

**American Radio
Small Market Edition
1984**

James H. Duncan, Jr.

AMERICAN RADIO
SMALL MARKET EDITION
1984

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Volume I

INTRODUCTION

I am pleased to present the first American Radio-Small Market Edition. This book is designed to complement the primary edition of American Radio by providing expanded coverage of the smaller radio markets in the United States and, for the first time, offering coverage of as many Canadian markets as possible.

The Small Market Edition will be issued every September.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at the following address:

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I urge all of you to read the definitions pages carefully. They will help you to understand the various rankings and listings for each market. However, if you have any questions please call me. I figure that my time and my call back to you are part of the subscription price. Also I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Special thanks to Jeri Anne Minnick and Chris Woodward for their help in preparing this edition.

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A1 Leading Stations in Arbitron Condensed Markets

Aberdeen, WA	FT. Pierce, FL	Panama City, FL
Abilene, TX	FT. Smith, AR	Parkersburg, WV
Albany, GA	FT. Walton Beach, FL	Pascogula, NY
Albany-Corvall-Leb, OR	Frederick, MD	Plattsburgh, NY
Alexandria, LA	Gainesville, FL	Poughkeepsie, NY
Ann Arbor, MI	Grand Forks, ND	Rapid City, SD
Augusta-Waterville, ME	Grand Junction, CO	Redding, CA
Bangor, ME	Great Falls, MT	Rochester, MN
Battle Creek, MI	Hagerstown, MD	St. Cloud, MN
Beckley, WV	Ithaca, NY	San Angelo, TX
Big Spring, TX	Joplin, MO	Santa Barbara, CA
Biloxi-Gulfport, MS	Killeen-Temple, TX	Santa Fe, NM
Bismarck, ND	LaCrosse, WI	Santa Rosa, CA
Boulder, CO	Lafayette, IN	Sioux Falls, IA
Bozeman, MT	Lake Charles, LA	Springfield, IL
Burlington, VT	Lawton, OK	Stamford-Norwalk, CT
Cape Cod, MA	Long Branch-AsburyPark, NJ	Staunton-Waynesboro, VA
Cape May, NJ	Longview-Marshall, TX	Texarkana, TX
Charlottesville, VA	Lufkin-Nacogdoches, TX	Trenton, NJ
Cheyenne, WY	Meridian, MS	Tuscaloosa, AL
Chicao, CA	Minot, ND	Tyler, TX
Columbia, MO	Monroe, LA	Victoria, TX
Danbury, CT	Morristown, NJ	Waterbury, CT
Danville, IL	Muskegon, MI	Watertown, NY
Dothan, AL	New Bedford-Fall River, MA	Wenatchee, WA
Dubuque, IA	Northwest Michigan	Wichita Falls, TX
Eau Claire, WI	Odessa-Midland, TX	Williamsport, PA
Fayette, AR	Owensboro, KY	Yuma, AZ
FT. Myers, FL	Palm Springs, CA	

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B8 Tupelo, MS; Rockingham County, VA; Missoula, MT
B9 Jackson, TN; Collier County, FL; Myrtle Beach, SC
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Montreal
Ottawa
Quebec City
Winnipeg

SECTION A

ARBITRON CONDENSED RADIO MARKET REPORTS

We have tripled the amount of data provided for each Arbitron Condensed Market. The methodology is nearly the same as you found in the Spring 84 edition of American Radio. Since 99% of you are also subscribers to the regular edition of American Radio please refer to that book for more information.

One area I might clarify. The diaries line differs slightly from that of other issues of American Radio:

Diaries: 279/258/58.61%

The first number is the total in-tab diaries. The second number is the number of people (12+) in the metro for each diary returned. The third number is the percentage of in-tab diaries against the total number of diaries sent into the market.

LEADING STATIONS IN ARBITRON CONDENSED MARKETS*

<u>STATION</u>	<u>MARKET</u>	<u>SHARE</u>	<u>FORMAT</u>	<u>GROUP OWNER</u>
1. KIZZ-F	Minot, ND	44.6	CHR	Meyer
2. WTNY	Watertown, NY	40.5	AC	
3. KISR-F	FT. Smith, AR	38.7	CHR	
KBST	Big Spring, TX	38.7	Contemp	
5. WKDW	Staunton, VA	34.6	Country	
6. WBKR-F	Owensboro, KY	33.9	Country	
7. KIXY-F	San Angelo, TX	32.9	CHR	Abaris
8. WAZY-F	Lafayette, IN	31.8	CHR	
9. KQIL	Grand Junction	31.3	Country	Mesa
10. WAXX-F	Eau Claire, WI	31.0	Country	Post
11. WSTO-F	Owensboro, KY	30.5	CHR	
12. KLaw-F	Lawton, OK	29.7	Country	
13. KFyr	Bismarck, ND	29.4	AC	Meyer
14. WKHQ-F	Northwest Michigan	28.7	Contemp	
KVIC-F	Victoria, TX	28.7	CHR	Mayes
KLUR-F	Wichita Falls, TX	28.7	Country	
17. WGFb-F	Plattsburgh, NY	28.6	CHR	
18. KSEZ-F	Sioux City, IA	27.3	CHR	Sentry
19. KMGZ-F	Lawton, OK	26.8	CHR	
20. KRRV-F	Alexandria, LA	26.6	Country	
21. KCJB	Minot, ND	26.5	Country	
22. KADo-F	Texarkana, TX	26.4	Country	
23. KQIX-F	Grand Junction, CO	26.1	CHR	Mesa
24. KYKS-F	Lufkin-Nacog., TX	26.0	Country	Osborn-Reynolds
25. KCMQ-F	Columbia, MO	25.7	CHR	McCrudden
26. WNCQ-F	Watertown, NY	25.6	Country	
27. WALT	Meridian, MS	25.2	Black	New South
28. WKCG-F	Augusta, ME	25.0	Country	
29. KTTI-F	Yuma, AZ	24.5	Country	
WTVY-F	Dothan, AL	24.5	Country	
31. WPAP-F	Panama City, FL	24.3	Country	
32. KEWB-F	Redding, CA	24.0	CHR	
33. WJIZ-F	Albany, GA	23.9	Black	
34. WILQ-F	Willimasport, PA	23.8	Country	
35. KBOZ-F	Bozeman, MT	23.6	Contemp	
36. WJDQ-F	Meridian, MS	23.5	CHR	
KYEA-F	Monroe, LA	23.5	Black	
38. KBLU	Yuma, AZ	23.4	AC	
39. KEAN-F	Abilene, TX	22.9	Country	Osborn-Reynolds
KKAZ-F	Cheyenne, WY	22.9	AC	Mesa
41. WJST-F	Panama City, FL	22.8	Contemp	
42. WOKK-F	Meridian, MS	22.6	Country	New South
43. KYKX-F	Longview-Marshall, TX	22.5	Country	Osborn-Reynolds
KPQ	Wenatchee, WA	22.5	MOR	
45. WNUS-F	Parkersburg, WV	22.4	Country	Composite
46. WIRY	Plattsburgh, NY	22.3	? ?	
47. WJLS	Beckley, WV	22.1	Country	
48. KSYN-F	Joplin, MO	21.8	CHR	
49. WQID-F	Biloxi, MS	21.6	CHR	New South
50. KYYY-F	Bismarck, ND	21.4	CHR	Meyer
KLYV-F	Dubuque, IA	21.4	CHR	Comm. Properties
WQCR-F	Burlington, VT	21.4	Contemp	Hall

*Based on 12+ Metro Share, Mon-Sun, 6A-MID

ABERDEEN, WA

MSA Rank/Pop: NA/55,600 (12+)
 Average Person Rating: 13.3
 Market TSL: 18.10 hrs.
 Stations: 5/8

Diaries: 255/218/45.54%
 Sample Target: 250
 % Below Line: 14.29%
 % Not Listed: 14.86%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 55.56%

12+ METRO	1/4/SHARE	FA	SPG	FA	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
1. KAYO +	14/19.0	17.9	21.0	10.2	19.5	1. KGHO-F	15/172	1. KXRO	208
2. KGHO-F	12/16.2	10.3	12.3	11.4	22.0	2. KAYO +	14/140	2. KGHO-F	151
						KDUX-F	14/172	3. KDUX	150
4. KDUX-F	11/14.9	17.9	11.1	7.6	7.3	4. KXRO	12/213	4. KAYO +	138
5. KISW-F	6/ 8.1	7.7	8.6	6.3	4.9	5. KISW-F	7/ 76	5. KGHO	78
6. KGHO	5/ 6.8	1.3	3.7	1.3	3.7	6. KGHO	5/ 79	6. KISW-F	66
7. KBRD-F	2/ 2.7	2.6	11.1	8.9	2.4	7. KBRD-F	3/ 63	7. KBRD-F	47
8. KRPM-F	1/ 1.4	1.3	2.5	6.3	---	8. KRPM-F	1/ 39	8. KRPM-F	38

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KXRO	1. KAYO +	1. KDUX-F	1. KAYO +	1. KAYO +
2. KGHO-F	KXRO	KGHO-F	2. KGHO-F	2. KDUX-F
KAYO +	3. KDUX-F	3. KXRO	3. KDUX-F	3. KISW-F
4. KDUX-F	4. KGHO-F	4. KAYO +	KXRO	4. KGHO-F
				KXRO

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KDUX-F	1. KDUX-F	1. KAYO-F+	1. KAYO +
2. KGHO-F	2. KAYO +	2. KDUX-F	2. KXRO
3. KXRO	3. KGHO-F	KGHO-F	3. KGHO
KISW-F	4. KXRO	KXRO	4. KHGO-F
			KBRD-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KAYO+, 1450, 1 KW/250 W	, COUNTRY	ABC-I, \$ 8.00	(Savalli)	Jim Servino
KGHO, 1560, 1 KW (DAYS)	, CONTEMP	, \$11.00	(Masla)	(HOQUIAM) Steve Larson
KXRO, 1320, 5 KW/1 KW (DA-N), AC		UPI, \$13.00	(Mc-Guild)	Joe Costello
KDUX-F, 104.7, 48 KW @ 120, CHR (Drake-Chen)		, \$11.00	(Mc-Guild)	Joe Costello
KGHO-F, 95.3, 1.2 KW @ 750, CHR		, \$11.00	(Masla)	(HOQUIAM) Steve Larson
KBRD, KISW, KRPM - Seattle				

ABILENE, TX

MSA Rank/Pop: 284/114,600
 Average Person Rating: 17.1
 Market TSL: 22.90 hrs.
 Stations: 10/14

Diaries: 340/360/51.05%
 Sample Target: 300
 % Below Line: 6.84%
 % Not Listed: 9.52%

Retail \$: .72 Bil
 CSI: 1.2 Bil
 CSI HH: \$27,926
 FM Share: 73.68%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KEAN-F	48/22.9	23.0	19.1
2. KFMN-F	44/21.0	21.9	15.6
3. KRBC	24/11.4	9.3	10.4
4. KORQ-F	20/ 9.5	9.8	11.6
5. KTYE-F	18/ 8.6	---	---
6. KDWT	8/ 3.8	---	2.3
7. KWKC	7/ 3.3	6.0	9.2
8. KVRP-F	6/ 2.9	4.4	2.9
9. KEAN	3/ 1.4	8.2	9.2
KFMN	3/ 1.4	---	8.1
KRQX	3/ 1.4	1.1	.6

12+ TSA	1/4/CUME
1. KEAN-F	67/608
2. KFMN-F	46/455
3. KORQ-F	28/387
4. KRBC	25/383
5. KVRP-F	23/204
6. KTYE-F	18/197
7. WBAP	9/144
KDWT	9/ 89
9. KWKC	8/186
10. KZEW-F	5/ 66

12+ METRO	CUME
1. KEAN-F	441
2. KFMN-F	372
3. KRBC	335
4. KORQ-F	271
5. KTYE-F	185
6. KWKC	175
7. KEAN	92
8. KDWT	73
KVRP-F	73
10. KMIO-F	61

12+ AMD

1. KEAN-F+
2. KRBC
3. KFMN-F+
4. KORQ-F

12+MID

1. KFMN-F
2. KEAN-F
3. KTYE-F
4. KORQ-F

12+PMD

1. KEAN-F
2. KFMN-F
3. KTYE-F
4. KORQ-F

12+EVE

1. KEAN-F
2. KFMN-F
3. KORQ-F
- KTYE-F

SAT MID

1. KFMN-F
2. KEAN-F
3. KTYE-F
4. KORQ-F

ADULTS 18-34

1. KFMN-F
2. KEAN-F
3. KORQ-F
4. KTYE-F

ADULTS 18-49

1. KEAN-F
2. KFMN-F
3. KORQ-F
4. KRBC

ADULTS 25-54

1. KEAN-F
2. KFMN-F
3. KTYE-F
4. KRBC

ADULTS 35+

1. KEAN-F
2. KRBC
3. KTYE-F
4. KDWT

OTHER RATED STATIONS/METRO SHARE

KZEW-F	97.9	Dallas	1.0	KMIO-F	102.3	Merkel	1.0
WBAP	820	Ft. Worth	1.0				

RADIO STATIONS

KDWT, 1400, 1 KW/500 W	, COUNTRY	, \$ NA	(----	(STAMFORD)	M. McGarvey
KEAN, 1280, 500 W (DAYS)	, COUNTRY	, \$ NA	(Selcom)	Osborn-Reynolds	Bourdon Wooten
KRBC, 1470, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-C, MBS, \$ NA	(Mc-Guild)		Bill Fox
KWKC, 1340, 1 KW/250 W	, COUNTRY	, \$11.00	(Blair)		Keith Adams
KEAN-F, 105.1, 100 KW @ 808	, COUNTRY	, \$20.00	(Selcom)	Osborn-Reynolds	Bourdon Wooten
KFMN-F, 107.9, 100 KW @ 285	, CHR	, \$20.00	(Masla)		
KORQ-F, 100.7, 100 KW @ 1280	, AC	RKO, \$11.00	(Blair)		Ken French
KTYE-F, 99.3, 540 W @ 714	, ? ?	, \$ NA	(----	(TYE)	
KVRP-F, 95.5, 100 KW @ 529	, COUNTRY	APR, \$15.00	(Weiss)	(HASKELL)	Gary Barrett
KRQX, KZEW, WBAP, -		Dallas			

ALBANY, GA

MSA Rank/Pop: 276/116,200
 Average Person Rating: 16.7
 Market TSL: 21.99 hrs.
 Stations: 10/10

Diaries: 323/288/53.12%
 Sample Target: 260
 % Below Line: - 0 -
 % Not Listed: 16.77%

Retail \$: .47 Bil
 CSI: 1.0 Bil
 CSI HH: \$25,324
 FM Share: 76.06%

12+ METRO	1/4/SHARE	SPG	SPG
1. WJIZ-F	37/23.9	33.3	36.1
2. WKAK-F	25/16.1	14.5	11.6
3. WQDE	17/11.0	12.6	3.9
WAZE-F	17/11.0	4.4	---
5. WJAD-F	15/ 9.7	6.9	12.9
6. WJAZ	14/ 9.0	5.7	9.7
7. WALG	10/ 6.5	5.0	7.1
8. WGPC-F	7/ 4.5	5.7	5.8
9. WGPC	3/ 1.9	3.8	1.9
10. WCUP-F	1/ .6	---	2.6

12+ TSA	1/4/CUME
1. WJIZ-F	84/746
2. WJAD-F	64/753
3. WKAK-F	41/352
4. WAZE-F	22/290
5. WQDE	18/208
6. WJAZ	15/143
7. WGPC-F	13/170
8. WALG	11/161
9. WCUP-F	8/189
10. WGPC	3/ 87

12+ METRO	CUME
1. WJIZ-F	351
2. WKAK-F	245
3. WJAD-F	240
4. WAZE-F	216
5. WQDE	200
6. WALG	148
7. WGPC-F	125
8. WJAZ	115
9. WGPC	83
10. WCUP-F	53

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WKAK-F	1. WKAK-F	1. WJIZ-F	1. WJIZ-F	1. WJIZ-F
2. WJIZ-F	2. WJIZ-F	2. WKAK-F	2. WAZE-F	2. WKAK-F
3. WAZE-F	3. WAZE-F	3. WAZE-F	3. WJAD-F	3. WJAD-F
4. WJAD-F	WQDE	4. WJAD-F	4. WKAK-F	4. WQDE

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WJIZ-F	1. WJIZ-F	1. WJIZ-F	1. WKAK-F
2. WAZE-F	2. WAZE-F	2. WKAK-F	2. WJIZ-F
3. WJAD-F	WKAK-F	3. WAZE-F	3. WQDE
4. WALG	4. WJAD-F	WQDE	4. WGPC-F
WJAZ-F	WJAZ		WJAZ
WKAK-F	WQDE		

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WALG, 1590, 5 KW/1 KW (DA-2), AC (Drake-Chen)	ABC-C, \$ NA (Masla)	Mark Shor
WGPC, 1450, 1 KW/250 W, MOR	CBS, \$10.00 (Southern)	Leonard George
WJAZ, 960, 5 KW (DAYS,DA), COUNTRY	NBC, \$ NA (T-N)	Fred Finney
WQDE, 1250, 1 KW (DAYS), BLACK	NBN, \$ NA (Unirep)	Virgie Landry
WAZE-F, 92.1, 3 KW @ 300, CONTEMP	, \$ NA (Roslin) (DAWSON)	John Thacker
WGPC-F, 100.3, 100 KW @ 650, CHR	, \$ 7.50 (----) (TIFTON)	Bob Webb
WGPC-F, 104.5, 43 KW @ 140, BTFL MUS	CBS-R, \$12.00 (Southern)	Leonard George
WJAD-F, 97.3, 100 KW @ 850, CHR	RKO, \$15.00 (Selcom) (BAINBRIDGE)	Charles Rowe
WJIZ-F, 96.3, 100 KW @ 470, BLACK	SBN, \$15.00 (----)	Betty Smith
WKAK-F, 101.7, 3 KW @ 300, COUNTRY (Drake-Chen)	ABC-I, \$ NA (Masla)	Mark Shor

ALBANY - CORVALLIS - LEBANON, OR

MSA Rank/Pop: NA/137,600 (12+)
 Average Person Rating: 14.2
 Market TSL: 19.21 hrs.
 Stations: 10/25

Diaries: 422/326/52.36%
 Sample Target: 330
 % Below Line: 46.91%
 % Not Listed: 16.92%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 73.46%

		SPG	SPG
12+ METRO	1/4/SHARE	83	82
1. KRKT-F+	27/13.9	13.4	12.5
2. KZEL-F	15/ 7.7	5.1	5.0
3. KEJO-F	12/ 6.2	8.7	5.6
KIQY-F	12/ 6.2	5.1	5.0
5. KFAT-F	9/ 4.6	4.6	6.9
KPNW-F	9/ 4.6	3.1	3.8
KSND-F	9/ 4.6	1.0	1.3
8. KGAL	7/ 3.6	3.1	6.3
KSKD-F	7/ 3.6	7.7	6.3
KXL -F	7/ 3.6	1.0	.6

12+ TSA	1/4/CUME
1. KRKT-F+	28/303
2. KZEL-F	15/227
3. KFAT-F	13/165
4. KEJO-F	12/180
KIQY-F	12/152
KXL	12/140
7. KPNW-F	11/126
8. KSND-F	10/105
9. KWIL	9/125
10. KRCK-F	8/121
KSKD-F	8/177
KXL -F	8/ 81

12+ METRO	CUME
1. KRKT-F+	271
2. KZEL-F	213
3. KEJO-F	180
4. KGAL	173
5. KFLY	158
6. KIQY-F	146
7. KFAT-F	136
8. KSKD-F	133
9. KPNW-F	113
10. KGON-F	112

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KRKT-F+	1. KRKT-F+	1. KRKT-F+	1. KZEL-F	1. KRKT-F+
2. KZEL-F	2. KEJO-F	2. KEJO-F	2. KRKT-F	2. KEJO-F
3. KXL	3. KPNW-F	3. KPNW-F	3. KIQY-F	KZEL-F
4. KFAT-F	4. KFAT-F	KZEL-F	4. KPNW-F	4. KSKD-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KIQY-F	1. KRKT-F+	1. KRKT-F+	1. KRKT-F+
KEJO-F	2. KIQY-F	2. KFAT-F	2. KPNW-F
3. KZEL-F	KEJO-F	3. KIQY-F	3. KFAT-F
4. KGAL	4. KZEL-F	4. KEJO-F	4. KXL
KRCK-F		KGAL	KXL -F

OTHER RATED STATIONS/METRO SHARE

KFIR	1370	Sweet Home	1.5	KINK-F	101.9	Portland	1.5
KFLY	1240	Corvallis	2.1	KPNW	1120	Eugene	1.5
KHPE-F	107.9	Albany	1.0	KRCK-F	101.1	Portland	2.6
KLOO	1340	Corvallis	2.1	KOGN	590	Eugene	.5
KWIL	790	Albany	3.1	KOGN-F	97.9	Eugene	1.5
KDVK-F	104.7	Eugene	.5	KOPL-F	98.5	Portland	1.0
KEX	1190	Portland	1.5	KXL	750	Portland	3.1
KGON-F	92.3	Portland	1.0				

RADIO STATIONS

KFLY, 1240, 1 KW/250 W , CHR	ABC-C, \$12.00 (S/R) (CORVALLIS) Bob Holt
KGAL, 920, 1 KW (DA-1), AC	APR, \$10.50 (Tacher) (LEBANON) Dick Eads
KWIL, 790, 1 KW (DA-2), RELIGION	, \$ 9.00 (Sand-Glenn) (ALBANY) Larry Gordon
KEJO-F, 101.5, 28 KW @ 250, AC (TM)	ABC-F, \$12.00 (----) (CORVALLIS)
KFAT-F, 106.1, 28 KW @ 1140, ? ?	CBS, \$11.00 (Blair) (CORVALLIS)
KIQY-F, 103.7, 53 KW @ 380, CHR	, \$11.50 (Moore) (LEBANON) Von Johnson
KRKT-F+, 99.9, 100 KW @ 1075, COUNTRY	ABC-I, \$15.50 (Mc-Guild) (ALBANY) Gary Grossman

Other ranked stations are in Portland or Eugene

ALEXANDRIA, LA

MSA Rank/Pop: 243/140,100
 Average Person Rating: 18.2
 Market TSL: 24.71 hrs.
 Stations: 9/9

Diaries: 342/374/46.34%
 Sample Target: 300
 % Below Line: - 0 -
 % Not Listed: 8.58%

Retail \$: .53 Bil
 CSI: 1.0 Bil
 CSI HH: \$21,607
 FM Share: 80.28%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KRRV-F	62/26.6	29.6	15.5
2. KQID-F	40/17.2	14.8	24.5
3. KBCE-F	35/15.0	11.7	6.0
4. KTIZ-F	32/13.7	13.0	17.5
5. KALB	25/10.7	13.5	11.0
6. KSYL	12/ 5.2	4.9	5.0
7. KDBS	4/ 1.7	4.9	7.5
8. KISY-F	2/ .9	---	---
9. KPAL	1/ .4	.9	4.0

12+ TSA	1/4/CUME
1. KQID-F	85/922
2. KRRV-F	84/757
3. KTIZ-F	62/564
4. KBCE-F	37/322
5. KALB	32/525
6. KSYL	12/225
7. KDBS	4/107
8. KISY-F	3/ 55
9. KPAL	2/107

12+ METRO	CUME
1. KRRV-F	473
2. KQID-F	395
3. KALB	348
4. KTIZ-F	299
5. KBCE-F	279
6. KSYL	203
7. KDBS	107
8. KPAL	101
9. KISY-F	40

12+ AMD

12+MID

12+PMD

12+EVE

SAT MID

1. KRRV-F
2. KALB
3. KQID-F
4. KTIZ-F

1. KRRV-F
2. KQID-F
3. KBCE-F
4. KTIZ-F

1. KRRV-F
2. KQID-F
3. KBCE-F
4. KTIZ-F

1. KQID-F
2. KBCE-F
3. KRRV-F
4. KTIZ-F

1. KRRV-F
2. KQID-F
3. KBCE-F
4. KTIZ-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. KRRV-F
2. KQID-F
3. KTIZ-F
- KBCE-F

1. KRRV-F
2. KQID-F
3. KTIZ-F
4. KBCE-F

1. KRRV-F
2. KBCE-F
- KQID-F
4. KTIZ-F

1. KRRV-F
2. KALB
3. KBCE
4. KOID-F
- KTIZ-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KALB, 580, 5 KW?1 KW (DA-N), COUNTRY	CBS, \$22.50 (Katz)	Lansford	Bruce Rainey
KDBS, 1410, 1 KW (DAYS), NOST (Al Ham)	ABC-C, \$12.00 (Savalli)	I. Ward-Steinman	
KPAL, 1110, 500 W (DAYS), COUNTRY	, \$ 8.00 (HNWH)		Roger Cavaness
KSYL, 970, 1 KW (DA-N), MOR	, \$ NA (Selcom)		Taylor Thompson
KBCE-F, L02.3, 3 KW @ 310, BLACK	SBN, \$ NA (Riley)	(BOYCE)	Gus Lewis
KISY-F, 98.3, 3 KW @ 300, ? ?	, \$ NA (HNWH)	(TIOGA)	Kris Powell
KQID-F, 93.1, 100 KW @ 1008, CHR (Century 21)	RKO, \$ NA (Selcom)		Taylor Thompson
KRRV-F, 100.3, 100 KW @ 574, COUNTRY	ABC-E, \$16.00 (Savalli)		I. Ward-Steinman
KTIZ-F, 96.9, 100 KW @ 1450, BLACK (TM)	CBS-R, \$16.50 (Katz)		Bill Lynch

ANN ARBOR, MI

MSA Rank/Pop: 154/270,800
 Average Person Rating: 16.5
 Market TSL: 21.96 hrs.
 Stations: 5/27

Diaries: 474/486/49.95%
 Sample Target: 400
 % Below Line: 84.18%
 % Not Listed: 17.06%

Retail \$: 1.2 Bil
 CSI: 3.0 Bil
 CSI HH: \$30,633
 FM Share: 72.47%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WJR	56/14.7	13.3	13.3
2. WHYT-F	29/ 7.6	2.9	3.0
3. WIQB-F	24/ 6.3	7.8	12.7
WWW-F	24/ 6.3	7.3	5.9
5. WRIF-F	20/ 5.2	5.5	5.0
6. WJLB-F	17/ 4.5	1.3	3.0
7. WCZY-F	15/ 3.9	2.9	2.1
8. WMJC-F	14/ 3.7	5.2	2.7
WNIC-F	14/ 3.7	5.2	5.9
10. WOMC-F	12/ 3.1	2.3	.6
WJOI-F	12/ 3.1	4.4	2.4

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	TSA AND
5.	METRO
6.	ARE THE
7.	SAME
8.	
9.	
10.	

12+ METRO	CUME
1. WJR	762
2. WHYT-F	526
3. WRIF-F	502
4. WIQB-F	456
5. WCZY-F	353
6. WLLZ-F	301
WMJC-F	301
WNIC-F	301
9. WOMC	247
10. WJLB-F	243

12+ AMD

1. WJR
2. WIQB-F
3. WNIC-F+
4. WHYT-F

12+MID

1. WJR
2. WWW-F
3. WIQB-F
4. WHYT-F

12+PMD

1. WHTY-F
2. WJR
3. WWW-F
4. WIQB-F

12+EVE

1. WJR
2. WHYT-F
3. WIQB-F
- WJOI-F
- WNIC-F

SAT MID

1. WJR
2. WHYT-F
3. WIQB-F
- WWW-F

ADULTS 18-34

1. WIQB-F
2. WRIF-F
3. WHYT-F
4. WJLB-F
- WJR

ADULTS 18-49

1. WJR
2. WIQB-F
3. WHYT-F
- WRIF-F

ADULTS 25-54

1. WJR
2. WIQB-F
3. WRIF-F
- WWW-F

ADULTS 35+

1. WJR
2. WWW-F
3. WJOI-F
4. WPAG-F

OTHER RATED STATIONS/METRO SHARE

WAAM	1600	Ann Arbor	2.9	WDRQ-F	93.1	Detroit	2.1
WNRS	1290	Saline	.5	WHND	560	Detroit	1.0
WPAG	1050	Ann Arbor	1.0	WIOT-F	104.7	Toledo, OH	.5
WPAG-F	107.1	Ann Arbor	2.4	WJZZ-F	105.9	Detroit	.8
CKLW	800	Windsor	.5	WLLZ-F	98.7	Detroit	2.9
WCLS-F	99.5	Detroit	1.6	WNIC	1310	Dearborn	.3
WCXI	1130	Detroit	.8	WQRS-F	105.1	Detroit	1.0
WCXI-F	92.3	Detroit	1.3	WWJ	950	Detroit	1.0

RADIO STATIONS

KAAM, 1600, 5 KW (DA-2) , MOR	ABC-E, \$18.00 (Patt)	
WPAG, 1050, 5 KW (DAYS,DA), NOSTALGIA	ABC-I, \$22.50 (Weiss)	Jim Baughn
WIQB-F, 102.9, 10 KW @ 500, AOR	, \$26.50 (Torbet)	Ernie Winn
WPAG-F, 107.1, 3 KW @ 260, BTFL MUS	, \$15.00 (Weiss)	Ed Baughn

Other ranked stations are in Detroit

AUGUSTA - WATERVILLE, ME

MSA Rank/Pop: NA/94,100 (12+)
 Average Person Rating: 16.6
 Market TSL: 22.38 hrs.
 Stations: 7/15

Diaries: 305/309/59.57%
 Sample Target: 270
 % Below Line: 44.85%
 % Not Listed: 12.82%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 94.85%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WKCG-F	39/25.0	10.2	2.5
2. WIGY-F	28/17.9	18.5	16.3
3. WABK-F	24/15.4	21.7	23.8
4. WBLM-F	12/ 7.7	8.3	13.1
5. WHOM-F	8/ 5.1	3.8	1.9
6. WABK	3/ 1.9	4.5	5.6
WTVL-F+	3/ 1.9	4.4	4.4
WCLZ-F	3/ 1.9	.6	1.3
WKZS-F	3/ 1.9	---	---
WTOS-F	3/ 1.9	1.9	1.9

12+ TSA	1/4/CUME
1. WKCG-F	65/476
2. WIGY-F	46/603
3. WABK-F	37/567
4. WBLM-F	23/329
5. WPOR-F	19/199
6. WHOM-F	17/203
7. WTOS-F	12/201
8. WWMR-F+	10/229
9. WCLZ-F	8/132
10. WABK	5/140
WKZS-F	5/ 95

12+ METRO	CUME
1. WABK-F	355
2. WIGY-F	340
3. WKCG-F	255
4. WBLM-F	175
5. WHOM-F	115
6. WTVL-F+	101
7. WRDO-F+	98
8. WWMR-F+	92
9. WABK	89
WGAN-F	89

12+ AMD

1. WKCG-F
2. WABK-F
3. WIGY-F
4. WBLM-F

12+MID

1. WKCG-F
2. WABK-F
3. WIGY-F
4. WHOM-F

12+PMD

1. WKCG-F
2. WABK-F
- WIGY-F
4. WBLM-F

12+EVE

1. WIGY-F
2. WKCG-F
3. WBLM-F
4. WABK-F

SAT MID

1. WIGY-F
2. WKCG-F
3. WABK-F
4. WBLM-F

ADULTS 18-34

1. WIGY-F
2. WABK-F
- WKCG-F
4. WBLM-F

ADULTS 18-49

1. WKCG-F
2. WABK-F
3. WIGY-F
4. WBLM-F

ADULTS 25-54

1. WKCG-F
2. WABK-F
3. WIGY-F
4. WBLM-F

ADULTS 35+

1. WKCG-F
2. WABK-F
3. WHOM-F
4. WIGY-F

OTHER RATED STATIONS/METRO SHARE

WFAU	1340	Augusta	1.3	WGAN-F	102.9	Portland	1.3
WRDO-F+	92.3	Augusta	1.3	WPOR-F	101.9	Portland	1.3
WWMR-F+	96.3	Augusta	1.3				

RADIO STATIONS

WABK , 1280, 5 KW (DA-N), COUNTRY	, \$ 9.50 (Weiss)	(GARDINER) Dick Walsh
WTVL+, 1490, 1 KW/250 W , AC	ABC-E, \$11.00 (----)	(WATERVILLE) Dave Brown
WABK-F, 104.3, 50 KW @ 400, CONTEMP	ABC-I, \$20.00 (Weiss)	(GARDINER) Dick Walsh
WKCG-F, 101.3, 50 KW @ 315, COUNTRY (TM)	CBS, \$17.00 (NE Spot)	(AUGUSTA) J. Bent
WRDO-F+, 92.3, 3 KW @ 300, AC	NBC, \$13.50 (Savalli)	(AUGUSTA) Dick Hyatt
WWMR-F, 96.3, 48 KW @ 1440, CHR	, \$14.50 (Masla)	(RUMFORD)

Michael Rayleigh

Other ranked stations are in Portland area

BANGOR, ME

MSA Rank/Pop: 324/86,000
 Average Person Rating: 16.9
 Market TSL: 22.21 hrs.
 Stations: 8/9

Diaries: 318/194/53.63%
 Sample Target: 250
 % Below Line: 2.88%
 % Not Listed: 7.69%

Retail \$: .44 Bil
 CSI: .66 Bil
 CSI HH: \$22,508
 FM Share: 65.63%

12+ METRO	1/4/SHARE	SPG	SPG
1. WBGW-F	18/17.3	15.7	---
2. WZON	17/16.3	13.9	---
3. WWMJ-F	16/15.4	5.6	---
4. WPBC-F	12/11.5	16.7	---
5. WABI	11/10.6	14.8	---
6. WGUY-F	9/ 8.7	13.0	---
7. WMLI	5/ 4.8	.9	---
WTUS-F	5/ 4.8	4.6	---
9. WSKQ-F	3/ 2.9	1.9	---

12+ TSA	1/4/CUME
1. WBGW-F	51/559
2. WWMJ-F	43/615
WKSQ-F	43/560
4. WPBC-F	38/357
5. WZON	35/578
6. WTOS-F	28/350
7. WGUY-F	26/382
8. WABI	16/279
9. WMLI	6/ 80

12+ METRO	CUME
1. WZON	243
2. WWMJ-F	182
3. WABI	162
WBGW-F	162
5. WGUY-F	146
6. WPBC-F	134
7. WKSQ-F	86
8. WMLI	68
9. WTOS-F	49

12+ AMD

12+MID

12+PMD

12+EVE

SAT MID

1. WZON
2. WABI
3. WBGW-F
4. WPBC-F

1. WWMJ-F
2. WBGW-F
3. WZON
4. WPBC-F

1. WBGW-F
2. WZON
3. WWMJ-F
4. WPBC-F

1. WBGW-F
- WZON
3. WPBC-F
4. WWMJ-F

1. WBGW-F
- WWMJ-F
3. WPBC-F
4. WABI

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. WWMJ-F
 2. WZON
 3. WGUY-F
 4. WABI
- WBGW-F

1. WWMJ-F
2. WZON
3. WBGW-F
4. WGUY-F

1. WBGW-F
2. WWMJ-F
3. WZON
4. WABI

1. WBGW-F
 2. WPBC-F
 3. WABI
 4. WMLI
- WWMJ-F
WZON

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WABI, 910, 5 KW (DA-N), MOR
 WMLI, 1250, 5 KW (DAYS), NOST (A1 Ham)
 WZON, 620, 5 KW (DA-N), CONTEMP

ABC-I, \$14.38 (Torbet)
 ABC-C, \$11.00 (Masla)
 NBC, \$17.00 (Savalli)

George Gonyar
 Charles Stone
 Chris Spruce

WBGW-F, 97.1, 5 KW @ 1228, COUNTRY (Concept)
 WGUY-F, 100.9, 1 KW @ 484, CHR
 WPBC-F, 92.9, 15 KW @ 781, BTFL MUS
 WTOS-F, 105.1, 50 KW @ 2420, AOR
 WWMJ-F, 95.7, 8 KW @ 1029, AC
 WKSQ-F, 94.5, 50 KW @ 430, CHR

ABC-E, \$15.00 (Torbet)
 , \$12.00 (Masla)
 , \$21.00 (Groskin)
 Source, \$24.50 (Roslin)
 CBS-R, \$14.50 (HNWH)
 , \$ 9.50 (----)

George Gonyar
 Charles Stone
 Jim Goff
 Bob MacDonalld
 Helen Dudman
 Mark Osborn

BATTLE CREEK, MI

MSA Rank/Pop: 237/141,800
 Average Person Rating: 16.5
 Market TSL: 21.52 hrs.
 Stations: 7/23

Diaries: 409/375/58.35%
 Sample Target: 310
 % Below Line: 69.41%
 % Not Listed: 13.44%

Retail \$: .52 Bil
 CSI: 1.3 Bil
 CSI HH: \$24,429
 FM Share: 73.97%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WNWN-F	46/18.2	21.0	3.4
2. WBCK	39/15.4	17.4	18.1
3. WJXQ-F	23/ 9.1	15.7	15.6
4. WKFR-F	21/ 8.3	5.0	10.5
5. WOOD-F	16/ 6.3	4.3	6.3
6. WLAV-F	9/ 3.6	1.4	2.1
WKNR	9/ 3.6	4.3	6.8
8. WQLR-F	8/ 3.2	2.5	5.1
9. WBCH-F	7/ 2.8	1.8	3.0
WDFP-F	7/ 2.8	.7	.8

12+ TSA	1/4/CUME
1. WNWN-F	91/ 861
2. WKFR-F	80/1075
3. WKZO	49/ 711
4. WJXQ-F	43/ 587
5. WBCK	39/ 488
6. WOOD-F	34/ 502
7. WLAV-F	26/ 297
8. WQLR-F	24/ 486
9. WGRD-F	21/ 371
10. WJFM-F	16/ 352

12+ METRO	CUME
1. WBCK	453
2. WNWN-F	402
3. WKFR-F	344
4. WJXQ-F	277
5. WOOD-F	265
6. WKNR	198
7. WQLR-F	160
8. WJFM-F	130
9. WVIC-F	114
10. WBCH-F	113

12+ AMD

12+MID

12+PMD

12+EVE

SAT MID

- WBCK
- WNWN-F
- WKFR-F
- WJXQ-F

- WNWN-F
- WBCK
- WKFR-F
- WJXQ-F
- WOOD-F

- WNWN-F
- WJXQ-F
- WKFR-F
- WBCK
- WOOD-F

- WBCK
- WNWN-F
- WJXQ-F
- WKFR-F

- WNWN-F
- WBCK
- WKFR-F
- WJXQ-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

- WJXQ-F
- WNWN-F
- WKFR-F
- WLAV-F

- WNWN-F
- WJXQ-F
- WKFR-F
- WBCK

- WNWN-F
- WBCK
- WKFR-F
- WKNR
- WOOD-F

- WBCK
- WNWN-F
- WOOD-F
- WQLR-F

OTHER RATED STATIONS/METRO SHARE

WBCH	1220	Hastings	.8	WJFM-F	93.7	Grand Rapids	1.6
WELL	1260	Albion	--	WJR	760	Detroit	1.6
WELL-F	104.9	Marshall	1.2	WKZO	590	Kalamazoo	.4
WCUZ-F	101.3	Grand Rapids	2.0	WLHT-F	95.7	Grand Rapids	.4
WGRD-F	97.9	Grand Rapids	1.6	WOOD	1300	Grand Rapids	.8
WIBM-F	94.1	Lansing	.8	WVIC-F	94.9	East Lansing	1.6
WITL-F	100.7	Lansing	.8				

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2), MOR NBC, \$21.00 (Masla) Nat Sibbold
 WKNR, 1400, 1 KW/250 W , OLDIES (Drake-Chen) ABC-C, \$ NM (Eastman) Dave Hicks
 WBCH-F, 100.1, 3 KW @ 294, AC ABC-E, \$ 8.00 (RSR) (HASTINGS) Ken Radant
 WDFP-F, 95.3, 3 KW @ 270, RELIGION , \$ NA (Patt) Don Price

Other ranked stations - See Kalamazoo or Grand Rapids in Spring 84 edition of American Radio

BECKLEY, WV

MSA Rank/Pop: NA/73,100 (12+)
 Average Person Rating: 15.5
 Market TSL: 20.02 hrs.
 Stations: 8/10

Diaries: 259/282/48.68%
 Sample Target: 250
 % Below Line: 7.62%
 % Not Listed: 7.08%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 64.76%

12+ METRO	1/4/SHARE	SPG	SPG
		83	82
1. WJLS	25/22.1	23.9	26.1
2. WCIR-F	23/20.4	17.4	15.3
3. WTNJ-F	19/16.8	22.0	16.2
4. WOAY-F	15/13.3	5.5	5.4
5. WWRN	8/ 7.1	7.3	12.6
6. WHAJ-F	5/ 4.4	1.8	---
7. WBKW-F	3/ 2.7	4.6	5.4
WBES-F	3/ 2.7	---	---
9. WJKK	2/ 1.8	8.3	9.0
WOAY	2/ 1.8	---	---

12+ TSA	1/4/CUME
1. WHAJ-F	71/655
2. WTNJ-F	59/666
3. WCIR-F	43/639
4. WOAY-F	39/536
5. WJLS	32/482
6. WBKW-F	11/285
WWRN	11/210
8. WBES-F	6/ 67
9. WOAY	5/ 61
10. WJKK	3/ 50

12+ METRO	CUME
1. WJLS	326
2. WCIR-F	292
3. WTNJ-F	223
4. WOAY-F	180
5. WWRN	130
6. WBKW-F	83
7. WHAJ-F	66
8. WJKK	41
9. WOAY	36
10. WBES-F	29

12+ AMD

1. WJLS
 2. WTNJ-F
 3. WCIR-F
 4. WOAY-F
- WWRN

12+MID

1. WTNJ-F
2. WOAY-F
3. WCIR-F
4. WJLS

12+PMD

1. WCIR-F
2. WJLS
3. WOAY-F
4. WTNJ

12+EVE

1. WCIR-F
2. WJLS
3. WOAY-F
4. WHAJ-F

SAT MID

1. WCIR-F
2. WJLS
3. WTNJ-F
4. WOAY-F

ADULTS 18-34

1. WCIR-F
 2. WOAY-F
 3. WJLS
- WTNJ-F

ADULTS 18-49

1. WCIR-F
 2. WOAY-F
- WTNJ-F
4. WJLS

ADULTS 25-54

1. WTNJ-F
2. WJLS
3. WCIR-F
4. WOAY-F

ADULTS 35+

1. WJLS
2. WTNJ-F
3. WWRN
4. WCIR-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WJKK, 1070, 10 KW (DAYS) , COUNTRY (Century 21) NBC, \$ NA (S. Katz) Jay Quesenberry
 WJLS, 560, 5 KW/500 W (DA-N), COUNTRY (Musicworks) CBS, \$10.00 (Savalli) Nancy Smith
 WOAY, 860, 10 KW (DAYS) , RELIGION , \$7.00 (----) (OAK HILL) Leah Thomas
 WWRN, 620, 1 KW/500 W (DA-N), AC ABC-C,MBS, \$8.00 (Katz) Al Martine
 WBKW-F, 99.5, 34 KW @ 1050, RELIGION CBS, \$6.00 (Regional) Nancy Smith
 WCIR-F, 103.7, 5 KW @ 1485, CHR , \$ NA (S. Katz) Jay Quesenberry
 WOAY-F, 94.1, 25 KW @ 650, CHR RKO, \$8.00 (----) (OAK HILL) Leah Thomas
 WTNJ-F, 105.9, 50 KW @ 500, COUNTRY ABC-E, \$ NA (----) (OAK HILL) Tony Gonzales
 WHAJ-F, 104.5, 100 KW @ 1200, CHR RKO, \$20.00 (----) (BLUEFIELD) Mike Shott

WBES is in Charleston

BIG SPRING, TX

MSA Rank/Pop: NA/26,200 (12+)
 Average Person Rating: 11.8
 Market TSL: 16.83 hrs.
 Stations: 3/7

Diaries: 287/91.28/54.88%
 Sample Target: 250
 % Below Line: 33.33%
 % Not Listed: 3.23%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 30.00%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KBST	12/38.7	27.0	---
2. KBYG	4/12.9	24.3	---
KWKI-F	4/12.9	24.3	---
KIOF-F	4/12.9	---	---
KWEL	4/12.9	---	---
6. KCRS	1/ 3.2	---	---
KRUX-F	1/ 3.2	---	---

12+ TSA	1/4/CUME
1. KBST	12/105
2. KBYG	4/ 72
KWKI-F	4/ 64
KIOF-F	4/ 57
KWEL	4/ 21
6. KCRS	1/ 15
KRUX-F	1/ 11

12+ METRO	CUME
1. KBST	104
2. KBYG	71
3. KWKI-F	64
4. KIOF-F	56
5. KWEL-F	19
6. KCRS	15
7. KRUX-F	10

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KBST	1. KBST	1. KBST	1. KBST	1. KBST
2. KBYG	2. KBYG	KWEL	2. KWKI-F	2. KIOF-F
3. KWKI-F	3. KWEL	3. KWKI-F	3. KBYG	3. KWKI-F
4. KIOF-F	4. KWKI-F	KIOF-F	KIOF-F	4. KBYG
	KIOF-F			

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KBST	1. KBST	1. KBST	1. KBST
2. KWKI-F	2. KBYG	2. KBYG	2. KBYG
KWEL	KWKI-F	3. KWKI-F	3. KRUX-F
4. KBYG	KWEL	KWEL	KWEL
KIOF-F			

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KBST, 1490, 1 KW/250 W, CONTEMP
 KBYG, 1400, 1 KW/250 W, COUNTRY
 KWKI-F, 95.3, 1.8 KW @ 300, CHR

ABC-E, \$12.00 (Masla)
 ABC-I, \$ NA (Savalli)
 MBS, \$ 9.50 (Miller)

Dave Wrinkle
 Bob Taylor
 David Trusty

KRUX - See Lubbock in Spring 84 American Radio

Other ranked stations - See Midland-Odessa

BILOXI - GULFPORT, MS

MSA Rank/Pop: 194/189,600
 Average Person Rating: 17.9
 Market TSL: 23.52 hrs.
 Stations: 9/16

Diaries: 382/427/43.07%
 Sample Target: 370
 % Below Line: 25.0%
 % Not Listed: 13.7%

Retail \$: .75 Bil
 CSI: 1.4 Bil
 CSI HH: 21,130
 FM Share: 61.11%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WQID-F	63/21.6	17.3	24.7
2. WVMi	36/12.3	11.9	9.8
3. WLTS-F	24/ 8.2	12.9	7.2
4. WZKX-F	23/ 7.9	5.8	4.4
5. WGCM-F	19/ 6.5	8.6	2.8
6. WXGR	18/ 6.2	---	---
7. WTAM	15/ 5.1	9.4	8.2
8. WWL	13/ 4.5	2.9	4.1
9. WROA	8/ 2.7	2.5	2.3
WOSM-F	8/ 2.7	---	1.5

12+ TSA	1/4/CUME
1. WQID-F	109/1180
2. WVMi	46/ 441
3. WZKX-F	25/ 323
WPMO-F	25/ 339
5. WLTS-F	24/ 237
6. WGCM-F	20/ 266
7. WXGR	18/ 113
8. WWL	15/ 243
WTAM	15/ 177
10. WOSM-F	11/ 110

12+ METRO	CUME
1. WQID-F	660
2. WVMi	324
3. WZKX-F	264
4. WGCM-F	247
5. WLTS-F	213
6. WWL	191
7. WTAM	174
8. WROA	140
9. WPMO-F	113
10. WBND	92

12+ AMD
1. WQID-F
2. WVMi
3. WLTS-F
4. WTAM

12+MID
1. WQID-F
2. WVMi
3. WZKX-F
4. WGCM-F

12+PMD
1. WQID-F
2. WVMi-F
3. WLTS-F
4. WGCM-F
WZKX-F

12+EVE
1. WQID-F
2. WLTS-F
3. WVMi-F
4. WZKX-F

SAT MID
1. WQID-F
2. WLTS-F
3. WVMi-F
4. WZKX-F

ADULTS 18-34
1. WQID-F
2. WZKX-F
3. WLTS-F
4. WGCM-F

ADULTS 18-49
1. WQID-F
2. WVMi-F
3. WZKX-F
4. WGCM-F

ADULTS 25-54
1. WVMi
2. WQID-F
3. WGCM-F
4. WZKX-F
WLTS-F

ADULTS 35+
1. WVMi
2. WXGR
3. WWL
4. WQID-F
WOSM

OTHER RATED STATIONS/METRO SHARE

WBND	1490	Biloxi	1.4	WNOE-F	101.1	New Orleans, LA	1.0
WGUF-F	96.7	Gulfport	1.0	WPMO-F	99.1	Pascagoula	1.4
WBYU-F	95.7	New Orleans, LA	2.4	WTIX	690	New Orleans, LA	1.4

RADIO STATIONS

WBND, 1490, 1 KW/250 W	, NOSTALGIA	, \$ 8.00 (----)	Ray Saadi
WROA, 1390, 5 KW (DA-1)	, MOR	NBC, \$11.00 (----)	Morgan Dowdy
WTAM, 1240, 1 KW/250 W	, BLACK	NBN, \$ NA (Weiss)	Roden Mack Stevens
WVMi, 570, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-E, \$ NA (Mc-Guild)	New South Wayne Vowell
WXGR, 1190, 5 KW (DAYS)	, COUNTRY	, \$ 5.50 (----)	(BAY ST. LOUIS) Jim Odom
WGCM-F, 102.3,	3 KW @ 300, COUNTRY (Century 21)	ABC-I, \$ NA (Weiss)	Roden Mack Stevens
WQID-F, 93.7,	100 KW @ 400, CHR	ABC-F, \$ NA (Mc-Guild)	New South Wayne Vowell
WZKX-F, 107.1,	3 KW @ 300, ROCK (Century 21)	Source, \$11.00 (----)	Morgan Dowdy

WOSM, WPMO - See Pascagoula

Other ranked stations - See New Orleans in Spring 84 American Radio

BISMARCK, ND

MSA Rank/Pop: 325/84,700
 Average Person Rating: 17.5
 Market TSL: 22.71 hrs.
 Stations: 6/7

Diaries: 279/258/58.61%
 Sample Target: 250
 % Below Line: 2.58%
 % Not Listed: 7.93%

Retail \$: .45 Bil
 CSI: .79 Bil
 CSI HH: \$26,622
 FM Share: 33.62%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KFYZ	37/29.4	30.5	33.3
2. KYYY-F	27/21.4	23.7	17.1
3. KBMR	24/19.0	24.6	27.9
4. KLXX	13/10.3	3.4	4.5
5. KQDY-F	8/ 6.3	6.8	11.7
6. KNDR-F	4/ 3.2	2.5	.9
7. KSJB	3/ 2.4	---	---

12+ TSA	1/4/CUME
1. KFYZ	125/1465
2. KBMR	42/ 321
3. KYYY-F	37/ 472
4. KSJB	31/ 352
5. KLXX	14/ 208
6. KQDY-F	11/ 188
7. KNDR-F	7/ 58

12+ METRO	CUME
1. KFYZ	423
2. KYYY-F	339
3. KBMR	185
4. KLXX	181
5. KQDY-F	142
6. KSJB	58
7. KNDR-F	46

12+ AMD

12+MID

12+PMD

12+EVE

SAT MID

1. KFYZ
2. KYYY-F
3. KBMR
4. KLXX

1. KFYZ
2. KYYY-F
3. KLXX
4. KBMR

1. KFYZ
2. KYYY-F
3. KBMR
4. KLXX

1. KFYZ
2. KYYY
3. KLXX
4. KNDR-F
KQDY-F

1. KFYZ
2. KYYY-F
3. KBMR
4. KQDY-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. KYYY-F
2. KFYZ
3. KBMR
- KLZZ

1. KFYZ
2. KYYY-F
3. KBMR
4. KLXX

1. KFYZ
2. KBMR
3. KLXX
4. KYYY-F

1. KFYZ
2. KBMR
3. KLXX
4. KNDR-F
KYYY-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KBMR, 1130, 10 KW (DAYS), COUNTRY	NBC, \$29.00 (Mc-Guild)	Alvin Anderson
KFYZ, 550, 5 KW (DA-N), AC <u>ST</u>	ABC-I, \$58.00 (Blair) Meyer	Tom Barr
KLXX, 1270, 1 KW/250 W, MOR (Drake-Chen)	CBS, \$10.25 (Masla)	Jim Odney
KSJB, 600, 5 KW (DA-1), COUNTRY	ABC-E, \$18.00 (Torbet) (JAMESTOWN)	E. Crilly
KNDR-F, L04.9, 3 KW @ 290, RELIGION	, \$ 6.00 (----)	Bertil Johnson
KQDY-F, 94.5, 100 KW @ 1090, COUNTRY	ABC-C, \$17.00 (Mc-Guild)	Alvin Anderson
KYYY-F, 92.9, 100 KW @ 1180, CHR	Source, \$23.50 (Blair) Meyer	Bob Denver

BOULDER, CO

MSA Rank/Pop: 186/203,800
 Average Person Rating: 15.3
 Market TSL: 20.29 hrs.
 Stations: 4/24

Diaries: 371/482/48.24%
 Sample Target: 360
 % Below Line: 85.23%
 % Not Listed: 13.5%

Retail \$: 1.1 Bil
 CSI: 2.3 Bil
 CSI HH: \$29,047
 FM Share: 67.09%

12+ METRO	1/4/SHARE	SPG	SPG
		83	82
1. KBCO-F	23/ 8.4	8.0	10.2
KOAQ-F	23/ 8.4	8.0	4.9
KOSI-F	23/ 8.4	10.2	9.5
4. KIMN	19/ 6.9	3.6	4.5
5. KPKE-F	16/ 5.8	3.3	2.3
6. KYGO-F	15/ 5.5	3.3	4.9
7. KAZY-F	12/ 4.4	8.0	6.8
8. KBPI-F	11/ 4.0	6.9	9.1
KOA	11/ 4.0	6.2	7.6
10. KHOW	10/ 3.6	3.3	6.1

12+ TSA	1/4/CUME
1.	
2.	
3.	
4. TSA AND	
5. METRO	
6. ARE THE	
7. SAME	
8.	
9.	
10.	

12+ METRO	CUME
1. KBCO-F	401
2. KIMN	380
3. KOAQ-F	291
4. KBPI-F	287
5. KOA	266
6. KOSI-F	265
7. KAZY-F	233
8. KYGO-F	225
9. KPKE-F	220
10. KHOW	217

12+ AMD

1. KIMN
2. KOAQ-F
- KYGO-F
4. KOSI-F

12+MID

1. KOSI-F
2. KBCO-F
- KOAQ-F
4. KIMN

12+PMD

1. KOAQ-F
2. KOSI-F
3. KYGO-F
4. KIMN

12+EVE

1. KOAQ-F
2. KOA
- KOSI-F
4. KPKE-F

SAT MID

1. KBCO-F
2. KOAQ-F
3. KOSI-F
4. KIMN

ADULTS 18-34

1. KBCO-F
2. KOAQ-F
3. KIMN
4. KAZY-F

ADULTS 18-49

1. KBCO-F
2. KOAQ-F
3. KIMN
4. KYGO-F

ADULTS 25-54

1. KBCO-F
- KIMN
- KOAQ-F
- KOSI-F

ADULTS 35+

1. KOSI-F
2. KOA
3. KVOD-F
4. KLZ
- KNUS
- KYGO-F
- KHOW

OTHER RATED STATIONS/METRO SHARE

KADE	1190	Boulder	1.5	KLZ	560	Denver	3.3
KBOL	1490	Boulder	1.8	KMJI-F	100.3	Denver	3.3
KBVL-F	94.7	Boulder	1.1	KNUS	710	Denver	2.2
KBRQ	1280	Denver	.7	KPPL-F	107.5	Lakewood	2.6
KEZW	1430	Aurora	1.1	KRZN	1150	Englewood	1.8
KGBS-F	96.1	Greeley	.4	KTCL-F	93.3	Fort Collins	2.6
KKBB	1090	Aurora	1.5	KVOD-F	99.5	Denver	3.3

RADIO STATIONS

KBOL, 1490, 1 KW/250 W, AC

ABC-I, \$33.70 (Eastman)

Rusty Shaffer

KBOC-F, 97.3, 33 KW @ 920, AOR

, \$112.00 (Masla)

Ray Skibitsky

Other ranked stations - See Denver in Spring 84 American Radio

BOZEMAN, MT

MSA Rank/Pop: NA/39,500 (12+)
 Average Person Rating: 13.9
 Market TSL: 18.38 hrs.
 Stations: 6/6

Diaries: 248/159/53.91%
 Sample Target: 250
 % Below Line: - 0 -
 % Not Listed: 14.55%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 44.68%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KBOZ-F	13/23.6	16.9	6.7
2. KBOZ	11/20.0	12.3	8.9
3. KCDQ-F	8/14.5	16.9	28.9
KXXL	8/14.5	21.5	20.0
5. KBMN	5/ 9.1	7.7	8.9
6. KGVW	2/ 3.6	6.2	8.9

12+ TSA	1/4/CUME
1. KBOZ-F	17/261
2. KBOZ	13/181
3. KCDQ-F	9/144
KXXL	9/115
5. KBMN	7/124
6. KGVW	2/ 42

12+ METRO	CUME
1. KBOZ-F	203
2. KBOZ	128
3. KBMN	118
4. KCDQ-F	117
5. KXXL	108
6. KGVW	34

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KBOZ-F	1. KBOZ-F	1. KBOZ-F	1. KBOZ-F	1. KBOZ-F
2. KBOZ	2. KBOZ	2. KBOZ	2. KCDQ-F	2. KXXL
3. KXXL	3. KBMN	3. KXXL	3. KBOZ	3. KBOZ
4. KCDQ-F	KXXL	4. KCDQ-F	4. KBMN	4. KCDQ-F
			KXXL	

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KBOZ-F	1. KBOZ-F	1. KBOZ	1. KBOZ
2. KCDQ-F	2. KCDQ-F	2. KBMN	2. KXXL
3. KBMN	3. KBOZ	KBOZ-F	3. KGVW
4. KXXL	KXXL	KXXL	4. KBMN
			KBOZ-F
			KCDQ-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KBMN, 1230, 1 KW/250 W , MOR	ABC-I, \$13.50 (Eastman)	Len Kehl
KBOZ, 1090, 5 KW (DA-N), COUNTRY (Drake-Chen)	NBC, \$13.00 (McGuire)	Bill Reier
KGVW, 640, 10 KW , RELIGION/TALK	UPI, \$ 7.00 (A/D) Enterprise	Mark Brashear
KXXL, 1450, 1 KW/250 W , COUNTRY	APR, \$17.00 (Market 4)	John Bronken
KBOZ-F, 93.7, 100 KW @ 248, CONTEMP (Drake-Chen)	Source, CBS-R, \$10.00 (Moore)	Bill Reier
KCDQ-F, 96.7, 3 KW @ 195, AC	RKO, \$ 8.50 (Mc-Guild)	Jon Rand

BURLINGTON, VT

MSA Rank/Pop: 272/119,700
 Average Person Rating: 17.2
 Market TSL: 22.47 hrs.
 Stations: 6/11

Diaries: 301/334/49.10%
 Sample Target: 280
 % Below Line: 28.96%
 % Not Listed: 16.18%

Retail \$: .6 Bil
 CSI: 1.1 Bil
 CSI HH: \$26,501
 FM Share: 63.44%

12+ METRO	1/4/SHARE	FA	SPG	FA	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
1. WQCR-F	37/21.4	20.5	26.6	21.9	22.4	1. WQCR-F	58/869	1. WQCR-F	457
2. WJOY	21/12.1	8.6	13.0	10.2	11.9	2. WGFB-F	57/792	2. WVMT	314
3. WVMT	18/10.4	15.2	9.0	10.2	11.2	3. WEZF-F	37/554	3. WGFB-F	274
4. WEZF-F	17/ 9.8	11.9	12.4	11.8	11.2	4. CHOM-F	36/409	4. WJOY	223
5. WGFB-F	13/ 7.5	7.3	8.5	10.2	7.7	5. WLFE-F	32/356	5. WEZF-F	178
6. WLFE-F	10/ 5.8	4.0	2.3	3.2	1.4	6. WEAV	25/312	6. CHOM-F	149
7. CHOM-F	8/ 4.6	7.3	9.6	7.5	8.4	7. WJOY	24/259	7. WDOT	120
WEAV	8/ 4.6	.7	---	---	---	WVMT	24/518	8. WLFE-F	112
9. WIZN-F	7/ 4.0	---	---	---	---	9. WIZN-F	10/126	9. WEAV	96
10. WDOT	3/ 1.7	2.6	4.0	3.7	2.8	10. WKDR	6/158	10. WIZN-F	93
WKDR	3/ 1.7	2.0	4.0	4.8	9.8				

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WQCR-F	1. WQCR-F	1. WQCR-F	1. WQCR-F	1. WQCR-F
2. WVMT	2. WJOY	2. WJOY	2. WGFB-F	2. WJOY
3. WJOY	3. WVMT	WVMT	3. WJOY	3. WLFE-F
4. WEZF-F	4. WEZF-F	4. WEZF-F	4. WVMT	4. WVMT
			CHOM-F	

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WQCR-F	1. WQCR-F	1. WQCR-F	1. WJOY
2. WIZN-F	2. WVMT	2. WEZF-F	2. WEZF-F
3. WVMT	3. WEZF-F	WVMT	3. WVMT
CHOM-F	WLFE-F	4. WLFE-F	4. WQCR-F
WGFB-F			

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WDOT, 1390, 5 KW (DA-N), CONTEMP	MBS, \$11.00 (Savalli)	Bill Hunter
WJOY, 1230, 1 KW/250 W, NOSTALGIA (Al Ham)	CBS, \$ NA (Christal)	Hall Paul Battaini
WVMT, 620, 5 KW (DA-2), MOR	NBC, \$16.00 (Torbet)	Goldman
		George Cameron
WEZF-F, 92.9, 36 KW @ 2703, BTFL MUS	, \$ NA (Blair)	Knight Tom Pierce
WIZN-F, 106.3, 3 KW @ 300, ? ?	, \$ NA (----)	
WQCR-F, 98.9, 50 KW @ 310, AC (TM)	CBS-R, \$ NA (Christal)	Hall Paul Battaini

Other ranked stations - See Plattsburgh

CAPE COD, MA

MSA Rank/Pop: NA/145,000 (12+)
 Average Person Rating: 19.5
 Market TSL: 25.21 hrs.
 Stations: 8/22

Diaries: 365/397/52.59%
 Sample Target: 320
 % Below Line: 28.28%
 % Not Listed: 13.78%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 82.79%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WQRC-F	48/17.0	18.8	13.7
2. WKPE-F	36/12.7	11.4	7.1
3. WCOD-F	29/10.2	5.9	7.5
4. WCIB-F	23/ 8.1	6.7	7.1
5. WRZE-F	20/ 7.1	7.5	12.9
6. WOCB	10/ 3.5	6.3	4.3
7. WBZ	8/ 2.8	1.2	3.1
WRKO	8/ 2.8	1.6	1.6
9. WGTF-F	7/ 2.5	1.6	---
WBCN-F	7/ 2.5	3.1	4.3
WHJY-F	7/ 2.5	4.7	5.5

12+ TSA	1/4/CUME
1. WQRC-F	53/525
2. WKPE-F	36/345
3. WCIB-F	32/324
4. WCOD-F	29/336
5. WRZE-F	20/232
6. WOCB	10/209
WRKO	10/ 85
8. WGTF-F	9/160
9. WBZ	8/130
10. WBCN-F	7/113
WPLM-F	7/163

12+ METRO	CUME
1. WQRC-F	501
2. WCOD-F	336
3. WKPE-F	333
4. WCIB-F	285
5. WRZE-F	232
6. WOCB	209
7. WEEI	160
8. WPLM-F	158
9. WGTF-F	135
WHJY-F	135

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WQRC-F	1. WQRC-F	1. WQRC-F	1. WKPE-F	1. WQRC-F
2. WKPE-F	2. WCOD-F	2. WKPE-F	2. WCOD-F	2. WKPE-F
3. WCIB-F	3. WKPE-F	3. WCOD-F	3. WRZE-F	3. WCIB-F
4. WCOD-F	4. WCIB-F	4. WRZE-F	4. WQRC-F	4. WCOD-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WKPE-F	1. WKPE-F	1. WCIB-F	1. WQRC-F
2. WCOD-F	2. WCIB-F	WKPE-F	2. WRZE-F
3. WCIB-F	3. WCOD-F	3. WCOD-F	3. WCOD-F
4. WBCN-F	4. WQRC-F	4. WQRC-F	4. WKPE-F

OTHER RATED STATIONS/METRO SHARE

WVLC	1170	Orleans	.7	WMYS-F	98.1	New Bedford	2.1
WCOZ-F	94.5	Boston, MA	.4	WNBC	660	New York, NY	.7
WEEI	590	Boston, MA	1.8	WPLM	1390	Plymouth	1.1
WHDH	850	Boston, MA	1.4	WPLM-F	99.1	Plymouth	2.1
WHTT-F	103.3	Boston, MA	1.8	WPRO-F	92.3	Providence, RI	.7
WJIB-F	96.9	Boston, MA	1.8				

RADIO STATIONS

WOCB, 1240, 1 KW/250 W, MOR	NBC, \$ NA	(----)	Sillerman	(W. YARMOUTH)
WCIB-F, 101.9, 50 KW @ 280, CONTEMP	ABC-D, \$ NA	(MMR)	(FALMOUTH)	Larry Justice
WCOD-F, 106.1, 50 KW @ 450, CONTEMP	APR, \$23.00	(Blair)	(HYANNIS)	
WGTF-F, 96.3, 36 KW @ 310, NOSTALGIA	, \$19.00	(Smithers)	(NANTUCKET)	Dave O'Leary
WKPE-F, 104.7, 50 KW @ 500, CHR	MBS, \$ NA	(Kadetsky)	Roth (ORLEANS)	Jack Alix
WQRC-F, 99.9, 50 KW @ 445, BTFL/VARIETY	(SRP) UPI, \$24.75	(Torbet)	(BARNSTABLE)	John Miller
WRZE-F, 94.9, 50 KW @ 245, BTFL	NBC, \$ NA	(----)	(W. YARMOUTH)	

Other ranked stations - See Boston or Providence in Spring 84 American Radio

CAPE MAY, NJ

MSA Rank/Pop: NA/78,400 (12+)
 Average Person Rating: 19.4
 Market TSL: 26.34 hrs.
 Stations: 4/19

Diaries: 243/323/47.37%
 Sample Target: 250
 % Below Line: 59.68%
 % Not Listed: 18.42%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 76.61%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WWOC-F	21/13.8	12.5	14.1
2. WCMC	14/ 9.2	5.8	6.3
3. WNBR-F	13/ 8.6	9.2	2.3
4. WSLT-F	12/ 7.9	5.8	10.9
5. WAYV-F	11/ 7.2	2.5	1.6
6. WMGM-F	9/ 5.9	5.8	7.0
7. WCAU-F	7/ 4.6	4.2	2.3
8. WFPG-F	6/ 3.9	5.0	4.7
9. WDSF-F	5/ 3.3	1.7	2.3
10. WEAZ-F	4/ 2.6	3.3	3.1
WMID	4/ 2.6	1.7	.8

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	TSA AND
5.	METRO
6.	ARE THE
7.	SAME
8.	
9.	
10.	

12+ METRO	CUME
1. WCMC	171
2. WWOC-F	153
3. WNBR-F	151
4. WCAU-F	126
5. WSLT-F	115
6. WAYV-F	102
7. WMGM-F	101
8. WMID	91
9. KYW	86
10. WFPG-F	85

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WWOC-F	1. WNBR-F	1. WWOC-F	1. WCMC	1. WWOC-F
2. WCMC	2. WWOC-F	2. WAYV-F	WCAU	2. WCMC
3. WNBR-F	3. WAYV-F	3. WCMC	3. WAYV-F	3. WMGM-F
4. WSLT-F	4. WCMC	WNBR-F	4. WWOC-F	4. WEAZ-F
				WSLT-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WMGM-F	1. WNBR-F	1. WAYV-F	1. WWOC-F
2. WNBR-F	2. WAYV-F	2. WCMC	2. WSLT-F
3. WCMC	3. WMGM-F	3. WSLT-F	3. WCMC
4. WAYV-F	4. WCMC	4. WNBR-F	4. WAYV-F
		WWOC-F	
		WMGM-F	

OTHER RATED STATIONS/METRO SHARE

WSJL-F	102.3	Cape May	1.3	WLQE-F	99.3	Pleasantville	2.0
KYW	1060	Philadelphia, PA	2.0	WMMR-F	93.3	Philadelphia, PA	1.3
WCAU	1210	Philadelphia, PA	2.0	WOND	1400	Pleasantville	.7
WIIN	1450	Atlantic City	.7	WPEN	950	Philadelphia, PA	2.0

RADIO STATIONS

WCMC, 1230, 1 KW/250 W, CONTEMP	MBS, \$13.00 (Dome)	(WILDWOOD)	Wm. Wotring
WNBR-F, 100.7, 20 KW @ 330, AC	MBS, \$14.00 (Dome)	(WILDWOOD)	Wm. Wotring
WWOC-F, 94.3, 3 KW @ 300, BTFL MUS	, \$10.50 (S. Katz)	(AVALON)	Larry Keene

Other ranked stations - See Philadelphia, Atlantic City, or Wilmington in
 Spring 84 American Radio

CHARLOTTESVILLE, VA

MSA Rank/Pop: 274/119,200
 Average Person Rating: 14.9
 Market TSL: 19.95 hrs.
 Stations: 7/8

Diaries: 280/314/57.61%
 Sample Target: 250
 % Below Line:
 % Not Listed:

Retail \$: .6 Bil
 CSI: 1.1 Bil
 CSI HH: \$24,501
 FM Share:

12+ METRO	1/4/SHARE	SPG	SPG
		83	82
1. WCHV	17/13.0	16.9	19.3
WINA	17/13.0	10.8	17.8
3. WWWV-F	14/10.7	15.4	15.6
4. WKAV	13/ 9.9	3.1	5.2
5. WPED-F+	10/ 7.6	20.0	14.0
6. WQMC-F	9/ 6.9	6.9	11.1
WUVA-F	9/ 6.9	3.1	4.4
8. WRVQ-F	4/ 3.1	---	---

12+ TSA	1/4/CUME
1. WWWV-F	19/387
2. WINA	18/350
3. WCHV	17/350
4. WQMC-F	14/176
5. WKAV	13/121
6. WPED-F+	12/164
7. WRVQ-F	11/134
8. WUVA-F	9/231

12+ METRO CUME
1. WWWV-F
2. WINA
3. WCHV
4. WUVA-F
5. WQMC-F
6. WPED-F+
7. WKAV
8. WRVQ-F

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WINA	1. WCHV	1. WCHV	1. WINA	1. WPED-F+
2. WCHV	2. WWWV-F	WKAV	2. WCHV	2. WINA
3. WWWV-F	3. WKAV	WWWV-F	3. WWWV-F	WWWV-F
4. WKAV	4. WQMC-F	4. WUVA-F	4. WUVA-F	4. WCHV

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WWWV-F	1. WCHV	1. WCHV	1. WINA
2. WCHV	2. WWWV-F	WKAV	2. WPED-F+
3. WUVA-F	3. WINA	3. WINA	3. WKAV
4. WINA	4. WKAV	4. WWWV-F	WQMC-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WCHV, 1260, 5 KW/1 KW (DA-2), MOR/AC	ABC-D, \$25.20 (Masla)	Michael Ludgate
WINA, 1070, 5 KW (DA-N), MOR (Radio Arts)	CBS, \$17.50 (Market 4)	Colin Rosse
WKAV, 1400, 1 KW/250 W, COUNTRY	MBS, \$14.00 (----)	Mark Wilson
WPED-F+, 102.3, 2 KW @ 360, COUNTRY	NBC, \$14.50 (Savalli) Etting	(CROZET)
		Joe Beall
WQMC-F, 95.3, 3 KW @ 190, BTFL (Bonne)	, \$14.50 (Market 4)	Colin Rosse
WUVA-F, 92.7, 220 W @ 900, AOR	, \$10.00 (----)	Alan Wagman
WWWV-F, 97.5, 50 KW @ 450, CHR	RKO, \$25.20 (Masla)	Michael Ludgate

WRVQ is in Richmond

CHEYENNE, WY

MSA Rank/Pop: 340/72,300
 Average Person Rating: 17.8
 Market TSL: 23.45 hrs.
 Stations: 7/16

Diaries: 325/182/62.62%
 Sample Target: 250
 % Below Line: 12.24%
 % Not Listed: 6.67%

Retail \$: .44 Bil
 CSI: .8 Bil
 CSI HH: \$28,297
 FM Share: 64.29%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KKAZ-F	24/22.9	29.3	19.8
2. KUUY	16/15.2	21.7	17.6
3. KFBC	14/13.3	8.7	13.2
KLEN-F	14/13.3	---	---
5. KRQU-F	7/ 6.7	1.1	---
6. KCGY-F	6/ 5.7	---	---
7. KFBQ-F	5/ 4.8	4.3	6.6
8. KTCL-F	3/ 2.9	---	2.2
9. KIMN	2/ 1.9	5.4	6.6

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	TSA AND
5.	METRO
6.	ARE THE
7.	SAME
8.	
9.	

12+ METRO	CUME
1. KKAZ-F	252
2. KUUY	187
3. KLEN-F	124
4. KFBC	108
5. KFBQ-F	104
6. KRQU-F	79
7. KIMN	69
8. KLZ	50
9. KCGY-F	49
10. KAZY-F	42

12+ AMD

1. KKAZ-F
2. KUUY
3. KFBC-F
4. KLEN-F

12+MID

1. KKAZ-F
2. KLEN-F
3. KUUY
4. KFBC-F

12+PMD

1. KKAZ-F
2. KUUY
3. KFBC-F
- KLEN-F

12+EVE

1. KKAZ-F
2. KUUY
3. KLEN-F
4. KRQU-F

SAT MID

1. KKAZ-F
2. KUUY
3. KLEN-F
4. KFBC

ADULTS 18-34

1. KKAZ-F
2. KRQU-F
- KUUY
4. KFBQ-F

ADULTS 18-49

1. KKAZ-F
2. KUUY
3. KLEN-F
4. KRQU-F

ADULTS 25-54

1. KKAZ-F
2. KUUY
3. KLEN-F
4. KCGY-F
- KFBC

ADULTS 35+

1. KFBC
2. KLEN-F
3. KUUY
4. KCGY-F
- KKAZ-F

OTHER RATED STATIONS/METRO SHARE

KAZY-F	106.7	Denver, CO	1.0	KNUS	710	Denver, CO	1.0
KBPI-F	105.9	Denver, CO	1.0	KOA	850	Denver, CO	1.0
KGBS-F	96.1	Greeley, CO	1.0	KOSI-F	101.1	Ft. Collins, CO	1.0
KLZ	560	Denver, CO	1.0				

RADIO STATIONS

KFBC, 1240, 1 KW/250 W, MOR, ABC-I, \$12.50 (Eastman) Larry Birleffi
 KUUY, 1530, 10 KW/1 KW (DA-N), COUNTRY, CBS, \$ NA (Torbet) Mesa Terrell Metheny

KCGY-F, 95.1, 100 KW @ ? ?, NO INFORMATION AVAILABLE
 KFBQ-F, 97.9, 100 KW @ 580, CHR (Drake-Chen) ABC-C, \$12.50 (Eastman) Keith Jones
 KKAZ-F, 100.7, 100 KW @ 490, AC, CBS-R, \$ NA (Torbet) Mesa Terrell Metheny
 KLEN-F, 106.3, 3 KW @ ? ?, NO INFORMATION AVAILABLE
 KRQU-F, 102.9, 80 KW @ 1150, CONTEMP, Source, \$10.00 (Hix) (LARAMIE)

Other ranked stations - See Denver in Spring 84 American Radio

CHICO, CA

MSA Rank/Pop: 229/155,100
 Average Person Rating: 16.8
 Market TSL: 22.73 hrs.
 Stations: 9/20

Diaries: 321/433/56.12%
 Sample Target: 310
 % Below Line: 34.33%
 % Not Listed: 14.10%

Retail \$: .7 Bil
 CSI: 1.4 Bil
 CSI HH: \$21,263
 FM Share: 59.70%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KNVR-F	27/11.5	11.1	11.6
2. KFMM-F	21/ 9.0	11.1	12.6
3. KPAY-F	18/ 7.7	12.4	10.1
KRIJ-F	18/ 7.7	---	---
5. KPAY	17/ 7.3	6.0	9.7
KHSL	17/ 7.3	13.4	12.1
7. KGO	14/ 6.0	3.7	6.3
8. KRFD-F	12/ 5.1	.9	---
9. KRAK	10/ 4.3	1.8	.5
10. KZAP-F	9/ 3.8	1.8	3.9

12+ TSA	1/4/CUME
1. KPAY-F	58/612
2. KFMM-F	38/364
3. KPAY	32/496
4. KHSL	29/398
KNVR-F	29/338
KRAK	29/243
7. KRFD-F	28/391
8. KZAP-F	22/230
9. KGO	21/266
10. KRIJ-F	20/194

12+ METRO	CUME
1. KPAY	315
2. KNVR-F	314
3. KPAY-F	285
4. KHSL	269
5. KFMM-F	237
6. KRIJ-F	175
7. KRFD-F	172
8. KGO	112
9. KZAP-F	105
10. KRAK	95

12+ AMD

12+MID

12+PMD

12+EVE

SAT MID

1. KHSL
2. KPAY
3. KNVR-F
4. KGO

1. KNVR-F
2. KHSL
- KPAY-F
4. KFMM-F
- KRIJ-F

1. KNVR-F
2. KRIJ-F
3. KFMM-F
- KPAY

1. KFMM-F
2. KNVR-F
3. KRFD-F
4. KRIJ-F
- KFBK
- KGO
- KZAP-F

1. KNVR-F
2. KFMM-F
3. KPAY
4. KRIJ-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. KNVR-F
2. KFMM-F
3. KRFD-F
4. KPAY
- KZAP-F

1. KNVR-F
2. KFMM-F
3. KPAY
4. KRIJ-F

1. KFMM-F
2. KHSL
- KPAY
4. KPAY-F

1. KHSL
2. KPAY-F
- KGO
4. KPAY
- KRIJ-F
- KRAK-F

OTHER RATED STATIONS/METRO SHARE

KEWE-F	97.7	Oroville	2.1	KFIA	710	Carmichael	1.3
KEWQ	930	Paradise	2.6	KFRC	610	San Francisco	.9
KORV	1340	Oroville	1.3	KHYL-F	101.1	Auburn	1.3
KCTC-F	96.1	Sacramento	1.7	KNBR	680	San Francisco	.9
KFBK	1530	Sacramento	3.0	KSFM-F	102.5	Woodland	1.3

RADIO STATIONS

KHSL, 1290, 5 KW (DA-N), COUNTRY	CBS, \$11.50	(Torbet)	W. Corbin
WPAY, 1060, 10 KW (DA-N), MOR (Drake-Chen)	NBC, \$11.50	(Katz) Pacific NW	Frank Mertz
KFMM-F, 93.7, 15 KW @ 290, CHR	ABC-F, \$15.00	(Weiss)	Jeff Kragel
KNVR-F, 96.7, 3 KW @ 285, CHR	Source, \$12.00	(Masla) (PARADISE)	Robb Cheal
KPAY-F, 95.1, 8 KW @ 1170, BTFL (SRP)	, \$ 8.50	(Katz) Pacific NW	Frank Mertz
KRIJ-F, 92.7, 3 KW @ 620, COUNTRY	, \$ 9.50	(Radio Time) (PARADISE)	Jim Flood
KRFD-F, 99.9, 10 KW @ 2118, ROCK	Source, \$14.00	(Mc-Guild) (MARYSVILLE)	Les Crook

Other ranked stations - See San Francisco or Sacramento in Spring 84 American Radio

COLUMBIA, MO

MSA Rank/Pop: 295/105,900
 Average Person Rating: 14.7
 Market TSL: 19.34 hrs.
 Stations: 6/9

Diaries: 307/301/51.95%
 Sample Target: 270
 % Below Line: 6.03%
 % Not Listed: 14.75%

Retail \$: .51 Bil
 CSI: .85 Bil
 CSI HH: \$22,349
 FM Share: 69.83%

12+ METRO	1/4/SHARE	FA	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
1. KCMQ-F	35/25.7	27.5	13.5	1. KCMQ-F	37/434	1. KCMQ-F	382
2. KFRU	19/14.0	11.3	16.8	2. KARO-F	22/176	2. KFRU	336
3. KFMZ-F	18/13.2	17.6	23.9	3. KFMZ-F	20/368	3. KFMZ-F	322
4. KARO-F	17/12.5	12.0	---	4. KFRU	19/341	4. KARO-F	158
5. KTGR	15/11.0	5.6	9.0	5. KTGR	15/117	5. KTXY-F	137
6. KTXY-F	5/ 3.7	2.8	7.7	6. KTXY-F	7/196	6. KTGR	111
KWWR-F	5/ 3.7	2.1	1.3	KWWR-F	7/119	7. KWWR-F	92
8. KJMO-F	1/ 1.7	---	---	8. KLIK	4/ 59	8. KJMO-F	37
KLIK	1/ 1.7	---	.6	9. KJMO-F	2/ 49	9. KLIK	32

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KCMQ-F	1. KCMQ-F	1. KCMQ-F	1. KCMQ-F	1. KCMQ-F
2. KFRU	2. KARO-F	2. KFMZ-F	2. KFRU	2. KFMZ-F
3. KARO-F	3. KTGR	3. KTGR	3. KFMZ-F	3. KFRU
4. KFMS-F	4. KFMZ-F	4. KFRU	4. KARO-F	4. KWWR-F
	KFRU			

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KCMQ-F	1. KCMQ-F	1. KCMQ-F	1. KFRU
2. KFMZ-F	2. KFMZ-F	KTGR	2. KARO-F
3. KTGR	3. KTGR	3. KFRU	3. KTGR
4. KTXY-F	4. KARO-F	4. KARO-F	4. KWWR-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KFRU, 1400, 1 KW/250 W	, MOR	ABC-I, \$17.50	(Weiss)	Bill Weaver
KTGR, 1580, 250 W (DAYS)	, COUNTRY	, \$17.00	(Gray) McCrudden	Tom Thies
KARO-F, 101.7, 3 KW @ 300,	BTFL (Bonne)	CBS, \$21.00	(----)	Al Germond
KCMQ-F, 96.7, 3 KW @ 150,	CHR	, \$19.20	(Gray) McCrudden	Bill Early
KFMZ-F, 98.3, 2.4 KW @ 350,	CONTEMP	ABC-R, \$15.75	(----) Contemp Media	Norbert Hopfer
KTXY-F, 106.9, 100 KW @ 600,	AC	, \$32.00	(Roslin) (JEFF. CITY)	Tom Thies
KJMO-F, 100.1, 3 KW @ 300,	CONTEMP	Source, \$14.25	(Weiss) (JEFF. CITY)	Frank Newell
KWWR-F, 95.7, 100 KW @ 305,	COUNTRY	UPI, \$17.00	(----) (MEXICO)	Jerry Johnson

DANBURY, CT

MSA Rank/Pop: 272,119,600
 Average Person Rating: 18.4
 Market TSL: 24.12 hrs.
 Stations: 4/24

Diaries: 370/341/61.77%
 Sample Target: 270
 % Below Line: 55.22%
 % Not Listed: 13.73%

Retail \$: .82 Bil
 CSI: 1.3 Bil
 CSI HH: \$33,268
 FM Share: 46.27%

12+ METRO	1/4/SHARE	FA	SPG	FA	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
1. WLAD	32/13.7	15.9	8.8	11.3	12.2	1. WEZN-F	33/321	1. WLAD	328
2. WRKI-F	26/11.2	10.8	13.3	13.5	13.6	2. WLAD	32/328	2. WRKI-F	291
3. WINE	18/ 7.7	5.6	5.8	3.5	8.2	3. WRKI-F	26/302	3. WKCI-F	233
4. WOR	16/ 6.9	2.2	3.5	.7	2.0	4. WOR	20/144	4. WINE	227
5. WKCI-F	15/ 6.4	6.0	5.3	5.7	6.1	5. WINE	19/245	5. WNBC	219
6. WDAQ-F	14/ 6.0	11.2	6.2	8.5	7.5	6. WEBE-F	18/172	6. WDAQ-F	185
7. WEZN-F	12/ 5.2	9.5	10.6	10.6	8.8	7. WKCI-F	15/251	7. WEZN-F	176
8. WEBE-F	10/ 4.3	1.3	2.2	2.1	1.4	8. WDAQ-F	14/217	8. WCBS	160
9. WCBS-F	10/ 4.3	6.0	6.2	5.0	5.4	9. WQXR-F+	14/ 88	9. WHN	142
10. WHN	9/ 3.9	3.4	3.1	6.4	4.1	10. WCBS	10/179	10. WABC	108
11. WNBC	9/ 3.9	4.3	6.2	5.0	8.8	11. WHN	10/150		

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WLAD	1. WRKI-F	1. WRKI-F	1. WRKI-F	1. WKCI-F
2. WRKI-F	2. WDAQ-F	2. WEZN-F	2. WKCI-F	2. WRKI-F
3. WINE	3. WLAD	3. WNBC	3. WEZN-F	3. WLAD
4. WDAQ-F	4. WEZN-F	4. WINE	4. WOR	4. WOR
		WOR		

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WRKI-F	1. WRKI-F	1. WLAD	1. WLAD
2. WKCI-F	2. WINE	WEZN-F	2. WOR
3. WINE	WLAD	3. WINE	3. WDAQ-F
4. WEBE-F	WKCI-F	4. WEBE-F	WINE
			WEZN-F

OTHER RATED STATIONS/METRO SHARE

WABC	770	New York, NY	1.7	WPLR-F	99.1	New Haven	.9
WCBS-F	101.1	New York, NY	.4	WQXR-F+	96.3	New York, NY	1.3
WDRC-F	102.9	Hartford	1.3	WRKS-F	98.7	New York, NY	.4
WICC	600	Bridgeport	2.1	WTIC-F	96.5	Hartford	.4
WIOF-F	104.1	Hartford	1.3	WWYZ-F	92.5	Waterbury	1.3
WNEW	1130	New York, NY	.9	WYNY-F	97.1	New York, NY	.4
WPLJ-F	95.5	New York, NY	.4				

RADIO STATIONS

WINE, 940, 1 KW (DAYS), MOR/AC CBS-R, \$24.00 (Roslin) Home News Jim Principi
 WLAD, 800, 1 KW (DAYS), MOR , \$36.00 (Masla) Bob Putnam
 WDAQ-F, 98.3, 1.3 KW @ 460, BTFL MUS (Kala) , \$36.00 (Masla) Bob Putnam
 WRKI-F, 95.1, 50 KW @ 500, AOR (Vurk-Abr) Source, \$53.00 (Roslin) Home News John Fullam

Other ranked stations - See New York, Bridgeport, or New Haven in Spring 84
American Radio

DANVILLE, IL

MSA Rank/Pop: 312/94,700
 Average Person Rating: 15.6
 Market TSL: 20.18 hrs.
 Stations: 5/12

Diaries: 304/254/45.58%
 Sample Target: 260
 % Below Line: 24.75%
 % Not Listed: 15.83%

Retail \$: .38 Bil
 CSI: 1.06 Bil
 CSI HH: 29,737
 FM Share: 63.37%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WDNL-F	25/20.8	18.6	22.8
2. WIAI-F	23/19.2	16.1	16.7
3. WDAN	14/11.7	13.6	10.5
4. WITY	12/10.0	6.8	6.1
5. WDWS-F	9/ 7.5	13.6	9.6
6. WLS	5/ 4.2	3.4	8.8
7. WAZY-F	3/ 2.5	3.4	.9
8. WHPO-F	2/ 1.7	2.5	2.6
WBBM	2/ 1.7	---	1.8
WGN	2/ 1.7	---	3.5
WLRW	2/ 1.7	---	---
WMAQ	2/ 1.7	2.5	2.6

12+ TSA	1/4/CUME
1. WIAI-F	27/286
2. WDNL-F	26/379
3. WDAN	16/189
4. WITY	12/213
5. WAZY-F	11/215
6. WDWS-F	9/ 82
7. WLS	7/ 76
8. WHPO-F	2/ 28
WBBM	2/ 73
WGN	2/ 81
WLRW-F	2/ 30
WMAQ	2/106

12+ METRO	CUME
1. WDNL-F	336
2. WIAI-F	207
3. WITY	195
4. WDAN	164
5. WLS	136
6. WAZY-F	121
7. WDWS-F	80
8. WMAQ	77
9. WGN	59
10. WBBM	53

12+ AMD

1. WDNL-F
2. WIAI-F
3. WITY
4. WDAN

12+MID

1. WDNL-F
2. WIAI-F
3. WDAN
4. WDWS-F

12+PMD

1. WDNL-F
2. WIAI-F
3. WDAN
4. WDWS-F

12+EVE

1. WDAN
2. WDNL-F
3. WIAI-F
4. WDWS-F

SAT MID

1. WDNL-F
2. WIAI-F
3. WITY
4. WDAN-F
WLS

ADULTS 18-34

1. WDNL-F
2. WIAI-F
3. WLS
4. WDAN

ADULTS 18-49

1. WDNL-F
2. WIAI-F
3. WDAN
4. WLS

ADULTS 25-54

1. WDNL-F
2. WIAI-F
3. WDAN
4. WDNS-F

ADULTS 35+

1. WIAI-F
2. WITY
3. WDAN
4. WDWS-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WDAN, 1490, 1 KW/250 W , MOR/AC
 WITY, 980, 1 KW (DA-2), MOR

WDNL-F, 102.1, 11 KW @ 380, CHR
 WHPO-F, 100.9, 3 KW @ 280, VARIOUS
 WIAI-F, 98.1, 50 KW @ 500, COUNTRY
 WDWS-F, 97.5, 50 KW @ 424, BTFL
 WLRW-F, 94.5, 27 KW @ 401, CHR

RKO II, \$21.00 (Masla)
 ABC-C,ABC-I, \$23.00 (Unirep)

RKO, \$21.00 (Masla)
 , \$ 7.00 (----) (HOOPESTON)
 UPI, \$ NA (HNWH)
 , \$47.00 (Mc-Guild)(CHAMPAIGN)
 ABC-E, \$ NA (HNWH) (CHAMPAIGN)

Bob Taylor
 Allan Thomann
 Bob Taylor
 Dan Daugherty
 John Wagner
 Jim Turpin

Other ranked stations - See Spring 84 American Radio for Chicago

WAZY - See Lafayette

DOTHAN, AL

MSA Rank/Pop: 264/125,700
 Average Person Rating: 15.8
 Market TSL: 22.04 hrs.
 Stations: 8/9

Diaries: 241/268/44.62%
 Sample Target: 250
 % Below Line: 1.12%
 % Not Listed: 12.74%

Retail \$: .52 Bil
 CSI: 1.02 Bil
 CSI HH: \$23,178
 FM Share: 79.77%

12+ METRO	1/4/SHARE	SPG	SPG
		83	82
1. WTVY-F	25/24.5	27.4	21.6
2. WLHQ-F	14/13.7	15.8	12.4
3. WOOF-F	13/12.7	7.4	15.5
4. WKMX-F	11/10.8	5.3	4.1
WOOF	11/10.8	9.5	6.2
6. WXLE-F+	7/ 6.9	12.6	11.3
7. WWNT	5/ 4.9	7.4	9.3
8. WDBM	2/ 2.0	2.1	8.2
9. WPFM-F	1/ 1.0	1.1	2.1

12+ TSA	1/4/CUME
1. WTVY-F	78/910
2. WKMX-F	58/651
3. WLHQ-F	36/594
4. WXLE-F+	31/283
5. WOOF-F	29/396
6. WPFM-F	24/350
7. WOOF	13/194
8. WWNT	5/100
9. WDBM	3/ 64

12+ METRO	CUME
1. WTVY-F	238
2. WLHQ-F	190
3. WOOF-F	165
4. WKMX-F	147
5. WOOF	108
6. WXLE-F+	86
7. WWNT	70
8. WDBM	52
9. WPFM-F	50

12+ AMD

12+MID

12+PMD

12+EVE

SAT MID

1. WTVY-F
2. WLHQ-F
- WOOF-F
4. WKMX-F

1. WTVY-F
2. WOOF-F
- WLHQ-F
4. WKMX-F

1. WTVY-F
2. WOOF-F
3. WKMX-F
- WLHQ-F

1. WKMX-F
2. WXLE-F
3. WTVY-F
4. WWNT

1. WLHQ-F
- WTVY-F
3. WKMX-F
4. WOOF-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. WLHQ-F
2. WTVY-F
3. WKMX-F
4. WWNT

1. WTVY-F
2. WLHQ-F
3. WKMX-F
- WOOF-F

1. WTVY-F
2. WOOF-F
3. WLHQ-F
4. WXLE-F+

1. WTVY-F
2. WOOF-F
3. WOOF
4. WXLE-F+
- WDBM
- WLHQ-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WDBM, 1320, 1 KW (DA-N), NOSTALGIA	, \$ 6.50 (Rawlins)	Clark Jones
WOOF, 560, 5 KW (DAYS), AC	MBS, \$10.00 (----)	Agnes Simpson
WWNT, 1450, 1 KW/250 W, RELIGION	ABC-E, \$ 7.00 (----)	Lamar Trammell
WXLE-F+, 94.3, 3 KW @ 285, BLACK	SBN, \$ 8.75 (Rawlins)	(ABBEVILLE) Clark Jones
WKMX-F, 106.7, 100 KW @ 432, CHR (Drake-Chen)	, \$16.00 (Roslin)	(ENTERPRISE) Terry Duffie
WLHQ-F, 96.9, 100 KW @ 300, CONTEMP	ABC-F, \$10.00 (----)	(ENTERPRISE) Jack Dickey
WOOF-F, 99.7, 100 KW @ 342, AC	MBS, \$13.00 (----)	Agnes Simpson
WTVY-F, 95.5, 100 KW @ 1078, COUNTRY	NBC, \$ NA (Mc-Guild)	Chris Bence

DUBUQUE, IA

MSA Rank/Pop: 313/94,500
 Average Person Rating: 19.0
 Market TSL: 24.14 hrs.
 Stations: 9/18

Diaries: 417/335/58.49%
 Sample Target: 340
 % Below Line: 16.03%
 % Not Listed: 10.9%

Retail \$: .48 Bil
 CSI: .85 Bil
 CSI HH: \$27,479
 FM Share: 49.37%

12+ METRO	1/4/SHARE	SPG 83	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME
1. KLYV-F	57/21.4	26.1	5.7	1. KLYV-F	65/671	1. KLYV-F	544
2. KDTH	49/18.4	21.7	32.9	2. KDTH	53/501	2. KDTH	453
3. KATF-F	29/10.9	8.7	17.1	3. KATF-F	32/329	3. WDBQ	347
4. WDBQ	23/ 8.6	16.7	25.0	4. WMT	29/388	4. KATF-F	288
5. KLXL-F	14/ 5.3	5.1	---	5. WDBQ	23/352	5. WMT	181
6. WGLR	12/ 4.5	---	---	6. KLXL-F	17/197	6. KLXL-F	179
WMT	12/ 4.5	3.6	3.6	7. WMAQ	13/172	7. WLS	113
8. WTOQ	8/ 3.0	---	---	8. WGLR	12/ 79	WMAQ	113
9. WMAQ	6/ 2.3	---	3.6	9. WTOQ	8/112	9. WTOQ	91
10. WKPL-F	4/ 1.5	---	---	10. KCTN-F	7/ 84	10. WGLR	79
KIHK-F	4/ 1.5	---	---				
WLS	4/ 1.5	---	2.1				

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KDTH	1. KDTH	1. KLYV-F	1. KLYV-F	1. KLYV-F
2. KLYV-F	2. KLYV-F	2. KDTH	2. KDTH	2. KDTH
3. WDBQ	3. KATF-F	3. KATF-F	3. KATF-F	3. KATF-F
4. WMT	4. WDBQ	4. WDBQ	4. WDBQ	4. WDBQ

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KLYV-F	1. KLYV-F	1. KATF-F	1. KDTH
2. KATF-F	2. KATF-F	2. KLYV-F	2. WGLR
3. WDBQ	3. WDBQ	3. WDBQ	3. WDBQ
4. KLXL-F	4. KDTH	4. KDTH	WMT

OTHER RATED STATIONS/METRO SHARE

WAXL-F	97.7	Lancaster	1.1	WEKZ-F	93.7	Monroe, WI	1.1
KCTN-F	100.1	Garnavillo	.8	WGN	720	Chicago, IL	1.1
WBBM	780	Chicago, IL	1.1	WMT	600	Cedar Rapids	.4

RADIO STATIONS

KDTH, 1370, 5 KW (DA-N)	, MOR	APR, \$23.00	(HNWH)	Woodward	Ward McCleary
WDBQ, 1490, 1 KW/250 W	, AC	ABC-C, \$16.50	(Blair)	Comm Properties	Loras Saberg
WGLR, 1280, 500 W (DAYS)	, COUNTRY	, \$ 6.00	(----)	(LANCASTER,WI)	Bert Peterson
WTOQ, 1590, 1 KW/500 W (DA-N), MOR		CBS, \$ 7.00	(Masla)	(PLATTEVILLE,WI)	Ed Kramer
KATF-F, 92.9, 100 KW @ 450, AC		, \$13.50	(HNWH)	Woodward	Ward McCleary
KLXL-F, 102.3, 2.4 KW @ 410, COUNTRY		, \$ ---	(----)	Tower Power	
KLYV-F, 105.3, 50 KW @ 340, CHR		, \$14.63	(Blair)	Comm Properties	Loras Saberg
WKPL-F, 107.1, 3 KW @ ???, CONTEMP		CBS-R, \$ 7.00	(Masla)	(PLATTEVILLE,WI)	Ed Kramer

Other ranked stations - See Davenport, Chicago or Cedar Rapids in Spring 84
American Radio

EAU CLAIRE, WI

MSA Rank/Pop: 254/134,200
 Average Person Rating: 16.3
 Market TSL: 22.01 hrs.
 Stations: 9/10

Diaries: 361/313/60.26%
 Sample Target: 290
 % Below Line: 1.19%
 % Not Listed: 8.69%

Retail \$: .57 Bil
 CSI: 1.0 Bil
 CSI HH: \$21,380
 FM Share: 74.40%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WAXX-F	57/31.0	26.6	23.5
2. WBIZ-F	36/19.6	11.4	19.1
3. WEAQ	23/12.5	10.3	13.7
4. WIAL-F	20/10.9	18.5	9.3
5. WJJK	8/ 4.3	6.0	4.9
6. WCFW-F	7/ 3.8	1.1	2.7
7. WOKL	6/ 3.3	3.3	2.7
8. WWIB-F	5/ 2.7	6.5	3.8
9. WAYY	4/ 2.2	6.0	4.9
10. WCCO	2/ 1.1	.5	1.1

12+ TSA	1/4/CUME
1. WAZZ-F	160/1371
2. WBIZ-F	61/ 911
3. WIAL-F	39/ 571
4. WEAQ	26/ 350
5. WWIB-F	16/ 176
6. WJJK	10/ 176
7. WOKL	7/ 131
WCFW-F	7/ 96
9. WAYY	6/ 148
WCCO	6/ 182

12+ METRO	CUME
1. WBIZ-F	488
2. WAXX-F	419
3. WIAL-F	292
4. WEAQ	269
5. WJJK	163
6. WOKL	111
7. WAYY	105
8. WWIB-F	79
9. WCFW-F	66
10. WCCO	61

12+ AMD

1. WAXX-F
2. WBIZ-F
3. WEAQ
4. WIAL-F

12+MID

1. WAXX-F
2. WBIZ-F
3. WIAL-F
4. WEAQ

12+PMD

1. WAXX-F
2. WBIZ-F
3. WIAL-F
4. WEAQ

12+EVE

1. WAXX-F
2. WBIZ-F
3. WEAQ
4. WIAL-F

SAT MID

1. WAXX-F
2. WBIZ-F
3. WIAL-F
4. WEAQ

ADULTS 18-34

1. WBIZ-F
 2. WAXX-F
 3. WIAL-F
 4. WEAQ
- WOKL

ADULTS 18-49

1. WAXX-F
2. WBIZ-F
3. WIAL
4. WEAQ

ADULTS 25-54

1. WAXX-F
2. WBIZ-F
3. WEAQ
4. WIAL

ADULTS 35+

1. WAXX-F
 2. WEAQ
 3. WBIZ-F
 4. WCFW-F
- WJJK

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WAYY, 1150, 5 KW (DAYS)	, NOSTALGIA	ABC-I, \$ NA	(Torbet)	Post	Clark Wideman
WEAQ, 790, 5 KW (DA-N)	, MOR (Drake-Chen)	NBC, \$13.66	(Ewing)		Charles Dickoff
WJJK, 1400, 1 KW/250 W	, COUNTRY	MBS, \$ 9.00	(Masla)	Sentry	Wayne Phillips
WOKL, 1050, 1 KW (DAYS)	, ? ?	Source, \$ 8.00	(Market 4)		
WAXX-F, 104.5, 100 KW @ 1830	, COUNTRY	ABC-I, \$ NA	(Torbet)	Post	Clark Wideman
WBIZ-F, 100.7, 100 KW @ 733	, CHR (Century 21)	ABC-C, \$20.00	(Masla)	Sentry	Wayne Phillips
WCFW-F, 105.5, 3 KW @ 300	, ? ?	APR, \$ 8.50	(----)	(CHIPPEWA FALLS)	
WIAL-F, 94.1, 84 KW @ 341	, AC	, \$15.61	(Ewing)		Charles Dickoff
WWIB-F, 103.7, 50 KW @ 708	, RELIG/VARIETY	UPI, \$8.00	(----)	(LADYSMITH)	

WCCO is in Minneapolis

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 299/104,800
 Average Person Rating: 15.6
 Market TSL: 20.90 hrs.
 Stations: 15/20

Diaries: 358/452/51.07%
 Sample Target: 330
 % Below Line: 5.17%
 % Not Listed: 8.30%

Retail \$: .5 Bil
 CSI: .84 Bil
 CSI HH: \$21,290
 FM Share: 70.69%

12+ METRO	1/4/SHARE	SPG	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
1. KKIX-F	42/16.6	1.9	5.2	1. KKIX-F	49/541	1. KKIX-F	479
2. KMCK-F	28/11.1	13.1	19.8	2. KMCK-F	37/474	2. KMCK-F	385
3. KEZA-F	20/ 7.9	14.2	---	3. KEZA-F	24/272	3. KKEG-F	272
4. KFAY	19/ 7.5	11.9	11.8	KFAY	24/214	4. KCIZ-F	258
5. KAMO-F	18/ 7.1	7.3	6.6	5. KAMO-F	20/252	5. KHOG	224
6. KKEG-F	17/ 6.7	9.6	10.4	6. KKEG-F	17/274	6. KAMO-F	214
7. KBCV-F	16/ 6.3	---	---	7. KBCV-F	16/164	7. KEZA-F	208
8. KAMO	13/ 5.1	1.2	2.8	8. KAMO	13/139	8. KFAY	200
9. KCIZ-F	12/ 4.7	8.1	9.9	9. KCIZ-F	12/261	9. KBRS	163
10. KHOG	11/ 4.3	6.2	.9	10. KHOG	11/258	10. KBCV-F	151

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KKIX-F	1. KKIX-F	1. KKIX-F	1. KKIX-F	1. KKIX-F
2. KMCK-F	2. KEZA-F	2. KMCK-F	2. KEZA-F	2. KMCK-F
3. KAMO-F	3. KMCK-F	3. KKEG-F	3. KMCK-F	3. KAMO-F+
4. KAMO KBCV-F	4. KKEG-F	4. KFAY KHOG	4. KAMO-F KBCV-F	4. KCIZ-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KKIX-F	1. KKIX-F	1. KKIX-F	1. KKIX-F
2. KMCK-F	2. KMCK-F	2. KFAY	2. KEZA-F
3. KKEG-F	3. KKEG-F	3. KMCK-F	KFAY
4. KCIZ-F	4. KAMO-F KCIZ-F	4. KAMO-F KBCV-F	4. KAMO KAMO-F

OTHER RATED STATIONS/METRO SHARE

KBRS	1340	Springdale	4.0	KAJJ-F	106.3	Greenwood	1.2
KJEM	1190	Bentonville	.8	KCFO-F	98.5	Tulsa, OK	.8
KQXK	1590	Springdale	1.6	KCMA-F	106.1	Owasso, OK	1.6
KUOA	1290	Silcum Springs	1.6	KISR-F	93.7	Ft. Smith, AR	.8
KURM	790	Rogers	1.6	KVOO	1170	Tulsa, OK	.4

RADIO STATIONS

KAMO, 1390,	1 KW (DAYS)	, GOSPEL	CBS, \$11.00	(----)	(ROGERS)	Harvey Graves
KFAY, 1250,	1 KW (DAYS)	, COUNTRY	APR, \$18.00	(Bunchez)		
KHOG, 1030,	10 KW/1 KW (DA-2),	COUNTRY	, \$15.00	(RSR)		Randall Caselman
KAMO-F, 94.3,	3 KW @ 300,	COUNTRY	CBS, \$11.00	(----)	(ROGERS)	Harvey Graves
KBCV-F, 98.3,	3 KW @ 300,	RELIGION	, \$ NA	(----)	(BWNTONVILLE)	John Halchinson
KCIZ-F, 104.9,	3 KW @ 137,	CHR (Drake-Chen)	UPI, \$8.00	(----)	(SPRINGDALE)	Dewey Johnson
KEZA-F, 107.9,	100 KW @ 1259,	BTFL (Bonne)	, \$ NA	(----)		Kim Hendren
KKEG-F, 92.1,	1 KW @ 460,	CHR	APR, \$18.00	(Bunchez)		
KKIX-F, 103.9,	3 KW @ 300,	COUNTRY	, \$15.00	(----)		
KMCK-F, 105.7,	100 KW @ 415,	CHR	, \$24.00	(Selcom)	(SILOAM SPGS)	Jess Smith

FT. MYERS - CAPE CORAL, FL.

MSA Rank/Pop: 170/231,800
 Average Person Rating: 17.9
 Market TSL: 23.68 hrs.
 Stations: 12/12

Diaries: 394/539/50.19%
 Sample Target: 380
 % Below Line: - 0 -
 % Not Listed: 8.40%

Retail \$: 1.28 Bil
 CSI: 2.1 Bil
 CSI HH: \$22,518
 FM Share: 83.09%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WINK-F	74/19.4	13.3	17.9
2. WCVU-F	72/18.9	20.7	25.7
3. WQEZ-F	39/10.2	---	---
4. WOOJ-F+	33/ 8.7	14.4	4.6
5. WHEW-F	32/ 8.4	11.0	7.2
6. WINK	30/ 7.9	11.2	13.4
7. WRCC-F	23/ 6.0	7.8	4.2
8. WKZY	15/ 3.9	---	---
9. WSOR-F	12/ 3.1	4.3	1.6
10. WMYR	8/ 2.1	5.5	3.9

12+ TSA	1/4/CUME
1. WCVU-F	130/1087
2. WINK-F	108/1084
3. WOOJ-F+	51/ 479
4. WQEZ-F	39/ 385
5. WHEW-F	37/ 473
6. WINK	30/ 424
7. WRCC-F	24/ 371
8. WLEQ-F	22/ 356
9. WKZY	15/ 180
10. WSOR-F	13/ 237

12+ METRO	CUME
1. WINK-F	732
2. WCVU-F	660
3. WHEW-F	396
4. WINK	375
5. WQEZ-F	371
6. WOOJ-F+	351
7. WRCC-F	343
8. WSOR-F	205
9. WMYR	177
10. WKZY	170

12+ AMD

12+MID

12+PMD

12+EVE

SAT MID

1. WCVU-F
2. WINK-F
3. WINK
4. WHEW-F

1. WCVU-F
2. WINK-F
3. WQEZ-F
4. WINK

1. WINK-F
2. WCVU-F
3. WQEZ-F
4. WOOJ-F+
WHEW-F

1. WINK-F
2. WCVU-F
3. WQEZ-F
4. WOOJ-F+

1. WCVU-F
2. WINK-F
3. WQEZ-F
4. WHEW-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. WINK-F
2. WOOJ-F+
3. WHEW-F
4. WRCC-F

1. WINK-F
2. WOOJ-F+
3. WHEW
4. WRCC-F

1. WINK-F
2. WRCC-F
3. WOOJ-F+
4. WCVU-F
WQEZ-F

1. WCVU-F
2. WQEZ-F
3. WINK
4. WHEW-F
WKZY

OTHER RATED STATIONS/METRO SHARE

WCAI	1350	Ft. Myers	1.3
WLEQ-F	95.9	Bonita Springs	1.6

RADIO STATIONS

WINK, 1240, 1 KW/250 W	, NOSTALGIA	CBS, \$52.63	(Mc-Guild)	Joe Schwartzel
WKZY, 770, 10 KW/1 KW (DA-2), ? ?		ABC-I, \$ NA	(----)	
WMYR, 1410, 5 KW (DA-N)	, CONTEMP	, \$16.00	(----)	Bob Hecksher
WCVU-F, 94.5, 100 KW @ 689, BTFL (SRP)		, \$51.88	(Blair) Palmer (NAPLES)	Homer Dixon
WHEW-F, 101.9, 71 KW @ 175, COUNTRY		, \$35.00	(----)	Bob Hechsher
WINK-F, 96.9, 100 KW @ 833, CHR (TM)		, \$62.63	(Mc-Guild)	Bob Doty)
WLEQ-F, 95.9, 1.1 KW @ 490, AC		RKO II, \$30.00	(Selcom) (BONITA SPG)	Jan Kantor
WOOJ-F+, 107.1, 3 KW @ 300, AOR (Klemm)		Source, \$57.50	(Eastman) (LEHIGH ACRES)	Bob Dwyer
WQEZ-F, 99.3, 3 KW @ 300, BTFL (Bonne)		APR, \$ NA	(HNWH)	Ron Pierce
WRCC-F, 103.9, 3 KW @ 300, AC		, \$ NA	(HNWH) (CAPE CORAL)	
WSOR-F, 95.3, 3 KW @ 170, RELIGION		, \$ 8.50	(----)	Bill Simon

FT. PIERCE, FL

MSA Rank/Pop: 214/168,100
 Average Person Rating: 16.5
 Market TSL: 21.80 hrs.
 Stations: 5/10

Diaries: 295/296/57.39%
 Sample Target: 250
 % Below Line: 39.37%
 % Not Listed: 11.81%

Retail \$: .74 Bil
 CSI: 1.33 Bil
 CSI HH: \$20,192
 FM Share: 79.53%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WAVW-F	28/19.4	16.1	13.7
2. WRIT-F	22/15.3	17.5	17.1
3. WOVV-F	19/13.2	17.5	14.4
4. WKGR-F	18/12.5	10.2	16.4
5. WIRA	16/11.1	7.3	3.4
6. WFTP	10/ 6.9	3.6	9.6
7. WEAT-F	5/ 3.5	6.6	1.4
8. WGYL-F	4/ 2.8	2.9	2.1
WIRK-F	4/ 2.8	---	1.4
10. WHLG-F	1/ .7	3.6	1.4

12+ TSA	1/4/CUME
1. WOVV-F	53/576
2. WAVW-F	52/432
3. WKGR-F	50/579
4. WRIT-F	48/419
5. WGYL-F	36/338
6. WEAT-F	27/317
7. WIRA	16/163
WIRK-F	16/210
9. WFTP	11/224
10. WHLG-F	6/148

12+ METRO	CUME
1. WOVV-F	280
2. WKGR-F	205
3. WAVW-F	178
WRIT-F	178
5. WFTP	165
6. WIRA	157
7. WGYL-F	101
8. WEAT-F	93
9. WIRK-F	74
10. WHLG-F	58

12+ AMD

12+MID

12+PMD

12+EVE

SAT MID

1. WAVW-F
2. WRIT-F
3. WIRA
4. WOVV-F

1. WAVW-F
 2. WRIT-F
 3. WIRA
 4. WOVV-F
- WKGR-F

1. WAVW-F
2. WKGR-F
3. WOVV-F
4. WIRA

1. WKGR-F
2. WIRA
3. WAVW-F
- WOVV-F

1. WAVW-F
 2. WOVV-F
 3. WRIT-F
 4. WIRA
- WKGR-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. WKGR-F
2. WAVW-F
3. WOVV-F
4. WIRK-F

1. WAVW-F
 2. WKGR-F
 3. WOVV-F
 4. WFTP-F
- WIRK-F

1. WAVW-F
2. WKGR-F
3. WOVV-F
4. WFTP-F

1. WRIT-F
2. WIRA
3. WAVW-F
4. WFTP-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WFTP, 1330, 1 KW/500 W (DA-N), COUNTRY ABC-E, \$13.00 (Masla)	Ron Kight
WIRA, 1400, 1 KW/250 W, NOSTALGIA (Al Ham) NBC, \$16.00 (Roslin)	Jim Chaplin
WAVW-F, 105.5, 3 KW @ 300, COUNTRY ABC-D, \$16.00 (Weiss) (VERO BEACH)	Bob Rowland
WGYL-F, 93.5, 3 KW @ 300, BTFL UPI, \$19.00 (----) (VERO BEACH)	Chris Hubbard
WOVV-F, 95.5, 100 KW @ 518, CHR (Century 21) RKO II, \$24.00 (Roslin) Roth	Jim Chaplin
WHLG-F, 102.3, 3 KW @ 300, ? ? CBS, \$? ? (----) (STUART)	
WRIT-F, 92.7, 3 KW @ 300, BTFL APR, \$21.00 (----) (STUART)	Fred Nettare

Other ranked stations - See West Palm Beach in Spring 84 American Radio

FT. SMITH, AR

MSA Rank/Pop: 209/170,900
 Average Person Rating: 14.8
 Market TSL: 20.15 hrs.
 Stations: 16/19

Diaries: 370/477/51.25%
 Sample Target: 370
 % Below Line: 8.23%
 % Not Listed: 6.9%

Retail \$: .52 Bil
 CSI: 1.03 Bil
 CSI HH: \$19,919
 FM Share: 83.54%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KISR-F	101/38.7	27.0	31.8
2. KTCS-F	27/10.3	24.3	14.4
3. KINB-F	23/ 8.8	5.7	6.9
4. KEZA-F	15/ 5.7	3.0	---
5. KAJJ-F+	13/ 5.0	1.2	---
6. KFPW	9/ 3.4	4.9	3.2
7. KFDF	8/ 3.1	1.1	---
8. KFPW-F	7/ 2.7	2.7	6.9
KFSA	7/ 2.7	6.5	4.7
10. KMAG-F	6/ 2.3	2.7	3.6

12+ TSA	1/4/CUME
1. KISR-F	128/1193
2. KINB-F	41/ 475
3. KTCS-F	33/ 378
4. KVOO	31/ 463
5. KEZA-F	24/ 283
6. KLUP-F	22/ 253
7. KAJJ-F+	16/ 196
8. KMAG-F	14/ 314
9. KFPW	9/ 176
10. KFDF	8/ 99

12+ METRO	CUME
1. KISR-F	756
2. KTCS-F	333
3. KINB-F	276
4. KEZA-F	210
5. KFSA	192
6. KFPW	173
7. KAJJ-F+	162
8. KTCS	159
9. KMAG-F	145
10. KFPW-F	115

12+ AMD

1. KISR-F
2. KTCS-F
3. KINB-F
4. KAJJ-F+
KFPW

12+MID

1. KISR-F
2. KTCS-F
3. KINB-F
4. KEZA-F

12+PMD

1. KISR-F
2. KTCS-F
3. KINB-F
4. KEZA-F

12+EVE

1. KISR-F
2. KTCS-F
3. KEZA-F
4. KAJJ
KFPW
KMAG-F

SAT MID

1. KISR-F
2. KTCS-F
3. KINB-F
4. KFDF

ADULTS 18-34

1. KISR-F
2. KAJJ-F+
KXXI-F
4. KFSA
KTCS-F
KEZA-F

ADULTS 18-49

1. KISR-F
2. KINB-F
3. KAJJ-F+
KEZA-F

ADULTS 25-54

1. KISR-F
2. KINB-F
KEZA-F
4. KAJJ-F+

ADULTS 35+

1. KISR-F
2. KTCS-F
3. KINB-F
4. KEZA-F

OTHER RATED STATIONS/METRO SHARE

KAYR	1060	Van Buren	1.1	KWHN	1320	Ft. Smith	1.5
KAZZ-F	95.9	Sallisaw, OK	.8	KXXI-F	102.3	Van Buren	1.9
KKID	1560	Sallisaw, OK	.4	KRLQ-F	97.1	Muskogee, OK	1.1
KLUP-F	97.9	Poteau, OK	1.1	KVOO	1170	Tulsa, OK	.8
KTCS	1410	Ft. Smith	1.5				

RADIO STATIONS

KFDF, 1580, 1 KW (DAYS)	, ? ?	, \$ 3.50	(----)	(VAN BUREN)	
KFPW, 1230, 1 KW/250 W (DA-1), NOSTALGIA	CBS,	\$ 9.00	(Unirep)		Gordon Brown
KFSA, 950, 1 KW/500 W (DA-2), AC	ABC-I,	\$13.00	(----)		Fred Baker
KTCS, 1410, 1 KW (DAYS)	, COUNTRY	, \$13.25	(----)		Larry Ruth
KAJJ-F+, 106.3, 1.3 KW @ 300, COUNTRY		, \$ 8.00	(----)	(GREENWOOD)	Dave Hages
KFPW-F, 100.9, 3 KW @ 300, COUNTRY	APR,	\$ 9.00	(Unirep)		
KINB-F, 107.3, 70 KW @ 1810, COUNTRY	ABC-E,	\$ NA	(----)	(POTEAU, OK)	V. Nowlin
KISR-F, 93.7, 100 KW @ 1200, CONTEMP	ABC-F,	\$22.00	(----)		Fred Baker
KMAG-F, 99.1, 100 KW @ ? ? , BTFL (TM)		, \$10.00	(Savalli)		Glenn O'Neal
KTCS-F, 99.9, 36 KW @ 225, COUNTRY		, \$13.50	(----)		Larry Ruth
KEZA-F - See Fayetteville					

FT. WALTON BEACH, FLA

MSA Rank/Pop: 280/116,000
 Average Person Rating: 16.2
 Market TSL: 21.72 hrs.
 Stations: 7/11

Diaries: 253/376/47.20%
 Sample Target: 260
 % Below Line: 41.22%
 % Not Listed: 14.93%

Retail \$: .52 Bil
 CSI: 1.03 Bil
 CSI HH: \$25,196
 FM Share: 89.31%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WMMK-F	29/18.8	14.7	10.9
2. WFTW-F	27/17.5	14.0	15.6
3. WTKX-F	26/16.9	21.0	16.4
4. WJLQ-F	14/ 9.1	11.2	12.5
5. WMEZ-F	10/ 6.5	9.8	3.9
6. WAAZ-F	7/ 4.5	3.5	2.3
7. WFTW	6/ 3.9	2.1	1.6
8. WNUE	4/ 2.6	7.7	12.5
WXBM-F	4/ 2.6	2.8	5.5
10. WFSH	3/ 1.9	1.4	3.1

12+ TSA	1/4/CUME
1. WMMK-F	33/262
2. WFTW-F	27/298
3. WTKX-F	26/314
4. WJLQ-F	14/266
5. WMEZ-F	10/149
6. WAAZ-F	7/ 77
7. WFTW	6/ 71
8. WNUE	4/139
WXBM-F	4/ 98
10. WFSH	3/ 74

12+ METRO	CUME
1. WTKX-F	294
2. WFTW-F	291
3. WJLQ-F	261
4. WMMK-F	217
5. WMEZ-F	144
6. WNUE	134
7. WXBM-F	93
8. WFSH	69
9. WFTW	68
10. WAAZ-F	67

12+ AMD

1. WFTW-F
2. WMMK-F
3. WTKX-F
4. WJLQ-F

12+MID

1. WMMK-F
2. WFTW-F
3. WTKX-F
4. WJLQ-F

12+PMD

1. WMMK-F
2. WFTW-F
3. WTKX-F
4. WJLQ-F

12+EVE

1. WTKX-F
2. WMMK-F
3. WFTW-F
4. WJLQ-F

SAT MID

1. WFTW-F
- WMMK-F
3. WTKX-F
4. WJLQ-F

ADULTS 18-34

1. WTKX-F
2. WFTW-F
3. WJLQ-F
4. WMMK-F

ADULTS 18-49

1. WTKX-F
2. WMMK-F
3. WFTW-F
4. WJLQ-F

ADULTS 25-54

1. WMMK-F
2. WFTW-F
3. WTKX-F
4. WAAZ-F

ADULTS 35+

1. WMMK-F
 2. WMEZ-F
 3. WFTW-F
 4. WAAZ-F
- WFTW

OTHER RATED STATIONS/METRO SHARE

WJSB 1050 Crestview .6

RADIO STATIONS

WFSH, 1340, 1 KW/250 W , RELIG/COUNTRY	ABC-E, \$ 7.25 (----)	(VALPARAISO)	Red Gilson
WFTW, 1260, 2.5 KW (DAYS), NOSTALGIA	APR, \$10.50 (Dora)		Zola Rowley
WNUE, 1400, 1 KW/250 W , CONTEMP	UPI, \$15.00 (Masla)		M. Smith
WAAZ-F, 104.9, 3 KW @ 300, COUNTRY	CBS, \$ 5.00 (----)	(CRESTVIEW)	Jim Whitaker
WFTW-F, 99.3, 3 KW @ 209, AC (Music Dir)	APR, \$16.00 (Dora)		Zola Rowley
WMMK-F, 92.1, 3 KW @ 294, COUNTRY	NBC, \$13.50 (----)		

Other ranked stations - See Pensacola in Spring 84 American Radio

FREDERICK, MD

MSA Rank/Pop: NA/103,700 (12+)
 Average Person Rating: 16.7
 Market TSL: 22.49 hrs.
 Stations: 4/18

Diaries: 308/337/58.67%
 Sample Target: 270
 % Below Line: 44%
 % Not Listed: 13.29%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 76.67%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WFRE-F	33/19.1	10.5	10.9
2. WFMD	27/15.6	17.0	17.7
3. WZYQ-F+	19/11.0	12.0	16.6
4. WMZQ-F	15/ 8.7	6.5	1.7
5. WLTT-F	9/ 5.2	2.0	1.7
WRQX-F	9/ 5.2	5.5	4.0
7. WXCS-F	8/ 4.6	2.5	4.0
8. WTHU	5/ 2.9	3.5	2.9
WAVA-F	5/ 2.9	3.0	3.4
WWDC-F	5/ 2.9	3.5	4.0

12+ TSA	1/4/CUME
1.	
2.	
3.	
4. TSA AND	
5. METRO	
6. ARE THE	
7. SAME	
8.	
9.	
10.	

12+ METRO	CUME
1. WFMD	381
2. WZYQ-F+	352
3. WFRE-F	209
4. WMZQ-F	149
5. WRQX-F	139
6. WWDC-F	106
7. WAVA-F	105
8. WLTT-F	101
9. WXCS-F	98
10. WTHU	62

12+ AMD

1. WFMD-F
2. WFRE-F
3. WZYQ-F+
4. WMZQ-F

12+MID

1. WFRE-F
2. WMZQ-F
3. WFMD-F
- WRQX-F

12+PMD

1. WFRE-F
2. WZYQ-F+
3. WMZQ-F
4. WFMD-F

12+EVE

1. WFMD
2. WFRE-F
3. WAVA-F
- WLTT-F

SAT MID

1. WFRE-F
2. WZYQ-F+
3. WFMD
4. WMZQ-F

ADULTS 18-34

1. WZYQ-F+
- WMZQ-F
3. WLTT-F
- WRQX-F

ADULTS 18-49

1. WMZQ-F
2. WZYQ-F+
3. WFMD-F
4. WLTT-F
- WRQX-F

ADULTS 25-54

1. WFMD-F
- WMZQ-F
3. WZYQ-F+
4. WFRE-F
- WLTT-F

ADULTS 35+

1. WFRE-F
2. WFMD-F
3. WTHU
- WZYQ-F+

OTHER RATED STATIONS/METRO SHARE

WASH-F	97.1	Washington, DC	1.7	WLIF-F	101.9	Baltimore	1.2
WGRX-F	100.7	Westminster	.6	WPGC-F	95.5	Morningside	.6
WIYY-F	97.9	Baltimore	1.2	WPOC-F	93.1	Baltimore	1.2
WKYS-F	93.9	Washington, DC	1.7	WWMD-F	104.7	Hagerstown	.6

RADIO STATIONS

WFMD, 930, 5 KW/1 KW (DA-2), MOR CBS, \$ NA (----) F. Veihmeyer
 WTHU, 1450, 500 W/100 W, COUNTRY, \$ 9.00 (----) (THURMONT) Dean Aubol
 WFRE-F, 99.9, 9 KW @ 1123, BTFL MUS (Kala), \$NA (----) F. Veihmeyer
 WZYQ-F+, 103.9, 350 W @ 912, CHR ABC-C, \$27.06 (Market 4) Howard Johnson

WXCS - See Hagerstown

Other ranked stations - See Washington in Spring 84 American Radio

GAINESVILLE, FL

MSA Rank/Pop: 199/185,500
 Average Person Rating: 16.1
 Market TSL: 21.27 hrs.
 Stations: 8/14

Diaries: 379/375/52.13%
 Sample Target: 320
 % Below Line: 14.53%
 % Not Listed: 24.89%

Retail \$: .86 Bil
 CSI: 1.47 Bil
 CSI HH: \$21,521
 FM Share: 59.30%

12+ METRO	1/4/SHARE	FA 83	SPG 83	FA 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME
1. WRUF-F	34/14.8	14.2	16.0	14.1	16.0	1. WRUF-F	41/602	1. WRUF-F	487
2. WDVH	27/11.8	11.2	21.0	19.7	19.7	2. WJRQ-F	33/289	2. WYKS-F	471
3. WYKS-F	24/10.5	11.6	11.8	18.3	16.4	3. WDVH	28/280	3. WGGG	286
4. WMGI	19/ 8.3	12.5	4.2	1.4	.9	WYKS-F	28/514	4. WDVH	230
5. WGGG	13/ 5.7	6.5	7.6	5.6	11.7	5. WKAE-F	21/195	5. WRUF	222
6. WRUF	11/ 4.8	4.3	3.8	5.2	8.5	6. WMGI	19/176	6. WMGI	176
7. WMFM-F	10/ 4.4	9.5	5.9	6.6	4.2	7. WQIK-F	15/203	7. WMFM-F	172
8. WKAE-F	9/ 3.9	---	---	---	---	8. WRUF	13/252	8. WKAE-F	129
9. WJAX-F	6/ 2.6	3.0	---	2.3	1.9	WGGG	13/286	9. WJAX-F	128
WJRQ-F	6/ 2.6	2.6	---	---	---	10. WAIV-F	12/179	10. WJRQ-F	105

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WYKS-F	1. WRUF-F	1. WRUF-F	1. WRUF-F	1. WRUF-F
2. WRUF-F	2. WDVH	2. WDVH	2. WYKS-F	2. WYKS-F
3. WDVH	3. WYKS-F	3. WYKS-F	WJAX-F	3. WDVH
WRUF	4. WGGG	4. WMGI	4. WRUF	4. WMGI

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WRUF-F	1. WRUF-F	1. WDVH	1. WDVH
2. WYKS-F	2. WYKS-F	2. WMGI	2. WRUF
3. WMGI	3. WMGI	3. WYKS-F	3. WMFM-F
4. WGGG	4. WDVH	4. WGGG	4. WGGG
			WKAE-F
			WJRQ-F

OTHER RATED STATIONS/METRO SHARE

WAIV-F	96.9	Jacksonville	2.2	WIVY-F	102.9	Jacksonville	.9
WDIZ-F	100.3	Orlando	.4	WQIK-F	99.1	Jacksonville	2.2

RADIO STATIONS

WDVH, 980, 5 KW (DAYS), COUNTRY	ABC-E, \$19.35 (Ochs)	Larry Edwards
WGGG, 1230, 1 KW/250 W, CHR	, \$14.00 (Weiss)	Tom Calato
WMGI, 1390, 5 KW (DAYS), URBAN	RKO II, \$18.45 (Selcom)	Sunshine D. Paustian
WRUF, 850, 5 KW (DA-N), MOR	CBS, \$11.50 (Smith)	Univ of Fla Bob Leach
WKAE-F, 104.9, 1.2 KW @ 450, COUNTRY	, \$ NA (----)	(HIGH SPGS) Ray Forrester
WMFM-F, 100.9, 3 KW @ 300, BTFL (Century 21)	, \$ NA (Masla)	Bill Williams
WRUF-F, 103.7, 100 KW @ 344, CHR/AOR (Pollack)	CBS-R, \$19.00 (Smith)	Univ of Fla Bob Leach
WYKS-F, 105.5, 3 KW @ 300, CONTEMP	RKO, \$18.45 (Selcom)	Sunshine D. Paustian
WJRQ-F, 92.1, 3 KW @ 300, COUNTRY	ABC-I, \$10.00 (----)	(WILLISTON) Jim Johnson

Other ranked stations - See Jacksonville in Spring 84 American Radio

GRAND FORK, ND - MN

MSA Rank/Pop: 347/67,400
 Average Person Rating: 16.4
 Market TSL: 22.20 hrs.
 Stations: 8/11

Diaries: 315/267/57.48%
 Sample Target: 260
 % Below Line: 4.96%
 % Not Listed: 12.32%

Retail \$: .34 Bil
 CSI: .63 Bil
 CSI HH: \$27,106
 FM Share: 59.50%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KKXL-F	29/21.0	17.0	9.0
2. KYCK-F	20/14.5	12.8	10.4
3. KKXL	15/10.9	7.1	7.5
KYTN-F	15/10.9	12.8	11.9
5. KNOX	12/ 8.7	13.5	11.9
KROX	12/ 8.7	3.5	8.2
7. KRRK +	10/ 7.2	13.5	11.9
8. KFGO	3/ 2.2	4.3	4.5
9. KEHG	2/ 1.4	.7	.7
KQWB-F	2/ 1.4	---	---

12+ TSA	1/4/CUME
1. KKXL-F	43/508
2. KYCK-F	29/295
3. KYTN-F	21/291
KFGO	21/269
5. KNOX	19/350
KROX	19/189
7. KKXL	18/282
8. KRRK +	12/175
9. WDAY-F	9/185
10. KQWB-F	7/103

12+ METRO	CUME
1. KKXL-F	339
2. KNOX	223
3. KYTN-F	213
4. KKXL	211
5. KYCK-F	179
6. KRRK +	145
7. KROX	118
8. KFGO	86
9. WDAY-F	81
10. KQWB-F	37

12+ AMD

1. KNOX
2. KKXL-F
3. KROX
4. KKXL

12+MID

1. KKXL-F
2. KYTN-F
3. KYCK-F
4. KKXL

12+PMD

1. KKXL-F
2. KYCK-F
3. KYTN-F
4. KKXL

12+EVE

1. KKXL-F
2. KYTN-F
3. KYCK-F
4. KRRK-F+

SAT MID

1. KKXL-F
2. KYCK-F
3. KRRK-F+
4. KKXL

ADULTS 18-34

1. KKXL-F
2. KYCK-F
3. KYTN-F
4. KKXL-F

ADULTS 18-49

1. KKXL-F
2. KYCK-F
3. KYTN-F
4. KKXL

ADULTS 25-54

1. KYCK-F
2. KKXL-F
3. KKXL
4. KYTN-F

ADULTS 35+

1. KROX
2. KRRK +
3. KNOX
4. KYCK-F

OTHER RATED STATIONS/METRO SHARE

WDAY-F 93.7 Fargo, ND .7

RADIO STATIONS

KEHG, 1480, 5 KW (DAYS)	, COUNTRY	NBC, \$ 6.70 (----)	(FOSSTOWN, MN)	E. DeLaHunt
KKXL, 1440, 1 KW/500 W (DA-N)	MOR	RKO II, \$23.00 (Selcom)	Ingstad	D. Cariveau
KNOX, 1310, 5 KW (DA-N)	, AC	ABC-E, \$29.00 (Katz)		Bill Fowler
KROX, 1260, 1 KW/500 W (DA-N)	MOR	MBS, \$ 8.00 (Smith)	(CROOKSTON, MN)	
KRRK+, 1590, 5 KW/1 KW (DA-2)	COUNTRY	MBS, \$22.00 (Weiss)		Mike Bryan
KKXL-F, 92.9, 100 KW @ 210	CHR	RKO, \$16.50 (Selcom)	Ingstad	D. Cariveau
KYCK-F, 97.1, 100 KW @ 403	COUNTRY	ABC-D, \$13.00 (HNWH)	(CROOKSTON, MN)	Mike Leighton
KYTN-F, 94.7, 100 KW @ 300	CHR	, \$15.50 (Torbet)		Bill Fowler

Other ranked stations - See Fargo in Spring 84 American Radio

GRAND JUNCTION, CO

MSA Rank/Pop: 322/88,100
 Average Person Rating: 14.9
 Market TSL: 20.52 hrs.
 Stations: 7/7

Diaries: 278/278/59.02%
 Sample Target: 250
 % Below Line: - 0 -
 % Not Listed: 8.69%

Retail \$: .53 Bil
 CSI: .76 Bil
 CSI HH: \$23,082
 FM Share: 34.28%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KQIL	36/31.3	23.0	26.1
2. KQIX-F	30/26.1	34.4	28.7
3. KSTR	17/14.8	7.4	6.1
4. KEXO	12/10.4	9.8	12.2
5. KIIO	4/ 3.5	6.6	5.2
KWDE-F	4/ 3.5	---	---
7. KVEE-F	2/ 1.7	9.0	7.0

12+ TSA	1/4/CUME
1. KQIX-F	54/492
2. KQIL	38/357
3. KSTR	25/289
4. KWDE-F	14/205
5. KEXO	12/171
6. KVEE-F	10/115
7. KIIO	4/112

12+ METRO	CUME
1. KQIL	330
2. KQIX-F	297
3. KEXO	160
4. KSTR	150
5. KWDE-F	90
6. KVEE-F	85
7. KIIO	84

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KOIL	1. KQIL	1. KQIL	1. KQIL	1. KQIX-F
2. KQIX-F	2. KQIX-F	2. KQIX-F	KQIX-F	2. KQIL
3. KEXO	3. KFXO	3. KSTR	3. KEXO	3. KSTR
4. KSTR	KSTR	4. KEXO	4. KIIO	4. KEXO
			KVEE-F	

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KQIX-F	1. KQIL	1. KQIL	1. KQIL
2. KQIL	2. KQIX-F	2. KSTR	2. KEXO
3. KSTR	3. KSTR	3. KQIX-F	3. KSTR
4. KWDE-F	4. KEXO	4. KEXO	4. KIIO
	KWDE-F		KQIX-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KEXO, 1230, 1 KW/250 W , NOSTALGIA ABC-I, \$15.25 (Mc-Guild) Donrey
 KIIO, 1100, 50 KW/10 KW (DA-2), MOR/TALK CBS, \$17.00 (Weiss)
 KQIL, 1340, 1 KW/250 W , COUNTRY (Drake-Chen) NBC, \$ NA (Torbet) Mesa Jim TerLoew
 KSTR, 620, 5 KW (DAYS) , AC , \$19.00 (Mountain)
 KQIX-F, 93.1, 25 KW @ 495, CHR (Drake-Chen) APR, \$ NA (Torbet) Mesa Jim Terloew
 KVEE-F, 92.3, 30 KW @ -42, BTFL (Century 21) CBS, \$14.00 (Weiss)
 KWDE-F, 96.1, 65 KW @ 1679, ?? (Radio Arts) MBS, \$ NA (----) (MONTROSE) Dan Robbins

GREAT FALLS, MT

MSA Rank/Pop: 328/80,600
 Average Person Rating: 14.9
 Market TSL: 19.91 hrs.
 Stations: 8/9

Diaries: 258/255/55.36%
 Sample Target: 250
 % Below Line: 1.06%
 % Not Listed: 4.08%

Retail \$: .50 Bil
 CSI: .74 Bil
 CSI HH: \$24,089
 FM Share: 52.12%

12+ METRO	1/4/SHARE	SPG	SPG
		83	82
1. KNUW-F	19/19.4	9.1	17.7
2. KEIN	18/18.4	21.8	18.6
3. KMON	15/15.3	12.7	12.4
4. KAAK-F	11/11.2	15.5	10.6
5. KQDI	10/10.2	11.8	14.2
6. KLFM-F	9/ 9.2	10.9	7.1
KOOZ-F	9/ 9.2	13.6	15.0
8. KARR	2/ 2.0	1.8	1.8
9. KOPR-F	1/ 1.0	---	---

12+ TSA	1/4/CUME
1. KMON	50/519
2. KEIN	28/262
3. KNUW-F	22/314
4. KAAK-F	15/210
5. KOOZ-F	11/157
6. KLFM-F	10/147
KQDI	10/161
8. KARR	4/ 59
9. KOPR-F	1/ 44

12+ METRO	CUME
1. KNUW-F	250
2. KMON	186
3. KEIN	182
4. KAAK-F	170
5. KOOZ-F	151
6. KQDI	137
7. KLFM-F	104
8. KARR	45
9. KOPR-F	26

12+ AMD

1. KEIN
2. KMON
3. KNUW-F
4. KAAK-F
- KODI

12+MID

1. KMON
2. KEIN
3. KNUW-F
- KOOZ-F

12+PMD

1. KNUW-F
2. KEIN
3. KAAK-F
4. KLFM-F
- KQDI

12+EVE

1. KNUW-F
2. KOOZ-F
3. KEIN
4. KLFM-F
- KMON

SAT MID

1. KNUW-F
2. KEIN
3. KMON
4. KQDI

ADULTS 18-34

1. KNUW-F
2. KQDI
3. KAAK-F
4. KLFM-F

ADULTS 18-49

1. KEIN
- KNUW-F
3. KAAK-F
- KQDI

ADULTS 25-54

1. KEIN
2. KAAK-F
3. KMON
4. KQDI

ADULTS 35+

1. KEIN
2. KMON
3. KOOZ-F
4. KLFM-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KARR, 1400, 1 KW/250 W , CHR (?) (Century 21) CBS, \$ 9.00 (----)	Tim Taylor
KEIN, 1310, 5 KW/1 KW , COUNTRY NBC, \$26.63 (Masla)	Bill Luzmoor
KMON, 560, 5 KW (DA-N), COUNTRY ABC-I, \$29.00 (Mc-Guild)	Gary Stevens
KQDI, 1450, 1 KW/250 W , AC (Burk-Abr) RKO II, \$17.00 (Weiss)	Bob Lockhart
KAAK-F, 98.9, 100 KW @ 500, AC ABC-D, \$14.25 (Eastman)	Dave Stilli
KLFM-F, 92.9, 100 KW @ 500, COUNTRY (Century 21) Source, \$15.00 (Masla)	Bill Luzmoor
KNUW-F, 94.5, 36 KW @ 486, CHR RKO, \$11.00 (Mc-Guild)	Gary Stevens
KOOZ-F, 106.3, 3 KW @ 300, BTFL MUS (Bonne) , \$20.00 (Weiss)	Bob Lockhart
KOPR-F, 94.1, 100 KW @ 1840, CONTEMP ABC-C, \$ 8.05 (Eastman) (BUTTE)	Shag Miller

HAGERSTOWN - CHAMBERSBURG - WAYNESBORO, MD - PA

MSA Rank/Pop: 282/115,400
 Average Person Rating: 18.6
 Market TSL: 24.64 hrs.
 Stations: 14/24

Diaries: 445/439/53.60%
 Sample Target: 390
 % Below Line: 15.72%
 % Not Listed: 12.64%

Retail \$: .56 Bil
 CSI: .94 Bil
 CSI HH: \$22,323
 FM Share: 74.84%

		SPG	SPG				
12+ METRO	1/4/SHARE	83	82	12+ TSA	1/4/CUME	12+ METRO	CUME
1. WYII-F	46/12.6	12.0	12.5	1. WYII-F	52/446	1. WQCM-F	437
2. WIKZ-F	35/ 9.6	8.3	11.4	2. WQCM-F	42/578	2. WIKZ-F	392
3. WQCM-F	30/ 8.2	10.6	12.0	3. WIKZ-F	41/486	3. WYII-F	346
4. WAYZ-F+	28/ 7.6	10.0	7.4	4. WWMD-F	36/294	4. WAYZ-F+	321
5. WWMD-F	26/ 7.1	6.0	6.0	5. WAYZ-F+	28/334	5. WJEJ	268
6. WJEJ	21/ 5.8	8.3	6.0	6. WXCS-F	24/294	6. WXCS-F	218
7. WXCS-F	20/ 5.5	3.7	3.4	7. WFRE-F	23/293	7. WFRE-F	217
8. WFRE-F	17/ 4.7	4.0	4.8	8. WJEJ	21/279	8. WWMD-F	205
9. WCBG	16/ 4.4	3.7	3.7	9. WCBG	16/199	9. WCBG	199
10. WCHA	10/ 2.7	3.2	1.7	10. WCHA	10/150	10. WGLL-F	186

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WYII-F	1. WWMD-F	1. WIKZ-F	1. WYII-F	1. WYII-F
2. WJEJ	2. WYII-F	2. WQCM-F	2. WIKZ-F	2. WQCM-F
3. WIKZ-F	3. WAYZ-F+	3. WYII-F	3. WQCM-F	3. WIKZ-F
4. WWMD-F	4. WJEJ	4. WWMD-F	4. WXCS-F	4. WFRE-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WIKZ-F	1. WYII-F	1. WYII-F	1. WYII-F
2. WXCS-F	2. WIKZ-F	2. WAYZ-F+	2. WJEJ
3. WQCM-F	3. WAYZ-F+	3. WWMD-F	3. WAYZ-F+
4. WYII-F	4. WQCM-F	4. WQCM-F	WWMD-F
		WIKZ-F	

OTHER RATED STATIONS/METRO SHARE

WARK	1490	Hagerstown, MD	1.6	WHYL-F+	102.3	Carlisle, PA	1.1
WEO	1130	Waynesboro, PA	.8	WKMZ-F	97.5	Martinsburg, WV	.3
WGLL-F	92.1	Mercersburg, PA	2.5	WMZQ-F	98.7	Washington, DC	1.4
WHAG	1410	Halfway, MD	2.5	WSHP	1480	Shippensburg, PA	.8
WKSL-F	94.3	Greencastle, PA	2.5	WTPA-F	104.1	Harrisburg, PA	1.9
WASH-F	971	Washington, DC	.5	WWDC-F	101.1	Washington, DC	1.4
WFMD	930	Frederick, MD	1.4	WZYQ-F	103.9	Braddock Hgts., MD	.3

RADIO STATIONS

WHAG, 1410, 1 KW (DAYS,DA)	, NEWS/TALK	ABC-I, \$ 8.00	(Dome)	Interstate	Gary Portness
WCBG, 1590, 5 KW/1 KW (DA-N)	, MOR	NBC, \$ 7.00	(Masla)	(CHAMBERSBURG)	Molly Messner
WCHA, 800, 1 KW (DAYS)	, AC	, \$16.00	(----)	(CHAMBERSBURG)	Tom Boock
WJEJ, 1240, 1 KW/250 W	, CONTEMP	, \$ 8.80	(----)		John Staub
WAYZ-F+, 101.5,	3 KW @ 300, COUNTRY	APR, \$12.50	(----)	(WAYNESBORO)	Marge Martin
WQCM-F, 96.7,	3 KW @ 165, CONTEMP	ABC-F, \$10.00	(Dome)	Interstate	Gary Portness
WIKZ-F, 95.1,	50 KW @ 265, CHR	, \$17.00	(----)	(CHAMBERSBURG)	Tom Boock
WWMD-F, 104.7,	75 KW @ 1320, BTFL (Churchill)	, \$ 9.50	(----)		John Staub
WXCS-F, 106.9,	14 KW @ 840, AOR	, \$ 9.00	(Masla)		Gene Manning
WYII-F, 95.9,	3 KW @ 300, COUNTRY	NBC, \$11.00	(Market 4)	(WILLIAMSPORT)	Ken Smith

WFRE - See Frederick

ITHACA, NY

MSA Rank/Pop: NA/78,900 (12+)
 Average Person Rating: 15.5
 Market TSL: 20.71 hrs.
 Stations: 6/11

Diaries: 298/265/60.45%
 Sample Target: 250
 % Below Line: 17.71%
 % Not Listed: 21.31%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 66.67%

12+ METRO	1/4/SHARE	SPG	SPG
		83	82
1. WOKW-F	19/15.6	22.5	10.0
WTKO	19/15.6	19.2	21.0
3. WVBR-F	12/ 9.8	10.0	14.0
4. WQNY-F	11/ 9.0	6.7	1.0
5. WHCU-F	10/ 8.2	5.8	11.0
6. WPCX-F	9/ 7.4	8.3	9.0
7. WHCU	8/ 6.6	4.2	8.0
8. WHEN	3/ 2.5	.8	1.0
9. WKRT	2/ 1.6	1.7	---
WMJQ-F	2/ 1.6	---	---

12+ TSA	1/4/CUME
1. WOKW-F	48/467
2. WTKO	22/276
3. WKRT	19/214
4. WPCX-F	13/160
5. WVBR-F	12/229
6. WHCU-F	11/163
WQNY-F	11/175
8. WHCU	9/141
9. WHEN	8/191
10. WMJQ-F	2/ 43

12+ METRO	CUME
1. WTKO	245
2. WOKW-F	226
3. WVBR-F	206
4. WQNY-F	165
5. WHCU-F	152
6. WPCX-F	122
7. WHCU	110
8. WKRT	63
9. WHEN	54
10. WMJQ-F	43

12+ AMD
1. WHCU-F+
2. WTKO
3. WOKW-F
4. WVBR-F

12+MID
1. WTKO
2. WOKW-F
3. WVBR-F
4. WPCX-F

12+PMD
1. WTKO
2. WOKW-F
WVBR-F
4. WQNY-F

12+EVE
1. WTKO
2. WOKW-F
3. WVBR-F
4. WQNY-F

SAT MID
1. WOKW-F
2. WPCX-F
3. WVBR-F
4. WTKO

ADULTS 18-34
1. WOKW-F
2. WVBR-F
3. WQNY-F
4. WTKO

ADULTS 18-49
1. WOKW-F
2. WVBR-F
3. WQNY-F
WTKO

ADULTS 25-54
1. WTKO
2. WOKW-F
WVBR-F
4. WQNY-F

ADULTS 35+
1. WTKO
2. WHCU-F
3. WHCU
WPCX-F

OTHER RATED STATIONS/METRO SHARE

WYLF-F 95.1 Bristol Center .8

RADIO STATIONS

WHCU, 870, 5 KW (DAYS), MOR CBS, \$15.00 (Market 4) Cornell
 WTKO, 1470, 5 KW/500 W (DA-2), AC ABC-E,ABC-I, \$17.00 (----) Wendy Paternite
 WKRT, 920, 1 KW/500 W (DA-N), NOST (A1 Ham), \$ NA (----) Burbach (CORTLAND) Bill McMartin

WHCU-F, 97.3, 52 KW @ 730, VARIETY CBS, \$15.00 (Market 4) Cornell
 WOKW-F, 99.9, 20 KW @ 730, CHR RKO, \$ NA (----) Burbach (CORTLAND) Bill McMartin
 WQNY-F, 103.7, 12 KW @ 890, ? ? MBS, \$10.00 (Roslin)
 WVBR-F, 93.5, 3 KW @ 250, CHR NBC, \$13.00 (S. Katz) Ralph Robbins
 WPCX-F, 106.9, 45 KW @ 530, COUNTRY, \$ NA (Market 4) (AUBURN) Dick Ducayne

Other ranked stations - See Syracuse or Rochester in Spring 84 American Radio

JOPLIN, MO

MSA Rank/Pop: 258/131,100
 Average Person Rating: 13.6
 Market TSL: 19.19 hrs.
 Stations: 7/9

Diaries: 324/230/51.34%
 Sample Target: 250
 % Below Line: 16.47%
 % Not Listed: 15.84%

Retail \$: .65 Bil
 CSI: .91 Bil
 CSI HH: \$18,153
 FM Share: 54.11%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KSYN-F	22/21.8	18.8	3.5
2. KKUZ-F	17/16.8	10.7	19.8
3. KODE	10/ 9.9	8.0	16.3
4. KKOW	9/ 8.9	7.1	5.8
5. WMBH	7/ 6.9	13.4	11.6
KDMO	7/ 6.9	5.4	3.5
7. KFSB	6/ 5.9	10.7	15.1
8. KBLT-F	5/ 5.0	7.1	2.3
9. KR GK-F	2/ 2.0	2.7	8.1

12+ TSA	1/4/CUME
1. KSYN-F	39/472
2. KKOW	37/417
3. KKUZ-F	34/467
4. KBLT-F	22/216
5. KODE	16/217
6. WMBH	13/176
7. KDMO	8/ 86
KFSB	8/185
9. KR GK-F	2/ 46

12+ METRO	CUME
1. KSYN-F	246
2. KKUZ-F	212
3. KFSB	112
4. KKOW	110
5. KODE	101
6. WMBH	85
7. KBLT-F	74
8. KDMO	72
9. KR GK-F	30

12+ AMD

1. KSYN-F
2. KKOW
3. KKUZ-F
4. KDMO
KFSB

12+MID

1. KKUZ-F
2. KSYN-F
3. KODE
4. WMBH

12+PMD

1. KKUZ-F
2. KSYN-F
3. KODE
KKOW

12+EVE

1. KSYN-F
2. KKUZ-F
3. KODE
4. KKOW

SAT MID

1. KSYN-F
2. KKUZ-F
3. KODE
4. KDMO
WMBH
KBLT-F

ADULTS 18-34

1. KKUZ-F
2. KSYN-F
3. KFSB
4. KR GK-F
WMBH
KBLT-F
KKOW

ADULTS 18-49

1. KKUZ-F
2. KSYN-F
3. KFSB
4. KBLT-F
KKOW

ADULTS 25-54

1. KKUZ-F
2. KSYN-F
3. KFSB
4. KKOW

ADULTS 35+

1. KODE
2. KKOW
3. KDMO
4. KSYN-F
WMBH

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KDMO, 1490, 1 KW/250 W	, MOR	ABC-I, \$10.00	(----)	(CARTHAGE)	Chris Beyer
KFSB, 1310, 5 KW/1 KW (DA-2)	, AC	ABC-E, \$ 8.00	(Weiss)		John David
KODE, 1230, 1 KW/250 W	, NOSTALGIA	CBS, \$11.00	(Selcom)		
WMBH, 1450, 1 KW/250 W	, COUNTRY	, \$10.00	(Bunchez)		Gary Exline
KKOW, 860, 10 KW/5 KW (DA-N)	, COUNTRY	CBS, \$48.25	(Mc-Guild)	(PITTSBURGH,KS)	Bob Freeman
KR GK-F, 104.9, 3 KW @ 155	, BTFL	ABC-I, \$10.00	(----)	(CARTHAGE)	Chris Beyer
KKUZ-F, 102.5, 100 KW @ 440	, CONTEMP (Century 21)	RKO, \$13.00	(Bunchez)		Gary Exline
KSYN-F, 92.5, 100 KW @ 420	, CHR	ABC-R, \$16.00	(----)		W. Neal
KBLT-F, 107.1, 3 KW @ 300	, COUNTRY	, \$ 5.00	(----)	(BAXTER SPG)	Jack Maxton

KILLEEN - TEMPLE, TX

MSA Rank/Pop: 171/229,700
 Average Person Rating: 18.6
 Market TSL: 24.45 hrs.
 Stations: 7/15

Diaries: 392/479/51.31%
 Sample Target: 380
 % Below Line: 26.52%
 % Not Listed: 10.32%

Retail \$: .84 Bil
 CSI: 1.88 Bil
 CSI HH: \$24,336
 FM Share: 72.20%

12+ METRO	1/4/SHARE	SPG	SPG
1. KIIZ	68/19.5	8.5	14.3
2. KIXS-F	63/18.1	16.4	16.7
3. KOOV-F	34/ 9.7	16.7	16.0
4. KPLE-F	31/ 8.9	6.9	6.5
5. KWTX-F	28/ 8.0	7.2	4.8
6. KLBJ-F	18/ 5.2	3.8	2.7
7. KTON-F+	17/ 4.8	7.6	10.9
8. KPEP-F	12/ 3.4	2.5	---
9. KHOO-F	11/ 3.2	1.6	3.1
10. WBAP	10/ 2.9	2.5	4.4

12+ TSA	1/4/CUME
1. KIIZ	69/352
2. KIXS-F	66/659
3. KWTX-F	39/488
4. KOOV-F	38/415
5. KPLE-F	36/289
6. KLBJ-F	19/256
7. KTON-F+	17/247
8. KASE-F	15/187
9. WBAP	14/302
10. KHOO-F	12/191

12+ METRO	CUME
1. KIXS-F	613
2. KOOV-F	386
3. KWTX-F	373
4. KIIZ	335
5. KPLE-F	272
6. KTON-F+	239
7. KLBJ-F	237
8. WBAP	208
9. KTEM	174
10. KHOO-F	145

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KIXS-F	1. KIXS-F	1. KIIZ	1. KIXS-F	1. KIIZ
2. KIIZ	2. KIIZ	2. KIXS-F	2. KPLE-F	2. KIXS-F
3. KOOV-F	3. KOOV-F	3. KPLE-F	3. KWTX-F	3. KOOV-F
4. KPLE-F	4. KWTX-F	4. KOOV-F	4. KLBJ-F	4. WBAP

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KIIZ	1. KIIZ	1. KIIZ	1. KPLE-F
2. KIXS-F	2. KIXS-F	2. KOOV-F	2. KOOV-F
3. KOOV-F	3. KOOV-F	3. KPLE-F	3. KIIZ
4. KLBJ-F	4. KPLE-F	4. KIXS-F	4. KTON-F+
KWTX-F	KWTX-F		

OTHER RATED STATIONS/METRO SHARE

KTEM	1400	Temple	1.4	KRQX	570	Dallas	1.1
KASE-F	100.1	Austin	1.7	KWTX	1230	Waco	.9
KRLD	1080	Dallas	.9				

RADIO STATIONS

KIIZ, 1050, 250 W (DAYS), BLACK (TM)	APR, \$ NA	(Selcom)	Doug Raab
KTEM, 1400, 1 KW/250 W , AC	APR, \$18.60	(HNWH) Formby	Clint Formby
KIXS-F, 93.3, 100 KW @ 520, CHR	APR, \$ NA	(Selcom)	Doug Raab
KOOV-F, 103.1, 3 KW @ 300, COUNTRY	ABC-E, \$15.50	(Riley) (COPPERAS COVE)	Gaylon Christie
KPEP-F, 98.3, 3 KW @ 300, COUNTRY	, \$ 6.00	(----) (GATESVILLE)	Don Maples
KPLE-F, 104.9, 2.9 KW @ 345, COUNTRY	(Drake-Chen) MBS, \$18.60	(HNWH) Formby	Clint Formby
KTON-F+, 106.3, 1 KW @ 400, COUNTRY	ABC-I, \$14.00	(Smith)	Jim Sims

Other ranked stations - See Waco, Dallas and Austin in Spring 84 American Radio

LA CROSSE, WI

MSA Rank/Pop: 316/93,300
 Average Person Rating:
 Market TSL: 22.43 hrs.
 Stations: 7/9

Diaries: 274/291/60.75%
 Sample Target: 250
 % Below Line: 2.89%
 % Not Listed: 10.86%

Retail \$: .48 Bil
 CSI: .75 Bil
 CSI HH: \$21,436
 FM Share: 51.22%

12+ METRO	1/4/SHARE	SPG	SPG
1. WKTY	27/19.6	19.2	18.0
2. WLXR-F	23/16.7	17.1	16.5
3. WLXR	16/11.6	6.2	7.5
WIZM	16/11.6	6.2	8.3
5. WIZM-F	15/10.9	26.0	24.8
6. WSPL-F	12/ 8.7	7.5	7.5
7. WISQ-F	10/ 7.2	4.8	2.3
8. WCOW-F	3/ 2.2	4.1	1.5
9. WCOW	1/ .7	.7	.8

12+ TSA	1/4/CUME
1. WIZM-F	54/737
2. WKTY	38/459
3. WCOW-F	37/359
4. WLXR-F	36/458
5. WIZM	27/354
6. WSPL-F	25/221
7. WLXR	18/227
8. WIXQ-F	16/233
9. WCOW	4/ 94

12+ METRO	CUME
1. WLXR-F	311
2. WKTY	295
3. WIZM-F	251
4. WIZM	228
5. WLXR	180
6. WISQ-F	152
7. WSPL-F	139
8. WCOW-F	66
9. WCOW	32

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WKTY	1. WKTY	1. WLXR-F	1. WLXR-F	1. WLXR-F
2. WLXR-F	2. WIZM-F	2. WKTY	2. WKTY	2. WKTY
3. WIZM-F	3. WLXR-F	3. WIZM-F	3. WIZM	3. WLXR
4. WLXR	4. WLXR	WLXR	4. WCOW-F	4. WIZM

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WIZM-F	1. WLXR-F	1. WIZM	1. WKTY
2. WLXR-F	2. WIZM-F	WLXR	2. WSPL-F
3. WIXQ-F	3. WLXR	3. WISQ-F	3. WIZM
WIZM	4. WIZM	4. WLXR-F	WLXR
WLXR			

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WIZM, 1410, 5 KW (DA-2) , MOR/AC (Radio Arts) NBC, \$23.00 (HNWH) Midwest Fam Dick Record
 WKTY, 580, 5 KW/1 KW (DA-2), MOR ABC-E, \$21.00 (Mc-Guild)
 WLXR, 1490, 1 KW/250 W , COUNTRY , \$20.00 (Weiss) Rolf Pepple
 WISQ-F, 100.1, 1.8 KW @ 390, CONTEMP (TM) RKO II, \$13.00 (Masla) (WEST SALEM) Ron LaPorte
 WIZM-F, 93.3, 100 KW @ 1000, CHR (Radio Arts)RKO, \$28.00 (HNWH) Midwest Family Dick Record
 WLXR-F, 104.9, 1.4 KW @ 430, CHR CBS-R, \$24.00 (Weiss) Ingstad Rolf Pepple
 WSPL-F, 95.9, 1.7 KW @ 410, BTFL (Bonne) ABC-F, \$10.00 (Mc-Guild)
 WCOW-F, 97.1, 50 KW @ 500, COUNTRY MBS, \$ 8.00 (----) (SPARTA)

LAFAYETTE, IN

MSA Rank/Pop: 268/124,300
 Average Person Rating: 14.2
 Market TSL: 18.96 hrs.
 Stations: 4/11

Diaries: 289/367/47.77%
 Sample Target: 280
 % Below Line: 17.56%
 % Not Listed: 13.25%

Retail \$: .56 Bil
 CSI: 1.0 Bil
 CSI HH: \$23,566
 FM Share: 83.97%

12+ METRO	1/4/SHARE	FA	SPG	FA	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
1. WAZY-F	48/31.8	22.5	18.7	15.9	13.5	1. WAZY-F	103/1024	1. WAZY-F	488
2. WASK-F	30/19.9	17.6	15.5	13.8	12.8	2. WASK-F	78/656	2. WASK	319
3. WASK	16/10.6	17.6	14.8	18.6	17.3	3. WASK	19/387	3. WASK-F	291
4. WXUS-F	14/ 9.3	6.3	16.8	13.1	16.5	4. WXTZ-F	18/178	4. WXUS-F	258
5. WFBQ-F	9/ 6.0	4.9	7.1	4.8	3.0	5. WFBQ-F	15/167	5. WLS	121
6. WSHW-F	4/ 2.6	4.9	6.5	6.2	3.8	6. WXUS-F	14/278	6. WFBQ-F	99
WXTZ-F	4/ 2.6	2.1	---	---	---	7. WLS	9/330	7. WXTZ-F	65
8. WLS	3/ 2.0	3.5	3.2	3.4	3.0	8. WSHW-F	8/173	8. WSHW-F	58
9. WBBM	1/ .7	---	---	---	---	9. WWET-F	4/152	9. WMAQ	55
WMAQ	1/ .7	---	---	---	---	10. WMAQ	2/121	WBBM	55
WWET-F	1/ .7	1.4	---	---	---				

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WASK-F	1. WAZY-F	1. WAZY-F	1. WAZY-F	1. WAZY-F
2. WASK	2. WASK-F	2. WASK-F	2. WASK-F	2. WASK-F
3. WAZY-F	3. WXUS-F	3. WXUS-F	3. WFBQ-F	3. WASK
4. WXUS-F	4. WASK	4. WASK	4. WXUS-F	4. WFBQ-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WAZY-F	1. WAZY-F	1. WASK-F	1. WASK-F
2. WASK-F	2. WASK-F	2. WAZY-F	2. WASK
3. WXUS-F	3. WXUS-F	3. WXUS-F	3. WAZY-F
4. WFBQ-F	4. WFBQ-F	4. WASK-F	4. WXUZ-F
			WXTZ-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WASK, 1450, 1 KW/250 W, AC	NBC, \$21.50 (Weiss)	Hal Youart
WASK-F, 105.3, 50 KW @ 375, COUNTRY	(MusicWorks), \$17.50 (Weiss)	Hal Youart
WAZY-F, 96.5, 50 KW @ 500, CHR	ABC-C, \$17.50 (----)	Roger Bauer
WXUS-F, 92.7, 3 KW @ 215, AC	APR, \$19.00 (Masla)	Jim Bricker
WSHW-F, 99.7, 50 KW @ 460, CONTEMP	, \$19.00 (Weiss) (FRANKFORT)	Vern Kasper
WWET-F, 95.3, 3 KW @ 300, ? ?	, \$ 9.00 (Pates) (MONTICELLO)	Bill Deibel

LAKE CHARLES, LA

MSA Rank/Pop: 207/173,000
 Average Person Rating: 15.1
 Market TSL: 20.05 hrs.
 Stations: 8/13

Diaries: 386/369/55.22%
 Sample Target: 320
 % Below Line: 24.01%
 % Not Listed: 5.55%

Retail \$: .84 Bil
 CSI: 1.62 Bil
 CSI HH: \$26,390
 FM Share: 78.92%

12+ METRO	1/4/SHARE	SPG 83	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME
1. KBIU-F	44/20.4	13.7	4.7	1. KBIU	82/809	1. KBIU-F	463
2. KTQQ-F	34/15.7	18.0	22.1	2. KYKZ-F	60/662	2. KTQQ-F	402
3. KHYS-F	29/13.4	19.0	10.2	3. KHYS-F	37/339	3. KYKZ-F	340
4. KYKZ-F	28/13.0	7.6	10.2	4. KTQQ-F	35/436	4. KHYS-F	271
5. KEZM	16/ 7.4	8.5	14.9	5. KEZM	17/232	5. KEZM	223
6. KLCL	12/ 5.6	5.7	7.2	6. KAJN-F	15/197	6. KLCL	194
7. KHEZ-F	10/ 4.6	5.7	8.5	7. KLCL	14/251	7. KAOK	158
KAJN-F	10/ 4.6	1.9	.9	8. KHEZ-F	11/219	8. KHEZ-F	156
9. KAOK	9/ 4.2	1.4	1.7	9. KAOK	10/193	9. KLOU	135
10. KLVI	4/ 1.9	---	2.1	KLVI	10/160	10. KAJN-F	116

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KBIU-F	1. KBIU-F	1. KBIU-F	1. KHYS-F	1. KBIU-F
2. KTQQ-F	KTQQ-F	2. KTQQ-F	2. KBIU-F	2. KTQQ-F
3. KYKZ-F	3. KYKZ-F	3. KHYS-F	3. KTQQ-F	3. KHYS-F
4. KHYS-F	4. KHYS-F	4. KYKZ	4. KYKZ-F	4. KYKZ-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KBIU-F	1. KBIU-F	1. KTQQ-F	1. KTQQ-F
2. KHYS-F	2. KYKZ-F	2. KYKZ-F	2. KYKZ-F
3. KYKZ-F	3. KTQQ-F	3. KBIU-F	3. KLCL
4. KEZM	4. KHYS-F	4. KHYS-F	4. KHEZ-F

OTHER RATED STATIONS/METRO SHARE

KLOU 1580	Lake Charles	.9	KZZB-F 951	Beaumont, TX	1.4
KIOC-F 106.1	Orange, TX	1.4			

RADIO STATIONS

KAOK, 1400, 1 KW/500 W	COUNTRY	ABC-C, \$10.00	(Smith)	Ed Prendergast
KEZM, 1310, 500 W (DAYS,DA)	BLACK	SBN, \$13.00	(Weiss) (SULPHUR)	Pat Manuel
KLCL, 1470, 5 KW (DA-N)	COUNTRY	NBC,RKO, \$ NA	(Torbet) Perry	Les Samuels
KBIU-F, 103.7, 100 KW @ 471,	CHR	\$19.00	(Weiss)	Albert Johnson
KHEZ-F, 99.5, 35 KW @ 400,	BTFL MUS (Bonne)	NBC, \$ NA	(Torbet) Perry	Les Samuels
KTQQ-F, 100.9, 3 KW @ 300,	COUNTRY (Century 21)	RKO II, \$ NA	(----) (SULPHUR)	Kinnon Thomas
KYKZ-F, 96.1, 100 KW @ 427,	COUNTRY	\$16.50	(Selcom)	Mike Mitchell
KAJN-F, 102.9, 100 KW @ ???,	RELIGION	\$ 9.30	(Miller) (CROWLEY)	Barry Thompson

Other ranked stations - See Spring 84 edition of American Radio

LAWTON, OK

MSA Rank/Pop: NA/91,800 (12+)
 Average Person Rating: 15.0
 Market TSL: 19.98 hrs.
 Stations: 5/10

Diaries: 337/272/51.14%
 Sample Target: 290
 % Below Line: 5.69%
 % Not Listed: 10.87%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 82.11%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KLAW-F	41/29.7	26.5	37.6
2. KMGZ-F	37/26.8	25.0	---
3. KRLG-F	17/12.3	12.1	18.0
4. KCCO	11/ 8.0	4.5	3.8
5. KSWO	10/ 7.2	11.4	21.1
6. KATT-F	2/ 1.4	---	2.3
KKQV-F	2/ 1.4	.8	3.8
8. KLUR-F	1/ 1.7	1.5	---
KNIN-F	1/ 1.7	3.8	2.3
KOMA	1/ 1.7	3.8	3.0

12+ TSA	1/4/CUME
1. KLAW-F	49/455
2. KMGZ-F	37/407
3. KRLG-F	17/324
4. KCCO	15/121
5. KSWO	11/240
6. KNIN-F	10/131
7. KATT-F	7/ 65
8. KKQV-F	6/109
9. KLUR-F	3/ 59
10. KOMA	2/120

12+ METRO	CUME
1. KMGZ-F	382
2. KLAW-F	379
3. KRLG-F	289
4. KSWO	212
5. KCCO	95
6. KOMA	80
7. KKQV-F	60
8. KNIN-F	56
9. KATT-F	31
10. KLUR-F	30

12+ AMD

1. KLAW-F
2. KMGZ-F
3. KSWO
4. KRLG-F

12+MID

1. KLAW-F
2. KMGZ-F
3. KRLG-F
4. KCCO

12+PMD

1. KLAW-F
2. KMGZ-F
3. KRLG-F
4. KCCO

12+EVE

1. KMGZ-F
2. KLAW-F
3. KRLG-F
4. KSWO
KKQV-F

SAT MID

1. KMGZ-F
2. KLAW-F
3. KCCO
4. KRLG-F

ADULTS 18-34

1. KMGZ-F
2. KLAW-F
3. KRLG-F
4. KSWO
KATT-F
KKQV-F

ADULTS 18-49

1. KMGZ-F
2. KLAW-F
3. KRLG-F
4. KCCO

ADULTS 25-54

1. KLAW-F
2. KMGZ-F
3. KRLG-F
4. KCCO

ADULTS 35+

1. KLAW-F
2. KCCO
3. KSWO
4. KMGZ-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KCCO, 1050, 250 W (DAYS,DA), MOR	, \$ 9.00 (HNWH)	Mike Russell
KSWO, 1380, 1 KW (DA-2), CHR	ABC-C, \$14.00 (Weiss)	Ron Kirby
KLAW-F, 101.5, 100 KW @ 600, COUNTRY ABC-I,	\$17.00 (Masla)	Bill Shoemate
KMGZ-F, 95.3, 3 KW @ 295, CHR	RKO, \$15.00 (Roslin)	Rick Fritsch
KRLG-F, 98.1, 100 KW @ 202, AC	, \$ 9.00 (HNWH)	Mike Russell

KOMA, KATT-F - See Oklahoma City in Spring 84 edition of American Radio
 KKQV, KLUR, KNIN - See Wichita Falls

LONG BRANCH - ASBURY PARK, NJ

MSA Rank/Pop: NA/433,800
 Average Person Rating: 16.9
 Market TSL: 22.2 hrs.
 Stations: 5/30

Diaries: 493/880/42%
 Sample Target: 400
 % Below Line: 86.2%
 % Not Listed: 9.3%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 62.67%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WHTZ-F	50/6.8	.7	---
2. WNBC	48/6.5	4.0	6.3
3. WAPP-F	41/5.6	1.1	.9
4. WPLJ-F	39/5.3	9.9	10.9
5. WOR	36/4.9	6.7	5.7
6. WNEW-F	35/4.8	4.6	3.4
7. WCBS	33/4.5	2.5	5.2
8. WCBS-F	26/3.5	2.8	1.9
WNEW	26/3.5	3.5	4.4
10. WYNY-F	25/3.4	2.0	3.6

12+ TSA	1/4/CUME
1. WNBC	64/1363
2. WCBS	63/1165
3. WOR	62/1040
4. WADB-F	58/ 709
5. WAPP-F	54/ 956
6. WHTZ-F	52/1059
7. WPLJ-F	51/1118
8. WNEW-F	42/ 772
9. WNEW	40/ 483
WHN	40/ 798

12+ METRO	CUME
1. WHTZ-F	989
2. WNBC	971
3. WPLJ-F	868
4. WAPP-F	681
5. WOR	631
6. WCBS	622
7. WJLK-F	605
8. WABC	550
9. WRFM-F	549
10. WNEW-F	544

12+ AMD

1. WNBC
2. WCBS
3. WHTZ-F
4. WOR

12+MID

1. WNBC
2. WNEW-F
3. WPLJ-F
4. WPIX-F
WRFM-F

12+PMD

1. WNBC
2. WHTZ-F
3. WAPP-F
4. WPLJ-F

12+EVE

1. WHTZ-F
2. WAPP-F
3. WPLJ-F
4. WNEW-F

SAT MID

1. WHTZ-F
2. WOR
3. WCBS-F
WNEW-F

ADULTS 18-34

1. WNEW-F
2. WHTZ-F
3. WAPP-F
WPLJ-F

ADULTS 18-49

1. WNBC
- WPLJ-F
- WNEW-F
- WHTZ-F

ADULTS 25-54

1. WNBC
2. WCBS-F
3. WPIX-F
WPLJ-F

ADULTS 35+

1. WOR
2. WRFM-F
WCBS
4. WNEW

OTHER RATED STATIONS/METRO SHARE

WADB-F	95.9	South Belmar	1.5	WMCA	570	New York, NY	1.4
WHTG-F	106.3	Eatontown	2.0	WNCN-F	104.3	New York, NY	.8
WJLK	1310	Asbury Park	2.9	WNEW	1130	New York, NY	3.5
WMJY-F	107.1	Long Branch	3.0	WOBM	1170	Lakewood	.8
WBLS-F	107.5	New York, NY	.4	WPAT	930	Paterson	1.5
WCBS-F	101.1	New York, NY	3.5	WPAT-F	93.1	Paterson	3.0
WHN	1050	New York, NY	3.0	WPIX-F	101.9	New York, NY	2.7
WINS	1010	New York, NY	2.0	WQXR-F+	96.3	New York, NY	1.1
WKTU-F	92.3	New York, NY	1.2	WRKS-F	98.7	New York, NY	2.4
WLTW-F	106.7	New York, NY	2.4	WYNY-F	97.1	New York, NY	3.4

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), NOST/MOR (TM)	, \$ NA	(Masla)	Press	Bob McAllan
WADB-F, 95.9, 3 KW @ 240, BTFL	, \$26.00	(P/W)		Adam Brown
WHTG-F, 106.3, 3 KW @ ???, BTFL/NOST	, \$11.60	(----)	(EATONTOWN)	Faye Gade
WJLK-F, 94.3, 3 KW @ 300, AC	, \$26.00	(Masla)	Press	Dick Lewis
WMJY-F, 107.1, 3 KW @ 265, CONTEMP	, \$ NA	(Roslin)		Jon Hoffman

LONGVIEW - MARSHALL, TX

MSA Rank/Pop: 222/160,400
 Average Person Rating: 14.6
 Market TSL: 19.96 hrs.
 Stations: 9/17

Diaries: 312/439/41.82%
 Sample Target: 300
 % Below Line: 18.50%
 % Not Listed: 20.00%

Retail \$: 1.02 Bil
 CSI: 1.52 Bil
 CSI HH: \$26,393
 FM Share: 80.00%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KYKX-F	45/22.5	22.0	24.5
2. KKTX-F	42/21.0	11.0	9.2
3. KMHT-F	9/ 4.5	2.0	3.6
KNIF-F	9/ 4.5	2.5	.5
KTYL-F	9/ 4.5	7.5	3.6
6. KNVE-F	8/ 4.0	4.0	5.1
7. KFRO	7/ 3.5	4.0	6.1
KMBQ-F	7/ 3.5	1.5	1.0
9. KZEY	6/ 3.0	6.0	5.1
10. KMHT-F	5/ 2.5	4.5	3.6

12+ TSA	1/4/CUME
1. KYKX-F	116/1105
2. KKTX-F	53/ 549
3. KNUE-F	25/ 296
4. KMBQ-F	19/ 224
5. KTYL-F	18/ 355
KNIF-F	18/ 153
7. KRMD-F	12/ 229
8. KMHT	9/ 149
KWKH	9/ 201
10. KFRO	7/ 203
KSEY	7/ 108

12+ METRO	CUME
1. KYKX-F	444
2. KKTX-F	379
3. KFRO	185
4. KMHT	149
5. KNUE-F	148
6. KMHT-F	145
7. KTYL-F	136
8. KROK-F	129
9. KMBQ-F	122
10. KWKH	86

12+ AMD

1. KYKX-F
2. KKTX-F
3. KFRO
4. KMHT-F

12+MID

1. KYKX-F
2. KKTX-F
3. KNIF-F
4. KMHT-F

12+PMD

1. KKTX-F
2. KYKX-F
3. KNIF-F
- KTYL-F

12+EVE

1. KKTX-F
2. KYKX-F
3. KMBQ-F
4. KMHT-F

SAT MID

1. KKTX-F
2. KYKX-F
3. KNUE-F
4. KMBQ-F
- KNIF-F

ADULTS 18-34

1. KKTX-F
2. KTKX-F
3. KTYL-F
4. KMBQ-F

ADULTS 18-49

1. KYKX-F
2. KKTX-F
3. KTYL-F
4. KMBQ-F
- KNUE-F

ADULTS 25-54

1. KTKX-F
2. KKTX-F
3. KTYL-F
4. KNIF-F
- KMBQ-F
- KNUE-F
- KZEY

ADULTS 35+

1. KYKX-F
2. KMHT-F
3. KNIF-F
4. KFRO

OTHER RATED STATIONS/METRO SHARE

KCUL	1410	Marshall	2.0	KRMD-F	101.1	Shreveport, LA	.5
KEES	1430	Gladewater	.5	KROK-F	94.5	Shreveport, LA	1.0
KLUE	1280	Longview	.5	KWKH	1130	Shreveport, LA	1.5
KEEL	710	Shreveport, LA	.5				

RADIO STATIONS

KFRO, 1370, 1 KW (DA-N), CONTEMP ABC-I, \$13.00 (Miller) Jim Curtis
 KMHT, 1450, 1 KW/250 W, COUNTRY (Drake-Chen) APR, \$9.60 (HNWH) George Franz
 KKTX-F, 95.9, 850 W @ 510, CHR MBS, \$14.25 (Milam) (KILGORE) Dick Martin
 KNIF-F, 95.3, 3 KW @ 300, AC (Drake-Chen) APR, \$9.60 (HNWH) George Franz
 KNIF-F, 95.3, 3 KW @ 300, BTFL, \$10.50 (Miller) (GILMER) Jack Daniels
 KYKX-F, 105.7, 100 KW @ 950, COUNTRY, \$26.00 (Selcom) Osborn-Reynolds Rusty Reynolds

KNUE, KTYL, KZEY - See Tyler, TX

KMBQ, KRMD, KROK, KWKH - See Shreveport in Spring 84 edition of American Radio

LUFKIN - NACOGDOCHES, TX

MSA Rank/Pop: 345/68,200 (Lufkin only) Diaries:
 Average Person Rating: 17.7
 Market TSL: 23.60 hrs.
 Stations: 10/12

Sample Target:
 % Below Line: 3.82%
 % Not Listed: 11.29%

Retail \$: .34 Bil*
 CSI: .49 Bil*
 CSI HH: \$20,472*
 FM Share: 76.43%
 * (Lufkin only)

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KYKS-F	46/26.0	21.5	21.7
2. KJCS-F	34/19.2	25.4	19.4
3. KTBC-F	19/10.7	7.7	6.2
4. KSFA	17/ 9.6	4.6	3.1
5. KIPR	10/ 5.6	---	3.9
KIPR-F	10/ 5.6	7.7	8.5
7. KDEY-F	5/ 2.8	6.2	7.0
KEEE	5/ 2.8	---	1.6
KOOI-F	5/ 2.8	---	---
10. KRBA	3/ 1.7	3.8	7.0

12+ TSA	1/4/CUME
1. KYKS-F	73/790
2. KJCS-F	43/444
3. KTBC-F	23/309
4. KIPR-F	21/303
5. KSFA	18/127
6. KIPR	10/ 84
7. KOOI-F	7/ 93
8. KDEY-F	6/ 83
9. KEEE	5/117
10. KLNK	3/ 65
KRBA	3/ 75

12+ METRO	CUME
1. KYKS-F	408
2. KJCS-F	341
3. KTBC-F	264
4. KIPR-F	187
5. KSFA	118
6. KEEE	117
7. KIPR	84
8. KRBA	75
9. KDEY-F	70
10. KLNK	46

12+ AMD

1. KYKS-F
2. KJCS-F
3. KSFA
4. KTBC-F

12+MID

1. KYKS-F
2. KJCS-F
3. KTBC-F
4. KSFA

12+PMD

1. KYKS-F
2. KJCS-F
3. KTBC-F
4. KSFA

12+EVE

1. KYKS-F
2. KTBC-F
3. KJCS-F
4. KIPR-F

SAT MID

1. KYKS-F
2. KJCS-F
3. KTBC-F
4. KSFA

ADULTS 18-34

1. KYKS-F
2. KTBC-F
3. KIPR
- KJCS-F

ADULTS 18-49

1. KYKS-F
2. KJCS-F
3. KTBC-F
4. KIPR-F

ADULTS 25-54

1. KYKS-F
2. KJCS-F
3. KIPR
4. KIPR-F

ADULTS 35+

1. KJCS-F
2. KSFA
3. KYKS-F
4. KEEE

OTHER RATED STATIONS/METRO SHARE

KLNK	1420	Lufkin	1.1	KEGL-F	97.1	Ft. Worth	.6
------	------	--------	-----	--------	------	-----------	----

RADIO STATIONS

KEEE, 1230, 1 KW/250 W	, CONTEMP	ABC-E, \$10.00	(----	Jimmy Rucker
KIPR, 1260, 1 KW (DAYS)	, COUNTRY	, \$ 3.00	(Masla) (DIBOLL)	Hal Davis
KLNK, 1420, 5 KW/1 KW (DA-N)	, COUNTRY	, \$ 8.00	(Riley)	Ty Turner
KRBA, 1340, 1 KW/250 W (DA-1)	, COUNTRY	MBS, \$ 9.00	(Milam)	Darrell Yates
KSFA, 860, 1 KW (DAYS)	, COUNTRY	MBS, \$12.00	(----	Bob Dunn
KDEY-F, 99.3, 1.9 KW @ 360,	AOR	MBS, \$ 9.00	(Milam)	
KIPR-F, 95.5, 50 KW @ 450,	COUNTRY	, \$ 9.00	(Masla) (DIBOLL)	Hal Davis
KJCS-F, 103.3, 100 KW @ ???,	COUNTRY (TM)	, \$14.00	(----	Jimmy Rucker
KTBC-F, 92.1, 3 KW @ 300,	CHR	MBS, \$11.00	(Miller)	Bob Dunn
KYKS-F, 105.1, 100 KW @ 660,	COUNTRY	, \$17.00	(Selcom)	Larry Gunter

KOOI - See Tyler

MERIDIAN, MS

MSA Rank/Pop: 332/64,700
 Average Person Rating: 17.8
 Market TSL: 24.27 hrs.
 Stations: 6/7

Diaries: 266/243/45.55%
 Sample Target: 250
 % Below Line: .87%
 % Not Listed: 6.96%

Retail \$: .40 Bil
 CSI: .57 Bil
 CSI HH: \$20,396
 FM Share: 50.47%

12+ METRO	1/4/SHARE	SPG	SPG
1. WALT	29/25.2	3.9	6.5
2. WJDQ-F	27/23.5	30.1	30.4
3. WOKK-F	26/22.6	26.2	18.5
4. WMOX	12/10.4	10.7	13.0
5. WFEZ	8/ 7.0	1.9	2.2
6. WQIC	4/ 3.5	17.5	22.8
7. WSLY-F	1/ 1.9	---	---

12+ TSA	1/4/CUME
1. WJDQ-F	88/1013
2. WOKK-F	70/ 672
3. WALT	40/ 278
4. WMOX	14/ 216
5. WFEZ	9/ 60
6. WQIC	7/ 147
WSLY-F	7/ 103

12+ METRO	CUME
1. WJDQ-F	303
2. WOKK-F	227
3. WMOX	191
4. WALT	175
5. WQIC	94
6. WFEZ	58
7. WSLY-F	28

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WOKK-F	1. WOKK-F	1. WALT	1. WALT	1. WALT
2. WJDQ-F	2. WJDQ-F	2. WJDQ-F	2. WJDQ-F	2. WJDQ-F
3. WALT	3. WALT	3. WOKK-F	3. WOKK-F	3. WOKK-F
4. WMOX	4. WMOX	4. WFEZ	4. WMOX	4. WMOX
		WMOX		

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WALT	1. WJDO-F	1. WOKK-F	1. WOKK-F
2. WJDQ-F	WOKK-F	2. WJDQ-F	2. WMOX
3. WOKK-F	3. WALT	3. WALT	3. WALT
4. WQIC	4. WMOX	4. WMOX	4. WJDQ-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WALT, 910, 5 KW/1 KW	, BLACK	ABC-E, \$ 9.00	(HNWH)	New South	Ken Rainey
WFEZ, 1390, 5 KW (DAYS)	, NOST (A1 Ham)	ABC-D, \$ NA	(Midsouth)	Charisma	Charles Cooper
WMOX, 1010, 10 KW/1 KW (DA-2)	, COUNTRY	RKO, \$ 8.00	(Savalli)		Eddie Smith
WQIC, 1450, 1 KW/250 W	, BLACK	SBN, \$14.00	(Weiss)		Stan Torgenson
WJDQ-F, 101.3, 100 KW @ 580,	CHR	, \$16.50	(Masla)		Don Partridge
WOKK-F, 97.1, 100 KW @ 330,	COUNTRY	ABC-E, \$14.75	(HNWH)	New South	Ken Rainey
WSLY-F, 99.3, 3 KW @ 300,	AOR	, \$ 5.00	(----)	(YORK)	Bill Grant

MINOT, ND

MSA Rank/Pop: 350/583,00
 Average Person Rating: 17.5
 Market TSL: 23.24 hrs.
 Stations: 7/8

Diaries: 277/171/58.68%
 Sample Target: 250
 % Below Line: 2.40%
 % Not Listed: 3.61%

Retail \$: .36 Bil
 CSI: .53 Bil
 CSI HH: \$24,686
 FM Share: 57.50%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KIZZ-F	37/44.6	39.1	36.0
2. KCJB	22/26.5	35.6	36.0
3. KBQQ-F	8/ 9.6	---	---
4. KHRT	4/ 4.8	5.7	2.7
KTYN	4/ 4.8	8.0	8.0
6. KKOA	2/ 2.4	2.3	4.0
KFYR	2/ 2.4	3.4	1.3
8. KYND-F	1/ 1.2	3.4	10.7

12+ TSA	1/4/CUME
1. KIZZ-F	47/356
2. KCJB	41/371
3. KHRT	13/ 90
4. KFYR	11/195
5. KBQQ-F	9/147
6. KYND-F	6/ 90
7. KKOA	5/124
8. KTYN	5/ 85

12+ METRO	CUME
1. KIZZ-F	265
2. KCJB	209
3. KBQQ-F	116
4. KKOA	68
5. KTYN	59
6. KFYR	55
7. KYND-F	51
8. KHRT	39

12+ AMD

1. KIZZ-F
2. KCJB
3. KBQQ-F+
4. KHRT

12+MID

1. KIZZ-F
2. KCJB
3. KBQQ-F
4. KHRT
KTYN

12+PMD

1. KIZZ-F
2. KCJB
3. KBQQ-F
4. KHRT

12+EVE

1. KIZZ-F
2. KCJB
3. KBQQ-F
4. KFYR

SAT MID

1. KIZZ-F
2. KCJB
3. KKOA
4. KTYN

ADULTS 18-34

1. KIZZ-F
2. KBQQ-F
3. KCJB
4. KTYN

ADULTS 18-49

1. KIZZ-F
2. KCJB
3. KBQQ-F
4. KTYN

ADULTS 25-54

1. KIZZ-F
2. KCJB
3. KBQQ-F
4. KTYN

ADULTS 35+

1. KCJB
2. KHRT
3. KIZZ-F
4. KBQQ-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KCJB, 910, 5 KW/1 KW (DA-2), COUNTRY (Burk-Abr) CBS, \$25.00 (Katz)	Rod Romine
KHRT, 1320, 2.5 KW (DAYS), RELIGION ABC-I, \$ 6.00 (----)	Dick Leavitt
KKOA, 1390, 5 KW/1 KW, COUNTRY MBS, \$22.00 (----)	Jerry Gutensohn
KTYN, 1430, 5 KW (DAYS), CONTEMP APR,RKO, \$12.00 (Torbet)	
KIZZ-F, 93.7, 100 KW @ 600, CHR ABC-C, \$30.00 (Masla) Meyer	Bob Betz
KBQQ-F, 99.9, 100 KW @ 500, AC, \$ NA (Torbet)	
KYND-F, 97.1, 50 KW @ 830, BTFL (Bonne) NBC, \$25.00 (Katz)	Rod Romine

KFYR - See Bismarck

MONROE, LA

MSA Rank/Pop: 233/145,600
 Average Person Rating: 17.5
 Market TSL: 23.11 hrs.
 Stations: 8/12

Diaries: 377/310/46.42%
 Sample Target: 290
 % Below Line: 10.91%
 % Not Listed: 14.70%

Retail \$: .65 Bil
 CSI: 1.20 Bil
 CSI HH: \$22,861
 FM Share: 83.90%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KYEA-F	48/23.5	24.6	21.4
2. KNOE-F	40/19.6	18.4	23.1
3. KNAN-F	26/12.7	5.0	2.2
4. KNOE	25/12.3	17.3	14.3
5. KWEZ-F	18/ 8.8	11.7	10.4
6. KTRY-F	9/ 4.4	4.5	2.2
7. KLIC	8/ 3.9	3.4	6.6
8. KTRY	5/ 2.5	---	---
9. KMLB	4/ 2.0	2.8	6.6
10. KUZN	3/ 1.5	3.4	2.2
KXKZ-F	3/ 1.5	1.7	2.2

12+ TSA	1/4/CUME
1. KNOE-F	124/1436
2. KYEA-F	55/ 465
3. KNOE	50/ 662
4. KWEZ-F	45/ 468
5. KNAN-F	39/ 454
6. KXKZ-F	33/ 498
7. KTRY-F	15/ 249
8. KTRY	12/ 108
9. KCTO-F	10/ 137
KLIC	10/ 216

12+ METRO	CUME
1. KNOE-F	512
2. KYEA-F	370
3. KNOE	299
4. KNAN-F	262
5. KWEZ-F	192
6. KLIC	169
7. KTRY-F	140
8. KMLB	84
9. KXKZ-F	81
10. KUZN	55

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KYEA-F	1. KNOE-F	1. KNOE-F	1. KYEA-F	1. KYEA-F
2. KNOE	2. KNAN-F	2. KYEA-F	2. KNOE-F	2. KNOE-F
3. KNAN-F	3. KNOE	3. KNOE	3. KNAN-F	3. KNOE
4. KNUE-F	4. KYEA-F	4. KNAN-F	4. KNOE	4. KNAN-F
			KWEZ-F	

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KYEA-F	1. KYEA-F	1. KNAN	1. KNOE
2. KNOE-F	2. KNOE-F	2. KNOE-F	2. KWEZ-F
3. KNAN-F	3. KNAN-F	3. KYEA-F	3. KYEA-F
4. KNOE	4. KNOE	4. KNOE	4. KNOE-F

OTHER RATED STATIONS/METRO SHARE

KCTO-F 103.1 Columbia 1.0

RADIO STATIONS

KLIC, 1230, 1 KW/250 W (DA-1), COUNTRY	RKO, \$13.00 (Weiss)	Dan Sivils
KMLB, 1440, 5 KW/1 KW (DA-N), AC	Source, \$12.00 (Roslin)	Larry Robinson
KNOE, 540, 5 KW/1 KW (DA-N), COUNTRY	ABC-E, \$35.00 (Mc-Guild) Noe	Jim Noe
KUZN, 1310, 1 KW (DAYS), COUNTRY	, \$11.00 (Weiss)	Chuck Morgan
KTRY, 730, 250 W (DAYS), GOSPEL	NBN, \$ NA (HNWH) (BASTROP)	Bill Hendrix
KNAN-F, 106.1, 30 KW @ 190, CONTEMP	RKO II, \$ 8.00 (P/W)	Roger Pinton
KNOE-F, 101.9, 100 KW @ 1650, CHR	ABC-D, \$35.00 (Mc-Guild) Noe	Jim Noe
KWEZ-F, 104.1, 100 KW @ 1000, BTFL (TM)	NBC, \$18.50 (Roslin)	Larry Robinson
KYEA-F, 98.3, 1 KW @ 647, BLACK	, \$18.00 (Weiss)	Chuck Morgan
KCTO-F, 103.1, 3 KW @ 290, RELIGION	, \$ 6.00 (----) (COLUMBIA)	Tom Gay
KTRY-F, 94.3, 3 KW @ 420, BLACK	NBN, \$ NA (HNWH) (BASTROP)	Bill Hendrix
KXKZ-F, 107.5, 100 KW @ 500, COUNTRY	APR, \$15.00 (----) (RUSTON)	Dan Hollingsworth

MORRISTOWN, NJ

MSA Rank/Pop: NA/350,800
 Average Person Rating: 16.7
 Market TSL: 21.66 hrs.
 Stations: 3/28

Diaries: 557/630/49%
 Sample Target: 400
 % Below Line: 88.14%
 % Not Listed: 6.64%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 65.51%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WHTZ-F	58/9.9	5.6	2.8
2. WPAT-F	52/8.9	7.3	5.4
3. WPLJ-F	36/6.1	9.7	7.3
4. WMTR	32/5.5	3.3	5.6
5. WOR	31/5.3	7.0	13.3
6. WAPP-F	30/5.1	2.7	1.0
7. WCBS-F	29/4.9	4.5	2.8
8. WNBC	26/4.4	4.6	6.3
WPIX-F	26/4.4	6.4	5.2
10. WNEW-F	24/4.1	3.5	5.9

12+ TSA	1/4/CUME
1. WHTZ-F	58/818
2. WPAT-F	52/588
3. WPLJ-F	36/716
4. WMTR	32/317
5. WOR	31/457
6. WAPP-F	30/416
7. WCBS-F	29/335
8. WNBC	26/480
WPIX-F	26/390
10. WNEW-F	24/433

12+ METRO	CUME
1. WHTZ-F	818
2. WPLJ-F	716
3. WPAT-F	588
4. WABC	503
5. WNBC	480
6. WOR	457
7. WYNY-F	450
8. WNEW-F	433
9. WAPP-F	416
10. WDHA-F	413

12+ AMD

1. WOR
2. WHTZ-F
3. WPAT-F+
4. WNBC

12+MID

1. WPAT-F
2. WHTZ-F
3. WCBS-F
4. WPIX-F

12+PMD

1. WPAT-F
2. WHTZ-F
3. WAPP-F
4. WPIX-F

12+EVE

1. WHTZ-F
2. WAPP-F
3. WPLJ-F
4. WNEW-F

SAT MID

1. WHTZ-F
2. WCBS-F
3. WPLJ-F
4. WPAT-F

ADULTS 18-34

1. WHTZ-F
2. WPLJ-F
3. WDHA-F
4. WAPP-F
- WNEW-F

ADULTS 18-49

1. WHTZ-F
2. WPLJ-F
3. WPAT-F
- WPIX-F

ADULTS 25-54

1. WPAT-F
2. WCBS-F
3. WHTZ-F
4. WNBC

ADULTS 35+

1. WPAT-F
2. WOR
3. WMTR
4. WRFM-F

OTHER RATED STATIONS/METRO SHARE

WDHA-F	105.5	Dover	3.7	WLTW-F	106.7	New York, NY	3.4
WRAN	1250	Morristown	1.9	WMCA	570	New York, NY	.7
WABC	770	New York, NY	3.9	WNCN-F	104.3	New York, NY	.9
WCBS	880	New York, NY	2.7	WNEW	1130	New York, NY	1.9
WFME-F	94.7	Newark	.7	WPAT	930	Paterson	1.9
WHN	1050	New York, NY	1.9	WQXR-F+	96.3	New York, NY	.5
WINS	1010	New York, NY	2.2	WRFM-F	105.1	New York, NY	3.9
WIXL-F	103.7	Newton	.5	WRKS-F	98.7	New York, NY	.3
WKTV-F	92.3	New York, NY	1.2	WYNY-F	97.1	New York, NY	2.6

RADIO STATIONS

WMTR, 1250, 5 KW/1 KW (DA-2), MOR
 WDHA-F, 105.5, 3 KW @ 300, AOR

APR, \$39.00 (Groskin)
 , \$39.00 (Groskin)

Peter Arnow
 Bob Linder

Other ranked stations - See New York in Spring 84 edition of American Radio

MUSKEGON, MI

MSA Rank/Pop: 224/158,300
 Average Person Rating: 16.2
 Market TSL: 21.85 hrs.
 Stations: 10/25

Diaries: 435/333/55.77%
 Sample Target: 350
 % Below Line: 22.58%
 % Not Listed: 7.66%

Retail \$: .57 Bil
 CSI: 1.14 Bil
 CSI HH: \$20,407
 FM Share: 75.58%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WMUS-F	42/17.9	15.5	17.3
2. WQWQ-F	34/14.5	12.4	15.0
3. WCXT-F	24/10.2	---	---
WKBZ	24/10.2	10.4	9.7
5. WRNF-F	23/ 9.8	8.3	1.3
6. WTRU	11/ 4.7	7.3	9.7
7. WGRD-F	10/ 4.3	8.3	11.1
8. WLAV-F	6/ 2.6	11.9	10.2
9. WGN	5/ 2.1	1.0	1.3
WLHT-F	5/ 2.1	.5	.9

12+ TSA	1/4/CUME
1. WMUS-F	64/660
2. WQWQ-F	46/460
3. WCXT-F	38/386
4. WLAV-F	35/456
5. WGRD-F	29/581
6. WKBZ	27/453
WRNF-F	27/390
8. WLHT-F	17/297
9. WOOD-F	15/287
10. WCUX-F	12/201

12+ METRO	CUME
1. WKBZ	393
2. WMUS-F	384
3. WRNF-F	343
4. WQWQ-F	304
5. WCXT-F	229
6. WGRD-F	190
7. WLAV-F	158
8. WJFM-F	115
9. WMUS	103
WLHT-T	103

12+ AMD
1. WMUS-F+
2. WQWQ-F
3. WKBZ
4. WCXT-F

12+MID
1. WMUS-F
2. WQWQ-F
3. WCXT-F
4. WRNF-F

12+PMD
1. WMUS-F
2. WQWQ-F
3. WRNF-F
4. WCXT-F

12+EVE
1. WKBZ
2. WRNF-F
3. WCXT-F
4. WMUS-F

SAT MID
1. WMUS-F
2. WQWQ-F
3. WRNF-F
4. WKBZ

ADULTS 18-34
1. WCXT-F
2. WMUS-F
3. WRNF-F
4. WTRU

ADULTS 18-49
1. WMUS-F
2. WCXT-F
3. WRNF-F
4. WQWQ-F
WTRU

ADULTS 25-54
1. WMUS-F
2. WCXT-F
3. WQWQ-F
4. WTRU

ADULTS 35+
1. WQWQ-F
2. WMUS-F
3. WKBZ
4. WTRU

OTHER RATED STATIONS/METRO SHARE

WABM-F 101.7	Muskegon Hgts.	1.3
WFMM-F 98.3	N. Muskegon	.9
WKJR 1520	Muskegon Hgts.	.4
WMUS 1090	Muskegon	1.7
WBBM 780	Chicago, IL	1.3
WCUZ-F 101.3	Grand Rapids	.4
WFUR-F 102.9	Grand Rapids	.4
WJFM-F 93.7	Grand Rapids	.9

WKLA-F 106.3	Ludington	.4
WKLQ-F 94.5	Holland	1.7
WLS 890	Chicago, IL	.4
WMAQ 670	Chicago, IL	1.7
WOOD-F 105.7	Grand Rapids	.4
WSHN-F+ 1550	Fremont	1.7
WYXX-F 96.1	Holland	.4

RADIO STATIONS

WKBZ, 850, 1 KW (DA-1), NOST (TM)	ABC-E, \$10.00 (Weiss)	Reams	George Corwin
WTRU, 1600, 5 KW (DA-N), AC	ABC-I, \$10.60 (Masla)		Fred Tascone
WCXT-F, 105.3, 100 KW @ 650, AOR	, \$19.00 (Mich)	(HART)	Nancy Waters
WMUS-F, 106.9, 50 KW @ 480, COUNTRY	, \$23.00 (Masla)		Tim Achterhoff
WQWQ-F, 104.5, 50 KW @ 375, BTFL (Bonne)	ABC-I, \$15.30 (Masla)		Fred Tascone
WRNF-F, 95.3, 2 KW @ 350, CHR (TM)	ABC-F, \$10.50 (Weiss)	Reams (WHITEHALL)	George Corwin

Other ranked stations - See Spring 84 edition of American Radio

NEW BEDFORD - FALL RIVER, MA

MSA Rank/Pop: 94/482,800 (county)
 Average Person Rating: 20.5
 Market TSL: 27.13 hrs.
 Stations: 8/37

Diaries: 484/841/53.25%
 Sample Target: 400
 % Below Line: 65.81%
 % Not Listed: 7.19%

Retail \$: 2.4 Bil
 CSI: 4.1 Bil
 CSI HH: \$23,559
 FM Share: 63.48%

12+ METRO	1/4/SHARE	FA	SPG	FA	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
1. WHJY-F	93/11.1	8.1	9.7	9.2	9.0	1.		1. WHJY-F	843
2. WPRO-F	63/ 7.5	5.3	5.9	6.9	7.4	2.		2. WPRO-F	794
3. WLKW-F	62/ 7.4	7.8	8.1	8.6	7.4	3.	TSA AND	3. WSNE-F	563
4. WBSM	60/ 7.2	5.2	8.2	12.8	8.4	4.	METRO	4. WLKW-F	557
5. WSNE-F	57/ 6.8	1.6	2.7	3.2	3.0	5.	ARE	5. WBSM	544
6. WMYS-F	40/ 4.8	11.7	8.0	6.7	4.8	6.	THE SAME	6. WPRO	477
7. WALE	37/ 4.4	4.9	3.5	2.3	1.5	7.		7. WHTT-F	458
8. WPEP	33/ 4.0	1.6	.8	3.3	2.5	8.		8. WBZ	445
WHTT-F	33/ 4.0	4.7	1.7	1.9	1.0	9.		9. WSAR	430
10. WBZ	26/ 3.1	4.5	2.0	2.9	3.6	10.		10. WALE	302

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WBSM	1. WSNE-F	1. WHJY-F	1. WHJY-F	1. WHJY-F
2. WHJY-F	2. WLKW-F	2. WPRO-F	2. WLKW-F	2. WBSM
3. WPRO-F	3. WHJY-F	3. WSNE-F	3. WPRO-F	3. WLKW-F
4. WSNE-F	4. WPRO-F	4. WLKW-F	4. WALE	4. WMYS-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WHJY-F	1. WHJY-F	1. WSNE-F	1. WLKW-F
2. WPRO-F	2. WSNE-F	2. WHJY-F	2. WBSM
3. WSNE-F	3. WPRO-F	3. WMYS-F	3. WALE
4. WMYS-F	4. WMYS-F	4. WLKW-F	4. WPEP

OTHER RATED STATIONS/METRO SHARE

WARA	1320	Attleboro	.7	WHIM	1110	Providence, RI	2.0
WNBH	1340	New Bedford	1.6	WHJJ	920	Providence, RI	.7
WSAR	1480	Fall River	2.3	WHVE-F	100.7	Boston	.6
WBCN-F	104.1	Boston	1.7	WJIB-F	96.9	Boston	.4
WBOS-F	92.9	Brookline	.5	WLKW	990	Providence, RI	1.3
WBRV-F	95.5	Providence, RI	2.6	WPJB-F	105.1	Providence, RI	1.3
WCAV-F	97.7	Brockton	1.0	WPLM-F	99.1	Plymouth	2.6
WCIB-F	101.9	Falmouth	.6	WPRO	630	Providence, RI	2.9
WCOZ-F	94.5	Boston	1.4	WRKO	680	Boston	1.3
WEAN	790	Providence, RI	.4	WROR-F	98.5	Boston	.7
WEEI-F	590	Boston	.4	WSSH-F	99.5	Lowell	.4
WERI-F	103.7	Westerly, RI	1.0	WVBF-F	105.7	Framingham	1.3
WGNG	550	Pawtucket, RI	.6	WXKS-F	107.9	Medford	1.2
WHDH	850	Boston	1.1				

RADIO STATIONS

WALE, 1400, 1 KW/250 W, MOR, MBS, \$25.00 (Market 4) Ray Cheney
 WBSM, 1420, 5 KW/1 KW (DA-1), TALK, ABC-I, MBS, \$24.00 (Market 4) George Gray
 WPEP, 1570, 1 KW (DAYS), TALK, \$12.00 (Kadetsky) (TAUNTON) John Crohan
 WSAR, 1480, 5 KW (DA-1), TALK, \$ NA (Blair) Knight Bob Fay
 WMYS-F, 98.1, 50 KW @ 589, AC (Drake-Chen), \$ NA (Torbet) Hall Chris Lodge

Other ranked stations - See Providence and Boston in Spring 84 edition of
American Radio

**NORTHWEST MICHIGAN, MI
(TRAVERSE CITY, PETOSKEY, CHARLEVOIX)**

MSA Rank/Pop: NA/101,400 (12+)
Average Person Rating: 16.9
Market TSL: 22.42 hrs.
Stations: 13/13

Diaries: 329/308/53.15%
Sample Target: 290
% Below Line: - 0 -
% Not Listed: 12.28%

Retail \$: NA
CSI: NA
CSI HH: NA
FM Share: 90.66%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WKHQ-F	49/28.7	21.3	---
2. WMBN-F	20/11.7	5.3	---
3. WKLT-F	15/ 8.8	8.0	---
4. WJML-F+	14/ 8.2	11.7	---
5. WTCM-F	13/ 7.6	12.8	---
6. WLDR-F	9/ 5.3	6.9	---
7. WCCW	8/ 4.7	6.9	---
8. WTCM	6/ 3.5	3.2	---
9. WCLX-F	4/ 2.3	4.3	---
WMKC-F	4/ 2.3	3.2	---
WMZK-F	4/ 2.3	3.2	---

12+ TSA	1/4/CUME
1. WKHQ-F	78/804
2. WTCM-F	64/660
3. WMBN-F	39/373
4. WJML-F+	34/541
5. WMKC-F	29/222
6. WKJF-F	25/340
7. WKLT-F	17/204
8. WLDR-F	15/264
9. WCCW	12/122
10. WTCM	11/252

12+ METRO	CUME
1. WKHQ-F	405
2. WJML-F+	234
3. WTCM-F	205
4. WMBN-F	189
5. WTCM	165
6. WLDR-F	161
7. WKLT-F	142
8. WCCW	99
9. WKJF-F	67
10. WWPZ	65

12+ AMD

1. WKHQ-F
2. WTCM-F+
3. WJML-F+
4. WLDR-F

12+MID

1. WKHQ-F
2. WJML-F+
- WMBN-F
4. WTCM-F+

12+PMD

1. WKHQ-F
2. WMBN-F
3. WTCM-F+
4. WJML-F+
- WKLT-F

12+EVE

1. WKHQ-F
2. WTCM
3. WKLT-F
4. WMBN-F

SAT MID

1. WKHQ-F
2. WTCM-F+
3. WMBN-F
4. WJML-F+

ADULTS 18-34

1. WKHQ-F
2. WKLT-F
- WTCM-F
4. WJML-F+

ADULTS 18-49

1. WKHQ-F
2. WJML-F+
3. WKLT-F
4. WTCM-F

ADULTS 25-54

1. WKHQ-F
2. WJML-F+
- WMBN-F
4. WKLT-F
- WTCM-F

ADULTS 35+

1. WMBN-F
2. WLDR-F
3. WCCW
- WJML-F+
- WKHQ-F

OTHER RATED STATIONS/METRO SHARE

WKJF-F 92.9 Traverse City .6 WWPZ 1340 Petoskey 1.8

RADIO STATIONS

WCCW, 1310, 5 KW (DAYS)	, NOST	ABC-I, \$12.00	(S. Katz)	(TRAV CITY)	Paul Binsfeld
WTCM, 580, 2.5 KW/500 W (DA-2), COUNTRY		NBC, \$ NA	(Torbet)	(TRAV CITY)	Ross Biederman
WCLX-F, 93.5, 1.2 KW @ 460, COUNTRY		ABC-I, \$ 6.00	(----)	(BOYNE CITY)	Bill Gipperich
WJML-F+, 98.9, 100 KW @ 800, CONTEMP		ABC-E, \$19.50	(Masla)	(PETOSKEY)	Dave Williams
WKHQ-F, 105.9, 100 KW @ 922, CONTEMP (TM)	ABC-C, \$16.00		(Weiss)	(CHARLEVOIX)	Tim Moore
WKJF-F, 92.9, 100 KW @ 895, AC		CBS-R, \$ NA	(Mc-Guild)	Fetzer (CADILLAC)	
WKLT-F, 97.7, 1 KW @ 500, AOR (Burk-Abr)	Source, \$ NM	(Unirep)	(KALKASKA)		Charles McCain
WLDR-F, 101.9, 50 KW @ 590, MOR/AC		\$17.00	(Masla)	(TRAV CITY)	Don Witala
WMBN-F, 96.3, 100 KW @ 900, BTFL (Kala)		\$ NA	(Christal)	(PETOSKEY)	Trish MacDonald
WMKC-F, 102.9, 100 KW @ 370, COUNTRY (TM)	RKO II, \$12.00		(Unirep)	(ST. IGNACE)	Paul Domanski
WMZK-F, 92.1, 840 W @ 251, CONTEMP	ABC-I, \$12.00		(S. Katz)	(TRAV CITY)	Paul Binsfeld
WTCM-F, 103.5, 100 KW @ 678, COUNTRY (Drake-Chen)	NBC, \$20.00		(Torbet)	(TRAV CITY)	Ross Biederman

ODESSA - MIDLAND, TX

MSA Rank/Pop: 183/209,000 (approx)
 Average Person Rating: 18.4
 Market TSL: 24.92 hrs.
 Stations: 16/16

Diaries: 401/448/46.68%
 Sample Target: 360
 % Below Line: - 0 -
 % Not Listed: 7.85%

Retail \$: 1.5 Bil
 CSI: 2.4 Bil
 CSI HH: \$32,100
 FM Share: 60.33%

12+ METRO	1/4/SHARE	SPG	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
		83	82				
1. KWES-F	47/14.2	---	---	1. KWES-F	95/782	1. KWES-F	516
2. KJJT	41/12.4	4.0	6.0	2. KJJT	45/189	2. KBAT-F	378
3. KWMJ-F	34/10.3	8.3	8.4	3. KWMJ-F	42/474	3. KWMJ-F	375
4. KYXX	30/ 9.1	13.5	12.1	4. KBAT-F	42/506	4. KNFM-F	339
5. KBAT-F	29/ 8.8	6.1	6.4	5. KYXX	37/374	5. KYXX	285
6. KNFM-F	28/ 8.5	12.9	11.4	6. KUFO-F	35/318	6. KQIP-F	275
7. KUFO-F	26/ 7.9	13.8	12.4	7. KNFM-F	32/394	7. KUFO-F	255
8. KWEL	14/ 4.2	3.4	1.7	8. KWEL	18/138	8. KJJT	165
9. KQIP-F	12/ 3.6	10.1	5.0	9. KIOF-F	16/208	9. KCRS	142
10. KOZA	11/ 3.3	2.8	4.7	10. KCRS	14/235	10. KOZA	137
				KQIP-F	14/297		

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KWES-F	1. KWMJ-F	1. KWES-F	1. KWES-F	1. KNFM-F
2. KYXX	2. KWES-F	2. KWMJ-F	2. KUFO-F	2. KJJT
3. KWMJ-F	3. KYXX	3. KJJT	3. KBAT-F	3. KBAT-F
4. KBAT-F	4. KJJT	4. KUFO-F	KYXX	4. KUFO-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KWES-F	1. KWES-F	1. KYXX	1. KWMJ-F
2. KUFO-F	2. KYXX	2. KWMJ-F	2. KYXX
3. KJJT	3. KJJT	3. KWES-F	3. KNFM-F
4. KBAT-F	KUFO-F	4. KJJT	4. KBAT-F
		KBAT-F	

OTHER RATED STATIONS/METRO SHARE

KCRS	550	Midland	3.0	KKKK-F	99.1	Odessa	.6
KIOF-F	104.7	Midland	1.8	KMND	1510	Midland	1.2
KJBC	1150	Midland	1.8	KRIG	1410	Odessa	1.5

RADIO STATIONS

KCRS, 550, 5 KW/1 KW (DA-2 , AC	, \$21.00	(Mc-Guild)	Mayes (MIDLAND)	Parker Humes
KJJT, 1000, 250 W (DAYS) , SPANISH	, \$14.00	(Caballero)	(ODESSA)	Bob Cabajal
KOZA, 1230, 1 KW/250 W , AC	APR, \$14.00	(Weiss)	(ODESSA)	Bob Russell
KWEL, 1070, 2.5 KW (DAYS) , SPANISH	, \$ NA	(Lotus)	(MIDLAND)	Bob Hicks
KYXX, 920, 1 KW/500 W (DA-N), COUNTRY	, \$19.00	(Selcom)	(ODESSA)	Jerry Lovell
KBAT-F, 93.3, 100 KW @ 500, COUNTRY	, \$ NA	(Savalli)	(MIDLAND)	Bob Hicks
KIOF-F, 104.7. 100 KW @ 795, CHR	, \$ NA	(Savalli)	(LAMESA)	Dick Fields
KNFM-F, 92.3, 100 KW @ 490, COUNTRY	ABC-E, \$ NA	(Blair)	(MIDLAND)	George Bakke
KQIP-F, 96.9, 100 KW @ 493, AC	RKO, \$18.50	(P/W)	(ODESSA)	Roy Elsner
KUFO-F, 97.9, 100 KW @ 360, AOR	, \$21.00	(Masla)	(ODESSA)	Frank Hull
KWES-F, 102.1, 100 KW @ 970, CHR	, \$20.00	(Christal)	(MONAHANS)	Mike Deardorff
KWMJ-F, 103.3, 100 KW @ 923, BTFL (Bonne)	, \$21.00	(Mc-Guild)	Mayes (MIDLAND)	Parker Humes

OWENSBORO, KY

MSA Rank/Pop: 323/88,000
 Average Person Rating: 16.5
 Market TSL: 22.39 hrs.
 Stations: 2/8

Diaries: 288/248/44.65%
 Sample Target: 250
 % Below Line: 48.18%
 % Not Listed: 6.78%

Retail \$: .49 Bil
 CSI: .72 Bil
 CSI HH: \$22,994
 FM Share: 84.55%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WBKR-F	40/33.9	22.2	31.0
2. WSTO-F	36/30.5	27.3	15.5
3. WVJS	17/14.4	15.2	20.2
4. WIKY-F	7/ 5.9	7.1	3.6
5. WKDQ-F	5/ 4.2	7.1	15.5
6. WHKC-F	2/ 1.7	1.0	1.2
WKYA-F	2/ 1.7	---	---
8. WYNG-F	1/ .8	---	---

12+ TSA	1/4/CUME
1. WSTO-F	141/1303
2. WBKR-F	85/813
3. WIKY-F	36/342
4. WKDQ-F	29/500
5. WVJS	17/301
6. WHKC-F	16/270
WYNG-F	16/183
8. WKYA	10/170

12+ METRO	CUME
1. WSTO-F	353
2. WBKR-F	321
3. WVJS	249
4. WKDQ-F	104
5. WHKC-F	55
WIKY-F	55
7. WKYA-F	34
8. WYNG-F	21

12+ AMD
1. WBKR-F
2. WSTO-F
3. WVJS
4. WIKY

12+MID
1. WBKR-F
2. WSTO-F
3. WVJS
4. WIKY-F
WKYA-F

12+PMD
1. WBKR-F
2. WSTO-F
3. WVJS
4. WKDQ-F

12+EVE
1. WSTO-F
2. WBKR-F
3. WIKY
4. WKDQ-F

SAT MID
1. WSTO-F
2. WBKR-F
3. WVJS
4. WIKY
WKDQ-F

ADULTS 18-34

1. WSTO-F
2. WBKR-F
3. WVJS-F
4. WKDQ-F

ADULTS 18-49

1. WSTO-F
2. WBKR-F
3. WVJS
4. WKDQ-F

ADULTS 25-54

1. WBKR-F
2. WSTO-F
3. WVJS
4. WIKY
WKDQ-F
WYNG-F

ADULTS 35+

1. WBKR-F
2. WVJS
3. WIKY
4. WSTO-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WVJS, 1420, 5 KW/1 KW (DA-2), MOR	ABC-C, \$16.75 (Masla)	Ray Wettstain
WBKR-F, 92.5, 77 KW @ 427, COUNTRY (TM) NBC, \$40.25 (HNWH)		Paul Daniel
WKYA-F, 101.9, 100 KW @ 215, CHR	, \$10.00 (----) (CENTRAL CITY)	Andy Anderson

Other ranked stations - See Evansville in Spring 84 edition of American Radio

PALM SPRINGS, CA

MSA Rank/Pop: NA/114,000 (12+)
 Average Person Rating: 14.8
 Market TSL: 20.32 hrs.
 Stations: 11/12

Diaries: 254/449/40.06%
 Sample Target: 300
 % Below Line: 3.08%
 % Not Listed: 23.08%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 68.46%

12+ METRO	1/4/SHARE	FA	SPG	FA	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
1. KPSI-F	28/16.6	19.3	15.6	17.6	19.4	1.		1. KPSI-F	431
2. KEZN-F	21/12.4	2.8	4.9	4.0	2.5	2.		2. KDES-F	336
3. KWXY-F+	18/10.7	13.8	8.7	15.4	6.9	3.		3. KWXY-F+	179
4. KDES-F	16/9.5	13.3	16.6	13.6	18.1	4.	TSA AND	4. KDES	142
5. KCMJ	14/8.3	3.9	7.3	7.4	4.4	5.	METRO	5. KEZN-F	129
6. KPLM-F	8/4.7	2.2	3.4	---	---	6.	ARE THE	6. KPSI	124
7. KGUY	7/4.1	5.0	2.9	4.5	4.4	7.	SAME	7. KPLM-F	121
	KPSI	7/4.1	3.3	4.4	3.4	1.9		8. KCMJ	94
9. KVIM	4/2.4	2.8	---	.6	6.3	9.		9. KVIM	84
	KKHR	4/2.4	---	---	---	10.		10. KGVY	70

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KPSI-F	1. KPSI-F	1. KPSI-F	1. KPSI-F	1. KPSI-F
2. KDES-F	2. KWXY-F+	2. KEZN-F	2. KEZN-F	2. KDES-F
3. KEZN-F	3. KEZN-F	3. KCMJ	3. KDES-F	KWXY-F+
4. KWXY-F+	4. KDES-F	4. KDES-F	4. KCMJ-F	4. KCMJ

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KPSI-F	1. KPSI-F	1. KCMJ	1. KEZN-F
2. KDES-F	2. KDES-F	2. KDES-F	2. KWXY-F+
3. KVIM	3. KCMJ	3. KPSI-F	3. KCMJ
4. KCMJ	4. KVIM	4. KVIM	4. KPLM-F

OTHER RATED STATIONS/METRO SHARE

KDES 920 Palm Springs 1.8

RADIO STATIONS

KCMJ, 1010, 1 KW/500 W (DA-2), COUNTRY	CBS, \$13.00 (HNWH)	Rick Murphy
KDES, 920, 5 KW/1 KW (DA-2), MOR	RKO II, \$28.69 (Mc-Guild)	Joe Tourtelot
KGUY, 1270, 1 KW (DAYS,DA), NEWS	MBS, \$11.00 (Selcom)	Mary Neiswender
KPSI, 1450, 1 KW/250 W, TALK	NBC-T,ABC-I,ABC-T, \$ NA (Christal)	Rozene Supple
KVIM, 970, 5 KW/1 KW (DA-2), SPANISH	, \$14.00 (Lotus) (COACHELLA)	G. Esquivel
KDES-F, 104.7, 42 KW @ 540, CONTEMP (TM)	, \$28.69 (Mc-Guild)	Joe Tourtelot
KEZN-F, 103.1, 640 W @ 590, BTFL	MBS, \$14.00 (HNWH)	Jon Harmon
KPLM-F, 106.1, 50 KW @ 370, NOSTALGIA	, \$ NA (Selcom)	Rose Casalan
KPSI-F, 100.9, 3 KW @ 300, CHR	, \$ NA (Christal)	Rozene Supple
KWXY-F+, 98.5, 50 KW @ 500, BTFL	, \$26.00 (Eastman)	Glen Barnett

PANAMA CITY, FL

MSA Rank/Pop: 301/104,000
 Average Person Rating: 15.6
 Market TSL: 21.33 hrs.
 Stations: 7/7

Diaries: 282/309/50.81%
 Sample Target: 250
 % Below Line: - 0 -
 % Not Listed: 13.23%

Retail \$: .57 Bil
 CSI: .78 Bil
 CSI HH: \$20,360
 FM Share: 88.98%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WPAP-F	33/24.3	24.5	25.8
2. WJST-F	31/22.8	---	---
3. WPFM-F	22/16.2	30.8	29.7
4. WGNE-F	19/14.0	20.3	10.9
5. WDLP	5/ 3.7	6.3	12.5
6. WPCF	4/ 2.9	2.1	6.3
WWWQ	4/ 2.9	7.7	5.5

12+ TSA	1/4/CUME
1. WPAP-F	84/858
2. WPFM-F	49/581
3. WJST-F	36/339
4. WGNE-F	31/304
5. WDLP	6/132
WWWQ	6/157
7. WPCF	4/ 52

12+ METRO	CUME
1. WPAP-F	357
2. WPFM-F	286
3. WJST-F	269
4. WGNE-F	211
5. WWWQ	132
6. WDLP	125
7. WPCF	45

12+ AMD

1. WPAP-F
2. WJST-F
3. WGNE-F
4. WPFM-F

12+MID

1. WJST-F
2. WPAP-F
3. WGNE-F
4. WPFM-F

12+PMD

1. WJST-F
2. WPAP-F
3. WPFM-F
4. WGNE-F

12+EVE

1. WPFM-F
2. WPAP-F
3. WJST-F
4. WGNE-F

SAT MID

1. WPFM-F
2. WJST-F
3. WPAP-F
4. WGNE-F

ADULTS 18-34

1. WJST-F
2. WPFM-F
3. WPAP-F
4. WDLP

ADULTS 18-49

1. WJST-F
2. WPAP-F
3. WPFM-F
4. WGNE-F

ADULTS 25-54

1. WPAP-F
2. WJST-F
3. WGNE-F
4. WPFM-F

ADULTS 35+

1. WPAP-F
2. WGNE-F
3. WJST-F
4. WDLP
- WPCF
- WPFM-F
- WWWQ

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WDLP, 590, 1 KW (DA-N), AC	ABC-C, \$17.56 (Torbet)	Fred Lindholm
WPCF, 1290, 500 W (DAYS), RELIGION	, \$ 5.00 (----)	Ken Winstanley
WWWQ, 1430, 5 KW (DA-2), COUNTRY ST	RKO II, \$12.00 (Christal) Culpepper	Jim Broaddus
WGNE-F, 98.5, 100 KW @ 300, BTFL (?)	ABC-I, \$17.56 (Torbet)	Fred Lindholm
WJST-F, 94.5, 100 KW @ 530, CONTEMP	APR, \$16.00 (----) (PORT ST. JOE)	Jerry Patton
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, \$ NA (Mc-Guild)	Bo Bowman
WPFM-F, 107.9, 100 KW @ 800, CHR	, \$27.00 (Christal) Culpepper	Jim Broaddus

PARKERSBURG - MARIETTA, WV - OH

MSA Rank/Pop: 221/161,400
 Average Person Rating: 15.3
 Market TSL: 21.49 hrs.
 Stations: 10/12

Diaries: 419/328/62.07%
 Sample Target: 330
 % Below Line: 2.06%
 % Not Listed: 7.61%

Retail \$: .80 Bil
 CSI: 1.38 Bil
 CSI HH: \$22,936
 FM Share: 65.46%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WNUS-F	47/22.4	23.4	14.6
2. WXIL-F	44/21.0	25.7	23.4
3. WKYG	34/16.2	10.6	18.8
4. WIBZ-F	12/ 5.7	6.0	13.5
WQAW-F	12/ 5.7	11.5	7.3
6. WMOA	11/ 5.2	8.7	3.6
7. WADC	10/ 4.8	3.7	2.1
8. WEYQ-F	8/ 3.8	---	---
WIKS	8/ 3.8	1.4	2.6
10. WBRJ	4/ 1.9	1.8	2.1

12+ TSA	1/4/CUME
1. WXIL-F	81/1041
2. WNUS-F	53/ 561
3. WKYG	35/ 377
4. WQAW-F	19/ 207
5. WIBZ-F	14/ 208
6. WADC	13/ 146
7. WMOA	11/ 140
WWVA	11/ 153
9. WRRR-F	10/ 113
10. WEYQ-F	9/ 168

12+ METRO CUME	
1. WXIL-F	483
2. WNUS-F	412
3. WKYG	362
4. WIBZ-F	181
5. WIKS	168
6. WEYQ-F	142
7. WMOA	140
8. WQAW-F	135
9. WADC	116
10. WBRJ	107

12+ AMD
1. WNUS-F
2. WKYG
3. WXIL-F
4. WMOA

12+MID
1. WNUS-F
2. WKYG
3. WXIL-F
4. WQAW-F

12+PMD
1. WNUS-F
2. WXIL-F
3. WKYG
4. WIBZ-F
WQAW-F

12+EVE
1. WXIL-F
2. WNUS-F
3. WKYG
4. WIBZ-F

SAT MID
1. WNUS-F
2. WXIL-F
3. WKYG
4. WIBZ-F

ADULTS 18-34
1. WXIL-F
2. WNUS-F
3. WIBZ-F
4. WEYQ-F
WIKS

ADULTS 18-49
1. WNUS-F
2. WXIL-F
3. WKYG
4. WIBZ-F

ADULTS 25-54
1. WNUS-F
2. WKYG
3. WXIL-F
4. WQAW-F

ADULTS 35+
1. WNUS-F
2. WKYG
3. WQAW-F
4. WADC
WMOA

OTHER RATED STATIONS/METRO SHARE

WRRR-F 101.7 St. Mary 1.4 WWVA 1170 Wheeling .5

RADIO STATIONS

WADC, 1050, 5 KW (DAYS) , COUNTRY ABC-C, \$10.00 (S. Katz) (PARKERS.) John Demeter
 WBRJ, 910, 5 KW (DAYS,DA), AC RKO II, \$ 8.50 (Savalli) (MARIETTA) Carl Clovis
 WIKS, 1450, 1 KW/250 W , MOR NBC, \$ 7.00 (Dome) Composite (PARKERS.) Dick Glaser
 WKYG, 1230, 1 KW/250 W , COUNTRY (Klemm) ABC-I, \$ NA (Savalli) Jacor (PARKERS.)
 Bob Mitchell
 WMOA, 1490, 1 KW/250 W , NEWS/TALK CBS,MBS,NBC-T, \$ 8.00 (Regional) (MARIETTA) Dan Lathram
 WEYQ-F, 94.3, 3 KW @ 200, CONTEMP (Drake-Chen) CBS-R, \$ 8.00 (Savalli) (MARIETTA)
 Carl Clovis
 WIBZ-F, 99.3, 3 KW @ 210, AOR ABC-F, \$10.00 (S, Katz) (PARKERS.) John Demeter
 WNUS-F, 107.1, 2 KW @ 370, COUNTRY (Musicworks) MBS, \$14.00 (Dome) Composite (BELPRE)
 John Patten
 WQAW-F, 103.1, 730 W @ 550, BTFL (Bonne) , \$ NA (Savalli) Jacor (PARKERS.) Bob Mitchell
 WXIL-F, 95.1, 50 KW @ 500, CHR , \$15.00 (----) Burbach (PARKERS.) Larry Lewis
 WRRR-F, 101.7, 3 KW @ 300, ? ? , \$ NA (----) (ST. MARY)

WWVA - See Wheeling in Spring 84 edition of American Radio

PASCAGOULA-MOSS POINT, MS

MSA Rank/Pop: 266/124,600
 Average Person Rating: 14.0
 Market TSL: 18.77 hrs.
 Stations: 6/15

Diaries: 323/307/50.55%
 Sample Target: 280
 % Below Line: 56.25%
 % Not Listed: 7.91%

Retail \$: .40 Bil
 CSI: 1.11 Bil
 CSI HH: \$26,651
 FM Share: 71.09%

12+ METRO	1/4/SHARE	SPG	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
		83	82				
1. WQID-F	37/26.6	17.1	---	1.		1. WQID-F	452
2. WPMO-F	17/12.2	11.4	---	2.		2. WPMO-F	194
3. WGUD-F	12/ 8.6	10.8	---	3.		3. WABB-F	155
WPMP	12/ 8.6	2.5	---	4.	TSA AND	4. WJKX	147
5. WJKX	10/ 7.2	8.2	---	5.	METRO	5. WBLX-F	144
6. WBLX-F	9/ 6.5	13.9	---	6.	ARE THE	6. WGUD-F	126
7. WABB-F	7/ 5.0	3.8	---	7.	SAME	7. WVMI	109
WVMI	7/ 5.0	5.7	---	8.		8. WPMP	106
9. WROA	4/ 2.9	---	---	9.		9. WKKY-F	95
10. WKKY-F	3/ 2.2	5.7	---	10.		10. WROA	63
WKSJ-F	3/ 2.2	3.2	---				

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WQID-F	1. WQID-F	1. WQID-F	1. WQID-F	1. WQID-F
2. WGUD-F	2. WPMP	2. WPMO-F	2. WPMO-F	2. WVMI
3. WPMO-F	3. WPMO-F	3. WPMP	WBLX-F	3. WJKX
4. WVMI	4. WGUD-F	4. WJKX	4. WGUD-F	4. WPMO-F
		WABB-F		

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WQID-F	1. WQID-F	1. WQID-F	1. WGUD-F
2. WPMO-F	2. WPMO-F	2. WPMO-F	2. WPMO-F
3. WABB-F	3. WJKX	3. WVMI	3. WQID-F
4. WJKX	4. WPMP	4. WGUD-F	4. WPMP
WPMP	WABB-F	WPMP	WVMI
WBLX-F			

OTHER RATED STATIONS/METRO SHARE

WOSM-F	103.1	Ocean Springs	1.4	WWL	870	New Orleans, LA	1.4
WTIX	690	New Orleans, LA	1.4	WZKX-F	107.1	Gulfport	.7

RADIO STATIONS

WJKX, 1460, 500 W (DAYS,DA), BLACK	NBN, \$11.00 (Masla)	Glen Murphy
WPMP, 1580, 5 KW (DAYS,DA), URBAN	ABC-C, \$ NA (Torbet)	Page Dew
WGUD-F, 106.3, 2.3 KW @ 350, COUNTRY	, \$13.00 (Masla)	Glen Murphy
WKKY-F, 104.9, 3 KW @ 223, CONTEMP	Source, \$ 8.00 (----)	Sam Farnham
WPMO-F, 99.1, 100 KW @ 380, COUNTRY	ABC-I, \$ NA (Torbet)	Page Dew

WVMI, WQID-F - See Biloxi

Other ranked stations - See Mobile in Spring 84 edition of American Radio

PLATTSBURGH, NY

MSA Rank/Pop: NA/69,500 (12+)
 Average Person Rating: 16.1
 Market TSL: 20.93 hrs.
 Stations: 5/8

Diaries: 296/235/52.48%
 Sample Target: 250
 % Below Line: 20.79%
 % Not Listed: 9.82%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 63.36%

12+ METRO	1/4/SHARE	FA 83	SPG 83	FA 82	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME
1. WGFB-F	32/28.6	16.5	21.6	17.4	22.4	1. WGFB-F	57/750	1. WIRY	314
2. WIRY	25/22.3	22.6	16.4	23.9	21.6	2. WQCR-F	52/741	2. WGFB-F	304
3. WEAV	11/ 9.8	9.6	7.5	1.8	6.9	3. CHOM-F	36/355	3. WQCR-F	177
WLFE-F	11/ 9.8	13.0	12.7	9.2	9.5	4. WEZF-F	35/418	4. WEAV	153
5. WQCR-F	9/ 8.0	5.2	7.5	9.2	5.2	5. WLFE-F	31/349	5. WLFE-F	114
6. CHOM-F	8/ 7.1	10.4	4.5	10.1	10.3	6. WIRY	26/319	6. CHOM-F	93
7. WEZF-F	4/ 3.6	6.1	9.0	4.6	5.2	7. WEAV	24/295	7. WEZF-F	81
8. WKDR	1/ .9	5.2	12.7	16.5	12.9	8. WKDR	5/129	8. WKDR	56

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WIRY	1. WGFB-F	1. WGFB-F	1. WGFB-F	1. WGFB-F
2. WGFB-F	2. WIRY	2. WIRY	2. CHOM-F	2. WIRY
3. WEAV	3. WLFE-F	3. CHOM-F	3. WIRY	3. WEAV
4. WLFE-F	4. WEAV	4. WLFE-F	4. WLFE-F	4. WLFE-F CHOM-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WGFB-F	1. WGFB-F	1. WGFB-F	1. WIRY
2. WIRY	2. WIRY	2. WIRY	2. WEAV
3. WQCR-F	3. WLFE-F	3. WEAV	3. WLFE-F
4. CHOM-F	WQCR-F	WLFE-F	4. WGFB-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WEAV, 960, 5 KW (DA-2), ? ? (Century 21) CBS, \$ NA (Roslin) George Bissell
 WIRY, 1340, 1 KW/250 W, ? ? MBS, \$14.50 (Masla) Don Pelkey
 WKDR, 1070, 5 KW (DAYS), TALK ABC-E,ABC-T, \$14.00 (Weiss)
 WGFB-F, 99.9, 10 KW @ 780, CHR (Century 21) , \$ NA (Roslin) George Bissell
 WLFE-F, 102.3, 300 W @ 800, COUNTRY (Drake-Chen) , \$11.00 (S. Katz) (ST. ALBANS,VT) Dave Kimel
 CHOM-F, 97.7, 41 KW @ ? ?, AOR , \$ NA (Major Market) (MONTREAL) T. Forsythe

Other ranked stations - See Burlington, VT.

POUGHKEEPSIE, NY

MSA Rank/Pop: 164/251,200
 Average Person Rating: 15.9
 Market TSL: 20.96 hrs.
 Stations: 8/19

Diaries: 369/583/46.65%
 Sample Target: 400
 % Below Line: 42.91%
 % Not Listed: 19.59%

Retail \$: 1.18 Bil
 CSI: 2.21 Bil
 CSI HH: \$26,065
 FM Share: 68.36%

12+ METRO	1/4/SHARE	SPG	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
		83	82				
1. WSPK-F	49/14.3	8.3	9.5	1. WHUD-F	118/1185	1. WSPK-F	644
2. WHUD-F	40/11.7	16.1	15.2	2. WSPK-F	82/1226	2. WPDH-F	567
3. WPDH-F	36/10.5	10.8	11.2	3. WPDH-F	76/1075	3. WHUD-F	523
4. WKIP	22/ 6.4	9.4	9.8	4. WJJB-F	43/631	4. WKIP	369
5. WBNR	15/ 4.4	2.8	2.6	5. WHN	40/761	5. WNBC	261
WRKI-F	15/ 4.4	1.1	1.1	6. WNBC	35/794	6. WEOK	260
7. WEOK	13/ 3.8	5.3	6.0	7. WFMN-F	33/399	7. WJJB-F	223
8. WAPP-F	12/ 3.5	---	---	8. WBNR	29/213	8. WHN	202
WHN	12/ 3.5	3.6	1.7	WKIP	23/396	9. WCBS	144
10. WJJB-F	10/ 2.9	3.6	6.3	10. WABC	20/343	10. WHVW	143
WRKS-F	10/ 2.9	1.9	2.0				

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WHUD-F	1. WSPK-F	1. WSPK-F	1. WPDH-F	1. WPDH-F
2. WSPK-F	2. WHUD-F	2. WPDH-F	2. WHUD-F	2. WHUD-F
3. WKIP	3. WPDH-F	3. WHUD-F	3. WSPK-F	3. WKIP
4. WPDH-F	4. WKIP	4. WAPP-F	4. WAPP-F	4. WJJB-F
			WRKI-F	WHN

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WSPK-F	1. WSPK-F	1. WSPK-F	1. WHUD
2. WPDH-F	2. WPDH-F	2. WHUD-F	2. WKIP
3. WBNR	3. WHUD-F	3. WPDH-F	3. WSPK-F
WRKI-F	4. WHN	4. WHN	4. WEOK
WRKS-F			

OTHER RATED STATIONS/METRO SHARE

WHVW-F 950	Hyde Park	2.3	WCBS 880	New York, NY	.9
WRVH-F 105.5	Pawling	1.2	WFMN-F 103.1	Newburgh	1.5
WABC 770	New York, NY	1.5	WNBC 660	New York, NY	2.6
WBPM-F 94.3	Kingston	1.2	WPAT-F 93.1	Paterson	.9

RADIO STATIONS

WBNR, 1260, 1 KW (DAYS,DA)	, MOR	ABC-E, \$17.65	(Masla)	(BEACON)	Alford Lessner
WEOK, 1390, 5 KW (DAYS,DA)	, MOR	ABC-D, \$27.05	(----)	DKM	Michael Harris
WHVW, 950, 500 W (DAYS)	, NOSTALGIA	, \$15.00	(----)		Edd Neilson
WKIP, 1450, 1 KW/250 W (DA-D), AC		ABC-C, \$19.00	(Masla)		Len Kinney
WJJB-F, 97.7, 3 KW @ 300, CHR		, \$20.00	(Masla)	(HYDE PARK)	Bruce Morrow
WPDH-F, 101.5, 50 KW @ 1540, AOR		ABC-R, \$38.80	(----)	DKM	Michael Harris
WRVH-F, 105.5, 1.1 KW @ 460, BTFL		, \$20.00	(Roslin)	(PATTERSON)	Ed Valentine
WSPK-F, 104.7, 50 KW @ 1250, CHR		MBS, \$24.70	(Weiss)		Alford Lessner
WHUD-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne)		, \$45.00	(Masla)	(PEEKSKILL)	Gary Pease
WFMN-F, 103.1, 3 KW @ 275, BTFL (?)		, \$22.00	(----)	(NEWBURGH)	C. Thompson

Other ranked stations - See New York or Bridgeport in Spring 84 edition of
American Radio

RAPID CITY, SD

MSA Rank/Pop: 338/72,800
 Average Person Rating: 16.0
 Market TSL: 20.94 hrs.
 Stations: 10/10

Diaries: 323/238/56.96%
 Sample Target: 250
 % Below Line: - 0 -
 % Not Listed: 6.50%

Retail \$: .43 Bil
 CSI: .61 Bil
 CSI HH: \$21,961
 FM Share: 39.13%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KIMM	23/18.7	15.4	17.5
KKLS-F	23/18.7	10.1	2.2
3. KOTA	19/15.4	11.4	13.9
4. KGGG-F	14/11.4	15.4	22.6
5. KTOQ	12/ 9.8	8.1	4.4
6. KBHB	11/ 8.9	3.4	8.0
7. KKLS	5/ 4.1	21.5	24.8
KSQY-F	5/ 4.1	8.1	---
9. KVSR-F	2/ 1.6	---	---
10. KRCS-F	1/ .8	2.0	1.5

12+ TSA	1/4/CUME
1. KIMM	48/402
2. KKLS-F	25/276
3. KBHB	23/237
4. KOTA	22/315
5. KGGG-F	18/300
KSQY-F	18/228
7. KKLS	13/231
8. KTOQ	12/152
9. KRCS-F	6/ 89
10. KVSR-F	2/ 37

12+ METRO	CUME
1. KOTA	261
2. KKLS-F	252
3. KGGG-F	246
4. KIMM	213
5. KTOQ	144
6. KSQY-F	126
7. KBHB	125
8. KKLS	116
9. KRCS-F	57
10. KVSR-F	23

12+ AMD

1. KOTA
2. KKLS-F
3. KIMM
4. KBHB

12+MID

1. KIMM
2. KKLS-F
3. KOTA
4. KGGG-F

12+PMD

1. KKLS-F
2. KIMM
3. KGGG-F
4. KTOQ

12+EVE

1. KOTA
2. KKLS-F
3. KGGG-F
4. KTOQ-F

SAT MID

1. KKLS-F
2. KGGG-F
3. KOTA
4. KIMM

ADULTS 18-34

1. KKLS-F
2. KGGG-F
- KIMM
4. KKLS

ADULTS 18-49

1. KKLS-F
2. KIMM
3. KGGG-F
4. KOTA

ADULTS 25-54

1. KIMM
2. KOTA
3. KKLS-F
- KTOQ

ADULTS 35+

1. KOTA
2. KIMM
3. KTOQ
4. KBHB

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KBHB, 810, 25 KW (DAYS)	, COUNTRY	UPI, \$16.50 (Masla) (STURGIS)	Les Kleven
KIMM, 1150, 5 KW (DAYS)	, COUNTRY (Musicworks)	ABC-E, \$18.00 (Eastman)	Jim Taylor
KKLS, 920, 5 KW (DAYS,DA)	, AC	RKO II, \$21.75 (Mc-Guild) So. Minn	Keith Tilkens
KOTA, 1380, 5 KW (DA-N)	, MOR NBC-T,MBS,CBS, \$ NA	(Katz)	Bill Duhamel
KTOQ, 1340, 1 KW/250 W	, COUNTRY	NBC, \$10.00 (Masla)	Tom Kearns
KGGG-F, 100.3, 100 KW @ 450,	AOR (Century 21)	ABC-F, \$18.00 (Eastman)	Jim Taylor
KKLS-F, 93.9, 60 KW @ 200,	CONTEMP (Century 21)	RKO, \$21.75 (Mc-Guild)	So. Minn
			Keith Tilkens
KRCS-F, 93.1, 100 KW @ 1060,	COUNTRY (Drake-Chen)	, \$16.50 (Masla) (STURGIS)	Les Kleven
KSQY-F, 95.1, 100 KW @ 1707,	CHR	Source, \$14.00 (----) (DEADWOOD)	Ken Mills
KVSR-F, 97.9, 100 KW @ 150,	RELIGION	, \$ NA (----)	Don Swanson

REDDING, CA

MSA Rank/Pop: 263/126,100
 Average Person Rating: 16.7
 Market TSL: 22.74 hrs.
 Stations: 9/14

Diaries: 286/384/55.32%
 Sample Target: 260
 % Below Line: 11.8%
 % Not Listed: 12.02%

Retail \$: .70 Bil
 CSI: 1.14 Bil
 CSI HH: \$24,004
 FM Share: 56.52%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KEWB-F	44/24.0	10.9	---
2. KPAK	22/12.0	7.7	5.7
3. KQMS	18/ 9.8	12.2	13.9
KSHA-F	18/ 9.8	7.7	20.9
5. KCLM	14/ 7.7	6.4	13.9
6. KALF-F	10/ 5.5	4.5	1.9
KSXO	10/ 5.5	13.5	14.6
8. KFMM-F	6/ 3.3	5.1	1.9
9. KVIP-F	5/ 2.7	1.9	1.9
10. KPAY-F	4/ 2.2	3.2	2.5
KABL-F	4/ 2.2	2.6	---

12+ TSA	1/4/CUME
1. KEWB-F	50/440
2. KSHA-F	33/270
3. KPAK	22/242
4. KQMS	19/217
5. KALF-F	18/192
6. KPAY-F	17/185
7. KCLM	14/124
8. KSXO	11/314
KFMM-F	11/ 89
10. KVIP-F	6/142

12+ METRO	CUME
1. KEWB-F	378
2. KSXO	269
3. KPAK	228
4. KSHA-F	215
5. KQMS	189
6. KALF-F	138
7. KCLM	119
8. KVIP-F	110
9. KGO	106
10. KPAY-F	70

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KEWB-F	1. KEWB-F	1. KEWB-F	1. KEWB-F	1. KEWB-F
2. KQMS	2. KPAK	2. KPAK	2. KPAK	2. KPAK
3. KPAK	3. KSHA-F	3. KSHA-F	KSHA-F	3. KSHA-F
4. KSHA-F	4. KQMS	4. KQMS	4. KVIP-F	4. KSXO
KSXO				

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KEWB-F	1. KEWB-F	1. KEWB-F	1. KPAK
2. KSHA-F	2. KSHA-F	2. KPAK	2. KQMS
3. KSXO	3. KPAK	3. KSHA-F	3. KCLM
4. KFMM-F	4. KSXO	4. KALF-F	4. KALF-F

OTHER RATED STATIONS/METRO SHARE

KVIP	540	Redding	.5
KGO	810	San Francisco	1.1
KNBR	680	San Francisco	1.6

RADIO STATIONS

KCLM, 1330, 5 KW (DAYS), COUNTRY	, \$13.00 (Masla)	Russ Olsen
KPAK, 1230, 1 KW/250 W, COUNTRY	ABC-E, \$21.00 (Eastman)	Bernard Clark
KQMS, 1400, 1 KW/250 W, TALK/MOR	NBC, \$12.00 (Selcom)	Harry Baker
KSXO, 600, 1 KW (DA-1), AC	RKO II, \$15.00 (Christal)	Jeff Martin
KALF-F, 95.9, 280 W @ 1080, COUNTRY	ABC-D, \$ NA (HNWH) (RED BLUFF)	Gary Katz
KEWB-F, 94.3, 3 KW @ 300, CHR (Drake-Chen)	, \$16.00 (Weiss)	Bob Breck
KSHA-F, 104.3, 100 KW @ 1560, AC (Concept)	, \$15.00 (Mc-Guild)	Gene Hill
WVIP-F, 98.1, 30 KW @ 1710, RELIGION	, \$ NA (----)	Eddie Hash

KPAY, KFMM - See Chico

KABL - See San Francisco in Spring 84 edition of American Radio

ROCHESTER, MN

MSA Rank/Pop: 315/94,000
 Average Person Rating: 14.9
 Market TSL: 19.97 hrs.
 Stations: 6/12

Diaries: 254/308/51.52%
 Sample Target: 250
 % Below Line: 21.00%
 % Not Listed: 14.53%

Retail \$: .55 Bil
 CSI: 1.0 Bil
 CSI HH: \$28,848
 FM Share: 77.00%

12+ METRO	1/4/SHARE	SPG 83	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME
1. KROC-F	19/16.2	15.2	10.8	1. KROC-F	89/902	1. KROC-F	320
2. KRCH-F	16/13.7	22.3	10.8	2. KAUS-F	40/508	2. KRCH-F	273
KNXR-F	16/13.7	15.2	6.5	3. WCCO	39/429	3. KWEB	204
4. KWWK-F+	11/ 9.4	9.8	3.2	4. KNXR-F	31/281	4. KWWK-F+	169
5. KWEB	10/ 8.5	8.0	16.1	5. KRCH-F	23/349	5. KNXR-F	139
6. KROC	7/ 6.0	3.6	10.8	6. KQRS-F+	13/184	6. KROC	107
7. WCCO	6/ 5.1	1.8	4.3	7. KWEB	12/273	KQRS-F	107
8. KQRS-F+	5/ 4.3	1.8	2.2	KNXR-F+	12/208	8. KAUS-F	84
9. WAYL-F	4/ 3.4	---	---	9. KSTP-F	9/123	9. WCCO	83
10. KAUS-F	3/ 2.6	1.8	7.5	10. KROC	8/167	10. KDWB-F	50

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KWEB	1. KROC-F	1. KRCH-F	1. KROC-F	1. KWWK-F+
2. KROC-F	2. KRCH-F	KROC-F	2. KNXR-F	2. KNXR-F
3. KNXR-F	3. KNXR-F	3. KNXR-F	3. KRCH-F	3. KROC-F
KWWK-F+	4. KWEB	4. KWEB	4. KQRS-F+	4. KRCH-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KROC-F	1. KROC-F	1. KROC-F	1. KNXR-F
2. KRCH-F	2. KRCH-F	2. KNXR-F	2. KWWK-F+
3. KWEB	3. KWWK-F+	KWWK-F+	3. KROC-F
KQRS-F	4. KWEB	4. KRCH-F	4. KWEB
			WCCO

OTHER RATED STATIONS/METRO SHARE

KDWB-F 101.3 Richfield .9 KSTP-F 94.5 St. Paul 1.7

RADIO STATIONS

KROC, 1340, 1 KW/250 W , MOR (Radio Arts) NBC,NBC-T, \$26.75 (Wiess) So. Minn
 Greg Gentling
 Jim Giebel
 KWEB, 1270, 5 KW/1 KW (DA-2), MOR/AC , \$30.56 (Torbet)
 Tom Jones
 Howard Bill
 Jim Giebel
 KNXR-F, 97.5, 93 KW @ 625, VARIETY ABC-E, \$14.00 (Market 4)
 KWWK-F, 96.7, 3 KW @ 300, COUNTRY MBS, \$15.50 (Mc-Guild)
 KRCH-F, 101.7, 710 W @ 560, CHR (TM) ABC-F, \$30.56 (Torbet)
 KROC-F, 106.9, 100 KW @ 1110, CHR Source, \$26.75 (Weiss) So. Minn
 Greg Gentling
 KAUS-F, 99.9, 100 KW @ 1000, COUNTRY MBS, \$24.00 (Masla) (AUSTIN) Phil Nolan

Other ranked stations - See Minneapolis in Spring 84 edition of American Radio

ST. CLOUD, MN

MSA Rank/Pop: 210/170,000
 Average Person Rating: 18.6
 Market TSL: 24.22 hrs.
 Stations: 8/20

Diaries: 485/291/52.49%
 Sample Target: 340
 % Below Line: 39.75%
 % Not Listed: 8.78%

Retail \$: .94 Bil
 CSI: 1.27 Bil
 CSI HH: \$23,502
 FM Share: 58.58%

		SPG						
12+ METRO	1/4/SHARE	83		12+ TSA	1/4/CUME	12+ METRO	CUME	
1. KCLD-F	34/13.0	12.3	---	1. WCCO	77/939	1. KCLD-F	454	
2. WJON	31/11.8	7.9	---	2. WWJO-F	46/459	2. WCCO	340	
3. WWJO-F	28/10.7	11.9	---	3. KCLD-F	44/638	3. WJON	329	
4. KASM	26/ 9.9	4.0	---	4. WJON	35/385	4. WWJO-F	308	
5. WCCO	22/ 8.4	10.7	---	5. KASM	32/210	5. KQRS-F+	249	
6. KQRS-F+	20/ 7.6	7.1	---	6. KSTP-F	31/395	6. KSTP-F	210	
7. KSTP-F	12/ 4.6	6.7	---	7. KQRS-F+	25/341	7. WLWL-F	158	
8. KNSI	10/ 3.8	3.2	---	8. KEYE-F	17/223	8. WLTE-F	151	
9. KEYE-F	8/ 3.1	5.1	---	9. WLTE-F	14/255	WHMH-F	151	
WLTE-F	8/ 3.1	.4	---	10. KCMT-F	13/157	10. KASM	127	
				WDWB-F	13/212			
				WLWL-F	13/345			

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WJON	1. WJON	1. KCLD-F	1. WWJO-F	1. KCLD-F
2. WWJO-F	2. KCLD-F	2. WJON	2. WJON	2. WWJO-F
3. KCLD-F	3. WWJO-F	3. KQRS-F+	3. KCLD-F	3. WCCO
4. WCCO	4. KASM	4. WWJO-F	KQRS-F+	4. KQRS-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KCLD-F	1. KCLD-F	1. KCLD-F	1. KASM
2. KQRS-F+	2. WWJO-F	WWJO-F	WJON
3. WWJO-F	3. KQRS-F+	3. WJON	3. WCCO
4. KSTP-F	4. KSTP-F	4. WCCO	4. WWJO-F

OTHER RATED STATIONS/METRO SHARE

KKCM	1390	Waite Park	1.5	KGBB-F	107.9	Anoka	1.1
WVAL	800	Sauk Rapids	1.5	KQIC-F	102.5	Willmar	.4
KCMT-F	100.7	Alexandria	.4	WAYL-F	93.7	Minneapolis	2.3
KDWB	630	St. Paul	.8	WLWL-F	99.5	Minneapolis	2.7
KDWB-F	101.3	Richfield	1.9				

RADIO STATIONS

KASM, 1150, 1 KW (DAYS), POLKA	, \$ NA	(Clifford)	(ALBANY)
KNSI, 1450, 1 KW/250 W, NOSTALGIA	ABC-I, \$22.00	(Weiss)	Clyde Johnson
WJON, 1240, 1 KW/250 W, MOR	ABC-E, \$34.00	(----	Andy Hilger
KCLD-F, 104.7, 100 KW @ 500, CHR	, \$32.00	(Weiss)	Clyde Johnson
WHMH-F, 101.7, 3 KW @ 297, AOR (?)	Source, \$13.00	(Wayne)	Herb Hoppe
WWJO-F, 98.1, 100 KW @ 420, COUNTRY	ABC-E, \$34.00	(----	Andy Hilger

Other ranked stations - See Minneapolis in the Spring 84 edition of
American Radio

SAN ANGELO, TX

MSA Rank/Pop: 320/88,900
 Average Person Rating: 18.2
 Market TSL: 25.86 hrs.
 Stations: 8/9

Diaries: 275/279/52.38%
 Sample Target: 250
 % Below Line: 2.14%
 % Not Listed: 4.29%

Retail \$: .58 Bil
 CSI: .87 Bil
 CSI HH: \$27,047
 FM Share: 72.39%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KIXY-F	46/32.9	26.9	24.6
2. KGKL-F	24/17.1	14.3	7.6
3. KBIL-F	23/16.4	11.8	13.6
4. KHOS	14/10.0	7.6	7.6
5. KQSA	9/ 6.4	10.1	11.9
6. KGKL	8/ 5.7	6.7	11.0
7. KTEO	6/ 4.3	7.6	5.1
8. KZEW-F	3/ 2.1	2.5	5.1
9. KWLW-F	1/ .7	3.4	5.1

12+ TSA	1/4/CUME
1. KIXY-F	49/368
2. KBIL-F	25/309
3. KGKL-F	24/211
4. KHOS	17/128
5. KGKL	12/212
6. KQSA	10/109
7. KTEO	6/113
8. KZEW-F	3/ 27
9. KWLW-F	2/ 52

12+ METRO	CUME
1. KIXY-F	310
2. KBIL-F	277
3. KGKL-F	200
4. KGKL	156
5. KHOS	111
6. KTEO	110
7. KQSA	97
8. KWLW-F	39
9. KZEW-F	27

12+ AMD

1. KIXY-F
2. KBIL-F
3. KGKL-F
4. KHOS

12+MID

1. KIXY-F
2. KGKL-F
3. KBIL-F
4. KHOS

12+PMD

1. KIXY-F
2. KBIL-F
3. KGKL-F
4. KHOS

12+EVE

1. KIXY-F
2. KBIL-F
3. KGKL-F
4. KTEO

SAT MID

1. KIXY-F
2. KGKL-F
3. KBIL-F
4. KGKL

ADULTS 18-34

1. KIXY-F
2. KBIL-F
3. KGKL-F
4. KHOS-F

ADULTS 18-49

1. KIXY-F
2. KBIL-F
3. KGKL-F
4. KHOS

ADULTS 25-54

1. KBIL-F
2. KGKL-F
3. KIXY-F
4. KHOS

ADULTS 35+

1. KGKL-F
- KQSA
3. KHOS
4. KTEO

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KGKL, 960, 5 KW/1 KW (DA-N), AC	ABC-I, \$ NA (Katz)	Dave Shepherd
KHOS, 1420, 1 KW (DAYS)	, COUNTRY (Century 21) APR, \$ NA (Masla)	Rudy Haggard
KQSA, 1260, 1 KW (DAYS)	, NOST (Al Ham) MBS, \$ 8.00 (Selcom) Abaris	Ken French
KTEO, 1340, 1 KW/250 W	, COUNTRY , \$11.00 (Riley)	O.P. Bobbitt
KBIL-F, KBIL-F, 92.9, 100 KW @ 729, CHR (Drake-Chen)	, \$18.00 (Miller)	Steve Everett
KGKL-F, 97.5, 34 KW @ 100, COUNTRY (TM)	, \$ NA (Katz)	Dave Shepherd
KIXY-F, 94.7, 100 KW @ 140, CONTEMP	MBS, \$12.00 (Selcom) Abaris	Ken French
KWLW-F, 93.9, 100 KW @ 415, COUNTRY	, \$12.00 (Riley)	O.P. Bobbitt

KZEW - See Dallas in Spring 84 edition of American Radio

SANTA BARBARA, CA

MSA Rank/Pop: 133/309,200*
 Average Person Rating: 16.4
 Market TSL: 21.93 hrs.
 Stations: 9/20

Diaries: 387/400/48.38%
 Sample Target: 340
 % Below Line: 23.85%
 % Not Listed: 14.17%

Retail \$: 1.81 Bil*
 CSI: 3.38 Bil*
 CSI HH: \$28,943*
 FM Share: 75.69%

* With Santa Maria adn Lompoc

12+ METRO	1/4/SHARE	FA	SPG	FA	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
1. KTYD-F	37/14.6	10.3	12.1	9.4	8.6	1. KRUZ-F	63/639	1. KTYD-F	422
2. KRUZ-F	33/13.0	8.7	13.3	9.1	10.8	2. KTYD-F	38/446	2. KRUZ-F	354
3. KMGQ-F	26/10.2	12.5	9.4	11.3	10.8	3. KTMS-F	36/435	3. KMGQ-F	330
4. KDB-F+	19/ 7.5	8.8	7.8	10.2	7.3	4. KMGQ-F	26/330	4. KCAQ-F	290
5. KCAQ-F	17/ 6.7	5.3	3.1	---	---	5. KDB-F+	21/268	5. KTMS-F	257
6. KTMS-F	14/ 5.5	6.8	8.2	4.5	8.1	6. KCAQ-F	17/304	6. KDBF-F+	248
7. KIST	13/ 5.1	3.4	3.5	4.9	6.3	7. KTMS	13/254	7. KNX	237
8. KNX	11/ 4.3	5.7	3.9	6.8	6.8	8. KIST	13/178	8. KTMS	218
9. KBLS	10/ 3.9	6.1	4.3	5.7	5.4	9. KNX	13/274	9. KIST	178
10. KTMS	10/ 3.9	6.5	7.8	5.3	3.2	10. KBLS	10/ 89	10. KMET-F	140

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KTYD-F	1. KRUZ-F	1. KRUZ-F	1. KTYD-F	1. KTYD-F
2. KRUZ-F	2. KTYD-F	2. KTYD-F	2. KRUZ-F	2. KMGQ-F
3. KMGQ-F	3. KMGQ-F	3. KMGQ-F	3. KCAQ-F	3. KRUZ-F
4. KTMS	4. KDB-F+	4. KCAQ-F	4. KMGQ-F	4. KCAQ-F
KNX				

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KTYD-F	1. KTYD-F	1. KMGQ-F	1. KRUZ-F
2. KMGQ-F	2. KMGQ-F	2. KTYD-F	2. KDB-F+
3. KTMS-F	3. KRUZ-F	3. KDB-F+	3. KNX
4. KCAQ-F	4. KTMS-F	KRUZ-F	4. KTMS-F

OTHER RATED STATIONS/METRO SHARE

KGFT-F	101.7	Carpinteria	1.6	KLOS-F	95.5	Los Angeles	1.2
KFI	640	Los Angeles	.4	KMET-F	94.7	Los Angeles	2.0
KHAY-F	100.7	Ventura	.8	KRTH-F	101.1	Los Angeles	.4
KKGO	105.1	Los Angeles	.4	XTRA	690	Tijuana, MX	.8
KKHR-F	93.1	Los Angeles	.8				

RADIO STATIONS

KBLS, 990, 1 KW (DAYS,DA), NOST (Al Ham)	ABC-I, \$17.25 (Selcom)	Claudia Bratton
KIST, 1340, 1 KW/250 W, AC	, \$20.00 (Mc-Guild)	Steve Emerson
KTMS, 1250, 1 KW (DA-1), NEWS/TALK	WSJ,MBS,ABC-T,NBC-T, \$13.50 (Weiss)	Malcolm Morehouse
KDB-F, 93.7, 13 KW @ 870, CLASSICAL	, \$ NA (HNWH)	Robertson Scott
KMGQ-F, 106.3, 365 W @ 879, AC (TM)	, \$ NA (Torbet) (GOLETA)	Steve Shipman
KRUZ-F, 103.3, 105 KW @ 2980, BTFL (Bonne)	, \$31.00 (Katz) Schule	Carl Schuele
KTMS-F, 97.5, 17 KW @ 2900, CHR	Source, \$17.50 (Weiss)	Malcolm Morehouse
KTYD-F, 99.9, 34 KW @ 2550, AOR	ABC-R, \$34.00 (Selcom) Liggitt	Edd Hoyt

Other ranked stations - See Oxnard or Los Angeles in Spring 84 edition of
American Radio

SANTA FE, NM

MSA Rank/Pop: 328/80,600
 Average Person Rating: 17.1
 Market TSL: 22.64 hrs.
 Stations: 8/18

Diaries: 284/237/50.53%
 Sample Target: 250
 % Below Line: 44.76%
 % Not Listed: 8.70%

Retail \$: .43 Bil
 CSI: .70 Bil
 CSI HH: \$24,169
 FM Share: 70.48%

12+ METRO	1/4/SHARE	SPG	SPG
		83	82
1. KNMQ-F	19/16.5	---	---
2. KVSF	8/ 7.0	4.8	13.3
3. KAFE	7/ 6.1	7.2	8.3
KDCE	7/ 6.1	5.6	15.0
KRST-F	7/ 6.1	9.6	5.0
KZZX-F	7/ 6.1	6.4	2.5
7. KNYN-F	6/ 5.2	4.0	4.2
KKJY-F	6/ 5.2	8.8	10.0
KOB -F	6/ 5.2	9.6	2.5
KWXL-F	6/ 5.2	10.4	10.0

12+ TSA	1/4/CUME
1. KNMQ-F	25/300
2. KDCE	15/182
3. KFMG-F	13/201
4. KWXL-F	11/180
KZZX-F	11/171
6. KKJY-F	10/133
KVSF	10/186
KOBF	10/189
KRST-F	10/144
10. KAFE	10/117

12+ METRO	CUME
1. KNMQ-F	200
2. KVSF	139
3. KFMG-F	130
4. KOBF	116
5. KWXL-F	107
6. KDCE	106
7. KZZX-F	105
8. KTRC	99
9. KKJY-F	85
KOB	85

12+ AMD

12+MID

12+PMD

12+EVE

SAT MID

1. KNMQ-F
2. KVSF
3. KTRC
4. KAFE
- KZZX-F

1. KNMQ-F
2. KVSF
3. KKJY-F
4. KAFE
- KNYN-F
- KHFM-F
- KRST-F

1. KNMQ-F
2. KDCE
3. KTRC
- KZZX-F

1. KNMQ-F
2. KLSK-F
3. KKJY-F
4. KZZX-F

1. KNMQ-F
2. KRST-F
3. KKJY-F
4. KAFE

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. KNMQ-F
2. KZZX-F
3. KNYN-F
- KFMG-F
- KOBF
- KWXL-F

1. KNMQ-F
2. KZZX-F
3. KAFE
- KRST-F

1. KNMQ-F
2. KAFE
- KRST-F
- KZZX-F

1. KAFE
- KDCE
3. KVSF
- KKJY-F

OTHER RATED STATIONS/METRO SHARE

KAFE-F	97.3	Santa Fe	1.7	KHFM-F	96.3	Albuquerque	4.3
KLSK-F	104.1	Santa Fe	3.5	KOB	770	Albuquerque	2.6
KTRC	1400	Santa Fe	4.3	KRKE	610	Albuquerque	.9
KFMG-F	107.9	Albuquerque	4.3	KRSN-F	98.5	Los Alamos	.9

RADIO STATIONS

KAFE, 810, 5 KW (DAYS)	, COUNTRY	CBS, \$ 6.50 (Hix)	Dale Wood
KDCE, 970, 1 KW (DAYS)	, SPANISH	MBS, \$11.00 (Lotus) (ESPANOLA)	Richard Garcia
KTRC, 1400, 1 KW/250 W	, MOR/SPANISH	ABC-I, RKO, \$ 9.00 (----)	Bill Hanrahan
KVSF, 1260, 5 KW/1 KW (DA-1),	AC (?) NBC, RKO II, \$17.00	(Weiss)	Alfredo Sena
KLSK-F, 104.1, 100 KW @ 1970,	CLASS/JAZZ	WSJ, \$14.00 (Roslin)	Bill Sims
KNMQ-F, 105.9, 100 KW @ 1936,	CHR	, \$17.00 (HNWH)	Ron Sack
KNYN-F, 95.5, 100 KW @ ? ? ,	COUNTRY (TM)	, \$12.00 (Miller)	

Other ranked stations - See Albuquerque in Spring 84 edition of American Radio

SANTA ROSA, CA

MSA Rank/Pop: 129/324,600*
 Average Person Rating: 18.1
 Market TSL: 24.25 hrs.
 Stations: 7/28

Diaries: 440/647/50.81%
 Sample Target: 400
 % Below Line: 65.67%
 % Not Listed: 8.75%

Retail \$: 1.69 Bil*
 CSI: 3.0 Bil*
 CSI HH: \$23,459*
 FM Share: 44.78%

* With Pentaluma

12+ METRO	1/4/SHARE	FA	SPG	FA	SPG	12+ TSA	1/4/CUME	12+ METRO	CUME
1. KREO-F	65/12.6	8.1	10.4	7.6	3.5	1.		1. KREO-F	799
2. KGO	61/11.9	10.6	8.7	10.9	11.5	2.		2. KGO	609
3. KABL	34/ 6.6	5.7	5.4	6.0	7.4	3.		3. KZST-F	486
4. KNEW	31/ 6.0	8.7	12.4	6.6	9.1	4.	TSA AND	4. KCBS	423
5. KZST-F	30/ 5.8	4.9	6.6	7.6	5.2	5.	METRO	5. KFRC	411
6. KQTE	28/ 5.4	4.5	2.9	3.1	---	6.	ARE	6. KNEW	389
7. KABL-F	23/ 4.5	2.6	5.0	2.5	1.6	7.	THE SAME	7. KSRO	350
8. KCBS	22/ 4.3	5.5	6.0	5.6	6.2	8.		8. KABL	340
9. KRQR-F	19/ 3.7	4.3	2.5	3.5	4.3	9.		9. KNBR	339
						10.		10. KABL-F	281

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KGO	1. KGO	1. KREO-F	1. KGO	1. KREO-F
2. KABL-F+	2. KREO-F	2. KGO	2. KREO-F	2. KNEW-F
3. KREO-F	3. KZST-F	3. KNEW	3. KABL-F	3. KZST-F
4. KCBS	4. KABL	4. KQTE	4. KABL	KGO

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KREO-F	1. KREO-F	1. KGO	1. KGO
2. KZST-F	2. KZST-F	2. KREO-F	2. KABL
3. KRQR-F	3. KNEW	3. KNEW	3. KQTE
4. KVRE-F	4. KGO	4. KZST-F	4. KABL-F
KNEW			

OTHER RATED STATIONS/METRO SHARE

KPLS 1150	Santa Rosa	.6	KITS-F 105.3	San Francisco	.8
KTOB 1490	Petaluma	.8	KKHI-F+ 95.7	San Francisco	1.0
KVRE-F 101.7	Santa Rosa	2.3	KMEL-F 106.1	San Francisco	.8
KBLX-F 102.9	Berkeley	1.2	KSAN-F 94.9	San Francisco	1.6
KDIA 1310	Oakland	1.0	KSFO 560	San Francisco	1.9
KFAX 1100	San Francisco	1.4	KYAF 93.3	San Francisco	.8
KFRC 610	San Francisco	2.7	KYVV-F 99.7	San Francisco	1.2
KIOI-F 101.3	San Francisco	.4	KQAK-F 98.9	San Francisco	1.8

RADIO STATIONS

KQTE, 1460, 1 KW (DAYS,DA), NOST (A1 Ham)	, \$24.53 (Roslin)	John Detz
KSRO, 1350, 5 KW (DA-N)	, CONTEMP ABC-D, \$28.00 (HNWH)	Frank McLaurin
KREO-F, 92.9, 2.3 KW @ ???, CHR	, \$35.00 (Torbet)	George Moody
KZST-F, 100.1, 3 KW @ 240, AC	, \$23.00 (Selcom)	Gordon Zlot

Other ranked stations - See San Francisco in Spring 84 edition of American Radio

SIOUX CITY, IA

MSA Rank/Pop: 275/117,600
 Average Person Rating: 16.8
 Market TSL: 21.88 hrs.
 Stations: 7/10

Diaries: 337/285/52.57%
 Sample Target: 290
 % Below Line: 2.67%
 % Not Listed: 6.83%

Retail \$: .55 Bil
 CSI: 1.08 Bil
 CSI HH: \$23,774
 FM Share: 56.67%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KSEZ-F	44/27.3	25.3	23.6
2. KMNS	23/14.3	12.0	10.8
3. KSCJ	22/13.7	12.0	19.7
4. KGLI-F	20/12.4	6.3	9.6
KZZL-F	20/12.4	16.5	11.5
6. KWSL	16/ 9.9	11.4	14.6
7. WOW	2/ 1.2	---	1.9
8. KTFC-F	1/ .6	1.3	---
KFAB	1/ .6	.6	---
WNAX	1/ .6	2.5	.6

12+ TSA	1/4/CUME
1. KSEZ-F	64/741
2. KGLI-F	41/536
3. KMNS	34/382
4. KZZL-F	33/361
5. KSCJ	28/359
6. WNAX	25/277
7. KWSL	23/372
8. WOW	13/207
9. KTFC-F	3/ 61
KFAB	3/103

12+ METRO	CUME
1. KSEZ-F	447
2. KSCJ	289
3. KGLI-F	263
4. KMNS	252
5. KZZL-F	219
6. KWSL	213
7. WOW	57
8. WNAX	49
9. KTFC-F	40
10. KFAB	30

12+ AMD

1. KSCJ
2. KSEZ-F
3. KMNS
4. KGLI-F

12+MID

1. KSEZ-F
2. KZZL-F
3. KGLI-F
4. KMNS

12+PMD

1. KSEZ-F
2. KGLI-F
- KZZL-F
4. KMNS

12+EVE

1. KSEZ-F
2. KGLI-F
3. KMNS
- KWLS-F

SAT MID

1. KSEZ-F
2. KZZL-F
3. KMNS
4. KSCJ

ADULTS 18-34

1. KSEZ-F
2. KGLI-F
3. KWSL
4. KMNS

ADULTS 18-49

1. KSEZ-F
2. KGLI-F
3. KMNS
4. KWSL

ADULTS 25-54

1. KSEZ-F
2. KGLI-F
3. KMNS
- KWSL

ADULTS 35+

1. KSCJ
2. KZZL-F
3. KMNS
4. KSEZ-F
- KWSL

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KMNS, 620, 1 KW (DA-2), COUNTRY	MBS, \$ NA	(Mc-Guild)	Sentry	Jim Shields
KSCJ, 1360, 5 KW (DA-N), MOR (TM)	ABC-I, \$15.00	(Masla)		Larry Magnuson
KWSL, 1470, 5 KW (DA-2), COUNTRY	RKO, \$ NA	(Roslin)		Ted Mann
KGLI-F, 95.5, 100 KW @ 898, AC	RKO II, \$ NA	(Weiss)		Ted Mann
KSEZ-F, 97.9, 62 KW @ 280, CHR (TM)	ABC-F, \$ NA	(Mc-Guild)	Sentry	Jim Shields
KTFC-F, 103.3, 93 KW @ 280, RELIGION	, \$ 7.00	(----		Don Swanson
KZZL-F, 99.5, 100 KW @ 794, BTFL	, \$12.25	(S. Katz)		Paul Olson

WOW, KFAB - See Omaha in Spring 84 edition of American Radio

SPRINGFIELD, IL

MSA Rank/Pop: 193/191,100
 Average Person Rating: 18.4
 Market TSL: 24.03 hrs.
 Stations: 7/11

Diaries: 385/418/51.20
 Sample Target: 360
 % Below Line: 6.84%
 % Not Listed: 11.45%

Retail \$: .98 Bil
 CSI: 1.92 Bil
 CSI HH: \$25,195
 FM Share: 63.5%

12+ METRO	1/4/SHARE	SPG	SPG
		83	82
1. WDBR-F	62/20.9	9.9	14.7
2. WNNS-F	39/13.1	10.5	5.3
3. WFMB-F	33/11.1	18.8	10.9
4. WMAY	32/10.8	8.9	13.2
WTAX	32/10.8	13.5	16.9
6. WVEM-F	27/ 9.1	11.2	8.6
7. WCVS	20/ 6.7	8.6	9.0
8. KMOX	6/ 2.0	3.3	3.8
WLS	6/ 2.0	3.3	4.5
10. KMJM	5/ 1.7	---	---

12+ TSA	1/4/CUME
1. WDBR-F	73/792
2. WFMB-F	56/541
3. WNNS-F	50/619
4. WMAY	43/464
5. KMOX	40/434
6. WTAX	34/400
7. WVEM-F	30/291
8. WCVS	27/437
9. WSMI-F	11/204
10. WLS	10/407

12+ METRO	CUME
1. WDBR-F	526
2. WNNS-F	455
3. WCVS	388
4. WFMB-F	373
5. WTAX	355
6. WMAY	325
7. WVEM-F	254
8. WLS	196
9. KMOX	91
10. WMJM-F	86

12+ AMD

1. WDBR-F
2. WTAX
3. WMAY
4. WFMB-F

12+MID

1. WDBR-F
2. WNNS-F
3. WMAY
4. WFMB-F

12+PMD

1. WDBR-F
2. WNNS-F
3. WFMB-F
4. WMAY

12+EVE

1. WDBR-F
 2. WTAX
 3. WFMB-F
 4. WMAY
- WNNS-F

SAT MID

1. WDBR-F
2. WNNS-F
3. WFMB-F
4. WMAY

ADULTS 18-34

1. WDBR-F
2. WNNS-F
3. WFMB-F
4. WCVS

ADULTS 18-49

1. WDBR-F
2. WNNS-F
3. WFMB-F
4. WMAY

ADULTS 25-54

1. WDBR-F
2. WNNS-F
3. WFMB-F
4. WMAY

ADULTS 35+

1. WTAX
2. WVEM-F
3. WMAY
4. WFMB-F

OTHER RATED STATIONS/METRO SHARE

WSMI-F 106.1 Litchfield .3

RADIO STATIONS

WCVS, 1450, 1 KW/250 W	, MOR/AC	ABC-D, \$ NA	(Mc-Guild) Eastern	G. Neuhoff
WMAY, 970, 1 KW/500 W (DA-2)	, COUNTRY	NBC, \$ NA	(HNWH) Midwest Fam	Tom Kushak
WTAX, 1240, 1 KW/250 W	, MOR (Drake-Chen)	CBS, \$46.60	(Eastman) Sentry	S. Harbison
WDBR-F, 103.7, 50 KW @ 318	, CHR/AOR	, \$46.00	(Eastman) Sentry	S. Harbison
WFMB-F, 104.5, 43 KW @ 427	, COUNTRY	ABC-I, \$ NA	(Mc-Guild) Eastern	G. Neuhoff
WNNS-F, 98.7, 50 KW @ 500	, AC (Radio Arts)	RKO, \$ NA	(HNWH) Midwest Fam	Tom Kushak
WVEM-F, 101.9, 50 KW @ 300	, BTFL	ABC-E, \$15.00	(Masla)	Don Monghini
WSMI-F, 106.1, 50 KW @ 500	, COUNTRY/AOR	MBS, \$22.00	(Weiss) (LITCHFIELD)	H. Talley

WLS - See Chicago in Spring 84 edition of American Radio

KMJM, KMOX - See St. Louis in Spring 84 edition of American Radio

STAMFORD - NORWALK, CT

MSA Rank/Pop: 125/335,000 (approx)
 Average Person Rating: 17.6
 Market TSL: 23.11 hrs.
 Stations: 7/36

Diaries: 561/503/43.52%
 Sample Target: 400
 % Below Line: 76.84%
 % Not Listed: 7.23%

Retail \$: 2.24 Bil
 CSI: 6.13 Bil
 CSI HH: \$49,700
 FM Share: 61.26%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WEZN-F	39/7.8	8.1	---
2. WHTZ-F	31/6.2	---	---
WSTC	31/6.2	9.6	---
4. WNBC	28/5.6	7.5	---
5. WCBS	27/5.4	6.4	---
6. WPLJ-F	21/4.2	5.2	---
7. WNLK	18/3.6	2.3	---
WAPP-F	18/3.6	5.0	---
WOR	18/3.6	1.5	---
10. WLYQ-F	17/3.4	3.3	---

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	TSA AND
5.	METRO
6.	ARE THE
7.	SAME
8.	
9.	
10.	

12+ METRO	CUME
1. WCBS	577
2. WNBC	554
3. WEZN-F	440
4. WHTZ-F	420
5. WSTC	390
WPLJ-F	390
7. WAPP-F	349
8. WLYQ-F	285
9. WCBS-F	260
10. WNLK	258

12+ AMD
1. WSTC
2. WNBC
3. WEZN-F
4. WCBS

12+MID
1. WEZN-F
2. WHTZ-F
3. WNBC
4. WSTC

12+PMD
1. WNBC
2. WEZN-F
3. WHTZ-F
4. WCBS

12+EVE
1. WOR
2. WAPP-F
3. WHTZ-F
4. WCBS
WPLJ-F

SAT MID
1. WEZN-F
2. WHTZ-F
3. WLTW-F
4. WLYQ-F

ADULTS 18-34
1. WNBC
2. WPLJ-F
3. WRKS-F
4. WCBS-F
WHTZ-F

ADULTS 18-49
1. WNBC
2. WHTZ-F
3. WEZN-F
4. WPLJ-F

ADULTS 25-54
1. WEZN-F
WHTZ-F
WNBC
4. WSTC

ADULTS 35+
1. WEZN-F
2. WSTC
3. WCBS
4. WOR

OTHER RATED STATIONS/METRO SHARE

WEBE-F 107.9	Westport	2.4	WLIR-F 92.7	Nassau, NY	1.2
WGCH 1490	Greenwich	1.2	WLTW-F 106.7	New York, NY	3.0
WMMM 1260	Westport	1.6	WMCA 570	New York, NY	1.0
WYRS-F 96.7	Stamford	3.0	WNCN-F 104.3	New York, NY	1.6
WABC 770	New York, NY	2.2	WNEW 1130	New York, NY	.6
WALK-F 97.5	Patchoque, NY	.4	WNEW-F 102.7	New York, NY	2.4
WBAB-F 102.3	Babylon, NY	.4	WPAT-F 93.1	Paterson, NJ	2.2
WBLS-F 107.5	New York, NY	1.0	WPIX-F 101.9	New York, NY	2.0
WCBS-F 101.1	New York, NY	2.6	WQXR-F+ 96.3	New York, NY	.6
WHN 1050	New York, NY	2.4	WRFM-F 105.1	New York, NY	2.2
WICC 600	Bridgeport	1.0	WRKI-F 95.1	Brookfield, CT	.8
WINS 1010	New York, NY	1.2	WRKS-F 98.7	New York, NY	3.2
WKTU-F 92.3	New York, NY	1.6	WYNY-F 97.1	New York, NY	1.0

RADIO STATIONS

WNLK, 1350, 1 KW/500 W (DA-N), AC	ABC-E, \$ NA (Roslin)	Michael Hanson
WSTC, 1400, 1 KW/250 W	, NOST (Al Ham) ABC-I, \$ NA (Roslin)	A. Donahue
WEBE-F, 107.9, 50 KW @ 245, AC (?)	, \$50.00 (Roslin)	
WLYQ-F, 95.9, 3 KW @ 130, CHR	ABC-F, \$ NA (Roslin)	Michael Hanson

Other ranked stations - See New York or Bridgeport in Spring 84 edition of
American Radio

STAUNTON - WAYNESBORO, VA

MSA Rank/Pop: NA/78,600 (12+)
 Average Person Rating: 16.5
 Market TSL: 22.19 hrs.
 Stations: 6/14

Diaries: 309/254/65.32%
 Sample Target: 250
 % Below Line: 14.91%
 % Not Listed: 12.30%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 34.21%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WKDW	45/34.6	27.7	39.1
2. WSGM-F	25/19.2	20.8	10.1
3. WTON	15/11.5	13.1	21.7
4. WWWV-F	6/ 4.6	.8	.7
5. WAYB	5/ 3.8	1.5	2.9
6. WNLR	4/ 3.1	3.8	2.2
7. WANV	3/ 2.3	---	1.4
WRXL-F	3/ 2.3	---	---
9. WSV	2/ 1.5	3.8	5.1
10. WTVR-F	2/ 1.5	3.1	---

12+ TSA	1/4/CUME
1. WKDW	45/312
2. WSGM-F	25/316
3. WTON	15/246
4. WWWV-F	6/105
5. WAYB	5/101
6. WNLR	4/ 48
7. WANV	3/113
WRXL-F	3/ 48
9. WQPO-F	2/ 68
WSVA	2/ 95
WTVR-F	2/ 41

12+ METRO	CUME
1. WSGM-F	315
2. WKDW	308
3. WTON	246
4. WANV	113
5. WWWV-F	105
6. WAYB	101
7. WSV	89
8. WQPO-F	62
9. WRXL-F	48
10. WNLR	47

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WKDW-F	1. WKDW-F	1. WKDW-F	1. WSGM-F	1. WKDW-F
2. WSGM-F	2. WSGM-F	2. WSGM-F	2. WAYB	2. WSGM-F
3. WTON	3. WTON	3. WTON	WTON	3. WTON
4. WAYB	4. WWWV-F	4. WWWV-F	WWWV-F	4. WTVR-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WKDW	1. WKDW	1. WKDW	1. WKDW
2. WSGM-F	2. WSGM-F	2. WSGM-F	2. WTON
3. WWWV-F	3. WWWV-F	3. WTON	3. WNLR
4. WAYB	4. WTON	4. WWWV-F	WSGM-F
WTON			
WRXL-F			

OTHER RATED STATIONS/METRO SHARE

WJSY-F	104.3	Harrisonburg	.8	WPVR-F	94.9	Roanoke	.8
WKC	1300	Harrisonburg	.8	WQPO-F	100.7	Harrisonburg	.8

RADIO STATIONS

WANV, 970,	5 KW/1 KW (DA-2),	CONTEMP	RKO, \$10.00 (----)	(WAYNESBORO)	Gary Ratcliff
WAYB, 1490,	1 KW/250 W	, CONTEMP	APR,MBS, \$ 9.50 (Bolton)	(WAYNESBORO)	Dennis Royer
WKDW, 900,	2.5 KW (DAYS)	, COUNTRY	ST APR, \$10.55 (----)		Brice Miller
WNLR, 1150,	1 KW (DAYS)	, RELIGION	APR, \$ 7.00 (----)	(CHURCHVILLE)	Russ Ashby
WTON, 1240,	1 KW/250 W	, AC	ABC-E, \$ 8.00 (Dora)		Chuck Neer
WSGM-F, 93.5,	3 KW @ 300, CHR		APR, \$ 8.50 (----)		Norm Brooks
WWWV - See Charlottesville					
WQPO, WSV - See Harrisonburg Birch Report					
WRXL, WTVR - See Richmond in Spring 84 edition of <u>American Radio</u>					

TEXARKANA, TX

MSA Rank/Pop: 276/116,200
 Average Person Rating: 16.2
 Market TSL: 21.47 hrs.
 Stations: 7/12

Diaries: 285/376/52.10%
 Sample Target: 280
 % Below Line: 8.33%
 % Not Listed: 11.54%

Retail \$: .57 Bil
 CSI: .92 Bil
 CSI HH: \$20,731
 FM Share: 57.05%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KADO-F	46/26.4	20.0	20.8
2. KCMC	33/19.0	16.7	14.9
3. KOSY-F	24/13.8	18.9	15.5
4. KADO	16/ 9.2	10.6	10.7
5. KTFS	13/ 7.5	3.3	8.3
6. KMLA-F	6/ 3.4	5.6	4.8
7. KOSY	5/ 2.9	3.3	4.8
8. KRMD-F	4/ 2.3	1.7	4.8
9. KMBQ-F	3/ 1.7	---	1.2
KTAL-F	3/ 1.7	3.3	3.6

12+ TSA	1/4/CUME
1. KADO-F	48/325
2. KCMC	33/367
3. KOSY-F	29/417
4. KADO	17/217
5. KTFS	13/208
6. KMLA-F	9/150
7. KOSY	5/176
8. KRMD-F	4/ 67
KRMD-F	4/ 91
KTAL-F	4/153

12+ METRO	CUME
1. KOSY-F	372
2. KCMC	358
3. KADO-F	315
4. KTFS	208
5. KADO	201
6. KOSY	176
7. KMLA-F	128
8. KTAL-F	113
9. KRMD-F	91
10. KMBQ-F	59

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KADO-F	1. KCMC	1. KADO-F	1. KADO-F	1. KADO-F
2. KCMC	2. KADO-F	2. KCMC	2. KOSY-F	2. KOSY-F
3. KOSY-F	3. KOSY-F	3. KOSY-F	3. KCMC	3. KCMC
4. KTFS	4. KADO	4. KTFS	4. KOSY	4. KADO
	KTFS		KTFS	

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KADO-F	1. KADO-F	1. KADO-F	1. KCMC
2. KOSY-F	2. KOSY-F	2. KCMC	2. KADO-F
3. KTFS	3. KCMC	3. KOSY-F	3. KADO
4. KCMC	4. KADO	4. KADO	4. KMLA-F
	KTFS		KOSY-F

OTHER RATED STATIONS/METRO SHARE

KPYN-F 99.3 Atlanta, TX 1.1 KYKX-F 105.7 Longview .6

RADIO STATIONS

KADO, 940, 2.5 KW (DAYS)	, BLACK (Century 21)	ABC-E, \$14.50 (Lazar)	John Bell
KCMC, 740, 1 KW (DA-1)	, COUNTRY (TM)	MBS, \$13.00 (Masla)	Doug Davis
KOSY, 790, 1 KW/500 W (DA-N)	, COUNTRY	, \$ 9.50 (Savalli)	Jim Smith
KTFS, 1400, 1 KW/250 W	, ? ?	ABC-I, \$12.00 (Selcom)	Jim Nicholas
KADO-F, 107.1, 1 KW @ 490,	COUNTRY (TM)	ABC-C, \$14.50 (Roberts)	John Bell
KMLA-F, 103.9, 3 KW @ 201,	COUNTRY	MBS, \$ 4.00 (Miller)	Steve Pearce
KOSY-F, 102.5, 94 KW @ 235,	AC	, \$10.50 (Savalli)	Jim Smith

KADO-F has recently changed calls to KTWN-F

KYKX - See Longview

Other ranked stations - See Shreveport in Spring 84 edition of American Radio

TRENTON, NJ

MSA Rank/Pop: 134/309,200
 Average Person Rating: 17.6
 Market TSL: 22.79 hrs.
 Stations: 7/34

Diaries: 433/604/44.55%
 Sample Target: 400
 % Below Line: 65.06%
 % Not Listed: 14.13%

Retail \$: 1.6 Bil
 CSI: 3.6 Bil
 CSI HH: \$32,256
 FM Share: 64.05%

12+ METRO	1/4/SHARE	SPG 83	SPG 82	12+ TSA	1/4/CUME	12+ METRO	CUME
1. WMMR-F	28/6.1	3.4	4.7	1. WPST-F	40/703	1. WPST-F	515
WPST-F	28/6.1	4.3	5.4	2. WMMR-F	28/456	2. WKXW-F	446
3. WHWH	27/5.9	6.5	8.1	3. WHWH	27/404	3. WMMR-F	429
WIMG	27/5.9	5.8	.4	WIMG	27/191	4. WHWH	404
5. WUSL-F	24/5.2	5.8	.9	WOR	27/363	5. WCAU-F	350
6. WKXW-F	23/5.0	6.7	7.6	6. WKXW-F	24/480	6. WCAU	309
7. WDAS-F	21/4.6	4.0	9.2	WUSL-F	24/235	7. WDAS-F	286
8. WCAU	18/3.9	4.0	2.7	8. WDAS-F	21/286	8. WMGK-F	264
9. WBUD	17/3.7	5.2	3.4	9. WCAU	18/322	9. WTTM	260
10. WOR	15/3.3	2.0	3.8	WPAT-F	18/163	10. WNBC	237

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. WHWH	1. WPST-F	1. WPST-F	1. WUSL-F	1. WDAS-F
2. WBUD	2. WMMR-F	2. WUSL-F	2. WIMG	2. WMMR-F
3. WKXW-F	3. WHWH	3. WMMR-F	3. WMMR-F	3. WHWH
4. WMMR-F	4. WBUD	4. WKXW-F	4. WDAS-F	WPST-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WMMR-F	1. WMMR-F	1. WIMG	1. WHWH
2. WPST-F	2. WPST-F	2. WPST-F	2. WIMG
WDAS-F	WDAS-F	3. WMMR-F	3. WCAU
4. WKXW-F	4. WIMG	4. WTTM	4. WBUD
			WOR

OTHER RATED STATIONS/METRO SHARE

WPRB-F 103.3	Princeton	.7	WMGK-F 102.9	New York, NY	1.7
WTTM 920	Trenton	2.8	WMGQ-F 98.3	New Brunswick, NJ	.7
WABC 770	New York, NY	1.3	WNBC 660	New York, NY	2.0
WBLS-F 107.5	New York, NY	1.5	WPAT-F 93.1	Paterson, NJ	1.3
WCAU-F 98.1	Philadelphia, PA	2.8	WPLJ-F 95.5	New York, NY	1.3
WCBS 880	New York, NY	.9	WQXR-F 96.3	New York, NY	.7
WEAZ-F 101.1	Philadelphia, PA	2.6	WRKS-F 98.7	New York, NY	.7
WFIL 560	Philadelphia, PA	1.3	WSNI-F 104.5	Philadelphia, PA	2.4
WFLN-F 95.7	Philadelphia, PA	.7	WWDB-F 96.5	Philadelphia, PA	2.2
WFMZ-F 100.7	Allentown, PA	1.3	WWSH-F 106.1	Philadelphia, PA	2.6
WIOQ-F 102.1	Philadelphia, PA	.9	WXTV-F 92.5	Philadelphia, PA	.9
WKTU-F 92.3	New York, NY	1.3	WYSP-F 94.1	Philadelphia, PA	2.0

RADIO STATIONS

WBUD, 1260, 5 KW/1 KW (DA-1), MOR	NBC, \$16.00	(----)	Fidelity	Terry Watts	
WHWH, 1350, 5 KW (DA-2), MOR	ABC-E, \$41.25	(Masla)	Nassau	(PRINCETON) John Morris	
WIMG, 1300, 5 KW/1 KW (DA-2), MOR	ABC-I, \$30.00	(----)		Jeanne Greenberg	
WTTM, 920, 1 KW (DA-1), COUNTRY	MBS, \$21.50	(Mc-Guild)	Scott	Marc Scott	
WKXW-F, 101.5, 18 KW @ 868, AC		, \$43.75	(----)	Fidelity	Terry Watts
WPST-F, 97.5, 50 KW @ 450, CHR		, \$51.50	(Masla)	Nassau	John Morris

Other ranked stations - See Philadelphia and New York in Spring 84 edition of American Radio

TUSCALOOSA, AL

MSA Rank/Pop: 235/142,700
 Average Person Rating: 16.4
 Market TSL: 21.72 hrs.
 Stations: 8/14

Diaries: 312/380/49.60%
 Sample Target: 310
 % Below Line: 30.17%
 % Not Listed: 8.21%

Retail \$: .6 Bil
 CSI: 1.0 Bil
 CSI HH: \$20,351
 FM Share: 69.83%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WTUG-F	30/15.4	17.1	18.6
2. WFFX-F	23/11.8	12.1	12.1
3. WACT-F	20/10.3	11.1	8.5
WTSK	20/10.3	15.6	10.6
5. WAPI-F	16/ 8.2	4.5	2.0
6. WKXX-F	12/ 6.2	1.5	4.0
WZZK-F	12/ 6.2	2.5	4.5
WACT	12/ 6.2	2.5	3.5
9. WJRD	10/ 5.1	11.6	8.0
10. WNPT-F	8/ 4.1	2.0	4.0
WENN-F	8/ 4.1	3.5	3.0

12+ TSA	1/4/CUME
1. WTUG-F	38/392
2. WFFX-F	28/405
3. WTSK	27/238
4. WZZK-F	21/272
5. WACT-F	20/269
6. WAPI-F	18/240
7. WACT	14/174
WKXX-F	14/269
9. WJRD	10/230
10. WENN-F	9/214

12+ METRO	CUME
1. WFFX-F	315
2. WTUG-F	284
3. WACT-F	241
4. WKXX-F	217
5. WJRD	216
6. WTSK	197
7. WAPI-F	191
8. WZZK-F	173
9. WACT	160
10. WNPT	156

12+ AMD

1. WACT-F+
2. WFFX-F
- WTSK
4. WTUG

12+MID

1. WFFX-F
2. WTUG
3. WACT-F
4. WJRD-F
- WKXX-F

12+PMD

1. WFFX-F
- WTUG
3. WAPI-F
- WKXX-F

12+EVE

1. WTUG
2. WAPI-F
3. WKXX-F
4. WFFX-F

SAT MID

1. WTSK
2. WTUG-F
3. WFFX-F
4. WAPI-F
- WXKX-F

ADULTS 18-34

1. WTUG-F
2. WFFX-F
3. WAPI-F
4. WKXX-F

ADULTS 18-49

1. WFFX-F
- WTUG-F
3. WAPI-F
4. WTSK

ADULTS 25-54

1. WFFX-F
2. WTSK
- WTUG-F
4. WZZK-F

ADULTS 35+

1. WACT-F
2. WTSK
3. WACT
4. WZZK-F

OTHER RATED STATIONS/METRO SHARE

Station	Pop	City	Share
WIGL	1230	Tuscaloosa	1.0
WDJC-F	93.7	Birmingham	2.1
WVOK	690	Birmingham	1.0

RADIO STATIONS

WACT, 1420, 5 KW (DAYS)	, COUNTRY	APR, \$ 9.00 (Weiss)	Clyde Price
WJRD, 1150, 5 KW/1 KW (DA-N)	, COUNTRY	CBS, \$13.00 (Torbet)	Jim Smith
WNPT, 1280, 5 KW/500 W (DA-1)	, MOR/AC	ABC-I,ABC-E, \$ 9.00 (----)	Edna Harris
WTSK, 790, 2.5 KW (DAYS)	, GOSPEL	, \$ 7.00 (----)	Jimmy Shaw
WACT-F, 105.5,	3 KW @ 300, COUNTRY	, \$ 9.00 (Weiss)	Clyde Price
WFFX-F, 95.7,	100 KW @ 500, CONTEMP (TM)	, \$13.00 (Busby)	George O'Rear
WTUG-F, 92.7,	3 KW @ 300, BLACK	SBN, \$11.00 (Weiss)	Jimmy Shaw

Other ranked stations - See Birmingham in Spring 84 edition of American Radio

TYLER, TX

MSA Rank/Pop: 249/136,400
 Average Person Rating: 15.7
 Market TSL: 21.36 hrs.
 Stations: 9/14

Diaries: 382/306/51.76%
 Sample Target: 310
 % Below Line: 15.66%
 % Not Listed: 9.78%

Retail \$: .9 Bil
 CSI: 1.3 Bil
 CSI HH: \$26,724
 FM Share: 63.86%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KNUE-F	31/16.8	---	---
2. KZEY	29/15.8	---	---
3. KTYL-F	28/15.2	---	---
4. KTBB	19/10.3	---	---
5. KROZ-F	11/ 6.0	---	---
KKDA-F	11/ 6.0	---	---
7. KOOL-F	9/ 4.9	---	---
KYKX-F	9/ 4.9	---	---
9. KEYP-F	6/ 3.3	---	---
10. KDOK	4/ 2.2	---	---

12+ TSA	1/4/CUME
1. KYKX-F	81/904
2. KNUE-F	68/672
3. KTYL-F	55/770
4. KZEY	35/303
5. KTBB	22/372
6. KOOL-F	20/231
7. WBAP	18/366
8. KEGL-F	14/213
9. KRLD	13/267
10. KROZ-F	12/212
KKDA-F	12/148

12+ METRO	CUME
1. KTYL-F	360
2. KTBB	306
3. KNUE-F	260
4. KZEY	237
5. KROZ-F	175
6. KKDA-F	143
7. KEYP-F	123
8. KYKX-F	118
9. KDOK	108
10. KOOL-F	106

12+ AMD

1. KTBB
2. KTYL-F+
3. KNUE-F
4. KZEY

12+MID

1. KNUE-F
2. KTYL-F
3. KZEY
4. KTBB

12+PMD

1. KNUE-F
2. KZEY
3. KTYL-F
4. KTBB

12+EVE

1. KNUE-F
2. KKDA-F
3. KTYL-F
4. KROZ-F

SAT MID

1. KZEY
2. KTYL-F
3. KTBB
4. KOOL-F

ADULTS 18-34

1. KTYL-F
2. KZEY
3. KNUE-F
4. KKDA-F

ADULTS 18-49

1. KNUE-F
2. KTYL-F
3. KZEY
4. KTBB

ADULTS 25-54

1. KNUE-F
2. KTYL-F
3. KZEY
4. KTBB

ADULTS 35+

1. KNUE-F
2. KTBB
3. KZEY
4. KOOL-F

OTHER RATED STATIONS/METRO SHARE

KTYL	1330	Tyler	1.6	KRLD-F	1080	Dallas	1.6
KEGL-F	97.1	Ft. Worth	.5	WBAP	820	Ft. Worth	1.1

RADIO STATIONS

KDOK, 1490, 1 KW/250 W	, COUNTRY	CBS, \$16.00 (Masla)	Bob Barnett
KTBB, 600, 5 KW/2.5 KW (DA-2), AC		ABC-I, \$18.00 (Blair)	Don Chaney
KZEY, 690, 1 KW (DAYS,DA)	, BLACK	, \$14.00 (HNWH)	Gibson Rick Reynolds
KEYP-F, 99.3, 3 KW @ 300, AC		CBS-R, \$16.50 (Masla)	(WHITEHOUSE) Mike Connor
KNUE-F, 101.5, 100 KW @ 402, COUNTRY		, \$22.00 (Blair)	Bob Barnett
KOOI-F, 106.5, 100 KW @ 690, BTFL		ABC-E, \$ NA (Riley)	Dudley Walker
KROZ-F, 92.1, 3 KW @ 280, COUNTRY		, \$17.00 (HNWH)	Gibson Rick Reynolds
KTYL-F, 93.1, 100 KW @ 375, CHR		MBS, \$35.00 (Weiss)	

KYKX - See Longview

Other ranked stations - See Dallas in Spring 84 edition of American Radio

VICTORIA, TX

MSA Rank/Pop: 338/72,800
 Average Person Rating: 16.4
 Market TSL: 22.36 hrs.
 Stations: 5/10

Diaries: 265/232/49.07%
 Sample Target: 250
 % Below Line: 30.23%
 % Not Listed: 14.85%

Retail \$: .5 Bil
 CSI: .7 Bil
 CSI HH: \$26,957
 FM Share: 50.00%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KVIC-F	29/28.7	23.5	24.4
2. KGUL	18/17.8	10.2	7.0
3. KNAL	13/12.9	17.3	14.0
4. KZEU-F	7/ 6.9	10.2	18.6
5. KCWM	6/ 5.9	10.2	11.6
6. KTXN-F	5/ 5.0	5.1	2.3
7. KKYX	4/ 4.0	1.0	---
8. KTSA	2/ 2.0	3.1	2.3
9. KLOL-F	1/ 1.0	---	---
KMJQ-F	1/ 1.0	---	---

12+ TSA	1/4/CUME
1. KVIC-F	50/505
2. KZEU-F	23/316
3. KGUL	22/105
4. KNAL	20/260
5. KKYX	18/184
6. KCWM	9/172
7. KTXN-F	7/118
8. KTSA	6/142
9. KLOL-F	4/ 83
10. KMJQ-F	1/ 36

12+ METRO	CUME
1. KVIC-F	292
2. KNAL	173
3. KZEU-F	148
4. KCWM	120
5. KTXN-F	95
6. KGUL	90
7. KTSA	55
KLOL-F	55
9. KKYX	34
10. KMJQ-F	28

12+ AMD

1. KVIC-F
2. KNAL
3. KZEU-F
4. KGUL

12+MID

1. KVIC-F
2. KNAL
3. KGUL
4. KTXN-F

12+PMD

1. KVIC-F
2. KGUL
3. KNAL
4. KZEU-F

12+EVE

1. KVIC-F
 2. KNAL
 3. KZEU-F
 4. KTXN-F
- KKYX-F
KTSA

SAT MID

1. KVIC-F
 2. KGUL
 3. KNAL
- KTXN-F

ADULTS 18-34

1. KVIC-F
2. KZEU-F
- KGUL
4. KCWM
- KNAL

ADULTS 18-49

1. KVIC-F
2. KGUL-F
3. KNAL
- KZEU-F

ADULTS 25-54

1. KVIC-F
2. KGUL
3. KNAL
4. KCWM

ADULTS 35+

1. KGUL
2. KNAL
3. KTXN-F
- KVIC-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KCWM, 1340, 1 KW/250 W , COUNTRY (Drake-Chen) ST , \$ NA (Mc-Guild) Mayes
 KNAL, 1410, 500 W (DA-N), COUNTRY MBS, \$13.00 (Riley) Bob Martin
 KGUL, 1560, 500 W (DAYS), SPANISH , \$10.00 (Lotus) (PORT LAVACA) Paul Spurlock
 KTXN-F, 98.7, 40 KW @ 341, BTFL NBC, \$ 8.50 (Smith) Don Freed
 KVIC-F, 95.1, 57 KW @ 500, CHR , \$ NA (Mc-Guild) Mayes
 KZEU-F, 107.9, 49 KW @ 438, COUNTRY (Century 21) , \$11.50 (----) Harry Smith

KKYX, KTSA - See San Antonio in Spring 84 edition of American Radio

KLOL, KMJQ - See Houston in American Radio

WATERBURY, CT

MSA Rank/Pop: 177/221,200
 Average Person Rating: 19.0
 Market TSL: 24.74 hrs.
 Stations: 5/23

Diaries: 509/385/53.92%
 Sample Target: 400
 % Below Line: 74.01%
 % Not Listed: 12.33%

Retail \$: 1.0 Bil
 CSI: 2.2 Bil
 CSI HH: \$29,024
 FM Share: 62.69%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WKCI-F	43/11.5	11.3	9.4
2. WKSS-F	38/10.2	10.1	7.7
3. WATR	34/19.1	8.0	9.4
4. WTIC	26/ 7.0	6.1	11.1
5. WQQW	22/ 5.9	4.9	4.6
6. WDRC-F	21/ 5.6	6.1	3.7
WHCN-F	21/ 5.6	5.2	7.1
8. WPLR-F	19/ 5.1	3.4	4.6
9. WIOF-F	14/ 3.8	3.7	1.7
10. WNVF	12/ 3.2	4.9	2.3
WTIC-F	12/ 3.2	2.1	2.0

12+ TSA	1/4/CUME
1. WTIC	368/4300
2. WKCI-F	231/3439
3. WEZN-F	193/2036
4. WTIC-F	185/3092
5. WRCH-F	148/1792
6. WHCN-F	145/2388
7. WKSS-F	142/1769
8. WPLR-F	134/2609
9. WDRC-F	127/2887
10. WIOF-F	116/1868

12+ METRO	CUME
1. WKCI-F	555
2. WDRC-F	444
3. WATR	391
4. WTIC	337
5. WHCN-F	331
6. WKSS-F	327
7. WPLR-F	325
8. WIOF-F	320
9. WQQW	238
10. WNVF	219

12+ AMD
1. WTIC
2. WKCI-F
3. WATR
4. WQQW

12+MID
1. WATR
2. WKCI-F
WKSS-F
4. WQQW

12+PMD
1. WKSS-F
2. WKCI-F
3. WATR
4. WHCN-F

12+EVE
1. WKCI-F
2. WHCN-F
3. WKSS-F
4. WATR

SAT MID
1. WKSS-F
2. WKCI-F
3. WQQW
4. WATR
WDRC-F

ADULTS 18-34
1. WKCI-F
2. WHCN-F
3. WPLR-F
4. WDRC-F

ADULTS 18-49
1. WKCI-F
2. WDRC-F
WHCN-F
WPLR-F

ADULTS 25-54
1. WKCI-F
2. WKSS-F
3. WATR
WDRC-F
WIOF-F

ADULTS 35+
1. WKSS-F
2. WATR
3. WTIC
4. WQQW

OTHER RATED STATIONS/METRO SHARE

WWCO	1240	Waterbury	2.9
WWYZ-F	92.5	Waterbury	1.6
WABC	770	New York, NY	.5
WBLS	107.5	New York, NY	.5
WCBS	880	New York, NY	1.6
WCCC-F	106.9	Hartford	1.1

WELI	960	New Haven	.5
WEZN-F	99.9	Bridgeport	2.9
WHN	1050	New York, NY	.3
WNBC	660	New York, NY	1.6
WRCH-F	100.5	New Britain	2.1
WRKI-F	95.1	Brookfield	1.6

RADIO STATIONS

WATR, 1320, 5 KW/1 KW (DA-2) , MOR CBS, \$ NA (CBS/FM) Fred Erwin
 WNVF, 1380, 5 KW/500 W (DA-2), CONTEMP MBS, \$35.00 (Roslin) (NAUGATUCK)
 WQQW, 1590, 5 KW (DA-1) , NOSTALGIA , \$29.00 (----) Marshall Pite

Other ranked stations - See Bridgeport, New Haven or Hartford in Spring 84 edition of American Radio

WATERTOWN, NY

MSA Rank/Pop: NA/72,600 (12+)
 Average Person Rating: 16.7
 Market TSL: 22.62 hrs.
 Stations: 4/7

Diaries: 267/272/55.51%
 Sample Target: 250
 % Below Line: 6.32%
 % Not Listed: 21.49%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 38.95%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WTNY	49/40.5	36.1	32.0
2. WNCQ-F	31/25.6	23.0	25.0
3. WOTT	6/ 5.0	3.3	10.9
4. WKFM-F	4/ 3.3	4.9	---
5. WATN	3/ 2.5	9.8	8.6
6. CFLY-F	1/ .8	1.6	3.9
WYYY-F	1/ .8	5.7	3.9

12+ TSA	1/4/CUME
1. WTNY	54/520
2. WNCQ-F	45/366
3. WOTT	8/130
4. WKFM-F	4/ 87
5. WATN	3/ 95
6. CFLY-F	2/ 88
7. WYYY-F	1/ 80

12+ METRO	CUME
1. WTNY	436
2. WNCQ-F	261
3. WOTT	111
4. WATN	92
5. WKFM-F	76
6. CFLY-F	61
7. WYYY-F	55

12+ AMD

1. WTNY
2. WNCQ-F
3. WOTT
4. WATN

12+MID

1. WTNY
2. WNCQ-F
3. WOTT
4. CFLY-F

12+PMD

1. WTNY
2. WNCQ-F
3. WOTT
4. WATN

12+EVE

1. WTNY
2. WNCQ-F
3. WATN
4. WKFM-F

SAT MID

1. WTNY
2. WNCQ-F
3. WKFM-F
4. WOTT

ADULTS 18-34

1. WTNY
2. WNCQ-F
3. WOTT
4. WATN-F
- WKFM-F
- WYYY-F

ADULTS 18-49

1. WTNY
2. WNCQ-F
3. WOTT
4. WATN

ADULTS 25-54

1. WTNY
2. WNCQ-F
3. WOTT
4. WATN
- CFLY-F
- WYYY-F

ADULTS 35+

1. WTNY
2. WNCQ-F
3. WATN
4. WOTT
- CFLY-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WATN, 1240, 1 KW/250 W	, MOR	NBC, \$12.00	(S. Katz)	Tony Natali
WOTT, 1410, 5 KW/1 KW (DA-N), CONTEMP		, \$12.00	(----	J. Graham
WTNY, 790, 1 KW (DA-N)	, AC	CBS,RKO, \$22.00	(Selcom)	D. Alexander
WNCQ-F, 97.5, 41 KW @ 285, COUNTRY		, \$11.50	(----	J. Graham

Other ranked stations - See Syracuse in Spring 84 edition of American Radio

WENATCHEE, WA

MSA Rank/Pop: NA/58,600 (12+)
 Average Person Rating: 13.7
 Market TSL: 18.59 hrs.
 Stations: 7/9

Diaries: 426/138/58.12%
 Sample Target: 250
 % Below Line: 4.35%
 % Not Listed: 13.75%

Retail \$: NA
 CSI: NA
 CSI HH: NA
 FM Share: 39.13%

12+ METRO	1/4/SHARE	FA	SPG
		82	82
1. KPQ	18/22.5	25.5	27.7
2. KYJR-F	14/17.5	14.9	12.0
3. KPQF	13/16.3	19.1	20.5
4. KVEN	11/13.8	12.8	16.9
5. KWWW	6/ 7.5	13.8	7.2
6. KOZI	4/ 5.0	5.3	1.2
7. KOMW	2/ 2.5	---	---
8. KTBI	1/ 1.3	---	---

12+ TSA	1/4/CUME
1. KPQ-F	31/279
2. KPQ	23/391
3. KYJR-F	14/176
4. KOMW	13/115
5. KVEN	12/117
6. KWWW	7/120
7. KOZI	4/ 58
8. KTBI	2/ 33
9. KOZI-F	1/ 33

12+ METRO	CUME
1. KPQ	282
2. KYJR-F	154
3. KPQ-F	126
4. KWWW	112
5. KVEN	107
6. KOZI	56
7. KOZI-F	27
8. KTBI	25
9. KOMW	15

12+ AMD	12+MID	12+PMD	12+EVE	SAT MID
1. KPQ	1. KPQ	1. KPQ	1. KYJR-F	1. KPQ
2. KPQ-F	2. KPQ-F	2. KYJR-F	2. KPQ	2. KPQ-F
3. KYJR-F	3. KYJR-F	3. KPQ-F	3. KPQ-F	3. KVEN
4. KOZI +	4. KVEN-F	4. KVEN	4. KOZI + KWWW	4. KYJR-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KYJR-F	1. KYJR-F	1. KPQ	1. KPQ
2. KWWW	2. KPQ	2. KVEN	KPQ-F
3. KPQ	3. KVEN	3. KYJR-F	3. KVEN
4. KVEN	4. KWWW	4. KPQ-F	4. KOZI

OTHER RATED STATIONS/METRO SHARE

KOZI-F 93.5 Chelan ---

RADIO STATIONS

KOZI, 1230, 1 KW/250 W, MOR	MBS, \$ 5.50 (S/R) (CHELAN)	Jerry Isenhart
KPQ, 560, 5 KW (DA-N), MOR (Drake-Chen) ABC-I, \$ NA (Mc-Guild)		Jim Wallace
KUEN, 900, 1 KW (DAYS), COUNTRY	MBS, \$ 9.50 (Gillis)	Steve Dahl
KWWW, 1340, 1 KW/250 W, AC	RKO, \$12.50 (Market 4)	Jim Corcoran
KOMW, 680, 5 KW (DAYS), MOR	, \$10.00 (Masla) (OMAK)	Charles King
KTBI, 810, 10 KW (DAYS), REL/NOST	NBC, \$ NA (----) (EPHRATA)	Tom Reed
KOZI-F, 93.5, 165 W @ 1040, MOR	MBS, \$ 5.50 (S/R) (CHELAN)	Jerry Isenhart
KPQ-F, 102.1, 35 KW @ 2655, BTFL (Bonne) CBS, \$ NA (Mc-Guild)		Jim Wallace
KYJR-F, 104.9, 105 W @ 1330, CHR (TM)	, \$ 9.50 (Gillis)	Steve Dahl

WICHITA FALLS, TX

MSA Rank/Pop: 272/121,200
 Average Person Rating: 17.6
 Market TSL: 23.22 hrs.
 Stations: 6/9

Diaries: 284/391/47.25%
 Sample Target: 300
 % Below Line: 8.67%
 % Not Listed: 11.28%

Retail \$: .8 Bil
 CSI: 1.3 Bil
 CSI HH: \$27,956
 FM Share: 67.63%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. KLUR-F	56/28.7	27.5	25.3
2. KNIN-F	31/15.9	17.0	15.7
3. KKQV-F	30/15.4	25.3	25.3
4. KWFT	17/ 8.7	6.0	7.9
5. KGTM	14/ 7.2	7.1	5.6
6. KTRN	10/ 5.1	4.9	6.7
7. KRQX	8/ 4.1	1.1	2.2
8. WBAP	5/ 2.6	3.8	1.7
9. KRLD	2/ 1.0	---	---

12+ TSA	1/4/CUME
1. KLUR-F	80/785
2. KNIN-F	49/664
3. KKQV-F	41/574
4. WBAP	35/444
5. KWFT	27/446
6. KTRN	20/313
7. KGTM	19/255
8. KRQX	12/179
9. KRLD	5/154

12+ METRO	CUME
1. KLUR-F	453
2. KNIN-F	391
3. KKQV-F	348
4. KWFT	212
5. KTRN	164
6. KGTM	162
7. WBAP	106
8. KRQX	91
9. KRLD	54

12+ AMD

1. KLUR-F
2. KKQV-F
3. KNIN-F
4. KWFT

12+MID

1. KLUR-F
2. KNIN-F
3. KKQV-F
4. KGTM

12+PMD

1. KLUR-F
2. KNIN-F
3. KKQV-F
4. KGTM

12+EVE

1. KKQV-F
2. KLUR-F
3. KNIN-F
4. KWFT

SAT MID

1. KLUR-F
2. KKQV-F
- KNIN-F
4. KTRN

ADULTS 18-34

1. KKQV-F
- KNIN-F
3. KLUR-F
4. KRQX

ADULTS 18-49

1. KLUR-F
2. KNIN-F
3. KKQV-F
4. KTRN
- KRQX

ADULTS 25-54

1. KLUR-F
2. KNIN-F
3. KKQV-F
4. KTRN

ADULTS 35+

1. KLUR-F
2. KWFT
3. KGTM
4. KTRN

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KGTM, 990, 10 KW/1 KW (DA-2), AC (TM)	ABC-C, \$ NA	(Mc-Guild)	Dick deButts
KTRN, 1290, 5 KW/1 KW (DA-N), COUNTRY	, \$ NA	(Blair) Branden	Steve Shoppa
KWFT, 620, 5 KW (DA-N)	, BTFL (Bonne)CBS, \$12.00	(Torbet)	Don Whan
KKQV-F, 103.3, 100 KW @ 440, CHR	, \$ NA	(Blair) Branden	Steve Shoppa
KLUR-F, 99.9, 100 KW @ 820, COUNTRY	ABC-I, \$47.50	(Katz)	Sam Beard
KNIN-F, 92.9, 100 KW @ 930, CONTEMP	, \$ NA	(Mc-Guild)	

Other ranked stations - See Dallas in Spring 84 edition of American Radio

WILLIAMSPORT, PA

MSA Rank/Pop: 273/119,300
 Average Person Rating: 19.0
 Market TSL: 24.75 hrs.
 Stations: 8/10

Diaries: 379/263/61.53%
 Sample Target: 280
 % Below Line: 2.38%
 % Not Listed: 11.11%

Retail \$: .5 Bil
 CSI: .94 Bil
 CSI HH: \$21,213
 FM Share: 64.29%

12+ METRO	1/4/SHARE	SPG 83	SPG 82
1. WILQ-F	45/23.8	28.7	19.9
2. WLYC	25/13.2	15.2	9.4
3. WWPA	24/12.7	15.2	15.2
4. WJKR-F	19/10.1	---	---
5. WKSBS-F	18/ 9.5	7.9	10.5
6. WSQV-F	15/ 7.9	12.9	13.1
7. WFXX-F+	10/ 5.3	2.3	8.4
8. WRAK	8/ 4.2	5.1	6.3
9. WHLM-F+	2/ 1.1	1.1	---
10. WOEZ-F	2/ 1.1	---	1.0

12+ TSA	1/4/CUME
1. WILQ-F	71/680
2. WJKR-F	34/419
3. WOEZ-F	30/253
4. WLYC	27/182
5. WSQV-F	25/324
6. WWPA	24/266
7. WKSBS-F	22/370
WHLM-F+	22/259
9. WFXX-F+	10/235
10. WRAK	9/164

12+ METRO	CUME
1. WILQ-F	369
2. WJKR-F	285
3. WWPA	266
4. WKSBS-F	226
5. WFXX-F+	219
6. WSQV-F	204
7. WLYC	154
8. WRAK	129
9. WOEZ-F	26
10. WHLM-F+	15

12+ AMD
1. WILQ-F
2. WWPA
3. WJKR-F
4. WLYC

12+MID
1. WILQ-F
2. WLYC
3. WWPA
4. WKSBS-F

12+PMD
1. WILQ-F
2. WLYC
3. WWPA
4. WKSBS-F

12+EVE
1. WILQ-F
2. WKSBS-F
3. WJKR-F
4. WSQV-F

SAT MID
1. WILQ-F
2. WJKR-F
3. WKSBS-F
4. WLYC
WSQV-F

ADULTS 18-34
1. WKSBS-F
2. WSQV-F
3. WJKR-F
4. WILQ-F
WWPA

ADULTS 18-49
1. WILQ-F
2. WKSBS-F
3. WSQV-F
4. WJKR-F

ADULTS 25-54
1. WILQ-F
2. WWPA
3. WKSBS-F
4. WJKR-F

ADULTS 35+
1. WILQ-F
2. WLYC
3. WWPA
4. WRAK

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

WLYC, 1050, 1 KW (DAYS), NOST (A1 Ham)	ABC-I, \$17.60 (Weiss)	Bob Cunnion
WRAK, 1400, 1 KW/250 W, NOST	, \$13.00 (HNWH)	George Gilbert
WWPA, 1340, 1 KW/250 W, MOR	CBS, \$12.00 (RSR)	Bill Ott
WFXX-F+, 99.3, 105 W @ 1230, CHR	ABC-D, \$10.00 (----)	Warren Diggins
WILQ-F, 105.1, 4 KW @ 1300, COUNTRY	ABC-I, \$28.20 (Weiss)	Bob Cunnion
WJKR-F, 103.9, 3 KW @ 429, CHR	, \$ 8.00 (S. Katz)	Jack Kennedy
WKSBS-F, 102.7, 53 KW @ 1300, CONTEMP (Drake-Chen)	Source, \$11.00 (HNWH)	George Gilbert
WSQV-F, 97.7, 3 KW @ 300, CHR	ABC-R, \$12.00 (----) (JERSEY SHORE)	Tim Menowsky
WHLM-F+, 106.5, 10 KW @ 597, CHR	NBC, \$14.50 (----) (BLOOMSBURG)	R. Sweppenheiser
WOEZ-F, 100.9, 410 W @ 760, BTFL (Bonne)	, \$ 9.00 (----) (MILTON)	Doug Kesnow

YUMA, AZ

MSA Rank/Pop: 310/98,900
 Average Person Rating: 13.6
 Market TSL: 18.39 hrs.
 Stations: 4/6

Diaries: 276/251/44.44%
 Sample Target: 250
 % Below Line: 5.26%
 % Not Listed: 19.15%

Retail \$: .4 Bil
 CSI: .72 Bil
 CSI HH: \$21,541
 FM Share: 57.89%

12+ METRO	1/4/SHARE	SPG	SPG
1. KTTI-F	23/24.5	24.2	23.8
2. KBLU	22/23.4	15.9	21.4
3. KJOK-F	17/18.1	22.0	12.7
4. KVOY	10/10.6	12.1	7.9
5. KQYT-F	3/ 3.2	---	4.8
6. KDKB-F	1/ 1.1	---	1.6

12+ TSA	1/4/CUME
1.	
2. TSA AND	
3. METRO	
4. ARE THE	
5. SAME	
6.	

12+ METRO	CUME
1. KBLU	307
2. KJOK-F	252
3. KTTI-F	220
4. KVOY	161
5. KDKB-F	37
6. KQYT-F	27

12+ AMD

1. KBLU
2. KTTI-F
3. KVOY-F
4. KJOK-F

12+MID

1. KTTI-F
2. KBLU
3. KJOK-F
4. KYOY-F

12+PMD

1. KJOK-F
2. KBLU
3. KTTI-F
4. KYOY-F

12+EVE

1. KBLU
2. KJOK-F
3. KTTI-F
4. KVOY-F
KDKB-F

SAT MID

1. KTTI-F
2. KJOK-F
3. KBLU
4. KVOY-F

ADULTS 18-34

1. KJOK-F
2. KBLU
3. KTTI-F
4. KVOY-F
KDKB-F
KQYT-F

ADULTS 18-49

1. KBLU
2. KJOK-F
3. KTTI-F
4. KVOY-F

ADULTS 25-54

1. KBLU
2. KTTI-F
3. KJOK-F
4. KVOY-F

ADULTS 35+

1. KTTI-F
2. KBLU
3. KVOY-F
4. KQYT-F

OTHER RATED STATIONS/METRO SHARE

NO OTHERS

RADIO STATIONS

KBLU, 560, 1 KW (DA-N), AC RKO, \$ NA (Torbet)
 KVOY, 1400, 1 KW/250 W, MOR (Music Director) ABC-I, \$14.70 (HNWH)
 KJOK-F, 93.1, 100 KW @ 80, CHR (Century 21), \$14.70 (HNWH)
 KTTI-F, 95.1, 25 KW @ 76, COUNTRY (Drake-Chen) RKO II, \$ NA (Torbet)
 KDKB, KQYT - See Phoenix in Spring 84 edition of American Radio

L. Warrington
 Jim Stowe
 Jim Stowe
 L. Warrington

SECTION B

BIRCH NON MONTHLY REPORTS

The following pages feature Birch non monthly reports for 30 markets. The dates of the survey differ as does the information provided. Check each market carefully. All markets are based on 12+ but the days and dayparts differ. Unless otherwise noted the period covered is Mon-Sun, 6A-Midnight.

MERCED, CA

(24 Oct - 6 Nov, 1983)

12+ METRO 1/4/SHARE

- 1. KKDJ-F 25/11.8
- 2. KFYE-F 24/11.5
- 3. KSNN-F 20/ 9.8
- 4. KHOT 17/ 8.3
- 5. KYOS 11/ 5.4
- 6. KMYT-F 9/ 4.4

12+ CUME/CUME RATING

- 1. KFYE-F 248/21.7
- 2. KKDJ-F 193/16.9
- 3. KSNN-F 163/14.3
- 4. KYOS 143/12.6
- 5. KHOT 98/ 8.6
- 6. KMYT-F 75/ 6.6

KKDJ and KFYE are in Fresno.
See Spring 84 edition of American Radio

KHOT, 1250, 500 W (DAYS), SPANISH	, \$ NA	(Caballero)	(MADERA)	Jean Meono
KYOS, 1480, 5 KW (DA-N), CONTEMP	ABC-C, \$13.50	(Torbet)		Maurice Hill
KSNN-F, 104.7, 50 KW @ 495, AC	, \$13.00	(Masla)	(LOS BANOS)	Bonnie Ponner
KMYT-F, 97.5, 50 KW @ 493, BTFL MUS	, \$13.50	(Torbet)		Maurice Hill

GREENE COUNTY, AR

(10-23 Aug, 1983)

12+ METRO 1/4/SHARE

- 1. KLQZ-F 7/21.0
- 2. KDRS 6/19.6
- KFIN-F 6/18.8
- 4. KDXY-F 3/ 9.4
- WZXR-F 3/10.5

12+ CUME/CUME RATING

- 1. KDRS 112/42.2
- 2. KFIN-F 82/31.0
- 3. KLQZ-F 64/24.2
- 4. KDXY-F 52/19.5
- 5. WZXR-F 44/16.6

WZXR-F is in Memphis

KDRS, 1490, 1 KW/250 W, VARIETY	, \$ 7.25	(----)	(PARAGOULD)	Tim Rand
KDXY-F, 104.9, 3 KW @ 255, AC	, \$ 8.00	(----)	(PARAGOULD)	Fred Reagan
KLQZ-F, 107.1, 3 KW @ 300, CHR	, \$ 6.00	(Bdcast Reps)	(PARAGOULD)	Tim Rand
KFIN-F, 107.9, 100 KW @ 600, COUNTRY	, \$16.25	(----)	(JONESBORO)	Larry Duke

McHENRY COUNTY, IL

(17-31 Oct, 1983)

12+ METRO 1/4/SHARE

- 1. WGN 33/13.9
- 2. WMAQ 19/ 8.1
- 3. WLS 16/ 7.0
- 4. WLS-F 13/ 3.5
- 5. WBBM 12/ 5.0
- WEBM-F 12/ 4.9

12+ CUME/CUME RATING

- 1. WLS 270/21.0
- 2. WGN 267/20.7
- 3. WMAQ 209/16.2
- 4. WBBM 156/12.1
- WLS-F 156/12.1
- 6. WLUP-F 147/11.4

Stations ranked 1-6 are in Chicago

(13) WXR-D-F 7/ 3.1	(10) WXR-D-F 68/5.3
(20) WIVS 4/ 1.6	(16) WIVS 46/3.5

WIVS, 850, 500 W (DAYS,DA), NEWS/TALK	CNN, \$28.94	(----)	(CRYSTAL LAKE)	Dean Phelps
WXR-D-F, 105.5, 3 KW @ 300, AC	, \$28.94	(----)	(WOODSTOCK)	Dean Phelps

SAN LUIS OBISPO, CA

(26 Sep-9 Oct, 1983)

12+ METRO 1/4/SHARE

1. KZOZ-F 70/27.0
2. KDDB-F 29/11.1
3. KKAL 17/ 6.4
4. KUNA 16/ 6.2
5. KIQO-F 14/ 5.4
KVEC 14/ 5.4
7. KBAI 10/ 4.1
KSLY-F 10/ 3.8

12+ CUME/CUME RATING

1. KZOZ-F 423/28.7
2. KUNA 172/11.7
3. KVEC 147/ 9.9
4. KKAL 146/ 9.9
5. KDDB-F 145/ 9.8
6. KIQO-F 138/ 9.4
7. KBAI 114/ 7.7
8. KSLY-F 93/ 6.3

KBAI, 1150, 5 KW (DA-N)	, NOSTALGIA	, \$10.00	(Roslin)	(MORRO BAY)	Dino Fuliro
KKAL, 1280, 5 KW/2.5 KW (DA-2),	COUNTRY	MBS, \$26.00	(Mc-Guild)	Braden	(ARROYO GRANDE)
					Gary Owens
KUNA, 1400, 1 KW/250 W	, BTFL MUS	, \$17.00	(Selcom)	Sandusky	Guy Hackman
KVEC, 920, 1 KW/500 W	, AC	, \$14.40	(----)		Don Clarkson
KDDB-F, 92.5, 17 KW @ 762,	COUNTRY	, \$11.50	(HNWH)	(PASO ROBLES)	Don Davis
KIQO-F, 104.5, 6 KW @ 1410,	AC	MBS, \$17.00	(Masla)	(ATASCADERO)	Garry Brill
KSLY-F, 96.1, 6 KW @ 1410,	CHR	, \$18.00	(Selcom)	Sandusky	Guy Hackman
KZOZ-F, 93.3, 30 KW @ 1430,	AOR	RKO, \$30.00	(Mc-Guild)		

FOREST AND JONES COUNTIES, MS

(10-30 Sep, 1983)

12+ METRO 1/4/SHARE

1. WNSL-F 56/33.4
2. WBSJ-F 15/ 9.0
3. WHSY-F 13/ 7.6
4. WQIS 10/ 5.7
5. WFOR 9/ 5.3
6. WJMG-F 8/ 5.0
WHER-F 8/ 4.6

12+ CUME/CUME RATING

1. WNSL-F 432/40.0
2. WHSY-F 175/16.2
3. WFOR 141/13.1
4. WBSJ-F 131/12.1
5. WHER-F 92/ 8.5
6. WBKH 84/ 7.8
7. WJMG-F 78/ 7.2

WFOR, 1400, 1 KW/250 W ,	COUNTRY	NBC, \$ 8.00	(----)	Gulf Central	(HATTIESBURG)
					Doc Chasten
WQIS, 1260, 5 KW (DAYS),	BLACK	, \$ 6.75	(HNWH)	New South	(LAUREL)
					Bob Holliday
WBKH, 950, 5 KW (DAYS),	COUNTRY	, \$ 9.50	(RSR)	(HATTIESBURG)	B. Blackridge
WBSJ-F, 102.3, 3 KW @ 300,	COUNTRY	, \$ 6.50	(Bunchez)	(ELLISVILLE)	Herb Knotts
WNSL-F, 100.3, 30 KW @ 400,	CHR	ABC-C, \$11.00	(HNWH)	New South	(LAUREL)
					Bob Holliday
WSY-F, 104.5, 100 KW @ 714,	CHR	ABC-C, \$ 9.00	(Masla)	(HATTIESBURG)	Ted Tibbitt
WJMG-F, 92.1, 3 KW @ 300,	AC (?)	, \$ 7.35	(Dora)	(HATTIESBURG)	Vern Floyd
WHER-F, 103.7, 100 KW @ 266,	BTFL MUS	, \$10.00	(----)	Gulf Central	(HATTIESBURG)
					Doc Chasten

ST. JOSEPH, MO

(16-29 Nov, 1983)

12+ METRO 1/4/SHARE

1. KFEQ	13/11.0
KYYS-F	13/10.9
KKCI-F	13/10.7
4. KSFT-F	12/10.5
5. WHB	11/ 9.7
6. KCMO	8/ 6.7
7. KKJO	7/ 6.1

12+ CUME/CUME RATING

1. KFEQ	218/25.4
2. KYYS-F	178/20.7
3. KKJO	161/18.8
KSFT-F	161/18.8
5. KKCI-F	155/18.1
6. KZZC-F	150/17.5
7. WDAF	123/14.3

KYYS, KKCI, KZZC, KCMO, WHB, and WDAF are in Kansas City

KFEQ, 680, 5 KW (DA-2), COUNTRY CBS, \$37.00 (Mc-Guild)
 KKJO, 1550, 5 KW (DA-N), AC ABC-C, \$28.00 (Torbet)
 KSFT-F, 105.1, 100 KW @ 582, COUNTRY , \$28.00 (Torbet)

Gene Millard
 Dick Marcellan
 Dick Marcellan

FLORENCE/DIL/ROBENSON COUNTIES, SC/NC

(19 Sep-2 Oct, 1983)

12+ METRO 1/4/SHARE

1. WDSC-F	63/21.0
2. WWDM-F	47/15.9
3. WJMX	23/ 7.8
4. WYNN	16/ 5.4
5. WCIG-F	15/ 5.2
6. WDAR-F	13/ 4.3
7. WDKD	12/ 3.9
8. WNOK-F	10/ 3.3

12+ CUME/CUME RATING

1. WDSC-F	382/19.2
2. WWDM-F	317/15.9
3. WJMX	208/10.4
4. WYNN	184/ 9.2
5. WJOT	182/ 9.1
6. WCIG-F	135/ 6.8
WDAR-F	135/ 6.8
8. WWKT-F	111/ 5.6

WNOK, WWDM - See Columbia, SC in Spring 84 American Radio

WJMX, 970, 5 KW/1 KW (DA-2), CONTEMP CBS, \$15.00 (RSR) (FLORENCE) Paul Benson
 WYNN, 540, 250 W (DAYS) , BLACK SBN, \$ 8.00 (Weiss) (FLORENCE) Jim Mauree
 WDKD, 1310, 5 KW (DAYS) , COUNTRY ABC-I, \$ 6.00 (T-N) (KINGSTREE) Don LaDuke
 WJOT, 1260, 1 KW (DAYS) , COUNTRY/AC , \$ 5.00 (T-N) (LAKE CITY,SC) S. Green
 WDSC-F, 92.9, 100 KW @ 607, CHR , \$16.00 (Roslin) (DILLON, SC) Dave Phillips
 WCIG-F, 107.1, 3 KW @ 243, BLACK SBN, \$ 6.00 (Southern) (MULLINS,SC) Jim Ramsey
 WDAR-F, 105.5, 3 KW @ 280, COUNTRY ABC-I, \$ 6.00 (Smith) (DARLINGTON) Bill Walls
 WWKT-F, 98.3, 3 KW @ 300, BLACK , \$ 6.00 (T-N) (KINGSTREE, SC) Don LaDuke

WASHINGTON COUNTY, MS (Greenville, MS)

(11-24 Oct, 1983)

12+ METRO 1/4/SHARE

1. WBAD-F	35/17.8
2. WESY	30/15.0
3. WDMS-F	25/12.6
4. WDDT	20/10.3
5. WNIX	16/ 8.0
6. WGVM	13/ 6.7
7. WBAQ-F	11/ 5.5

12+ CUME/CUME RATING

1. WBAD-F	332/33.6
2. WESY	293/29.7
3. WDMS-F	261/26.4
4. WNIX	236/23.9
5. WGVM	208/21.1
6. WCLD-F	123/12.5
7. WDDT	118/12.0

WCLD-F: See LaFlore County, MS.

WDDT, 900, 1 KW (DAYS) , COUNTRY , \$10.00 (Bunchez) Charlie Ross
 WESY, 1580, 1 KW (DAYS) , BLACK SBN, \$ 6.00 (Lazar) (LELAND) Bill Jackson
 WGVM, 1260, 5 KW (DAYS) , COUNTRY , \$15.00 (Jones) Joe Ray
 WNIX, 1330, 1 KW/500 W (DA-N), AC CBS,RKO, \$22.00 (Mc-Guild) Jim Karr
 WBAD-F, 94.3, 3 KW @ 300, BLACK SBN, \$ 8.25 (Southern) (LELAND) Bill Jackson
 WBAQ-F, 97.9, 27 KW @ 150, BTFL MUS ABC-I, \$ 6.00 (----) Paul Artman
 WDMS-F, 100.7, 51 KW @ 305, CONTEMP , \$18.00 (Jones) Segal Joe Ray

MARQUETTE, MI

(10-29 Nov, 21-26 Dec, 1983)

12+ METRO 1/4/SHARE

1. WMQT-F 29/29.2
 2. WGLQ-F 22/21.7
 3. WJPD-F 21/21.4
 4. WUUN-F 7/ 7.4
 5. WHWL-F 6/ 5.9
 6. WDMJ 4/ 4.3

12+ CUME/CUME RATING

1. WMQT-F 247/39.2
 2. WJPD-F 222/35.4
 3. WGLQ-F 195/31.1
 4. WUUN-F 128/20.3
 5. WDMJ 77/12.2
 6. WJPD 45/ 7.1

WDMJ, 1320, 1 KW (DA-N), MOR CNN,ABC-E, \$ 9.00 (Mich Spot) (MARQUETTE) Lee Chappell
 WMQT-F, 107.1, 580 W @ 630, CHR , \$11.50 (----) (ISHPEMING) Joe Blake
 WGLQ-F, 97.1, 100 KW @ 1066, CONTEMP ABC-C, \$16.00 (Weiss) (ESCANABA) Rick Duerson
 WJPD-F, 92.3, 100 KW @ 470, COUNTRY NBC, \$10.25 (Masla) Halker (ISHPEMING) Ron Wales
 WUUN-F, 100.1, 3 KW @ 370, AC RKO, \$14.85 (Unirep) (MARQUETTE) Tom Brazil
 WHWL-F, 95.7, 100 KW @ 530, RELIGION , \$ NA (----) (MARQUETTE) Stuart Schaeffer

HANNIBAL, MO/QUINCY, IL

(21 Nov-4 Dec, 1983)

12+ METRO 1/4/SHARE

1. KGRC-F 26/17.5
 2. KQCA-F 25/17.2
 3. KIDS-F 18/12.0
 4. KHMO 15/10.4
 WGEM 15/10.4
 WGEM-F 15/10.4
 7. WTAD 14/ 9.6

12+ CUME/CUME RATING

1. KGRC-F 339/33.8
 2. KQCA-F 302/30.1
 3. WTAD 252/25.1
 WGEM 252/25.1
 5. KHMO 240/23.9
 6. WGEM-F 204/20.3
 7. KIDS-F 144/14.4

KHMO, 1070, 5 KW/1 KW (DA-2), COUNTRY MBS, \$29.00 (Masla) (HANNIBAL) R. Francis
 WGEM, 1440, 5 KW (DA-2) , MOR ABC-E, \$22.50 (Mc-Guild) (QUINCY) Jack Vernier
 WTAD, 930, 5 KW/1 KW (DA-N), MOR/TALK CBS, \$ NA (Katz) Lee (QUINCY) John Phillips
 KGRC-F, 92.9, 100 KW @ 490, CHR ABC-F, \$27.50 (Weiss) (HANNIBAL) Burt Schell
 KIDS-F, 98.3, 2 KW @ 356, COUNTRY , \$13.00 (----) (PALMYRA, MO) Bud Janes
 KQCA-F, 102.3, 3 KW @ 300, CONTEMP , \$12.00 (Savalli) (CANTON,MO) Ann Priebe
 WGEM-F, 105.1, 27 KW @ 640, COUNTRY ABC-I, \$22.50 (Mc-Guild) (QUINCY) Jack Varnier

GARY-HAMMOND, IN

(21 Nov-4 Dec, 1983)

12+ METRO 1/4/SHARE

1. WGCI-F 117/24.5
 2. WBMX-F 57/12.0
 3. WWCA 27/ 5.7
 4. WJOB 25/ 5.3
 5. WIND 20/ 4.1
 WUSN-F 20/ 4.1
 7. WLTH 18/ 3.7
 WBBM-F 18/ 3.7

12+ CUME/CUME RATING

1. WGCI-F 569/25.4
 2. WBMX-F 371/18.6
 3. WJOB 275/12.3
 4. WWCA 216/ 9.7
 5. WBBM-F 187/ 8.3
 6. WLS 162/ 7.2
 7. WLS-F 161/ 7.2
 8. WMAQ 154/ 6.9
 9. WLTH 149/ 6.7

All other stations are in Chicago

WJOB, 1230, 1 KW/250 W , MOR , \$24.00 (----) (HAMMOND) Julian Colby
 WLTH, 1370, 1 KW (DAYS), BLACK SBN, \$24.00 (----) (GARY) Judith Burks
 WWCA, 1270, 1 KW (DA-1), RELIGION , \$22.00 (----) (GARY) Walt Brickhouse

LOMPOC/SANTA MARIA, CA

(24 Oct-6 Nov, 1983)

12+ METRO 1/4/SHARE

12+ CUME/CUME RATING

- 1. KRQK-F 31/22.7
- 2. KRUZ-F 20/14.8
- 3. KXFM-F 15/10.9
- 4. KSMA 12/ 8.7
- 5. KUHL 10/ 7.4
- 6. KSNI-F 8/ 6.1
- KZOZ-F 8/ 6.1

- 1. KRQK-F 216/32.8
- 2. KXFM-F 128/19.4
- 3. KSMA 89/13.6
- 4. KUHL 80/12.2
- KRUZ-F 80/12.2
- 6. KZOZ-F 59/ 9.0
- 7. KSNI-F 49/ 7.5

KRUZ - See Santa Barbara Condensed

KSMA, 1240, 1 KW/250 W , NOST (Al Ham) CBS, \$16.50 (Blair) Bayliss (SANTA MARIA)
 KUHL, 1440, 5 KW/1 KW (DA-N), NEWS/TALK ABC-I, \$15.00 (Selcom) (SANTA MARIA) Jim Ranger
 KRQK-F, 100.9, 510 W @ 800 , CHR MBS, \$23.00 (Masla) Sunchine Wireless (LOMPOC) Andy Reimer
 KXFM-F, 99.1, 2.5 KW @ 2000, CONTEMP ABC-F, \$15.00 (Selcom) (SANTA MARIA) Steve Stagnaro
 KSNI-F, 102.5, 39 KW @ ? ? , COUNTRY (Drake-Chen) CBS, \$16.50 (Blair) Bayliss (SANTA MARIA)
 KZOZ-F, 93.3, 30 KW @ 1430, AOR RKO, \$34.00 (Mc-Guild) Branden (SAN LUIS OBISPO) Gary Owens

LEFLORE COUNTY, MS (Greenwood)

(5-18 December, 1983)

12+ METRO 1/4/SHARE

12+ CUME/CUME RATING

- 1. WSWG-F 35/46.4
- 2. WABG 19/25.1
- 3. WCLD-F 5/ 6.6
- 4. WMSI-F 4/ 5.6
- 5. WGRM 3/ 3.5
- 6. WLIN-F 2/ 3.1

- 1. WABG 148/46.3
- 2. WSWG-F 129/40.4
- 3. WCLD-F 30/ 9.3
- 4. WMSI-F 28/ 8.7
- 5. WGRM 28/ 8.6
- 6. WDIA 10/ 3.1

WMSI, WLIN - Jackson, MS
WDIA - Memphis, TN

WABG, 960, 1 KW/500 W (DA-N), COUNTRY , \$15.00 (Bunchez) (GREENWOOD, MS) Jerry Moore
 WGRM, 1240, 1 KW/250 W , MOR NBC, \$ 5.25 (----) (GREENWOOD) Tom Ewing
 WSWG-F, 99.1, 100 KW @ 250, AC/BLACK , \$ 6.00 (----) (GREENWOOD) Keith Warrell
 WCLD-F, 103.9, 3 KW @ 300, BLACK , \$ 8.35 (Bunchez) (CLEVELAND) George Shurden

CHARLOTTE COUNTY, FL (21 May-3 June, 84)
Mon-Fri, 6A-MID

12+ 1/4/CUME

1. WEEJ-F 27/109
2. WINK-F 23/104
3. WQLM-F 20/ 85 WYNF - Tampa
4. WCCF 11/ 54 WINK - FT. Myers
5. WOKD-F 10/ 42
6. WYNF-F 9/ 53

WCCF, 1580, 1 KW (DAYS,DA), MOR	, \$10.00 (----)	(PUNTA GORDA)	Larry DeBeau
WEEJ-F, 100.1, 3 KW @ 135, NOST NBC-T,NBC,	\$10.00 (----)	(PORT CHARLOTTE)	Jack Messick
WQLM-F, 92.7, 3 KW @ 159, BTFL MUS	, \$10.00 (----)	(PUNTA GORDA)	Larry DeBeau
WOKD-F, 98.3, 3 KW @ 195, COUNTRY	, \$ 6.50 (----)	(ARCADIA)	Dixie Dakos

ESCANABA-IRON MOUNTAIN, MI (23 May-12 June, 84)
Mon-Fri, 6A-7P

12+ 1/4/SHARE/CUME

1. WGLQ-F 42/37.5/247
2. WIMK-F 15/13.4/ 96
3. WDBC 14/12.5/ 93
4. WMIQ 10/ 8.9/107
5. WYKX-F 9/ 8.0/ 51
6. WBDN 8/ 7.1/ 75
- WJNR-F 8/ 7.1/ 75

WBDN, 600, 1 KW (DAYS,DA) , COUNTRY	ABC-E, \$14.00 (Unirep)	(ESCANABA)	Jim Ruud
WDBC, 680, 10 KW/1 KW (DA-2), AC	CBS, \$11.00 (Masla)	(ESCANABA)	Jim Pinar
WMIQ, 1450, 1 KW/250 W , VARIETY	, \$10.00 (Pearse)	(IRON MT.)	Dave Lee
WGLQ-F, 97.1, 100 KW @ 1066, AC	, \$12.00 (Weiss)	(ESCANABA)	Rick Duerson
WYKX-F, 104.7, 100 KW @ 400, COUNTRY	, \$ NA (Masla)	(ESCANABA)	Jim Pinar
WIMK-F, 93.1, 100 KW @ 635, ? ?	, \$13.00 (Pearse)	(IRON MT.)	Dave Lee
WJNR-F, 101.5, 47 KW @ 620, CHR	, \$ 9.75 (Mic. Spot)	(IRON MT.)	Tom Nemacheck

DOVER, DE (23 Apr-6 May, 84)
Mon-Fri, 6A-MID

12+ 1/4/CUME

1. WDSF-F 24/132
2. WUSL-F 18/ 84
3. WSTW-F 17/108 WSTW-F - Wilmington, DE
4. WKEN 15/ 76 WUSL-F, WYSP-F - Philadelphia
5. WDOV 13/ 97
- WYSP-F 13/ 72

WDOV, 1410, 5 KW (DAYS) , AC	MBS, \$24.19 (Masla)	Hartstone-Dickstein	Steve Wodlinger
WKEN, 1600, 5 KW/1 KW (DA-2), MOR	, \$14.00 (S. Katz)		Stu Wayne
WDSF-F, 94.7, 50 KW @ 400, COUNTRY	MBS, \$24.19 (Masla)	Hartstone-Dickstein	Steve Wodlinger

NORTH PLATTE, NE (15 May-4 June, 1984)
 Mon-Fri, 6A-MID

12+ ADI 1/4/CUME

- 1. KRVN 29/164
- 2. KELN-F 25/114
- 3. KRVN-F 8/ 55
 KXNP-F 8/ 42
- 5. KQKY-F 7/ 36
 KODY 7/ 36
 KMCX-F 7/ 21

KODY, 1240, 1 KW/250 W , MOR	NBC-T, \$13.00 (Weiss)	Randy Opitz
KRVN, 880, 50 KW (DA-N), COUNTRY/FARM ABC-E, \$55.00 (Katz)		Eric Brown
KELN-F, 97.1, 100 KW @ 460, CHR ABC-F, \$ NA (Eastman)		M. Kline
KRVN-F, 93.1, 100 KW @ 320, BTFL/MOR , \$16.50 (Katz)	(LEXINGTON)	Eric Brown
KXNP-F, 103.5, 100 KW @ 479, COUNTRY ABC-I, \$11.00 (Masla)		Neil Nelkin
KQKY-F, 105.9, 100 KW @ 1065, AOR/CHR , \$20.00 (----)	(KEARNEY)	John McDonald
KMCX-F, 106.5, 100 KW @ 300, COUNTRY , \$ 9.00 (----)	(OGALLALA)	Larry Patrick

FOND DU LAC COUNTY, WI (19 Mar-2 Apr, 84)
 Mon-Fri, 6A-7P

12+ 1/4 HR/SHARE/CUME

- 1. KFIZ 24/16.7/220
 - 2. WFON-F 15/10.4/ 81
 WAPL-F 15/10.4/133
 - 4. WIXX-F 9/ 6.3/ 57
 - 5. WTMJ 7/ 4.9/ 55
 WAHC-F 7/ 4.9/ 58
- WAPL, WAHC - Appleton-Oshkosh
 WIXX - Green Bay
 WTMJ - Milwaukee
 (See Spring 84 edition of American Radio)

KFIC, 1450, 1 KW/250 W, MOR	, \$19.09 (Masla)	Bruce Grassman
WFON-F, 107.1, 3 KW @ 300, AC	, \$15.00 (Roslin)	Paul Chasteen

GRAND ISLAND, NE (13 Mar-7 Apr, 84)
 Mon-Fri, 6A-7P

12+ 1/4/HR/SHARE/CUME

- 1. KRGF-F 34/21.0/198
- 2. KQKY-F 33/20.4/264
- 3. KSYZ-F 23/14.2/222
- 4. KRGF 19/11.7/222
- 5. KGFW 13/ 8.0/ 67
- 6. KRVN 12/ 7.4/101

KRGF, 1430, 5 KW/1 KW (DA-N), AC	ABC-I, \$18.00 (Masla)	Stuart	Jay Vavricek
KGFW, 1340, 1 KW/250 W	, MOR CBS, \$14.15 (----)	(KEARNEY)	John McDonald
KRVN, 880, 50 KW (DA-N)	, FARM/COUNTRY ABC-E, \$45.00 (Katz)	(LEXINGTON)	Eric Brown
KRGF-F, 96.5, 100 KW @ 494, COUNTRY	ABC-E, \$13.00 (Masla)	Stuart	Jay Vavricek
KSYZ-F, 107.7, 100 KW @ 899, CONTEMP	RKO, \$ NA (Roslin)		Doug Clements
KQKY-F, 105.9, 100 KW @ 1065, AOR/CHR	, \$18.85 (----)	(KEARNEY)	John McDonald

TUPELO, MS (12-18 Jan, 84)
 Mon- Fri, 6A-MID

12+ 1/4 HR/CUME

- 1. WZLQ-F 46/283
- 2. WSEL 39/115
- 3. WWKZ-F 32/187
- 4. WELO 25/197
- 5. WESE-F 12/ 63
- 6. WKXC 10/ 45
- WCFB 10/ 46

WELO, 580, 1 KW/500 W	, COUNTRY	ABC-I, \$12.00	(----	Mick Haffstetter
WCFB, 1060, 250 W (DAYS)	, RELIGION	, \$13.00	(----	Fred Smith
WKXC, 1470, 500 W (DA-N)	, COUNTRY	RKO II, \$ 5.00	(Selcom)	(NEW ALBANY) Russ Wilson
WSEL, 1440, 1 KW (DAYS)	, COUNTRY/REL	MBS, \$ 3.50	(----	(PONTOTOC) Ruth Bridges
WESE-F, 95.9,	3 KW @ 300, BTFL MUS	, \$ 9.00	(Weiss)	Raden (BALDWYN) Zane Roden
WWKZ-F, 103.5,	100 KW @ 654, CHR	, \$ 6.00	(Selcom)	(NEW ALBANY) Russ Wilson
WZLQ-F, 98.5,	100 KW @ 500, CONTEMP	ABC-C, \$12.00	(----	Mick Haffstetter

ROCKINGHAM COUNTY, VA (HARRISONBURG) (10-23 Feb, 84)
 Mon-Fri, 6A-MID

12+ 1/4 HR/CUME

- 1. WKCY 28/105
- 2. WSVB 22/250
- 3. WQPO-F 12/110
- 4. WKDW 11/ 49 WKDW - See Staunton Arbitron Condensed Report
- 5. WBTX 6/ 37
- 6. WHBG 5/ 39
- WJSY-F 5/ 50

WKCY, 1300, 5 KW (DAYS)	, COUNTRY	NBC, \$13.50	(----	Don Miller
WSVA, 550, 5 KW/1 KW (DA-2)	, NOSTALGIA	, \$18.00	(Selcom)	Gilmore Alvin Mullenox
WBTX, 1470, 5 KW (DAYS)	, RELIGION	ABC-E, \$ 7.50	(----	(BROADWAY) Dave Eshleman
WHBG, 1360, 5 KW (DAYS)	, AC	RKO, \$ 9.25	(Savalli)	Bill Kramer
WQPO-F, 100.7,	7 KW @ 500, AC	, \$ 9.50	(Selcom)	Gilmore Bob Rall
WJSY-F, 104.3,	20 KW @ 359, CONTEMP	Source, \$ 9.25	(----	Don Miller

MISSOULA, MT (15-28 May, 84)
 Mon-Fri, 6A-7P

12+ METRO 1/4/CUME

- 1. KDXT-F 25/150
- 2. KZOQ-F 20/135
- KGVO 20/123
- 4. KGRZ 12/ 80
- KYSS-F 12/ 72
- 6. KYLT 9/ 73
- 7. KYSS 6/ 43

KGRZ, 1450, 1 KW/250 W	, AC	NBC,NBC-T, \$ 9.00	(Tacher)	Steve Benedict
KGVO, 1290, 5 KW (DA-N)	, COUNTRY	CBS, \$16.00	(Masla)	Western Paul Spranger
KYLT, 1340, 1 KW/250 W	, CHR	RKO, \$10.50	(----	Gene Peterson
KYSS, 930, 5 KW (DAYS)	, AC	ABC-I, \$ 9.50	(Eastman)	Hatch Pete Kelly
KDXT-F, 93.3,	43 KW @ 2470, CHR	Source, \$15.00	(Tacher)	Steve Benedict
KYSS-F, 94.9,	30 KW @ 2490, COUNTRY	ABC-I, \$ 9.50	(Eastman)	Hatch Pete Kelly
KZOQ-F, 100.1,	3 KW @ -300, AOR	, \$11.00	(----	Gene Peterson

JACKSON, TN (13-26 March, 84)
Mon-Fri, 6A-MID

12+ 1/4 HR/CUME

1. WFKX-F 23/ 94
2. WZDQ-F 22/110
3. WKIR-F 14/ 69
4. WJHR-F 12/ 61
- WDXI 12/ 78
6. WTJS 11/ 72

WDXI, 1310, 5 KW/1 KW (DA-N), COUNTRY	ABC-D, \$19.00 (HNWH)	Comm. Service	Betty Mastick
WTJS, 1390, 5 KW/1 KW (DA-N), NOSTALGIA	ABC-E, \$11.20 (----)		Jim Hoppers
WFKX-F, 95.9, 3 KW @ 300, BLACK	, \$ NA (----)	(HENDERSON)	
WJHR-F, 103.1, 3 KW @ 260, CHR	, \$21.00 (HNWH)	Comm. Service	Betty Mastick
WKIR-F, 104.1, 100 KW @ 640, COUNTRY	ABC-F, \$15.30 (----)		Jerry Vandwir
WZDQ-F, 102.3, 2.8 KW @ 314, CHR	, \$12.00 (----)	(HUMBOLDT)	Fred Warmath

COLLIER COUNTY, FL (NAPLES) (13-27 March, 84)
Mon-Fri, 6A-MID

12+ 1/4 HR/CUME

1. WCVU-F 35/181
2. WNOG 28/153
3. WRGI-F 27/163 WINK, WOOJ - See Fort Myers Arbitron Condensed
4. WSGL-F 19/ 76
5. WINK-F 16/ 96
6. WOOJ-F 9/ 55

WNOG, 1270, 1 KW (DA-N), MOR	WSJ,NBC-T,CBS,MBS, \$21.25 (Blair)	Palmer	Homer Dixon
WCVU-F, 94.5, 100 KW @ 689m BTFL MUS (SRP)	, \$51.88 (Blair)	Palmer	Homer Dixon
WRGI-F, 93.5, 3 KW @ 300, CONTEMP	ABC-E, \$18.00 (----)		Art Arkelian
WSGL-F, 97.7, 2 KW @ 384, COUNTRY	NBC, \$15.30 (Masla)		John Norman

MYRTLE BEACH, SC (19 Mar-6 Apr, 84)
Mon-Fri, 6A-MID

12+ 1/4 HR/CUME

1. WKZQ-F 38/262
2. WJYR-F 20/ 89
3. WYAK-F 17/108
4. WNMB-F 16/125
5. WJXY 9/ 38
6. WLAT 7/ 45

WLAT, 1330, 5 KW/500 W (DA-N), COUNTRY	MBS, \$ 5.00 (T-N)	(CONWAY)	Jack Hawley
WJXY, 1050, 5 KW (DAYS,DA) , COUNTRY	, \$ 7.00 (----)	(CONWAY)	T. Grainger
WKZQ-F, 101.7, 3 KW @ 300, CHR	, \$24.67 (----)		Bill Hennecy
WJYR-F, 92.1, 3 KW @ 326, BTFL MUS (SRP)	, \$20.00 (HNWH)		Jim Poston
WNMB-F, 105.5, 3 KW @ 300, AC	RKO,ABC-C, \$12.00 (Dora)		Matt Sedota
WYAK-F, 103.1, 3 KW @ 297, COUNTRY	, \$18.00 (----)	(SURFSIDE BCH)	Bob Johnson

STERLING/ROCK FALLS/DIXON, IL (19 Mar-15 Apr, 84)
 Mon-Fri, 6A-MID)

12+ 1/4 HR/CUME

- | | | | | |
|---------|---------------|-------------------------------------|--|--|
| 1. WSDR | 20/165 | | | |
| 2. WMAQ | 14/ 86 | | | |
| 3. WLS | 10/ 98 | WXLP - Davenport-Rock Island-Moline | | |
| | WXLP-F 10/ 64 | WMAQ, WLS, WGN - Chicago | | |
| 5. WGN | 6/ 31 | | | See Spring 84 edition of <u>American Radio</u> |
| | WJVM-F 6/ 45 | | | |

WSDR, 1240, 500 W/250 W, COUNTRY/VARIETY	, \$48.00 (Masla)	(STERLING)	Lindsay Davis
WJVM-F, 94.3, 3 KW @ 300, AC	, \$11.00 (----)	(STERLING)	John Rohwer

CLOVIS-PORTALES, NM (13 Mar-27 Mar, 84)
 Mon-Fri, 6A-12 MID

12+ 1/4 HR/CUME

1. KTQM-F 28/146
2. KCLV-F 15/ 76
3. KWKA 14/ 84
- KCPK-F 6/ 42

KCLV, 1240, 1 KW/250 W , AC	ABC-C, \$ 9.50 (Miller)	Zia (CLOVIS)	Jimmy Davis
KWKA, 680, 500 W (DA-1), COUNTRY	, \$13.50 (Weiss)		C. Jones
KCLV-F, 99.1, 50 KW @ 230, COUNTRY	ABC-I, \$11.25 (Miller)	Zia (CLOVIS)	Jimmy Davis
KCPK-F, 107.5, 100 KW @ 560, AC	, \$12.00 (Masla)	(CLOVIS)	Bill Wiggins
KTQM-F, 99.9, 100 KW @ 360, CHR	, \$13.50 (Weiss)	(CLOVIS)	C. Jones

PONCA CITY/BLACKWELL, OK (12-25 May, 1984)
 Mon-Fri, 6A-MID

12+ METRO 1/4/CUME

1. KLOR-F 34/134
2. KPNC-F 19/ 74
3. WBBZ 13/ 94

KLOR-F, 99.3, 3 KW @ 300, CONTEMP	UPI, \$17.00 (----)		Stan Bivin
KPNC-F, 100.9, 3 KW @ 285, COUNTRY	ABC-I, \$15.00 (----)		Ron Bryant
WBBZ, 1230, 1 KW/250 W, MOR	MBS, \$ 7.00 (Savalli)		

LAKE TAHOE, NV/CA (29 May-14 June, 1984)
 Mon-Fri, 6A-MID

12+ METRO 1/4/CUME

1. KOZZ-F 13/62
2. KOWL 7/47
3. KTHO 5/32
4. KHTX-F 4/31
- KSRN-F 4/ 9
6. KRLT-F 3/17
- KZFR-F 3/14

KOZZ, KHTX, KSRN - See Reno in Spring 84 edition of American Radio

KOWL, 1490, 1 KW/250 W, CONTEMP	, \$14.00 (----)		Dave Isenberg
KTHO, 590, 2.5 KW/500 W (DA-N), MOR	CBS, \$15.75 (Weiss)		Oliver Hayden
KRLT-F, 93.9, 6 KW @ -188, CHR	, \$13.00 (Masla)		Larry Bauer
KZFR-F, 103.1, 3 KW @ -493, BTFL	, \$13.00 (Weiss)		Oliver Hayden

CHAMPAIGN/URBANA/RANTOUL, IL (4-24 June, 1984)
Mon-Fri, 6A-7P)

12+ METRO 1/4/SHARE/CUME

1. WLRW-F 89/25.1/766
2. WLS 31/ 8.8/405
3. WDWS-F 30/ 8.5/169
4. WDWS 28/ 7.9/246
WPGU-F 28/ 7.9/262
6. WIAI-F 20/ 5.6/145
7. WKIO-F 19/ 5.4/304
8. WMAQ 14/ 4.0/136
9. WJTX 10/ 2.8/131

WLS, WMAQ - See Chicago in Spring 84 edition of
American Radio

WIAI - See Danville condensed report

WDWS, 1400, 1 KW/250 W, MOR
WJTX, 1580, 250 W (DAYS), ? ?

CBS, \$47.00 (Mc-Guild)
, \$12.00 (-----)

Jim Turpen

WLRW-F, 94.5, 27 KW @ 401, CHR
WDWS-F, 97.5, 50 KW @ 424, BTFL
WPGU-F, 107.1, 3 KW @ 235, AOR
WKIO-F, 103.9, 3 KW @ 150, CONTEMP

, \$ NA (HNWH)
, \$47.00 (Mc-Guild)
Source, \$ NA (Masla)
RKO, \$35.00 (Selcom)

Norm MacDonald
Jim Turpin
Jay Shatz
Bill Earman

SECTION C

BIRCH CANADIAN MARKETS

I am pleased to include five Canadian markets in this special issue of American Radio. This was made possible by Tom Birch of Birch Radio. Birch Radio is quickly establishing itself in Canada as a worthy alternative and competitor to the Bureau of Broadcast Measurement (BBM).

Birch will soon be surveying ten Canadian markets and I am pleased to include coverage of Montreal, Calgary, Ottawa, Quebec City, and Winnipeg. These were the only markets available to me as of my deadline. These and other markets will be featured in subsequent editions of American Radio.

The tables are self-explanatory and they generally are the same as those for USA markets in this and other issues of American Radio. Note that share figures are given for the demo and daypart breakdowns. All tables are based on Monday-Sunday, 6AM-Midnight except where noted. Average quarter hour (AQH) and cume numbers are in hundreds.

This data is based on the Birch report for the second quarter (April through June) of 1984. Previous quarterly shares are provided when they are available.

Spot rates for Canadian stations are not available.

CALGARY, ALBERTA

84

<u>12+ AQH/SHARE</u>			<u>J/M</u>	<u>12+ CUME/CUME RATING</u>		
1. CFAC	126/12.9	17.0		1. CKXL	1671/31.3	
2. CKXL	121/12.4	14.4		2. CJAY-F	1371/24.7	
3. CFFR	115/11.8	10.4		3. CKIK-F	1255/23.5	
4. CKIK-F	113/11.6	8.8		4. CFAC	1242/23.3	
5. CJAY-F	99/10.2	9.7		5. CFFR	1178/22.1	
6. CBR	71/ 7.3	6.9		6. CHQR	1055/19.8	
7. CHFM-F	70/ 7.2	7.3		7. CHFM-F	978/18.3	
8. CKRY-F	63/ 6.5	7.3		8. CFCN	953/17.9	
	CHQR	63/ 6.5	9.4	9. CBR	852/16.0	
10. CFCN	61/ 6.3	5.1		10. CKRY-F	569/10.7	
11. CBR-F	20/ 2.1	2.1		11. CBR-F	373/ 3.0	

TEENS

1. CKXL	54.8
2. CKIK-F	15.1
3. CJAY-F	11.0

ADULTS 18-34

1. CKIK-F	18.5
2. CFFR	16.6
3. CJAY-F	16.2
4. CKXL	12.5

FM SHARE: 40.11% (377 of 940); APR 18.3

ADULTS 18-49

1. CFFR	15.7
2. CKIK-F	14.2
3. CJAY-F	12.5
4. CKXL	10.3

MEN 18-34

1. CKIK-F	25.7
2. CJAY-F	18.1
3. CFFR	15.6
4. CKXL	9.8

MEN 18-49

1. CKIK-F	19.5
2. CFFR	15.8
3. CJAY-F	14.2
4. CKRY-F	9.6

MEN 25-54

1. CFFR	17.4
2. CKIK-F	12.2
3. CKRY-F	10.4
4. CJAY-F	10.0

ADULTS 25-54

1. CFFR	15.4
2. CFAC	10.5
3. CKRY-F	9.7
4. CHFM-F	8.8

WOMEN 18-34

1. CFFR	17.8
2. CKXL	15.7
3. CHFM-F	14.5
4. CJAY-F	14.0

WOMEN 18-49

1. CFFR-F	15.7
2. CKXL	12.8
3. CHFM-F	11.6
4. CJAY-F	10.7

WOMEN 25-54

1. CFAC	14.8
2. CFFR	13.3
3. CKXL	11.0
4. CHFM-F	10.2

18+ AMD

1. CFAC	14.1
2. CFFR	13.4
3. CBR	12.5
4. CKXL	10.2

18+ MID

1. CFFR	15.3
2. CFAC	13.6
3. CKIK-F	11.2
4. CJAY-F	9.9

18+ PMD

1. CJAY-F	12.9
2. CFFR	12.1
3. CFAC	11.1
4. CKIK-F	10.8

18+ EVE

1. CFAC	16.5
2. CKIK-F	14.4
3. CJAY-F	13.6
4. CHQR	9.9

RADIO STATIONS

CBR , 1010, 50 KW (DA-2), VARIETY	CBC (----)	T. North
CFAC, 960, 50 KW , COUNTRY	(All Canada)	W. Machny
CFCN, 1060, 50 KW (DA-N), AC	(Mulvihill)	D. Thomas
CFFR, 660, 50 KW (DA-2), AC	(----)	
CHQR, 810, 50 KW (DA-2), MOR	(Western)	R. Gunn
CKXL, 1140, 50 KW (DA-2), CHR	(Mutuelcom) Moffatt	K. James
CBR-F , 102.1, 100 KW @ 788, CLASSICAL	CBC (----)	T. North
CHFM-F, 95.9, 100 KW @ 354, BTFL	(Mutuelcom) Moffatt	K. James
CJAY-F, 92.1, 100 KW @ ???, AOR	(Mulvihill)	V. DiMaggio
CKIK-F, 107.3, 100 KW @ 638, AOR	(Standard)	R. Whyte
CKO-F , 103.1, 100 KW @ 480, NEWS	(----)	N. Haines
CKRY-F, 105.1, 100 KW @ ???, COUNTRY	(Radio-TV Reps)	R. Redmond

MONTREAL, QUEBEC

12+ AQH/SHARE	J/M		O/D	12+ CUME/CUME RATING
	84	84	84	
1. CKAC	607/10.9	11.2	10.7	1. CKAC 5391/22.2
2. CKMF-F	558/10.0	12.5	10.6	2. CKOI-F 4400/18.1
3. CKOI-F	511/ 9.1	6.9	6.3	3. CKMF-F 4194/17.3
4. CHOM-F	506/ 9.1	8.7	8.6	4. CHOM-F 3891/16.0
5. CJMS	487/ 8.7	6.5	6.3	5. CJMS 3565/14.7
6. CKVL	405/ 7.2	7.6	7.4	6. CKVL 3485/14.4
7. CITE-F	402/ 7.2	6.4	6.5	7. CJAD 2823/11.6
8. CJAD	307/ 5.5	6.1	6.8	8. CBF 2780/11.4
9. CJFM-F	258/ 4.6	5.4	6.1	9. CITE-F 2701/11.1
10. CFQR-F	206/ 3.7	2.9	3.5	10. CJFM-F 2027/ 8.3
11. CBF	204/ 3.6	4.1	4.7	11. CIEL-F 1782/ 7.3
12. CFGL-F	195/ 3.5	3.8	3.1	12. CFQR-F 1750/ 7.2
13. CIEL-F	187/ 3.3	3.3	2.0	13. CKGM 1718/ 7.1
14. CKLM	186/ 3.3	4.9	4.0	14. CFCF 1390/ 5.7
15. CKGM	154/ 2.8	4.3	2.9	15. CKLM 1312/ 5.4
16. CBF-F	132/ 2.4	2.3	3.0	16. CBF-F 1242/ 5.1
17. CFCF	108/ 1.9	2.7	3.1	17. CFGL-F 1236/ 5.1

TEENS

1. CKMF-F	30.0
2. CHOM-F	26.1
3. CKOI-F	22.2
4. CKGM	8.4

ADULTS 18-34

1. CKMF-F	16.9
2. CHOM-F	14.5
3. CKOI-F	14.1
4. CJFM-F	8.5
5. CITE-F	5.6

ADULTS 18-49

1. CKMF-F	11.3
2. CKOI-F	10.7
3. CHOM-F	10.2
4. CJMS	8.6
5. CKAC	8.2

ADULTS 25-54

1. CJMS	11.5
2. CKAC	11.2
3. CITE-F	10.3
4. CKOI-F	8.0
5. CKVL	6.6

FM Share: 54.91%
(2994 of 5452); APR; 23.0

MEN 18-34

1. CHOM-F	24.7
2. CKMF-F	18.0
3. CKOI-F	15.4
4. CKAC	7.3
5. CJFM-F	6.2

MEN 18-49

1. CHOM-F	17.2
2. CKOI-F	12.9
3. CKMF-F	12.8
4. CKAC	10.4
5. CJMS	5.8
6. CITE-F	5.7

MEN 25-54

1. CKAC	14.3
2. CKOI-F	10.7
3. CJMS	8.8
4. CHOM-F	8.6
5. CITE-F	8.5

WOMEN 18-34

1. CKMF-F	15.9
2. CKOI-F	13.0
3. CJFM-F	10.6
4. CITE-F	8.1
5. CIEL-F	5.9
CJMS	5.9

WOMEN 18-49

1. CJMS	10.9
2. CKMF-F	10.0
3. CITE-F	9.2
4. CKOI-F	8.9
5. CJFM-F	7.2

WOMEN 25-54

1. CJMS	13.5
2. CITE-F	11.6
3. CKAC	8.9
4. CKVL	7.6
5. CJAD	7.0

18+ AMD

1. CKAC	15.1
2. CJMS	12.0
3. CJAD	10.8
4. CKVL	9.4
5. CBF	7.5

18+ MID

1. CKAC	14.4
2. CJMS	10.0
3. CKVL	9.1
4. CJAD	7.4
5. CKOI-F	7.2

18+ PMD

1. CKAC	10.2
2. CKOI-F	9.7
3. CJMS	9.4
4. CITE-F	8.8
5. CKMF-F	8.7

18+ EVE

1. CHOM-F	13.5
2. CKMF-F	13.3
3. CKOI-F	10.4
4. CITE-F	8.3
5. CJFM-F	6.4

RADIO STATIONS

CBF, 690, 50 KW	, VARIOUS/TALK	CBC (----)	J. Blais
CFCF, 600, 5 KW (DA-1)	, AC	(Mulvihill)	A. Sutherland
CJAD, 800, 50 KW/10 KW (DA-2)	, MOR/AC/TALK	(Standard)	R. Lucas
CJMS, 1280, 50 KW (DA-2)	, MOR	(Mutualcom)	G. Stewart
CKAC, 730, 50 KW (DA-1)	, MOR/TALK	(Opex) Telemedia	P. Beaulne
CKGM, 980, 10 KW (DA-1)	, CHR	(Major Market)	P. Parker
CKLM, 1570, 50 KW (DA-1)	, AC	(Standard)	R. Brunelle
CKVL, 850, 50 KW/10 KW (DA-2)	, COUNTRY/TALK	(All Canada)	M. Scott
CBF-F, 100.7, 100 KW @ 823	, CLASSICAL (French)	CBC (----)	J. Blais
CFGL-F, 105.7, 100 KW @ 398	, MOR	(Standard)	R. Saucier
CFQR-F, 92.5, 43 KW @ 979	, BTFL	(Mulvihill)	B. McKean
CHOM-F, 97.7, 43 KW @ 979	, AOR	(Major Market)	T. Forsythe

CONTINUED ON NEXT PAGE

MONTREAL RADIO STATIONS (CON'T)

CIEL-F, 98.5, 100 KW @ ???, MOR	(Western)	P. Elie
CITE-F, 107.3, 100 KW @ 700, BTFL	(Opex) Telemedia	P. Beland
CJFM-F, 95.9, 41 KW @ 979, AC	(Standard)	G. Stewart
CKMF-F, 94.3, 41 KW @ 979, DANCE MUSIC (?)	(Mutualcom)	G. Banville
CKOI-F, 96.9, 307 KW @ 712, CHR	(All Canada)	M. Scott

OTTAWA, ONTARIO

12+ AQH/SHARE	J/M	O/D	12+ CUME/CUME RATING
	84	83	
1. CHEZ-F 138/15.4	15.6	15.4	1. CFRA 1948/31.3
2. CFRA 110/12.3	14.8	14.8	2. CHEZ-F 1825/29.3
3. CKBY-F 86/ 9.6	11.0	8.8	3. CFGO 1167/18.7
4. CFGO 85/ 9.5	6.2	6.4	4. CKBY-F 963/15.5
5. CKCH 75/ 8.4	6.8	6.4	5. CIMF-F 893/14.3
6. CFMO-F 72/ 8.0	11.7	7.8	6. CJRC 870/14.0
7. CBO 67/ 7.5	8.5	---	7. CKCH 866/13.9
CIMF-F 67/ 7.5	8.5	7.7	8. CBO 852/13.7
9. CJRC 59/ 6.6	4.0	5.6	9. CFMO-F 790/12.7
10. CBO-F 43/ 4.8	2.3	---	10. CBO-F 650/10.4
11. CKOY 29/ 3.2	3.9	4.3	11. CKOY 535/ 8.6

FM Share: 48.35% (425 of 879); APR:14.4

TEENS

1. CFRA	32.9
2. CHEZ-F	26.0
3. CFGO	16.4
4. CJRC	9.6

ADULTS 18-34

1. CHEZ-F	28.8
2. CFGO	16.6
3. CFRA	9.6
4. CKBY-F	8.7

ADULTS 18-49

1. CHEZ-F	19.7
2. CFGO	12.2
3. CFRA	10.3
4. CKBY	9.8

ADULTS 25-54

1. CHEZ-F	12.1
2. CFRA	11.9
3. CKBY-F	11.5
4. CKCH	9.2
5. CBO	9.0

MEN 18-34

1. CHEZ-F	38.3
2. CFGO	11.1
3. CFRA	9.9
4. CKCH	6.2

MEN 18-49

1. CHEZ-F	27.7
2. CFRA	11.4
3. CKBY-F	9.8
4. CFGO	9.1

MEN 25-54

1. CHEZ-F	17.5
2. CFRA	14.3
3. CKBY	12.9

WOMEN 18-34

1. CFGO	21.4
2. CHEZ-F	20.3
3. CKBY-F	11.5
4. CFRA	9.3

WOMEN 18-49

1. CFGO	14.8
2. CHEZ-F	12.9
3. CIMF-F	10.0
4. CKBY-F	9.7

WOMEN 25-54

1. CIMF-F	11.8
2. CBO	11.4
CKCH	11.4
4. CKBY-F	10.3
5. CFRA	10.0

18+ AMD

1. CFRA	16.5
2. CKCH	11.4
3. CBO	10.9
4. CHEZ-F	9.2

18+ MID

1. CHEZ-F	15.6
2. CKBY-F	10.3
3. CKCH	9.9
CFMO-F	9.9
5. CIMF-F	9.8

18+ PMD

1. CHEZ-F	1 .6
2. CIMF-F	10.6
3. CFGO	9.8
4. CFMO-F	9.7

18+ EVE

1. CHEZ-F	17.8
2. CKBY-F	13.8
3. CIMF-F	10.8
4. CFMO-F	8.5

RADIO STATIONS

CBO , 920, 50 KW (DA-2)	, VARIETY	CBC (----)	G. Huard
CFGO, 1440, 50 KW (DA-1)	, CONTEMP	(Glen-Warren)	P. Nattall
CFRA, 580, 50 KW/10 KW (DA-2),	CHR	(Major Market)	T. Kielty
CJRC, 1150, 50 KW/5 KW (DA-2),	CONTEMP	(Mutualcom)	C. Dufault
CKCH, 970, 10 KW/5 KW (DA-1),	CONTEMP	(Opex) Telemedia (HULL)	M. Paris
CKOY, 1310, 50 KW (DA-2)	, MOR	(Mulvihill)	H. Blackander
CBO-F , 103.3, 70 KW @ ? ? ,	VARIETY	CBC (----)	G. Huard
CBOF-F, 102.5, 70 KW @ 1077,	CLASSICAL (French)	(----)	G. Huard
CFMO-F, 93.9, 95 KW @ 1077,	BTFL	(FM Canada)	G. Atkinson
CHEZ-F, 106.1, 100 KW @ 998,	AOR	(Mulvihill)	C. Azzarello
CIMF-F, 94.9, 74 KW @ 1077,	MOR/BTFL	(Opex) Telemedia (HULL)	M. Paris
CKBY-F, 105.3, 74 KW @ 1077,	COUNTRY	(Mulvihill)	H. Blackadar

QUEBEC CITY, QUEBEC

12+ AQH/SHARE

1. CJRP	218/26.0
2. CHOI-F	144/17.2
3. CITF-F	109/13.0
4. CFLS	87/10.4
5. CHRC	71/ 8.5
6. CKCV	45/ 5.4
7. CBV	40/ 4.8
8. CHIK-F	31/ 3.7
9. CBV-F	21/ 2.5

12+ CUME/CUME RATING

1. CJRP	2453/50.0
2. CHOI-F	1561/31.8
3. CFLS	1334/27.2
4. CHRC	952/19.4
5. CITF-F	805/16.4
6. CKCV	804/16.4
7. CBV	654/13.3
8. CHIK-F	377/ 7.7
9. CBV-F	291/ 5.9

TEENS

1. CFLS	35.7
2. CHOI-F	33.3

ADULTS 18-34

1. CHOI-F	32.7
2. CFLS	15.9
3. CJRP	15.0
4. CITF-F	8.9

FM Share: 41.72% (330 of 791); APR: 17.1

ADULTS 18-49

1. CJRP	22.1
CHOI-F	22.1
3. CITF-F	14.1
4. CFLS	11.9

ADULTS 25-54

1. CJRP	26.7
2. CITF-F	17.4
3. CHOI-F	14.7
4. CFLS	9.1

MEN 18-34

1. CHOI-F	37.6
2. CFLS	14.1
3. CJRP	11.4

MEN 18-49

1. CHOI-F	25.3
2. CJRP	18.1
3. CITF-F	12.0
4. CFLS-F	10.8

MEN 25-54

1. CJRP	22.3
2. CHOI-F	16.8
3. CITF-F	16.4
4. CFLS	9.1

WOMEN 18-34

1. CHOI-F	28.7
2. WJRP	18.0
3. CFLS	17.4
4. CITF-F	11.8

WOMEN 18-49

1. WJRP	25.2
2. CHOI-F	19.5
3. CITF-F	15.7
4. CFLS	12.8

WOMEN 25-54

1. WJRP	30.2
2. CITF-F	18.2
3. CHOI-F	13.1
4. CHRC	9.5

18+ AMD

1. CJRP	51.4
2. CHRC	8.2
3. CITF-F	7.9
4. CBV	7.5

18+ MID

1. CJRP	24.6
2. CITF-F	15.0
3. CHOI-F	14.9
4. CHRC	11.3

18+ PMD

1. CJRP	19.6
2. CHOI-F	18.5
3. CITF-F	16.1
4. CFLS	11.0

18+ EVE

1. CHOI-F	24.3
2. CITF-F	12.7
3. CFLS	9.7
4. CJRP	9.5

RADIO STATIONS

CBV , 980, 50 KW (DA	, VARIETY (French)	CBC (----)	M. Thivierge
CFLS, 920, 10 KW	, ROCK	(All Canada)	(LEVIS) P. Picard
CHRC, 800, 50 KW (DA-1)	, MOR	(All Canada)	J. Herbert
CJRP, 1060, 50 KW/10 KW (DA-2),	MOR	(Mutualcom)	J. Duhamel
CKCV, 1280, 50 KW (DA-1)	, MOR	(Opex)	A. Gagnon
CBV-F , 95.3, 100 KW @ 541,	VARIETY (French)	CBC (----)	M. Thivierge
CHIK-F, 98.9, 41 KW @ ???,	BTFL	(----)	
CHOI-F, 98.1, 81 KW @ 250,	CONTEMP	(All Canada)	J. Herbert
CITF-F, 107.5, 38 KW @ 500,	MOR	(Opex)	A. Gagnon

WINNIPEG, MANITOBA

84

12+ AQH/SHARE		J/M	12+ CUME/CUME RATING	
1. CJOB	186/25.1	28.5	1. CJOB	2499/49.4
2. CKRC	107/14.4	11.7	2. CITI-F	1445/28.5
3. CITI-F	100/13.5	14.5	3. CKY	1418/28.0
4. CFRW	79/10.6	9.5	4. CKRC	1339/26.5
5. CHIQ-F	68/ 9.2	9.9	5. CFRW	1335/26.4
6. CKY	67/ 9.0	9.9	6. CHIQ-F	1048/20.7
7. CBW	45/ 6.1	7.0	7. CBW	720/14.2
8. CKWG-F	27/ 3.6	3.6	8. CKWG-F	413/ 8.2
9. CBW-F	17/ 2.3	1.2	9. CKIS-F	330/ 6.5
10. CKIS-F	16/ 2.2	1.4	CBW-F	330/ 6.5

FM Share: 31.19% (228 of 731); APR: 14.7

TEENS

1. CFRW	45.2
2. CITI-F	37.1

ADULTS 18-34

1. CITI-F	23.3
2. CHIQ-F	19.1
3. CKY	15.2
4. CFRW	11.7

ADULTS 18-49

1. CITI-F	17.0
CKRC	17.0
3. CHIQ-F	14.1
4. CKY	12.1

ADULTS 25-54

1. CKRC	23.2
2. CJOB	21.6
3. CKY	9.2
CITI-F	9.2

MEN 18-34

1. CITI-F	31.7
2. CHIQ-F	15.5
3. CKY	14.8
4. CKRC	9.9

MEN 18-49

1. CITI-F	24.0
2. CKRC	15.2
3. CHIQ-F	12.4
4. CKY	12.0

MEN 25-54

1. CKRC	20.4
2. CJOB	19.8
3. CITI-F	12.6
4. CBW	10.8

WOMEN 18-34

1. CHIQ-F	22.7
2. CFRW	16.3
3. CKY	15.6
4. CITI-F	14.9

WOMEN 18-49

1. CKRC	18.6
2. CHIQ-F	15.7
3. CFRW	14.0
4. CKY	12.3

WOMEN 25-54

1. CKRC	25.4
2. CJOB	23.0

18+ AMD

1. CJOB	38.2
2. CKRC	16.1
3. CBW	9.4
4. CKY	8.1

18+ MID

1. CJOB	26.7
2. CKRC	18.7
3. CHIQ-F	11.2
4. CITI-F	9.8

18+ PMD

1. CJOB	19.5
2. CKRC	17.0
3. CITI-F	12.7
4. CHIQ-F	11.1

18+ EVE

1. CITI-F	19.0
CJOB	19.0
3. CKRC	11.0
4. CFRW	9.6

RADIO STATIONS

CBW , 990, 50 KW , VARIOUS
 CKY , 580, 50 KW (DA-2), CONTEMP
 CFRW, 1290, 10 KW (DA-2), CONTEMP
 CJOB, 680, 50 KW (DA-N), MOR/NEWS/TALK
 CKRC, 630, 10 KW (DA-2), COUNTRY
 CBW-F , 98.3, 354 KW @ ???, CLASSICAL
 CHIQ-F, 94.3, 100 KW @ 450, CONTEMP
 CITI-F, 92.1, 360 KW @ 388, AOR
 CKWG-F, 103.1, 100 KW @ ???, MOR/BTFL
 CKIS-F, 97.5, 310 KW @ ???, AC

CBC (----)
 (Mutualcom)
 (Major Market)
 (Western)
 (All Canada)
 CBC (----)
 (FM Canada)
 (Mutualcom) Moffat
 (All Canada)
 (NA)

J. Coutarche
 R. Hennessy
 B. Laine
 J. Cochrane
 G. Miles
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