

AMERICAN RADIO

Small Market Edition 1986



James H. Duncan, Jr.

AMERICAN RADIO
SMALL MARKET EDITION

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I N T R O D U C T I O N

I am pleased to present the third edition of American Radio - Small Market Edition. This book is designed to complement the primary edition of American Radio by providing expanded coverage of over 125 smaller radio markets in the United States.

The Small Market Edition is 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 this address:

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

Special thanks to Tom Duncan for his excellent help in the preparation of this edition.

I N D E X

SECTION A: Arbitron Condensed Radio Market Reports

A-1 Leading Stations in Arbitron Condensed Markets

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

SECTION B: Birch Non-monthly Reports

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B-2 Klamath Falls, OR; Champaign/Urbana, IL
B-3 Rutland, VT; Albertville, AL; Brattleboro, VT
B-4 Brownwood, TX; Rome, GA; Enid, OK
B-5 Jackson, TN; North Lake Tahoe, NV; Iowa City, IA
B-6 Florence, AL; Florence, SC; Benton Harbor, MI
B-7 Port Huron, MI; Mankato, MN; Lima, OH
B-8 Poplar Bluff, MO; Eureka, CA; Williston, ND

SECTION C: Birch Canadian Markets

Toronto

LEADING STATIONS IN ARBITRON CONDENSED MARKETS*

<u>STATION</u>	<u>MARKET</u>	<u>SHARE</u>	<u>FORMAT</u>	<u>GROUP OWNER</u>
1. WJIZ-F	Albany, GA	42.6	Black	
2. KLUR-F	Wichita Falls, TX	38.1	Country	
3. KBOZ-F	Bozeman, MT	37.0	CHR	
4. WBKR-F	Owensboro	36.5	Country	
5. KBST	Big Springs, TX	33.3	Contemp	
6. WAXX-F	Eau Claire, WI	33.2	Country	
7. KLAW-F	Lawton, OK	32.4	Country	
8. WJLS	Beckley, WV	31.6	Country	
9. WSTO-F	Owensboro, KY	30.4	CHR	
10. WTNV	Watertown, NY	30.3	MOR	
11. KEAN-F	Abilene, TX	28.9	Country	Sun Group
12. WXIL-F	Parkersburg, WV	28.8	CHR	Burbach
13. WPAP-F	Panama City, FL	27.9	Country	
14. KTMT-F	Medford, OR	27.8	CHR	
15. KIXY-F	San Angelo, TX	27.3	CHR	
WILQ-F	Williamsport, PA	27.3	Country	
17. WOKK-F	Meridian, MS	27.2	Country	New South
18. KYYY-F	Bismarck, ND	26.5	CHR	Meyer
19. KRRV-F	Alexandria, LA	26.3	Country	
20. KCJB	Minot, ND	26.0	Country	
KHHT-F	Minot, ND	26.0	CHR	
KJCS-F	Lufkin, TX	26.0	Country	
23. WAZY-F	Lafayette, LA	25.3	CHR	
24. WIAI-F	Danville, IL	25.0	Country	
KMGZ-F	Lawton, OK	25.0	CHR	
26. KYEA-F	Monroe, LA	23.5	Black	
27. WKDW	Staunton, VA	23.3	Country	
28. KVIC-F	Victoria, TX	23.0	CHR	Mayes
29. KDES-F	Palm Springs, CA	22.9	CHR	
KNAN-F	Monroe, LA	22.9	Contemp	
31. KFVR	Bismarck, ND	22.7	AC	Meyer
32. KKIX-F	Fayetteville, AR	22.7	Country	
33. WCVU-F	Naples, FL	22.6	BTFL/EZ	Palmer
34. WLXR-F	La Crosse, WI	22.1	CHR	Vaughn
35. KMON-F	Great Falls, MT	22.0	CHR	
36. WCIR-F	Beckley, WV	21.9	Contemp	
KSEZ-F	Sioux City, IA	21.9	CHR	Sage
KGKL-F	San Angelo, TX	21.9	Country	
39. WQNY-F	Ithaca, NY	21.8	AC	
40. WQRC-F	Cape Cod, MA	21.5	BTFL	
41. KBIU-F	Lake Charles, LA	21.4	CHR	
42. WNNW-F	Battle Creek, MI	21.2	Country	
43. WXXX-F	Burlington, VT	21.0	Contemp	
44. WKMX-F	Dothan, AL	20.8	CHR	
WNSL-F	Laurel, MS	20.8	CHR	
46. WPFM-F	Panama City, FL	20.7	CHR	

*Based on Metro Share, 12+, 1/4 HR AVG, Mon-Sun, 6A-MID.

S E C T I O N A

A R B I T R O N C O N D E N S E D R A D I O M A R K E T R E P O R T S

NOTE: Since over 99% of you are also subscribers to the regular edition of American Radio, please refer to that book for more information concerning the methodology used in this edition. It is the same.

ABERDEEN, WA

MSA Rank/Pop: NA/54,200 (12+)
 Average Person Rating: 12.7
 Market TSL: 17.3 hours
 Stations: 12/6

Diaries: 311/174:1
 Sample Target: 250
 % Below Line: 29.8
 % Not Listed: 17.4

Retail \$: .32 Billion
 HH Income: \$24,129
 FM Share: 56.14%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KDUX-F	12/17.4	16.9	24.3	13.2	14.9	1. KDUX-F	13/171	1. KXRO	178
2. KGHO	9/13.0	11.7	5.4	5.5	6.8	2. KGHO	9/ 87	2. KDUX-F	156
KXRO	9/13.0	15.6	10.8	22.0	16.2	KXRO	9/ 87	3. KGHO	87
4. KISW-F	5/ 7.2	3.9	2.7	3.3	8.1	4. KISW-F	5/ 66	KAYO	87
KRPM-F	5/ 7.2	1.3	8.1	4.4	1.4	KRPM-F	5/ 53	5. KAYO-F	80
6. KAYO	4/ 5.8	9.1	8.1	3.3	14.9	6. KAYO	4/ 93	6. KGHO-F	61
7. KAYO-F	3/ 4.3	6.5	9.5	8.8	4.1	KIRO	4/ 38	KISW-F	61
KGHO-F	3/ 4.3	2.6	9.5	11.0	16.2	8. KBRD-F	3/ 66	8. KRPM-F	51
KIRO	3/ 4.3	2.6	2.7	5.5	---	KAYO-F	3/ 66	KBRD-F	51
10. KNBQ-F	2/ 2.9	---	---	---	---	KGHO-F	3/ 70	10. KIRO	30

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

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

OTHER RATED STATIONS/METRO SHARE

KBRD-F	103.7	Tacoma	1.4
KCMS-F	105.3	Edmonds	1.4

RADIO STATIONS

KAYO, 1450, 1 KW	COUNTRY	ABC-E,\$ 11.00	(Torbet)	J. Servino
KGHO, 1490, 1 KW	MOR/NOST	SMN,\$ 10.00	(Blair)	(HOQUIAM) M. Dean
KXRO, 1320, 5 KW/1 KW(DA-N), AC	AC	UPI,\$ 16.00	(Mc-Guild)	S. Levold
KAYO-F, 99.3, 3 KW @ 25, CHR		\$ 12.00	(Torbet)	J. Servino
KDUX-F, 104.7, 48 KW @ 360, CHR		,\$ 16.00	(Mc-Guild)	S. Levold
KGHO-F, 95.3, 1 KW @ 750, AC		MBS,\$ 11.00	(Blair)	(HOQUIAM) M. Dean

Other ranked stations - See Seattle in Spring '86 edition of American Radio

ABILENE, TX

MSA Rank/Pop: 278/126,200
 Average Person Rating: 15.8
 Market TSL: 21.8 hours
 Stations: 13/11

Diaries: 346/369:1
 Sample Target: 310
 % Below Line: 2.7
 % Not Listed: 9.0

Retail \$: 1.11 Billion
 HH Income: \$28,988
 FM Share: 78.69%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84
1. KEAN-F	58/28.9	21.2	22.9
2. KORQ-F	34/16.9	20.1	9.5
3. KTLC-F	21/10.4	8.9	8.6
4. KFMN-F	17/ 8.5	20.1	21.0
KFQX	17/ 8.5	7.8	11.4
6. KFQX-F	12/ 6.0	1.1	1.0
7. KORQ	7/ 3.5	.6	3.3
8. KDWT	5/ 2.5	1.7	3.8
9. KRQX	4/ 2.0	---	1.4
10. KEAN	3/ 1.5	2.8	1.4

12+ TSA	1/4 / CUME
1. KEAN-F	79/699
2. KORQ-F	43/591
3. KFMN-F	35/368
4. KVRP-F	23/228
5. KTLC-F	21/192
6. KFQX	18/198
7. WBAP	17/231
8. KFQX-F	12/292
9. KORQ	7/113
10. KDWT	6/ 60

12+ METRO	CUME
1. KEAN-F	488
2. KORQ-F	406
3. KFQX-F	281
4. KFMN-F	242
5. KFQX	186
KTLC-F	186
7. KORQ	110
8. KVRP-F	85
9. KEAN	68
10. KRQX	50

12+ AMD

1. KEAN-F+
2. KORQ-F
3. KFQX
4. KTLC-F

12+ MID

1. KEAN-F
2. KORQ-F
3. KTLC-F
4. KFQX

12+ PMD

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

12+ EVE

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

SAT MID

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

1. KEAN-F
2. KORQ-F
3. KTLC-F
4. KFQX

ADULTS 35+

1. KEAN-F
2. KTLC-F
3. KFQX
4. KORQ-F

OTHER RATED STATIONS/METRO SHARE

KKSL	1560	Abilene	1.0
KVRP-F	95.5	(Abilene)	1.0
WBAP	820	Fort Worth	.5

RADIO STATIONS

KDWT, 1400, 1 KW	, COUNTRY	,\$ NA	(Miller)	(STAMFORD)	B. McGarvey
KEAN, 1280, 500 W	, COUNTRY	,\$ NA	(Mc-Guild)	Sun Group	L. Murray
KFQX, 1470, 5 KW/1 KW (DA-N)	, COUNTRY SMN,ABC-I,	,\$ NA	(Mc-Guild)		B. Fox
KORQ, 1340, 1 KW	, AC	,\$ NA	(HNWH)		T. Bettis
KEAN-F, 105.1, 100 KW @ 808,	COUNTRY	,\$ NA	(Mc-Guild)	Sun Group	L. Murray
KFMN-F, 107.9, 100 KW @ 670,	CHR	,\$ 20.00	(Masla)		
KFQX-F, 102.3, 3 KW @ 300,	CHR	,\$ 14.00	(Mc-Guild)	(MERKEL)	D. Fox
KORQ-F, 100.7, 100 KW @ 1280,	AC	US I,\$ 14.00	(HNWH)		T. Bettis
KTLC-F, 99.3, .7 KW @ 625,	BTFL	CBS,\$ 12.00	(Weiss)	(TYE)	R. Griffis
KVRP-F, 95.5, 100 KW @ 529,	COUNTRY	APR,\$ 12.00	(Weiss)	(HASKELL)	G. Barrett

ALBANY, GA

MSA Rank/Pop: 294/118,400
 Average Person Rating: 15.2
 Market TSL: 20.3 hours
 Stations: 10/9

Diaries: 306/304:1
 Sample Target: 270
 % Below Line: 2.2
 % Not Listed: 4.3

Retail \$: .72 Billion
 HH Income: \$26,624
 FM Share: 90.4%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84
1. WJIZ-F	60/42.6	33.8	23.9
2. WKAK-F	18/12.8	14.4	16.1
3. WJAD-F	17/12.1	4.4	9.7
4. WAZE-F	11/ 7.8	10.0	11.0
5. WQDE	10/ 7.1	10.0	11.0
6. WSGY-F	7/ 5.0	1.3	.6
7.			
8.			
9.			
10.			

12+ TSA	1/4 / CUME
1. WJIZ-F	103/778
2. WJAD-F	56/729
3. WSGY-F	32/502
4. WKAK-F	29/344
5. WAZE-F	11/149
WQDE	11/125
7. WGPC-F	10/142
8.	
9.	
10.	

12+ METRO	CUME
1. WJIZ-F	394
2. WJAD-F	272
3. WKAK-F	209
4. WSGY-F	169
5. WAZE-F	128
6. WQDE	115
7. WGPC-F	92
8.	
9.	
10.	

12+ AMD

1. WJIZ-F
2. WKAK-F
3. WJAD-F
4. WAZE-F

12+ MID

1. WJIZ-F
2. WKAK-F
3. WJAD-F
4. WAZE-F

12+ PMD

1. WJIZ-F
2. WJAD-F
3. WKAK-F
4. WAZE-F
WQDE-F

12+ EVE

1. WJIZ-F
2. WJAD-F
3. WOFF-F
4. WKAK-F

SAT MID

1. WJIZ-F
2. WJAD-F
3. WAZE-F
4. WKAK-F

ADULTS 18-34

1. WJIZ-F
2. WJAD-F
3. WAZE-F
4. WKAK-F

ADULTS 18-49

1. WJIZ-F
2. WKAK-F
3. WJAD-F
4. WAZE-F

ADULTS 25-54

1. WJIZ-F
2. WKAK-F
3. WJAD-F
4. WAZE-F
WSGY-F

ADULTS 35+

1. WJIZ-F
2. WKAK-F
3.
4.

OTHER RATED STATIONS/METRO SHARE

WALG	1590	Albany	1.4
WJAZ	960	Albany	.7
WOFF-F	105.5	Camilla	2.1

RADIO STATIONS

WQDE, 1250, 1 KW (DAYS)	, BLACK	,\$ 15.00 (----)	J. Kexton
WAZE-F, 92.1, 3 KW @ 300, AC		,\$ NA (Roslin) (DAWSON)	J. Thacker
WGPC-F, 104.5, 43 KW @ 140, BTFL		CBS-R, \$ 12.00 (Southern)	L. George
WJAD-F, 97.3, 100 KW @ 1200, CHR		US 1, \$ 20.00 (Roslin) (BAINBRIDGE)	C. Rowe
WJIZ-F, 96.3, 100 KW @ 470, BLACK		SBN, \$ 26.00 (S. Katz)	F. Suttles
WKAK-F, 101.7, 3 KW @ 300, COUNTRY		ABC-E, \$ NA (Masla)	M. Shor
WSGY-F, 100.3, 100 KW @ 1400, AC		,\$ 12.00 (----) (TIFTON)	M. Levine

ALBANY-CORVALLIS-LEBANON, OR

MSA Rank/Pop: NA/131,700 (12+)
 Average Person Rating: 14.2
 Market TSL: 19.8 hours
 Stations: 26/11

Diaries: 435/303:1
 Sample Target: 340
 % Below Line: 41.5
 % Not Listed: 15.0

Retail \$: .74 Billion
 HH Income: \$24,300
 FM Share: 84.28%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KRKT-F+	29/15.5	16.4	13.9	1. KRKT-F+	29/289	1. KRKT-F+	262
2. KIQY-F	19/10.2	4.5	6.2	2. KIQY-F	21/260	2. KIQY-F	240
3. KXYQ-F	18/ 9.6	1.7	3.6	3. KXYQ-F	20/227	3. KFAT-F	223
4. KFAT-F	17/ 9.1	10.2	4.6	4. KFAT-F	18/235	4. KXYQ-F	174
5. KEJO-F	11/ 5.9	7.3	6.2	5. KPNW-F	13/133	5. KEJO-F	169
KPNW-F	11/ 5.9	6.8	4.6	6. KEJO-F	11/172	6. KGAL	128
7. KZEL-F	6/ 3.2	5.1	7.7	7. KXL	7/ 84	7. KPNW-F	109
8. KHPE-F	5/ 2.7	---	1.0	KZEL-F	7/ 98	8. KSND-F	97
KSND-F	5/ 2.7	5.6	4.6	9.		9.	
10.				10.		10.	

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

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

OTHER RATED STATIONS/METRO SHARE

KFIR 1370	Sweet Home	1.1	KINK-F 101.9	Portland	2.1
KFLY 1240	Corvallis	.5	KKCW-F 103.3	Portland	1.1
KGAL 920	Lebanon	1.6	KKRZ-F 100.3	Portland	1.1
KLOO 1340	Corvallis	1.6	KPNW 1120	Eugene	.5
KWIL 790	Albany	1.6	KQAK 1280	Eugene	1.1
KDUK-F 104.7	Eugene	2.1	KUGN-F 97.9	Eugene	2.1
KEX 1190	Portland	1.6	KXL 750	Portland	1.1
KGON-F 92.3	Portland	.5	KXL-F 95.5	Portland	.5

RADIO STATIONS

KGAL, 920, 1 KW (DA-N), AC	APR,\$ 11.00 (Blair)	(LEBANON)	Charlie Eads
KEJO-F, 101.1, 28 KW @ 250, AC	ABC-F,\$ 15.00 (Radio Time)	(CORVALLIS)	Bob Holt
KFAT-F, 106.1, 100 KW @ 1140, COUNTRY	CBS,\$ 11.00 (Sand-Glenn)	(CORVALLIS)	Larry Blair
KIQY-F, 103.7, 53 KW @ 380, CHR	,\$ 12.00 (Tacher)	(LEBANON)	Ron Lewin
KRKT-F+, 99.9, 100 KW @ 1075, COUNTRY	ABC-I,\$ 18.00 (Mc-Guild)	(ALBANY)	Gary Grossman

Other ranked stations - See Eugene or Portland in Spring '86 American Radio

ALEXANDRIA, LA

MSA Rank/Pop: 258/137,700
 Average Person Rating: 15.7
 Market TSL: 22.3
 Stations: 9/9

Diaries: 451/290:1
 Sample Target: 320
 % Below Line: -0-
 % Not Listed: 6.3

Retail \$: .71 Billion
 HH Income: \$26,693
 FM Share: 83.85

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KRRV-F	54/26.3	17.9	26.6	1. KRRV-F	94/863	1. KRRV-F	437
2. KBCE-F	34/16.6	11.8	15.0	2. KTIZ-F	82/880	2. KQID-F	339
3. KQID-F	26/12.7	25.0	17.2	3. KQID-F	52/759	3. KBCE-F	309
4. KTIZ-F	25/12.2	17.5	13.7	4. KBCE-F	35/361	4. KTIZ-F	291
5. KISY-F	22/10.7	3.8	.9	5. KALB	24/308	5. KISY-F	281
6. KALB	19/ 9.3	8.5	10.7	6. KISY-F	22/327	6. KALB	202
7. KKLC	7/ 3.4	---	.4	7. KKLC	7/ 78	7. KSYL	104
8. KDBS	4/ 2.0	5.2	1.7	8. KDBS	4/ 87	8. KKLC	78
9. KSYL	1/ .5	2.4	5.2	9. KSYL	2/142	9. KDBS	77
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KRRV-F	1. KRRV-F	1. KRRV-F	1. KRRV-F	1. KBCE-F
2. KBCE-F	2. KISY-F	2. KBCE-F	2. KBCE-F	2. KRRV-F
3. KQID-F	3. KBCE-F	3. KQID-F	3. KTIZ-F	3. KTIZ-F
4. KALB	4. KQID-F	4. KTIZ-F	4. KQID-F	4. KQID-F

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KBCE-F	1. KRRV-F	1. KRRV-F	1. KRRV-F
KRRV-F	2. KBCE-F	2. KISY-F	2. KALB
3. KQID-F	3. KISY-F	3. KBCE-F	3. KISY-F
4. KTIZ-F	4. KTIZ-F	4. KQID-F	4. KTIZ-F

OTHER RATED STATIONS/METRO SHARE

No Others

RADIO STATIONS

KALB, 580, 5 KW/1 KW (DA-N), COUNTRY	SMN,\$ 22.00 (Katz)	B. Lynch
KDBS, 1410, 1 KW (DAYS), RELIGION	ABC-C,\$ 12.00 (Savalli)	J. Karst
KKLC, 1110, 500 W (DAYS), COUNTRY	APR,\$ 10.00 (----)	M. Bordelon
KSYL, 970, 1 KW (DA-N), MOR	SMN,\$ NA (Torbet)	T. Thompson
KBCE-F, 102.3, 3 KW @ 300, BLACK	SBN,\$ 12.00 (Masla)	G. Lewis
KISY-F, 98.3, 800 W @ 456, AC	,\$ NA (HNWH)	R. Cavaness
KQID-F, 93.1, 100 KW @ 1008, CHR	,\$ NA (Torbet)	T. Thompson
KRRV-F, 100.3, 100 KW @ 574, COUNTRY	ABC-E,\$ 17.00 (Savalli)	I.W. Steinman
KTIZ-F, 96.9, 100 KW @ 1450, BLACK	CBS-R,\$ 17.00 (Katz)	B. Lynch

ANN ARBOR, MI

MSA Rank/Pop: 169/254,800
 Average Person Rating: 17.9
 Market TSL: 23.7 hours
 Stations: 24/4

Diaries: 432/531:1
 Sample Target: 400
 % Below Line: 78.1
 % Not Listed: 12.9

Retail \$: 1.79 Billion
 HH Income: \$30,380
 FM Share: 66.48

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WJR	55/13.4	16.3	14.7	1.		1. WIQB-F	531
2. WIQB-F	32/ 7.8	9.1	6.3	2.		2. WJR	529
3. WRIF-F	30/ 7.3	5.2	5.2	3.		3. WRIF-F	458
4. WNRS	22/ 5.4	---	.5	4.	TSA AND	4. WCZY-F	384
5. WHYT-F	20/ 4.9	5.8	7.6	5.	METRO	5. WHYT-F	349
6. WJLB-F	18/ 4.4	2.5	4.5	6.	ARE THE	6. WNIC-F	314
7. WJOI-F	17/ 4.1	4.4	3.1	7.	SAME	7. WJOI-F	277
8. WAAM	16/ 3.9	2.2	2.9	8.		8. WOMC-F	248
9. WNIC-F	15/ 3.6	6.6	3.7	9.		9. WDTX-F	244
10. WCZY-F	13/ 3.2	5.5	3.9	10.		10. WLTI-F	237
WDTX-F	13/ 3.2	2.2	1.6				
WWJ	13/ 3.2	6.0	1.0				
WWWW	13/ 3.2	6.4	6.3				

12+ AMD

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

12+ MID

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

12+ PMD

1. WJR
2. WIQB-F
3. WNRS
4. WJLB-F

12+ EVE

1. WRIF-F
2. WJR
3. WNRS
4. WIQB-F

SAT MID

1. WJR
2. WIQB-F
- WNRS
4. WHYT-F

ADULTS 18-34

1. WRIF-F
2. WIQB-F
3. WNRS
4. WHYT-F

ADULTS 18-49

1. WRIF-F
2. WIQB-F
3. WJR
4. WNRS

ADULTS 25-54

1. WJR
2. WJOI-F
- WRIF-F
4. WWWW
- WIQB-F

ADULTS 35+

1. WJR
2. WAAM
3. WJOI-F
4. WWF

OTHER RATED STATIONS/METRO SHARE

WPAG-F	107.1	Ann Arbor	2.9	WMJC-F	94.7	Birmingham	2.2
CKLW	800	Windsor	2.2	WNTM-F	92.3	Detroit	1.0
CKLW-F	93.9	Windsor	.7	WOMC-F	104.3	Detroit	2.7
WCXI	1130	Detroit	1.2	WQRS-F	105.1	Detroit	1.2
WJZZ-F	105.9	Detroit	1.0	WLTI-F	93.1	Detroit	2.9
WLLZ-F	98.7	Detroit	1.7				

RADIO STATIONS

WAAM, 1600, 5 KW (DA-2)	, MOR	ABC-E,\$ 16.00	(Patt)	J. Steele
WNRS, 1290, 500 W (DAYS,DA)	, MOR	MBS,Trans,\$ 9.00	(Torbet)	E. Winn
WIQB-F, 102.9,	10 KW @ 500, AOR	,\$ 27.00	(Torbet)	E. Winn

Other ranked stations - See Detroit in Spring '86 American Radio

AUGUSTA-WATERVILLE, ME

MSA Rank/Pop: NA/95,300
 Average Person Rating: 14.0
 Market TSL: 18.9 hours
 Stations: 15/7

Diaries: 281/339:1
 Sample Target: 280
 % Below Line: 43.8
 % Not Listed: 15.8

Retail \$: 1.2 Billion
 HH Income: \$23,641
 FM Share: 94.64

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WIGY-F	23/17.3	19.3	17.9	1. WIGY-F	39/512	1. WABK-F	310
2. WABK-F	21/15.8	15.2	15.4	2. WKCG-F	35/374	2. WIGY-F	296
3. WKCG-F	19/14.3	13.8	25.0	3. WABK-F	27/412	3. WKCG-F	201
4. WRDO-F+	11/ 8.3	2.1	1.3	4. WRDO-F+	18/220	4. WRDO-F+	170
5. WHOM-F	9/ 6.8	11.0	5.1	5. WBLM-F	17/222	5. WHOM-F	150
6. WKZS-F	5/ 3.8	.7	1.9	6. WHOM-F	15/254	6. WDBX-F	114
7. WDBX-F	4/ 3.0	.7	.6	WPOR-F	15/176	7. WGAN-F	95
WBLM-F	4/ 3.0	5.5	7.7	8. WKZS-F	12/165	8. WWMR-F	87
9. WTVL	3/ 2.3	2.8	1.3	9. WTOS-F	10/172	9. WBLM-F	86
WPOR-F	3/ 2.3	.7	1.3	10. WQCB-F	7/109	WKZS-F	86
WABK	3/ 2.3	1.4	1.9				

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WABK-F	1. WKCG-F	1. WIGY-F	1. WIGY-F	1. WIGY-F
2. WKCG-F	2. WIGY-F	2. WABK-F	2. WABK-F	2. WKCG-F
3. WIGY-F	3. WABK-F	WKCG-F	3. WKCG-F	3. WABK-F
4. WRDO-F+	4. WRDO-F+	4. WRDO-F+	WHOM-F	4. WABK
		WBLM-F		WRDO-F+

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WIGY-F	1. WABK-F	1. WABK-F	1. WKCG-F
2. WABK-F	2. WIGY-F	2. WKCG-F	2. WABK-F
3. WKCG-F	3. WKCG-F	WIGY-F	3. WHOM-F
4.	4. WRDO-F+	4. WRDO-F+	4. WRDO-F+
	WKZS-F		

OTHER RATED STATIONS/METRO SHARE

WWMR-F	96.3	Augusta	1.5
WGAN-F	102.9	Portland	1.5
WQCB-F	106.5	Brewer	1.5
WTOS-F	105.1	Bangor	.8

RADIO STATIONS

WABK, 1280, 5 KW (DA-N)	, COUNTRY	,\$ 10.00	(Weiss)	(GARDINER)	D. Walsh
WTVL, 1490, 1 KW	, AC	ABC-E,\$ 11.00	(----)	(WATERVILLE)	D. Brown
WABK-F, 104.3, 50 KW @ 400,	CONTEMP	ABC-I,\$ 22.00	(Weiss)	(GARDINER)	D. Walsh
WDBX-F, 98.5, 50 KW @ 373,	AC	ABC-E,\$ NA	(----)	(WATERVILLE)	D. Brown
WKCG-F, 101.3, 50 KW @ 315,	COUNTRY	US I,\$ 17.00	(NE Spot)	(AUGUSTA)	J. Bent
WRDO-F, 92.3, 50 KW @ 500,	AC	NBC,US 2,\$ 15.00	(Savalli)	(AUGUSTA)	D. Hyatt
WWMR-F, 96.3, 63 KW @ 1440,	CHR	,\$ 15.00	(Roslin)	(RUMFORD)	P. Dalton
WQCB-F, 106.5, 100 KW @ 715,	COUNTRY	,\$ NA	(----)	(BREWER)	K. Dolley

Other stations - See Portland in Spring '86 American Radio

BANGOR, ME

MSA Rank/Pop: 335/83,200
 Average Person Rating: 14.7
 Market TSL: 19.1 hours
 Stations: 11/11

Diaries: 241/282:1
 Sample Target: 250
 % Below Line: -0-
 % Not Listed: 17

Retail \$: .89 Billion
 HH Income: \$22,858
 FM Share: 74.70

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WABI	14/14.0	5.3	10.6	1. WKSQ-F	58/778	1. WWFX-F	191
2. WKSQ-F	12/12.0	5.3	2.9	2. WBGW-F	43/419	2. WKSQ-F	181
WWFX-F	12/12.0	---	---	3. WWFX-F	42/480	3. WABI	170
4. WBGW-F	9/ 9.0	17.0	17.3	4. WPBC-F	36/340	4. WWMJ-F	124
WPBC-F	9/ 9.0	9.6	11.5	5. WQCB-F	36/391	5. WZON	122
6. WWMJ-F	8/ 8.0	14.9	15.4	6. WWMJ-F	25/402	6. WPBC-F	116
7. WQCB-F	6/ 6.0	---	---	7. WABI	18/254	7. WBGW-F	115
8. WZON	5/ 5.0	12.8	16.3	8. WTOS-F	14/243	8. WGUY-F	112
9. WGUY-F	3/ 3.0	16.0	8.7	9. WZON	8/191	9. WQCB-F	90
WTOS-F	3/ 3.0	1.1	4.8	10. WGUY-F	4/148	10. WTOS-F	45

12+ AMD

1. WABI-F
2. WKSQ-F
3. WWFX-F
4. WPBC-F

12+ MID

1. WWFX-F
2. WABI
- WKSQ-F
4. WBGW-F
- WPBC-F

12+ PMD

1. WWFX-F
2. WKSQ-F
3. WABI
- WBGW-F
- WPBC-F

12+ EVE

1. WABI
2. WWFX-F
3. WBGW-F
4. WKSQ-F

SAT MID

1. WKSQ-F
2. WABI
3. WWFX-F
4. WQCB-F

ADULTS 18-34

1. WKSQ-F
2. WWFX-F
3. WWMJ-F
- 4.

ADULTS 18-49

1. WKSQ-F
2. WWFX-F
- WWMJ-F
4. WQCB-F

ADULTS 25-54

1. WWMJ-F
2. WQCB-F
- WKSQ-F
4. WABI

ADULTS 35+

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

OTHER RATED STATIONS/METRO SHARE

WMLI 1250 Bangor 2.0

RADIO STATIONS

WABI, 910, 5 KW (DA-N) , MOR
 WZON, 620, 5 KW (DA-N) , AC

ABC-I,\$ NA (Torbet)
 NBC,\$ NA (Masla)

Community G. Gonyar
 C. Spruce

WBGW-F, 97.1, 5 KW @ 1228, COUNTRY
 WGUY-F, 100.9, 1 KW @ 484, CHR (?)
 WKSQ-F, 94.5, 50 KW @ 430, CHR
 WPBC-F, 92.9, 15 KW @ 781, BTFL
 WTOS-F, 105.1, 50 KW @ 2420, AOR
 WWFX-F, 104.7, 11 KW @ 1080, CONTEMP
 WWMJ-F, 95.7, 12 KW @ 1029, AC

ABC-E,\$ NA (Torbet)
 ABC-R,\$ 12.00 (Savalli)
 , \$ 22.00 (Roslin)
 , \$ 21.00 (Groskin)
 MBS,\$ 24.00 (Weiss)
 , \$ NA (Mc-Guild)
 CBS-R,\$ 40.00 (HNWH)

Community G. Gonyar
 R. Mooney
 (ELLSWORTH) M. Osborn
 J. Goff
 (SKOWHEGAN) B. MacDonald
 B. Darling
 (ELLSWORTH) H. Dudman

WQCB-F - See Augusta, ME

BATTLE CREEK, MI

MSA Rank/Pop: 261/136,300
 Average Person Rating: 16.0
 Market TSL: 20.9 hours
 Stations: 15/4

Diaries: 322/348
 Sample Target: 310
 % Below Line: 72.1
 % Not Listed: 14.0

Retail \$: .73 Billion
 HH Income: \$26,236
 FM Share: 79.22

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WNWN-F	38/21.2	18.8	18.2	1. WNWN-F	74/817	1. WNWN-F	396
2. WBCK	22/12.3	15.0	15.4	2. WKFR-F	50/777	2. WBCK	326
3. WJXQ-F	21/11.7	15.0	9.1	3. WJFM-F	34/487	3. WJXQ-F	301
4. WMKG-F	16/ 8.9	1.9	2.8	4. WQLR-F	31/370	4. WKFR-F	244
5. WKFR-F	9/ 5.0	12.5	8.3	5. WBCK	23/362	5. WMKG-F	222
6. WIBM-F	7/ 3.9	3.1	.8	6. WJXQ-F	23/378	6. WIBM-F	142
WITL-F	7/ 3.9	.6	.8	7. WOOD-F	19/286	7. WVIC-F	119
WMMQ-F	7/ 3.9	---	---	8. WMKG-F	18/255	8. WKNR	110
9. WJR	5/ 2.8	.6	1.6	9. WIBM-F	15/274	9. WQLR-F	94
WOOD-F	5/ 2.8	4.4	6.3	10. WITL-F	7/ 82	10. WOOD-F	93
WQLR-F	5/ 2.8	3.1	3.2	WMMQ-F	7/ 67		

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WNWN-F	1. WNWN-F	1. WNWN-F	1. WJXQ-F	1. WNWN-F
2. WBCK	2. WBCK	2. WJXQ-F	2. WBCK	2. WJXQ-F
3. WJXQ-F	3. WMKG-F	3. WMKG-F	3. WNWN-F	3. WMKG-F
4. WMKG-F	4. WJXQ-F	4. WBCK	4. WMKG-F	4. WIBM-F

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WJXQ-F	1. WNWN-F	1. WNWN-F	1. WNWN-F
2. WMKG-F	2. WJXQ-F	2. WMKG-F	2. WBCK
3. WMMQ-F	3. WMKG-F	3. WBCK	3. WMKG-F
4. WIBM-F	4. WBCK	4. WJXQ-F	4. WITL-F
WNWN-F			WOOD-F

OTHER RATED STATIONS/METRO SHARE

WELL	1260	Albion	1.1
WKNR	1400	Battle Creek	1.7
WJFM	93.7	Grand Rapids	1.1
WVK-F	94.9	East Lansing	2.8

RADIO STATIONS

WBCK, 930,	5 KW/1 KW (DA-2),	MOR	NBC-T,NBC,\$ 24.00	(Masla)	Nat Sibbold
WKNR, 1400,	1 KW (DA-1)	, AC	US 1,\$ 16.00	(Eastman)	Dave Hicks
WMKG-F, 95.3,	3 KW @	270, AC	NBC,US 2,\$ NA	(Republic)	Liggett

Other stations - See Kalamazoo, Grand Rapids or Lansing in Spring '86 edition of American Radio

BECKLEY, WV

MSA Rank/Pop: NA/72,000 (12+)
 Average Person Rating: 15.8
 Market TSL: 22 hours
 Stations: 10/8

Diaries: 288/250:1
 Sample Target: 250
 % Below Line: 4
 % Not Listed: 12.2

Retail \$: .49 Billion
 HH Income: \$21,957
 FM Share: 58%

<u>12+ METRO</u>	<u>1/4 / SHARE</u>	<u>SPG</u> 85	<u>SPG</u> 84	<u>12+ TSA</u>	<u>1/4 / CUME</u>	<u>12+ METRO</u>	<u>CUME</u>
1. WJLS	36/31.6	16.5	22.1	1. WJLS	45/453	1. WJLS	317
2. WCIR-F	25/21.9	33.0	20.4	2. WTNJ-F	41/401	2. WCIR-F	253
3. WTNJ-F	15/13.2	16.5	16.8	3. WCIR-F	40/483	3. WTNJ-F	165
4. WBKW-F	8/ 7.0	6.1	2.7	4. WOAY-F	24/301	4. WOAY-F	109
5. WOAY-F	6/ 5.3	7.8	13.3	5. WBKW-F	23/267	5. WWRN	102
6. WWRN	5/ 4.4	2.6	7.1	6. WQBE-F	10/173	6. WBKW-F	94
7. WBES-F	3/ 2.6	---	2.7	7. WWRN	8/133	7. WQBE-F	44
8. WOAY	1/ .9	---	1.8	8. WBES	3/ 33	8. WCIR	37
9. WQBE-F	1/ .9	---	---	9. WOAY	2/ 77	9. WOAY	31
10.				10.		10. WBES	28

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WJLS	1. WJLS	1. WJLS	1. WJLS	1. WJLS
2. WCIR-F+	2. WCIR-F+	2. WCIR-F+	2. WCIR-F	2. WCIR-F+
3. WTNJ-F	3. WTNJ-F	3. WBKW-F	3. WTNJ-F	3. WOAY-F
4. WBKW-F	4. WBKW-F	4. WTNJ-F	4. WOAY-F	4. WTNJ-F

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WCIR-F	1. WCIR-F	1. WJLS	1. WJLS
2. WJLS	2. WJLS	2. WTNJ-F	2. WTNJ-F
3. WTNJ-F	3. WTNJ-F	3. WCIR-F	3. WBKW-F
4. WOAY-F	4. WOAY-F	4. WBKW-F	4. WWRN

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WJLS, 560, 5 KW/500 W (DA-N), COUNTRY	CBS,\$ 10.00 (Savalli)	Nancy Smith
WWRN, 620, 1 KW/500 W (DA-N), AC	ABC-C,\$ 10.00 (Katz)	A. Martine
WBKW-F, 99.5, 34 KW @ 1050, RELIGION	CBS,\$ 6.00 (Regional)	Bill O'Brien
WCIR-F, 103.7, 5 KW @ 1485, CONTEMP	NBC,\$ NA (S. Katz)	
WOAY-F, 94.1, 26 KW @ 650, CHR	US 1,\$ 11.00 (----)	Leah Thomas
WTNJ-F, 105.9, 50 KW @ 500, COUNTRY	ABC-E,\$ NA (----) (MOUNT HOPE)	A. Gonzalez

WBES, WQBE - See Charleston in Spring '86 American Radio

BIG SPRING, TX

MSA Rank/Pop: NA/26,800
 Average Person Rating: 11.2
 Market TSL: 15.2 hours
 Stations: 9/4

Diaries: 300/89:1
 Sample Target: 250
 % Below Line: 25.0
 % Not Listed: 6.7

Retail \$: .27 Billion
 HH Income: \$28,826
 FM Share: 32.14%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84
1. KBST	10/33.3	27.3	38.7
2. KBYG	4/13.3	15.2	12.9
KWKI-F	4/13.3	12.1	12.9
4. KKIK	3/10.0	3.0	---
5. KBAT-F	2/ 6.7	---	---
KWEL	2/ 6.7	6.1	12.9
7. KNFM-F	1/ 3.3	6.1	---
KODM-F	1/ 3.3	6.1	---
KUFO-F	1/ 3.3	18.2	12.9
10.			

12+ TSA	1/4 / CUME
1. KBST	10/128
2. KWKI-F	5/ 59
3. KBYG	4/ 67
KNFM-F	4/ 50
5. KKIK	3/ 46
6. KBAT-F	2/ 31
KODM-F	2/ 25
KWEL	2/ 11
9. KUFO-F	1/ 40
10.	

12+ METRO	CUME
1. KBST	124
2. KBYG	66
3. KWKI-F	58
4. KKIK	45
5. KUFO-F	38
6. KNFM-F	32
7. KBAT-F	26
8. KODM-F	12
9. KWEL	10
10.	

12+ AMD

1. KBST
2. KWKI-F
3. KBYG
- KKIK

12+ MID

1. KBST
2. KWKI-F
3. KBYG
- KKIK

12+ PMD

1. KBST
2. KWKI-F
3. KBYG
- KBAT-F

12+ EVE

1. KBST
2. KBAT-F
3. KNFM-F
- 4.

SAT MID

1. KWKI-F
2. KBST
3. KBYG
4. KKIK
- KBAT-F

ADULTS 18-34

1. KBST
- KWKI-F
3. KKIK
- KBAT-F

ADULTS 18-49

1. KBST
2. KWKI-F
3. KBYG
4. KKIK
- KBAT-F

ADULTS 25-54

1. KBST
2. KBYG
- KWKI-F
4. KKIK

ADULTS 35+

1. KBST
2. KBYG
- 3.
- 4.

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KBST, 1490, 1 KW	, CONTEMP	ABC-E, \$ 16.00	(Riley)	D. Wrinkle
KBYG, 1400, 1 KW	, COUNTRY	Trans, CBS, \$ NA	(Savalli)	R. Taylor
KKIK, 1270, 1 KW (DAYS)	, COUNTRY	MBS, \$ 13.00	(Miller)	D. Ziebell
KWKI-F, 95.3, 1.8 KW @ 300, AC		MBS, \$ 13.00	(Miller)	D. Ziebell

Other ranked stations - See Midland - Odessa

BILOXI-GULFPORT, MS

MSA Rank/Pop: 203/197,500
 Average Person Rating: 16.4
 Market TSL: 22.5 hours
 Stations: 17/8

Diaries: 361/443:1
 Sample Target: 370
 % Below Line: 26.4
 % Not Listed: 13.4

Retail \$: 1.05 Billion
 HH Income: \$25,679
 FM Share: 76.21%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WQID-F	47/17.9	24.0	21.6	1. WQID-F	82/1123	1. WQID-F	683
2. WQFX-F	29/11.1	10.2	2.0	2. WPMO-F	38/ 431	2. WZKX-F	378
3. WGCM-F	27/10.3	6.7	6.5	3. WQFX-F	30/ 328	3. WQFX-F	310
4. WLTS-F	20/ 7.6	2.7	8.2	4. WGCM-F	28/ 232	4. WGCM-F	211
5. WZKX-F	18/ 6.9	8.9	7.9	5. WVMi	27/ 351	5. WVMi	205
6. WVMi	15/ 5.7	9.8	12.3	6. WLTS-F	22/ 200	6. WLTS-F	144
7. WTAM	14/ 5.3	8.0	5.1	7. WZKX-F	20/ 458	7. WTAM	138
8. WROA	13/ 5.0	3.6	2.7	8. WNOE-F	20/ 170	8. WROA	137
9. WPMO-F	10/ 3.8	1.3	1.4	9. WROA	16/ 159	9. WRNO-F	122
10. WNOE-F	9/ 3.4	.9	1.0	10. WTAM	14/ 149	10. WPMO-F	114

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. WGCM-F	2. WGCM-F	2. WQFX-F	2. WQFX-F	2. WGCM-F
3. WVMi	3. WQFX-F	3. WGCM-F	3. WTAM	3. WQFX-F
4. WQFX-F	4.	4. WLTS-F	4. WLTS-F	4. WLTS-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WQID-F	1. WQID-F	1. WQID-F	1. WGCM-F
2. WQFX-F	2. WGCM-F	2. WGCM-F	WQID-F
3. WGCM-F	WQFX-F	3. WLTS-F	3. WVMi
4. WZKX-F	4. WLTS-F	4. WQFX-F	4. WROA
			WLTS-F

OTHER RATED STATIONS/METRO SHARE

WBND 1490 Biloxi 1.5	WRNO-F 99.5 New Orleans 2.3
WAJY-F 101.9 New Orleans .8	WTIX 690 New Orleans 2.3
WBLX-F 92.9 Mobile .4	WWL 870 New Orleans .8
WBWU-F 95.7 New Orleans 1.5	

RADIO STATIONS

WROA, 1390, 5 KW (DA-2), MOR	US 2,\$ 14.00 (Masla)	M. Dowdy
WTAM, 1240, 1 KW, BLACK	ABC-C,NBN,\$ NA (Durpetti)	Roden M. Stevens
WVMi, 570, 5 KW/1 KW (DA-2), COUNTRY	ABC-E,\$ NA (Mc-Guild)	New South W. Vowell
WGCM-F, 102.3, 3 KW @ 300, COUNTRY	ABC-I,\$ NA (Durpetti)	Roden M. Stevens
WQFX-F, 96.7, 3 KW @ 260, BLACK	,\$ NA (Masla)	D. Steere
WQID-F, 93.7, 100 KW @ 400, CHR	ABC-F,\$ NA (Mc-Guild)	New South W. Vowell
WZKX-F, 107.1, 3 KW @ 300, CHR	,\$ 16.00 (Masla)	M. Dowdy

WPMO - See Pascagoula

Other ranked stations - See New Orleans in Spring '86 American Radio

BISMARCK, ND

MSA Rank/Pop: 331/86,600
 Average Person Rating: 17.8
 Market TSL: 23.6 hours
 Stations: 7/7

Diaries: 283/262:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 7.6

Retail \$: .60 Billion
 HH Income: \$27,919
 FM Share: 59.02%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KYYY-F	35/26.5	25.0	21.4	1. KFYZ	108/1408	1. KFYZ	394
2. KFYZ	30/22.7	24.2	29.4	2. KYYY-F	49/ 527	2. KYYY-F	326
3. KBYZ-F	19/14.4	---	---	3. KBYZ-F	24/ 285	3. KBYZ-F	209
4. KLXX	13/ 9.8	1.7	10.3	4. KBMR	22/ 252	4. KQDY-F	151
5. KQDY-F	12/ 9.1	20.8	6.3	5. KQDY-F	16/ 211	5. KLXX	138
6. KBMR	7/ 5.3	18.3	19.0	6. KLXX	14/ 179	6. KBMR	96
7. KNDR-F	6/ 4.5	2.5	3.2	7. KNDR-F	9/ 103	7. KNDR-F	57
8.				8.		8.	
9.				9.		9.	
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KFYZ	1. KYYY-F	1. KYYY-F	1. KYYY-F	1. KYYY-F
2. KYYY-F	2. KFYZ	2. KFYZ	2. KNDR-F	2. KFYZ
3. KBYZ-F	3. KBYZ-F	3. KBYZ-F	3. KBYZ-F	3. KBYZ-F
4. KQDY-F	4. KLXX	4. KLXX	KQDY-F	4. KLXX

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KYYY-F	1. KYYY-F	1. KFYZ	1. KFYZ
2. KBYZ-F	2. KBYZ-F	2. KBYZ-F	2. KLXX
3. KFYZ	KFYZ	KYYY-F	3. KQDY-F
4. KQDY-F	4. KQDY-F	4. KQDY-F	4.

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KBMR, 1130, 10 KW (DAYS,DA) , COUNTRY	NBC,\$ 30.00 (Mc-Guild)	A. Anderson
KFYZ, 550, 5 KW (DA-N) , AC	ABC-I,\$ NA (Blair)	Meyer B. Bitz
KLXX, 1270, 1 KW (DA-1) , AC	,\$ 15.00 (Torbet)	J. Odney
KBYZ-F, 96.5, 100 KW @ 1000, AC (?)	US I,\$? (Torbet)	J. Odney
KNDR-F, 104.7, 100 KW @ 290, RELIGION	,\$ 5.00 (----)	(MANDAN) S. Winzenberg
KQDY-F, 94.5, 100 KW @ 1090, COUNTRY	ABC-E,\$ 20.00 (Mc-Guild)	A. Anderson
KYYY-F, 92.9, 100 KW @ 1180, CHR	ABC-C,\$ NA (Blair)	B. Bitz

BOULDER, CO

MSA Rank/Pop: 191/214,000
 Average Person Rating: 15.6
 Market TSL: 20.6 hours
 Stations: 22/5

Diaries: 400/468:1
 Sample Target: 380
 % Below Line: 78.0
 % Not Listed: 12.4

Retail \$: 1.52 Billion
 HH Income: 33,402
 FM Share: 66.67%

<u>12+ METRO</u>	<u>1/4 / SHARE</u>	<u>SPG</u> 85	<u>SPG</u> 84	<u>12+ TSA</u>	<u>1/4 / CUME</u>	<u>12+ METRO</u>	<u>CUME</u>
1. KBCO-F	43/14.8	16.2	8.4	1.		1. KBCO-F	488
2. KBPI-F	21/ 7.2	8.6	4.0	2.		2. KBPI-F	330
	KPKE-F 21/ 7.2	4.8	5.8	3.		3. KOA	311
4. KOSI-F	18/ 6.2	11.7	8.4	4.	TSA AND	4. KOSI-F	307
5. KAZY-F	13/ 4.5	3.2	4.4	5.	METRO	5. KOAQ-F	278
	KIMN 13/ 4.5	3.5	6.9	6.	ARE THE	6. KPKE-F	255
	KLZ 13/ 4.5	3.5	3.3	7.	SAME	7. KIMN	203
	KOA 13/ 4.5	5.7	4.0	8.		8. KYGO-F	199
	KVOD-F 13/ 4.5	2.9	3.3	9.		9. KHOW	185
	KYGO-F 13/ 4.5	5.4	5.5	10.		10. KAZY-F	175

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KBCO-F+	1. KBCO-F	1. KBCO-F	1. KPKE-F	1. KBCO-F
2. KOA	2. KOSI-F	2. KPKE-F	2. KBCO-F	2. KPKE-F
3. KBPI-F	3. KBPI-F	3. KAZY-F	3. KOA	3. KOSI-F
4. KYGO-F	4. KIMN	KLZ	KVOD-F	4. KBPI-F
		KOSI-F		

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KBCO-F	1. KBCO-F	1. KBCO-F	1. KOSI-F
2. KBPI-F	2. KBPI-F	2. KIMN	2. KVOD-F
3. KPKE-F	3. KIMN	3. KOSI-F	3. KOA
4. KIMN	4.	4. KHOW	4. KEZW
KAZY-F			

OTHER RATED STATIONS/METRO SHARE

KBCO	1190	Boulder	1.0
KBOL	1490	Boulder	1.7
KLMO	1060	Longmont	1.0
KHIH-F	94.7	Boulder	.7
KEZW	1430	Aurora	3.4
KHOW	630	Denver	3.8
KLSC	1090	Aurora	2.4
KMJI-F	100.3	Denver	1.0
KOAQ-F	103.5	Denver	3.8
KRXY-F	107.5	Lakewood	1.4
KRZN	1150	Englewood	2.4
KTCL-F	93.3	Ft. Collins	2.7

RADIO STATIONS

For all ranked stations - See Denver in Spring '86 American Radio

BOZEMAN, MT

MSA Rank/Pop: NA/41,500
 Average Person Rating: 13.0
 Market TSL: 17.4 hours
 Stations: 5/5

Diaries: 254/163:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 22.2

Retail \$: .33 Billion
 HH Income: \$21,235
 FM Share: 47.62%

<u>12+ METRO</u>	<u>1/4 / SHARE</u>	<u>SPG</u> 85	<u>SPG</u> 84	<u>12+ TSA</u>	<u>1/4 / CUME</u>	<u>12+ METRO</u>	<u>CUME</u>
1. KBOZ-F	20/37.0	25.0	23.6	1. KBOZ-F	25/291	1. KBOZ-F	218
2. KBOZ	7/13.0	16.7	20.0	2. KBOZ	12/159	2. KBOZ	105
3. KBMN	6/11.1	10.0	9.1	3. KBMN	6/ 79	3. KBMN	77
4. KGVW	5/ 9.3	3.3	3.6	KGVW	6/ 54	4. KXXL	65
5. KXXL	4/ 7.4	15.0	14.5	5. KXXL	4/ 81	5. KGVW	41
6.				6.		6.	
7.				7.		7.	
8.				8.		8.	
9.				9.		9.	
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KBOZ-F	1. KBOZ-F	1. KBOZ-F	1. KBOZ-F	1. KBOZ-F
2. KBOZ	2. KBOZ	2. KBOZ	2. KGVW	2. KBMN
3. KXXL	3. KBMN	3. KXXL	3. KBOZ	KBOZ
4. KBMN	4. KGVW	4. KGVW	KXXL	KXXL
KGVW				

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KBOZ-F	1. KBOZ-F	1. KBOZ-F	1. KBMN
2. KBOZ	2. KBOZ	2. KBOZ	2. KBOZ
3. KXXL	3. KBMN	3. KBMN	KGVW
4. KBMN	4. KXXL	KXXL	4. KBOZ-F
KGVW			KXXL

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KBMN, 1230, 1 KW	, MOR	ABC-I, \$ 15.00	(Eastman)	L. Kehl	
KBOZ, 1090, 5 KW (DA-N)	, COUNTRY	NBC, \$ 14.00	(Mc-Guire)	W. Reier	
KBVW, 630, 1 KW (DAYS,DA)	, RELIGION	MBS, \$ 7.50	(----)Enterprise(BELGRADE)	M. Brashear	
KXXL, 1450, 1 KW	, COUNTRY	APR, \$ 10.00	(Market 4)	L. Bronken	
KBOZ-F, 93.7, 100 KW @ 248, CHR				CBS-R, \$ 15.00 (Moore)	W. Reier

BURLINGTON, VT

MSA Rank/Pop: 288/120,700
 Average Person Rating: 15.2
 Market TSL: 19.9 hours
 Stations: 13/9

Diaries: 347/307:1
 Sample Target: 290
 % Below Line: 13.0
 % Not Listed: 14.8

Retail \$: .97 Billion
 HH Income: \$31,972
 FM Share: 68.12%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WXXX-F	34/21.0	23.9	28.4	8.8	---	1. WXXX-F	89/1084	1. WXXX-F	494
2. WQCR-F	17/10.5	8.4	9.1	21.2	21.4	2. WGFB-F	54/ 703	2. WQCR-F	298
3. WDOT	16/ 9.9	4.5	6.3	3.5	1.7	3. WLFE-F	32/ 293	3. WEZF-F	210
4. WEZF-F	14/ 8.6	12.9	11.4	11.8	9.8	4. WEZF-F	30/ 467	4. WGFB-F	206
5. WJOY	13/ 8.0	8.4	8.5	6.5	12.1	5. CHOM-F	25/ 303	5. WDOT	167
6. WLFE-F	9/ 5.6	1.3	2.8	2.9	5.8	6. WQCR-F	24/ 494	6. WVMT	161
WGFB-F	9/ 5.6	1.3	.6	9.4	7.5	7. WDOT	17/ 246	7. WJOY	121
8. WVMT	7/ 4.3	6.5	5.7	11.2	10.4	8. WIZN-F	16/ 210	8. WIZN-F	105
9. WIZN-F	5/ 3.1	8.4	5.1	4.1	4.0	WJOY	16/ 189	9. WLFE-F	97
WKLZ-F	5/ 3.1	---	---	---	---	10. WVMT	14/ 313	10. CHOM	95
CHOM-F	5/ 3.1	1.3	2.8	5.3	4.6				

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

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

OTHER RATED STATIONS/METRO SHARE

WCVM-F 100.9 Middlebury .6
 WKDR 1070 Plattsburgh 1.9

RADIO STATIONS

WDOT, 1390, 5 KW (DA-1)	, COUNTRY NBC-T,ABC-E,\$ 12.00 (Savalli)	W. Hunter
WJOY, 1230, 1 KW	, NOSTALGIA CBS,\$ NA (Chrsital)	Hall P. Battaini
WVMT, 620, 5 KW (DA-2)	, MOR NBC,\$ 30.00 (Mc-Guild)	Goldman P. Goldman
WEZF-F, 92.9, 36 KW @ 2703, BTFL/EZ	,\$ 46.00 (Blair)	Knight T. Pierce
WIZN-F, 106.3, 710 W @ 550, AOR	,\$ NA (MMR)	(VERGENNES) A. LaVigne
WKLZ-F, 92.1, 818 W @ 500, ?	,\$ NA (----)	
WLFE-F, 102.3, 440 W @ 800, COUNTRY	MBS,\$ NA (S. Katz)	(ST. ALBANS) D. Kimel
WQCR-F, 98.9, 50 KW @ 310, CHR	,\$ NA (Christal)	Hall P. Battaini
WXXX-F, 95.3, 3 KW @ 225, CONTEMP	,\$ NA (HNWH)	J. Hughes
WGFB-F, 99.9, 10 KW @ 780, CHR	,\$ NA (Roslin)(PLATTSBURG, NY)	G. Bissell

CAPE COD, MA

MSA Rank/Pop: NA/153,800 (12+)
 Average Person Rating: 18.8
 Market TSL: 24.7 hours
 Stations: 18/8

Diaries: 412/373:1
 Sample Target: 340
 % Below Line: 35.1
 % Not Listed: 15.2

Retail \$: 1.71 Billion
 HH Income: \$28,608
 FM Share: 83.67%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WQRC-F	62/21.5	20.8	19.1	20.8	17.0	1. WQRC-F	67/505	1. WQRC-F	483
2. WKPE-F+	35/12.1	8.2	11.0	8.2	13.4	2. WKPE-F+	37/371	2. WKPE-F+	333
3. WCOD-F	19/ 6.6	5.2	8.1	10.4	10.2	3. WCOD-F	19/330	3. WCOD-F	318
4. WRKO	17/ 5.9	1.9	2.6	2.6	2.8	4. WRKO	17/155	4. WCIB-F	306
5. WCIB-F	15/ 5.2	7.8	9.7	10.0	8.1	5. WCIB-F	16/310	5. WPLM-F	192
6. WBCN-F	14/ 4.8	1.9	3.2	2.2	2.5	6. WMVY-F	14/142	6. WRKO	152
7. WBZ	12/ 4.2	1.5	1.3	2.2	2.8	WBCN-F	14/144	7. WBCN-F	144
8. WPLM-F	11/ 3.8	3.7	4.9	5.2	2.1	8. WXJY-F	12/167	8. WJFK-F	143
9. WHJY-F	10/ 3.5	7.1	5.5	4.1	2.5	WBZ	12/145	9. WBZ	141
10. WJFK-F	9/ 3.1	5.9	2.9	3.3	7.1	WHJY-F	12/152	10. WHJY-F	137

12+ AMD

1. WQRC-F
2. WCOD-F
3. WKPE-F+
4. WCIB-F

12+ MID

1. WQRC-F
2. WKPE-F+
3. WCOD-F
4. WRKO

12+ PMD

1. WQRC-F
2. WKPE-F+
3. WCOD-F
4. WRKO

12+ EVE

1. WKPE-F
2. WQRC-F
3. WCIB-F
4. WRKO

SAT MID

1. WQRC-F
2. WKPE-F+
3. WBCN-F
- 4.

ADULTS 18-34

1. WKPE-F+
2. WBCN-F
3. WCOD-F
4. WMVY-F

ADULTS 18-49

1. WKPE-F+
2. WCOD-F
3. WBCN-F
4. WQRC-F

ADULTS 25-54

1. WQRC-F
2. WCOD-F
3. WKPE-F+
- WCIB-F

ADULTS 35+

1. WQRC-F
2. WRKO
3. WCIB-F
- WBZ

OTHER RATED STATIONS/METRO SHARE

WMVY-F	92.7	Falmouth	2.4
WOCB	1240	W. Yarmouth	1.7
WXJY-F	96.3	Hyannis	2.4
WEEI	590	Boston	1.4
WJIB-F	96.9	Boston	2.1
WMYS-F	98.1	New Bedford	2.4
WPLM	1390	Plymouth	.7
WZOU-F	94.5	Boston	1.0

RADIO STATIONS

WCIB-F	, 101.9,	50 KW @	280,	CONTEMP	ABC-D,\$	NA	(Katz) Justice (FALMOUTH)	R. Doucette
WCOD-F	, 106.1,	50 KW @	450,	AC	APR,\$	23.00	(Blair)	(HYANNIS) J. Madden
WJFK-F	, 94.9,	50 KW @	245,	BTFL	NBC,\$	26.00	(----)	(W. YARMOUTH) T. LaGrutta
WKPE-F+	, 104.7,	50 KW @	500,	CHR	MBS,\$	43.00	(Mc-Guild)	(ORLEANS) D. Shackett
WMVY-F	, 92.7,	3 KW @	300,	AOR (?)	MBS,\$	25.00	(NE SPOT)	(TISBURY)
WQRC-F	, 99.9,	50 KW @	445,	BTFL/VARIETY	UPI,\$	40.00	(Torbet)	(BARNSTABLE) G. Bone
WXJY-F	, 96.3,	50 KW @	405,	CONTEMP	Trans,\$	NA	(Mc-Guild)	(NANTUCKET) B. Harris

Other ranked stations - See Boston or Providence in Spring '86 American Radio

CAPE MAY, NJ

MSA Rank/Pop: NA/84,100 (12+)
 Average Person Rating: 16.3
 Market TSL: 22.8 hours
 Stations: 18/5

Diaries: 311/270:1
 Sample Target: 250
 % Below Line: 64.3
 % Not Listed: 18.2

Retail \$: .74 Billion
 HH Income: \$27,044
 FM Share: 82.14%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WWOC-F	19/13.9	11.0	13.8	1.		1. WWOC-F	167
2. WMGM-F	12/ 8.8	13.2	5.9	2.		2. WMGM-F	146
3. WMMR-F	11/ 8.0	8.1	1.3	3.		3. WMMR-F	123
WBNJ-F	11/ 8.0	---	---	4.	METRO AND	4. WBNJ-F	114
5. WFPG-F	9/ 6.6	4.4	3.9	5.	TSA ARE	5. WCMC	88
6. WDSF-F	8/ 5.8	3.7	3.3	6.	THE SAME	6. KYW	78
7. WSLT-F	6/ 4.4	5.1	7.9	7.		WFPG-F	78
WMID	6/ 4.4	5.1	2.6	8.		WSLT-F	78
9. WIP	5/ 3.6	---	---	9.		9. WMID	69
WNBR-F	5/ 3.6	8.1	8.6	10.		10. WEAZ-F	67

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WWOC-F	1. WWOC-F	1. WMGM-F	1. WMGM-F	1. WWOC-F
2. WBNJ-F	2. WBNJ-F	2. WWOC-F	WWOC-F	2. WMGM-F
3. WMMR-F	3. WMMR-F	3. WMMR-F	3. WMMR-F	3. WMMR-F
4. WMGM-F	4. WMGM-F	4. WNBR-F	4.	4. WFPG-F
		WBNJ-F		

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WMGM-F	1. WMGM-F	1. WBNJ-F	1. WWOC-F
2. WMMR-F	2. WMMR-F	2. WMGM-F	2. WBNJ-F
3.	3. WBNJ-F	3. WSLT-F	3. WFPG-F
4.	4. WDSF-F	4. WDSF-F	4. WDSF-F
	WSLT-F		WMID

OTHER RATED STATIONS/METRO SHARE

WCMC	1230	Wildwood	2.9	WCAU	1210	Philadelphia	1.5
WDVR-F	98.3	Ocean City	.7	WEAZ-F	101.1	Philadelphia	2.9
KYW	1060	Philadelphia	2.2	WKHI-F	99.9	Ocean City	.7
WAYV-F	95.1	Atlantic City	2.9	WLQE-F	99.3	Pleasantville	.7

RADIO STATIONS

WCMC, 1230, 1 KW	, CONTEMP	MBS,\$ 13.50	(Dome)	(WILDWOOD) W. Wotring
WBNJ-F, 105.5, 3 KW @ 300, AC		, \$ 10.00	(Masla)	(CAPE MAY) D. Klahr
WNBR-F, 100.7, 20 KW @ 330, AC		MBS,\$ 14.00	(Dome)	(WILDWOOD) W. Wotring
WWOC-F, 94.3, 3 KW @ 300, BTFL/EZ		APR,\$ 17.00	(Weiss)	(AVALON) L. Keene

Other ranked stations - See Philadelphia, Atlantic City or Wilmington in Spring '86 American Radio

CHARLOTTESVILLE, VA

MSA Rank/Pop: 291/120,200
 Average Person Rating: 12.8
 Market TSL: 17.3 hours
 Stations: 11/8

Diaries: 281/374:1
 Sample Target: 290
 % Below Line: 5.1
 % Not Listed: 26.9

Retail \$: .84 Billion
 HH Income: \$29,848
 FM Share: 51.02%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WINA	26/19.4	14.5	13.0	1. WWWV-F	28/510	1. WWWV-F	367
2. WWWV	19/14.2	15.2	10.7	2. WINA	26/347	2. WINA	315
3. WKAV	15/11.2	9.0	9.9	3. WQMC-F	17/207	3. WCHV	198
4. WQMC-F	13/ 9.7	9.0	6.9	4. WKAV	15/141	4. WQMC-F	168
5. WJLT-F	9/ 6.7	6.2	5.3	5. WJLT-F	11/174	5. WUVA-F	161
6. WCHV	7/ 5.2	17.9	13.0	6. WCHV	9/227	6. WJLT-F	145
7. WUVA-F	3/ 2.2	2.1	6.9	WVJZ-F	9/149	7. WKAV	134
8. WRVQ-F	2/ 1.5	2.1	3.1	8. WRVQ-F	6/151	8. WLSA-F	65
WVJZ	2/ 1.5	---	---	9. WTVR-F	5/145	9. WVJZ-F	49
10. WTVR-F	1/ .7	---	---	10. WLSA-F	4/141	10. WRUQ-F	42
WLSA-F	1/ .7	2.8	---	WUVA-F	4/167		

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

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

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WCHV, 1260, 5 KW/1 KW (DA-2), MOR	ABC-D,\$ 33.00 (Masla)	M. Ludgate
WINA, 1070, 5 KW (DA-N), AC/URBAN	CBS,\$ 26.00 (Market 4)	C. Rosse
WKAV, 1400, 1 KW, COUNTRY	APR,\$ 13.00 (----)	
WJLT-F, 102.3, 2 KW @ 400, AC	NBC,\$ 14.00 (Savalli)	(CROZET) J. Beail
WLSA-F, 105.5, 3 KW @ 300, COUNTRY	ABC-E,\$ 8.00 (----)	(LOUISA) J. Watt
WQMC-F, 95.3, 3 KW @ 190, BTFL	CBS,\$ 23.00 (Market 4)	C. Rosse
WUVA-F, 92.7, 220 KW @ 900, AOR	,\$ 10.00 (----)	A. Wagman
WWWV-F, 97.5, 50 KW @ 450, CHR	US I,\$ 33.00 (Masla)	M. Ludgate
WVJZ-F, 96.7, 2.7 KW @ 323, AC	,\$ 8.00 (----)	(ORANGE) D. Solomon

WRVQ, WTVR - See Richmond in Spring '86 American Radio

CHEYENNE, WY

MSA Rank/Pop: 344/73,100
 Average Person Rating: 14.9
 Market TSL: 19.5 hours
 Stations: 9/8

Diaries: 269/222:1
 Sample Target: 250
 % Below Line: 7.2
 % Not Listed: 22.5

Retail \$: .54 Billion
 HH Income: \$28,747
 FM Share: 59.42%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KFBC	14/15.7	10.3	13.3	1. KKAZ-F	16/209	1. KKAZ-F	190
KKAZ-F	14/15.7	21.6	22.9	2. KFBC	14/145	2. KFBQ-F	170
3. KLEN-F	11/12.4	13.4	13.3	3. KLEN-F	11/144	3. KFBC	145
4. KFBQ-F	10/11.2	4.1	4.8	4. KFBQ-F	10/170	4. KLEN-F	144
5. KUUY	7/ 7.9	12.4	15.2	5. KUUY	7/117	5. KUUY	116
6. KRQU-F	5/ 5.6	6.2	6.7	6. KRQU-F	5/ 80	6. KRQU-F	74
KIMN	5/ 5.6	3.1	1.9	KIMN	5/ 52	7. KCGY-F	63
8. KRAE	2/ 2.2	4.1	---	8. KRAE	2/ 31	8. KIMN	52
9. KCGY-F	1/ 1.1	4.1	5.7	9. KCGY-F	1/ 71	9. KRAE	31
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KFBC	1. KKAZ-F	1. KKAZ-F	1. KLEN-F	1. KKAZ-F
2. KKAZ-F	2. KFBC	2. KFBC	KFBQ-F	2. KFBQ-F
3. KUUY	3. KRQU-F	3. KLEN-F	3. KKAZ-F	3. KFBC
4. KLEN-F	4. KLEN-F	4. KFBQ-F	4. KFBC	4. KFQU-F KUUY

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KKAZ-F	1. KKAZ-F	1. KKAZ-F	1. KFBC
2. KFBQ-F	2. KFBQ-F	2. KFBC	2. KLEN-F
KRQU-F	3. KLEN-F	3. KUUY	3. KUUY
KIMN	KUUY	4. KFBQ-F	4.

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KFBC, 1240, 1 KW, MOR, ABC-I, \$ 10.00 (Eastman) K. Jones
 KRAE, 1480, 1 KW (DAYS), NOST US I, US 2, \$ 7.00 (----) T. Bauman
 KUUY, 870, 10 KW/1 KW (DA-N), COUNTRY, CBS, \$ NA (Torbet) Mesa W. Boller

KCGY-F, 95.1, 100 KW @ 1070, COUNTRY, \$ 9.50 (Eastman) Gowdy (LARAMIE) A. Hoefer
 KFBQ-F, 97.9, 100 KW @ 580, CHR, ABC-C, \$ 13.00 (Eastman) J. Shideler
 KKAZ-F, 100.7, 100 KW @ 490, AC, CBS-R, \$ NA (Torbet) Mesa W. Boller
 KLEN-F, 106.3, 3 KW @ -4, BTFL, \$ 12.00 (Masla) P. Noble
 KRQU-F, 102.9, 10 KW @ 1258, AOR, Source, \$ NA (Mc-Guire) (LARAMIE) K. Keating

KIMN - See Denver in Spring '86 American Radio

CHICO, CA

MSA Rank/Pop: 231/161,800
 Average Person Rating: 15.8
 Market TSL: 21.4 hours
 Stations: 19/8

Diaries: 343/419:1
 Sample Target: 330
 % Below Line: 30.7
 % Not Listed: 16.7

Retail \$: .93 Billion
 HH Income: \$22,490
 FM Share: 68.78%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KNVR-F	21/ 9.3	1.9	2.1	1. KPAY-F	37/414	1. KPAY	302
KPAY-F	21/ 9.3	10.6	7.7	2. KNVR-F	28/377	2. KNVR-F	280
KRFD-F	21/ 9.3	13.0	5.1	3. KHSL	27/312	3. KRFD-F	263
4. KFMF-F	17/ 7.5	5.8	9.0	4. KFMF-F	26/326	4. KPAY-F	249
KHSL	17/ 7.5	4.8	7.3	5. KPAY	24/461	5. KFMF-F	229
6. KPAY	14/ 6.2	6.8	7.3	KRFD-F	24/332	6. KHSL	192
KGO	14/ 6.2	3.4	6.0	7. KSHA-F	20/299	7. KGO	184
8. KRIJ-F	11/ 4.8	5.3	7.7	8. KGO	18/286	8. KFBK	159
9. KFBK	10/ 4.4	2.9	3.0	9. KFBK	16/230	9. KCTC-F	144
10. KEWE-F	9/ 4.0	1.9	2.1	10. KRIJ-F	12/722	10. KEWE-F	142

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KNVR-F	1. KPAY-F	1. KNVR-F	1. KRFD-F	1. KRFD-F+
2. KFBK	2. KHSL	2. KRFD-F+	2. KCTC-F	2. KFMF-F
3. KRFD-F+	KNVR-F	3. KPAY-F	3. KFMF-F	3. KPAY-F
4. KNVR-F	4. KFMF-F	4. KHSL	KFBK	4. KNVR-F
KHSL				

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KFMF-F	1. KFMF-F	1. KNVR-F	1. KPAY-F
2. KNVR-F	KNVR-F	2. KHSL	2. KHSL
3. KRFD-F	3. KRFD-F	3. KPAY	3. KGO
4. KRIJ-F	4. KHSC	4. KRFD-F	4. KFBK
KPAY		KRIJ-F	

OTHER RATED STATIONS/METRO SHARE

KCTC-F	96.1	Sacramento	3.1	KSFM-F	102.5	Woodland	1.8
KDFC-F	102.1	San Francisco	1.3	KSHA-F	104.3	Redding	13.
KFIA	710	Carmichael	.9	KXOA-F	107.9	Sacramento	1.3
KHYL-F	101.1	Auburn	1.3	KZAP-F	98.5	Sacramento	3.1
KNBR	680	San Francisco	.9				

RADIO STATIONS

KHSL, 1290, 5 KW (DA-N)	, COUNTRY	CBS,\$ 12.00	(Torbet)	D. Shore
KPAY, 1060, 10 KW (DA-N)	, MOR	MBS,\$ 16.00	(Katz)	Pacific NW M. Ivey
KEWE-F, 97.7, 3 KW @ 140, ??		ABC-E,\$ 11.00	(Sand)	(OROVILLE) V. Vecker
KFMF-F, 93.7, 15 KW @ 290, AOR		,\$ 17.00	(Weiss)	J. Kragel
KNVR-F, 96.7, 3 KW @ 285, CHR		Source,\$ 16.00	(Masla)	D. Reichert
KPAY-F, 95.1, 8 KW @ 1170, BTFL/EZ		,\$ 14.00	(Katz)	Pacific NW M. Ivey
KRFD-F, 99.9, 50 KW @ ?, AC		Source,\$ 19.00	(Mc-Guild)	(MARYSVILLE) B. Moore
KRIJ-F, 92.7, 3 KW @ 300, COUNTRY		,\$ 10.00	(Radio Time)	(PARADISE) J. Flood

KSHA - See Redding

Other ranked stations - See Sacramento in Spring '86 American Radio

COLUMBIA, MO

MSA Rank/Pop: 310/107,800
 Average Person Rating: 13.9
 Market TSL: 19.0
 Stations: 8/6

Diaries: 311/300
 Sample Target: 270
 % Below Line: 13.2
 % Not Listed: 18.46

Retail \$: .56 Billion
 HH Income: \$26,223
 FM Share: 78.3%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KFMZ-F	26/20.0	12.1	13.2	1. KFMZ-F	46/585	1. KFMZ-F	369
2. KARO-F	25/19.2	10.1	12.5	2. KARO-F	27/361	2. KARO-F	302
3. KFRU	18/13.8	8.7	14.0	3. KRES-F	26/286	3. KCMQ-F	275
4. KCMQ-F	16/12.3	23.5	25.7	4. KCMQ-F	21/335	4. KFRU	255
5. KWWR-F	11/ 8.5	4.0	3.7	5. KTXY-F	19/309	5. KWWR-F	123
6. KTGR	5/ 3.8	11.4	11.0	6. KFRU	18/231	6. KTXY-F	119
7. KRES-F	3/ 2.3	---	---	7. KWWR-F	16/204	7. KTGR	107
8. KTXY-F	2/ 1.5	8.1	3.7	8. KTGR	5/110	8. KRES-F	74
9.				9.		9.	
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KFRU	1. KARO-F	1. KARO-F	1. KFRU	1. KFMZ-F
2. KFMZ-F	2. KFMZ-F	2. KFMZ-F	2. KARO-F	2. KARO-F
3. KARO-F	3. KCMQ-F	3. KCMQ-F	KCMQ-F	3. KCMQ-F
4. KCMQ-F	4. KFRU	4. KWWR-F	4. KFMZ-F	4. KWWR-F
KWWR-F				

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

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KFRU, 1400, 1 KW	, MOR	ABC-I,\$ 17.00	(MMR)	B. Weaver
KTGR, 1580, 250 W (DAYS)	, COUNTRY	US 2,\$ 13.00	(Gray)	B. Early
KARO-F, 101.7, 3 KW @ 300,	BTFL/EZ	, \$ 21.00	(Weiss)	A. Germond
KCMQ-F, 96.7, 3 KW @ 150,	CHR	US I,\$ 20.00	(Gray)	B. Early
KFMZ-F, 98.3, 2.6 KW @ 350,	CHR/AOR	ABC-R,\$ 21.00	(Tobet) Contemp. Media	T. King
KTXY-F, 106.9, 100 KW @ 600,	AC	, \$ 29.00	(Roslin) (JEFFERSON CITY)	T. Thies
KRES-F, 104.7, 100 KW @ 1019,	COUNTRY	ABC-E,\$ 44.00	(Mc-Guild) (MOBERLY)	
KWWR-F, 95.7, 100 KW @ 992,	COUNTRY	UPI,\$ 21.00	(----) (MEXICO)	J. Johnson

DANVILLE, IL

MSA Rank/Pop: 308/110,700
 Average Person Rating: 15.1
 Market TSL: 20.4 hours
 Stations: 10/5

Diaries: 255/301:1
 Sample Target: 260
 % Below Line: 25.3
 % Not Listed: 9.5

Retail \$: .54 Billion
 HH Income: \$23,651
 FM Share: 74.74%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WIAI-F	29/25.0	19.3	19.2	1. WIAI-F	35/304	1. WDNL-F	259
2. WDNL-F	20/17.2	22.9	20.8	2. WDNL-F	23/310	2. WIAI-F	248
3. WITY	13/11.2	7.3	10.0	3. WITY	14/163	3. WITY	159
4. WDWS-F	12/10.3	7.3	7.5	WAZY-F	14/200	4. WDAN	118
5. WDAN	7/ 6.0	9.2	11.7	5. WDWS-F	13/197	5. WAZY-F	92
6. WAZY-F	6/ 5.2	4.6	2.5	6. WDAN	7/126	6. WDWS-F	87
7. WCDV-F	2/ 1.7	.9	---	7. WLS	4/100	7. WLS	72
8. WGN	2/ 1.7	3.7	1.7	WZZQ-F	4/ 71	8. WCDV-F	45
9. WLS	2/ 1.7	1.8	4.2	9. WCDV-F	3/ 72	9. WGN	43
10. WZZQ	2/ 1.7	2.8	---	10. WGN	2/ 58	10. WZZQ-F	31

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WDNL-F	1. WIAI-F	1. WIAI-F	1. WIAI-F	1. WIAI-F
2. WIAI-F	2. WDWS-F	2. WDNL-F	2. WDNL-F	2. WDNL-F
3. WITY	3. WDNL-F	3. WDWS-F	3. WDAN	3. WITY
4. WDWS-F	4. WITY	4. WDAN	4.	WDWS-F
		WITY		

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WDNL-F	1. WIAI-F	1. WIAI-F	1. WIAI-F
2. WIAI-F	2. WDNL-F	2. WDNL-F	2. WITY
3. WAZY-F	3. WAZY-F	3. WDWS-F	3. WDWS-F
4. WZZQ-F	4.	4.	4. WDAN
WCDV-F			WDNL-F

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WDAN, 1490, 1 KW , MOR/AC US 2,\$ 21.00 (Masla) B. Taylor
 WITY, 980, 1 KW (DA-2) , MOR ABC-C,ABC-I,\$ 23.00 (Unirep) A. Thomann
 WCDV-F, 103.1, 3 KW @ 300, SOFT AC , \$ 13.00 (Market 4) (COVINGTON, IN) G. Green
 WDNL-F, 102.1, 11 KW @ 380, CHR US I,\$ 21.00 (Masla) B. Taylor
 WIAI-F, 99.1, 50 KW @ 500, COUNTRY UPI,\$ 31.00 (HNWH) R. Marlin

WDWS - See Birch report for Champaign
 WAZY - See Lafayette, IN
 WZZQ - See Terre Haute in Spring '86 American Radio
 WGN, WLS - See Chicago in Spring '86 American Radio

DOTHAN, AL

MSA Rank/Pop: 270/130,600
 Average Person Rating: 17.0
 Market TSL: 23.8 hours
 Stations: 13/10

Diaries:
 Sample Target:
 % Below Line: 7.6
 % Not Listed: 8.7

Retail \$: .79 Billion
 HH Income: \$24,342
 FM Share: 85.4%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WKMX-F	36/20.8	21.8	10.8	1. WTVY-F	105/946	1. WKMX-F	347
2. WTVY-F	33/19.1	17.1	24.5	2. WKMX-F	67/641	2. WTVY-F	297
3. WOOF-F	21/12.1	10.0	12.7	3. WOOF-F	32/475	3. WOOF-F	246
4. WLHQ-F	15/ 8.7	5.9	13.7	4. WPAD-F	29/304	4. WLHQ-F	182
WORJ-F	15/ 8.7	5.3	---	5. WORJ-F	25/229	5. WORJ-F	154
6. WOUF	9/ 5.2	4.7	10.8	6. WPFM-F	21/258	6. WOOF	95
7. WOZK	7/ 4.0	2.4	---	7. WLHQ-F	18/295	7. WPFM-F	84
8. WPFM-F	5/ 2.9	2.9	1.0	8. WIZB-F	14/180	8. WRJM-F	71
WRJM-F	5/ 2.9	10.0	---	9. WOOF	13/119	9. WIZB-F	67
10. WAGF	4/ 2.3	.6	2.0	10. WRJM-F	10/153	10. WAGF	55

12+ AMD

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

12+ MID

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

12+ PMD

1. WTVY-F
2. WKMX-F
3. WOOF-F
4. WORJ-F

12+ EVE

1. WKMX-F
2. WORJ-F
3. WLHQ-F
4. WOOF-F

SAT MID

1. WKMX-F
2. WTVY-F
3. WORJ-F
4. WOOF-F

ADULTS 18-34

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

ADULTS 18-49

1. WKMX-F
2. WTVY-F
3. WOOF-F
4. WORJ-F

ADULTS 25-54

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

ADULTS 35+

1. WTVY-F
2. WOOF-F
3. WOZK
4. WOOF

OTHER RATED STATIONS/METRO SHARE

WIZB-F	94.3	Dothan	1.7
WWNJ	1450	Dothan	1.7
WPAP	92.5	Panama City	1.2

RADIO STATIONS

WAGF, 1320,	1 KW (DAYS)	, ?	,\$ 9.00	(----)	F. Johnson
WOOF, 560,	5 KW (DAYS)	, OLDIES	ABC-D,\$ 9.00	(S. Katz)	A. Simpson
WOZK, 900,	1 KW (DAYS)	, MOR	,\$ 5.00	(----)	(OZARK) H. Parrish
WIZB-F, 94.3,	3 KW @ 285,	BLACK	SBN,\$ NA	(----)	(ABBEVILLE) C. Walton
WKMX-F, 106.7,	100 KW @ 1119,	CHR	,\$ NA	(Roslin)	(ENTERPRISE) T. Duffie
WLHQ-F, 96.9,	100 KW @ 300,	CONTEMP	MBS,\$ 12.00	(----)	(ENTERPRISE) D. Kirkland
WOOF-F, 99.7,	100 KW @ 340,	AC	ABC-D,\$ 13.00	(S. Katz)	A. Simpson
WORJ-F, 103.9,	3 KW @ 300,	BLACK	,\$ 9.00	(----)	(OZARK) S. McGowan
WTVY-F, 95.5,	100 KW @ 1078,	COUNTRY	NBC,\$ NA	(Mc-Guild)	C. Bence

WPAP, WPFM - See Panama City
 WRJM - See Montgomery in Spring '86 American Radio

DUBUQUE, IA

MSA Rank/Pop: 328/91,100
 Average Person Rating: 19.1
 Market TSL: 24.4 hours
 Stations: 14/9

Diaries: 387/357:1
 Sample Target: 340
 % Below Line: 12.3
 % Not Listed: 19.7

Retail \$: .50 Billion
 HH Income: \$29,171
 FM Share: 52.83%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KLYV-F	51/19.3	16.7	21.4	1. KLYV-F	60/596	1. KLYV-F	526
2. KDTH	42/15.9	20.0	18.4	2. KDTH	47/466	2. KDTH	417
3. KQKX-F	24/ 9.1	7.1	5.3	3. KQKX-F	28/257	3. WDBQ	376
4. WDBQ	23/ 8.7	12.5	8.6	4. WDBQ	26/408	4. KATF-F	316
5. KATF-F	21/ 8.0	12.9	10.9	5. WMT	24/291	5. KQKX-F	208
6. WGLR	14/ 5.3	1.7	4.5	6. KATF-F	23/397	6. KIIK	122
7. WMT	7/ 2.7	4.6	4.5	7. KIIK-F	17/222	7. WMT	121
8. WTOQ	6/ 2.3	1.7	3.0	8. WGLR	15/ 77	8. WGN	80
KIIK-F	6/ 2.3	.8	1.5	9. WTOQ	8/118	9. WKPL-F	75
10. WEKZ-F	5/ 1.9	1.3	1.1	10.		10. WGLR	68
WGN	5/ 1.9	1.7	1.1				

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

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	KDTH	2. WDBQ
3. KQKX-F	3. KQKX-F	KLYV-F	3. KQKX-F
4. WDBQ	4. WDBQ	KQKX-F	WGLR
KIIK-F		WDBQ	

OTHER RATED STATIONS/METRO SHARE

WAXL-F 97.7 Lancaster 1.1
 WKPL-F 107.1 Platteville .8
 WMAQ 670 Chicago 1.1

RADIO STATIONS

KDTH, 1370, 5 KW (DA-N) , MOR MBS,NBC-T,\$ NA (HNWH) Woodward D. Ryan
 WDBQ, 1490, 1 KW , AC ABC-D,\$ 17.00 (Blair) Comm. Prop. K. Kelly
 WGLR, 1280, 500 W (DAYS) , COUNTRY \$ 9.00 (----) (LANCASTER, WI) B. Peterson
 WTOQ, 1590, 1 KW/500 W (DA-N), MOR CBS,\$ 7.00 (Masla) (PLATTEVILLE, WI)L. Guiley

KATF-F, 92.9, 100 KW @ 450, AC , \$ NA (HNWH) Woodward D. Ryan
 KLYV-F, 105.3, 50 KW @ 340, CHR , \$ 17.00 (Blair) Comm. Prop. K. Kelly
 KQKX-F, 102.3, 2.4 KW @ 410, ? , \$ 11.00 (Masla)

Other ranked stations - See Davenport, Chicago or Cedar Rapids in Spring '86 American Radio

EAU CLAIR, WI

MSA Rank/Pop: 257/137,700
 Average Person Rating: 16.7
 Market TSL: 21.9 hours
 Stations: 10/10

Diaries: 370/308:1
 Sample Target: 300
 % Below Line: 0
 % Not Listed: 9.5

Retail \$: .81 Billion
 HH Income: \$25,329
 FM Share: 77.3%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WAXX-F	63/33.2	23.8	31.0	1. WAXX-F	171/1466	1. WBIZ-F	471
2. WBIZ-F	39/20.5	16.7	19.6	2. WBIZ-F	61/ 770	2. WAXX-F	447
3. WIAL-F	19/10.0	13.3	10.9	3. WIAL-F	28/ 550	3. WIAL-F	324
4. WEAQ-F	17/ 8.9	12.9	12.5	4. WEAQ	20/ 301	4. WEAQ	219
5. WAYY	15/ 7.9	9.0	2.2	5. WCFW-F	18/ 163	5. WAYY	173
6. WCFW-F	7/ 3.7	5.2	3.8	6. WAYY	16/ 211	6. WJJK	90
7. WWIB-F	5/ 2.6	5.2	2.7	7. WWIB-F	11/ 152	7. WCFW-F	77
8. WJJK	3/ 1.6	1.4	4.3	8. WISM	3/ 78	8. WISM	58
9. WOGO	2/ 1.1	---	---	WJJK	3/ 125	WWIR-F	58
WISM	2/ 1.1	---	3.3	WOGO	3/ 97	10. WOGO	36

12+ AMD

12+ MID

12+ PMD

12+ EVE

SAT MID

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

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

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

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

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

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

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

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

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

1. WAXX-F
2. WEAQ
3. WAYY
4. WCFW-F
- WIAL-F

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WAYY, 1150, 5 KW (DAYS)	, NOSTALGIA	ABC-I,\$ NA	(Torbet)	B. Holtan
WEAQ, 790, 5 KW (DA-N)	, MOR	NBC,\$ 15.00	(Ewing)	C. Dickoff
WISM, 1050, 1 KW (DAYS)	, MOR	US I,\$ 18.00	(Market 4)	W. Payne
WJJK, 1400, 1 KW	, COUNTRY	MBS,\$ 11.00	(Masla)	Sage J. Schnacke
WOGO, 680, 2.5 KW/500 W (DA-2)	, COUNTRY	,\$ 13.00	(----)	(HALLIE) W. Steward
WAXX-F, 104.5, 100 KW @ 1830,	COUNTRY	ABC-I,\$ 50.00	(Torbet)	B. Holtan
WBIZ-F, 100.7, 100 KW @ 740,	CHR	ABC-C,\$ 20.00	(Masla)	Sage J. Schnacke
WCFW-F, 105.5, 3 KW @ 300,	??	,\$ 10.00	(----)	(CHIPPEWA HILLS)R. Bushland
WIAL-F, 94.1, 84 KW @ 351,	CONTEMP	,\$ 18.00	(Ewing)	C. Dickoff
WWIB-F, 103.7, 100 KW @ 708,	RELIGION	UPI,\$ 13.00	(----)	(LADYSMITH) W. Steward

FAYETTEVILLE-SPRINGDALE, AR

MSA Rank/Pop: 314/103,800
 Average Person Rating: 16.2
 Market TSL: 22.0
 Stations: 17/14

Diaries: 430/386:1
 Sample Target: 370
 % Below Line: 11.5
 % Not Listed: 5.6

Retail \$: .62 Billion
 HH Income: 23,065
 FM Share: 77.73%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KKIX-F	61/22.7	18.3	16.6	1. KKIX-F	65/619	1. KKIX-F	576
2. KEZA-F	27/10.0	13.4	7.9	2. KEZA-F	34/397	2. KMCK-F	426
3. KMCK-F	22/ 8.2	12.2	11.1	3. KMCK-F	32/537	3. KCIZ-F	338
4. KCIZ-F	21/ 7.8	5.0	4.7	4. KCIZ-F	21/352	KEZA-F	338
5. KAMO-F	17/ 6.3	6.9	7.1	5. KAMO-F	18/221	5. KKEG-F	252
6. KFAY	15/ 5.6	4.6	7.5	6. KTFX-F	17/214	6. KAMO-F	198
7. KBCV-F	11/ 4.1	2.3	6.3	7. KFAY	15/207	7. KFAY	164
KKEG-F	11/ 4.1	11.1	6.7	KKEG-F	15/270	8. KURM	152
KURM	11/ 4.1	1.9	1.6	9. KBCV-F	13/159	9. KBCU-F	138
10. KBRS	10/ 3.7	5.7	4.0	10.		10. KBRS	133

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. KEZA-F	2. KMCK-F	2. KMCK-F
3. KAMU-F	3. KCIZ-F	3. KCIZ-F	3. KCIZ-F	3. KEZA-F
4. KEZA-F	4. KAMO-F	4. KMCK-F	KEZA-F	4. KBCV-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. KCIZ-F	2. KCIZ-F	2. KEZA-F	2. KEZA-F
3. KMCK-F	3. KEZA-F	KAMO-F	3. KAMO-F
4. KKEG-F	4. KMCK-F	4. KFAY	4. KBRS

OTHER RATED STATIONS/METRO SHARE

KAMO	1390 Rogers	1.5	KCFO-F	98.5 Tulsa	1.5
KJEM	1190 Bentonville	.4	KISR-F	93.7 Fort Smith	1.5
KCXX	1590 Springdale	3.0	KTFX-F	103.3 Tulsa	2.6
KVOA	1290 Siloam Springs	1.5			

RADIO STATIONS

KBRS, 1340, 1 KW	, MOR	ABC-I, \$ 13.00	(----) Donrey (SPRINGDALE)	C. Hornor
KFAY, 1250, 1 KW	, COUNTRY	APR, \$ 18.00	(Blair)	C. Norman
KURM, 790, 5 KW/500 W (DA-N)	, MOR	NBC, \$ 8.00	(----) (ROGERS)	S. Womack
KAMO-F, 94.3, 2.8 KW @ 310,	COUNTRY	CBS, \$ 15.00	(Bdest Rep)	(ROGERS) H. Graves
KBCV-F, 98.3, 3 KW @ 300,	RELIGION	,\$ 6.00	(----)	(BENTONVILLE) R. Rosson
KCIZ-F, 104.9, 1 KW @ 496,	AC	,\$ 9.00	(----)	(SPRINGDALE) D. Johnson
KEZA-F 107.9, 100 KW @ 1259,	BTFL/EZ	,\$ 23.00	(----)	J. Patton
KKEG-F 92.1, 3 KW @ 300,	CHR	APR, \$ 18.00	(Blair)	D. Demaree
KKIX-F 103.9, 3 KW @ 300,	COUNTRY	,\$ 50.00	(Katz)	D. Whitman
KMCK-F 105.7, 100 KW @ 415,	CHR	,\$ 22.00	(Select)	(SILOAM SPGS.) J. Smith

KTFX - See Tulsa in Spring '86 American Radio

FT. MYERS, FL

MSA Rank/Pop: 163/259,800
 Average Person Rating: 18.1
 Market TSL: 24.4 hours
 Stations: 12/11

Diaries: 509/456:1
 Sample Target: 400
 % Below Line: 1.3
 % Not Listed: 8.1

Retail \$: 1.75 Billion
 HH Income: \$28,141
 FM Share: 80.57%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WINK-F	83/19.8	20.3	19.4	1. WINK-F	131/1364	1. WINK-F	803
2. WCVU-F	79/18.8	15.0	18.9	2. WCVU-F	127/1193	2. WCVU-F	692
3. WRCC-F	36/ 8.6	9.0	6.0	3. WRCC-F	40/ 524	3. WQEZ-F	456
4. WINK	33/ 7.9	8.8	7.9	4. WOOJ-F	36/ 396	4. WRCC-F	426
WQEZ-F	33/ 7.9	10.8	10.2	5. WINK	34/ 437	5. WINK	390
6. WHEW-F	28/ 6.7	4.8	8.4	WQEZ-F	34/ 496	6. WHEW-F	308
7. WOOJ-F	26/ 6.2	8.3	8.4	7. WHEW-F	30/ 346	7. WOOJ-F	293
8. WSOR-F	21/ 5.0	5.5	3.1	8. WDCQ	23/ 259	8. WDCQ	231
WDCQ	21/ 5.0	---	---	WSOR-F	23/ 258	9. WSOR-F	225
10. WKZY	12/ 2.9	3.5	3.9	10. WKZY	18/ 204	10. WKZY	148

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WCVU-F	1. WCVU-F	1. WINK-F	1. WINK-F	1. WCVU-F
2. WINK-F	2. WINK-F	2. WCVU-F	2. WCVU-F	2. WINK-F
3. WINK	3. WQEZ-F	3. WRCC-F	3. WRCC-F	3. WRCC-F
4. WHEW-F	4. WRCC-F	4. WINK	4. WINK	4. WINK

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WINK-F	1. WINK-F	1. WINK-F	1. WCVU-F
2. WOOJ-F	2. WRCC-F	2. WRCC-F	2. WINK
3. WRCC-F	3. WOOJ-F	3. WDCQ-F	3. WQEZ-F
4. WHEW-F	4. WDCQ WHEW-F	4. WHEW-F	4. WINK-F

OTHER RATED STATIONS/METRO SHARE

WMYR 1410 Ft. Myers 2.1
 WLEQ-F 95.9 Naples 1.2

RADIO STATIONS

WDCQ, 1200, 10 KW/1 KW (DA-2), AC	ABC-D,\$ NA	(----)	(PINE ISLAND) J. Collins
WINK, 1240, 1 KW	, NOST/MOR CBS,NBC-T,\$ NA	(Mc-Guild)	J. Schwartzel
WKZY, 770, 10 KW/1 KW (DA-2), ?	ABC-I,\$ NA	(----)	
WCVU-F, 94.5, 100 KW @ 689, BTFL/EZ	,\$ 55.00	(Christal) Palmer (NAPLES)	H. Dixon
WHEW-F, 101.9, 71 KW @ 207, COUNTRY	,\$ 38.00	(----)	R. Hecksher
WINK-F, 96.9, 100 KW @ 833, CHR	,\$ NA	(Mc-Guild)	J. Schwartzel
WOOJ-F, 107.1, 3 KW @ 300, AOR	Source,\$ NA	(Eastman)(LEHIGH ACRES)	R. Dwyer
WQEZ-F, 99.3, 3 KW @ 300, BTFL/EZ	APR,\$ NA	(Katz)	D. Kight
WRCC-F, 103.9, 3 KW @ 300, AC	,\$ 22.00	(----)	(CAPE CORAL) G. Clancy
WSOR-F, 95.3, 3 KW @ 300, RELIGION	,\$ 10.00	(----)	B. Simon

FT. PIERCE, FL

MSA Rank/Pop: 205/196,000
 Average Person Rating: 18.2
 Market TSL: 23.9 hours
 Stations: 16/10

Diaries: 417/470:1
 Sample Target: 350
 % Below Line: 36.6
 % Not Listed: 12.1

Retail \$: 1.26 Billion
 HH Income: \$29,618
 FM Share: 85.87%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WOXY-F	58/18.5	15.3	13.2	1. WOXY-F	80/728	1. WOXY-F	504
2. WHLG-F	29/ 9.2	4.2	.7	2. WKGR-F	37/398	2. WRMF-F	330
WRIT-F	29/ 9.2	13.5	15.3	3. WRMF-F	36/413	3. WKGR-F	285
WIRK-F	29/ 9.2	6.3	2.8	4. WGYL-F	33/352	4. WRIT-F	268
WRMF-F	29/ 9.2	5.9	---	5. WIRK-F	30/300	5. WIRK-F	264
6. WIRA	19/ 6.1	5.2	11.1	6. WHLG-F	29/211	6. WEAT-F	216
7. WKGR-F	18/ 5.7	6.6	12.5	WRIT-F	29/280	7. WHLG-F	211
8. WEAT-F	14/ 4.5	7.3	3.5	8. WIRA	20/207	8. WIRA	190
9. WFTP	12/ 3.8	3.1	6.9	9. WAVW-F	19/289	9. WFTP	163
10. WNJY-F	10/ 3.2	3.1	---	10. WCXL-F	18/262	10. WCXL-F	154

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WOXY-F	1. WOXY-F	1. WOXY-F	1. WOXY-F	1. WOXY-F
2. WHLG-F	2. WHLG-F	2. WRMF-F	2. WIRA	2. WKGR-F
WRIT-F	3. WRIT-F	3. WHLG-F	3. WRMF-F	3. WRIT-F
4. WIRK-F	4. WIRK-F	4. WIRK-F	4. WIRK-F	4. WHLG-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WOXY-F	1. WOXY-F	1. WIRK-F	1. WHLG-F
2. WRMF-F	2. WRMF-F	2. WRMF-F	WRIT-F
3. WKGR-F	3. WIRK-F	3. WOXY-F	3. WIRK-F
4. WIRK-F	4. WKGR-F	4. WHLG-F	4. WIRA
WCXL-F			

OTHER RATED STATIONS/METRO SHARE

WAVW-F	105.5	Ft. Pierce	2.9	WPSL	1590	Port. St. Lucie	.3
WCXL-F	101.7	Ft. Pierce	1.9	WSTV	1450	Stuart	2.2
WGYL-F	93.5	Ft. Pierce	1.6	WSHE-F	103.5	Ft. Lauderdale	.3

RADIO STATIONS

WFTP, 1330, 1 KW/500 W (DA-N), COUNTRY	ABC-E,\$ 13.00 (Masla)	R. Kight
WIRA, 1400, 1 KW, NOSTALGIA	NBC,\$ 17.00 (Roslin) Roth	J. Chaplin
WAVW-F, 105.5, 3 KW @ 300, SOFT AC	APR,\$ 39.00 (Weiss) (VERO BEACH)	J. Healy
WCXL-F, 101.7, 3 KW @ 300, ?	, \$ NA (----) (VERO BEACH)	W. Dillon
WGYL-F, 93.5, 3 KW @ 300, BTFL/EZ	UPI,\$ 20.00 (----) (VERO BEACH)	C. Hubbard
WHLG-F, 102.3, 3 KW @ 300, BTFL/EZ	UPI,\$ NA (----) (JENSEN BEACH)	G. Glascock
WOVV-F, 95.5, 100 KW @ 518, CONTEMP	US 2,\$ 30.00 (Roslin)	J. Chaplin
WRIT-F, 92.7, 3 KW @ 300, BTFL/EZ	APR,\$ 25.00 (----) (STUART)	F. Nettare

Other ranked stations - See West Palm Beach in Spring '86 American Radio

FT. SMITH, AR

MSA Rank/Pop: 225/168,600
 Average Person Rating: 14.5
 Market TSL: 19.5 hours
 Stations: 18/17

Diaries: 433/335:1
 Sample Target: 370
 % Below Line: 10.5
 % Not Listed: 4.8

Retail \$: .84 Billion
 HH Income: \$23,870
 FM Share: 80.50%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KTCS-F	41/19.5	18.2	8.9	1. KTCS-F	64/611	1. KISR-F	429
2. KISR-F	39/18.6	18.2	33.1	2. KISR-F	58/702	2. KTCS-F	412
3. KZZE-F	34/16.2	9.1	1.6	3. KZZE-F	48/610	3. KZZE-F	408
4. KEZA-F	17/ 8.1	13.1	8.9	4. KINB-F	46/516	4. KEZA-F	200
5. KFDF	10/ 4.8	4.0	3.2	5. KEZA-F	20/258	5. KFPW	152
6. KKID-F+	9/ 4.3	---	---	6. KFDF	15/103	6. KFSA	140
7. KFPW	8/ 3.8	11.1	4.0	KFSA	15/170	7. KTCS	131
KFSA	8/ 3.8	---	3.2	8. KFPW	12/192	8. KKID-F+	128
9. KTCS	8/ 3.8	4.0	.8	9. KKID-F+	9/140	9. KAJJ-F	95
10. KAJJ-F	5/ 2.4	6.1	6.5	10. KTCS	9/144	KMAG-F	95
KINB-F	5/ 2.4	1.0	8.1				

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KTCS-F	1. KTCS-F	1. KTCS-F	1. KISR-F	1. KTCS-F+
2. KISR-F	2. KISR-F	2. KZZE-F	2. KZZE-F	2. KZZE-F
KZZE-F	3. KZZE-F	3. KISR-F	3. KTCS-F	3. KISR-F
4. KFPW	4. KEZA-F	4. KEZA-F	4. KFDF	4. KEZA-F
			KEZA-F	

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KISR-F	1. KISR-F	1. KTCS-F	1. KTCS-F
2. KZZE-F	2. KTCS-F	2. KISR-F	2. KEZA-F
3. KTCS-F	KZZE-F	3. KZZE-F	3. KTCS
4. KFDF	4. KFDF	4. KEZA-F	KFPW
	KEZA-F		

OTHER RATED STATIONS/METRO SHARE

KAYR	1060	Van Buren	.5	KXXI-F	102.3	Van Buren	1.0
KFPW-F	100.9	Ft. Smith	.5	KRLQ-F	97.1	Tulsa	1.4
KWHN	1320	Ft. Smith	1.9	KTFX-F	103.3	Tulsa	.5
KMAG-F	99.1	Ft. Smith	1.9				

RADIO STATIONS

KFDF, 1580,	1 KW (DAYS)	, RELIGION	,\$ 3.00	(----)	(VAN BUREN)	J. Domerese
KFPW, 1230,	1 KW	, NOSTALGIA	SMN,\$ 7.00	(Unirep)		G. Brown
KFSA, 950,	1 KW/500 W (DA-2),	MOR	ABC-I,\$ 13.00	(----)		G. Keifer
KTCS, 1410,	1 KW (DAYS)	, COUNTRY	,\$ 9.00	(----)		L. Ruth
KAJJ-F, 106.3,	1.3 KW @ 300,	COUNTRY	,\$ 11.00	(Roslin)	(GREENWOOD)	D. Davenport
KINB-F, 107.3,	70 KW @ 1810,	COUNTRY	ABC-E,\$ NA	(----)	(POTEAU, OK)	V. Nowlin
KISR-F, 93.7,	100 KW @ 1250,	CHR	ABC-F,\$ 26.00	(----)		F. Baker
KKID-F, 95.9,	3 KW @ 300,	COUNTRY	,\$ 9.00	(----)	(SALLISAW, OK)	T. Demaree
KTCS-F, 99.9,	36 KW @ 225,	COUNTRY	,\$ 14.00	(----)		L. Ruth
KZZE-F, 97.9,	100 KW @ 2000,	CHR	ABC-C,\$ 16.00	(Mc-Guild)	(POTEAU, OK)	G. Getz

KEZA-F - See Fayetteville

FT. WALTON BEACH, FL

MSA Rank/Pop: 279/126,100
 Average Person Rating: 15.7
 Market TSL: 21.1 hours
 Stations: 18/8

Diaries: 340/319:1
 Sample Target: 280
 % Below Line: 40.9
 % Not Listed: 12.4

Retail \$: .85 Billion
 HH Income: \$30,182
 FM Share: 90.60%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WFTW-F	28/16.5	10.9	17.5	1. WFTW-F	29/380	1. WFTW-F	370
2. WMMK-F	21/12.4	19.7	18.8	2. WWAV-F	24/211	2. WTKX-F	262
3. WTKX-F	18/10.6	16.3	16.9	3. WMMK-F	22/235	3. WMMK-F	213
4. WWAV-F	17/10.0	.7	---	4. WTKX-F	19/270	4. WWAV-F	162
5. WBLX-F	11/ 6.5	1.4	---	5. WBLX-F	11/ 83	5. WJLQ-F	150
6. WFTW	9/ 5.3	4.8	3.9	6. WMEZ-F	10/147	6. WMEZ-F	136
WJLQ-F	9/ 5.3	10.9	9.1	7. WFTW	9/ 44	7. WXBW-F	118
WMEZ-F	9/ 5.3	7.5	6.5	WJLQ-F	9/108	8. WNUE	110
9. WXBW-F	5/ 2.9	.7	2.6	9. WXBW-F	5/120	9. WIZD-F	104
10.				WIZD-F	5/108	10. WBLX-F	82

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFTW-F	1. WFTW-F	1. WFTW-F	1. WFTW-F	1. WBLX-F
2. WMMK-F	2. WMMK-F	2. WWAV-F	2. WWAV-F	2. WFTW-F
3. WTKX-F	3. WTKX-F	3. WMMK-F	WBLX-F	3. WWAV-F
4. WWAV-F	4. WWAV-F	4. WBLX-F	4. WMMK-F	4. WMMK-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WFTW-F	1. WFTW-F	1. WMMK-F	1. WMMK-F
2. WTKX-F	2. WMMK-F	2. WFTW-F	2. WWAV-F
3. WJLQ-F	3. WTKX-F	WWAV-F	3. WFTW-F
4. WWAV-F	4. WWAV-F	4. WTKX-F	WFTW

OTHER RATED STATIONS/METRO SHARE

WAAZ-F 104.9	Crestview	2.4
WJSB 1050	Crestview	.6
WNUE 1400	Ft. Walton Beach	2.4
WYZB-F 105.5	Mary Esther	2.4
WABB-F 97.5	Mobile	1.2
WGNE-F 98.5	Pan. City Beach	.6
WIZD-F 104.1	Mobile	2.4
WKMX-F 106.7	Dothan	.6
WOWW-F 107.3	Pensacola	.6

RADIO STATIONS

WFTW, 1260, 2.5 KW (DAYS)	, NOSTALGIA	APR,\$ 12.00 (Dora)	Z. Rowley
WNUE, 1400, 1 KW	, CONTEMP	UPI,\$ 11.00 (Masla)	D. Van Buskirk
WFTW-F 99.3,	3 KW @ 209, CHR	APR,\$ 19.00 (Dora)	Z. Rowley
WMMK-F, 92.1,	3 KW @ 294, COUNTRY	NBC,\$ NA (Roslin)	R. Evans
WWAV-F, 102.3,	3 KW @ 300, AC	Trans,\$ NA (----) (DESTIN)	

Other ranked stations - See Pensacola and Mobile in Spring '86 American Radio

FREDERICK, MD

MSA Rank/Pop: NA/107,900 (12+)
 Average Person Rating: 19.0
 Market TSL: 25.0 hours
 Stations: 20/5

Diaries: 323/334:1
 Sample Target: 290
 % Below Line: 50.0
 % Not Listed: 24.9

Retail \$: .74 Billion
 HH Income: \$32,738
 FM Share: 69.48%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WFMD	32/15.6	22.4	17.6	1.		1. WFMD	336
2. WFRE-F	20/ 9.8	12.9	27.1	2.		2. WZYQ-F	254
WZYQ-F	20/ 9.8	8.2	8.2	3.		3. WFRE-F	173
4. WMZQ-F	9/ 4.4	9.4	5.9	4.	TSA AND	4. WMZQ-F	146
5. WAVA-F	8/ 3.9	---	1.2	5.	METRO	5. WPOC-F	132
6. WCXR-F	7/ 3.4	1.2	---	6.	ARE THE	6. WWDC-F	119
WMAL	7/ 3.4	---	---	7.	SAME	7. WARX-F	114
WWDC-F	7/ 3.4	2.4	1.2	8.		8. WAVA-F	95
9. WPOC-F	6/ 2.9	2.4	---	9.		9. WGRX-F	82
WGRX-F	6/ 2.9	2.4	---	10.		10. WFCO	79

12+ AMD

1. WFMD
2. WZYQ-F
3. WMAL
4. WFRE-F

12+ MID

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

12+ PMD

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

12+ EVE

1. WZYQ-F
2. WFRE-F
3. WFMD
4. WAVA-F

SAT MID

1. WFMD
2. WFRE-F
WZYQ-F
4. WPOC-F

ADULTS 18-34

1. WFMD
- WZYQ-F
3. WCXR-F
4. WGRX-F

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

1. WFMD
2. WFRE-F
3. WMZQ-F
4. WMAL
WPOC-F

OTHER RATED STATIONS/METRO SHARE

WFCO	1450	Thurmont	.4	WLTT-F	94.7	Bethesda	.5
WZYQ	1370	Bradock Hgts.	.1	WRQX-F	107.3	Washington	.4
WARX-F	106.9	Hagerstown	.5	WTOP	1500	Washington	.3
WASH-F	97.1	Washington	.4	WUSQ-F	102.5	Winchester	.3
WGAY-F	99.5	Washington	.2	WWMD-F	104.7	Hagerstown	.1

RADIO STATIONS

WFMD, 930, 5 KW/1 KW (DA-2) , MOR , \$ NA (----) Gibbons F. Veihmeyer
 WFRE-F, 99.9, 9 KW @ 1123, BTFL/EZ , \$ NA (----) Gibbons F. Veihmeyer
 WZYQ-F, 103.9, 350 W @ 912, CHR , \$ NA (Market 4) H. Johnson

WARX - See Hagerstown

Other ranked stations - See Washington in Spring '86 American Radio

GAINSVILLE, FL

MSA Rank/Pop: 206/195,300
 Average Person Rating: 15.0
 Market TSL: 20.4 hours
 Stations: 15/11

Diaries: 331/442:1
 Sample Target: 340
 % Below Line: 14.0
 % Not Listed: 25.5

Retail \$: 1.16 Billion
 HH Income: \$24,690
 FM Share: 76.22%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WYKS-F	28/12.7	10.5	12.9	12.8	10.5	1. WYGC-F	31/311	1. WYKS-F	509
2. WRUF-F	24/10.9	16.7	15.5	16.9	14.8	2. WYKS-F	29/530	2. WRUF-F	438
3. WNFI-F	19/ 8.6	7.7	12.4	5.5	---	3. WKTK-F	27/360	3. WNFI-F	399
4. WYGC-F	17/ 7.7	11.0	12.0	6.4	4.4	WRUF-F	27/501	4. WGGG-F	303
5. WRUF	15/ 6.8	6.2	6.0	5.9	4.8	5. WNFI-F	22/471	5. WYGC-F	246
WKTK-F	15/ 6.8	---	---	---	---	6. WKAE-F	18/181	6. WKTK-F	229
WDVH	15/ 6.8	5.7	8.6	8.7	11.8	7. WRUF	17/238	7. WRVF	210
8. WGGG-F	13/ 5.9	4.8	---	---	---	8. WDVH	15/161	8. WDVH	154
9. WGGG	5/ 2.3	1.4	4.3	6.8	5.7	9. WGGG-F	13/303	9. WGGG	113
WKAE-F	5/ 2.3	2.9	1.3	6.4	3.9	10. WLLO-F	8/ 79	10. WMGI	74

12+ AMD

1. WYKS-F
2. WRUF
3. WRUF-F
- WGGG-F

12+ MID

1. WYKS-F
2. WRUF-F
3. WYGC-F
4. WKTK-F

12+ PMD

1. WYKS-F
2. WRUF-F
3. WYGC-F
4. WKTK-F
- WNFI-F

12+ EVE

1. WYKS-F
2. WRUF-F
3. WKTK-F
- WNFI-F

SAT MID

1. WNFI-F
2. WRUF-F
3. WYKS-F
4. WDVH

ADULTS 18-34

1. WYKS-F
2. WRUF-F
3. WNFI-F
4. WKTK-F

ADULTS 18-49

1. WRUF-F
2. WYKS-F
3. WKTK-F
- WNFI-F

ADULTS 25-54

1. WRUF-F
2. WGGG-F
- WKTK-F
- WYGC-F

ADULTS 35+

1. WDVH
2. WRUF
- WYGC-F
4. WGGG
- WRUF-F

OTHER RATED STATIONS/METRO SHARE

WLLO-F	92.1	Gainsville	.1
WMGI	1390	Gainsville	.2
WAIV-F	96.9	Jacksonville	.1
WFYV-F	104.5	Jacksonville	.1
WJAX	690	Jacksonville	.1

RADIO STATIONS

WDVH, 980, 5 KW	, NOSTALGIA	,\$ 23.00	(Weiss)	L. Edwards
WGGG, 1230, 1 KW	, MOR/NOST	Trans,\$ 12.00	(----)	C. Jackson
WRUF, 850, 5 KW (DA-N)	, MOR	CBS,\$ 14.00	(Smith)	Univ. of Fla. M. Halberstein
WGGG-F, 97.7, 3 KW @ 300, AC	Trans,\$ 26.00	(Masla)		C. Jackson
WKAE-F, 104.9, 1.6 KW @ 450, COUNTRY	,\$ NA	(----)	(HIGH SPRINGS)	R. Forrester
WKTK-F, 98.5, 100 KW @ ? , ?	,\$ NA	(----)		
WRUF-F, 103.7, 100 KW @ 768, AOR	Source,\$ 27.00	(Smith)	Univ. of Fla.	M. Halberstein
WYGC-F, 100.9, 3 KW @ 300, COUNTRY	ABC-E,\$ NA	(Mc-Guild)		S. Eastwood
WYKS-F, 105.5, 3 KW @ 300, CONTEMP	US I,\$ 30.00	(HNWH)	Sunshine	D. Paustian

GRAND FORKS, ND-MN

MSA Rank/Pop: 347/68,600
 Average Person Rating: 15.1
 Market TSL: 20.4 hours
 Stations: 16/12

Diaries: 297/287:1
 Sample Target: 260
 % Below Line: 7.3
 % Not Listed: 14.7

Retail \$: .47 Billion
 HH Income: \$26,071
 FM Share: 65.45%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84
1. KQHT-F	21/16.3	---	---
2. KKXL-F	14/10.9	25.7	21.0
KNOX	14/10.9	10.5	8.7
4. KYCK-F	12/ 9.3	7.9	14.5
5. KZLT-F	9/ 7.0	4.6	3.6
6. KJKJ-F	7/ 5.4	---	---
7. KKXL	7/ 5.4	3.9	10.9
8. KNOX-F	6/ 4.7	8.6	10.9
KROX	6/ 4.7	6.6	8.7
10. KFGO	4/ 3.1	5.3	2.2

12+ TSA	1/4 / CUME
1. KQHT-F	32/335
2. KFGO	26/278
3. KKXL-F	22/373
4. KNOX	18/275
5. KYCK-F	17/261
6. KROX	11/168
7. KZLT-F	10/162
8. WDAY	9/131
KKXL	9/177
10. KJKJ-F	7/146
WDAY-F	7/143

12+ METRO	CUME
1. KKXL-F	275
2. KQHT-F	238
3. KNOX	205
4. KYCK-F	174
5. KKXL	125
KZLT-F	125
7. KJKJ-F	112
8. KNOX-F	101
9. KROX	99
10. KFGO	63
WDAY-F	63

12+ AMD

1. KNOX-F+
2. KQHT-F
3. KKXL-F
- KYCK-F

12+ MID

1. KQHT-F
2. KNOX
3. KZLT-F
4. KKXL-F

12+ PMD

1. KQHT-F
2. KKXL-F
3. KNOX
- KYCK-F

12+ EVE

1. KQHT-F
2. KKXL-F
3. KNOX
4. KZLT-F

SAT MID

1. KKXL-F
- KYCK-F
3. KQHT-F
4. KNOX

ADULTS 18-34

1. KQHT-F
2. KKXL-F
3. KZLT-F
4. KNOX
- KYCK-F

ADULTS 18-49

1. KQHT-F
2. KKXL-F
- KYCK-F
4. KNOX

ADULTS 25-54

1. KNOX
2. KYCK-F
3. KQHT-F
4. KKXL-F
- KJKJ-F

ADULTS 35+

1. KNOX
2. KKXL-F
- KROX
- KYCK-F

OTHER RATED STATIONS/METRO SHARE

KCNN	1590	E. Grand Forks	1.6	KQWB	1550	Fargo	.8
KKCQ	1480	Fosston	1.6	WDAY	970	Fargo	1.6
KKDQ-F	107.1	Fosston	1.6	WDAY-F	93.7	Fargo	.8

RADIO STATIONS

KKXL, 1440,	1 KW/500 W (DA-N),	COUNTRY	US 2,\$ 13.00	(Weiss)	Vaughn	M. Pederson
KNOX, 1310,	5 KW (DA-N)	, AC	ABC-E,\$ NA	(Katz)	Ingstad	B. Scott
KROX, 1260,	1 KW (DA-N)	, MOR	MBS,\$ 10.00	(Jones)	(CROOKSTON, MN)	
KJKJ-F, 107.5,	100 KW @ 498,	AC	Trans,\$ 13.00	(----)		J. Hoberg
KKXL-F, 92.9,	100 KW @ 420,	CHR	,\$ 23.00	(Weiss)	Vaughn	M. Pederson
KNOX-F, 94.7,	100 KW @ 300,	AC	ABC-E,\$ NA	(Katz)	Ingstad	B. Scott
KQHT-F, 96.1,	100 KW @ 442,	CONTEMP	,\$ NA	(----)		J. Hagan
KYCK-F, 97.1,	100 KW @ 403,	COUNTRY	MBS,\$ 22.00	(HNWH)	(CROOKSTON, MN)	M. Leighton
KZLT-F, 103.9,	100 KW @ ? ,	? , ?	,\$ NA	(Weiss)		

Other ranked stations - See Fargo in Spring '86 American Radio

GRAND JUNCTION, CO

MSA Rank/Pop: NA/78,200 (12+)
 Average Person Rating: 16.3
 Market TSL: 22.9 hours
 Stations: 8/8

Diaries: 257/304:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 15.6

Retail \$: .75 Billion
 HH Income: \$29,773
 FM Share: 59.26%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KQIL	22/17.2	23.7	31.3	1. KQIX-F	32/298	1. KSTR-F	223
2. KQIX-F	20/15.6	14.0	26.1	2. KSTR-F	27/332	2. KQIL	214
3. KSTR-F	13/10.2	7.9	3.5	3. KQIL	22/224	3. KQIX-F	188
KEKB-F	13/10.2	10.5	---	4. KEKB-F	16/170	4. KEXO	160
5. KSTR	12/ 9.4	2.6	14.8	5. KSTR	15/216	5. KSTR	144
6. KVEE-F	10/ 7.8	9.6	1.7	6. KVEE-F	13/186	6. KEKB-F	142
KEXO	10/ 7.8	10.5	10.4	7. KEXO	10/178	7. KVEE-F	113
8. KLDR-F	8/ 6.3	6.1	---	KLDR-F	10/161	8. KLDR-F	95
9.				9.		9.	
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KQIL	1. KQIL	1. KQIX-F	1. KQIX-F	1. KQIL
2. KQIX-F	2. KQIX-F	2. KQIL	2. KLDR-F	2. KQIX-F
3. KEKB-F	3. KSTR-F	3. KSTR-F	3. KSTR-F	3. KEKB-F
KSTR-F	4. KEKB-F	4. KEKB-F	4. KEKB-F	KEXO
	KEXO			

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KQIX-F	1. KQIX-F	1. KQIL	1. KQIL
2. KSTR-F	2. KQIL	2. KQIX-F	2. KEKB-F
3. KSTR	3. KSTR-F	3. KSTR	KEXO
4. KQIL	4. KSTR	4. KEKB-F	4. KVEE-F

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KEXO, 1230, 1 KW	, NOSTALGIA	ABC-I, \$ NA	(HNWH)	Donrey	K. Lamarche
KQIL, 1340, 1 KW	, COUNTRY	NBC, \$ NA	(----)	Mesa	D. Beck
KSTR, 620, 5 KW (DAYS)	, MOR	,\$ 17.00	(Eastman)		J. Larsen
KEKB-F, 99.9, 79 KW @ 1385,	COUNTRY	,\$ NA	(Masla)		J. Maynard
KLDR-F, 95.1, 100 KW @ 969,	CHR	SMN, \$ NA	(HNWH)	Donrey	K. Lamarche
KQIX-F, 93.1, 26 KW @ 1027,	CONTEMP	,\$ NA	(----)	Mesa	D. Beck
KSTR-F, 96.1, 100 KW @ 1679,	CHR	,\$ 17.00	(Eastman)	(MONTROSE)	J. Larsen
KVEE-F, 92.3, 30 KW @ -42,	BTFL/EZ	,\$ 15.00	(Torbet)		C. Anderson

GREAT FALLS, MT

MSA Rank/Pop: 338/80,300
 Average Person Rating: 13.9
 Market TSL: 18.8 hours
 Stations: 7/7

Diaries: 303/216:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 14.3

Retail \$: .48 Billion
 HH Income: \$23,694
 FM Share: 65.38%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME	
1. KMON-F	20/22.0	18.0	---	1. KMON	32/449	1. KMON-F	238	
2. KLFM-F	12/13.2	14.4	9.1	2. KMON-F	23/286	2. KMON	174	
	KQDI	12/13.2	5.4	10.1	3. KLFM-F	13/160	3. KQDI	147
4. KMON	11/12.1	13.5	15.2	4. KQDI	12/161	4. KAAK-F	140	
5. KOOZ-F	10/11.0	4.5	9.1		KAAC-F	12/173	5. KLFM-F	138
6. KAAK-F	9/ 9.9	21.6	11.1	6. KOOZ-F	10/116	6. KOOZ-F	115	
7. KEIN	4/ 4.4	12.6	18.2	7. KEIN	7/155	7. KEIN	102	
8.				8.		8.		
9.				9.		9.		
10.				10.		10.		

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KMON-F	1. KMON-F	1. KMON-F	1. KMON-F	1. KMON-F
2. KMON	2. KLFM-F	2. KQDI	2. KAAK-F	KQDI
3. KLFM-F	3. KQDI	3. KOOZ-F	KOOZ-F	3. KLFM-F
4. KQDI	4. KMON	4. KAAK-F	KQDI	4. KMON
	KOOZ-F			KOOZ-F

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KMON-F	1. KLFM-F	1. KQDI	1. KMON
2. KLFM-F	KMON-F	2. KLFM-F	2. KOOZ-F
3. KQDI	KQDI	3. KAAK-F	3. KQDI
4. KAAK-F	4. KAAK-F	4. KMON	4. KLFM-F

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KEIN, 1310, 5 KW/1 KW	, COUNTRY	NBC,\$ 33.00	(Masla)	H. Balfanz
KMON, 560, 5 KW (DA-N)	, COUNTRY	ABC-I,\$ NA	(Mc-Guild)	L. Courtnage
KQDI, 1450, 1 KW	, ?	US 2,\$ 19.00	(Weiss)	B. Lockhart
KAAC-F, 98.9, 100 KW @ 500, AC		,\$ NA	(Torbet)	D. Stilli
KLFM-F, 92.9, 100 KW @ 500, COUNTRY		Source,\$ 33.00	(Masla)	H. Balfanz
KMON-F, 94.5, 36 KW @ 486, CHR		US I,\$ NA	(Mc-Guild)	L. Courtnage
KOOZ-F, 106.3, 3 KW @ 300, BTFL/EZ (?)		US 2,\$ 21.00	(Weiss)	B. Lockhart

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

MSA Rank/Pop: 304/112,300*
 Average Person Rating: 16.4
 Market TSL: 22.4 hours
 Stations: 22/14

Diaries: 497/398:1
 Sample Target: 400
 % Below Line: 13.9
 % Not Listed: 17.8

Retail \$: 1.99 Billion
 HH Income: \$26,025
 FM Share: 68.91%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WIKZ-F	35/10.8	12.9	9.6	1. WIKZ-F	46/482	1. WIKZ-F	406
2. WQCM-F	30/ 9.2	5.4	8.2	2. WYII-F	36/395	2. WQCM-F	334
3. WYII-F	25/ 7.7	11.7	12.6	3. WQCM-F	32/390	3. WAYZ-F+	269
4. WCHA	22/ 6.8	5.1	2.7	4. WCHA	23/209	4. WYII-F	265
5. WAYZ-F+	17/ 5.2	7.8	6.0	WKMZ-F	23/306	5. WGLI-F	206
6. WWMD-F	16/ 4.9	7.5	7.1	6. WWMD-F	22/293	6. WJEJ	204
7. WHAG	15/ 4.6	2.1	2.5	7. WAYZ-F+	21/300	7. WCHA	198
8. WEE0	13/ 4.0	.9	.8	8. WWDC-F	19/237	8. WWMD-F	197
9. WGLL-F	13/ 4.0	4.5	2.5	9. WHAG	15/137	9. WKSL-F	150
10. WKSL	13/ 4.0	2.4	2.5	WJEJ	15/223	10. WFRE-F	143
WWDC-F	13/ 4.0	---	1.4	WFRE-F	15/253		

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WYII-F	1. WIKZ-F	1. WIKZ-F	1. WIKZ-F	1. WIKZ-F
2. WQCM-F	WQCM-F	2. WQCM-F	2. WQCM-F	2. WQCM-F
3. WCHA	3. WWMD-F	3. WYII-F	3. WYII-F	3. WYII-F
WIKZ-F	4. WYII-F	WCHA	4. WARK	4. WWMO-F WAYZ-F+

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WQCM-F	1. WIKZ-F	1. WYII-F	1. WCHA
2. WIKZ-F	2. WQCM-F	2. WQCM-F	WYII-F
3. WWDC-F	3. WYII-F	3. WIKZ-F	3. WWMD-F
4. WGLL-F	4. WEE0-F WAYZ-F	WCHA	4. WKSL WAYZ-F

OTHER RATED STATIONS/METRO SHARE

WARK	1490	Hagerstown	3.1	WHYL-F+	102.3	Carlisle	.6
WARX-F	106.9	Hagerstown	1.5	WINC-F	92.5	Winchester	.3
WCBG	1590	Chambersburg	1.2	WKMZ-F	97.5	Martinsburg	.9
WJEJ	1240	Hagerstown	3.7	WMZQ-F	98.7	Washington	.3
WFMD	930	Frederick	2.2	WPOC-F	93.1	Baltimore	.3

RADIO STATIONS

WCHA, 800,	1 KW (DAYS)	, COUNTRY	,\$ 18.00	(----)(CHAMBERSBURG, PA)	T. Boock
WEE0, 1130,	1 KW (DAYS,DA)	, OLDIES	,\$ 6.00	(----)(WAYNESBORO, PA)	S. Berger
WHAG, 1410,	1 KW (DAYS,DA)	, NEWS/TALK (?)	,\$ 8.00	(----)(HALFWAY, MD)	G. Portmess
WJEJ, 1240,	1 KW	, MOR	,\$ 11.00	(----)(HAGERSTOWN)	J. Staub
WAYZ-F, 101.5,	3 KW @ 21,	COUNTRY	,\$ 16.00	(----)(WAYNESBORO, PA)	M. Martin
WGLL-F, 92.1,	3 KW @ 300,	AC	,\$ 15.00	(Weiss)(MERCERSBURG, PA)	P. Low
WIKZ-F, 95.1,	50 KW @ 480,	CHR	,\$ 23.00	(----)(CHAMBERSBURG, PA)	T. Boock
WKSL-F, 94.3,	1.7 KW @ 370,	BTFL/EZ	,\$ 9.00	(----)(GREENCASTLE, PA)	B. Thomas
WQCM-F, 96.7,	3 KW @ 165,	CHR	,\$ 10.00	(----)(HALFWAY, PA)	G. Portmess
WWMD-F, 104.7,	75 KW @ 1320,	BTFL/EZ	,\$ 11.00	(----)(HAGERSTOWN)	J. Staub
WYII-F, 95.9,	3 KW @ 300,	COUNTRY	,\$ 12.00	(Market 4)(WILLIAMSPORT)	K. Smith

ITHACA, NY

MSA Rank/Pop: NA/79,900 (12+)
 Average Person Rating: 13.8
 Market TSL: 18.4 hours
 Stations: 9/6

Diaries: 258/310:1
 Sample Target: 250
 % Below Line: 14.5
 % Not Listed: 24.5

Retail \$: .44 Billion
 HH Income: \$26,329
 FM Share: 72.29%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WQNY-F	24/21.8	6.5	9.0	1. WQNY-F	25/367	1. WQNY-F	314
2. WTKO	12/10.9	12.3	15.6	2. WOKW-F	24/377	2. WTKO	224
WPCX-F	12/10.9	13.0	7.4	3. WPCX-F	17/175	3. WVBR-F	213
4. WOKW-F	10/ 9.1	14.5	15.6	4. WKRT	13/141	4. WOKW-F	172
5. WVBR-F	8/ 7.3	12.3	9.8	WTKO	13/228	5. WHCU-F	134
6. WHCU	6/ 5.5	6.5	6.6	6. WHCU	12/165	6. WPCX-F	114
7. WKRT	5/ 4.5	.7	1.6	7. WVBR-F	9/222	7. WHCU	95
WHCU-F	5/ 4.5	7.2	8.2	8. WNTQ-F	7/114	8. WKRT	47
9. WNTQ-F	1/ .9	---	---	WHCU-F	7/180	9. WNTQ-F	43
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WQNY-F	1. WQNY-F	1. WQNY-F	1. WQNY-F	1. WQNY-F
2. WHCO+	2. WPCX-F	2. WPCX-F	2. WPCX-F	2. WTKO
WTKO	3. WTKO	3. WTKO	3. WVBR-F	3. WPCX-F
4. WPCX-F	4. WOKW-F	4. WVBR-F	4. WOKW-F	4. WOKW-F
		WKRT	WTKO	

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WQNY-F	1. WQNY-F	1. WQNY-F	1. WTKO
2. WOKW-F	2. WOKW-F	2. WTKO	2. WPCX-F
3. WVBR-F	3. WVBR-F	3. WVBR-F	3. WKRT
4. WPCX-F	WPCX-F	4. WPCX-F	WHCU

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WHCU, 870, 5 KW (DAYS)	, MOR	CBS, \$ 15.00	(Market 4)	Cornell
WTKO, 1470, 5 KW/500 W (DA-2)	, MOR ABC-I, ABC-E,	\$ 17.00	(----)	
WKRT, 920, 1 KW/500 W (DA-N)	, NOSTALGIA	US 2, \$ NA	(----)	Burbach (CORTLAND) W. McMartin
WHCU-F, 97.3, 52 KW @ 730,	CLASS/JAZZ	,\$ 15.00	(Market 4)	Cornell
WOKW-F, 99.9, 20 KW @ 730,	CHR	,\$ NA	(----)	Burbach (CORTLAND) W. McMartin
WQNY-F, 103.7, 12 KW @ 878,	AC	,\$ 10.00	(Roslin)	R. Kimble
WVBR-F, 93.5, 3 KW @ 250,	CHR	NBC, \$ 13.00	(S. Katz)	W. Kurtzman
WPCX-F, 106.9, 45 KW @ 530,	COUNTRY	,\$ NA	(Market 4)	(AUBURN) R. Ducayne

WNTQ - See Syracuse in Spring '86 American Radio

JOPLIN, MO

MSA Rank/Pop: 268/132,100
 Average Person Rating: 13.0
 Market TSL: 18.1 hours
 Stations: 16/12

Diaries: 336/330:1
 Sample Target: 300
 % Below Line: 11.6
 % Not Listed: 22.2

Retail \$: .83 Billion
 HH Income: \$21,633
 FM Share: 69.64%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KSYN-F	28/19.4	16.0	21.8	1. KKOW	46/486	1. KSYN-F	318
2. KKUZ-F	19/13.2	15.4	16.8	2. KSYN-F	35/439	2. KKUZ-F	309
3. KBLT-F	12/ 8.3	7.1	5.0	3. KKUZ-F	26/447	3. KBLT-F	138
4. KKOW	10/ 6.9	4.5	8.9	4. KQWK-F	24/301	4. WMBH	124
5. WMBH	8/ 5.6	7.1	6.9	5. KBLT-F	23/257	5. KLES	116
6. KQWK-F+	8/ 5.6	5.1	---	6. KLES	13/169	6. KFSB	116
7. KLES	7/ 4.9	5.1	9.9	7. WMBH	10/155	7. KIXQ-F	103
8. KIXQ-F	7/ 4.9	---	---	8. KIXQ-F	9/137	8. KQWK-F	82
9. KKLL	6/ 4.2	3.2	---	9. KKLL	8/ 98	9. KDMO	79
10. KDMO	4/ 2.8	1.9	6.9	10. KEZA-F	5/ 76	10. KWTO	57

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSYN-F	1. KSYN-F	1. KSYN-F	1. KSYN-F	1. KSYN-F
2. KKUZ-F	2. KBLT-F	2. KKUZ-F	2. KKUZ-F	2. KBLT-F
3. KKOW	3. KKUZ-F	3. KBLT-F	3. KQWK-F+	KKUZ-F
4. WMBH	4. KIXQ-F	4. KQWK-F+	4. KKOW	4. WMBH

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KSYN-F	1. KSYN-F	1. KSYN-F	1. KKOW
2. KKUZ-F	2. KKUZ-F	2. KKUZ-F	KBLT-F
3. KQWK-F+	3. KBLT-F	3. KBLT-F	3. KSYN-F
4. KBLT-F	4. KQWK-F+	4. KIXQ-F	KKUZ-F

OTHER RATED STATIONS/METRO SHARE

KBTN	1420	Neosho	2.1	KEZA-F	107.9	Fayetteville	.7
KRGK-F	104.9	Carthage	1.4	KWTO	560	Springfield	.7
KFSB	1310	Joplin	1.4	KWTO-F	98.7	Springfield	.7

RADIO STATIONS

KDMO, 1490,	1 KW	, MOR	ABC-I,\$ 14.00 (----)	(CARTHAGE)	C. Beyer
KFSB, 1310,	5 KW/1 KW (DA-2),	AC	ABC-E,\$ 11.00 (Weiss)		J. David
KKLL, 1100,	5 KW (DAYS)	, RELIGION	,\$ 8.00 (----)	(WEBB CITY)	D. Stubblefield
KLES, 1230,	1 KW	, MOR	CBS,\$ 9.00 (----)		H. Remick
WMBH, 1450,	1 KW	, COUNTRY	,\$ 12.00 (Blair)		G. Exline
KBLT-F, 107.1,	3 KW @ 300,	COUNTRY	,\$ 9.00 (----)	(BAXTER SPGS.)	J. Martin
KIXQ-F, 94.3,	1.3 KW @ 520,	COUNTRY	,\$ 9.00 (----)	(WEBB CITY)	J. David
KKUZ-F, 102.5,	100 KW @ 400,	CONTEMP	US 1,\$ 15.00 (Blair)		G. Exline
KQWK-F, 96.9,	100 KW @ 390,	AOR/CHR	Source,\$ 7.00 (Masla)	(PITTSBURG, KS)	T. Menowsky
KSYN-F, 92.5,	100 KW @ 430,	CHR	ABC-R,\$ 15.00 (----)		B. Ned
KKOW, 860,	10 KW/5 KW (DA-N),	COUNTRY	CBS,\$ 48.00 (Mc-Guild)	(PITTSBURG, KS)	R. Freeman
KEZA	- See Fayetteville				

KILLEEN-TEMPLE, TX

MSA Rank/Pop: 188/220,600
 Average Person Rating: 15.1
 Market TSL: 20.0 hours
 Stations: 17/9

Diaries: 503/385:1
 Sample Target: 390
 % Below Line: 19.6
 % Not Listed: 17.8

Retail \$: 1.07 Billion
 HH Income: \$24,932
 FM Share: 81.25%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KTQN-F	58/19.9	16.0	3.7	1. KTQN-F	58/692	1. KTQN-F	685
2. KIXS-F	32/11.0	13.9	18.1	2. KIXS-F	34/599	2. KIXS-F	546
3. KOOV-F	27/ 9.2	10.7	9.7	3. KOOV-F	31/369	3. KOOV-F	330
4. KLTD-F	26/ 8.9	3.3	---	4. KLTD-F	26/269	4. KWTX-F	273
5. KIIZ	19/ 6.5	8.3	19.5	5. KIIZ	19/105	5. KLTD-F	269
6. KPLE-F	17/ 5.8	9.2	8.9	6. WBAP	18/234	6. WBAP	184
7. KTON	12/ 4.1	2.4	1.1	7. KPLE-F	17/183	7. KPLE-F	180
KWTX-F	12/ 4.1	8.3	8.0	8. KWTX-F	16/328	8. KTON	149
WBAP	12/ 4.1	4.5	2.9	9. KNFO-F	13/149	9. KNFO-F	127
10. KNFO-F	10/ 3.4	2.1	---	10. KTON	12/149	10. KIIZ	105

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KTQN-F	1. KTQN-F	1. KTQN-F	1. KLTD-F	1. KTQN-F
2. KOOV-F	2. KIXS-F	2. KIXS-F	2. KIXS-F	2. KIXS-F
3. KIXS-F	3. KOOV-F	3. KLTD-F	3. KTQN-F	3. KOOV-F
4. KPLE-F	4. KLTD-F	4. KOOV-F	4. KNFO-F	4. KLTD-F
	KTON			

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KTQN-F	1. KTQN-F	1. KTQN-F	1. KOOV-F
2. KIXS-F	2. KIXS-F	2. KOOV-F	2. KPLE-F
3. KLTD-F	3. KLTD-F	3. KLTD-F	3. KTQN-F
4. KOOV-F	4. KOOV-F	4. KPLE-F	WBAP

OTHER RATED STATIONS/METRO SHARE

KPEP-F	98.3	Gatesville	.3
KTEM	1400	Temple	.3
KASE-F	100.7	Austin	1.4
KBBW	1010	Waco Marlin	.3
KHOO-F	99.9	Waco	.7
KJNE-F	102.5	Waco	.7
KLBJ-F	93.7	Austin	1.4

RADIO STATIONS

KIIZ, 1050, 250 W (DAYS)	, BLACK	APR,\$ NA	(Republic)	Grace	D. Raab
KTON, 940, 1 KW (DAYS,DA)	, OLDIES	ABC-I,\$ 13.00	(HNWH)		K. Williams
KIXS-F, 93.3, 100 KW @ 520	, CHR	APR,\$ NA	(Republic)	Grace	D. Raab
KLTD-F, 99.3, 3 KW @ 300	, BLACK	, \$ 11.00	(Riley)	(LAMPASAS)	R. Witcher
KOOV-F, 103.1, 3 KW @ 300	, COUNTRY	ABC-E,\$ 16.00	(Riley)	(COOPERAS COVE)	G. Christie
KPLE-F, 104.9, 3 KW @ 300	, COUNTRY	APR,\$ NA	(----)		G. Franz
KTQN-F, 106.3, 3 KW @ 300	, CHR	ABC-I,\$ 24.00	(HNWH)		K. Williams

Other ranked stations - See Waco and Dallas in Spring '86 American Radio

LA CROSSE, WI

MSA Rank/Pop: 325/95,300
 Average Person Rating: 17.7
 Market TSL: 22.9 hours
 Stations: 10/9

Diaries: 257/308:1
 Sample Target: 250
 % Below Line: 1.6
 % Not Listed: 10.7

Retail \$: .60 Billion
 HH Income: \$27,016
 FM Share: 62.40%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WLXR-F	31/22.1	4.8	11.6	1. WIZM-F	89/844	1. WLXR-F	350
2. WKTY	24/17.1	15.9	19.6	2. WLXR-F	36/468	2. WICM-F	278
3. WIZM-F	19/13.6	19.8	10.9	3. WKTY	31/389	3. WKTY	265
4. WSPL-F	16/11.4	8.7	8.7	4. WKDL-F	19/156	4. WSPL-F	189
5. KLXR	8/ 5.7	4.8	11.6	WCOV-F+	19/323	5. WIZM	135
WKBH	8/ 5.7	---	---	6. WSPL-F	18/227	6. WLXR	134
7. WIZM	7/ 5.0	4.8	11.6	7. WKBH	12/ 79	7. WISQ-F	99
8. WKDL-F	6/ 4.3	1.6	---	8. WLXR	10/162	8. WKDL-F	73
9. WISQ-F	4/ 2.9	7.9	7.2	9. WISQ-F	8/140	9. WCOV-F+	62
10. WCOV-F+	2/ 1.4	4.0	2.9	WIZM	8/193	10. WKBH	61

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

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

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WIZM, 1410, 5 KW (DA-2)	, MOR	NBC,\$ 20.00	(Masla)	Midwest Family	
WKBH, 1570, 1 KW (DAYS)	, NOSTALGIA	SMN,\$ 9.00	(----)	(HOLMEN)	D. Lonquist
WKTY, 580, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-I,\$ NA	(Katz)	May	P. St. John
WLXR, 1490, 1 KW	, COUNTRY	CBS-R,\$ 19.00	(Weiss)	Vaughn	R. Pepple
WISQ-F, 100.1, 1.8 KW @ 400, AC		US 2,\$ 12.00	(Masla)	(WEST SALEM)	T. O'Neal
WIZM-F, 93.3, 100 KW @ 1000, CHR		US 1,\$ 24.00	(Masla)	Midwest Family	
WKDL-F, 105.5, 1 KW @ ?, ?		,\$ NA	(Roslin)		
WLXR-F, 104.9, 1.4 KW @ 430, CHR		,\$ 25.00	(Weiss)	Vaughn	R. Pepple
WSPL-F, 95.9, 3 KW @ 300, AC		ABC-F,\$ NA	(Katz)	May	P. St. John
WCOV-F, 97.1, 50 KW @ 634, COUNTRY		MBS,\$ 8.00	(----)	(SPARTA)	J. Rice

LAFAYETTE, IN

MSA Rank/Pop: 280/126,100
 Average Person Rating: 14.0
 Market TSL: 18.2 hours
 Stations: 10/6

Diaries: 257/407:1
 Sample Target: 290
 % Below Line: 9.4
 % Not Listed: 12.3

Retail \$: .75 Billion
 HH Income: \$28,293
 FM Share: 75%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WAZY-F	37/25.3	21.4	21.8	19.6	31.8	1. WAZY-F	71/938	1. WAZY-F	492
2. WASK-F	27/18.5	19.5	12.9	14.2	19.9	2. WASK-F	60/608	2. WASK-F	264
3. WXUS-F	19/13.0	21.4	21.8	19.6	31.8	3. WASK	21/316	3. WASK	247
WASK	19/13.0	10.3	12.2	19.6	10.6	WXUS-F	21/286	4. WXUS-F	246
5. WCFY	9/ 6.2	2.1	4.1	6.8	---	WFBQ-F	21/395	5. WFBQ-F	142
6. WKJM-F	5/ 3.4	6.9	5.4	.7	.7	6. WKJM-F	15/236	6. WLS	124
WFBQ-F	5/ 3.4	4.1	6.1	4.7	6.0	7. WCFY	13/ 95	7. WKJM-F	117
8. WLS	4/ 2.7	.7	.7	3.4	2.0	8. WLS	10/255	8. WSHW-F	99
9. WXTZ	2/ 1.4	.7	4.1	2.0	2.6	9. WXTZ-F	10/191	9. WXTZ-F	83
10. WSHW-F	1/ .7	2.8	3.4	1.4	2.6	10. WSHW-F	6/198	10. WCFY	55

12+ AMD

1. WAZY-F
2. WASK-F
3. WASK
4. WXUS-F

12+ MID

1. WAZY-F
2. WASK-F
3. WASK
4. WXUS-F

12+ PMD

1. WAZY-F
2. WXUS-F
3. WASK-F
4. WCFY

12+ EVE

1. WAZY-F
2. WASK-F
3. WXUS-F
4. WASK

SAT MID

1. WAZY-F
2. WASK-F
3. WXUS-F
4. WASK

ADULTS 18-34

1. WAZY-F
2. WXUS-F
3. WASK-F
4. WCFY

ADULTS 18-49

1. WAZY-F
2. WXUS-F
3. WASK-F
4. WCFY
WASK

ADULTS 25-54

1. WXUS-F
2. WAZY-F
3. WASK-F
4. WASK

ADULTS 35+

1. WASK-F
2. WASK
3. WXUS-F
4. WCFY
WAZY-F

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WASK, 1450, 1 KW	, MOR	NBC,\$ 24.00 (Masla)	Duchossois H. Youart
WCFY, 1410, 1 KW (DAYS,DA)	, RELIGION	,\$ 8.00 (----)	S. Speheger
WASK-F, 105.3, 50 KW @ 375,	COUNTRY	ABC-E,\$ 24.00 (Masla)	Duchossois H. Youart
WAZY-F, 96.5, 50 KW @ 500,	CHR	,\$ NA (HNWH)	R. Bauer
WKJM-F, 95.3, 3 KW @ 300,	?	,\$ NA (Masla)	
WXUS-F, 93.5, 3 KW @ 215,	AC	APR,\$ NA (Katz)	E. McCart
WSHW-F, 99.7, 50 KW @ 460,	AC	,\$ 20.00 (Regional)	(FRANKFORT)V. Kaspar

WLS - See Chicago in Spring '86 American Radio

WFBQ, WXTZ - See Indianapolis in Spring '86 American Radio

LAKE CHARLES, LA

MSA Rank/Pop: 214/181,500
 Average Person Rating: 15.4
 Market TSL: 21.5 hours
 Stations: 15/8

Diaries: 402/356:1
 Sample Target: 340
 % Below Line: 14.9
 % Not Listed: 8.2

Retail \$: 1.04 Billion
 HH Income: \$33,369
 FM Share: 76.73%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KBIU-F	47/21.4	23.1	20.4	1. KBIU-F	71/693	1. KBIU-F	439
2. KTQQ-F	35/15.9	13.8	15.7	2. KYKZ-F	52/548	2. KTQQ-F	346
3. KYKZ-F	29/13.2	7.6	13.0	3. KTQQ-F	39/396	3. KHLA-F	265
4. KXZZ	26/11.8	6.7	.9	4. KXZZ	29/266	4. KYKZ-F	246
5. KHLA-F	16/ 7.3	8.0	4.6	5. KSMB-F	17/240	5. KXZZ	214
6. KAOK	13/ 5.9	.9	4.2	6. KHLA-F	16/314	6. KHYS-F	172
7. KHYS-F	10/ 4.5	8.9	13.4	7. KAOK	14/172	7. KAOK	136
8. KQXY-F	6/ 2.7	7.6	---	8. KQXY-F	12/146	8. KAJN-F	127
KAJN-F	6/ 2.7	.9	4.6	9. KAJN-F	11/237	9. KLVI	99
10. KLCL	5/ 2.3	3.1	5.6	10. KHYS-F	10/213	10. KLCL	97

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KBIU-F	1. KBIU-F	1. KBIU-F	1. KBIU-F	1. KBIU-F
2. KTQQ-F	2. KTQQ-F	2. KYKZ-F	2. KTQQ-F	2. KTQQ-F
3. KYKZ-F	3. KYKZ-F	3. KTQQ-F	3. KXZZ	3. KXZZ
4. KXZZ	4. KXZZ	4. KXZZ	4. KYKZ-F	4. KAOK
			KAOK	

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KBIU-F	1. KBIU-F	1. KYKZ-F	1. KTQQ-F
2. KYKZ-F	2. KYKZ-F	2. KTQQ-F	2. KAOK
3. KXZZ	3. KTQQ-F	3. KBIU-F	KBIU-F
4. KTQQ-F	4. KXZZ	4. KHLA-F	4. KYKZ-F

OTHER RATED STATIONS/METRO SHARE

KEZM	1310 Sulphur	.5	KSMB-F	94.5 Lafayette	.9
KIOC-F	106.1 Orange	.9	KZZB-F	95.1 Beaumont	.9
KLVI	560 Beaumont	.9			

RADIO STATIONS

KAOK, 1400, 1 KW	, MOR	ABC-T, \$ 10.00	(Smith)	E. Prendergast
KLCL, 1470, 5 KW (DA-N)	, TALK (?)	Trans, \$ 12.00	(Republic)	L. Samuels
	ABC-T, NBC-T			D. Johnson
KXZZ, 1580, 1 KW (DA-N)	, BLACK	, \$ 18.00	(Katz)	
KBIU-F, 103.7, 100 KW @ 471,	CHR	, \$ 25.00	(Katz)	D. Johnson
KHLA-F, 99.5, 100 KW @ 400,	AC	US 1, \$ 18.00	(Republic)	L. Samuels
KTQQ-F, 100.9, 3 KW @ 300,	COUNTRY	US 2, \$ 18.00	(Christal)	(SULPHUR) J. Trahan
KYKZ-F, 96.1, 100 KW @ 427,	COUNTRY	, \$ 15.00	(Select)	J. Rodriguez

Other stations - See Beaumont, Baton Rouge or Lafayette in Spring '86 American Radio

LAUREL-HATTIESBURG, MS

MSA Rank/Pop: NA/143,000 (12+)
 Average Person Rating: 16.1
 Market TSL: 22.1 hours
 Stations: 15/12

Diaries: 392/335:1
 Sample Target: 330
 % Below Line: 8.3
 % Not Listed: 14.6

Retail \$: .95 Billion
 HH Income: \$23,800
 FM Share: 58.56%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WNSL-F	44/20.8			1. WNSL-F	70/766	1. WNSL-F	536
2. WHER-F	19/ 9.0			2. WHER-F	28/318	2. WHSY-F	300
3. WJMG-F	18/ 8.5			3. WJMG-F	27/272	3. WHER-F	242
	WQIS			4. WHSY-F	21/370	4. WJMG-F	215
5. WHSY-F	16/ 7.5			5. WBBN-F	20/204	5. WQIS	147
6. WBSJ-F	12/ 5.7			6. WQIS	18/157	6. WBSJ-F	127
	WBBN-F			7. WMFM-F	14/155	7. WBBN-F	122
8. WKNZ-F	10/ 4.7			8. WKNZ-F	13/117	8. WFOR	117
	WFOR			9. WBSJ-F	12/171	9. WMFM-F	104
10. WMFM-F	8/ 3.8			10. WFOR	11/131	10. WKNZ-F	102

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNSL-F	1. WNSL-F	1. WNSL-F	1. WNSL-F	1. WJMG-F
2. WHER-F	2. WHER-F	2. WHSY-F	2. WHSY-F	2. WNSL-F
3. WBBN-F	3. WKNZ-F	WHER-F	3. WJMG-F	3. WQIS
4. WHSY-F+	4. WJMG-F	4. WQIS	4. WHER-F	4. WHSY-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WNSL-F	1. WNSL-F	1. WNSL-F	1. WHER-F
2. WJMG-F	2. WJMG-F	2. WJMG-F	2. WBSJ-F
3. WHSY-F	3. WHSY-F	3. WHER-F	3. WNSL-F
4. WMFM-F	WKNZ-F	WBBN-F	4.
WQIS			

OTHER RATED STATIONS/METRO SHARE

WBKH	950	Hattiesburg	1.4	WEEZ-F	99.3	Heidelberg	.5
WSY	1230	Hattiesburg	1.9	WJDQ-F	101.3	Meridian	.9
WORV	1580	Hattiesburg	1.9				

RADIO STATIONS

WFOR, 1400, 1 KW	, COUNTRY	NBC,\$ 7.00	(----)	D. Chastin
WQIS, 890, 10 KW (DAYS)	, BLACK	,\$ NA	(HNWH)	Bob Holladay
WBSJ-F, 102.3, 3 KW @ 300,	COUNTRY	ABC-E,\$ 7.00	(Dora)	(ELLISVILLE) H. Knotts
WHER-F, 103.7, 100 KW @ 266,	BTFL MUS	NBC,\$ 14.00	(----)	D. Chaston
WSY-F, 104.5, 100 KW @ 714,	CHR	ABC-C,\$ 10.00	(Masla)	T. Tibbett
WJMG-F, 92.1, 3 KW @ 300,	AC	,\$ 9.00	(Dora)	V. Floyd
WKNZ-F, 101.7, 3 KW @ 300,	COUNTRY	US 1,\$ 12.00	(----)	(COLLINS) L. Blakeney
WMFM-F, 106.3, 3 KW @ 300,	?	MBS,\$ NA	(----)	(PETAL)
WNSL-F, 100.3, 100 KW @ 1050,	CHR	ABC-F,\$ 14.00	(HNWH)	B. Holladay
WBBN-F, 95.9, 1 KW @ 546,	COUNTRY	,\$ 9.00	(----)	(TAYLORSVILLE) R. Blakeney

LAWTON, OK

MSA Rank/Pop: 277/127,300
 Average Person Rating: 11.4
 Market TSL: 16.1 hours
 Stations: 8/5

Diaries: 272/348:1
 Sample Target: 290
 % Below Line: 5.1
 % Not Listed: 9.3

Retail \$: .60 Billion
 HH Income: \$25,809
 FM Share: 71.43%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KLAW-F	35/32.4	30.5	29.7	1. KLAW-F	47/510	1. KLAW-F	355
2. KMGZ-F	27/25.0	21.9	26.8	2. KMGZ-F	31/372	2. KMGZ-F	333
3. KRLG-F	14/13.0	14.1	12.3	3. KRLG-F	15/277	3. KRLG-F	236
4. KSWO	13/12.0	7.0	7.2	KSWO	15/254	4. KSWO	185
5. KCCO	4/ 3.7	3.9	8.0	5. KNIN-F	8/200	5. KATT-F	94
6. KATT-F	2/ 1.9	3.1	1.4	KCCO	8/104	6. KNIN-F	76
KKQU-F	2/ 1.9	.8	1.4	7. KATT-F	5/146	7. KKQU-F	66
8. KNIN-F	1/ .9	---	.7	KKQU-F	5/ 96	8. KCCO	64
9.				9.		9.	
10.				10.		10.	

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KLAW-F	1. KLAW-F	1. KLAW-F	1. KLAW-F	1. KLAW-F
2. KMGZ-F	2. KMGZ-F	2. KMGZ-F	2. KMGZ-F	2. KMGZ-F
KSWO	3. KRLG-F	3. KRLG-F	3. KRLG-F	3. KRLG-F
4. KRLG-F	4. KSWO	4. KSWO	4. KSWO	4. KCCO

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KMGZ-F	1. KLAW-F	1. KLAW-F	1. KLAW-F
2. KLAW-F	2. KMGZ-F	2. KMGZ-F	2. KSWO
3. KRLG-F	3. KRLG-F	3. KSWO	3. KCCO
4. KSWO	4. KSWO	4. KRLG-F	4. KMGZ-F

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KCCO, 1050, 250 W (DAY,DA)	, MOR	,\$ 9.00	(HNWH)	M. Russell
KSWO, 1380, 1 KW (DA-2)	, COUNTRY	SMN,\$ 17.00	(Riley)	R. Kirby
KLAW-F, 101.5, 100 KW @ 600,	COUNTRY	,\$ 25.00	(Katz)	B. Shoemate
KMGZ-F, 95.3, 3 KW @ 295,	CHR	US 1,\$ 15.00	(Masla)	R. Fritsch
KRLG-F, 98.1, 100 KW @ 202,	AC	,\$ 9.00	(HNWH)	M. Russell

KKQV, KNIN - See Wichita Falls

KATT - See Oklahoma City in Spring '86 American Radio

LONGVIEW-MARSHALL, TX

MSA Rank/Pop: 218/177,500
 Average Person Rating: 14.7
 Market TSL: 20.0 hours
 Stations: 23/12

Diaries: 382/368:1
 Sample Target: 330
 % Below Line: 31.2
 % Not Listed: 17.9

Retail \$: 1.27 Billion
 HH Income: \$29,823
 FM Share: 67.06%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KYKX-F	31/15.0	16.5	21.6	1. KYKX-F	73/847	1. KYKX-F	350
2. KTUX-F	23/11.1	5.5	---	2. KNUE-F	55/607	2. KTUX-F	341
3. KFRO	15/ 7.2	7.3	3.1	3. KTUX-F	53/679	3. KFRO	242
4. KKTX-F	14/ 6.8	2.8	15.5	4. KKTX-F	27/299	4. KKTX-F	209
5. KNUE-F	12/ 5.8	8.3	2.1	5. KFRO	16/270	5. KNUE-F	185
6. KEES	10/ 4.8	2.8	---	KWKH	16/218	6. KTYL-F	123
7. KWKH	8/ 3.9	.9	2.1	7. KRMD-F	14/201	7. KWKH	115
8. KTAL-F	6/ 2.9	.9	---	KTYL-F	14/233	8. KEES	106
KTYL-F	6/ 2.9	7.3	6.2	9. KTAL-F	11/193	9. KMHT-F	91
KZEY	6/ 2.9	---	4.1	10. KEES	10/123	10. KMHT	90

12+ AMD

1. KYKX-F
2. KTUX-F
3. KWKH
4. KNUE-F

12+ MID

1. KYKX-F
2. KTUX-F
- KKTX-F
4. KNUE-F

12+ PMD

1. KYKX-F
2. KTUX-F
3. KKTX-F
4. KNUE-F
 KFRO

12+ EVE

1. KTUX-F
2. KFRO
3. KYKX-F
4. KTAL-F

SAT MID

1. KTUX-F
2. KYKX-F
3. KKTX-F
 KEES

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

1. KYKX-F
2. KTUX-F
 KNUE-F
4. KZEY

ADULTS 35+

1. KYKX-F
2. KEES
 KNUE-F
4. KWKH

OTHER RATED STATIONS/METRO SHARE

KCUL	1410	Marshall	1.9	KITT-F	93.7	Shreveport	1.9
KHYM	1060	Longview	1.0	KOOI-F	106.5	Tyler	1.0
KLUE	1280	Longview	1.0	KRLD	1080	Dallas	.5
KMHT	1450	Marshall	2.4	KRMD-F	101.1	Shreveport	1.0
KMHT-F	103.9	Marshall	1.9	KVKI-F	96.5	Shreveport	1.4
KNIF-F	95.3	Longview	1.9	KZEW-F	97.9	Dallas	1.4
KOCA	1240	Kilgore	1.4				

RADIO STATIONS

KEES, 1430, 5 KW/1 KW (DA-N), COUNTRY, \$ 8.00 (HNWH) (GLADEWATER) R. Minervini
 KFRO, 1370, 1 KW (DA-N), AC, ABC-I, \$ 14.00 (Miller) J. Curtis

KKTX-F, 95.9, 3 KW @ 300, CHR, \$ 19.00 (Milam) R. Monroe
 KYKX-F, 105.7, 100 KW @ 950, COUNTRY, \$ 30.00 (Mc-Guild) Sun Group D. Gotcher

KNUE, KTYL - See Tyler, TX

KRMD, KWKH, KTUX - See Shreveport in Spring '86 American Radio

LUFKIN-NACOGDOCHES, TX

MSA Rank/Pop: NA/103,300 (12+)
 Average Person Rating: 14.1
 Market TSL: 19.4 hours
 Stations: 11/8

Diaries: 318/325:1
 Sample Target: 280
 % Below Line: 7.9
 % Not Listed: 13.7

Retail \$: .63 Billion
 HH Income: \$24,800
 FM Share: 95.24%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KJCS-F	38/26.0	28.9	19.2	1. KYKS-F	55/628	1. KJCS-F	382
2. KYKS-F	29/19.9	16.8	26.0	2. KJCS-F	52/505	2. KYKS-F	337
3. KAFX-F	28/19.2	11.4	5.6	3. KAFX-F	43/488	3. KAFX-F	318
4. KDEY-F	9/ 6.2	5.4	2.8	4. KNUE-F	18/197	4. KDEY-F	124
5. KTBC-F	6/ 4.1	6.7	10.7	5. KOOI-F	17/140	5. KTBC-F	110
KOOI-F	6/ 4.1	---	2.8	6. KTUX-F	11/120	6. KEEE	109
7. KRBA	3/ 2.1	2.7	1.7	7. KDEY-F	10/144	7. KRBA	107
8. KEEE	2/ 1.4	2.7	2.8	KTBC-F	10/154	8. KNUE-F	56
KNUE-F	2/ 1.4	1.3	---	9. KRBA	6/126	9. KOOI-F	55
KTUX-F	2/ 1.4	---	---	10. KEEE	2/117	KSFA	55
				KSFA	2/ 65		

12+ AMD

1. KJCS-F
2. KYKS-F
3. KAFX-F
4. KRBA

12+ MID

1. KJCS-F
2. KAFX-F
3. KYKS-F
4. KOOI-F

12+ PMD

1. KAFX-F
- KJCS-F
3. KYKS-F
4. KDEY-F

12+ EVE

1. KAFX-F
2. KJCS-F
3. KYKS-F
4. KDEY-F

SAT MID

1. KJCS-F
2. KAFX-F
3. KYKS-F
4. KDEY-F

ADULTS 18-34

1. KYKS-F
2. KAFX-F
3. KJCS-F
4. KTBC-F
- KDEY-F

ADULTS 18-49

1. KYKS-F
2. KAFX-F
- KJCS-F
4. KDEY-F
- KTBC-F

ADULTS 25-54

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

ADULTS 35+

1. KJCS-F
2. KYKS-F
3. KAFX-F
4. KOOI-F

OTHER RATED STATIONS/METRO SHARE

KSFA 860 Nacogdoches .7

RADIO STATIONS

KEEE, 1230, 1 KW	, AC	ABC-E, \$ 10.00	(----)	J. Rucker
KRBA, 1340, 1 KW	, COUNTRY	MBS, \$ 9.00	(Milam)	D. Yates
KSFA, 860, 1 KW (DAYS)	, COUNTRY	APR, \$ 12.00	(Miller)	B. Dunn
KAFX-F, 95.5, 50 KW @ 450,	CONTEMP	, \$ NA	(Masla)	(DIBOLL) T. Love
KDEY-F, 99.3, 2 KW @ 360,	AOR	MBS, \$ 9.00	(Milam)	D. Yates
KJCS-F, 103.3, 100 KW @ ? ,	COUNTRY	, \$ 14.00	(----)	R. Hill
KTBC-F, 92.1, 2 KW @ 370,	CHR	MBS, \$ 11.00	(Miller)	T. Baker
KYKS-F, 105.1, 100 KW @ 660,	COUNTRY	, \$ 19.00	(Select)	L. Gunter

KTUX - See Shreveport in Spring '86 American Radio

KNUE, KOOI - See Tyler, TX

MEDFORD-ASHLAND, OR

MSA Rank/Pop: 263/135,700
 Average Person Rating: 14.7
 Market TSL: 20.1 hours
 Stations: 13/11

Diaries: 391/294:1
 Sample Target: 310
 % Below Line: 5.8
 % Not Listed: 8.9

Retail \$: .76 Billion
 HH Income: \$22,531
 FM Share: 66.88%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KTMT-F	47/27.8	12.8	5.0	1. KTMT-F	78/674	1. KTMT-F	427
2. KCMX-F	20/11.8	15.7	17.0	2. KAJO	30/159	2. KYJC	259
3. KRWQ-F	17/10.1	6.4	11.3	3. KCMX-F	28/318	3. KCMX-F	237
4. KYJC	14/ 8.3	12.2	20.1	4. KRWQ-F	23/192	4. KBOY-F+	207
5. KCMX	13/ 7.7	5.2	5.0	KYJC	23/314	5. KCMX	115
6. KBOY-F+	8/ 4.7	14.0	11.4	6. KBGG-F	19/208	6. KHUG	110
KDOV	8/ 4.7	2.9	3.8	7. KFMJ-F	18/223	7. KRWQ-F	108
8. KBGG-F	7/ 4.1	---	---	8. KCMX	14/123	8. KDOV	98
9. KAJO	5/ 3.0	4.1	1.3	9. KBOY-F+	12/292	9. KMED	89
10.				10. KDOV	8/ 98	10. KMFR	85

12+ AMD

12+ MID

12+ PMD

12+ EVE

SAT MID

1. KTMT-F
2. KRWQ-F
3. KYJC
4. KCMX-F

1. KTMT-F
2. KCMX-F
- KRWQ-F
4. KCMX

1. KTMT-F
2. KCMX-F
3. KYJC
4. KRWQ-F
- KCMX

1. KTMT-F
2. KYJC
3. KBOY-F
4. KCMX-F
- KDOV

1. KTMT-F
2. KCMX-F
3. KRWQ-F
4. KVJC

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. KTMT-F
2. KYJC
- KDOV
4. KCMX-F
- KBOY-F

1. KTMT-F
2. KRWQ-F
3. KYJC
4. KCMX-F

1. KTMT-F
2. KRWQ-F
3. KCMX-F
4. KYJC

1. KCMX-F
2. KRWQ-F
3. KCMX
4. KBGG-F

OTHER RATED STATIONS/METRO SHARE

KHUG	1300	Phoenix	2.4	KMFR	880	Phoenix	1.8
KMED	1440	Medford	2.4	KFMJ-F	96.9	Grants Pass	2.4

RADIO STATIONS

KCMX, 580, 1 KW (DA-N)	, COUNTRY	MBS, \$ 13.00 (Katz)	R. Vsetecka
KDOV, 1230, 1 KW	, RELIGION	NBC, \$ 7.00 (----)	P. Atkinson
KHUG, 1300, 5 KW (DA-2)	, COUNTRY	SMN, \$ 9.00 (S/R)	R. Lawson
KMED, 1440, 5 KW/1 KW (DA-N)	, AC	MBS, \$ 8.00 (----)	D. Hill
KMFR, 880, 1 KW	, MOR	CBS, \$ 12.00 (Torbet)	R. Johnson
KYJC, 610, 5 KW (DA-2)	, AC	ABC-C, \$ 19.00 (HNWH)	J. Allen
KAJO, 1270, 5 KW (DAYS)	, BTFL (?)	, \$ 9.00 (----)	(GRANTS HILL) J. Wilson
KBGG-F, 102.7, 100 KW @ ? , ?		ABC-D, \$ NA (----)	
KBOY-F, 95.3, 100 KW @ 935, AC		, \$ 13.00 (Mc-Guild)	S. Crites
KCMX-F, 101.9, 31 KW @ 1457, BTFL/EZ		MBS, \$ 15.00 (Katz)	R. Vsetecka
KRWQ-F, 100.3, 30 KW @ 985, COUNTRY		APR, \$ 13.00 (Tacher)	(GOLD HILL) D. Hill
KTMT-F, 93.7, 19 KW @ 3260, CHR		ABC-R, \$ 21.00 (Torbet)	R. Johnson
KFMJ-F, 96.9, 25 KW @ 2178, AC		, \$ 12.00 (HNWH)	(GRANTS HILL)

MERIDIAN, MS

MSA Rank/Pop: NA/65,600 (12+)
 Average Person Rating: 14.0
 Market TSL: 19.3 hours
 Stations: 8/7

Diaries: 344/191:1
 Sample Target: 250
 % Below Line: 1.1
 % Not Listed: 5.4

Retail \$: .48 Billion
 HH Income: \$23,340
 FM Share: 56.32%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84
1. WOKK-F	25/27.2	26.1	22.6
2. WJDQ-F	23/15.0	22.5	23.5
3. WALT	15/16.3	24.3	25.2
4. WMOX	10/10.9	9.9	10.4
5. WQIC	9/ 9.8	8.1	3.5
6. WFFZ	3/ 3.3	1.8	7.0
7. WYAM	1/ 1.1	.9	---
WNSL-F	1/ 1.1	---	---
9.			
10.			

12+ TSA	1/4 / CUME
1. WOKK-F	86/762
2. WJDQ-F	49/597
3. WALT	24/255
4. WNSL-F	20/154
5. WQIL	16/261
6. WMOX	15/252
7. WFEZ	3/ 31
8. WYAM	1/ 20
9.	
10.	

12+ METRO	CUME
1. WJDQ-F	248
2. WOKK-F	233
3. WALT	173
4. WMOX	150
5. WQIC	139
6. WNSL-F	39
7. WFEZ	31
8. WYAM	20
9.	
10.	

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

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

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WALT, 910, 5 KW/1 KW	, BLACK	ABC-E,\$ 11.00	(Mc-Guild)	New South	K. Rainey
WFEZ, 1390, 5 KW (DAYS)	, NOSTALGIA	, \$ 10.00	(New South)		C. Cooper
WMOX, 1010, 10 KW/1 KW (DA-2)	, COUNTRY	US 2,\$ 14.00	(Savalli)		E. Smith
WQIC, 1450, 1 KW	, BLACK	SBN,\$ 13.00	(Mid South)		S. Torgerson

WOKK-F, 97.1, 100 KW @ 330,	COUNTRY	ABC-E,\$ 18.00	(Mc-Guild)	New South	K. Rainey
WJDQ-F, 101.3, 100 KW @ 580,	CHR	ABC-C,\$ 20.00	(Masla)		D. Partridge

WNSL - See Laurel

MINOT, ND

MSA Rank/Pop: NA/48,400
 Average Person Rating: 15.1
 Market TSL: 20.3 hours
 Stations: 9/8

Diaries: 332/146:1
 Sample Target: 250
 % Below Line: 1.4
 % Not Listed: 4.1

Retail \$: .45 Billion
 HH Income: \$27,142
 FM Share: 65.71%

<u>12+ METRO</u>	<u>1/4 / SHARE</u>	<u>SPG</u> 85	<u>SPG</u> 84	<u>12+ TSA</u>	<u>1/4 / CUME</u>	<u>12+ METRO</u>	<u>CUME</u>
1. KCJB	19/26.0	28.8	26.5	1. KCJB	46/403	1. KHHT-F	195
	KHHT-F 19/26.0	17.8	1.2	2. KHHT-F	29/324	2. KCJB	191
3. KIZZ-F	10/13.7	23.3	44.6	3. KFYZ	24/378	3. KIZZ-F	128
4. KBQQ-F	9/12.3	13.7	9.6	4. KZPR-F	16/174	4. KBQQ-F	112
5. KZPR-F	8/11.0	---	---	5. KIZZ-F	10/146	5. KZPR-F	102
6. KHRT	2/ 2.7	4.1	4.8	6. KBQQ-F	9/136	6. KFYZ	45
7. KKOA	1/ 1.4	1.4	2.4	7. KKOA	5/ 94	7. KHRT	44
	KTYN 1/ 1.4	4.1	4.8		KHRT 5/ 80	8. KKOA	43
	KFYR 1/ 1.4	1.4	2.4	9. KTYN	3/ 46	9.	
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KCJB	1. KCJB	1. KHHT-F	1. KHHT-F	1. KHHT-F
2. KHHT-F	2. KHHT-F	2. KCJB	2. KCJB	2. KCJB
3. KBQQ-F+	3. KIZZ-F	3. KIZZ-F	3. KIZZ-F	3. KZPR
4. KIZZ-F	KZPR-F	4. KBQQ-F	4. KBQQ-F	4. KBQQ-F
		KZPR-F		

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KHHT-F	1. KHHT-F	1. KBQQ-F	1. KCJB
2. KIZZ-F	2. KIZZ-F	2. KCJB	2. KZPR-F
3. KBQQ-F	KBQQ-F	KZPR-F	3. KBQQ-F
4. KZPR-F	4. KZPR-F	4. KIZZ-F	4. KHRT

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KCJB, 910,	5 KW/1 KW (DA-2),	COUNTRY	CBS,\$ 29.00	(Katz)	R. Romine
KHRT, 1320,	2.5 KW (DAYS)	, RELIGION	ABC-I,\$ 6.00	(----)	R. Leavitt
KKOA, 1390,	5 KW/1 KW	, COUNTRY	MBS,\$ NA	(Torbet)	C. Ferguson
KTYN, 1430,	5 KW (DAYS)	, AC	US 1, APR,\$ 12.00	(Torbet)	
KHHT-F, 97.1,	50 KW @ 830,	CHR	,\$ 28.00	(Katz)	P. Finken
KIZZ-F, 93.7,	100 KW @ 600,	CONTEMP	ABC-C,\$ 27.00	(Blair)	Meyer
KBQQ-F, 99.9,	100 KW @ 200,	?	,\$ NA	(Torbet)	T. Fleck
KZPR-F, 105.3,	100 KW @ 579,	?	,\$ NA	(Torbet)	

KFYR - See Bismarck

MONMOUTH-OCEAN, NJ

MSA Rank/Pop: NA/794,000 (12+)
 Average Person Rating: 21.0
 Market TSL: 27.1
 Stations: 35/7

Diaries: 416/1,909:1
 Sample Target: 400
 % Below Line: 76.5
 % Not Listed: 10.5

Retail \$: 6.0 Billion
 HH Income: \$33,000
 FM Share: 68.75%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WOR	126/ 7.6	6.1	7.7	1.		1. WPLJ-F	1187
2. WNEW-F	123/ 7.4	1.9	3.7	2.		2. WCBS	1179
3. WOBN-F	102/ 6.1	7.3	---	3.		3. WOR	1088
4. WHTZ-F	83/ 5.0	3.6	5.1	4.	METRO AND	4. WOBN-F	1087
5. WPAT-F	71/ 4.3	5.5	3.4	5.	TSA	5. WNEW-F	1082
6. WJCK-F	69/ 4.1	4.6	4.0	6.	ARE THE	6. WHTZ-F	1049
7. WADB-F	60/ 3.6	4.6	2.8	7.	SAME	7. WXRK-F	908
8. WCBS-F	59/ 3.5	3.3	1.7	8.		8. WNBC	825
WHLI	59/ 3.5	1.9	---	9.		9. WPAT-F	822
10. WRKS-F	57/ 3.4	1.0	1.7	10.		10. WJLK-F	816

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WOR	1. WNEW-F	1. WNEW-F	1. WNEW-F	1. WOR
2. WOBN-F	2. WOR	2. WHTZ-F	2. WHTZ-F	2. WNEW-F
3. WCBS	3. WPAT-F	3. WADB-F	3. WOR	3. WCBS-F
4. WJLK	4. WOBN-F	4. WOBN-F WOR	4. WAPP-F	4. WOBN-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WNEW-F	1. WNEW-F	1. WOR	1. WOR
2. WMMR-F	2. WCBS-F	2. WCBS-F	2. WOBN-F
3. WXRK-F	3. WXRK-F	3. WHN	3. WADB-F
4. WHTZ-F	4. WHN	4. WRKS-F	WHLI
WPLJ-F	WMMR-F		WPAT-F

OTHER RATED STATIONS/METRO SHARE

WJLK 1310 Asbury Park	2.2	WFPG-F 96.9 Atlantic City	.5	WNEW 1130 New York	2.0
WJRZ-F 100.1 Manahawkin	2.9	WNN 1050 New York	3.1	WNSR-F 105.1 New York	1.7
WMJY-F 107.1 Long Branch	1.4	WINS 1010 New York	.7	WPIX-F 101.9 New York	.8
WOBN 1170 Lakewood	.5	WIOQ-F 102.1 Philadelphia	.4	WPLJ-F 95.5 New York	2.9
WABC 770 New York	1.9	WKXW-F 101.5 Trenton	1.0	WPST-F 97.5 Trenton	.2
WAPP-F 103.5 Lake Success	1.9	WLTW-F 106.7 New York	1.2	WXRK-F 92.3 New York	3.1
WBLS 107.5 New York	.8	WMCA 570 New York	.4	WYNY-F 97.1 New York	1.7
WCAU-F 98.1 Philadelphia	.7	WMMR-F 93.3 Philadelphia	2.7		
WCBS 880 New York	3.2	WNBC 660 New York	2.8		

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES		,\$ 41.00 (Masla)	Asbury Press	J. Dziuba
WADB-F, 95.9, 3 KW @ 300, BTFL		,\$ 26.00 (Christal)	(PT. PLEASANT)	A. Brown
WJLK-F, 94.3, 3 KW @ 300, CHR		,\$ 41.00 (Masla)	Asbury Press	J. Dziuba
WOBN-F, 92.7, 3 KW @ 300, AC		,\$ 30.00 (----)	(TOMS RIVER)	B. Levy
WMJY-F, 107.1, 3 KW @ 300, AC		,\$ NA (Weiss)		C. DeProspro

Other ranked stations - See New York in Spring '86 American Radio

MONROE, LA

MSA Rank/Pop: 246/143,700
 Average Person Rating: 14.3
 Market TSL: 20.4 hours
 Stations: 11/0

Diaries: 381/305:1
 Sample Target: 310
 % Below Line: 0
 % Not Listed: 4.8

Retail \$: .79 Billion
 HH Income: \$26,295
 FM Share: 80.38%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KYEA-F	39/23.5	27.9	23.5	1. KNAN-F	88/ 831	1. KNAN-F	423
2. KNAN-F	38/22.9	10.2	12.7	2. KJLO-F	70/ 824	2. KNOE-F	307
3. KNOE-F	22/13.3	21.3	19.6	3. KYEA-F	62/ 423	3. KYEA-F	275
4. KJLO-F	21/12.7	8.1	8.8	4. KNOE-F	57/1052	4. KNOE	255
5. KNOE	15/ 9.0	10.2	12.3	5. KXKZ-F	39/ 513	5. KJLO-F	230
6. KMBS	6/ 3.6	3.6	1.5	6. KNOE	31/ 487	6. KWEZ	102
7. KWEZ	5/ 3.0	1.0	2.0	7. KXLA	10/ 155	7. KXKZ-F	72
8. KTRY-F	4/ 2.4	3.0	4.4	8. KMBS	7/ 74	8. KMBS	68
9. KXKZ-F	3/ 1.8	4.1	1.5	KTRY-F	7/ 139	9. KXLA	65
KXLA	3/ 1.8	---	---	10. KWEZ	6/ 148	10. KTRY-F	58

12+ AMD	12+ MID	12+ PM	12+ EVE	SAT MID
1. KYEA-F	1. KNAN-F	1. KNAN-F	1. KNAN-F	1. KYEA-F
2. KNAN-F	2. KJLO-F	2. KYEA-F	2. KYEA-F	2. KNAN-F
3. KJLO-F	KNOE-F	3. KJLO-F	3. KNOE-F	3. KNOE-F
4. KNOE	4. KNOE	4. KNOE-F	4. KNOE	4. KJLO-F
			KJLO-F	

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

OTHER RATED STATIONS/METRO SHARE

KLIC 1230 Monroe 1.2

RADIO STATIONS

KMBS, 1310, 1 KW	, NOSTALGIA	,\$ 13.00	(Weiss)	C. Morgan
KNOE, 540, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-E,\$ 35.00	(Mc-Guild)	R. Wilcox
KWEZ, 1440, 5 KW/1 KW (DA-N)	, BTFL/EZ	NBC,\$ NA	(Roslin)	C. Holladay
KXLA, 990, 1 KW (DAYS)	, BLACK	SBN,\$ NA	(Masla) (RAYVILLE)	J. Moore
KJLO-F, 104.1, 100 KW @ 850,	COUNTRY	NBC,\$ NA	(Roslin)	C. Holladay
KNAN-F, 106.1, 30 KW @ 190,	CONTEMP	SMN,\$ 40.00	(Masla)	R. Pinton
KNOE-F, 101.9, 100 KW @ 1650,	CHR	ABC-F,\$ 35.00	(Mc-Guild)	R. Wilcox
KTRY-F, 94.3, 3 KW @ 300,	BLACK	NBN,\$ NA	(HNWH) (BASTROP)	
KXKZ-F, 107.5, 100 KW @ 500,	COUNTRY	APR,\$ 18.00	(----) (RUSTON)	D. Hollingsworth
KYEA-F, 98.3, 3 KW @ 300,	BLACK	,\$ 36.00	(Weiss)	C. Morgan

MORRISTOWN, NJ

MSA Rank/Pop: NA/356,900 (12+)
 Average Person Rating: 16.3
 Market TSL: 21.2 hours
 Stations: 29/4

Diaries: 473/755:1
 Sample Target: 400
 % Below Line: 90.6
 % Not Listed: 8.8

Retail \$: 3.01 Billion
 HH Income: \$45,770
 FM Share: 73.07%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WPLJ-F	64/11.0	6.6	7.0	1.		1. WPLJ-F	1111
2. WPAT-F	60/10.3	11.5	9.5	2.		2. WHTZ-F	750
3. WXRK-F	45/ 7.7	1.6	1.5	3.		3. WXRK-F	584
4. WHTZ-F	39/ 6.7	5.6	8.8	4.	METRO AND	4. WABC	545
5. WYNY-F	27/ 4.6	5.6	3.7	5.	TSA	5. WPAT-F	544
6. WNEW-F	26/ 4.5	1.3	1.5	6.	ARE THE	6. WYNY-F	537
WOR	26/ 4.5	7.2	7.0	7.	SAME	WNEW-F	537
8. WL TW-F	25/ 4.3	4.9	3.3	8.		8. WDHA-F	492
9. WCBS-F	24/ 4.1	3.0	5.5	9.		9. WOR	461
10. WABC	23/ 4.0	3.0	5.5	10.		10. WCBS-F	405

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPLJ-F	1. WPAT-F	1. WPLJ-F	1. WXRK-F	1. WPAT-F
WXRK-F	2. WPLJ-F	2. WPAT-F+	2. WPLJ-F	2. WPLJ-F
3. WPAT-F+	3. WXRK-F	3. WABC	3. WHTZ-F	3. WHTZ-F
4. WHTZ-F	WCBS-F	4. WHTZ-F	4. WPAT-F	4. WOR
				WYNY-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WPLJ-F	1. WPLJ-F	1. WPLJ-F	1. WPAT-F
2. WXRK-F	2. WXRK-F	2. WPAT-F	2. WOR
3. WHTZ-F	3. WHTZ-F	3. WL TW-F	3. WPLJ-F
4. WNEW-F	WYNY-F	WCBS-F	WABC
			WMTR

OTHER RATED STATIONS/METRO SHARE

WMTR	1250	Morristown	3.1	WNBC	660	New York	2.1
WRAN	1510	Dover	1.0	WNCN-F	104.3	New York	1.9
WXMC	1310	Parsippany Hills	.9	WNEW	1130	New York	2.7
WAPP-F	103.5	Lake Success	1.5	WNSR-F	105.1	New York	.9
WBLS-F	107.5	New York	.5	WPAT	930	Paterson	.9
WCBS	880	New York	1.5	WPIX-F	101.9	New York	1.2
WFME-F	94.7	Newark	.3	WQXR	1560	New York	
WHN	1050	New York	2.7	WQXR-F	96.3	New York	1.7
WINS	1010	New York	1.2	WRKS-F	98.7	New York	.9
WLEV-F	96.1	Easton	.9				

RADIO STATIONS

WMTR, 1250, 5 KW/1 KW (DA-2), MOR APR, \$ 52.00 (Groskin) (MORRISTOWN) P. Arnow
 WDHA-F, 105.5, 3 KW @ 300, AOR , \$57.00 (Groskin) (DOVER) R. Linder

Other ranked stations - See New York in Spring '86 American Radio

MUSKEGON, MI

MSA Rank/Pop: 240/152,600
 Average Person Rating: 14.7
 Market TSL: 20.0 hours
 Stations: 15/9

Diaries: 375/333:1
 Sample Target: 350
 % Below Line: 19.7
 % Not Listed: 14.7

Retail \$: .74 Billion
 HH Income: \$23,634
 FM Share: 75.16%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WMUS-F	35/19.0	21.5	17.9	1. WMUS-F	87/745	1. WMUS-F	346
2. WKBZ	28/15.2	13.6	10.2	2. WKLQ-F	52/659	2. WKBZ	323
3. WKLQ-F	22/12.0	4.2	1.7	3. WSNX-F+	34/424	3. WKLQ-F	244
4. WSNX-F+	19/10.3	20.4	19.2	4. WCXT-F	30/286	4. WSNX-F+	243
5. WQWQ-F	14/ 7.6	1.6	1.3	5. WKBZ	28/378	5. WQWQ-F	207
6. WCXT-F	11/ 6.0	6.3	10.2	6. WQWQ-F	19/251	6. WRNF-F	131
7. WRNF-F	8/ 4.3	11.5	9.8	WOOD-F	19/296	7. WCXT-F	124
8. WKJR	5/ 2.7	.5	.4	8. WLHT-F	15/247	8. WKJR	93
WMUS	5/ 2.7	4.2	1.7	9. WMUS	9/138	9. WOOD-F	82
10. WXXX-F	3/ 1.6	---	.4	10.		10. WAVX	81

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMUS-F+	1. WMUS-F	1. WMUS-F+	1. WKBZ	1. WMUS-F+
2. WKBZ	2. WKBZ	2. WKBZ	2. WCXT-F	2. WSNX-F+
3. WKLQ-F	3. WKLQ-F	3. WKLQ F	3. WSNX-F+	3. WKLQ-F
4. WSNX-F+	4. WQWQ-F	4. WSNZ-F+	4. WMUS-F	4. WKBZ
			WKLQ-F	

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WKLQ-F	1. WMUS-F	1. WMUS-F	1. WKBZ
2. WSNX-F+	2. WSNX-F+	2. WSNX-F+	2. WMUS-F
3. WMUS-F	3. WKLQ-F	3. WKBZ	3. WQWQ-F
WCXT-F	4. WCXT-F	4.	4. WKJR
			WSNX-F+

OTHER RATED STATIONS/METRO SHARE

WAVX-F	98.3	N. Muskegon	.5
WGN	720	Chicago	.5
WGRD	97.9	Grand Rapids	1.1
WCHT-F	95.7	Grand Rapids	.5
WOOD-F	105.7	Grand Rapids	1.1

RADIO STATIONS

WKBZ, 850, 1 KW (DA-1)	, NOSTALGIA	ABC-E, \$ 18.00	(Weiss)	Reams	N. Kearney
WKJR, 1520, 10 KW/500 W (DA-2)	, RELIGION	, \$ 8.00	(----)	Kuiper	W. Kuiper
WMUX, 1090, 1 KW (DAYS)	, COUNTRY	, \$ NA	(HNWH)		T. Achterhoff
WCXT-F, 105.3, 100 KW @ 650, AOR		, \$ 14.00	(Patt)	(HART)	N. Waters
WMUS-F, 106.9, 50 KW @ 480, COUNTRY		, \$ NA	(HNWH)		T. Achterhoff
WQWQ-F, 101.7, 3 KW @ 300, BTFL/EZ		, \$ 15.00	(Pearse)	Kuiper	W. Kuiper
WRNF-F, 95.3, 2 KW @ 367, CHR		ABC-F, \$ 18.00	(Weiss)	Reams	(WHITEHALL) N. Kearny
WSNX-F, 104.5, 50 KW @ 360, CONTEMP		, \$ NA	(Blair)	Goodrich	
WAVX-F, 98.3, 2.6 KW @ 321, AC		, \$ NA	(Torbet)		D. Myers

Other ranked stations - See Grand Rapids in Spring '86 American Radio

NAPLES-MARCO ISLAND, FL

MSA Rank/Pop: 301/113,400
 Average Person Rating: 16.5
 Market TSL: 22.2 hours
 Stations: 8/5

Diaries: 274/371:1
 Sample Target: 280
 % Below Line: 47.4
 % Not Listed: 19.6

Retail \$: 1.00 Billion
 HH Income: \$38,094
 FM Share: 82.22%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WCVU-F	38/22.6	27.3	---	1.		1. WCVU-F	334
2. WSGL-F	25/14.9	9.9	---	2.		2. WNOG	240
3. WNOG	24/14.3	13.0	---	3.		3. WINK-F	237
4. WRGI-F	19/11.3	16.1	---	4.	METRO AND	4. WRGI-F	219
5. WINK-F	16/ 9.5	5.6	---	5.	TSA	5. WSGL-F	207
6. WOOJ-F	10/ 6.0	7.5	---	6.	ARE THE	6. WOOJ-F	117
7. WIKX-F	2/ 1.2	1.9	---	7.	SAME	7. WIKX-F	65
8. WLEQ-F	1/ .6	3.7	---	8.		8. WLEQ-F	52
9.				9.		9.	
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WNOG	1. WCVU-F	1. WCVU-F	1. WNOG	1. WCVU-F
2. WCVU-F	2. WSGL-F	2. WSGL-F	2. WINK-F	2. WRGI-F
3. WINK-F	3. WRGI-F	3. WRGI-F	3. WCVU-F	3. WNOG
4. WSGL-F	4. WNOG WOOJ-F	4. WINK-F	4. WSGL-F	4. WSGL-F

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WRGI-F	1. WSGL-F	1. WSGL-F	1. WCVU-F
2. WSGL-F	2. WRGI-F	2. WCVU-F	2. WNOG
3. WINK-F	3. WINK-F	3. WRGI-F	3. WSGL-F
WOOJ-F	4. WCVU-F WOOJ-F	4. WINK-F	4. WINK-F

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WNOG, 1270, 1 KW (DA-N) , MOR	CBS,MBS,\$ 20.00 (Christal)	Palmer	J. Garbo
WIKX-F, 98.3, 900 W @ 555, COUNTRY	,\$ NA (----)	(IMMOKALEE)	B. Umberger
WRGI-F, 93.5, 3 KW @ 300, CONTEMP	US I,\$ 28.00 (Roslin)		A. Arkelian
WSGL-F, 103.1, 2 KW @ 384, COUNTRY	NBC,\$ 21.00 (Blair)		J. Norman

Other stations - See Fort Myers

NEW BEDFORD - FALL RIVER, MA

MSA Rank/Pop: 97/484,600
 Average Person Rating: 18.6
 Market TSL: 24.4 hours
 Stations: 36/8

Diaries: 457/898:1
 Sample Target: 400
 % Below Line: 75.9
 % Not Listed: 6.8

Retail \$: 3.40 Billion
 HH Income: \$25,164
 FM Share: 69.15%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WHJY-F	71/ 9.3	7.4	5.4	3.9	6.1	1.		1. WHJY-F	870
2. WMYS-F	56/ 7.3	9.9	9.1	12.2	6.6	2.		2. WPRO-F	830
3. WPRO-F	51/ 6.7	6.8	6.1	5.8	8.0	3.		3. WLKW-F	641
4. WLKW-F	50/ 6.6	11.6	8.8	10.2	8.3	4.	METRO AND	4. WMYS-F	576
5. WWLI-F	37/ 4.9	4.5	1.5	3.3	1.7	5.	TSA	5. WWLI-F	479
6. WBZ	32/ 4.2	2.6	2.0	3.3	3.5	6.	ARE THE	6. WJNE-F	414
7. WBSM	28/ 3.7	6.5	11.8	8.9	9.2	7.	SAME	7. WBZ	408
8. WALE	26/ 3.4	2.6	3.9	2.5	6.6	8.		8. WPRO	401
WBCN-F	26/ 3.4	.9	1.0	.6	.9	9.		9. WHTT-F	355
10. WXKS-F	21/ 2.8	1.7	2.5	2.2	1.2	10.		10. WERI-F	342

12+ AMD

1. WHJY-F
2. WMYS-F
3. WBZ
4. WPRO-F

12+ MID

1. WMYS-F
2. WLKW-F
3. WHJY-F
4. WWLI-F

12+ PMD

1. WHJY-F
2. WPRO-F
3. WMYS-F
4. WWLI-F

12+ EVE

1. WHJY-F
2. WLKW-F
3. WBSM
- WBZ

SAT MID

1. WHJY-F
2. WPRO-F
3. WLKW-F
- WMYS-F

ADULTS 18-34

1. WHJY-F
2. WMYS-F
3. WBCN-F
4. WPRO-F

ADULTS 18-49

1. WHJY-F
2. WMYS-F
3. WPRO-F
4. WWLI-F

ADULTS 25-54

1. WMYS-F
2. WWLI-F
3. WHJY-F
4. WPRO-F

ADULTS 35+

1. WLKW-F
2. WMYS-F
3. WBSM
- WBZ

OTHER RATED STATIONS/METRO SHARE

WARA	1320	Attleboro	1.4	WHJJ	920	Providence	1.6
WNBH	1340	New Bedford	.7	WHTT-F	103.3	Boston	1.8
WPEP	1570	Taunton	2.1	WJIB-F	96.9	Boston	1.7
WSAR	1480	Fall River	1.2	WMJX-F	106.7	Boston	1.3
WAAF-F	107.3	Worcester	.9	WPLM-F	99.1	Plymouth	2.2
WBOS-F	92.9	Brookline	2.5	WPRO	630	Providence	1.7
WBRU-F	95.5	Providence	.8	WRKO	680	Boston	.5
WCOD-F	106.1	Hyannis	.4	WROR-F	98.5	Boston	1.7
WCRB-F	102.5	Boston	.9	WVBF-F	105.7	Framington	.8
WEEI	590	Boston	1.2	WWAZ	790	Providence	1.8
WHDH	850	Boston	1.8	WZLX-F	100.7	Boston	1.3
WHIM	1110	Providence	.8	WZOU-F	94.5	Boston	1.8

RADIO STATIONS

WALE, 1400, 1 KW, TALK, MBS, \$ 32.00 (Mc-Guild) (FALL RIVER) B. Tutt

Other stations - See Boston or Providence in Spring '86 American Radio

NORTHWEST MICHIGAN
(TRAVERSE CITY, PETOSKY, CHARLEVOIX)

MSA Rank/Pop: NA/100,200 (12+)
Average Person Rating: 15.1
Market TSL: 20.3 hours
Stations: 13/13

Diaries: 353/284:1
Sample Target: 290
% Below Line: 0
% Not Listed: 10.6

Retail \$: .35 Billion
HH Income: NA
FM Share: 97.04%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WKHQ-F	30/19.9	16.9	28.7	1. WTCM-F	77/703	1. WKHQ-F	369
2. WKLT-F	22/14.6	6.2	8.8	2. WKHQ-F	51/712	2. WJMC-F+	191
3. WTCM-F	21/13.9	11.8	7.6	3. WMBN-F	48/416	3. WKLT-F	188
4. WMBN-F	15/ 9.9	12.9	11.7	4. WKLT-F	34/305	4. WTCM-F	186
WJML-F+	15/ 9.9	10.7	8.2	5. WJML-F+	28/436	5. WMBN-F	165
6. WLDR-F	8/ 5.3	6.7	5.3	6. WMKC-F	18/194	6. WKPK-F	156
7. WCCW-F	5/ 3.3	1.1	2.3	7. WQLZ-F	17/247	7. WLDR-F	122
WCLX-F	5/ 3.3	5.1	2.3	8. WCCW-F	11/145	8. WTCM	117
9. WKPK-F	4/ 2.6	3.4	---	WKPK-F	11/287	9. WCCW-F	96
10. WMKC-F	3/ 2.0	4.5	2.3	WLDR-F	11/190	10. WMKC-F	81
WQLZ-F	3/ 2.0	1.7	---				

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WTCM-F+	1. WKHQ-F	1. WKHQ-F+	1. WKLT-F	1. WKHQ-F
2. WKHQ-F+	2. WTCM-F+	2. WKLT-F	2. WKHQ-F+	2. WKLT-F
3. WJML-F+	3. WKLT-F	WTCM-F+	3. WTCM-F	3. WTCM-F+
4. WKLT-F	4. WJML-F+	4. WMBN-F	4. WMBN-F	4. WJML-F+
			WJML-F	

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WKLT-F	1. WKHQ-F	1. WKLT-F	1. WTCM-F
2. WKHQ-F	WKLT-F	2. WTCM-F	2. WMBN-F
3. WJML-F+	3. WJML-F+	3. WKHQ-F	3. WJML-F+
4. WTCM-F	4. WTCM-F	4. WJML-F+	4. WLDR-F

OTHER RATED STATIONS/METRO SHARE

WCCW 1310 Traverse City 1.3
WTCM 580 Traverse City 1.3

RADIO STATIONS

STATION	POWER	W	CLASS	TYPE	AGENCY	PERSONNEL
WTCM	580	5 KW	500 W	COUNTRY	NBC,\$ NA	(Torbet) (TRAVERSE CITY) R. Biederman
WCCW-F	92.1	3 KW	@ 251	CONTEMP	ABC-E,\$ 12.00	(S. Katz)(TRAVERSE CITY) P. Binsfeld
WCLX-F	93.5	1.2 KW	@ 460	COUNTRY	ABC-I,\$ 10.00	(----) (BOYNE CITY) B. Rich
WJML-F+	98.9	100 KW	@ 800	CONTEMP	,\$ 28.00	(HNWH) (PETOSKY) D. Williams
WKHQ-F	105.9	100 KW	@ 922	CONTEMP	ABC-C,\$ 20.00	(Mc-Guild)(CHARLEVOIX) T. Moore
WKLT-F	97.7	1 KW	@ 500	AOR	Source,\$ NA	(Patt) (KALKASKA) C. Poet
WKPK-F	106.7	100 KW	@ 570	CHR	UPI,\$ 13.00	(Mich) (GAYLORD) J. DeGroot
WLDR-F	101.9	50 KW	@ 590	MOR	,\$ 17.00	(Masla) (TRAVERSE CITY) D. Wiitala
WMBN-F	96.3	100 KW	@ 910	BTFL/EZ	MBS,\$ NA	(Christal)(PETOSKY) P. MacDonald
WMKC-F	102.9	100 KW	@ 370	COUNTRY	CBS,\$ 13.00	(Patt) (ST. IGNACE) T. Ahlborn
WQLZ-F	105.1	100 KW	@ 610	CHR	US 1,\$ 11.00	(Mich) (CHEBOYGAN) R. Bennett
WTCM-F	103.5	100 KW	@ 678	COUNTRY	NBC,\$ 26.00	(Torbet) (TRAVERSE CITY) R. Biederman

ODESSA-MIDLAND, TX

MSA Rank/Pop: 159/268,200
 Average Person Rating: 17.4
 Market TSL: 23.4
 Stations: 16/16

Diaries: 417/482:1
 Sample Target: 380
 % Below Line: 0
 % Not Listed: 8.6

Retail \$: 2.49 Billion
 HH Income: \$42,000
 FM Share: 77.74%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KODM-F	59/16.9	10.2	7.5	1. KWES-F	83/823	1. KODM-F	637
2. KNFM-F	47/13.5	13.7	8.5	2. KODM-F	65/722	2. KEWS-F	519
3. KWES-F	42/12.0	18.9	14.2	3. KNFM-F	54/485	3. KNFM-F	387
4. KWMJ-F	32/ 9.2	6.4	10.3	4. KWMJ-F	35/399	4. KWMJ-F	322
5. KJJT	25/ 7.2	5.5	12.4	5. KGEE-F	32/405	5. KBAT-F	295
6. KBAT-F	23/ 6.6	4.7	8.8	6. KBAT-F	31/373	6. KGEE-F	231
7. KQIP-F	19/ 5.4	4.9	3.6	7. KJJT	26/198	7. KQIP-F	215
8. KYXX	18/ 5.2	7.8	9.1	8. KYXX	21/248	8. KYXX	205
9. KGEE-F	15/ 4.3	4.1	---	9. KQIP-F	19/253	9. KJJT	189
10. KCRS	8/ 2.3	3.8	3.0	KCRS	19/289	10. KKKK-F	150

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

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

OTHER RATED STATIONS/METRO SHARE

KJBC	1150	Midland	.6	KOZA	1230	Odessa	1.4
KKKK-F	99.1	Odessa	1.4	KRIG	1410	Odessa	2.0
KMND	1510	Midland	1.7	KUFO-F	104.7	Midland	1.7

RADIO STATIONS

KCRS, 550, 5 KW/1 KW (DA-2) , MOR	UPI, \$ 16.00 (Mc-Guild)	Mayes (MIDLAND)	P. Humes
KJJT, 1000, 250 W (DAYS) , SPANISH	,\$ 15.00 (Caballero)	(ODESSA)	D. Jimenez
KYXX, 920, 1 KW/500 W (DA-N), COUNTRY	,\$ 18.00 (Select)	(ODESSA)	J. Lovell
KBAT-F, 93.3, 100 KW @ 500, COUNTRY (?)	,\$ NA (Katz)	(MIDLAND)	
KGEE-F, 99.9, 100 KW @ 540, COUNTRY	,\$ 15.00 (Masla)	(MONAHANS)	F. Hall
KNFM-F, 92.3, 100 KW @ 490, COUNTRY	ABC-E, \$ NA (Blair)	(MIDLAND)	G. Bakke
KODM-F, 97.9, 100 KW @ 380, CONTEMP	US I, \$ NA (HNWH)	(ODESSA)	B. Gruber
KQIP-F, 96.9, 100 KW @ 493, AC	,\$ NA (Torbet)	(ODESSA)	R. Eisner
KWES-F, 102.1, 100 KW @ 970, CHR	,\$ NA (Christal)	(MONAHANS)	M. Deardorf
KWMJ-F, 103.3, 100 KW @ 923, BTFL/EZ	,\$ 21.00 (Mc-Guild)	Mayes (MIDLAND)	P. Humes

OWENSBORO, KY

MSA Rank/Pop: 330/87,700
 Average Person Rating: 16.1
 Market TSL: 21.0
 Stations: 6/3

Diaries: 206/347:1
 Sample Target: 250
 % Below Line: 33.7
 % Not Listed: 9.6

Retail \$: .58 Billion
 HH Income: \$26,263
 FM Share: 84.62%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WBKR-F	42/36.5	30.3	33.9	1. WSTO-F	131/1349	1. WSTO-F	362
2. WSTO-F	35/30.4	37.4	30.5	2. WBKR-F	126/1052	2. WBKR-F	317
3. WVJS	10/ 8.7	14.1	14.4	3. WIKY-F	33/ 434	3. WVJS	222
4. WIKY-F	8/ 7.0	5.1	5.9	4. WKDQ-F	20/ 416	4. WKDQ-F	106
5. WOMI	6/ 5.2	4.0	---	5. WVJS	10/ 226	5. WIKY-F	99
6. WKDQ-F	3/ 2.6	4.0	4.2	6. WOMI	6/ 119	6. WOMI	95
7.				7.		7.	
8.				8.		8.	
9.				9.		9.	
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WBKR-F	1. WBKR-F	1. WBKR-F	1. WSTO-F	1. WBKR-F
2. WSTO-F	2. WSTO-F	2. WSTO-F	2. WBKR-F	2. WSTO-F
3. WVJS	3. WVJS	3. WVJS	3. WOMI	3. WIKY-F
4. WIKY-F	4. WIKY-F	4. WIKY-F	4. WVJS	4. WOMI

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WSTO-F	1. WBKR-F	1. WBKR-F	1. WBKR-F
2. WBKR-F	WSTO-F	2. WSTO-F	2. WSTO-F
3. WVJS	3. WVJS	3. WVJS	3. WIKY-F
4. WKDQ-F	4. WIKY-F	WIKY-F	WVJS
	WKDQ-F		WOMI

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WOMI, 1490, 1 KW, MOR, NBC,NBC-T,\$ 35.00 (HNWH)
 WVJS, 1420, 5 KW,1 KW (DA-2), AC, ABC-C,\$ 20.00 (Masla)

P. Daniel
 R. Wettstein

Other stations - See Evansville in Spring '86 American Radio

PALM SPRINGS, CA

MSA Rank/Pop: NA/128,800 (12+)
 Average Person Rating: 16.6
 Market TSL: 21.8 hours
 Stations: 16/13

Diaries: 334/387:1
 Sample Target: 300
 % Below Line: 7.1
 % Not Listed: 14.5

Retail \$: NA
 HH Income: \$28,000
 FM Share: 75.41%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KDES-F	49/22.9	26.1	24.2	17.1	9.5	1.		1. KDES-F	503
2. KWXY-F+	24/11.2	12.1	7.1	11.8	10.7	2.		2. KPSI-F	343
3. KPSI-F	21/ 9.8	4.3	3.8	1.8	4.1	3.		3. KWXY-F+	230
4. KVIM	17/ 7.9	4.8	3.8	2.9	2.4	4.	METRO AND	4. KEZN-F	187
5. KEZN-F	14/ 6.5	5.8	6.0	4.7	12.4	5.	TSA	5. KVIM	175
6. KGOF	11/ 5.1	---	5.5	4.1	---	6.	ARE THE	6. KPLM-F	123
7. KLOS-F	8/ 3.7	---	1.1	1.2	---	7.	SAME	7. KGOF	95
8. KCHV-F	7/ 3.3	1.0	---	1.2	---	8.		8. KPSI	94
KPLM-F	7/ 3.3	2.4	4.4	4.1	4.7	9.		9. KCMJ	76
10. KPSI	6/ 2.8	4.3	3.8	1.8	4.1	10.		10. KBIG-F	72

12+ AMD

1. KDES-F
2. KWXY-F+
3. KPSI-F
4. KVIM

12+ MID

1. KDES-F
2. KWXY-F+
3. KPSI-F
4. KVIM

12+ PMD

1. KDES-F
2. KPSI-F
3. KWXY-F+
- 4.

12+ EVE

1. KDES-F
2. KPSI-F
3. KLOS-F
4. KVIM

SAT MID

1. KDES-F
2. KWXY-F+
3. KPSI-F
4. KVIM

ADULTS 18-34

1. KDES-F
2. KPSI-F
3. KGOF
4. KLOS-F

ADULTS 18-49

1. KDES-F
2. KPSI-F
3. KVIM
4. KGOF

ADULTS 25-54

1. KDES-F
2. KVIM
3. KPSI-F
4. KEZN-F
KGOF

ADULTS 35+

1. KWXY-F+
2. KDES-F
3. KEZN-F
4. KVIM

OTHER RATED STATIONS/METRO SHARE

KCMJ	1140	Palm Springs	1.9	KNWZ	1270	Palm Desert	.9
KCMJ-F	650	Indio	1.4	KBIG-F	104.3	Los Angeles	1.4
KKAM	920	Palm Springs	2.3	KMET-F	94.7	Los Angeles	.9

RADIO STATIONS

KCMJ, 1140, 10 KW/2.5 KW (DA-N), COUNTRY	CBS,\$ 14.00 (HNWH)	J. Keye
KGOF, 1400, 1 KW, SPANISH	,\$ 10.00 (Caballero) (INDIO)	T. Ayers
KPSI, 1450, 1 KW, TALK	ABC-I,\$ NA (Christal)	R. Supple
KVIM, 970, 5 KW/1 KW, SPANISH	,\$ 17.00 (Lotus) (COACHELLA)	G. Esquivel
KCHV-F, 93.7, 50 KW @ 252, NOSTALGIA(?)	NBC,\$ 15.00 (Weiss) (INDIO)	R. Osterberg
KDES-F, 104.7, 42 KW @ 540, CHR	,\$ 40.00 (Mc-Guild)	J. Tourtelot
KEZN-F, 103.1, 640 W @ 590, BTFL/EZ	MBS,\$ 24.00 (Torbet)	L. Ward
KPLM-F, 106.1, 50 KW @ 370, NOSTALGIA	,\$ 18.00 (Katz)	R. Casalan
KPSI-F, 100.9, 3 KW @ 300, CHR	,\$ NA (Christal)	R. Supple
KWXY-F+, 98.5, 50 KW @ 500, BTFL	,\$ 25.00 (Eastman)	G. Barnett

Other ranked stations - See Los Angeles in Spring '86 American Radio

PANAMA CITY, FL

MSA Rank/Pop: 309/108,800
 Average Person Rating: 15.2
 Market TSL: 21.5 hours
 Stations: 8/8

Diaries: 261/353:1
 Sample Target: 260
 % Below Line: 0
 % Not Listed: 10.0

Retail \$: .75 Billion
 HH Income: \$25,114
 FM Share: 90.48%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WPAP-F	39/27.9	23.1	24.3	1. WPAP-F	81/751	1. WPAP-F	365
2. WPFM-F	29/20.7	24.4	16.2	2. WPFM-F	56/604	2. WPFM-F	295
3. WGNE-F	22/15.7	14.4	14.0	3. WGNE-F	33/293	3. WGNE-F	214
4. WLVV-F	20/14.3	9.4	---	4. WLVV-F	20/215	4. WLVV-F	209
5. WDLP	8/ 5.7	5.6	3.7	5. WDLP	9/179	5. WDLP	157
6. WJST-F	4/ 2.9	3.8	22.8	WJST-F	9/192	6. WJST-F	112
7. WLTG	3/ 2.1	.6	2.9	7. WLTG	3/ 52	7. WPCF	57
8. WPCF	1/ .7	8.8	2.9	8. WPCF	2/ 64	8. WLTG	46
9.				9.		9.	
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WPAP-F	1. WPAP-F	1. WPAP-F	1. WPFM-F	1. WPFM-F
2. WPFM-F	2. WGNE-F	2. WPFM-F	2. WPAP-F	2. WPAP-F
3. WGNE-F	3. WLVV-F	3. WLVV-F	3. WGNE-F	3. WLVV-F
4. WLVV-F	4. WPFM-F	4. WGNE-F	4. WLVV-F	4. WGNE-F

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WPFM-F	1. WPAP-F	1. WPAP-F	1. WPAP-F
2. WPAP-F	2. WPFM-F	2. WLVV-F	2. WGNE-F
3. WLVV-F	3. WLVV-F	3. WGNE-F	3. WLVV-F
4. WGNE-F	4. WGNE-F	4. WPFM-F	4. WDLP

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WDLP, 590, 2.5 KW (DA-2)	, AC/OLDIES	ABC-C, \$ 25.00 (Torbet)	F. Lindholm
WLTG, 1430, 5 KW (DA-2)	, ?	,\$ 9.00 (----)	
WPCF, 1290, 500 W (DAYS)	, RELIGION	,\$ 5.00 (----)	
WGNE-F, 98.5, 100 KW @ 300,	MOR	ABC-I, \$ 19.00 (Torbet)	F. Lindholm
WJST-F, 94.5, 100 KW @ 530,	AC	APR, \$ 18.00 (HNWH)	N. McChristian
WLVV-F, 106.3, 3 KW @ 250,	AC	,\$ 19.00 (Blair)	J. Broadus
WPAP-F, 92.5, 100 KW @ 1230,	COUNTRY	,\$ NA (Mc-Guild)	B. Bowman
WPFM-F, 107.9, 100 KW @ 840,	CHR	,\$ 22.00 (Christal)	

PARKERSBURG-MARIETTA, WV-OH

MSA Rank/Pop: 236/158,100
 Average Person Rating: 15.9
 Market TSL: 22.2 hours
 Stations: 11/1

Diaries: 428/305:1
 Sample Target: 330
 % Below Line: .5
 % Not Listed: 8.7

Retail \$: .91 Billion
 HH Income: \$25,104
 FM Share: 75.26%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WXIL-F	60/28.8	27.0	21.0	1. WXIL-F	95/1026	1. WXIL-F	497
2. WNUS-F	38/18.3	20.9	22.4	2. WNUS-F	62/ 631	2. WNUS-F	388
3. WXXK-F	50/13.5	7.7	5.7	3. WXXK-F	50/ 475	3. WXXK-F	271
4. WADC	16/ 7.7	11.2	4.8	4. WKYG	17/ 259	4. WKYG	223
WKYG	16/ 7.7	10.7	16.2	5. WADC	16/ 132	5. WMGP-F	162
6. WMGP-F	13/ 6.3	7.7	5.7	6. WMGP-F	15/ 203	6. WEYQ-F	134
7. WBRJ	6/ 2.9	---	1.9	7. WBRJ	8/ 100	7. WADC	112
WMOA	6/ 2.9	3.6	5.2	8. WRRR	6/ 128	8. WMOA	103
9. WEYQ-F	4/ 1.9	5.1	3.8	WMOA	6/ 103	9. WBRJ	77
10. WIKS	2/ 1.0	.5	3.8	10. WEYQ-F	5/ 150	10. WIKS	65
						WRRR	65

12+ AMD

12+ MID

12+ PMD

12+ EVE

SAT MID

1. WXIL-F
2. WNUS-F
3. WXXK-F
4. WKYG

1. WXIL-F
2. WNUS-F
3. WXXK-F
4. WADC

1. WXIL-F
2. WNUS-F
3. WXXK-F
4. WADC

1. WXIL-F
2. WNUS-F
3. WXXK-F
4. WMPG-F

1. WXIL-F
2. WNUS-F
3. WKYG
4. WXXK-F

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. WXIL-F
2. WXXK-F
3. WMGP-F
4. WNUS-F

1. WXIL-F
2. WXXK-F
3. WNUS-F
4. WMGP-F

1. WXIL-F
2. WNUS-F
3. WXXK-F
4. WKYG

1. WNUS-F
2. WADC
3. WXIL-F
4. WKYG

OTHER RATED STATIONS/METRO SHARE

WRRR 101.7 St. Mary .5

RADIO STATIONS

WADC, 1050, 5 KW (DAYS)	, NOSTALGIA	, \$ 16.00	(Regional)	(PARKERSBURG) D. Milhoan
WBRJ, 910, 5 KW (DAYS,DA)	, COUNTRY	CBS-R, \$ 11.00	(Savalli)	(MARIETTA) C. Clovis
WKYG, 1230, 1 KW (DA-1)	, COUNTRY	ABC-C, \$ NA	(Mc-Guild)	(PARKERSBURG) J. Beard
WMOA, 1490, 1 KW	, BTFL/EZ	CBS, \$ 7.00	(Regional)	(MARIETTA) J. Wharff
WEYQ-F, 94.3, 3 KW @ 200, AC	US 2, CBS-R, \$ 11.00	(Savalli)	(MARIETTA) G. Siegfried	
WMGP-F, 99.3, 3 KW @ 210, AC	, \$ 16.00	(Savalli)	(PARKERSBURG) D. Milhoan	
WNUS-F, 107.1, 1.8 KW @ 370, COUNTRY	ABC-D, \$ 17.00	(Dome) Composite	(BELPRE, OH) J. Patten	
WXIL-F, 95.1, 50 KW @ 500, CHR	, \$ 16.00	(----) Burbach	(PARKERSBURG) L. Lewis	
WXXK-F, 103.1, 730 W @ 550, COUNTRY	, \$ NA	(Mc-Guild)	(PARKERSBURG) R. Mitchell	
WRRR-F, 101.7, 3 KW @ 300, AC	NBC, \$ 6.50	(----)	(ST.MARY) R. Eddy	

PASCAGOULA-MOSS POINT, MS

MSA Rank/Pop: 271/129,800
 Average Person Rating: 13.9
 Market TSL: 18.7 hours
 Stations: 15/5

Diaries: 318/315:1
 Sample Target: 280
 % Below Line: 59.2
 % Not Listed: 13.7

Retail \$: .57 Billion
 HH Income: \$28,964
 FM Share: 85.83%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WQID-F	29/20.9	19.6	26.6	1. WQID-F	32/411	1. WQID-F	355
2. WPMO-F	24/17.3	8.9	12.2	2. WPMO-F	27/315	2. WPMO-F	281
3. WKKY-F	15/10.8	6.3	2.2	3. WKKY-F	15/160	3. WKKY-F	160
4. WBLX-F	12/ 8.6	4.4	6.5	4. WBLX-F	13/155	4. WBLX-F	146
5. WVM I	8/ 5.8	5.1	5.0	5. WABB-F	9/150	5. WABB-F	102
6. WABB-F	5/ 3.6	8.2	5.0	WKSJ-F	9/105	6. WOSM-F	98
WKSJ-F	5/ 3.6	1.3	2.2	WVMI	9/131	7. WGUD-F	95
WTIX	5/ 3.6	2.5	1.4	8. WTIX	5/ 74	8. WVMI	94
9. WGUD-F	4/ 2.9	5.1	8.6	9. WGUD-F	4/ 95	9. WWL	78
10. WOSM-F	4/ 2.9	5.1	1.4	WOSM-F	4/103	10. WTIX	72

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WQID-F	1. WQID-F	1. WQID-F	1. WKKY-F	1. WQID-F
2. WPMO-F	2. WPMO-F	2. WPMO F	2. WBLX-F	2. WKKY-F
3. WKKY-F	3. WKKY-F	3. WKKY F	3. WPMO-F	3. WPMO-F
4. WVM I	WVMI	4. WBLX F	4. WQID-F	4. WBLX-F
		WVMI		

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WQID-F	1. WQID-F	1. WPMO-F	1. WPMO-F
2. WPMO-F	2. WPMO-F	2. WQID-F	2. WVMI
3. WKKY-F	3. WKKY-F	3. WKKY-F	3. WKSJ-F
4. WBLX-F	4. WBLX-F	4. WBLX-F	4. WOSM-F

OTHER RATED STATIONS/METRO SHARE

WPMO	1580	Pascagoula	1.4
WIZD-F	104.1	Mobile	.7
WLPR-F	96.1	Mobile	1.4
WWL	870	New Orleans	1.4
WZKX-F	107.1	Gulfport	1.4

RADIO STATIONS

WGUD-F, 106.3, 2.3 KW @ 350, COUNTRY	,\$ 14.00 (Masla)	G. Murphy
WKKY-F, 104.9, 3 KW @ 223, CHR	ABC-R,\$ 10.00 (Roslin)	S. Farnham
WOSM-F, 103.1, 3 KW @ 300, GOSPEL	,\$ 4.00 (----)	M. Cooper
WPMO-F, 99.1, 100 KW @ 386, COUNTRY	ABC-I,\$ 33.00 (Durpetti)	Southern Starr B. Rall

WVMI, WQID-F - See Biloxi

Other ranked stations - See Mobile in Spring '86 American Radio

POUGHKEEPSIE, NY

MSA Rank/Pop: 170/254,400
 Average Person Rating: 18.1
 Market TSL: 24.1 hours
 Stations: 22/8

Diaries: 348/641:1
 Sample Target: 400
 % Below Line: 41.7
 % Not Listed: 19.3

Retail \$: 1.40 Billion
 HH Income: \$33,738
 FM Share: 76.38%

12+ METRO	1/4 / SHARE	SPC 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WHUD-F	64/15.8	20.8	16.9	1. WPDH-F	157 1436	1. WHUD-F	611
2. WPDH-F	61/15.1	6.3	6.6	2. WHUD-F	137/1261	2. WSPK-F	603
3. WSPK-F	54/13.4	11.5	15.1	3. WSPK-F	127/1335	3. WPDH-F	549
4. WKIP	26/ 6.4	7.3	11.4	4. WGNV-F	52/ 467	4. WKIP	306
5. WJJB-F	15/ 3.7	4.7	2.4	5. WBPM-F	33/ 382	5. WJJB-F	252
6. WHVW	11/ 2.7	5.7	3.0	6. WHN	32/ 555	6. WHN	210
7. WABC	10/ 2.5	1.0	1.8	7. WKIP	28/ 384	7. WABC	205
8. WEOK	9/ 2.2	1.6	5.4	8. WJJB-F	27/ 493	8. WNBC	173
9. WGNV-F	8/ 2.0	3.6	2.4	9. WABC	26/ 500	9. WCBS	158
WABC	8/ 2.0	3.6	1.2	10. WCBS	25/ 633	10. WEOK	126

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHUD-F	1. WHUD-F	1. WPDH-F	1. WSPK-F	1. WPDH-F
2. WPDH-F	2. WPDH-F	2. WSPK-F	2. WPDH-F	2. WSPK-F
3. WKIP	3. WSPK-F	3. WHUD-F	3. WHUD-F	3. WHUD-F
4. WSPK-F	4. WKIP	4. WKIP	4. WABC	4. WJJB-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WPDH-F	1. WPDH-F	1. WHUD-F	1. WHUD-F
2. WSPK-F	2. WSPK-F	2. WPDH-F	2. WKIP
3. WJJB-F	3. WHUD-F	3. WSPK-F	3. WHVW
4. WGNV-F	4. WJJB-F	4. WKIP	4. WSPK-F

OTHER RATED STATIONS/METRO SHARE

WRVH-F 105.5	Pawling 1.5	WHTZ-F 100.3	Newark 1.2
WBPM-F 94.3	Kingston 1.5	WLTW-F 106.7	New York 1.7
WCBS 880	New York 1.5	WNBC 660	New York 1.7
WCBS-F 101.1	New York .7	WNEW-F 102.7	New York .5
WDST-F 100.1	Woodstock 1.2	WPLJ-F 95.5	New York 1.5
WGNA-F 107.7	Albany 1.0	WXRK-F 92.3	New York .7

RADIO STATIONS

WEOK, 1390, 5 KW (DAYS,DA) , MOR	ABC-D,\$ NA (----)	M. Harris
WHVW, 950, 500 W (DAYS) , NOSTALGIA	ABC-E,\$ 17.00 (----) (HYDE PARK)	P. Ascitutto
WKIP, 1450, KW (DA-1) , MOR	ABC-I,\$ 21.00 (Masla)	S. Berner
WGNV-F, 103.1, 3 KW @ 300, AC	,\$ NA (----) (NEWBURGH)	B. Musser
WJJB-F, 97.7, 3 KW @ 300, CHR	,\$ NA (Masla) (HYDE PARK)	H. Gregor
WPDH-F, 101.5, 50 KW @ ? , AOR	ABC-R,\$ NA (----)	M. Harris
WSPK-F, 104.7, 50 KW @ ? , CHR	MBS,\$ NA (Weiss)	A. Lessner

Other ranked stations - See New York in Spring '86 American Radio

RAPID CITY, SD

MSA Rank/Pop: 341/75,700
 Average Person Rating: 19.1
 Market TSL: 25.5
 Stations: 11/10

Diaries: 280/282:1
 Sample Target: 250
 % Below Line: 1.4
 % Not Listed: 7.3

Retail \$: .61 Billion
 HH Income: \$26,664
 FM Share: 52.86%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KGGG-F	31/20.5	14.3	11.4	1. KIMM	38/316	1. KGGG-F	292
2. KIMM	20/13.2	19.3	18.7	2. KGGG-F	35/355	2. KOTA	198
3. KKLS-F	17/11.3	13.6	18.7	3. KSQY-F	23/222	3. KKLS-F	194
4. KOTA	12/ 7.9	13.6	15.4	4. KE ZV-F	20/209	4. KTOQ	168
KTOQ	12/ 7.9	11.4	9.8	KKLS	20/225	5. KIMM	153
6. KSQY-F	11/ 7.3	6.4	4.1	6. KKLS-F	19/222	6. KE ZV-F	136
KKLS	11/ 7.3	6.4	4.1	7. KOTA	17/243	7. KKLS	121
8. KE ZV-F	10/ 6.6	---	---	8. KBHB	15/173	8. KSQY-F	89
9. KRHB	9/ 6.0	5.7	8.9	KRCS-F	12/142	9. KBHB	77
10. KRCS-F	5/ 3.3	4.3	.8	10. KTOQ	12/174	KRCS-F	77

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KGGG-F	1. KGGG-F	1. KGGG-F	1. KGGG-F	1. KGGG-F
2. KKLS-F	2. KIMM	2. KTOQ	2. KOTA	2. KE ZV-F
3. KOTA	3. KE ZV-F	3. KIMM	KSQY-F	3. KIMM
4. KIMM	4. KKLS-F	KKLS-F	4. KKLS-F	4. KKLS-F

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KGGG-F	1. KGGG-F	1. KIMM	1. KIMM
2. KKLS-F	2. KIMM	2. KGGG-F	KOTA
3. KIMM	KKLS-F	3. KE ZV-F	3. KTOQ
4. KSQY-F	4. KKLS	KTOQ	4. KBHB
	KSQY-F		KE ZV-F

OTHER RATED STATIONS/METRO SHARE

KSLT 107.3 Spearfish 1.3

RADIO STATIONS

KBHB, 810, 25 KW (DAYS)	, COUNTRY	UPI, \$ 16.00	(Masla)	(STURGIS)	L. Kleven
KIMM, 1150, 5 KW (DAYS)	, COUNTRY	ABC-E, \$ 24.00	(Eastman)	Ingstad	R. Hansen
KKLS, 920, 5 KW (DAYS, DA)	, AC	US 2, \$ 22.00	(Mc-Guild)	So. Minn	K. Tilkens
KOTA, 1380, 5 KW (DA-N)	, MOR CBS, MBS, NBC-T, \$ NA	(Katz)			W. Duhamel
KTOQ, 1340, 1 KW	, COUNTRY	NBC, \$ 12.00	(Masla)		T. Kearns
KRCS-F, 93.1, 100 KW @ 1060,	COUNTRY	, \$ 16.00	(Masla)	(STURGIS)	D. Caldwell
KE ZV-F, 101.1, 100 KW @ 1606,	BTFL (?)	, \$ 10.00	(----)	(SPEARFISH)	J. Boyer
KGGG-F, 100.3, 100 KW @ 450,	CHR/AOR	ABC-R, \$ 18.00	(Eastman)	Ingstad	R. Hansen
KKLS-F, 93.9, 100 KW @ 650,	CHR	Source, \$ 22.00	(Mc-Guild)	S. Minn	K. Tilkens
KSQY-F, 95.1, 100 KW @ 1707,	AOR	Source, \$ 12.00	(----)	(DEADWOOD)	L. Ellis

READING, PA

MSA Rank/Pop: 142/316,100
 Average Person Rating: 20.1
 Market TSL: 26.2 hours
 Stations: 26/5

Diaries: 468/588:1
 Sample Target: 400
 % Below Line: 48.0
 % Not Listed: 7.0

Retail \$: 2.03 Billion
 HH Income: \$27,389
 FM Share: 64.08%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WRFY-F	99/17.9	18.2	17.8	16.6	18.4	1.		1. WRFY-F	923
2. WEEU	77/13.9	15.2	9.8	12.7	14.5	2.		2. WEEU	767
3. WHUM	47/ 8.5	4.8	7.2	8.1	6.0	3.		3. WHUM	459
4. WRW	38/ 6.9	10.8	6.9	10.8	7.7	4.	METRO AND	4. WYSP-F	409
WEAZ-F	38/ 6.9	6.1	8.0	4.6	4.3	5.	TSA	5. WMMR-F	368
6. WYSP-F	32/ 5.8	4.8	1.8	5.0	2.6	6.	ARE THE	6. WEAZ-F	339
7. WIOV-F	29/ 5.2	1.7	2.5	3.9	3.0	7.	SAME	7. WRW	335
8. WMMR-F	28/ 5.1	3.5	2.2	3.5	2.1	8.		8. WIOU-F	327
9. WSNI-F	12/ 2.2	5.2	1.8	2.7	2.6	9.		9. KYW	303
KYW	12/ 2.2	1.7	2.9	1.2	2.1	10.		10. WSNI-F	211

12+ AMD

1. WRFY-F
2. WEEU
3. WHUM
4. WRW

12+ MID

1. WRFY-F
2. WEEU
3. WHUM
4. WEAZ-F

12+ PMD

1. WRFY-F
2. WEEU
3. WRW
4. WHUM

12+ EVE

1. WEEU
2. WRFY-F
3. WYSP-F
4. WRW

SAT MID

1. WRFY-F
2. WEAZ-F
3. WEEU
4. WIOV-F

ADULTS 18-34

1. WRFY-F
2. WMMR-F
3. WYSP-F
4. WSNI-F

ADULTS 18-49

1. WRFY-F
2. WMMR-F
3. WYSP-F
4. WHUM
WIOV-F

ADULTS 25-54

1. WRFY-F
2. WHUM
3. WEAZ-F
4. WYSP-F

ADULTS 35+

1. WEEU
2. WHUM
3. WRW
4. WEAZ-F

OTHER RATED STATIONS/METRO SHARE

WBYO-F	107.5	Buyertown	1.3	WNCE-F	101.3	Lancaster	1.4
WAEB-F	104.1	Allentown	1.3	WQQQ-F	99.9	Easton	.9
WCAU-F	98.1	Philadelphia	1.8	WRKZ-F	106.7	Hershey	.4
WFIL	560	Philadelphia	2.0	WUSL-F	98.9	Philadelphia	1.4
WFLN-F	95.7	Philadelphia	.5	WWDB-F	96.5	Philadelphia	2.0
WFMZ-F	100.7	Allentown	1.8	WWSH-F	97.9	Hazleton	.5
WLAN-F	96.9	Lancaster	.9	WXTU-F	92.5	Philadelphia	1.1
WMGK-F	102.9	Philadelphia	.9	WZZU-F	95.1	Bethlehem	.4

RADIO STATIONS

WEEU, 850, 1 KW (DA-N) , MOR ABC-E, \$ 33.00 (Mc-Guild) R. Schilpp
 WHUM, 1240, 1 KW , COUNTRY MBS, \$ NA (Republic) Brill A. Beck
 WRW, 1340, 1 KW , NOSTALGIA CBS, \$ NA (Torbet) T. Franco
 WRFY-F, 102.5, 15 KW @ 820, CONTEMP US I, \$ NA (Torbet) T. Franco

Other ranked stations - See Philadelphia or Lancaster in Spring '86 American Radio

REDDING, CA

MSA Rank/Pop: 272/129,700
 Average Person Rating: 17.0
 Market TSL: 23.3 hours
 Stations: 13/11

Diaries: 283/404:1
 Sample Target: 290
 % Below Line: 1.8
 % Not Listed: 12.9

Retail \$: .77 Billion
 HH Income: \$22,225
 FM Share: 57.99%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KARZ-F	26/13.4	2.1	---	1. KARZ-F	31/357	1. KEWB-F	300
2. KEWB-F	24/12.4	20.4	24.0	KNCQ-F	31/238	2. KARZ-F	270
3. KPAK	23/11.9	13.1	12.0	3. KEWB-F	30/364	3. KQMS	247
4. KNCQ-F	20/10.3	---	---	4. KPAK	23/254	4. KPAK	238
5. KQMS	16/ 8.2	11.0	9.8	5. KQMS	17/251	5. KSHA-F	214
6. KCLM	15/ 7.7	9.4	7.7	6. KCLM	15/135	6. KSXO	171
7. KSHA-F	14/ 7.2	8.9	9.8	KSHA-F	15/250	7. KNCQ-F	135
8. KSXO	12/ 6.2	7.9	5.5	8. KSXO	13/226	8. KVIP-F	117
9. KVIP-F	7/ 3.6	2.1	2.7	9. KPAY-F	11/114	9. KCLM	114
10. KVIP	4/ 2.1	1.6	.5	10. KVIP-F	10/155	10. KVIP	70
KRBQ-F	4/ 2.1	---	---				

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KQMS	1. KARZ-F	1. KARZ-F	1. KEWB-F	1. KARZ-F
2. KPAK	2. KPAK	2. KEWB-F	2. KARZ-F	2. KNCQ-F
3. KARZ-F	3. KNCQ-F	3. KPAK	KVIP-F	3. KEWB-F
4. KNCQ-F	4. KEWB-F	4. KSHA-F	4. KPAK	4. KPAK

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KEWB-F	1. KARZ-F	1. KARZ-F	1. KNCQ-F
2. KARZ-F	2. KEWB-F	2. KPAK	KPAK
3. KSHA-F	3. KPAK	3. KNCQ-F	KQMS
4. KPAK	4. KSHA-F	4. KSHA-F	4. KCLM

OTHER RATED STATIONS/METRO SHARE

KGO 810 San Francisco .5
 KPAY-F 95.1 Chico 1.5

RADIO STATIONS

KCLM, 1330, 5 KW (DAYS,DA) , BTFL/EZ	CBS,\$ 16.00 (Masla)	L. Freeman
KPAK, 1230, 1 KW , COUNTRY	ABC-E,\$ 20.00 (Eastman)	R. Rigler
KQMS, 1400, 1 KW , MOR	NBC,\$ 13.00 (Torbet)	H. Barker
KSXO, 600, 1 KW (DA-2) , CONTEMP	US I,\$ 12.00 (Christal)	J. Logan
KVIP, 540, 1 KW (DAYS,DA) , RELIGION	,\$ NA (----)	E. Hash
KARZ-F, 106.1, 100 KW @ 1977, AC	,\$ 17.00 (Christal) (BURNEY)	M. Martin
KEWB-F, 94.3, 3 KW @ 300, CHR	,\$ 22.00 (Weiss)	B. Breck
KNCQ-F, 97.3, 100 KW @ ? , ?	,\$ 24.00 (Torbet)	
KRBQ-F, 102.7, 12 KW @ 1277, AC	,\$ 10.00 (Masla) (RED BLUFF)	T. Storck
KSHA-F, 104.3, 100 KW @ 1560, AC	,\$ 17.00 (Mc-Guild)	G. Hill
KVIP-F, 98.1, 30 KW @ 1710, RELIGION	,\$ NA (----)	E. Hash

KPAY - See Chico

ROCHESTER, MN

MSA Rank/Pop: 326/95,300
 Average Person Rating: 12.5
 Market TSL: 16.9 hours
 Stations: 11/6

Diaries: 243/324:1
 Sample Target: 250
 % Below Line: 29.4
 % Not Listed: 13.3

Retail \$: .81 Billion
 HH Income: \$31,813
 FM Share: 75.29%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME	
1. KROC-F	16/16.3	19.4	16.2	1. KROC-F	54/764	1. KRCH-F	275	
2. KNXR-F	13/13.3	11.2	13.7	2. KNXR-F	36/386	2. KROC-F	262	
	KRCH-F	13/13.3	20.4		WCCO	36/496	3. KWEB	182
4. WCCO	8/ 8.2	2.0	5.1	4. KAUS-F	35/468	4. KNXR-F	153	
5. KQRS-F	7/ 7.1	3.1	4.3	5. KRCH-F	17/447	5. WCCO	139	
	KAUS-F	7/ 7.1	3.1	6. KWEB	13/263	6. KWK-F+	125	
	KWEB	7/ 7.1	5.1	7. KQRS-F	9/110		KROC	125
8. KROC	6/ 6.1	12.2	6.0	8. KROC	6/185	8. KQRS-F	73	
9. KWK-F+	5/ 5.1	8.2	9.4	9. KWK-F+	5/164	9. KAUS-F	61	
10. WLTE-F	2/ 2.0	---	---	10. WLTE-F	3/ 49	10. KJJO-F	44	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KROC-F	1. KNXR-F	1. KROC-F	1. KROC-F	1. KROC-F
2. KRCH-F	2. KRCH-F	2. KNXR-F	2. KNXR-F	2. KWEB
	WCCO	3. KRCH-F	3. KRCH-F	3. KNXR-F
4. WCCO	4. KROC-F	4. KAUS-F	4. KROC	WCCO
			KAUS-F	

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KROC-F	1. KRCH-F	1. KRCH-F	1. KNXR-F
2. KRCH-F	2. KROC-F	2. KNXR-F	2. WCCO
3. KQRS-F	3. KNXR-F	3. KWEB	3. KAUS-F
4. KNXR-F	4. KQRS-F	4. KROC-F	4. KWEB
		KAUS-F	KROC

OTHER RATED STATIONS/METRO SHARE

KJJO-F 104.1 St. Louis Park 1.0
 WLTE-F 102.9 Minneapolis 2.0

RADIO STATIONS

KROC, 1340, 1 KW	, MDR	NBC,NBC-T,\$ 25.00	(Torbet)	So. Minn	G. Gentling
KWEB, 1270, 5 KW/1 KW (DA-2),	AC	ABC-I,\$ 35.00	(Weiss)		J. Giebel
KNXR-F , 97.5, 93 KW @ 625,	EZ	ABC-E,\$ 15.00	(----		T. Jones
KWK-F+, 96.7, 3 KW @ 300,	COUNTRY	MBS,\$ 16.00	(Mc-Guild)		H. Bill
KRCH-F , 101.1, 710 W @ 560,	CONTEMP	ABC-F,\$ 42.00	(Weiss)		J. Giebel
KROC-F , 106.9, 100 KW @ 1100,	CHR	Source,\$ 25.00	(Torbet)	So. Minn	G. Gentling
KAUS-F , 99.9, 100 KW @ 1000,	COUNTRY	,\$ 27.00	(Masla)	(AUSTIN)	P. Nolan

Other stations - See Minneapolis in Spring '86 American Radio

SAN ANGELO, TX

MSA Rank/Pop: 322/98,300
 Average Person Rating: 19.9
 Market TSL: 23.1 hours
 Stations: 9/9

Diaries: 269/301:1
 Sample Target: 250
 % Below Line: 0
 % Not Listed: 11.7

Retail \$: .71 Billion
 HH Income: \$29,306
 FM Share: 73.45%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KIXY-F	35/27.3	36.0	32.9	1. KIXY-F	46/418	1. KIXY-F	326
2. KGKL-F	28/21.9	17.1	17.1	2. KGKL-F	33/336	2. KGKL-F	291
3. KGKL	12/ 9.4	4.5	5.7	3. KGKL	14/196	3. KBIL-F	167
KTEO	12/ 9.4	7.2	4.3	4. KBIL-F	12/179	4. KGKL	152
5. KBIL-F	11/ 8.6	7.2	16.4	KTEO	12/134	5. KTEO	98
6. KSJT-F	7/ 5.5	---	---	6. KSJT-F	8/ 68	6. QSA	74
7.				7.		7. KTXE-F	70
8.				8.		8.	
9.				9.		9.	
10.				10.		10.	

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KGKL-F	1. KIXY-F	1. KGKL-F	1. KIXY-F	1. KIXY-F
2. KIXY-F	2. KGKL-F	2. KIXY-F	2. KGKL-F	2. KGKL-F
3. KGKL	3. KBIL-F	3. KTEO	3. KBIL-F	3. KTEO
4. KTEO	4. KTEO	4. KGKL KBIL-F	4. KGKL	4. KGKL

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KIXY-F	1. KIXY-F	1. KGKL-F	1. KGKL-F
2. KGKL-F	2. KGKL-F	2. KIXY-F	2. KGKL
3. KBIL-F	3. KBIL-F	3. KBIL-F	3. KTEO
4.	4. KSJT-F	4. KSJT-F	4.

OTHER RATED STATIONS/METRO SHARE

KBIL 1420 San Angelo 1.6
 QSA 1260 San Angelo 3.1
 KTXE-F 93.9 San Angelo 1.6

RADIO STATIONS

KGKL, 960, 5 KW/1 KW (DA-N), MOR	ABC-I, \$ NA	(Katz)	Audrey Lewis
KQSA, 1260, 1 KW (DAYS)	NOSTALGIA MBS, CNN, \$ 15.00	(Torbet)	Walton Foster
KTEO, 1340, 1 KW	COUNTRY, \$ 11.00	(----)	Bob Bobbitt
KBIL-F, 92.9, 100 KW @ 729, BTFL (?)	\$ 28.00	(Miller)	Steve Everett
KGKL-F, 97.5, 100 KW @ 64, COUNTRY	ABC-E, \$ NA	(Katz)	Audrey Lewis
KIXY-F, 94.7, 100 KW @ 140, CHR	\$ 29.00	(Torbet)	Walton Foster
KSJT-F, 107.5, 100 KW @ 656, SPANISH	\$ 12.00	(----)	Juan Martinez-Romo
KTXE-F, 93.9, 34 KW @ 415, AC	\$ 11.00	(----)	Bob Bobbitt

SANTA BARBARA, CA

MSA Rank/Pop: 138/324,000
 Average Person Rating: 14.8
 Market TSL: 20.0 hours
 Stations: 17/9

Diaries: 377/412:1
 Sample Target: 360
 % Below Line: 16.1
 % Not Listed: 13.5

Retail \$: 2.78 Billion
 HH Income: \$33,187
 FM Share: 78.87%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KRUZ-F	33/14.3	13.8	13.2	8.8	13.0	1. KRUZ-F	66/684	1. KTYD-F	446
2. KTYD-F	28/12.2	11.5	11.5	12.0	14.6	2. KHTY-F	52/669	2. KHTY-F	395
3. KHTY-F	23/10.0	8.7	5.3	3.5	5.5	3. KTYD-F	28/453	3. KRUZ-F	336
KMGQ-F	23/10.0	9.1	10.3	9.2	10.2	4. KMGQ-F	23/287	4. KMGQ-F	287
KTMS	23/10.0	7.5	9.1	5.3	3.9	KTMS	23/306	5. KTMS	286
6. KDB-F+	16/ 7.0	5.9	8.6	10.6	7.5	6. KDB-F+	16/269	6. KDB-F+	269
7. KIST	13/ 5.7	1.6	2.9	5.3	5.1	7. KCAQ-F	14/252	7. KCAQ-F	232
8. KNX	9/ 3.9	5.5	2.9	5.7	4.3	8. KIST	13/176	8. KIST	176
9. KCAQ-F	7/ 3.0	6.7	6.2	6.7	6.7	KNX	13/235	9. KNX	171
10. KLOS-F	5/ 2.2	3.2	2.1	2.5	1.2	10. KLOS-F	5/126	10. KLOS-F	114

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KTMS	1. KRUZ-F	1. KRUZ-F	1. KTMS	1. KHTY-F
2. KTYD-F	2. KTYD-F	2. KMGQ-F	2. KHTY-F	2. KRUZ-F
3. KRUZ-F	3. KMGQ-F	3. KTYD-F	3. KMGQ-F	3. KTYD-F
4. KHTY-F	4. KTMS	4. KHTY-F	KRUZ-F	4. KIST
			KTYD-F	

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KTYD-F	1. KTYD-F	1. KTYD-F	1. KRUZ-F
2. KMGQ-F	2. KMGQ-F	2. KMGQ-F	2. KTMS
3. KHTY-F	3. KHTY-F	3. KRUZ-F	3. KDB-F+
4. KIST	4. KIST	KDB-F+	4. KNX
	KRUZ-F		

OTHER RATED STATIONS/METRO SHARE

KBLS	990	Santa Barbara	1.7	KMET-F	94.7	Los Angeles	.4
KGFT-F	101.7	Carpinteria	1.7	KRTH-F	101.1	Los Angeles	1.7
KHAY-F	100.7	Ventura	.4	KTRO	1520	Port Hueneme	.4
KKGO-F	105.1	Los Angeles	1.7				

RADIO STATIONS

KIST, 1340,	1 KW	, AC	MBS,\$ 15.00	(Torbet)	S. Emerson	
KTMS, 1250,	2.5 KW/1 KW (DA-1),	NEWS/TALK	NBC,ABC-T,\$ 26.00	(Select)	M. Morehouse	
KDB-F+	, 93.7,	13 KW @ 870,	CLASSICAL	,\$ 30.00	(HNWH)	B. Scott
KHTY-F	, 97.5,	16 KW @ 2900,	AOR	Source,\$ 25.00	(Select)	M. Morehouse
KMGQ-F	, 106.3,	365 W @ 879,	AC	,\$ 27.00	(Torbet) (GOLETA)	S. Shipman
KRUZ-F	, 103.3,	105 KW @ 2980,	BTFL/EZ	,\$ 40.00	(Katz)	C. Schuele
KTYD-F	, 99.9,	34 KW @ 550,	AOR	,\$ 36.00	(Mc-Guild)	E. Hoyt

Other ranked stations - See Oxnard and Los Angeles in Spring '86 American Radio

SANTA FE, NM

MSA Rank/Pop: 311/105,400
 Average Person Rating: 19.3
 Market TSL: 25.7
 Stations: 18/6

Diaries: 249/280:1
 Sample Target: 250
 % Below Line: 74.4
 % Not Listed: 13.3

Retail \$: .67 Billion
 HH Income: \$31,084
 FM Share: 76.92%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KNMQ-F	16/11.9	14.0	14.8	1. KOB	125/1352	1. KNMQ-F	225
2. KIVA-F	14/10.4	---	---	2. KOB-F	119/1404	2. KIVA-F	160
3. KFVG-F	13/ 9.6	3.5	3.3	3. KNMQ-F	82/1224	3. KFVG-F	142
4. KKJY-F	9/ 6.7	5.3	6.6	4. KFVG-F	81/ 944	4. KOB-F	128
5. KTRC	8/ 5.9	8.8	6.6	5. KRST-F	75/ 829	5. KVSF	104
				6. KKJY-F	55/ 708	6. KKSS-F	91
7. KLSK-F	5/ 3.7	8.8	3.3	7. KIVA-F	37/ 723	7. KRST-F	86
				8. KRKE-F	35/ 561	8. KLSK-F	83
				9. KMGA-F	32/ 473		83
10. KRST-F	4/ 3.0	5.3	8.2	10. KHFM-F	28/ 365	10. KKJY-F	82

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KNMQ-F	1. KIVA-F	1. KNMQ-F	1. KIVA-F	1. KIVA-F
2. KIVA-F	KNMQ-F	2. KIVA-F	2. KNMQ-F	2. KNMQ-F
KOB	3. KFVG-F	3. KFVG-F	3. KFVG-F	3. KFVG-F
4. KTRC	4. KKJY-F	4. KLSK-F	4. KLSK-F	4. KTRC
	KMGA-F			KNYN-F

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KFVG-F	1. KFVG-F	1. KNMQ-F	1. KTRC
KIVA-F	2. KIVA-F	2. KIVA-F	KOB
3. KNMQ-F	KNMQ-F	KFVG-F	3. KKJY-F
4.	4.	4.	4. KHFM-F

OTHER RATED STATIONS/METRO SHARE

KAFE	810	Santa Fe	2.2	KKHJ-F	98.5	Albuquerque	1.5
KDCE	970	Santa Fe	4.4	KKSS-F	97.3	Albuquerque	1.5
KNYN-F	95.5	Santa Fe	4.4	KOB-F	93.3	Albuquerque	4.4
KVSF	1260	Santa Fe	1.5	KRKE-F	94.1	Albuquerque	2.2

RADIO STATIONS

KTRC, 1400, 1 KW, NOSTALGIA ABC-I, \$ 14.00 (----) B. Hanrahan
 KVSF, 1260, 5 KW/1 KW (DA-1), MOR/AC NBC,US 2, \$ 16.00 (Weiss) A. Sena

Other ranked stations - See Albuquerque in Spring '86 American Radio

SANTA ROSA, CA

MSA Rank/Pop: 134/333,000
 Average Person Rating: 15.7
 Market TSL: 21.3
 Stations: 28/9

Diaries: 423/681:1
 Sample Target: 400
 % Below Line: 62.3
 % Not Listed: 11.7

Retail \$: 2.00 Billion
 HH Income: \$29,858
 FM Share: 54.25%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KZST-F	53/11.7	8.5	10.3	9.9	5.8	1.		1. KZST-F	655
2. KGO	38/ 8.4	9.5	7.6	9.0	11.9	2.		2. KREO-F	562
3. KREO-F	36/ 7.9	8.7	8.4	6.9	12.6	3.		3. KCBS	494
4. KCBS	32/ 7.1	5.2	5.0	6.9	4.3	4.	METRO AND	4. KGO	443
5. KABL-F	30/ 6.6	2.1	4.6	1.7	4.5	5.	TSA	5. KSRO	397
6. KNEW	28/ 6.2	5.4	12.2	6.3	6.0	6.	ARE THE	6. KNEW	355
7. KABL	21/ 4.6	7.1	6.5	8.0	6.6	7.	SAME	7. KNBR	349
8. KRQR-F	18/ 4.0	4.6	3.2	5.9	3.7	8.		8. KABL-F	305
9. KSRO	16/ 3.5	5.2	4.2	4.4	3.3	9.		9. KMGG-F	265
10. KMGG-F	15/ 3.3	---	---	---	---	10.		10. KABL	240
KNBR	15/ 3.3	2.9	4.4	1.9	3.3				

12+ AMD

12+ MID

12+ PMD

12+ EVE

SAT MID

1. KZST-F
2. KCBS
3. KGO
4. KABC-F+

1. KZST-F
2. KGO
3. KREO-F
4. KABL-F

1. KZST-F
2. KREO-F
3. KNEW
4. KABL-F

1. KZST-F
2. KGO
3. KREO-F
4. KABL-F

1. KZST-F
2. KABL
3. KREO-F
4. KGO

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

1. KZST-F
2. KREO-F
3. KMGG-F
4. KRQR-F

1. KZST-F
2. KREO-F
3. KNEW
4. KMGG-F

1. KZST-F
2. KREO-F
3. KNEW
- 4.

1. KGO
2. KCBS
3. KABL-F
4. KABL

OTHER RATED STATIONS/METRO SHARE

KPLS	1150	Santa Rosa	2.4	KITS-F	105.3	San Francisco	.4
KQTE	1460	Santa Rosa	.9	KKHI-F+	95.7	San Francisco	1.8
KRPQ-F	104.9	Rohnert Park	1.8	KMEL-F	106.1	San Francisco	2.0
KTOB	1490	Petaluma	.4	KOIT-F	96.5	San Francisco	1.8
KVRE-F	101.7	Santa Rosa	1.3	KSAN-F	94.9	San Francisco	2.0
KDFC-F+	102.1	San Francisco	1.3	KSFO	560	San Francisco	1.5
KFOG-F	104.5	San Francisco	.4	KYA -F	93.3	San Francisco	1.1
KFRC	610	San Francisco	2.0	KYUU-F	99.7	San Francisco	.7
KIOI-F	101.3	San Francisco	.4				

RADIO STATIONS

KSRO, 1350, 5 KW (DA-N)	, MOR	ABC-D, \$ NA	(Torbet)	F. McLaurin
KMGG-F, 97.7, 450 W @ 799, AC (?)		, \$ NA	(----)	
KREO-F, 92.9, 2.3 KW @ 1950, CHR		, \$ 38.00	(Torbet)	F. McLaurin
KZST-F, 100.1, 3 KW @ 240, AC		MBS, \$ 35.00	(Select)	G. Zlot

Other ranked stations - See San Francisco in Spring '86 American Radio

SIOUX CITY, IA

MSA Rank/Pop: 293/118,800
 Average Person Rating: 17.7
 Market TSL: 23.2 hours
 Stations: 9/7

Diaries: 308/310:1
 Sample Target: 290
 % Below Line: 4.4
 % Not Listed: 5.3

Retail \$: .70 Billion
 HH Income: \$27,455
 FM Share: 59.38%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KSEZ-F	37/21.9	19.6	27.3	1. KGLI-F	91/780	1. KSEZ-F	380
2. KGLI-F	34/20.1	20.2	12.4	2. KSEZ-F	47/606	2. KGLI-F	335
3. KMNS	21/12.4	9.8	14.3	3. KZZL-F	36/425	3. KSCJ	272
KSCJ	21/12.4	14.1	13.7	4. KMNS	35/409	4. KMNS	222
5. KZZL-F	20/11.8	15.3	12.4	5. KSCJ	26/406	5. KZZL-F	220
6. KWSL	16/ 9.5	9.8	9.9	6. KWSL	20/285	6. KWSL	204
7. WOW	5/ 2.0	.6	1.2	7. WOW	10/194	7. WOW	78
8. KTFC-F	4/ 2.4	---	.6	8. KFAB	6/122	8. KFAB	47
9. KFAB	2/ 1.2	---	.6	9. KTFC-F	4/ 60	9. KTFC-F	43
10.				10.		10.	

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KSCJ	1. KGLI-F	1. KGLI-F	1. KGLI-F	1. KGLI-F
2. KGLI-F	2. KSEZ-F	2. KSEZ-F	KSEZ-F	2. KSEZ-F
3. KSEZ-F	3. KZZL-F	3. KMNS	3. KMNS	3. KWSL
4. KMNS	4. KMNS	4. KZZL-F	4. KZZL-F	4. KZZL-F
			KSCJ	

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KGLI-F	1. KGLI-F	1. KGLI-F	1. KSCJ
2. KSEZ-F	2. KSEZ-F	KSEZ-F	2. KZZL-F
3. KMNS	3. KMNS	3. KMNS	3. KMNS
4. KWSL	4. KWSL	4. KWSL	4. KWSL

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KMNS, 620, 1 KW (DA-2)	, COUNTRY	MBS,\$ NA	(Mc-Guild)	Sage	J. Schnacke
KSCJ, 1360, 5 KW (DA-N)	, MOR	ABC-I,\$ 16.00	(Masla)		L. Magnusen
KWSL, 1470, 5 KW (DA-2)	, COUNTRY (?)	US 2,\$ 14.00	(Torbet)		
KGLI-F, 95.5, 100 KW @	898, AC	US I,\$ 22.00	(Torbet)		T. Mann
KSEZ-F, 97.9, 62 KW @	280, CHR	ABC-F,\$ NA	(Mc-Guild)	Sage	J. Schnacke
KTFC-F, 103.3, 93 KW @	280, RELIGION	,\$ 7.00	(----)		D. Swanson
KZZL-F, 99.5, 100 KW @	794, BTFL/EZ	,\$ 18.00	(Roslin)	(LE MARS)	P. Olson

KFAB, WOW - See Omaha in Spring '86 American Radio

SPRINGFIELD, IL

MSA Rank/Pop: 211/187,700
 Average Person Rating: 17.3
 Market TSL: 23.2 hours
 Stations: 14/8

Diaries: 408/398:1
 Sample Target: 370
 % Below Line: 9.5
 % Not Listed: 9.6

Retail \$:
 HH Income: \$31,347
 FM Share: 64.82%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WDBR-F	46/16.4	20.0	20.9	1. WDBR-F	64/737	1. WDBR-F	495
2. WTAX	36/12.9	14.4	10.8	2. WFMB-F	50/574	2. WTAX	421
3. WFMB-F	32/11.4	13.3	11.1	WNNS-F	50/638	3. WNNS-F	348
4. WNNS-F	30/10.7	10.5	13.1	4. WYMG-F	43/469	4. WFMB-F	338
5. WYMG-F	25/ 8.9	---	---	5. WTAX	42/501	5. WMAY	275
6. WVEM-F	24/ 8.6	7.4	9.1	6. KMOX	35/482	6. WCVS	248
7. WMAY	22/ 7.9	7.4	10.8	7. WVEM-F	32/256	7. WYMG-F	246
8. WCVS	14/ 5.0	6.0	6.7	8. WMAY	25/412	8. WVEM-F	213
9. KMOX	11/ 3.9	2.8	2.0	9. KSHE-F	20/226	9. KMOX	147
10. KSHE-F	6/ 2.1	1.8	---	10. WCVS	14/268	10. WLS	74

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WTAX	1. WDBR-F	1. WDBR-F	1. WDBR-F	1. WDBR-F
2. WDBR-F	2. WYMG-F	2. WFMB-F	2. WTAX	2. WTAX
3. WFMB-F	3. WTAX	3. WYMG-F	3. WFMB-F	3. WNNS-F
4. WMAY	4. WNNS-F	4. WTAX	4. WVEM-F	4. WVEM-F

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WDBR-F	1. WDBR-F	1. WDBR-F	1. WTAX
2. WYMG-F	2. WNNS-F	WFMB-F	2. WVEM-F
3. WNNS-F	3. WFMB-F	WNNS-F	3. WFMB-F
4. WFMB-F	4. WYMG-F	4. WYMG-F	4. WMAY

OTHER RATED STATIONS/METRO SHARE

WBBM	780	Chicago	1.1
WGN	720	Chicago	.4
WKZW-F	93.3	Peoria	.4
WLS	890	Chicago	.7

RADIO STATIONS

WCVS, 1450, 1 KW	, MOR	ABC-D,\$ 16.00	(Mc-Guild) Eastern	G. Neuhoff
WMAY, 970, 1 KW/500 W (DA-2)	, COUNTRY	NBC,NBC-T,\$ NA	(HNWH) Midwest Family	T. Kushak
WTAX, 1240, 1 KW	, MOR	CBS,MBS,\$ NA	(Christal) Sage	S. Harbison
WDBR-F, 103.7, 50 KW @ 318,	CHR	,\$ NA	(Christal) Sage	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	US I,\$ NA	(HNWH) Midwest Family	T. Kushak
WVEM-F, 101.9, 50 KW @ 300,	BTFL/EZ	ABC-E,\$ 17.00	(Masla)	D. Menghini
WYMG-F, 100.5, 10 KW @ 330,	AC	MBS,\$ 16.00	(----) Sage (JACKSONVILLE)	M. Slenski

STAMFORD-NORWALK, CT

MSA Rank/Pop: NA/339,000
 Average Person Rating: 15.4
 Market TSL: 20.3 hours
 Stations: 33/7

Diaries: 428/654:1
 Sample Target: 400
 % Below Line: 75.1
 % Not Listed: 10.6

Retail \$: NA
 HH Income: \$52,000
 FM Share: 66.06%

12+ METRO	1/4 / SHARE	FAL 85	SPG 85	FAL 84	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WHTZ-F	31/ 7.2	3.2	2.5	---	5.1	1.		1. WCBS	540
2. WEZN-F	30/ 6.9	14.6	6.9	---	7.4	2.		2. WEZN-F	441
3. WLYQ-F	22/ 5.1	4.6	2.9	---	3.5	3.		3. WHTZ-F	435
WXRK-F	22/ 5.1	1.8	1.4	---	1.2	4.	METRO AND	4. WLYQ-F	421
5. WCBS	21/ 4.9	4.1	5.8	---	3.5	5.	TSA	5. WNBC	390
6. WGCH	20/ 4.6	4.1	2.2	---	1.6	6.	ARE THE	6. WPLJ-F	372
7. WNBC	19/ 4.4	3.2	4.3	---	4.3	7.	SAME	7. WSTC	329
WNCN	19/ 4.4	3.7	2.2	---	1.6	8.		8. WXRK-F	284
9. WNLK	17/ 3.9	4.6	4.3	---	5.1	9.		9. WCBS-F	268
WSTC	17/ 3.9	5.5	6.9	---	8.6	10.		10. WQXR-F+	266

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WSTC	1. WEZN-F	1. WHTZ-F	1. WHTZ-F	1. WHTZ-F
2. WHTZ-F	2. WGCH	2. WEZN-F	2. WEZN-F	2. WCBS-F
3. WCBS	3. WXRK-F	3. WLYQ-F	3.	3. WEZN-F
4. WNLK	4. WHTZ-F WNBC	4. WCB WNBC	4.	4. WGCH WLYQ-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WHTZ-F	1. WHTZ-F	1. WNBC	1. WEZN-F
2. WXRK-F	2. WNBC	2. WXRK-F	2. WGCH
3. WNBC	WXRK-F	WEZN-F	3. WCBS
4. WLYQ-F WNEW-F	4. WLYQ-F	4.	4. WSTC WNCN-F

OTHER RATED STATIONS/METRO SHARE

WEBC-F 107.9 Westport	1.6	WICC 600 Bridgeport	.5	WPAT-F 93.1 Paterson	1.4
WMMM 1260 Westport	.7	WINS 1010 New York	1.6	WPIX-F 101.9 New York	.5
WYRS-F 96.7 Stamford	2.3	WLIR-F 92.7 Garden City	1.6	WPLJ-F 95.5 New York	3.5
WABC 770 New York	.9	WLTW-F 106.7 New York	3.0	WQXR-F+ 96.3 New York	.4
WAPP-F 103.5 Lake Success	1.2	WNEW 1130 New York	.7	WRKI-F 95.1 Brookfield	.1
WBLS-F 107.5 New York	1.9	WNEW-F 102.7 New York	3.0	WYNY-F 97.1 New York	.1
WCBS-F 101.1 New York	2.5	WNSR-F 105.1 New York	1.9		
WHN 1050 New York	3.5	WOR 710 New York	.7		

RADIO STATIONS

WGCH, 1490, 1 KW	, MOR	NBC, \$ 29.00 (Masla)	(GREENWICH)	D. Jackson
WNLK, 1350, 1 KW/500 W (DA-N),	AC	ABC-E, \$ 51.00 (Christal)		M. Hanson
WSTC, 1400, 1 KW	, MOR	ABC-I, \$ 90.00 (Katz)	Chase	W. Lada
WLYQ-F, 95.9, 3 KW @ 300,	CHR	, \$ 51.00 (Christal)		M. Hanson

Other ranked stations - See New York and Bridgeport in Spring '86 American Radio

STAUNTON-WAYNESBORO, VA

MSA Rank/Pop: NA/79,300 (12+)
 Average Person Rating: 16.3
 Market TSL: 21.6 hours
 Stations: 13/8

Diaries: 223/356:1
 Sample Target: 250
 % Below Line: 11.8
 % Not Listed: 14.7

Retail \$: .22 Billion
 HH Income: \$26,600
 FM Share: 43.64%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WKDW	30/23.3	21.5	34.6	1. WKDW	30/235	1. WSGM-F	282
2. WSGM-F	24/18.6	22.3	19.2	2. WSGM-F	24/294	2. WKDW	230
3. WANV-F	11/ 8.5	3.8	---	3. WANV-F	11/135	3. WTON	170
4. WNLR	10/ 7.8	2.3	3.1	4. WNLR	10/ 67	4. WANV-F	135
5. WANV	8/ 6.2	5.4	2.3	5. WANV	9/130	5. WANV	120
6. WTON	7/ 5.4	10.8	11.5	6. WTON	7/170	6. WAYB	76
7. WQPO	5/ 3.9	3.1	.8	7. WQPO	6/ 84	WSVA	76
WSVA	5/ 3.9	4.6	1.5	WWWV-F	6/ 99	8. WQP -F	71
9. WWWV-F	4/ 3.1	3.1	4.6	9. WWSVA	5/ 79	9. WWWV-F	68
10. WRVQ-F	2/ 1.6	---	---	10.		10. WNCR	67
WAYB	2/ 1.6	.8	3.8				

12+ AMD

1. WKDW
2. WSGM-F
3. WANV-F
4. WNLR

12+ MID

1. WSGM-F
2. WKDW
3. WANV-F
4. WNLR

12+ PMD

1. WSGM-F
2. WKDW
3. WANV-F
4. WNLR

12+ EVE

1. WSGM-F
2. WANV-F
3. WTON
4. WQPO-F
- WXLK-F

SAT MID

1. WKDW
2. WSGM-F
3. WANV
4. WANV-F
- WJSY-F

ADULTS 18-34

1. WSGM-F
2. WKDW
3. WNLR
- WQPO-F
- WWWV-F

ADULTS 18-49

1. WSGM-F
2. WKDW
3. WNLR
4. WANV-F
- WQPO-F

ADULTS 25-54

1. WKDW
2. WSBM-F
3. WNLR
4. WANV-F

ADULTS 35+

1. WKDW
2. WANV-F
- 3.
- 4.

OTHER RATED STATIONS/METRO SHARE

WJSY-F 104.3 Harrisonburg .8
 WXLK-F 92.3 Roanoke .8

RADIO STATIONS

WANV, 970, 5 KW/1 KW (DA-2), COUNTRY US 2,MBS,\$ 13.00 (----) C. Rogers
 WKDW, 900, 2.5 KW (DAYS), COUNTRY APR,\$ 12.00 (----) N. Brooks
 WNLR, 1150, 1 KW (DAYS), RELIGION APR,\$ 7.00 (----) (CHURCHVILLE) R. Ashby
 WTON, 1240, 1 KW, VARIETY ABC-E,\$ 8.00 (Dora) C. Neer
 WWSVA, 550, 5 KW/1 KW (DA-N), MOR/TALK, \$ 26.00 (----) Gilmore(HARRISONBURG)L. Davis

WANV-F, 99.7, 50 KW @ ??, BTFL (?) US 2,\$ 8.00 (----)
 WQPO F, 100.7, 50 KW @ 500, AC, \$ 26.00 (----) Gilmore(HARRISONBURG)L. Davis
 WSGM F, 93.5, 2.4 KW @ 350, CHR APR,\$ 9.00 (----) N. Brooks

WWWV - See Charlottesville

WRVQ-F - See Richmond in Spring '86 American Radio

ST. CLOUD, MN

MSA Rank/Pop: 221/172,100
 Average Person Rating: 16.5
 Market TSL: 21.7
 Stations: 19/8

Diaries: 458/311:1
 Sample Target: 340
 % Below Line: 40.2
 % Not Listed: 11.1

Retail \$: 1.40 Billion
 HH Income: \$25,380
 FM Share: 61.24%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84
1. KCLD-F	40/17.0	15.6	12.3
2. WCCO	25/10.6	7.4	8.5
3. WJON	21/ 8.9	13.1	16.2
4. KASM	20/ 8.5	7.4	8.5
WWJO-F	20/ 8.5	14.8	11.5
6. KQRS-F+	16/ 6.8	4.1	3.1
7. KSTP-F	14/ 6.0	4.1	3.8
8. WHMH-F	9/ 3.8	1.6	1.5
9. KDWB-F	8/ 3.4	2.5	.8
10. WUAL	6/ 2.6	4.1	1.5

12+ TSA	1/4 / CUME
1. KCLD-F	50/674
2. WCCO	39/572
3. WWJO-F	33/396
4. KASM	24/215
5. WJON	21/270
KQRS-F+	21/321
7. KSTP-F	15/229
8. WAYL-F	13/108
9. WHMH-F	10/166
10. KDWB-F	8/176
WLTE-F	8/157

12+ METRO	CUME
1. KCLD-F	504
2. WCCO	336
3. WWJO-F	278
4. WJON	266
5. KQRS-F+	244
6. KSTP-F	214
7. KASM	164
8. WHMH-F	149
9. KDWB-F	140
10. WLTE-F	112

12+ AMD

1. KCLD-F
2. WCCO
3. WJON
4. WWJO-F

12+ MID

1. KCLD-F
2. KASM
3. WWJO-F
4. WCCO

12+ PMD

1. KCLD-F
2. WWJO-F
3. WCCO
4. KQRS-F+

12+ EVE

1. KCLD-F
2. KQRS-F+
3. WCCO
4. WWJO-F

SAT MID

1. KCLD-F
2. WCCO
3. WJON
4. KSTP-F

ADULTS 18-34

1. KCLD-F
2. KQRS-F+
3. KSTP-F
- WHMH-F

ADULTS 18-49

1. KCLD-F
2. WWJO-F
- KQRS-F+
4. KSTP-F

ADULTS 25-54

1. KSTP-F
- WWJO-F
3. KCLD-F
- WJON

ADULTS 35+

1. WCCO
2. WJON
3. KASM
4. WWJO-F

OTHER RATED STATIONS/METRO SHARE

KMSR-F	94.3	Sauk Centre	.4	KMGK-F	107.9	Anoka	.9
KNSI	1450	St. Cloud	.9	KQIC-F	102.5	Willmar	1.3
KDWB	630	St. Paul	.4	WAYC-F	93.7	Minneapolis	1.3
KEEY-F	102.1	St. Paul	.9	WLTE-F	102.9	Minneapolis	2.1
KIKU-F	100.7	Alexandria	2.1				

RADIO STATIONS

KASM, 1150, 2.5 KW (DAYS)	, COUNTRY	, \$ 12.00 (Torbet)	(ALBANY)	B. Gretsch
WJON, 1240, 1 KW	, MOR	ABC-E, \$ 34.00 (----)		A. Hilger
KCLD-F, 104.7, 100 KW @ 500,	CHR	\$ 37.00 (Weiss)		C. Johnson
WHMH-F, 101.7, 3 KW @ 300,	AOR US I, Source,	\$ 13.00 (Wayne)	(SAUK RAPIDS)	H. Hoppe
WWJO-F, 98.1, 100 KW @ 420,	COUNTRY	ABC-E, \$ 28.00 (----)		A. Hilger

Other ranked stations - See Minneapolis in Spring '86 American Radio

TEXARKANA, TX

MSA Rank/Pop: 295/117,700
 Average Person Rating: 16.7
 Market TSL: 23.3 hours
 Stations: 15/9

Diaries: 307/320:1
 Sample Target: 280
 % Below Line: 26.8
 % Not Listed: 13.4

Retail \$: .73 Billion
 HH Income: \$24,422
 FM Share: 62.68%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KCMC	28/17.1	6.9	19.0	1. KCMC	28/247	1. KCMC	247
2. KTWN-F	16/ 9.8	9.2	26.4	2. KTAL-F	22/245	2. KLLI-F	181
3. KTAL-F	14/ 8.5	6.9	1.7	3. KTWN-F	16/168	3. KTWN-F	165
4. KXAR-F	12/ 7.3	13.1	---	4. KMLA-F	13/201	4. KRMD-F	152
5. KADO	11/ 6.7	7.7	9.2	KXAR-F	13/108	5. KOSY-F	137
KLLI-F	11/ 6.7	---	---	6. KLLI-F	12/210	6. KADO	136
7. KOSY-F	8/ 4.9	10.0	13.8	7. KADO	11/136	7. KTAL-F	132
KTFS	8/ 4.9	2.3	7.5	8. KOSY-F	9/206	8. KITT-F	130
KRMD-F	8/ 4.9	9.2	2.3	KTFS	9/123	9. KTFS	116
10. KMLA-F	7/ 4.3	3.8	3.4	10. KRMD-F	8/155	10. KTUX-F	109

12+ AMD

1. KCMC
2. KTWN-F
3. KTFS
4. KLLI-F

12+ MID

1. KCMC
2. KTWN-F
3. KTAL-F
4. KMLA-F

12+ PMD

1. KCMC
2. KXAR-F
3. KTAL-F
4. KLLI-F

12+ EVE

1. KCMC
2. KTAL-F
3. KLLI-F
- KXAR-F

SAT MID

1. KCMC
2. KTWN-F
3. KTAL-F
4. KMLA-F

ADULTS 18-34

1. KXAR-F
- KTAL-F
3. KOSY-F
4. KADO

ADULTS 18-49

1. KTAL-F
2. KXAR-F
- KTWN-F
4. KADO

ADULTS 25-54

1. KCMC
2. KXAR-F
3. KTAL-F
4. KADO
- KMLA-F

ADULTS 35+

1. KCMC
2. KTWN-F
3. KTFS
4. KRMD-F

OTHER RATED STATIONS/METRO SHARE

KOSY	790	Texarkana	1.8
KITT-F	93.7	Shreveport	2.4
KPYN-F	99.3	Atlanta	1.8
KTUX-F	98.9	Longview	3.7
KWKH	1130	Shreveport	1.8

RADIO STATIONS

KADO, 940, 2.1 KW (DAYS)	, BLACK	ABC-C,\$ 15.00	(Lazar)	J. Bell
KCMC, 740, 1 KW (DA-1)	, COUNTRY	MBS,\$ 14.00	(Masla)	D. Davis
KTFS, 1400, 1 KW	, ?	ABC-I,\$ 10.00	(Select)	J. Nicholas
KLLI-F, 95.9, 3 KW @ 300,	AC	,\$ 12.00	(Riley)	(HOOKS)
KMLA-F, 103.9, 3 KW @ 300,	?	,\$ NA	(----)	(CASHDOWN)
KOSY-F, 102.5, 94 KW @ 235,	AC	,\$ 12.00	(Savalli)	J. Smith
KTWN-F, 107.1, 980 W @ 490,	COUNTRY	ABC-E,\$ 14.00	(Roberts)	J. Bell
KXAR-F, 101.7, 3 KW @ 300,	BLACK	ABC-D,\$ 9.00	(Masla)	(HOPE) J. Mason

KTUX - See Longview

Other ranked stations - See Shreveport in Spring '86 American Radio

TRENTON, NJ

MSA Rank/Pop: 143/313,100
 Average Person Rating: 17.1
 Market TSL: 22.7 hours
 Stations: 30/6

Diaries: 512/520:1
 Sample Target: 400
 % Below Line: 66.1
 % Not Listed: 11.9

Retail \$: 2.06 Billion
 HH Income: \$34,015
 FM Share: 70.82%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WUSL-F	42/ 9.2	4.1	5.2	1. WPST-F	44/691	1. WPST-F	553
2. WPST-F	36/ 7.9	6.1	6.0	2. WUSL-F	42/340	2. WMMR-F	463
3. WMMR-F	35/ 7.7	5.7	2.1	3. WMMR-F	39/527	3. WKXW-F	384
4. WKXW-F	30/ 6.6	2.9	6.4	4. WKXW-F	31/416	4. WUSL-F	340
WDAS-F	30/ 6.6	4.9	5.6	5. WDAS-F	30/295	5. WCAU-F	313
6. WBUD	23/ 5.1	7.8	2.6	WOR	30/368	6. WBUD	310
WIMG	23/ 5.1	1.6	5.6	7. WBUD	23/314	7. WDAS-F	295
8. WEAZ-F	19/ 4.2	3.7	3.4	WIMG	23/181	8. WSNT-F	271
9. WSNI-F	16/ 3.5	5.3	3.0	9. WCAU	17/213	9. WHWH	238
10. WCAU	15/ 3.3	6.1	4.3	WSNT-F	17/287	10. WCAU	237
WHWH	15/ 3.3	8.6	8.6				

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMMR-F	1. WKXW-F	1. WUSL-F	1. WUSL-F	1. WPST-F
2. WUSL-F	2. WPST-F	2. WPST-F	2. WDAS-F	WUSL-F
3. WBUD	3. WUSL-F	3. WKXW-F	3. WPST-F	3. WDAS-F
4. WHWH	4. WMMR-F	4. WMMR-F	4. WMMR-F	4. WIMG

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WUSL-F	1. WUSL-F	1. WKXW-F	1. WBUD
2. WMMR-F	2. WMMR-F	2. WPST-F	WIMG
3. WPST-F	3. WPST-F	3. WDAS-F	3. WEAZ-F
4. WDAS-F	4. WKXW-F	4. WMMR-F	4.
		WUSL-F	

OTHER RATED STATIONS/METRO SHARE

WTTM	920	Trenton	2.0	WNBC	660	New York	.7
WABC	770	New York	.9	WNEW	1130	New York	.7
WBLS-F	107.5	New York	1.1	WOR	710	New York	1.5
WCAU-F	98.1	Philadelphia	2.9	WPLJ-F	95.5	New York	1.3
WCBS	880	New York	.9	WRKS-F	98.7	New York	.4
WCBS-F	101.1	New York	.4	WTRK-F	106.1	Philadelphia	1.3
WFIL	560	Philadelphia	2.4	WWDB-F	96.5	Philadelphia	2.4
WFMZ-F	100.7	Allentown	.7	WXTU-F	92.5	Philadelphia	1.1
WMGK-F	102.9	Philadelphia	2.2	WYSP-F	94.1	Philadelphia	2.4
WMGO-F	98.3	New Brunswick	.4				

RADIO STATIONS

WBUD, 1260, 5 KW/1 KW (DA-1), MOR	,\$ 22.00 (Weiss)	Fidelity	T. Watts
WHWH, 1350, 5 KW (DA-2), MOR	ABC-E,NBC-T,\$ NA (Masla)	(PRINCETON)	J. Morris
WIMG, 1300, 5 KW/1 KW (DA-2), MOR	ABC-I,\$ 33.00 (----)		J. Greenberg
WKXW-F, 101.5, 18 KW @ 868, AC	,\$ 45.00 (Weiss)	Fidelity	T. Watts
WPST-F, 97.5, 50 KW @ 450, CHR	,\$ NA (Masla)		J. Morris

Other ranked stations - See Philadelphia and New York in Spring '86 American Radio

TRI-CITIES, WA
(RICHLAND, KENNEWICK, PASCO)

MSA Rank/Pop: 230/162,300
Average Person Rating: 15.3
Market TSL: 20.6 hours
Stations: 12/9

Diaries: 322/380:1
Sample Target: 330
% Below Line: 6.6
% Not Listed: 19.7

Retail \$: .79 Billion
HH Income: \$33,663
FM Share: 66.23%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KIOK-F	33/17.6	23.2	27.1	1. KIOK-F	57/651	1. KIOK-F	373
2. KONA-F	18/ 9.6	9.6	13.8	2. KWHT-F	48/262	2. KONA	270
3. KORD	17/ 9.0	4.0	5.4	3. KAFR-F	40/269	3. KZZK-F	229
4. KZZK-F	16/ 8.5	14.1	4.4	4. KZZK-F	38/398	4. KNLT-F	227
5. KONA	15/ 8.0	11.1	13.3	5. KONA-F	36/398	5. KONA-F	220
6. KHWK-F	12/ 6.4	2.0	3.4	6. KORD	26/265	6. KHWK-F	210
7. KALE	11/ 5.9	7.6	4.9	7. KONA	24/378	7. KORD	187
KNLT-F	11/ 5.9	4.0	3.0	8. KNLT-F	17/337	8. KALE	156
9. KOTY	8/ 4.3	3.5	7.4	9. KOTY	14/110	9. KOTY	100
10. KAFR-F	6/ 3.2	---	---	10. KHWK-F	13/243	10. KAFR-F	79

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KIOK-F
2. KFNA	2. KONA-F	2. KONA-F	2. KHWK-F	2. KZZK-F
3. KONA-F	3. KONA	3. KHWK-F	3. KZZK-F	3. KONA
4. KORD	4. KORD	4. KORD	4. KONA	4. KORD

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KONA-F
2. KZZK-F	2. KZZK-F	2. KORD	2. KONA
3. KNLT-F	3. KNLT-F	3. KALE	3. KORD
4. KALE	4. KALE	4. KNLT-F KONA-F	4. KOTY

OTHER RATED STATIONS/METRO SHARE

KATS-F 94.5 Yakima 1.6
KWHT-F 103.5 Pendleton .5

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N), AC	NBC,\$ 14.00 (HNWH)	SRO	O. Knudson
KONA, 610, 5 KW (DA-2) , MOR	ABC-I,\$ 13.00 (Torbet)		D. Mitchell
KORD, 870, 10 KW/250 W , COUNTRY	ABC-D,\$ 9.00 (Blair)		G. Hamblin
KOTY, 1340, 1 KW , COUNTRY	MBS,\$ 11.00 (Christal)		N. Anglin
KHWK-F, 106.3, 25 KW @ 160, CHR	MBS,\$ 14.00 (Christal)		N. Anglin
KIOK-F, 94.9, 100 KW @ 1250, CHR	, \$ 26.00 (HNWH)	SRO	O. Knudson
KNLT-F, 95.7, 100 KW @ ? , ?	Trans,\$ NA (Tacher)		
KONA-F, 105.3, 100 KW @ 1180, BTFL/EZ	CBS,\$ 13.00 (Torbet)		D. Mitchell
KZZK-F, 102.7, 100 KW @ 1100, AC	ABC-C,\$ 9.00 (Blair)		M. Ripley
KAFR-F, 97.1, 50 KW @ 1360, COUNTRY	ABC-D,\$ 11.00 (Market 4)	(WALLA WALLA)	J. Comfort
KWHT-F, 103.5, 100 KW @ 720, COUNTRY	US 2,\$ NA (Mc-Guild)	(PENDLETON, OR)	A. Harle

TUSCALOOSA, AL

MSA Rank/Pop: 255/138,200
 Average Person Rating: 14.6
 Market TSL: 20.2 hours
 Stations: 14/9

Diaries: 440/271:1
 Sample Target: 310
 % Below Line: 8.9
 % Not Listed: 9.2

Retail \$: .73 Billion
 HH Income: \$21,986
 FM Share: 75.95%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WTUG-F	34/19.5	15.3	15.4	1. WTUG-F	44/382	1. WFFX-F	396
2. WFFX-F	27/15.5	15.8	11.8	2. WFFX-F	28/419	2. WTUG-F	280
3. WACT-F	22/12.6	7.4	10.3	3. WACT-F	26/226	3. WACT-F	213
4. WZZK-F+	14/ 8.0	8.4	6.2	4. WZZK-F+	18/279	4. WZZK-F+	210
5. WAPI-F	12/ 6.9	7.4	8.2	5. WAPI-F	13/198	5. WAPI-F	177
6. WRLX	10/ 5.7	4.0	1.0	WTSK	13/151	6. WTSK	122
WTSK	10/ 5.7	14.4	10.3	7. WRLX	10/ 85	WENN-F	122
8. WJRD	7/ 4.0	4.0	5.1	8. WENN-F	9/165	8. WNPT	118
9. WENN-F	6/ 3.4	2.5	4.1	9. WJRD	7/130	9. WJRD	116
WACT	6/ 3.4	4.5	6.2	10. WACT	6/110	10. WKXX-F	105

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WACT-F	1. WFFX-F	1. WFFX-F	1. WTUG-F	1. WTUG-F
2. WTUG-F	2. WTUG-F	2. WTUG-F	2. WFFX-F	2. WFFX-F
3. WFFX-F	3. WACT-F	3. WACT-F	3. WAPI-F	3. WTSK
4. WZZK-F+	WRLX	4. WAPI-F	4. WENN-F	4. WACT-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WTUG-F	1. WTUG-F	1. WTUG-F	1. WACT-F
2. WFFX-F	2. WFFX-F	2. WFFX-F	2. WZZK-F+
3. WAPI-F	3. WAPI-F	3. WRLX	3. WTUG-F
4. WACT-F	4. WZZK-F+	WZZK-F+	4. WTSK

OTHER RATED STATIONS/METRO SHARE

WHKW-F	98.1	Tuscaloosa	.6
WNPT	1280	Tuscaloosa	2.9
WOJC-F	93.7	Birmingham	.6
WKXX-F	104.7	Birmingham	1.7

RADIO STATIONS

WACT, 1420,	5 KW (DAYS)	, COUNTRY	APR,\$ 10.00 (Weiss)	C. Price
WJRD, 1150,	5 KW/1 KW (DA-N)	, COUNTRY	MBS,\$ 12.00 (Torbet)	J. Smith
WRLX, 1230,	1 KW	, BTFL/EZ	,\$ NA (Eastman)	Keymarket G. O'Rear
WTSK, 790,	2.5 KW (DAYS)	, RELIGION	,\$ 12.00 (----)	J. Shaw
WACT-F, 105.5,	3 KW @ 300,	COUNTRY	APR,\$ 10.00 (Weiss)	C. Price
WFFX-F, 95.7,	100 KW @ 500,	CONTEMP	,\$ NA (Eastman)	Keymarket G. O'Rear
WTUG-F, 92.7,	3 KW @ 300,	BLACK	SBN,\$ 18.00 (Weiss)	J. Shaw

Other ranked stations - See Birmingham in Spring '86 American Radio

TYLER, TX

MSA Rank/Pop: 243/146,800
 Average Person Rating: 17.2
 Market TSL: 23.5 hours
 Stations: 13/8

Diaries: 337/371:1
 Sample Target: 310
 % Below Line: 10.4
 % Not Listed: 10.7

Retail \$: .94 Billion
 HH Income: \$31,412
 FM Share: 72.54%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KOOI-F	37/17.2	9.3	4.9	1. KNUE-F	109/1059	1. KTYL-F	317
2. KZEY	32/14.9	14.6	15.8	2. KYKX-F	66/ 704	2. KEYP-F	294
3. KEYP-F	31/14.4	13.3	3.3	3. KOOI-F	61/ 381	3. KTBB	257
4. KTYL-F	24/11.2	11.5	15.2	4. KTYL-F	44/ 614	4. KNUE-F	254
5. KNUE-F	23/10.7	11.1	16.8	5. KZEY	37/ 376	5. KZEY	251
6. KTBB	12/ 5.6	9.7	10.3	6. KEYP-F	36/ 374	6. KOOI-F	194
KKDA-F	12/ 5.6	4.9	6.0	7. WBAP	33/ 532	7. KKDA-F	139
8. KROZ-F	9/ 4.2	7.1	6.1	8. WRLD	24/ 396	8. KROZ-F	132
9. KDOK	5/ 2.3	1.8	2.2	9. WTBB	20/ 384	9. KYKX-F	68
10.				10. KKDA-F	16/ 208	10. KRLD	66

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KOOI-F	1. KOOI-F	1. KEYP-F	1. KEYP-F	1. KZEY
2. KTYL-F	2. KTYL-F	2. KOOI-F	2. KOOI-F	2. KEYP-F
3. KEYP-F	3. KEYP-F	3. KZEY	3. KZEY	3. KNUE-F
KTBB	KNUE-F	4. KTYL-F	4. KKDA-F	KOOI-F
KZEY				

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KEYP-F	1. KEYP-F	1. KTYL-F	1. KOOI-F
2. KTYL-F	2. KTYL-F	2. KOOI-F	2. KNUE-F
KZEY	3. KZEY	3. KZEY	3. KZEY
4. KKDA-F	4. KNUF-F	KNUE-F	4. KTBB
	KOOI-F		

OTHER RATED STATIONS/METRO SHARE

KRLD	1080	Dallas	.9	KZEW-F	97.9	Dallas	.9
KYKX-F	105.7	Longview	.9	WPAB	820	Fort Worth	.9

RADIO STATIONS

KDOK, 1490, 1 KW	, COUNTRY	,\$ 11.00	(Masla)	
KTBB, 600, 5 KW/2.5 KW (DA-2),	AC NBC-T,ABC-I,	,\$ 26.00	(Blair)	D. Chaney
KZEY, 690, 1 KW (DAYS,DA)	, BLACK	,\$ 15.00	(HNWH)	R. Reynolds
KEYP-F, 99.3, 3 KW @ 300, AOR		,\$ 17.00	(Masla)	(WHITE HOUSE) M. Connor
KNUE-F, 101.5, 100 KW @ 1074, COUNTRY		,\$ 25.00	(Blair)	D. Chaney
KOOI-F, 106.5, 100 KW @ 690, SOFT AC	ABC-E,	,\$ 26.00	(Riley)	(JACKSONVILLE) D. Waller
KROZ-F, 92.1, 3 KW @ 280, COUNTRY		,\$	(HNWH)	R. Reynolds
KTYL-F, 93.1, 100 KW @ 375, AC (?)	ABC-C,	,\$ 38.00	(Weiss)	R. Welch

KYKX - See Longview

Other ranked stations - See Dallas in Spring '86 American Radio

VICTORIA, TX

MSA Rank/Pop: 340/79,200
 Average Person Rating: 15.9
 Market TSL: 21.6 hours
 Stations: 12/6

Diaries: 315/200:1
 Sample Target: 250
 % Below Line: 26.4
 % Not Listed: 9.0

Retail \$: .58 Billion
 HH Income: \$34,136
 FM Share: 60.44%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KVIC-F	23/23.0	37.6	28.7	1. KVIC-F	37/470	1. KVIC-F	290
2. KZEU-F	17/17.0	10.6	6.9	2. KZEU-F	35/334	2. KZEU-F	176
3. KGUL	12/12.0	11.9	17.8	3. KKYX	19/200	3. KNAL	148
4. KNAL	11/11.0	12.9	12.9	4. KKBH-F	18/282	4. KKBH-F	145
5. KKBH-F	7/ 7.0	---	---	5. KNAL	12/165	5. KAMG	73
6. KAMG	5/ 5.0	5.0	5.9	KGUL	12/ 78	6. KGUL	69
7. KTXN-F	4/ 4.0	5.0	5.0	7. WOAI	7/121	7. KTXN-F	62
KLLOL-F	4/ 4.0	---	1.0	8. KAMG	6/ 95	8. KLLOL-F	45
KSJL	4/ 4.0	1.0	---	KTXN-F	6/113	9. KSJL	35
10. KKYX	2/ 2.0	3.0	4.0	10. KLLOL-F	4/ 45	10. WOAI	26
				KSJL	4/ 35		

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KVIC-F	1. KVIC-F	1. KVIC-F	1. KZEU-F	1. KVIC-F
2. KZEU-F	2. KZEU-F	2. KZEU-F	2. KVIC-F	2. KZEU-F
3. KNAL	3. KGUL	3. KKBH-F	3. KLLOL-F	3. KGUL
4. KGUL	4. KNAL	4. KGUL	KKBH-F	4. KKBH-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KVIC-F	1. KVIC-F	1. KVIC-F	1. KNAL
2. KZEU-F	2. KZEU-F	KZEU-F	2. KZEU-F
3. KGUL	3. KGUL	3. KGUL	3. KGUL
KKBH-F	4. KNAL	4. KNAL	4. KVIC-F
	KAMG		

OTHER RATED STATIONS/METRO SHARE

KTSA 550 San Antonio 1.0
 WOAI 1200 San Antonio 1.0

RADIO STATIONS

KAMG, 1340, 1 KW , OLDIES ABC-D, \$ NA (Mc-Guild) Mayes R. Woodman
 KNAL, 1410, 500 W (DA-N) , COUNTRY MBS, \$ 15.00 (Riley) R. Martin
 KGUL, 1560, 500 W (DAYS) , SPANISH , \$ 10.00 (----) (PORT LAVACA) D. Muse
 KKBH-F, 93.3, 100 KW @ 700, CHR , \$ 12.00 (HNWH) (PORT LAVACA) J. Sharp
 KTXN-F, 98.7, 100 KW @ 246, BTFL/EZ CNN, \$ 11.00 (Masla) J. Tibiletti
 KVIC-F, 95.1, 57 KW @ 500, CHR , \$ NA (Mc-Guild) Mayes R. Woodman
 KZEU-F, 107.9, 100 KW @ 362, COUNTRY , \$ 12.00 (----) H. Smith

KKYX - See Longview

Other ranked stations - See Houston in Spring '86 American Radio

WATERBURY, CT

MSA Rank/Pop: 198/206,800
 Average Person Rating: 18.3
 Market TSL: 23.8 hours
 Stations: 23/5

Diaries: 400/438:1
 Sample Target: 400
 % Below Line: 81.0
 % Not Listed: 9.7

Retail \$: NA
 HH Income: \$29,148
 FM Share: 72.66%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WE ZN-F	30/ 9.4	5.2	2.9	1. WTIC	41/595	1. WKCI-F	417
2. WKSS-F	29/ 9.1	7.9	10.2	2. WE ZN-F	35/311	2. WIOF-F	342
3. WATR	26/ 8.1	10.4	9.1	3. WKSS-F	33/435	3. WKSS-F	331
WIOF-F	26/ 8.1	4.3	3.8	4. WIOF-F	28/414	4. WATR	320
5. WKCI-F	25/ 7.8	11.0	11.5	5. WATR	27/346	5. WTIC	295
6. WRCH-F	19/ 5.9	6.7	2.1	WHCN-F	27/386	6. WDRC-F	292
7. WDRC-F	17/ 5.3	3.4	5.6	WTIC-F	27/412	7. WHCN-F	268
WHCN-F	17/ 5.3	5.8	5.6	8. WKCI-F	26/464	8. WPCR-F	260
9. WTIC	16/ 5.0	5.8	7.0	WRCH-F	26/350	9. WE ZN-F	250
10. WTIC-F	15/ 4.7	4.9	3.2	10. WDRC-F	22/401	10. WRCH-F	246

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. WTIC	1. WATR	1. WE ZN-F	1. WKSS-F	1. WKSS-F
2. WATR	2. WE ZN-F	2. WKSS-F	2. WE ZN-F	2. WKCI-F
3. WE ZN-F	3. WIOF-F	3. WRCH-F	3. WATR	3. WE ZN-F
WKCI-F	4. WKCI-F	4. WHCN-F	WHCN-F	WIOF-F
	WRCH-F		WPLR-F	

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. WKCI-F	1. WIOF-F	1. WIOF-F	1. WE ZN-F
2. WHCN-F	2. WKCI-F	2. WE ZN-F	2. WATR
3. WKSS-F	3. WKSS-F	3. WKSS-F	3. WRCH-F
4. WIOF-F	4. WHCN-F	4. WKCI-F	4. WIOF-F
WTIC-F	WTIC-F		WTIC

OTHER RATED STATIONS/METRO SHARE

WNAQ	1380	Naugatuck	.9	WDAQ-F	98.3	Danbury	.3
WQQW	1540	Waterbury	3.4	WHN	1050	New York	1.9
WWCO	1240	Waterbury	1.9	WNBC	660	New York	.9
WWYZ-F	92.5	Waterbury	2.8	WOR	710	New York	1.3
WBLS-F	107.5	New York	.3	WPLR-F	99.1	New Haven	3.4
WCBS	880	New York	1.3	WRKI-F	95.1	Brookfield	1.3
WCCC-F	106.9	Hartford	1.9				

RADIO STATIONS

WATR, 1320, 5 KW/1 KW (DA-2), MOR CBS, \$ 25.00 (CBS) F. Erwin

Other ranked stations - See Hartford, Bridgeport or New Haven in Spring '86 American Radio

WATERTOWN, NY

MSA Rank/Pop: NA/75,900 (12+)
 Average Person Rating: 16.1
 Market TSL: 21.5 hours
 Stations: 10/5

Diaries: 333/228:1
 Sample Target: 250
 % Below Line: 14.4
 % Not Listed: 9.0

Retail \$: .50 Billion
 HH Income: \$22,115
 FM Share: 52.25%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WTNY	37/30.3	29.8	40.5	1. WTNY	40/460	1. WTNY	383
2. WNCQ-F	22/18.0	21.4	25.6	2. WNCQ-F	24/238	2. WTOJ-F	258
3. WTOJ-F	21/17.2	13.0	---	3. WTOJ-F	23/309	3. WNCQ-F	202
4. WATN	9/ 7.4	4.6	2.5	4. WATN	10/121	4. WATN	114
5. WKFM-F	7/ 5.7	6.9	3.3	5. WOTT	7/114	5. WOTT	100
6. WOTT	6/ 4.9	3.8	5.0	WKFM-F	7/101	6. WKFM-F	98
7. CFLY-F	4/ 3.3	1.5	.8	7. CFLY-F	4/ 62	7. CFLY-F	56
8. WNTQ-F	3/ 2.5	2.3	---	8. WNTQ-F	3/ 48	8. WYYY-F	46
9. WYYY-F	1/ .8	2.3	.8	WYYY-F	3/ 69	9. WBZ	29
WBZ	1/ .8	---	---	10. WBZ	1/ 31	10. WTNQ-F	27

12+ AMD

1. WTNY
2. WNCQ-F
3. WTOJ-F
4. WATN

12+ MID

1. WTNY
2. WTOJ-F
3. WNCQ-F
4. WATN

12+ PMD

1. WTNY
2. WTOJ-F
3. WNCQ-F
4. WATN

12+ EVE

1. WTNY
2. WNCQ-F
- WTOJ-F
4. WBZ

SAT MID

1. WNCQ-F
2. WTOJ-F
3. WTNY
4. WATN

ADULTS 18-34

1. WTNY
2. WTOJ-F
3. WKFM-F
- 4.

ADULTS 18-49

1. WTNY
2. WTOJ-F
3. WNCQ-F
4. WKFM-F

ADULTS 25-54

1. WTNY
2. WTOJ-F
3. WNCQ-F
4. WATN

ADULTS 35+

1. WTNY
2. WNCQ-F
3. WATN
- WTOJ-F

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WATN, 1240, 1 KW	COUNTRY	,\$ 8.00 (Roslin)	J. Brosk
WOTT, 1410, 5 KW/1 KW (DA-N)	CONTEMP	,\$ 11.00 (Weiss)	J. Graham
WTNY, 790, 1 KW (DA-N)	MOR CBS,US I,	,\$ 33.00 (Torbet)	D. Alexander
WNCQ-F, 97.5, 41 KW @ 285,	COUNTRY	,\$ 14.00 (Weiss)	J. Graham
WTOJ-F, 103.1, 3 KW @ 300,	AC	,\$ 19.00 (Roslin)	(CARTHAGE) J. Riley

Other ranked stations - See Syracuse in Spring '86 American Radio

WICHITA FALLS, TX

MSA Rank/Pop: 269/131,900
 Average Person Rating: 14.2
 Market TSL: 19.4 hours
 Stations: 9/7

Diaries: 283/365:1
 Sample Target: 300
 % Below Line: 5.6
 % Not Listed: 2.7

Retail \$: .91 Billion
 HH Income: \$29,514
 FM Share: 79.72%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KLUR-F	56/38.1	29.1	28.7	1. KLUR-F	89/928	1. KLUR-F	501
2. KNIN-F	25/17.0	20.1	15.9	2. KNIN-F	70/776	2. KNIN-F	323
3. KKQV-F	19/12.9	10.1	15.4	3. KKQV-F	37/507	3. KTLT-F	250
4. KTLT-F	14/ 9.5	10.6	---	4. WBAP	27/374	4. KKQV-F	249
5. KWFT	10/ 6.8	5.6	8.7	5. KWFT	25/313	5. KGTM	172
6. KGTM	8/ 5.4	8.9	7.2	6. KTLT-F	15/273	6. KWFT	122
7. WBAP	6/ 4.1	1.1	2.6	7. KGTM	14/267	7. WBAP	109
8. KLLF	3/ 2.0	6.1	5.1	8. KLLF	9/214	8. KLLF	84
9. KRLD	2/ 1.4	---	1.0	9. KRLD	4/128	9. KRLD	43
10.				10.		10.	

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KLUR-F	1. KLUR-F	1. KLUR-F	1. KKQV-F	1. KLUR-F
2. KNIN-F	2. KKQV-F	2. KNIN-F	2. KNIN-F	2. KNIN-F
3. KKQV-F	KNIN-F	3. KKQV-F	3. KLUR-F	3. KTLT-F
4. KWFT	4. KTLT-F	4. KTLT-F	4. KTLT-F	4. KKQV-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. KLUR-F	1. KLUR-F	1. KLUR-F	1. KLUR-F
2. KKQV-F	2. KKQV-F	2. KTLT-F	2. KGTM
3. KNIN-F	KNIN-F	3. KNIN-F	KWFT
4. KTLT-F	4. KTLT-F	4. KKQV-F	4. KTLT-F

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

KGTM, 990, 10 KW/1 KW (DA-2), BTFL/EZ	,\$ 45.00 (Mc-Guild)	G. Etheridge
KLLF, 1290, 5 KW/1 KW (DA-2), ?	,\$ NA (Blair)	
KWFT, 620, 5 KW (DA-N), MOR	CBS,\$ 15.00 (Torbet)	D. Whan
KKQV-F, 103.3, 100 KW @ 440, CHR	\$ NA (Blair)	
KLUR-F, 99.9, 100 KW @ 820, COUNTRY	ABC-I,\$ 24.00 (Katz)	S. Beard
KNIN-F, 92.9, 100 KW @ 1012, CONTEMP	ABC-C,\$ 45.00 (Mc-Guild)	G. Etheridge
KTLT-F, 106.3, 3 KW @ 300, AC	US 2,\$ 16.00 (Christal)	A. Maxwell

KRLD, WBAP - See Dallas in Spring '86 American Radio

WILLIAMSPORT, PA

MSA Rank/Pop: 296/117,100
 Average Person Rating: 16.5
 Market TSL: 22.8 hours
 Stations: 10/9

Diaries: 358/279:1
 Sample Target: 290
 % Below Line: .7
 % Not Listed: 11.5

Retail \$: .61 Billion
 HH Income: \$24,190
 FM Share: 75.34%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. WILQ-F	45/27.3	20.6	23.8	1. WILQ-F	82/727	1. WFXX-F+	354
2. WFXX-F+	33/20.0	13.5	5.3	2. WFXX-F+	47/517	2. WILQ-F	349
3. WWPA	16/ 9.7	12.4	12.7	3. WQKX-F	32/464	3. WWPA	224
4. WLYC	14/ 8.5	11.8	13.2	4. WKSJ-F	28/367	4. WKSJ-F	169
5. WKSJ-F	13/ 7.9	8.2	9.5	5. WLYC	16/120	5. WJKR	142
6. WJKR-F	12/ 7.3	10.0	10.1	WWPA	16/224	6. WLYC	96
7. WRAK	6/ 3.6	4.1	4.2	7. WJKR-F	15/155	7. WRAK	89
8. WEUZ-F	5/ 3.0	7.1	7.9	8. WEUZ-F	8/124	8. WEUZ-F	79
9. WQKX-F	1/ .6	---	---	9. WRAK	6/ 89	9. WJSA-F	52
WJSA-F	1/ .6	---	---	10. WJSA-F	5/ 59	10. WQKX-F	32

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WILQ-F	1. WILQ-F	1. WILQ-F	1. WFXX-F+	1. WILQ-F
2. WWPA	2. WFXX-F+	2. WFXX-F+	2. WILQ-F	2. WFXX-F+
3. WFXX-F+	3. WKSJ-F	3. WKSJ-F	3. WWPA	3. WWPA
4. WLYC	WWPA	WWPA	4.	4. WJKR-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+
1. WFXX-F+	1. WILQ-F	1. WILQ-F	1. WILQ-F
2. WILQ-F	2. WFXX-F+	2. WFXX-F+	2. WLYC
3. WKSJ-F	3. WKSJ-F	WKSJ-F	3. WWPA
4. WJKR-F	4. WJKR-F	4. WJKR-F	4. WJKR-F

OTHER RATED STATIONS/METRO SHARE

None

RADIO STATIONS

WLYC, 1050, 1 KW (DAYS)	, NOSTALGIA	ABC-I,\$ 18.00 (Weiss)	R. Cunnion
WRAK, 1400, 1 KW (DA-1)	, MOR	SMN,\$ 11.00 (Torbet)	G. Gilbert
WWPA, 1340, 1 KW	, MOR	CBS,\$ 9.00 (Smith)	W. Ott
WEUZ-F , 97.7, 3 KW @ 300, BTFL/EZ	ABC-D,\$ 14.00 (----) (JERSEY SHORE)	D. McCormick	
WFXX-F+, 99.3, 105 W @ ? , CHR	ABC-F,\$ 23.00 (Masla)	W. Diggins	
WILQ-F , 105.1, 3.8 KW @ 1300, COUNTRY	ABC-I,\$ 28.00 (Weiss)	R. Cunnion	
WJKR-F , 103.9, 3 KW @ 300, BTFL/EZ	,\$ 12.00 (S. Katz)(MUNCY)	J. Kennedy	
WJSA-F , 93.5, 3 KW @ 141, RELIGION	,\$ 5.00 (----) (JERSEY SHORE)	J. Hogg	
WKSJ-F , 102.7, 53 KW @ 1270, AC	NBC,\$ 13.00 (Torbet)	G. Gilbert	
WQKX-F , 94.1, 16 KW @ 875, CHR	,\$ 16.00 (Masla) (SUNBURY)	J. McGranaghan	

YAKIMA, WA

MSA Rank/Pop: 217/179,300
 Average Person Rating: 15.6
 Market TSL: 21.4 hours
 Stations: 14/13

Diaries: 353/416:1
 Sample Target: 350
 % Below Line: 1.0
 % Not Listed: 13.3

Retail \$: .89 Billion
 HH Income: \$24,570
 FM Share: 54.68%

12+ METRO	1/4 / SHARE	SPG 85	SPG 84	12+ TSA	1/4 / CUME	12+ METRO	CUME
1. KXDD-F	30/13.0	14.1	13.5	1.		1. KIT	310
2. KUTI	29/12.6	6.3	8.7	2.		2. KUTI	299
3. KATS-F	23/10.0	8.2	9.1	3.		3. KZHR-F	276
4. KZHR-F	21/ 9.1	7.8	1.0	4.	METRO AND	4. KXDD-F	270
5. KYXE-F	18/ 7.8	5.5	6.7	5.	TSA	5. KATS-F	246
6. KIT	17/ 7.4	11.8	13.0	6.	ARE THE	6. KFFM-F	221
KRSE-F	17/ 7.4	7.8	4.8	7.	SAME	7. KMWX	203
8. KFFM-F	15/ 6.5	10.2	13.5	8.		8. KRSE-F	158
9. KBBO	12/ 5.2	4.3	4.3	9.		9. KBBO	130
10. KMWX	11/ 4.8	6.3	4.8	10.		10. KYXE	119

<u>12+ AMD</u>	<u>12+ MID</u>	<u>12+ PMD</u>	<u>12+ EVE</u>	<u>SAT MID</u>
1. KUTI	1. KXDD-F	1. KXDD-F	1. KXDD-F+	1. KUTI
2. KXDD-F	2. KUTI	2. KATS-F	2. KATS-F	2. KXDD-F
3. KIT	3. KYXE	3. KZHR-F	3. KZHR-F	3. KRSE-F
4. KZHR-F	4. KIT	4. KUTI	4. KIT	4. KATS-F
				KYXE

<u>ADULTS 18-34</u>	<u>ADULTS 18-49</u>	<u>ADULTS 25-54</u>	<u>ADULTS 35+</u>
1. KATS-F	1. KXDD-F	1. KXDD-F	1. KUTI
2. KFFM-F	2. KATS-F	2. KUTI	2. KXDD-F
KXDD-F	3. KUTI	3. KFFM-F	3. KRSE-F
4. KZHR-F	4. KFFM-F	4. KATS-F	4. KIT
		KYXE	KYXE

OTHER RATED STATIONS/METRO SHARE

KAJR-F	99.3	Yakima	1.3
KENE	1490	Toppenish	1.7
KREW	1210	Sunnyside	.4
KIOK-F	94.9	Richland	.9

RADIO STATIONS

KBBO, 1390, 1 KW/500 W (DA-N), RELIGION	UPI, \$ NA	(----)	P. Fretwell
KIT, 1280, 5 KW/1 KW, MOR	ABC-I, \$ 24.00	(Katz)	J. Goetz
KMWX, 1460, 5 KW (DA-N), AC	NBC, \$ 13.00	(Torbet)	G. Myhre
KUTI, 980, 5 KW (DAYS), COUNTRY	ABC-E, \$ 21.00	(Christal) Ives	N. Anglin
KYXE, 1020, 5 KW/500 W (DA-2), COUNTRY	ABC-D, \$ 10.00	(Tacher)	D. Harris
KATS-F, 94.5, 11 KW @ 820, AOR	ABC-R, \$ 18.00	(Katz)	J. Goetz
KFFM-F, 107.3, 100 KW @ 904, CHR	Source, \$ NA	(Torbet)	G. Myhre
KRSE-F, 98.3, 760 W @ 560, BTFL/EZ	, \$ NA	(Blair)	P. Fretwell
KXDD-F, 104.1, 63 KW @ 840, COUNTRY	ABC-D, \$ 21.00	(Christal) Ives	N. Anglin
KZHR-F, 92.7, 2.5 KW @ ?, CHR	, \$ 7.00	(Weiss)	(TOPPENISH) S. Martonick

S E C T I O N B

B I R C H N O N - M O N T H L Y R E P O R T S

This following pages feature Birch non-monthly reports for 23 markets. The dates of the survey differ as does the information provided.

Check each market carefully. All markets are based on 12+ unless otherwise noted, the period covered is Monday - Sunday, 6:00 a.m. - Midnight.

AUBURN-OPELIKA, AL (October 1985)

<u>12+ METRO</u>	<u>SHARE</u>	<u>12+</u>	<u>CUME RATING</u>
1. WCGQ-F	23.5	1. WCGQ-F	47.5
2. WNKS-F	15.4	2. WHHY-F	37.1
3. WBIL-F	11.3	3. WJHO	21.4
4. WHHY-F	10.4	4. WNKS-F	18.9
5. WJHO	7.8	5. WBIL-F	14.7
6. WKKR-F	6.0	6. WVFJ-F	14.1

WJHO, 1400, 1 KW , MOR , \$ 10.00 (Carpenter) (OPELIKA) Jack Smollon

WKKR-F, 97.7, 1.3 KW @ 476, COUNTRY (?) , \$ 14.00 (----) (AUBURN) Gary Fuller

Other stations - See Columbus, GA or Montgomery, AL in Spring '86 American Radio

MARATHON COUNTY, WI (Fall 1985)

<u>12+ METRO</u>	<u>SHARE</u>	<u>12+</u>	<u>CUME RATING</u>
1. WIFC-F	28.1	1. WIFC-F	35.1
2. WYCO-F	16.9	2. WYCO-F	28.7
3. WDEZ-F	10.2	3. WSAU	22.9
4. WXCO	10.1	4. WXCO	22.0
5. WSAU	5.5	5. WDEZ-F	21.9
6. WHRM-F	4.9	6. WRIG	21.6
7. WRIG	4.6	7.	

WRIG, 1390, 5 KW (DA-2) , MOR ABC-D,NBC-T,\$ NA (Blair) Midwest Orville Heinz
 WSAU, 550, 5 KW (DA-2) , MOR ABC-I,ABC-T,\$ NA (Christal) Milw Journal Dave Raven
 WXCO, 1230, 1 KW/ , COUNTRY CBS,\$ 25.00 (Masla) Doug Wick

WDEZ-F, 101.9, 100 KW @ 490, COUNTRY ABC-D,\$ NA (Blair) Midwest Orville Heinz
 WHRM-F, 90.9, 77 KW @ 1120, FINE ARTS NPR,\$ NA (----)
 WIFC-F, 95.5, 100 KW @ 1150, CHR ABC-R,ABC-F,\$ NA (Christal) Milw Journal Dave Raven
 WYCO-F, 107.9, 100 KW @ 1029, AC Trans,\$ 20.00 (Masla) Doug Wick

LIVERMORE, CA (Fall 1985)

<u>12+ METRO</u>	<u>SHARE</u>	<u>12+</u>	<u>CUME RATING</u>
1. KMEL-F	10.9	1. KGO	22.4
2. KGO	9.3	2. KYUU-F	16.2
3. KKIQ-F	7.7	3. KMEL-F	16.1
4. KRQR-F	7.1	4. KNBR	15.6
5. KLOK	6.2	5. KCBS	13.6
6. KYUU-F	5.3	6. KFRC	13.3
7. KNBR	5.2	7. KKIQ-F	11.7

KKIQ-F, 101.7, 3 KW @ 300, AC MBS,\$ 37.00 (----) Greg Everett

Other stations - See San Francisco in Spring '86 American Radio

KLAMATH FALLS, OR (Fall 1985)

12+ METRO	SHARE	12+	CUME RATING
1. KAGO-F	27.0	1. KAGO-F	36.9
2. KKRBF-F	17.0	2. KLAD	32.9
3. KLAD	16.6	3. KKRBF-F	32.4
4. KTMT-F	14.7	4. KAGO	23.0
5. KAGO	7.2	5. KTMT-F	17.9
6. KSOR-F	5.7	6. KFLS	14.2

KAGO, 1150, 5 KW/1KW (DA-N), MOR	, \$ 9.00 (Select)	Gary Katz
KFLS, 1450, 1 KW, COUNTRY	, \$ 8.50 (Unirep)	Bob Wynne
KLAD, 960, 5 KW (DA-N), COUNTRY	MBS, \$ 13.00 (Masla)	Cy Smith
KAGO-F, 99.5, 27 KW @ 360, CHR	, \$ 10.00 (Select)	Bryan Hopkins
KKRBF-F, 106.9, 45 KW @ 1095, AS	US I, \$ 12.00 (Unirep)	Bob Wynne
KSOR-F, 90.1, 2 KW @ 1340, FINE ARTS	NPR, \$ NA (NA)	(ASHLAND)

KTMT-F - See Medford

CHAMPAIGN/URBANA, IL (Oct. - Nov. 1985)

12+ METRO 1/4 HOUR/SHARE/CUME

1. WLRW-F	70/22.7/826
2. WPGU-F	33/10.7/407
3. WDWS-F	30/ 9.7/399
4. WDWS	25/ 8.1/445
5. WILL-F	13/ 4.2/226
WLS	13/ 4.2/346
7. WPXN-F	12/ 3.9/137
WIAI-F	12/ 3.9/186
9. WILL	11/ 3.6/124
WKIO-F	11/ 3.6/355

WDWS, 1400, 1 KW, MOR	CBS, \$ 47.00 (Mc-Guild)	James Turpin
WILL, 580, 5 KW (DAYS, DA), INFO/CLASS	NPR, \$ NA (----)	Unv. of Ill.
WKWS-F, 97.5, 50 KW @ 424, BTFL/E2	, \$ 47.00 (Mc-Guild)	James Turpin
WIAI-F, 99.1, 50 KW @ 550, COUNTRY	, \$ 29.00 (HNWH)	(DANVILLE) Brent Marlin
WILL-F, 90.9, 105 KW @ 850, CLASSICAL	NPR, \$ NA (----)	Unv. of Ill.
WKIO-F, 103.9, 2.3 KW @ 378, CHR	USI, \$ 35.00 (Republic)	Bill Earman
WLRW-F, 94.5, 27 KW @ 401, CHR	ABC-E, \$ NA (HNWH)	Norm MacDonald
WPGU-F, 102.1, 3 KW @ 235, AOR	Source, \$ NA (Masla)	(PAXTON) A. Szarmack
WPXN-F, 104.9, 3 KW @ 300, OLDIES	ABC-D, \$ 20.00 (Roslin)	Dave Blumer

WLS - See Chicago in Spring '86 American Radio

RUTLAND, VT (Fall 1985)

12+ METRO	SHARE	12+	CUME RATING
1. WJJR-F	24.9	1. WRUT-F	38.6
2. WRUT-F	19.2	2. WSYB	34.0
3. WSYB	11.8	3. WJJR-F	27.6
4. WPYX-F	7.8	4. WHWB	15.5
5. WXTY-F	4.6	5. WPYX-F	15.4
6. WGFM-F	4.2	6. WFLY-F	7.5
7. WHWB	4.1	7. WGFM-F	6.1

WHWB, 1000, 1 KW (DAYS), MOR ABC-E, \$ 8.00 (----) Ed Pickett
 WSYB, 1380, 5 KW/1KW (DA-N), AC, \$ 16.00 (Mc-Guild) Goldman Harry Weinhagen
 WJJR-F, 98.1, 50 KW @ 4300, BTFL/EZ, \$ NA (Savalli) John Long
 WRUT-F, 97.1, 1.1 KW @ 2580, CHR US 2, \$ 14.00 (Mc-Guild) Goldman Harry Weinhagen
 WXTY-F, 103.9, 1.5 KW @ 380, CHR, \$ 9.00 (Masla) (TICONDEROGA) Jim Barron

Other stations - See Albany in Spring '86 edition of American Radio.

ALBERTVILLE, AL (Fall 1985)

12+ METRO	SHARE	12+	CUME RATING
1. WQEN-F	31.3	1. WQEN-F	41.7
2. WAPI-F	9.1	2. WQSB-F	16.0
3. WQSB-F	7.8	3. WAPI-F	15.4
4. WZZK-F	5.7	4. WZZK-F	10.0
5. WZOB	4.8	5. WZOB	9.9
6. WRSA-F	4.7	6. WKEA-F	7.5
7. WKEA-F	3.8	7. WSKZ-F	7.1

WZOB, 1250, 5 KW (DAYS), COUNTRY NBC, \$ 8.00 (Dora) (FORT PAYNE) Mike Kirby
 WKEA-F, 98.3, 3 KW @ 300, COUNTRY ABC-E, ABC-I, \$ 8.00 (----) (SCOTTSBORO) Ron Livengood
 WQSB-F, 105.1, 100 KW @ 320, COUNTRY, \$ 9.00 (----) (ALBERTVILLE) Kerry Rick

Other stations - See Birmingham, Chattanooga or Huntsville in Spring '86 American Radio

BRATTLEBORO, VT (Fall 1985)

12+ METRO	SHARE	12+	CUME RATING
1. WTSA-F	13.5	1. WTSA-F	29.2
2. WHDQ-F	12.7	2. WBFL-F	17.1
3. WBFL-F	8.9	3. WKVT-F	16.7
4. WKVT-F	7.0	4. WMMJ	15.1
5. WMMJ	6.8	5. WHDQ-F	14.7
6. WKVT	5.7	6. WVPR-F	10.9
7. WAAF-F	5.7	7. WKVT	10.8

WKVT, 1490, 1 KW, NOSTALGIA NBC-T, CBS, \$ 17.00 (S. Katz) Dave Underhill
 WMMJ, 1450, 1 KW, COUNTRY, \$ 10.00 (NE Spot) John Healy
 WBFL-F, 107.1, 1 KW @ 530, COUNTRY, \$ 9.00 (Kadetsky) (BELLOWS FALLS) Brad Weeko
 WKVT-F, 92.7, 3 KW @ 300, CONTEMP, \$ 17.00 (S. Katz) Dave Underhill
 WTSA-F, 96.7, 3 KW @ 169, AC, NBC, \$ 14.00 (NE Spot) John Healy
 WHDQ-F, 106.1, 10 KW @ 1068, CHR, ABC-C, S, NA (Queen) (CLAREMONT, NH) Jeff Shapiro
 WVPR-F, 89.5, 1 KW @ 2160, CLASSICAL, NPR, \$ NA (----) Vermont Public Radio

WAAF-F - See Worcester in Spring '86 American Radio

BROWNWOOD, TX (Fall 1985)

12+ METRO	SHARE	12+	CUME RATING
1. KXYL-F	29.9	1. KBWD	48.3
2. KBWD	25.7	2. KXYL-F	39.3
3. KOXE-F	15.5	3. KOXE-F	30.5
4. KXYL	14.3	4. KXYL	26.6

KBWD, 1380, 1 KW , MOR NBC-T,ABC-I,\$ 20.00 (Miller) Jamar L. Grace
 KXYL, 1240, 1 KW , COUNTRY SMN,\$ 13.00 (Weiso) Mary Nabers
 KXYL-F, 104.1, 74 KW @ 205, CHR , \$ 13.50 (Weiso) Mary Nabers
 KOXE-F, 101.5, 100 KW @ 500, COUNTRY NBC,\$ 20.00 (Miller) Jamar L. Grace

ROME, GA (Spring 1986)

12+ METRO	SHARE	12+	CUME RATING
1. WVEE-F	12.0	1. WRGA	26.8
2. WKCX-F	11.0	2. WKCX-F	26.1
3. WRGA	10.2	3. WLAQ	24.0
4. WZGC-F	7.6	4. WZGC-F	20.0
5. WKLS-F	7.1	5. WQTU-F	18.0
6. WLAQ	6.9	6. WIYN	13.7
7. WKHX-F	5.6	7. WVEE-F	12.5

WIYN, 1360, 500 W (DAYS) , MOR CNN,ABC-I,\$ 9.00 (----)
 WLAQ, 1410, 1 KW (DA-N) , COUNTRY , \$ 8.00 (Southern) Tom Lloyd
 WRGA, 1470, 5 KW (DA-N) , COUNTRY ABC-E,\$ 10.00 (RSR) Mike McDonald
 WKCX-F, 97.7, 3 KW @ 300, CHR MBS,\$ NA (----) Mills Fitzner
 WQTV-F, 102.3, 440 W @ 804, AC , \$ 11.00 (----) Mike McDonald

Other rated stations - See Atlanta

ENID, OK (Spring 1986)

12+ METRO	SHARE	12+	CUME RATING
1. KNID-F	20.6	1. KNID-F	28.0
2. KATT-F	17.3	2. KATT-F	25.5
3. KOFM-F	12.8	3. KXLS-F	23.6
4. KXLS-F	9.6	4. KOFM-F	22.6
5. KGWA	5.9	5. KCRC	19.3
6. KKNG-F	4.9	6. KGWA	18.8

KCRC, 1390, 1 KW (DA-1) , COUNTRY , \$ 21.00 (Savalli) Michael Delier
 KGWA, 960, 1 KW (DA-1) , NEWS/TALK ABC-T,NBC-T,CBS,\$ 24.00 (----) Allan Page
 KNID-F, 96.9, 100 KW @ 550, COUNTRY , \$ 28.00 (Savalli) Michael Delier
 KXLS-F, 99.7, 100 KW @ 835, CONTEMP MBS,\$ 24.00 (----) (ALVA) Chip McCoy

Other ranked stations - See Oklahoma City in Spring '86 American Radio

JACKSON, TN (Spring 1986)

12+ METRO 1/4/SHARE/CUME

- 1. WYNU-F 62/15.7/669
- 2. WFKX-F 54/13.7/447
- 3. WKIR-F 41/10.4/475
- 4. WZDQ-F 31/ 7.8/375
- 5. WRJX-F 21/ 5.3/175
- 6. WKTA-F 16/ 4.1/216
- 7. WDXI 15/ 3.8/183
- WVKF-F 15/ 3.8/219

WDXI, 1310, 5 KW/1KW (DA-N), COUNTRY Trans,\$ 19.00 (HNWH) Comm. Service

WFKX-F, 95.9,	3 KW @ 300,	BLACK	, \$ 18.00	(----)	(HENDERSON)	Steve Hilliard
WKIR-F, 104.1,	100 KW @ 640,	COUNTRY	ABC-F, \$ 15.00	(----)		Jim Hoppers
WKTA-F, 106.9,	100 KW @ 500,	COUNTRY/GOSPEL	, \$ 11.00	(----)	(MCKENZIE)	Kyle Manns
WRJX-F, 103.1,	3 KW @ 260,	CONTEMP	, \$ 14.00	(HNWH)	Comm. Service	
WVKF-F, 99.3,	3 KW @ 337,	CHR	US I, \$ 7.00	(Midsouth)	(FULTON)	Terry Hailey
WYNU-F, 92.3,	100 KW @ 650,	CHR	, \$ NA	(Masla)	(MILAN)	Jerry Adams
WZDQ-F, 102.3,	3 KW @ 300,	CHR	, \$ 17.00	(----)	(HUMBOLDT)	Phil Morgan

NORTH LAKE TAHOE, NV (Spring 1986)

12+ METRO SHARE 12+ CUME RATING

- | | | | |
|-----------|------|-----------|------|
| 1. KOZZ-F | 20.2 | 1. KOZZ-F | 25.1 |
| 2. KLKT-F | 12.3 | 2. KHTZ-F | 21.2 |
| 3. KHTZ-F | 9.4 | 3. KLKT-F | 20.3 |
| 4. KWNZ-F | 9.3 | 4. KWNZ-F | 18.5 |
| 5. KZAP-F | 6.7 | | |

KLKT-F, 100.1, 3 KW @ ? , AC , \$ 14.00 (Radio Time) (INCLINE VILLAGE) Jim King

Other stations - See Sacramento or Reno in Spring '86 American Radio

IOWA CITY, IA (Spring 1986)

12+ METRO SHARE 12+ CUME RATING

- | | | | |
|-----------|------|-----------|------|
| 1. KKRQ-F | 21.2 | 1. KKRQ-F | 40.8 |
| 2. KRNA-F | 20.7 | 2. KRNA-F | 33.8 |
| 3. WMT-F | 7.4 | 3. KHAK-F | 15.5 |
| 4. KHAK-F | 7.3 | 4. KSUI-F | 15.3 |
| 5. KUNI-F | 4.5 | 5. WMT-F | 14.4 |
| 6. KSUI-F | 4.4 | 6. KUNI-F | 12.3 |

KSUI-F, 91.7, 100 KW @ 1310, CLASSICAL/FINE ARTS NPR, \$ NA (NA) Iowa State Univ.
 KUNI-F, 90.9, 100 KW @ 1782, CALSSICAL/FINE ARTS NPR, \$ NA (NA) Univ. of Northern Iowa

Other stations - See Cedar Rapids in Spring '86 American Radio

FLORENCE, AL (Spring 1986)

12+ METRO 1/4/SHARE/CUME

1. WLAY-F 50/26.5/495
2. WQLT-F 49/25.9/541
3. WVNA-F 31/16.4/356
4. WZZA 13/ 6.9/114
5. WZYP-F 9/ 4.8/122
6. WLAY 7/ 3.7/158

WLAY, 1450, 1 KW , OLDIES MBS,\$ 9.00 (Southern)(MUSCLE SHOALS) Mitchell Self
 WZZA, 1410, 500 W (DAYS, DA), BLACK NBN,\$ 11.00 (----) (TUSCUMBIA) Bob Carl Bailey

WLAY-F, 105.5, 3 KW @ 300, COUNTRY MBS,\$ NA (Southern)(MUSCLE SHOALS) Mitchell Self
 WQLT-F, 107.3, 100 KW @ 700, CONTEMP , \$ 25.00 (Torbet) Charles Manson
 WVNA-F, 100.3, 100 KW @ 245, CONTEMP , \$ 20.00 (S. Katz) (TUSCUMBIA) Jim Hall

FLORENCE, SC (Spring 1986)

12+ METRO 1/4/SHARE/CUME

1. WWDM-F 64/37.9/425
2. WJMX-F 36/21.3/341
3. WYNN 15/ 8.9/179
4. WZNS-F 13/ 7.7/158

WYNN, 540, 250 W (DAYS) , BLACK , \$ 12.00 (Dora) Jim Maurer

WJMX-F, 106.3, 3 KW @ 300, CHR US I, \$ 31.50 (Mc-Guild) Harold Miller
 WXNS-F, 92.9, 100 KW @ 1850, AC , \$ NA (----) Resort Ed Suger

WWDM - See Columbia in Spring '86 American Radio

BENTON HARBOR, MI (Spring 1986)

12+ METRO 1/4/SHARE/CUME

1. WIRX-F 29/13.4/345
2. WNDU-F 22/10.1/316
3. WBMX-F 21/ 9.7/192
4. WHFB-F 19/ 8.8/247
- WAOR-F 19/ 8.8/221
6. WNSN-F 13/ 6.0/177
7. WHFB 12/ 5.5/158
8. WSJM 9/ 4.1/163

WHFB, 1060, 5 KW (DAYS, DA), MOR ABC-I, \$ 27.00 (Katz) WinCom Kent Slocum
 WSJM, 1400, 1 KW , AC NBC-T, NBC, \$ 32.00 (Mc-Guild) Midwest Family Gayle Olson

WIRX-F, 107.1, 3 KW @ 300, CHR Source, \$ 34.00 (Mc-Guild) Midwest Family Gayle Olson
 WHFB-F, 99.9, 50 KW @ 478, BTFL/EZ , \$ 27.00 (Katz) WinCom Kent Slocum

Other stations - See Chicago or South Bend in Spring '86 American Radio

PORT HURON, MI (Spring 1986)

<u>12+ METRO</u>	<u>SHARE</u>	<u>12+</u>	<u>CUME RATING</u>	
1. WRIF-F	12.2	1. WJR	23.7	
2. WCZY-F	11.7	2. WRIF-F	23.3	
3. WJR	11.3	3. WCZY-F	22.4	
4. WPHM	6.8	4. WHLS	16.9	
WSAQ-F	6.8	WLLZ-F	16.9	
6. WKSJ-F	5.9	6. WHYT-F	15.5	
7. WHLS	5.4	7. WPHM	14.3	
WHLS, 1450, 1 KW				, \$ 18.00 (Michigan) John Wismer
WPHM, 1380, 5 KW (DA-2)				NBC-T, \$ 17.00 (Pearse) Eugene Umlor
WSAQ-F, 107.1, 3 KW @ 300, COUNTRY				, \$ 17.00 (Michigan) John Wismer

Other stations - See Detroit in Spring '86 edition of American Radio

MANKATO, MN (Spring 1986)

<u>12+ METRO</u>	<u>SHARE</u>	<u>12+</u>	<u>CUME RATING</u>	
1. KDOG-F	16.9	1. KDOG-F	36.8	
2. WCCO	15.3	2. WCCO	34.2	
3. KEEZ-F	11.3	3. KEEZ-F	32.0	
4. KYSM-F	8.9	4. KTOE	24.5	
KQRS-F	8.9	5. KYSM-F	20.3	
6. KTOE	8.1	6. KQRS-F	18.7	
KTOE, 1420, 5 KW (DA-N)				, MOR NBC-T, ABC-I, \$ 20.00 (Katz) John Linder
KDOG-F, 96.7, 700 W @ 680, CHR				ABC-F, \$ 14.00 (Katz) John Linder
KEEZ-F, 99.1, 100 KW @ 864, AC				, \$ 26.00 (Mc-Guild) Hedberg Burke Bartell
KYSM-F, 103.5, 81 KW @ 540, COUNTRY				, \$ 22.00 (Weiss) George Genz

Other stations - See Minneapolis in Spring '86 American Radio

LIMA, OH (Jan. - Feb., 1986)

<u>12+ METRO</u>	<u>1/4/SHARE/CUME</u>			
1. WZOQ-F	95/37.7/695			
2. WIMT-F	41/16.3/453			
3. WIMA	39/15.5/516			
4. WTGN-F	13/ 5.2/120			
5. WCIT	11/ 4.4/122			
WCIT, 940, 250 W (DAYS, DA), OLDIES				, \$ 15.00 (Weiss) R. Riggs
WIMA, 1150, 1 KW (DA-N)				, MOR ABC-I, ABC-E, \$ 35.00 (Katz) Les Rau
WIMT-F, 102.1, 8 KW @ 1055, COUNTRY				, \$ 35.00 (Katz) Les Rau
WTGN-F, 97.7, 3 KW @ 300, RELIGION				, \$ NA (----) Stanley Tam
WZOQ-F, 92.1, 3 KW @ 300, CHR				, \$ NA (Christal) John Bulmer

POPLAR BLUFF, MO (Summer 1985)

12+ METRO	SHARE	12+	CUME RATING
1. KXOQ-F	30.3	1. KWOC	47.7
2. KWOC	23.0	2. KJEZ-F	38.9
3. KJEZ-F	18.9	3. KXOQ-F	38.7
4. KLID	10.6	4. KLID	33.4
5. KWOC-F	5.7	5. KWOC-F	13.3

KLID, 1340, 1 KW	, AC	ABC-C,	\$ 10.00	(Market 4)	Bruce Schneider
KWOC, 930, 5 KW/500 W (DA-N), COUNTRY		MBS,	\$ 10.00	(----)	Leland Shaffner
KJEZ-F, 95.5, 100 KW @ 840, AC			\$ 13.00	(Gary)	Ted Walker
KWOC-F, 94.5, 14 KW @ 253, COUNTRY		MBS,	\$ 7.00	(----)	Leland Shaffner
KXOZ-F, 96.7, 3 KW @ 300, CHR			\$ 12.00	(----)	Mike Swafford

EUREKA, CA (Summer 1985)

12+ METRO	1/4/SHARE/CUME
1. KXGO-F	41/30.4/456
2. KFMI-F	20/14.8/317
3. FRED	20/14.8/329
4. KEKA	16/11.9/214
5. KATA	10/ 7.4/209

KATA, 1340, 1 KW	, AC		\$ 13.00	(Select)	Grant Maynard
KEKA, 790, 5 KW (DAYS)	, MOR/EZ		\$ 8.00	(Upirep)	Michael Jones
KRED, 1480, 5 KW/1 KW	, COUNTRY		\$ 13.30	(Masla)	Jim Hoff
KFMI-F, 96.3, 30 KW @ 1580, CHR			\$ 22.00	(Torbet)	Grant Maynard
KXGO-F, 93.1, 100 KW @ ? , CHR			\$ 22.00	(HNWH)	Jim Nelly

WILLISTON, ND (Fall 1985)

12+ METRO	SHARE	12+	CUME RATING
1. KDSR-F	35.6	1. KDSR-F	40.4
2. KVCK	9.9	2. KEYZ	20.8
3. KEYZ	9.8	3. KYYZ-F	13.0
4. KSDY-F	8.0	4. KG CX	9.2
5. KF YR	6.5	KF YR	9.2
6. KG CX	5.5	6. KVCK	8.9
7.		7. KSDY-F	8.4

KEYZ, 1360, 5 KW (DA-N)	, COUNTRY	ABC-I,	\$ 12.00	(Eastman)	Bob Miller
KG CX, 1480, 5 KW (DAYS,DA)	, COUNTRY	MBS,	\$ 8.00	(Masla) (SIDNEY, MT)	Oscar Halvorson
KVCK, 1450, 1 KW	, COUNTRY	CBS,	\$ 6.00	(Masla) (WOLF POINT, MT)	Ed Agre
KDSR-F, 101.1, 100 KW @ 1000, CHR		US I,	\$ 6.00	(----)	Dianna Simpson
KSDY-F, 95.1, 100 KW @ 340, COUNTRY			\$ 7.00	(----) (SIDNEY, MT)	Ed McIntosh
KYZZ-F, 92.7, 3 KW @ 496, AC		CBS-R,ABC-C,	\$ 10.00	(Masla) (WOLF POINT, MT)	Ed Agre
KYYZ-F, 96.1, 100 KW @ 873, AOR			\$ 10.00	(Eastman)	Bob Miller

SECTION C

BIRCH CANADIAN MARKETS

Until this year Birch had been rating up to nine Canadian markets. Unfortunately they have stopped their coverage of all the Canadian markets with the exception of Toronto. I had hoped that Birch would eventually prove itself to be a worthy alternative to Canada's Bureau of Broadcast Measurement (BBM). At least for the short term that will not happen.

The tables and rankings for Toronto are self-explanatory and they are generally the same as those for USA markets in this and other editions of American Radio. Note that share figures are given for the demo and daypart breakdowns. All figures are based on 12+, Mon-Sun, 6AM-Midnight except where noted. Average quarter hour (AQH) and cume numbers are in hundreds.

TORONTO, ONTARIO

12+ AQH/SHARE	WIN 86	FAL 85	SUM 85	SPG 85	12+ CUME/CUME	RATING	TEENS				
1. CFRB	662/13.9	13.9	13.4	15.1	13.5	1. CHUM-F	6089/22.8	1. CFTR	27.9		
2. CHUM-F	445/ 9.4	8.7	7.3	7.5	7.1	2. CFRB	5361/20.1	2. CILQ-F	21.4		
3. CILQ-F	439/ 9.2	8.6	8.1	8.3	9.1	3. CILQ-F	4626/17.3	3. CHUM	12.6		
4. CKFM-F	396/ 8.3	7.8	7.2	6.7	7.3	4. CFTR	4493/16.8	4. CHUM-F	12.1		
5. CFTR	333/ 7.0	6.7	6.6	8.1	9.2	5. CKFM-F	4040/15.1	5. CFNY-F	10.2		
6. CFGM	272/ 5.7	5.8	5.7	4.3	5.8	6. CHUM	3970/14.9	<u>ADULTS 18-34</u>			
7. CJCL	269/ 5.7	5.2	5.6	7.7	8.0	7. CFNY-F	3188/11.9	1. CHUM-F	17.6		
8. CFNY-F	262/ 5.5	4.9	5.5	5.4	4.6	8. CBL	2717/10.2	2. CILQ-F	16.1		
9. CBL	244/ 5.1	5.4	5.6	4.4	4.7	9. CKEY	2658/10.0	3. CKFM-F	10.9		
10. CKEY	242/ 5.1	4.1	5.4	4.7	3.9	10. CJCL	2653/ 9.9	4. CFNY-F	10.3		
11. CHFI-F	215/ 4.5	4.9	6.8	5.6	6.4	11. CHFI-F	2524/ 9.5	5. CFTR	9.5		
12. CHUM	179/ 3.8	3.9	4.1	5.2	4.6	12. CFGM	2103/ 7.9	<u>ADULTS 18-49</u>			
13. CBL-F	123/ 2.6	4.1	2.9	2.1	2.0	13. CBL-F	1869/ 7.0	1. CHUM-F	13.1		
14. CKO-F	92/ 1.9	2.7	1.5	1.2	1.8	14. CKO-F	1544/ 5.8	2. CKFM-F	11.8		
<u>MEN 18-34</u>			<u>MEN 18-49</u>			<u>MEN 25-54</u>			<u>ADULTS 18-49</u>		
1. CILQ-F	22.4	1. CILQ-F	16.7	1. CKFM-F	11.2	1. CHUM-F	13.1	2. CKFM-F	11.8		
2. CHUM-F	19.1	2. CHUM-F	14.3	2. CHUM-F	10.9	3. CILQ-F	11.7	3. CILQ-F	11.7		
3. CFNY-F	12.8	3. CFNY-F	9.3	3. CILQ-F	9.4	4. CFNY-F	7.4	4. CFNY-F	7.4		
4. CFTR	7.6	CKFM-F	9.3	4. CHFI-F	7.4	5. CFTR	7.2	5. CFTR	7.2		
5. CKFM-F	6.7	5. CHFI-F	6.0	5. CFRB	6.9	<u>ADULTS 25-54</u>					
<u>WOMEN 18-34</u>			<u>WOMEN 18-49</u>			<u>WOMEN 25-54</u>			1. CKFM-F		13.7
1. CKFM-F	15.9	1. CKFM-F	14.8	1. CKFM-F	16.3	2. CFRB	10.5	2. CFRB	10.5		
2. CHUM-F	15.7	2. CHUM-F	11.8	2. CFRB	14.3	3. CHUM-F	9.7	3. CHUM-F	9.7		
3. CFTR	11.6	3. CFTR	8.7	3. CHUM-F	8.4	4. CBL	6.9	4. CBL	6.9		
4. CILQ-F	8.7	4. CKEY	8.1	CKEY	8.4	5. CHFI-F	6.6	5. CHFI-F	6.6		
5. CFNY-F	7.3	5. CFGM	6.7	5. CFGM	8.0						
<u>12+ AMD</u>			<u>12+ MID</u>			<u>12+ PMD</u>			<u>12+ EVE</u>		
1. CFRB	17.1	1. CFRB	15.4	1. CFRB	15.5	1. CILQ-F	15.4	1. CILQ-F	15.4		
2. CKFM-F	9.6	2. CHUM-F	9.5	2. CILQ-F	10.3	2. CFRB	11.9	2. CFRB	11.9		
3. CBL	7.9	3. CILQ-F	9.2	3. CHUM-F	8.6	3. CHUM-F	9.8	3. CHUM-F	9.8		
4. CFTR	7.0	4. CFGM	7.3	4. CKFM-F	7.5	4. CFNY-F	8.7	4. CFNY-F	8.7		
CHUM-F	7.0	5. CJCL	7.1	5. CFTR	6.6	5. CKFM-F	7.1	5. CKFM-F	7.1		
CKEY	7.0										

RADIO STATIONS

CBL , 740, 50 KW,	VARIOUS	K. Lack	CBC
CFGM, 1320, 50 KW,	COUNTRY	G. Slaight	
CFRB, 1010, 50 KW,	MOR	P. Shurman	
CFTR, 680, 50 KW,	CHR	A. Viner	Rogers
CHUM, 1050, 50 KW,	CHR	J. Waters	
CJCL, 1430, 50 KW,	NOSTALGIA	D. Ackhurst	Telemedia
CKEY, 590, 50 KW,	NEWS	M. Mangialardo	
CBL-F , 94.1, 38 KW @	VARIOUS	K. Lack	CBC
CFNY-F, 102.1, 35 KW @	CONTEMP	W. Hutton	Selkirk
CHFI-F, 98.1, 44 KW @	AC	J. Sward	Rogers
CHUM-F, 104.5, 40 KW @	AOR	D. Roman	
CILQ-F, 107.1, 40 KW @	AOR	G. Slaight	
CKFM-F, 99.9, 40 KW @	AC	J. Mackey	
CKO-F , 99.1, 100 KW @	NEWS	S. Stewart	

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