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SAN JUAN, PUERTO RICO
METROPOLITAN AREA

FALL, 1977

(INCOME DATA - SEE LAST TABLES)

THE PULSE METHOD

The Personal Interview

The audience estimates published in Radio Pulse reports are derived from survey data designed and executed by The Pulse, Inc. Measurements can be published only in quantitative terms. The use of such mathematical terms does not imply that these estimates are precise. This survey employs the personal house-to-house interview. Interviewers are sent to pre-selected areas with instructions to interview respondents in their homes. Depending upon specific circumstances attending each interview, such as time of year, later daylight hours, activities in the household, interviews may occur within the household, on the front (back) lawns, on the porch or patio, etc. The emphasis in this survey is that the interview is made at a home. An address is available and thus verification is possible. Any exception to this in-home interview is noted in the Section—"Data Pertinent to the Study."

The Roster

The roster as used in Pulse surveys includes a listing of the radio stations. This listing reports the call letters of the station, AM or FM, and the dial position. Also, identifying themes describe the station. Up to four identifying themes are permissible. The stations are presented in a random order. Stations which do not comply (in time) with the request for advance program schedules and theme identifications are shown on the roster with call letters and dial positions but without identifying themes.

It is not always possible to list all stations on the roster. Fringe stations, outlying stations, non-commercial stations and share-time stations broadcasting relatively few hours may not be shown on the roster when to do so expands the size of the roster beyond a manageable length. In general, the roster will list all stations serving the principal central cities in the area surveyed as shown in Standard Rate and Data Service.

Efforts are made to have latest identifying themes listed. Errors may nevertheless occur in listings. These may be caused by complexity and difficulty in reading the submitted listings, by typographical errors, and/or by incorrect listings submitted by the station.

The purpose in Radio Station Area studies is to estimate and report the audiences to central zone stations. The central zone is generally the metropolitan area from which the large area emanates.

The Interview and Use of the Roster

After the introduction the interviewer is instructed to elicit from the respondents an estimate of when they listened to the radio as the first step. To obtain this information, the interviewer tries to proceed hour by hour through the day, beginning with the time the respondent gets up. Then, the respondents are invited to look at the roster and report their listening. This is the planned procedure and can be executed only if feasible. The interviewer employs discretion in the attempt to proceed in such an orderly fashion. In actual practice in the interview, the respondents influence the procedures. The respondents may proceed immediately to report stations listened to without regard to chronological order through the day. The sequence in the reporting may not be the sequence of the actual listening. They may report stations and programs listened to and then try to relate the time to this listening. The prime objective is to achieve cooperation and understanding so as to obtain the reporting of listening through the day as best as possible. The interviewer is instructed to begin interviewing after 5 PM on midweek days, Monday to Friday and after 10 AM on Saturdays and after 12 noon on Sundays. The listening data collected in the interviews refer to all day yesterday. In some instances, the interviews made on Monday collect the listening reported for Sunday (yesterday) and also for Saturday (day before yesterday). Where this method is utilized for collecting Saturday listening data, mention of it will be made in the Section—"Data Pertinent to the Study."

The roster showing station call letters, dial positions and station themes may help the listener recognize and identify the stations listened to during the time of radio listening. Respondents may not choose to look at the roster and the interview situation can make the showing of the roster awkward or difficult. The interviewer may conclude that the attempt to show the roster and to force the respondent to look at the roster may jeopardize cooperation and the completion of the interview. Thus, there

may be interview situations where the respondents did not look at the roster. In the verification process, efforts are made to determine if the respondents were invited to look at the roster.

In-Home and Out-of-Home Listening

The plan of the interview is to direct the respondent's reporting to radio listening done in the home (at home) first. When this listening has been reported, the interviewer is instructed to obtain the report of out-of-home listening (away-from-home). While this is the general plan, the interview procedure may not necessarily go this way. Listeners may report out of home listening first and may shift the point of reference back and forth from in-home listening to out-of-home listening.

Listenership Data Collected

Interviewers are instructed to obtain from the respondents their actual listening and not general listening preferences. It sometimes happens that general listening preferences are reported. This may go undetected and therefore be recorded by the interviewers. It is also possible that some data may be based on hearsay, guesses or estimates.

The listening activities, which are collected in the interview, refer to the previous day (yesterday). The listening activities collected for weekly "cume" estimates refer approximately to the past week since last, (the same day of the week on which the interview is being made). Listening is a subjective matter which at times may include tuning as distinguished from actual listening.

Selection of the Sample

In metro areas covering more than one county the counties are the organizational unit of the sampling procedures. The estimate of population for each county is taken from SRDS. The total number of sampling points decided upon for the survey is distributed among the counties in proportion to their population distribution. A sampling point consisting of one day's interviewing yields approximately 15 interviews. In selected major markets, the target number of interviews per sampling point is only 12. The source of person estimates is SRDS and this estimate is for total persons.

Sampling Frame I

The sampling frame for selection of the sampling points uses the latest telephone directories available. The selection of the starting address for determining the sampling point is made for Pulse by Metromail. The sample design is a random probability sample of listed telephone homes. *However, this survey is not to be construed as being a telephone survey based on telephone homes.* The telephone design is based on telephone starts. Phone and non-phone households are included in the sample. The procedure for weighting of the sample for phone and non-phone is described in the Journal of Advertising Research in a report by the statistician J. Stevens Stock who developed this method of sample design. Journal of Advertising Research, Vol. 2, #3 September 1962, "How to Improve Samples Based on Telephone Listings," published by the Advertising Research Foundation. In brief the weighting for this factor is based on the probability of phone-non-phone households found in each sampling point. Depending on the phone penetration percentage in the sampling point, the data for the sampling point are weighted 1.0, 2.0 or 3.0. The phone penetration is based on the respondent's report of having a listed or unlisted phone or no phone.

The interviewer is instructed to proceed in a given direction from the starting address and to complete the assigned number of target households interviewed. He continues until he has successfully interviewed one or more eligible respondents in this assigned target (12-15) or until he has reached the 24th household unit. Upon completion of the assigned target or upon reaching the 24th household unit, the interviewer goes back to the starting point. His procedure now is to complete the assigned target and to revisit interviewed households in the attempt to add additional respondents who were not present at the original visit.

The sampling points are stratified in the counties proportionate to total population. If for some reason, Sampling Frame I known as the "telephone starts" sampling design is not employed, this is noted in the section—"Data Pertinent to the Study." In order to augment the ethnic sample

(Continued on last page)



Total Audience Estimates
In-Home and Out-of-Home

The Pulse Method (Inside Front Cover)
 Survey Area – Map & Counties VII
 Data Pertinent To this Survey VIII

SAN JUAN, PUERTO RICO
 METROPOLITAN AREA
 TOTAL AUDIENCE ESTIMATES
 IN-HOME & OUT-OF-HOME
 FALL, 1977

AUDIENCE ESTIMATES

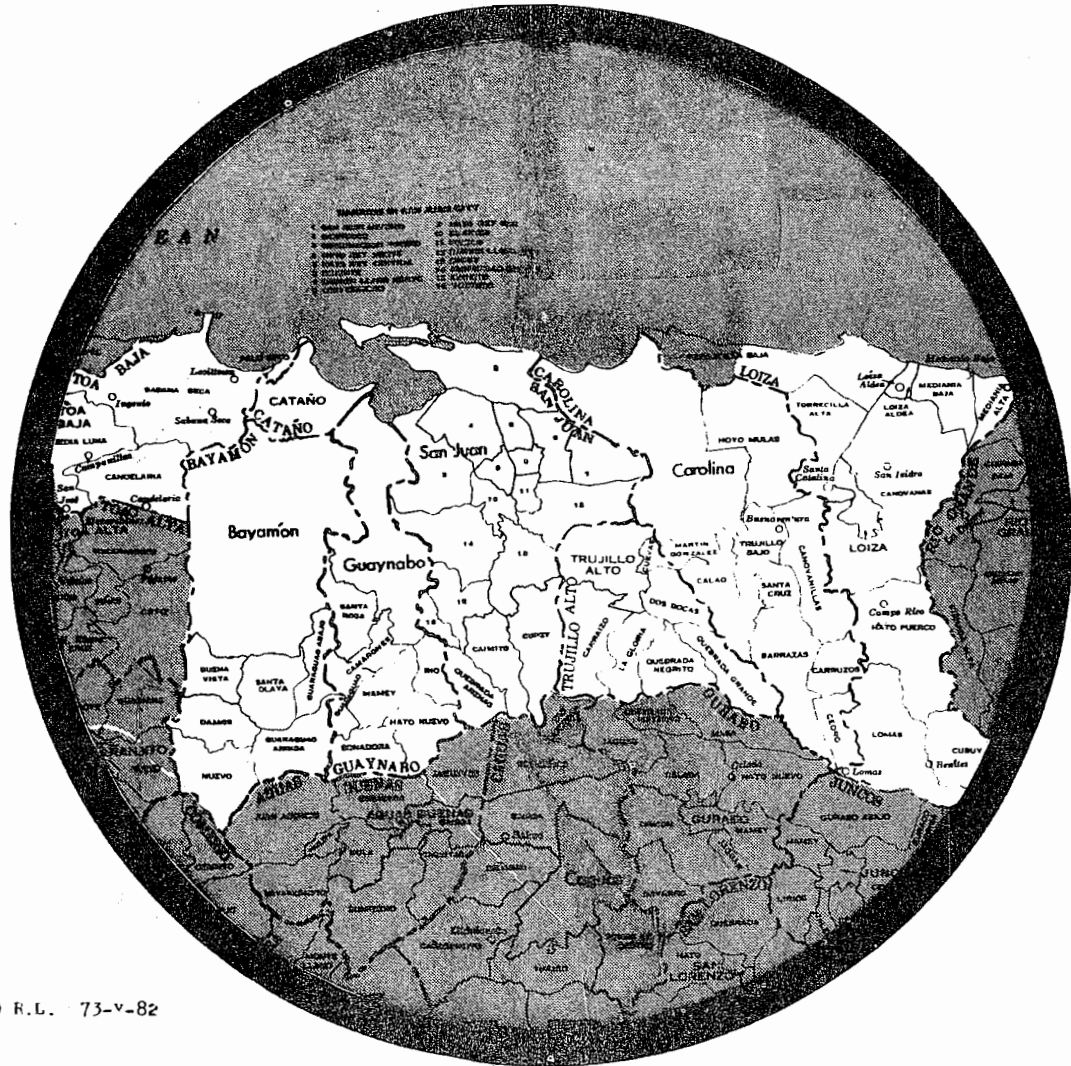
	Page
BUYER'S GUIDE	
Men	1-12
Women	13-24
Adults	25-36
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Teenagers 12 - 17	39-40
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Shares	46-50
Monday-Friday Average Quarter Hour & Cumes	51-58
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ADDITIONAL DAY PART AUDIENCE ESTIMATES	
Monday-Friday 6AM-3PM Cumes	65
Monday-Friday 10AM-7PM Cumes	66
Monday-Sunday 24 Hour Cumes	67
Saturday-Sunday Cumes	68
Monday-Friday 12 Mid-6AM Cumes	69
Monday-Sunday 6AM-12Mid Average Quarter Hour	70

Survey Conducted During: September 8 - November 11, 1977

If necessary interviewing may have been extended beyond the last date shown above to complete the sample.

REPORT ISSUED: December 19, 1977

SAN JUAN, PUERTO RICO METROPOLITAN AREA



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SELECTION OF THE SAMPLE

This study covers the San Juan, Puerto Rico Metropolitan Area. Interviewing was distributed to approximate the population 12 Years Of Age & Over in the following municipalities:

	Population* 12+	Respondents 12+
Bayamon	144,000	251
Carolina	98,000	169
Catano	22,900	53
Guaynabo	61,400	118
Loiza Aldea	37,500	81
San Juan	455,400	814
Toa Baja	43,700	84
Trujillo Alto	28,000	44
Total	891,500	1,614

*The estimated population is based upon 1970 U.S. Census of Population, updated by SRDS (1976).

SAN JUAN METROPOLITAN AREA

DATA PERTINENT TO THIS STUDY

HOUSEHOLD SAMPLE

Number of households interviewed: 1,040
 No. used in survey: 1,040
 No. unusables: -
 Not-At-Home Contacts: 364
 Refusals: 111

PERSONS SAMPLE

Men (18 & Over) 593
 Women (18 & Over) 743
 Teens (12 - 17) 278
 Total 1,614
 1547

BASE FOR RATINGS

The base for computing persons ratings are applicable to the day parts and the estimated population for projection of these ratings are shown below.

<u>AGE</u>	<u>ESTIMATED POPULATION</u>		<u>MONDAY-SUNDAY BASE</u>	
	<u>MEN (00)</u>	<u>WOMEN (00)</u>	<u>MEN</u>	<u>WOMEN</u>
18 - 24	717	837	128	143
25 - 34	790	902	130	158
35 - 44	626	682	103	139
45 - 54	540	588	102	120
55 - 64	462	488	72	101
65 & Over	325	414	58	82
TOTAL	3460	3911	593	743
Teens (12 - 17)	1544		278	

ETHNIC WEIGHTING

For this survey ethnic weighting was not applied.

SAMPLE

The basic sample for this study was obtained by employing Sampling Frame 1.

Sampling Points Completed	68
Sampling Points Substituted	2
Sampling Points Partially Completed	2
Sampling Points Not Covered	-
Total Sampling Points Assigned	72

RESPONDENTS & ABSENTEES

At the time the interview was conducted the following members of the household were:

	<u>PRESENT</u>	<u>ABSENT</u>
Men (18 & Over)	593	683
Women (18 & Over)	743	642
Teens (12 - 17)	278	391

SPECIAL DATES & CIRCUMSTANCES

Station WIOB was formerly WQBS.

Station WKVM was formerly WCAD.

The following stations achieved the cut off level for reporting:

<u>AM</u>	<u>FM</u>
WAPA	WEYA
WBMJ	WFID
WHOA	WIAC
WIAC	WIOB
WKAQ	WKAQ
WKVM	WOLA
WLUZ	WPRM
WQBS	WSRA
WQII	
WRAI	
WRSJ	
WUNO	
WVOZ	

In regard to AM-FM duplication, stations who do not submit schedules will automatically be listed as separate.

CUT OFF LEVELS AND STATIONS LISTED

In each market an objective share of audience cut off level is utilized in determining which stations are reported and which are included in the miscellaneous. Any station achieving an average Monday-Friday quarter hour total persons rating in at least one day-part (6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-12 Midnight) equivalent to the required share of audience will be published in the report. Unless stated otherwise, the cut off level is 1.0%.

The audience share level for including stations in the report must be achieved for two (2) consecutive studies within a 12 month period. Exceptions warranting special consideration included new stations since last study, call letter change, program format change. Foreign stations that achieve the cut off level are included in the report only if they are listed in S R D S. All other stations will be included in the miscellaneous category.

The objective cut off level is applied to AM only and FM only stations, individually. For AM-FM combination stations the following criteria are employed.

1. AM-FM affiliates which simulcast for less than 20% of the total number of quarter hours when both stations are on the air simultaneously (Monday-Friday, 6 AM-Midnight) are considered separately programmed stations and are treated as AM-only or FM only stations.
2. AM-FM affiliates which are simulcast for 20% or more of the total number of quarter hours when both stations are on the air (Monday-Friday, 6AM-Midnight) are considered to be simulcast stations. Provided that one of the two stations meets the objective cut off level the second station will be listed, if it has reportable audience.

AM - FM TOTALS

When AM-FM affiliates are simulcast one hour or more Monday-Friday 6AM-12 Midnight a total line will appear for the simulcast periods. A total line will appear for Saturday-Sunday Cumulative audience estimates when AM-FM affiliates simulcast for 50% of the time or more when both stations are on the air (Saturday and Sunday 6AM - Midnight).

For day-part combination (6AM-10AM & 3PM-7PM etc.) a Total will be shown only if a Total line has been shown in each individual day - part.

In one hour time periods, a Total line will be shown only when the stations are entirely simulcast during the time both are on the air and a Total line is being shown in the given day - part.

HOME AND OUTSIDE STATIONS

Any station licensed to cities located within the Metro Survey Area of this market is a "home" station. Canadian and Mexican stations are considered as "home" stations as listed in S R D S. All other stations are considered "outside" stations. The objective cut off level is the same for both "home" and "outside" stations.

THE ROSTER

In every Pulse survey the Roster includes call-letter identification as well as station dial position, and this is used by all interviewers. In many markets the roster also includes station slogans as outlined under the section "The Roster" in the inside front cover.

EXPLANATION OF SPECIAL NOTATIONS

- X - Does not broadcast for this time segment.
- @ - Does not broadcast for complete period due to limited broadcast hours, estimates are not adjusted.
- - Indicates less than 1/2 of one percent.
- () - Parenthesis indicates unadjusted shares or estimates.
- + - Stations adjusted for actual broadcast hours.

HOURLY RATINGS

Hourly rating estimates, 5AM - 6AM and 12 Midnight to 1AM, are not adjusted.

DAY - PART COMBINATION ADJUSTMENTS

The Buyers Guide section of this report will not have symbol notations. However, inspection of individual day-part symbols in the Programmers Guide will give the user the proper identification for day - part combinations (6AM - 10AM / 3PM - 7PM, etc.).

- A) All pluses (+) or plus (+) and no other symbol denotes day - part combination average quarter hour estimates have been adjusted.
- B) Plus (+) and any other symbol (@, X), denotes day-part combination average quarter hour estimates have not been adjusted.

Buyer's Guide

EXPLANATION

These figures are a combination of the individual age breaks reported in the Programmer's Guide Section of this report. If no Radio Station Area has been conducted in the Market, Central Zone figures-only are presented.

The age combinations are as follows:

MEN	PAGE	WOMEN	PAGE	TOTAL ADULTS	PAGE	PERSONS	PAGE
18+	1	18+	13	18+	25	12-24	37
18-34	3	18-34	15	18-34	27		
18-49	5	18-49	17	18-49	29		
25-49	7	25-49	19	25-49	31		
25-54	9	25-54	21	25-54	33	TEENS	
35-64	11	35-64	23	35-64	35	12-17	39

The Central Zone data are presented by Average ¼ Hour Estimates-Projections, Percent and Cume Projections. The Radio Station Area data are presented by Average ¼ Hour Estimates-Projections and Cume Projections.

Each pair of facing pages encompass one of the above age combinations. . . for the following time periods:

MONDAY-FRIDAY

6AM-10AM
 10AM-3PM
 3PM-7PM
 7PM-12MID
 6AM-12MID
 6AM-10AM/3PM-7PM
 6AM-7PM
 3PM-12MID

SATURDAY

6AM-10AM
 10AM-3PM
 3PM-7PM
 7PM-12MID

SUNDAY

6AM-10AM
 10AM-3PM
 3PM-7PM
 7PM-12MID



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

MEN 18+
C.Z.= 3460 (00)
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			79	2.3	317			41	1.2	153			51	1.5	223
WBMJ			74	2.1	307			84	2.4	255			91	2.6	362
WEYA					27			9	.3	35			6	.2	56
WFID			17	.5	41			23	.7	49			26	.8	64
WHDA			5	.1	33			10	.3	29			19	.5	68
WIAC			67	1.9	324			49	1.4	224			45	1.3	271
WIAC-FM			11	.3	86			18	.5	78			15	.4	74
WIOB			8	.2	50			21	.6	54			21	.6	67
WKAQ			283	8.2	1036			64	1.8	378			60	1.7	313
WKAQ-FM			19	.5	114			22	.6	61			21	.6	76
TOT			301	8.7	1099										
WKVM			90	2.6	318			50	1.4	208			52	1.5	174
WLUZ			80	2.3	299			46	1.3	153			39	1.1	212
WOLA			11	.3	64			18	.5	78			11	.3	97
WORD			27	.8	76			17	.5	90			12	.3	90
WPRM			41	1.2	221			58	1.7	260			47	1.4	275
WQBS			47	1.4	233			31	.9	173			25	.7	209
WQII			58	1.7	267			77	2.2	246			76	2.2	295
WRA1					23					9					13
WRSJ			2	.1	53			3	.1	39			4	.1	44
WSRA			38	1.1	167			55	1.6	188			50	1.4	198
WUNC			60	1.7	158			48	1.4	107			52	1.5	152
WVOZ			35	1.0	207			29	.8	183			50	1.4	261
TOTAL			1066	30.8	2842			807	23.3	2113			811	23.4	2449

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			59	1.7	585			56	1.6	469			64	1.8	430
WBMJ			76	2.2	525			83	2.4	513			82	2.4	486
WEYA			8	.2	92			5	.1	74			3	.1	65
WFID			19	.5	64			22	.6	64			22	.6	64
WHDA			8	.2	68			11	.3	68			12	.3	68
WIAC			39	1.1	527			53	1.5	508			56	1.6	471
WIAC-FM			13	.4	158			15	.4	147			12	.3	147
WIOB			14	.4	87			17	.5	87			15	.4	87
WKAQ			102	2.9	1191			131	3.8	1166			171	4.9	1127
WKAQ-FM			14	.4	165			20	.6	165			20	.6	165
TOT															
WKVM			50	1.4	380			62	1.8	380			70	2.0	363
WLUZ			44	1.3	428			55	1.6	405			61	1.8	388
WOLA			14	.4	147			14	.4	138			11	.3	124
WORD			16	.5	158			19	.5	138			20	.6	132
WPRM			40	1.2	388			50	1.4	388			45	1.3	369
WQBS			29	.8	351			34	1.0	351			37	1.1	334
WQII			64	1.8	452			71	2.1	445			67	1.9	417
WRA1			3	.1	74					36					36
WRSJ			3	.1	85			3	.1	76			3	.1	61
WSRA			43	1.2	293			49	1.4	287			44	1.3	266
WUNC			47	1.4	224			54	1.6	201			56	1.6	201
WVOZ			30	.9	408			38	1.1	381			41	1.2	350
TOTAL			770	22.3	3385			888	25.7	3314			939	27.1	3295



SAN JUAN
FALL, 1977

MEN 18+ 3460 (00)
C.Z. =
RSA =

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			71	2.1	223
WBMJ			58	1.7	197
WEYA			16	.5	46
WFID			13	.4	43
WHOA			2	.1	25
WIAC			5	.1	62
WIAC-FM			6	.2	39
WIOB			8	.2	22
WKAO			24	.7	123
WKAO-FM			5	.1	30
TOT					
WKVM			19	.5	76
WLUZ			21	.6	59
WOLA			11	.3	82
WORD			14	.4	37
WPRM			18	.5	118
WQBS			17	.5	68
WQII			45	1.3	107
WRAI			10	.3	51
WRSJ			4	.1	33
WSRA			30	.9	106
WUND			31	.9	79
WVOZ			10	.3	105
TOTAL			466	13.5	1403

SATURDAY											
6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID					
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE					
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.				
33	1.0	22	.6	11	.3	9	.3				
50	1.4	107	3.1	63	1.8	45	1.3				
6	.2	14	.4	15	.4	4	.1				
19	.5	24	.7	22	.6	10	.3				
5	.1	17	.5	13	.4	3	.1				
41	1.2	53	1.5	38	1.1	10	.3				
5	.1	28	.8	24	.7	12	.3				
11	.3	6	.2	16	.5	6	.2				
121	3.5	31	.9	22	.6	13	.4				
13	.4	13	.4	5	.1						
134	3.9										
48	1.4	40	1.2	21	.6	11	.3				
41	1.2	50	1.4	36	1.0	27	.8				
		28	.8	20	.6	7	.2				
11	.3	36	1.0	19	.5	5	.1				
31	.9	62	1.8	41	1.2	22	.6				
23	.7	26	.8	19	.5	8	.2				
35	1.0	53	1.5	45	1.3	29	.8				
5	.1	6	.2	6	.2	7	.2				
		4	.1								
16	.5	35	1.0	47	1.4	3	.1				
35	1.0	38	1.1	33	1.0	22	.6				
12	.3	21	.6	12	.3	8	.2				
576	16.6	760	22.0	580	16.8	291	8.4				

MONDAY-FRIDAY					
STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			62	1.8	360
WBMJ			74	2.1	380
WEYA			12	.3	74
WFID			18	.5	64
WHOA			9	.3	68
WIAC			23	.7	303
WIAC-FM			10	.3	85
WIOB			13	.4	67
WKAO			41	1.2	358
WKAO-FM			13	.4	76
TOT					
WKVM			35	1.0	194
WLUZ			31	.9	235
WOLA			11	.3	117
WORD			13	.4	110
WPRM			30	.9	309
WQBS			20	.6	215
WQII			57	1.6	325
WRAI			6	.2	51
WRSJ			4	.1	60
WSRA			38	1.1	204
WUND			42	1.2	183
WVOZ			27	.8	287
TOTAL			619	17.9	2667

SUNDAY											
6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID					
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE					
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.				
22	.6	24	.7	54	1.6	17	.5				
34	1.0	96	2.8	54	1.6	22	.6				
9	.3	12	.3	9	.3	5	.1				
		22	.6	12	.3	7	.2				
5	.1	21	.6	27	.8	1					
12	.3	30	.9	21	.6	3	.1				
5	.1	22	.6	38	1.1	6	.2				
5	.1	3	.1								
70	2.0	52	1.5	34	1.0	20	.6				
11	.3	18	.5	4	.1						
81	2.3	70	2.0								
23	.7	28	.8	18	.5	1					
21	.6	33	1.0	9	.3	9	.3				
1		13	.4	23	.7	4	.1				
18	.5	30	.9	14	.4	7	.2				
12	.3	50	1.4	43	1.2	30	.9				
15	.4	23	.7	9	.3	12	.3				
24	.7	62	1.8	57	1.6	16	.5				
4	.1	4	.1	6	.2	3	.1				
		20	.6	37	1.1	7	.2				
15	.4	42	1.2	23	.7	4	.1				
		22	.6	7	.2	6	.2				
318	9.2	639	18.5	519	15.0	205	5.9				



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

MEN 18-34 (00)
C+Z = 1507
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	1.3	85			12	.8	67			16	1.1	55
WBMJ			62	4.1	266			76	5.0	209			87	5.8	339
WEYA					20					11					17
WFID					7					7					22
WHOA										9					15
WIAC			14	.9	77			15	1.0	44			13	.9	74
WIAC-FM			3	.2	30			8	.5	44			8	.5	54
WIOB			7	.5	19			21	1.4	43			15	1.0	49
WKAQ			84	5.6	312			25	1.7	101			16	1.1	85
WKAQ-FM			1	.1	28			4	.3	17			7	.5	44
TOT			85	5.6	321										
WKVM			20	1.3	92			16	1.1	87			14	.9	61
WLUZ			15	1.0	78					10					
WOLA			11	.7	60			18	1.2	69			11	.7	97
WORD			6	.4	9			7	.5	25			2	.1	19
WPRM			14	.9	164			35	2.3	195			25	1.7	240
WQSS			12	.8	78			11	.7	64			15	1.0	96
WQII			44	2.9	119			42	2.8	182			49	3.3	171
WRAI					10										
WRSJ					7					16					7
WSRA			8	.5	38			11	.7	23			10	.7	62
WUNO			36	2.4	118			23	1.5	77			24	1.6	88
WVOZ			24	1.6	150			20	1.3	154			43	2.9	205
TOTAL			404	26.8	1189			375	24.9	1020			393	26.1	1182

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			18	1.2	166			16	1.1	131			18	1.2	106
WBMJ			70	4.6	469			75	5.0	457			74	4.9	440
WEYA			2	.1	32					26					26
WFID			1	.1	22					22					22
WHOA					15					15					15
WIAC			10	.7	125			14	.9	115			13	.9	115
WIAC-FM			5	.3	84			7	.5	84			5	.3	84
WIOB			13	.9	49			15	1.0	49			11	.7	49
WKAQ			30	2.0	344			41	2.7	334			50	3.3	328
WKAQ-FM			3	.2	62			4	.3	62			4	.3	62
TOT															
WKVM			13	.9	113			17	1.1	113			17	1.1	104
WLUZ			3	.2	78			5	.3	78			8	.5	78
WOLA			14	.9	138			14	.9	129			11	.7	120
WORD			4	.3	25			5	.3	25			4	.3	19
WPRM			23	1.5	313			26	1.7	313			19	1.3	294
WQSS			9	.6	132			12	.8	132			14	.9	125
WQII			41	2.7	263			45	3.0	256			46	3.1	228
WRAI					10					10					10
WRSJ			1	.1	25					16					7
WSRA			8	.5	79			10	.7	73			9	.6	73
WUNO			26	1.7	143			28	1.9	127			30	2.0	127
WVOZ			23	1.5	313			28	1.9	294			33	2.2	272
TOTAL			348	23.1	1481			389	25.8	1464			399	26.5	1455



SAN JUAN
FALL, 1977

MEN 18-34 (00)
C.Z.= 1507
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			24	1.6	75
WBMJ			55	3.6	191
WEYA			7	.5	12
WFID			3	.2	15
WHOA					6
WIAC					42
WIAC-FM					20
WIDB			8	.5	22
WKAQ			2	.1	34
WKAQ-FM			3	.2	23
TOT					
WKVM			5	.3	25
WLUZ					
WDLA			11	.7	82
WOPD					
WPRM			18	1.2	118
WQBS			1	.1	31
WQII			30	2.0	59
WRA1					
WRSJ			4	.3	16
WSRA			6	.4	32
WUNO			24	1.6	57
WVOZ			9	.6	83
TOTAL			239	15.9	758

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.1	6	.4	5	.3		
WBMJ	44	2.9	96	6.4	61	4.0	43	2.9
WEYA								
WFID	2	.1	1	.1	1	.1	1	.1
WHOA							1	.1
WIAC	11	.7	24	1.6	25	1.7	10	.7
WIAC-FM	1	.1	15	1.0	14	.9	6	.4
WIDB	11	.7	6	.4	10	.7	6	.4
WKAQ	33	2.2	4	.3	3	.2	2	.1
WKAQ-FM	6	.4	13	.9	5	.3		
TOT	39	2.6						
WKVM	10	.7	17	1.1	5	.3	8	.5
WLUZ	10	.7	16	1.1	9	.6		
WDLA			28	1.9	20	1.3	7	.5
WOPD	2	.1	15	1.0	9	.6	5	.3
WPRM	29	1.9	51	3.4	35	2.3	16	1.1
WQBS	7	.5	8	.5	2	.1		
WQII	22	1.5	43	2.9	31	2.1	18	1.2
WRA1			6	.4				
WRSJ			4	.3				
WSRA			18	1.2	8	.5	3	.2
WUNO	11	.7	27	1.8	18	1.2	17	1.1
WVOZ	12	.8	20	1.3	12	.8	8	.5
TOTAL	227	15.1	465	30.9	327	21.7	181	12.0

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	1.3	90
WBMJ			70	4.6	357
WEYA			4	.3	23
WFID			1	.1	22
WHOA					15
WIAC			6	.4	97
WIAC-FM			4	.3	54
WIDB			11	.7	49
WKAQ			8	.5	95
WKAQ-FM			5	.3	44
TOT					
WKVM			10	.7	61
WLUZ					
WDLA			11	.7	117
WOPD			1	.1	19
WPRM			21	1.4	274
WQBS			7	.5	96
WQII			38	2.5	178
WRA1					
WRSJ			2	.1	16
WSRA			7	.5	68
WUNO			25	1.7	111
WVOZ			24	1.6	223
TOTAL			308	20.4	1264

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.1	7	.5	19	1.3	14	.9
WBMJ	34	2.3	96	6.4	50	3.3	22	1.5
WEYA							2	.1
WFID			3	.2	1	.1		
WHOA			4	.3	5	.3	1	.1
WIAC	5	.3	17	1.1	12	.8	3	.2
WIAC-FM	5	.3	14	.9	27	1.8	6	.4
WIDB	5	.3	3	.2				
WKAQ	12	.8	8	.5	5	.3	1	.1
WKAQ-FM	2	.1	15	1.0	2	.1		
TOT	14	.9	23	1.5				
WKVM	4	.3	4	.3				
WLUZ	7	.5	10	.7				
WDLA	1	.1	12	.8	19	1.3	4	.3
WOPD	4	.3	9	.6	9	.6	7	.5
WPRM	10	.7	42	2.8	37	2.5	24	1.6
WQBS	6	.4	8	.5	6	.4	4	.3
WQII	17	1.1	38	2.5	40	2.7	16	1.1
WRA1								
WRSJ								
WSRA			8	.5	10	.7	7	.5
WUNO	8	.5	11	.7	9	.6		
WVOZ			22	1.5	7	.5	6	.4
TOTAL	123	8.2	344	22.8	277	18.4	142	9.4



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

MEN 18-49
C.Z.= 2444
RSA = (00)

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			49	2.0	185			26	1.1	99			29	1.2	96
WBMJ			67	2.7	282			81	3.3	230			91	3.7	351
WEYA					20			6	.2	21			6	.2	38
WFID			4	.2	20			7	.3	28			7	.3	43
WFOA			5	.2	33			10	.4	29			19	.8	68
WIAC			49	2.0	191			27	1.1	93			29	1.2	131
WIAC-FM			3	.1	53			11	.5	57			8	.3	60
WIOB			7	.3	40			21	.9	54			15	.6	60
WKAG			164	6.7	610			31	1.3	219			38	1.6	179
WKAG-FM			10	.4	83			19	.8	49			21	.9	76
TOT			174	7.1	656										
WKVM			49	2.0	180			32	1.3	147			25	1.0	116
WLUZ			35	1.4	156					47			18	.7	104
WOLA			11	.5	60			18	.7	69			11	.5	97
WORD			11	.5	37			8	.3	53			4	.2	50
WPRM			36	1.5	211			58	2.4	248			35	1.4	263
WQBS			36	1.5	177			27	1.1	129			23	.9	166
WQII			54	2.2	233			77	3.2	246			72	2.9	276
WRAI					20					6					6
WRSJ			2	.1	36					22			1		19
WSRA			36	1.5	122			34	1.4	130			28	1.1	141
WUND			60	2.5	158			48	2.0	107			42	1.7	128
WVOZ			29	1.2	185			29	1.2	183			47	1.9	234
TOTAL			739	30.2	1990			601	24.6	1564			607	24.8	1851

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			36	1.5	312			34	1.4	247			39	1.6	222
WBMJ			74	3.0	500			80	3.3	488			78	3.2	461
WEYA			5	.2	62			4	.2	56			3	.1	47
WFID			6	.2	43			7	.3	43			6	.2	43
WFOA			8	.3	68			11	.5	68			12	.5	68
WIAC			24	1.0	281			34	1.4	262			38	1.6	247
WIAC-FM			7	.3	118			8	.3	107			5	.2	107
WIOB			13	.5	70			15	.6	70			11	.5	70
WKAG			55	2.3	682			74	3.0	672			101	4.1	648
WKAG-FM			12	.5	133			17	.7	133			15	.6	133
TOT															
WKVM			28	1.1	217			35	1.4	217			37	1.5	208
WLUZ			13	.5	254			17	.7	238			28	1.1	221
WOLA			14	.6	138			14	.6	129			11	.5	120
WORD			8	.3	93			8	.3	73			8	.3	67
WPRM			36	1.5	366			45	1.8	366			36	1.5	347
WQBS			23	.9	260			28	1.1	260			30	1.2	253
WQII			62	2.5	418			68	2.8	411			63	2.6	383
WRAI					45					26					26
WRSJ			2	.1	60			1		51			2	.1	36
WSRA			27	1.1	221			33	1.4	215			32	1.3	194
WUND			42	1.7	192			50	2.0	176			51	2.1	176
WVOZ			28	1.1	362			35	1.4	343			37	1.5	313
TOTAL			557	22.8	2392			646	26.4	2369			674	27.6	2350



SAN JUAN
FALL, 1977

MEN 18-49 2444 (00)
C.Z. =
RSA =

MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			43	1.8	133
WPMJ			58	2.4	197
WEYA			7	.3	22
WFID			4	.2	22
WHOA			2	.1	25
WIAC			1		51
WIAC-FM			4	.2	31
WIOB			8	.3	22
WKAQ			7	.3	68
WKAQ-FM			5	.2	30
TOT					
WKVM			13	.5	51
WLUZ			6	.2	36
WOLA			11	.5	82
WORD			13	.5	30
WPRM			18	.7	118
WQBS			9	.4	58
WQII			43	1.8	102
WRAT					25
WRSJ			4	.2	23
WSRA			11	.5	64
WUNO			24	1.0	67
WVOZ			9	.4	83
TOTAL			326	13.3	1085

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	18	.7	16	.7	11	.5	7	.3
WPMJ	44	1.8	105	4.3	63	2.6	45	1.8
WEYA	6	.2	11	.5	15	.6	4	.2
WFID	13	.5	12	.5	14	.6	4	.2
WHOA	5	.2	17	.7	13	.5	3	.1
WIAC	21	.9	36	1.5	34	1.4	10	.4
WIAC-FM	2	.1	27	1.1	17	.7	6	.2
WIOB	11	.5	6	.2	10	.4	6	.2
WKAQ	65	2.7	6	.2	11	.5	6	.2
WKAQ-FM	6	.2	13	.5	5	.2		
TOT	71	2.9						
WKVM	39	1.6	27	1.1	15	.6	11	.5
WLUZ	17	.7	27	1.1	25	1.0	6	.2
WOLA			28	1.1	20	.8	7	.3
WORD	4	.2	25	1.0	16	.7	5	.2
WPRM	31	1.3	62	2.5	41	1.7	22	.9
WQBS	12	.5	19	.8	8	.3		
WQII	28	1.1	53	2.2	41	1.7	29	1.2
WRAT			6	.2	6	.2	7	.3
WRSJ			4	.2				
WSRA	11	.5	27	1.1	24	1.0	3	.1
WUNO	35	1.4	38	1.6	33	1.4	22	.9
WVOZ	12	.5	21	.9	12	.5	8	.3
TOTAL	394	16.1	632	25.9	487	19.9	241	9.9

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			35	1.4	160
WPMJ			74	3.0	369
WEYA			7	.3	44
WFID			5	.2	43
WHOA			9	.4	68
WIAC			13	.5	163
WIAC-FM			6	.2	71
WIOB			11	.5	60
WKAQ			21	.9	210
WKAQ-FM			13	.5	76
TOT					
WKVM			19	.8	123
WLUZ			12	.5	119
WOLA			11	.5	117
WORD			8	.3	70
WPRM			25	1.0	297
WQBS			15	.6	172
WQII			55	2.3	302
WRAT					25
WRSJ			3	.1	35
WSRA			18	.7	147
WUNO			33	1.4	151
WVOZ			26	1.1	252
TOTAL			451	18.5	1988

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	6	.2	8	.3	29	1.2	14	.6
WPMJ	34	1.4	96	3.9	54	2.2	22	.9
WEYA	4	.2	9	.4	9	.4	5	.2
WFID			8	.3	4	.2	2	.1
WHOA	5	.2	21	.9	27	1.1	1	
WIAC	7	.3	26	1.1	21	.9	3	.1
WIAC-FM	5	.2	22	.9	38	1.6	6	.2
WIOB	5	.2	3	.1				
WKAQ	24	1.0	23	.9	12	.5	3	.1
WKAQ-FM	4	.2	15	.6	4	.2		
TOT	28	1.1	38	1.6				
WKVM	14	.6	15	.6	8	.3		
WLUZ	13	.5	22	.9	9	.4	9	.4
WOLA	1		12	.5	19	.8	4	.2
WORD	7	.3	17	.7	14	.6	7	.3
WPRM	12	.5	50	2.0	43	1.8	30	1.2
WQBS	6	.2	17	.7	6	.2	4	.2
WQII	21	.9	53	2.2	57	2.3	16	.7
WRAT	4	.2	4	.2	6	.2	3	.1
WRSJ								
WSRA	7	.3	13	.5	32	1.3	7	.3
WUNO	15	.6	42	1.7	23	.9	4	.2
WVOZ			22	.9	7	.3	6	.2
TOTAL	195	8.0	513	21.0	442	18.1	170	7.0



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

MEN 25-49 (00)
C.Z. = 1727
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			48	2.8	176			25	1.4	93			29	1.7	96
WBMJ			29	1.7	124			29	1.7	100			21	1.2	131
WEYA					20			6	.3	21			6	.3	32
WFID			4	.2	20			7	.4	28			7	.4	28
WHD			5	.3	33			10	.6	29			19	1.1	62
WIAC			49	2.8	191			18	1.0	75			22	1.3	103
WIAC-FM			3	.2	53			5	.3	30					22
WIOB			4	.2	34			21	1.2	54			15	.9	54
WKAQ			141	8.2	503			23	1.3	177			36	2.1	158
WKAQ-FM			9	.5	65			15	.9	39			16	.9	66
TOT			150	8.7	540										
WKVM			41	2.4	130			30	1.7	118			19	1.1	94
WLUZ			35	2.0	156					47			18	1.0	104
WOLA			4	.2	13			1	.1	5			2	.1	5
WORD			5	.3	28			1	.1	38			2	.1	41
WPRM			26	1.5	94			44	2.5	108			24	1.4	89
WQBS			27	1.6	137			21	1.2	91			13	.8	89
WQII			43	2.5	180			69	4.0	188			59	3.4	191
WRAI					20					6					6
WRSJ			2	.1	36					22			1	.1	19
WSPA			36	2.1	122			34	2.0	130			28	1.6	123
WUNO			47	2.7	118			34	2.0	68			29	1.7	95
WVOZ			16	.9	115			16	.9	117			24	1.4	124
TOTAL			572	33.1	1460			412	23.9	1067			388	22.5	1235

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			35	2.0	281			33	1.9	232			38	2.2	213
WBMJ			25	1.4	221			27	1.6	221			24	1.4	200
WEYA			3	.2	50			4	.2	50			3	.2	41
WFID			5	.3	28			7	.4	28			6	.3	28
WHD			8	.5	62			11	.6	62			12	.7	62
WIAC			20	1.2	243			28	1.6	234			35	2.0	219
WIAC-FM			3	.2	80			3	.2	69			1	.1	69
WIOB			12	.7	64			14	.8	64			9	.5	64
WKAQ			47	2.7	569			63	3.6	559			89	5.2	541
WKAQ-FM			10	.6	105			14	.8	105			12	.7	105
TOT															
WKVM			23	1.3	162			30	1.7	162			30	1.7	153
WLUZ			13	.8	254			17	1.0	238			28	1.6	221
WOLA			2	.1	17			2	.1	17			3	.2	17
WORD			4	.2	78			3	.2	58			4	.2	58
WPRM			25	1.4	168			33	1.9	168			26	1.5	149
WQBS			17	1.0	173			20	1.2	173			20	1.2	166
WQII			51	3.0	286			57	3.3	279			51	3.0	260
WRAI					45					26					26
WRSJ			1	.1	51			1	.1	51			2	.1	36
WSPA			27	1.6	197			33	1.9	197			32	1.9	176
WUNO			28	1.6	137			36	2.1	127			38	2.2	127
WVOZ			14	.8	227			19	1.1	217			19	1.1	187
TOTAL			381	22.1	1685			455	26.3	1679			481	27.9	1660



SAN JUAN
FALL, 1977

MEN 25-49 (00)
C-2-1727
RSA =

MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			43	2.5	117
WBMJ			21	1.2	52
WEYA					10
WFID			1	.1	7
WHDG			2	.1	19
WTAC			1	.1	31
WTAC-FM			4	.2	20
WIOB			8	.5	16
WKAQ			7	.4	59
WKAQ-FM			5	.3	30
TOT					
WKVM			8	.5	41
WLUZ			6	.3	36
WOLA					
WORD			13	.8	30
WPRM			10	.6	59
WQBS			8	.5	37
WQII			32	1.9	78
WRAI					25
WRSJ					14
WSPA			10	.6	49
WUNO			8	.5	43
WVOZ					31
TOTAL			190	11.0	658

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	18	1.0	16	.9	11	.6	7	.4
WBMJ	13	.8	53	3.1	25	1.4	33	1.9
WEYA	6	.3	11	.6	15	.9	4	.2
WFID	13	.8	12	.7	14	.8	4	.2
WHDG	5	.3	17	1.0	13	.8	3	.2
WTAC	19	1.1	27	1.6	27	1.6	10	.6
WTAC-FM	1	.1	21	1.2	10	.6		
WIOB	11	.6	6	.3	10	.6	6	.3
WKAQ	58	3.4	5	.3	10	.6	6	.3
WKAQ-FM	6	.3	13	.8	5	.3		
TOT	64	3.7						
WKVM	34	2.0	22	1.3	13	.8	5	.3
WLUZ	14	.8	21	1.2	16	.9	6	.3
WOLA			8	.5	4	.2		
WORD	2	.1	16	.9	7	.4		
WPRM	18	1.0	23	1.3	20	1.2	10	.6
WQBS	12	.7	18	1.0	8	.5		
WQII	27	1.6	44	2.5	32	1.9	18	1.0
WRAI			6	.3	6	.3	7	.4
WRSJ			4	.2				
WSPA	11	.6	27	1.6	24	1.4	3	.2
WUNO	28	1.6	23	1.3	23	1.3	13	.8
WVOZ	5	.3	13	.8	7	.4	2	.1
TOTAL	306	17.7	408	23.6	306	17.7	141	8.2

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			35	2.0	144
WBMJ			22	1.3	131
WEYA			3	.2	32
WFID			4	.2	28
WHDG			9	.5	62
WTAC			10	.6	125
WTAC-FM			2	.1	33
WIOB			11	.6	54
WKAQ			20	1.2	189
WKAQ-FM			11	.6	66
TOT					
WKVM			13	.8	101
WLUZ			12	.7	119
WOLA			1	.1	5
WORD			7	.4	61
WPRM			16	.9	123
WQBS			10	.6	95
WQII			43	2.5	217
WRAI					25
WRSJ			1	.1	26
WSPA			18	1.0	123
WUNO			18	1.0	112
WVOZ			11	.6	133
TOTAL			278	16.1	1329

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	6	.3	8	.5	29	1.7	14	.8
WBMJ	12	.7	39	2.3	20	1.2	18	1.0
WEYA	4	.2	9	.5	9	.5	3	.2
WFID			8	.5	3	.2	2	.1
WHDG	5	.3	21	1.2	27	1.6	1	.1
WTAC	7	.4	19	1.1	17	1.0	3	.2
WTAC-FM	2	.1	16	.9	18	1.0		
WIOB	5	.3	3	.2				
WKAQ	23	1.3	15	.9	12	.7	3	.2
WKAQ-FM	2	.1	12	.7	4	.2		
TOT	25	1.4	27	1.6				
WKVM	10	.6	11	.6	8	.5		
WLUZ	13	.8	22	1.3	9	.5	9	.5
WOLA	1	.1	8	.5	9	.5		
WORD	3	.2	8	.5	5	.3	2	.1
WPRM	7	.4	23	1.3	11	.6	14	.8
WQBS	5	.3	11	.6	5	.3		
WQII	21	1.2	48	2.8	50	2.9	16	.9
WRAI	4	.2	4	.2	6	.3	3	.2
WRSJ								
WSPA	7	.4	13	.8	32	1.9	6	.3
WUNO	15	.9	37	2.1	19	1.1	4	.2
WVOZ			8	.5	6	.3		
TOTAL	152	8.8	345	20.0	302	17.5	107	6.2



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

MEN 25-54
C.Z. = 1956
RSA = (00)

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			50	2.6	205			25	1.3	99			33	1.7	116
WBMJ			29	1.5	124			29	1.5	100			21	1.1	131
WEYA					27			6	.3	28			6	.3	43
WFID			11	.6	27			13	.7	35			14	.7	35
WHDG			5	.3	33			10	.5	29			19	1.0	62
WIAC			58	3.0	232			26	1.3	100			25	1.3	132
WIAC-FM			3	.2	53			5	.3	30					22
WIOB			4	.2	34			21	1.1	54			21	1.1	61
WKAQ			168	8.6	627			42	2.1	226			47	2.4	184
WKAQ-FM			10	.5	74			15	.8	44			16	.8	66
TOT			178	9.1	673										
WKVM			57	2.9	192			35	1.8	145			26	1.3	111
WLUZ			52	2.7	198			10	.5	72			22	1.1	122
WOLA			4	.2	17			1	.1	14			2	.1	5
WORD			10	.5	42			7	.4	56			5	.3	52
WPRM			26	1.3	94			44	2.2	108			24	1.2	89
WQBS			32	1.6	143			21	1.1	97			13	.7	98
WQII			47	2.4	192			69	3.5	188			63	3.2	199
WRAI					23					9					6
WRSJ			2	.1	36					22			1	.1	19
WSRA			38	1.9	149			45	2.3	162			40	2.0	150
WUNO			47	2.4	118			34	1.7	68			30	1.5	104
WVOZ			16	.8	115			16	.8	117			24	1.2	129
TOTAL			667	34.1	1680			479	24.5	1225			449	23.0	1381

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			39	2.0	337			35	1.8	274			41	2.1	255
WBMJ			25	1.3	221			27	1.4	221			24	1.2	200
WEYA			3	.2	61			4	.2	61			3	.2	52
WFID			10	.5	35			13	.7	35			13	.7	35
WHDG			8	.4	62			11	.6	62			12	.6	62
WIAC			25	1.3	300			35	1.8	291			42	2.1	270
WIAC-FM			3	.2	80			3	.2	69			1	.1	69
WIOB			13	.7	71			16	.8	71			12	.6	71
WKAQ			63	3.2	692			83	4.2	682			108	5.5	664
WKAQ-FM			10	.5	115			14	.7	115			13	.7	115
TOT															
WKVM			30	1.5	224			39	2.0	224			41	2.1	215
WLUZ			22	1.1	302			27	1.4	279			38	1.9	262
WOLA			2	.1	26			2	.1	26			3	.2	21
WORD			8	.4	96			8	.4	76			8	.4	76
WPRM			25	1.3	168			33	1.7	168			26	1.3	149
WQBS			18	.9	188			22	1.1	188			23	1.2	181
WQII			53	2.7	298			60	3.1	291			55	2.8	272
WRAI					53					29					29
WRSJ			1	.1	51			1	.1	51			2	.1	36
WSRA			35	1.8	229			42	2.1	229			39	2.0	208
WUNO			31	1.6	154			37	1.9	137			38	1.9	137
WVOZ			14	.7	232			19	1.0	222			19	1.0	191
TOTAL			446	22.8	1909			528	27.0	1903			559	28.6	1884



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

SATURDAY

MEN 25-54
C.Z. = 1956
RSA = (00)

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			52	2.7	146
WBMJ			21	1.1	52
WEYA					15
WFID			4	.2	14
WHOA			2	.1	19
WIAC			1	.1	35
WIAC-FM			4	.2	20
WIOB			8	.4	16
WKAQ			11	.6	65
WKAQ-FM			5	.3	30
TOT					
WKVM			8	.4	46
WLUZ			13	.7	43
WOLA					
WORD			13	.7	30
WPRM			10	.5	59
WQBS			8	.4	37
WQ11			34	1.7	83
WPAI			1	.1	30
WRSJ					14
WSRA			19	1.0	68
WUND			15	.8	55
WVOZ			1	.1	35
TOTAL			235	12.0	746

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	20	1.0	16	.8	11	.6	7	.4
WBMJ	13	.7	53	2.7	25	1.3	33	1.7
WEYA	6	.3	11	.6	15	.8	4	.2
WFID	13	.7	12	.6	14	.7	4	.2
WHOA	5	.3	17	.9	13	.7	3	.2
WIAC	29	1.5	34	1.7	29	1.5	10	.5
WIAC-FM	1	.1	21	1.1	10	.5		
WIOB	11	.6	6	.3	16	.8	6	.3
WKAQ	77	3.9	24	1.2	13	.7	6	.3
WKAQ-FM	6	.3	13	.7	5	.3		
TOT	83	4.2						
WKVM	34	1.7	22	1.1	13	.7	5	.3
WLUZ	27	1.4	28	1.4	16	.8	10	.5
WOLA			8	.4	4	.2		
WORD	6	.3	19	1.0	7	.4		
WPRM	18	.9	23	1.2	20	1.0	10	.5
WQBS	14	.7	19	1.0	12	.6		
WQ11	31	1.6	44	2.2	36	1.8	18	.9
WPAI			6	.3	6	.3	7	.4
WRSJ			4	.2				
WSRA	16	.8	34	1.7	32	1.6	3	.2
WUND	28	1.4	23	1.2	23	1.2	13	.7
WVOZ	5	.3	13	.7	7	.4	2	.1
TOTAL	364	18.6	451	23.1	332	17.0	145	7.4

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			43	2.2	186
WBMJ			22	1.1	131
WEYA			3	.2	43
WFID			8	.4	35
WHOA			9	.5	62
WIAC			12	.6	154
WIAC-FM			2	.1	33
WIOB			13	.7	61
WKAQ			27	1.4	215
WKAQ-FM			11	.6	66
TOT					
WKVM			17	.9	118
WLUZ			18	.9	145
WOLA			1	.1	5
WORD			9	.5	72
WPRM			16	.8	123
WQBS			10	.5	104
WQ11			45	2.3	229
WRAI			1	.1	30
WRSJ			1	.1	26
WSRA			28	1.4	150
WUND			23	1.2	129
WVOZ			11	.6	138
TOTAL			330	16.9	1487

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	6	.3	13	.7	29	1.5	17	.9
WBMJ	12	.6	39	2.0	20	1.0	18	.9
WEYA	9	.5	9	.5	9	.5	3	.2
WFID			16	.8	7	.4	5	.3
WHOA	5	.3	21	1.1	27	1.4	1	.1
WIAC	8	.4	20	1.0	17	.9	3	.2
WIAC-FM	2	.1	16	.8	18	.9		
WIOB	5	.3	3	.2				
WKAQ	34	1.7	24	1.2	16	.8	3	.2
WKAQ-FM	2	.1	12	.6	4	.2		
TOT	36	1.8	36	1.8				
WKVM	16	.8	17	.9	10	.5	1	.1
WLUZ	15	.8	22	1.1	9	.5	9	.5
WOLA	1	.1	8	.4	9	.5		
WORD	9	.5	14	.7	5	.3	2	.1
WPRM	7	.4	23	1.2	11	.6	14	.7
WQBS	5	.3	11	.6	5	.3		
WQ11	21	1.1	48	2.5	50	2.6	16	.8
WRAI	4	.2	4	.2	6	.3	3	.2
WRSJ								
WSRA	12	.6	20	1.0	37	1.9	6	.3
WUND	15	.8	37	1.9	19	1.0	4	.2
WVOZ			8	.4	6	.3		
TOTAL	188	9.6	385	19.7	317	16.2	114	5.8



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

MEN 35-64 (00)
C.Z.= 1628
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			42	2.6	165			14	.9	38			23	1.4	108
WBMJ			5	.3	27			5	.3	32			4	.2	23
WEYA					7			9	.6	24			6	.4	39
WFID			15	.9	27			20	1.2	35			21	1.3	35
WFOA			5	.3	33			10	.6	20			19	1.2	53
WIAAC			50	3.1	193			26	1.6	124			25	1.5	142
WIAAC-FM			3	.2	42			3	.2	20					6
WIOB					21					11			6	.4	18
WKAO			161	9.9	587			31	1.9	205			42	2.6	177
WKAO-FM			17	1.0	86			18	1.1	44			14	.9	32
TOT			178	10.9	641										
WKVM			64	3.9	190			25	1.5	94			34	2.1	90
WLUZ			54	3.3	188			31	1.9	107			31	1.9	161
WOLA					4					9					
WORD			14	.9	55			7	.4	53			7	.4	64
WPRM			22	1.4	47			23	1.4	53			10	.6	23
WQBS			34	2.1	145			20	1.2	99			9	.6	103
WQII			14	.9	148			35	2.1	64			27	1.7	124
WRAI					13					9					6
WRSJ			2	.1	36			1	.1	13			1	.1	19
WSRA			30	1.8	119			44	2.7	155			38	2.3	129
WUNO			24	1.5	40			25	1.5	30			24	1.5	56
WVOZ			11	.7	57			9	.6	29			7	.4	56
TOTAL			561	34.5	1383			359	22.1	892			348	21.4	1061

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			30	1.8	309			25	1.5	228			32	2.0	228
WBMJ			4	.2	42			5	.3	42			4	.2	32
WEYA			6	.4	60			5	.3	48			3	.2	39
WFID			15	.9	35			19	1.2	35			19	1.2	35
WFOA			8	.5	53			11	.7	53			12	.7	53
WIAAC			25	1.5	297			33	2.0	288			38	2.3	258
WIAAC-FM			3	.2	53			2	.1	42			1	.1	42
WIOB			1	.1	28			2	.1	28			3	.2	28
WKAO			58	3.6	669			75	4.6	669			101	6.2	643
WKAO-FM			11	.7	103			16	1.0	103			16	1.0	103
TOT															
WKVM			32	2.0	217			39	2.4	217			48	2.9	217
WLUZ			33	2.0	292			38	2.3	269			43	2.6	252
WOLA					9					9					4
WORD			9	.6	121			10	.6	101			11	.7	101
WPRM			13	.8	53			19	1.2	53			17	1.0	53
WQBS			17	1.0	199			21	1.3	199			22	1.4	199
WQII			23	1.4	189			26	1.6	189			21	1.3	189
WRAI			1	.1	50					19					19
WRSJ			1	.1	42			1	.1	42			2	.1	36
WSRA			33	2.0	197			38	2.3	197			34	2.1	176
WUNO			20	1.2	73			25	1.5	66			24	1.5	66
WVOZ			7	.4	95			10	.6	87			8	.5	78
TOTAL			354	21.7	1586			418	25.7	1539			455	27.9	1529



SAN JUAN
FALL, 1977

MEN. 35-64
C.Z. = 1628 (100)
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			44	2.7	124
WBMJ			3	.2	6
WEYA			9	.6	34
WFID			7	.4	21
WHOA			2	.1	19
WIAC			5	.3	20
WIAC-FM			4	.2	11
WIOB					
WKAQ			12	.7	62
WKAQ-FM			2	.1	7
TOT					
WKVM			14	.9	51
WLUZ			21	1.3	51
WOLA					
WORD			14	.9	37
WPRM					
WQBS			8	.5	27
WQII			15	.9	48
WRAI			5	.3	37
WRSJ					7
WSPA			19	1.2	67
WUND			7	.4	22
WVOZ			1	.1	22
TOTAL			191	11.7	563

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	18	1.1	13	.8	6	.4	9	.6
WBMJ			9	.6	2	.1	2	.1
WEYA	6	.4	14	.9	15	.9	4	.2
WFID	16	1.0	17	1.0	18	1.1	7	.4
WHOA	5	.3	17	1.0	13	.8	2	.1
WIAC	28	1.7	20	1.2	11	.7		
WIAC-FM	4	.2	13	.8	10	.6	6	.4
WIOB					6	.4		
WKAQ	70	4.3	21	1.3	19	1.2	7	.4
WKAQ-FM	7	.4						
TOT	77	4.7						
WKVM	33	2.0	15	.9	13	.8	3	.2
WLUZ	31	1.9	34	2.1	27	1.7	22	1.4
WOLA								
WORD	6	.4	13	.8	9	.6		
WPRM	2	.1	11	.7	6	.4	6	.4
WQBS	7	.4	12	.7	14	.9		
WQII	13	.8	10	.6	14	.9	11	.7
WRAI					6	.4	7	.4
WRSJ								
WSPA	16	1.0	17	1.0	39	2.4		
WUND	24	1.5	11	.7	15	.9	5	.3
WVOZ			1	.1				
TOTAL	286	17.6	248	15.2	241	14.8	91	5.6

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			35	2.1	196
WBMJ			4	.2	23
WEYA			8	.5	51
WFID			13	.8	35
WHOA			9	.6	53
WIAC			14	.9	151
WIAC-FM			2	.1	17
WIOB			2	.1	18
WKAQ			26	1.6	198
WKAQ-FM			8	.5	32
TOT					
WKVM			23	1.4	110
WLUZ			27	1.7	184
WOLA					
WORD			11	.7	84
WPRM			4	.2	23
WQBS			8	.5	109
WQII			19	1.2	147
WRAI			3	.2	37
WRSJ			1	.1	26
WSPA			27	1.7	129
WUND			15	.9	64
WVOZ			3	.2	64
TOTAL			260	16.0	1176

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	10	.6	11	.7	32	2.0	3	.2
WBMJ					4	.2		
WEYA	9	.6	12	.7	9	.6	3	.2
WFID			19	1.2	11	.7	7	.4
WHOA	5	.3	17	1.0	22	1.4		
WIAC	3	.2	12	.7	9	.6		
WIAC-FM			8	.5	11	.7		
WIOB								
WKAQ	39	2.4	24	1.5	11	.7	2	.1
WKAQ-FM	9	.6	3	.2	2	.1		
TOT	48	2.9	27	1.7				
WKVM	16	1.0	17	1.0	10	.6	1	.1
WLUZ	12	.7	19	1.2	9	.6	9	.6
WOLA			1	.1	4	.2		
WORD	9	.6	14	.9	5	.3		
WPRM	2	.1	8	.5	6	.4	6	.4
WQBS			11	.7				
WQII	7	.4	24	1.5	17	1.0		
WRAI	4	.2	4	.2	6	.4	3	.2
WRSJ								
WSPA	12	.7	12	.7	27	1.7		
WUND	7	.4	31	1.9	14	.9	4	.2
WVOZ								
TOTAL	143	8.8	247	15.2	210	12.9	37	2.3



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

WOMEN 18+ (00)
C = 2. = 3911
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			60	1.5	243			42	1.1	158			42	1.1	159
WBMJ			75	1.9	301			86	2.2	349			81	2.1	343
WEYA			8	.2	48			8	.2	42			10	.3	61
WFID			16	.4	42			31	.8	82			26	.7	88
WHOA			5	.1	16			7	.2	26			10	.3	22
WIAC			42	1.1	179			37	.9	173			36	.9	146
WIAC-FM			34	.9	129			45	1.2	174			47	1.2	113
WIOB			11	.3	49			14	.4	62			17	.4	62
WKAO			353	9.0	1117			104	2.7	499			79	2.0	399
WKAO-FM			21	.5	122			21	.5	113			20	.5	109
TOT			374	9.6	1194										
WKVM			185	4.7	581			105	2.7	403			70	1.8	307
WLUZ			128	3.3	392			50	1.3	191			32	.8	169
WOLA			4	.1	27			10	.3	54			11	.3	51
WORD			13	.3	68			19	.5	74			13	.3	86
WPRM			28	.7	149			47	1.2	213			47	1.2	250
WQBS			43	1.1	194			49	1.3	177			38	1.0	133
WQII			142	3.6	696			145	3.7	501			127	3.2	522
WRAI			3	.1	16					22			3	.1	23
WRSJ			11	.3	65			14	.4	60			6	.2	44
WSRA			22	.6	72			43	1.1	105			48	1.2	168
WUNO			90	2.3	300			91	2.3	264			68	1.7	257
WVOZ			18	.5	73			7	.2	102			14	.4	76
TOTAL			1316	33.6	3257			991	25.3	2539			857	21.9	2352

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			42	1.1	343			48	1.2	326			51	1.3	306
WBMJ			70	1.8	588			81	2.1	569			79	2.0	499
WEYA			12	.3	106			9	.2	98			9	.2	88
WFID			23	.6	92			25	.6	92			22	.6	92
WHOA			5	.1	50			7	.2	50			7	.2	31
WIAC			31	.8	340			40	1.0	337			38	1.0	295
WIAC-FM			36	.9	224			42	1.1	217			40	1.0	199
WIOB			11	.3	92			14	.4	92			14	.4	86
WKAO			133	3.4	1311			173	4.4	1304			216	5.5	1260
WKAO-FM			17	.4	233			20	.5	223			21	.5	196
TOT															
WKVM			88	2.3	712			120	3.1	703			127	3.2	683
WLUZ			56	1.4	472			68	1.7	472			78	2.0	450
WOLA			10	.3	92			9	.2	76			8	.2	66
WORD			14	.4	123			16	.4	117			13	.3	106
WPRM			35	.9	299			41	1.0	293			38	1.0	273
WQBS			33	.8	291			44	1.1	291			41	1.0	232
WQII			115	2.9	905			140	3.6	890			135	3.5	862
WRAI			3	.1	50			2	.1	43			3	.1	39
WRSJ			10	.3	106			10	.3	102			8	.2	80
WSRA			34	.9	193			38	1.0	172			34	.9	172
WUNO			65	1.7	428			85	2.2	415			80	2.0	386
WVOZ			13	.3	155			13	.3	132			16	.4	126
TOTAL			867	22.2	3729			1051	26.9	3707			1086	27.8	3594



SAN JUAN
FALL, 1977

WOMEN 18+ (00)
C.Z. = 3911
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			29	.7	79
WBMJ			40	1.0	177
WEYA			16	.4	66
WFID			20	.5	63
WHOA			1		15
WIAC			9	.2	58
WIAC-FM			17	.4	81
WIOB			5	.1	27
WKAO			25	.6	153
WKAO-FM			12	.3	64
TOT					
WKVM			11	.3	85
WLUZ			23	.6	86
WOLA			12	.3	37
WORD			9	.2	41
WPRM			23	.6	120
WQBS			6	.2	20
WQII			52	1.3	203
WRAI			4	.1	26
WRSJ			5	.1	17
WSPA			26	.7	111
WUND			19	.5	95
WVOZ			14	.4	61
TOTAL			387	9.9	1310

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	35	.9	30	.8	19	.5	8	.2
WBMJ	47	1.2	87	2.2	68	1.7	28	.7
WEYA	20	.5	10	.3	14	.4	9	.2
WFID	16	.4	23	.6	18	.5	9	.2
WHOA					4	.1	1	
WIAC	39	1.0	40	1.0	29	.7	2	.1
WIAC-FM	24	.6	53	1.4	35	.9	7	.2
WIOB	2	.1	5	.1	14	.4	2	.1
WKAO	153	3.9	76	1.9	28	.7	8	.2
WKAO-FM	19	.5	28	.7	5	.1		
TOT	172	4.4						
WKVM	98	2.5	71	1.8	39	1.0	9	.2
WLUZ	30	.8	40	1.0	31	.8	15	.4
WOLA	14	.4	37	.9	10	.3	11	.3
WORD	9	.2	29	.7	4	.1	4	.1
WPRM	32	.8	54	1.4	56	1.4	27	.7
WQBS	4	.1	28	.7	20	.5	4	.1
WQII	87	2.2	115	2.9	76	1.9	22	.6
WRAI	6	.2	3	.1	1			
WRSJ	2	.1	11	.3	13	.3		
WSPA	14	.4	42	1.1	34	.9	10	.3
WUND	52	1.3	74	1.9	49	1.3	10	.3
WVOZ	23	.6	31	.8	2	.1	7	.2
TOTAL	743	19.0	936	23.9	601	15.4	210	5.4

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			36	.9	187
WBMJ			58	1.5	408
WEYA			14	.4	87
WFID			23	.6	88
WHOA			5	.1	22
WIAC			21	.5	173
WIAC-FM			31	.8	138
WIOB			11	.3	68
WKAO			49	1.3	428
WKAO-FM			16	.4	124
TOT					
WKVM			37	.9	336
WLUZ			28	.7	169
WOLA			12	.3	66
WORD			12	.3	92
WPRM			32	.8	256
WQBS			19	.5	138
WQII			85	2.2	567
WRAI			4	.1	34
WRSJ			5	.1	57
WSPA			34	.9	188
WUND			40	1.0	275
WVOZ			15	.4	104
TOTAL			597	15.3	2515

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	27	.7	15	.4	25	.6	3	.1
WBMJ	31	.8	64	1.6	52	1.3	17	.4
WEYA	9	.2	8	.2				
WFID			19	.5	24	.6	11	.3
WHOA			18	.5	13	.3	9	.2
WIAC	24	.6	23	.6	19	.5	4	.1
WIAC-FM	14	.4	34	.9	33	.8	10	.3
WIOB			3	.1				
WKAO	78	2.0	46	1.2	30	.8	7	.2
WKAO-FM	6	.2	58	1.5	26	.7	7	.2
TOT	84	2.1	104	2.7				
WKVM	45	1.2	51	1.3	18	.5		
WLUZ	18	.5	19	.5	6	.2		
WOLA	6	.2	23	.6	10	.3	4	.1
WORD	8	.2	27	.7	11	.3		
WPRM	23	.6	55	1.4	49	1.3	3	.1
WQBS	17	.4	12	.3	4	.1	2	.1
WQII	51	1.3	95	2.4	52	1.3	22	.6
WRAI	3	.1	2	.1				
WRSJ			9	.2	10	.3	2	.1
WSPA	9	.2	43	1.1	30	.8	3	.1
WUND	16	.4	53	1.4	37	.9	16	.4
WVOZ	10	.3	11	.3	6	.2	1	
TOTAL	407	10.4	720	18.4	472	12.1	125	3.2



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

WOMEN 18-34 (00)
C.Z. = 1739
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			14	.8	49			5	.3	21			13	.7	48
WBMJ			54	3.1	200			56	3.2	240			51	2.9	226
WEYA			2	.1	13			4	.2	19			3	.2	23
WFID			2	.1	9			7	.4	25			10	.6	35
WHDG					9					19			5	.3	15
WIAC			17	1.0	49			7	.4	37			6	.3	30
WIAC-FM			21	1.2	84			14	.8	105			23	1.3	67
WIOB			6	.3	36			11	.6	42			7	.4	36
WKAQ			84	4.8	332			26	1.5	126			25	1.4	159
WKAQ-FM			5	.3	39			8	.5	49			4	.2	45
TOT			89	5.1	355										
WKVM			51	2.9	165			38	2.2	115			26	1.5	123
WLUZ			21	1.2	91			2	.1	39					31
WDLA			2	.1	19			9	.5	50			11	.6	51
WORO					27					19			2	.1	37
WPRM			22	1.3	112			32	1.8	160			36	2.1	197
WQBS			7	.4	76			17	1.0	90			8	.5	64
WQII			94	5.4	486			84	4.8	330			82	4.7	409
WRAI															6
WRSJ			5	.3	21			7	.4	16					15
WSRA			11	.6	28			15	.9	40			13	.7	66
WUND			31	1.8	163			34	2.0	137			32	1.8	148
WVOZ			6	.3	33			5	.3	55			13	.7	49
TOTAL			455	26.2	1357			394	22.7	1138			382	22.0	1160

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			9	.5	80			10	.6	75			14	.8	75
WBMJ			47	2.7	381			54	3.1	372			53	3.0	324
WEYA			3	.2	36			3	.2	36			2	.1	30
WFID			7	.4	35			6	.3	35			7	.4	35
WHDG			1	.1	43			1	.1	43			2	.1	24
WIAC			9	.5	83			10	.6	83			11	.6	74
WIAC-FM			17	1.0	136			19	1.1	129			21	1.2	129
WIOB			6	.3	57			8	.5	57			6	.3	51
WKAQ			33	1.9	424			43	2.5	417			55	3.2	402
WKAQ-FM			5	.3	107			5	.3	97			4	.2	83
TOT															
WKVM			30	1.7	220			39	2.2	216			39	2.2	216
WLUZ			7	.4	98			7	.4	98			10	.6	91
WDLA			9	.5	76			8	.5	68			7	.4	58
WORO			2	.1	43			1	.1	37			1	.1	37
WPRM			24	1.4	238			30	1.7	232			29	1.7	212
WQBS			8	.5	141			12	.7	141			8	.5	99
WQII			75	4.3	630			87	5.0	619			88	5.1	609
WRAI					13					6					6
WRSJ			4	.2	46			4	.2	46			2	.1	30
WSRA			11	.6	75			13	.7	66			11	.6	66
WUND			26	1.5	241			33	1.9	235			32	1.8	214
WVOZ			9	.5	85			8	.5	70			10	.6	64
TOTAL			353	20.3	1629			410	23.6	1614			418	24.0	1549



SAN JUAN
FALL, 1977

WOMEN 18-34 (00)
C.Z.= 1739
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			4	.2	20
WBMJ			30	1.7	119
WEYA			2	.1	16
WFID			9	.5	26
WHOA			1	.1	15
WIAC			6	.3	34
WIAC-FM			10	.6	64
WIOB			1	.1	6
WKAO			5	.3	62
WKAO-FM			4	.2	35
TOT					
WKVM			6	.3	41
WLUZ			6	.3	21
WOLA			12	.7	29
WORD			9	.5	24
WPRM			11	.6	93
WQBS					6
WQII			44	2.5	177
WRAI			1	.1	13
WRSJ			3	.2	9
WSRA			7	.4	53
WUND			10	.6	54
WVOZ			14	.8	40
TOTAL			204	11.7	702

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	8	.5	11	.6	6	.3		
WBMJ	28	1.6	70	4.0	38	2.2	27	1.6
WEYA	10	.6	1	.1	5	.3		
WFID			5	.3	5	.3	3	.2
WHOA					4	.2	1	.1
WIAC	5	.3	2	.1	6	.3	2	.1
WIAC-FM	13	.7	29	1.7	23	1.3	6	.3
WIOB	2	.1	4	.2	12	.7	2	.1
WKAO	22	1.3	12	.7	6	.3		
WKAO-FM	14	.8	19	1.1				
TOT	36	2.1						
WKVM	22	1.3	27	1.6	12	.7	3	.2
WLUZ	3	.2	8	.5	6	.3	2	.1
WOLA	9	.5	30	1.7	6	.3	11	.6
WORD	2	.1	6	.3			4	.2
WPRM	24	1.4	32	1.8	38	2.2	22	1.3
WQBS			7	.4	9	.5	2	.1
WQII	47	2.7	84	4.8	53	3.0	17	1.0
WRAI								
WRSJ	1	.1	5	.3	7	.4		
WSRA	2	.1	11	.6	10	.6		
WUND	14	.8	22	1.3	19	1.1	5	.3
WVOZ	19	1.1	24	1.4			7	.4
TOTAL	256	14.7	445	25.6	292	16.8	125	7.2

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			8	.5	53
WBMJ			39	2.2	281
WEYA			2	.1	29
WFID			10	.6	35
WHOA			3	.2	15
WIAC			6	.3	49
WIAC-FM			16	.9	92
WIOB			4	.2	42
WKAO			14	.8	165
WKAO-FM			4	.2	54
TOT					
WKVM			15	.9	138
WLUZ			4	.2	31
WOLA			12	.7	58
WORD			5	.3	43
WPRM			21	1.2	203
WQBS			3	.2	64
WQII			61	3.5	450
WRAI			1	.1	13
WRSJ			2	.1	24
WSRA			9	.5	75
WUND			20	1.2	154
WVOZ			14	.8	64
TOTAL			283	16.3	1261

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	11	.6	9	.5	10	.6	2	.1
WBMJ	24	1.4	59	3.4	47	2.7	14	.8
WEYA	2	.1	7	.4				
WFID					9	.5	4	.2
WHOA			14	.8	13	.7	9	.5
WIAC			6	.3	6	.3		
WIAC-FM	7	.4	13	.7	12	.7	7	.4
WIOB			3	.2				
WKAO	15	.9	17	1.0	3	.2	1	.1
WKAO-FM	2	.1	44	2.5	19	1.1	7	.4
TOT	17	1.0	61	3.5				
WKVM	16	.9	22	1.3	4	.2		
WLUZ	1	.1	13	.7	5	.3		
WOLA	3	.2	16	.9	10	.6	4	.2
WORD	4	.2	7	.4	2	.1		
WPRM	7	.4	35	2.0	31	1.8	2	.1
WQBS	14	.8						
WQII	28	1.6	61	3.5	41	2.4	14	.8
WRAI								
WRSJ			5	.3	6	.3		
WSRA	2	.1	12	.7	2	.1	1	.1
WUND	6	.3	20	1.2	25	1.4	11	.6
WVOZ	7	.4	9	.5	6	.3	1	.1
TOTAL	152	8.7	396	22.8	263	15.1	76	4.4



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

WOMEN 18-49 (00)
C.Z. = 2765
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			39	1.4	135			18	.7	70			28	1.0	94
WBMJ			72	2.6	270			80	2.9	317			74	2.7	328
WEYA			6	.2	33			8	.3	36			9	.3	42
WFID			12	.4	28			18	.7	57			17	.6	67
WFOA					9					19			5	.2	15
WIAC			32	1.2	111			24	.9	110			21	.8	92
WIAC-FM			26	.9	106			28	1.0	137			35	1.3	85
WIOB			11	.4	49			14	.5	58			13	.5	58
WKAO			215	7.8	683			76	2.7	312			48	1.7	275
WKAO-FM			14	.5	82			17	.6	81			13	.5	84
TOT			229	8.3	735										
WKVM			108	3.9	330			77	2.8	250			57	2.1	212
WLUZ			65	2.4	234			23	.8	123			23	.8	117
WOLA			4	.1	27			10	.4	54			11	.4	51
WORD			3	.1	32			8	.3	41			9	.3	69
WPRM			27	1.0	145			46	1.7	209			47	1.7	250
WQBS			22	.8	133			26	.9	125			22	.8	103
WQII			129	4.7	634			123	4.4	453			108	3.9	494
WRAI					6					10					6
WRSJ			6	.2	44			9	.3	45			6	.2	34
WSRA			16	.6	48			30	1.1	73			32	1.2	125
WUND			62	2.2	224			74	2.7	206			62	2.2	217
WVOZ			15	.5	62			7	.3	91			14	.5	76
TOTAL			889	32.2	2274			732	26.5	1879			668	24.2	1814

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			24	.9	194			28	1.0	183			34	1.2	174
WBMJ			65	2.4	532			75	2.7	519			74	2.7	460
WEYA			9	.3	68			8	.3	64			7	.3	54
WFID			15	.5	67			15	.5	67			15	.5	67
WFOA			1		43			1		43			2	.1	24
WIAC			22	.8	202			26	.9	202			26	.9	177
WIAC-FM			26	.9	168			30	1.1	161			30	1.1	157
WIOB			10	.4	88			13	.5	88			12	.4	82
WKAO			84	3.0	834			110	4.0	827			132	4.8	793
WKAO-FM			13	.5	184			14	.5	174			13	.5	150
TOT															
WKVM			61	2.2	422			81	2.9	418			82	3.0	418
WLUZ			31	1.1	283			36	1.3	283			43	1.6	276
WOLA			10	.4	84			9	.3	76			8	.3	66
WORD			8	.3	86			8	.3	80			7	.3	69
WPRM			35	1.3	295			41	1.5	289			37	1.3	269
WQBS			19	.7	217			25	.9	217			23	.8	171
WQII			101	3.7	816			121	4.4	805			119	4.3	782
WRAI					23					16					12
WRSJ			6	.2	75			7	.3	75			6	.2	53
WSRA			25	.9	143			26	.9	129			23	.8	129
WUND			51	1.8	342			67	2.4	336			63	2.3	307
WVOZ			12	.4	140			12	.4	121			15	.5	115
TOTAL			637	23.0	2638			762	27.6	2623			778	28.1	2534



SAN JUAN
FALL, 1977

WOMEN 18-49 (00)
C.Z. = 2765
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	.5	48
WBMJ			36	1.3	164
WEYA			11	.4	40
WFID			15	.5	43
WFOA			1		15
WIAC			9	.3	54
WIAC-FM			12	.4	70
WIOB			3	.1	23
WKAQ			13	.5	100
WKAQ-FM			8	.3	53
TOT					
WKVM			9	.3	63
WLUZ			17	.6	73
WOLA			12	.4	29
WORD			9	.3	37
WPRM			23	.8	120
WQBS			5	.2	15
WQII			50	1.8	193
WRAI			1		17
WRSJ			3	.1	9
WSRA			23	.8	98
WUNO			14	.5	78
WVOZ			14	.5	57
TOTAL			310	11.2	1053

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	20	.7	14	.5	6	.2	3	.1
WBMJ	45	1.6	86	3.1	68	2.5	28	1.0
WEYA	12	.4	8	.3	11	.4	8	.3
WFID	7	.3	14	.5	11	.4	7	.3
WFOA					4	.1	1	
WIAC	17	.6	14	.5	14	.5	2	.1
WIAC-FM	16	.6	39	1.4	27	1.0	6	.2
WIOB	2	.1	4	.1	12	.4	2	.1
WKAQ	88	3.2	59	2.1	21	.8	4	.1
WKAQ-FM	18	.7	28	1.0	5	.2		
TOT	106	3.8						
WKVM	61	2.2	53	1.9	32	1.2	9	.3
WLUZ	17	.6	18	.7	18	.7	13	.5
WOLA	11	.4	31	1.1	6	.2	11	.4
WORD	8	.3	20	.7			4	.1
WPRM	30	1.1	52	1.9	56	2.0	27	1.0
WQBS	4	.1	28	1.0	20	.7	4	.1
WQII	71	2.6	97	3.5	72	2.6	22	.8
WRAI					1			
WRSJ	2	.1	9	.3	11	.4		
WSRA	8	.3	29	1.0	25	.9	7	.3
WUNO	48	1.7	68	2.5	39	1.4	9	.3
WVOZ	23	.8	31	1.1	2	.1	7	.3
TOTAL	519	18.8	740	26.8	486	17.6	188	6.8

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	.7	112
WBMJ			52	1.9	387
WEYA			10	.4	61
WFID			16	.6	67
WFOA			3	.1	15
WIAC			14	.5	115
WIAC-FM			23	.8	110
WIOB			8	.3	64
WKAQ			29	1.0	288
WKAQ-FM			11	.4	99
TOT					
WKVM			30	1.1	231
WLUZ			20	.7	117
WOLA			12	.4	58
WORD			10	.4	75
WPRM			32	1.2	256
WQBS			12	.4	103
WQII			76	2.7	535
WRAI			1		17
WRSJ			4	.1	43
WSRA			26	.9	138
WUNO			35	1.3	227
WVOZ			15	.5	101
TOTAL			470	17.0	1939

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	16	.6	13	.5	18	.7	3	.1
WBMJ	30	1.1	64	2.3	52	1.9	17	.6
WEYA	9	.3	8	.3			6	.2
WFID			9	.3	13	.5	9	.3
WFOA			18	.7	13	.5	1	
WIAC	5	.2	15	.5	7	.3	7	.3
WIAC-FM	7	.3	14	.5	17	.6	7	.3
WIOB			3	.1				
WKAQ	39	1.4	31	1.1	6	.2	3	.1
WKAQ-FM	5	.2	58	2.1	26	.9	7	.3
TOT	44	1.6	89	3.2				
WKVM	28	1.0	35	1.3	10	.4		
WLUZ	6	.2	17	.6	6	.2		
WOLA	5	.2	17	.6	10	.4	4	.1
WORD	4	.1	17	.6	6	.2		
WPRM	19	.7	51	1.8	46	1.7	3	.1
WQBS	15	.5	8	.3	4	.1	2	.1
WQII	32	1.2	78	2.8	51	1.8	22	.8
WRAI								
WRSJ			5	.2	6	.2		
WSRA	3	.1	30	1.1	22	.8	3	.1
WUNO	16	.6	47	1.7	33	1.2	13	.5
WVOZ	10	.4	11	.4	6	.2	1	
TOTAL	255	9.2	577	20.9	370	13.4	104	3.8



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

WOMEN 25-49 (00)
C.Z. = 1928
R.S.A. =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			39	2.0	122			18	.9	64			24	1.2	67
WBMJ			40	2.1	149			45	2.3	160			46	2.4	177
WEYA			6	.3	33			8	.4	36			9	.5	42
WFID			12	.6	28			15	.8	41			8	.4	41
WHOA					9					9			5	.3	9
WIAC			23	1.2	95			18	.9	94			15	.8	86
WIAC-FM			17	.9	64			23	1.2	95			29	1.5	59
WIOB			7	.4	20			13	.7	38			13	.7	38
WKAQ			179	9.3	576			58	3.0	260			27	1.4	191
WKAQ-FM			9	.5	56			11	.6	49			11	.6	61
TOT			188	9.8	619										
WKVM			90	4.7	274			58	3.0	202			45	2.3	159
WLUZ			60	3.1	207			23	1.2	107			23	1.2	96
WOLA			2	.1	15			1	.1	11					
WORD			3	.2	23			8	.4	22			9	.5	50
WPRM			17	.9	67			26	1.3	96			29	1.5	137
WQBS			19	1.0	127			19	1.0	93			19	1.0	74
WQII			85	4.4	408			89	4.6	297			61	3.2	264
WRAI					6					10					6
WRSJ			6	.3	44			9	.5	45			6	.3	34
WSRA			10	.5	36			20	1.0	42			27	1.4	84
WUNO			55	2.9	165			63	3.3	152			51	2.6	149
WVOZ			15	.8	62			7	.4	69			8	.4	54
TOTAL			699	36.3	1703			535	27.7	1305			466	24.2	1240

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			23	1.2	161			27	1.4	150			32	1.7	141
WBMJ			36	1.9	267			43	2.2	263			44	2.3	240
WEYA			9	.5	68			8	.4	64			7	.4	54
WFID			11	.6	41			11	.6	41			10	.5	41
WHOA			1	.1	27			1	.1	27			2	.1	18
WIAC			15	.8	177			19	1.0	177			19	1.0	161
WIAC-FM			20	1.0	99			23	1.2	99			23	1.2	95
WIOB			9	.5	59			11	.6	59			10	.5	53
WKAQ			65	3.4	662			86	4.5	662			103	5.3	637
WKAQ-FM			10	.5	112			10	.5	112			10	.5	102
TOT															
WKVM			48	2.5	350			64	3.3	346			67	3.5	346
WLUZ			28	1.5	249			35	1.8	249			41	2.1	249
WOLA			1	.1	15			1	.1	15			1	.1	15
WORD			8	.4	67			8	.4	61			7	.4	50
WPRM			23	1.2	157			25	1.3	157			23	1.2	147
WQBS			16	.8	162			20	1.0	162			20	1.0	142
WQII			65	3.4	487			80	4.1	482			74	3.8	459
WRAI					23					16					12
WRSJ			6	.3	75			7	.4	75			6	.3	53
WSRA			20	1.0	102			19	1.0	88			18	.9	88
WUNO			44	2.3	239			57	3.0	239			54	2.8	216
WVOZ			9	.5	97			10	.5	93			12	.6	93
TOTAL			466	24.2	1866			565	29.3	1857			582	30.2	1818

MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	.7	48
WBMJ			15	.8	61
WEYA			11	.6	40
WFID			10	.5	26
WHD A			1	.1	9
WIAC			3	.2	29
WIAC-FM			9	.5	28
WIOB			3	.2	23
WKAO			8	.4	51
WKAO-FM			8	.4	33
TOT					
WKVM			7	.4	46
WLUZ			11	.6	52
WOLA					
WORD			9	.5	28
WPRM			20	1.0	88
WQBS			5	.3	9
WQII			26	1.3	70
WRAI			1	.1	17
WRSJ			3	.2	9
WSRA			23	1.2	72
WUNO			14	.7	55
WVOZ			8	.4	35
TOTAL			207	10.7	682

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
20	1.0	14	.7	6	.3	3	.2
27	1.4	47	2.4	51	2.6	6	.3
12	.6	8	.4	11	.6	8	.4
7	.4	9	.5	6	.3	4	.2
				4	.2	1	.1
17	.9	13	.7	14	.7	2	.1
10	.5	23	1.2	16	.8	2	.1
		2	.1	5	.3		
80	4.1	53	2.7	15	.8	4	.2
13	.7	23	1.2	5	.3		
93	4.8						
59	3.1	48	2.5	30	1.6	9	.5
17	.9	18	.9	18	.9	11	.6
2	.1	1	.1				
8	.4	20	1.0			4	.2
16	.8	30	1.6	32	1.7	15	.8
4	.2	26	1.3	18	.9	4	.2
46	2.4	48	2.5	46	2.4	19	1.0
2	.1	9	.5	1	.1		
6	.3	18	.9	15	.8	7	.4
46	2.4	63	3.3	31	1.6	9	.5
11	.6	24	1.2	2	.1	7	.4
412	21.4	530	27.5	360	18.7	129	6.7

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			18	.9	85
WBMJ			28	1.5	190
WEYA			10	.5	61
WFID			9	.5	41
WHD A			3	.2	9
WIAC			8	.4	90
WIAC-FM			18	.9	68
WIOB			8	.4	44
WKAO			17	.9	198
WKAO-FM			10	.5	67
TOT					
WKVM			23	1.2	178
WLUZ			16	.8	96
WOLA					
WORD			10	.5	56
WPRM			23	1.2	137
WQBS			11	.6	74
WQII			42	2.2	277
WRAI			1	.1	17
WRSJ			4	.2	43
WSRA			24	1.2	97
WUNO			30	1.6	153
WVOZ			9	.5	64
TOTAL			323	16.8	1301

6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
16	.8	13	.7	18	.9	3	.2
8	.4	17	.9	21	1.1	4	.2
9	.5	8	.4			6	.3
		9	.5	13	.7	3	.2
		13	.7	11	.6	1	.1
5	.3	15	.8	7	.4		
2	.1	9	.5	9	.5		
		3	.2				
27	1.4	29	1.5	5	.3	2	.1
4	.2	34	1.8	12	.6	5	.3
31	1.6	63	3.3				
19	1.0	26	1.3	9	.5		
6	.3	8	.4	1	.1		
2	.1	1	.1				
4	.2	17	.9	6	.3		
14	.7	29	1.5	27	1.4	1	.1
15	.8	8	.4	4	.2	2	.1
20	1.0	55	2.9	41	2.1	22	1.1
		5	.3	6	.3		
3	.2	26	1.3	21	1.1	2	.1
16	.8	38	2.0	19	1.0	9	.5
10	.5	9	.5				
183	9.5	389	20.2	241	12.5	64	3.3



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

WOMEN 25-54 (00)
C-2 = 2172
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			44	2.0	130			25	1.2	80			28	1.3	75
WBMJ			43	2.0	161			51	2.3	166			53	2.4	187
WEYA			7	.3	42			8	.4	36			9	.4	46
WFID			12	.6	32			19	.9	50			10	.5	46
WHOA			5	.2	16			7	.3	16			10	.5	16
WIAC			23	1.1	103			22	1.8	109			21	1.0	98
WIAC-FM			20	.9	72			27	1.2	99			30	1.4	63
WIOB			7	.3	20			13	.6	42			17	.8	42
WKAQ			199	9.2	644			58	2.7	288			30	1.4	213
WKAQ-FM			10	.5	69			12	.6	60			14	.6	70
TOT			209	9.6	696										
WKVM			117	5.4	330			71	3.3	231			53	2.4	188
WLUZ			79	3.6	246			25	1.2	115			23	1.1	108
WOLA			2	.1	15			1		11					
WORD			7	.3	34			12	.6	30			10	.5	54
WPRM			18	.8	71			27	1.2	100			29	1.3	137
WOBS			27	1.2	140			24	1.1	100			27	1.2	82
WQII			87	4.0	416			89	4.1	303			64	2.9	270
WRAI			3	.1	16					14			3	.1	10
WRSJ			8	.4	60			12	.6	49			6	.3	38
WSRA			15	.7	49			27	1.2	53			33	1.5	100
WUNO			67	3.1	189			74	3.4	174			56	2.6	163
WVOZ			15	.7	62			7	.3	69			8	.4	54
TOTAL			818	37.7	1903			615	28.3	1441			533	24.5	1389

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			26	1.2	177			32	1.5	165			36	1.7	152
WBMJ			40	1.8	282			49	2.3	278			49	2.3	255
WEYA			11	.5	85			8	.4	77			8	.4	67
WFID			13	.6	50			14	.6	50			11	.5	50
WHOA			5	.2	34			7	.3	34			7	.3	25
WIAC			17	.8	203			23	1.1	200			22	1.0	177
WIAC-FM			22	1.0	107			25	1.2	107			25	1.2	103
WIOB			10	.5	63			12	.6	63			12	.6	57
WKAQ			70	3.2	748			93	4.3	748			114	5.2	722
WKAQ-FM			11	.5	129			12	.6	129			13	.6	116
TOT															
WKVM			59	2.7	413			80	3.7	409			85	3.9	405
WLUZ			33	1.5	300			41	1.9	300			50	2.3	296
WOLA			1		15			1		15			1		15
WORD			10	.5	79			11	.5	73			9	.4	62
WPRM			23	1.1	161			25	1.2	161			24	1.1	151
WOBS			21	1.0	176			26	1.2	176			27	1.2	155
WQII			66	3.0	506			82	3.8	497			76	3.5	474
WRAI			2	.1	37			2	.1	30			3	.1	26
WRSJ			8	.4	91			7	.4	91			7	.3	69
WSRA			25	1.2	125			25	1.2	104			23	1.1	104
WUNO			51	2.3	266			67	3.1	266			62	2.9	243
WVOZ			9	.4	101			10	.5	93			12	.6	93
TOTAL			534	24.6	2090			653	30.1	2077			675	31.1	2039



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			13	.6	48
WBMJ			16	.7	68
WEYA			16	.7	51
WFID			11	.5	30
WHOA			1		9
WIAC			3	.1	33
WIAC-FM			9	.4	28
WIOB			5	.2	27
WKAQ			8	.4	51
WKAQ-FM TOT			10	.5	39
WKVM			8	.4	53
WLUZ			12	.6	60
WOLA					
WORD			9	.4	32
WPRM			20	.9	88
WQBS			6	.3	14
WQII			26	1.2	74
WRAI			2	.1	21
WRSJ			3	.1	13
WSRA			26	1.2	85
WUND			14	.6	59
WVOZ			8	.4	39
TOTAL			224	10.3	757

SATURDAY

WOMEN 25-54 (00)
C.Z.= 2172
RSA =

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	23	1.1	14	.6	6	.3	3	.1
WBMJ	29	1.3	48	2.2	51	2.3	6	.3
WEYA	15	.7	9	.4	11	.5	9	.4
WFID	9	.4	13	.6	7	.3	4	.2
WHOA					4	.2	1	
WIAC	21	1.0	19	.9	18	.8	2	.1
WIAC-FM	10	.5	23	1.1	16	.7	2	.1
WIOB			2	.1	5	.2		
WKAQ	93	4.3	54	2.5	15	.7	4	.2
WKAQ-FM TOT	13	.6	23	1.1	5	.2		
	106	4.9						
WKVM	74	3.4	57	2.6	34	1.6	9	.4
WLUZ	18	.8	21	1.0	24	1.1	11	.5
WOLA	2	.1	1					
WORD	8	.4	26	1.2	3	.1	4	.2
WPRM	18	.8	32	1.5	32	1.5	15	.7
WQBS	4	.2	26	1.2	18	.8	4	.2
WQII	48	2.2	53	2.4	46	2.1	19	.9
WRAI	6	.3	3	.1	1			
WRSJ	2	.1	11	.5	13	.6		
WSRA	10	.5	23	1.1	16	.7	7	.3
WUND	50	2.3	69	3.2	41	1.9	10	.5
WVOZ	11	.5	24	1.1	2	.1	7	.3
TOTAL	477	22.0	591	27.2	396	18.2	132	6.1

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			20	.9	93
WBMJ			32	1.5	200
WEYA			13	.6	72
WFID			11	.5	46
WHOA			5	.2	16
WIAC			11	.5	106
WIAC-FM			18	.8	72
WIOB			11	.5	48
WKAQ			18	.8	220
WKAQ-FM TOT			12	.6	76
WKVM			27	1.2	207
WLUZ			16	.7	108
WOLA					
WORD			10	.5	60
WPRM			23	1.1	137
WQBS			15	.7	87
WQII			43	2.0	287
WRAI			3	.1	21
WRSJ			4	.2	47
WSRA			28	1.3	120
WUND			32	1.5	167
WVOZ			9	.4	67
TOTAL			362	16.7	1457

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	16	.7	13	.6	18	.8	3	.1
WBMJ	9	.4	17	.8	21	1.0	4	.2
WEYA	9	.4	8	.4				
WFID			12	.6	17	.8	8	.4
WHOA			13	.6	11	.5	3	.1
WIAC	5	.2	18	.8	10	.5	1	
WIAC-FM	4	.2	13	.6	11	.5		
WIOB			3	.1				
WKAQ	31	1.4	32	1.5	6	.3	2	.1
WKAQ-FM TOT	5	.2	34	1.6	12	.6	5	.2
	36	1.7	66	3.0				
WKVM	22	1.0	34	1.6	12	.6		
WLUZ	7	.3	8	.4	1			
WOLA	2	.1	1					
WORD	4	.2	19	.9	8	.4		
WPRM	16	.7	33	1.5	30	1.4	1	
WQBS	15	.7	8	.4	4	.2	2	.1
WQII	26	1.2	63	2.9	41	1.9	22	1.0
WRAI	3	.1	2	.1				
WRSJ			8	.4	10	.5	2	.1
WSRA	7	.3	31	1.4	27	1.2	2	.1
WUND	16	.7	44	2.0	23	1.1	12	.6
WVOZ	10	.5	9	.4				
TOTAL	212	9.8	440	20.3	272	12.5	72	3.3



SAN JUAN
FALL 1977

MONDAY-FRIDAY

WOMEN 35-64 (00)
C.Z. = 1758
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			42	2.4	158			35	2.0	104			26	1.5	90
WBMJ			21	1.2	92			30	1.7	98			30	1.7	117
WEYA			6	.3	35			4	.2	23			7	.4	33
WFID			11	.6	28			21	1.2	52			13	.7	48
WHOA			5	.3	7			7	.4	7			5	.3	7
WIAC			22	1.3	109			28	1.6	120			27	1.5	105
WIAC-FM			8	.5	40			19	1.1	50			13	.7	33
WIOB			5	.3	13			3	.2	20			10	.6	26
WKAQ			230	13.1	639			59	3.4	298			43	2.4	192
WKAQ-FM			14	.8	72			13	.7	59			16	.9	53
TOT			244	13.9	688										
WKVM			106	6.0	329			58	3.3	244			42	2.4	153
WLUZ			77	4.4	244			36	2.0	116			24	1.4	118
WOLA			2	.1	8			1	.1	4					
WORD			7	.4	24			12	.7	38			8	.5	44
WPRM			6	.3	37			15	.9	53			11	.6	53
WQBS			31	1.8	101			23	1.3	64			27	1.5	58
WQII			43	2.4	190			50	2.8	150			35	2.0	102
WRAI			3	.2	16					22			3	.2	12
WRSJ			6	.3	44			6	.3	38			6	.3	23
WSRA			10	.6	33			22	1.3	49			25	1.4	86
WUND			53	3.0	121			57	3.2	111			36	2.0	98
WVOZ			9	.5	29			2	.1	36			1	.1	27
TOTAL			722	41.1	1560			503	28.6	1157			408	23.2	1004

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			30	1.7	205			35	2.0	198			33	1.9	185
WBMJ			23	1.3	187			27	1.5	177			26	1.5	166
WEYA			9	.5	65			6	.3	57			7	.4	53
WFID			13	.7	52			16	.9	52			12	.7	52
WHOA			4	.2	7			6	.3	7			5	.3	7
WIAC			20	1.1	215			27	1.5	212			24	1.4	189
WIAC-FM			11	.6	69			13	.7	69			11	.6	57
WIOB			5	.3	35			6	.3	35			8	.5	35
WKAQ			82	4.7	727			107	6.1	727			136	7.7	707
WKAQ-FM			12	.7	110			14	.8	110			16	.9	97
TOT															
WKVM			49	2.8	399			68	3.9	394			73	4.2	374
WLUZ			36	2.0	306			45	2.6	306			49	2.8	297
WOLA			1	.1	8			1	.1	8			1	.1	8
WORD			8	.5	63			10	.6	63			8	.5	52
WPRM			11	.6	61			11	.6	61			9	.5	61
WQBS			21	1.2	127			26	1.5	127			29	1.6	116
WQII			33	1.9	249			44	2.5	245			39	2.2	227
WRAI			2	.1	32			2	.1	32			3	.2	28
WRSJ			5	.3	50			6	.3	50			6	.3	44
WSRA			19	1.1	102			19	1.1	90			17	1.0	90
WUND			37	2.1	171			50	2.8	164			45	2.6	156
WVOZ			3	.2	59			4	.2	51			5	.3	51
TOTAL			434	24.7	1697			542	30.8	1693			565	32.1	1665



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

SATURDAY

WOMEN 35-64 (00)
C.Z. = 1758
RSA =

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			22	1.3	48
WBMJ			10	.6	58
WEYA			14	.8	45
WFID			9	.5	32
WHD					
WIAC			3	.2	24
WIAC-FM			2	.1	12
WIOB			4	.2	21
WKAQ			15	.9	64
WKAQ-FM			8	.5	29
TOT					
WKVM			5	.3	44
WLUZ			12	.7	60
WOLA					
WORD					17
WPRM			12	.7	27
WQBS			6	.3	14
WQII			6	.3	20
WRAI			1	.1	8
WRSJ					4
WSRA			19	1.1	58
WUND			7	.4	36
WVOZ					21
TOTAL			154	8.8	521

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	23	1.3	7	.4	4	.2	8	.5
WBMJ	19	1.1	17	1.0	30	1.7	1	.1
WEYA	10	.6	9	.5	6	.3	9	.5
WFID	15	.9	16	.9	11	.6	6	.3
WHD								
WIAC	20	1.1	28	1.6	16	.9		
WIAC-FM	7	.4	16	.9	10	.6	1	.1
WIOB								
WKAQ	106	6.0	55	3.1	17	1.0	7	.4
WKAQ-FM	4	.2	9	.5	5	.3		
TOT	110	6.3						
WKVM	63	3.6	42	2.4	27	1.5	6	.3
WLUZ	23	1.3	27	1.5	21	1.2	13	.7
WOLA	5	.3	7	.4	4	.2		
WORD	6	.3	20	1.1	3	.2		
WPRM	8	.5	22	1.3	18	1.0	5	.3
WQBS	4	.2	21	1.2	11	.6	2	.1
WQII	34	1.9	27	1.5	23	1.3	5	.3
WRAI	6	.3	3	.2	1	.1		
WRSJ	1	.1	6	.3	6	.3		
WSRA	12	.7	31	1.8	24	1.4	10	.6
WUND	38	2.2	52	3.0	30	1.7	5	.3
WVOZ	4	.2	7	.4	2	.1		
TOTAL	410	23.3	430	24.5	273	15.5	84	4.8

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			25	1.4	108
WBMJ			19	1.1	127
WEYA			12	.7	53
WFID			11	.6	48
WHD			2	.1	7
WIAC			14	.8	113
WIAC-FM			7	.4	33
WIOB			7	.4	26
WKAQ			27	1.5	215
WKAQ-FM			12	.7	59
TOT					
WKVM			21	1.2	167
WLUZ			17	1.0	118
WOLA					
WORD			5	.3	44
WPRM			11	.6	53
WQBS			15	.9	63
WQII			18	1.0	106
WRAI			2	.1	16
WRSJ			2	.1	23
WSRA			21	1.2	97
WUND			19	1.1	110
WVOZ			1	.1	40
TOTAL			268	15.2	1057

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	11	.6	4	.2	11	.6	1	.1
WBMJ	7	.4	5	.3	5	.3	3	.2
WEYA	7	.4	1	.1				
WFID			16	.9	12	.7	5	.3
WHD			4	.2				
WIAC	15	.9	13	.7	8	.5	1	.1
WIAC-FM	3	.2	13	.7	13	.7	1	.1
WIOB								
WKAQ	51	2.9	20	1.1	11	.6	4	.2
WKAQ-FM	4	.2	14	.8	7	.4		
TOT	55	3.1	34	1.9				
WKVM	24	1.4	27	1.5	12	.7		
WLUZ	6	.3	4	.2	1	.1		
WOLA	3	.2	7	.4				
WORD	1	.1	12	.7	6	.3		
WPRM	14	.8	20	1.1	18	1.0	1	.1
WQBS	3	.2	12	.7	4	.2	2	.1
WQII	17	1.0	32	1.8	11	.6	8	.5
WRAI	3	.2	2	.1				
WRSJ			3	.2	4	.2	2	.1
WSRA	7	.4	31	1.8	28	1.6	2	.1
WUND	10	.6	33	1.9	12	.7	5	.3
WVOZ	3	.2	2	.1				
TOTAL	196	11.1	281	16.0	168	9.6	40	2.3



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

ADULTS 18+ (00)
C.Z.= 7371
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			139	1.9	560			83	1.1	311			93	1.3	382
WBMJ			149	2.0	608			170	2.3	604			172	2.3	705
WEYA			8	.1	75			17	.2	77			16	.2	117
WFID			33	.4	83			54	.7	131			52	.7	152
WHOA			10	.1	49			17	.2	55			29	.4	90
WIAC			109	1.5	503			86	1.2	397			81	1.1	417
WIAC-FM			45	.6	215			63	.9	252			62	.8	187
WIOB			19	.3	99			35	.5	116			38	.5	129
WKAQ			636	8.6	2153			168	2.3	877			139	1.9	712
WKAQ-FM			39	.5	236			43	.6	174			41	.6	185
TOT			675	9.2	2293										
WKVM			275	3.7	899			155	2.1	611			122	1.7	481
WLUZ			208	2.8	691			96	1.3	344			71	1.0	381
WOLA			15	.2	91			28	.4	132			22	.3	148
WORD			40	.5	144			36	.5	164			25	.3	176
WPRM			69	.9	370			105	1.4	473			94	1.3	525
WQBS			90	1.2	427			80	1.1	350			63	.9	342
WOII			200	2.7	963			222	3.0	747			203	2.8	817
WRAI			3		39					31			3		36
WRSJ			13	.2	118			17	.2	99			10	.1	88
WSRA			60	.8	239			98	1.3	293			98	1.3	366
WUNO			150	2.0	458			139	1.9	371			120	1.6	409
WVOZ			53	.7	280			36	.5	285			64	.9	337
TOTAL			2382	32.3	6099			1798	24.4	4652			1668	22.6	4801

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			101	1.4	928			104	1.4	795			115	1.6	736
WBMJ			146	2.0	1113			164	2.2	1082			161	2.2	985
WEYA			20	.3	198			14	.2	172			12	.2	153
WFID			42	.6	156			47	.6	156			44	.6	156
WHOA			13	.2	118			18	.2	118			19	.3	99
WIAC			70	.9	867			93	1.3	845			94	1.3	766
WIAC-FM			49	.7	382			57	.8	364			52	.7	346
WIOB			25	.3	179			31	.4	179			29	.4	173
WKAQ			235	3.2	2502			304	4.1	2470			387	5.3	2387
WKAQ-FM			31	.4	398			40	.5	388			41	.6	361
TOT															
WKVM			138	1.9	1092			182	2.5	1083			197	2.7	1046
WLUZ			100	1.4	900			123	1.7	877			139	1.9	838
WOLA			24	.3	239			23	.3	214			19	.3	190
WORD			30	.4	281			35	.5	255			33	.4	238
WPRM			75	1.0	687			91	1.2	681			83	1.1	642
WQBS			62	.8	642			78	1.1	642			78	1.1	566
WOII			179	2.4	1357			211	2.9	1335			202	2.7	1279
WRAI			6	.1	124			2		79			3		75
WRSJ			13	.2	191			13	.2	178			11	.1	141
WSRA			77	1.0	486			87	1.2	459			78	1.1	438
WUNO			112	1.5	652			139	1.9	616			136	1.8	587
WVOZ			43	.6	563			51	.7	513			57	.8	476
TOTAL			1637	22.2	7114			1939	26.3	7021			2025	27.5	6889



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			100	1.4	302
WBMJ			98	1.3	374
WEYA			32	.4	112
WFID			33	.4	106
WHOA			3		40
WIAC			14	.2	120
WIAC-FM			23	.3	120
WIOB			13	.2	49
WKAO			49	.7	276
WKAO-FM			17	.2	94
TOT					
WKVM			30	.4	161
WLUZ			44	.6	145
WOLA			23	.3	119
WORD			23	.3	78
WPRM			41	.6	238
WQBS			23	.3	88
WQII			97	1.3	310
WRAI			14	.2	77
WRSJ			9	.1	50
WSRA			56	.8	217
WUNO			50	.7	174
WVOZ			24	.3	166
TOTAL			853	11.6	2713

SATURDAY

ADULTS 18+ (00)
C.Z.= 7371
RSA =

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	68	.9	52	.7	30	.4	17	.2
WBMJ	97	1.3	194	2.6	131	1.8	73	1.0
WEYA	26	.4	24	.3	29	.4	13	.2
WFID	35	.5	47	.6	40	.5	19	.3
WHOA	5	.1	17	.2	17	.2	4	.1
WIAC	80	1.1	93	1.3	67	.9	12	.2
WIAC-FM	29	.4	81	1.1	59	.8	19	.3
WIOB	13	.2	11	.1	30	.4	8	.1
WKAO	274	3.7	107	1.5	50	.7	21	.3
WKAO-FM	32	.4	41	.6	10	.1		
TOT	306	4.2						
WKVM	146	2.0	111	1.5	60	.8	20	.3
WLUZ	71	1.0	90	1.2	67	.9	42	.6
WOLA	14	.2	65	.9	30	.4	18	.2
WORD	20	.3	65	.9	23	.3	9	.1
WPRM	63	.9	116	1.6	97	1.3	49	.7
WQBS	27	.4	54	.7	39	.5	12	.2
WQII	122	1.7	168	2.3	121	1.6	51	.7
WRAI	11	.1	9	.1	7	.1	7	.1
WRSJ	2		15	.2	13	.2		
WSRA	30	.4	77	1.0	81	1.1	13	.2
WUNO	87	1.2	112	1.5	82	1.1	32	.4
WVOZ	35	.5	52	.7	14	.2	15	.2
TOTAL	1319	17.9	1696	23.0	1181	16.0	501	6.8

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			98	1.3	547
WBMJ			132	1.8	788
WEYA			26	.4	161
WFID			41	.6	152
WHOA			14	.2	90
WIAC			44	.6	476
WIAC-FM			41	.6	223
WIOB			24	.3	135
WKAO			90	1.2	786
WKAO-FM			29	.4	200
TOT					
WKVM			72	1.0	530
WLUZ			59	.8	404
WOLA			23	.3	183
WORD			25	.3	202
WPRM			62	.8	565
WQBS			39	.5	353
WQII			142	1.9	892
WRAI			10	.1	85
WRSJ			9	.1	117
WSRA			72	1.0	392
WUNO			82	1.1	458
WVOZ			42	.6	391
TOTAL			1216	16.5	5182

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	49	.7	39	.5	79	1.1	20	.3
WBMJ	65	.9	160	2.2	106	1.4	39	.5
WEYA	18	.2	20	.3	9	.1	5	.1
WFID			41	.6	36	.5	18	.2
WHOA	5	.1	39	.5	40	.5	10	.1
WIAC	36	.5	53	.7	40	.5	7	.1
WIAC-FM	19	.3	56	.8	71	1.0	16	.2
WIOB	5	.1	6	.1				
WKAO	148	2.0	98	1.3	64	.9	27	.4
WKAO-FM	17	.2	76	1.0	30	.4	7	.1
TOT	165	2.2	174	2.4				
WKVM	68	.9	79	1.1	36	.5	1	
WLUZ	39	.5	52	.7	15	.2	9	.1
WOLA	7	.1	36	.5	33	.4	8	.1
WORD	26	.4	57	.8	25	.3	7	.1
WPRM	35	.5	105	1.4	92	1.2	33	.4
WQBS	32	.4	35	.5	13	.2	14	.2
WQII	75	1.0	157	2.1	109	1.5	38	.5
WRAI	7	.1	6	.1	6	.1	3	
WRSJ	9	.1	9	.1	10	.1	2	
WSRA	21	.3	63	.9	67	.9	10	.1
WUNO	31	.4	95	1.3	60	.8	20	.3
WVOZ	10	.1	33	.4	13	.2	7	.1
TOTAL	725	9.8	1359	18.4	991	13.4	330	4.5



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

ADULTS 18-34 (00)
C.Z.= 3246
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			34	1.0	134			17	.5	88			29	.9	103
WBMJ			116	3.6	466			132	4.1	449			138	4.3	565
WEYA			2	.1	33			4	.1	30			3	.1	40
WFID			2	.1	16			7	.2	32			10	.3	57
WHOA					9					28			5	.2	30
WIAC			31	1.0	126			22	.7	81			19	.6	104
WIAC-FM			24	.7	114			22	.7	149			31	1.0	121
WIOB			13	.4	55			32	1.0	85			22	.7	85
WKAO			168	5.2	644			51	1.6	227			41	1.3	244
WKAO-FM			6	.2	67			12	.4	66			11	.3	89
TOT			174	5.4	676										
WKVM			71	2.2	257			54	1.7	202			40	1.2	184
WLUZ			36	1.1	169			2	.1	49					31
WOLA			13	.4	79			27	.8	119			22	.7	148
WORD			6	.2	36			7	.2	44			4	.1	56
WPRM			36	1.1	276			67	2.1	355			61	1.9	437
WQBS			19	.6	154			28	.9	154			23	.7	160
WQII			138	4.3	605			126	3.9	512			131	4.0	580
WRAI					10										6
WRSJ			5	.2	28			7	.2	32					22
WSRA			19	.6	66			26	.8	63			23	.7	128
WUND			67	2.1	281			57	1.8	214			56	1.7	236
WVOZ			30	.9	183			25	.8	209			56	1.7	254
TOTAL			859	26.5	2546			769	23.7	2158			775	23.9	2342

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			27	.8	246			26	.8	206			32	1.0	181
WBMJ			117	3.6	850			129	4.0	829			127	3.9	764
WEYA			5	.2	68			3	.1	62			2	.1	56
WFID			8	.2	57			6	.2	57			7	.2	57
WHOA			1		58			1		58			2	.1	39
WIAC			19	.6	208			24	.7	198			24	.7	189
WIAC-FM			22	.7	220			26	.8	213			26	.8	213
WIOB			19	.6	106			23	.7	106			17	.5	100
WKAO			63	1.9	768			84	2.6	751			105	3.2	730
WKAO-FM			8	.2	169			9	.3	159			8	.2	145
TOT															
WKVM			43	1.3	333			56	1.7	329			56	1.7	320
WLUZ			10	.3	176			12	.4	176			18	.6	169
WOLA			23	.7	214			22	.7	197			18	.6	178
WORD			6	.2	68			6	.2	62			5	.2	56
WPRM			47	1.4	551			56	1.7	545			48	1.5	506
WQBS			17	.5	273			24	.7	273			22	.7	224
WQII			116	3.6	893			132	4.1	875			134	4.1	837
WRAI					23					16					16
WRSJ			5	.2	71			4	.1	62			2	.1	37
WSRA			19	.6	154			23	.7	139			20	.6	139
WUND			52	1.6	384			61	1.9	362			62	1.9	341
WVOZ			32	1.0	398			36	1.1	364			43	1.3	336
TOTAL			701	21.6	3110			799	24.6	3078			817	25.2	3004



SAN JUAN
FALL, 1977

ADULTS 18-34 (00)
C.Z. = 3246
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			28	.9	95
WBMJ			85	2.6	310
WEYA			9	.3	28
WFID			12	.4	41
WHOA			1		21
WIAC			6	.2	76
WIAC-FM			10	.3	84
WIOB			9	.3	28
WKAQ			7	.2	96
WKAQ-FM			7	.2	58
TOT					
WKVM			11	.3	66
WLUZ			6	.2	21
WOLA			23	.7	111
WORD			9	.3	24
WPRM			29	.9	211
WQBS			1		37
WQII			74	2.3	236
WRAI			1		13
WRSJ			7	.2	25
WSRA			13	.4	85
WUND			34	1.0	111
WVDZ			23	.7	123
TOTAL			443	13.6	1460

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	10	.3	17	.5	11	.3		
WBMJ	72	2.2	166	5.1	99	3.0	70	2.2
WEYA	10	.3	1		5	.2		
WFID	2	.1	6	.2	6	.2	4	.1
WHOA					4	.1	2	.1
WIAC	16	.5	26	.8	31	1.0	12	.4
WIAC-FM	14	.4	44	1.4	37	1.1	12	.4
WIOB	13	.4	10	.3	22	.7	8	.2
WKAQ	55	1.7	16	.5	9	.3	2	.1
WKAQ-FM	20	.6	32	1.0	5	.2		
TOT	75	2.3						
WKVM	32	1.0	44	1.4	17	.5	11	.3
WLUZ	13	.4	24	.7	15	.5	2	.1
WOLA	9	.3	58	1.8	26	.8	18	.6
WORD	4	.1	21	.6	9	.3	9	.3
WPRM	53	1.6	83	2.6	73	2.2	38	1.2
WQBS	7	.2	15	.5	11	.3	2	.1
WQII	69	2.1	127	3.9	84	2.6	35	1.1
WRAI			6	.2				
WRSJ	1		9	.3	7	.2		
WSRA	2	.1	29	.9	18	.6	3	.1
WUND	25	.8	49	1.5	37	1.1	22	.7
WVDZ	31	1.0	44	1.4	12	.4	15	.5
TOTAL	483	14.9	910	28.0	619	19.1	306	9.4

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			28	.9	143
WBMJ			109	3.4	638
WEYA			6	.2	52
WFID			11	.3	57
WHOA			3	.1	30
WIAC			12	.4	146
WIAC-FM			20	.6	146
WIOB			15	.5	91
WKAQ			22	.7	260
WKAQ-FM			9	.3	98
TOT					
WKVM			25	.8	199
WLUZ			4	.1	31
WOLA			23	.7	175
WORD			6	.2	62
WPRM			42	1.3	477
WQBS			10	.3	160
WQII			99	3.0	628
WRAI			1		13
WRSJ			4	.1	40
WSRA			16	.5	143
WUND			45	1.4	265
WVDZ			38	1.2	287
TOTAL			591	18.2	2525

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	13	.4	16	.5	29	.9	16	.5
WBMJ	58	1.8	155	4.8	97	3.0	36	1.1
WEYA	2	.1	7	.2			2	.1
WFID			3	.1	10	.3	4	.1
WHOA			18	.6	18	.6	10	.3
WIAC	5	.2	23	.7	18	.6	3	.1
WIAC-FM	12	.4	27	.8	39	1.2	13	.4
WIOB	5	.2	6	.2				
WKAQ	27	.8	25	.8	8	.2	2	.1
WKAQ-FM	4	.1	59	1.8	21	.6	7	.2
TOT	31	1.0	84	2.6				
WKVM	20	.6	26	.8	4	.1		
WLUZ	8	.2	23	.7	5	.2		
WOLA	4	.1	28	.9	29	.9		
WORD	8	.2	16	.5	11	.3		
WPRM	17	.5	77	2.4	68	2.1	26	.8
WQBS	20	.6	8	.2	6	.2	4	.1
WQII	45	1.4	99	3.0	81	2.5	30	.9
WRAI								
WRSJ			5	.2	6	.2		
WSRA	2	.1	20	.6	12	.4	8	.2
WUND	14	.4	31	1.0	34	1.0	11	.3
WVDZ	7	.2	31	1.0	13	.4	7	.2
TOTAL	275	8.5	740	22.8	540	16.6	218	6.7



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

ADULTS 18-49 (00)
C.Z.= 5209
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			88	1.7	320			44	.8	169			57	1.1	190
WBMJ			139	2.7	552			161	3.1	547			165	3.2	679
WEYA			6	.1	53			14	.3	57			15	.3	80
WF10			16	.3	48			25	.5	85			24	.5	110
WHDA			5	.1	42			10	.2	48			24	.5	83
WIAC			81	1.6	302			51	1.0	203			50	1.0	223
WIAC-FM			29	.6	159			39	.7	194			43	.8	145
W10B			18	.3	89			35	.7	112			28	.5	118
WKAO			379	7.3	1293			107	2.1	531			86	1.7	454
WKAO-FM			24	.5	165			36	.7	130			34	.7	160
TOT			403	7.7	1391										
WKVM			157	3.0	510			109	2.1	397			82	1.6	328
WLUZ			100	1.9	390			23	.4	170			41	.8	221
WOLA			15	.3	87			28	.5	123			22	.4	148
WDRD			14	.3	69			16	.3	94			13	.2	119
WPRM			63	1.2	356			104	2.0	457			82	1.6	513
WQBS			58	1.1	310			53	1.0	254			45	.9	269
WQ11		205	183	3.5	867		201	200	3.8	699		188	180	3.5	770
WRA1					26					16					12
WRSJ			8	.2	80			9	.2	67			7	.1	53
WSRA		25	52	1.0	170		48	64	1.2	203		80	60	1.2	266
WUNO			122	2.3	382			122	2.3	313			104	2.0	345
WVOZ			44	.8	247			36	.7	274			61	1.2	310
TOTAL			1628	31.3	4264			1333	25.6	3443			1275	24.5	3665

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			60	1.2	506			62	1.2	430			73	1.4	396
WBMJ		130	139	2.7	1032			155	3.0	1007			152	2.9	921
WEYA			14	.3	130			12	.2	120			10	.2	101
WF10		38	21	.4	110			22	.4	110			21	.4	110
WHDA			9	.2	111			12	.2	111			14	.3	92
WIAC			46	.9	483			60	1.2	464			64	1.2	424
WIAC-FM			33	.6	286			38	.7	268			35	.7	264
W10B			23	.4	158			28	.5	158			23	.4	152
WKAO			139	2.7	1516			184	3.5	1499			233	4.5	1441
WKAO-FM			25	.5	317			31	.6	307			28	.5	283
TOT															
WKVM			89	1.7	639			116	2.2	635			119	2.3	626
WLUZ			44	.8	537			53	1.0	521			71	1.4	497
WOLA			24	.5	222			23	.4	205			19	.4	186
WDRD			16	.3	179			16	.3	153			15	.3	136
WPRM		110	71	1.4	661			86	1.7	655			73	1.4	616
WQBS			42	.8	477			53	1.0	477			53	1.0	424
WQ11		169	163	3.1	1234			189	3.6	1216			182	3.5	1165
WRA1					68					42					38
WRSJ			8	.2	135			8	.2	126			8	.2	89
WSRA		55	52	1.0	364			59	1.1	344			55	1.1	323
WUNO			93	1.8	534			117	2.2	512			114	2.2	483
WVOZ			40	.8	502			47	.9	464			52	1.0	428
TOTAL			1194	22.9	5030			1408	27.0	4992			1452	27.9	4884



SAN JUAN
FALL, 1977

ADULTS 18-49 (00)
C.Z. = 5209
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			56	1.1	181
WBMJ		81	94	1.8	361
WEYA			18	.3	62
WFID			19	.4	65
WHOA			3	.1	40
WIAC			10	.2	105
WIAC-FM			16	.3	101
WIOB			11	.2	45
WKAQ			20	.4	168
WKAQ-FM			13	.2	83
TOT					
WKVM			22	.4	114
WLUZ			23	.4	109
WDLA			23	.4	111
WORD			22	.4	67
WPRM			41	.8	238
WQBS			14	.3	73
WQII	#	93	93	1.8	295
WRAI			1		42
WRSJ			7	.1	32
WSRA		8151	34	.7	162
WUNO			38	.7	145
WVOZ			23	.4	140
TOTAL			636	12.2	2138

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	38	.7	30	.6	17	.3	10	.2
WBMJ	89	1.7	191	3.7	131	2.5	73	1.4
WEYA	18	.3	19	.4	26	.5	12	.2
WFID	20	.4	26	.5	25	.5	11	.2
WHOA	5	.1	17	.3	17	.3	4	.1
WIAC	38	.7	50	1.0	48	.9	12	.2
WIAC-FM	18	.3	66	1.3	44	.8	12	.2
WIOB	13	.2	10	.2	22	.4	8	.2
WKAQ	153	2.9	65	1.2	32	.6	10	.2
WKAQ-FM	24	.5	41	.8	10	.2		
TOT	177	3.4						
WKVM	100	1.9	80	1.5	47	.9	20	.4
WLUZ	34	.7	45	.9	43	.8	19	.4
WDLA	11	.2	59	1.1	26	.5	18	.3
WORD	12	.2	45	.9	16	.3	9	.2
WPRM	61	1.2	114	2.2	97	1.9	49	.9
WQBS	16	.3	47	.9	28	.5	4	.1
WQII	99	1.9	150	2.9	113	2.2	51	1.0
WRAI			6	.1	7	.1	7	.1
WRSJ	2		13	.2	11	.2		
WSRA	19	.4	56	1.1	49	.9	10	.2
WUNO	83	1.6	106	2.0	72	1.4	31	.6
WVOZ	35	.7	52	1.0	14	.3	15	.3
TOTAL	913	17.5	1372	26.3	973	18.7	429	8.2

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			55	1.1	272
WBMJ			126	2.4	756
WEYA			17	.3	105
WFID			21	.4	110
WHOA			12	.2	83
WIAC			27	.5	278
WIAC-FM			29	.6	181
WIOB			19	.4	124
WKAQ			50	1.0	498
WKAQ-FM			24	.5	175
TOT					
WKVM			49	.9	354
WLUZ			32	.6	236
WDLA			23	.4	175
WORD			18	.3	145
WPRM			57	1.1	553
WQBS			27	.5	275
WQII			131	2.5	837
WRAI			1		42
WRSJ			7	.1	78
WSRA			44	.8	285
WUNO			68	1.3	378
WVOZ			41	.8	353
TOTAL			921	17.7	3927

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	22	.4	21	.4	47	.9	17	.3
WBMJ	64	1.2	160	3.1	106	2.0	39	.7
WEYA	13	.2	17	.3	9	.2	5	.1
WFID			17	.3	17	.3	8	.2
WHOA	5	.1	39	.7	40	.8	10	.2
WIAC	12	.2	41	.8	28	.5	4	.1
WIAC-FM	12	.2	36	.7	55	1.1	13	.2
WIOB	5	.1	6	.1				
WKAQ	63	1.2	54	1.0	18	.3	6	.1
WKAQ-FM	9	.2	73	1.4	30	.6	7	.1
TOT	72	1.4	127	2.4				
WKVM	42	.8	50	1.0	18	.3		
WLUZ	19	.4	39	.7	15	.3	9	.2
WDLA	6	.1	29	.6	29	.6	8	.2
WORD	11	.2	34	.7	20	.4	7	.1
WPRM	31	.6	101	1.9	89	1.7	33	.6
WQBS	21	.4	25	.5	10	.2	6	.1
WQII	53	1.0	131	2.5	108	2.1	38	.7
WRAI	4	.1	4	.1	6	.1	3	.1
WRSJ			5	.1	6	.1		
WSRA	10	.2	43	.8	54	1.0	10	.2
WUNO	31	.6	89	1.7	56	1.1	17	.3
WVOZ	10	.2	33	.6	13	.2	7	.1
TOTAL	450	8.6	1090	20.9	812	15.6	274	5.3



SAN JUAN
FALL, 1977

ADULTS 25-49 (00)
C-2 = 3655
RSA =

MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			87	2.4	298			43	1.2	157			53	1.5	163
WBMJ			69	1.9	273			74	2.0	260			67	1.8	308
WEYA			6	.2	53			14	.4	57			15	.4	74
WFID			16	.4	48			22	.6	69			15	.4	69
WHOA			5	.1	42			10	.3	38			24	.7	71
WIAC			72	2.0	286			36	1.0	169			37	1.0	189
WIAC-FM			20	.5	117			28	.8	125			29	.8	81
WIOB			11	.3	54			34	.9	92			28	.8	92
WKAO			320	8.8	1079			81	2.2	437			63	1.7	349
WKAO-FM			18	.5	121			26	.7	88			27	.7	127
TOT			338	9.2	1159										
WKVM			131	3.6	404			88	2.4	320			64	1.8	253
WLUZ			95	2.6	363			23	.6	154			41	1.1	200
WOLA			6	.2	28			2	.1	16			2	.1	5
WORD			8	.2	51			9	.2	60			11	.3	91
WPRM			43	1.2	161			70	1.9	204			53	1.5	226
WOBS			46	1.3	264			40	1.1	184			32	.9	163
WOI1			128	3.5	588			158	4.3	485			120	3.3	455
WRAI					26					16					12
WRSJ			8	.2	80			9	.2	67			7	.2	53
WSRA			46	1.3	158			54	1.5	172			55	1.5	207
WUNO			102	2.8	283			97	2.7	220			80	2.2	244
WVOZ			31	.8	177			23	.6	186			32	.9	178
TOTAL			1271	34.8	3163			947	25.9	2372			854	23.4	2475

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			58	1.6	442			60	1.6	382			70	1.9	354
WBMJ			61	1.7	488			70	1.9	484			68	1.9	440
WEYA			12	.3	118			12	.3	114			10	.3	95
WFID			16	.4	69			18	.5	69			16	.4	69
WHOA			9	.2	89			12	.3	89			14	.4	80
WIAC			35	1.0	420			47	1.3	411			54	1.5	380
WIAC-FM			23	.6	179			26	.7	168			24	.7	164
WIOB			21	.6	123			25	.7	123			19	.5	117
WKAO			112	3.1	1231			149	4.1	1221			192	5.3	1178
WKAO-FM			20	.5	217			24	.7	217			22	.6	207
TOT															
WKVM			71	1.9	512			94	2.6	508			97	2.7	499
WLUZ			41	1.1	503			52	1.4	487			69	1.9	470
WOLA			3	.1	32			3	.1	32			4	.1	32
WORD			12	.3	145			11	.3	119			11	.3	108
WPRM			48	1.3	325			58	1.6	325			49	1.3	296
WOBS			33	.9	335			40	1.1	335			40	1.1	308
WOI1			116	3.2	773			137	3.7	761			125	3.4	719
WRAI					68					42					38
WRSJ			7	.2	126			8	.2	126			8	.2	89
WSRA			47	1.3	299			52	1.4	285			50	1.4	264
WUNO			72	2.0	376			93	2.5	366			92	2.5	343
WVOZ			23	.6	324			29	.8	310			31	.8	280
TOTAL			847	23.2	3551			1020	27.9	3536			1063	29.1	3478



SAN JUAN
FALL, 1977

ADULTS 25-49 (00)
C.Z.= 3655
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			56	1.5	165
WBMJ			36	1.0	113
WEYA			11	.3	50
WFID			11	.3	33
WHOA			3	.1	28
WIAC			4	.1	60
WIAC-FM			13	.4	48
WIOB			11	.3	39
WKAQ			15	.4	110
WKAQ-FM TOT			13	.4	63
WKVM			15	.4	87
WLUZ			17	.5	88
WOLA					
WORD			22	.6	58
WPRM			30	.8	147
WQBS			13	.4	46
WQII			58	1.6	148
WRAI			1		42
WRSJ			3	.1	23
WSRA			33	.9	121
WUND			22	.6	98
WVOZ			8	.2	66
TOTAL			397	10.9	1340

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	38	1.0	30	.8	17	.5	10	.3
WBMJ	40	1.1	100	2.7	76	2.1	39	1.1
WEYA	18	.5	19	.5	26	.7	12	.3
WFID	20	.5	21	.6	20	.5	8	.2
WHOA	5	.1	17	.5	17	.5	4	.1
WIAC	36	1.0	40	1.1	41	1.1	12	.3
WIAC-FM	11	.3	44	1.2	26	.7	2	.1
WIOB	11	.3	8	.2	15	.4	6	.2
WKAQ	138	3.8	58	1.6	25	.7	10	.3
WKAQ-FM TOT	19	.5	36	1.0	10	.3		
	157	4.3						
WKVM	93	2.5	70	1.9	43	1.2	14	.4
WLUZ	31	.8	39	1.1	34	.9	17	.5
WOLA	2	.1	9	.2	4	.1		
WORD	10	.3	36	1.0	7	.2	4	.1
WPRM	34	.9	53	1.5	52	1.4	25	.7
WQBS	16	.4	44	1.2	26	.7	4	.1
WQII	73	2.0	92	2.5	78	2.1	37	1.0
WRAI			6	.2	7	.2	7	.2
WRSJ	2	.1	13	.4	11	.3		
WSRA	17	.5	45	1.2	39	1.1	10	.3
WUND	74	2.0	86	2.4	54	1.5	22	.6
WVOZ	16	.4	37	1.0	9	.2	9	.2
TOTAL	718	19.6	938	25.7	666	18.2	270	7.4

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			53	1.5	229
WBMJ			50	1.4	321
WEYA			13	.4	93
WFID			13	.4	69
WHOA			12	.3	71
WIAC			18	.5	215
WIAC-FM			20	.5	101
WIOB			19	.5	98
WKAQ			37	1.0	387
WKAQ-FM TOT			21	.6	133
WKVM			36	1.0	279
WLUZ			28	.8	215
WOLA			1		5
WORD			17	.5	117
WPRM			39	1.1	260
WQBS			21	.6	169
WQII			85	2.3	494
WRAI			1		42
WRSJ			5	.1	69
WSRA			42	1.1	220
WUND			48	1.3	265
WVOZ			20	.5	197
TOTAL			601	16.4	2630

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	22	.6	21	.6	47	1.3	17	.5
WBMJ	20	.5	56	1.5	41	1.1	22	.6
WEYA	13	.4	17	.5	9	.2	3	.1
WFID			17	.5	16	.4	8	.2
WHOA	5	.1	34	.9	38	1.0	4	.1
WIAC	12	.3	34	.9	24	.7	4	.1
WIAC-FM	4	.1	25	.7	27	.7		
WIOB	5	.1	6	.2				
WKAQ	50	1.4	44	1.2	17	.5	5	.1
WKAQ-FM TOT	6	.2	46	1.3	16	.4	5	.1
	56	1.5	90	2.5				
WKVM	29	.8	37	1.0	17	.5		
WLUZ	19	.5	30	.8	10	.3	9	.2
WOLA	3	.1	9	.2	9	.2		
WORD	7	.2	25	.7	11	.3	2	.1
WPRM	21	.6	52	1.4	38	1.0	15	.4
WQBS	20	.5	19	.5	9	.2	2	.1
WQII	41	1.1	103	2.8	91	2.5	38	1.0
WRAI	4	.1	4	.1	6	.2	3	.1
WRSJ			5	.1	6	.2		
WSRA	10	.3	39	1.1	53	1.5	8	.2
WUND	31	.8	75	2.1	38	1.0	13	.4
WVOZ	10	.3	17	.5	6	.2		
TOTAL	335	9.2	734	20.1	543	14.9	171	4.7



SAN JUAN
FALL, 1977

MONDAY-FRIDAY

ADULTS 25-54 (00)
C.Z.= 4128
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			94	2.3	335			50	1.2	179			61	1.5	191
WBMJ			72	1.7	285			80	1.9	266			74	1.8	318
WEYA			7	.2	69			14	.3	64			15	.4	89
WFID			23	.6	59			32	.8	85			24	.6	81
WQOA			10	.2	49			17	.4	45			29	.7	78
WIAC			81	2.0	335			48	1.2	209			46	1.1	230
WIAC-FM			23	.6	125			32	.8	129			30	.7	85
WIOB			11	.3	54			34	.8	96			38	.9	103
WKAO			367	8.9	1271			100	2.3	514			77	1.9	397
WKAO-FM			20	.5	143			27	.7	104			30	.7	136
TOT			387	9.4	1369										
WKVM			174	4.2	522			106	2.6	376			79	1.9	299
WLUZ			131	3.2	444			35	.8	187			45	1.1	230
WOLA			6	.1	32			2		25			2		5
WORD			17	.4	76			19	.5	86			15	.4	106
WPRM			44	1.1	165			71	1.7	208			53	1.3	226
WQBS			59	1.4	283			45	1.1	197			40	1.0	180
WQII			134	3.2	608			158	3.8	491			127	3.1	469
WRAI			3	.1	39					23			3	.1	16
WRSJ			10	.2	96			12	.3	71			7	.2	57
WSPA			53	1.3	198			72	1.7	215			73	1.8	250
WUNO			114	2.8	307			108	2.6	242			86	2.1	267
WVOZ			31	.8	177			23	.6	186			32	.8	183
TOTAL			1485	36.0	3583			1094	26.5	2666			982	23.8	2770

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			65	1.6	514			67	1.8	439			77	1.9	407
WBMJ			65	1.6	503			76	1.8	499			73	1.8	455
WEYA			14	.3	146			12	.3	138			11	.3	119
WFID			23	.6	85			27	.7	85			24	.6	85
WQOA			13	.3	96			18	.4	96			19	.5	87
WIAC			42	1.0	503			58	1.4	491			64	1.6	447
WIAC-FM			25	.6	187			28	.7	176			26	.6	172
WIOB			23	.6	134			28	.7	134			24	.6	128
WKAO			133	3.2	1440			176	4.3	1430			222	5.4	1386
WKAO-FM			21	.5	244			26	.6	244			26	.6	231
TOT															
WKVM			89	2.2	637			119	2.9	633			126	3.1	620
WLUZ			55	1.3	602			68	1.6	579			88	2.1	558
WOLA			3	.1	41			3	.1	41			4	.1	36
WORD			18	.4	175			19	.5	149			17	.4	138
WPRM			48	1.2	329			58	1.4	329			50	1.2	300
WQBS			39	.9	364			48	1.2	364			50	1.2	336
WQII			119	2.9	804			142	3.4	788			131	3.2	746
WRAI			2		90			2		59			3	.1	55
WRSJ			9	.2	142			10	.2	142			9	.2	105
WSPA			60	1.5	354			67	1.6	333			62	1.5	312
WUNO			82	2.0	420			104	2.5	403			100	2.4	380
WVOZ			23	.6	333			29	.7	315			31	.8	284
TOTAL			980	23.7	3999			1181	28.6	3980			1234	29.9	3923



SAN JUAN
FALL, 1977

ADULTS 25-54 (00)
C.Z. = 4128
RSA =

MONDAY-FRIDAY

SATURDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			65	1.6	194
WBMJ			37	.9	120
WEYA			16	.4	66
WFID			15	.4	44
WHDG			3	.1	28
WIAC			4	.1	68
WIAC-FM			13	.3	48
WIOB			13	.3	43
WKAO			19	.5	116
WKAO-FM			15	.4	69
TOT					
WKVM			16	.4	99
WLUZ			25	.6	103
WOLA					
WORD			22	.5	62
WPRM			30	.7	147
WQBS			14	.3	51
WOII			60	1.5	157
WRAT			3	.1	51
WRSJ			3	.1	27
WSRA			45	1.1	153
WUND			29	.7	114
WVOZ			9	.2	74
TOTAL			459	11.1	1503

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	43	1.0	30	.7	17	.4	10	.2
WBMJ	42	1.0	101	2.4	76	1.8	39	.9
WEYA	21	.5	20	.5	26	.6	13	.3
WFID	22	.5	25	.6	21	.5	8	.2
WHDG	5	.1	17	.4	17	.4	4	.1
WIAC	50	1.2	53	1.3	47	1.1	12	.3
WIAC-FM	11	.3	44	1.1	26	.6	2	
WIOB	11	.3	8	.2	21	.5	6	.1
WKAO	170	4.1	78	1.9	28	.7	10	.2
WKAO-FM	19	.5	36	.9	10	.2		
TOT	189	4.6						
WKVM	108	2.6	79	1.9	47	1.1	14	.3
WLUZ	45	1.1	49	1.2	40	1.0	21	.5
WOLA	2		9	.2	4	.1		
WORD	14	.3	45	1.1	10	.2	4	.1
WPRM	36	.9	55	1.3	52	1.3	25	.6
WQBS	18	.4	45	1.1	30	.7	4	.1
WOII	79	1.9	97	2.3	82	2.0	37	.9
WRAT	6	.1	9	.2	7	.2	7	.2
WRSJ	2		15	.4	13	.3		
WSRA	26	.6	57	1.4	48	1.2	10	.2
WUND	78	1.9	92	2.2	64	1.6	23	.6
WVOZ	16	.4	37	.9	9	.2	9	.2
TOTAL	841	20.4	1042	25.2	728	17.6	277	6.7

MONDAY-FRIDAY

SUNDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			63	1.5	279
WBMJ			54	1.3	331
WEYA			16	.4	115
WFID			19	.5	81
WHDG			14	.3	78
WIAC			23	.6	260
WIAC-FM			20	.5	105
WIOB			24	.6	109
WKAO			45	1.1	435
WKAO-FM			23	.6	142
TOT					
WKVM			44	1.1	325
WLUZ			34	.8	253
WOLA			1		5
WORD			19	.5	132
WPRM			39	.9	260
WQBS			25	.6	191
WOII			88	2.1	516
WRAT			4	.1	51
WRSJ			5	.1	73
WSRA			56	1.4	270
WUND			55	1.3	296
WVOZ			20	.5	205
TOTAL			692	16.8	2944

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	22	.5	26	.6	47	1.1	20	.5
WBMJ	21	.5	56	1.4	41	1.0	22	.5
WEYA	18	.4	17	.4	9	.2	3	.1
WFID			28	.7	24	.6	13	.3
WHDG	5	.1	34	.8	38	.9	4	.1
WIAC	13	.3	38	.9	27	.7	4	.1
WIAC-FM	6	.1	29	.7	29	.7		
WIOB	5	.1	6	.1				
WKAO	65	1.6	56	1.4	22	.5	5	.1
WKAO-FM	7	.2	46	1.1	16	.4	5	.1
TOT	72	1.7	102	2.5				
WKVM	38	.9	51	1.2	22	.5	1	
WLUZ	22	.5	30	.7	10	.2	9	.2
WOLA	3	.1	9	.2	9	.2		
WORD	13	.3	33	.8	13	.3	2	
WPRM	23	.6	56	1.4	41	1.0	15	.4
WQBS	20	.5	19	.5	9	.2	2	
WOII	47	1.1	111	2.7	91	2.2	38	.9
WRAT	7	.2	6	.1	6	.1	3	.1
WRSJ			8	.2	10	.2	2	
WSRA	19	.5	51	1.2	64	1.6	8	.2
WUND	31	.8	81	2.0	42	1.0	16	.4
WVOZ	10	.2	17	.4	6	.1		
TOTAL	400	9.7	825	20.0	589	14.3	186	4.5



SAN JUAN
FALL, 1977

ADULTS 35-64 (00)
C.Z. = 3386
RSA =

MONDAY-FRIDAY

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			84	2.5	323			49	1.4	142			49	1.4	198
WBMJ			26	.8	119			35	1.0	130			34	1.0	140
WEYA			6	.2	42			13	.4	47			13	.4	72
WFID			26	.8	55			41	1.2	87			34	1.0	83
WHOA			10	.3	40			17	.5	27			24	.7	60
WIAC			72	2.1	302			54	1.6	244			52	1.5	247
WIAC-FM			11	.3	82			22	.6	70			13	.4	39
WIOB			5	.1	34			3	.1	31			16	.5	44
WKAQ			391	11.5	1226			90	2.7	503			85	2.5	369
WKAQ-FM			31	.9	158			31	.9	103			30	.9	85
TOT			422	12.5	1329										
WKVM			170	5.0	519			83	2.5	338			76	2.2	243
WLUZ			131	3.9	432			67	2.0	223			55	1.6	279
WOLA			2	.1	12			1		13					
WJRD			21	.6	79			19	.6	91			15	.4	108
WPRM			28	.8	84			38	1.1	106			21	.6	76
WQBS			65	1.9	246			43	1.3	163			36	1.1	161
WQII			57	1.7	338			85	2.5	214			62	1.8	226
WRAI			3	.1	29					31			3	.1	18
WRSJ			8	.2	80			7	.2	51			7	.2	42
WSRA			40	1.2	152			66	1.9	204			63	1.9	215
WUND			77	2.3	161			82	2.4	141			60	1.8	154
WVOZ			20	.6	86			11	.3	65			8	.2	83
TOTAL			1283	37.9	2943			862	25.5	2049			756	22.3	2065

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			60	1.8	514			60	1.8	426			65	1.9	413
WBMJ			27	.8	229			32	.9	219			30	.9	198
WEYA			15	.4	125			11	.3	105			10	.3	92
WFID			28	.8	87			35	1.0	87			31	.9	87
WHOA			12	.4	60			17	.5	60			17	.5	60
WIAC			45	1.3	512			60	1.8	500			62	1.8	447
WIAC-FM			14	.4	122			15	.4	111			12	.4	99
WIOB			6	.2	63			8	.2	63			11	.3	63
WKAQ			140	4.1	1396			182	5.4	1396			237	7.0	1350
WKAQ-FM			23	.7	213			30	.9	213			32	.9	200
TOT															
WKVM			81	2.4	616			107	3.2	611			121	3.6	591
WLUZ			69	2.0	598			83	2.5	575			92	2.7	549
WOLA			1		17			1		17			1		12
WJRD			17	.5	184			20	.6	164			19	.6	153
WPRM			24	.7	114			30	.9	114			26	.8	114
WQBS			38	1.1	326			47	1.4	326			51	1.5	315
WQII			56	1.7	438			70	2.1	434			60	1.8	416
WRAI			3	.1	82			2	.1	51			3	.1	47
WRSJ			6	.2	92			7	.2	92			8	.2	80
WSRA			52	1.5	299			57	1.7	287			51	1.5	266
WUND			57	1.7	244			75	2.2	230			69	2.0	222
WVOZ			10	.3	154			14	.4	138			13	.4	129
TOTAL			788	23.3	3283			960	28.4	3232			1020	30.1	3194



SAN JUAN
FALL, 1977

ADULTS 35-64 (00)
C.Z. = 3386
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			66	1.9	172
WBMJ			13	.4	64
WEYA			23	.7	79
WFID			16	.5	53
WHOA			2	.1	19
WIAC			8	.2	44
WIAC-FM			6	.2	23
WIOB			4	.1	21
WKAO			27	.8	126
WKAO-FM			10	.3	36
TOT					
WKVM			19	.6	95
WLUZ			33	1.0	111
WOLA					
WORD			14	.4	54
WPRM			12	.4	27
WQBS			14	.4	41
WQII			21	.6	68
WRAI			6	.2	45
WRSJ					11
WSRA			38	1.1	125
WUNO			14	.4	58
WVOZ			1	.1	43
TOTAL			345	10.2	1084

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	41	1.2	20	.6	10	.3	17	.5
WBMJ	19	.6	26	.8	32	.9	3	.1
WEYA	16	.5	23	.7	21	.6	13	.4
WFID	31	.9	33	1.0	29	.9	13	.4
WHOA	5	.1	17	.5	13	.4	2	.1
WIAC	48	1.4	48	1.4	27	.8		
WIAC-FM	11	.3	29	.9	20	.6	7	.2
WIOB					6	.2		
WKAO	176	5.2	76	2.2	36	1.1	14	.4
WKAO-FM	11	.3	9	.3	5	.1		
TOT	187	5.5						
WKVM	96	2.8	57	1.7	40	1.2	9	.3
WLUZ	54	1.6	61	1.8	48	1.4	35	1.0
WOLA	5	.1	7	.2	4	.1		
WORD	12	.4	33	1.0	12	.4		
WPRM	10	.3	33	1.0	24	.7	11	.3
WQBS	11	.3	33	1.0	25	.7	2	.1
WQII	47	1.4	37	1.1	37	1.1	16	.5
WRAI	6	.2	3	.1	7	.2	7	.2
WRSJ	1	.1	6	.2	6	.2		
WSRA	28	.8	48	1.4	63	1.9	10	.3
WUNO	62	1.8	63	1.9	45	1.3	10	.3
WVOZ	4	.1	8	.2	2	.1		
TOTAL	696	20.6	678	20.0	514	15.2	175	5.2

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			60	1.8	304
WBMJ			23	.7	150
WEYA			20	.6	104
WFID			24	.7	83
WHOA			11	.3	60
WIAC			28	.8	264
WIAC-FM			9	.3	50
WIOB			9	.3	44
WKAO			53	1.6	413
WKAO-FM			20	.6	91
TOT					
WKVM			44	1.3	277
WLUZ			44	1.3	302
WOLA					
WORD			16	.5	128
WPRM			15	.4	76
WQBS			23	.7	172
WQII			37	1.1	253
WRAI			5	.1	53
WRSJ			3	.1	49
WSRA			48	1.4	226
WUNO			34	1.0	174
WVOZ			4	.1	104
TOTAL			528	15.6	2233

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	21	.6	15	.4	43	1.3	4	.1
WBMJ	7	.2	5	.1	9	.3	3	.1
WEYA	16	.5	13	.4	9	.3	3	.1
WFID			35	1.0	23	.7	12	.4
WHOA	5	.1	21	.6	22	.6		
WIAC	18	.5	25	.7	17	.5	1	.1
WIAC-FM	3	.1	21	.6	24	.7	1	.1
WIOB								
WKAO	90	2.7	44	1.3	22	.6	6	.2
WKAO-FM	13	.4	17	.5	9	.3		
TOT	103	3.0	61	1.8				
WKVM	40	1.2	44	1.3	22	.6	1	.1
WLUZ	18	.5	23	.7	10	.3	9	.3
WOLA	3	.1	8	.2	4	.1		
WORD	10	.3	26	.8	11	.3		
WPRM	16	.5	28	.8	24	.7	7	.2
WQBS	3	.1	23	.7	4	.1	2	.1
WQII	24	.7	56	1.7	28	.8	8	.2
WRAI	7	.2	6	.2	6	.2	3	.1
WRSJ			3	.1	4	.1	2	.1
WSRA	19	.6	43	1.3	55	1.6	2	.1
WUNO	17	.5	64	1.9	26	.8	9	.3
WVOZ	3	.1	2	.1				
TOTAL	339	10.0	528	15.6	378	11.2	77	2.3



SAN JUAN
FALL 1977

MONDAY-FRIDAY

PERSONS 12-24 (00)
C.Z.= 3098
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			7	.2	67			4	.1	57			8	.3	93
WBMJ			128	4.1	630			125	4.0	733			266	8.6	1067
WEYA					7								10	.3	50
WFID								3	.1	16					19
WHDQ										10					40
WIAC			12	.4	37			15	.5	46			13	.4	86
WIAC-FM			9	.3	57			11	.4	97			14	.5	56
WIOB			7	.2	35			1		36			2	.1	225
WKAO			79	2.6	376			41	1.3	212			44	1.4	71
WKAO-FM			19	.6	83			11	.4	80			7	.2	164
TOT			98	3.2	426										44
WKVM			36	1.2	165			32	1.0	162			39	1.3	44
WLUZ			15	.5	78					16			1		237
WOLA			11	.4	110			31	1.0	144			27	.9	28
WORO			6	.2	18			7	.2	34			2	.1	609
WPRM			32	1.0	300			57	1.8	475			91	2.9	148
WQBS			18	.6	77			13	.4	88			20	.6	627
WQII			83	2.7	441			65	2.1	405			118	3.8	94
WRAI			2	.1	10										257
WRSJ															259
WSRA			8	.3	17			16	.5	51			15	.5	2543
WUNO			51	1.6	193			32	1.0	175			52	1.7	
WVOZ			23	.7	139			17	.5	157			48	1.5	
TOTAL			575	18.6	1984			546	17.6	1962			853	27.5	

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			5	.2	160			6	.2	144			8	.3	122
WBMJ			172	5.6	1416			169	5.5	1343			197	6.4	1259
WEYA			3	.1	25					19					19
WFID			5	.2	50			4	.1	50			6	.2	50
WHDQ			1		41					29					19
WIAC			12	.4	104			14	.5	80			11	.4	71
WIAC-FM			10	.3	143			12	.4	136			11	.4	129
WIOB			2	.1	70			4	.1	70			5	.2	65
WKAO			42	1.4	540			53	1.7	526			61	2.0	490
WKAO-FM			8	.3	163			11	.4	153			12	.4	139
TOT															
WKVM			30	1.0	288			36	1.2	262			38	1.2	250
WLUZ			6	.2	94			5	.2	94			8	.3	87
WOLA			27	.9	350			25	.8	309			20	.6	290
WORO			4	.1	43			5	.2	34			4	.1	28
WPRM			53	1.7	717			60	1.9	693			61	2.0	676
WQBS			14	.5	215			17	.5	206			19	.6	180
WQII			80	2.6	826			87	2.8	803			100	3.2	794
WRAI			1		10			1		10			1		10
WRSJ			1		9										
WSRA			12	.4	108			13	.4	94			11	.4	94
WUNO			41	1.3	364			45	1.5	345			51	1.6	335
WVOZ			29	.9	375			29	.9	315			35	1.1	303
TOTAL			605	19.5	2997			649	20.9	2953			714	23.0	2874



SAN JUAN
FALL, 1977

PERSONS 12-24 (00)
C.Z. = 3098
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA					44
WBMJ			176	5.7	673
WEYA			9	.3	18
WFID			8	.3	32
WFOA			2	.1	24
WIAC			7	.2	65
WIAC-FM			3	.1	68
WIOB					6
WKAO			11	.4	114
WKAO-FM					31
TOT					
WKVM			13	.4	71
WLUZ			7	.2	28
WOLA			34	1.1	208
WORO					18
WPRM			35	1.1	261
WQBS			10	.3	60
WQII			61	2.0	284
WRAI					
WRSJ			4	.1	9
WSRA			9	.3	74
WUND			32	1.0	119
WVOZ			31	1.0	192
TOTAL			489	15.8	1666

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	4	.1	6	.2	2	.1	1	
WBMJ	97	3.1	214	6.9	167	5.4	77	2.5
WEYA	2	.1	7	.2	2	.1		
WFID			5	.2	5	.2	5	.2
WFOA	10	.3	14	.5			2	.1
WIAC	2	.1	10	.3	7	.2		
WIAC-FM	7	.2	22	.7	18	.6	10	.3
WIOB	2	.1	2	.1	7	.2	2	.1
WKAO	31	1.0	27	.9	15	.5		
WKAO-FM	8	.3	5	.2			1	
TOT	39	1.3						
WKVM	16	.5	33	1.1	25	.8	12	.4
WLUZ	3	.1	6	.2	9	.3	2	.1
WOLA	13	.4	78	2.5	41	1.3	27	.9
WORO	2	.1	10	.3	9	.3	5	.2
WPRM	51	1.6	113	3.6	94	3.0	50	1.6
WQBS			7	.2	4	.1	2	.1
WQII	48	1.5	103	3.3	77	2.5	35	1.1
WRAI								
WRSJ								
WSRA	2	.1	15	.5	10	.3	3	.1
WUND	20	.6	51	1.6	39	1.3	21	.7
WVOZ	22	.7	23	.7	6	.2	10	.3
TOTAL	361	11.7	826	26.7	604	19.5	295	9.5

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			4	.1	125
WBMJ			216	7.0	1213
WEYA			5	.2	18
WFID			8	.3	50
WFOA			1		31
WIAC			9	.3	83
WIAC-FM			9	.3	109
WIOB			1		56
WKAO			26	.8	247
WKAO-FM			3	.1	80
TOT					
WKVM			25	.8	189
WLUZ			5	.2	44
WOLA			31	1.0	302
WORO			1		37
WPRM			59	1.9	633
WQBS			14	.5	166
WQII			86	2.8	680
WRAI					
WRSJ			2	.1	9
WSRA			11	.4	108
WUND			41	1.3	276
WVOZ			38	1.2	324
TOTAL			651	21.0	2721

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.1	7	.2	7	.2		
WBMJ	69	2.2	224	7.2	152	4.9	56	1.8
WEYA			2	.1	3	.1	2	.1
WFID					1			
WFOA			9	.3	2	.1	6	.2
WIAC			7	.2	4	.1		
WIAC-FM	8	.3	11	.4	28	.9	13	.4
WIOB								
WKAO	15	.5	18	.6	10	.3	5	.2
WKAO-FM	8	.3	32	1.0	15	.5	2	.1
TOT	23	.7	50	1.6				
WKVM	14	.5	19	.6	1			
WLUZ			9	.3	5	.2		
WOLA	8	.3	25	.8	20	.6	10	.3
WORO	6	.2	9	.3	9	.3	5	.2
WPRM	13	.4	82	2.6	81	2.6	31	1.0
WQBS	1		10	.3	1		5	.2
WQII	23	.7	72	2.3	40	1.3	13	.4
WRAI								
WRSJ								
WSRA			7	.2	11	.4	3	.1
WUND			31	1.0	35	1.1	4	.1
WVOZ			36	1.2	17	.5	19	.6
TOTAL	174	5.6	660	21.3	498	16.1	202	6.5



SAN JUAN
FALL 1977

MONDAY-FRIDAY

TEENS 12-17 (00)
C.Z.= 1544
RSA =

STATION	6 AM-10 AM					10 AM-3 PM					3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			6	.4	45			3	.2	45			4	.3	66
WBMJ			58	3.8	351			38	2.5	446			168	10.9	696
WEYA					7										6
WFID													1	.1	9
WHOA															7
WIAC			3	.2	21										6
WIAC-FM					15										22
WIOB													2	.1	30
WKAO			20	1.3	162			15	1.0	118			21	1.4	120
WKAO-FM			13	.8	39			1	.1	38					38
TOT			33	2.1	194										
WKVM			10	.6	59			11	.7	85			21	1.4	89
WLUZ			10	.6	51								1	.1	23
WOLA			2	.1	51			5	.3	37			7	.5	94
WORD															
WPRM			12	.8	105			23	1.5	222			62	4.0	322
WQBS			6	.4	31								7	.5	42
WQ11			28	1.8	162			23	1.5	191			58	3.8	312
WRA1			2	.1	10										
WRSJ															
WSRA			2	.1	5			6	.4	20			10	.6	35
WUNO			31	2.0	94			7	.5	82			28	1.8	156
WVOZ			10	.6	69			4	.3	69			19	1.2	127
TOTAL			218	14.1	883			160	10.4	891			432	28.0	1353

STATION	6 AM-12 MID					6 AM-7 PM					6 AM-10 AM/3 PM-7 PM				
	R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE			R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			3	.2	96			4	.3	96			5	.3	80
WBMJ			94	6.1	872			84	5.4	820			113	7.3	778
WEYA			1	.1	13										13
WFID					9								1	.1	9
WHOA			1	.1	19										7
WIAC			1	.1	41			1	.1	27			1	.1	27
WIAC-FM					36										29
WIOB					35			1	.1	35			1	.1	30
WKAO			15	1.0	255			18	1.2	248			20	1.3	227
WKAO-FM			3	.2	63			4	.3	63			6	.4	63
TOT															
WKVM			12	.8	161			14	.9	135			16	1.0	123
WLUZ			3	.2	60			4	.3	60			6	.4	60
WOLA			6	.4	160			5	.3	136			5	.3	136
WORD					9										
WPRM			30	1.9	381			32	2.1	363			37	2.4	356
WQBS			5	.3	73			4	.3	64			6	.4	64
WQ11			33	2.1	365			35	2.3	348			43	2.8	348
WRA1			1	.1	10			1	.1	10			1	.1	10
WRSJ															
WSRA			7	.5	43			6	.4	35			6	.4	35
WUNO			20	1.3	206			21	1.4	199			29	1.9	195
WVOZ			12	.8	197			11	.7	161			14	.9	155
TOTAL			258	16.7	1518			261	16.9	1497			325	21.0	1468



SAN JUAN
FALL, 1977

TEENS 12-17 (00)
C.Z. = 1544
RSA =

MONDAY-FRIDAY

STATION	7 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA					28
WBMJ			118	7.6	425
WEYA			2	.1	6
WFID					
WFOA			2	.1	12
WIAC			1	.1	20
WIAC-FM					15
WIOB					
WKAO			6	.4	56
WKAO-FM					11
TOT					
WKVM			6	.4	44
WLUZ			1	.1	7
WOLA			11	.7	97
WOPD					9
WPRM			24	1.6	170
WQBS			9	.6	33
WGII			26	1.7	137
WRAI					
WRSJ					
WSPA			8	.5	33
WUND			16	1.0	72
WVOZ			16	1.0	118
TOTAL			250	16.2	868

SATURDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	4	.3	6	.4	2	.1	1	.1
WBMJ	48	3.1	123	8.0	112	7.3	43	2.8
WEYA	2	.1	7	.5	2	.1		
WFID							2	.1
WFOA	10	.6	14	.9			2	.1
WIAC								
WIAC-FM								
WIOB								
WKAO	16	1.0	20	1.3	8	.5	1	.1
WKAO-FM	3	.2						
TOT	19	1.2						
WKVM	9	.6	23	1.5	21	1.4	6	.4
WLUZ								
WOLA	4	.3	28	1.8	19	1.2	9	.6
WOPD			1	.1				
WPRM	24	1.6	52	3.4	49	3.2	26	1.7
WQBS			4	.3	2	.1	2	.1
WGII	22	1.4	45	2.9	42	2.7	21	1.4
WRAI								
WRSJ								
WSPA			4	.3			3	.2
WUND	11	.7	31	2.0	21	1.4	12	.8
WVOZ	3	.2	8	.5	1	.1	4	.3
TOTAL	166	10.8	392	25.4	297	19.2	136	8.8

MONDAY-FRIDAY

STATION	3 PM-12 MID				
	R.S.A.		CENTRAL ZONE		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	AVG. PERS. RTG.	CUME PERS. (00)
WAPA			2	.1	82
WBMJ			140	9.1	778
WEYA			1	.1	6
WFID					9
WFOA			1	.1	19
WIAC					20
WIAC-FM					29
WIOB			1	.1	30
WKAO			13	.8	136
WKAO-FM					38
TOT					
WKVM			12	.8	114
WLUZ			1	.1	23
WOLA			9	.6	132
WOPD					9
WPRM			41	2.7	340
WQBS			8	.5	60
WGII			40	2.6	337
WRAI					
WRSJ					
WSPA			9	.6	43
WUND			21	1.4	163
WVOZ			17	1.1	168
TOTAL			331	21.4	1424

SUNDAY

STATION	6 AM-10 AM		10 AM-3 PM		3 PM-7 PM		7 PM-12 MID	
	CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE		CENTRAL ZONE	
	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	AVG. PERS. RTG.
WAPA	2	.1	7	.5	7	.5		
WBMJ	25	1.6	120	7.8	87	5.6	39	2.5
WEYA			2	.1	3	.2		
WFID								
WFOA			4	.3				
WIAC								
WIAC-FM								
WIOB								
WKAO	2	.1	8	.5	9	.6	4	.3
WKAO-FM	5	.3	5	.3	1	.1		
TOT	7	.5	13	.8				
WKVM	1	.1	6	.4				
WLUZ								
WOLA	5	.3	5	.3			2	.1
WOPD	2	.1						
WPRM	3	.2	33	2.1	30	1.9	13	.8
WQBS			4	.3			1	.1
WGII	11	.7	44	2.8	23	1.5	13	.8
WRAI								
WRSJ								
WSPA			3	.2	10	.6	1	.1
WUND			17	1.1	17	1.1		
WVOZ			20	1.3	10	.6	12	.8
TOTAL	59	3.8	304	19.7	229	14.8	99	6.4

Programmer's Guide

SECTIONS

- 1 Share Trends (for markets surveyed two or more times per year)
- 2 Shares
- 3 Ratings, Projections and Cumes
- 4 Ratings by Hours
- 5 Additional Time Period Combinations



SAN JUAN

SHARES OF AUDIENCE

STATION	6AM-12MID																				MONDAY-FRIDAY				
	MEN					WOMEN					TEENS					TOTAL									
	OCT-NOV, 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV, 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV, 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV, 1976	WIN 1977	SPR 1977	FALL 1977						
WAPA	3	6	7	8		4	4	5	5				1	1		3	4	5	5						
WBMJ	11	12	12	10		9	12	11	8		37	34	35	36		14	15	15	13						
WEYA	2	1	1	1		2	2	3	1							2	1	2	1						
WFID		3	4	2			2	3	3								2	3	2						
WHOA	2	2	1	1				1	1		2					1	1	1	1						
WIAC	5	3	3	5		4	4	2	4		1	1				4	3	2	4						
WIAC-FM	1	1	1	2		1	1	3	4			1	1			1	1	2	3						
WIOB				2					1										1						
WKAQ	19	15	15	13		17	17	14	15		8	8	7	6		16	15	13	13						
WKAQ-FM	2	2	2	2		2	3	3	2		1	1	2	1		2	2	2	2						
WKVM	8	8	8	6		14	13	12	10		9	5	7	5		11	10	10	8						
WLUZ	4	4	5	6		6	6	5	6			1		1		4	4	4	5						
WOLA	3	5	4	2		1	1	1	1		3	5	7	2		2	3	3	2						
WORD	1	3	2	2		1	1	1	2							1	1	1	2						
WPRM				5					4					12					6						
WQBS	6	5	5	4		6	5	4	4		1		1	2		5	5	4	4						
WQII	6	8	8	8		11	13	13	13		17	24	20	13		10	12	12	11						
WRAI	1	1	1			2	2	1								1	1	1							
WRSJ	2	2	1			1		1	1							1	1	1	1						
WSRA	6	4	6	6		5	5	4	4			1		3		5	4	4	4						
WUNO	9	7	7	6		8	8	9	7		11	13	11	8		9	8	9	7						
WVOZ	4	7	4	4		3	2	2	1		6	5	5	5		4	4	3	3						
TOT (00)	539	577	637	770		641	643	810	867		210	207	273	258		1390	1427	1720	1895						



SAN JUAN

SHARES OF AUDIENCE

STATION	6AM-10AM															MONDAY-FRIDAY				
	MEN					WOMEN					TEENS					TOTAL				
	OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	4	7	6	7		3	4	5	5					1	3	3	5	5	6	
WBMJ	6	8	9	7	6	5	6	6	6	5	35	35	35	27	29	8	9	10	8	7
WEYA	1					1	1	1	1							1		1		1
WFID		2	2	2	2		1	1	1	1							1	1	1	1
WHOA	2	2	1					1			2					1	1	1		
WIAC	4	3	4	6	6	4	3	2	3		1			1		4	3	2	4	6
WIAC-FM		1	1	1		1		2	3			2				1	1	1	2	
WIOR				1					1										1	
WKAO	31	29	27	27	28	25	27	26	27	28	14	13	6	9	11	27	27	25	25	28
WKAO-FM	2	3	2	2		2	3	2	2		1	1	2	6		2	3	2	2	
WKVM	11	12	12	8	8	20	18	17	14	16	21	12	13	5	11	16	15	15	11	11
WLJZ	6	5	7	8	5	9	9	9	10	9	2	2	3	5	10	7	7	8	8	8
WOLA	2	1	1	1	1	1					2	2	1	1		1	1	1	1	1
WORD		3	2	3	3	1	1	1	1	1						1	2	1	2	1
WPRM				4	5				2	6				6	1				3	1
WQBS	7	6	5	4	5	5	5	4	3		1	2	1	3		5	5	4	4	4
WQII	4	5	5	5	6	8	9	9	11	11	13	16	18	13	10	7	8	9	9	9
WRAI	1	1	1			1	1	1	1					1		1	1	1	1	
WRSJ	3	1	1			1	1	1	1							1	1	1	1	
WSRA	2	1	3	4	3	2	2	2	2	1				1		2	1	2	2	3
WUNO	7	7	7	6	6	7	7	8	7	6	8	15	15	14	10	7	7	8	7	7
WVOZ	3	4	3	3		2	1	2	1		2	1	3	5		2	2	2	2	
TOT (00)	790	793	947	1066		1031	1045	1291	1316		184	169	218	218		2005	2007	2456	2600	



SAN JUAN

SHARES OF AUDIENCE

STATION	10AM-3PM										MONDAY-FRIDAY									
	MEN					WOMEN					TEENS					TOTAL				
	OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	2	4	6	5		4	4	4	4				1	2		3	4	4	4	
WSMJ	11	14	14	10	10	10	12	12	9	8	44	29	34	24	32	14	15	17	11	10
WEYA	2	1	1	1		1	2	3	1							1	1	1	1	
WFID		4	5	3	3		2	3	3	3					0		3	3	3	3
WHJA	2	1		1		1	1	1	1		3					1	1		1	
WIAC	4	3	4	6		5	4	3	4			2				4	3	3	4	
WIAC-FM			3	2		1	1	3	5			1	1			1	1	3	3	
WIOB			3	2					1										2	
WKAO	11	8	11	8		12	11	8	10							11	9	9	9	
WKAO-FM	2	2	2	3		4	3	3	2		2	6	3	3	1	3	3	3	3	2
WKVM	7	7	8	6		13	13	13	11		11	3	6	7		10	9	10	8	
WLUZ	4	4	4	6		3	3	2	5							3	3	3	5	
WOLA	4	4	4	2		1	1	1	1			7	3	3		2	3	2	2	
WOPD	1	4	3	2		1	1	1	2							1	2	1	2	
WPRM				7					5					14					7	
WQBS	8	7	5	4		7	6	6	5		1		1			7	6	5	4	
WQCI	8	11	9	10		12	14	14	15		12	30	21	14		11	14	13	13	
WRAI	2					2	2	1								2	1	1		
WRSJ	2	2	1			1	2	2	1							1	1	2	1	
WSRA	9	4	8	7		6	5	4	4							5	4	5	5	
WUNO	11	9	8	6		11	11	11	9		17	12	13	4		11	10	10	7	
WVQZ	5	9	3	4		2	1	2	1		4	4	5	3		4	5	3	2	
TOT (00)	529	588	650	807		741	696	874	991		145	158	305	160		1415	1442	1829	1958	



SAN JUAN

SHARES OF AUDIENCE

STATION	3PM-7PM																			
	MEN					WOMEN					TEENS					TOTAL				
	OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977	
WAPA	2	3	5	6		4	5	6	5					1		3	3	4	5	
WBMJ	13	15	14	11	89	12	17	15	9	88	35	36	37	39	39	17	20	19	16	14
WEYA	2	1	1	1		2	2	5	1							2	1	2	1	
WFID		3	5	3			2	4	3								2	3	3	
WFOA	2	2	2	2				1	1		2	1				1	1	1	1	
WIAC	8	4	3	6		5	3	2	4				1			5	3	2	4	
WIAC-FM	1		1	2		2	1	3	5			1	1			1	1	2	3	
WIOB				3					2										2	
WKAO	15	10	10	7	72	14	11	7	9	72	6	7	5	5	620	13	10	8	8	920
WKAO-FM	1	2	3	3		3	3	4	2			1	1			2	2	3	2	
WKVM	7	7	7	6	72	8	8	8	8	92	5	4	6	5	620	7	7	7	7	72
WLUZ	4	5	4	5		3	3	3	4			1				3	3	3	3	
WOLA	2	4	4	1		2	1	1	1		5	5	7	2		3	3	3	1	
WORD	2	2	2	1		1			2							1	1	1	1	
WPRM				6	9				5	7				14	7				7	14
WOBS	5	5	4	3		6	6	5	4		2	1	2	2		5	4	4	3	
WQ11	6	9	9	9	88	13	15	15	15	77	21	25	24	13	77	12	15	15	12	77
WRAI	2		1			3	3	2								2	1	1		
WRSJ	1	3	1			1		1	1							1	1	1		
WSRA	6	5	7	6	68	6	6	5	6	68			1	2	20	5	4	5	5	68
WUND	9	7	8	6	68	8	9	8	8	68	12	11	9	6	68	9	9	8	7	68
WVOZ	5	7	7	6		5	2	2	2		5	7	3	4		5	5	4	4	
TOT (00)	627	635	660	811		621	634	762	857		318	322	359	432		1566	1591	1781	2100	



SAN JUAN

SHARES OF AUDIENCE

STATION	MEN					WOMEN					TEENS					TOTAL					
	OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		OCT-NOV. 1976	WIN 1977	SPR 1977	FALL 1977		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
WAPA	2	9	16	15		4	5	9	7							2					
WBMJ	15	14	14	12	10	16	15	14	10	11	36	36	32	47	46	21	6	10	18	9	17
WEYA	4	3	2	3		6	3	7	4							3	2	4	4	3	
WF10		3	4	3			3	6	5								2	4	3		
WHDA	2	2	1								1			1		1	1				
WIAC	4	1	2	1		2	3	1	2		3	3				3	2	1	1	1	
WIAC-FM	1	2		1		2	3	2	4		1	1				2	2	1	2	2	
WIOB				2					1											1	
WKAO	10	10	7	5	8	9	11	6	6	11	10	8	6	2	1	10	10	6	5	8	8
WKAO-FM	1	2	2	1		2	3	4	3							1	2	3	2	2	
WKVM	4	6	5	4	2	7	5	4	3	10	2	3	6	2	5	5	5	5	3	3	5
WLUZ	3	1	4	5		3	6	5	6							2	3	3	4	4	5
WOLA	4	13	13	2		2	1	6	3		6	4	17	4		4	7	11	3	3	
WORD	1	1	2	3			1	2	2								1	1	2	2	
WPPM				4					6	5				10	10				6	6	
WQNS	2	2	4	4		4	2	2	2				2	4		2	1	3	3	3	
WQII	9	5	8	10	8	15	16	15	13	5	18	22	17	10	5	14	13	13	11	11	5
WRAI	1			2		4	4	1	1							2	1	1	1	1	
WRSJ	3	3		1		2			1							2	1		1	1	
WSPA	12	7	9	6	5	8	12	6	7	10		3	1	3	5	7	7	6	6	6	5
WUND	7	4	3	7		5	5	7	5		10	13	10	6	5	7	7	6	6	6	5
WVOZ	5	8	6	2		4	2	3	4		10	6	10	6	5	6	5	5	4	4	
TOT(00)	277	346	362	466		245	277	399	387		210	195	218	250		732	818	979	1103		





SHARE OF AUDIENCE - AVERAGE PERSONS (X)

M-F

SAN JUAN

FALL, 1977

6A.M.-12MID

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	5	1	10	8	9	10	8	1	4	4	7	15	5	1
WBMJ	13	28	12	2	1		9 10	17	10	9	4	1	7 8	36
WEYA	1	1		2		4	1		2	2	2	1	1	3
WFID	2	1		2		6	2	2	2	3	3	4	3	
WFOA	1			5		1			1			2		
WJAC	4	2	3	5	9	8	1 5	4	1	5	2	4	1	
WJAC-FM	3	2	1	1	1	1	2	4	6	2	4		4	
WIOB	1	1	7		1		2	1	3	2	1		1	
WKAO	13	5	13	12	18	21	13	11	8	19	13	32	15	6
WKAO-FM	2	1	1	2	5	3	2	2	1	2	3	4	2	1
TOT														
WKVM	8	3	5	8	8	13	6	8	9	11	13	9	10	5
WLUZ	5		2	5	9	18	6	2	2	8	9	9	6	1
WDLA	2	7	1				2	5		1			1	2
WORD	2	2		3	3	1	2		1	2	2		2	
WPRM	6	6	7	5	5		5	7	7	5	3		4	12
WQBS	4	3	2	8	4	3	4	2	3	3	7	6	4	2
WQII	11	6	17	11	6		8	21	21	13	2	7	13	13
WRAI							1				1			
WRSJ	1	1		1					2	1	2	1	1	
WSRA	4		5	12	8	8	5 6	3	3	3	8		4	3
WUND	7	8	7	8	6	1	6	4	10	7	11	6	7	8
WVOZ	3	8	5	1	3	3	4	2	3	2			1	5
TOT (00)	1895	176	172	133	141	80	770	171	182	183	169	82	867	258
	1942													

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SHARE OF AUDIENCE - AVERAGE PERSONS (X)

NON-SUN
6A.M.-12MID

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	5	1	9	7	8	10	7	1	5	4	6	14	5	1
WBMJ	13	27	14	2	1		10	18	10	9	3	1	8	36
WEYA	1	1		2	2	3	1		2	3	2	1	1	
WFID	2	1		2	6	7	3	2	2	3	3	4	3	
WFOA	1			7	1		1		1		2		1	1
WJAC	4	2	4	5	8	7	5	3	1	5	4	7	4	
WJAC-FM	3	3	1	2	1	1	2	4	6	2	3	1	4	
WIOB	1	1	6		1		2	1	2	2	1		1	
WKAO	12	4	10	11	17	21	12	10	7	18	12	30	14	5
WKAO-FM	2	1	1	2	4	3	2	3	2	3	3	3	2	1
TOT														
WKVM	8	3	4	8	8	12	6	6	9	10	13	8	10	4
WLUZ	5	1	2	4	10	18	6	2	2	7	8	8	6	1
WDLA	2	7	1				2	6		1		1	1	3
WORD	2	3		3	3	1	2		1	3	3		2	
WPRM	6	9	7	5	4		6	8	7	4	3		5	12
WQBS	3	3	2	7	3	3	4	1	2	3	6	6	4	2
WQII	11	6	17	11	5	1	8	20	21	12	3	8	13	13
WRAI				1		1	1				1			
WRSJ	1	1		1					2	1	2	1	1	
WSRA	4		5	11	8	7	5	3	3	4	8	1	4	7
WUND	7	7	6	9	6	1	6	4	10	8	12	6	8	7
WVOZ	3	7	5	1	2	1	4	2	4	2			2	4
TOT (00)	1703	162	162	117	121	67	689	156	168	160	145	71	769	245



SAN JUAN

SHARE OF AUDIENCE - AVERAGE PERSONS (X)

FALL, 1977

MON-FRI
6A.M.-10A.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	6	1	8	9	6	8	7		5	4	7	7	5	3
WBMJ	8	23	10	2			7	17	8	6	2		6	27
WEYA									1	1		1	1	
WFID	1			1	4	3	2		1	2		1	1	
WHOA				2							2			
WIAC	4		6	8	12	5	6	5	3	5	1	4	3	1
WIAC-FM	2		1			2	1	5	5	1	2		3	
WIOB	1	2	2				1	2	1	2			1	
WKAQ	25	14	26	20	29	41	27	19	18	28	26	47	27	9
WKAQ-FM	2	1		3	1	5	2	3		1	2	2	2	6
TOT	27	14	26	24	30	47	28	22	18	31	28	49	28	15
WKVM	11	5	5	9	12	15	8	9	12	13	18	13	14	5
WLUZ	8		6	7	10	13	8	3	6	10	13	8	10	5
WDLA +	1	4	2				1	1		1				1
WORD +	2	4		2	2	3	3			1	1		1	
WPRM	3	6	2	2	8		4	5	5	1	1		2	6
WQBS	4	5	1	7	7	4	4	2	2	4	4	5	3	3
WQII	9	7	14	1	5		5	23	19	10	3	4	11	13
WRAI											1			1
WRSJ	1			1					2		1	2	1	
WSRA	2		3	14	1		4	3	2	1	3		2	1
WUND	7	8	10	9	3		6	4	9	5	11	6	7	14
WVOZ	2	8	5	1	1	5	3		2	3			1	5
TOT(00)	2600	167	237	206	224	131	1066	190	265	284	269	169	1316	218

SHARE OF AUDIENCE - AVERAGE PERSONS (X)

MON-FRI
10A.M.-3P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	4	1	6	3	6		5		3	3	7	18	4	2
WBMJ	11	28	13	4			10	18	11	10	4		9	24
WEYA	1			4		5	1		2	1	1		1	
WFID	3			1	7	11	3	2	2	3	4	7	3	
WHOA	1			7			1				4		1	
WIAC	4	5	3	4	9	9	6	3	1	5	5	8	4	
WIAC-FM	3	3	1		2		2	3	5	3	6	1	5	
WIOB	2		11				3	1	5	1			1	
WKAQ	9	4	9	2	14	9	8	9	4	16	7	11	10	9
WKAQ-FM	2	2		1	9	5	3	3	1	1	4	4	2	1
TOT														
WKVM	8	1	8	9	6	6	6	10	10	11	14	7	11	7
WLUZ	5				6	32	6		1	5	6	15	5	
WDLA	2	9	1				2	5						3
WORD	2	4		1	4		2			4	2		2	
WPRM	7	7	11	7	8		7	10	6	3	5		5	14
WQBS	4	3	3	8	3	6	4	4	5	1	6	11	5	
WQII	13	4	18	21	4		10	17	25	15	2	13	15	14
WRAI														
WRSJ	1								4	1	2	1	1	
WSRA	5		6	14	9	15	7	5	3	4	7		4	4
WUND	7	7	5	11	6		6	6	12	9	16	7	9	4
WVOZ	2	7	4		6		4		3	1			1	3
TOT(00)	1958	189	186	135	158	66	807	197	197	227	191	85	991	160



SHARE OF AUDIENCE - AVERAGE PERSONS (%)

SAN JUAN

FALL, 1977

MON-FRI
3P.M.-7P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	5		9	7	5	8	6	2	5	4	6	13	5	1
WBMJ	16	32	10	3			11	14	13	11	6		9	39
WEYA	1			4			1		2	1	2	2	1	
WFID	3			2	9	10	3	4	1	3	2	7	3	
WFOA	1			12	2		2		3		3		1	
WIAC	4	3	3	6	8	8	6	3		6	6	11	4	
WIAC-FM	3	4					2	3	9	3	4		5	
WIOB	2		9		5		3		4	3	2		2	
WKAO	8	1	8	14	10	12	7	10	2	10	5	31	9	5
WKAO-FM	2	2	1	1	10		3	1	1	2	5	7	2	
TOT														
WKVM	7	3	5	4	9	22	6	6	8	11	12	5	8	5
WLUZ	3			7	9	12	5			9	4	2	4	
WOLA	1	4	1				1	5					1	2
WORD	1	1		1	2	3	1		1	1	4		2	
WPRM	7	5	8	7			6	9	10	4	2		5	14
WOBS	3	5	3	5		1	3	1	3	4	9	9	4	2
WQII	12	6	21	11	9		9	23	19	13	3	11	15	13
WRAI											2			
WRSJ					1					1	3		1	
WSRA	5		6	8	14	11	6	2	4	4	10		6	2
WUNC	7	6	6	9	5	7	6	5	12	9	11	2	8	6
WVOZ	4	11	11		3	4	6	3	4	1			2	4
TOT(00)	2100	219	174	147	128	73	811	202	180	180	173	55	857	432

SHARE OF AUDIENCE - AVERAGE PERSONS (%)

MON-FRI
7P.M.-12MID

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	9		23	17	25	27	15		4	7	8	42	7	
WBMJ	20	27	17		4		12	20	9	10	2	10	10	47
WEYA	3	5				15	3		2	10	13		4	1
WFID	3	2		2	4	5	3	5	4	7	5	6	5	
WFOA					3				1					1
WIAC	1				1	7	1	6		2	3		2	
WIAC-FM	2			6			1	3	7		3		4	
WIOB	1		8				2		1	3	3		1	
WKAO	5		2	8	6	5	5	5		12	2	23	6	2
WKAO-FM	2		3	3			1		4	3	6	6	3	
TOT														
WKVM	3	4		13		10	4	2	4	5	2	3	3	2
WLUZ	4			3	16	14	5	6		7	13		6	
WOLA	3	8					2	12					3	4
WORD	2			21		2	3		9				2	
WPRM	6	6	10				4	3	8	12	8		6	10
WOBS	3	1		13			4				10		2	4
WQII	11	8	18	13	10		10	23	20	10			13	10
WRAI	1				1	7	2		1		2		1	
WRSJ	1	3					1		3				1	
WSRA	6	1	5	8	13	8	6		7	8	22		7	3
WUNC	6	12	8		10		7		10	7		10	5	6
WVOZ	4	7			1		2	6	8				4	6
TOT(00)	1103	136	103	63	69	59	466	103	101	60	63	31	387	250



SHARE OF AUDIENCE ESTIMATES

SAT

SAN JUAN

FALL, 1977

STATION
WAPA
WBMJ
WEYA
WFID
WHDQ
WIAC
WIAC-FM
WIOB
WKAO
WKAO-FM
TOT
WKVM
WLUZ
WOLA
WORO
WPRM
WQBS
WQII
WRAI
WRSJ
WSRA
WUND
WVOZ
TOT(00)

6 AM-10 AM			
MEN %	WOMEN %	TEENS %	TOTAL %
6	5	2	5
9	6	29	10
1	3	1	2
3	2		2
1		6	1
7	5		5
1	3		2
2			1
21	21	10	20
2	3	2	2
23	24	12	22
8	13	5	10
7	4		5
	2	2	1
2	1		1
5	4	14	6
4	1		2
6	12	13	10
1	1		1
3	2		2
6	7	7	7
2	3	2	3
576	743	166	1485

STATION
WAPA
WBMJ
WEYA
WFID
WHDQ
WIAC
WIAC-FM
WIOB
WKAO
WKAO-FM
TOT
WKVM
WLUZ
WOLA
WORO
WPRM
WQBS
WQII
WRAI
WRSJ
WSRA
WUND
WVOZ
TOT(00)

10 AM-3 PM			
MEN %	WOMEN %	TEENS %	TOTAL %
3	3	2	3
14	9	31	15
2	1	2	1
3	2		2
2		4	1
7	4		4
4	6		4
1	1		1
4	8	5	6
2	3		2
5	8	6	6
7	4		4
4	4	7	4
5	3		3
8	6	13	8
3	3	1	3
7	12	11	10
1			
1	1		1
5	4	1	4
5	8	8	7
3	3	2	3
760	936	392	2088

STATION
WAPA
WBMJ
WEYA
WFID
WHDQ
WIAC
WIAC-FM
WIOB
WKAO
WKAO-FM
TOT
WKVM
WLUZ
WOLA
WORO
WPRM
WQBS
WQII
WRAI
WRSJ
WSRA
WUND
WVOZ
TOT(00)

3 PM-7 PM			
MEN %	WOMEN %	TEENS %	TOTAL %
2	3	1	2
11	11	38	16
3	2	1	2
4	3		3
2	1		1
7	5		5
4	6		4
3	2		2
4	5	3	4
1	1		1
4	6	7	5
6	5		5
3	2	6	3
3	1		2
7	9	16	10
3	3	1	3
8	13	14	11
1			
	2		1
8	6		5
6	8	7	7
2			1
580	601	297	1478

STATION
WAPA
WBMJ
WEYA
WFID
WHDQ
WIAC
WIAC-FM
WIOB
WKAO
WKAO-FM
TOT
WKVM
WLUZ
WOLA
WORO
WPRM
WQBS
WQII
WRAI
WRSJ
WSRA
WUND
WVOZ
TOT(00)

7 PM-12 MID			
MEN %	WOMEN %	TEENS %	TOTAL %
3	4	1	3
15	13	32	18
1	4		2
3	4	1	3
1		1	1
3	1		2
4	3		3
2	1		1
4	4		3
		1	
4	4	4	4
9	7		7
2	5	7	4
2	2		1
8	13	19	12
3	2	1	2
10	10	15	11
2			1
1	5	2	3
8	5	9	7
3	3	3	3
291	210	136	637



SHARE OF AUDIENCE ESTIMATES

SUN

SAN JUAN

FALL, 1977

STATION	6 AM-10 AM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	7	7	3	7
WBMJ	11	8	42	11
WEYA	3	2		2
WFID				
WFOA @	2			1
WIAC	4	6		5
WIAC-FM @	2	3		2
WIOB	2			1
WKAO	22	19	3	19
WKAO-FM	3	1	8	3
TOT	25	20	11	22
WKVM	7	11	2	9
WLUZ	7	4		5
WOLA @		1	8	2
WORD @	6	2	3	4
WPRM	4	6	5	5
WQBS	5	4		4
WQII	8	13	19	11
WRAI	1	1		1
WFSJ @				
WSRA	4	2		3
WUND	5	4		4
WVOZ		2		1
TOT(00)	318	407	59	784

STATION	10 AM-3 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	4	2	2	3
WBMJ	15	9	39	17
WEYA	2	1	1	1
WFID	3	3		2
WFOA	3	3	1	3
WIAC	5	3		3
WIAC-FM	3	5		3
WIOB				
WKAO	8	6	3	6
WKAO-FM	3	8	2	5
TOT	11	14	5	11
WKVM	4	7	2	5
WLUZ	5	3		3
WOLA	2	3	2	2
WORD	5	4		3
WPRM	8	8	11	8
WQBS	4	2	1	2
WQII	10	13	14	12
WRAI	1			
WRSJ		1		1
WSRA	3	6	1	4
WUND	7	7	6	7
WVOZ	3	2	7	3
TOT(00)	639	720	304	1663

STATION	3 PM-7 PM			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	10	5	3	7
WBMJ	10	11	38	16
WEYA	2		1	1
WFID	2	5		3
WFOA	5	3		3
WIAC	4	4		3
WIAC-FM	7	7		6
WIOB				
WKAO	7	6	4	6
WKAO-FM	1	6		3
TOT				
WKVM	3	4		3
WLUZ	2	1		1
WOLA @	4	2		3
WORD	3	2		2
WPRM	8	10	13	10
WQBS	2	1		1
WQII	11	11	10	11
WRAI	1			
WFSJ		2		1
WSRA	7	6	4	6
WUND	4	8	7	6
WVOZ	1	1	4	2
TOT(00)	519	472	229	1220

STATION	7 PM-12 MID			
	MEN %	WOMEN %	TEENS %	TOTAL %
WAPA	8	2		5
WBMJ	11	14	39	18
WEYA	2			1
WFID	3	9		4
WFOA		7		2
WIAC @	1	3		2
WIAC-FM @	3	8		4
WIOB				
WKAO	10	6	4	7
WKAO-FM		6		2
TOT				
WKVM				
WLUZ	4			2
WOLA @	2	3	2	2
WORD @	3			2
WPRM	15	2	13	11
WQBS	6	2	1	3
WQII	8	18	13	12
WRAI	1			1
WRSJ		2		
WSRA	3	2	1	3
WUND	2	13		5
WVOZ	3	1	12	4
TOT(00)	205	125	99	429



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES -PERSONS (00)

M-F CZ

SAN JUAN

FALL, 1977

6A.M.-10A.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	145	1	19	18	13	11	79		14	12	18	12	60	6
WBMJ	207	38	24	5			74	32	22	16	5		75	58
WEYA	8								2	4	1	1	8	
WFID	33			3	8	4	17		2	5	5	1	16	
WFOA	10			5			5				5		5	
WJAC	112		14	17	27	6	67	9	8	13	2	7	42	3
WJAC-FM	45		3			3	11	9	12	2	6		34	
WIOB	19	3	4				8	4	2	5			11	
WKAO	656	23	61	42	65	54	283	36	48	80	71	79	353	20
WKAO-FM	52	1		7	3	7	18	5		7	3	4	21	13
TOT	708	24	61	49	68	61	301	41	48	87	74	83	374	33
WKVM	285	8	12	19	26	19	90	18	33	36	48	22	185	10
WLUZ	218		15	15	22	17	80	5	16	27	36	14	128	10
WOLA +	17	7	4				11	2		2			4	2
WORD +	40	6		5	5	4	27			3	4		13	
WPRM	81	10	4	5	17		41	10	12	4	2		28	12
WQBS	96	9	3	14	15	5	47	3	4	11	12	8	43	6
WQII	228	11	33	3	11		58	44	50	28	9	6	142	28
WRAI	5										3		3	2
WRSJ	13			2			2		5		3	3	11	
WSRA	62		8	28	2		38	6	5	2	8		22	2
WUNO	181	13	23	18	6		60	7	24	13	30	10	90	31
WVOZ	63	13	11	2	3	6	35		6	9			18	10
TOTAL	2600	167	237	206	224	131	1066	190	265	284	269	169	1316	218



CUMULATIVE AUDIENCE ESTIMATES -PERSONS (00)

M-F CZ

SAN JUAN

6A.M.-10A.M.

FALL 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	605	9	76	75	54	36	317	13	36	46	48	64	243	45
WBMJ	959	158	108	6	10	11	307	121	79	55	27	10	301	351
WEYA	82		20		7		27		13	20	9	6	48	7
WFID	83		7	7	13	7	41		9	12	11	5	42	
WHOA	49			33			33		9		7		16	
WIAC	524		77	57	98	38	324	16	33	47	23	39	179	21
WIAC-FM	230		30	17	6	19	86	42	42	6	24	10	129	15
WIOB	99	6	13	21			50	29	7	9	4		49	
WKAQ	2315	107	205	187	235	165	1036	107	225	228	191	220	1117	162
WKAQ-FM	275	18	10	28	36	22	114	26	13	24	32	16	122	39
TOT	2487	116	205	208	260	173	1099	116	239	253	204	231	1194	194
WKVM	958	50	42	64	86	40	318	56	109	107	114	108	581	59
WLUZ	742		78	29	91	68	299	27	64	92	90	62	392	51
WDLA	142	47	13		4		64	12	7	4	4		27	51
WORD	144	9		18	24	13	76	9	18	5	11	8	68	
WPRM	475	117	47	11	36		221	78	34	20	17		149	105
WQBS	458	40	38	89	16	40	233	6	70	39	31	31	194	31
WQ11	1125	53	66	81	45	22	267	226	260	116	40	34	696	162
WRAI	49		10		13		23			6	10		16	10
WRSJ	118		7	17	12	7	53		21	4	35	5	65	
WSRA	244		38	74	37	8	167	12	16	10	23		72	5
WUND	552	40	78	20	20		158	59	104	39	46	36	300	94
WVOZ	349	70	80	9	26	22	207		33	19	10		73	69
TOTAL	6982	530	659	519	502	362	2842	571	786	630	487	443	3257	883



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES -PERSONS (00)

M-F CZ

SAN JUAN

FALL, 1977

10A.M.-3P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	86	1	11	4	10		41		5	6	14	15	42	3
WBNJ	208	52	24	5			84	35	21	22	8		86	38
WEYA	17			6		3	9		4	3	1		8	
WFID	54			2	11	7	23	3	4	7	8	6	31	
WHOA	17				10		10				7		7	
WIAAC	86	9	6	6	14	6	49	6	1	12	9	7	37	
WIAAC-FM	63	6	2		3		18	5	9	7	11	1	45	
WIOB	35		21				21	1	10	3			14	
WKAO	183	8	17	3	22	6	64	18	8	3	14	9	104	15
WKAO-FM TOT	44	4		1	14	3	22	6	2	3	7	3	21	1
WKVM	166	2	14	12	9	4	50	19	19	26	26	6	105	11
WLUZ	96				10	21	46		2	12	11	13	50	
WOLA	33	17	1				18	9		1			10	5
WORD	36	7		1	6		17			8	4		19	
WPRM	128	14	21	10	13		58	20	12	6	9		47	23
WQBS	80	6	5	11	5	4	31	7	10	3	11	9	49	
WQII	245	8	34	29	6		77	34	50	35	4	11	145	23
WRAI														
WRSJ	17					1	3		7	2	3	1	14	
WSRA	104		11	19	15	10	55	10	5	8	14		43	6
WUNO	146	14	9	15	10		48	11	23	21	30	6	91	7
WVOZ	40	13	7		9		29		5	2			7	4
TOTAL	1958	189	186	135	158	66	807	197	197	227	191	85	991	160



CUMULATIVE AUDIENCE ESTIMATES -PERSONS (00)

M-F CZ

SAN JUAN

FALL, 1977

10A.M.-3P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	356	6	61	10	28		153	6	15	23	42	39	158	45
WBMJ	1050	130	79	6	15	11	255	157	83	64	19	15	349	446
WEYA	77		11	10	7	7	35		19	9	8	6	42	
WFID	131		7	7	21	7	49	16	9	21	20	11	82	
WHOA	55		9	20			29	10	9		7		26	
WIAC	409	18	26	11	63	90	224	16	21	36	52	32	173	12
WIAC-FM	280	27	17	7	6	7	78	42	63	12	24	14	174	28
WIOB	132		43	11			54	20	22	16	4		62	16
WKAQ	995	42	59	98	69	38	378	52	74	124	90	84	499	118
WKAQ-FM TOT	212	10	7	7	30	7	61	32	17	18	25	16	113	38
WKVM	696	29	58	45	42	7	208	48	67	85	79	80	403	85
WLUZ	344		10	31	31	45	153	16	23	55	37	24	191	
WQLA	169	64	5		9		78	43	7	4			54	37
WORD	164	15	10	18	28	7	90	19		22	8	8	74	
WPRM	695	140	55	17	36		260	113	47	24	29		213	222
WQBS	368	38	26	55	16	28	173	32	58	22	20	22	177	18
WQII	938	58	124	50	14		246	156	174	97	32	21	501	191
WRAI	31			6	3		9			6	8	8	22	
WRSJ	99		16		6	7	39		16	10	23	5	60	
WSRA	313		23	87	52	16	188	31	9	23	21	5	105	20
WUNO	453	39	38	20	10		107	54	83	41	50	20	264	82
WVOZ	354	66	88	9	20		183	22	33	17	19		102	69
TOTAL	5543	497	523	373	329	190	2113	574	564	497	380	280	2539	891



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES -PERSONS (00)

M-F CZ

SAN JUAN

FALL, 1977

3P.M.-7P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	97		16	10	7	6	51	4	9	8	11	7	42	4
WBMJ	340	70	17	4			91	28	23	20	10		81	168
WEYA	16			6			6		3	2	4	1	10	
WFID	53			3	11	7	26	9	1	5	4	4	26	1
WHDA	29			17	2		19		5		5		10	
WIAC	81	7	6	9	10	6	45	6		10	11	6	36	
WIAC-FM	62	8					15	6	17	6	7		47	
WIOB	40		15		6		21		7	6	4		17	2
WKAQ	160	2	14	20	13	9	60	21	4	18	8	17	79	21
WKAQ-FM TOT	41	5	2	1	13		21	2	2	4	8	4	20	
WKVM	143	6	8	6	12	16	52	12	14	19	20	3	70	21
WLUZ	72			10	12	9	39			16	7	1	32	1
WOLA	29	9	2				11	11					11	7
WORD	25	2		2	3	2	12		2	1	7		13	
WPRM	156	11	14	10			47	18	18	7	4		47	62
WQBS	70	10	5	8		1	25	3	5	7	15	5	38	7
WQ11	261	13	36	16	11		76	47	35	24	5	6	127	58
WRA1	3										3		3	
WRSJ	10				1		4			1	5		6	
WSRA	108		10	12	18	8	50	5	8	8	17		48	10
WUNO	148	13	11	13	6	5	52	11	21	16	19	1	68	28
WVOZ	83	23	20		4	3	50	6	7	1			14	19
TOTAL	2100	219	174	147	128	73	811	202	180	180	173	55	857	432



CUMULATIVE AUDIENCE ESTIMATES -PERSONS (00)

M-F CZ

SAN JUAN

FALL, 1977

3P.M.-7P.M.

STATION	TOTAL 12+	MEN					MEN	WOMEN					WOMEN	TEEN
		18-24	25-34	35-44	45-54	55-64	18+	18-24	25-34	35-44	45-54	55-64	18+	12-17
WAPA	448		55	10	51	47	223	27	21	26	28	36	159	66
WBMJ	1401	220	119	6	6	11	362	151	75	69	43	5	343	696
WEYA	123	6	11	11	21	7	56		23	15	8	10	61	6
WFID	161	15	7	7	21	7	64	26	9	21	16	11	88	9
WHOA	97	6	9	44	9		68	6	9		7		22	7
WIAC	423	28	46	30	56	56	271	6	24	28	46	31	146	6
WIAC-FM	209	38	16		6		74	26	41	12	10	11	113	22
WIOB	159	6	43	11	7		67	20	16	22	4		62	30
WKAQ	832	21	64	64	56	57	313	84	75	73	65	54	399	120
WKAQ-FM TOT	223	10	34	7	25		76	23	22	17	31	5	109	38
WKVM	570	22	39	38	34	18	174	53	70	48	70	35	307	89
WLUZ	404			55	67	39	212	21	10	41	57	20	169	23
WOLA	242	92	5				97	51					51	94
WORD	176	9	10	31	11	22	90	19	18	18	18	8	86	
WPRM	847	174	66	17	6		275	113	84	28	25		250	322
WQBS	384	77	19	70	9	24	209	29	35	17	30	11	133	42
WQ11	1129	85	86	91	22	11	295	230	179	68	23	11	522	312
WRA1	36			6			13		6		4	8	23	
WPSJ	88		7		12	7	44		15	4	19		44	
WSRA	401	18	44	69	37	23	198	41	25	36	39	11	168	35
WUNO	565	33	55	20	29	7	152	68	80	44	39	15	257	156
WVOZ	464	110	95	9	25	22	261	22	27	13	14		76	127
TOTAL	6154	616	566	448	367	246	2449	574	586	434	369	201	2352	1353



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES -PERSONS (00)

M-F CZ

SAN JUAN

FALL, 1977

7P.M.-12 MID

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	100		24	11	17	16	71		4	4	5	13	29	
WBMJ	216	37	18		3		58	21	9	6	1	3	40	118
WEYA	34	7				9	16		2	6	8		16	2
WFID	33	3		1	3	3	13	5	4	4	3	2	20	
WHOA	5				2		2		1				1	2
WIAC	15				1	4	5	6		1	2		9	1
WIAC-FM	23			4			6	3	7		2		17	
WIO9	13		8				8		1	2	2		5	
WKAO	55		2	5	4	3	24	5		7	1	7	25	6
WKAO-FM TOT	17		3	2			5		4	2	4	2	12	
WKVM	36	5		8		6	19	2	4	3	1	1	11	6
WLUZ	45			2	11	8	21	6		4	8		23	1
WOLA *	34	11					11	12					12	11
WORD *	23			13		1	14		9				9	
WPRM	65	8	10				18	3	8	7	5		23	24
WQBS	32	1		8			17				6		6	9
WQ11	123	11	19	8	7		45	24	20	6			52	26
WRAI	14				1	4	10		1		1		4	
WRSJ	9	4					4		3				5	
WSRA	64	1	5	5	9	5	30		7	5	14		26	8
WUND	66	16	8		7		31		10	4		3	19	16
WVOZ	40	9			1		10	6	8				14	16
TOTAL	1103	136	103	63	69	59	466	103	101	60	63	31	387	250



CUMULATIVE AUDIENCE ESTIMATES -PERSONS (00)

M-F CZ

SAN JUAN

FALL, 1977

7P.M.-12 MID

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	330	16	59	20	67	37	223		20	10	18	20	79	28
WBMJ	799	145	46		6		197	103	16	31	21	6	177	425
WEYA	118	12			15	19	46		16	16	19	10	66	6
WFID	106	15		7	7	7	43	17	9	10	11	11	63	
WHOA	52	6		10	9		25	6	9				15	12
WIAC	140	20	22		13	7	62	25	9	10	14		58	20
WIAC-FM	135	11	9	11			39	42	22		6	6	81	15
WIOB	49	6	16				22		6	17	4		27	
WKAQ	332	9	25	28	12	22	123	49	13	21	17	26	153	56
WKAQ-FM TOT	105		23	7			30	20	15	14	10	5	64	11
WKVM	205	10	15	26	5	20	76	17	24	18	11	15	85	44
WLUZ	152			16	27	8	59	21		34	26		86	7
WOLA	216	82					82	29					37	97
WORO	87			30		7	37	9	15	7	10		41	9
WPRM	408	59	59				118	32	61	15	12		120	170
WORS	121	21	10	27			68	6			14		20	33
WQII	447	24	35	19	29		107	123	54	16	4		203	137
WRAI	77			16	14	7	51		13		8		26	
WRSJ	50	9	7	7			33		9		4		17	
WSRA	250	15	17	22	29	16	106	26	27	22	36		111	33
WUNO	246	24	33		22		79	23	31	24	4	8	95	72
WVOZ	284	52	31		4	18	105	22	18	9	12		61	118
TOTAL	3581	427	331	204	211	148	1403	371	331	226	200	95	1310	868



SAN JUAN

AVERAGE 1/4 HOUR AUDIENCE ESTIMATES-PERSONS (00)

SAT

6A.M.-10A.M.

FALL, 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	72		2	11	7		33		8	6	9	8	35	4
WBMJ	145	31	13				50	18	10	12	7		47	48
WEYA	28			2	4		6		10	2	3	5	20	2
WFID	35		2	3	8	5	19			3	6	6	16	
WDOA	15			5			5							10
WIAC	80	2	9	9	11	8	41		5	11	5	4	39	
WIAC-FM	29	1		1			3	6	7	2	1	4	24	
WIOB	13		11				11	2					2	
WKAQ	290	7	26	14	37	19	121	8	14	49	30	27	153	16
WKAQ-FM	35		6				13	5	9	4			19	3
TOT	325	7	32	14	37	26	134	13	23	53	30	27	172	19
WKVM	155	5	5	16	13	4	48	2	20	20	34	9	98	9
WLUZ	71	3	7		20	11	41		3	7	8	8	30	
WOLA	18							9		2		3	14	4
WORD	20	2		2	4		11		2	2	4		9	
WPRM	87	13	16	2			31	14	10	5	3		32	24
WQBS	27		7	5	2		23			2	2		4	
WQII	144	1	21	5	5	3	35	25	22	12	14	8	87	22
WRAI	11						5				6		6	
WRSJ	2								1		1		2	
WSRA	30			11	5		16	2		2	8	2	14	
WUNO	98	7	4	16	8		35	2	12	23	15		52	11
WVOZ	38	7	5				12	12	7	4			23	3
TOTAL	1485	88	139	102	123	61	576	107	149	170	158	82	743	166

AVERAGE 1/4 HOUR AUDIENCE ESTIMATES-PERSONS (00)

SAN JUAN

SAT

10A.M.-3P.M.

FALL, 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	58		6	5	5	3	22		11	1	2	4	30	6
WBMJ	317	52	44			9	107	39	31	16	1		87	123
WEYA	31			2	9	3	14		1	7	1	1	10	7
WFID	47		1	6	5	6	24	5		4	9	3	23	
WDOA	31			17			17							14
WIAC	93	9	15	7	12	1	53	1	1	8	10	10	40	
WIAC-FM	81	6	9	12		1	28	16	13	9	1	6	53	
WIOB	11		6				6	2	2				5	
WKAQ	127	1	3	2	19		31	6	6	41	7	7	76	20
WKAQ-FM	41		13				13	5	14	4	5		28	
TOT														
WKVM	134	5	12	6	4	5	40	5	22	8	27	7	71	23
WLUZ	90	6	10	7	11	16	50		8	6	7	14	40	
WOLA	93	20	8				28	30		1		6	37	28
WORD	66	9	6	10	3		36		6	9	11		29	1
WPRM	168	39	12	6	5		62	22	10	12	10		54	52
WQBS	58	1	7	11	1		26	2	5	10	11		28	4
WQII	213	9	34	10			53	49	35	7	11	9	115	45
WRAI	9		6				6				3		3	
WRSJ	15		4				4		5		6		11	
WSRA	81		18	9	7	1	35	11		14	9	8	42	4
WUNO	143	15	12	11			38	5	17	28	24		74	31
WVOZ	60	8	12	1			21	7	17	7			31	8
TOTAL	2088	224	241	121	89	38	760	210	235	192	164	74	536	392



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES-PERSONS (00)

SAT

SAN JUAN

3P.M.-7P.M.

FALL, 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	32		5	3	3		11		6			4	19	2
WBMJ	243	38	23		2		63	17	21	26	4		68	112
WEYA	31			6	9		15		5	3	3		14	2
WFID	40		1	5	8	5	22	5		3	4	4	18	
WHOA	17			13			13		4				4	
WIAC	67	7	18	3	8		38		6	5	7	4	29	
WIAC-FM	59	7	7	3		7	24	11	12	2	2	6	35	
WIOB	30		10		6		16	7	5				14	
WKAQ	58	1	2	3	8	8	22	6		14	1	2	28	8
WKAQ-FM TOT	10		5				5			5			5	
WKVM	81	2	3	7	3	3	21	2	10	10	14	3	39	21
WLUZ	67	9			16	11	36		6	5	13	3	31	
WOLA	49	16	4				20	6				4	10	19
WORD	23	9		7		2	19				3		4	
WPRM	146	21	14	6			41	24	14	11	7		56	49
WOBS	41		2	3	7	4	19	2	7	10	1		20	2
WQII	163	9	22	10	4		45	26	27	12	7	4	76	42
WRAI	7			6			6			1			1	
WRSJ	13								7	2	4		13	
WSRA	81		8	13	11	15	47	10		12	4	8	34	
WUNO	103	10	8	15			33	8	11	8	22		49	21
WVOZ	15	5	7				12			2			2	1
TOTAL	1478	181	146	102	84	55	580	126	166	129	101	43	601	297

AVERAGE 1/4 HOUR AUDIENCE ESTIMATES-PERSONS (00)

SAT

SAN JUAN

7P.M.-12MID

FALL, 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	18			4	3	2	9			1	2	5	8	1
WBMJ	116	12	31		2		45	22	5	1			28	43
WEYA	13				4		4			8	1		9	
WFID	21		1		3	4	10	3		2	2	2	9	2
WHOA	6		1	2			3		1				1	2
WIAC	12		10				10		2				2	
WIAC-FM	19	6				6	12	4	2			1	7	
WIOB	8		6				6	2					2	
WKAQ	21		2	2	2	3	13			4		3	8	
WKAQ-FM TOT	1													1
WKVM	26	6	2	2	1		11		3	3	3		9	6
WLUZ	42			6	4	12	27	2		8	3	2	15	
WOLA	27	7					7	11					11	9
WORD	9	5					5		4				4	
WPRM	75	12	4	6			22	12	10	1	4		27	26
WOBS	14						8		2	2			4	2
WQII	72	11	7	6	5		29	3	14	5			22	21
WRAI	7			7			7							
WRSJ														
WSRA	16		3				3			4	3	3	10	3
WUNO	44	9	8	5			22		5	2	3		10	12
WVOZ	19	6	2				8		7				7	4
TOTAL	637	100	81	40	24	27	291	59	66	44	22	18	210	136



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES-PERSONS (00)

SUN

SAN JUAN

6A.M.-10A.M.

FALL, 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	51		2	4		6	22		11	5		6	27	2
WBMJ	90	22	12				34	22	2		7		31	25
WEYA	18				9		9		2	7			9	
WFID														
WHOA @	5			5			5							
WIAC	36		5	2	1		12			5		10	24	
WIAC-FM @	19	3	2				5	5	2		2	1	14	
WIOB	5		5				5							
WKAQ	150	1	11	12	11	16	70	12	3	15	13	23	78	2
WKAQ-FM	22	2		2		7	11	1	1	3	1	6	6	5
TOT	172	3	11	14	11	23	81	13	4	18	14	23	84	7
WKVM	69	4		3	13		23	9	7	5	10	9	45	1
WLUZ	39		7		8	4	21		1	4	2		18	
WOLA @	12		1				1	3		2		1	6	5
WORD @	28	4		3	6		18		4			1	8	2
WPRM	38	5	5	2			12	5	2	7	7		23	3
WOBS	32	1	5				15		14		1	2	17	
WOII	86		17		4	3	24	12	16	4	6	7	51	11
WRAI	7				4		4				3		3	
WRSJ @														
WSRA	21			5	7		12		2		5	2	9	
WUNO	31		8		7		15		6	10			16	
WVOZ	10								7	3			10	
TOTAL	784	43	80	37	71	35	318	72	80	71	61	64	407	59

AVERAGE 1/4 HOUR AUDIENCE ESTIMATES-PERSONS (00)

SUN

SAN JUAN

10A.M.-3P.M.

FALL, 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	46		7		6	5	24		9	3	1		15	7
WBMJ	280	57	39				96	47	12	4	1		64	120
WEYA	22				9	3	12		7		1		8	2
WFID	41		3	5	8	6	22			3	9	4	19	
WHOA	43		4	17			21	5	9		4		18	4
WIAC	53	7	10	6	4	2	30		6	5	7	1	23	
WIAC-FM	56	6	8	8			22	5	8	1	4	8	34	
WIOB	6		3				3		3				3	
WKAQ	106	8		12	12		52	2	15	11	6	3	46	8
WKAQ-FM	81	3	12			3	18	24	20	9	5		58	5
TOT	187	11	12	12	12	3	70	26	35	20	11	3	104	13
WKVM	85	4		6	11		28	9	13	8	13	6	51	6
WLUZ	52		10		12	7	33	9	4	2	2		19	
WOLA	41	4	8			1	13	16		1		6	23	5
WORD	57	9		8	6		30		7	10	2		27	
WPRM	138	27	15	6	2		50	22	13	9	11		55	33
WOBS	39	6	2	5	4	2	23			5	3	4	12	4
WOII	201	5	33	15		9	62	23	38	13	12	7	95	44
WRAI	6			4			4				2		2	
WRSJ	9								5		3		9	
WSRA	66		8	2	10		20	4	8	11	12	8	43	3
WUNO	112	5	6	17	14		42	9	11	16	17		53	17
WVOZ	53	14	8				22	2	7	2			11	20
TOTAL	1663	168	176	110	99	38	639	188	208	117	115	49	720	304



AVERAGE 1/4 HOUR AUDIENCE ESTIMATES-PERSONS (00)

SAN JUAN

SUN

3P.M.-7P.M.

FALL, 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	86		19	4	6	22	54		10	4	4	3	25	7
WBMJ	193	34	16		4		54	31	16	5			52	87
WEYA	12				9		9							3
WFID	36	1		3	4	4	12		9	4	4	4	24	
WHOA	40		5	22			27	2	11				13	
WIAC	40	4	8	5	4		21		6		4	4	19	
WIAC-FM	71	20	7	11			38	8	4	5	2	6	33	
WIOB														
WKAQ	73		5	7	4		34	1	2	3	1	7	30	9
WKAQ-FM TOT	31		2	2			4	14	5	4	3		26	1
WKVM	36			5	5		18	1	3	2	7	3	18	
WLUZ	15				9		9	5			1		6	
WOLA	33	10	9			4	23	10					10	
WORD	25	9		5			14		2	4	2		11	
WPRM	122	32	5	6			43	19	12	10	8		49	30
WQBS	13	1	5				9			3	1		4	
WQII	132	7	33	17			57	10	31	10		1	52	23
WRAI	6			6			6							
WRSJ	10								6		4		10	
WSRA	77		10	15	12		37	1	1	13	13	2	30	10
WUND	77	4	5	5	9		23	14	11	2	10		37	17
WVOZ	23	1	6				7	6					6	10
TOTAL	1220	140	137	113	67	30	519	129	134	73	65	30	472	229

AVERAGE 1/4 HOUR AUDIENCE ESTIMATES-PERSONS (00)

SAN JUAN

SUN

7P.M.-12MID

FALL, 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	20		14		3		17		2	1			3	
WBMJ	78	4	18				22	13	1	3			17	39
WEYA	5	2			3		5							
WFID	18			2	3	2	7		4	2	2	1	11	
WHOA	10		1				1	6	3				9	
WIAC	7		3				3				1		4	
WIAC-FM	16	6					6	7				1	10	
WIOB														
WKAQ	31		1	2			20	1		2		2	7	4
WKAQ-FM TOT	7						2	2	5				7	
WKVM	1				1		1							
WLUZ	9				9		9							
WOLA	10	4					4	4					4	2
WORD	7	5	2				7							
WPRM	46	16	8	6			30	2		1			3	13
WQBS	15	4					12			2			2	1
WQII	51		16				16		14	8			22	13
WRAI	3			3			3							
WRSJ	2										2		2	
WSRA	11	1	6				7	1		2			3	1
WUND	20				4		4	4	7	2	3		16	
WVOZ	19	6					6	1					1	12
TOTAL	429	63	79	12	23	2	205	40	36	27	9	4	125	99



SAN JUAN

FALL 1977

AVERAGE 1/4 HOUR ESTIMATES

M-F RATINGS

STATION	5.00 AM				6.00 AM				7.00 AM				8.00 AM				9.00 AM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	.8	.6		.6	3.0	1.9	.6	2.1	2.7	1.6	1.0	1.9	1.7	1.4		1.3	1.6	1.3		1.2
WBMJ	.4	.4	.8	.4	.8	.9	3.3	1.3	2.5	1.6	6.7	2.8	2.7	2.3	2.5	2.5	2.6	2.9	2.5	2.7
WEYA						.4	.1	.2		.3		.1		.2		.1				
WFID					.2			.1	.2	.4		.2	.5	.5		.4	1.0	.7		.7
WFOA										.2		.1	.3	.2		.2	.3	.2		.2
WIAC	2.5	1.7		1.7	2.8	1.5		1.7	2.0	1.0	.6	1.3	1.4	.8		.9	1.5	1.1		1.1
WIAC-FM					.2	.4		.2	.3	.5		.4	.2	1.2		.6	.5	1.4		.8
WIOB									.4	.1		.2	.3	.2		.2	.2	.9		.4
WKAQ	2.6	2.4	.6	2.1	9.4	11.8	.8	8.9	12.5	11.8	1.1	10.2	8.7	7.8	2.1	7.2	2.1	4.7	1.2	3.1
WKAQ-FM					.6	.7	.7	.7	.8	.6	1.5	.8	.2	.4	.6	.4	.5	.4	.4	.4
TOT	.3			.1	10.0	12.5	1.5	9.6	13.3	12.4	2.6	11.0	8.9	8.2	2.7	7.6				
WKVM	.9	1.9		1.2	2.5	4.9	1.1	3.3	3.6	5.8	.6	4.0	2.6	4.7	.5	3.2	1.6	3.5	.6	2.3
WLUZ					.7	.6	.2	.5	2.7	3.6	1.6	2.9	3.2	4.7	.5	3.4	2.7	4.1	.5	2.9
WOLA									.7		.5	.3	.2	.1		.1	.2	.3		.2
WORD									.7	.2		.4	.8	.4		.5	.9	.4		.5
WPRM	.3	.1		.1	.4	.2	.8	.4	.9	.2	.5	.5	1.2	1.1	.6	1.1	2.3	1.4	1.0	1.7
WQBS	.5	.2		.2	1.1	.6	.5	.8	2.2	1.6	.8	1.7	1.0	1.0	.5	.9	1.2	1.1		.9
WQII	.3	1.2		.7	1.2	2.7	1.4	1.9	2.1	2.9	1.5	2.4	1.7	4.3	2.0	2.9	1.8	4.7	2.5	3.2
WRAI						.2	.6	.2		.1								.1		
WRSJ					.2	.2		.2	.1	.3		.2		.4		.2		.1		.1
WSRA	.2			.1	.8			.3	1.3	.5		.7	1.4	.7	.1	.9	.8	1.1	.3	.8
WUNO		.3	.3	.2	.9	1.1	1.9	1.1	1.8	2.3	2.5	2.1	2.3	2.6	2.0	2.4	2.1	3.2	1.7	2.5
WVOZ		.1			.1	.2	.6	.2	1.2	.4	.4	.7	1.5	.7	.4	.9	1.4	.6	1.1	1.0
TOTAL	8.8	9.1	1.7	7.7	25.1	28.3	12.6	24.3	38.6	35.9	19.4	34.1	33.5	35.7	11.9	30.7	26.1	34.6	12.6	27.5

STATION	10.00 AM				11.00 AM				12 NOON				1.00 PM				2.00 PM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	.8	1.5		1.0	.8	1.4		.9	1.0	.9	.2	.9	1.7	.7		1.0	1.7	.9	.6	1.2
WBMJ	3.0	2.6	.6	2.4	2.7	2.2	1.4	2.2	2.4	2.1	2.4	2.3	2.2	2.0	2.7	2.2	1.9	2.1	5.2	2.6
WEYA	.2			.1	.2			.1	.3	.3		.2	.3	.3		.2	.3	.4		.3
WFID	1.2	1.0		.9	.9	1.1		.8	.6	.7		.5	.4	.6		.4	.4	.5		.4
WFOA	.3	.2		.2	.3	.2		.2	.3	.2		.2	.3	.2		.2	.3	.2		.2
WIAC	1.9	.9		1.1	1.6	.8		1.0	1.7	1.1		1.1	.9	1.0		.8	.9	1.0		.8
WIAC-FM	.7	1.2		.8	.5	1.3		.8	.5	1.0		.6	.5	1.0		.7	.4	1.3		.7
WIOB	.7	.6		.5	.7	.3		.4	.3	.3		.2	.6	.4		.4	.8	.2		.4
WKAQ	2.7	4.2	.9	3.1	2.4	2.8	1.1	2.3	1.4	2.2	.7	1.6	1.4	1.9	.8	1.5	1.5	2.2	1.2	1.8
WKAQ-FM					.5	.5		.4	.3	.4		.3	.9	.3		.5	1.0	.6		.6
TOT	.5	.8	.4	.6	.5	.5		.4	.3	.4		.3	.9	.3		.5	1.0	.6		.6
WKVM	1.9	3.4	.3	2.3	1.7	3.2	.3	2.1	1.5	2.3	.8	1.7	1.0	2.0	.7	1.4	1.0	2.3	1.6	1.7
WLUZ	1.6	1.9		1.5	1.3	1.4		1.1	1.3	1.3		1.1	1.1	1.0		.9	1.4	.9		.9
WOLA	.5	.5		.4	.4	.3		.3	.7	.2	.5	.4	.4	.2	.8	.4	.6	.2	.3	.3
WORD	1.0	.7		.7	.8	.7		.6	.2	.4		.3	.4	.2		.3	.2	.3		.2
WPRM	1.5	1.6	.5	1.3	2.1	1.6	.9	1.7	1.6	1.3	2.5	1.6	1.7	.8	1.7	1.3	1.5	.7	2.0	1.2
WQBS	.8	1.8		1.1	.9	1.6		1.0	.9	1.1	.1	.9	1.1	1.0		.9	.8	.8		.7
WQII	2.4	4.3	1.5	3.1	2.4	3.6	1.0	2.7	2.3	3.1	1.3	2.5	1.7	3.6	2.0	2.6	2.4	4.0	1.7	3.0
WRAI																				
WRSJ		.4		.2		.4		.2		.3		.1	.1	.5		.2	.3	.2		.2
WSRA	1.6	1.0	.3	1.1	1.3	.9	.3	1.0	1.6	1.0	.3	1.1	1.8	1.3	.6	1.4	1.7	1.3	.3	1.3
WUNO	1.8	2.7		1.9	1.8	2.5	.3	1.9	1.4	2.3		1.5	1.0	2.0	.7	1.4	.9	2.1	1.4	1.5
WVOZ	1.2	.4	.8	.8	.8	.4		.5	1.0			.4	.6		.2	.3	.5	.1	.5	.3
TOTAL	27.6	32.2	6.8	26.0	25.3	27.5	7.1	23.1	21.8	22.8	10.2	20.3	20.8	21.6	11.8	19.6	21.2	22.7	15.8	20.9



SAN JUAN

FALL, 1977

AVERAGE 1/4 HOUR ESTIMATES

M-F RATINGS

STATION	3.00 PM				4.00 PM				5.00 PM				6.00 PM				7.00 PM			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	1.8	.9	.6	1.2	1.5	1.2		1.1	1.4	1.2	.3	1.1	1.1	1.1		.9	2.5	1.0	.1	1.5
WBMJ	3.0	2.6	10.2	4.0	2.9	2.7	11.6	4.3	2.5	1.5	10.5	3.5	2.1	1.4	11.1	3.4	2.1	1.7	13.1	3.8
WEYA	.1	.2		.1	.3	.2		.2	.3	.1		.2		.5		.2		.4		.2
WFID	.4	.5		.4	.9	.5		.5	.9	.6		.6	.9	1.0	.3	.8	1.0	.9		.8
WHOA	.3	.2		.2	.6	.2		.3	.6	.4		.4	.6	.2		.3	.3	.1		.1
WIAC	1.0	1.0		.9	1.4	.9		.9	2.2	1.1		1.3	.7	.5		.5	.1	.6	.3	.4
WIAC-FM	.4	1.6		.9	.4	1.3		.7	.5	1.2		.7	.6	.8		.6	.4	.7		.5
WIOB	.7	.3		.4	.5	.6	.6	.6	.8	.5		.6	.3	.3		.2	.3	.4		.3
WKAO	1.6	2.5	1.7	2.0	2.2	2.3	1.4	2.1	1.6	1.7	1.2	1.6	1.6	1.6	1.2	1.5	1.2	1.2	.7	1.1
WKAO-FM	1.0	.5		.6	.6	.5		.5	.3	.8		.5	.5	.2		.3	.4	.4		.3
TOT																				
WKVM	1.0	2.3	1.9	1.7	1.2	2.0	1.9	1.7	1.8	1.9	.9	1.7	2.1	1.0	.8	1.4	.9	.7	1.0	.8
WLUZ	1.0	.6		.7	1.7	.8		1.0	1.2	1.0		.9	.6	.8	.3	.7	.7	.9	.5	.8
WOLA	.5	.4		.4	.3	.6	.2	.4	.5	.2	.6	.4			1.0	.2	.1	.3	.9	.3
WORD	.4	.2		.3	.1	.4		.2	.2	.4		.2	.6	.4		.4	.7	.2		.4
WPRM	2.0	1.2	5.4	2.3	1.8	1.3	5.1	2.1	1.0	1.1	4.0	1.5	.7	1.1	1.6	1.0	.9	1.2	3.2	1.4
WQBS	.9	.9	.5	.9	.7	1.3	.5	.9	.3	1.0	.5	.6	1.0	.6	.5	.7	1.0	.3	1.0	.7
WQII	2.8	4.2	4.2	3.6	2.4	3.5	4.0	3.2	2.3	3.1	3.8	2.9	1.3	2.2	2.9	2.0	1.1	2.4	2.9	2.0
WRAI						.1				.1							.1	.1		.1
WRSJ		.2		.1		.3		.1	.2	.2		.1	.3			.1		.1		.1
WSRA	1.5	1.5	.3	1.3	2.2	1.4	.3	1.5	.9	1.2	1.1	1.1	1.0	.8	.8	.9	1.2	.7	1.0	1.0
WUND	1.2	2.3	1.0	1.6	1.8	2.3	1.4	1.9	1.6	1.5	2.5	1.7	1.5	1.0	2.3	1.4	.9	.3	1.9	.8
WVQZ	1.2	.2	1.2	.8	1.7	.4	2.1	1.2	1.6	.4	.8	1.0	1.1	.5	.7	.8	.4	.5	1.2	.6
TOTAL	24.0	24.8	27.4	25.0	25.8	25.1	30.9	26.4	23.8	21.4	28.6	23.6	20.0	16.5	25.1	19.3	17.8	15.8	28.8	18.8

STATION	8.00 PM				9.00 PM				10.00 PM				11.00 PM				12 MID			
	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT	MEN	WMN	TEEN	TOT
WAPA	3.0	.9		1.6	2.7	.9		1.5	1.7	.6		.9	.4	.2		.3				
WBMJ	2.4	1.2	12.4	3.6	2.4	.9	7.4	2.6	1.1	.8	3.8	1.4	.5	.6	1.7	.8	.3		.8	.3
WEYA	.5	.4		.4	.5	.4		.4	.6	.6	.4	.5	.7	.3	.2	.4				
WFID	.7	.9		.7	.1	.6		.3		.2		.1								
WHOA							.8	.1												
WIAC		.3		.1	.2	.2		.2	.2	.2		.2	.2			.1	.1			
WIAC-FM	.3	.6		.4	.1	.3		.2		.3		.1		.3		.1				
WIOB	.3	.2		.2	.3	.1		.1	.3			.1								
WKAO	.8	.8	.9	.8	.8	.7	.4	.7	.8	.3		.4			.1	.1		.1		.1
WKAO-FM	.3	.6		.4	.1	.4		.2		.1		.1								
TOT																				
WKVM	.6	.4	.8	.6	.5	.1		.2	.5	.1		.2	.3	.1		.1	.3	.1		.1
WLUZ	.8	.5		.5	.8	.6		.6	.5	.6		.5	.5	.3		.3				
WOLA		.2	.7	.2	.5	.3	.6	.4	.6	.4	.6	.5								
WORD	.3	.2		.2	.3	.2		.2												
WPRM	.8	.8	2.3	1.1	.3	.6	1.6	.6	.5	.2	.5	.4		.1	.2	.1				
WQBS	.6	.1	.7	.4	.6	.1	.8	.4	.3	.1	.3	.2		.1		.1				
WQII	1.7	2.0	2.2	1.9	1.5	1.1	1.8	1.4	1.5	.9	.9	1.1	.5	.4	.5	.5	.1			.1
WRAI	.5	.1		.2	.4	.3		.3	.3			.1	.2			.1				
WRSJ	.3	.3		.2	.3	.1		.1												
WSRA	1.2	1.0	.8	1.0	1.0	.7	.3	.7	1.0	.5	.3	.7	.1	.4	.3	.3				
WUND	1.2	.4	1.0	.8	.9	.5	1.0	.8	.9	.6	.8	.7	.7	.6	.6	.6	.3	.2		.2
WVQZ	.3	.5	1.2	.5	.4	.6	2.0	.8	.4	.2	.8	.4								
TOTAL	17.8	12.9	23.6	16.7	15.5	10.0	16.6	13.3	11.6	7.0	8.4	9.1	4.7	3.9	3.4	4.1	1.5	.7	.8	1.0



CUMULATIVE AUDIENCE ESTIMATES - PERSONS (00)

M-F CZ

SAN JUAN

6A.M.-3P.M.

FALL, 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	723	15	96	75	60	36	369	13	36	54	60	75	285	69
WBMJ	1475	188	146	6	25	11	390	186	116	83	31	15	451	634
WEYA	120		20	10	7	7	44		26	20	17	6	69	7
WFID	131		7	7	21	7	49	16	9	21	20	11	82	
WDOA	88		9	44			53	10	18		7		35	
WIAC	730	18	77	57	124	69	420	25	49	58	63	56	283	27
WIAC-FM	365	27	37	17	6	19	127	52	67	12	28	24	202	36
WIOB	171	6	43	21			80	29	22	16	8		75	16
WKAG	2546	113	211	205	241	181	1101	135	238	248	203	231	1215	230
WKAG-FM	382	28	16	34	47	22	147	52	26	29	45	16	179	56
TOT														
WKVM	1124	55	58	70	86	40	359	62	130	119	129	123	650	115
WLUZ	836		78	59	97	68	353	34	64	105	94	67	432	51
WOLA	228	75	17		9		101	43	7	4	4		58	69
WORD	198	15	10	18	28	20	103	19	18	22	11	8	95	
WPRM	817	165	85	17	36		325	126	53	28	29		236	256
WQBS	597	54	45	108	16	48	291	32	86	43	40	37	261	45
WQII	1475	102	124	111	45	22	404	251	286	134	52	44	793	278
WRA1	67		10	6	13		29			6	14	8	28	10
WRSJ	161		16	17	18	7	68		37	10	35	5	93	
WSRA	365		44	106	52	16	228	31	16	23	26	5	117	20
WUNO	696	49	78	20	20		167	82	125	60	55	36	374	155
WVOZ	518	99	137	9	40	22	307	22	33	28	19		113	98
TOTAL	7892	626	744	560	507	377	3105	713	822	658	514	459	3550	1237



CUMULATIVE AUDIENCE ESTIMATES -PERSONS (00)

M-F CZ

SAN JUAN

FALL, 1977

10A.M.-7P.M.

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	611	6	90	10	58	47	292	33	21	39	46	56	233	86
WBMJ	1695	245	139	6	15	11	430	238	101	88	52	15	505	760
WEYA	148	6	11	20	21	7	65		29	15	12	16	77	6
WFID	165	15	7	7	21	7	64	26	9	21	20	11	92	9
WFOA	116	6	9	44	9		68	16	18		7		41	7
WJAC	591	28	46	30	92	65	347	16	30	41	73	46	232	12
WJAC-FM	316	38	26	7	6	7	98	53	63	12	24	19	190	28
WJOB	181	6	43	11	7		67	20	28	27	4		79	35
WKAO	1408	48	96	124	100	80	550	105	126	150	133	95	694	164
WKAO-FM TOT	304	10	34	7	30	7	88	43	26	32	44	16	172	44
WKVM	857	39	58	64	58	18	275	66	80	91	100	91	477	105
WLUZ	566		10	66	87	53	267	27	29	63	82	39	276	23
WOLA	295	101	5		9		115	61	7	4			72	108
WORO	238	15	10	38	28	22	125	19	18	29	22	8	113	
WPRM	975	183	85	17	36		333	132	100	32	29		293	349
WQBS	537	77	26	76	25	36	260	55	67	34	34	22	235	42
WQII	1389	103	124	91	31	11	360	271	234	112	38	21	697	332
WRAI	53			6	3		16		6	6	12	8	37	
WRSJ	134		16		18	7	59		31	10	23	5	75	
WSRA	474	18	44	113	52	23	267	41	25	40	39	11	172	35
WUNO	667	39	55	20	29	7	158	80	108	61	50	20	335	174
WVOZ	589	120	130	9	33	22	314	28	42	21	19		121	154
TOTAL	7331	651	620	521	460	277	2800	734	724	585	480	307	3106	1425



SAN JUAN

CUMULATIVE AUDIENCE ESTIMATES -PERSONS (00)

CZ

FALL, 1977

MON-SUN 24HR

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	1097	31	147	86	116	123	619	33	67	63	67	80	373	105
WBNJ	1459 2045	285	190	6	34	11	540	281	125	103	68	21	618	887
WEYA	254	12	20	20	28	19	99		49	35	31	16	142	13
WFID	171	15	7	7	21	7	64	26	9	21	20	11	92	15
WHOA	151	6	16	44	9		75	16	27		14		57	19
WIAC	1026	38	94	94	150	91	579	31	67	70	83	93	406	41
WIAC-FM	478	48	55	28	6	19	177	89	74	12	36	35	265	36
WIOB	247	6	52	21	16		105	38	28	27	8		107	35
WKAO	2877	113	231	215	255	220	1218	178	252	274	247	261	1394	265
WKAO-FM TOT	573	34	52	41	47	22	196	97	65	55	58	16	307	70
WKVM	124 1290	55	58	86	86	51	386	72	148	133	140	148	734	170
WLUZ	1013	12	78	83	150	68	449	43	78	113	132	70	504	60
WOLA	453	131	17		9		157	81	7	4	4	6	110	186
WORD	347	15	30	67	28	35	187	19	33	29	30	13	141	19
WPRM	1095 1190	217	115	17	36		407	154	110	36	39		347	436
WOBS	740	87	45	118	25	56	351	55	99	54	44	37	312	77
WGII	1424 1850	141	150	122	45	22	480	329	320	155	80	55	965	405
WRAI	143	10	16	27	7	7	74		13	11	22	8	59	10
WRSJ	210	9	16	17	18	7	85		60	15	35	5	125	
WSRA	54.1 613	24	65	122	52	23	329	70	40	45	50	19	240	70
WUNO	79.3 927	55	98	20	62	7	250	112	146	88	55	43	460	217
WVOZ	820	141	193	15	45	41	435	54	54	36	27		182	203
TOTAL	8821 978.8	722	790	604	535	462	3431	806	893	682	588	480	3863	1527



CUMULATIVE AUDIENCE ESTIMATES -PERSONS (00)

CZ

SAN JUAN

SAT-SUN

FALL, 1977

STATION	TOTAL 12+	MEN					MEN	WOMEN					WOMEN	TEEN
		18-24	25-34	35-44	45-54	55-64	18+	18-24	25-34	35-44	45-54	55-64	18+	12-17
WAPA	402		44	37	18	72	211	11	43	19	6	25	132	59
WBMJ	1047	148	79		24		259	128	78	38	24		268	520
WEYA	138	6		20	17	7	50		30	18	17	5	75	13
WFID	51	6					6	17	9	6	7		39	6
WHOA	73		11	24			35	6	18		7		31	7
WIAC	440	9	40	36	68	44	233	6	36	25	42	57	207	
WIAC-FM	250	39	29	17		19	104	63	32	12	15	11	146	
WIOB	73		25		9		34	20	13				39	
WKAO	1032	33	77	70	102	76	428	59	75	103	80	122	532	72
WKAO-FM TOT	274	15	52	14		7	88	68	45	28	16		162	24
WKVM	478	15	17	25	39	9	125	27	63	50	57	55	283	70
WLUZ	350	12	19	7	79	38	170	20	13	51	61	14	180	
WOLA	250	89	5				94	52		4		6	62	94
WORD	194	9	30	37	10	7	105		24	17	22	5	79	10
WPRM	698	123	67	6	6		202	94	80	28	26		236	260
WQBS	215	21	19	21	9		80	9	37	8	26	16	96	39
WQII	798	33	83	31	6	11	164	186	123	55	47	30	452	182
WRAI	60		10	16	10		43			5	12		17	
WRSJ	66		9				9		35	8	8		57	
WSRA	293	6	47	47	18	7	125	41	15	31	27	8	122	46
WUNO	337	19	33	11	16		79	36	50	51	23		160	98
WVOZ	269	54	72	6			132	33	30	17	4		84	53
TOTAL	6060	564	630	326	306	229	2237	646	654	435	397	276	2642	1181



CUMULATIVE AUDIENCE ESTIMATES -PERSONS (00)

M-F CZ

SAN JUAN

FALL, 1977

POST-MID

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64		
WAPA	92		9	16			43		6	8	7	23	49	
WBMJ	128	24	11		10		45	11	16				27	56
WEYA														
WFID														
WHOA														
W IAC	227		36	37	43	16	139		30	12	11	24	88	
W IAC-FM	22		10				10		7				12	
WIOB														
WKAO	409	25	29	48	54	50	206		66	48	19	35	194	9
WKAO-FM	42	9	10	11			30			6	6		12	
TOT														
WKVM	245	16	16	25	17	9	90		13	40	40	36	149	6
WLUZ														
WOLA														
WORD														
WPRM	45	12	6		6		34		6				6	5
WQBS	37			7		9	16		10		6	5	21	
WOII	151		22	10	14	22	68	9	32	22	12	8	83	
WRAI														
WRSJ														
WSRA	11		11				11							
WUND	60	9	16				25	12	14			5	31	4
WVOZ	15		10				10			5			5	
TOTAL	1458	87	152	137	143	98	659	44	205	156	104	141	712	87



SAN JUAN

AVERAGE 1/4 HOUR AUDIENCE ESTIMATES-AVERAGE PERSONS (00)

MON-SUN

6A.M.-12 MID

FALL, 1977

STATION	TOTAL 12+	MEN					MEN 18+	WOMEN					WOMEN 18+	TEEN 12-17		
		18-24	25-34	35-44	45-54	55-64		18-24	25-34	35-44	45-54	55-64				
WAPA	88	80	1	14	8	10	7	49	1	8	6	8	10	36	3	
WBMJ	224	208	38	16	2	1		71	28	16	14	5	1	64	89	
WEYA	20	1			2	2	2	8	30	3	4	3	1	11	1	
WFID	38	43	1		2	7	5	18	3	3	4	5	3	21		
WHGA @	16				8	1		9		2		3		5	2	
WIAC @	64	66	4	7	6	10	5	35	5	2	8	6	5	28	1	
WIAC-FM @	47	5	2	2	1	1	1	14	6	10	3	5	1	33		
WIOB	20	38	1	10	18	1		12	1	4	3	1		9		
WKAG	208	74	16	17	13	21	14	86	15	11	19	18	21	110	13	
WKAG-FM	33	2	2	2	5	2	2	12	4	4	4	4	2	18	3	
TOT																
WKVM	128	150	5	7	9	10	8	42	10	23	15	16	19	6	74	11
WLUZ	87	74	1	3	5	12	12	40	3	4	11	12	6	46	2	
WDLA @	32	11	2					13	10		1		1	11	7	
WORO @	30	5			4	4	1	17		2	4	4		13		
WPRM	104	131	13	11	6	5		39	13	11	6	5		36	30	
WQBS	56	57	5	3	8	4	2	26	2	4	5	9	4	27	4	
WQII	189	202	15	28	13	6	1	57	31	35	19	5	6	101	32	
WRAI	7	15		29	7			4	33	36	17	2		3	1	
WRSJ @	11	1			1			2		4	1	3	1	9		
WSRA	73	64		8	13	10	5	37	5	5	6	11	1	31	6	
WUND	117	103	12	10	10	7	1	41	7	16	13	17	4	58	18	
WVOZ	48	12		8	1	3	1	25	3	6	3			12	11	
TOTAL	1703	162	162	117	121	67	689	156	168	160	145	71	769	245		



SAN JUAN METROPOLITAN AREA

INCOME DATA

SAN JUAN METRO

THE PULSE, INC.

STATIONS AND TOTAL AUDIENCE REPORTED

AUDIENCE ESTIMATES ARE REPORTED FOR THE STATIONS IN THE CORRESPONDING REGULAR RATINGS REPORT.

IN THE CASE OF DAYTIME STATIONS WHICH DO NOT BROADCAST FOR THE COMPLETE TIME PERIOD, AUDIENCE ESTIMATES ARE NOT ADJUSTED FOR HOURS THE STATION IS OFF THE AIR AND, THEREFORE, MAY DIFFER FROM THE ESTIMATES IN THE REGULAR RATINGS REPORT.

SAMPLE SIZE

TOTAL ANNUAL HOUSEHOLD INCOME
OF MEN 18+

UNDER \$4,000	94
\$4,000-\$7,999	148
\$8,000-\$11,999	196
\$12,000 & OVER	155
REFUSED AND NO ANSWER	0
	593

TOTAL ANNUAL HOUSEHOLD INCOME
OF WOMEN 18+

UNDER \$4,000	155
\$4,000-\$7,999	223
\$8,000-\$11,999	209
\$12,000 & OVER	156
REFUSED AND NO ANSWER	0
	743

NUMBER OF LISTENING PERSON ESTIMATES(WEEKLY CUME) ANNUAL INCOME BY ADULT MALE LISTENERS M-F 18 HR												
STATIONS	UNDER \$4,000		\$4,000-\$7,999		\$8,000-\$11,999		\$12,000-& OVER		NOT REPORTED			
	%	(00)	%	(00)	%	(00)	%	(00)	%	(00)	%	(00)
WAPA	18.1	106	33.2	194	31.3	183	17.4	102				
WBMJ	13.9	73	30.4	160	24.1	127	31.6	166				
WEYA	18.3	17	51.6	48			30.1	28				
WFID	15.4	10	18.5	12	21.5	14	44.6	29				
WHOA			8.8	6	45.6	31	45.6	31				
WIAC	28.3	149	31.9	168	18.4	97	21.4	113				
WIAC-FM	28.7	45	23.6	37	25.5	40	22.3	35				
WIOB	11.2	10	29.2	26	12.4	11	47.2	42				
WKAQ	10.6	126	31.6	376	31.1	370	26.8	319				
WKAQ-FM	4.2	7	33.9	56	17.0	28	44.8	74				
WKVM	22.8	87	37.0	141	23.6	90	16.5	63				
WLUZ	18.0	77	29.4	126	23.4	100	29.2	125				
WOLA	6.1	9	20.3	30	24.3	36	49.3	73				
WORD	7.0	11	8.9	14	39.5	62	44.6	70				
WPRM	28.6	111	38.4	149	20.1	78	12.9	50				
WQBS	17.1	60	30.2	106	38.2	134	14.6	51				
WQII	9.7	44	28.0	127	30.9	140	31.3	142				
WRAI	14.9	11	20.3	15	28.4	21	36.5	27				
WRSJ	15.3	13	22.4	19	27.1	23	35.3	30				
WSRA	6.5	19	10.2	30	35.2	103	48.1	141				
WUNO	13.9	31	24.2	54	27.4	61	34.5	77				
WVOZ	11.5	47	49.1	200	21.6	88	17.7	72				
TOTAL	15.9	538	24.9	843	33.0	1117	26.2	887				

ANNUAL INCOME BY ADULT FEMALE LISTENERS M-F 18 HR												
STATIONS	UNDER \$4,000		\$4,000-\$7,999		\$8,000-\$11,999		\$12,000-& OVER		NOT REPORTED			
	%	(00)	%	(00)	%	(00)	%	(00)	%	(00)	%	(00)
WAPA	24.6	84	30.1	103	28.4	97	17.0	58				
WBMJ	12.2	72	26.8	158	33.1	195	27.8	164				
WEYA	18.1	19	65.7	69	4.8	5	11.4	12				
WFID	10.9	10	22.8	21	32.6	30	33.7	31				
WHOA			16.0	8	38.0	19	46.0	23				
WIAC	24.7	84	41.2	140	18.8	64	15.3	52				
WIAC-FM	15.6	35	26.7	60	32.4	73	25.3	57				
WIOB			8.6	8	19.4	18	72.0	67				
WKAQ	17.1	224	30.0	393	30.0	393	22.9	300				
WKAQ-FM	9.4	22	33.0	77	36.5	85	21.0	49				
WKVM	30.4	216	36.1	257	18.8	134	14.6	104				
WLUZ	21.4	101	28.0	132	19.7	93	30.9	146				
WOLA	9.9	9	36.3	33	20.9	19	33.0	30				
WORD	9.0	11	11.5	14	36.1	44	43.4	53				
WPRM	32.4	97	36.5	109	16.1	48	15.1	45				
WQBS	19.1	55	25.3	73	29.9	86	25.7	74				
WQII	14.6	132	34.1	309	26.3	238	25.0	226				
WRAI	22.0	11	14.0	7	40.0	20	24.0	12				
WRSJ	12.1	13	25.2	27	28.0	30	34.6	37				
WSRA	4.7	9	19.8	38	34.9	67	40.6	78				
WUNO	16.6	71	24.4	104	28.3	121	30.7	131				
WVOZ	13.5	21	60.0	93	15.5	24	11.0	17				
TOTAL	20.8	776	30.0	1119	28.1	1048	21.1	787				

(Negro & Spanish) supplemental sampling in concentrated ethnic areas may be added when deemed necessary. This also will be noted in the Section—"Data Pertinent to the Study." In this case the sampling system employs the latest available population estimates as described in Sampling Frame II.

Sampling Frame II

This method is an alternate sampling procedure when the method described above under Sampling Frame I is not available. Generally this is the case in ethnic samples, e.g., radio listening surveys of Negro or Spanish population, or of large geographic areas. In such studies the following sampling method is utilized.

Where 1970 U.S. Census data are available (the larger cities) with block statistics, the blocks to be sampled are selected by a statistical procedure. The total number of housing units in the city is divided by the number of sampling points to be picked in the city. This division yields the number of housing units in each area to be covered by one sampling point. This number also becomes the skip interval for choosing the Census Tracts. The starting Census Tract is chosen by a random number between 1 and the skip interval. Starting with the first Census Tract, the housing units in each Census Tract are cumulatively summed until the Census Tract is reached containing the household equal to the random number. Then the skip interval is added to determine the successive Census Tracts to be selected. Within the Census Tract, the block to be used is selected by use of a table of random numbers. These blocks constitute the sampling points within the Counties and Cities where such block statistics are available.

For certain standard statistical metropolitan areas, census tract dwelling unit data are available PC(1)A for the outlying areas beyond the central cities. In these situations, the census tracts within the counties are listed with population. A similar statistical counting procedure as above in the selection of blocks is employed to select the census tract. Within the census tract the sampling point is selected and located by a random geographic procedure. The sampling point may be a block or a cross-road depending upon the detail in the map. Either this procedure or the one employing Census PC(1)A series, as described below, will be used. Accuracy may be affected by sample selection and quality of sampling material and sampling techniques which yield the sample design.

In the balance of the county or in counties where no block or census tract statistics are available, a similar procedure is employed using the 1970 Census PC(1)A Series (when available). This series lists the population for each county by its minor civil divisions in alphabetical order. The total population of the civil divisions divided by the number of sampling points yields the skip interval for selecting the sampling points. This time the sampling points are the civil divisions (or Census divisions). In these civil divisions maps are used to select the location of the sampling point by a random geographic procedure. Depending upon the detail shown in available maps, either blocks or cross-roads are selected.

Changes of sampling points become necessary for a number of reasons. In some instances, it turns out that the available official statistics are not current. Blocks are torn down, new ones are constructed, residential blocks become all commercial, and considerations of the personal safety of the interviewer may become involved. When this happens, changes may become necessary. The interviewer is instructed to contact the field director or supervisor who checks with the New York office as to the substitution to be made. If time does not permit checking with the New York office first, the supervisor selects a new location in accordance with general written instructions as to the direction in which to proceed or the interviewer in the field may make a choice in order not to delay the data collection. In either case this is checked later with the New York office for approval. If the change is unacceptable, the work is done over.

For purposes of this study, substitutions of sampling points are defined as follows: block is commercial, block is dangerous, interviewer could not locate the block. Other changes are remapping or extensions of the original sampling points.

Acceptance of Interviewing

The local supervisor is instructed to validate one interview out of each day's work of each interviewer—usually one out of 12-15 interviews. This is done over the telephone in a call to the household interviewed as soon after the interviewing as possible. This may be several days or even a week or two later depending upon the receipt of the work by the supervisor from the interviewer.

In the New York office, a similar telephone validation using the WATS line is undertaken for one out of each day's work of each interviewer. In general, an alternating procedure is employed in checking the same household validated by the local supervisor on one day's work and a new one on the second day's work. For non-phone households, a verification is done by mail to half of these households: These include actual non-phone households and households where telephone numbers are not available. Depending upon the results of this verification process (further verification if necessary) the interviewing is accepted or rejected and may

be ordered re-surveyed. The questionnaires are scanned for completeness; and omissions or doubtful items are edited in accordance with written instructions.

Data Processing

The IBM 360 Data Processing System is employed for computing the audience estimates. The questionnaires are key-punched on IBM cards.

Internal checks on key punch accuracy are made by the computer for more than 10 prime data processing factors. Verification of key punching up to 20% of the punched cards is made when deemed necessary. If 5% or more of the cards possess an error in punching, the key punch operator's work is totally verified.

Audience estimates for stations broadcasting limited hours due to late sign-on or early sign-off between the hours of 6 AM-12 Midnight are adjusted for actual broadcast hours. A station will be adjusted in the 7 PM-Midnight period when it is on the air 40 percent or more of the time.

Audience estimates are not adjusted for the following situations: FM station duplicating AM facility 15 minutes or more; Post midnight estimates; all day share of audience estimates.

Broad day part data are presented for those time periods covered by the report months listed on tables.

All day share of audience estimates are computed by dividing the average Total Market projection estimate into each station's average projection estimate. In smaller population markets the shares may total to more than 100% due to rounding of the projection estimate to nearest hundred and rounding shares to nearest whole percent.

Broad day part share of audience estimates may total to more than 100% due to adjusting station to actual broadcast hours with no corresponding adjustment to Total Market estimates.

Sample Size and Weighting Procedures

The actual number of interviews used for the processing of the report is reported under the section "Data Pertinent to the Study." The sample size employed for ratings processing does not include the "Not-At-Homes." These are households which were unoccupied at the time the interviewer approached the household. This number is reported but takes no part in the data processing. The number of interviews in the computation base for ratings is not necessarily equal for each of the days during the survey period, nor is interviewing necessarily made on each day during the survey period. Inability to secure cooperation from all households in the pre-designated sample or the failure of the cooperating households to provide usable data may result in error, sometimes referred to as non-response error.

In markets where there are substantial ethnic minorities, namely Spanish and Negro and where there are stations with programming directed toward these groups, an attempt is made to weight the make-up of the sample so that these minorities are in the sample close to their proportions in the population. Possible understatement or overstatement may result from such weighting.

The telephone-non phone weighting has been referred to earlier in the section under Sampling Frame I. This study was weighted for Ethnic Balance, County Distribution, and Age and Sex employing the latest acceptable available estimates of population. Weighting for Time Spent at Home is a modification of the "Nights at Home Technique" of weighting. This method was described in two articles by A. Politz and W. Simmons in the Journal of the American Statistical Association.

1. An attempt to get the "Not at Homes" into the Sample without Callbacks, Vol. 44, 9-31.
2. Note on "An attempt to Get the "Not-at-Homes" into the Sample without Callbacks, Journal of the American Statistical Association, Vol. 45, 136-37.

The basic plan is to weight respondents inversely to their time at home. Depending on the at-home percentage estimate the data for each respondent are weighted 1.0, 1.5 or 2.0.

The target number of sampling points is reported, and also the number of substitutions and number of sampling points not surveyed are reported. In addition, the number of respondents who took part in the interview is reported. A respondent is one who is at home at the time of the interview and makes his listening known either directly or indirectly through another household member.

The number of absentees are also reported. Adults are 18 years of age and over; Teenagers are 12 to 17.

Cut Off Levels and Stations Listed

In each market, an objective share of audience cut-off level is utilized in determining which stations are reported and which are included in the Miscellaneous. Any station achieving an average Monday-Friday quarter hour total persons rating in at least one day-part (6 AM-10 AM, 10 AM-3 PM, 3 PM-7 PM, 7 PM-12 Midnight by half hour units) equivalent to the required share of audience will be published in the report. Unless stated

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otherwise in the Section—"Data Pertinent to the Study," the cut-off level is 1.0%.

The audience share level for including stations in the report must be achieved for two (2) consecutive studies within a 12 month period. Exceptions warranting special consideration include new stations since last study, call letter change, program format change. Foreign Stations that achieve the cut-off level are included in this report only if they are listed in SRDS. All other stations will be included in the miscellaneous category. In instances where an FM station duplicates in part an affiliated AM station's programming, the cut-off determination will pertain to its unduplicated programming. This cut-off level is not uniform in all markets and may change from time to time. In studies where a part(s) of a larger total area is reported separately, the cut-off level is applied separately to the part(s) and to the total area. Non commercial stations are not reported. Their audience levels are added to the miscellaneous category.

Where there is duplication of programming between an AM and FM station, the audience estimates are combined and published as one single total credited to the AM. Where there is no duplication, audience estimates are processed and published separately if the cut-off level is met. For purposes of reporting only, the duplication of programming of less than 15 minutes duration is not considered duplication for the quarter hour. The cut-off level remains the same.

In the event that the station whose data are not published is a subscriber it will be furnished its own audience estimates on a confidential basis.

Ratings Estimates

The audience measurements in this report are estimates of audience size. The Rating gives the average ¼ hour rating of the total listening audience (in-home and out-of-home combined) to each station as the percentage of all persons interviewed. In radio station area studies audience estimates are shown for the Metropolitan Area, Home County or inner central zone and for the total area.

Ratings are shown in tenths in order to differentiate these measurements from shares which are shown in whole percentage points. The sum of the separate figures in each column may total slightly more or less than the total of all rating points (TRP). This result arises from the process of rounding off to the nearest tenth of a percent.

Share of Audience Estimates

These shares are percentages indicating the relative popularity of the stations during the day. The base, total persons listening to all stations divided into the total persons listening to each station yields these share data.

Persons Reached Estimates

These data are presented for the average quarter hour of the day parts for Monday through Friday combined and for Saturday and Sunday when surveyed. The results are reported by:

MEN, 18 years and over; WOMEN, 18 and over; TEEN, 12 to 17; and TOTAL. The data report the estimated number of listening persons, rounded to hundreds reached by the station. These data are reported for each of the above person categories, both for rating and projection.

Age groups are reported separately for men and for women; 18-24; 25-34, 35-49, 50-64 by the day parts. The total of Men and of Women includes the age group 65 and over and thus can be larger than the sum of the 4 reported age groups. Finally the summation of the figures for the individual stations may be greater than the P.U.R. (Persons Using Radio) figures due to the rounding process.

The estimated population is based upon U.S. Census of Population, PC(V2) updated by the latest available SRDS estimates of population.

FM Audience

Listening to an FM station duplicating the AM station programming is credited to the AM station. If no AM-FM duplication information is received from the station or is available (SRDS listings) all listening to the FM station is treated as unduplicated.

Daily and Weekly Cume Estimates

The daily audience estimates are tabulated from the questionnaires used in this study. The listening data for this, covers all day yesterday from time of getting up to going to sleep. The weekly audience estimates are derived from questions dealing with stations listened to or heard in the course of the past week in addition to listening any time yesterday. A count of the listeners to each station is made and divided by the sample size to yield the percentage which projects out against population to arrive at the listener estimates. This tabulation is based on the interviewing covering Monday to Friday but does refer to a seven day week. The weekly cume data are processed specifically for the AM & FM stations as reported by the listeners in the weekly cume questions. Therefore, the cume estimates for an AM & FM station are not necessarily additive because of the possibility of audience duplication between the AM & FM stations. All stations is the total estimate of persons and households

listening to radio in the course of the day and the week. In several instances (particularly total cumulative) audience estimates may achieve 100% of the estimated population. Due to rounding procedures there is a possibility that the computed estimates may be greater than 100%. In the event that this has occurred the estimate is printed as 100%. The addition of Men, Women and Teens may sometimes add just over or under the Total Person Cumes because of the process of rounding out to the nearest hundred.

Survey Area Definitions

A Radio Station Area study includes 2 sets of audience estimates:

1. The Central Zone usually the Metropolitan Area surveyed by PULSE for the standard syndicated Radio Audience Measurement Service. In a few markets, this Central Zone core may be larger than the census defined SMSA.
2. The Radio Station Area includes 1 and additional counties in which the stations originating from the Central Zone have individually or together achieved 25% shares (PULSE CP 1971-72) or greater of the daytime audience, and all other counties required to achieve a daytime weekly cume of 90% (PULSE CP 1971-72) for each Central Zone station.

Thus, for all practical purposes the Radio Station Area may be considered to approach the total audience for each station. In the case of each station, the Counties remaining in the non-included 10% or less are generally remote and in which the station achieves very little or no reportable daytime share of audience. There may be exceptions when a station's coverage signal extends to remote counties making it virtually impossible to establish a manageable & continuous area. Also in rare instances, counties may have been deleted or added to yield a continuous survey area.

There may be some instances where the area remains the same as defined by Pulse in years prior to 1974.

Standard Error Measurement

Errors in measurement cannot be computed for the measurements in this survey because the standard error formulas usually employed refer to a true probability sample. Thus, no claim is made as to the true degree of preciseness of these measurements. The usual standard error formulas are not applicable for these measurements.

Possible Survey Errors

PULSE utilizes its best efforts to comply with the standards set up in its consent order with the Federal Trade Commission. Nevertheless, no claim is made that the survey is free of all errors. Errors may occur in the interview, in securing the data, in the processing of the data and the report, etc. Accuracy in the reporting of listening and/or the characteristics of the household or individual, sometimes referred to as response error, may occur. Therefore, non-sampling errors cannot be warranted to be zero. The normal validation and verification may not always uncover such errors. However, if errors do crop up and are brought to Pulse's attention within 60 days of the issuance of the report or prior to the issuance of the next report, whichever is first, corrections will be made whenever possible.

Privileges

It is understood and agreed that the report will be kept strictly confidential, that the property therein remains in THE PULSE, INC., that neither the whole nor any part thereof may be disclosed to anyone but the purchaser, its clients or bona-fide prospective clients and that physical possession of the report shall not be released by the purchaser or its representative.

This service is an impartial one designed to measure the radio audience and report the information to its subscribers, who are supporting the service cooperatively. For this reason, this report may be utilized in any promotional or advertising matter by the subscriber only if identification of other stations and programs is not disclosed. In reproduction of any of this material, the data must be properly identified. Date of the report and area surveyed must be included in such matter. The use of these PULSE data in promotion and advertising must be cleared with PULSE prior to publication. Violation of these privileges may result in immediate cancellation of the subscription to PULSE, and may subject the subscriber to claims for damages which may be sustained by PULSE or others. In addition, a complaint will be filed with the Complaint Bureau of the F.C.C.

Explanation of Special Notations

A blank is used rather than 0.0 when no listeners were found for a particular station and when the computation does not yield a reportable number (less than ½ of a percent or less than 50 listener persons).

- x Does not broadcast independent programming for this time segment, or station broadcasts daytime only.
- @ Does not broadcast for complete period due to limited broadcast hours and/or AM-FM duplication and estimates are not adjusted.
- Indicates less than ½ of one percent.
- () Parentheses indicate unadjusted shares.
- + Station adjusted for actual broadcast hours.