWBB</b> Gold	101.5 13.5kw	6	26	10	7	3	2	90	WILKS/SCHWARTZ	MCG	5.0
4.3	3.9	4.6	7	<b>WPLM-FM</b> BBnd	99.1 50kw	8	20	33	33	23	5	94	PLYMOUTH ROCK	--	1.9
4.3	6.2	4.2	8	<b>WSNE</b> AC	93.3 30kw	7	12	4	4	7	7	81	BECK-ROSS	EAST	4.4
4.8	6.1	3.9	9	<b>WBSM</b> N/T	1420 5-1kw	13	22	24	19	17	11	119	H&D	CHR	5.1
1.1	1.6	3.2	10	<b>WZOU</b> CHR	94.5 11.5kw	5	4	5	8	9	24	57	ARDMAN	EAST	1.3

#90

# NEW HAVEN

POPULATION: 394,800

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.7	12.1	10.9	1	<b>WKCI</b> CHR	101.3 50kw	1	1	2	1	1	4	72	NOBLE	MCG	10.5
9.9	9.2	8.4	2	<b>WELI</b> AC	960 5kw	2	13	12	9	8	3	68	CLEAR CHANNEL	BAN	7.8
9.0	7.2	7.9	3	<b>WPLR</b> AOR	99.1 14.1kw	3	3	1	2	2	11	76	SOUTHERN STARR	DUR	10.6
5.2	7.3	6.0	4	<b>WEZN</b> AC	99.9 27.5kw	5	21	8	6	4	2	74	NEWCITY	KATZ	3.4
3.5	5.0	5.3	5	<b>WWYZ</b> Ctry	92.5 18kw	9	11	11	8	6	1	100	WWYZ, INC.	BAN	5.5
3.8	5.2	4.9	6	<b>WAVZ</b> Nost	1300 1kw	12	26	21	17	15	7	101	NOBLE	MCG	2.0
4.6	3.9	4.5	7	<b>WDRG-FM</b> Gold	102.9 19.5kw	6	8	4	3	3	5	59	BUCKLEY	MCG	4.5
2.9	4.6	4.5	7	<b>WKSS</b> CHR	95.7 16.5kw	4	2	3	4	13	15	56	PRECISION MED.	MMR	5.6
3.4	3.7	3.8	9	<b>WFAN</b> Spor	660 50kw	8	7	10	7	5	6	61	EMMIS	HNWH	4.2
3.2	1.7	3.5	10	<b>WCBS</b> News	880 50kw	7	17	19	14	10	8	48	CBS	CBS	1.6

# OMAHA-COUNCIL BLUFFS

POPULATION: 504,500

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.8	12.6	12.0	12.3	14.6	1	<b>KFAB</b> AC	1110 50kw	1	6	7	6	2	1	74	HENRY	CHR	13.3
13.0	10.5	15.2	13.1	12.1	2	<b>KEZO-A/F</b> AOR	1490/92.3 1kw/100kw	3	3	1	1	1	9	105	NARRAGANSETT	MMRE	14.2
13.3	14.7	13.7	11.1	11.5	3	<b>KQKQ</b> CHR	98.5 100kw	2	1	2	2	4	6	71	MITCHELL	EAST	12.6
7.0	8.2	7.1	7.2	9.0	4	<b>WOW-FM</b> Ctry	94.1 100kw	6	8	4	4	5	3	98	GREAT EMPIRE	TOR	9.9
8.2	12.4	11.5	13.1	8.2	5	<b>KESY-A/F</b> B/EZ	1420/104.5 1kw/100kw	5	12	11	7	7	2	81	SUN GROUP	MCG	7.0
8.3	7.6	8.4	7.1	7.5	6	<b>KEFM</b> AC	96.1 100kw	4	4	3	3	6	8	68	WEBSTER	MCG	7.6
7.5	8.0	5.8	5.9	6.8	7	<b>KGOR</b> Gold	99.9 115kw	7	5	5	5	3	4	74	HENRY	CHR	5.2
4.2	5.1	4.0	4.7	5.1	8	<b>WOW</b> Ctry	590 5kw	9	13	10	10	10	7	77	GREAT EMPIRE	TOR	5.0
2.7	2.5	4.4	4.9	4.9	9	<b>KXKT</b> CHR	103.7 100kw	8	2	6	9	11	12	63	OVATION	BAN	7.1
0.0	0.0	0.0	1.9	3.9	10	<b>KKVU</b> AC	105.9 6kw	10	9	9	8	8	5	83	VANTAGE COMM.	--	3.4

# RALEIGH-DURHAM

POPULATION: 601,900

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.6	7.7	8.0	9.0	10.7	1	<b>WQOK</b> UC	97.5 100kw	4	2	1	1	2	8	107	MEDIA COMM	DUR	15.0
8.2	9.2	10.4	12.3	9.0	2	<b>WRDU</b> AOR	106.1 100kw	3	7	2	2	1	7	82	VOYAGER	MMR	10.7
7.2	7.2	7.4	6.2	7.2	3	<b>WRAL</b> AC	101.5 97kw	2	6	4	3	3	2	66	CAPITOL BR. CO	KATZ	6.7
7.2	6.6	8.5	5.9	7.0	4	<b>WDCG</b> CHR	105.1 100kw	1	1	3	5	7	9	62	DURHAM HERALD	CHR	6.7
6.9	8.4	6.9	7.0	7.0	4	<b>WQDR</b> Ctry	94.7 99kw	8	5	5	6	5	4	95	DURHAM LIFE	MCG	5.6
7.1	7.6	6.6	6.2	6.7	6	<b>WPTF</b> N/T	680 50kw	6	11	10	9	9	1	78	DURHAM LIFE	MCG	6.5
6.6	5.9	4.8	6.3	5.5	7	<b>WFXC</b> UC	107.1 1.2kw	9	8	6	7	6	5	90	PINNACLE BR.	EAST	9.2
5.6	5.2	5.9	3.6	5.4	8	<b>WTRG</b> Gold	100.7 100kw	5	17	9	4	4	3	61	JOYNER	BAN	3.5
5.1	3.3	4.0	5.0	4.9	9	<b>WYLT</b> AC	96.1 100kw	7	9	8	8	8	6	65	UNIVERSAL	CBS	3.7
4.3	3.3	3.0	2.4	2.7	10	<b>WZZU</b> AOR	93.9 100kw	10	4	7	10	12	23	44	VILLAGE CO.	TOR	4.1

# RICHMOND

POPULATION: 722,200

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.8	10.3	10.9	9.8	13.1	1	WRNL/WRXL AOR	910/102.1 5kw/140kw	1	3	1	1	1	3	104	CAPITOL BR. CO	KATZ	15.6
11.7	9.6	11.5	12.5	12.2	2	WRVA AC	1140 50kw	3	12	9	8	8	1	97	EDENS	CHR	10.4
12.5	10.6	13.6	9.5	10.5	3	WRVQ CHR	94.5 200kw	2	1	2	3	4	9	79	EDENS	CHR	10.5
9.6	11.4	10.9	11.7	9.9	4	WCDX UC	92.7 2.35kw	5	2	3	2	3	7	106	SINCLAIR TELE.	MMR	14.6
7.8	9.7	9.7	9.5	9.7	5	WKHK Ctry	95.3 13kw	4	5	6	4	2	2	98	ABS	BAN	12.1
7.1	8.0	5.9	8.0	6.8	6	WTVR-FM B/EZ	98.1 50kw	7	16	13	11	9	4	82	PARK	MMR	3.2
7.7	7.4	5.9	5.8	6.8	6	WPLZ UC	99.3 3kw	8	4	4	5	6	6	86	PACO-JON	MCG	5.7
4.7	5.4	4.8	7.3	5.3	8	WMXB AC	103.7 20kw	6	6	5	6	5	8	63	RADIO VENTURES	BAN	5.2
4.0	3.4	3.2	3.7	4.5	9	WVGO Gold	106.5 7.6kw	9	7	7	7	7	5	70	DAYTONA GROUP	TOR	3.6
1.9	1.6	1.1	1.7	2.1	10	WDCK Gold	96.5 50kw	10	10	8	9	10	10	59	KEYMARKET	HNWH	.9

# ROANOKE-LYNCHBURG

POPULATION: 373,300

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.2	17.4	19.3	1	WXLK CHR	92.3 93kw	1	1	1	1	1	3	107	CEBE INVEST.	TOR	23.8
10.7	12.0	12.1	2	WYYD Ctry	107.9 20.5kw	2	13	4	4	2	1	104	WINAS, INC.	EAST	1.1
11.5	12.5	10.6	3	WPVR B/EZ	94.9 100kw	3	10	15	5	5	2	96	JIM GIBBONS	CHR	9.1
5.5	7.4	8.3	4	WSLQ AC	99.1 200kw	4	5	3	2	3	4	82	MEL WHEELER	KATZ	13.3
7.6	8.0	7.5	5	WROV-FM AOR	96.3 14kw	5	4	2	3	4	6	81	JOYNER	HNWH	11.3
5.5	4.8	3.8	6	WJLM Ctry	93.5 6kw	9	14	10	9	7	5	92	WRIS	---	8.8
4.1	2.8	3.3	7	WFIR AC	960 5kw	7	9	13	10	9	7	75	JIM GIBBONS	CHR	7.5
5.7	2.6	3.2	8	WJJS UC	1320 1kw	10	3	6	7	8	10	107	CRS COMM.	K/P	---
5.1	4.3	3.2	8	WSLC AC	610 5.1kw	8	11	17	16	12	9	76	MEL WHEELER	KATZ	3.6
2.2	3.2	3.0	10	WGOL Gold	98.3 3.9kw	6	15	7	6	6	8	67	DOUGLAS	ROS	---

#57

# SAN DIEGO NORTH COUNTY

POPULATION: 657,200

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
5.0	5.6	6.7	7.8	7.5	1	<b>KFMB-FM</b> AC	100.7 30kw	2	2	3	1	1	2	80	MIDWEST TV	MCG
5.8	5.6	4.4	5.9	7.3	2	<b>KJQY</b> AC	103.7 36kw	4	16	14	6	2	1	104	COMMAND	MMR
4.4	6.5	4.7	6.5	6.3	3	<b>KKLQ-A/F</b> CHR	600/106.5 5kw/50kw	1	1	4	4	8	23	55	EDENS	CHR
5.2	4.0	5.8	4.5	6.1	4	<b>KGMG-FM</b> AOR	102.1 9.5kw	3	6	1	2	3	31	79	PAR	BAN
4.9	5.1	3.7	5.0	4.4	5	<b>XTRA-FM</b> NR	91.1 100kw	8	9	2	3	9	26	72	NOBLE	MMR
1.7	2.4	2.1	2.1	4.0	6	<b>KKOS</b> AC	95.9 3kw	15	7	5	5	4	14	92	TRI-CITIES	--
4.4	3.1	2.8	4.9	3.4	7	<b>KSON-A/F</b> Ctry	1240/97.3 1kw/50kw	11	31	7	8	11	15	69	JEFFERSON PILOT	BAN
4.1	4.9	3.4	5.4	3.3	8	<b>KFSD</b> Clas	94.1 100kw	13	17	22	16	14	5	68	LOTUS	HNWH
2.4	3.8	3.6	3.3	3.2	9	<b>KYXY</b> AC	96.5 41kw	7	35	12	10	7	4	51	PARKER	HNWH
4.1	3.6	4.7	3.1	3.1	10	<b>KFMB</b> AC	760 5kw	5	21	16	13	5	3	44	MIDWEST TV	MCG
4.9	4.2	4.5	1.8	3.1	10	<b>KGB</b> AOR	101.5 50kw	6	8	6	7	13	24	49	BROWN	KATZ

#84

# SARASOTA-BRADENTON

POPULATION: 418,000

SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
19.1	17.1	1	<b>WDUV</b> B/EZ	103.3 100kw	1	10	18	10	7	1	108	SUNSHINE STATE	CHR
8.1	10.1	2	<b>WYNF</b> AOR	94.9 100kw	4	2	1	1	1	2	109	CBS	DUR
7.6	9.3	3	<b>WFLZ</b> CHR	93.3 100kw	2	1	2	2	2	7	91	JACOR	EAST
6.0	6.9	4	<b>WWRM</b> AC	107.3 100kw	3	6	4	4	5	4	72	COX	DUR
3.7	4.4	5	<b>WSRZ</b> Gold	106.3 3kw	5	5	7	3	3	3	76	WILKS/SCHWARTZ	EAST
3.6	3.7	6	<b>WHVE</b> NAC	102.5 100kw	6	20	6	6	4	5	66	SUSQUEHANNA	HNWH
1.5	3.7	7	<b>WMTX</b> AC	95.7 100kw	8	4	3	5	6	14	86	METROPLEX	MMR
3.6	3.4	8	<b>WFLA</b> N/T	970 5kw	9	9	16	9	8	6	84	JACOR	EAST
4.9	3.2	9	<b>WAMR</b> Nost	1320 5-1kw	13	16	20	23	24	12	116	ASTERISK	K/P
1.8	3.1	10	<b>WSUN</b> Ctry	620 10kw	7	17	15	16	10	8	63	COX	DUR

#72

# SPRINGFIELD, MA

POPULATION: 506,400

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
8.5	10.9	9.4	8.5	10.4	1	<b>WHYN-FM</b> AC	93.1 8.9kw	1	7	4	2	1	1	86	WILKS/SCHWARTZ	MCG	6.9
9.6	9.8	9.0	10.1	8.4	2	<b>WAQY</b> AOR	102.1 17kw	2	4	1	1	4	7	74	SAGA	KATZ	12.2
8.5	6.1	7.8	7.6	7.8	3	<b>WMAS-FM</b> AC	94.7 50kw	4	9	2	3	2	4	79	LAPPIN	BAN	7.3
0.0	0.0	0.0	1.8	7.5	4	<b>WPKX</b> Ctry	97.9 1.1kw	6	16	7	4	3	2	124	GOLDENBERG	CHR	6.2
7.1	5.8	7.4	7.7	7.3	5	<b>WHYN</b> AC	560 5.1kw	5	8	11	6	5	3	87	WILKS/SCHWARTZ	MCG	4.4
7.7	7.4	6.0	4.8	5.6	6	<b>WMAS</b> BBnd	1450 1kw	7	27	25	22	16	6	107	LAPPIN	BAN	4.2
7.5	8.6	8.0	7.5	5.6	6	<b>WTIC-FM</b> CHR	96.5 20kw	3	1	3	5	6	12	55	CHASE	CBS	11.3
6.5	4.4	4.1	3.4	3.8	8	<b>WRCH</b> AC	100.5 7.5kw	11	17	14	11	9	5	83	RADIO CRP/HART.	BAN	2.5
1.9	2.9	2.7	2.1	3.6	9	<b>WAAF</b> AOR	107.3 18.5kw	8	1	6	7	12	16	69	ZAPIS	KATZ	6.5
4.1	3.7	3.1	3.3	2.6	10	<b>WCCC-FM</b> AOR	106.9 23kw	9	10	5	8	8	19	53	GREATER HART.	DUR	3.6
1.3	1.4	2.2	3.5	2.6	10	<b>WSPR</b> Talk	1270 5.1kw	13	25	15	16	11	8	65	DYCOM	ROS	2.3

#87

# STOCKTON

POPULATION: 402,500

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
5.9	6.5	8.2	1	<b>KBEE</b> B/EZ	103.3 50kw	2	11	14	9	4	1	94	PRICE BR	EAST	4.9
6.8	7.3	7.4	2	<b>KHOP</b> CHR	104.1 50kw	1	2	1	1	3	7	73	FULLER-JEFFREY	MCG	8.3
2.0	2.2	5.9	3	<b>KWIN</b> CHR	97.7 3kw	3	1	2	2	5	12	69	TURNBEAUGH	MMR	7.1
5.7	5.3	5.4	4	<b>KRAK</b> Ctry	1140 50kw	7	17	11	5	1	2	92	EZ	KATZ	3.7
4.4	3.9	5.2	5	<b>KMEL</b> CHR	106.1 69kw	5	3	3	4	9	15	82	CENTURY	CHR	6.6
3.4	3.3	4.9	6	<b>KFMR</b> Ctry	100.1 6kw	4	14	4	3	2	3	68	CARSON GROUP	CBS	4.9
2.9	4.4	3.6	7	<b>KCBS</b> News	740 50kw	6	27	22	18	17	6	58	CBS	CBS	3.6
5.5	4.5	3.3	8	<b>KJOY</b> AC	99.3 2.35kw	10	24	6	6	6	11	70	JOSEPH GAMBLE	CHR	3.1
1.1	1.6	3.2	9	<b>KWOD</b> CHR	106.5 50kw	8	4	7	7	16	16	57	ROYCE INTL.	CBS	2.6
6.2	3.1	2.8	10	<b>KNBR</b> Talk	680 50kw	9	10	19	15	10	5	55	SUSQUEHANNA	EAST	2.9

R&amp;R RATINGS REPORT VOL. 1 '91 ■ 235

# SYRACUSE

POPULATION: 545,100

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.4	12.8	9.7	9.4	11.1	1	<b>WNTQ</b> CHR	93.1 97kw	2	1	4	2	2	4	76	OSBORN	MCG	12.2
14.1	11.3	12.8	12.3	10.4	2	<b>WYYY</b> AC	94.5 100kw	1	4	2	1	1	2	69	NEW CITY	KATZ	9.6
9.6	9.7	9.3	8.8	9.8	3	<b>WSYR</b> AC	570 5kw	3	6	10	6	5	1	73	NEW CITY	KATZ	10.2
6.2	8.0	7.9	8.3	7.9	4	<b>WKFM</b> CR	104.7 50kw	4	2	1	3	3	8	70	WILKS/SCHWARTZ	CHR	10.4
6.7	7.5	7.6	6.6	6.8	5	<b>WAQX</b> AOR	95.7 25kw	5	3	3	4	6	12	74	ATLANTIC VENT.	MMR	9.4
6.9	5.6	7.1	4.0	6.6	6	<b>WRHP</b> B/EZ	107.9 50kw	7	19	18	10	9	3	103	PARK	MMR	4.9
3.3	3.5	3.1	3.3	4.9	7	<b>WHEN</b> AC	620 5.1kw	6	15	8	7	8	6	70	PARK	MMR	1.8
5.5	5.6	3.7	4.2	4.6	8	<b>WSEN-A/F</b> Gold	1050/92.1 2.5kw/25kw	8	12	5	5	4	5	65	BUCKLEY	HNWH	4.3
2.1	2.8	3.2	2.2	3.9	9	<b>WPCX</b> Ctry	106.9 14kw	9	7	6	8	7	7	83	SCOTT	MK4	3.3
4.5	2.9	2.8	2.5	2.2	10	<b>WFBL</b> Nost	1390 5kw	11	16	22	18	18	15	75	WILKS/SCHWARTZ	CHR	1.4

# TOLEDO

POPULATION: 507,700

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.7	13.7	13.1	14.7	12.6	1	<b>WIOT</b> AOR	104.7 50kw	3	3	1	1	2	10	107	REAMS	EAST	15.8
10.7	9.5	9.9	8.0	10.9	2	<b>WKKO</b> Ctry	99.9 50kw	4	20	5	4	1	1	97	BOOTH AMERICAN	KATZ	11.3
10.5	7.9	11.5	8.6	9.6	3	<b>WRQN</b> CHR	93.5 2kw	2	1	2	3	5	9	67	WRQN, INC.	BAN	11.5
7.5	10.0	10.0	7.4	8.4	4	<b>WVKS</b> AC	92.5 50kw	1	2	3	5	4	6	57	NOBLE	CHR	9.9
8.4	9.1	9.8	8.4	8.0	5	<b>WWWM-A/F</b> AC	1470/105.5 1kw/2.7kw	5	5	4	2	3	3	77	MIDWESTERN	DUR	7.4
10.4	7.9	8.8	8.9	7.8	6	<b>WLQR</b> AC	101.5 19kw	6	9	7	6	6	2	47	TOLEDO BR.	MMR	5.5
5.9	7.1	6.0	5.5	7.2	7	<b>WSPD</b> N/T	1370 5kw	7	11	10	9	9	5	90	TOLEDO BR.	MMR	5.9
3.6	2.8	4.0	5.4	4.7	8	<b>WJR</b> AC	760 50kw	8	16	14	10	8	4	79	CAP CITIES/ABC	KATZ	2.6
3.5	3.7	2.1	2.6	3.6	9	<b>WTOD</b> Ctry	1560 5kw	12	21	18	16	11	8	111	BOOTH AMERICAN	KATZ	1.8
2.5	3.4	3.3	3.7	3.5	10	<b>CKLW</b> BBrnd	800 50kw	10	19	20	21	21	7	84	CUC	BAN	3.7

#65

## TUCSON

POPULATION: 562,500

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
16.7	18.1	20.1	16.8	15.1	1	<b>KRQQ</b> CHR	93.7 91kw	1	1	1	2	2	5	82	NATIONWIDE	MCG	23.7
9.3	13.7	13.5	13.4	14.2	2	<b>KIIM</b> Ctry	99.5 93kw	2	4	2	1	1	1	98	REX	KATZ	15.1
9.9	7.8	7.3	10.0	8.1	3	<b>KCEE/KWFM</b> Gold	790/92.9 5.5kw/90kw	3	3	5	3	2	2	69	AMERICAN MEDIA	MMR	8.2
10.0	8.0	8.4	9.9	7.6	4	<b>KLPX</b> AOR	96.1 93kw	4	6	3	4	5	8	68	LOTUS	HNWH	7.2
6.3	7.2	7.5	7.6	7.2	5	<b>KKLD</b> AC	94.9 100kw	5	8	4	5	4	3	73	DUCHOSSOIS	CHR	7.5
4.9	3.3	3.2	3.6	5.9	6	<b>KNST</b> N/T	940 1.25kw	6	9	6	6	6	4	67	NATIONWIDE	MCG	3.9
0.8	1.8	2.1	2.7	4.5	7	<b>KQTL</b> Span	1210 10.1kw	10	11	8	7	8	6	145	EL SAGUARITO	CAB	1.0
5.3	2.9	4.5	3.0	3.9	8	<b>KGVY</b> BBnd	1080 1kw	15	23	22	22	21	10	172	CANOA BR.	K/P	1.8
1.7	0.9	1.2	2.4	3.6	9	<b>KCUB</b> Ctry	1290 1kw	8	21	14	13	10	7	93	REX	KATZ	2.3
0.8	2.4	1.5	1.1	2.3	10	<b>KTZR</b> Span	1450 1kw	17	18	10	8	9	13	115	S.W. WIRELESS	K/P	1.5
3.5	4.3	1.6	2.6	2.3	10	<b>KXEW</b> Span	1600 1kw	14	7	19	9	7	9	87	CACTUS BR.	LOTU	2.5

#60

## TULSA

POPULATION: 639,600

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.5	12.4	11.0	11.3	13.9	1	<b>KWEN</b> Ctry	95.5 96kw	1	3	1	1	1	1	94	NEW CITY	KATZ	13.1
9.3	10.2	9.5	10.9	8.3	2	<b>KRMG</b> AC	740 50-25kw	4	13	8	5	3	3	78	NEW CITY	KATZ	9.1
7.5	8.3	6.3	5.4	8.3	2	<b>KVOO</b> Ctry	1170 50kw	9	15	17	14	10	2	118	GREAT EMPIRE	EAST	3.8
9.7	10.6	12.5	10.5	8.1	4	<b>KMOD</b> AOR	97.5 96kw	3	5	2	2	2	9	76	CLEAR CHANNEL	CHR	12.4
9.0	6.8	7.7	10.3	7.3	5	<b>KMYZ-FM</b> CHR	104.5 70kw	2	2	3	3	11	12	65	SHAMROCK COM.	TOR	10.4
8.9	6.5	8.2	7.7	6.5	6	<b>KBEZ</b> B/EZ	92.9 100kw	6	14	16	11	7	4	79	WIN	EAST	4.9
7.5	8.3	6.7	6.4	6.0	7	<b>KAYI</b> CHR	108.9 100kw	5	1	5	7	12	11	57	NARRAGANSETT	MMRE	6.7
6.0	6.8	5.2	4.1	4.7	8	<b>KGTO/KRAV</b> AC	1050/96.5 1kw/100kw	7	8	6	4	4	7	63	KRAVIS CO.	TOR	5.4
3.4	2.5	4.2	3.6	4.6	8	<b>KVOO-FM</b> Ctry	98.5 .374kw	8	12	7	9	9	5	65	GREAT EMPIRE	EAST	4.6
0.0	0.0	0.0	0.0	4.4	10	<b>KTHK</b> CR	94.1 18kw	12	6	4	6	5	13	82	INTEGRATED	--	3.3

R&amp;R RATINGS REPORT VOL. 1 '91 ■ 237

#52

## WEST PALM BEACH

POPULATION: 783,400

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.2	16.8	16.2	14.4	14.1	1	WEAT-A/F B/EZ	850/104.3 5-1kw/56kw	1	18	19	11	5	1	111	TAYLOR	KATZ	10.0
8.5	7.0	10.0	8.9	8.5	2	WRMF AC	97.9 100kw	2	5	1	1	1	3	88	FAIRBANK	BAN	9.3
6.7	6.2	6.7	8.8	8.4	3	WJNO N/T	1230 1kw	3	21	10	5	5	5	100	FAIRBANK	BAN	6.9
5.4	3.7	6.9	6.4	6.3	4	WIRK Ctry	107.9 100kw	5	10	8	4	2	2	118	PRICE	HNWH	4.9
2.3	2.5	3.6	2.5	4.2	5	WOLL Gold	94.3 1.4kw	7	19	12	3	3	4	88	LAPPIN	CHR	2.3
3.0	2.8	3.7	4.0	4.0	6	WKGR AOR	98.7 100kw	6	6	2	2	6	10	79	TREMONT GROUP	CHR	5.3
4.4	5.2	4.6	2.6	3.6	7	WOVW CHR	95.5 100kw	4	1	3	7	12	21	63	SOUTHWIND	MCG	4.0
5.9	6.0	3.6	3.5	3.3	8	WHQT UC	105.1 100kw	12	2	5	10	11	15	97	EZ	MMR	2.9
0.0	0.0	1.8	2.9	3.1	9	WEDR UC	99.1 100kw	14	7	7	8	8	7	95	WEDR, INC.	--	4.6
2.6	2.8	2.5	1.9	2.6	10	WNGS AC	92.1 6kw	9	16	13	9	9	6	67	PEARL	EAST	2.3

#88

## WICHITA

POPULATION: 399,600

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.9	13.3	11.6	1	KKRD CHR	107.3 100kw	1	1	1	2	5	8	88	OSBORN	HNWH	12.3
9.7	8.6	10.8	2	KZSN-FM Ctry	102.1 100kw	3	4	4	1	1	2	101	SOUTHERN SKIES	KATZ	11.5
9.9	11.0	9.4	3	KFDI-FM Ctry	101.3 100kw	2	8	9	7	3	1	90	GREAT EMPIRE	TOR	10.2
7.9	6.7	7.4	4	KFDI Ctry	1070 10-1kw	7	9	12	13	12	4	74	GREAT EMPIRE	TOR	6.1
7.0	7.1	7.1	5	KICT AOR	95.1 100kw	5	3	3	3	7	12	79	LAKODUK	MCG	7.5
5.4	6.6	6.9	6	KEYN AC	103.7 100kw	4	5	7	4	2	3	68	ABERDEEN	EAST	4.9
4.6	4.8	6.4	7	KRZZ AOR	96.3 50kw	6	7	2	5	6	15	76	NEW WEST	DUR	7.5
3.7	7.1	6.1	8	KRBB AC	97.9 100kw	8	12	5	6	4	5	78	MARATHON BR.	CHR	6.0
7.0	4.5	5.5	9	KXLK AC	105.3 100kw	9	14	6	8	8	7	78	MID-CONTINENT	BAN	3.1
6.5	7.9	4.9	10	KOEZ B/EZ	92.3 100kw	10	11	11	11	9	6	81	ANDERSON STA.	--	5.3



# WILKES BARRE-SCRANTON

POPULATION: 631,200

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.4	15.5	17.1	17.9	15.0	1	<b>WKRZ</b> CHR	98.5 8.7kw	1	1	1	1	1	1	85	KEYMARKET	--	19.2
8.0	7.9	7.5	6.1	8.7	2	<b>WEZX</b> AOR	107.1 1.9kw	2	3	2	2	2	6	100	SHAMROCK COM.	CHR	11.8
5.5	6.4	7.5	6.6	6.0	3	<b>WARM</b> AC	590 5kw	3	13	10	7	5	3	70	SUSQUEHANNA	MCG	6.5
4.9	2.4	3.4	4.2	5.4	4	<b>WEJL</b> Gold	630 5kw	7	14	35	25	14	4	125	SHAMROCK COM.	CHR	3.4
4.9	5.1	4.3	4.3	5.1	5	<b>WMGS</b> AC	92.9 5.3kw	4	6	3	3	3	5	79	SUSQUEHANNA	MCG	4.1
2.4	2.5	3.5	4.2	4.3	6	<b>WDLS</b> Ctry	93.7 7.5kw	9	20	7	5	4	2	106	MOUNTAIN	--	4.9
8.6	6.3	4.5	5.3	4.3	6	<b>WNAK</b> B/EZ	730 1kw	6	38	38	35	31	11	92	SEVEN-THIRTY	K/P	6.0
2.8	2.5	2.4	3.5	3.3	8	<b>WGBI-FM</b> AC	101.3 7kw	8	23	4	4	6	8	79	MEGARGEE	TOR	2.0
2.9	3.3	3.6	2.2	2.6	9	<b>WWRB</b> CHR	102.3 3kw	5	2	6	8	10	29	50	FUTUREMARK	EAST	4.4
5.3	3.2	3.1	2.7	2.5	10	<b>WWSH</b> B/EZ	97.9 19.5kw	11	4	14	11	8	9	70	LUZERNE	K/P	2.4

# WILMINGTON

POPULATION: 487,000

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.0	10.0	9.7	1	<b>WSTW</b> CHR	93.7 50kw	1	4	1	1	1	2	79	STEINMAN STAT.	EAST
9.4	9.0	9.1	2	<b>WJBR-FM</b> AC	99.5 50kw	2	11	4	2	1	1	84	CRB BROAD.	KATZ
5.8	6.9	7.0	3	<b>WMMR</b> AOR	93.3 29kw	3	9	2	3	3	17	81	GROUP W	G/W
5.0	7.5	6.6	4	<b>WUSL</b> UC	98.9 18kw	6	1	5	5	5	12	86	TAK	CBS
4.9	3.7	5.4	5	<b>WYSP</b> CR	94.1 16kw	4	7	3	4	4	8	63	INFINITY	TOR
6.5	4.2	4.7	6	<b>WDEL</b> AC	1150 5kw	8	17	17	14	10	4	77	STEINMAN STAT.	EAST
2.4	2.9	3.8	7	<b>WPEN</b> Nost	950 5kw	21	19	30	30	26	14	143	GREATER MEDIA	MMR
3.0	4.0	3.7	8	<b>WEGX</b> CHR	106.1 22.5kw	5	3	7	7	18	23	46	MALRITE	EAST
3.7	3.6	3.7	8	<b>WILM</b> N/T	1450 1kw	9	12	27	16	12	7	64	DELAWARE	SAV
3.6	4.6	3.6	10	<b>WIOQ</b> CHR	102.1 27kw	7	2	8	9	17	26	21	EZ	CHR
3.9	5.1	3.6	10	<b>WXTU</b> Ctry	92.5 15.5kw	11	31	10	11	7	5	73	BEASLEY	BAN

# WORCESTER

POPULATION: 359,900

FALL '89	SPRING '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.1	11.9	15.1	1	<b>WSRS</b> AC	96.1 14kw	1	6	2	1	1	1	106	KNIGHT QUALITY	BAN	10.6
10.8	10.8	8.0	2	<b>WAAF</b> AOR	107.3 18.5kw	2	2	1	2	4	12	74	ZAPIS	KATZ	12.6
7.9	8.4	8.0	2	<b>WTAG</b> Talk	580 5kw	4	21	10	10	7	4	82	KNIGHT QUALITY	BAN	5.8
8.0	5.6	6.9	4	<b>WXLO</b> AC	104.5 37kw	5	10	3	3	2	3	83	DEER RIVER	MCG	6.6
7.4	7.2	7.1	5	<b>WZOU</b> CHR	94.5 11.5kw	3	1	4	4	8	10	73	ARDMAN	EAST	12.8
5.0	4.1	4.7	6	<b>WNEB</b> Nost	1230 1kw	11	25	26	18	21	7	121	AAMAR	SAV	2.3
4.2	3.3	4.7	6	<b>WODS</b> Gold	103.3 16kw	6	17	9	5	3	2	84	CBS	CBS	3.7
2.0	4.4	3.9	8	<b>WZLX</b> CR	100.7 20kw	7	7	5	6	5	20	77	COOK INLET	HNWH	4.9
3.3	4.4	3.8	9	<b>WBZ</b> AC	1030 50kw	9	4	23	22	18	8	82	GROUP W	G/W	3.2
2.8	1.9	3.0	10	<b>WBCN</b> AOR	104.1 19kw	10	23	6	7	6	17	71	INFINITY	TOR	4.1

# YOUNGSTOWN-WARREN

POPULATION: 417,900

FALL '89	WINTER '90	SPRING '90	SUMMER '90	FALL '90	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.9	11.6	13.2	8.4	10.9	1	<b>WKBN</b> NT	570 5kw	2	17	10	7	7	4	92	WKBN BR.	KATZ	10.0
12.8	12.9	11.1	14.3	10.2	2	<b>WHOT-FM</b> CHR	101.1 15.5kw	1	1	3	3	3	5	63	WHOT, INC.	EAST	12.2
8.2	8.4	8.6	9.8	9.0	3	<b>WKBN-FM</b> AC	98.9 4.5kw	3	14	6	5	4	2	92	WKBN BR.	KATZ	7.6
8.5	10.8	8.8	10.7	8.9	4	<b>WBBG</b> Gold	93.3 50kw	4	11	4	1	1	1	92	MAHONING VALLEY	CHR	7.2
9.7	9.0	10.6	9.5	8.7	5	<b>WQXK</b> Ctry	105.1 85kw	5	8	5	6	2	3	96	LINCOLN GROUP	BAN	9.5
5.2	7.6	9.1	8.1	7.9	6	<b>WNCD</b> AOR	106.1 3kw	7	3	1	2	5	10	96	WN	TOR	9.1
7.0	5.5	6.1	5.2	6.8	7	<b>WYFM</b> AC	102.9 26kw	6	4	2	4	6	6	76	SHARON	DUR	7.0
0.0	0.6	2.8	4.0	4.2	8	<b>WHOT</b> Nost	1390 5kw	10	21	22	19	10	5	78	WHOT, INC.	EAST	3.5
1.3	1.7	1.5	2.5	3.6	9	<b>WPHR</b> CHR	107.9 70kw	8	2	9	9	8	12	53	ARDMAN	TOR	4.1
3.9	3.6	4.0	2.8	2.9	10	<b>WBBW</b> N/T	1240 1kw	9	12	17	18	13	8	47	MAHONING VALLEY	CHR	2.6

# DIRECTORY INDEX

A Sound Investment	58	AMFM	58	Barrett Associates Inc.	48
"A" Train Management & Consulting	24	Amherst	120	Dick Bartley Productions	87
A&M	120	A.M.I. (American Music, Inc.)	120	Basic Broadcast Consultants	28
AB Promotions	58	AMI News	87	Bay Supply Co./Spartan Flag Co.	60
ABC Contemporary Radio Network	86	AMPEX Corporation	44	BayBank Boston, N.A.	55
ABC Direction Radio Network	86	AMS Industries, Inc.	44	Lee Bayley & Associates	28
ABC Entertainment Programming	86	Ray Amsterdam	17	BBE Sound	46
ABC Entertainment Radio Network	86	Anchor Media	100	BDI Distributors	48
ABC FM Radio Network	86	Anderson Media Services, Inc.	87	BDR Advertising Specialties	60
ABC Information Radio Network	86	Anderson Stations	100	Beach-Schmidt Group	101
ABC Morning Show Prep	143	Andrew Corp.	44	Beacon Broadcasting Corporation	101
ABC Radio Networks	86	Andrews University	16	Beasley Broadcast Group	101
ABC Radio Production Group	73	Andromeda Imaging & Concepts	27,73,87	Chris Beck Communications	28
ABC Rock Radio Network	86	Announcement Technologies	46	Beck-Ross Communications, Inc.	101
ABC Talkradio	86	Henry Ansbacher, Inc.	54,69	Beckerman Associates, Inc.	69
Abrams/Dawson & Associates	24	The Answer	87	Beethoven Satellite Network	87
ABS Communications, Inc.	99	Anthem	120	Lawrence Behr Associates, Inc.	28
Absolute	120	Nick Anthony & Associates	27,58	Belar Electronics	47
Academy Of Country Music	57	Antonelli Media Training Center, Inc.	16	Belly Lafts	143
The Academy of Radio Broadcasting	57	Aphex Systems, Ltd.	46	The Benchmark Company	28,135
ACC Broadcast Marketing, Inc.	58	APM/Associated Production Music	75	Benmaradio, Inc.	75
Accend Broadcast Services	24	Apollo Radio, Ltd.	100	Rob Bennethum	75
Accu-Weather, Inc.	86	Ira Apple & Assoc.	27	Frank Bennett Media Ventures	87
Accuracy in Media	57	Pat Appleson Studios	75	Rita Bentley Productions	143
Ackerly Communications	99	The Arbitron Company	135	Susan Berkley's Voice Over Workshops	16,42
Active Markets	58	Ardman Broadcasting Corporation	100	Berkowitz Broadcast Consulting	28
Adams Communications	99	Arista	120	Best of the Oldies Radio Network	87
Tom Adams Productions, Inc.	86,143	Steve Armstrong Creative Services	27,75	Best Performances, Inc.	60
Ad Broadcast Consulting	27	Stephen Arnold Music Productions	75,87	Best Recordings	122
Admedia	27	Toby Arnold & Associates	58,75,87,147	Beveridge Business Systems, Inc.	28
Adult Contemporary Concepts/Programming	27	Arrakis Systems, Inc.	46	Beyer Dynamic Inc.	47
Advance Recording	44	Arrow Communications	100	Beyond Bourbon Jazz Productions	87
Advanced Aircheck Systems	27	Assistance in Broadcast Marketing	60	BGM	122
The Advantage Group, Inc.	27,58	Associated Press Broadcast Services	17,87	BGM International	47
AdVentures International	27	Associated Radio Resources, Inc.	27	BGW Systems	47
AEG Bayly, Inc.	44	Astor Broadcast Group	100	Blamp Systems	47
Aegle	120	At The Top Audio/Video Duplication, Inc.	75	Blernacki Brokerage	69
Aerial Dimensions, Inc.	58	AT&T Commercial Finance Corp.	55	Big Band Music Network	87
Afterglow Productions	86	Atco	120	Big Tuna Radio Services	28
Agenda	120	ATI-Audio Technologies, Inc.	46	Bigger Than Life, Inc.	60
Agfa Corporation	44	Atkinson Consultants	28	Billie Research Corporation	135
Agrivoice Network	86	Atlantic	122	Blitmore Equities & Securities, Ltd.	55
AIM Music Research	17,135	Atlantic Entertainment Group	72	Blinx Custom Software	17
Air Services	58	Atlantic Radio Corporation	101	Birch/Scarborough Research Corp.	135
Aircorp-Marketing	44	Audio Accessories, Inc.	46	Bird Corp.	60
Aircraft Music Library	73	Audio Animation	46	Bitman	143
Airforce Broadcast Services	73	Audio Broadcast Group	46	Bits & Pieces Creative Services	87
Airlines	143	Audio Concepts & Engineering	28,46	Blackburn & Company, Inc.	69
Airtight Productions	143	Audio Creations	75,87	Blackburn Capital Markets	55
Airva	120	Audio Logic	46	Blast First	122
AKG Acoustics, Inc.	44,88	Audio Productions Inc/Future Effects	75	Bloomington Broadcasting Corp.	101
Albimar Communications	100	Audio Services	75	Chuck Blore & Don Richman, Inc.	147
Jay Albright	27	Audio Technica U.S., Inc.	46	Blue Chip Management	42
Algoma Custom Bags (Net Co.)	58	Audio Video Research Group	46	Blue Note	122
Allkrafah Broadcast Consultants	17,27	The Audio Workshop	87	BMI	57
Alive Films	72	Audio Yearbook	75	Bohn & Associates Media	28
All Pro Broadcasting, Inc.	100	Audiopak	46	Boiton Research Corporation	29,135
Allegheny Mountain Network	100	Auditronics, Inc.	46	Bonneville Broadcasting System	29,88
Allen & Company, Inc.	54,69	Audubon Broadcasting Company	101	Bonneville International Corporation	101
Rick Allen Creative Services	73	Aurate Corporation	46	Boom Media	60
Allied Broadcast Equipment	44	Autogram Corp.	46	Booth Broadcasting	101
Allied Capital Corp.	54	Automated Business Concepts	17	BOSE	47
Allied Tower Company Inc.	44	Automated Media Research	17	Botik Broadcast Services, Inc.	29
Alligator	120	Avatar Productions	87	Boulder Blimp Company	60
Gary Allyn Radio Enterprises	73,86	AVC Systems	46	Bowden Productions	88
Alpha Audio Acoustics	44	The Avery Company	28	Lee Boyan & Associates, Inc.	29
Alpha International	120	Aviation Update	87	Frank Boyle & Co.	69
Alpha Lyrcorn/Pan American Satellite	73	Avista	122	BP Consulting Group	29
Alpine	120	Access Broadcast Services	75	BPI Entertainment News Wire	88
Altadoerffer Group	100	AY JAY Productions	75	Bradbury Communications (BRADCOM)	88,143
Alternative Programming, Inc.	86	B & B Systems Inc.	46	Bradley Broadcast Sales	47
Amber Electro Design	44	B&B Advertising	60	Jim Brady & Associates	29
America on the Road, Inc.	68	Back Lot Studios	75	Brainstorm Productions, Inc.	88,143
American Broadcast Financial Corp.	54	BAF Communications Corp.	46	Bravo Publications	75,143
American Comedy Network	86,143	Dale Baglo Broadcast, Inc.	87	Bill Brazzil Associates, Inc.	55,69
American General Media	100	Bahakel Communications	101	The Breeze	88
American Gramophone	120	Bahla	122	Dick Breacia Associates	88
American Lelausa Network	86	Ballay Broadcasting Services	87	Brill Media Co., Inc.	101
American Media	87	Bainbridge	122	Bristol Broadcasting Co., Inc.	101
American Media, Inc.	100	Baker Scott & Company	42	Brite Voice System	47,60
American Pie	73,87	Bakke Communications	101	British Promotions, Ltd.	60
American Radio Brokers, Inc./SFO	89	Banana Time Joke Service	87,143	Broadcast Arts	147
American Radio Network	87	Bank of America NT & SA	55	Broadcast Audio Corp.	47
American Radio Networks	87	Bank of Boston/Media & Entertainment Dept.	55	Broadcast Automation, Inc.	47
American Security Bank	54	Bank of New England	55	Broadcast Cable Credit Association	57
American Sign and Marketing Services	58	Banner Barn	60	Broadcast Cart Rewinding Service	47
American Society of Composers, Authors, & Publishers	57	Banner Radio	117	Broadcast Cartridge Service	47
American Women In Radio & Television, Inc.	57	Billy Barber Productions	75	Broadcast Center	18,42
America's Rock Network	87	Bob Barnes Creative Services, Inc.	75	Broadcast Communications Group	60
Ameritrust	54	Barnstable Broadcasting, Inc.	101	Broadcast Data Consultants	17

# DIRECTORY INDEX

Broadcast Data Systems	135	CBS Radio Networks	88	Costa Communications	30,61
Broadcast Direct Marketing	29,60	CBS Radio Representatives	117	Country Consultants, Inc.	30
Broadcast Electronics	47	CBSI/Custom Business Systems, Inc.	17	Country International	123
Broadcast Graphics	60	CCA Electronics	48	Country Music Association	57
The Broadcast Group	88	CD Media	88	Country Only Research	136
Broadcast Investment Analysts/ Frazier, Gross & Kadlec	55	Celebration	61	Country-Phonics	89
Broadcast JobLine	42	Celestial Harmonies	122	Cox Enterprises, Inc.	103
Broadcast Marketing Group	60	Center for the Media Arts	16	Coyote Metalworks	61
Broadcast Marketing Services	60	Central Trust Company	55	Cozmik Debris	143
Broadcast Media Associates	69	Century Broadcasting	103	CPC Associates	61
Broadcast Print Marketing	60	Robert A. Chaisson, Inc.	69	CR Broadcasting, Inc.	103
Broadcast Products, Inc.	61	Chameleon Music Group	122	Crabtree Productions	76
Broadcast Programming	88	Chapman-Tudor & Associates	30	Crackerjack Advertising	61
Broadcast Promotion & Marketing Executives	57	Charisma	122	Mitch Craig Productions	76
Broadcast Properties	102	Charterhouse Media Group	55	Cranberry Graphics	61
Broadcast Services of Minnesota	88	Chase Communications	103	Crawford Broadcasting	103
Broadcast Supply West	48	Chase Music Group	123	CRB Broadcasting Corporation	103
Broadcast Systems Corporation	17	The Cheat Sheet	143	Creative Funk	123
Broadcast Technology Partners	48	Chicago Bears Radio Network	88	Creative Marketing Services	61
Broadcast Time	75	Chicago Cubs Radio Network	89	Creative Media Management, Inc.	61
Broadcast Voice and Talent Coaching	29	Chicago Radio Syndicate, Inc.	76,89	Creative Radio Network	89
Broadcast Weather Service, Inc.	88	The Children's Health News Network	89	Creative Radio Productions	61,76
Broadcasters Bulletin Board	88	Christal Radio	117	Creative Sound Corporation	48
Broadcaster's General Store	47	David Christian/Tech Trax	76	Creative Support Services	76
Broadcasting Institute of Maryland	16	Chrysalis	123	Creative Technology, Inc.	147
Broadcasting Partners, Inc.	102	Chrysler Capital Corporation	55	Creedydio	143
Broadcasting Unlimited, Inc.	29,61	Cinema	123	Crisler Capital Company	55
Broadco of Texas, Inc.	102	Joe Cipriano Promos	76	R.C. Crisler & Co., Inc.	69
Broadmark Capital Corp.	55,69	Circuit Research Labs	48	Critical Mass Media, Inc.	31,61,136
Brown Bag Productions	75	Citadel Communications	103	Critique	123
The Brown Organization	102	CKW & Associates	89	CRN International	69
Brown Spots, Inc.	75	Donald K. Clark, Inc.	69	C.R.N. Media, Inc.	31
Larry Bruce Communications	29,61,88	Clausen Communications	76	Cross-Country Communications	31
Brystonvermont	48	Clean Sheets, Inc.	76	Crowley Broadcasting Co.	89
BSM Systems, Inc.	48	Clear Channel Communications, Inc.	103	Crown Broadcasting, Inc.	104
BTMI	55	Clover Park Vocational-Technical Institute	16	Crown International, Inc.	48
Buckley Broadcasting	102	Cluff & Company/Success Training Int'l	30	Cruz	123
Bullet Productions	88	Lars Clutterham Music	76	CT Productions	76
Bumper Productions	76	CMI	147	Craig L. Culp Media Consultants	31
Burbach Broadcasting Group	102	The Co-Op Connection	30	Curb	123
Burk Technology	48	Co-Opportunities	17,30	Custom Productions, Inc.	147
Burkhardt/Douglas & Associates	29,136	Cody/Leach Broadcast Architecture	30,136	Jim Cutler Creative Radio	76
Brad Burkhardt Christian Media	29	Lita Cohen Radio Services	89	Ron Cutler Productions	89
Burns Media Consultants, Inc.	30,136	Coleman Research	30,136	Cutting Edge Technologies, Inc.	31,48
Alan Burns & Associates	30	Collins Broadcast Services	30,89,143	D.A.B. Audio Duplicating	76
Burr, Egan, Deleage and Co.	55	Colonial Broadcasting, Inc.	103	D.B. Productions, Inc.	89
Business Broker Associates	69	Coltan Communications, Inc.	89	The Daily Briefs Almanac	143
Business Radio Network	88	Columbia	123	The Daily Feed	89,143
Mike Butts Creative Service	143	Columbia College, Hollywood	16	Daily Insider	143
BUYGROUP, LTD	48	Columbia Pictures	72	Damon	123
Caballero Spanish Radio	117	Columbia School of Broadcasting	16	Dan-O Custom Comedy	76,89
Cable Car Productions	88	Columbine Systems, Inc.	17,30	Dance Beats, Inc.	143
Cable Value Network	61	Comedy Connection	143	Denise Daniels	77,146
Cadena Radio Centro	88	Comedy Liners	89,143	The DAT Store	48
Cadence Jazz	122	Comedy Warehouse	89	Data Express/America's Newsletter Company	61
Cahn Capital Corporation	55	Comedy Warehouse/CW Media	143	Davtone	123
California Aircheck	42,61,76	Comfax-On Line	143	Davidson Technical College	16
California Digital Audio Systems	48	Command Communications, Inc.	103	E. Alvin Davis & Associates	31
Caliper	30	Commonwealth Broadcasting	103	Jeff Davis Productions	77
Call Interactive	61	Communication Graphics, Inc.	61	Davis-Weaver Broadcasting	104
Camel	122	Communications Capital Group, Inc.	55	Daynet	89
Cameron Communications, Inc.	30	Communications Equity Associates, Inc.	69	DBA	89
Cannon Pictures	72	Communications Investment Corp.	103	dbx Professional	48
Canton North America	48	Communications Properties, Inc.	103	DCC Compact Classics	123
Cape Fear Broadcasting Co.	102	Community Pacific Broadcasting Corp.	103	DDS Sales Training & Consulting	31
Capital Cities/ABC, Inc.	102	Community Service Radio, Inc.	103	Decision, Inc.	18
The Capital Report Newsfeed	88	Compulink	48	Deer River Group	104
Capitol	122	Computer Concepts	17	Def American Recordings	123
Capitol Broadcasting Co.	102	Computer Music Consortium, Inc.	17	Degree Communications	104
Capitol Broadcasting Corp.	102	Computer Sports World	17,89	Dei Mar Broadcasting Networks	89
Capitol Production Music	76	Comrex Corporation	48	Delicious Vinyl	123
Capstar Communications	102	Concept Productions	48,89	Delta Electronics, Inc.	48
Capstone Communications	69	CMBS (Concert Music Broadcast Sales)	117	Demaree Media, Inc.	104
Caravelle Broadcast Group	102	Concord	123	DeMers Programming/Marketing	31
Cardiac	122	Connecticut School of Broadcasting	16	Bill Dennis Computer Consultant	31
Cariboo Central Interior Radio	102	Constant Communications	103	Denon	124
Carley/Troyk Screen Printing Corp.	61	Consulting Partners, Inc.	143	Denon America, Inc.	48
Carlson Communications International	102	Contemporary Comedy	30	Denick Broadcasting of Columbia Inc.	104
Carmel	122	Contemporary Group	30,61,89	Destinations Unlimited	61
Carney Productions	88	Contemporary Media Broadcast Group	103	DeWolfe Music Library	77,90
Carolina School of Broadcasting	16	Continental Electronics Corporation	48	DGC	124
Caroline	122	Continental Marketing	61	Diamond Broadcasting/Windy City Broadcasting	104
Carter & Associates	61	Continental Recordings	76	Diary Experts	136
Carter Consulting	17	Continental Weather Corporation	89	DIC Digital Supply Corporation	48
Cal Casey, Radio Programming Consultant	30	Continuum Broadcasting Network	89	Dick Broadcasting, Inc.	104
Catspaw Productions, Inc.	76	Cook Inlet Radio Partners	103	Dictaphone Corporation	49,61
CBN Radio	88	Copley Entertainment	89	DigiPrep	77
CBS	102	Copley Radio Network	89,143	Digital Audio Information Systems	18,49
CBS Hispanic Marketing	117	The Coreson Company	76	Digital Planet	90
		Corporate Communications, Inc.	89	Digital Programming, Inc.	90

# DIRECTORY INDEX

Digital Radio Network	90	Facemakers, Inc.	63	Golden West Broadcasters	106
DigiTech	49	Fairbanks Communications, Inc.	105	Good Time Tickets	63
DIR Broadcasting Corp.	90	Faircom Inc.	105	Goodrich Broadcasting, Inc.	106
Direct Mail Express	61	Fairfield Broadcasting Co.	105	Art Good's Jazz Trax	91
Direct Mail Options	62	Fairmont Communications Corporation	105	Gorich Radio Corp.	106
Direct Marketing Results	62	Fairwest Direct	31,63	Gorman Media	32,138
Direct Radio Strategies	62	Family Stations	105	Gotham Audio Corp.	49
Directions In Radio	136	Fantasy	124	W. John Grundy	70
Disc Manufacturing Inc.	49	Far West Communications, Inc.	18,31,77,90	Graphics 3	63
Discovery	124	Farming America	90	Gray Communications	33
Discovery Systems	62	The Federated Association of Media Employees, Inc.	31,55,57	Great American Broadcasting	106
The Dittman Group	104	Federated Media	105	Great Empire Broadcasting	106
DMR Broadcast Consultants	31	Fidellpac Corp.	49	Great Empire Research/The Griffin Report	18,138
DOD Electronics	49	Fifth Estate Software	18	Great Northern Arts	125
Dolby Laboratories, Inc.	49	Film House, Inc.	63,147	Great Scott Broadcasting, Ltd.	106
Doice & Nut Productions	124	Financial Marketing Network	63,90	Great Southern Company	63
Donohue Research & Marketing	136	Financial News Network	90	GREAT! Trails Broadcasting	106
Roger Dorfman Productions, Ltd.	77,90	Findlay Publishing Company	105	GREAT! GREAT!	63
Dorough Electronics	49	First City Broadcasting	105	Greater Media, Inc.	107
Double L Broadcasting	104	First Impressions	63	The Green Book Database Software	20
John E. Douglas	77	First Interstate Bank of Denver	55	Green Book of Songs by Subject	146
Dow Jones Radio Network	90	First Marketing Group	63	Green Diamonds Radio	91
The Dowe Company	104	First Sierra Communications, Inc.	105	The Greenfield Group	33
DPI	124	First Union National Bank	55	Greenwood Performance Systems	33
Drake-Chenault Enterprises, Inc.	62,77	FirstCom	63,77	Greyhound Financial Corporation	58
Drake-Chenault/Jones Satellite Services	90	FirstCom Broadcast Services	31	Merv Griffin Radio	107
Drake-Chenault, Inc.	31,136	Norman Fischer & Associates	69	Group W Radio	107
Drexel Hill Associates	104	John Mack Flanagan Broadcast Services	31,90	Group W Radio Sales	117
John Driscoll	77	Fleet Mezzanine Capital, Inc.	55	GRP	125
Mark Driscoll	77	Fleet National Bank	58	Grudge	125
Drive Time Syndication	90	Flying Fish	124	Grundy Broadcasting Co.	107
Duchossois Communications Co.	104	FMN Hispanic Sports	90	Gulf Atlantic Media Group	107
Duffy II Corporation	104	FMR Associates, Inc.	136	Gary Guthrie	33
Duncan's American Radio, Inc.	136	FMX Stereo/Broadcast Technology Partners	49	Gwenn's Kitchen Talk	91
Durham Life Broadcasting	104	Focus on Youth, Inc.	90	H & D Broadcast Group	107
Durpetti & Associates	117	For The People	90	Habitat Industries	63
Dave Dworkin's Ghostwriters	77	Milton Q. Ford & Associates	69	Hadden & Associates Media Brokers	70
Dynamic Displays	62	Richard A. Foreman Associates, Inc.	69	Hagen Media Research	138
Dynamite Productions	62	Formula Impressions	63	Hall Communications	107
Dynatech Newstar	18	Fostex Corp.	49	Halland Broadcast Services, Inc.	91
Eagle Marketing Services, Inc.	62,77,147	4PM Records	125	Donna Halper & Associates	20,33
Eagle Media Productions, Ltd.	90	4th & Broadway	125	Hamilton Communications	33
East West America	124	Michael Fox Auctioneers, Inc.	70	Tac Hammer Communications	33
Eastman Radio	117	Freshfax	146	Happy Hare Radio Theatre	91
Edens Broadcasting	104	Karl Fretty Enterprises	63	Harker Research, Inc.	138
Edge	124	Fritz Broadcasting	105	Bob Harper's Company	33,138
EDI Radio Network	90	Frontier	125	Jim Harrington	78
Bob Edwards Enterprises	18	Fuller-Jeffrey Broadcasting Companies, Inc.	105	Harris Allied Broadcast Equipment	49
EFM Media Management	90	Functional Realities	90	Harris Communications Corp.	33
Eight Ball	146	The Funny Business	146	Harris Enterprises	107
Michael Eisele and Associates	62	Future Communications	31	Harrison, Bond & Pecaro	56
Michael A. Eisinger	18,31	Chris Gable Broadcast Services	32,70	Harrison by GLW	49
Electric Weenie	146	Galaxy-L.A. Air Force	90,146	Tom Hayes Creative Services	78
Electro-Voice, Inc.	49	The Gallagher Company	32	Hazel's Fantasy Factory	63
Electronic Media Rating Council	57	The Gallup Organization	138	Health NewsFeed	91
Elektra Entertainment	124	Gammon Media Brokers, Inc.	70	Hearth Broadcasting Group	107
Doc Elliot & Associates	31	Gannett Radio	106	Hearts Of Space	125
Don Elliot Creative Services	31,77	Guy Gannett Broadcasting Services	106	Heavens Above	91
Elway Research	136	Clifton Gardiner & Associates, Inc.	70	Hecht Enterprises Airchecks	43,138
E.M.B. Productions	43	Anita Garner Communications	91	Hedberg Broadcasting Group	107
Emerald City Sales	62	Gaylord Broadcasting Company	106	Michael Hedges, Inc.	138
Emerald Entertainment Network	90	Gazette Broadcast Group	106	Heftel Broadcasting Corp.	107
EMI	124	GBS	49	Hell Enterprises	91
Emmis Broadcasting	104	GE American Communications	77	Heller Financial	56
Empire Radio Partners, Ltd.	104	Geffen	125	Hemdale Film Corporation	72
ENTERTAINMENT	90	Gemini	125	Bob Henabery Associates, Inc.	33
Entertainment Communications, Inc.	105	Gemini Broadcasting Corporation	106	Henderson & Associates	63
Entertainment Radio Inc.	90	Genesis Broadcasting, Inc.	106	Bill Hennes & Associates	33
Entertainment Research Group	62	Gentner Electronics Corp.	498	Henry Broadcasting	107
Epic	124	Gerstmann Software Technologies	18	Henry Engineering	49
Eric/Chandler Communications	105	GHB Broadcasting	106	The Ted Hepburn Company	70
Dick Ervasti Creative Services	77	Ghostwriters Comedy Services	146	Heritage Broadcast Group, Inc.	107
ESE	49	Giant	125	Heritage Media Corporation	107
Esquire	124	Giant Boom Box Industries	63	Herron Media Group	33
Event Marketing, Inc.	62	Dave Gifford Seminars	32	Jhan Hiber & Associates	138
Eventide, Inc.	49	Giffhorse	125	Hickman Associates	70
Everett Enterprises	90	Gillan Media & Associates	32	High Sky/High Rocket	125
Evergreen Media Corporation	105	Gillis Broadcasting Representatives	117	Higher Octave Music	125
Ewing & Co.	147	Gillmore Broadcasting Corp.	106	Highest Joy Entertainment	63
Excel Audio Productions	77	Charles J. Givens Financial Digest	91	Hightone	125
EXCEL-RATINGS	31,63,136	Charles J. Givens Organization, Inc.	32,63,106,117	HKM Corporation	33
Exchange National Funding	55	Global Pacific	125	HNWH	118
Executive Decision Systems, Inc.	31	Global Satellite Network	91	Hoberg Communications Consultants	33,63
William A. Exline, Inc.	69	GMI Broadcast Services	32,63,78	Hoffmann & Associates	33
Explosive Promotions, Inc.	62	GNP Crescendo	125	Hogan-Feldmann, Inc.	70
Exposure Promotions Unlimited, Inc.	62	Gold Castle	125	Hoker Broadcasting, Inc.	108
The Express Group	49	Gold City	125	Hollywood	126
EZ Communications	105	Gold Mine	91,146	The Hollywood Edge	78,91
F&L	124	The Gold Vault	78	Hollywood Hotline (tm)	91
Face The Fax	63			The Holt Corporation	70,108

# DIRECTORY INDEX

The Home News Company	108	Mike Joseph	34	Jonathan Little Consulting	34
The Home Shopping Network, Inc.	91	Joxbox Mailers	43	L.K. McNally Associates	93
The Hook Factory	91,138	Joy Products	64	LMR	128
Jim Hooker & Company, Inc.	33	Joyner Communications, Inc.	109	Local Marketing Corp.	34
Hospitality Promotions Company	64	Juggernaut	126	Logitek	50
Hot Mix Radio Network, Inc.	91	Julio Productions	92	Lontos Sales & Motivation	34
Hot Spots Network	64	Julio's Original Comedy Service	92	Lotto Network, Inc.	93
Hot Spots Radio Production, Inc.	78	Julio's On The Air	92	Lotus Communications, Corp.	109
Hot Tracks	78	"Just For The Health Of It"	92	Lotus Hispanic Reps.	118
House of Music	91	Justice	34	James Loupas Associates, Inc.	34
Howe Technologies Corp.	49	Paul Kagan Associates, Inc.	50	Lovely Time, Inc.	64
Hubbard Broadcasting	108	Kahn Communications	92	Low Noise Productions	80,93
Hughes Communications	78	Kaleidophonic Jazz	92	R.M. Lowry & Company	35,140
Rick Hull Voice Tracks	78	Kaleidophonics	92	Loyalty Marketing Systems	20,64
Humane Society of the U.S.	91	Kallil & Co., Inc.	70	LPB, Inc.	50
Humber Valley Broadcasting Co., Ltd.	108	John Kane, Psychic	92	Luke	128
Ron Hummel Productions, Inc.	78,91	Gary Kaplan & Associates	34	Lund Consultants To Broadcast Mgmt., Inc.	35,140
Ron Huntsman Entertainment Marketing	64	E. Karl Broadcast Consulting	34	Lyles Urban Consultancy	35
Hype Ink	146	Mark Kasso & Co.	138	Chris Lytle & Associates	35
IBSS Ltd.	50	Katz & Powell Radio	118	M Street Corp	20,35,64
Ichiban	126	Katz Hispanic Radio Sales	118	MacDonald Broadcasting Company	110
IDB Communications Group, Inc.	78	Katz Radio	118	MacMusic Master	21,35,140
IDC Communications, Inc.	50	Katz Radio Group	118	Chesley Maddox & Associates, Inc.	56
I*D*E*A*S	78	Kaupp	126	Magic Broadcasting Companies	110
IGM Communications	50	Kaye-Smith Radio	109	Bobby Magic & Associates	35,70,81
Iguana Sonix	64	Kayla Satellite Broadcasting Network	92	Frank N. Magid Associates	140
The Image Generators	78	KBC Productions	80	The Mahman Company	70
Image Point Productions	147	KCI Communications Network	34	Mainstreet Productions, Inc.	81
Images Communication Arts Corp.	91	KEEPERS	64	Major Market Critique	43
Imagination Theatre Fairy Tales	91	KEFFCO, Inc.	109	Major Market Radio Sales	118
Impact	126	Don Kelly & Associates, Inc.	34	Malaco	128
Impact Ratings	33,64	Joe Kelly Creative Services	80	Malarkey-Taylor Associates	56
Impact Resources Company	138	Joe Kelly, Inc.	34	Jack Maloney, Inc.	70
Impact Target Marketing	64	Kendall Energies, Inc.	80	Mairlie Communications Group, Inc.	110
In All Seriousness Comedy Service	91,146	Kenetics Radio Entertainment	92	Mammoth	128
In-Fisherman Radio	92	Kensington Falls Animation	148	Man From Mars Productions	43,81
Infinity Broadcasting	108	Kepper, Tupper, Fugatt, Inc.	70	Management Sales & Marketing, Inc.	35
InfIA Dable Image Industries	64	Keymarket Group	109	The Management	21,50
Tom Ingstad Broadcast Group	108	Keystone Printed Specialties Co., Inc.	64	Manhattan Production Music	81
Inner City Broadcasting	108	Kidder, Peabody & Co., Inc.	56	Manwatchers, Inc.	64
The Inner Ear Report U.S.A.	92	Killian Creative Productions	80,148	Marathon Products Co.	50
Innerview, Inc.	92	Killer Music	80	Marblehead Communications, Inc.	64
Inovonics, Inc.	50	Killer Tracks	80	Marconi & Cheese Communications	93,146
IntelliNet	92	King Broadcasting	109	Market Buy Market	140
Inter-Active Marketing, Inc.	64	Don Kirshner Communications	92	Marketing Entertainment Group of America	35
The Interop Radio Store	118	K. K. Kreative Concepts	64,80	Marketing Horizons, Inc.	35,140
International College of Broadcasting	16	Klemm Media, Inc.	34,138	Marketing Resources Plus	21
International Graphics	78	KM Records, Inc.	64	The Marketing Team, Inc.	64
The International Lutheran Laymen's League	92	KMD Labs, Inc.	50	Marketron, Inc.	21,140
International Radio-Television Society	57	Knight Quality Group Stations	109	Marlin Broadcasting, Inc.	110
International Tapetronics Corp.	50	Knobby Krafters	64	Bruce Marr & Associates	35
Interscope	126	Knockers*1	92	Marshall Arts	143
Intersound International	126	Knucklehead News Network	92,146	Martguld, Inc.	64
Interstate Radio Network, Inc.	92	Koss Corporation	50	Marti Electronics	50
Interurban Broadcasting	108	Kozacko-Horton Company	70	Pat Martin & Associates	35
The Interview Factory	92	Krane Manufacturing	64	Master Software Systems	21
Intraplex	50	K-tel International	128	Maxagrid International, Inc.	21,35
Invasion	126	Kulper Stations	109	Maxwell Media Group, Inc.	64
Inverse Vortex Productions	78	KWHK Broadcasting	109	Maxx	128
IRS	126	L & R Productions, Inc.	80	MCA	128
Island	126	LA Airforce/M.O.M.	20	McClain Enterprises	148
Island Pictures	72	L.A. Inc.	34	McCormick Broadcasting Corporation	110
It's A Wrap	64	LaBov & Beyond	92,146	McCurdy Radio Industries	51
'Jackie The Joke Man'	92,146	Laflin	146	M.C.E.G.	72
Chuck Jackson Media Job Bank	16,43	Lakeland Broadcasting Company	109	McGavren Guild Radio	118
Jacobs Media	34	Lakewest Recording Studio	80	McGhan Radio Productions	65,93
JACOR Communications, Inc.	108	Lakoduk Broadcasting	109	Paul McKnight Communications	35
JAM Creative Productions, Inc.	78	Lambert Productions	80	McNish Travel Services, Inc.	65
Brian James Productions	78	Landmark	128	McVay Media, Inc.	35
Jameson Broadcast	64,92	Landsman Media, Inc.	34,138	Kenneth R. Meades	35
Jazz Spectrum	92	Lapplin Communications	109	R.E. Meador & Associates	70
Jazzology	126	Chris Larko Productions	80	Mechanic	128
JBL Professional	50	Larry's Imperfect Pet Emporium	146	Media Access, Inc.	93
JCI	126	H.B. LaRue, Media Brokers	70	MediaAmerica	93,119
JDK Music Production	78	Laserlight	128	MediaAmerica Promotions	65
Jefferson Pilot Data Services, Inc.	20	Laugh Trak Media Services	92	Media Capital Inc.	56
Jefferson-Pilot Communications	109	Jeff Laurence	80	Media Careers Network	43
Jerry "DJ's" Pro Audio	78	Rodger Layng Format Consulting	34	Media Consultants, Inc.	35
Jesup, Josephthal & Co., Inc.	56	Lazard Freres	56	Media Designs	148
Jlve	126	LBA Technology, Inc.	50	The Media Gallery	65
JK-TV	148	LBS Radio	93	Media Headquarters, Inc./Great Takes	148
J.N.S. Electronics, Inc.	50	Leading National Advertisers	138	Media Mark	65
Irv Joel & Associates	34	Andy Lea's Reel Thing	93	Media Market	81
Joey Boy	126	Legacy Broadcasting Partners, L.P.	109	Media Marketing	43
Johnson Research	138	Lesso, Inc.	109	Media Monitors, Inc.	65,140
Joint Communications International Corp.	34	Lexicon, Inc.	50	Media Perspectives	36,140
Joint Communications Research	34,138	Lift Display, Inc.	20,50	Media Product Management, Inc.	36,65,140
Jones Eastern Radio, Inc.	109	Liggett Broadcasting	109	Media Research Graphics, Inc.	36,140
Jones Intercable/QZoo	78	The Lincoln Group, Ltd.	109	Media Services Group, Inc.	56,70
Jorgenson, Chapin & Co.	56,70	Jayne Lipman Marketing & Promotion Services	64	Media Sound, Inc.	81
Joseph-Fox Communications	92	Lipsky Marketing	34,64	Media Specialists	36
		Little Ricky Rocko Productions	93		

# DIRECTORY INDEX

Media Tech Client Incentives	65	Narada	129	Overland California Radio, Inc.	111
Media Technology Capital Corp	56	Narragansett Radio, Inc.	111	Pacific Northwest Broadcasting	111
Media Touch Systems, Inc.	21,51	Narwood Productions Inc.	94	Pacific Recorders & Engineering Corp.	51
Media Venture Partners	70	NastyMix	129	Pacifica Foundation	111
Media Vision	36	National Academy of Songwriters	57	Packer Communications	37
Media/Scan	85	National Aircheck	43,141	Palmer Communications, Inc.	111
Mediabase Research Corp.	140	National Association of Broadcasters	58	PAMS Jingles	82
Mediacor, Inc.	70	National Association of College Broadcasters	58	Panache Broadcasting	111
Mediamark Research, Inc.	140	National Association Of Farm Broadcasters	58	Pandlic	129
Mediavision Ltd.	36	National Association of Home Builders	94	PAR	129
MediaWorks	36	National Association of Media Brokers	58	Paragon Research	141
Megaforce Worldwide	128	National Assoc. of Recording Merchandisers	58	Paramount Pictures	72
MegaRadio Worldwide	36	National Audio Company	51	Park Communications	112
Melcor Broadcasting Company	93	National Black Network	94	Parker Communications, Inc.	112
Memphis Airships	85	National Broadcast Talent Coordinators	43	Parking Meter Advertising	65
Merchants National Bank and Trust Co.	56	National Broadcasting School	16,43	Parkway/Muse, Inc.	94
Mercury	128	National Education Center	16	Pathe Communications	72
Mesa/Bluemoon	128	National Farm Report	94	Pathfinder Consulting	37,141
Mesa Broadcasting Group	110	National Incentive Resources	85	Patrick Broadcasting Consulting	37
Metal Blade	128	National Supervisory Network	37,51	Patrick Communications Corp.	37
Metro Music Productions	81	National Wildlife Federation	94	Patrick Programming Services	37
Metro Traffic Control	93	Nationwide Communications	111	Patt Media Sales	119
Metroplex Communications	110	Nationwide Sound Distributors	129	Byron Paul Voices	82,94
Meyer Communications, Inc.	110	Nationwide Telepromotions	85	Paula	129
MGM/Pathé	72	Natural Sound	94	Paw Productions/Polar Graphics	65
Charles Michelson & Sons	93	NBC Radio Network	94	PDS	130
Robert Michelson Inc.	93,146	Nebula	129	Peak Rating Productions	146
Micropower Corporation	22	Neer Perfect Productions	81,94	Pearson Presentations	37
Mid-America Radio Group Inc.	110	Nesak	129	Peninsula Productions	82
Mid-West Family Stations	110	Network Music, Inc.	81	Pension Service Associates	37
Midcom, Inc.	51	News, A Siemens Company	51	Penthouse	130
Midcontinent Broadcasting Company	110	New Alliance	129	Perrygraf	85
Middle Ear	81	New Century Broadcasting	94	Personalized Computer Assistance/PCA	23
Midwest Aircheck	43	New England Digital	51	Personnel Services Group	43
Midwest Communications	140	New England Media, Inc.	71	Peters Productions, Inc.	38
Midwest Communications, Inc.	110	New Hope Communications	81	Keith Petersen & Associates	38,65
Miller & McCall	36	New Line Cinema	72	Peterson Media Services	38
Miller Design	81	New School for Social Research	16	Doyle Peterson & Associates	71
Miller, Kaplan, Arase & Co.	56	New Vista	129	Phase 1	82
Paul Miller & Company	119	New World Music & Sound	51	Philadelphia Music Works	82
Miramar	128	NewCity Communications	111	MTch Phillips Voice Tracks	82
Jay Mitchell Associates	36,85,140	NewMarket Media Corp.	111	PIA Radio Sports	94
MJI Broadcasting Inc.	93	Newmaker Interviews	94,146	Pie In the Sky	66
MJM Research	141	Next Plateau	129	John L. Pierce Associates	71
ML Media	36,141	Nightengale-Conant Corporation	37	Pinnacle Broadcasting Company, Inc.	112
MNN Radio Networks, Inc.	51,93	Nininger Stations	111	Pipeline	43
Mo' Money Associates	85	Noelmark Broadcasting	111	Point of Purchase Radio Corp.	82
Mobile Fidelity	129	Noble Broadcast Group	111	Polaris Productions	82
Modulation Sciences	51	Non-Stop Productions, Inc.	81,94	Pollack Media Group	38
Moffat Communications, Ltd.	110	North American Network	65,94	Pollack Mullins Nashville	38
Mood Creations, Inc.	81	Northeast Broadcast Lab	51	Irvin Pollack In-Station Sales Training	38
Moody Bible Institute of Chicago	110	Northeast Broadcasting School	16	PolyGram Label Group	130
George Moore & Associates	71	Northwestern College Radio Network	111	Polygram/Nashville	130
Tim Moore & Assoc.	36	Nostalgia Notes	146	Margie Poole Creative Services	38
M.O.R. Media	36	Not Just Jingles	81	Positive Music	130
Morgan Stanley & Co.	56	NPR Satellite Services	65,81	Post-Production Services, Inc.	149
The Morning Fax	81	NSD	129	Powersound Productions	82
The Morning Show Consulting Group	36	NTR Network	94	Prairie Broadcast Training Institute	16,43
The Morning Sidekick	93	Numerk Electronics	51	Precision Media	112
Mortenson Broadcasting	110	O'Brien & Shore Broadcast Enterprises	37	Premiere Radio Networks	95
Moseley Associates	51	O'Connor Creative Services	81,94	Premium Connecting Point	23
Moss Broadcasting Comm, Inc.	36,93,119	Dan O'Dey	37	Price Broadcasting Co.	112
Motorola Inc./AM Stereo	51	O'Grady & Associates	71	Price Communications	112
Motown	129	O'Liners	146	Price Waterhouse	58
Mr. Radio's Creative Productions	36,43	Bobby Ocean, Inc.	82	Priority	130
M.R.N. Radio	93	Oceana	129	Private	130
MRS Development	36	O'Connell Productions	82	Pro Audio Makers	43,82
MSA (Music Service Associates)	81	OFFBEAT and UPBEAT	146	Pro Indie	130
MTN Broadcasting, Inc.	110	Ogden Newspapers	111	The Proctor Group, Inc.	71
Mu	129	Ohio School of Broadcasting	16	Producer's Audition Hotline	82
Muddy Mitch Productions	81,93	Oldies Unlimited	94	The Producers Group Studios	149
Mugs Unlimited/Ashray Sales Unlimited	85	Olympia Broadcasting Corp.	111	The Production Garden	82
Multi Market Communications	110	Olympia Broadcasting Networks	94	Production Masters	82
Multimedia Broadcasting	111	Omaha	129	Professional Audio Supply	51
Murphy Studio Furniture	51	Omnibus	82	Professional Media, Inc.	82,95
T.J. Murphy Productions	81	Omnisoft Systems, Inc.	22	Professional Radio Networks	95
Muse/Savoy Jazz	129	"On-Air" Job Listing	43	THE PROFESSIONAL	82
Music Awareness Travel Promotions	85	ON AIR Software, Inc.	22	Profile	130
Music Director Programming Service	81,93	On The Radio Broadcasting	94	Program Distributors	95
Music Manager	22	Ontrack Communications	94,146	The Programming Associates	38
Music Unlimited Productions	36,93	Optimism, Inc.	129	The Programming Works	38
Music West	129	Opus Recording & Equipment	51	ProMedia	95
Music World	81	Oral Creations Personality Jingles	82	The Promoter Newsletter	66
Musica En Flor	36	Orange Productions	94	Promotion of the Month Club	66
Musical Starstreams	93	Orban	51	Promotional Ventures	86
MusciMinder	22	Orion Pictures	72	Promusic, Inc.	83
Muscruise	129	Osborn Communications	111	PUNCHLINERS	95,146
MUSICSCAN	22	Ostrander-Wilson Stations	111	PWL America	130
MUSICWORKS, Inc.	93	Otari Corporation	51	Pyramid Broadcasting	112
Mutual Broadcasting System	94	Ott & Associates	37	QEI Corp.	52
Near Media	22,36,141	Outdoor Network Communications	94	QSC Audio Products	52

# DIRECTORY INDEX

Quality	130	The Research Works	141	Shaw-Spelling Associates	96
Quality Comedy	146	Restless	131	Sheen Radio Network	83,96
Quantum Audio Labs	52	Rex	96	Shepherd Enterprises	113
Queensgate Press	66	Gary M. Reynolds & Associates	66	Mike Shepherd Productions	83
Questcom Radio Brokerage, Inc.	71	Rhino	131	Sheridan Broadcasting	113
R&A	130	Gordon Rice Associates	71	Sheridan Broadcasting Network	96
R&R Job HotLine	43	Cecil L. Richards, Inc.	71	Sheridan Broadcasting Network Sports	96
Ken R. Inc.	83	Richardson Electronics, Ltd.	52	Sheridan Broadcasting Networks	96
Joel Raab Associates	38	Richardson Programming Services	141	Sheridan Elson Gourvitz	149
The RAD Report	38,141	Burton Richardson	83	Barry Sherman & Associates, Inc.	40,71
Radio & Television Commission	95	Riley Representatives	71	Shining Star	131
Radio Advantage Corporation	66	J.L. Ritter Productions	83	Shively Laboratories	52
Radio Advertising Bureau, Inc.	58	RKO General	112	Shure Brothers, Inc.	52
Radio AMEX/AMEX Business Talk	95	Roberts Cooke Research	39,142	SI Communications	96
Radio Broadcast Communications	16,38	Rock-It Studios	83	Signature Broadcasting	113
Radio Cinema	95	Rodgers Broadcasting Corp.	112	SILCO Super Promotions, Inc.	67
Radio Computing Services	23	David Rogers & Associates	39	The Sillerman Companies	56
Radio Connection	16,43	Roll-A-Sign	66	Silver Bells	131
Radio Direct	95	Rosler Creative	149	Silver Wave	131
Radio Et Cetera	38,66	Roslin Radio Sales, Inc.	119	Silverman Productions	149
Radio Express	95	Roth Communications	112	Silvertree, Inc.	83
The Radio Group	38	Rough Trade	131	Simmons Market Research Bureau	142
Radio Index, Inc.	141	Rounder	131	Sin-Drome	131
Radio Information Center	141	Robert W. Rounsaville & Associates	71	Sire	132
Radio Links	95,146	R.P.M. Associates	39	Six-One-Five	132
Radio Management Consulting	38	RPAC, Inc.	66,96	Sixty-Second LP Inc.	96
Radio Marketing Concepts	38	RRN Inc.	66	Sixty-Second Preview	97
Radio Marketing Department	66	RTC, Inc.	66	SJS Entertainment Corp.	97
Radio Media Department	95	RTMedia, Inc.	39	Barry Skidelsky, Esq.	40
Radio Network Association	58	RTR	131	Sklar Communications	40
Radio On	38,66	Rumbaut & Associates	56,71	Skoures Pictures	73
Radio Placement Services	43	Rusk Corporation	112	Sky	132
Radio Plus	39,66	Ed Russ Associates	83	Skye-Fischer Inc.	56
Radio Program Director Report	39	J.R. Russ	39,142	SkyRider Airships, Inc.	67
Radio Programming & Management, Inc.	95	Ryder Communications	43,66	Skywatch Weather Center	40,97
Radio Resources and Services Corp.	52	Rykodisc	131	Sleeping Bag/Fresh	132
Radio Rx	39	S & S Broadcast Software, Inc.	123	SM Communications Ltd.	40
Radio Sales Management Resources	23,39	W.R. Sabo Inc.	39,66	Smarts Broadcast Systems	52
Radio Shorts, Ltd.	95	Sacred Heart Program, Inc.	96	Smash	132
Radio Success Services	39	Sage Communications	112	Clark F. Smidt, Inc.	40
Radio Systems, Inc.	52	Sage Communications Corp.	113	Smith and Company	40,142
Radio-Television News Directors Association	58	Sailors & Associates	71	Snowden Associates	71
Radio Terrace, Inc.	112	Pete Salant Broadcast Consultant	39	Society National Bank	56
Radio Time Sales/International	119	Salem Communications Corp.	113	Denny Somach Productions	67,83,97
Radio Today Entertainment	96	Sales Athlete	40	Sonic Atmospheres	132
Radio Ventures	96	Salomon Brothers Inc	56	Sono-Mag Corporation	52
Radio Ventures I, L.P.	112	Salsbury/Ziglar Marketing Associates	96	Sony Business & Professional Group	52
Radio Weather Network	96	The Samuel Goldwyn Company	73	Sony/Nashville	132
Radio-Active Promotions	66	San Diego Audio	83	SOR	132
Radio-TV Interview Report Magazine	96	Sanders & Co.	56	Sorenson Broadcasting	113
The Radio/Television Commission, SBC	96	Sandler Media Group	56	S.O.S. Worldwide	132
Radioactivity, Inc.	39,71,141	Sandusky Radio	113	Sound Approach, Inc.	67
Radiocraft, Inc.	96	S.A.S./RAM Broadcast Systems, Inc.	52	Sound Concepts, Inc.	83
The RADIOGUIDE People, Inc.	66	Ray Sasser & Associates	40	Sound Data Research, Inc.	24,40,142
RadioResearch, Inc.	141	Satellite	52	Sound Decisions	40,142
RadioVision International	96	Satellite Music Network	96	Sound Ideas	83
RadioVisions Music	39	Satellite Production Network, Inc.	83	Soundcraft, USA	52
RadioWare	23,141	Satterfield & Perry	71	Soundscapes	97
radioWAVE	96,146	Savalli Broadcast Sales	119	SoundTech	52
RAG Electronics	52	Sawtooth Software	23	Soundtrack	83
Rah Rah Productions	23,39	SB Management	40	The Source	97
Rahn Productions International	83	SBK	131	South Central Communications	113
Rainbow Communications, Corp.	112	SCA Promotions	66	Southeast Plastics	67
Rainbow Enterprises	52	Schafer World Communications Corp.	52	Southern Communications, Inc.	113
Rainmaker Inc.	83,96,147	Schubert Radio Sales	119	Southern Minnesota Broadcasting Co.	113
Ramko Research	52	Kathryn Schumacher & Associates, Inc.	67	Southern Skies Corporation	114
Lee Randall	39,141	Scollon Productions, Inc.	67	Southern Starr Broadcasting Group	114
Rantel Research	141	Sconnix Broadcasting Company	113	Southern Tracks	132
The Jim Raposa Company	83	Score Productions, Inc.	67	Southern Trax Production Co.	83
R.C. Rawson	66	Scotti Brothers	131	Southern Union Blues	40
Stan Raymond & Associates	71	Scotti Brothers Pictures	73	Southwest School of Broadcasting	16
RBM International	66	Scrambl-Gram, Inc.	67	Sovereign	132
RCA	130	Scripps Howard Broadcasting Co.	113	SP Productions/Techsonics	84,97
Reams Broadcasting	112	Search America	43	Space-Crafts, Inc.	67
John M. Reans Radio Production & Programs	96	Seaton Stations	113	SpaceCom Systems	84
Recognition Services	66	SECK	52	Spanish Broadcasting System	114
Redline Balloon Racing Team	66	Secret Identity Merchandising	67	Sparrow	132
Reel Fun Productions, Inc.	52	Seehafer Broadcasting Corp.	113	Specialized Business Systems	24
Reel Good Productions	83	SEGUEntertainment	83,96	Specialty Music	84
Randy Reeves Voice At Large	83	Select	131	Specs Howard School of Broadcast Arts, Inc.	16
The Regional Group	112	Semper-Barris, Inc.	40,67	Spectrum Research	24,40,142
Regional Reps Corp.	119	Sennheiser Electronics Corp.	52	Spencer Broadcast	53
Thom Reinstein Productions	96	Serinity	131	Split Second Music	84
Relativity	130	SESAC	58	Sportcom Associates	97
Renda Broadcasting Corp.	112	Shadow Traffic Network	96	Sports Byline USA	97,147
Rendezvous	130	Shamrock Broadcasting	113	SportsTicker	97
Reprise	131	Shamrock Communications, Inc.	113	The Spotwise Agency	67,149
Research Concepts Company	39,141	Shanachie	131	SRO Broadcasting	114
The Research Corporation	141	Shane Media Services	40,142	SST	132
The Research Group	39,141	SharePoint Management	40,67	Nic St. John Broadcast Services	24
Research Specialists, Inc.	39,141	Shaughnessy & Associates	40	Stadlen Radio Associates, Inc.	40,142



# DIRECTORY INDEX

Standard Radio Inc.	114	Tesset Inc./Hit-Picker	24	Veronis, Suhler & Associates, Inc.	72
Stanton Magnetics, Inc.	53	TFT, Inc.	53	Verstendig Broadcasting	116
Star Communications	67, 97	TGM Evaluations, Inc.	41	The Very Best Videos	98
Star Data	24	That's Entertainment, Inc.	68	Viacom Broadcast Group	116
Star Media	56, 71	The WET Forecast	98, 147	Video Protection Company	68
StarDate	97, 147	Theresa	132	Video Viewer	98
Howard E. Stark, Media Broker	71	Thief River Falls Technical College	17	Viewfacts, Inc.	142
Starmagic Radio	97	Thoben VanHuss & Associates	72	Virgin	133
Starstream Communications Group, Inc.	67, 97	Sandy Thomas Productions	84	Vision Broadcasting Network	98
Startrak Studios	84	Johnny Thomas Productions/AAA Services	85	Visual Musik	133
Starway	132	Thompson Creative	85	Vitmac Productions	85
State Street Bank & Trust Company	57	Pat Thompson Co.	72	Don Vogel Associated Broadcasters	99
Stationbase	24	Three 'R' Premiums	68	Voice Over L.A.	44, 85
Stauffer Communications, Inc.	114	3M Professional Audio/Video	53	VOICE BOX	85
Stecker-Thompson Associates	41	360 Systems	53	Voiceworks Studios	85
Steele Production Services	41, 84	3-Strikes Custom Design	68	Voyager	133
R.D. Steele Creative Services	84	Tichenor Media System, Inc.	115	Voyager Communications Group	116
Sterling National Bank	57	Time for Talk	98	Voyager RV Center, Inc.	54, 68
Gary Stevens & Co., Inc.	72	Timm Enterprises	115	Vuolo Video Air-Cheq	85
Jay Stevens Radio	41	Titus Technological Laboratories	53, 68	Walker Media, Inc.	72
Kris Stevens Enterprises	84, 97	TK Communications, Inc.	115	Rusty Walker	42
Stoner Broadcasting System, Inc.	114	TM Century, Inc.	24, 53, 85, 143	Wall Street Journal Radio Network	99
Strata Marketing, Inc.	24	The Nashville Network Radio	98	Todd Wallace Associates	42
Strategic Radio Research	142	Tobin Communications, Inc.	41, 142	Hugh Wallace, Inc.	119
Stratford Research	142	Today's Sound	1323	Walrus Research	142
Street Pulse Group	142	T.O.M.A. Research	142	Walt Disney/Touchstone	73
STRZ Entertainment Network	97	Tommy Boy	132	Ward - Beck Systems, Ltd.	54
Studer Revox America, Inc.	53	Topical Punch	98, 147	Warlock	133
Studio 53 Productions	84	Torbet Radio	119	Warner Bros.	73, 133
Studio Center	149	Edwin Tornberg & Company, Inc.	72	Warner Stations	116
Studio 140	84	Towards 2000	54	Warren Media	42
Suburban Radio Group	114	Ric Tower's Power Sheets	147	Jim Warren Entertainment	68, 99
Success Broadcast Marketing	47, 67	Trained Ear Ltd.	41, 44	Washington International Teleport	85
Sudbrink Broadcasting Co.	114	TransAmerica Telemarketing		Wax Trax	133
Sudbury Services Inc. & Newport Broadcasting	114	Broadcast Services	68, 142	The Weather Channel	99
Mike Sullivan & Associates	41	Transit Advertising Displays, Inc.	68	Weather Services Corporation	99
Dick Summer Communications	84, 97	Transmedia	98, 147	Ken Webb Enterprises, Inc.	99
Summit Communications Group, Inc.	114	The Trapman Company	142	Welk Music Group	133
Sun Radio Network, Inc.	97	Kim Travis Programming Consultants	41	J.N. Wells & Company, Inc.	72
Sunbelt Radio Group, Inc.	114	Tree Dimensions	54	Welwood Int'l. Film Production	149
Sunbrook Communications	114	TRF Production Music Libraries	85	Wescom Media Group	116
Sundance Broadcasting	114	Tri Group, Inc.	115	Wescom Media Services	42
Sunday Night Productions	97	Tri-Tech	54	West Communications	42
SunGroup, Inc.	114	Tri-Star Pictures	73	West End Media	99
Sunkyon Magnetic America Inc.	53	Tribune Broadcasting	115	Jim West Company	42
Sunnyside	132	Tribune Radio Networks	98	Western Front Broadcasting	99
The Sunrise Group	41	Trident Audio USA	54	Westwood One Radio Networks	99
Sunrise Media Group	114	Triloka	132	Westwood One, Stations Group, Inc.	116
Sunshine Group Broadcasting	115	Trivia Mystery Voices	85, 98	WFMT Fine Arts Network	99
Superadio Ltd. Partnership	97	TRM Group	119	Wheatstone Corporation	54
Superadio Network	97	Tropical Storm/Soundwave	133	Ron White	42
Supertrax Production Services	84	Morrie Trumble & Associates, Inc.	98	Gary Whiteaker Corp.	85, 99, 147
Surrey Broadcasting Co.	115	Trumper Communications, Inc.	115	Whiteco Metrocom	68
Susquehanna Radio Corp.	115	T-Shirt Distribution & Marketing	68	Who's Who in Jazz	133
Terry Sweet & Associates	84	Mark Tudor & Associates	41	WHP, Inc.	116
Symetrix	53	Tuff City	133	Wiederkehr Inflatables	68
Syndicom	97	Turbo Techcons	85	Wilks/Schwartz Broadcasting	116
The Systemation Corporation	24, 53, 97	Turn Key Micro Systems	24	Willight Radio Research	142
Szabo Associates, Inc.	57	TVT	133	George Williams Communications	42
TA Communications Partners	57	20th Century Fox	73	Willis Broadcasting Corp.	116
Jack Taddeo Communications Corp.	41	21st Century	73	WIN Communications/M.L. Media	116
Take A Trip America	67	27th Dimension Inc.	85, 98	WinCom Radio Group	116
Talent Developers	17, 44	Twin/Tone	133	Windham Hill	133
Talent Network	44	2B System Corp.	68	Windstar Studios, Inc.	73, 149
TALENTMASTERS	44	U.S. Tape & Label	68	Winfas, Inc.	116
Talk America	97	Unidyne Communications	68, 98	WireReady Newsroom Software	24
The Talk Radio Company	41	Union Ticket Agency	68	Withers Broadcasting	116
Talknet	98	Unistar Radio Networks	98	Wood & Company	72
Tapcaster	53	Unistar Radio Programming	98	The Bob Wood Organization	85
TAPSCAN, Inc.	24	United Broadcast School	17	Jim Wood & Associates	42
Target Tuning, Inc.	53, 67	United Broadcasting	115	Wooding & Associates	57, 72
Taylor Communications	115	U.P.I. Radio Network	98	Woodward Communications Inc.	116
TBA/Tall Tree/Palo Alto	132	United Syndications Radio Network	98	World Beat and Reggae	99
TD Productions	98	Unity Broadcasting Network	115	World Masters	88
TEAC of America, Inc.	53	Universal Broadcasting	115	World Space Report	99
Technidic, Inc.	53, 84	Universal Pictures	73	World Tower Company Inc.	54
Technolics 2 The Music Library	84	Uno Broadcasting Corp.	115	WorldSource Import/Export Division	68
Telarc International	132	UREI	54	Worldwide Specialty Sales	68
Tele-Joke	98, 147	US Radio	115	WTG	133
Tele-Talent, Inc.	67, 84	U.S. Weather Service	98	WTIX Business Radio 690	85
Telegenics, Inc.	67, 84	USA Radio Network	98	WTMJ, Inc.	116
The Telemart Co.	41, 68	USA TODAY Declination & Lifestyle Reports	98	Wynnco Enterprises	68
TeleMax Voice Systems	53	USA TODAY Radio Data Service	98	Yamaha Corporation of America	54
Telemedia Corp.	115	Utility Tower Co. A-Corporation	54	Yancey Marketing Corp.	42, 88
Telemetrics, Inc.	41, 142	Valentino, Inc.	85	Yesterdays Productions	99
Teleplex, Inc.	53	Valley International, Inc.	54	Bob Young Radio Research	142
TelePrograms, Inc.	98	Valley Consulting	41	Youngs, Walker & Co.	42
Telesis Resources Unlimited Int'l, Inc.	41, 53	Vantage	133	Zapnews	99
Telos Systems, Corp.	53	VanWinkle Syndications	98	Thomas R. Zarecki, Consultant	42
Barbara Temple	41	Steve Vaus Productions	85	Zephyr Press	68
Tesset Inc.	41	Vega (A Mark IV Company)	54	Zoo Entertainment	133

# MARKET INDEX

Akron (68)	216
Albany-Schenectady-Troy (54)	216
Albuquerque (78)	217
Allentown-Bethlehem (64)	217
Anaheim-Santa Ana (19)	158
Atlanta (12)	159
Austin (61)	218
Bakersfield (95)	218
Baltimore (17)	160
Baton Rouge (80)	219
Birmingham (53)	219
Boston (9)	161
Bridgeport (94)	220
Buffalo-Niagara Falls (39)	162
Charleston, SC (82)	220
Charlotte-Gastonia-Rock Hill (41)	163
Chattanooga (97)	221
Chicago (3)	164
Cincinnati (31)	166
Cleveland (23)	167
Columbia, SC (91)	221
Columbus, OH (34)	168
Dallas-Ft. Worth (8)	169
Dayton (47)	170
Denver-Boulder (24)	171
Detroit (6)	173
El Paso (79)	222
Fresno (69)	222
Grand Rapids (66)	223
Greensboro-Winston Salem (50)	174
Greenville-New Bern (83)	223
Greenville-Spartanburg (58)	224
Harrisburg-Lebanon-Carlisle (74)	224
Hartford-New Britain (40)	175
Honolulu (56)	225

Houston-Galveston (10)	176
Indianapolis (37)	177
Jacksonville (49)	178
Johnson City-Kingsport-Bristol (92)	225
Kansas City (26)	179
Knoxville (70)	226
Lansing-East Lansing (100)	226
Las Vegas (59)	227
Little Rock (81)	228
Los Angeles (2)	180
Louisville (51)	228
McAllen-Brownsville (76)	229
Melbourne-Titusville (96)	229
Memphis (43)	182
Miami-Ft. Lauderdale (11)	183
Milwaukee-Racine (27)	184
Minneapolis-St. Paul (18)	185
Mobile (89)	230
Monmouth-Ocean, NJ (44)	186
Monterey-Salinas-Santa Cruz (75)	230
Nashville (46)	187
Nassau-Suffolk (13)	188
New Bedford-Fall River (86)	231
New Haven-Meriden (90)	231
New Orleans (36)	190
New York (1)	191
Norfolk-Virginia Beach- Newport News (33)	193
Oklahoma City (48)	194
Omaha-Council Bluffs (73)	232
Orlando (42)	195
Philadelphia (5)	196
Phoenix (22)	197
Pittsburgh (20)	198
Portland, OR (25)	199

Providence-Warwick-Pawtucket (28)	200
Raleigh-Durham (63)	232
Richmond (55)	233
Riverside-San Bernardino (32)	201
Roanoke-Lynchburg (93)	233
Rochester, NY (45)	203
Sacramento (29)	204
St. Louis (16)	205
Salt Lake City-Ogden-Provo (38)	206
San Antonio (35)	207
San Diego (15)	208
San Diego North County (57)	234
San Francisco (4)	209
San Jose (30)	211
Sarasota-Bradenton (84)	234
Seattle-Tacoma (14)	212
Springfield, MA (72)	235
Stockton (87)	235
Syracuse (67)	236
Tampa-St. Petersburg (21)	213
Toledo (71)	236
Tucson (65)	237
Tulsa (60)	237
Washington, DC (7)	214
West Palm Beach (52)	238
Wichita (88)	238
Wilkes Barre-Scranton (62)	239
Wilmington (77)	239
Worcester (98)	230
Youngstown-Warren (85)	230

Numbers following market listings indicate market rank in the Fall '90 ratings period.

# ADVERTISER INDEX

ABC Radio Networks	5
Arbitron	Inside Back Cover
Atco	121
Gary Berkowitz Broadcasting	100
Birch/Scarborough Research	11
Boom Media	62
Broadcasting Direct Marketing	59
Broadcaster's General Store	47
Alan Burns & Associates	32
Coleman Research	26
Fairwest Direct Marketing	153, 161
Film House Inc.	1
Hagen Media Research	135

Image Point Productions	148
Interop Radio Store	Cover,
	Inside Front Cover
International Tapetronics	45
Island	127
Don Kelly Associates	29
Joe Kelly Creative Services	80
Killer Music	2
Killer Tracks	79
Maxagrid International, Inc.	19
McVay Media	37
Robert Michelson, Inc.	171, 176, 227
MJM Research	136
MUSICSCAN	18

Northeastern Telecommunications, Inc.	108
Paragon Research	134
Radio Computing Services	20-23
Rantel Research	139
SharePoint Management	28
Sound Data Research	38
Strategic Radio Research	137
Stratford Research	140
TAPSCAN	25
TM Century	Back Cover
Vallie Consulting	27
Westwood One	7, 9, 15
Zapnews	95

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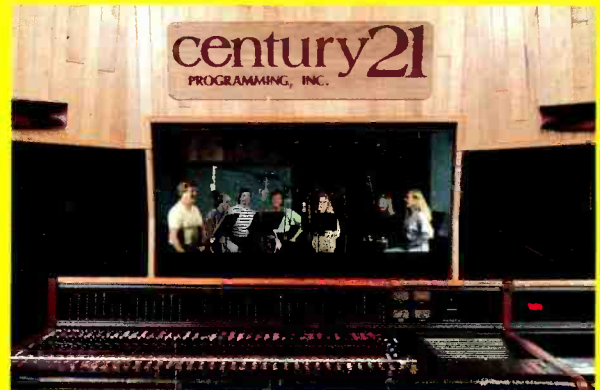
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