

# AMERICAN RADIO

Summer 1986 Supplement



**James H. Duncan, Jr.**



AMERICAN RADIO  
SUMMER 1986 SUPPLEMENT

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

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I am pleased to present the first edition of American Radio - Summer 1986 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 76 markets which Arbitron and Birch survey on a quarterly basis.

The "Summer Supplement" is issued every November.

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.

## NOTES TO THIS EDITION

This edition is basically the same as the main edition of American Radio. There are a couple of exceptions and one addition. The exceptions are: (1) The format breakdowns will not be included in the Summer or Winter supplements. They will continue to be printed in the Fall and Spring editions of American Radio. (2) The station listings are not updated in the Winter supplement unless there is a call letter change and/or a major format change. For all other editions these listings are completely revised. The general manager's names are listed in the Winter and Spring editions only.

The addition is, I feel, an interesting and necessary change. Next to the 12+ Metro Share ranking I am adding a column which will show the station's three or four book average share. This will show the station's average 12+ share over the last year's rating periods.

## INDEX

### INDIVIDUAL MARKET REPORTS (in alphabetical order)

Albany-Schenectady	El Paso	Milwaukee	Rochester
Allentown	Fresno	Minneapolis	Sacramento
Atlanta	Grand Rapids	Nashville	St. Louis
Austin	Greensboro	Nassau-Suffolk	Salt Lake City
Baltimore	Greenville-Sparta	New Orleans	San Antonio
Baton Rouge	Harrisburg	New York	San Diego
Birmingham	Hartford	Norfolk	San Francisco
Boston	Honolulu	Oklahoma City	San Jose
Buffalo	Houston	Omaha	Seattle
Charlotte	Indianapolis	Orlando	Springfield, MA
Chattanooga	Jacksonville	Philadelphia	Syracuse
Chicago	Kansas City	Phoenix	Tampa-St. Petersburg
Cincinnati	Knoxville	Pittsburgh	Toledo
Cleveland	Las Vegas	Portland, OR	Tucson
Columbus, OH	Los Angeles	Providence	Tulsa
Dallas-FW	Louisville	Raleigh	Washington
Dayton	McAllen-Brownsville	Richmond	West Palm Beach
Denver	Memphis	Riverside-SB	Wilkes Barre-Scranton
Detroit	Miami		Youngstown

ALBANY - SCHENECTADY - TROY

Arbitron Rank/Pop (12+): 51/733,000  
 MSA Rank/Pop: 58/845,200  
 ADI # 51  
 Average Person Ratings: 17.0  
 Market TSL: 22.8 hours

Stations: 21/20  
 Diaries: 1136/645:1/43.4%  
 Sample Target: 1060  
 % Below Line: 1.0  
 % Not Listed: 13.1

1985 Revenue: \$15,200,000  
 HH Inc.: \$30,378  
 Retail \$: 5.0 Bill  
 Pop per Station: 36,650  
 #1 Biller WGY \$3,300,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85
1. WPYX-F	135/10.8	9.6	---	9.7	---	10.0	16.3	1. WPYX-F	200/2364	1. WGFM-F	1833/25.0	26.1 25.6
2. WGY	117/ 9.4	9.6	---	11.0	---	10.0	9.6	2. WGY	183/3005	2. WGY	1823/24.9	26.9 26.8
3. WROW-F	113/ 9.1	8.4	---	9.8	---	9.1	6.8	3. WGFM-F	171/2578	3. WFLY-F	1705/23.3	22.7 18.1
4. WGFM-F	112/ 9.0	9.4	---	7.7	---	8.7	12.6	4. WROW-F	162/1735	4. WPYX-F	1621/22.1	23.7 21.8
5. WFLY-F	100/ 8.0	7.7	---	5.9	---	7.2	10.0	5. WGNA-F	129/1248	5. WROW-F	1236/16.9	15.0 18.6
6. WQBK	81/ 6.5	6.6	---	8.1	---	7.1	3.4	6. WFLY-F	125/2169	6. WWOM-F	1144/15.6	16.5 16.3
7. WWOM-F	75/ 6.0	7.5	---	6.5	---	6.7	5.5	7. WQBK	85/ 866	7. WQBK-F	840/11.5	11.1 9.8
8. WGNA-F	57/ 4.6	4.2	---	4.2	---	4.3	3.5	8. WWOM-F	78/1272	8. WQBK	819/11.2	10.5 13.0
9. WPTR	55/ 4.4	3.9	---	2.6	---	3.6	3.2	9. WROW	67/1120	9. WROW	812/11.1	11.9 12.7
10. WROW	47/ 3.8	3.9	---	4.1	---	3.9	1.9	10. WPTR	60/ 794	10. WTRY	763/10.4	10.6 10.6
11. WTRY	45/ 3.6	3.6	---	2.7	---	3.3	4.5	11. WTRY	47/ 885	11. WPTR	658/ 9.0	9.4 7.5
12. WQBK-F	38/ 3.1	4.3	---	3.9	---	3.8	5.1	12. WQBK-F	39/ 916	12. WGNA-F	562/ 7.7	9.7 9.0
13. WABY	26/ 2.1	3.6	---	3.1	---	2.9	2.5	13. WSCG-F	37/ 276	13. WABY	429/ 5.9	6.0 NA
14.								14.		14.		
15.								15.		15.		

12+ FM SHARE (METRO): 61.55% (666 of 1082)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFLY-F	1. WPYX-F	1. WPYX-F	1. WPYX-F	1. WPYX-F	1. WROW-F	1. WGY	1. WPYX-F	1. WPYX-F	1. WPYX-F	1. WPYX-F
2. WGFM-F	2. WGFM-F	2. WGFM-F	2. WWOM-F	2. WWOM-F	2. WGY	2. WPYX-F	2. WGFM-F	2. WROW-F	2. WFLY-F	2. WROW-F
3. WPYX-F	3. WFLY-F	3. WFLY-F	3. WGFM-F	3. WGY	3. WQBK	3. WROW-F	3. WROW-F	3. WGFM-F	3. WGY	3. WFLY-F
4.	4. WWOM-F	4. WWOM-F	4. WGY	4. WGFM-F	4. WGNA-F	4. WQBK	4. WFLY-F	4. WFLY-F	4. WGFM-F	4. WGY
5.	5. WQBK-F	5. WGY	5. WFLY-F	5. WROW-F	5. WPTR	5. WGFM-F	5. WWOM-F	5. WWOM-F	5. WROW-F	5. WWOM-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WGFM-F	1. WGFM-F	1. WWOM-F	1. WGFM-F	1. WGY	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	
2. WFLY-F	2. WWOM-F	2. WGFM-F	2. WWOM-F	2. WWOM-F	2. WGFM-F	2. WGFM-F	2. WGFM-F	2. WGFM-F	2. WGNA-F	
3. WWOM-F	3. WFLY-F	3. WFLY-F	3. WFLY-F	3. WGFM-F	3. WFLY-F	3. WFLY-F	3. WWOM-F	3. WFLY-F	3. WFLY-F	
4. WPYX-F	4. WPYX-F	4. WPYX-F	4. WPYX-F	4. WROW-F	4.	4. WWOM-F	4. WTRY	4. WWOM-F	4. WGY	
5.	5. WQBK-F	5. WQBK-F	5. WGY	5. WFLY-F	5.	5. WTRY	5. WFLY-F	5. WTRY	5. WGFM-F	
							6. WQBK-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKL	560	Catskill	.6/1.9
WCSS	1490	Amsterdam	1.2/1.7
WEQX-F	102.7	Manchester, VT	.4/1.5
WHAZ	1330	Troy	.3/1.3
WHRL-F	103.1	Albany	1.3/2.4
WSCG-F	93.5	Corinth	.3/1.1
WWCN	1460	Albany	1.4/3.2
WJIV-F	101.9	Cherry Valley	.9/1.3

RADIO STATIONS

WABY, 1400, 1 KW, NOSTALGIA  
 WGY, 810, 50 KW, MOR  
 WHAZ, 1330, 1 KW (DAYS), RELIGION  
 WPTR, 1540, 50 KW (DA-1), COUNTRY  
 WQBK, 1300, 5 KW (DA-2), TALK/NEWS  
 WROW, 590, 5 KW/1 KW (DA-2), MOR  
 WTRY, 980, 5 KW (DA-N), AC  
 WWCN, 1460, 5 KW (DA-N), TALK  
 WWWD, 1240, 1 KW, VARIETY

, \$ 17.50 (Select)  
 NBC, \$ 90.00\* (Eastman)  
 , \$ 13.00 (---)  
 ABC-C, \$ 31.00 (MMR) Dyson  
 CBS, ABC-T, NBC-T, \$ 30.00\* (HNWH)  
 ABC-I, \$ 48.00\* (Christal) JAG  
 MBS, ABC-D, \$ 34.00\* (Mc-Guild)  
 , \$ 20.00 (S. Katz)  
 , \$ 10.00 (---)  
 , \$ 54.00\* (MMR) Dyson  
 Source, \$ 50.00\* (Eastman)  
 ABC-E, \$ 38.00 (Torbet)  
 MBS, \$ 22.00 (---)  
 ABC-R, \$ 65.00 (Mc-Guild)  
 CBS-R, \$ 30.00\* (HNWH)  
 ABC-I, \$ 58.00\* (Christal) JAG  
 US I, \$ 50.00 (Select)

WFLY-F, 92.3, 13 KW @ 850, CHR  
 WGFM-F, 99.5, 10 KW @ 930, CHR  
 WGNA-F, 107.7, 9 KW @ 980, COUNTRY  
 WHRL-F, 103.1, 1.5 KW @ 400, BTFL  
 WPYX-F, 106.5, 12 KW @ 910, AOR  
 WQBK-F, 103.9, 3 KW @ 300, AOR  
 WROW-F, 95.5, 8 KW @ 960, BTFL/EZ  
 WWOM-F, 100.9, 3 KW @ 300, AC

ALLENTOWN - BETHLEHEM

Arbitron Rank/Pop (12+): 60/559,200  
 MSA Rank/Pop: 71/649,100  
 Philadelphia ADI  
 Average Person Ratings: 17.1  
 Market TSL: 23.2 hours

Stations: 33/12  
 Diaries: 1126/497:1/52.3%  
 Sample Target: 930  
 % Below Line: 20.3  
 % Not Listed: 12.0

1985 Revenue: \$14,200,000  
 HH Inc.: \$30,033  
 Retail \$: 4.0 Bil  
 Pop per Station: 46,600  
 #1 Biller: WLEV-F \$2,000,000

12+ METRO	1/4/SHARE	WIN 86	FAL 85	SUM 85	SPG 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	FAL 85	SPG 85	
1. WLEV-F	108/11.3	11.1	---	9.7	---	10.7	9.3	1. WZZO-F	133/1768	1. WLEV-F	1421/25.4	23.4	22.2
2. WZZO-F	99/10.3	11.5	---	12.6	---	11.5	15.2	2. WLEV-F	115/1588	2. WZZO-F	1372/24.5	24.7	27.3
3. WFMZ-F	97/10.1	12.1	---	12.8	---	11.7	7.9	3. WFMZ-F	112/1331	3. WQQQ-F	1295/23.2	24.4	25.0
4. WQQQ-F	80/ 8.3	9.9	---	9.6	---	9.3	14.4	4. WQQQ-F	100/1662	4. WFMZ-F	1112/19.9	19.7	22.8
5. WKAP	60/ 6.3	5.1	---	4.7	---	5.4	4.3	5. WKAP	61/ 638	5. WAEB-F	771/13.8	14.3	13.0
6. WAEB	58/ 6.0	5.8	---	5.0	---	5.6	6.7	6. WAEB	59/ 730	6. WAEB	714/12.8	15.9	14.6
7. WEST	56/ 5.8	4.5	---	5.1	---	5.1	3.8	7. WEST	58/ 422	7. WKAP	627/11.2	9.2	11.0
8. WAEB-F	52/ 5.4	5.6	---	6.3	---	5.8	4.0	8. WAEB-F	56/ 870	8. WKKW	402/ 7.2	4.9	6.6
9. WEEX	26/ 2.7	1.5	---	2.5	---	2.2	1.5	9. WYSP-F	42/ 609	9. WYSP-F	399/ 7.1	6.4	5.8
10. WKKW	25/ 2.6	2.0	---	2.5	---	2.4	1.8	10. WOR	34/ 395	10. WEST	392/ 7.0	7.5	6.9

12+ FM SHARE (METRO): 67.18% (567 of 844)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQQQ-F>	1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WFMZ-F	1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WQQQ-F	1. WLEV-F
2. WZZO-F	2. WLEV-F>	2. WZZO-F>	2. WZZO-F	2. WZZO-F	2. WLEV-F	2. WZZO-F	2. WFMZ-F	2. WZZO-F	2. WZZO-F	2. WFMZ-F
3.	3. WQQQ-F>	3. WQQQ-F	3. WAEB	3. WFMZ-F	3. WAEB	3. WFMZ-F	3. WZZO-F	3. WFMZ-F	3. WLEV-F	3. WKAP
4.	4. WYSP-F	4. WAEB	4. WAEB-F	4. WAEB-F	4. WAEB-F	4. WEST	4. WQQQ-F	4. WQQQ-F	4. WFMZ-F	4. WZZO-F
5.	5. WAEB-F	5. WAEB-F	5. WQQQ-F	5. WAEB	5. WEST	5. WKAP	5. WAEB-F	5. WKAP	5. WAEB	5. WQQQ-F
			6. WFMZ-F		WKAP					

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WZZO-F>	1. WZZO-F>	1. WZZO-F	1. WZZO-F	1. WZZO-F
2. WZZO-F	2. WZZO-F>	2. WZZO-F>	2. WZZO-F	2. WFMZ-F	2. WQQQ-F	2. WLEV-F	2. WLEV-F	2. WLEV-F	2. WLEV-F
3. WQQQ-F	3. WQQQ-F	3. WAEB-F	3. WAEB-F	3. WZZO-F	3. WYSP-F	WQQQ-F	3. WQQQ-F	3. WQQQ-F	3. WAEB
4.	4. WAEB-F	4. WQQQ-F	4. WFMZ-F	4. WAEB-F	4. WLEV-F	4. WYSP-F	4. WYSP-F	4. WAEB	4. WQQQ-F
5.	5. WFMZ-F	5.	WQQQ-F	5. WAEB	5.	5.	5.	5. WYSP-F	5. WAEB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLSH	1410	Lansford	.9/1.4
WRNJ	1000	Hackettstown	.3/1.5
WABC	770	New York	.6/2.3
WBYO-F	107.5	Boyertown	.8/2.3
WIXL-F	103.7	Newton	.3/1.2
WKRZ-F	98.5	Wilkes-Barre	.6/2.3
WOR	710	New York	1.3/3.0
WPLJ-F	95.5	New York	.4/1.6
WRFY-F	102.5	Reading	.3/1.8
WXRK-F	92.3	New York	.7/1.6

See Philadelphia for more information about these stations:

KYW	1.5/5.9	WFLN-F	.4/1.5
WCAU	.3/1.5	WMGK-F	.4/2.8
WCAU-F	.4/1.3	WMMR-F	1.1/5.7
WEAZ-F	1.9/4.4	WTRK-F	.4/2.9
WFIL	.5/1.6	WUSL-F	.9/2.7
WWDB-F	.8/1.8	WYSP-F	2.4/7.1
WXTU-F	1.6/3.8		

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, AC	CBS,ABC-I, \$ 33.00	(Mc-Guild)	CRB
WEEX, 1230, 1 KW	, COUNTRY	MBS, \$ 23.00	(Eastman)	Wilkes-Schwartz
WEST, 1400, 1 KW	, NOSTALGIA	CBS, \$ 25.00	(Katz)	Sound Comm.
WGPA, 1100, 250 W (DAYS)	, BTFL (?)	, \$ 12.00	(---)	
WHOL, 1600, 500 W (DAYS,DA)	, RELIGION	, \$ 11.00	(---)	
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	ABC-E, \$ 20.00	(---)	
WKKW, 1470, 5 KW (DA-2)	, COUNTRY	NBC, \$ 15.00*	(---)	
WAEB-F, 104.1, 50 KW @ 500,	AC	ABC-I, \$ 47.00	(Mc-Guild)	CRB
WFMZ-F, 100.7, 17 KW @ 870,	BTFL/EZ	, \$ 44.00*	(HNWH)	
WLEV-F, 96.1, 50 KW @ 500,	AC	, \$ 59.00	(Katz)	Sound Comm.
WQQQ-F, 99.9, 50 KW @ 450,	CHR	, \$ 52.00*	(Eastman)	Wilkes-Schwartz
WZZO-F, 95.1, 12 KW @ 630,	AOR	, \$ 57.00	(Blair)	Holt

Other ranked stations - See Philadelphia

ATLANTA

Arbitron Rank/Pop (12+): 14/2,015,200

Stations: 23/22  
Diaries: 2194/919:1/42.8%  
Sample Target: 1690  
% Below Line: 0.5  
% Not Listed: 11.4

1985 Revenue: \$75,400,000  
HH Inc.: \$32,228  
Retail \$: 17.0 Bil  
Pop per Station: 91,600  
#1 Biller: WQXI A/F \$12,600,000

MSA Rank/Pop: 11/2,388,100

ADI # 15

Average Person Ratings: 16.7

Market TSL: 22.0 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WVEE-F	368/11.0	8.6	9.8	8.9	---	9.6	11.6	1. WVEE-F	403/4145	1. WZGC-F	4217/20.9	19.7	25.0
2. WKLS-F	321/ 9.6	9.2	10.5	9.0	---	9.6	13.2	2. WKLS-F	379/4293	2. WQXI-F	3986/19.8	21.7	21.7
3. WPCH-F	266/ 7.9	9.2	9.5	7.4	---	8.5	6.2	3. WPCH-F	325/4113	3. WVEE-F	3607/17.9	17.5	16.3
4. WQXI-F	251/ 7.5	9.1	7.0	8.9	---	8.1	7.6	4. WYAY-F	304/3344	4. WKLS-F	3413/16.9	17.8	17.3
5. WZGC-F	242/ 7.2	6.1	8.5	9.8	---	7.9	10.6	5. WZGC-F	301/5348	5. WSB	3406/16.9	18.0	18.0
6. WSB	222/ 6.6	5.7	5.5	6.7	---	6.1	5.0	6. WQXI-F	265/4474	6. WPCH-F	3342/16.6	18.0	16.2
7. WSB-F	199/ 5.9	5.3	5.4	4.9	---	5.4	4.8	7. WKHX-F	252/3514	7. WSB-F	3046/15.1	14.3	14.0
8. WKHX-F	195/ 5.8	5.3	6.2	6.6	---	6.0	5.3	8. WSB	243/3846	8. WKHX-F	2515/12.5	14.3	15.3
9. WYAY-F	145/ 4.3	6.1	4.6	4.9	---	5.0	5.9	9. WSB-F	223/3407	9. WFOX-F	2487/12.3	12.2	13.1
10. WFOX-F	139/ 4.1	5.6	3.6	4.1	---	4.4	4.0	10. WFOX-F	204/3546	10. WYAY-F	1984/ 9.8	12.9	10.6
11. WARM-F	133/ 4.0	3.9	2.4	3.2	---	3.4	4.0	11. WARM-F	158/2566	11. WARM-F	1984/ 9.8	12.6	9.8
12. WGST	113/ 3.4	1.7	3.1	2.6	---	2.7	2.0	12. WGST	114/1629	12. WGST	1602/ 7.9	6.5	8.2
13. WAOK	97/ 2.9	4.1	3.0	3.0	---	3.3	2.2	13. WAOK	97/1601	13. WAOK	1577/ 7.8	8.9	7.4
14. WEKS-F	68/ 2.0	2.4	2.0	1.1	---	1.9	3.1	14. WEKS-F	82/1452	14. WEKS-F	1212/ 6.0	5.6	NA
15. WYZE	35/ 1.0	.9	.5	.4	---	.7	.7	15. WYZE	35/ 301	15. WCNN	703/ 3.5	3.8	6.2
16.								16.		16.			
17.								17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 79.31% (2361 of 2977)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZGC-F>	1. WKLS-F	1. WVEE-F	1. WQXI-F	1. WQXI-F	1. WPCH-F	1. WVEE-F	1. WPCH-F	1. WKLS-F	1. WVEE-F	1. WVEE-F
2. WKLS-F	2. WVEE-F	2. WKLS-F	2. WVEE-F	2. WVEE-F	2. WSB	2. WQXI-F	2. WKLS-F	2. WVEE-F	2. WSB	2. WKLS-F
3. WVEE-F>	3. WQXI-F>	3. WQXI-F	3. WKLS-F	3. WKLS-F	3. WKHX-F	3. WKLS-F	3. WVEE-F	3. WPCH-F	3. WKLS-F	3. WZGC-F
4. WARM-F	4. WZGC-F	4. WSB-F	4. WSB-F	4. WSB-F	4. WSB-F	4. WSB	4. WKHX-F	4. WZGC-F	4. WZGC-F	4. WPCH-F
5. WKHX-F	5. WARM-F	5. WKHX-F	5. WFOX-F	5. WPCH-F	5. WPCH-F	5. WQXI-F	5. WZGC-F	5. WSB-F	5. WQXI-F	5. WQXI-F
6. WSB-F	6. WSB-F	6. WZGC-F	6. WPCH-F	6. WKHX-F	6. WYAY-F	6. WPCH-F	6. WQXI-F	6. WSB-F	6. WSB-F	6. WSB
7.	7. WFOX-F	7. WFOX-F	WKHX-F	7. WFOX-F	7. WVEE-F	7. WSB-F	7. WZGC-F	7. WKHX-F	7. WPCH-F	7. WKHX-F
8.	8. WKHX-F	8.	8.	8.	8.	8. WKHX-F	8.	8.	8.	8. WARM-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9. WSB-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10. WYAY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVEE-F>	1. WVEE-F	1. WQXI-F	1. WVEE-F	1. WQXI-F	1. WKLS-F>	1. WKLS-F>	1. WKLS-F	1. WKLS-F	1. WKLS-F
2. WZGC-F	2. WQXI-F	2. WVEE-F	2. WQXI-F	2. WVEE-F	2. WVEE-F	2. WVEE-F>	2. WVEE-F	2. WVEE-F	2. WVEE-F
3. WKLS-F	3. WKLS-F	3. WKLS-F	3. WSB-F	3. WSB-F	3. WZGC-F	3. WQXI-F	3. WQXI-F	3. WQXI-F	3. WQXI-F
4. WQXI-F	4. WSB-F	4. WSB-F	4. WKLS-F	4. WPCH-F	4. WARM-F	4. WARM-F	4. WFOX-F	4. WFOX-F	4. WKHX-F
5. WARM-F	5. WZGC-F	5. WFOX-F	5. WZGC-F	5. WYAY-F	5. WQXI-F	5. WKHX-F	5. WZGC-F	5. WKHX-F	5. WFOX-F
6. WBS-F	6. WFOX-F	6. WKHX-F	6. WPCH-F	6. WKLS-F	6. WEKS-F	6. WFOX-F	6. WARM-F	6. WSB-F	6. WSB-F
7. WKHX-F	7. WARM-F	7. WYAY-F	7. WYAY-F	7. WKHX-F	7.	7. WKHX-F	7. WSB-F	7. WARM-F	7. WSB
8.	WKHX-F	8.	8.	8. WFOX-F	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBUS-F	96.7	Newnan	.6/2.1
WCNN	680	N. Atlanta	.9/3.5
WIGO	1340	Atlanta	.6/3.3
WJGA-F	92.1	Jackson	.4/1.1
WPLO	590	Atlanta	1.0/3.0
WQXI	790	Atlanta	.7/2.4
WXLL	1310	Decatur	.9/1.7
WFJ-F	93.3	Columbus	.4/1.2

RADIO STATIONS

AM STATIONS

WAEC, 860, 5 KW (DAYS)	, RELIGION	, \$ 24.00 (---)	Forus
WAOK, 1380, 5 KW (DA-N)	, BLACK	NBC,NBN, \$ 60.00* (Mc-Guild)	DKM
WCNN, 680, 50 KW/10 KW (DA-N)	, TALK	CNN,US 2,ABC-T, \$ 45.00* (HNWH)	
WFOM, 1230, 1 KW	, RELIGION	, \$ 12.00 (Bolton)	(MARIETTA)
WGKA, 1190, 5 KW (DAYS)	, CLASSICAL	, \$ 30.00 (CMBS)	
WGST, 920, 5 KW/1 KW	, NEWS	CBS,MBS, \$ 90.00* (Katz)	Jacor
WGUN, 1010, 50 KW (DAYS)	, RELIGION	, \$ 20.00 (---)	Rivers
WIGO, 1340, 1 KW	, BLACK	SBN, \$ 60.00 (---)	Brunson
WKLS, 970, 5 KW (DAYS)	, AOR	, \$ NM (Masla)	Taft
WPLO, 590, 5 KW (DA-N)	, COUNTRY	, \$ 68.00* (Select)	Cap Cities/ABC
WQXI, 790, 5 KW/1 KW (DA-N)	, OLDIES	, \$ NA (Blair)	Jeff-Pilot
WSB, 750, 50 KW	, MOR	ABC-I,ABC-E, \$170.00* (Christal)	Cox
WYZE, 1480, 5 KW (DAYS)	, BLACK	, \$ 14.00 (---)	Buck

FM STATIONS

WARM, 99.7, 100 KW @ 1000, CHR	, \$150.00* (Eastman)	Susquehanna
WEKS, 104.1, 100 KW @ 1690, BLACK	, \$ 55.00* (Durpetti)	Trans World
WFOX, 97.1, 100 KW @ 1566, AC	, \$160.00 (MMR)	Shamrock (GAINESVILLE)
WKHX, 101.5, 100 KW @ 900, COUNTRY	, \$169.00* (Select)	Cap Cities/ABC (MARIETTA)
WKLS, 96.1, 100 KW @ 950, AOR	ABC-R, \$185.00* (Masla)	Taft
WPCH, 94.9, 100 KW @ 987, BTFL MUS	, \$179.00* (Katz)	Jacor
WQXI, 94.1, 100 KW @ 914, AC/CONTEMP	, \$340.00 (Blair)	Jeff-Pilot
WSB, 98.5, 100 KW @ 919, AC	CBS-R, \$160.00* (Christal)	Cox
WVEE, 103.3, 100 KW @ 450, URBAN	US I, \$170.00* (Mc-Guild)	DKM
WYAY, 106.7, 100 KW @ 1400, COUNTRY	, \$140.00* (Republic)	Katz (GAINESVILLE)
WZGC, 92.9, 100 KW @ 910, CHR	ABC-C, \$220.00* (Torbet)	First Media
WBUS, 96.7, 3 KW @ 300, BLACK	, \$ NA (Masla)	New Systems (NEWNAN)

AUSTIN

Arbitron Rank/Pop (12+): 59/565,700

MSA Rank/Pop: 69/537,100

ADI # 79

Average Person Ratings: 16.1

Market TSL: 21.5 hours

Stations: 19/15

Diaries: 986/574:1/43.3%

Sample Target: 890

% Below Line: 3.1

% Not Listed: 18.8

1985 Revenue: \$27,600,000

HH Inc.: \$31,287

Retail \$: 4.6 Bil

Pop per Station: 37,713

#1 Biller: KASE-F \$5,600,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. KEYI-F	125/13.7	9.7	---	5.5	---	9.6	17.3	1. KASE-F	154/1976	1. KHFI-F	1580/27.9	31.4	31.5
2. KASE-F	118/13.0	16.2	---	16.3	---	15.2	13.5	2. KEYI-F	139/1698	2. KEYI-F	1569/27.7	25.6	15.7
3. KHFI-F	106/11.6	14.2	---	15.1	---	13.6	17.2	3. KHFI-F	124/1714	3. KASE-F	1330/23.5	26.3	24.7
4. KLBJ-F	99/10.9	12.1	---	11.6	---	11.5	13.2	4. KLBJ-F	118/1467	4. KLBJ-F	1194/21.1	22.8	23.7
5. KPEZ-F	49/ 5.4	5.7	---	5.8	---	5.6	5.2	5. KOKE	53/ 492	5. KOKE-F	1045/18.5	21.5	19.2
6. KOKE	48/ 5.3	.5	---	2.6	---	2.8	2.1	6. KPEZ-F	49/ 699	6. KPEZ-F	692/12.2	10.2	10.0
7. KOKE-F	44/ 4.8	7.6	---	6.9	---	6.4	6.5	7. KWTX-F	47/ 617	7. KLBJ	652/11.5	11.7	14.5
8. KLBJ	38/ 4.2	4.7	---	6.2	---	5.0	2.5	8. KOKE-F	46/1087	8. KVET	515/ 9.1	9.1	12.0
9. KVET	34/ 3.7	3.0	---	3.7	---	3.5	2.3	9. KLBJ	45/ 795	9. KOKE	423/ 7.5	NA	NA
10. KNOW	16/ 1.8	.4	---	1.2	---	1.1	2.1	10. KVET	42/ 726	10. KNOW	322/ 5.7	NA	5.7
11.								11.		11.			
12.								12.		12.			
13.								13.		13.			
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 77.40% (572 of 739)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KHFI-F>	1. KLBJ-F	1. KEYI-F	1. KEYI-F	1. KEYI-F	1. KASE-F	1. KEYI-F	1. KEYI-F	1. KEYI-F	1. KHFI-F	1. KASE-F
2. KEYI-F	2. KEYI-F	2. KASE-F	2. KASE-F	2. KASE-F	2. KEYI-F	2. KASE-F	2. KASE-F	2. KASE-F	2. KEYI-F	2. KEYI-F
3. KLBJ-F	3. KHFI-F	KLBJ-F	3. KLBJ-F	3. KLBJ-F	3. KOKE	3. KHFI-F	3. KLBJ-F	3. KLBJ-F	KLBJ-F	3. KHFI-F
4. KASE-F	4. KASE-F	4. KHFI-F	4. KHFI-F	4. KPEZ-F	4. KVET	KLBJ-F	4. KHFI-F	4. KHFI-F	4. KASE-F	4. KLBJ-F
5.	5. KPEZ-F	5. KPEZ-F	5. KPEZ-F	KOKE-F	5. KHFI-F	5. KLBJ	5. KPEZ-F	5. KPEZ-F	5. KPEZ-F	5. KPEZ-F
	6. KOKE-F	6. KOKE-F	6. KOKE-F		6. KLBJ					
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. KHFI-F>	1. KEYI-F	1. KEYI-F>	1. KEYI-F	1. KEYI-F	1. KLBJ-F	1. KLBJ-F	1. KLBJ-F	1. KLBJ-F	1. KASE-F	
2. KLBJ-F	2. KHFI-F	2. KLBJ-F	2. KHFI-F	2. KASE-F	2. KHFI-F	2. KASE-F	2. KASE-F	2. KASE-F	2. KEYI-F	
3. KOKE-F	3. KLBJ-F	3. KOKE-F	3. KASE-F	3. KHFI-F	3. KPEZ-F	3. KPEZ-F	3. KEYI-F	3. KEYI-F	3. KLBJ-F	
4. KASE-F	4. KOKE-F	KPEZ-F	4. KLBJ-F	4. KOKE-F	4. KASE-F	KEYI-F	4. KPEZ-F	4. KHFI-F	4. KHFI-F	
5. KEYI-F	5.	5. KASE-F	KOKE-F	5. KLBJ-F	5. KEYI-F	5. KHFI-F	5. KHFI-F	5. KPEZ-F	5. KPEZ-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGTV-F	96.7	Georgetown	.5/1.8
KIXL	970	Del Valle	.8/3.5
KRGV-F	92.1	Taylor	1.2/2.1
KTAE	1260	Taylor	.8/1.6
KTXZ	1560	West Lake Hills	1.0/3.3
KISS-F	99.5	San Antonio	.5/2.5
KSAQ-F	96.1	San Antonio	.4/1.1
KWTV-F	97.5	Waco	.7/2.6
WOAI	1200	San Antonio	.9/3.1

RADIO STATIONS

KIXL, 970, 1 KW (DAYS,DA)	, RELIGION	,\$ 10.00 (Christal)	Oppenheimer
KLBJ, 590, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS,MBS,NBC-T,\$ 48.00* (Eastman)	
KNOW, 1490, 1 KW	, OLDIES	,\$ 36.00* (Torbet)	Hicks
KOKE, 1370, 5 KW/500 W (DA-2)	, NOSTALGIA	,\$ 30.00 (Select)	
KTXZ, 1560, 2.5 KW (DA-2)	, NOSTALGIA	US 2,\$ 34.00 (Weiss)	
KVET, 1300, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-T,\$ 57.00* (Katz)	
KELG, 1440, 500 W (DA-2)	, COUNTRY	,\$ 9.00 (---)	{ELGIN}
KASE-F, 100.7, 100 KW @ 985, COUNTRY		,\$125.00* (Katz)	
KEYI-F, 103.5, 97 KW @ 1260, AC		,\$110.00 (Torbet)	Hicks
KHFI-F, 98.3, 1.3 KW @ 418, CHR		,\$113.00 (Christal)	Oppenheimer
KLBJ-F, 93.7, 100 KW @ 1057, AOR		,\$ 90.00* (Eastman)	
KOKE-F, 95.5, 100 KW @ 1000, AC		,\$ 55.00* (Select)	
KPEZ-F, 102.3, 3 KW @ 300, AOR		,\$ 60.00* (HNWH)	Clear Channel

KIXS, KWTV - See Austin

BALTIMORE

Arbitron Rank/Pop (12+): 16/1,919,500  
 MSA Rank/Pop: 14/2,263,900  
 ADI # 21  
 Average Person Ratings: 17.7  
 Market TSL: 23.1 hours

Stations: 32/20  
 Diaries: 1756/1093:1/44.2%  
 Sample Target: 1700  
 % Below Line: 13.8  
 % Not Listed: 11.5

1985 Revenue: \$46,600,000  
 HH Inc.: \$29,642  
 Retail \$: 14.2 Bil  
 Pop per Station: 95,975  
 #1 Biller: WBSB \$6,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85
1. WBAL	308/9.1	6.9	10.5	7.5	---	8.5	7.8	1. WBAL	331/3557	1. WBSB-F	3820/19.9	20.2 19.3
2. WLIF-F	298/8.8	10.2	10.0	8.7	---	9.4	8.6	2. WLIF-F	326/3379	2. WBAL	3299/17.2	17.3 17.9
3. WXYV-F	295/8.7	7.7	6.6	6.8	---	7.5	8.2	3. WXYV-F	304/3293	3. WXYV-F	3196/16.7	16.1 14.5
4. WBSB-F	227/6.7	7.3	6.0	6.7	---	6.7	8.1	4. WBSB-F	248/4302	4. WLIF-F	3137/16.3	18.8 18.4
5. WIYY-F	205/6.1	6.4	5.6	5.6	---	5.9	8.7	5. WPOC-F	234/2911	5. WIYY-F	2810/14.6	14.9 15.4
6. WPOC-F	195/5.8	6.6	7.7	5.6	---	6.4	7.3	6. WIYY-F	217/3034	6. WFBR	2300/12.0	14.2 11.0
7. WFBR	149/4.4	4.6	2.8	4.1	---	4.0	3.6	7. WFBR	152/2355	7. WPOC-F	2254/11.7	12.3 12.0
8. WWDC-F	108/3.2	2.4	2.5	2.5	---	2.7	3.3	8. WWDC-F	139/2094	8. WMKR-F	2216/11.5	12.8 14.7
9. WMKR-F	105/3.1	3.6	3.6	3.9	---	3.6	4.2	9. WMKR-F	106/2305	9. WYST-F	1791/ 9.3	9.0 10.0
10. WITH	103/3.0	2.6	2.6	3.0	---	2.8	1.5	10. WYST-F	104/1932	10. WWDC-F	1699/ 8.9	7.7 6.9
11. WYST-F	95/2.8	2.8	3.6	3.2	---	3.1	2.8	11. WITH	103/1091	11. WWIN-F	1353/ 7.0	8.5 8.5
12. WBGR	94/2.8	2.9	3.3	3.1	---	3.0	3.1	12. WBGR	95/ 731	12. WQSR-F	1256/ 6.5	8.6 7.8
13. WWIN-F	93/2.7	2.8	3.6	3.5	---	3.2	2.7	13. WWIN-F	93/1353	13. WRQX-F	1247/ 6.5	4.6 5.3
14. WCAO	80/2.4	3.3	3.2	4.4	---	3.3	2.9	14. WCAO	90/1352	14. WHUR-F	1190/ 6.2	5.5 4.3
15. WHUR-F	77/2.3	2.0	1.9	1.5	---	1.9	2.1	15. WHUR-F	79/1292	15. WEBB	1186/ 6.2	6.4 5.3
16. WEBB	69/2.0	2.3	1.8	2.2	---	2.1	1.6	16. WGRX-F	73/1330	16. WCAO	1142/ 5.9	9.1 8.7
17. WQSR-F	64/1.9	2.9	1.9	2.6	---	2.3	2.7	17. WQSR-F	71/1375	17. WITH	1091/ 5.7	5.6 6.3
18. WRQX-F	60/1.8	.8	1.3	1.2	---	1.3	1.9	18. WRQX-F	70/1434	18. WGRX-F	1055/ 5.5	3.1 3.5
19. WWIN	59/1.7	2.1	1.6	2.1	---	1.9	1.5	19. WEBB	69/1189	19. WWIN	1038/ 5.4	8.6 7.3
20. WGRX-F	58/1.7	1.2	1.3	1.1	---	1.3	1.6	20. WWIN	59/1038	20. WCBM	852/ 4.4	5.2 5.0
21.								21.		21.		
22.								22.		22.		
23.								23.		23.		
24.								24.		24.		
25.								25.		25.		

12+ FM SHARE (METRO): 67.88% (2035 of 2998)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WXYV-F	1. WXYV-F	1. WXYV-F	1. WXYV-F	1. WXYV-F	1. WLIF-F	1. WBAL	1. WLIF-F	1. WXYV-F	1. WFBR	1. WXYV-F
2. WBSB-F	2. WIYY-F	2. WIYY-F	2. WBSB-F	2. WPOC-F	2. WBAL	2. WXYV-F	2. WBAL	2. WLIF-F	2. WXYV-F	2. WBAL
3. WMKR-F	3. WBSB-F	3. WBSB-F	3. WPOC-F	3. WLIF-F	3. WPOC-F	3. WLIF-F	3. WXYV-F	3. WBSB-F	3. WBAL	3. WLIF-F
4. WIYY-F	4. WWDC-F	4. WPOC-F	4. WIYY-F	4. WBSB-F	4. WFBR	4. WBSB-F	4. WIYY-F	4. WIYY-F	4. WBSB-F	4. WBSB-F
5. WRQX-F	5. WWIN-F	5. WWDC-F	5. WLIF-F	5. WBAL	5. WBGR	5. WPOC-F	5. WPOC-F	5. WBAL	5. WLIF-F	5. WPOC-F
6. WWIN	6. WMKR-F	6. WLIF-F	6. WYST-F	6. WIYY-F	6. WCAO	6. WIYY-F	6. WBSB-F	6. WPOC-F	6. WIYY-F	6. WIYY-F
7. WEBB	7. WPOC-F	7. WWIN-F	7. WWIN-F	7. WYST-F	7. WCAO	7. WWDC-F	7. WITH	7. WITH	7. WHUR-F	7. WITH
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIYY-F	1. WXYV-F	1. WXYV-F	1. WXYV-F	1. WXYV-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WPOC-F
2. WBSB-F	2. WBSB-F	2. WBSB-F	2. WBSB-F	2. WBSB-F	2. WXYV-F	2. WXYV-F	2. WWDC-F	2. WXYV-F	2. WIYY-F
3. WXYV-F	3. WIYY-F	3. WWIN-F	3. WIYY-F	3. WLIF-F	3. WWDC-F	3. WWDC-F	3. WXYV-F	3. WWDC-F	3. WBAL
4. WMKR-F	4. WWIN-F	4. WIYY-F	4. WLIF-F	4. WPOC-F	4. WBSB-F	4. WBSB-F	4. WGRX-F	4. WPOC-F	4. WXYV-F
5. WWIN-F	5. WMKR-F	5. WYST-F	5. WWIN-F	5. WBAL	5. WPOC-F	5. WPOC-F	5. WYST-F	5. WBSB-F	5. WLIF-F
6. WWDC-F	6. WYST-F	6. WWIN	6. WYST-F	6. WYST-F	6. WCAO	6. WGRX-F	6. WQSR-F	6. WHUR-F	6. WHUR-F
7.	7. WPOC-F	7.	7. WPOC-F	7. WWIN-F	7.	7.	7. WPOC-F	7. WFBR	7. WYST-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCBM	680		1.4/4.4
WRBS-F	95.1		.8/2.6
WYST	1010		.4/1.7
WASH-F	97.1	Washington	.4/1.8
WAVA-F	105.1	Washington	.4/2.4
WGAY-F	99.5	Washington	.5/1.9
WHFS-F	99.1	Washington	1.2/3.0
WKYS-F	93.9	Washington	.3/1.6
WLTT-F	94.7	Washington	.5/2.1
WMAL	630	Washington	.4/1.4
WCLY-F	95.5	Washington	.5/2.0
WTOP	1500	Washington	.8/3.9

RADIO STATIONS

AM STATIONS

WBAL, 1090,	50 KW (DA-N)	, TALK/NEWS	ABC-E,\$110.00*	(HNWH)	Hearst
WBGR, 860,	2.5 KW (DAYS,DA)	, GOSPEL/BLACK	UPI,\$ 35.00	(Roslin)	Mortenson
WBMD, 750,	1 KW (DAYS)	, RELIGION	, \$ 12.00	(---	
WCAO, 600,	5 KW (DA-1)	, COUNTRY	NBC,\$115.00	(Mc-Guild)	DKM
WCBM, 680,	10 KW/5 KW (DA-2)	, SOFT AC	UPI,\$ 60.00	(Katz)	Resort
WEBB, 1360,	5 KW (DAYS)	, BLACK	SBN,\$ 34.00	(---	
WFBR, 1300,	5 KW (DA-1)	, MOR	CBS,NBC-T,\$ 85.00	(Republic)	
WITH, 1230,	1 KW	, NOSTALGIA	MBS,\$ 38.00	(Groskin)	Robinson
WJRO, 1590,	1 KW (DA-2)	, BTFL (?)	, \$ 12.00	(---	
WTOW, 1570,	5 KW (DAYS)	, RELIGION	, \$ 23.00	(---	
WWIN, 1400,	1 KW	, BLACK	NBN,\$ 38.00*	(MMR)	
WYST, 1010,	1 KW (DAYS)	, OLDIES	, \$ NA	(Masla)	United

FM STATIONS

WBSB, 104.3,	50 KW @ 422,	CHR	ABC-C,\$125.00*	(Torbet)	Scripps-Howard
WGRX, 100.7,	50 KW @ 500,	AOR	ABC-F,\$ 52.00	(Select)	Shamrock Comm. (WESTMINSTER)
WIYY, 97.9,	11 KW @ 950,	AOR	ABC-R,\$110.00*	(HNWH)	Hearst
WLIF, 101.9,	14 KW @ 961,	BTFL/EZ	, \$160.00*	(Christal)	JAG
WMKR, 106.5,	29 KW @ 620,	CHR	, \$ 90.00	(Katz)	S & F
WPOC, 93.1,	16 KW @ 870,	COUNTRY	ABC-D,\$104.00	(Eastman)	Nationwide
WQSR, 105.7,	50 KW @ 245,	OLDIES	US I,CBS-R,\$ 30.00*	(---	
WRBS, 95.1,	50 KW @ 500,	RELIGION	, \$ 15.00	(---	
WWIN, 95.9,	3 KW @ 300,	BLACK	, \$ 62.00*	(MMR)	
WXYV, 102.7,	50 KW @ 400,	URBAN	Source,\$145.00	(Mc-Guild)	DKM
WYST, 92.3,	10 KW @ 560,	AC	US I,\$ 80.00*	(Masla)	United

FOR OTHER STATIONS SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 78/447,700  
 MSA Rank/Pop: 89/550,000  
 ADI # 91  
 Average Person Ratings: 16.1  
 Market TSL: 21.7 hours

Stations: 20/15  
 Diaries: 979/457:1/44.1%  
 Sample Target: 820  
 % Below Line: 6.7  
 % Not Listed: 13.2

1985 Revenue: \$15,900,000  
 HH Inc.: \$30,117  
 Retail \$: 3.4 Bil  
 Pop per Station: 29,847  
 #1 Biller: WFMF-F \$2,900,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. WYNK-F+	91/12.7	10.3	---	11.8	---	11.6	11.6	1. WFMF-F	147/2233	1. WFMF-F	1373/30.7	28.1	31.9
2. WGGZ-F	75/10.4	11.8	---	11.1	---	11.1	14.8	2. WGGZ-F	139/2417	2. WGGZ-F	1197/26.7	29.1	28.3
WFMF-F	75/10.4	10.1	---	10.9	---	10.5	13.6	3. WYNK-F+	134/1716	3. WYNK-F+	991/22.1	21.9	20.2
4. WXOK	74/10.3	10.4	---	9.8	---	10.2	6.7	4. WKJN-F	104/1201	4. WXOK	765/17.1	19.7	19.9
5. WKJN-F	53/ 7.4	8.9	---	10.2	---	8.8	7.5	5. WXOK	78/ 856	5. WQXY-F	755/16.9	15.7	16.1
6. WQXY-F	50/ 7.0	5.8	---	6.1	---	6.3	3.8	6. WQXY-F	66/ 980	6. WKJN-F	624/13.9	17.4	17.7
7. KQXL-F	43/ 6.0	6.6	---	6.2	---	6.3	10.5	7. KDEA-F	45/ 606	7. KQXL-F	551/12.3	13.1	13.6
8. WTKL	35/ 4.9	4.1	---	8.7	---	5.9	2.4	8. KQXL-F	44/ 643	8. WJBO	488/10.9	11.7	12.8
9. WJBO	31/ 4.3	5.3	---	3.2	---	4.3	3.0	9. WTKL	36/ 489	9. WTKL	459/10.3	8.9	13.1
10. KDEA-F	20/ 2.8	2.7	---	2.2	---	2.6	1.3	10. WJBO	35/ 558	10. WJBO	262/ 5.9	5.9	8.2
11. KKAY-F	16/ 2.2	1.3	---	1.6	---	1.7	1.7	11.		11. KDEA-F	233/ 5.2	NA	3.9
12. WLUX	14/ 1.9	2.4	---	1.9	---	2.2	2.2	12.		12.			
13.								13.		13.			
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 69.23% (432 of 624)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFMF-F	1. WGGZ-F	1. WGGZ-F	1. WYNK-F+	1. WYNK-F+	1. WYNK-F+	1. WYNK-F+	1. WYNK-F+	1. WFMF-F	1. WXOK	1. WFMF-F
2. WGGZ-F	2. WFMF-F	2. WYNK-F+	WQXY-F	2. WQXY-F	2. WKJN-F	2. WXOK	2. WGGZ-F	2. WYNK-F+	2. WFMF-F	2. WGGZ-F
3. WXOK	3. WQXY-F	3. WFMF-F	3. WGGZ-F	3. WXOK	3. WJBO	3. WGGZ-F	3. WQXY-F	3. WGGZ-F	3. WGGZ-F	3. WXOK
4.	4. WXOK	4. WQXY-F	4. WXOK	4. WGGZ-F	4. WQXY-F	4. WFMF-F	4. WFMF-F	4. WKJN-F	4. KQXL-F	4. WYNK-F+
5.	5. WYNK-F+	WXOK	WFMF-F	5. WKJN-F	5. WJBO	5. WKJN-F	5. WKJN-F	5. WXOK	5. WYNK-F+	5. WKJN-F
				6. WFMF-F						
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WGGZ-F	1. WXOK	1. WQXY-F	1. WQXY-F	1. WYNK-F	1. WGGZ-F	1. WGGZ-F	1. WGGZ-F	1. WGGZ-F	1. WYNK-F+	1. WYNK-F+
WXOK	WFMF-F	2. WFMF-F	2. WXOK	WQXY-F	2. WFMF-F	2. WFMF-F	2. KQXL-F	2. WYNK-F+	2. WFMF-F	2. WGGZ-F
WFMF-F	3. WQXY-F	WXOK	3. WFMF-F	3. WXOK	3. WYNK-F	3. WYNK-F+	WQXY-F	3. WFMF-F	3. WFMF-F	3. WQXY-F
4. WTKL	4. WGGZ-F	4. WGGZ-F	4. WYNK-F	4. WKJN-F	4. KQXL-F	4. WFMF-F	4. WFMF-F	4. WKJN-F	4. WKJN-F	4. KQXL-F
5. WQXY-F	5. WYNK-F	WYNK-F+	5. WGGZ-F	5. WFMF-F	5.	5. WQXY-F	5. WXOK	KQXL-F	5. WKJN-F	5. WKJN-F
						WXOK	WYNK-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIU	1210	Denham Spgs.	.7/2.3
WIBR	1300	Baton Rouge	1.4/5.9
WXAM	910	Baton Rouge	1.4/2.4
WBYU-F	95.7	New Orleans	.4/1.5
WCKW-F	92.3	La Place	1.4/4.2
WWL	870	New Orleans	.8/3.0
WYLD-F	98.5	New Orleans	.4/1.5

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N) , OLDIES  
 WJBO, 1150, 5 KW (DA-1) , NEWS/TALK  
 WLUX, 1550, 5 KW (DAYS) , RELIGION  
 WTKL, 1260, 1 KW (DAYS) , BLACK  
 WXAM, 910, 1 KW (DA-1) , NOSTALGIA  
 WXOK, 1460, 5 KW/1 KW (DA-N) , BLACK  
 WYNK, 1380, 5 KW (DAYS,DA) , COUNTRY

,\$ 21.00\* (Katz)  
 CBS,NBC-T,\$ 23.00 (Blair) Manship  
 UPI,\$ 12.00 (---) Swaggert  
 ,\$ 20.00 (Masla)  
 ,\$ 21.00 (Christal) Oppenheimer  
 NBC,\$ 29.00 (HNWH)  
 ABC-E,\$ 18.00 (Torbet) Hicks  
 ,\$ 70.00\* (Blair) Manship  
 CBS-R,\$ 80.00 (Katz)  
 ,\$ 55.00\* (Eastman) Sterling (HAMMOND)  
 ,\$ 53.00 (Christal) Oppenheimer  
 ABC-E,\$ 60.00 (Torbet) Hicks  
 SBN,ABC-F,\$ 24.00 (Weiss) (NEW ROADS)

KDEA - See Lafayette

BIRMINGHAM

Arbitron Rank/Pop (12+): 47/759,500  
 MSA Rank/Pop: 54/895,700  
 ADI # 47  
 Average Person Ratings: 16.4  
 Market TSL: 21.9 hours

Stations: 19/17  
 Diaries: 1272/597:1/48.5%  
 Sample Target: 1080  
 % Below Line: 1.2  
 % Not Listed: 10.1

1985 Revenue: \$19,900,000  
 HH Inc.: \$25,397  
 Retail \$ 4.6 Bil  
 Pop per Station: 44,676  
 #1 Biller: WZZK-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO	CUME RATING	SPG 86	FAL 85
1. WZZK-F+	230/18.5	15.3	---	16.1	---	16.6		1. WZZK-F+	396/4619	1. WZZK-F+	2479/32.6	28.0	24.6
2. WAPI-F	170/13.7	11.3	---	14.0	---	13.0		2. WAPI-F	266/3304	2. WAPI-F	1916/25.2	24.6	26.0
3. WENN-F	151/12.2	13.1	---	10.6	---	12.0		3. WENN-F	179/1757	3. WKXX-F	1584/20.9	21.7	20.4
4. WMJJ-F	90/ 7.2	11.9	---	9.0	---	9.4		4. WQEN-F	124/1353	4. WENN-F	1443/19.0	20.6	19.2
5. WKXX-F	81/ 6.5	8.3	---	5.4	---	6.7		5. WKXX-F	109/2246	5. WMJJ-F	1306/17.2	22.1	20.8
6. WAGG	61/ 4.9	3.3	---	3.9	---	4.0		6. WMJJ-F	105/1604	6. WATV	768/10.1	11.5	9.5
7. WATV	59/ 4.8	6.2	---	7.6	---	6.2		7. WAGG	62/ 614	7. WVOK	755/ 9.9	8.8	8.2
8. WERC	54/ 4.3	4.4	---	3.7	---	4.1		8. WATV	60/ 814	8. WLTB-F	736/ 9.7	9.0	10.9
WAPI	54/ 4.3	5.0	---	5.8	---	5.0		WLTB-F	60/ 982	9. WERC	729/ 9.6	10.8	12.2
10. WLTB-F	45/ 3.6	2.7	---	4.3	---	3.5		10. WERC	55/ 762	10. WJLD	674/ 8.9	9.0	9.1
11. WJLD	34/ 2.7	3.0	---	4.8	---	3.5		WAPI	55/ 739	11. WAPI	670/ 8.8	10.6	11.0
12. WDJC-F	27/ 2.2	2.2	---	1.9	---	2.1		12. WDJC-F	48/ 889	12. WAGG	588/ 7.7	6.6	6.8
13. WVOK	23/ 1.9	2.0	---	2.1	---	2.0		13.		13. WDJC-F	551/ 7.3	7.8	7.2
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 70.97% (792 of 1116)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAPI-F>	1. WAPI-F	1. WZZK-F+	1. WZZK-F+	>1. WZZK-F+	>1. WZZK-F+	1. WZZK-F+	1. WZZK-F+	>1. WZZK-F+	1. WENN-F	1. WZZK-F+
2. WKXX-F	2. WENN-F	2. WAPI-F	2. WENN-F	2. WENN-F	2. WENN-F	2. WAPI-F	2. WAPI-F	2. WAPI-F	2. WAPI-F	2. WAPI-F
3. WENN-F	3. WZZK-F+	3. WENN-F	3. WMJJ-F	3. WMJJ-F	3. WAPI	3. WENN-F	3. WENN-F	3. WENN-F	3. WZZK-F	3. WENN-F
4. WATV	4. WMJJ-F	4. WMJJ-F	4. WAPI-F	4. WAPI-F	WERC	4. WMJJ-F	4. WMJJ-F	4. WMJJ-F	4. WKXX-F	4. WKXX-F
5. WZZK-F	5. WKXX-F	5. WKXX-F	5. WLTB-F	5. WLTB-F	WMJJ-F	5. WERC	5. WKXX-F	5. WKXX-F	5. WMJJ-F	5. WMJJ-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WENN-F	1. WENN-F	1. WZZK-F+	1. WZZK-F+	1. WZZK-F+		1. WAPI-F	>1. WAPI-F	1. WAPI-F	1. WZZK-F+	1. WZZK-F+
2. WAPI-F	2. WAPI-F	2. WENN-F	2. WENN-F	2. WENN-F		2. WENN-F	2. WZZK-F+	2. WZZK-F+	2. WAPI-F	2. WENN-F
3. WKXX-F	3. WZZK-F+	3. WMJJ-F	3. WAPI-F	3. WMJJ-F		3. WZZK-F+	3. WENN-F	3. WENN-F	3. WENN-F	3. WAPI-F
4. WMJJ-F	4. WMJJ-F	4. WAPI-F	4. WMJJ-F	4. WAPI-F		4. WKXX-F	4. WKXX-F	4. WMJJ-F	4. WMJJ-F	4. WMJJ-F
5. WZZK-F+	5. WKXX-F	5. WLTB-F	5. WKXX-F	5. WLTB-F		5. WLTB-F	5. WMJJ-F	5. WKXX-F	5. WKXX-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKLD-F	97.7	Oneonta	.6/1.2
WWWB	1360	Jasper	.4/1.2
WYDE	850	Birmingham	1.0/4.2
WQEN-F	103.7	Gadsden	.3/1.7
WRSA-F	96.9	Huntsville	.7/1.3

RADIO STATIONS

WAGG, 1320, 5 KW (DAYS)	, GOSPEL	NBN,\$ 30.00 (Select)	
WAPI, 1070, 50 KW/5 KW (DA-N)	, NOSTALGIA	NBC-T,\$ 28.00 (Christal)	
WATV, 900, 1 KW (DAYS)	, BLACK	MBS,\$ 25.00* (Weiss)	
WAYE, 1220, 1 KW (DAYS,DA)	, RELIGION	,\$ 10.00 (---)	Woods
WCRT, 1260, 5 KW (DAYS)	, RELIGION	,\$ 14.00 (---)	
WERC, 960, 5 KW (DA-N)	, NEWS/TALK	NBC-T,\$ 44.00* (Mc-Guild)	SunGroup
WJLD, 1400, 1 KW	, BLACK	MBS,\$ 34.00 (Masla)	
WVOK, 690, 50 KW (DAYS)	, COUNTRY	CBS,\$ 24.00 (Eastman)	REBS
WYDE, 850, 50 KW/1 KW (DA-2)	, OLDIES	,\$ 16.00 (Weiss)	
WZZK, 610, 5 KW/1 KW (DA-2)	, COUNTRY	,\$ 35.00 (Katz)	Katz
WAPI-F, 94.5, 100 KW @ 1214, AOR/CHR		ABC-C,\$ 85.00 (Christal)	
WDJC-F, 93.7, 100 KW @ 870, RELIGION		,\$ 18.00 (---)	Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK		NBN,\$ 73.00* (Select)	
WKXX-F, 106.9, 100 KW @ 1114, CHR		ABC-D,\$ 65.00* (Mc-Guild)	SunGroup
WLTB-F, 99.5, 100 KW @ 870, SOFT AC		,\$ 40.00* (Eastman)	REBS
WMJJ-F, 96.5, 100 KW @ 900, AC		,\$ 90.00 (Blair)	Capitol-Johnson
WZZK-F, 104.7, 100 KW @ 1300, COUNTRY		,\$150.00 (Katz)	Katz
WQEN-F, 103.7, 100 KW @ 1080, CHR		ABC-C,\$ 40.00 (Dora)	#GADSDEN)
WHMA-F, 100.5, 100 KW @ 772, BTFL/EZ		,\$ 20.00 (---)	#ANNISTON)

BOSTON

Arbitron Rank/Pop (12+): 7/3,143,200

MSA Rank/Pop: 6/3,678,200

ADI # 6  
Average Person Ratings: 17.4  
Market TSL: 22.8 hours

Stations: 34/29  
Diaries: 2183/1440:1/34.3%  
Sample Target: 2170  
% Below Line: 5.2  
% Not Listed: 11.5

1985 Revenue: \$88,600,000  
HH Inc.: \$35,512  
Retail \$: 27.2 Bil  
Pop per Station: 108,386  
#1 Biller: WBCN-F \$13,500,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	CUME/RATING	SPG 86	FAL 85
1. WXKS-F	464/8.5	6.7	6.4	5.0	5.9	6.7	12.4	1. WBZ	663/8438	1. WXKS-F	6439/20.5	17.3	15.5	
2. WBZ	448/8.2	9.2	6.7	8.6	7.4	8.2	8.2	2. WXKS-F	562/8196	2. WBZ	5683/18.1	19.6	20.0	
3. WBCN-F	414/7.6	7.7	6.8	7.4	9.4	7.4	10.7	3. WBCN-F	523/7342	3. WBCN-F	5632/17.9	16.8	17.7	
4. WJIB-F	371/6.8	5.3	7.0	6.2	4.6	6.3	5.6	4. WRKO	458/5948	4. WRKO	4919/15.6	14.2	11.0	
5. WRKO	370/6.8	6.0	7.6	5.2	5.3	6.4	5.6	5. WJIB-F	432/5100	5. WEEI	4561/14.5	13.2	16.9	
6. WHDH	278/5.1	6.9	5.6	6.4	6.9	6.0	3.7	6. WSSH-F	345/4894	6. WROR-F	4406/14.0	12.8	15.3	
7. WZLX-F	249/4.6	4.1	5.0	3.1	2.1	4.2	3.3	7. WZLX-F	316/4371	7. WJIB-F	4246/13.5	11.4	13.8	
8. WEEI	235/4.3	3.9	4.5	5.0	5.0	4.4	3.7	8. WROR-F	315/5837	8. WHDH	3907/12.4	15.8	15.2	
9. WROR-F	233/4.3	3.3	3.3	4.4	4.2	3.8	2.8	9. WAAF-F	302/4864	9. WMJX-F	3471/11.0	9.2	9.9	
10. WSSH-F	221/4.1	4.7	4.2	4.1	2.7	4.3	2.4	10. WHDH	289/4138	10. WZLX-F	3319/10.6	9.4	8.1	
11. WMJX-F	176/3.2	3.0	2.5	2.4	3.1	2.8	2.9	11. WEEI	250/4984	11. WSSH-F	3238/10.3	10.7	10.3	
12. WAAF-F	161/3.0	2.2	3.3	2.4	3.6	2.7	5.6	12. WHJY-F	221/3103	12. WZOU-F	3116/ 9.9	9.7	11.0	
13. WVBF-F	143/2.6	2.9	3.0	3.3	3.7	3.0	2.3	13. WMJX-F	207/4135	13. WAAF-F	2715/ 8.6	7.0	7.7	
14. WBOS-F	129/2.4	2.8	2.6	2.9	2.0	2.7	2.1	14. WZOU-F	192/5170	14. WVBF-F	2557/ 8.1	7.8	9.9	
15. WZOU-F	116/2.1	2.4	2.6	2.7	2.7	2.5	2.2	15. WBOS-F	184/2724	15. WBOS-F	2023/ 6.4	6.9	5.6	
16. WILD	89/1.6	2.0	2.1	2.5	1.6	2.1	2.4	16. WVBF-F	173/3159	16. WMRQ-F	1562/ 5.0	12.1	14.6	
17. WPLM-F	86/1.6	1.2	.9	.9	1.3	1.2	.4	17. WCRB-F	129/1910	17. WPLM-F	1431/ 4.6	3.3	3.1	
18. WCRB-F	79/1.4	1.2	1.7	1.1	1.1	1.4	1.4	18. WOKQ-F	122/1667	18. WCRB-F	1308/ 4.2	4.3	5.0	
19. WXKS	62/1.1	1.7	1.7	2.1	2.0	1.7	1.5	19. WPLM-F	114/2147	19. WILD	1156/ 3.7	4.0	3.2	
20. WMRQ-F	60/1.1	2.8	2.8	3.6	4.7	2.6	1.8	20. WBRU-F	109/2098	20. WXKS	1010/ 3.2	3.3	3.6	
21. WFNX-F	58/1.1	1.3	.9	.8	.9	1.0	1.2	21. WMRQ-F	98/2671	21. WFNX-F	916/ 2.9	3.4	2.9	
22. WROL	56/1.0	1.0	.5	.7	.9	.8	.8	22. WILD	92/1231	22. WROL	880/ 2.8	2.9	2.9	
23. WMRE	46/ .8	.3	.6	1.4	.7	.8	.3	23. WXLO-F	90/1264	23. WCGY-F	826/ 2.6	3.6	4.2	
24. WMEX	42/ .8	1.2	.4	1.0	1.5	.9	1.3	24. WXKS	62/1010	24. WMEX	739/ 2.4	2.7	3.9	
25.								25.		25.				

12+ FM SHARE (METRO): 64.27% (3103 of 4828)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WXKS-F>	1. WBCN-F>	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBZ	1. WBZ >	1. WJIB-F	1. WXKS-F	1. WRKO	1. WXKS-F>
2. WAAF-F	2. WXKS-F	2. WXKS-F	2. WZLX-F	2. WBZ	2. WJIB-F	2. WBCN-F	2. WBCN-F	2. WJIB-F	2. WBZ	2. WBCN-F
3. WZOU-F	3. WZLX-F	3. WZLX-F	3. WROR-F	3. WZLX-F	3. WRKO	3. WHDH	3. WXKS-F	3. WBCN-F	3. WXKS-F	3. WJIB-F
4. WBCN-F	4. WROR-F	4. WROR-F	4. WBZ	4. WROR-F	4. WHDH	4. WEEI	4. WRKO	4. WRKO	4. WBCN-F	4. WRKO
5.	5. WAAF-F	5. WMJX-F	5. WXKS-F	5. WRKO	5. WSSH-F	5. WXKS-F	5. WZLX-F	5. WZLX-F	5. WJIB-F	5. WSSH-F
6.	6. WMJX-F	6. WSSH-F	6. WSSH-F	6. WXKS-F	6. WROR-F	6. WROR-F	6. WSSH-F	6. WHDH	6. WMJX-F	6. WHDH
7.	7. WVBF-F	7. WBZ	7. WRKO	7. WSSH-F	7. WEEI	7. WRKO	7. WBZ	7. WBZ	7. WEEI	7. WROR-F
8.	8. WSSH-F	8. WVBF-F	8. WVBF-F	8. WJIB-F	8. WBOS-F	8. WJIB-F	8. WHDH	8. WSSH-F	8. WZLX-F	8. WZLX-F
9.	9.	9.	9.	9.	9.	9.	9.	9. WROR-F	9.	WBZ
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXKS-F>	1. WXKS-F>	1. WZLX-F	1. WXKS-F>	1. WSSH-F	1. WBCN-F>	1. WBCN-F>	1. WBCN-F	1. WBCN-F>	1. WBCN-F
2. WBCN-F	2. WBCN-F	2. WXKS-F	2. WMJX-F	2. WXKS-F	2. WXKS-F	2. WZLX-F	2. WZLX-F>	2. WZLX-F	2. WZLX-F
3. WMJX-F	3. WMJX-F	WBCN-F	3. WSSH-F	3. WBZ	3. WAAF-F	3. WXKS-F	3. WROR-F	3. WXKS-F	3. WRKO
4. WZLX-F	WZLX-F	4. WROR-F	4. WROR-F	4. WROR-F	4. WZLX-F	4. WAAF-F	4. WAAF-F	4. WAAF-F	4. WBZ
5. WILD	5. WROR-F	5. WSSH-F	5. WBCN-F	5. WJIB-F	5. WZOU-F	5.	5. WXKS-F	5. WROR-F	5. WROR-F
6. WROR-F	6. WSSH-F	6. WMJX-F	6. WZLX-F	6. WMJX-F	6. WFNX-F	6.	6. WRKO	6. WRKO	6. WBOS-F
7. WAAF-F	7. WVBF-F	7. WVBF-F	7. WVBF-F	7. WHDH	7.	7.	7. WVBF-F	7. WBZ	7. WJIB-F
8.	8. WILD	8.	8. WBZ	8. WZLX-F	8.	8.	8.	8. WBOS-F	8. WHDH
9.	9.	9.	9.	9. WVBF-F	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCAP	980	Lowell	.5/1.3
WCAV-F	97.7	Brockton	.4/1.0
WCGY-F	93.7	Lawrence	.5/2.6
WDLW	1330	Boston	.3/1.1
WESX	1230	Salem	.3/1.1
WJDA	1300	Quincy	.6/1.1
WOKQ-F	97.5	Dover, NH	.4/1.6
WXLO-F	104.5	Fitchburg	.3/1.4
WBRU-F	95.5	Providence	.3/1.5
WHJY-F	94.1	Providence	.6/2.2

RADIO STATIONS

AM STATIONS

WBZ, 1030, 50 KW (DA-1)	, MOR	ABC-I, \$260.00*	(Select)	Westinghouse
WDLW, 1330, 5 KW (DA-2)	, COUNTRY	, \$ 40.00	(---)	
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS, \$107.50	(CBS)	
WEZE, 1260, 5 KW (DA-N)	, RELIGION	MBS, \$ 20.00	(---)	
WHDH, 850, 50 KW (DA-2)	, MOR	, \$245.00	(Blair)	Blair
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN, \$ 40.00	(Masla)	
WKOX, 1200, 10 KW (DA-N)	, MOR	, \$ 23.00	(Mc-Guild)	Fairbanks (FRAMINGHAM)
WMEX, 1150, 5 KW (DA-2)	, OLDIES	ABC-E, \$ 60.00	(Eastman)	Greater Media
WMRE, 1510, 50 KW (DA-2)	, NOSTALGIA	, \$ 50.00	(Masla)	
WRKO, 680, 50 KW (DA-2)	, TALK	MBS, NBC, NBC-T, \$140.00*	(Republic)	RKO
WROL, 950, 5 KW (DAYS)	, RELIGION	, \$ NA	(---)	
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	, \$ 55.00	(MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 19 KW @ 742, AOR		, \$330.00*	(Torbet)	Infinity
WBOS, 92.9, 17 KW @ 860, COUNTRY		ABC-D, \$125.00	(Durpetti)	Sconnix
WCGY, 93.7, 50 KW @ 403, OLDIES		, \$ 40.00*	(Masla)	Gowdy (LAWRENCE)
WCRB, 102.5, 11 KW @ 920, CLASSICAL		, \$ 74.00	(---)	
WHRB, 95.3, 3 KW @ 110, CLASSICAL/JAZZ		, \$ 25.00	(Roslin)	
WMRQ, 103.3, 12 KW @ 890, AC		CBS-R, \$158.00*	(CBS)	CBS
WJIB, 96.9, 12 KW @ 1010, BTFL/EZ		, \$170.00	(Mc-Guild)	NBC
WLYT, 92.5, 50 KW @ 350, AC		, \$ 35.00	(---)	(HAVERHILL)
WMJX, 106.7, 12 KW @ 900, AC		, \$125.00*	(Eastman)	Greater Media
WPLM, 99.1, 50 KW @ 430, NOSTALGIA		, \$ 44.00	(Kadetsky)	(PLYMOUTH)
WROR, 98.5, 8 KW @ 1191, AC		US I, \$170.00*	(Republic)	RKO
WSSH, 99.5, 32 KW @ 600, SOFT AC		, \$130.00*	(HNWH)	(LOWELL)
WVBF, 105.7, 11 KW @ 954, AC		, \$128.00*	(Mc-Guild)	Fairbanks
WXKS, 107.9, 21 KW @ 710, CHR		, \$255.00	(MMR)	Pyramid
WZLX, 100.7, 50 KW @ 500, CLASSIC AOR		, \$150.00*	(Christal)	First Media
WZOU, 94.5, 5 KW @ 1140, CHR		, \$100.00*	(Blair)	Blair
WFNX, 101.7, 3 KW @ 170, AOR		, \$ 40.00	(---)	(LYNN)

WAAF - See Worcester

WGIR - See Manchester



BUFFALO

Arbitron Rank/Pop (12+): 35/1,013,500

Stations: 24/22  
Diaries: 1398/725:1/50.7%  
Sample Target: 1290  
% Below Line: 2.1  
% Not Listed: 9.6

1985 Revenue: \$23,600,000  
HH Inc.: \$28,908  
Retail \$: 6.1 Bil  
Pop per Station: 46,068  
#1 Biller: WBEN \$3,900,000

MSA Rank/Pop: 46/979,500

ADI # 35

Average Person Ratings: 16.3

Market TSL: 21.3 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. WJYE-F	168/10.2	10.0	---	10.6	---	10.3	6.0	1. WJYE-F	200/2250	1. WBEN	2222/21.9	16.6	32.3
2. WBUF-F	160/ 9.7	10.8	---	6.6	---	9.0	6.4	2. WBEN-F	190/3397	2. WBEN-F	2073/20.5	21.4	22.4
3. WYRK-F	135/ 8.2	7.3	---	7.3	---	7.6	6.2	3. WBUF-F	173/2142	3. WJYE-F	1977/19.5	19.0	21.4
4. WBEN	125/ 7.6	6.6	---	13.3	---	9.2	6.2	4. WYRK-F	159/1905	4. WBUF-F	1868/18.4	20.1	17.8
5. WBYP-F	122/ 7.4	1.7	---	1.3	---	3.5	8.2	5. WBYP-F	140/1461	5. WPHD-F	1784/17.6	19.1	19.7
6. WECK	97/ 5.9	5.7	---	4.9	---	5.5	6.9	6. WBEN	134/2441	6. WHTT-F+	1737/17.1	14.4	18.6
7. WPHD-F	95/ 5.8	6.4	---	6.5	---	6.2	9.2	7. WPHD-F	102/2011	7. WYRK-F	1602/15.8	12.1	14.0
8. WBLK-F	89/ 5.4	6.1	---	4.5	---	5.3	7.6	WECK	102/ 975	8. WGR	1584/15.6	16.8	16.6
9. WBEN-F	84/ 5.1	5.6	---	4.7	---	5.1	5.4	9. WGR	97/2157	9. WBYP-F	1238/12.2	4.5	4.2
10. WHTT-F+	73/ 4.4	5.1	---	6.2	---	5.2	4.8	10. WBLK-F	89/ 977	10. WWKB	1180/11.6	14.6	18.7
11. WRLT-F	69/ 4.2	3.8	---	2.4	---	3.5	4.1	11. WHTT-F+	82/1947	11. WKSE-F	1075/10.6	12.9	12.7
12. WGR	68/ 4.1	5.4	---	4.9	---	4.8	4.6	12. WRLT-F	74/1117	12. WRLT-F	1019/10.1	11.6	9.7
13. WWKB	52/ 3.2	4.3	---	6.0	---	4.5	2.7	13. WKSE-F	56/1242	13. WBLK-F	975/ 9.4	10.0	9.6
14. WKSE-F	49/ 3.0	3.8	---	3.7	---	3.5	7.6	14. WWKB	55/1329	14. WECK	950/ 9.4	9.1	10.1
15.								15.		15.			
16.								16.		16.			
17.								17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 72.40% (1078 of 1489)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHTT-F	1. WBYP-F	1. WBUF-F	1. WBUF-F>	1. WBUF-F>	1. WJYE-F	1. WBEN >	1. WJYE-F	1. WJYE-F	1. WBYP-F	1. WBUF-F
2. WPHD-F	2. WBUF-F	2. WBYP-F	2. WBYP-F	2. WYRK-F	2. WBUF-F	2. WBUF-F	2. WBUF-F	2. WBUF-F	2. WJYE-F	2. WYRK-F
3. WBEN-F	3. WPHD-F	3. WYRK-F	3. WYRK-F	3. WBYP-F	3. WYRK-F	3. WJYE-F	3. WYRK-F	3. WBYP-F	3. WBUF-F	3. WBYP-F
WBYP-F	4. WBEN-F	4. WPHD-F	4. WRLT-F	4. WRLT-F	4. WBEN	4. WGR	4. WBYP-F	4. WYRK-F	4. WBLK-F	4. WJYE-F
5. WKSE-F	5. WHTT-F+	5. WBEN-F	5. WPHD-F	5. WBEN	5. WECK	5. WWKB	5. WPHD-F	5. WECK	5. WECK	5. WECK
6. WBLK-F	6. WBLK-F	6. WBLK-F	6. WGR	6. WJYE-F	6. WGR	6. WPHD-F	6. WBEN	6. WPHD-F	6. WYRK-F	6. WBEN
7.	7. WYRK-F	7. WHTT-F+	7. WBEN-F	7. WGR	7. WRLT-F	7.	7. WECK	7. WRLT-F	7. WBEN-F	7. WHTT-F+
8.	8.	8. WRLT-F	8.	8. WPHD-F	8.	8.	8.	8.	8.	8. WBEN-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBUF-F	1. WBUF-F	1. WBUF-F>	1. WBUF-F>	1. WBUF-F>	1. WBYP-F>	1. WBYP-F>	1. WBYP-F>	1. WBYP-F	1. WBUF-F
2. WBYP-F	2. WBYP-F	2. WBEN-F	2. WYRK-F	2. WYRK-F	2. WHTT-F	2. WPHD-F	2. WBUF-F	2. WBUF-F	2. WBYP-F
3. WPHD-F	3. WPHD-F	WPHD-F	3. WBEN-F	3. WRLT-F	WPHD-F	3. WHTT-F+	3. WPHD-F	3. WYRK-F	3. WYRK-F
4. WBEN-F	4. WBEN-F	4. WRLT-F	WPHD-F	4. WJYE-F	4. WBLK-F	4. WBUF-F	4. WHTT-F+	4. WPHD-F	4. WBEN
5. WKSE-F	5. WBLK-F	WBYP-F	5. WBYP-F	5. WBEN	5. WYRK-F	5. WBLK-F	5. WBLK-F	5. WHTT-F+	5. WPHD-F
6. WHTT-F	WKSE-F	6. WGR	6. WRLT-F	6. WGR	6. WBEN-F	6. WBEN-F	6. WBEN	6. WBLK-F	6. WGR
WBLK-F	7. WHTT-F+	7.	7. WJYE-F	7. WBEN-F	7. CILQ-F	7. WYRK-F	WBEN-F	7. WBEN-F	7. WRLT-F
8.	WRLT-F	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDCX-F	99.5	Buffalo	.5/1.7
WHLD	1270	Niagara Falls	.6/1.7
WJJL	1440	Niagara Falls	1.0/1.4
WLVL	1340	Lockport	.5/2.3
WPHD	1400	Buffalo	.4/3.1
WUFO	1080	Amherst	.6/2.3
WXRL	1300	Lancaster	.7/2.9
CFNY-F	102.1	Brampton, ON	.5/1.6
CILQ-F	107.1	Toronto	1.3/5.5

RADIO STATIONS

AM STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	NBC,\$ 85.00 (Eastman)	
WECK, 1230, 1 KW	, NOSTALGIA	ABC-I,CBS,\$ 44.00* (Weiss)	
WGR, 550, 5 KW (DA-N)	, MOR/AC	ABC-E,\$ 60.00* (Katz)	Taft
WHLD, 1270, 5 KW (DAYS,DA)	, COUNTRY	,\$ 16.00 (Market 4)	(NIAGARA FALLS)
WJJL, 1440, 1 KW (DAYS)	, MOR	MBS,\$ 12.00 (S. Katz)	(NIAGARA FALLS)
WHTT, 1120, 1 KW (DAYS)	, CHR	ABC-C,\$ NM (MMR)	Pyramid
WUFO, 1080, 1 KW (DAYS)	, BLACK	SBN,\$ 16.00 (Select)	
WWKB, 1520, 50 KW (DA-1)	, AC	ABC-D,\$ 58.00* (Blair)	Price
WXRL, 1300, 1 KW/2.5 KW (DA-2)	, COUNTRY	MBS,\$ 17.00 (---)	
WPHD, 1400, 1 KW	, AOR	,\$ NA (CBS)	

FM STATIONS

WBEN, 102.5, 110 KW @ 1347, CHR	ABC-C,\$ 76.00 (Eastman)	
WBLK, 93.7, 50 KW @ 400, BLACK	CBS-R,\$ 44.00 (Select)	
WBUF, 92.9, 91 KW @ 580, AC	,\$ 80.00* (Mc-Guild)	
WDCX, 99.5, 17 KW @ 430, RELIGION	,\$ 20.00* (---)	Crawford
WJYE, 96.1, 50 KW @ 480, BTFL/EZ	,\$ 75.00* (Christal)	
WKSE, 98.5, 46 KW @ 380, URBAN/CHR	,\$ 41.00 (HNWH)	Price
WHTT, 104.1, 50 KW @ 500, CHR	ABC-C,\$ 70.00 (MMR)	Pyramid
WPHD, 103.3, 49 KW @ 423, AOR	CBS-R,\$ 58.00* (CBS)	
WRLT, 96.9, 13 KW @ 890, AC	Source,\$ 40.00 (Katz)	Taft
WYRK, 106.5, 50 KW @ 390, COUNTRY	,\$ 66.00* (Mc-Guild)	Stoner
CILQ, 107.1, 40 KW @ ?, AOR	,\$ NA (Western)	(TORONTO)
WBYS, 107.7, 12 KW @ 750, AOR	,\$ 22.00 (---)	(WETHERSFIELD)

CHARLOTTE

Arbitron Rank/Pop (12+): 40/861,900  
 MSA Rank/Pop: 45/1,040,200  
 ADI # 32  
 Average Person Ratings: 16.0  
 Market TSL: 21.8 hours

Stations: 25/21  
 Diaries: 1153/748:1/41.7%  
 Sample Target: 1130  
 % Below Line: 5.4  
 % Not Listed: 11.9

1985 Revenue: \$23,700,000  
 HH Inc.: \$28,241  
 Retail \$: 7.0 Bil  
 Pop per Station: 41,043  
 #1 Biller: WSOC A/F \$6,100,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WPEG-F	150/10.8	10.7	---	12.1	---	11.2	15.1	1. WSOC-F	237/2991	1. WROQ-F	1851/21.5	20.6	20.8
2. WSOC-F	134/ 9.7	12.4	---	13.1	---	11.7	10.3	2. WPEG-F	219/2003	2. WSOC-F	1629/18.9	22.3	24.1
3. WEZC-F	129/ 9.3	9.2	---	9.8	---	9.5	5.7	3. WBCY-F	213/2895	3. WEZC-F	1557/18.1	18.1	18.8
4. WROQ-F	128/ 9.3	9.0	---	9.8	---	9.4	13.4	4. WROQ-F	189/2946	4. WBCY-F	1555/18.0	15.0	18.5
5. WLVK-F	116/ 8.4	9.1	---	7.3	---	8.3	8.5	5. WLVK-F	186/2146	5. WBT	1526/17.7	15.8	16.6
6. WBT	106/ 7.7	7.2	---	7.2	---	7.4	6.7	6. WEZC-F	181/2443	6. WPEG-F	1523/17.7	16.7	18.7
7. WRFX-F	88/ 6.4	5.5	---	4.1	---	5.3	10.5	7. WBT	123/1820	7. WLVK-F	1342/15.6	14.7	14.2
8. WBCY-F	84/ 6.1	5.1	---	6.4	---	5.9	5.4	8. WRFX-F	112/1352	8. WRFX-F	1034/12.0	11.2	11.6
9. WZXI-F	59/ 4.3	4.7	---	6.0	---	5.0	3.7	9. WZXI-F	86/ 980	9. WZXI-F	657/ 7.6	8.9	9.8
10. WGIV	28/ 2.0	1.6	---	1.9	---	1.8	1.8	10. WXRC-F	70/ 956	10. WGIV	465/ 5.4	3.7	4.9
11. WWDM-F	22/ 1.6	2.4	---	1.2	---	1.7	1.8	11. WWDM-F	43/ 523	11. WSOC	305/ 3.5	2.6	3.5
12. WXRC-F	20/ 1.4	2.2	---	2.2	---	1.9	1.6	12. WSPA-F	41/ 473	12. WXRC-F	297/ 3.4	5.5	3.3

12+ FM SHARE (METRO): 78.84% (961 of 1219)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WROQ-F	1. WPEG-F	1. WEZC-F	1. WEZC-F	1. WEZC-F	1. WSOC-F	1. WBT	1. WEZC-F	1. WPEG-F	1. WROQ-F	1. WPEG-F
2. WPEG-F	2. WRFX-F	2. WPEG-F	2. WPEG-F	2. WPEG-F	2. WBT	2. WEZC-F	2. WSOC-F	2. WEZC-F	2. WPEG-F	2. WLVK-F
3. WBCY-F	3. WEZC-F	3. WLVK-F	3. WSOC-F	3. WSOC-F	3. WEZC-F	3. WSOC-F	3. WLVK-F	3. WSOC-F	3. WBT	3. WROQ-F
4. WRFX-F	4. WBCY-F	4. WSOC-F	4. WLVK-F	4. WLVK-F	4. WLVK-F	4. WPEG-F	4. WPEG-F	4. WROQ-F	4. WRFX-F	4. WRFX-F
5. WROQ-F	5. WRFX-F	5. WRFX-F	5. WBT	5. WBT	5. WPEG-F	5. WROQ-F	5. WROQ-F	5. WLVK-F	5. WLVK-F	5. WBCY-F
										6. WEZC-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRFX-F	1. WPEG-F	1. WEZC-F	1. WEZC-F	1. WEZC-F	1. WBCY-F	1. WPEG-F	1. WPEG-F	1. WPEG-F	1. WPEG-F
2. WPEG-F	2. WEZC-F	2. WPEG-F	2. WPEG-F	2. WPEG-F	2. WPEG-F	2. WRFX-F	2. WRFX-F	2. WEZC-F	2. WSOC-F
3. WROQ-F	WRFX-F	3. WLVK-F	3. WLVK-F	3. WSOC-F	WROQ-F	3. WBCY-F	3. WEZC-F	3. WSOC-F	3. WEZC-F
4. WLVK-F	4. WLVK-F	4. WBCY-F	4. WRFX-F	4. WLVK-F	WRFX-F	4. WROQ-F	WSOC-F	4. WBCY-F	4. WBT
5. WBCY-F	5. WROQ-F	5. WRFX-F	5. WSOC-F	5. WBT	5. WLVK-F	5. WEZC-F	5. WBCY-F	5. WRFX-F	5. WBCY-F
						6. WSOC-F	6. WROQ-F		WLVK-F
									WRFX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	.9/3.1
WAME	1480	Charlotte	.7/3.1
WGSP	1310	Charlotte	1.0/2.4
WHVN	1240	Charlotte	.5/1.7
WLON	1050	Lincolnton	.9/1.3
WQCC	1540	Charlotte	1.4/2.4
WRDX-F	106.5	Salisbury	.5/2.6
WRHI	1340	Rock Hill	1.1/1.5
WSAT	1280	Salisbury	.9/1.6
WSOC	930	Charlotte	.9/3.5
WSTP	1490	Salisbury	.7/1.3
WKRR-F	92.3	Asheboro	.7/1.8
WSPA-F	98.9	Spartanburg	1.0/2.0

RADIO STATIONS

WAME, 1480, 5 KW (DA-2)	, RELIGION	UPI, \$ 22.00 (---)	Swaggert
WBT, 1110, 50 KW (DA-N)	, MOR/AC	ABC-I, \$ 92.00* (Blair)	Jeff-Pilot
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN, \$ 30.00 (HNWH)	
WGSP, 1310, 1 KW (DAYS,DA)	, OLDIES	, \$ 32.00* (Select)	Willis
WHVN, 1240, 1 KW (DA-1)	, RELIGION	, \$ NA (---)	Buck
WQCC, 1540, 1 KW (DAYS)	, GOSPEL/BLACK	, \$ NA (Savalli)	
WAES, 610, 5 KW/1 KW (DA-2)	, OLDIES	US I, \$ NA (Eastman)	
WSOC, 930, 5 KW/1 KW (DA-N)	, COUNTRY	MBS, \$ NA (Christal)	Cox
WBCY-F, 107.9, 100 KW @ 980, CHR		ABC-F, \$ 80.00* (Blair)	Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240, AC		, \$ 110.00* (MMR)	EZ
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		, \$ 68.00* (HNWH)	Capitol-Johnson (STATESVILLE)
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS-R, \$ 80.00* (HNWH)	(CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR		, \$ 70.00* (Mc-Guild)	Metroplex (KANNAPOLIS)
WROQ-F, 95.1, 100 KW @ 575, CHR		US I, \$ 90.00* (Eastman)	
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY		MBS, \$ 125.00* (Christal)	Cox
WXRC-F, 95.7, 100 KW @ 1275, AOR		Source, \$ 45.00 (Weiss)	(HICKORY)
WZXI-F, 101.9, 100 KW @ 870, SOFT AC		, \$ 75.00 (Republic)	
WRDX-F, 106.5, 100 KW @ 1003, AC		, \$ 26.00 (Southern)	(SALISBURY)

CHATTANOOGA

Arbitron Rank/Pop (12+): 72/473,900  
 MSA Rank/Pop: 108/426,900  
 ADI # 80  
 Average Person Ratings: 17.9  
 Market TSL: 23.7 hours

Stations: 16/16  
 Diaries: 925/387:1/39.1%  
 Sample Target: 760  
 % Below Line: 0  
 % Not Listed: 10.6

1985 Revenue: \$9,100,000  
 HH Inc.: \$25,363  
 Retail \$: 2.6 Bil  
 Pop per Station: 22,388  
 #1 Biller: WGOW/WSKZ \$2,600,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WSKZ-F	132/20.6	19.6	---	19.0	---	19.7	26.2	1. WSKZ-F	238/2491	1. WSKZ-F	1310/36.6	32.7	32.6
2. WOOD-F	71/11.1	9.0	---	7.0	---	9.0	8.9	2. WUSY-F	149/1685	2. WUSY-F	777/21.7	24.5	24.8
3. WUSY-F	69/10.8	16.7	---	15.6	---	14.4	12.6	3. WOOD-F	86/1222	3. WOOD-F	755/21.1	17.2	15.7
4. WDEF-F	59/ 9.2	8.7	---	9.1	---	9.0	7.8	4. WDEF-F	69/ 945	4. WDEF-F	752/21.0	17.6	19.6
5. WJTT-F	58/ 9.1	4.5	---	6.8	---	6.8	10.5	5. WJTT-F	59/ 572	5. WJTT-F	537/15.0	11.6	13.4
6. WDEF	38/ 5.9	3.7	---	6.3	---	5.3	2.3	6. WDEF	38/ 476	6. WDEF	448/12.5	10.2	12.4
7. WOVE-F	32/ 5.0	3.3	---	3.0	---	3.8	5.0	7. WOVE-F	33/ 450	7. WOVE-F	378/10.6	6.7	6.6
8. WGOW	24/ 3.8	3.2	---	3.0	---	3.3	2.6	8. WGOW	24/ 376	8. WGOW	376/10.5	8.3	8.4
9. WN00-F	23/ 3.6	1.7	---	1.4	---	2.2	4.7	9. WN00-F	23/ 270	9. WN00-F	256/ 7.1	2.4	NA
10. WN00	18/ 2.8	2.2	---	3.8	---	2.9	4.4	10. WN00	18/ 229	10. WN00	229/ 6.4	3.8	4.2
11.								11.		11.			
12.								12.		12.			
13.								13.		13.			
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 77.62% (444 of 572)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F	1. WOOD-F	1. WOOD-F	1. WSKZ-F	1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F>
2. WJTT-F	2. WJTT-F	2. WUSY-F	2. WUSY-F	2. WSKZ-F	2. WUSY-F	2. WOOD-F	2. WOOD-F	2. WOOD-F+	2. WJTT-F	2. WUSY-F
3.	3. WOOD-F	WOOD-F	WOOD-F	3. WUSY-F	3. WDEF-F	3. WDEF-F	WUSY-F	3. WJSY-F	3. WOOD-F	3. WOOD-F
4.	4. WOVE-F	4. WJTT-F	4. WJTT-F	4. WDEF-F	4. WDEF	4. WUSY-F	4. WDEF-F	4. WJTT-F	4. WN00-F	4. WJTT-F
5.	5. WUSY-F	5. WOVE-F	5. WDEF-F	5. WJTT-F	5. WGOW	5. WDEF-F	5. WJTT-F	5. WDEF-F	5. WUSY-F	5. WDEF-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F	1. WOOD-F		1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F>	1. WOOD-F
2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WOOD-F	2. WUSY-F		2. WJTT-F	2. WJTT-F	2. WOVE-F	2. WJTT-F	2. WSKZ-F
WUSY-F	3. WOOD-F	3. WOOD-F	3. WUSY-F	3. WSKZ-F		3. WOVE-F	3. WOVE-F	3. WJTT-F	3. WOVE-F	3. WUSY-F
WOOD-F	4. WUSY-F	4. WUSY-F	4. WJTT-F	4. WDEF-F		4.	4. WOOD-F	4. WOOD-F	WUSY-F	4. WOVE-F
5.	5. WN00-F	5. WN00-F	5. WDEF-F	5. WJTT-F		5.	5. WUSY-F	5. WJSY-F	5. WOOD-F	WJTT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOOD	1310	Chattanooga	1.7/6.2
WDXB	1490	Chattanooga	2.2/4.9
WEPG	910	S. Pittsburg	1.1/2.4
WFLI	1070	Lookout Mount.	.8/3.8
WLFA	1590	Lafayette, GA	.8/1.7
WMOC	1450	Chattanooga	.9/2.2

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS,NBC-T, \$ 46.00	(Katz)	Park
WOOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E, \$ 30.00	(Torbet)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC-C, \$ 14.00	(---)	Benns (LOOKOUT MT.)
WGOW, 1150, 5 KW/1 KW (DA-N)	, AC	\$ 30.00	(Christal)	Bloomington
WN00, 1260, 5 KW (DAYS)	, BLACK	SBN, \$ 20.00	(Masla)	
WDXB, 1490, 1 KW	, OLDIES	MBS, \$ 12.00	(---)	
WMOC, 1450, 1 KW	, RELIGION	\$ 15.00	(---)	
WBLJ, 1230, 1 KW	, MOR	MBS, \$ 12.00	(---)	(DALTON, GA)
WDEF-F, 92.3, 100 KW @ 895,	BTFL/EZ	ABC-D, \$ 46.00	(Katz)	Park
WOOD-F, 96.5, 100 KW @ 1080,	COUNTRY	ABC-E, \$ 65.00*	(Torbet)	Bahakel
WJTT-F, 94.3, 3 KW @ 300,	BLACK	CBS-R, \$ 35.00*	(Mc-Guild)	Benns (LOOKOUT MT.)
WOVE-F, 105.5, 3 KW @ 270,	AOR	Source, \$ 18.00	(---)	(ROSSVILLE, GA)
WSKZ-F, 106.5, 100 KW @ 1076,	CHR	\$ 70.00	(Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 360,	COUNTRY	APR, US 2, \$ 60.00	(Mc-Guild)	Colonial (CLEVELAND)

CHICAGO

Arbitron Rank/Pop (12+): 3/6,592,000  
 MSA Rank/Pop: 3/6,125,000  
 ADI # 3  
 Average Person Ratings: 17.7  
 Market TSL: 23.3 hours

Stations: 33/33  
 Diaries: 3883/1698:1/47.2%  
 Sample Target: 3120  
 % Below Line: 0  
 % Not Listed: 11.5

1985 Revenue: \$169,000,000  
 HH Inc.: \$34,138  
 Retail \$: 46.1 Bil  
 Pop per Station: 199,758  
 #1 Biller: WGN \$32,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WGN	1183/10.1	11.4	9.7	8.0	9.9	9.8	7.8	1. WGN	1404/18079	1. WGN	14423/21.9	22.9	19.8
2. WGCI-F+	1063/ 9.1	7.6	6.9	6.3	5.3	7.5	13.4	2. WGCI-F+	1071/11062	2. WBBM	11427/17.3	18.8	15.9
3. WBMX-F	688/ 5.9	5.3	5.6	6.4	7.0	5.8	7.5	3. WBBM	738/13873	3. WGCI-F+	10943/16.6	15.2	12.7
4. WL00-F	659/ 5.6	5.5	5.8	5.2	5.1	5.5	3.1	4. WBMX-F	715/ 9603	4. WBMX-F	9208/14.0	14.1	14.1
5. WLUP-F	651/ 5.6	4.6	4.7	4.0	3.5	4.7	5.9	5. WLUP-F	683/ 8099	5. WBBM-F	8826/13.4	15.0	14.6
6. WBBM	650/ 5.6	5.7	6.1	4.5	4.9	5.5	5.1	6. WL00-F	672/ 7303	6. WLUP-F	7871/11.9	13.1	10.1
7. WLAK-F	417/ 3.6	3.9	3.5	3.4	3.4	3.6	2.6	7. WLS**	510/10386	7. WKQX-F	7696/11.7	12.6	11.1
8. WKQX-F	393/ 3.4	3.3	3.3	3.2	3.6	3.3	3.6	8. WLAK-F	425/ 6771	8. WL00-F	7080/10.7	12.0	10.0
9. WBBM-F	385/ 3.3	3.2	3.3	3.7	3.8	3.4	4.6	9. WKQX-F	407/ 7920	9. WLAK-F	6381/ 9.7	11.2	10.1
10. WCLR-F	355/ 3.0	3.6	3.2	3.3	2.6	3.3	2.2	10. WBBM-F	400/ 9298	10. WLS**	6308/ 9.6	10.8	12.1
11. WXRT-F	345/ 2.9	3.1	2.8	2.6	2.5	2.9	4.8	11. WCLR-F	359/ 6308	11. WYTZ-F	6294/ 9.5	8.4	10.5
12. WLS**	308/ 2.6	2.4	2.7	4.1	4.2	3.0	2.3	12. WXRT-F	356/ 4989	12. WCLR-F	6210/ 9.4	10.9	10.3
13. WJMK-F	304/ 2.6	3.0	3.4	3.2	3.5	3.1	2.6	13. WMAQ	326/ 8262	13. WFYR-F	5703/ 8.7	10.8	11.6
14. WUSN-F	302/ 2.6	2.9	2.7	3.3	2.7	2.9	3.0	14. WYTZ-F	310/ 6701	14. WMAQ	5529/ 8.4	10.1	8.8
15. WFYR-F	300/ 2.6	3.1	2.0	3.1	2.8	2.7	2.6	15. WJJD	309/ 4424	15. WJMK-F	5478/ 8.3	8.8	8.8
16. WYTZ-F	293/ 2.5	2.0	2.2	2.0	2.5	2.2	3.6	16. WUSN-F	307/ 4365	16. WXRT-F	4860/ 7.4	8.0	6.6
17. WJJD	290/ 2.5	2.9	3.1	3.2	3.0	2.9	2.5	17. WJMK-F	305/ 5593	17. WUSN-F	4175/ 6.3	6.7	7.8
18. WCKG-F	229/ 2.0	2.2	2.2	1.9	1.6	2.1	3.2	18. WFYR-F	302/ 5901	18. WRXR-F	4097/ 6.2	6.1	6.8
19. WMAQ	215/ 1.8	2.6	2.5	2.6	2.8	2.4	2.1	19. WCKG-F	245/ 4185	19. WJJD	4062/ 6.2	6.4	7.1
20. WVON	183/ 1.6	1.3	1.5	1.6	1.3	1.5	.4	20. WVON	183/ 1711	20. WCKG-F	4040/ 6.1	7.0	5.3
21. WRXR-F	173/ 1.5	1.2	1.2	1.6	1.7	1.4	1.3	21. WFMT-F	177/ 3578	21. WFMT-F	3314/ 5.0	5.1	4.6
22. WFMT-F	167/ 1.4	1.7	1.7	1.5	1.3	1.6	1.4	22. WRXR-F	176/ 4285	22. WNIB-F	2503/ 3.8	3.9	3.1
23. WQJO-F	140/ 1.2	1.3	1.3	1.9	2.3	1.4	.8	23. WQJO-F	140/ 1806	23. WJPC	2074/ 3.1	2.7	4.1
24. WNIB-F	116/ 1.0	1.2	.8	.8	.9	9.5	.4	24. WNIB-F	117/ 2546	24. WCZE	1933/ 2.9	3.3	4.8
25. WLNRF	100/ .9	.8	.7	---	---	.6	---	25. WCZE	110/ 2193	25. WQJO-F	1795/ 2.7	2.8	NA

\*\* WLS was determined by Arbitron to have engaged in a special station activity.

12+ FM SHARE (METRO): 68.34% (7075 of 10352)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBBM-F	1. WGCI-F+	1. WGCI-F+	1. WGCI-F+	1. WGCI-F+	1. WGN	> 1. WLS	> 1. WL00-F	1. WGCI-F+	1. WGCI-F+	1. WGN
2. WGCI-F+	2. WLUP-F	2. WLUP-F	2. WLUP-F	2. WGN	2. WL00-F	2. WBBM	2. WGN	2. WGN	2. WBMX-F	2. WGCI-F+
3. WBMX-F	3. WBMX-F	3. WBMX-F	3. WGN	3. WLUP-F	3. WBBM	3. WLUP-F	3. WGCI-F+	3. WLUP-F	3. WGN	3. WBMX-F
4. WYTZ-F	4. WXRT-F	4. WKQX-F	4. WBMX-F	4. WL00-F	4. WLAK-F	4. WGCI-F+	4. WBMX-F	4. WL00-F	4. WBBM	4. WBBM-F
5.	5. WKQX-F	5. WGN	5. WCLR-F	5. WBMX-F	5. WGCI-F+	5. WL00-F	5. WLAK-F	5. WBMX-F	5. WMAQ	5. WLAK-F
6.	6. WCKG-F	6. WXRT-F	6. WLAK-F	6. WCLR-F	6. WUSN-F	6. WKQX-F	6. WLUP-F	6. WLAK-F	6. WL00-F	6. WL00-F
7.	7. WCLR-F	7. WJMK-F	7. WLAK-F	7. WLAK-F	7. WCLR-F	7. WLS	7. WBBM	7. WBBM	7. WCLR-F	7. WLUP-F
8.	8. WYTZ-F	8. WLAK-F	8. WKQX-F	8. WKQX-F	8. WLS	8. WBMX-F	8. WBBM	8. WBBM-F	8. WLUP-F	8. WJJD
9.	9. WFYR-F	9. WJMK-F	9. WXRT-F	9. WJMK-F	9. WJJD	9. WJJD	9. WKQX-F	9. WKQX-F	9. WYTZ-F	9. WKQX-F
10.	10. WJMK-F	10. WFYR-F	10. WFYR-F	10. WBBM	10. WJMK-F	10. WLAK-F	10. WXRT-F	10. WXRT-F	10. WXRT-F	10. WUSN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGCI-F+	1. WGCI-F+	1. WGCI-F+	>1. WGCI-F+	>1. WGCI-F+	1. WLUP-F	1. WLUP-F	> 1. WLUP-F	1. WLUP-F	1. WLUP-F
2. WBMX-F	2. WBMX-F	2. WBMX-F	2. WGN	2. WGN	2. WGCI-F+	2. WGCI-F+	2. WGCI-F+	2. WGCI-F+	2. WGN
3. WKQX-F	3. WKQX-F	3. WKQX-F	3. WKQX-F	3. WLAK-F	3. WBMX-F	3. WBMX-F	3. WXRT-F	3. WBMX-F	3. WGCI-F+
4. WLUP-F	4. WLUP-F	4. WLUP-F	4. WLAK-F	4. WCLR-F	4. WCKG-F	4. WXRT-F	4. WBMX-F	4. WXRT-F	4. WXRT-F
5. WBBM-F	5. WCLR-F	5. WCLR-F	WCLR-F	5. WKQX-F	5. WXRT-F	5. WCKG-F	5. WCKG-F	5. WGN	5. WJMK-F
6. WRXR-F	6. WXRT-F	6. WFYR-F	6. WLUP-F	6. WL00-F	6. WYTZ-F	6. WJMK-F	6. WJMK-F	6. WLS	WBBM
7. WYTZ-F	7. WFYR-F	7. WXRT-F	7. WFYR-F	7. WBMX-F	7. WLS	7. WLS	7. WLS	7. WJMK-F	7. WL00-F
8. WCLR-F	8. WLAK-F	8. WLAK-F	8. WGN	8. WFYR-F	8. WRXR-F	8. WYTZ-F	8. WKQX-F	8. WCKG-F	WLS
9. WLAK-F	9. WBBM-F	9. WJMK-F	9. WXRT-F	9. WJMK-F	9. WKQX-F	9. WKQX-F	9. WGN	9. WKQX-F	9. WBMX-F
10. WFYR-F	10. WYTZ-F	10. WGN	10. WJMK-F	10. WLUP-F	10. WBBM-F	10. WRXR-F	10. WRXR-F	10. WBBM	10. WUSN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUR-F	107.9	Aurora	.3/1.1
WCFL	1000	Chicago	.5/2.0
WCZE	820	Chicago	.8/2.9
WIND	560	Chicago	.6/1.6
WJOB	1230	Hammond, IN	.5/1.1
WJPC	950	Chicago	.8/3.1
WVX-F	103.1	Highland Park	.3/1.3

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS,\$210.00* (CBS)	CBS
WCFL, 1000, 50 KW (DA-2)	, RELIGION	,\$ 68.00 (---)	Statewide
WCZE, 820, 5 KW/1 KW (DA-N)	, SOFT AC	ABC-E,\$ 70.00 (Katz)	Century
WGCI, 1390, 5 KW (DA-2)	, BLACK	,\$ NA (Mc-Guild)	Gannett
WGN, 720, 50 KW	, VARIETY/TALK	ABC-I,\$285.00* (Christal)	Tribune Co
WIND, 560, 5 KW (DA-2)	, SPANISH	,\$ 80.00* (Katz)	Tichenor
WJJD, 1160, 50 KW/10 KW (DA-2)	, NOSTALGIA	,\$130.00* (MMR)	Infinity
WJPC, 950, 1 KW/5 KW (DA-N)	, BLACK	NBN,\$ 90.00* (---)	
WLS, 890, 50 KW	, AC	ABC-C,\$200.00* (HNWH)	Cap Cities/ABC
WMAQ, 670, 50 KW	, COUNTRY	NBC,\$165.00* (Eastman)	
WSBC, 1240, 1 KW	, ETHNIC	,\$ 22.00 (---)	
WBMX, 1490, 1 KW/250 W	, BLACK	,\$ 38.00 (Durpetti)	
WVON, 1450, 1 KW/250 W (DA-N)	, BLACK	,\$ 54.00 (Roslin)	

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR		CBS-R,\$150.00* (CBS)	CBS
WBMX, 102.7, 6 KW @ 1170, BLACK		ABC-F,\$145.00* (Durpetti)	
WCKG, 105.9, 4 KW @ 1575, AOR		,\$ NA (Katz)	Cox
WCLR, 101.9, 5 KW @ 1520, SOFT AC		,\$165.00* (Torbet)	Bonneville
WFMT, 98.7, 16 KW @ 1167, CLASSICAL		,\$144.00 (CMBS)	
WFYR, 103.5, 4 KW @ 1548, AC		US I,\$140.00* (Republic)	RKO
WGCI, 107.5, 33 KW @ 600, URBAN		,\$180.00* (Mc-Guild)	Gannett
WJMK, 104.3, 19 KW @ 820, OLDIES		US 2,\$150.00* (MMR)	Infinity
WKQX, 101.1, 6 KW @ 1170, CONTEMP/AC		Source,\$180.00 (Eastman)	NBC
WLAK, 93.9, 5 KW @ 1581, SOFT AC		,\$170.00* (Christal)	Viacom
WLOO, 100.3, 6 KW @ 1167, BTFL/EZ		ABC-E,\$240.00 (Katz)	Century
WLUP, 97.9, 6 KW @ 1170, AOR		,\$160.00* (MMR)	H & W
WRXR, 95.5, 6 KW @ 1170, AC		,\$100.00* (Mc-Guild)	
WNIB, 97.1, 8 KW @ 1196, CLASSICAL		,\$ 85.00 (---)	
WOJO, 105.1, 6 KW @ 1174, SPANISH		,\$ 81.00 (Caballero)	
WUSN, 99.5, 6 KW @ 1170, COUNTRY		ABC-D,\$150.00* (Masla)	First Media
WXRT, 93.1, 7 KW @ 1310, AOR		,\$175.00* (Select)	
WYTZ, 94.7, 6 KW @ 1170, CHR		ABC-R,\$115.00* (HNWH)	Cap Cities/ABC

CINCINNATI

Arbitron Rank/Pop (12+): 29/1,150,000

MSA Rank/Pop: 30/1,407,700

ADI # 29  
Average Person Ratings: 16.5  
Market TSL: 21.8 hours

Stations: 21/19  
Diaries: 1664/691:1/50.7%  
Sample Target: 1340  
% Below Line: 2.0  
% Not Listed: 9.5

1985 Revenue: \$38,500,000  
HH Inc.: \$29,808  
Retail \$: 10.0 Bil  
Pop per Station: 60,526  
#1 Biller: WKRC \$6,200,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO	CUME RATING	SPG 86	FAL 85
1. WLW	222/11.7	10.7	---	7.8	---	10.1	10.6	1. WLW	338/5384	1. WLW	3309/28.8	25.8	20.4
2. WVEZ-F	192/10.1	8.8	---	10.5	---	9.8	5.6	2. WEBN-F	261/3417	2. WKRQ-F	2696/23.4	23.4	28.0
3. WEBN-F	185/ 9.8	11.1	---	8.2	---	9.7	15.6	3. WKRQ-F	235/3678	3. WEBN-F	2607/22.7	19.6	18.6
4. WKRQ-F	176/ 9.3	9.0	---	11.3	---	9.9	10.7	4. WVEZ-F	234/2450	4. WKRC	2143/18.6	17.7	19.9
5. WKRC	134/ 7.1	6.8	---	6.8	---	6.9	5.0	5. WUBE-F	195/2334	5. WVEZ-F	1928/16.8	17.5	16.7
6. WBLZ-F	125/ 6.6	6.5	---	6.6	---	6.6	8.7	6. WBLZ-F	187/2196	6. WWNK-F+	1545/13.4	9.2	9.0
7. WUBE-F	122/ 6.4	9.2	---	7.8	---	7.8	9.5	7. WKRC	157/2678	7. WUBE-F	1494/13.0	16.6	14.0
8. WCKY	98/ 5.2	5.4	---	7.2	---	5.9	3.5	8. WHIO-F	153/1905	8. WRRM-F	1476/12.8	12.7	14.2
9. WWNK-F+	85/ 4.5	4.4	---	3.4	---	4.1	3.3	9. WSKS-F	138/2492	9. WLLT-F	1427/12.4	11.6	11.4
10. WRRM-F	80/ 4.2	3.9	---	6.2	---	4.8	6.0	10. WLLT-F	118/2174	10. WBLZ-F	1361/11.8	12.0	12.9
11. WLLT-F	74/ 3.9	3.1	---	4.2	---	3.7	2.7	11. WCKY	107/1470	11. WCKY	1314/11.4	11.1	14.0
12. WCIN	42/ 2.2	2.5	---	2.6	---	2.4	3.4	12. WWNK-F+	106/1996	12. WSKS-F	1177/10.2	11.7	8.0
13. WDJJ	36/ 1.9	2.0	---	1.6	---	1.8	1.5	13. WRRM-F	87/1711	13. WCIN	666/ 5.8	6.3	6.3
14. WJOJ-F	27/ 1.4	1.0	---	.3	---	.9	.6	14. WCIN	44/ 694	14. WJOJ-F	504/ 4.4	3.8	NA
15.								15. WDJJ	37/ 480	15. WDJJ	460/ 4.0	3.9	3.4
16.								16.		16.			
17.								17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 67.21% (1152 of 1714)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKRQ-F	1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WLW	1. WVEZ-F	1. WKRC	1. WVEZ-F>	1. WEBN-F	1. WLW >	1. WVEZ-F
2. WBLZ-F	2. WKRQ-F	2. WKRQ-F	2. WLW	2. WEBN-F	2. WLW	2. WLW	2. WEBN-F	2. WVEZ-F	2. WKRQ-F	2. WKRQ-F
3. WEBN-F	3. WBLZ-F	3. WLW	3. WKRQ-F	3. WVEZ-F	3. WKRC	3. WVEZ-F	3. WKRQ-F	3. WKRQ-F	3. WEBN-F	3. WEBN-F
4. WSKS-F	4. WRRM-F	4. WBLZ-F	4. WUBE-F	4. WUBE-F	4. WUBE-F	4. WEBN-F	4. WLW	4. WLW	4. WBLZ-F	4. WBLZ-F
5.	5. WWNK-F+	5. WUBE-F	5. WVEZ-F	5. WKRC	5. WCKY	5. WKRC	5. WKRC	5. WBLZ-F	5. WUBE-F	5. WUBE-F
6.	WLLT-F	6. WVEZ-F	6. WBLZ-F	6. WKRQ-F	6. WKRQ-F	6. WCKY	6. WUBE-F	6. WUBE-F	6. WKRC	6. WKRC
7.	7.	7. WWNK-F+	7. WRRM-F	7.	7.	7.	7.	7.	7.	7.
8.	8.	8. WRRM-F	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRQ-F	1. WKRQ-F	1. WRRM-F	1. WKRQ-F	1. WVEZ-F	1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F	1. WLW
2. WEBN-F	2. WEBN-F	2. WKRQ-F	2. WBLZ-F	2. WLW	2. WKRQ-F>	2. WKRQ-F	2. WLW	2. WLW	2. WEBN-F
3. WBLZ-F>	3. WRRM-F	3. WLLT-F	3. WRRM-F	3. WKRQ-F	3. WWNK-F+	3. WLW	3. WKRQ-F	3. WKRQ-F	3. WUBE-F
4. WLLT-F	4. WBLZ-F	4. WEBN-F	4. WEBN-F	4. WRRM-F	4. WBLZ-F	4. WBLZ-F	4. WBLZ-F	4. WBLZ-F	4. WKRC
5. WRRM-F	5. WLLT-F	5. WWNK-F+	5. WLLT-F	5. WKRC	5. WLW	5. WWNK-F+	5. WRRM-F	5. WKRC	5. WVEZ-F
6. WWNK-F+	6. WWNK-F+	6. WBLZ-F	6. WVEZ-F	6. WBLZ-F	6.	6. WRRM-F	6.	6. WBLZ-F	6. WKRQ-F
7.	7.	7.	7. WWNK-F+	7. WLLT-F	7.	7. WKRC	7.	7.	7.
8.	8.	8.	8.	8. WWNK-F+	8.	8.	8.	8.	8.
9.	9.	9.	9.	9. WUBE-F	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNOP	740	Newport, KY	.6/1.5
WSAI-F	100.9	Erlanger, KY	.4/1.7
WTSJ	1050	Cincinnati	.4/1.4
WHIO-F	99.1	Dayton	1.2/2.6
WPFB-F	105.9	Middletown	.6/1.8

RADIO STATIONS

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2)	, BLACK	SBN,NBN,\$ 35.00	(Weiss)	
WCKY, 1530, 50 KW (DA-N)	, NEWS/TALK	CBS,NBC-T,\$ 70.00	(CBS)	Federated
WDJO, 1230, 1 KW	, OLDIES	US 2,\$ 32.00	(Mc-Guild)	American
WKRC, 550, 5 KW/1 KW (DA-N)	, MOR/AC	ABC-E,\$ 85.00*	(Katz)	Taft
WLW, 700, 50 KW	, MOR	ABC-I,\$ 83.00*	(Eastman)	Jacor
WNOP, 740, 1 KW (DAYS,DA)	, JAZZ	,\$ 24.00	(---)	(NEWPORT, KY)
WTSJ, 1050, 1 KW (DAYS)	, RELIGION	,\$ 18.00	(---)	
WWNK, 1360, 5 KW (DA-N)	, AC	,\$ 30.00	(MMR)	Booth

FM STATIONS

WBLZ, 103.5, 19 KW @ 790, BLACK		,\$ 67.00	(Republic)	New Systems (HAMILTON)
WEBN, 102.7, 17 KW @ 876, AOR		,\$ 90.00*	(Torbet)	Jacor
WKRQ, 101.9, 25 KW @ 660, CHR		ABC-F,\$100.00*	(Katz)	Taft
WRRM, 98.5, 15 KW @ 810, AC		,\$ 75.00*	(Blair)	Susquehanna
WRXY, 107.1, 3 KW @ 300, AC		,\$ 30.00	(Masla)	(MILFORD)
WSAI, 100.9, 1.3 KW @ 466, RELIGION		UPI,\$ 15.00	(---)	Mortenson (ERLANGER)
WSKS, 96.5, 15 KW @ 810, COUNTRY		ABC-R,\$ 45.00*	(Eastman)	Reams (HAMILTON)
WUBE, 105.1, 14 KW @ 920, COUNTRY		,\$ 70.00	(Mc-Guild)	American
WWEZ, 92.5, 11 KW @ 905, BTFL/EZ		,\$ 90.00*	(CBS)	Federated
WWNK, 94.1, 32 KW @ 550, AC		,\$ 55.00*	(MMR)	Booth
WLLT, 94.9, 27 KW @ 640, CONTEMP/AC		,\$ 60.00*	(HNWH)	Hoker



CLEVELAND

Arbitron Rank/Pop (12+): 21/1,768,300

Stations: 27/22  
Diaries: 1703/1038:1/45.6%  
Sample Target: 1640  
% Below Line: 3.8  
% Not Listed: 9.9

1985 Revenue: \$43,000,000  
HH Inc.: \$29,718  
Retail \$: 11.6 Bil  
Pop per Station: 80,377  
#1 Biller: WMMS-F \$6,000,000

MSA Rank/Pop: 21/1,858,800

ADI # 11

Average Person Ratings: 17.2

Market TSL: 23.0 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	CUME/RATING	SPG 86	FAL 85
1. WMMS-F	411/13.5	13.2	13.9	14.5	12.2	13.8	19.8	1. WMMS-F	581/7320	1. WMMS-F	4874/27.6	27.1	24.6	
2. WQAL-F	250/ 8.2	7.1	8.6	8.2	6.9	8.0	6.8	2. WMJI-F	315/4792	2. WMJI-F	3483/19.7	17.5	17.4	
3. WMJI-F	236/ 7.8	7.0	7.7	6.8	6.0	7.3	6.2	3. WQAL-F	299/3513	3. WWWE	3449/19.5	14.7	15.7	
4. WWWE	210/ 6.9	4.9	4.8	5.5	6.6	5.5	8.6	4. WWWE	263/4607	4. WGCL-F	3369/19.1	19.9	17.4	
5. WLTF-F	192/ 6.3	6.7	5.5	5.2	7.1	5.9	4.7	5. WGCL-F	246/5145	5. WLTF-F	3045/17.2	16.9	16.6	
6. WDOK-F	179/ 5.9	6.5	7.4	6.7	6.3	6.6	5.1	6. WDOK-F	236/3134	6. WQAL-F	2729/15.4	13.4	15.7	
7. WGCL-F	154/ 5.1	5.4	4.4	4.9	7.1	5.0	5.6	7. WLTF-F	230/3955	7. WDOK-F	2333/13.2	13.3	17.8	
8. WZAK-F	149/ 4.9	4.8	4.2	5.1	5.1	4.8	4.9	8. WGAR-F+	199/2898	8. WGAR-F+	1838/10.4	8.9	8.0	
9. WGAR-F+	141/ 4.6	4.8	4.4	4.2	6.1	4.5	4.2	9. WZAK-F	181/2341	9. WZAK-F	1746/ 9.9	11.3	10.6	
10. WBBG	127/ 4.2	4.5	5.5	6.5	4.9	5.2	2.6	10. WKDD-F	180/2785	10. WRQC-F	1721/ 9.7	9.4	8.4	
11. WDMT-F	108/ 3.5	4.8	4.8	4.3	3.5	4.4	6.7	11. WDMT-F	133/2042	11. WDMT-F	1549/ 8.8	10.9	9.7	
12. WERE	107/ 3.5	3.8	4.9	4.5	4.3	4.2	3.6	12. WBBG	130/1553	12. WBBG	1522/ 8.6	8.1	10.4	
13. WRQC-F	75/ 2.5	2.1	2.0	2.0	2.3	2.2	2.2	WONE-F	130/1678	13. WERE	1420/ 8.0	10.1	12.6	
14. WONE-F	55/ 1.8	1.9	1.5	1.4	1.5	1.7	2.2	14. WERE	108/1503	14. WRMR	1009/ 5.7	---	5.4	
WRMR	55/ 1.8	1.9	1.9	2.0	2.1	1.9	2.2	15. WRMR	76/1394	15. WHK	985/ 5.6	5.8	6.1	
16. WCLV-F	48/ 1.6	1.3	2.3	2.1	2.4	1.8	1.6	WDBN-F	76/1040	16. WCLV-F	879/ 5.0	3.6	6.1	
17. WJMO	46/ 1.5	2.0	2.0	1.1	1.8	1.7	1.0	17. WRQC-F	75/1736	17. WJMO	811/ 4.6	5.4	5.3	
18. WABQ	42/ 1.4	1.4	1.7	2.6	2.3	1.8	.4	18. WCLV-F	58/1035	18.				
19.								19.		19.				
20.								20.		20.				
21.								21.		21.				
22.								22.		22.				
23.								23.		23.				
24.								24.		24.				
25.								25.		25.				

12+ FM SHARE (METRO): 73.81% (2026 of 2745)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMMS-F	1. WMMS-F>	1. WMMS-F>	1. WMMS-F	1. WMMS-F	1. WQAL-F	1. WMMS-F>	1. WMMS-F	1. WMMS-F>	1. WWWE >	1. WMMS-F
2. WGCL-F	2. WMJI-F	2. WMJI-F	2. WMJI-F	2. WMJI-F	2. WDOK-F	2. WQAL-F	2. WQAL-F	2. WMJI-F	2. WMMS-F	2. WQAL-F
3. WDMT-F	3. WLTF-F	3. WLTF-F	3. WLTF-F	3. WLTF-F	3. WMJI-F	3. WMJI-F	3. WMJI-F	3. WQAL-F	3. WZAK-F	3. WMJI-F
4. WRQC-F	4. WZAK-F	4. WZAK-F	4. WQAL-F	4. WQAL-F	4. WWWE	4. WDOK-F	4. WLTF-F	4. WLTF-F	4. WGCL-F	4. WGAR-F+
5. WZAK-F	5. WGCL-F	5. WGCL-F	5. WZAK-F	5. WWWE	5. WGAR-F+	5. WERE	5. WDOK-F	5. WGCL-F	5. WDMT-F	5. WLTF-F
6.	6. WDMT-F	6. WQAL-F	6. WWWE	6. WZAK-F	6. WLTF-F	6. WWWE	6. WGAR-F+	6. WDOK-F	6. WLTF-F	6. WDOK-F
7.	7. WONE-F	7. WWWE	7. WGCL-F	7. WDOK-F	7.	7. WLTF-F	7. WWWE	7. WGAR-F+	7. WMJI-F	7. WZAK-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMS-F>	1. WMMS-F>	1. WMMS-F	1. WMMS-F	1. WMJI-F	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>
2. WZAK-F	2. WMJI-F	2. WMJI-F	2. WMJI-F	2. WLTF-F	2. WLTF-F	2. WMJI-F	2. WMJI-F	2. WMJI-F	2. WMJI-F
3. WDMT-F	3. WZAK-F	3. WLTF-F	3. WLTF-F	3. WMMS-F	3. WGCL-F	3. WLTF-F	3. WWWE	3. WLTF-F	3. WWWE
4. WMJI-F	4. WLTF-F	4. WZAK-F	4. WZAK-F	4. WQAL-F	4. WRQC-F	4. WWWE	4. WONE-F	4. WWWE	4. WLTF-F
5. WGCL-F	5. WDMT-F	5. WQAL-F	5. WQAL-F	5. WZAK-F	5.	5. WONE-F	5. WZAK-F	5. WGCL-F	5. WQAL-F
WLTF-F	6. WGCL-F	6. WGCL-F	6. WGCL-F	6. WGAR-F+	6.	6. WGCL-F	WLTF-F	6. WZAK-F	6. WDOK-F
7.	7. WQAL-F	WDMT-F	7. WDMT-F	7. WDOK-F	7.	7. WZAK-F	7.	7. WQAL-F	7. WZAK-F
8.	8.	8.	8.	WGCL-F	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBEA-F	107.3	Elyria	1.1/4.1
WELW	1330	Willoughby	.6/1.4
WEOL	930	Elyria	.8/2.4
WHK	1420	Cleveland	1.1/5.6
WDBN-F	94.9	Medina	.3/1.2
WKDD-F	96.5	Akron	.5/3.4
CKLW	800	Windsor, ON	.5/1.6
WJR	760	Detroit	.4/1.0

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, GOSPEL/BLACK	SBN,\$ 30.00 (---)	
WBBG, 1260, 5 KW (DA-2)	, NOSTALGIA	,\$ 70.00* (Eastman)	Jacor
WELW, 1330, 500 W (DAYS,DA)	, BTFL/ETHNIC	,\$ 18.00 (---)	
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	MBS,CBS,\$ 60.00 (MMR)	Metropolis
WGAR, 1220, 50 KW (DA-N)	, COUNTRY	ABC-E,\$ NM (Blair)	Nationwide
WHK, 1420, 5 KW (DA-N)	, OLDIES	NBC,\$ 52.00* (Katz)	Malrite
WJMO, 1490, 1 KW	, BLACK	NBN,\$ 35.00* (Masla)	United
WRMR, 850, 10 KW/5 KW (DA-2)	, NOST/MDR	APR,\$ 50.00 (Christal)	Booth
WWWE, 1100, 50 KW	, NEWS/TALK	CNN,ABC-I,NBC-T,\$ 84.00* (Mc-Guild)	

FM STATIONS

WCLV, 95.5, 27 KW @ 640, CLASSICAL	,\$ 58.00 (CMBS)	
WDMT, 107.9, 70 KW @ 390, URBAN	US I,\$ 65.00* (HNWH)	Beasley
WDOK, 102.1, 9 KW @ 1000, BTFL/EZ	,\$ 82.00* (Mc-Guild)	
WGAR, 99.5, 50 KW @ 500, COUNTRY	ABC-E,\$ 78.00 (Blair)	Nationwide
WGCL, 98.5, 40 KW @ 600, CHR	ABC-F,\$ 95.00 (MMR)	Metropolis
WLTF, 106.5, 11 KW @ 1060, AC	APR,\$107.00* (Christal)	Booth
WMJI, 105.7, 27 KW @ 900, AC	,\$116.00* (Eastman)	Jacor
WMMS, 100.7, 32 KW @ 600, AOR/CHR	Source,\$150.00* (Katz)	Malrite
WQAL, 104.1, 8 KW @ 1060, BTFL/EZ	,\$ 90.00* (Christal)	
WRQC, 92.3, 27 KW @ 234, CHR	ABC-R,\$ 56.00 (Masla)	
WZAK, 93.1, 28 KW @ 620, URBAN	CBS-R,\$ 90.00 (Select)	TransWorld

Other ranked stations - See Akron

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,062,000

MSA Rank/Pop: 35/1,280,600

Average Person Ratings: 15.4

Market TSL: 20.7 hours

Stations: 20/19

Diaries: 1374/773:1/51.1%

Sample Target: 1280

% Below Line: 1.5

% Not Listed: 13.0

1985 Revenue: \$31,200,000

HH Inc.: \$28,573

Retail \$: 8.1 Bil

Pop per Station: 55,895

#1 Biller: WTVN \$5,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO	CUME/RATING	SPG 86	FAL 85
1. WLVQ-F	266/16.3	13.4	---	15.1	---	14.9		1. WLVQ-F	301/3125	1. WLVQ-F	2646/24.9	21.9	25.6
2. WBNS-F	166/10.2	9.3	---	9.7	---	9.7		2. WNCI-F	232/3627	2. WNCI-F	2442/23.0	24.7	18.8
3. WNCI-F	142/ 8.7	9.4	---	5.3	---	7.8		3. WBNS-F	199/2161	3. WXGT-F	2430/22.9	21.3	25.5
4. WSNY-F	129/ 7.9	11.9	---	9.6	---	9.8		4. WXGT-F	159/3075	4. WSNY-F	2205/20.8	24.4	21.5
WXGT-F	129/ 7.9	8.0	---	10.5	---	8.8		5. WSNY-F	141/2518	5. WTVN	1871/17.6	18.3	23.4
6. WTVN	112/ 6.9	6.2	---	10.4	---	7.8		6. WTVN	134/2550	6. WBNS-F	1842/17.3	18.4	16.7
7. WRMZ-F	92/ 5.6	4.0	---	4.2	---	4.6		7. WRMZ-F	100/1201	7. WRMZ-F	1077/10.1	9.0	8.2
8. WHOK-F	67/ 4.1	3.1	---	3.0	---	3.4		8. WHOK-F	97/1233	8. WBBY-F	811/ 7.6	4.8	---
9. WVKO	57/ 3.5	4.6	---	3.3	---	3.8		9. WVKO	57/ 770	9. WHOK-F	797/ 7.5	5.5	7.9
10. WMNI	41/ 2.5	3.4	---	3.4	---	3.1		10. WLW	43/ 912	10. WVKO	770/ 7.3	9.6	5.5
11. WBBY-F	38/ 2.3	2.1	---	1.3	---	1.9		11. WMNI	42/ 684	11. WZZT-F	705/ 6.6	6.0	NA
12. WZZT-F	36/ 2.2	1.9	---	1.5	---	1.9		12. WZZT-F	40/ 752	12. WCOL	694/ 6.5	6.0	5.9
13. WBNS	34/ 2.1	2.1	---	3.2	---	2.5		13. WBBY-F	38/ 847	13. WBNS	693/ 6.5	7.3	12.6
14. WCOL	28/ 1.7	1.7	---	1.1	---	1.5		14. WBNS	37/ 760	14. WMNI	636/ 6.0	6.1	7.2
15. WLW	22/ 1.3	1.7	---	1.5	---	1.5		15. WCLT-F	30/ 600	15. WLW	474/ 4.5	5.8	5.0
16.								16.		16.			
17.								17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 76.93% (1094 of 1422)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WXGT-F	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F	1. WLVQ-F	1. WBNS-F	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>
2. WLVQ-F	2. WNCI-F	2. WSNY-F	2. WSNY-F	2. WSNY-F	2. WTVN	2. WRVN	2. WBNS-F	2. WBNS-F	2. WXGT-F	2. WBNS-F
3. WNCI-F	3. WSNY-F	3. WNCI-F	3. WNCI-F	3. WNCI-F	3. WSNY-F	3. WSNY-F	3. WNCI-F	3. WSNY-F	3. WNCI-F	3. WNCI-F
4.	4. WXGT-F	4. WXGT-F	4. WTVN	4. WTVN	4. WRMZ-F	4. WBNS-F	4. WSNY-F	4. WNCI-F	4. WBNS-F	4. WSNY-F
5.	5. WHOK-F	5. WRMZ-F	5. WRMZ-F	5. WRMZ-F	5. WHOK-F	5. WNCI-F	5. WXGT-F	5. WRMZ-F	5. WRMZ-F	5. WXGT-F
6.	WRMZ-F	6. WTVN	6. WXGT-F	6. WBNS-F	6. WNCI-F	6. WXGT-F	6. WRMZ-F	6. WRMZ-F	6. WTVN	6. WRMZ-F
7.	7.	7. WHOK-F	7.	7. WXGT-F	7.	7.	7. WTVN	7. WTVN	7. WBBY-F	7. WVKO
8.	8.	8.	8.	8.	8.	8.	8.	8.	WSNY-F	8. WTVN
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLVQ-F	1. WLVQ-F	1. WLVQ-F	1. WLVQ-F	1. WSNY-F	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>
2. WNCI-F	2. WNCI-F	2. WSNY-F	2. WSNY-F	2. WNCI-F	2.	2. WNCI-F	2. WNCI-F	2. WNCI-F	2. WSNY-F
3. WXGT-F	3. WSNY-F	3. WNCI-F	3. WNCI-F	3. WTVN	3.	3. WXGT-F	3. WSNY-F	3. WSNY-F	3. WTVN
4. WSNY-F	4. WXGT-F	4. WXGT-F	4. WXGT-F	4. WLVQ-F	4.	4. WSNY-F	4. WXGT-F	4. WXGT-F	WNCI-F
5. WZZT-F	5.	5. WTVN	5. WRMZ-F	5. WRMZ-F	5.	5.	5. WTVN	5. WRMZ-F	5. WXGT-F
6.	6.	6.	6. WTVN	6.	6.	6.	WHOK-F	6. WTVN	WRMZ-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKX-F	106.3	London	.6/3.1
WCLT	1430	Newark	.5/1.5
WCLT-F	100.3	Newark	1.2/3.6
WHTH	790	Heath	.4/1.1
WRFD	880	Columbus	1.2/2.6

RADIO STATIONS

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N)	, MOR	ABC-I,NBC-T,\$ 50.00	(Blair)	Columbus Dispatch
WCOL, 1230, 1 KW	, NEWS/TALK	CBS,\$ 35.00	(Christal)	Great Trails
WMNI, 920, 1 KW/500 W (DA-2)	, COUNTRY	MBS,\$ 38.00	(Torbet)	
WRFD, 880, 5 KW (DAYS)	, RELIGION	CNN,\$ 20.00*	(Weiss)	Salem
WTVN, 610, 5 KW (DA-N)	, MOR/AC	ABC-E,\$113.00	(Katz)	Taft
WVCO, 1580, 1 KW (DAYS,DA)	, BLACK	SBN,\$ 35.00*	(Mc-Guild)	Saga

FM STATIONS

WBBY, 103.9, 2 KW @ 360, JAZZ	US 2,\$ 30.00	(Torbet)	
WBNS, 97.1, 26 KW @ 660, BTFL/EZ	, \$ 65.00	(Blair)	Columbus Dispatch
WLVQ, 96.3, 18 KW @ 753, AOR	, \$ 92.00	(Katz)	Taft
WHOK, 95.5, 50 KW @ 215, COUNTRY	APR,\$ 17.00	(Regional)	(LANCASTER)
WNCI, 97.9, 175 KW @ 565, CONTEMP	ABC-C,\$ 90.00	(MMR)	Nationwide
WRMZ, 99.7, 50 KW @ 542, COUNTRY	MBS,\$ 55.00*	(Torbet)	
WSNY, 94.7, 22 KW @ 753, AC	, \$100.00*	(Mc-Guild)	Saga
WXGT, 92.3, 50 KW @ 310, CHR	, \$110.00	(Christal)	Great Trails
WZZT, 103.1, 3 KW @ 300, BLACK	CBS-R,\$ 32.00	(Masla)	(JOHNSTOWN)
WCKX, 106.3, 3 KW @ 300, BLACK	NBN,\$ 40.00	(Regional)	(LONDON)

DALLAS - FT. WORTH

Arbitron Rank/Pop (12+): 10/2,882,400

MSA Rank/Pop: Dallas - 13/2,263,900

ADI # 8 FW - 40/1,149,300

Average Person Ratings: 16.5

Market TSL: 22.2 hours

Stations: 28/28

Diaries: 2364/1219:1/42.3%

Sample Target: 2200

% Below Line: 0

% Not Listed: 7.4

1985 Revenue: \$107,600,000

HH Inc.: \$34,257

Retail \$: 25.3 Bil

Pop per Station: 102,943

#1 Biller: KVIL-F \$22,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO	RATING	SPG 86	FAL 85
1. KKDA-F	426/8.9	8.5	8.7	8.7	8.3	8.7	13.0	1. WBAP	556/7210	1. KRLD	4841/16.8	18.2	20.8	
2. KVIL-F	336/7.1	8.8	9.1	10.6	7.5	8.9	8.4	2. KKDA-F	473/4208	2. KVIL-F	4813/16.7	18.9	18.2	
3. WBAP	320/6.7	6.9	6.5	5.9	6.1	6.5	6.5	3. KPLX-F	361/4772	3. KEGL-F	4739/16.4	14.9	18.3	
4. KPLX-F	314/6.6	7.3	6.9	6.0	6.1	6.7	6.5	4. KRLD	349/6222	4. WBAP	4098/14.2	14.7	14.7	
5. KMEZ-F	286/6.0	6.5	6.4	5.7	5.6	6.2	3.1	5. KEGL-F	348/5726	5. KPLX-F	4040/14.0	14.3	14.9	
6. KRLD	276/5.8	6.3	7.2	7.7	6.7	6.8	5.9	6. KVIL-F	346/5060	6. KTKS-F	3994/13.9	11.6	12.6	
7. KEGL-F	272/5.7	5.2	5.2	6.3	6.6	5.6	7.5	7. KMEZ-F+	325/4210	7. KTXQ-F	3686/12.8	13.7	12.9	
8. KTXQ-F	253/5.3	5.0	5.1	4.7	6.1	5.0	7.9	8. KTXQ-F	290/4299	8. KMEZ-F+	3659/12.7	11.6	10.1	
9. KSCS-F	219/4.6	5.7	5.5	5.9	5.0	5.4	4.4	9. KSCS-F	276/4283	9. KKDA-F	3565/12.4	12.1	13.0	
KTKS-F	219/4.6	3.1	3.2	3.7	4.2	3.7	5.1	10. KTKS-F	231/4305	10. KSCS-F	3328/11.5	13.7	15.0	
11. KQZY-F	183/3.8	3.8	2.9	3.1	3.5	3.4	2.5	11. KQZY-F	197/2892	11. KMGC-F	2802/ 9.7	8.6	9.4	
12. KLTY-F	169/3.5	2.5	1.5	1.3	.7	2.2	2.7	12. KLTY-F	186/1970	12. KLUV-F	2684/ 9.3	8.5	8.1	
13. KLUV-F	157/3.3	3.4	3.3	3.3	2.5	3.3	5.0	13. KLUV-F	179/3054	13. KQZY-F	2535/ 8.8	9.2	6.4	
14. KMGC-F	155/3.3	2.9	3.8	3.4	3.5	3.4	2.0	14. KZEW-F	178/3077	14. KZEW-F	2475/ 8.6	9.3	10.1	
15. KZEW-F	149/3.1	3.2	4.4	3.1	4.1	3.5	4.6	15. KMGC-F	158/2937	15. KDLZ-F	1637/ 5.7	5.9	5.2	
16. KDLZ-F	111/2.3	2.2	1.7	2.0	2.3	2.1	2.5	16. KDLZ-F	112/1657	16. KLTY-F	1558/ 5.4	5.9	3.3	
17. KESS-F	97/2.0	2.6	.9	2.2	1.7	1.9	1.6	17. KESS-F	98/ 837	17. WRR-F	1439/ 5.0	3.4	NA	
18. KHVN	79/1.7	1.9	2.8	.8	1.7	1.8	---	18. KHVN	85/ 649	18. KZPS-F	1377/ 4.8	5.8	8.5	
19. WRR-F	74/1.6	1.1	1.1	1.2	1.3	1.3	1.0	19. KRQX	80/1481	19. KLIF	1017/ 3.5	3.5	2.3	
20. KLIF	54/1.1	.8	.8	.8	.8	.9	.9	20. WRR-F	74/1525	20. KRQX	848/ 2.9	3.9	3.8	
21. KZPS-F	49/1.0	1.3	1.3	2.0	2.5	1.4	1.6	21.		21.				
22.								22.		22.				
23.								23.		23.				
24.								24.		24.				
25.								25.		25.				

12+ FM SHARE (METRO): 78.53% (3463 of 4410)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KEGL-F	1. KKDA-F	1. KKDA-F	1. KVIL-F	1. KVIL-F	1. WBAP	1. KVIL-F	1. KKDA-F	1. KKDA-F	1. KKDA-F	1. KKDA-F
2. KKDA-F	2. KTXQ-F	2. KVIL-F	2. KPLX-F	2. KPLX-F	2. KMEZ-F+	2. KRLD	2. KMEZ-F+	2. KVIL-F	2. WBAP	2. KPLX-F
3. KTKS-F	3. KEGL-F	3. KPLX-F	3. KKDA-F	3. KKDA-F	3. KVIL-F	3. WBAP	3. KVIL-F	3. KPLX-F	3. KEGL-F	3. KEGL-F
4. KLTY-F	4. KVIL-F	4. KTXQ-F	4. KSCS-F	4. WBAP	4. KPLX-F	4. KKDA-F	4. KPLX-F	4. WBAP	4. KDLZ-F	4. KMEZ-F+
5. KTXQ-F	5. KTKS-F	5. KEGL-F	5. WBAP	5. KSCS-F	5. KRLD	5. KPLX-F	5. KTXQ-F	5. KMEZ-F+	5. KTXQ-F	5. KSCS-F
6. KVIL-F	6. KZEW-F	6. KTKS-F	6. KLUV-F	6. KRLD	6. KSCS-F	6. KTXQ-F	6. KQZY-F	6. KTXQ-F	6. KTKS-F	6. KTKS-F
7. KDLZ-F	7. KPLX-F	7. KSCS-F	7. KQZY-F	7. KQZY-F	7. KLUV-F	7. KTKS-F	7. KEGL-F	7. KRLD	7. KLTY-F	7. KVIL-F
8.	8. KLTY-F	8. KLUV-F	8. KRLD	8. KLUV-F	8. KKDA-F	8. KMEZ-F+	8. KSCS-F	8. KEGL-F	8. KRLD	8. KRLD
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKDA-F	1. KKDA-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KTXQ-F	1. KTXQ-F	1. KTXQ-F	1. KTXQ-F	1. KPLX-F
2. KEGL-F	2. KVIL-F	2. KKDA-F	2. KKDA-F	2. KPLX-F	2. KKDA-F	2. KKDA-F	2. KKDA-F	2. KKDA-F	2. WBAP
3. KTKS-F	3. KEGL-F	3. KPLX-F	3. KPLX-F	3. KKDA-F	3. KEGL-F	3. KZEW-F	3. KZEW-F	3. KPLX-F	3. KRLD
4. KLTY-F	4. KTKS-F	4. KTKS-F	4. KEGL-F	4. KQZY-F	4. KZEW-F	4. KEGL-F	4. KTKS-F	4. KVIL-F	4. KVIL-F
5. KTXQ-F	5. KPLX-F	5. KQZY-F	5. KQZY-F	5. KSCS-F	5. KLTY-F	5. KTKS-F	5. KPLX-F	5. KZEW-F	5. KKDA-F
6. KPLX-F	6. KLTY-F	6. KMGC-F	6. KTKS-F	6. KMGC-F	6. KPLX-F	6. KPLX-F	6. KMGC-F	6. KRLD	6. KSCS-F
7. KZEW-F	7. KTXQ-F	7. KLTY-F	7. KLTY-F	7. KLUV-F	7. KTKS-F	7. KLTY-F	7. KRLD	WBAP	7. KTXQ-F
8.	8. KMGC-F	8. KLUV-F	8. KMGC-F	8. KMEZ-F	8. KVIL-F	8. KMGC-F	8. KVIL-F	8. KEGL-F	8. KMEZ-F+
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAM	1310	Dallas	.9/2.5
KFJZ	870	Fort Worth	.5/1.2
KKDA	730	Grand Prairie	.9/2.2
KPBC	1040	Dallas	.8/1.4
KRQX	570	Dallas	.6/2.9
KSSA	1270	Fort Worth	.8/1.3

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	,\$ 45.00* (Durpetti)	Bonneville
KFJZ, 870, 250 W (DAYS)	, NOSTALGIA	ABC-E,ABC-D,\$ 65.00 (Roslin)	
KKDA, 730, 500 W (DAYS)	, BLACK	APR,\$ NA (Katz)	
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC,\$ 55.00* (Eastman)	Susquehanna
KMEZ, 1480, 5 KW/1 KW (DA-2)	, BTFL/EZ	,\$ NA (Mc-Guild)	Group One
KPBC, 1040, 1 KW (DAYS)	, RELIGION	,\$ 47.00 (---)	Crawford
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS,\$210.00 (Katz)	Metromedia
KRQX, 570, 5 KW (DA-2)	, OLDIES	CBS-R,\$ 65.00 (MMR)	Belo
KMIA, 1540, 50 KW/1 KW (DA-2)	, RELIGION	,\$ 40.00 (---)	Command
KHVN, 970, 1 KW (DAYS)	, GOSPEL	NBN,\$ NA (Weiss)	Earl Graves
KSSA, 1270, 5 KW (DA-1)	, SPANISH	APR,\$ 63.00 (Caballero)	Founders
KSKY, 660, 10 KW (DAYS)	, RELIGION	,\$ 20.00 (Sky)	Sky
KVIX, 1150, 1 KW (DAYS,DA)	, AC	,\$ NA (Blair)	Blair
KWJS, 1360, 5 KW	, RELIGION	,\$ 25.00* (---)	Universal
WBAP, 820, 50 KW	, COUNTRY	ABC-I,\$190.00* (Blair)	ABC/Cap Cities

FM STATIONS

KDLZ, 107.5, 100 KW @ 445, BLACK	US I,\$ 85.00* (Weiss)	Earl Graves
KEGL, 97.1, 98 KW @ 1460, CHR/AOR	ABC-C,\$140.00* (Select)	Sandusky
KESS, 94.1, 100 KW @ 1585, SPANISH	,\$ 98.00 (Caballero)	
KKDA, 104.5, 100 KW @ 1585, URBAN	APR,\$170.00* (Katz)	
KLUV, 98.7, 100 KW @ 1585, OLDIES/AC	US 2,\$ 90.00 (Republic)	TK
KMEZ, 100.3, 100 KW @ 1280, BTFL/EZ	,\$157.00* (Mc-Guild)	Group One
KLTY, 94.9, 100 KW @ 1140, CHR	,\$ NA (---)	Statewide
KMGC, 102.9, 100 KW @ 1572, AC	,\$125.00* (Christal)	Shamrock
KPLX, 99.5, 100 KW @ 1680, COUNTRY	APR,\$200.00* (Eastman)	Susquehanna
KQZY, 105.3, 100 KW @ 1560, SOFT AC	,\$100.00* (Select)	Westinghouse
KSCS, 96.3, 100 KW @ 1680, COUNTRY	,\$190.00* (Blair)	Cap Cities/ABC
KTKS, 106.1, 100 KW @ 480, CHR	,\$ 95.00* (HNWH)	Gannett
KTXQ, 102.1, 100 KW @ 1420, AOR	ABC-R,\$120.00* (CBS)	CBS
KVIL, 103.7, 100 KW @ 1470, AC	,\$400.00 (Torbet)	Blair
KZEW, 97.9, 100 KW @ 1680, AOR	Source,\$170.00* (MMR)	Belo
KZPS, 92.5, 100 KW @ 1685, CHR	,\$125.00* (Durpetti)	Bonneville
WRR, 101.1, 100 KW @ 600, CLASSICAL	,\$ 75.00 (CMBS)	City of Dallas

DAYTON

Arbitron Rank/Pop (12+): 46/761,600

MSA Rank/Pop: 51/931,700

ADI # 48

Average Person Ratings: 15.4

Market TSL: 20.8 hours

Stations: 21/17

Diaries: 1302/585:1/52.6%

Sample Target: 1100

% Below Line: 12.3

% Not Listed: 10.2

1985 Revenue: \$16,800,000

HH Inc.: \$29,138

Retail \$: 5.3 Bil

Pop per Station: 44,800

#1 Biller: WHIO \$3,150,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WGTZ-F	153/13.1	9.9	---	11.1	---	11.4	15.9	1. WGTZ-F	214/2753	1. WGTZ-F	2000/26.3	22.0	23.3
2. WHIO-F	146/12.5	13.8	---	15.1	---	13.8	9.9	2. WHIO-F	212/2471	2. WHIO-F	1634/21.5	22.4	22.3
3. WTUE-F	106/ 9.1	7.8	---	8.7	---	8.5	11.1	3. WLW	165/2499	3. WHIO	1550/20.4	19.0	20.6
4. WHIO	104/ 8.9	7.8	---	8.6	---	8.4	7.9	4. WTUE-F	116/1477	4. WTUE-F	1237/16.2	16.2	19.1
5. WWSN-F	75/ 6.4	6.8	---	6.4	---	6.5	5.0	5. WHIO	110/1695	5. WONE	923/12.1	10.5	12.5
6. WONE	74/ 6.3	5.6	---	6.0	---	6.0	4.3	6. WONE	86/1106	6. WWSN-F	914/12.0	13.7	13.8
7. WYMJ-F	56/ 4.8	5.4	---	4.2	---	4.8	4.2	7. WWSN-F	84/1043	7. WYMJ-F	871/11.4	12.6	11.0
8. WBLZ-F	46/ 3.9	5.0	---	3.7	---	4.2	8.7	8. WSKS-F	80/1485	8. WING	750/ 9.8	8.5	12.1
9. WING	45/ 3.8	2.3	---	3.4	---	3.2	1.7	9. WBLZ-F	74/ 987	9. WLW	661/ 8.7	8.6	8.9
10. WLW	41/ 3.5	3.6	---	3.0	---	3.4	3.7	10. WYMJ-F	56/ 878	10. WBLZ-F	642/ 8.4	10.2	9.2
11. WSKS-F	35/ 3.0	3.6	---	3.7	---	3.4	7.5	11. WING	50/ 858	11. WSKS-F	620/ 8.1	7.5	NA
12. WDAO	32/ 2.7	4.1	---	3.6	---	3.5	1.3	12. WVUD-F	35/ 613	12. WVUD-F	508/ 6.7	7.6	8.7
13. WVUD-F	31/ 2.6	1.7	---	2.5	---	2.3	1.5	13. WDAO	33/ 457	13. WDAO	432/ 5.7	7.1	6.6
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 69.39% (730 of 1052)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGTZ-F>	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WGTZ-F	1. WHIO-F	1. WHIO-F	1. WGTZ-F	1. WHIO-F
2. WSKS-F	2. WGTZ-F	2. WGTZ-F	2. WWSN-F	2. WHIO-F	2. WONE	2. WHIO-F	2. WGRZ-F	2. WGTZ-F	2. WHIO	2. WGTZ-F
3. WBLZ-F	3. WYMJ-F	3. WWSN-F	WGTZ-F	WWSN-F	3. WHIO	3. WHIO	3. WTUE-F	3. WTUE-F	3. WTUE-F	3. WTUE-F
4.	4. WWSN-F	4. WYMJ-F	4. WHIO-F	4. WGTZ-F	4. WWSN-F	4. WTUE-F	4. WWSN-F	4. WWSN-F	4. WHIO-F	4. WONE
5.	5. WBLZ-F	5. WHIO-F	5. WYMJ-F	5. WYMJ-F	5. WTUE-F	5. WONE	5. WONE	5. WONE	5. WLW	5. WWSN-F
							6. WHIO			
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGTZ-F>	1. WGTZ-F	1. WGTZ-F	1. WGTZ-F	1. WWSN-F		1. WTUE-F	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>
2. WYMJ-F	2. WYMJ-F	2. WWSN-F	2. WWSN-F	2. WGTZ-F		2. WGTZ-F>	2. WGTZ-F	2. WYMJ-F	2. WGTZ-F	2. WHIO-F
3. WBLZ-F	3. WWSN-F	3. WYMJ-F	3. WHIO-F	3. WHIO-F		3. WBLZ-F	3. WWSN-F	3. WWSN-F	3. WWSN-F	3. WGTZ-F
4. WSKS-F	4. WTUE-F	4. WHIO-F	WYMJ-F	4. WONE		4. WWSN-F	4. WYMJ-F	4. WGTZ-F	4. WYMJ-F	4. WWSN-F
5. WTUE-F	5. WHIO-F	5. WTUE-F	5. WTUE-F	WYMJ-F		5. WSKS-F	5. WBLZ-F	5. WLW	6. WHIO-F	6. WYMJ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZU-F	102.9	Springfield	1.4/3.5
WBLY	1600	Springfield	.9/2.1
WBZI-F	95.3	Xenia	2.1/4.6
WFCJ-F	93.7	Miamisburg	.9/2.9
WIZE	1340	Springfield	.8/2.1
WPFB-F	105.9	Middletown	.9/2.3
WPTW-F	95.7	Piqua	1.7/2.3
WKRC	550	Cincinnati	.6/2.0

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS), BLACK  
 WHIO, 1290, 5 KW (DA-N), MOR  
 WING, 1410, 5 KW (DA-N), AC  
 WONE, 980, 5 KW (DA-N), COUNTRY  
 WIZE, 1340, 1 KW (DA-1), MOR

SBN, \$ 42.00 (Eastman) Stoner  
 CBS, NBC-T, \$ 83.00\* (Christal) Cox  
 ABC-I, MBS, \$ 48.00\* (Katz) Great Trails  
 ABC-D, \$ 60.00\* (Mc-Guild) Group One  
 ABC-I, \$ 20.00 (Unirep) Great Trails (SPRINGFIELD)

US 2, \$ 29.00 (---) (XENIA)  
 \$ 9.00 (---) (MIAMISBURG)  
 \$ 90.00\* (Christal) Cox  
 MBS, \$ 27.00 (Lotus) (MIDDLETOWN)  
 \$ 90.00 (Mc-Guild) Group One  
 CBS-R, \$ 39.00 (Masla) Univ of Dayton  
 US I, \$ 55.00 (Eastman) Stoner  
 US I, \$ 43.00\* (Republic)  
 \$ 80.00\* (Katz) Great Trails (EATON)

Other ranked stations - See Cincinnati

DENVER

Arbitron Rank/Pop (12+): 23/1,545,700

MSA Rank/Pop: 27/1,627,100

ADI # 19  
Average Person Ratings: 16.0  
Market TSL: 21.2 hours

Stations: 28/27  
Diaries: 1963/787:1/41.5%  
Sample Target: 1490  
% Below Line: 1.1  
% Not Listed: 8.4

1985 Revenue: \$58,400,000  
HH Inc.: \$33,190  
Retail \$: 14.0 Bil  
Pop per Station: 57,248  
#1 Biller: KOA \$7,400,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. KOSI-F	252/10.2	9.6	9.6	10.5	---	10.0	7.4	1. KOSI-F	326/3501	1. KOSI-F	2800/18.1	18.3	22.5
2. KBCO-F	192/ 7.8	6.9	6.7	5.9	---	6.8	7.3	2. KBPI-F	209/3355	2. KBPI-F	2686/17.4	17.6	17.9
3. KMJI-F	185/ 7.5	7.0	6.6	6.8	---	7.0	4.9	3. KBCO-F	204/2437	3. KMJI-F	2553/16.5	17.7	16.3
4. KBPI-F	166/ 6.7	6.7	7.2	7.3	---	7.0	9.6	KOA	204/3645	KOA	2553/16.5	16.6	22.4
5. KOA	140/ 5.7	5.7	6.0	6.5	---	6.0	4.6	5. KMJI-F	199/2831	5. KRXY-F	2242/14.5	14.1	15.2
6. KRXY-F	125/ 5.1	3.9	4.8	4.9	---	4.7	6.2	6. KRXY-F	134/2444	6. KBCO-F	2230/14.4	13.6	13.9
7. KPKE-F	117/ 4.7	6.7	5.2	4.0	---	5.2	7.7	7. KOAQ-F	133/2526	7. KPKE-F	2140/13.8	15.0	13.2
8. KYGO-F	110/ 4.5	4.6	5.3	4.0	---	4.6	4.2	KPKE-F	133/2368	8. KOAQ-F	2089/13.5	13.4	11.6
KOAG-F	110/ 4.5	3.7	4.2	3.2	---	3.9	6.1	9. KYGO-F	132/2042	9. KYGO-F	1626/10.5	11.6	9.6
10. KEZW	96/ 3.9	4.5	3.7	3.0	---	3.8	2.2	10. KAZY-F	116/1876	10. KAZY-F	1603/10.4	10.4	11.2
11. KNUS	90/ 3.6	3.6	3.8	3.3	---	3.6	2.4	11. KHOW	106/1806	11. KIMN	1536/ 9.9	10.3	12.0
12. KAZY-F	88/ 3.6	4.1	3.4	5.6	---	4.2	5.6	12. KNUS	99/1274	12. KHOW	1341/ 8.7	9.2	8.9
13. KIMN	73/ 3.0	3.3	4.0	3.1	---	3.4	3.2	13. KEZW	98/1187	13. KNUS	1143/ 7.4	7.9	7.8
14. KHOW	72/ 2.9	3.6	3.7	3.0	---	3.3	3.1	14. KVOD-F	97/1266	14. KVOD-F	1138/ 7.4	7.3	9.1
15. KLZ	71/ 2.9	2.7	2.3	2.4	---	2.6	2.9	15. KLZ	96/1467	15. KEZW	1125/ 7.3	8.0	7.0
KVOD-F	71/ 2.9	3.6	3.1	3.7	---	3.3	2.7	16. KIMN	88/1874	16. KRZN	1034/ 6.7	6.4	6.4
17. KDKO	53/ 2.1	2.2	2.2	2.7	---	2.3	3.3	17. KRZN	78/1272	17. KLZ	999/ 6.5	6.0	6.6
18. KRZN	48/ 1.9	2.1	1.3	2.1	---	1.9	1.9	18. KDKO	53/ 654	18. KDKO	654/ 4.2	4.2	5.5
19. KLSC	35/ 1.4	.8	.3	---	---	.6	.5	19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 65.19% (1476 of 2264)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KPKE-F	1. KBCO-F	1. KBCO-F	1. KMJI-F	1. KMJI-F	1. KOSI-F>	1. KOSI-F>	1. KOSI-F	1. KOSI-F	1. KOSI-F	1. KOSI-F
KRXY-F	2. KMJI-F	2. KMJI-F	2. KBCO-F	2. KBCO-F	2. KOA	2. KOA	2. KMJI-F	2. KMJI-F	2. KBPI-F	2. KMJI-F
3. KBPI-F	3. KBPI-F	3. KBPI-F	3. KOSI-F	3. KOSI-F	3. KEZW	3. KBCO-F+	3. KBCO-F	3. KBCO-F	3. KBCO-F	3. KBCO-F+
4. KDKO	4. KOAQ-F	4. KOAQ-F	4. KOA	4. KOA	4. KYGO-F	4. KMJI-F	4. KBPI-F	4. KBPI-F	4. KMJI-F	4. KBPI-F
5.	KRXY-F	5. KOSI-F	5. KOAQ-F	5. KYGO-F	5. KMJI-F	5. KBPI-F	5. KOAQ-F	5. KRXY-F	5. KRXY-F	5. KRXY-F
6.	6. KAZY-F	6. KRXY-F	KYGO-F	6. KOAQ-F	6. KNUS	6. KPKE-F	6. KOA	6. KYGO-F	6. KNUS	6. KYGO-F
7.	7. KPKE-F	KYGO-F	7. KHOW-F	7. KHOW-F	7. KHOW	7. KHOW	KRXY-F	7. KOA	7. KPKE-F	7. KEZW
8.	8.	8. KAZY-F	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBPI-F	1. KMJI-F	1. KMJI-F	1. KMJI-F	1. KMJI-F	1. KBPI-F>	1. KBCO-F	1. KBCO-F>	1. KBCO-F	1. KBCO-F
2. KPKE-F	2. KBCO-F	2. KBCO-F	2. KOAQ-F	2. KOSI-F	2. KBCO-F	2. KBPI-F	2. KMJI-F	2. KBPI-F	2. KMJI-F
3. KRXY-F	3. KRXY-F	3. KRXY-F	3. KOSI-F	3. KOAQ-F	3. KMJI-F	3. KMJI-F	3. KAZY-F	3. KMJI-F	3. KOA
KOAG-F	4. KOAQ-F	4. KOAQ-F	4. KBCO-F	KBCO-F	4. KPKE-F	4. KAZY-F	4. KBPI-F	4. KYGO-F	4. KOSI-F
5. KBCO-F	5. KBPI-F	5. KIMN	5. KRXY-F	5. KYGO-F	KAZY-F	5. KOAQ-F	5. KOAQ-F	5. KOAQ-F	5. KYGO-F
KAZY-F	6. KPKE-F	KPKE-F	6. KBPI-F	6. KRXY-F	6. KRXY-F	6. KPKE-F	6. KNUS	6. KOA	6. KAZY-F
7. KDKO	7. KAZY-F	KYGO-F	7. KPKE-F	7. KHOW	KYGO-F	KRXY-F	7. KOA	7. KOAQ-F	7. KNUS
8.	8.	8.	8.	KOA	8.	8.	8.	KOSI-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



OTHER RATED STATIONS/METRO SHARE & CUME RATING

KADX-F	92.1	Castle Rock	.8/2.0
KBCO	1190	Boulder	.4/1.8
KBNO	1220	Denver	1.0/1.1
KBRQ	1280	Denver	.8/2.1
KBRQ-F	105.1	Denver	.6/3.3
KDEN	1340	Denver	1.0/4.2
KRKS	990	Denver	.5/1.2
KRXY	1600	Lakewood	.7/2.1
KTCL-F	93.3	Fort Collins	1.0/2.5

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW (DAYS)	, SPANISH	, \$ 34.00	(Caballero)	
KBRQ, 1280, 5 KW (DA-2)	, COUNTRY	ABC-E, \$ 39.00	(Torbet)	Great Empire
KDEN, 1340, 1 KW	, NEWS/TALK	ABC-E, NBC, \$ 40.00	(Savalli)	
KDKO, 1510, 10 KW/5 KW (DA-1)	, BLACK	, \$ 55.00	(---	Sterling Rec.
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	MBS, \$ 56.00*	(Select)	Westinghouse
KHOW, 630, 5 KW (DA-N)	, MOR	US I, \$110.00	(Eastman)	Legacy
KIMN, 950, 5 KW (DA-N)	, CHR	ABC-C, \$100.00*	(Blair)	Jeff-Pilot
KLZ, 590, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ NA	(Mc-Guild)	Group One
KLSC, 1090, 50 KW/500 W (DA-2)	, MOR	, \$ 40.00	(P/W)	Century
KNUS, 710, 5 KW (DA-1)	, TALK	ABC-T, ABC-I, \$ 70.00*	(Select)	Sandusky
KOA, 850, 50 KW	, NEWS/TALK	CBS, \$130.00	(Katz)	Belo
KPPL, 1390, 5 KW (DAYS)	, BLACK/URBAN	, \$ 35.00	(Roslin)	
KQXI, 1550, 10 KW (DAYS)	, RELIGION	, \$ 16.00	(---	Mid-Amer. Gospel
KRKS, 990, 5 KW (DAYS)	, RELIGION	, \$ 12.00	(---	
KRXY, 1600, 5 KW (DA-N)	, CHR/TALK	, \$ NA	(MMR)	Malrite
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES	, \$ 37.00*	(Christal)	Duffy

FM STATIONS

KAZY, 106.7, 100 KW @ 960, AOR	APR, \$ 80.00*	(Mc-Guild)	Group One
KADX, 92.1, .7 KW @ 620, JAZZ	, \$ 28.00*	(Roslin)	(CASTLE ROCK)
KBCO, 97.3, 100 KW @ 1541, AOR	, \$125.00*	(Masla)	(BOULDER)
KBPI, 105.9, 100 KW @ 900, AOR	, \$111.00*	(Select)	Sandusky
KBRQ, 105.1, 100 KW @ 175, COUNTRY	ABC-E, \$ 60.00*	(Torbet)	Great Empire
KMJI, 100.3, 100 KW @ 500, AC	, \$115.00*	(Christal)	Duffy
KOAQ, 103.5, 100 KW @ 1061, AC	CBS-R, \$ 90.00*	(Katz)	Belo
KOSI, 101.1, 100 KW @ 790, BTFL/EZ	, \$128.00*	(Select)	Westinghouse
KPKE, 95.7, 100 KW @ 725, CHR	, \$ 89.00*	(HNWH)	Legacy
KRXY, 107.5, 100 KW @ 670, CHR	, \$105.00*	(MMR)	Malrite
KVOD, 99.5, 100 KW @ 380, CLASSICAL	, \$ 75.00*	(Republic)	Henry
KYGO, 98.5, 100 KW @ 720, COUNTRY	, \$ 88.00*	(Blair)	Jeff-Pilot

KILO - See Colorado Springs

DETROIT

Arbitron Rank/Pop (12+): 6/3,568,300

Stations: 31/28  
Diaries: 2310/1544:1/46.5%  
Sample Target: 2435  
% Below Line: 6.4  
% Not Listed: 8.3

1985 Revenue: \$82,000,000  
HH Inc.: \$31,686  
Retail \$: 27.5 Bil  
Pop per Station: 127,439  
#1 Biller: WJR \$15,300,000

MSA Rank/Pop: 5/4,259,600

ADI # 7

Average Person Ratings: 18.0

Market TSL: 23.7 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. WJR	742/11.6	9.9	8.0	9.0	11.5	9.6	11.8	1. WJR	963/12938	1. WJR	9611/26.9	24.5	21.7
2. WJLB-F	507/ 7.9	7.9	9.6	6.9	8.3	8.1	10.9	2. WJLB-F	544/ 5534	2. WCZY-F+	6244/17.5	18.9	18.8
3. WJOI-F	369/ 5.7	5.4	7.4	6.3	6.1	6.2	4.0	3. WJOI-F	377/ 4395	3. WHYT-F	6069/17.0	19.6	19.7
4. WRIF-F	342/ 5.3	5.3	4.4	4.9	7.0	5.0	7.5	4. WRIF-F	371/ 6951	4. WRIF-F	5879/16.5	16.0	17.0
5. WCZY-F+	329/ 5.1	5.8	5.8	5.3	5.5	5.5	6.7	5. WCZY-F+	362/ 7034	5. WLLZ-F	5753/16.1	13.9	14.7
6. WLLZ-F	321/ 5.0	4.1	4.1	4.2	3.6	4.4	6.8	6. WLLZ-F	333/ 6303	6. WNIC-F+	5705/16.0	13.7	14.6
7. WWJ	299/ 4.7	6.3	5.6	6.2	5.0	5.7	3.4	7. WWJ	320/ 6104	7. WWJ	5483/15.4	16.2	16.4
8. WNIC-F+	273/ 4.3	3.8	4.2	4.9	4.6	4.3	2.4	8. CKLW	305/ 3876	8. WJLB-F	4980/14.0	15.0	14.2
9. CKLW	262/ 4.1	5.0	5.1	5.4	4.8	4.9	3.7	9. WNIC-F+	280/ 5959	9. WJOI-F	4151/11.6	12.3	13.0
10. WHYT-F	255/ 4.0	5.0	4.4	5.4	4.5	4.7	4.0	10. WHYT-F	269/ 6690	10. WDTX-F	3550/ 9.9	11.4	7.5
11. WWWW-F	226/ 3.5	3.5	2.9	3.2	2.6	3.3	4.9	11. WWWW-F	240/ 3232	11. WOMC-F	3514/ 9.8	11.8	8.8
12. WXYT	221/ 3.4	3.5	3.2	3.2	3.4	3.3	2.7	12. WXYT	224/ 2802	12. WMJC-F	3178/ 8.9	8.6	7.5
13. WDTX-F	197/ 3.1	2.8	2.6	1.9	2.5	2.6	3.5	13. WDTX-F	200/ 3675	13. CKLW	3148/ 8.8	10.1	10.8
14. WOMC-F	170/ 2.6	3.6	2.7	3.1	3.4	3.0	2.2	14. WOMC-F	183/ 3886	14. WWWW-F	2889/ 8.1	9.0	9.1
15. WLTI-F	166/ 2.6	2.5	3.4	2.9	1.8	2.9	1.7	15. WLTI-F	159/ 2708	15. WXYT	2654/ 7.4	8.3	8.9
16. WKSG-F	156/ 2.4	3.1	2.4	3.1	2.3	2.8	2.7	16. WKSG-F	157/ 2570	16. WLTI-F	2552/ 7.2	7.3	7.4
17. WQRS-F	137/ 2.1	1.1	1.4	2.1	1.2	1.7	1.4	17. WMJC-F	156/ 3510	17. WKSG-F	2542/ 7.1	8.1	7.4
18. WMJC-F	136/ 2.1	2.2	2.8	1.5	1.8	2.2	1.6	18. WQRS-F	140/ 1651	18. WJZZ-F	2380/ 6.7	6.7	6.8
19. WJZZ-F	125/ 1.9	2.3	2.1	2.4	2.0	2.2	3.1	19. WJZZ-F	126/ 2520	19. WGPR-F	1867/ 5.2	6.0	5.9
20. WGPR-F	108/ 1.7	1.8	1.5	2.0	2.2	1.8	2.4	20. WGPR-F	111/ 1971	20. CKLW-F	1777/ 5.0	3.5	2.3
21. CKLW-F	95/ 1.5	.9	.6	.8	.5	1.0	1.1	21. CKLW-F	105/ 2069	21. WQRS-F	1563/ 4.4	3.7	4.7
22. WCXI	90/ 1.4	1.0	1.6	1.3	2.5	1.3	.7	22. WCXI	97/ 1561	22. WCXI	1375/ 3.9	3.4	4.8
23. WCHB	79/ 1.2	1.1	1.3	1.3	1.2	1.2	1.5	23. WCHB	79/ 1091	23. WNTM-F	1340/ 3.8	4.9	7.0
24. WQBH	73/ 1.1	.8	1.2	.8	.9	1.0	.2	24. WQBH	75/ 1442	24. WCHB	1091/ 3.1	3.1	3.3
25. WHND	62/ 1.0	1.1	.7	1.2	.7	1.0	1.2	25. WQBH	73/ 954	25. WHND	982/ 2.8	NA	NA

12+ FM SHARE (METRO): 68.07% (4007 of 5887)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WJR	1. WJR	1. WJR	> 1. WJR	> 1. WJOI-F	1. WJL3-F	1. WJR	1. WJR
2. WHYT-F	2. WRIF-F	2. WRIF-F	2. WJLB-F	2. WJLB-F	2. WJOI-F	2. WWJ	2. WJR	2. WJR	2. WJLB-F	2. WJLB-F
3. WCZY-F	3. WLLZ-F	3. WJR	3. WNIC-F+	3. WNIC-F+	3. WWJ	3. WJLB-F	3. WRIF-F	3. WJOI-F	3. WHYT-F	3. CKLW
4. WLLZ-F	4. WNIC-F+	4. WLLZ-F	4. WRIF-F	4. WRIF-F	4. CKLW	4. WCZY-F+	4. WJLB-F	4. WRIF-F	4. WLLZ-F	4. WLLZ-F
5. WRIF-F	5. WCZY-F+	5. WCZY-F+	5. WCZY-F+	5. WWWW-F	5. WWWW-F	5. WJOI-F	5. CKLW	5. WLLZ-F	5. WNIC-F+	5. WJOI-F
6. WDTX-F	6. WDTX-F	6. WNIC-F+	6. WLLZ-F	6. WJLB-F	6. WJLB-F	6. WLLZ-F	6. WXYT	6. WWJ	6. WCZY-F+	6. WRIF-F
7. WNIC-F+	7. WJR	7. WDTX-F	7. WOMC-F	7. WLLZ-F	7. WLTI-F	7. WLTI-F	7. WRIF-F	7. WLLZ-F	7. WCZY-F+	7. WRIF-F
8.	8. WHYT-F	8. WHYT-F	8. WWWW-F	8. WOMC-F	8. WQRS-F	8. WQRS-F	8. WNIC-F+	8. WCZY-F+	8. WNIC-F+	8. WDTX-F
9.	9. WKSG-F	9. WKSG-F	9. WLTI-F	9. WJOI-F	9. WXYT	9. WWWW-F	9. WNIC-F+	9. WNIC-F+	9. WWWW-F	9. WJOI-F
10.	10. WOMC-F	10. WOMC-F	10. WKSG-F	10. WLTI-F	10. WOMC-F	10. WOMC-F	10. WWJ	10. CKLW	10. WXYT	10. WWWW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WRIF-F	1. WRIF-F	1. WRIF-F	1. WRIF-F	1. WJR
2. WCZY-F+	2. WNIC-F+	2. WNIC-F+	2. WNIC-F+	2. WNIC-F+	2. WLLZ-F	2. WLLZ-F	2. WJR	2. WJR	2. WRIF-F
3. WDTX-F	3. WCZY-F+	3. WOMC-F	3. WCZY-F+	3. WJR	3. WJLB-F	3. WJLB-F	3. WLLZ-F	3. WLLZ-F	3. WLLZ-F
4. WNIC-F+	4. WLLZ-F	4. WMJC-F	4. WOMC-F	4. WOMC-F	4. WDTX-F	4. WJR	4. WJLB-F	4. WJLB-F	4. WJLB-F
5. WHYT-F	5. WDTX-F	5. WCZY-F	5. WLTI-F	5. WCZY-F+	5. WHYT-F	5. WDTX-F	5. WNIC-F+	5. WKSG-F	5. WNIC-F+
6. WLLZ-F	6. WOMC-F	6. WLLZ-F	6. WJR	6. WWWW-F	6. WKSG-F	6. WCZY-F+	6. WDTX-F	6. WCZY-F+	6. WKSG-F
7. WRIF-F	7. WMJC-F	7. WLTI-F	7. WMJC-F	7. WLTI-F	7. WCZY-F+	7. WKSG-F	7. WCZY-F+	7. WDTX-F	7. WWWW-F
8. WMJC-F	8. WHYT-F	8. WGPR-F	8. WLLZ-F	8. WJOI-F	8. WJR	8. WNIC-F+	8. WKSG-F	8. WNIC-F+	8. WJZZ-F
9. WOMC-F	9. WRIF-F	9. WRIF-F	9. WHYT-F	9. WMJC-F	9. WQRS-F	9. WHYT-F	9. WJZZ-F	9. WHYT-F	9. WQRS-F
10. WLTI-F	10. WLTI-F	10. WWWW-F	10. WWWW-F	10. WLLZ-F	10. WNIC-F	10. WJZZ-F	10. WLTI-F	10. WJZZ-F	10. WWJ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXL	1340	Royal Oak	.3/1.5
WMUZ-F	103.5	Detroit	.7/2.5
WNTM-F	92.3	Detroit	.9/3.8
WIQB-F	102.9	Ann Arbor	.3/1.2

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	UPI, \$ 85.00* (Durpetti)	Shamrock
WCZY, 1500, 50 KW/5 KW (DA-2)	, CHR	, \$ NA (HNWH)	Gannett
WHND, 560, 500 W (DAYS, DA)	, OLDIES	US I, \$ NA (MMR)	Greater Media (MONROE)
WJR, 760, 50 KW	, MOR	ABC-I, \$185.00 (Eastman)	Cap Cities/ABC
WNIC, 1310, 5 KW (DA-2)	, AC	, \$ NA (Katz)	Price (DEARBORN)
WQBH, 1400, 1 KW/250 W	, BLACK	, \$ 60.00 (Roslin)	
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$130.00* (CBS)	
WXYT, 1270, 5 KW (DA-N)	, TALK	MBS, NBC, \$100.00* (Select)	
WCAR, 1090, 250 W/500 W (DA-2)	, ETHNIC	, \$ 25.00 (---)	(LIVONIA)
WCHB, 1440, 1 KW	, BLACK	NBN, \$ 40.00 (Weiss)	(INKSTER)
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	, \$ 85.00* (Masla)	(WINDSOR)

FM STATIONS

WNTM, 92.3, 22 KW @ 742, AC	ABC-E, \$ 85.00* (Durpetti)	
WCZY, 95.5, 100 KW @ 430, CHR	, \$155.00* (HNWH)	Gannett
WDTX, 99.5, 7 KW @ 754, CONTEMP	CBS-R, \$100.00* (Republic)	Metropolis
WGPR, 107.5, 50 KW @ 360, BLACK	SBN, \$ 80.00 (Lazar)	
WHYT, 96.3, 50 KW @ 480, CHR	ABC-C, \$115.00* (Eastman)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 490, BLACK	, \$108.00* (MMR)	Booth
WJOI, 97.1, 12 KW @ 802, BTFL/EZ	, \$135.00* (CBS)	
WJZZ, 105.9, 22 KW @ 724, JAZZ	, \$ 75.00 (Weiss)	
WKSG, 102.7, 50 KW @ 410, OLDIES	Source, \$100.00* (Masla)	Inner City (MT. CLEMENS)
WLLZ, 98.7, 50 KW @ 480, AOR	ABC-F, \$115.00* (Blair)	Legacy
WLTJ, 93.1, 20 KW @ 500, SOFT AC	, \$ 85.00* (Christal)	Keymarket
WMJC, 94.7, 10 KW @ 950, AC	US I, \$ 90.00* (MMR)	Greater Media
WMUZ, 103.5, 50 KW @ 295, RELIGION	, \$ 40.00 (---)	Crawford
WNIC, 100.3, 50 KW @ 400, AC	, \$140.00* (Katz)	Price (DEARBORN)
WOMC, 104.3, 190 KW @ 416, AC	US 2, \$120.00* (Katz)	Metropolitan
WQRS, 105.1, 50 KW @ 784, CLASSICAL	, \$ 80.00 (CMBS)	
WRIF, 101.1, 27 KW @ 880, AOR	ABC-R, \$150.00* (Blair)	
WWWW, 106.7, 61 KW @ 508, COUNTRY	APR, \$108.00* (Christal)	Shamrock

EL PASO

Arbitron Rank/Pop (12+): 84/424,800

Stations: 22/19  
Diaries: 857/496:1/43.5%  
Sample Target: 800  
% Below Line: 3.1  
% Not Listed: 7.7

1985 Revenue: \$11,000,000  
HH Inc.: \$26,372  
Retail \$: 2.6 Bil  
Pop per Station: 22,358  
#1 Biller: KAMZ-F \$2,000,000

MSA Rank/Pop: 91/531,800  
ADI # 104  
Average Person Ratings: 18.1  
Market TSL: 24.1 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85
1. KEZB-F	130/16.9	17.8	---	12.0	---	15.6		1. KEZB-F	157/1826	1. KEZB-F 1532/36.1	39.0	31.7
2. KLAQ-F	89/11.6	12.4	---	11.1	---	11.7		2. KLAQ-F	105/1154	2. KAMZ-F 1282/30.2	27.3	27.5
3. KAMZ-F	84/10.9	9.8	---	9.8	---	10.2		3. KHEY-F	91/1073	3. KLAQ-F 954/22.5	24.1	24.3
4. KHEY-F	68/ 8.9	6.4	---	7.6	---	7.3		4. KAMZ-F	86/1326	4. KHEY-F 803/18.9	15.8	13.4
5. KTSM-F	57/ 7.4	6.7	---	6.4	---	6.8		5. KTSM-F	74/ 825	5. KLTO-F 711/16.7	15.9	14.2
6. KAMA	39/ 5.1	5.4	---	5.8	---	5.4		6. KAMA	42/ 623	6. KTSM-F 586/13.8	15.1	12.6
7. KFIM-F	33/ 4.3	3.0	---	3.5	---	3.6		7. KFIM-F	39/ 516	7. KAMA 565/13.3	12.5	14.4
8. KR0D	32/ 4.2	3.8	---	6.3	---	4.8		8. KR0D	34/ 604	8. KR0D 537/12.6	12.1	17.3
9. KLTO-F	31/ 4.0	4.9	---	2.9	---	3.9		KLTO-F	34/ 767	9. KFIM-F 418/ 9.8	10.2	13.1
10. KHEY	23/ 3.0	4.9	---	5.2	---	4.4		10. KHEY	28/ 447	10. KHEY 367/ 8.6	10.5	13.4
11. KBNA-F	21/ 2.7	3.5	---	2.0	---	2.7		11. KBNA-F	26/ 390	11. KBNA-F 338/ 8.0	7.3	5.0
12. KTSM	20/ 2.6	3.5	---	4.0	---	3.4		12. KTSM	22/ 359	12. KTSM 326/ 7.7	6.6	8.5
13.								13.		13.		
14.								14.		14.		
15.								15.		15.		

12+ FM SHARE (METRO): 73.62% (522 of 709)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KEZB-F>	1. KLAQ-F	1. KEZB-F	1. KEZB-F	1. KEZB-F	1. KHEY-F	1. KEZB-F+	1. KEZB-F+	1. KEZB-F+	1. KEZB-F+	1. KEZB-F
2. KAMZ-F	2. KEZB-F	2. KLAQ-F	2. KLAQ-F	2. KHEY-F	2. KTSM-F	2. KLAQ-F	2. KLAQ-F	2. KLAQ-F	2. KAMZ-F	2. KAMZ-F
3. KLAQ-F	3. KAMZ-F	3. KAMZ-F	3. KHEY-F	3. KLAQ-F	3. KAMA	3. KHEY-F	3. KHEY-F	3. KAMZ-F	3. KLAQ-F	3. KLAQ-F
4.	4. KHEY-F	4. KHEY-F	4. KAMZ-F	4. KAMZ-F	4. KEZB-F	4. KAMZ-F	4. KAMZ-F	4. KHEY-F	4. KHEY-F	4. KHEY-F
5.	5. KLTO-F	5. KFIM-F	5. KFIM-F	5. KFIM-F	5. KR0D	5. KAMA	5. KTSM-F	5. KTSM-F	5. KTSM-F	5. KTSM-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. KEZB-F	1. KEZB-F	1. KEZB-F	1. KEZB-F	1. KEZB-F	1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F	
2. KAMZ-F	2. KAMZ-F	2. KAMZ-F	2. KAMZ-F	2. KHEY-F	2. KEZB-F	2. KEZB-F	2. KEZB-F	2. KEZB-F	2. KHEY-F	
3. KHEY-F	3. KHEY-F	3. KHEY-F	3. KHEY-F	3. KAMZ-F	3. KAMZ-F	3. KAMZ-F	3. KAMZ-F	3. KAMZ-F	3. KEZB-F	
4. KLAQ-F	4. KLAQ-F	4. KLAQ-F	4. KLAQ-F	4. KAMA	4.	4.	4. KFIM-F	4. KHEY-F	4. KFIM-F	
5. KLTO-F	5. KLTO-F	KLTO-F	5. KAMA	5. KTSM-F	5.	5.	5. KBNA-F	5. KFIM-F	5. KR0D	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALY	1340	El Paso	1.4/2.4
KDXX	920	El Paso	.9/2.2
KELP	1590	El Paso	1.2/2.5
KEZB	1150	El Paso	1.4/4.3
KFNA	1060	El Paso	1.7/3.2
KLOZ-F	102.1	El Paso	.4/1.8
KPAS-F	103.1	Fabens	.8/1.7
XEJ	970	Juarez	.8/2.6
XROK	800	Juarez	1.4/4.6
XZOL	860	Juarez	.7/1.6

RADIO STATIONS

KALY, 1340,	1 KW	, SPANISH	,\$ 17.00*	(Caballero)	
KAMA, 750,	10 KW/1 KW (DA-2)	, SPANISH	,\$ 66.00	(Eastman)	Thrash
KDXX, 920,	1 KW/500 W (DA-N)	, SPANISH	,\$ 15.00*	(Caballero)	Tichenor
KELP, 1590,	5 KW (DAYS)	, RELIGION	ABC-C, \$ NA	(---)	
KHEY, 690,	10 KW (DA-2)	, COUNTRY	ABC-I, \$ 60.00*	(Katz)	
KR0D, 600,	5 KW (DA-N)	, AC	,\$ 20.00	(HNWH)	
KTSM, 1380,	5 KW/500 W	, NEWS/TALK	CBS,ABC-T,NBC-T, \$ 16.00	(HNWH)	
XROK, 800,	150 KW	, SPANISH	,\$ 32.00	(Lotus)	(JUAREZ)
KAMZ-F, 93.1,	30 KW @ 1190,	CHR	,\$ 75.00	(Eastman)	Thrash
KBNA-F, 97.5,	60 KW @ 1080,	SPANISH CHR	,\$ 27.00*	(Katz)	Tichenor
KEZB-F, 93.9,	100 KW @ 1210,	CHR	ABC-F, \$ 54.00*	(Christal)	
KFIM-F, 92.3,	100 KW @ 1860,	AC	,\$ 26.00*	(Mc-Guild)	
KHEY-F, 96.3,	100 KW @ 1388,	COUNTRY	,\$ 80.00*	(Katz)	
KLAQ-F, 95.5,	88 KW @ 1390,	AOR	Source, \$ 50.00*	(HNWH)	
KLOZ-F, 102.1,	55 KW @ 1190,	COUNTRY	US 2, \$ 24.00*	(Select)	
KLTO-F, 94.7,	91 KW @ 740,	CHR	,\$ 23.00*	(Torbet)	
KTSM-F, 99.9,	100 KW @ 1820,	BTFL/EZ	,\$ 25.00*	(HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 73/471,900  
 MSA Rank/Pop: 86/563,400  
 ADI # 64  
 Average Person Ratings: 16.4  
 Market TSL: 22.6 hours

Stations: 23/21  
 Diaries: 857/551:1/44.1%  
 Sample Target: 840  
 % Below Line: 1.6  
 % Not Listed: 14.0

1985 Revenue: \$16,600,000  
 HH Inc.: \$28,963  
 Retail \$: 3.1 Bil  
 Pop per Station: 22,471  
 #1 Biller: KFYE-F \$3,100,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. KKDJ-F	74/9.5	7.3	---	7.4	---	8.1	15.6	1. KBOS-F	126/1940	1. KYNO-F	910/19.3	25.0	24.3
2. KMJ	60/7.7	6.6	---	9.6	---	8.0	7.9	2. KKDJ-F	122/1248	2. KBOS-F	797/16.9	15.7	15.5
3. KGST	53/6.8	5.5	---	6.2	---	6.2	2.1	3. KMJ	94/1296	3. KMJ	777/16.5	15.6	19.5
4. KNAZ-F	51/6.6	6.0	---	4.6	---	5.7	6.1	4. KOJY-F	71/ 940	4. KMGX-F	676/14.3	18.5	14.0
5. KYNO-F	48/6.2	9.2	---	7.5	---	7.6	10.8	5. KFYE-F	67/1198	5. KKDJ-F	660/14.0	13.8	12.6
6. KOJY-F	45/5.8	4.6	---	7.3	---	4.4	3.0	6. KMGX-F	62/1027	6. KFYE-F	563/11.9	12.3	12.9
7. KMGX-F	43/5.5	6.9	---	5.5	---	6.0	11.5	7. KYNO-F	58/1121	7. KFIG-F	464/ 9.8	12.5	13.2
8. KBOS-F	36/4.6	5.1	---	5.9	---	5.2	4.9	8. KGST	57/ 452	8. KOJY-F	432/ 9.2	9.0	NA
KXEX	36/4.6	2.8	---	4.3	---	3.9	1.9	9. KNAX-F	53/ 501	9. KNAX-F	430/ 9.1	11.2	10.3
10. KFYE-F	30/3.9	5.2	---	3.6	---	4.2	4.3	10. KFSO-F	45/ 807	10. KGST	417/ 8.8	9.7	11.3
11. KKNU-F	28/3.6	4.5	---	4.7	---	4.3	3.8	11. KKNU-F	44/ 631	11. KFSO-F	416/ 8.8	8.7	8.5
12. KXTC	26/3.4	3.7	---	---	---	3.6	1.4	12. KJUG-F	41/ 557	12. KKNU-F	404/ 8.6	10.2	12.6
13. KFSO-F	23/3.0	2.8	---	3.3	---	3.0	3.4	13. KXEX	36/ 396	13. KXEX	390/ 8.3	7.0	NA
14. KFIG-F	20/2.6	3.6	---	4.6	---	3.6	3.5	KFRE	36/ 638	14. KMAK	339/ 7.2	NA	2.5
15. KYNO	18/2.3	2.8	---	2.2	---	2.4	2.7	15. KXTC	32/ 363	15. KXTC	312/ 6.6	5.3	NA
KMAK	18/2.3	1.4	---	2.0	---	1.9	1.0						

12+ FM SHARE (METRO): 62.67% (418 of 667)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KMGX-F	1. KKDJ-F>	1. KKDJ-F>	1. KKDJ-F	1. KKDJ-F	1. KGST	1. KMJ >	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F
2. KYNO-F>	2. KBOS-F	2. KGST	2. KNAX-F	2. KNAX-F	2. KMJ	2. KKDJ-F	2. KNAX-F	2. KNAX-F	2. KMGX-F	2. KYNO-F
3. KBOS-F	3. KGST	3. KNAX-F	3. KKNU-F	3. KKNU-F	3. KNAX-F	3. KNAX-F	3. KGST	3. KOJY-F	3. KMJ	3. KMGX-F
4.	KYNO-F	KYNO-F	4. KGST	4. KGST	4. KOJY-F	4. KYNO-F	4. KOJY-F	4. KYNO-F	4. KGST	4. KNAX-F
5.	5. KFYE-F	5. KBOS-F	5. KFYE-F	5. KFYE-F	5. KKNU-F	5. KGST	5. KYNO-F	5. KGST	5. KYNO-F	5. KGST

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBOS-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KKNU-F	1. KKDJ-F>	1. KKDJ-F>	1. KKDJ-F>	1. KKDJ-F>	1. KKDJ-F
KYNO-F	2. KYNO-F	2. KFSO-F	2. KYNO-F	2. KFYE-F	2. KGST	2. KGST	2. KBOS-F	2. KGST	2. KNAX-F
3. KKDJ-F	3. KFYE-F	KFYE-F	3. KFYE-F	KKDJ-F	3. KBOS-F	KBOS-F	3. KGST	3. KNAX-F	3. KGST
4. KFYE-F	4. KBOS-F	4. KYNO-F	4. KKNU-F	4. KFSO-F	4.	4.	4.	4. KBOS-F	4. KOJY-F
5.	5. KFSO-F	5. KKNU-F	5. KFSO-F	KNAX-F	5.	5.	5.	5. KYNO	5. KMJ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAP	980	Fresno	1.0/2.8
KFIG	1430	Fresno	.4/3.6
KFRE	940	Fresno	1.9/4.1
KFRE-F	101.9	Fresno	2.1/6.2
KIRV	1510	Fresno	.6/1.8
KCBS	740	San Francisco	.9/1.9
KJUG-F	106.7	Tulare	.5/1.5

RADIO STATIONS

KBIF, 900, 1 KW (DAYS), RELIGION  
 KEAP, 980, 500 W (DAYS), SPANISH  
 KFIG, 1430, 5 KW (DA-1), AC  
 KFRE, 940, 50 KW (DA-2), COUNTRY  
 KGST, 1600, 5 KW (DA-N), SPANISH  
 KIRV, 1510, 500 W (DAYS), ?  
 KMAK, 1340, 1 KW, NEWS/TALK  
 KMJ, 580, 5 KW, NEWS/TALK  
 KXEX, 1550, 5 KW/2.5 KW (DA-2), SPANISH  
 KYNO, 1300, 5 KW/1 KW (DA-N), NOSTALGIA

, \$ 15.00 (---) Cascade  
 MBS, \$ 12.00 (Caballero)  
 APR, \$ 25.00 (Torbet) Davis/Weaver  
 ABC-I, \$ 30.00\* (HNWH)  
 \$ 19.00 (Lotus)  
 \$ 10.00 (---)  
 CBS, MBS, ABC-T, \$ 26.00\* (Durpetti)  
 NBC, NBC-T, \$ 50.00\* (Katz) McClatchy  
 \$ 20.00 (Caballero)  
 US 2, \$ NM (Blair) Brown  
 Source, ABC-F, \$ 37.00\* (Durpetti) (TULARE)  
 \$ 52.00 (Torbet) Davis/Weaver  
 \$ 25.00\* (HNWH)  
 US I, \$ NA (CBS) Americom  
 \$ 50.00 (Mc-Guild) EZ  
 \$ 55.00\* (Eastman)  
 \$ 40.00 (Christal)  
 CBS-R, \$ 20.00 (Select) Sunrise (HANFORD)  
 US I, \$ 46.00\* (Republic) ABS (HANFORD)  
 ABC-E, \$ 31.00\* (Katz) McClatchy  
 \$ 30.00\* (MMR)  
 \$ 63.00\* (Blair) Brown

KBOS-F, 94.9, 17 KW @ 847, CHR  
 KFIG-F, 101.1, 50 KW @ 352, AC  
 KFRE-F, 101.9, 1.8 KW @ 1870, COUNTRY  
 KFSO-F, 92.9, 19 KW @ 820, AC/OLDIES  
 KFYE-F, 93.7, 68 KW @ 1950, AC  
 KKDJ-F, 105.9, 2.4 KW @ 1960, AOR  
 KKNU-F, 102.7, 50 KW @ 500, SOFT AC  
 KLTK-F, 107.5, 19 KW @ 790, SOFT AC  
 KMGX-F, 103.7, 50 KW @ 500, CHR  
 KNAX-F, 97.9, 48 KW @ 310, COUNTRY  
 KOJY-F, 98.9, 19 KW @ 820, BTFL/EZ  
 KYNO-F, 95.7, 50 KW @ 320, CHR

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/509,100

Stations: 24/20  
Diaries: 1081/471:1/49.1%  
Sample Target: 890  
% Below Line: 9.7  
% Not Listed: 11.7

1985 Revenue: \$17,000,000  
HH Inc.: \$31,340  
Retail \$: 4.0 Bil  
Pop per Station: 25,455  
#1 Biller: WOOD A/F \$4,300,000

MSA Rank/Pop: 76/619,900  
ADI # 41 (with Kalamazoo)  
Average Person Ratings: 14.8  
Market TSL: 19.7 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85
1. WKLQ-F	87/11.6	9.2	---	3.3	---	8.0	13.3	1. WKLQ-F	161/2242	1. WKLQ-F	1157/22.7	20.4 14.3
2. WOOD-F	83/11.1	10.3	---	8.7	---	10.0	7.0	2. WOOD-F	146/2125	2. WOOD-F	1105/21.7	21.6 20.7
3. WCUZ-F	65/ 8.7	7.9	---	10.1	---	8.9	8.1	3. WJFM-F	114/1754	3. WCUZ-F	1018/20.0	17.2 19.2
4. WLAV-F	62/ 8.3	11.0	---	10.2	---	9.8	15.2	4. WLAV-F	102/1661	4. WLAV-F	1014/19.9	21.2 19.3
5. WOOD	54/ 7.2	8.6	---	7.7	---	7.8	5.0	5. WCUZ-F	92/1509	5. WGRD-F	1004/19.7	18.5 22.6
6. WLHT-F	49/ 6.5	6.4	---	7.7	---	6.9	6.0	6. WMUS-F	87/1073	6. WOOD	856/16.8	19.0 17.4
7. WGRD-F	42/ 5.6	5.2	---	8.7	---	6.5	6.8	7. WGRD-F	82/1942	7. WLHT-F	790/15.5	16.9 18.4
8. WCUZ-F	29/ 3.9	5.0	---	3.4	---	4.1	2.5	8. WSNX-F	75/ 883	8. WCUZ-F	546/10.7	13.8 9.9
9. WSNX-F	29/ 3.9	1.7	---	.9	---	2.2	2.1	9. WOOD	62/ 931	9. WFUR-F	465/ 9.1	8.5 8.1
10. WMUS-F	28/ 3.7	5.4	---	7.1	---	5.4	4.2	10. WLHT-F	54/1036	10. WJFM-F	436/ 8.6	10.5 11.7
11. WFUR-F	22/ 2.9	3.5	---	3.5	---	3.3	3.1	11. WCUZ-F	30/ 579	11. WSNX-F	435/ 8.5	4.3 3.7
12. WJFM-F	19/ 2.5	2.4	---	2.5	---	2.5	3.3	12. WFUR-F	30/ 619	12. WMUS-F	432/ 8.5	8.9 9.7
13.								13.		13.		
14.								14.		14.		
15.								15.		15.		

12+ FM SHARE (METRO): 79.00% (524 of 663)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKLQ-F	1. WLAV-F	1. WLAV-F	1. WCUZ-F	1. WCUZ-F	1. WOOD-F	1. WCUZ-F	1. WOOD-F	1. WOOD-F	1. WKLQ-F	1. WKLQ-F
2. WGRD-F	2. WKLQ-F	2. WKLQ-F	WLAV-F	2. WLAV-F	2. WOOD	2. WOOD	2. WKLQ-F	2. WKLQ-F	2. WCUZ-F	2. WCUZ-F
3.	3. WLHT-F	3. WCUZ-F	3. WOOD-F	3. WOOD-F	3. WCUZ-F	3. WOOD-F	3. WLAV-F	3. WLAV-F	3. WLAV-F	3. WOOD-F
4.	4. WGRD-F	WOOD-F	4. WLHT-F	4. WLHT-F	4. WLHT-F	4. WKLQ-F	4. WCUZ-F	4. WGRD-F	4. WGRD-F	4. WLAV-F
5.	5. WCUZ-F	5. WLHT-F	5. WKLQ-F	5. WOOD	5.	5. WLAV-F	5. WLHT-F	5. WLHT-F	5. WOOD-F	5. WMUS-F
			6. WOOD							

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKLQ-F	1. WKLQ-F	1. WLHT-F	1. WOOD-F	1. WOOD-F	1. WLAV-F	1. WLAV-F	1. WLAV-F	1. WLAV-F	1. WLAV-F
2. WLHT-F	2. WLHT-F	2. WCUZ-F	WLHT-F	2. WLHT-F	2. WSNX-F	2. WKLQ-F	2. WCUZ-F	2. WCUZ-F	2. WCUZ-F
3. WGRD-F	3. WGRD-F	3. WKLQ-F	3. WKLQ-F	3. WCUZ-F	3. WKLQ-F	3. WSNX-F	WKLQ-F	3. WKLQ-F	3. WOOD-F
4. WOOD-F	4. WCUZ-F	WLAV-F	4. WCUZ-F	4. WOOD	4. WGRD-F	4. WGRD-F	4.	4. WSNX-F	4. WKLQ-F
5. WLAV-F	5. WLAV-F	5. WJFM-F	5. WOOD	5. WKLQ-F	5.	5. WCUZ-F	5.	5. WOOD-F	5. WLHT-F
	WOOD-F		6. WGRD-F	WMUS-F				WGRD-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	1570	Grand Rapids	.3/2.5
WGHN-F	92.1	Grand Haven	.5/1.4
WHTC	1450	Holland	2.1/4.6
WKTH	1410	Grand Rapids	1.6/2.6
WKWM	1140	Kentwood	1.2/2.6
WLAV	1340	Grand Rapids	.9/3.8
WMAX	1480	Grand Rapids	.5/3.1
WWJQ	1260	Holland	.8/2.7
WYXX-F	96.1	Holland	1.9/6.3
WZND-F	99.3	Zeeland	1.7/3.1
WCXT-F	105.3	Hart	.5/2.2
WPLB-F	107.3	Greenville	.4/1.6

RADIO STATIONS

WCUZ, 1230,	1 KW	, COUNTRY
WFUR, 1570,	1 KW (DAYS)	, RELIGION
WKWM, 1140,	5 KW (DAYS,DA)	, BLACK
WLAV, 1340,	1 KW	, OLDIES
WMAX, 1480,	5 KW (DA-2)	, RELIGION
WOOD, 1300,	5 KW (DA-N)	, MOR
WFTH, 1410,	1 KW (DAYS)	, OLDIES
WCUZ-F, 101.3,	50 KW @ 420,	COUNTRY
WFUR-F, 102.9,	40 KW @ 500,	RELIGION/BTFL
WGRD-F, 97.9,	13 KW @ 590,	CHR
WJFM-F, 93.7,	320 KW @ 780,	AC
WKLQ-F, 94.5,	50 KW @ 500,	CHR
WLAV-F, 96.9,	50 KW @ 500,	AOR
WLHT-F, 95.7,	40 KW @ 496,	AC
WMUS-F, 106.9,	50 KW @ 480,	COUNTRY
WOOD-F, 105.7,	265 KW @ 810,	BTFL/EZ
WYXX-F, 96.1,	50 KW @ 295,	CONTEMP

ABC-I,	\$ 35.00*	(Christal)	Federated
	\$ 10.00	(Patt)	Kuiper
SBN,	\$ 15.00	(Patt)	
Source,	\$ 18.00*	(MMR)	Adams
	\$ 11.00	(---)	
NBC,	\$ 63.00*	(Katz)	Surrey
ABC-I,	\$ 20.00*	(Weiss)	Regional
ABC-E,	\$ 80.00	(Christal)	Federated
	\$ 17.00	(Patt)	Kuiper
ABC-C,	\$ 50.00*	(Weiss)	Regional
CBS-R,	\$ 35.00*	(Mc-Guild)	Fetzer
	\$ 40.00*	(Eastman)	Bloomington (HOLLAND)
Source,	\$ 65.00*	(MMR)	Adams
	\$ 50.00	(Republic)	Liggett
	\$ 42.00*	(HNWH)	(MUSKEGON)
	\$ 80.00*	(Katz)	Surrey
MBS,	\$ 17.00	(Patt)	(HOLLAND)

GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 49/752,900  
 MSA Rank/Pop: 55/890,800  
 ADI # 50  
 Average Person Ratings: 15.7  
 Market TSL: 21.3 hours

Stations: 30/26  
 Diaries: 1334/564:1/56.1%  
 Sample Target: 1070  
 % Below Line: 2.8  
 % Not Listed: 12.6

1985 Revenue: \$18,000,000  
 HH Inc.: \$27,686  
 Retail \$: 5.6 Bil  
 Pop per Station: 28,958  
 #1 Biller: WTQR-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO	CUME/RATING	SPG 86	FAL 85
1. WTQR-F	173/14.6	17.4	---	19.1	---	17.0	12.9	1. WTQR-F	316/3646	1. WTQR-F	1903/25.3	30.8	32.3
2. WKSJ-F	98/ 8.3	5.9	---	4.9	---	6.4	9.4	2. WKSJ-F	174/2382	2. WKSJ-F	1305/17.3	17.8	16.1
3. WOJY-F	82/ 6.9	7.0	---	9.3	---	7.7	3.2	3. WOJY-F	126/1678	3. WKZL-F	1210/16.1	17.3	18.9
4. WKZL-F	79/ 6.7	5.5	---	8.3	---	6.8	9.5	4. WKRR-F	116/1244	4. WOJY-F	1113/14.8	16.7	17.8
5. WKRR-F	64/ 5.4	7.8	---	---	---	6.6	10.4	WKZL-F	116/1952	5. WSJS	938/12.5	13.2	12.6
WQMG-F	64/ 5.4	6.2	---	4.8	---	5.4	7.1	6. WQMG-F	96/1076	6. WMAG-F	920/12.2	17.4	19.4
7. WSJS	61/ 5.2	6.9	---	7.5	---	6.5	4.9	7. WMAG-F	93/1523	7. WKRR-F	826/11.0	12.4	---
8. WMAG-F	53/ 4.5	6.1	---	8.8	---	6.5	6.1	8. WSJS	66/1014	8. WQMG-F	776/10.3	9.4	9.4
9. WTHP-F	44/ 3.7	1.7	---	1.5	---	2.3	4.6	9. WTHP-F	50/ 448	9. WSEZ-F	667/ 8.9	7.3	8.9
10. WSEZ-F	38/ 3.2	2.3	---	2.1	---	2.5	4.2	10. WPCM-F	49/ 695	10. WTHP-F	409/ 5.4	3.2	3.3
11. WKLM-F	28/ 2.4	1.2	---	2.0	---	1.9	1.1	11. WSEZ-F	46/ 778	11. WAAA	361/ 4.8	4.4	4.8
12. WKMQ-F	26/ 2.2	1.0	---	.4	---	1.2	1.3	12. WKLM-F	42/ 509	12. WKLM-F	334/ 4.4	3.8	5.2
13. WWMO-F	23/ 1.9	1.2	---	1.6	---	1.6	.9	13. WWMO-F	40/ 575	13. WWMO-F	328/ 4.4	3.8	4.6
14.								14.		14.			
15.								15.		15.			
16.								16.		16.			
17.								17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 79.17% (817 of 1032)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKSJ-F	1. WTQR-F	1. WTQR-F	1. WTQR-F>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F	1. WTQR-F>	1. WTQR-F>	1. WQMG-F	1. WTQR-F>
2. WKZL-F	2. WTQR-F	2. WKSJ-F	2. WOJY-F	2. WOJY-F	2. WOJY-F	2. WSJS	2. WOJY-F	2. WKSJ-F	2. WKSJ-F	2. WKZL-F
3. WQMG-F>	3. WKRR-F	3. WOJY-F	3. WKSJ-F	3. WKSJ-F	3. WSJS	3. WOJY-F	3. WKSJ-F	3. WOJY-F	3. WTQR-F	3. WKSJ-F
4. WTHP-F	4. WKZL-F	4. WKZL-F	4. WMAG-F	4. WMAG-F	4. WMAG-F	4. WKSJ-F	4. WKRR-F	4. WKZL-F	4. WTHP-F	4. WKRR-F
5. WTQR-F	5. WSEZ-F	5. WKRR-F	5. WKZL-F	5. WKZL-F	5. WEAL	5. WKZL-F	5. WKZL-F	5. WKRR-F	5. WKZL-F	5. WOJY-F
6.	WTHP-F	6.	6.	6.	6.	6.	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKSJ-F	1. WKSJ-F	1. WKSJ-F	1. WTQR-F	1. WTQR-F	1. WKRR-F	1. WKRR-F	1. WKRR-F	1. WTQR-F	1. WTQR-F>
2. WSEZ-F	2. WTQR-F	2. WTQR-F	2. WKSJ-F	2. WOJY-F	2. WKZL-F	2. WTQR-F	2. WTQR-F	2. WKRR-F	2. WOJY-F
3. WKRR-F	3. WOJY-F	3. WOJY-F	3. WOJY-F	3. WKSJ-F	3. WKSJ-F	3. WKZL-F	3. WTHP-F	3. WKZL-F	3. WKRR-F
4. WKZL-F	4. WKRR-F	4. WMAG-F	4. WKZL-F	4. WMAG-F	4. WTQR-F	4. WTHP-F	4. WSEZ-F	4. WKSJ-F	4. WMAG-F
5. WOJY-F	5. WKZL-F	5. WQMG-F	5. WMAG-F	5. WQMG-F	WQMG-F	5. WKSJ-F	5. WKZL-F	5. WTHP-F	5. WTHP-F
6.	WMAG-F	6.	6.	6.	6.	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAA	980	Winston Salem	1.7/4.8
WAIR	1340	Winston Salem	1.8/3.5
WBIG	1470	Greensboro	.9/2.9
WEAL	1510	Greensboro	1.9/2.5
WGLD	1320	Greensboro	1.2/3.2
WHPE-F	95.5	High Point	.9/3.5
WKXR	1260	Asheboro	.4/1.1
WLXN	1440	Lexington	.5/1.7
WMFR	1230	High Point	1.8/3.6
WPCM-F	101.1	Burlington	.4/1.9
WPET	950	Greensboro	.5/2.0
WTNC	790	Thomasville	1.8/2.6
WTOB	1380	Winston Salem	.6/3.2
WDCG-F	105.1	Durham	.7/3.5
WEZC-F	104.7	Charlotte	.5/1.9
WRDX-F	106.5	Salisbury	.9/2.9
WSOC-F	103.7	Charlotte	.3/2.5

RADIO STATIONS

AM STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	NBN, \$ 17.00	(Weiss)	
WAIR, 1340, 1 KW	, BLACK	, \$ 19.00*	(Torbet)	
WBFJ, 1550, 1 KW (DAYS)	, RELIGION	, \$ 15.00	(---)	
WBIG, 1470, 5 KW (DA-N)	, MOR	CBS, \$ 25.00	(Blair)	Jeff-Pilot
WEAL, 1510, 1 KW (DAYS)	, BLACK	SBN, \$ 15.00	(HNWH)	
WGLD, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	US 2, \$ 20.00	(Christal)	Mann
WKEW, 1400, 1 KW	, MOR	ABC-I, MBS, \$ 17.00	(---)	
WMFR, 1230, 1 KW	, NOSTALGIA	ABC-I, \$ 22.00*	(MMR)	Voyager
WPET, 950, 500 W (DAYS)	, RELIGION	, \$ 15.00	(Eastman)	
WSJS, 600, 5 KW (DA-2)	, MOR	CBS, MBS, \$ 64.00*	(Mc-Guild)	Summit
WSMX, 1500, 10 KW (DAYS, DA)	, COUNTRY	SBN, \$ 12.00	(Southern)	
WTOB, 1380, 5 KW/1 KW (DA-N)	, MOR	ABC-C, CBS, \$ 20.00	(Savalli)	

FM STATIONS

WHPE, 95.5, 100 KW @ 440, RELIGION	, \$ NA	(---)	
WKRR, 92.3, 100 KW @ 1276, CLASSIC AOR	, \$ NA	(Republic)	Dick (ASHEBORO)
WKSI, 98.7, 100 KW @ 814, CHR	, \$ 80.00	(Eastman)	
WKZL, 107.5, 100 KW @ 500, CHR	ABC-R, \$102.00	(Katz)	Nationwide
WMAG, 99.5, 100 KW @ 1500, AC	ABC-E, \$100.00*	(MMR)	Voyager
WOJY, 100.3, 100 KW @ 400, SOFT AC	, \$ 95.00*	(Christal)	Mann
WQMG, 97.1, 100 KW @ 555, BLACK	CBS-R, \$ 59.00*	(HNWH)	
WSEZ, 93.1, 100 KW @ 383, AC	US I, \$ 48.00*	(Torbet)	
WTQR, 104.1, 100 KW @ 1420, COUNTRY	, \$125.00*	(Mc-Guild)	Summit
WPCM, 101.1, 100 KW @ 910, COUNTRY	, \$ 32.00	(Masla)	Audubon (BURLINGTON)
WWMO, 102.1, 100 KW @ 770, RELIGION	, \$ 10.00	(---)	Beasley (REIDSVILLE)
WKLM, 94.5, 27 KW @ 96, BTFL/EZ	, \$ 15.00*	(Southern)	Colonial (EDEN)



GREENVILLE - SPARTANBURG

Arbitron Rank/Pop (12+): 66/507,200

MSA Rank/Pop: 82/599,400

Average Person Ratings: 16.0  
Market TSL: 21.7 hours

Stations: 19/16  
Diaries: 991/512:1/47.7%  
Sample Target: 880  
% Below Line: 7.7  
% Not Listed: 13.8

1985 Revenue: \$16,300,000  
HH Inc.: \$24,469  
Retail \$: 3.5 Bil  
Pop per Station: 31,700  
#1 Biller: WFBC-F \$4,500,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WESC-F+	114/14.1	11.6	---	13.2	---	13.0		1. WESC-F+	223/2529	1. WANS-F	1115/22.0	21.7	21.8
2. WFBC-F	97/12.0	19.4	---	11.7	---	14.4		2. WKSF-F	207/2492	2. WFBC-F	1108/21.8	32.1	27.0
3. WHYZ	80/ 9.9	7.2	---	8.2	---	8.4		3. WFBC-F	179/2211	3. WESC-F+	1089/21.5	21.8	21.8
4. WSPA-F	71/ 8.8	7.0	---	8.3	---	8.0		4. WSSL-F	171/1975	4. WCKN-F	1036/20.4	19.2	19.1
5. WCKN-F	57/ 7.0	6.3	---	6.6	---	6.6		5. WSPA-F	146/1499	5. WSSL-F	714/14.1	19.7	15.1
6. WSSL-F	55/ 6.8	10.2	---	8.0	---	8.3		6. WCKN-F	100/1940	6. WSPA-F	709/14.0	14.3	15.9
7. WANS-F	54/ 6.7	5.7	---	7.1	---	6.5		7. WHYZ	99/ 679	7. WKSF-F	634/12.5	11.8	12.9
8. WKSF-F	34/ 4.2	3.4	---	4.5	---	4.0		8. WBCY-F	91/1039	8. WHYZ	540/10.6	9.1	9.3
9. WASC	25/ 3.1	3.5	---	3.6	---	3.4		9. WANS-F	91/1867	9. WBCY-F	372/ 7.3	6.8	6.7
10. WFBC	23/ 2.8	2.9	---	2.9	---	2.9		10. WXRC-F	50/ 539	10. WORD	330/ 6.5	8.1	7.8
11. WORD	21/ 2.6	2.9	---	2.6	---	3.0		11. WASC	25/ 149	11. WFBC	310/ 6.1	7.9	8.1
12. WSPA	17/ 2.1	1.9	---	2.4	---	2.1		WFBC	25/ 331	12. WSPA	269/ 5.3	5.5	7.1
13.								13.		13.			
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 73.31% (511 of 697)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WCKN-F	1. WFBC-F	1. WFBC-F	1. WFBC-F	1. WFBC-F	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WHYZ	1. WESC-F+
2. WHYZ	2. WHYZ	2. WESC-F+	2. WESC-F+	2. WESC-F+	2. WFBC-F	2. WFBC-F	2. WFBC-F	2. WFBC-F	2. WANS-F	2. WFBC-F
3. WKSF-F	3. WANS-F	3. WHYZ	3. WHYZ	3. WSPA-F	3. WSPA-F	3. WSPA-F	3. WSPA-F	3. WHYZ	3. WESC-F	3. WHYZ
4. WANS-F	WCKN-F	4. WANS-F	WSPA-F	4. WHYZ	4. WHYZ	4. WSSL-F	4. WHYZ	4. WSPA-F	4. WCKN-F	4. WSSL-F
5. WFBC-F	5. WESC-F+	5. WCKN-F	5. WSSL-F	5. WSSL-F	WSSL-F	5. WCKN-F	5. WSSL-F	5. WANS-F	5. WFBC-F	5. WSPA-F
	WSSL-F		6. WANS-F	6. WANS-F						
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WANS-F	1. WFBC-F	1. WFBC	1. WFBC-F	1. WFBC-F	1. WCKN-F	1. WCKN-F	1. WFBC-F	1. WFBC-F	1. WFBC-F	
WHYZ	2. WHYZ	2. WCKN-F	2. WHYZ	2. WESC-F+	2. WHYZ	2. WANS-F	2. WANS-F	2. WESC-F	2. WESC-F	
3. WCKN-F	3. WANS-F	3. WHYZ	3. WESC-F+	3. WSPA-F	3. WKSF-F	3. WFBC-F	3. WORD	3. WHYZ	3. WSSL-F	
WFBC-F	4. WCKN-F	4. WASC	4. WANS-F	4. WHYZ	4. WANS-F	4. WHYZ	4. WSSL-F	4. WANS-F	4. WANS-F	
WSSL-F	5. WASC	5. WANS-F	5. WSPA-F	5. WCKN-F	5.	5. WSSL-F	WASC	5. WSSL-F	5. WHYZ	
WKSF-F						WKSF-F		6. WCKN-F	WORD	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELP	1360	Easley	.4/1.3
WGSL	1440	Greenville	.9/2.4
WMUU-F	94.5	Greenville	.5/3.2
WTLT-F	103.9	Easley	1.9/4.5
WBCY-F	107.9	Charlotte	2.0/7.3
WXRC-F	95.7	Hickory	.5/1.0

RADIO STATIONS

WASC, 1530, 1 KW (DAYS), BLACK  
WESC, 660, 50 KW (DAYS,DA), COUNTRY  
WFBC, 1330, 5 KW (DA-N), MOR/OLDIES  
WGSL, 1440, 5 KW (DA-N), GOSPEL  
WHYZ, 1070, 50 KW (DAYS,DA), BLACK  
WKDY, 1400, 1 KW, COUNTRY  
WMRB, 1490, 1 KW, BLACK  
WMUU, 1260, 5 KW (DAYS), RELIGION  
WORD, 910, 5 KW/1 KW (DA-2), AC  
WSPA, 950, 5 KW (DA-N), MOR

NBN,ABC-C,\$ 13.00 (---)  
ABC-E,\$ NA (Blair)  
NBC,NBC-T,\$ 35.00\* (Katz)  
,\$ 18.00\* (Eastman)  
SBN,ABC-C\$ 30.00 (HNWH)  
ABC-E\$ 10.00 (Southern)  
,\$ 17.00 (---)  
,\$ 12.00 (---)  
UPI,\$ 15.00 (Masla)  
CBS,\$ 26.00\* (Mc-Guild)

Multimedia  
Sterling

WANS-F, 107.3, 100 KW @ 1008, CHR  
WCKN-F, 101.1, 100 KW @ 780, CHR  
WESC-F, 92.5, 100 KW @ 2000, COUNTRY  
WFBC-F, 93.7, 100 KW @ 1840, AC  
WMUU-F, 94.5, 100 KW @ 1200, BTFL/EZ  
WSPA-F, 98.9, 100 KW @ 1910, BTFL/EZ  
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY

US I,\$ 47.00\* (Torbet)  
MBS,ABC-C,\$ 40.00 (---)  
ABC-E,\$ 65.00\* (Blair)  
,\$ 87.00\* (Katz)  
APR,\$ 19.00 (S. Katz)  
,\$ 55.00 (Mc-Guild)  
US 2,\$ 52.00\* (Eastman)

(ANDERSON)  
(ANDERSON)  
Multimedia  
Sterling (GRAY COURT)

WKSF - See Asheville

HARRISBURG

Arbitron Rank/Pop (12+): 71/487,600

MSA Rank/Pop: 85/571,200  
 ADI # 44 (with York & Lancaster)  
 Average Person Ratings: 15.8  
 Market TSL: 21.0 hours

Stations: 27/17  
 Diaries: 1148/425:1/54.0%  
 Sample Target: 880  
 % Below Line: 16.9  
 % Not Listed: 11.3

1985 Revenue: \$8,800,000  
 HH Inc.: \$30,115  
 Retail \$: 4.1 Bil  
 Pop per Station: 28,682  
 #1 Biller: WNNK-F \$1,900,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	SPG 86	FAL 85
1. WNNK-F	158/20.5	14.0	---	15.3	---	16.6		1. WNNK-F	174/1922	1. WNNK-F	1550/31.8	28.5	29.5
2. WHP-F	66/ 8.5	10.1	---	9.9	---	9.5		2. WRKZ-F	140/1711	2. WHP-F	809/16.6	19.5	18.0
3. WRKZ-F	63/ 8.2	7.5	---	10.7	---	8.8		3. WQXA-F	123/2111	3. WQXA-F	720/14.8	15.1	16.7
4. WHYL-F+	54/ 7.0	4.9	---	3.1	---	5.0		4. WNCE-F	117/1481	4. WRKZ-F	712/14.6	15.0	19.5
5. WTPA-F	43/ 5.6	4.1	---	4.2	---	4.6		5. WSBA-F	93/1283	5. WHP	677/13.9	15.4	14.4
6. WHP	38/ 4.9	5.9	---	5.0	---	5.3		6. WLAN-F	86/1410	6. WSFM-F	635/13.0	11.6	12.7
7. WSFM-F	37/ 4.8	4.4	---	6.2	---	5.1		7. WHTF-F	80/1098	7. WTPA-F	514/10.5	11.4	8.8
8. WHTF-F	25/ 3.2	3.8	---	3.8	---	3.6		8. WHP-F	76/ 963	8. WHYL-F+	480/ 9.8	9.7	7.2
9. WQXA-F	23/ 3.0	4.7	---	5.4	---	4.4		9. WTPA-F	65/ 767	9. WLBR	391/ 8.0	8.3	7.5
10. WCMB	21/ 2.7	3.4	---	3.5	---	3.2		10. WHYL-F+	61/ 574	10. WHTF-F	365/ 7.5	NA	NA
11. WHGB	20/ 2.6	3.4	---	2.8	---	2.9		11. WDAC-F	50/ 532	11. WCMB	337/ 6.9	7.4	8.8
12. WLBR	19/ 2.5	2.7	---	3.0	---	2.7		12. WIOV-F	48/ 775	12. WNCE-F	334/ 6.8	7.7	5.8
WNCE-F	19/ 2.5	3.4	---	2.6	---	2.8		13.		13.			
WUFM-F	19/ 2.5	2.0	---	1.6	---	2.0		14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 79.71% (546 of 685)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WHP-F	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>
2. WQXA-F	2. WTPA-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WNNK-F	2. WHP	2. WHP-F	2. WHP-F	2. WHP-F	2. WRKZ-F
3. WLAN-F	3. WHTF-F	WTPA-F	3. WSFM-F	3. WHYL-F+	3. WRKZ-F	3. WRKZ-F	3. WRKZ-F	3. WHYL-F+	WRKZ-F	3. WHYL-F+
4.	4. WHYL-F+	4. WSFM-F	4. WHYL-F	4. WHP-F	4. WHYL-F+	4. WHP-F	4. WHYL-F+	4. WRKZ-F	4. WTPA-F	4. WHP-F
5.	5. WRKZ-F	5. WHYL-F+	5. WHP-F	WSFM-F	5. WHP	5. WSFM-F	5. WSFM-F	5. WTPA-F	5. WHTF-F	5. WTPA-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F	1. WNNK-F	1. WNNK-F	1. WNNK-F	1. WNNK-F	
2. WTPA-F	2.	2. WHYL-F+	2. WRKZ-F	2. WRKZ-F	2. WTPA-F	2. WTPA-F	2. WTPA-F	2. WTPA-F	2. WRKZ-F	
3.	3.	3. WSFM-F	3. WSFM-F	3. WHP-F	3. WHTF-F	3. WHTF-F	3. WRKZ-F	3. WRKZ-F	3. WHYL-F+	
4.	4.	4. WRKZ-F	4. WHP-F	WSFM-F	4.	4. WRKZ-F	4. WHYL-F	WHTF-F	4. WTPA-F	
5.	5.	5.	5. WHYL-F+	5. WHYL-F+	5.	5. WHYL-F+	5.	5. WHYL-F+	5. WHP-F	
									WSFM-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Annville	.6/2.1
WCTX-F	92.1	Palmyra	.5/1.9
WKBO	1230	Harrisburg	1.6/6.8
WMSP-F	94.9	Harrisburg	.4/1.9
WQIN	1290	Lykens	.9/2.1
WDAC-F	94.5	Lancaster	1.3/3.5
WIOV-F	105.1	Ephrata	.5/1.2
WLAN-F	96.9	Lancaster	1.7/3.8
WSBA-F	103.3	York	.9/3.9
WGRX-F	100.7	Westminster, MD	.4/1.7
WIKZ-F	95.1	Chambersburg	.6/1.4
WQXX-F	94.1	Sunbury	.9/3.2

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, AC/OLDIES	US 2,\$ 25.00* (Torbet)	McKenna
WHGB, 1400, 1 KW	, NOSTALGIA	MBS,\$ 18.00 (Mc-Guild)	Scott
WHP, 580, 5 KW (DA-N)	, MOR	CBS,\$ 80.00 (Katz)	
WKBO, 1230, 1 KW	, AC/OLDIES	NBC,\$ 40.00 (Blair)	
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR	ABC-I,\$ 18.00 (Masla)	(LEBANON)
WHP-F, 97.3, 14 KW @ 840	BTFLEZ	,\$ 65.00* (Katz)	
WMSP-F, 94.9, 50 KW @ 306	RELIGION/CLASS	,\$ 16.00 (---)	
WNNK-F, 104.1, 15 KW @ 950	CHR	APR,\$ 70.00* (Eastman)	Keymarket
WRKZ-F, 106.7, 50 KW @ 500	COUNTRY	ABC-E,\$ 61.00* (Mc-Guild)	Eastern (HERSHEY)
WSFM-F, 99.3, 3 KW @ 300	AC	US I,\$ 40.00* (Torbet)	McKenna
WTPA-F, 93.5, 3 KW @ 300	AOR	ABC-R,\$ 35.00 (Select)	
WHYL-F+, 102.3, 3 KW @ 300	COUNTRY	APR,\$ 26.00* (HNWH)	(CARLISLE)

Other ranked stations - See Lancaster or York

HARTFORD

Arbitron Rank/Pop (12+): 39/881,500  
 MSA Rank/Pop: 43/1,062,600  
 ADI # 24 (with New Haven)  
 Average Person Ratings: 16.7  
 Market TSL: 21.8 hours

Stations: 22/13  
 Diaries: 1256/702:1/45.8%  
 Sample Target: 1170  
 % Below Line: 8.7  
 % Not Listed: 12.2

1985 Revenue: \$27,500,000  
 HH Inc.: \$36,952  
 Retail \$: 7.4 Bil  
 Pop per Station: 67,807  
 #1 Biller: WTIC \$6,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85
1. WTIC	296/20.1	19.2	---	18.3	---	19.2	16.4	1. WTIC	403/4937	1. WTIC-F 3259/37.0	35.2	37.0
2. WTIC-F	245/16.7	15.3	---	14.9	---	15.6	18.7	2. WTIC-F	359/5019	2. WTIC 3257/36.9	34.6	36.8
3. WRCH-F	151/10.3	9.6	---	11.4	---	10.4	7.6	3. WRCH-F	255/3234	3. WRCH-F 1838/20.9	21.2	20.4
4. WCCC-F+	95/ 6.5	4.9	---	3.3	---	4.9	9.6	4. WKSS-F	176/3165	4. WKSS-F 1588/18.0	17.2	17.1
5. WKSS-F	79/ 5.4	4.8	---	4.9	---	5.0	5.4	5. WKCI-F	157/2584	5. WCCC-F+ 1329/15.1	11.8	12.6
6. WIOF-F	72/ 4.9	4.2	---	6.0	---	5.0	2.8	6. WCCC-F+	155/2348	6. WHCN-F 1307/14.8	13.9	16.0
7. WHCN-F	65/ 4.4	4.7	---	5.8	---	5.0	7.4	7. WIOF-F	130/2229	7. WIOF-F 1144/13.0	14.5	14.1
8. WPOP	48/ 3.3	2.6	---	3.6	---	3.2	2.7	8. WHCN-F	121/2471	8. WDRC-F 1007/11.4	12.4	14.4
9. WRCQ	43/ 2.9	3.0	---	3.7	---	3.2	2.5	9. WPLR-F	96/1864	9. WPOP 888/10.1	11.1	10.4
10. WDRC-F	39/ 2.7	3.1	---	4.8	---	3.5	3.8	10. WMAS-F	84/1058	10. WWYZ-F 672/ 7.6	7.2	7.0
11. WDRC	37/ 2.5	4.2	---	2.8	---	3.2	2.7	11. WAQY-F	82/1823	11. WAQY-F 657/ 7.5	5.5	NA
12. WWYZ-F	34/ 2.3	2.2	---	1.8	---	2.1	2.1	12. WDRC-F	80/2090	12. WRCQ 571/ 6.5	7.0	7.6

12+ FM SHARE (METRO): 65.12% (840 of 1290)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WTIC-F	1. WTIC-F	1. WTIC-F>	1. WTIC-F	1. WTIC-F	1. WTIC >	1. WTIC >	1. WTIC-F>	1. WTIC-F	1. WTIC >	1. WTIC-F
2. WKSS-F>	2. WCCC-F+	2. WTIC	2. WTIC	2. WTIC	2. WRCH-F	2. WTIC-F>	2. WRCH-F	2. WTIC	2. WTIC-F	2. WRCH-F
3. WCCC-F	3. WHCN-F	3. WCCC-F+	3. WRCH-F	3. WRCH-F	3. WTIC-F	3. WRCH-F	3. WTIC	3. WRCH-F	3. WRCH-F	3. WTIC
4.	4. WIOF-F	4. WIOF-F	4. WIOF-F	4. WIOF-F	4. WIOF-F	4. WCCC-F+	4. WCCC-F+	4. WCCC-F+	4. WKSS-F	4. WCCC-F+
5.	5. WKSS-F	5. WHCN-F	5. WCCC-F+	5. WCCC-F+	5. WRCQ	5. WIOF-F	5. WIOF-F	5. WKSS-F	5. WCCC-F	5. WIOF-F
		6. WRCH-F	6. WHCN-F	6. WHCN-F		6. WPOP	WKSS-F	6. WHCN-F	6. WPOP	6. WKSS-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F	1. WCCC-F+>	1. WCCC-F+	1. WCCC-F+	1. WCCC-F+	1. WTIC	
2. WKSS-F	2. WIOF-F	2. WRCH-F	2. WTIC	2. WTIC	2. WHCN-F	2. WHCN-F	2. WHCN-F	2. WTIC-F	2. WTIC-F	
3. WIOF-F	WKSS-F	3. WIOF-F	3. WIOF-F	3. WRCH-F	WTIC-F	3. WTIC-F	3. WTIC-F	3. WTIC	3. WCCC-F+	
4. WHCN-F	4. WHCN-F	WTIC	4. WRCH-F	4. WIOF-F	4.	4.	4.	4. WHCN-F	4. WIOF-F	
5. WCCC-F	5. WCCC-F	5. WHCN-F	5. WKSS-F	5.	5.	5.	5.	5. WIOF-F	5. WHCN-F	
								6. WDRC	WRCH-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKND	1480	Windsor	.5/1.5
WKCI-F	101.3	New Haven	1.2/3.7
WPLR-F	99.1	New Haven	2.3/6.7
WAAF-F	107.3	Worcester	.5/1.8
WAQY-F	102.1	Springfield	1.4/7.5
WCBS	880	New York	.3/1.7
WERI-F	103.7	Westerly, RI	.4/1.6
WMAS-F	94.7	Springfield	.3/2.3
WNBC	660	New York	.5/1.2

RADIO STATIONS

WCCC, 1290, 500 W (DAYS), CHR  
 WDRC, 1360, 5 KW (DA-N), AC/OLDIES  
 WGAB, 1550, 1 KW (DAYS), TALK  
 WKHT, 1230, 1 KW, COUNTRY  
 WKND, 1480, 500 W (DAYS,DA), BLACK  
 WPOP, 1410, 5 KW (DA-2), NEWS/TALK  
 WRCQ, 910, 5 KW (DA-2), NOSTALGIA  
 WRYM, 840, 1 KW (DAYS), SPANISH  
 WTIC, 1080, 50 KW (DA-N), MOR

WCCC-F, 106.9, 23 KW @ 720, AOR  
 WDRC-F, 102.9, 19 KW @ 810, AC  
 WHCN-F, 105.9, 16 KW @ 867, AOR  
 WIOF-F, 104.1, 18 KW @ 835, AC  
 WKSS-F, 95.7, 17 KW @ 880, CHR  
 WL VH-F, 93.7, 21 KW @ 780, SPANISH  
 WRCH-F, 100.5, 8 KW @ 1250, BTFL/EZ  
 WTICF-, 96.5, 20 KW @ 810, CHR  
 WWYZ-F, 92.5, 18 KW @ 860, AC

, \$ NA (Select)  
 , \$ 40.00\* (Mc-Guild) Buckley  
 ABC-T, \$ 22.00\* (---)  
 MBS, \$ 24.00\* (Roslin)  
 NBN, \$ 34.00 (Roslin)  
 CBS, \$ 65.00\* (Eastman) Merv Griffin  
 ABC-E, \$ 75.00 (Torbet)  
 , \$ 26.00 (Caballero)  
 NBC, \$300.00 (Katz)  
 Source, ABC-C, \$ 50.00 (Select)  
 , \$ 63.00\* (Mc-Guild) Buckley  
 ABC-R, \$ 85.00\* (Masla) Beck-Ross  
 CBS-R, \$ 90.00\* (Eastman) Merv Griffin (WATERBURY)  
 , \$ 71.00 (MMR)  
 , \$ 30.00 (---)  
 ABC-D, \$150.00 (Torbet)  
 , \$185.00 (Katz)  
 , \$ 60.00 (CBS) (WATERBURY)

Other ranked stations - See New Haven

HONOLULU

Arbitron Rank/Pop (12+): 53/680,700  
 MSA Rank/Pop: 61/814,100  
 NO ADI  
 Average Person Ratings: 16.0  
 Market TSL: 21.3 hours

Stations: 21/21  
 Diaries: 1202/566:1/43.9%  
 Sample Target: 1010  
 % Below Line: 0  
 % Not Listed: 7.6

1985 Revenue: \$16,100,000  
 HH Inc.: \$37,187  
 Retail \$: 5.3 Bil  
 Pop per Station: 32,414  
 #1 Biller: KSSK \$3,500,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85
1. KSSK	131/12.0	14.2	---	13.9	---	13.4		1.		1. KQMQ-F 1894/27.8	26.0	24.2
2. KMAI-F	120/11.0	8.0	---	2.7	---	7.2		2.		2. KSSK 1713/25.2	27.0	27.2
	KQMQ-F 120/11.0	9.8	---	13.5	---	11.4		3.		3. KMAI-F 1628/23.9	21.7	9.8
4. KUMU-F+	117/10.8	11.5	---	10.4	---	10.9		4.		4. KULA-F 1590/23.4	22.5	27.2
5. KULA-F	96/ 8.8	7.1	---	12.7	---	9.5		5.		5. KUMU-F+ 1211/17.8	16.1	17.3
6. KPOI-F	83/ 7.6	7.0	---	7.7	---	7.4		6.	HONOLULU'S METRO	6. KKUA 1087/16.0	10.0	16.3
7. KCCN	52/ 4.8	5.1	---	4.5	---	4.8		7.	AND TSA ARE	7. KPOI-F 1058/15.5	15.5	17.0
8. KRTR-F	48/ 4.4	4.5	---	4.0	---	4.3		8.	THE SAME.	8. KRTR-F 781/11.5	12.7	16.3
9. KKUA	46/ 4.2	3.5	---	4.5	---	4.1		9.		9. KHVH 769/11.3	13.4	12.2
10. KGU	42/ 3.9	3.8	---	2.9	---	3.5		10.		10. KCCN 741/10.9	10.3	10.6
11. KHVH	39/ 3.6	4.5	---	4.6	---	4.2		11.		11. KGU 636/ 9.3	8.4	7.4
12. KIKI	26/ 2.4	2.5	---	3.1	---	2.7		12.		12. KIKI 557/ 8.2	8.6	8.8
13. KDEO	22/ 2.0	3.9	---	3.3	---	3.1		13.		13. KDEO 330/ 4.8	7.2	8.1

12+ FM SHARE (METRO): 55.82% (561 of 1005)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID				
1. KMAI-F	1. KQMQ-F	1. KQMQ-F	1. KSSK	1. KSSK	1. KSSK	1. KSSK	1. KUMU-F+	1. KSSK-F	1. KMAI-F	1. KMAI-F				
2. KQMQ-F	2. KAMI-F	2. KULA-F	2. KULA-F	2. KUMU-F+	2. KUMU-F+	2. KQMQ-F	2. KQMQ-F	2. KQMQ-F	2. KQMQ-F	2. KUMU-F+				
3.	3. KPOI-F	3. KSSK	3. KUMU-F+	3. KULA-F	3. KULA-F	3. KUMA-F+	3. KMAI-F	3. KMAI-F	3. KUMA-F+	3. KSSK				
4.	4. KULA-F	4. KMAI-F	4. KPOI-F	4. KPOI-F	4. KCCN	4. KULA-F	4. KULA-F	4. KUMA-F+	4. KPOI-F	4. KQMQ-F				
5.	5. KRTR-F	5. KPOI-F	5. KQMQ-F	5. KQMQ-F	5. KHVH	5. KMAI-F	5. KSSK	5. KULA-F	5. KULA-F	5. KULA-F				
			6. KRTR-F					6. KPOI-F		6. KPOI-F				
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54						MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMAI-F	1. KQMQ-F	1. KULA-F	1. KULA-F	1. KSSK						1. KPOI-F	1. KPOI-F	1. KPOI-F	1. KPOI-F	1. KSSK
2. KQMQ-F	2. KMAI-F	2. KQMQ-F	2. KQMQ-F	2. KULA-F						2. KMAI-F	2. KQMQ-F	2. KULA-F	2. KQMQ-F	2. KPOI-F
3. KULA-F	3. KULA-F	KRTR-F	3. KSSK	3. KUMU-F+						3. KQMQ-F	3. KMAI-F	3. KUMU-F+	3. KSSK	3. KUMU-F+
4. KKUA	4. KRTR-F	4. KSSK	4. KMAI-F	4. KQMQ-F						4.	4. KULA-F	4. KQMQ-F	4. KULA-F	4. KULA-F
5.	5. KKUA	5. KMAI-F	5. KUMU-F+	5. KRTR-F						5.	5. KUMU-F+	5. KRTR-F	KMAI-F	5. KQMQ-F
													6. KUMU-F+	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	.6/1.9
KISA	1540	Honolulu	1.0/2.7
KLHT	1040	Honolulu	.7/2.7
KNDI	1270	Honolulu	.8/1.6
KOHO	1170	Honolulu	1.3/2.9
KORL	650	Honolulu	.9/3.7
KZOO	1210	Honolulu	.5/2.3

RADIO STATIONS

KAIM, 870, 50 KW (DA-2)	, RELIGION	,\$ 11.00 (---)	
KCCN, 1420, 5 KW	, HAWAIIAN	,\$ 25.00* (Weiss)	
KDEO, 940, 10 KW	, COUNTRY	MBS,\$ 28.00 (Masla)	
KGU, 760, 10 KW	, NEWS/TALK	CBS,ABC-T,\$ 20.00 (Blair)	
KHVH, 990, 5 KW	, NEWS/TALK	ABC-I,NBC,\$ 40.00 (HNWH)	
KIKI, 830, 10 KW	, AC	,\$ 36.00 (Katz)	Parker
KISA, 1540, 5 KW (DA-2)	, FILIPINO	,\$ 16.00 (Gillis)	
KKUA, 690, 10 KW	, AC	APR,US I,\$ 42.00 (Select)	
KLEI, 1130, 10 KW	, HAWAIIAN	,\$ 10.00 (---)	Schuele
KOHO, 1170, 5 KW	, JAPANESE	,\$ 13.00 (Oakes)	
KORL, 650, 10 KW	, NOSTALGIA	UPI,\$ 26.00 (Masla)	
KSSK, 590, 5 KW	, MOR	,\$ 95.00* (Eastman)	Heftel
KUMU, 1500, 10 KW	, BTFL/EZ	,\$ 30.00 (Torbet)	
KWAI, 1080, 5 KW (DA-1)	, MOR/TALK	,\$ 20.00 (---)	
KZOO, 1210, 1 KW	, ETHNIC	,\$ 11.00 (---)	
KAIM-F, 95.5, 100 KW @ 421,	RELIGION	,\$ 6.00 (---)	
KMAI-F, 93.9, 100 KW @ -400,	CHR	,\$ 28.00 (Katz)	Parker
KPOI-F, 97.5, 83 KW @ 46,	AOR	,\$ 45.00* (---)	Sudbrink
KQMQ-F, 93.1, 54 KW @ -119,	CHR	APR,US I,\$ 48.00 (Select)	
KRTR-F, 96.3, 75 KW @ 2120,	AC	,\$ 30.00* (HNWH)	
KULA-F, 92.3, 100 KW @ 1685,	SOFT AC	,\$ 75.00 (Eastman)	Heftel
KUMU-F, 94.7, 100 KW @ 78,	BTFL/EZ	,\$ 38.00 (Torbet)	

HOUSTON

Arbitron Rank/Pop (12+): 8/2,955,200

MSA Rank/Pop: 8/3,377,600  
ADI # 10

Average Person Ratings: 17.9  
Market TSL:23.5 hours

Stations: 30/30  
Diaries: 2699/1095:1/43.4%  
Sample Target: 2030  
% Below Line: 0  
% Not Listed: 11.6

1985 Revenue: \$115,800,000  
HH Inc.: \$34,910  
Retail \$: 25.1 Bil  
Pop per Station: 98,507  
#1 Biller: KIKK-F \$14,800,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO	CUME RATING	SPG 86	FAL 85
1. KMJQ-F	423/8.0	8.0	8.8	9.9	10.2	8.7	12.2	1. KMJQ-F	440/4664	1. KKBQ-F	6164/20.9	21.7	21.3
2. KKBQ-F	393/7.4	8.3	6.2	8.6	7.8	7.6	8.7	2. KIKK-F	430/5071	2. KRBE-F	5680/19.2	16.6	12.8
3. KIKK-F	358/6.8	7.4	7.7	6.7	7.2	7.2	5.4	3. KKBQ-F	402/6432	3. KTRH	4983/16.9	16.3	16.0
4. KODA-F	340/6.4	6.2	7.2	6.9	6.0	6.7	3.7	4. KRBE-F	374/6295	4. KLOL-F	4386/14.8	12.4	13.8
5. KRBE-F	329/6.2	5.1	4.8	3.5	4.7	4.9	8.8	5. KODA-F	370/4518	5. KIKK-F	4362/14.8	15.5	16.1
6. KTRH	305/5.8	5.8	4.6	5.3	6.4	5.4	3.1	6. KTRH	365/5821	6. KMJQ-F	4333/14.7	14.7	16.8
7. KILT-F	301/5.7	5.7	6.3	4.5	4.5	5.6	5.0	7. KILT-F	347/4348	7. KODA-F	4175/14.1	13.9	16.0
8. KLOL-F	262/5.0	3.8	4.3	4.5	5.3	4.4	6.3	8. KLOL-F	293/4925	8. KILT-F	3877/13.1	13.6	12.0
9. KFMK-F	245/4.6	6.6	6.2	5.9	4.4	5.8	3.5	9. KRMK-F	255/3878	9. KLTR-F	3756/12.7	13.9	16.3
10. KPRC	234/4.4	3.4	3.5	3.2	3.3	3.6	4.1	10. KPRC	237/3166	10. KFMK-F	3645/12.3	12.9	12.2
11. KLTR-F	198/3.7	4.4	5.5	5.6	6.3	4.8	3.5	11. KQUE-F	200/2371	11. KSRR-F	3596/12.2	14.2	13.6
12. KQUE-F	194/3.7	4.6	4.7	4.3	4.3	4.3	4.0	12. KLTR-F	199/3768	12. KPRC	3098/10.5	9.3	9.7
13. KJYY-F	166/3.1	2.7	2.0	1.2	1.7	2.3	1.6	13. KJYY-F	175/2574	13. KJYY-F	2384/ 8.1	8.1	4.2
14. KSRR-F	153/2.9	4.8	4.7	5.0	5.4	4.4	5.7	14. KSRR-F	163/3927	14. KQUE-F	2194/ 7.4	8.5	7.7
15. KLAT	108/2.0	1.1	1.0	1.4	1.2	1.4	2.1	15. KLAT	108/ 969	15. KYOK	1493/ 5.1	4.7	5.4
16. KYOK	97/1.8	1.4	1.5	1.9	2.3	1.7	1.1	16. KYOK	97/1493	16. KILT	1017/ 3.4	6.6	4.6
17. KXYZ	93/1.8	1.0	1.6	1.2	1.3	1.4	2.0	17. KXYZ	93/ 896	17. KLAT	969/ 3.3	3.0	3.1
18. KRBE	61/1.2	.7	.8	.7	.6	.9	1.1	18. KEYH	71/ 480	18. KZFX-F	941/ 3.2	2.9	3.3
19. KEYH	49/ .9	.7	.9	1.0	.8	.9	1.0	19. KRBE	61/ 840	19. KXYZ	896/ 3.0	---	---
20. KCOH	48/ .9	.8	.8	1.2	.9	.9	.8	20. KILT	60/1147	20. KLEF-F	854/ 2.9	2.3	---
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 75.22% (3513 of 4670)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKBQ-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F	1. KIKK-F	1. KODA-F	1. KILT-F+	1. KODA-F	1. KIKK-F+	1. KMJQ-F	1. KIKK-F+
2. KRBE-F	2. KKBQ-F	2. KIKK-F	2. KFMK-F	2. KFMK-F	2. KIKK-F	2. KKBQ-F	2. KIKK-F	2. KMJQ-F	2. KTRH	2. KKBQ-F+
3. KMJQ-F+	KLLOL-F	3. KKBQ-F	3. KILT-F	3. KILT-F	3. KILT-F	3. KIKK-F+	3. KILT-F	3. KKBQ-F+	3. KKBQ-F+	3. KMJQ-F
4. KLOL-F	4. KRBE-F	4. KFMK-F	4. KMJQ-F	4. KMJQ-F	4. KTRH	4. KTRH	4. KMJQ-F	4. KRBE-F	4. KRBE-F	4. KRBE-F
5. KYOK	5. KIKK-F	5. KILT-F	5. KKBQ-F	5. KODA-F	5. KQUE-F	5. KMJQ-F	5. KKBQ-F	5. KODA-F	5. KPRC	5. KLOL-F
6. KSRR-F	6. KFMK-F	6. KLOL-F	6. KLTR-F	6. KKBQ-F	6. KPRC	6. KODA-F	6. KRBE-F	6. KILT-F	6. KLOL-F	6. KODA-F
7.	7. KLTR-F	7. KRBE-F	7. KODA-F	7. KLTR-F	7. KFMK-F	7. KLOL-F	7. KFMK-F	7. KLOL-F	7. KODA-F	7. KILT-F
8.	8. KILT-F	8. KLTR-F	8. KLOL-F	8. KTRH	8. KJYY-F	8. KRBE-F	8. KLTR-F	8. KFMK-F	8. KIKK-F+	8. KFMK-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMJQ-X	1. KMJQ-F	1. KFMK-F	1. KMJQ-F	1. KIKK-F	1. KLOL-F	1. KLOL-F	1. KLOL-F	1. KLOL-F	1. KIKK-F
2. KKBQ-F	2. KKBQ-F	2. KMJQ-F	2. KIKK-F	2. KFMK-F	2. KMJQ-F	2. KMJQ-F	2. KMJQ-F	2. KIKK-F	2. KILT-F
3. KRBE-F	3. KRBE-F	3. KKBQ-F	3. KFMK-F	3. KODA-F	3. KKBQ-F	3. KKBQ-F	3. KIKK-F	3. KMJQ-F	3. KTRH
4. KLOL-F	4. KFMK-F	4. KLTR-F	4. KKBQ-F	4. KMJQ-F	4. KRBE-F	4. KIKK-F	4. KFMK-F	4. KILT-F	4. KMJQ-F
5. KLTR-F	5. KLTR-F	5. KRBE-F	5. KRBE-F	5. KILT-F	5. KSRR-F	5. KRBE-F	5. KKBQ-F	5. KKBQ-F	5. KFMK-F
6. KIKK-F	6. KIKK-F	6. KJYY-F	6. KLTR-F	6. KKBQ-F	6. KILT-F	6. KSRR-F	6. KSRR-F	6. KTRH	6. KLOL-F
7. KSRR-F	7. KLOL-F	7. KIKK-F	7. KILT-F	7. KLTR-F	7. KIKK-F	7. KILT-F	7. KILT-F	7. KFMK-F	7. KODA-F
8. KODA-F	8. KILT-F	8. KILT-F	8. KODA-F	8. KJYY-F	8. KLTR-F	8. KLTR-F	8. KRBE-F	8. KRBE-F	8. KKBQ-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHCB-F	105.7	Houston	.6/2.0
KIKK	650	Pasadena	.6/1.7
KILT	610	Houston	.9/3.4
KJQJ-F	106.9	Conroe	.6/1.5
KKBQ	790	Houston	.5/2.4
KLEF-F	92.1	Seabrook	.5/2.9
KNUZ	1230	Houston	.7/1.7
KQQK-F	106.5	Galveston	.3/1.2
KYST	920	Texas City	.4/1.2
KZFX-F	107.5	Lake Jackson	.8/3.2

RADIO STATIONS

AM STATIONS

KCOH, 1430, 1 KW (DAYS)	, BLACK	NBN,SBN,\$ 59.00	(Roslin)	
KEYH, 850, 10 KW (DAYS,DA)	, SPANISH	,\$ 45.00*	(Lotus)	
KIKK, 650, 250 W (DAYS)	, COUNTRY	,\$ NA	(Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY	,\$ 90.00*	(Blair)	LIN
KKBQ, 790, 5 KW (DA-2)	, CHR	ABC-F,\$ 90.00*	(Mc-Guild)	Gannett
KLAT, 1010, 5 KW (DA-2)	, SPANISH	,\$ 96.00	(Caballero)	Tichenor
KLVL, 1480, 1 KW/500 W (DA-N)	, SPANISH	,\$ 30.00	(---)	
KNUZ, 1230, 1 KW	, OLDIES	ABC-D,\$ NA	(Republic)	
KPRC, 950, 5 KW (DA-N)	, NEWS/TALK	NBC,\$140.00*	(Eastman)	
KRBE, 1070, 10 KW/5 KW (DA-2)	, OLDIES	,\$ 65.00*	(Katz)	Susquehanna
KTRH, 740, 50 KW (DA-1)	, NEWS	CBS,MBS,\$170.00*	(CBS)	
KXYZ, 1320, 5 KW (DA-N)	, SPANISH	,\$ 77.50	(Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	CBS-R,\$ 54.00	(---)	All Pro

FM STATIONS

KFMK, 97.9, 100 KW @ 1920, AC	,\$240.00	(MMR)	First Media
KZFX, 107.5, 100 KW @ 986, RELIGION	UPI,\$ 60.00	(---)	Shamrock (LAKE JACKSON)
KIKK, 95.7, 100 KW @ 2049, COUNTRY	,\$250.00*	(Torbet)	Viacom
KILT, 100.3, 100 KW @ 1920, COUNTRY	,\$170.00*	(Blair)	LIN
KKBQ, 92.9, 100 KW @ 1920, CHR	ABC-F,\$270.00*	(Mc-Guild)	Gannett
KJYY, 94.5, 100 KW @ 1970, SOFT AC	Trans,\$100.00*	(Masla)	Entercom
KLLOL, 101.1, 100 KW @ 1949, AOR	Source,\$158.00*	(CBS)	
KLTR, 93.7, 100 KW @ 1779, AC	,\$180.00	(CBS)	CBS
KMJQ, 102.1, 100 KW @ 1720, URBAN	,\$200.00*	(Christal)	Keymarket
KODA, 99.1, 100 KW @ 2048, BTFL/EZ	,\$240.00*	(Select)	Westinghouse
KQUE, 102.9, 100 KW @ 1049, NOSTALGIA	ABC-E,\$129.00*	(Republic)	
KRBE, 104.1, 100 KW @ 1920, CHR	,\$175.00*	(Katz)	Susquehanna
KSRR, 96.5, 100 KW @ 2000, AOR	ABC-R,\$195.00	(HNWH)	Malrite

INDIANAPOLIS

Arbitron Rank/Pop (12+): 36/986,300  
 MSA Rank/Pop: 39/1,194,800  
 ADI # 23  
 Average Person Ratings: 15.9  
 Market TSL: 21.3 hours

Stations: 21/21  
 Diaries: 1872/527:1/41.4%  
 Sample Target: 1500  
 % Below Line: 0  
 % Not Listed: 7.2

1985 Revenue: \$38,000,000  
 HH Inc.: \$29,963  
 Retail \$: 8.4 Bil  
 Pop per Station: 46,967  
 #1 Biller: WIBC \$8,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	SPG 86	FAL 85
1. WFBQ-F	210/13.4	13.3	---	14.4	---	13.7	18.0	1. WFBQ-F	369/4197	1. WIBC	2323/23.6	29.5	28.1
2. WIBC	207/13.2	18.6	---	14.7	---	15.5	9.4	2. WIBC	224/2822	2. WFBQ-F	2289/23.2	25.3	27.1
3. WFMS-F	157/10.0	9.8	---	10.0	---	9.9	12.7	3. WXTZ-F	211/2333	3. WZPL-F	2073/21.0	21.5	23.5
4. WXTZ-F	152/ 9.7	8.6	---	10.2	---	9.5	6.2	4. WZPL-F	206/3308	4. WENS-F	1877/19.0	18.8	16.4
5. WZPL-F	136/ 8.7	7.1	---	9.6	---	8.5	8.8	5. WFMS-F	200/2398	5. WFMS-F	1689/17.1	18.1	18.4
6. WTLC-F	121/ 7.7	9.0	---	8.0	---	8.2	13.2	6. WENS-F	155/2559	6. WEAG-F	1665/16.9	15.5	15.5
7. WENS-F	114/ 7.3	8.0	---	6.1	---	7.1	7.7	7. WTLC-F	125/1360	7. WXTZ-F	1587/16.1	18.5	19.4
8. WEAG-F	97/ 6.2	4.6	---	4.1	---	5.0	9.3	8. WEAG-F	123/2414	8. WTLC-F	1237/12.5	12.9	12.1
9. WTUX	81/ 5.2	3.9	---	4.5	---	4.5	2.0	9. WTUX	89/ 978	9. WTUX	829/ 8.4	7.1	8.4
10. WTP1-F	43/ 2.7	3.1	---	3.4	---	3.1	1.1	10. WTP1-F	46/ 847	10. WTP1-F	707/ 7.2	6.8	7.5
11. WGRT	25/ 1.6	1.2	---	1.0	---	1.3	.8	11. WGRT	28/ 258	11. WIRE	631/ 6.4	6.9	9.8
12. WXIR-F	22/ 1.4	1.2	---	.4	---	1.0	1.1	WNDE	28/ 761	12. WNDE	587/ 6.0	5.7	7.2
13. WNDE	22/ 1.4	1.9	---	2.1	---	1.8	1.2	13. WXIR-F	23/ 344	13.			
14. WIRE	18/ 1.1	1.6	---	2.4	---	1.7	1.3	14. WTTX-F	21/ 716	14.			
15.								15. WIRE	19/ 698	15.			
16.								16.		16.			
17.								17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 74.30% (1084 of 1459)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZPL-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F	1. WFBQ-F	1. WIBC	1. WIBC	1. WXTZ-F	1. WFBQ-F	1. WFBQ-F	1. WFBQ-F
2. WFBQ-F	2. WTLC-F	2. WFMS-F	2. WIBC	2. WFMS-F	2. WXTZ-F	2. WFBQ-F>	2. WIBC	2. WIBC	2. WZPL-F	WFMS-F
3. WEAG-F	3. WENS-F	3. WENS-F	3. WFMS-F	3. WIBC	3. WFMS-F	3. WFMS-F	3. WFMS-F	3. WFMS-F	3. WTLC-F	3. WEAG-F
4. WTLC-F	4. WEAG-F	4. WIBC	4. WENS-F	4. WXTZ-F	4. WTUX	4. WXTZ-F	4. WFMS-F	4. WXTZ-F	4. WIBC	4. WIBC
5. WENS-F	5. WFMS-F	5. WTLC-F	5. WXTZ-F	5. WENS-F	5. WZPL-F	5. WZPL-F	5. WENS-F	5. WZPL-F	5. WENS-F	5. WXTZ-F
6.	WZPL-F	6. WZPL-F	6. WTLC-F	6. WTLC-F	6. WTLC-F	6. WENS-F	6. WZPL-F	6. WTLC-F	6. WXTZ-F	6. WENS-F
7.	7.	7. WEAG-F	WZPL-F	7. WZPL-F	7. WZPL-F	7. WTLC-F	7. WTLC-F	7. WENS-F	7. WFMS-F	WTLC-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8. WTUX
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFBQ-F	1. WFBQ-F	1. WENS-F	1. WENS-F	1. WFMS-F	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>
2. WZPL-F	2. WENS-F	WFBQ-F	2. WFMS-F	2. WIBC	2. WTLC-F	2. WTLC-F	2. WEAG-F	2. WFMS-F	2. WIBC
3. WEAG-F	3. WZPL-F	3. WEAG-F	3. WFBQ-F	3. WENS-F	3. WFMS-F	3. WEAG-F	3. WENS-F	3. WTLC-F	3. WFMS-F
WENS-F	4. WEAG-F	4. WTLC-F	4. WZPL-F	WXTZ-F	4. WEAG-F	4. WFMS-F	WTLC-F	4. WIBC	4. WXTZ-F
5. WTLC-F	5. WTLC-F	WZPL-F	5. WIBC	5. WFBQ-F	5. WENS-F	5. WENS-F	5. WFMS-F	5. WENS-F	5. WENS-F
6. WFMS-F	6. WFMS-F	6. WFMS-F	6. WTLC-F	6. WZPL-F	6. WZPL-F	6. WZPL-F	6. WZPL-F	6. WEAG-F	6. WTLC-F
7.	7. WIBC	7.	7. WXTZ-F	7. WTLC-F	7.	7.	7.	7. WXTZ-F	7. WEAG-F
8.	8.	8.	8. WEAG-F	8.	8.	8.	8.	WZPL-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WATI-F	107.1	Danville	.3/1.2
WBRI	1500	Indianapolis	.3/1.3
WCBK-F	102.3	Martinsville	.6/1.1
WFBM	1110	Noblesville	.5/1.6
WGAQ-F	95.9	Franklin	.6/1.3
WTTS-F	92.3	Bloomington	.6/3.1
WXLW	950	Indianapolis	.6/1.5

RADIO STATIONS

AM STATIONS

WBRI, 1500, 5 KW (DAYS,DA)	, RELIGION	,\$ 17.00 (---)	
WFBM, 1110, 1 KW (DAYS,DA)	,	,\$ 11.00 (Pates)	(NOBLESVILLE)
WGRT, 810, 250 W (DAYS)	, GOSPEL	SBN,\$ 20.00 (---)	Universal
WIBC, 1070, 50 KW/10 KW (DA-2)	, MOR	,\$128.00 (Blair)	Blair
WIRE, 1430, 5 KW (DA-N)	, COUNTRY	NBC,ABC-E,\$ 50.00* (MMR)	WIN
WNDE, 1260, 5 KW (DA-N)	, OLDIES	ABC-I,US I,\$ 45.00* (Katz)	Taft
WNTS, 1590, 5 KW/500 W (DA-2)	, RELIGION	,\$ 18.00 (---)	
WTUX, 1310, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,\$ 46.00* (Durpetti)	New Systems
WXLW, 950, 5 KW (DAYS,DA)	, RELIGION	,\$ 12.00 (---)	

FM STATIONS

WEAG, 93.1, 13 KW @ 1022, AOR/CHR		,\$ 50.00 (Blair)	Blair
WENS, 97.1, 23 KW @ 739, AC		,\$100.00 (Christal)	Emmis
WFBQ, 94.7, 52 KW @ 850, AOR		Source,\$125.00* (Katz)	Taft
WFMS, 95.5, 13 KW @ 1000, COUNTRY		,\$ 90.00 (Mc-Guild)	Susquehanna
WTLC, 105.7, 50 KW @ 445, BLACK		,\$ 76.00 (Durpetti)	New Systems
WTPI, 107.9, 22 KW @ 885, AC		APR,CBS-R,\$ 45.00* (Republic)	
WXTZ, 103.3, 18 KW @ 860, BTFL/EZ		,\$ 80.00* (MMR)	WIN
WZPL, 99.5, 50 KW @ 500, CHR		,\$ 85.00* (HNWH)	Capstar
WATI, 107.1, 3 KW @ 300, COUNTRY		,\$ 32.00 (---)	Universal (DANVILLE)
WXIR, 98.3, 3 KW @ 296, RELIGION		,\$ 18.00 (---)	(PLAINFIELD)
WTTS, 92.3, 37 KW @ 1091, AC		,\$ 37.00 (Regional)	Sarkes Tarzian (BLOOMINGTON)



JACKSONVILLE

Arbitron Rank/Pop (12+): 55/672,800  
 MSA Rank/Pop: 63/797,100  
 ADI # 61  
 Average Person Ratings: 16.3  
 Market TSL: 21.7 hours

Stations: 24/22  
 Diaries: 1056/637:1/42.3%  
 Sample Target: 1000  
 % Below Line: 0  
 % Not Listed: 16.1

1985 Revenue: \$16,700,000  
 HH Inc.: \$27,997  
 Retail \$: 5.1 Bil  
 Pop per Station: 30,582  
 #1 Biller: WIVY-F \$3,500,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85
1. WAPE-F	223/20.3	15.6	---	7.5	---	14.5	27.9	1. WAPE-F	254/2303	1. WAPE-F	1943/28.9	12.2
2. WIVY-F	94/ 8.6	9.9	---	13.0	---	10.5	7.8	2. WQIK-F	134/1528	2. WIVY-F	1477/22.0	29.2
3. WQIK-F	89/ 8.1	9.4	---	9.5	---	9.0	10.8	3. WFYV-F	111/1371	3. WFYV-F	1146/17.0	19.8
4. WFYV-F	87/ 7.9	9.8	---	9.8	---	9.2	11.3	4. WIVY-F	99/1610	4. WQIK-F	1137/16.9	17.9
5. WAIV-F	53/ 4.8	5.1	---	7.8	---	5.9	5.6	5. WAIV-F	61/1294	5. WAIV-F	1055/15.7	18.8
6. WCRJ-F	45/ 4.1	5.6	---	5.9	---	5.2	5.2	6. WLCS-F	51/ 999	6. WLCS-F	765/11.4	15.6
7. WZAZ	42/ 3.8	2.0	---	5.6	---	3.8	1.9	7. WCRJ-F	51/1007	7. WCRJ-F	616/ 9.2	12.4
8. WLCS-F	41/ 3.7	4.5	---	5.6	---	4.6	3.7	8. WCRJ-F	50/ 661	8. WPDQ	536/ 8.0	7.4
9. WPDQ	34/ 3.1	3.0	---	2.6	---	2.9	2.1	9. WRUF-F	49/ 673	9. WZAZ	529/ 7.9	8.7
10. WCGL	32/ 2.9	3.5	---	2.3	---	2.9	2.4	10. WZAZ	42/ 529	10. WOKV	394/ 5.9	8.2
11. WKTZ	23/ 2.1	---	---	.4	---	0.8	NA	11. WPDQ	34/ 548	11. WNFI-F	391/ 5.8	7.5
WSVE-F	23/ 2.1	.3	---	1.3	---	1.2	1.7	12. WCGL	32/ 318	12. WCGL	318/ 4.7	NA
13. WOKV	21/ 1.9	2.1	---	2.5	---	2.2	1.2	13. WOKV	24/ 481	13. WJAX	316/ 4.7	3.9

12+ FM SHARE (METRO): 75.95% (698 of 919)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAPE-F>	1. WAPE-F>	1. WAPE-F>	1. WAPE-F	1. WAPE-F	1. WQIK-F	1. WAPE-F>	1. WAPE-F>	1. WAPE-F>	1. WAPE-F>	1. WAPE-F>
2. WFYV-F	2. WFYV-F	2. WIVY-F	2. WFYV-F	2. WQIK-F	2. WAIV-F	2. WQIK-F	2. WFYV-F	2. WQIK-F	2. WIVY-F	2. WIVY-F
3.	3. WIVY-F	3. WFYV-F	3. WIVY-F	3. WFYV-F	3. WIVY-F	3. WIVY-F	3. WQIK-F	3. WIVY-F	3. WFYV-F	3. WQIK-F
4.	4. WQIK-F	4. WQIK-F	4. WQIK-F	4. WIVY-F	4. WAPE-F	4. WFYV-F	4. WIVY-F	4. WFYV-F	4. WZAZ	4. WFYV-F
5.	5. WZAZ	5. WAIV-F	5. WAIV-F	5. WAIV-F	5. WCRJ-F	5. WAIV-F	5. WLCS-F	5. WAIV-F	5. WQIK-F	5. WZAZ
								6. WLCS-F		
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WAPE-F	1. WAPE-F	1. WAPE-F	1. WAPE-F	1. WAPE-F	1. WAPE-F>	1. WAPE-F>	1. WFYV-F	1. WAPE-F	1. WFYV-F	
2. WIVY-F	2. WIVY-F>	2. WIVY-F	2. WIVY-F	2. WIVY-F	2. WFYV-F>	2. WFYV-F>	2. WAPE-F>	2. WFYV-F	WAPE-F	
3.	3. WFYV-F	WZAZ	3. WAIV-F	3. WQIK-F	3. WIVY-F	3. WIVY-F	3. WQIK-F	3. WIVY-F	3. WIVY-F	
4.	4. WZAZ	4. WFYV-F	4. WQIK-F	4. WAIV-F	4.	4. WQIK-F	4. WIVY-F	4. WQIK-F	4. WQIK-F	
5.	5. WAIV-F	5. WCRJ-F	5. WCRJ-F	5. WCRJ-F	5.	5. WLCS-F	5. WLCS-F	5. WLCS-F	5. WLCS-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAOC	1420	St. Augustine	.4/1.1
WFOY	1240	St. Augustine	.8/2.0
WJAX	690	Jacksonville	1.3/4.7
WJXR-F	92.1	MacClenny	.4/1.5
WKTZ	1220	Jacksonville	2.1/1.9
WQIK	1320	Jacksonville	1.1/2.9
WROS	1050	Jacksonville	.5/1.8
WRXJ	930	Jacksonville	.7/1.8
WSOS-F	105.5	St. Augustine	1.6/3.3
WVOJ	970	Jacksonville	1.6/1.8
WNFI-F	99.9	Palatka	1.6/5.8
WRUF-F	103.7	Gainesville	.4/1.7

RADIO STATIONS

WJAX, 690, 50 KW/10 KW (DA-N)	, RELIGION	,\$ 18.00 (---)	Statewide
WBIX, 1010, 10 KW (DAYS,DA)	, RELIGION	,\$ 9.00 (Smith)	
WCGL, 1360, 5 KW (DAYS)	, RELIGION	,\$ 15.00 (Roslin)	
WCRJ, 1530, 50 KW (DAYS,DA)	, COUNTRY	,\$ NA (Katz)	Justice
WXOZ, 1280, 5 KW (DAYS,DA)	, CHILDREN	,\$ 20.00 (Market 4)	Children's Network
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	ABC-I,NBC-T,ABC-T,\$ 41.00 (Eastman)	EZ
WPDQ, 1460, 5 KW (DA-2)	, BLACK	NBN,\$ 30.00 (MMR)	Metroplex
WQIK, 1320, 5 KW (DA-N)	, COUNTRY	CBS,\$ 30.00* (Mc-Guild)	Jacor
WROS, 1050, 5 KW (DA-1)	, RELIGION	MBS,\$ 16.00 (---)	
WRXJ, 930, 5 KW (DA-N)	, OLDIES	US 2,\$ NA (Select)	Kravis
WVOJ, 970, 1 KW (DAYS,DA)	, RELIGION	,\$ 10.00 (---)	
WZAZ, 1400, 1 KW	, BLACK	,\$ 25.00* (Roslin)	
WAIV-F, 96.9, 100 KW @ 935, AC		,\$ 90.00 (Eastman)	EZ
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY		ABC-D,\$ 84.00 (Katz)	Justice
WFYV-F, 104.5, 100 KW @ 700, AOR		Source,\$120.00* (MMR)	Metroplex
WIVY-F, 102.9, 60 KW @ 635, AC/CONTEMP		,\$138.00 (Torbet)	Gilmore
WAPE-F, 95.1, 100 KW @ 460, CHR		ABC-C,\$ 60.00* (Weiss)	Statewide
WLCS-F, 96.1, 100 KW @ 830, AC		,\$ 75.00* (Select)	Kravis
WQIK-F, 99.1, 100 KW @ 620, COUNTRY		,\$ 93.00* (Mc-Guild)	Jacor

WWLV, WNFI - See Daytona Beach

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,219,400

MSA Rank/Pop: 29/1,478,400

ADI # 30  
Average Person Ratings: 15.2  
Market TSL: 20.6 hours

Stations: 23/23  
Diaries: 1502/812:1/49.4%  
Sample Target: 1360  
% Below Line: 0  
% Not Listed: 6.9

1985 Revenue: \$37,100,000  
HH Inc.: \$33,068  
Retail \$: 10.4 Bil  
Pop per Station: 53,017  
#1 Biller: WDAF \$6,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO	CUME RATING	SPG 86	FAL 85
1. WDAF	190/10.3	8.5	11.6	11.1	---	10.4	8.0	1. WDAF	339/4658	1. KBEQ-F	2688/22.0	20.0	20.1
2. KBEQ-F	178/ 9.6	7.5	9.0	7.0	---	8.3	9.6	2. KBEQ-F	227/3404	2. WDAF	2490/20.4	17.6	20.1
3. KMBZ	144/ 7.8	9.7	4.6	4.1	---	6.6	7.0	3. KYYS-F	224/3005	3. KYYS-F	2156/17.7	17.9	15.5
4. KYYS-F	144/ 7.8	8.6	7.2	5.9	---	7.4	12.9	4. KMBR-F	202/2427	4. KMBZ	2111/17.3	20.2	11.1
5. KMBR-F	141/ 7.6	7.8	8.1	7.7	---	7.8	4.5	5. KMBZ	160/2381	5. KUDL-F	1783/14.6	16.2	15.7
6. KUDL-F	107/ 5.8	6.0	5.2	6.0	---	5.8	3.4	6. KCMO	144/2369	6. KMBR-F	1733/14.2	15.1	14.5
7. KFKF-F	104/ 5.6	7.9	8.1	5.8	---	6.9	8.9	7. KUDL-F	122/2091	7. KFKF-F	1643/13.5	15.0	13.2
8. KCMO	93/ 5.0	4.9	5.4	7.8	---	5.8	4.1	8. KFKF-F	111/1882	8. KCFX-F	1587/13.0	11.4	7.2
9. KCPW-F	90/ 4.9	3.5	3.3	2.7	---	3.6	8.3	9. KCPW-F	110/1721	9. KCMO	1546/12.7	12.7	22.1
10. KLSI-F	90/ 4.9	6.0	3.5	5.2	---	4.9	5.4	10. WHB	105/2186	10. KCPW-F	1434/11.8	11.9	9.3
11. KCFX-F	80/ 4.3	5.9	4.8	2.9	---	4.5	7.4	11. KLSI-F	94/1436	11. KLSI-F	1413/11.6	13.2	12.8
12. KPRS-F	68/ 3.7	3.5	4.8	6.1	---	4.5	5.6	12. KCFX-F	91/1803	12. WHB	1282/10.5	9.3	12.2
13. WHB	63/ 3.4	2.9	4.2	4.2	---	3.7	2.3	13. KZZC-F	70/1515	13. KZZC-F	1035/ 8.5	10.4	10.9
14. KJLA	59/ 3.2	2.2	3.4	4.0	---	3.2	1.3	14. KPRS-F	69/1036	14. KPRS-F	985/ 8.1	7.5	9.4
15. KZZC-F	44/ 2.4	3.4	3.5	3.5	---	3.2	3.6	15. KJLA	63/ 814	15. KJLA	755/ 6.2	5.2	7.0
16.								16.		16.			
17.								17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 63.36% (1091 of 1722)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KBEQ-F	1. KYYS-F	1. KYYS-F	1. KUDL-F	1. WDAF	1. WDAF	1. WDAF	1. WDAF	1. KBEQ-F	1. KMBZ	1. KBEQ-F
2. KYYS-F	2. KBEQ-F	2. KBEQ-F	WDAF	2. KUDL-F	2. KMBR-F	2. KBEQ-F	2. KMBR-F	2. WDAF	2. KBEQ-F	2. WDAF
3. KCPW-F	3. KCFX-F	3. KUDL-F	3. KLSI-F	3. KFKF-F	3. KMBZ	3. KMBR-F	3. KBEQ-F	3. KMBR-F	3. KYYS-F	3. KYYS-F
4. KZZC-F	4. KUDL-F	4. WDAF	4. KFKF-F	4. KLSI-F	4. KFKF-F	4. KMBZ	4. KUDL-F	4. KYYS-F	4. KCPW-F	4. KMBR-F
5. KPRS-F	5. KCPW-F	5. KFKF-F	5. KBEQ-F	5. KMBR-F	5. KCMO	5. KYYS-F	5. KUDL-F	5. KUDL-F	5. KFKF-F	5. KFKF-F
6.	6. KLSI-F	KLSI-F	6. KYYS-F	6. KYYS-F	6. KLSI-F	6. KCMO	6. KCMO	6. KFKF-F	6. KCFX-F	6. KCPW-F
7.	7. KFKF-F	7. KCFX-F	7. KMBR-F	7. KBEQ-F	7. KUDL-F	7. KLSI-F	7. KLSI-F	7. KCPW-F	7. WDAF	7. KCFX-F
8.	8.	8.	KCFX-F	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBEQ-F	1. KBEQ-F	1. KUDL-F	1. KUDL-F	1. KUDL-F	1. KYYS-F	1. KYYS-F	1. KYYS-F	1. KYYS-F	1. WDAF
2. KYYS-F	2. KUDL-F	2. KBEQ-F	2. KBEQ-F	2. WDAF	2. KBEQ-F	2. KCFX-F	2. KCFX-F	2. KCFX-F	2. KYYS-F
3. KCPW-F	3. KYYS-F	3. KLSI-F	3. KLSI-F	3. KLSI-F	3. KCFX-F	3. KBEQ-F	3. KBEQ-F	3. KBEQ-F	3. KFKF-F
4. KUDL-F	4. KCPW-F	4. KYYS-F	4. WDAF	4. KFKF-F	4. KCPW-F	4. KCPW-F	4. KCMO	4. WDAF	4. KCFX-F
5. KFKF-F	5. KCFX-F	KCFX-F	5. KFKF-F	5. KBEQ-F	5. KLSI-F	5. KLSI-F	5. KFKF-F	5. KFKF-F	5. KCMO
6.	KLSI-F	6. KPRS-F	6. KCPW-F	6. KMBR-F	6.	6. KFKF-F	6. KPRS-F	6. KLSI-F	KMBR-F
7.	KFKF-F	7.	KYYS-F	7. KPRS-F	7.	WDAF	7.	7. WHB	7. KMBZ
8.	8.	8.	8.	8.	8.	8.	8.	KCMO	KPRS-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCV	1510	Independence	.5/1.2
KCKM	1340	Kansas City	.4/1.5
KCNW	1380	Fairway	.6/1.1
KCXL	1140	Liberty	1.5/1.8
KKCI-F	106.5	Liberty	1.0/3.8
KKJC	1030	Blue Springs	.4/1.6
KPRT	1590	Kansas City	1.0/2.9
KXTR-F	96.5	Kansas City	1.5/4.7

RADIO STATIONS

AM STATIONS

KBEA, 1480, 1 KW/500 W (DA-N)	, NEWS	,\$ 14.00 (P/W)	
KCCV, 1510, 10 KW (DAYS)	, RELIGION	,\$ 22.00 (---)	Bott
KCMO, 810, 50 KW/5 KW (DA-N)	, NEWS/TALK	MBS,CBS,\$ 90.00* (Mc-Guild)	Gannett
KCNW, 1380, 5 KW (DAYS)	, RELIGION	,\$ 16.00 (---)	Universal
KCXL, 1140, 500 W (DAYS)	, BLACK	,\$ NA (Lazar)	
KFKF, 1340, 1 KW/250 W	, COUNTRY	,\$ NA (HNWH)	Sconnix
KJLA, 1190, 5 KW/250 W (DA-N)	, NOSTALGIA	MBS,\$ 43.00 (Weiss)	
KMBZ, 980, 5 KW (DA-N)	, NEWS/TALK	NBC-T,\$ 69.00* (Durpetti)	Bonneville
KPRT, 1590, 1 KW (DAYS)	, GOSPEL	MBS,\$ 30.00 (HNWH)	
WDAF, 610, 5 KW	, COUNTRY	ABC-E,\$105.00* (Katz)	Taft
WHB, 710, 10 KW/5 KW (DA-2)	, AC	UPI,\$ 60.00* (Christal)	Shamrock

FM STATIONS

KBEQ, 104.3, 100 KW @ 984, CHR	ABC-C,\$ 70.00 (Republic)	Capitol-WRAL
KCPW, 94.9, 100 KW @ 1057, URBAN/CHR	,\$ 54.00* (Mc-Guild)	Gannett
KFKF, 94.1, 100 KW @ 465, COUNTRY	,\$ 80.00 (HNWH)	Sconnix
KKCI, 106.5, 100 KW @ 850, SOFT AC	CBS-R,\$ 45.00* (CBS)	Transcom
KLSI, 93.3, 100 KW @ 428, AC	ABC-D,\$ 72.00* (Select)	Sandusky
KMBR, 99.7, 100 KW @ 950, BTFL/EZ	,\$ 81.00* (Durpetti)	Bonneville
KPRS, 103.3, 100 KW @ 450, BLACK	NBN,\$ 63.00* (HNWH)	
KUDL, 98.1, 100 KW @ 550, AC	APR,\$ 80.00* (Christal)	Shamrock
KXTR, 96.5, 100 KW @ 546, CLASSICAL	US 2,\$ 38.00 (CMBS)	
KYY5, 102.1, 100 KW @ 1013, AOR	Source,\$ 84.00* (Katz)	Taft
KZZC, 98.9, 100 KW @ 988, CHR	,\$ 40.00* (Eastman)	
KCFX, 100.7, 100 KW @ 847, CLASSIC AOR	ABC-R,\$ 45.00* (MMR)	Hoker (HARRISONVILLE)

KNOXVILLE

Arbitron Rank/Pop (12+): 68/502,000  
 MSA Rank/Pop: 83/549,000  
 ADI # 60  
 Average Person Ratings: 16.2  
 Market TSL: 22.0 hours

Stations: 17/17  
 Diaries: 925/543:1/48.8%  
 Sample Target: 890  
 % Below Line: 0  
 % Not Listed: 7.6

1985 Revenue: \$11,000,000  
 HH Inc.: \$25,787  
 Retail \$: 4.2 Bil  
 Pop per Station: 29,529  
 #1 Biller: WIVK-F \$3,700,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WIVK-F+	258/31.8	30.3	---	30.7	---	30.9	28.1	1. WIVK-F+	406/4013	1. WIVK-F+	2143/42.7	38.4	41.0
2. WIMZ-F	129/15.9	13.3	---	14.7	---	14.6	24.1	2. WIMZ-F	222/2532	2. WIMZ-F	1321/26.3	28.0	28.3
3. WEZK-F	103/12.7	12.7	---	13.4	---	12.9	10.9	3. WOKI-F	202/2643	3. WMYU-F	1085/21.6	26.8	23.2
4. WMYU-F	81/10.0	9.9	---	9.0	---	9.6	9.8	4. WEZK-F	152/1598	4. WEZK-F	1033/20.6	20.4	21.4
5. WOKI-F	56/ 6.9	8.2	---	7.6	---	7.6	7.0	5. WMYU-F	99/1775	5. WOKI-F	756/15.1	20.9	18.6
6. WKGN	40/ 4.9	4.1	---	1.7	---	3.6	5.2	6. WKGN	40/ 342	6. WNOX	404/ 8.0	8.7	11.9
7. WRJZ	15/ 1.8	2.7	---	1.3	---	1.9	1.9	7. WNOX	16/ 451	7. WKGN	342/ 6.8	4.9	4.4
	WNOX	15/ 1.8	2.4	---	3.4	2.5	2.1	8. WRJZ	15/ 311	8. WRJZ	275/ 5.5	5.9	6.0
9. WBZW	12/ 1.5	.7	---	1.5	---	1.2	---	9. WBZW	12/ 98	9. WGAP	169/ 3.4	2.9	3.7
10. WGAP	9/ 1.1	.9	---	1.2	---	1.1	.9	10. WKNF-F	11/ 187	10. WSEV	132/ 2.6	NA	2.2
11.								11.		11.			
12.								12.		12.			
13.								13.		13.			
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 80.53% (604 of 750)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WIMZ-F	1. WIVK-F+	1. WIVK-F+	1. WIVK-F+	1. WIVK-F+	1. WIVK-F+	1. WIVK-F+	1. WIVK-F+	1. WIVK-F+	1. WIVK-F	1. WIVK-F+
2. WOKI-F	2. WIMZ-F	2. WIMZ-F	2. WIMZ-F	2. WIMZ-F	2. WEZK-F	2. WIMZ-F	2. WEZK-F	2. WIMZ-F	2. WIMZ-F	2. WIMZ-F
3. WMYU-F	3. WMYU-F	3. WMYU-F	3. WEZK-F	3. WEZK-F	3. WMYU-F	3. WEZK-F	3. WIMZ-F	3. WEZK-F	3. WMYU-F	3. WEZK-F
4. WKGN	4. WKGN	4. WEZK-F	4. WMYU-F	4. WMYU-F	4. WMYU-F	4. WMYU-F	4. WMYU-F	4. WMYU-F	4. WOKI-F	4. WMYU-F
5.	5. WOKI-F	5. WKGN	5. WOKI-F	5. WOKI-F	5.	5. WOKI-F	5. WOKI-F	5. WOKI-F	5. WEZK-F	5. WOKI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIMZ-F	1. WIVK-F+	1. WIVK-F+	1. WIVK-F+	1. WIVK-F+	1. WIMZ-F	1. WIMZ-F	1. WIMZ-F	1. WIVK-F+	1. WIVK-F+
2. WIVK-F	2. WIMZ-F	2. WMYU-F	2. WIMZ-F	2. WMYU-F	2. WIVK-F	2. WIVK-F	2. WIVK-F	2. WIMZ-F	2. WIMZ-F
3. WOKI-F	3. WMYU-F	3. WIMZ-F	3. WMYU-F	3. WEZK-F	3. WMYU-F	3. WMYU-F	3. WMYU-F	3. WMYU-F	3. WEZK-F
4. WMYU-F	4. WOKI-F	4.	4. WEZK-F	4. WIMZ-F	4. WKGN	4. WKGN	4. WKGN	4. WKGN	4. WMYU-F
5. WKGN	5. WKGN	5.	5. WOKI-F	5. WOKI-F	5.	5.	5. WOKI-F	5. WEZK-F	5. WKGN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMZ	1240	Knoxville	.6/2.2
WKNF-F	94.3	Oak Ridge	.6/2.2
WKXV	900	Knoxville	.5/1.7
WSEV	930	Sevierville	.9/2.6
WTNZ-F	95.3	Clinton	.6/1.6
WYSH	1380	Clinton	.7/1.2

RADIO STATIONS

WBMK, 1430, 5 KW (DAYS)	, BLACK	SBN,NBS,\$ 18.00 (Masla)	
WIMZ, 1240, 1 KW	, AOR	Source,\$ NA (Blair)	Stoner
WITA, 1490, 1 KW	, RELIGION	,\$ 9.00 (---)	
WIVK, 850, 50 KW (DAYS,DA)	, COUNTRY	ABC-E,\$ 25.00 (Katz)	Dick
WKGN, 1340, 1 KW	, GOSPEL	MBS,\$ 17.00* (---)	
WKXV, 900, 1 KW (DAYS)	, RELIGION	,\$ 8.00 (---)	
WNOX, 990, 10 KW (DA-N)	, COUNTRY	CBS,\$ 30.00 (Eastman)	Rebs
WRJZ, 620, 5 KW (DA-N)	, RELIGION	,\$ 13.00 (---)	
WSKT, 1580, 5 KW (DAYS)	, RELIGION	,\$ 6.00 (---)	

WIMZ-F, 103.5, 100 KW @ 1753, AOR/CHR	Source,\$ 67.00* (Blair)	Stoner
WEZK-F, 97.5, 100 KW @ 1250, BTFL/EZ	ABC-E,\$ 57.00* (Christal)	South Central
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	,\$100.00* (Katz)	Dick
WMYU-F, 102.1, 100 KW @ 1000, AC	,\$ 52.00* (Mc-Guild)	Jacor (SEVIERVILLE)
WTNZ-F, 95.3, 3 KW @ 300, COUNTRY	CBS,\$ 30.00 (Eastman)	Rebs
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC-F,\$ 50.00 (Select)	(OAK RIDGE)

LAS VEGAS

Arbitron Rank/Pop (12+): 75/461,300

Stations: 18/18  
Diaries: 749/616:1/38.9%  
Sample Target: 820  
% Below Line: 0  
% Not Listed: 17.5

1985 Revenue: \$15,700,000  
HH Inc.: \$28,188  
Retail \$: 4.2 Bil  
Pop per Station: 25,628  
#1 Biller: KMJJ/KLUC \$2,600,000

MSA Rank/Pop: 88/552,100

ADI # 96

Average Person Ratings: 17.1

Market TSL: 23.0 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO	CUME/ RATING	SPG 86	FAL 85
1. KXTZ-F	86/10.9	13.2	---	13.4	---	12.5	8.1	1. KXTZ-F	92/ 744	1. KLUC-F	1010/21.9		25.0	23.0
2. KFMS-F+	83/10.5	10.1	---	13.2	---	11.3	9.3	2. KFMS-F+	89/ 975	2. KFMS-F+	898/19.5		20.4	18.5
3. KLUC-F	72/ 9.1	9.9	---	10.2	---	9.7	11.6	3. KLUC-F	72/1040	3. KYRK-F	818/17.7		14.2	10.9
4. KMZQ-F	71/ 9.0	7.6	---	6.9	---	7.8	5.4	4. KMZQ-F	71/ 714	4. KMZQ-F	714/15.5		15.7	12.1
5. KYRK-F	58/ 7.4	4.4	---	2.9	---	4.9	8.9	5. KYRK-F	58/ 835	5. KKLZ-F	713/15.5		16.1	11.7
6. KKLZ-F	55/ 7.0	9.0	---	2.3	---	6.1	7.3	6. KKLZ-F	55/ 713	6. KXTZ-F	674/14.6		19.2	21.4
7. KOMP-F	51/ 6.5	7.5	---	9.5	---	7.8	11.3	7. KOMP-F	52/ 650	7. KOMP-F	644/14.0		16.9	17.3
8. KORK	35/ 4.4	5.4	---	5.0	---	5.0	4.4	8. KDWN	37/ 517	8. KDWN	434/ 9.4		9.4	10.0
9. KDWN	31/ 3.9	3.7	---	3.8	---	3.8	3.2	9. KORK	35/ 395	9. KORK	395/ 8.6		9.9	9.4
10. KRRI-F	25/ 3.2	3.0	---	2.3	---	2.8	2.7	10. KRRI-F	25/ 352	10. KRRI-F	347/ 7.5		7.0	5.7
11. KREL	20/ 2.5	---	---	.4	---	1.0	---	11. KREL	20/ 85	11. KNUU	250/ 5.4		6.9	7.2
12. KYYX-F	16/ 2.0	2.2	---	2.3	---	2.2	2.1	12. KYYX-F	16/ 206	12. KENO	248/ 5.4		---	7.5
13. KEYV-F	14/ 1.8	1.0	---	2.6	---	1.8	1.0	13. KEYV-F	14/ 228	13. KRAM	227/ 4.9		5.8	4.9
14. KNUU	12/ 1.5	1.9	---	2.5	---	2.0	1.6	14. KNUU	12/ 250	14. KEYV-F	219/ 4.7		8.9	10.0
15. KRAM	10/ 1.3	1.7	---	2.6	---	1.9	2.2	15. KRAM	10/ 227	15. KYYX-F	206/ 4.5		5.7	5.6

12+ FM SHARE (METRO): 80.95% (527 of 651)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KLUC-F	1. KKLZ-F	1. KMZQ-F	1. KMZQ-F	1. KMZQ-F	1. KXTZ-F	1. KFMS-F+	1. KXTZ-F	1. KFMS-F+	1. KFMS-F+	1. KXTZ-F
2. KYRK-F	2. KLUC-F	2. KFMS-F+	2. KFMS-F+	2. KFMS-F+	2. KFMS-F+	2. KXTZ-F	2. KMZQ-F	2. KMZQ-F	2. KXTZ-F	2. KFMS-F+
3. KOMP-F	3. KOMP-F	3. KKLZ-F	3. KKLZ-F	3. KKLZ-F	3. KMZQ-F	3. KLUC-F	3. KFMS-F+	3. KXTZ-F	3. KLUC-F	3. KLUC-F
4. KMZQ-F	4. KMZQ-F	4. KLUC-F	4. KLUC-F	4. KLUC-F	4. KORK	4. KMZQ-F	4. KLUC-F	4. KLUC-F	4. KYRK-F	4. KKLZ-F
5. KMZQ-F	5. KFMS-F	5. KOMP-F	5. KRRI-F	5. KXTZ-F	5. KRRI-F	5. KKLZ-F	5. KKLZ-F	5. KYRK-F	5. KOMP-F	5. KMZQ-F
6. KYRK-F	6. KYRK-F	6. KYRK-F	6. KYRK-F	6. KYRK-F	6. KYRK-F	6. KYRK-F	6. KYRK-F	6. KYRK-F	6. KYRK-F	6. KYRK-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLUC-F	1. KMZQ-F	1. KMZQ-F	1. KMZQ-F	1. KMZQ-F		1. KOMP-F+	1. KKLZ-F	1. KKLZ-F	1. KKLZ-F	1. KFMS-F+
2. KYRK-F	2. KLUC-F	2. KKLZ-F	2. KLUC-F	2. KFMS-F+		2. KKLZ-F	2. KOMP-F	2. KFMS-F	2. KOMP-F	2. KKLZ-F
3. KOMP-F	3. KKLZ-F	3. KFMS-F	3. KFMS-F+	3. KLUC-F		3. KLUC-F	3. KLUC-F	3. KFMS-F	3. KFMS-F	3. KMZQ-F
4. KKLZ-F	4. KYRK-F	4. KREL	4. KYRK-F	4. KXTZ-F		4. KFMS-F	4. KMZQ-F	4. KMZQ-F	4. KMZQ-F	4. KRRI-F
5. KKLZ-F	5. KFMS-F	5. KLUC-F	5. KKLZ-F	5. KYRK-F		5. KMZQ-F	5. KYRK-F	5. KYRK-F	5. KLUC-F	5. KLUC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KENO	1460	Las Vegas	.8/5.4
KMJJ	1140	N. Las Vegas	.8/4.0

RADIO STATIONS

KDOWN, 720, 50 KW (DA-N)	, NEWS/TALK	,\$ 21.00	(Blair)	
KENO, 1460, 5 KW/1 KW (DA-N)	, AC	,\$ NA	(Christal)	Lotus
KEZD, 1230, 1 KW	, BTFL (?)	,\$ 18.00*	(---)	
KMJJ, 1140, 10 KW/2.5 KW (DA-N)	, AC/OLDIES	ABC-E, \$ 17.00*	(Mc-Guild)	Nationwide
KNUU, 970, 5 KW/500 W (DA-2)	, TALK/NEWS	CBS,MBS, \$ 17.00	(Weiss)	
KORK, 920, 5 KW/500 W (DA-2)	, NOSTALGIA	NBC, \$ 20.00*	(Eastman)	Donrey
KRAM, 1340, 1 KW	, COUNTRY	,\$ 17.00	(Torbet)	
KREL, 1280, 5 KW (DAYS)	, RELIG/SPANISH	,\$ 12.00	(Caballero)	(HENDERSON)
KFMS, 1410, 5 KW (DA-2)	, COUNTRY	,\$ 19.00*	(Katz)	
KFMS-F, 101.9, 100 KW @ 1110	, COUNTRY	,\$ 40.00*	(Katz)	
KKLZ-F, 96.3, 100 KW @ 1131	, CLASSIC AOR	,\$ 20.00*	(Torbet)	Medina
KLUC-F, 98.5, 25 KW @ 180	, CHR	ABC-C, \$ 50.00*	(Mc-Guild)	Nationwide
KMZQ-F, 100.5, 100 KW @ 1110	, AC	MBS, \$ 35.00*	(MMR)	Olympic (HENDERSON)
KOMP-F, 92.3, 100 KW @ 1520	, AOR	,\$ 40.00*	(Christal)	Lotus
KRRI-F, 105.5, 120 W @ 3550	, OLDIES	,\$ NA	(---)	(BOULDER CITY)
KEYV-F, 93.1, 50 KW @ 103	, AC	CBS-R, \$ 23.00	(HNWH)	
KXTZ-F, 94.1, 100 KW @ 1250	, BTFL/EZ	,\$ 45.00	(Select)	Parker
KYRK-F, 97.1, 50 KW @ 1811	, URBAN	,\$ 22.00	(Eastman)	Donrey
KYYX-F, 95.5, 100 KW @ 1120	, COUNTRY	,\$ 23.00*	(HNWH)	Sterling Rec. (HENDERSON)

LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,429,500

MSA Rank/Pop: 2/7,962,100

ADI # 2

Average Person Ratings: 18.0

Market TSL: 23.7 hours

Stations: 44/44

Diaries: 3527/2390:1/36.9%

Sample Target: 3440

% Below Line: 0

% Not Listed: 9.1

1985 Revenue: \$247,200,000

HH Inc.: \$36,089

Retail \$: 71.3 Bil

Pop per Station: 191,580

#1 Biller: KIIS A/F \$34,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO	CUME/RATING	SPG 86	FAL 85
1. KIIS-F+	1082/7.1	6.3	7.8	8.8	9.4	7.5	9.5	1. KIIS-F+	1281/22161	1. KIIS-F+	19046/22.6	20.1	24.3
2. KABC	1008/6.7	7.0	6.1	6.0	8.3	6.5	6.0	2. KABC	1092/13584	2. KPWR-F	13966/16.6	16.1	7.2
3. KPWR-F	1001/6.6	6.0	4.4	1.8	2.4	4.7	7.9	3. KPWR-F	1084/15217	3. KABC	12367/14.7	15.4	13.5
4. KJOI-F	670/4.4	5.2	5.1	4.9	3.6	4.9	3.4	4. KOST-F	784/11978	4. KFWB	11045/13.1	13.5	14.0
5. KOST-F	624/4.1	4.2	4.1	3.4	4.0	4.0	3.7	5. KRTH-F	739/12490	5. KOST-F	10060/11.9	12.0	10.8
6. KRTH-F	602/4.0	3.5	3.7	3.3	2.5	3.6	3.5	6. KJOI-F	716/ 8601	6. KRTH-F	10036/11.9	11.4	10.9
7. KBIG-F	586/3.9	4.3	5.1	4.7	4.2	4.5	1.9	7. KLOS-F	708/12325	7. KNX	9847/11.7	11.2	12.3
8. KLOS-F	564/3.7	3.4	3.3	4.8	4.4	3.8	4.6	8. KBIG-F	706/ 9110	8. KLOS-F	9483/11.2	10.7	12.0
9. KROQ-F	545/3.6	3.8	4.3	3.9	3.1	3.9	6.3	9. KNX	690/12921	9. KJOI-F	7882/ 9.4	9.9	10.2
10. KNX	529/3.5	3.1	3.3	3.0	3.1	3.2	2.5	10. KROQ-F	652/ 9132	10. KROQ-F	7767/ 9.2	10.0	9.3
11. KMPC	504/3.3	3.0	2.9	3.4	4.2	3.2	2.3	11. KMPC	598/ 9261	11. KBIG-F	7682/ 9.1	9.7	10.9
12. KFWB	496/3.3	3.7	3.3	3.9	2.7	3.6	2.4	12. KTNQ	530/ 4819	12. KMPC	7681/ 9.1	7.9	8.9
13. KTNQ	485/3.2	2.7	2.2	2.0	2.3	2.5	3.4	13. KFWB	524/11949	13. KIQQ-F	7388/ 8.8	8.1	8.3
14. KIQQ-F	432/2.9	2.9	3.9	2.5	1.4	3.1	1.5	14. KIQQ-F	489/ 8456	14. KMET-F	7015/ 8.3	8.0	10.3
15. KLVE-F	334/2.2	3.4	1.5	1.6	1.6	2.2	1.5	15. KMET-F	387/ 9137	15. KRLA	4950/ 5.9	5.2	7.0
16. KMET-F	309/2.0	2.2	3.2	2.5	3.3	2.5	2.6	16. KLVE-F	340/ 5062	16. KLVE-F	4853/ 5.8	5.8	4.1
17. KJLH-F	268/1.8	1.4	2.0	2.3	2.5	1.9	2.7	17. KFI	317/ 6822	17. KBZT-F	4714/ 5.6	4.7	6.9
18. KZLA-F	240/1.6	2.5	1.9	2.6	2.1	2.2	1.5	18. KJLH-F	272/ 4320	18. KTNQ	4430/ 5.3	5.3	NA
19. KUTE-F	230/1.5	1.2	1.4	1.2	1.5	1.3	1.5	19. KFI	260/ 4117	19. KFI	4362/ 5.2	5.9	5.6
20. KDAY	229/1.5	1.1	1.3	2.2	1.5	1.5	1.8	20. KUTE-F	256/ 4161	20. KJLH-F	4205/ 5.0	5.9	6.6
21. KBZT-F	222/1.5	1.2	1.6	2.0	1.5	1.6	.8	21. KNX-F	251/ 5100	21. KNX-F	4185/ 5.0	7.6	9.7
22. KNAC-F	216/1.4	1.2	.6	.5	.3	.9	3.1	22. KLAC	248/ 3625	22. KUTE-F	3795/ 4.5	4.5	4.4
23. KNX-F	210/1.4	1.8	1.6	2.4	2.6	1.8	1.6	23. KDAY	230/ 3542	23. KZLA-F	3683/ 4.4	5.0	5.7
24. KLAC	209/1.4	1.2	1.4	1.5	1.6	1.4	1.5	24. KBZT-F	228/ 4925	24. KDAY	3520/ 4.2	3.5	5.0
25. KWKW	203/1.3	1.7	1.3	1.3	1.4	1.4	.9	25. KKG0-F	224/ 3576	25. KFAC-F	3234/ 3.8	4.4	4.8

12+ FM SHARE (METRO): 65.13% (8964 of 13764)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KPWR-F>	1. KIIS-F+	1. KIIS-F+	1. KIIS-F+	1. KIIS-F+	1. KABC	1. KIIS-F+	1. KIIS-F+	1. KPWR-F	1. KABC	1. KPWR-F
2. KIIS-F+	2. KPWR-F	2. KPWR-F	2. KRTH-F	2. KRTH-F	2. KJ0I-F	2. KABC	2. KPWR-F	2. KIIS-F+	2. KPWR-F	2. KIIS-F+
3. KROQ-F	3. KLOS-F	3. KRTH-F	3. KOST-F	3. KOST-F	3. KBIG-F	3. KFWB	3. KRTH-F	3. KABC	3. KOST-F	3. KJOI-F
4. KDAY	4. KRTH-F	4. KLOS-F	4. KLOS-F	4. KABC	4. KNX	4. KPWR-F	4. KABC	4. KLOS-F	4. KIIS-F+	4. KABC
5. KOST-F	5. KROQ-F	5. KOST-F	5. KTNQ	5. KPWR-F	5. KIIS-F+	5. KNX	5. KJOI-F	5. KROQ-F	5. KROQ-F	5. KROQ-F
6. KNAC-F	6. KOST-F	6. KTNQ	6. KPWR-F	6. KTNQ	6. KIQQ-F	6. KTNQ	6. KOST-F	6. KROQ-F	6. KJOI-F	6. KLOS-F
7. KLOS-F	7. KMET-F	7. KROQ-F	7. KABC	7. KLOS-F	7. KMPC	7. KJOI-F	7. KBIG-F	7. KRTH-F	7. KMPC	7. KBIG-F
8. KJLH-F	8. KLVE-F	8. KIQQ-F	8. KIQQ-F	8. KIQQ-F	8. KOST-F	8. KBIG-F	8. KLOS-F	8. KOST-F	8. KBIG-F	8. KRTH-F
9.	9. KTNQ	9. KABC	9. KBIG-F	9. KBIG-F	9. KTNQ	9. KRTH-F	9. KROQ-F	9. KBIG-F	9. KROQ-F	9. KIQQ-F
10.	10. KUTE-F	10. KBIG-F	10. KNX	10. KJOI-F	10. KRTH-F	10. KOST-F	10. KIQQ-F	10. KNX	10. KNX	10. KOST-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KIIS-F+	1. KIIS-F+	1. KIIS-F+	1. KIIS-F+	1. KIIS-F+	1. KPWR-F	1. KLOS-F	1. KLOS-F	1. KLOS-F	1. KRTH-F
2. KPWR-F	2. KPWR-F	2. KPWR-F	2. KPWR-F	2. KOST-F	2. KLOS-F	2. KPWR-F	2. KRTH-F	2. KIIS-F+	2. KIIS-F+
3. KROQ-F	3. KOST-F	3. KOST-F	3. KOST-F	3. KPWR-F	3. KROQ-F	3. KROQ-F	3. KIIS-F+	3. KRTH-F	3. KLOS-F
4. KLVE-F	4. KLVE-F	4. KRTH-F	4. KRTH-F	4. KIQQ-F	4. KIIS-F+	KIIS-F+	4. KROQ-F	4. KPWR-F	4. KABC
5. KLOS-F	5. KRTH-F	5. KUTE-F	5. KTNQ	5. KABC	5. KMET-F	5. KRTH-F	5. KOST-F	5. KROQ-F	5. KTNQ
6. KOST-F	6. KLOS-F	6. KLVE-F	6. KLVE-F	6. KRTH-F	6. KNAC-F	6. KMET-F	6. KPWR-F	6. KMET-F	6. KOST-F
7. KRTH-F	7. KROQ-F	7. KTNQ	7. KIQQ-F	7. KTNQ	7. KRTH-F	7. KOST-F	7. KMET-F	7. KOST-F	7. KNX
KJLH-F	8. KTNQ	8. KLOS-F	8. KBIG-F	8. KBIG-F	8. KDAY	8. KNAC-F	8. KTNQ	8. KTNQ	8. KBIG-F
9. KBIG-F	9. KJLH-F	9. KNX-F	9. KLOS-F	9. KJOI-F	9. KOST-F	9. KTNQ	9. KNAC-F	9. KABC	9. KIQQ-F
10. KTNQ	KUTE-F	10. KBZT-F	10. KABC	10. KLVE-F	10. KTNQ	10. KNX-F	10. KNX-F	10. KNAC-F	10. KMET-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACE-F	103.9	Inglewood	1.0/3.4
KALI	1430	San Gabriel	.9/3.0
KBRT	740	Avalon	.5/1.4
KEZY-F	95.9	Anaheim	.3/1.6
KFAC	1330	Los Angeles	.2/1.1
KFAC-F	92.3	Los Angeles	1.1/3.8
KFI	640	Los Angeles	1.2/5.2
KFSG-F	96.3	Los Angeles	.4/1.4
KGfJ	1230	Los Angeles	.7/2.1
KIEV	870	Glendale	.8/3.3
KKGO-F	105.1	Los Angeles	1.3/3.8
KMAX-F	107.1	Arcadia	.4/1.6
KNOB-F	97.9	Long Beach	.8/3.1
KRLA	1110	Pasadena	1.3/5.9
KRTH	930	Los Angeles	.6/3.3
KSKQ	1540	Los Angeles	.7/2.4
KWIZ-F	96.7	Santa Ana	.4/1.1
KYMS-F	106.3	Santa Ana	.4/1.1

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK/NEWS	ABC-T,ABC-I,\$330.00	(Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2)	, SPANISH AC	,\$ NA	(Masla)	United
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN,\$100.00	(Roslin)	
KFI, 640, 50 KW	, AC	ABC-E,\$185.00*	(Christal)	Cox
KFWB, 980, 5 KW	, NEWS	ABC-E,NBC,\$260.00*	(Select)	Westinghouse
KGfJ, 1230, 1 KW	, BLACK	SBN,\$ NA	(HNWH)	Inner City
KIEV, 870, 5 KW/1 KW (DA-N)	, TALK	,\$110.00*	(---)	
KIIS, 1150, 5 KW (DA-N)	, CHR	,\$ NA	(Mc-Guild)	Gannett
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC-D,\$135.00*	(Eastman)	Malrite
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA	,\$210.00	(Durpetti)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS,\$270.00	(CBS)	CBS
KRTH, 930, 5 KW (DA-N)	, OLDIES	US I,\$ NA	(Republic)	RKO
KSKQ, 1540, 50 KW/10 KW (DA-D)	, SPANISH AC	,\$ 90.00*	(Caballero)	Spanish Bdest
KTnQ, 1020, 50 KW (DA-2)	, SPANISH AC	,\$ 80.00*	(Caballero)	H & W
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	,\$140.00*	(MMR)	Greater Media
KBRT, 740, 10 KW (DAYS,DA)	, RELIGION	,\$ 50.00*	(---)	Crawford
KWKW, 1300, 5 KW/1 KW (DA-2)	, SPANISH VARIETY	,\$ 85.00	(Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 390, BLACK	APR,\$ 60.00*	(Masla)	All-Pro
KBIG, 104.3, 105 KW @ 2890, BTFL/EZ	,\$260.00*	(CBS)	Bonneville
KBZT, 97.1, 55 KW @ 770, AC	,\$200.00*	(MMR)	Greater Media
KFAC, 92.3, 39 KW @ 2835, CLASSICAL	,\$205.00	(Mc-Guild)	
KFSG, 96.3, 54 KW @ 480, RELIGION	APR,\$ NA	(---)	
KGIL, 94.3, 3 KW @ -80, SOFT AC	,\$ 55.00	(HNWH)	Buckley (SAN FERNANDO)
KIIS, 102.7, 8 KW @ 2790, CHR	,\$550.00*	(Mc-Guild)	Gannett
KIQQ, 100.3, 5 KW @ 3060, SOFT AC	Tran,\$181.00	(Select)	Outlet
KJLH, 102.3, 3 KW @ 300, BLACK	,\$ 70.00*	(Weiss)	(COMPTON)
KJOI, 98.7, 75 KW @ 1180, BTFL/EZ	,\$240.00*	(Blair)	Legacy
KKGO, 105.1, 18 KW @ 2900, JAZZ	APR,\$ NA	(Select)	
KNX, 93.1, 54 KW @ 2870, SOFT AC	CBS-R,\$170.00*	(CBS)	CBS
KLOS, 95.5, 63 KW @ 3129, AOR	ABC-R,\$300.00*	(Katz)	Cap Cities/ABC
KLVE, 107.5, 34 KW @ 2800, SPANISH AC	,\$ NA	(Caballero)	H & W
KMET, 94.7, 58 KW @ 2835, AOR	,\$270.00*	(Blair)	Metromedia
KOST, 103.5, 13 KW @ 3100, AC	,\$230.00*	(Christal)	Cox
KPWR, 105.9, 72 KW @ 770, URBAN/CHR	,\$250.00*	(HNWH)	Emmis
KNOB, 97.9, 79 KW @ 420, SOFT AC	,\$ 94.00	(Masla)	(LONG BEACH)
KRTH, 101.1, 51 KW @ 3130, OLDIES	US 2,\$190.00*	(Republic)	RKO
KUTE, 101.9, .7 KW @ 2848, URBAN/AC	,\$100.00*	(Durpetti)	Golden West
KZLA, 93.9, 49 KW @ 720, COUNTRY	,\$130.00*	(Eastman)	Malrite
KROQ, 106.7, 25 KW @ 1600, AOR	,\$220.00*	(Torbet)	Infinity
KNAC, 105.5, 1.6 KW @ 400, AOR	,\$ NA	(Roslin)	(LONG BEACH)

LOUISVILLE

Arbitron Rank/Pop (12+): 44/796,100  
 MSA Rank/Pop: 49/954,500  
 ADI # 49  
 Average Person Ratings: 14.3  
 Market TSL: 19.3 hours

Stations: 18/18  
 Diaries: 1321/603:1/40.3%  
 Sample Target: 1200  
 % Below Line: 0  
 % Not Listed: 6.8

1985 Revenue: \$17,900,000  
 HH Inc.: \$28,837  
 Retail \$: 5.7 Bil  
 Pop per Station: 44,228  
 #1 Biller: WHAS \$4,200,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85
1. WAMZ-F	179/15.7	15.7	12.2	11.4	---	13.8	15.2	1. WAMZ-F	258/2941	1. WHAS	2232/28.0	33.5 28.4
2. WHAS	132/11.6	17.6	12.4	15.3	---	14.2	9.2	2. WHAS	190/3228	2. WAMZ-F	1873/23.5	24.7 23.6
3. WDJX-F	106/ 9.3	6.7	6.2	5.8	---	7.0	11.7	3. WQMF-F	141/1939	3. WLRS-F	1535/19.3	20.0 22.6
4. WQMF-F	96/ 8.4	6.6	8.8	8.5	---	8.1	13.5	4. WDJX-F	139/2065	4. WDJX-F	1478/18.6	16.5 16.1
5. WAVG	81/ 7.1	3.5	7.2	6.8	---	6.2	4.4	5. WVEZ-F	94/1620	5. WQMF-F	1397/17.5	16.6 18.8
6. WVEZ-F	79/ 6.9	8.8	7.5	7.7	---	7.7	6.1	6. WAVG	82/1124	6. WVEZ-F	1248/15.7	17.3 12.4
7. WLRS-F	72/ 6.3	5.6	7.3	9.0	---	7.1	9.1	7. WLRS-F	73/1573	7. WRKA-F	1184/14.9	18.9 19.0
8. WRKA-F	68/ 6.0	9.2	8.8	8.9	---	8.2	6.7	8. WJYL-F	69/ 905	8. WAVG	1071/13.5	11.9 13.7
9. WJYL-F	54/ 4.7	4.6	5.2	4.2	---	4.7	7.7	9. WRKA-F	69/1188	9. WJYL-F	755/ 9.5	9.1 9.8
10. WLOU	45/ 3.9	3.8	5.2	4.9	---	4.5	4.0	10. WLOU	45/ 663	10. WAKY	664/ 8.3	7.9 9.5
11. WCII	41/ 3.6	2.4	2.7	4.0	---	3.2	1.0	11. WCII	41/ 515	11. WLOU	639/ 8.0	8.5 9.2
12. WXVW	40/ 3.5	3.1	2.4	1.4	---	2.6	1.7	12. WXVW	41/ 452	12. WCII	497/ 6.2	9.7 9.7
13. WAKY	21/ 1.8	2.3	3.7	2.9	---	2.7	2.6	13.		13. WXVW	435/ 5.5	4.7 4.7

12+ FM SHARE (METRO): 62.88% (669 of 1064)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WDJX-F	1. WQMF-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WHAS	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F
2. WQMF-F	2. WAMZ-F	2. WHAS	2. WHAS	2. WHAS	2. WHAS	2. WAMZ-F	2. WHAS	2. WHAS	2. WDJX-F	2. WDJX-F
3. WLRS-F	3. WDJX-F	3. WQMF-F	3. WRKA-F	3. WRKA-F	3. WVEZ-F	3. WAVG	3. WDJX-F	3. WDJX-F	3. WQMF-F	3. WQMF-F
4. WJYL-F	4. WRKA-F	4. WRKA-F	4. WVEZ-F	4. WVEZ-F	4. WAVG	4. WQMF-F	4. WVEZ-F	4. WQMF-F	4. WAVG	4. WHAS
	WAMZ-F	5. WLRS-F	5. WDJX-F	5. WQMF-F	5. WQMF-F	5. WCII	5. WRKA-F	5. WQMF-F	5. WLRS-F	5. WHAS
									6. WJYL-F	6. WAVG

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDJX-F	1. WDJX-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WQMF-F	1. WQMF-F	1. WQMF-F	1. WAMZ-F	1. WAMZ-F
2. WQMF-F	2. WRKA-F	2. WHAS	2. WHAS	2. WHAS	2. WAMZ-F	2. WAMZ-F	2. WAMZ-F	2. WQMF-F	2. WHAS
3. WLRS-F	3. WAMZ-F	3. WRKA-F	3. WDJX-F	3. WVEZ-F	3. WLRS-F	3. WLRS-F	3. WRKA-F	3. WHAS	3. WQMF-F
4. WRKA-F	4. WVEZ-F	4. WVEZ-F	4. WVEZ-F	4. WRKA-F	4. WDJX-F	4. WRKA-F	4. WHAS	4. WRKA-F	4. WRKA-F
5. WVEZ-F	5. WLRS-F	5. WJYL-F	5. WRKA-F	5. WDJX-F	5.	5. WDJX	5. WJYL-F	5. WLRS-F	5. WVEZ-F
	6. WQMF-F	WDJX-F	WLRS-F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDGS	1290	New Albany, IN	.7/1.9
WFIA	900	Louisville	1.0/1.7
WLLV	1240	Louisville	.4/1.3
WTMT	620	Louisville	1.0/1.9

RADIO STATIONS

WAKY, 790, 5 KW/1 KW (DA-2)	, OLDIES	MBS, \$ 45.00* (Katz)	Federal
WAVG, 970, 5 KW (DA-2)	, MOR	US 2, NBC-T, \$ 43.00 (Select)	
WCII, 1080, 10 KW/1 KW (DA-2)	, COUNTRY	CBS, \$ 80.00 (Eastman)	Great Trails
WDGS, 1290, 500 W/1 KW (DA-2)	, BLACK	NBN, \$ 20.00 (Masla)	
WFIA, 900, 1 KW (DAYS)	, RELIGION	, \$ 14.00 (---)	
WHAS, 840, 50 KW	, MOR	ABC-I, \$105.00* (Christal)	Clear Channel
WLLV, 1240, 1 KW/250 W	, GOSPEL (?)	, \$ 17.00 (Roslin)	
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	NBN, \$ 50.00 (MMR)	
WTMT, 620, 500 W (DA-2)	, COUNTRY	, \$ 17.00 (Masla)	
WXVW, 1450, 1 KW	, NOSTALGIA	MBS, \$ 34.00 (Regional)	
WAMZ-F, 97.5, 100 KW @ 505, COUNTRY		, \$ 90.00* (Christal)	Clear Channel
WDJX-F, 99.7, 20 KW @ 720, CHR		CBS-R, \$ 80.00* (Eastman)	Great Trails
WJYL-F, 101.7, 3 KW @ 300, URBAN		, \$ 40.00* (---)	Inter-Urban
WLRS-F, 102.3, 3 KW @ 300, CHR		ABC-R, \$ 50.00 (Select)	
WQMF-F, 95.7, 34 KW @ 580, AOR		Source, \$ 70.00 (Torbet)	
WRKA-F, 103.1, 3 KW @ 300, AC		ABC-D, \$ 60.00* (Blair)	Capital-Johnson
WVEZ-F, 106.9, 25 KW @ 670, SOFT AC		, \$ 55.00* (Katz)	Federal
WXLN-F, 103.9, 3 KW @ 300, RELIGION		ABC-D, \$ 18.00 (---)	



McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 77/447,800

MSA Rank/Pop: McA - 131/343,700  
 ADI # 117 Brown - 174/245,400  
 Average Person Ratings: 18.6  
 Market TSL: 24.6 hours

Stations: 17/17  
 Diaries: 863/519:1/45.3%  
 Sample Target: 810  
 % Below Line: 0  
 % Not Listed: 9.5

1985 Revenue: \$10,600,000  
 HH Inc.: \$22,250  
 Retail \$: 3.1 Bil  
 Pop per Station: 26,341  
 #1 Biller: KGBT \$1,950,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85
1. KGBT	161/19.4	19.5	---	16.8	---	18.6		1. KGBT	177/1588	1. KBFM-F	1480/33.1	31.0 33.7
2. KBFM-F	103/12.4	11.7	---	14.3	---	12.8		2. KBFM-F	117/1604	2. KGBT	1418/31.7	29.8 28.7
3. KIWW-F	66/ 7.9	7.6	---	7.2	---	7.6		3. KIWW-F	75/1074	3. KRGV	959/21.4	21.7 18.0
4. KRGV	66/ 7.9	8.7	---	5.9	---	7.5		4. KRGV	68/1051	4. KIWW-F	954/21.3	19.0 18.1
5. KQXX-F	55/ 6.6	6.3	---	7.7	---	6.9		5. KQXX-F	61/ 485	5. KQXX-F	707/15.8	13.7 11.1
	KVLY-F	55/ 6.6	6.1	---	5.2	---	6.0	6. KQXX-F	55/ 713	6. KELT-F	701/15.7	15.6 22.7
7. KRIX-F	54/ 6.5	4.8	---	6.1	---	5.8		KRIX-F	55/ 708	7. KRIX-F	671/15.0	13.3 14.6
8. KTXF-F	52/ 6.3	6.4	---	6.8	---	6.5		KTXF-F	55/ 680	8. KTXF-F	656/14.6	12.5 12.6
9. KELT-F	48/ 5.8	6.3	---	9.9	---	7.3		9. KELT-F	48/ 724	9. KVLY-F	449/10.0	11.5 9.0
10. KIRT	33/ 4.0	3.6	---	3.2	---	3.6		10. KIRT	35/ 430	10. KIRT	380/ 8.5	7.1 5.9
11. KSOX+	15/ 1.8	.6	---	1.0	---	1.1		11.		11. KSOX+	344/ 7.7	5.2 5.4
12. KITM-F	13/ 1.6	1.0	---	1.7	---	1.4		12.		12. KGAR-F	258/ 5.8	6.1 5.0
13. KURV	12/ 1.4	1.2	---	2.0	---	1.5		13.		13.		
14.								14.		14.		
15.								15.		15.		

12+ FM SHARE (METRO): 60.96% (459 of 753)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KBFM-F	1. KBFM-F	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT
2. KRGV	2. KRIX-F	2. KBFM-F	2. KIWW-F	2. KIWW-F	2. KVLY-F	2. KBFM-F	2. KBFM-F	2. KBFM-F	2. KBFM-F	2. KBFM-F
3. KRIX-F	3. KGBT	3. KIWW-F	3. KQXX-F	3. KQXX-F	3. KIWW-F	3. KRGV	3. KIWW-F	3. KQXX-F	3. KQXX-F	3. KIWW-F
4. KGBT	KIWW-F	4. KELT-F	4. KELT-F	4. KELT-F	4. KTXF-F	4. KVLY-F	4. KIWW-F	4. KRGV	4. KRIX-F	4. KTXF-F
5.	5. KELT-F	5. KQXX-F	5. KBFM-F	5. KBFM-F	5. KIWW-F	5. KRGV	5. KVLY-F	5. KVLY-F	5. KRGV	5. KRGV
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBFM-F	1. KBFM-F	1. KGBT	1. KGBT	1. KGBT		1. KRIX-F	1. KRIX-F	1. KIWW-F	1. KGBT	1. KGBT
2. KRGV	2. KELT-F	2. KBFM-F	2. KBFM-F	2. KIWW-F		2. KBFM-F	2. KBFM-F	2. KGBT	KRIX-F	2. KIWW-F
KELT-F	3. KGBT	KIWW-F	3. KIWW-F	3. KBFM-F		3.	3. KIWW-F	3. KRIX-F	3. KIWW-F	3. KIRT
4. KGBT	4. KIWW-F	4. KELT-F	4. KELT-F	KQXX-F		4.	4. KGBT	KVLY-F	4. KBFM	KQXX-F
5.	5. KRGV	5. KQXX-F	5. KQXX-F	5. KELT-F		5.	5. KELT-F	5. KELT-F	5. KTXF-F	5. KTXF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBOR	1600	Brownsville	1.1/3.9
KGAR-F	106.3	Mercedes	1.0/5.8
KRIO	910	McAllen	.4/3.9

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, NOSTALGIA	, \$ 16.00	(---)	
KGBT, 1530, 50 KW/10 KW (DA-N)	, SPANISH	, \$110.00	(Katz)	Tichenor
KIRT, 1580, 1 KW (DAYS)	, SPANISH	, \$ 24.00	(Caballero)	
KRGV, 1290, 5 KW (DA-N)	, CHR	US 1, \$ 29.00*	(Blair)	Manship
KRIO, 910, 5 KW (DA-2)	, OLDIES	APR, \$ 17.00	(HNWH)	Tippie
KURV, 710, 1 KW	, NEWS/TALK	NBC,ABC-T, \$ 20.00	(Miller)	
KSOX, 1240, 1 KW	, COUNTRY	, \$ 11.00	(---)	(RAYMONDVILLE)
KBFM-F, 104.1, 100 KW @ 990, CHR	ABC-F, \$ 41.00	(Christal)		Oppenheimer
KELT-F, 94.5, 100 KW @ 800, AC	, \$ 47.00	(Katz)		Tichenor
KGAR-F, 106.3, 3 KW @ 300, AC	SMN, \$ 18.00	(Roslin)		
KIWW-F, 96.1, 100 KW @ 500, SPANISH	, \$ 55.00*	(Mc-Guild)		
KQXX-F, 98.5, 100 KW @ 1400, SPANISH	, \$ 28.00	(Caballero)		Gomez
KRIX-F, 99.5, 100 KW @ 480, AOR	ABC-R, \$ 22.00	(MMR)		
KTXF-F, 100.3, 100 KW @ 500, COUNTRY	, \$ 29.00	(Eastman)		
KVLY-F, 107.9, 100 KW @ 490, BTFL/EZ	, \$ 26.00	(HNWH)		Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 50/751,800  
 MSA Rank/Pop: 50/932,300  
 ADI # 40  
 Average Person Ratings: 16.6  
 Market TSL: 22.4 hours

Stations: 20/20  
 Diaries: 1311/573:1/40.6%  
 Sample Target: 1090  
 % Below Line: 0  
 % Not Listed: 7.9

1985 Revenue: \$20,600,000  
 HH Inc.: \$27,221  
 Retail \$: 6.1 Bil  
 Pop per Station: 37,590  
 #1 Biller: WMC-F \$4,300,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85
1. WHRK-F	226/18.1	15.6	---	15.5	---	16.4		1. WHRK-F	281/2864	1. WHRK-F 2264/30.1	27.6	27.1
2. WMC-F	119/ 9.5	9.2	---	11.5	---	10.1		2. WMC-F	209/3140	2. WMC-F 1935/25.7	25.9	25.8
3. WRVR-F	108/ 8.7	8.3	---	7.6	---	8.2		3. WGKX-F	163/2056	3. KRNB-F 1523/20.3	17.5	17.0
4. KRNB-F	94/ 7.5	6.1	---	6.1	---	6.6		4. WRVR-F	141/2029	4. WRVR-F 1478/19.7	18.5	20.8
5. WEZI-F	79/ 6.3	5.2	---	6.0	---	5.8		5. KRNB-F	103/1744	5. WDIA 1247/16.6	16.0	19.1
6. WDIA	76/ 6.1	6.6	---	7.3	---	6.7		6. WDIA	101/1608	6. WGKX-F 1076/14.3	15.2	16.7
7. WGKX-F	73/ 5.9	7.8	---	8.9	---	7.5		7. WEGR-F	96/1665	7. WEGR-F 1047/13.9	16.8	18.8
8. WEGR-F	67/ 5.4	8.3	---	7.7	---	7.1		8. WMC	87/1363	8. WEZI-F 966/12.8	10.9	11.4
9. WLOK	66/ 5.3	6.1	---	5.2	---	5.5		9. WEZI-F	85/1079	9. WLOK 933/12.4	12.6	10.9
10. WMC	60/ 4.8	6.5	---	6.9	---	6.1		10. WHBQ	73/1094	10. WMC 877/11.7	11.6	15.4
11. WHBQ	57/ 4.6	3.4	---	3.6	---	3.9		11. WLOK	68/ 984	11. WHBQ 784/10.4	8.1	9.1
12. WREC	38/ 3.0	4.8	---	2.7	---	3.5		12. WREC	59/ 929	12. WREC 702/ 9.3	9.9	9.2
13. KWAM	25/ 2.0	1.8	---	1.0	---	1.6		13.		13. KWAM 335/ 4.5	4.1	3.4
14.								14.				
15.								15.				

12+ FM SHARE (METRO): 67.45% (755 of 1149)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHRK-F	1. WHRK-F>	1. WHRK-F>	1. WHRK-F	1. WHRK-F	1. WEZI-F	1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WHRK-F>
2. KRNB-F	2. WMC-F	2. WRVR-F	2. WRVR-F	2. WRVR-F	2. WMC	2. WMC-F	2. WMC-F	2. WMC-F	2. KRNB-F	2. WMC-F
3. WMC-F	3. WRVR-F	3. WMC-F	3. WMC-F	3. WMC-F	WRVR-F	3. WRVR-F	3. WRVR-F	3. WRVR-F	3. WMC-F	3. KRNB-F
4.	4. KRNB-F	4. KRNB-F	4. WGKX-F	4. WGKX-F	4. WGKX-F	4. WDIA	4. WEZI-F	4. KRNB-F	4. WDIA	4. WRVR-F
5.	5. WEGR-F	5. WEGR-F	5. KRNB-F	5. KRNB-F	5. WHRX-F	5. WMC	5. KRNB-F	5. WEZI-F	5. WGKX-F	5. WEZI-F
								6. WEGR-F		
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHRK-F	1. WHRK-F>	1. WHRK-F	1. WHRK-F>	1. WHRK-F		1. WHRK-F>	1. WHRK-F>	1. WHRK-F	1. WHRK-F	1. WHRK-F
2. WMC-F	2. WMC-F	2. WMC-F	2. WMC-F	2. WRVR-F		2. WMC-F	2. WRVR-F	2. WRVR-F	2. WRVR-F	2. WRVR-F
3. KRNB-F	3. KRNB-F	3. WRVR-F	3. WRVR-F	3. WMC-F		3. WEGR-F	3. WEGR-F	3. WEGR-F	3. WEGR-F	3. WEGR-F
4. WEGR-F	4. WRVR-F	4. KRNB-F	4. KRNB-F	4. WGKX-F		4. KRNB-F	WRVR-F	4. KRNB-F	WMC-F	4. WGKX-F
5. WRVR-F	5. WGKX-F	5. WGKX-F	5. WGKX-F	5. WEZI-F		5. WRVR-F	5. KRNB-F	5. WMC-F	5. KRNB-F	WMC-F
6. WEGR-F										

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFTH-F	107.1	Marion	.7/2.1
KSUD	730	West Memphis	1.0/1.8
WKBL	500	Covington	.4/1.4
WLVS	1430	Germentown	.6/1.9
WMSO	640	Collierville	.6/2.5
WRVR	680	Memphis	.7/3.3
WXSS	1030	Memphis	.9/2.1

RADIO STATIONS

KSUD, 730, 250 KW (DAYS)	, GOSPEL	,\$ 10.00 (---)	
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	SBN,APR,\$ 48.00 (Katz)	Adams
KWAM, 990, 10 KW/? KW (DA-2)	, GOSPEL	,\$ 20.00 (---)	Rivers
WHBQ, 560, 5 KW/1 KW (DA-2)	, NEWS/TALK	US 2,ABC-T,NBC-T,\$ 40.00 (Republic)	RKO
WLOK, 1340, 1 KW	, BLACK	SBN,NBN,\$ 38.00 (Masla)	Gilliam
WLVS, 1430, 2.5 KW (DAYS)	, AC	,\$ 23.00 (Christal)	
WMC, 790, 5 KW (DA-N)	, COUNTRY	,\$ 70.00* (Blair)	Scripps-Howard
WREC, 600, 5 KW (DA-N)	, NOSTALGIA	ABC-I,\$ 44.00* (Mc-Guild)	Summit
WRVR, 680, 10 KW/5 KW (DA-N)	, AC	MBS,CBS,\$ NA (Christal)	Viacom
WXSS, 1030, ? ?	, ?	,\$ NA (Bolton)	
WMQM, 1480, 5 KW (DAYS)	, RELIGION	,\$ 8.00 (---)	
KRNB-F, 101.1, 100 KW @ 460, BLACK		ABC-F,\$ 44.00 (Masla)	Rivers
WEZI-F, 94.3, 3 KW @ 300, BTFL/EZ		,\$ 50.00* (Christal)	
WGKX-F, 105.9, 100 KW @ 762, COUNTRY		,\$ 85.00 (HNWH)	Kaneb
WHRK-F, 97.1, 100 KW @ 530, URBAN		US I,\$ 80.00* (Katz)	Adams
WMC-F, 99.7, 300 KW @ 910, CHR		ABC-C,\$120.00* (Blair)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC		,\$100.00* (Christal)	Viacom
WEGR-F, 102.7, 100 KW @ 900, AOR		ABC-R,\$ 85.00* (Mc-Guild)	Summit

MIAMI - FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,557,000  
 MSA Rank/Pop: MIA - 24/1,774,000  
 ADI # 14 FT. L - 42/1,120,000  
 Average Person Ratings: 19.5  
 Market TSL: 25.6 hours

Stations: 36/33  
 Diaries: 2712/943:1/39.2%  
 Sample Target: 2510  
 % Below Line: 1.0  
 % Not Listed: 6.8

1985 Revenue: \$83,500,000  
 HH Inc.: \$29,381  
 Retail \$: 22.8 Bil  
 Pop per Station: 77,485  
 #1 Biller: WHYI-F \$8,700,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WLYF-F	395/7.9	8.6	8.9	7.4	---	8.2		1. WLYF-F	440/4681	1. WHYI-F	4173/16.3	18.1	18.1
2. WHQT-F	254/5.1	4.9	3.3	3.9	---	4.3		2. WSHE-F	288/3528	2. WLYF-F	4172/16.3	15.3	13.8
	WINZ	254/5.1	3.6	4.1	3.4	4.1		3. WHQT-F	275/3167	3. WINZ	3053/11.9	10.4	10.0
4. WQBA	247/4.9	5.6	5.7	5.7	---	5.5		4. WINZ	271/3287	4. WAXY-F	2941/11.5	11.9	13.5
5. WSHE-F	227/4.5	4.9	6.0	5.6	---	5.3		5. WQBA	250/2144	5. WINZ-F	2920/11.4	12.4	14.7
6. WJQY-F	226/4.5	4.5	3.8	4.2	---	4.3		6. WHYI-F	249/5237	6. WHQT-F	2808/11.0	10.8	10.2
7. WHYI-F	204/4.1	5.3	5.7	5.1	---	5.1		7. WJQY-F	247/2852	7. WSHE-F	2804/11.0	11.5	11.5
8. WNWS	198/4.0	4.0	3.1	3.9	---	3.8		8. WNWS	215/2371	8. WIOD	2719/10.6	9.9	12.9
9. WCMQ-F	196/3.9	3.9	3.6	4.0	---	3.9		9. WAXY-F	211/3383	9. WJQY-F	2541/ 9.9	9.1	9.8
10. WEDR-F	189/3.8	3.7	3.8	4.2	---	3.9		10. WCMQ-F	196/1790	10. WPOW-F	2277/ 8.9	9.7	8.8
11. WAXY-F	188/3.8	3.9	4.0	4.3	---	4.0		WEDR-F	196/2025	11. WKQS-F	2170/ 8.5	8.6	8.8
12. WKQS-F	182/3.6	3.3	3.5	3.4	---	3.5		WKQS-F	196/2458	12. WQBA	2128/ 8.3	8.2	9.6
13. WAQI	181/3.6	3.2	3.5	1.8	---	3.0		13. WIOD	185/3090	13. WNWS	2099/ 8.2	9.1	9.3
14. WIOD	165/3.3	3.7	3.1	3.3	---	3.4		14. WAQI	182/1616	14. WLVE-F	2086/ 8.2	7.7	10.4
15. WINZ-F	157/3.1	2.7	3.5	3.5	---	3.2		15. WINZ-F	162/3140	15. WEDR-F	1922/ 7.5	7.8	8.0
16. WQBA-F	141/2.8	2.2	2.7	2.2	---	2.5		16. WEAT-F	159/1732	16. WMXJ-F	1915/ 7.5	6.7	6.1
17. WTMI-F	131/2.6	2.1	2.2	2.2	---	2.3		17. WPOW-F	144/2680	17. WCMQ-F	1790/ 7.0	6.8	7.6
18. WMXJ-F	130/2.6	2.1	2.1	1.8	---	2.2		18. WQBA-F	143/1592	18. WTMI-F	1668/ 6.5	6.6	7.4
19. WPOW-F	126/2.5	2.3	1.5	2.0	---	2.1		WMXJ-F	143/2294	19. WAIA-F	1646/ 6.4	7.7	7.4
20. WLVE-F	116/2.3	1.8	2.5	2.9	---	2.4		20. WTMI-F	139/1802	20. WAQI	1607/ 6.3	6.1	4.8
21. WRHC	91/1.8	2.2	3.2	2.9	---	2.5		21. WRMF-F	133/1783	21. WQBA-F	1581/ 6.2	5.7	6.9
22. WAIA-F	87/1.7	2.2	2.3	2.3	---	2.1		22. WLVE-F	121/2172	22. WKAT	1183/ 4.6	5.6	4.7
23. WKAT	84/1.7	2.2	1.9	1.6	---	2.1		23. WAIA-F	92/1846	23. WRHC	977/ 3.8	4.1	4.5
24. WSUA	80/1.6	1.3	1.4	1.8	---	1.5		24. WRHC	91/ 977	24. WSUA	937/ 3.7	3.2	4.4
25. WFTL	72/1.4	1.9	1.4	1.3	---	1.5		25. WKAT	86/1215	25. WFTL	936/ 3.7	4.2	3.2

12+ FM SHARE (METRO): 64.76% (3015 of 4656)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHQT-F	1. WSHE-F	1. WSHE-F	1. WJQY-F	1. WJQY-F	1. WLYF-F	1. WLYF-F	1. WLYF-F	1. WLYF-F	1. WINZ-F	1. WLYF-F
2. WHYI-F	2. WHQT-F	2. WJQY-F	2. WAXY-F	2. WAXY-F	2. WJQY-F	2. WQBA	2. WJQY-F	2. WQBA	2. WHQT-F	2. WCMQ-F
3. WPOW-F	3. WAXY-F	3. WAXY-F	3. WSHE-F	3. WLYF-F	3. WQBA-F	3. WINZ	3. WQBA	3. WHQT-F	3. WLYF-F	3. WINZ-F
4. WEDR-F	4. WEDR-F	4. WHQT-F	4. WCMQ-F	4. WCMQ-F	4. WAQI	4. WAQI	4. WHQT-F	4. WSHE-F	4. WNWS	4. WHYI-F
5. WINZ-F	5. WHYI-F	5. WCMQ-F	5. WMXJ-F	5. WSHE-F	5. WCMQ-F	5. WJQY-F	5. WKQS-F	5. WJQY-F	5. WEDR-F	5. WEDR-F
6. WSHE-F	6. WMXJ-F	6. WEDR-F	6. WLYF-F	6. WMXJ-F	6. WIOD	6. WNWS	6. WAXY-F	6. WHYI-F	6. WQBA	6. WHQT-F
7.	7. WJQY-F	7. WHYI-F	7. WKQS-F	7. WKQS-F	7. WKQS-F	7. WIOD	7. WCMQ-F	7. WKQS-F	7. WSHE-F	7. WQBA-F
8.	8. WLVE-F	8. WKQS-F	8. WHQT-F	8. WHQT-F	8. WINZ	8. WHYI-F	8. WSHE-F	8. WAXY-F	8. WAXY-F	8. WSHE-F
9.	9.	9. WMXJ-F	9.	9.	9.	9.	9.	9.	9. WHYI-F	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHQT-F	1. WHQT-F	1. WJQY-F	1. WJQY-F	1. WJQY-F	1. WSHE-F	1. WSHE-F	1. WSHE-F	1. WSHE-F	1. WSHE-F
2. WEDR-F	2. WAXY-F	2. WAXY-F	2. WHQT-F	2. WCMQ-F	2. WHQT-F	2. WHQT-F	2. WMXJ-F	2. WAXY-F	2. WAXY-F
3. WHYI-F	3. WHYI-F	3. WHQT-F	3. WCMQ-F	3. WLYF-F	3. WEDR-F	3. WEDR-F	3. WEDR-F	3. WHQT-F	3. WMXJ-F
4. WAXY-F	4. WJQY-F	4. WMXJ-F	4. WAXY-F	4. WAXY-F	4. WHYI-F	4. WAXY-F	4. WAXY-F	4. WAXY-F	4. WJQY-F
5. WPOW-F	5. WEDR-F	5. WLVE-F	5. WHYI-F	5. WLVE-F	5. WAXY-F	5. WMXJ-F	5. WHQT-F	5. WEDR-F	5. WKQS-F
6. WINZ-F	6. WSHE-F	6. WSHE-F	6. WLYF-F	6. WHQT-F	6. WKQS-F	6. WHYI-F	6. WLVE-F	6. WLVE-F	6. WKQS-F
7. WRBD	7. WCMQ-F	7. WCMQ-F	7. WEDR-F	7. WHYI-F	7. WINZ-F	7. WKQS-F	7. WKQS-F	7. WJQY-F	7. WEDR-F
8. WSHE-F	8. WMXJ-F	8. WHYI-F	8. WLVE-F	8. WKQS-F	8.	8. WLVE-F	8.	8. WINZ-F	8. WINZ-F
9.	9. WLVE-F	9.	9.	9. WQBA	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCMQ	1210	Miami	1.1/2.9
WLQY	1320	Hollywood	.4/1.4
WOCN	1450	Miami	.5/1.8
WQAM	560	Miami	1.0/3.1
WRBD	1470	Pompano Beach	1.0/2.2
WTHM-F	98.3	Goulds	.4/1.4
WVCG	1080	Coral Gables	.5/1.7
WEAT	850	West Palm Beach	---/ .1
WEAT-F	104.3	West Palm Beach	.3/1.2
WRMF-F	97.9	West Palm Beach	.6/2.2

RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW (DA-2)	, SPANISH NEWS/TALK	, \$ NA (---)	
WCMQ, 1210, 25 KW/2.5 KW (DA-2)	, SPANISH AC	, \$ NA (MMR)	
WINZ, 940, 50 KW/25 KW (DA-2)	, NEWS	CBS, \$105.00* (Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2)	, NEWS/TALK	NBC, ABC-I, \$ 95.00* (Christal)	Cox
WKAT, 1360, 10 KW/1 KW (DA-2)	, NOSTALGIA	ABC-D, \$ 50.00 (P/W)	
WLQY, 1320, 5 KW (DA-2)	, NOSTALGIA	, \$ 45.00* (---)	(HOLLYWOOD)
WMBM, 1490, 1 KW	, GOSPEL	NBN, \$ 40.00 (Masla)	
WNWS, 790, 25 KW (DA-2)	, NEWS/TALK	ABC-E, \$ 80.00 (Blair)	Jeff-Pilot
WOCN, 1450, 1 KW	, SPANISH	, \$ 55.00* (Lotus)	
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC, \$ 60.00* (HNWH)	Sunshine
WQBA, 1140, 50 KW/10 KW (DA-2)	, SPANISH NEWS/TALK	, \$120.00* (Eastman)	Susquehanna
WRBD, 1470, 5 KW/2.5 KW	, BLACK	NBN, \$ 43.00 (Select)	Sconnix
WRHC, 1550, 10 KW/500 W (DA-2)	, SPANISH NEWS/TALK	, \$ 85.00* (Savalli)	
WSUA, 1260, 5 KW (DA-2)	, SPANISH AC	, \$ 55.00 (Caballero)	
WVCG, 1080, 50 KW/10 KW (DA-2)	, RELIGION	, \$ 30.00 (---)	Statewide

FM STATIONS

WAIA, 97.3, 98 KW @ 790, AC	, \$ 95.00* (Christal)	Cox
WAXY, 105.9, 100 KW @ 1049, AC/OLDIES	US I, \$130.00* (Republic)	RKO
WPOW, 96.3, 100 KW @ 1006, URBAN/CHR	, \$ NA (Weiss)	Beasley
WCMQ, 92.3, 3 KW @ 300, SPANISH AC	, \$ 70.00* (MMR)	
WEDR, 99.1, 70 KW @ 175, BLACK	NBN, \$ 93.00* (---)	Rivers
WHQT, 105.1, 100 KW @ 600, URBAN/CHR	ABC-F, \$105.00* (MMR)	EZ
WHYI, 100.7, 100 KW @ 1000, CHR	ABC-C, \$160.00* (Mc-Guild)	Metroplex
WINZ, 94.9, 96 KW @ 1010, CHR	, \$126.00* (Katz)	Guy Gannett
WJQY, 106.7, 100 KW @ 1024, SOFT AC	, \$125.00* (Masla)	Amaturo
WKQS, 99.9, 100 KW @ 930, COUNTRY	US 2, \$ 74.00* (HNWH)	Sunshine
WLVE, 93.9, 96 KW @ 1006, AC	MBS, \$ 90.00* (Torbet)	Gilmore
WLYF, 101.5, 100 KW @ 813, BTFL/EZ	, \$135.00* (Blair)	Jeff-Pilot
WMXJ, 102.7, 100 KW @ 345, AC	ABC-C, \$ 80.00* (Durpetti)	Sconnix
WQBA, 107.5, 100 KW @ 500, SPANISH CHR	, \$ 65.00* (Eastman)	Susquehanna
WSHE, 103.5, 100 KW @ 600, AOR	Source, ABC-R, \$130.00* (Eastman)	TK
WTMI, 93.1, 96 KW @ 1006, CLASSICAL	, \$ 68.00* (CMBS)	Tanger

WEAT, WRMF - See West Palm Beach

MILWAUKEE

Arbitron Rank/Pop (12+): 25/1,291,700  
 MSA Rank/Pop: 32/1,389,400  
 ADI # 28  
 Average Person Ratings: 16.8  
 Market TSL: 22.1 hours

Stations: 27/24  
 Diaries: 1578/819:1/51.7%  
 Sample Target: 1420  
 % Below Line: 3.2  
 % Not Listed: 8.2

1985 Revenue: \$31,900,000  
 HH Inc.: \$31,334  
 Retail \$: 7.9 Bil  
 Pop per Station: 53,821  
 #1 Biller: WTMJ \$6,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WTMJ	265/12.2	14.6	---	9.7	---	12.2	10.7	1. WTMJ	310/4354	1. WTMJ	3551/27.5	30.7	24.5
2. WKTI-F	197/ 9.1	9.4	---	8.3	---	8.9	12.5	2. WKTI-F	224/3667	2. WKTI-F	3225/25.0	23.8	25.1
3. WQFM-F	189/ 8.7	6.7	---	8.4	---	7.9	10.0	3. WQFM-F	217/2601	3. WKLH-F	2232/17.3	15.7	10.7
4. WEZW-F	158/ 7.3	8.9	---	8.1	---	8.1	4.5	4. WEZW-F	185/2114	4. WQFM-F	2168/16.8	14.5	16.4
5. WKLH-F	148/ 6.8	7.0	---	2.4	---	5.4	8.3	5. WKLH-F	167/2577	5. WEZW-F	1861/14.4	18.4	15.7
6. WOKY	136/ 6.3	7.7	---	7.9	---	7.3	6.0	6. WOKY	145/1759	6. WOKY	1611/12.5	14.4	15.0
7. WLUM-F	116/ 5.4	4.7	---	6.4	---	5.5	7.3	7. WLUM-F	120/1687	7. WLUM-F	1578/12.2	12.0	13.1
8. WMYX-F	94/ 4.3	3.7	---	3.3	---	3.8	3.4	8. WMIL-F	118/1900	8. WMYX-F	1490/11.5	10.9	10.4
9. WMIL-F	92/ 4.2	4.5	---	4.6	---	4.4	5.2	9. WMYX-F	107/1651	9. WMIL-F	1387/10.7	11.5	9.8
10. WBCS-F	83/ 3.8	3.4	---	4.0	---	3.7	3.2	10. WISN	99/1725	10. WRKR-F	1380/10.7	11.4	8.1
11. WLTQ-F	69/ 3.2	3.3	---	4.1	---	3.5	1.8	11. WBCS-F	91/1385	11. WISN	1350/10.5	10.1	14.5
12. WISN	65/ 3.0	2.7	---	5.0	---	3.6	3.2	12. WRKR-F	74/1812	12. WBCS-F	1223/ 9.5	7.4	10.6
13. WNOV	56/ 2.6	3.0	---	2.7	---	2.8	3.5	13. WLTQ-F	72/1317	13. WLTQ-F	1201/ 9.3	8.6	11.7
14. WEMP	52/ 2.4	2.3	---	2.8	---	2.5	2.1	14. WEMP	62/1122	14. WEMP	944/ 7.3	8.4	9.8
15. WRKR-F	50/ 2.3	2.3	---	1.6	---	2.1	2.9	15. WNOV	57/ 532	15. WBGK-F	651/ 5.0	3.9	11.7
16. WFMR-F	39/ 1.8	1.1	---	2.2	---	1.7	1.3	16.		16. WFMR-F	618/ 4.8	5.2	6.1
17. WBGK-F	36/ 1.7	.8	---	2.4	---	1.6	.6	17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 64.54% (1285 of 1991)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKTI-F	1. WQFM-F	1. WQFM-F	1. WKLH-F	1. WKLH-F	1. WTMJ	1. WTMJ	1. WEZW-F	1. WKTI-F	1. WTMJ	1. WKLH-F
2. WLUM-F	2. WKLH-F	2. WKLH-F	2. WTMJ	2. WTMJ	2. WEZW-F	2. WKTI-F	2. WQFM-F	2. WTMJ	2. WQFM-F	2. WKTI-F
3. WQFM-F	3. WKTI-F	3. WKTI-F	3. WKTI-F	3. WMYX-F	3. WOKY	3. WOKY	3. WOKY	3. WQFM-F	3. WKTI-F	3. WTMJ
4. WRKR-F	4. WLUM-F	4. WTMJ	4. WMYX-F	4. WMIL-F	4. WBCS-F	4. WEZW-F	4. WTMJ	4. WEZW-F	4. WLUM-F	4. WQFM-F
5. WNOV	5. WMYX-F	5. WMYX-F	5. WMIL-F	5. WKTI-F	5. WMIL-F	5. WQFM-F	5. WKLH-F	5. WKLH-F	5. WMYX-F	5. WEZW-F
6.	6. WTMJ	6. WLUM-F	6. WQFM-F	6. WQFM-F	6. WLTQ-F	6. WKLH-F	6. WKTI-F	6. WOKY	6. WKLH-F	6. WOKY
7.	7. WNOV	7. WMIL-F	7. WBCS-F	7. WBCS-F	7. WMYX-F	7. WBCS-F	7. WMYX-F	7. WLUM-F	7. WRKR-F	7. WLUM-F
8.	8.	8.	8. WEMP	8.	8.	8.	8.	8. WMYX-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKTI-F	1. WKTI-F	1. WKLH-F	1. WKTI-F	1. WMYX-F	1. WQFM-F	1. WQFM-F	1. WKLH-F	1. WQFM-F	1. WKLH-F
2. WMYX-F	2. WKLH-F	2. WMYX-F	2. WMYX-F	2. WTMJ	2. WNOV	2. WKLH-F	2. WQFM-F	2. WKLH-F	2. WTMJ
3. WLUM-F	3. WMYX-F	3. WLUM-F	3. WKLH-F	3. WKLH-F	3. WKLH-F	3. WKTI-F	3. WEMP	3. WKTI-F	3. WQFM-F
4. WQFM-F	4. WLUM-F	4. WKTI-F	4. WTMJ	4. WLTQ-F	4. WKTI-F	4. WLUM-F	4. WKTI-F	4. WTMJ	4. WMIL-F
5. WKLH-F	5. WQFM-F	5. WTMJ	5. WLTQ-F	5. WKTI-F	5. WLUM-F	5. WNOV	5. WTMJ	5. WEMP	5. WEMP
6.	6.	6. WQFM-F	6. WLUM-F	6. WEZW-F	6.	6. WTMJ	6. WBGK-F	6. WMIL-F	6. WKTI-F
7.	7.	7. WBGK-F	7. WMIL-F	7. WMIL-F	7.	7.	7. WLUM-F	7. WLUM-F	7. WBCS-F
8.	8.	8. WLTQ-F	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAWA	1590	West Allis	.4/2.2
WBCS	1340	Milwaukee	.5/2.8
WBKV	1470	West Bend	1.7/1.1
WMVP	1290	Greenfield	1.0/2.2
WRJN	1400	Racine	.7/2.2
WTKM	1540	Hartford	.2/ .3
WTKM-F	104.9	Hartford	.6/1.8
WBBM	780	Chicago	.8/3.7
WGN	720	Chicago	1.5/3.4
WMAQ	670	Chicago	.6/2.3

RADIO STATIONS

AM STATIONS

WAWA, 1590, 1 KW (DAYS,DA)	, BLACK	SBN,\$ 18.00 (Masla)	All Pro
WBCS, 1340, 1 KW	, COUNTRY	,\$ NA (Durpetti)	Great Trails
WEMP, 1250, 5 KW (DA-2)	, OLDIES	ABC-E,\$ 41.00* (Blair)	LIN
WISN, 1130, 50 KW/10 KW (DA-N)	, MOR/AC	ABC-I,\$ 75.00* (Katz)	Hearst
WNOV, 860, 250 W (DAYS,DA)	, BLACK	NBN,\$ 28.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-N)	, NOSTALGIA	CBS,\$ .00 (Eastman)	Sundance
WTMJ, 620, 5 KW (DA-N)	, MOR	NBC,\$125.00* (Christal)	Milw. Journal
WYLO, 540, 250 W (DAYS,DA)	, RELIGION	,\$ 18.00 (---)	Universal (LAKE JACKSON)
WOMN, 1290, 5 KW (DA-2)	, AC	,\$ NA (Republic)	Amos

FM STATIONS

WBCS, 102.9, 50 KW @ 440, COUNTRY	ABC-D,\$ 65.00* (Durpetti)	Great Trails
WBGK, 95.7, 34 KW @ 610, SOFT AOR	US I,\$ 55.00* (Republic)	Amos
WEZW, 103.7, 20 KW @ 840, BTFL/EZ	,\$ 90.00* (Mc-Guild)	Multimedia
WFMR, 98.3, 3 KW @ 300, CLASSICAL	,\$ 50.00 (CMBS)	
WKLH, 96.5, 22 KW @ 810, CLASSIC AOR	CNN,\$ 60.00* (Mc-Guild)	Saga
WKTJ, 94.5, 16 KW @ 911, CHR	Source,\$ 85.00 (Christal)	Milw. Journal
WLTQ, 97.3, 16 KW @ 980, SOFT AC	,\$ 70.00* (Katz)	Hearst
WLUM, 102.1, 50 KW @ 500, BLACK	CBS-R,\$ 48.00* (Masla)	All Pro
WMIL, 106.1, 13 KW @ 976, COUNTRY	,\$ 75.00* (Eastman)	Sundance
WMYX, 99.1, 50 KW @ 486, AC	,\$ 70.00* (Blair)	LIN
WQFM, 93.3, 14 KW @ 940, AOR	,\$ 88.00* (Select)	Shamrock-Lynett
WRKR, 100.7, 50 KW @ 500, CHR	ABC-C,\$ 40.00* (HNWH)	Sterling Rec. (RACINE)

MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,843,600  
 MSA Rank/Pop: 15/2,240,700  
 ADI # 16  
 Average Person Ratings: 16.6  
 Market TSL: 21.9 hours

Stations: 18/18  
 Diaries: 1849/997:1/48.4%  
 Sample Target: 1660  
 % Below Line: 0  
 % Not Listed: 13.6

1985 Revenue: \$58,300,000  
 HH Inc.: \$35,403  
 Retail \$: 16.3 Bill  
 Pop per Station: 102,422  
 #1 Biller: WCCO \$16,200,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85
1. WCCO	560/18.3	17.9	18.0	18.5	---	18.2	18.1	1. WCCO	800/9770	1. WCCO	6568/35.6	36.2 37.2
2. KSTP-F	304/ 9.9	9.5	11.0	10.4	---	10.0	9.7	2. KQRS-F+	410/5015	2. WLOL-F	4570/24.8	23.3 24.7
3. KQRS-F+	296/ 9.7	10.0	8.5	9.0	---	9.3	14.7	3. KSTP-F	391/4953	3. KSTP-F	3910/21.2	21.6 23.1
4. WLOL-F	222/ 7.2	7.8	7.3	8.6	---	7.7	11.0	4. KDWB-F	277/4658	4. KDWB-F	3847/20.9	21.3 21.4
5. KDWB-F	221/ 7.2	6.2	5.9	5.5	---	6.2	10.8	5. WLOL-F	260/5259	5. KQRS-F+	3677/19.9	21.7 20.5
6. KEEY-F	165/ 5.4	6.8	5.9	6.1	---	6.1	5.4	6. KEEY-F	204/3032	6. KEEY-F	2526/13.7	14.6 15.7
7. WAYL-F	158/ 5.2	5.0	7.9	7.0	---	6.3	4.2	7. WAYL-F	178/2533	7. WAYL-F	2123/11.5	10.9 13.5
8. KTCZ-F	131/ 4.3	3.8	4.5	2.7	---	3.8	2.3	8. KJJO-F	138/2657	8. WLTE-F	1923/10.4	10.0 11.4
9. KSTP	107/ 3.5	3.7	3.1	4.0	---	3.6	3.3	9. KTCZ-F	133/1676	9. WJJO-F	1893/10.3	11.6 10.6
10. KMGK-F	89/ 2.9	2.0	2.8	2.0	---	2.4	1.7	10. KSTP	124/2040	10. KSTP	1849/10.0	10.6 10.1
11. WLTE-F	89/ 2.9	2.7	2.6	3.8	---	3.0	1.9	11. WLTE-F	102/2293	11. KTCZ-F	1579/ 8.6	8.6 6.9
12. KDWB	77/ 2.5	1.3	1.2	1.0	---	1.5	1.3	12. KMGK-F	90/1413	12. KDWB	1408/ 7.6	6.2 6.7
13. KJJO-F	76/ 2.5	3.9	3.2	3.2	---	3.2	3.1	13. KDWB	89/1632	13. KMGK-F	1307/ 7.1	6.5 6.7
14. KLBB	65/ 2.1	2.6	1.5	1.5	---	1.9	.9	14. WDGY	88/1602	14. WDGY	1094/ 5.9	7.8 9.0
15. WDGY	64/ 2.1	2.5	2.3	3.3	---	2.6	2.0	15. KLBB	65/ 798	15. KLBB	798/ 4.3	4.9 3.2
16.								16.		16.		
17.								17.		17.		
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23.								23.		23.		
24.								24.		24.		
25.								25.		25.		

12+ FM SHARE (METRO): 65.43% (1732 of 2647)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KDWB-F	1. KQRS-F+	1. KSTP-F	1. KSTP-F	1. KSTP-F	1. WCCO >	1. WCCO	1. WCCO	1. WCCO	1. WCCO >	1. WCCO
2. WLOL-F	2. KSTP-F	2. KQRS-F+	2. WCCO	2. WCCO >	2. KSTP-F	2. KSTP-F	2. KQRS-F+	2. KDWB-F	2. KSTP-F	2. KSTP-F
3. KQRS-F+	3. WLOL-F	3. WCCO	3. KQRS-F+	3. KQRS-F+	3. WAYL-F	3. WLOL-F	3. KQRS-F+	3. KSTP-F	3. KQRS-F+	3. KQRS-F+
4.	4. KDWB-F	4. WLOL-F	4. KEEY-F	4. KEEY-F	4. KEEY-F	4. KQRS-F+	4. WAYL-F	4. KDWB-F	4. WLOL-F	4. KDWB-F
5.	5. KTCZ-F	5. KEEY-F	5. KTCZ-F	5. KTCZ-F	5. KSTP	5. KDWB-F	5. WLOL-F	5. WLOL-F	5. KSTP-F	5. KEEY-F
6.	6. KEEY-F	6. KTCZ-F	6. WLOL-F	6. WLOL-F	6. KMGK-F	6. KEEY-F	6. KDWB-F	6. KEEY-F	6. KSTP	6. WLOL-F
7.	7. KJJO-F	7. KDWB-F	7. KDWB-F	7. WAYL-F	7. WLTE-F	7. WAYL-F	7. KEEY-F	7. WAYL-F	7. KEEY-F	7. WAYL-F
8.	WCCO	8.	KMGK-F	8.	8.	8.	8.	8. KTCZ-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDWB-F	1. KSTP-F	1. KSTP-F	1. KSTP-F	1. KSTP-F	1. KQRS-F+	1. KQRS-F+	1. KQRS-F+	1. KQRS-F+	1. WCCO
2. WLOL-F	2. WLOL-F	2. WLOL-F	2. WLOL-F	2. WCCO >	2. KDWB-F	2. KTCZ-F	2. KTCZ-F	2. KSTP-F	2. KQRS-F+
3. KSTP-F	3. KDWB-F	3. KTCZ-F	3. WCCO	3. KEEY-F	3. WLOL-F	3. WLOL-F	3. KSTP-F	3. WCCO	3. KSTP-F
4. KQRS-F+	4. KQRS-F+	4. KEEY-F	4. KDWB-F	4. WLOL-F	4. KSTP-F	4. KSTP-F	4. WLOL-F	4. KTCZ-F	4. KTCZ-F
5. KEEY-F	5. KTCZ-F	5. KQRS-F+	5. KEEY-F	5. WAYL-F	5. KJJO-F	5. KDWB-F	5. WCCO	5. WLOL-F	5. KEEY-F
6. KMGK-F	6. KEEY-F	6. WCCO	6. WLTE-F	6. WLTE-F	6. KEEY-F	6. KJJO-F	6. KEEY-F	6. KEEY-F	6. WLOL-F
7. KTCZ-F	7. WLTE-F	7. WLTE-F	7. KTCZ-F	7. KTCZ-F	7. KTCZ-F	7. KEEY-F	7. KJJO-F	7. KDWB-F	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJJO	950	St. Louis Park	.3/1.6
KTCJ	690	Minneapolis	.5/1.2

RADIO STATIONS

AM STATIONS

KDWB, 630,	5 KW/500 W (DA-2)	, OLDIES	, \$ NA	(Blair)	Legacy
KJJO, 950,	1 KW (DA-2)	, OLDIES/AOR	ABC-E, \$ NA	(Eastman)	Park
KLBB, 1400,	1 KW	, NOSTALGIA	ABC-D, \$ 37.00	(Roslin)	
KMFY, 980,	5 KW (DA-1)	, MOR	, \$ NA	(Republic)	Entercom
KQRS, 1440,	5 KW/500 W (DA-N)	, AOR	, \$ NA	(Torbet)	Cap Cities/ABC
KSTP, 1500,	50 KW (DA-N)	, NEWS/TALK	ABC-I, NBC-T, ABC-T, \$ 65.00*	(Christal)	Hubbard
KTCJ, 690,	500 W (DAYS)	, JAZZ	, \$ NA	(Select)	Parker
KUXL, 1570,	2.5 KW (DAYS)	, RELIGION	, \$ 17.00	(Radio Spot)	Universal
WCCO, 830,	50 KW	, MOR	CBS, \$220.00	(CBS)	
WDGY, 1130,	50 KW/25 KW (DA-2)	, COUNTRY	CNN, \$ 70.00*	(Katz)	Malrite
WMIN, 1010,	250 W (DAYS, DA)	, VARIETY	, \$ 18.00	(Pates)	
WTCN, 1220,	5 KW (DAYS)	, OLDIES	, \$ 18.00	(---)	(STILLWATER)
WWTG, 1280,	5 KW (DA-N)	, WEATHER	, \$ 25.00	(Masla)	

FM STATIONS

KDWB, 101.3,	50 KW @ 822,	CHR	, \$ 85.00*	(Blair)	Legacy
KEEY, 102.1,	100 KW @ 820,	COUNTRY	, \$105.00*	(Katz)	Malrite
KJJO, 104.1,	98 KW @ 1050,	OLDIES/AOR	ABC-E, \$ 55.00*	(Eastman)	Park
KQRS, 92.5,	50 KW @ 822,	AOR	ABC-R, \$ 95.00*	(Torbet)	Cap Cities/ABC
KMGW, 107.9,	57 KW @ 400,	SOFT AC	, \$ 45.00*	(MMR)	Sunbelt
KSTP, 94.5,	100 KW @ 1250,	AC	, \$150.00*	(Christal)	Hubbard
KTCZ, 97.1,	100 KW @ 285,	AOR	, \$ 70.00*	(Select)	Parker
WAYL, 93.7,	50 KW @ 822,	BTFL/EZ	, \$ 85.00*	(Republic)	Entercom
WLOL, 99.5,	50 KW @ 844,	CHR	, \$130.00*	(HNWH)	Emmis
WLTE, 102.9,	100 KW @ 1304,	AC	CBS-R, \$ 75.00*	(CBS)	



NASHVILLE

Arbitron Rank/Pop (12+): 48/755,300  
 MSA Rank/Pop: 56/889,500  
 Average Person Ratings: 15.7  
 Market TSL: 21.4 hours

Stations: 20/19  
 Diaries: 1327/569:1/45.8%  
 Sample Target: 1080  
 % Below Line: 0.5  
 % Not Listed: 10.9

1985 Revenue: \$24,100,000  
 HH Inc.: \$29,930  
 Retail \$: 5.7 Bil  
 Pop per Station: 39,753  
 #1 Biller: WSM A/F \$6,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. WKDF-F	151/12.7	12.3	---	9.8	---	11.6	18.3	1. WKDF-F	288/3042	1. WKDF-F	1682/22.3	21.0	18.9
2. WSM-F	132/11.1	12.4	---	14.0	---	12.5	9.4	2. WSM-F	240/2862	2. WYHY-F	1601/21.2	20.4	17.0
3. WLAC-F	125/10.5	8.4	---	13.2	---	10.7	9.7	3. WLAC-F	184/2228	3. WLAC-F	1557/20.6	18.0	22.3
4. WZEZ-F	124/10.4	11.4	---	8.0	---	9.9	7.2	4. WZEZ-F	151/1451	4. WSM-F	1500/19.9	21.8	23.7
5. WYHY-F	101/ 8.5	9.7	---	5.7	---	8.0	8.6	5. WSIX-F	144/1436	5. WZEZ-F	1097/14.5	16.5	13.0
6. WQK-F	81/ 6.8	9.3	---	5.8	---	7.3	8.8	6. WYHY-F	131/2168	6. WWKX-F	1043/13.8	12.9	13.4
7. WSIX-F	79/ 6.6	4.8	---	8.6	---	6.7	7.0	7. WSM	109/1817	7. WSM	1001/13.3	12.2	13.8
8. WSM	62/ 5.2	4.1	---	5.3	---	4.9	5.6	8. WWKX-F	99/2003	8. WQK-F	943/12.5	13.6	11.4
9. WWKX-F	46/ 3.9	3.3	---	4.1	---	3.8	6.1	9. WBVR-F	98/ 983	9. WSIX-F	843/11.2	12.4	16.5
10. WTMG-F	39/ 3.3	3.0	---	2.8	---	3.0	3.1	10. WQK-F	86/1074	10. WTMG-F	541/ 7.2	8.0	6.9
11. WVOL	25/ 2.1	2.2	---	4.3	---	2.9	3.1	11. WTMG-F	57/ 743	11. WLAC	516/ 6.8	5.6	6.9
12. WLAC	20/ 1.7	2.0	---	2.8	---	2.2	1.5	12. WVOL	25/ 533	12. WVOL	511/ 6.8	7.7	6.4
13.								13.		13.			
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 85.44% (904 of 1058)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WYHY-F	1. WKDF-F	1. WKDF-F	1. WLAC-F	1. WLAC-F	1. WSM-F	1. WKDF-F	1. WZEZ-F	1. WKDF-F	1. WKDF-F	1. WSM-F
2. WQK-F	2. WLAC-F	2. WLAC-F	2. WKDF-F	2. WSM-F	2. WZEZ-F	2. WLAC-F	2. WLAC-F	2. WSM-F	WQK-F	2. WKDF-F
3. WKDF-F	3. WYHY-F	3. WSM-F	3. WSM-F	3. WKDF-F	3. WLAC-F	3. WSM-F	3. WKDF-F	3. WLAC-F	3. WYHY-F	3. WZEZ-F
4. WWKY-F	4. WQK-F	4. WYHY-F	4. WYHY-F	4. WZEZ-F	4. WSIX-F	4. WSIX-F	4. WSM-F	4. WZEZ-F	4. WZEZ-F	4. WLAC-F
5.	5. WSM-F	5. WSIX-F	WZEZ-F	5. WSIX-F	5. WSM-F	5. WZEZ-F	5. WYHY-F	5. WQK-F	5. WSM-F	5. WSIX-F
		6. WQK-F	6. WSIX-F			6. WYHY-F				

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKDF-F	1. WKDF-F	1. WLAC-F	1. WLAC-F	1. WLAC-F	1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WKDF-F
2. WYHY-F	2. WLAC-F	2. WKDF-F	2. WSM-F	2. WSM-F	2. WQK-F	2. WLAC-F	2. WLAC-F	2. WLAC-F	2. WLAC-F
3. WSM-F	WYHY-F	3. WYHY-F	3. WKDF-F	3. WZEZ-F	3. WYHY-F	3. WQK-F	3. WQK-F	3. WSM-F	3. WSM-F
4. WLAC-F	4. WSM-F	4. WSM-F	4. WYHY-F	4. WYHY-F	4. WWKY-F	4. WYHY-F	4. WYHY-F	4. WQK-F	4. WZEZ-F
5. WQK-F	5. WSIX-F	5. WSIX-F	5. WZEZ-F	WKDF-F	5. WSIX-F	5. WSIX-F	5. WSIX-F	5. WSIX-F	5. WSIX-F
	6. WQK-F		6. WSIX-F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMB	1160	Nashville	.6/3.2
WKDA	1240	Nashville	1.0/3.3
WMDB	880	Nashville	1.3/2.6
WNKZ	1430	Madison	.1/ .9
WLRQ-F	100.1	Franklin	1.2/5.2
WSIX	980	Nashville	.9/3.0

RADIO STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA  
 WKDA, 1240, 1 KW, OLDIES  
 WLAC, 1510, 50 KW (DA-N), NEWS/TALK  
 WNKZ, 1430, 5 KW/1 KW (DA-N), AC  
 WMDB, 880, 2.5 KW (DAYS,DA), BLACK  
 WNAH, 1360, 1 KW (DAYS,DA), GOSPEL  
 WNQM, 1300, 5 KW (DA-N), RELIGION  
 WSIX, 980, 5 KW (DA-N), COUNTRY  
 WSM, 650, 50 KW, COUNTRY  
 WVOL, 1470, 5 KW/1 KW (DA-2), BLACK  
 WWGM, 1560, 10 KW (DAYS,DA), RELIGION

MBS, \$ 20.00\* (Roslin)  
 ABC-I,ABC-R,\$ NA (Katz) Dick  
 CBS,\$ 70.00\* (Blair) Price  
 \$ NA (Republic) REBS  
 \$ 24.00 (---)  
 \$ 15.00 (---)  
 \$ 9.00 (---)  
 MBS,\$ 34.00\* (Eastman) Sky  
 NBC,\$ 80.00\* (Christal) Gaylord  
 NBN,\$ 40.00\* (HNWH)  
 \$ 10.00 (---)

WKDF-F, 103.3, 100 KW @ 1220, AOR  
 WLAC-F, 105.9, 100 KW @ 1229, AC  
 WQK-F, 92.1, 1.5 KW @ 430, BLACK  
 WSIX-F, 97.9, 100 KW @ 1145, COUNTRY  
 WSM-F, 95.5, 100 KW @ 1280, COUNTRY

ABC-E,ABC-R,\$115.00\* (Katz) Dick  
 \$125.00\* (Blair) Price  
 \$ 51.00\* (HNWH)  
 MBS,\$ 80.00\* (Eastman) Sky  
 \$125.00\* (Christal) Gaylord

WTMG-F, 96.3, 100 KW @ 840, SOFT AC  
 WWKX-F, 104.5, 100 KW @ 1050, CHR  
 WYHY-F, 107.5, 100 KW @ 750, CHR  
 WZEZ-F, 92.9, 100 KW @ 1053, BTFL/EZ  
 WLRQ-F, 100.1, 3 KW @ ? , AC

\$ 50.00\* (Torbet) Trans Columbia (MURFREESBORO)  
 US I,\$ 44.00\* (Weiss) (GALLATIN)  
 \$ 50.00\* (Mc-Guild) Jacor (LEBANON)  
 \$ 80.00\* (Durpetti) South Central  
 CBS-R,\$ 38.00 (Republic) REBS (FRANKLIN)

NASSAU - SUFFOLK

Arbitron Rank/Pop (12+): 12/2,257,100

Stations: 40/14  
Diaries: 1221/1858:1/38.0%  
Sample Target: 1200  
% Below Line: NA  
% Not Listed: NA

1985 Revenue: \$ NA  
HH Inc.: \$41,339  
Retail \$: 16.0 Bill  
Pop per Station: NA  
#1 Biller: NA

MSA Rank/Pop: 10/1,672,100  
New York ADI  
Average Person Ratings: 17.7  
Market TSL: 23.2 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WALK-F+	233/5.8	5.5	---	6.2	---	5.8		1.		1. WBLI-F	3170/14.0	13.5	15.2
2. WBLI-F	180/4.5	5.7	---	6.1	---	5.4		2.		2. WALK-F+	2829/12.5	11.6	13.6
3. WBAB-F	158/3.9	4.6	---	4.7	---	4.4		3.		3. WBAB-F	2614/11.5	12.1	12.3
4. WCTO-F	128/3.2	1.7	---	2.5	---	2.5		4.		4. WQHT-F	1782/ 7.9	9.4	9.2
5. WGSM	113/2.8	1.6	---	2.8	---	2.4		5.		5. WCTO-F	1254/ 5.5	3.6	4.4
6. WHLI	111/2.8	3.1	---	2.3	---	2.7		6.	NOTE: Nassau-Suffolk	6. WLIR-F	1097/ 4.8	4.8	5.9
7. WLIR-F	82/2.0	2.0	---	1.3	---	1.8		7.	is a portion of the	7. WHLI	1068/ 4.7	5.2	3.1
8. WKJY-F	75/1.9	2.2	---	2.2	---	2.1		8.	New York metro. Only	8. WKJY-F	1060/ 4.7	4.4	4.7
9. WQHT-F	61/1.5	2.2	---	2.0	---	1.9		9.	stations home to	9. WGSM	913/ 4.0	2.8	4.1
10. WGBB	35/ .9	.7	---	1.0	---	.9		10.	Nassau-Suffolk are	10. WRCN-F	600/ 2.6	4.1	2.5
11. WRCN-F	32/ .8	1.1	---	.8	---	.9		11.	ranked. There is no	11. WGBB	506/ 2.2	2.9	3.1
12. WLNG-F+	24/ .6	---	---	---	---	.2		12.	TSA.	12. WLNG-F+	238/ 1.0	---	---

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBLI-F	1. WBAB-F>	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WBAB-F	1. WALK-F+
2. WBAB-F>	2. WALK-F	2. WBAB-F	2. WBLI-F	2. WBLI-F	2. WCTO-F	2. WBLI-F	2. WBLI-F	2. WBAB-F	2. WBLI-F	2. WBLI-F
3. WLIR-F	3. WBLI-F	3. WBLI-F>	3. WBAB-F	3. WBAB-F	3. WGSM	3. WBAB-F	3. WBAB-F	3. WBLI-F	3. WLIR-F	3. WCTO-F
4. WQHT-F	4. WLIR-F	4. WLIR-F	4. WCTO-F	WCTO-F	4. WBLI-F	4. WGSM	4. WCTO-F>	4. WCTO-F>	4. WALK-F>	4. WHLI
5.	5. WQHT-F	5. WCTO-F	5. WLIR-F	5. WGSM	5. WHLI	5. WKJY-F	5. WHLI	5. WLIR-F	5. WCTO-F	5. WGSM
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WBAB-F	1. WBAB-F	1. WALK-F	1. WALK-F+	1. WALK-F+	1. WBAB-F	1. WBAB-F>	1. WBAB-F	1. WALK-F	1. WALK-F+	
2. WBLI-F	2. WBLI-F	2. WBLI-F	WBLI-F	2. WBLI-F	2. WQHT-F	2. WLIR-F	2. WLIR-F	2. WBAB-F>	2. WBAB-F	
3. WLIR-F	3. WALK-F	3. WBAB-F	3. WBAB-F>	3. WGSM	3. WLIR-F	3. WQHT-F	3. WALK-F	3. WCTO-F	3. WCTO-F	
4.	4. WLIR-F	4. WQHT-F	4. WLIR-F	4. WCTO-F	4. WALK-F	4. WALK-F	4. WBLI-F	4. WLIR-F	4. WBLI-F	
5.	5. WQHT-F	5. WLIR-F	5. WCTO-F	5. WBAB-F	5.	5. WBLI-F	WQHT-F	WBLI-F	5. WLIR-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

See New York for more information about these stations:

WABC	2.8/ 8.4	WNEW-F	3.6/ 8.8
WBLS-F	1.8/ 5.8	WNSR-F	2.1/ 7.1
WCBS	3.5/13.3	WOR	4.6/ 9.2
WCBS-F	3.7/ 9.8	WPAT	.3/ 1.3
WHN	2.2/ 9.3	WPAT-F	3.3/ 5.9
WHTZ-F	5.8/19.2	WPIX-F	1.8/ 4.5
WINS	3.1/13.3	WPLJ-F	5.0/17.4
WLTV-F	2.4/ 6.7	WQXR-F+	.8/ 2.9
WMCA	.3/ 1.5	WRKS-F	2.8/ 6.6
WNBC	2.2/ 7.3	WXRK-F	3.4/ 8.5
WNCN-F	.8/ 1.7	WYNY-F	1.4/ 7.6
WNEW	1.8/ 3.8		
WEZN-F	99.9 Bridgeport		1.3/ 3.4
WPLR-F	99.1 New Haven		.6/ 1.4

RADIO STATIONS

WGBB, 1240, 1 KW , MOR  
WGLI, 1290, 5 KW/1 KW (DA-2) , OLDIES  
WGSM, 740, 25 KW (DAYS,OA) , MOR  
WHLI, 1110, 10 KW (DAYS,DA) , NOSTALGIA  
WLIM, 1580, 10 KW (DAYS,DA) , MOR  
WLIX, 540, 250 W (DAYS) , RELIGION  
WNYG, 1440, 1 KW (DAYS) , NOSTALGIA

ABC-E, \$ 32.00\* (---)  
ABC-E, \$ 37.00 (Masla)  
ABC-E, \$ 55.00\* (Roslin)  
ABC-E, \$ 64.00 (Roslin)  
ABC-E, \$ 30.00 (S. Katz)  
ABC-E, \$ 28.00 (---)  
ABC-E, \$ 35.00 (---)

Greater Media  
Kaneb

WALK-F, 97.5, 45 KW @ 530, AC  
WBAB-F, 102.3, 3 KW @ 300, AOR  
WBLI-F, 106.1, 10 KW @ 500, CHR  
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ  
WKJY-F, 98.3, 3 KW @ 300, BTFL/EZ  
WLIR-F, 92.7, 3 KW @ 300, AOR  
WRCN-F, 103.9, 1.5 KW @ 466, AOR  
WSBH-F, 95.3, 2.6 KW @ 400, AC

ABC-E, \$ 95.00\* (Weiss)  
ABC-E, \$ 88.00 (---)  
ABC-E, \$100.00\* (Masla)  
ABC-E, \$ 70.00\* (Roslin)  
ABC-E, \$ 65.00 (Roslin)  
ABC-E, \$ 80.00 (Masla)  
ABC-E, \$ 50.00\* (Patt)  
ABC-E, \$ 22.00 (Katz)

American  
Beck Ross  
Greater Media  
Kaneb

(RIVERHEAD)  
Faircom (SOUTHAMPTON)

NEW ORLEANS

Arbitron Rank/Pop (12+): 31/1,096,100

Stations: 20/19  
Diaries: 1885/581:1/40.9%  
Sample Target: 1500  
% Below Line: 0.6  
% Not Listed: 8.5

1985 Revenue: \$32,000,000  
HH Inc.: \$28,017  
Retail \$: 8.2 Bil  
Pop per Station: 57,689  
#1 Biller: WEZB \$5,800,000

MSA Rank/Pop: 33/1,341,800

ADI # 34

Average Person Ratings: 17.1

Market TSL: 23.0 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. WYLD-F	290/15.5	14.5	---	14.7	---	14.9	20.3	1. WYLD-F	313/2654	1. WEZB-F	3061/27.9	27.2	28.6
2. WEZB-F	190/10.1	9.9	---	10.5	---	10.2	12.1	2. WEZB-F	241/3960	2. WYLD-F	2444/22.3	21.7	21.9
3. WQUE-F	123/ 6.6	5.6	---	6.9	---	6.4	6.3	3. WRNO-F	146/2364	3. WQUE-F	2286/20.9	19.9	22.5
4. WLTS-F	114/ 6.1	6.7	---	7.2	---	6.7	6.9	4. WLTS-F	141/2081	4. WWL	1918/17.5	15.3	20.0
5. WAJY-F	110/ 5.9	4.9	---	5.3	---	5.0	4.5	5. WBYU-F	131/1894	5. WRNO-F	1738/15.9	15.0	15.8
6. WBOK	109/ 5.8	4.3	---	5.9	---	5.3	2.4	WWL	131/2529	6. WLTS-F	1655/15.1	14.5	14.2
7. WWL	106/ 5.6	5.9	---	6.2	---	5.9	3.4	7. WQUE-F	129/2588	7. WAJY-F	1628/14.9	12.2	11.9
8. WBYU-F	103/ 5.5	7.7	---	6.2	---	6.5	5.1	8. WNOE-F	128/1943	8. WBYU-F	1485/13.5	14.4	14.3
9. WRNO-F	94/ 5.0	4.9	---	6.2	---	5.4	7.7	9. WAJY-F	127/1912	9. WNOE-F	1237/11.3	11.1	11.4
10. WNOE-F	90/ 4.8	5.3	---	4.8	---	5.0	5.7	10. WBOK	109/1074	10. WBOK	1067/ 9.7	8.3	10.5
11. WSMB	74/ 3.9	3.4	---	4.4	---	3.9	3.7	11. WKJN-F	82/ 957	11. WTIK	1060/ 9.7	8.2	9.8
12. WTIK	58/ 3.1	2.8	---	2.4	---	2.8	2.9	12. WSMB	77/ 793	12. WYLD	1000/ 9.1	9.0	8.1
13. WYLD	57/ 3.0	2.9	---	3.1	---	3.0	3.8	13. WTIK	72/1384	13. WSMB	743/ 6.8	5.5	5.9
14. WWIW	40/ 2.1	2.2	---	2.5	---	2.3	2.1	14. WYLD	69/1162	14. WNOE	627/ 5.7	5.1	5.7
15. WCKW-F	35/ 1.9	2.2	---	.6	---	1.6	3.8	15. WCKW-F	49/ 857	15. WCKW-F	561/ 5.1	5.3	2.7
17. WMKJ	35/ 1.9	2.3	---	.4	---	1.5	.8	16.		16.			
17. WNOE	33/ 1.8	2.3	---	2.3	---	2.1	1.7	17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 67.50% (1159 of 1717)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WEZB-F	1. WYLD-F>	1. WYLD-F>	1. WYLD-F>	1. WYLD-F>	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F>	1. WYLD-F
2. WQUE-F	2. WEZB-F	2. WEZB-F	2. WLTS-F	2. WLTS-F	2. WBYU-F	2. WWL	2. WEZB-F	2. WEZB-F	2. WEZB-F>	2. WEZB-F
3. WYLD-F	3. WRNO-F	3. WLTS-F	3. WAJY-F	3. WAJY-F	3. WBOK	3. WEZB-F	3. WAJY-F	3. WQUE-F	3. WQUE-F	3. WBYU-F
4. WYLD	4. WLTS-F	4. WAJY-F	4. WEZB-F	4. WEZB-F	4. WWL	4. WAJY-F	4. WLTS-F	4. WLTS-F	4. WBOK	4. WQUE-F
5.	5. WQUE-F	5. WRNO-F	5. WTIK	5. WBYU-F	5. WAJY-F	5. WLTS-F	5. WBYU-F	5. WBYU-F	5. WRNO-F	5. WLTS-F
6.	6. WAJY-F	6. WQUE-F	6. WNOE-F	6. WWL	6. WNOE-F	6. WBOK	6. WQUE-F	6. WNOE-F	6. WLTS-F	6. WAJY-F
7.	7.	7. WNOE-F	7. WBYU-F	7. WNOE-F	7. WLTS-F	7. WNOE-F+	7. WNOE-F	7. WAJY-F	7. WBYU-F	7. WBOK
8.	8.	8.	WRNO-F	8.	8.	8.	8.	8.	8.	WRNO-F
9.	9.	9.		9.	9.	9.	9.	9.	9.	
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYLD-F	1. WYLD-F>	1. WYLD-F>	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F	1. WYLD-F>	1. WYLD-F>	1. WYLD-F>
2. WEZB-F	2. WEZB-F	2. WLTS-F	2. WEZB-F	2. WAJY-F	2. WRNO-F	2. WRNO-F	2. WEZB-F	2. WRNO-F	2. WLTS-F
3. WQUE-F	3. WLTS-F	3. WAJY-F	3. WAJY-F	3. WLTS-F	3. WEZB-F	3. WEZB-F	3. WLTS-F	3. WEZB-F	3. WWL
4. WEZB-F	4. WAJY-F	4. WEZB-F	4. WLTS-F	4. WEZB-F	WQUE-F	4. WQUE-F	WRNO-F	4. WLTS-F	4. WTIK
5. WAJY-F	WQUE-F	5. WQUE-F	5. WQUE-F	5. WBOK	5. WCKW-F	5. WLTS-F	5. WTIK	5. WQUE-F	5. WBYU-F
6. WRNO-F	6. WRNO-F	6. WRNO-F	6. WBOK	6. WBYU-F	6.	6. WCKW-F	6. WCKG-F	6. WWL	6. WEZB-F
7.	7.	7.	7. WRNO-F	7. WQUE-F	7.	7. WTIK	7. WQUE-F	7. WNOE-F	7. WNOE-F
8.	8.	8.	8.	8.	8.	8.	8.	8. WTIK	8. WRNO-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WVOG	600	New Orleans	.7/1.1
WYAT	990	New Orleans	1.2/2.8
WVKJN-F	103.3	Biloxi	.5/1.3

RADIO STATIONS

AM STATIONS

KGLA, 1540, 500 W (DAYS)	, SPANISH	, \$ 16.00 (Caballero)	
WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN, \$ 40.00 (---)	Willis
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E, \$ 34.00* (Mc-Guild)	Noe
WMKJ, 1280, 5 KW (DA-1)	, BLACK	, \$ 25.00* (Eastman)	Clear Channel
WSHO, 800, 1 KW (DAYS,DA)	, RELIGION	APR, \$ 30.00 (---)	Cascade
WSMB, 1350, 5 KW (DA-N)	, TALK	MBS,ABC-I, \$ 33.00 (---)	
WTIX, 690, 10 KW/5 KW (DA-2)	, AC/OLDIES	NBC,MBS, \$ 49.00 (Christal)	Price
WVOG, 600, 1 KW (DAYS)	, RELIGION	, \$ 10.00 (---)	
WWIW, 1450, 1 KW	, NOSTALGIA	ABC-D, \$ 30.00 (Savalli)	
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	CBS, \$ 70.00* (Katz)	Loyola Univ
WYAT, 990, 250 W	, OLDIES	CBS-R, \$ 20.00* (Select)	
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$ 27.00* (HNWH)	Inter-Urban

FM STATIONS

WAJY, 101.9, 100 KW @ 825, SOFT AC		, \$ 58.00* (Katz)	Loyola Univ
WBYU, 95.7, 100 KW @ 600, BTFL/EZ		, \$ 70.00 (Christal)	Stoner
WEZB, 97.1, 100 KW @ 511, CHR		US I, \$100.00 (Blair)	EZ
WLTS, 105.3, 100 KW @ 902, AC		CBS-R, \$ 73.00* (Select)	
WNOE, 101.1, 100 KW @ 440, COUNTRY		ABC-E, \$ 60.00* (Mc-Guild)	Noe
WQUE, 93.3, 100 KW @ 512, CHR		, \$ 85.00* (Eastman)	Clear Channel
WRNO, 99.5, 100 KW @ 1049, AOR		ABC-R,ABC-F, \$ 75.00* (MMR)	
WYLD, 98.5, 100 KW @ 480, URBAN		, \$ 95.00* (HNWH)	Inter-Urban
WCKW, 92.3, 100 KW @	, CLASSIC AOR	ABC-I, \$ ? (---)	(ST. JOHN)

NEW YORK

Arbitron Rank/Pop (12+): 1/13,859,900
MSA Rank/Pop: 1/8,311,600
ADI # 1
Average Person Ratings: 19.0
Market TSL: 24.7

Stations: 40/40
Diaries: 4667/2970:1/36.6%
Sample Target: 4000
% Below Line: 0
% Not Listed: 12.4

1985 Revenue: \$226,500,000
HH Inc.: \$31,053
Retail \$: 87.2 Bil
Pop per Station: 346,498
#1 Biller: WINS \$21,500,000

Table with columns: 12+ METRO, 1/4/SHARE, SPG 86, WIN 86, FAL 85, SUM 85, 4 Book Avg., Birch Share, 12+ TSA, 1/4/CUME, 12+ METRO CUME/METRO CUME RATING, SPG 86, FAL 85. Rows 1-25.

12+ FM SHARE (METRO): 60.99% (14079 of 23084)

Table with columns: TEENS, 18-34, 18-49, 25-49, 25-54, 35-64, 12+ AMD, 12+ MID, 12+ PMD, 12+ EVE, SAT MID. Rows 1-10.

Table with columns: WOM 18-24, WOM 18-34, WOM 25-34, WOM 18-49, WOM 25-54, MEN 18-24, MEN 18-34, MEN 25-34, MEN 18-49, MEN 25-54. Rows 1-10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALK-F+	97.5	Patchogue	.9/2.3
WBAB-F	102.3	Babylon	.6/2.2
WBLI-F	106.1	Patchogue	.7/2.4
WHLI	1100	Hempstead	.6/1.1
WHUD-F	100.7	Peekskill	.5/1.4
WJIT	1480	New York	.7/1.6
WKDM	1380	New York	1.0/2.4
WLIB	1190	New York	1.0/2.2
WLIR-F	92.7	Garden city	1.2/2.6
WMCA	570	New York	.7/3.1
WNJR	1430	Newark	.4/1.2
WWDJ	970	Hackensack	.4/1.2
WWRL	1600	New York	.9/2.2

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I, \$210.00*	(Blair)	Cap Cities/ABC
WADO, 1280, 5 KW (DA-1)	, SPANISH NEWS/TALK	, \$150.00	(---)	Tichenor
WCBS, 880, 50 KW	, NEWS	CBS, \$375.00	(CBS)	CBS
WHN, 1050, 50 KW (DA-1)	, COUNTRY	MBS, \$260.00	(Mc-Guild)	Emmis
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-D, \$330.00*	(Select)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, SPANISH AC	, \$121.00	(Caballero)	Infinity
WKDM, 1380, 5 KW (DA-1)	, SPANISH AC	, \$ NA	(Masla)	United
WLIB, 1190, 10 KW (DAYS,DA)	, BLACK NEWS/TALK	, \$100.00	(Mc-Guild)	Inner city
WMCA, 570, 5 KW (DA-1)	, TALK	APR, MBS, NBC-T, \$120.00*	(Roslin)	Straus
WNBC, 660, 50 KW	, AC	NBC, \$325.00*	(HNWH)	NBC
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA	, \$244.00	(Katz)	Metropolitan
WNYM, 1330, 5 KW (DA-1)	, RELIGION	, \$ 50.00*	(---)	Salem
WOR, 710, 50 KW (DA-1)	, TALK	US 2, ABC-E, \$270.00*	(Republic)	RKO
WPAT, 930, 5 KW (DA-2)	, BTFL/EZ	, \$125.00	(Christal)	Park
WSKQ, 620, 5 KW (DA-2)	, SPANISH AC	, \$130.00	(Caballero)	Spanish Bdcst.
WWDJ, 970, 5 KW (DA-2)	, RELIGION	, \$ 40.00	(---)	
WWRL, 1600, 5 KW (DA-2)	, GOSPEL	, \$ 90.00	(Weiss)	Unity

FM STATIONS

WQHT, 103.5, 5.8 KW @ 1390, URBAN/CHR		, \$225.00	(Mc-Guild)	Emmis
WBLS, 107.5, 5.4 KW @ 1241, BLACK		SBC, ABC-F, \$350.00	(Mc-Guild)	Inner City
WCBS, 101.1, 4.6 KW @ 1300, OLDIES		CBS-R, \$300.00*	(CBS)	CBS
WEVD, 97.9, 7.6 KW @ 1220, ETHNIC		, \$ 60.00	(---)	
WHTZ, 100.3, 7.8 KW @ 1220, CHR		, \$440.00*	(Eastman)	Malrite
WLTW, 106.7, 7.6 KW @ 1220, SOFT AC		, \$370.00*	(MMR)	Viacom
WNCN, 104.3, 7.6 KW @ 1220, CLASSICAL		APR, \$150.00	(CMBS)	GAF
WNEW, 102.7, 7.8 KW @ 1220, AOR		Source, \$280.00*	(Katz)	Metropolitan
WNSR, 105.1, 7.8 KW @ 1220, SOFT AC		, \$240.00*	(Torbet)	Bonneville
WPAT, 93.1, 5.3 KW @ 1420, BTFL/EZ		, \$125.00	(Christal)	Park
WPIX, 101.9, 5.3 KW @ 1420, AC		, \$190.00*	(Christal)	Tribune Co.
WPLJ, 95.5, 7.2 KW @ 1335, CHR		ABC-R, \$450.00*	(Blair)	Cap Cities/ABC
WQXR, 96.3, 7.8 KW @ 1220, CLASSICAL		, \$175.00	(Mc-Guild)	New York Times
WRKS, 98.7, 7.8 KW @ 1250, URBAN		US I, \$270.00*	(Republic)	RKO
WXRK, 92.3, 5.4 KW @ 1200, AOR		ABC-R, \$230.00*	(Torbet)	Infinity
WYNY, 97.1, 7.2 KW @ 1300, AC		, \$270.00*	(HNWH)	NBC
WHUD, 100.7, 50 KW @ 500, BTFL		, \$ 65.00	(Masla)	
WFME, 94.7, 38 KW @ 570, RELIGION		, \$ NA	(---)	Family (PEEKSKILL)

NORFOLK - PORTSMOUTH - NEWPORT NEWS

Arbitron Rank/Pop (12+): 34/1,052,300

Stations: 22/21  
Diaries: 1322/796:1/46.4%  
Sample Target: 1230  
% Below Line: 0.9  
% Not Listed: 12.9

1985 Revenue: \$26,500,000  
HH Inc.: \$29,935  
Retail \$: 7.1 Bil  
Pop per Station: 50,110  
#1 Biller: WCMS A/F \$3,500,000

MSA Rank/Pop: 36/1,257,700  
ADI # 46  
Average Person Ratings: 17.7  
Market TSL: 23.2 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO	CUME/RATING	SPG 86	FAL 85
1. WNOR-F	230/12.4	11.4	---	11.8	---	11.9	16.3	1. WNOR-F	247/2385	1. WNVZ-F	2251/21.4	21.3	18.3
2. WCMS-F	161/ 8.7	9.1	---	8.7	---	8.8	10.1	2. WOWI-F	191/2232	2. WNOR-F	2160/20.5	21.6	19.8
3. WFOG-F	153/ 8.2	7.9	---	9.7	---	8.6	6.7	3. WFOG-F	172/1849	3. WOWI-F	1760/16.7	19.2	16.4
4. WOWI-F	152/ 8.7	10.2	---	7.6	---	8.7	11.7	4. WCMS-F	170/1960	4. WCMS-F	1721/16.4	15.4	18.8
5. WNVZ-F	133/ 7.2	7.4	---	5.6	---	6.7	9.2	5. WLTY-F	142/1731	5. WRSR-F	1649/15.7	14.6	10.5
6. WLTY-F	119/ 6.4	6.2	---	7.5	---	6.7	3.4	6. WNVZ-F	141/2433	6. WFOG-F	1604/15.2	13.7	16.7
7. WRSR	98/ 5.3	5.2	---	3.7	---	4.7	5.7	7. WMYK-F	118/2030	7. WLTY-F	1498/14.2	15.9	16.3
8. WMYK-F	77/ 4.1	5.1	---	5.7	---	5.0	5.5	8. WRSR-F	107/1818	8. WWDE-F	1362/12.9	12.7	13.5
9. WWDE-F	75/ 4.0	5.1	---	5.8	---	5.0	4.2	9. WTAR	83/1388	9. WMYK-F	1353/12.9	14.8	16.0
10. WTAR	74/ 4.0	5.1	---	4.3	---	4.5	3.3	10. WTID-F	77/ 731	10. WRAP	1196/11.4	12.2	11.4
11. WRAP	72/ 3.9	4.4	---	4.5	---	4.3	4.6	11. WWDE-F	77/1414	11. WTAR	1180/11.2	13.3	13.0
12. WNIS	51/ 2.7	3.2	---	2.6	---	2.8	2.1	12. WRAP	76/1296	12. WPCE	652/ 6.2	5.5	7.7
13. WPCE	41/ 2.2	3.0	---	4.0	---	3.1	1.9	13. WNIS	54/ 679	13. WNIS	646/ 6.1	6.5	6.1
14. WTID-F	35/ 1.9	.7	---	1.3	---	1.3	.7	14. WPCE	41/ 664	14. WXRI-F	576/ 5.5	4.6	7.6
15. WXRI-F	29/ 1.6	1.3	---	3.3	---	1.4	2.1	15. WKEZ-F	37/ 538	15. WNRN-F	421/ 4.0	3.6	---
16.								16.		16.			
17.								17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 81.42% (1319 of 1620)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNVZ-F	1. WNUR-F>	1. WNOR-F	1. WNOR-F	1. WCMS-F	1. WCMS-F	1. WNOR-F+	1. WNOR-F	1. WNOR-F	1. WOWI-F	1. WNOR-F
2. WOWI-F	2. WOWI-F	2. WOWI-F	2. WCMS-F	2. WNOR-F	2. WFOG-F	2. WCMS-F	2. WFOG-F	2. WCMS-F	2. WNOR-F	2. WCMS-F
3. WRAP	3. WNVZ-F	3. WCMS-F	3. WLTY-F	3. WLTY-F	3. WLTY-F	3. WFOG-F	3. WCMS-F	3. WFOG-F	3. WNVZ-F	3. WNVZ-F
4. WRSR-F	4. WRSR-F	4. WLTY-F	4. WOWI-F	4. WFOG-F	4. WTAR	4. WNVZ-F	4. WLTY-F	4. WOWI-F	4. WFOG-F	4. WOWI-F
5. WNOR-F	5. WLTY-F	5. WNVZ-F	5. WWDE-F	5. WOWI-F	5. WWDE-F	5. WLTY-F	5. WNVZ-F	5. WLTY-F	5. WRSR-F	5. WFOG-F
6. WMYK-F	6. WMYK-F	6. WRSR-F	6. WNVZ-F	6. WWDE-F	6. WOWI-F	6. WOWI-F	6. WRSR-F	6. WCMS-F	6. WCMS-F	6. WRSR-F
7.	7. WCMS-F	7. WWDE-F	7. WFOG-F	7. WNUZ-F	7. WNVZ-F	7. WTAR	7. WRSR-F	7. WNVZ-F	7. WMYK-F	7. WLTY-F
8.		8. WMYK-F	8.	8. WTAR	8.	8.	8.	8.	8. WNIS	8.
9.		9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNVZ-F	1. WOWI-F	1. WCMS-F	1. WLTY-F	1. WCMS-F	1. WNOR-F>	1. WNOR-F>	1. WNOR-F>	1. WNOR-F>	1. WNOR-F
2. WOWI-F	2. WNOR-F	2. WOWI-F	2. WOWI-F	2. WFOG-F	2. WMYK-F	2. WOWI-F	2. WMYK-F	2. WOWI-F	2. WCMS-F
3. WNOR-F	3. WNVZ-F	3. WWDE-F	3. WNVZ-F	3. WLTY-F	3. WRSR-F	3. WRSR-F	3. WOWI-F	3. WCMS-F	3. WLTY-F
4. WLTY-F	4. WLTY-F	4. WLTY-F	4. WCMS-F	4. WWDE-F	4. WRSR-F	4. WNVZ-F	4. WRSR-F	4. WLTY-F	4. WOWI-F
5. WMYK-F	5. WCMS-F	5. WNOR-F	5. WNOR-F	5. WOWI-F	5. WMYK-F	5. WMYK-F	5. WLTY-F	5. WRSR-F	5. WTAR
6. WRSR-F	6. WRSR-F	6. WNVZ-F	6. WWDE-F	6. WNVZ-F	6. WCMS-F	6. WCMS-F	6. WCMS-F	6. WNVZ-F	6. WWDE-F
7.	7. WWDE-F	7. WRSR-F	7. WFOG-F	7. WNOR-F	7. WTID-F	7. WLTY-F	7.	7. WMYK-F	7. WFOG-F
8.	8. WMYK-F	8.	8.	8. WTAR	8.	8.	8.	8.	8. WRSR-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCMS	1050	Norfolk	.8/2.6
WCPK	1600	Chesapeake	.5/1.1
WNRN-F	94.9	Virginia Beach	1.5/4.0
WKEZ-F	94.1	Yorktown	.8/3.0
WNOR	1230	Norfolk	.8/2.0
WZAM	1110	Norfolk	1.3/2.8
WQSF-F	96.5	Richmond	.8/1.6

RADIO STATIONS

AM STATIONS

WCMS, 1050, 5 KW (DAYS)	, COUNTRY	ABC-D, \$ NA	(Katz)	
WCPK, 1600, 5 KW (DAYS)	, NOSTALGIA	, \$ 18.00	(---)	
WGH, 1310, 5 KW (DA-N)	, TRAVELERS INFO	, \$ 25.00*	(Blair)	Susquehanna
WLPM, 1450, 1 KW	, NOSTALGIA (?)	, \$ 20.00*	(MMR)	JAG
WNIS, 1350, 5 KW (DA-2)	, NEWS/TALK	NBC-T, ABC-T, \$ 45.00*	(Weiss)	Sinclair
WNOR, 1230, 1 KW	, OLDIES	ABC-R, \$ 20.00*	(Mc-Guild)	Saga
WPCE, 1400, 1 KW (DAYS)	, GOSPEL	SBN, \$ 21.00	(Mc-Guild)	Willis
WPEX, 1490, 1 KW	, AC	, \$ 20.00	(CBS)	
WPMH, 1010, 5 KW (DAYS, DA)	, RELIGION	MBS, \$ 8.00	(---)	
WRAP, 850, 5 KW/1 KW (DA-N)	, BLACK	NBN, \$ 40.00	(Torbet)	Heritage
WTAR, 790, 5 KW (DA-N)	, MOR	CBS, \$ 68.00	(Christal)	Landmark
WTJZ, 1270, 1 KW (DA-N)	, NOSTALGIA	, \$ 15.00	(Republic)	S & F
WZAM, 1110, 50 KW (DAYS)	, JAZZ/URBAN	NBN, \$ 22.00	(Eastman)	Benns

FM STATIONS

WCMS, 100.5, 50 KW @ 500, COUNTRY	ABC-E, \$105.00*	(Katz)	
WFOG, 92.9, 50 KW @ 500, BTFL/EZ	, \$ 85.00*	(MMR)	JAG
WKEZ, 94.1, 50 KW @ 500, COUNTRY	MBS, \$ 38.00	(Roslin)	
WLTJ, 95.7, 40 KW @ 881, AC	, \$ 90.00	(Christal)	Landmark
WMYK, 93.7, 100 KW @ 940, URBAN	ABC-C, \$ 63.00*	(Eastman)	Benns (ELIZABETH CITY, NC)
WNOR, 98.7, 50 KW @ 549, AOR	ABC-R, \$ 80.00*	(Mc-Guild)	Saga
WNRN, 94.9, 50 KW @ 500, BTFL/EZ	, \$ 30.00	(Masla)	
WNVZ, 104.5, 50 KW @ 500, CHR	, \$ 79.00*	(Republic)	S & F
WOWI, 102.9, 50 KW @ 500, BLACK	SBN, \$ 52.00*	(Mc-Guild)	Willis
WQSF, 96.5, 50 KW @ 440, BTFL/EZ	, \$ NA	(Torbet)	(WILLIAMSPORT)
WRSR, 97.3, 74 KW @ 420, CHR	, \$ 45.00	(Blair)	Susquehanna
WTID, 106.9, 100 KW @ 964, COUNTRY	, \$ 25.00	(---)	Downs
WWDE, 101.3, 50 KW @ 380, AC	CBS-R, \$ 63.00*	(CBS)	
WXRI, 105.3, 50 KW @ 500, RELIGION	, \$ 40.00*	(Masla)	CBN



OKLAHOMA CITY

Arbitron Rank/Pop (12+): 42/814,100

Stations: 19/19  
Diaries: 1292/630:1/41.8%  
Sample Target: 1080  
% Below Line: 0  
% Not Listed: 7.7

1985 Revenue: \$26,900,000  
HH Inc.: \$30,423  
Retail \$: 7.7 Bil  
Pop per Station: 42,847  
#1 Biller: KXXY A/F \$4,700,000

MSA Rank/Pop: 47/996,700  
ADI # 36

Average Person Ratings: 15.7  
Market TSL: 21.0 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. KXXY-F+	162/12.7	13.1	---	10.8	---	12.2	9.5	1. KATT-F	237/2737	1. KJYO-F	1896/23.3	20.5	20.6
2. KATT-F	157/12.3	12.8	---	9.5	---	11.5	18.3	2. KXXY-F+	218/2284	2. KATT-F	1882/23.1	22.3	19.8
3. KJYO-F	156/12.2	7.1	---	6.8	---	8.7	12.0	3. KJYO-F	205/2506	3. KXXY-F+	1669/20.5	19.4	16.7
4. KKNG-F	107/ 8.4	7.7	---	11.4	---	9.2	4.0	4. KTOK	124/1711	4. KTOK	1417/17.4	15.8	21.3
5. KTOK	106/ 8.3	7.0	---	9.8	---	8.4	7.2	5. KKNG-F	122/1520	5. KZBS-F	1322/16.2	17.3	18.5
6. KZBS-F	79/ 6.2	7.3	---	10.8	---	8.1	8.2	6. WKY	92/1423	6. KKNG-F	1283/15.8	15.9	19.0
7. KOMA	64/ 5.0	4.2	---	1.5	---	3.6	4.5	7. KZBS-F	86/1672	7. KLTE-F	955/11.7	16.4	14.1
8. KEBC-F	62/ 4.8	8.1	---	5.6	---	5.2	4.7	8. KOMA	82/1050	8. KEBC-F	938/11.5	13.9	12.0
9. WKY	58/ 4.5	4.6	---	4.9	---	4.7	4.5	9. KEBC-F	78/1274	9. WKY	823/10.1	11.2	14.9
10. KIMY-F	52/ 4.1	3.5	---	3.0	---	3.5	5.5	10. KIMY-F	67/ 996	10. KMGL-F	813/10.0	18.3	21.3
11. KLTE-F	46/ 3.6	5.6	---	6.0	---	5.1	4.0	11. KMGL-F	53/1170	11. KOMA	741/ 9.1	9.2	6.5
12. KMGL-F	41/ 3.2	5.0	---	6.4	---	4.9	3.6	12. KLTE-F	49/1074	12. KIMY-F	731/ 9.0	12.2	4.9
13. KPRW	26/ 2.0	.8	---	.7	---	1.2	4.9	13. KJIL-F	29/ 480	13. KJIL-F	401/ 4.9	4.6	5.7
14. KJIL-F	22/ 1.7	1.5	---	1.7	---	1.6	1.6	14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 74.92% (884 of 1180)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KJYO-F	1. KATT-F	1. KATT-F	1. KXXY-F+	1. KXXY-F+	1. KXXY-F+	1. KXXY-F+	1. KXXY-F+	1. KJYO-F	1. KJYO-F	1. KXXY-F+
2. KATT-F	2. KJYO-F	2. KXXY-F+	2. KATT-F	2. KATT-F	2. KKNG-F	2. KTOK	2. KATT-F	2. KXXY-F+	2. KATT-F	2. KJYO-F
3.	3. KXXY-F+	3. KJYO-F	3. KZBS-F	3. KZBS-F	3. KOMA	3. KATT-F	KJYO-F	3. KATT-F	3. KXXY-F+	3. KATT-F
4.	4. KZBS-F	4. KZBS-F	4. KIMY-F	4. KKNG-F	4. KTOK	4. KJYO-F	4. KKNG-F	4. KKNG-F	4. KKNG-F	4. KKNG-F
5.	5. KLTE-F	5. KIMY-F	5. KEBC-F	5. KEBC-F	5. KEBC-F	5. KZBS-F	5. KTOK	5. KZBS-F	5. KTOK	5. KZBS-F
	KIMY-F	6. KLTE-F	6. KLTE-F	6. KIMY-F	6. WKY	6. KKNG-F	6. KZBS-F	6. KTOK	6. KZBS-F	6. KTOK

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KJYO-F>	1. KJYO-F	1. KZBS-F	1. KXXY-F+	1. KXXY-F+	1. KATT-X	1. KATT-F>	1. KATT-F>	1. KATT-F	1. KATT-F
2. KXXY-F+	2. KXXY-F+	2. KXXY-F+	2. KJYO-F	2. KZBS-F	2. KJYO-F	2. KJYO-F	2. KXXY-F+	2. KXXY-F+	2. KXXY-F+
KATT-F	3. KATT-F	3. KATT-F	3. KZBS-F	3. KKNG-F	3. KXXY-F+	3. KXXY-F+	3. KLTE-F	3. KJYO-F	3. KEBC-F
4. KIMY-F	4. KZBS-F	KIMY-F	4. KATT-F	4. KIMY-F	4.	4. KZBS-F	4. KJYO-F	4. KEBC-F	4. KKNG-F
5. KLTE-F	5. KIMY-F	5. KJYO-F	5. KIMY-F	5. KJYO-F	5.	5. KLTE-F	5. KTOK	5. KZBS-F	5. KTOK
KPRW	6. KLTE-F	6. KLTE-F	6. KLTE-F	6. KMGL-F	6.	6.	6.	6. KLTE-F	6. KZBS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGFF	1450	Shawnee	.5/2.1
KKLR-F	97.7	Edmond	.9/3.9
KQCV	800	Oklahoma City	.6/1.5
WWLS	640	Moore	1.3/4.2

RADIO STATIONS

KBYE, 890, 1 KW (DAYS)	, RELIGION	,\$ 9.00 (---)	
KOMA, 1520, 50 KW (DA-N)	, NOSTALGIA	NBC,\$ 45.00 (Katz)	Price
KPRW, 1140, 1 KW	, URBAN	,\$ NA (Blair)	
KQCV, 800, 250 W (DAYS)	, RELIGION	,\$ 15.00 (---)	Bott
KTOK, 1000, 5 KW (DA-2)	, TALK/NEWS	ABC-I,\$ 80.00* (Blair)	Clear Channel
KXXY, 1340, 1 KW	, COUNTRY	,\$ NA (Mc-Guild)	Summit
WKY, 930, 5 KW (DA-N)	, COUNTRY	ABC-E,\$ 40.00 (Eastman)	Gaylord
KATT-F, 100.5, 100 KW @ 1200, AOR		Source,\$ 90.00 (Blair)	
KEBC-F, 94.7, 100 KW @ 440, COUNTRY		ABC-E,\$ 70.00 (Torbet)	
KIMY-F, 107.7, 100 KW @ 1027, AC		,\$ 45.00* (Select)	Price
KJIL-F, 104.9, 3 KW @ 300, RELIGION		UPI,\$ 25.00 (---)	Swaggert
KJYO-F, 102.7, 100 KW @ 1003, CHR		,\$ 55.00 (Blair)	Clear Channel
KKLR-F, 97.7, 3 KW @ 300, AC		,\$ 15.00 (---)	
KKNG-F, 92.5, 100 KW @ 1000, BTFL/EZ		,\$ 74.00* (Christal)	Swanson
KLTE-F, 101.9, 100 KW @ 457, AC		,\$ 60.00* (Masla)	Mel Wheeler
KMGL-F, 104.1, 100 KW @ 1425, AC		ABC-C,\$ 55.00* (Katz)	Guy Gannett
KXXY-F, 96.1, 100 KW @ 1340, COUNTRY		,\$ 88.00* (Mc-Guild)	Summitt
KZBS-F, 98.9, 100 KW @ 1253, AC		APR,\$ 84.00* (HNWH)	

OMAHA

Arbitron Rank/Pop (12+): 69/497,200  
 MSA Rank/Pop: 78/611,700  
 ADI # 70  
 Average Person Ratings: 14.4  
 Market TSL: 19.5 hours

Stations: 14/11  
 Diaries: 948/524:1/46.1%  
 Sample Target: 870  
 % Below Line: 1.9  
 % Not Listed: 10.7

1985 Revenue: \$15,000,000  
 HH Inc.: \$33,990  
 Retail \$: 4.0 Bil  
 Pop per Station: 45,200  
 #1 Biller: KFAB \$5,700,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO	CUME/RATING	SPG 86	FAL 85
1. KFAB	142/19.8	21.6	---	26.8	---	22.7		1. KFAB	259/3209	1. KFAB	1685/33.9	36.4	48.7
2. KEZO-F	115/16.0	14.9	---	11.1	---	14.0		2. KEZO-F	156/1780	2. KQKQ-F	1451/29.2	29.9	27.9
3. KQKQ-F	92/12.8	12.8	---	12.1	---	12.6		3. KGOR-F	115/2088	3. KGOR-F	1360/27.4	22.4	21.3
4. KGOR-F	71/ 9.9	7.5	---	8.1	---	8.5		4. KQKQ-F	101/1780	4. KEZO-F	1181/23.8	22.7	21.2
5. WOW-F	54/ 7.5	5.9	---	4.7	---	6.0		5. WOW	86/1629	5. KEFM-F	761/15.3	15.9	15.1
6. KESY-F	46/ 6.4	7.2	---	8.0	---	7.2		6. WOW-F	68/ 799	6. WOW	642/12.9	16.0	11.8
7. KEFM-F	37/ 5.2	4.7	---	7.3	---	5.7		7. KFRX-F	66/1128	7. WOW-F	619/12.4	12.1	9.9
8. WOW	37/ 5.2	6.7	---	4.2	---	5.4		8. KESY-F	54/ 577	8. KOIL	502/10.1	11.0	12.7
9. KOIL	23/ 3.2	4.1	---	2.3	---	3.2		9. KMA	42/ 695	9. KESY-F	494/ 9.9	15.0	15.5
10. KBWH-F	8/ 1.1	1.4	---	1.8	---	1.4		10. KEFM-F	41/ 845	10. KEDS	193/ 3.9	6.9	7.6
11.								11.		11.			
12.								12.		12.			
13.								13.		13.			
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 67.39% (432 of 641)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KQKQ-F	1. KEZO-F	1. KEZO-F	1. KEZO-F	1. KFAB	1. KFAB>	1. KFAB>	1. KEZO-F	1. KEZO-F	1. KFAB	1. KEZO-F
2. KEZO-F	2. KQKQ-F	2. KQKQ-F	2. KFAB	2. KEZO-F	2. WOW-F	2. KEZO-F	2. KFAB	2. KQKQ-F	2. KEZO-F	2. KQKQ-F
3. KGOR-F	3. KGOR-F	3. KGOR-F	3. KQKQ-F	3. KQKQ-F	3. KESY-F	3. WOW-F+	3. KQKQ-F	3. KFAB	3. KQKQ-F	3. KFAB
4.	4. KEFM-F	4. KFAB	4. KGOR-F	4. WOW-F	4. WOW	4. KQKQ-F	4. KGOR-F	4. KGOR-F	4. KGOR-F	4. KGOR-F
5.	5. WOW-F	5. KEFM-F	5. WOW-F	5. KGOR-F	5. KQKQ-F	5. KGOR-F	5. KESY-F	5. WOW-F	5. KEFM-F	5. WOW-F

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KEZO-F	1. KEZO-F	1. KQKQ-F	1. KQKQ-F	1. KFAB	1. KEZO-F>	1. KEZO-F>	1. KEZO-F>	1. KEZO-F>	1. KEZO-F
2. KQKQ-F	2. KQKQ-F	2. KGOR-F	2. KEZO-F	2. KQKQ-F	2. KGOR-F	2. KGOR-F	2. KQKQ-F	2. KQKQ-F	2. WOW-F
3. KGOR-F	3. KGOR-F	3. KEZO-F	3. KGOR-F	3. KGOR-F	3. KQKQ-F	3. KQKQ-F	3. KEFM-F	3. KGOR-F	3. KFAB
4. KEFM-F	4. KEFM-F	4. KEFM-F	4. KFAB	4. KEZO-F	4.	4. KEFM-F	4. KGOR-F	4. WOW-F	4. KQKQ-F
5.	5. KOIL	5. KFAB	5. KEFM-F	5. KEFM-F	5.	5. WOW-F	5. WOW-F	5. KFAB	5. KEFM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEDS	1490	Omaha	.6/3.9
KFRX	102.7	Lincoln	.8/2.9
KLIN-F	107.3	Lincoln	.4/1.3
KMA	960	Shenandoah	.4/1.9

RADIO STATIONS

KCRO, 660, 1 KW (DAYS)	, RELIGION	, \$ 13.00 (---)	
KEDS, 1490, 1 KW	, OLDIES	MBS, \$ 16.00 (HNWH)	Albimar
KFAB, 110, 50 KW (DA-N)	, MOR	NBC,NBC-T, \$170.00 (Christal)	May
KLNG, 1560, 1 KW (DAYS,DA)	, BLACK	ABC-I, \$ 22.00* (---)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS-R,US I, \$ 30.00* (Select)	
KROM, 1420, 1 KW (DAYS,DA)	, NOSTALGIA	, \$ 15.00 (---)	
WOW, 590, 5 KW	, COUNTRY	ABC-I, \$ 40.00* (Torbet)	Great Empire
KMA, 960, 5 KW (DA-N)	, MOR	, \$ 52.00 (Katz)	May (SHENANDOAH, IA)
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC		, \$ 55.00 (Mc-Guild)	
KESY-F, 104.5, 32 KW @ 285, BTFL/EZ		, \$ 32.00 (Select)	Sungroup
KEZO-F, 92.3, 100 KW @ 1210, AOR		ABC-R, \$ 80.00 (HNWH)	Albimar
KGOR-F, 99.9, 115 KW @ 1227, AC/CONTEMP		NBC, \$ 60.00* (Christal)	May
KQKQ-F, 98.5, 100 KW @ 510, CHR		ABC-F, \$ 75.00 (Eastman)	
WOW-F, 94.1, 100 KW @ 510, COUNTRY		ABC-E, \$ 47.00* (Torbet)	Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 52/723,800

MSA Rank/Pop: 59/836,000

Average Person Ratings: 16.5

Market TSL: 22.3 hours

Stations: 21/19  
Diaries: 1104/656:1/45.8%  
Sample Target: 1010  
% Below Line: 1.1  
% Not Listed: 7.9

1985 Revenue: \$31,200,000  
HH Inc.: \$28,785  
Retail \$: 6.4 Bil  
Pop per Station: 38,095  
#1 Biller: WJYO-F \$5,500,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. WSSP-F	131/11.0	9.5	---	12.7	---	11.1	8.5	1. WBJW-F	247/3926	1. WBJW-F	1934/26.7	23.2	24.2
2. WBJW-F	120/10.0	6.6	---	8.1	---	8.2	11.8	2. WSSP-F	238/2484	2. WHLY-F	1520/21.0	22.2	24.1
3. WDIZ-F	104/ 8.7	8.1	---	7.7	---	8.2	9.6	3. WDIZ-F	197/2173	3. WSTF-F	1302/18.0	20.4	20.4
4. WHLY-F	91/ 7.6	10.6	---	9.0	---	9.1	11.1	4. WWKA-F	187/2467	4. WDIZ-F	1189/16.4	15.3	16.8
5. WDBO	88/ 7.4	7.2	---	6.9	---	7.2	5.3	5. WHLY-F	167/2501	5. WSSP-F	1149/15.9	17.2	18.8
6. WWKA-F	84/ 7.0	10.2	---	9.1	---	8.8	10.2	6. WSTF-F	162/2785	6. WWKA-F	1052/14.5	20.2	16.1
7. WSTF-F	75/ 6.3	9.9	---	8.7	---	8.3	8.9	7. WDBO	120/1499	7. WDBO	1044/14.4	16.6	17.2
8. WKIS	61/ 5.1	4.0	---	4.3	---	4.5	3.0	8. WJYO-F	102/1786	8. WJYO-F	932/12.9	15.7	19.2
9. WJYO-F	57/ 4.8	6.7	---	9.1	---	6.9	4.9	9. WH00-F	98/1367	9. WKIS	757/10.5	9.4	11.9
WORZ-F	57/ 4.8	1.0	---	.9	---	2.2	3.4	10. WORZ-F	95/1250	10. WORZ-F	710/ 9.8	3.6	3.0
11. WORL	47/ 3.9	4.6	---	4.8	---	4.4	6.4	11. WWLV-F	80/ 888	11. WOCL-F	649/ 9.0	7.0	1.3
12. WOKB	35/ 2.9	1.9	---	1.7	---	2.2	.8	12. WKIS	75/ 960	12. WH00-F	571/ 7.9	11.8	7.7
13. WH00-F	33/ 2.8	5.1	---	2.4	---	3.4	3.1	13. WOCL-F	67/1211	13. WORL	525/ 7.3	7.1	8.8
14. WOCL-F	30/ 2.5	1.9	---	.3	---	1.6	3.0	14. WORL	52/ 558	14. WLOQ-F	487/ 6.7	4.4	6.3
15. WLOQ-F	27/ 2.3	1.0	---	2.0	---	1.8	2.6	15. WYNF-F	42/ 545	15. WOKB	360/ 5.0	4.7	4.6

12+ FM SHARE (METRO): 75.93% (836 of 1101)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHLY-F	1. WDIZ-F	1. WDIZ-F	1. WSTF-F	1. WSTF-F	1. WSSP-F	1. WBJW-F	1. WSSP-F	1. WSSP-F	1. WDBO	1. WSSP-F
2. WBJW-F	2. WBJW-F	2. WBJW-F	2. WBJW-F	2. WBJW-F	2. WDBO	2. WDBO	2. WBJW-F	2. WBJW-F	2. WBJW-F	2. WBJW-F
3. WORL	3. WORZ-F	3. WSTF-F	3. WDIZ-F	3. WWKA-F	3. WWKA-F	3. WDIZ-F	3. WDIZ-F	3. WSSP-F	3. WSSP-F	3. WDIZ-F
4. WOKB	4. WSTF-F	4. WORZ-F	4. WJYO-F	4. WJYO-F	4. WKIS	4. WWKA-F	4. WSTF-F	4. WHLY-F	4. WHLY-F	4. WWKA-F
5. WDIZ-F	5. WWKA-F	5. WWKA-F	5. WWKA-F	5. WDIZ-F	5. WJYO-F	5. WSSP-F	5. WHLY-F	5. WSTF-F	5. WDIZ-F	5. WHLY-F

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDIZ-F	1. WBJW-F	1. WBJW-F	1. WBJW-F	1. WBJW-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WDIZ-F
2. WBJW-F	2. WDIZ-F	2. WSTF-F	2. WSTF-F	2. WSSP-F	2. WBJW-F	2. WBJW-F	2. WORZ-F	2. WBJW-F	2. WSTF-F
3. WHLY-F	3. WORZ-F	3. WORZ-F	3. WDIZ-F	3. WWKA-F	3.	3. WORZ-F	3. WSTF-F	3. WSTF-F	3. WDBO
4. WORZ-F	4. WHLY-F	4. WWKA-F	4. WHLY-F	4. WJYO-F	4.	4. WSTF-F	4. WBJW-F	4. WORZ-F	4. WORZ-F
5. WWKA-F	5. WSTF-F	5. WOCL-F	5. WWKA-F	5. WSTF-F	5.	5. WWKA-F	5. WJYO-F	5.	5. WWKA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAJL	1440	Winter Park	1.1/2.7
WBJW	950	Orlando	.5/2.7
WMMA	990	Orlando	1.3/3.0
WWLV-F	94.5	Daytona Beach	.7/1.7
WYNF-F	94.9	Tampa	.3/1.5

RADIO STATIONS

WAJL, 1440, 5 KW/1 KW (DA-N)	, RELIGION	,\$ 13.00	(---)	
WBJW, 950, 5 KW (DA-N)	, CHR	,\$ 35.00*	(Blair)	Nationwide
WDBO, 580, 5 KW (DA-N)	, MOR	ABC-1, \$ 70.00*	(Katz)	Katz
WFIV, 1080, 10 KW (DAYS, DA)	, COUNTRY	MBS, \$ 19.00	(---)	(KISSIMMEE)
WKIS, 740, 5 KW/1 KW (DA-1)	, NEWS/TALK	NBC, ABC-T, \$ 60.00*	(Eastman)	Susquehanna
WMMA, 990, 50 KW/5 KW (DA-N)	, AC/MOR	CBS, \$ 54.00*	(Torbet)	Bluegrass
WORL, 1270, 5 KW (DA-N)	, BLACK	CBS-R, \$ 44.00*	(Mc-Guild)	Metroplex
WOKB, 1600, 5 KW (DA-2)	, BLACK	NBN, \$ 38.00	(Masla)	
WBJW-F, 105.1, 100 KW @ 1310, CHR		ABC-C, \$130.00	(Blair)	Nationwide
WDIZ-F, 100.3, 100 KW @ 890, AOR		ABC-R, \$105.00*	(Select)	Shamrock-Lynett
WHLY-F, 106.7, 100 KW @ 875, CHR		,\$112.00	(Durpetti)	Southern Starr
WH00-F, 96.5, 100 KW @ 1609, COUNTRY		,\$ 66.00	(Torbet)	Bluegrass
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC		,\$150.00	(Mc-Guild)	Metroplex
WLOQ-F, 103.1, 3 KW @ 300, JAZZ		,\$ 44.00*	(---)	
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY		,\$140.00*	(Katz)	Katz
WOCL-F, 105.9, 100 KW @ 1650, COUNTRY		,\$ 58.00*	(Christal)	American (DE LAND)
WSSP-F, 104.1, 100 KW @ 1598, BTFLEZ		,\$ 85.00*	(Christal)	Guy Gannett (COCOA BEACH)
WSTF-F, 101.1, 100 KW @ 1609, AC		,\$ 85.00*	(Republic)	Capitol-WRAL

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,013,000  
 MSA Rank/Pop: 4/4,766,400  
 ADI # 4  
 Average Person Ratings: 19.6  
 Market TSL: 25.5 hours

Stations: 26/24  
 Diaries: 2617/1533:1/44.8%  
 Sample Target: 2440  
 % Below Line: 1.1  
 % Not Listed: 11.0

1985 Revenue: \$95,500,000  
 HH Inc.: \$31,708  
 Retail \$: 28.6 Bil  
 Pop per Station: 167,208  
 #1 Biller: KYW \$15,200,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	CUME/RATING	SPG 86	FAL 85
1. WMMR-F	902/11.5	10.9	9.7	9.8	9.4	10.5	14.4	1. WMMR-F	1171/13956	1. KYW	10472/26.1	26.7	27.4	
2. WEAZ-F	564/ 7.2	8.1	7.3	6.5	6.2	7.3	4.5	2. WEAZ-F	734/ 8713	2. WMMR-F	9598/23.9	22.7	20.6	
3. WUSL-F	545/ 6.9	6.9	7.4	6.9	7.9	7.0	12.0	3. WUSL-F	616/ 6717	3. WEAZ-F	6750/16.8	16.9	16.6	
4. KYW	510/ 6.5	6.8	8.0	7.0	7.0	7.1	7.3	4. KYW	552/11611	4. WMGK-F	6628/16.5	14.0	14.8	
5. WWDB-F	418/ 5.3	4.0	4.7	4.1	4.1	4.5	4.3	5. WMGK-F	498/ 8111	5. WCAU-F	6386/15.9	17.8	16.5	
6. WMGK-F	396/ 5.0	4.9	5.1	5.2	5.1	5.1	3.4	6. WWDB-F	480/ 4819	6. WUSL-F	5706/14.2	15.6	14.5	
7. WPEN	370/ 4.7	4.5	5.0	5.3	4.7	4.9	3.6	7. WYSP-F	442/ 7585	7. WCAU	5616/14.0	15.5	13.3	
8. WCAU-F	366/ 4.7	4.4	4.2	4.2	4.7	4.4	4.8	8. WCAU-F	426/ 8104	8. WYSP-F	5041/12.6	12.8	10.7	
9. WCAU	319/ 4.1	4.7	3.7	3.7	5.5	4.1	4.8	9. WCAU	395/ 6930	9. WSNi-F	4409/11.0	11.5	11.9	
10. WDAS-F	307/ 3.9	4.0	3.9	4.2	5.0	4.0	6.6	10. WPEN	393/ 4364	10. WPEN	4058/10.1	9.6	10.8	
11. WXTU-F	301/ 3.8	3.8	3.6	3.3	3.2	3.6	2.6	11. WXTU-F	375/ 4325	11. WKSZ-F	4047/10.1	10.2	10.2	
12. WYSP-F	286/ 3.6	3.6	2.8	3.0	3.1	3.3	6.3	12. WDAS-F	370/ 4308	12. WWDB-F	3956/ 9.9	9.3	9.8	
13. WSNi-F	277/ 3.5	4.7	3.7	4.6	3.2	4.1	3.6	13. WSNi-F	310/ 5265	13. WDAS-F	3941/ 9.8	10.9	9.6	
14. WKSZ-F	272/ 3.5	3.4	4.2	4.0	2.7	3.8	2.6	14. WKSZ-F	308/ 4806	14. WIOQ-F	3925/ 9.8	10.7	11.4	
15. WIP	201/ 2.6	3.2	3.6	3.7	2.5	3.3	2.1	15. WIOQ-F	223/ 4815	15. WXTU-F	3225/ 8.0	7.6	6.1	
16. WIOQ-F	193/ 2.5	2.6	2.8	3.7	3.1	2.9	2.7	16. WIP	208/ 3314	16. WIP	2986/ 7.4	7.7	11.0	
17. WFLN-F	161/ 2.0	1.8	2.1	1.8	1.3	1.9	1.6	17. WFLN-F	186/ 3118	17. WTRK-F	2931/ 7.3	7.5	7.7	
18. WFIL	127/ 1.6	1.8	1.5	1.7	2.1	1.7	1.5	18. WFIL	168/ 3133	18. WFLN-F	2534/ 6.3	5.9	5.4	
19. WTRK-F	122/ 1.6	1.5	2.2	2.0	3.0	1.8	1.5	19. WTRK-F	150/ 3774	19. WFIL	2454/ 6.1	7.1	6.4	
20. WDAS	88/ 1.1	1.0	1.1	1.0	1.4	1.1	.4	20. WJBR-F	130/ 2051	20. WDAS	1717/ 4.3	4.2	3.3	
21.								21.		21.				
22.								22.		22.				
23.								23.		23.				
24.								24.		24.				
25.								25.		25.				

12+ FM SHARE (METRO): 74.22% (5195 of 6999)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WUSL-F	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WEAZ-F	1. WMMR-F	1. WMMR-F>	1. WMMR-F>	1. WUSL-F	1. WMMR-F>
2. WCAU-F	2. WUSL-F	2. WUSL-F	2. WMGK-F	2. WMGK-F	2. KYW	2. KYW>	2. WEAZ-F	2. WEAZ-F	2. WMMR-F	2. WEAZ-F
3. WMMR-F	3. WYSP-F	3. WMGK-F	3. WUSL	3. WUSL-F	3. WPEN	3. WWDB-F	3. WMGK-F	3. WUSL-F	3. WCAU	3. WUSL-F
4. WYSP-F	4. WMGK-F	4. WDAS-F	4. WSNi-F	4. WSNi-F	4. WXTU-F	4. WEAZ-F	4. WWDB-F	4. WMGK-F	4. WWDB-F	4. WXTU-F
5. WTRK-F	5. WDAS-F	5. WYSP-F	5. WKSZ-F	5. WXTU-F	5. WWDB-F	5. WIP	5. WUSL-F	5. WCAU-F	5. WCAU-F	5. WMGK-F
6. WDAS-F	6. WCAU-F	WSNi-F	KYW	6. KYW	6. WMGK-F	6. WUSL-F	6. WPEN	6. WPEN	6. WEAZ-F	6. WWDB-F
7.	7. WIOQ-F	7. WKSZ-F	7. WXTU-F	7. WEAZ-F	7. WKSZ-F	7. WPEN	7. WCAU-F	7. WPEN	7. WDAS-F	7. WCAU-F
8.	8. WSNi-F	8. WCAU-F	8. WDAS-F	8. WKSZ-F	8. WIP	8. WSNi-F	8. KYW	8. WYSP-F	8. WYSP-F	8. WPEN
9.	9. WKSZ-F	9. KYW	9. WIOQ-F	9. WDAS-F	9. WMMR-F	9. WMGK-F	9. WKSZ-F	9. WCAU	9. WPEN	9. KYW
10.	10. WXTU-F	10. WIOQ-F	10. WEAZ-F	10. WIOQ-F	10. WCAU	10. WCAU	10. WSNi-F	10. WWDB-F	10. KYW	10. WYSP-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMR-F	1. WMMR-F	1. WMMR-F>	1. WMMR-F	1. WMGK-F	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>
2. WUSL-F	2. WUSL-F	2. WMGK-F	2. WUSL-F	2. WMMR-F	2. WYSP-F	2. WYSP-F	2. WUSL-F	2. WYSP-F	2. WXTU-F
3. WCAU-F	3. WMGK-F	3. WUSL-F	3. WMGK-F	3. WUSL-F	3. WUSL-F	3. WUSL-F	WIOQ-F	3. WUSL-F	3. WMGK-F
4. WMGK-F	4. WCAU-F	4. WSNi-F	4. WCAU-F	4. WKSZ-F	4. WDAS-F>	4. WDAS-F	4. WMGK-F	4. WMGK-F	4. KYW
5. WDAS-F	5. WDAS-F	5. WDAS-F	5. WKSZ-F	5. WSNi-F	5. WCAU-F	5. WIOQ-F	5. WSNi-F	5. WSNi-F	5. WSNi-F
6. WKSZ-F	6. WSNi-F	6. WIOQ-F	6. WDAS-F	6. KYW	6. WMGK-F	6. WMGK-F	6. WYSP-F	6. WDAS-F	6. WFAZ-F
7. WYSP-F	7. WIOQ-F	7. WYSP-F	7. WSNi-F	7. WEAZ-F	7.	7. WSNi-F	7. WXTU-F	7. WXTU-F	7. WUSL-F
8. WIOQ-F	8. WYSP-F	8. WKSZ-F	8. KYW	8. WDAS-F	8.	8.	8. WDAS-F	8. WIOQ-F	8. WIOQ-F
9.	9. WKSZ-F	9.	9. WIOQ-F	9. WXTU-F	9.	9.	9.	9. KYW	9. WKSZ-F
10.	10.	10.	10.	10. WWDB-F	10.	10.	10.	10.	10. WDAS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOJ	1420	Coatesville	.4/1.0
WHAT	1340	Philadelphia	.6/2.6
WPGR	1540	Philadelphia	.8/1.4
WZZD	990	Philadelphia	.5/1.5
WJBR-F	99.5	Wilmington	.8/2.4
WPST-F	97.5	Trenton	.3/2.7

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC,\$283.00 (Select)	Westinghouse
WCAU, 1210, 50 KW	, TALK/NEWS	CBS,\$180.00 (CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN,\$ 60.00* (HNWH)	Unity
WDVT, 900, 1 KW (DAYS,DA)	, TALK	MBS,\$ 43.00 (---)	
WFIL, 560, 5 KW (DA-2)	, OLDIES	ABC-D,\$ 90.00* (Eastman)	LIN
WHAT, 1340, 1 KW/250 W	, BLACK	SBN,\$ 64.00 (Weiss)	
WIP, 610, 5 KW (DA-1)	, MOR	ABC-E,\$150.00* (Katz)	Metropolitan
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	US 2,\$170.00* (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	, \$ 75.00* (Select)	Pyramid
WTEL, 860, 10 KW (DAYS,DA)	, SPANISH/RELIG	, \$ 23.00 (Caballero)	
WYIS, 690, 1 KW (DAYS,DA)	, SPANISH	, \$ 35.00 (Lotus)	(PHOENIXVILLE)
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	, \$ 45.00 (---)	

FM STATIONS

WCAU, 98.1, 13 KW @ 1000, CHR		CBS-R,\$219.00 (CBS)	CBS
WDAS, 105.3, 3 KW @ 870, BLACK		, \$140.00* (HNWH)	Unity
WEAZ, 101.1, 13 KW @ 1010, BTFL/EZ		, \$310.00 (McGuild)	
WFLN, 95.7, 50 KW @ 490, CLASSICAL		, \$ 85.00 (CMBS)	
WIOQ, 102.1, 30 KW @ 650, AOR		, \$190.00* (Mc-Guild)	Outlet
WKSZ, 100.3, 35 KW @ 600, AC		, \$155.00* (Masla)	(MEDIA)
WMGK, 102.9, 50 KW @ 300, AC		, \$215.00* (MMR)	Greater Media
WMMR, 93.3, 25 KW @ 670, AOR		Source,\$375.00* (Katz)	Metropolitan
WSNI, 104.5, 13 KW @ 1008, AC		US 1,\$160.00* (Select)	Pyramid
WUSL, 98.9, 18 KW @ 830, URBAN		ABC-F,\$165.00* (Eastman)	LIN
WWDB, 96.5, 18 KW @ 850, TALK		ABC-I,\$129.00 (Weiss)	
WXTU, 92.5, 50 KW @ 500, COUNTRY		MBS,\$100.00 (Blair)	Beasley
WYSP, 94.1, 16 KW @ 900, AOR		ABC-R,\$160.00* (Torbet)	Infinity
WTRK, 106.1, 23 KW @ 740, CHR		ABC-C,\$120.00* (Christal)	

PHOENIX

Arbitron Rank/Pop (12+): 24/1,469,800

Stations: 28/28  
Diaries: 1497/982:1/47.4%  
Sample Target: 1460  
% Below Line: 0  
% Not Listed: 7.6

1985 Revenue: \$55,200,000  
HH Inc.: \$28,601  
Retail \$: 12.0 Bil  
Pop per Station: 52,493  
#1 Biller: KTAR \$7,200,000

MSA Rank/Pop: 25/1,743,400  
ADI # 22  
Average Person Ratings: 15.7  
Market TSL: 21.1 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	CUME/METRO	CUME/RATING	SPG 86	FAL 85
1. KME0-F+	256/11.1	8.2	6.7	7.3	---	8.3	6.6	1. KNIX-F+	360/4096	1. KZZP-F+	3261/22.2	23.3	19.7	
2. KZZP-F+	254/11.0	11.9	9.3	6.8	---	9.8	15.5	2. KME0-F+	297/3120	2. KNIX-F+	3118/21.2	21.2	19.0	
3. KNIX-F+	252/11.0	10.7	13.1	12.8	---	11.9	14.8	3. KZZP-F+	272/3553	3. KME0-F+	2820/19.2	15.0	13.5	
4. KTAR	219/ 9.5	8.3	8.4	9.3	---	8.9	5.9	4. KTAR	232/2892	4. KTAR	2721/18.5	19.2	22.7	
5. KUPD-F	156/ 6.8	7.5	7.6	10.4	---	8.1	10.5	5. KUPD-F	201/2587	5. KUPD-F	2049/13.9	16.7	18.8	
6. KKLT-F	101/ 4.4	4.9	5.3	4.6	---	4.8	3.7	6. KKLT-F	131/2088	6. KKFR-F	1736/11.8	7.9	3.7	
7. KOOL-F	88/ 3.8	3.8	4.2	5.9	---	4.4	4.1	7. KKFR-F	99/1973	7. KKLT-F	1687/11.5	13.6	12.9	
8. KKFR-F	82/ 3.6	2.1	1.3	.7	---	1.9	2.3	8. KOOL-F	95/1725	8. KOOL-F	1497/10.2	11.5	12.7	
9. KSLX-F	79/ 3.4	3.5	3.3	3.4	---	3.4	2.1	9. KSLX-F	88/1047	9. KDKB-F	1324/ 9.0	12.4	13.3	
10. KLZI-F	74/ 3.2	3.4	3.3	3.2	---	3.3	2.7	10. KDKB-F	81/1757	10. KOY	1255/ 8.5	10.1	12.0	
11. KDKB-F	66/ 2.9	3.2	3.9	3.7	---	3.4	4.9	11. KLZI-F	79/1191	11. KOY-F	1148/ 7.8	12.5	13.5	
12. KAMJ-F	65/ 2.8	2.2	1.7	1.9	---	2.2	3.7	12. KOY-F	78/1408	12. KLZI-F	1138/ 7.7	11.4	11.3	
13. KLFF	55/ 2.4	2.6	2.3	3.3	---	2.7	.7	13. KAMJ-F	66/1050	13. KAMJ-F	1023/ 7.0	5.8	5.2	
KOY	55/ 2.4	3.9	3.3	4.8	---	3.6	1.9	14. KOY	56/1340	14. KSLX-F	996/ 6.8	7.8	12.9	
15. KOY-F	53/ 2.3	6.1	8.4	7.1	---	6.0	3.1	15. KUKQ	48/ 689	15. KFYI	709/ 4.8	5.1	3.4	
16. KUKQ	47/ 2.0	3.0	2.7	2.9	---	2.7	4.1	16.		16. KUKQ	664/ 4.5	5.5	6.4	
17. KFYI	43/ 1.9	1.8	.9	.5	---	1.3	1.4	17.		17. KLFF	618/ 4.2	5.1	NA	
18. KVVA	42/ 1.8	1.5	1.8	1.3	---	1.6	---	18.		18. KSTM-F	597/ 4.1	4.9	NA	
19. KSTM-F	40/ 1.7	1.6	2.2	2.0	---	1.9	1.9	19.		19. KONC-F	474/ 3.2	1.4	---	
20.								20.		20.				
21.								21.		21.				
22.								22.		22.				
23.								23.		23.				
24.								24.		24.				
25.								25.		25.				

12+ FM SHARE (METRO): 73.39% (1561 of 2127)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KZZP-F+	1. KZZP-F+	1. KNIX-F+	1. KNIX-F+	1. KNIX-F+	1. KNIX-F+	1. KTAR	1. KME0-F+	1. KZZP-F+	1. KZZP-F+	1. KME0-F+
2. KUPD-F	2. KUPD-F	2. KZZP-F+	2. KKLT-F	2. KTAR	2. KME0-F+	2. KNIX-F+	2. KNIX-F+	2. KNIX-F+	2. KUPD-F	2. KNIX-F+
3. KKFR-F	3. KSLX-F	3. KUPD-F	3. KTAR	3. KME0-F+	3. KTAR	3. KZZP-F+	3. KTAR	3. KME0-F+	3. KME0-F+	3. KZZP-F+
4.	4. KNIX-F+	4. KKLT-F	4. KME0-F+	4. KKLT-F	4.	4. KME0-F+	4. KZZP-F+	4. KTAR	4. KNIX-F+	4. KUPD-F
5.	5. KKLT-F	5. KTAR	5. KSLX-F	5. KSLX-F	5.	5. KUPD-F	5. KKLT-F	5. KUPD-F	5. KTAR >	5. KTAR
6.	6. KLZI-F	6. KSLX-F	6. KOOL-F	6. KOOL-F	6.	6. KOOL-F	6. KUPD-F	6. KKLT-F	6. KOY	6. KKLT-F
7.	7. KDKB-F	7. KME0-F+	7. KUPD-F	7.	7.	7. KKLT-F	7. KLZI-F	7. KKFR-F	7. KOOL-F	7. KOOL-F
8.	8.	8. KOOL-F	8.	8.	8.	8.	8.	8.	8. KUKQ	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZZP-F+>	1. KZZP-F+>	1. KKLT-F	1. KZZP-F+	1. KNIX-F+	1. KUPD-F	1. KUPD-F	1. KSLX-F	1. KUPD-F	1. KNIX-F+
2. KUPD-F	2. KKLT-F	2. KNIX-F+	2. KNIX-F+	2. KME0-F+	2. KZZP-F+	2. KSLX-F	2. KUPD-F	2. KNIX-F+	2. KTAR
3. KLZI-F	3. KNIX-F+	3. KLZI-F	3. KKLT-F	3. KKLT-F	3. KDKB-F	3. KDKB-F	3. KNIX-F+	3. KSLX-F	3. KSLX-F
4. KKLT-F	4. KUPD-F	4. KOOL-F	4. KME0-F+	4. KLZI-F	4. KKFR-F	4. KZZP-F+	4. KDKB-F	4. KTAR	4. KOOL-F
5. KKFR-F	5. KLZI-F	5. KZZP-F+	5. KLZI-F	KTAR	5.	5. KNIX-F+	5. KTAR	5. KZZP-F+	5. KUPD-F
6. KNIX-F+	6. KKFR-F	6. KUPD-F	6. KUPD-F	6. KAMJ-F	6.	6. KTAR	6. KOOL-F	6. KDKB-F	6. KME0-F+
7.	7. KOOL-F	7. KKFR-F	7. KOOL-F	7. KOOL-F	7.	7. KOOL-F	7.	7. KOOL-F	7. KDKB-F
8.	8.	8.	8.	KZZP-F+	8.	8.	8.	8.	8. KKLT-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCKY	1150	Phoenix	.3/1.1
KEYX-F	100.3	Phoenix	.6/1.4
KMLE-F	107.9	Chandler	.5/1.7
KONC-F	106.3	Sun City	1.5/3.2
KOOL	960	Phoenix	.9/3.2
KRDS	1190	Tolleson	.5/1.8

RADIO STATIONS

AM STATIONS

KASA, 1540, 10 KW (DAYS,DA)	, RELIGION	,\$ 8.00 (---)	Ostrander-Wilson
KFYI, 910, 5 KW (DA-N)	, NEWS/TALK	ABC-E,\$ 40.00 (MMR)	
KHEP, 1280, 1 KW (DAYS)	, RELIGION	,\$ 18.00 (---)	
KLFF, 1360, 5 KW/1 KW (DA-N)	, NOSTALGIA	,\$ 45.00 (Masla)	
KMEO, 740, 1 KW (DAYS,DA)	, BTFL/EZ	,\$ NA (Select)	Westinghouse
KNIX, 1580, 50 KW/10 KW (DA-N)	, COUNTRY	,\$ NA (Katz)	Buck Owens
KNTS, 1510, 10 KW (DAYS)	, TALK	ABC-T,\$ 26.00 (---)	
KOOL, 960, 5 KW (DA-N)	, NOSTALGIA	CBS,\$ 44.00* (Christal)	
KOPA, 1440, 5 KW (DAYS)	, CLASSIC AOR	,\$ NA (Select)	First Media
KOY, 550, 5 KW/1 KW	, MOR	NBC,\$100.00* (Eastman)	Edens
KPHX, 1480, 1 KW/500 W (DA-2)	, SPANISH	,\$ 35.00 (Caballero)	
KRDS, 1190, 5 KW/250 W (DA-2)	, RELIGION	,\$ 22.00 (---)	Interstate
KTAR, 620, 5 KW (DA-N)	, NEWS/TALK	MBS,ABC-I,\$129.00* (CBS)	Pulitzer
KUKQ, 1060, 5 KW/500 W (DA-N)	, URBAN	,\$ 35.00 (Masla)	
KVVA, 860, 1 KW (DA-N)	, SPANISH	,\$ 30.00* (Lotus)	
KXEG, 1010, 1 KW/250 W	, RELIGION	,\$ 10.00 (---)	Mid Amer. Gospel
KZZP, 1310, 5 KW/500 W (DA-N)	, CHR	,\$ NA (Mc-Guild)	Nationwide

FM STATIONS

KDKB, 93.3, 100 KW @ 1550, AOR	Source,\$100.00* (Blair)	Sandusky
KKFR, 92.3, 100 KW @ 880, CHR	ABC-C,\$ 60.00* (MMR)	
KKLT, 98.7, 115 KW @ 1650, AC	,\$ 95.00* (CBS)	Pulitzer
KLZI, 99.9, 100 KW @ 1680, AC	US I,\$ 78.00 (Torbet)	TransCom
KMEO, 96.9, 100 KW @ 1556, BTFL/EZ	,\$104.00* (Select)	Westinghouse
KMLE, 107.9, 100 KW @ 887, RELIGION	,\$ 15.00 (---)	Ostrander-Wilson (CHANDLER)
KONC, 106.3, 3 KW @ 97, CLASSICAL	,\$ 35.00 (CMBS)	(SUN CITY)
KNIX, 102.5, 100 KW @ 1610, COUNTRY	,\$111.00* (Katz)	Buck Owens
KOOL, 94.5, 100 KW @ 1620, OLDIES	CBS-R,\$ 79.00* (Christal)	
KOY, 95.5, 100 KW @ 1550, AC	,\$103.00* (Eastman)	Edens
KSLX, 100.7, 100 KW @ 1700, CLASSIC AOR	,\$ 80.00* (Select)	First Media
KUPD, 97.9, 100 KW @ 1620, AOR	,\$108.00* (Masla)	
KSTM, 107.1, 2 KW @ 405, AOR	,\$ 45.00 (Weiss)	(APACHE JUNCTION)
KZZP, 104.7, 100 KW @ 1550, CHR	,\$130.00* (Mc-Guild)	Nationwide
KAMJ, 101.5, 100 KW @ 1740, SOFT AC	,\$ 65.00* (---)	Affiliated

PITTSBURGH

Arbitron Rank/Pop (12+): 13/2,021,300  
 MSA Rank/Pop: 16/2,178,300  
 ADI # 12  
 Average Person Ratings: 17.7  
 Market TSL: 23.6 hours

Stations: 27/27  
 Diaries: 1732/1167:1/50.5%  
 Sample Target: 1760  
 % Below Line: 0  
 % Not Listed: 10.1

1985 Revenue: \$42,000,000  
 HH Inc.: \$28,759  
 Retail \$: 11.9 Bil  
 Pop per Station: 74,863  
 #1 Biller: KDKA \$12,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	CUME/RATING	SPG 86	FAL 85
1. KDKA	472/13.2	15.3	16.9	11.9	---	14.3	14.6	1. KDKA	595/8518	1. KDKA	6469/32.0	35.3	31.8
2. WDVE-F	353/ 9.9	7.2	7.3	8.4	---	8.2	16.4	2. WDVE-F	546/6026	2. WBZZ-F	4121/20.4	21.6	23.9
3. WSHH-F	328/ 9.2	9.8	8.0	7.8	---	8.7	5.1	3. WSHH-F	398/4194	3. WDVE-F	4044/20.0	17.5	17.6
4. WBZZ-F	382/ 7.9	8.0	7.4	9.2	---	8.1	11.1	4. WBZZ-F	359/5563	4. WSHH-F	3338/16.5	16.5	15.4
5. WAMO-F	214/ 6.0	6.8	5.5	6.7	---	6.3	9.2	5. WAMO-F	230/2490	5. WHTX-F	2779/13.7	15.1	14.8
6. WWSW-F	183/ 5.1	4.9	4.6	5.4	---	5.0	4.6	6. WWSW-F	220/3239	6. WWSW-F	2491/12.3	13.8	13.4
7. WHTX-F	167/ 4.7	4.4	4.7	4.6	---	4.6	3.2	7. WHTX-F	180/3134	7. WAMO-F	2288/11.3	10.8	11.2
8. WTKN	154/ 4.3	4.2	3.9	4.3	---	4.2	2.6	8. WTKN	156/2044	8. WTAE	2233/11.0	12.3	14.5
9. WJAS	129/ 3.6	3.4	4.0	3.7	---	3.7	2.0	9. WLTX-F	143/1934	9. WYDD-F	2089/10.3	9.5	9.2
10. WLTX-F	129/ 3.6	3.3	3.6	2.4	---	3.2	2.5	10. WDSY-F	136/1981	10. WTKN	1978/ 9.8	8.6	10.2
11. WTAE	120/ 3.4	3.3	3.8	4.2	---	3.7	2.4	11. WJAS	134/1504	11. WMYG-F	1719/ 8.5	9.8	8.0
12. WYDD-F	101/ 2.8	2.3	3.0	2.5	---	2.7	3.0	12. WYDD-F	131/2759	12. KQV	1700/ 8.4	8.5	9.3
13. WDSY-F	95/ 2.7	2.2	2.6	2.7	---	2.6	3.1	13. WTAE	127/2388	13. WDSY-F	1561/ 7.7	6.4	6.6
14. WMYG-F	92/ 2.6	3.7	2.2	2.2	---	2.7	2.8	14. WMYG-F	100/1870	14. WLTX-F	1552/ 7.7	8.4	7.2
15. KQV	82/ 2.3	3.1	2.1	2.6	---	2.5	2.1	15. KQV	84/1793	15. WJAS	1417/ 7.0	7.7	7.1
16. WXXP-F	42/ 1.2	1.4	1.4	1.3	---	1.3	1.0	16.		16. WXXP-F	734/ 3.6	4.8	4.4
17. WEEP	42/ 1.2	1.7	1.7	2.6	---	1.8	1.1	17.		17. WEEP	664/ 3.3	4.5	NA
18. WPIT-F	38/ 1.1	1.0	.8	.7	---	.9	1.4	18.		18. WPIT-F	613/ 3.0	3.9	3.5
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 65.35% (2101 of 3215)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBZZ-F	1. WDVE-F>	1. WDVE-F>	1. WDVE-F	1. WDVE-F	1. KDKA	1. KDKA >	1. WSHH-F	1. WDVE-F	1. KDKA >	1. WSHH-F
2. WDVE-F	2. WBZZ-F	2. WBZZ-F	2. WWSW-F	2. WWSW-F	2. WSHH-F>	2. WDVE-F	2. WDVE-F	2. KDKA	2. WDVE-F	2. WDVE-F
3. WAMO-F	3. WAMO-F	3. WWSW-F	3. WHTX-F	3. KDKA	3. WWSW-F	3. WHTX-F	3. WBZZ-F	3. WSHH-F	3. WBZZ-F	3. KDKA
4. WHTX-F	4. WHTX-F	4. WAMO-F	4. KDKA	4. WHTX-F	4. WTKN	4. WBZZ-F	4. KDKA	4. WBZZ-F	4. WAMO-F	4. WBZZ-F
5. WWSW-F	5. WWSW-F	5. WHTX-F	5. WBZZ-F	5. WSHH-F	5. WLTX-F	5. WSHH-F	5. WWSW-F	5. WAMO-F	5. WTKN	5. WAMO-F
6. WYDD-F	6. WYDD-F	6. KDKA	6. WAMO-F	6. WBZZ-F	6. WJAS	6. WTKN	6. WHTX-F	6. WWSW-F	6. WSHH-F	6. WWSW-F
7. WMYG-F	7. WMYG-F	7. WLTX-F	7. WLTX-F	7. WTAE	7. WWSW-F	7. WWSW-F	7. WLTX-F	7. WHTX-F	7. WWSW-F	7. WJAS
8.	8.	8.	8. WTAE	8.	8.	8.	8.	8.	8. WTAE	8.
9.	9.	9.	9. WSHH-F	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBZZ-F	1. WBZZ-F	1. WWSW-F	1. WBZZ-F	1. WWSW-F	1. WDVE-F>	1. WDVE-F>	1. WDVE-F>	1. WDVE-F>	1. WDVE-F
2. WDVE-F	2. WDVE-F	2. WHTX-F	2. WAMO-F	2. KDKA	2. WAMO-F	2. WHTX-F	2. WHTX-F	2. WHTX-F	2. WHTX-F
3. WAMO-F	3. WAMO-F	3. WBZZ-F	3. WWSW-F	3. WBZZ-F	3. WXXP-F	3. WTAE	3. WTAE	3. KDKA	3. KDKA
4. WLTX-F	4. WWSW-F	4. WDVE-F	4. WDVE-F	4. WHTX-F	4. WYDD-F	4. WAMO-F	4. WWSW-F	4. WWSW-F	4. WTAE
5. WHTX-F	5. WHTX-F	5. WYDD-F	5. WHTX-F	5. WSHH-F	5. KDKA	5. WMYG-F	5. WMYG-F	5. WTAE	5. WSHH
6. WWSW-F	6. WYDD-F	6. WAMO-F	6. WLTX-F	6. WAMO-F	6. WBSZ-F	6. KDKA	6. KDKA	6. WAMO-F	6. WWSW-F
7. WYDD-F	7. WLTX-F	7. WMYG-F	7. KDKA	7. WLTX-F	7.	7. WWSW-F	7. WYDD-F	7. WBZZ-F	7. WBZZ-F
8.	8.	8.	8.	8.	8.	8. WYDD-F	8.	8.	8. WDSY-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	.5/1.1
WBVP	1230	Beaver Falls	.5/1.5
WCVI	1340	Connellsville	.4/1.5
WESA-F	98.3	Charleroi	.6/1.9
WIXZ	1360	McKeesport	.4/1.4
WKPA	1150	New Kensington	.7/2.0
WMBS	590	Uniontown	.8/2.0
WWKS-F	106.7	Beaver Falls	.7/1.4
WYTK-F	95.3	Washington	.9/1.5

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$200.00 (Select)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS	MBS, CBS, \$ 50.00 (Christal)	
WAMO, 860, 1 KW (DAYS, DA)	, BLACK	SBN, \$ NA (Masla)	Sheridan
WBVP, 1230, 1 KW (DA-1)	, MOR	ABC-I, \$ 18.00* (Dome)	(BEAVER FALLS)
WEDO, 810, 1 KW (DAYS)	, RELIGION	, \$ 15.00 (---)	(McKEESPORT)
WEEP, 1080, 50 KW (DAYS, DA)	, COUNTRY	ABC-I, \$ 58.00* (Republic)	Entercom
WHJB, 620, 2.5 KW/500 W (DA-2)	, COUNTRY	MBS, \$ 22.00 (Dome)	(GREENSBURG)
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA	ABC-D, \$ 45.00* (MMR)	New Systems
WKPA, 1150, 1 KW (DAYS, DA)	, NOSTALGIA	, \$ 21.00 (Roslin)	(NEW KENSINGTON)
WPIT, 730, 5 KW (DAYS)	, RELIGION	, \$ 28.00* (---)	Pyramid
WTAE, 1250, 5 KW (DA-N)	, MOR/AC	US 2, ABC-E, \$135.00 (Katz)	Hearst
WTKN, 970, 5 KW (DA-2)	, TALK	ABC-T, ABC-C, \$100.00* (Mc-Guild)	Shamrock

FM STATIONS

WAMO, 105.9, 72 KW @ 440, BLACK	SBN, \$ 75.00* (Masla)	Sheridan
WBZZ, 93.7, 41 KW @ 547, CHR	, \$150.00* (Blair)	EZ
WDSY, 107.9, 50 KW @ 500, COUNTRY	ABC-I, \$ 80.00* (Republic)	Entercom
WDVE, 102.5, 55 KW @ 820, AOR	Source, \$135.00* (Eastman)	Taft
WHTX, 96.1, 50 KW @ 500, AC/CONTEMP	US I, \$110.00* (Katz)	Hearst
WMYG, 96.9, 15 KW @ 530, AC	, \$ 75.00* (Christal)	Benns
WPIT, 101.5, 19 KW @ 520, RELIGION	, \$ 28.00* (---)	Pyramid
WLTI, 92.9, 47 KW @ 890, SOFT AC	, \$ 65.00* (Weiss)	
WSHH, 99.7, 11 KW @ 930, BTFL/EZ	, \$100.00* (MMR)	
WXXP, 100.7, 20 KW @ 500, AOR	, \$ 35.00* (Torbet)	(NEW KENSINGTON)
WWKS, 106.7, 47 KW @ 520, AC	ABC-F, \$ NA (Dome)	(BEAVER FALLS)
WWSW, 94.5, 50 KW @ 810, AC	ABC-C, \$115.00* (Mc-Guild)	Shamrock
WYDD, 104.7, 50 KW @ 500, AOR	ABC-F, \$ 55.00* (Roslin)	

PORTLAND, OR

Arbitron Rank/Pop (12+): 29/1,150,000

Stations: 24/24  
Diaries: 1594/814:1/45.2%  
Sample Target: 1420  
% Below Line: 0  
% Not Listed: 10.8

1985 Revenue: \$32,800,000  
HH Inc.: \$28,110  
Retail \$: 8.5 Bil  
Pop per Station: 54,058  
#1 Biller: KGW \$4,900,000

MSA Rank/Pop: 41/1,144,800  
ADI # 26  
Average Person Ratings: 15.6  
Market TSL: 21.1 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CJME/ METRO CUME RATING	SPG 86	FAL 85
1. KKRZ-F	172/8.5	7.7	9.9	9.8	---	9.0	16.6	1. KKRZ-F	198/2945	1. KKRZ-F 2534/19.5	19.3	20.2
2. KGON-F	156/7.7	7.1	6.0	6.4	---	6.8	11.0	2. KGON-F	163/2391	2. KGON-F 2174/16.8	15.1	14.2
3. KINK-F	140/6.9	6.3	6.5	7.1	---	6.7	6.0	3. KXL-F	162/1740	3. KMJK-F+ 1928/14.9	14.6	13.4
4. KXL	133/6.6	6.4	6.3	8.0	---	6.8	5.7	4. KINK-F	151/1943	4. KGW 1867/14.4	21.0	20.1
5. KXL-F	130/6.4	9.1	6.1	8.3	---	7.5	4.2	5. KXL	141/1793	5. KINK-F 1744/13.4	12.4	11.7
6. KMJK-F+	120/5.9	5.0	5.3	4.6	---	5.2	7.0	6. KMJK-F+	138/2245	6. KEX 1682/13.0	15.2	15.0
7. KUPL-F	113/5.6	5.0	4.4	4.8	---	5.0	4.7	7. KUPL-F	132/1626	7. KXL 1626/12.5	13.3	15.4
8. KEX	110/5.4	5.8	8.0	6.3	---	6.4	6.2	8. KEX	128/1869	8. KKCW-F 1611/12.4	11.6	12.6
9. KKCW-F	104/5.2	4.4	5.3	5.9	---	5.2	4.7	9. KKCW-F	109/1762	9. KXL-F 1416/10.9	13.1	13.5
10. KGW	96/4.8	7.4	6.3	6.3	---	6.2	6.5	10. KGW	107/2182	10. KUPL-F 1371/10.6	11.1	9.2
11. KKLI-F	81/4.0	4.2	3.2	3.6	---	3.8	1.4	11. KXYQ-F	91/1239	11. KKLI-F 1218/ 9.4	9.3	10.2
12. KWJJ-F	70/3.5	3.8	3.2	2.5	---	3.3	4.3	12. KKLI-F	90/1396	12. KYTE 971/ 7.5	8.3	9.3
13. KYTE	66/3.3	4.5	4.4	4.6	---	4.2	2.4	13. KWJJ-F	84/1038	13. KYTE-F 918/ 7.1	8.9	7.4
14. KXYQ-F	60/3.0	.9	1.0	.6	---	1.4	---	14. KYTE	68/1079	14. KSGO 894/ 6.5	2.0	6.3
15. KSGO	51/2.5	2.0	2.4	1.6	---	2.1	1.8	15. KWJJ	54/ 931	15. KWJJ 835/ 6.4	8.6	8.1
16.								16.		16.		
17.								17.		17.		
18.								18.		18.		
19.								19.		19.		
20.								20.		20.		
21.								21.		21.		
22.								22.		22.		
23.								23.		23.		
24.								24.		24.		
25.								25.		25.		

12+ FM SHARE (METRO): 66.94% (1205 of 1800)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKRZ-F>	1. KGON-F	1. KGON-F	1. KINK-F	1. KINK-F	1. KEX	1. KXL	1. KGON-F	1. KKRZ-F	1. KKRZ-F	1. KGON-F
2. KMJK-F	2. KINK-F	2. KINK-F	2. KGON-F	2. KGON-F	2. KXL-F	2. KKRZ-F	2. KGON-F	2. KGON-F	2. KXL	2. KKRZ-F
3. KXYQ-F	3. KKRZ-F	3. KKRZ-F	3. KKCW-F	3. KKCW-F	3. KXL	3. KEX	3. KXL-F	3. KINK-F	3. KINK-F	3. KXL-F
4.	4. KMJK-F+	4. KKCW-F	4. KGW	4. KUPL-F	4. KUPL-F	4. KGON-F	4. KINK-F	4. KMJK-F+	4. KMJK-F+	4. KINK-F
5.	5. KKCW-F	5. KGW	5. KUPL-F	5. KGW	5. KGW	5. KGW	5. KUPL-F	5. KUPL-F	5. KGON-F	5. KUPL-F
6.	6. KUPL-F	6. KMJK-F+	6. KKLI-F	6. KEX	6. KGW	6. KXL-F	6. KKCW-F	6. KGW	6. KXL-F	6. KMJK-F
7.	7. KGW	7. KKLI-F	7. KKRZ-F	7. KKLI-F	7.	7. KKCW-F	7. KEX	7. KXL-F	7.	7.
8.	8.	8. KUPL-F	8.	8.	8.	8.	8. KXL	8. KKCW-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9. KMJK-F+	9. KEX	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGON-F	1. KINK-F	1. KINK-F>	1. KKCW-F	1. KKCW-F	1. KGON-F>	1. KGON-F>	1. KGON-F>	1. KGON-F	1. KGON-F
2. KKRZ-F	2. KKRZ-F	2. KKRZ-F	2. KINK-F	2. KKLI-F	2. KMJK-F+	2. KINK-F	2. KINK-F	2. KINK-F	2. KINK-F
3. KINK-F	3. KGON-F	3. KKCW-F	3. KKRZ-F	3. KINK-F	3. KKRZ-F	3. KKRZ-F	3. KKRZ-F	3. KKRZ-F	3. KUPL-F
4. KMJK-F+	4. KKCW-F	4. KKLI-F	4. KKLI-F	4. KUPL-F	4. KINK-F	4. KMJK-F+	4. KUPL-F	4. KGW	4. KGW
5. KKCW-F	5. KMJK-F	5. KMJK-F+	5. KGON-F	5. KEX	5.	5. KUPL-F	5. KXL	5. KUPL-F	5. KEX
6. KXYQ-F	6. KKLI-F	6. KGON-F	6. KMJK-F+	6. KGW	6.	6. KGW	6. KGW	6. KMJK-F+	6. KSGO
7.	7.	7. KGW	7.	7. KKRZ-F	7.	7.	7.	7.	7. KXL
8.	8.	8. KUPL-F	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKEY	1150	Portland	.7/1.4
KKSN	910	Vancouver	1.3/3.4
KPDQ	800	Portland	.5/1.8
KSLM	1390	Salem	.3/1.2
KUPL	1330	Portland	1.0/2.8
KWJJ	1080	Portland	2.4/6.4
KYTE-F	101.1	Portland	1.8/7.1

RADIO STATIONS

AM STATIONS

KAAR, 1480, 1 KW/2.5 KW (DA-N)	, OLDIES	CBS-R, \$ 20.00*	(Roslin)	(VANCOUVER)
KCNR, 1410, 5 KW (DAYS)	, ? ?	, \$ ?	(---)	
KEX, 1190, 50 KW (DA-1)	, MOR	ABC-I, \$ 80.00	(Katz)	Taft
KGW, 620, 5 KW (DA-N)	, AC	APR, \$160.00	(Blair)	King
KKEY, 1150, 5 KW (DAYS, DA)	, TALK	MBS, \$ 38.00*	(---)	
KKSN, 910, 5 KW (DA-2)	, CLASSICAL	, \$ 48.00	(CMBS)	
KMJK, 1290, 5 KW (DA-2)	, CHR	APR, ABC-C, \$ NA	(Eastman)	Ives
KPDQ, 80, 1 KW (DAYS, DA)	, RELIGION	, \$ 25.00	(---)	
KRDR, 1230, 1 KW	, COUNTRY	, \$ 24.00	(---)	Comm Pacific
KSGO, 1520, 50 KW/10 KW (DA-1)	, OLDIES	, \$ 41.00*	(HNWH)	Ackerly
KUPL, 1330, 5 KW (DA-1)	, COUNTRY	MBS, \$ NA	(Torbet)	Scripps-Howard
KVAN, 1550, 10 KW (DA-N)	, COUNTRY	APR, \$ 20.00	(Moore)	Capps (VANCOUVER)
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E, \$ 60.00*	(Eastman)	Park
KXL, 750, 50 KW/10 KW (DA-1)	, NEWS/TALK	NBC, NBC-T, \$ 84.00*	(Mc-Guild)	Kaye-Smith
KYTE, 970, 5 KW (DA-1)	, NOSTALGIA	CBS, \$ 60.00*	(Select)	Henry

FM STATIONS

KGON, 92.3, 100 KW @ 920, AOR	, \$ 70.00*	(HNWH)	Ackerly
KINK, 101.9, 100 KW @ 1611, AOR	, \$130.00	(Blair)	King
KKCW, 103.3, 100 KW @ 1654, AC	, \$ 96.00	(Select)	Capstar
KKLI, 97.1, 100 KW @ 1200, AC	, \$ 64.00	(Republic)	
KKRZ, 100.3, 100 KW @ 920, CHR	US I, ABC-F, \$110.00*	(Katz)	Taft
KMJK, 106.7, 100 KW @ 877, CHR	APR, ABC-C, \$ 80.00	(Eastman)	Ives
KPDQ, 93.7, 100 KW @ 247, RELIGION	, \$ 27.00	(---)	
KUPL, 98.5, 100 KW @ 1100, COUNTRY	ABC-D, \$ 80.00	(Torbet)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 920, COUNTRY	ABC-E, \$ 65.00*	(Eastman)	Park
KXL, 95.5, 100 KW @ 920, BTFL/EZ	, \$ 90.00*	(Mc-Guild)	Kaye-Smith
KYTE, 101.1, 100 KW @ 1635, CLASSICAL	, \$ 60.00*	(Select)	Henry

PROVIDENCE

Arbitron Rank/Pop (12+): 26/1,231,900

MSA Rank/Pop: 57/876,400

ADI # 26

Average Person Ratings: 16.8

Market TSL: 22.5 hours

Stations: 34/20

Diaries: 1394/884:1/42.1%

Sample Target: 1370

% Below Line: 14.3

% Not Listed: 11.8

1985 Revenue: \$29,500,000

HH Inc.: \$30,074

Retail \$: 5.2 Bil

Pop per Station: 61,595

#1 Biller: WPRO-F \$3,600,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. WPRO-F	241/11.6	10.9	---	9.3	---	10.6	12.4	1. WPRO-F	244/3456	1. WPRO-F	3406/27.6	27.4	28.3
2. WLKW-F+	227/10.9	10.9	---	14.0	---	11.9	11.5	2. WLKW-F+	227/2476	2. WLKW-F+	2476/20.1	18.9	19.8
3. WHJY-F	183/ 8.8	8.7	---	9.2	---	8.9	14.6	3. WHJY-F	185/2476	3. WHJY-F	2438/19.8	21.5	21.0
4. WWLI-F	140/ 6.8	7.4	---	7.2	---	7.1	6.5	4. WWLI-F	142/1696	4. WPRO	1896/15.4	18.2	19.7
5. WHJJ	123/ 5.9	6.6	---	7.0	---	6.5	5.7	5. WHJJ	123/1455	5. WBRU-F	1704/13.8	12.4	12.3
6. WPRO	113/ 5.4	5.3	---	7.0	---	5.9	5.1	6. WERI-F	118/1637	6. WWLI-F	1599/13.0	15.2	16.3
7. WBRU-F	103/ 5.0	4.2	---	4.2	---	4.5	5.0	7. WPRO	115/1913	7. WHJJ	1455/11.3	12.2	14.2
8. WERI-F	94/ 4.5	4.1	---	3.9	---	4.2	4.8	8. WBRU-F	103/1714	8. WSNE-F	1350/11.0	10.7	10.8
9. WSNE-F	75/ 3.6	2.6	---	2.7	---	3.0	2.5	9. WSNE-F	75/1350	9. WERI-F	1339/10.9	12.0	11.9
10. WMYS-F	47/ 2.3	3.0	---	3.1	---	2.8	1.7	10. WMYS-F	47/ 876	10. WMYS-F	868/ 7.0	7.9	9.3
11. WBZ	45/ 2.2	2.3	---	1.3	---	1.9	1.9	11. WBZ	45/ 609	11. WXKS-F	721/ 5.9	5.7	4.8
12. WWAZ	40/ 1.9	3.8	---	1.9	---	2.5	1.0	12. WBSM	40/ 409	12. WWAZ	686/ 5.6	7.0	8.8
WBSM	40/ 1.9	1.2	---	1.9	---	1.7	2.2	WWAZ	40/ 686	13. WZOU-F	640/ 5.2	3.7	4.2
14. WXKS-F	34/ 1.6	1.7	---	1.4	---	1.6	1.8	14. WXKS-F	34/ 721	14. WBZ	604/ 4.9	5.7	4.8
15. WICE	28/ 1.4	1.3	---	.5	---	1.1	1.0	15. WICE	28/ 412	15. WBCN-F	467/ 3.8	NA	NA
								WHIM	28/ 380				
16.										16.			
17.										17.			
18.										18.			
19.										19.			
20.										20.			
21.										21.			
22.										22.			
23.										23.			
24.										24.			
25.										25.			

12+ FM SHARE (METRO): 71.91% (1316 of 1830)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHJY-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WLKW-F>	1. WPRO-F	1. WLKW-F+	1. WPRO-F	1. WPRO-F	1. WLKW-F+
2. WPRO-F	2. WHJY-F	2. WHJY-F	2. WWLI-F	2. WWLI-F	2. WWLI-F	2. WLKW-F+	2. WPRO-F	2. WLKW-F+	2. WHJY-F	2. WPRO-F
3. WERI-F>	3. WBRU-F>	3. WWLI-F	3. WHJY-F	3. WLKW-F+	3. WPRO	3. WPRO	3. WHJY-F	3. WHJY-F	3. WLKW-F	3. WHJY-F
4. WBRU-F	4. WERI-F	4. WBRU-F	4. WBRU-F	4. WHJY-F	4. WHJJ	4. WHJJ	4. WWLI-F	4. WWLI-F	4. WPRO	4. WWLI-F
5.	5. WWLI-F	5. WSNE-F	5. WLKW-F+	5. WPRO	5. WPRO-F	5. WHJY-F	5. WHJJ	5. WHJJ	5. WERI-F	5. WBRU-F
6.	6. WSNE-F	6. WERI-F	6. WPRO	6. WBRU-F	6.	6. WWLI-F	6. WBRU-F	6. WBRU-F	6. WBRU-F	6. WERI-F
7.	7.	7.	WSNE-F	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPRO-F	1. WPRO-F>	1. WPRO-F>	1. WPRO-F	1. WPRO-F	1. WHJY-F	1. WHJY-F	1. WHJY-F	1. WHJY-F	1. WWLI-F
2. WHJY-F	2. WBRU-F	2. WBRU-F	2. WWLI-F	2. WWLI-F	2. WPRO-F	2. WPRO-F	2. WBRU-F	2. WPRO-F	2. WHJY-F
3. WERI-F	3. WHJY-F	3. WSNE-F	3. WHJY-F	3. WLKW-F	3. WBRU-F	3. WBRU-F>	3. WPRO-F	3. WBRU-F	3. WPRO-F
4. WBRU-F	4. WWLI-F	WWLI-F	WBRU-F	4. WPRO	4. WERI-F	4. WERI-F	4. WLKW-F	4. WWLI-F	4. WLKW-F
5. WWLI-F	5. WSNE-F	5. WHJY-F	5. WSNE-F	5. WSNE-F	5. WZLX-F	5. WZLX-F	5. WMYS-F	5. WLKW-F	5. WBRU-F
6. WSNE-F	6. WERI-F	6. WERI-F	6. WERI-F	6. WBRU-F	6.	6.	6. WSNE-F	6. WERI-F	6. WPRO
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALE	1400	Fall River	1.2/2.6
WHIM	1110	Providence	1.3/3.0
WNBH	1340	New Bedford	1.2/3.0
WNRI	1380	Woonsocket	.8/1.3
WOTB-F	107.1	Middletown	.5/1.0
WWON	1240	Woonsocket	.6/1.8

WORQ-F 102.3 Stonington, CT

See Boston for more information about these stations:

WAAF-F	.6/2.8	WPLM-F	.8/3.7
WBCN-F	1.0/3.8	WROR-F	.7/2.8
WBOS-F	.4/1.5	WVBF-F	.7/2.3
WCRB-F	1.1/1.9	WZLX-F	1.2/3.2
WEEI	.6/1.8	WZON-F	.9/5.2
WJIB-F	.5/1.6		

RADIO STATIONS

AM STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS, \$ 25.00 (Masla)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	ABC-I, NBC-T, \$ 60.00* (Katz)	Federal
WICE, 550, 1 KW/500 W (DA-N)	, COUNTRY	US I, \$ 21.00* (Republic)	
WLKW, 990, 50 KW (DAYS, DA)	, BTFL/EZ	ABC-I, \$ 35.00 (Christal)	JAG
WPRO, 630, 5 KW (DA-N)	, AC	UPI, \$ 93.00* (Blair)	Cap Cities/ABC
WRCP, 1290, 5 KW/1 KW (DA-2)	, ETHNIC	, \$ 20.00 (---)	
WRIB, 1220, 1 KW (DAYS)	, RELIGION	, \$ 8.00 (---)	
WWAZ, 790, 5 KW (DA-2)	, NOSTALGIA	MBS, \$ 40.00* (Mc-Guild)	Eastern

FM STATIONS

WBRU, 95.5, 20 KW @ 546, AOR	Source, CBS-R, \$ 55.00 (Select)	
WERI, 103.7, 50 KW @ 500, CHR	, \$ 48.00* (Roslin)	(WESTERLY)
WHJY, 94.1, 50 KW @ 500, AOR	ABC-R, \$ 90.00* (Katz)	Federal
WLKW, 101.5, 50 KW @ 500, BTFL/EZ	ABC-I, \$ 85.00* (Christal)	JAG
WPRO, 92.3, 39 KW @ 550, CHR	ABC-C, \$ 93.00* (Blair)	Cap Cities/ABC
WSNE, 93.3, 50 KW @ 500, AC	, \$ 54.00* (Eastman)	Beck-Ross (TAUNTON, MA)
WWLI, 105.1, 50 KW @ 500, SOFT AC	, \$ 70.00* (Mc-Guild)	Eastern
WMYS, 98.1, 50 KW @ 500, AC	, \$ 40.00* (Torbet)	Hall (NEW BEDFORD, MA)

RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 63/531,500  
 MSA Rank/Pop: 79/606,400  
 ADI # 38  
 Average Person Ratings: 16.7  
 Market TSL: 22.1 hours

Stations: 24/18  
 Diaries: 978/543:1/39.6%  
 Sample Target: 890  
 % Below Line: 6.7  
 % Not Listed: 21.2

1985 Revenue: \$20,100,000  
 HH Inc.: \$29,772  
 Retail \$: 4.1 Bil  
 Pop per Station: 29,528  
 #1 Biller: WRAL-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. WRAL-F	87/9.8	9.9	---	10.5	---	10.1	12.1	1. WRAL-F	273/4436	1. WRAL-F	1180/22.2	23.2	22.5
WFXC-F	87/9.8	10.2	---	9.1	---	9.7	8.2	2. WQDR-F	179/2114	2. WDCG-F	1015/19.1	19.8	20.5
3. WRDU-F	62/7.0	6.9	---	8.5	---	7.5	11.8	3. WRDU-F	143/1852	3. WPTF	968/13.2	17.6	20.9
4. WPTF	61/6.9	7.7	---	10.7	---	8.4	7.7	4. WDCG-F	130/2602	4. WRDU-F	742/14.0	14.9	17.4
5. WQDR-F	56/6.3	7.1	---	5.3	---	6.2	4.9	5. WPTF-F	113/1759	5. WZZU-F	733/13.3	18.4	16.5
6. WYLT-F	52/5.9	5.5	---	6.5	---	6.0	3.6	6. WFXC-F	89/ 791	6. WFXC-F	716/13.5	16.3	13.1
7. WDCG-F	51/5.8	8.4	---	7.0	---	7.1	7.7	7. WZZU-F	88/1668	7. WYLT-F	703/13.2	13.8	16.4
8. WZZU-F	38/4.3	6.5	---	5.0	---	5.3	8.1	8. WYLT-F	81/1313	8. WQDR-F	641/12.1	13.1	12.6
9. WDNC	32/3.6	4.0	---	3.3	---	3.6	2.5	9. WKRR-F	69/ 744	9. WDNC	476/ 9.0	8.1	9.1
10. WLLE	27/3.1	3.3	---	3.1	---	3.2	3.2	10. WPCM-F	58/ 890	10. WLLE	386/ 7.3	5.6	6.0
11. WDUR	23/2.6	2.7	---	3.5	---	2.9	2.0	11. WQMG-F	34/ 444	11. WDUR	323/ 6.1	6.2	7.3
12. WTRG-F	21/2.4	---	---	---	---	2.4	---	12. WDNC	33/ 552	12. WKIX	295/ 5.5	NA	5.4
13.								13.		13. WTRG-F	267/ 5.0	---	---
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 71.88% (501 of 697)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFXC-F	1. WFXC-F	1. WFXC-F	1. WRAL-F	1. WRAL-F	1. WPTF-X	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WFXC-F	1. WFXC-F
2. WDCG-F	2. WRDU-F	2. WRAC-F	2. WFXC-F	2. WFXC-F	2. WYLT-F	2. WPTF	2. WFXC-F	2. WRDU-F	2. WDCG-F	2. WQDR-F
WZZU-F	3. WRAL-F	3. WRDU-F	3. WYLT-F	3. WYLT-F	3. WRAL-F	3. WFXC-F	3. WYLT-F	3. WFXC-F	3. WRDU-F	3. WRAL-F
4.	4. WDCG-F	4. WYLT-F	4. WRDU-F	4. WPTF	4. WQDR-F	4. WQDR-F	4. WRDU-F	WPTF	4. WPTF	4. WRDU-F
5.	5. WQDR-F	5. WQDR-F	5. WQDR-F	5. WQDR-F	5.	5. WRDU-F	5. WDCG-F	WQDR-F	WZZU-F	5. WDCG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRDU-F	1. WFXC-F	1. WFXC-F	1. WYLT-F	1. WYLT-F	1. WFXC-F	1. WFXC-F	1. WRAL-F	1. WFXC-F	1. WRAL-F
2. WDCG-F	2. WRDU-F	2. WRAL-F	2. WRAL-F	2. WRAL-F	2. WRDU-F	2. WRDU-F	2. WRDU-F	2. WRDU-F	2. WRDU-F
3. WFXC-F	3. WDCG-F	3. WYLT-F	3. WFXC-F	3. WFXC-F	3. WQDR-F	3. WRAL-F	3. WFXC-F	3. WRAL-F	3. WFXC-F
WYLT-F	WRAL-F	4. WDCG-F	4. WDCG-F	4. WPTF	4. WLLE	4. WQDR-F	4. WDCG-F	4. WQDR-F	4. WPTF
5. WRAL-F	5. WYLT-F	5. WRDU-F	5. WRDU-F	5. WDCG-F	5.	5.	5.	5. WTRG-F	WQDR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKIX	850	Raleigh	1.9/5.6
WPJL	1240	Raleigh	.6/2.6
WSES	1550	Raleigh	1.8/2.5
WSRC	1410	Durham	.5/2.0
WTIX	1310	Durham	.3/1.2
WYRN	1480	Louisburg	.9/1.4
WKBR-F	92.3	Asheboro	.6/2.6
WKSI-F	98.7	Greensboro	.3/1.2
WPCM-F	101.1	Greensboro	2.0/4.2
WQMG-F	97.1	Greensboro	1.7/4.8
WXLK-F	92.3	Roanoke	.3/1.2

RADIO STATIONS

WDNC, 520, 5 KW/1 KW (DA-2)	NOSTALGIA	CBS,NBC-T,\$ 35.00* (Blair)	
WDUR, 1490, 1 KW	BLACK	,\$ 13.00 (Select)	
WKIX, 850, 10 KW/5 KW (DA-2)	COUNTRY	ABC-D,\$ 30.00* (Christal)	Metroplex
WLLE, 570, 500 W (DAYS)	BLACK	SBN,\$ 17.00 (Weiss)	
WPJL, 1240, 1 KW	RELIGION	,\$ 14.00 (Southern)	
WPTF, 680, 50 KW (DA-N)	MOR/TALK	ABC-E,NBC,\$ 73.00 (Mc-Guild)	Durham Life
WRZR, 1550, 1 KW (DAYS)	SPANISH	,\$ 16.00 (Lotus)	
WSRC, 1410, 5 KW (DAYS)	BLACK	NBN,\$ 17.00 (Savalli)	
WTKI, 1310, 5 KW/1 KW (DA-2)	COUNTRY	MBS,\$ 18.00 (---)	
WDCG-F, 95.1, 99 KW @ 1141, CHR		ABC-F,\$ 75.00* (Blair)	
WFXC-F, 107.1, 3 KW @ 300, BLACK		,\$ 55.00* (Select)	
WQDR-F, 94.7, 100 KW @ 1025, COUNTRY		ABC-E,\$ 70.00* (Mc-Guild)	Durham Life
WRAL-F, 101.5, 100 KW @ 1900, AC		,\$150.00* (Katz)	Capitol
WRDU-F, 106.1, 100 KW @ 1350, AOR		Source,\$ 65.00* (MMR)	Voyager
WYLT-F, 96.1, 98 KW @ 930, SOFT AC		,\$ 90.00* (Christal)	Metroplex
WZZU-F, 93.9, 100 KW @ 1811, CHR		,\$ 65.00 (Torbet)	Village
WTRG-F, 100.7, 100 KW @ 984, AC (?)		,\$ NA (Blair)	

RICHMOND

Arbitron Rank/Pop (12+): 54/675,500

Stations: 19/19  
Diaries: 1223/552:1/56.0%  
Sample Target: 1020  
% Below Line: 0  
% Not Listed: 10.3

1985 Revenue: \$20,000,000  
HH Inc.: \$30,978  
Retail \$: 5.1 Bil  
Pop per Station: 35,563  
#1 Biller: WRVA \$4,800,000

MSA Rank/Pop: 62/798,700  
ADI # 63  
Average Person Ratings: 16.8  
Market TSL: 22.3 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WPLZ-F	164/14.5	13.8	---	14.2	---	14.2		1. WRVQ-F	181/2546	1. WRVQ-F	2001/29.8	27.8	29.3
2. WRVQ-F	137/12.1	10.8	---	12.1	---	11.7		2. WPLZ-F	169/1436	2. WRVA	1797/26.6	29.9	29.4
3. WRVA	130/11.5	13.9	---	14.7	---	13.4		3. WRVA	143/1973	3. WEZS-F	1442/21.3	21.1	24.1
4. WRXL-F	129/11.4	10.5	---	9.6	---	10.5		4. WRXL-F	140/1428	4. WPLZ-F	1357/20.1	19.5	22.7
5. WEZS-F	103/9.1	9.5	---	9.9	---	9.5		5. WTVR-F	121/1481	5. WRXL-F	1270/18.8	17.4	18.4
6. WTVR-F	80/ 7.1	5.6	---	7.0	---	6.6		6. WEZS-F	116/1624	6. WZZR-F	1128/16.7	16.1	7.5
7. WZZR-F	59/ 5.2	5.4	---	2.7	---	4.4		7. WZZR-F	60/1149	7. WTVR-F	1012/15.0	14.9	14.3
8. WQSF-F	39/ 3.4	4.5	---	1.7	---	3.2		8. WQSF-F	53/ 700	8. WQSF-F	555/ 8.2	10.3	4.8
9. WLEE	28/ 2.5	1.6	---	2.7	---	2.3		9. WRNL	31/ 577	9. WRNL	488/ 7.2	7.2	9.5
10. WRNL	27/ 2.4	2.1	---	3.1	---	2.5		10. WLEE	29/ 420	10. WANT	438/ 6.5	8.1	7.4
11. WFTH	25/ 2.2	2.0	---	3.2	---	2.5		11.		11. WLEE	414/ 6.1	4.9	7.3
12. WPLZ	23/ 2.0	2.4	---	1.2	---	1.9		12.		12. WKHK-F	354/ 5.2	5.8	4.6
13. WKHK-F	20/ 1.8	1.8	---	2.0	---	1.9		13.		13. WFTH	308/ 4.6	4.0	3.9
14. WANT	18/ 1.6	2.9	---	2.3	---	2.3		14.		14. WPLZ	275/ 4.1	3.5	3.1
15. WKIE	13/ 1.1	.5	---	2.1	---	1.2		15.		15. WKIE	270/ 4.0	2.6	3.9

12+ FM SHARE (METRO): 72.44% (736 of 1016)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRVQ-F	1. WPLZ-F	1. WPLZ-F	1. WEZS-F	1. WEZS-F	1. WRVA-F	1. WRVA-F>	1. WEZS-F	1. WPLZ-F	1. WPLZ-F>	1. WPLZ-F
2. WPLZ-F	2. WRXL-F	2. WRXL-F	2. WPLZ-F	2. WPLZ-F	2. WTVR-F	2. WRVQ-F	2. WRXL-F	2. WRVQ-F	2. WRXL-F	2. WRVQ-F
3. WRXL-F	3. WRVQ-F	3. WRVQ-F	3. WRXL-F	3. WRVQ-F	3. WEZS-F	3. WPLZ-F	3. WPLZ-F	3. WRXL-F	3. WRVA-F	3. WRXL-F
4. WZZR-F	4. WEZS-F	4. WEZS-F	4. WRVQ-F	4. WRXL-F	4. WPLZ-F	4. WEZS-F	4. WRVQ-F	4. WRVA-F	4. WRVQ-F	4. WEZS-F
5.	5. WZZR-F	5. WTVR-F	5. WTVR-F	5. WTVR-F	5. WRVQ-F	5. WRXL-F	5. WTVR-F	5. WEZS-F	5.	5. WTVR-F+
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPLZ-F	1. WPLZ-F	1. WEZS-F	1. WPLZ-F	1. WEZS-F		1. WPLZ-F	1. WRXL-F	1. WRXL-F>	1. WRXL-F	1. WRXL-F
2. WRXL-F	2. WRXL-F	2. WRVQ-F	2. WEZS-F	2. WRVQ-F		2. WRXL-F>	2. WPLZ-F	2. WPLZ-F	2. WPLZ-F	2. WEZS-F
3. WRVQ-F	3. WRVQ-F	3. WRXL-F	3. WRVQ-F	3. WPLZ-F		3. WRVQ-F	3. WRVQ-F>	3. WRVO-F	3. WRVQ-F	WPLZ-F
4. WEZS-F	4. WEZS-F	4. WPLZ-F	4. WRXL-F	WTVR-F		4. WZZR-F	4. WEZS-F	4. WEZS-F	4. WEZS-F	4. WRVQ-F
5.	5. WZZR-F	5. WTVR-F	5. WTVR-F	5. WRVA-F		5.	5. WZZR-F	5. WZZR-F	5. WTVR-F	5. WTVR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDYL-F	92.1	Chester	.4/2.6
WENZ	1450	Highland Springs	.4/2.5
WTVR	1380	Richmond	.4/1.9
WXGI	950	Richmond	.6/1.6

RADIO STATIONS

WANT, 990, 1 KW (DAYS)	, BLACK	NBN,\$ 30.00 (Masla)	
WENZ, 1450, 1 KW (DA-1)	, TALK (?)	,\$ 21.00 (Savalli)	
WFTH, 1590, 5 KW (DAYS)	, GOSPEL	,\$ 18.00 (---)	Willis
WKIE, 1540, 10 KW (DAYS,DA)	, BLACK	APR,\$ 22.00 (Roslin)	
WLEE, 1480, 5 KW (DA-2)	, NOSTALGIA	CBS,\$ 35.00 (HNWH)	Gilcom
WRJY, 1320, 5 KW (DAYS,DA)	, BTFL/EZ	,\$ 20.00 (---)	
WRNL, 910, 5 KW (DA-N)	, COUNTRY	ABC-I,\$ 48.00 (Katz)	Capitol-WRAL
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC,\$130.00 (Eastman)	Edens
WTVR, 1380, 5 KW (DA-2)	, COUNTRY	,\$ NA (MMR)	Park
WXGI, 950, 5 KW (DAYS)	, COUNTRY	ABC-D,\$ 10.00 (---)	
WDYL-F, 92.1, 3 KW @ 300, RELIGION		UP I,\$ 12.00 (---)	(CHESTER)
WEZS-F, 103.7, 74 KW @ 750, AC		,\$ 94.00* (Blair)	EZ
WPLZ-F, 99.3, 3 KW @ 328, BLACK		US I,\$ 64.00* (Mc-Guild)	Mahone
WRVQ-F, 94.5, 200 KW @ 355, CHR		ABC-C,\$130.00 (Eastman)	Edens
WRXL-F, 102.1, 140 KW @ 320, AOR		ABC-R,\$ 90.00 (Katz)	Capitol-WRAL
WTVR-F, 98.1, 50 KW @ 840, COUNTRY		MBS,\$ 65.00* (MMR)	Park
WKHK-F, 95.3, 3 KW @ 300, COUNTRY		,\$ 23.00* (HNWH)	(PETERSBURG)
WZZR-F, 92.7, 3 KW @ 300, CHR		,\$ NA (---)	(MECHANICSVILLE)
WQSF-F, 96.5, 50 KW @ 440, BTFL/EZ		,\$ 56.00 (Torbet)	(WILLIAMSBURG)

RIVERSIDE - SAN BERNARDINO

Arbitron Rank/Pop (12+): 38/908,100  
 MSA Rank/Pop: 23/1,832,500  
 LA ADI  
 Average Person Ratings: 17.0  
 Market TSL: 22.8

Stations: 40/14  
 Diaries: 1337/659:1/39.0%  
 Sample Target: 1280  
 % Below Line: 59.15  
 % Not Listed: 12.5

1985 Revenue: \$18,000,000  
 HH Inc.: \$29,202  
 Retail \$: 10.1 Bil  
 Pop per Station: 64,864  
 #1 Biller: KMEN/KGGI \$2,700,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CLME/METRO CUME RATING	SPG 86	FAL 85	
1. KGGI-F	129/8.4	7.1	---	7.0	---	7.5		1. KIIS-F+	153/2244	1. KGGI-F	1581/17.4	17.0	16.9
2. KIIS-F	95/6.2	4.9	---	6.8	---	6.0		2. KGGI-F	144/1990	2. KIIS-F+	1332/14.7	14.1	17.7
3. KDUO-F	86/5.6	7.9	---	8.6	---	6.0		3. KOST-F	130/1487	3. KFI	1167/12.9	14.4	12.0
4. KOST-F	71/4.6	3.5	---	3.0	---	3.7		4. KDUO-F	111/1234	4. KRTH-F	1054/11.6	12.4	9.3
5. KRTH-F	67/4.3	5.0	---	3.6	---	4.3		5. KFI	104/1672	5. KDUO-F	960/10.6	12.3	13.5
6. KFI	63/4.1	5.1	---	3.8	---	4.3		6. KRTH-F	102/1627	6. KOST-F	846/ 9.3	9.8	7.5
7. KLOS-F	59/3.8	4.5	---	3.9	---	4.1		7. KLOS-F	83/1297	7. KNX	836/ 9.2	8.9	8.7
8. KNX	43/2.8	2.4	---	3.1	---	2.8		8. KBIG-F	76/1002	8. KOLA-F	822/ 9.1	7.7	8.8
KFXM	43/2.8	3.7	---	2.9	---	3.1		9. KNX	67/1300	9. KLOS-F	723/ 8.0	9.1	9.9
10. KPWR-F	42/2.7	2.0	---	.3	---	1.7		10. KMET-F	62/1061	10. KMET-F	631/ 6.9	7.4	7.6
11. KKC	41/2.7	2.8	---	2.7	---	2.7		11. KPWR-F	60/ 839	11. KQLH-F	597/ 6.6	6.5	6.9
12. KMET-F	39/2.5	2.2	---	2.6	---	2.4		KROQ-F	60/ 817	12. KCAL-F	595/ 6.6	6.0	5.2
13. KCAL	39/2.5	2.4	---	2.1	---	2.3		13. KFXM	58/ 653	13. KFXM	556/ 6.1	6.3	NA
KMEN	36/2.3	1.3	---	.8	---	1.5		14. KOLA-F	53/1144	14. KPWR-F	548/ 6.0	4.3	1.5
15. KQLH-F	35/2.3	3.2	---	2.7	---	2.7		15. KABC	52/ 777	15. KBIG-F	500/ 5.5	8.7	8.6

12+ FM SHARE (METRO): 68.72% (927 of 1349)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KOST-F	1. KDUO-F	1. KIIS-F	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KGGI-F
2. KIIS-F	2. KIIS-F	2. KIIS-F	2. KRTH-F	KRTH-F	2. KFI	2. KGGI-F	2. KDUO-F	2. KIIS-F+	2. KIIS-F	2. KIIS-F+
3. KROQ-F	3. KLOS-F	3. KRTH-F	3. KOST-F	KGGI-F	3. KKC	3. KFI	3. KIIS-F	3. KDUO-F	3. KPWR-F	3. KOUO-F
KPWR-F	4. KRTH-F	4. KOST-F	4. KIIS-F	4. KFI	4. KFXM-F	4. KDUO-F	4. KRTH-F	4. KOST-F	4. KOST-F	4. KFI
5.	5. KOST-F	5. KLOS-F	5. KFI	5. KDUO-F	KRTH-F	5. KOST-F	5. KRTH-F	5. KOST-F	5. KDUO-F	5. KPWR-F
					KOST-F				KLOS-F	KRTH-F

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KDUO-F	1. KGGI-F	1. KLOS-F	1. KLOS-F	1. KGGI-F	1. KRTH-F
2. KIIS-F	2. KIIS-F	2. KRTH-F	2. KIIS-F	2. KGGI-F	2. KLOS-F	2. KGGI-F	2. KOST-F	2. KLOS-F	2. KOST-F
3. KOST-F	3. KRTH-F	3. KIIS-F	3. KOST-F	3. KOST-F	3. KIIS-F	3. KIIS-F	3. KIIS-F	3. KIIS-F	3. KGGI-F
4. KOLA-F	4. KOST-F	4. KOST-F	4. KRTH-F	4. KRTH-F	KMET-F	4. KMET-F	4. KGGI-F	4. KRTH-F	4. KLOS-F
5. KPWR-F	5. KOLA-F	5.	5. KDUO-F	5. KFI	5. KROQ-F	KCAL-F	KRTH-F	5. KMET-F	5. KIIS-F
KCAL-F									

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	1.1/3.2
KCAL-F	96.7	Redlands	2.4/6.6
KDIG	1240	San Bernardino	.5/2.1
KHSJ	1320	Hemet	.5/1.3
KNTF-F	93.5	Riverside	.8/3.0
KOLA-F	99.9	San Bernardino	2.1/9.1
KWDJ-F	92.7	Riverside	1.8/4.0

See Los Angeles for more information about the following stations:

KABC	1.6/4.6	KMPC	2.0/4.4
KBIG-F	2.1/5.5	KNOB-F	.5/1.2
KBRT	.9/1.7	KNX-F	1.4/3.8
KFAC-F	.8/2.2	KRLA	.6/2.7
KFWB	.8/3.8	KROQ-F	2.1/5.1
KIQQ-F	1.4/5.4	KTNQ-F	.9/1.8
KJOI-F	.6/1.7	KUTE-F	1.0/1.7
KKGO-F	.8/2.7	KZLA-F	.8/2.1
KLAC	1.9/4.2	XTRA	.4/1.5

RADIO STATIONS

KCAL, 1410,	5 KW/1 KW (DA-N)	, SPANISH	UPI, \$ 20.00 (Lotus)
KKC, 1350,	5 KW/500 W (DA-2)	, COUNTRY	ABC-I, \$ 35.00 (HNWH)
KDIG, 1240,	1 KW	, COUNTRY	, \$ 32.00 (Select)
KFXM, 590,	1 KW (DA-2)	, NOSTALGIA	ABC-D, ABC-E, \$ 25.00* (Katz) Henry
KMAY, 1570,	5 KW (DAYS, DA)	, RELIGION	, \$ 16.00 (Wallace)
KMEN, 1290,	5 KW (DA-2)	, OLOIES/AC	CBS, \$ 22.00* (Mc-Guild)
KPRO, 1440,	1 KW (DA-1)	, TALK	, \$ NA (Savalli)
KCAL-F,	96.7,	3 KW @ 300,	AOR
KOUO-F,	97.5,	72 KW @ 1755,	BTFL/EZ
KGGI-F,	99.1,	3 KW @ 1530,	CHR
KNTF-F,	93.5,	3 KW @ -165,	COUNTRY
KOLA-F,	99.9,	31 KW @ 1360,	AOR
KQLH-F,	95.1,	15 KW @ ?	, SOFT AC
KWDJ-F,	92.7,	3 KW @ 300,	COUNTRY
			Source, \$ 30.00* (Torbet)
			, \$ 65.00* ((Katz) Henry
			CBS-R, \$ 70.00* ((Mc-Guild)
			, \$ 37.00 (HNWH)
			ABC-R, \$ 43.00 (Blair)
			MBS, \$ 38.00 (---)
			MBS, \$ 24.00 (Gillis)



ROCHESTER

Arbitron Rank/Pop (12+): 41/837,700  
 MSA Rank/Pop: 46/998,500  
 ADI # 71  
 Average Person Ratings: 15.3  
 Market TSL: 20.4 hours

Stations: 18/15  
 Diaries: 1044/802:1/42.5%  
 Sample Target: 1130  
 % Below Line: 2.7  
 % Not Listed: 14.2

1985 Revenue: \$19,200,000  
 HH Inc.: \$32,969  
 Retail \$: 6.0 Bill  
 Pop per Station: 55,847  
 #1 Biller: WVOR-F \$4,700,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85
1. WPXY-F	164/12.8	11.2	---	12.7	---	12.2	13.0	1. WVOR-F	183/2495	1. WPXY-F+	2409/28.8	27.6 27.4
2. WVOR-F	158/12.4	14.1	---	11.4	---	12.6	9.6	2. WPXY-F	172/2616	2. WVOR-F	2172/25.9	30.7 26.0
3. WEZO-F	123/ 9.6	8.9	---	11.4	---	10.0	4.5	3. WCMF-F	164/2137	3. WIZO-F	1800/21.5	22.3 24.5
4. WHAM	122/ 9.5	7.9	---	9.1	---	8.8	4.8	4. WHAM	144/1932	4. WCMF-F	1763/21.0	26.6 23.4
5. WCMF-F	119/ 9.3	15.6	---	11.7	---	12.2	17.3	5. WEZO-F	138/2005	5. WHAM	1659/19.8	19.7 20.4
6. WOKX-F	94/ 7.3	4.2	---	5.6	---	5.7	10.8	6. WDKX-F	94/ 967	6. WMJQ-F	1610/19.2	19.2 23.6
7. WMJQ-F	71/ 5.6	5.1	---	6.9	---	5.9	10.2	7. WZSH-F	91/1170	7. WDKX-F	964/11.4	8.7 8.6
8. WZSH-F	67/ 5.2	7.7	---	4.9	---	5.9	5.0	8. WMJQ-F	78/1817	8. WKLX-F	884/10.6	11.7 12.6
9. WNYR	59/ 4.6	3.0	---	3.1	---	3.6	3.3	9. WNYR	63/ 819	9. WZSH-F	847/10.1	10.8 9.9
10. WKLX-F	49/ 3.8	6.0	---	5.3	---	5.0	5.8	10. WKLX-F	53/1007	10. WNYR	716/ 8.5	7.0 7.2
11. WBBF	22/ 1.7	1.7	---	3.6	---	2.3	2.4	11. WBBF		11. WBBF	571/ 6.8	6.8 11.4
12.								12.		12.		
13.								13.		13.		
14.								14.		14.		
15.								15.		15.		

12+ FM SHARE (METRO): 79.87% (877 of 1098)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPXY-F+	1. WCMF-F	1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WVOR-F	1. WHAM	1. WPXY-F+	1. WPXY-F+	1. WPXY-F+	1. WPXY-F+
2. WCMF-F	2. WDKX-F+	2. WPXY-F+	2. WPXY-F+	2. WPXY-F+	2. WEZO-F	2. WVOR-F	2. WVOR-F	2. WVOR-F	2. WCMF-F	2. WVOR-F
3. WMJQ-F	3. WDKX-F	3. WCMF-F	3. WEZO-F	WEZO-F	3. WHAM	3. WPXY-F+	3. WEZO-F	3. WEZO-F	3. WDKX-F	3. WCMF-F
4. WDKX-F	4. WVOR-F	4. WDKX-F	4. WDKX-F	4. WDKX-F	4. WZSH-F	4. WEZO-F	4. WCMF-F	4. WCMF-F	4. WVOR-F	4. WEZO-F
5. WVOR-F	5. WMJQ-F	5. WEZO-F	5. WCMF-F	5. WHAM	5. WPXY-F+	5. WCMF-F	5. WHAM	5. WDKX-F	5. WEZO-F	5. WDKX-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPXY-F+	1. WPXY-F+	1. WVOR-F	1. WVOR-F	1. WVOR-F+		1. WCMF-F+	1. WCMF-F+	1. WCMF-F+	1. WCMF-F	1. WVOR-F
2. WCMF-F	2. WVOR-F	2. WPXY-F+	2. WPXY-F+	2. WPXY-F+		2. WDKX-F	2. WPXY-F+	2. WVOR-F	2. WVOR-F	2. WCMF-F
3. WDKX-F	3. WDKX-F	WDKX-F	3. WEZO-F	3. WEZO-F		3. WPXY-F+	3. WDKX-F	3. WKLX-F	3. WPXY-F+	3. WEZO-F
4. WEZO-F	4. WCMF-F	4. WMJQ-F	4. WDKX-F	4. WDKX-F		4. WMJQ-F	4. WVOR-F	4. WPXY-F+	WDX-F	4. WPXY-F+
5. WMJQ-F	5. WMJQ-F	5. WCMF-F	5. WCMF-F	5. WMJQ-F		5. WKLX-F	5. WKLX-F	5. WDKX-F	5. WKLX-F	5. WHAM

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCGR	1550	Canandaiqua	.4/1.3
WFLC-F	102.3	Canandaiqua	.5/2.3
WWWG	1460	Rochester	.6/2.7
WBEN-F	102.5	Buffalo	1.4/2.6
WKFM-F	104.7	Fulton	.5/1.8
WRRB-F	107.9	Syracuse	.5/1.3

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, OLDIES	US 2,NBC-T,\$ 42.00* (Eastman)	LIN
WHAM, 1180, 50 KW	, MOR	CBS,\$ 72.00* (McGuild)	
WNYR, 990, 5 KW/2.5 KW (DA-2)	, COUNTRY	ABC-I,\$ 35.00 (Katz)	Grace
WPXY, 1280, 5 KW (DA-N)	, CHR	,\$ NA (MMR)	Pyramid
WWWG, 1460, 5 KW (DA-N)	, RELIGION	,\$ 15.00 (---)	
WCMF-F, 96.5, 50 KW @ 457, AOR		,\$ 80.00 (CBS)	Stoner
WOKX-F, 103.9, 800 W @ 540, BLACK		NBN,\$ 38.00* (Weiss)	
WEZO-F, 101.3, 27 KW @ 637, SOFT AC		ABC-E,\$ 70.00* (Katz)	Grace
WMJQ-F, 92.5, 50 KW @ 500, CHR		ABC-C,\$ 60.00* (Eastman)	LIN
WPXY-F, 97.9, 50 KW @ 456, CHR		,\$ 81.00* (MMR)	Pyramid
WVOR-F, 100.5, 50 KW @ 490, AC		,\$ 90.00* (Mc-Guild)	
WZSH-F, 95.1, 11 KW @ 993, NOSTALGIA		,\$ 43.00* (Market 4)	
WKLX-F, 98.9, 50 KW @ 340, CLASSIC AOR		,\$ 50.00 (Torbet)	First Valley

SACRAMENTO

Arbitron Rank/Pop (12+): 32/1,064,100

MSA Rank/Pop: 37/1,246,800

ADI # 20

Average Person Ratings: 17.2

Market TSL: 23.0 hours

Stations: 26/21

Diaries: 1336/796:1/44.6%

Sample Target: 1240

% Below Line: 5.5

% Not Listed: 13.2

1985 Revenue: \$37,000,000

HH Inc.: \$29,275

Retail \$: 8.0 Bil

Pop per Station: 50,647

#1 Biller: KXCA-F \$6,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. KSFM-F	200/10.9	12.5	10.9	10.4	---	11.2		1. KSFM-F	254/3560	1. KSFM-F	2704/25.4	26.3	25.4
2. KXOA-F	163/ 8.9	7.8	6.4	7.7	---	7.7		2. KCTC-F	196/2207	2. KXOA-F	2108/19.8	16.5	16.7
3. KCTC-F	159/ 8.7	9.8	10.6	8.2	---	9.3		3. KXOA-F	191/2530	3. KWOD-F	1688/15.9	18.4	17.6
4. KZAP-F	131/ 7.1	7.5	6.9	7.0	---	7.1		4. KRAK	180/1923	4. KCTC-F	1653/15.5	16.7	16.4
5. KFBK	114/ 6.4	5.7	7.3	6.7	---	6.5		5. KZAP-F	175/2287	5. KZAP-F	1565/14.7	16.9	17.5
6. KRAK-F	105/ 5.7	7.5	5.4	4.6	---	5.8		6. KFBK	161/1944	6. KFBK	1465/13.8	13.7	15.9
7. KWOD-F	103/ 5.6	6.4	5.9	8.9	---	6.7		7. KWOD-F	155/2467	7. KRAK-F	1285/12.1	14.7	9.2
8. KDJQ-F	88/ 4.8	2.1	2.1	2.0	---	2.8		8. KRAK-F	146/1843	8. KROY-F	1187/11.2	7.2	8.8
9. KRAK	82/ 4.5	4.2	5.2	3.4	---	4.3		9. KDJQ-F	88/1046	9. KHYL-F	1088/10.2	10.3	13.0
10. KROY-F	62/ 3.4	1.2	1.7	2.4	---	2.2		10. KHYL-F	73/1524	10. KDJQ-F	1038/ 9.8	7.2	8.8
11. KHYL-F	56/ 3.1	3.3	3.7	3.7	---	3.5		11. KROY-F	69/1435	11. KRAK	989/ 9.3	9.0	9.1
12. KXOA	48/ 2.6	2.9	4.4	4.7	---	3.7		KNBR	69/1278	12. KXOA	700/ 6.6	5.9	8.5
13. KNBR	36/ 2.0	1.6	.6	.9	---	1.3		13. KXOA	52/ 767	13. KGNR	661/ 6.2	7.6	9.9
14. KGNR	31/ 1.7	2.8	2.6	3.0	---	2.5		14. KGNR	39/ 825	14. KNBR	649/ 6.1	5.2	4.7
15. KAER-F	30/ 1.6	2.0	3.9	3.3	---	2.7		15. KFIA	35/ 535	15. KAER-F	586/ 5.5	8.1	7.7
16. KSMJ	29/ 1.6	1.5	1.1	.6	---	1.2		16.		16.			
17. KRXC	28/ 1.5	1.1	.8	---	---	.9		17.		17.			
18.								18.		18.			
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 70.60% (1124 of 1592)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWOD-F	1. KZAP-F	1. KSFM-F	1. KXOA-F	1. KXOA-F	1. KCTC-F	1. KFBK	1. KXOA-F	1. KSFM-F	1. KSFM-F	1. KSFM-F
2. KSFM-F	2. KSFM-F	2. KXOA-F	2. KSFM-F	2. KSFM-F	2. KXOA-F	2. KSFM-F	2. KSFM-F	2. KXOA-F	2. KFBK	2. KCTC-F
3. KROY-F	3. KXOA-F	3. KZAP-F	3. KZAP-F	3. KCTC-F	3. KSFM-F	3. KXOA-F	3. KCTC-F	3. KCTC-F	3. KZAP-F	3. KXOA-F
KDJQ-F	4. KDJQ-F	4. KRAK-F	4. KRAK-F	4. KZAP-F	4. KRAK-F	4. KCTC-F	4. KZAP-F	4. KZAP-F	4. KWOD-F	4. KRAK-F
5. KRAK-F	5. KWOD-F	5. KDJQ-F	5. KCTC-F	5. KRAK-F	5. KFBK	5. KZAP-F	5. KWOD-F	5. KDJQ-F	5. KCTC-F	5. KWOD-F
6.	6. KROY-F	6. KCTC-F	6. KHYL-F	6. KHYL-F	6. KRAK	6. KWOD-F	6. KRAK-F	6. KRAK-F	6. KXOA-F	6. KZAP-F
7.	7.	7.	7.	7.	7.	7. KRAK	7.	7.	7.	7. KRAK
8.	8.	8.	8.	8.	8.	8. KRAK-F	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9. KDJQ-F	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSFM-F	1. KSFM-F	1. KSFM-F	1. KXOA-F	1. KXOA-F	1. KDJQ-F	1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KXOA-F
2. KWOD-F	KXOA-F	2. KXOA-F	2. KSFM-F	2. KCTC-F	KZAP-F	2. KDJQ-F	2. KDJQ-F	2. KSFM-F	2. KZAP-F
3. KDJQ-F	3. KZAP-F	3. KZAP-F	3. KRAK-F	3. KSFM-F	3. KSFM-F	3. KSFM-F	3. KXOA-F	3. KXOA-F	3. KSFM-F
4. KXOA-F	4. KROY-F	4. KWOD-F	4. KZAP-F	4. KRAK-F	4. KXOA-F	4. KXOA-F	4. KWOD-F	4. KDJQ-F	4. KRAK-F
KZAP-F	5. KRAK-F	5. KROY-F	5. KCTC-F	5. KZAP-F	5. KWOD-F	5. KWOD-F	5. KSFM-F	5. KRAK-F	KCTC-F
6. KROY-F	6. KHYL-F	6. KRAK-F	6. KWOD-F	6. KRAK	6.	6. KHYL-F	6. KHYL-F	6.	6. KDJQ-F
7.	7.	7.	7.	KHYL-F	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAHI	950	Auburn	.4/1.5
KFIA	710	Carmichael	1.1/3.9
KHTN-F	92.1	Placerville	.9/1.2
KHWY	101.1	Auburn	.5/2.1
KSAC	1240	Sacramento	1.0/3.6
KCBS	740	San Francisco	.4/2.1
KFRC	610	San Francisco	.3/2.8
KGO	810	San Francisco	1.5/4.5
KHTZ-F	103.7	Reno	.5/1.1

RADIO STATIONS

AM STATIONS

KFBK, 1530, 50 KW (DA-1)	, NEWS/TALK	APR,NBC,\$ 80.00 (Katz)	McClatchy
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	,\$ 26.00 (---)	(CARMICHAEL)
KGNR, 1320, 5 KW (DA-2)	, NOSTALGIA	ABC-I,\$ 60.00* (Christal)	Tribune Co (FOLSOM)
KHWY, 1030, 50 KW/1 KW (DA-2)	, COUNTRY	,\$ 22.00 (Torbet)	
KJAY, 1430, 500 W (DAYS,DA)	, RELIGION	,\$ 23.00 (---)	
KRAK, 1140, 50 KW (DA-2)	, COUNTRY	,\$100.00* (Durpetti)	EZ
KRCX, 1100, 5 KW/500 W (DA-2)	, SPANISH	,\$ 40.00 (Lotus)	Fuller-Jeffrey (ROSEVILLE)
KSAC, 1240, 1 KW	, MOR	,\$ 25.00* (---)	
KSMJ, 1380, 5 KW	, CHR	,\$ 30.00 (MMR)	Duffy
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOSTALGIA	ABC-D,\$ 65.00 (Blair)	Brown

FM STATIONS

KAER, 92.5, 50 KW @ 449, AC	,\$ 77.50 (Katz)	McClatchy	
KCTC, 96.1, 45 KW @ 520, BTFL/EZ	,\$105.00* (Christal)	Tribune Co	
KHYL, 101.1, 36 KW @ 567, OLDIES/AC	,\$ 55.00* (Torbet)	(AUBURN)	
KDJQ, 93.5, 3 KW @ 300, AOR	,\$ 50.00* (Weiss)	Fuller-Jeffrey	
KRAK, 105.1, 50 KW @ 500, COUNTRY	,\$ 78.00* (Durpetti)	EZ	
KROY, 96.9, 50 KW @ 500, CHR (?)	US 1,Source,\$ 47.00 (HNWH)		
KSFM, 102.5, 50 KW @ 500, CHR	,\$ 95.00* (MMR)	Duffy (WOODLAND)	
KWOD, 106.5, 50 KW @ 310, CHR	US 2,CBS-R,\$ 78.00* (Select)		
KXOA, 107.9, 50 KW @ 420, AC	,\$110.00* (Blair)	Brown	
KZAP, 98.5, 50 KW @ 495, AOR	,\$ 85.00* (Mc-Guild)	Nationwide	

ST. LOUIS

Arbitron Rank/Pop (12+): 15/1,981,700

MSA Rank/Pop: 12/2,385,300

ADI # 18

Average Person Ratings: 17.0

Market TSL: 22.5 hours

Stations: 25/25

Diaries: 2158/918:1/53.4%

Sample Target: 1740

% Below Line: 0

% Not Listed: 6.7

1985 Revenue: \$49,500,000

HH Inc.: \$31,639

Retail \$: 15.8 Bil

Pop per Station: 79,268

#1 Biller: KMOX \$18,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. KMOX	673/20.0	22.4	17.5	22.6	22.0	20.6	20.6	1. KMOX	797/9246	1. KMOX	7583/38.3	41.8	43.1
2. KSHE-F	434/12.9	12.0	12.6	12.4	14.1	12.5	20.6	2. KSHE-F	503/5240	2. KSHE-F	4428/22.3	22.9	20.7
3. KMJM-F	221/ 6.6	5.5	6.3	5.8	6.3	6.1	6.9	3. KHTR-F	256/4472	3. KHTR-F	3607/18.2	14.5	16.9
4. KEZK-F	220/ 6.5	6.5	8.6	6.4	5.8	7.0	4.3	4. KEZK-F	237/3237	4. KYKY-F	3005/15.2	12.8	9.5
5. KHTR-F	201/ 6.0	4.1	4.2	3.9	5.9	4.6	5.2	5. KMJM-F	223/2320	5. KEZK-F	2992/15.1	13.8	13.6
6. KYKY-F	182/ 5.4	4.8	4.4	3.0	3.8	4.4	3.2	6. KYKY-F	185/3110	6. KSD-F	2537/12.8	10.4	12.6
7. KSD-F	143/ 4.2	3.7	4.9	5.5	6.1	4.6	4.0	7. WIL-F	177/2640	7. KMJM-F	2259/11.4	10.7	10.3
8. WIL-F	122/ 3.6	4.8	5.3	6.3	5.0	5.0	4.7	8. KSD-F	174/2848	8. KWK-F	2210/11.2	12.6	13.0
9. KUSA	99/ 2.9	3.3	3.7	4.5	3.4	3.6	3.5	9. KUSA	157/2612	9. WIL-F	1990/10.0	10.7	13.9
10. KWK-F	96/ 2.9	3.4	4.2	3.4	3.9	3.5	3.3	10. KWK-F	121/2544	10. KUSA	1705/ 8.6	8.2	9.7
11. WMRY-F	94/ 2.8	3.5	2.3	.8	1.5	2.4	2.7	11. WMRY-F	95/1211	11. KADI-F	1397/ 7.0	6.8	6.4
12. WRTH	82/ 2.4	3.1	3.2	3.6	3.3	3.1	1.8	12. KLTH-F	94/1468	12. KLTH-F	1237/ 6.2	5.6	3.8
13. KLTH-F	73/ 2.2	2.3	1.0	1.3	1.2	1.7	2.0	13. WRTH	86/1211	13. WMRY-F	1200/ 6.1	7.3	2.8
14. KATZ	72/ 2.1	2.1	1.8	1.7	2.0	1.9	1.1	14. KATZ	72/1087	14. WZEN-F	1151/ 5.8	5.4	4.3
15. WZEN-F	63/ 1.9	1.7	1.7	1.3	1.0	1.7	3.5	15. WKKX-F	66/ 987	15. KGLD	1088/ 5.5	5.7	4.8
16. KGLD	56/ 1.7	1.5	1.4	1.6	1.0	1.6	.8	16. KATZ	1087/ 5.5	16. KATZ	1087/ 5.5	5.4	4.1
17. WKKX-F	54/ 1.6	1.8	1.2	1.0	---	1.4	2.0	17. WKKX-F	1085/ 5.5	17. KXOK	1085/ 5.5	6.1	6.6
18. KXOK	52/ 1.5	1.6	1.5	2.0	1.7	1.7	1.8	18. WRTH	1084/ 5.5	18. WRTH	1084/ 5.5	6.9	8.1
19. KADI-F	50/ 1.5	1.3	1.8	1.6	1.6	1.6	1.1	19. WKKX-F	846/ 4.3	19. WKKX-F	846/ 4.3	4.9	3.0
20.								20. WIL	578/ 2.9	20. WIL	578/ 2.9	2.9	3.6
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 63.71% (2000 of 3139)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSHE-F	1. KSHE-F>	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX >	1. KMOX >	1. KSHE-F	1. KMOX	1. KMOX >	1. KMOX
2. KHTR-F	2. KMJM-F	2. KMOX	2. KSHE-F	2. KSHE-F	2. KEZK-F>	2. KSHE-F>	2. KMOX	2. KSHE-F	2. KSHE-F	2. KSHE-F
3. KMJM-F	3. KYKY-F	3. KYKY-F	3. KYKY-F	3. KYKY-F	3. WIL-F	3. KYKY-F	3. KEZK-F	3. KHTR-F	3. KMJM-F	3. KEZK-F
4. KWK-F	4. KHTR-F	4. KMJM-F	4. KSD-F	4. KEZK-F	4. KSD-F	4. KEZK-F	4. KYKY-F	4. KEZK-F	4. KHTR-F	4. KYKY-F
5.	5. KMOX	5. KHTR-F	5. KEZK-F	5. KSD-F	5. KYKY-F	5. KUSA	5. KHTR-F	5. KMJM-F	5. KEZK-F	5. KHTR-F
6.	6. WMRY-F	6. KSD-F	6. KMJM-F	6. KMJM-F	6. KUSA	6. KMJM-F	6. KMJM-F	6. KYKY-F	6. KSD-F	6. KMJM-F
7.	7. KSD-F	7. KEZK-F	7. WMRY-F	7. WIL-F	7.	7. KHTR-F	7. KSD-F	7. KSD-F	7. KYKY-F	7. KSD-F
8.	8.	8.	8.	8.	8.	8. WIL-F+	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. KSHE-F>	1. KSHE-F	1. KSHE-F	1. KSHE-F	1. KMOX	1. KSHE-F>	1. KSHE-F>	1. KSHE-F>	1. KSHE-F	1. KMOX	
2. KHTR-F	2. KMJM-F	2. KYKY-F	2. KMOX	2. KYKY-F	2. KMJM-F	2. WMRY-F	2. WMRY-F	2. KMOX	2. KSHE-F	
3. KMJM-F	3. KYKY-F	3. KMJM-F	3. KMJM-F	3. KEZK-F	3. KWK-F	3. KMOX	3. KMOX	3. WMRY-F	3. WMRY-F	
4. KYKY-F	4. KHTR-F	4. KSD-F	4. KYKY-F	4. KMJM-F	4. WMRY-F	4. KMJM-F	4. KYKY-F	4. KYKY-F	4. KYKY-F	
5. KSD-F	5. KHTR-F	5. KHTR-F	5. KHTR-F	5. KSD-F	5. KHTR-F	5. KYKY-F	5. KMJM-F	5. KMJM-F	5. KMJM-F	
6. KWK-F	6. KMOX	6. KMOX	6. KSD-F	6. KSHE-F	6. KMOX-F	6. KHTR-F	6. KHTR-F	6. KEZK-F	6. KEZK-F	
7. WZEN-F	WZEN-F	7. KLTH-F	7. KEZK-F	7. KHTR-F	7.	7. KWK-F	7. WIL-F	7. WIL-F	7. WIL-F	
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFUO-F	99.1	Clayton	.8/2.8
KSIV	1320	Clayton	.7/1.9
WCBW-F	104.9	Columbia, IL	.6/2.0
WESL	1490	St. Louis	1.1/2.5
WEW	770	St. Louis	.8/2.7
WIL	1430	St. Louis	.5/2.9

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN,\$ NA	(Masla)	Unity
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	,\$ 34.00	(Eastman)	
KIRL, 1460, 5 KW/500 W (DA-N)	, RELIGION	,\$ 19.00	(Market 4)	
KMOX, 1120, 50 KW	, TALK/VARIETY	CBS,\$250.00*	(CBS)	CBS
KSIV, 1320, 5 KW (DAYS)	, RELIGION	,\$ 22.00	(---	Bott
KSTL, 690, 1 KW (DAYS)	, RELIGION	,\$ 16.00	(---	
KUSA, 550, 5 KW (DA-N)	, COUNTRY	ABC-D,\$ 80.00*	(Mc-Guild)	Gannett
KXEN, 1010, 50 KW (DAYS,DA)	, RELIGION	,\$ 12.00	(Schwartz)	
KXOK, 630, 5 KW (DA-2)	, NEWS/TALK	MBS,ABC-I,\$ 55.00*	(Katz)	
WESL, 1490, 1 KW	, BLACK	SBN,\$ 30.00	(Lazar)	
WEW, 770, 1 KW (DAYS)	, NOSTALGIA	,\$ NA	(---	
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-E,\$ 40.00*	(Blair)	LIN
WRTH, 590, 1 KW (DA-1)	, NOSTALGIA	NBC,\$ 68.00*	(MMR)	Blair

FM STATIONS

KADI, 96.3, 100 KW @ 650, CONTEMP/AC	US I,Source,\$ 38.00	(Masla)	
KEZK, 102.5, 100 KW @ 500, BTFL/EZ	,\$110.00*	(MMR)	Adams
KFUO, 99.1, 100 KW @ 557, CLASSICAL	,\$ 55.00*	(CMBS)	
KHTR, 103.3, 100 KW @ 1212, CHR	CBS-R,\$130.00*	(CBS)	CBS
KLTH, 97.1, 100 KW @ 560, SOFT AC	,\$ 65.00	(Weiss)	
KMJM, 107.7, 100 KW @ 575, UIRBAN	,\$105.00*	(Christal)	Keymarket
KSD, 93.7, 100 KW @ 850, AC	,\$120.00*	(Mc-Guild)	Gannett
KSHE, 94.7, 100 KW @ 500, AOR	,\$150.00*	(Katz)	Emmis
KWK, 106.5, 39 KW @ 592, CHR	,\$ 76.00	(Eastman)	
KYKY, 98.1, 100 KW @ 580, AC	,\$120.00*	(HNWH)	EZ
WCBM, 104.9, 3 KW @ 235, RELIGION	,\$ 18.00	(Radio Spot)	
WIL, 92.3, 100 KW @ 510, COUNTRY	ABC-E,\$100.00*	(Blair)	LIN
WMRY, 101.1, 50 KW @ 320, AOR	,\$ 40.00	(---	
WZEN, 100.3, 50 KW @ 495, BLACK	NBN,\$ 55.00*	(Weiss)	Unity
WKKX, 104.1, 43 KW @ 536, COUNTRY	,\$ NM	(Republic)	(JERSEYVILLE, IL)

SALT LAKE CITY

Arbitron Rank/Pop (12+): 43/808,400

Stations: 27/26  
Diaries: 1281/631:1/48.7%  
Sample Target: 1090  
% Below Line: 1.2  
% Not Listed: 9.3

1985 Revenue: \$27,500,000  
HH Inc.: \$28,272  
Retail \$: 5.5 Bil  
Pop per Station: 31,092  
#1 Biller: KSL \$4,700,000

MSA Rank/Pop: 44/1,043,200  
ADI # 39  
Average Person Ratings: 14.6  
Market TSL: 19.3 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. KRSP-F	130/11.0	7.5	9.0	9.9	---	9.4	12.8	1. KRSP-F	167/2334	1. KSL	1823/22.6	25.8	25.7
2. KSFI-F	108/ 9.2	9.1	12.1	10.9	---	10.3	6.4	2. KSL	165/2956	2. KRSP-F	1667/20.6	18.6	18.9
3. KSL	99/ 8.4	11.0	8.7	10.4	---	9.6	6.2	3. KSFI-F	163/2206	3. KCPX-F	1595/19.7	19.5	17.7
4. KCPX-F	82/ 7.0	6.5	5.8	6.2	---	6.4	9.5	4. KSOP-F	129/1746	4. KSFI-F	1524/18.9	21.2	21.5
5. KKAT-F	73/ 6.2	7.4	6.0	4.0	---	5.9	6.8	5. KCPX-F	119/2228	5. KISN-F	1300/16.1	14.4	12.1
6. KSOP-F	71/ 6.0	4.6	7.0	3.7	---	5.3	5.5	6. KKAT-F	117/1547	6. KKAT-F	1021/12.6	13.1	10.0
7. KISN-F	57/ 4.8	4.0	5.1	4.4	---	4.6	7.9	7. KISN-F	83/1862	7. KSOP-F	897/11.1	10.5	10.2
8. KALL	52/ 4.4	3.9	4.7	3.7	---	4.2	4.7	8. KLCY-F	71/1195	8. KLCY-F	833/10.3	12.1	13.2
9. KLCY-F	47/ 4.0	4.0	4.2	5.5	---	4.4	3.8	9. KMGR-F	56/ 752	9. KALL	806/10.0	10.0	13.8
10. KDYL	31/ 2.6	2.9	2.2	.7	---	2.1	1.5	10. KALL	52/ 833	10. KLTQ-F	640/ 7.9	8.8	9.7
11. KLTQ-F	30/ 2.5	2.3	2.7	3.6	---	2.8	2.5	11. KFMY-F	41/1288	11. KZAN-F	609/ 7.5	6.6	7.7
12. KMGR-F	28/ 2.4	2.3	1.9	2.7	---	2.3	1.0	12. KLTQ-F	39/ 813	12. KBUG	542/ 6.7	7.4	8.8
13. KCGL-F	28/ 2.4	2.6	2.4	3.9	---	2.8	5.2	13. KBUG	37/ 657	13. KFMY-F	537/ 6.6	6.9	8.0
14. KBUG	27/ 2.3	2.2	2.4	3.9	---	2.7	.9	14. KZAN-F	33/ 813	14. KDAB-F	535/ 6.6	7.3	7.4
15. KTKK	25/ 2.1	2.0	2.8	2.9	---	2.5	1.8	15. KDAB-F	33/ 716	15. KLUB	489/ 6.0	6.8	6.8
16. KZAN-F	24/ 2.0	2.3	2.1	3.6	---	2.5	1.4	16.		16. KCGL-F	469/ 5.8	7.3	4.0
17. KUTR	22/ 1.9	3.5	2.1	.9	---	2.1	2.5	17.		17. KUTR	454/ 5.6	6.0	2.5
18.								18.		18. KMGR-F	409/ 5.1	5.5	NA
19.								19.		19.			
20.								20.		20.			
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 70.48% (752 of 1067)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KCPX-F	1. KRSP-F	1. KRSP-F	1. KRSP-F	1. KSFI-F	1. KSFI-F	1. KSL	1. KRSP-F	1. KRSP-F	1. KRSP-F	1. KSFI-F
2. KRSP-F	2. KCPX-F	2. KKAT-F	2. KSL	2. KSL	2. KSL	2. KRSP-F	2. KSFI-F	2. KSL	2. KCPX-F	2. KRSP-F
3. KISN-F	3. KKAT-F	3. KSL	3. KSFI-F	3. KRSP-F	3. KALL	3. KSFI-F	3. KSOP-F	3. KSFI-F	3. KSFI-F	3. KKAT-F
4. KCGL-F	4. KSOP-F	4. KSOP-F	4. KLCY-F	4. KKAT-F	4. KSOP-F	4. KALL	4. KKAT-F	4. KSOP-F	4. KSOP-F	4. KSOP-F
5.	5. KLCY-F	5. KCPX-F	5. KKAT-F	5. KALL	5. KKAT-F	5. KSOP-F	5. KSL	5. KCPX-F	5. KSL	5. KCPX-F
6.	6. KISN-F	6. KLCY-F	6. KALL	6. KLCY-F	6. KDYL	6. KCPX-F	6. KCPX-F	6. KISN-F	6. KISN-F	6. KSL
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRSP-F	1. KRSP-F	1. KLCY-F	1. KRSP-F	1. KSFI-F	1. KRSP-F	1. KRSP-F	1. KRSP-F	1. KRSP-F	1. KRSP-F
2. KCPX-F	2. KCPX-F	2. KKAT-F	2. KCPX-F	2. KLCY-F	2. KSOP-F	2. KSOP-F	2. KALL	2. KALL	2. KSL
3. KISN-F	3. KLCY-F	3. KRSP-F	3. KSL	3. KSL	3. KCGL-F	3. KKAT-F	3. KLCY-F	3. KKAT-F	3. KALL
4. KSOP-F	4. KKAT-F	4. KISN-F	4. KKAT-F	4. KKAT-F	4. KKAT-F	4. KALL	4. KBUG	4. KSL	4. KSFI-F
5. KKAT-F	5. KSIN-F	5. KSOP-F	5. KISN-F	5. KSOP-F	5. KCPX-F	5. KCPX-F	5. KKAT-F	5. KSOP-F	5. KKAT-F
6.	6. KSOP-F	6.	6. KSFI-F	6. KISN-F	6.	6.	6. KSL	6. KSFI-F	6. KBUG
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBER-F	106.5	Salt Lake City	1.4/4.4
KDAB-F	101.1	Ogden	1.6/6.6
KFMY	960	Provo	/ .4
KFMY-F	96.1	Salt Lake City	.5/6.4
KJQN-F	95.5	Ogden	1.3/3.0
KLO	1430	Ogden	.6/1.5
KLUB	570	Salt Lake City	1.4/6.0
KRGO-F	107.9	Roy	.4/2.7
KRSP	1060	Salt Lake City	1.7/4.9
KSOP	1370	Salt Lake City	1.3/4.4
KSOS-F	106.9	Brigham City	1.1/2.3

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N)	, AC	NBC,ABC-I,\$ 60.00	(Eastman)	Hatch
KBBX, 1600, 5 KW/1 KW (DA-N)	, RELIGION	, \$ 6.00	(---)	Mid American Gospel
KBUG, 1320, 5 KW (DA-1)	, OLDIES	ABC-D,\$ 48.00	(Katz)	John Price
KDYL, 1280, 5 KW/500 W (DA-N)	, NOSTALGIA	MBS,APR, \$ 25.00	(Blair)	
KFAM, 700, 50 KW/1 KW (DA-1)	, BTFL/EZ	UPI,\$ 24.00	(Radio Time)	
KMGR, 1230, 1 KW	, AC	, \$ 20.00	(Torbet)	TransCom
KLUB, 570, 5 KW (DA-1)	, NOSTALGIA	NBC,\$ 38.00*	(Mc-Guild)	
KRPN, 1550, 10 KW/500 W	, OLDIES/AC	ABC-E,\$ 20.00	(Christal)	
KRSP, 1060, 10 KW/1 KW (DA-N)	, OLDIES	ABC-R,\$ 28.00*	(Select)	
KSL, 1160, 50 KW	, MOR	CBS,\$100.00*	(MMR)	Bonneville
KSOP, 1370, 5 KW/500 W (DA-N)	, COUNTRY	, \$ 30.00	(MMR)	
KTKK, 630, 1 KW/500 W (DA-2)	, TALK	ABC-T,\$ 18.00	(---)	
KUTR, 860, 50 KW (DAYS)	, AC	, \$ 33.00*	(Republic)	Sunrise

FM STATIONS

KCGL, 105.5, 500 W @ 650, AOR	, \$ 25.00	(---)	Mid American Gospel
KCPX, 98.7, 27 KW @ 2932, CHR	, \$ 80.00*	(Katz)	John Price
KFMY, 96.1, 55 KW @ 2620, CHR	, \$ 40.00*	(Roslin)	First Media (PROVO)
KISN, 97.1, 26 KW @ 3650, CONTEMP	CBS-R,\$ 60.00*	(Mc-Guild)	
KLCY, 94.1, 24 KW @ 3030, AC	US I,\$ 75.00*	(Eastman)	Hatch
KLTQ, 93.3, 26 KW @ 3660, AC	, \$ 50.00*	(Republic)	Sunrise
KBNG, 94.9, 48 KW @ 2780, CHR	, \$ 40.00	(Christal)	(PROVO)
KKAT, 101.9, 26 KW @ 3740, COUNTRY	, \$ 45.00*	(Torbet)	Brown (OGDEN)
KMGR, 107.5, 45 KW @ 2850, AC	Trans,\$ 44.00*	(Torbet)	TransCom (OREM)
KRSP, 103.5, 28 KW @ 3630, AOR	ABC-R,\$ 79.00*	(Select)	
KSFI, 100.3, 26 KW @ 3740, BTFL/EZ	, \$ 75.00*	(Blair)	
KSOP, 104.3, 25 KW @ 3650, COUNTRY	, \$ 58.00	(MMR)	
KZAN, 97.9, 26 KW @ 3770, COUNTRY	, \$ 25.00	(Christal)	(OGDEN)
KDAB, 101.1, 25 KW @ 3740, CONTEMP	, \$ 30.00	(Torbet)	Albimar (OGDEN)

SAN ANTONIO

Arbitron Rank/Pop (12+): 37/971,000  
 MSA Rank/Pop: 38/1,215,700  
 ADI # 45  
 Average Person Ratings: 18.1  
 Market TSL: 23.8 hours

Stations: 26/26  
 Diaries: 1342/724:1/44.0%  
 Sample Target: 1200  
 % Below Line: 0  
 % Not Listed: 5.5

1985 Revenue: \$44,800,000  
 HH Inc.: \$28,255  
 Retail \$: 7.0 Bil  
 Pop per Station: 37,369  
 #1 Biller: WAOI \$5,200,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	METRO CUME	CUME/RATING	SPG 86	FAL 85
1. KTFM-F	185/10.5	9.9	---	9.3	---	9.9	11.3	1. KTFM-F	201/2547	1. KTFM-F	2265/23.3	23.5	22.3	
2. KISS-F	153/ 8.7	8.5	---	6.8	---	8.0	11.1	2. KISS-F	164/1724	2. KITY-F	1558/16.0	15.5	14.8	
3. KQXT-F	137/ 7.8	8.9	---	9.8	---	8.8	6.9	3. KQXT-F	163/1636	3. KISS-F	1509/15.5	15.9	15.1	
4. KAJA-F	107/ 6.1	5.4	---	5.9	---	5.8	5.6	4. KKYX	138/2004	4. KQXT-F	1316/13.5	15.6	16.4	
5. KONO	98/ 5.6	5.2	---	4.2	---	5.0	5.1	5. KBUC-F+	132/1741	5. KAJA-F	1312/13.5	13.7	13.4	
6. KITY-F	93/ 5.3	5.1	---	3.6	---	4.7	6.2	6. KAJA-F	114/1441	6. KONO	1243/12.8	13.4	10.4	
7. KCOR	92/ 5.2	5.8	---	7.0	---	6.0	5.3	7. WAOI	109/1602	7. KBUC-F+	1157/11.9	12.4	9.9	
8. KBUC-F+	86/ 4.9	6.1	---	6.2	---	5.7	4.1	8. KONO	105/1395	8. KSAQ-F	1079/11.1	11.6	9.6	
9. WAOI	74/ 4.2	3.8	---	5.8	---	4.6	4.9	9. KITY-F	98/1689	9. KKYX	1067/11.0	8.1	10.3	
10. KSMG-F	72/ 4.1	4.7	---	4.7	---	4.5	2.6	10. KCOR	93/1052	10. WAOI	1032/10.6	11.4	13.5	
11. KEDA	64/ 3.6	4.3	---	3.2	---	3.7	3.1	11. KSMG-F	87/1192	11. KSMG-F	1023/10.5	13.1	13.1	
12. KKYX	60/ 3.4	3.2	---	3.7	---	3.4	3.4	12. KTSA	85/1453	12. KCOR	1021/10.5	10.8	9.8	
13. KESI-F	55/ 3.1	3.2	---	2.4	---	2.9	3.1	13. KEDA	64/ 746	13. KTSA	863/ 8.9	10.7	13.3	
14. KSJL	47/ 2.7	1.9	---	2.0	---	2.2	3.1	KESI-F	64/ 827	14. KLLS-F	850/ 8.7	9.4	10.7	
15. KSAQ-F	46/ 2.6	3.1	---	3.4	---	3.0	4.2	15. KSAQ-F	62/1268	15. KESI-F	751/ 7.7	8.6	4.7	
16. KXET	45/ 2.6	2.4	---	1.1	---	2.0	1.4	16. KSJL	56/1004	16. KEDA	731/ 7.5	7.6	NA	
17. KLLS-F	44/ 2.5	2.3	---	3.1	---	2.6	2.4	17. KZEP-F	48/ 838	17. KSJL	724/ 7.5	6.0	6.0	
18. KTSA	43/ 2.4	2.7	---	2.9	---	2.7	3.3	18. KLLS-F	47/1036	18. KZEP-F	720/ 7.4	8.0	9.8	
19. KZEP-F	42/ 2.4	2.7	---	3.1	---	2.7	3.0	19. KXET	45/ 548	19. KXET	540/ 5.6	5.2	3.9	
20. KRNN	28/ 1.6	2.0	---	1.8	---	1.8	1.9	20. KRNN	37/ 540	20. KRNN	396/ 4.1	4.4	5.0	
21.								21.		21.				
22.								22.		22.				
23.								23.		23.				
24.								24.		24.				
25.								25.		25.				

12+ FM SHARE (METRO): 60.91% (1013 of 1663)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KTFM-F	1. KISS-F	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KQXT-F	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KISS-F	1. KTFM-F
2. KITY-F	2. KTFM-F	2. KISS-F	2. KONO	2. KAJA-F	2. KBUC-F+	2. KISS-F	2. KQXT-F	2. KAJA-F	2. KTFM-F	2. KQXT-F
3. KISS-F	3. KAJA-F	3. KAJA-F	3. KAJA-F	KONO	3. KTFM-F	3. KQXT-F	3. KISS-F	3. KISS-F	3. KITY-F	3. KISS-F
4. KSAQ-F	4. KSMG-F	4. KONO	4. KSMG-F	4. KSMG-F	4. KONO	4. KBUC-F+	4. KAJA-F	4. KQXT-F	4. KQXT-F	4. KEDA
5. KSJL	5. KITY-F	5. KSMG-F	5. KISS-F	5. KISS-F	5. KAJA-F	5. KCOR	5. KONO	5. KONO	5. KAJA-F	5. KITY-F
6.	6. KONO	6. KESI-F	6. KESI-F	6. KQXT-F	6. KCOR	6. WAOI	6. KCOR	6. KSMG-F	6. KCOR	6. KONO
7.	7. KESI-F	7. KITY-F	7. KBUC-F+	7. KBUC-F+	7. KEDA	7. KAJA-F	7. WAOI	7. KCOR	7. KONO	7. KBUC-F+
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KISS-F	1. KISS-F	1. KISS-F	1. KISS-F	1. KONO
2. KITY-F	2. KSMG-F	2. KSMG-F	2. KAJA-F	2. KAJA-F	2. KITY-F	2. KESI-F	2. KESI-F	2. KONO	2. KISS-F
3. KISS-F	KAJA-F	3. KAJA-F	3. KSMG-F	3. KSMG-F	3. KAJA-F	KTFM-F	3. KTFM-F	3. KAJA-F	3. KAJA-F
4. KSAQ-F	4. KISS-F	4. KONO	4. KONO	4. KONO	4. KAJA-F	4. KAJA-F	4. KAJA-F	4. KESI-F	4. KTFM-F
5. KAJA-F	5. KITY-F	5. KLLS-F	5. KITY-F	5. KQXT-F	5. KESI-F	5. KZEP-F	KSMG-F	5. KTFM-F	5. KESI-F
6.	6. KONO	6. KISS-F	6. KISS-F	6. KBUC-F+	6.	6. KSMG-F	6. KAJA-F	6. KSMG-F	6. KSMG-F
7.	7. KLLS-F	KXET	7. KQXT-F	7. KCOR	7.	7. KITY-F	7. KONO	7. KZEP-F	7. KQXT-F
8.	KSAQ-F	8.	8.	8.	8.	KONO	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.



OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAPE	1480	San Antonio	1.1/2.4
KFHM	1150	San Antonio	.6/1.5
KGNB	1420	New Braunfels	1.3/2.0
KSJL	760	San Antonio	2.7/7.5
KWED	1580	Sequin	1.0/1.7

RADIO STATIONS

AM STATIONS

KAPE, 1480, 2.5 KW (DAYS,DA)	, BLACK	CBS,\$ 30.00*	(Masla)	
KBUC, 1310, 5 KW (DAYS,DA)	, COUNTRY	,\$ 25.00*	(Eastman)	TK
KCOR, 1350, 5 KW (DA-N)	, SPANISH	,\$ 75.00	(Katz)	Tichenor
KDRY, 1100, 5 KW/1 KW (DA-N)	, RELIGION	,\$ 7.00	(---)	
KEDA, 1540, 5 KW/1 KW (DA-N)	, SPANISH	,\$ 35.00	(Select)	
KFHM, 1150, 1 KW (DAYS,DA)	, SPANISH	,\$ 27.00	(---)	
KKYX, 680, 50 KW/10 KW (DA-N)	, COUNTRY	ABC-D,\$ 90.00	(Christal)	Swanson
KONO, 860, 5 KW/1 KW (DA-N)	, OLDIES/AC	NBC,\$ 75.00*	(MMR)	Duffy
KRNN, 930, 5 KW/1 KW (DA-N)	, NEWS/TALK	APR,ABC-I,\$ 50.00	(Republic)	
KSJL, 760, 50 KW/1 KW (DA-2)	, CHR	UPI,CBS-R,\$ 41.00	(Weiss)	
KTSA, 550, 5 KW (DA-N)	, AC/MOR	,\$ 60.00*	(Blair)	
KXET, 1250, 1 KW (DA-N)	, SPANISH	,\$ 30.00*	(Lotus)	Lotus
WOAI, 1200, 50 KW	, NEWS/TALK	CBS,\$ 80.00*	(HNWH)	Clear Channel

FM STATIONS

KAJA, 97.3, 100 KW @ 472, COUNTRY	,\$ 77.00*	(HNWH)	Clear Channel
KBUC, 107.5, 100 KW @ 1535, COUNTRY	,\$ 65.00	(Eastman)	TK
KESI, 106.7, 100 KW @ 1000, AC	,\$ 39.00*	(Masla)	
KISS, 99.5, 100 KW @ 570, AOR	ABC-R,\$110.00*	(Katz)	Capitol-WRAL
KITY, 92.9, 100 KW @ 500, CHR	ABC-F,\$ 60.00*	(MMR)	Duffy
KLLS, 100.3, 100 KW @ 580, AC	UPI,\$ 60.00*	(Christal)	Swanson
KQXT, 101.9, 100 KW @ 700, BTFL/EZ	,\$103.00*	(Select)	Westinghouse
KSAQ, 96.1, 100 KW @ 480, CHR	MBS,\$ 58.00*	(Republic)	
KSMG, 105.3, 100 KW @ 1240, AC	,\$ 74.00*	(Mc-Guild)	American (SEGUIN)
KTFM, 102.7, 100 KW @ 670, CHR	,\$100.00*	(Blair)	
KZEP, 104.5, 100 KW @ 750, AOR	NBC,\$ 59.00*	(Torbet)	Lotus

SAN DIEGO

Arbitron Rank/Pop (12+): 20/1,791,300

Stations: 31/20  
Diaries: 1972/908:1/41.0%  
Sample Target: 1610  
% Below Line: 22.4  
% Not Listed: 9.8

1985 Revenue: \$57,400,000  
HH Inc.: \$32,875  
Retail \$: 13.2 Bil  
Pop per Station: 89,565  
#1 Biller: KFMB \$9,000,000

MSA Rank/Pop: 18/2,101,800  
ADI # 26  
Average Person Ratings: 16.7  
Market TSL: 22.2 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME / METRO CUME RATING	SPG 86	FAL 85
1. KFMB	293/9.8	9.0	4.8	6.4	9.5	7.5	6.3	1.		1. KFMB 3739/20.9	21.1	14.7
2. KGB-F	217/7.3	6.6	5.9	7.8	9.3	6.9	11.2	2.		2. KFMB-F 3263/18.2	20.7	18.3
3. KJQY-F	211/7.1	8.2	9.7	9.4	8.0	8.6	5.4	3.		3. KSDO-F 2720/15.2	14.7	14.5
4. KSDO-F	195/6.5	4.8	4.3	4.8	6.3	5.1	8.3	4.		4. XTRA-F 2640/14.7	14.3	12.1
5. KSDO	179/6.0	7.0	6.6	6.1	5.2	6.4	4.4	5.		5. KGB-F 2626/14.7	13.9	16.2
XHRM-F	179/6.0	4.9	5.7	4.5	3.3	5.3	9.5	6.	SAN DIEGO'S	6. KJQY-F 2456/13.7	15.1	16.7
7. XTRA-F	178/6.0	6.6	5.5	4.5	6.1	5.7	6.2	7.	METRO AND TSA	7. KSDO 2361/13.2	13.7	12.7
8. KFMB-F	177/5.9	6.8	5.9	7.6	5.9	6.6	5.7	8.	ARE THE SAME.	8. XHRM-F 1703/ 9.5	9.7	8.9
9. KPOP	127/4.2	3.5	5.1	4.8	3.2	4.4	2.9	9.		9. KWLT-F 1665/ 9.3	8.3	6.8
10. KYXY-F	90/3.0	3.1	3.1	2.6	2.8	3.0	3.2	10.		10. KYXY-F 1484/ 8.3	9.1	6.9
11. KWLT-F	87/2.9	3.1	3.7	2.1	---	3.0	1.9	11.		11. KPOP 1358/ 7.6	7.3	8.0
KSON-F	87/2.9	3.9	3.3	4.5	3.2	3.7	4.0	12.		12. KIFM-F 1353/ 7.6	7.9	9.1
13. KFSD-F	83/2.8	2.4	3.0	2.6	2.8	2.7	2.4	13.		13. KSON-F 1351/ 7.5	10.0	9.9
14. KIFM-F	78/2.6	3.1	3.7	3.0	3.3	3.1	3.2	14.		14. KFSD-F 1302/ 7.3	6.7	7.4
15. XTRA	72/2.4	2.9	3.1	2.9	2.5	2.8	1.4	15.		15. XTRA 1243/ 6.9	8.2	7.6
16. KCBQ-F	71/2.4	2.8	2.7	3.0	1.6	2.7	3.1	16.		16. KCBQ-F 1217/ 6.8	6.5	7.6
17. KNX	53/1.8	1.6	2.1	1.6	2.4	1.8	1.5	17.		17. KNX 1160/ 6.5	5.9	6.1
18. KLZZ-F	50/1.7	2.3	3.0	3.5	2.8	2.6	2.9	18.		18. KLZZ-F 1024/ 5.7	7.6	9.5
19. XHIT-F	39/1.3	1.4	1.8	2.7	2.5	1.6	2.5	19.		19. KCBQ 820/ 4.6	5.2	5.2
20. KSON	35/1.2	1.3	1.0	.9	.9	1.1	.7	20.		20. XHIT-F 790/ 4.4	5.0	6.6
21.								21.		21.		
22.								22.		22.		
23.								23.		23.		
24.								24.		24.		
25.								25.		25.		

12+ FM SHARE (METRO): 67.82% (1829 of 2697)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSDO-F	1. KGB-F	1. KGB-F	1. KFMB	1. KFMB	1. KFMB	1. KFMB	1. KJQY-F	1. KFMB	1. KFMB	1. XHRM-F
2. XHRM-F	2. XTRA-F	2. KFMB	2. KFMB-F	2. KFMB-F	2. KJQY-F	2. KSDO-F	2. KFB-F	2. KGB-F	2. KSDO-F	2. KFMB
3. XTRA-F	3. KFMB-F	3. KFMB-F	3. KGB-F	3. KGB-F	3. KSDO-F	3. KFMB-F	3. KFMB-F	3. XHRM-F	3. KGB-F	3. XTRA-F
4. KGB-F	4. XHRM-F	4. XTRA-F	4. KJQY-F	4. KJQY-F	4. KPOP	4. KJQY-F	4. KSDO	4. KSDO-F	4. XHRM-F	4. KJQY-F
5. KFMB-F	5. KSDO-F	5. XHRM-F	5. KIFM-F	5. KIFM-F	5. KYXY-F	5. KGB-F	5. XTRA-F	5. KJQY-F	5. XTRA-F	5. KGB-F
6.	6. KFMB	6. KSDO-F	6. XTRA	6. KYXY-F	6. KFSD-F	6. KSDO-F	6. KSDO-F	6. XTRA-F	6. KIFM-F	6. KPOP
7.	7. KIFM-F	7. KWLT-F	7. KYXY-F	7. KWLT-F	7. KFMB-F	7. XHRM-F	7. KFMB	7. KSDO	7. KJQY-F	7. KFMB-F
8.	8.	8.	8.	8.	8.	8.	8.	8. KFMB-F	KSDO	8. KSDO-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSDO-F	1. KFMB-F	1. KFMB-F	1. KFMB-F	1. KFMB-F		1. KGB-F	1. KGB	> 1. KGB	> 1. KGB-F	1. KFMB
2. XHRM-F	2. XHRM-F	2. KGB-F	2. XHRM-F	2. KFMB		2. XTRA-F	2. XTRA-F	2. KFMB	2. KFMB	2. KGB-F
3. KGB-F	3. KGB-F	3. KIFM-F	3. KSDO-F	3. KJQY-F		3. XHRM-F	3. XHRM-F	3. XTRA-F	3. XTRA-F	3. KJQY-F
4. KFMB-F	KSDO-F	XHRM-F	4. KGB-F	4. KYXY-F		4. KSDO-F	4. KSDO-F	4. KFMB-F	4. XHRM-F	4. KFMB-F
5. KWLT-F	5. KWLT-F	5. KFMB	5. KFMB	5. KWLT-F		5. KSON	5. KFMB	5. KIFM-F	5. KFMB-F	5. XTRA
XTRA-F	6. XTRA-F	6. KWLT-F	6. KWLT-F	6. KHRM-F		6. KFMB-F	6. KFMB-F	6. KSDO-F	6. KSDO-F	XTRA-F
7. KCBQ-F	7. KFMB	7. KLZZ-F	7. KYXY-F	KIFM-F		7. KFMB	7. KIFM-F	7. XHIT-F	7. XTRA	7. KIFM-F
8.	8.	KSDO-F	8.	8.		8.	8.	8.	8.	8.
9.	9.	9.	9.	9.		9.	9.	9.	9.	9.
10.	10.	10.	10.	10.		10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCBQ	1170	San Diego	1.0/4.6
KGMG-F	102.1	Oceanside	.5/2.9
KKOS-F	95.9	Carlsbad	1.1/3.1
KLZZ	600	San Diego	.5/4.0
KVSD	1000	Vista	.7/1.3
KABC	790	Los Angeles	.6/1.5
KBRT	740	Avalon	.5/1.5
KFI	640	Los Angeles	.4/2.2
KLOS-F	95.5	Los Angeles	.3/1.5
KRTH-F	101.1	Los Angeles	.4/1.4
XTRA	690	Tijuana	2.4/6.9

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/5 KW (DA-2)	, COUNTRY	, \$ 55.00*	(Torbet)	Eric/Chandler
KFMB, 760,	5 KW (DA-N)	, MOR	CBS, \$145.00*	(Mc-Guild)	Midwest TV
KLZZ, 600,	5 KW (DA-1)	, AC	MBS, APR, \$ NA	(Eastman)	SBI
KMJC, 910,	5 KW (DA-2)	, RELIGION	, \$ 30.00	(Gates)	
KMLO, 1000,	2.5 KW/250 W (DA-2)	, NOSTALGIA	, \$ 50.00	(---)	
KOWN, 1450,	1 KW	, COUNTRY	, \$ 35.00	(Western)	(ESCONDIDO)
KPOP, 1360,	5 KW/1 KW	, NOSTALGIA	NBC, \$ 68.00	(Katz)	Brown
KSDO, 1130,	10 KW (DA-2)	, NEWS/TALK	ABC-I, NBC-T, \$115.00	(HNWH)	Gannett
KSON, 1240,	1 KW	, COUNTRY	MBS, \$ 58.00*	(Blair)	Jeff-Pilot
XTRA, 690,	50 KW (DA-2)	, OLDIES	, \$ 65.00*	(MMR)	Noble (TIJUANA)

FM STATIONS

KCBQ, 105.3,	29 KW @ 620,	COUNTRY	, \$ 65.00*	(Torbet)	Eric/Chandler
KFMB, 100.7,	30 KW @ 620,	CONTEMP	, \$140.00*	(Mc-Guild)	Midwest TV
KFSD, 94.1,	100 KW @ 641,	CLASSICAL	, \$ 79.00*	(Christal)	Lotus
KGB, 101.5,	50 KW @ 577,	AOR	, \$134.00*	(Katz)	Brown
KGMG, 102.1,	10 KW @ 980,	OLDIES/CLASSIC	MBS, \$ NA	(Select)	(OCEANSIDE)
KIFM, 98.1,	28 KW @ 640,	AC/JAZZ	CBS-R, \$ 90.00*	(CBS)	
KJQY, 103.7,	36 KW @ 650,	BTFL/EZ	, \$130.00*	(Select)	Westinghouse
KKOS, 95.9,	3 KW @ 300,	AC	, \$ 56.00	(---)	(CARLSBAD)
KLZZ, 106.5,	50 KW @ 442,	AC	, \$ 80.00*	(Eastman)	SBI
KOWN, 92.1,	270 W @ 1020,	??	, \$ 35.00	(Western)	(ESCONDIDO)
KSDO, 102.9,	2 KW @ 1840,	CHR	, \$105.00*	(HNWH)	Gannett
KSON, 97.3,	50 KW @ 445,	COUNTRY	, \$ 66.00*	(Blair)	Jeff-Pilot
KWLT, 94.9,	2 KW @ 1850,	AC	, \$ 75.00*	(Christal)	Sandusky
KYXY, 96.5,	41 KW @ 540,	AC	, \$ 92.00*	(Torbet)	
XHRM, 92.5,	50 KW @ 600,	BLACK	SBN, \$ 85.00	(Weiss)	(TIJUANA)
XTRA, 91.1,	100 KW @ 1000,	AOR	, \$ 94.00*	(MMR)	Noble (TIJUANA)
XHIT, 90.3,	100 KW @ 1000,	AOR	, \$ 60.00*	(CBS)	Unidyne (TIJUANA)

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,912,600

Stations: 50/47  
Diaries: 3523/1341:1/42.3%  
Sample Target: 2650  
% Below Line: 1.6  
% Not Listed: 12.6

1985 Revenue: \$142,000,000  
HH Inc.: \$36,465  
Retail \$: 31.4 Bil  
Pop per Station: 100,489  
#1 Biller: KGO \$17,500,000

MSA Rank/Pop: SF - 28/1,519,100  
ADI # 5 OAK - 19/1,903,600  
Average Person Ratings: 15.9  
Market TSL: 21.2 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. KGO	545/7.3	7.2	7.6	9.0	7.8	7.8	7.5	1. KGO	672/9659	1. KGO	7294/15.4	17.1	17.9
2. KABL-F+	500/6.7	5.7	6.2	5.6	6.2	6.1	4.7	2. KNBR	512/8994	2. KCBS	6997/14.8	16.6	17.9
3. KSOL-F	377/5.0	4.4	4.6	4.5	3.8	4.6	7.1	3. KABL-F+	509/6330	3. KNBR	6312/13.4	13.3	8.9
4. KCBS	366/4.9	6.8	6.6	6.2	4.8	6.1	2.8	4. KCBS	472/8727	4. KABL-F+	6105/12.9	NA	NA
5. KNBR	356/4.7	4.9	2.9	2.4	3.7	3.7	3.9	5. KSOL-F	385/5957	5. KSOL-F	5700/12.1	10.6	9.6
6. KMEL-F	322/4.3	3.0	3.3	3.0	3.4	3.4	5.6	6. KMEL-F	329/5557	6. KYUU-F	5349/11.3	11.1	11.8
7. KYUU-F	236/3.1	2.9	3.2	3.4	3.9	3.2	4.5	7. KSFM-F	275/4083	7. KMEL-F	5179/11.0	10.9	10.5
8. KLOK-F	193/2.6	2.4	2.8	2.2	1.9	2.5	1.7	8. KYUU-F	244/5530	8. KIOI-F	4755/10.1	9.8	10.3
9. KBLX-F	191/2.5	2.9	3.2	3.0	2.6	2.9	3.6	9. KBAY-F	243/3216	9. KLOK-F	4126/ 8.7	8.7	8.2
KBAY-F	191/2.5	2.3	2.0	2.8	2.7	2.4	1.5	10. KZAP-F	221/2868	10. KITS-F	3923/ 8.3	8.7	9.2
11. KOIT-F	184/2.4	2.7	2.8	2.5	2.5	2.6	2.0	11. KRAK	199/2477	11. KOIT-F	3610/ 7.6	8.3	7.0
12. KIOI-F	169/2.2	2.5	2.7	3.5	4.0	2.7	2.4	12. KBLX-F	194/3501	12. KFOG-F	3377/ 7.2	7.2	6.1
13. KSAN-F	168/2.2	2.8	3.0	4.1	3.2	3.0	3.1	13. KLOK-F	193/4228	13. KBLX-F	3353/ 7.1	6.9	7.3
14. KFOG-F	167/2.2	2.8	2.4	2.3	3.0	2.4	3.1	14. KOIT-F	190/3838	14. KFRC	3100/ 6.6	6.9	8.7
15. KRQR-F	164/2.2	2.1	2.2	2.5	2.2	2.3	2.7	15. KRQR-F	186/3180	15. KSFO	2940/ 6.2	6.8	4.6
16. KSFO	151/2.0	2.1	1.7	1.8	2.9	1.9	1.6	16. KSAN-F	176/2987	16. KSAN-F	2842/ 6.0	7.0	8.2
17. KNEW	136/1.8	2.0	2.0	2.3	2.2	2.0	2.6	17. KWSS-F	175/3416	17. KRQR-F	2784/ 5.9	5.1	6.7
18. KFRC	129/1.7	1.6	1.7	1.7	1.5	1.7	1.6	18. KSFO	174/3326	18. KBAY-F	2429/ 5.1	4.6	5.3
19. KWSS-F	125/1.7	1.8	2.0	2.1	2.2	1.9	2.3	19. KIOI-F	172/4859	19. KDFC-F+	2361/ 5.0	4.6	NA
20. KYA-F	117/1.6	1.6	1.5	1.3	1.2	1.5	1.5	20. KFOG-F	171/3499	20. KYA-F	2304/ 4.9	5.0	4.6
21. KITS-F	112/1.5	1.9	1.7	2.2	2.7	1.8	2.4	21. KFRC	146/3737	21. KNEW	2281/ 4.8	5.2	6.1
22. KOME-F	110/1.5	1.6	1.4	1.2	2.6	1.4	2.5	22. KNEW	138/2352	22. KOME-F	2139/ 4.5	4.9	4.8
KKHI-F+	110/1.5	1.8	2.0	1.5	1.8	1.7	1.3	23. KYA-F	124/2508	23. KWSS-F	2113/ 4.5	6.3	5.9
24. KOFY	106/1.4	1.8	---	---	---	1.6	---	24. KOME-F	118/2540	24. KKHI-F+	2090/ 4.4	5.2	4.5
25. KDFC-F+	104/1.4	1.4	2.0	1.5	1.4	1.6	1.5	25. KITS-F	114/3962	25. KSJO-F	1764/ 3.7	3.8	3.9
KKHI-F+	114/2271												

12+ FM SHARE (METRO): 61.33% (4026 of 6564)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KMEL-F	1. KSOL-F	1. KSOL-F	1. KGO	1. KGO	1. KGO	1. KGO	1. KABL-X	1. KABL-X	1. KNBR	1. KABL-F+
2. KSOL-F	2. KMEL-F	2. KGO	2. KNBR	2. KNBR	2. KABL-F+	2. KCBS	> 2. KGO	> 2. KGO	2. KSOL-F	2. KNBR
3. KLOK-F	3. KYUU-F	3. KNBR	3. KYUU-F	3. KCBS	3. KCBS	3. KABL-F+	> 3. KMEL-F	3. KSOL-F	3. KGO	3. KSOL-F
4. KWSS-F	4. KRQR-F	4. KMEL-F	4. KBLX-F	4. KYUU-F	4. KNBR	4. KSOL-F	4. KSOL-F	4. KNBR	4. KABL-F+	4. KMEL-F
5. KITS	5. KBLX-F	5. KYUU-F	5. KCBS	5. KABL-F+	5. KBAY-F	5. KNBR	5. KCBS	5. KMEL-F	5. KMEL-F	5. KGO
6. KYUU-F	6. KFOG-F	6. KBLX-F	6. KSOL-F	6. KBLX-F	6. KNEW	6. KSFO+	6. KNBR	6. KCBS	6. KCBS	6. KBAY-F
7.	7. KNBR	7. KFOG-F	7. KFOG-F	7. KOIT-F	7. KSAN-F	7. KMEL-F	7. KYUU-F	7. KYUU-F	7. KBLX-F	7. KYUU-F
8.	8. KIOI-F	KIOI-F	KIOI-F	8. KSAN-F	8. KOIT-F	8. KYUU-F	8. KOIT-F+	8. KOIT-F+	8. KLOK-F	8. KOIT-F+
9.	9. KLOK-F	9. KRQR-F	9. KOIT-F	9. KSOL-F	9. KSFO	9. KOIT-F+	9. KBAY-F	9. KBLX-F	9. KSFO	9. KFOG-F
10.	10. KOME-F	10. KCBS	10. KABL-F+	10. KIOI-F	10. KKHI-F+	10. KFOG-F	10. KIOI-F	10. KLOK-F	KYUU-F	10. KSFO

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSOL-F	1. KSOL-F	1. KYUU-F	1. KSOL-F	1. KGO	1. KRQR-F	1. KRQR-F	1. KNBR	1. KNBR	1. KGO
2. KMEL-F	2. KMEL-F	2. KSOL-F	2. KBLX-F	2. KYUU-F	2. KMEL-F	2. KNBR	2. KFOG-F	2. KGO	2. KNBR
3. KBLX-F	3. KBLX-F	3. KBLX-F	3. KMEL-F	3. KABL-F+	3. KSOL-F	3. KFOG-F	3. KRQR-F	3. KRQR-F	3. KCBS
4. KLOK-F	4. KYUU-F	4. KIOI-F	4. KYUU-F	4. KOIT-F	4. KSJO-F	4. KMEL-F	4. KBLX-F	4. KFOG-F	4. KFOG-F
5. KIOI-F	5. KIOI-F	5. KFOG-F	5. KIOI-F	5. KBLX-F	5. KYUU-F	5. KYUU-F	5. KMEL-F	5. KMEL-F	5. KYUU-F
6. KWSS-F	6. KLOK-F	6. KOIT-F	6. KLOK-F	6. KCBS	6. KOME-F	6. KSOL-F	6. KIOI-F	6. KYUU-F	6. KSAN-F
7. KOME-F	7. KFOG-F	7. KLOK-F	KGO	KSOL-F	7. KITS-F	7. KBLX-F	7. KGO	7. KSOL-F	7. KABL-F+
8. KYUU-F	KWSS-F	KGO	8. KOIT-F	8. KNBR	8. KFOG-F	8. KOME-F	8. KYA-F	8. KCBS	8. KBLX-F
9. KRQR-F	9. KOIT-F	9. KNBR	9. KABL-F+	9. KIOI-F	9. KWSS-F	9. KSJO-F	9. KOIT-F	9. KBLX-F	9. KRQR-F
10. KITS-F	KRQR-F	10. KYA-F	10. KNBR	10. KSAN-F	10. KNBR	10. KIOI-F	10. KMEL-F	10. KIOI-F	10. KMEL-F
								KSAN-F	KBAY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Clara	.7/2.7
KATD-F	95.3	Los Gatos	.8/2.9
KBLX	1400	Berkeley	.4/1.9
KBRG-F	104.9	Fremont	.6/1.6
KDIA	1310	Oakland	1.1/3.6
KEEN	1370	San Jose	.9/1.9
KEZR-F	106.5	San Jose	.7/2.5
KFAX	1100	San Francisco	.6/1.6
KIQI	1010	San Francisco	.9/2.1
KJAZ-F	92.7	Alameda	1.2/3.1
KKCY-F	98.9	San Francisco	1.0/2.6
KLIV	1590	San Jose	1.0/2.4
KLOK	1170	San Jose	.9/3.6
KLZE-F	97.7	Los Altos	.8/1.8
KOIT	1260	San Francisco	.3/1.6
KREO-F	92.9	Healdsburg	.7/1.6
KSJO-F	92.3	San Jose	1.2/3.7
KSRO	1350	Santa Rosa	.3/1.1
KZST-F	100.1	Santa Rosa	.8/1.5
KRAK	1140	Sacramento	.7/1.4
KSFM-F	102.5	Sacramento	.4/1.4
KZAP-F	98.5	Sacramento	.3/1.0

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, BTFL/EZ	,\$150.00	(Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, NEWS	CBS,\$200.00	(CBS)	CBS
KEST, 1450, 1 KW	, RELIGION	,\$ 37.00	(---)	Universal
KFAX, 1100, 50 KW (DA-1)	, RELIGION	,\$ 30.00	(---)	Salem
KFRC, 610, 5 KW	, MOR	US I,\$130.00*	(Republic)	RKO
KDIA, 1310, 5 KW (DA-1)	, BLACK	,\$ NA	(Select)	New Systems
KGO, 810, 50 KW (DA-1)	, TALK/NEWS	ABC-I,\$295.00	(Blair)	Cap Cities/ABC
KIQI, 1010, 10 KW/500 W (DA-1)	, SPANISH	,\$ 54.00	(Caballero)	
KNBR, 680, 50 KW	, MOR/AC	NBC,\$190.00	(Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N)	, COUNTRY	,\$100.00*	(Katz)	Malrite
KOFY, 1050, 1 KW (DAYS)	, OLDIES	,\$ 38.00	(---)	(SAN MATEO)
KOIT, 1260, 5 KW/1 KW	, SOFT AC	,\$ NA	(Torbet)	Bonneville
KBLX, 1400, 1 KW/250 W	, BLACK	SBN,\$ NA	(HNWH)	Inner City
KSFO, 560, 5 KW (DA-N)	, NOSTALGIA	US 2,\$110.00*	(Eastman)	King

FM STATIONS

KABL, 98.1, 100 KW @ 940	, BTFL/EZ	,\$150.00	(Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1285	, URBAN/AC	SBN,\$120.00*	(HNWH)	Inner City
KDFC+, 102.1, 33 KW @ 1360	, CLASSICAL	,\$ 50.00	(CMBS)	
KFOG, 104.5, 8 KW @ 1454	, AOR	Source,\$135.00*	(Select)	Susquehanna
KIOI, 101.3, 125 KW @ 1220	, AC	,\$200.00	(MMR)	Price
KITS, 105.3, 15 KW @ 1200	, CHR	,\$120.00*	(Republic)	Entercom
KJAZ, 92.7, 2 KW @ 550	, JAZZ	,\$ NA	(Roslin)	
KKCY, 98.9, 4 KW @ 1450	, URBAN/AOR/AC	,\$100.00*	(Select)	Olympic
KKHI+, 95.7, 9 KW @ 1473	, CLASSICAL	,\$ 85.00*	(HNWH)	Buckley
KLOK, 103.7, 8 KW @ 1470	, CHR	,\$ 80.00	(Durpetti)	Davis Weaver
KMEL, 106.1, 69 KW @ 1240	, CHR	,\$115.00*	(Christal)	Century
KOIT, 96.5, 33 KW @ 1410	, SOFT AC	,\$ 95.00	(Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1100	, AOR	CBS-R,\$135.00*	(CBS)	CBS
KSAN, 94.9, 35 KW @ 1290	, COUNTRY	,\$155.00*	(Katz)	Malrite
KSOL, 107.7, 5 KW @ 1590	, URBAN	APR,\$148.00*	(Masla)	United
KYA, 93.3, 31 KW @ 593	, OLDIES	APR,\$ NA	(Eastman)	King
KYUU, 99.7, 45 KW @ 1240	, CONTEMP/AC	,\$170.00*	(Mc-Guild)	NBC

KCTC, KRAK, KSFM - See Sacramento

OTHER RANKED STATIONS - See San Jose

SAN JOSE

Arbitron Rank/Pop (12+): 28/1,164,700  
 MSA Rank/Pop: 31/1,396,200  
 San Francisco ADI  
 Average Person Ratings: 15.8  
 Market TSL: 21.0 hours

Stations: 41/15  
 Diaries: 1376/846:1/41.2%  
 Sample Target: 1200  
 % Below Line: NA  
 % Not Listed: NA

1985 Revenue: \$24,500,000  
 HH Inc.: \$40,841  
 Retail \$: 10.3 Bil  
 Pop per Station: 77,647  
 #1 Biller: KBAY-F \$4,300,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. KWSS-F	110/6.0	5.9	6.1	6.1	---	6.0	7.4	1. KBAY-F	232/3015	1. KWSS-F	1910/16.4	19.3	17.0
2. KBAY-F	108/5.9	6.1	5.6	6.7	---	6.1	3.7	2. KWSS-F	176/3373	2. KBAY-F	1521/13.1	10.7	12.1
3. KOME-F	74/4.0	4.0	3.9	3.0	---	3.7	8.2	3. KOME-F	124/2518	3. KATD-F	1294/11.1	8.1	3.9
4. KATD-F	61/3.3	1.8	2.4	1.9	---	2.4	4.9	4. KSJO-F	100/1885	4. KOME-F	1276/11.0	11.1	11.4
5. KSJO-F	57/3.1	3.3	3.6	3.2	---	3.3	5.0	5. KEEN	71/ 865	5. KSJO-F	1168/10.0	10.0	10.3
6. KEEN	52/2.8	2.2	1.8	2.7	---	2.4	1.9	6. KATD-F	64/1422	6. KARA-F	1073/ 9.2	10.7	9.6
7. KARA-F	45/2.4	2.6	2.5	3.4	---	2.7	3.3	KLIV	64/ 990	7. KEZR-F	986/ 8.5	9.8	9.0
KLOK	45/2.4	3.0	2.9	3.1	---	2.9	1.6	8. KLOK	62/1485	8. KLOK	928/ 8.0	10.3	8.9
9. KLZE-F	43/2.3	3.2	4.7	2.9	---	3.3	1.5	9. KARA-F	60/1408	9. KLZE-F	617/ 5.3	5.9	5.6
10. KEZR-F	42/2.3	2.6	2.5	2.0	---	2.4	3.0	10. KLZE-F	58/ 844	10. KLIV	603/ 5.2	5.8	5.6
11. KLIV	40/2.2	1.9	2.2	1.9	---	2.1	2.0	11. KEZR-F	56/1201	11. KEEN	575/ 4.9	4.8	5.8
12. KNTA	35/1.9	1.3	1.4	2.2	---	1.7	.7	12. KDFC-F+	46/1187	12. KDFC-F+	479/ 4.1	3.9	3.1
13. KAZA	18/1.0	.8	1.5	1.2	---	1.1	.5	13. KNTA	36/ 349	13. KNTA	305/ 2.6	3.7	2.7
14. KDFC-F+	12/1.7	1.4	1.8	1.6	---	1.4	.2	14. KAZA	19/ 282	14. KAZA	203/ 1.7	2.7	2.0

NOTE: San Jose is part of the San Francisco metro. Only stations above the line in the rating book are ranked.

12+ FM SHARE (METRO): NA

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWSS-F>	1. KWSS-F	1. KWSS-F	1. KBAY-F	1. KBAY-F>	1. KBAY-F>	1. KWSS-F>	1. KBAY-F	1. KBAY-F	1. KWSS-F>	1. KBAY-F
2. KATD-F	2. KOME-F	2. KOME-F	2. KWSS-F	2. KOME-F	2. KLZE-F	2. KBAY-F	2. KWSS-F	2. KWSS-F	2. KOME-F	2. KATD-F
3. KOME-F	3. KSJO-F	3. KBAY-F	3. KOME-F	KWSS-F	3. KEEN	3. KLOK	3. KOME-F	3. KOME-F	3. KBAY-F	3. KWSS-F
5. KLOK	4. KEZR-F	4. KATD-F	4. KARA-F	4. KLOK	4. KLIV	4. KOME-F	4. KARA-F	4. KATD-F	4. KSJO-F	4. KSJO-F
	KATD-F	5. KSJO-F	5. KEZR-F	KARA-F	KLOK	5. KATD-F	5. KLIV	5. KEZR-F	5. KATD-F	5. KEEN
				KEEN						

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWSS-F>	1. KWSS-F	1. KEZR-F	1. KWSS-F	1. KBAY-F	1. KOME-F	1. KOME-F	1. KOME-F	1. KOME-F	1. KBAY-F
2. KATD-F	2. KOME-F	2. KARA-F	2. KBAY-F	2. KEEN	2. KSJO-F	2. KWSS-F	2. KWSS-F	2. KWSS-F	2. KOME-F
3. KOME-F	3. KEZR-F	3. KOME-F	3. KEZR-F	3. KEZR-F	KWSS-F	3. KSJO-F	3. KLOK	3. KATD-F	3. KATD-F
4.	4. KSJO-F	4. KSJO-F	KOME-F	KLOK	4. KATD-F	4. KATD-F	KEZR-F	KBAY-F	KWSS-F
5.	5. KATD-F	5. KWSS-F	5. KATD-F	5. KWSS-F	5.	5. KEZR-F	5. KATD-F	KSJO-F	5. KARA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

See San Francisco for details about the following stations:

KABL-F+	1.2/ 4.9	KLOK-F	1.8/ 7.7
KBLX-F	2.0/ 6.8	KMEL-F	1.8/ 6.4
KBRG-F	1.2/ 2.2	KNBR	3.6/10.9
KCBS	4.6/12.8	KOFY	2.2/ 4.3
KFAX	.4/ 1.5	KOIT	.3/ 1.4
KFOG-F	1.5/ 5.4	KOIT-F	2.0/ 6.1
KFRC	.8/ 4.6	KRQR-F	1.0/ 2.8
KGO	7.1/16.3	KSAN-F	2.7/ 6.6
KIOI-F	3.0/10.5	KSFO	1.1/ 4.3
KIQI	.7/ 1.8	KYA	.9/ 3.9
KITS-F	1.0/ 5.3	KSOL-F	4.6/10.6
KJAZ-F	.7/ 1.7	KYUU-F	4.1/12.6
KKHI-F	1.1/ 3.8		

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, SPANISH	,\$ 51.00	(Caballero)	(GILROY)
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI,\$ 55.00	(MMR)	
KHTT, 1500, 10 KW/5 KW (DA-2)	, OLDIES	APR,\$ 32.50	(Katz)	Narragansett
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	,\$ 40.00	(Select)	Empire
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	,\$ 60.00	(Weiss)	Davis/Weaver
KNTA, 1430, 1 KW (DA-N)	, SPANISH	,\$ 34.00	(Lotus)	Tamarack
KARA-F, 105.7, 50 KW @ 500, AC		,\$ 58.00	(Select)	Empire
KATD-F, 95.3, 370 W @ 860, CHR		,\$ 40.00	(Roslin)	
KBAY-F, 100.3, 14 KW @ 2580, BTFL/EZ		,\$ 90.00	(MMR)	
KEZR-F, 106.5, 50 KW @ 430, AC		,\$ 82.00	(Christal)	
KBRG-F, 104.9, 3 KW @ 300, SPANISH		,\$ 48.00	(---)	(FREMONT)
KLZE-F, 97.7, 3 KW @ ? , BTFL/EZ		,\$ 35.00	(Republic)	Parker
KOME-F, 98.5, 13 KW @ 880, AOR		ABC-R,\$144.00	(Torbet)	Infinity
KSJO-F, 92.3, 50 KW @ 68, AOR		,\$130.00*	(Katz)	Narragansett
KWSS-F, 94.5, 1.1 KW @ 2580, CHR		,\$100.00*	(Mc-Guild)	Nationwide

See San Francisco for other stations

SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 17/1,822,900

Stations: 33/33  
Diaries: 1761/1069:1/44.5%  
Sample Target: 1670  
% Below Line: 0  
% Not Listed: 7.7

1985 Revenue: \$71,000,000

HH Inc.: \$32,083

Retail \$: 15.0 Bil

Pop per Station: 57,058

#1 Biller: KIRO \$14,000,000

MSA Rank/Pop: SEA - 26/1,707,800

ADI # 13 TAC - 92/523,500

Average Person Ratings: 16.0

Market TSL: 21.4 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	METRO CUME	CUME/RATING	SPG 86	FAL 85
1. KIRO	312/10.4	10.7	9.2	10.9	10.1	10.3	8.7	1. KIRO	374/5565	1. KIRO	4700/25.0	25.8	28.5	
2. KUBE-F	245/ 8.2	5.0	6.9	6.8	6.9	6.7	8.0	2. KISW-F	315/3410	2. KUBE-F	3271/17.4	14.5	17.0	
3. KISW-F	218/ 7.3	7.5	4.7	6.2	7.3	6.4	11.4	3. KUBE-F	261/3649	3. KISW-F	2641/14.0	15.4	12.6	
4. KOMO	174/ 5.8	5.8	7.3	8.3	6.3	6.8	4.5	4. KOMO	216/3344	4. KOMO	2600/13.8	15.8	23.3	
5. KBRD-F	134/ 4.5	5.0	6.6	5.1	4.8	5.3	2.7	5. KBRD-F	183/2231	5. KLSY-F+	2085/11.1	9.4	10.7	
6. KSEA-F	121/ 4.0	4.2	5.4	5.0	4.5	4.7	2.4	6. KPLZ-F	167/2499	6. KVI	1891/10.0	7.6	8.3	
7. KIXI	119/ 4.0	4.6	4.5	5.0	5.1	4.5	4.2	7. KIXI	152/1966	7. KPLZ-F	1883/10.0	12.9	10.3	
8. KMPS-F	117/ 3.9	5.1	3.4	4.5	4.3	4.2	6.1	8. KMPS-F	149/1878	8. KSEA-F	1676/ 8.9	8.9	10.7	
9. KPLZ-F	107/ 3.6	4.0	3.4	3.8	4.7	3.7	4.8	9. KSEA-F	141/1999	9. KBRD-F	1652/ 8.8	9.6	10.3	
10. KMG1-F	105/ 3.5	3.2	3.3	3.6	2.5	3.4	3.0	10. KRPM-F	135/1589	10. KMG1-F	1594/ 8.5	8.6	8.0	
11. KLSY-F+	96/ 3.2	3.6	4.4	4.4	3.1	3.9	3.3	11. KMG1-F	113/1793	11. KIXI	1568/ 8.3	8.8	9.4	
12. KVI	95/ 3.2	3.5	1.9	1.8	2.3	2.6	3.5	12. KEZX-F	110/1352	12. KNBQ-F	1431/ 7.6	8.5	10.2	
13. KING-F	88/ 2.9	3.0	4.1	3.9	2.5	3.5	2.7	13. KLSY-F+	107/2336	13. KMPS-F	1417/ 7.5	9.5	9.2	
14. KEZX-F	79/ 2.6	3.4	2.6	1.9	1.6	2.6	2.6	14. KHIT-F	106/1798	14. KING	1276/ 6.8	7.4	6.7	
15. KLTX-F	79/ 2.6	1.2	1.0	1.2	1.5	1.5	1.7	15. KING-F	105/1431	15. KJR	1271/ 6.8	6.7	8.6	
16. KNBQ-F	79/ 2.6	2.7	2.7	3.3	3.1	2.8	3.7	16. KVI	103/2147	16. KING-F	1232/ 6.5	8.6	8.4	
17. KING	68/ 2.3	2.2	2.1	1.4	1.8	2.0	2.1	17. KNBQ-F	93/1815	17. KZOK-F	1213/ 6.4	9.0	8.8	
18. KRPM-F	62/ 2.1	2.9	3.2	2.8	3.8	2.8	2.8	18. KLTX-F	92/1375	18. KEZX-F	1142/ 6.1	7.4	4.6	
19. KKFX	59/ 2.0	1.0	1.6	1.0	1.8	1.4	3.3	19. KING	81/1576	19. KLTX-F	1111/ 5.9	5.3	5.0	
20. KJR	55/ 1.8	1.5	1.8	1.9	1.8	1.8	1.7	20. KJR	64/1657	20. KHIT-F	1065/ 5.7	5.6	4.4	
21. KHIT-F	50/ 1.7	1.6	1.0	1.0	1.9	1.3	1.9	21. KZOK-F	61/1446	21. KRPM-F	915/ 4.9	5.1	6.0	
22. KZOK-F	45/ 1.5	2.3	2.4	2.2	2.6	2.1	1.8	22. KKFX	61/ 742	22. KMPS	833/ 4.4	4.2	5.3	
23. KCMS-F	38/ 1.3	1.7	1.8	1.6	2.6	1.6	2.3	23. KCMS-F	44/ 700	23. KKFX	672/ 3.6	3.4	3.7	
24. KMPS	35/ 1.2	1.9	1.5	1.9	2.4	1.6	1.4	24. KMPS	42/ 922	24. KQKT-F	615/ 3.3	3.9	3.4	
25. KQKT-F	27/ .9	1.1	.7	1.2	.9	1.0	.3	25. KCIS	37/ 515	25. KCMS-F	556/ 3.0	4.4	NA	

12+ FM SHARE (METRO): 60.60% (1681 of 2774)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KUBE-F	1. KISW-F	1. KISW-F	1. KIRO	1. KIRO	1. KIRO	1. KIRO	1. KISW-F	1. KUBE-F	1. KIRO	1. KUBE-F
2. KPLZ-F	2. KUBE-F>	2. KUBE-F>	2. KUBE-F	2. KUBE-F	2. KOMO	2. KUBE-F	2. KUBE-F	2. KISW-F	2. KISW-F	2. KIRO
3. KHIT-F	3. KMG1-F	3. KIRO	3. KMG1-F	3. KMG1-F	3. KBRD-F	3. KOMO	3. KIRO	3. KIRO	3. KUBE-F	3. KISW-F
4. KKFX	4. KLSY-F+	4. KMG1-F	4. KVI	4. KVI	4. KSEA-F	4. KISW-F	4. KSEA-F	4. KOMO	4. KLSY-F+	4. KBRD-F
5. KISW-F	5. KEZX-F	5. KVI	5. KMPS-F	5. KOMO	5. KMPS-F	5. KMPS-F+	5. KOMO	5. KMPX-F+	5. KBRD-F	5. KMG1-F
6. KNBQ-F	6. KPLZ-F	6. KMPS-F	6. KISW-F	6. KMPS-F	6. KIXI	6. KIXI	6. KMPS-F+	6. KIXI	6. KPLZ-F	6. KOMO
7.	7. KNBQ-F	7. KEZX-F	7. KEZX-F	7. KISW-F	7.	7. KVI	7. KIXI	7. KSEA-F	7. KOMO	7. KMPS-F+
8.	8.	8. KLTX-F	KOMO	8. KSEA-F	8.	8.	8.	8.	8.	KPLZ-F
9.	9.	9.	9.	9. KEZX-F	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KUBE-F>	1. KUBE-F>	1. KUBE-F	1. KUBE-F>	1. KUBE-F	1. KISW-F>	1. KISW-F>	1. KISW-F	1. KISW-F>	1. KIRO
2. KISW-F	2. KMG1-F	2. KMG1-F	2. KMG1-F	2. KMG1-F	2. KUBE-F	2. KUBE-F>	2. KUBE-F	2. KIRO	2. KISW-F
3. KNBQ-F	3. KLSY-F+	3. KLSY-F+	3. KLSY-F+	3. KLSY-F+	3. KPLZ-F>	3. KEZX-F	3. KEZX-F	3. KUBE-F	KUBE-F
4. KPLZ-F	4. KISW-F	4. KLTX-F	4. KLTX-F	4. KMPS-F	4. KLTX-F	4. KIRO	4. KMG1-F	4. KVI	4. KVI
5. KLSY-F+	5. KNBQ-F	5. KEZX-F	5. KISW-F	5. KSEA-F	5. KING-F	5. KMG1-F	5. KIRO	5. KEZX-F	5. KOMO
6. KKFX	6. KLTX-F	6. KVI	6. KMPS-F	KLTX-F	6. KLSY-F	6. KPLZ-F	6. KVI	6. KMG1-F	6. KEZX-F
7. KMG1-F	7. KPLZ-F	7. KMPS-F	7. KVI	7. KOMO	7. KNBQ-F	7. KZOK-F	7. KZOK-F	7. KOMO	7. KMG1-F
8. KCMS-F	8.	8. KISW-F	8.	8. KIRO	8. KEZX-F	8.	8. KOMO	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRC SHARE & CUME RATING

KCIS	630	Edmonds	.8/2.3
KJET	1590	Seattle	.5/1.7
KJUN	1450	Puyallup	.4/1.0
KQIN	820	Burian	.5/2.1
KRPM	770	Seattle	.3/1.5
KTAC	850	Tacoma	.4/1.3
KWYZ	1230	Everett	.6/1.5

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW (DAYS)	, RELIGION	, \$ 30.00 (---)	
KCIS, 630, 5 KW/2.5 KW (DA-N)	, RELIGION	UPI, APR, \$ 45.00 (---)	
KING, 1090, 50 KW (DA-2)	, NEWS/TALK	NBC, \$ 60.00* (Blair)	
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, NBC-T, \$160.00* (CBS)	Bonneville
KIXI, 880, 50 KW/1 KW (DA-2)	, NOSTALGIA	, \$ 70.00 (Christal)	
KJET, 1590, 5 KW (DA-N)	, CHR	Source, \$ NA (---)	SRO
KJR, 950, 5 KW (DA-N)	, AC	, \$ 90.00 (Eastman)	Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK	APR, \$ 40.00 (Roslin)	
KLSY, 1540, 5 KW (DA-N)	, AC	CBS-R, \$ NA (Blair)	Sandusky
KMPS, 1300, 5 KW (DA-N)	, COUNTRY	UPI, \$ 65.00* (Mc-Guild)	EZ
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC-I, \$150.00* (Katz)	
KVI, 570, 5 KW	, AC/OLDIES	MBS, \$ 60.00* (Select)	Golden West
KXA, 770, 1 KW	, AC	, \$ NA (---)	Olympic

FM STATIONS

KBRD, 103.7, 100 KW @ 1675	BTFLE/EZ	, \$100.00* (Republic)	Entercom
KCMS, 105.3, 115 KW @ 721	RELIGION	UPI, APR, \$ 45.00 (---)	
KEZX, 98.9, 100 KW @ 1070	AOR	ABC-E, \$ 85.00 (Eastman)	Park
KHIT, 106.9, 30 KW @ 86	CHR	, \$ 45.00 (Weiss)	Gannett (BREMERTON)
KING, 98.1, 100 KW @ 850	CLASSICAL	, \$ 85.00* (Blair)	King
KISW, 99.9, 100 KW @ 1200	AOR	, \$120.00* (Mc-Guild)	Nationwide
KLTX, 95.7, 100 KW @ 1150	AC	, \$ 70.00 (Christal)	
KLSY, 92.5, 100 KW @ 1100	AC	CBS-R, \$ 95.00* (Blair)	Sandusky
KMGI, 107.7, 63 KW @ 1200	SOFT AC	, \$ 75.00* (Republic)	Sunbelt
KMPS, 94.1, 100 KW @ 1165	COUNTRY	UPI, \$ 80.00* (Mc-Guild)	EZ
KNBQ, 97.3, 100 KW @ 700	CHR	, \$ 77.00 (Christal)	Viacom
KPLZ, 101.5, 100 KW @ 1200	CHR	, \$ 90.00* (Select)	Golden West
KQKT, 96.5, 81 KW @ 1200	AC/OLDIES	, \$ 60.00 (Select)	Behan
KRPM, 106.1, 100 KW @ 700	COUNTRY	, \$ 58.00* (Torbet)	Olympic
KSEA, 100.7, 100 KW @ 730	BTFLE/EZ	, \$ 95.00* (CBS)	Bonneville
KUBE, 93.3, 100 KW @ 300	CHR	, \$115.00 (MMR)	First Media
KZOK, 102.5, 100 KW @ 1165	AOR	Source, \$ 75.00* (HNWH)	SRO



SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 70/495,400  
 MSA Rank/Pop: 94/514,700  
 ADI # 103  
 Average Person Ratings: 16.8  
 Market TSL: 22.6 hours

Stations: 26/14  
 Diaries: 970/510:1/41.8%  
 Sample Target: 890  
 % Below Line: 40.3  
 % Not Listed: 11.3

1985 Revenue: \$9,800,000  
 HH Inc.: \$28,967  
 Retail \$: 3.6 Bil  
 Pop per Station: 35,386  
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. WTIC-F	94/11.3	11.6	---	7.1	---	10.0	12.4	1. WTIC-F	95/1230	1. WTIC-F	1193/24.1	27.5	22.6
2. WMAS-F	79/ 9.5	9.8	---	10.3	---	9.9	11.8	2. WMAS-F	80/ 908	2. WHYN	1164/23.5	21.5	21.4
3. WHYN	68/ 8.2	7.4	---	7.3	---	7.6	8.3	3. WHYN	68/1182	3. WAQY-F	1119/22.6	20.5	22.0
4. WAQY-F	62/ 7.5	8.2	---	6.8	---	7.5	9.6	4. WHFM-F	67/ 937	4. WMAS-F	868/17.5	19.7	22.1
5. WHFM-F	60/ 7.2	5.8	---	6.4	---	6.5	6.7	5. WAQY-F	65/1220	5. WHFM-F	835/16.9	17.1	18.4
6. WRCH-F	57/ 6.9	7.5	---	9.7	---	8.0	4.6	6. WRCH-F	60/ 694	6. WRCH-F	659/13.3	15.3	15.3
7. WMAS	50/ 6.0	8.1	---	10.1	---	8.1	6.6	7. WMAS	50/ 644	7. WMAS	644/13.0	13.0	15.8
8. WAAF-F	27/ 3.2	1.8	---	2.0	---	2.3	3.4	8. WAAF-F	32/ 557	8. WCCC-F+	512/10.3	9.6	12.2
9. WREB	25/ 3.0	2.5	---	1.7	---	2.4	2.2	9. WREB	25/ 251	9. WKSS-F	468/ 9.4	7.0	7.5
10. WHMP	24/ 2.9	2.7	---	2.3	---	2.6	2.2	10. WHMP	24/ 274	10. WAAF-F	460/ 9.3	7.8	9.2
11. WKSS-F	23/ 2.8	1.1	---	1.2	---	1.7	2.2	11.		11.			
12. WSRF-F	21/ 2.5	1.3	---	1.0	---	1.6	.6	12.		12.			
13.								13.		13.			
14.								14.		14.			
15.								15.		15.			

12+ FM SHARE (METRO): 65.54% (483 of 737)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WTIC-F>	1. WTIC-F	1. WMAS-F	1. WMAS-F	1. WMAS-F	1. WHYN	1. WHYN	1. WMAS-F	1. WTIC-F	1. WHYN	1. WMAS-F
2. WAQY-F>	2. WAQY-F	2. WTIC-F	2. WHYN	2. WHYN	2. WRCH-F	2. WTIC-F	2. WTIC-F	2. WMAS-F	2. WTIC-F	2. WAQY-F
3. WHFM-F	3. WMAS-F	3. WAQY-F	3. WHFM-F	3. WHFM-F	3. WMAS-F	3. WMAS-F	3. WRCH-F	3. WRCH-F	3. WAQY-F	3. WHYN
4. WKSS-F	4. WHFM-F	4. WHFM-F	4. WTIC-F	4. WTIC-F	4. WMAS	4. WMAS	4. WHFM-F	4. WHFM-F	4. WHFM-F	4. WTIC-F
5.	5. WAAF-F	5. WHYN	5. WAQY-F	5. WRCH-F	5. WHFM-F	5. WHFM-F	5. WAQY-F	5. WRCH-F	5. WAAF-F	5. WHFM-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WTIC-F>	1. WTIC-F	1. WMAS-F>	1. WMAS-F	1. WMAS-F	1. WAQY-F	1. WAQY-F	1. WAQY-F	1. WAQY-F	1. WMAS-F	
2. WAQY-F	2. WMAS-F	2. WHFM-F	2. WTIC-F	2. WHFM-F	2. WTIC-F	2. WTIC-F	2. WAAF-F	2. WTIC-F	2. WHYN	
3. WKSS-F	3. WHFM-F	3. WTIC-F	3. WHFM-F	3. WHYN	3. WSRF-F	3. WAAF-F	3. WMAS-F	3. WMAS-F	3. WTIC-F	
4. WHFM-F	4. WAQY-F	4. WHYN	4. WHYN	4. WRCH-F	4. WHFM-F	4. WMAS-F	4. WTIC-F	4. WHFM-F	4. WAQY-F	
5. WMAS-F	5.	5.	5. WAQY-F	5. WTIC-F	5.	5. WHFM-F	5. WCCC-F+	5. WHYN	5. WHFM-F	
									6. WAAF-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	1.2/ 3.4
WARE	1250	Ware	1.2/ 2.9
WHMP-F	93.1	Springfield	1.6/ 5.2
WIXY	1600	E. Longmeadow	1.3/ 4.7
WLDM	1570	Westfield	1.2/ 2.6
WSPR	1270	Springfield	.7/ 4.0
WTTT	1430	Amherst	1.6/ 2.5
WBZ	1030	Boston	.7/ 2.8
WCCC-F	106.9	Boston	2.3/10.3
WDRC	1360	Boston	.5/ 1.6
WDRC-F	102.9	Boston	.4/ 3.3
WHCN-F	105.9	Boston	1.7/ 6.6
WIOF-F	104.1	Boston	1.4/ 4.7
WTIC	1080	Boston	2.0/ 8.2

RADIO STATIONS

WACE, 730,	5 KW (DAYS)	, RELIGION	, \$ NA (---)
WARE, 1250,	5 KW/2.5 KW (DA-N),	MOR	, \$ 14.00 (Kadetsky)
WHMP, 1400,	1 KW	, MOR	NBC, \$ 19.00* (Masla)
WHYN, 560,	5 KW/1 KW (DA-N),	AC	ABC-I, \$ 48.00* (Mc-Guild)
WIXY, 1600,	5 KW/2.5 KW (DA-1),	COUNTRY	CBS, \$ 18.00 (Eastman)
WLDM, 1570,	2.5 KW (DAYS)	, MOR	ABC-E, \$ 16.00 (Select)
WMAS, 1450,	1 KW	, NOSTALGIA	MBS, \$ 37.00 (Blair)
WREB, 930,	500 W (DAYS)	, TALK	, \$ 14.00 (RSR)
WSPR, 1270,	5 KW/1 KW (DA-2)	, TALK	, \$ 17.00* (Kadetsky)
WAQY-F, 102.1,	27 KW @ 650,	AOR	ABC-C, \$ 58.00* (Eastman)
WHFM-F, 93.1,	9 KW @ 970,	AC	CBS-R, \$ 66.00* (Mc-Guild)
WHMP-F, 99.3,	3 KW @ 300,	CHR	, \$ 30.00* (Masla)
WMAS-F, 94.7,	50 KW @ 360,	AC	, \$ 60.00* (Blair)

Other ranked stations - See Hartford or Worcester

SYRACUSE

Arbitron Rank/Pop (12+): 61/550,200

Stations: 19/17  
Diaries: 1022/538:1/53.5%  
Sample Target: 920  
% Below Line: 2.4  
% Not Listed: 13.6

1985 Revenue: \$11,300,000  
HH Inc.: \$31,913  
Retail \$: 3.5 Bil  
Pop per Station: 32,365  
#1 Biller: WIYY-F \$2,800,000

MSA Rank/Pop: 73/648,000

ADI # 67

Average Person Ratings: 16.8

Market TSL: 22.2 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85
1. WYYY-F	150/16.2	16.6	---	16.6	---	16.5	13.5	1. WYYY-F	173/2173	1. WYYY-F	1699/30.9	33.0 35.3
2. WNTQ-F	110/11.9	11.3	---	9.9	---	11.0	11.0	2. WNTQ-F	116/1604	2. WNTQ-F	1406/25.6	24.8 22.2
3. WSYR	94/10.2	12.3	---	12.4	---	11.6	10.6	3. WSYR	114/1691	3. WSYR	1348/24.5	25.2 25.7
4. WRRB-F	74/ 8.0	6.4	---	6.1	---	6.8	5.7	4. WRRB-F	95/1151	4. WAQX-F	980/17.8	19.2 21.5
5. WAQX-F+	69/ 7.5	7.2	---	10.7	---	8.5	15.1	5. WAQX-F+	76/1111	5. WHEN	953/17.3	18.2 19.6
6. WEZG-F	60/ 6.5	6.1	---	6.6	---	6.4	3.1	6. WSEN-F	67/1030	6. WSEN-F+	820/14.9	11.2 7.3
7. WSEN-F+	53/ 5.7	4.5	---	2.8	---	4.3	4.4	7. WEZG-F	64/ 673	7. WRRB-F	744/13.5	12.2 12.0
8. WHEN	48/ 5.2	5.3	---	5.8	---	5.4	4.9	8. WHEN	64/1375	8. WKFM-F	689/12.5	12.4 11.0
9. WFBL	36/ 3.9	5.2	---	3.6	---	4.2	3.2	9. WKFM-F	51/1001	9. WEZG-F	629/11.4	12.7 11.8
10. WKFM-F	34/ 3.7	5.5	---	3.5	---	4.2	5.7	10. WFBL	38/ 580	10. WFBL	528/ 9.6	9.4 8.4
11. WMHR-F	20/ 2.2	1.0	---	1.3	---	1.5	2.3	11.		11. WNDR	261/ 4.7	5.9 7.9
12. WOUR-F	13/ 1.4	.9	---	2.2	---	1.5	1.3	12.		12. WMHR-F	226/ 4.1	3.1 3.0
13.								13.		13.		
14.								14.		14.		
15.								15.		15.		

12+ FM SHARE (METRO): 72.84% (582 of 799)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNTQ-F>	1. WYYY-F	1. WYYY-F>	1. WYYY-F>	1. WYYY-F>	1. WRRB-F	1. WYYY-F	1. WYYY-F>	1. WYYY-F>	1. WNTQ-F	1. WYYY-F
2. WYYY-F	2. WAQX-F+	2. WNTQ-F	2. WRRB-F	2. WRRB-F	2. WRRB-F	2. WSYR	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F
3. WAQX-F+	3. WNTQ-F>	3. WAQX-F+	3. WSEN-F+	3. WSEN-F+	3. WSEN-F+	3. WNTQ-F	3. WRRB-F	3. WRRB-F	3. WYYY-F	3. WRRB-F
4.	4. WKFM-F	4. WRRB-F	4. WNTQ-F	4. WNTQ-F	4. WEZG-F	4. WHEN	4. WAQX-F+	4. WSYR	4. WAQX-F+	4. WAQX-F+
5.	5. WRRB-F	5. WSEN-F+	5. WHEN	5. WEZG-F	5. WSEN-F+	5. WRRB-F	5. WEZG-F	5. WAQX-F+	5. WEZG-F	5. WEZG-F
						6. WAQX-F+				
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNTQ-F	1. WYYY-F	1. WYYY-F>	1. WYYY-F	1. WYYY-F>		1. WAQX-F+>	1. WAQX-F+	1. WYYY-F	1. WYYY-F	1. WYYY-F
2. WYYY-F>	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WRRB-F		2. WYYY-F	2. WYYY-F>	2. WAQX-F	2. WAWX-F+	2. WRRB-F
3. WAQX-F+	3. WAQX-F+	3.	3. WRRB-F	3. WSEN-F+		3. WNTQ-F	3. WNTQ-F	3. WRRB-F	3. WRRB-F	3. WSEN-F+
4. WKFM-F	4. WKFM-F	4.	4. WSEN-F+	4. WNTQ-F		4. WKFM-F	4. WKFM-F	4. WKFM-F	4. WNTQ-F	4. WAQX-F+
5.	5.	5.	5. WHEN	5. WEZG-F		5.	5. WRRB-F	5.	5. WSEN-F+	5. WSYR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNDR	1260	Syracuse	1.0/4.7
WSCP	1070	Sandy Creek	1.2/1.4
WSGO	1440	Oswego	1.1/2.3
WRCK-F	107.3	Utica	.6/3.1

RADIO STATIONS

WAQX, 1490,	1 KW	, AOR	ABC-R,\$ NA	(MMR)	
WFBL, 1390,	5 KW (DA-N)	, NOSTALGIA	US 2,ABC-D,\$ 31.00	(Weiss)	
WHEN, 620,	5 KW/1 KW (DA-N)	, AC	ABC-E,\$ 70.00*	(Eastman)	Park
WNDR, 1260,	5 KW (DA-N)	, OLDIES	CBS,US I,\$ 24.00*	(HNWH)	
WSIV, 1540,	1 KW (DAYS)	, RELIGION	,\$ 10.00	(---)	
WSYR, 570,	5 KW (DA-2)	, MOR	NBC,\$ 88.00	(Katz)	NewCity
WURS, 1220,	1 KW (DAYS)	, BTFL/EZ	,\$ 17.00	(Select)	Lorenz
WAQX-F,	95.3,	3 KW @ 300,	AOR	ABC-R,\$ 51.00*	(MMR)
WEZG-F,	100.9,	3 KW @ 165,	BTFL/EZ	,\$ 37.00*	(Select)
WKFM-F,	104.7,	50 KW @ 500,	AOR	ABC-F,\$ NA	(Christal)
WMHR-F,	102.9,	20 KW @ 780,	RELIGION	,\$ 13.00	(---)
WNTQ-F,	93.1,	97 KW @ 660,	CHR	,\$ 50.00*	(Mc-Guild)
WRRB-F,	107.9,	50 KW @ 500,	COUNTRY	,\$ 48.00*	(Eastman)
WSEN-F,	92.1,	3 KW @ 300,	COUNTRY	ABC-I,\$ 30.00	(HNWH)
WYYY-F,	94.5,	100 KW @ 650,	AC	,\$120.00	(Katz)
					Buckley (BALDWINVILLE)
					NewCity

TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,637,900

MSA Rank/Pop: 22/1,851,600

ADI # 17

Average Person Ratings: 17.7

Market TSL: 24.2 hours

Stations: 23/21

Diaries: 1680/975:1/45.6%

Sample Target: 1530

% Below Line: 4.3

% Not Listed: 13.5

1985 Revenue: \$44,800,000

HH Inc.: \$26,334

Retail \$: 12.2 Bil

Pop per Station: 77,995

#1 Biller: WRBQ A/F \$10,300,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85	
1. WRBQ-F	461/15.9	14.8	12.5	12.2	---	13.9		1. WRBQ-F	536/5698	1. WRBQ-F	4539/27.7	28.5	25.8
2. WWBA-F	369/12.7	10.6	13.0	11.7	---	12.0		2. WWBA-F	376/3122	2. WWBA-F	2901/17.7	17.9	17.7
3. WQYK-F	190/ 6.6	8.5	7.9	8.2	---	7.8		3. WYNF-F	245/3179	3. WQYK-F	2037/12.4	14.5	13.3
4. WYNF-F	167/ 5.8	5.2	5.5	6.3	---	5.7		4. WQYK-F	203/2453	4. WYNF-F	2019/12.3	12.0	11.6
5. WKRL-F	136/ 4.7	5.0	4.5	4.8	---	4.8		5. WSUN	174/2211	5. WUSA-F	1681/10.3	13.5	14.9
6. WUSA-F	129/ 4.4	5.7	6.1	7.6	---	6.0		6. WKRL-F	170/2217	6. WFLA	1648/10.1	10.9	9.4
7. WDAE	120/ 4.1	4.7	4.5	5.1	---	4.6		7. WDUV-F	170/2110	7. WKRL-F	1587/ 9.7	11.1	13.2
8. WFLA	119/ 4.1	4.1	3.6	3.3	---	3.8		8. WPDS-F	159/2023	8. WSUN	1389/ 8.5	8.5	13.3
9. WTMP	112/ 3.9	2.5	2.0	1.9	---	2.6		9. WFLA	151/2149	9. WDAE	1197/ 7.3	8.9	10.1
10. WSUN	103/ 3.6	3.6	4.9	5.8	---	4.5		10. WUSA-F	145/2096	10. WPDS-F	1098/ 6.7	10.3	7.3
11. WPLP	88/ 3.0	2.7	1.7	2.9	---	2.6		11. WDAE	121/1270	11. WNLT-F	962/ 5.9	9.1	10.6
12. WGUL-F	72/ 2.5	3.9	3.9	3.7	---	3.5		12. WTMP	115/ 931	12. WPLP	938/ 5.7	4.7	6.5
13. WNLT-F	71/ 2.4	3.6	3.4	3.8	---	3.3		13. WPLP	96/1060	13. WDUV-F	925/ 5.6	6.3	5.5
14. WPDS-F	69/ 2.4	3.9	3.0	2.1	---	2.9		14. WNLT-F	82/1177	14. WTMP	886/ 5.4	5.4	NA
15. WDUV-F	64/ 2.2	2.2	2.8	1.8	---	2.3		15. WGUL-F	79/ 782	15. WGUL-F	746/ 4.6	4.4	5.5
16. WXCR-F	47/ 1.6	1.2	.6	.6	---	1.0		16.		16. WXCR-F	720/ 4.4	3.2	2.4
17. WRXB	46/ 1.6	1.0	2.1	1.6	---	1.6		17.		17. WHVE-F	558/ 3.4	4.5	4.3
18. WHVE-F	44/ 1.5	1.3	1.7	1.1	---	1.4		18.		18. WRBQ	498/ 3.0	3.0	4.5
19. WHBO	39/ 1.3	1.5	1.8	1.0	---	1.4		19.		19. WHBO	412/ 2.5	3.0	2.3
20. WRBQ	23/ .8	.9	1.1	.9	---	.9		20.		20. WRXB	404/ 2.5	2.5	2.5
21.								21.		21.			
22.								22.		22.			
23.								23.		23.			
24.								24.		24.			
25.								25.		25.			

12+ FM SHARE (METRO): 72.53% (1819 of 2508)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WWBA-F>	1. WRBQ-F+	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F+
2. WYNF-F	2. WYNF-F	2. WKRL-F	2. WUSA-F	2. WQYK-F	2. WRBQ-F	2. WWBA-F	2. WWBA-F>	2. WWBA-F>	2. WWBA-F	2. WYNF-F
3. WTMP	3. WKRL-F>	3. WYNF-F	3. WQYK-F	3. WUSA-F	3. WQYK-F	3. WQYK-F	3. WQYK-F	3. WQYK-F	3. WFLA	3. WQYK-F
4.	4. WQYK-F	4. WQYK-F	4. WKRL-F	4. WKRL-F	4. WUSA-F	4. WFLA	4. WKRL-F	4. WYNF-F	4. WYNF-F	4. WYNF-F
5.	5. WNLT-F	5. WUSA-F>	5. WYNF-F	5. WWBA-F	5. WSUN	5. WDAE	5. WYNF-F	5. WKRL-F	5. WKRL-F	5. WKRL-F
6.	6. WUSA-F	6. WNLT-F	6. WPDS-F	6. WYNF-F	6. WFLA	6. WTMP	6. WUSA-F	6. WUSA-F	6. WQYK-F	6. WDAE
7.	7.	7. WPDS-F	7.	7. WPDS-F	7. WTMP	7. WSUN	7. WDAE	7. WPLP	7. WNLT-F	7. WUSA-F
8.	8.	8.	8.	8.	8. WDAE	8. WYNF-F	8.	8. WTMP	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WYNF-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F>
2. WYNF-F>	2. WYNF-F	2. WUSA-F	2. WUSA-F	2. WUSA-F	2. WRBQ-F	2. WYNF-F	2. WYNF-F	2. WKRL-F	2. WQYK-F
3. WKRL-F	3. WKRL-F	3. WNLT-F	3. WYNF-F	3. WQYK-F	3. WKRL-F	3. WKRL-F	3. WKRL-F	3. WYNF-F	3. WUSA-F
4.	4. WUSA-F	4. WKRL-F	4. WKRL-F	4. WWBA-F	4.	4. WQYK-F	4. WQYK-F	4. WQYK-F	4. WKRL-F
5.	5. WNLT-F	5. WQYK-F	5. WQYK-F	5. WPDS-F	5.	5. WNLT-F	5. WUSA-F	5. WUSA-F	5. WYNF-F
6.	6. WQYK-F	6. WTMP	6. WNLT-F	6. WKRL-F	6.	6. WHVE-F	6. WNLT-F	6. WRXB	6. WPDS-F
7.	7.	7. WYNF-F	7. WTMP	7. WNLT-F	7.	7. WUSA-F	7.	7. WPDS-F	7. WHBO
8.	8.	8.	8.	8.	8.	8.	8.	8. WHVE-F	8. WSUN
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLFF	680	St. Petersburg	.5/1.6
WTAN	1340	Clearwater	.4/1.7
WWJB	1450	Brooksville	.4/1.0

RADIO STATIONS

AM STATIONS

WAMA, 860, 500 W (DA-1)	, SPANISH	, \$ 20.00	(Caballero)	
WCHF, 1010, 50 KW/5 KW (DA-2)	, RELIGION	, \$ 13.00	(---)	Sudbrink
WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC-I, \$ 77.00*	(Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2)	, NEWS/TALK	NBC, NBC-T, \$ 65.00*	(Blair)	Blair
WHBQ, 1040, 5 KW (DAYS)	, OLDIES	UPI, \$ 37.00	(MMR)	Metroplex
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	MBS, CBS, \$ 36.00	(---)	Century
WPLP, 570, 1 KW (DA-2)	, TALK/NEWS	, \$ 45.00	(Katz)	Guy Gannett
WPSQ, 1500, 250 W (DAYS)	, NOSTALGIA	MBS, \$ 18.00	(Masla)	
WRBQ, 1380, 5 KW (DA-N)	, CHR	ABC-F, \$ NA	(Eastman)	Edens
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 40.00	(Lazar)	
WSUN, 620, 10 KW (DA-N)	, COUNTRY	US 2, ABC-E, \$ 85.00*	(CBS)	CBS
WTAN, 1340, 1 KW (DA-N)	, MOR	, \$ 25.00	(---)	
WTIS, 1110, 10 KW (DAYS, DA)	, RELIGION	, \$ 17.00*	(---)	Forus
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$ 45.00	(HNWH)	
WTYM, 1300, 5 KW/10 KW (DA-2)	, SPANISH	, \$ 28.00	(---)	Associated
WYOU, 1550, 10 KW (DAYS)	, SPANISH	, \$ NA	(Lotus)	

FM STATIONS

WGUL, 105.5, 3 KW @ 300, NOSTALGIA	MBS, \$ 53.00*	(Masla)	
WUSA, 100.7, 100 KW @ 503, AC	, \$115.00*	(Mc-Guild)	Gannett
WKRL, 97.9, 100 KW @ 639, CLASSIC AOR	Source, \$ 85.00*	(Christal)	Sandusky
WNLN, 95.7, 100 KW @ 507, AC	, \$ 80.00*	(MMR)	Metroplex
WPDS, 93.3, 100 KW @ 930, AC	, \$ 62.00*	(Blair)	Blair
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$109.00*	(Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC-F, \$155.00*	(Eastman)	Edens
WBWA, 107.3, 100 KW @ 649, BTFL/EZ	, \$140.00*	(Republic)	Metromedia
WXCR, 92.1, 1.7 KW @ 400, CLASSICAL	UPI, \$ 45.00	(CMBS)	Entercom
WYNF, 94.9, 100 KW @ 1460, AOR	ABC-R, \$105.00*	(CBS)	CBS
WLVU, 106.3, 3 KW @ 300, AC (?)	, \$ 30.00	(HNWH)	(HOLIDAY)

WHVE, WDUV - See Sarasota

TOLEDO

Arbitron Rank/Pop (12+): 67/506,300  
 MSA Rank/Pop: 77/661,800  
 ADI # 65  
 Average Person Ratings: 16.2  
 Market TSL: 21.5 hours

Stations: 21/14  
 Diaries: 1075/471:1/45.4%  
 Sample Target: 1010  
 % Below Line: 10.4  
 % Not Listed: 12.0

1985 Revenue: \$13,000,000  
 HH Inc.: \$28,659  
 Retail \$: 4.2 Bil  
 Pop per Station: 36,164  
 #1 Biller: WSPD \$2,300,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/METRO CUME RATING	SPG 86	FAL 85
1. WMHE-F	106/13.0	14.8	---	13.0	---	13.6	16.2	1. WMHE-F	181/2478	1. WMHE-F	1580/31.2	31.6 26.8
2. WSPD	89/10.9	11.7	---	8.8	---	10.5	7.0	2. WIOT-F	142/1842	2. WIOT-F	1182/23.3	19.7 21.8
3. WIOT-F	86/10.5	6.7	---	10.2	---	9.1	15.2	3. WLQR-F	111/1379	3. WSPD	1139/22.5	24.6 21.7
4. WWWM-F	71/ 8.7	5.8	---	5.9	---	6.8	8.5	4. WSPD	100/1322	4. WRQN-F	916/18.1	20.9 14.8
5. WLQR-F	70/ 8.6	9.8	---	11.0	---	9.8	5.4	5. WJR	90/1473	5. WWWM-F	883/17.4	15.1 15.1
6. WKKO-F	52/ 6.4	9.6	---	6.3	---	7.4	5.8	6. WWWM-F	86/1028	6. WLQR-F	872/17.2	18.3 18.7
7. WRQN-F	48/ 5.9	9.0	---	4.7	---	6.5	9.4	7. WKKO-F	60/ 926	7. WKKO-F	722/14.3	15.4 12.2
8. WTOD	37/ 4.5	3.7	---	5.8	---	4.7	2.5	8. WRQN-F	58/1088	8. WJR	672/13.3	13.4 10.1
9. WCWA	35/ 4.3	2.9	---	3.6	---	3.6	1.5	9. WTOD	45/ 508	9. WCWA	442/ 8.7	8.0 10.1
10. WJR	34/ 4.2	5.0	---	4.1	---	4.4	4.8	10. WRIF-F	37/ 427	10. WTOD	402/ 7.9	7.6 7.7
11. WVOI	26/ 3.2	3.2	---	3.1	---	3.2	3.8	11.		11. WOHO	357/ 7.1	5.7 8.0
12. CKLW	16/ 2.0	2.2	---	3.9	---	2.7	1.7	12.		12. WVOI	326/ 6.4	8.1 7.3
13. WOHO	13/ 1.6	1.4	---	2.1	---	1.7	1.4	13.		13.		
14.								14.		14.		
15.								15.		15.		

12+ FM SHARE (METRO): 64.03% (461 of 720)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMHE-F>	1. WIOT-F	1. WMHE-F	1. WMHE-F	1. WMHE-F	1. WLQR-F	1. WSPD	1. WMHE-F	1. WMHE-F	1. WSPD	1. WMHE-F
2. WRQN-F	2. WMHE-F	2. WIOT-F	2. WWWM-F	2. WWWM-F	2. WSPD	2. WMHE-F	2. WLQR-F	2. WIOT-F	2. WIOT-F	2. WIOT-F
3. WIOT-F	3. WWWM-F	3. WWWM-F	3. WKKO-F	3. WKKO-F	3. WKKO-F	3. WWWM-F	3. WWWM-F	3. WWWM-F	3. WMHE-F	3. WWWM-F
4.	4. WRQN-F	4. WKKO-F	4. WIOT-F	4. WIOT-F	4. WTOD	4. WLQR-F	4. WIOT-F	4. WLQR-F>	4. WJR >	4. WKKO-F
5.	5. WKKO-F	5. WRQN-F	5. WLQR-F	5. WLQR-F	5. WWWM-F	5. WIOT-F	5. WSPD	5. WKKO-F	5. WRQN-F	5. WLQR-F
6. WMHE-F										
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WMHE-F>	1. WMHE-F	1. WWWM-F	1. WMHE-F	1. WWWM-F	1. WIOT-F>	1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WMHE-F	
2. WIOT-F	2. WWWM-F	2. WMHE-F	2. WWWM-F	2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WIOT-F	
3. WRQN-F	3. WIOT-F	3. WIOT-F	3. WIOT-F	3. WLQR-F	3. WWWM-F	3. WWWM-F	3. WWWM-F	3. WWWM-F	3. WKKO-F	
4. WWWM-F	4. WRQN-F>	4. WKKO-F	4. WKKO-F	4. WKKO-F	4. WWWM-F	4. WRQN-F	4. WKKO-F	4. WKKO-F	4. WWWM-F	
5. WVOI	5. WKKO-F	5. WLQR-F	5. WLQR-F	5. WSPD	5.	5. WKKO-F	5. WRQN-F	5. WRQN-F	5. WJR	
	WLQR-F		6. WRQN-F						6. WLQR-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFOB	1430	Bowling Green	.6/2.0
WHFD-F	95.9	Archbold	.4/1.3
WJYM	730	Bowling Green	.5/1.2
CKLW-F	93.9	Windsor	.4/1.7
WHMQ-F	100.5	Findlay	.4/1.2
WJLB-F	97.9	Detroit	1.1/3.0
WLLZ-F	98.7	Detroit	.4/2.6
WRIF-F	101.1	Detroit	.9/3.1

RADIO STATIONS

WCWA, 1230, 1 KW	, NOSTALGIA	CBS,MBS,\$ 25.00	(Mc-Guild)	Reams
WOHO, 1470, 1 KW (DA-2)	, AC	,\$ 27.00*	(Blair)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC,\$ 54.00	(Katz)	
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-1,\$ 34.00	(MMR)	Booth
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN,\$ 22.00	(Regional)	
WIOT-F, 104.7, 37 KW @ 655, AOR		Source,\$ 70.00	(Mc-Guild)	Reams
WKKO-F, 99.9, 50 KW @ 500, COUNTRY		ABC-E,\$ 48.00*	(MMR)	Booth
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ		,\$ 68.00	(Katz)	
WMHE-F, 92.5, 50 KW @ 480, CHR		ABC-F,\$ 66.00*	(Christal)	Osborn
WWWM-F, 105.5, 3 KW @ 300, AC		,\$ 35.00*	(Blair)	
WRQN-F, 93.5, 3 KW @ 176, CHR		,\$ 20.00	(Masla)	(BOWLING GREEN)

TUCSON

Arbitron Rank/Pop (12+): 64/513,500

MSA Rank/Pop: 30/605,600

ADI # 82  
Average Person Ratings: 16.3  
Market TSL: 22.0 hours

Stations: 19/18  
Diaries: 964/533:1/49.1%  
Sample Target: 880  
% Below Line: 6.6  
% Not Listed: 14.3

1985 Revenue: \$14,000,000  
HH Inc.: \$24,590  
Retail \$: 3.4 Bil  
Pop per Station: 28,528  
#1 Biller: KRQQ-F \$2,000,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. KRQQ-F	89/10.6	11.2	---	7.2	---	9.7		1. KIIM-F	95/ 897	1. KRQQ-F	1380/26.9	24.6	21.1
2. KIIM-F	88/10.5	9.2	---	9.2	---	9.6		2. KJYK-F	92/ 948	2. KLPX-F	987/19.2	19.7	19.7
3. KJYK-F	82/ 9.8	9.7	---	10.8	---	10.1		3. KRQQ-F	91/1403	3. KJYK-F	843/16.4	17.5	15.5
4. KLPX-F	76/ 9.1	10.5	---	9.3	---	9.6		4. KLPX-F	80/1073	4. KWFM-F	842/16.4	16.7	17.4
5. KUPD-F	47/ 5.6	5.8	---	5.0	---	5.5		5. KWFM-F	53/ 927	5. KIIM-F	836/16.3	16.7	16.5
6. KWFM-F	46/ 5.5	6.1	---	5.8	---	5.8		6. KUPD-F	52/ 676	6. KHYT	660/12.9	8.8	10.0
7. KNST	37/ 4.4	4.0	---	4.7	---	4.4		7. KNST	37/ 556	7. KUPD-F	641/12.5	8.4	8.5
8. KHYT	37/ 4.4	2.6	---	4.3	---	3.8		8. KHYT	37/ 660	8. KNST	556/10.8	12.0	13.6
9. KCUB	33/ 3.9	5.4	---	5.1	---	4.5		9. KCUB	33/ 521	9. KCUB	499/ 9.7	11.9	10.0
10. KCEE	31/ 3.7	2.6	---	4.9	---	3.7		10. KCEE	32/ 423	10. KTKT	480/ 9.3	10.4	9.3
11. KGVY	23/ 2.7	4.4	---	6.6	---	4.6		11. KQTL	25/ 181	11. KTUC	426/ 8.3	5.4	6.4
12. KQTL	23/ 2.7	3.9	---	1.7	---	2.8		12. KGVY	25/ 251	12. KCEE	385/ 7.5	10.6	10.1
13. KTKT	22/ 2.6	3.6	---	2.1	---	2.8		13. KTKT	22/ 480	13. KAIR	347/ 6.8	8.3	9.0
14. KTUC	22/ 2.6	1.5	---	2.4	---	2.2		14. KTUC	22/ 441	14. KGVY	232/ 4.5	5.6	7.3
15. KXEW	19/ 2.3	2.4	---	3.3	---	2.7		15. KXEW	19/ 214	15. KXEW	207/ 4.0	NA	4.7
16. KAIR	17/ 2.0	2.4	---	3.7	---	2.7							

12+ FM SHARE (METRO): 60.39% (433 of 717)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRQQ-F	1. KLPX-F	1. KLPX-F	1. KIIM-F	1. KIIM-F	1. KIIM-F	1. KIIM-F	1. KJYK-F	1. KRQQ-F	1. KRQQ-F	1. KJYK-F
2. KUPD-F	2. KRQQ-F	2. KIIM-F	2. KLPX-F	2. KLPX-F	2. KJYK-F	2. KLPX-F	2. KRQQ-F	2. KIIM-F	2. KJYK-F	2. KRQQ-F
3. KHYT	3. KIIM-F	3. KRQQ-F	3. KRQQ-F	3. KRQQ-F	3. KCUB	3. KJYK-F	3. KIIM-F	3. KLPX-F	3. KIIM-F	3. KIIM-F
4. KLPX-F	4. KUPD-F	4. KWFM-F	4. KWFM-F	4. KJYK-F	4. KNST	4. KRQQ-F	4. KLPX-F	4. KJYK-F	4. KLPX-F	4. KLPX-F
5.	5. KWFM-F	5. KJYK-F	5. KJYK-F	5. KWFM-F	5. KWFM-F	5. KWFM-F	5. KWFM-F	5. KUPD-F	5. KUPD-F	5. KCUB

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRQQ-F	1. KRQQ-F	1. KIIM-F	1. KIIM-F	1. KIIM-F	1. KLPX-F	1. KLPX-F	1. KLPX-F	1. KLPX-F	1. KLPX-F
2. KIIM-F	2. KIIM-F	2. KRQQ-F	2. KRQQ-F	2. KJYK-F	2. KRQQ-F	2. KRQQ-F	2. KRQQ-F	2. KRQQ-F	2. KIIM-F
3. KLPX-F	3. KLPX-F	3. KLPX-F	3. KJYK-F	3. KWFM-F	3. KUPD-F	3. KUPD-F	3. KUPD-F	3. KIIM-F	3. KRQQ-F
4. KWFM-F	4. KWFM-F	4. KWFM-F	4. KWFM-F	4. KRQQ-F	4. KIIM-F	4. KIIM-F	4. KIIM-F	4. KUPD-F	4. KNST
5. KUPD-F	5.	5.	5. KLPX-F	5. KCEE	5. KTKT	5. KTKT	5. KHYT	5. KWFM-F	5. KWFM-F
6. KHYT						KHYT	KWFM-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEZG-F	92.1	Green Valley	.6/2.6
KFXX	1450	Tucson	1.0/1.4
KVOI	690	Tucson	1.4/4.0

RADIO STATIONS

KAIR, 1490, 1 KW	, AC	NBC, \$ 28.00	(Christal)	Citadel
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES/AC	CBS, \$ 35.00	(MMR)	Behan
KCUB, 1290, 1 KW	, COUNTRY	\$ 44.00*	(Katz)	
KGVY, 1080, 1 KW (DAYS)	, NOSTALGIA	APR, \$ 16.00	(Roslin)	(GREEN VALLEY)
KHYT, 1330, 2 KW/5 KW (DA-2)	, CHR	\$ 34.00	(Republic)	
KNST, 940, 1 KW (DA-1)	, NEWS/TALK	MBS, ABC-I, \$ 23.00*	(Mc-Guild)	Nationwide
KQTL, 1210, 1 KW/500 W (DA-2)	, SPANISH	UPI, \$ 18.00	(Caballero)	(SAHUARITA)
KTKT, 990, 10 KW/1 KW (DA-N)	, SOFT AC	CBS, APR, \$ 26.00	(Torbet)	
KTUC, 1400, 1 KW	, NEWS/TALK	\$ 20.00	(Roslin)	
KVOI, 690, 250 W (DAYS)	, RELIGION	\$ 12.00	(---)	
KFLT, 1450, 1 KW	, RELIGION	\$ NA	(---)	Family Life
KXEW, 1600, 1 KW	, SPANISH	\$ 19.00*	(Lotus)	
KEZG-F, 92.1, 3 KW @ 130	, BTFL/EZ	\$ 17.00	(Gillis)	(GREEN VALLEY)
KIIM-F, 99.5, 100 KW @ 1955	, COUNTRY	\$ 34.00	(Katz)	
KJYK-F, 94.9, 100 KW @ 1952	, BTFL/EZ	\$ 41.00	(Christal)	Citadel
KLPX-F, 96.1, 93 KW @ 500	, AOR	\$ 50.00	(Torbet)	Lotus
KRQQ-F, 93.7, 26 KW @ 150	, CHR	\$ 49.00*	(Mc-Guild)	Nationwide
KWFM-F, 92.9, 93 KW @ 2036	, AC	\$ 41.00	(MMR)	Behan

KUPD-F - See Phoenix

TULSA

Arbitron Rank/Pop (12+): 56/647,500

MSA Rank/Pop: 65/749,900  
ADI # 52

Average Person Ratings: 15.5  
Market TSL: 20.8 hours

Stations: 19/19  
Diaries: 1075/602:1/45.9%  
Sample Target: 970  
% Below Line: 0  
% Not Listed: 12.3

1985 Revenue: \$20,200,000  
HH Inc.: \$ 29,645  
Retail \$: 4.6 Bil  
Pop per Station: 34,079  
#1 Biller: KRAV-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85
1. KMOD-F	113/11.3	8.3	---	8.6	---	9.4		1. KAYI-F	161/2046	1. KAYI-F 1374/21.2	22.2	24.4
2. KAYI-F	100/10.0	10.3	---	11.5	---	10.6		2. KVOO	147/2011	2. KRMG 1238/19.1	21.3	27.0
3. KBEZ-F	95/ 9.5	10.4	---	10.8	---	10.2		3. KTFX-F	135/1722	3. KMOD-F 1188/18.3	17.4	16.8
4. KWEN-F	88/ 8.8	11.8	---	11.5	---	10.7		4. KBEZ-F	127/1329	4. KRAV-F 1135/17.5	18.9	20.0
5. KVOO	80/ 8.0	11.0	---	11.6	---	10.2		5. KMOD-F	124/1360	5. KVOO 1125/17.4	21.9	21.6
6. KRMG	75/ 7.5	8.5	---	11.5	---	9.2		6. KRMG	112/1729	6. KWEN-F 1042/16.1	21.1	21.6
7. KRAV-F	72/ 7.2	7.4	---	8.1	---	7.6		7. KWEN-F	92/1230	7. KBEZ-F 988/15.3	20.3	19.9
8. KTFX-F	61/ 6.1	5.5	---	5.4	---	5.7		8. KRAV-F	76/1256	8. KTFX-F 889/13.7	13.0	13.3
9. KQMJ-F	42/ 4.2	3.5	---	---	---	3.9		9. KMYZ-F	48/ 826	9. KQMJ-F 590/ 9.1	7.0	---
10. KMYZ-F	35/ 3.5	3.2	---	2.2	---	3.0		10. KQMJ-F	46/ 793	10. KMYZ-F 534/ 8.2	8.8	6.1
11. KCF0-F	32/ 3.2	3.4	---	3.1	---	3.2		11. KCF0-F	37/ 532	11. KCF0-F 401/ 6.2	8.7	7.4
12. KGTO	24/ 2.4	2.2	---	3.2	---	2.6		12. KGTO	25/ 362	12. KGTO 323/ 5.0	3.9	5.7
13.								13.		13.		
14.								14.		14.		
15.								15.		15.		

12+ FM SHARE (METRO): 75.31% (662 of 879)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KAYI-F>	1. KMOD-F>	1. KMOD-F	1. KWEN-F	1. KWEN-F	1. KBEZ-F	1. KRMG	1. KBEZ-F	1. KMOD-F	1. KAYI-F	1. KMOD-F
2. KMOD-F	2. KAYI-F	2. KWEN-F	2. KMOD-F	2. KMOD-F	2. KVOO	2. KVOO	2. KMOD-F	2. KWEN-F	2. KMOD-F	2. KAYI-F
3.	3. KRAV-F	3. KRAV-F	3. KRAV-F	3. KRAV-F	3. KWEN-F	3. KMOD-F	3. KRAV-F	3. KAYI-F	3. KWEN-F	3. KVOO
4.	4. KWEN-F	4. KAYI-F	4. KTFX-F	4. KBEZ-F	4. KTFX-F	4. KBEZ-F	4. KAYI-F	4. KRMG	4. KRMG	4. KWEN-F
5.	5. KMYZ-F	5. KTFX-F	5. KBEZ-F	5. KTFX-F	5. KRMG	5. KWEN-F	5. KWEN-F	5. KVOO	5. KBEZ-F	5. KBEZ-F
	6. KQMJ-F			6. KVOO				KRAV-F	KCF0-F+	
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KAYI-F	1. KAYI-F	1. KRAV-F	1. KRAV-F	1. KRAV-F		1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F	1. KMOD-F
2. KMOD-F	2. KRAV-F	2. KAYI-F	2. KAYI-F	2. KWEN-F		2. KAYI-F	2. KMYZ-F	2. KWEN-F	2. KWEN-F	2. KWEN-F
3. KRAV-F	3. KMOD-F>	3. KMOD-F	3. KWEN-F	3. KTFX-F		KMYZ-F	3. KWEN-F	3. KMYZ-F	3. KRAV-F	3. KVOO
4. KCF0-F	4. KCF0-F	4. KQMJ-F	4. KTFX-F	4. KBEZ-F		4. KWEN-F	4. KAYI-F	KRAV-F	KMYZ-F	4. KBEZ-F
5. KTFX-F	KQMJ-F	5. KWEN-F	5. KMOD-F	5. KQMJ-F		KQMJ-F	5. KRAV-F	5. KRMG	5. KAYI-F	KRAV-F
	KWEN-F			KVOO				6. KVOO		
								7. KAYI		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBJ	1300	Tulsa	.7/2.7
KCF0	970	Tulsa	1.5/3.3
KCMA-F	92.1	Broken Arrow	.9/3.2
KSKS	1430	Tulsa	.6/1.6
KVLT-F	106.1	Owasso	1.0/4.3
KXOJ	1550	Sapulpa	1.0/1.8
KXOJ-F	100.9	Sapulpa	.5/3.2

RADIO STATIONS

KBBJ, 1300, 5 KW/1 KW (DA-2), OLDIES  
KCF0, 970, 2.5 KW/1 KW (DA-2), RELIGION  
KGTO, 1050, 1 KW (DAYS), OLDIES  
KRMG, 740, 50 KW/25 KW (DA-2), MOR  
KSKS, 1430, 5 KW (DA-N), AC  
KVOO, 1170, 50 KW (DA-N), COUNTRY

KBEZ-F, 92.9, 100 KW @ 680, BTFL/EZ  
KCF0-F, 98.5, 100 KW @ 660, RELIGION  
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL  
KMOD-F, 97.5, 50 KW @ 435, AOR  
KRAV-F, 96.5, 100 KW @ 380, AC  
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY  
KWEN-F, 95.5, 100 KW @ 339, COUNTRY

KAYI-F, 106.9, 97 KW @ 1005, CHR  
KVLT-F, 106.1, 100 KW @ 1315, AC  
KQMJ-F, 99.5, 100 KW @ 984, AC  
KMYZ-F, 104.5, 100 KW @ 1240, AOR

CBS, \$ 21.00\* (HNWH) Clear Channel  
, \$ 10.00 (---) Salem  
US I, \$ 19.00 (Select) Kravis  
ABC-I, \$ 75.00\* (Christal) Swanson  
, \$ NA (---) Federated  
, \$ 65.00 (Blair)  
, \$ 62.00\* (MMR) WIN  
ABC-D, \$ 20.00 (Weiss) Salem  
, \$ 20.00 (CMBS)  
, \$ 68.00\* (HNWH) Clear Channel  
, \$ 84.00\* (Select)  
, \$ 58.00 (HNWH)  
APR, \$ 110.00 (Katz) New City  
ABC-F, \$ 60.00\* (Torbet) Hicks (MUSKOGEE)  
, \$ NA (---) Federated (OWASSO)  
, \$ NA (Christal) Swanson (HENRIETTA)  
Source, \$ 43.00 (Republic) Shamrock (PRYOR)

WASHINGTON, D. C.

Arbitron Rank/Pop (12+): 9/2,905,500

Stations: 30/29  
Diaries: 2074/1401:1/37.1%  
Sample Target: 2050  
% Below Line: 0.5  
% Not Listed: 13.4

1985 Revenue: \$ 110,000,000  
HH Inc.: \$ 40,C37  
Retail \$: 25.1 Bil  
Pop per Station: 100,190  
#1 Biller: WMAL \$14,000,000

MSA Rank/Pop: 7/3,440,500

ADI # 9

Average Person Ratings: 17.4

Market TSL: 22.8 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO	CUME/ METRO	CUME/ RATING	SPG 86	FAL 85
1. WKYS-F	403/ 8.0	7.6	6.6	7.0	7.5	7.3	9.1	1. WKYS-F	419/ 4746	1. WKYS-F	4534/15.6	15.1	16.6	
2. WGAY-F	362/ 7.2	7.3	7.2	8.0	8.6	7.4	5.8	2. WGAY-F	403/ 4831	2. WAVA-F	4530/15.6	13.5	13.9	
3. WHUR-F	328/ 6.5	6.1	6.7	8.6	7.8	7.0	8.2	3. WHUR-F	349/ 4706	3. WHUR-F	4320/14.9	15.0	18.1	
4. WMAL	295/ 5.8	6.8	6.6	7.1	6.7	6.6	4.9	4. WWDC-F	337/ 5845	4. WWDC-F	4303/14.8	12.9	16.9	
5. WWDC-F	239/ 4.7	4.4	5.0	6.5	6.5	5.2	6.2	5. WMAL	310/ 4353	5. WTOP	4268/14.7	15.8	14.0	
6. WAVA-F	229/ 4.5	4.7	4.1	4.0	3.9	4.3	5.1	6. WRQX-F	285/ 5434	6. WGAY-F	4256/14.6	14.8	15.4	
7. WMZQ-F	222/ 4.4	6.8	5.0	3.5	4.1	4.9	4.8	7. WAVA-F	272/ 5362	7. WRQX-F	4168/14.3	13.8	17.0	
8. WRQX-F	218/ 4.3	3.5	4.4	4.3	5.7	4.1	5.0	8. WMZQ-F	270/ 3945	8. WMAL	4077/14.0	14.1	18.6	
9. WDJY-F	213/ 4.2	3.9	3.8	3.8	3.1	3.9	6.6	9. WTOP	237/ 4902	9. WBMW-F	3463/11.9	10.3	9.4	
10. WTOP	209/ 4.1	4.3	4.7	4.5	4.0	4.4	4.3	10. WBMW-F	228/ 4103	10. WDJY-F	3199/11.0	10.5	10.9	
11. WCXR-F	191/ 3.8	5.3	4.1	1.9	2.7	3.8	4.9	11. WDJY-F	218/ 3319	11. WLTT-F	3033/10.4	12.0	14.0	
12. WBMW-F	183/ 3.6	2.3	2.4	2.4	2.1	2.7	4.2	12. WCXR-F	214/ 3172	12. WMZQ-F	2881/ 9.9	12.3	9.2	
13. WLTT-F	162/ 3.2	3.8	4.3	4.0	3.9	3.8	2.9	13. WLTT-F	186/ 3561	13. WCXR-F	2852/ 9.8	13.1	6.5	
14. WGMS-F+	142/ 2.8	3.1	3.6	2.7	2.1	3.1	2.0	14. WGMS-F+	157/ 2591	14. WGMS-F+	2364/ 8.1	8.4	7.9	
15. WCLY-F+	128/ 2.5	2.7	3.1	3.4	3.8	2.9	2.9	15. WCLY-F+	153/ 2723	15. WCLY-F+	2336/ 8.0	8.1	10.6	
16. WWRC	125/ 2.5	3.1	2.7	2.1	1.9	2.6	1.9	16. WXTR-F	143/ 2647	16. WXTR-F	2117/ 7.3	6.3	8.0	
17. WXTR-F	110/ 2.2	1.6	2.1	2.7	2.3	2.2	2.5	17. WWRC	138/ 1882	17. WASH-F	1999/ 6.9	6.6	10.1	
18. WTKS-F	93/ 1.8	1.5	1.6	1.5	1.1	1.6	1.4	18. WASH-F	106/ 2347	18. WTKS-F	1806/ 6.2	4.3	4.3	
19. WASH-F	90/ 1.8	1.7	1.7	2.7	3.0	2.0	1.9	19. WTKS-F	95/ 1925	19. WWRC	1743/ 6.0	6.5	5.5	
20. WYCB	87/ 1.7	1.0	1.2	1.0	1.1	1.2	1.2	20. WYCB	87/ 885	20. WHFS-F	1092/ 3.8	3.4	3.6	
21.								21.		21.				
22.								22.		22.				
23.								23.		23.				
24.								24.		24.				
25.								25.		25.				

12+ FM SHARE (METRO): 78.32% (3424 of 4372)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WDJY-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WGAY-F	1. WMAL	1. WGAY-F	1. WGAY-F	1. WHUR-F	1. WKYS-F
2. WBMW-F	2. WHUR-F	2. WHUR-F	2. WHUR-F	2. WHUR-F	2. WMAL	2. WKYS-F	2. WKYS-F	2. WKYS-F	2. WKYS-F	2. WGAY-F
3. WAVA-F	3. WWDC-F	3. WWDC-F	3. WMZQ-F	3. WGAY-F	3. WMZQ-F	3. WTOP	3. WHUR-F	3. WMAL	3. WDJY-F	3. WDJY-F
4. WRQX-F	4. WCXR-F	4. WAVA-F	4. WGAY-F	4. WMZQ-F	4. WTOP	4. WGAY-F	4. WRQX-F	4. WDJY-F	4. WGAY-F	4. WAVA-F
5. WKYS-F	5. WAVA-F	5. WCXR-F	5. WLTT-F	5. WLTT-F	5. WKYS-F	5. WWDC-F	5. WMZQ-F	5. WAVA-F	5. WRQX-F	5. WWDC-F
6. WHUR-F	6. WRQX-F	6. WMZQ-F	6. WRQX-F	6. WMAL	6. WGMS-F+	6. WAVA-F	6. WCXR-F	6. WMZQ-F	6. WWDC-F	6. WCXR-F
7. WWDC-F	7. WLTT-F	7. WRQX-F	7. WWDC-F	7. WRQX-F	7. WHJR-F	7. WMZQ-F	7. WMAL	7. WTOP	7. WBMW-F	7. WMAL
8. WCXR-F	8. WDJY-F	8. WGAY-F	8. WTOP	8. WTOP	8. WWRC	8. WRQX-F	8. WWDC-F	8. WRQX-F	8. WWRC	8. WRQX-F
9. WHFS-F	9. WBMW-F	9. WLTT-F	9. WAVA-F	9. WWDC-F	9. WXTR-F	9. WHUR-F	9. WDJY-F	9. WWDC-F	9. WCXR-F	9. WMZQ-F
10. WXTR-F	10. WCLY-F+	10. WBMW-F	10. WCXR-F	10. WAVA-F	10. WYCB	10. WBMW-F	10. WLTT-F	10. WHUR-F	10. WTOP	10. WHUR-F
									11. WAVA-F	
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F		1. WWDC-F	1. WWDC-F	1. WHUR-F	1. WWDC-F	1. WKYS-F
2. WCXR-F	2. WHUR-F	2. WHUR-F	2. WHUR-F	2. WHUR-F		2. WAVA-F	2. WKYS-F	2. WKYS-F	2. WKYS-F	2. WHUR-F
3. WAVA-F	3. WRQX-F	3. WRQX-F	3. WRQX-F	3. WGAY-F		3. WCXR-F	3. WHUR-F	3. WWDC-F	3. WHUR-F	3. WMZQ-F
4. WRQX-F	4. WCXR-F	4. WLTT-F	4. WLTT-F	4. WRQX-F		4. WKYS-F	4. WCXR-F	4. WCXR-F	4. WMZQ-F	4. WGAY-F
5. WLTT-F	5. WLTT-F	5. WCXR-F	5. WAVA-F	5. WLTT-F		5. WDJY-F	5. WAVA-F	5. WAVA-F	5. WCXR-F	5. WWDC-F
						6. WRQX-F	6. WDJY-F	6. WLTT-F	6. WAVA-F	6. WTOP
7. WHUR-F	7. WBMW-F	7. WAVA-F	7. WBMW-F	7. WMAL		7. WBMW-F	7. WRXQ-F	7. WHFS-F	7. WGAY-F	7. WMAL
8. WWDC-F	8. WWDC-F	8. WWDC-F	8. WCXR-F	8. WCLY-F+		8. WHUR-F	8. WHFS-F	8. WDJY-F	8. WDJY-F	8. WCXR-F
9. WDJY-F	9. WCLY-F+	9. WASH-F	9. WMZQ-F	9. WTOP		9.	9. WLTT-F	9. WTOP	9. WTOP	9. WAVA-F
10. WCLY-F+	10. WDJY-F	10. WBMW-F	10. WCLY-F+	10. WAVA-F		10.	10. WBMW-F	10. WMZQ-F	10. WRQX-F	10. WLTT-F



OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria	.7/1.3
WFRE-F	99.9	Frederick	.9/1.5
WHFS-F	99.1	Annapolis	1.3/3.8
WNTR	1050	Silver Spring	.7/1/5
WOL	1450	Washington	.9/2.8
WUST	1120	Washington	.6/1.6
WWDC	1260	Washington	1.3/2.6
WFSI-F	107.9	Annapolis	.4/1.1

RADIO STATIONS

AM STATIONS

WDCT, 1310, 5 KW/500 W (DA-2)	, RELIGION	,\$ 26.00 (----)	Universal
WFAX, 1220, 5 KW (DAYS)	, RELIGION	,\$ 20.00 (----)	
WMAL, 630, 5 KW (DA-2)	, MOR	ABC-I, \$230.00 (Mc-Guild)	Cap Cities/ABC
WMDO, 1540, 5 KW (DAYS)	, SPANISH	,\$ 57.00 (Lotus)	Lotus
WMZQ, 1390, 5 KW (DA-2)	, COUNTRY	,\$ NA (Christal)	Viacom
WNTR, 1050, 1 KW/500W	, TALK	,\$ 35.00 (PW)	
WOL, 1450, 1 KW	, BLACK	,\$ 40.00 (Roslin)	
WTOP, 1500, 50 KW (DA-2)	, NEWS	MBS,CBS,\$120.00* (HNWH)	Outlet
WUST, 1120, 1 KW (DAYS)	, RELIGION	NBN,\$ 23.00 (----)	
WWDC, 1260, 5 KW (DA-N)	, NOSTALGIA	,\$ 48.00* (Christal)	
WWRC, 980, 5 KW (DA-N)	, NOSTALGIA	NBC,NBC-T,\$ 80.00* (MMR)	Greater Media
WYCB, 1340, 1 KW	, GOSPEL	SBN,\$ 50.00 (----)	
WCPT, 730, 5 KW (DAYS,DA)	, URBAN	,\$ 35.00* (Select)	Metroplex

FM STATIONS

WASH, 97.1, 23 KW @ 690, AC	US I,\$150.00 (Katz)	Metropolitan
WAVA, 105.1, 50 KW @ 500, CHR	ABC-R,\$130.00* (HNWH)	Emmis
WBMW, 106.7, 23 KW @ 731, CHR	,\$ 85.00* (Select)	CHR
WCXR, 105.9, 50 KW @ 500, CLASSIC AOR	,\$110.00* (Select)	Metroplex
WDJY, 100.3, 40 KW @ 330, BLACK	APR,\$ 90.00* (Masla)	United
WGAY, 99.5, 21 KW @ 780, BTFL/EZ	,\$215.00* (MMR)	Greater Media
WGMS+, 103.5, 20 KW @ 435, CLASSICAL	MBS,\$130.00* (Republic)	RKO
WHUR, 96.3, 24 KW @ 669, BLACK	,\$129.00* (Weiss)	Howard Univ.
WKYS, 93.9, 50 KW @ 485, URBAN	NBC,\$225.00 (Eastman)	NBC
WLTT, 94.7, 21 KW @ 780, AC	,\$180.00* (CBS)	CBS
WMZQ, 98.7, 50 KW @ 490, COUNTRY	,\$160.00* (Christal)	Viacom
WCLY+, 95.5, 50 KW @ 496, AC	,\$145.00* (Torbet)	First Media
WRQX, 107.3, 50 KW @ 410, CHR	ABC-C,\$190.00* (Blair)	Cap Cities/ABC
WTKS, 102.3, 1 KW @ 480, SOFT AC	,\$ 55.00* (CBS)	Outlet
WWDC, 101.1, 50 KW @ 500, AOR	US I,\$145.00* (Christal)	
WXTR, 104.1, 50 KW @ 500, OLDIES	,\$ 95.00 (Masla)	(LA PLATA)
WHFS, 99.1, 50 KW @ 390, AOR	MBS,\$ 50.00* (Masla)	(ANNAPOLIS)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 57/643,400

MSA Rank/Pop: 68/702,900

ADI # 56

Average Person Ratings: 17.1

Market TSL: 23.0 hours

Stations: 31/14

Diaries: 1045/616:1/44.9%

Sample Target: 940

% Below Line: 32.0

% Not Listed: 10.1

1985 Revenue: \$ 15,200,00

HH Inc.: \$ 32,580

Retail \$: 5.8 Bil

Pop per Station: 45,957

#1 Biller: WJNC/WRMF \$4,100,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85
1. WEAT-F	142/12.9	11.6	---	10.4	---	11.6		1. WEAT-F	168/1682	1. WEAT-F	21.8	21.1
2. WRMF-F	98/ 8.9	14.8	---	11.3	---	11.7		2. WRMF-F	110/1414	2. WRMF-F	24.1	20.0
3. WNJY-F	76/ 6.9	7.3	---	6.8	---	7.0		3. WNJY-F	79/ 778	3. WHYI-F	17.6	20.7
4. WJNO	75/ 6.8	6.3	---	7.6	---	6.9		4. WJNO	75/ 970	4. WJNO	13.6	14.5
5. WSHE-F	57/ 5.2	5.7	---	4.5	---	5.1		5. WKGR-F	65/ 870	5. WNJY-F	13.5	13.4
6. WPOM	54/ 4.9	4.1	---	1.9	---	3.6		6. WSHE-F	57/ 655	6. WSHE-F	11.4	8.3
7. WIRK-F	47/ 4.3	4.1	---	5.5	---	4.6		7. WPOM	55/ 557	7. WIRK-F	8.3	10.5
8. WKGR-F	44/ 4.0	2.7	---	3.2	---	3.3		8. WIRK-F	50/ 719	8. WPOM	6.0	4.4
WHYI-F	44/ 4.0	5.6	---	6.9	---	5.5		9. WHYI-F	44/1022	9. WLYF-F	6.6	6.5
10. WLYF-F	41/ 3.7	2.2	---	2.7	---	2.9		10. WLYF-F	41/ 481	10. WKGR-F	8.8	7.0
11. WPBR	33/ 3.0	2.2	---	2.5	---	2.6		11. WPBR	33/ 354	11. WAXY-F	5.8	7.1
12. WNGS-F	29/ 2.6	1.4	---	1.6	---	1.9		12. WNGS-F	30/ 430	12. WNGS-F	4.9	6.3

12+ FM SHARE (METRO): 72.12% (714 of 990)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHYI-F	1. WRMF-F	1. WRMF-F	1. WRMF-F>	1. WRMF-F	1. WEAT-F>	1. WEAT-F+	1. WEAT-F+	1. WEAT-F+	1. WEAT-F+	1. WEAT-F+
2. WPOM	WSHE-F	2. WSHE-F	2. WSHE-F	2. WEAT-F	2. WNJY-F	2. WJNO	2. WRMF-F	2. WRMF-F	2. WSWN-F	2. WNJY-F
3. WPOW-F	3. WKGR-F	3. WKGR-F	3. WPOM	3. WPOM	3. WRMF-F	WRMF-F	3. WNJY-F	3. WNJY-F	3. WJNO	3. WRMF-F
4. WRMF-F	4. WPOM	4. WPOM	4. WIRK-F	4. WSHE-F	4. WJNO	4. WNJY-F	4. WJNO	4. WIRK-F+	4. WRMF-F	4. WPOM
5. WHQT-F	5. WNGS-F	5. WIRK-F	5. WKGR-F	5. WIRK-F	5. WIRK-F	5. WIRK-F+	5. WKGR-F	5. WJNO	5. WPOM	5. WSHE-F
			WNGS-F						WHYI-F	
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WRMF-F>	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>	1. WSHE-F	1. WSHE-F>	1. WSHE-F>	1. WSHE-F	1. WSHE-F	
2. WSHE-F	2. WKGR-F	2. WNGS-F	2. WNGS-F	2. WEAT-F	2. WKGR-F	2. WKGR-F	2. WKGR-F	2. WRMF-F	2. WRMF-F	
3. WKGR-F	WSHE-F	3. WKGR-F	3. WKGR-F	3. WNGS-F	3. WRMF-F	3. WRMF-F	3. WPOM	3. WKGR-F	3. WPOM	
4. WHYI-F	4. WNGS-F	WPOM	4. WPOM	WPOM	4.	4. WPOM	WRMF-F	4. WPOM	WEAT-F	
WRBD	5. WPOM	5. WSHE-F	5. WEAT-F	5. WIRK-F	5.	5. WIRK-F	5. WAXY-F	5. WIRK-F	5. WIRK-F	
			WSHE-F			WAXY-F	WHYI-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Beach	.9/2.8
WEAT	850	West Palm Beach	1.5/5.1
WIRK	1290	West Palm Beach	.9/2.4
WSWN	900	Belle Glade	1.5/1.9
WSWN-F	93.5	Belle Glade	2.1/3.5

See Miami for more information about the following stations:

WAXY-F	1.8/6.6	WKQS-F	1.1/4.1
WBSS	.5/1.3	WLVE-F	.5/1.3
WEDR-F	.5/1.5	WMXJ-F	1.1/5.9
WHQT-F	1.9/4.4	WNWS	1.1/3.6
WINZ	1.3/3.6	WPOW-F	1.6/5.7
WIOD	1.3/4.6	WRBD	1.5/3.8
WJQY-F	1.3/3.7	WTMI-F	.5/2.1

RADIO STATIONS

WDBF, 1420,	5 KW/500W (DA-2)	, NOSTALGIA	CBS,\$ 15.00	(Dora)	
WEAT, 850,	5 KW/1 KW (DA-2)	, BTFL/EZ	,\$ NA	(Katz)	Curt Gowdy
WJNO, 1230,	1 KW	, NEWS/TALK	ABC-E,CBS,NBC-T,\$ 48.00*	(Blair)	Fairbanks
WKAQ, 1510,	1 KW (DAYS)	, NOSTALGIA	,\$ 17.00	(----)	
WPBR, 1340,	1 KW	, TALK	MBS,ABC-T,\$ 22.00	(Savalli)	
WPOM, 1600,	1 KW	, BLACK	SBN,\$ 23.00	(HNWH)	
WSBR, 740,	1 KW/500W (DA-1)	, NOSTALGIA	ABC-E,CBS,\$ 20.00*	(----)	
WIRK, 1290,	5 KW (DA-N)	, COUNTRY	APR,SMN,\$ NA	(Christal)	Price Comm.
WEAT-F, 104.5,	100 KW @ 520,	BTFL/EZ	,\$ 70.00*	(Katz)	Curt Gowdy
WIRK-F, 107.9,	100 KW @ 400,	COUNTRY	,\$ 55.00*	(Christal)	Price Comm.
WIXI-F, 96.7,	3 KW @ 300,	?	,\$ NA	(----)	
WKGR-F, 98.7,	100 KW @ 1560,	AOR	US 1,\$ 42.00*	(HNWH)	(FORT PIERCE)
WNGS-F, 92.1,	2 KW @ 378,	AC/JAZZ	CBS-R,\$ 31.00	(Weiss)	
WNJY-F, 94.3,	1 KW @ 480,	NOSTALGIA	NBC,\$ 33.00*	(Torbet)	Lappin
WRMF-F, 97.9,	100 KW @ 1350,	AC	,\$ 80.00*	(Blair)	Fairbanks

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 58/629,600  
 MSA Rank/Pop: 66/725,700  
 ADI # 55  
 Average Person Ratings: 17.3  
 Market TSL: 23.3 hours

Stations: 34/28  
 Diaries: 1183/532:1/53.8%  
 Sample Target: 1000  
 % Below Line: 5.5  
 % Not Listed: 12.9

1985 Revenue: \$ 12,000,000  
 HH Inc.: \$ 25,037  
 Retail \$: 4.0 Bil  
 Pop per Station: 22,486  
 #1 Biller: WKRZ A/F \$ 2,100,000

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85	
1. WKRZ-F	121/11.1	10.7	---	9.7	---	10.5	13.9	1. WKRZ-F	140/2055	1. WKRZ-F	1753/27.8	27.1	27.0
2. WNAK	98/ 9.0	7.8	---	6.9	---	7.9	7.1	2. WNAK	99/ 661	2. WARM	1254/19.9	21.9	24.0
3. WARM	80/ 7.3	7.4	---	8.8	---	7.8	6.4	3. WARM	88/1433	3. WGBI-F	1013/16.1	17.0	16.2
4. WEJL	66/ 6.1	6.1	---	5.2	---	5.8	2.7	4. WEJL	71/ 546	4. WTLQ-F	832/13.2	16.0	13.6
5. WTLQ-F	61/ 5.6	4.8	---	5.0	---	5.1	8.7	WGBI-F	71/1157	5. WEZX-F	776/12.3	12.6	14.4
WGBI-F	61/ 5.6	5.5	---	5.8	---	5.6	5.8	6. WWSH-F	65/ 780	6. WMGS-F	734/11.7	11.4	10.6
7. WMGS-F	60/ 5.5	4.4	---	4.1	---	4.7	3.3	7. WEZX-F	63/ 856	7. WNAK	642/10.2	10.4	9.2
8. WEZX-F	56/ 5.1	6.3	---	7.6	---	6.3	12.8	WMGS-F	63/ 797	8. WWSH-F	597/ 9.5	7.7	8.6
WWSH-F	56/ 5.1	3.7	---	4.9	---	4.6	4.0	9. WTLQ-F	61/ 838	9. WILK	588/ 9.3	9.3	11.0
10. WILK	33/ 3.0	2.4	---	2.7	---	2.7	2.9	10. WHLM-F	43/ 502	10. WEJL	469/ 7.4	8.2	7.4
11. WHLM-F	29/ 2.7	4.3	---	1.7	---	2.9	2.8	11. WZZO-F	42/ 505	11. WHLM-F	345/ 5.5	7.8	5.4
12. WICK	28/ 2.6	2.8	---	2.2	---	2.5	1.3	12. WILK	33/ 622	12. WMJW-F	317/ 5.0	4.5	4.3
13. WGBI	20/ 1.8	1.3	---	2.2	---	1.8	1.6	WILQ-F	33/ 417	13. WBAX	305/ 4.8	5.6	5.6
WARD	20/ 1.8	2.1	---	3.6	---	2.5	.8	14. WICK	28/ 296	14. WICK	296/ 4.7	5.1	NA
15.								15. WQQQ-F	26/ 464	15. WGBI	295/ 4.7	5.4	6.6

12+ FM SHARE (METRO): 57.43% (545 of 949)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WNAK	1. WARM	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F
2. WTLQ-F	2. WEZX-F	2. WEZX-F	2. WGBI-F	2. WMGS-F	2. WARM	2. WKRZ-F	2. WNAK	2. WNAK	2. WARM	2. WNAK
3.	3. WTLQ-F	3. WGBI-F	3. WMGS-F	3. WGBI-F	3. WWSH-F	3. WNAK	3. WGBI-F	3. WMGS-F	3. WWSH-F	3. WEJL
4.	4. WMGS-F	4. WTLQ-F	4. WTLQ-F	4. WTLQ-F	4. WGBI-F	4. WTLQ-F	4. WMGS-F	4. WEZX-F	4. WNAK	4. WMGS-F
5.	5. WGBI-F	5. WMGS-F	5. WARM	5. WARM	5. WMGS-F	5. WEJL	5. WEZX-F	5. WGBI-F	5. WEZX-F	5. WGBI-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WGBI-F	1. WEZX-F	1. WEZX-F	1. WEZX-F	1. WKRZ-F	1. WKRZ-F	
2. WGBI-F	2. WGBI-F	2. WMGS-F	2. WGBI-F	2. WKRZ-F	2. WKRZ-F	2. WKRZ-F	2. WKRZ-F	2. WEZX-F	2. WMGS-F	
3. WTLQ-F	3. WMGS-F	3. WGBI-F	3. WMGS-F	3. WMGS-F	3.	3. WTLQ-F	3. WTLQ-F	3. WTLQ-F	3. WEZX-F	
4. WMGS-F	4. WTLQ-F	4. WTLQ-F	4. WTLQ-F	4. WARM	4.	4. WMGS-F	4. WMGS-F	4. WMGS-F	4. WTLQ-F	
WILK	5.	5.	5. WARM	5. WWSH-F	5.	5. WHLM-F	5. WHLM-F	5. WARM	5. WGBI-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBAX	1240	Wilkes Barre	.9/4.8	WSBG-F	93.5	Strowdsberg	.6/3.0
WBNE-F	95.9	Benton	.6/2.2	WVPO	840	Strowdsberg	.7/1.7
WBQW	1320	Scranton	.7/2.1	WDL-F	104.9	Scranton	.9/3.0
WCDL	1440	Carbondale	.6/1.7	WXPX	1300	W. Hazleton	.4/1.2
WCNR	930	Bloomsburg	.9/1.7	WFMZ-F	100.7	Allentown	.6/1.9
WHLM	550	Bloomsburg	.7/2.9	WILQ-F	105.1	WilliamSPORT	.8/2.4
WLSF-F	94.3	Carbondale	.6/2.3	WIXL-F	103.7	Newton	.6/1.0
WMJW-F	92.1	Nanticoke	1.2/5.0	WQQQ-F	99.9	Easton	.8/2.6
WPCN	960	Mount Pocono	.4/1.1	WYSP-F	94.1	Philadelphia	.6/1.1
WQE-F	103.1	Freeland	.6/2.5	WZZO-F	95.1	Bethlehem	1.2/3.2

WARD, 1550,	5 KW/500 W (DA-2)	, TALK	ABC,ABC-T,\$ 13.00	(Savalli)			
WARM, 590,	5 KW (DA-2)	, MOR	MBS,\$ 54.00*	(Eastman)		Susquehanna	
WBAX, 1240,	1 KW	, NOSTALGIA	,\$ NA	(----)			
WBQW, 1320,	1 KW/500 W (DA-N)	, MOR	ABC-D,\$ 9.00	(----)			
WEJL, 630,	500 W (DAYS)	, NOSTALGIA	ABC-I,\$ 26.00*	(Select)		Shamrock Comm.	
WGBI, 910,	1 KW/500 W	, COUNTRY	CBS,\$ 21.00	(Torbet)			
WICK, 1400,	1 KW	, BTFL/EZ	,\$ NA	(Masla)			
WILK, 980,	5 KW/1 KW (DA-2)	, MOR/TALK	ABC-E,NBC-T,\$ 19.00	(Mc-Guild)			
WKRZ, 1340,	1 KW	, OLDIES	APR,\$ NA	(Katz)		Osborn	
WNAK, 730,	1 KW (DAYS)	, NOST/MOR	NBC,\$ 32.00*	(Masla)			
WEZX-F, 107.1,	125 W @ 1270,	AOR	ABC-R,\$ 36.00*	(Select)		Shamrock Comm.	
WGBI-F, 101.3,	7 KW @ 1100,	AC	CBS-R,\$ 31.00*	(Torbet)			
WKRZ-F, 98.5,	7 KW @ ?	, CHR	,\$ 64.00	(Katz)		Osborn	
WMGS-F, 92.9,	9 KW @ 1060,	SOFT AC	,\$ 34.00*	(Eastman)		Susquehanna	
WMJW-F, 92.1,	.9 KW @ 860,	CHR	,\$ 10.00	(----)			
WTLQ-F, 102.3,	3 KW @ 71,	CHR	,\$ 19.00	(Mc-Guild)			
WDL-F, 104.9,	1.6 KW @ 1093,	SOFT AC	,\$ NA	(Masla)			
WHLM-F, 106.5,	10 KW @ 597,	CHR	NBC,\$ 14.00	(----)		(BLOOMSBURG)	
WWSH-F, 97.9,	24 KW @ 660,	BTFL/EZ	,\$ 19.00*	(----)		(HAZLETON)	

YOUNGSTOWN

Arbitron Rank/Pop (12+): 79/427,400

Stations: 22/14  
Diaries: 902/474:1/47.7%  
Sample Target: 850  
% Below Line: 14.5  
% Not Listed: 8.6

1985 Revenue: \$ 8,400,000  
HH Inc.: \$ 24,499  
Retail \$: 2.7 Bill  
Pop per Station: 30,529  
#1 Biller: WHOT A/F \$2,500,000

MSA Rank/Pop: 93/517,700  
ADI # 92  
Average Person Ratings: 17.6  
Market TSL: 23.2 hours

12+ METRO	1/4/SHARE	SPG 86	WIN 86	FAL 85	SUM 85	3 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85
1. WHOT-F	128/17.0	18.8	---	15.8	---	17.2	19.9	1. WHOT-F	228/2840	1. WHOT-F	1610/37.7	38.1 35.3
2. WYFM-F	79/10.5	8.1	---	5.6	---	8.1	6.9	2. WYFM-F	150/1757	2. WYFM-F	993/23.2	21.6 17.7
3. WKBN	77/10.2	10.7	---	11.9	---	10.9	7.3	3. WKBN-F	118/1327	3. WKBN	950/22.2	22.5 28.4
4. WKBN-F	67/ 8.9	10.3	---	12.1	---	10.4	9.9	4. WQXK-F	103/1084	4. WKBN-F	783/18.3	24.1 22.1
5. WQXK-F	63/ 8.4	6.4	---	6.9	---	7.2	6.3	5. WKBN	96/1377	5. WBBW	687/16.1	16.6 15.0
6. WBBW	48/ 6.4	7.1	---	9.1	---	7.5	3.7	6. WBBW	50/ 748	6. WQXK-F	623/14.6	12.1 13.1
7. WDMT-F	38/ 5.0	2.9	---	4.9	---	4.3	8.8	7. WMGZ-F	39/ 612	7. WFMJ	494/11.6	11.8 12.9
8. WMGZ-F	26/ 3.5	2.4	---	2.1	---	2.7	2.5	8. WDMT-F	39/ 361	8. WMMS-F	388/ 9.1	9.6 8.8
9. WMMS-F	22/ 2.9	4.3	---	3.1	---	3.4	6.3	9. WQOD-F	32/ 499	9. WMGZ-F	383/ 9.0	5.8 NA
10. WFMJ	21/ 2.8	4.4	---	3.1	---	3.4	3.6	10. WDMT-F	32/ 403	10. WHOT	338/ 7.9	10.1 10.4
11. WQOD-F	18/ 2.4	2.2	---	2.1	---	2.2	1.4	11. WRRO	18/ 2.4	11. WDMT-F	319/ 7.5	6.8 9.4
13.						1.9	1.4	12.		12. WRRO	314/ 7.3	5.4 7.0
14.								13.		13.		
15.								14.		14.		
								15.		15.		

12+ FM SHARE (METRO): 68.75% (473 of 688)

TEENS	18-34	18-49	25-49	25-54	35-64	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHOT-F>	1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WKBN	1. WKBN	1. WHOT-F	1. WHOT-F	1. WHOT-F+	1. WHOT-F>
2. WMGZ-F	2. WYFM-F	2. WYFM-F>	2. WYFM F	2. WYFM-F	2. WQXK-F	2. WHOT-F+>	2. WYFM-F	2. WKBN-F	2. WKBN	2. WKBN-F
3. WDMT-F	3. WDMT-F	3. WQXK-F	3. WQXK F	3. WQXK-F	3. WHOT-F	3. WYFM-F	3. WKBN-F	3. WYFM-F	3. WDMT-F	3. WYFM-F
4. WYFM-F	WMMS-F	4. WDMT-F	4. WKBN	4. WKBN	4. WKBN-F	4. WBBW	4. WQXK-F	4. WQXK-F	4. WYFM-F	4. WQXK-F
5.	5. WMGZ-F	5. WKBN	5. WDMT F	5. WDMT-F	5. WYFM-F	5. WQXK-F	5. WBBW	5.	5. WKBN-F	5. WBBW WKBN
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WYFM-F	1. WYFM-F	1. WYFM-F	1. WYFM-F	
2. WDMT-F	2. WYFM-F	2. WYFM-F	2. WYFM-F	2. WYFM-F	2. WYFM-F	2. WHOT-F>	2. WHOT-F	2. WHOT-F>	2. WQXK-F	
3.	3.	3.	3. WQXK-F	3. WQXK-F	3. WMMS-F	3. WMMS-F	3. WDMT-F	3. WQXK-F	3. WHOT-F	
4.	4.	4.	4. WKBN	4. WKBN	4. WMGZ-F	4. WMGZ-F	4.	4. WDMT-F	4. WKBN	
5.	5.	5.	WDMT-F	5. WQOD-F	5.	WDMT-F	5.	5. WMMS-F	WDMT-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFT	1500	Youngstown	.8/1.6
WHOT	1330	Campbell	1.9/7.9
WLND	830	Cortland	.9/1.0
WNIO	1540	Niles	2.1/3.1
WDJQ-F	92.5	Alliance	1.1/2.6
WDVE-F	102.5	Pittsburgh	.4/2.5
WMJI-F	105.7	Cleveland	1.1/4.8
WONE-F	97.5	Akron	1.2/4.4
WTOF-F	98.1	Canton	.5/1.3
WWWE	1100	Cleveland	1.1/4.2

RADIO STATIONS

WBBW, 1240,	1 KW	, TALK	ABC-T,ABC-E,\$ 31.00	(Mc-Guild)
WFMJ, 1390,	5 KW (DA-N)	, NOSTALGIA	NBC,\$ 22.00*	(Unirep)
WGFT, 1500,	500 W (DAYS)	, SPANISH	,\$ 14.00	(----)
WHOT, 1330,	500 W/1 KW (DA-2)	, CHR	,\$ 30.00*	(Eastman) Myron Jones
WKBN, 570,	5 KW (DA-N)	, MOR	CBS,\$ 50.00*	(Katz)
WNIO, 1540,	500 W (DAYS,DA)	, COUNTRY	MBS,\$ 17.00	(----)
WOKG, 1570,	500 W (DAYS,DA)	, MOR	,\$ 10.00	(----)
WRRO, 1440,	5 KW (DA-N)	, MOR	ABC-I,US 1,\$ 15.00	(Regional) (WARREN)
WHOT-F, 101.1,	16 KW @ 710,	CHR	,\$ 70.00*	(Eastman) Myron Jones
WKBN-F, 98.9,	9 KW @ 1370,	BTLF/EZ	,\$ 60.00*	(Katz)
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