

AMERICAN RADIO

Fall 1988



James H. Duncan, Jr.

AMERICAN RADIO
FALL 1988 REPORT

(Arbitron Rating Period: 22 September - 14 December)

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INTRODUCTION

This is the 14th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

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

Any corrections made by Arbitron to earlier published reports are included if they are received by 6 February 1989.

Work on this edition was completed on 14 February 1989. Mailing will begin on 20 February 1989. Working on such tight deadlines may cause production problems. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

HIGHLIGHTS AND COMMENTS

FM SHARE

I guess it is fortunate that I did not make any pontifical pronouncements last Spring when the national FM share declined for the first time in 25 years or so. If I had, I would be eating my words today because the FM share appears to be growing again. The Fall 1988 share was 71.904% which is up from 70.605% in 1987. That represents a 1.840% annual growth rate. The growth rate for the previous year (Fall '86 to Fall '87) was 1.367%.

I believe we are seeing an "upward leveling" of FM shares. FM will grow but it will not be a straight line increase. Instead, it will feature some occasional brief declines as well as a general slowing of the upward trend. I still believe FM share will reach 80% by the mid-1990's. Remember that my work concerns commercial stations only. If the non-commercials were added to the mix, the FM share is probably around 75 or 76% already.

Lancaster had the highest FM share this Fall with 94.11%. Honolulu had the lowest with 60.13%.

LISTENING LEVELS

Until this Fall, listening levels had generally been slowly declining since 1982. This year there was a rather sharp increase. The Average Person Rating was 17.09% which compares with 16.47% in Spring 1988 and 16.35% in the Fall of 1987. This is the greatest increase we have seen since 1982. Apparently the soft diary has had an impact on the reporting of listening. I sure would like to see some listening increases in years that Arbitron does not make methodological changes.

LEADING STATIONS

Once again, WHTZ is the most-listened-to station in the U.S. Stations in the top 100 making impressive gains include: WOR, WCBS-F, WXRK, WABC, KOST, WXEZ, WFAN, WEGX, KTWV, WJMK, WCKG, WSKQ, KMJQ, WKQX, WQCD, KSCS, WSB-F, KLVE, WODS, WDVE, WSOC, WTQR, and KZLA.

GROUP OWNERS

The following groups had the greatest percentage of "up" books based on Fall '87 to Fall '88 comparisons, 12+ Metro Share. They all had 66% or more of their stations enjoying up books:

American	Home News	King	Nininger
Henry	Inner City	Mediacomm	Saga
Hoker	Keymarket	Newmarket	Sconnix
			Spanish Broadcasting

Hoker and Newmarket had up books at all of their stations.

These groups showed major gains in the group rankings:

Legacy	Booth/Genesis	Mediacomm	Heritage
Jacor	Noble	Cox	Saga
Emmis	Beasley	Henry	Merv Griffin
Shamrock (Disney)	Fairmont	Spanish Bdcst.	Hoker
Buckley			

LEADING STATIONS BY FORMAT

	<u>1/4 Hour Average</u>	<u>Metro Share</u>
CHR/TOP 40	WHTZ-F - New York	WTOG-F - Saginaw
AOR	WXRK-F - New York	WOMF-F - Rochester
AC/SOFT/OLDIES	WLTW-F - New York	WJLI-F - Fort Wayne
BTFL/EZ	WPAT A/F - New York	WSWT-F - Peoria
BLACK/URBAN	WRKS-F - New York	WIKS-F - Greenville, NC
COUNTRY	WYNY-F - New York	WIVK A/F - Knoxville
NEWS/TALK	WOR - New York	KMOX - St. Louis
MOR/VARIETY	WCCO - Minneapolis	KFAB - Omaha
NOSTALGIA	WNEW - New York	WMID - Atlantic City
HISPANIC	WSKQ - New York	WEYZ - Erie
RELIGION/GOSPEL	WWRL - New York	KGBT - McAllen
CLASSICAL	WQXR-F - New York	WDAC-F - Lancaster
JAZZ/NEW AGE	KTWV-F - Sacramento	KLEF-F - Anchorage
		KQPT-F - Sacramento

GREATEST SHARE CHANGES

(Fall 87 to Fall 88)

Share Gainers

KKXX-F	Bakersfield	+11.9
WCKU-F	Lexington	+10.5
KEAG-F	Anchorage	+ 9.3
KOKA	Shreveport	+ 7.9
WRKR-F	Kalamazoo	+ 7.3

Share Losers

KRLB-F	Lubbock	-14.6
KIKX-F	Colorado Springs	-8.8
KGOT-F	Anchorage	- 7.6
WQXY-F	New Orleans	- 7.4

OTHER LEADERS

Cume Rating:	WIVK A/F	Knoxville
12+ TSA Cume:	WINS	New York
Metro Share:	WIVK A/F	Knoxville
Radio Reps:	Katz	
Group Owner:	Capital Cities/ABC	

FORMATS

The formats which have showed the most growth in the last year are Jazz/New Age (+36%), Classical (+11.8%), AC/Soft Rock/Oldies (+7.5%) and News/Talk (+9%). MOR/Variety, Black/Urban, and BTFL/EZ showed the largest decreases.

Arbitron's new diary methodology certainly had an impact but I can not be certain which formats were helped or hurt. The diary did help raise overall listening levels (see above).

There was one other change I noticed. Listening to "non-listed" stations increased sharply. In almost every market, the amount of listening to non-commercial stations grew and, in more than a few markets, it grew dramatically.

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Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

Akron	Dayton	Little Rock	Raleigh
Albany-Schnectady	Daytona Beach	Los Angeles	Reno
Albuquerque	Denver	Louisville	Richmond
Allentown-Beth	Des Moines	Lubbock	Riverside-SB
Anchorage	Detroit	Madison	Roanoke-Lynch
Appleton-Oshkosh	El Paso	McAllen-Brown	Rochester
Atlanta	Erie	Memphis	Sacramento
Atlantic City	Eugene	Miami-Ft. Lauderdale	Saginaw-BC
Austin	Flint	Milwaukee	St. Louis
Bakersfield	Fort Wayne	Minneapolis-St. Paul	Salinas-Mont-SC
	Fresno		
Baltimore	Grand Rapids	Mobile	Salt Lake City
Baton Rouge	Greensboro-WS	Modesto	San Antonio
Beaumont	Greenville-NB, NC	Montgomery	San Diego
Birmingham	Greenville-Spart	Nashville	San Francisco
Boston	Harrisburg	Nassau-Suffolk	San Jose
Bridgeport	Hartford	New Haven	Seattle-Tacoma
Buffalo	Honolulu	New Orleans	Shreveport
Canton	Houston	New York	Spokane
Charleston, SC	Huntington, WV	Norfolk	Springfield, MA
Charlotte	Huntsville	Oklahoma City	Stockton
		Omaha	
Chattanooga	Indianapolis	Orlando	Syracuse
Chicago	Jacksonville	Pensacola	Tampa-St. Pete
Cincinnati	JC-Kings-Bristol	Peoria	Toledo
Cleveland	Kalamazoo	Philadelphia	Tucson
Colorado Springs	Kansas City	Phoenix	Tulsa
Columbia, SC	Knoxville	Pittsburgh	Washington
Columbus, OH	Lancaster	Portland, ME	West Palm Beach
Corpus Christi	Lansing	Portland, OR	Wichita
Dallas-Ft. Worth	Las Vegas	Portsmouth/Dover NH	Wilkes Barre-Scranton
Davenport-RI-Moline	Lexington	Providence	Wilmington, DE
			Worcester
			York
			Youngstown

METRO SHARE LEADERS AND MAJOR SHARE CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Fall 1987 to Fall 1988. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Akron	WMMS-F, 8.7, AOR	WNIR-F, +2.6, Talk	WKDD-F, -1.9, CHR
Albany-Schen-Troy	WROW-F, 10.7, BTFL	WVKZ-F, +2.3, CHR	WGY, -5.2, MOR
Albuquerque	KKOB-F, 12.0, AC	KKJY-F, +1.9, BTFL	KNMQ-F, -1.9, CHR
Allentown-Beth	WFMZ-F, 16.0, BTFL	WAEB-F, +3.2, CHR	WQQQ-F, -3.3, CHR
Anchorage	KGOT-F, 12.8, CHR	KEAG-F, +9.3, Oldies	KGOT-F, -7.6, CHR
Appleton-Osh	WIXX-F, 12.7, CHR	WMGV-F, +4.1, Contemp	WQWM, -3.2, Oldies
Atlanta	WSB-F, 10.4, AC	WSB-F, +3.5, AC	WQXI-A/F, -2.3, AC
Atlantic City	WAYV-F, 13.3, CHR	-----	-----
Austin	KASE-F, 14.9, Country	KLBJ-F, +2.3, AOR	KKMJ-F, -2.2, AC
Bakersfield	KUZZ-A/F, 18.0, Country	KKXX-F, +11.9, CHR	KUZZ-A/F, -6.1, Country
Baltimore	WLIF-F, 8.7, BTFL	WMMX-F, +2.6, AC	WFBR, -2.1, Oldies
	WXYV-F, 8.7, Urban		
Baton Rouge	WYNK-A/F, 13.8, Country	KQXL-F, +3.2, Black	WTGE-F, -2.5, AOR
Beaumont	KAYD-F, 10.5, Country	KAYD-F, +3.7, Country	KZZB-F, -6.9, CHR
	KHYS-F, 10.5, Black		
	KYKR-F, 10.5, Country		
Birmingham	WZZK-A/F, 14.7, Country	WDJC-F, +1.9, Religion	WZZK-A/F, -2.4, Country
Boston	WBZ, 7.4, MOR	WODS-F, +2.3, Oldies	WBCN-F, -2.6, AOR
Bridgeport	WEZN-F, 14.7, BTFL	WEZN-F, +1.3, BTFL	WICC, -4.8, MOR
Buffalo-NF	WBEN, 10.8, MOR	WYRK-F, +3.7, Country	WHTT-F, -3.6, Classic Rock
Canton	WHBC-F, 12.8, BTFL	WRQK-F, +2.9, AOR	WHBC-F, -4.7, BTFL
Charleston, SC	WEZL-F, 11.5, Country	WZJY, +1.9, Gospel	WDXZ-F, -2.6, BTFL
Charlotte	WSOC-F, 15.6, Country	WCKZ-A/F, +5.2, Urban	WPEG-F, -4.3, Black
Chattanooga	WSKZ-F, 17.9, CHR	WJTT-F, +4.2, Black	WLMX-F, -5.7, AC
Chicago	WGN, 8.6, Talk	WKQX-F, +1.6, AC	WGCI-F, -1.3, Black
Cincinnati	WEBN-F, 10.7, AOR	WOFX-F, +2.7, Oldies	WKRC, -3.4, MOR/AC
Cleveland	WMMS-F, 9.6, AOR/CHR	WRMR, +4.4, Nost	WMMS-F, -2.9, AOR/CHR
Colorado Springs	KILO-F, 9.6, AOR	KKMG-F, +5.2, CHR	KIKX-F, -8.8, CHR
Columbia, SC	WCOS-F, 16.5, Country	WYYS-F, +3.4, CHR	WPRH-F, -3.6, CHR
Columbus, OH	WNCI-F, 12.4, CHR	WNCI-F, +2.6, CHR	WBNS-F, -2.8, BTFL
Corpus Christi	KOUL-F, 14.9, Country	KLTG-F, +3.1, AC	KUNO, -3.7, Hispanic
Dallas-Ft. Worth	KVIL-A/F, 8.3, AC	KSCS-F, +3.3, Country	KEGL-F, -1.7, CHR
Davenport-RI-Moline	WPXR-F, 16.9, CHR	WLLR-F, +4.2, Country	KLIK-F, -5.1, AC
Dayton	WTUE-F, 14.7, AOR	WVUD-F, +2.9, AC	WDAO, -2.6, Black
Daytona Beach	WMLV-F, 13.9, BTFL	WJHM-F, +6.3, Urban	WNFI-F, -4.4, CHR
Denver	KBCO-A/F, 8.3, AOR	KQKS-F, +3.1, CHR	KBPI, -2.0, AOR
Des Moines	KGGO-F, 14.9, AOR	KIOA, +3.1, AC	KJJY, -2.4, Country
			KDWZ-F, -2.4, CHR
Detroit	WJR, 10.8, MOR	WDFX-F, +3.0, CHR	WJR, -1.8, MOR
El Paso	KPRR-F, 12.0, CHR	KPRR-F, +5.9, CHR	KAMA, -4.3, Hispanic
Erie	WJET-F, 23.8, CHR	-----	-----
Eugene	KSND-F, 11.1, CHR	KZEL-F, +5.2, AOR	KUGN-F, -6.3, Country
Flint	WIOG-F, 20.2, CHR	WKMF, +1.4, Country	WJR, -3.0, MOR
Fort Wayne	WMEE-F, 28.8, CHR	WAJI-F, +3.1, AC	WQHK, -3.4, Country
Fresno	KMJ, 9.3, News/Talk	KFSO-F, +4.6, AC	KYNO-F, -2.6, CHR
Grand Rapids	WOOD-F, 8.7, BTFL	WJFM-F, +5.7, Oldies	WLAV-F, -3.7, AOR
	WGRD-F, 8.7, CHR		
Greensboro-WS	WTQR-F, 16.8, Country	WTQR-F, +2.0, Country	WBIG-F, -3.1, Country
Greenville-NB, NC	WIKS-F, 19.6, Black	WZYC-F, +3.9, AOR	WIKS-F, -5.3, Black
Greenville-Spart.	WESC-F, 12.0, Country	WANS-F, +5.0, CHR	WHYZ, -2.4, Black
Harrisburg	WNNK-F, 20.8, CHR	WIMX-F, +2.7, AC	WHP-F, -2.5, AC
		WTPA-F, +2.7, AOR	WCMB, -2.5, Oldies
Hartford	WTIC, 15.8, MOR	WYZ-F, +3.6, Country	WTIC, -4.0, Country
Honolulu	KQMQ-A/F, 15.9, CHR	KMAI-F, +4.8, CHR	KXPW-F, -2.5, AC
Houston	KMJQ-F, 9.8, Black	KMJQ-F, +2.0, Black	KLAT, -1.8, Spanish
Huntington	WTCR-A/F, 30.3, Country	WAEZ-F, +2.3, BTFL	WKEE-F, -4.5, CHR
Huntsville	WZYP-F, 23.3, CHR	-----	-----
Indianapolis	WFBQ-F, 14.5, AOR	WPZZ-F, +1.7, Black	WFMS-F, -4.7, Country
		WKLR-F, +1.7, Oldies	
Jacksonville	WAPE-F, 15.3, CHR	WPDQ-F, +2.7, Black	WAPE-F, -4.7, CHR
JC-Kings-Bristol	WQUT-F, 19.6, CHR	WTFM-F, +3.0, AC	WQUT-F, -4.5, CHR
Kalamazoo	WKFR-F, 17.3, CHR	WRKR-F, +7.3, Classic Rock	WKLQ-F, -4.0, CHR
Kansas City	WDAF, 11.0, Country	KXXR-F, +5.1, AOR	KBEQ-F, -3.6, CHR
Knoxville	WIVK-A/F, 33.0, Country	WOKI-F, +3.0, CHR	WIVK-A/F, -1.9, Country
Lancaster	WLAN-F, 12.6, CHR	WARM-F, +2.1, AC	WLAN-F, -2.7, CHR
Lansing	WVIC-F, 19.2, CHR	WFMK-F, +2.2, AC	WITL-A/F, -3.4, Country
Las Vegas	KFMS-A/F, 11.4, Country	KKLZ-F, +3.3, Classic Rock	KLUC-F, -2.2, CHR
Lexington	WVLK-F, 18.3, Country	WCKU-F, +10.5, Black	WFMI-F, -4.9, CHR

MARKET

12+ LEADER/FORMAT

LARGEST SHARE GAINER

LARGEST SHARE LOSER

Little Rock	KSSN-F, 20.3, Country	KIPR-F, +6.7, Black	KWTD-F, -3.4, Black
Los Angeles	KPWR-F, 7.2, CHR	KTWV-F, +1.0, Jazz/NA	KLSX-F, -1.3, Classic AOR
Louisville	WAMZ-F, 17.2, Country	WAMZ-F, +2.9, Country	WRKA-F, -1.6, AC
Lubbock	KLLL-F, 20.4, Country	KLLL-F, +5.8, Country	KRLB-F, -14.6, CHR
Madison	WZEE-F, 18.8, CHR	KZII-F, +5.8, CHR	WMGN-F, -5.4, AC
McAllen-Brown	KBFM-F, 18.6, CHR	WMLI-F, +3.7, AC	KRGE, -4.3, Oldies
Memphis	WHRK-F, 17.0, Black	KBFM-F, +4.6, CHR	KRNB-F, -2.3, Black
Miami-Ft. Lauderdale	WLYF-F, 7.0, BTFL	WHRK-F, +3.0, Black	WQBA, -1.6, Hispanic
Milwaukee	WTMJ, 13.0, MOR	WHQT-F, +2.3, Urban/CHR	WQFM-F, -2.8, AOR
Minneapolis-St. Paul	WCCO, 16.9, MOR	WLZR-F, +3.7, AOR	KJJO-F, -2.9, AOR
Mobile	WKSJ-F, 17.6, Country	WLTE-F, +2.2, AC	WBLX-F, -5.4, Black
Modesto		WMML, +2.3, Black	
Montgomery	KBEE-F, 11.9, BTFL	KLOC, +3.3, Hispanic	KSJQ-F, -4.5, Urban
Nashville	WLWI-F, 18.1, Country	-----	-----
Nassau-Suffolk	WYHY-F, 10.3, CHR	WRMX-F, +1.8, AC	WKDF-F, +1.8, AOR
New Haven	WALK-F, 6.3, AC	WKJY-F, +2.1, AC	WHLI, -1.7, Nostalgia
New Orleans	WKCI-F, 11.7, CHR	WWYZ-F, +2.7, Country	WPLR-F, -3.2, AOR
New York	WQUE-A/F, 14.5, Urban	WLMG-F, +3.6, AC	WQXY-F, -7.4, Country
	WHTZ-F, 5.6, CHR	WFAN, +1.1, Sports Talk	WPAT-A/F, -1.1, BTFL
Norfolk	WNOR-A/F, 9.0, AOR	WLTY-F, +2.5, AC	WWPR-F, -1.1, CHR
Oklahoma City	KXXY-A/F, 13.9, Country	KKNG-F, +2.6, BTFL	WNVZ-F, -2.0, CHR
Omaha	KFAB, 17.2, MOR	KQKQ-F, +2.7, CHR	KEBC-F, -1.8, Country
		KOIL, +2.7, Oldies	KFAB, -5.1, MOR
Orlando	WWKA-F, 11.9, Country	WOCL-F, +4.1, Oldies	WORL, -4.1, Black
Pensacola	WBLX-F, 12.7, Black	WBLX-F, +2.3, Black	WOWW-F, -1.8, Country
Peoria	WSWT-F, 16.9, BTFL	WSWT-F, +1.4, BTFL	WIRL, -2.5, AC
Philadelphia	WEGX-F, 7.9, CHR	WEGX-F, +3.1, CHR	WEAZ-F, -1.8, EZ
Phoenix	KNIX-A/F, 14.0, Country	KTAR, +2.0, News/Talk	KNEO-A/F, -3.5, BTFL
Pittsburgh	KDKA, 13.4, MOR	WWSW-F, +2.7, Oldies	WBZZ-F, -2.9, Oldies
Portland, ME	WPOR-F, 14.7, Country	WWGT-F, +4.9, CHR	WTHT-F, -6.6, CHR
Portland, OR	KKRZ-F, 8.2, CHR	KZRC, +2.6, AOR	KGW, -2.8, AC
Portsmouth-Dover	WOKQ-F, 11.3, Country	WHEB-F, +4.0, AOR	WBZ, -2.9, MOR
Providence	WPRO-F, 12.8, CHR	WWKX-F, +1.8, Urban (?)	WLKW-F, -2.4, BTFL
Raleigh	WROU-F, 10.5, AOR	WRDU-F, +4.0, AOR	WRAL-F, -3.1, AC
Reno	KODS-F, 11.3, Oldies	KODS-F, +4.3, Oldies	KRZQ-F, -2.7, AOR
Richmond	WRVQ-F, 13.0, CHR	WCDX-F, +6.6, Black	WPLZ-F, -4.0, Black
Riverside-SB	KOUO-F, 8.0, BTFL	KDIF, +1.1, Hispanic	KQLH-F, -2.0, AC
		KRSO, +1.1, News/Talk	
Roanoke-Lynch	WXLK-F, 20.6, CHR	WSLQ-F, +2.0, AC	WXLK-F, -2.1, CHR
Rochester	WCMF-F, 17.1, AOR	WCMF-F, +3.4, AOR	WZSH-F, -2.1, BTFL
Sacramento	KFBK, 8.8, News	KQPT-F, +5.9, Jazz	KCTC-F, -3.1, BTFL
Saginaw-BC	WIOG-F, 30.1, CHR	WKQC-F, +3.8, Country	WSGW, -4.2, MOR
St. Louis	KMOX, 17.1, Talk	KSD-F, +3.0, Classic Rock	KMOX, -5.0, Talk
Salinas-Mont-SC	KDON-F, 8.7, CHR	KPIG-F, +3.2, Country	KBAY-F, -3.6, BTFL
Salt Lake City	KSFI-F, 10.0, BTFL	KJQN-F, +3.2, AOR	KSPQ-A/F, -2.6, Country
San Antonio	KCYF-F, 10.3, Country	KCYF-F, +5.9, Country	KISS-F, -3.2, AOR
San Diego	KKLQ-A/F, 9.5, CHR	KKYY-F, +1.0, AC	KJQY-F, -2.3, BTFL
San Francisco	KGO, 8.3, News/Talk	KKHI-A/F, +1.7, Classical	KSOL-F, -1.9, Black
San Jose	KGO, 8.0, News/Talk	KEZR-F, +1.9, AC	KWSS-F, -2.8, CHR
		KSJO-F, +1.9, AOR	
Seattle-Tacoma	KIRO, 11.0, News/Talk	KUBE-F, +1.8, CHR	KRPM-A/F, -1.8, Country
Shreveport	KRMD-A/F, 17.6, Country	KOKA, +7.9, Gospel	KDKS-F, -4.0, Black
Spokane	KZZU-F, 14.8, CHR	KISC-F, +2.6, AC	KKPL-F, -2.3, AC
Springfield, MA	WHYN-F, 10.3, AC	WWYZ-F, +2.2, Country	WMAS, -3.6, Nostalgia
Stockton	KRAK, 9.1, Country	KRAK, +3.5, Country	KSJQ-F, -5.0, CHR
Syracuse	WSYR, 14.2, MOR	WSYR, +2.4, MOR	WEZG-F, -3.0, BTFL
Tampa-St. Pete	WRBQ-F, 15.5, CHR	WOUV-F, +3.2, BTFL	WTKN, -2.8, Talk
Toledo	WLOT-F, 12.2, AOR	WRQN-F, +3.8, CHR	WMHE-F, -6.4, CHR
Tucson	KRQQ-F, 18.0, CHR	KIIM-F, +3.1, CHR	KJYK-F, -6.6, EZ/AC
Tulsa	KMOD-F, 14.4, AOR	KVOO-F, +2.6, Country	KWEN-F, -4.4, Country
Washington	WMZQ-A/F, 7.1, Country	WPGC-F, +1.1, CHR/Urban	WWDG-F, -1.4, AOR
		WXTR-F, +1.1, Oldies	
West Palm Beach	WEAT-A/F, 16.7, BTFL	WEAT-A/F, +3.8, BTFL	WMXQ-F, -3.0, AC
Wichita	KKRD-F, 13.8, CHR	KZSN-F, +1.6, Country	KFH, -2.8, Country
WB-Scranton	WKRZ-F, 13.0, CHR	WSGD, +2.2, AC	WEJL, -3.0, Nostalgia
Wilmington	WMHR-F, 9.7, AOR	WMHR-F, +2.8, AOR	WJBR-F, -2.3, AC
Worcester	WSRS-F, 13.8, BTFL	WAAF-F, +1.2, AOR	WXLO-F, -1.9, AC
York	WYCR-F, 12.1, CHR	WZLX-F, +1.2, Classic Rock	WQXA-F, -3.7, CHR
Youngstown	WHOT-A/F, 14.0, CHR	WYCR-F, +4.9, CHR	WHOT-A/F, -2.8, CHR
		WNCD-F, +5.4, AOR	

STATION TRADING ACTIVITY

(11 August 88 - 5 February 89)

Below are the major station sales made in rated markets of interest. Remember that these are announced sales and these transactions may not have closed. (E) = estimate.

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
WZIP	Daytona Beach		\$ 250,000	(Chapman)
WCMC, WZXL-F	Wildwood (Atl. City)	Sold to Ragan Henry	4,350,000	(Chapman)
WHRS, WFMI-F	Winchester (Lexington)	Sold to Premier	3,300,000	(Blackburn)
WRFX-F	Kannapolis (Charlotte)	From Metroplex to Pyramid	15,400,000	(Stevens)
WCRT	Birmingham		300,000	
KIWI-F	Bakersfield		340,000	
WGTO	Cy. Gardens (Lakeland)		1,500,000	(Clark)
KNMQ-F	Santa Fee (Albuquerque)	Sold to Sun Media	2,300,000	
WLTB-F, WVOK	Birmingham	Sold to Dick	6,650,000	
WOAD	Jackson, MS	Sold to Holt	450,000	
WOKJ	Jackson, MS	Sold by Holt	100,000	
WDOT	Burlington, VT	Sold to Metro Management	1,000,000	(Schutz)
WRCC-F	Cape Coral, FL (Ft. Myers)	Sold to CR	5,500,000	(Clark)
WEVD-F	New York	Sold to Spanish Broadcast	42,000,000(E)	
WGMS-A/F	Washington	Sold by RKO	33,900,000	
KKHT-F	Houston	From Malrite to Emmis	24,000,000	(Stevens)
KYOU-F	Greeley, CO	From Surrey to All Pro	5,500,000	(Kalil)
WKGN	Knoxville		150,000	
WKMC, WHPA-F	Hollidaysburg (Altoona)		1,300,000	
KRRR	Lafayette, LA		150,000	
WRKS-F	New York	From RKO to Summit	50,000,000	
KRTH-A/F	Los Angeles	From RKO to Beasley	86,600,000	
WAGO-F	Athens, GA		15,260,000	
KIEZ-F	Santa Paula (Oxnard)		1,500,000	(MVP)
WNNR	Hamden (New Haven)		300,000	
WCCF, WQLM-F	Punta Gorda, FL	Sold to Gulf Atlantic	3,100,000	(Marshall)
KFH	Wichita	Sold to Mid Continent	800,000	
WDVT	Philadelphia	Sold to Willis	525,000	(Gammon & Ninowski)
WETB	Johnson City, In		444,000	
WOR	New York	From RKO to Buckley	24,000,000	
KJET, KZOK-F	Seattle	From SRO to Adams	\$10,300,000	
KDKO, KHIH-F	Denver/Boulder	From SRO to Adams	5,950,000	
WBZN-A/F	Milwaukee/Racine	From SRO to Adams	3,000,000	
			<u>\$19,250,000</u>	(Fischer)
WSBR	Boca Raton		1,350,000	
WSOY-A/F	Decatur, IL	From Trumper to Pinnacle	8,435,000	(Americom)
KBLG	Billings	Sold to Sunbrook	360,000	
WKAP	Allentown	Sold to Holt	1,100,000	
KEZA-F	Fayette-Ft. Smith, AR		2,600,000	(MVP)
KTOU-F	Provo		940,000	(Hagan-Feldman)
KOKA	Shreveport		230,000	
WLIN-F	Jackson, MS		2,400,000	(Chapman)
KLDZ-F	Lincoln	Sold to Ron Kompff	2,400,000	(Richards)
WVAM, WPRR-F	Altoona		1,600,000	
KHVN, KDLZ-F	Dallas	From Earl Graves to Gilmore	14,000,000	(Blackburn)
KTPK-F	Topeka		3,000,000	
WSPR	Springfield, MA		1,250,000	
KLTE-F	Oklahoma City	From Mel Wheeler to Entercom	4,150,000	(Richards)
KKUL	Portland, OR		225,000	
WBZN-A/F	Racine (Milwaukee)	From Adams to Channel One	3,000,000	(Mahlman)
WAXY-F	Miami	From RKO to Evergreen	24,000,000	
WICI, WBWB-F	Bloomington, IN		3,000,000	
WIKS-F	Green-NB, NC	Sold by Joyner	4,500,000	(Richards)
WPVA, WKHK-F	Col. Heights (Richmond)	From Brill to ABS	7,000,000	(Blackburn)
WMOO, WBLX-F	Mobile	From Beasley to Paul Major	10,000,000	(Raymond)
WKTC-F	Tarboro, NC	Sold to Osborn	3,800,000	
WAZU-F	Spring (Dayton)	Sold to Osborn	3,700,000	(Crisler)
KIIZ, KIXS-F	Killeen, TX	Sold to Radioactivity	3,000,000	(Chapman/Thoben)
WROV	Roanoke	Sold to Joyner	250,000	
WTTN, WMLW-F	Watertown, WI	Sold to Joyner	2,000,000	(Sherwood/Atkinson)
KMAX-F	Los Angeles	Sold by Universal	\$16,000,000	
KEST	San Francisco	Sold by Universal	7,000,000(E)	
			<u>\$23,000,000</u>	(Grandy)
KYOS, KMYT-F	Merced (Fresno)	Sold to Hoyt	\$1,775,000	(Exline)

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KKNG-F	Oklahoma City	From New City to Wilks-Schwartz	3,400,000	(Blackburn)
WPLT, WKRZ-F	WB/Scranton	From Osborn to Keymarket	12,000,000	(Mahlman)
KXDC-A/F	Monterey	Sold by Woods	2,650,000	(Blackburn)
WRGI-F	Naples, FL	Sold to Hartstone & Dickstein	4,200,000	
WJLK-A/F	Asbury Park, NJ	From Press to Devlin	12,500,000	(Schutz)
WQIM-F	Prattville (Montgomery)	From Downs to Central Life	3,000,000	(Raymond)
WCBM	Baltimore		1,775,000	
WPLB-AF	Greenville (Grand Rapids)	Sold to Goodrich	2,800,000	(MVP)
KTOZ-F	Marsh (Spring, MO)	Sold to Borders	1,000,000	(Peterson)
KGBX	Springfield, MO	Sold to Borders (Auction)	155,000	
WBUD, WKXW-F	Trenton	Sold to Press Broadcasting	8,000,000	
KSTE-F	Corpus Christi		2,300,000	(Marshall)
WXXX-F	Burlington	Sold to Atlantic Ventures	3,750,000	
KDKO	Denver	Sold by Adams	900,000	(Fischer)
WQIX, WNSL-F	Laurel, MS		3,000,000	(MVP)
WHIM	Providence		700,000	
WTGE	Baton Rouge		450,000	
KBSR-A/F	Hardin, MT		550,000	
WWJ/WJOI-F	Detroit	From Federal to CBS	58,000,000	(Mahlman)
WOMP-A/F	Wheeling	Sold to Baum	5,000,000	(Foreman)
WMDO	Wheaton (Washington)	Sold by Lotus	1,000,000	
WUSS	Atlantic City		350,000	
KOFR-F	Odessa	Donated by Family Stations		
KATI, KGRQ-F	Casper		350,000	
KWKI-F	Big Spring, TX		325,000	
WFYR-F	Chicago	From RKO to Summit	21,000,000	
WRIE	Erie	Auctioned to Burbach	230,000	
WEEX/WQQQ-F	Allen-Beth	From Wilks-Schwartz to Roth	10,100,000	(Americom)
WGST	Atlanta	From Jacor to Focus on Family	2,300,000	(Blackburn)
WHYL-A/F	Carl/Harris, PA	Sold by Mid Atlantic	1,700,000	(Blackburn)
WVEZ-A/F	Louisville	From Griffin to Wilks-Schwartz	6,500,000	(Blackburn)
KKNG-F	Oklahoma City	From New City to Wilks-Schwartz	3,500,000	(Blackburn)
WXRI-F	Norfolk	From CBN to WIN/ML	5,000,000	(Richards)
WHDH	Boston	From Sconnix to WNEV-TV	14,000,000	(Stevens)
KFAC-F	Los Angeles	Sold to Evergreen	55,000,000	(Blackburn)
KBPI	Denver	Sold by Sandusky	2,000,000	
KNIR, KDEA-F	New Ib (Lafayette, LA)		2,450,000	
WNJR	Newark, NJ		4,100,000	
KUNO	Corpus Christi	80% sold by Tichenor	1,200,000	
WTKO, WQNY-F	Ithaca		3,400,000	(Americom)
KEYV-F	Las Vegas	Sold to Nemesis	\$ 4,400,000	
KEYF-AF	Spokane (Cheney)	Sold to Nemesis	1,300,000	
KEYW-F	Richland, WA	Sold to Nemesis	800,000	
			<u>\$ 6,500,000</u>	(Montcalm)
WICC	Bridgeport	From Tribune Co. To WIN/ML	6,250,000	
WNTR	Silver Sp (Wash)	Sold to CBN	1,600,000	
WQMI-A/F	Portsmouth, NH	Sold to Sunshine Group	1,000,000	
KOKE	Austin	Sold to Keymarket	400,000	
KXOK/KLTH-F	St. Louis	Sold to Frischling	6,500,000	(LaRue)
KWYD-F	Security (Colo. Spgs.)		1,060,000	(Thompson)
WILS-A/F	Lansing	Sold to MacDonald	1,900,000	
WCLI, W2KZ-F	Corning, NY		2,050,000	(Chapman)
WHBQ	Memphis	Sold by RKO	750,000	
WNLC, WTYD-F	New London, CT	Sold by Drubner	5,200,00	(Mahlman)
WBMD, WQSR-F	Baltimore	Sold to Sconnix	23,00,000	(Richards)
WTVL-A/F	Waterville, ME		1,290,000	(Blackburn)
KWZD-F	Abilene		1,300,000	(MVP)
KROD, KLAQ-F	El Paso	Sold by ABS to Devlin	5,000,000	(Blackburn)
WMJY-F	Long Branch, NJ	Sold to Kelly	3,650,000	(Americom)
KOSI/KEZW	Denver	Sold by Westinghouse	15,500,000	(Americom)
WRQN-F	Bowl Green (Toledo)	Sold to ABS	2,685,000	(Blackburn)
KODM-F	Odessa, TX	Sold to Devlin	3,450,000	(Blackburn)
WHJJ/WHJY-F	Providence	From Federal to Griffin	\$27,500,000	
WVEZ-A/F	Louisville	From Federal to Griffin	<u>6,500,000</u>	
			<u>\$34,000,000</u>	(Blackburn)
WWAZ/WWLI-F	Providence	From Eastern to Zimmerman	\$16,500,000	
WEST/WLEV-F	Allentown	From Eastern to Zimmerman	9,000,000	
WRKZ-F	Hershey (Harrisburg)	From Eastern to Zimmerman	12,000,000	
WRSC/WQWK	State College, PA	From Eastern to Zimmerman	8,200,000	
WTAD/WQCY-F	Quincy, IL	From Eastern to Zimmerman	5,000,000	
WCVS/WFMB-F	Springfield, IL	From Eastern to Zimmerman	<u>4,250,000</u>	
			<u>\$65,000,000</u>	(Blackburn)

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KBLU, KTTI-F	Yuma	From Tenore to UNO	\$ 1,050,000(E)	
KOLE, KKMV-F	Beaumont	From Tenore to UNO	<u>1,500,000(E)</u>	
			\$ 2,550,000	(Blackburn)
WATV	Birmingham		400,000	
WPDB	Atlanta	Sold to Jacor	4,300,000	
WRRX, WFFX-F	Tuscaloosa	From Target to Arrow		
KL10-F	Clinton (Quad Cities)	From Target to Arrow		
KHUM-F	Ottawa (Topeka)	From Target to Arrow		
WFRG-A/F	Utica-Rome	From Target to Arrow		
K2BB-F	Porteau, OK (Ft. Smith)	From Target to Arrow		
W2OQ-F	Wapakoneta, OH	From Target to Arrow		
			<u>\$12,500,000</u>	
WGBR, WEQR-F	Goldsboro, NC	Sold to Voyager	3,200,000	
WUNO, WFID-F	San Juan	Sold to ML/WIN	6,000,000(E)	
KYOK	Houston	From All Pro to Noble	2,500,000	
WJYR-F	Myrtle Beach, SC	Sold to Hirsch	2,200,000	(Raymond)
WIOQ-F	Philadelphia	From Outlet to EZ	19,150,00	(Stevens)
WFDF, WDZZ-F	Flint		6,500,000	(Chesley Maddox)
WITL-A/F	Lansing	Sold by Midwest Family	10,220,000	
WLKK	Erie		283,000	
KKRD-F	Wichita	From Osborn to Sherman	6,000,000	
WAAV-AM	Wilmington, NC	Sold by Cape Fear	400,000	
KKXL-A/F	Grand Forks		1,345,000	
KIQQ-F	Los Angeles	From Outlet to Westwood One	56,000,000	(Stevens)
WBOS-F	Boston	From Sconnix to Ackerly	19,300,000	(Stevens)
KIIQ, KHIT-F	Reno	Sold by Olympia	2,500,000	
WELP, WLWZ-F	Easley (Greenville, SC)	Sold to Voyager	2,600,000	(Whittle)
KROY-F	Sacramento	From Commonwealth to Great American	11,800,000	(MVP)
KM2Q-F	Las Vegas	From Olympia to Commonwealth	6,700,00	(MVP)
KRZY, KRST-F	Albuquerque	From Wagontrain to Commonwealth	8,100,000	(MVP)
WZFM-F	Briarcliff, NY	Sold by Sage	5,00,000	(Hepburn)
KIKI, KHAI-F	Honolulu	From Parker to Henry	3,350,000	(Stromquist)
WWCK-A/F	Flint	Sold by Reams	2,400,000	(Crisler)

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

<u>STATION</u>	<u>MARKET</u>	<u>SHARE</u>	<u>FORMAT</u>	<u>GROUP OWNER</u>	<u>ESTIMATED 1988 REVENUE</u>
1. WIVK-A/F	Knoxville	33.0	Country	Dick	\$ 5,200,000
2. WTCR-A/F	Huntington, WV	30.3	Country	CRB	1,800,000
3. WIOG-F	Saginaw	30.1	CHR	Booth/Genesis	3,500,000
4. WMEE-F	Fort Wayne	28.8	CHR	Federated	3,400,000
5. WJET-F	Erie	23.8	CHR	Myron Jones	1,250,000
6. WZYP-F	Huntsville, AL	23.3	CHR		2,000,000
7. WNNK-F	Harrisburg, PA	20.8	CHR	Keymarket	4,800,000
8. WXLK-F	Roanoke	20.6	CHR	Coleman	3,600,000
9. KLLL-F	Lubbock	20.4	Country	Pinnacle	1,700,000
10. KSSN-F	Little Rock	20.3	Country	Southern Skies	3,700,000
11. WQUT-F	JC-Kingsport	19.6	CHR	Bloomington	2,100,000
WIKS-F	Greenville, NC	19.6	Black	Joyner	NA
13. WVIC-F	Lansing	19.2	CHR	Goodrich	3,000,000
14. WZEE-F	Madison	18.8	CHR	Midcontinent	2,300,000
15. KBFM-F	McAllen-Brown	18.6	CHR	Encore	1,400,000
16. WAJI-F	Fort Wayne	18.3	AC	Sarkes-Tarzian	2,200,000
WVLK-F	Lexington	18.3	Country	Bluegrass	2,400,000
18. WKEE-F	Huntington	18.2	CHR		1,700,000
19. WLWI-F	Montgomery	18.1	Country	Colonial	2,700,000
20. KUZZ-A/F	Bakersfield	18.0	Country	Buck Owens	2,700,000
21. WSKZ-F	Chattanooga	17.9	CHR	Bloomington	2,400,000
22. KGBT	McAllen-Brown	17.7	Hispanic	Tichenor	1,900,000
23. KRMD-A/F	Shreveport	17.6	Country	AmCom	1,900,000
WXBQ-F	JC-Kingsport	17.6	Country	Nininger	1,600,000
WKSJ-F	Mobile	17.6	Country	Capitol-Johnson	3,800,000
26. WXKC-F	Erie	17.3	AC		1,600,000
WKFR-F	Kalamazoo	17.3	CHR		2,400,000
28. WAMZ-F	Louisville	17.2	Country	Clear Channel	3,800,000
KFAB	Omaha	17.2	MOR	Henry	4,800,000
30. WCMF-F	Rochester	17.1	AOR	Stoner	4,400,000
KMOX	St. Louis	17.1	Country	CBS	20,500,000
32. WHRK-F	Memphis	17.0	Black	Mediacomm	4,000,000
33. WCCO	Minneapolis	16.9	MOR		20,000,000
34. WTQR-F	Greensboro-WS	16.8	Country	Summit	4,400,000
35. WEAT-A/F	West Palm Beach	16.7	BTFL/EZ	Taylor	2,800,000
36. WCOS-F	Columbia, SC	16.5	Country	Audubon	2,900,000
37. WFH2-F	Allentown-Beth	16.0	BTFL/EZ		1,600,000
38. KQMQ-F	Honolulu	15.9	CHR		2,700,000
39. WTIC	Hartford	15.8	MOR	Chase	10,000,000
40. KRLB-F	Lubbock	15.7	CHR	Dowe	2,800,000
41. WSOC-F	Charlotte	15.6	Country	Cox	5,200,000
42. WRBQ-F	Tampa	15.5	CHR	Edens	18,500,000
43. WAPE-F	Jacksonville	15.3	CHR	Evergreen	4,300,000
44. WWDH-F	Columbia, SC	15.2	Black		2,100,000
45. WHAS	Louisville	15.0	MOR	Clear Channel	6,000,000
WRNS-F	Greenville, NC	15.0	Country	Beasley	NA

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

NATIONAL FM SHARE*
FAL 88 71.904%

FM GROWTH RATE

SPG 88	71.376%			OCT/NOV 76 TO OCT/NOV 77:	6.123%
FAL 87	70.605%	FAL 81	58.651%	OCT/NOV 77 TO OCT/NOV 78:	9.026%
SPG 87	71.835%	SPG 81	57.353%	OCT/NOV 78 TO OCT/NOV 79:	5.756%
FAL 86	69.655%	OCT/NOV 80	56.116%	OCT/NOV 79 TO OCT/NOV 80:	4.641%
SPG 86	68.791%	APR/MAY 80	54.254%	OCT/NOV 80 TO OCT/NOV 81:	4.512%
FAL 85	67.109%	OCT/NOV 79	53.627%	FAL 81 TO FAL 82:	3.274%
SPG 85	66.549%	APR/MAY 79	50.887%	FAL 82 TO FAL 83:	4.106%
FAL 84	65.032%	OCT/NOV 78	50.698%	FAL 83 TO FAL 84:	3.127%
SPG 84	64.290%	APR/MAY 78	47.638%	FAL 84 TO FAL 85:	3.194%
FAL 83	63.058%	OCT/NOV 77	46.501%	FAL 85 TO FAL 86:	3.794%
SPG 83	62.291%	APR/MAY 77	44.428%	FAL 86 TO FAL 87:	1.367%
FAL 82	60.571%	OCT/NOV 76	43.818%	FAL 87 TO FAL 88:	1.840%
SPG 82	58.870%	APR/MAY 76	40.886%		

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported by Arbitron are included.

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HOUR AVG.</u>	<u>FORMAT</u>	<u>GROUP OWNER</u>	<u>FAL '87 RANK</u>	<u>ESTIMATED 1988 REVENUE</u>
1. WHTZ-F	New York	1553	CHR	Malrite	2	\$ 20,500,000
2. WOR	New York	1425	Talk	RKO	7	17,400,000
3. WPAT A/F	New York	1403	BTFL	Park	1	12,500,000
4. WLTW-F	New York	1313	AC	Viacom	8	19,300,000
5. WCBS-F	New York	1285	Oldies	CBS	13	17,900,000
6. KPWR-F	Los Angeles	1234	CHR/Urban	Emmis	9	24,500,000
7. WGN	Chicago	1217	Talk/Variety	Tribune Co.	10	33,300,000
8. WINS	New York	1209	News	Westinghouse	4	22,500,000
9. WRKS-F	New York	1170	Black	RKO	6	12,600,000
10. KIIS-F	Los Angeles	1144	CHR	Gannett	5	29,000,000
11. WCBS	New York	1135	News	CBS	14	18,000,000
12. WQHT-F	New York	1117	CHR/Urban	Emmis	12	12,000,000
13. WXRK-F	New York	1060	Classic Rock	Infinity	21	14,400,000
14. WUPR-F	New York	1042	CHR	Cap Cities/ABC	3	16,000,000
15. WABC	New York	1025	Talk	Cap Cities/ABC	33	13,400,000
16. KOST-F	Los Angeles	1002	AC	Cox	26	23,000,000
17. WBLS-F	New York	985	Black	Inner City	11	13,600,000
18. KABC	Los Angeles	929	Talk	Cap Cities/ABC	17	33,000,000
19. WNEW-F	New York	926	AOR	Legacy	18	16,100,000
20. WNSR-F	New York	862	AC	Bonneville	25	13,100,000
21. WYNY-F	New York	850	Country	Westwood One	28	9,000,000
22. KGO	San Francisco	828	Talk	Cap Cities/ABC	27	19,500,000
23. WGCI-F	Chicago	826	Black	Gannett	15	17,800,000
24. WCCO	Minneapolis	824	MOR	--	19	20,000,000
25. KJOI-F	Los Angeles	820	BTFL	Command	34	10,400,000
26. WMMR-F	Philadelphia	815	AOR	Legacy	23	14,900,000
27. WBBM	Chicago	796	News	CBS	22	19,000,000
28. KLOS-F	Los Angeles	791	AOR	Cap Cities/ABC	24	17,300,000
29. WJR	Detroit	784	MOR	Cap Cities/ABC	15	20,000,000
30. WXEZ-A/F	Chicago	760	BTFL	Century	40	9,500,000
31. KRTH-F	Los Angeles	746	Oldies	RKO	30	21,300,000
32. KMOX	St. Louis	725	Talk	CBS	20	20,500,000
33. KNX	Los Angeles	724	News	CBS	36	18,800,000
34. WUSL-F	Philadelphia	721	Black	Tak	32	9,700,000
35. WFAN	New York	697	Talk	Emmis	122	10,600,000
36. WEGX-F	Philadelphia	683	CHR	Malrite	78	7,000,000
37. KTWV-F	Los Angeles	642	Jazz/NA	Legacy	85	11,300,000
38. KBIG-F	Los Angeles	627	AC	Bonneville	31	14,300,000
39. KROQ-F	Los Angeles	609	AOR	Infinity	38	13,500,000
40. WBZ	Boston	572	MOR	Westinghouse	45	12,000,000
41. WJMK-F	Chicago	570	Oldies	Infinity	118	9,400,000
42. KDKA	Pittsburgh	569	MOR	Westinghouse	41	9,000,000
43. WEAZ-F	Philadelphia	555	BTFL/EZ	--	29	7,500,000
44. WNEW	New York	550	Nostalgia	Westwood One	44	7,400,000
45. KYW	Philadelphia	549	News	Westinghouse	37	14,000,000
WLUP-F	Chicago	549	AOR	Evergreen	47	13,000,000
47. WRBQ-F	Tampa	548	CHR	Edens	48	18,500,000
WBAP	Dallas	548	Country	Cap Cities/ABC	56	10,800,000
49. WCKG-F	Chicago	546	AOR	Cox	83	7,000,000
50. WSKQ	New York	534	Hispanic	SBS	161	NA
51. WYTZ-F	Chicago	527	CHR	Cap Cities/ABC	59	6,300,000
52. WVAZ-F	Chicago	522	Black	Bdcst Partners	46	5,000,000
53. KMJQ-F	Houston	519	Black	Noble	83	10,500,000
54. KFNB	Los Angeles	518	News	Westinghouse	35	15,500,000
55. WYSP-F	Philadelphia	514	Classic Rock	Infinity	55	7,300,000
KIQQ-F	Los Angeles	514	AC	Westwood One	57	9,200,000
57. WADO	New York	513	Hispanic	--	39	NA
58. WKQX-F	Chicago	511	AC	Emmis	168	5,900,000
59. WQCD-F	New York	502	Jazz	Tribune Co.	93	4,500,000
60. KMEL-F	San Francisco	497	CHR	Century	80	8,800,000
61. KSHE-F	St. Louis	493	AOR	Emmis	58	7,700,000
62. KCBS	San Francisco	490	News/Talk	CBS	49	14,500,000
63. KSCS-F	Dallas-FW	487	Country	Cap Cities/ABC	248	6,900,000
64. WRKO	Boston	477	Talk	RKO	67	9,000,000
65. WSB-F	Atlanta	474	AC	Cox	183	10,700,000
66. KVIL-A/F	Dallas	473	AC	Infinity	53	19,000,000
67. KLVE-F	Los Angeles	468	Hispanic	Heftel	96	7,500,000
68. WDAF	Kansas City	464	Country	Great American	72	5,300,000
69. KKDA-F	Dallas	463	Black	--	63	10,100,000
70. KTNQ	Los Angeles	462	Hispanic	Heftel	65	9,600,000

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '87 RANK	ESTIMATED 1988 REVENUE					
71. KZLA-F	Los Angeles	461	Country	Malrite	114	13,000,000					
72. WIVK-A/F	Knoxville	457	Country	Dick	61	(w/KLAC) 5,200,000					
73. WQXR-F	New York	452	Classical	NY Times	98	8,000,000					
WMMS-F	Cleveland	452	AOR	Malrite	52	8,600,000					
75. WJLB-F	Detroit	447	Black	Booth/Genesis	42	10,200,000					
76. WKSZ-F	Philadelphia	446	AC	--	53	8,500,000					
77. KNIX-A/F	Phoenix	445	Country	Buck Owens	50	11,600,000					
78. WFBQ-F	Indianapolis	443	AOR	Great American	87	8,200,000					
79. WODS-F	Boston	435	Oldies	CBS	231	5,000,000					
80. WWDB-F	Philadelphia	431	Talk	Panache	68	3,900,000					
81. WIOG-F	Saginaw	429	CHR	Booth/Genesis	77	3,500,000					
82. WXTU-F	Philadelphia	423	Country	Beasley	107	5,700,000					
KABL-A/F	San Francisco	423	BTFL/EZ	Shamrock	94	6,600,000					
84. KPLX-F	Dallas-FW	422	Country	Susquehanna	69	11,000,000					
85. WZOU-F	Boston	421	CHR	Ardman	90	5,800,000					
86. WOVE-F	Pittsburgh	416	AOR	Great American	138	4,700,000					
87. KKBQ-A/F	Houston	414	CHR	Gannett	108	8,000,000					
88. WMZQ-A/F	Washington	413	Country	Viacom	63	13,100,000					
89. WPEN	Philadelphia	410	Nostalgia	Greater Media	103	6,300,000					
90. KIKK-F	Houston	408	Country	Viacom	62	12,000,000					
WBBM-F	Chicago	408	CHR	CBS	60	6,000,000					
92. WKDM	New York	406	Hispanic	United	154	NA					
WLAK-F	Chicago	406	AC	Viacom	74	10,500,000					
94. KIRO	Seattle	404	News/Talk	Bonneville	85	18,200,000					
95. WMGK-F	Philadelphia	403	AC	Greater Media	76	8,300,000					
96. WSOC-F	Charlotte	400	Country	Cox	132	5,200,000					
97. KRLD	Dallas	398	News	Command	100	12,500,000					
98. WXKS-F	Boston	397	CHR	Pyramid	73	14,900,000					
99. WTQR-F	Greens-WS	393	Country	Newmarket	138	4,400,000					
100. KLSX-F	Los Angeles	392	Classic Rock	Greater Media	43	17,900,000					
WCLR-F	Chicago	392	AC	Bonneville	116	8,400,000					
102. KMPC	LA	390	WLTG-F	Cleve	332	181. WXLK-F	Roanokel	289	221. WDRC-F	Hartford	255
103. WZLX-F	Boston	388	142. WNIC-F	Detroit	331	182. KILT-F	Houston	288	KITS-F	SanFran	255
104. WKLS-F	Atlanta	386	143. KFI	LA	330	183. WCAU	Phila	286	KLXK-F	Minn	255
105. WBZZ-F	Pitt	385	144. KEGE-F	Dallas	329	WLTE-F	Minn	286	KTAR	Phoenix	255
106. WUSN-F	Chicago	383	KFRG	SanFran	329	WMEE-F	Ft.Wayne	286	225. WLLZ-F	Detroit	254
107. WUKA-F	Orlando	382	WTMJ	Milw	329	186. WOMC-F	Detroit	281	WMJI-F	Cleve	254
108. WLYF-F	Miami	380	147. WPRO-F	Prov	326	187. WQAL-F	Cleve	280	227. KNBR	SanFran	253
KJLH-F	LA	380	148. WAMZ-F	Louisvl	322	188. WALK-F	NY	279	WSSP-F	Orlando	253
110. WNCN-F	NY	376	WNCI-F	ColumOH	322	189. WCMF-F	Roch	278	WBSB-F	Balt	253
WEAT-A/F	Miami	322	181. KNAC-F	LA	278	KSD-F	St.Louis	278	230. KRQR-F	SanFran	250
111. WAPW-F	Atlanta	375	151. WQYK-A/F	Tampa	321	KNAC-F	LA	278	CKLW	Detroit	250
112. WBCN-F	Boston	372	152. WLIF-F	Balt	319	192. WSM-F	Milw	275	WLWL-F	Minn	250
113. WLUP	Chicago	370	153. KKLQ-A/F	SanDiego	317	WSM-F	Nash	275	KDFC-A/F	SanFran	250
114. KSTP-F	Minn	365	154. WDUV-F	Tampa	314	KFAB	Omaha	275	234. WROR-F	Boston	249
115. WTIC	Hartford	364	KUBE-F	Seattle	314	195. WFOX-F	Atlanta	273	235. KNX-F	LA	248
116. WKHX-F	Atlanta	361	156. WTIC-F	Hartford	313	WQXR-F	Wash	273	236. KKHI-A/F	SanFran	246
117. WYAY-F	Atlanta	360	KMEZ-A/F	Dallas	313	197. WEEI	Boston	272	237. WOGL-F	Phila	243
118. WPCN-F	Atlanta	359	158. WSB	Atlanta	312	198. KZZP-F	Phoenix	269	238. KSOL-F	SanFran	242
119. WJIB-F	Boston	358	WXVY-F	Balt	312	WIOD	Miami	269	KLOU-F	St.Louis	242
WHDH	Boston	358	WSSH-F	Boston	312	KDWB-F	Minn	269	WHAS	Louisvl	242
WGAY-F	Wash	358	161. WJOI-F	Detroit	309	201. WDOK-F	Cleve	268	KBLL-A/F	SanFran	242
WLIB	NY	358	162. WEZN-F	NY	306	202. WIBC	Indy	267	242. WHYT-F	Detroit	241
123. WWRM-F	Tampa	354	163. WXRT-F	Chicago	305	WHLI	NY	267	WYHY-F	Nash	241
KTRH	Houston	354	WJJD	Chicago	305	WMXJ-F	Miami	267	WNCX-F	Cleve	241
KOIT-A/F	SanFran	354	165. WNUA-F	Chicago	304	205. WWRL	NY	266	245. WJIT	NY	239
126. WZZK-A/F	Birm	352	WMAL	Wash	304	WZGC-F	Atlanta	266	WKTJ-F	Milw	239
127. WSHH-F	Pitt	348	167. WUDC-F	Wash	302	207. WIP	Phila	265	247. WIOQ-F	Phila	238
WVEE-F	Atlanta	348	WLS	Chicago	302	WHUR-F	Wash	265	WYNK-A/F	Baton R	238
129. KQRS-A/F	Minn	347	WWWW-F	Detroit	302	209. KEEY-F	Minn	264	249. WZPL-F	Indy	237
130. WSNL-F	Phil	346	170. WHRK-F	Memphis	301	210. WALK-F	Nassau-S	263	250. WPOW-F	Miami	236
131. KRBE-F	Houston	345	171. WRCH-F	Hartford	297	WDAS-F	Phila	263	251. WHJY-F	Prov	235
132. WDFX-F	Detroit	339	KHYI-F	Dallas	297	212. WZAK-F	Cleve	262	KFMK-F	Houston	235
WPGC-F	Wash	339	173. KLOL-F	Houston	296	213. WPOC-F	Balt	260	253. KMJM-F	St.Louis	234
WYNF-F	Tampa	339	WHQT-F	Miami	296	214. WWMX-F	Balt	259	254. KGB-F	S.Diego	233
WEAT-A/F	W.PlmbCh	339	WCZY-F	Detroit	296	WESC-F	GreenSP	259	255. WHYI-F	Miami	232
136. KEZK-F	St.Louis	335	WQUE-A/F	NewOrl	296	216. KSSN-F	Ltl Rock	258	KPLZ-F	Seattle	232
137. WKYS-F	Wash	334	177. WRQX-F	Wash	293	217. WHUD-F	NY	257	KMPS-A/F	Seattle	232
138. KIOI-F	SanFran	333	KMEQ-A/F	Phoenix	293	KCMO	KC	257	WTUE-F	Dayton	232
139. WWJ	Detroit	332	179. KFAC-F	LA	292	WRIF-F	Detroit	257	259. WCSX-F	Detroit	231
KODA-F	Houston	332	180. WWSW-F	Pitt	291	220. WIL-F	St.Louis	256	KTXQ-F	Dallas	231

261.	KRLA	LA	230	WMC-F	Memphis	199	WASH-F	Wash	178	WROQ-F	Char	161				
262.	WRAL-F	Ral-Dur	229	WNOR-F	Norfolk	199	KFMB	S.Diego	178	472.	KGBT	McBrown	160			
263.	WFYR-F	Chicago	228	WCKZ-A/F	Charl	199	403.	KKRZ-F	Port OR	177	KTNK-F	Port OR	160			
	KACE-F	LA	228	WLTT-F	Wash	199		KSFO	SanFran	177	KZPS-F	Dallas	160			
265.	WBAB-F	NY	227	335.	KKHT-F	Houston	405.	KJJO-F	Minn	176	WPXR-F	Davnpt	160			
266.	WDM-F	Colmb SC	225		KLTR-F	Houston	198	KBEQ-F	KC	176	476.	WVIC-F	Lansing	159		
	KKSF-F	SanFran	225		WRDU-F	Ral-Dur	198	407.	WUSY-F	Chatt	175	477.	KQXT-F	S.Anton	158	
268.	WAPE-F	Jackson	224	338.	WJYE-F	Buffalo	197		KOJO-F	Dallas	175		WNCE-F	York	158	
	KCYF-F	SanAnton	224		KZFX-F	Houston	197		WGY	Albany	175		KKNG-F	Ok City	158	
	WJQY-F	Miami	224		WAQI	Miami	197	410.	WHCN-F	Hartfrd	174		WNCE-F	Harris	158	
	WEZB-F	New Orl	224		WKZI-F	NewHaven	197		WFLZ-F	Tampa	174		WGR-F	Buffalo	158	
	WLTJ-F	Pitt	224	342.	WNNK-F	Harris	196		WMYU-F	Knoxvle	174		KOY-F	Phoenix	158	
273.	WXTZ-F	Indy	223		WNNK-F	York	196	413.	WBLI-F	NY	173		WFYV-F	Jackson	158	
274.	WTOP	Wash	222		KMOD-F	Tulsa	196		WIYY-F	Balt	173		WTCR-A/F	Hntg WV	158	
275.	WBAL	Balt	221		KSKQ	LA	196		KCTC-F	Sacra	173	485.	WRKZ-F	Harris	157	
276.	KUKW	LA	220	346.	WKLR-F	Indy	195		KCAT-F	SaltLke	173		WRXL-F	Richmnd	157	
	WQDR-F	Ral-Dur	220	347.	WGAR-F	Cleve	194		WIOG-F	Flint	173		WKJY-F	NY	157	
278.	WDSY-F	Pitt	219		KDUO-F	River-SB	194		WEZN-F	NewHav	173	488.	KBSG-F	Seattle	156	
	WMJX-F	Boston	219		KLAC	LA	194	419.	WGTR-F	Miami	172		WABB-F	Mobile	156	
	WYRK-F	Buffalo	219	350.	WQBA	Miami	193		WHLY-F	Orlando	172		WROW-F	Albany	156	
	WFLN-F	Phila	219		WIKS-F	Grnv-Nb	193	421.	WVON	Chicago	171	491.	KKCW-F	Port OR	155	
282.	KOMO	Seattle	217		WXTR-F	Wash	193		WFMT-F	Chicago	171		WHYG-F	Pitt	155	
	KXYQ-F	Port OR	217	353.	WHTX-F	Pitt	192		WHIO-F	Dayton	171		WKRZ-F	WlksBar	155	
	WBJW-A/F	Orlando	217		KYYS-F	KC	192		WUSA-F	Tampa	171	494.	WLTJ-F	Norfolk	154	
	WOCL-F	Orlando	217		WFMZ-F	Allentwn	192		WOWI-F	Norfolk	171		WIOT-F	Toledo	154	
	WOKI-F	Knoxvle	217		KBAY-F	San Jose	192		WQMG-F	Grns-WS	171		WDIZ-F	Orlando	154	
	WCMQ-F	Miami	217		WCOS-F	Colmb SC	192	427.	WMJQ-F	Buffalo	170		WQOK-F	Ral-Dur	154	
288.	WLVK-F	Charlot	216	358.	WPYX-F	Albany	191		KISW-F	Seattle	170		WBTU-F	FtWayne	154	
	WSKZ-F	Chatt	216		WLVE-F	Miami	191		XTRA-F	S.Diego	170	499.	WWLI-F	Prov	153	
290.	KASE-F	Austin	215	360.	WGTZ-F	Dayton	190		WFME-F	NY	170		KZEW-F	Dallas	153	
	WLKS-F	Prov	215		KSAN-F	SanFran	190		WDRE-F	NY	170		WKSS-F	Hart	153	
	WLKW-F	Prov	215		WMIL-F	Milw	190		432.	WY2-F	Hart	169		WJAS	Pitt	153
	WSTF-F	Orlando	215		KSFI-F	Salt Lke	190		WZYP-F	Huntsv	169					
294.	WKSG-F	Detroit	214	364.	WANS-F	Green-SP	189		KQZY-F	Dallas	169					
	KPRC	Houston	214		KRMD-A/F	Shreve	189	435.	WRNS-F	Grnv-NB	168					
	KDAY	LA	214		WZEE-F	Madison	189		KBFM-F	McBrown	168					
297.	KUPD-F	Phoenix	213		KXL-F	Port OR	189		WIOF-F	Hart	168					
298.	WVLK-F	Lexingtn	212	368.	KYKY-F	St.Louis	188		WDJX-F	Louis	168					
299.	KXXY-A/F	Ok City	211		KRQQ-F	Tucson	188		KEZO-A/F	Omaha	168					
	WWWE	Cleve	211	370.	KQUE-F	Houston	187		WQUT-F	JhnsnCty	168					
	WHO	D.Moines	211	371.	KFOG-F	Norfolk	186	441.	WBLI-F	Nass-S	167					
302.	KFMB-F	S.Diego	210	372.	WEZW-F	Mil	185		KMBR-F	KC	167					
303.	KFBK	Sacramen	209		WTAE	Pitt	185		WXBQ-F	JhnsnCty	167					
	WSSL-A/F	Green SP	209	374.	KMQQ-A/F	Honolulu	184	444.	KATT-F	Ok City	166					
305.	KSDO	S.Diego	208		KJYO-F	Ok City	184		KRTH-F	Riv-SB	166					
306.	WMAQ	Chicago	207		WKSE-F	Buffalo	184		KIXI	Seattle	166					
	KLUV-F	Dallas	207		WQXI-A/F	Atlanta	184	447.	WJHM-F	Orlando	165					
	KJQY-F	S.Diego	207	378.	WYLD-F	New Orl	183		WBEE-F	Roch	165					
309.	KRAK-F	Sacramen	206		WPXY-A/F	Roch	183		WYYY-F	Syracse	165					
310.	WMJJ-F	Birming	205	380.	KBRD-F	Seattle	182		WIMZ-F	Knox	165					
	WWL	New Orl	205		KRTH	LA	182	451.	WRMF-F	WPlmBch	164					
	WKLH-F	Milw	205		WAPI-F	Birming	182	452.	WENN-F	Birming	163					
	WRMR	Cleve	205		WGKX-F	Memphis	182		WSNE-F	Prov	163					
	WRVQ-F	Richmond	205	384.	WQIK-F	Jackson	181		WRLX-F	Char	163					
315.	WFMS-F	Indy	204		WHOT-A/F	Youngst	181		WBNS-F	Col OH	163					
316.	WXYT	Detroit	203		KKGO-F	LA	181		WSNE-F	Prov	163					
	KFKF-A/F	KC	203		WAMO-F	Pitt	181		WDCG-F	Ral-Dur	163					
	WLVQ-F	ColumBOH	203		WPEG	Charlot	181		WGNA-F	Albany	163					
319.	WNWS	Miami	202		KKLT-F	Phoenix	181	459.	WSPA-F	GreenSC	162					
	WKIS-F	Miami	202		WFLA	Tampa	181		WRFX-F	Char	162					
	KBAY-F	SanFran	202		WAXY-F	Miami	181		WTMI-F	Miami	162					
322.	WEDR-F	Miami	201	392.	WTVN	ColumBOH	180		WVRA	Richmnd	162					
	KLIF	Dallas	201		WSIX-F	Nash	180		WHQT-F	WPlmBch	162					
324.	WCMS-A/F	Norfolk	200		WNIB-F	Chicago	180	464.	WQMF-F	Louis	161					
	WKDF-F	Nashvle	200		WPHR-F	Cleve	180		WENS-F	Indy	161					
	WBEN	Buffalo	200	396.	WBUF-F	Buffalo	179		KGGI-F	Riv-SB	161					
	WKDF-F	Milw	200		KXRX-F	Seattle	179		KFOG-F	SanFran	161					
	WBAB-F	Nassau-S	200		WNVZ-F	Norfolk	179		WLZR-F	Milw	161					
329.	WSNY-F	ColumBOH	199		WINZ	Miami	179		WLTJ-F	Detriot	161					
	KSON-F	S.Diego	199	400.	KXXX-F	SanFran	178		KOAI-F	Dallas	161					

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WINS	NY	28391	51.	KMPC	LA	8126	101.	WUSN-F	Chi	5595
2.	WHTZ-F	NY	25282	52.	KLSX-F	LA	8053	102.	WDFX-F	Det	5592
3.	WCBS	NY	22697	53.	KRLD	Dallas	8025	103.	KNX-F	LA	5586
4.	KIIS-F	LA	20843	54.	WVAZ-F	Chi	7796	104.	WDVE-F	Pitt	5553
5.	WWPR-F	NY	20701	55.	KDKA	Pitt	7786	105.	KABL A/F	SF	5518
6.	WPAT A/F	NY	19103	56.	WNCN-F	NY	7776	106.	WMZA A/F	Wash	5515
7.	KPWR-F	LA	18883	57.	WUSL-F	Phil	7660	107.	WXTU-F	Phil	5491
8.	WCBS-F	NY	18405	58.	WXKS-F	Bos	7403	108.	WLLZ-F	Det	5463
9.	WOR	NY	17245	59.	KMEL-F	SF	7389	109.	KVIL A/F	Dal	5457
10.	WGN	Chi	17213	60.	WQXR-F	NY	7335	110.	KSHE-F	St. Lou	5439
11.	WSRK-F	NY	16602	61.	WQCD-F	NY	7335	111.	WHDH	Boston	5422
12.	WLTW-F	NY	16176	62.	WBAP	Dallas	7324	112.	WNIC-F	Det	5381
13.	KOST-F	LA	15626	63.	WCLR-F	Chi	7166	113.	WTIC-F	Hart	5367
14.	WABC	NY	15342	64.	WLAK-F	Chi	7152	114.	KQRS A/F	Minn	5345
15.	WRKS-F	NY	15265	65.	WBZ	Bos	7027	115.	WDAF	KC	5332
16.	WQHT-F	NY	15198	66.	KKBQ A/F	Hou	6997	116.	WEEI	Boston	5324
17.	KLOS-F	LA	15121	67.	WZOU-F	Bos	6953	117.	KJLH-F	LA	5322
18.	WBLS-F	NY	14829	68.	KIRO	Seatt	6904	118.	WTOP	Wash	5314
19.	WBBM	Chi	14689	69.	WBCN-F	Bos	6668	119.	WJLB-F	Det	5288
20.	KRTH-F	LA	14673	70.	WODS-F	Bos	6631	120.	WMAL	Wash	5261
21.	WNEW-F	NY	14538	71.	KFI	LA	6629	121.	WFBQ-F	Indy	5256
22.	WNSR-F	NY	14392	72.	KOIT A/F	SF	6588	122.	KUBE-F	Sea	5242
23.	WFAN	NY	14217	73.	WKSZ-F	Phil	6509	123.	WIP	Phil	5231
24.	KABC	LA	12639	74.	WMMS-F	Cleve	6397	124.	KPLX-F	Dallas	5229
25.	KYW	Phil	12440	75.	KRBE-F	Hou	6393	125.	KDWB-F	Minn	5150
26.	KFWB	LA	12374	76.	WCZY-F	Det	6357	126.	WOGL-F	Phil	5140
27.	KGO	SF	12343	77.	WRQX-F	Wash	6300	127.	WZLX-F	Boston	5120
28.	WYNY-F	NY	12064	78.	WHYT-F	Det	6292	128.	KKDA-F	Dallas	5070
29.	WMMR-F	Phil	11976	79.	WRBQ-F	Tampa	6274	129.	WADO	NY	5056
30.	WJR	Det	11451	80.	WFYR-F	Chi	6272	130.	WLWL-F	Minn	5034
31.	WBBM-F	Chi	10730	81.	KTRH	Hous	6255	131.	WSSH-F	Boston	5014
32.	KBIG-F	LA	10383	82.	WSNI-F	Phil	6129	132.	KHYI-F	Dallas	5013
33.	WCCO	Minn	10381	83.	WLS	Chi	6121	133.	WWDB-F	Phil	4997
34.	WJMK-F	Chi	10337	84.	KSCS-F	Dallas	6106	134.	KTNQ	LA	4972
35.	KCBS	SF	10280	85.	WWDC-F	Wash	6101	135.	WKLS-F	Atl	4969
36.	WYTZ-F	Chi	10126	86.	WAVA-F	Wash	6064	136.	WHYI-F	Miami	4965
37.	KROQ-F	LA	9959	87.	KIOI-F	SF	6055	137.	WSKQ	NY	4948
38.	WEGX-F	Phil	9741	88.	WMGK-F	Phil	6048	138.	KNIX A/F	Phoe	4945
39.	WGCI-F	Chi	9650	89.	WSB-F	Atl	6034	139.	WSB	Atl	4925
40.	KTWV-F	LA	9606	90.	WBZZ-F	Pitt	5993	140.	WROR-F	Boston	4871
41.	WKQX-F	Chi	9524	91.	KZLA-F	LA	5925	141.	WPGC-F	Wash	4868
42.	KJOI-F	LA	9467	92.	KEGL-F	Dallas	5919	142.	KODA-F	Houston	4838
43.	WYSP-F	Phil	9398	93.	WCAU	Phil	5845	143.	WLUP	Chi	4756
44.	WLUP-F	Chi	9219	94.	KIKK-F	Hous	5823	144.	KSTP-F	Minn	4752
45.	KIQQ-F	LA	8845	95.	WRIF-F	Det	5795	145.	WEZN-F	NY	4705
46.	WNEW	NY	8802	96.	KLVE-F	LA	5794	146.	WGAY-F	Wash	4690
47.	WXEZ A/F	Chi	8650	97.	WWJ	Det	5652	147.	WLTF-F	Cleve	4673
48.	KMOX	St. L	8497	98.	KFAC-F	LA	5634	148.	KILT-F	Hou	4665
49.	WCKG-F	Chi	8484	99.	WMAQ	Chi	5632	149.	KMJQ-F	Hou	4639
50.	WEAZ-F	Phil	8339	100.	WRKO	Bos	5615	150.	WCXR-F	Wash	4637

*Based on 12+ TSA Cume, Broadcast Week.

151.	KSOL-F	SF	4577	201.	KXXX-F	SF	4059	251.	KZEW-F	Dallas	3389
152.	WXRT-F	Chi	4568	202.	KKLQ A/F	SD	4056	252.	WFMT-F	Chi	3387
153.	KFRC	SF	4543	203.	KFMB-F	SD	4028	253.	WEAT A/F	W.PIB	3378
154.	WZGC-F	Atl	4534	204.	KTXQ-F	Dallas	4026	254.	WRCH-F	Hart	3378
155.	WIVK A/F	Knox	4497	205.	KOMO	Sea	4014	255.	WXTR-F	Wash	3369
156.	WFOX-F	Atl	4492	206.	WMXJ-F	Miami	3985	256.	WDRG-F	Hart	3360
157.	WCSX-F	Det	4490	207.	WJOL-F	Det	3982	257.	KSAN-F	SF	3358
158.	WLTE-F	Minn	4485	208.	WKYS-F	Wash	3978	258.	WBEN	Buff	3354
159.	KLLOL-F	Hou	4465	209.	KRLA	LA	3955	259.	WYHY-F	Nash	3346
160.	WTIC	Hart	4463	210.	WWKA-F	Orl	3942	260.	WXVY-F	Balt	3343
161.	WAPW-F	Atl	4449	211.	KFAB	Omaha	3878	261.	KBEQ-F	KC	3333
162.	KSFO	SF	4442	212.	WSHH-F	Pitt	3843	262.	KGB-F	SD	3329
163.	WPRO-F	Prov	4426	213.	WZZK A/F	Birm	3836	263.	KYA-F	SF	3328
164.	WIOD	Miami	4409	214.	KTAR	Phoe	3808	264.	WHAS	Louis	3320
165.	WWWW-F	Det	4396	215.	CKLW	Det	3806	265.	KDAY	LA	3319
166.	KLOU-F	St. Lou	4383	216.	KLXK-F	Minn	3799	266.	WNCX-F	Cleve	3315
167.	WIOG-F	Sag/BC	4373	217.	KNBR	SF	3793	267.	WIL-F	St. Lou	3315
168.	WAAF-F	Boston	4364	218.	WQXI A/F	Atl	3780	268.	KPRC	Hou	3295
169.	WPCH-F	Atl	4362	219.	WBAB-F	NY	3776	269.	WDUV-F	Tampa	3279
170.	WWWE	Cleve	4339	220.	WYNF-F	Tampa	3772	270.	WXLK-F	Roan-L	3279
171.	WSOC-F	Char	4325	221.	WLIB	NY	3770	271.	KJJO-F	Minn	3276
172.	WYAY-F	Atl	4295	222.	KSD-F	St.Lou	3724	272.	WRAL-F	Ral-Dur	3273
173.	WHQT-F	Miami	4288	223.	WHUD-F	NY	3719	273.	WPHR-F	Cleve	3261
174.	WDOK-F	Cleve	4281	224.	WJJD	Chi	3706	274.	KKHI A/F	SF	3260
175.	WMJI-F	Cleve	4281	225.	KLAC	LA	3704	275.	WAXY-F	Miami	3252
176.	WHUR-F	Wash	4280	226.	WTQR-F	Gr/WS	3688	276.	WASH-F	Wash	3250
177.	KZZP-F	Phoe	4278	227.	WKDM	NY	3680	277.	KZFX-F	Hou	3234
178.	WNCI-F	Col,O	4275	228.	KITS-F	SF	3673	278.	WSM-F	Nash	3212
179.	WWSW-F	Pitts	4260	229.	WEZB-F	N. Orl	3672	279.	WBLI-F	NY	3198
180.	WKTI-F	Milw	4257	230.	KMEZ A/F	Dal	3650	280.	WKBQ-F	St. Lou	3184
181.	WOMC-F	Det	4255	231.	KRTH	LA	3646	281.	WWL	New Orl	3184
182.	WBJW A/F	Orl	4248	232.	KLTR-F	Hou	3646	282.	WPOC-F	Balt	3176
183.	WPEN	Phil	4242	233.	WQUE A/F	N. Orl	3641	283.	KKHT-F	Hou	3160
184.	WJIB-F	Boston	4235	234.	WBAL	Balt	3609	284.	XTRA-F	SD	3137
185.	WWRM-F	Tampa	4219	235.	WALK-F	NY	3609	285.	WFLN-F	Phil	3123
186.	WNUA-F	Chi	4217	236.	KNAC-F	LA	3604	286.	WSTF-F	Orl	3108
187.	WBSB-F	Balt	4215	237.	WPOW-F	Miami	3598	287.	WOKI-F	Knox	3089
188.	WMCA	NY	4210	238.	KKGO-F	LA	3597	288.	WQYK A/F	Tampa	3077
189.	KACE-F	LA	4196	239.	WZPL-F	Indy	3591	289.	KXYQ-F	Port O	3076
190.	KRQR-F	SF	4177	240.	KEEY-F	Minn	3573	290.	WKSS-F	Hart	3052
191.	WTMJ	Milw	4165	241.	KDFC A/F	SF	3565	291.	KBAY-F	SF	3047
192.	WVEE-F	Atl	4162	242.	WMMX-F	Balt	3549	292.	KMPS A/F	Sea	3047
193.	WIOO-F	Phil	4161	243.	WLIF-F	Balt	3543	293.	WFME-F	NY	3038
194.	KBLX A/F	SF	4153	244.	WAMZ-F	Louis	3499	294.	WBCY-F	Char	3013
195.	WLYF-F	Miami	4108	245.	KLUV-F	Dallas	3492	295.	WGAR-F	Cleve	3007
196.	WKHX-F	Atl	4101	246.	WTAE	Pitts	3460	296.	KFMK-F	Hou	3006
197.	KPLZ-F	Seat	4098	247.	KOMO	KC	3454	297.	KMEO A/F	Phoe	2987
198.	KEZK-F	St. Lou	4084	248.	KKSF-F	SF	3445	298.	WIBC	Indy	2879
199.	WMJX-F	Boston	4069	249.	WLTT-F	Wash	3417	299.	WCMQ-F	Miami	2170
200.	WDAS-F	Phil	4061	250.	WQAL-F	Cleve	3402				

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

CHR/TOP 40/CONTEMP (+200)		AOR/CLASSIC (+180)	AC/SOFT ROCK/OLDIES (+180)	MOR/VARIETY (+90)
1. WHTZ-F NY 1553	1. WXRK-F NY 1060	1. WLTW-F NY 1313	1. WCCO Minn 824	
2. KPWR-F LA 1234	2. WNEW-F NY 926	2. WCBS-F NY 1285	2. WJR Detroit 784	
3. KIIS-F LA 1144	3. WMMR-F Phila 815	3. KOST-F LA 1002	3. WBZ Boston 572	
4. WQHT-F NY 1117	4. KLOS-F LA 791	4. WNSR-F NY 862	4. KDKA Pitt 564	
5. WWPR-F NY 1042	5. KROQ-F LA 609	5. KRTH-F LA 746	5. WTIC Hart 364	
6. WEGX-F Phila 683	6. WLUP-F Chicago 549	6. KBIG-F LA 627	6. WTMJ Milw 329	
7. WRBQ-F Tampa 548	7. WCKG-F Chicago 546	7. WJMK-F Chicago 570	7. WWSB Atlanta 312	
8. WYTZ-F Chicago 527	8. WYSP-F Phila 514	8. KIQQ-F LA 514	8. WMAL Wash 304	
9. KMEL-A/F SanFran 497	9. KSHE-F St.Louis 493	9. WKQX-F Chicago 511	9. KFAB Omaha 275	
10. WIOG-F Sag BC 429	10. WMMS-F Cleve 452	10. KVIL-A/F Dallas 473	10. WIBC Indy 267	
11. WZOU-F Boston 421	11. WFBQ-F Indv 443	11. WKSF-F Phila 446	11. KNBR SanFran 253	
12. KKQB-A/F Houston 414	12. WOVE-F Pitt 416	12. WODS-F Boston 435	12. WHAS Louisvle 242	
13. WBBM-F Chicago 408	13. KLSX-F LA 392	13. WLAK-F Chicago 406	13. KLW Cinci 242	
14. WXKS-F Boston 397	14. WZLX-F Boston 388	14. WMGK-F Phila 403	14. KOMO Seattle 217	
15. WBZZ-F Pitt 385	15. WKLS-F Atlanta 386	15. WCLR-F Chicago 392	15. WHO Des M 211	
16. WAPW-F Atlanta 375	16. WBCN-F Boston 372	16. KSTP-F Minn 365	16. WBEN Buffalo 200	
17. KRBE-F Houston 345	17. KQRS-A/F Minn 347	17. KOIT-F SanFran 354	17. WTVN Col OH 180	
18. WDFX-F Detroit 339	18. WYNF-F Tampa 339	18. WSNi-F Phila 346	18. KFMB S.Diego 178	
19. WPGC-F Wash 339	19. WXRT-F Chicago 305	19. KIOI-F SanFran 333	19. WGY Albany 175	
20. KEGF-F Dallas 329	20. WWDC-F Wash 302	20. WLTF-F Cleve 332	20. WRVA Rich 162	
21. WNCI-F Col OH 322	21. KLOL-F Houston 296	21. WNIC-F Detroit 331	21. WSYR Syracuse 143	
22. KKLQ-A/F S.Diego 317	22. WEBN-F Cinci 290	22. WXTR-F Wash 312	22. KEX Port OR 136	
23. KUBD-F Seattle 314	23. WAAF-F Bstn/Wor 282	23. WLS Chicago 302	23. WHAM Roch 130	
24. WTIC-F Hart 313	24. WCMF-F Roch 278	24. WWSW-F Pitt 291	24. WOWO FtWayne 126	
25. KHYY-F Dallas 297	25. KNAC-F LA 278	25. WLTE-F Minn 286	25. WGSN Long Is 124	
26. WCZY-F Detroit 296	26. KSD-F St.Louis 278	26. WOMC-F Detroit 281	26. KRMG Tulsa 117	
27. WRQX-F Wash 293	27. W CXR-F Wash 273	27. WALK A/F Long Is 279	27. KKOBB Albuq 114	
28. WXLK-F Roanoke 289	28. KBCO-A/F Denver 263	28. WDOK-F Cleve 268	28. WBT Char NC 112	
29. WMEF-F FtWayne 286	29. WRIF-F Detroit 257	29. WMXJ-F Miami 267	29. WKRC Cinci 111	
30. KDWB-F Minn 269	30. WLLZ-F Detroit 254	30. WMMX-F Balt 259	30. KHOW Denver 101	
31. KZPP-F Phoenix 269	31. WRQR-F SF 250	31. KLXK-F Minn 255	31. WDBO Orlando 97	
32. WZGC-F Atlanta 266	32. KNX-F LA 248	32. WDRC-F Hart 255	32. WCTC NwBrun NJ 94	
33. WAVA-F Wash 264	33. WNCX-F Cleve 241	33. WMJI-F Cleve 254	33. WARM WB-Scran 91	
34. WKRQ-F Cinci 262	34. KGB-F S.Diego 233	34. WROR-F Boston 249	NOSTALGIA (+50)	
35. WBSB-F Balt 253	35. WCSX-F Detroit 231	35. WQGL-F Phila 243	1. WNEW NY 550	
36. WLOL-F Minn 250	36. KTXQ-F Dallas 231	36. WIOQ-F Phil 238	2. WPEN Phila 410	
37. WYHY-F Nashvle 241	37. WBAB-F Long Is 227	37. KFMC Houston 235	3. KMPC LA 390	
38. WHYT-F Detroit 241	38. KUPD-F Phoenix 213	38. KXKL-F Denver 233	4. KFRC SF 329	
39. WKTI-F Milw 239	39. WKLH-F Milw 205	39. KRLA LA 230	5. WJJD Chicago 305	
40. WZPL-F Indy 237	40. WLVQ-F Col OH 203	40. WRAL-F Raleigh 229	6. WHLI Long Is 267	
41. WHYI-F Miami 232	41. WKDF-F Nashvle 200	41. WFYR-F Chicago 228	7. CKLW Detroit 250	
42. KPLZ-F Seattle 232	42. KAZY-F Denver 199	42. WL TJ-F Pitt 224	8. WRMR Cleve 205	
43. KITS-F SanFran 225	43. WNOR-A/F Norfolk 199	43. WJQY-F Miami 224	9. KQUE-F Houston 187	
44. WEZB-F New Orl 224	44. WRDU-F Raleigh 198	44. WMJX-F Boston 219	10. KIXI Seattle 166	
45. WAPE-F Jackson 224	45. KZFX-F Houston 197	45. WOCL-F Orlando 217	11. WJAS Pitt 153	
46. KXYQ-F Port OR 217	46. KMOD-F Tulsa 196	46. WSTF-F Orlando 215	12. KPOP S.Diego 144	
47. WBJW-A/F Orlando 217	47. KYYS-F Kan Cty 192	47. WKSG-F Detroit 214	13. WOKY Milw 142	
48. WOKI-F Knoxvle 217	48. KPYX-F Albany 191	48. KLUV-F Dallas 207	14. WPLM-F Boston 130	
49. WSKZ-F Chatt 216		49. WMJJ-F Birm 205	15. WGUL-A/F Tampa 106	
50. WFMB-F S.Diego 210		50. WSNY-F Col OH 199	16. WECK Buffalo 101	
51. WRVQ-F Rich 205		51. WLTT-F Wash 199	17. WFTL Miami 91	
		52. KLTR-F Houston 198	18. WDAE Tampa 91	
		53. KKHT-F Houston 198	19. WBYU New Orl 87	
		54. WKLR-F Indy 195	20. KAAM Dallas 85	
		55. WHTX-F Pitt 192	21. KYTE Port OR 76	
		56. WLVE-F Miami 191	22. KJLA Kan City 75	
		57. KYKY-F St.Louis 188	23. WITH Balt 74	
		58. WVBF-F Boston 185	24. WXKS-F Boston 73	
		59. KRTH LA 182	25. WAPI Birm 66	
		60. WAXY-F Miami 181	26. KLFF Phoenix 60	
			27. WREC Memphis 59	
			28. WTUX Indy 57	
			29. WCOL Col OH 57	
			30. KEZW Denver 57	
			31. WRCQ Hart 57	
			32. KLIV SanJose 56	
			33. KLBB Minn 55	
			34. KGVY Tucson 54	
			35. WNAK WB-Scran 54	
			36. KMRR Tucson 50	

HISPANIC (+40)

1. WSKQ NY 534	14. KSKQ-F LA 142
2. WADO NY 513	15. KCOR S.Anton 130
3. KLVE-F LA 468	16. KALI LA 121
4. KTNQ LA 462	17. WQBA-F Miami 118
5. WKDM NY 406	18. WIND Chicago 102
6. WJIT NY 239	19. KIQI SF 99
7. KWKW LA 220	20. WCMQ Miami 98
8. WCMQ-F Miami 217	21. KIWW-F Mc-Brown 84
9. WAQI Miami 197	22. KBNA-A/F El Paso 77
10. KSKQ LA 196	23. KBRG-F SF 70
11. WQBA Miami 193	24. WSUA Miami 62
12. KGBT Mc-Brown 160	25. KQXX-F Mc-Brown 43
13. WOJO-F Chicago 150	

*Based on 1/4 HR AVG, 6A-MID, TSA

BEAUTIFUL MUSIC/EZ (+170)

1.	WPAT A/F NY	1403
2.	KJOI-F LA	820
3.	WEZ-A/F Chicago	760
4.	WEAZ-F Phila	555
5.	KABL A/F SF	423
6.	WLYF-F Miami	380
7.	WPCH-F Atlanta	359
8.	WJIB-F Boston	358
	WGAY-F Wash	358
10.	WSHH-F Pitt	348
11.	WEAT-A/F W.Palm	339
12.	KEZK-F St.Louis	335
13.	KODA-F Houston	332
14.	WEAT-A/F W.Palm	322
15.	WLIF-F Balt	319
16.	KDUV-F Sar/Tamp	314
17.	KMEZ-A/F Dallas	313
18.	WJOI-F Detroit	309
19.	WEZN-F Bridge	306
20.	WRCH-F Hart	297
21.	KMEO-A/F Phoenix	293
22.	WQAL-F Cleve	280
23.	WHUD-F Peek,NY	257
24.	WSSP-F Orlando	253
25.	KOSI-F Denver	225
26.	WXTZ-F Indy	223
27.	KJQY-F S.Diego	207
28.	WWEZ-F Cincinnati	202
	KBAY-F SanJose	202
30.	WJYE-F Buffalo	197
31.	KDUO-F River-SB	194
32.	WFMZ-F AllenBth	192
33.	KXL-F Port OR	189
34.	WFOG-F Norfolk	186
35.	WEZW-F Milw	185
36.	KBRD-F Seattle	182
37.	KCTC-F Sacra	173

RELIGIOUS (+40)

1.	WWRL NY	266
2.	KOJO-F Dallas	175
3.	WFME-F NY	170
4.	KHVN Dallas	106
5.	KKLA-F LA	100
6.	WWDJ NY	89
7.	WBGR Balt	88
8.	WLOK Memphis	77
9.	WDJC-F Birm	76
10.	WXRI-F Norfolk	72
	WCMS-F Detroit	72
12.	KCMS-F Seattle	67
13.	WAGG Birm	63
14.	WPCE Norfolk	62
15.	WYCB Wash	58
16.	WDAC-F Lanc	57
17.	WMBM Miami	56
18.	KFAX SF	54
19.	KPDQ Port OR	53
20.	KHCB-F Houston	51
21.	WCGL Jackson	50
22.	WRBS-F Balt	48
	WESL St.Louis	48
24.	WROL Boston	46
25.	KOKA Shreve	45
26.	WZZD Phila	41
	WXXO Orlando	41
28.	WEMH-F Hunt WV	40

COUNTRY (+180)

1.	WYNY-F NY	850
2.	WBAP Dallas	548
3.	KSCS-F Dallas	487
4.	WDAF Kan City	464
5.	KZLA-F LA	461
6.	WIVK-A/F Knox	457
7.	KNIX-A/F Phoenix	445
8.	WXTU-F Phila	423
9.	KPLX-F Dallas	422
10.	WMZQ-A/F Wash	413
11.	KIKK-F Houston	408
12.	WSOC-F Char NC	400
13.	WTQR-F Green-WS	393
14.	WUSN-F Chicago	383
15.	WWKA-F Orlando	382
16.	WKHX-F Atlanta	361
17.	WYAY-F Atlanta	360
18.	WZZK-A/F Birm	352
19.	WAMZ-F Louisvle	322
20.	WQYK-A/F Tampa	321
21.	WWWW-F Detroit	302
22.	KILT-F Houston	288
23.	WSM-F Nash	275
24.	KEEY-F Minn	264
25.	WPOC-F Balt	260
26.	WESC-F Green SC	259
27.	KSSN-F L Rock	258
28.	WIL-F St.Louis	256
29.	WYNK-A/F Baton R	238
30.	KMPS-A/F Seattle	232
31.	KCYF-F S Anton	224
32.	WQDR-F Raleigh	220
33.	WYRK-F Buffalo	219
	WDSY-F Pitt	219
35.	WLVK-F Char NC	216
36.	KASE-F Austin	215
37.	WVLK-F Lex	212
38.	KXXY-A/F Ok City	211
39.	WSSL-A/F Green SC	209
40.	KRAK-F Sacra	206
41.	WFMS-F Indy	204
42.	KFKF-A/F Kan City	203
43.	WKIS-F Miami	202
44.	WCMS-F Norfolk	200
45.	KSON-F S.Diego	199
46.	KKYX S Anton	196
47.	KLAC LA	194
	WGAR-F Cleve	194
49.	WCOS-F Col SC	192
50.	WBOS-F Boston	191
51.	KSAN-F SanFran	190
	WMIL-F Milw	190
53.	KRMD-A/F Shreve	189
54.	KYGO-F Denver	186
55.	WGKX-F Memphis	182
56.	WQIK-F Jackson	181
57.	WSIX-F Wash	180

BLACK/URBAN (+120)

1.	WRKS-F NY	1170
2.	WBLS-F NY	985
3.	WGCI-F Chicago	826
4.	WUSL-F Phila	721
5.	WVAZ-F Chicago	522
6.	KMJQ-F Houston	519
7.	KKDA-F Dallas	463
8.	WJLB-F Detroit	447
9.	KJLH-F LA	380
10.	WLIB-F NY	358
11.	WVEE-F Atlanta	348
12.	WKYS-F Wash	334
13.	WXYV-F Balt	312
14.	WHRK-F Memphis	301
15.	WHQT-F Miami	296
	WQUE-A/F New OrL	296
17.	WHUR-F Wash	265
18.	WDAS-F Phil	263
19.	WZAK-F Cleve	262
20.	KSOL-F SanFran	242
21.	WPOW-F Miami	236
22.	WMJM-F St.Lou	234
23.	KACE-F LA	228
24.	WDM-F Col SC	225
25.	KDAY LA	214
26.	WEDR-F Miami	201
27.	WCKZ-A/F Char NC	199
28.	WKIS-F Green NB	193
29.	WYLD-F New OrL	183
30.	WAMO-F Pitt	181
	WPEG-F Char NC	181
32.	WVON Chicago	171
	WOWI-F Norfolk	171
	WQMG-F Gfeen-WS	171
35.	WJHM-F Orlando	165
36.	WENN-F Birm	163
37.	WQOK-F Raleigh	154
38.	WBLX-F Mobile	151
39.	WILD Boston	150
40.	WEKS-F Atlanta	138
41.	WCDX-F Rich	131
42.	WDIA Memphis	128
	KPRS-F Kan City	128
	WKXX-F Birm	128
45.	KIPR-F L. Rock	124

CLASSICAL (+50)

1.	WQXR-F NY	452
2.	WNCN-F NY	376
3.	KFCF-F LA	292
4.	KDFC-A/F SF	250
5.	KKHI-A/F SF	246
6.	WFLN-F Phila	219
7.	WNIB-F Chicago	180
8.	WFMT-F Chicago	171
9.	WTMI-F Miami	162
10.	KING-F Seattle	140
11.	KVOD-F Denver	132
12.	WCRB-F Boston	126
13.	WGMS-A/F Wash	121
14.	WQRS-F Detroit	99
15.	WRR-F Dallas	97
16.	KFSD-F S.Diego	94
17.	WCLV-F Cleve	92
18.	KYTE-F Port OR	80
19.	WFMR-F Milw	70
20.	WXCR-F Tampa	52

NEWS/TALK (+100)

1.	WOR NY	1425
2.	WGN Chicago	1217
3.	WINS NY	1209
4.	WCBS NY	1135
5.	WABC NY	1025
6.	KABC LA	929
7.	KGO SF	828
8.	WBBM Chicago	796
9.	KMOX St.Lou	725
10.	KNX LA	724
11.	WFAN NY	697
12.	KYW Phila	549
13.	KFWB LA	518
14.	KCBS SF	490
15.	WRKO Boston	477
16.	WDBB-F Phil	431
17.	KIRO Seattle	404
18.	KRLD Dallas	398
19.	WLUP Chicago	370
20.	KTRH Houston	354
21.	WWJ Detroit	332
22.	KFI LA	330
23.	WHDH Boston	326
24.	KOA Denver	308
25.	WCAU Phila	286
26.	WEEI Boston	272
27.	WIOD Miami	269
28.	KCMO Kan City	257
29.	KTAR Phoenix	255
30.	WMCA NY	225
31.	WTOP Wash	222
32.	WBAL Balt	221
33.	KPRC Houston	214
34.	KFBK Sacra	209
35.	KSDO S.Diego	208
36.	WMAQ Chicago	207
37.	WWL New OrL	205
38.	WXYT Detroit	203
39.	WNWS Miami	202
40.	KLIF Dallas	201
41.	WTAE Pitt	185
42.	WFLA Tampa	181
43.	WINZ Miami	179
44.	WOAI S. Ant	170
45.	KXL Port OR	139
46.	WWRC Wash	126
47.	WCKY Cincinnati	121
	KNJ Fresno	121
49.	KING Seattle	115
50.	WWWE Cleve	108
51.	WPTF Raleigh	105
52.	KSTP Minn	104
53.	KTOK Ok City	101
54.	WJNO W.Palm	100
	WGST Atlanta	100

JAZZ/NEW AGE (+70)

1.	KTWV-F LA	642
2.	WQCD-F NY	502
3.	WNUA-F Chicago	304
4.	KBLX-A/F SF	242
5.	KKSF-F SF	225
6.	KGO-F LA	181
7.	KOAI-F Dallas	161
8.	KQPT-F Sacra	146
9.	WNWV-F Cleve	123
10.	WXDJ-F Miami	121
11.	WJZZ-F Detroit	113
12.	KNUA-F Seattle	98
13.	KIFM-F S.Diego	96
14.	KHIH-F Denver	92
15.	WJAZ-F Stam CT	81
16.	WVAE-F Detroit	80
17.	WHVE-F Sar/Tamp	70
18.	WBZN-F Milw	56

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

<u>CHR/TOP 40/CONTEMP (+10.0)</u>			<u>AOR (+8.0)</u>			<u>BTFL MUSIC/EZ (+8.0)</u>			<u>COUNTRY (+9.0)</u>		
1. WIOG-F	Sag-BC	30.1	1. WCMF-F	Roch	17.1	1. WSWT-F	Peoria	16.9	1. WIVK-A/F	Knox	33.0
2. WMEE-F	F Wayne	28.8	2. WWCT-F	Peoria	16.3	2. WEAT-A/F	W.Palm	16.7	2. WTCR-A/F	Hunt WV	30.3
3. WJET-F	Erie	23.8	3. KGGO-F	Des M	14.9	3. WFMZ-F	Aln-Bth	16.0	3. KLLL-F	Lubbock	20.4
4. WNNK-F	Harris	20.8	4. WFBO-F	Indy	14.5	4. WEZN-F	Bridge	14.7	4. KSSN-F	L Rock	20.3
5. WXLK-F	Roanoke	20.6	5. KMOD-F	Tulsa	14.4	5. WVLV-F	Day Bch	13.9	5. WVLK-A/F	Lexing	18.3
6. WQUT-F	JC-Kings	19.6	6. WBLM-F	Port ME	14.3	6. WPVR-F	Roanoke	13.9	6. WLWI-F	Mont AL	18.1
7. WVIC-F	Lansing	19.2	7. WIMZ-F	Knox	14.0	7. WSRF-F	Worcest	13.8	7. KUZZ-A/F	Bakers	18.0
8. WZEE-F	Madison	18.8	8. WXLN-F	Davenpt	13.2	8. WDEF-F	Chatt	13.4	8. KRMD-A/F	Shreve	17.6
9. KBFM-F	Mc-Brown	18.6	9. KWHL-F	Anchor	12.8	9. WHBC-F	Canton	12.8	9. WKSJ-F	Mobile	17.6
10. WKEE-F	Hunt WV	18.2	10. KEZO-A/F	Omaha	12.4	10. WFPG-F	Atl Cty	12.3	10. WXBQ-F	JC-Kngs	17.6
11. KRQQ-F	Tucson	18.0	11. WIOT-F	Toledo	12.2	11. KBEE-F	Modesto	11.9	11. WAMZ-F	Louis	17.2
12. WSKZ-F	Chatt	17.9	12. WAAF-F	Worcres	12.1	12. WNCE-F	Lanc	11.5	12. WTQR-F	GreenWS	16.8
13. WKFR-F	Kala	17.3	13. WAPL-F	App-Osh	12.0	13. WROW-F	Albany	10.7	13. WCOS-F	Col SC	16.5
14. WPXR-F	Davenpt	16.9	14. WRXL-F	Rich	11.2	14. KXTZ-F	LasVegas	10.3	14. WSOC-F	Char	15.6
15. WKZL-F	Peoria	16.1	15. WFYV-F	Jackson	11.2	15. WEZK-F	Knox	10.1	15. WLLR-F	Daven	15.5
16. WRLB-F	Lubbock	15.7	16. WZZO-F	Aln-Bth	11.1	16. KKNG-F	Ok City	10.0	16. WRNS-F	GreenNB	15.0
17. WRBQ-F	Tampa	15.5	17. KLAQ-F	El Paso	10.9	17. KXLY-F	Spokane	9.9	17. KOUL-F	Corpus	14.9
18. WAPE-F	Jackson	15.3	18. WIBA-F	Madison	10.7	18. WRCH-F	Hart	9.7	18. KASE-F	Austin	14.9
19. KZZU-F	Spokane	14.8	19. WEBN-F	Cinci	10.7	19. WJYE-F	Buffalo	9.7	19. WPOR-F	Port ME	14.7
20. KCFM-F	CorpusC	14.5	20. WPYX-F	Albany	10.6	20. KMEO-A/F	Phoenix	9.7	20. WZZK-A/F	Birm	14.7
21. WHOT-A/F	Young	14.0	21. WRDU-F	Raleigh	10.5	21. WZEZ-F	Nash	9.6	21. WUSY-F	Chatt	14.0
22. KKRQ-F	Wichita	13.8	22. WKQQ-F	Lexing	10.5	22. WKBN-F	Young	9.5	22. KNIX-A/F	Phoenix	14.0
23. WAYV-F	Atl City	13.3	23. KATT-F	Ok City	10.0	23. KRVR-F	Davenpt	9.3	23. KXXY-A/F	Ok City	13.9
24. KQOQ-F	Omaha	13.1	24. KLBK-F	Austin	9.9	24. WWSA-F	Hunts	9.3	24. WYNK-A/F	Baton R	13.8
25. WRVQ-F	Richmond	13.0	25. KSHE-F	St.Louis	9.9	25. WXTZ-F	Indy	9.1	25. WITL-A/F	Lansing	12.8
26. WKRZ-F	WB/Scran	13.0	26. WLVQ-F	Col OH	9.8	26. WJIM-F	Lansing	9.1	26. WDRM-F	Hunts	12.6
27. KGOT-F	Anchor	12.8	27. WQMF-F	Louisvle	9.8	27. KNEV-F	Reno	9.0	27. WKCF-F	Sag-BC	12.5
28. WABB-F	Mobile	12.7	28. WXKE-F	Ft Wayne	9.7	28. WWEZ-F	Cinci	9.0	28. WESC-F	GrSpart	12.0
29. WIXX-F	Grn Bay	12.7	29. KILQ-F	Col Spr	9.6	29. KEZQ-F	L Rock	9.0	29. WKA-F	Orlando	11.9
30. WLAN-F	Lanc	12.6	30. WMMS-F	Cleve	9.6	30. KRDO-F	Colo Spg	8.9	30. KIIM-F	Tucson	11.6
31. WNTQ-F	Syracuse	12.6	31. KFMX-F	Lubbock	9.6	31. KOJY-F	Fresno	8.8	31. KZSN-F	Wichita	11.6
32. WXPY-A/F	Roch	12.5	32. KZEL-F	Eugene	9.6	32. WLIF-F	Balt	8.7	32. WEZL-F	Char SC	11.5
33. WNCI-F	Col OH	12.4	33. KNCN-F	Corpus C	9.3	33. WOOD-F	Grand Rpd	8.7	33. KFMS-A/F	L.Vegas	11.4
34. KJYO-F	Ok City	12.3	34. WHEB-F	Ports NH	9.2	34. WSSP-F	Orlando	8.6	34. WOKQ-F	PortsNH	11.3
35. WTIC-F	Hart	12.2	35. KDJK-F	Modesto	9.1	35. KEZK-F	St.Louis	8.4	35. KHEY-F	El Paso	11.2
36. WYCR-F	York	12.1	36. WNOR-A/F	Norfolk	9.0	36. WFOG-F	Norfolk	8.3	36. WKAF	Kan Cty	11.0
37. KPRR-F	El Paso	12.0	37. WTKX-F	Pensa	9.0	37. WSHH-F	Pitt	8.2	37. KRYS-A/F	Corpus	10.8
38. KKXX-F	Bakers	11.9	38. WEZX-F	WB-Scran	8.9	38. WBNS-F	Col OH	8.1	38. WKKO-F	Toledo	10.7
39. WKCI-F	N.Haven	11.7	39. KQRS-A/F	Minn	8.4	39. WSPA-F	Green SC	8.1	39. WYRK-F	Buffalo	10.7
40. WLPF-F	Lexing	11.4	40. WKLS-F	Atlanta	8.3	40. KBEZ-F	Tulsa	8.0	40. WSSL-A/F	GreenSC	10.6
41. WANS-F	Green SC	11.2	41. KBKO-A/F	Denver	8.3	41. KGFM-F	Bakers	8.0	41. KAYD-F	Beau-PA	10.5
42. WFMF-F	Baton R	11.2	42. WKDF-F	Nash	8.3	42. KDVO-F	River-SB	8.0	42. KYKR-F	Beau-PA	10.5
43. KSND-F	Eugene	11.1	43. WKRR-F	Green-WS	8.3	43. WQLR-F	Kala	8.0	43. KCYF-F	S.Anton	10.3
44. KRNF-F	Des M	11.1	44. WAQY-F	Spring MA	8.2				44. WOWW-F	Pensa	10.2
45. WDJQ-F	Canton	11.1	45. WRQK-F	Canton	8.2				45. WYYD-F	Roanoke	10.0
46. WEZB-F	New OrL	10.8	46. WAQX-F	Syracuse	8.0				46. WNNW-F	Kala	10.0
47. WMGV-F	App-Osh	10.4							47. WSIX-F	Nash	9.9
48. WYHY-F	Nash	10.3							48. WQIK-F	Jackson	9.7
49. KWNZ-F	Reno	10.3							49. WBEE-F	Roch	9.6
50. WNOK-F	Col SC	10.1							50. WQXK-F	Young	9.5

JAZZ/NEW AGE (+1.5)

1. KQPT-F	Sacra	7.0
2. KNIK-F	Anchor	5.5
3. KTUV-F	LA	3.3
4. KHIF-F	Denver	3.2
5. WNVV-F	Cleve	3.1
6. KBLX-A/F	SanFran	3.0
7. KIFM-F	S.Diego	2.9
8. KNUA-F	Seattle	2.7
9. KKSF-F	SanFran	2.7
10. KOAI-F	Dallas	2.6
11. KLKT-F	Reno	2.6
12. WNUA-F	Chicago	2.5
13. WXDJ-F	Miami	2.4
14. KEYV-F	LasVegas	2.3
15. WBZN-F	Milw	2.2
16. KLSK-F	Albuq	2.2
17. WLOQ-F	Orlando	2.2
18. KCWV-F	Kan City	1.9
19. WQCD-F	NY	1.8
20. WBBY-F	Col OH	1.8
21. WJZZ-F	Detroit	1.7
22. WBBO-F	Green SC	1.6
23. KSWV-F	S.Diego	1.6
24. KEYI-F	Spokane	1.5

CLASSICAL (+1.5)

1. KLEF-F	Anchor	6.1
2. KYTE-F	Port OR	3.6
3. KING-F	Seattle	3.6
4. KVOB-F	Denver	3.2
5. WFMH-F	Milw	3.1
6. KKHI-A/F	SanFran	3.0
7. KDFC-A/F	SanFran	2.9
8. WTMH-F	Miami	2.9
9. KFSD-F	S.Diego	2.8
10. WCLV-F	Cleve	2.7
11. KHFM-F	Albuq	2.7
12. WFLN-F	Phila	2.4
13. WGMS-A/F	Wash	2.3
14. WCRB-F	Boston	1.8
15. WQXR-F	NY	1.6
16. KFAC-F	LA	1.5
17. WQRS-F	Detroit	1.5

RELIGIOUS (+2.5)

1. WDAC-F	Lanc	8.2
2. KOKA	Shreve	8.2
3. WLOK	Memphis	5.1
4. WAGG	Birm	5.0
5. WEMM-F	Hunt WV	4.0
6. WCGL	Jackson	3.8
7. WDJC-F	Birm	3.5
8. WXRI-F	Norfolk	3.2
9. WPCF	Norfolk	3.1
10. WQIZ	Char SC	3.0
11. WTGH	Col SC	2.8
12. WSVE	Jackson	2.8
13. WCGW	Lexing	2.7
14. KOJO-F	Dallas	2.7
15. WXXO	Orlando	2.7
16. WFLT	Flint	2.5

HISPANIC (+4.0)

1. KGBT	Mc-Brwn	17.7
2. KBNA-A/F	El Paso	9.9
3. KIWW-F	Mc-Brwn	9.7
4. KUNO	Corpus	7.4
5. KCOR	S.Anton	7.0
6. KLOC	Modesto	4.9
7. KQXX-F	Mc-Brwn	4.8
8. KAMA	El Paso	4.8
9. KWAC	Bakers	4.5
10. WCMQ-F	Miami	4.2
11. KCCT	Corpus	4.1

*Based on 12+ Metro Share, Broadcast Week.

MOR/VARIETY (+8.0)

1.	KFAB	Omaha	17.2
2.	WCCO	Minn	16.9
3.	WTIC	Hart	15.8
4.	WHAS	Louis	15.0
5.	WIBC	Indy	14.3
6.	WSYR	Syracuse	14.2
7.	KDKA	Pitt	13.4
8.	WTMJ	Milw	13.0
9.	WRVA	Rich	12.3
10.	WHBC	Canton	11.8
11.	WHO	Des M	11.1
12.	WSGW	Sag-BC	10.8
	WBEN	Buffalo	10.8
14.	WICC	Bridge	10.7
15.	WKBN	Young	10.6
16.	KKOB	Albuq	10.4
17.	WELI	NewHav	10.1
18.	WKZO	Kala	10.0
19.	KUGN	Eugene	9.9
20.	KRMG	Tulsa	9.2
21.	WJR	Detroit	9.0
22.	WGY	Albany	8.9
	WVLK	Lexing	8.9
24.	WMBD	Peoria	8.8
25.	WTAG	Worcest	8.5
	WLW	Cinci	8.5
	WHAM	Rich	8.5
28.	WOWO	F Wayne	8.4
29.	WTVN	Col OH	8.3

NOSTALGIA (+4.0)

1.	WMID	Atl City	7.7
	WEYZ	Erie	7.7
3.	WROD	Day B	7.0
4.	WYNZ	Port ME	6.7
5.	WOKY	Milw	5.9
6.	WECK	Buffalo	5.7
7.	WRMR	Cleve	5.5
8.	KMRR	Tucson	5.3
	WAPI	Birm	5.3
10.	KGYY	Tucson	5.2
11.	WPEN	Phila	5.1
12.	WNAK	WB-Scran	5.0
13.	WAVZ	NewHaven	4.8
14.	WMAS	Spring MA	4.7
15.	KEEL	Shreve	4.6
16.	WBYU	New OrL	4.5
	WJAS	Pitt	4.5
18.	KORK	LasVegas	4.3
	KPOP	S.Diego	4.3
20.	KIXI	Seattle	4.2
	WNEB	Worcest	4.2
22.	KLEO	Wichita	4.0

BLACK/URBAN (+7.0)

1.	WIKS-F	Green-NB	19.6
2.	WHRK-F	Memphis	17.0
3.	WWDN-F	Col SC	15.2
4.	WQUE-A/F	New OrL	14.5
5.	KMJJ-A/F	Shreve	13.4
6.	KQXL-F	Baton R	13.1
7.	WDZZ-F	Flint	12.7
8.	WZHT-F	Mont AL	12.3
9.	WBLX-F	Mobile	11.9
10.	KHYS-F	Beau-PA	10.5
	WCKU-F	Lexing	10.5
12.	WCDX-F	Rich	10.4
13.	WXOK	Baton R	10.1
14.	WPEG-F	Char	9.9
	KIPR-F	L Rock	9.9
	KDKS-F	Shreve	9.9
17.	KMJQ-F	Houston	9.8
18.	WWWZ-F	Char SC	9.5
19.	WENN-F	Birm	9.4
20.	WQMG-F	Green WS	8.9
21.	WJTT-F	Chatt	8.8
22.	WXYV-F	Balt	8.7
23.	WYLD-F	New OrL	8.5
	WCKZ-A/F	Char	8.5
25.	WPLX-F	Rich	8.2
	WQOK-F	Raleigh	8.2
27.	WKXX-F	Birm	8.0
	WOWI-F	Norfolk	8.0
29.	WVEE-F	Atlanta	7.8
30.	WQIM-F	Mont AL	7.5
	WUSL-F	Phila	7.5
32.	WZAK-F	Cleve	7.3
33.	KKDA-F	Dallas	7.2
34.	WJLB-F	Detroit	7.0

NEWS/TALK (+5.0)

1.	KMOX	St.Louis	17.1
2.	KIRO	Seattle	11.0
3.	KCMO	Kan City	9.6
4.	KMJ	Fresno	9.3
5.	KFBK	Sacra	8.8
6.	WWL	New OrL	8.6
	WGN	Chicago	8.6
8.	KTAR	Phoenix	8.3
	KGO	SanFran	8.3
10.	WPTF	Raleigh	7.9
	KOA	Denver	7.9
12.	KARN	L Rock	7.6
13.	KTKO	Ok City	7.3
14.	WRKO	Boston	7.2
15.	WJNO	W.Palm	6.9
	KOH	Reno	6.9
	WNIR-F	Akron	6.9
18.	KXLY	Spokane	6.8
19.	KYW	Phila	6.5
20.	WOAI	S.Anton	6.4
21.	KXL	Port OR	6.2
	WOC	Daven	6.2
	KSDO	S.Diego	6.2
24.	WBBM	Chicago	6.0
25.	KRLD	Dallas	5.9
	WBAL	Balt	5.9
27.	KTRH	Houston	5.7
	WCKY	Cinci	5.7
29.	WVOC	Col SC	5.4
30.	KABC	LA	5.3
	KLBJ	Austin	5.3
32.	WHDH	Boston	5.2
	WBBW	Young	5.2
34.	WWJ	Detroit	5.1
35.	WTAE	Pitt	5.0

AC/SOFT ROCK/OLDIES (+7.0)

1.	WAJI-F	F Wayne	18.3
2.	WXKC-F	Erie	17.3
3.	WTFM-F	JC-Kngs	14.9
4.	WCKK-F	Erie	14.8
5.	WHYY-A/F	Mont AL	14.7
6.	WCRZ-F	Flint	14.4
7.	WYYY-F	Syra	13.8
8.	WMYU-F	Knox	13.7
9.	WMJJ-F	Birming	12.5
10.	KKOB-F	Albuq	12.0
11.	KODS-F	Reno	11.3
12.	WSNY-F	Col OH	11.1
13.	WHNN-F	Sag-BC	11.0
14.	KISC-F	Spokane	10.9
	WLEV-F	Aln-Bth	10.9
16.	WSB-F	Atlanta	10.4
17.	WHYN-F	SpringMA	10.3
18.	WMOS-F	SpringMA	10.2
19.	WWRM-F	Tampa	9.4
20.	KEAG-F	Anchor	9.3
21.	WRVC-F	Hunt WV	9.2
	WVOR-F	Roch	9.2
	KSTP-F	Minn	9.2
24.	KKMJ-F	Austin	8.9
	WEBE-F	Bridge	8.9
	WBUF-F	Buffalo	8.9
27.	KLYF-F	Des M	8.8
	WRMF-F	W.Palm	8.8
29.	WARM-F	York	8.7
	WFBC-F	Grn SC	8.7
31.	KIOA	Des M	8.6
	WLMX-F	Chatt	8.6
33.	WSLQ-F	Roanoke	8.5
34.	KPNW-F	Eugene	8.4
35.	WLTF-F	Cleve	8.3
	WJFM-F	Gr Rpd	8.3
	KVIL-A/F	Dallas	8.3
38.	KVUU-F	ColoSpg	8.1
39.	KXLK-F	Wichita	8.0
40.	WMXB-F	Rich	7.9
41.	WRMM-F	Roch	7.8
	WDRC-F	Hart	7.8
43.	KRNO-F	Reno	7.7
	WRVR-F	Memphis	7.7
	WAIV-F	Jackson	7.7
46.	WOCL-F	Orlando	7.6
	WWWN-F	Toledo	7.6
48.	KMGE-F	Eugene	7.5
49.	WFMK-F	Lansing	7.3
	WBBG-F	Young	7.3
	WLHT-F	Gr Rpd	7.3
52.	WVEZ-F	Louis	7.1
	WENS-F	Indy	7.1
	WLAC-F	Nash	7.1
55.	WSTF-F	Orlando	7.0

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Lancaster	94.11%	1. Honolulu	60.13%
2. Greenville-New Bern	93.85	2. Des Moines	62.55
3. Huntington, WV	89.32	3. New Haven	63.89
4. Lansing	88.51	4. Stockton	63.94
5. Knoxville	87.98	5. Tucson	64.01
6. Montgomery	85.80		
7. Columbia, SC	85.33		
8. York	85.22		
9. Pensacola	85.06		
10. Charlotte, NC	84.72		

* FM share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Bridgeport	19.8	1. Oklahoma City	14.9
2. Miami	19.4	2. Eugene	15.1
New York	19.4	3. Wichita	15.4
4. Providence	19.0	Portland, ME	15.4
5. Philadelphia	18.9	5. Huntington, WV	15.5
6. Tampa	18.6	6. Huntsville	15.6
Anchorage	18.6	Dayton	15.6
8. Corpus Christi	18.5		
Hartford	18.5		

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

	<u>FAL 88</u>	<u>17.09</u>	
SPG 88	16.47	FAL 82	17.32
FAL 87	16.35	FAL 81	15.94
FAL 86	16.48	O/N 80	15.62
FAL 85	16.86	O/N 79	15.28
FAL 84	17.14	O/N 78	15.41
FAL 83	17.14	O/N 77	15.20

MARKETS WITH HIGHEST PERCENTAGE OF "BELOW-THE LINE" LISTENING***

1. Daytona Beach	60.0%	8. Lancaster	39.1
2. Wilmington, DE	57.2	9. Worcester	38.6
3. Bridgeport	53.9	10. Canton	38.1
4. Riverside-San Bernardino	51.3	11. Pensacola	36.0
5. Portsmouth, NH	50.1	12. Flint	34.9
6. New Haven	47.1	13. Springfield, MA	34.1
7. York	42.9	14. West Palm	30.9

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1. Eugene	23.4%	WB/Scranton	17.3
2. Austin	20.3	10. Raleigh	17.2
3. Kalamazoo	19.4	11. Montgomery	16.7
4. Las Vegas	19.1	12. Lansing	16.5
Stockton	19.1	13. Lancaster	15.6
6. Madison	18.4	14. Modesto	15.5
7. Appleton-Oshkosh	17.6	15. Jacksonville	15.3
8. Portland, ME	17.3		

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMATS AND FORMAT LISTENING*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
AC/SOFT/OLDIES	349,100 (133)	3,533,100 (343)	3,882,200 (476)	18.39
CHR/TOP 40/CONTEMP	23,900 (15)	3,105,700 (227)	3,129,600 (242)	14.83
AOR/CLASSIC	23,900 (17)	2,700,800 (219)	2,724,700 (236)	12.91
NEWS/TALK	2,225,800 (126)	48,900 (4)	2,274,700 (130)	10.78
COUNTRY	401,400 (148)	1,770,700 (187)	2,172,100 (335)	10.29
BLACK/URBAN	388,000 (101)	1,436,000 (80)	1,824,000 (181)	8.64
BTFL/EZ	76,200 (22)	1,562,900 (125)	1,639,100 (147)	7.77
MOR/VARIETY	959,700 (133)	800 (2)	960,500 (135)	4.55
HISPANIC	488,000 (68)	153,400 (19)	641,400 (87)	3.04
NOSTALGIA/BIG BAND	587,400 (96)	40,600 (5)	628,000 (101)	2.98
JASS/NEW AGE	4,700 (3)	370,100 (37)	374,800 (40)	1.78
RELIGION/GOSPEL	234,800 (124)	139,100 (53)	373,900 (177)	1.77
CLASSICAL	21,300 (10)	337,600 (30)	358,900 (40)	1.70
OTHERS/UNKNOWN	99,300 (77)	23,000 (32)	122,300 (109)	0.58
	<u>5,883,500 (1073)</u>	<u>15,222,700 (1363)</u>	<u>21,106,200 (2436)</u>	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	<u>AM</u>	<u>FM</u>	<u>COMBINED</u>	<u>SPG 88</u>	<u>FAL 87</u>	<u>FAL 86</u>	<u>FAL 85</u>	<u>FAL 84</u>	<u>FAL 83</u>	<u>FAL 82</u>	<u>FAL 81</u>	<u>FAL 80</u>
AC/SOFT/OLDIES	5.93%	23.21%	18.39%	17.8%	17.1%	18.2%	15.8%	15.1%	13.0%	- %	- %	- %
CHR/TOP 40/CONTEMP	0.41	20.40	14.83	14.6	14.0	14.5	15.4	16.5	-	-	-	-
AOR/CLASSIC	0.41	17.74	12.91	12.8	12.5	12.4	11.2	10.1	-	-	-	-
NEWS/TALK	37.83	0.34	10.78	9.8	9.9	9.5	9.6	9.8	10.2	10.3	10.3	10.6
COUNTRY	6.82	11.63	10.29	10.7	10.4	10.0	10.6	10.8	11.5	11.2	12.2	10.2
BLACK/URBAN	6.59	9.43	8.64	10.3	10.4	10.5	9.8	9.8	10.6	10.9	9.6	9.7
BTFL/EZ	1.30	10.27	7.77	7.7	8.5	8.8	10.0	10.7	10.7	11.9	13.5	15.2
MOR/VARIETY	16.31	NM	4.55	5.3	5.7	6.0	6.7	7.2	7.6	-	-	-
HISPANIC	8.29	1.01	3.04	3.1	3.0	2.7	2.9	2.6	3.0	2.6	2.6	2.4
NOSTALGIA/BIG BAND	9.98	0.27	2.98	2.9	3.0	3.3	4.0	4.0	4.5	4.1	2.4	0.9
JASS/NEW AGE	0.08	2.43	1.78	1.3	1.3	-	-	-	-	-	-	-
RELIGION/GOSPEL	3.99	0.91	1.77	1.9	1.8	1.5	1.8	1.8	1.7	1.6	1.3	1.2
CLASSICAL	0.36	2.21	1.70	1.3	1.5	1.6	1.5	1.5	1.5	1.5	1.4	1.4
OTHERS/UNKNOWN	1.69	0.15	0.58	0.6	0.8	0.9	0.7	0.4	0.4	0.3	0.3	0.5

CHANGES SINCE FALL 1987

	Changes in Format Share			Change in	Change in # of
	Since 1987	Since 1985	Since 1980	1/4 HR Totals	Stations (88 vs. 87)
AC/SOFT/OLDIES	+ 7.5%	+16.4%	NA	+10.9%	+46 (+10.7%)
CHR/TOP 40/CONTEMP	+ 5.9%	- 3.7%	NA	+ 8.9%	- 4 (- 1.6%)
AOR/CLASSIC	+ 3.3%	+15.3%	NA	+ 6.6%	+ 9 (+ 4.0%)
NEWS/TALK	+ 8.9%	+12.3%	+ 1.7%	+12.8%	+12 (+10.2%)
COUNTRY	- 1.1%	- 2.9%	+ 0.9%	+ 1.9%	+11 (+ 3.4%)
BLACK/URBAN	-16.9%	-11.8%	-10.9%	-14.4%	+11 (+ 6.5%)
BTFL/EZ	- 8.6%	-22.3%	-48.9%	- 6.1%	+ 3 (+ 2.1%)
MOR/VARIETY	-20.2%	-32.1%	NA	-17.6%	-10 (- 6.9%)
HISPANIC	+ 1.1%	+ 4.8%	+26.6%	+ 4.7%	+ 5 (+ 6.1%)
NOSTALGIA/BIG BAND	- 0.7%	-25.5%	NM	+ 1.8%	- 2 (- 2.0%)
JAZZ/NEW AGE	+36.2%	NM	NM	+38.3%	+ 5 (+14.3%)
RELIGION/GOSPEL	- 1.7%	- 1.7%	+47.5%	+ 0.0%	+16 (+ 9.9%)
CLASSICAL	+11.8%	+11.8%	+21.4%	+17.0%	+ 3 (+ 8.1%)
OTHERS/UNKNOWN	-27.5%	-17.1%	+16.0%	-24.9%	-45 (-29.2%)

NOTE: Overall listening was up 3.1%. Part of this was due to an APR increase. Part was due to the fact that Arbitron added 3 or 4 new markets this Fall. Part, but by no means all, of the decrease in Black/Urban listening was caused by certain stations (WPOW, KPWR and others) were reclassified as CHR.

BEST MARKETS FOR VARIOUS FORMATS

<u>CHR/TOP 40</u>		<u>BTFL/EZ</u>		<u>COUNTRY</u>		<u>NEWS/TALK</u>	
(National Average: %)		(National Average: %)		(National Average: %)		(National Average %)	
1. Saginaw	33.0%	1. West Palm	20.4%	1. Huntington	42.6%	1. New York	21.0%
2. Fort Wayne	33.0	2. Allentown	20.2	2. Knoxville	40.9	2. Chicago	20.7
3. Harrisburg	31.8	3. Daytona Beach	19.8	3. John Cty/King	39.2	3. St. Louis	19.6
4. Lansing	30.7	4. Peoria	18.8	4. Wichita	32.9	4. Philadelphia	19.2
5. Roanoke	28.5	5. Worcester	17.8	5. S. Beaumont	31.8	5. S. Boston	19.1
6. JC-Kings	28.3	6. Bridgeport	17.3	6. Shreveport	30.9	6. Seattle	15.5
7. Huntsville	28.1	7. Atlantic City	16.5	7. Corpus C.	29.6	7. Los Angeles	15.0
Lubbock	28.1	8. Roanoke	15.9	8. Chattanooga	28.7	8. San Francisco	14.8
9. Erie	27.0	9. Chattanooga	15.6	9. Huntsville	28.1	9. West Palm	14.0
Appleton	27.0	10. Kalamazoo	15.5	Lubbock	28.1	10. Miami	13.3

<u>MOR/VARIETY</u>		<u>AOR/CLASSIC</u>		<u>AC/OLDIES</u>		<u>BLACK/URBAN</u>	
(National Average: %)		(National Average: %)		(National Average: %)		(National Average: %)	
1. Syracuse	22.3%	1. Denver	25.4%	1. Erie	39.4%	1. New Orleans	34.2%
2. Eugene	20.4	2. Worcester	21.9	2. Springfield MA	30.9	2. Memphis	33.0
3. Minneapolis	19.6	3. Salt Lake	21.5	3. Minneapolis	29.8	3. Montgomery	29.9
4. Omaha	19.3	4. Akron	21.3	4. Austin	29.0	4. Mobile	26.7
5. Hartford	18.4	5. Portland OR	21.3	5. Portsmouth NH	27.7	5. Birmingham	26.4
6. Canton	17.3	6. Portland ME	21.0	6. Tampa	27.5	6. Baton Rouge	26.3
7. Pittsburgh	16.8	7. Providence	20.9	7. Anchorage	27.4	7. Shreveport	26.0
8. Louisville	16.5	8. St. Louis	19.7	8. West Palm	26.4	8. Charleston SC	24.6
9. Worcester	16.4	Rochester	19.7	9. Reno	26.1	9. Charlotte	23.7
10. Buffalo	16.3	10. Madison	19.1	10. Des Moines	25.3	10. Green NC	23.3

<u>NOSTALGIA</u>		<u>RELIGION/GOSPEL</u>		<u>HISPANIC</u>		<u>CLASSICAL</u>	
(National Average: %)		(National Average: %)		(National Average: %)		(National Average: %)	
1. Atlantic City	12.4%	1. Birmingham	11.6%	1. McAllen-Brown	42.5%	1. Anchorage	6.7%
2. Tucson	12.1	2. Lancaster	10.1	2. El Paso	21.1	2. San Francisco	6.5
3. WB/Scranton	11.0	3. Shreveport	9.8	3. Miami	20.2	3. Portland OR	4.1
4. Erie	8.7	4. Memphis	9.1	4. San Antonio	14.9	4. Seattle	4.0
5. Allen-Beth	8.5	5. Jacksonville	8.9	5. Corpus Christi	13.7	Salinas-Mont	4.0
6. Daytona Beach	8.4	6. Norfolk	8.8	6. Fresno	11.6	6. Denver	3.6
7. Tampa	8.2	Huntington WV	8.8	7. Los Angeles	10.9	7. New York	3.4
8. Portland, ME	8.1	8. Greensboro-WS	5.8	8. Salinas-Mont	10.0	8. Milwaukee	3.3
9. Cleveland	6.4	9. Lexington	5.4	9. Bakersfield	9.8	9. San Diego	3.1
Milwaukee	6.4	Charleston SC	5.4	10. Stockton	8.0	Boston	3.1
						Milwaukee	3.1

<u>JAZZ/NEW AGE</u>	
(National Average: %)	
1. Sacramento	7.9%
2. San Francisco	7.1
3. Anchorage	6.1
4. San Diego	4.9
5. Los Angeles	4.8
6. Seattle	4.5
7. Denver	3.5
8. Cleveland	3.4
9. Detroit	3.3
10. Chicago	3.1

RADIO REPS AND THEIR LEADING STATIONS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended on the market size. For markets one through ten, up to seven stations/reps were listed. In 100+ markets, only one or two stations/reps were listed.

The first table shows the number of stations a rep firm services which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations of a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE #1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) 1- <u>10</u>	(6) 11- <u>20</u>	(5) 21- <u>50</u>	(4) 51- <u>75</u>	(3) 76- <u>100</u>	(2) 101- <u>150</u>	(1) 150+	F88 <u>TOT</u>	F87 <u>TOT</u>	F86 <u>TOT</u>	F85 <u>TOT</u>
1. Katz	9	9	20	18	15	18	2	91	(87)	(81)	(76)
2. Mc-Guild	5	9	18	14	8	14	2	70	(66)	(55)	(59)
3. Christal	9	6	12	14	5	7	2	55	(57)	(54)	(55)
4. Banner	5	7	12	4	8	6	-	42	(37)	(45)	(46)
5. Eastman	5	3	10	9	4	4	2	37	(42)	(46)	(50)
6. MMR	7	6	10	5	3	-	1	32	(34)	(30)	(25)
7. HNWH	2	3	9	3	3	9	-	29	(31)	(27)	(26)
8. Republic	5	1	3	6	2	4	-	21	(13)	(14)	(9)
9. Torbet	6	1	3	1	1	5	1	18	(23)	(22)	(28)
10. Durpetti	3	5	6	-	1	2	-	17	(11)	(10)	(3)
11. CBS	6	3	4	1	-	1	-	15	(16)	(11)	(16)
12. Group W	3	2	1	-	-	-	-	6	(9)	(9)	(-)

NOTE 1: Figures across the top of tables 1 and 2 are market rankings. The figure in parenthesis (on Table 1) is the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

TABLE #2: REPS AND THEIR "NUMBER ONE" STATIONS

	1- <u>10</u>	11- <u>20</u>	21- <u>50</u>	51- <u>75</u>	76- <u>100</u>	101- <u>150</u>	150+	F88 <u>TOT</u>	F87 <u>TOT</u>	F86 <u>TOT</u>	F85 <u>TOT</u>
1. Katz	4	1	6	8	8	13	2	43	(41)	(35)	(33)
2. Christal	1	1	3	5	2	4	2	18	(16)	(12)	(15)
3. Mc-Guild	-	1	2	2	4	6	2	17	(17)	(11)	(13)
4. Eastman	-	1	3	2	2	3	2	13	(13)	(19)	(20)
5. Torbet	2	1	1	-	-	2	2	8	(9)	(9)	(10)
6. HNWH	-	1	3	-	-	3	-	7	(3)	(2)	(NA)
Banner	1	-	-	2	1	3	-	7	(9)	(16)	(13)

CBS, Durpetti -- 3 stations

Group W, Republic, MMR -- 2 stations

AMERICA'S LEADING RADIO GROUPS - 1/4 HOUR AVERAGE*

<u>(FAL 85)</u> <u>RANK</u>	<u>(FAL 86)</u> <u>RANK</u>	<u>(FAL 87)</u> <u>RANK</u>	<u>FAL 88</u> <u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER</u> <u>STATION</u>
(1)	(1)	(1)	1.	Capitol Cities/ABC	19	9401	495
(2)	(2)	(2)	2.	CBS	18	8357	557
(--)	(9)	(8)	3.	Emmis	11	5461	496
(4)	(3)	(3)	4.	Westinghouse	13	5061	389
(13)	(7)	(5)	5.	Infinity	13	5017	386
(3)	(4)	(4)	6.	RKO	9	4987	554
(11)	(13)	(12)	7.	Cox	12	4143	345
(6)	(5)	(7)	8.	Gannett	15	4049	270
(7)	(8)	(6)	9.	Malrite	10	3970	397
(29)	(22)	(23)	10.	Legacy	10	3596	360
(10)	(10)	(11)	11.	Great American	15	3527	235
(9)	(11)	(10)	12.	Bonneville	11	3400	309
(14)	(14)	(14)	13.	Viacom	7	2890	413
(32)	(28)	(26)	14.	Booth/Genesis	18	2831	157
(20)	(16)	(16)	15.	Susquehanna	18	2729	152
(12)	(17)	(15)	16.	Greater Media	12	2669	222
(46)	(31)	(22)	17.	Jacor	13	2621	202
(--)	(44)	(33)	18.	Noble	16	2616	164
(16)	(24)	(18)	19.	New City	13	2560	197
(25)	(23)	(24)	20.	Shamrock (Disney)	14	2397	131
(30)	(20)	(25)	21.	EZ	12	2294	191
(26)	(26)	(20)	22.	Summit	15	2280	152
(17)	(15)	(17)	23.	Park	16	2220	139
(21)	(19)	(21)	24.	Nationwide	14	2216	158
(19)	(27)	(30)	25.	Cook Inlet	9	2033	226
(15)	(21)	(27)	26.	Tribune Co.	5	2003	401
(44)	(30)	(28)	27.	Clear Channel	13	1837	141
(45)	(38)	(34)	28.	Beasley	14	1718	123
(18)	(25)	(29)	29.	Inner City	5	1673	335
(34)	(36)	(35)	30.	Pyramid	11	1598	145
(39)	(39)	(37)	31.	Edens	7	1574	225
(73)	(63)	(36)	32.	Sconnix	8	1547	193
(24)	(32)	(32)	33.	Jefferson-Pilot	9	1515	168
(83)	(47)	(45)	34.	Henry	13	1381	106
(--)	(41)	(41)	35.	Century	5	1355	271
(27)	(35)	(39)	36.	Stoner	11	1335	121
(--)	(--)	(--)	37.	Mediacomm	10	1293	129
(49)	(45)	(44)	38.	Entercom	10	1263	126
(--)	(--)	(54)	39.	Spanish Broadcast System	5	1187	237
(--)	(--)	(--)	40.	Fairmont	7	1178	168
(38)	(40)	(40)	41.	United	9	1153	128
(--)	(77)	(57)	42.	Heritage	10	1075	108
(41)	(42)	(50)	43.	Metroplex	8	1055	132
(33)	(43)	(43)	44.	Sandusky	7	1053	150
(43)	(34)	(48)	45.	Capitol - Goodman	6	1048	175
(58)	(62)	(47)	46.	Brown	8	1024	128
(59)	(52)	(49)	47.	Capitol - Johnson	9	998	100
(42)	(48)	(51)	48.	Hearst	6	981	164
(52)	(46)	(42)	49.	Adams	10	964	96
(--)	(61)	(56)	50.	American Media	8	936	117
(56)	(51)	(46)	51.	Barnstable	8	921	115
(50)	(50)	(53)	52.	Federated	9	892	99
(--)	(60)	(58)	53.	Newmarket	5	869	174
(--)	(--)	(--)	54.	Saga	6	844	141
(--)	(--)	(--)	55.	Merv Griffin	6	830	138
(84)	(74)	(70)	56.	Buckley	11	816	74
(51)	(56)	(52)	57.	Tichenor	8	811	101
(63)	(65)	(57)	58.	King	6	781	130
(--)	(55)	(61)	59.	ML/WIN	6	769	128
(--)	(--)	(--)	60.	Ardman	6	763	127

(FAL 85) RANK	(FAL 86) RANK	(FAL 87) RANK	FAL 88 RANK	GROUP	STATIONS	TOTAL	AVG PER STATION
(62)	(58)	(63)	61.	Lotus	14	762	55
(95)	(93)	(55)	62.	Wilks-Schwartz	10	740	74
(35)	(37)	(38)	63.	Keymarket	6	698	116
(--)	(--)	(--)	64.	Hoker	5	687	137
(54)	(54)	(71)	65.	Multimedia	7	647	92
(77)	(64)	(64)	66.	Bloomington	7	621	89
(67)	(71)	(68)		Shamrock (Lynett)	6	621	104
(64)	(57)	(76)	68.	John Price	11	600	54
(58)	(66)	(59)	69.	Scripps-Howard	5	598	120
(71)	(72)	(73)	70.	Great Empire	8	572	72
(--)	(--)	(74)	71.	TK	6	552	92
(86)	(82)	(87)	72.	Willis	12	543	45
(--)	(--)	(--)	73.	Voyager	5	534	107
(66)	(75)	(75)	74.	Eastern	5	525	105
(--)	(--)	(--)	75.	Dittman	5	514	103
(--)	(--)	(81)	76.	Holt	7	491	70
(99)	(84)	(83)	77.	Fuller-Jeffrey	8	480	60
(--)	(--)	(--)	78.	Daytona	8	475	59
(89)	(86)	(78)	79.	Bahakel	11	472	43
(28)	(33)	(31)	80.	Price	6	461	77
(--)	(85)	(85)	81.	Midwest Comm.	8	441	55
(87)	(83)	(79)	82.	Rivero	6	436	73
(--)	(--)	(66)	83.	Osborn	6	427	71
(78)	(67)	(62)	84.	Olympia	6	423	71
(--)	(--)	(--)	85.	Nininger	5	419	84
(--)	(--)	(82)	86.	Interurban	6	413	69
(--)	(--)	(88)	87.	Mid Continent	6	412	69
(--)	(--)	(84)	88.	Anchor	5	402	80
(--)	(68)	(80)	89.	Encore	5	373	75
(--)	(--)	(--)	90.	Empire	5	366	73
(--)	(--)	(--)	91.	Roth	6	357	60
(101)	(95)	(90)	92.	Midwest Family	7	354	51
(100)	(96)	(92)	93.	Knight	5	352	70
(110)	(100)	(98)	94.	Home News	7	304	43
(--)	(--)	(--)	95.	Pinnacle	6	280	47
(--)	(--)	(99)	96.	Sunshine	6	268	45
(94)	(92)	(95)	97.	Hall	6	261	44
(--)	(--)	(--)	98.	Hartstone & Dickstein	6	238	40
(--)	(--)	(--)	99.	Premiere	5	232	46
(--)	(--)	(96)	100.	Davis	6	227	38
(--)	(97)	(91)	101.	Salem	11	202	18
(102)	(98)	(97)	102.	Brill	5	174	35
(114)	(103)	(103)	103.	Community Pacific	7	158	23
(105)	(102)	(104)	104.	Constant	6	156	26
(--)	(--)	(--)	105.	Sage	8	65	8

Based on AQH, Broadcast Week, 12+ TSA.
 Simulcasts count as one station.
 5 station minimum for listing.

AMERICA'S LEADING RADIO GROUPS - WEEKLY 12+ CUME

(FAL 85) RANK	(FAL 86) RANK	(FAL 87) RANK	FAL 88 RANK	GROUP	TOTAL CUME	AVG PER STATION
(2)	(1)	(1)	1.	Capital Cities/ABC	15,107,400	795,100
(1)	(2)	(2)	2.	CBS	14,897,700	827,700
(3)	(3)	(3)	3.	Westinghouse	9,293,900	714,900
(--)	(10)	(8)	4.	Emmis	8,864,400	805,900
(12)	(9)	(5)	5.	Infinity	7,697,100	592,100
(4)	(4)	(4)	6.	RKO	7,538,200	837,600
(6)	(5)	(7)	7.	Gannett	6,398,500	426,600
(8)	(8)	(6)	8.	Malrite	6,214,200	621,400
(10)	(12)	(12)	9.	Cox	6,167,000	513,900
(26)	(18)	(17)	10.	Legacy	5,882,700	588,300
(9)	(11)	(10)	11.	Bonneville	5,782,400	525,700
(11)	(13)	(13)	12.	Great American	5,162,600	344,200
(13)	(14)	(14)	13.	Greater Media	4,129,800	344,500
(14)	(15)	(15)	14.	Viacom	4,072,200	581,700
(20)	(17)	(16)	15.	Susquehanna	3,947,900	219,300
(46)	(27)	(23)	16.	Jacor	3,887,200	299,000
(21)	(23)	(22)	17.	Shamrock (Disney)	3,763,200	268,800
(33)	(31)	(31)	18.	Booth/Genesis	3,795,300	210,900
(--)	(43)	(34)	19.	Noble	3,682,100	230,100
(28)	(20)	(24)	20.	EZ	3,450,500	287,500
(18)	(19)	(20)	21.	Nationwide	3,359,000	239,900
(23)	(29)	(19)	22.	New City	3,161,400	243,200
(16)	(16)	(18)	23.	Park	3,141,300	196,300
(17)	(25)	(28)	24.	Cook Inlet	3,071,500	341,300
(15)	(22)	(25)	25.	Tribune Co.	2,853,600	570,700
(36)	(33)	(27)	26.	Summit	2,818,300	187,900
(32)	(35)	(30)	27.	Pyramid	2,616,200	237,800
(19)	(26)	(29)	28.	Inner City	2,443,300	488,700
(40)	(32)	(32)	29.	Clear Channel	2,405,100	185,000
(49)	(44)	(38)	30.	Beasley	2,244,500	160,300
(27)	(30)	(33)	31.	Jefferson-Pilot	2,178,400	240,200
(--)	(--)	(35)	32.	Sconnix	2,164,700	270,600
(43)	(41)	(37)	33.	Edens	2,081,800	297,400
(--)	(--)	(--)	34.	Fairmont	1,913,500	273,400
(--)	(48)	(42)	35.	Henry	1,853,000	142,500
(42)	(45)	(44)	36.	Entercom	1,837,400	183,700
(--)	(--)	(--)	37.	Mediacomm	1,825,700	182,600
(30)	(36)	(36)	38.	Sandusky	1,813,000	259,000
(35)	(38)	(39)	39.	United	1,782,000	198,000
(--)	(40)	(40)	40.	Century	1,748,600	349,700
(38)	(37)	(48)	41.	Metroplex	1,680,000	210,000
(37)	(42)	(43)	42.	Hearst	1,662,600	277,100
(34)	(39)	(45)	43.	Stoner	1,595,100	145,000
(--)	(--)	(--)	44.	Heritage	1,591,200	159,100
(48)	(49)	(49)	45.	King	1,552,100	258,600
(--)	(--)	(50)	46.	Brown	1,468,100	183,500
(41)	(34)	(47)	47.	Capitol (Goodman)	1,464,700	244,100
(--)	(47)	(41)	48.	Adams	1,443,900	144,400
(--)	(--)	(--)	49.	Capitol (Johnson)	1,354,300	150,500
(--)	(--)	(--)	50.	Spanish Bdcst System	1,258,600	251,700

Based on 12+ Cume, TSA, Broadcast Week. Simulcasts count as one station.
NOTE: AUDIENCE FIGURES ARE NOT IN HUNDREDS

MAJOR GROUP OWNERS

		TSA	TSA	MSA	MKT			TSA	TSA	MSA	MKT		
		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT	
ADAMS (Matt Mills)													
WLAV-F	Gr. Rapids	100	1437	4	71	-	AOR						
WLAV	Gr. Rapids	14	231	13	71	+	Oldies						
WKLL	St. Louis	19	600	26	13	-	?						
KEZK-F	St. Louis	335	4084	3	13	+	Btfl						
KDOL	Phoenix	73	1089	15	20	+	Oldies						
KOOL-F	Phoenix	140	2084	8	20	+	Oldies						
KISS-F	San Ant.	105	1730	9	38	+	AOR						
KHIH-F	Denver	92	1319	12	27	+	Jazz/NA						
KQUL	Seattle	DID NOT SHOW			20(ap)-		Oldies						
KZOK-F	Seattle	86	1860	18	20(ap)-		AOR						
AMERICAN MEDIA (Alan Beck, Art Kern)													
WALK A/F	Long Is.	263	2937	1	11	+	AC						
WDJO	Cinci	11	231	20	31	-	Oldies						
WUBE-F	Cinci	179	2117	5	31	+	Country						
WOCL-F	DB/Orl	217	2463	4	53	+	Oldies						
KCEE	Tucson	25	401	11	78	+	Oldies						
KWFM-F	Tucson	60	1086	4	78	-	AC						
KMEN	River-SB	20	347	23	18	+	Black						
KGG1-F	River-SB	161	2570	2	18	+	CHR						
ANCHOR (Alan Henry)													
KLDD	Dallas	55	1258	26	9	+	Oldies						
KZEW-F	Dallas	153	3389	17	9	-	Classic Rk						
KZRR A/F	Albuq	87	1143	5	101	+	Classic Rk						
KORK	LV	40	442	8	83	-	Nostalgia						
KYRK-F	LV	67	921	5	83	-	CHR						
ARDMAN													
WPHR-F	Cleve	180	3261	12	24	+	CHR						
WEZ1 A/F	Memphis	84	1096	9	48	-	BTFI						
WTIP	Char, WV*	4	100	12	162	+	AC						
WVSR-F	Char, WV*	74	997	3	162	-	CHR						
WZOU-F	Boston	421	6953	7	6	-	CHR						
WWSO	Talla*	DID NOT SHOW			190	-	?						
BAHAKEL													
KXEL	Water-CF*	19	245	9	239	-	Country						
KOKZ-F	Water-CF*	58	924	2	239	+	CHR						
WDD	Chatt	12	211	10	110	-	Country						
WDDC-F	Chatt	87	1148	6	110	-	Country						
WKIN	JC-Kings	3	86	19	106	-	Country						
WZXY-F	JC-Kings	27	438	5	106	+	CHR						
WWD	Roan/Lynch	DID NOT SHOW			125(ap)-								
WKZZ-F	Roan/Lynch	21	399	9	125(ap)=		CHR						
WXLY-F	Char, SC	32	576	8	98	-	AC						
KILO-F	Colo Spg	61	869	1	119	-	AOR						
WPET	Greens/WS	12	151	19	57	+	Religion						
WKS1-F	Greens/WS	140	2155	6	57	+	CHR						
BARNSTABLE (Dave Gingold)													
WGKX-F	Memphis	182	2482	3	48	+	Country						
WSLR	Akron	33	477	11	76	+	Country						
WKDD-F	Akron	151	2263	2	76	-	CHR						
WHLI	Long Is	145	993	9	11	-	Nostalgia						
WKJY-F	Long Is	152	1744	8	11	+	Nostalgia						
WHOM-F	Mt.Wash/Port	81	831	9	183	-	BTFI						
WHKS-F	Harris	9	303	18	87	+	AC						
WGNA A/F	Albany	168	1667	4	60	+	Country						
BEASLEY (Allen Shaw)													
WXTU-F	Phila	423	5491	11	4	+	Country						
WTEL	Phila	DID NOT SHOW			4	-							
WBLX	Mobile	12	242	13	102	+	Gospel						
WBLX-F	Mobile	151	1444	3	102	-	Black						
WPOW-F	Miami	236	3598	4	13	-	Urban/CHR						
WFAI	Fayette,NC*	5	88	17	166	-	Nostalgia						
WKML-F	Fayette,NC*	134	1469	3	166	+	Country						
WFTC	Green, NC	DID NOT SHOW			NA	-							
WRNS-F	Green, NC	168	1598	2	NA	-	Country						
WBIG-F	Greens/WS	106	1536	8	57	-	Urban						
WCKZ A/F	Char, NC	199	2602	3	44	+	Urban/CHR						
KAAV	L. Rock	16	382	13	96	+	Religion						
WYSY-F	Aur/Chi	103	1982	27	3	+	AC						
WJHM-F	Orlando	165	2013	10	53	+	Black						
BLOOMINGTON (Tim Ives)													
WJCV	JC/King	43	534	4	106	-	Country						
WQUT-F	JC/King	168	2093	1	106	-	CHR						
WGOW	Chatt	2	110	15	110	-	AC						
WSKZ-F	Chatt	216	2239	1	110	-	CHR						
WKLO-F	Gr. Rapids	79	1776	6	71	-	CHR						
WJBC	Bloom, IL*	58	574	1	290	+	MOR						
WBNQ-F	Bloom, IL*	55	694	2	290	+	CHR						
BONNEVILLE (Rodney Brady)													
KBIG-F	LA	627	10383	8	2	-	AC						
KOIT A/F	SF	354	6588	5	5(ap)+		Soft AC						
WCLR-F	Chi	392	7166	14	3	=	AC						
KMBZ	KC	94	1654	12	29	-	MOR						
KMBR-F	KC	167	2127	6	29	-	BTFI						
WNSR-F	NY	862	14392	15	1	+	AC						
KSL	SLC	135	2951	5	45	-	MOR						
KIRO	Seattle	404	6904	1	20(ap)-		News						
KSEA-F	Seattle	120	1787	12	20(ap)-		BTFI						
KAAM	Dallas	85	1041	21	9	+	Nostalgia						
KZPS-F	Dallas	160	2831	15	9	+	Oldies						
BOOTH/GENESIS (John Booth II, Marty Greenburg)													
WZPL-F	Indy	237	3591	3	40	-	CHR						
WZZP-F	South Bend*	78	1058	5	179	=	CHR						
WJLB-F	Detroit	447	5288	2	5	-	Black						
WSGW	Sag-BC	70	863	4	116	-	MOR						
WIOG-F	Sag-BC	429	4373	1	116	+	CHR						
WTOD	Toledo	65	471	7	81	+	Country						
WKKO-F	Toledo	141	1358	2	81	+	Country						
WFRM	Cleve	205	2182	8	24	+	Nostalgia						
WLTF-F	Cleve	332	4673	2	24	+	AC						
WSAI	Cinci	43	634	14	31	+	Oldies						
WWNK-F	Cinci	132	2128	8	31	+	AC						
KRZN	Denver	26	510	24	27	+	Oldies						
KMJ1-F	Denver	137	2182	10	27	=	AC						
KSMJ	Sacra	25	515	17	34	-	Oldies						
KSFM-F	Sacra	131	2874	8	34	-	CHR						
KBTS-F	Austin	134	2110	3	66	+	CHR						
KONO	San Ant.	60	1037	15	38	+	Oldies						
KITY-F	San Ant.	139	2166	3	38	-	CHR						
BRILL (Alan Brill)													
KQWB	Fargo*	14	296	8	249	-	AC						
KQWB-F	Fargo*	46	483	3	249	-	AOR						
WEBC	Duluth*	24	495	10	180	-	MOR						
WAVC-F	Duluth*	33	472	7	180	-	Country						
WIOV-F	Lanc	57	898	5	115	+	Country						
BROWN (Phil Melrose)													
KYNO	Fresno	3	123	26	82	-	Black						
KYNO-F	Fresno	48	958	7	82	-	CHR						
KPOP	San Diego	144	1205	9	16	+	Nostalgia						
KGB-F	San Diego	233	3329	2	16	=	AOR						
KXOA	Sacra	54	661	14	34	+	Nostalgia						
KXOA-F	Sacra	144	2541	5	34	-	AC						
KKAT-F	SLC	173	2341	2	45	-	Country						
KKSF-F	SF	225	3523	14	5(ap)=		Jazz/AC						
BUCKLEY (Richard Buckley)													
WDRC	Hartford	21	625	17	43	-	Oldies						
WDRC-F	Hartford	255	3360	4	43	-	Oldies						
KWAV-F	Sal/Mont	48	693	4	98(ap)+		AC						
KKHI A/F	SF	246	3260	9	5(ap)+		Classical						
WSEN A/F	Syra	52	881	7	74	+	Country						
WYNZ	Port M.	40	305	3	183	-	Nostalgia						
WYNZ-F	Port M.	24	365	10	183	+	AC						
KGIL A/F	San Fern/LA	52	1219	40	2	-	Talk						
KLLY-F	Bakers	27	403	8	95	=	AC						
KUBB-F	Modesto	51	710	11	140	-	Country						
KSEQ-F	Fresno	DID NOT SHOW			82	-	?						

NOTE: Audience figures are Mon-Sun, 6A-Mid, 12+, TSA or MSA. The MSA rank is as of 1988. The "+", "-", or "=" figures show the change in the stations 12+ Metro Share since the Fall 1987 sweep.

*indicates that the market was rated only during the Spring.

		TSA	TSA	MSA	MKT				TSA	TSA	MSA	MKT		
		AQH	CUME	RANK	#	FORMAT			AQH	CUME	RANK	#	FORMAT	
CAPITAL CITIES/ABC		(Jim Arcara)						CLEAR CHANNEL (Lowry Mays)						
WJR	Detroit	784	11451	1	5	- MOR	KALO	Beau-PA	35	305	6	126	+	Black
WHYT-F	Detroit	241	6292	13	5	- CHR	KHYS-F	Beau-PA	66	574	1	126	-	Black
WPRO	Providence	86	1607	7	58	- MOR	WOAI	San Ant	170	2300	5	38	+	News/Talk
WPRO-F	Providence	326	4420	1	58	- CHR	KAJA-F	San Ant	107	1690	7	38	+	Country
WBAP	Dallas-FW	548	7324	5	9	+ Country	KAKC	Tulsa	5	226	16	68	+	Oldies
KSCS-F	Dallas-FW	487	6106	2	9	+ Country	KMOD-F	Tulsa	196	2017	1	68	+	AOR
WABC	NY	1025	15342	13	1	+ Talk	KPEZ-F	Austin	35	874	9	66	-	Classic Rk
WPLJ-F	NY	1042	20701	9	1	- CHR	WELI	N. Haven	78	1084	2	94	-	MOR
WLS	Chicago	302	6121	20	3	- AC	WQUE	A/F New Or	296	3641	1	36	-	Urban
WYTZ-F	Chicago	527	10126	10	3	+ CHR	KTOK	Ok! City	101	1693	5	46	-	News/Talk
KGO	SF	828	12343	1	5(fap)	+ News/Talk	KJYO-F	Ok! City	184	2828	2	46	-	CHR
KABC	LA	929	12639	4	2	+ Talk	WHAS	Louis	242	3320	2	51	-	MOR
KLOS-F	LA	791	12168	6	2	- AOR	WAMZ-F	Louis	322	3499	1	52	+	Country
WMAL	Washington	304	5261	5	7	- MOR	<u>CONSTANT</u> (Fred Constant)							
WRQX-F	Washington	293	6300	8	7	+ CHR	KQLO	Reno	6	104	14	180	-	Country
KQRS A/F	Minn-SP	347	5345	3	14	- AOR	KWNZ-F	Reno	80	938	2	180	+	CHR
WKHX	Atl	11	290	23	11	- Country	KDUK	Eugene	11	139	8	165	-	Nostalgia
WKHX-F	Atl	361	4101	7	11	- Country	KLCX-F	Eugene	12	214	8	165	-	Classic Rk
KRXY A/F	Denver	169	3137	5	27	- CHR	KIZN	Boise*				206	-	Country
							KIZN-F	Boise*	47	525	5	206	+	Country
<u>CAPITOL</u> (Jim Goodmon)							<u>COOK INLET</u> (Dan Mason)							
WRNL	Rich	9	283	18	62	- Oldies	KZOL A/F	SLC/Provo	20	651	21	45	-	Oldies
WRXL-F	Rich	157	1709	3	62	- AOR	WPGC-F	Wash	339	4868	4	7	+	CHR/Urban
WRAL-F	Raleigh	229	3273	6	70	- AC	WPGC	Wash				7	-	Busin.News
WWMX-F	Balt	259	3549	3	15	+ AC	KFMK-F	Houston	235	3006	9	8	-	AC
WNVZ-F	Norfolk	179	2725	5	33	- CHR	WZLX-F	Boston	388	5120	8	6	+	Clas. AOR
WSTF-F	Mel/Orl	215	3108	5	53	- AC	WUSN-F	Chicago	383	5595	13	9	+	Country
<u>CAPITOL</u> (Ken Johnson)							KUBE-F	Seattle	314	5242	2	20(ap)	+	CHR
WKSJ A/F	Mobile	133	1363	1	102	+ Country	WZGC-F	Atl	266	4534	9	11	=	CHR
WCAW	Char, WV*	30	443	5	162	+ Country	KSLX A/F	Phoenix	89	1699	11	20	-	AOR
WVAF-F	Char, WV*	73	1013	2	162	+ AC	<u>COX</u> (Nick Trigony)							
WMJJ-F	Birm	205	2461	2	56	+ AC	WSB	Atl	312	4925	6	11	-	MOR
WRKA-F	Louis	81	1343	6	51	- AC	WSB-F	Atl	474	6034	1	11	+	AC
WLVK-F	Char, NC	216	2592	7	44	- Country	WSOC	Char, NC	9	260	17	44	-	Country
WGFX-F	Nash	108	1710	8	52	- Classic Rk	WSOC-F	Char, NC	400	4325	1	44	+	Country
WTRG-F	Raleigh	96	1479	11	70	- AC	WHIO	Dayton	104	1472	5	55	-	MOR
KQFX-F	Austin	56	1139	8	66	+ Oldies	WHIO-F	Dayton	171	2407	3	55	-	BTFI
<u>CENTURY</u> (Tony Carlos)							KFI	LA	330	6629	24	2	=	Talk
WXEZ A/F	Chicago	760	8650	3	3	= BTFI	KOST-F	LA	1002	15626	3	2	+	AC
WLFF	Tampa	46	382	17	21	+ Nostalgia	WIOD	Miami	269	4409	3	13(ap)	+	Talk
KMEL-F	SF	497	7389	2	5(ap)	+ CHR	WGTR-F	Miami	172	2880	18	13(ap)	-	AOR
KYBG	Denver	26	653	22	27	+	WCKG-F	Chicago	546	8484	6	9	+	AOR
KZRX-F	Denver	26	412	23	27	- AOR	WWRM-F	Tampa	354	4219	2	21	-	AC
<u>OBS</u> (Nancy Widman)							<u>DAVIS</u> (Greg Davis)							
WCBS	NY	1135	22697	10	1	+ News	WIBB	Macon*	22	273	8	154	-	Black
WCBS-F	NY	1285	18405	6	1	+ Oldies	WFXM-F	Macon*	41	498	5	154	+	Black
KNX	LA	724	15121	7	2	+ News	WTHB	Aug, GA*				116	-	
KNX-F	LA	248	5586	28	2	- AOR	WFXA-F	Aug, GA*	70	802	3	116	-	Black
WBBM	Chicago	796	14689	4	9	- News	WOKS	Colum, GA*	40	364	3	174	-	Black
WBBM-F	Chicago	408	10730	11	9	- CHR	WFXE-F	Colum, GA*	54	617	1	174	-	Black
KMOX	St. Louis	725	8497	1	13	- Oldies	<u>DAYTONA</u> (Carl Como)							
KLOU-F	St. Louis	242	4383	6	13	+ Talk	KIVA-F	Albuq	47	1065	8	101	-	CHR
WCAU	Phila	286	5845	13	4	+ News/Talk	KRGE	McA-Brown	19	344	11	71(ap)	-	Oldies
WUGL-F	Phila	243	5140	18	4	- Oldies	KRIX-F	McA-Brown	40	590	8	71(ap)	-	AOR
WODS-F	Boston	435	6631	6	6	+ Oldies	KXYQ-F	Sal/Port O	217	3076	3	42	+	CHR
KCBS	SF	490	10280	3	5(ap)	- News/Talk	KGRX-F	Globe/Phoe	44	664	18	20	-	Jazz/NA
KRQR-F	SF	250	4177	12	5(ap)	+ AOR	WCOA	Pensa	31	403	9	136	+	MOR
WSUN	Tampa	123	1935	12	21	= Country	WJLQ-F	Pensa	50	812	6	136	+	CHR
WYNF-F	Tampa	339	3772	4	21	+ AOR	WVMX-F	Richmond	27	598	11	62	+	AC
KLTR-F	Houston	198	3646	11	8	+ AOR	<u>DITTMAN</u>							
WLTT-F	Washington	199	3417	12	7	+ AC	WAPI	Birm	66	911	6	56	=	Nostalgia
KTXQ-F	Dallas	231	4026	11	9	- AOR	WAPI-F	Birm	182	2828	4	56	-	CHR
<u>COMMUNITY PACIFIC</u>							WABB	Mobile	5	183	21	102	-	Black
KFIV	Modesto	3	108	20	140	+ AC	WABB-F	Mobile	156	2177	2	102	-	CHR
KFIV-F	Modesto	32	555	5	140	- AC	KMPZ-F	Memphis	105	1707	10	48	+	CHR
KTOM	Sal-Mont	13	185	18	98	- Country	<u>EASTERN</u> (Roger Neuhoff)							
KTOM-F	Sal-Mont	38	512	7	98	- Country	WWAZ	Prov	57	624	11	58	+	Nostalgia
KEED	Eugene	6	112	11	165	- Country	WWLI-F	Prov	153	1915	4	58	-	AC
KSND-F	Eugene	39	631	1	165	- CHR	WRKZ-F	Harris	157	1876	2	87	+	Country
KASH A/F	Anchorage	27	298	5	185	+ Country	WEST	Allen-Beth	36	343	7	73	-	Nostalgia
							WLEW-F	Allen-Beth	122	1545	3	73	=	AC

		TSA	TSA	MSA	MKT			TSA	TSA	MSA	MKT				
		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT			
EDENS (Gary Edens)															
KOY	Phoenix	34	850	18	20	-	MOR	KJYY	Des Moines	7	144	12	122	-	Country
KOY-F	Phoenix	158	2843	7	20	+	CHR	KJYY-F	Des Moines	58	794	6	122	+	Country
WRBQ A/F	Tampa	577	6400	1	21	-	CHR	WOKQ-F	Dover, NH	64	678	1	141	-	Country
WRVA	Richmond	162	2137	2	62	-	MOR	WBLM-F	Port M	90	1198	2	183	+	AOR
WRVQ-F	Richmond	205	2686	1	62	+	AOR	KRCX	Sacra	41	378	15	34	+	Hispanic
WUDE-F	Norfolk	121	1846	7	33	-	AC	KRXQ-F	Sacra	127	1788	6	34	+	AOR
KKLQ A/F	S. Diego	317	4056	1	16	+	CHR	KHOP-F	Modes/Stock	80	1560	3	140	+	CHR
								KLRS-F	Salinas/SC	13	281	18	98(ap)	-	Jazz/NA
EMMIS (Jeff Smulyan)															
WENS-F	Indy	161	2831	6	40	+	AC	GANNETT (Jay Cook)							
WLOL-F	Minn-SP	250	5034	8	14	-	CHR	KIIS	LA	115	2451	36	2	+	Dance Mus.
KSHE-F	St. Lou	493	5439	2	13	=	AOR	KIIS-F	LA	1144	20843	2	2	-	CHR
KPWR-F	LA	1234	18883	1	2	-	CHR	KSDO	SD	208	2797	4	16	+	News/Talk
WFAN	NY	697	14217	17	1	+	Sports	KSWV-F	SD	55	1109	17	16	+	Jazz/NA
WOHT-F	NY	1117	15198	8	1	+	CHR	WGCI	Chi	34	1381	32	3	-	Black
KXXX-F	SF	178	4059	16	5(ap)	-	CHR	WGCI-F	Chi	826	9650	2	3	-	Black
WKQX-F	Chi	511	9524	9	3	+	AC	KUSA	St. Lou	91	1836	15	13	-	Country
WJLB-F	Boston	358	4235	4	6	-	BTFL	KSD-F	St. Lou	278	3724	4	13	+	Class. Rk
WAVA-F	Wash	264	6064	7	7	=	CHR	WDAE	Tampa	91	934	12	21	+	Nostalgia
KRBE-F	Houston	198	3160	11	8	-	AC	WUSA-F	Tampa	171	2392	6	21	=	AC
								KKBQ A/F	Houston	414	6997	2	8	+	CHR
EMPIRE (Dennis Israel)															
WGY	Albany	175	2736	3	60	-	MOR	KOAI-F	Dallas	161	2749	16	9	-	Jazz/NA
WGY-F	Albany	84	2017	7	60	-	CHR	KNUA-F	Seattle	98	1542	14	20(ap)	+	Jazz/NA
WFBG	Altoona*	60	626	2	270	-	MOR/AC	KCMO	KC	257	3454	2	29	+	News/Talk
WFBG-F	Altoona*	26	430	3	270	-	BTFL	KCPW-F	KC	106	2126	11	29	+	CHR
WJYY-F	Con/Manch*	21	423	13	246	-	AC	GREAT AMERICAN (Dave Milner)							
ENCORE (George Duncan)															
KVKI-F	Shreve	29	677	8	129	-	AC	WDAF	KC	464	5332	1	29	-	Country
KBFM-F	McA-Brown	168	1825	1	71(ap)	+	CHR	KYYS-F	KC	192	2674	4	29	-	AOR
KHFI-F	Austin	56	1125	6	66	-	CHR	WKRC	Cinci	111	2774	10	31	-	MOR/AC
KZOU	L. Rock	3	74	15	96	-	Oldies	WKRQ-F	Cinci	262	4016	2	31	-	CHR
KZOU-F	L. Rock	117	1788	5	96	-	CHR	WTVN	Col, O	180	2740	4	35	-	MOR
								WLVQ-F	Col, O	203	2711	3	35	+	AOR
ENTERCOM (Joseph Field)															
KITS-F	SF	255	3673	8	5(ap)	+	CHR	WDFE-F	Pitts	416	5553	4	19	+	AOR
WAYL	Minn-SP	46	876	15	14	+	BTFL	KEX	Port O	136	1920	7	42	-	MOR
KLXX-F	Minn-SP	255	3799	5	14	+	Oldies	KKRZ-F	Port O	177	2965	1	42	+	CHR
KLDE-F	Houston	128	2664	15	8	+	Oldies	WNDE	Indy	15	472	15	40	-	Talk
KTAC	Sea/Tac	DID NOT SHOW			20(ap)	-	MOR	WFBQ-F	Indy	443	5256	1	40	+	AOR
KBRD-F	Sea/Tac	182	1994	8	20(ap)	=	BTFL	WKLS-F	Atl	386	4969	2	11	+	AOR
WXCR-F	Tampa	52	780	15	21	-	Classical	WRIF-F	Detroit	257	5795	11	5	-	AOR
WEPP	Pitts	54	709	17	19	-	Oldies	WLZR A/F	Milw	168	2384	6	32	+	AOR
WDSY-F	Pitts	219	2608	9	19	+	Country	KROY-F	Sacra	117	2065	7	34	+	CHR
KLTE-F	Okc City	72	1271	9	46	+	AC	GREAT EMPIRE (Mike Oatman, Mike Lynch)							
EZ (Alan Box)															
WEZB-F	New Ori	224	3672	2	36	+	CHR	KFDI	Wich	68	881	6	103	+	Country
WEZC-F	Char, NC	128	2054	11	44	-	AC	KFDI-F	Wich	90	1166	3	103	-	Country
WBZZ-F	Pitts	385	5993	2	19	-	CHR	KWKH	Shreve	51	783	10	129	-	Country
WHQT-F	Miami	296	4288	2	13(ap)	+	Urban/CHR	KWKH-F	Shreve	30	765	11	129	-	Country
KYKY-F	St. Lou	188	2843	8	13	+	AC	WOW	Omaha	92	1484	9	79	-	Country
KAMJ A/F	Phoenix	83	1432	14	20	-	Soft AC	WOW-F	Omaha	90	1018	5	79	+	Country
KRAK	Sacra	173	2270	11	34	+	Country	KTTS	Spring, MO*	25	471	6	183	+	Country
KRAK-F	Sacra	206	2617	2	34	-	Country	KTTS-F	Spring, MO*	126	1455	2	183	-	Country
WOKV	Jkville	34	631	12	59	-	News/Talk	GREATER MEDIA (Herb McCord)							
WAIV-F	Jkville	107	1497	4	59	-	AC	WMEX	Boston	32	765	24	6	-	Oldies
KMPS A/F	Seattle	232	3047	3	20(ap)	-		WMJX-F	Boston	219	4069	11	6	+	AC
WIOQ-F	Phila	238	4161	16	4	+	Oldies	WWRC	Wash	126	1992	17	7	=	Talk
FAIRMONT (John Hayes)															
KIOI-F	SF	333	6055	6	5(ap)	+	AC	WGAY-F	Wash	358	4690	2	7	-	BTFL
WMTG	Detroit	82	1009	22	5	+	Oldies	KRLA	LA	230	3955	27	2	+	Oldies
WNIC-F	Detroit	331	5381	5	5	+	AC	KLSX-F	LA	392	8053	17	2	-	Class. Rk
WLAC	Nash	46	972	11	52	-	News	WHND	Detroit	46	771	28	5	-	Oldies
WLAC-F	Nash	141	2187	6	52	+	AC	WCSX-F	Detroit	231	4490	13	5	-	Class. Rk
KKOB	Albuq	114	1801	2	101	-	MOR	WPEN	Phila	410	4242	6	4	+	Nostalgia
KKOB-F	Albuq	131	1730	1	101	-	AC	WMGK-F	Phila	403	6048	9	4	=	AC
FEDERATED (John Dille, III)															
WYEZ-F	S. Bend*	82	1023	4	179	-	BTFL	WGSM	Long Is.	101	798	22	11	=	MOR
WQHK	Ft. Wayne	32	470	7	131	-	Country	WCTO-F	Long Is.	121	1425	15	11	+	BTFL
WMEE-F	Ft. Wayne	286	2741	1	131	+	CHR	HALL							
WCUZ	Gr. Rapids	29	522	10	71	-	Country	WLPA	Lancaster	9	244	13	115	-	Nostalgia
WCUZ-F	Gr. Rapids	91	1386	7	71	-	Country	WNCE-F	Lancaster	119	1387	2	115	-	BTFL
WCKY	Cinci	121	1619	7	31	+	News/Talk	WONN	Lakeland*	11	188	11	119	-	Nostalgia
WWEZ-F	Cinci	202	2265	3	31	+	BTFL	WPCV-F	Lakeland*	71	708	1	119	+	Country
KSKS	Tulsa	DID NOT SHOW			68	-		WAMR	Sarasota*	32	274	5	106	+	Big Band
KVLT-F	Tulsa	49	894	12	68	-	Soft AC	WCTQ-F	Sarasota*	19	231	10	106	+	Country
HARTSTONE & DICKSTEIN															
								WTLB	Utica*	21	300	8	148	+	MOR
								WRCK-F	Utica*	44	716	6	148	+	CHR
								WFPG	Atl City	5	167	13	151	NA	BTFL
								WFBG-F	Atl City	54	454	2	151	NA	BTFL
								WBBW	Young	39	616	8	97	-	Talk
								WBBG-F	Young	75	894	5	97	+	Oldies

		TSA	TSA	MSA	MKT			TSA	TSA	MSA	MKT				
		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT			
HEARST (Dave Barrett)															
WBAL	Baltimore	221	3609	5	14	-	News/Talk	WLIB	NY	358	3770	25	1	+	Black
WIYY-F	Baltimore	173	2859	7	14	+	AOR	WBLS-F	NY	985	14829	11	1	-	Black
WISN	Milwaukee	97	1861	11	32	+	News/Talk	KBLX A/F	SF	242	4153	10	5(ap)	+	U/AC
WLTQ-F	Milwaukee	113	1871	8	32	-	AC	KSJL	San Ant	23	276	21	38	+	CHR
WTAE	Pitts	185	3460	6	19	+	Talk	KSAQ-F	San Ant	65	1405	13	38	+	CHR
WHTX-F	Pitts	192	2966	10	19	-	AC								
HENRY (Charlton Buckley)															
KVOD-F	Denver	132	1619	11	27	+	Classical	KATZ	St. Lou	70	797	12	13	-	Black
KRSO	River-SB	46	543	11	18	+	News/Talk	KATZ-F	St. Lou	40	821	20	13	-	Black
KDUO-F	River-SB	194	1615	1	18	+	BTFL	WYLD	New Or	59	915	12	36	+	Black
KYTE	Port O	76	1021	12	42	-	Nostalgia	WYLD-F	New Or	183	2207	4	36	-	Black
KYTE-F	Port O	80	1561	11	42	-	Classical	WIZF-F	Cinci	61	816	12	31	-	Black
KDON	Sal-Mont	4	146	31	98(ap)	+	Hispanic	WSAI	Savan*	DID NOT SHOW					
KDON-F	Sal-Mont	75	1170	1	98(ap)	+	CHR								
KFAB	Omaha	275	3878	1	79	-	MDR								
KGOR-F	Omaha	146	2029	4	79	+	CHR								
KMJ	Fresno	121	1647	1	82	+	News/Talk								
KFYE-F	Fresno	52	920	10	82	+	AC								
KIKI	Hono	68	923	8	61	+	Oldies								
KMAI-F	Hono	112	1458	4	61	+	CHR								
HERITAGE (Paul Fiddick)															
KDAY	LA	214	3319	25	2	-	Black								
WIL	St. Louis	29	693	22	13	-	Country								
WIL-F	St. Louis	256	3315	7	13	+	Country								
WBBF	Roch	11	410	12	47	-	Country								
WBEE-F	Roch	165	1570	3	47	+	Country								
WEMP	Milwaukee	44	1106	16	32	-	Oldies								
WMYX-F	Milwaukee	130	1947	9	32	-	AC								
KKSN	Port O	7	323	24	42	-	AC								
KKSN-F	Port O	82	1383	12	42	+	AC								
KRPM	A/F Seattle	137	1846	17	20(ap)	-	Country								
HOLT (Art Holt)															
WBOP	Pensa	22	326	10	136	-	Black								
WTXX-F	Pensa	84	866	3	136	-	AOR								
WZZO-F	Allen-Beth	138	1670	2	73	-	AOR								
WKAP	Allen-Beth	32	414	9	73	-	Nostalgia								
WOKJ	Jack, MS*	11	345	14	116	-	Black								
WJMI-F	Jack, MS*	194	1876	1	116	-	Black								
WBNE-F	WB/Scranton	10	129	24	69	+	Country								
HOKER (Jay Hoker)															
WOFX-F	Cinci	141	2374	9	31	+	Oldies								
WDTX-F	Detroit	339	5592	3	5	+	CHR								
KCFX-F	KC	111	1762	13	29	+	Classic Rk								
WRXJ	Jkville	12	195	14	59	+	Oldies								
WCRJ-F	Jkville	84	1087	7	59	+	Country								
HOME NEWS (Ron Tarsl)															
KAQQ	Spokane	21	395	10	130	+	MOR								
KISC-F	Spokane	79	880	2	130	+	AC								
WRKI-F	Bridge	15	325	12	107	+	AOR								
WKPT	JC-King	25	304	6	106	+	BTFL								
WTFM-F	JC-King	115	1377	3	106	+	AC								
KWG	Stock	26	277	5	104	-	Oldies								
KYBB-F	Stock	23	370	6	104	-	AC								
INFINITY (Mel Karmazin)															
WJIT	NY	239	2512	28	1	=	Hispanic								
WXRK-F	NY	1060	16602	12	1	+	Classic Rk								
KROQ-F	LA	609	9959	11	2	-	AOR								
WYSP-F	Phila	514	9398	7	4	+	AOR								
WBON-F	Boston	372	6668	8	6	-	AOR								
KOME-F	SJ	134	2299	7	30	+	AOR								
KXYZ	Houston	66	829	17	8	+	Hispanic								
WJJD	Chi	305	3706	18	3	-	Nostalgia								
WJMK-F	Chi	570	10337	7	3	+	Oldies								
WJFK-F	Wash	73	1872	20	7	-	Classic Rk								
WOYK A/F	Tampa	321	3077	3	21	-	Country								
KVIL A/F	Dallas	473	5457	1	9	-	AC								
WOMC-F	Detroit	281	4255	9	5	+	AC								
INNER CITY (Charles Warfield)															
INTERURBAN															
KATZ	St. Lou	70	797	12	13	-	Black								
KATZ-F	St. Lou	40	821	20	13	-	Black								
WYLD	New Or	59	915	12	36	+	Black								
WYLD-F	New Or	183	2207	4	36	-	Black								
WIZF-F	Cinci	61	816	12	31	-	Black								
WSAI	Savan*						DID NOT SHOW								
JACOR (Frank Wood)															
WQIK	Jkville	11	201	16	59	-	Country								
WQIK-F	Jkville	181	2060	3	59	-	Country								
WMJ-F	Cleve	254	4281	7	24	-	AC								
WGST	Atl	100	1993	13	11	-	News								
WPCH-F	Atl	359	4362	5	11	-	BTFL								
WLW	Cinci	242	4125	4	31	-	MOR/Talk								
WEBN-F	Cinci	290	3747	1	31	-	AOR								
WYHY-F	Nash	241	3346	1	51	-	CHR								
WMYU-F	Knox	174	2502	3	85	=	AC								
KOA	Denver	308	5016	2	27	+	News/Talk								
KOAQ-F	Denver	106	2453	14	27	-	AC								
WFLA	Tampa	181	2113	7	21	-	News/Talk								
WFLZ-F	Tampa	174	2673	8	21	+	AC								
JEFFERSON-PILOT (Jim Babb)															
KYGO	Denver	61	832	18	27	-	Country								
KYGO-F	Denver	186	2337	8	27	-	Country								
WQXI A/F	Atl	184	3780	10	11	-	AC								
WBT	Char, NC	112	1805	5	44	-	MOR								
WBCY-F	Char, NC	151	3013	9	44	-	CHR								
WNWS	Miami	202	2797	12	13(ap)	+	News/Talk								
WLYF-F	Miami	380	4108	1	13(ap)	-	BTFL								
KSON	SD	40	722	20	16	-	Country								
KSON-F	SD	199	2390	6	16	+	Country								
KEYMARKET (Kirby Confer)															
WNNK-F	Harris	196	2418	1	87	+	CHR								
WTCB-F	Org/Col, SC	65	989	6	105	+	AC								
WRVR	Memphis	35	761	15	48	=	Oldies								
WRVR-F	Memphis	143	2429	4	48	+	AC								
KKMJ-F	Austin	98	1401	4	66	-	AC								
WRLX-F	Hick/Char, NC	163	1722	6	44	+	BTFL								
KING (Stan Mak)															
KSFO	SF	177	4442	18	5(ap)	+	Oldies								
KYA-F	SF	138	3328	22	5(ap)	+	Oldies								
KGW	Port O	51	1610	16	42	-	AC								
KINK-F	Port O	160	2091	4	42	+	AOR								
KING	Seattle	115	1870	13	20(ap)	+	News/Talk								
KING-F	Seattle	140	2180	10	20(ap)	+	Classical								
KNIGHT (Norman Knight)															
WTAG	Worc	62	777	3	111	-	MOR								
WSRS-F	Worc	129	1337	1	111	+	BTFL								
WGIR	Manch*	34	419	3	246	+	News/Talk								
WGIR-F	Manch*	76	1029	2	246	-	AOR/CHR								
WHEB A/F	Ports, NH	51	611	2	141	+	AOR								
LEGACY (Carl Hirsch)															
KDWB	Minn	43	1160	16	14	-	Oldies								
KDWB-F	Minn	269	5150	6	14	+	CHR								
WLLZ-F	Detroit	254	5463	10	5	-	AOR								
KILT	Houston	33	955	25	8	-	Country								
KILT-F	Houston	288	4665	8	8	-	Country								
WCPT	Wash	53	677	22	7	+	Black								
WCXR-F	Wash	273	4637	11	7	-	Classic Rk								
KTWV-F	LA	642	9606	9	2	+	Jazz/NA								
WNEW-F	NY	926	14538	14	1	-	AOR								
WMMR-F	Phila	815	11976	2	4	-	AOR								

		TSA	TSA	MSA	MKT			TSA	TSA	MSA	MKT			
LOTUS (Hal Rosenberg)		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT		
KTKT	Tucson	9	295	19	78	- AC	MIDWEST FAMILY							
KLPX-F	Tucson	73	1065	3	78	- AOR	WKKN	Rockford*	15	250	9	158	- Country	
KWKW	LA	220	2266	27	2	+ Hispanic	WKMQ-F	Rockford*	55	721	3	158	+ Classic	
KFSD-F	SD	94	1476	15	16	- Classical	WTDY	Madison	11	256	11	136	- Talk	
KENO	L. Vegas	14	275	15	83	- Oldies	WMGN-F	Madison	48	972	5	136	- AC	
KOMP-F	L. Vegas	48	762	7	83	- AOR	WOSH	Apple-Osh	24	293	6	149	+ MOR	
KXET	San Ant	10	275	24	38	- Hispanic	WMGV-F	Apple-Osh	58	853	3	149	+ Contemp	
KZEP-F	San Ant	86	1219	10	38	+ Classic Rk	WITL A/F	Lansing	143	1596	2	109	- Country	
KTEZ-F	Lubbock	27	426	5	189	- Soft AC	ML/WIN MEDIA (Walt Tiburski)							
KONE	Reno	6	191	15	180	- Nostalgia	WQAL-F	Cleve	280	3402	3	24	- BTFL	
KOZZ-F	Reno	61	726	4	180	+ AOR	KBZF	Tulsa	104	1515	5	68	+ BTFL	
KOXR	Oxnard*	38	273	2	77	+ Hispanic	WIRE	Indy	29	685	12	40	- Country	
KGST	Fresno	28	307	11	82	- Hispanic	WXTZ-F	Indy	223	2562	4	40	+ BTFL	
WTAQ	Chicago	53	624	30	3	+ Hispanic	WEJZ-F	Jkville	66	892	9	59	- BTFL	
MALRITE (Gil Rosenwald)								WEBE-F	Bridge	67	766	3	107	- AC
WHTZ-F	NY	1553	25282	1	1	- CHR	MULTIMEDIA (Greg Anderson)							
WHK	Cleve	26	689	21	24	- Bus. News	WFBC	Green, SC	19	325	14	80	+ News/Talk	
WMMS-F	Cleve	452	6397	1	24	- AOR/CHR	WFBC-F	Green, SC	146	2012	4	80	- AC	
KNEW	SF	94	1991	27	5	- Country	WEZW-F	Milwaukee	185	2579	4	32	- BTFL.	
KSAN-F	SF	190	3569	16	5	- Country	WMAZ	Macon*	28	375	7	154	- MOR	
WOGY	Minn-SP	53	1271	14	14	- Country	WAYS-F	Macon*	142	1622	2	154	- CHR	
KEYE-F	Minn-SP	264	3573	7	14	+ Country	KEEL	Shreve	41	704	9	129	+ Nostalgia	
KLAC	LA	194	3704	30	2	- Country	KITT-F	Shreve	86	1334	6	129	+ AC	
KZLA-F	LA	461	5925	16	2	+ Country	NATIONWIDE (Steve Berger)							
WEGX-F	Phila	683	9741	1	4	+ CHR	WPOC-F	Balt	260	3176	6	15	- Country	
MEDIA COMM (Bob Hughes)								WGAR	Cleve	39	789	20	24	+ Country
WXTR-F	Wash	193	3369	13	7	+ Oldies	WGAR-F	Cleve	194	3007	10	24	- Country	
KDIA	SF	69	1291	34	5(ap)	- Black	WNCI-F	Col O	322	4275	1	35	+ CHR	
WVIN	Balt	72	1116	18	15	+ Black	WKZL-F	Greens/WS	127	1958	5	57	+ CHR	
WGHT-F	Balt	92	1966	12	15	- Urban/CHR	WBJW A/F	Orl	217	4248	3	53	- CHR	
WXLE-F	Col O	58	903	13	35	+ Oldies	KNST	Tucson	43	735	8	78	+ News/Talk	
WMXB-F	Rich	123	1535	6	62	+ AC	KRQQ-F	Tucson	188	2021	1	78	+ CHR	
WKSG-F	Detroit	214	2912	12	5	+ Oldies	KZAP-F	Sacra	153	2131	8	34	- AOR	
WDIA	Memphis	128	1692	5	48	+ Black	KRSR	LV	5	71	18	83	- AOR	
WHRK-F	Memphis	301	2773	1	48	+ Black	KLUC-F	LV	86	1234	3	83	- CHR	
KCWV-F	KC	43	700	16	29	+ Jazz/NA	KWSS-F	San Jose	133	2717	8	30	- CHR	
MERV GRIFFIN (Al Pulligrino)								KZZP A/F	Phoenix	279	4278	3	20	- CHR
WPOP	Hart	51	1104	11	43	- News/Talk	KISW-F	Seattle	170	2950	9	20(ap)	+ AOR	
WIOF-F	Hart	168	2590	5	43	+ AC	NEW CITY (Dick Ferguson)							
WTRY	Albany	57	1004	10	60	- Oldies	WFTQ	Worc	17	268	12	111	- AC	
WPYX-F	Albany	191	2469	2	60	= AOR	WEZN-F	Bridge	110	1064	1	107	+ BTFL	
WHJJ	Prov	128	1748	6	58	- News/Talk	WAAF-F	Worc/Boston	282	4364	2	111	+ AOR	
WHJY-F	Prov	235	2978	3	58	- AOR	WYAY-F	Gain/Atl	360	4295	8	11	+ Country	
METROPLEX (Steve Godofsky)								KRMG	Tulsa	117	1814	2	68	- MOR
WHYI-F	Miami	232	4965	11	13(ap)	- CHR	KWEN-F	Tulsa	115	1694	4	68	- Country	
WFYV A/F	Jkville	163	1725	2	59	+ AOR	WZZK A/F	Birm	352	3836	1	56	- Country	
WJYO-F	Orlando	133	1998	11	53	- Soft AC	WDBO	Orlan	97	1387	7	53	+ MOR	
WHBO	Tampa	40	655	23	21	- Oldies	WWKA-F	Orlan	382	3942	1	53	- Country	
WNLT-F	Tampa	142	2398	9	21	+ AC	WSYR	Syra	143	1808	1	74	+ MOR	
WKIX	Raleigh	31	497	14	70	+ Oldies	WYYY-F	Syra	165	2309	2	74	+ AC	
WYLT-F	Raleigh	73	1247	8	70	- Soft AC	KCCY-F	San Ant	224	2647	1	38	+ Country	
WNCX-F	Cleve	241	3315	5	24	+ Classic Rk	KKYX	San Ant	196	2186	11	38	+ Country	
MID CONTINENT (David Martin)								NEW MARKET (Pete Schulte, Steve Robertson)						
WTSO	Madison	49	850	6	136	- Country	WSJS	Greens-WS	75	1066	7	57	+ MOR	
WZEE-F	Madison	189	2311	1	136	+ CHR	WTQR-F	Greens-WS	393	3688	1	57	+ Country	
KFH	Wichita	7	251	17	103	- Country	WREC	Memphis	59	1097	12	48	+ Big Band	
KXLK-F	Wichita	69	1081	4	103	- AC	WREG-F	Memphis	131	1601	6	48	+ AOR	
KELO	S. Falls*	50	609	1	281	+ AC	KXXY A/F	Okla. C	211	2650	1	46	+ Country	
KELO-F	S. Falls*	48	611	3	281	- BTFL	NININGER (W. Nininger)							
MIDWEST COMMUNICATIONS (D.E. Wright)								WQBE	Char, WV*	11	180	8	162	+ Country
KIOA	Des M.	57	929	5	122	+ AC	WQBE-F	Char, WV*	153	1561	1	162	+ Country	
KDWZ-F	Des M.	31	785	10	122	- CHR	WKDQ-F	Hend/Evans*	85	1029	4	156	+ AC	
WGEE	Green Bay*	49	669	2	212	+ Country	WFHG	JC/King	3	150	19	106	+ AC?	
WIXX-F	Green Bay*	199	2639	1	212	+ CHR	WXBQ-F	JC/King	167	1847	2	106	- Country	
WKKQ	Duluth*	38	491	4	180	+ Country								
WTBX-F	Duluth*	37	401	7	180	- CHR								
KLMS	Lincoln*	2	67	14	201	- Jazz								
KFMQ-F	Lincoln*	28	419	5	201	- AOR								

		TSA	TSA	MSA	MKT			TSA	TSA	MSA	MKT									
		AQH	CJME	RANK	#	FORMAT		AQH	CJME	RANK	#	FORMAT								
<u>NOBLE</u> (John Lynch)													<u>PREMIERE</u> (Bill Setwood)							
WSHH	Boston	17	395	30	6	-	AC	WFMI-F	Lexington	38	794	7	139	-	CHR					
WSHH-F	Boston	312	5014	11	6	-	AC	WUTQ	Utica*	11	139	10	149	-	EZ					
WAVZ	N. Haven	37	453	6	94	-	Nostalgia	WOUR-F	Utica*	66	775	1	149	+	AOR					
WKCI-F	N. Haven	197	2790	1	94	+	CHR	WABY	Albany	31	323	12	60	=	Nostalgia					
WBAB	Long Is.	14	499	36	11	+	AOR	WKLI-F	Albany	86	1370	6	60	+	AC					
WBAB-F	Long Is.	200	2896	4	11	-	AOR	<u>PYRAMID</u> (Rich Balsbaugh)												
XTRA	Tij/SD	34	1242	22	16	-	Talk	WXKS	Boston	73	992	21	6	-	Nostalgia					
XTRA-F	Tij/SD	170	3137	8	16	+	AOR	WXKS-F	Boston	397	7403	3	6	-	CHR					
KBEQ-F	KC	176	3333	5	29	-	CHR	WPIT	Pittsburgh	DID NOT SHOW					Religion					
KBCO A/F	Denver	263	2877	1	27	+	AOR	WPIT-F	Pittsburgh	39	1127	17	19	=	Religion					
KMJQ-F	Houston	519	4639	1	8	+	Black	WPXY A/F	Roch	183	2673	2	47	-	CHR					
KMJM-F	St. Lou	234	2249	5	13	-	Black	WHTT	Buffalo	DID NOT SHOW					Classic					
WMHE-F	Toledo	119	2337	4	81	-	CHR	WHTT-F	Buffalo	94	1785	10	42(ap)	-	Classic Rk					
KIXI	Seattle	166	2073	7	20(ap)	+	Nostalgia	WPGR	Phila	DID NOT SHOW					Oldies					
KMGI-F	Seattle	99	1883	16	20(ap)	+	AC	WSNI-F	Phila	346	6129	12	4	+	AC					
KYOK	Houston	59	1004	18	8	-	Black	WNUA-F	Chicago	304	4217	16	3	+	Jazz/NA					
<u>OLYMPIA</u> (Jamie Ireland)													WRFX-F	Char, NC	162	1836	4	44	-	AOR
KTRW	Spokane	18	271	12	130	+	Country	<u>RKO</u> (Jerry Lyman)												
KZZU-F	Spokane	116	1374		130	-	CHR	WOR	NY	1425	17245	3	1	+	Talk					
KYAK	Anchorage	22	306	9	185	-	Country	WRKS-F	NY	1170	15265	7	1	-	Urban					
KGOT-F	Anchorage	50	703	1	185	-	CHR	WRKO	Boston	477	5615	2	6	+	Talk					
KMGX-F	Hanf/Fresno	68	1311	3	82	-	CHR	WROR-F	Boston	249	4871	13	6	=	AC					
KXXR-F	KC	149	2085	8	29	+	AOR	WAXY-F	Miami	181	3252	16	13(ap)	-	AC					
<u>OSBORN</u> (Frank Osborn)													WFYR-F	Chic	228	6272	19	3	-	Oldies
WNDR	Syra	6	232	18	74	-	Country	KFRC	SF	329	4543	7	5(ap)	+	Nostalgia					
WNTO-F	Syra	144	2018	3	74	-	CHR	KRTH	LA	182	3646	29	2	-	Oldies					
WPLJ	WB/Scranton	4	86	29	69	=	Country	KRTH-F	LA	746	14673	10	2	-	Oldies					
WKRZ-F	WB/Scranton	155	2366	1	69	+	CHR	<u>RIVERS</u> (M.D. Rivers)												
WVA	Wheeling*	71	939	2	219	+	Country	WEDR-F	Miami	201	1776	7	13(ap)	-	Black					
WOVK-F	Wheeling*	47	571	4	219	-	Country	WEAS	Savan*	6	112	10	177	-	Gospel					
<u>PARK</u> (Bill Fowler)													WEAS-F	Savan*	99	828	1	177	+	Black
WPAT A/F	NY	1403	19103	2	1	-	BTFL	WGUN	Atlanta	16	329	20	11	+	Gospel					
KJJO	Minn-SP\	DID NOT SHOW			14	-	Rock	WKAM	Memphis	19	361	16	48	-	Gospel					
KJJO-F	Minn-SP	176	3276	10	14	-	AOR	KRNB-F	Memphis	95	1800	7	48	-	Black					
WHEN	Syra	47	963	8	74	+	MOR/AC	<u>ROTH</u> (Peter Crawford)												
WRHP-F	Syra	71	728	5	74	+	BTFL	KCBN	Reno	DID NOT SHOW					Oldies					
KWLO	Water-CF*	29	407	3	239	+	MOR/AC	KRNO-F	Reno	35	487	4	180	+	AC					
KFMW-F	Water-CF*	63	848	1	239	+	CHR	WKBF	Daven-RI	32	478	7	127	+	Country					
WNCT	Green, NC	DID NOT SHOW			NA	-		WPXR-F	Daven-RI	160	1962	1	127	-	CHR					
WNCT-F	Green, NC	85	886	5	NA	-	BTFL	WCHY	Savan*	2	68	12	177	-	Country					
KWJJ	Port O	25	587	20	42	-	Country	WCHY-F	Savan*	128	1341	3	177	+	Country					
KWJJ-F	Port O	43	807	16	42	-	Country	<u>SAGA</u> (Ed Christian)												
WDEF	Chatt	19	354	8	110	-	MOR	WKLH-F	Milwaukee	205	2811	3	32	-	Classic Rk					
WDEF-F	Chatt	109	996	3	110	+	BTFL	WVKO	Col, O	70	799	9	35	+	Black					
WTVR	Richmond	15	303	15	62	+	Country	WSNY-F	Col, O	199	2676	2	35	+	AC					
WTVR-F	Richmond	82	1034	8	62	-	BTFL	KRNT	Des M.	35	674	9	122	+	MOR					
KEZX A/F	Seattle	53	1121	23	20(ap)	-	Jazz/AOR	KRNQ-F	Des M.	136	1907	2	122	+	CHR					
<u>PINNACLE</u>													WNOR A/F	Norfolk	199	2180	1	33	-	AOR
WDUR	Raleigh	27	281	10	70	-	Black/Gospel	<u>SAGE</u> (Gerald LeBow)												
WFXC-F	Raleigh	65	1026	7	70	+	Black	WACO	Waco*	21	277	5	214	-	Country					
KAMA	El Paso	46	530	8	88	-	Hispanic	WACO-F	Waco*	17	403	7	214	-	AC					
KAMZ-F	El Paso	44	868	8	88	-	CHR	WKHT	Hart	9	184	19	43	-	Country					
KEND	Lubbock	4	164	12	189	+	Country	WLVH-F	Hart	DID NOT SHOW					Hispanic					
KLLL-F	Lubbock	104	942	1	189	+	Country	WAMT	Mel-Titus*	7	97	15	127	+	Country					
<u>PRICE COMMUNICATIONS</u> (Dick Appleton)													WSCF-F	Mel-Titus*	11	122	14	127	+	Nostalgia
WPBG	W. Palm	14	179	24	64	=	Oldies	WCOD	WB/Scran	DID NOT SHOW					69					
WIRK-F	W. Palm	90	1133	4	64	+	Country	WLSP-F	WB/Scran	DID NOT SHOW					69					
WONO	Ft. Wayne	126	1917	4	131	-	MOR	<u>SANDUSKY</u> (Norm Rau)												
WOWO-F	Ft. Wayne	13	272	10	131	+	MOR	KLSY A/F	Seattle	87	1832	19	20(ap)	-	AC					
WKWB	Buffalo	34	761	13	42(ap)	-	Oldies	KBPI A/F	Denver	181	3010	7	27	-	AOR					
WKSE-F	Buffalo	184	2924	4	42(ap)	+	CHR	KDKB-F	Phoenix	119	2141	12	20	-	AOR					
<u>JOHN PRICE</u>													KEGL-F	Dallas	329	5919	9	9	-	CHR
KROW	Reno	47	562	8	180	+	Country	KLSI-F	KC	105	1519	10	29	+	AC					
KNEV-F	Reno	53	479	3	180	+	BTFL	WKRL-F	Tampa	124	1812	10	21	+	Classic Rk					
KOOK	Modesto	8	146	15	140	+	Classical?	KKYY-F	SD	108	1897	11	16	+	AC					
KBEE-F	Modesto	97	1093	1	140	+	BTFL													
KEMX	Salt Lake	5	197	29	45	-	AC?													
KCPX-F	Salt Lake	140	2465	4	45	-	CHR													
WEZL-F	Char, SC	82	1021	1	98	-	Country													
KGA	Spokane	48	614	8	130	-	Country													
KDRK-F	Spokane	84	963	4	130	-	Country													
WOIC	Colum, SC	27	409	9	105	-	Black													
WPRH-F	Colum, SC	9	385	12	105	-	CHR													

		TSA	TSA	MSA	MKT			TSA	TSA	MSA	MKT		
SALEM (Epperson, Atingser)		AQH	CUME	RANK	#	FORMAT		AQH	CUME	RANK	#	FORMAT	
KGFR	LB/LA		DID NOT SHOW		2	- Religion	WAOK	Atl	113	1176	12	11	- Black
KCFO	Tulsa	7	197	15	68	+ Religion	WVEE-F	Atl	348	4162	3	11	- Black
KGNW	Seattle	15	415	26	20(ap)	- Religion	WCAO	Balt	112	1496	9	15	+ Country
KPDQ	Port O	16	451	21	42	+ Religion	WXYV-F	Balt	312	3343	1	15	= Black/Urb
KPDQ-F	Port O	53	883	15	42	+ Religion	KLZ	Denver	133	1658	15	27	= Country
KDAR-F	Oxnard*	15	208	16	77	+ Religion	KAZY-F	Denver	199	2803	6	27	= AOR
KGID	San Bern		DID NOT SHOW		19	= Religion	WAKR	Akron	63	1155	4	76	= MOR
KPRZ	SD	32	503	21	16	+ ?	WONE-F	Akron	90	1279	5	76	+ AOR
WRFD	Col, O	30	679	17	35	= Religion	WONE	Dayton	72	1153	8	55	= Country
WNYM	NY		DID NOT SHOW		1	-	WTUE-F	Dayton	232	2630	1	55	+ AOR
WEZE	Boston	34	725	26	6	+ Religion	KMEZ A/F	Dallas	313	3650	8	9	= BTFL
							KFOR	Lincoln*	40	544	1	201	+ MOR
							KFRX-F	Lincoln*	50	713	2	201	= CHR
							KWTO	Spring, MO*	66	944	4	183	+ Country
							KWTO-F	Spring, MO*	137	1477	1	183	= CHR
<u>SCONNIX (Odeneal, Nixon, McQueen)</u>													
WMRZ	Daven-RI	15	337	10	127	- Oldies							
WLLR-F	Daven-RI	134	1436	2	127	+ Country							
WHDH	Boston	326	5422	5	6	= Talk							
WIBC	Indy	267	2879	2	40	+ MOR							
WKLR-F	Indy	195	2987	7	40	+ Oldies							
KFKF A/F	KC	203	2410	3	29	+ Country							
WMXJ-F	Miami	267	3985	7	13(ap)	+ Oldies							
WQSR-F	Baltimore	140	2191	8	15	+ Oldies							
<u>SCRIPPS-HOWARD (Steve Roddy)</u>													
WMC	Memphis	75	946	11	48	+ Country							
WMC-F	Memphis	199	2814	2	48	+ CHR							
WBSSB-F	Baltimore	253	4215	4	15	= CHR							
KUPL	Port O	21	347	19	42	+ Country							
KUPL-F	Port O	150	1896	8	42	= Country							
<u>SHAMROCK BROADCASTING (Bill Clark)</u>													
KABL A/F	SF	423	5518	4	5(ap)	= BTFL							
KXRX-F	Seattle	179	2752	6	20(ap)	= Classic AOR							
WHB	KC	90	1889	15	29	= Oldies							
KIDL-F	KC	114	2068	9	29	+ AC							
KMGC-F	Dallas	144	2614	18	9	+ AC							
WCXI	Detroit	92	1700	21	5	= Country							
WVWF-F	Detroit	302	4396	6	5	+ Country							
WWSW	Pitts	25	521	21	19	= Oldies							
WWSW-F	Pitts	291	4260	5	19	+ Oldies							
WFOX-F	Gain/Atl	273	4492	11	11	= Oldies							
KZFX-F	Houston	197	3234	13	8	= Classic Rk							
KXKL	Denver	15	359	27	27	+ Oldies							
KXKL-F	Denver	233	3308	4	27	+ Oldies							
KMLE-F	Phoenix	19	521	22	20	+ Country							
<u>SHAMROCK COMMUNICATIONS (Bill Lynett)</u>													
WQFM-F	Milwaukee	89	2073	14	32	= AOR							
WDIZ-F	Orl	154	2336	9	53	= AOR							
WEJL	WB/Scran	29	306	13	69	= Nostalgia							
WEZX-F	WB/Scran	105	1039	2	69	= AOR							
WGRX-F	West/Balt	143	2148	11	15	= AOR							
KMYZ A/F	Pry/Tulsa	101	1634	7	68	+ CHR							
<u>SPANISH BROADCASTING</u>													
WOMQ	Miami	98	955	23	13(ap)	+ Hispanic							
WOMQ-F	Miami	217	2170	4	13(ap)	= Hispanic							
WSKQ	NY	534	4948	18	1	+ Hispanic							
KSKQ	LA	196	2162	26	2	+ Hispanic							
KSKQ-F	LA	142	2351	32	2	+ Hispanic							
<u>STONER (Glenn Bell)</u>													
KSO	Des M.	48	559	7	122	= Country							
KGGO-F	Des M.	128	1681	1	122	= AOR							
WNBF	Bingh*	55	578	2	163	= MOR							
WHWK-F	Bingh*	91	797	2	163	+ Country							
WIMZ A/F	Knox	165	2076	2	85	+ AOR							
WYRK-F	Buff	219	2151	2	42(ap)	+ Country							
WOMF-F	Roch	278	2724	1	47	+ AOR							
WWSN-F	Dayton	119	1483	4	55	+ AC							
WQXY-F	New Ori	57	1149	13	36	= Country							
WDJX	Louis	7	179	16	51	= CHR							
WDJX-F	Louis	168	2574	4	51	= CHR							
<u>SUNSHINE (George Silverman)</u>													
WIXY	Spring, MA	5	134	23	86	= Country							
WAQY-F	Spring, MA	81	1113	4	86	= AOR							
WFEA	Manch, NH*	14	209	6	246	+ AC							
WZID-F	Manch, NH*	106	915	1	246	+ BTFL							
WGAN	Port M	23	407	6	183	+ MOR							
WMGX-F	Port M	39	607	6	183	= AC							
<u>SUMMIT (Owen Weber)</u>													
WAOK	Atl	113	1176	12	11	= Black							
WVEE-F	Atl	348	4162	3	11	= Black							
WCAO	Balt	112	1496	9	15	+ Country							
WXYV-F	Balt	312	3343	1	15	= Black/Urb							
KLZ	Denver	133	1658	15	27	= Country							
KAZY-F	Denver	199	2803	6	27	= AOR							
WAKR	Akron	63	1155	4	76	= MOR							
WONE-F	Akron	90	1279	5	76	+ AOR							
WONE	Dayton	72	1153	8	55	= Country							
WTUE-F	Dayton	232	2630	1	55	+ AOR							
KMEZ A/F	Dallas	313	3650	8	9	= BTFL							
KFOR	Lincoln*	40	544	1	201	+ MOR							
KFRX-F	Lincoln*	50	713	2	201	= CHR							
KWTO	Spring, MO*	66	944	4	183	+ Country							
KWTO-F	Spring, MO*	137	1477	1	183	= CHR							
<u>SUSQUEHANNA (Art Carlson)</u>													
WQBA	Miami	193	1673	10	13(ap)	= Hispanic							
WQBA-F	Miami	118	1590	20	13(ap)	+ Hispanic							
WTKN	Tampa	37	920	20	21	= Talk							
WHVE-F	Sara/Tampa	70	1362	16	21	= Jazz/NA							
KFOG-F	SF	161	2937	20	5(ap)	+ AOR							
WRRM-F	Cinci	131	2007	6	31	+ AC							
WFMS-F	Indy	204	2817	5	40	= Country							
WAPW-F	Atl	375	4449	3	11	+ CHR							
WARM	WB/Scran	91	1394	3	69	+ MOR							
WMGS-F	WB/Scran	68	947	5	69	+ AC							
WSBA	York	48	803	5	114	= MOR							
WARM-F	York	119	1561	3	114	= AC							
KLIF	Dallas-FW	201	2858	12	9	+ Talk							
KPLX-F	Dallas-FW	422	5229	4	9	= Country							
WGH	Norfolk		DID NOT SHOW		33	= CHR							
WGH-F	Norfolk	121	2185	10	33	= CHR							
KKZR	Houston	25	354	26	8	+ AOR							
KRBE-F	Houston	345	6393	5	8	= CHR							
<u>TK (John Tenaglin)</u>													
WHOO	Orlan		DID NOT SHOW		53	=							
WHTQ-F	Orlan	147	2118	6	53	+ AOR							
KXTN	San Ant	15	350	22	38	+ Hispanic							
KZVE-F	San Ant	43	518	16	38	= Hispanic							
KLUV-F	Dallas	207	3492	10	9	= AC							
WSHE-F	Miami	140	2831	22	13(ap)	+ AOR							
<u>TICHENOR (Mac Tichenor)</u>													
KUNO	Corpus C	40	404	5	128	= Hispanic							
KGBT	McA-Brown	160	1323	2	71(ap)	+ Hispanic							
KIWW-F	McA-Brown	84	1151	3	71(ap)	+ Hispanic							
KCOR	San Ant	130	912	3	38	= Hispanic							
KLAT	Houston	68	869	16	8	= Hispanic							
WIND	Chi	102	1372	27	3	= Hispanic							
WOJO-F	Chi	150	2081	25	3	+ Hispanic							
KBNA A/F	El Paso	77	895	4	88	+ Hispanic							
<u>TRIBUNE COMPANY (Wayne Vriesman)</u>													
WGN	Chicago	1217	17213	1	3	+ Talk							
WICC	Bridge	80	1130	2	107	= MOR							
WQCD-F	NY	502	7335	21	1	+ Jazz							
KGNR	Sacra	31	755	16	34	+ Oldies							
KCTC-F	Sacra	173	2103	3	34	= BTFL							
<u>UNITED (Gerald Hroblak)</u>													
WYST	Balt	33	531	26	15	+ Oldies							
WYST-F	Balt	99	1822	10	15	+ AC							
WINX	Wash		DID NOT SHOW		7	=							
WDJY-F	Wash	119	2571	15	7	= Black							
WKDM	NY	406	3680	23	1	+ Hispanic							
WJMO	Cleve	41	806	17	24	= Black							
WRQC-F	Cleve	92	1665	14	24	+ CHR							
KALI	LA	121	2168	33	2	= Hispanic							
KSOL-F	SF	242	4577	13	5(ap)	= Black							
<u>VIACOM (Bill Figenshu)</u>													
WMZQ A/F	Wash	413	5515	1	7	= Country							
WLTW-F	NY	1313	16176	4	1	= AC							
WLAK-F	Chi	406	7152	12	3	= AC							
KIKK	Houston	33	466	24	8	= Country							
KIKK-F	Houston	408	5823	3	8	= Country							
KBSG-F	Seattle	156	2738	11	20(ap)	+ Oldies							
WLTI-F	Detroit	161	2852	17	5	= Soft AC							

		TSA	TSA	MSA	MKT		
		AQH	CUME	RANK	#	FORMAT	
<u>VOYAGER (Jack McCarthy)</u>							
WMFR	Greens-WS	34	330	11	57	+	Nostalgia
WMAG-F	Greens-WS	142	1828	4	57	-	AC
WWMG-F	Char, NC	100	1496	8	44	-	AC
WRDU-F	Raleigh	198	2265	1	70	+	AOR
WLWZ-F	Green, SC	54	630	6	80	+	Black
<u>WESTINGHOUSE (Dick Harris)</u>							
KYW	Phila	549	12440	4	4	-	News
KFWB	LA	518	12374	12	2	-	News
WINS	NY	1209	28391	5	1	-	News
WBZ	Boston	572	7027	1	6	-	MOR
KDKA	Pitts	564	7786	1	19	-	MOR
KODA-F	Houston	332	4838	4	8	+	BTFL
KQZY-F	Dallas	169	2843	13	9	-	Soft AC
KJQY-F	SD	207	2624	5	16	-	BTFL
KQXT-F	San Ant	158	1838	2	38	-	BTFL
KMEO A/F	Phoenix	293	2987	2	20	-	BTFL
KFBK	Sacra	209	2815	1	34	+	News/Talk
KAER-F	Sacra	74	1344	13	34	+	AC
WMAQ	Chi	207	5632	22	3	=	News

		TSA	TSA	MSA	MKT		
		AQH	CUME	RANK	#	FORMAT	
<u>WILLIS</u>							
WBOK	New Ori	62	754	11	36	-	Black
WPCE	Norfolk	62	771	13	33	=	Gospel
WOWI-F	Norfolk	171	2314	4	33	+	Black
WFTH	Richmond	14	179	13	62	-	Gospel
WWCA	Gary/Chi	DID NOT SHOW			3	-	
WESL	St. Lou	48	534	16	13	=	Gospel
WXSS	Memphis	10	190	17	48	-	Black
WGSP	Char, NC	14	68	15	44	+	Gospel
WSRC	Raleigh	13	168	17	70	-	Gospel
WPDQ-F	Jkville	91	915	5	59	+	Black
WAYE	Birm	19	293	14	56	+	Religion
WPZZ	Indy	39	591	11	40	+	Black

<u>WILKS-SCHWARTZ (Don Wilks, Mike Schwartz)</u>							
WHYN	Spring, MA	48	879	6	86	-	MOR
WHYN-F	Spring, MA	107	1336	1	86	-	AC
WEEX	Allen-Beth	13	263	13	73	+	Talk
WQQQ-F	Allen-Beth	66	1338	6	73	-	CHR
WSRZ-F	Sara*	56	665	2	106	+	CHR
WSPB	Sara*	DID NOT SHOW					
WFBL	Syra	DID NOT SHOW					
WKFM-F	Syra	77	1263	6	74	-	Classic Rk
WLKW-F	Prov.	215	2301	2	58	-	BTFL
KKNG-F	Ok! C	158	1749	3	46	+	BTFL

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of almost 800 stations is examined. This total equals nearly 10% of all commercial radio stations in the United States. The following information is included for each station:

TIME SPENT LISTENING (TSL): This figures shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HP AV (Broadcast Week).

PERCENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+ Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PERCENT 12-24, 25-54, 55+: As of Spring 1987, we have changed the ages covered in this breakdown. You may recall that in previous editions, the cells were Teens, 18-34, 35-49, and 50+. The changes were made for two reasons. First of all the new Arbitron rating books make it easier to calculate these cells. Secondly, I think the new cells better reflect those which readers are most interested.

This figure is simply the percentage of a station's total audience (12+ Metro AQH, Broadcast Week), which lies in these demographic cells.

PERCENT MALE/FEMALE (%M, %F): The methodology is the same as that for 12-24, 25-54, etc.

Below are the means by format. Also included is the number of stations sampled.

	STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F	
CHR/CONTEMP	1989	108	8.2	15.3	11.6	53.8	41.9	4.3	42.3	57.7
	1988	123	9.0	14.0	13.8	55.1	42.3	2.6	41.1	58.9
	1987	-	9.0	14.0	12.8	56.9	42.4	.7	43.9	56.1
	1986	-	8.6	14.6	11.2	-	-	-	42.6	57.4
AOR/CLASSIC	1989	95	9.2	13.7	9.0	41.9	56.4	1.7	66.4	33.6
	1988	100	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
	1987	-	9.5	13.3	9.8	47.2	50.8	2.2	66.8	33.2
	1986	-	9.1	13.7	11.1	-	-	-	67.0	33.0
AC/SOFT/OLDIES	1989	124	8.5	14.8	7.5	15.4	75.5	9.1	41.9	58.1
	1988	115	8.6	14.7	8.5	17.3	75.2	7.5	40.4	59.6
	1987	-	8.1	15.2	8.2	17.6	72.5	9.9	42.0	58.0
	1986	-	8.8	14.3	8.1	-	-	-	41.5	58.5
BTFL/EZ	1989	63	11.1	11.3	14.1	4.0	41.2	54.8	39.3	60.7
	1988	64	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
	1987	-	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
	1986	-	11.7	10.7	14.4	-	-	-	39.0	61.0
MOR/VARIETY	1989	53	8.5	14.8	11.3	3.2	42.8	54.0	42.7	57.3
	1988	56	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
	1987	-	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8
	1986	-	9.6	13.1	12.4	-	-	-	44.2	55.8
COUNTRY	1989	97	10.8	11.6	18.4	12.8	63.1	24.1	48.1	51.9
	1988	103	11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
	1987	-	11.0	11.5	18.8	13.2	62.1	24.7	47.8	52.2
	1986	-	11.1	11.3	18.0	-	-	-	50.3	49.7
NEWS/TALK	1989	54	7.8	16.1	8.7	2.8	39.0	58.2	50.0	50.0
	1988	51	8.5	15.0	9.3	2.8	39.6	57.6	48.2	51.8
	1987	-	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6
	1986	-	8.1	15.2	8.8	-	-	-	47.5	52.5
BLACK/URBAN	1989	45	10.6	11.9	14.3	44.3	50.3	5.4	45.4	54.6
	1988	48	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
	1987	-	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0
	1986	-	11.7	10.7	12.3	-	-	-	45.0	55.0
NOSTALGIA	1989	23	11.6	10.8	14.1	1.1	19.7	79.2	39.9	60.1
	1988	21	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
	1987	-	10.9	11.6	13.8	1.1	22.8	76.1	43.4	56.6
	1986	-	11.9	10.6	14.1	-	-	-	46.0	54.0
RELIGION/GOSPEL	1989	19	8.9	14.2	11.9	10.1	52.6	37.3	33.8	66.2
	1988	21	8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3
	1987	-	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
	1986	-	8.9	14.2	10.0	-	-	-	30.9	69.1
HISPANIC	1989	20	11.8	10.5	15.8	12.2	59.2	28.6	43.8	56.2
	1988	24	13.0	9.7	18.6	13.1	63.2	23.7	45.2	54.8
	1987	-	13.2	9.5	15.4	15.5	57.0	57.0	46.6	53.4
	1986	-	12.2	10.3	16.1	-	-	-	38.0	62.0

	<u>STAT</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>	
CLASSICAL	1989	20	7.9	16.0	5.5	4.5	53.5	42.0	47.9	52.1
	1988	19	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
	1987	-	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
	1986	-	7.6	16.7	6.3	-	-	-	52.5	47.5
JAZZ/NEW AGE	1989	21	7.9	16.0	5.5	9.3	82.2	8.5	57.5	42.5
	1988	21	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
	1987	14	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8

CHR/TOP 40/CONTEMP

National Mean:		8.2	15.3	11.6	53.8	41.9	4.3	42.3	57.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
KPWR	LA	8.5	14.8	9	59	39	2	52	48
KIIS-F	LA	6.8	18.5	5	45	53	2	45	55
WKZV	Peoria	9.6	13.2	21	48	52	0	42	58
WDFX	Detroit	8.1	15.6	9	73	26	1	38	62
WCZY	Detroit	5.9	21.4	5	26	66	8	37	63
WEGX	Phila	9.2	13.7	11	57	39	4	41	59
KKLQ A/F	SD	9.8	12.8	7	57	40	3	52	48
KFMB-F	SD	6.6	19.2	8	30	61	9	43	57
KDWB-F	Minn	7.0	18.1	5	70	27	3	28	72
WLWL-F	Minn	6.3	20.0	4	52	46	2	38	62
WBSB	Balt	7.3	17.2	10	45	53	2	31	69
KQKS	Denver	8.5	14.8	7	79	20	1	27	63
WBZZ	Pitts	8.1	15.6	11	54	46	0	31	69
KEGL	Dallas	6.3	19.7	6	65	35	0	43	57
WYTZ	Chi	6.5	19.3	9	67	31	2	41	59
WBBM-F	Chi	4.9	26.0	4	59	37	4	39	61
WXKS-F	Boston	7.2	17.5	10	48	47	5	37	63
WZOU	Boston	7.5	16.8	12	69	29	2	41	59
WAVA	Wash	5.4	23.3	7	52	47	1	49	51
WPGC	Wash	8.9	14.1	6	49	48	3	47	53
KMEL	SF	8.7	14.5	9	60	37	3	47	53
KITS	SF	8.9	14.1	10	55	45	0	62	38
KXXX	SF	5.7	22.3	4	44	54	2	48	52
WKRQ	Cinci	7.9	15.9	10	53	44	3	35	65
WPRO-F	Prov	9.9	12.7	13	49	48	3	37	63
WHTZ	NY	7.8	16.1	8	50	48	2	43	57
WQHT	NY	9.4	13.4	8	70	28	2	52	48
WWPR	NY	6.5	19.5	8	40	58	2	41	59
WPXR-F	Daven-Ri	10.1	12.5	17	58	41	1	47	53
WKZV	Peoria	9.6	13.2	21	48	52	0	42	58
WTIC-F	Hart	8.2	15.4	9	45	49	6	40	60
WKCI	N. Haven	9.3	13.6	14	49	45	6	28	72
WSTW	Wilm, DE	8.1	15.5	4	36	63	1	44	56
WKDD	Akron	8.2	15.4	9	63	36	1	33	67
WZPL	Indy	8.4	15.0	15	59	39	2	46	54
WHYI	Miami	6.0	20.9	7	50	43	7	42	58
KKBQ A/F	Houston	7.6	16.7	8	55	43	2	45	55
KRBE	Houston	6.7	18.8	6	73	26	1	45	55
KPLZ	Sea	7.2	17.6	11	74	26	0	47	53
KUBE	Sea	7.5	16.8	11	55	45	0	38	62
KZZP	Phoenix	8.1	15.5	4	57	42	1	40	60
KOY	Phoenix	6.9	18.3	8	54	46	0	45	55
WAFW	Atlanta	10.5	12.0	13	57	42	1	33	67
WRBQ	Tampa	10.9	11.6	20	43	50	7	43	57
KSFM	Sacra	5.7	22.2	6	55	41	4	42	58
WYHY	Nash	8.9	14.2	13	61	38	1	38	62
WKTl	Milw	7.1	17.7	10	36	63	1	41	59
WKSE	Buff	7.8	16.1	13	56	42	2	28	72
KKRZ	Port O	8.0	15.8	12	55	45	0	46	54
KXYQ	Port O	8.7	14.5	14	75	24	1	50	50
KITY	San Ant	8.1	15.6	12	76	23	1	42	58
WEZB	New Orl	8.2	15.4	13	54	41	5	41	59
KBEQ	KC	6.6	19.1	15	63	25	12	38	62
WDJK	Louis	7.7	16.3	11	51	48	1	49	51
WNCI	Col O	9.3	13.6	10	49	48	3	33	67
WXGT	Col O	5.8	21.7	8	55	44	1	33	67
WGTV	Dayton	8.8	14.3	14	55	42	3	43	57
KAYI	Tulsa	8.5	14.8	11	64	36	0	45	55
WRVQ	Rich	10.0	12.6	16	43	53	4	38	62
WMC-F	Memphis	8.7	14.4	6	32	62	6	40	60
KJYO	Okla C	8.4	15.0	11	66	33	1	46	54
KOKQ	Omaha	8.9	14.1	11	62	38	0	30	70
WAPE-F	Jkville	10.8	11.6	19	56	41	3	44	56
WAEB-F	Allen-Beth	8.5	14.8	14	53	44	3	29	71
WBLI	Long Is	7.4	17.1	9	28	67	5	43	57
WPXY A/F	Roch	7.1	14.2	13	61	39	0	35	65
KCPX	SLC	6.6	19.2	10	63	37	0	34	66
KRQQ	Tucson	11.3	11.2	23	64	34	2	35	65
KGOT	Anch	9.4	13.4	11	52	48	0	44	56
KBTS	Austin	8.4	15.0	8	59	41	0	50	50

CHR/TOP 40/CONTEMP

Cont.

National Mean:		8.2	15.3	11.6	53.8	41.9	4.3	42.3	57.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
WGGZ	Baton Rouge	7.8	16.1	6	63	37	0	40	60
WAPI-F	.Birm	8.7	14.5	13	58	38	4	44	56
WSKZ	Chatt	12.2	10.4	29	55	41	4	61	39
KIKX	Colo Spg	7.7	16.3	9	56	43	1	52	48
WNOK	Col SC	8.2	15.4	7	53	38	9	51	49
KRNQ	Des M	7.8	16.2	11	48	52	0	34	66
WJET	Erie	11.3	11.2	16	57	36	7	40	60
WMEE	F. Wayne	14.0	9.0	19	42	53	5	45	55
KMGX	Fresno	7.0	18.1	8	56	42	2	42	58
WKLQ	Gr. Rpds	6.3	19.9	7	70	27	3	57	43
WKZL	Greens-WS	8.1	15.5	7	54	44	2	43	57
WDLX	Green-NB	7.6	16.5	8	61	35	4	61	39
WANS	Green, SC	10.3	12.2	16	64	36	0	45	55
WNNK	Harris	10.7	11.7	14	36	55	9	49	51
WZYP	Hunts	11.0	11.5	24	47	51	2	45	55
WQUT	JC-King	10.1	12.4	21	45	51	4	51	49
WKFR	Kala	9.1	13.9	18	56	26	18	30	70
WLAN-F	Lanc	9.5	13.3	29	33	60	7	40	60
WVIC	Lansing	10.4	12.1	17	55	45	0	43	57
KLUC	LV	8.9	14.2	10	66	31	3	49	51
WLAP-F	Lex	8.6	14.6	5	36	64	0	45	55
KKYK	L. Rock	7.5	16.8	11	46	50	4	41	59
WZEE	Madison	9.3	13.6	16	58	42	0	52	48
KBFM	Mc-Brown	11.8	10.7	20	64	30	6	50	50
WABB-F	Mobile	10.2	12.3	41	65	32	3	33	67
WHLY	Orlan	7.3	17.3	5	53	35	12	47	53
WBJW A/F	Orlan	7.3	17.2	6	55	41	4	47	53
KWNZ	Reno	9.6	13.1	13	63	37	0	42	58
KGGI	River-SB	8.0	15.8	12	50	44	6	39	61
WXLK	Roanoke	10.3	12.2	20	39	55	6	37	63
WIOG	Sag-BC	13.4	9.4	24	44	51	5	44	56
KZZU	Spokane	11.1	11.3	17	62	38	0	48	52
WNTQ	Syra	9.1	13.8	13	63	35	2	42	58
KKRD	Wichita	9.0	13.9	14	66	22	12	36	64
WKRZ	WB/Scran	8.7	14.4	13	39	61	0	44	56
WHOT A/F	Young	8.5	14.8	19	44	50	6	33	67
WMHE	Toledo	6.5	19.4	8	46	53	1	46	54

AOR/CLASSIC ROCK

National Mean:		9.2	13.7	9.0	41.9	56.4	1.7	66.4	33.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
KLOS	LA	8.0	15.7	5	33	67	0	67	33
KLSX	LA	6.3	20.0	5	19	81	0	61	39
KROQ	LA	7.6	16.7	6	75	25	0	54	46
WLLZ	Detroit	6.3	20.1	5	57	42	1	75	25
WRIF	Detroit	6.0	20.9	3	33	64	3	73	27
WCSX	Detroit	6.6	19.2	3	18	83	4	62	38
WMMS	Cleve	9.3	13.6	10	37	60	3	53	47
WMMR	Phila	8.8	14.3	6	37	62	1	66	34
WYSP	Phila	7.0	18.1	2	40	60	0	76	24
KGB	SD	8.8	14.3	13	51	49	0	78	22
KQPS A/F	Minn	8.0	15.8	7	41	58	1	78	22
WIYY	Balt	7.9	16.0	9	48	49	3	70	30
KBCO A/F	Denver	11.9	10.6	11	13	86	1	58	42
KAZY	Denver	8.8	14.4	5	44	55	1	70	30
KBPI-F	Denver	7.2	17.4	5	55	44	1	64	36
WDVE	Pitts	9.7	12.9	8	53	45	2	78	22
KTXQ	Dallas	6.8	18.5	3	47	53	0	72	28
WLUP-F	Chi	7.5	16.7	4	37	61	2	67	33
WCKG-F	Chi	8.1	15.6	2	42	55	3	69	31
WXRT-F	Chi	8.6	14.6	5	22	74	4	70	30
WBON	Boston	6.8	18.4	5	33	67	0	70	30
WZLX	Boston	9.2	13.7	6	33	65	2	61	39
KSHE	St. Lou	10.4	12.1	11	47	52	1	64	36
KSD	St. Lou	9.2	13.7	8	25	75	0	57	43
WWDC-F	Wash	5.9	21.3	7	44	54	2	79	21

AOR/CLASSIC ROCK

Cont.

National Mean:		9.2	13.7	9.0	41.9	56.4	1.7	66.4	33.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
WCXR	Wash	5.9	21.5	8	36	62	2	61	39
KRQR	SF	7.9	16.0	6	35	62	3	65	35
WEBN	Cinci	9.6	13.1	10	42	56	2	63	37
WHJY	Prov	10.2	12.3	9	45	53	2	69	31
WXRK	NY	7.9	16.0	5	27	71	2	72	28
WNEW-F	NY	15.5	8.1	6	27	69	4	67	33
WXLP	Daven-RI	11.8	10.7	14	45	55	0	74	26
KDJK	Modesto	12.1	10.4	17	34	66	0	70	30
WWCT	Peoria	13.3	9.5	17	42	56	2	53	47
WHCN	Hart	7.6	16.5	8	39	61	0	71	29
WPLR	N. Haven	7.9	16.0	10	54	45	1	71	29
WAAF	Worc	10.6	11.9	11	58	40	2	63	37
WFBQ	Indy	11.8	10.7	15	42	57	1	67	33
KLLO	Hous	8.6	14.7	9	36	63	1	76	24
KZFX	Hous	7.9	16.0	4	31	69	0	77	23
KISW	Sea	7.3	17.2	2	57	43	0	71	29
KXRX	Sea	7.7	16.5	7	38	61	1	74	26
KUPD	Phoenix	10.6	11.9	11	60	40	0	62	38
WZGC	Atlanta	6.9	18.2	4	62	38	0	41	59
WYNF	Tampa	10.7	11.8	10	46	53	1	62	38
WKRL	Tampa	9.3	13.5	3	32	65	3	65	35
KRXQ	Sacra	8.9	14.1	8	67	32	1	72	28
WKDF	Nash	9.4	13.5	8	38	57	5	58	42
WKLH	Milw	9.3	13.5	7	27	73	0	59	41
WLZR	Milw	8.5	14.7	10	68	32	0	62	38
WQFM	Milw	5.0	25.3	2	53	47	0	72	28
KINK	Port O	10.0	12.6	9	15	83	2	54	46
KGON	Port O	7.5	16.9	4	45	54	1	61	39
KYYS	KC	9.1	13.8	9	30	69	1	65	35
WQMF	Louis	10.3	12.2	12	41	59	0	71	29
WLVQ	Col O	9.3	13.5	6	42	57	1	76	24
WTUE	Dayton	11.6	10.9	18	47	52	1	61	39
KMOD	Tulsa	14.2	8.8	14	35	65	0	75	25
WRXL	Rich	12.3	10.2	18	38	62	0	59	41
KATT	Okl C	10.1	12.5	8	49	51	0	78	22
WNOR A/F	Norfolk	11.3	11.1	18	49	51	0	75	25
WRFX	Char, NC	11.3	11.2	12	27	73	0	74	26
KGOR A/F	Omaha	8.1	15.5	9	48	51	1	34	66
WFYV-F	Jkville	12.9	9.7	21	29	71	0	77	23
WPYX	Albany	9.4	13.4	7	34	64	2	65	35
WZZO	Allen-Beth	10.7	11.8	11	44	53	3	63	37
WBAB	Long Is	8.7	14.5	7	51	49	0	60	40
WOMF	Roch	12.4	10.2	18	42	54	4	51	49
KZRR	Albuq	8.6	14.6	3	38	62	0	75	25
WAPL	Apple-Osh	9.8	12.8	13	42	57	1	73	27
KKBB	Bakers	13.2	9.5	13	50	48	2	61	39
WAVF	Char SC	9.8	12.8	10	65	35	0	78	22
KILO	Colo Spgs	10.5	12.0	13	53	47	0	72	28
KGGO	Des M	11.5	11.0	20	48	51	1	59	41
KLAQ	El Paso	11.5	11.0	11	53	46	3	77	23
WXKE	Ft. Wayne	11.7	10.8	14	55	45	0	69	31
KKDJ	Fresno	9.0	14.0	13	33	66	1	80	20
WLAV-F	Gr. Rapids	12.4	10.2	5	46	54	0	73	27
WKRR	Green-WS	10.9	11.6	12	46	51	3	61	39
WRKR	Kala	8.6	14.6	5	24	76	0	57	43
WIMZ-F	Knox	11.3	11.1	9	37	62	1	67	33
KKLZ	LV	12.4	10.2	12	34	66	0	70	30
WKQQ	Lex	8.8	14.3	11	41	59	0	68	32
WIBA-F	Madison	7.4	17.0	6	46	54	0	60	40
WDIZ	Orlando	8.9	14.2	7	51	49	0	77	23
WHTQ	Orlando	9.5	13.3	5	47	47	6	74	26
WTKX	Pensa	10.5	12.0	11	50	50	0	63	37
WBLM	Port M	11.4	11.1	17	51	49	0	69	31
WRDU	Raleigh	10.6	11.9	11	42	57	1	64	36
WKQZ	Sag-BC	12.3	10.2	16	52	48	0	86	14
WAQY	Spring, MA	8.8	14.3	10	56	42	2	78	22
WAQX	Syr	9.2	13.7	7	57	40	3	53	47
WEZX	WB/Scran	12.5	10.1	16	35	58	7	68	32
WIOT	Toledo	11.3	11.1	12	36	64	0	68	32

AC/SOFT ROCK/OLDIES

National Mean:		8.5	14.8	7.5	15.4	75.5	9.1	41.9	58.1
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
KBIG	LA	7.6	16.6	4	17	56	27	32	68
KOST	LA	8.2	15.4	6	28	65	7	34	66
KRTH-F	LA	5.9	21.4	5	15	80	5	55	45
WOMC	Detroit	8.5	14.9	4	13	80	7	39	61
WNIC	Detroit	8.2	15.4	4	21	70	9	29	71
WKSG	Detroit	9.3	13.5	8	9	81	10	54	46
WLTF	Cleve	9.6	13.1	7	22	72	6	36	64
WDOK	Cleve	7.7	16.3	5	7	68	25	36	64
WMJI	Cleve	7.8	16.1	7	15	82	3	44	56
WKSZ	Phila	8.9	14.2	4	17	66	17	31	69
WMGK	Phila	9.0	14.1	4	10	78	12	34	66
WSNI	Phila	7.7	16.4	6	19	73	8	36	64
KYXY	SD	8.6	14.6	6	8	85	7	41	59
KCBQ A/F	SD	7.2	17.4	7	6	91	3	56	44
KSTP-F	Minn-SP	9.7	12.9	12	13	77	10	39	61
KLXK	Minn-SP	8.6	14.7	3	22	77	1	58	42
WLTE-F	Minn-SP	8.1	15.6	7	16	68	16	31	69
WMMX	Balt	9.2	13.6	5	18	74	8	40	60
WQSR	Balt	8.3	15.2	6	10	86	4	48	52
KXKL-F	Denver	9.2	13.7	7	11	88	1	53	47
KMJJ	Denver	8.2	15.4	7	15	85	0	31	69
WWSW	Pitts	8.9	14.2	7	13	82	5	57	43
WLTJ	Pitts	10.6	11.9	5	15	73	12	36	64
KVIL A/F	Dallas	11.2	11.2	8	6	79	15	32	68
KLUV	Dallas	7.8	16.2	8	10	84	6	41	59
KMGC	Dallas	7.0	17.9	4	16	83	1	43	57
WJMK	Chi	7.1	17.8	5	14	81	5	56	44
WKQX	Chi	6.8	18.4	4	26	63	11	36	64
WLAK	Chi	7.0	17.9	6	16	64	20	32	68
WCLR	Chi	6.8	18.6	4	20	67	13	42	58
WFYR	Chi	4.7	26.9	3	14	81	5	51	49
WLS	Chi	6.6	19.2	6	5	67	28	47	53
WODS	Boston	8.3	15.3	6	15	80	5	51	49
WROR	Boston	6.3	19.9	5	11	81	8	52	48
WSSH-F	Boston	7.7	16.4	6	14	46	40	35	65
KYKY	St. Lou	8.6	14.7	9	21	71	8	34	66
WLTT	Wash	7.7	16.3	6	21	76	3	38	62
WXTR	Wash	7.4	16.9	5	7	85	8	49	51
KIOI	SF	7.0	18.1	9	23	74	3	40	60
KOIT A/F	SF	6.9	18.4	5	13	72	15	44	56
KSFO	SF	5.1	24.5	2	10	71	19	53	47
WRRM	Cinci	8.9	14.2	5	13	79	8	39	61
WSNE	Prov	9.9	12.8	3	24	69	7	45	55
WWLI	Prov	10.7	11.8	10	21	68	11	38	62
WLTW	NY	10.2	12.4	5	13	68	19	32	68
WNSR	NY	7.7	16.4	4	14	81	5	37	63
WCBS-F	NY	8.5	14.8	4	11	80	9	49	51
WDRC-F	Hart	10.9	11.5	8	9	84	7	50	50
WIOF-F	Hart	8.0	15.7	5	21	68	11	26	74
WJBR-F	Wilm, DE	11.1	11.4	7	12	68	20	36	64
WCRZ	Flint	11.2	11.2	11	11	87	2	39	61
WENS	Indy	7.9	16.0	7	30	67	3	34	66
WKLR	Indy	8.7	14.6	10	8	92	0	63	37
WTPI	Indy	8.9	14.1	3	9	86	5	43	57
WJQY	Miami	10.1	12.5	6	3	75	22	44	56
WMXJ	Miami	8.2	15.4	9	7	87	6	55	45
WLVE	Miami	8.7	14.4	5	16	76	8	42	58
WAXY	Miami	7.6	16.7	5	26	71	3	48	52
KFMK	Houston	9.9	12.8	9	8	86	6	51	49
KKHT	Houston	8.0	15.7	4	16	82	2	49	51
KKLT	Phoenix	8.7	14.5	5	17	75	8	28	72
KOOL-F	Phoenix	8.4	15.0	5	22	78	0	47	53
WSB-F	Atlanta	9.9	12.7	9	15	78	7	36	64
WFOX-F	Atlanta	6.2	20.2	7	11	85	4	40	60
WQXI A/F	Atlanta	6.3	20.1	3	15	78	7	53	47
WWRM	Tampa	10.9	11.5	14	5	40	55	34	66
WUSA	Tampa	9.2	13.7	5	9	80	11	30	70
WFLZ	Tampa	8.5	14.9	5	10	79	11	56	44
KXOA-F	Sacra	6.8	18.6	5	14	79	7	41	59
WLAC-F	Nash	8.8	14.2	12	18	74	8	38	62

AC/SOFT ROCK/OLDIES

Cont.

National Mean:		8.5	14.8	7.5	15.4	75.5	9.1	41.9	58.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
WLTQ	Milw	8.0	15.8	7	9	86	5	38	62
WMYX	Milw	7.3	17.3	5	28	63	9	40	60
WBUF	Buffalo	12.3	10.2	7	9	74	17	32	68
KKCW	Port O	8.1	15.5	10	20	77	3	36	64
WLTS	New Or	7.9	16.0	4	17	82	1	35	65
KUDL	KC	7.1	17.6	7	4	92	4	44	56
KLSI	KC	8.6	14.7	11	14	83	3	17	83
WSNY	Col O	10.1	12.5	11	17	80	3	44	56
WWSN	Dayton	10.5	12.0	10	9	79	12	36	64
KMYZ	Tulsa	7.0	18.0	7	15	77	8	32	68
WMXB	Rich	9.9	12.8	14	6	88	6	49	51
WRVR-F	Memphis	7.3	17.3	7	13	81	6	49	51
WLTY	Norfolk	9.6	13.1	8	15	82	3	50	50
WWDE	Norfolk	8.6	14.6	9	11	86	3	44	56
WAIV	Jkville	9.1	13.8	11	21	75	4	46	54
WIVY	Jkville	7.3	17.2	7	16	76	8	44	56
WKLI	Albany	8.4	14.9	6	20	70	10	35	65
WLEV	Allen-Beth	10.4	12.1	13	14	80	6	47	53
WEBE	Bridge	11.0	11.4	8	16	78	6	39	61
WALK	Long Is	11.3	11.2	12	10	72	18	47	53
WVOR	Roch	8.7	14.6	10	9	81	10	45	55
KKOB-F	Albuq	9.3	13.5	6	20	73	7	35	65
KKMJ	Austin	8.9	14.2	12	18	69	13	40	60
KEYI	Austin	8.1	15.5	9	20	69	11	29	71
WMJJ	Birm	11.2	11.3	16	19	81	0	42	58
KVUU	Colo Spg	8.1	15.5	5	46	52	2	40	60
KLYF	Des M	9.9	12.8	9	11	85	4	38	62
KIOA	Des M	10.0	12.7	14	19	68	13	63	37
WXKC	Erie	10.3	12.2	11	15	77	8	40	60
WCCK	Erie	8.5	14.8	12	32	52	16	57	43
WAJI	Ft. Wayne	12.8	9.8	11	14	83	3	45	55
KFSO	Fresno	9.3	13.6	9	2	90	8	42	58
WJFM	Gr. Rapids	9.3	13.5	7	28	72	0	62	38
WLHT	Gr. Rapids	8.6	14.6	8	21	77	2	41	59
WMAG	Green-WS	10.1	12.5	11	8	88	4	42	58
WSFL	Green-NB	9.2	13.7	12	2	93	5	50	50
WFBC-F	Green, SC	8.3	15.2	8	12	77	11	45	55
WTFM	JC-Kings	7.7	11.3	11	14	78	8	37	63
WMYU	Knox	8.6	14.6	13	21	75	4	45	55
WFMK	Lansing	8.3	15.2	3	26	74	0	29	71
WOCL	Orlan	10.8	11.6	14	14	85	1	60	40
WSTF	Orlan	8.0	15.8	6	18	76	6	33	67
WRAL	Raleigh	7.8	16.1	11	8	67	25	39	61
KODS	Reno	10.7	11.8	10	19	77	4	57	43
WSLQ	Roanoke	8.3	15.1	7	32	62	6	49	51
WHNN	Sag-BC	9.4	13.4	7	17	76	7	48	52
KISC	Spokane	13.5	9.4	15	20	77	3	38	62
WHYN-F	Spring, MA	9.1	13.8	8	21	65	14	36	64
WYYY	Syra	9.0	14.0	10	26	70	4	37	63
WRFM	W. Palm	10.5	12.0	10	20	72	8	49	51
KXLK	Wichita	7.7	16.4	9	25	75	0	45	55
WMGS	WB/Scran	8.5	14.9	6	9	81	10	35	65
WWWM	Toledo	8.7	14.6	8	14	82	4	47	53

BTFL/EZ

National Mean:		11.1	11.3	14.1	4.0	41.2	54.8	39.3	60.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
KJOI	LA	10.9	11.6	10	3	36	61	39	61
KBEE	Modesto	11.8	10.6	16	0	50	50	39	61
WSWT	Peoria	13.8	9.1	11	5	40	55	40	60
WJOI	Detroit	9.8	12.9	7	4	45	51	35	65
WQAL	Cleve	11.0	11.5	7	1	44	55	34	66
WEAZ	Phila	8.6	14.7	5	7	54	39	34	66
KJOI	SD	9.0	14.0	15	0	42	58	63	37
WLIF	Balt	11.6	10.9	15	5	43	42	32	68
KOSI	Denver	11.3	11.2	14	2	48	50	39	61
WSHH	Pitts	11.8	10.7	15	4	42	54	36	64

BTFL/EZ

Cont.

National Mean:		11.1	11.3	14.1	4.0	41.2	54.8	39.3	60.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
KMEZ A/F	Dallas	10.6	11.9	13	4	40	56	32	68
WXEZ A/F	Chi	11.3	11.2	9	3	44	53	39	61
WJIB	Boston	11.4	11.1	10	2	33	65	38	62
KEZK	St. Lou	10.6	11.9	11	6	48	46	32	68
WGAY	Wash	9.9	12.7	11	3	51	46	44	56
KABL A/F	SF	9.7	13.0	8	4	38	58	37	63
WWEZ	Cinci	11.6	10.9	12	2	38	60	35	65
WLKW	Prov	12.3	10.3	19	2	36	62	44	56
WPAT A/F	NY	9.2	13.6	8	1	33	66	42	58
KRVR	Daven-RI	12.7	10.0	13	4	46	50	38	62
WSWT	Peoria	13.8	9.1	11	5	40	55	40	60
WRCH	Hart	11.0	11.4	12	5	29	66	44	56
WSRS	Worc	12.8	9.8	14	4	61	35	42	58
WXTZ	Indy	11.5	10.9	11	9	51	40	43	57
WHBC-F	Canton	11.9	10.6	13	4	37	69	28	72
WLYF	Miami	12.1	10.4	15	1	30	69	41	59
KODA	Hous	8.8	14.4	7	8	64	28	46	54
KBRD	Seattle	11.2	11.3	11	1	45	54	39	61
KMEO A/F	Phoenix	12.6	10.0	28	4	26	70	36	64
WPCH	Atlanta	10.6	11.9	13	5	56	39	37	63
WDUV	Tampa	12.7	9.9	14	0	10	90	36	64
KCTC	Sacra	10.1	12.4	15	2	37	61	39	61
WZEZ	Nash	14.9	8.4	22	6	52	42	44	56
WEZW	Milw	9.3	13.6	6	7	42	51	33	67
WJYE	Buff	10.2	12.4	8	6	38	56	37	63
KXL-F	Port O	13.1	9.6	15	2	32	66	41	59
KQXT	San Ant	11.7	10.7	13	1	45	54	36	64
KMBR	KC	9.9	12.7	16	7	61	32	39	61
WHIO-F	Dayton	8.6	14.7	15	1	34	65	33	67
KBEZ	Tulsa	9.0	14.0	10	4	45	51	39	61
KKNG	Okl C	12.0	10.5	21	7	42	51	45	55
KFCG	Norfolk	11.6	10.8	15	5	46	49	34	66
KESY-F	Omaha	10.3	12.2	8	0	64	36	42	58
WRCW-F	Albany	12.6	10.0	19	3	35	62	38	62
WFMZ	Allen-Beth	14.7	8.6	19	3	35	62	34	66
WEZN	Bridge	13.0	9.8	12	8	56	36	44	56
KSFI	SLC	10.1	12.5	10	12	51	37	40	60
WFPG-F	Atl C	14.3	8.8	17	0	36	64	48	52
WDEF-F	Chatt	13.4	9.4	18	1	44	55	33	67
WWLV	Daytona	13.5	9.3	33	0	13	87	36	64
WDD-F	Gr. Rapids	9.4	13.4	12	3	37	60	38	62
WQLR	Kala	8.4	14.9	6	8	39	53	30	70
WNCE	Lanc	8.5	10.6	33	10	50	40	27	73
WJIM-F	Lansing	10.4	12.1	9	13	42	45	40	60
KXTZ	LV	16.2	7.8	26	2	43	55	46	54
KEZQ	L. Rock	10.3	12.2	19	5	50	45	35	65
WSSP	Orlan	11.6	10.8	19	5	38	57	38	62
WMEZ	Pensa	10.4	12.2	18	0	47	53	44	56
KDUO	River-SB	15.7	8.0	23	0	27	73	43	57
WGER	Sag-BC	11.0	11.4	8	3	39	58	42	58
WEAT A/F	W. Palm	14.0	9.0	30	0	12	88	39	61
WKBN-F	Young	9.0	13.9	9	9	42	49	38	62
WLQR	Toledo	9.3	13.5	10	8	41	51	38	62

MOR/VARIETY

National Mean:		8.5	14.8	11.3	3.2	42.8	54.0	42.7	57.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
WMBD	Peoria	8.3	15.2	10	2	41	57	40	60
WJR	Detroit	8.4	15.0	9	2	46	52	53	47
KFMB	SD	9.0	14.0	11	3	60	37	53	47
WCCO	Minn	9.9	12.8	15	3	40	57	49	51
KDKA	Pitts	10.0	12.7	12	2	34	64	39	61
WBZ	Boston	10.2	12.3	9	3	44	53	37	63
WMAL	Wash	7.4	17.0	10	2	38	60	51	49
KNBR	SF	6.0	21.1	6	6	60	34	46	54
WLW	Cinci	7.1	17.7	5	10	47	43	62	38
WKRC	Cinci	5.1	24.9	5	3	56	41	40	60

MOR/VARIETY

Cont.

National Mean:		8.5	14.8	11.3	3.2	42.8	54.0	42.7	57.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
WPRO	Prov	6.9	18.3	11	2	31	67	40	60
WTIC	Hart	11.0	11.4	13	2	33	65	38	62
WELI	N. Haven	9.8	12.9	19	2	41	57	39	61
WTAG	Worc	9.4	13.4	12	2	44	54	42	58
WAKR	Akron	6.8	18.4	14	0	32	68	41	59
WIBC	Indy	12.8	9.9	18	1	47	52	41	59
WHBC	Canton	10.3	12.2	15	4	28	68	42	58
KOMO	Seattle	6.7	18.8	10	4	50	46	41	59
WSB	Atlanta	8.3	15.2	14	3	51	46	54	46
WTMJ	Milw	10.8	11.7	9	4	33	67	45	55
WBEN	Buff	7.6	16.5	6	5	40	55	48	52
KEX	Port O	8.8	14.3	11	3	58	39	41	59
KMBZ	KC	6.9	18.1	3	0	36	64	26	74
WHAS	Louis	9.2	13.7	17	4	54	42	47	53
WTVN	Col O	8.6	14.6	11	6	59	35	46	54
WHIO	Dayton	9.6	13.1	11	3	34	63	41	59
KRMG	Tulsa	7.8	16.2	11	5	44	51	45	55
WRVA	Rich	9.9	12.7	16	7	39	54	39	61
WBT	Char, NC	8.0	15.7	12	3	57	40	41	59
KFAB	Omaha	9.1	13.8	16	2	39	59	42	58
WGY	Albany	8.5	14.8	13	5	46	49	36	64
WICC	Bridge	8.9	14.1	13	5	46	49	36	64
WHAM	Roch	9.3	13.6	15	1	32	67	43	57
KSL	SLC	5.7	22.0	14	5	57	38	55	45
KKOB	Albuq	9.0	14.0	11	2	55	43	48	52
WHBY	Apple-Osh	8.7	14.4	6	3	45	52	42	58
WHO	Des M	8.9	14.2	14	2	35	63	50	50
WOWO	Ft. Wayne	7.7	16.5	14	7	35	68	35	65
WOOD	Gr. Rapids	7.1	17.8	11	0	52	48	38	62
WSJS	Greens-WS	9.3	13.6	16	1	41	59	35	65
WHP	Harris	10.1	12.5	12	0	31	69	47	53
KSSK	Hono	9.6	13.1	13	6	70	24	41	59
WKZO	Kala	7.1	17.7	9	0	47	53	52	48
WVLK	Lex	7.6	16.5	9	11	57	32	46	54
WIBA	Madison	7.2	17.4	6	0	48	52	56	44
WDBO	Orlan	9.0	14.0	14	2	37	61	46	54
WSGW	Sag-BC	12.1	10.4	14	2	41	57	41	59
WSYR	Syr	10.8	11.7	16	2	42	56	42	58
WARM	WB/Scran	8.2	15.3	9	5	44	51	37	63
WSBA	York	7.7	16.3	14	6	45	49	50	50
WKBN	Young	10.4	12.1	8	4	24	72	49	51
WSPD	Toledo	7.1	17.9	9	2	21	77	33	67

COUNTRY

National Mean:		10.8	11.6	18.4	12.8	63.1	24.1	48.1	51.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>% M</u>	<u>% F</u>
KZLA	LA	9.8	12.9	10	5	70	25	45	55
WVWV	Detroit	8.8	14.3	18	10	69	21	61	39
WGAR-F	Cleve	8.6	14.7	15	7	62	31	52	48
WXTU	Phila	10.0	12.6	14	3	72	25	43	57
KSON-F	SD	10.5	12.0	16	11	64	25	51	49
KEEY	Minn	9.7	13.0	10	13	74	13	55	45
WPOC	Balt	10.1	12.3	18	7	62	31	53	47
KLZ	Denver	8.6	14.6	10	9	51	40	52	48
KYGO-F	Denver	9.7	12.9	12	13	66	21	47	53
WDSY	Pitts	11.1	11.3	15	14	68	18	41	59
KSCS	Dallas	10.3	12.2	15	22	64	14	50	50
KPLX	Dallas	10.5	12.0	13	17	60	23	39	61
WBAP	Dallas	10.0	12.8	13	2	54	44	64	36
WUSN	Chi	8.8	14.3	11	7	56	37	48	52
WBOS	Boston	9.4	13.4	8	1	74	25	60	40
WIL-F	St. Lou	9.6	13.1	18	12	66	22	41	59
WMZQ A/F	Wash	9.8	12.9	14	13	58	29	43	57
KSAN	SF	6.6	19.0	7	12	73	15	50	50
WUBE	Cinci	11.2	11.3	20	23	58	19	59	41
WYNY	NY	9.1	13.8	9	12	57	31	50	50
WLLR	Daven-RI	12.3	10.3	22	9	58	33	47	53
WFMS	Indy	10.4	12.2	20	18	62	20	48	52
WKIS	Miami	8.9	14.2	12	10	67	23	51	49
KIKK-F	Houston	9.1	13.9	15	14	68	12	43	57
KILT-F	Houston	7.7	16.4	10	12	71	17	48	52

		COUNTRY							Cont.	
National Mean:		10.8	11.6	18.4	12.8	63.1	24.1	48.1	51.9	
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	\$M	%F	
KMPS A/F	Seattle	9.2	13.7	10	6	68	26	53	47	
KNIX A/F	Phoenix	11.8	10.7	22	10	69	21	51	49	
WKHX-F	Atlanta	11.2	11.2	20	17	65	18	45	55	
WYAY	Atlanta	10.6	11.9	15	16	74	10	47	53	
WQYK A/F	Tampa	12.8	9.9	21	7	53	40	45	55	
KRAK-F	Sacra	10.0	12.8	13	16	76	8	49	51	
WSIX-F	Nash	10.8	11.7	16	14	66	20	48	52	
WSM-F	Nash	9.6	13.1	17	11	59	30	45	55	
WMIL	Milw	10.9	11.6	17	13	65	22	51	49	
WYRK	Buff	13.7	9.2	19	13	58	71	46	54	
KCYY	San Ant	10.7	11.8	14	21	71	8	41	59	
WDAF	KC	10.9	11.6	22	5	58	37	46	54	
KFKF A/F	KC	11.5	11.0	15	22	65	13	55	45	
WAMZ	Louis	11.6	10.9	25	13	68	19	44	56	
KWEN	Tulsa	8.7	14.6	15	19	67	14	42	58	
KVOO-A	Tulsa	10.2	12.3	20	8	44	48	48	52	
WKHK	Rich	9.9	12.7	12	13	71	16	50	50	
WGKX	Memphis	9.9	12.7	22	12	69	19	42	58	
KXXY A/F	Okl C	9.9	12.8	19	21	67	12	47	53	
WOMS A/F	Norfolk	12.0	10.5	23	19	54	27	51	49	
WSOC-F	Char, NC	12.8	9.8	18	11	56	33	49	51	
WLVK	Char, NC	9.3	13.5	16	15	62	23	45	55	
WOW-F	Omaha	12.3	10.3	21	9	70	21	49	51	
WQIK-F	Jkville	11.0	11.6	24	12	63	25	55	45	
WGNA-F	Albany	12.8	9.8	17	10	48	42	47	53	
WBEE	Roch	13.0	9.8	23	7	64	29	46	54	
KKAT	SLC	9.7	13.0	12	25	68	7	52	48	
KIIM	Tucson	12.7	9.9	18	12	73	15	52	48	
KRST	Albuq	10.5	12.0	16	17	77	6	46	54	
KASE	Austin	12.6	10.0	20	15	62	23	51	49	
KUZZ A/F	Bakers	13.9	9.0	26	13	58	29	56	44	
WYNK A/F	Baton R	10.4	12.2	22	12	65	13	48	52	
KYKR	Beaumont	9.6	13.1	13	14	62	24	45	55	
WZZK A/F	Birm	11.1	11.3	25	9	55	36	44	56	
WEZL	Char, SC	11.1	11.3	20	9	59	32	57	43	
WUSY	Chatt	14.2	8.8	24	10	76	14	42	58	
KKCS A/F	Colo Spg	10.0	12.5	20	22	70	8	48	52	
WCOS-F	Col SC	14.1	8.9	25	21	60	19	55	45	
WKKO	Toledo	12.2	10.3	21	8	62	30	46	54	
KOUL	Corpus C	11.3	11.1	16	23	65	12	45	55	
KHEY-F	El Paso	10.5	12.0	19	23	63	14	51	49	
WCUZ-F	Gr. Rapids	8.5	14.9	19	7	71	22	47	53	
WTQR	Green-WS	14.8	8.5	20	13	60	27	49	51	
WRNS	Green-NB	14.1	8.9	35	20	64	16	54	46	
WESC-F	Green, SC	11.9	10.6	18	9	62	29	57	43	
WSSL A/F	Green, SC	10.6	11.9	18	21	64	15	48	52	
WRKZ	Harris	11.3	11.2	15	9	63	28	48	52	
WTCR A/F	Hunt, WV	12.2	10.3	23	13	68	19	50	50	
WDRM	Hunts	10.8	12.5	25	18	56	26	40	60	
WXBQ	JC/Kings	11.9	10.6	19	14	61	25	45	55	
WNWN	Kala	10.7	11.7	7	6	69	25	62	38	
WIVK A/F	Knox	13.3	9.4	25	9	68	23	44	56	
WITL A/F	Lansing	10.9	11.6	22	11	64	25	47	53	
KFMS A/F	LV	13.6	9.3	32	9	69	22	44	56	
WVLK-F	Lex	11.4	11.0	18	16	66	18	44	56	
KSSN	L. Rock	13.1	9.6	27	14	64	22	45	55	
KLLL-F	Lubbock	14.2	8.9	15	26	57	17	47	53	
KTXF	Mc-Brown	10.7	11.8	21	26	55	19	41	59	
WKSJ-F	Mobile	13.0	9.7	53	14	56	30	50	50	
WLWI-F	Mont, AL	12.9	9.7	21	10	59	31	45	55	
WWKA	Orlan	12.4	10.1	21	9	66	25	48	52	
WOWW	Pensa	10.0	12.7	22	18	70	12	53	47	
WPOR-F	Port M	11.5	11.0	23	11	68	21	58	42	
WOKQ	Ports NH	12.7	9.9	30	7	47	46	43	57	
WQDK	Raleigh	12.5	10.0	15	8	64	28	47	53	
WKCQ	Sag-BC	11.0	11.4	12	12	63	25	51	49	
KRMD A/F	Shreve	12.1	10.4	25	15	62	23	42	58	
KDRK	Spokane	10.6	11.9	18	19	63	18	40	60	
KFDI-F	Wichita	9.1	13.8	22	2	67	31	58	42	
KZSN	Wichita	12.3	10.2	19	16	70	14	51	49	
WQXK	Young	12.7	9.9	24	9	56	35	51	49	

NEWS/TALK

National Mean:		7.8	16.1	8.7	2.8	39.0	58.2	50.0	50.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
KABC	LA	9.5	13.3	9	2	36	64	41	59
KFWB	LA	5.3	23.7	6	3	46	51	58	42
KNX	LA	5.8	21.7	7	2	45	53	58	42
WWJ	Detroit	7.6	16.5	8	3	35	62	45	55
WWWE	Cleve	6.2	20.4	5	5	49	46	61	39
KYW	Phila	5.7	22.0	7	3	42	55	48	52
WWDB-F	Phila	10.8	11.6	8	1	34	65	32	68
WCAU	Phila	6.2	20.2	5	3	31	66	55	45
KSDO	SD	9.4	13.4	11	1	33	66	60	40
WBAL	Balt	7.7	16.4	12	1	46	53	45	55
KOA	Denver	7.6	16.5	6	4	53	43	57	43
WTAE	Pitts	7.1	17.8	3	4	36	60	47	53
KRLD	Dallas	6.5	19.4	6	4	42	54	55	45
KLIF	Dallas	8.9	14.2	1	2	70	28	64	36
WBBM	Chi	7.3	17.2	6	5	36	59	55	45
WGN	Chi	9.3	13.5	8	3	40	57	47	53
WMAQ	Chi	5.0	25.0	6	4	47	49	46	54
WEEI	Boston	6.7	18.9	7	2	31	67	58	42
WHDH	Boston	7.7	16.5	6	3	35	62	40	60
WRKO	Boston	11.4	11.0	4	1	27	72	38	62
KMOX	St. Lou	11.0	11.5	16	1	37	62	44	56
WTOP	Wash	5.3	23.9	7	5	47	48	52	48
KGO	SF	8.5	14.8	8	3	37	60	47	53
KCBS	SF	6.1	20.6	7	1	43	66	52	48
WCKY	Cinci	10.2	12.4	6	0	23	77	33	67
WHJJ	Prov	9.2	13.7	10	2	30	68	37	63
WOR	NY	10.5	12.0	6	4	24	72	29	71
WINS	NY	5.4	23.4	7	5	45	50	47	53
WCBS	NY	6.4	19.8	6	4	46	50	46	54
WABC	NY	8.4	15.1	4	1	38	61	46	54
WFAN	NY	6.6	19.1	4	10	66	24	82	18
WOC	Daven-RI	8.0	15.7	11	10	29	61	57	43
WNIR	Akron	9.3	13.6	16	2	49	49	50	50
WIOD	Miami	7.8	16.1	6	5	40	55	65	35
WNWS	Miami	9.0	14.0	11	4	25	71	39	61
WINZ	Miami	8.0	15.8	12	1	28	71	50	50
KTRH	Hous	7.0	18.1	6	4	38	58	60	40
KIRO	Seattle	7.7	16.3	10	3	49	48	58	42
KTAR	Phoenix	8.4	15.0	12	7	42	51	59	41
KFYI	Phoenix	9.5	13.3	13	1	46	53	55	45
WGST	Atlanta	6.4	19.6	4	2	48	50	67	33
WFLA	Tampa	10.7	11.8	14	2	33	65	52	48
KFBK	Sacra	9.7	13.0	11	2	44	54	47	53
WISN	Milw	6.8	18.5	5	1	35	64	41	59
KXL	Port O	7.8	16.1	12	3	41	66	51	49
WOAI	San Ant	9.6	13.1	13	1	37	62	51	49
WWL	New Or	8.8	14.2	10	4	46	50	62	38
KCMO	KC	9.1	13.8	10	2	46	52	45	55
KTOK	Okla C	7.8	16.2	12	3	33	64	47	53
KMJ	Fresno	10.0	12.6	16	1	28	71	55	45
KARN	L. Rock	10.6	11.8	15	2	42	56	49	51
WWNZ	Orl	10.7	11.8	10	0	30	70	43	57
WPTF	Raleigh	11.5	11.0	18	1	24	75	35	65
WJNO	W. Palm	9.8	12.9	12	0	25	75	39	61

BLACK/URBAN

National Mean:		10.6	11.9	14.3	44.3	50.3	5.4	45.4	54.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
KDAY	LA	7.9	16.0	6	64	28	8	44	56
KJLB	LA	9.0	14.0	9	36	61	3	39	61
WJLB	Detroit	10.9	11.6	15	48	47	5	38	62
WZAK	Cleve	14.6	8.6	24	41	55	4	48	52
WUSL	Phila	12.0	10.5	14	57	40	3	42	58
WXYV	Balt	12.0	10.5	13	44	50	6	38	62
WAMO-F	Pitts	10.9	11.6	21	46	47	7	34	66
KKDA-F	Dallas	11.8	10.7	18	54	40	6	42	58
WGCI-F	Chi	10.8	11.6	11	37	57	6	44	56
WVAZ	Chi	8.6	14.7	5	36	58	6	43	57
KMJM	St. Lou	13.3	9.5	20	65	33	2	40	60
WKYS	Wash	10.4	12.1	4	26	70	4	49	51
WHUR	Wash	7.8	16.2	3	19	74	7	46	54
KSOL	SF	6.7	18.9	10	52	45	3	46	54
WBLZ	Cinci	8.1	15.5	14	43	46	11	47	53

BLACK/URBAN Cont.

National Mean:		10.6	11.9	14.3	44.3	50.3	5.4	45.4	54.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
WRKS	NY	9.7	13.0	7	53	44	3	40	60
WBLS	NY	8.4	15.0	5	39	58	3	46	54
WTLC	Indy	9.8	12.8	15	30	57	13	49	51
WHQT	Miami	8.8	14.4	8	63	33	4	44	56
WPOW	Miami	9.2	13.7	8	70	26	4	41	59
WEDR	Miami	14.6	8.6	23	35	65	0	51	49
KMJQ	Hous	14.6	8.6	12	47	46	7	50	50
WVEE	Atlanta	10.6	11.9	8	37	61	2	42	58
WQQK	Nash	10.6	11.9	15	46	48	6	39	61
WLUM	Milw	7.4	17.1	10	44	53	3	47	53
WQUE A/F	New OrL	11.5	10.9	8	43	52	5	46	54
WHRK	Memphis	14.2	8.9	9	57	38	5	52	48
KRNB	Memphis	7.1	17.8	4	49	48	3	54	46
WOWI	Norfolk	9.9	12.7	7	35	57	8	49	51
WPEG	Char, NC	13.4	9.4	25	33	57	10	50	50
WCKZ A/F	Char, NC	10.5	12.0	9	48	48	4	47	53
KQXL	Baton R.	12.5	10.1	15	51	45	4	49	51
KHYS	Beaumont	14.0	9.0	30	49	45	6	41	59
WENN	Birm	10.8	11.7	17	42	41	17	43	57
WKXX	Birm	7.6	16.7	8	59	37	4	40	60
WWWZ	Char, SC	12.4	10.2	12	32	62	6	47	53
WJTT	Chatt	15.0	8.4	28	42	55	3	39	61
WWOM	Col, SC	14.2	8.8	22	40	59	1	54	46
WQMG	Green-WS	15.8	8.0	17	38	62	0	55	45
WIKS	Green-NB	14.1	8.9	36	48	42	10	40	60
KIPR	L. Rock	16.9	7.4	22	50	50	0	38	62
WBLX-F	Mobile	11.7	10.8	40	38	55	7	46	54
WJHM	Orlan	10.6	11.9	15	42	48	10	42	58
WQOK	Raleigh	12.7	10.0	6	31	60	9	45	55
KMJJ A/F	Shreve	14.5	8.7	17	34	62	4	48	52

NOSTALGIA

National Mean:		11.6	10.8	14.1	1.1	19.7	79.2	39.9	60.1
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
KMPC	LA	6.1	20.6	3	2	39	59	52	48
CKLW	Detroit	8.1	15.6	10	0	23	77	38	62
WRMR	Cleve	12.2	10.3	15	3	20	77	34	66
WPEN	Phila	12.7	9.9	14	1	14	85	40	60
KPOP	SD	15.1	8.4	14	14	18	78	41	59
WJJD	Chi	10.3	12.2	9	0	17	83	34	66
KFRC	SF	9.1	13.8	2	0	25	75	41	59
WNEW	NY	7.8	16.2	5	2	28	70	49	51
KQUE	Hous	9.7	13.0	10	3	49	48	48	52
KIXI	Seattle	10.1	12.5	13	1	23	76	31	69
WGUL A/F	Tampa	12.0	10.5	26	0	11	89	47	53
WOKY	Milw	11.3	11.1	12	1	25	74	48	52
WDAE	Tampa	12.1	10.4	10	0	20	80	49	51
WECK	Buff	12.5	10.1	12	0	6	94	24	76
WBYU	New Or	13.9	9.0	16	0	28	72	38	62
KJLA	KC	12.1	10.4	27	0	9	91	34	66
KMRR	Tucson	15.4	8.2	22	2	18	80	46	54
WMID	Atl C	12.1	10.4	17	4	12	84	36	64
WAPI	Birm	9.6	13.1	13	0	17	83	48	52
WROD	Daytona	14.2	8.9	20	3	9	88	44	56
KORK	LV	11.4	11.1	24	0	26	74	48	52
WYNZ	Port M	11.2	11.3	16	0	5	95	25	75
WNAK	WB/Scran	11.4	11.1	15	0	10	90	22	78

RELIGION/GOSPEL

National Mean:		8.9	14.2	11.9	10.1	52.6	37.3	33.8	66.2
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
KKLA	LA	5.8	21.5	3	3	66	31	46	54
WMUZ	Detroit	6.3	19.9	15	16	69	15	38	62
WBGR	Balt	10.5	12.0	6	3	60	37	31	69
KHVN	Dallas	11.9	10.5	18	7	42	51	43	57
KOJO-F	Dallas	9.8	12.9	14	40	59	1	36	64
WROL	Boston	7.1	17.6	3	0	20	80	64	36
KFAX	SF	8.3	15.1	14	4	73	23	29	71
WWDJ	NY	8.3	15.1	8	13	55	32	10	90
WWRL	NY	13.3	9.5	10	4	50	46	18	82
KHCB	Hous	6.5	19.2	2	4	50	46	18	82

RELIGION/GOSPEL

Cont.

National Mean:		8.9	14.2	11.9	10.1	52.6	37.3	33.8	66.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
KOMS	Seattle	6.4	19.6	11	30	69	1	28	72
KPDQ-F	Port O	7.3	17.2	11	2	57	41	38	62
WLOK	Memphis	12.5	10.1	21	9	30	61	31	69
WPCE	Norfolk	10.5	12.0	10	15	57	28	32	68
WXRI	Norfolk	9.9	12.7	16	8	77	15	32	68
WAGG	Birm	13.4	9.4	5	4	36	60	48	52
WDJC	Birm	7.5	16.7	15	19	64	17	38	62
WEMM	Hunt, WV	12.0	10.5	28	0	32	68	50	50
KOKA	Shreve	16.1	7.8	16	11	34	55	13	87

HISPANIC

National Mean:		11.8	10.5	15.8	12.2	59.2	28.6	43.8	56.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
KLVE	LA	10.4	12.1	9	21	70	9	38	62
KTNO	LA	11.9	10.6	21	19	65	16	57	43
KSKQ	LA	11.5	11.0	9	16	76	8	42	58
WOJO	Chi	9.1	13.9	18	21	76	3	60	40
WIND	Chi	9.1	13.8	12	18	74	8	58	42
KIQI	SF	11.8	10.6	18	5	51	44	42	58
WSKQ	NY	13.6	9.3	25	5	69	26	40	60
WADO	NY	12.8	9.8	15	4	52	44	35	65
WKOM	NY	13.9	9.1	4	10	76	14	45	55
WJIT	NY	12.0	10.5	8	1	51	48	34	66
WCMQ-F	Miami	12.6	10.0	15	9	68	23	37	63
WQBA	Miami	14.6	8.6	17	3	37	60	40	60
WAQI	Miami	14.0	9.0	11	2	41	57	40	60
KLAT	Hous	10.7	11.8	17	11	81	8	57	43
KCOR	San Ant	18.1	7.0	29	2	47	51	47	53
KZVE	San Ant	11.4	11.1	16	49	47	4	41	59
KUNO	Corpus C	12.9	9.8	14	3	32	65	44	56
KBNA A/F	El Paso	11.6	10.9	20	16	65	19	39	61
KGBT	Mc-Brown	15.7	8.0	22	6	36	58	37	63
KIWW	Mc-Brown	9.5	13.3	15	22	69	9	42	58

CLASSICAL

National Mean:		7.9	16.0	5.5	4.5	53.5	42.0	47.9	52.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
KFAC-F	LA	6.2	20.4	4	4	44	52	47	53
WQRS	Detroit	6.7	18.8	6	1	58	41	60	40
WCLV	Cleve	8.0	15.7	9	1	53	46	44	56
WFLN	Phila	9.6	13.2	3	3	44	53	41	59
KFSD	SD	8.0	15.7	9	5	52	43	40	60
KVOD	Denver	8.1	15.6	6	3	65	32	46	54
WFMT	Chi	6.3	20.0	2	9	53	38	50	50
WNIB	Chi	8.1	15.5	3	2	64	34	43	57
WCRB	Boston	7.4	17.1	3	4	57	39	47	53
WGMS A/F	Wash	6.6	19.2	3	6	57	37	39	61
KKHI A/F	SF	9.7	13.0	2	5	43	52	57	43
KDFC A/F	SF	8.8	14.3	2	10	50	40	49	51
WQXR-F	NY	8.5	14.8	3	1	36	63	47	53
WNCN	NY	6.2	20.2	6	8	68	24	47	53
WTMI	Miami	9.5	13.2	9	2	45	53	56	44
KING-F	Seattle	7.9	15.9	4	5	49	46	49	51
WFMR	Milw	10.4	12.2	10	1	40	59	47	53
KYTE-F	Port O	6.4	19.2	9	9	58	33	53	47
KHFM	Albuq	8.3	15.1	7	5	58	37	57	43
KLEF	Anch	12.0	10.5	10	5	76	19	38	62

JAZZ/NEW AGE

National Mean:		7.9	16.0	5.5	9.3	82.2	8.5	57.5	42.5
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% 12-24</u>	<u>% 25-54</u>	<u>% 55+</u>	<u>%M</u>	<u>%F</u>
KKGO-F	LA	6.5	19.4	5	2	72	26	61	39
KTWV-F	LA	8.6	14.6	6	12	80	8	59	41
WJZZ	Detroit	6.0	20.9	2	10	71	19	63	37
WVAE	Detroit	6.9	18.3	5	15	75	10	57	43
KIFM	SD	6.6	19.1	4	10	83	7	51	49
KSWV	SD	7.5	16.8	5	14	72	14	53	47
KHIH	Denver	8.8	14.3	7	4	90	6	43	57
KOAI	Dallas	7.4	17.1	7	11	82	7	55	45
WNUA	Chi	9.2	13.8	3	15	79	6	59	41
KKSF	SF	8.1	15.5	4	6	87	7	52	48
KJAZ	SF	6.4	19.6	3	13	75	12	66	34
KBLX A/F	SF	7.5	16.8	4	15	76	9	51	49
WQCD	NY	8.9	14.2	6	7	89	4	58	42
WXDJ	Miami	11.1	11.3	11	9	86	5	64	36
KNUA	Seattle	8.0	15.7	2	6	90	4	63	37
KQPT	Sacra	10.4	12.1	6	7	79	14	49	51
WBZN	Milw	8.7	14.5	3	12	88	0	63	37
KLSK	SF/Albuq	7.1	17.7	3	6	94	0	65	35
KNKK	Anch	10.5	11.9	11	0	96	4	58	42
KEYV	LV	8.9	14.2	12	5	92	3	57	43
WLOQ	Orlan	6.9	18.2	7	9	71	20	61	39

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definitions pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-time subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ population which is using radio from 6 AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" line is a bit complex but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicates the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an effect on CPM's and also the effectiveness and salability of local radio.

Est. 1988 Revenue: \$14,500,000
HH Income: \$25,700
Retail \$: 3.5 Bil
Pop per Station: 25,600
#1 Biller: WAAA \$2,000,000

The revenue estimates are based upon calculations made in the 1989 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is \$25,700.

Total retail sales in this market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October 1988.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1988 gross revenue. This data is extracted from the 1988 edition of Duncan's Radio Market Guide.

12+ METRO	1/4/SHARE	SUM	SPG	WIN	FAL	4	Book	12+	TSA	12+ METRO	%	25-54	Birch	Birch	Birch
1. WAAA-F(AC)	513/10.0	88	88	88	87	Avg	1/4/CUME	CUME/CUME	RATING	SPG	FAL	Con-	Share	AQH	Cume
		8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	16.3	133	7.8	457	4209	KVIL A/F

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6A-MID). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

- CHR - Contemporary Hit Radio, Top 40, Contemporary
- AC - Adult Contemporary
- O - Oldies (1955 to 1987)
- B - Black (audience predominantly Black -- over 75%)
- U - Urban (majority of audience is non-white although a large segment is white)
- EZ - Easy Listening, Beautiful Music
- AOR - Album Oriented Rock, also includes Classic Rock
- CL - Classical
- C - Country
- T - Talk
- N - News
- SP - Hispanic/Spanish
- BB - Big Band/Nostalgia
- M - Middle of the Road (MOR), Full Service, Variety
- J/NA - Jazz, New Age
- R - Religion, Christian, Christian Music
- G - Gospel
- E - Ethnic
- ?? - Others, Unknown

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

The 25-54 Conversion shows the ratio between each station's 25-54 share and its 12+ share. WAAA's 25-54 share is 133% of its 12+ share. This figure shows each station's ability to convert its total share (12+) into the shares of what is currently the most sought after demo.

Next is the latest Birch audience data for each station.

12+ FM SHARE (METRO): 76.96% (3732 of 4849) (FAL 87: 76.10%)

These figures show how well FM radio is doing in the market -- at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6A-MID, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR AVG.

The criteria for the rankings is as follows:

- TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
- 18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
- 18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
- 25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
- 25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
- 35+: Adults 35+, Mon-Sun, 6A-MID, Metro

12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-10A
 12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
 12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
 12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
 OVERNIGHT: Total persons, 12+, Mon-Sun, 12 MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
 WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
 WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
 WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
 WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
 MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
 MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
 MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
 MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked stations. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations were very close in share.

FORMATS	AM	FM	TOTAL	%	FAL 87
					%
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC-C, \$73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

- DA, DAYS - directional daytimer
- DA-1 - directional day and night - 1 pattern
- DA-2 - directional day and night - 2 patterns
- DA-N - directional at night only
- DA-D - directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		US . 1	US . 1
SBN	Sheridan		US . 2	US . 2
UPI	United Press International		WSJ	Wall Street Journal
Trans	Transtar		SMN	Satellite Music Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two page market reports, four additional listings can be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 64/536,600

Stations: 26/7
Diaries: 957/561:1/57.0%
Sample Target: 930
% Below Line: 51.0%
% Not Listed: 13.8%

1988 Revenue: \$13,100,000
HH/ Inc: \$32,062
Retail \$: 4.3 Bil
Pop per Station: 76,657
#1 Biller: WKDD-F \$3,600,000

MSA Rank/Pop: 76/643,100
Cleveland ADI

Average Person Ratings: 16.1

Market TSL: 21.0 Hours

12+ METRO	1/4/SHARE	SPG				12+ TSA		12+ METRO		%		BIRCH		
		88	87	87	86	1/4/CUME	CUME/CUME	SPG	FAL	25-54	CONVERSION	SHARE	AGH	BIRCH CUME
1. WMS-F (AOR)	75/8.7	8.6	7.1	9.7	10.1	120/ 1949	1139/21.2	23.9	20.9	101	11.2	106	1362	WMS-F
2. WKDD-F (CHR)	73/8.4	11.3	10.3	11.5	10.2	151/ 2263	1121/20.9	23.8	22.8	67	10.1	96	1176	WKDD-F
3. WNIR-F (T)	60/6.9	6.7	4.3	6.4	4.4	75/ 1008	813/15.2	10.9	10.7	94	6.8	64	556	WNIR-F
4. WAKR (MOR)	58/6.7	7.5	7.6	9.3	8.9	63/ 1155	1068/19.9	20.6	19.7	58	4.4	42	844	WAKR
5. WONE-F (AOR)	57/6.6	6.8	6.2	5.0	6.0	90/ 1279	776/14.5	16.0	13.1	102	8.8	83	852	WONE-F
6. WMJI-F (AC)	40/4.6	6.5	5.6	6.0	4.9	69/ 1230	661/12.3	15.4	13.8	167	5.4	51	660	WMJI-F
7. WLTF-F (AC)	36/4.2	4.7	5.1	4.9	4.3	72/ 1132	679/12.7	12.6	13.6	129	5.4	51	612	WLTF-F
8. WDOK-F (AC)	33/3.8	4.4	3.3	3.6	4.1	52/ 919	545/10.2	9.8	9.2	129	3.2	30	429	WDOK-F
9. WGAR-F (C)	32/3.7	2.9	2.6	2.2	3.4	62/ 878	528/ 9.8	7.7	6.7	141	3.2	30	490	WGAR-F
10. WHBC-F (EZ)	31/3.6	1.2	2.1	1.0	1.1	108/ 1324	417/ 7.8	3.6	3.7	61	1.0	9	171	WHBC-F
11. WSLR (C)	29/3.4	2.6	2.9	2.3	3.2	33/ 477	405/ 7.5	5.1	6.3	82	3.5	33	322	WSLR
12. WWWE (N/T)	27/3.1	3.4	3.2	3.1	3.1	51/ 978	577/10.8	11.4	8.3	90	3.2	30	384	WWWE
13.														
14.														
15.														

12+ FM SHARE (METRO): 80.94% (603 of 745) (FAL 87: 80.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKDD-F>>	1. WMS-F	1. WMS-F	1. WMS-F	1. WMS-F	1. WAKR	1. WAKR	1. WMS-F<	1. WMS-<	1. WKDD-F>	1. WAKR>>
2. WPHR-F>>	2. WONE-F<	2. WONE-F	2. WMJI-F	2. WMJI-F	2. WNIR-F>	2. WMS-F	2. WNIR-F	2. WONE-F	2. WMS-F	2. WNIR-F
3.	3. WKDD-F>>	3. WKDD-F	3. WONE-F	3. WONE-F<	3. WSLR	3. WKDD-F	3. WONE-F	3. WNIR-F<	3. WPHR-F<	3. WMS-F
4.	4. WMJI-F	4. WMJI-F	4. WNIR-F	4. WNIR-F	4. WHBC-F	4. WNIR-F	4. WKDD-F	4. WKDD-F	4. WLTF-F	WWWE
5.	5. WLTF-F	5. WLTF-F	5. WLTF-F<	5. WKDD-F	5. WQAL-F	5. WSLR	5. WDOK-F<	5. WMJI-F<	5. WAKR	5. WQXK-F
6.	6.	6.	6. WKDD-F	6.	6.	6. WONE-F	6. WAKR	6. WAKR	WONE-F	6.

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		98 (2)	98 (2)	13.0	12.5	WHLO	640	Akron/Cleveland	.6/3.1
AOR/CLASSIC		161 (4)	161 (4)	21.3	19.2	WQMX-F	94.9	Medina	2.5/7.3
AC/OLDIES/SOFT ROCK		131 (4)	131 (4)	17.4	12.8	WCLV-F	95.5	Cleveland	.7/2.6
MOR/VARIETY/FULL	58 (1)		58 (1)	7.7	8.5	WGAR	1220	Cleveland	.6/2.1
COUNTRY	34 (2)	50 (2)	84 (4)	11.1	8.8	WHK	1420	Cleveland	.5/2.6
BLACK/URBAN		21 (1)	21 (1)	2.8	8.9	WNCX-F	98.5	Cleveland	2.2/9.0
BTFL/EZ		56 (2)	56 (2)	7.4	13.7	WNWV-F	107.3	Elyria/Cleveland	1.7/4.5
NEWS/TALK	31 (2)	60 (1)	91 (3)	12.1	8.5	WPHR-F	107.9	Cleveland	2.9/10.4
NOSTALGIA	24 (1)		24 (1)	3.2	0.6	WQAL-F	104.1	Cleveland	2.9/7.4
RELIGION/GOSPEL	5 (1)	5 (1)	10 (2)	1.3	2.8	WQXK-F	105.1	Salem	2.1/4.7
SPANISH						WRMR	850	Cleveland	2.8/5.1
CLASSICAL		6 (1)	6 (1)	0.8	1.4	WRGK-F	106.9	Canton/Akron	1.2/5.6
JAZZ/NEW AGE		15 (1)	15 (1)	2.0	1.8	WTOF-F	98.1	Canton/Akron	.6/2.6
OTHERS/UNKNOWN					0.6	WZAK-F	93.1	Cleveland	2.4/5.7

755 (26)

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N)	, MOR	MBS, \$ 47.00* (Mc-Guild)	Summit	Fred Anthony
WHLO, 640, 5 KW/500 W (DA-2)	, RELIGION	, \$ 12.00* (---)	Mortenson	Garry Meeks
WSLR, 1350, 5 KW (DA-1)	, COUNTRY	ABC-E, \$ 32.00* (Katz)	Barnstable	
WQMX-F, 94.9	118 KW @ 310, AC	, \$ 36.00 (Banner)		Bob Miller (MEDINA)
WKDD-F, 96.5,	50 KW @ 450, CHR	, \$ 70.00* (Katz)	Barnstable	Dick Lumenello
WNIR-F, 100.1,	3 KW @ 333, TALK	CBS, \$ 28.00* (K & P)		Dick Klaus (KENT)
WONE-F, 97.5,	13 KW @ 890, AOR	, \$ 50.00* (Mc-Guild)	Summit	Fred Anthony

Other ranked stations - See Cleveland or Canton

MISCELLANEOUS COMMENTS: WDBN changes calls to WQMX and format from BTFL to AC (Aug)

American Radio Fall, 1988 Copyright 1988

ALBANY - SCHENECTADY - TROY

Arbitron Rank/Pop (12+): 53/721,000

Stations: 23/22
Diaries: 1230/586:1/58.3%
Sample Target: 1060
% Below Line: 0.4%
% Not Listed: 13.6%

1988 Revenue: \$20,000,000
HH Inc.: \$35,494
Retail \$: 6.0 Bill
Pop per Station: 32,773
#1 Biller: WGY \$3,800,000

MSA Rank/Pop: 60/848,100
ADI #50
Average Person Ratings: 17.1
Market TSL: 22.5 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WROW-F (EZ)	132/10.7	8.5	11.5	10.7	9.0	10.4	156/1724	1318/18.3	17.1	17.2	68	6.7	81	838	WROW-F
2. WPYX-F (AOR)	130/10.6	11.7	12.4	11.3	10.6	11.5	191/2469	1747/24.2	23.6	23.7	130	13.9	168	2025	WPYX-F
3. WGY (MOR)	110/ 8.9	10.6	10.0	11.8	14.1	10.3	175/2736	1632/22.6	25.5	29.2	97	8.8	107	1430	WGY
4. WGNA-F (C)	98/ 8.0	5.8	5.3	6.1	6.3	6.3	163/1647	961/13.3	11.8	13.4	100	5.8	70	707	WGNA-F
5. WFLY-F (CHR)	93/ 7.6	7.4	9.4	7.8	8.6	8.1	115/1816	1416/19.6	22.1	23.4	93	10.1	122	1745	WFLY-F
6. WKLI-F (AC)	81/ 6.6	5.9	4.9	7.1	5.8	6.1	86/1370	1210/16.8	13.7	15.8	144	5.2	63	1012	WKLI-F
7. WGY-F (CHR)	62/ 5.0	4.9	4.4	6.8	6.1	5.3	84/2017	1413/19.6	20.5	21.1	94	5.0	61	1186	WGY-F
8. WQBK-F (AOR)	59/ 4.8	4.2	4.6	3.9	3.8	4.4	61/1019	988/13.7	12.0	12.1	98	5.8	70	976	WQBK-F
9. WQBK (N/T)	57/ 4.6	5.3	6.2	5.3	5.8	4.1	58/ 708	666/ 9.2	10.4	10.5	61	4.5	54	721	WQBK
10. WTRY (O)	45/ 3.7	5.5	5.5	5.1	7.0	5.0	57/1004	852/11.8	12.6	15.0	151	6.9	83	793	WTRY
11. WVKZ-F (CHR)	33/ 2.7	1.6	1.2	.9	.4	1.6	39/ 487	423/ 5.9	3.9	2.7	30	2.9	35	566	WVKZ-F
12. WABY (BB)	31/ 2.5	4.0	2.7	2.3	2.5	2.9	31/ 323	323/ 4.5	4.9	4.9	28	2.5	30	326	WABY
13. WROW (MOR)	27/ 2.2	1.9	2.7	3.1	3.3	2.5	35/ 606	498/ 6.9	8.2	8.2	77	1.2	15	256	WROW

12+ FM SHARE (METRO): 70.90% (753 OF 1062) (FAL 87: 58.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WFLY-F>	1. WPYX-F>>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	1. WROW-F>	1. WPYX-F<	1. WROW-F	1. WROW-F<	1. WFLY-F	1. WPYX-F
2. WVKZ-F	2. WKLI-F<	2. WKLI-F	2. WKLI-F	2. WKLI-F	2. WGY	2. WGY	2. WPYX-F	2. WPYX-F	2. WGY	2. WGY >
3. WGY-F>	3. WQBK-F	3. WFLY-F	3. WGNA-F<	3. WGY	3. WGNA-F	3. WROW-F>	3. WGNA-F<	3. WGY <	3. WPYX-F	3. WGNA-F
4. WPYX-F	4. WFLY-F>	4. WQBK-F	4. WFLY-F	4. WGNA-F	4. WQBK-F	4. WGNA-F	4. WKLI-F	4. WFLY-F	4. WKLI-F	4. WACS-F<
5.	5. WGY-F	5. WGNA-F	WGY	5. WROW-F<	5.	5. WFLY-F	5. WFLY-F	5. WGNA-F	5. WGNA-F	5. WROW-F<
				6. WFLY-F			6. WGY	WKLI-F		6. WQBK-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. WFLY-F	1. WFLY-F	1. WKLI-F	1. WKLI-F	1. WKLI-F	1. WPYX-F	1. WPYX-F>>	1. WPYX-F>>	1. WPYX-F>>	1. WPYX-F>>
WPYX-F	WPYX-F	2. WFLY-F	2. WFLY-F<	2. WGY <	2. WQBK-F>	2. WQBK-F>	2. WQBK-F	2. WQBK-F	2. WGNA-F
3. WGY-F	3. WKLI-F>	WPYX-F	3. WPYX-F>	3. WROW-F	3. WGY-F	3. WKLI-F	3. WKLI-F	3. WKLI-F	3. WGY
WQBK-F	4. WGY-F	4. WGNA-F	4. WGY-F	4. WFLY-F	4.	4. WFLY-F	4. WFLY-F	4. WGNA-F	WKLI-F
5. WKLI-F	5. WQBK-F	5. WGY-F	5. WGNA-F	5. WGNA-F	5.	5. WGY-F	5. WGY	5. WFLY-F	5. WQBK-F
	6. WGNA-F	WGY	WPYX-F			WVKZ-F	6. WGY-F		

FAL 87

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		195 (4)	195 (4)	18.4	16.7	WACS-F 103.5 Cobleskill .9/2.5
AOR/CLASSIC		197 (3)	197 (3)	18.5	16.8	WKCL 560 Catskill .9/1.6
AC/OLDIES/SOFT ROCK	45 (1)	103 (2)	148 (3)	13.9	14.5	WEQX-F 102.7 Manchester .7/3.4
MOR/VARIETY/FULL	148 (3)		148 (3)	13.9	21.3	WGNA 1460 Albany .4/26
						WHAZ 1330 Troy .6/2.1
COUNTRY	5 (1)	98 (1)	103 (2)	9.7	9.2	WHRL-F 103.1 Albany 1.0/4.1
BLACK/URBAN						WNYJ-F 98.3 Rotterdam 1.8/5.5
BTFL MUSIC/EZ		144 (2)	144 (2)	13.6	10.8	WPTR 1540 Albany 1.3/5.2
NEWS/TALK	73 (2)		73 (2)	6.9	6.6	WQQY-F 102.3 Saratoga Springs .6/2.6
NOSTALGIA	31 (1)		31 (1)	2.9	2.8	WPDH-F 101.5 Poughkeepsie .4/1.4
RELIGION/GOSPEL	7 (1)		7 (1)	0.7		
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN		16 (2)	16 (2)	1.5	1.2	
	309 (9)	737 (12)	1062 (23)			

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN, \$ 16.00* (Durpetti)	Premier
WGY, 810, 50 KW	, MOR	NBC, \$115.00 (Eastman)	Empire State
WPTR, 1540, 50 KW (DA-1)	, NEWS/TALK	US 2, ABC-C, \$ 40.00 (Katz)	
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS, ABC-T, \$ 40.00* (HNWH)	
WROW, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I, \$ 38.00* (Christal)	Radio Terrace
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS, ABC-D, \$ 52.00* (Mc-Guild)	Merv Griffin
WFLY-F, 92.3, 13 KW @ 850, CHR		ABC-C, \$ 90.00 (Katz)	
WGY-F, 99.5, 14 KW @ 930, CHR		SOURCE, \$ 70.00 (Eastman)	Empire State
WGNA-F, 107.7, 13 KW @ 980, COUNTRY		ABC-E, \$ 60.00* (Republic)	Barnstable
WHRL-F, 103.1, 1 KW @ 400, BTFL/EZ (?)		MBS, \$ 17.00 (---)	
WKLI-F, 100.9, 3 KW @ 300, AC		US 1, \$ 66.00* (Durpetti)	Premier
WPYX-F, 106.5, 16 KW @ 910, AOR		ABC-R, \$ 83.00* (Mc-Guild)	Merv Griffin
WQBK-F, 103.9, 3 KW @ 300, CLASSIC AOR		CBS-R, \$ 32.00* (HNWH)	
WROW-F, 95.5, 12 KW @ 1020, BTFL/EZ		, \$ 61.00* (Christal)	Radio Terrace

MISCELLANEOUS COMMENTS WPTR changes from Country to News/Talk...

ALBUQUERQUE

Arbitron Rank/Pop (12+): 30/444,800

MSA Rank/Pop: 101/487,500
ADI #55

Average Person Ratings: 17.8
Market TSL: 23.3 Hours

Stations: 24/24
Diaries: 828/537:1/54.4%
Sample Target: 800
% Below Line: 0
% Not Listed: 10.0%

1988 Revenue: \$17,800,000
HH/ Inc: \$29,141
Retail \$: 3.3 Bil
Pop per Station: 18,533
#1 Biller: KKOB #3,700,000

12+ METRO	1/4/SHARE	SPG		FAL		4BOOK AVG.	12+ TSA		12+ METRO		% 25-54		BIRCH SHARE	BIRCH AQH	BIRCH CUME
		88	87	87	86		1/4/CUME	CUME/CUME	RATING	88	87	CONVERSION			
1. KKOB-F (AC)	95/12.0	11.0	13.1	11.0	15.1	---	131/	1730	1284/28.9	23.5	28.3	132	12.8	104	1266 KKOB-F
2. KKOB (MOR)	82/10.4	11.3	11.1	12.7	12.9	---	114/	1801	1151/25.9	25.3	23.1	98	10.5	85	887 KKOB
3. KRST-F (C)	74/ 9.4	10.9	9.9	7.1	5.4	---	134/	1478	886/19.9	18.7	21.4	137	9.7	79	846 KRST-F
4. KKJY-F (EZ)	59/ 7.5	5.5	5.6	5.6	5.9	---	79/	915	670/15.1	14.5	10.8	84	2.2	18	287 KKJY-F
5. KZRR-F (AOR)	57/ 7.2	7.9	6.7	6.1	4.4	---	87/	1143	831/18.7	18.2	15.3	113	10.4	84	914 KZRR-F
6. KKSS-F (U/CHR)	56/ 7.1	6.9	7.1	4.1	2.8	---	93/	1103	724/16.3	14.8	14.9	51	9.6	78	724 KKSS-F
7. KFMG A/F (AOR)	46/ 5.8	6.6	6.0	8.9	7.8	---	62/	1063	755/17.0	15.0	17.4	71	8.5	69	780 KFMG A/F
8. KIVA-F (CHR)	26/ 3.3	3.3	4.6	3.9	1.8	---	47/	1065	636/14.3	11.6	14.3	42	5.8	47	666 KIVA-F
9. KMG A-F (AC)	24/ 3.0	3.5	2.6	2.8	2.6	---	35/	578	421/ 9.5	8.9	9.2	157	2.2	18	217 KMG A-F
10. KNMQ-F (CHR)	23/ 2.9	3.2	4.8	6.2	8.5	---	38/	842	549/12.3	12.1	15.9	62	2.6	21	536 KNMQ-F
11. KDEF (BB)	23/ 2.9	2.7	2.2	2.3	2.9	---	24/	264	253/ 5.7	5.4	4.7	31	.9	7	106 KDEF
12. KHFM-F (CL)	21/ 2.7	2.2	2.8	2.3	3.7	---	38/	489	318/ 7.1	7.5	7.1	100	2.7	22	361 KHFM-F
13. KLSK-F (J/NA)	17/ 2.2	2.4	2.2	1.9	1.6	---	34/	601	301/ 6.8	7.5	5.5	164	1.8	15	181 KLSK-F
14. KZIA A/F (T)	17/ 2.1	1.4	2.3	2.0	1.9	---	17/	240	240/ 5.4	--	--	76	1.3	8	168 KZIA A/F
15. KRZY (C)	16/ 2.0	2.2	1.9	2.9	3.7	---	19/	299	262/ 5.9	4.6	6.2	125	1.6	13	269 KRZY

12+ FM SHARE (METRO): 74.40% (529 of 711) (FAL 87: 74.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKSS-F>	1. KKOB-F	1. KKOB-F	1. KKOB-F	1. KKOB-F	1. KKOB>	1. KKOB	1. KKOB-F>	1. KKOB-F	1. KKSS-F	1. KKSS-F
2. KIVA-F>>	2. KZRR A/F2.	KRST-F	2. KRST-F>	2. KRST-F	2. KKJY-F	2. KKOB-F>	2. KKOB	2. KRST-F<	2. KFMG-F	2. KKOB
3. KNMQ-F	3. KRST-F	3. KZRR A/F3.	KKOB	3. KKOB	3. KKOB-F	3. KRST-F	3. KRST-F	3. KKOB	KRST-F	3. KKOB-F
	4. KFMG A/F4.	KKOB	4. KZRR A/F4.	KZRR A/F	4. KRST-F>	4. KZRR-F	KZRR-F	4. KKSS-F	4. KKOB	4. KFMG-F
5.	5. KKSS-F	5. KFMG A/F5.		5. KKJY-F	5. KDEF	5. KKSS-F	5. KKJY-F	5. KZRR-F	5. KKJY-F	5. KRST-F
6.	6.	6. KKSS-F	6.	6.	6.	6.	6.	6. KKJY-F	KKOB-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. KKOB-F>>	1. KKOB-F>>	1. KKOB-F>	1. KKOB-F>	1. KKOB-F>	1. KFMG A/F	1. KZRR A/F>	1. KZRR A/F	1. KZRR A/F>	1. KKOB-F
2. KKSS-F	2. KRST-F	2. KRST-F>	2. KRST-F>	2. KRST-F	KZRR A/F	2. KFMG A/F	2. KKOB-F	2. KKOB-F<	KZRR-F<
	KRST-F	3. KZRR A/F3.	KMYI-F	3. KKOB	3. KKSS-F>>	3. KKOB-F	3. KRST-F>	3. KRST-F	3. KRST-F
4. KFMG A/F	4. KKSS-F	KZRR A/F	4. KKSS-F	4. KKJY-F	4. KKOB-F	4. KRST-F	4. KFMG A/F>	4. KFMG A/F	4. KKOB>
	KMYI-F	5. KKJY-F	5. KKJY-F		KNMQ-F	5. KKSS-F	5. KKOB	5. KKOB	5. KFMG A/F
6. KMYI-F	6.	6.	KZRR A/F6.		KRST-F	6.	KKSS-F	6. KKSS-F	6.
	KNMQ-F								

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		105 (3)	105 (3)	14.8	17.8	KABQ	1350	Albuquerque	.8/3.7
AOR/CLASSIC	17 (2)	99 (2)	116 (4)	16.3	13.6	KKBR-F	98.5	Los Alamos	1.6/5.1
AC/OLDIES/SOFT ROCK	11 (1)	146 (4)	157 (5)	22.1	19.2	KKIM	1000	Albuquerque	1.1/3.2
MOR/VARIETY/FULL	82 (1)		82 (1)	11.5	11.9	KMYI-F	107.1	Albuquerque	1.8/3.9
COUNTRY	16 (1)	74 (1)	90 (2)	12.7	13.4	KQEO	920	Albuquerque	1.4/6.5
BLACK/URBAN						KXKS	1190	Albuquerque	1.1/1.6
BTFL/EZ		59 (1)	59 (1)	8.3	6.0	KZRQ	1310	Carrales	1.6/3.0
NEWS/TALK	9 (1)	8 (1)	17 (2)	2.4	2.4				
NOSTALGIA	23 (1)		23 (1)	3.2	2.4				
RELIGION/GOSPEL	9 (1)		9 (1)	1.3	1.4				
SPANISH	15 (2)		15 (2)	2.1	6.5				
CLASSICAL		21 (1)	21 (1)	3.0	3.0				
JAZZ/NEW AGE		17 (1)	17 (1)	2.4	2.4				

OTHERS/UNKNOWN

711 (24)

RADIO STATIONS

AM STATIONS

KABQ,	1350,	5 KW/500 W (DA-2),	HISPANIC	,	\$ 20.00*	(Caballero)		Ed Gomez
KDEF,	1150,	5 KW/500 W (DA-N),	NOSTALGIA	,	\$ 21.00*	(Roslin)		David Ianni
KKIM,	1000,	10 KW (DAYS)	, RELIGION	,	\$ 15.00	(MRKT 4)		Jon Lehman
KKOB,	770,	50 KW (DA-N)	, MOR	ABC-I,	\$ 65.00	(Mc-Guild)	Fairmont	Art Schreiber
KQEO,	920,	1 KW/500 W (DA-N),	OLDIES	ABC-E,	\$ 22.00*	(Katz)	Penn	Art Ortega
KRZY,	1450,	1 KW (DA-1)	, COUNTRY	MBS,	\$ 28.00*	(Katz)	Commonwealth	Cindy Weiner
KXKS,	1190,	1 KW (DAYS)	, HISPANIC	,	\$ 21.00*	(Caballero)		Rafael Rosales
KNUS,	1580,	10 KW/45 W	, NEWS/TALK	NBC,CBS,	\$ 18.00*	(Masla)		John Dome
KZSS,	610,	5 KW (DA-N)	, AOR	,	\$ NA	(Republic)	Anchor	Milt McConnell

FM STATIONS

KFMG-F,	107.9,	22 KW @ 4130,	AOR	ABC-R,	\$ 45.00*	(HNWH)		Jeff Guier
KHFM-F,	96.3,	15 KW @ 4110,	CLASSICAL	,	\$ 30.00	(CMBS)		Mike Langner
KIDI-F,	103.3,	22 KW @ 4069,	HISPANIC	,	\$ 19.00*	(---		
KKJY-F,	100.3,	23 KW @ 4107,	BTFL/EZ	,	\$ 42.00*	(Banner)		David Ianni
KKOB-F,	93.3,	21 KW @ 4150,	AC	,	\$ 75.00*	(Mc-Guild)	Fairmont	Art Schreiber
KMGA-F,	99.5,	20 KW @ 4134,	AC	US 2,	\$ 34.00*	(Katz)	Penn	Art Ortega
KRST-F,	92.3,	23 KW @ 4110,	COUNTRY	,	\$ 53.00*	(Katz)	Commonwealth	Cindy Weiner
KZIA-F,	101.7,	3 KW @ 99,	TALK	CBS,ACT-T,	\$ 18.00*	(---		John Dome
KZRR-F,	94.1,	23 KW @ 4130,	AOR	Source,	\$ 44.00*	(Republic)	Anchor	Milt McConnell
KIVA-F,	105.1,	100 KW @ 1973,	CHR	,	\$ 30.00*	(Banner)	Daytona	(SANTA FE) Howard Johnson
KNMQ-F,	105.9,	100 KW @ 1936,	CHR	ABC-C,	\$ 43.00*	(Christal)		(SANTA FE) Ron Sack
KLSK-F,	104.1,	100 KW @ 1970,	JAZZ/NEW AGE/CLASS	,	\$ 29.00*	(K & P)		(SANTA FE) Bill Sims
KKSS-F,	97.3,	100 KW @ 1631,	URBAN/CHR	,	\$ 32.00*	(---	Sun Group	(SANTA FE) Olivia Laurence

CALLS

KIVA-A changes to KZRQ (Aug)
KZIA-A changes to KNUS (Nov)

FORMATS

SALES

KNMQ-F (Santa Fe): Sold to Sun Media for \$2,300,000
KRZY, KRST-F: Sold by Wagontrain to Commonwealth for \$8,100,000

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 60/567,100

Stations: 29/13
Diaries: 928/611:1/54.9%
Sample Target: 930
% Below Line: 14.5%
% Not Listed: 13.6%

1988 Revenue: \$15,000,000
HH/ Inc: \$32,916
Retail \$: 4.6 Bil
Pop per Station: 43,623
#1 Biller: WLEV-F \$3,500,000

MSA Rank/Pop: 73/665,100
Philadelphia ADI
Average Person Ratings: 17.8
Market TSL: 23.8 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WFMZ-F (EZ)	161/16.0	13.4	12.6	12.3	13.4	13.6	192/1685	1380/24.3	22.4	21.7	72	8.3	81	667 WFMZ-F
2. WZZO-F (AOR)	112/11.1	10.7	10.7	9.8	12.4	10.6	138/1670	1319/23.3	23.3	22.1	111	15.5	152	1521 WZZO-F
3. WLEV-F (AC)	110/10.9	7.9	11.8	9.2	10.9	10.0	122/1545	1336/23.6	23.4	22.8	167	11.0	108	1280 WLEV-F
4. WAEB-F (CHR)	99/ 9.8	14.0	9.1	9.0	6.6	10.5	115/1748	1464/25.8	21.0	18.3	92	13.8	135	1727 WAEB-F
5. WAEB (AC)	64/ 6.3	5.6	5.2	6.2	5.7	5.8	65/ 805	766/13.5	11.9	14.1	81	4.3	42	620 WAEB
6. WQQQ-F (CHR)	52/ 5.2	7.2	8.7	9.9	8.5	7.8	66/1338	990/17.5	23.1	23.3	90	7.9	77	1283 WQQQ-F
7. WEST (BB)	36/ 3.6	3.6	3.2	4.2	5.6	3.7	36/ 343	343/ 6.0	5.6	7.7	17	2.1	21	277 WEST
8. WKKW (C)	34/ 3.4	3.1	4.5	3.5	4.4	3.6	34/ 437	414/ 7.3	7.2	9.8	85	2.0	20	246 WKKW
9. WKAP (BB)	32/ 3.2	5.1	4.5	6.2	4.7	4.8	32/ 414	414/ 7.3	6.8	9.7	25	4.7	46	421 WKAP
10. WYSP-F (AOR)	26/ 2.6	2.4	2.9	2.9	2.2	2.7	31/ 650	456/ 8.0	9.7	7.3	104	3.1	30	526 WYSP-F

12+ FM SHARE (METRO): 72.59% (633 of 872) (FAL 87: 71.15%)

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

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. WAEB-F>>	1. WAEB-F	1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WZZO-F>>	1. WZZO-F>>	1. WZZO-F>>	1. WZZO-F	1. WLEV-F
2. WZZO-F>	2. WLEV-F	2. WZZO-F	2. WAEB-F	2. WFMZ-F	2. WAEB-F	2. WLEV-F<	2. WLEV-F>	2. WLEV-F>>	2. WZZO-F>
3. WLEV-F	3. WZZO-F>>	3. WAEB-F>>	3. WZZO-F>	3. WAEB-F	3. WYSP-F>	3. WYSP-F	3. WYSP-F>	3. WAEB-F	3. WFMZ-F>
4. WQQQ-F	4.	4. WFMZ-F	4. WFMZ-F	4. WZZO-F>	4. WQQQ-F>	4. WAEB-F	4. WMMR-F	4. WYSP-F	4. WAEB
5.	5.	5. WQQQ-F	5. WQQQ-F>	5.	5. WLEV-F	5. WQQQ-F	5.	5. WFMZ-F	5. WAEB-F
6.	6.	6.	6.	6.	6. WMMR-F	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		151 (2)	151 (2)	17.3	18.5	WEEX	1230	Easton		1.2/4.4
AOR/CLASSIC		160 (5)	160 (5)	18.3	18.7	WGPA	1100	Bethlehem		4/2.5
AC/OLDIES/SOFT ROCK	64 (1)	122 (3)	186 (4)	21.3	21.0	WRNJ	1000	Hackettstown		7/2.1
MOR/VARIETY/FULL	11 (2)		11 (2)	1.3	1.7					
COUNTRY	34 (1)	11 (1)	45 (2)	5.1	6.7	KYW	1060	Philadelphia		1.2/5.6
BLACK/URBAN					0.9	WABC	770	New York		.8/2.6
BTFL/EZ	1 (1)	175 (3)	176 (4)	20.2	16.1	WCAU	1210	Philadelphia		4/1.7
NEWS/TALK	52 (5)	7 (1)	59 (6)	6.8	3.6	WEAZ-F	101.1	Philadelphia		.8/3.8
NOSTALGIA	74 (3)		74 (3)	8.5	11.5	WFLN-F	95.7	Philadelphia		.7/2.0
RELIGION/GOSPEL	3 (1)		3 (1)	0.3	1.0	WMGK-F	102.9	Philadelphia		.9/3.1
SPANISH						WMMR-F	93.3	Philadelphia		1.8/4.8
CLASSICAL		7 (1)	7 (1)	0.7	0.3	WNEW	1130	New York		.6/1.2
JAZZ/NEW AGE						WOGL-F	98.1	Philadelphia		.3/1.9
OTHERS/UNKNOWN						WOR	710	New York		1.6/3.9
						WPAT-F	93.1	Paterson		.1/ .4
						WWDB-F	96.5	Philadelphia		.7/1.5
						WXRK-F	92.3	New York		.4/1.2
						WXTU-F	92.5	Philadelphia		1.1/2.9
			872 (29)							

RADIO STATIONS

WAEB, 790, 1 KW	, AC	CBS,ABC-I, \$ 30.00 (Katz)	CRB
WEEX, 1230, 1 KW	, TALK	MBS,ABC-T, \$ 17.00* (Eastman)	Wilks-Schwartz
WEST, 1400, 1 KW	, NOSTALGIA	CBS, \$ 22.00* (Mc-Guild)	Eastern
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	SMN,APR, \$ 20.00 (Banner)	Holt
WKKW, 1470, 5 KW (DA-2)	, COUNTRY	NBC, \$ 16.00* (----)	
WAEB-F, 104.1, 50 KW @ 500, CHR		, \$ 48.00* (Katz)	CRB
WFMZ-F, 100.7, 13 KW @ 870, BTFL/EZ		, \$ 50.00* (Christal)	
WLEV-F, 96.1, 50 KW @ 500, AC		, \$ 62.00* (Mc-Guild)	Eastern
WQQQ-F, 99.9, 50 KW @ 450, CHR		, \$ 55.00* (Eastman)	Wilks-Schwartz
WZZO-F, 95.1, 12 KW @ 630, AOR		, \$ 59.00* (Banner)	Holt

Other ranked stations - see Philadelphia

NOTES: WKAP sold to Holt for \$1,100,000. WEST, WLEV-F sold by Eastern to Zimmerman for \$9,000,000 (E) (Blackburn). WEEX/WQQQ-F sold by Wilks-Schwartz to Roth for \$10,100,000 (Americom).

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ANCHORAGE

Arbitron Rank/Pop (12+): 157/185,200
 MSA Rank/Pop: 185/231,700
 No ADI
 Average Person Ratings: 18.6
 Market TSL: 24.5 Hours

Stations: 17/17
 Diaries: 597/310:1/51.5%
 Sample Target: 550
 % Below Line: 0
 % Not Listed: 8.7%

1988 Revenue: \$8,100,000
 HH/ Inc: \$43,680
 Retail \$: 2.6 Bil
 Pop per Station: 10,894
 #1 Biller: KGOT-F \$1,300,000

12+ METRO	1/4/SHARE	SPG FAL				4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG FAL		% 25-54 CONVERSION	BIRCH BIRCH BIRCH		
		88	87	87	86				88	87		SHARE	AGH	CUME
1. KGOT-F (CHR)	44/12.8	13.3	20.4	16.2	13.8	---	50/ 703	589/31.8	32.9	33.4	70			KGOT-F
KWHL-F (AOR)	44/12.8	14.3	11.1	13.3	12.5	---	47/ 459	412/22.2	19.9	20.5	80			KWHL-F
3. KEAG-F (O)	32/ 9.3	9.2	--	--	--	---	36/ 429	355/19.2	17.4	--	124			KEAG-F
4. KPXR-F (CHR)	28/ 8.1	7.8	11.4	7.4	4.4	---	34/ 491	411/22.2	21.1	27.6	58			KPXR-F
5. KASH A/F (C)	26/ 7.5	7.1	5.5	9.8	4.7	---	27/ 298	276/14.9	14.7	11.5	108			KASH A/F
6. KLEF-F (CL)	21/ 6.1	--	--	--	--	---	22/ 248	220/11.9	--	--	111			KLEF-F
7. KPQD (AC)	19/ 5.5	5.4	6.2	8.8	11.9	---	23/ 369	253/13.7	14.6	15.7	131			KPQD
KNIK-F (J/NA)	19/ 5.5	6.1	3.5	5.9	6.3	---	20/ 257	227/12.3	11.8	7.9	140			KNIK-F
9. KYAK (C)	.17/ 4.9	6.1	7.3	5.0	6.3	---	22/ 306	195/10.5	12.1	11.8	88			KYAK
10. KENI (N/T)	13/ 3.8	4.8	3.8	3.2	4.7	---	13/ 217	179/ 9.7	9.7	12.0	124			KENI
11. KKLV-F (AC)	12/ 3.5	2.7	4.5	5.3	6.6	---	12/ 228	193/10.4	9.7	10.4	134			KKLV-F
12. KXDZ-F (AC)	8/ 2.3	2.0	3.5	--	--	---	8/ 157	148/ 8.0	7.1	7.5	148			KXDZ-F
KENI-F (AC)	8/ 2.3	3.4	3.8	4.7	6.3	---	9/ 149	142/ 7.7	11.3	12.4	113			KENI-F
KCFA (R/G)	8/ 2.3	1.4	.3	.6	--	---	16/ 144	96/ 5.2	3.7	2.5	91			KCFA
15. KHAR (EZ)	8/ 2.3	3.4	4.5	3.8	5.6	---	11/ 140	117/ 6.3	8.8	9.4	91			KHAR
16. KBYR (O)	7/ 2.0	2.7	2.8	3.5	1.9	---	9/ 225	184/ 9.9	6.8	10.5	150			KBYR
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 74.52% (234 of 314) (FAL 87: 70.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGOT-F	1. KWHL-F>	1. KWHL-F	1. KEAG-F	1. KEAG-F	1. KEAG-F	1. KGOT-F	1. KWHL-F	1. KGOT-F	1. KGOT-F	1. KWHL-F
2. KPXR-F>>	2. KGOT-F	2. KGOT-F	2. KWHL-F	2. KWHL-F	2. KASH A/F	KWHL-F	2. KGOT-F	2. KWHL-F	2. KPXR-F	2. KGOT-F
3.	3. KPXR-F>	3. KEAG-F	3. KGOT-F	3. KGOT-F	KLEF-F	3. KEAG-F	3. KEAG-F	3. KEAG-F	3. KWHL-F	KKLV-F
4.	4. KEAG-F	4. KASH A/F4.	KFQD	4. KASH A/F4.	KFQD	4. KPQD	4. KLEF-F	4. KPXR-F	4. KLEF-F	KPXR-F
5.	5. KASH A/F5.	KPXR-F	KASH A/F5.	KNIK-F	5. KGOT-F	5. KPXR-F	KPXR-F<	5. KASH A/F	5. KEAG-F	5.
6.	KNIK-F	6.	6. KNIK-F	6.	6.	6.	6. KASH A/F	6.	6. KPQD	6.

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. KGOT-F>	1. KGOT-F>	1. KEAG-F	1. KGOT-F>	1. KGOT-F	1. KWHL-F>>	1. KWHL-F>>	1. KWHL-F>>	1. KWHL-F>>	1. KWHL-F
2. KPXR-F	2. KWHL-F	KGOT-F>	2. KEAG-F	2. KEAG-F	2. KGOT-F>	2. KGOT-F	2. KNIK-F>	2. KEAG-F	2. KEAG-F
KWHL-F>	3. KEAG-F	3. KWHL-F	3. KLEF-F	3. KLEF-F	3. KPXR-F>>	KPXR-F	3. KASH A/F3.	KGOT-F	3. KASH A/F
4. KYAK	KPXR-F	4. KKLV-F	KWHL-F	4. KPQD	4. KEAG-F	4. KASH A/F	KPXR-F	4. KASH A/F	4. KNIK-F
5. KASH A/F	5.	KLEF-F	5. KASH A/F	KNIK-F	KASH A/F	KNIK-F	5.	KPXR-F	5. KPQD
6.	6.	KPXR-F	6.	6.	KYAK	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING
					%	
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	22.9	35.7	
AOR/CLASSIC		44 (1)	44 (1)	14.0	16.7	
AC/OLDIES/SOFT ROCK	26 (2)	60 (4)	86 (4)	27.4	15.1	
MOR/VARIETY/FULL					4.3	
COUNTRY	25 (2)	18 (1)	43 (3)	13.7	14.3	
BLACK/URBAN						
BTFL/EZ	8 (1)		8 (1)	2.5	8.9	
NEWS/TALK	13 (1)		13 (1)	4.1		
NOSTALGIA						
RELIGION/GOSPEL	8 (1)		8 (1)	2.5		
SPANISH						
CLASSICAL		21 (1)	21 (1)	6.7		
JAZZ/NEW AGE		19 (1)	19 (1)	6.1		
OTHERS/UNKNOWN					5.0	
			314 (17)			

RADIO STATIONS

AM STATIONS

KKSD, 1080, 10 KW (DA-1)	, COUNTRY	ABC-E, \$ NA (MMR)	Comm. Pacific	Dennis Bookey
KBYR, 700, 1 KW	, OLDIES	CBS, \$ 15.00 (Roslin)		Ron Moore
KENI, 550, 5 KW (DA-1)	, NEWS/TALK	NBC,ABC-I, \$ 22.00* (Katz)		Greg Clapper
KFQD, 750, 50 KW	, AC	, \$ 43.00* (Mc-Guild)		Roy Robinson
KHAR, 590, 5 KW (A-2)	, BTFL/EZ	, \$ 24.00* (Eastman)		Ron Clement
KYAK, 650, 50 KW (DA-1)	, COUNTRY	MBS, \$ 34.00* (Christal)	Olympia	Gary Donovan

FM STATIONS

KASH-F, 107.5, 100 KW @ 295, COUNTRY	ABC-E, \$ 32.00* (MMR)	Comm. Pacific	
KENI-F, 100.5, 25 KW @ 178, AC	, \$ 30.00* (Katz)		Gregg Clapper
KGOT-F, 101.3, 26 KW @ -66, CHR	MBS, \$ 55.00* (Christal)	Olympia	Gary Donovan
KKLV-F, 104.1, 55 KW @ 61, AC	APR, \$ 26.00 (Tacher)		Ron Clement
KNIK-F, 105.3, 25 KW @ 265, NEW AGE	CBS, \$ 22.00 (Roslin)		Ron Moore
KPXR-F, 102.1, 25 KW @ 165, CHR	, \$ 35.00* (Katz)	Ingstad	Don Nodin
KWHL-F, 106.5, 100 KW @ -89, AOR	, \$ 46.00 (Mc-Guild)		Roy Robinson
KXDZ-F, 103.1, 3 KW @ 13, SOFT AC	Trans, \$ 18.00 (---)		Kent Byrus
KEAG-F, 97.3, 100 KW @ ??, OLDIES	, \$ NA (Republic)		
KLEF-F, 98.1, 25 KW @ ??, CLASSICAL	, \$ NA (OMBS)		

CALLS

KASH-AM changes to KKSD (Sept).

FORMATS

KLEF signs on with a CLASSICAL format.

SALES

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 133/256,100

Stations: 22/14
Diaries: 646/396:1.61.3%
Sample Target: 630
% Below Line: 20.0%
% Not Listed: 14.4%

1988 Revenue: \$7,300,000
HH/ Inc: \$33,022
Retail \$: 1.8 Bil
Pop per Station: 18,293
#1 Biller: WAPL-F \$2,000,000

MSA Rank/Pop: 149/313,100
Green Bay ADI
Average Person Ratings: 17.6
Market TSL: 23.0 Hours

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WIXX-F (CHR)	57/12.7	11.8	9.5	11.9	8.6	---	144/ 2080	788/30.8	31.8	27.8	98	12.8	59	888 WIXX-F
2. WAPL-F (AOR)	54/12.0	15.2	14.8	14.3	14.2	---	127/ 1601	692/27.0	28.7	31.5	114	22.8	105	1018 WAPL-F
3. WMGV-F (CHR)	47/10.4	7.1	6.3	4.0	4.7	---	58/ 853	700/27.3	18.6	17.2	77	8.5	39	474 WMGV-F
4. WHBY (MOR)	34/ 7.6	5.4	8.5	6.3	7.6	---	34/ 504	491/19.2	15.2	20.7	87	8.2	38	389 WHBY
5. WROE-F (EZ)	32/ 7.1	9.1	9.0	10.1	8.6	---	47/ 549	398/15.5	15.0	15.5	118	4.8	22	201 WROE-F
6. WOSH (MOR)	23/ 5.1	3.9	4.3	3.2	4.7	---	24/ 293	272/10.6	10.8	9.2	69	4.1	19	242 WOSH
7. WAHC-F (C)	21/ 4.7	4.2	4.8	2.1	3.2	---	26/ 318	271/10.6	8.7	7.3	140	3.3	15	217 WAHC-F
8. WRJQ (E)	18/ 4.0	2.5	4.0	1.1	.7	---	25/ 312	189/ 7.4	4.4	5.6	55	2.6	12	92 WRJQ
9. WYNE (C)	17/ 3.8	5.2	5.0	9.3	5.6	---	19/ 263	233/ 9.1	10.5	10.3	105	4.1	19	192 WYNE
10. WKFX-F (O)	14/ 3.1	4.9	4.5	4.5	3.4	---	21/ 388	265/10.3	12.8	13.3	187	2.4	11	211 WKFX-F

12+ FM SHARE (METRO): 65.19% (251 of 385) (FAL 87: 59.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIXX-F>	1. WAPL-F	1. WAPL-F	1. WAPL-F	1. WAPL-F	1. WHBY	1. WIXX-F<	1. WAPL-F	1. WAPL-F	1. WAPL-F	1. WOSH>
2. WMGV-F>>	2. WIXX-F	2. WIXX-F	2. WIXX-F>	2. WIXX-F>	2. WROE-F	2. WAPL-F	WROE-F	2. WIXX-F	WIXX-F	2. WAPL-F>
3. WAPL-F>	3. WMGV-F>>	3. WMGV-F>>	3. WMGV-F	3. WROE-F	3. WRJQ	3. WMGV-F	3. WIXX-F	3. WMGV-F	3. WMGV-F>>	3. WHBY
4.	4.	4. WROE-F	4. WROE-F	4. WMGV-F	4. WOSH	4. WOSH	4. WMGV-F	4. WROE-F>	4. WOSH	WIXX-F
5.	5.	5. WHBY	5. WHBY	5. WAHC-F	5. WAHC-F	5. WHBY	5. WHBY	5. WHBY	5. WROE-F	5.
6.	6.	WKFX-F	6. WKFX-F	WHBY	WYNE	6.	6.	6.	6.	6.

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. WMGV-F>	1. WMGV-F<	1. WIXX-F>	1. WMGV-F>	1. WROE-F	1. WAPL-F>>	1. WAPL-F>>	1. WAPL-F>>	1. WAPL-F>>	1. WAPL-F>
2. WIXX-F>>	2. WIXX-F>	2. WAPL-F	WIXX-F	WIXX-F	2. WIXX-F	2. WIXX-F>	2. WIXX-F>	2. WIXX-F>	2. WIXX-F>
3. WAPL-F>	3. WAPL-F	WMGV-F	3. WROE-F	3. WMGV-F	3. WMGV-F	3. WMGV-F>	3. WMGV-F>	3. WMGV-F>	3. WAHC-F
4. WROE-F>	4. WROE-F	WROE-F>	4. WAPL-F	4. WAPL-F	4.	4.	4. WKFX-F	4.	WMGV-F
5. WAHC-F	5.	5. WKFX-F	5.	WHBY	5.	5.	5.	5.	5. WHBY

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	27.0	15.4	WEMI-F 100.1 Neenah 1.3/ 3.8
AOR/CLASSIC		54 (1)	54 (1)	14.0	16.2	WLKE 690 Oshkosh .7/ 3.0
AC/OLDIES/ROCK	17 (3)	22 (3)	39 (6)	10.1	17.3	WMBE 1530 Chilton 2.7/ 2.0
MOR/VARIETY/FULL	62 (4)		62 (4)	16.1	15.4	WNAM 1280 Neenah 1.8/10.0
COUNTRY	25 (2)	23 (2)	48 (4)	12.5	14.3	WQWM 1050 Kavkauna 1.3/ 6.9
BLACK/URBAN						WUJZ 1400 Green Bay .7/ 1.7
BTFL/EZ		42 (2)	42 (2)	10.9	12.4	WUJZ-F 98.5 Green Bay 2.2/ 7.5
NEWS/TALK						WFON-F 107.1 Fond Du Lac 1.1/ 4.0
NOSTALGIA	12 (1)					WGEE 1360 Green Bay 1.8/ 6.7
RELIGION/GOSPEL		6 (1)	6 (1)	3.1	6.9	WNBK-F 93.5 New London .4/ 3.5
SPANISH				1.5	2.1	WTMJ 620 Milwaukee .4/ 3.9
CLASSICAL						WYCO-F 107.9 Wausau .7/ 3.3
JAZZ/NEW AGE						
OTHERS/UNKNOWN	18 (1)		18 (1)	4.7		

385 (22)

RADIO STATIONS

WHBY, 1230, 1 KW	, MOR	CBS, \$ 35.00 (Eastman)	Woodward	Susan Knaack
WNAM, 1280, 5 KW/ 1 KW (DA-1)	, AC	ABC-I, \$ 18.00 (K & P)		Sherly Perisho
WOSH, 1490, 1 KW	, MOR	NBC, \$ 17.00 (HNWH)	Midwest Family	Bill Mann
WQWM, 1050, 1 KW/500 W (DA-2)	, OLDIES	, \$ 20.00 (Katz)		John Nehmer
WYNE, 1150, 5 KW (DA-2)	, COUNTRY	ABC-E, \$ 27.00 (---)	Fox Valley	Jim Hodges
WRJQ, 1570, 1 KW (DAYS)	, ETHNIC	, \$ 13.00 (---)		
WAHC-F, 96.7, 3 KW @ 293,	COUNTRY	ABC-I, \$ 16.00 (K & P)		Sherly Perisho
WAPL-F, 105.7, 100 KW @ 500,	AOR	, \$ 38.00 (Eastman)	Woodward	Susan Knaack
WKFX-F, 104.9, 1 KW @ 480,	OLDIES	ABC-R, \$ 20.00 (Katz)	Wincom	
WMGV-F, 103.9, 2.5 KW @ 355,	CHR	Source, \$ 24.00 (HNWH)	Midwest Family	Bill Mann
WROE-F, 94.3, 3 KW @ 337,	EZ/BTFL	APR, \$ 23.00 (Republic)	Fox Valley	Jim Hodges

ATLANTA

Arbitron Rank/Pop (12+): 13/219,200

Stations: 24/23
Diaries: 2047/1084:1/49.6%
Sample Target: 1690
% Below Line: 0.5%
% Not Listed: 11.7%

1988 Revenue: \$107,000,000
HH Inc.: \$36,517
Retail \$: 23.0 Bill
Pop per Station: 96,487
#1 Biller: WAOK/WVEE-F \$12,600,000

MSA Rank/Pop: 1/2,692,400

ADI #12

Average Person Ratings: 17.8

Market TSL: 23.5 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO		SPG 88	FAL 87	% 25-54			BIRCH SHARE	BIRCH AQH	BIRCH CUME	
								CUME/CUME	RATING			CONVERSION	SHARE	AQH				
1. WSB-F (AC)	412/10.4	9.9	8.0	8.4	6.9	9.2	474/6034	5243/23.6	19.1	17.5	130	8.0	306	3588	WSB-F			
2. WKLS-F (AOR)	326/ 8.3	10.1	9.9	7.9	7.6	9.1	386/4969	3889/17.5	18.4	15.1	95	10.3	396	4437	WKLS-F			
3. WVEE-F (B)	309/ 7.8	9.7	10.2	10.5	9.4	9.6	348/4162	3681/16.6	16.7	16.1	103	11.5	440	4047	WVEE-F			
WAPW-F (CHR)	309/ 7.8	5.5	5.8	5.4	6.1	6.1	375/4449	3693/16.6	14.7	14.7	71	7.9	303	4201	WAPW-F			
5. WPCH-F (EZ)	300/ 7.6	8.0	7.9	8.1	8.9	7.9	359/4362	3574/16.1	16.6	18.1	93	6.0	229	3333	WPCH-F			
6. WSB (MOR)	292/ 7.4	7.3	7.4	7.1	8.6	7.3	312/4925	4439/20.0	17.3	18.1	85	4.5	174	2634	WSB			
7. WKHX-F (C)	253/ 6.4	5.8	6.6	7.8	6.7	6.7	361/4101	2837/12.8	13.7	13.8	108	6.3	241	2682	WKHX-F			
8. WYAY-F (C)	230/ 5.8	5.7	5.4	5.7	5.0	5.7	360/4295	2743/12.4	12.8	10.9	122	6.4	247	3498	WYAY-F			
9. WZGC-F (CHR)	216/ 5.5	5.9	6.4	5.4	5.5	5.8	266/4534	3933/17.7	18.3	16.1	62	8.8	340	3911	WZGC-F			
10. WQXI A/F (AC)	168/ 4.3	4.9	5.9	5.6	6.6	5.2	184/3780	3379/15.2	15.1	17.7	128	5.0	185	3009	WQXI A/F			
11. WFOX-F (AC)	165/ 4.2	4.1	4.8	4.3	4.6	4.4	273/4492	3331/15.0	13.4	14.4	140	4.2	161	2633	WFOX-F			
12. WAOK (B)	113/ 2.9	2.9	3.8	3.2	4.3	3.2	113/1176	1176/ 5.3	5.9	6.7	86	2.6	100	1320	WAOK			
13. WGST (N/T)	98/ 2.5	3.5	3.5	3.5	2.6	3.3	100/1993	1925/ 8.7	9.1	8.2	80	3.4	130	1328	WGST			
14. WEKS-F (B)	96/ 2.4	2.9	2.5	3.2	3.5	2.8	138/2145	1814/ 8.2	8.0	8.2	75	3.3	127	1778	WEKS-F			
15. WPBD (B)	49/ 1.2	1.1	---	---	---	.6	51/ 690	663/ 3.0	---	---	150	1.0	39	461	WPBD			

12+ FM SHARE (METRO): 80.33% (2802 OF 3488) (FAL 87: 79.19%)

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

FORMATS	FAL 87					OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%				
TOP 40/CHR/CONTEMP		525 (2)	525 (2)	15.1	12.9	WAEC	860	Atlanta	.8/ .9
AOR/CLASSIC		326 (1)	326 (1)	9.3	8.4	WCNN	680	N. Atlanta	.6/3.2
AC/OLDIES/SOFT ROCK	3 (1)	742 (3)	745 (4)	21.4	20.0	WGKA	1190	Atlanta	.4/1.1
MOR/VARIETY/FULL	292 (1)		292 (1)	8.4	9.6	WGUN	1010	Atlanta	.4/1.3
COUNTRY	9 (1)	483 (2)	492 (3)	14.1	13.9	WIGO	1340	Atlanta	.3/1.1
BLACK/URBAN	174 (3)	405 (2)	479 (5)	13.7	20.2	WKHX	101.5	Marietta	.2/1.0
BTFL MUSIC/EZ		300 (1)	300 (1)	8.6	9.8	WTJH	1260	East Point	.6/ .6
NEWS/TALK	122 (2)		122 (2)	3.5	3.5	WVFJ-F	93.3	Manchester	.5/1.6
NOSTALGIA									
RELIGION/GOSPEL	39 (2)	21 (1)	60 (3)	1.7	0.3				
SPANISH									
CLASSICAL	15 (1)		15 (1)	0.4	0.8				
JAZZ/NEW AGE									
OTHERS/UNKNOWN	32 (1)		32 (1)	0.9	0.6				
	686 (12)	2802 (12)	3488 (24)						

RADIO STATIONS

AM STATIONS

WAEC, 860, 5 KW (DAYS)	, RELIGION	, \$ 22.00	(Forus)	Forus
WAOK, 1380, 5 KW	, BLACK	NBN,NBC,\$ 60.00	(Mc-Guild)	Summit
WCNN, 680, 50 KW/10 KW (DA-1)	, NEWS/TALK	US 2,CNN,\$ 42.00	(HMWH)	
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL	, \$ 40.00	(CMBS)	
WGST, 920, 5 KW/1 KW	, NEWS/TALK	ABC-I,MBS,\$ 75.00	(Eastman)	Jacor
WGUN, 1010, 50 KW (DAYS)	, GOSPEL	, \$ 21.00	(---)	Rivers
WIGO, 1340, 1 KW	, BLACK	, \$ 45.00	(Citimedia)	
WKHX, 590, 5 KW (DA-N)	, COUNTRY	, \$ NA	(Republic)	Cap Cities/ABC
WQXI, 790, 5 KW/1 KW (DA-N)	, OLDIES	, \$ NA	(Banner)	Jeff-Pilot
WSB, 750, 50 KW	, MOR/TALK	APR,ABC-T,\$190.00	(Christal)	Cox
WYZE, 1480, 5 KW (DAYS)	, BLACK/GOSPEL	, \$ 16.00	(---)	Buck

FM STATIONS

WAPW, 97.7, 100 KW @ 1000, CHR		, \$120.00	(Durpetti)	Susquehanna
WEKS, 104.1, 60 KW @ 1220, BLACK		CBS-R,\$ 70.00	(Durpetti)	Zapis
WFOX, 97.1, 100 KW @ 1566, OLDIES		, \$135.00	(MMR)	Shamrock (GAINESVILLE)
WKHX, 101.5, 100 KW @ 900, COUNTRY		, \$175.00	(Republic)	Cap Cities/ABC
WKLS, 96.1, 100 KW @ 950, AOR		ABC-R,\$190.00	(Katz)	Great American
WPCH, 94.9, 100 KW @ 968, BTFL/EZ		, \$170.00	(Eastman)	Jacor
WQXI, 94.1, 100 KW @ 914, AC/CONTEMP		, \$178.00	(Banner)	Jeff-Pilot
WSB, 98.5, 100 KW @ 919, AC		, \$176.00	(Christal)	Cox
WVEE 103.3, 100 KW @ 1022, URBAN		US 1,\$175.00	(Mc-Guild)	Summit
WYAY, 106.7, 100 KW @ 1400, COUNTRY		, \$160.00	(MMR)	New City (GAINESVILLE)
WZGC, 92.9, 100 KW @ 910, CLASSIC ROCK		, \$140.00	(HMWH)	Cook Inlet

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WCNN: From Nostalgia to News/Talk (Nov.)
 WZGC-F: From CHR to Classic Rock (Jan.)
 WFOX-F: From AC to Oldies (Jan.)

WAGQ-F (Athens): Sold for \$15,260,000
 WPDB: Sold to Jacor for \$4,300,000

***** F O R M A T C O D E S *****	
* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

ATLANTIC CITY

Arbitron Rank/Pop (12+): 164/180,300

Stations: 25/9
Diaries: 599/301:1/41.1%
Sample Target: 550
% Below Line: 25.9%
% Not Listed: 14.5%

1988 Revenue: \$7,300,000
HH/ Inc: \$31,094
Retail \$: 2.8 Bil
Pop per Station: 20,033
#1 Biller: NA

MSA Rank/Pop: 151/304,300
Philadelphia ADI
Average Person Ratings: 18.0
Market TSL: 24.0 Hours

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WAYV-F (CHR)	43/13.3	17.7	---	13.4	---	---	56/ 704	491/27.2	33.7	---	150			WAYV-F
2. WFPG-G (EZ)	40/12.3	14.2	---	10.6	---	---	54/ 454	353/19.6	19.1	---	73			WFPG-F
3. WMGM-F (CHR)	27/ 8.3	6.3	---	4.1	---	---	35/ 416	289/16.0	13.3	---	93			WMGM-F
4. WMID (BB)	25/ 7.7	7.9	---	9.4	---	---	36/ 327	261/14.5	11.2	---	25			WMID
5. WMID-F (AC)	18/ 5.6	3.2	---	5.6	---	---	25/ 382	294/16.3	10.0	---	127			WMID-F
6. WUSS (B)	15/ 4.6	1.3	---	6.9	---	---	16/ 180	156/ 8.7	2.9	---	141			WUSS
WUSL-F (B)	15/ 4.6	3.5	---	3.4	---	---	23/ 203	155/ 8.6	7.9	---	126			WUSL-F
WZXL-F (AOR)	15/ 4.6	2.8	---	1.6	---	---	29/ 389	179/ 9.9	7.2	---	126			WZXL-F
9. WXTU-F (C)	14/ 4.3	3.8	---	3.8	---	---	15/ 188	170/ 9.4	8.0	---	121			WXTU-F
10. WMMR-F (AOR)	13/ 4.0	6.3	---	7.5	---	---	21/ 321	211/11.7	13.4	---	130			WMMR-F

12+ FM SHARE (METRO): 81.27% (217 of 267) (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAYV-F>	1. WAYV-F	1. WAYV-F>	1. WAYV-F>>	1. WAYV-F>>	1. WFPG-F>	1. WAYV-F	1. WAYV-F	1. WFPG-F	1. WMID	1. WMID
2. WMGM-F>	WMGM-F	2. WMGM-F	2. WMGM-F	2. WFPG-F	2. WMID	2. WFPG-F	2. WFPG-F>	2. WAYV	2. WMGM-F	2. WZXL-F
3. WBSS-F	3. WUSL-F	3. WMID-F	3. WFPG-F	3. WMGM-F	3. WAYV-F>	3. WMID	3. WMGM-F	3. WAYV	3. WMGM-F	3. WAYV-F
4. WMMR-F	4. WZXL-F	WUSL-F	4. WMID-F	4. WMID-F	4. WMGM-F	4. WMGM-F	4. WMID	4. WMID	4. WFPG-F	4. WFPG-F
5.	5. WMMR-F	WZXL-F	5.	5.	5.	5.	5. WMID-F	5.	5.	5.

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. WUSL-F	1. WAYV-F	1. WAYV-F>>	1. WAYV-F>>	1. WAYV-F>>	1. WMGM-F	1. WZXL-F	1. WUSL-F	1. WAYV-F	1. WAYV-F>>
2. WUSS>	2. WUSS	2. WMGM-F	2. WUSS	2. WFPG-F	2. WZXL-F>>	2. WMGM-F	2. WZXL-F	2. WMGM-F	2. WMGM-F
3. WAYV-F	3. WUSL-F	3. WUSL-F	3. WMGM-F	3. WMID-F	3. WMMR-F	3. WMMR-F	3. WAYV-F	3. WZXL-F	3. WZXL-F
WMGM-F	4. WMGM-F	WMMR-F	WMID-F	WUSS	4.	WUSL-F	WMMR-F>	4. WMMR-F	4. WFPG-F
WMID-F	5.	5.	5. WUSL-F	5.	5.	5. WAYV-F	5. WFPG-F	5. WUSL-F	5. WMMR-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		71 (3)	71 (3)	26.6	---	WFPG 1450 Atlantic City 1.2/7.5
AOR/CLASSIC		29 (3)	29 (3)	10.9	---	WOND 1400 Pleasantville .9/9.2
AC/OLDIES/SOFT ROCK	3 (1)	29 (6)	32 (7)	12.0	---	WRDR-F 104.9 Egg Harbor 2.5/6.0
MOR/VARIETY/FULL						KYW 1060 Philadelphia .3/4.5
COUNTRY		14 (1)	14 (1)	5.2	---	WBSS-F 97.3 Millville 1.2/4.5
BLACK/URBAN	15 (1)	15 (1)	30 (2)	11.2	---	WCAU 1210 Philadelphia .6/4.6
BTFL/EZ	4 (1)	40 (1)	44 (2)	16.5	---	WIOQ-F 102.1 Philadelphia .6/3.4
NEWS/TALK	3 (2)	1 (1)	4 (3)	1.5	---	WKSZ-F 100.3 Media .6/2.2
NOSTALGIA	25 (1)	8 (1)	33 (2)	12.4	---	WKTU-F 98.3 Ocean City 1.9/5.8
RELIGION/GOSPEL						WMGK-F 102.9 Philadelphia .9/4.1
SPANISH						WOGL-F 98.1 Philadelphia .6/2.6
CLASSICAL						WSLT-F 106.3 Ocean City .6/4.3
JAZZ/NEW AGE						WSTW-F 93.7 Wilmington .3/1.6
OTHERS/UNKNOWN		10 (2)	10 (2)	3.7		WWDB-F 96.5 Philadelphia .3/2.6
						WYSP-F 94.1 Philadelphia .3/3.1

267 (25)

RADIO STATIONS

WMID, 1340, 1 KW	, NOSTALGIA	NBC, \$ 24.00 (Republic)	
WOND, 1400, 1 KW	, OLDIES	ABC-E, \$ 15.00 (Mc-Guild)	
WUSS, 1490, 1 KW/250 W	, BLACK	MBS, NBN, \$ 17.00 (Lotus)	Dick Irland Larry Hayes
WAYV-F, 95.1, 20 KW @ 300, CHR		, \$ 37.00 (Katz)	Forrest Vi Trofa
WFPG-F, 96.9, 50 KW @ 400, BTFL/EZ		, \$ 31.00 (Eastman)	Hartstone/Dickstein Dick Taylor
WMGM-F, 103.7, 50 KW @ 395, CHR		, \$ 21.00 (Mc-Guild)	Dick Irland
WMID-F, 99.3, 3 KW @ 290, AC		, \$ 22.00 (Republic)	Bill Musser
WRDR-F, 104.9, 3 KW @ 280, NOSTALGIA		APR, \$ 15.00 (---)	(EGG HARBOR) John DeMasi
WSLT-F, 106.3, 3 KW @ 310, SOFT AC		, \$ 16.00 (Groskin)	(OCEAN CITY) Neeley Crowley
WZXL-F, 100.7, 38 KW @ 330, AOR		, \$ 15.00 (Durpetti)	(WILDWOOD) Joe Gallagher

Other ranked stations - See Philadelphia

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AUSTIN

Arbitron Rank/Pop (12+): 58/630,500

Stations: 16/15
Diaries: 889/709:1/19.1%
Sample Target: 880
% Below Line: 1.3%
% Not Listed: 20.3%

1988 Revenue: \$22,100,000
HH/ Inc: \$34,055
Retail \$: 5.3 Bil
Pop per Station: 42,033
#1 Biller: KASE-F \$4,400,000

MSA Rank/Pop: 66/764,500
ADI# 70

Average Person Ratings: 16.1
Market TSL: 21.3 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KASE-F (C)	151/14.9	12.6	15.9	14.4	13.5	14.5	215/ 2258	1515/24.0	24.6	23.3	111	15.5	163	1568 KASE-F
2. KLBJ-F (AOR)	100/ 9.9	10.1	10.2	8.8	7.6	9.8	112/ 1792	1508/23.9	20.7	19.6	111	13.0	136	1834 KLBJ-F
3. KBTS-F (CHR)	92/ 9.1	8.0	10.6	8.5	7.1	9.1	134/ 2110	1376/21.8	23.9	19.9	74	10.5	110	1847 KBTS-F
4. KKMJ-F (AC)	90/ 8.9	9.5	10.0	10.5	11.1	9.7	98/ 1401	1281/20.3	20.1	23.4	122	8.5	89	1042 KKMJ-F
5. KEYI-F (AC)	69/ 6.8	4.2	3.2	4.0	5.4	4.6	81/ 1301	1069/17.0	11.7	16.0	121	6.0	63	900 KEYI-F
6. KHFI-F (CHR)	55/ 5.4	9.5	7.2	8.2	6.8	7.6	56/ 1125	1102/17.5	21.0	19.3	69	6.5	68	1575 KHFI-F
7. KLBJ (N/T)	54/ 5.3	5.3	5.1	4.6	4.7	5.1	62/ 1070	913/14.5	13.3	13.0	96	3.6	38	690 KLBJ
8. KQFX-F (O)	46/ 4.5	4.3	4.0	3.9	4.3	4.2	56/ 1139	971/15.4	14.6	11.6	124	3.3	34	709 KQFX-F
9. KPEZ-F (AOR)	35/ 3.5	4.1	3.6	5.8	4.2	4.3	35/ 874	858/13.6	11.9	12.8	106	5.3	55	829 KPEZ-F
10. KAPT-F (AC)	29/ 2.9	2.7	2.6	3.5	3.5	2.9	32/ 500	536/ 6.9	10.8	11.0	72	1.1	11	208 KAPT-F
11. KVET (C)	24/ 2.4	2.8	3.1	4.2	4.5	3.1	33/ 522	435/ 6.9	5.5	10.4	88	2.8	29	406 KVET
12. KOKE (EZ)	22/ 2.2	3.0	4.2	2.9	2.7	3.1	23/ 211	182/ 2.9	5.5	5.7	32	.4	4	155 KOKE

12+ FM SHARE (METRO): 82.65% (667 of 807) (FAL 87: 76.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBTS-F>>	1. KLBJ-F	1. KASE-F	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KASE-F	1. KLBJ-F<	1. KASE-F
2. KHFI-F>>	2. KASE-F	2. KLBJ-F>	2. KLBJ-F	2. KLBJ-F	2. KKMJ-F	2. KLBJ-F<	2. KKMJ-F	2. KLBJ-F	2. KBTS-F	2. KLBJ
3.	3. KBTS-F	3. KKMJ-F	3. KKMJ-F	3. KKMJ-F	3. KLBJ	3. KKMJ-F	3. KLBJ-F	3. KKMJ-F	3. KASE-F	3. KKMJ-F
4.	4. KHFI-F	4. KBTS-F	4. KEYI-F	4. KEYI-F	4. KEYI-F	4. KBTS-F	4. KEYI-F	4. KBTS-F	4. KHFI-F	4. KLBJ-F
5.	5. KKMJ-F<	5. KEYI-F	5. KBTS-F	5. KBTS-F	5. KAPT-F	5. KEYI-F	5. KBTS-F	5. KEYI-F	5. KLBJ	5. KBTS-F
6.	6. KEYI-F	6.	6.	6.	6.	6.	6.	6. KHFI-F	6.	6. KHFI-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. KBTS-F	1. KASE-F	1. KASE-F>	1. KASE-F	1. KASE-F	1. KLBJ-F>>	1. KLBT-F>	1. KLBJ-F>	1. KLBJ-F	1. KASE-F
2. KHFI-F	2. KLBJ-F	2. KLBJ-F	2. KEYI-F	2. KEYI-F	2. KBTS-F	2. KASE-F	2. KASE-F	2. KASE-F>	2. KLBJ-F
3. KLBJ-F	3. KBTS-F	3. KEYI-F	3. KKMJ-F	3. KKMJ-F>	3. KASE-F	3. KBTS-F>	3. KBTS-F	3. KBTS-F	3. KKMJ-F
4. KASE-F>	4. KEYI-F	4. KBTS-F>	4. KLBJ-F	4. KLBJ-F	4. KQFX-F	4. KQFX-F	4. KKMJ-F	4. KKMJ-F	4. KBTS-F
5. KKMJ-F	5. KHFI-F	5. KKMJ-F	5. KBTS-F	5. KBTS-F	5.	5. KKMJ-F	5. KQFX-F	5. KQFX-F	5. KLBJ
6.	6. KKMJ-F	6.	6. KHFI-F	6.	6.	6.	6. KPEZ-F	6.	6. KQFX-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RADIO STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		147 (2)	147 (2)	18.2	20.6	KIXL	970	Del Valle	1.0/2.5
AOR/CLASSIC		135 (2)	135 (2)	16.7	14.7	KTAE	1260	Taylor	1.0/1.6
AC/OLDIES/SOFT ROCK		234 (4)	234 (4)	29.0	25.1	KTXZ	1560	W. Lake Hills	.7/2.5
MOR/VARIETY/FULL						WOAI	1200	San Antonio	1.3/4.4
COUNTRY	24 (1)	151 (1)	175 (2)	21.7	21.3				
BLACK/URBAN									
BTFL/EZ	22 (1)		22 (1)	2.7	3.8				
NEWS/TALK	67 (2)		67 (2)	8.3	7.8				
NOSTALGIA									
RELIGION/GOSPEL	10 (1)		10 (1)	1.2					
SPANISH	7 (1)		7 (1)	0.9	4.6				
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN	10 (1)		10 (1)	1.2	2.2				
			807 (16)						

RADIO STATIONS

KELG,	1440,	500 W (DA-2)	, HISPANIC	, \$ 17.00 (Lotus)	Encore
KIXL,	970,	1 KW (DAYS,DA)	, RELIGION	, \$ 10.00 (Republic)	
KLBJ,	590,	5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS, \$ 46.00 (Eastman)	
KOKE,	1370,	5 KW/500 W (DA-2)	, BTFL/EZ	, \$ 27.00. (---)	
KVET,	1300,	5 KW/1 KW (DA-2)	, COUNTRY	ABC-I, \$ 40.00 (Katz)	
KAPT-F,	94.7,	100 KW @ 1154,	CONTEMP	, \$ 34.00 (Durpetti)	(LULING)
KASE-F,	100.7,	100 KW @ 1190,	COUNTRY	, \$100.00 (Katz)	
KBTS-F,	93.3,	100 KW @ 1983,	CHR	, \$ 70.00 (Christal)	Genesis (KILLEEN)
KEYI-F,	103.5,	100 KW @ 1260,	AC	, \$ 60.00 (Christal)	Degree
KHFI-F,	98.3,	1.3 KW @ 418,	CHR	ABC-C, \$ 67.00 (Republic)	Encore
KKMJ-F,	95.5,	100 KW @ 1000,	AC	, \$ 82.00 (CBS)	Keymarket
KLBJ-F,	93.7,	100 KW @ 1057,	AOR	, \$ 76.00 (Eastman)	
KPEZ-F,	102.3	3 KW @ 300,	CLASSIC ROCK	, \$ 58.00 (HNWH)	Clear Channel
KQFX-F,	96.5,	29 KW @ 653,	OLDIES	ABC-R, \$ 36.00 (Banner)	Capitol-Johnson (GEORGETOWN)

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BAKERSFIELD

Arbitron Rank/Pop (12+): 87/352,400

MSA Rank/Pop: 93/522,300

ADI# 144

Average Person Ratings: 16.4

Market TSL: 21.8 Hours

Stations: 25/20

Diaries: 740/476:1/42.6%

Sample Target: 740

% Below Line: 4.2%

% Not Listed: 13.1%

1988 Revenue: \$13,000,000

HH/ Inc: \$34,984

Retail \$: 3.2 Bil

Pop per Station: 17,620

#1 Biller: KUZZ A/F \$2,700,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KUZZ A/F (C)	104/18.0	15.4	24.1	26.9	27.4			940/26.7	23.4	---	104			KUZZ A/F
2. KKXX-F (CHR)	69/11.9	6.7	---	1.0	---			1031/29.2	20.6	---	82			KKXX-F
3. KKBB-F (AOR)	46/ 8.0	5.2	1.1	4.5	1.9			438/12.4	9.5	2.3	88			KKBB-F
KGFM-F (EZ)	46/ 8.0	6.8	6.3	7.1	4.9			458/13.0	11.9	10.0	104			KGFM-F
5. KQXR-F (CHR)	36/ 6.2	9.6	7.9	8.2	9.1			731/20.7	24.4	18.2	61			KQXR-F
6. KERN (MOR)	29/ 5.0	4.6	4.7	2.6	4.0			431/12.2	10.9	7.4	76			KERN
KGEO (AC)	29/ 5.0	5.0	2.1	4.0	5.6			392/11.1	7.4	7.0	146			KGEO
8. KLLY-F (AC)	26/ 4.5	3.3	4.5	4.2	4.0			367/10.4	8.2	9.9	149			KLLY-F
KWAC (SP)	26/ 4.5	3.4	6.5	3.5	7.2			296/ 8.4	4.6	6.5	113			KWAC
10. KBOS-F (CHR)	14/ 2.4	2.1	2.6	2.3	1.1			174/ 4.9	4.7	3.8	67			KBOS-F
KAFY (SP)	14/ 2.4	2.0	5.3	2.3	4.9			186/ 5.3	3.7	7.7	104			KAFY
12. KHIS-F (R/G)	12/ 2.1	.8	.8	1.3	.9			188/ 5.3	3.3	3.1	138			KHIS-F
13. KXEM (SP)	9/ 1.6	.8	1.0	---	---			71/ 2.0	1.8	1.2	81			KXEM

NOTE: This market's metro and TSA are the same.

12+ FM SHARE (METRO): 65.94% (331 of 502) (FAL 87: 54.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKXX-F>>	1. KKBB-F	1. KUZZ A/F	1. KUZZ A/F	1. KUZZ A/F>>	1. KUZZ A/F>	1. KUZZ A/F>	1. KUZZ A/F>	1. KUZZ A/F>	1. KUZZ A/F	1. KUZZ-F
2. KQXR-F>>	2. KKXX-F	2. KKXX-F	2. KKXX-F	2. KKXX-F	2. KKXX-F	2. KKXX-F	2. KKXX-F	2. KKXX-F>	2. KKXX-F>	2. KKBB-F
3.	3. KUZZ A/F>	3. KKBB-F>	3. KGEO	3. KGFM-F	3. KERN	3. KGFM-F	3. KGFM-F	3. KKBB-F>	3. KKBB-F	3. KUZZ
4.	4. KQXR-F	4. KGEO	4. KKBB-F	4. KGEO	4. KGEO	4. KWAC	4. KKBB-F	4. KQXR-F	4. KQXR-F	4. KERN
5.	5. KLLY-F	5. KLLY-F	5. KGFM-F	5. KKBB-F	5. KWAC	5.	5. KGEO	5. KGFM-F	5. KERN	5.
6.	6.	6. KQXR-F	6. KLLY-F	6. KLLY-F	6.	6.	6.	6.	6.	6.

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. KKBB-F	1. KKXX-F	1. KKXX-F>	1. KKXX-F>	1. KUZZ A/F	1. KKBB-F>>	1. KKBB-F	1. KUZZ A/F	1. KUZZ A/F>	1. KUZZ A/F>>
KKXX-F	2. KKBB-F	2. KLLY-F	2. KUZZ A/F	2. KKXX-F	2. KKXX-F	2. KUZZ A/F	2. KKBB-F	2. KKBB-F	2. KKBB-F
3. KQXR-F>	3. KLLY-F	3. KKBB-F	3. KKBB-F	3. KGFM-F	3. KQXR-F	3. KKXX-F>	3. KKXX-F	3. KKXX-F	3. KGEO
4. KLLY-F	4. KQXR-F	4. KQXR-F	4. KLLY-F	4. KLLY-F	4. KUZZ A/F	4. KQXR-F	4. KLLY-F>	4. KGEO	4. KKXX-F
5. KUZZ A/F	5. KUZZ A/F	5. KUZZ A/F	5. KGFM-F	5. KGEO	5.	5. KLLY-F	5. KWAC	5. KQXR-F	5. KGFM-F
6.	6.	6.	6. KQXR-F	6.	6.	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		119 (3)	119 (3)	23.7	24.4	KCHJ 1010 Delano .3/1.7
AOR/CLASSIC		46 (1)	46 (1)	9.2	4.4	KDNO-F 98.5 Delano .3/1.1
AC/OLDIES/SOFT ROCK	29 (1)	34 (3)	63 (4)	12.5	15.3	KERI 1180 Wasco .9/4.1
MOR/VARIETY/FULL	40 (3)		40 (3)	8.0	7.0	KKRV-F 102.3 Kernville .7/1.7
COUNTRY	42 (1)	64 (2)	106 (3)	21.1	18.0	KPMC 1560 Bakersfield .9/3.8
BLACK/URBAN						KVLI 1140 Lake Isabella 1.0/2.2
BTFL/EZ		46 (1)	46 (1)	9.2	7.2	KFSO-F 92.9 Visalia .7/1.8
NEWS/TALK	2 (1)		2 (1)	0.4	1.3	KJUG-F 106.7 Fresno .3/1.1
NOSTALGIA	2 (1)		2 (1)	0.4	0.6	KMJ 580 Los Angeles .3/1.5
RELIGION/GOSPEL	5 (1)	14 (2)	19 (3)	3.8	1.5	KMPC 710 Los Angeles .3/2.0
SPANISH	49 (3)		49 (3)	9.8	14.5	
CLASSICAL		8 (1)	8 (1)	1.6	2.6	
JAZZ/NEW AGE					0.6	
OTHERS/UNKNOWN	2 (1)		2 (1)	0.4	3.3	

RADIO STATIONS 502 (25)

KAFY, 970, 1 KW	, SPANISH	UPI, \$ 27.00 (Caballero)	Mary Barro
KERN, 1410, 1 KW	, MOR	ABC-I, \$ 20.00 (HNWH)	Terry Dorsey
KGEO, 1230, 1 KW	, OLDIES	CBS-R, \$ 21.00 (Mc-Guild)	American General
KPMC, 1560, 10 KW (DA-2)	, MOR	CBS,MBS, \$ 17.00 (Gillis)	Gary Conrad
KUZZ, 550, 5 KW (DA-2)	, COUNTRY	, \$ 45.00 (Katz)	Don Speare
KWAC, 1490, 1 KW	, HISPANIC	, \$ 27.00 (Lotus)	Buck Owens
			Mel Owens
			Ed Hopple)
KGFM-F, 101.5, 5 KW @ 1280, BTFL/EZ		, \$ 29.00 (Mc-Guild)	Gary Conrad
KIWI-F, 92.1, 3 KW @ 269, CLASSICAL		, \$ 25.00 (CMBS)	Bob Duffy
KLLY-F, 95.3, 2 KW @ 300, AC		APR, \$ 24.00 (Torbet)	Randy Warwick
KKBB-F, 97.7, 3 KW @ 300, AOR		, \$ 20.00 (Republic)	(SHAFTER) Rick Dames
KQXR-F, 94.1, 5 KW @ 1312, CHR		ABC-E, \$ 29.00 (Christal)	American General
KUZZ-F, 107.9, 6 KW @ 1340, COUNTRY		, \$ 38.00 (Katz)	Buck Owens
KHIS-F, 96.5, 50 KW @ 500, RELIGION		, \$ NA (---)	Mel Owens
KKXX-F 105.3, 34 KW @ 580, CHR		US 2, \$ 17.00 (Banner)	(DELANO) Alan Bowles
			Terry Dorsey

NOTE: KIWI-F sold for \$340,000. The east part of Kern County was deleted from the Arbitron metro.

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,975,900

Stations: 35/21
Diaries: 1704/1160:1/46.6%
Sample Target: 1700
% Below Line: 14.0%
% Not Listed: 10.5%

1988 Revenue: \$60,200,000
HH Inc.: \$34,570
Retail \$: 16.5 B11
Pop per Station: 94,090
#1 Biller: WBAL \$9,600,000

MSA Rank/Pop: 15/2,323,900
ADI #22
Average Person Ratings: 17.5
Market TSL: 23.0 Hours

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO		SPG		FAL		%		BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	88	88	87	87			CUME	RATING	88	87	25-54 CONVERSION	88	87					
1. WXYV-F (B/U)	301/8.7	8.0	6.8	5.7	8.7	7.3	312/3343	3164/16.0	14.5	14.4	92	10.3	366	3738	WXYV-F					
WLIF-F (EZ)	301/8.7	7.4	9.2	9.6	9.8	8.7	319/3543	3276/16.6	16.7	17.1	77	5.4	192	2133	WLIF-F					
3. WMMX-F (AC)	244/7.0	4.9	5.3	6.4	4.4	5.9	259/3549	3336/16.9	16.0	14.5	136	6.4	226	2892	WMMX-F					
4. WBSB-F (CHR)	208/6.0	8.6	7.3	6.8	8.0	7.2	253/4215	3578/18.1	19.6	19.9	81	7.7	271	3794	WBSB-F					
5. WBAL (N/T)	203/5.9	8.3	8.8	7.3	6.3	7.6	221/3609	3327/16.8	19.8	16.1	83	6.4	226	2596	WBAL					
6. WPOC-F (C)	200/5.8	6.4	4.9	5.3	6.6	5.6	260/3176	2496/12.6	12.7	12.9	109	6.3	224	2080	WPOC-F					
7. WIYY-F (AOR)	161/4.7	4.4	4.7	5.5	4.6	4.8	173/2859	2574/13.0	13.7	13.3	89	6.2	218	3444	WIYY-F					
8. WQSR-F (O)	129/3.7	4.0	3.9	3.6	3.4	3.8	140/2191	1970/10.0	9.8	8.2	157	3.4	120	1651	WQSR-F					
9. WCAO (C)	103/3.0	2.5	2.6	2.5	2.3	2.7	112/1496	1333/ 6.7	6.1	6.9	93	2.1	74	1117	WCAO					
10. WYST-F (AC)	98/2.8	2.8	2.6	3.5	2.5	2.9	99/1822	1774/ 9.0	8.1	8.2	136	1.7	61	1081	WYST-F					
11. WGRX-F (AOR)	93/2.7	2.8	2.8	3.4	2.7	2.9	143/2148	1521/ 7.7	9.2	7.1	89	3.2	114	1501	WGRX-F					
12. WGHT-F (U/B)	92/2.7	3.1	3.0	3.7	3.0	3.1	92/1966	1966/ 9.9	8.8	9.1	63	3.0	107	2222	WGHT-F					
13. WWDC-F (AOR)	87/2.5	2.4	2.7	2.4	2.9	2.5	106/1983	1678/ 8.5	9.6	9.2	112	2.0	72	1876	WWDC-F					
14. WBGR (R/G)	82/2.4	3.3	2.6	2.3	2.5	2.7	88/1010	987/ 5.0	5.0	4.6	104	2.9	102	1053	WBGR					
15. WHFS-F (AOR)	80/2.3	1.8	1.3	1.5	1.6	1.7	84/ 988	873/ 4.4	4.2	4.5	130	2.2	78	972	WHFS-F					
16. WCBM (T)	79/2.3	---	.6	1.1	1.2	1.0	81/ 796	747/ 3.8	2.9	4.2	65	1.0	37	421	WCBM					
17. WITH (BB)	74/2.1	1.9	2.8	2.4	2.1	2.3	74/ 926	926/ 4.7	5.4	4.9	19	1.4	49	834	WITH					
18. WWIN (B)	72/2.1	2.0	1.7	1.9	1.5	1.7	72/1116	1116/ 5.6	5.4	5.6	133	2.7	94	1237	WWIN					

- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.

12+ FM SHARE (METRO): 74.06% (2295 OF 3099) (FAL 87: 73.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBSB-F	1. WXYV-F>	1. WXYV-F	1. WMMX-F	1. WMMX-F	1. WLIF-F>	1. WBAL	1. WLIF-F	1. WLIF-F	1. WXYV-F>>>	1. WXYV-F
2. WXYV-F	2. WMMX-F	2. WMMX-F	2. WXYV-F	2. WXYV-F	2. WBAL	2. WXYV-F	2. WMMX-F	WXYV-F	2. WBSB-F	2. WLIF-F
3. WGHT-F>>>	3. WIYY-F	3. WBSB-F	3. WPOC-F<	3. WLIF-F	3. WPOC-F	3. WLIF-F	3. WXYV-F	3. WMMX-F	3. WIYY-F<	3. WBAL
4.	4. WBSB-F>	4. WIYY-F	4. WBSB-F<	4. WPOC-F	4. WMMX-F	4. WMMX-F	4. WPOC-F	4. WBSB-F	4. WLIF-F	4. WPOC-F
5.	5. WWDC-F	5. WPOC-F	5. WQSR-F	5. WQSR-F<	5. WCAO	5. WBSB-F	5. WBAL	5. WPOC-F	5. WBAL	5. WWIN
6.	6. WGRX-F	6. WLIF-F<	6. WLIF-F	6. WBSB-F	6. WQSR-F	6. WPOC-F	6. WIYY-F	6. WIYY-F	6. WIYY-F	6. WMMX-F
7.	7. WHFS-F	7. WQSR-F	7. WIYY-F	7. WBAL	7. WXYV-F	7. WIYY-F	7. WBSB-F	7. WBAL	7. WBAL	7. WCBM
8.	8.	8.	8.	8.	8.	8.	8. WQSR-F	8. WQSR-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. WXYV-F>>>	1. WXYV-F>	1. WMMX-F	1. WXYV-F	1. WMMX-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WMMX-F
2. WBSB-F>	2. WMMX-F	2. WXYV-F>	2. WMMX-F	2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WXYV-F<
3. WIYY-F	3. WBSB-F>	3. WBSB-F>>>	3. WBSB-F	3. WLIF-F	3. WGRX-F	3. WGRX-F	3. WMMX-F	3. WMMX-F	3. WIYY-F<
4. WMMX-F	4. WIYY-F	4. WLIF-F	4. WLIF-F	4. WBSB-F	4. WOC-F	4. WOC-F	4. WHFS-F	4. WPOC-F<	4. WPOC-F
5. WGHT-F	5. WLIF-F	5. WPOC-F	5. WPOC-F<	5. WPOC-F	5. WHFS-F>	5. WHFS-F	5. WWDC-F	5. WHFS-F<	5. WQSR-F
6. WLIF-F	6. WGHT-F<	6. WYST-F	6. WQSR-F	6. WQSR-F	6. WMMX-F	6. WMMX-F	6. WGRX-F	6. WWDC-F<	6. WLIF-F<
7.	7. WYST-F	7. WQSR-F	7. WYST-F	7. WYST-F	7. WBSB-F	7. WBSB-F	7. WBSB-F	7. WGRX-F	7. WBAL
8.	8. WPOC-F	8.	8.	8.	8.	8.	8.	8. WQSR-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	FAL 87					OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%				
TOP 40/CHR/CONTEMP		316 (4)	316 (4)	10.2	11.6	WEBB	1360	Baltimore	1.4/5.4
AOR/CLASSIC		438 (5)	438 (5)	14.1	13.2	WFBR	1300	Baltimore	1.3/5.1
AC/OLDIES/SOFT ROCK	75 (2)	504 (5)	579 (7)	18.7	13.1	WFSI-F	107.9	Annapolis	.3/ .7
MOR/VARIETY/FULL	13 (1)		13 (1)	0.4	0.4	WRBS-F	95.1	Baltimore	1.2/2.8
						WYST-F	92.3	Baltimore	.9/2.6
COUNTRY	103 (1)	200 (1)	303 (2)	9.8	10.4				
BLACK/URBAN	119 (2)	470 (4)	589 (6)	19.0	18.9	WASH-F	97.1	Washington	.4/2.5
BTFL MUSIC/EZ		316 (2)	316 (2)	10.2	11.3	WAVA-F	105.1	Arlington	.4/2.2
NEWS/TALK	338 (4)		338 (4)	10.9	13.9	WCXR-F	105.9	Woodbridge	.5/ .7
						WGAY-F	99.5	Washington	.4/2.0
NOSTALGIA	74 (1)		74 (1)	2.4	2.4	WHUR-F	96.3	Washington	1.7/5.3
RELIGION/GOSPEL	82 (1)	51 (2)	133 (3)	4.3	4.5	WKYS-F	93.9	Washington	.5/1.2
SPANISH						WLTT-F	94.7	Bethesda	.5/2.3
CLASSICAL						WMAL	630	Washington	.4/1.4
JAZZ/NEW AGE						WPGC-F	95.5	Morningside	1.4/6.1
OTHERS/UNKNOWN					0.3	WRQX-F	107.3	Washington	1.2/5.7
						WTOP	1500	Washington	1.3/5.3
	804 (12)	2295 (23)	3099 (35)			WWRG	980	Washington	.3/1.1

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, NEWS/TALK	ABC-E, \$105.00	(HNWH)	Hearst
WBGR, 860, 2.5 KW/100 W (DA-1)	, RELIG/GOSPEL	UPI, \$ 40.00	(Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1)	, COUNTRY	NBC, \$ 70.00	(Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2)	, TALK	ABC-T, ABC-I, \$ NA	(Katz)	
WEBB, 1360, 5 KW/1.7 KW (DA-1)	, BLACK	SBN, \$ 35.00	(Citimedia)	
WFBR, 1300, 5 KW (DA-1)	, OLDIES	CBS, \$ 65.00	(Christal)	JAG
WITH, 1230, 1 KW	, NOSTALGIA	MBS, \$ 40.00	(K & P)	
WWIN, 1400, 1 KW	, BLACK	, \$ 38.00	(Durpetti)	Mediacom
WYST, 1010, 1 KW (DAYS)	, OLDIES	APR, \$ 31.00	(MMR)	United

FM STATIONS

WBSB, 104.3, 50 KW @ 400, CHR	ABC-C, \$150.00	(Banner)	Scripps-Howard
WGHT, 95.9, 3 KW @ 300, URBAN/CHR	, \$ 68.00	(Durpetti)	Mediacom
WGRX, 100.7, 20 KW @ 715, CLASSIC AOR	ABC-F, \$ 60.00	(Durpetti)	Shamrock-Lynett
WYYY, 97.9, 11 KW @ 950, AOR	ABC-R, \$100.00	(HNWH)	Hearst
WLIF, 101.9, 14 KW @ 961, BTFL/EZ	, \$140.00	(Christal)	JAG
WPOC, 93.1, 16 KW @ 870, COUNTRY	ABC-D, \$135.00	(Eastman)	Nationwide
WQSR, 105.7, 50 KW @ 245, OLDIES	CBS, US 1, \$ 60.00	(Banner)	Sconnix
WRBS, 95.1, 50 KW @ 500, RELIGION	, \$ 20.00	(--)	
WWMX, 106.5, 29 KW @ 620, AC	, \$105.00	(Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 400, BLACK/URBAN	, \$110.00	(Mc-Guild)	Summit
WYST, 92.3, 10 KW @ 709, AC	APR, \$ 75.00	(MMR)	United

Other ranked stations - See Washington

CALL LETTER CHANGES

FORMAT CHANGES

WFBR: From Talk to Oldies (Sept.)
WCBM: From Oldies Back to News/Talk (Nov.)

STATION SALES

WBMC, WQSR-F: Sold to Sconnix for \$23,000,000 (Richards)
WCBM: Sold for \$1,775,000

BATON ROUGE

Arbitron Rank/Pop (12+): 78/445,500

MSA Rank/Pop: 92/545,200

ADI# 93

Average Person Ratings: 16.1

Market TSL: 21.3 Hours

Stations: 19/14

Diaries: 847/526:1/53.4%

Sample Target: 820

% Below Line: 11.2%

% Not Listed: 12.0

1988 Revenue: \$11,800,000

HH/ Inc: \$31,027

Retail \$: 3.7 Bill

Pop per Station: 31,821

#1 Biller: WYNK A/F \$2,600,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WYNK A/F (C)	99/13.8	14.6	18.3	13.8	10.8	15.1	238/ 2640	1204/27.0	26.6	22.5	116	12.9	99	1145 WYNK A/F
2. KQXL-F (B)	94/13.1	14.0	11.5	10.9	9.9	12.4	115/ 1213	950/21.3	18.6	17.6	81	16.2	129	1155 KQXL-F
3. WFMP-F (CHR)	80/11.2	9.4	9.5	11.1	10.8	10.3	119/ 2112	1217/27.3	26.1	29.4	84	9.8	78	1313 WFMP-F
4. WXOK (B)	72/10.1	12.8	9.1	10.1	12.4	10.5	82/ 967	794/17.8	16.2	19.1	85	7.8	62	874 WXOK
5. WGGZ-F (CHR)	64/ 8.9	9.1	9.1	12.0	9.9	9.8	118/ 2297	1032/23.2	23.8	26.7	64	12.0	96	1328 WGGZ-F
6. WKJN-F (C)	48/ 6.7	7.4	5.7	9.3	6.7	7.3	97/ 1376	650/14.6	13.8	14.6	133	6.0	48	501 WKJN-F
7. WCKW-F (AOR)	31/ 4.3	4.1	5.1	3.7	2.4	4.3	76/ 1127	423/ 9.5	9.1	5.4	121	7.1	57	573 WCKW-F
8. KDEA-F (EZ)	28/ 3.9	2.3	3.5	2.5	3.3	3.1	82/ 950	282/ 6.3	5.5	7.5	77	1.4	11	203 KDEA-F
9. WJBO (N/T)	27/ 3.8	3.0	3.7	4.5	6.2	3.8	28/ 594	514/11.5	9.4	13.9	103	4.0	32	480 WJBO
10. WTGE-F (AOR)	19/ 2.7	6.2	4.7	4.8	5.2	4.6	27/ 583	437/ 9.8	11.7	15.0	137	3.4	27	596 WTGE-F
11. WXLТ-F (AC)	14/ 2.0	2.3	3.3	2.6	1.2	2.6	18/ 325	251/ 5.6	5.4	3.6	160	2.0	16	263 WXLТ-F
12. WLUX (R/G)	13/ 1.8	1.1	2.8	2.0	3.7	1.9	13/ 154	154/ 3.5	3.9	3.7	122	1.5	12	121 WLUX

12+ FM SHARE (METRO): 80.00% (504 of 630) (FAL 87: 69.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGGZ-F	1. KQXL-F	1. KQXL-F	1.WYNK A/F>1.WYNK A/F>	1.WYNK A/F>1. WYNK-F>>	1.WYNK A/F>1. WYNK A/F	1. KQXL-F	1. KQXL-F>	1. KQXL-F	1. KQXL-F>	1. WYNK-F
2. WFMP-F	2. WFMP-F	2. WYNK A/F2.KQXL-F	2.KQXL-F>	2. WFMP-F	2.WFMP-F	WYNK A/F	2. WYNK A.F	2. WGGZ-F	2. WGGZ-F	2. WGGZ-F<
3. KQXL-F>>	3. WGGZ-F	3. WFMP-F	3.WFMP-F	3.WFMP-F	3. WKJN-F	3.KQXL-F<	3. WXOK	3. WFMP-F	3. WYNK-F<	3. KQXL-F
4. WXOK	4. WXOK	4. WGGZ-F	4.WKJN-F	4.WKJN-F	4. KDEA-F	4. WKJN-F<	4. KQXL-F	4. WGGZ-F	4. WFMP-F	4. WKJN-F
5.	5. WYNK A/F5. WXOK	5.WXOK	5.WXOK	5.WXOK	5. WJBO	5.WGGZ-F	5. WGGZ-F	5. WKJN-F	5. WXOK	5. WXOK
6.	6.	6. WKJN-F	6.	6.	6. WFMP-F	6.	6.	6. WXOK	6.	6.

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. KQXL-F	1. KQXL-F>	1. KQXL-F	1. KQXL-F	1. WYNK A/F>	1. KQXL-F>	1. KQXL-F>	1. KQXL-F>	1. KQXL-F	1.WYNK A/F
2. WFMP-F	2. WFMP-F	2. WFMP-F	WFMP-F<	2. WFMP-F	2. WGGZ-F	2. WFMP-F	2. WGGZ-F	2. WYNK A/F	2.KQXL-F
3. WGGZ-F>>	3. WGGZ-F	WYNK A/F3.	WYNK A/F3.	KQXL-F	3. WFMP-F	3. WCKW-F	3. WFMP-F	3. WFMP-F	3.WCKW-F
WKJN-F	4. WYNK A/F4.	WGGZ-F	4. WGGZ-F	4. WKJN-F	4. WXOK	4. WGGZ-F	4. WXOK	WCKW-F	4.WKJN-F
5. WXOK	5. WXOK	5. WKJN-F	5. WKJN-F	WXOK	5. WCKW-F	WXOK	5. WCKW-F	5. WXOK	5.WXOK
6. WYNK A/F	6. WKJN-F	6. WKJN-F	WXOK		6. WYNK A/F			6. WGGZ-F	
WCKW-F		WXLТ-F							

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		144 (2)	144 (2)	22.9	22.9	WNFO	1300	Baton Rouge	.8/4.3
AOR/CLASSIC		50 (2)	50 (2)	7.9	2.6	WQCK-F	92.7	Clinton	1.5/3.8
AC/OLDIES/SOFT ROCK		27 (2)	27 (2)	4.3	6.9	WTRL	1200	Baton Rouge	.4/1.9
MOR/VARIETY/FULL					2.3				
COUNTRY	2 (1)	145 (2)	147 (3)	23.3	19.3	KAJN-F	102.9	Crowley	.7/2.4
BLACK/URBAN	72 (1)	94 (1)	166 (2)	26.3	27.8	KHOM-F	104.1	Houma/New Orleans	1.8/3.6
BTFL/EZ	3 (1)	28 (1)	31 (2)	4.9	4.1	WWL	870	New Orleans	.4/2.2
NEWS/TALK	36 (3)		36 (3)	5.7	7.8				
NOSTALGIA									
RELIGION/GOSPEL	13 (1)	16 (2)	29 (3)	4.6	4.1				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN					2.3				

RADIO STATIONS 630 (17)

WNFO, 1300, 5 KW/1 KW (DA-N)	, TALK	, \$ 20.00 (Christal)
WJBO, 1150, 5 KW (DA-1)	, TALK	CBS,NBC-T, \$ 23.00 (HNWH)
WLUX, 1550, 5 KW (DAYS)	, RELIGION	UPI, \$ 10.00 (---) Swaggert
WTKL, 1260, 1 KW (DAYS)	, EZ/MOR	NBN,ABC-C, \$ 13.00 (---)
WXOK, 1460, 5 KW/1 KW (DA-N)	, BLACK	NBC, \$ 31.00 (Torbet)
WFMP-F 102.5, 100 KW @ 560, CHR		, \$ 62.00 (HNWH)
WGGZ-F, 98.1, 100 KW @ 1550, CHR		ABC-C,CBS-R, \$ 60.00 (Katz)
WTGE-F, 100.7, 100 KW @ 690, AOR		, \$ 43.00 (Republic)
WYNK-F, 101.5, 100 KW @ 1283, COUNTRY		ABC-E, \$ 71.00 (Katz) Narragansett
KQXL-F, 106.3, 3 KW @ 300, BLACK		SBN, ABC-F, \$ 33.00 (Banner)
WKJN-F, 103.3, 100 KW @ 1045, COUNTRY		, \$ 47.00 (Christal)
KXLT-F, 94.1, 100 KW @ ??, OLDIES		, \$ NA (Southern)

(NEW ROADS)
(HAMMOND)
(MALCOMB,MS)

NOTES: WQXY changes calls to WTGE and format from AC to AOR/CHR hybrid (Sept.)
WIBR changes call to WNFO (Oct) and from OLDIES to TALK. WTGE-AM sold for \$450,000.

BEAUMONT-PORT ARTHUR

Arbitron Rank/Pop (12+): 110/310,900

Stations: 19/14
Diaries: 739/421:1/50.7%
Sample Target: 710
% Below Line: 7.6%
% Not Listed: 12.6%

1988 Revenue: \$7,700,000
HH/ Inc: \$33,427
Retail \$: 2.7 Bil
Pop per Station: 22,207
#1 Biller: KYKR-F \$1,300,000

MSA Rank/Pop: 126/366,100

ADI# 137

Average Person Ratings: 16.6

Market TSL: 22.5 Hours

12+ METRO	1/4/SHARE	SPG				4BOOK AVG	12+ TSA		12+ METRO CUME/CUME		SPG		% CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
		88	87	87	86		1/4/CUME	RATING	88	87	25-54					
1. KYKR-F (C)	54/10.5	9.6	12.5	13.4	12.1	---	56/	778	708/22.8	20.1	21.2	115	7.5	41	589	
KHYS-F (B)	54/10.5	16.6	12.9	15.0	12.7	---	66/	574	486/15.6	17.1	17.1	81	18.7	102	851	
KAYD-F (C)	54/10.5	9.8	6.8	6.7	3.6	---	61/	741	665/12.4	15.9	15.6	122	10.5	57	616	
4. KQXY-F (EZ)	38/ 7.4	5.0	7.0	6.9	7.9	---	65/	640	432/13.9	11.5	11.6	92	3.7	20	308	
5. KKM-F (AC)	36/ 7.0	6.4	6.4	5.5	4.2	---	47/	559	462/14.9	15.6	11.2	163	7.2	39	497	
6. KALO (B)	33/ 6.4	4.0	3.0	2.4	1.2	---	35/	305	258/ 8.3	7.7	5.9	128	3.7	20	237	
KZZB-F (CHR)	33/ 6.4	7.3	13.3	11.1	14.5	---	38/	795	668/21.5	23.1	26.4	100	11.6	63	868	
8. KWIC-F (AOR)	28/ 5.4	4.6	4.4	7.7	6.5	---	32/	401	317/10.2	11.3	10.5	111	7.7	42	398	
9. KLVI (C)	27/ 5.2	6.7	7.6	4.5	6.5	---	31/	522	467/15.0	16.0	17.5	83	5.1	28	485	
KIOC-F (CHR)	27/ 5.2	11.0	7.6	4.9	6.7	---	56/	763	471/15.1	18.9	16.3	40	7.7	42	646	

12+ FM SHARE (METRO): 78.00% (351 of 450) (FAL 87: 78.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KIOC-F	1. KHYS-F	1. KHYS-F	1. KKM-F	1. KAYD-F	1. KAYD-F	1. KALO	1. KYKR-F	1. KHYS-F	1. KHYS-F	1. KLVI
2. KHYS-F	2. KWIC-F	2. KYKR-F	2. KYKR-F	2. KYKR-F	2. KYKR-F	2. KAYD-F	2. KAYD-F	2. KAYD-F	2. KIOC-F	2. KAYD-F
3. KZZB-F	3. KWIC A/F	3. KKM-F	3. KAYD-F	3. KKM-F	3. KQXY-F	3. KYKR-F	3. KQXY-F	3. KYKR-F	3. KAYD-F	3. KTRH
4.	4. KAYD-F	4. KAYD-F	4. KHYS-F	4. KLVI	4. KHYS-F	4. KLVI	4. KKM-F	4. KQXY-F	4. KZZB-F	4. KHYS-F
5.	KYKR-F	5. KWIC-F	5. KALO	5. KALO	5. KALO	5. KHYS-F	5. KHYS-F	5. KKM-F	5. KYKR-F	5. KYKR-F
	KZZB-F	KWIC A/F				KQXY-F			KLVI	

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. KHYS-F	1. KHYS-F	1. KYKR-F	1. KHYS-F	1. KAYD-F	1. KWIC A/F	1. KWIC A/F	1. KWIC A/F	1. KWIC A/F	1. KKM-F
2. KZZB-F	2. KZZB-F	2. KKM-F	2. KYKR-F	2. KYKR-F	2. KHYS-F	2. KHYS-F	2. KALO	2. KKM-F	2. KAYD-F
3. KALO	3. KYKR-F	3. KZZB-F	3. KAYD-F	3. KHYS-F	3. KIOC-F	3. KKM-F	3. KKM-F	3. KAYD-F	3. KYKR-F
4. KIOC-F	4. KAYD-F	4. KAYD-F	4. KKM-F	4. KKM-F	4.	4. KALO	4. KAYD-F	4. KHYS-F	4. KALO
5. KAYD-F	5. KKM-F	5. KHYS-F	5. KZZB-F	5. KQXY-F	5.	KAYD-F	5. KHYS-F	5. KYKR-F	5. KWIC A/F
	KWIC A/F	KWIC A/F	KALO						
	KYKR-F								

FORMATS	AM	FM	TOTAL	%	FAL 87	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		60 (2)	60 (2)	13.3	22.4		KDVE 1510 Nederland .8/3.2
AOR/CLASSIC		32 (2)	32 (2)	7.1	4.7		KOGT 1600 Orange .8/3.0
AC/OLDDIES/SOFT ROCK		36 (1)	36 (1)	8.0	6.8		KOLE 1340 Port Arthur 1.6/2.6
MOR/VARIETY/FULL							KTFA-F 92.1 Groves 2.1/5.0
COUNTRY	31 (2)	112 (3)	143 (5)	31.8	30.1		KILT-F 100.3 Houston .8/1.9
BLACK/URBAN	33 (1)	62 (2)	95 (3)	21.1	18.2		KLLOL-F 101.1 Houston .8/2.2
BTFL/EZ		38 (1)	38 (1)	8.4	7.5		KMJQ-F 102.1 Clear Lake city 1.6/3.4
NEWS/TALK	23 (2)		23 (2)	5.1	3.2		KPRC 950 Houston .4/1.4
NOSTALGIA							
RELIGION/GOSPEL	4 (1)	11 (1)	15 (2)	3.3	2.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
OTHERS/UNKNOWN	8 (1)		8 (1)	1.8	0.4		

450 (19)

RADIO STATIONS

KALO,	1250,	5 KW/1 KW (DA-2)	, BLACK	, \$ 17.00 (HNWH)	Clear Channel	Jim Smith
KLVI,	560,	5 KW (DA-N)	, COUNTRY	ABC-I, \$ 35.00 (Katz)	Hicks	Tom Boggess
KAYD-F,	97.5,	50 KW @ 320,	COUNTRY	, \$ 25.00 (Mc-Guild)		
KHYS-F,	98.5,	100 KW @ 485,	BLACK/URBAN	CBS-R, \$ 42.00 (HNWH)	Clear Channel	Jim Smith
KIOC-F,	106.1,	100 KW @ 1060,	CHR	, \$ 26.00 (Republic)		Vesta Brandt
KKMY-F,	104.5,	100 KW @ 440,	AC	, \$ 29.00 (Eastman)		
KQXY-F,	94.1,	100 KW @ 647,	BTFL/EZ	NBC, \$ 28.00 (Christal)		Gary Teaney
KWIC-F,	107.9,	100 KW @ 392,	AOR	ABC-R, \$ 26.00 (Banner)		
KYKR-F,	93.3,	100 KW @ 500,	COUNTRY	, \$ 52.00 (Katz)	Hicks	Tom Boggess
KZZB-F,	95.1,	100 KW @ 500,	CHR	ABC-F, \$ 41.00 (Christal)		Tom Boggess

NOTES: KOLE, KKM-F sold to UNO from Tenore for \$1,500,000 (E).

BIRMINGHAM

Arbitron Rank/Pop (12+): 61/767,600

Stations: 22/19
Diaries: 1317/583:1/54.7%
Sample Target: 1080
% Below Line: 2.3%
% Not Listed: 9.3%

1988 Revenue: \$24,800,000
HH/ Inc: \$27,914
Retail \$: 5.3 Bil
Pop per Station: 40,400
#1 Biller: WZZK A/F \$6,000,000

MSA Rank/Pop: 56/921,000
ADI# 48

Average Person Ratings: 16.3
Market TSL: 22.0 Hours

12+ METRO	1/4/SHARE	SUM				4BOOK	12+ TSA		12+ METRO		SPG		FAL	25-54	BIRCH	BIRCH	BIRCH
		88	88	88	87		AVG	1/4/CUME	CUME/CUME	RATING	88	87					
1. WZZK A/F (C)	184/14.7	14.5	14.8	16.6	17.1	15.2	352/	3836	2080/27.1	27.9	29.7	110	16.5	206	2282	WZZK A/F	
2. WMJJ-F (AC)	156/12.5	11.2	13.8	11.6	10.9	12.3	205/	2461	1761/22.9	24.3	22.9	159	10.0	138	1404	WMJJ-F	
3. WENN-F (B)	118/ 9.4	10.0	10.9	10.7	9.2	10.3	163/	1950	1382/18.0	16.8	19.5	81	12.8	175	1705	WENN-F	
4. WAPI-F (CHR)	113/ 9.0	11.7	9.8	9.1	10.0	9.9	182/	2828	1639/21.4	23.1	26.7	72	12.6	172	1803	WAPI-F	
5. WKXX-F (U/CHR)	100/ 8.0	9.9	10.0	10.8	9.9	9.7	128/	2384	1669/21.7	19.8	22.8	74	14.4	197	2159	WKXX-F	
6. WAPI (BB)	66/ 5.3	3.6	2.7	3.2	5.3	3.7	66/	911	866/11.3	7.8	11.1	30	2.9	39	484	WAPI	
7. WAGG (R/G)	63/ 5.0	2.4	3.3	3.6	3.9	3.6	63/	594	594/ 7.7	4.5	6.4	70	3.1	42	497	WAGG	
8. WERC (N/T)	62/ 4.9	5.5	5.6	4.7	5.9	5.2	64/	1069	971/12.6	10.6	13.3	104	3.8	52	725	WERC	
9. WATV (B)	60/ 4.8	5.0	4.1	5.5	3.5	4.9	60/	669	669/ 8.7	7.9	9.7	113	2.6	36	576	WATV	
10. WLTB-F (AC)	53/ 4.2	4.2	3.8	4.2	3.9	4.1	64/	1299	901/11.7	11.7	11.3	143	3.1	42	660	WLTB-F	
11. WDJC-F (R/G)	44/ 3.5	2.4	2.4	2.4	1.6	2.7	76/	1280	743/ 9.7	7.8	6.1	129	3.7	51	669	WDJC-F	
12. WCRT (O)	24/ 1.9	1.1	1.1	1.6	1.1	1.4	24/	317	302/ 3.9	4.5	3.0	195	1.4	19	287	WCRT	
13. WJLD (B)	22/ 1.8	2.9	2.6	2.8	2.4	2.5	22/	466	466/ 6.1	6.8	6.6	89	1.5	20	354	WJLD	

12+ FM SHARE (METRO): 69.74% (793 of 1137) (FAL 87: 70.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPI-F>	1. WMJJ-F>	1. WMJJ-F>>	1. WMJJ-F>	1. WMJJ-F>	1. WZZK AF>>	1. WZZK A/F	1. WZZK A/F1.	1. WZZK A/F	1. WENN-F	1. WZZK-F<
2. WENN-F	2. WKXX-F	2. WZZK A/F2.	2. WZZK AF>	2. WZZK A/F	2. WAPI<	2. WMJJ-F>	2. WMJJ-F>>	2. WMJJ-F	2. EAPI-F>	2. WERC
3. WKXX-F>>	3. WAPI-F	3. WENN-F<	3. WENN-F	3. WENN-F	3. WMJJ-F	3. WAPI-F	3. WAPI-F	3. WAPI-F<	3. WKXX-F	3. WMJJ-F
4. WENN-F	4. WKXX-F<	4. WAPI-F	4. WAPI-F	4. WAPI-F	4. WERC	4. WENN-F	4. WKXX-F	4. WENN-F	4. WZZK-F<	4. WKXX-F
5. WZZK A/F	5. WAPI-F	5. WKXX-F	5. WLTB-F	5. WLTB-F	5. WAGG	5. WKXX-F	5. WAPI-F	5. WKXX-F	5. WMJJ-F	5. WENN-F
6. WLTB-F	6. WLTB-F	6. WLTB-F	6. WLTB-F	6. WLTB-F	6. WLTB-F	6. WLTB-F	6. WLTB-F	6. WLTB-F	6. WLTB-F	6. WLTB-F

FORMATS	AM	FM	TOTAL	%	FAL 87	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP		126 (2)	126 (2)	11.1	12.8	WAYE	1220	Birmingham	1.5/3.8
AOR/CLASSIC						WCRL	1570	Oneonta	.3/ .8
AC/OLDIES/SOFT ROCK	24 (1)	209 (2)	233 (3)	20.5	17.4	WKLD-F	97.7	Oneonta	.4/1.1
MOR/VARIETY/FULL						WVOC	690	Birmingham	.7/5.7
COUNTRY	18 (2)	181 (2)	199 (4)	17.5	20.0	WYDE	850	Birmingham	.5/3.1
BLACK/URBAN	82 (2)	218 (2)	300 (4)	26.4	27.3	WQSB-F	105.1	Albertville	.5/1.1
BTFL/EZ		10 (1)	10 (1)	0.9	0.6	WRSB-F	96.9	Decatur	.8/1.8
NEWS/TALK	62 (1)		62 (1)	5.5	6.4	WZBQ-F	102.5	Jasper	1.0/5.4
NOSTALGIA	66 (1)		66 (1)	5.8	5.8				
RELIGION	88 (3)	44 (1)	132 (4)	11.6	7.7				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN	4 (1)	5 (1)	9 (2)	0.8	1.9				

RADIO STATIONS 1137 (22)

WAGG, 1320, 5 KW (DAYS)	, GOSPEL	NBN, \$ 30.00 (HNWH)	
WAPI, 1070, 50 KW/ 5 KW (DA-N)	, NOSTALGIA	NBC, \$ 29.00 (Christal)	Dittman
WATV, 900, 1 KW/165 W	, BLACK	ABC-E, \$ 30.00 (Roslin)	
WAYE, 1220, 1 KW/75 W	, GOSPEL	, \$ 15.00 (---)	Willis
WCRT, 1260, 5 KW/41 W	, OLDIES	CNN, Trans, \$ 16.00 (---)	
WERC, 960, 5 KW (DA-N)	, NEWS/TALK	, \$ 44.00 (Mc-Guild)	Sun Group
WJLD, 1400, 1 KW	, BLACK	MBS, SBN, \$ 22.00 (K & P)	
WVOK, 690, 50 KW/30 W	, COUNTRY	CBS, \$ 16.00 (Eastman)	Signature
WYDE, 850, 50 KW/1 KW (DA-2)	, RELIGION	, \$ 15.00 (---)	
WAPI-F, 94.5, 100 KW @ 1214, CHR		ABC-C, \$ 75.00 (Christal)	Dittman
WDJC-F, 93.7, 100 KW @ 984, RELIGION		, \$ 22.00 (Crawford)	Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK		NBN, \$ 60.00 (HNWH)	
WKXX-F, 106.9, 100 KW @ 1114, URBAN/CHR		ABC-D, \$ 55.00 (Mc-Guild)	Sun Group
WLTB-F, 99.5, 100 KW @ 870, SOFT AC		, \$ 41.00 (Eastman)	Signature
WMJJ-F, 96.5, 100 KW @ 892, AC		, \$ 95.00 (Banner)	Capitol-Johnson
WZZK-F, 104.7, 100 KW @ 1300, COUNTRY		, \$130.00 (Katz)	New City

BOSTON

Arbitron Rank/Pop (12+): 7/3,176,000
 MSA Rank/Pop: 6/3,719,500
 ADI #6
 Average Person Ratings: 18.0
 Market TSL: 23.5 Hours

Stations: 33/26
 Diaries: 2195/1447:1/41.6%
 Sample Target: 2170
 % Below Line: 4.4%
 % Not Listed: 13.1%

1988 Revenue: \$114,000,000
 HH/ Inc: \$41,506
 Retail \$: 33.2 Bil
 Pop per Station: 122,154
 #1 Biller: WBCN-F \$16,700,000

12+ METRO	1/4/SHARE	SUM					4BOOK AVG.	12+ TSA		12+ METRO		SPG		FAL	%	BIRCH		
		88	88	88	87	87		1/4/CUME	CUME/CUME	RATING	88	87	CONVERSION			SHARE	AOH	CUME
1. WBZ (MOR)	420/7.4	6.4	6.6	7.1	7.3	6.9	572/ 7027	5178/16.3	16.2	18.2	89	6.4	356	4417	WBZ			
2. WRKO (T)	408/7.2	7.1	7.7	6.7	6.9	7.2	477/ 5615	4500/14.2	17.3	12.3	54	6.1	337	3496	WRKO			
3. WXKS-F (CHR)	339/5.9	7.1	8.6	6.5	7.0	7.0	397/ 7403	5938/18.7	20.8	18.9	95	9.4	522	6795	WXKS-F			
4. WJIB-F (EZ)	307/5.4	6.0	4.9	6.1	5.7	5.6	358/ 4235	3408/10.7	11.1	11.7	63	5.0	275	3046	WJIB-F			
5. WHDH (T)	299/5.2	3.9	4.4	5.8	5.2	4.8	326/ 5422	4919/15.5	11.9	13.4	73	4.5	249	3215	WHDH			
6. WODS-F (O)	295/5.2	4.0	4.5	4.8	2.9	4.6	435/ 6631	4505/14.2	12.5	8.8	160	4.1	230	3284	WODS-F			
7. WZOU-F (CHR)	286/5.0	6.1	5.8	5.4	5.2	5.6	421/ 6953	4794/15.1	16.3	14.4	60	7.0	390	5347	WZOU-F			
8. WBCN-F (AOR)	271/4.8	6.0	6.6	7.2	7.4	6.2	372/ 6668	4991/15.7	15.1	16.6	135	7.1	394	5349	WBCN-F			
WZLX-F (AOR)	271/4.8	3.9	2.5	3.4	4.4	3.7	388/ 5120	3708/11.7	9.2	10.3	129	5.4	300	3293	WZLX-F			
10. WEEI (N)	241/4.2	4.3	4.2	4.1	5.2	4.2	272/ 5324	4556/14.3	16.8	16.0	64	3.4	188	3749	WEEI			
11. WMJX-F (AC)	204/3.6	3.8	3.5	3.0	2.9	3.5	219/ 4069	3521/11.1	9.9	10.3	139	3.0	166	1891	WMJX-F			
WSSH-F (AC)	204/3.6	4.0	4.3	4.3	4.4	4.1	312/ 5014	3336/10.5	10.1	11.1	94	3.4	186	2739	WSSH-F			
13. WROR-F (AC)	184/3.2	3.0	3.6	3.5	3.2	3.3	249/ 4871	3665/11.5	11.0	12.5	166	2.8	158	2817	WROR-F			
14. WILD (B)	149/2.6	2.3	2.4	1.6	3.0	2.2	150/ 1040	1020/ 3.2	3.5	4.0	104	4.5	251	1060	WILD			
15. WVBF-F (AC)	140/2.5	2.7	2.6	2.6	2.7	2.6	185/ 2933	2248/ 7.1	7.0	8.1	152	2.5	138	2084	WVBF-F			
16. WBOS-F (C)	135/2.4	2.1	3.3	2.1	2.3	2.5	191/ 2642	1807/ 5.7	8.3	5.9	150	2.7	149	1989	WBOS-F			
17. WAAF-F (AOR)	121/2.1	2.2	1.6	1.9	2.0	2.0	282/ 4364	2214/ 7.0	5.6	6.9	67	3.2	178	2922	WAAF-F			
18. WCRB-F (CL)	103/1.8	1.3	1.3	1.8	1.4	1.6	126/ 2285	1757/ 5.5	4.4	4.6	111	1.8	99	1438	WCRB-F			
19. WCGY-F (AOR)	83/1.5	2.0	1.4	.9	.7	1.5	109/ 2154	1404/ 4.4	4.3	3.0	60	2.4	135	1625	WCGY-F			
20. WFNX-F (AOR)	82/1.4	1.2	1.6	1.3	1.5	1.4	96/ 1602	1423/ 4.5	4.6	3.5	143	1.6	90	1447	WFNX-F			
21. WXKS (BB)	73/1.3	1.0	1.6	1.7	1.6	1.4	73/ 992	979/ 3.1	3.0	3.5	23	9.4	43	408	WXKS			

12+ FM SHARE (METRO): 64.86% (3216 OF 4958) (FAL 87: 62.82%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZOU-F>>>	1. WXKS-F<	1. WXKS-F<	1. WODS-F	1. WODS-F	1. WBZ<	1. WBZ>	1. WRKO	1. WRKO	1. WBZ>	1. WBZ>>
2. WXKS-F>>>	2. WBCN-F<	2. WBCN-F	2. WBCN-F	2. WBZ<	2. WRKO	2. WRKO	2. WJIB-F	2. WXKS-F	2. WHDH	2. WHDH>
3.	3. WZLX-F>	WODS-F	3. WZLX-F	3. WBCN-F	3. WJIB-F	3. WXKS-F	3. WODS-F	3. WODS-F	3. WZOU-F	3. WRKO
4.	4. WZOU-F	4. WZLX-F>	4. WXKS-F	4. WZLX-F	4. WHDH	4. WEEI	4. WZLX-F	WZOU-F	4. WXKS-F	4. WEEI
5.	5. WMJX-F	5. WMJX-F	5. WROR-F	5. WXKS-F	5. WEEI	WHDH	5. WBCN-F	5. WJIB-F	5. WMJX-F	5. WODS-F
6.	6. WODS-F	6. WROR-F	6. WBZ	6. WROR-F	6. WODS-F	6. WBCN-F	6. WXKS-F	6. WBCN-F	6. WBCN-F	6. WBCN-F
7.	7. WILD	WZOU-F	WMJX-F	7. WMJX-F	7. WSSH-F	7. WODS-F	7. WBZ	7. WZLX-F	7. WODS-F	WMJX-F
8.	8. WAAF-F	8. WBZ	8.	8.	8.	8. WROR-F	WMJX-F	8. WBZ	8. WRKO	WXKS-F<
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9. WJIB-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. WXKS-F>	1. WXKS-F>	1. WXKS-F	1. WXKS-F	1. WBZ	1. WBCN-F	1. WBCN-F>	1. WBCN-F	1. WBCN-F	1. WBCN-F
2. WZOU-F	2. WZLX-F	2. WZLX-F	2. WODS-F	2. WODS-F	2. WZLX-F	2. WZLX-F>	2. WZLX-F>	2. WZLX-F	2. WODS-F
3. WILD<	3. WMJX-F	3. WMJX-F	3. WMJX-F	3. WXKS-F	3. WCGY-F	3. WXKS-F	3. WZOU-F<	3. WODS-F	3. WZLX-F>
4. WZLX-F	4. WZOU-F	4. WBCN-F	4. WZLX-F	4. WMJX-F	4. WXKS-F	4. WZOU-F<	4. WXKS-F	4. WXKS-F	4. WROR-F
5. WMJX-F	5. WILD	WODS-F	5. WZOU-F	5. WROR-F	5. WAAF-F	5. WAAF-F	5. WODS-F	5. WROR-F	5. WBZ
6. WBCN-F	6. WBCN-F	6. WROR-F	6. WILD	WZLX-F<	6. WZOU-F	6. WCGY-F	6. WAAF-F	6. WBZ	6. WBOS-F
7. WSSH-F	7. WODS-F	7. WFNX-F	7. WVBF-F	7. WVBF-F	7. WHJY-F	7. WODS-F	7. WFNX-F	7. WZOU-F	7. WRKO
WVBF-F	8.	WZOU-F	8. WROR-F	8. WJIB-F	8. WFNX-F	8.	8. WRKO	8. WAAF-F	8. WXKS-F
9. WODS-F	9.	9. WVBF-F	9.	9.	9. WODS-F	9.	9.	9.	9.
10.	10.	10. WILD	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		649 (3)	649 (3)	13.1	14.2	WEZE	1260	Boston	.6/1.9
AOR/CLASSIC		861 (6)	861 (6)	17.4	18.6	WJDA	1300	Quincy	.5/.6
AC/OLDIES/SOFT ROCK	47 (2)	1062 (7)	1109 (9)	22.4	20.0	WMEX	1150	Boston	.6/2.4
MOR/VARIETY/FULL	449 (2)		449 (2)	9.1	15.3	WPLM-F	99.1	Plymouth/Boston	1.1/3.4
COUNTRY		173 (3)	173 (3)	3.5	2.6	WROL	950	Boston	.8/2.4
BLACK/URBAN	149 (1)		149 (1)	3.0	3.4	WSSH	1510	Boston	.3/1.1
BTFL/EZ		307 (1)	307 (1)	6.2	6.4	WHOB-F	106.3	Nashua	.4/1.3
NEWS/TALK	948 (3)		948 (3)	19.1	13.8	WOKQ-F	97.5	Dover/Portsmouth	.3/.8
NOSTALGIA	73 (1)	61 (1)	134 (2)	2.7	2.5	WHJY-F	94.1	Providence	.6/2.1
RELIGION/GOSPEL	76 (2)		76 (2)	1.5	1.3	WPRO-F	92.3	Providence	.4/1.5
SPANISH						WSNE-F	93.3	Faunton	.3/.9
CLASSICAL		103 (1)	103 (1)	2.1	1.6	WVLI-F	105.1	Providence	.3/.6
JAZZ/NEW AGE									
OTHERS/UNKNOWN					0.4				
					4958 (33)				

RADIO STATIONS

AM STATIONS

WBZ, 1030, 50 KW (DA-1), MOR	ABC-I, \$240.00 (Group W)	Westinghouse
WEEI, 590, 5 KW (DA-1), NEWS	CBS, \$105.00	
WEZE, 1260, 5 KW (DA-N), RELIGION	, \$ 20.00 (Salem)	
WHDH, 850, 50 KW (DA-2), TALK	, \$195.00 (Durpetti)	Sconnix
WILD, 1090, 5 KW (DAYS), BLACK	SBN, \$ 40.00 (Roslin)	
WKOX, 1200, 10 KW (DA-2), MOR	, \$ 30.00 (---)	Fairbanks
WMEX, 1150, 5 KW/1 KW (DA-2), OLDIES	ABC-E, \$ 37.00 (Mc-Guild)	Greater Media
WRKO, 680, 50 KW (DA-2), TALK	MBS,US2, \$170.00 (Republic)	RKO
WROL, 950, 5 KW (DAYS), RELIGION	, \$ 20.00 (---)	
WSSH, 1510, 50 KW/5KW (DA-2), SOLF AC	Trans, \$ NA (HNWH)	Nobel
WUNR, 1600, 5 KW (DA-1), ETHNIC	, \$ 22.00 (Caballero)	
WXKS, 1430, 5 KW/1KW (DA-N), NOSTALGIA	, \$ 45.00 (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 19 KW @ 742, AOR	, \$350.00 (Torbet)	Infinity
WBOS, 92.9, 17 KW @ 860, COUNTRY	ABC-D, \$128.00 (Durpetti)	Ackerly
WCRB, 102.5, 11 KW @ 920, CLASSICAL	, \$ 95.00 (Donofrio)	
WCGY, 93.7, 50 KW @ 430, CLASSIC ROCK	, \$ 65.00 (K & P)	Curt Gowdy
WFNX, 101.7, 3 KW @ 170, AOR	, \$ 60.00 (---)	
WHRB, 95.3, 3 KW @ 110, CLASS/JAZZ	, \$ 25.00 (---)	
WJIB, 96.9, 12 KW @ 1010, BTFL/EZ	, \$160.00 (Mc-Guild)	Emmis
WMJX, 106.7, 12 KW @ 720, AC	, \$140.00 (Mc-Guild)	Greater Media
WODS, 103.3, 16 KW @ 890, OLDIES	CBS-R, \$144.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA	, \$ 40.00 (---)	(PLYMOUTH)
WROR, 98.5, 8 KW @ 1191, AC	US 1, \$166.00 (Republic)	RKO
WSSH, 99.5, 32 KW @ 600, SOFT AC	, \$142.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC	, \$130.00 (Banner)	Fairbanks
WXKS, 107.9, 23 KW @ 719, CHR	, \$250.00 (MMR)	Pyramid
WZLX, 100.7, 50 KW @ 500, CLASSIC AOR	, \$155.00 (Christal)	Cook Inlet
WZOU, 94.5, 8 KW @ 1050, CHR	, \$152.00 (Eastman)	Ardman

CALL LETTER CHANGES

FORMAT CHANGES

SALES

WHDH: From MOR to TALK (August)

WBOS-F: From Sconnix to Ackerly for \$19,300,000 (Stevens)

BRIDGEPORT

Arbitron Rank/Pop (12+): 91/378,900

MSA Rank/Pop: 107/444,600

New York ADI

Average Person Ratings: 19.8

Market TSL: 25.8 Hours

Stations: 35/6

Diaries: 762/497:1/51.0%

Sample Target: 760

% Below Line: 53.9%

% Not Listed: 15.1%

1988 Revenue: \$23,100,000

HH/ Inc: \$54,102

Retail \$: 8.9 Bil

Pop per Station: 63,150

#1 Biller: WEBE-F \$5,000,000

NOTE: Revenue and Retail Sales figures are for Fairfield County.

12+ METRO	1/4/SHARE	SPG		FAL		4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		%		BIRCH SHARE	BIRCH AQH	BIRCH CUME
		88	87	87	86			RATING	RATING	CONVERSION	CONVERSION			
1. WEZN-F (EZ)	110/14.7	13.5	13.4	13.9	15.4	---	1064/28.1	23.9	25.5	130	8.4	84	962	WEZN-F
2. WICC (MOR)	80/10.7	13.3	15.5	17.4	17.1	---	1130/29.8	33.4	35.6	84	7.7	77	1055	WICC
3. WEBE-F (AC)	67/ 8.9	10.5	10.4	8.0	7.0	---	766/20.2	22.2	26.0	148	7.7	77	933	WEBE-F
4. WPLR-F (AOR)	63/ 8.4	9.2	7.7	7.7	6.4	---	707/18.7	17.8	20.1	125	6.6	66	723	WPLR-F
5. WKCI-F (CHR)	58/ 7.7	9.3	10.1	8.8	11.4	---	890/23.5	24.7	26.3	81	8.7	87	1115	WKCI-F
6. WCBS (N/T)	21/ 2.8	3.3	3.9	3.9	3.1	---	544/14.4	12.0	14.3	61	4.1	41	963	WCBS
7. WDJZ (BB)	20/ 2.7	1.4	1.7	1.4	2.2	---	136/ 3.6	2.1	2.1	26	2.1	21	136	WDJZ
WRKS-F (B)	20/ 2.7	3.4	1.7	2.1	2.5	---	222/ 5.9	6.8	4.0	100	2.2	22	426	WRKS-F
9. WOR (T)	17/ 2.3	1.3	1.8	1.5	2.2	---	209/ 5.5	3.9	5.5	52	2.5	25	347	WOR
10. WGSM (MOR)	16/ 2.1	---	1.1	.7	.7	---	66/ 1.7	---	1.2	33	---	---	---	WGSM
WYNY-F (C)	16/ 2.1	2.7	1.1	---	---	---	214/ 5.6	6.4	5.3	167	1.6	16	440	WYNY-F

12+ FM SHARE (METRO): 62.03% (427 of 637) (FAL 87: 62.97%) NOTE: This market's MSA and TSA are the same.

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKCI-F>>	1. WPLR-F	1. WEZN-F<	1. WEZN-F	1. WEZN-F	1. WEZN-F>	1. WICC>	1. WEZN-F>	1. WEZN-F>	1. WPLR-F>	1. WICC>
2. WPLR-F	2. WEBE-F>	WEBE-F<	2. WEBE-F	2. WEBE-F	2. WICC>>	2. WEZN-F	2. WEBE-F>	2. WEBE-F<	2. WICC	WPLR-F
3. WRKS-F	3. WKCI-F>	3. WPLR-F>	3. WPLR-F>	3. WPLR-F	3.	3. WEBE-F	3. WICC	3. WPLR-F	WKCI-F	3. WEBE-F
4.	4. WEZN-F	4. WKCI-F	4. WICC	4. WICC	4.	4. WKCI-F<	4. WPLR-F	4. WICC	4. WEZN-F>	4. WEZN-F
5.	5. WRKI-F	5. WICC	5. WKCI-F	5. WKCI-F	5.	5. WPLR-F	5. WKCI-F	5. WKCI-F	5. WEBE-F	WCBS

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. WKCI-F>>	1. WEBE-F>	1. WEBE-F>>	1. WEBE-F	1. WEZN-F	1. WPLR-F	1. WPLR-F>	1. WPLR-F>	1. WPLR-F>	1. WEZN-F
2. WEZN-F	2. WKCI-F	2. WPLR-F>	2. WEZN-F>	2. WEBE-F>	2. WRKI-F>	2. WEBE-F	2. WEBE-F	2. WEZN-F	WPLR-F
WEBE-F	WPLR-F>	3. WICC	3. WKCI-F	3. WICC>	3. WEBE-F	3. WKCI-F	3. WKCI-F	3. WEBE-F	3. WEBE-F
4. WPLR-F>	4. WEZN-F	4. WKCI-F	4. WPLR-F	4. WPLR-F	WKCI-F>	4. WRKI-F	4. WNEW-F>	4. WKCI-F	4. WICC
5. WRKS-F	5. WICC	5. WEZN-F	5. WICC	5. WKCI-F	5. WEZN-F	5.	5. WXRK-F	5. WRKI-F	5. WKCI-F

FORMATS	AM	FM	TOTAL	%	FAL 87	%	OTHER RADIO STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		83 (5)	83 (5)	13.0	13.5	WADS	690 Ansonia 1.6/5.1
AOR/CLASSIC		93 (4)	93 (4)	14.6	11.9	WFIF	1500 Milford .7/2.4
AC/OLDIES/SOFT ROCK	6 (1)	94 (6)	100 (7)	15.7	17.9	WJBX	1450 Bridgeport .8/2.3
MOR/VARIETY/FULL	101 (4)		101 (4)	15.9	17.9		
COUNTRY		16 (1)	16 (1)	2.5	1.1	WABC	770 New York 1.5/4.9
BLACK/URBAN		20 (1)	20 (1)	3.1	4.2	WALK-F	97.5 Patchoque .4/3.3
BTFL/EZ		110 (1)	110 (1)	17.3	14.5	WAVZ	1300 New Haven .5/1.6
NEWS/TALK	74 (6)		74 (6)	11.6	11.6	WCBS	880 New York .5/2.5
NOSTALGIA	24 (2)		24 (2)	3.8	3.1	WDRC-F	102.9 Hartford 1.3/6.6
RELIGION/GOSPEL						WELI	960 New Haven .4/3.0
SPANISH						WPAN	660 New York 1.3/9.1
CLASSICAL		6 (2)	6 (2)	0.9	0.8	WGMX-F	95.9 Norwalk .7/2.9
JAZZ/NEW AGE		5 (1)	5 (1)	0.8	0.3	WHTZ-F	100.3 Newark .5/2.4
OTHERS/UNKNOWN	5 (1)		5 (1)	0.8	1.1	WJAZ	96.7 Stamford .7/2.4
			637 (34)			WKSS-F	95.7 Hartford 1.2/2.5
						WMCA	570 New York .4/1.4
						WNCN-F	104.3 New York .3/1.6
						WNEW-F	102.7 New York 1.2/2.8
						WQHT-F	97.1 New York 1.2/5.7
						WQXR-F	96.3 New York .5/2.0
						WRKI-F	95.1 Brookfield 2.0/8.6
						WTIC	1080 Hartford .3/1.5
						WWPR-F	95.5 New York .4/4.3
						WVYZ-F	92.5 Waterbury .7/2.2
						WXRK	92.3 New York .8/4.6

RADIO STATIONS

WMID, 1340, 1 KW		NOSTALGIA	NBC, \$ 24.00 (Republic)	
WOND, 1400, 1 KW		, OLDIES	ABC-E, \$ 15.00 (Mc-Guild)	Dick Irland
WUSS, 1490, 1 KW/250 W		, BLACK	MBS, NBN, \$ 17.00 (Lotus)	Larry Hayes
WAYV-F, 95.1, 20 KW @ 300, CHR			, \$ 37.00 (Katz)	Forrest
WFPG-F, 96.9, 50 KW @ 400, BTFL/EZ			, \$ 31.00 (Eastman_	Hartstone/Dickstein
WMGM-F, 103.7, 50 KW @ 395, CHR			, \$ 21.00 (Mc-Guild)	Dick Irland
WMID-F, 99.3, 3 KW @ 290, AC			, \$ 22.00 (Republic)	Bill Musser
WRDR-F, 104.9, 3 KW @ 280, NOSTALGIA			APR, \$ 15.00 (---	(EGG HARBOR) John DeMasi
WSLT-F, 106.3, 3 KW @ 310, SOFT AC			, \$ 16.00 (Groskin)	(OCEAN CITY) Neeley Crowley
WZXL-F, 100.7, 38 KW @ 330, AOR			, \$ 15.00 (Durpetti	(WILDWOOD) Joe Gallagher

NOTE: WICC sold by Tribune Co. to WIN/ML for \$6,250,000.

BUFFALO - NIAGARA FALLS

Arbitron Rank/Pop (12+): 38/995,600

Stations: 24/21
Diaries: 1340/743:1/56.5%
Sample Target: 1290
% Below Line: 1.5%
% Not Listed: 9.6%

1988 Revenue: \$27,500,000
HH/ Inc: \$33,379
Retail \$: 7.2 Bil
Pop per Station: 47,410
#1 Biller: WBen \$4,000,000

MSA Rank/Pop:
Buffalo: 54/951,900
Niagara Falls: 197/214,900
Average Person Ratings: 17.7
Market TSL: 23.3 Hours

12+ METRO	1/4/SHARE	SUM				4BOOK	12+ TSA	12+ METRO		SPG	FAL	% 25-54	BIRCH	BIRCH	BIRCH
		88	88	88	87			CUME/CUME	RATING						
1. WBen (MOR)	190/10.8	9.6	8.5	10.0	11.8	9.7	200/ 3354	3137/31.5	21.1	33.5	81	7.4	131	2517	WBen
2. WYRK-F (C)	189/10.7	8.8	7.7	9.0	7.0	9.1	219/ 2151	1733/17.4	15.7	14.5	118	7.6	135	1328	WYRK-F
3. WJYE-F (EZ)	171/ 9.7	6.7	6.6	10.4	8.6	8.4	197/ 2475	2120/21.3	16.7	19.6	76	5.2	93	1191	WJYE-F
4. WKSE-F (CHR)	162/ 9.2	11.3	10.2	8.6	8.2	9.8	184/ 2924	2602/26.1	24.6	20.1	87	14.1	251	2986	WKSE-F
5. WBUF-F (AC)	157/ 8.9	6.6	9.3	6.5	6.2	7.8	179/ 1918	1607/16.1	17.0	15.5	148	8.1	144	1504	WBUF-F
6. WBLK-F (B)	116/ 6.6	6.0	6.3	4.5	6.5	5.9	118/ 1035	1009/10.1	9.8	9.2	100	10.8	193	1335	WBLK-F
7. WGR-F (AOR)	105/ 6.6	2.2	4.3	3.6	2.6	4.0	158/ 1991	1502/15.1	10.8	9.1	95	9.0	160	1872	WGR-F
8. WECK (BB)	100/ 5.7	6.0	5.0	5.1	6.3	5.5	101/ 1056	1007/10.1	9.6	11.7	12	4.4	78	640	WECK
9. WMJQ-F (CHR)	90/ 5.1	5.7	5.7	3.6	4.7	5.0	170/ 2991	1788/18.0	20.7	17.4	127	3.7	66	1179	WMJQ-F
10. WHTT-F (AOR)	77/ 4.4	5.5	8.7	7.5	8.0	6.5	94/ 1785	1477/14.8	19.4	16.1	155	6.1	109	1770	WHTT-F
11. WPHD-F (AOR)	60/ 3.4	7.6	4.7	5.7	5.4	5.4	62/ 1460	1321/13.3	16.3	17.2	126	4.5	80	1524	WPHD-F
12. WGR (MOR)	53/ 3.0	4.2	3.1	3.2	4.1	3.4	72/ 1671	1321/13.3	12.1	11.6	140	3.7	65	1125	WGR
13. WWKB (O)	28/ 1.6	1.1	3.3	4.1	3.7	2.5	34/ 761	633/ 6.4	12.0	13.7	100	1.0	17	629	WWKB
14.															
15.															

12+ FM SHARE (METRO): 72.61% (1169 of 1610) (FAL 87: 66.29%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSE-F>>	1. WGR-F	1. WYRK-F	1. WBUF-F	1. WBUF-F	1. WBen	1. WBen>	1. WJYE-F	1. WYRK-F<	1. WKSE-F>	1. WBen>>
2. WBLK-F	2. WKSE-F	2. WBUF-F	WYRK-F>	2. WYRK-F	2. WJYE-F	2. WYRK-F	2. WBUF-F	2. WJYE-F	2. WBen	2. WYRK-F
3. WGR-F	3. WYRK-F<	3. WKSE-F	3. WKSE-F	3. WBen	3. WYRK-F	3. WKSE-F	3. WYRK-F>	3. WBUF-F	3. WYRK-F	3. WBLK-F
WMJQ-F	4. WBLK-F	4. WGR-F	4. WHTT-F	4. WKSE-F	4. WBUF-F<	4. WBUF-F	4. WECK	4. WKSE-F	4. WBLK-F	4. WKSE-F<
5.	5. WMJQ-F	5. WBLK-F	5. WBen<	5. WJYE-F	5. WECK	WJYE-F	5. WBen	5. WBLK-F	5. WGR-F	5. WGR-F<
6.	6. WBUF-F	6. WMJQ-F	6. WMJQ-F	6. WHTT-F<	6.	WMJQ-F	6. WGR-F	6. WGR-F	6. WJYE-F	6. WBUF-F
7.	7.	7.	7.	7. WBLK-F<	7.	7.	7.	7. WBen	7. WBUF-F	7.
8.	8.	8.	8.	8. WMJQ-F	8.	8.	8.	8.	8.	8.

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. WKSE-F	1. WKSE-F>	1. WBUF-F	1. WKSE-F<	1. WBUF-F	1. WGR-F>>	1. WGR-F>	1. WGR-F<	1. WGR-F	1. WYRK-F
2. WBLK-F	2. WBLK-F	WKSE-F	2. WBUF-F	2. WYRK-F	2. WBLK-F	2. WHTT-F	2. WHTT-F	2. WYRK-F	2. WBen
3. WMJQ-F	3. WMJQ-F	3. WYRK-F	3. WYRK-F	3. WKSE-F	3. WYRK-F	3. WYRK-F	3. WBUF-F	3. WHTT-F	WHTT-F
4. WGR-F	4. WYRK-F	4. WMJQ-F	4. WBLK-F	4. WJYE-F	4. WPHD-F	4. WPHD-F	4. WMJQ-F	4. WBen	4. WBUF-F
WJYE-F	5. WBUF-F	5. WBLK-F>	5. WMJQ-F	5. WBLK-F	5. WKSE-F	5. WBLK-F	5. WPHD-F	WBUF-F	5. WGR-F
6. WYRK-F	6. WGR-F	6. WGR-F	6. WJYE-F	6. WBen	6. WHTT-F	WBUF-F	WYRK-F	6. WPHD-F	6. WJYE-F
7. WBUF-F	7. WJYE-F	WHTT-F	7.	WMJQ-F	7. WMJQ-F	7. WMJQ-F	7. WBen	7.	WMJQ-F
8. WPHD-F	8.	8.	8.	8.	8.	8.	8.	8.	8.

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		260 (3)	260 (3)	16.1	14.0	WBMW-F	107.7	Weatherfld.	.3/2.1
AOR/CLASSIC		253 (4)	253 (4)	15.7	18.5	WDCX-F	99.5	Buffalo	1.0/3.5
AC/OLDIES/SOFT ROCK	54 (3)	157 (1)	211 (4)	13.1	13.6	WGKT	1400	Buffalo	1.0/3.7
MOR/VARIETY/FULL	263 (4)		263 (4)	16.3	17.9	WHLA	1270	Niagara Falls	.4/1.7
						WJLJ	1440	Niagara Falls	.7/1.5
COUNTRY	9 (1)	189 (1)	198 (2)	12.3	9.1	WLVL	1340	Lockport	.5/1.3
BLACK/URBAN	8 (1)	116 (1)	124 (2)	7.7	8.5	WUFO	1080	Amherst	.5/1.5
BTFL/EZ		171 (1)	171 (1)	10.6	9.3	WXRL	1300	Lancaster	.5/2.0
NEWS/TALK									
NOSTALGIA	100 (1)		100 (1)	6.2	6.8	CFNY-F	102.1	Brampton Ont.	.6/2.1
RELIGION/GOSPEL		18 (1)	18 (1)	1.1	1.0	CHTZ-F	97.7	St. Catharines	.5/1.9
SPANISH						CJRN	710	Niagara Falls, Ont.	.4/1.2
CLASSICAL									
JAZZ/NEW AGE		5 (1)	5 (1)	0.3					
OTHERS/UNKNOWN	7 (1)		7 (1)	0.4	1.2				
1610 (24)									

RADIO STATIONS

AM STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	NBC, \$ 80.00 (Eastman)	
WECK, 1230, 1 KW	, NOSTALGIA	CBS, \$ 41.00 (Roslin)	
WGR, 550, 5 KW (DA-N)	, MOR/AC	ABC-E, \$ 45.00 (Katz)	
WHTT, 1120, 1 KW (DAYS)	, CLASSIC AOR	, \$ NA (MMR)	Pyramid
WUFO, 1080, 1 KW (DAYS)	, BLACK/GOSPEL	SBN, \$ 16.00 (Roslin)	Sheridan
WWKB, 1520, 50 KW (DA-1)	, OLDIES	ABC-D, \$ 45.00 (HNWH)	Price
WXRL, 1300, 1 KW/2.5 KW(DA-2), COUNTRY		MBS, \$ 18.00 (---)	(LANCASTER)

FM STATIONS

WBLK-F, 93.7, 50 KW @ 400, BLACK	CBS-R, \$ 44.00 (Durpetti)	
WBUF-F, 92.9, 91 KW @ 580, AC	, \$ 72.00 (Mc-Guild)	Lincoln
WDCX-F, 99.5, 17 KW @ 430, RELIGION	, \$ 21.00 (---)	Crawford
WHTT-F, 104.1, 50 KW @ 500, CLASSIC AOR	, \$ 64.00 (MMR)	Pyramid
WJYE-F, 96.1, 50 KW @ 480, BTFL/EZ	, \$ 70.00 (Christal)	
WKSE-F, 98.5, 46 KW @ 380, CHR	ABC-R, \$ 57.00 (HNWH)	Price
WMJQ-F, 102.5, 110 KW @ 1347, CHR	ABC-R, \$ 51.00 (Eastman)	
WPHD-F, 103.3, 49 KW @ 423, AOR	CBS-R, \$ 49.00 (CBS)	
WGR-F, 96.9, 13 KW @ 390, AOR	ABC-E, \$ 43.00 (Katz)	
WYRK-F, 106.5, 50 KW @ 390, COUNTRY	, \$ 63.00 (Mc-Guild)	Stoner
WBMW-F, 107.7, 14 KW @ 650, JAZZ/NEW AGE	Source, \$ 32.00 (Torbet)	(WETHERSFIELD)

CALL LETTER CHANGES

WRLT changes to WGR-F (Sept)
 WPHD changes to WGKT
 WBYR changes to WBMW

FORMAT CHANGES

WPHD-AM changes from AOR to OLDIES (Aug)
 WBYR changes from AOR to JAZZ/NEW AGE (Nov)
 WRLT changes from AC to AOR (Sept)

SALES

CANTON

Arbitron Rank/Pop (12+): 102/333,000

MSA Rank/Pop: 117/400,600
 Cleveland ADI
 Average Person Ratings: 17.6
 Market TSL: 23.0 Hours

Stations: 29/ 9
 Diaries: 796/418:1/56.2%
 Sample Target: 730
 % Below Line: 38.1%
 % Not Listed: 12.8%

1988 Revenue: \$7,700,000
 HH/ Inc: \$30,591
 Retail \$: 2.5 Bil
 Pop per Station: 37,000
 #1 Biller: WHBCwhbc \$2,400,000

12+ METRO	1/4/SHARE	SPG				4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO		SPG		% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
		88	87	87	86			CUME/CUME	RATING	88	87				
1. WHBC-F (EZ)	75/12.8	11.8	17.5	15.6	16.0	14.5	96/ 1053	797/23.9	26.4	25.4	69			WHBC-F	
2. WHBC (MOR)	69/11.8	10.7	12.2	12.0	14.8	11.7	71/ 905	843/25.3	25.7	29.6	53			WHBC	
3. WDJQ-F (CHR)	65/11.1	10.9	10.7	7.4	8.4	10.0	86/ 1210	849/25.5	22.1	21.1	130			WDJQ-F	
4. WRQK-F (A)	48/ 8.2	8.6	5.3	6.8	7.8	7.2	57/ 730	524/15.7	13.4	13.5	111			WRQK-F	
5. WQXK-F (C)	44/ 7.5	10.9	6.1	7.7	5.3	8.1	70/ 898	525/15.8	10.4	10.0	104			WQXK-F	
6. WKDD-F (CHR)	43/ 7.4	7.4	7.6	6.8	7.0	7.3	60/ 1144	720/21.6	18.9	18.9	81			WKDD-F	
7. WMMS-F (AOR)	19/ 3.2	3.5	4.4	3.6	4.5	3.7	30/ 532	406/12.2	10.2	12.4	138			WMMS-F	
8. WONE-F (A)	17/ 2.9	1.8	3.2	2.3	2.1	2.6	29/ 442	291/ 8.7	6.3	3.8	141			WONE-F	
WMJI-F (AC)	17/ 2.9	2.8	2.7	3.9	2.7	3.1	22/ 410	292/ 8.8	8.0	9.0	162			WMJI-F	

12+ FM SHARE (METRO): 67.32% (1407 of 2090) (FAL 87: 67.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKDD-F>	1. WRQK-F<	1. WDJQ-F	1. WDJQ-F>	1. WDJQ-F>	1. WHBC-F	1. WHBC	1. WHBC-F	1. WHBC-F	1. WDJQ-F	1. WHBC>
2. WDJQ-F>>	2. WRQK-F>	2. WRQK-F>	2. WRQK-F	2. WRQK-F	2. WHBC>>	2. WHBC-F	2. WDJQ-F	2. WDJQ-F	2. WHBC	2. WHBC-F
3.	3. WKDD-F	3. WKDD-F	3. WQXK-F	3. WHBC-F	3. WQXK-F	3. WDJQ-F	3. WRQK-F	3. WRQK-F	3. WKDD-F	3. WQXK-F
4.	4. WMMS-F	4. WQXK-F	4. WHBC-F	4. WQXK-F	4. WDJQ-F	4. WKDD-F	4. WHBC	4. WHBC	4. WHBC-F	4. WDJQ-F
5.	5. WONE-F	5. WHBC-F	WKDD-F	5. WHBC-F	5.	5. WRQK-F<	5. WQXK-F	5. WKDD-F	WRQK-F	5.
6.	6.	6.	6.	6.	6.	6. WQXK-F	6.	6. WQXK-F	6.	6.

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. WRQK-F	1. WDJQ-F>>	1. WDJQ-F>>	1. WDJQ-F>>	1. WDJQ-F>	1. WRQK-F>>	1. WRQK-F>>	1. WRQK-F	1. WRQK-F>	1. WRQK-F>
2. WDJQ-F	2. WRQK-F	2. WMMS-F	2. WKDD-F	2. WHBC-F	2. WKDD-F>	2. WDJQ-F>	2. WDJQ-F>	2. WDJQ-F>	2. WDJQ-F>
3. WKDD-F	3. WKDD-F	3. WHBC-F	WQXK-F	3. WQXK-F	3. WDJQ-F	3. WKDD-F	3. WMMS-F	3. WKDD-F	3. WQXK-F
4. WQXK-F	4. WMMS-F	WRQK-F	WHBC-F	4. WKDD-F	4. WNPQ-F	4. WMMS-F	WONE-F	4. WQXK-F	4. WHBC
5. WONE-F	WQXK-F	WKDD-F	5. WRQK-F	5. WHBC	5. WQXK-F	WONE-F	5. WQXK-F	5. WMMS-F	5. WHBC-F
6. WHBC-F	6.	6. WDOK-F	6.	6.	6.	6.	6.	6. WONE-F	6.
WMMS-F	7.	WONE-F	7.	7.	7.	7.	7.	7.	7.

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		125 (5)	125 (5)	24.5	23.7	WFAH	1310	Alliance	1.2/2.7
AOR/CLASSIC		86 (4)	86 (4)	16.9	14.3	WNPQ-F	95.9	New Philly	.9/4.6
AC/OLDIES/SOFT ROCK		40 (4)	40 (4)	7.8	4.9	WRCW	1060	Canton	1.5/1.5
MOR/VARIETY/FULL	88 (4)		88 (4)	17.3	16.2	WTIG	990	Massillion	.5/3.5
						WTOF-F	98.1	Canton	1.0/3.8
COUNTRY	8 (3)	52 (3)	60 (6)	11.8	10.1	WAKR	1590	Akron	.5/1.9
BLACK/URBAN		5 (1)	5 (1)	1.0	3.0	WDOK-F	102.1	Cleveland	1.2/4.3
BTFL/EZ		75 (1)	75 (1)	14.7	22.2	WGAR	1220	Cleveland	.5/2.8
NEWS/TALK	11 (1)	11 (1)	22 (2)	4.3	3.5	WGAR-F	99.5	Cleveland	.5/2.8
NOSTALGIA	3 (1)		3 (1)	0.6		WHOT-F	1330	Campbell	1.2/4.2
RELIGION/GOSPEL		6 (1)	6 (1)	1.2	1.2	WLTF-F	106.5	Cleveland	.9/4.1
SPANISH						WNCX-F	98.5	Cleveland	.3/2.7
CLASSICAL						WNIR-F	100.1	Kent	1.9/5.9
JAZZ/NEW AGE						WPHR-F	107.9	Cleveland	.9/3.1
OTHERS/UNKNOWN					0.9	WQKT-F	104.5	Wooster	.9/3.0
						WQMX-F	94.9	Medina	.9/3.0
						WRMR	850	Cleveland	.5/2.1
						WSLR	1350	Akron	.3/2.2
						WWWE	1100	Cleveland	1.9/5.4
						WZAK-F	93.1	Cleveland	.9/2.8

RADIO STATIONS

WHBC, 1480, 5 KW (DA-N), MOR	ABC-E, \$ 65.00 (Christal)		Bill Chambers
WINW, 1520, 1 KW (DAYS-DA), BLACK	, \$ 12.00 (Eastman)		Bob Hippler
WRCW, 1060, 5 KW (DAYS,DA), MOR	, \$ 13.00 (---)		R. Colaner
WDJQ-F, 92.5, 50 KW @ 500, CHR	, \$ 41.00 (HNWH)	(ALLIANCE)	Dick Elliott
WHBC-F, 94.1, 45 KW @ 516, BTFL/EZ	ACB-E, \$ 47.00 (Christal)		Bill Chambers
WRQK-F, 106.9, 28 KW @ 341, AOR	, \$ 37.00 (MMR)		Bob Hippler
WTOF-F, 98.1, 36 KW @ 570, RELIGION	, \$ 16.00 (---)	Mortenson	Tom Bishop
WNPQ-F, 95.9, 3 KW @ 230, CHR	CBS-R, \$ 11.00 (Regional)	(NEW PHIL.)	Dennis Newell

CHARLESTON, SC

Arbitron Rank/Pop (12+): 30/407,300

MSA Rank/Pop: 98/501,200

ADI #110

Average Person Ratings: 17.1

Market TSL: 22.5 Hours

Stations: 24/21

Diaries: 898/454:1/56.0%

Sample Target: 760

% Below Line: 3.2%

% Not Listed: 9.9%

1988 Revenue: \$11,700,000

HH/ Inc: \$27,882

Retail \$: 3.1 Bil

Pop per Station: 19,395

#1 Biller: WEZL-F \$2,300,000

12+ METRO	1/4/SHARE	SPG				4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO		SPG		% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	FAL 87	SPG 87	FAL 86			CUME/CUME	RATING	88	87					
1. WEZL-F (C)	80/11.5	12.1	11.7	11.9	13.5	---	82/ 1021	907/22.3	19.1	22.1	111	10.7	87	725	WEZL-F	
2. WWWZ-F (B)	66/ 9.5	7.4	8.8	9.7	11.9	---	66/ 703	673/16.5	19.6	17.4	115	9.9	80	915	WWWZ-F	
3. WKQB-F (CHR)	54/ 7.8	9.0	7.3	10.9	8.6	---	93/ 1383	841/20.6	22.3	18.4	69	11.3	92	1038	WKQB-F	
4. WSSX-F (CHR)	48/ 6.9	6.0	5.3	7.6	10.0	---	50/ 903	846/20.8	18.8	18.4	91	6.4	52	704	WSSX-F	
WXTC-F (AC)	48/ 6.9	6.8	7.1	6.4	6.1	---	52/ 713	672/16.5	17.2	19.5	130	6.3	51	569	WXTC-F	
6. WPAL (B)	45/ 6.5	6.8	6.7	7.1	7.4	---	46/ 598	568/13.9	12.1	15.1	88	4.8	39	433	WPAL	
WAVF-F (AOR)	45/ 6.5	5.4	6.8	5.6	2.7	---	45/ 602	578/14.2	12.7	14.9	66	9.0	73	815	WAVF-F	
8. WXLY-F (AC)	32/ 4.6	4.7	4.9	6.3	5.2	---	32/ 576	563/13.8	12.0	12.4	148	4.4	36	366	WXLY-F	
9. WDXZ-F (EZ)	31/ 4.5	3.8	7.1	6.4	4.1	---	33/ 357	311/ 7.6	8.8	10.1	91	2.2	18	269	WDXZ-F	
10. WMGL-F (B)	28/ 4.0	4.7	4.9	2.4	3.3	---	30/ 411	393/ 9.6	10.4	10.1	88	7.2	58	630	WMGL-F	
11. WJYQ-F (AC)	26/ 3.7	3.8	2.3	.8	.8	---	26/ 357	342/ 8.4	8.3	6.0	116	2.5	20	273	WJYQ-F	
12. WQIZ (R/G)	21/ 3.0	1.9	2.7	1.8	.9	---	27/ 204	116/ 2.8	4.2	3.2	37	2.6	21	106	WQIZ	
13. WKCW (T)	18/ 2.6	2.1	1.4	1.5	2.5	---	18/ 237	221/ 5.4	5.0	5.0	73	1.2	10	209	WKCW	
14. WZJY (R/G)	13/ 1.9	2.5	---	---	---	---	13/ 121	121/ 3.0	3.6	---	100	1.2	10	155	WZJY	
15. WYBB-F (AC)	12/ 1.7	---	---	---	---	---	12/ 222	216/ 5.3	---	---	129	1.8	15	247	WYBB-F	

12+ FM SHARE (METRO): 79.71% (499 of 626) (FAL 87: 81.10%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKQB-F	1. WSSX-F	1. WWWZ-F	1. WEZL-F	1. WEZL-F	1. WEZL-F>>	1. WEZL-F	1. WEZL-F>	1. WEZL-F	1. WKQB-F	1. WPAL<
2. WAVF-F>	2. WAVF-F<	2. WEZL-F	2. WWWZ-F	2. WWWZ-F	2. WDXZ-F	2. WWWZ-F	2. WXTC-F	2. WWWZ-F	2. WWWZ-F	2. WEZL-F
WWWZ-F	3. WWWZ-F	3. WXTC-F	3. WXTC-F	3. WXTC-F	3. WWWZ-F	3. WKQB-F	3. WWWZ-F	3. WXTC-F	3. WMGL-F	3. WWWZ-F:
4.	4. WXTC-F	4. WSSX-F	4. WXLY-F	4. WXLY-F	4. WPAL	4. WXTC-F<	4. WSSX-F	4. WSSX-F<	4. WAVF-F	4. WZJY
5.	5. WKQB-F	5. WAVF-F<	5. WSSX-F	5. WSSX-F	5. WQIZ	5. WSSX-F	5. WAVF-F	5. WKQB-F	5. WEZL-F	5. WJYQ-F
6.	6.	6. WKQB-F	6.	6.	6.	6. WAVF-F	WPAL	6.	6. WSSX-F	WKCW
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	WMGL-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. WWWZ-F	1. WWWZ-F	1. WXTC-F	1. WWWZ-F	1. WXTC-F	1. WAVF-F>	1. WAVF-F	1. WSSX-F	1. WAVF-F	1. WEZL-F
2. WSSX-F	2. WXTC-F	2. WWWZ-F	WXTC-F	2. WEZL-F	2. WSSX-F>	2. WSSX-F>	2. WAVF-F	2. WEZL-F	2. WWWZ-F
3. WKQB-F	3. WSSX-F	3. WEZL-F	3. WEZL-F	WWWZ-F	3. WKQB-F>	3. WKQB-F	WEZL-F	WSSX-F	3. WXLY-F
WXTC-F	4. WPAL	WPAL	4. WPAL	4. WPAL	4. WMGL-F	4. WWWZ-F	WWWZ-F	4. WWWZ-F	4. WSSX-F
5. WPAL	5. WEZL-F	5. WSSX-F	5. WSSX-F	5. WJYQ-F	5. WWWZ-F	WXLY-F	WXLY-F	5. WKQB-F	5. WKQB-F
6. WMGL-F	WKQB-F	6.	6.	6.	WXLY-F	6.	6. WXTC-F	6. WXLY-F	WXTC-F
					WXTC-F		7. WKQB-F		

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP	1 (1)	109 (3)	110 (4)	17.6	14.3	WMCJ	950	Moncks Corner	1.0/2.2
AOR/CLASSIC		45 (1)	45 (1)	7.2	7.7	WOKE	1340	Charleston	.9/2.0
AC/OLDIES/SOFT ROCK	10 (1)	118 (4)	128 (5)	20.4	18.7	WTMA	1250	Charleston	.9/2.2
MOR/VARIETY/FULL						WWHT	1450	Charleston	.1/1.3
COUNTRY	6 (1)	91 (2)	97 (3)	15.5	16.3	WXHT-F	94.3	Goose Creek	1.0/6.1
BLACK/URBAN	52 (2)	102 (3)	154 (5)	24.6	28.4	WXTC	1390	Charleston	1.4/4.8
BTFL/E	6 (1)	31 (1)	37 (2)	5.9	8.1	WHLZ-F	92.5	Manning	1.6/4.7
NEWS/TALK	18 (1)		18 (1)	2.9	1.5	WHTK-F	99.7	Port Royal	.4/2.5
NOSTALGIA						WWDM-F	101.3	Sumter	1.2/4.1
RELIGION/GOSPEL	34 (2)		34 (2)	5.4	5.0				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN		<u>3 (1)</u>	<u>3 (1)</u>	0.5					
			626 (24)						

RADIO STATIONS

AM STATIONS

WKN, 910, 500 W (DA-N)	, TALK	NBC-T, ABC-T, \$ 17.00 (Eastman)	Caravelle	Bob Snowdon
WPAL, 730, 1 KW/100 W	, BLACK	NBN, ABC-D, \$ 23.00 (---)		Juanita LaRoche
WTMA, 1250, 5 KW/1 KW	, COUNTRY	ABC-C, \$ 17.00 (Katz)	Faircom	Bob Ballantine
WXTC, 1390, 5 KW (DA-N)	, OLDIES	ABC-E, \$ 22.00 (Mc-Guild)	Guild	Phil Zachary
WQIZ, 810, 5 KW (DAYS)	, GOSPEL	SBN, \$ 12.00 (Eastman)	(ST. GEORGE)	Steve Judy

FM STATIONS

WAVF-F, 96.1, 100 KW @ 580, AOR	US 1, \$ 38.00 (Christal)		Lawrence Thompson
WDXZ-F, 104.5, 30 KW @ 650, EZ/LIGHT JAZZ	NBC, CBS, \$ 40.00 (Eastman)	Caravelle (MT. PLEASANT)	Bob Snowdon
WEZL-F, 103.5, 100 KW @ 700, COUNTRY	MBS, \$ 70.00 (Banner)	John Price	Buddy Barton
WKQB-F, 107.5, 100 KW @ 1005, CHR	, \$ 43.00 (Eastman)		(ST. GEORGE) Steve Judy
WMGL-F, 101.7, 3 KW @ 300, BLACK	ABC-C, \$ 20.00 (Durpetti)		(RAVENAL) Rick Glover
WSSX-F, 95.1, 100 KW @ 350, CHR	, \$ 44.00 (Katz)	Faircom	Bob Ballantine
WWHT-F, 94.3, 3 KW @ 300, CONTEMP	MBS, \$ 22.00 (Christal)	Jones	Larry Kirby
WWNZ-F, 93.5, 3 KW @ 300, BLACK	SBN, \$ 46.00 (HNWH)	(SUMMERSVILLE)	Dean Mutter
WXLY-F, 102.5, 100 KW @ 550, OLDIES	US 1, \$ 32.00 (Republic)	Bahakel	Dan Conway
WXTC-F, 96.9, 100 KW @ 1750, AC	CBS-R, \$ 53.00 (Mc-Guild)	Guild	Phil Zachary
WJYQ-F, 105.5, 3 KW @ 300, AC/OLDIES	APR, \$ NA (Torbet)	Media Cap	(MONCK'S CORNER)

CALLS

FORMATS

SALES

CHARLOTTE

Arbitron Rank/Pop (12+): 41/909,600

Stations: 25/19

1988 Revenue: \$30,400,000

MSA Rank/Pop: 44/1,092,800

Diaries: 1145/794:1/51.9%

HH Inc.: \$31,563

ADI #31

Sample Target: 1130

Retail \$: 8.0 Bil

Average Person Ratings: 17.4

% Below Line: 4.1%

Pop per Station: 47,874

Market TSL: 23.0 Hours

% Not Listed: 13.3%

#1 Biller: WSOC A/F \$5,200,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	PAL 87	4 BOOK AVG.	12+ 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	PAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WSOC-F (C)	247/15.6	14.7	13.7	14.4	12.1	14.6	400/4325	2424/26.6	26.7	23.7	96	11.0	182	2102
2. WPEG-F (B)	156/9.9	9.4	8.3	10.5	14.2	9.5	181/1850	1462/16.1	17.1	16.5	99	10.1	167	1997
3. WCKZ A/F (U/CHR)	134/8.5	9.4	9.9	6.6	3.3	8.6	199/2602	1610/17.7	18.6	18.7	82	12.7	209	2139
4. WRFX-F (AOR)	109/6.9	7.6	8.6	5.8	8.1	7.2	162/1836	1216/13.4	16.0	13.4	128	9.3	154	1605
5. WBT (MOR)	95/6.0	5.1	6.7	5.8	7.0	5.9	112/1805	1489/16.4	13.5	14.2	98	5.7	94	1464
6. WRLX-F (EZ)	91/5.7	4.4	3.4	4.1	3.6	4.4	163/1722	998/11.0	8.0	7.0	88	1.4	23	609
7. WLVK-F (C)	88/5.6	7.5	5.9	6.9	6.7	6.5	216/2592	1189/13.1	12.7	14.1	107	8.9	147	1270
8. WWMG-F (AC)	76/4.8	4.7	5.8	4.2	5.2	4.9	106/1496	1028/11.3	10.3	9.1	146	5.8	96	853
9. WROQ-F (CHR)	75/4.7	6.0	5.2	5.1	6.3	5.3	161/2907	1474/16.2	12.8	18.0	64	8.0	132	1767
WBCY-F (CHR)	75/4.7	4.8	5.9	5.9	6.5	5.3	151/3013	1496/16.4	15.0	18.9	87	4.9	81	1267
11. WEZC-F (AC)	73/4.6	6.0	6.2	7.6	6.2	6.1	128/2054	1175/12.9	13.7	15.1	139	3.4	57	807

12+ FM SHARE (METRO): 88.12% (1209 OF 1372) (PAL 87: 84.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WCKZ-F+>>1. WRFX-F<	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	>>1. WSOC-F	>>1. WSOC-F	>>1. WSOC-F	1. WCKZ-F<	1. WSOC-F
2. WBCY-F	2. WPEG-F	2. WPEG-F	2. WPEG-F	2. WPEG-F	2. WBT	2. WBT	2. WRLX-F	2. WPEG-F	2. WPEG-F	2. WBT
3. WPEG-F	3. WCKZ-F+<3. WRFX-F	3. WRFX-F	3. WRFX-F	3. WRFX-F	3. WRLX-F	3. WPEG-F	3. WRFX-F	3. WCKZ-F	3. WSOC-F	3. WCKZ-F
WROQ-F	4. WSOC-F	4. WCKZ-F+	4. WWMG-F	4. WCKZ-F	4. WLVK-F	4. WRFX-F	4. WWMG-F	4. WRFX-F	4. WBT	WPEG-F
5.	5. WROQ-F	5. WWMG-F	5. WCKZ-F+	5. WWMG-F	5. WPEG-F	5. WBCY-F	5. WLVK-F	5. WLVK-F	5. WRFX-F	5. WLVK-F
	6. WEZC-F	6. WEZC-F	6. WEZC-F	6. WEZC-F	6. WLVK-F	6. WPEG-F	6. WRLX-F	6. WRLX-F	6. WROQ-F	
	7. WBCY-F	7. WLVK-F	7. WLVK-F	7. WLVK-F	7. WRLX-F	7. WEZC-F	7. WWMG-F	7. WWMG-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. WPEG-F	1. WPEG-F	1. WPEG-F	1. WSOC-F	1. WSOC-F	1. WRFX-F	1. WRFX-F	1. WRFX-F	1. WRFX-F	1. WSOC-F
2. WCKZ-F+	2. WCKZ-F+	2. WEZC-F	2. WPEG-F	2. WPEG-F	2. WPEG-F	2. WSOC-F	2. WSOC-F	2. WSOC-F	2. WRFX-F
3. WBCY-F	3. WEZC-F	3. WCKZ-F+	3. WCKZ-F+	3. WEZC-F	3. WCKZ-F+	3. WPEG-F	3. WPEG-F	3. WPEG-F	3. WCKZ-F
4. WROQ-F	4. WSOC-F	4. WSOC-F	4. WEZC-F	4. WCKZ-F+	WROQ-F	4. WCKZ-F+	4. WCKZ-F+	4. WCKZ-F+	4. WWMG-F
5. WLVK-F	5. WBCY-F	5. WRFX-F	5. WBCY-F	5. WBT	WSOC-F	5. WROQ-F	5. WBCY-F	5. WWMG-F	5. WCKZ-F+
WWMG-F	6. WRFX-F	6. WWMG-F	6. WLVK-F	6. WRLX-F			WROQ-F	6. WROQ-F	6. WLVK-F
	7. WWMG-F	7. WRLX-F	7. WLVK-F	7. WLVK-F			WWMG-F	7. WBT	7. WBT

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	XXX (X)	150 (2)	150 (2)	10.9	14.2	WAES 610 Charlotte .4/1.8
AOR/CLASSIC		117 (2)	117 (2)	8.5	10.8	WGIV 1600 Charlotte 1.4/3.8
AC/OLDIES/SOFT ROCK		169 (3)	169 (3)	12.3	18.0	WGSP 1310 Charlotte .9/ .7
MOR/VARIETY/FULL	104 (2)		104 (2)	7.6	8.7	WLON 1050 Lincolnton .6/1.0
COUNTRY	9 (1)	335 (2)	344 (3)	25.0	21.9	WNOV 1030 Mint Hill .4/1.0
BLACK/URBAN	23 (2)	302 (3)	325 (5)	23.7	18.0	WRDX-F 106.5 Salisbury 1.3/4.0
BTFL MUSIC/EZ		91 (1)	91 (1)	6.6	4.5	WSOC 930 Charlotte .6/2.8
NEWS/TALK						WFMX-F 105.7 Statesville .5/1.8
NOSTALGIA	6 (1)		6 (1)	0.4		WXRC-F 95.7 Hickory .5/1.7
RELIGION/GOSPEL	14 (1)	27 (2)	41 (3)	3.0	2.3	WAGI-F 105.3 Gaffney .6/1.5
SPANISH						WFGW 1010 Black Mountain .2/ .7
CLASSICAL						WMIT-F 106.9 Black Mountain 1.5/3.2
JAZZ/NEW AGE						WDM-F 101.3 Sumter .8/1.8
OTHERS/UNKNOWN	7 (1)	18 (2)	25 (3)			
	163 (8)	1209 (17)	1372 (25)			

RADIO STATIONS

WAES, 610, 5 KW/1 KW (DA-2)	, OLDIES	, \$ NA (Republic)
WAME, 1480, 5 KW (DA-2)	, RELIGION	, \$ 15.00 (---)
WBT, 1110, 50 KW (DA-N)	, MOR/AC	MBS,NBC, \$ 80.00 (Banner)
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN, \$ 26.00 (HNWH)
WGSP, 1310, 1 KW (DAYS, DA)	, ? ?	, \$ 16.00 (Masla)
WHVN, 1240, 1 KW (DA-1)	, RELIGION	NBC,ABC-I, \$ NA (---)
WQCC, 1540, 1 KW (DAYS)	, GOSPEL	, \$ NA (Savalli)
WSOC, 930, 5 KW/1 KW (DA-N)	, COUNTRY	, \$ NA (Christal)
WBCY-F, 107.9, 97 KW @ 970, CHR		, \$ 71.00 (Banner)
WEZC-F, 104.7, 100 KW @ 1230, AC		, \$ 109.00 (MMR)
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		ABC-I, \$ 65.00 (Republic)
WROQ-F, 95.1, 100 KW @ 570, CHR		US 1, \$ 60.00 (Republic)
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY		, \$ 120.00 (Christal)
WCKZ-F, 101.9, 100 KW @ 870, URBAN/CHR		US 2, \$ 50.00 (Durpetti)
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS-R, \$ 70.00 (HNWH)
WRFX-F, 99.7, 100 KW @ 1044, AOR		, \$ 56.00 (Mc-Guild)
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES		, \$ 45.00 (Katz)
WXRC-F, 95.7, 100 KW @ 1275, AOR		ABC-R, \$ 30.00 (---)
WRLX-F, 102.9, 31 KW @ 1535, BTFL/EZ		, \$ 28.00 (CBS)
		Keymarket
		Jeff-Pilot
		Swaggert
		Jeff-Pilot
		Buck
		Cox
		Capitol-Johnson
		Cox
		Beasley
		Broadcast Partners
		Pyramid
		Voyager
		Keymarket

MISCELLANEOUS COMMENTS WRFX-F (Kannapolis) sold by Metroplex to Pyramid for \$15,400,000 (Stevens)... Correction to Spring 1988 editions: WCKZ programs Urban/CHR...

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/357,300

Stations: 15/15
Diaries: 818/437:1/52.9%
Sample Target: 760
% Below Line: 0
% Not Listed: 14.0%

1988 Revenue: \$11,900,000
HH/ Inc: \$27,241
Retail \$: 3.0 Bil
Pop per Station: 23,820
#1 Biller: WSKZ-F \$2,400,000

MSA Rank/Pop: 110/427,200

ADI# 84

Average Person Ratings: 17.2

Market TSL: 22.8 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WSKZ-F (CHR)	110/17.9	20.0	18.4	16.0	19.2	18.1	216/ 2239	1140/31.9	33.4	34.1	76	23.8	150	1440 WSKZ-F
2. WUSY-F (C)	86/14.0	10.6	13.5	14.2	11.6	13.1	175/ 1843	761/21.3	23.0	21.7	139	10.0	63	890 WUSY-F
3. WDEF-F (EZ)	82/13.4	10.4	10.8	11.0	10.3	11.4	109/ 996	771/21.6	20.8	21.2	81	7.9	50	577 WDEF-F
4. WJTT-F (B)	54/ 8.8	9.4	8.4	7.9	4.6	8.6	61/ 555	454/12.7	11.4	10.8	100	11.0	69	527 WJTT-F
5. WLMX-F (AC)	53/ 8.6	7.9	7.6	9.7	14.3	8.5	54/ 778	709/19.8	19.1	24.4	141	11.9	75	849 WLMX-F
6. WDOD-F (C)	48/ 7.8	9.2	10.3	9.4	8.0	9.2	87/ 1148	620/17.4	18.1	21.2	106	10.0	63	700 WDOD-F
7. WNOO (B)	24/ 3.9	4.7	4.2	2.5	5.5	3.8	24/ 230	230/ 6.4	6.8	6.9	74	2.4	15	285 WNOO
8. WDEF (MOR)	19/ 3.1	4.1	4.2	6.1	3.6	4.4	19/ 354	354/ 9.9	9.4	10.9	29	3.7	23	416 WDEF
9. WYVY-F (AC)	13/ 2.1	3.3	5.1	3.6	3.5	3.5	14/ 355	298/ 8.3	11.5	7.2	138	2.1	13	381 WYVY-F
10. WDOD (C)	11/ 1.8	3.5	2.0	3.1	2.3	2.6	12/ 211	195/ 5.5	7.1	5.9	17	1.3	8	224 WDOD

12+ FM SHARE (METRO): 84.63% (446 of 527) (FAL 87: 78.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F	1. WUSY-F>	1. WUSY-F>	1. WDEF-F	1. WDEF-F<	1. WDEF-F<	1. WSKZ-F	1. WSKZ-F>	1. WDOD-F
2. WJTT-F>>	2. WLMX-F	2. WYSY-F>	2. WSKZ-F	2. WSKZ-F	2. WUSY-F>	2. WSKZ-F	2. WUSY-F	2. WUSY-F	2. WJTT-F	2. WLMX-F
3.	3. WJTT-F	3. WLMX-F	3. WLMX-F	3. WLMX-F	3. WDOD-F	3. WUSY-F	3. WSKZ-F	3. WDEF-F	3. WUSY-F>	3. WUSY-F
4.	4. WUSY-F	4. WJTT-F>	4. WJTT-F	4. WDEF-F	4. WLMX-F	4. WLMX-F<	4. WLMX-F>	4. WJTT-F	4. WDOD-F	4. WJTT-F
5.	5.	5.	5.	5. WJTT-F	5. WDEF<	5. WDOD-F	5. WDOD-F	5. WLMX-F	5. WLMX-F	5. WSKZ-F
6.	6.	6.	6.	6. WDOD-F	6. WSKZ-F	6.	6.	6. WDOD-F	6.	6.

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. WLMX-F>	1. WUSY-F	1. WUSY-F	1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F>	1. WUSY-F<
2. WJTT-F	2. WLMX-F	2. WJTT-F	2. WLMX-F	2. WLMX-F	2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WUSY-F>>	2. WSKZ-F>>
3. WLMX-F	3. WJTT-F	3. WSKZ-F	3. WSKZ-F	3. WDEF-F	3. WLMX-F	3. WUSY-F	3. WUSY-F	3. WJTT-F	3. WDEF-F
4. WDOD-F	4. WUSY-F>	4. WUSY-F>>	4. WJTT-F	4. WJTT-F	4. WLMX-F>	4. WLMX-F>	4. WCMX-F	4. WLMX-F	4. WJTT-F
WNOO	5.	5. WYVY-F	5. WDEF-F	6. WSKZ-F	WNOO	5. WNOO	5.	5.	WLMX-F
		6. WDEF-F		6. WDOD-F	WUSY-F				

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RADIO STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		110 (1)	110 (1)	20.9	21.1	WDXB 1490 Chattanooga .8/4.1
AOR/CLASSIC	5 (1)		5 (1)	0.9		WEPG 910 S. Pittsburg 1.0/1.5
AC/OLDIES/SOFT ROCK	2 (1)	66 (2)	68 (3)	12.9	17.8	WFLI 1070 Lookout Mountain 1.3/3.9
MOR/VARIETY/FULL	19 (1)		19 (1)	3.6	4.0	WGOW 1150 Chattanooga .3/3.1
						WMOC 1450 Chattanooga 1.0/2.9
COUNTRY	17 (2)	134 (2)	151 (4)	28.7	25.1	
BLACK/URBAN	24 (1)	54 (1)	78 (2)	14.8	9.0	
BTFLEZ		82 (1)	82 (1)	15.6	11.4	
NEWS/TALK						
NOSTALGIA						
RELIGION/GOSPEL	14 (2)		14 (2)	2.7	8.1	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN					3.5	
				527 (15)		

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, NBC, \$ 35.00 (Katz)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E, \$ 24.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC-I, \$ 12.00 (---)	
WGOW, 1150, 5 KW/1 KW (DA-N)	, AC	, \$ 25.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, \$ 15.00 (Eastman)	
WDEF-F, 92.3, 100 KW @ 895, BTFLEZ		ABC-D, \$ 46.00 (Katz)	Park
WDOD-F, 96.5, 100 KW @ 1080, COUNTRY		ABC-E, \$ 48.00 (Banner)	Bahakel
WJTT-F, 94.3, 3 KW @ 300, BLACK		CBS-R, \$ 30.00 (HNWH)	
WLMX-F, 105.5, 3 KW @ 300, AC		, \$ 52.00 (Republic)	(ROSSVILLE, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR		, \$ 78.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 500, COUNTRY		MBS, \$ 55.00 (Mc-Guild)	Colonial (CLEVELAND)
WYVY-F, 102.3, 3 KW @ 285, OLDIES (?)		, \$ 26.00 (Eastman)	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,704,600

MSA Rank/Pop: 3/8,150,000

ADI #3

Average Person Ratings: 18.4

Market TSL: 24.0 Hours

Stations: 39/39

Diaries: 3306/2028:1/55.1%

Sample Target: 3120

% Below Line: 0

% Not Listed: 8.7%

1988 Revenue: \$207,500,000

HH/ Inc: \$38,507

Retail \$: 56.3 Bil

Pop per Station: 171,913

#1 Biller: WGN \$33,300,000

12+ METRO		1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WGN (T)		1054/8.6	10.0	9.0	9.2	8.0	9.2	1217/17213	14231/21.2	19.8	19.8	70	8.3	992	9873 WGN
2. WGCI-F (B)		824/6.7	7.7	9.2	9.2	8.0	8.2	826/ 9650	9598/14.3	15.5	15.1	106	11.4	1364	12390 WGCI-F
3. WXEZ A/F (EZ)		753/6.1	5.3	5.2	5.5	6.1	5.5	760/ 8650	8411/12.5	NA	NA	82	2.6	292	3367 WXEZ A/F
4. WBBM (N)		734/6.0	5.4	5.7	6.3	6.3	5.9	796/14689	12591/18.8	18.0	19.8	65	4.9	588	9648 WBBM
5. WLUP-F (AOR)		533/4.3	4.5	5.0	4.1	4.5	4.5	549/ 9219	8897/13.3	13.2	12.0	114	5.4	643	8311 WLUP-F
6. WCKG-F (CHR)		529/4.3	3.8	4.4	2.6	3.4	3.8	546/ 8484	8236/12.3	11.6	9.4	100	5.9	708	7794 WCKG-F
7. WJMK-F (O)		521/4.2	3.7	3.7	3.4	2.7	3.8	570/10337	9281/13.8	10.8	8.8	148	3.0	364	4753 WJMK-F
8. WVAZ-F (B)		515/4.2	3.9	3.0	4.3	4.5	3.9	522/ 7796	7454/11.3	10.4	12.4	107	5.3	641	8219 WVAZ-F
9. WKQX-F (AC)		501/4.1	3.1	3.0	2.0	2.5	3.1	511/ 9524	9235/13.8	10.8	10.9	115	2.6	314	6843 WKQX-F
10. WYTZ-F (CHR)		497/4.0	4.0	3.5	3.8	3.9	3.8	527/10126	9584/14.3	12.3	12.5	60	4.7	559	9485 WYTZ-F
11. WBBM-F (CHR)		394/3.2	3.2	3.7	4.2	3.9	3.6	408/10770	10232/15.3	14.9	15.0	69	4.8	578	9250 WBBM-F
12. WLAK-F (AC)		392/3.2	3.1	4.1	3.5	3.7	3.5	406/ 7152	7025/10.5	10.0	10.0	119	2.7	328	3888 WLAK-F
13. WUSN-F (C)		373/3.0	2.4	2.8	2.6	2.6	2.7	383/ 5595	5350/ 8.0	6.9	6.3	103	3.1	369	3890 WUSN-F
14. WCLR-F (AC)		368/3.0	2.7	3.4	3.4	3.0	3.1	392/ 7166	6830/10.2	9.5	9.7	123	1.4	163	3581 WCLR-F
15. WLUP (T)		343/2.8	2.9	2.3	2.6	2.1	2.7	370/ 4756	4226/ 6.3	6.1	5.7	143	2.9	349	2994 WLUP
16. WNUA-F (J/NA)		303/2.5	2.1	1.8	1.5	1.8	2.0	304/ 4217	4170/ 6.2	5.7	5.9	144	2.7	328	4549 WNUA-F
17. WXRT-F (AOR)		294/2.4	2.3	2.5	2.2	2.5	2.4	305/ 4568	4283/ 6.4	6.1	6.2	138	2.7	329	4034 WXRT-F
18. WJJD (BB)		282/2.3	1.9	2.7	3.2	3.3	2.5	305/ 3706	3441/ 5.1	5.6	5.6	30	1.3	160	2452 WJJD
19. WFYR-F (O)		222/1.8	2.4	2.1	2.2	2.0	2.1	228/ 6272	5969/ 8.9	8.9	7.8	150	2.3	281	3621 WFYR-F
20. WLS (AC)		191/1.6	1.9	1.7	1.7	1.8	1.7	302/ 6121	3669/ 5.5	5.4	7.1	119	1.9	231	4513 WLS
21. WNIB-F (CL)		177/1.4	1.3	.9	1.2	1.4	1.2	180/ 2851	2750/ 4.1	3.0	4.6	121	.6	67	1482 WNIB-F
22. WMAQ (N)		176/1.4	1.7	1.6	1.1	1.4	1.5	207/ 5632	4393/ 6.6	7.6	6.1	92	1.3	153	3588 WMAQ
23. WVON (B)		171/1.4	2.0	1.5	2.0	1.6	1.7	171/ 1266	1266/ 1.9	1.3	2.1	50	.6	73	1130 WVON
24. WFMT-F (CL)		158/1.3	1.2	.8	1.3	2.0	1.2	171/ 3387	3157/ 4.7	3.4	5.3	92	1.7	202	2732 WFMT-F
25. WOJO-F (SP)		150/1.2	1.3	1.4	2.0	1.1	1.5	150/ 2081	2081/ 3.1	3.0	2.7	142	1.0	125	2347 WOJO-F

12+ FM SHARE (METRO): 70.41 (7842 of 11138) (FAL 87: 68.59%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYTZ-F>	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGN>	1. WGN>	1. WXEZ A/F	1. WGCI-F	1. WGCI-F	1. WGN
2. WGCI-F	2. WLUP-F	2. WLUP-F	2. WJMK-F	2. WJMK-F	2. WXEZ A/F	2. WBBM	2. WGN	WXEZ A/F	2. WVAZ-F	2. WBBM>
3. WBBM-F>	3. WCKG-F	3. WCKG-F	3. WLUP-F	3. WGN	3. WBBM>	3. WLUP-F<	3. WGCI-F	3. WGN	3. WGN	3. WGCI-F
4. WVAZ-F	4. WVAZ-F<	4. WJMK-F	4. WKQX-F	4. WXEZ A/F<	4. WJMK-F	4. WGCI-F	4. WJMK-F	4. WXKG-F	4. WYTZ-F	4. WVAZ-F
5. WCKG-G	5. WKQX-F	5. WKQX-F	5. WGN<	5. WLUP-F<	5. WJJD<	5. WKQX-F	5. WCKG-F<	5. WBBM	5. WBBM	5. WLAK-F
6.	6. WXRT-F<	6. WVAZ-F	6. WCKG-F<	6. WKQX-F	6. WUSN-F	6. WXEZ A/F<	6. WKQX-F<	6. WJMK-F<	6. WXEZ A/F<	6. WLUP-F
7.	7. WBBM-F	7. WLUP<	7. WVAZ-F	7. WVAZ-F	7. WGCI-F	7. WJMK-F<	7. WBBM	7. WLUP	7. WCKG-F	7. WXEZ-F
8.	8. WLUP	8. WGN	8. WLUP	8. WCKG-F	8. WLAK-F	8. WYTZ-F	8. WLAK-F	8. WBBM-F	8. WBBM-F	8. WKQX-F
9.	WYTZ-F	9. WYTZ-F	9. WXEZ AF<	9. WLUP<	9. WKQX-F	9. WVAZ-F<	9. WCLR-F	9. WLUP-F	9. WJMK-F	9. WVON
10.	10. WCLR-F	10. WXRT-F	10. WNUA-F	10. WBBM-F	10. WVAZ-F	10. WBBM-F	WLUP-F	WVAZ-F	10. WLUP-F	10. WCKG-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. WJMK-F
2. WYTZ-F	2. WKQX-F	2. WKQX-F	2. WKQX-F	2. WKQX-F	2. WCKG-F	2. WCKG-F	W. WCKG-F	2. WCKG-F	2. WGN
3. WBBM-F	3. WVAZ-F	3. WVAZ-F	3. WVAZ-F	3. WJMK-F	3. WGCI-F>	3. WGCI-F	3. WGCI-F	3. WGCI-F	3. WLUP-F
4. WVAZ-F	4. WLUP-F	4. WCKR-F	4. WJMK-F	4. WXEZ A/F	4. WVAZ-F	4. WXRT-F	4. WXRT-F	4. WJMK-F<	4. WCKG-F
5. WCKG-F	5. WBBM-F<	WLUP-F	5. WLAK-F	5. WVAZ-F	5. WBBM-F	5. WLUP	5. WLUP	5. WLUP	5. WGCI-F
6. WLUP-F	6. WLAK-F	6. WLAK-F	6. WYTZ-F	6. WIND	6. WYTZ-F	6. WVAZ-F	6. WNUA-F	6. WXRT-F	6. WLUP
7. WLAK-F	WYTZ-F	7. WLUP<	7. WLUP-F	7. WLAK-F	7. WKQX-F	7. WNUZ-F<	7. WOJO-F<	7. WGN	7. WBBM
8. WKQX-F	8. WCLR-F	8. WXRT-F<	8. WBBM-F	8. WCLR-F	8. WXRT-F	8. WKQX-F	8. WJMK-F	8. WNUA-F<	8. WNUA-F
9. WCLR-F	9. WCKG-F	9. WJMK-F<	WCLR-F	9. WLUP-F	9. WLUP	9. WBBM-F<	9. WGN	9. WVAZ-F<	9. WXEZ A/F
10.	10. WJMK-F	10. WBBM-F	10. WXEZ AF	10. WBBM	10. WVAZ-F	10. WYTZ-F	10. WVAZ-F	10. WBBM	10. WXRT-F

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		933 (3)	933 (3)	8.4	11.5	WATI-F	105.5	Woodstock	.4/ .9
AOR/CLASSIC		1356 (3)	1356 (3)	12.2	12.0	WGCI	1390	Chicago	.3/2.1
AC/OLDIES/SOFT ROCK	191 (1)	2203 (7)	2394 (8)	21.5	15.9	WIND	560	Chicago	.8/2.0
MOR/VARIETY/FULL					8.9	WJKL-F	92.3	Elgin	.3/ .8
COUNTRY		373 (1)	373 (1)	3.3	2.9	WJPC	950	Chicago	.1/ .8
BLACK/URBAN	217 (3)	1339 (2)	1556 (5)	14.0	17.8	WLNR-F	106.3	Lansing	.8/2.5
BTFL/EZ	66 (1)	687 (1)	753 (2)	6.8	6.0	WJZQ-F	95.1	Kenosha	.3/1.7
NEWS/TALK	2307 (4)		2307 (4)	20.7	6.0	WNDZ	750	Portage	.3/ .6
NOSTALGIA	282 (1)		282 (1)	2.5	3.6	WTAQ	1330	La Grange/Chicago	.4/ .9
RELIGION/GOSPEL		38 (1)	38 (1)	0.3	0.4	WTWV-F	106.7	Des Plaines/Chicago	.4/ .9
SPANISH	151 (2)	150 (1)	301 (3)	2.7	2.5	WVFX-F	103.1	Highland Park	.3/1.2
CLASSICAL		335 (2)	335 (2)	3.0	3.7	WYCA-F	92.3	Hammond	.3/1.2
JAZZ/NEW AGE		348 (2)	348 (2)	3.1	3.8	WYSY-F	107.9	Aurora	.8/2.7
OTHERS/UNKNOWN	82 (2)	80 (2)	162 (4)	1.5	0.5				

11138 (39)

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$220.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, URBAN	, \$ NA (Mc-Guild)	Gannett
WGN, 720, 50 KW	, VARIETY/TALK	ABC-1, \$310.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, \$ 75.00 (Katz Hisp.)	Tichenor
WJJD, 1160, 50 KW/4KW (DA-2)	, NOSTALGIA	US 2, \$125.00 (Katz)	Infinity
WJPC, 950, 1 KW/5KW (DA-N)	, BLACK	, \$ 65.00 (---)	Johnson Prod.
WLS, 890, 50 KW	, AC	ABC-C, \$145.00 (Banner)	Cap Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	MBS, \$100.00 (MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	APR,NBC, \$125.00 (Group W)	Westinghouse
WSBC, 1240, 1 KW	, ETHNIC	, \$ 21.00 (---)	
WVON, 1450, 1 KW	, BLACK	, \$ 50.00 (Roslin)	
WXEZ, 820, 5KW/1KW (DA-N)	, EZ	MBS, \$ NA (Republic)	Century

FM STATION

WBBM, 96.3, 6 KW @ 1174, CHR	CBS-R, \$145.00 (CBS)	CBS
WCKG, 105.9, 4 KW @ 1575, CLASSIC AOR	, \$143.00 (Katz)	Cox
WCLR, 101.9, 4 KW @ 1560, AC	, \$172.00 (Mc-Guild)	Bonneville
WFMT, 98.7, 16 KW @ 1167, CLASSICAL	, \$125.00 (HNWH)	
WFYR, 103.5, 4 KW @ 1548, AC/OLDIES	US 1, \$130.00 (Republic)	RKO
WGCI, 107.5, 33 KW @ 600, URBAN	, \$200.00 (Mc-Guild)	Gannett
WJMK, 104.3, 4 KW @ 1575, OLDIES	US 2, \$166.00 (Katz)	Infinity
WKQX, 101.1, 6 KW @ 1170, CONTEMP/AC	Source, \$158.00 (Eastman)	Emmis
WLAK, 93.9, 5 KW @ 1581, SOFT AC	, \$172.00 (Christal)	Viacom
WLUP, 97.9, 6 KW @ 1170, AOR	, \$ 21.00 (MMR)	Statewide
WNIB, 97.1, 8 KW @ 1196, CLASSICAL	, \$ 95.00 (CMBS)	
WNUA, 95.5, 6 KW @ 1170, JAZZ/NEW AGE	, \$105.00 (Durpetti)	Pyramid
WUSN, 99.5, 6 KW @ 1170, COUNTRY	ABC-D, \$160.00 (MMR)	Cook Inlet
WXEZ, 100.3, 6 KW @ 1167, BTFL/EZ	ABC-E, \$195.00 (Republic)	Century
WXRT, 93.1, 7 KW @ 1310, AOR	, \$165.00 (CBS)	
WYTZ, 94.7, 4 KW @ 1535, CHR	ABC-R, \$151.00 (Banner)	Cap Cities/ABC
WVAZ, 102.7, 6 KW @ 1170, BLACK OLDIES	ABC-F, \$165.00 (Durpetti)	Broadcast Partners
WOJO, 105.1, 6 KW @ 1174, SPANISH	, \$ 85.00 (Katz Hisp.)	Tichenor
WTWV, 106.7, 50 KW @ 330, JAZZ/NEW AGE	SMN, \$ 60.00 (Roslin)	

CALL LETTER CHANGES

WBMX changes to WVAZ

FORMAT CHANGES

WVAZ: From Black to Black Oldies/AC (Nov)

SALES

WFYR-F: From RKO to Summit for \$21,000,000

CINCINNATI

Arbitron Rank/Pop (12+): 30/1,165,500

MSA Rank/Pop: 31/1,427,200

ADI #30

Average Person Ratings: 16.8

Market TSL: 22.3 Hours

Stations: 27/23

Diaries: 1587/734:1/57.8%

Sample Target: 1340

% Below Line: 2.0%

% Not Listed: 8.0%

1988 Revenue: \$49,200,000

HH/ Inc: \$33,116

Retail \$: 12.0 Bil

Pop per Station: 50,674

#1 Biller: WLW \$10,000,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WEBN-F (AOR)	209/10.7	11.6	13.6	12.4	11.9	12.1	290/ 3747	2739/23.5	24.1	24.8	101	17.6	370	3451	WEBN-F
2. WKRQ-F (CHR)	181/ 9.2	10.3	9.9	9.2	9.5	9.7	262/ 4016	2870/24.6	24.3	24.0	80	10.5	221	2947	WKRQ-F
3. WWEZ-F (EZ)	176/ 9.0	8.2	7.5	9.6	8.8	8.6	202/ 2265	1910/16.4	14.4	16.9	66	7.4	156	1350	WWEZ-F
4. WLW (MOR)	166/ 8.5	11.4	12.3	6.9	9.7	9.8	242/ 4125	2936/25.2	27.8	21.8	88	7.6	160	2670	WLW
5. WUBE-F (C)	125/ 6.4	4.2	5.7	4.8	5.3	5.3	179/ 2117	1412/12.1	10.3	11.5	106	4.1	87	1334	WUBE-F
6. WRRM-F (AC)	120/ 6.1	5.2	3.9	5.6	5.3	5.2	131/ 2007	1700/14.6	11.7	13.9	143	4.1	87	1124	WRRM-F
7. WCKY (N/T)	111/ 5.7	4.0	4.8	5.8	4.9	5.1	121/ 1619	1377/11.8	8.8	10.1	39	2.7	57	1023	WCKY
8. WWNK-F (AC)	110/ 5.6	3.9	4.6	3.4	3.4	4.4	132/ 2128	1575/13.5	12.0	12.1	123	3.5	74	1613	WWNK-F
9. WOFX-F (AC)	108/ 5.5	4.4	3.0	4.6	2.8	4.4	141/ 2374	1807/15.5	9.0	9.8	135	5.9	124	1590	WOFX-F
10. WKRC (MOR)	91/ 4.6	5.9	6.9	8.1	8.0	6.4	111/ 2774	2264/19.4	15.2	20.0	104	5.5	116	1978	WKRC
11. WBLZ-F (B)	73/ 3.7	4.8	3.3	4.5	4.4	4.1	85/ 1409	1135/ 9.7	10.1	10.4	84	6.2	131	1354	WBLZ-F
12. WIZF-F (B)	61/ 3.1	3.6	3.1	3.2	3.7	3.3	61/ 816	787/ 6.8	6.6	5.2	132	4.1	86	1409	WIZF-F
13. WBVE-F (C)	53/ 2.7	3.5	3.4	4.2	3.8	3.5	102/ 1610	871/ 7.5	7.2	9.3	111	3.3	70	692	WBVE-F
14.															
15.															
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 73.24% (1319 of 1801) (FAL 87: 69.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRQ-F>>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F	1. WWEZ-F>	1. WEBN-F	1. WWEZ-F<	1. WEBN-F	1. WLW	1. WCKY
2. WEBN-F>>	2. WKRQ-F	2. WKRQ-F	2. WRRM-F	2. WRRM-F	2. WLW	2. WKRQ-F<	2. WEBN-F	2. WKRQ-F	2. WKRQ-F	1. WLW
3. WBLZ-F	3. WOFX-F	3. WRRM-F<	3. WOFX-F	3. WLW<	3. WCKY<	3. WLW	3. WRRM-F	3. WWEZ-F	3. WEBN-F>	3. WEBN-F
4.	4. WWNK-F	4. WOFX-F	4. WKRQ-F<	4. WKRQ-F	4. WKRC-F	4. WCKY	4. WLW	4. WLW	4. WWEZ-F	4. WIZF-F
5.	5. WRRM-F	5. WWNK-F	5. WLW<	5. WOFX-F	5. WUBE-F	5. WKRC	5. WUBE-F<	5. WRRM-F<	5. WCKY<	WUBE-F
6.	6. WUBE-F	6. WLW<	6. WWNK-F	6. WUBE-F	6. WRRM-F	6. WRRM-F	6. WWNK-F<	6. WUBE-F	6. WOFX-F	6. WKRQ-F
7.	7. WLW	7. WUBE-F	7. WUBE-F	7. WWNK-F	7. WKRQ-F	7. WKRQ-F	7. WUBE-F	7. WKRQ-F	7. WWNK-F	7. WBLZ-F
8.	8.	8.	8.	8.	8.	8.	8.	8. WOFX-F	8. WOFX-F	8.

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. WEBN-F<	1. WKRQ-F	1. WRRM-F	1. WEBN-F>>	1. WEBN-F>>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F
2. WEBN-F	2. WEBN-F	2. WWNK-F	2. WWNK-F	2. WWNK-F	2. WUBE-F>	2. WOFX-F	2. WOFX-F	2. WLW	2. WLW>
3. WWNK-F>>	3. WWNK-F	3. WOFX-F	3. WEBN-F	3. WKRQ-F	3. WOFX-F	3. WLW	3. WLW	3. WUBE-F	3. WUBE-F
4. WBLZ-F	4. WRRM-F	4. WRRM-F	4. WRRM-F	4. WEBN-F	4. WLW	4. WUBE-F	4. WRRM-F>	4. WOFX-F	4. WOFX-F
5. WRRM-F	5. WOFX-F>	5. WKRQ-F>	5. WOFX-F	5. WOFX-F	5. WKRQ-F	5. WRRM-F	5. WIZF-F	5. WRRM-F	5. WRRM-F
6. WIZF-F	6. WIZF-F	6. WIZF-F	6.	6. WWEZ-F	6. WBLZ-F	6. WKRQ-F	6. WKRQ-F	6. WKRQ-F	6. WKRQ-F
7.	7.	7. WUBE-F	7.	7. WUBE-F	7.	7.	7.	7.	7.

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		187 (2)	187 (2)	10.4	10.9	WAKW-F	93.3	Cincinnati	.6/1.8
AOR/CLASSIC		219 (2)	219 (2)	12.2	14.4	WCIN	1480	Cincinnati	.5/1.5
AC/OLDIES/SOFT ROCK	44 (2)	369 (4)	413 (6)	22.9	16.3	WDJO	1230	Cincinnati	.6/2.0
MOR/VARIETY/FULL	257 (2)		257 (2)	14.3	19.6	WMLX	1180	Florence	1.2/1.7
						WNOP	740	Newport	1.4/1.7
COUNTRY		191 (3)	191 (3)	10.6	10.1	WOXY-F	97.7	Oxford	.4/1.3
BLACK/URBAN		134 (2)	134 (2)	7.4	10.4	WRBZ-F	107.1	Milford	1.6/5.9
BTFL/EZ		194 (2)	194 (2)	10.8	10.7	WSAI	1360	Cincinnati	1.7/4.2
NEWS/TALK	111 (1)		111 (1)	6.2	5.4	WSCH-F	99.3	Aurora	.7/1.2
						WTSJ	1050	Cincinnati	.6/1.6
NOSTALGIA	23 (1)		23 (1)	1.3					
RELIGION/GOSPEL	11 (1)	17 (2)	28 (3)	1.6	0.5	WGTZ-F	92.9	Eaton	.3/1.4
SPANISH						WHIO-F	99.1	Dayton	.9/2.0
CLASSICAL	9 (1)		9 (1)	0.5		WPFB-F	105.9	Middletown	.3/1.0
JAZZ/NEW AGE	27 (1)		27 (1)	1.5	1.0	WTUE-F	104.7	Dayton	.5/2.3
OTHERS/UNKNOWN		8 (1)	8 (1)	0.5	.8				
1801 (27)									

RADIO STATIONS

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), CLASSICAL	NBN,SBN, \$ 25.00 (CMBS)		
WCKY, 1530, 50 KW (DA-N), NEWS/TALK	CBS,NBC, \$ 62.00 (CBS)	Federated	
WDJO, 1230, 1 KW, OLDIES	US 2, \$ 28.00 (Christal)	American	
WKRC, 550, 5 KW/1 KW (DA-2), MOR/AC	ABC-E, \$ 90.00 (Katz)	Great American	
WLW, 700, 50 KW, MOR	ABC-I, \$ 92.00 (Eastman)	Jacor	
WNOP, 740, 1 KW (DAYS,DA), JAZZ/VARIETY	, \$ 20.00 (---)		(NEWPORT, KY)
WTSJ, 1050, 1 KW/278, RELIGION	, \$ 20.00 (AM. Sunrise)		
WSAI, 1360, 5 KW (DA-N), OLDIES	, \$ 28.00 (MMR)	Booth	

FM STATIONS

WBLZ, 103.5, 19 KW @ 790, BLACK	, \$ 65.00 (Republic)	Dalton	(HAMILTON)
WBVE, 96.5, 20 KW @ 810, COUNTRY	ABC-D, \$ 50.00 (Eastman)	Reams	(HAMILTON)
WEBN, 102.7, 17 KW @ 876, AOR	, \$103.00 (Eastman)	Jacor	
WIZF, 100.9, 1 KW @ 466, BLACK	, \$ 35.00 (Banner)	Interurban	(ERLANGER, KY)
WLLT, 94.9, 27 KW @ 650, AC	, \$ 57.00 (Republic)	Hoker	(FAIRFIELD)
WRBZ, 107.1, 3 KW @ 300, AC	, \$ 36.00 (K & P)		(MILFORD)
WKRQ, 101.9, 16 KW @ 880, CHR	ABC-F, \$107.00 (Katz)	Great American	
WRRM, 98.5, 15 KW @ 810, AC	, \$ 85.00 (Christal)	Susquehanna	
WUBE, 105.1, 14 KW @ 920, COUNTRY	, \$ 74.00 (Christal)	American	
WWEZ, 92.5, 11 KW @ 905, BTFL/EZ	, \$ 70.00 (CBS)	Federated	
WNNK, 94.1, 32 KW @ 550, AC	, \$ 52.00 (MMR)	Booth	

CALLS

WJOJ changes to WRBZ (Dec)
WNNK changes to WSAI (June)

FORMATS

WCIN: From BLACK to CLASSICAL

SALES

CLEVELAND

Arbitron Rank/Pop (12+): 21/1,754,500
 MSA Rank/Pop: 24/1,843,700
 ADI #11
 Average Person Ratings: 18.0
 Market TSL: 23.5 Hours

Stations: 26/22
 Diaries: 1612/1088:1/57.0%
 Sample Target: 1640
 % Below Line: 2.6%
 % Not Listed: 9.2%

1988 Revenue: \$45,900,000
 HH/ Inc: \$33,340
 Retail \$: 13.8 Bil
 Pop per Station: 79,750
 #1 Biller: WMMS-F \$8,600,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WMMS-F (AOR)	305/9.6	10.2	10.0	12.4	12.5	10.6	452/ 6397	4149/23.6	25.0	24.7	111	14.2	447	5849	WMMS-F
2. WLTF-F (AC)	263/8.3	8.3	7.4	6.3	7.4	7.6	332/ 4673	3451/19.7	18.3	18.6	133	8.5	269	2887	WLTF-F
3. WQAL-F (EZ)	245/7.7	7.5	8.9	11.4	10.1	8.9	280/ 3402	2814/16.0	16.8	17.6	82	3.8	119	1428	WQAL-F
4. WZAK-F (B)	230/7.3	7.5	7.0	8.0	8.9	7.5	262/ 2448	1986/11.3	11.6	11.2	101	11.1	351	2351	WZAK-F
5. WNCX-F (AOR)	209/6.6	5.3	6.2	4.8	4.8	5.7	241/ 3315	2497/14.2	14.1	13.4	115	6.2	196	2340	WNCX-F
6. WDOK-F (AC)	209/6.6	6.3	4.7	5.1	6.8	5.7	268/ 4281	3407/19.4	13.7	17.6	127	5.7	180	1347	WDOK-F
7. WMJI-F (AC)	192/6.1	7.0	8.6	7.1	8.0	7.2	254/ 4281	3099/17.7	19.3	19.8	151	6.9	218	3186	WMJI-F
8. WRMR (BB)	173/5.5	4.8	3.1	2.9	1.1	4.1	205/ 2182	1788/10.2	6.5	3.4	38	2.5	80	1235	WRMR
9. WWWE (N/T)	154/4.9	7.0	8.2	4.7	5.3	6.2	211/ 4339	3144/17.9	21.4	15.5	90	4.1	130	2672	WWWE
10. WGAR-F (C)	136/4.3	4.9	5.5	6.1	4.7	5.2	194/ 3007	1995/11.4	11.1	10.3	116	5.1	160	1734	WGAR-F
11. WERE (N/T)	102/3.2	3.3	3.1	4.4	3.7	3.5	108/ 1742	1648/ 9.4	9.5	9.5	63	2.1	66	1503	WERE
12. WPHR-F (CHR)	99/3.1	2.8	2.6	1.9	1.6	2.6	180/ 3261	2098/12.0	9.5	5.9	55	2.8	89	1718	WPHR-F
13. WNWV-F (J/NA)	98/3.1	2.6	3.5	2.5	1.0	2.9	123/ 1728	1305/ 7.4	8.3	3.7	161	3.9	122	1873	WNWV-F
14. WRQC-F (CHR)	92/2.9	3.4	2.0	2.7	2.7	2.8	92/ 1665	1622/ 9.2	9.1	9.6	45	4.3	136	2177	WRQC-F
15. WCLV-F (CL)	84/2.7	1.6	1.8	1.8	2.1	2.0	92/ 1498	1321/ 7.5	6.6	5.4	96	1.9	59	1178	WCLV-F
16. WEOL (T)	51/1.6	.5	.9	1.0	1.0	1.0	53/ 592	541/ 3.1	1.7	2.4	56	1.2	39	382	WEOL
17. WJMO (B)	40/1.3	1.4	1.1	1.5	1.5	1.3	41/ 806	797/ 4.5	4.4	4.7	108	1.3	40	691	WJMO
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 77.84% (2234 of 2870) (FAL 87: 80.28%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPHR-F<	1. WMMS-F>	1. WMMS-F	1. WMMS-F<	1. WLTF-F<	1. WQAL-F>	1. WMMS-F>	1. WMMS-F	1. WMMS-F	1. WZAF-F>	1. WWWE
2. WRQC-F	2. WNCX-F	2. WLTF-F	2. WLTF-F	2. WMMS-F	2. WRMR-F	2. WQAL-F	2. WLTF-F	2. WLTF-F	2. WLTF-F	2. WDOK-F
3. WZAK-F	3. WLTF-F<	3. WNCX-F	3. WMJI-F	3. WMJI-F	3. WDOK-F	3. WMJI-F	WQAL-F	3. WNCX-F	3. WNCX-F	WZAK-F
4. WMMS-F	4. WZAK-F>	4. WMJI-F	4. WNCX-F	4. WDOK-F	4. WLTF-F<	4. WLTF-F	4. WDOK-F	4. WQAL-F	4. WMMS-F<	4. WERE
5.	5. WMJI-F	WZAK-F	5. WDOK-F	5. WZAK-F	5. WWWE	5. WZAK-F	5. WNCX-F	5. WDOK-F	5. WWWE	5. WLTF-F
6.	6. WDOK-F	6. WDOK-F	6. WZAF-F	6. WNCX-F	6. WGAR-F	6. WWWE	6. WMJI-F	6. WZAK-F	6. WPHR-F	6. WQAL-F
7.	7. WNWV-F<	7.	7. WNWV-F	7. WQAL-F	7. WMJI-F	7. WDOK-F	7. WRMR<	7. WMJI-F	7. WRMR<	7. WMMS-F
8.	8. WPHR-F	8.	WQAL-F	8.	8. WERE	8.	8. WZAK-F	8. WRMR	8. WQAL-F	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. WLTF-F	1. WLTF-F	1. WNCX-F	1. WMMS-F<	1. WMMS-F	1. WMMS-F	1. WMMS-F<
2. WZAK-F	2. WLTF-F	2. WLTF-F	2. WMMS-F	2. WDOK-F<	2. WMMS-F>>	2. WNCX-F>	2. WNCX-F>	WNCX-F>	2. WNCX-F>
3. WLTF-F	3. WZAK-F	3. WMJI-F	3. WMJI-F	3. WMJI-F	3. WZAK-F>	3. WZAK-F	3. WZAK-F	3. WZAK-F	3. WLTF-F
4. WNCX-F	4. WMJI-F	4. WDOK-F	4. WDOK-F	4. WMMS-F	4. WLTF-F	4. WLTF-F	4. WLTF-F	4. WLTF-F	4. WMJI-F<
5. WRQC-F	5. WNCX-F	WZAK-F	5. WZAK-F>	5. WQAL-F<	5. WMJI-F	5. WMJI-F	5. WWWE	5. WMJI-F	5. WZAK-F
6. WPHR-F	6. WDOK-F	6. WNCX-F	6. WNCX-F<	6. WZAK-F	6. WPHR-F	6. WWWE	6. WMJI-F	6. WGAR-F<	6. WWWE
7.	7.	7. WNWV-F	7. WQAL-F	7. WNWV-F	7. WGAR-F	7.	7. WNWV-F	7. WWWE	7. WGAR-F<
8.	8.	8.	8.	8.	8.	8.	8. WDOK-F	8.	8. WDOK-F

FORMATS	AM	FM	TOTAL	%	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
						%			
TOP 40/CHR/CONTEMP		226 (3)	226 (3)	7.9	5.4	WABQ	1540	Cleveland	1.1/2.2
AOR/CLASSIC		535 (3)	535 (3)	18.6	21.1	WBKC	1460	Painesville	.3/1.0
AC/OLDIES/SOFT ROCK		664 (3)	664 (3)	23.1	17.2	WGAR	1220	Cleveland	.9/3.2
MOR/VARIETY/FULL						WHK	1420	Cleveland	.7/3.0
						WRKG	1380	Loraine	.3/ .9
COUNTRY	29 (1)	136 (1)	165 (2)	5.7	5.7				
BLACK/URBAN	40 (1)	230 (1)	270 (2)	9.4	11.3	WKDD-F	96.5	Akron	1.1/3.7
BTFL/EZ		245 (1)	245 (1)	8.5	19.7	WONE-F	97.5	Akron/Cleveland	.7/3.4
NEWS/TALK	329 (4)		329 (4)	11.5	9.7	WREO-F	97.1	Ashtabula	.5/ .8
NOSTALGIA	183 (2)		183 (2)	6.4	3.5	CKLW	800	Windsor/Detroit	.3/1.7
RELIGION/GOSPEL	36 (1)		36 (1)	1.3	1.6				
SPANISH									
CLASSICAL		84 (1)	84 (1)	2.9	2.3				
JAZZ/NEW AGE		98 (1)	98 (1)	3.4	1.1				
OTHERS/UNKNOWN	19 (2)	16 (1)	35 (3)	1.2	1.9				

2870 (26)

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, GOSPEL	NBN, \$ 20.00 (Unity)	
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	CBS-MBS, \$ 58.00 (Banner)	Metroplex
WGAR, 1220, 50 KW (DA-N)	, COUNTRY	ABC-E, \$ NA (HNWH)	Nationwide
WHK, 1420, 5 KW (DA-N)	, BUSINESS NEWS	NBC, \$ 38.00 (Katz)	Malrite
WJMO, 1490, 1 KW	, BLACK	NBN, SMN, \$ 39.00 (MMR)	United
WRMR, 850, 10 KW/ 5 KW (DA-2)	, NOSTALGIA	APR, \$ 43.00 (Christal)	Booth
WWWE, 1100, 50 KW	, NEWS/TALK	CNN, ABC-I, \$ 80.00 (Eastman)	

FM STATIONS

WCLV, 95.5, 31 KW @ 600, CLASSICAL	, \$ 58.00 (CMBS)	
WDOK, 102.1, 9 KW @ 1000, SOFT AC	, \$ 80.00 (Eastman)	
WGAR, 99.5, 50 KW @ 500, COUNTRY	ABC-E, \$ 86.00 (HNWH)	Nationwide
WLTF, 106.5, 11 KW @ 1060, AC	APR, \$110.00 (Christal)	Booth
WMJI, 105.7, 27 KW @ 900, AC	, \$115.00 (Eastman)	Jacor
WMMS, 100.7, 34 KW @ 600, AOR/CHR	Source, \$154.00 (Katz)	Malrite
WNCX, 98.5, 16 KW @ 960, CLASSIC ROCK	ABC-F, \$ 75.00 (Banner)	Metroplex
WNWV, 107.3, 50 KW @ 466, JAZZ/NEW AGE	SMN, \$ 50.00 (Torbet)	(ELYRIA)
WPHR, 107.9, 16 KW @ 892, CHR	US 1, ABC-C, \$ 59.00 (Republic)	Ardman
WQAL, 104.1, 11 KW @ 1060, BTFL/EZ	, \$100.00 (Christal)	ML Media
WROC, 92.3, 27 KW @ 234, CHR	ABC-C, ABC-R, \$ 57.00 (MMR)	United
WZAK, 93.1, 28 KW @ 620, BLACK	CBS-R, \$ 87.00 (Durpetti)	Zapis

CALL LETTER CHANGES

FORMAT CHANGES

SALES

WHK: From OLDIES to BUSINESS TALK (Nov)

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 116/324,500

MSA Rank/Pop: 119/396,100
 ADI#100 (W/Pueblo)
 Average Person Ratings: 16.6
 Market TSL: 22.0 Hours

Stations: 19/15
 Diaries: 753/431:1/59.1%
 Sample Target: 660
 % Below Line: 13.9%
 % Not Listed: 11.5%

1988 Revenue: \$10,800,000
 HH/ Inc: \$31,898
 Retail \$: 2.6 Bil
 Pop per Station: 21,633
 #1 Biller: KILO-F \$1,700,000

12+ METRO	1/4/SHARE	SPG		FAL		4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG	FAL		% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
		88	87	87	86			RATING	88		87					
1. KILO-F (AOR)	52/ 9.6	11.1	13.3	8.2	12.0	---	61/ 869	626/19.3	19.5	23.1	88	11.9	73	776	KILO-F	
2. KRDO-F (EZ)	48/ 8.9	9.9	7.0	8.2	9.2	---	68/ 709	532/16.4	17.7	16.6	94	4.9	30	377	KRDO-F	
3. KVUU-F (AC)	44/ 8.1	8.2	6.3	7.9	11.4	---	69/ 997	684/21.1	20.2	19.5	95	8.8	54	526	KVUU-F	
4. KIKX-F (CHR)	42/ 7.8	11.5	16.6	15.1	12.0	---	53/ 853	684/21.1	24.3	30.2	77	9.2	56	830	KIKX-F	
KKCS A/F (C)	42/ 7.8	10.3	11.6	8.1	9.0	---	72/ 716	527/16.2	18.8	21.5	124	9.5	55	488	KKCS A/F	
6. KKFM-F (AOR)	35/ 6.5	5.2	7.0	8.2	4.6	---	43/ 752	571/17.6	13.6	15.0	138	9.5	58	620	KKFM-F	
7. KKM-F (CHR)	28/ 5.2	---	---	---	---	---	61/ 620	302/ 9.3	---	---	58	4.6	28	229	KKM-F	
8. KSSS (C)	26/ 4.8	4.0	3.3	7.5	5.6	---	29/ 314	267/ 8.2	10.6	7.4	90	3.6	22	253	KSSS	
KKLI-F (AC)	26/ 4.8	3.4	3.5	.8	---	---	26/ 305	297/ 9.2	7.6	7.0	154	2.8	17	224	KKLI-F	
KATM-F (AC)	26/ 4.8	4.8	---	---	---	---	35/ 822	622/19.2	9.8	---	48	9.2	56	657	KATM-F	
11. KSPZ-F (AC)	23/ 4.3	5.6	6.5	9.0	7.8	---	25/ 520	475/14.6	12.4	15.7	149	3.9	24	357	KSPZ-F	
KVOR (N/T)	23/ 4.3	3.8	5.5	5.0	5.4	---	24/ 394	382/11.8	10.9	14.5	86	3.4	21	310	KVOR	
13. KOA (N/T)	18/ 3.3	2.6	3.7	3.1	2.6	---	37/ 578	338/10.4	9.2	11.2	112	3.4	21	286	KOA	
14. KCMN (BB)	14/ 2.6	1.8	2.0	3.1	3.2	---	14/ 127	127/ 3.9	3.2	2.7	38	1.8	11	80	KCMN	

12+ FM SHARE (METRO): 77.20% (369 of 478) (FAL 87: 78.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KCMN	1. KILO-F>	1. KILO-F	1. KKCS A/F1.	1. KRDO-F>	1. KRDO-F>	1. KVUU-F	1. KKDO-F	1. KILO-F	1. KILO-F	1. KIKX-F
KATM-F	KVUU-F	2. KVUU-F	2. KKFM-F	2. KKCS A/F	2. KKCS A/F	2. KKCS A/F2.	2. KILO-F	2. KRDO-F	2. KIKX-F>	KVOR
3. KILO-F	3. KIKX-F	3. KKCS A/F3.	3. KILO-F	3. KSSS	3. KSSS	3. KILO-F	3. KKSC-F<	3. KIKX-F<	3. KKFM-F	3. KILO-F
KKMG-F	KKFM-F	4. KKFM-F	4. KVUU-F	4. KRDO-F	4. KVOR	4. KVUU-F	4. KVUU-F	4. KVUU-F	4. KVUU-F	4. KKFM-F
5.	5. KKM-F	5. KIKX-F	5. KRDO-F	5. KVUU-F	5. KCLI-F	5. KRDO-F	5.	5. KVUU-F	5. KRDO-F	5. KRDO-F
6.	6.	6.	6.	6. KCLI-F	6.	6.	6.	6.	6.	6.

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. KVUU-F>	1. KVUU-F>	1. KIKX-F	1. KVUU-F	1. KKCS A/F	1. KILO-F>>	1. KILO-F>>	1. KILO-F	1. KILO-F>	1. KKFM-F
2. KKM-F>	2. KIKX-F	KILO-F	2. KKCS A/F2.	2. KRDO-F	2. KIKX-F	2. KKFM-F	2. KKFM-F	2. KKFM-F	2. KILO-F
3. KIKX-F>	3. KKM-F	3. KKFM-F	3. KIKS-F	3. KSPZ	3. KATM-F	3. KIKS-F	3. KVUU-F	3. KKCS A/F	3. KKCS A/F
4. KILO-F	4. KILO-F	KSPZ	4. KSPZ	4. KVUU-F	4. KVUU-F	KVUU-F	4. KIKX-F	4. KIKX-F	4. KCLI-F
5. KKCS A/F	5. KKCS A/F	KVUU-F	5. KKM-F	5. KIKX-F	5. KKCS A/F	5. KKCS A/F	5. KKCS A/F	5. KVUU-F	5. KRDO-F
6. KKFM-F	6. KKFM-F	6. KKCS A/F6.	6. KCLI-F	6. KCLI-F	6. KKRE	6.	6.	6.	6. KVUU-F

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		96 (3)	96 (3)	20.0	18.4	KKRE	1040	Monument	2.4/3.8
AOR/CLASSIC		87 (2)	87 (2)	18.2	22.5	KWYD-F	105.5	Security	.4/1.4
AC/OLDIES/SOFT ROCK		93 (3)	93 (3)	19.5	18.0				
MOR/VARIETY/FULL	13 (1)		13 (1)	2.7	2.4	KRYT-F	107.9	Pueblo	.6/2.3
COUNTRY	28 (2)	40 (1)	68 (3)	14.2	16.5				
BLACK/URBAN									
BTFL/EZ		48 (1)	48 (1)	10.0	7.8				
NEWS/TALK	41 (2)		41 (2)	8.6	10.2				
NOSTALGIA	14 (1)		14 (1)	2.9	2.4				
RELIGION/GOSPEL	13 (1)	2 (1)	15 (2)	3.1	1.1				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN		3 (1)	3 (1)	0.6	0.4				

NOTES: KWYD-F (Security) sold for \$1,060,000 (Thompson).

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, \$ 16.00 (K & P)	Ed Rankin
KKRE, 1040, 5 KW (DAYS,DA)	, ??	, \$ NA (---)	(MONUMENT)
KRDO, 1240, 1 KW (DA-1)	, OLDIES	, \$ 16.00 (HNWH)	Neil Klockslem
KSSS, 740, 1 KW/250 W (DA-2)	, COUNTRY	MBS, \$ 31.00 (Mc-Guild)	Lakoduk
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	NBC-T,ABC-T, \$ 32.00 (Katz)	Penn
KIKX-F, 102.7, 43 KW @ 2000, CHR		, \$ 51.00 (Mc-Guild)	First Sierra
KILO-F, 93.9, 83 KW @ 2110, AOR		, \$ 50.00 (Republic)	Bahakel
KKCS-F, 101.9, 79 KW @ 2220, COUNTRY		ABC-D, \$ 43.00 (Torbet)	Bob Gourley
KKFM-F, 96.5, 72 KW @ 2300, AOR		ABC-F, \$ 45.00 (Christal)	Citadel
KRDO-F, 95.1, 91 KW @ 2010, BTFL/EZ		, \$ 40.00 (HNWH)	Neil Klockslem
KSPZ-F, 92.9, 25 KW @ 2130, AC		, \$ 46.00 (Katz)	Penn
KVUU-F, 99.9, 68 KW @ 2000, AC		ABC-E, \$ 39.00 (Mc-Guild)	Lakoduk
KWYD-F, 105.5, 6 KW @ 300, RELIGION		, \$ 12.00 (---)	(SECURITY)
KKQX-F, 106.3, 71 KW @ ??, AC		, \$ 22.00 (Moore)	Lou Allen
KATM-F - See Pueblo			

COLUMBIA, SC

Arbitron Rank/Pop (12+): 93/375,200

MSA Rank/Pop: 105/455,400

ADI# 88

Average Person Ratings: 18.3

Market TSL: 24.5 Hours

Stations: 15/15
Diaries: 847/443:1/55.1%
Sample Target: 750
% Below Line: 0
% Not Listed: 13.6%

1988 Revenue: \$12,700,000
HH/ Inc: \$32,843
Retail \$: 2.9 Bil
Pop per Station: 25,013
#1 Biller: WCOS A/F \$2,900,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WCOS-F (C)	113/16.5	19.5	16.6	17.8	16.8	---	192/ 1893	1009/26.9	30.5	29.5	100	15.7	112	996 WCOS-F
2. WWDM-F (B)	104/15.2	18.7	18.9	18.9	15.7	---	225/ 2056	920/24.5	23.7	23.7	99	21.8	156	1104 WWDM-F
3. WNOK-F (CHR)	69/10.1	8.8	7.8	8.4	13.9	---	126/ 1755	1061/28.3	25.3	24.8	66	11.5	82	1213 WNOK-F
4. WCEZ-F (EZ)	53/ 7.7	5.4	8.4	6.8	5.1	---	59/ 635	521/13.9	8.6	12.6	78	3.9	28	302 WCEZ-F
5. WMFX-F (AOR)	51/ 7.4	6.0	4.9	9.5	2.6	---	58/ 739	668/17.8	14.9	12.9	118	8.1	58	713 WMFX-F
6. WTCB-F (AC)	44/ 6.4	5.0	4.1	4.6	4.9	---	65/ 989	575/15.3	12.2	12.9	133	6.0	43	591 WTCB-F
7. WVOC (N/T)	37/ 5.4	5.8	4.6	4.6	5.9	---	46/ 867	684/18.2	12.9	16.6	93	3.9	28	481 WVOC
8. WSCQ-F (AC)	35/ 5.1	6.0	5.6	5.2	4.7	---	37/ 615	565/15.1	13.5	15.6	127	4.6	33	359 WSCQ-F
9. WOIC (B)	25/ 3.6	3.5	5.7	4.3	4.4	---	27/ 409	367/ 9.8	10.5	12.1	125	2.8	20	277 WOIC
10. WYYS-F (CHR)	23/ 3.4	3.1	---	1.0	2.3	---	26/ 461	430/11.5	9.0	---	74	2.9	21	373 WYYS-F
11. WTGH (R/G)	19/ 2.8	3.3	4.1	1.6	2.4	---	22/ 256	215/ 5.7	6.6	5.9	114	2.2	16	215 WTGH
12. WPRH-F (CHR)	9/ 1.3	1.9	4.9	5.3	6.0	---	9/ 385	360/ 9.6	10.5	14.5	54	2.5	18	412 WPRH-F

12+ FM SHARE (METRO): 85.33% (506 of 593) (FAL 87: 81.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WWDM-F<	1. WWDM-F>	1. WWDM-F	1. WWDM-F	1. WCOS-F	1. WCOS-F>	1. WCOS-F	1. WCOS-F>	1. WCOS-F	1. WWDM-F>>	1. WCOS-F<
2. WNOK-F>>	2. WNOK-F<	2. WCOS-F>	2. WCOS-F>	2. WWDM-F>	2. WCEZ-F>	2. WWDM-F	2. WCEZ-F<	2. WWDM-F>	2. WCOS-F	2. WWDM-F
3. WCOS-F	3. WMFX-F<	3. WNOK-F<	3. WMFX-F	3. WMFX-F<	3. WVOC	3. WNOK-F	3. WWDM-F	3. WNOK-F	3. WNOK-F>	3. WVOC>
4. WYYS-F	4. WCOS-F>	4. WMFX-F	4. WTCB-F	4. WTCB-F	4. WWDM-F	4. WVOC	4. WNOK-F<	4. WMFX-F	4. WMFX-F	4.
5.	5. WTCB-F	5. WTCB-F	5. WNOK-F	5. WNOK-F<	5.	5. WMFX-F	5. WTCB-F<	5. WCEZ-F	5.	5.
6.	6.	6.	WSCQ-F	6. WSCQ-F	6.	6.	WSCQ-F	6. WMFX-F	6. WTCB-F	6.

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. WWDM-F>	1. WWDM-F>	2. WWDM-F	1. WWDM-F>	1. WCOS-F	1. WCOS-F	1. WWDM-F>	1. WMFX-F	1. WWDM-F	1. WWDM-F
2. WNOK-F	2. WNOK-F	2. WTCB-F	2. WCOS-F	2. WWDM-F	2. WNOK-F	2. WMFX-F	WWDM-F>>	2. WCOS-F>	2. WCOS-F
3. WMFX-F>	3. WTCB-F	3. WCOS-F	3. WMFX-F	3. WTCB-F	3. WNOK-F	3. WCOS-F	3. WCOS-F	3. WMFX-F	3. WMFX-F>
4. WCOS-F	4. WCOS-F	WNOK-F	4. WTCB-F	4. WCEZ-F	4. WMFX-F	4. WNOK-F	4. WNOK-F	4. WNOK-F	4. WTCB-F
5. WTCB-F	5. WMFX-F	5. WSCQ-F	5. WSCQ-F	5. WSCQ-F	5. WYYS-F	5.	5.	5. WTCB-F	5. WVOC
6. WYYS-F	6.	6. WMFX-F	6.	6.	6.	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		101 (3)	101 (3)	17.0	14.6	WCOS	1400	Columbia	.4/2.2
AOR/CLASSIC		56 (2)	56 (2)	9.4	6.9	WKWQ-F	95.3	Batesburg	.7/4.5
AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL		79 (2)	79 (2)	13.3	10.9	WQXL	1470	Columbia	.4/1.7

COUNTRY	3 (1)	113 (1)	116 (2)	19.6	20.1
BLACK/URBAN	25 (1)	104 (1)	129 (2)	21.8	27.6
BTFL/EZ		53 (1)	53 (1)	8.9	9.4
NEWS/TALK	37 (1)		37 (1)	6.2	5.2

NOSTALGIA					
RELIGION/GOSPEL	22 (2)		22 (2)	3.7	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					

RADIO STATIONS 593 (15)

WCOS, 1400, 1 KW	COUNTRY	ABC-I, \$ NA (Mc-Guild)	Buck	Jake Bogan
WNOK, 1230, 1 KW	CHR	ABC-R, \$ NA (Katz)	Audubon	Bill McElveen
WOIC, 1320, 5 KW (DA-N)	BLACK	ABC-F, \$ 28.00 (Banner)	John Price	
WQXL, 1470, 5 KW (DAYS)	RELIGION	\$ 10.00 (Busby)		D. Alderfer
WTGH, 620, 1 KW (DAYS, DA)	RELIGION	SBN, \$ 12.00 (---)		Raleigh Williams
WVOC, 560, 5 KW (DA-N)	NEWS/TALK	CBS, \$ 28.00 (Banner)		Jack Lovelady
WCEZ-F, 93.5, 3 KW @ 300	BTFL/EZ	NBC, \$ 38.00 (Banner)		Jack Lovelady
WCOS-F, 97.9, 100 KW @ 985	COUNTRY	ABC-I, \$ 85.00 (Mc-Guild)	Buck	Jake Bogan
WMFX-F, 102.3, 3 KW @ 322	AOR	\$ 37.00 (Durpetti)	Signature	
WPRH-F, 103.1, 3 KW @ 300	CONTEMP	ABC-F, \$ 33.00 (Banner)	John Price	
WNOK-F, 104.7, 100 KW @ 1004	CHR	ABC-R, \$ 74.00 (Katz)	Audubon	Bill McElveen
WSCQ-F, 100.1, 3 KW @ 330	SOFT AC	CBS-R, \$ 42.00 (Republic)		Bill Benton
WWDM-F, 101.3, 100 KW @ 1322	BLACK	US 1, \$ 70.00 (HNWH)	(SUMTER)	John Marshall
WYYS-F, 96.7, 3 KW @ 300	CHR	\$ 25.00 (---)		Ken Watts
WTCB-F, 106.7, 100 KW @ 787	AC	APR, \$ 42.00 (Christal)	Keymarket	Mike Steinhilper

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,088,000

MSA Rank/Pop: 35/1,320,300
ADI #33

Average Person Ratings: 15.9
Market TSL: 20.8 Hours

Stations: 21/18
Diaries: 1372/793:1/56.8%
Sample Target: 1280
% Below Line: 2.9%
% Not Listed: 11.8%

1988 Revenue: \$38,500,000
HH/ Inc: \$32,109
Retail \$: 9.8 Bil
Pop per Station: 60,444
#1 Biller: WLVQ-F \$7,000,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WNCI-F (CHR)	214/12.4	12.0	11.4	10.0	9.8	11.5	322/ 4275	2912/26.8	25.6	23.9	83	14.6	289	3276 WNCI-F
2. WSNY-F (AC)	192/11.1	8.8	12.1	8.9	8.7	10.2	199/ 2676	2395/22.0	24.1	20.4	141	8.5	167	2124 WSNY-F
3. WLVQ-F (AOR)	170/ 9.8	9.2	7.9	8.9	9.5	9.0	203/ 2711	2291/21.1	16.8	21.8	99	13.5	267	2552 WLVQ-F
4. WTVN (MOR)	144/ 8.3	8.0	10.1	9.3	9.8	8.9	180/ 2740	2109/19.4	19.3	18.7	99	6.3	124	1588 WTVN
5. WBNS-F (EZ)	139/ 8.1	8.6	9.2	9.8	10.9	8.9	163/ 2289	1913/17.6	18.1	18.0	72	2.3	95	1421 WBNS-F
6. WXGT-F (CHR)	102/ 5.9	7.0	6.8	9.2	8.0	7.2	111/ 2585	2212/20.3	20.0	23.3	75	9.0	178	2258 WXGT-F
7. WMGG-F (AOR)	86/ 5.0	6.1	5.9	4.6	4.6	5.4	100/ 1813	1612/14.8	12.6	12.5	112	6.0	118	1550 WMGG-F
8. WHOK-F (C)	75/ 4.3	5.1	5.3	4.9	4.8	4.9	124/ 1786	1119/10.3	9.9	10.7	140	4.0	78	1018 WHOK-F
9. WVKO (B)	70/ 4.1	4.5	2.5	2.1	2.7	3.3	57/ 799	799/ 7.3	6.7	5.9	98	5.3	104	770 WVKO
10. WCOL (BB)	57/ 3.3	2.6	3.0	2.6	1.5	2.9	57/ 970	774/ 7.1	6.5	4.7	24	2.4	48	510 WCOL
11. WBNS (MOR)	45/ 2.6	1.7	1.2	1.8	2.4	1.8	45/ 1278	1240/11.4	4.8	11.6	69	1.1	22	798 WBNS
12. WMMI (C)	43/ 2.5	2.4	2.8	3.2	3.8	2.7	45/ 623	567/ 5.2	5.3	6.4	112	3.1	62	650 WMMI
13. WXLE-F (O)	36/ 2.1	2.0	1.1	1.2	1.8	1.6	58/ 903	642/ 5.9	4.6	3.7	162	2.2	43	567 WXLE-F
14. WBBY-F (J)	31/ 1.8	2.2	1.9	2.7	2.1	2.2	32/ 722	653/ 6.0	6.0	5.4	133	2.3	46	570 WBBY-F
WLW (MOR)	31/ 1.8	1.7	2.6	1.6	1.2	1.9	48/ 1039	601/ 5.5	6.7	5.4	83	2.4	47	597 WLW

12+ FM SHARE (METRO): 72.36% (1102 of 1523) (FAL 87: 72.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNCI-F>>	1. WLVQ-F	1. WSNY-F	1. WSNY-F>	1. WSNY-F>	1. WBNS-F	1. WTVN	1. WSNY-F	1. WNCI-F	1. WNCI-F>	1. WCOL
2. WXGT-F>>	2. WNCI-F	2. WLVQ-F	2. WNCI-F<	2. WNCI-F	2. WTVN	2. WNCI-F<	2. WNCI-F	2. WSNY-F<	2. WLVQ-F	2. WLVQ-F
3.	3. WSNY-F	3. WNCI-F>>	3. WLVQ-F>	3. WLVQ-F	3. WRFD>	3. WSNY	3. WBNS-F	3. WLVQ-F	3. WSNY-F	3. WBNS-F
4.	4. WMGG-F>	4. WMGG-F	4. WTVN	4. WTVN	4. WHOK-F	4. WLVQ-F>	4. WLVQ-F	4. WBNS-F	4. WXGT-F	4. WMGG-F
5.	5. WXGT-F	5. WTVN	5. WMGG-F	5. WHOK-F	5. WNCI-F	5. WBNS-F	5. WTVN	5. WTVN	5. WMGG-F<	5. WNCI-F
6.	6.	6.	6.	6.	6. WCOL	6.	6.	6.	6. WBNS-F	6. WTVN
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. WNCI-F>>	1. WNCI-F<	1. WSNY-F>	1. WSNY-F<	1. WSNY-F	1. WLVQ-F>>	1. WLVQ-F>>	1. WLVQ-F>	1. WLVQ-F>	1. WSNY-F<	
2. WSNY-F	2. WSNY-F>>	2. WNCI-F>	2. WNCI-F>>	2. WNCI-F>	2. WMGG-F	2. WMGG-F	2. WMGG-F	2. WSNY-F	2. WLVQ-F>	
3. WXGT-F	3. WLVQ-F	3. WLVQ-F	3. WXGT-F	3. WTVN-F	3. WNCI-F	3. WNCI-F	3. WNCI-F	3. WMGG-F<	3. WNCI-F	
4. WLVQ-F>	4. WMGG-F	4. WXGT-F	4. WLVQ-F	4. WBNS-F	4. WSNY-F	4. WSNY-F>	4. WSNY-F>>	4. WNCI-F	4. WTVN	
5. WVKO	5. WMGG-F	5. WMGG-F	5. WTVN	WXGT-F	5. WXGT-F	5.	5. WXGT-F	5. WTVN	5. WHOK-F	
6. WMGG-F	6. WVKO	6.	6.	6.	6. WBNS-F	6.	6. WBNS-F	6.	6. WMGG-F	

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		316 (2)	316 (2)	20.7	20.0	WCKX-F	106.3	London	1.5/4.4
AOR/CLASSIC		256 (2)	256 (2)	16.8	11.4	WCLT	1430	Newark	.5/1.0
AC/OLDIES/SOFT ROCK		240 (3)	240 (3)	15.8	16.4	WCLT-F	100.3	Newark	.7/2.4
MOR/VARIETY/FULL	228 (4)		228 (4)	15.0	15.7	WRFD	880	Worthington	1.3/4.3
COUNTRY	43 (1)	75 (1)	118 (2)	7.7	9.7	WMRN-F	106.9	Marion	.6/1.3
BLACK/URBAN	70 (1)	26 (1)	96 (2)	6.3	6.9	WQIO-F	93.7	Mt. Vernon	.5/2.2
BTFL/EZ		139 (1)	139 (1)	9.1	12.3				
NEWS/TALK									
NOSTALGIA	57 (1)		57 (1)	3.7	1.7				
RELIGION/GOSPEL	23 (1)		23 (1)	1.5	1.5				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		31 (1)	31 (1)	2.0	2.4				
OTHERS/UNKNOWN		19 (2)	19 (2)	1.2	2.2				
			1523 (21)						

RADIO STATIONS

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N)	, MOR	ABC-I, \$ 41.00 (Banner)	Columbus Dispatch
WCOL, 1230, 1 KW	, NOSTALGIA	CBS, SMN, \$ 30.00 (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 (---)	Salem
WTVN, 610, 5 KW (DA-N)	, MOR/AC	ABC-E, \$115.00 (Katz)	Great American
WVKO, 1580, 1 KW/250 W (DA-2)	, BLACK	SBN, \$ 34.00 (Mc-Guild)	Saga

FM STATIONS

WBBY-F, 103.9, 2.7 KW @ 360, JAZZ	US 2, \$ 30.00 (---)		
WBNS-F, 97.1, 26 KW @ 660, BTFL/EZ	, \$ 71.00 (Banner)	Columbis Dispatch	
WCKX-F, 106.3, 3 KW @ 328, BLACK	NBN, \$ 29.00 (Roslin)	Great American	
WLWQ-F, 96.3, 18 KW @ 753, AOR	Source, \$100.00 (Katz)		
WMGG-F, 99.7, 50 KW @ 500, CLASSIC ROCK	MBS, \$ 62.00 (Torbet)	Nationwide	
WNCI-F, 97.9, 175 KW @ 565, CHR	ABC-C, \$109.00 (MMR)	Saga	
WSNY-F, 94.7, 22 KW @ 753, AC	, \$104.00 (Mc-Guild)	Great Trails	
WXGT-F, 92.3, 18 KW @ 753, CHR	CBS-R, \$ 70.00 (Christal)		
WHOK-F, 95.5, 50 KW @ 215, COUNTRY	APR, \$ 39.00 (Christal)		
WXLE-F, 103.1, 1.5 KW @ 455, OLDIES	MBS, \$ 34.00 (K & P)		(LANCASTER)

WLW - See Cincinnati

CALLS

FORMATS

SALES

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 123/290,200

MSA Rank/Pop: 128/363,900

ADI# 123

Average Person Ratings: 18.5

Market TSL: 24.5 Hours

Stations: 16/16
Diaries: 667/435:1/48.7%
Sample Target: 650
% Below Line: 0
% Not Listed: 10.2%

1988 Revenue: \$7,500,000
HH/ Inc: \$31,129
Retail \$: 2.4 Bil
Pop per Station: 18,138
#1 Biller: KOUL-F \$1,400,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KOUL-F (C)	80/14.9	16.9	13.0	12.4	6.0	---	112/ 1218	891/30.7	30.8	23.4	116			KOUL-F
2. KZFM-F (CHR)	78/14.5	15.1	14.5	14.5	15.4	---	117/ 1375	968/33.4	30.6	29.8	71			KZFM-F
3. KRYS A/F (C)	58/10.8	9.4	9.8	11.2	14.1	---	91/ 1290	822/28.3	20.3	16.8	114			KRYS A/F
4. KNCN-F (AOR)	50/ 9.3	10.5	7.5	11.6	8.9	---	64/ 754	561/19.3	18.0	18.8	118			KNCN-F
5. KUNO (SP)	40/ 7.4	8.2	11.1	7.7	5.6	---	40/ 404	392/13.5	12.4	11.4	54			KUNO
6. KLTG-F (AC)	35/ 6.5	3.9	3.4	7.4	10.0	---	35/ 450	407/14.0	10.8	9.7	149			KLTG-F
7. KJKC-F (CHR)	34/ 6.3	6.2	7.5	8.1	6.2	---	35/ 590	492/17.0	15.9	19.1	48			KJKC-F
8. KSTE-F (AC)	24/ 4.5	1.9	3.2	4.4	7.1	---	24/ 331	302/10.4	8.5	11.2	162			KSTE-F
9. KCCT (SP)	22/ 4.1	7.0	6.0	3.9	4.1	---	27/ 394	323/11.1	12.0	10.5	98			KCCT
10. KEYS (O)	19/ 3.5	5.8	3.8	1.5	4.6	---	19/ 370	328/11.3	13.0	10.1	151			KEYS
11. KSIX (EZ)	14/ 2.6	1.4	2.4	2.7	3.7	---	18/ 286	175/ 6.0	5.0	3.6	27			KSIX
12. KDEA (?)	11/ 2.0	2.3	2.4	.4	1.0	---	14/ 165	129/ 4.4	3.6	5.7	150			KDAE
13. KCTA (R/G)	9/ 1.7	1.2	3.0	1.5	1.9	---	13/ 150	95/ 3.3	4.9	3.6	135			KCTA

12+ FM SHARE (METRO): 73.29% (354 of 483) (FAL 87: 64.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZFM-F>>	1. KNCN-F	1. KOUL-F	1. KOUL-F>	1. KOUL-F>	1. KOUL-F	1. KOUL-F	1. KOUL-F>	1. KZFM-F	1. KZFM-F>	1. KOUL-F
2. KJKC-F>>	2. KZFM-F<	2. KNCN-F	2. KNCN-F	2. KRYS A/F	2. KUNO	2. KZFM-F	2. KRYS A/F	2. KOUL-F	2. KJKC-F	2. KRYS-F>
3.	3. KOUL-F>	KZFM-F	3. KZFM-F	3. KNCN-F	3. KRYS A/F3. KRYS A/F>	3. KNCN-F	3. KNCN-F	3. KNCN-F	3. KUNO	3. KUNO
4.	4. KRYS A/F4.	KRYS A/F4.	KRYS A/F<	4. KZFM-F	4.	4. KUNO	4. KZFM-F	4. KRYS A/F>	4. KOUL-F	4.
5.	5. KLTG-F	5. KLTG-F	5. KLTG-F	5. KLTG-F	5.	5. KNCN-F	5. KLTG-F	5. KLTG-F	5. KNCN-F	5.

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. KZFM-F>	1. KZFM-F>	1. KZFM-F	1. KOUL-F	1. KOUL-F>	1. KNCN-F	1. KNCN-F>	1. KNCN-F>	1. KNCN-F	1. KNCN-F
2. KJKC-F	2. KOUL-F	2. KOUL-F	2. KZFM-F>	2. KZFM-F	2. KOUL-F>	2. KOUL-F>	2. KOUL-F	2. KOUL-F	2. KOUL-F
3. KOUL-F	3. KRYS A/F3.	KLTG-F	3. KRYS A/F3.	3. KRYS A/F	3. KRYS A/F	3. KRYS A/F	3. KSTE-F	3. KRYS A/F	3. KRYS A/F
5. KLTG-F	4. KLTG-F	4. KNCN-F	4. KLTG-F	4. KLTG-F	4. KZFM-F>>	4. KZFM-F	4. KLTG-F	4. KZFM-F	4. KLTG-F
KNCN-F	5. KNCN-F	KRYS A/F5.	KNCN-F	5.	5. KJKC-F	5. KSTE-F	5. KRYS A/F5.	5. KLTG-F	5. KSTE-F
	6.	6. KSTE-F	6.	6.	6.	6. KLTG-F	KZFM-F	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		112 (2)	112 (2)	23.2	24.1	KKHQ-F 98.3 Corpus Christi .7/3.2
AOR/CLASSIC		50 (1)	50 (1)	10.4	8.2	KROB-F 99.9 Robstown .9/4.2
AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL	19 (1)	59 (2)	78 (3)	16.1	11.4	
COUNTRY	14 (1)	129 (3)	143 (4)	29.6	25.5	
BLACK/URBAN BTFL/EZ NEWS/TALK	14 (1)		14 (1)	2.9	2.3	
NOSTALGIA RELIGION/GOSPEL	9 (1)		9 (1)	1.9	3.3	
SPANISH	62 (2)	4 (1)	66 (3)	13.7	20.0	
CLASSICAL JAZZ/NEW AGE OTHERS/UNKNOWN	11 (1)		11 (1)	2.3	5.1	

RADIO STATIONS 483 (16)

KCCT, 1150, 1 KW/500 W (DA-2)	HISPANIC	\$ 26.00 (Caballero)	Manuel Davila
KCTA, 1030, 50 KW (DAYS)	RELIGION	APR, \$ 13.00 (---)	Bob Trask
KEYS, 1440, 1 KW (DA-N)	OLDIES	CNN, \$ 19.00 (Banner)	Larry Safir
KRYS, 1360, 1 KW	COUNTRY	\$ NA (Durpetti)	Don Hibbits
KSIX, 1230, 1 KW	BTFL (?)	MBS,CBS, \$ 16.00 (---)	Cann Kennedy
KUNO, 1400, 1 KW	HISPANIC	\$ 41.00 (Katz Hisp.)	Luis Munoz
KJKC-F, 105.5, 3 KW @ 300, CHR		\$ 25.00 (Christal)	Jon Cohen
KLTG-F, 96.5, 100 KW @ 870, SOFT AC/EZ		\$ 27.00 (K & P)	Steve DeWalt
WNCN-F, 101.3, 100 KW @ 402, AOR		\$ 40.00 (Torbet)	John Marin
KOUL-F, 103.7, 100 KW @ 960, COUNTRY		APR, \$ 50.00 (Mc-Guild)	Bob Trask
KRYS-F, 99.1, 100 KW @ 1000, COUNTRY		ABC-I, \$ 37.00 (Durpetti)	Don Hibbits
KSTE-F, 93.9, 100 KW @ 940, AC		\$ 17.00 (Christal)	Dan Cutrer
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC		\$ 19.00 (---)	Juan Gussoni
KZFM-F, 95.5, 41 KW @ 320, CHR		\$ 48.00 (Banner)	Larry Safir

NOTES: KSTE-F solf for \$2,300,000 (Marshall). KUNO: 80% sold by Tichenor for \$1,200,000.

DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 8/3,111,900

Stations: 30/30

1988 Revenue: \$121,200,000

MSA Rank/Pop: Dallas - 12/2,477,400

Diaries: 2332/1334:1/54.0%

HH Inc.: \$36,977

ADI #8 Fort Worth - 37/1,306,800

Sample Target: 2200

Retail \$: 28.2 Bill

Average Person Ratings: 18.2

% Below Line: 0

Pop per Station: 103,730

Market TSL: 24.0 Hours

% Not Listed: 6.7%

#1 Biller: KVIL A/F \$19,000,000

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ TSA		12+ METRO		%		BIRCH			
		88	SPG 88	WIN 88	FAL 87	1/4/CUME		CUME/CUME	SPG 88	FAL 87	CONVERSION	SHARE	AOH	CUME			
1. KVIL A/F (AC)	468/8.3	6.9	10.0	8.1	9.3	8.3	473/5457	5240/16.8	20.4	19.6	135	8.6	485	5030	KVIL A/F		
2. KSCS-F (C)	419/7.4	6.2	6.2	4.2	4.1	6.0	487/6106	5105/16.4	14.3	11.5	112	6.7	392	4478	KSCS-F		
3. KKDA-F (B/U)	406/7.2	6.9	8.0	8.7	8.6	7.7	463/5070	4343/14.0	11.8	11.4	69	10.0	584	5094	KKDA-F		
4. KPLX-F (C)	370/6.5	6.7	7.0	7.8	7.4	7.0	422/5229	4428/14.2	14.3	16.1	105	6.8	396	3803	KPLX-F		
5. WBAP (C)	348/6.2	6.4	6.7	5.3	5.3	6.2	548/7324	4450/14.3	15.5	12.2	92	4.4	255	2582	WBAP		
6. KRLD (N)	332/5.9	5.3	4.9	5.8	6.6	5.5	398/8025	6425/20.6	16.0	20.8	71	4.3	249	4300	KRLD		
7. KHYI-F (CHR)	284/5.0	6.3	5.3	5.6	4.9	5.6	297/5013	4686/15.1	14.8	14.0	54	7.5	439	5870	KHYI-F		
8. KMEZ A/F (EZ)	274/4.8	5.7	5.2	5.6	6.0	5.3	313/3650	3247/10.4	9.6	11.3	71	2.7	156	1952	KMEZ A/F		
9. KEGL-F (CHR)	252/4.5	4.9	5.0	5.3	6.2	4.9	329/5919	4967/16.0	16.6	16.9	60	9.3	542	6444	KEGL-F		
10. KLUV-F (AC)	194/3.4	4.8	2.9	3.3	3.6	3.6	207/3492	3136/10.1	9.2	11.0	147	3.2	184	2227	KLUV-F		
11. KTXQ-F (AOR)	190/3.4	4.3	4.0	4.6	3.7	4.1	231/4026	3524/11.3	11.2	10.7	91	6.0	350	4501	KTXQ-F		
12. KLIF (T)	187/3.3	2.8	2.3	2.0	2.2	2.6	201/2858	2657/ 8.5	5.8	5.9	121	2.0	115	1527	KLIF		
13. KQZY-F (AC)	156/2.8	2.7	3.4	3.7	3.3	3.2	169/2843	2538/ 8.2	9.0	7.9	125	1.4	80	1869	KQZY-F		
14. KOJO-F (R/G)	153/2.7	1.8	2.3	1.8	2.9	2.2	175/2201	1968/ 6.3	4.8	5.9	100	2.9	167	1947	KOJO-F		
15. KZPS-F (O)	151/2.7	2.6	3.0	2.0	1.5	2.6	160/2831	2671/ 8.6	8.4	4.9	137	2.9	167	2030	KZPS-F		
16. KOAI-F (J/NA)	146/2.6	2.3	2.5	2.7	2.8	2.5	161/2749	2490/ 8.0	7.2	8.0	142	2.3	137	1928	KOAI-F		
17. KZEW-F (AOR)	145/2.6	2.4	2.0	2.4	3.0	2.4	153/3389	2996/ 9.6	9.0	8.7	100	3.0	174	2903	KZEW-F		
18. KMGC-F (AC)	142/2.5	2.6	2.9	2.0	2.4	2.5	144/2614	2543/ 8.2	9.8	8.9	144	2.0	114	1716	KMGC-F		
19. KHVN (R/G)	106/1.9	1.7	2.0	3.2	1.6	2.2	106/1118	1118/ 3.6	3.7	2.7	68	1.1	63	685	KHVN		
20. KKDA (B)	95/1.7	1.6	.6	.4	.5	1.1	96/1183	1124/ 3.6	2.3	1.7	118	1.1	63	953	KKDA		
21. KDLZ-F (B)	92/1.6	2.4	1.5	2.1	1.6	1.9	99/1975	1824/ 5.9	4.5	4.6	131	1.2	70	1282	KDLZ-F		
22. WRR-F (CL)	78/1.4	1.3	1.0	1.6	1.2	1.3	97/1489	1220/ 3.9	3.1	4.4	107	1.5	89	1281	WRR-F		
23. KAAM (BB)	74/1.3	.9	1.7	1.1	.8	1.3	85/1041	963/ 3.1	2.8	2.4	38	.6	34	533	KAAM		
24. KESS (SP)	57/1.0	1.6	1.8	1.5	1.7	1.5	57/ 794	794/ 2.6	2.3	2.2	100	1.0	57	624	KESS		
25.																	

12+ FM SHARE (METRO): 74.79% (3943 OF 5272) (FAL 87: 77.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKDA-F<	1. KKDA-F	1. KVIL-F+	1. KVIL-F+	1. KVIL-F+	1. WBAP	1. KVIL-F+	1. KVIL-F+	1. KVIL-F+	1. KKDA-F>	1. KKDA-F
2. KHYI-F	2. KVIL-F+	2. KSCS-F	2. KSCS-F	2. KSCS-F	2. KVIL-F+<	2. WBAP	2. KSCS-F	2. KSCS-F	2. KHYI-F	2. WBAP
3. KEGL-F>	3. KHYI-F	3. KKDA-F	3. KPLX-F	3. KPLX-F	3. KRLD	3. KSCS-F	3. KMEZ-F+	3. KKDA-F	3. KEGL-F<	3. KRLD
4. KSCS-F	4. KTXQ-F	4. KPLZ-F	4. KKDA-F	4. WBAP	4. KSCS-F	4. KRLD	4. KPLX-F	4. WBAP	4. KSCS-F	4. KSCS-F
5. KOJO-F	5. KEGL-F	5. KHYI-F<	KLUV-F	5. KKDA-F	5. KMEZ-F+<	5. KKDA-F	5. WBAP >	5. KPLX-F	5. KPLX-F	5. KMEZ-F
6.	6. KSCS-F	6. KEGL-F	6. WBAP	KLUV-F	6. KPLX-F>	6. KPLX-F	6. KRLD	6. KHYI-F	6. KRLD	6. KLIF
7.	7. KPLX-F	7. KTXQ-F	7. KZPS-F	7. KRLD	7. KLIF	7. WHYI-F	7. KKDA-F<	7. KRLD	7. KDLZ-F	7. KVIL-F<
8.	8. KZPS-F	8. KLUV-F	8. KMGC-F	8. KLIF	8. KLUV-F	8. KEGL-F	8. KLUV-F	8. KMEZ-F+	8. KVIL-F	8. KPLX-F<
9.	9.	9.	KRLD	9.	9.	9.	9.	9.	9.	9. KHYI-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10. KEGL-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. KKDA-F<	1. KVIL-F+	1. KVIL-F+>	1. KVIL-F+>	1. KPLX-F	1. KTXQ-F<	1. KTXQ-F	1. KZPS-F	1. KSCS-F	1. KSCS-F
2. KHYI-F	2. KKDA-F>	2. KKDA-F	2. KKDA-F	2. KVIL-F+	2. KKDA-F	2. KKDA-F	2. KTXQ-F	2. KTXQ-F	2. WBAP <
3. KEGL-F>	3. KHYI-F	3. KOJO-F	KSCS-F	3. KKDA-F<	3. KZEW-F	3. KZEW-F	3. KKDA-F	3. KVIL-F+	3. KVIL-F+
4. KSCS-F	4. KEGL-F	4. KMGC-F	4. KPLX-F	4. KSCS-F	4. KEGL-F	4. KHYI-F	4. KVIL-F+	4. KKDA-F	4. KLIF
5. KPLX-F	5. KPLX-F<	5. KPLX-F	5. KEGL-F	5. KLUV-F	5. KHYI-F	5. KZPS-F	5. KHYI-F	5. WBAP	KRLD
6. KTXQ-F	6. KOJO-F<	6. KSCS-F	KHYI-F	6. KMEZ-F+	6. KZRK-F<	6. KEGL-F	KRLD <	6. KZPS-F	6. KPLX-F
7. KOJO-F	7. KSCS-F	7.	7. KLUV-F	7. KOJO-F<	7. KSCS-F	7. KSCS-F	7. KLIF	7. KRLD <	7. KZPS-F
8.	8. KMGC-F	8.	8. KOJO-F<	8. KMGC-F<	8.	8. KVIL-F+	8. KQZY-F	8. KPLX-F	8. KTXQ-F
9.	9.	9.	9. KMGC-F	9. KRLD	9.	9.	9. KZEW-F	9. KLIF	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		536 (2)	536 (2)	10.2	11.9	KFJZ	870	Fort Worth	.7/ .9
AOR/CLASSIC		377 (3)	377 (3)	7.1	8.0	KLDD	570	Dallas	.7/2.7
AC/OLDIES/SOFT ROCK	52 (2)	1099 (5)	1151 (7)	21.8	22.0	KSSA	1600	Plano	.6/1.3
MOR/VARIETY/FULL						KZRK-F	94.5	Gainesville	.7/2.2
COUNTRY	348 (1)	789 (2)	1137 (3)	21.6	18.0				
BLACK/URBAN	95 (1)	498 (2)	593 (3)	11.2	11.3				
BTFL MUSIC/EZ	7 (1)	267 (1)	274 (2)	5.2	6.4				
NEWS/TALK	519 (2)		519 (2)	9.8	9.3				
NOSTALGIA	112 (2)		112 (2)	2.1	0.8				
RELIGION/GOSPEL	106 (1)	153 (1)	259 (2)	4.9	5.5				
SPANISH	90 (2)		90 (2)	1.7	2.1				
CLASSICAL		78 (1)	78 (1)	1.5	1.3				
JAZZ/NEW AGE		146 (1)	146 (1)	2.8	3.0				
OTHERS/UNKNOWN					0.4				

1329 (12) 3943 (18) 5272 (30)									

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	,\$ 45.00 (Durpetti)	Bonneville
KESS, 1270, 5 KW (DA-1)	, HISPANIC	,\$ 51.00 (Caballero)	
KFJZ, 870, 500 W (DAYS,DA)	, NOSTALGIA	,\$ 40.00 (Lotus)	
KKDA, 730, 500 W (DAYS)	, BLACK	APR,\$ NA (Katz)	
KHVN, 970, 1 KW/270 W	, GOSPEL	NBN,\$ 49.00 (K & P)	
KLDD, 570, 5 KW (DA-2)	, OLDIES	US 1,\$ 50.00 (MMR)	Anchor
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC,\$ 82.00 (Eastman)	Susquehanna
KPBC, 1040, 1 KW (DAYS)	, RELIGION	,\$ 45.00 (---)	Crawford
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS,\$190.00 (Katz)	Command
KSKY, 660, 10 KW/500 W (DA-N)	, RELIGION	,\$ 25.00 (---)	Broadcast Partner
KSVZ, 1540, 50 KW/1 KW (DA-2)	, RELIGION	,\$ 30.00 (---)	
KWJS, 1360, 5 KW/1 KW (DA-2)	, RELIGION	,\$ 35.00 (---)	Marsh
WBAP, 820, 50 KW	, COUNTRY	ABC-I,\$185.00 (Banner)	Cap Cities/ABC

FM STATIONS

KMEZ, 107.5, 100 KW @ 450, BTFL/EZ	US 1,\$100.00 (Mc-Guild)	Gilmore
KEGL, 97.1, 98 KW @ 1460, CHR	ABC-C,\$160.00 (Torbet)	Sandusky
KHYI, 94.9, 33 KW @ 1509, CHR	,\$132.00 (Christal)	Statewide
KKDA, 104.5, 100 KW @ 1585, BLACK/URBAN	APR,\$170.00 (Katz)	
KLUV, 98.7, 100 KW @ 1585, OLDIES	US 2,\$133.00 (MMR)	TK
K???, 100.3, 100 KW @ 1280, URBAN	,\$160.00 (Mc-Guild)	Summit
KMGC, 102.9, 100 KW @ 1572, AC	,\$130.00 (Christal)	Shamrock
KOJO, 94.1, 100 KW @ 1585, RELIGION/CC	ABC-F,\$103.00 (HNWH)	
KOAI, 106.1, 100 KW @ 1585, JAZZ/NEW AGE	,\$125.00 (HNWH)	Gannett
KPLX, 99.5, 100 KW @ 1680, COUNTRY	APR,\$205.00 (Eastman)	Susquehanna
KQZY, 105.3, 100 KW @ 1560, SOFT AC	,\$124.00 (Group W)	Westinghouse
KSCS, 96.3, 100 KW @ 1680, COUNTRY	,\$157.00 (Banner)	Cap Cities/ABC
KTXQ, 102.1, 100 KW @ 1420, AOR	ABC-R,\$151.00 (CBS)	CBS
KVIL, 103.7, 100 KW @ 1470, AC	,\$350.00 (Torbet)	Infinity
KZEW, 97.9, 100 KW @ 1680, CLASSIC ROCK	SOURCE,\$143.00 (MMR)	Anchor
KZPS, 92.5, 100 KW @ 1685, OLDIES	,\$100.00 (Durpetti)	Bonneville
WRR, 101.1, 100 KW @ 1510, CLASSICAL	,\$ 75.00 (CMBS)	City of Dallas

CALL LETTER CHANGES

KMEZ-F: Changes to ????
KDLZ-F: Changes to KMEZ-F

FORMAT CHANGES

KZEW: From AOR to Classic Rock (Sept.)
K???: From EZ to Black/Urban (Dec.)
KMEZ-F: From Black/Urban to EZ (Jan.)

STATION SALES

KHVN, KDLZ-F: From Earl Graves to Gilmore for \$14,000,000 (Blackburn)

***** F O R M A T C O D E S *****	
* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

DAVENPORT - ROCK ISLAND

Arbitron Rank/Pop (12+): 144/314,500

Stations: 16/13
Diaries: 839/362:1/63.5%
Sample Target: 720
% Below Line: 2.5%
% Not Listed: 11.4%

1988 Revenue: \$8,500,000
HH/ Inc: \$34,787
Retail \$: 2.4 Bil
Pop per Station: 23,331
#1 Biller: WLLR-F \$1,750,000

MSA Rank/Pop: 127/366,000
ADI #80

Average Person Ratings: 16.0
Market TSL: 21.8 Hours

12+ METRO	1/4/SHARE	SPG				4BOOK	12+ TSA	12+ METRO		%		BIRCH	BIRCH	BIRCH	
		88	87	87	86			CUME/CUME	RATING	88	87				
1. WPXR-F (CHR)	82/16.9	14.5	17.3	10.3	3.8	---	160/1962	1028/33.9	28.2	29.3	80	19.0	102	902	WPXR-F
2. WLLR-F (C)	75/15.5	15.3	11.3	11.1	13.2	---	134/1436	771/25.4	24.3	22.0	110	16.0	86	864	WLLR-F
3. WXLP-F (AOR)	64/13.2	16.1	9.9	8.3	11.3	---	103/1174	682/22.5	24.2	18.9	105	18.4	99	830	WXLP-F
4. KRVR-F (EZ)	45/ 9.3	9.8	7.6	7.5	9.0	---	53/ 673	448/14.8	15.7	17.4	89	4.8	26	374	KRVR-F
5. KIIK-F (AC)	32/ 6.6	6.6	11.7	15.2	22.0	---	63/1219	679/22.4	21.3	29.0	144	7.6	41	603	KIIK-F
6. WOC (N/T)	30/ 6.2	8.2	11.1	9.0	9.0	---	38/ 561	472/15.6	14.3	17.6	58	7.4	40	491	WOC
7. WKBF (C)	26/ 5.4	5.2	4.9	5.5	5.6	---	32/ 478	359/11.8	11.3	10.8	59	3.2	17	203	WKBF
8. KLIO-F (AC)	25/ 5.2	6.2	6.8	4.7	4.8	---	60/ 686	366/12.1	15.1	15.5	152	5.6	30	348	KLIO-F
9. WKEI (M)	11/ 2.3	1.0	.8	1.9	.8	---	14/ 134	115/ 3.8	2.6	2.4	35	.6	3	98	WKEI
10. WMRZ (O)	10/ 2.1	2.8	2.7	1.7	3.8	---	15/ 337	275/ 9.1	7.3	8.5	190	2.4	13	217	WMRZ
11. KSTT (O)	8/ 1.7	1.2	2.1	2.8	1.0	---	9/ 240	197/ 6.5	5.7	7.1	165	1.1	6	94	KSTT
12. KFMH-F (AOR)	6/ 1.2	2.2	2.3	2.1	2.7	---	12/ 216	113/ 3.7	6.4	6.0	133	1.5	8	146	KFMH-F
WGN (T)	6/ 1.2	1.6	1.9	1.9	1.7	---	27/ 530	96/ 3.2	6.0	4.9	33	2.6	14	128	WGN

12+ FM SHARE (METRO): 77.39% (332 of 429) (FAL 87: 73.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1. WXLP-F	1. WPXR-F	1. WLLR-F	1. WLLR-F	1. WLLR-F>>	1. WLLR-F	1. WLLR-F	1. WPXR-F	1. WPXR-F>>	1. WKBF
2. WXLP-F>>	2. WPXR-F>>	2. WXLP-F>	2. WXLP-F	2. WXLP-F	2. KRVR-F	2. WPXR-F	2. WXLP-F	2. WXLP-F	2. WXLP-F	2. WPXR-F
3.	3. KLIO-F	3. WLLR-F>	3. WPXR-F>	3. WPXR-F	3. WOC	3. WXLP-F	3. KRVR-F	3. WLLR-F>	3. WLLR-F>	3. WLLR-F
4.	4. KIIK-F	4. KIIK-F	4. KIIK-F	4. KIIK-F	4. WKBF	4. KIIK-F	4. WPXR-F	4. KRVR-F	4. KRVR-F	4. KLIO-F
5.	WLLR-F	5. KLIO-F	5. KLIO-F	5. KRVR-F	5. KIIK-F	5. KRVR-F<	5. WGBS-F	5. KIIK-F	5. WOC	5.
				6. KLIO-F	6. WPXR-F	6. WOC<				
						7. KIIK-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. WPXR-F>>	1. WPXR-F>	1. WPXR-F<	1. WPXR-F>	1. WLLR-F	1. WXLP-F>	1. WXLP-F>>	1. WXLP-F>>	1. WPXR-F>	1. WPXR-F>>
2. WXLP-F	2. WXLP-F	2. WXLP-F<	2. WLLR-F	2. WPXR-F	2. WPXR-F>>	2. WPXR-F>>	2. WPXR-F>	2. WPXR-F>	2. WLLR-F>
3. KLIO-F	3. KLIO-F	3. KLIO-F	3. KIIK-F	3. KIIK-F	3.	3.	3.	3. WLLR-F>>	3. WPXR-F>
WLLR-F	WLLR-F	WLLR-F	4. WXLP-F	4. KRVR-F	4.	4.	4.	4. KIIK-F	4. KLIO-F
5.	5. KIIK-F	5.	5. KLIO-F	5. KLIO-F	5.	5.	5.	KLIO-F	5. KIIK-F
			6. KRVR-F						6. KRVR-F

FORMATS	AM	FM	TOTAL	%	FAL 87	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		82 (1)	82 (1)	19.1	18.8		KBQC-F	93.5	BETTENDORF	.6/2.0
AOR/CLASSIC		70 (2)	70 (2)	16.3	13.3					
AC/OLDIES/SOFT ROCK	20 (3)	57 (2)	77 (5)	17.9	25.3		WLS	890	CHICAGO	.4/1.5
MOR/VARIETY/FULL	15 (2)		15 (2)	3.5	3.8		WMT	600	CEDAR RAPIDS	.8/3.0
COUNTRY	26 (1)	75 (1)	101 (2)	23.5	18.1					
BLACK/URBAN										
BTFL/EZ		45 (1)	45 (1)	10.5	8.2					
NEWS/TALK	36 (2)		36 (2)	8.4	12.0					
NOSTALGIA										
RELIGION/GOSPEL		3 (1)	3 (1)	0.7	0.4					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
OTHERS/UNKNOWN										

86 (7) 329 (7) 429 (16)

NOTE: 1 FM not represented here - KBQC. 1 AM not represented here - WKEI. % is of total listening.

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2)	, OLDIES	Trans, \$ 17.00 (Katz)	Goodrich
KTSS, 1580, 500 W (DAYS)	, ??	, \$ 10.00 (---)	
WKBF, 1270, 5 KW (DA-N)	, COUNTRY	CBS, \$ 21.00 (Mc-Guild)	Roth
WMRZ, 1230, 1 KW	, OLDIES	, \$ 18.00 (HNWH)	Sconnix
WOC, 1420, 5 KW (DA-2)	, NEWS/TALK	NBC-ABC-T, \$ 35.00 (Christal)	
KFMH-F, 99.7, 50 KW @ 470, AOR		, \$ 17.00 (---)	(MUSCATINE)
KIIK-F, 103.7, 100 KW @ 1200, AC		ABC-D, \$ 40.00 (Christal)	
KLIO-F, 96.1, 100 KW @ 988, AC		ABC-D, \$ 246.00 (Eastman)	Target
KRVR-F, 106.5, 60 KW @ 190, BTFL/EZ		, \$ 24.00 (Republic)	Comm. Service
WPXR-F, 98.9, 39 KW @ 900, CHR		ABC-R, \$ 35.00 (Mc-Guild)	Roth
WLLR-F, 101.3, 50 KW @ 500, COUNTRY		, \$ 37.00 (HNWH)	Sconnix
WXLP-F, 96.9, 50 KW @ 500, AOR		, \$ 34.00 (Katz)	Goodrich

NOTES: KLIO-F (Clinton) sold by Target to Arrow.

American Radio Fall, 1988 Copyright 1989

DAYTON

Arbitron Rank/Pop (12+): 46/802,200
 MSA Rank/Pop: 55/935,200
 ADI #49
 Average Person Ratings: 15.6
 Market TSL: 20.5 Hours

Stations: 22/18
 Diaries: 1185/677:1/56.4%
 Sample Target: 1110
 % Below Line: 12.6%
 % Not Listed: 10.3%

1988 Revenue: \$22,700,000
 HH Inc.: \$33,262
 Retail \$: 6.4 Bil
 Pop per Station: 44,567
 #1 Biller: WHIO \$3,500,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WTUE-F (AOR)	183/14.7	14.1	12.8	13.4	13.0	13.8	232/2630	1990/24.8	21.4	21.1	96	19.2	244	2316	WTUE-F
2. WGTZ-F (CHR)	137/11.0	10.5	10.2	11.2	10.2	10.7	190/2918	1960/24.4	24.3	24.8	78	10.5	133	1933	WGTZ-F
3. WHIO-F (EZ)	113/ 9.7	10.0	12.8	11.8	10.8	10.9	171/2407	1661/20.7	23.5	19.1	62	9.6	122	1558	WHIO-F
4. WWSN-F (AC)	109/ 8.7	6.0	5.4	6.0	6.9	6.5	119/1483	1307/16.3	13.1	14.8	148	3.9	50	1070	WWSN-F
5. WHIO (MOR)	101/ 8.1	9.2	9.7	8.5	8.5	8.9	104/1472	1328/16.6	16.7	17.8	62	7.2	92	1116	WHIO
6. WVUD-F (AC)	70/ 5.6	6.3	3.7	4.5	2.7	5.0	81/1282	1051/13.1	10.0	9.5	145	3.7	47	665	WVUD-F
7. WYMJ-F (CHR)	55/ 4.4	3.1	4.4	4.3	5.4	4.1	64/1287	1151/14.3	14.6	13.0	100	5.3	68	1203	WYMJ-F
8. WONE (C)	54/ 4.3	6.0	5.9	5.4	6.7	5.4	72/1153	867/10.8	10.1	13.6	116	5.9	75	820	WONE
9. WLW (MOR)	52/ 4.2	5.0	5.7	2.5	4.3	4.4	143/2232	829/10.3	12.3	11.7	126	3.3	42	725	WLW
10. WBVE-F (C)	49/ 3.9	4.4	2.6	4.0	3.5	3.7	102/1516	801/10.0	7.6	7.9	100	4.2	54	1026	WBVE-F
11. WBLZ-F (B)	46/ 3.7	4.6	4.2	3.2	4.3	2.9	55/ 943	674/ 8.4	8.4	8.0	89	6.5	83	1156	WBLZ-F
12. WING (O)	44/ 3.5	2.3	2.4	2.3	2.5	2.1	52/ 971	821/10.2	6.4	10.2	157	2.0	26	473	WING

12+ FM SHARE (METRO): 75.54% (846 OF 1120) (FAL 87: 69.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGTZ-F>>>1. WTUE-F>>>1. WTUE-F>>>1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WTUE-F
2. WTUE-F	2. WGTZ-F	2. WWSN-F	2. WWSN-F	2. WWSN-F	2. WHIO	2. WGTZ-F	2. WHIO-F	2. WGTZ-F	2. WGTZ-F	2. WHIO
3. WBLZ-F	3. WWSN-F	3. WGTZ-F	3. WGTZ-F	3. WGTZ-F	3. WWSN-F	3. WHIO	WWSN-F	3. WWSN-F	3. WHIO-F	3. WGTZ-F
4. WYMJ-F	4. WYMJ-F	4. WVUD-F	4. WVUD-F	4. WVUD-F	4. WONE	4. WWSN-F	4. WVUD-F	4. WHIO-F	4. WBLZ-F	4. WHIO-F
5.	5. WVUD-F	5. WYMJ-F	5. WING	5. WHIO-F	5. WVUD-F	5. WHIO-F	5. WHIO	5. WHIO	5. WHIO	5. WBVE-F
				6. WING			6. WGTZ-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. WTUE-F>>>1. WTUE-F>>>1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WWSN-F	1. WTUE-F>>>1. WTUE-F>>>1. WTUE-F>>>1. WTUE-F>>>1. WTUE-F>>>	1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WTUE-F
2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WWSN-F	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WWSN-F
3. WYMJ-F	3. WYMJ-F	WWSN-F	3. WGTZ-F	3. WTUE-F	3. WLW	3. WLW	3. WWSN-F	3. WWSN-F	3. WLW
4. WBLZ-F>>>4. WWSN-F	4. WWSN-F	4. WYMJ-F	4. WYMJ-F	4. WVUD-F	4. WVUD-F	4. WWSN-F	4. WLW	4. WLW	4. WVUD-F
5.	5. WBLZ-F	5. WBLZ-F	5. WVUD-F	5. WHIO-F	5. WWSN-F	5. WVUD-F	5. WVUD-F	5. WVUD-F	5. WGTZ-F
							WBVE-F		WING
							7. WYMJ-F		

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		192 (2)	192 (2)	17.1	11.5	WAZU-F 102.9 Springfield .7/3.5
AOR/CLASSIC		188 (2)	188 (2)	16.8	14.2	WBLV 1600 Springfield .6/1.7
AC/OLDIES/SOFT ROCK	44 (1)	198 (4)	242 (5)	21.6	20.7	WDAO 1210 Dayton 1.0/3.9
MOR/VARIETY/PULL	153 (2)		153 (2)	13.7	16.3	WDJK-F 95.3 Xenia .4/2.2
COUNTRY	54 (1)	71 (3)	125 (4)	11.2	12.4	WFCJ-F 93.7 Miamisburg .7/4.0
BLACK/URBAN	12 (1)	46 (1)	58 (2)	5.2	9.4	WKSJ-F 101.7 Urbana .7/1.6
BTFL MUSIC/EZ		113 (1)	113 (1)	10.1	13.2	WPFJ-F 105.9 Middletown 1.0/2.2
NEWS/TALK						WPTW 1570 Piqua .2/ .9
NOSTALGIA	3 (1)	29 (1)	32 (2)	2.9		WPTW-F 95.7 Piqua 2.3/3.8
RELIGION/GOSPEL		9 (1)	9 (1)	0.8	1.8	WOFX-F 94.9 Fairfield .8/3.5
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN	8 (1)		8 (1)	0.7	0.5	
	274 (7)	846 (15)	1120 (22)			

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN, \$ 30.00	(---
WHIO, 1290, 5 KW (DA-N)	, MOR	CBS, \$ 70.00	(Torbet)
WING, 1410, 5 KW (DA-N)	, OLDIES	MBS, ABC-I, \$ 32.00	(Katz)
WONE, 980, 5 KW (DA-N)	, COUNTRY	MBS, ABC-D, \$ 50.00	(Mc-Guild)
WHIO-F, 99.1, 50 KW @ 1060, BTFL/EZ		, \$ 80.00	(Torbet)
WTUE-F, 104.7, 50 KW @ 780, AOR		, \$ 83.00	(Mc-Guild)
WVUD-F, 99.9, 50 KW @ 500, SOFT AC		CBS-R, \$ 36.00	(Republic)
WWSN-F, 107.7, 50 KW @ 420, AC		, \$ 64.00	(Christal)
WYMJ-F, 103.9, 1.5 KW @ 528, CHR		US 1, \$ 43.00	(Banner)
WGTZ-F, 92.9, 40 KW @ 590, CHR		, \$ 70.00	(Katz)
WFCJ-F, 93.7, 50 KW @ 492, RELIGION		APR, \$ 13.00	(Pierce)
WPFJ-F, 105.9, 34 KW @ 590, COUNTRY		MBS, \$ 19.00	(Roslin)
			(MIAMISBURG)
			(MIDDLETOWN)

MISCELLANEOUS COMMENTS WAZU-F (Springfield) sold to Osborn for \$3,700,000 (Crisler)... WYMJ reclassified as CHR...

DAYTONA BEACH

Arbitron Rank/Pop (12+): 123/302,200

MSA Rank/Pop: 138/339,300

Orlando ADI

Average Person Ratings: 17.4

Market TSL: 23.3 Hours

Stations: 20.7

Diaries: 626/483:1/47.2%

Sample Target: 630

% Below Line: 60.0%

% Not Listed: 9.1%

1988 Revenue: \$ NA

HH/ Inc: \$ NA

Retail \$: NA

Pop per Station: 43,171

#1 Biller: NA

12+ METRO	1/4/SHARE	SPG		FAL		4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG	FAL	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	87	87	86			88	87							
1. WWLV-F (EZ)	73/13.9	12.0	16.6	15.5	14.8	---	76/	732	680/22.5	19.9	26.4	34				WWLV-F
2. WWKA-F (C)	59/11.2	11.2	10.7	13.3	9.2	---	63/	671	636/21.0	19.8	17.1	126				WWKA-F
3. WJHM-F (B/U)	48/ 9.1	8.7	2.8	2.9	3.4	---	49/	503	481/15.9	12.6	9.1	88				WJHM-F
4. WOCL-F (O)	39/ 7.4	8.3	4.8	4.0	3.6	---	42/	480	441/14.6	12.1	10.6	228				WOCL-F
5. WROD (BB)	37/ 7.0	3.5	5.3	7.2	7.2	---	37/	329	329/10.9	7.2	10.4	20				WROD
6. WBJW-F (CHR)	35/ 6.6	5.1	10.3	7.4	6.0	---	37/	570	543/18.0	14.4	22.2	114				WBJW-F
7. WDIZ-F (AOR)	30/ 5.7	6.9	5.9	7.9	7.2	---	31/	411	393/13.0	14.6	12.0	116				WDIZ-F
8. WJYO-F (AC)	28/ 5.3	6.7	3.7	5.4	4.0	---	29/	354	337/11.2	12.4	10.6	160				WJYO-F
9. WNFI-F (CHR)	24/ 4.6	7.5	9.0	4.3	7.6	---	29/	526	453/15.0	16.3	20.2	102				WNFI-F
10. WNDB (T)	22/ 4.2	3.1	2.4	4.0	4.3	---	23/	279	277/ 9.2	9.6	7.2	45				WNDB
WSSP-F (EZ)	22/ 4.2	3.5	7.0	3.6	4.7	---	22/	296	291/ 9.6	7.2	12.9	33				WSSP-F

12+ FM SHARE (METRO): 83.92% (402 of 479) (FAL 87: 83.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBJW-F	1. WBJW A/F1.	WOCL-F	1. WOCL-F>	1. WOCL-F	1. WWLV-F	1. WWLV-F	1. WWLV-F	1. WWLV-F	1. WJHM-F>	1. WJHM-F
WJHM-F>>	2. WDIZ-F	2. WWKA-F	2. WWKA-F	2. WWKA-F>	2. WWKA-F	2. WWKA-F	2. WWKA-F>	2. WWKA-F	2. WNLV-F	2. WNLV-F
3. WNFI-F	3. WJHM-F	3. WJHM-F	3. WJHM-F	3. WJYO-F	3. WROD>	3. WJHM-F	3. WOCL-F	3. WJHM-F	3. WNFI-F	3. WROD
WHTQ-F	4. WNFI-F	4. WBJW-F	WJYO-F	4. WJHM-F	4.	4. WNDB-F	4. WROD	4. WOCL-F	4. WBJW-F	4. WOCL-F
5.	WOCL-F	5. WDIZ-F	5.	5. WBJW A/F5.	5.	5. WBJW-F	5.	5.	5. WOCL-F	5. WWKA-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. WJHM-F	1. WBJW A/F1.	WBJW A/F1.	WBJW-F	1. WWKA-F	1. WDIZ-F>	1. WDIZ-F	1. WOCL-F>	1. WOCL-F	1. WOCL-F>
2. WNFI-F	2. WNFI-F	WOCL-F	WJHM-F	2. WOCL-F	2. WHTQ-F	2. WOCL-F	2. WBJW A/F2.	WDIZ-F>	3. WWKA-F
WBJW A/F	WJHM-F>	WSTF-F	WWKA-F	3. WJYO-F	3. WNFI-F	3. WBJW-F	WDIZ-F	3. WWKA-F	3. WDIZ-F
4. WJYO-F	4.	WWKA-F	4. WOCL-F	4. WBJW-F	WBJW A/F	4. WJHM-F	4. WJHM-F	4. WJHM-F	4. WSTF-F
5. WDIZ-F	5.	5. WNFI-F	5. WJYO-F	5.	WJHM-F	5. WHTQ-F	WSTF-F	5. WSTF-F	5. WJHM-F
WHTQ-F						WWJA-F	WWKA-F		

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		65 (3)	65 (3)	13.6	24.5	WELE	1380	Ormond Beach	.4/ 1.5
AOR/CLASSIC		44 (2)	44 (2)	9.2	12.0	WPUL	1590	S. Daytona	.4/ 2.2
AC/OLDIES/SOFT ROCK		86 (3)	86 (3)	18.0	11.0	WSBB	1230	New Smyra Beach	.6/ 3.0
MOR/VARIETY/FULL	6 (1)		6 (1)	1.3	1.9				
COUNTRY	2 (1)	59 (1)	61 (2)	12.7	13.2	WDBO	580	Orlando	1.1/ 3.2
BLACK/URBAN		48 (1)	48 (1)	10.0		WHLY-F	106.7	Lusburg	1.1/ 5.1
BTFL/EZ		95 (2)	95 (2)	19.8	25.9	WHTQ-F	96.5	Orlando	2.7/ 9.8
NEWS/TALK	27 (2)		27 (2)	5.6	3.6	WLOQ-F	103.1	Winter Park	.9/ 3.0
NOSTALGIA	40 (2)		40 (2)	8.4	6.5	WSTF-F	101.1	Cocoa Beach	3.6/13.5
RELIGION/GOSPEL					1.4	WWNZ	740	Orlando	.9/ 2.7
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		5 (1)	5 (1)	1.0					
OTHERS/UNKNOWN	2 (1)		2 (1)	0.4					

RADIO STATIONS

479 (20)

WMFJ,	1450,	1 KW	, RELIGION	, \$ 12.00 (---)		Jim Palmer
WNDB,	1150,	1 KW (DA-N)	, TALK	CBS,ABC-T, \$ 21.00 (---)	Root	Copeland Guice
WROD,	1340,	1 KW	, NOSTALGIA	US 2,ABC-I, \$ 19.00 (K & P)		Anthony Welch
WWLV-F,	94.5,	100 KW @ 472,	BTFL/EZ	, \$ 48.00 (Eastman)	Root	Copeland Guice
WNFI-F,	99.9,	100 KW @ 1249,	CHR	, \$ 68.00 (Katz)	Heritage (Polacek)	Jim Davis (PALATKA)

Other ranked stations - See Orlando

NOTES: WZIP sold for \$250,000 (Chapman). WZIP changes calls to WPUL.

DENVER

Arbitron Rank/Pop (12+): 24/1,582,800

Stations: 31/31
Diaries: 1474/1074:1/52.6%
Sample Target: 1490
% Below Line: 0
% Not Listed: 10.8%

1988 Revenue: \$63,800,000
HH/ Inc: \$36,329
Retail \$: 14.6 Bil
Pop per Station: 51,058
#1 Biller: KOA \$8,500,000

MSA Rank/Pop: 27/1,664,300

ADI #19

Average Person Ratings: 17.7

Market TSL: 23.0 Hours

12+ METRO	1/4/SHARE	SUM				4BOOK	12+ TSA	12+ METRO		SPG	FAL	% 25-54	BIRCH	BIRCH	BIRCH
		88	88	88	87			CUME/CUME	RATING						
1. KBCO A/F (AOR)	233/8.3	8.8	5.9	8.1	7.2	7.8	263/ 2877	2460/15.4	13.2	14.6	140	6.9	199	2254	KBCO A/F
2. KOA (N/T)	223/7.9	5.9	6.6	6.9	7.4	6.8	308/ 5016	3674/23.1	17.9	22.0	86	6.9	212	4381	KOA
3. KOSI-F (EZ)	204/7.2	6.8	7.2	6.6	7.8	7.0	225/ 2653	2284/14.3	14.9	15.2	78	4.4	134	1699	KOSI-F
4. KXKL-F (EZ)	179/6.3	7.1	6.9	4.5	4.8	6.2	233/ 3308	2460/15.4	12.9	10.3	143	7.8	238	2482	KXKL-F
5. KRXY A/F (CHR)	164/5.8	7.1	8.0	6.9	7.6	7.0	169/ 3137	2895/18.2	19.6	18.8	64	10.7	319	3784	KRXY A/F
6. KAZY-F (AOR)	163/5.8	6.5	6.0	6.3	5.8	6.2	199/ 2803	2345/14.7	12.3	12.6	90	6.5	198	2252	KAZY-F
7. KBPI-F (AOR)	146/5.2	6.0	6.2	7.7	5.2	6.3	171/ 2996	2544/16.0	14.9	15.7	71	8.3	252	2812	KBPI-F
8. KYGO-F (C)	142/5.0	4.2	5.9	5.5	5.8	5.2	186/ 2337	1836/11.5	12.5	11.4	104	4.1	126	1532	KTGO-F
9. KGKS-F (CHR)	135/4.8	4.7	3.5	2.9	1.7	4.0	162/ 2420	1999/12.6	11.3	6.5	35	5.2	160	2445	KQKS-F
10. KMJI-F (AC)	125/4.4	4.2	5.7	5.4	4.4	4.9	137/ 2182	1924/12.1	12.8	12.5	136	3.8	116	1257	KMJI-F
11. KVOD-F (CL)	90/3.2	3.5	2.2	3.2	3.0	3.0	132/ 1619	1408/ 8.8	5.5	7.5	106	3.8	117	1201	KVOD-F
12. KHIH-F (J/NA)	89/3.2	1.8	2.2	1.8	2.5	2.3	92/ 1319	1269/ 8.0	6.7	6.7	147	1.6	49	667	KHIH-F
13. KHOW (MOR)	77/2.7	3.0	2.7	2.5	3.4	2.7	101/ 1784	1408/ 8.8	7.2	9.7	111	2.8	85	1398	KHOW
14. KOAQ-F (AC)	76/2.7	4.1	3.6	4.1	3.1	3.6	106/ 2453	1932/12.1	13.2	11.1	133	4.1	126	1651	KOAQ-F
15. KLZ (C)	69/2.4	2.8	3.3	3.6	3.5	3.0	133/ 1658	1008/ 6.3	6.8	7.2	88	2.3	70	1048	KLZ
16. KEZW (BB)	54/1.9	2.0	2.0	2.6	2.1	2.1	57/ 806	752/ 4.7	4.1	5.7	21	1.8	55	560	KEZW
17. KSYF-F (AC)	52/1.8	1.7	2.9	2.8	3.3	3.1	60/ 932	800/ 5.0	7.0	8.0	156	1.8	56	907	KSYF-F
18. KYGO (C)	49/1.7	1.0	1.1	1.9	2.7	1.4	61/ 832	550/ 3.5	5.5	8.0	106	.6	19	409	KYGO
19. KTCL-F (AOR)	44/1.6	1.2	1.4	.8	1.3	1.3	59/ 855	578/ 3.6	3.6	2.7	81	1.1	35	433	KTCL-F
20. KDKO (B)	33/1.2	1.1	1.7	.9	.9	1.2	33/ 415	415/ 2.6	4.1	2.7	75	1.7	52	740	KDKO
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 73.88 (1858 of 2515) (FAL 87: 70.55%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KQKS-F	1. KBCO A/F>	1. KBCO A/F>	1. KBCO A/F>	1. KBCO A/F	1. KOA<	1. KOA	1. KOSI-F	1. KBCO A/F	1. KQKS-F	1. KOA>
3.	2. KAZY-F	2. KXKL-F	2. KXKL-F>	2. KXKL-F	2. KOSI-F>>	2. KBCO A/F2.	2. KBCO A/F	2. KXKL-F	2. KOA	2. KXKL
4.	3. KBPI-F	3. KAZY-F	3. KMJI-F<	3. KOA	3. KYGO-F	3. KOSI-F	3. KOA	3. KAZY-F	3. KRXY-F	3. KBCO-F
5.	4. KXKL-F	4. KBPI-F	4. KOA	4. KMJI-F	4. KVOD-F	4. KRXY A/F	4. KXKL-F	4. KOSI-F<	4. KAZY-F	4. KOSI-F
6.	5. KRXY A/F	5. KMJI-F	5. KAZY-F	5. KOSI-F	5. KXKL-F	5. KXKL-F	5. KAZY-F<	5. KRXY A/F<	5. KBPI-F<	5. KHOW
7.	6. KMJI-F	6. KRXY A/F<	6. KYGO A/F	6. KAZY-F	6. KHOW	6. KHOW	6. KMJI-F	6. KMJI-F	6. KYGO-F	6. KBPI-F
8.	7. KQKS-F	7. KOA	7. KHIH-F	7. KHIH-F	7. KLZ<	7.	7. KBPI-F	7. KQKS-F<	7. KXKL-F	7. KLZ
9.	8.	8.	8.	8. KHIH-F	8. KBCO A/F	8.	8.	8. KOA<	8. KBCO-F	8.
	9.	9.	9.	9.	KEZW	9.	9.	9. KYGO	9.	9.

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. KQKS-F>	1. KBCO A/F>	1. KBCO A/F>>	1. KBCO A/F1.	1. KBCO A/F	1. KAZY-F	1. KBCO A/F<	1. KBCO A/F>	1. KBCO A/F	1. KBCO A/F
2. KRXY A/F>	1. KRXY A/F	2. KXKL-F	2. KMJI-F<	2. KXKL-F	KBPI-F>>	2. KAZY-F>	2. KAZY-F	2. KAZY-F	2. KXKL-F
3. KBPI-F	3. KMJI-F<	3. KMJI-F	3. KXKL-F	3. KMJI-F	3. KBCO A/F	3. KBPI-F	3. KXKL-F>>	3. KXKL-F	3. KOA
4. KMJI-F	4. KQKS-F	4. KHIH-F	4. KRXY A/F4.	4. KOSI-F	4. KOAQ-F	4. KXKL-F>	4. KOAQ-F	4. KBPI-F	4. KAZY-F
5. KTCL-F	5. KXKL-F	5. KRXY A/F	5. KQKS-F	5. KHIH-F	5. KRXY A/F>>	5. KRXY A/F	5. KMGI-F	5. KYGO-F<	5. KYGO-F
6. KAZY-F>	6. KBPI-F	6. KAZY-F	6. KBPI-F<	6. KYGO-F	6. KTCL-F	6. KRXY-F	6. KBPI-F	6. KOA>	6. KOSI-F
7. KOAQ-F	7. KAZY-F	7. KOAQ-F	7. KHIH-F<	7. KOA>	KXKL-F	7. KOAQ-F	7. KRXY A/F	7. KRXY A/F	7. KBPI-F
	8.	8.	8. KAZY-F	8.	8.	8.	8.	8. KRXY-F	8.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	5 (1)	294 (2)	299 (3)	11.9	10.2	KBNO	1220	Denver	.3/1.4
AOR/CLASSIC	33 (3)	607 (5)	640 (8)	25.4	21.8	KDEN	1340	Denver	.9/4.1
AC/OLDIES/SOFT ROCK	38 (2)	432 (4)	470 (6)	18.7	24.6	KDZR	1390	Denver	.6/1.3
MOR/VARIETY/FULL	77 (1)		77 (1)	3.1	3.7	KRKS	990	Denver	.7/1.4
COUNTRY	118 (2)	142 (1)	260 (3)	10.3	10.2	KRZN	1150	Englewood	.8/3.1
BLACK/URBAN	33 (1)		33 (1)	1.3	1.0	KXKL	1280	Denver	.5/2.1
BTFL/EZ		204 (1)	204 (1)	8.1	8.5	KYBG	1090	Aurora	.9/3.8
NEWS/TALK	248 (2)		248 (2)	9.9	12.2	KZRZ-F	92.1	Castle Rock	.9/2.5
NOSTALGIA	54 (1)		54 (1)	2.1	2.3				
RELIGION/GOSPEL	19 (1)		19 (1)	0.8	1.2				
SPANISH	8 (1)		8 (1)	0.3					
CLASSICAL		90 (1)	90 (1)	3.6	3.3				
JAZZ/NEW AGE		89 (1)	89 (1)	3.5	1.1				
OTHERS/UNKNOWN	24 (1)		24 (1)	1.0					

2515 (31)

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW	HISPANIC	\$ 30.00 (Lotus)	
KDEN, 1340, 1 KW	TALK	MBS,ABC-E, \$ 35.00 (Savalli)	
KDKO, 1510, 10 KW/1 KW (DA-1)	BLACK	\$ 42.00 (HNWH)	
KEZW, 1430, 5 KW (DA-N)	NOSTALGIA	SMN, \$ 46.00 (Interp)	Westinghouse
KHOW, 630, 5 KW (DA-N)	MOR	MBS, \$ 88.00 (Republic)	Command
KLZ, 560, 5 KW (DA-1)	COUNTRY	ABC-I, \$ 70.00 (Mc-Guild)	Summit
KBPI, 710, 5 KW (DA-N)	AOR	NBC, \$ 65.00 (Durpetti)	Sandusky
KOA, 850, 50 KW	NEWS/TALK	CBS,ABC-I, \$125.00 (Eastman)	Jacor
KQXI, 1550, 10 KW (DAYS)	RELIGION	\$ 15.00 (---)	Mid America
KRKS, 990, 5 KW/390 W(DA-N)	RELIGION	\$ 12.00 (---)	
KRZN, 1150, 5 KW/1 KW (DA-2)	OLDIES	\$ 37.00 (Christal)	Genesis
KLSC, 1090, 50 KW/500 W(DA-2)	??	\$ 30.00 (---)	Century
KXKL, 1280, 5 KW (DA-2)	OLDIES	MBS, \$ NA (Durpetti)	Shamrock
KYGO, 950, 5 KW (DA-N)	COUNTRY	US 1, \$ NA (CBS)	Jeff-Pilot

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC-R, \$ 88.00 (Mc-Guild)	Summit	
KBCO, 97.3, 100 KW @ 1541, AOR	\$ 169.00 (MMR)	Noble	(BOULDER)
KBPI, 105.9, 100 KW @ 900, AOR	Source, \$105.00 (Durpetti)	Sandusky	
KHIH, 94.7, 100 KW @ 500, JAZZ/NEW AGE	\$ 57.00 (HNWH)	Adams	(BOULDER)
KMJI, 100.3, 100 KW @ 500, AC	\$ 110.00 (Christal)	Genesis	
KOAQ, 103.5, 100 KW @ 1061, AC	ABC-E, \$ 83.00 (Eastman)	Jacor	
KOST, 101.1, 100 KW @ 790, BTFL/EZ	\$ 109.00 (Group W)	Westinghouse	
KQKS, 104.3, 100 KW @ 980, CHR	\$ 50.00 (HNWH)	Western Cities	(LONGMONT)
KRXY, 107.5, 100 KW @ 670, CHR	ABC-F, \$107.00 (Katz)	Cap Cities/ABC	
KSYY, 95.7, 100 KW @ 725, SOFT AC	MBS,Trans, \$ 81.00 (Republic)	Command	
KVOD, 99.5, 100 KW @ 380, CLASSICAL	\$ 89.00 (Katz)	Henry	
KXKL, 105.1, 100 KW @ 1200, OLDIES	MBS, \$ 78.00 (Durpetti)	Shamrock	
KYGO, 98.5, 100 KW @ 720, COUNTRY	\$ 94.00 (CBS)	Jeff-Pilot	
KZRZ, 92.1, 720 W @ 620, AOR	APR, \$ 36.00 (Banner)	Century	(CASTLE ROCK)

CALL LETTER CHANGES

KNUS changes to KBPI-AM
KADX changes to KZRZ-F

FORMAT CHANGES

KZRZ: From JAZZ to Z ROCK (Nov)
KBPI-AM: From NEWS/TALK TO AOR (simulcast) (Sept)
KOAQ-F: From AC to OLDIES (Jan.)

SALES

KDKO,KHIH-F (Denver/Boulder): From SRO to Adams for \$5,950,000 (Fischer)
KEZW, KOSI-F: Sold by Westinghouse for \$15,500,000 (Americom)
KDKO: Sold by Adams for \$900,000 (Fischer)
KBPI: Sold by Sandusky for \$2,000,000

DES MOINES

Arbitron Rank/Pop (12+): 110/318,300
 MSA Rank/Pop: 122/384,100
 ADI# 67
 Average Person Ratings: 16.5
 Market TSL: 21.5 Hours

Stations: 14/14
 Diaries: 763/417:1/54.5%
 Sample Target: 710
 % Below Line: 0
 % Not Listed: 7.3%

1988 Revenue: \$12,400,000
 HH/ Inc: \$33,588
 Retail \$: 2.9 Bil
 Pop per Station: 22,736
 #1 Biller: WHO \$3,100,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KGGO-F (AOR)	78/14.9	21.5	16.4	19.8	20.7	---	128/ 1681	857/26.9	28.7	28.9	92	22.2	120	1109	KGGO-F
2. WHO (MOR)	58/11.1	10.0	11.5	8.3	10.2	---	211/ 2799	824/25.9	21.1	24.8	67	9.3	50	855	WHO
KRNQ-F (CHR)	58/11.1	10.0	10.4	8.3	10.8	---	136/ 1907	942/29.6	25.8	27.1	95	13.5	73	1004	KRNQ-F
4. KLYF-F (AC)	46/ 8.8	12.4	8.0	10.6	7.5	---	83/ 1129	588/18.5	19.8	18.4	156	7.4	40	586	KLYF-F
5. KIOA (AC)	45/ 8.6	4.6	5.5	7.1	5.4	---	57/ 929	573/18.0	14.1	13.8	127	5.9	32	397	KIOA
6. KJJY-F (C)	44/ 8.4	5.4	5.9	5.2	5.4	---	58/ 794	511/16.1	12.8	11.4	126	6.9	37	556	KJJY-F
7. KSO (C)	36/ 6.9	6.1	8.6	8.3	10.2	---	48/ 559	320/10.1	11.7	14.3	81	3.9	21	392	KSO
8. KDMG-F (O)	32/ 6.1	1.1	5.1	3.7	3.9	---	52/ 803	503/15.8	4.6	10.6	144	5.9	32	399	KDMG-F
9. KRNT (MOR)	28/ 5.3	6.1	4.7	4.4	4.8	---	35/ 674	439/13.8	12.8	12.6	53	4.4	24	424	KRNT
10. KDWZ-F (CHR)	25/ 4.8	5.7	7.2	6.9	3.7	---	31/ 785	524/16.5	13.0	16.3	81	7.2	39	512	KDWZ-F
11. KEZT-F (EZ)	21/ 4.0	4.3	2.9	2.9	1.5	---	60/ 601	270/ 8.5	8.3	7.2	88	2.6	14	174	KEZT-F

12+ FM SHARE (METRO): 62.55% (304 of 486) (FAL 87: 61.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRNQ-F>>	1. KGGO-F>>	1. KGGO-F>	1. KGGO-F	1. KGGO-F	1. WHO	1. KGGO-F<	1. KGGO-F	1. KGGO-F	1. KGGO-F	1. KGGO-F>
2. KGGO-F	2. KRNQ-F	2. KLYF-F	2. KLYF-F	KLYF-F	2. KJJY-F	2. WHO	2. KLYF-F	2. KRNQ-F>	2. WHO	2. KRNT
3. KDWZ-F	3. KDMG-F	KRNQ-F	3. KIOA	3. KIOA<	KSO	3. KRNQ-F	3. KIOA	3. KLYF-F<	3. KRNQ-F>	WHO
4.	4. KLYF-F	4. KIOA	4. KDMG-F	4. KJJY-F	4. KRNT	4. KLYF-F	4. KRNQ-F	4. KJJY-F	4. KDMG-F	4. KRNQ-F
5.	5. KIOA	5. KDMG-F	5. KJJY-F	KRNQ-F	5. KIOA	5. KIOA	5. WHO	5. KIOA	5.	5.
6.	6.	6.	6.	6.	6. KLYF-F	6.	6.	6.	6.	6.

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. KGGO-F>	1. KGGO-F>	1. KGGO-F>	1. KRNQ-F	1. KLYF-F	1. KGGO-F>>	1. KGGO-F>>	1. KGGO-F>	1. KGGO-F>>	1. KGGO-F
2. KRNQ-F>>	2. KRNQ-F>	2. KRNQ-F	2. KGGO-F	2. KRNQ-F	2. KIOA>	2. KDMG-F	2. KDMG-F	2. KIOA	2. KIOA
3. KDWZ-F	3. KLYF-F	3. KLYF-F	3. KLYF-F>>	3. KGGO-F	3. KDWZ-F	KIOA	3. KRNQ-F	3. KDMG-F	KJJY-F
4. KLYF-F	4. KDMG-F	4. KDMG-F>	4. KDWZ-F	4. KIOA	KRNQ-F	4. KRNQ-F	4. KIOA	4. KJJY-F	4. KLYF-F
5. KDMG-F	KDWZ-F	5. KDWZ-F	5. KIOA	5. KJJY-F	5. KDMG-F	5.	5. KJJY-F	5. KLYF-F	5. KDMG-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		83 (2)	83 (2)	17.1	19.4	KDLS 1310 Perry .8/1.5
AOR/CLASSIC		78 (1)	78 (1)	16.0	18.1	KJJY 1390 Des Moines 1.1/3.7
AC/OLDIES/SOFT ROCK	45 (1)	78 (2)	123 (3)	25.3	20.5	KWKY 1150 Des Moines 1.0/3.9
MOR/VARIETY/FULL	86 (2)		86 (2)	17.7	5.2	
COUNTRY	46 (3)	44 (1)	90 (4)	18.5	16.0	
BLACK/URBAN						
BTFL/EZ		21 (1)	21 (1)	4.3	3.2	
NEWS/TALK					12.7	
NOSTALGIA					3.9	
RELIGION/GOSPEL	5 (1)		5 (1)	1.0		
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN					0.9	

RADIO STATIONS 486 (14)

KIOA, 940, 10 KW/5 KW (DA-2)	, AC	ABC-E, \$ 40.00* (Banner)	Midwest
KJJY, 1390, 1 KW (DA-1)	, COUNTRY	SMN, \$ 17.00* (Mc-Guild)	Fuller-Jeffrey
KRNT, 1350, 5 KW (DA-N)	, MOR	CBS, \$ 31.00* (Katz)	Stauffer
KSO, 1460, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ 44.00* (Eastman)	Stoner
WHO, 1040, 50 KW	, NEWS/VARIETY	NBC, \$ 62.00* (Christal)	Palmer
KDMI-F, 97.3, 115 KW @ 500, RELIGION		MBS, \$ 6.00 (---)	
KDWZ-F, 93.3, 100 KW @ 1063, CHR		, \$ 35.00* (Banner)	Midwest
KEZT-F, 104.1, 100 KW @ 1026, BTFL/EZ		, \$ 20.00 (---)	
KDMG-F, 103.3, 100 KW @ 745, OLDIES		, \$ 21.00* (K & P)	(AMES)
KGGO-F, 94.9, 100 KW @ 1066, AOR		Source, \$ 64.00* (Eastman)	(PELLA)
KJJY-F, 106.3, 3 KW @ 300, COUNTRY		, \$ 30.00* (Mc-Guild)	Stoner
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC		US 2, \$ 40.00* (Christal)	Fuller-Jeffrey
KRNQ-F, 102.5, 100 KW @ 1248, CHR		ABC-F, \$ 40.00* (Katz)	Palmer
			Stauffer

NOTES: KFMD changes calls to KDMG and format from AC to OLDIES (Aug).
 KMRY changes to KJJY and largely simulcasts with KJJY-F (Sept).

DETROIT

Arbitron Rank/Pop (12+): 6/3,570,000

MSA Rank/Pop: 5/4,346,200
ADI #7

Average Person Ratings: 17.5
Market TSL: 23.0 Hours

Stations: 31/28
Diaries: 2384/1497:1/51.5%
Sample Target: 2310
% Below Line: 1.2%
% Not Listed: 8.7%

1988 Revenue: \$103,000,000
HH/ Inc: \$35,744
Retail \$: 37.9 Bil
Pop per Station: 127,500
#1 Biller: WJR: \$20,000,000

12+ METRO	1/4/SHARE	SUM				4BOOK	12+ TSA		12+ METRO		SPG		FAL		%		BIRCH	BIRCH	BIRCH	CUME
		88	88	88	87		AVG.	1/4/CUME	CUME/CUME	RATING	88	87	CONVERSION	SHARE	AQH	CUME				
1. WJR (MOR)	558/9.0	12.4	10.6	10.0	10.8	10.5	784/11457	8359/23.4	24.1	25.8	82	8.2	568	6998	WKR					
2. WJLB-F (B)	439/7.0	7.8	7.9	8.5	8.6	7.8	447/ 5288	5081/14.2	14.2	15.0	86	15.0	715	6411	WJLB-F					
3. WDFX-F (CHR)	337/5.4	3.1	3.4	2.8	2.4	3.7	339/ 5592	5264/14.7	12.7	10.4	58	6.5	452	4768	WDFX-F					
4. WWJ (CHR)	337/5.4	4.9	4.3	4.7	4.9	4.8	332/ 5652	5215/14.6	15.5	15.6	65	3.1	211	3234	WWJ					
5. WNIC-F (AC)	303/4.9	4.8	3.9	3.6	4.1	4.3	331/ 5381	4659/13.3	13.2	13.9	124	4.6	316	3697	WNIC-F					
6. WWW-F (C)	292/4.7	4.5	4.1	4.0	4.1	4.3	302/ 4396	4188/11.7	9.9	9.4	126	4.5	312	2926	WWW-F					
7. WJOI-F (EZ)	290/4.7	5.1	5.8	5.9	6.2	5.4	309/ 3982	3732/10.5	12.5	12.9	79	3.2	220	3584	WJOI-F					
8. WCZY-F (CHR)	274/4.4	4.0	4.6	5.5	4.3	4.6	296/ 6357	5866/16.4	18.1	17.4	120	4.6	319	4917	WCZY-F					
9. WOMC-F (AOR)	210/3.4	3.2	2.6	2.9	4.0	3.3	281/ 4255	4045/11.3	7.8	10.4	145	3.2	218	2297	WOMC-F					
10. WLLZ-F (AOR)	235/3.8	3.8	4.9	4.6	4.5	4.3	254/ 5463	4717/13.2	13.6	14.1	76	6.7	463	4973	WLLZ-F					
11. WRIF-F (AOR)	226/3.6	3.0	3.4	3.4	3.9	3.5	257/ 5795	4713/13.2	13.6	15.2	119	4.9	339	4981	WRIF-F					
12. WKSG-F (O)	213/3.4	3.1	2.0	1.9	2.3	2.6	214/ 2912	2881/ 8.1	6.6	6.8	147	2.4	168	1967	WKSG-F					
13. WHYT-F (CHR)	210/3.4	5.3	4.6	4.9	4.7	4.6	241/ 6292	5491/15.4	18.0	17.6	88	5.0	346	6889	WHYT-F					
14. WCSX-F (AOR)	210/3.4	3.0	3.3	4.7	3.7	3.6	231/ 4490	4039/11.3	10.6	13.1	147	3.6	248	3326	WCSX-F					
15. CKLW (BB)	203/3.3	3.2	4.6	3.6	3.2	3.7	250/ 3806	3176/ 8.9	9.0	7.8	45	2.4	168	1940	CKLW					
16. WXYT (T)	196/3.1	3.2	3.2	3.1	4.0	3.2	203/ 2690	2589/ 7.3	7.3	8.1	61	2.7	184	2067	WXYT					
17. WLTJ-F (AC)	159/2.6	2.5	2.6	2.8	3.3	2.6	161/ 2852	2780/ 7.8	6.7	8.1	142	1.9	130	1939	WLTJ-F					
18. CKMR-F (O)	132/2.1	1.5	.9	1.0	1.2	1.4	146/ 2424	2164/ 6.1	4.1	4.9	157	1.4	99	1578	CKMR-F					
19. WJZZ-F (J)	107/1.7	1.7	2.1	1.5	2.1	1.8	113/ 2467	2239/ 6.3	7.0	6.3	129	2.0	139	1680	WJZZ-F					
20. WQRS-F (CL)	92/1.5	1.2	1.5	1.9	1.5	1.5	99/ 1871	1725/ 4.8	4.3	5.1	107	1.1	76	1240	WQRS-F					
21. WCXI (C)	82/1.3	1.3	1.8	1.3	1.3	1.4	92/ 1700	1552/ 4.3	5.3	4.0	69	1.2	83	985	WCXI					
22. WMTG (O)	81/1.3	.9	1.1	1.6	1.1	1.2	82/ 1009	1002/ 2.8	2.6	2.5	123	.9	60	801	WMTG					
23. WVAE-F (J/NA)	79/1.3	1.1	1.6	2.0	.6	1.5	80/ 1522	1444/ 4.0	5.7	2.2	131	1.9	134	1576	WVAE-F					
24. WCHB (B)	70/1.1	1.1	.9	.9	1.1	1.0	70/ 1092	1092/ 3.1	3.0	2.9	109	.9	65	776	WCHB					
25. WGPR-F (B)	68/1.1	1.7	1.5	1.1	1.3	1.4	70/ 1872	1800/ 5.0	5.8	5.4	82	1.4	99	1394	WGPR-F					

12+ FM SHARE (METRO): 71.67% (4079 of 5691) (FAL 87: 68.85%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDFX-F>	1. WJLB-F	1. WJLB-F	1. WOMC-F	1. WJR	1. WJR>>	1. WJR	1. WJR	1. WJR<	1. WJLB-F	1. WJR
2. WJLB-F>	2. WLLZ-F<	2. WNIC-F	2. WNIC-F<	2. WJOI-F	2. WWJ	2. WWJ	2. WJOI-F	2. WJLB-F	2. WJR	2. WJLB-F>
3. WHYT-F>	3. WNIC-F<	WOMC-F	3. WJR<	3. WNIC-F<	3. WJOI-F	3. WCZY-F	3. WNIC-F	3. WDFX-F	3. WDFX-F	3. WWW-F
4.	4. WRIF-F	4. WCZY-F	4. WJLB-F<	4. WJLB-F<	4. WWW-F	4. WJLB-F	4. WWW-F	4. WJOI-F	4. WNIC-F	4. WWJ
5.	5. WDFX-F<	5. WRIF-F<	5. WCZY-F<	5. WWW	5. CKLW	5. WDFX-F	5. WJLB-F	5. WNIC-F	5. WLLZ-F	5. WXYT-F
6.	6. WCSX-F	6. WCSX-F<	6. WCSX-F	6. WCZY-F	6. WXYT	6. WNIC-F	WOMC/F	6. WWW-F	6. WRIF-F	6. WNIC-F
7.	7. WCZY-F	7. WJR<	WKSJ-F	7. WCSX-F	7. WOMC-F	7. WWW-F	7. CKLW	7. WOMC-F<	7. WOMC-F	7. WKSJ-F
8.	WKSJ-F	8. WLLZ-F	8. WWW-F	WKSJ-F	8. WCZY-F	8. WOMC-F	8. WCZY-F	8. WWJ<	8. WHYT-F	8. WOMC-F
9.	9. WOMC-F	9. WKSJ-F	9. WRIF-F	9. WRIF-F	9. WNIC-F	9. WLLZ-F	WDFX-F	9. WLLZ-F	9. WXYT	WRIF-F
10.	10. WHYT-F	WWW-F	10. WLTJ-F	10. WJOI-F	10. WJLB-F	10. WJOI-F	10. WKSJ-F	10. WCZY-F	10. WCSX-F	10. CKMR-F
					WLTJ-F			WRIF-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. WDFX-F	1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WOMC-F<	1. WLLZ-F>	1. WLLZ-F	1. WCSX-F<	1. WRIF-F<	1. WJR>
2. WJLB-F>	2. WNIC-F	2. WNIC-F	2. WNIC-F	2. WNIC-F	2. WJLB-F<	2. WRIF-F	2. WRIF-F	2. WLLZ-F	2. WWW-F
3. WNIC-F	3. WDFX-F	3. WOMC-F	3. WOMC-F	3. WJLB-F	3. WRIF-F	3. WJLB-F<	3. WLLZ-F	3. WCSX-F	3. WCSX-F<
4. WHYT-F	4. WCZY-F	4. WKSJ-F	4. WCZY-F	4. WCZY-F	4. WDFX-F	4. WCSX-F	4. WJLB-F	4. WJR	4. WRIF-F
5. WLLZ-F	WHYT-F<	5. WKSJ-F	5. WDFX-F	5. WLTJ-F<	5. WWW-F	5. WDFX-F<	WKSJ-F	5. WJLB-F	5. WKSJ-F
6. WCZY-F	6. WOMC-F	6. WHYT-F	6. WHYT-F	6. WJR	6. WCZY-F	6. WKSJ-F<	6. WNIC-F	6. WWW-F	6. WLLZ-F<
7. WOMC-F	7. WKSJ-F	7. WCSX-F	WLTJ-F	7. WWW-F	7. WCSX-F	7. WNIC-F	7. WJR	7. WKSJ-F	7. WOMC-F
8. WLTJ-F	8. WCSX-F	8. WDFX-F	8. WKSJ-F	8. WJOI-F<	8. WHYT-F	8. WCZY-F<	8. CKMR-F	8. WOMC-F	8. WNIC-F<
WRIF-F	9. WRIF-F	WRIF-F	9. WWW-F<	9. WHYT-F<	9. WOMC-F	9. WWW-F	WJZZ-F	9. WCZY-F	9. WJLB-F
10. WCSX-F	10. WLTJ-F	10. WLTJ-F	10. WJR	10. WKSJ-F	10.	10. WOMC-F	10. WOMC-F	10. WNIC-F	10. WWJ

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		873 (5)	873 (5)	15.3	12.7	WHND	560	Monroe/Detroit	.7/2.0
AOR/CLASSIC		694 (4)	694 (4)	12.2	13.3	WMUZ-F	103.5	Detroit	1.1/3.7
AC/OLDIES/SOFT ROCK	124 (2)	1079 (5)	1203 (7)	21.1	19.2	WQBH	1400	Detroit	1.0/3.6
MOR/VARIETY/FULL	558 (1)		558 (1)	9.8	11.6				
COUNTRY	82 (1)	292 (1)	374 (2)	6.6	5.7	WROL	950	Boston	.8/2.4
BLACK/URBAN	133 (2)	507 (2)	640 (4)	11.2	12.9	WIQB-F	102.9	Ann Arbor	.4/1.3
BTFL/EZ		290 (1)	290 (1)	5.1	6.6	CJOM-F	88.7	Windsor	.3/1.9
NEWS/TALK	512 (2)		512 (2)	9.0	9.5	WIOG-F	102.5	Bay City/Flint	.5/1.4
NOSTALGIA	203 (1)		203 (1)	3.6	3.4				
RELIGION/GOSPEL		66 (1)	66 (1)	1.2	1.0				
SPANISH									
CLASSICAL		92 (1)	92 (1)	1.6	1.6				
JAZZ/NEW AGE		186 (2)	186 (2)	3.3	2.2				
OTHERS/UNKNOWN					0.3				
5691 (31)									

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW(DA-2), COUNTRY	APR, \$ 70.00 (Christal)	Shamrock
WHND, 560, 500 W (DAYS, DA), OLDIES	US 1, \$ NA (Mc-Guild)	Greater Media (MONROE)
WJR, 760, 50 KW, MOR/VARIETY	ABC-I, \$225.00 (Katz)	Cap Cities/ABC
WMTG, 1310, 5 KW (DA-2), OLDIES	SMN, \$ 40.00 (Mc-Guild)	Fairmont
WQBH, 1400, 1 KW, BLACK	, \$ 56.00 (Patt)	
WWJ, 950, 5 KW (DA-N), NEWS	CBS, \$155.00 (Eastman)	Federal
WXYT, 1270, 5 KW, TALK	MBS,NBC, \$100.00 (Roslin)	
WCAR, 1090, 250 W/500 W(DA-2), ETHNIC	, \$ 23.00 (---)	Wolpin (LIVONIA)
WCHB, 1440, 1 KW, BLACK/GOSPEL	NBN, \$ 43.00 (Torbet)	(INKSTER)
CKLW, 800, 50 KW (DA-2), NOSTALGIA	, \$ 75.00 (Republic)	(WINDSOR ON)

FM STATIONS

WCSX, 94.7, 10 KW @ 950, CLASSIC ROCK	US 1, \$105.00 (Mc-Guild)	Greater Media
WCZY, 95.5, 100 KW @ 430, CHR	, \$154.00 (HNWH)	Broadcast Partners
WDFX, 99.5, 21 KW @ 754, CONTEMP	CBS-R, \$ 93.00 (MMR)	Hoker
WGPR, 107.5, 50 KW @ 360, BLACK	SBN, \$ 60.00 (Lazar)	
WHYT, 96.3, 20 KW @ 780, CHR	ABC-C, \$158.00 (Katz)	Cap cities/ABC
WJLB, 97.9, 50 KW @ 490, BLACK	, \$160.00 (MMR)	Booth
WJOI, 97.1, 12 KW @ 802, BTFL/EZ	, \$147.00 (Eastman)	Federal
WJZZ, 105.9, 20 KW @ 724, JAZZ	, \$ 78.00 (Torbet)	
WKSG, 102.7, 50 KW @ 500, OLDIES	ABC-E, \$ 97.00 (Durpetti)	Media Comm
WLLZ, 98.7, 50 KW @ 480, AOR	ABC-F, \$150.00 (Banner)	Legacy
WLTI, 93.1, 20 KW @ 500, SOFT AC	, \$109.00 (CBS)	Viacom
WMUZ, 103.5, 50 KW @ 500, RELIGION	, \$ 40.00 (---)	Crawford
WNIC, 100.3, 50 KW @ 400, AC	, \$163.00 (Mc-Guild)	Fairmont
WOMC, 104.3, 50 KW @ 416, AC	US 2, \$152.00 (Republic)	Infinity
WQRS, 105.1, 18 KW @ 782, CLASSICAL	, \$ 90.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 880, AOR	ABC-R, \$128.00 (Republic)	Great American
WVAE, 92.3, 21 KW @ 742, JAZZ/NEW AGE	, \$ 88.00 (Roslin)	
WWWW, 106.7, 61 KW @ 700, COUNTRY	APR, \$143.00 (Christal)	Shamrock
CKLW, 93.9, 100 KW @ 700, AC/OLDIES	, \$ 60.00 (Republic)	(WINDSOR,ON)

CALL LETTER CHANGES

CKLW-F changes to CKMR (Aug)
 WDTX changes to WDFX (Aug)

FORMAT CHANGES

SALES

WWJ, WJOI-F: From Federal to CBS
 For \$58,000,000
 (Mahlman)

EL PASO

Arbitron Rank/Pop (12+): 79/443,600

Stations: 24/18
Diaries: 804/551:1/49.6%
Sample Target: 800
% Below Line: 4.4%
% Not Listed: 6.3%

1988 Revenue: \$12,400,000
HH/ Inc: \$28,241
Retail \$: 2.8 Bil
Pop per Station: 24,644
#1 Biller: KHEY A/F \$3,100,000

MSA Rank/Pop: 88/569,700
ADI# 103

Average Person Ratings: 18.2
Market TSL: 24.0 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 87	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KPRR-F (CHR)	97/12.0	11.7	13.1	8.6	6.1	11.4	107/ 1208	1062/23.9	23.9	16.3	52	14.7	127	1171 KPRR-F
2. KHEY-F (C)	91/11.2	8.4	10.0	10.5	9.3	10.0	133/ 1438	1088/24.5	21.4	20.0	113	12.8	111	1075 KHEY-F
3. KLAQ-F (AOR)	88/10.9	16.0	10.6	10.3	11.4	12.0	112/ 1171	964/21.7	20.6	27.5	83	18.3	158	1310 KLAQ-F
4. KBNA A/F (SP)	72/ 9.9	8.2	8.4	8.7	8.0	8.8	77/ 895	785/17.7	NA	NA	105	7.5	.46	568 KBNA A/F
5. KEZB A/F (CHR)	52/ 6.4	9.8	9.0	10.7	10.0	9.0	75/ 1357	1014/22.9	25.2	29.0	75	6.1	53	1276 KEZB A/F
6. KTSM-F (EZ)	48/ 5.9	4.9	6.5	6.4	7.0	5.9	61/ 729	554/12.5	11.8	15.3	90	2.8	48	617 KTSM-F
7. KLTO-F (AC)	45/ 5.6	3.8	3.7	4.9	5.7	4.5	46/ 662	621/14.0	12.8	16.3	141	4.5	39	545 KLTO-F
8. KAMA (SP)	39/ 4.8	6.6	5.1	6.7	9.1	5.8	46/ 530	440/ 9.9	11.7	14.2	115	3.7	32	624 KAMA
9. KAMZ-F (CHR)	39/ 4.8	6.1	5.9	6.8	7.0	5.9	44/ 868	728/16.4	18.6	21.5	88	5.9	51	791 KAMZ-F
10. KOFX-F (AC)	36/ 4.4	6.1	5.1	3.4	5.3	4.8	42/ 726	586/13.2	13.8	12.3	155	3.6	31	319 KDFX-F
KROD (O)	36/ 4.4	4.2	2.6	2.4	2.6	3.4	37/ 402	363/ 8.2	8.0	9.8	150	2.9	25	426 KROD
12. KTSM (N/T)	31/ 3.8	2.9	3.5	3.0	2.7	3.3	34/ 444	417/ 9.4	7.9	8.1	82	2.8	24	272 KTSM
13. KHEY (C)	23/ 2.8	3.0	2.4	4.0	3.1	3.1	27/ 501	399/ 9.0	7.9	10.1	104	3.0	26	354 KHEY
14. KVIV (SP)	13/ 1.6	1.0	2.1	1.2	---	1.5	13/ 182	161/ 3.6	3.5	---	81	.1	1	43 KVIV

12+ FM SHARE (METRO): 75.07% (569 of 758) (FAL 87: 74.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPRR-F>>	1. KLAQ-F>	1. KLAQ-F	1. KHEY-F	1. KHEY-F	1. KBNA A/F	1. KHEY-F	1. KHEY-F	1. KPRR-F	1. KPRR-F>	1. KLAQ-F
2. KEZB A/F	2. KHEY-F	2. KHEY-F	2. KLAQ-F<	2. KBNA A/F2.	2. KHEY-F	2. KPRR-F	2. KBNA A/F<	2. KHEY-F	2. KLAQ-F>	2. KHEY-F>
3. KLAQ-F	3. KPRR-F	3. KPRR-F	3. KBNA A/F3.	3. KLAQ-F	3. KTSM-F	3. KLAQ-F<	3. KLAQ-F	3. KLAQ-F	3. KEZB A/F	3.
4.	4. KEZB A/F4.	4. KBNA A/F4.	4. KLTO-F	4. KLTO-F	4. KAMA	4. KBNA A/F4.	4. KPRR-F<	4. KEZB A/F	4. KHEY-F	4.
5.	5. KOFX-F	5. KLTO-F	5. KOFX-F	5. KOFX-F<	5. KTSM	5. KTSM	5. KTSM-F<	5. KLTO-F	5. KBNA A/F<	5.
6.	6.	6.	6.	6. KROD-F	6.	6.	6.	6.	6. KTSM-F	6.

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. KPRR-F>	1. KHEY-F<	1. KHEY-F>	1. KHEY-F	1. KBNA A/F<	1. KLAQ-F>>	1. KLAQ-F>>	1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F
2. KHEY-F	2. KPRR-F>	2. KEZB A/F2.	2. KPRR-F<	2. KHEY-F>	2. KPRR-F>	2. KPRR-F	2. KOFX-F>	2. KHEY-F	2. KHEY-F
3. KAMZ-F	3. KEZB A/F3.	3. KOFX-F	3. KBNA A/F3.	3. KLTO-F	3. KEZB A/F	3. KHEY-F	3. KHEY-F	3. KROD	3. KROD
4. KLAQ-F	4. KAMZ-F	4. KPRR-F	4. KLTO-F	4. KPRR-F	4. KHEY-F	4. KOFX-F	4. KLTO-F	4. KOFX-F	4. KOFX-F
5. KEZB A/F	5. KLAQ-F	5. KLTO-F	5.	5. KAMA	5. KAMZ-F	5. KEZB A/F5.	5. KEZB A/F	5. KLTO-F	5. KLTO-F
6.	6.	6.	6.	6.	6.	6.	6. KPRR-F	6.	6. KTSM-F

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP AOR/CLASSIC	2 (1)	147 (2)	149 (3)	19.7	24.8	KELP 1590 El Paso .6/3.0
AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL	36 (1)	120 (3)	156 (4)	20.6	14.5	KPAS-F 103.1 Fabens .9/1.6
COUNTRY	23 (1)	91 (1)	114 (2)	15.0	13.3	XEFV 1000 Ciudad Juarez .5/1.8
BLACK/URBAN						XEJ 970 Ciudad Juarez .9/2.8
BTFL/EZ		48 (1)	48 (1)	6.3	7.5	XEPZ 1190 Ciudad Juarez .4/1.9
NEWS/TALK	31 (1)		31 (1)	4.1	2.9	XHGU-F 105.9 Ciudad Juarez .7/1.6
NOSTALGIA						XHNZ-F 107.5 Ciudad Juarez 1.5/2.1
RELIGION/GOSPEL	5 (1)		5 (1)	0.7	2.1	XROK 800 Ciudad Juarez .5/2.7
SPANISH	92 (7)	68 (3)	160 (10)	21.1	20.7	
CLASSICAL						KROD, KLAQ-F sold by ABS to Devlin for \$5,000,000 (Blackburn).
JAZZ/NEW AGE						
OTHERS/UNKNOWN		7 (1)	7 (1)	0.9	1.8	

RADIO STATIONS 758 (24)

KAMA, 750, 10 KW/ 1 KW (DA-2)	HISPANIC	\$ 33.00 (Caballero)	Pinnacle
KBNA, 920, 1 KW/500 W (DA-N)	HISPANIC	\$ NA (Katz)	Tichenor
KHEY, 690, 10 KW (DA-2)	COUNTRY	ABC-I, \$ 35.00 (Katz)	
KROD, 600, 5 KW (DA-N)	AC	CBS-R, \$ 22.00 (HNWH)	
KTSM, 1380, 5 KW/500 W	TALK/NEWS	CBS,NBC, \$ 25.00 (HNWH)	
KVIV, 1340, 1 KW	HISPANIC	\$ 19.00 (Lotus)	
KAMZ-F, 93.1, 30 KW @ 1190, CHR		\$ 44.00 (Eastman)	Pinnacle
KBNA-F, 97.5, 60 KW @ 1080, HISPANIC		\$ 30.00 (Katz)	Tichenor
KEZB-F, 93.9, 100 KW @ 1210, CHR		ABC-F, \$ 52.00 (Katz)	
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY		\$ 70.00 (Katz)	
KLAQ-F, 95.5, 88 KW @ 1390, AOR		Source, \$ 57.00 (HNWH)	
KLTO-F, 94.7, 91 KW @ 1080, AC		\$ 34.00 (Republic)	
KOFX-F, 92.3, 100 KW @ 1860, AC/HISPANIC		US 1, \$ 28.00 (Mc-Guild)	
KPRR-F, 102.1, 100 KW @ 1190, CHR		US 2, \$ 32.00 (Torbet)	
KTSM-F, 99.9, 100 KW @ 1820, BTFL/EZ		CBS,NBC, \$ 31.00 (HNWH)	

ERIE

Arbitron Rank/Pop (12+): 139/231,700
 MSA Rank/Pop: 158/279,900
 ADI# 142
 Average Person Ratings: 15.8
 Market TSL: 21.0 Hours

Stations: 11/9
 Diaries: 582/398:1/59.5%
 Sample Target: 610
 % Below Line: 8.8%
 % Not Listed: 11.8%

1988 Revenue: \$5,500,000
 HH/ Inc: \$31,386
 Retail \$: 1.7 Bil
 Pop per Station: 25,744
 #1 Biller: WXKC-F \$1,600,000

12+ METRO	1/4/SHARE	SPG				4BOOK	12+ TSA		12+ METRO		%		BIRCH	BIRCH	BIRCH
		88	FAL 87	SPG 87	FAL 86		1/4/CUME	CUME/CUME	SPG 88	FAL 87	CONVERSION	25-54			
1. WJET-F (CHR)	87/23.8	24.1	---	20.9	---	---	93/ 1092	971/41.9	40.6	---	71				WJET-F
2. WXKC-F (AC)	63/17.3	17.2	---	16.2	---	---	68/ 860	768/33.1	33.1	---	155				WXKC-F
3. WCCK-F (AC)	54/14.8	14.2	---	20.7	---	---	72/ 1090	797/34.4	30.0	---	103				WCCK-F
4. WEYZ (BB)	28/ 7.7	9.0	---	8.1	---	---	28/ 338	334/14.4	15.1	---	57				WEYZ
5. WREO-F (EZ)	27/ 7.4	6.1	---	4.5	---	---	49/ 487	291/12.6	12.5	---	74				WREO-F
6. WZPR-F (C)	21/ 5.8	3.5	---	5.2	---	---	67/ 759	245/10.6	7.7	---	133				WZPR-F
7. WLKK (C)	13/ 3.6	3.2	---	1.8	---	---	13/ 231	227/ 9.8	7.7	---	153				WLKK
8. WRIE (MOR)	10/ 2.7	2.9	---	2.7	---	---	10/ 320	299/12.9	8.6	---	163				WRIE
WHDZ (O)	10/ 2.7	5.5	---	2.1	---	---	10/ 249	245/10.6	11.7	---	141				WHDZ

12+ FM SHARE (METRO): 81.06% (261 of 322) (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJET-F>>	1. WJET-F>	1. WJET-F<	1. WXKC-F>>	1. WXKC-F>>	1. WXKC-F	1. WJET-F>>	1. WXKC-F	1. WJET-F<	1. WJET-F>>	1. WCCK-F
2.	2. WCCK-F	2. WXKC-F	2. WJET-F	2. WJET-F	2. WEYZ	2. WXKC-F	2. WJET-F	2. WXKC-F	2. WCCK-F	WJET-F
3.	3. WXKC-F>>	3. WCCK-F>>	3. WCCK-F>	3. WCCK-F	3. WREO-F	3. WCCK-F	3. WCCK-F>	3. WCCK-F>	WXKC-F>>	3. WCTL-F
4.	4.	4.	4. WZPR-F	4.	4. WJET-F	4.	4.	4.	4.	WHDZ
5.	5.	5.	5.	5.	5. WCCK-F	5.	5.	5.	5.	WXKC-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. WJET-F>>	1. WJET-F>	1. WJET-F	1. WJET-F<	1. WXKC-F>	1. WJET-F>>	1. WCCK-F<	1. WCCK-F	1. WCCK-F	1. WZPR-F
2. WXKC-F	2. WXKC-F>	WXKC-F>	2. WXKC-F>>	2. WJET-F>>	2. WCCK-F>>	2. WJET-F>	2. WXKC-F>>	2. WJET-F	2. WCCK-F>
3. WCCK-F	3. WCCK-F>>	3. WCCK-F	3. WCCK-F	3. WCCK-F	3.	3. WXKC-F	3. WJET-F	WXKC-F>>	3. WJET-F>
4.	4.	4.	4.	4. WZPR-F	4.	4.	4.	4.	4.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		87 (1)	87 (1)	27.0	---	WCTL-F	106.3	Union City	1.1/4.0
AOR/CLASSIC									
AC/OLDIES/SOFT ROCK	10 (1)	117 (2)	127 (3)	39.4	---	WRRN-F	92.3	Warren	1.4/2.3
MOR/VARIETY/FULL	10 (1)		10 (1)	3.1	---				
COUNTRY	13 (1)	21 (1)	34 (2)	10.6	---				
BLACK/URBAN									
BTF/EZ		32 (2)	32 (2)	9.9	---				
NEWS/TALK									
NOSTALGIA	28 (1)		28 (1)	8.7	---				
RELIGION/GOSPEL		4 (1)	4 (1)	1.2	---				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN									

RADIO STATIONS		322 (11)	
WEYZ, 1450, 1 KW		, NOSTALGIA	CBS, \$ 16.00 (Katz)
WHDZ, 1260, 5 KW (DA-2)		, OLDIES	, \$ 13.00 (Christal)
WLKK, 1400, 1 KW		, COUNTRY	SMN, \$ 10.00 (Roslin)
WRIE, 1330, 5 KW (DA-2)		, AC	US 2, \$ 15.00 (Roslin)
WCCK-F, 103.7, 50 KW @ 500, CONTEMP/AC			, \$ 38.00 (Katz)
WJET-F, 102.3, 3 KW @ 300, CHR			, \$ 30.00 (Banner)
WXKC-F, 99.9, 10 KW @ 400, AC			ABC-D, \$ 41.00 (Christal)
WZPR-F, 100.3, 20 KW @ 585, COUNTRY			ABC-E, \$ 19.00 (---)
WREO-F, 97.1, 50 KW @ 500, BTF/EZ			UPI, \$ 17.00 (---)
			Burbach
			Howard Nermenz
			Frank Nosal
			Mike Crosby
			Burbach
			Myron Jones
			Howard Nermenz
			John Kanzius
			Don Kelly
			Gary Gunton
			Tina Mengine

EUGENE-SPRINGFIELD

Arbitron Rank/Pop (12+): 145/220,400

Stations: 16/13
Diaries: 600/367:1/55.2%
Sample Target: 620
% Below Line: 3.9%
% Not Listed: 23.4%

1988 Revenue: \$6,100,000
HH/ Inc: \$26,881
Retail \$: 1.56 Bil
Pop per Station: 16,954
#1 Biller: NA

MSA Rank/Pop: 165/262,100
ADI# 116

Average Person Ratings: 15.1
Market TSL: 20.3 Hours

12+ METRO	1/4/SHARE	SPG				4BOOK	12+ METRO		%		BIRCH	BIRCH	BIRCH
		88	87	87	86		TSA	CUME/CUME	88	87			
1. KSND-F (CHR)	37/11.1	12.1	13.3	12.5	16.8	---	39/	631	527/23.9	26.5	24.4	46	KSND-F
2. KUGN (MOR)	33/ 9.9	9.5	10.2	9.4	8.6	---	34/	512	472/21.4	22.3	22.0	93	KUGN
3. KZEL-F (AOR)	32/ 9.6	8.9	4.4	6.6	8.3	---	55/	718	442/20.1	17.5	14.8	101	KZEL-F
4. KRNW-F (AC)	28/ 8.4	9.5	7.8	10.1	9.8	---	52/	651	393/17.8	17.5	17.0	123	KPNW-F
KUGN-F (C)	28/ 8.4	13.8	14.7	13.5	11.3	---	31/	403	366/16.6	21.1	19.5	110	KUGN-F
6. KMGE-F (AC)	25/ 7.5	8.2	6.8	10.1	2.4	---	31/	556	466/21.1	19.1	15.6	116	KMGE-F
7. KPNW (MOR)	19/ 5.7	5.6	5.1	6.3	6.4	---	35/	598	434/19.7	12.4	18.9	118	KPNW
8. KLCX-F (AOR)	10/ 3.0	4.9	4.1	4.2	7.0	---	12/	214	160/ 7.3	9.6	9.1	137	KLCX-F
KDUK (BB)	10/ 3.0	2.6	3.4	4.5	4.9	---	11/	139	127/ 5.8	6.4	6.1	87	KDUK

12+ FM SHARE (METRO): 68.24% (174 of 255) (FAL 87: 67.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KSND-F>>	1. KZEL-F>	1. KZEL-F	1. KPNW-F	1. KPNW-F	1. KUGN	1. KUGN>	1. KPNW-F<	1. KSND-F>	1. KSND-F>>	1. KUGN>
2.	2. KSND-F	2. KMGE-F	KZEL-F	2. KZEL-F	2. KUGN-F	2. KSND-F	2. KZEL-F	2. KZEL-F	2. KUGN	2. KPNW-F
3.	3. KMGE-F>	3. KSND-F	3. KMGE-F	3. KUGN	3. KPNW-F>	3. KUGN-F	3. KUGN-F	3. KPNW-F	3. KUGN-F	KZEL-F
4.	4. KLCX-F	4. KPNW-F	KUGN-F	KUGN-F	4. KPNW	4. KPNW	KUGN-F	4. KSND-F	4.	4. KPNW-F
5.	5. KPNW-F	5. KUGN-F	5. KUGN	5. KMGE-F	5.	5.	5.	5. KMGE-F	5.	5. KUGN-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. KSND-F>>	1. KSND-F	1. KMGE-F>	1. KMGE-F	1. KPNW-F	1. KZEL-F>>	1. KZAM-F>>	1. KZEL-F>	1. KZEL-F>>	1. KZEL-F>
2. KMGE-F	2. KMGE-F>	2. KPNW-F	KPNW-F	2. KUGN	2. KSND-F>	2. KLCX-F	2. KLCX-F>	2. KMGE-F	2. KUGN>
KZEL-F	3. KPNW-F	3. KSND-F>	KSND-F	3. KMGE-F	3. KMGE-F	3. KMGE-F	3. KUGN	3. KSND-F	3. KLCX-F
4. KUGN-F	KZEL-F	4. KPNW	KUGN-F	4. KNSD-F	4.	4. KPNW-F	4. KMGE-F	KUGN	KMGE-F
5.	5.	KZEL-F	5.	5. KORE	5.	5.	KFAT-F	5. KLCX-F	KPNW
6.	6.	6.	6.	KPNW-F	6.	6.	6.	6.	KPNW-F

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		37 (1)	37 (1)	14.5	16.0	KEED	1600	Eugene	1.8/5.1
AOR/CLASSIC		42 (2)	42 (2)	16.5	14.8	KKXO	1450	Eugene	1.8/6.6
AC/OLDIES/SOFT ROCK		53 (2)	53 (2)	20.8	21.4	KORE	1050	Springfield	1.5/5.0
MOR/VARIETY/FULL	52 (2)		52 (2)	20.4	18.5	KZAM-F	95.3	Creswell	.9/6.3
COUNTRY	12 (2)	37 (2)	49 (4)	19.2	21.4				
BLACK/URBAN									
BTFLE/EZ		2 (1)	2 (1)	0.8	1.6				
NEWS/TALK	2 (1)		2 (1)	0.8					
NOSTALGIA	10 (1)		10 (1)	3.9	4.1				
RELIGION/GOSPEL	5 (1)		5 (1)	2.0	2.1				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN		3 (1)	3 (1)	1.2					
			255 (16)						

RADIO STATIONS

AM STATIONS

KEED, 1600, 5 KW/1 KW (DA-N)	, COUNTRY	US 2, \$ 17.00 (MMR)	Comm. Pacific	Mike Groshing
KKXO, 1450, 1 KW	, COUNTRY	Trans, \$ 13.00 (Eastman)		Don Berry
KPNW, 1120, 50 KW (DA-1)	, MOR/AC	ABC-I, \$ 21.00 (Katz)	Pacific NW	Dave Woodward
KDUK, 1280, 5 KW/1 KW (DA-N)	, NOSTALGIA	, \$ 13.00 (Banner)	Constant	
KUGN, 590, 5 KW/1 KW (DA-N)	, MOR	CBS,MBS, \$ 27.00 (Torbet)	Omni	Chuck Chackel

FM STATIONS

KLCX-F, 104.7, 100 KW @ 1703, CLASSIC ROCK	, \$ 22.00 (Banner)	Constant	(FLORENCE)
KMGE-F, 94.5, 100 KW @ 813, AC	, \$ 27.00 (Eastman)		Don Berry
KPNW-F, 99.1, 100 KW @ 1645, SOFT AC	, \$ 30.00 (Katz)	Pacific NW	Dave Woodward
KSND-F, 93.1, 100 KW @ 850, CHR	, \$ 35.00 (MMR)	Comm. Pacific	
KUGN-F, 97.9, 100 KW @ 785, COUNTRY	MBS, \$ 40.00 (Torbet)	Omni	Chuck Chackel
KZAM-F, 95.3, 1.6 KW @ 450, (?)	, \$ 15.00 (HNWH)	Kefford	(CRESWELL)
KZEL-F, 96.1, 100 KW @ 870, AOR	NBC,Source, \$ 23.00 (Christal)		Jon Bellizzi

FLINT

Arbitron Rank/Pop (12+): 100/351,600

Stations: 25/9
Diaries: 826/426:1/53.1%
Sample Target: 810
% Below Line: 34.9%
% Not Listed: 12.2%

1988 Revenue: \$9,900,000
HH/ Inc: \$30,820
Retail \$: 3.3 Bil
Pop per Station: 39,067
#1 Biller: WCRZ-F \$2,900,000

MSA Rank/Pop: 108/436,100
ADI #80 (W/Saginaw)
Average Person Ratings: 17.0
Market TSL: 22.3 Hours

12+ METRO	1/4/SHARE	SPG		FAL		4BOOK	12+ TSA	12+ METRO		SPG	FAL	% 25-54	BIRCH	BIRCH	BIRCH
		88	87	87	86			CUME/CUME	RATING						
1. WIOG-F (CHR)	121/20.2	22.3	19.3	18.9	10.1	---	173/1905	1275/36.3	35.0	31.0	75	23.7	163	1334	WIOG-F
2. WNRZ-F (AC)	86/14.4	13.1	13.2	15.5	16.8	---	100/1188	965/27.4	25.0	26.5	158	11.1	76	696	WNRZ-F
3. WDZZ-F (B)	76/12.7	17.4	13.4	16.0	12.0	---	76/ 783	775/22.0	22.0	19.8	98	16.3	112	1072	WDZZ-F
4. WFDF (MOR)	40/ 6.7	4.5	6.3	4.8	3.0	---	42/ 488	445/12.7	9.5	11.2	36	4.1	28	379	WFDF
5. WWCK-F (AOR)	34/ 5.7	5.6	6.3	7.5	8.8	---	48/ 658	530/15.1	15.8	15.4	70	8.3	57	719	WWCK-F
6. WJR (MOR)	30/ 5.0	6.0	8.0	7.8	5.1	---	51/ 754	539/15.3	16.0	17.6	86	5.7	39	605	WJR
7. WKMF (C)	29/ 4.8	4.0	3.4	5.2	6.2	---	33/ 311	299/ 8.5	8.8	7.1	69	4.4	30	272	WKMF
8. WTRX (AC)	22/ 3.7	3.8	4.0	3.9	5.8	---	23/ 344	326/ 9.3	12.0	11.8	141	3.1	21	322	WTRX
9. WKQF-F (C)	16/ 2.7	2.9	4.2	3.0	2.1	---	29/ 424	294/ 8.4	8.7	7.5	111	2.6	18	234	WKQF-F
10. WFLT (R/G)	15/ 2.5	1.3	1.3	--	.9	---	15/ 136	136/ 3.9	2.6	1.6	72	1.7	12	123	WFLT

- 11.
- 12.
- 13.
- 14.
- 15.

12+ FM SHARE (METRO): 72.05% (379 of 526) (FAL 87: 71.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIOG-F>>	1. WIOG-F>	1. WCRZ-F	1. WCRZ-F>	1. WCRZ-F>	1. WCRZ-F	1. WIOG-F	1. WCRZ-F	1. WIOG-F	1. WIOG-F>	1. WJR
2. WDZZ-F>>	2. WCRZ-F	WIOG-F>	2. WIOG-F	2. WIOG-F	2. WFDF	2. WCRZ-F	2. WIOG-F>	2. WCRZ-F	2. WDZZ-F>>	2. WCRZ-F
3. WCRZ-F	3. WDZZ-F	3. WDZZ-F>	3. WDZZ-F>>	3. WDZZ-F>>	3. WDZZ-F	3. WDZZ-F	3. WDZZ-F<	3. WDZZ-F>	3. WCRZ-F	3. WIOG-F
4. WWCK-F	4. WWCK-F	4. WWCK-F	4.	4.	4. WKMF	4. WFDF	4. WFDF	4. WWCK-F	4. WWCK-F	4. WDZZ-F
5.	5.	5.	5.	5.	5. WJR	5. WJR	5. WKMF	5. WFDF	5.	5. WFLT
6.	6.	6.	6.	6.	6. WIOG-F	6. WTRX	WWCK-F	6.	6.	6.

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. WIOG-F>>	1. WIOG-F	1. WCRZ-F	1. WCRZ-F<	1. WCRZ-F>	1. WIOG-F	1. WIOG-F>	1. WIOG-F>	1. WDZZ-F	1. WCRZ-F>
2. WWCK-F	2. WCRZ-F>	2. WIOG-F>	2. WIOG-F>>	2. WIOG-F>>	2. WDZZ-F	2. WDZZ-F	2. WCRZ-F	WIOG-F	2. WDZZ-F
3. WFLT	3. WDZZ-F	3. WDZZ-F>	3. WDZZ-F>	3. WDZZ-F>	WWCK-F>>	3. WWCK-F>	3. WDZZ-F	3. WCRZ-F>	3. WIOG-F
4. WDZZ-F	4. WFLT	4.	4. WFLT	4.	4. WCSX-F	4. WCRZ-F	4. WWCK-F>	4. WWCK-F	4. WTRX
5. WCRZ-F	WWCK-F	5.	5. WWCK-F	5.	WRIF-F	5.	5. WTRX	5.	5. WWCK-F

FORMATS	AM	FM	TOTAL	%	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
					%	%			
TOP 40/CHR/CONTEMP		125 (3)	125 (3)	23.8	22.1	WGZM-F	101.7	Tuscola	1.3/3.0
AOR/CLASSIC		43 (4)	43 (4)	8.2	9.9	WTAC	600	Flint/Saginaw	1.2/6.3
AC/OLDIES/SOFT ROCK	29 (2)	94 (4)	123 (6)	23.4	19.8	WCSX-F	94.7	Birmingham	.7/1.2
MOR/VARIETY/FULL	70 (2)		70 (2)	13.3	10.0	WCZY-F	95.5	Detroit	.3/2.7
COUNTRY	29 (1)	20 (2)	49 (3)	9.3	9.3	WFMK-F	99.1	East Lansing	.3/1.5
BLACK/URBAN		82 (2)	82 (2)	15.6	16.8	WHNN-F	96.1	Bay City/Flint	.7/4.1
BTF/L/EZ		12 (2)	12 (2)	2.3	7.8	WHYT-F	96.3	Detroit	.5/1.9
NEWS/TALK	4 (1)		4 (1)	0.8	1.3	WITL-F	100.7	Lansing	.7/2.8
NOSTALGIA					0.4	WJZZ-F	105.9	Detroit	.5/1.9
RELIGION/GOSPEL	15 (1)		15 (1)	2.9	1.5	WLLZ-F	98.7	Detroit	.3/1.7
SPANISH						WOMC-F	104.3	Detroit	.3/1.5
CLASSICAL						WRIF-F	101.1	Detroit	.5/2.2
JAZZ/NEW AGE		3 (1)	3 (1)	0.6		WTLZ-F	107.1	Saginaw	1.0/7.0
OTHERS/UNKNOWN					1.1	WWJ	950	Detroit	.7/4.1

526 (25)

RADIO STATIONS

WFDF, 910,	5 KW/1 KW (DA-N)	, MOR	CBS, \$ 31.00 (HNWH)	Jack Lick
WKMF, 1470,	5 KW/1 KW (DA-N)	, COUNTRY	ABC-E, \$ 26.00 (Katz)	John Richer
WTAC, 600,	1 KW/500 W (DA-1)	, COUNTRY	MBS, \$ 23.00 (Roslin)	Lowell Homburger
WTRX, 1330,	5 KW/1 KW (DA-2)	, MOR/VARIETY	ABC-I, \$ 28.00 (Christal)	Larry Getz
WCRZ-F, 107.9,	50 KW @ 370, AC		US-1, \$ 68.00 (Katz)	John Risher
WDZZ-F, 92.7,	3 KW @ 260, BLACK		, \$ 45.00 (HNWH)	Jack Lick
WWCK-F, 105.5,	2.3 KW @ 364, AOR		NBC, \$ 47.00 (Eastman)	Nancy Tibben

Other ranked stations - See Detroit or Saginaw

NOTES: WFDF, WDZZ-F sold for \$6,500,000 (Chesley Maddox). WWCK A/F sold by Reams for \$2,400,000 (Crisler).

FORT WAYNE

Arbitron Rank/Pop (12+): 124/289,200

Stations: 14/12
Diaries: 699/414:1/53.0%
Sample Target: 690
% Below Line: 1.1%
% Not Listed: 12.8%

1988 Revenue: \$11,200,000
HH/ Inc: \$32,703
Retail \$:2.5 Bil
Pop per Station: 24,100
#1 Biller: WMEE-F \$3,400,000

MSA Rank/Pop: 131/360,500
ADI# 99

Average Person Ratings: 18.1

Market TSL: 23.5 Hours

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WMEE-F (CHR)	151/28.8	24.6	26.2	25.2	24.4	---	286/ 2741	1363/47.1	47.6	45.9	93			WMEE-F
2. WAJI-F (AC)	96/18.3	19.1	15.2	11.7	12.9	---	143/ 1591	942/32.6	31.0	26.7	144			WAJI-F
3. WXKE-F (AOR)	51/ 9.7	8.3	7.0	11.2	10.8	---	56/ 724	551/19.1	18.4	15.0	79			WXKE-F
4. WOWO (MOR)	44/ 8.4	7.0	10.8	11.7	11.7	---	126/ 1917	724/25.0	22.5	28.4	60			WOWO
5. WEZV-F (EZ)	35/ 6.7	8.5	7.4	9.8	8.5	---	42/ 588	497/17.2	17.0	13.5	64			WEZV-F
6. WBTU-F (C)	32/ 6.1	6.8	6.5	6.1	5.6	---	154/ 1604	530/18.3	15.4	13.4	126			WBTU-F
7. WQHK (C)	22/ 4.2	8.1	7.6	7.2	6.0	---	32/ 470	334/11.5	15.4	14.0	95			WQHK
8. WGL (N/T)	10/ 1.9	1.9	2.7	3.3	3.1	---	12/ 284	203/ 7.0	5.7	8.5	53			WGL

10. 12+ FM SHARE (METRO): 81.84% (374 of 457) (FAL 87: 72.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WMEE-F>	1. WMEE-F>>1. WMEE-F>	1. WMEE-F>	1. WMEE-F<	1. WMEE-F<	1. WAJI-F	1. WMEE-F>>1. WMEE-F>	1. WMEE-F>	1. WMEE-F>>	1. WMEE-F>>1. WMEE-F>	1. WMEE-F>
2. WXKE-F>	2. WAJI-F>	2. WAJI-F>>2. WAJI-F>>	2. WAJI-F>>2. WAJI-F>>	2. WAJI-F>>2. WAJI-F>>	2. WWO-F	2. WAJI-F>	2. WAJI-F>>	2. WAJI-F>	2. WAJI-F>	2. WWO
3. WAJI-F>	3. WXKE-F>>3. WXKE-F>	3. WXKE-F>	3. WBTU-F	3. WBTU-F	3. WMEE-F	3. WWO	3. WEZV-F	3. WXKE-F	3. WXKE-F	3. WAJI-F
4.	4.	4.	4. WBTU-F	4. WXKE-F	4. WEZV-F	4. WXKE-F	4. WXKE-F	4. WBTU-F	4. WBTU-F<	4. WXKE-F
5.	5.	5.	5. WWO	5. WBTU-F	5. WBTU-F	5.	5. WWO	5. WWO	5. WWO	5. WBTU-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. WMEE-F>>	1. WMEE-F>>1. WMEE-F>>	1. WMEE-F>>1. WMEE-F>>	1. WMEE-F>>1. WAJI-F<	1. WAJI-F<	1. WMEE-F	1. WMEE-F>>	1. WMEE-F	1. WMEE-F>>1. WMEE-F	1. WMEE-F
2. WXKE-F	2. WAJI-F>>2. WAJI-F>>	2. WAJI-F>>2. WAJI-F>>	2. WAJI-F>>2. WMEE-F>	2. WMEE-F>	2. WXKE-F>	2. WXKE-F<	2. WAJI-F>	2. WAJI-F>	2. WAJI-F>
3. WAJI-F>>	3. WXKE-F	3.	3. WBTU-F	3. WBTU-F	3. WAJI-F>>	3. WAJI-F>>	3. WXKE-F>>	3. WXKE-F>>	3. WXKE-F
4.	4.	4.	4. WEZV-F	4. WEZV-F	4.	4.	4.	4.	4. WBTU-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		151 (1)	151 (1)	33.0	30.3	WEZR 1450 Ft. Wayne .6/4.6
AOR/CLASSIC		51 (1)	51 (1)	11.1	7.9	WIFF 1570 Auburn .4/1.1
AC/OLDIES/SOFT ROCK	3 (1)	96 (1)	99 (2)	21.6	17.3	WIFF-F 105.5 Auburn .4/1.6
MOR/VARIETY/FULL	44 (1)	3 (1)	47 (2)	10.3	14.9	WOWO-F 1190 Ft. Wayne .6/3.7
COUNTRY	22 (1)	32 (1)	54 (2)	11.8	16.1	CKLW 800 Windsor .4/1.7
BLACK/URBAN		39 (2)	39 (2)	8.5	8.9	WMRI 106.9 Marion .8/2.0
BTFL/EZ						
NEWS/TALK	10 (1)		10 (1)	2.2	3.1	
NOSTALGIA	2 (1)		2 (1)	0.4	0.5	
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN	2 (1)	2 (1)	4 (2)	0.9	1.0	\$2,600,000 (Whittle).

457 (14)

RADIO STATIONS

AM STATIONS

WEZR, 1450, 1 KW	, OLDIES	, \$ 13.00 (Banner)	Fairfield	Tom Scheithe
WFCV, 1090, 1 KW (DAYS, DA)	, RELIGION	, \$ 11.00 (---)	BoTt	
WGL, 1250, 1 KW (DA-2)	, TALK	, \$ 16.00 (Roslin)		Frank Kovas
WOWO, 1190, 50 KW (DA-N)	, MOR	ABC-I, \$ 54.00 (Mc-Guild)	Price	Steve Schram
WQHK, 1380, 5 KW (DA-2)	, COUNTRY	ABC-C, \$ 39.00 (Christal)	Federated	John Spangler

FM STATIONS

WAJI-F, 95.1, 44 KW @ 680, AC	, \$ 65.00 (Republic)	Sarkes Tarzian	Cindy Wendling
WEZV-F, 101.7, 3 KW @ 300, BTFL/EZ	, \$ 34.00 (Banner)	Fairfield	Tom Scheithe
WMEE-F, 97.3, 48 KW @ 480, CHR	ABC-C, \$ 90.00 (Christal)	Federated	John Spangler
WXKE-F, 103.9, 3 KW @ 250, AOR	Source, \$ 27.00 (HNWH)		Bob Taylor
WBTU-F, 93.3, 50 KW @ 500, COUNTRY	MBS,ABC-E, \$ 26.00 (Torbet)	(KENDALVILLE)	Carl Lanci
WOWO-F, 103.1, 3 KW @ 300, MOR	ABC-E, \$ NA (Mc-Guild)	Price (HUNTINGTON)	Steve Schramm

NOTES: WEZR changes to OLDIES.

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FRESNO

Arbitron Rank/Pop (12+): 73/494,600

Stations: 27/23
Diaries: 868/570:1/46.4%
Sample Target: 840
% Below Line: 2.4%
% Not Listed: 14.7%

1988 Revenue: \$18,000,000
HH/ Inc: \$33,709
Retail \$: 3.5 Bil
Pop per Station: 21,504
#1 Biller: KMJ \$ 2,700,000

MSA Rank/Pop: 82/611,000
ADI# 62

Average Person Ratings: 15.8
Market TSL: 21.5 Hours

12+ METRO	1/4/SHARE	SUM					4BOOK AVG	12+ TSA		12+ METRO		SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
		88	88	88	87	CUME/CUME		RATING									
1. KMJ (N/T)	73/ 9.3	8.8	9.5	10.0	8.4	9.4	121/ 1647	917/18.5	17.0	16.9	71	9.4	71	839	KMJ		
2. KOJY-F (EZ)	69/ 8.8	6.8	6.4	6.8	7.8	7.2	143/ 1414	736/14.9	11.7	11.6	88	2.9	22	362	KOJY-F		
3. KMGX-F (CHR)	55/ 7.0	9.2	9.0	9.9	8.4	8.8	68/ 1311	996/20.1	19.0	19.4	77	9.1	69	1186	KMGX-F		
4. KFSO-F (AC)	50/ 6.4	7.1	5.9	4.5	1.8	6.0	79/ 1141	682/13.8	11.9	5.0	164	5.0	38	521	KFSO-F		
5. KKDJ-F (AOR)	48/ 6.1	7.7	7.6	6.6	6.9	7.0	87/ 1169	672/13.6	13.8	14.9	123	10.1	77	761	KKDJ-F		
6. KBOS-F (CHR)	46/ 5.9	4.5	5.7	6.8	5.4	5.7	137/ 1700	879/17.8	15.9	15.6	59	11.2	85	977	KBOS-F		
7. KYNO-F (CHR)	41/ 5.2	6.2	5.3	7.6	7.8	6.1	48/ 958	757/15.3	16.5	21.9	58	5.9	45	1059	KYNO-F		
8. KNAX-F (C)	38/ 4.9	5.5	5.9	6.7	6.7	5.8	47/ 670	575/11.6	11.4	11.7	110	6.1	46	565	KNAX-F		
9. KFIG A/F (AC)	35/ 4.5	4.3	4.6	4.8	4.4	4.6	40/ 828	734/14.8	13.8	12.7	124	5.8	38	657	KFIG A/F		
10. KFYE-F (AC)	29/ 3.7	2.3	2.3	2.3	2.1	2.7	52/ 920	507/10.3	8.2	8.9	184	1.8	14	354	KFYE-F		
11. KGST (SP)	28/ 3.6	3.2	5.0	2.4	4.7	3.6	28/ 307	297/ 6.0	5.3	8.1	72	1.3	10	200	KGST		
12. KFRE (C)	25/ 3.2	2.3	2.4	3.6	4.0	4.1	48/ 770	317/ 6.4	5.5	5.9	81	2.2	17	381	KFRE		
13. KOQO-F (SP)	23/ 2.9	3.3	2.7	3.3	3.4	3.1	41/ 544	343/ 6.9	8.1	8.4	66	3.0	23	355	KOQO-F		
14. KXEX (SP)	18/ 2.3	2.9	.6	1.2	2.7	1.8	19/ 258	215/ 4.3	2.5	6.3	113	1.8	14	185	KXEX		
15. KTHT-F (AC)	16/ 2.0	1.6	2.5	1.6	2.7	1.9	18/ 445	349/ 7.1	8.5	8.3	95	2.4	18	355	KTHT-F		
16. KCLQ-F (AOR)	13/ 1.7	2.9	4.6	2.5	3.5	2.9	33/ 610	326/ 6.6	10.2	8.6	112	5.0	38	539	KCLQ-F		

12+ FM SHARE (METRO): 72.97% (486 of 666) (FAL 87: 69.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBOS-F>	1. KKDJ-F<	1. KKDJ-F<	1. KFRE	1. KFSO-F	1. KMJ	1. KMJ>>	1. KOJY-F>	1. KOJY-F	1. KMJ	1. KMJ>>
2. KMGX-F	2. KMGX-F	2. KFSO-F	2. KKDJ-F	2. KOJY-F<	2. KOJY-F>	2. KMGX-F	2. KFSO-F<	2. KMGX-F<	2. KMGX-F<	2.
3. KYNO-F>>	3. KYNO-F	3. KMGX-F	3. KFSO-F	3. KKDJ-F	3. KFSO-F	3. KOJY-F	3. KMJ	3. KFSO-F<	3. KBOS-F	3.
4.	4. KBOS-F	4. KFIG AF<	4. KMJ	4. KFYE-F<	4. KNAX-F	4. KNAX-F<	4. KKDJ-F	4. KBOS-F	4. KOJY-F	4.
5.	5. KFIG A/F5	5. KYNO-F	5. KMGX-F	5. KMJ	5. KFRE	5. KKDJ-F	5. KFIG-F	5. KKDJ-F	5. KYNO-F	5.
6.	6.	6.	6.	6.	6.	6.	6.	6. KYNO-F<	6.	6.

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. KMGX-F	1. KFSO-F	1. KFSO-F<	1. KFSO-F<	1. KYNO-F	1. KKDJ-F>	1. KKDJ-F>	1. KKDJ-F>>	1. KKDJ-F
KMGX-F	2. KBOS-F	2. KMGX-F	2. KFIG AF<	2. KOJY-F	2. KKDJ-F>	2. KYNO-F	2. KFYE-F>	2. KFSO-F	2. KMJ
3. KFIG A/F>	KFIG A/F3	KFIG A/F3	KMGX-F	3. KFIG A/F	3. KMGX-F	3. KMGX-F	3. KMGX-F	3. KFYE-F	3. KFSO-F
4. KOJY-F	4. KFSO-F	4. KFYE-F	KOJY-F	4. KMGX-F	4. KBOS-F	4. KFYE-F	4. KFSO-F	KMJ	4. KFYE-F
KYNO-F	5. KYNO-F	KBOS-F	5. KBOS-F	KNAX-F	5. KGST	5. KBOS-F	KMJ	5. KYNO-F	5.
6.	6.	6.	6. KNAX-F	6.	KJUG-F	6.	KYNO-F	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
					%	%			
TOP 40/CHR/CONTEMP		142 (3)	142 (3)	21.3	24.3	KEZL-F	96.7	Fowler	1.2/4.8
AOR/CLASSIC		61 (2)	61 (2)	9.2	11.8	KHOT-F	92.1	Madera	.6/2.5
AC/OLDIES/SOFT ROCK	4 (1)	139 (6)	143 (7)	21.5	14.4	KKAM	1340	Fresno	1.4/3.8
MOR/VARIETY/FULL						KOQO	790	Clovis	1.0/2.4
						KRDU	1130	Dinuba	.6/2.7
COUNTRY	25 (1)	44 (2)	69 (3)	10.4	15.8				
BLACK/URBAN	13 (2)		13 (2)	2.0		KAMB-F	101.5	Merced	.4/1.3
BTFL/EZ		69 (1)	69 (1)	10.4	9.6	KCBS	740	San Francisco	.8/2.3
NEWS/TALK	79 (2)		79 (2)	11.9	12.6	KJUG-F	106.7	Tulare	.8/2.4
						KUBB-F	96.3	Mariposa	.5/1.7
NOSTALGIA					1.6				
RELIGION/GOSPEL	5 (1)	3 (1)	8 (2)	1.2	0.8				
SPANISH	54 (3)	23 (1)	77 (4)	11.6	8.3				
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN		5 (1)	5 (1)	0.8	0.5				

RADIO STATIONS

666 (27)

KFRE, 940, 50 KW (DA-2)	COUNTRY	ABC-D, \$ 32.00 (HNWH)	
KGST, 1600, 5 KW (DA-N)	HISPANIC	, \$ 21.00 (Lotus)	
KKAM, 1340, 1 KW	BLACK	CBS, MBS, \$ 20.00 (CBS)	
KMJ, 580, 5 KW	NEWS/TALK	ABS-I, \$ 56.00 (Katz)	Henry
KXEX, 1550, 5 KW/2.5 KW (DA-2)	HISPANIC	, \$ 23.00 (---)	
KYNO, 1300, 5 KW/1 KW (DA-N)	OLDIES	US 2, \$ 21.00 (Banner)	Brown
KFIG-F, 101.1, 50 KW @ 310, AC		APR, \$ 45.00 (Eastman)	
KOQO-F, 101.9, 2 KW @ 1870, HISPANIC		, \$ 39.00 (Caballero)	Group III
KFYE-F, 93.7, 68 KW @ 1912, AC		, \$ 39.00 (Katz)	Henry
KKDJ-F, 105.9, 2 KW @ 1960, AOR		, \$ 50.00 (Durpetti)	
KNAX-F, 97.9, 48 KW @ 312, COUNTRY		ABC-E, \$ 43.00 (HNWH)	First Sierra
KOJY-F, 98.9, 19 KW @ 820, BTFL/EZ		, \$ 37.00 (MMR)	
KTHT-F, 102.7, 50 KW @ 500, SOFT AF		, \$ 30.00 (Christal)	(DINUBA)
KYNO-F, 95.7, 21 KW @ 764, CHR		, \$ 60.00 (Banner)	Brown
KBOS-F, 94.9, 16 KW @ 847, CHR		ABC-F, \$ 39.00 (CBS)	
KCLQ-F, 107.5, 19 KW @ 790, CLASSIC ROCK		, \$ 37.00 (Republic)	Liggett
KFSO-F, 92.9, 19 KW @ 820, OLDIES		US 1, CBS-R, \$ 40.00 (CBS)	Americom
KMGX-F, 103.7, 50 KW @ 500, CHR		, \$ 54.00 (Christal)	Olympia
KEZL-F, 96.7, 3 KW @ 316, EZ (?)		, \$ 22.00 (Roslin)	(FOWLER)

CALLS

KXTC changes to KOQO (Sept).
 KFRE-F changes to KOQO-F.
 KMAK changes to KMAK.

FORMATS

KFRE-F: From COUNTRY to HISPANIC (Oct).
 KMAK: From TALK to BLACK (Sept.)

SALES

KYOS, KMYT-F (Merced) sold to Hoyt for \$1,777,000 (Exline).

GRAND RAPIDS

Arbitron Rank/Pop (12+): 64/535,200

MSA Rank/Pop: 71/669,000

ADI# 37 (W/Kalamazoo)

Average Person Ratings: 15.8

Market TSL: 21.0 Hours

Stations: 25/18

Diaries: 910/588:1/58.6%

Sample Target: 890

% Below Line: 10.4%

% Not Listed: 15.1%

1988 Revenue: \$23,600,000

HH/ Inc: \$35,153

Retail \$: 4.7 Bil

Pop per Station: 29,733

#1 Biller: WLAV-F \$ 3,700,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AOH	BIRCH CUME
1. WGRD-F (CHR)	74/ 8.7	6.2	7.8	5.0	6.7	6.9	109/ 2078	1285/24.0	23.6	21.1	64	9.3	84	1381
WOOD-F (EZ)	74/ 8.7	10.7	7.1	10.7	9.9	9.3	139/ 1913	991/18.5	19.4	20.7	71	7.7	70	1009
3. WJFM-F (O)	70/ 8.3	8.7	3.3	2.4	2.6	5.7	143/ 1955	948/17.7	9.4	8.4	134	6.7	61	862
4. WLAV-F (AOR)	66/ 7.8	6.5	7.8	10.0	11.5	8.0	100/ 1437	819/15.3	18.0	21.0	100	6.9	62	875
5. WLHT-F (AC)	62/ 7.3	6.6	9.0	8.9	8.3	8.0	71/ 1116	906/16.9	18.2	19.5	147	7.8	71	813
6. WKLQ-F (CHR)	60/ 7.1	7.7	11.8	8.8	8.8	8.9	79/ 1776	1196/22.3	28.2	22.8	51	10.1	91	1425
7. WCUZ-F (C)	58/ 6.9	8.3	6.1	6.8	8.6	7.0	91/ 1386	864/16.1	14.4	16.8	132	5.9	53	690
8. WOOD (MOR)	53/ 6.3	5.6	7.3	8.0	7.3	6.8	55/ 979	946/17.7	16.0	14.1	95	7.5	68	893
9. WSNX-F (CHR)	40/ 4.7	5.0	4.9	2.9	2.7	4.4	119/ 1583	703/13.0	10.5	10.2	57	6.0	54	940
10. WCUZ (C)	28/ 3.3	5.3	3.6	4.5	3.6	4.2	29/ 522	488/ 9.1	10.2	9.6	62	2.5	23	488
11. WMUS-F (C)	26/ 3.1	4.6	4.1	5.4	3.6	4.3	80/ 1200	493/ 9.2	9.2	8.3	142	4.2	38	657
12. WYXX-F (AC)	22/ 2.6	2.2	1.8	1.9	3.3	2.1	31/ 591	385/ 7.2	6.4	8.1	154	1.7	15	200
13. WFUR-F (R/G)	19/ 2.2	1.5	2.7	3.0	3.3	2.4	24/ 514	367/ 6.9	6.5	8.8	50	1.9	17	327

12+ PM SHARE (METRO): 83.29% (598 of 718) (FAL 87: 80.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKLQ-F<	1. WLAV-F	1. WJFM-F	1. WJFM-F	1. WJFM-F<	1. WOOD-F>	1. WOOD-F	1. WOOD-F	1. WGRD-F	1. WGRD-F	1. WJFM-F
2. WGRD-F>>	2. WJFM-F<	2. WLAV-F	2. WLHT-F	2. WLHT-F	2. WOOD	2. WOOD	2. WJFM-F	2. WLAV-F	2. WKLQ-F	2. WGRD-F<
3.	3. WGRD-F	3. WLHT-F<	3. WCUZ-F	3. WCUZ-F	3. WCUZ-F	3. WCUZ-F	3. WLAV-F	3. WJFM-F	3. WJFM-F>	3. WOOD
4.	4. WKLQ-F<	4. WGRD-F	4. WLAV-F	4. WLAV-F<	4. WLHT-F	4. WJFM-F	4. WLHT-F	4. WOOD-F<	4. WSNX-F	4. WLAV-F
5.	5. WSNX A/F5.	5. WCUZ-F	5. WGRD-F	5. WOOD-F<	5. WCUZ	5. WLHT-F	5. WCUZ-F	5. WLHT-F	5. WLAV-F	5. WOOD-F
6.	6. WLHT-F	6. WKLQ-F	6. WOOD-F	6. WOOD	6.	6. WGRD-F<	6.	6. WKLQ-F	6.	6.

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. KGRD-F>	1. WGRD-F>	1. WJFM-F	1. WGRD-F<	1. WLHT-F	1. WLAV-F>	1. WLAV-F>	1. WJFM-F	1. WLAV-F	1. WJFM-F
2. WKLQ-F>	2. WJFM-F	2. WLHT-F	2. WLHT-F	2. WCUZ-F	2. WSNX A/F	2. WJFM-F>	2. WLAV-F>>	2. WJFM-F>	2. WLAV
3. WLHT-F	3. WKLQ-F	3. WGRD-F	3. WJFM-F	3. WJFM-F	3. WGRD-F	3. WGRD-F	3. WLHT-F	3. WLHT-F	3. WLAV-F
4. WSNX A/F	4. WLHT-F>	4. WLAV-F	4. WKLQ-F	4. WOOD	4. WJFM-F	4. WSNX A/F	4. WMMS-F	4. WGRD-F	4. WCUZ-F
5. WJFM-F	5. WSNX A/F5.	5. WKLQ-F	5. WCUZ-F	5. WOOD-F	5. WKLQ-F	5. WKLQ-F	5. WCUZ-F	5. WSNX A/F	5. WMUS-F
6.	6.	6.	6.	6. WGRD-F	6.	6. WLHT-F	6. WGRD-F	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		174 (3)	174 (3)	24.2	20.7	WFUR-F 102.9 Grand Rapids .1/ .9
AOR/CLASSIC		66 (1)	66 (1)	9.2	13.1	WGHN 1370 Grand Haven .1/ .4
AC/OLDIES/SOFT ROCK	14 (1)	160 (4)	174 (5)	24.2	18.2	WGHN-F 92.1 Grand Rapids .5/1.7
MOR/VARIETY/FULL	67 (3)	4 (1)	71 (4)	9.9	11.1	WHTC 1450 Holland 1.5/3.4
COUNTRY	28 (1)	88 (3)	116 (4)	16.2	17.9	WJQK-F 99.3 Zeland .6/3.3
BLACK/URBAN	6 (1)		6 (1)	0.8	1.6	WKWM 1140 Kentwood .7/1.3
BTFL/EZ		82 (3)	82 (3)	11.4	11.6	WLAV 1340 Grand Rapids 1.7/3.8
NEWS/TALK	4 (1)		4 (1)	0.6	0.6	WEVS-F 92.7 Saugatuck .7/2.2
NOSTALGIA						WPLB-F 107.3 Greenville .5/1.6
RELIGION/GOSPEL	1 (1)	24 (2)	25 (3)	3.5	4.4	WQLR-F 106.5 Kalamazoo .6/3.1
SPANISH						WQWQ-F 101.7 Muskegon Hts. .4/1.2
CLASSICAL						WGN 720 Chicago .5/1.5
JAZZ/NEW AGE						NOTES: WPLB A/F (Greenville) sold to Goodrich for \$2,800,000 (MVP).
OTHERS/UNKNOWN					0.9	

RADIO STATIONS 718 (25)

WCUZ, 1230, 1 KW	COUNTRY	ABC-I, \$ 30.00 (Christal)	Federated
WFUR, 1570, 1 KW	RELIGION	\$ 10.00 (---)	Kuiper
WKTH, 1410, 1 KW (DAYS)	OLDIES	SMN, \$ 17.00 (Durpetti)	Regional
WKWM, 1140, 5 KW (DAYS,DA)	BLACK	SBN, \$ 16.00 (Patt)	
WLAV, 1340, 1 KW	OLDIES	Trans, \$ 17.00 (MMR)	Adams
WMAX, 1480, 5 KW (DA-N)	RELIGION	\$ 10.00 (---)	
WOOD, 1300, 5 KW (DA-N)	MOR	NBC, \$ 61.00 (Katz)	United Artists
WCUZ-F, 101.3, 50 KW @ 420,	COUNTRY	ABC-E, \$ 66.00 (Christal)	Federated
WFUR-F, 102.9, 48 KW @ 510,	RELIGION	\$ 15.00 (---)	Kuiper
WGRD-F, 97.9, 30 KW @ 590,	CHR	ABC-C, \$ 44.00 (Durpetti)	
WJFM-F, 93.7, 320 K2 @ 780,	OLDIES	CBS-R, \$ 28.00 (Mc-Guild)	
WKLQ-F, 94.5, 50 KW @ 500,	CHR	\$ 56.00 (Eastman)	Bloomington (HOLLAND)
WLAV-F, 96.9, 50 KW @ 500,	AOR	Source, \$ 70.00 (MMR)	Adams
WLHT-F, 95.7, 41 KW @ 554,	AC	\$ 63.00 (Republic)	Liggett
WOOD-F, 105.7, 265 KW @ 810,	BTFL/EZ	NBC, \$ 73.00 (Katz)	United Artists
WYXX-F, 96.1, 50 K2 @ 420,	SOFT AC	\$ 24.00 (Patt)	(HOLLAND)
WMUS-F, 106.9, 50 KW @ 480,	COUNTRY	\$ 40.00 (HNWH)	(MUSKEGON)
WSNX-F, 104.5, 50 KW @ 360,	CHR	\$ 32.00 (Christal)	Goodrich (MUSKEGON)

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GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 50/771,900

Stations: 30/23
Diaries: 1259/613:1/59.3%
Sample Target: 1070
% Below Line: 4.7%
% Not Listed: 11.7%

1988 Revenue: \$21,600,000
HH/ Inc: \$31,060
Retail \$: 6.5 Bil
Pop per Station: 33,561
#1 Biller: WTQR-F \$4,400,000

MSA Rank/Pop: 57/913,600
ADI# 47
Average Person Ratings: 17.9
Market TSL: 23.8 Hours

12+ METRO	1/4/SHARE	SUM				4BOOK	12+ TSA		12+ METRO		SPG		FAL		% 25-54		
		88	88	88	87		AVG	1/4/CUME	CUME/CUME	RATING	88	87	CONVERSION	BIRCH	BIRCH	BIRCH	
1. WTQR-F (C)	232/16.8	18.1	17.5	18.6	14.8	17.8	393/ 3688	1975/25.6	27.0	27.3	107	18.0	231	2150	WTQR-F		
2. WQMG-F (B)	123/ 8.9	7.9	4.6	5.4	7.8	6.7	171/ 1570	983/12.7	10.6	11.4	92	8.4	108	921	WQMG-F		
3. WKRR-F (AOR)	115/ 8.3	9.9	13.3	7.4	8.6	9.7	148/ 2001	1335/17.3	17.3	15.4	93	12.9	166	1338	WKRR-F		
4. WMAG-F (AC)	94/ 6.8	7.9	6.7	6.5	8.5	7.0	142/ 1828	1177/15.2	15.8	18.7	156	8.2	105	1397	WMAG-F		
5. WKZL-F (CHR)	85/ 6.2	7.3	7.1	6.2	6.0	6.7	127/ 1958	1320/17.1	17.0	16.9	77	8.2	105	1447	WKZL-F		
6. WKSI-F (CHR)	74/ 5.4	5.9	4.5	5.5	4.9	5.3	140/ 2155	1237/16.0	16.6	14.8	67	6.6	84	1305	WKSI-F		
7. WSJS (MOR)	69/ 5.0	3.7	4.5	5.6	4.7	4.7	75/ 1066	937/12.1	10.3	11.8	72	3.9	50	685	WSJS		
8. WBIG-F (C)	52/ 3.8	4.4	5.0	4.9	6.9	4.5	106/ 1536	759/ 9.8	12.8	15.5	105	3.2	41	467	WBIG-F		
9. WOJY-F (AC)	43/ 3.1	4.3	5.2	5.3	4.1	4.5	100/ 1462	792/10.3	12.2	10.7	135	3.0	38	475	WOJY-F		
WMQX-F (O)	43/ 3.1	2.0	1.7	2.3	2.0	2.3	75/ 1232	800/10.4	6.8	8.4	171	2.3	30	488	WMQX-F		
11. WMFR (BB)	34/ 2.5	2.7	1.9	1.7	1.8	2.2	34/ 330	330/ 4.3	3.3	4.0	52	1.2	16	192	WMFR		
12. WWMY-F (EZ)	32/ 2.3	2.4	1.7	1.8	1.4	2.1	39/ 622	410/ 5.3	5.2	4.6	117	2.0	25	360	WWMY-F		
13. WAAA (B)	27/ 2.0	2.7	2.5	3.0	2.2	2.6	27/ 320	320/ 4.1	4.1	4.6	90	3.8	49	570	WAAA		

12+ FM SHARE (METRO): 82.74% (1007 of 1217 (FAL 87: 83.65%))

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSI-F>	1. WKRR-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. WKRR-F	2. WMAG-F>	2. WMAG-F	2. WSJS	2. WSJS	2. WKRR-F	2. WQMG-F<	2. WTQR-F	2. WQMG-F>
3. WKRR-F	3. WQMG-F	3. WQMG-F	3. WQMG-F	3. WQMG-F	3. WMAG-F	3. WKRR-F	3. WMAG-F	3. WKRR-F	3. WKRR-F	3. WMFR<
WQMG-F	4. WKZL-F>	4. WMAG-F	4. WKRR-F	4. WKRR-F	4. WQMG-F	4. WQMG-F<	4. WKZL-F	4. WMAG-F	4. WKSI-F	4. WSJS
5.	5. WMAG-F<	5. WKZL-F	5. WMQX-F	5. WMQX-F	5. WOJY-F<	5. WMAG-F	WQMG-F	5. WKZL-F<	5. WKZL-F	5. WKRR-F
6.	6. WKSI-F	6.	6. WKZL-F	6. WKZL-F	6. WBIG-F	6.	6.	6. WKXR	6.	6.

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. WQMG-F	1. WKRR-F	1. WKRR-F	1. WTQR-F>	1. WTQR-F>	1. WKRR-F>>	1. WKRR-F>	1. WKRR-F	1. WTQR-F	1. WTQR-F>
2. WKZL-F	WQMG-F	2. WTQR-F	2. WMAG-F	2. WMAG-F>	2. WQMG-F	2. WQMG-F	2. WQMG-F	2. WKRR-F	2. WQMG-F
3. WKRR-F	3. WMAG-F	3. WMAG-F	3. WQMG-F	3. WKRR-F	3. WTQR-F	3. WTQR-F>	WTQR-F	3. WQMG-F	3. WKRR-F
WTQR-F	WQMC-F	4. WQMG-F	4. WKRR-F	WQMG-F	4. WKZL-F>	4. WKZL-F	4. WMAG-F	4. WMAG-F	WMAG-F
5. WKSI-F	5. WKZI-F	5. WKZL-F	5. WKZL-F	5. WKZL-F	5. WKSI-F	5. WMAG-F	5. WKZL-F	5. WKZL-F	5. WMQX-F
6. WMAG-F	6. WMAG-F	6.	6.	6.	6.	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
						%			
TOP 40/CHR/CONTEMP		185 (4)	185 (4)	15.2	14.0	WEAL	1510	Greensboro	1.4/2.9
AOR/CLASSIC		115 (1)	115 (1)	9.4	9.6	WHPE-F	95.5	High Point	1.5/3.8
AC/OLDIES/SOFT ROCK		192 (5)	192 (5)	15.8	20.8	WKEX	1400	Greensboro	.8/2.8
MOR/VARIETY/FULL	80 (2)		80 (2)	6.6	6.1	WKXR	1260	Asheboro	.5/1.1
						WPCM-F	101.1	Burlington	1.2/4.4
COUNTRY	7 (1)	312 (4)	319 (5)	26.2	26.7	WPET	950	Greensboro	.9/2.0
BLACK/URBAN	46 (2)	123 (1)	169 (3)	13.9	12.9	WSMX	1500	Winston-Salem	1.0/2.0
BTFL/EZ		38 (2)	38 (2)	3.1	1.5	WTHP-F	98.3	Thomasville	.4/1.9
NEWS/TALK						WTNC	790	Thomasville	1.2/3.0
						WWGL-F	94.1	Lexington	.6/2.2
NOSTALGIA	34 (1)		34 (1)	2.8	0.4				
RELIGION/GOSPEL	43 (3)	28 (2)	71 (5)	5.8	6.8	WDCG-F	105.1	Durham	.9/3.3
SPANISH						WEZC-F	104.7	Charlotte	.5/2.2
CLASSICAL						WFMX-F	105.7	Statesville	.6/2.4
JAZZ/NEW AGE						WRDX-F	106.5	Salisbury	.4/1.5
OTHERS/UNKNOWN		14 (2)	14 (2)	1.2	1.3	WRLX-F	102.9	Hickory	.4/1.2
						WROQ-F	95.1	Charlotte	.9/2.4
			1217 (30)			WSOC-F	103.7	Charlotte	.9/3.0

RADIO STATIONS

AM STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	NBN, \$ 21.00 (---)	
WEAL, 1510, 1 KW	, BLACK	SBN, \$ 15.00 (HNWH)	
WMFR, 1230, 1 KW	, NOSTALGIA	ABC-E,ABC-I, \$ 20.00 (MMR)	Voyager
WPET, 950, 500 W (DAYS)	, RELIGION	, \$ 12.00 (Republic)	Bahakel
WSJS, 600, 5 KW (DA-2)	, MOR	MBS,NBC, \$ 63.00 (Mc-Guild)	Newmarket
WTNC, 790, 1 KW (DAYS)	, GOSPEL	, \$ 6.00 (---)	(THOMASVILLE)
WGLD, 1320, 5 KW (DA-2)	, OLDIES	, \$ NA (Christal)	Mann

FM STATIONS

WBIG-F, 102.1, 61 KW @ 1160, BLACK	, \$ 46.00 (HNWH)	Beasley	(REIDSVILLE)
WHPE-F, 95.5, 100 KW @ 440, RELIGION	, \$ 14.00 (---)		
WKRR-F, 92.3, 100 KW @ 1276, CLASSIC ROCK	, \$ 78.00 (MMR)	Dick	(ASHEBORO)
WKSI-F, 98.7, 100 KW @ 814, CHR	, \$ 62.00 (Republic)	Bahakel	
WKZL-F, 107.5, 100 KW @ 500, CHR	ABC-R, \$ 70.00 (Katz)	Nationwide	
WMAG-F, 99.5, 100 KW @ 1500, AC	, \$ 76.00 (MMR)	Voyager	
WMQX-F, 93.1, 100 KW @ 1050, OLDIES	, \$ 39.00 (Durpetti)		
WOJY-F, 100.3, 100 KW @ 1049, SOFT AC	, \$ 61.00 (Mc-Guild)	Mann	
WQMG-F, 97.1, 100 KW @ 555, BLACK	CBS-R, \$ 59.00 (HNWH)		
WTQR-F, 104.1, 100 KW @ 1420, COUNTRY	, \$130.00 (Mc-Guild)	Newmarket	
WWMY-F, 94.5, 27 KW @ ??, BTFL	, \$ NA (Katz)		(EDEN)

CALLS

FORMATS

SALES

WMQX: From AC to OLDIES (Nov.)
 WBIG: From COUNTRY to BLACK/URBAN (Jan).

GREENVILLE-NEW BERN-WASHINGTON, NC
(Coastal Carolina)

Arbitron Rank/Pop (12+): 84/416,800

MSA Rank/Pop: NA
ADI# 102
Average Person Ratings: 16.8
Market TSL: 22.5 Hours

Stations: 22/15
Diaries: 879/474:1/56.9%
Sample Target: 790
% Below Line: 6.7%
% Not Listed: 11.6%

1988 Revenue: \$ NA
HH/ Inc: \$ NA
Retail \$: NA
Pop per Station: 27,787
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WIKS-F (B)	137/19.6	23.1	24.9	24.5	4.9	---	193/ 1725	1225/29.4	27.5	30.2	86			WIKS-F
2. WRNS-F (C)	105/15.0	14.4	16.1	12.4	12.0	---	168/ 1598	936/22.5	23.2	23.5	130			WRNS-F
3. WDLX-F (CHR)	67/ 9.6	11.6	9.5	12.4	11.2	---	131/ 1982	1108/26.6	22.0	20.0	76			WDLX-F
4. WZYC-F (AOR)	57/ 8.2	7.0	4.3	6.9	7.0	---	59/ 633	617/14.8	13.4	8.2	113			WZYC-F
5. WNCT-F (EZ)	55/ 7.9	5.8	8.7	6.3	7.8	---	85/ 886	524/12.6	11.1	14.3	99			WNCT-F
6. WSFL-F (C)	43/ 6.2	7.6	5.4	5.7	5.9	---	43/ 632	591/14.2	18.0	13.6	187			WSFL-F
7. WRCM-F (C)	27/ 3.9	2.0	1.9	1.8	3.0	---	30/ 395	327/ 7.8	5.0	4.9	121			WRCM-F
8. WXQR-F (AOR)	20/ 2.9	3.1	3.2	3.2	1.6	---	23/ 355	326/ 7.8	5.9	5.9	69			WXQR-F
10. WHITE-F (?)	20/ 2.9	---	---	---	.9	---	27/ 284	136/ 3.3	---	---	10			WHITE-F

12+ FM SHARE (METRO): 93.85% (580 of 618) (FAL 87: 94.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIKS-F>>	1. WIKS-F>	1. WIKS-F	1. WRNS-F	1. WRNS-F	1. WRNS-F>	1. WIKS-F	1. WIKS-F	1. WIKS-F>	1. WIKS-F>	1. WIKS-F
2. WDLX-F>>	2. WZYC-F	2. WRNS-F>	2. WIKS-F	2. WIKS-F>	2. WNCT-F	2. WRNS-F>>	2. WRNS-F>	2. WRNS-F>	2. WDLX-F	2. WZYC-F<
3.	3. WDLX-F	3. WZYC-F	3. WZYC-F	3. WSFL A/F	3. WIKS-F	3. WDLX-F	3. WNCT-F<	3. WDLX-F	3. WRNS-F	3. WRNS-F
4.	4. WRNS-F	4. WDLX-F	4. WDLX-F	4. WZYC-F	4.	4. WZYC-F	4. WZYC-F	4. WNCT-F	4. WZYC-F	4.
5.	5.	5.	5.	5.	5.	5.	5.	5. WZYC-F	5.	5.

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. WIKS-F>>	1. WIKS-F>>	1. WIKS-F>>	1. WIKS-F>>	1. WIKS-F	1. WDLX-F	1. WZYC-F	1. WIKS-F	1. WRNS-F	1. WRNS-F>
2. WHITE-F	2. WDLX-F	2. WDLX-F	2. WRNS-F>	2. WRNS-F>	2. WZYC-F	2. WDLX-F	2. WZYC-F	2. WZYC-F	2. WIKS-F
3. WDLX-F	3. WZYC-F	3. WSFL A/F	3. WLDX-F	3. WSFL A/F	3. WRNS-F	3. WIKS-F	3. WSFL A/F	3. WIKS-F<	3. WZYC-F
4.	4. WRNS-F	4. WRNS-F	4. WSFL A/F	4. WNCT-F	4. WIKS-F	4. WRNS-F	4. WRNS-F	4. WDLX-F	4. WSFL A/1
5.	5.	5. WZYC-F	5. WNCT-F	5. WDLX-F	5. WXQR-F	5.	5. WDLX-F	5.	5.

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		73 (3)	73 (3)	11.8	12.7	WELS	1010	Kinston		1.9/3.0
AOR/CLASSIC		89 (3)	89 (3)	14.4	10.9	WJNC	1240	Jacksonville		.7/2.1
AC/OLDIES/SOFT ROCK		63 (4)	63 (4)	10.2	8.5	WKCP-F	97.7	Kinston		1.1/2.2
MOR/VARIETY/FULL	18 (2)		18 (2)	2.9	2.4	WNOS	1450	New Bern		.4/ .7
COUNTRY	13 (1)	140 (3)	153 (4)	24.8	31.7	WOOW	1340	Greenville		.6/1.7
BLACK/URBAN	4 (1)	140 (2)	144 (3)	23.3	32.4	WRQR	943	Farmville		1.0/3.1
BTFL/EZ		55 (1)	55 (1)	8.9		WEQR-F	96.9	Goldsboro		.4/1.9
NEWS/TALK						WTGM	590	Wilson		1.9/1.2
NOSTALGIA	3 (1)		3 (1)	0.5		WOKN-F	102.3	Goldsboro		.4/2.8
RELIGION/GOSPEL						WRAL-F	101.5	Raleigh		1.0/3.0
SPANISH						WRDU-F	106.1	Wilson		1.7/4.5
CLASSICAL										
JAZZ/NEW AGE										
OTHERS/UNKNOWN		20 (1)	20 (1)	3.2	1.6					

RADIO STATIONS 618 (22)

WELS, 1010, 1 KW (DAYS)	COUNTRY	\$ 12.00 (---)	(KINSTON)	Jack Hankins
WFTC, 960, 5 KW/1 KW (DA-N)	COUNTRY	\$ 10.00 (Mc-Guild)	Beasley (KINSTON)	Webster James
WNCT, 1070, 10 KW (DA-2)	OLDIES	\$ 10.00 (Katz)	Park (GREENVILLE)	Scott Cherney
WDLX-F, 93.3, 100 KW @ 1900, CHR	ABC-F, \$ 34.00 (Banner)		(WASHINGTON)	Bob Frowein
WIKS-F, 101.9, 100 KW @ 1020, BLACK	ABC-C, \$ 46.00 (HNWH)		(NEW BERN)	Curtin Downey
WNCT-F, 107.9, 100 KW @ 1800, BTFL/EZ	US 2, ABC-E, \$ 30.00 (Katz)		(GREENVILLE)	Scott Cherney
WKCP-F, 97.7, 3 KW @ 300, COUNTRY	\$ 16.00 (---)		(KINSTON)	Sam Cooper
WRCM-F, 98.7, 11 KW @ 1015, COUNTRY	MBS, \$ 18.00 (Eastman)		(JACKSONVILLE)	Ron Brown
WRNS-F, 95.1, 100 KW @ ??, COUNTRY	\$ 34.00 (Mc-Guild)		Beasley (KINSTON)	Webster James
WSFL-F, 106.5, 100 KW @ 915, AC	US 1, \$ 25.00 (Torbet)		Caravelle (NEW BERN)	Jack Quick
WXQR-F, 105.5, 3 KW @ 246, AOR	Source, \$ 16.00 (Market 4)		(JACKSONVILLE)	Bill Waldron
WZYC-F, 103.3, 100 KW @ 600, AOR	ABC-R, \$ 17.00 (Mc-Guild)		(NEW PORT)	Phil Martin

Other ranked stations - See Raleigh

NOTES: WIKS-F sold by Joyner for \$4,500,000 (Richards).

American Radio Fall, 1988, Copyright 1989

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 67/517,000
 MSA Rank/Pop: 80/618,600
 ADI# 36 (W/Ashville)
 Average Person Ratings: 17.4
 Market TSL: 22.8 Hours

Stations: 28/20
 Diaries: 841/615:1/52.5%
 Sample Target: 880
 % Below Line: 6.8%
 % Not Listed: 9.4%

1988 Revenue: \$4,700,000
 HH/ Inc: \$27,214
 Retail \$: 4.1 Bil
 Pop per Station: 25,850
 #1 Biller: WESC A/F \$4,700,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WESC-F (C)	108/12.0	10.5	12.7	13.3	13.1	12.1	259/ 2787	1145/22.1	22.1	24.2	113	10.6	95	1114 WESC-F
2. WANS-F (CHR)	101/11.2	9.4	10.4	10.7	6.2	10.4	189/ 2127	1232/23.8	22.3	18.2	63	12.4	111	1316 WANS-F
3. WSSL A/F (C)	95/10.6	7.8	12.2	8.2	9.0	9.7	209/ 2439	1134/21.9	19.9	17.7	112	9.6	83	933 WSSL A/F
4. WFBC-F (AC)	78/ 8.7	7.8	12.2	8.2	9.0	8.3	146/ 2012	1185/22.9	21.7	24.0	132	8.9	80	901 WFBC-F
5. WSPA-F (EZ)	73/ 8.1	7.4	6.4	9.5	8.0	7.9	162/ 1564	759/14.7	12.8	16.6	84	3.9	35	734 WSPA-F
6. WLWZ-F (B)	48/ 5.3	6.7	8.0	9.1	1.1	7.3	54/ 630	575/11.1	10.5	3.5	121	9.8	88	692 WLWZ-F
7. WMYI-F (AC)	45/ 5.0	6.3	3.6	5.4	6.8	5.1	145/ 1905	782/15.1	14.0	15.1	126	7.0	63	642 WMYI-F
8. WCKN-F (AOR)	40/ 4.5	6.2	5.0	5.0	4.2	5.2	69/ 1225	725/14.0	10.7	16.2	82	6.9	62	795 WCKN-F
9. WHYZ (B)	37/ 4.1	3.8	3.9	2.3	6.5	3.5	46/ 469	332/ 6.4	6.2	9.1	149	3.0	27	546 WHYZ
10. WORD (MOR)	30/ 3.3	.6	1.9	2.3	2.0	2.0	30/ 288	288/ 5.6	5.4	6.2	124	.6	5	228 WORD
11. WCKZ-F (B)	24/ 2.7	5.3	5.4	2.3	---	3.9	50/ 706	305/ 5.9	6.6	---	52	5.8	52	512 WCKZ-F
12. WMUU-F (EZ)	19/ 2.1	1.7	1.1	1.7	2.0	1.7	20/ 310	248/ 4.8	3.4	4.6	100	.9	8	166 WMUU-F
13. WSPA (MOR)	18/ 2.0	2.1	2.8	1.7	2.6	2.2	18/ 370	349/ 6.8	6.4	6.1	40	1.1	10	276 WSPA
14. WFBC (N/T)	17/ 1.9	2.2	1.5	1.2	1.5	1.7	19/ 325	265/ 5.1	4.7	3.5	63	1.3	12	211 WFBC
15. WBBO-F (J/NA)	14/ 1.6	1.4	1.1	.8	---	1.2	27/ 451	163/ 3.2	2.6	---	156	1.1	10	171 WBBO-F

12+ FM SHARE (METRO): 83.66% (681 of 814) (FAL 87: 75.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WANS-F>>	1. WANS-F>	1. WANS-F<	1. WESC-F<	1. WESC-F	1. WESC-F>	1. WESC-F>	1. WESC-F	1. WANS-F	1. WANS-F>>	1. WSSL-F
2. WLWZ-F	2. WSSL A/F2	2. WSSL A/F2	2. WFBC-F	2. WSSL A/F2	2. WSPA-F	2. WFBC-F<	2. WSSL-F	2. WESC-F	2. WORD<	2. WESC-F
3. WCKZ-F	3. WFBC-F	3. WESC-F<	3. WSSL A/F	3. WFBC-F>	3. WSSL A/F	3. WANS-F<	3. WSPC-F	3. WSSL-F	3. WSSL-F	3. WSPA-F
4.	4. WCKN-F	4. WFBC-F>	4. WANS-F	4. WANS-F	4. WFBC-F	4. WSSL-F>	4. WFBC-F	4. WSPA-F	4. WLWZ-F	4. WANS-F
5.	5. WMYI-F	5. WMYI-F	5. WLWZ-F<	5. WSPA-F	5. WHYZ	5. WSPA-F	5. WANS-F	5. WFBC-F	5. WESC-F	5. WFBC-F
6.	6.	6. WLWZ-F	6. WMYI-F	6. WLWZ-F<	6.	6.	6.	6. WLWZ-F	6.	6.
7.	7.	7.	7.	7. WMYI-F	7.	7.	7.	7.	7.	7.
NOM 18-24	NOM 18-34	NOM 25-34	NOM 18-49	NOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54

1. WANS-F>>	1. WANS-F>	1. WFBC-F	1. WANS-F	1. WFBC-F	1. WANS-F	1. WANS-F	1. WSSL A/F1	1. WESC-F	1. WESC-F>
2. WSSL-F>	2. WFBC-F	2. WLWZ-F	2. WFBC-F<	2. WSSL A/F<	2. WCKN-F>>	2. WCKN-F	2. WANS-F>	2. WSSL A/F2	2. WSSL A/F
3. WMYI-F>	3. WSSL A/F3	3. WMYI-F	3. WSSL A/F3	3. WSPA-F	3. WSSL A/F>	3. WSSL A/F>	3. WESC-F	3. WANS-F	3. WFBC-F
4. WESC-F	4. WMYI-F	4. WSSL A/F4	4. WSPA-F<	4. WESC-F	4. WESC-F	4. WESC-F	4. WFBC-F	4. WFBC-F	4. WANS-F
5.	5. WLWZ-F	5.	5. WLWZ-F	5. WLWZ-F	5. WFBC-F	5. WFBC-F	5. WCKN-F	5. WCKN-F	5. WHYZ
6.	6.	6.	6. WMYI-F	6. WMYI-F	6.	6.	6.	6.	6.
			7. WESC-F						

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		121 (4)	121 (4)	14.9	17.6	WASC 1530 Spartanburg 1.1/3.2
AOR/CLASSIC		44 (2)	44 (2)	5.4	0.4	WBBR 1580 Travelers Rest .8/1.2
AC/OLDIES/SOFT ROCK		129 (3)	129 (3)	15.8	22.5	WCKI 1300 Greer .4/1.0
MOR/VARIETY/FULL	48 (2)		48 (2)	5.9	5.1	WESC 660 Greenville .4/2.3
						WKDY 1400 Spartanburg .6/2.2
COUNTRY	10 (3)	205 (3)	215 (6)	26.4	27.2	
BLACK/URBAN	47 (2)	72 (2)	119 (4)	14.6	9.9	WAGI-F 105.3 Gaffney .3/2.3
BTFL/EZ		92 (2)	92 (2)	11.3	11.1	WBFM-F 98.1 Seneca .4/1.1
NEWS/TALK	17 (1)		17 (1)	2.1		WKSF-F 99.9 Asheville .6/5.1
NOSTALGIA						WBCY-F 107.9 Charlotte 1.3/4.6
RELIGION/GOSPEL	4 (1)		4 (1)	0.5	1.1	WROQ-F 95.1 Charlotte .3/2.1
SPANISH						WWMG-F 96.1 Shelby .7/3.0
CLASSICAL						WXRC-F 95.7 Hickory .4/1.7
JAZZ/NEW AGE		14 (1)	14 (1)	1.7		NOTES: WELP,WLWZ-F (Easley sold to Voyager for \$2,600,000 (Whittle)).
OTHERS/UNKNOWN	7 (1)	4 (1)	11 (2)	1.4	5.0	

RADIO STATIONS 814 (28)

WASC, 1530, 1 KW (DAYS)	, BLACK	NBC, ABC-C, \$ 15.00 (---)	
WFBC, 1330, 5 KW (DA-N)	, MOR/TALK	NBC, \$ 17.00 (Katz)	Multimedia
WHYZ, 1070, 50 KW (DAYS, DA)	, BLACK	SBN, ABC-C, \$ 25.00 (HNWH)	
WORD, 910, 5 KW/1 KW (DA-2)	, AC	UPI, \$ 14.00 (Masla)	
WSPA, 950, 5 KW (DA-N)	, MOR	CBS, \$ 24.00 (Mc-Guild)	
WANS-F, 107.3, 100 KW @ 1008, CHR		, \$ 44.00 (Christal)	Degree (ANDERSON)
WCKN-F, 101.1, 100 KW @ 994, CLASSIC ROCK		ABC-R, \$ 40.00 (Durpetti)	(ANDERSON)
WESC-F, 92.5, 100 KW @ 2000, COUNTRY		ABC-E, \$ 76.00 (Banner)	
WFBC-F, 93.7, 100 KW @ 1840, AC		, \$ 80.00 (Katz)	Multimedia
WMUU-F, 94.5, 100 KW @ 1200, BTFL/EZ		APR, \$ 16.00 (---)	
WMYI-F, 102.5, 35 KW @ 3117, AC		, \$ 45.00 (Republic)	AmCom
WSPA-F, 98.9, 100 KW @ 1910, BTFL/EZ		, \$ 52.00 (Mc-Guild)	
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY		MBS, \$ 54.00 (Christal)	Sterling (GRAY COURT)
WLWZ-F, 103.9, 3 KW @ 328, BLACK		, \$ 33.00 (HNWH)	Voyager (EASLEY)

American Radio Fall, 1988, Copyright 1989

HARRISBURG

Arbitron Rank/Pop (12+): 72/493,900

Stations: 29/18
Diaries: 940/525:1/54.4%
Sample Target: 880
% Below Line: 19.2%
% Not Listed: 12.9%

1988 Revenue: \$12,900,000
HH/ Inc: \$33,463
Retail \$: 4.8 Bil
Pop per Station: 27,439
#1 Biller: WNNK-F \$4,800,000

MSA Rank/Pop: 87/584,900
ADI# 46 (W/York & Lancaster)
Average Person Ratings: 16.8
Market TSL: 22.3 Hours

12+ METRO	1/4/SHARE	SUM				4BOOK	12+	TSA	12+ METRO		SPG	FAL	%	BIRCH	BIRCH	BIRCH
		88	88	88	87				CUME	RATING						
1. WNNK-F (CHR)	172/20.8	17.3	21.7	19.5	20.2	19.8	196/	2418	2020/40.9	36.3	35.6	101	26.3	168	1621	WNNK-F
2. WRKZ-F (C)	64/ 7.7	7.8	8.0	8.1	6.6	7.9	157/	1876	716/14.5	16.0	14.3	116	9.7	62	520	WRKZ-F
3. WHP (MOR)	59/ 7.1	5.6	6.1	7.7	7.7	6.6	64/	889	738/14.9	13.2	16.5	61	6.4	41	418	WHP
4. WIMX-F (AC)	53/ 6.4	6.0	5.5	2.9	3.7	5.2	66/	967	785/15.9	15.2	11.3	139	7.4	47	727	WIMX-F
5. WTPA-F (AOR)	50/ 6.0	6.0	6.7	5.4	3.3	6.0	66/	835	597/12.1	11.0	8.7	120	9.9	63	613	WTPA-F
6. WNCE-F (EZ)	49/ 5.9	7.7	5.0	5.6	5.3	6.1	158/	1902	625/12.7	12.1	10.6	53	2.8	18	254	WNCE-F
7. WHP-F (AC)	38/ 4.6	5.8	5.1	7.1	7.1	5.7	48/	878	746/15.1	12.7	14.7	102	3.3	21	432	WHP-F
8. WQXA-F (CHR)	35/ 4.2	4.7	3.1	3.5	3.8	3.9	97/	1824	670/13.6	12.8	12.2	74	4.1	26	511	WQXA-F
9. WHYL A/F (C)	27/ 3.3	5.0	3.9	6.0	4.8	4.6	28/	434	401/ 8.1	9.2	8.2	164	5.6	36	362	WHYL A/F
10. WLBR (MOR)	24/ 2.9	3.4	2.5	2.3	3.5	2.8	24/	396	365/ 7.4	6.8	8.8	55	---	---	---	WLBR
11. WHTF-F (AOR)	18/ 2.2	2.9	1.6	3.2	3.8	2.5	65/	1055	419/ 8.5	6.4	7.7	123	2.8	18	200	WHTF-F
12. WHGB (BB)	17/ 2.1	1.2	2.3	1.4	2.1	1.8	17/	299	293/ 5.9	3.8	4.3	43	.9	6	152	WHGB
13. WLAN-F (CHR)	12/ 1.4	1.2	.9	.9	1.3	1.1	90/	1441	318/ 6.4	3.5	5.2	79	.2	1	30	WLAN-F
WCMB (O)	12/ 1.4	2.4	3.2	2.6	3.9	2.4	17/	441	405/ 8.2	7.4	11.3	143	2.0	13	232	WCMB

12+ FM SHARE (METRO): 81.00% (584 of 721) (FAL 87: 75.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
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>>	1. WRKZ-F>
2. WQXA-F>>	2. WTPA-F	2. WIMX-F	2. WIMX-F	2. WIMX-F	2. WHP	2. WHP	2. WIMX-F	2. WNCE-F<	2. WQXA-F	2. WNNK-F>>
3.	3. WIMX-F	WTPA-F	3. WTPA-F<	WRKZ-F	3. WRKZ-F<	3. WRKZ-F	3. WRKZ-F	3. WIMX-F<	3. WRKZ-F	3. WLBR
4.	4. WHP-F	4. WRKZ-F	4. WKRZ-F	4. WTPA-F	4. WLAN-F>	4. WIMX-F<	4. WTPA-F	4. WTPA-F	4. WNCE-F>	4. WHP
5.	5. WRKZ-F	5. WHP-F	5. WHP-F	5. WHYL A/F5.	WIMX-F<	5. WTPA-F	WNCE-F>	5. WRKZ-F<	5. WHP	WNCE-F
6.	6.	6.	6.	6.	WHYL A/F	6.	6. WHP	6. WHP-F<	WIMX-F	6.
					WLBR			7. WHP	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. WQXA-F	2. WIMX-F	2. WIMX-F>	2. WIMX-F>	2. WIMX-F	2. WTPA-F>>	2. WTPA-F>>	2. WTPA-F>>	2. WTPA-F>	2. WTPA-F
3. WTPA-F	3. WTPA-F	3. WHP-F	3. WRKZ-F	3. WRKZ-F	3. WHTF-F	3. WIMX-F	3. WIMX-F	3. WIMX-F	3. WRKZ-F
4. WIMX-F	4. WQXA-F	WTPA-F	4. WHP-F	4. WHYL A/F	4.	4. WHTF-F	WRKZ-F	4. WRKZ-F	4. WIMX-F
5. WHP-F	5. WHP-F	5.	WQXA-F	5. WHP-F	5.	5. WHP-F	5.	5. WHP-F	5.
								WHTF-F	

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		229 (4)	229 (4)	31.8	27.8	WAHT	1510	Annville	.7/2.2
AOR/CLASSIC		78 (4)	78 (4)	10.8	9.6	WCTX-F	92.1	Palmyra	.8/2.7
AC/OLDIES/SOFT ROCK	18 (2)	119 (5)	137 (7)	19.0	12.0	WHKS-F	94.9	Harrisburg	1.0/4.9
MOR/VARIETY/FULL	94 (4)		94 (4)	13.1	13.1	WKBO	1230	Harrisburg	.7/5.3
						WQIN	1290	Lykens	.6/1.0
COUNTRY	3 (1)	97 (4)	100 (5)	13.9	13.6	WUFM-F	100.1	Lebanon	1.1/3.8
BLACK/URBAN						WWII	720	ShirmNstwn	.5/2.0
BTFL/EZ		56 (2)	56 (2)	7.8	13.4				
NEWS/TALK						WARM-F	103.3	York	1.3/3.9
						WDAC-F	94.5	Lancaster	.6/2.6
NOSTALGIA	17 (1)		17 (1)	2.4	2.3	WIOV-F	105.1	Ephrata	.6/3.2
RELIGION/GOSPEL		5 (1)	5 (1)	0.7	2.8	WYCR-F	98.5	York	1.2/5.9
SPANISH									
CLASSICAL					0.9	WGMR-F	101.1	Tyrone	.5/1.5
JAZZ/NEW AGE						WGRX-F	100.7	Westminister	.5/3.3
OTHERS/UNKNOWN	4 (1)		4 (1)	0.6	4.5	WQKX-F	94.1	Sunbury	.7/2.6
			720 (29)						

NOTES: WRKZ-F sold by Eastern to Zimmerman for \$12,000,000 (E) (Blackburn). WHYL A/F (Carlisle) sold for \$1,700,000 (Blackburn). WMSP changes calls to WHKS and format to AC (Oct.)/

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, OLDIES	NBC, \$ 23.00 (Eastman)	McKenna
WHGB, 1400, 1 KW	, NOSTALGIA	SMN, \$ 18.00 (Mc-Guild)	Scott
WHP, 580, 5 KW (DA-N)	, MOR	CBS, \$ 40.00 (Katz)	Commonwealth
WKBO, 1230, 1 KW	, OLDIES	SMN, \$ 21.00 (Banner)	
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR	ABC-I, \$ 19.00 (K & P)	(LEBANON)
WHP-F, 97.3, 14 KW @ 840, SOFT AC		ABC-D, \$ 55.00 (Katz)	Commonwealth
WHYL-F 102.3, 3 KW @ 328, COUNTRY		APR, \$ 34.00 (HNWH)	
WIMX-F, 99.3, 3 KW @ 328, AC		, \$ 42.00 (Eastman)	
WHKS-F, 94.9, 50 KW @ 700, AC		, \$ NA (---)	Barnstable
WNNK-F, 104.1, 22 KW @ 726, CHR		APR, \$ 80.00 (Christal)	Keymarket
WRKZ-F, 106.7, 50 KW @ 500, COUNTRY		ABC-E, \$ 62.00 (Torbet)	Eastern
WTPA-F, 93.5, 3 KW @ 300, AOR		ABC-R, \$ 31.00 (Republic)	

Other ranked stations - See York or Lancaster
American Radio Fall, 1988, Copyright 1989

HARTFORD

Arbitron Rank/Pop (12+): 40/969,100
 MSA Rank/Pop: 43/1,096,200
 ADI#23 (W/New Haven)
 Average Person Ratings: 18.5
 Market TSL: 24.0 Hours

Stations: 24/14
 Diaries: 1300/745:1/49.0%
 Sample Target: 1220
 % Below Line: 13.0%
 % Not Listed: 12.6%

1988 Revenue: \$35,200,000
 HH/ Inc: \$41,923
 Retail \$: 9.4 Bil
 Pop per Station: 69,221
 #1 Biller: WTIC \$10,000,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WTIC (MOR)	283/15.8	18.6	19.1	18.8	19.8	18.1	364/4463	3232/33.4	34.2	35.3	66	9.6	249	3211 WTIC
2. WTIC-F (CHR)	218/12.2	13.8	13.9	14.6	14.8	13.6	313/5367	3360/34.7	31.4	31.8	100	9.8	294	3305 WTIC-F
3. WRCH-F (EZ)	174/ 9.7	10.0	11.8	9.9	9.3	10.4	297/3378	1986/20.5	20.9	20.1	60	3.9	90	869 WRCH-F
4. WDRC-F (O)	139/ 7.8	6.0	6.9	7.9	8.8	7.2	255/3360	1605/16.6	18.1	22.0	168	4.9	99	1496 WDRC-F
5. WIOF-F (AC)	106/ 5.9	3.6	5.8	4.6	4.0	5.0	168/2590	1663/17.2	15.4	12.4	136	2.6	55	883 WIOF-F
6. WXYZ-F (C)	101/ 5.6	1.2	2.0	1.6	2.0	2.6	169/2142	1096/11.3	6.7	6.0	145	4.0	57	800 WXYZ-F
7. WHCN-F (AOR)	94/ 5.3	6.8	7.0	6.2	4.9	6.3	174/2750	1555/16.0	17.5	15.5	121	5.7	129	1687 WHCN-F
8. WKSS-F (CHR)	87/ 4.9	5.7	5.6	4.6	5.0	5.2	153/3052	1573/16.2	18.1	16.6	80	5.6	90	1537 WKSS-F
9. WCCC-F (AOR)	79/ 4.4	3.6	3.6	5.1	4.2	4.2	118/2213	1287/13.3	14.1	13.0	98	3.7	100	1372 WCCC-F
10. WRCQ (BB)	54/ 3.0	3.8	2.5	3.8	3.5	3.3	57/ 668	604/ 6.2	6.9	7.6	13	1.1	31	381 WRCQ
11. WPOP (N/T)	48/ 2.7	3.0	2.0	2.8	2.9	2.6	51/1104	1022/10.5	8.6	9.6	78	1.2	34	686 WPOP

12+ FM SHARE (METRO): 72.68% (1136 of 1563) (FAL 87: 65.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>	1. WTIC-F>	1. WTIC-F	1. WDRC-F	1. WDRC-F	1. WTIC>	1. WTIC>>	1. WTIC-F	1. WTIC-F	1. WTIC>>	1. WTIC>>
2. WKSS-F>	2. WHCN-F	2. WDRC-F>	2. WTIC-F>	2. WTIC-F	2. WRCH-F	2. WTIC-F>	2. WRCH-F	2. WTIC	2. WTIC-F	2. WRCH-F
3. WCCC A/F>	3. WDRC-F	3. WIOF-F	3. WTIC	3. WTIC	3. WDRC-F<	3. WDRC-F	3. WTIC	3. WRCH-F	3. WRCH-F	3. WHCN-F
4.	4. WCCC A/F4.	4. WHCN-F	4. WIOF-F	4. WXYZ-F<	4. WTIC-F	4. WRCH-F	4. WDRC-F	4. WDRC-F	4. WDRC-F	4. WPOP<
5.	5. WIOF-F	5. WTIC-F	5. WXYZ-F	5. WIOF-F	5. WXYZ-F	5. WCCC-F	5. WIOF-F	5. WIOF-F	5. WKSS-F	5. WTIC-F
6.	6. WKSS-F	6.	6. WHCN	6. WHCN-F	6.	6.	6.	6.	6.	6.

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 A/F	1. WHCN-F	1. WHCN-F	1. WTIC-F	1. WDRC-F
2. WIOF-F	2. WIOF-F	2. WDRC-F	2. WDRC-F	2. WDRC-F	2. WTIC-F	2. WTIC-F<	2. WDRC-F	2. WDRC-F	2. WTIC-F
3. WKSS-F	3. WDRC-F>	3. WIOF-F>	3. WIOF-F>	3. WTIC	3. WHCN-F>	3. WDRC-F	3. WTIC-F	3. WHCN-F	3. WHCN-F<
4. WHCN-F	4. WKSS-F	4. WXYZ-F	4. WTIC	4. WIOF-F>	4. WKSS-F>	4. WKSS-F	4. WCCC A/F4.	4. WCCC A/F4	4. WXYZ-F
5. WDRC-F	5. WHCN-F	5. WKSS-F	5.	5. WXYZ-F	5. WRCH-F	5. WXYZ-F	5. WXYZ-F	5. WXYZ-F	5. WTIC
6. WKCI-F	6.	6.	6.	6. WRCH-F	6. WAQY-F	6.	6.	6. WTIC	6.

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RADIO STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		339 (3)	339 (3)	21.7	23.5	WDRC 1360 Hartford .9/4.9
AOR/CLASSIC		221 (4)	221 (4)	14.1	14.6	WILI-F 98.3 Willimantic 1.1/2.0
AC/OLDIES/SOFT ROCK	16 (1)	271 (4)	287 (5)	18.4	18.9	WKHT 1230 Manchester .4/1.7
MOR/VARIETY/FULL	288 (2)		288 (2)	18.4	22.2	WKND 1480 Windsor .3/1.5
COUNTRY	8 (1)	106 (2)	114 (3)	7.3	1.0	WCTY-F 97.7 Norwick .3/1.0
BLACK/URBAN	6 (1)		6 (1)	0.4	1.0	WKCI-F 101.3 Hamden 1.9/8.7
BTFL/EZ		180 (2)	180 (2)	11.5	10.9	WPLR-F 99.1 New Haven 1.2/7.9
NEWS/TALK	55 (2)		55 (2)	3.5	3.7	WAQY-F 102.1 Springfield 1.5/7.8
NOSTALGIA	54 (1)		54 (1)	3.5	4.8	WFAN 660 New York .4/2.0
RELIGION/GOSPEL						WHYN-F 560 Springfield .6/2.8
SPANISH						WMAS-F 94.7 Springfield .6/1.5
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN		19 (1)	19 (1)	1.2	1.2	

1563 (24)

RADIO STATIONS

WDRC, 1360, 5 KW (DA-N)	, OLDIES	, \$ 36.00 (Mc-Guild)	Buckley
WKHT, 1230, 1 KW	, COUNTRY	MBS, \$ 21.00 (P/W)	Sage
WKND, 1480, 500 W (DAYS, DA)	, BLACK	NBN, \$ 20.00 (Roslin)	
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS, \$ 50.00 (Eastman)	Merv Griffin
WRCQ, 910, 5 KW (DA-2)	, NOSTALGIA	ABC-T, ABC-E, \$ 41.00 (Banner)	
WRYM, 840, 1 KW (DAYS)	, HISPANIC	, \$ 22.00 (Caballero)	
WTIC, 1080, 50 KW (DA-N)	, \$ MOR	NBC, \$192.00 (Katz)	Chase
WCCC-F, 106.9, 23 KW @ 720, AOR	Source, ABC-C, \$ 51.00 (Durpetti)		
WDRC-F, 102.9, 20 KW @ 810, OLDIES	, \$ 70.00 (Mc-Guild)		Buckley
WHCN-F, 105.9, 16 KW @ 870, AOR	ABC-R, \$ 61.00 (Christal)		Beck-Ross
WIOF-F, 104.1, 18 KW @ 835, AC	CBS-R, \$ 67.00 (Eastman)		Merv Griffin
WKSS-F, 95.7, 17 KW @ 880, CHR	APR, \$ 59.00 (MMR)		Precision
WLVH-F, 93.7, 21 KW @ 780, HISPANIC	APR, \$ 30.00 (---)		Sage
WRCH-F, 100.5, 8 KW @ 1250, BTFL/EZ	ABC-D, \$ 80.00 (Banner)		
WTIC-F, 96.5, 20 KW @ 810, CHR	, \$145.00 (Katz)		Chase
WXYZ-F, 92.5, 18 KW @ 860, COUNTRY	US 2, \$ 46.00 (Banner)		(WATERBURY)

NOTES: WXYZ changes from AC to COUNTRY (Sept). New Haven M-Split added to Metro.

American Radio Fall, 1988, Copyright 1989

HONOLULU

Arbitron Rank/Pop (12+): 55/690,700
 MSA Rank/Pop: 61/836,400
 No ADI
 Average Person Ratings: 16.8
 Market TSL: 22.5 Hours

Stations: 24/24
 Diaries: 1127/613:1/55.8%
 Sample Target: 1010
 % Below Line: 0
 % Not Listed: 7.0%

1988 Revenue: \$18,700,000
 HH/ Inc: \$41,840
 Retail \$:6.1 Bil
 Pop per Station: 28,779
 #1 Biller: KSSK \$4,100,000

12+ METRO	1/4/SHARE	SUM				4BOOK	12+ METRO				%	BIRCH		
		88	88	88	87		AVG	1/4/CUME	CUME/CUME	SPG		FAL	25-54	SHARE
1. KQMQ A/F (CHR)	184/15.9	15.3	14.2	14.2	14.4	14.9	2404/34.8	35.7	34.3	102				KQMQ A/F
2. KUMU A/F (EZ)	130/11.2	11.6	9.8	10.0	12.6	10.7	1542/22.3	19.7	21.7	107				KUMU A/F
3. KSSK (MOR)	123/10.6	11.5	12.5	11.2	13.0	11.5	1611/23.3	23.0	24.9	119				KSSK
4. KMAI-F (CHR)	112/ 9.7	10.3	8.3	9.0	4.9	9.3	1458/21.1	19.7	15.4	57				KMAI-F
5. KXPW-F (AC)	81/ 7.0	5.0	5.0	6.3	9.5	5.8	1390/20.1	16.9	20.0	87				KXPW-F
6. KPOI-F (AOR)	77/ 6.7	7.1	6.4	6.3	8.7	6.6	1117/16.2	14.8	15.4	115				KPOI-F
7. KRTR-F (AC)	70/ 6.1	5.9	8.4	7.3	6.6	6.9	1085/15.7	17.5	15.2	123				KRTR-F
8. KIKI (O)	68/ 5.9	4.4	6.2	5.8	5.2	5.6	923/13.4	14.7	11.8	139				KIKI
9. KHVH (N/T)	47/ 4.1	3.8	4.1	4.0	3.8	4.0	963/13.9	11.5	12.5	93				KHVH
10. KCCN (E)	41/ 3.5	3.9	3.9	5.5	4.4	4.2	739/10.7	9.7	10.2	94				KCCN
12. KHHH-F (J/NA)	29/ 2.5	2.8	---	---	---	1.3	541/ 7.8	---	---	132				KHHH-F
13. KDEO (C)	16/ 1.4	1.9	2.7	3.1	2.2	2.3	296/ 4.3	6.0	4.9	143				KDEO

12+ FM SHARE (METRO): 60.13% (647 of 1076)(FAL 87: 54.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1. KMAI-F>>1. KQMQ AF>>1. KQMQ AF>>1. KQMQ A/F>1. KQMQ A/F	1. KQMQ AF>>2. KMAI-F	1. KQMQ AF>>2. KRTR-F	1. KQMQ AF>>2. KSSK	1. KQMQ A/F>2. KSSK	1. KUMU A/F>1. KQMQ A/F<1. KQMQ A/F	1. KUMU A/F>2. KSSK>	1. KQMQ A/F>2. KUMU A/F	1. KQMQ A/F>2. KUMU A/F	1. KMAI-F	1. KGU<
2. KQMQ A/F	2. KMAI-F	2. KRTR-F	2. KSSK	2. KSSK	2. KSSK>	2. KSSK>	2. KUMU A/F	2. KUMU A/F	2. KQMQ A/F	2. KSSK
3. KXPW-F>> KPOI-F	3. KMAI-F<	3. KUMU A/F<	3. KUMU A/F<	3. KUMU A/F<	3. KQMQ A/F<	3. KUMU A/F<	3. KSSK	3. KMAI-F	3. KPOI-F	3. KQMQ-F
4. 4. KXPW-F	4. KUMU A/F<	4. KIKI<	4. KIKI<	4. KIKI	4. KHVH	4. KMAI-F	4. KIKI	4. KSSK	4. KUMU A/F	4. KHVH
5. 5. KRTR-F	5. KPOI-F	5. KRTR-F	5. KRTR-F	5. KPOI-F	5. KGU	5. KXPW-F	5. KMAI-F	5. KXPW-F	5. KXPW-F	5. KMAI-F<
6. 6.	6. KXPW-F	6. KPOI-F	6. KPOI-F	6.	6.	6.	6. KRTR-F	6. KPOI-F	6.	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 AF>>1. KQMQ AF>>1. KQMQ AF>>1. KQMQ A/F	1. KQMQ AF>>2. KRTR-F	1. KQMQ AF>>2. KSSK	1. KQMQ A/F>2. KSSK	1. KQMQ A/F>1. KQMQ A/F	1. KPOI-F	1. KQMQ A/F	1. KQMQ A/F	1. KQMQ AF
2. KQMQ AF>>2. KMAI-F	2. KRTR-F	2. KSSK	2. KSSK	2. KSSK	2. KXPW-F	2. KPOI-F	2. KQMQ A/F	2. KPOI-F	2. KIKI
3. KRTR-F	3. KRTR-F	3. KSSK	3. KMAI-F	3. KUMU A/F>	3. KPOI-F>	3. KXPW-F>	3. KIKI	3. KIKI	KPOI-F
4. KPOI-F	4. KSSK	4. KXPW-F	4. KUMU A/F	4. KRTR-F	4. KMAI-F	4. KIKI	4. KRTR-F	4. KXPW-F	KUMU AF
KXPW-F	5. KXPW-F	5. KIKI	5. KRTR-F	5. KXPW-F	5.	KMAI-F	5. KXPW-F	5. KUMU A/F	5. KSSK
6.	6.	KPOI-F	6.	6.	6.	6.	6. KMAI-F	6. KSSK<	6.
							7.	7. KMAI-F	

FORMATS	AM	FM	TOTAL	%	FAL 87	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
TOP 40/CHR/CONTEMP	18 (1)	278 (2)	296 (3)	27.5	20.2	KAIM	870	Honolulu	.5/2.0
AOR/CLASSIC		77 (1)	77 (1)	7.2	9.1	KAIM-F	95.5	Honolulu	.6/1.7
AC/OLDIES/SOFT ROCK	68 (1)	151 (2)	219 (3)	20.3	22.2	KIOV-F	105.1	Honolulu	.3/1.4
MOR/VARIETY/FULL	123 (1)		123 (1)	11.4	13.6	KISA	1540	Honolulu	.4/1.1
COUNTRY	16 (1)		16 (1)	1.5	2.3	KLHT	1040	Honolulu	.8/1.7
BLACK/URBAN						KNDI	1270	Honolulu	.3/1.3
BTFL/EZ	29 (1)	101 (1)	130 (2)	12.1	13.1	KOHO	1170	Honolulu	.5/2.0
NEWS/TALK	88 (2)		88 (2)	8.2	9.0	KWAI	1080	Honolulu	.8/1.9
						KZOO	1210	Honolulu	.6/2.2
NOSTALGIA									
RELIGION/GOSPEL	15 (2)	7 (1)	22 (3)	2.0	1.1				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		29 (1)	29 (1)	2.7					
OTHERS/UNKNOWN	72 (6)	4 (1)	76 (7)	7.1	9.4				

1076 (24)

RADIO STATIONS

KCCN, 1420, 5 KW	, ETHNIC	, \$ 25.00 (Roslin)	
KDEO, 940, 10 KW	, COUNTRY	MBS, \$ 23.00 (---)	
KGU, 760, 10 KW	, TALK	CBS,ABC-T, \$ 28.00 (Banner)	
KHVH, 990, 10 KW	, NEWS/TALK	NBC,ABC-I, \$ 40.00 (HNWH)	
KIKI, 830, 5 KW	, OLDIES	, \$ 30.00 (Katz)	Henry
KSSK, 590, 5 KW	, MOR	, \$ 95.00 (Eastman)	Heftel
KAIM-F, 95.5, 100 KW @ 421, RELIGION		, \$ 10.00 (---)	
KMAI-F, 93.9, 100 KW @ 421, CHR		, \$ 52.00 (Katz)	Henry
KPOI-F, 97.5, 83 KW @ 46, AOR		, \$ 45.00 (Republic)	
KQMQ-F, 93.1, 54 KW @ -119, CHR		, \$ 66.00 (Christal)	
KRTR-F, 96.3, 75 KW @ 2120, AC		, \$ 40.00 (Torbet)	
KUMU-F, 94.7, 100 KW @ 500, BTFL/EZ		, \$ 46.00 (Torbet)	
KXPW-F, 92.3, 100 KW @ 1685, AC/CONTEMP		, \$ 56.00 (Eastman)	Heftel
KHHH-F, 98.5, 100 KW @ 280, JAZZ/NEW AGE		, \$ NA (HNWH)	

NOTES: KIKI, KMAI-F sold by Parker to Henry for \$3,350,000 (Stromquist).

American Radio Fall, 1988, Copyright 1989

HOUSTON

Arbitron Rank/Pop (12+): 10/2,958,400

Stations: 32/31

1988 Revenue: \$107,000,000

Diaries: 2171/1363:1/47.3%

HH/ Inc: \$36,984

MSA Rank/Pop: SF: 8/3,277,100

Sample Target: 2030

Retail \$: 29.4 Bil

ADI #10

% Below Line: 1.0%

Pop per Station: 95,432

Average Person Ratings: 17.4

% Not Listed: 11.2%

#1 Biller: KIKK A/F \$12,000,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KMJQ-F (B)	502/9.8	9.3	8.8	8.5	7.8	9.1	519/ 4639	4339/14.7	13.7	12.3	79	12.8	720	5187 KMJQ-F
2. KKQB A/F (CHR)	386/7.5	6.9	6.7	7.6	6.5	7.2	414/ 6997	6439/21.8	19.5	19.2	72	9.2	504	6869 KKQB A/F
3. KIKK-F (C)	349/6.8	7.0	8.1	6.9	8.3	7.2	408/ 5823	4859/16.4	17.3	16.4	116	8.7	486	4666 KIKK-F
4. KODA-F (EZ)	312/6.1	4.9	5.2	5.2	5.7	5.4	332/ 4838	4491/15.2	11.9	13.3	108	3.1	174	2774 KODA-F
5. KRBE-F (CHR)	309/6.0	6.0	8.4	7.9	6.4	7.1	345/ 6393	5807/19.6	20.4	20.2	43	8.9	499	6775 KRBE-F
6. KTRH (N/T)	292/5.7	6.5	6.2	5.4	4.9	6.0	354/ 6255	5286/17.9	16.3	13.7	67	4.4	246	3886 KTRH
7. KLOL-F (AOR)	266/5.2	5.8	4.9	5.6	6.2	5.6	296/ 4465	3902/13.2	13.5	13.3	104	5.8	327	4624 KLOL-F
8. KILT-F (C)	239/4.6	6.2	6.7	6.0	5.9	5.9	288/ 4665	3910/13.2	16.1	14.1	122	7.0	391	3897 KILT-F
9. KFMK-F (AC)	219/4.3	4.4	3.8	4.2	4.9	4.2	235/ 3006	2800/ 9.5	9.1	11.4	144	3.8	214	2040 KFMK-F
10. KPRC (O)	128/4.0	3.3	2.4	3.1	3.1	3.2	214/ 3295	3100/10.5	7.9	9.4	93	2.5	138	1949 KPRC
11. KKHT-F (AC)	196/3.8	2.8	2.8	3.2	4.2	3.2	198/ 3160	3086/10.4	7.1	9.5	137	3.2	177	2314 KKHT-F
KLTR-F (AC)	196/3.8	3.8	3.3	4.5	2.8	3.9	198/ 3546	3552/12.0	10.5	9.7	142	2.6	148	2289 KLTR-F
13. KZFX-F (AOR)	192/3.7	3.8	3.7	3.7	4.8	3.7	197/ 3234	3070/10.4	9.8	9.8	116	3.5	195	3147 KZFX-F
14. KQUE-F (BB)	175/3.4	3.8	3.4	3.2	4.2	3.5	187/ 2375	2269/ 7.7	6.6	7.4	85	2.6	148	1603 KQUE-F
15. KLDE-F (O)	128/2.5	3.2	3.4	2.2	1.8	2.8	128/ 2664	2570/ 8.7	8.8	5.9	144	3.0	168	2117 KLDE-F
16. KLAT (SP)	66/1.3	2.6	2.1	1.9	3.1	2.0	68/ 869	779/ 2.6	3.2	3.7	131	.7	41	637 KLAT
17. KXYZ (SP)	65/1.3	1.5	1.1	1.7	1.0	1.4	66/ 829	764/ 2.6	2.1	2.7	146	.8	44	658 KXYZ
18. KYOK (B)	59/1.1	1.5	.9	1.7	1.7	1.3	59/ 1004	1004/ 3.4	2.5	4.4	136	.7	41	672 KYOK
19. KEYH (SP)	58/1.1	1.1	.8	1.1	1.2	1.0	65/ 475	452/ 1.5	1.8	1.6	136	.2	11	285 KEYH
20. KHYS-F (B)	54/1.0	--	--	--	--	--	93/ 1126	743/ 2.5	--	--	70	1.2	69	1156 KAYS-F

- 21.
- 22.
- 23.
- 24.
- 25.

12+ FM SHARE (METRO): 79.72% (3633 of 4557) (FAL 87: 78.98%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKQB-F	1. KMJQ-F	1. KMJQ-F>	1. KMJQ-F	1. KIKK-F<	1. KTRH	1. KMJQ-F	1. KODA-F	1. KMJQ-F	1. KMJQ-F>>	1. KTRH
2. KRBE-F	2. KLOL-F	2. KIKK-F	2. KIKK-F	2. KMJQ-F	2. KODA-F	2. KKQB A/F2.	2. KMJQ-F<	2. KKQB A/F	2. KKQB-F<	2. KPRC
3. KMJQ-F>>	3. KKQB A/F	KKQB AF<	3. KFMK-F<	3. KODA-F	3. KIKK-F	3. KTRH	3. KIKK-F	3. KIKK-F	3. KRBE-F>	3. KMJQ-F
4.	4. KRBE-F	4. KLOL-F	4. KODA-F	4. KFMK-F	4. KPRC	4. KIKK-F	4. KLOL-F	4. KLOL-F	4. KKHT-F	4. KIKK-F
5.	5. KZFX-F	5. KODA-F<	5. KLOL-F<	5. KILT-F<	5. KILT-F	5. KILT-F	5. KFMK-F	5. KRBE-F	5. KIKK-F<	5. KODA-F
6.	6. KIKK-F	6. KFMK-F<	6. KKQB AF<	6. KKQB A/F	6. KLOL-F	6. KLOL-F	6. KLTR-F	6. KODA-F	6. KLOL-F<	6. KZFX-F
7.	7. KKHT-F	7. KRBE-F	7. KKHT-F<	7. KLOL-F	7. KMJQ-F	7. KODA-F	7. KTRH	7. KTRH	7. KODA-F	7. KLOL-F
8.	8. KLTR-F	8. KZFX-F<	8. KLTR-F	8. KLTR-F	8. KFMK-F	8. KFMK-F	8. KILT-F	8. KILT-F	8. KTRH	8.
9.	9.	9. KKHT-F<	9.	9. KKHT-F	9.	9. KRBE-F	9. KKQB A/F	9. KFMK-F	9.	9.
10.	10.	10. KLTR-F	10.	10.	10.	10.	10.	10. KLTR-F	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. KRBE-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F	1. KMJQ-F>	1. KMJQ-F	1. KLOL-F<	1. KLOL-F<	1. KLOL-F
2. KMJQ-F	2. KKQB A/F2.	KIKK-F	2. KIKK-F	2. KMJQ-F	2. KRBE-F	2. KLOL-F	2. KZFX-F	2. KMJQ-F	2. KZFX-F
3. KKQB A/F>	3. KRBE-F	3. KLTR-F	3. KKQB A/F	3. KODA-F	3. KLOL-F>	3. KZFX-F	3. KMJQ-F	3. KZFX-F	3. KMJQ-F
4. KLOL-F>	4. KIKK-F	4. KKQB A/F	4. KODA-F<	4. KLTR-F	4. KKQB-F	4. KKQB A/F4.	4. KKHT-F	4. KKQB A/F	4. KIKK-F
5. KIKK-F	5. KLTR-F	5. KKHT-F>	5. KLTR-F	5. KFMK-F<	5. KZFX-F	5. KRBE-F	5. KKQB A/F	5. KFMK-F<	5. KFMK-F
6. KZFX-F	6. KKHT-F	6. KILT-F	6. KRBE-F	6. KKQB A/F	6. KIKK-F	6. KIKK-F	6. KIKK-F	6. KIKK-F	6. KODA-F
7. KLTR-F	7. KLOL-F	7. KFMK-F	7. KKHT-F	7. KILT-F	7. KKZR	7. KKHT-F	7. KFMK-F	7. KKHT-F<	7. KILT-F
8. KILT-F	8. KILT-F	8. KODA-F	8. KFMK-F	8. KKHT-F	8. KFMK-F	8. KFMK-F	8. KODA-F	8. KODA-F<	8. KKHT-F
KKHT-F	9.	9. KRBE-F	9. KILT-F	9.	9.	9.	9.	9. KRBE-F	9.

FORMATS	AM	FM	TOTAL	%	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
						%			
TOP 40/CHR/CONTEMP	109 (1)	2081 (2)	2190 (3)	15.1	15.4	KCOH	1430	Houston	.8/2.1
AOR/CLASSIC		2023 (6)	2023 (6)	13.9	14.8	KHCB-F	105.7	Houston	1.0/3.3
AC/OLDIES/SOFT ROCK	370 (2)	2359 (4)	2729 (6)	18.8	21.9	KIKK	650	Pasadena	.6/1.3
MOR/VARIETY/FULL						KILT	610	Houston	.6/2.8
COUNTRY	169 (1)	466 (2)	635 (3)	4.4	3.8	KJOJ-F	106.9	Conroe	.3/1.8
BLACK/URBAN	291 (2)	600 (2)	891 (4)	6.1	6.0	KKZR	1070	Houston	.5/1.2
BTFL/EZ		745 (1)	745 (1)	5.1	4.7	KLVL	1480	Pasadena	.3/ .9
NEWS/TALK	2178 (5)		2178 (5)	15.0	14.6	KNUZ	1230	Houston	.4/1.5
NOSTALGIA	340 (1)		340 (1)	2.3	2.7	KQQK-F	106.5	Galveston	.4/1.8
RELIGION/GOSPEL		84 (1)	84 (1)	0.6	1.1	KRTS-F	92.1	Seabrook	.6/1.4
SPANISH	981 (4)	594 (2)	1575 (6)	10.9	8.9	KYST	920	Texas City	.3/1.0
CLASSICAL	18 (1)	238 (1)	256 (2)	1.8	1.9				
JAZZ/NEW AGE		689 (2)	689 (2)	4.8	3.6				
OTHERS/UNKNOWN	169 (2)		169 (2)	1.2	0.5				

14504 (42)

RADIO STATIONS

AM STATIONS

KCOH, 1430, 1 KW (DAYS)	, BLACK	SBN, NBN, \$ 57.00 (Roslin)	
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC	, \$ 47.00 (Caballero)	
KIKK, 650, 250 W (DAYS)	, COUNTRY	, \$ 43.00 (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY	, \$ 40.00 (Banner)	Legacy
KKBQ, 790, 5 KW (DA-2)	, CHR	ABC-F, \$ NA (Mc-Guild)	Gannett
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN, \$ 35.00 (Durpetti)	Susquehanna
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 80.00 (Katz Hisp.)	Tichenor
KLVL, 1480, 1 KW/500W (DA-N)	, HISPANIC	, \$ 30.00 (---)	
KNUZ, 1230, 1 KW	, OLDIES	ABC-D, \$ 39.00 (Eastman)	
KPPC, 950, 5 KW (DA-N)	, NEWS/TALK	CBS, \$110.00 (Eastman)	
KTRH, 740, 50 KW (DA-1)	, NEWS	MBS, ABC-I, \$164.00 (CBS)	Rusk
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 70.00 (Caballero)	Infinity
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, ABC-C, \$ 57.00 (K & P)	Noble

FM STATIONS

KFMK, 97.9, 100 KW @ 2010, AC	, \$190.00 (Katz)	Cook Inlet
KIKK, 95.7, 100 KW @ 1920, COUNTRY	, \$210.00 (Torbet)	Viacom
KILT, 100.3, 100 KW @ 1920, COUNTRY	, \$175.00 (Banner)	Legacy
KKBQ, 92.9, 100 KW @ 1920, CHR	ABC-F, \$195.00 (Mc-Guild)	Gannett
KKHT, 96.5, 100 KW @ 2000, AC	ABC-R, \$150.00 (Republic)	Emmis
KLDE, 94.5, 100 KW @ 1970, OLDIES	Trans, \$100.00 (Durpetti)	Entercom
KLOL, 101.1, 97 KW @ 1949, AOR	Source, \$170.00 (CBS)	Rusk
KLTR, 93.7, 100 KW @ 1779, AC	CBS-R, \$190.00 (Katz)	Cook Inlet
KMJQ, 102.1, 100 KW @ 1720, URBAN/BLACK	, \$202.00 (Christal)	Noble
KODA, 99.1, 100 KW @ 1920, BTFL/EZ	, \$181.00 (Group W)	Westinghouse
KQUE, 102.9, 100 KW @ 1049, NOSTALGIA	ABC-E, \$120.00 (Eastman)	
KRBE, 104.1, 100 KW @ 1920, CHR	, \$190.00 (Durpetti)	Susquehanna
KRTS, 92.1, 3 KW @ 300, CLASSICAL	, \$ 69.00 (CMBS)	(SEABROOK)
KZFX, 107.5, 100 KW @ 2000, CLASSIC ROCK	, \$145.00 (Republic)	Shamrock
KQQK, 106.5, 100 KW @ 750 HISPANIC	, \$ 60.00 (---)	(GALVESTON)

CALL LETTER CHANGES

FORMAT CHANGES

SALES

KKHT-F: From Malrite to Emmis for \$24,000.000 (Stevens)
 KYOK: from All Pro to Noble for \$2,500,000

HUNTINGTON

Arbitron Rank/Pop (12+): 128/273/100

MSA Rank/Pop: 147/323,400
ADI# 53 (W/Charleston)
Average Person Ratings: 15.5
Market TSL: 20.8 Hours

Stations: 20/15
Diaries: 714/382:1/54.6%
Sample Target: 680
% Below Line: 9.0%
% Not Listed: 13.5%

1988 Revenue: \$5,900,000
HH/ Inc: \$25,239
Retail \$: 2.1 Bil
Pop per Station: 18,207
#1 Biller: WTCR A/F \$1,800,000

12+ METRO	1/4/SHARE	SPG				4BOOK	12+ TSA	12+ METRO		SPG	FAL	% 25-54	BIRCH	BIRCH	BIRCH
		88	87	87	86			CUME/CUME	RATING						
1. WTCR A/F (C)	128/30.3	31.7	34.1	25.8	28.3	---	158/1793	1318/48.3	44.5	39.3	127				WTCR A/F
2. WKEE-F (CHR)	77/18.2	27.1	22.7	27.5	21.1	---	119/1779	1031/37.8	43.7	38.7	63				WKEE-F
3. WRVC-F (AC)	39/ 9.2	6.5	8.8	9.1	10.6	---	67/1209	574/21.0	22.2	18.2	139				WRVC-F
4. WEMM-F (R/G)	26. 6.2	3.5	4.5	4.0	4.3	---	40/ 549	272/10.0	9.1	10.4	56				WEMM-F
5. WKLC-F (AOR)	20/ 4.7	5.3	7.0	3.7	2.9	---	54/ 714	350/12.8	12.5	12.8	85				WKLC-F
6. WAEZ-F (EZ)	15/ 3.6	3.9	1.3	4.0	2.2	---	16/ 213	154/ 5.6	5.5	3.4	111				WAEZ-F
7. WPAY-F (C)	14/ 3.3	2.1	2.1	3.3	2.2	---	59/ 952	254/ 9.3	8.1	6.8	67				WPAY-F
8. WKEE (O)	7/ 1.7	2.5	2.7	4.4	3.4	---	11/ 281	230/ 8.4	7.6	7.5	129				WKEE
WLGC-F (C)	7/ 1.7	.9	.8	1.9	1.1	---	11/ 223	133/ 4.9	3.5	2.0	76				WLGC-F

12+ FM SHARE (METRO): 89.32% (326 of 365) (FAL 87: 88.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKEE-F>>	1. WKEE-F	1.WTCR AF>>	1.WTCR AF>>	1.WTCR AF>>	1. WTCR A/F>>	1.WTCR AF>>	1.WTCR A/F>>	1. WTCR A/F>	1. WKEE-F>	1. WTCR-F>>
2.	WTCR AF>	2.WKEE-F	2. WRVC-F	2.WRVC-F	2. WEMM-F>	2.WKEE-F>	2.WKEE-F	2. WKEE-F>	2. WTCR AF>	2. WKLC-F
3.	3. WRVC-F	3.WRVC-F>	3. WKEE-F	3.WKEE-F	3. WRVC-F	3.WRVC-F>	3.WRVC-F	3. WRVC-F	3. WKLC-F	3. WEMM-F
4.	4. WKLC A/F	4.WKLC A/F	4.	4.	4. WKEE-F	4.	4.	4.	4. WEMM-F	4. WKEE-F
5.	5.	5.	5.	5.	5. WPAY-F	5.	5.	5.	5.	5.

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. WKEE-F>>	1. WKEE-F>	1.WTCR AF>>	1.WTCR A/F>	1. WUGO-F>>	1. WKEE-F	1.WKEE-F	1. WTCR A/F>	1.WTCR A/F>>	1.WTCR AF>>
2. WRVC-F	WTCR A/F>	2.WRVC-F	2.WKEE-F	2. WRVC-F	2. WKLC AF>>	WTRC A/F	2. WRVC-F	2.WKEE-F	2.WRVC-F
3. WTCR AF>>	3. WRVC-F>	3.WKEE-F>	3.WRVC-F>	3. WKEE-F>	3. WTCR A/F>>	3.WKLC A/F	3. WKEE-F>	3.WKLC A/F	3.WKEE-F
4.	4.	4.	4.	4.	4.	4.WRVC-F	4. WKLC A/F	4.WRVC-F	4.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		79 (2)	79 (2)	21.6	24.6	WCMI	1340	Ashland	1.4/5.0
AOR/CLASSIC		20 (1)	20 (1)	5.4	7.5	WCMI-F	92.7	Ashland	.7/3.6
AC/OLDIES/SOFT ROCK	11 (2)	39 (1)	50 (3)	13.7	15.1	WIRO	1230	Ironton	1.2/4.7
MOR/VARIETY/FULL	5 (1)		5 (1)	1.4	0.9	WMLV-F	107.1	Ironton	1.4/3.3
COUNTRY	17 (4)	138 (4)	155 (8)	42.6	40.3	WNST	1600	Milton	.5/1.5
BLACK/URBAN						WRVC	930	Huntington	.9/5.1
BTFL/EZ		21 (2)	21 (2)	5.8	2.0	WUGO-F	102.3	Grayson	.5/2.5
NEWS/TALK						WPAY	1400	Portsmouth	.5/2.2
NOSTALGIA						WQBE	950	Charleston	.2/ .8
RELIGION/GOSPEL	6 (1)	26 (1)	32 (2)	8.8	9.0	WQBE-F	97.5	Charleston	.2/1.6
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN		3 (1)	3 (1)	0.8	0.6				

365 (20)

RADIO STATIONS

WKEE,	800,	5 KW/185 W (DA-2)	, OLDIES	CBS, \$ 15.00 (Katz)				
WTCR,	1420,	5 KW/500 W (DA-N)	, COUNTRY	, \$ 18.00 (Katz)	CRB			Mark Jesse
WAMX-F,	93.7,	100 KW @ 741,	AC/CONTEMP,	ABC-F, \$ 37.00 (Banner)				
WEMM-F,	107.9,	50 KW @ 500,	RELIGION	, \$ 17.00 (---)	Mortenson			Roger Manning
WKEE-F,	100.5,	53 KW @ 560,	CHR	ABC-C, \$ 54.00 (Katz)				
WTCR-F,	103.3	50 KW @ 500,	COUNTRY	ABC-I, \$ 61.00 (Katz)	CRB			Mark Jesse
WPAY-F,	104.1	100 KW @ 840,	RELIGION/COUNTRY	, \$ 13.00 (Regional)			(PORTSMOUTH, OH)	Zeke Mullins
WMLV-F,	107.1,	3 KW @ 275,	BTFL	MBS, \$ 14.00 (Regional)			(IRONTON, OH)	Ken Auble

NOTES: WAMX changes to WRVC-F (June). WGNT changes to WRVC (June).

HUNTSVILLE

Arbitron Rank/Pop (12+): 115/325,500
 MSA Rank/Pop: 177/244,200
 ADI# 81
 Average Person Ratings: 15.6
 Market TSL: 20.8 Hours

Stations: 17/13
 Diaries: 723/450:1/58.0%
 Sample Target: 690
 % Below Line: 9.7%
 % Not Listed: 13.0%

1988 Revenue: \$8,600,000
 HH/ Inc: \$25,239
 Retail \$: 2.1 Bil
 Pop per Station: 25,038
 #1 Biller: WZYP-F \$2,000,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WZYP-F (CHR)	118/23.3	21.7	---	20.7	---	---	169/ 2148	1352/41.5	36.9	---	86			WZYP-F
2. WDRM-F (C)	64/12.6	16.9	---	15.2	---	---	128/ 1570	800/24.6	26.0	---	112			WDRM-F
3. WRSA-F (EZ)	47/ 9.3	8.8	---	10.1	---	---	76/ 863	570/17.5	18.9	---	80			WRSA-F
4. WENN-F (B)	36/ 7.1	8.1	---	5.8	---	---	37/ 486	420/12.9	10.4	---	90			WENN-F
5. WTAK (AOR)	30/ 5.9	6.7	---	1.5	---	---	41/ 313	256/ 7.9	8.1	---	114			WTAK
WAHR-F (AC)	30/ 5.9	5.2	---	7.3	---	---	30/ 471	437/13.4	12.4	---	137			WAHR-F
7. WBHP (C)	26/ 5.1	7.5	---	9.0	---	---	26/ 407	407/12.5	13.9	---	106			WBHP
8. WEUP (B)	13/ 2.6	4.0	---	3.3	---	---	14/ 256	248/ 7.6	8.5	---	115			WEUP

12+ FM SHARE (METRO): 72.56% (320 of 441) (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>
2. WDKT>	2. WTAK	2. WDRM-F	2. WDRM-F>	2. WDRM-F>	2. WDRM-F>	2. WDRM-F>	2. WDRM-F>	2. WDRM-F>	2. WDRM-F>	2. WDRM-F>
3. WENN-F	3. WDRM-F	3. WTAK	3. WAHR-F	3. WAHR-F	3. WZYP-F	3. WRSA-F	3. WRSA-F	3. WRSA-F	3. WRSA-F	3. WDRM-F
4.	4. WENN-F<	4. WENN-F<	4. WTAK	4. WRSA-F	4. WBHP	4. WENN-F	4. WAHR-F	4. WTAK	4. WDRM-F	4. WBHP
5.	5. WAHR-F	5. WAHR-F	5. WDKT	5. WDKT	5.	5. WBHP	5. WTAK	5. WDKT	5.	5.
6.	6.	6.	WENN-F	6.	6.	6.	6. WBHP	6. WAHR-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. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>	1. WZYP-F>>>
2. WDRM-F	2. WDRM-F	2. WDRM-F	2. WDRM-F>	2. WDRM-F>	2. WENN-F	2. WTAK>	2. WTAK>>	2. WDRM-F	2. WDRM-F
WTAK>>	3. WTAK	3. WAHR-F	3. WAHR-F	3. WAHR-F	3. WDRM-F>	3. WENN-F	3. WAHR-F	3. WTAK	3. WTAK
4. WAHR-F	4. WAHR-F	4. WTAK	WDKT	WDKT	4. WTAK	4. WDRM-F	4.	4. WENN-F	4. WAHR-F
5.	5. WENN-F	WENN-F	5. WENN-F	5. WRSA-F	5.	5. WAHR-F	5.	5. WAHR-F	5. WRSA-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		124 (2)	124 (2)	28.1	---	WFIX 1450 Huntsville 1.0/2.7
AOR/CLASSIC	30 (1)	8 (1)	38 (2)	8.6	---	WIXC 1140 Haze Green 1.6/2.2
AC/OLDIES/SOFT ROCK		34 (2)	34 (2)	7.7	---	WKQD-F 93.3 Tullahoma 1.6/3.6
MOR/VARIETY/FULL						WNDA-F 95.1 Huntsville 1.4/4.5
COUNTRY	60 (3)	64 (1)	124 (4)	28.1	---	WVNN 770 Athens 1.0/4.8
BLACK/URBAN	13 (1)	36 (1)	49 (2)	11.1	---	WAPI-F 94.5 Birmingham 1.2/3.5
BTFL/EZ		47 (1)	47 (1)	10.7	---	WQLT-F 107.3 Florence .8/4.7
NEWS/TALK						WSM 650 Nashville .6/1.2
NOSTALGIA	5 (1)		5 (1)	1.1	---	
RELIGION/GOSPEL		7 (1)	7 (1)	1.6	---	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN	13 (2)		13 (2)	2.9	---	

441 (17)

RADIO STATIONS

WAAY, 1550, 50 KW/500 W (DA-N)	, AC	, \$ 13.00 (---)	Wayne Johnson
WBHP, 1230, 1 KW	, COUNTRY	ABC-I, \$ 50.00 (Katz)	W. Pollard
WDKT, 730, 1 KW/128 W	, COUNTRY (?)	, \$ 14.00 (Savalli)	Wayne Steele
WEUP, 1600, 5 KW/500 W (DA-N)	, BLACK	SBN, \$ 20.00 (---)	Leroy Garrett
WFIX, 1450, 1 KW	, NOSTALGIA	SMN, \$ 15.00 (---)	Dave Smith
WTAK, 1000, 10 KW	, AOR	, \$ 13.00 (Roslin)	
WAHR-F, 99.1, 100 KW @ 540, AC	NBC, \$ 33.00 (Torbet)		A. Hornbuckle
WDRM-F, 102.1, 100 KW @ 727, COUNTRY	, \$ 49.00 (HNWH)	(DECATUR)	Mark Bramlett
WNDA-F, 95.1, 50 KW @ 110, RELIGION	, \$ 13.00 (---)		Fred Wells
WZYP-F, 104.3, 100 KW @ 1118, CHR	ABC-C, \$ 58.00 (Christal)	(ATHENS)	Homer Dunnivant
WRSA-F, 96.9, 100 KW @ 830, BTFL/EZ	CBS, \$ 25.00 (---)	(DECATUR)	Paul Neilson

WENN - See Birmingham

NOTES: WAMX changes to WRVC-F (June). WGNT changes to WRVC (June).

INDIANAPOLIS

Arbitron Rank/Pop (12+): 36/1,009,100

Stations: 21/20

1988 Revenue: \$46,500,000

MSA Rank/Pop: 40/1,232,600

Diaries: 1664/606:1/53.4%

HH/ Inc: \$34,011

ADI #25

Sample Target: 1500

Retail \$: 9.6 Bil

Average Person Ratings: 17.1

% Below Line: 0.3%

Pop per Station: 50,455

Market TSL: 22.5 Hours

% Not Listed: 6.6%

#1 Biller: WIBC \$9,300,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ 1/4/CUME	12+ TSA CUME/CUME	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WFBQ-F (AOR)	250/14.5	13.8	14.9	12.8	13.7	14.0	443/ 5256	2665/26.4	25.1	25.4	103	16.6	318	3156	WFBQ-F
2. WIBC (MOR)	246/14.3	13.9	13.1	14.7	13.1	14.0	267/ 2879	2424/24.0	24.8	26.7	85	12.9	246	2186	WIBC
3. WZPL-F (CHR)	158/ 9.2	10.2	12.2	9.5	10.0	10.3	237/ 3591	2364/23.4	24.7	21.7	70	12.7	243	2792	WZPL-F
4. WXTZ-F (EZ)	157/ 9.1	7.6	8.6	7.0	8.0	8.1	223/ 2562	1714/17.0	14.9	15.4	92	6.8	129	1105	WXTZ-F
5. WFMS-F (C)	155/ 9.0	11.4	10.3	11.3	13.7	10.5	204/ 2817	1884/18.7	19.7	21.0	112	11.6	222	2109	WFMS-F
6. WENS-F (AC)	123/ 7.1	6.7	8.4	8.6	6.7	7.7	161/ 2831	1974/19.6	18.3	18.0	124	6.2	119	1903	WENS-F
7. WKLR-F (O)	118/ 6.9	6.6	4.3	5.0	5.2	5.7	195/ 2987	1718/17.0	13.6	13.7	166	4.3	83	1536	WKLR-F
8. WTLC-F (B)	108/ 6.3	8.8	7.7	8.0	8.2	7.7	117/ 1482	1384/13.7	12.3	13.7	103	10.0	191	1581	WTLC-F
9. WTPI-F (AC)	80/ 4.6	3.4	4.4	4.3	4.0	4.2	89/ 1438	1129/11.2	9.8	10.4	152	3.7	70	869	WTPI-F
10. WTUX (BB)	55/ 3.2	3.6	2.4	3.6	3.3	3.2	57/ 782	708/ 7.0	5.1	6.6	19	1.8	34	420	WTUX
11. WPZZ-F (B)	38/ 2.2	1.4	.4	.8	.5	1.2	39/ 591	575/ 5.7	1.8	2.3	45	2.9	55	698	WPZZ-F
12. WIRE (C)	28/ 1.6	2.0	1.8	2.2	2.2	1.9	29/ 685	614/ 6.1	4.9	8.9	106	1.0	19	424	WIRE
13.															
14.															
15.															

12+ FM SHARE (METRO): 76.48% (1229 of 1607) (FAL 87: 76.77%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZPL-F>>	1. WFBQ-F>>>	1. WFBQ-F>>>	1. WFBQ-F	1. WFBQ-F	1. WIBC>	1. WFBQ	1. WFBQ-F	1. WFBQ-F	1. WZPL-F	1. WIBC
2. WENS-F	2. WENS-F	2. WKLR-F	2. WKLR-F	2. WIBC	2. WXTZ-F	2. WIBC>>	2. WIBC<	2. WIBC	2. WFBQ-F	2. WTLC-F
3. WTLC-F	3. WZPL-F	3. WENS-F	3. WIBC	3. WKLR-F	3. WFMS-F>	3. WFMS-F	3. WXTZ-F	3. WFMS-F<	3. WFBQ-F	3. WFBQ-F
4. WFBQ-F	4. WFMS-F	4. WFMS-F	4. WENS-F	4. WFMS-F	4. WIRE	4. WZPL-F	4. WFMS-F	4. WXTZ-F	4. WENS-F	4. WFMS-F
5.	5. WTLC-F	5. WZPL-F<	5. WFMS-F	5. WENS-F	5. WTUX	5. WXTZ-F	5. WENS-F	5. WENS-F	5. WTLC-F>	5. WENS-F
6.	6. WKLR-F	6. WIBC	6. WTPI-F<	6. WXTZ-F	6.	6. WENS-F	6. WKLR-F	6. WZPL-F	6.	6. WZPL-F
7.	7. WTPI-F	7. WTLC-F	7. WXTZ-F	7. WTPI-F	7.	7. WTLC-F	7. WTPI-F	7. WKLR-F	7.	7.
8.	8.	8. WXTZ-F	8. WZPL-F	8. WTLC-F<	8.	8.	8.	8.	8.	8.
9.	9.	9. WTPI-F	9. WTLC-F	9. WZPL-F	9.	9.	9.	9.	9.	9.

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. WFBQ-F	1. WIBC	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>
2. WZPL-F	2. WENS-F>	2. WFBQ-F	2. WENS-F	2. WENS-F	2. WZPL-F	2. WZPL-F<<	2. WKLR-F	2. WKLR-F	2. WKLR-F
3. WENS-F	3. WZPL-F	3. WTPI-F	3. WFMS-F	3. WXTZ-F	3. WTLC-F	3. WKLR-F	3. WTLC-F	3. WFMS-F	3. WIBC
4. WFMS-F	4. WFMS-F	4. WFMS-F	4. WIBC	4. WFBQ-F	4. WFMS-F	4. WTLC-F	4. WFMS-F	4. WZPL-F	4. WFMS-F>
5. WPZZ-F	5. WTPI-F	5. WZPL-F	WZPL-F	5. WFMS-F	5. WENS-F	5. WFMS-F	WZPL-F	5. WIBC	5. WENS-F
6. WTLC-F	6. WTLC-F	6. WKLR-F	6. WXTZ-F	6. WKLR-F	6. WPZZ-F	6. WTPI-F	6. WENS-F	6. WTLC-F	6. WTLC-F
7. WXTZ-F	7. WXTZ-F	7. WIBC	7. WKLR-F	WTPI-F	7.	7.	7. WIBC	7. WENS-F	7. WXTZ-F
8.	8.	WXTZ-F	WTPI-F	8. WZPL-F	8.	8.	8.	8.	8.
9.	9.	9.	9.	9. WTLC-F	9.	9.	9.	9.	9.

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		158 (1)	158 (1)	9.8	10.7	WBCI-F	100.9	Lebanon	.6/ .7
AOR/CLASSIC		250 (1)	250 (1)	15.6	20.2	WBRI	1500	Indianapolis	.2/ .3
AC/OLDIES/SOFT ROCK	11 (1)	330 (4)	341 (5)	21.2	13.5	WGRT	810	Indianapolis	.5/ .9
MOR/VARIETY/FULL	252 (2)		252 (2)	15.7	14.6	WCBK-F	102.3	Martinsville	.7/1.4
COUNTRY	28 (1)	167 (2)	195 (3)	12.1	17.4	WNDE	1260	Indianapolis	.6/4.1
BLACK/URBAN		146 (2)	146 (2)	9.1	9.2	WTTS-F	92.3	Bloomington	.5/3.9
BTFL/EZ		157 (1)	157 (1)	9.8	8.5	WXIR-F	98.3	Plainfield	.6/2.7
NEWS/TALK						WXLW	950	Indianapolis	.8/2.2
NOSTALGIA	55 (1)		55 (1)	3.4	3.5	WLW	700	Cincinnati	.3/1.3
RELIGION/GOSPEL	32 (3)	11 (1)	43 (4)	2.7	2.2				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN		10 (1)	10 (1)	6.2					
			1607 (21)						

RADIO STATIONS

AM STATIONS

WBRI, 1500, 5 KW (DAYS,DA)	, RELIGION					
WGRT, 810, 250 W (DAYS)	, GOSPEL					
WIBC, 1070, 50 KW/10 KW (DA-2)	, MOR	NBC, NBC-T,	\$140.00 (Durpetti)			Universal
WIRE, 1430, 5 KW (DA-N)	, COUNTRY	ABC-I,	\$41.00 (Republic)			Sconnix
WNDE, 1260, 5 KW (DA-N)	, TALK	US 2,	\$34.00 (Katz)			ML Partners
WNDS, 1590, 5 KW/500 W (DA-2)	, RELIGION		\$20.00 (---)			Great American
WTUX, 1310, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,	\$45.00 (MMR)			Panache
WXLW, 950, 5 KW (DAYS,DA)	, RELIGION		\$13.00 (Savalli)			

FM STATIONS

WENS-F, 97.1, 23 KW @ 739, AC			\$107.00 (Christal)			Emmis
WFBQ-F, 94.7, 52 KW @ 850, AOR		Source,	\$140.00 (Katz)			Great American
WFMS-F, 95.5, 13 KW @ 1000, COUNTRY			\$110.00 (Mc-Guild)			Susquehanna
WKLR-F, 93.1, 13 KW @ 990, OLDIES			\$60.00 (Durpetti)			Sconnix
WTLC-F, 105.7, 50 KW @ 445, BLACK			\$70.00 (MMR)			Panache
WTPI-F, 107.9, 22 KW @ 885, SOFT AC		APR,CBS-R,	\$50.00 (Eastman)			
WXTZ-F, 103.3, 18 KW @ 860, BTFL/EZ			\$75.00 (Republic)			ML Partners
WZPL-F, 99.5, 10 KW @ 947, CHR		APR,	\$85.00 (HNWH)			Booth
WXIR-F, 98.3, 3 KW @ 296, RELIGION			\$15.00 (---)			(PLAINFIELD)
WATI-F, 107.1, 3 KW @ 300, COUNTRY			\$25.00 (Regional)			(DANVILLE)
WTTS-F, 92.3, 37 KW @ 1090, CONTEMP			\$30.00 (Republic)			Sarkes Tarzian (BLOOMINGTON)

CALLS

WGRT changes to WSYW

FORMATS

WGRT: To CLASSICAL (Nov)
WNDE: From OLDIES to TALK (Jan)

SALES

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/759,500

Stations: 21/19

1988 Revenue: \$22,500,000

MSA Rank/Pop: 59/894,200

Diaries: 1181/643:1/54.5%

HH Inc.: \$30,862

ADI #57

Sample Target: 1000

Retail \$: 5.9 Bill

Average Person Ratings: 17.4

% Below Line: 0.8%

Pop per Station: 39,974

Market TSL: 23.5 Hours

% Not Listed: 15.3%

#1 Biller: WAPE A/F \$4,300,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WAPE-F (CHR)	201/15.3	16.5	18.4	15.8	20.0	16.5	224/2767	2335/30.7	30.3	33.2	73	20.7	268	2826	WAPE-F
2. WFYV-F (AOR)	148/11.2	10.3	7.5	7.8	9.6	9.2	158/1650	1442/19.0	13.0	16.6	123	12.9	167	1503	WFYV-F
3. WQIK-F (C)	128/ 9.7	10.5	10.9	8.5	10.5	9.9	181/2060	1486/19.6	18.5	17.8	110	10.5	136	1560	WQIK-F
4. WAIV-F (AC)	102/ 7.7	6.7	8.7	6.9	7.8	7.5	107/1497	1412/18.6	20.0	19.4	129	5.3	69	927	WAIV-F
5. WPDQ-F (B)	88/ 6.7	7.4	5.8	3.9	4.0	6.0	91/ 915	841/11.1	11.3	7.6	79	7.6	99	1127	WPDQ-F
6. WIVY-F (AC)	86/ 6.5	8.5	6.2	7.9	6.7	7.3	95/1742	1477/19.4	16.3	19.0	132	7.2	93	1194	WIVY-F
7. WCRJ-F (C)	81/ 6.1	4.2	7.1	5.5	3.8	5.7	84/1087	967/12.7	12.4	9.3	116	5.3	69	910	WCRJ-F
8. WCGL (R/G)	50/ 3.8	1.1	2.4	3.1	2.6	2.6	50/ 322	322/ 4.2	2.7	3.0	58	3.3	43	361	WCGL
9. WEJZ-F (EZ)	49/ 3.7	4.1	3.4	6.4	4.0	4.4	66/ 892	660/ 8.7	9.1	9.9	97	2.2	28	376	WEJZ-F
10. WZAZ (B)	37/ 2.8	1.4	1.3	2.0	1.5	1.9	40/ 451	451/ 5.9	4.9	6.4	121	3.5	45	420	WZAZ
11. WSVE (R/G)	37/ 2.8	1.4	1.3	2.0	1.5	1.9	37/ 309	309/ 4.1	3.5	1.8	93	1.5	19	344	WSVE
12. WOKV (N/T)	30/ 2.3	4.0	3.0	3.6	3.5	3.2	34/ 631	533/ 7.0	7.3	9.5	104	1.4	18	328	WOKV

12+ PM SHARE (METRO): 80.73% (901 OF 1116) (FAL 87: 80.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPE-F>>1. WAPE-F<	1. WAPE-F<	1. WFYV-F	1. WFYV-F	1. WFYV-F	1. WQIK-F>	1. WAPE-F	1. WFYV-F>	1. WAPE-F>	1. WAPE-F>>1. WQIK-F>	1. WQIK-F>
2. WPDQ-F>>2. WFYV-F>>2. WFYV-F>	2. WAPE-F	2. WAPE-F	2. WAPE-F	2. WAPE-F	2. WCRJ-F	2. WFYV-F	2. WAPE-F	2. WFYV-F	2. WPDQ-F>	2. WAPE-F
3. 3. WAIV-F	3. WAIV-F	3. WAIV-F	3. WQIK-F	3. WQIK-F	3. WAIV-F	3. WQIK-F	3. WQIK-F	3. WQIK-F	3. WQIK-F	3. WCRJ-F
4. 4. WIVY-F	4. WQIK-F<	4. WQIK-F	4. WQIK-F	4. WQIK-F	4. WEJZ-F	4. WCRJ-F	4. WAIV-F	4. WAIV-F	4. WFYV-F	4. WZAZ <
5. 5. WPDQ-F	5. WIVY-F	5. WIVY-F	5. WIVY-F	5. WIVY-F	5. WCGL	5. WAIV-F	WIVY-F	5. WPDQ-F<	5. WAIV-F	5. WPDQ-F<
6. WQIK-F	6. WPDQ-F		6. WCRJ-F		6. WIVY-F	6. WCRJ-F	6. WIVY-F	6. WIVY-F	6. WIVY-F	6. WFYV-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. WFYV-F>>1. WFYV-F>>1. WFYV-F>	1. WFYV-F>>1. WFYV-F>	1. WFYV-F>	1. WFYV-F>
2. WPDQ-F>	2. WAIV-F	2. WAIV-F	2. WAIV-F	2. WAIV-F	2. WAPE-F>>2. WAPE-F>	2. WAPE-F	2. WAPE-F	2. WAPE-F	2. WQIK-F
3. WAIV-F	3. WFYV-F	WFYV-F	3. WIVY-F	3. WIVY-F	3. WAIV-F	3. WAIV-F	3. WIVY-F	3. WQIK-F	3. WAPE-F
4. WIVY-F	4. WIVY-F	4. WIVY-F	4. WCRJ-F<	4. WQIK-F	4. WPDQ-F	4. WIVY-F	4. WAIV-F	4. WAIV-F	4. WAIV-F
5. WCRJ-F	5. WPDQ-F	5. WCRJ-F	5. WFYV-F	5. WCRJ-F	5. WZAZ	5. WPDQ-F	5. WPDQ-F	5. WIVY-F	5. WIVY-F
6. WQIK-F	6. WCRJ-F	WPDQ-F	WQIK-F	6. WFYV-F	6. WFYV	6. WQIK-F	WQIK-F	6. WPDQ-F	6. WCRJ-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	1 (1)	206 (2)	207 (3)	18.5	24.5	WAPE	690	Jacksonville	.1/1.2
AOR/CLASSIC	15 (1)	148 (1)	163 (2)	14.6	11.5	WFYV	1460	Jacksonville	1.1/2.0
AC/OLDIES/SOFT ROCK	12 (1)	201 (4)	213 (5)	19.1	20.4	WJAX	1220	Jacksonville	.5/1.1
MOR/VARIETY/FULL						WQIK	1320	Jacksonville	.8/2.3
COUNTRY	11 (1)	209 (2)	220 (3)	19.7	17.9	WROS	1050	Jacksonville	.9/2.3
BLACK/URBAN	40 (1)	88 (1)	128 (2)	11.5	8.7	WRXJ	930	Jacksonville	.9/2.5
BTFL MUSIC/EZ		49 (1)	49 (1)	4.4	4.7	WSOS-F	105.5	St. Augustine	.5/2.2
NEWS/TALK	30 (1)		30 (1)	2.7	4.1	WNFI-F	99.9	Palatka	.4/2.5
NOSTALGIA	7 (1)		7 (1)	0.6	0.9	WOCL-F	105.9	DeLand	.5/1.2
RELIGION/GOSPEL	99 (3)		99 (3)	8.9	4.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN					2.9				

215 (10) 901 (11) 1116 (21)

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS)	, GOSPEL	SBN, \$ 20.00	(K & P)
WFYV, 1460, 5 KW (DA-N)	, AOR	, \$ 18.00	(Mc-Guild)
WJAX, 1220, 1 KW/44 W	, NOSTALGIA	, \$ 14.00	(---)
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	CBS, ABC-T, \$ 33.00	(MMR)
WZAZ, 1400, 1 KW	, BLACK	SBN, \$ 25.00	(Roslin)
WAIV-F, 96.9, 100 KW @ 935, AC		, \$ 85.00	(MMR)
WAPE-F, 95.1, 100 KW @ 860, CHR		, \$100.00	(Christal)
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY		, \$ 59.00	(Katz)
WEJZ-F, 96.1, 100 KW @ 830, BTFL/EZ		, \$ 53.00	(Christal)
WFYV-F, 104.5, 100 KW @ 700, AOR		NBC, \$ 80.00	(Mc-Guild)
WIVY-F, 102.9, 100 KW @ 984, AC		APR, \$ 74.00	(Torbet)
WQIK-F, 99.1, 100 KW @ 1049, COUNTRY		ABC-E, \$ 82.00	(Eastman)
WPDQ-F, 92.7, 3 KW @ 300, BLACK		NBN, SBN, \$ 32.00	(Republic)
			EZ
			Statewide
			Hoker
			ML Media
			Metroplex
			Taylor
			Jacor
			Willis

(GREEN COVE)

JOHNSON CITY - KINGSPORT - BRISTOL

Arbitron Rank/Pop (12+): 90/378,300

Stations: 26/22
Diaries: 811/466:1/61.1%
Sample Target: 770
% Below Line: 4.9%
% Not Listed: 11.1%

1988 Revenue: \$9,500,000
HH/ Inc: \$26,658
Retail \$: 2.7 Bil
Pop per Station: 17,195
#1 Biller: WQUT-F \$ 2,100,000

MSA Rank/Pop: 106/447,700
ADI# 86
Average Person Ratings: 15.8
Market TSL: 21.0 Hours

12+ METRO	1/4/SHARE	SPG 88	FAL 88	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WQUT-F (CHR)	117/19.6	22.6	24.1	25.2	19.5	---	168/ 2093	1455/38.5	36.3	37.5	94	27.4		WQUT-F
2. WXBQ-F (C)	105/17.6	19.4	17.9	17.2	18.4	---	167/ 1847	1113/29.4	33.7	31.7	114	17.6		WXBQ-F
3. WTFM-F (AC)	89/14.9	17.1	11.9	14.1	13.2	---	115/ 1377	1002/26.5	28.8	22.0	147	14.2		WTFM-F
4. WJCW (C)	43/ 7.2	7.2	9.9	7.6	7.7	---	43/ 534	503/13.3	14.8	14.9	74	4.3		WJCW
5. WZXY-F (CHR)	26/ 4.4	3.5	3.2	3.4	3.9	---	27/ 438	413/10.9	7.8	8.0	64	5.4		WZXY-F
6. WKPT (EZ)	24/ 4.0	3.1	2.2	1.7	1.4	---	25/ 304	289/ 7.6	6.5	6.3	70	2.0		WKPT
7. WUSJ-F (C)	20/ 3.4	3.1	3.4	5.3	1.6	---	20/ 362	345/ 9.1	6.0	7.6	129	3.2		WUSJ-F
8.														
9.														
10.														

12+ FM SHARE (METRO): 75.47% (400 of 530) (FAL 87: 71.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQUT-F>>>	1. WQUT-F>>>	1. WQUT-F<	1. WTFM-F	1. WTFM-F	1. WXBQ-F	1. WQUT-F<	1. WXBQ-F	1. WQUT-F	1. WQUT-F>	1. WQUT-F
2. WZXY-F>>>	2. WTFM-F	2. WTFM-F<	2. WXBQ-F<	2. WXBQ-F	2. WTFM-F>	2. WXBQ-F	2. WQUT-F	2. WXBQ-F	2. WXBQ-F	2. WXBQ-F<
3.	WXBQ-F>>>	3. WXBQ-F>>>	3. WQUT-F>>>	3. WQUT-F>>>	3. WJCW>	3. WTFM-F>	3. WTFM-F>	3. WTFM-F>	3. WTFM-F>	3. WJCW
4.	4. WZXY-F	4.	4.	4.	4. WQUT-F	4. WJCW	4. WJCW	4. WZXY-F	4. WZXY-F	4. WTFM-F
5.	5.	5.	5.	5.	5.	5.	5.	5. WJCW	5.	5.

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. WQUT-F>>>	1. WQUT-F>	1. WQUT-F	1. WTFM-F	1. WTFM-F	1. WQUT-F>>>	1. WQUT-F>>>	1. WQUT-F>>>	1. WQUT-F>	1. WXBQ-F<
2. WTFM-F	2. WXBQ-F	2. WXBQ-F	2. WQUT-F	2. WXBQ-F	2. WZXY-F	2. WTFM-F	2. WTFM-F	2. WXBQ-F	2. WQUT-F<
WXBQ-F>>>	3. WTFM-F>	3. WTFM-F>>>	3. WXBQ-F>>>	3. WQUT-F>>>	3. WXBQ-F>	3. WXBQ-F	3. WXBQ-F>>>	3. WTFM-F>	3. WTFM-F>
4.	4.	4.	4.	4.	4. WTFM-F	4.	4.	4.	4. WJCW

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		150 (4)	150 (4)	28.3	31.9	WABN-F 92.7 Abingdon .5/2.5
AOR/CLASSIC					0.6	WBEJ 1240 Elizabethtown .8/2.5
AC/OLDIES/SOFT ROCK	3 (1)	94 (2)	97 (3)	18.3	13.7	WDUF 1120 Duffield 1.2/1.3
MOR/VARIETY/FULL					1.3	WEMB 1420 Erwin 1.5/2.2
COUNTRY	62 (5)	146 (4)	208 (9)	39.2	43.9	WETB 790 Johnson City .5/2.4
BLACK/URBAN						WFHG 980 Bristol .5/3.3
BTFL/EZ		38 (2)	38 (2)	3.1	1.5	WGAT 1050 Gate City .3/2.3
NEWS/TALK						WIKQ-F 94.9 Greenville .8/4.3
NOSTALGIA	10 (1)		10 (1)	1.9		WKIN 1320 Kingsport .5/2.3
RELIGION/GOSPEL	19 (3)	7 (1)	26 (4)	4.9	4.8	WKTP 1590 Jonesboro .3/2.1
SPANISH						WMCH 1260 Church Hill 2.0/2.8
CLASSICAL						WMEV-F 93.9 Marion 1.0/2.1
JAZZ/NEW AGE						WOPI 1490 Bristol 1.7/3.0
OTHERS/UNKNOWN		14 (2)	14 (2)	1.2	1.3	WPRQ 870 Colonial Heights .5/1.3
			1217 (30)			WZAP 690 Bristol .7/3.5
						WMIT-F 106.9 Black Mountain 1.2/2.8
						WIVK-F 107.7 Knoxville 2.5/4.1
						WKSF-F 99.9 Asheville .7/2.9
						WOKI-F 100.3 Oak Ridge .5/1.8

RADIO STATIONS

WBEJ, 1240, 1 KW	, COUNTRY	, \$ 9.00 (---)	(ELIZABETHTOWN)
WFHG, 980, 5 KW/1 KW (DA-N)	, AC	, \$ 14.00 (Mc-Guild)	Nininger (BRISTOL,VA) W. Nininger
WJCW, 910, 5 KW/1 KW (DA-N)	, COUNTRY	CBS, \$ 27.00 (Katz)	Bloomington (JOHNSON CITY) Ken Maness
WKIN, 1320, 5 KW/500 W (DA-N)	, COUNTRY	, \$ 13.00 (Banner)	Bahakel (KINGSPORT) Wayne Grills
WKPT, 1400, 1 KW	, BTFL/EZ	ABC-E, \$ 14.00 (Republic)	Home News (KINGSPORT) Dav Widener
WMCH, 1260, 1 KW (DAYS	, GOSPEL	, \$ 7.00 (---)	(CHURCH HILL) Bettye Russell
WQUT-F, 101.5, 100 KW @ 1500, CHR/AOR	US 1, \$ 50.00 (Katz)	Bloomington (JOHNSON CITY) Ken Maness	
WTFM-F, 98.5, 100 KW @ 1260, AC	ABC-E, \$ 37.00 (Republic)	Home News (KINGSPORT) George DeVault	
WUSJ-F, 99.3, 3 KW @ -79, COUNTRY	NBC,CBS-R, \$ 18.00 (Durpetti)	(ELIZABETHTOWN) Norm Thomas	
WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY	ABC-I, \$ 44.00 (Mc-Guild)	Nininger (BRISTOL, VA) W. Nininger	
WZXY-F, 104.9, 1 KW @ 475, CHR	ABC-C, \$ 20.00 (Banner)	Bahakel (KINGSPORT) Wayne Grills	

NOTES: WETB sold for \$444,800.

KALAMAZOO

Arbitron Rank/Pop (12+): 163/183,300
 MSA Rank/Pop: 191/221,100
 ADI #37 (w/Grand Rapids)
 Average Person Ratings: 15.8
 Market TSL: 20.5 Hours

Stations: 19/10
 Diaries: 682/269:1/60.4%
 Sample Target: 610
 % Below Line: 20.1%
 % Not Listed: 19.4%

1988 Revenue: \$7,700,000
 HH Inc.: \$35,744
 Retail \$: 1.7 Bil
 Pop per Station: 18,330
 #1 Biller: WKFR-F \$2,400,000

12+ METRO	1/4/SHARE	SPG				4 BOOK AVG.	12+ TSA		12+ METRO		%		BIRCH SHARE	BIRCH AQH	BIRCH CUME
		88	FAL 87	SPG 87	FAL 86		CUME/CUME	RATING	SPG 88	FAL 87	25-54 CONVERSION				
1. WKFR-F (CHR)	50/17.3	28.5	20.4	15.6	14.6	84/1216	695/37.9	43.4	35.2	79					WKFR-F
2. WKZO (MOR)	29/10.0	12.6	13.1	12.9	10.4	43/ 701	512/27.9	25.0	32.9	88					WKZO
WNWN-F (C)	29/10.0	10.3	11.3	13.7	10.1	57/ 701	340/18.5	19.5	19.5	126					WNWN-F
4. WQLR-F (EZ)	23/ 8.0	9.5	9.1	9.1	10.1	36/ 555	343/18.7	17.4	16.5	71					WQLR-F
5. WJFM-F (O)	22/ 7.6	5.9	5.1	7.2	8.6	53/ 712	370/20.2	14.3	16.5	124					WJFM-F
6. WRKR-F (AOR)	21/ 7.3	---	---	---	---	38/ 480	306/16.7	---	---	139					WRKR-F
7. WOOD-F (EZ)	13/ 4.5	4.0	4.7	3.8	7.1	23/ 450	262/14.3	8.4	11.7	84					WOOD-F
8. WKMI (AC)	8/ 2.8	3.6	4.0	2.7	1.9	9/ 254	235/12.8	9.7	11.4	111					WKMI
9. WGRD-F (CHR)	7/ 2.4	2.8	4.4	3.8	3.7	24/ 510	214/11.7	13.4	17.4	54					WGRD-F
10. WLAV-F (AOR)	6/ 2.1	3.2	3.3	4.2	3.7	13/ 221	122/ 6.7	8.5	11.4	148					WLAV-F
WQSN (C)	6/ 2.1	1.6	2.5	3.4	1.1	6/ 145	119/ 6.5	4.3	4.2	29					WQSN

12+ FM SHARE (METRO): 78.11% (182 OF 233) (FAL 87: 72.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKFR-F>>>1. WKFR-F>	1. WKFR-F>	1. WKFR-F>	1. WKFR-F	1. WKFR-F	1. WKZO	1. WKFR-F	1. WKFR-F	1. WKFR-F>	1. WKFR-F>>>1. WQLR-F	1. WQLR-F
2. 2. WJFM-F	2. WJFM-F<	2. WNWN-F	2. WNWN-F	2. WNWN-F	2. WNWN-F	2. WKZO	2. WJFM-F	2. WNWN-F	2. WKZO	2. WKZO
3. 3. WRKR-F>	3. WRKR-F	3. WRKR-F	3. WRKR-F	3. WRKR-F>	3. WNWN-F	3. WNWN-F	3. WNWN-F	3. WJFM-F	3. WNWN-F	3. WKFR-F
4. 4. WNWN-F	4. WNWN-F>	4. WJFM-F>	4. WJFM-F	4. WJFM-F	4. WOOD-F	4. WQLR-F	4. WQLR-F	4. WRKR-F	4. WQLR-F	4. WOOD-F
5. WGRD-F	5. 5. WKZO	5. WKZO	5. WKZO	5. WKFR-F	5. WJFM-F	5. WJFM-F	5. WKZO	5. WKZO	5. WKZO	5. WQSN
						6. WRKR-F	6. WRKR-F	6. WQLR-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. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F	1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F	1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F	1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F	1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F	1. WJFM-F	1. WJFM-F>	1. WJFM-F	1. WJFM-F>	1. WNWN-F
2. 2. WRKR-F	2. 2. WRKR-F	2. 2. WRKR-F	2. 2. WRKR-F	2. 2. WNWN-F	2. WKFR-F	2. WRKR-F	2. WRKR-F	2. WRKR-F	2. WJFM-F
3. 3. WJFM-F	3. 3. WJFM-F	3. 3. WNWN-F	3. 3. WQLR-F	3. 3. WQLR-F	3. WRKR-F	3. WKFR-F>	3. WKFR-F	3. WNWN-F	3. WRKR-F
4. 4. 4. WJFM-F	4. 4. 4. WRKR-F	4. 4. WJFM-F	4. 4. WRKR-F	4. 4. WRKR-F	4. WGRD-F	4. WNWN-F	4. WNWN-F	4. WKFR-F>	4. WKFR-F
5. 5. 5. 5. WQLR-F	5. 5. 5. 5. WKZO	5. 5. WQLR-F	5. 5. WKZO	5. 5. WKZO	5. 5. WGRD-F	5. 5. WLAV-F	5. 5. 5. 5.	5. 5. 5. 5.	5. 5. 5. 5.

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%	STATION	SHARE	CUME	RATING
TOP 40/CHR/CONTEMP		59 (3)	59 (3)	25.3	32.5	WHEZ	1560	Portage	1.7/4.8
AOR/CLASSIC		30 (3)	30 (3)	12.8	4.0	WKPR	1420	Kalamazoo	1.0/2.9
AC/OLDIES/SOFT ROCK	13 (2)	28 (5)	41 (7)	17.6	16.1	WQXC-F	100.9	Otsego	.3/2.5
MOR/VARIETY/FULL	29 (1)		29 (1)	12.4	14.5				
COUNTRY	6 (1)	29 (1)	35 (2)	15.0	15.3	WKLQ-F	94.5	Holland	.7/5.5
BLACK/URBAN						WMJC-F	95.3	Battle Creek	.7/2.6
BTFL MUSIC/EZ		36 (2)	36 (2)	15.5	15.3	WYXX-F	96.1	Holland	.3/2.2
NEWS/TALK									
NOSTALGIA						WIBM-F	94.1	Jackson	.7/4.0
RELIGION/GOSPEL	3 (1)		3 (1)	1.3	2.4	WJXQ-F	106.1	Jackson	1.0/3.5
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN									
	51 (5)	182 (14)	233 (19)						

RADIO STATIONS

WHEZ, 1560, 4 KW (DAYS, DA)	, OLDIES	, \$ 12.00 (Christal)	
WKMI, 1360, 5 KW/1 KW (DA-N)	, AC	ABC-D, \$ 20.00 (Eastman)	
WKPR, 1420, 1 KW (DAYS, DA)	, RELIGION	, \$ 8.00 (---)	Kuiper
WKZO, 590, 5 KW (DA-N)	, MOR	CBS, MBS, \$ 40.00 (Mc-Guild)	
WQSN, 1470, 500 W/1 KW (DA-1)	, COUNTRY	, \$ 10.00 (Banner)	Fairfield
WKFR-F, 103.3, 50 KW @ 500, CHR		, \$ 50.00 (Eastman)	(BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 500, COUNTRY		ABC-E, \$ 35.00 (Christal)	(COLDWATER)
WQLR-F, 106.5, 33 KW @ 600, BTFL/EZ		, \$ 29.00 (Banner)	Fairfield
WRKR-F, 107.7, 50 KW @ 500, CLASSIC ROCK		, \$ 20.00 (---)	(PORTAGE)

MISCELLANEOUS COMMENTS WRKR signs on with Classic Rock (Oct.)...

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,279,200

Stations: 20/20
Diaries: 1387/922:1/56.0%
Sample Target: 1360
% Below Line: 0 %
% Not Listed: 6.4%

1988 Revenue: \$43,000,000
HH Inc.: \$36,363
Retail \$: 11.9 Bil
Pop per Station: 63,960
#1 Biller: WDAF \$5,300,000

MSA Rank/Pop: 29/1,545,400

ADI #29

Average Person Ratings: 16.5

Market TSL: 21.8 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO		SPG 88	FAL 87	% 25-54			BIRCH SHARE	BIRCH AQH	BIRCH CUME	
								CUME	RATING			CONVERSION						
1. WDAF (C)	232/11.0	12.1	12.9	12.6	12.8	12.2	464/5332	2691/21.0	21.5	21.7	100	11.3	265	2969	WDAF			
2. KCMO (N/T)	203/ 9.6	6.4	5.5	7.0	7.6	7.1	257/3454	2796/21.9	13.5	19.0	82	6.9	162	1902	KCMO			
3. KFKE A/F (C)	191/ 9.0	6.4	7.9	9.5	7.2	8.2	203/2410	2092/16.4	17.5	15.0	113	7.1	167	1975	KFKE A/F			
4. KYYS-F (AOR)	149/ 7.0	8.5	9.1	9.4	9.2	8.5	192/2674	2063/16.1	18.5	18.0	121	6.8	159	2061	KYYS-F			
5. KBEQ-F (CHR)	131/ 6.2	7.5	7.9	9.5	9.8	7.8	176/3333	2496/19.5	23.6	24.2	65	9.5	223	3219	KBEQ-F			
6. KMBR-F (EZ)	130/ 6.1	6.2	5.4	7.2	7.1	6.2	167/2127	1652/12.9	11.4	12.9	108	3.6	84	1071	KMBR-F			
7. KPRS-F (B)	127/ 6.0	6.4	5.9	6.7	7.6	6.3	128/1416	1345/10.5	8.8	9.8	95	6.6	156	1564	KPRS-F			
8. KXXR-F (AOR)	126/ 6.0	2.8	1.1	.6	.9	2.6	149/2085	1786/14.0	4.2	4.2	63	10.3	242	2284	KXXR-F			
9. KUDL-F (AC)	101/ 4.8	5.1	3.2	4.0	3.1	4.3	114/2068	1782/13.9	9.1	9.7	156	3.2	76	1213	KUDL-F			
10. KLSI-F (AC)	91/ 4.3	4.8	4.6	4.2	3.3	4.5	105/1519	1341/10.5	11.6	10.6	144	4.4	103	1041	KLSI-F			
11. KCPW-F (CHR)	88/ 4.2	4.9	5.7	5.1	3.4	5.0	106/2126	1765/13.8	15.8	13.6	102	3.1	73	1897	KCPW-F			
12. KMBZ (MOR)	84/ 4.0	6.6	6.7	3.3	5.0	5.2	94/1654	1523/11.9	18.1	14.1	63	6.0	141	1746	KMBZ			
13. KCFX-F (AOR)	80/ 3.8	4.6	5.3	5.2	3.9	4.7	111/1762	1389/10.9	12.7	11.4	137	6.5	153	1670	KCFX-F			
14. KJLA (BB)	74/ 3.5	2.2	2.4	2.1	2.6	2.6	75/ 778	772/ 6.0	6.5	5.8	17	1.4	33	514	KJLA			
15. WHB (O)	64/ 3.0	3.7	2.7	2.4	3.4	3.0	90/1889	1185/ 9.3	8.7	10.6	157	2.7	63	812	WHB			
16. KCWV-F (J/NA)	41/ 1.9	1.8	1.3	1.5	1.2	1.6	43/ 700	648/ 5.1	4.0	4.8	163	1.5	35	928	KCWV-F			
17.																		
18.																		
19.																		
20.																		
21.																		
22.																		
23.																		
24.																		
25.																		

12+ FM SHARE (METRO): 64.93% (1285 OF 1979) (FAL 87: 62.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBEQ-F>>>1. KFKE-F+	1. KFKE-F+	1. KFKE-F+	1. KFKE-F+	1. WDAF	1. WDAF	1. WDAF >	1. WDAF	1. WDAF	1. KMBZ	1. WDAF
2. KXXR-F>>>2. KYYS-F	2. KYYS-F	2. KYYS-F	2. KYYS-F	2. KFKE-F+	2. KCMO >	2. KCMO	2. KCMO	2. KFKE-F+	2. KCMO	2. KMBZ <
3. KPRS-F	3. KPRS-F	3. WDAF	WDAF	3. KYYS-F	3. KMBR-F	3. KFKE-F	3. KFKE-F	3. KYYS-F	3. KXXR-F	3. KCMO
4. KCPW-F	KXXR-F	4. KPRS-F	4. KUDL-F	4. KCMO	4. KFKE-F+	4. KYYS-F	4. KYYS-F	4. KCMO	4. KPRS-F	4. KFKE-F
5. KYYS-F	5. KCFX-F	5. KXXR-F<	5. KCMO	5. KMBR-F	KMBZ	5. KBEQ-F	5. KMBR-F	5. KBEQ-F	5. KYYS-F	5. KXXR-F
6.	6. KBEQ-F	6. KUDL-F	6. KLSI-F<	6. KLSI-F	6. KJLA	6. KMBR-F	6. KXXR-F	6. KPRS-F	6. KBEQ-F	6.
7.	7.	7.	7. KMBR-F	7.	7.	7.	7.	7. KMBR-F	7. KFKE-F+	7.
8.	8.	8.	KPRS-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. KPRS-F	1. KFKE-F+	1. KFKE-F+	1. KFKE-F+	1. WDAF	1. KXXR-F>	1. KYYS-F	1. KCFX-F	1. KYYS-F	1. KFKE-F+
2. KBEQ-F	2. KPRS-F	KUDL-F	2. KLSI-F	2. KLSI-F	2. KYYS-F	2. KFKE-F+	2. KFKE-F+	2. KFKE-F+	2. WDAF <
3. KFKE-F+	3. KLSI-F	3. KLSI-F	3. KCPW-F<	3. KFKE-F+	3. KFKE-F+	KXXR-F	3. KYYS-F	3. KXXR-F	3. KYYS-F
4. KCPW-F	4. KYYS-F	4. KYYS-F	4. WDAF	4. KCMO	4. KBEQ-F	4. KCFX-F	4. KPRS-F	4. KCFX-F	4. KCFX-F
KXXR-F	5. KBEQ-F	5. KPRS-F	5. KPRS	5. KUDL-F	5. KPRS-F>	5. KPRS-F>	5. KXXR-F	5. WDAF	5. KCMO <
6. KYYS-F	KCPW-F	6. KCPW-F	KUDL-F	6. KCPW-F<	6. KCPW-F	6. KBEQ-F	6. KUDL-F	6. KPRS-F	KUDL-F
7. KLSI-F	KUDL-F	7. KBEQ-F	7. KMBR-F	7. KMBR-F	7. KCFX-F	7. KUDL-F	7. KCWV-F	7.	7. KMBR-F
8. KCFX-F	8.	8. WDAF	8.	8.	8.	8.	WDAF	8.	8.
9.	9.	9.	9.	9.	9.	9.	9. KCMO	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		219 (2)	219 (2)	11.1	14.0	KCCV	1510	Independence	.6/1.3
AOR/CLASSIC		355 (3)	355 (3)	17.9	14.2	KPRT	1590	Kansas City	.9/2.7
AC/OLDIES/SOFT ROCK	64 (1)	192 (2)	256 (3)	12.9	11.3	KXTR-F	96.5	Kansas City	1.7/4.8
MOR/VARIETY/FULL	84 (1)		84 (1)	4.2	5.3				
COUNTRY	238 (2)	185 (1)	423 (3)	21.4	21.1				
BLACK/URBAN		127 (1)	127 (1)	6.4	8.8				
BTFL MUSIC/EZ		130 (1)	130 (1)	6.6	7.6				
NEWS/TALK	203 (1)		203 (1)	10.3	8.1				
NOSTALGIA	74 (1)		74 (1)	3.7	2.8				
RELIGION/GOSPEL	31 (2)		31 (2)	1.6	3.6				
SPANISH									
CLASSICAL		36 (1)	36 (1)	1.8	1.7				
JAZZ/NEW AGE		41 (1)	41 (1)	2.1	1.3				
OTHERS/UNKNOWN					0.4				

694 (8) 1285 (12) 1979 (20)									

RADIO STATIONS

AM STATIONS

KCCV, 1510, 10 KW (DAYS)	, RELIGION	, \$ 18.00 (---)	Bott	(INDEPENDENCE)
KCMO, 810, 50 KW/5 KW (DA-N)	, TALK/NEWS	MBS, ABC-I, \$ 80.00 (Mc-Guild)	Gannett	
KFKF, 1340, 1 KW	, COUNTRY	, \$ NA (HNWH)	Sconnix	
KJLA, 1190, 5 KW/250 W (DA-N)	, NOSTALGIA	MBS, \$ 35.00 (Roslin)		
KMBZ, 980, 5 KW (DA-2)	, MOR/TALK	NBC, \$ 70.00 (Durpetti)	Bonneville	
KPRT, 1590, 1 KW	, GOSPEL	MBS, \$ 22.00 (Republic)		
WDAF, 610, 5 KW	, COUNTRY	ABC-E, \$ 110.00 (Katz)	Great American	
WHB, 710, 10 KW/5 KW (DA-2)	, OLDIES	APR, \$ 53.00 (Christal)	Shamrock	
KCNW, 1380, 2.5 KW	, RELIGION	, \$ 20.00 (---)	Universal	

FM STATIONS

KBEQ, 104.3, 100 KW @ 984, CHR	ABC-C, \$ 86.00 (Banner)	Noble
KCFX, 100.7, 100 KW @ 846, CLASSIC ROCK	US 1, \$ 50.00 (MMR)	Hoker
KCPW, 94.9, 100 KW @ 1057, CHR	, \$ 55.00 (Mc-Guild)	Gannett
KFKF, 94.1, 100 KW @ 987, COUNTRY	, \$ 71.00 (HNWH)	Sconnix
KLSI, 93.3, 100 KW @ 1056, AC	CNN, \$ 62.00 (Banner)	Sandusky
KMBR, 99.7, 100 KW @ 950, BTFL/EZ	, \$ 70.00 (Durpetti)	Bonneville
KPRS, 103.3, 100 KW @ 450, BLACK	NBN, \$ 52.00 (Republic)	
KUDL, 98.1, 100 KW @ 550, AC	APR, \$ 67.00 (Christal)	Shamrock
KXTR, 96.5, 100 KW @ 1100, CLASSICAL	US 2, \$ 39.00 (CMBS)	
KXXR, 106.5, 100 KW @ 850, AOR	, \$ 35.00 (Republic)	Olympia
KYYS, 102.1, 100 KW @ 1013, AOR	SOURCE, \$ 85.00 (Katz)	Great American
KCWV, 98.9, 100 KW @ 990, JAZZ/NEW AGE	SMN, \$ 40.00 (CBS)	Ragan Henry (LEAVENWORTH, KS)

CALL LETTER CHANGES

KCWV-AM: Changes to KKLO

FORMAT CHANGES

KKLO: From Jazz/NA to Religion

STATION SALES

***** F O R M A T C O D E S *****	
* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

KNOXVILLE

Arbitron Rank/Pop (12+): 67/508,900
 MSA Rank/Pop: 85/599,200
 ADI #61
 Average Person Ratings: 16.7
 Market TSL: 22.0 Hours

Stations: 13/13
 Diaries: 959/531:1/52.6%
 Sample Target: 890
 % Below Line: 0
 % Not Listed: 11.8%

1988 Revenue: \$13,700,000
 HH/ Inc: \$27,698
 Retail \$: 5.0 Bil
 Pop per Station: 39,146
 #1 Biller: WIVK A/F\$5,200,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WIVK A/F (C)	280/33.0	35.8	35.5	35.6	34.9	35.0	457/ 4497	2644/52.0	44.6	48.1	119	36.0	338	2750 WIVK AF
2. WIMZ-F (AOR)	119/14.0	15.2	15.5	10.3	11.6	13.8	165/ 2076	1323/26.0	28.9	24.9	108	15.8	148	1451 WIMZ-F
3. WMYU-F (AC)	116/13.7	11.5	8.7	11.1	13.7	11.3	174/ 2502	1698/33.4	24.9	30.5	134	14.5	136	1835 WMYU-F
4. WEZK-F (EZ)	86/10.1	10.2	12.0	11.9	10.7	11.1	105/ 1299	965/19.0	20.0	20.0	67	6.6	62	865 WEZK-F
5. WOKI-F (CHR)	77/ 9.1	9.2	7.2	9.3	6.1	8.7	217/ 3089	1228/24.1	18.8	16.9	51	12.6	118	1140 WOKI-F
6. WGAP (C)	19/ 2.2	1.1	2.1	1.3	1.3	1.7	19/ 229	229/ 4.5	4.4	3.6	27	1.2	11	141 WGAP

12+ FM SHARE (METRO): 87.98% (659 of 749) (FAL 87: 85.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WOKI-F>>	1. WIMZ-F<	1. WIVK AF>>	1. WIVK AF>>	1. WIVK AF>>	1. WIVK A/F>>	1. WIVK A/F>>	1. WIVK AF>>	1. WIVK A/F>	1. WIVK A/F	1. WIVK-F>
2. WIMZ-F>	2. WIVK AF>	2. WIMZ-F<	2. WMYU-F	2. WMYU-F	2. WEZK-F>	2. WMYU-F	2. WEZK-F	2. WMYU-F	2. WIMZ-F	2. WMYU-F
3. WMYU-F	3. WMYU-F>	3. WMYU-F>>	3. WIMZ-F>	3. WIMZ-F>>	3. WMYU-F	3. WIMZ-F>	3. WIMZ-F<	3. WIMZ-F>	3. WMYU-F	3. WIMZ-F>
4.	4. WOKI-F	4. WOKI-F	4.	4. WEZK-F	4.	4. WOKI-F<	4. WMYU-F>	4. WEZK-F<	4. WOKI-F>	4. WEZK-F
5.	5.	5.	5.	5.	5.	5. WEZK-F	5. WOKI-F	5. WOKI-F	5. WEZK-F	5.

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. WOKI-F	1. WIVK AF>	1. WIVK A/F>>	1. WIVK AF>>	1. WIVK A/F>>	1. WIMZ-F>>	1. WIMZ-F	1. WIMZ-F	1. WIVK A/F	1. WIVK AF>>
2. WMYU-F	2. WMYU-F	2. WMYU-F<	2. WMYU-F>	2. WMYU-F>	2. WIVK A/F	2. WIVK A/F>	2. WIVA A/F>	2. WIMZ-F>	2. WIMZ-F
3. WIMZ-F	3. WIMZ-F	3. WIMZ-F>>	3. WIMZ-F	3. WIMZ-F	3. WOKI-F	3. WMYU-F>	3. WMYU-F>>	3. WMYU-F>	3. WMYU-F>
4. WIVK A/F	4. WOKI-F	4. WOKI-F	4. WOKI-F	4. WEZK-F	4. WMYU-F	4. WOKI-F	4. WOKI-F	4.	4.
5.	5.	5. WEZK-F	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		77 (1)	77 (1)	10.3	10.7	WKGN 1340 Knoxville 1.1/3.3
AOR/CLASSIC		119 (1)	119 (1)	15.9	13.0	WKNF-F 94.3 Oak Ridge 1.3/4.8
AC/OLDIES/SOFT ROCK	9 (1)	127 (2)	136 (3)	18.2	15.0	WNOX-F 99.3 Jefferson City .4/1.8
MOR/VARIETY/FULL						WQBB 1040 Powell 1.8/2.6
COUNTRY	56 (3)	250 (2)	306 (5)	40.9	44.0	WRJZ 620 Knoxville 1.2/4.8
BLACK/URBAN					1.1	WSEV 930 Sevierville .5/1.6
BTFL/EZ		86 (1)	86 (1)	11.5	11.7	
NEWS/TALK						
NOSTALGIA						
RELIGION/GOSPEL	10 (1)		10 (1)	1.3	2.4	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN	15 (1)		15 (1)	2.0	1.0	

RADIO STATIONS

WTNZ, 990, 10 KW (DA-2), COUNTRY, \$ 17.00 (---)
 WRJZ, 620, 5 KW (DA-N), RELIGION, ABC-D, \$ 12.00 (---)

WIVK (10 KW, 990) simulcasts with WIVK-F
 WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, BTFL/EZ, \$ 59.00 (Christal) South Central
 WIMZ-F, 103.5, 100 KW @ 1723, AOR, Source, \$ 70.00 (Christal) Stoner
 WIVK-F, 107.7, 100 K2 @ 1970, COUNTRY, ABC-E, \$100.00 (Katz) Dick
 WMYU-F, 102.1, 100 KW @ 1000, AC, US 1, \$ 65.00 (Eastman) Jacor (SEVIERVILLE)
 WOKI-F, 100.3, 100 KW @ 2000, CHR, ABC-F, \$ 44.00 (HNWH) (OAK RIDGE)
 WTNZ-F, 95.3, 3 KW @ 300, CHR, US 2, \$ 16.00 (Eastman) (CLINTON)

NOTES: WKGN sold for \$150,000

LANCASTER

Arbitron Rank/Pop (12+): 107/328,400

MSA Rank/Pop: 115/403,900

ADI #46 (W/ York & Harris.)

Average Person Ratings: 17.1

Market TSL: 22.5 Hours

Stations: 27/ 6

Diaries: 788/417:1/60.4%

Sample Target: 700

% Below Line: 39.1%

% Not Listed: 15.6%

1988 Revenue: \$6,300,000

HH/ Inc: \$32,938

Retail \$: 2.8 Bil

Pop per Station: 54,733

#1 Biller: WLAN-F \$2,200,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WLAN-F (CHR)	71/12.6	11.3	15.3	13.8	12.7	---	88/ 1275	944/28.7	29.4	30.3	108			WLAN-F
2. WNCE-F (EZ)	65/11.5	12.9	12.6	14.0	15.1	---	119/ 1387	692/21.1	22.9	20.8	90			WNCE-F
3. WARM-F (AC)	59/10.5	9.9	8.4	10.7	10.5	---	111/ 1369	783/23.8	18.8	18.1	154			WARM-F
4. WDAC-F (R/G)	46/ 8.2	9.0	8.1	7.1	8.3	---	57/ 591	438/13.3	13.8	13.9	71			WDAC-F
5. WIOV-F (C)	45/ 8.0	9.2	7.9	9.7	7.9	---	57/ 898	626/19.1	16.6	14.1	73			WIOV-F
6. WHTF-F (AOR)	31/ 5.5	6.6	5.7	4.7	5.4	---	56/ 753	435/13.2	9.7	13.3	113			WHTF-F
7. WRKZ-F (C)	29/ 5.2	9.4	6.3	6.9	5.6	---	101/ 1152	469/14.3	14.8	12.7	125			WRKZ-F
8. WQXA-F (CHR)	20/ 3.6	2.9	4.1	3.4	2.2	---	68/ 1250	460/14.0	10.7	12.0	81			WQXA-F
9. WRFY-F (CHR)	14/ 2.5	2.5	1.6	2.8	3.0	---	15/ 275	214/ 6.5	5.3	7.9	52			WRFY-F
10. WSBA (MOR)	13/ 2.3	1.0	2.6	1.8	1.6	---	48/ 735	174/ 5.3	3.7	5.5	70			WSBA
WYCR-F (CHR)	13/ 2.3	1.2	.6	.8	.4	---	57/ 980	316/ 9.6	5.9	4.3	83			WYCR-F

12+ FM SHARE (METRO): 94.11% (447 of 475) (FAL 87: 91.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WLAN-F>>	1. WLAN-F>	1. WLAN-F<	1. WARM-F	1. WARM-F	1. WNCE-F	1. WLAN-F	1. WNCE-F	1. WNCE-F	1. WDAC-F	1. WLPA
2. WQXA-F	2. WHTF-F	2. WARM-F>	2. WLAN-F>	2. WLAN-F	2. WDAC-F	2. WNCE-F<	2. WARM-F	2. WLAN-F	2. WLAN-F	2. WIOV-F
3. WYCR-F	3. WARM-F>	3. WNCE-F	3. WNCE-F	3. WNCE-F>	3. WIOV-F	3. WARM-F	3. WARM-F	3. WARM-F	3. WIOV-F	3. WLAN-F
4.	4.	4. WHTF-F	4. WHTF-F	4. WRKZ-F	4. WDAC-F	4. WDAC-F	4. WIOV-F	4. WDAC-F<	4. WNCE-F	4. WDAC-F<
5.	5.	5. WIOV-F	5. WRKZ-F	5. WHTF-F	5. WHTF-F	5. WIOV-F	5. WDAC-F	5. WIOV-F	5. WHTF-F	5. WNCE-F
6.	6.	6.	6. WIOV-F	6.	6.	6.	6.	6.	6. WQXA-F	6.

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. WLAN-F>>	1. WLAN-F>	1. WLAN-F	1. WARM-F	1. WARM-F	1. WHTF-F	1. WLAN-F	1. WLAN-F>	1. WLAN-F	1. WLAN-F
2. WNCE-F	2. WARM-F>	2. WARM-F>	2. WLAN-F>	2. WNCE-F	2. WIOV-F	2. WHTF-F>	2. WHTF-F	2. WHTF-F	2. WARM-F>
3. WQXA-F	3. WNCE-F	3. WHTF-F	3. WNCE-F>	3. WLAN-F>	3. WYCR-F	3. WARM-F	3. WARM-F	3. WARM-F	3. WHTF-F
4. WARM-F	4. WHTF-F	4. WNCE-F	4. WDAC-F	4. WDAC-F	4.	4.	4. WRKZ-F	4. WIOV-F	4. WRKZ-F
WHTF-F	5. WQXA-F	5. WDAC-F	5.	5. WRKZ-F	5.	5.	5.	5. WRKZ-F	5. WIOV-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		123 (5)	123 (5)	25.9	25.0	WLAN	1390	Lancaster	.5/4.6
AOR/CLASSIC		46 (5)	46 (5)	9.7	8.0	WLPA	1490	Lancaster	1.4/7.2
AC/OLDIES/SOFT ROCK		80 (5)	80 (5)	16.8	12.9	WCTX-F	92.1	Palmyra	.7/1.9
MOR/VARIETY/FULL	13 (1)		13 (1)	2.7	3.2	WGCB-F	96.1	Red Lion	.7/2.8
						WHP-F	97.3	Harrisburg	.5/1.8
COUNTRY		74 (2)	74 (2)	15.6	17.0	WIMX-F	99.3	Harrisburg	1.1/2.1
BLACK/URBAN		3 (1)	3 (1)	0.6	2.9	WNNK-F	104.1	Harrisburg	.9/3.5
BTFL/EZ		65 (1)	65 (1)	13.7	15.0	WTPA-F	93.5	Harrisburg	.5/2.3
NEWS/TALK	4 (1)		4 (1)	0.8	1.0	KYW	1060	Philadelphia	.7/5.2
NOSTALGIA	8 (1)		8 (1)	1.7	3.4	WBYO-F	107.5	BoyerTown	.4/2.3
RELIGION/GOSPEL		48 (2)	48 (2)	10.1	10.2	WGRX-F	100.7	Westminster, MD	.4/2.5
SPANISH						WMGK-F	102.9	Philadelphia	.5/2.0
CLASSICAL						WMMR-F	93.3	Philadelphia	.9/4.1
JAZZ/NEW AGE						WUGL-F	98.1	Philadelphia	1.6/3.1
OTHERS/UNKNOWN	3 (1)	8 (2)	11 (3)	2.3	1.5	WUSL-F	98.9	Philadelphia	.5/2.7
						WYSP-F	94.1	Philadelphia	.9/2.2

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), NOSTALGIA/JAZZ	CBS, MBS, \$ 10.00 (HNWH)	Peoples	Sam Altdoeffer
WLPA, 1490, 1 KW, NOSTALGIA	NBC, \$ 12.00 (Torbet)	Hall	Bill Baldwin
WDAC-F, 94.5, 50 KW @ 500, RELIGION	, \$ 25.00 (Savalli)		Paul Hollinger
WIOV-F, 105.1, 50 KW @ 500, COUNTRY	ABC-E, \$ 30.00 (HNWH)	Brill	Jack Weinlein
WLAN-F, 96.9, 50 KW @ 500, CHR	ABC-R, ABC-F, \$ 45.00 (HNWH)	Peoples	Sam Altdoeffer
WNCE-F, 101.3, 50 KW @ 500, BTFL/EZ	NBC, \$ 36.00 (Torbet)	Hall	Bill Baldwin
WRFY - See Reading			

Other ranked stations - see York or Harrisburg

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LANSING

Arbitron Rank/Pop (12+): 98/357,200

Stations: 20/14
Diaries: 806/443:1/55.2%
Sample Target: 780
% Below Line: 7.8%
% Not Listed: 16.5%

1988 Revenue: \$11,500,000
HH/ Inc: \$35,080
Retail \$: 3.0 Bil
Pop per Station: 25,514
#1 Biller: WVIC A/F \$3,000,000

MSA Rank/Pop: 109/431,600

ADI# 101

Average Person Ratings: 16.9

Market TSL: 22.0 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WVIC-F (CHR)	116/19.2	21.5	21.6	19.3	19.5	20.4	159/ 2024	1404/39.3	35.8	37.6	84	20.0	143	1558 WVIC-F
2. WITL A/F (C)	77/12.8	16.7	16.0	16.3	16.2	15.5	143/ 1596	893/25.0	26.1	24.6	118	15.9	113	1001 WITL AF
3. WJIM-F (EZ)	55/ 9.1	5.6	6.4	8.5	7.6	7.4	65/ 887	667/18.7	12.9	14.6	78	4.9	35	422 WJIM-F
4. WPMK-F (AC)	44/ 7.3	7.5	5.9	8.3	5.1	7.3	63/ 1106	668/18.7	13.7	16.5	140	6.4	46	554 WPMK-F
5. WIBM-F (O)	41/ 6.8	4.7	5.2	4.1	5.8	5.2	86/ 1059	513/14.4	14.4	12.9	150	5.3	38	427 WIBM-F
6. WJXQ-F (AOR)	37/ 6.1	4.5	5.2	4.6	4.7	5.1	52/ 851	509/14.2	12.1	13.4	102	6.0	43	503 WJXQ-F
7. WLNZ-F (CHR)	31/ 5.1	5.3	5.3	4.9	3.0	5.2	31/ 628	610/17.1	12.7	8.3	43	6.9	49	703 WLNZ-F
8. WJR (MOR)	27/ 4.5	5.6	4.5	4.1	6.7	4.7	90/ 1519	485/13.6	13.0	14.9	76	3.8	27	395 WJR
9. WMMQ-F (AOR)	20/ 3.3	4.7	4.1	4.2	4.6	4.1	23/ 544	461/12.9	11.2	15.6	94	6.2	44	590 WMMQ-F
10. WLS-F (AC)	13/ 2.1	2.9	2.5	4.4	4.4	3.0	13/ 282	282/ 7.9	8.4	12.6	119	1.7	12	246 WLS-F
11. WJIM (EZ)	12/ 2.0	.4	1.2	.9	.4	1.1	12/ 252	182/ 5.1	3.1	4.9	60	1.0	7	99 WJIM

12+ FM SHARE (METRO): 88.51% (447 of 505) (FAL 87: 83.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F>>	1. WVIC-F>>	1. WITL A/F	1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WITL-F
2. WLNZ-F>>	2. WJXQ-F	2. WITL A/F	2. WITL A/F2	2. WITL AF2	2. WJIM-F>	2. WITL A/F>	2. WITL A/F2	2. WITL A/F	2. WJXQ-F	2. WJXQ-F
3.	3. WITL A/F3	3. WPMK-F<	3. WPMK-F	3. WIBM-F	3. WJR	3. WJIM-F	3. WJIM-F	3. WJIM-F	3. WITL A/F	3. WJIM-F
4.	4. WIBM-F	4. WIBM-F	4. WIBM-F>	4. WPMK-F	4. WVIC-F	4. WPMK-F	4. WPMK-F>	4. WPMK-F<	4. WLNZ-F	4. WVIC-F
5.	5. WPMK-F	5. WJXQ-F	5. WJXQ-F	5. WJIM-F	5. WPMK-F	5. WIBM-F	5. WIBM-F	5. WIBM-F	5. WIBM-F	5. WJIM-F
6.	6.	6.	6.	6.	6.	6.	6.	6.	6.	6. WJIM

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. WVIC-F>>	1. WVIC-F>>	1. WVIC-F	1. WVIC-F>>	1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WVIC-F	1. WVIC-F>	1. WVIC-F
2. WLNZ-F	2. WPMK-F	2. WITL A/F	2. WPMK-F	2. WPMK-F	2. WJXQ-F>>	2. WJXQ-F>>	2. WJXQ-F	2. WJXQ-F	2. WITL AF
3. WPMK-F	3. WITL A/F3	3. WPMK-F>	3. WITL A/F	3. WITL A/F	3. WMMQ-F	3. WIBM-F	3. WIBM-F	3. WITL A/F	3. WIBM-F>
4. WIBM-F	4. WIBM-F	4. WIBM-F	4. WIBM-F	4. WJIM-F	4. WITL A/F	4. WMMQ-F	4. WITL A/F	4. WIBM-F>	4. WJXQ-F
5. WJIM-F	5. WLNZ-F	5.	5. WJIM-F	5. WIBM-F	5.	5. WITL A/F	5.	5. WMMQ-F	5. WJIM-F
6.	6.	6.	6. WLNZ-F	6.	6.	6.	6.	6. WPMK-F	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	1 (1)	154 (3)	155 (4)	30.7	24.6	WLS 1320 Lansing 1.3/7.0
AOR/CLASSIC		61 (3)	61 (3)	12.1	14.2	WVIC 730 East Lansing .2/1.5
AC/OLDIES/SOFT ROCK		100 (4)	100 (4)	19.8	17.7	WXLA 1180 Dimondale .5/2.3
MOR/VARIETY/FULL	27 (1)		27 (1)	5.3	7.7	WIOG-F 102.5 Bay City 1.2/5.2
COUNTRY	7 (1)	73 (2)	80 (3)	15.8	18.7	WJFM-F 93.7 Grand Rapids .3/1.7
BLACK/URBAN	11 (2)		11 (2)	2.2	5.9	WNWN-F 98.5 Coldwater .5/1.1
BTFL/EZ	12 (1)	59 (2)	71 (3)	14.1	10.8	WOOD-F 105.7 Grand Rapids .7/4.5
NEWS/TALK						WRIF-F 101.1 Detroit .7/2.8
NOSTALGIA						
RELIGION/GOSPEL					0.4	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN						

505 (20)

RADIO STATIONS

WLS, 1320, 5 KW/1 KW (DA-2), BLACK	CBS, \$ 14.00 (Banner)	
WJIM, 1240, 1 KW, BTFL	NBC, \$ 13.00 (Torbet)	Leicinger
WXLA, 1180, 1 KW (DAYS,DA), BLACK	, \$ 14.00 (Patt)	
WPMK-F 99.1, 28 KW @ 600, AC	, \$ 41.00 (Republic)	Liggett
WIBM-F, 94.1, 50 KW @ 500, OLDIES	US 2, \$ 30.00 (MMR)	(JACKSON)
WLS-F, 101.7, 3 KW @ 180, AC	CBS, \$ 28.00 (Banner)	
WITL-F, 100.7, 27 KW @ 680, COUNTRY	ABC-E, \$ 51.00 (Mc-Guild)	Midwest Family
WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ	NBC, \$ 30.00 (Torbet)	Leicinger
WJXQ-F, 106.1, 50 KW @ 500, AOR	ABC-C, \$ 26.00 (Christal)	(JACKSON)
WLNZ-F, 92.1, 3 KW @ 300, CHR	, \$ 22.00 (MMR)	(ST. JOHNS)
WMMQ-F, 92.7, 1.5 KW @ 466, CLASSIC AOR	Source, \$ 29.00 (HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500, CHR	, \$ 68.00 (Katz)	Goodrich
WJR - See Detroit	WIOG-F - See Saginaw	

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LAS VEGAS

Arbitron Rank/Pop (12+): 74/520,700

MSA Rank/Pop: 83/609,700
ADI #95

Average Person Ratings: 17.9
Market TSL: 23.8 Hours

Stations: 20/19
Diaries: 838/621:1/45.8%
Sample Target: 820
% Below Line: 1.3%
% Not Listed: 19.1%

1988 Revenue: \$19,200,000
HH/ Inc: \$30,679
Retail \$: 5.1 Bil
Pop per Station: 27,405
#1 Biller: KFMS A/F \$2,600,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KFMS A/F (C)	107/11.4	12.7	10.9	10.9	9.5	11.5	113/ 1057	990/19.0	16.7	17.3	124	12.0	119	832 KFMS A/F
2. KXTZ-F (EZ)	96/10.3	9.2	11.0	13.1	9.6	10.9	106/ 813	747/14.3	16.3	16.7	75	7.8	77	630 KXTZ-F
3. KLUC-F (CHR)	85/ 9.1	10.9	10.6	10.7	11.3	10.3	86/ 1234	1206/23.2	27.1	23.8	54	10.5	104	1304 KLUC-F
4. KKLZ-F (AOR)	75/ 8.0	9.3	7.1	8.6	4.7	8.3	76/ 803	765/14.7	14.1	11.7	115	8.6	85	743 KKLZ-F
5. KYRK-F (CHR)	60/ 6.4	6.2	8.0	5.3	8.2	6.5	67/ 921	873/16.8	22.8	20.7	33	8.9	88	1131 KYRK-F
6. KMZQ-F (AC)	51/ 5.5	4.8	6.1	4.9	6.0	5.3	51/ 682	675/13.0	13.8	11.4	127	3.3	33	390 KMZQ-F
7. KOMP-F (AOR)	47/ 5.0	6.0	4.8	4.4	7.1	5.1	48/ 762	730/14.0	13.1	12.2	106	8.1	80	712 KOMP-F
8. KORK (BB)	40/ 4.3	4.4	5.2	2.7	5.9	4.2	40/ 442	442/ 8.5	8.3	8.5	44	3.4	34	437 KORK
9. KRLV-F (AC)	39/ 4.2	2.1	3.1	3.5	1.7	3.2	39/ 502	507/ 9.7	6.7	4.8	157	4.2	41	343 KRLV-F
10. KDWN (T)	26/ 2.8	3.2	2.1	3.7	3.9	3.0	27/ 370	345/ 6.6	7.3	6.6	75	2.4	24	414 KDWN
11. KRRI-F (O)	22/ 2.4	2.1	1.8	2.1	1.8	2.1	22/ 337	337/ 6.5	6.5	7.2	171	2.7	27	297 KRRI-F
12. KLSQ-F (O)	21/ 2.3	3.1	3.3	3.4	3.3	3.0	21/ 526	526/10.1	8.6	8.1	122	2.0	20	300 KLSQ-F
KEYV-F (J/NA)	21/ 2.3	1.9	1.8	3.9	2.4	2.5	21/ 298	298/ 5.7	4.9	5.5	157	1.4	14	338 KEYV-F
KNUU (N/T)	21/ 2.3	2.1	2.0	3.0	3.3	2.4	21/ 321	321/ 6.2	7.3	8.1	57	.6	6	190 KNUU
15. KENO (O)	14/ 1.5	2.7	2.4	1.8	2.2	2.1	14/ 275	275/ 5.3	7.6	5.2	160	1.8	18	172 KENO

12+ FM SHARE (METRO): 83.55% (630 of 754) (FAL 87: 77.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KLUC-F<	1. KKLZ-F>	1. KKLZ-F<	1. KFMS A/F	1. KFMS AF>	1. KXTZ-F	1. KFMS A/F	1. KFMS A/F1.	1. KFMS A/F	1. KLUC-F>	1. KFMS-F>>
2. KYRK-F>>	2. KLUC-F	2. KFMS A/F	2. KKLZ-F>	2. KKLZ-F	2. KFMS A/F>2.	2. KXTZ-F	2. KXTZ-F	2. KLUC-F	2. KFMS-F	2. KDWN
3.	3. KOMP-F	3. KLUC-F	3. KRLV-F	3. KXTZ-F	3. KORK	3. KLUC-F<	3. KKLZ-F	3. KKLZ-F	3. KXTZ-F	3. KORK
4.	4. KFMS A/F4.	4. KOMP-F	4. KMZQ-F	4. KMZQ-F	4. KMZQ-F	4. KKLZ-F	4. KMZQ-F<	4. KXTZ-F	4. KYRK-F>	4. KNUU
5.	5. KYRK-F	5. KMZQ-F	5. KOMP-F	5. KRLV-F	5. KDWN	5. KMZQ-F<	5. KLUC-F	5. KYRK-F	5.	5. KKLZ-F
6.	6.	KRLV-F	6.	6.	6.	6. KORK	6. KOMP-F	6.	6.	6.

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. KLUC-F	1. KFMS A/F	1. KFMS AF>	1. KFMS A/F>	1. KKLZ-F	1. KKLZ-F>>	1. KKLZ-F>>	1. KKLZ-F>	1. KKLZ-F<
2. KYRK-F	KFMS AF<	2. KMZQ-F	2. KRLV-F	2. KRLV-F<	2. KLUC-F	2. KLUC-F	2. KFMS A/F	2. KOMP-F	2. KFMS A/F
3. KOMP-F	3. KMZQ-F	3. KKLZ-F	3. KLUC-F	3. KMZQ-F	3. KOMP-F	3. KOMP-F>	3. KOMP-F	3. KLUC-F	3. KXTZ-F
4. KMZQ-F	4. KKLZ-F	4. KRLV-F	4. KMZQ-F	4. KXTZ-F	4. KYRK-F	4. KYRK-F	4. KLUC-F	4. KFMS A/F	4. KOMP-F
5. KKLZ-F	5. KOMP-F	5. KOMP-F	5. KKLZ-F	5. KKLZ-F	5.	5. KFMS A/F	5. KLSQ-F	5. KYRK-F	5. KMZQ-F
6.	6. KYRK-F	6.	6.	6. KLUC-F	6.	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		145 (2)	145 (2)	19.2		14.7	KMTW 1340 Las Vegas .9/2.7
AOR/CLASSIC	5 (1)	122 (2)	127 (3)	16.8		14.2	KROL 870 Laughlin .4/2.3
AC/OLDIES/SOFT ROCK	14 (1)	133 (4)	147 (5)	19.5		21.0	KRSR 1140 N. Las Vegas .5/1.4
MOR/VARIETY/FULL						0.5	KUDA-F 107.5 Pahrump 1.3/4.1

COUNTRY	6 (1)	101 (1)	107 (2)	14.2		12.3
BLACK/URBAN	8 (1)		8 (1)	1.1		10.0
BTFL/EZ		96 (1)	96 (1)	12.7		11.5
NEWS/TALK	51 (3)		51 (3)	6.8		8.7
NOSTALGIA	40 (1)		40 (1)	5.3		7.1
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE		21 (1)	21 (1)	2.8		
OTHERS/UNKNOWN		12 (1)	12 (1)	1.6		

NOTES: KMZQ-F sold by Olympia to Commonwealth for \$6,700,000 (MVP). KEYV-F sold to Nemesis for \$4,400,000 (Montcalm).

RADIO STATIONS 754 (20)

KDWN, 720, 50 KW (DA-N)	, TALK	, \$ 22.00 (Banner)
KENO, 1460, 5 KW/1 KW (DA-N)	, OLDIES	, \$ 17.00 (Christal)
KRSR, 1140, 10 KW/2.5 KW (DA-N)	, CHR/AOR	, \$ 16.00 (Mc-Guild)
KNUU, 970, 5 KW/500 W (DA-2)	, TALK	CBS, MBS, \$ 15.00 (---)
KORK, 920, 5 KW/500 W (DA-N)	, NOSTALGIA	ABC-I, \$ 25.00 (MMR)
KMTW, 1340, 1 KW	, BLACK	SMN, \$ 16.00 (Banner)
KEYV-F, 93.1, 50 KW @ 103	, JAZZ/NEW AGE	, \$ 30.00 (HNWH)
KFMS-F, 101.9, 100 KW @ 1110	, COUNTRY	, \$ 47.00 (Katz)
KKLZ-F, 96.3, 100 KW @ 1170	, CLASSIC AOR	, \$ 34.00 (Banner)
KLSQ-F, 95.5, 100 KW @ 1120	, OLDIES	, \$ 27.00 (Torbet)
KLUC-F, 98.5, 100 KW @ 1180	, CHR	ABC-C, \$ 61.00 (Mc-Guild)
KMZQ-F, 100.5, 98 KW @ 1180	, AC	, \$ 44.00 (Republic)
KOMP-F, 92.3, 100 KW @ 1520	, AOR	, \$ 40.00 (Christal)
KRRI-F, 105.5, 120 KW @ 1477	, OLDIES	MBS, \$ 21.00 (Torbet)
KXTZ-F, 94.1, 100 KW @ 1210	, BTFL/EZ	, \$ 45.00 (Durpetti)
KYRK-F, 97.1, 50 KW @ 1950	, CHR/URBAN	ABC-E, \$ 35.00 (MMR)
KRLV-F, 106.3, 100 KW @ 1155	, SOFT AC	, \$ 26.00 (Eastman)

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LEXINGTON

Arbitron Rank/Pop (12+): 127/279,200
 MSA Rank/Pop: 139/334,400
 ADI #74
 Average Person Ratings: 16.0
 Market TSL: 21.0 Hours

Stations: 14/13
 Diaries: 740/377:1/55.2%
 Sample Target: 660
 % Below Line: 1.1%
 % Not Listed: 13.6%

1988 Revenue: \$11,300,000
 HH Inc.: \$31,229
 Retail \$: 2.7 Bil
 Pop per Station: 21,477
 #1 Biller: WVLK-F \$2,400,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WVLK-F (C)	82/18.3	15.4	16.5	13.0	17.2		212/2391	904/32.4	28.9	30.3	119	14.9	69	799	WVLK-F
2. WLAP-F (CHR)	51/11.4	13.9	15.5	14.2	9.7		140/1983	747/26.8	31.0	30.3	111	10.8	50	877	WLAP-F
3. WKQQ-F (AOR)	47/10.5	14.9	13.0	9.9	10.9		83/1272	673/24.1	25.2	24.4	106	18.8	87	737	WKQQ-F
WCKU-F (B)	47/10.5	---	---	---	---		55/ 609	459/16.4	---	---	87	17.1	79	444	WCKU-F
5. WVLK (MOR)	40/ 8.9	9.9	8.8	9.9	10.0		46/ 842	660/23.6	20.9	20.9	98	5.6	26	373	WVLK
6. WCOZ-F (AC)	26/ 5.8	5.5	4.3	4.8	6.0		27/ 487	391/14.0	11.5	12.3	136	4.1	19	271	WCOZ-F
7. WFMI-F (CHR)	25/ 5.6	7.9	9.5	10.6	13.2		38/ 794	535/19.2	19.6	23.3	50	9.3	43	509	WFMI-F
8. WBBE (BB)	15/ 3.4	2.7	3.0	3.4	3.2		16/ 198	171/ 6.1	5.4	4.7	24	1.1	5	72	WBBE
9. WCGW (R/G)	12/ 2.7	2.7	2.0	1.2	.7		19/ 182	107/ 3.8	3.4	2.3	104	.4	2	66	WCGW
WLAP (O)	12/ 2.7	3.2	3.3	3.6	5.0		16/ 368	245/ 8.8	11.5	11.6	104	1.3	6	153	WLAP
11. WMGB-F (AC)	10/ 2.2	3.7	3.8	5.0	2.7		11/ 354	321/11.5	11.1	12.7	127	1.9	9	181	WMGB-F
12. WJMM-F (R/G)	9/ 2.0	1.7	2.8	2.9	2.2		15/ 328	225/ 8.1	6.3	6.8	120	1.9	9	223	WJMM-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 76.94% (297 OF 386) (FAL 87: 73.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WFMI-F>>1. WKQQ-F	1. WVLK-F	1. WVLK-F	1. WVLK-F	1. WVLK-F	1. WVLK-F	1. WVLK-F	1. WVLK-F	1. WVLK-F	1. WCKU-F	1. WVLK-F>>
2. WCKU-F>	2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WVLK	2. WVLK >	2. WLAP-F	2. WLAP-F	2. WFMI-F	2. WCKU-F>
3. WLAP-F	3. WVLK-F	3. WKQQ-F	3. WKQQ-F	3. WKQQ-F	3. WCOZ-F	3. WLAP-F	3. WKQQ-F	3. WKQQ-F	3. WKQQ-F	3. WJMM-F
4. WVLK-F	4. WCKU-F	4. WCKU-F	4. WCKU-F	4. WCKU-F	4. WBBE	4. WCKU-F	4. WCKU-F	4. WCKU-F	4. WVLK-F	WLAP-F
WKQQ-F	5.	5.	5. WVLK	5. WVLK	5. WLAP-F	5. WKQQ-F	5. WCOZ-F	5. WCOZ-F	5. WLAP-F	5.
			6. WCOZ-F	6. WCOZ-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. WCKU-F	1. WVLK-F	1. WVLK-F	1. WVLK-F	1. WVLK-F	1. WKQQ-F	1. WKQQ-F	1. WKQQ-F	1. WKQQ-F	1. WVLK-F
WVLK-F	2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WVLK-F	2. WKQQ-F
3. WLAP-F	3. WKQQ-F	3. WKQQ-F	3. WKQQ-F	3. WCOZ-F	WCKU-F	WCKU-F	WVLK-F	3. WCKU-F	3. WCKU-F
4. WKQQ-F	WCKU-F	4. WCGW	WCKU-F	4. WVLK	4. WFMI-F	4. WVLK-F	WCKU-F	4. WLAP-F	4. WLAP-F
5.	5. WCGW	5. WCKU-F	5. WCOZ-F	WKQQ-F	5.	5.	5.	5. WVLK	5. WVLK

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		76 (2)	76 (2)	19.7	27.8	WLXG 1300 Lexington 1.1/4.6
AOR/CLASSIC		47 (1)	47 (1)	12.2	14.2	WHAS 840 Louisville 1.1/5.4
AC/OLDIES/SOFT ROCK	5 (1)	36 (2)	41 (3)	10.6	11.7	
MOR/VARIETY/FULL	57 (3)		57 (3)	14.8	15.3	
COUNTRY		82 (1)	82 (1)	21.2	20.8	
BLACK/URBAN		47 (1)	47 (1)	12.1		
BTFL MUSIC/EZ					1.4	
NEWS/TALK						
NOSTALGIA	15 (1)		15 (1)	3.9	3.3	
RELIGION/GOSPEL	12 (1)	9 (1)	21 (2)	5.4	5.3	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN						
	89 (6)	297 (8)	386 (14)			

RADIO STATIONS	POWER	W	DA	PROGRAM	STATION	LOCATION
WBEE	1580	10 KW/45 W	(DA-1)	NOSTALGIA	Audubon	(GEORGETOWN)
WLAP	630	5 KW/1 KW	(DA-2)	MOR	Trumper	
WLXG	1300	2.5 KW/1 KW	(DA-N)	OLDIES	Martin	
WVLK	590	5 KW/1 KW	(DA-2)	MOR	Bluegrass	
WCOZ-F	96.7	3 KW @ 300		SOFT AC		
WFMI-F	100.1	1 KW @ 460		CHR	Martin	(PARIS)
WKQQ-F	98.1	100 KW @ 551		AOR	Premier	(WINCHESTER)
WLAP-F	94.5	100 KW @ 660		CHR	Village	
WVLK-F	92.9	100 KW @ 854		COUNTRY	Trumper	
WMGB-F	103.1	3 KW @ 300		AC	Bluegrass	
WJMM-F	106.3	3 KW @ 316		RELIGION	Audubon	(GEORGETOWN)
WCKU-F	102.5	2 KW @ 350		BLACK	Mortenson	(VERSAILLES)
						(NICHOLASVILLE)

MISCELLANEOUS COMMENTS WHRS, WFMI-F (Winchester) sold to Premier for \$3,300,000 (Blackburn)... WCKU debuts with a Black format...

LITTLE ROCK

Arbitron Rank/Pop (12+): 82/420,300

Stations: 16/16
Diaries: 868/484:1/55.7%
Sample Target: 800
% Below Line: 0
% Not Listed: 11.9%

1988 Revenue: \$13,200,000
HH/ Inc: \$32,274
Retail \$: 3.4 Bil
Pop per Station: 26,269
#1 Biller: KSSN-F \$3,700,000

MSA Rank/Pop: 96/515,300
ADI#54

Average Person Ratings: 16.6
Market TSL: 22.0 Hours

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AOH	BIRCH CUME
1. KSSN-F (C)	142/20.3	20.3	20.6	15.5	15.9	---	258/2866	1368/32.5	30.3	29.5	117	21.1	149	1280 KSSN-F
2. KIPR-F (B)	69/ 9.9	7.5	3.2	2.5	1.7	---	124/ 963	514/12.2	11.8	6.8	91	12.0	85	691 KIPR-F
3. KKYK-F (CHR)	67/ 9.6	11.6	10.5	8.4	9.6	---	135/2170	1124/26.7	29.6	27.0	91	11.8	83	1496 KKYK-F
4. KEZQ-F (EZ)	63/ 9.0	11.2	8.8	10.8	12.0	---	114/1385	771/18.3	18.2	16.5	91	7.4	52	519 KEZQ-F
5. KZOU-F (CHR)	57/ 8.2	6.8	9.1	11.2	12.3	---	117/1788	872/20.7	18.0	22.4	72	10.5	74	1112 KZOU-F
6. KARN (N/T)	53/ 7.6	6.2	6.8	6.1	6.5	---	58/ 803	628/14.9	14.4	15.3	75	4.5	32	437 KARN
7. KMJX-F (AOR)	39/ 5.6	5.7	4.9	9.0	4.8	---	62/ 931	554/13.2	13.1	10.0	105	9.6	68	727 KMJX-F
8. KHLT-F (AC)	36/ 5.2	6.4	6.9	5.5	4.9	---	53/ 953	655/15.6	16.6	16.2	138	4.2	30	467 KHLT-F
9. KZLR-F (AOR)	26/ 3.7	2.9	2.1	2.1	---	---	66/ 725	416/ 9.9	9.7	5.5	105	3.8	27	427 KZLR-F
10. KWTD-F (B)	18/ 2.6	3.2	6.0	6.1	5.1	---	18/ 300	262/ 6.2	5.1	9.5	127	2.5	18	179 KWTD-F
11. KHLT (AC)	12/ 1.7	.4	3.4	3.1	4.5	---	17/ 235	180/ 4.3	2.7	10.1	106	.3	2	181 KHLT
12. KITA (R/G)	11/ 1.6	1.3	.7	1.9	2.2	---	11/ 178	154/ 3.7	4.8	2.1	131	.8	6	117 KITA

12+ FM SHARE (METRO): 84.07% (517 of 615) (FAL 87: 79.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKYK-F	1. KSSN-F<	1. KSSN-F>	1. KSSN-F>>	1. KSSN-F>>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>>	1. KSSN-F>	1. KIPR-F>	1. KARN<
2. KIPR-F	2. KIPR-F>	2. KIPR-F	2. KIPR-F<	2. KIPR-F<	2. KEZQ-F	3. KKYK-F	2. KEZQ-F	2. KKYK-F	2. KSSN-F	2. KSSN-F
3. KZOU-F>>	3. KZOU-F	3. KKYK-F	3. KKYK-F	3. KKYK-F	3. KARN>>	3. KEZQ-F	3. KKYK-F	3. KIPR-F	3. KKYK-F	3. KEZQ-F
4.	4. KKYK-F	4. KZOU-F	4. KHLT-F	4. KEZQ-F	4.	4. KARN	4. KZOU-F	4. KZOU-F	4. KARN<	4. KIPR-F
5.	5. KMJX-F	5. KMJX-F	5. KEZQ-F	5. KHLT-F	5.	5. KIPR-F<	5. KIPR-F<	5. KIPR-F<	5. KZOU-F	5. KHLT-F<
6.	6.	6.	6.	6.	6.	6. KZOU-F	6. KARN	6. KARN	6.	6. KMJX-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. KIPR-F	1. KIPR-F	1. KSSN-F	1. KSSN-F>	1. KSSN-F>>	1. KMJX-F	1. KMJX-F	1. KSSN-F	1. KSSN-F>	1. KSSN-F>
2. WZOU-F	2. KSSN-F>	2. KIPR-F	2. KIPR-F	2. KEZQ-F	2. KZOU-F	2. KSSN-F	2. KIPR-F	2. KMJX-F	2. KMJX-F
3. KSSN-F	3. KKYK-F	3. KKYK-F	3. KKYK-F	3. KIPR-F	3. KZLR-F	3. KIPR-F	3. KMJX-F	3. KZOU-F	3. KARN
4. KKYK-F	4. KZOU-F	4. KHLT-F	4. KEZQ-F	4. KKYK-F	4. KIPR-F	4. KZOU-F	4. KZOU-F	4. KKYK-F	4. KIPR-F
5.	5. KHLT-F	5.	5. KHLT-F	5. KHLT-F	5. KKYK-F	5. KZLR-F	5. KZLR-F	5. KIPR-F	5. KKYK-F
6.	6.	6.	6. KZOU-F	6.	6.	6.	6.	6.	6. KZOU-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		124 (2)	124 (2)	20.2	28.8	KAAY 1090 Little Rock 1.1/4.4
AOR/CLASSIC		65 (2)	65 (2)	10.6	7.7	KGKO 850 Benton .4/1.0
AC/OLDIES/SOFT ROCK	15 (2)	36 (1)	51 (3)	8.3	7.5	KMTL 760 Sherwood 1.1/2.4
MOR/VARIETY/FULL						KZOU 1250 Little Rock .4/1.7

COUNTRY	142 (1)	142 (1)	23.1	29.6
BLACK/URBAN	87 (2)	87 (2)	14.1	12.5
BTFL/EZ	63 (1)	63 (1)	10.2	10.6
NEWS/TALK	53 (1)	53 (1)	8.6	7.4
NOSTALGIA				
RELIGION/GOSPEL	27 (3)	27 (3)	4.4	2.7
SPANISH				
CLASSICAL				
JAZZ/NEW AGE				
OTHERS/UNKNOWN	3 (1)	3 (1)	0.5	0.8

615 (16)

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, TALK/NEWS	CBS, \$ 39.00 (Banner)	Neal Gladner
KHLT, 1010, 10 KW/5 KW (DA-N)	, MOR/TALK	NBC, \$ 20.00 (Christal)	Terrell Methany
KZOU, 1250, 2.5 KW/500 W (DA-2)	, OLDIES	, \$ 22.00 (---)	Encore Hal Smith
KEZQ-F, 100.3, 44 KW @ 1369, BTFL/EZ		US 2, \$ 37.00 (MMR)	Wally Tucker
KHLT-F, 94.1, 100 KW @ 1275, AC		, \$ 42.00 (Christal)	Terrell Methany
KKYK-F, 103.7, 100 KW @ 1510, CHR		, \$ 53.00 (Banner)	Signal Shepherd
KMJX-F, 105.1, 100 KW @ 1054, AOR		ABC-R, \$ 40.00 (HNWH)	Coastal
KSSN-F, 95.7, 100 KW @ 1664, COUNTRY		ABC-E, \$ 80.00 (Katz)	Southern Skies
KZLR-F, 94.9, 100 KW @ 1843, AOR/CHR		, \$ 26.00 (Durpetti)	Southern Starr (PINE BLUFF)
KZOU-F, 98.5, 100 KW @ 1286, CHR		, \$ 45.00 (Republic)	Encore Hal Smith
KIPR-F, 92.3, 100 KW @ 938, BLACK/URBAN		, \$ 24.00 (Banner)	(PINE BLUFF)Cal Arnold
KWTD-F, 106.3, 3 KW @ 290, BLACK		MBS, \$ 27.00 (Roslin)	(LONOKE)Thessia Dunn

NOTES: KOXY changes to KZOU-A (Aug) and format from BLACK to OLDIES.

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LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,086,100

MSA Rank/Pop: 2/11,700,000
ADI #2

Average Person Ratings: 17.7
Market TSL: 23.5 Hours

Stations: 42/42
Diaries: 4286/2120:1/44.2%
Sample Target: 3440
% Below Line: 0
% Not Listed: 10.0

1988 Revenue: \$334,000,000
HH/ Inc: \$37,900
Retail \$: 83.6 Bil
Pop per Station:
#1 Biller: KABC \$33,000,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KPWR-F (CHR/U)	1153/7.2	7.4	7.4	7.1	7.5	7.3	1234/18883	17120/18.8	18.6	17.7	69	9.2	1335	19018	KPWR-F
2. KIIS-F (CHR)	928/5.8	6.8	6.1	6.6	6.9	6.3	1144/20843	17201/18.9	19.3	21.5	97	7.6	1099	18965	KIIS-F
3. KOST-F (AC)	865/5.4	5.0	4.6	5.3	4.5	5.1	1002/15626	13344/14.7	12.9	13.2	117	5.1	743	10338	KOST-F
4. KABC (T)	851/5.3	5.7	6.2	5.8	5.5	5.8	929/12639	11334/12.5	13.3	10.7	66	5.8	838	10202	KABC
5. KJOI-F (EZ)	745/4.6	4.1	4.2	3.9	4.3	4.2	820/ 9467	8641/ 9.5	9.6	9.3	65	3.7	530	5535	KJOI-F
6. KLOS-F (AOR)	577/3.6	4.3	4.3	3.6	3.8	4.0	791/12168	9049/10.0	10.9	9.6	119	5.3	760	10688	KLOS-F
7. KNX (N)	567/3.5	3.1	2.9	3.0	3.2	3.1	724/15121	12295/13.5	11.1	11.9	83	2.5	359	7564	KNX
8. KBIG-F (AC)	528/3.3	4.2	3.4	3.3	4.0	3.6	627/10383	8754/ 9.6	8.8	11.2	100	2.7	397	4754	KBIG-F
9. KTWV-F (J/NA)	526/3.3	3.0	1.7	2.4	2.3	2.6	642/ 9606	7683/ 8.5	6.7	6.8	145	3.0	444	6279	KTWV-F
10. KRTH-F (O)	516/3.2	3.1	3.7	3.3	3.7	3.3	746/14673	11062/12.2	11.9	12.2	144	3.0	431	7797	KRTH-F
11. KROQ-F (AOR)	514/3.2	3.4	3.4	3.4	3.7	3.4	609/ 9959	8568/ 9.4	9.8	9.6	44	4.9	713	9017	KROQ-F
12. KFWB (N)	495/3.1	3.3	2.7	3.3	4.2	3.1	518/12374	11714/12.9	11.6	15.3	84	2.6	379	8015	KFWB
13. KLVE-F (SP)	452/2.8	2.7	3.1	2.8	2.5	2.9	468/ 5794	5455/ 6.0	5.8	5.1	129	2.4	340	4822	KLVE-F
14. KTNQ (SP)	447/2.8	2.7	4.2	3.0	3.0	3.2	462/ 4972	4750/ 5.2	6.2	4.6	118	1.9	275	3522	KTNQ
15. KIQQ-F (AC)	450/2.8	2.6	2.4	2.5	2.8	2.6	514/ 8845	7698/ 8.5	7.0	8.7	114	2.6	382	5368	KIQQ-F
16. KZLA-F (C)	417/2.6	2.1	2.1	2.4	2.1	2.3	461/ 5925	5373/ 5.9	4.6	5.8	127	2.7	384	3460	KZLA-F
17. KLSX-F (AOR)	377/2.3	3.1	2.7	3.0	3.6	2.8	392/ 8053	7540/ 8.3	8.8	9.5	152	2.5	368	5133	KLSX-F
18. KJLH-F (B)	373/2.3	1.6	1.6	2.3	1.8	2.0	380/ 5322	5210/ 5.7	5.4	4.4	113	2.8	411	4599	KJLH-F
19. KMPC (BB)	340/2.1	2.0	2.4	2.7	2.5	2.3	290/ 8126	7002/ 7.7	6.7	6.7	71	1.8	266	3682	KMPC
20. KNAC-F (AOR)	255/1.6	1.0	1.1	1.1	1.1	1.2	278/ 3604	3187/ 3.5	3.3	2.6	50	2.3	327	3992	KNAC-F
21. KFAC-F (CL)	238/1.5	1.4	1.4	1.4	1.6	1.4	292/ 5634	4853/ 5.3	5.1	4.8	80	1.1	164	2774	KFAC-F
22. KACE-F (B)	272/1.4	1.0	.9	1.0	.9	1.1	228/ 4196	4163/ 4.6	3.1	3.5	121	1.4	196	2993	KACE-F
23. KWKW (SP)	217/1.3	1.5	1.9	1.8	1.0	1.6	220/ 2266	2257/ 2.5	3.4	1.9	131	.7	100	1370	KWKW
24. KFI (T)	213/1.3	1.4	1.4	1.2	1.3	1.3	330/ 6629	4355/ 4.8	5.2	4.7	131	1.6	238	4262	KFI
25. KDAY (B)	201/1.2	1.6	1.5	1.7	1.5	1.5	214/ 3319	3214/ 3.5	4.2	4.3	50	1.6	235	3058	KDAY
26. KSKQ (SP)	196/1.2	1.6	1.4	.9	.9	1.3	196/ 3162	2154/ 2.4	2.6	1.9	142	.2	36	1400	KSKQ
27. KRLA (O)	190/1.2	1.3	1.3	1.3	1.1	1.3	230/ 2955	3465/ 3.8	4.3	4.4	125	1.3	182	2861	KRLA
28. KNX-F (AOR)	187/1.2	1.3	1.3	1.9	1.3	1.4	248/ 5586	4497/ 4.9	5.5	4.9	150	1.2	169	2793	KNX-F
29. KRTH (O)	180/1.1	.9	.8	.8	1.3	.9	182/ 3646	3520/ 3.9	3.6	3.9	109	.6	89	2507	KRTH
30. KLAC (C)	169/1.0	1.0	1.6	1.2	1.4	1.2	194/ 3704	3164/ 3.5	5.8	3.9	70	1.3	189	2055	KLAC
31. KKG0-F (J)	162/1.0	1.5	1.0	1.2	1.0	1.2	181/ 3597	3155/ 3.5	3.8	3.4	130	1.0	138	2243	KKG0-F

12+ FM SHARE (METRO): 64.13% (9301 of 14503) (FAL 87: 67.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPWR-F>	1. KPWR-F>	1. KPWR-F	1. KOST-F	1. KOST-F	1. KABC	1. KIIS-F	1. KPWR-F	1. KPWR-F>	1. KOST-F	1. KABC>
2. KIIS-F	2. KIIS-F	2. KIIS-F	2. KIIS-F	2. KIIS-F	2. KJOI-F>	2. KABC	2. KOST-F	2. KIIS-F	2. KOST-F>	2. KNX
3. KROQ-F>	3. KLOS-F	3. KOST-F	3. KPWR-F	3. KPWR-F	3. KNX	KPWR-F	3. KJOI-F	KOST-F	3. KABC	3. KFWB
4. KOST-F<	4. KOST-F	4. KLOS-F	4. KTWV-F<	4. KTWV-F	4. KFVB	4. KNX	4. KABC	4. KJOI-F	4. KIIS-F	4. KPWR-F
5. KIIS	5. KROQ-F	5. KRTH-F	5. KRTH-F	5. KRTH-F	5. KOST-F	5. KLOS-F	5. KIIS-F	5. KABC	5. KJLH-F	5. KOST-F
6. KDAY<	6. KLVE-F	6. KTWV-F	6. KLOS-F	6. KLOS-F	6. KBIG-F	6. KFVB	6. KBIG-F	6. KTWV-F	6. KJOI-F	6. KTNQ
7. KNAC-F	7. KTWV-F<	7. KLVE-F<	7. KLSX-F	7. KLVE-F	7. KMPC	7. KOST-F	7. KLOS-F	7. KROQ-F	7. KROQ-F	7. KJOI-F
8. KJLH-F	8. KLSX-F	8. KLSX-F	8. KLVE-F	8. KABC	8. KZLA-F	8. KTNQ	8. KTWV-F	8. KBIG-F	8. KNX	8. KBIG-F<
9.	9. KRTH-F	9. KROQ-F	9. KTNQ<	9. KLSX-F	9. KRTH-F	9. KJOI-F	9. KIQQ-F	9. KRTH-F	9. KTNQ	9. KWKW
10.	10. KJLH-F	10. KTNQ	10. KIQQ-F	10. KTNQ	10. KTWV-F	10. KBIG-F	10. KLVE-F	10. KRTH-F	10. KFWB	10. KIIS-F<
										11. KTWV-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. KPWR-F>	1. KPWR-F	1. KIIS-F<	1. KOST-F	1. KOST-F	1. KPWR-F>	1. KPWR-F>	1. KLOS-F	1. KPWR-F	1. KTWV-F
2. KIIS-F	2. KIIS-F	2. KOST-F	2. KPWR-F	2. KIIS-F	2. KLOS-F	2. KLOS-F	2. KPWR-F>	2. KLOS-F	2. KLOS-F
3. KROQ-F	3. KOST-F>	3. KPWR-F<	3. KIIS-F>	3. KPWR-F<	3. KROQ-F	3. KIIS-F>	3. KIIS-F	3. KIIS-F	3. KRTH-F<
4. KOST-F>	4. KLVE-F<	4. KLVE-F	4. KLVE-F<	4. KBIG-F	4. KIIS-F	4. KROQ-F	4. KROQ-F	4. KTWV-F	4. KPWR-F
5. KJLH-F	5. KROQ-F<	5. KLOS-F	5. KBIG-F	5. KLVE-F	5. KNAC-F	5. KNAC-F	5. KLSX-F	5. KRTH-F	5. KIIS-F
6. KLOS-F	6. KLOS-F	6. KTWV-F	6. KIQQ-F<	6. KRTH-F	6. KTNQ<	6. KLSX-F<	6. KOST-F	6. KKSX-F<	6. KOST-F<
7. KIQQ-F<	7. KIQQ-F<	7. KRTH-F	7. KRTH-F<	7. KIQQ-F	7. KOST-F<	7. KTWV-F	7. KLVE-F	7. KTNQ	7. KABC
8. KBIG-F	8. KJLH-F	8. KIQQ-F<	8. KJLH-F	8. KTWV-F	8. KDAY	8. KOST-F	8. KRTH-F	8. KOST-F	8. KLSX-F
9. KLVE-F	9. KRTH-F	9. KLSX-F	9. KTWV-F	9. KJOI-F	9. KLSX-F	9. KTNQ	9. KTNQ	9. KROQ-F	9. KNX
10. KACE-F	KTWV-F	10. KJLH-F	10. KLOS-F	KZLA-F	10. KRTH-F	10. KRTH-F	10. KNAC-F	10. KABC	KTNQ
									KROQ-F

FORMATS			FAL 87			OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%				
TOP 40/CHR/CONTEMP	109 (1)	2081 (2)	2190 (3)	15.1	15.4	KALI	1430	San Gabriel	.8/2.4
AOR/CLASSIC		2023 (6)	2023 (6)	13.9	14.8	KFAC	1330	Los Angeles	.1/.7
AC/OLDIES/SOFT ROCK	370 (2)	2359 (4)	2729 (6)	18.8	21.9	KGFJ	1230	Los Angeles	.6/1.9
MOR/VARIETY/FULL						KGIL	1260	San Fernando	.3/1.3
COUNTRY	169 (1)	466 (2)	635 (3)	4.4	3.8	KGRB	900	West Covina	.7/.7
BLACK/URBAN	291 (2)	600 (2)	891 (4)	6.1	6.0	KIEV	870	Glendale	.4/1.9
BTFL/EZ		745 (1)	745 (1)	5.1	4.7	KIIS	1150	Los Angeles	.7/2.5
NEWS/TALK	2178 (5)		2178 (5)	15.0	14.6	KIKF-F	94.3	Garden Grove	.3/1.0
NOSTALGIA	340 (1)		340 (1)	2.3	2.7	KKLA-F	99.5	Los Angeles	.5/2.0
RELIGION/GOSPEL		84 (1)	84 (1)	0.6	1.1	KMPC-F	101.9	Glendale	.7/2.8
SPANISH	981 (4)	594 (2)	1575 (6)	10.9	8.9	KSKQ-F	97.9	Long Beach	.9/2.6
CLASSICAL	18 (1)	238 (1)	256 (2)	1.8	1.9				
JAZZ/NEW AGE		689 (2)	689 (2)	4.8	3.6				
OTHERS/UNKNOWN	169 (2)		169 (2)	1.2	0.5				

14504 (42)

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N), TALK	ABC-T, ABC-I, \$400.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2), HISPANIC	, \$ 78.00 (Katz)	United (SAN GABRIEL)
KBRT, 740, 10 KW (DAYS-DA), RELIGION	, \$ 50.00 (---)	(AVALON)
KDAY, 1580, 50 KW (DA-2), BLACK	NBC, \$100.00 (Roslin)	Heritage (SANTA MONICA)
KFI, 640, 50 KW, TALK	MBS, \$160.00 (Christal)	Cox
KFWB, 980, 5 KW, NEWS	UPI, NBC, \$300.00 (Group W)	Westinghouse
KGFJ, 1230, 1 KW, BLACK OLDIES	SMN, SBN, \$ 70.00 (---)	
KLAC, 570, 5 KW (DA-N), COUNTRY	ABC-D, \$125.00 (Eastman)	Malrite
KMPC, 710, 50 KW/10 KW(DA-N), NOSTALGIA	, \$275.00 (Durpetti)	Golden West
KNX, 1070, 50 KW, NEWS	CBS, \$330.00 (CBS)	CBS
KRLA, 1110, 50 KW/10 KW(DA-2), OLDIES	, \$110.00 (MMR)	Greater Media
KRTH, 930, 5 KW (DA-N), OLDIES	US1, \$ NA (Republic)	RKO-To Beasley
KSKQ, 1540, 50 KW/10 KW(DA-2), HISPANIC	, \$ 90.00 (SBS)	Spanish Broadcasting
KTNQ, 1020, 50 KW (DA-2), HISPANIC	, \$160.00 (Caballero)	Heftel
KWKW, 1300, 5 KW/1 KW(DA-2), HISPANIC	, \$ 90.00 (Lotus)	Lotus

FM STATIONS

KACE 103.9, 1.6 KW @ 390, BLACK	APR, \$ 70.00 (K & P)	All Pro (INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890, BTFL/EZ	, \$270.00 (CBS)	Bonneville
KFAC, 92.3, 43 KW @ 2835, CLASSICAL	, \$200.00 (McGuild)	
KFSG, 96.3, 54 KW @ 480, RELIGION	APR, \$ 40.00(---)	Gannet
KIIS, 102.7, 8 KW @ 2790, CHR	, \$550.00 (McGuild)	Buckley (SAN FERNANDO)
KGIL, 94.3, 3 KW @ -180, AC	, \$ 45.00 (HNWH)	Outlet to Westwood One
KIQQ, 100.3, 5 KW @ 3060, SOFT AC	Trans, \$205.00 (HNWH)	(COMPTON)
KJLH, 102.3, 3 KW @ 300, BLACK	, \$119.00 (Roslin)	Legacy to Command
KJOI, 98.7, 75 KW @ 1180, BTFL/EZ	, \$280.00 (Banner)	Cap Cities/ABC
KKGO, 105.1, 18 KW @ 2900, JAZZ	APR, \$110.00 (CMBS)	Greater Media
KLOS, 95.5, 63 KW @ 3129, AOR	ABC-R, \$310.00 (Katz)	Heftel
KLXS, 97.1, 55 KW @ 770, CLASSIC AOR	, \$300.00 (MMR)	(ARCADIA)
KLVE, 107.5, 30 KW @ 2800, HISPANIC	, \$160.00 (Caballero)	Golden West (GLENDALE)
KMAX, 107.1, 3 KW @ ??, ETHNIC/RELIGION	, \$ 40.00 (---)	CBS
KMPC, 101.9, 25 KW @ 2848, AOR	, \$100.00 (Durpetti)	(ARCADIA)
KNX, 93.1, 28 KW @ 3496, AOR	CBS-R, \$145.00 (CBS)	Cox
KNAC, 105.5, 2 KW @ 400, AOR	ABC-F, \$110.00 (K & P)	Emmis
KOST, 103.5, 13 KW @ 3100, AC	, \$390.00 (Christal)	RKO to Beasley
KPWR, 105.9, 72 KW @ 770, CHR/URBAN	, \$415.00 (HNWH)	Infinity
KRTH, 101.1, 51 KW @ 3130, OLDIES	US2, \$355.00 (Republic)	Spanish Broadcasting
KROQ, 106.7, 6 KW @ 1388, AOR	, \$340.00 (Torbet)	Metropolitian to Legacy
KSKQ, 97.6, 79 KW @ 420, HISPANIC	, \$ 75.00 (SBS)	Malrite
KTWV, 94.7, 58 KW @ 2952, JAZZ/NEW AGE	SMN, Source, \$250.00 (Banner)	
KZLA, 93.9, 49 KW @ 720, COUNTRY	, \$225.00 (Eastman)	

CALL LETTER CHANGES

FORMAT CHANGES

KIIS-AM: From CHR to Dance Music

STATIONS

KRTH A/F: From RKO to Beasley for \$86,600,000
 KIQQ-F: From Outlet to Westwood One for \$56,000,000 (Stevens)
 KMAX-F: Sold by Universal for \$16,000,000 (E) (Grandy)
 KFAC-F: Sold by Sandusky for \$2,000,000

American Radio Fall, 1988 Copyright 1989

LOUISVILLE

Arbitron Rank/Pop (12+): 47/791,500

MSA Rank/Pop: 51/960,300
ADI #45

Average Person Ratings: 16.2
Market TSL: 20.5 Hours

Stations: 17/17
Diaries: 1247/635:1/55.0%
Sample Target: 1200
% Below Line: 0
% Not Listed: 9.1%

1988 Revenue: \$23,100,000
HH/ Inc: \$30,919
Retail \$: 7.0 Bil
Pop per Station: 46,559
#1 Biller: WHAS \$6,000,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WAMZ-F (C)	207/17.2	17.8	16.1	16.7	14.3	17.0	322/ 3499	2258/28.5	27.1	22.8	119	13.2	168	WAMZ-F
2. WHAS (MOR)	181/15.0	17.5	15.4	17.7	16.1	16.4	242/ 3320	2484 31.4	32.2	32.3	94	13.1	166	WHAS
3. WQMF-F (AOR)	118/ 9.8	9.5	8.9	9.2	8.8	9.4	161/ 1921	1439/18.2	17.8	17.8	103	15.4	195	WQMF-F
4. WDJX-F (CHR)	109/ 9.1	8.1	10.9	9.1	9.3	9.3	168/ 2574	1774/22.4	23.6	20.7	84	11.6	147	WDJX-F
5. WVEZ-F (AC)	85/ 7.1	6.9	6.9	6.1	8.5	6.8	115/ 1508	1226/15.5	16.8	17.7	127	5.2	66	WVEZ-F
6. WRKA-F (AC)	76/ 6.3	4.3	6.6	5.1	7.9	5.6	81/ 1343	1262/15.9	17.8	16.5	138	6.2	78	WRKA-F
7. WJYL-F (B)	75/ 6.2	4.7	5.9	4.7	4.1	5.4	81/ 816	756/ 9.6	10.6	8.2	110	8.6	109	WJYL-F
8. WLRS-F (CHR)	72/ 6.0	6.6	5.8	5.3	6.3	5.9	76/ 1627	1487/18.8	18.9	20.7	78	7.8	99	WLRS-F
9. WLOU (B)	47/ 3.9	3.5	3.2	4.0	4.5	3.7	48/ 542	536/ 6.8	7.6	7.6	82	3.6	46	WLOU
10. WAVG (O)	44/ 3.7	3.4	4.4	5.8	3.8	4.3	47/ 970	942/11.9	10.2	12.2	62	2.9	37	WAVG
11. WXVW (BB)	28/ 2.3	3.0	2.5	2.4	2.6	2.6	28/ 333	333/ 4.2	5.0	5.0	17	2.5	32	WXVW

12+ FM SHARE (METRO): 68.92% (754 of 1094) (FAL 87: 64.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDJX-F>>	1. WQMF-F>>	1. WAMZ-F>	1. WAMZ-F>	1. WAMZ-F>	1. WHAS	1. WHAS>	1. WAMZ-F>	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F
2. WLRS-F	2. WAMZ-F	2. WQMF-F	2. WHAS	2. WHAS>	2. WAMZ-F>>	2. WAMZ-F>	2. WHAS	2. WHAS>	2. WHAS	2. WHAS
3. WQMF-F>	3. WDJX-F	3. WHAS	3. WQMF-F	3. WQMF-F	3. WVEZ-F	3. WQMF-F>	3. WVEZ-F	3. WDJX-F	3. WDJX-F	3. WVEZ-F
4. WLOU	4. WJYL-F	4. WDJX-F	4. WRKA-F	4. WVEZ-F	4. WAVG	4. WDJX-F	4. WQMF-F	4. WQMF-F	4. WQMF-F	4. WAVG
5.	5. WLRS-F	5. WJYL-F	5. WVEZ-F	5. WRKA-F	5. WRKA-F	5. WRKA-F	5. WDJX-F	5. WVEZ-F	5. WJYL-F	5. WQMF-F
6.	6. WRKA-F	6. WVEZ-F	6. WDJX-F	6. WDJX-F	6.	6.	6. WRKA-F	6.	6. WLRS-F	6. WDJX-F
7.	7.	7. WRKA-F	7.	7.	7.	7.	7.	7.	7.	7

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. WJYL-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F>	1. WAMZ-F>	1. WQMF-F>>	1. WQMF-F>>	1. WQMF-F>>	1. WQMF-F	1. WAMZ-F
2. WQMF-F	2. WRKA-F	2. WRKA-F	2. WVEZ-F	2. WHAS	2. WDJX-F	2. WAMZ-F	2. WAMZ-F	2. WAMZ-F>	2. WQMF-F<
3. WAMZ-F	3. WDJX-F	3. WDJX-F	3. WRKA-F	3. WRKA-F	3. WLRS-F	3. WLRS-F	3. WJLY-F	3. WHAS	3. WHAS>>
4. WDJX-F	4. WJYL-F	4. WVEZ-F	4. WHAS	4. WVEZ-F>	4. WAMZ-F>	4. WDJX-F	4. WLRS-F	4. WDJX-F	4. WJYL-F
5. WLRS-F	5. WQMF-F	5. WJYL-F	5. WDJX-F	5. WDJX-F	5. WJYL-F>	5. WJYL-F	5. WDJX-F	5. WJYL-F	5. WDJX-F
6. WVEZ-F	6. WVEZ-F	6. WQMF-F	6. WJYL-F	6.	6. WLOU	6.	6. WRKA-F	6. WLRS-F	6.
7. WRKA-F	7.	7. WHAS	7.	7.	7.	7.	7. WHAS	7.	7.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	6 (1)	181 (2)	187 (3)	17.1	16.6	WDJX 1080 Louisville .5/2.1
AOR/CLASSIC		118 (1)	118 (1)	10.8	9.4	WFIA 900 Louisville .5/2.1
AC/OLDIES/SOFT ROCK	53 (2)	161 (2)	214 (4)	19.6	20.1	WLVV 1240 Louisville .6/1.7
MOR/VARIETY/FULL	181 (1)		181 (1)	16.5	21.3	WTMT 620 Louisville 1.0/3.4
COUNTRY	12 (1)	207 (1)	219 (2)	20.0	17.6	WVEZ 790 Louisville .7/3.1
BLACK/URBAN	47 (1)	75 (1)	122 (2)	11.2	9.1	WXLN-F 103.9 Louisville 1.0/3.4
BTFL/EZ						
NEWS/TALK						
NOSTALGIA	28 (1)		28 (1)	2.6	2.7	
RELIGION/GOSPEL	25 (3)		25 (3)	2.3	3.2	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN						

NOTES: WJYL changes from BLACK to SOFT AC (Dec)
WAVG changes from MOR to OLDIES (Nov.). WVEZ
A/F sold by Federal to Griffin for \$7,000,000
(Blackburn). WVEZ A/F sold by Griffin to Wilkes
Schwartz for \$6,500,000 (Blackburn).

RADIO STATIONS

1094 (17)

WAVG, 970, 5 KW (DA-2), OLDIES
WDJX, 1080, 10 KW/1 KW (DA-2), CHR
WHAS, 840, 50 KW, MOR
WLOU, 1350, 5 KW/500 W (DA-N), BLACK
WTMT, 620, 500 W (DA-2), COUNTRY
WXVW, 1450, 1 KW, NOSTALGIA

NBC, US 2, \$ 34.00 (MMR)
SMN, \$ 22.00 (Republic)
ABC-I, \$120.00 (Christal)
SBN, \$ 29.00 (MMR)
\$, \$ 13.00 (Masla)
SMN, \$ 26.00 (K & P)

Radio One
Stoner
Clear Channel
Johnson

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY
WDJX-F, 99.7, 23 KW @ 720, CHR
WJYL-F, 101.7, 3 KW @ 300, SOFT AC
WLRS-F, 102.3, 3 KW @ 300, CHR
WQMF-F, 95.7, 34 KW @ 580, AOR
WRKA-F, 103.1, 3 KW @ 300, AC
WVEZ-F, 106.9, 24 KW @ 670, SOFT AC
WXLN-F, 103.9, 3 KW @ 300, RELIGION

\$, \$ 90.00 (Christal)
ABC-F, \$ 50.00 (Republic)
\$, \$ 32.00 (Banner)
ABC-R, \$ 44.00 (MMR)
Source, \$ 54.00 (Eastman)
\$, \$ 51.00 (Banner)
\$, \$ 47.00 (Katz)
ABC-C, \$ 16.00 (---)

Clear Channel
Stoner
Media Capital
Radio One
Capitol-Johnson

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LUBBOCK

Arbitron Rank/Pop (12+): 165/179,600

Stations: 17/17

1988 Revenue: \$6,100,000

MSA Rank/Pop: 189/223,200

Diaries: 574/313:1/53.5%

HH/ Inc: \$30,358

ADI# 151

Sample Target: 550

Retail \$: 1.63 Bil

Average Person Ratings: 17.4

% Below Line: 0

Pop per Station: 10,565

Market TSL: 23.3 Hours

% Not Listed: 12.5%

#1 Biller: KRLB A/F \$1,800,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AOH	BIRCH CUME
1. KLLL-F (C)	64/20.4	16.9	14.6	16.7	17.7	---	104/ 942	568/31.6	26.4	26.1	111			KLLL-F
2. KRLB-F (CHR)	49/15.7	30.7	30.3	32.3	26.5	---	84/1133	731/40.7	45.3	45.7	90			KRLB-F
3. KFMX-F (AOR)	30/ 9.6	10.9	12.5	10.9	9.5	---	41/ 484	365/20.3	18.3	22.5	70			KFMX-F
4. KZII-F (CHR)	28/ 8.9	12.0	3.1	6.1	3.4	---	68/ 827	460/25.6	25.9	12.9	69			KZII-F
5. KTEZ-F (AC)	21/ 6.7	4.9	8.4	7.5	7.8	---	27/ 426	343/19.1	14.4	16.9	128			KTEZ-F
6. KLSC-F (AOR)	13/ 4.2	1.9	.3	---	---	---	21/ 304	187/10.4	5.6	2.6	131			KLSC-F
7. KKIK-F (AC)	11/ 3.5	4.5	4.9	5.4	7.1	---	18/ 343	243/13.5	10.6	14.6	89			KKIK-F
8. KVOQ-F (?)	10/ 3.2	1.1	.7	---	---	---	18/ 129	96/ 5.3	2.6	1.7	191			KVOQ-F
9. KLFB (SP)	10/ 3.2	---	3.5	2.0	3.7	---	14/ 118	91/ 5.1	---	3.8	134			KLFB
10. KFYO (C)	9/ 2.9	5.2	4.9	4.4	5.1	---	30/ 439	249/13.9	11.5	15.1	86			KFYO
11. KJBX (BB)	8/ 2.6	.7	.7	---	.3	---	15/ 174	98/ 5.5	3.4	2.6	23			KJBX

12+ FM SHARE (METRO): 83.58% (229 of 274) (FAL 87: 87.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRLB-F>	1. KRLB-F	1. KLLL-F>	1. KLLL-F>	1. KLLL-F>	1. KLLL-F>>	1. KLLL-F	1. KLLL-F>>	1. KLLL-F	1. KRLB-F	1. KLLL-F
2. KZII-F>>	2. KLLL-F<	2. KRLB-F>	2. KRLB-F>	2. KRLB-F>	2. KTEZ-F	2. KRLB-F>	2. KRLB-F>	2. KRLB-F>	2. KRMX-F	2. KRLB-F
3. KFMX-F	3. KFMX-F>	3. KFMX-F	3. KFMX-F	3. KTEZ-F	3. KRLB-F	3. KZII-F	3. KFMX-F	3. KZII-F	3. KLLL-F	3. KFMX-F
4. KLLL-F	4. KZII-F>	4. KZII-F>	4. KTEZ-F	4. KFMX-F	4.	4. KFMX-F	4. KZII-F	4. KFMX-F	4. KZII-F	4. KZII-F
5.	5. KLSC-F	5. KTEZ-F	5. KVOQ-F	5. KVOQ-F	5.	5. KTEZ-F	5. KTEZ-F	5. KTEZ-F	5. KTEZ-F	5.
6.	6.	6. KLSC-F	KZII-F	KZII-F	6.	6.	6.	6.	6.	6.

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. KLLL-F	1. KRLB-F	1. KRLB-F>>	1. KLLL-F	1. KLLL-F	1. KFMX-F>	1. KFMX-F	1. KLLL-F	1. KLLL-F	1. KLLL-F>>
2. KRLB-F	2. KLLL-F	2. KLLL-F	2. KRLB-F>	2. KRLB-F>>	2. KLLL-F	2. KLLL-F	KFMX-F	2. KFMX-F>	2. KFMX-F
3. KZII-F	3. KZII-F	3. KZII-F	3. KZII-F>	3. KTEZ-F	KRLB-F	3. KRLB-F	3. KLSC-F	3. KRLB-F	KRLB-F
4. KFMX-F	4. KFMX-F>	4.	4. KFMX-F	4. KZII-F	4. KZII-F	4. KLSC-F	KRLB-F	4. KLSC-F	4. KLSC-F
5.	5. KTEZ-F	5.	5. KTEZ-F	5. KLFB-F	5.	5.	5.	5. KZII-F	KTEZ-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RADIO STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		77 (2)	77 (2)	28.1	34.8	KCAS	1050	Slaton	1.0/2.1
AOR/CLASSIC		43 (2)	43 (2)	15.7	17.6	KFMX	1340	Lubbock	1.0/2.1
AC/OLDIES/SOFT ROCK	8 (1)	32 (2)	40 (3)	14.6	14.8	KJAK-F	92.9	Slaton	1.0/4.7
MOR/VARIETY/FULL						KLLL	1590	Lubbock	1.3/6.8
COUNTRY	13 (2)	64 (1)	77 (3)	28.1	22.7	KTLK	1460	Lubbock	1.3/5.1
BLACK/URBAN						KXTQ	950	Lubbock	1/3.4.2
BTFL/EZ									
NEWS/TALK									
NOSTALGIA	3 (1)		3 (1)	1.1	2.7				
RELIGION/GOSPEL		3 (1)	3 (1)	1.1	3.1				
SPANISH	18 (3)		18 (3)	6.6	7.4				
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN	3 (1)	10 (1)	13 (2)	4.7	2.3				

274 (17)

RADIO STATIONS

KCAS, 1050, 250 W (DAYS)	, NOSTALGIA	SMN, \$ 7.00 (---)	(SLATON) Jerome Orr
KLLL, 1590, 1 KW (DA-2)	, COUNTRY	MBS, \$ 10.00 (Eastman)	Scott Harris
KFYO, 790, 5 KW/1 KW (DA-2)	, COUNTRY	CBS, \$ 18.00 (Torbet)	Seaton
KLFB, 1420, 500 W (DA-2)	, HISPANIC	, \$ 14.00 (Caballero)	Walt Ledesma
KFMX-F, 94.5, 100 KW @ 850, AOR	Source, \$ 32.00 (Katz)		Scott Parsons
KKIK-F, 93.7, 100 KW @ 740, AC	, \$ 29.00 (Banner)	Bakke	Jeff Gibson
KLLL-F, 96.3, 100 KW @ 850, COUNTRY	MBS, \$ 36.00 (Eastman)	Pinnacle	Scott Harris
KRLB-F, 99.5, 100 KW @ 817, CHR	ABC-I, \$ 46.00 (Christal)	Dowe	Dean Minnick
KTEZ-F, 101.1, 100 KW @ 750, SOFT AC	Trans, \$ 26.00 (HNWH)	Lotus	Rich Rectanus
KZII-F, 102.5, 100 KW @ 850, CHR	, \$ 25.00 (Torbet)	Seaton	
KJAK-F, 92.9, 3 KW @ 335, RELIGION	, \$ 9.00 (---)		(SLATON) Woody VanDyke

NOTES: KEND changes calls to KLLL-AM (Oct.)

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MADISON

Arbitron Rank/Pop (12+): 121/296,000

Stations: 14/13
Diaries: 627/472:1/62.1%
Sample Target: 670
% Below Line: 0.6%
% Not Listed: 18.4%

1988 Revenue: \$12,600,000
HH/ Inc: \$33,865
Retail \$: 2.9 Bil
Pop per Station: 22,769
#1 Biller: WZEE-F \$ 2,300,000

MSA Rank/Pop: 136/351,500

ADI# 89

Average Person Ratings: 15.8

Market TSL: 20.8 Hours

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WZEE-F (CHR)	88/18.8	18.4	15.9	16.2	13.0	---	189/2311	1196/40.4	37.6	33.2	75	20.5	108	1097 WZEE-F
2. WIBA-F (AOR)	50/10.7	12.3	11.7	11.6	9.9	---	85/1514	852/28.8	28.8	30.2	96	15.6	82	1004 WIBA-F
3. WIBA (MOR)	36/ 7.7	9.2	8.7	7.3	8.6	---	37/ 712	626/21.1	21.7	21.8	84	4.9	26	531 WIBA
4. WWQM-F (C)	34/ 7.3	4.0	4.9	5.7	5.9	---	37/ 609	457/15.4	11.1	9.7	110	4.0	21	323 WWQM-F
5. WMGN-F (AC)	32/ 6.8	7.9	12.2	8.9	7.9	---	48/ 972	652/22.0	19.6	22.4	118	8.9	47	533 WMGN-F
6. WTSO (C)	30/ 6.4	7.9	9.1	8.2	10.1	---	49/ 850	627/21.2	15.7	19.5	77	7.6	40	566 WTSO
7. WMLI-F (AC)	24/ 5.1	4.0	1.4	.9	1.5	---	26/ 572	411/13.9	9.8	6.1	141	3.2	17	360 WMLI-F
WHIT (O)	24/ 5.1	4.8	2.6	4.6	2.9	---	24/ 216	216/ 7.3	7.4	6.3	157	2.7	14	110 WHIT
9. WMAD-F (AOR)	23/ 4.9	5.9	5.4	5.9	6.4	---	24/ 455	413/14.0	15.3	14.5	139	4.4	23	455 WMAD-F
10. WSJY-F (EZ)	11/ 2.4	1.0	1.9	2.7	2.6	---	35/ 464	147/ 5.0	4.0	5.3	79	1.9	10	118 WSJY-F
11. WTDY (T)	10/ 2.1	1.9	2.6	2.5	3.1	---	11/ 256	242/ 8.2	6.9	7.4	129	4.2	22	240 WTDY
12. WIBU (?)	9/ 1.9	1.7	---	---	.7	---	13/ 171	98/ 3.3	4.2	---	0	.2	1	54 WIBU
13. WILV-F (EZ)	8/ 1.7	1.5	3.0	2.3	2.2	---	32/ 454	184/ 6.2	5.5	7.1	88	2.5	13	153 WILV-F

12+ FM SHARE (METRO): 70.68% (270 of 382) (FAL 87: 67.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZEE-F>>	1. WZEE-F	1. WZEE-F>	1. WZEE-F	1. WZEE-F	1. WIBA	1. WZEE-F>>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>>	1. WIBA
2.	2. WIBA-F>	2. WIBA-F>	2. WIBA-F	2. WIBA-F	2. WTSO	2. WIBA	2. WIBA-F>	2. WIBA-F	2. WIBA-F>	WIBA-F
3.	3. WMGN-F	3. WMGN-F	3. WHIT	3. WWQM-F	3. WWQM-F	3. WIBA-F	3. WWQM-F<	3. WWQM-F	3. WIBA	3. WTSO
4.	4. WMLI-F	4. WWQM-F	WMGN-F	WMGN-F	4. WZEE-F	4. WTSO	4. WMGN-F	4. WMGN-F>	4. WWQM-F	4. WZEE-F
5.	5. WMAD-F	5. WHIT	5. WMLI-F	WHIT	5.	5. WWQM-F>	5. WMLI-F	5. WHIT	5. WMLI-F	5. WWQM-F
6.	6.	WMLI-F	6.	6. WMLI-F	6.	6. WMGN-F	WMAD-F	6.	WMGN-F	6.

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. WZEE-F	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F	1. WIBA-F	1. WZEE-F	1. WIBA-F
2. WIBA-F	2. WIBA-F	2. WMGN-F<	2. WMGN-F<	2. WMGN-F	2. WIBA-F>	2. WIBA-F>>	2. WZEE-F	2. WIBA-F>	2. WZEE-F
3. WMGN-F	3. WMGN-F	3. WMLI-F	3. WIBA-F	3. WMLI-F	3. WWQM-F	3. WWQM-F	3. WHIT	3. WWQM-F	3. WIBA
4.	4. WMLI-F	4. WHIT	4. WMLI-F	4. WHIT	4. WMGN-F	4. WMGN-F	WWQM-F	4. WHIT	WWQM-F
5.	5. WMAD-F	WIBA-F	5. WMAD-F	5. WWQM-F	5.	5. WHIT	WMGN-F	5. WIBA	5. WHIT
6.	6.	WMAD-F	6.	WIBA-F	6.	6.	6.	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		88 (1)	88 (1)	23.0	19.1	WGN	720	Chicago	.6/2.2
AOR/CLASSIC		73 (2)	73 (2)	19.1	20.5				
AC/OLDIES/SOFT ROCK	24 (1)	56 (2)	80 (3)	20.9	17.7				
MOR/VARIETY/FULL	36 (1)		36 (1)	9.4	14.9				
COUNTRY	30 (1)	34 (1)	64 (2)	16.8	16.9				
BLACK/URBAN									
BTFL/EZ		19 (2)	19 (2)	5.0	5.9				
NEWS/TALK	13 (2)		13 (2)	3.4	0.6				
NOSTALGIA					2.8				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN	9 (1)		9 (1)	2.4	1.7				
			382 (14)						

RADIO STATIONS

WHIT, 1550,	5 KW (DAYS)	, OLDIES	ABC-E, \$ 22.00 (Eastman)	Media Capital	Stan Kitson
WIBA, 1310,	5 KW (DA-2)	, MOR	CBS, \$ 42.00 (Katz)	Leicinger	Lee Leicinger
WMAD, 1190,	1 KW (DAYS,DA)	, NOSTALGIA	ABC-D, \$ 16.00 (Torbet)		Nancy McMahon
WTDY, 1480,	5 KW (DA-2)	, NEWS/TALK	NBC, \$ 24.00 (Mc-Guild)	Midwest Family	Bill Vancil
WTSO, 1070,	10 KW/5 KW (DA-2)	, COUNTRY	APR, \$ 39.00 (Banner)	Midcontinent	Roger Russell
WIBA-F, 101.5,	50 KW @ 450, AOR		CBS-R, \$ 45.00 (Katz)	Leicinger	Lee Leicinger
WILV-F, 94.9,	37 KW @ 1600, BTFL/EZ		ABC-I, \$ 20.00 (---)	(BARABOO)	
WMAD-F, 92.1,	3 KW @ 312, CLASSIC ROCK		, \$ 25.00 (Torbet)		John McMahon
WMGN-F, 98.1,	38 KW @ 580, AC		, \$ 44.00 (Mc-Guild)	Midwest Family	Bill Vancil
WSJY-F, 107.3,	50 KW @ 500, BTFL/EZ		ABC-I, \$ 17.00 (---)	(FT. ATKINSON)	Vern Falk
WWQM-F, 106.3,	3 KW @ 300, COUNTRY		ABC-E, \$ 27.00 (Eastman)	Media Capital	John Sundvig
WZEE-F, 104.1,	6 KW @ 1120, CHR		, \$ 47.00 (Banner)	Midcontinent	Roger Russell
WMLI-F, 96.3,	6 KW @ ??, AC		, \$ NA (K & P)	(SAUK CITY)	

NOTES: WMLW-F (Watertown) sold to Joyner for \$1,600,000 (E) (Sherwood/Atkinson).

McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 76/473,000
 ADI# 112
 MSA Rank/Pop:
 McAllen: 124/377,400
 Brownsville: 163/262,900
 Average Person Ratings: 17.9
 Market TSL: 23.8 Hours

Stations: 16/16
 Diaries: 865/547:1/53.5%
 Sample Target: 810
 % Below Line: 0
 % Not Listed: 13.9%

1988 Revenue: \$11,200,000
 HH/ Inc: \$23,900
 Retail \$: 3.4 Bil
 Pop per Station: 29,563
 #1 Biller: KGBT \$ 1,900,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KBFM-F (CHR)	158/18.6	17.0	15.0	11.2	14.0	15.5	168/1825	1694/35.8	30.9	31.5	61	24.1	123	KBFM-F
2. KGBT (SP)	150/17.7	18.3	20.6	19.4	15.2	19.0	160/1323	1204/25.5	30.4	27.8	71	13.4	224	KGBT
3. KIWW-F (SP)	82/ 9.7	9.7	8.2	8.9	8.6	9.1	84/1151	1091/23.1	20.6	19.5	137	8.1	75	KIWW-F
4. KTXF-F (C)	71/ 8.4	9.1	9.2	8.2	7.8	8.7	75/ 896	840/17.8	17.7	16.3	108	13.0	120	KTXF-F
5. KVLV-F (EZ)	51/ 6.0	4.9	4.2	4.8	4.8	5.0	51/ 520	520/11.0	7.2	9.4	117	5.0	46	KVLV-F
6. KELT-F (AC)	47/ 5.5	8.2	6.9	5.7	7.0	6.6	49/ 668	635/13.4	16.3	19.0	153	8.1	75	KELT-F
7. KQXX-F (SP)	41/ 4.8	5.0	4.6	7.1	5.2	5.4	43/ 557	544/11.5	11.8	10.9	131	2.5	23	KQXX-F
8. KRIX-F (AOR)	40/ 4.7	5.8	3.7	5.1	5.6	4.8	40/ 590	584/12.3	9.7	11.8	94	6.9	64	KRIX-F
9. KJAV A/F (R/G)	21/ 2.4	1.7	1.8	2.3	2.1	2.1	21/ 177	174/ 3.7	2.8	2.5	129	---	---	KJAV AF
10. KIRT (SP)	19/ 2.2	3.6	3.7	5.2	2.7	3.7	19/ 303	301/ 6.4	8.7	8.5	118	2.9	27	KIRT
11. KRGE (O)	18/ 2.1	2.6	4.6	4.8	6.4	3.5	19/ 344	324/ 6.8	15.5	19.1	157	2.8	26	KRGE
12. KBOR (SP)	13/ 1.5	3.5	2.9	3.1	1.9	2.8	13/ 293	283/ 6.0	6.8	5.3	140	2.7	25	KBOR

12+ FM SHARE (METRO): 70.41% (514 of 730) (FAL 87: 65.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBFM-F>>	1. KBFM-F>	1. KBFM-F	1. KIWW-F	1. KIWW-F	1. KGBT>>	1. KGBT	1. KGBT>	1. KBFM-F	1. KBFM-F>	1. KGBT
2.	2. KIWW-F	2. KIWW-F	2. KBFM-F	2. KGBT	2. KVLV-F	2. KBFM-F>>	2. KBFM-F	2. KGBT>	2. KGBT>	2. KBFM-F
3.	3. KTXF-F	3. KTXF-F	3. KGBT	3. KBFM-F	3. KIWW-F	3. KTXF-F<	3. KTXF-F	3. KIWW-F	3. KIWW-F	3. KIWW-F
4.	4. KELT-F	4. KGBT	4. KTXF-F	4. KTXF-F	4. KQXX-F	4. KIWW-F	4. KVLV-F<	4. KTXF-F	4. KTXF-F	4. KTXF-F
5.	5. KRIX-F	5. KELT-F	5. KELT-F	5. KELT-F	5. KBFM-F	5. KQXX-F	5. KIWW-F	5. KVLV-F	5. KRIX-F	5.
6.	6.	6.	6.	6.	6. KTXF-F	6.	6.	6.	6.	6.

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. KELT-F	1. KBFM-F	1. KGBT	1. KBFM-F>>	1. KBFM-F>>	1. KBFM-F	1. KBFM-F>	1. KIWW-F
2. KIWW-F	2. KELT-F	KTXF-F	2. KIWW-F	2. KIWW-F	2. KRIX-F	2. KRIX-F	KIWW-F	2. KIWW-F	2. KBFM-F
3. KELT-F	3. KTXF-F	3. KBFM-F	3. KTXF-F	3. KTXF-F	KTXF-F	3. KIWW-F	3. KRIX-F	3. KRIX-F	3. KGBT
4. KTXF-F	4. KIWW-F>	KIWW-F	4. KGBT	4. KBFM-F	4.	4. KTXF-F>	4. KTXF-F	4. KTXF-F	4. KRIX-F
5.	5. KGBT	5. KJAV A/F5	KELT-F	5. KQXX-F	5.	5. KELT-F	KELT-F	5. KGBT	5. KTXF-F
6.	6. KJAV A/F	6.	6.	6. KELT-F	6. KELT-F	6.	6.	6. KELT-F	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		158 (1)	158 (1)	21.6	24.9	KITM-F 105.5 Mission .6/2.7
AOR/CLASSIC		40 (1)	40 (1)	5.5	6.3	KRIO 910 McAllen .6/2.1
AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL	18 (1)	47 (1)	65 (2)	8.9	7.9	KURV 710 Edinburg 1.1/4.5
COUNTRY		71 (1)	71 (1)	9.7	10.3	
BLACK/URBAN						
BTFLEZ		51 (1)	51 (1)	7.0	5.3	
NEWS/TALK	9 (1)		9 (1)	1.2	2.8	
NOSTALGIA						
RELIGION/GOSPEL	2 (1)	19 (1)	21 (2)	2.9	2.4	
SPANISH	187 (4)	123 (2)	310 (6)	42.5	38.9	
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN		5 (1)	5 (1)	0.7	1.2	

730 (16)

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, HISPANIC	, \$ 20.00 (Lotus)	
KGBT, 1530, 50 KW (DA-N)	, HISPANIC	, \$ 70.00 (Katz)	Tichenor
KIRT, 1580, 1 KW/300 W	, HISPANIC	, \$ 22.00 (Caballero)	Gomez
KRGE, 1290, 5 KW (DA-2)	, CHR	US 1, \$ 27.00 (Banner)	Daytona
KURV, 710, 1 KW (DA-1)	, TALK	NBC-T, ABC-T, \$ 14.00 (---)	
KBFM-F, 104.1, 100 KW @ 990, CHR	ABC-F, \$ 43.00 (Republic)	Encore	
KELT-F, 94.5, 100 KW @ 1154, AC	, \$ 40.00 (Katz)		
KIWW-F, 96.1, 100 KW @ 540, HISPANIC	, \$ 30.00 (Mc-Guild)	Tichenor	
KQXX-F, 98.5, 100 KW @ ??, HISPANIC	, \$ 25.00 (Caballero)	Gomez	
KRIX-F, 99.5, 100 KW @ 480, AOR	, \$ 24.00 (Banner)	Daytona	
KTXF-F, 100.3, 100 KW @ 500, COUNTRY	ABC-E, \$ 37.00 (Christal)		
KVLV-F, 107.9, 100 KW @ 490, BTFLEZ	, \$ 25.00 (Torbet)	Tippie	

MEMPHIS

Arbitron Rank/Pop (12+): 42/878,900

Stations: 21/21
Diaries: 1214/724:1/50.0%
Sample Target: 1160
% Below Line: 0
% Not Listed: 8.2%

1988 Revenue: \$25,800,000
HH/ Inc: \$219,448
Retail \$: 7.1 Bil
Pop per Station: 41,852
#1 Biller: WGKX-F \$5,000,000

MSA Rank/Pop: 48/975,800

ADI# 40

Average Person Ratings: 17.1

Market TSL: 22.8 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AOH	BIRCH CUME
1. WHRK-F (B)	256/17.0	13.9	11.8	12.2	14.0	13.7	301/2773	2267/25.8	23.8	27.4	70	18.8	267	2167 WHRK-F
2. WMC-F (CHR)	145/ 9.6	9.2	12.8	10.5	9.1	10.5	199/2814	2095/23.8	25.4	21.2	118	9.0	128	2243 WMC-F
3. WGKX-F (C)	141/ 9.4	9.1	9.9	9.3	9.0	9.4	182/2482	1797/20.4	20.4	19.1	131	8.3	118	1432 WGKX-F
4. WRVR-F (AC)	116/ 7.7	7.1	7.1	8.3	6.7	7.6	143/2429	2006/22.8	18.3	16.7	153	7.7	109	1413 WRVR-F
5. WDIA (B)	98/ 6.5	6.1	5.2	5.6	5.7	5.9	128/1692	1257/14.3	15.5	15.5	123	9.0	128	1062 WDIA
6. WEGR-F (AOR)	95/ 6.3	8.1	4.9	5.2	5.4	6.1	131/1601	1187/13.5	10.5	12.1	100	9.4	133	1195 WEGR-F
7. KRNB-F (B)	92/ 6.1	10.9	9.4	10.6	8.4	9.3	95/1800	1639/18.6	19.1	19.4	90	7.8	110	1570 KRNB-F
8. WLOK (B/G)	77/ 5.1	5.5	6.3	5.3	6.8	5.6	77/ 774	774/ 8.8	11.0	12.7	59	4.1	58	787 WLOK
9. WEZI-F (EZ)	74/ 4.9	4.5	4.4	6.6	6.2	5.1	76/1076	1026/11.7	10.2	13.3	90	2.5	35	658 WEZI-F
10. KMPZ-F (CHR)	68/ 4.5	2.4	2.4	3.4	4.0	3.2	105/1707	1205/13.7	8.5	8.1	56	4.5	64	948 KMPZ-F
11. WMC (C)	66/ 4.4	3.7	2.8	2.7	3.9	3.4	75/ 946	812/ 9.2	7.7	9.2	82	2.2	31	532 WMC
12. WREC (BB)	42/ 2.8	2.1	2.7	2.0	2.5	2.4	59/1097	777/ 8.8	7.5	9.2	64	3.3	47	515 WREC
13. WHBQ (N/T)	21/ 1.4	3.2	3.2	4.9	2.9	3.2	24/ 614	480/ 5.5	8.0	8.8	107	3.0	42	520 WHBQ

12+ FM SHARE (METRO): 73.41% (1013 of 1380) (FAL 87: 69.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHRK-F>>	1. WHRK-F>	1. WHRK-F>	1. WHRK-F	1. WGKX-F<	1. WGKX-F	1. WHRK-F>	1. WMC-F	1. WHRK-F>	1. WHRK-F>>	1. WHRK-F
2. KMPZ-F	2. WMC-F>	2. WMC-F	2. WRVR-F<	2. WHRK-F<	2. WEZI-F	2. WGKX-F	2. WHRK-F	2. WMC-F	2. KRNB-F	2. WMC-F
3. KRNB-F	3. WEGR-F	3. WRVR-F<	3. WMC-F	3. WRVR-F	3. WLOK	3. WMC-F	3. WGKX-F	3. WGKX-F	3. KMPZ-F	3. KRNB-F<
4. WEGR-F	4. WRVR-F	4. WGKX-F	4. WGKX-F>	4. WMC-F	4. WDIA	4. WDIA<	4. WRVR-F	4. KRNB-F	4. WGKX-F	4. WGKX-F
5. WMC-F	5. KRNB-F	5. WEGR-F	5. WDIA	5. WDIA	5. WHRK-F<	5. WRVR-F	5. WEZI-F<	5. WRVR-F	5. WEGR-F	5. WLOK
6.	6. WGKX-F	6. KRNB-F	6. WEGR-F	6. WEGR-F	6. WMC	6.	6. WDIA	6. WEGR-F	6. WMC-F	6. WRVR-F
7.	7.	7.	7.	7.	WRVR-F	7.	7. WEGR-F	7.	7.	7.

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. WMC-F>	1. WHRK-F	1. WGKX-F	1. WHRK-F>	1. WHRK-F>	1. WHRK-F	1. WHRK-F>	1. WHRK-F
2. WMC-F>	2. WMC-F>	2. WRVR-F<	2. WMC-F	2. WMC-F	2. WEGR-F	2. WEGR-F	2. WEGR-F	2. WEGR-F	2. WRVR-F
3. WEGR-F<	3. WRVR-F	3. WGKX-F	3. WGKX-F	3. WRVR-F	3. KRNB-F<	3. WMC-F	3. WMC-F	3. WMC-F	3. WEGR-F
4. WRVR-F<	4. WGKX-F	4. WHRK-F	4. WRVR-F>	4. WHRK-F	4. WMC-F	4. KRNB-F	4. WRVR-F	4. WRVR-F	4. WGKX-F<
5. KRNB-F	5. KRNB-F	5. WDIA	5. WDIA	5. WDIA	5. KMPZ-F	5. WRVR-F	5. KRNB-F	5. WGKX-F	5. WMC-F
6. WGKX-F	6. WDIA	6. KRNB-F	6. KRNB-F	6.	6.	6.	6. WGKX-F	6. KRNB-F	6. WDIA

FORMATS	AM	FM	TOTAL	%	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		213 (2)	213 (2)	15.4	9.9	KPTH-F	107.1 Marion 1.3/3.8
AOR/CLASSIC		95 (1)	95 (1)	6.9	10.1	KHLS-F	96.3 Blytheville .5/1.5
AC/OLDIES/SOFT ROCK	18 (1)	116 (1)	134 (2)	9.7	8.6	KWAM	990 Memphis .9/2.6
MOR/VARIETY/FULL						WCRV	640 Collierville .7/3.2
						WEZI	1430 Germantown .4/2.2
COUNTRY	66 (1)	141 (1)	207 (2)	15.0	14.0	WKBL	1250 Covington .3/1.1
BLACK/URBAN	108 (2)	348 (2)	456 (4)	33.0	38.7	WRVR	680 Memphis 1.2/5.5
BTFL/EZ		74 (1)	74 (1)	5.4	7.0	WXSS	1030 Memphis .7/2.2
NEWS/TALK	21 (1)		21 (1)	1.5	3.1		
NOSTALGIA	42 (1)		42 (1)	3.0	2.7		
RELIGION/GOSPEL	106 (4)	19 (1)	125 (5)	9.1	4.9		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
OTHERS/UNKNOWN	6 (1)	7 (1)	13 (2)	0.9			

NOTES: WMC changes from COUNTRY to TALK (Jan.)
WHBQ sold by RKO for \$750,000. KWLN changed to KMPZ back in July and format from AOR to CHR.

1380 (21)

RADIO STATIONS

KWAM, 990,	10 KW/87 W (DA-2)	GOSPEL	\$ 20.00 (Republic)	Rivers
WDIA, 1070,	50 KW/5 KW (DA-2)	BLACK	APR,SBN, \$ 36.00 (Katz)	Ragan Henry
WHBQ, 560,	5 KW/1 KW (DA-1)	NEWS/TALK	US 1, US 2, \$ 41.00 (Republic)	RKO
WLOK, 1340,	1 KW (DA-1)	BLACK/GOSPEL	SBN,NBN, \$ 30.00 (K & P)	
WMC, 790,	5 KW (DA-N)	COUNTRY	NBC,ABC-T, \$ 43.00 (Banner)	Scripps-Howard
WREC, 600,	5 KW (DA-N)	NOSTALGIA	CBS, \$ 32.00 (Mc-Guild)	New Market
WXSS, 1030,	50 KW/1 KW (DA-2)	BLACK	SMN,NBN, \$ 28.00 (Bolton)	
WRVR, 680,	10 KW/5 KW (DA-N)	OLDIES	Trans, \$ NA (Christal)	Keymarket
KRMB-F, 101.1,	100 KW @ 347,	BLACK	ABC-F, \$ 50.00 (Republic)	Rivers
KMPZ-F, 98.1,	100 KW @ 715,	AOR	\$ 40.00 (Christal)	Dittman (OSCELOLA, AR)
WEGR-F, 102.7,	100 KW @ 970,	AOR	US 1, \$ 47.00 (Mc-Guild)	New Market
WEZI-F, 94.3,	3 KW @ 300,	BTFL/EZ	\$ 40.00 (Eastman)	Ardman
WGKX-F, 105.9,	100 KW @ 762,	COUNTRY	\$ 90.00 (HNWH)	Barnstable
WHRK-F, 97.1,	100 KW @ 530,	BLACK	NBC, \$ 78.00 (Katz)	Ragan Henry
WMC-F, 99.7,	300 KW @ 910,	CHR	ABC-C, \$ 94.00 (Banner)	Scripps-Howard
WRVR-F, 104.5,	100 KW @ 750,	AC	\$ 89.00 (Christal)	Keymarket

American Radio Fall, 1988, Copyright 1989

MIAMI-FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,645,200
 ADI# 15
 MSA Rank/Pop:
 Miami: 25/1,813,600
 Ft. Lauderdale: 41/1,181,000
 Average Person Ratings: 25.5 Hours
 Market TSL: 19.4 Hours

Stations: 30/34
 Diaries: 2468/1072/42.7%
 Sample Target: 2510
 % Below Line: 3.5%
 % Not Listed: 7.7%

1988 Revenue: \$103,500,000
 HH/ Inc: \$32,950
 Retail \$: 27.1 Bil
 Pop per Station: 77,800
 #1 Biller: WQBA A/F \$ 9,000,000

12+ METRO	1/4/SHARE	SUM	SPG	WIN	FAL	4BOOK	12+ TSA	12+ METRO	SPG	FAL	%	BIRCH	BIRCH	BIRCH	
		88	88	88	87		AVG.	CUME/CUME	CUME/CUME	88	87				25-54
1. WLYF-F (EZ)	361/7.0	7.9	8.7	8.5	8.5	8.0	380/ 4108	3767/14.2	15.0	16.0	57	4.8	196	2145	WLYF-F
2. WHQT-F (U/CHR)	249/4.9	2.9	2.6	2.9	2.6	3.3	296/ 4288	3578/13.5	10.2	10.9	63	6.2	254	3624	WHQT-F
3. WIOD (N/T)	247/4.8	4.0	3.2	4.1	3.6	4.0	269/ 4409	3981/15.0	9.7	12.8	98	2.9	160	2873	WIOD
4. WPOW-F (U/CHR)	227/4.4	5.6	4.6	4.3	5.7	4.7	236/ 3598	3110/11.8	11.8	13.4	55	7.7	316	3439	WPOW-F
5. WCMQ-F (SP)	217/4.2	4.0	3.7	4.6	5.3	4.1	217/ 2170	2170/ 8.2	7.5	8.3	136	4.2	170	1642	WCMQ-F
6. WJQY-F (AC)	206/4.0	3.1	4.0	4.0	4.2	3.8	224/ 2920	2572/ 9.7	10.1	9.3	148	2.7	109	1669	WJQY-F
7. WEDR-F (B)	200/3.9	4.5	5.8	5.0	5.3	4.8	201/ 1776	1727/ 6.5	8.6	8.5	126	3.8	155	1418	WEDR-F
8. WMXJ-F (O)	200/3.9	4.3	4.2	4.4	3.7	4.2	267/ 3985	3085/11.7	11.0	10.1	169	5.2	212	2384	WMXJ-F
9. WAQI (SP)	196/3.8	2.7	3.3	3.1	3.8	3.2	197/ 1786	1761/ 6.7	5.8	6.7	123	2.4	100	1312	WAQI
10. WQBA (SP)	193/3.8	5.4	4.8	4.2	5.4	4.6	193/ 1673	1665/ 6.3	7.1	8.3	71	2.7	110	1277	WQBA
11. WHYI-F (CHR)	185/3.6	3.9	4.3	4.2	3.8	4.0	232/ 4965	3873/14.6	14.8	13.7	83	5.4	219	3379	WHYI-F
12. WNWS (N/T)	183/3.6	4.8	3.7	3.4	3.5	3.9	202/ 3797	2564/ 9.7	8.5	8.5	50	2.3	96	1332	WNWS
13. WKIS-F (C)	178/3.5	2.5	3.3	4.0	3.0	3.3	202/ 2885	2532/ 9.6	8.7	8.3	134	4.1	168	2093	WKIS-F
14. WLVE-F (AC)	173/3.4	2.9	2.5	3.3	2.8	3.0	191/ 2859	2495/ 9.4	9.2	9.5	150	3.4	139	1849	WLVE-F
15. WINZ (N/T)	167/3.3	2.8	3.7	3.2	2.9	3.3	179/ 2819	2636/10.0	8.4	10.0	58	2.2	91	1686	WINZ
16. WAXY-F (AC)	159/3.1	3.0	3.4	3.1	4.2	3.2	181/ 3252	2653/10.0	10.7	11.4	135	4.2	173	2480	WAXY-F
17. WTMJ-F (CL)	147/2.9	3.0	2.8	2.8	2.5	2.9	162/ 2273	1940/ 7.3	6.9	6.7	86	2.4	97	1453	WTMJ-F
18. WGTR-F (AOR)	141/2.8	4.1	3.9	3.0	3.4	3.5	172/ 2880	2331/ 8.8	9.2	7.6	121	6.3	256	2819	WGTR-F
19. WXDJ-F (J/NA)	121/2.4	1.7	1.4	1.9	2.1	1.9	121/ 1389	1368/ 5.2	4.7	5.0	167	2.7	112	1478	WXDJ-F
20. WQBA-F (SP)	113/2.2	1.7	2.1	2.2	2.1	2.1	118/ 1590	1447/ 5.5	6.1	5.3	136	2.0	81	1200	WQBA-F
21. WEAT A/F (EZ)	109/2.1	1.6	1.4	1.6	.9	1.7	322/ 3127	1288/ 4.9	3.7	2.8	24	1.4	56	504	WEAT A/F
22. WSHE-F (AOR)	101/2.0	1.9	2.1	1.7	1.7	1.9	140/ 2831	2165/ 8.2	7.6	7.3	115	2.4	98	2418	WSHE-F
23. WCMQ (SP)	98/1.9	1.3	.9	1.6	1.7	1.4	98/ 955	955/ 3.6	2.8	3.3	121	.8	31	438	WCMQ
24. WZTA-F (AOR)	91/1.8	2.4	2.2	2.4	2.0	2.2	112/ 2191	1871/ 7.1	7.5	8.0	128	2.8	113	1790	WZTA-F
25. WFTL (BB)	89/1.7	1.4	1.5	1.9	1.2	1.6	91/ 1089	1050/ 4.0	3.1	2.9	35	1.0	42	681	WFTL

12+ FM SHARE (METRO): 67.89% (3210 of 4728) (FAL 87: 68.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPOW-F>	1. WHQT-F	1. WEDR-F	1. WMXJ-F	1. WMXJ-F	1. WLYF-F	1. WAQI	1. WLYF-F>	1. WLYF-F>	1. WHQT-F<	1. WINZ>
2. WHQT-F>	2. WEDR-F	2. WHQT-F<	2. WCMQ-F<	2. WJQY-F<	2. WIOD	2. WIOD	2. WJQY-F	2. WHQT-F>	2. WPOW-F	2. WNWS
3. WHYI-F>	WGTR-F	3. WMXJ-F	3. WEDR-F	3. WCMQ-F	3. WAQI	3. WLYF-F	3. WJQY-F	3. WJQY-F	3. WEDR-F	3. WLYF-F
4. WEDR-F>	WPOW-F	4. WLVE-F<	WKQY-F<	4. WLVE-F	4. WQBA	4. WQBA	4. WIOD	4. WPOW-F	4. WLYF-F	4. WIOD
5.	5. WHYI-F	5. WCMQ-F	5. WLVE-F	5. WEDR-F	5. WNWS	5. WHYI-F	5. WCMQ-F	5. WHYI-F<	5. WINZ<	5. WHQT-F
6.	6. WAXY-F	6. WPOW-F	6. WKIS-F	6. WIOD	6. WINZ	6. WINZ	6. WKIS-F	6. WCMQ-F<	6. WNWS	6. WEDR-F
7.	7. WLVE-F<	7. WGTR-F	7. WIOD	WKIS-F	7. WCMQ-F	7. WMXJ-F	7. WLVE-F	7. WMXJ-F<	7. WAXY-F	7. WMXJ-F
8.	8. WSHE-F	8. WJQY-F	WXDJ-F	8. WAXY-F	8. WJQY-F	8. WHQT-F	8. WNWS	8. WEDR-F	8. WCMQ-F	8.
9.	9. WXDJ-F	9. WAXY-F<	9. WAXY-F	9. WLVE-F	9. WMXJ-F	9. WEDR-F	9.	9.	9.	9.
10.	10.	10. WHYI-F	10.	WXDJ-F	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. WCMQ-F	1. WCMQ-F	1. WHQT-F>	1. WGTR-F	1. WGTR-F	1. WEDR-F	1. WIOD
2. WPOW-F	2. WPOW-F	2. WHQT-F	WHQT-F	2. WJQY-F	2. WPOW-F	2. WHQT-F	2. WXDJ-F	2. WGTR-F	2. WMXJ-F
3. WHYI-F>	3. WEDR-F	3. WEDR-F	3. WLVE-F	WLVE-F	3. WGTR-F	3. WEDR-F	3. WEDR-F>	3. WIOD	3. WJQY-F
4. WEDR-F	4. WHYI-F	4. WCMQ-F	4. WEDR-F<	4. WMXJ-F	4. WSHE-F	4. WPOW-F	4. WAXY-F	4. WMXJ-F	4. WEDR-F<
5. WAXY-F	5. WAXY-F	5. WMXJ-F	5. WMXJ-F<	5. WKIS-F	5. WEDR-F	5. WXDJ-F	5. WIOD	5. WXDJ-F	5. WXDJ-F
6. WGTR-F	6. WJQY-F	6. WLVE-F	6. WPOW-F	6. WEDR-F	6. WHXI-F	6. WSHE-F	6. WJQY-F	6. WHQT-F	6. WAXY-F
7. WLVE-F	7. WCMQ-F	7. WGTR-F	7. WHYI-F	7. WHQT-F	7. WLVE-F	7. WAXY-F<	7. WSHE-F	7. WAXY-F	7. WGTR-F
8. WXMJ-F	8. WJQY-F	8. WPOW-F	8. WJQY-F	8. WLYF-F	8. WZTA-F	8. WHYI-F<	8. WZTA-F	8. WSHE-F<	8. WKIS-F<
9. WSHE-F	WLVE-F	9. WAXY-F	9. WKIS-F	9.	9. WAXY-F	9. WLVE-F	9. WKIS-F	9. WLVE-F	9. WCMQ-F<
10. WMBM	10.	10. WKIS-F	10.	10.	10.	10.	10.	10.	10. WLYF-F
WQBA-F									

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP AOR/CLASSIC		185 (1)	185 (1)	3.9	10.1	WAQI-F	98.3	Goulds	.4/ .8
AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL	20 (1)	765 (5)	785 (6)	16.6	17.2	WEXY	1520	Wilton Mnrs.	.3/ .8
COUNTRY	34 (1)	178 (1)	212 (2)	4.5	3.6	WKAT	1360	N. Miami	.4/1.5
BLACK/URBAN	27 (1)	676 (3)	703 (4)	14.9	9.6	WMBM	1490	Miami Beach	1.1/1.9
BTFL/EZ	16 (1)	454 (2)	470 (3)	9.9	10.0	WOCN	1450	Miami	.5/1.5
NEWS/TALK	628 (5)		628 (5)	13.3	12.1	WQAM	560	Miami	.7/3.1
NOSTALGIA	89 (1)		89 (1)	1.9	1.2	WRBD	1470	Pompano Beach	.5/1.9
RELIGION/GOSPEL	71 (2)		71 (2)	1.5	1.5	WRHC	1550	Coral Gables	.6/2.4
SPANISH	605 (6)	351 (3)	956 (9)	20.2	22.1	WSUA	1260	Miami	1.2/3.1
CLASSICAL		147 (1)	147 (1)	3.1	2.6	WWNN	980	Pompano Beach	.3/1.6
JAZZ/NEW AGE		121 (1)	121 (1)	2.6	2.2	WJON	1230	W. Palm Beach	.3/ .9
OTHERS/UNKNOWN	28 (1)		28 (1)	0.6		WRMF-F	97.9	W. Palm Beach	.5/1.8
						WYFX	1040	Boynton Beach	.5/ .9

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RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW (DA-2)	, HISPANIC, NEWS/TALK	, \$ 62.00 (Katz Hisp.)	
WCMQ, 1210, 25 KW/2.5KW(DA-2)	, HISPANIC MOR	, \$ 52.00 (SBS)	Spanish Broadcasting
WINZ, 940, 50 KW/25KW (DA-N)	, NEWS/TALK	CBS, \$ 99.00 (Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2)	, TALK	ABC-T,ABC-I, \$100.00 (Christal)	Cox
WFTL, 1400, 1 KW	, NOSTALGIA	APR, \$ 39.00 (---)	
WKAT, 1360, 10 KW/1 KW	, ETHNIC/BARTER	MBS, \$ 29.00 (K & P)	
WMBM, 1490, 1 KW	, GOSPEL	NBN, \$ 31.00 (K & P)	
WNWS, 790, 25 KW	, TALK/NEWS	ABC-E, \$ 80.00 (Banner)	Jeff-Pilot
WOCN, 1450, 1 KW (DA-2)	, HISPANIC	, \$ 35.00 (Lotus)	
WQAM, 560, 5 KW/ 1 KW	, COUNTRY	NBC, \$ 38.00 (HNWH)	Sunshine Wireless
WQBA, 1140, 50 KW/10KW (DA-2)	, HISPANIC	, \$135.00 (Eastman)	Susquehanna
WRHC, 1550, 10 KW/500 W(DA-2)	, HISPANIC	, \$ 50.00 (Lotus)	
WSUA, 1260, 5 KW (DA-2)	, HISPANIC	, \$ 45.00 (Caballero)	
WVCG, 1060, 50 KW/20KW (DA-2)	, ??	, \$ 32.00 (---)	Statewide
WWNN, 980, 5 KW/1 KW(DA-3)	, TALK	, \$ 36.00 (---)	(POMPANO BEACH)

FM STATIONS

WAXY, 105.9, 100 KW @ 1049	AC/OLDIES	US 1, \$141.00 (Republic)	RKO
WXMJ, 92.3, 41 KW @ 300	HISPANIC AC	, \$ 77.00 (SBS)	Spanish Broadcasting
WEDR, 99.1, 70 KW @ 175	BLACK	CBS-R, \$ 80.00 (---)	Rivers
WGTR, 97.3, 98 KW @ 790	AOR	, \$ 78.00 (Christal)	Cox
WHQT, 105.1, 100 KW @ 600	CHR/URBAN	, \$100.00 (MMR)	EZ
WHYI, 100.7, 100 KW @ 1000	CHR	, \$134.00 (Mc-Guild)	Metroplex
WJQY, 106.7, 100 KW @ 1024	SOFT AC	, \$131.00 (Katz)	Tak
WKIS, 99.9, 100 KW @ 986	COUNTRY	US 2, \$ 86.00 (HNWH)	Sunshine Wireless
WLVE, 93.9, 100 KW @ 1006	AC/JAZZ	, \$100.00 (Torbet)	Gilmore
WLYF, 101.5, 100 KW @ 813	BTFL/EZ	, \$123.00 (Banner)	Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006	OLDIES	, \$114.00 (Durpetti)	Sconnix
WPOW, 96.5, 100 KW @ 1006	CHR/URBAN	ABC-C, \$ 84.00 (HNWH)	Beasley
WQBA, 107.5, 100 KW @ 500	HISPANIC AC	, \$ 60.00 (Eastman)	Susquehanna
WAQI, 98.3, 1 KW @ 462	BLACK	, \$ 40.00 (Lotus)	(GOULDS)
WTMI, 93.1, 96 KW @ 1006	CLASSICAL	, \$ 80.00 (CMBS)	Marlin
WXDJ, 95.7, 100 KW @ 982	JAZZ/NEW AGE	SMN, \$ 74.00 (CBS)	(HOMESTEAD)
WZTA, 94.9, 96 KW @ 1010	CLASSIC AOR	, \$ 70.00 (Katz)	Guy Gannett
WSHE, 103.5, 100 KW @ 1006	AOR	, \$ 90.00 (Eastman)	TK

CALL LETTER CHANGES

WTHM-F changes to WAQI-F

FORMAT CHANGES

SALES

WAXY-F: From RKO to Evergreen for \$24,000,000

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,291,500

MSA Rank/Pop: 32/1,377,800

ADI #28

Average Person Ratings: 17.6

Market TSL: 23.0 Hours

Stations: 27/23

Diaries: 1419/910:1/58.1%

Sample Target: 1420

% Below Line: 2.8%

% Not Listed: 7.8%

1988 Revenue: \$39,100,000

HH/ Inc: \$34,659

Retail \$: 9.2 Bil

Pop per Station: 56,152

#1 Biller: WTMJ \$9,000,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WTMJ (MOR)	294/13.0	14.0	13.2	12.1	12.9	13.1	329/ 4165	3440/26.6	28.3	28.1	62	10.0	244	3480 WTMJ
2. WKTI-F (CHR)	211/ 9.3	9.4	9.9	10.4	9.5	9.8	239/ 4257	3743/29.0	26.8	25.3	120	11.4	280	4095 WKTI-F
3. WKLH-F (AOR)	179/ 7.9	9.0	8.6	5.9	8.3	7.9	205/ 2811	2416/18.7	19.3	17.2	139	10.1	248	2594 WKLH-F
4. WEZW-F (EZ)	169/ 7.5	7.0	6.3	7.6	8.4	7.1	185/ 2579	2301/17.8	15.3	16.8	79	3.1	75	1229 WEZW-F
5. WMIL-F (C)	151/ 6.7	7.0	8.0	7.5	6.7	7.3	190/ 2433	1748/13.5	14.0	13.4	124	6.8	166	1716 WMIL-F
6. WOKY (BB)	134/ 5.9	6.4	5.8	7.9	6.8	6.5	142/ 1656	1493/11.6	11.6	13.1	47	6.4	156	1401 WOKY
WLZR-F (AOR)	134/ 5.9	6.5	6.8	5.7	2.2	6.2	161/ 2384	1977/15.3	13.2	8.6	61	10.0	245	2528 WLZR-F
8. WLTQ-F (AC)	105/ 4.6	4.7	5.5	3.4	5.0	4.6	113/ 1871	1654/12.8	12.4	11.4	167	3.0	74	1135 WLTQ-F
9. WMYX-F (AC)	92/ 4.1	3.9	2.5	3.0	4.8	3.4	130/ 1947	1588/12.3	8.7	11.6	117	3.0	74	1251 WMYX-F
WLUM-F (B)	92/ 4.1	4.8	6.7	6.6	5.9	5.6	96/ 1678	1574/12.2	13.6	13.9	100	9.5	232	2470 WLUM-F
11. WISN (N/T)	81/ 3.6	3.3	2.7	3.0	2.3	3.2	97/ 1861	1498/11.6	10.8	9.8	69	2.7	67	1018 WISN
12. WFMR-F (CL)	70/ 3.1	1.9	1.6	3.3	1.9	2.5	70/ 852	852/ 6.6	4.9	5.4	77	2.0	48	789 WFMR-F
13. WZTR-F (O)	61/ 2.7	1.5	1.6	2.0	2.0	2.0	65/ 1182	1020/ 7.9	6.9	6.3	167	1.4	35	622 WZTR-F
14. WQFM-F (AOR)	60/ 2.6	3.0	3.7	4.1	5.4	3.4	89/ 2073	1515/11.7	12.4	14.6	92	3.6	89	1730 WQFM-F
15. WBZN-F (J/NA)	49/ 2.2	1.3	1.2	2.0	1.3	1.7	56/ 831	711/ 5.5	5.2	4.5	164	1.8	45	740 WBZN-F
16. WEMP (O)	39/ 1.7	2.4	2.2	2.1	2.2	2.1	44/ 1106	983/ 7.6	8.0	7.8	147	1.6	39	692 WEMP
17. WNOV (B)	25/ 1.1	1.5	1.2	1.1	1.6	1.2	25/ 366	366/ 2.8	3.7	3.7	118	1.0	24	472 WNOV
18.														
19.														
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 67.32% (1407 of 2090) (FAL 87: 67.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKTI-F	1. WKLH-F	1. WKLH-F	1. WKLH-F<	1. WKTI-F<	1. WTMJ>>	1. WTMJ	1. WEZW-F	1. WTMJ	1. WTMJ>	1. WTMJ>
2. WLZR-F>>	2. WKTI-F	2. WKTI-F>	2. WKTI-F>	2. WKLH-F	2. WEZW-F	2. WKTI-F>	2. WKLH-F	2. WKTI-F	2. WKTI-F	2. WISN-F
3. WLUM-F	3. WLZR-F>	3. WLZR-F	3. WLTQ-F	3. WMIL-F	3. WOKY	3. WKLH-F	3. WTMJ	3. WEZW-F	3. WLZR-F	3. WKLH-F
4.	4. WMIL-F	4. WMIL-F	4. WMIL-F	4. WTMJ	4. WMIL-F	4. WMIL-F	4. WMIL-F<	4. WKLH-F	4. WLUM-F<	4. WLZR-F
5.	5. WMYX-F	5. WLTQ-F	5. WTMJ	5. WLTQ-F	5. WISN-F	5. WOKY	5. WOKY	5. WMIL-F	5. WKLH-F	5. WKLH-F
6.	6. WLUM-F<	6. WTMJ	6. WEZW-F<	6. WEZW-F	6. WKTI-F	6. WEZW-F	6. WKTI-F	6. WOKY	6. WEZW-F<	6. WKTI-F
7.	7. WLTQ-F	7. WLUM-F	7. WZTR-F	7. WMYX-F	7.	7. WISN	7. WLTQ-F	7. WLZR-F	7. WMYX-F	7.
8.	8. WQFM-F	8. WMYX-F	8.	8. WZTR-F	8.	8.	8.	8.	8.	8.

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. WKTI-F	1. WLZR-F>	1. WKLH-F	1. WKLH-F>	1. WKLH-F>	1. WKLH-F
WLZR-F	2. WKLH-F>	2. WKTI-F>>	2. WKLH-F	2. WKLH-F	2. WKLH-F>	2. WLZR-F>	2. WKTI-F	2. WKTI-F	2. WKTI-F
3. WKLH-F	3. WLZR-F	3. WMIL-F	3. WLTQ-F	3. WLTQ-F	3. WMYX-F	3. WKTI-F>	3. WLZR-F	3. WLZR-F	3. WMIL-F
WLUM-F	4. WMIL-F	4. WLUM-F	4. WMIL-F<	4. WEZW-F<	4. WQFM-F	4. WQFM-F	4. WLTQ-F	4. WMIL-F	4. WTMJ
5. WMIL-F	5. WLUM-F	5. WMYX-F	5. WEZW-F	5. WTMJ	5. WKTI-F	5. WMIL-F<	5. WQFM-F	5. WLTQ-F<	5. WLTQ-F
6. WMYX-F	6. WLTQ-F	6. WZTR-F	6. WMYX-F	6. WMIL-F	6. WLUM-F	6. WMYX-F	6. WBZN A/F	6. WTMJ	6. WBZN A/F
7.	7. WMYX-F	7. WBZN A/F	7. WLUM-F	7. WMYX-F	7. WMIL-F	7. WLTQ-F	7. WMIL-F	7. WLUM-F	7. WZTR-F
8.	8.	8. WEZW-F	8. WTMJ	8.	8.	8. WZTR-F	8.	8.	8.
9.	9.	9.	9. WLZR-F	9.	9.	9.	9.	9.	9.

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		222 (2)	222 (2)	10.6	10.3	WAUK	1510	Waukesha	.7/1.6
AOR/CLASSIC	7 (1)	373 (3)	380 (4)	18.2	17.5	WLZR	1340	Milwaukee	.3/1.5
AC/OLDIES/SOFT ROCK	39 (1)	265 (4)	304 (5)	14.5	15.2	WMVP	1290	Greenfield	.7/2.6
MOR/VARIETY/FULL	310 (2)		310 (2)	14.8	15.6	WRJN	1400	Racine	.7/1.2
						WTKM-F	104.9	Hartford	.7/1.9
COUNTRY	16 (1)	151 (1)	167 (2)	8.0	7.2	WYLO	540	Jackson	.4/1.9
BLACK/URBAN	42 (2)	92 (1)	134 (3)	6.4	8.0				
BTFL/EZ		169 (1)	169 (1)	8.1	9.1	WJZQ-F	95.1	Chicago	.5/1.3
NEWS/TALK	126 (3)		126 (3)	6.0	3.8				
NOSTALGIA	134 (1)		134 (1)	6.4	7.3	WBBM	780	Chicago	.9/3.5
RELIGION/GOSPEL	9 (1)		9 (1)	0.4	1.7	WGN	720	Chicago	1.1/3.7
SPANISH						WJMK-F	104.3	Chicago	.3/ .8
CLASSICAL		70 (1)	70 (1)	3.3	2.0				
JAZZ/NEW AGE		49 (1)	49 (1)	2.3	1.4				
OTHERS/UNKNOWN		16 (1)	16 (1)	0.8	0.6				

2090 (27)

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2), OLDIES	MBS,Trans, \$ 41.00 (Banner)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N), NEWS/TALK	MBS,ABC-E, \$ 52.00 (Katz)	Hearst
WMVP, 1290, 5 KW (DA-2), BLACK	SMN, \$ 21.00 (Durpetti)	All Pro
WNOV, 860, 250 W (DAYS,DA), BLACK	NBN, \$ 20.00 (---)	
WOKY, 920, 5 KW/ 1 KW (DA-2), NOSTALGIA	CBS, \$ (---)	Sundance
WTMJ, 620, 5 KW (DA-N), MOR	NBC, \$121.00 (Christal)	Milwaukee Journal
WYLO, 540, 250 W/150 W(DA-1), RELIGION/ETHNIC	, \$ 20.00 (In House)	Marsh (JACKSON)

FM STATIONS

WBZN, 100.7, 50 KW @ 500, JAZZ/NEW AGE	, \$ 40.00 (Torbet)	Channel One
WEZW, 103.7, 20 KW @ 840, BTFL/EZ	, \$ 70.00 (Republic)	Multimedia
WFMR, 98.3, 3 KW @ 330, CLASSICAL	, \$ 49.00 (CMBS)	
WKLH, 96.5, 22 KW @ 810, CLASSIC AOR	, \$ 92.00 (Mc-Guild)	Saga
WKTI, 94.5, 16 KW @ 911, CHR	Source, \$ 87.00 (Christal)	Milwaukee Journal
WLTV, 97.3, 16 KW @ 980, SOFT AC	, \$ 55.00 (Katz)	Hearst
WLUM, 102.1, 50 KW @ 490, BLACK	CBS-R, \$ 47.00 (HNWH)	All Pro
WLZR, 102.9, 50 KW @ 422, AOR	ABC-F, \$ 57.00 (Republic)	Great American
WMIL, 106.1, 13 KW @ 976, COUNTRY	, \$ 74.00 (CBS)	Sundance
WNYX, 99.1, 50 KW @ 450, AC	CBS-R, \$ 62.00 (Banner)	Heritage
WQFM, 93.3, 14 KW @ 940, AOR	ABC-R, \$ 64.00 (Eastman)	Shamrock-Lynett
WZTR, 95.7, 34 KW @ 610, OLDIES	, \$ 41.00 (Durpetti)	

CALLS

FORMATS

SALES

WBZN A/F (Racine): From SRO to Adams
for \$3,000,000 (Fischer)
WBZN A/F: From Adams to Channel One
for \$3,000,000 (Mahlman)

MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,944,800

MSA Rank/Pop: 14/2,345,500
ADI #13

Average Person Ratings: 17.7
Market TSL: 23.0 Hours

Stations: 19/19
Diaries: 1633/1191:1/59.0%
Sample Target: 1660
% Below Line: 0
% Not Listed: 14.0

1988 Revenue: \$68,400,000
HH/ Inc: \$38,799
Retail \$: 19.0 Bill
Pop per Station: 102,358
#1 Biller: WCCO \$20,000,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AOH	BIRCH CUME
1. WCCO (MOR)	580/16.9	22.3	16.6	16.9	19.4	18.2	824/10381	7409/38.1	35.3	38.3	68	14.9	512	7584 WCCO
2. KSTP-F (AC)	315/ 9.2	7.5	9.0	9.4	8.3	8.8	365/ 4752	4072/20.9	19.5	22.0	133	8.1	278	3542 KSTP-F
3. KQRS A/F (AOR)	287/ 8.4	9.5	11.7	7.9	10.2	9.4	347/ 5345	4528/23.3	23.0	21.9	100	12.1	406	5008 KQRS A/F
4. WLTE-F (AC)	238/ 6.9	5.5	5.8	5.9	4.7	6.0	286/ 4485	3708/19.1	17.9	13.5	117	4.1	141	2559 WLTE-F
5. KLXK-F (O)	235/ 6.8	6.3	4.6	5.5	5.8	5.8	255/ 3799	3445/17.7	10.9	12.6	132	6.5	223	2567 KLXK-F
6. KDWB-F (CHR)	233/ 6.8	6.8	4.7	5.1	5.2	5.9	269/ 5150	4208/21.6	17.1	18.1	49	7.3	252	3973 KDWB-F
7. KEEY-F (C)	232/ 6.8	6.2	6.2	7.4	6.3	6.7	264/ 3573	3006/15.5	14.1	16.2	126	5.9	202	2476 KEEY-F
8. WLOL-F (CHR)	213/ 6.2	6.0	9.4	8.3	8.0	7.5	250/ 5034	4261/21.9	24.3	23.8	82	7.9	271	4348 WLOL-F
9. KTCZ-F (AOR)	144/ 4.2	4.0	4.3	4.1	4.0	4.2	150/ 2126	2013/10.4	10.7	9.4	152	3.4	116	1482 KTCZ-F
10. KJJO-F (AOR)	127/ 3.7	4.4	5.3	4.0	6.6	4.4	176/ 3276	2493/12.8	12.2	12.6	65	6.6	226	2257 KJJO-F
11. KSTP (N/T)	100/ 2.9	2.6	3.0	4.2	2.6	3.2	104/ 1689	1546/ 7.9	9.0	7.6	107	4.0	137	1923 KSTP
12. KQQL-F (O)	55/ 1.6	1.5	1.4	1.7	2.2	1.6	71/ 1701	1286/ 6.6	6.1	7.9	156	1.1	39	983 KQQL-F
13. KLBB (BB)	55/ 1.6	1.3	1.8	1.7	1.2	1.6	55/ 821	821/ 4.2	3.5	2.6	19	1.1	39	518 KLBB
14. WDGY (C)	46/ 1.3	1.5	1.6	1.9	2.0	1.6	53/ 1271	1056/ 5.4	5.7	5.5	123	1.3	45	931 WDGY
15. WAYL (EZ)	45/ 1.3	1.5	.4	.5	.4	.9	46/ 876	840/ 4.3	2.0	2.6	100	1.3	45	484 WAYL
16. KDWB (O)	37/ 1.1	1.8	2.7	2.1	2.0	1.9	43/ 1160	989/ 5.1	6.7	7.7	145	.9	31	487 KDWB
17.														
18.														
19.														
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 70.35% (2078 of 2954) (FAL 87: 68.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EYE	OVERNIGHT
1. KDWB-F>	1. KQRS A/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. KLXK-F	2. KQRS A/F2.	WCCO<	2. WCCO	2. KSTP-F	2. KQRS A/F2.	KSTP-F	2. KSTP-F	2. KDWB-F	2. KSTP<
3. KJJO-F	3. KSTP-F<	3. KLXK-F	3. KLXK-F	3. KLXK-F	3. WLTE-F	3. KSTP-F	3. KLXK-F<	3. KLXK-F	3. WLOL-F	3. WLTE-F
4. KQRS A/F	4. KDWB-F	4. KEEY-F	4. KQRS A/F	4. KEEY-F	4. KEEY-F	4. WLOW-F	4. KQRS A/F	4. KQRS A/F	4. KQRS A/F<	4. KEEY-F
5.	5. WLOL-F	WCCO<	5. KEEY-F	5. KQRS A/F5.	KSTP	5. KDWB-F<	5. KEEY-F	5. KEEY-F<	5. KLXK-F<	5. KDWB-F
6.	6. KEEY-F<	6. WLTE-F	6. WLTE-F	6. WLTE-F	6.	6. KEEY-F<	WLTE-F	6. KDWB-F	6. WLTE-F	6. KSTP-F
7.	7. KJJO-F	7. WLOL-F<	7. KTCZ-F	7. KTCZ-F	7.	7. WLTE-F	7. KDWB-F	WLTE-F	7. KSTP-F	7. KLXK-F
8.	KTCZ-F	8. KDWB-F	8.	8.	8.	8.	8.	8.	KTCZ-F	8. WLOL-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. KDWB-F>	1. KDWB-F	1. KSTP-F	1. KSTP-F	1. KSTP-F>	1. KQRS A/F>>	1. KQRS A/F>>	1. KQRS A/F>	1. KQRS A/F	1. KQRS A/
2. WLOL-F>	2. WLOL-F	2. KLXK-F	2. WLTE-F	2. WLTE-F	2. KJJO-F	2. KLXK-F	2. KLXK-F>	2. KLXK-F	WCCO
3. WLTE-F	3. KSTP-F<	3. KEEY-F	3. KDWB-F	3. WCCO	3. KDWB-F	3. KJJO-F	3. KTCZ-F	3. WCCO<	3. KLXK-F
4. KLXK-F	4. KLXK-F	4. WLOL-F	4. WLOL-F	4. KEEY-F	4. KLXK-F	4. KSTP-F	4. KSTP-F	4. KSTP-F	4. KSTP-F
5. KQRS A/F	5. WLTE-F	5. KTCZ-A	5. KLXK-F	5. KLXK-F	5. WLOL-F	5. KTCZ-F	5. WCCO	5. KEEY-F	5. KEEY-F
6. KJJO-F	6. KEEY-F	WLTE-F	6. KEEY-F	6. WLOL-F	6. KSTP-F	6. WLOL-F	6. KEEY-F	6. KTCZ-F	6. KTCZ-F>
7. KSTP-F	7. KQRS A/F7.	KQRS A/F	7. WCCO	7. KTCZ-F<	7. KEEY-F	7. KEEY-F	7. KJJO-F	7. KJJO-F	7. WLTE-F
8. KEEY-F	8.	8. KDWB-F	8.	8. KEWB-F	8.	8.	8. WLOL-F	8.	8.

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		446 (2)	446 (2)	15.1	14.8	WIXK	1590	New Richmond	.1/ .3
AOR/CLASSIC	10 (1)	548 (3)	558 (4)	18.9	23.2	WIXK-F	107.1	New Richmond	.3/ .9
AC/OLDIES/SOFT ROCK	37 (1)	843 (4)	880 (5)	29.8	19.3				
MOR/VARIETY/FULL	580 (1)		580 (1)	19.6	22.2				
COUNTRY	46 (1)	232 (1)	278 (2)	9.4	9.2				
BLACK/URBAN									
BTFL/EZ	45 (1)		45 (1)	1.5	7.0				
NEWS/TALK	100 (1)		100 (1)	3.4	2.9				
NOSTALGIA	55 (1)		55 (1)	1.9	1.4				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN	3 (1)	9 (1)	12 (2)	0.4					
				2954 (19)					

RADIO STATIONS

AM STATIONS

KDWB,	630,	5 KW/500 (DA02),	OLDIES	, \$ NA (Banner)	Legacy
KLBB,	1400,	1 KW	NOSTALGIA	CNN, ABC-D, \$ 34.00 (Roslin)	
KSNE,	1260,	5 KW (DA-N)	MOR	, \$ 19.00 (Roslin)	
KSTP,	1500,	50 KW (DA-N)	NEWS/JAZZ	ABC-T,ABC-I, \$ 52.00 (Mc-Guild)	Hubbard
KTCJ,	690,	500 W (DAYS,DA)	JAZZ	, \$ 23.00 (Durpetti)	Parker
KUXX,	1570,	2.5 KW/300 W	RELIGION	, \$ 20.00 (---)	Marsh
WCCO,	830,	50 KW	MOR	CBS, \$268.00 (CBS)	
WDGY,	1130,	50 KW/25KW(DA-2),	COUNTRY	MBS, \$ 47.00 (Katz)	Malrite

FM STATIONS

KDWB,	101.3,	50 KW @ 822,	CHR	, \$ 95.00 (Banner)	Legacy
KEEY,	102.1,	50 KW @ 842,	COUNTRY	, \$115.00 (Katz)	Malrite
KJJO,	104.1,	100 KW @ 1050,	AOR	CBS-R, \$ 53.00 (Republic)	Park
KQRS,	92.5,	50 KW @ 822,	AOR	ABC-R, \$150.00 (Katz)	Cap Cities/ABC
KQQL,	107.9,	100 KW @ 1080,	OLDIES	Trans, \$ 47.00 (Republic)	Trumper
KSTP,	94.5,	100 KW @ 1250,	AC	, \$200.00 (Mc-Guild)	Hubbard
KTCZ,	97.1,	100 KW @ 285,	ECLECTIC/AOR	, \$ 64.00 (Durpetti)	Parker
KLXK,	93.7,	100 KW @ 820,	OLDIES	, \$ 72.00 (Durpetti)	Entercom
WLOL,	99.5,	50 KW @ 844,	CHR	, \$125.00 (HNWH)	Emmis
WLTE,	102.9,	100 KW @ 1304,	AC	, \$ 79.00 (CBS)	

CALL LETTER CHANGES

KNMG changes to KQQL
WYLF-F changes to KLXK-F (Oct)

FORMAT CHANGES

KQQL: From AC to OLDIES (Oct)
KJJO-AM: From OLDIES TO Z-ROCK (Nov)
KLXK-F: From EZ to OLDIES

SALES

MOBILE

Arbitron Rank/Pop (12+): 86/385,600

Stations: 26/21
Diaries: 883/437:1/53.0%
Sample Target: 770
% Below Line: 4.0%
% Not Listed: 9.0%

1988 Revenue: \$11,400,000
HH/ Inc: \$28,654
Retail \$: 3.0 Bil
Pop per Station: 18,362
#1 Biller: WKSJ-F \$ 3,800,000

MSA Rank/Pop: 102/478,100
ADI# 64 (W/Pensacola)
Average Person Ratings: 18.2
Market TSL: 24.0 Hours

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WKSJ-F (C)	123/17.6	17.4	17.2	19.3	17.9	---	133/1363	1220/31.6	29.8	28.8	109	15.1	115	1100 WKSJ-F
2. WABB-F (CHR)	89/12.7	13.9	15.4	17.4	17.2	---	156/2177	1096/28.4	31.8	32.4	64	18.5	141	1411 WABB-F
3. WBLX-F (B)	83/11.9	12.9	17.3	14.3	13.9	---	151/1444	894/23.2	22.8	24.3	108	19.1	146	1065 WBLX-F
4. WGOK (B)	48/ 6.9	8.5	7.3	7.8	7.9	---	49/ 606	582/15.1	15.3	15.4	74	3.5	27	416 WGOK
5. WAVH-F (O)	38/ 5.4	3.3	4.5	3.7	3.7	---	87/1228	533/13.8	10.0	10.6	172	3.9	30	377 WAVH-F
6. WMML (B)	34/ 4.9	4.9	2.6	1.6	2.5	---	34/ 373	364/ 9.4	10.6	6.9	57	3.1	24	299 WMML
7. WKRG-F (AC)	31/ 4.4	5.0	4.5	4.0	4.2	---	63/1154	511/13.3	15.5	16.7	141	6.0	46	649 WKRG-F
8. WKRG (N/T)	28/ 4.0	4.6	4.4	4.5	6.1	---	30/ 488	460/11.9	10.7	12.0	78	4.8	37	325 WKRG
9. WGCK-F (AOR)	21/ 3.0	2.4	1.2	3.4	3.6	---	80/1073	313/ 8.1	7.7	6.6	140	3.1	24	228 WGCK-F
10. WDLT-F (AC)	20/ 2.9	3.6	3.4	4.0	3.3	---	20/ 305	305/ 7.9	10.7	11.2	176	2.2	17	234 WDLT-F
11. WMOB (R/G)	16/ 2.3	2.4	.6	1.4	.7	---	16/ 154	154/ 4.0	3.8	2.3	74	1.8	14	126 WMOB
12. WZEW-F (AOR)	15/ 2.1	3.6	3.7	4.1	3.1	---	15/ 246	238/ 6.2	9.5	7.1	95	2.8	21	253 WZEW-F

12+ FM SHARE (METRO): 71.74% (457 of 637) (FAL 87: 77.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AND	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WABB-F>>	1. WABLX-F>	1. WBLX-F<	1. WKSJ-F	1. WKSJ-F>	1. WKSJ-F>>	1. WKSJ-F>	1. WKSJ-F>	1. WKSJ-F	1. WABB-F	1. WKSJ-F
2. WBLX-F	3. WKSJ-F	2. WKSJ-F	2. WBLX-F	2. WBLX-F	2. WGOK	2. WABB-F	2. WABB-F	2. WABB-F	2. WBLX-F	2. WABB-F
4. WMML	4. WGCK-F	3. WABB-F>	3. WAVH-F	3. WAVH-F	3. WKRG	3. WBLX-F	3. WBLX-F	3. WBLX-F>>	3. WMML	3. WBLX-F
5. WKRG-F	5. WKRG-F	4. WAVH-F	4. WABB-F	4. WABB-F	4. WAVH-F	4. WAVH-F	4. WGOK	4. WAVH-F<	4. WKSJ-F>	4. WKRG
		5. WKSJ-F	5. WKRG-F	5. WKRG-F	5. WKRG	5. WZEW-F	5. WZEW-F	5. WMML	5. WGOK	5.

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. WABB-F	1. WABB-F	1. WABB-F	1. WABB-F<	1. WKSJ-F>	1. WABB-F	1. WBLX-F>	1. WBLX-F	1. WBLX-F<	1. WKSJ-F
2. WBLX-F	2. WBLX-F>	2. WBLX-F>	2. WKSJ-F<	2. WBLX-F	2. WBLX-F	2. WABB-F	2. WKSJ-F	2. WKSJ-F>	2. WBLX-F
3. WKSJ-F	3. WKSJ-F>	3. WKRG-F	3. WBLX-F>	3. WABB-F	3. WGCK-F	3. WGCK-F	3. WGCK-F	3. WABB-F	3. WAVH-F
4. WMML	4. WMML	4. WAVH-F	4. WAVH-F	4. WAVH-F	4. WZEW-F	4. WKSJ-F	4. WGOK	4. WAVH-F	4. WGCK-F
5. WKRG-F	5. WMML	5. WAVH-F	5. WKRG-F	5. WKRG-F	5.	5. WZEW-F	5. WZEW-F	5. WGCK-F	5. WKRG-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		91 (2)	91 (2)	14.3	17.8	WABB 1480 Mobile .7/4.3
AOR/CLASSIC		38 (3)	38 (3)	6.0	3.9	WABF 1220 Fairhope .3/1.5
AC/OLDIES/SOFT ROCK		89 (3)	89 (3)	14.0	9.7	WBCA 1110 Bay Minette .9/1.1
MOR/VARIETY/FULL	10 (1)		10 (1)	1.6		WBHY 840 Mobile 1.1/2.3
COUNTRY	3 (1)	130 (2)	133 (3)	20.9	20.0	WBLX 660 Mobile 1.4/5.3
BLACK/URBAN	87 (3)	83 (1)	170 (4)	26.7	30.6	WGRR 960 Prichard 1.4/2.4
BTFL/EZ		22 (2)	22 (2)	3.5	3.3	WHEP 1310 Foley 1.4/1.8
NEWS/TALK	28 (1)		28 (1)	4.4	4.7	WKSJ 1270 Prichard .4/2.6
NOSTALGIA						WLPR-F 105.5 Bay Minette 1.3/4.5
RELIGION/GOSPEL	34 (3)		34 (3)	5.3	1.7	WJLQ-F 100.7 Pensacola .3/2.9
SPANISH						WMEZ-F 94.1 Pensacola 1.9/4.2
CLASSICAL						WOWW-F 107.3 Pensacola 1.0/2.2
JAZZ/NEW AGE					4.8	WKNN-F 99.1 Pascagoula .6/2.1
OTHERS/UNKNOWN	18 (3)	4 (1)	22 (4)	3.4	3.4	WTKX-F 101.5 Pensacola .3/1.4

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RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, OLDIES	SMN, \$ NA (Christal)	Dittman	Bernard Dittman
WBHY, 840, 10 KW (DAYS)	, RELIGION	, \$ 11.00 (---)		Wilbur Goforth
WGOK, 900, 1 KW/500 W (DA-1)	, BLACK	SBN, \$ 16.00 (Roslin)		Irene Ware
WKRG, 710, 1 KW/500 W (DA-N)	, TALK	CBS,MBS, \$ 27.00 (Katz)		Wes Diamond
WKSJ, 1270, 5 KW (DAYS)	, COUNTRY	ABC-E, \$ NA (Banner)	Capitol-Johnson	Chris Childress
WMML, 1410, 5 KW (DA-N)	, BLACK	NBC, \$ 16.00 (K & P)		Lynett Eason
WBLX, 660, 22 KW/850 W (DA-2)	, GOSPEL/BLACK	, \$ 12.00 (---)	Beasley	
WABB-F, 97.5, 100 KW @ 1350, CHR		ABC-F, \$ 68.00 (Christal)	Dittman	Bernard Dittman
WAVH-F, 96.1, 100 KW @ 1100, OLDIES		, \$ 31.00 (Durpetti)	Marathon	Don Walker
WBLX-F, 92.9, 100 KW @ 1555, BLACK		US 1, ABC-C, \$ 52.00 (HNWH)	Beasley	Harry Williams
WDLT-F, 98.3, 3 KW @ 300, SOFT AC		Trans, \$ 29.00 (Durpetti)		Chris Kalifeh
WKRG-F, 99.9, 100 KW @ ??, AC		MBS, \$ 32.00 (Katz)		Wes Diamond
WKSJ-F, 94.9, 100 KW @ 490, COUNTRY		ABC-E, \$ 88.00 (Banner)	Capitol-Johnson	Jay Childress
WZEW-F, 92.1, 3 KW @ 300, AOR		ABC-R, \$ 24.00 (Masla)		Sandy Frost

NOTES: WMOB, WBLX-F sold by Beasley to Paul Major for \$10,000,000 (Raymond). This WBLX deal never closed.

MODESTO

Arbitron Rank/Pop (12+): 132/274,300

Stations: 24/14
Diaries: 635/432:1/52.6%
Sample Target: 620
% Below Line: 24.1
% Not Listed: 15.5%

1988 Revenue: \$9,300,000
HH/ Inc: \$31,331
Retail \$: 2.06 Bil
Pop per Station: 19,593
#1 Biller: KOSO-F \$1,600,000

MSA Rank/Pop: 140/332,600
Sacramento ADI
Average Person Ratings: 15.6
Market TSL: 21.3 Hours

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KBEE-F (EZ)	51/11.9	9.7	11.5	12.0	10.7	97/1093	543/19.8	18.2	16.3	88	7.0	30	333 KBEE-F
2. KDJK-F (AOR)	39/ 9.1	13.0	8.0	11.3	8.6	73/ 896	406/14.8	18.3	13.8	121	14.7	63	489. KDJK-F
3. KHOP-F (CHR)	37/ 8.7	7.1	5.9	7.2	6.8	80/1560	648/23.6	18.8	17.1	87	8.1	35	612 KHOP-F
4. KMIX-F (C)	34/ 8.0	9.5	8.8	7.2	7.6	39/ 506	395/14.4	17.0	13.3	126	9.5	41	401 KMIX-F
5. KFIV-F (CHR)	28/ 6.6	5.9	7.2	7.0	8.6	32/ 555	453/16.5	16.9	18.1	64	9.5	41	581 Kfiv-F
6. KOSO-F (AC)	27/ 6.3	8.0	9.9	7.9	7.6	48/ 659	341/12.4	12.2	18.3	127	6.5	28	331 KOSO-F
7. KLOC (SP)	21/ 4.9	6.1	1.6	3.8	5.2	25/ 218	155/ 5.7	7.3	2.3	120	3.3	14	189 KLOC
8. KTRB (C)	20/ 4.7	5.4	4.5	2.6	5.2	30/ 583	282/10.3	10.9	8.0	98	4.9	21	237 KTRB
9. KCBS (N/T)	16/ 3.7	2.4	3.2	3.8	4.7	41/ 839	286/10.4	8.7	8.2	46	1.9	8	158 KCBS
10. KSJQ-F (U/CHR)	15/ 3.5	3.8	8.0	6.0	4.4	36/ 568	252/ 9.2	11.5	12.0	23	7.0	30	376 KSJQ-F

12+ FM SHARE (METRO): 73.41% (265 OF 362) (FAL 87: 75.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KSJQ-F	1. KDJK-F	1. KDJK-F	1. KDJK-F	1. KDJK-F	1. KBEE-F>	1. KBEE-F	1. KBEE-F>	1. KBEE-F>	1. KDJK-F	1. KTRB
2. KFIV-F	2. KHOP-F	2. KHOP-F	2. KMIX-F	2. KBEE-F	2. KMIX-F	2. KDJK-F	2. KDJK-F	2. KHOP-F	2. KHOP-F	2. KDJK-F>
3. KHOP-F>	3. KOSO-F	3. KMIX-F	3. KOSO-F	3. KMIX-F	3. KTRB	3. KHOP-F	3. KMIX-F <	3. KDJK-F	3. KFIV-F	3. KLOC
4. KLOC	4. KFIV-F	4. KOSO-F	4. KHOP-F	4. KOSO-F	KCBS	4. KTRB	4. KHOP-F	4. KMIX-F	4. KBEE-F>	4. KMIX-F
5.	5. KMIX-F	5. KFIV-F	5. KBEE-F	5. KHOP-F	5.	5. KMIX-F	5. KOSO-F	KOSO-F	5. KSJQ-F	5. KHOP-F
	6. KLOC									

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. KFIV-F	1. KOSO-F	1. KOSO-F	1. KOSO-F	1. KBEE-F	1. KHOP-F	1. KDJK-F>>	1. KDJK-F>>	1. KDJK-F	1. KDJK-F>
2. KOSO-F	2. KFIV-F	2. KMIX-F	2. KMIX-F	2. KMIX-F	2. KDJK-F>	2. KHOP-F>>	2. KHOP-F>	2. KHOP-F>	2. KMIX-F
3. KHOP-F	3. KMIX-F	3. KBEE-F	3. KFIV-F	3. KOSO-F>	3.	3.	3. KLOC	3. KMIX-F	3. KLOC
4. KDJK-F	4. KHOP-F	4. KHOP-F	4. KHOP-F	4. KDJK-F	4.	4.	4. KBEE-F	4. KLOC	4. KHOP-F
KLOC	5. KDJK-F	5. KDJK-F	5. KDJK-F	KHOP-F	5.	5.	KFIV-F	5. KBEE-F	5. KBEE-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		70 (3)	70 (3)	19.4	25.7	KAMB-F 101.5 Merced 1.9/5.5
AOR/CLASSIC		39 (1)	39 (1)	10.8	9.2	KFIV 1360 Modesto .7/2.4
AC/OLDIES/SOFT ROCK	3 (1)	31 (2)	34 (3)	9.4	12.5	KMIX 1390 Turlock/Modesto 1.2/2.5
MOR/VARIETY/FULL	9 (1)		9 (1)	2.5	4.9	KMYT-F 97.5 Merced .7/2.2
COUNTRY	34 (3)	44 (2)	78 (5)	21.6	24.8	KNTO-F 95.9 Livingston .9/3.1
BLACK/URBAN		15 (1)	15 (1)	4.2		KOOK 97.0 Modesto 1.2/3.1
BTFL/EZ		54 (2)	54 (2)	15.0	13.8	KUBB-F 96.3 Mariposa 2.3/5.4
NEWS/TALK	21 (3)		21 (3)	5.8	4.3	KFRC 610 San Francisco .7/2.0
NOSTALGIA	3 (1)		3 (1)	0.8		KGO 810 San Francisco .5/1.7
RELIGION		8 (1)	8 (1)	2.2	3.4	KMEL-F 106.1 San Francisco 1.2/1.9
SPANISH	21 (1)	4 (1)	25 (2)	6.9	1.8	KMJ 580 Fresno .7/3.1
CLASSICAL	5 (1)		5 (1)	1.4	0.6	KNBR 680 San Francisco 2.1/6.6
JAZZ/NEW AGE						KRAK 1140 Sacramento 2.1/4.6
OTHERS/UNKNOWN						KYBB-F 100.9 Tracy .9/3.5
	96 (11)	265 (13)	361 (24)			

RADIO STATIONS

KOOK, 970, 1 KW (DA-2)	, ??	ABC-D, \$ 10.00 (Republic)	Tom Ehrman
KLOC, 920, 500 W/2.5 KW (DA-2)	, HISPANIC	, \$ 14.00 (Lotus)	Mike Sturtevant
KTRB, 860, 50 KW/10 KW (DA-2)	, COUNTRY	NBC, \$ 20.00 (Banner)	Dave Jacob
KBEE-F, 103.3, 50 KW @ 500, BTFL/EZ		ABC-D, \$ 26.00 (Mc-Guild)	John Price
KDJK-F, 95.1, 32 KW @ 1450, AOR		, \$ 42.00 (Eastman)	Tom Ehrman
KFIV-F, 102.3, 3 KW @ 300, AC		US-1, \$ 31.00 (MMR)	Joe Gross
KMIX-F, 98.3, 2.2 KW @ 390, COUNTRY		MBS, \$ 30.00 (Christal)	Comm. Pacific
KHOP-F, 104.1, 50 KW @ 500, CHR		, \$ 26.00 (Mc-Guild)	(TURLOCK) Bob Salmon
KMYT-F, 97.5, 50 KW @ 493, BTFL/EZ		, \$ 26.00 (Mc-Guild)	Fuller-Jeffrey Ed Groppo
KUBB-F, 96.3, 3 KW @ ??, COUNTRY		, \$ NA (HNWH)	(MERCED) Maurice Hill
KOSO-F, 93.1, 3 KW @ ??, AC		APR, \$ 38.00 (Katz)	Buckley (MARIPOSA) Julia Campbell
KSJQ-F, 96.7, 3 KW @ 326, URBAN/CHR		, \$ 20.00 (Banner)	(PATTERSON) Bob Clark
			(MANTECA) Jay Martin

KFIV changes from CHR to AC (Nov)
KHYV changes to KOOK (Aug)

MONTGOMERY

Arbitron Rank/Pop (12+): 135/248,700

Stations: 12/12
Diaries: 691/360:1/60.0%
Sample Target: 610
% Below Line: 0 %
% Not Listed: 16.7%

1988 Revenue: \$8,500,000
HH Inc.: \$29,284
Retail \$: 1.9 Bill
Pop per Station: 20,725
#1 Biller: WLWI A/F \$2,700,000

MSA Rank/Pop: 150/306,800
ADI #108
Average Person Ratings: 16.6
Market TSL: 23.0 Hours

12+ METRO	1/4/SHARE	SPG		FAL		4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		FAL		% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	87	87	86				88	87							
1. WLWI-F (C)	75/18.1	19.2	---	19.3	---		116/1249	730/29.4	29.7	---	108	16.8	72	681	WLWI-F		
2. WHHY A/F (AC)	61/14.7	12.2	---	18.1	---		89/1210	835/33.6	NA	NA	109	14.3	61	704	WHHY A/F		
3. WZHT-F (B)	51/12.3	3.2	---	5.2	---		100/ 942	506/20.3	13.1	---	92	18.2	78	631	WZHT-F		
4. WSYA-F (O)	49/11.8	10.4	---	7.7	---		56/ 766	631/25.4	22.9	---	136	10.5	45	485	WSYA-F		
5. WBAM-F (CHR)	35/ 8.5	7.6	---	11.6	---		56/ 938	546/22.0	23.9	---	72	9.3	40	550	WBAM-F		
6. WQIM-F (B)	31/ 7.5	12.7	---	11.1	---		34/ 575	526/21.1	20.4	---	64	11.0	47	593	WQIM-F		
7. WXVI (B)	21/ 5.1	8.3	---	8.5	---		23/ 299	289/11.6	17.7	---	120	4.9	21	249	WXVI		
8. WZTN (R/G)	10/ 2.4	5.6	---	3.1	---		19/ 158	124/ 5.0	7.1	---	108	.7	3	69	WZTN		
9.																	
10.																	
11.																	
12.																	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 85.80% (296 OF 345) (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBAM-F>>1. WZHT-F>	1. WZHT-F	1. WZHT-F	1. WSYA-F<	1. WLWI-F	1. WLWI-F>>1. WHHY-AF	1. WLWI-F>	1. WLWI-F>	1. WZHT-F<	1. WZHT-F	1. WLWI-F>
2. WHHY-AF	2. WHHY-AF	2. WSYA-F	2. WLWI-F<	2. WHHY-AF	2. WHHY-AF	2. WLWI-F>	2. WSYA-F	2. WZHT-F<	2. WQIM-F<	2. WHHY-F
WQIM-F	3. WSYA-F	WHHY-AF	3. WHHY-AF	WSYA-F	3. WSYA-F>	3. WSYA-F	3. WHHY-AF	3. WSYA-F	3. WBAM-F	3. WQIM-F
WZHT-F	4. WBAM-F	4. WLWI-F	4. WZHT-F	4. WZHT-F	4.	4. WZHT-F	4. WZHT-F	4. WHHY-F	4. WLWI-F	4. WSYA-F
5.	5. WLWI-F	5.	5.	5.	5.	5.	5.	5. WBAM-F	WSYA-F	WXVI
	WQIM-F									WZHT-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. WZHT-F	1. WZHT-F>	1. WSYA-F	1. WZHT-F<	1. WLWI-F	1. WZHT-F	1. WZHT-F	1. WHHY-AF	1. WHHY-AF	1. WLWI-F
2. WQIM-F	2. WSYA-F	2. WZHT-F	2. WSYA-F<	2. WSYA-F	2. WBAM-F	2. WHHY-AF	2. WZHT-F	2. WLWI-F	2. WHHY-AF
3. WHHY-AF	3. WHHY-AF	3. WHHY-AF>	3. WLWI-F<	3. WHHY-AF	3. WHHY-AF	3. WBAM-F	3. WSYA-F	WSYA-F	3. WSYA-F>
4.	4. WQIM-F	4. WHHY-AF>	4. WHHY-AF>	4. WZHT-F	4. WLWI-F	4. WLWI-F	4. WLWI-F	WZHT-F	4. WZHT-F
5.	5.	5.	5. WQIM-F	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 87	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP AOR/CLASSIC		35 (1)	35 (1)	10.1	---	---	WACV 1170 Montgomery 1.9/5.9 WLWI 740 Montgomery .5/3.8
AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL	6 (1)	104 (2)	110 (3)	31.9	---	---	WGMG 800 Montgomery .5/3.9
COUNTRY	2 (1)	75 (1)	77 (2)	22.3	---	---	
BLACK/URBAN	21 (1)	82 (2)	103 (3)	29.9	---	---	
BTFL MUSIC/EZ					---	---	
NEWS/TALK	8 (1)		8 (1)	2.3	---	---	
NOSTALGIA					---	---	
RELIGION/GOSPEL	12 (2)		12 (2)	3.5	---	---	
SPANISH					---	---	
CLASSICAL					---	---	
JAZZ/NEW AGE					---	---	
OTHERS/UNKNOWN					---	---	
	49 (6)	296 (6)	345 (12)				

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2), TALK	CNN, CBS, \$ 12.00 (---)	Woods
WXVI, 1600, 5 KW/1 KW (DA-N), BLACK	SBN, \$ 22.00 (Roslin)	
WZTN, 1000, 5 KW (DAYS, DA), OLDIES	, \$ 11.00 (---)	
WBAM-F, 98.9, 100 KW @ 730, CHR	, \$ 39.00 (Christal)	
WHHY-F, 101.9, 100 KW @ 1040, CONTEMP	ABC-C, \$ 44.00 (Mc-Guild)	
WLWI-F, 92.3, 100 KW @ 700, COUNTRY	MBS, \$ 65.00 (Katz)	Colonial
WQIM-F, 95.3, 3 KW @ 230, BLACK	NBN, \$ 28.00 (Torbet)	Downs
WSYA-F, 103.3, 27 KW @ 290, OLDIES	US 1, \$ 23.00 (Mc-Guild)	
WZHT-F, 105.7, 100 KW @ 1854, BLACK	, \$ 22.00 (Banner)	(TROY)

NASHVILLE

Arbitron Rank/Pop (12+): 48/807,400
 MSA Rank/Pop: 52/960,200
 ADI #32
 Average Person Ratings: 16.7
 Market TSL: 22.0 Hours

Stations: 19/19
 Diaries: 1096/737:1/48.9%
 Sample Target: 1080
 % Below Line: 0
 % Not Listed: 11.0%

1988 Revenue: \$33,000,000
 HH/ Inc: \$32,753
 Retail \$: 6.9 Bil
 Pop per Station: 42,495
 #1 Biller: WSM A/F \$6,200,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WYHY-F (CHR)	139/10.3	12.8	13.2	11.0	10.4	11.8	241/ 3346	1967/24.4	27.0	22.3	69	14.1	195	2415 WYHY-F
2. WSIX-F (C)	134/ 9.9	9.2	10.8	10.2	10.5	10.0	180/ 2323	1567/19.4	20.0	18.5	123	8.6	119	1304 WSIX-F
3. WZEZ-F (EZ)	130/ 9.6	9.2	7.4	10.1	10.2	9.1	150/ 1471	1096/13.6	16.0	15.7	96	5.5	76	1006 WZEZ-F
4. WSM-F (C)	125/ 9.3	10.2	10.0	12.2	9.1	10.4	275/ 3212	1633/20.2	19.8	18.9	105	10.5	145	1745 WSM-F
5. WKDF-F (AOR)	112/ 8.3	8.0	9.1	8.5	11.3	8.5	200/ 2770	1509/18.7	20.5	20.8	105	11.9	165	1763 WKDF-F
6. WLAC-F (AC)	96/ 7.1	7.2	6.8	6.0	7.0	6.8	141/ 2187	1367/16.9	17.4	15.7	135	7.1	98	1350 WLAC-F
7. WQKQ-F (B)	93/ 6.9	8.2	6.7	5.4	6.5	6.8	98/ 1247	1104/13.7	11.6	10.9	87	10.5	145	1401 WQKQ-F
8. WGFY-F (AOR)	78/ 5.8	6.0	6.5	5.5	6.4	6.0	108/ 1710	1159/14.4	15.7	16.5	114	6.5	90	1440 WGFY-F
9. WRMX-F (AC)	69/ 5.1	4.0	4.8	2.9	3.3	4.2	83/ 1458	1065/13.2	10.8	8.5	147	3.8	52	943 WRMX-F
10. WSM (C)	56/ 4.2	6.1	6.0	5.6	3.9	5.5	93/ 1566	936/11.6	16.2	13.4	86	3.2	44	814 WSM
11. WLAC (T/R)	41/ 3.0	2.0	3.1	2.8	4.1	2.7	46/ 972	783/ 9.7	7.9	8.2	83	2.1	29	527 WLAC
12. WVOL (B)	39/ 2.9	3.3	2.4	3.1	2.2	2.9	39/ 511	499/ 6.2	4.5	6.1	100	1.6	22	270 WVOL
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.35% (989 of 1201) (FAL 87: 82.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYHY-F>>	1. WKDF-F<	1. WKDF-F<	1. WSIX-F	1. WSIX-F	1. WZEZ-F	1. WSIX-F>	1. WZEZ-F	1. WYHY-F	1. WYHY-F>	1. WSM-F
2. WQKQ-F>>	2. WYHY-F	2. WSIX-F	2. WLAC-F	2. WSM-F<	2. WSIX-F>	2. WYHY-F	2. WSIX-F<	2. WKDF-F<	2. WQKQ-F>	2. WSM
3. WKDF-F	3. WGFY-F	3. WYHY-F	3. WKDF-F<	3. WLAC-F	3. WSM-F	3. WSM-F	3. WSM-F	3. WSIX-F<	3. WKDF-F	3. WSIX-F
4.	4. WQKQ-F	4. WLAC-F	4. WSM-F	4. WZEZ-F	4. WSM	4. WZEZ-F	4. WKDF-F	4. WSM-F	4. WZEZ-F	4. WQKQ-F
5.	5. WLAC-F<	5. WGFY-F<	5. WYHY-F	5. WKDF-F	5. WLAC-F	5. WKDF-F	5. WGFY-F	5. WQKQ-F<	5. WSIX-F	5. WGFY-F<
6.	6. WSIX-F	6. WSM-F	WZEZ-F	6. WRMX-F	6. WRMX-F	6. WLAC-F	6. WYHY-F	6. WZEZ-F	6. WSM-F	6. WYHY-F
7.	7. WSM-F	7. WQKQ-F	7. WRMX-F<	7. WYHY-F	7. WLAC	7.	7. WRMX-F	7. WLAC-F	7. WGFY-F	7.
8.	8.	8.	8. WGFY-F	8.	8.	8.	8.	8.	8.	8.

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. WQKQ-F	1. WYHY-F	1. WLAC-F	1. WYHY-F	1. WSIX-F<	1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WSIX-F
WYHY-F	2. WLAC-F	2. WYHY-F	2. WLAC-F	2. WLAC-F	2. WGFY-F	2. WGFY-F	2. WGFY-F	2. WGFY-F	2. WKDF-F
3. WKDF-F>	3. WQKQ-F	3. WSIX-F	WSIX-F	3. WSM-F	3. WYHY-F>	3. WYHY-F	3. WSIX-F	3. WSIX-F	3. WSM-F
4. WMDB-F	4. WKDF-F	4. WGFY-F	4. WQKQ-F	4. WYHY-F	4. WSIX-F	4. WSIX-F	4. WSM-F	4. WYHY-F	4. WZEZ-F
5. WLAC-F	5. WSIX-F	WRMX-F	5. WKDF-F	5. WRMX-F	5. WQKQ-F	5. WQKQ-F	5. WQKQ-F	5. WSM-F	5. WGFY-F
WSIX-F	6. WSM-F	WSM-F	WSM-F<	WZEZ-F	6. WLAC-F>	6. WLAC-F	6. WYJY-F	6. WLAC-F	6. WLAC-F
WSM-F	7. WGFY-F	7. WKDF-F	7. WRMX-F	7.	7. WRMX-F	7. WSM-F	7. WLAC-F	7. WQKQ-F	7.
8. WGFY-F	8. WRMX-F	WQKQ-F	8.	8. WKDF-F	8.	8.	8.	WZEZ-F	8.

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		139 (1)	139 (1)	11.6	11.4	WAKM	950	Franklin	.5/1.1
AOR/CLASSIC		190 (2)	190 (2)	15.8	19.4	WAMB	1160	Nashville	1.0/3.7
AC/OLDIES/SOFT ROCK	12 (1)	178 (3)	190 (4)	15.8	12.5	WKDA	1240	Nashville	.9/3.1
MOR/VARIETY/FULL	11 (1)		11 (1)	0.9		WMDB	880	Nashville	1.9/2.8
COUNTRY	56 (1)	259 (2)	315 (3)	26.2	28.5	WNQM	1300	Nashville	.4/1.3
BLACK/URBA	65 (2)	93 (1)	158 (3)	13.2	10.5	WRLT-F	100.1	Franklin	1.0/4.4
BTFL/EZ		130 (1)	130 (1)	10.8	11.1	WSIX	980	Nashville	.8/4.0
NEWS/TALK	41 (1)		41 (1)	3.4	4.5				
NOSTALGIA	14 (1)		14 (1)	1.2	1.8				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN	13 (2)		13 (2)	1.1	0.3				
			1201 (19)						

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA	MBS, \$ 20.00 (Roslin)	
WKDA, 1240, 1 KW, OLDIES	ABC-R,ABC-I, \$ 20.00 (Katz)	Dick
WLAC, 1510, 50 KW (DA-N), NEWS/TALK/RELIG	CBS, \$ 47.00 (Durpetti)	Fairmont
WMBD, 880, 2.5 KW (DAYS,DA), BLACK	, \$ 17.00 (---)	
WSIX, 980, 5 KW (DA-N), MOR	ABC-I, \$ 31.00 (Mc-Guild)	Hicks
WSM, 650, 50 KW, COUNTRY	NBC, \$ 55.00 (Christal)	
WVOL, 1470, 5 KW/1 KW (DA-2), BLACK	NBN, \$ 27.00 (Republic)	

FM STATIONS

WKDF-F, 103.3, 100 KW @ 1220, AOR	ABC-R,ABC-E, \$103.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1229, AC	, \$110.00 (Durpetti)	Fairmont
WQK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 45.00 (Republic)	
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, \$ 74.00 (Mc-Guild)	Hicks
WSM-F, 95.5, 100 KW @ 1280, COUNTRY	, \$100.00 (Christal)	
WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES	, \$ 40.00 (HNWH)	Signature (MURFREESBORO)
WYHY-F, 107.5, 100 KW @ 710, CHR	US 2, \$ 70.00 (Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, BTFL/EZ	, \$ 60.00 (Durpetti)	South Central
WGFX-F, 104.5, 49 KW @ 1050, CLASSIC ROCK	ABC-F, \$ 50.00 (Banner)	Capitol-Johnson (GALLATIN)

NOTES: WWRB changes to WRLT and format to AC (Nov.)

American Radio Fall, 1988, Copyright 1989

NASSAU - SUFFOLK (Long Island)

Arbitron Rank/Pop (12+): 12/2,237,400
 MSA Rank/Pop: 11/2,644,800
 New York ADI
 Average Person Ratings: 18.7
 Market TSL: 24.3 Hours

Stations: 40/12
 Diaries: 1742/1284:1/49.9%
 Sample Target: 1650
 % Below Line: NA
 % Not Listed: NA

1988 Revenue: \$30,600,000
 HH Inc.: \$48,492
 Retail \$: 23.4 Bil
 Pop per Station: 186,450
 #1 Biller: WALK A/F \$7,700,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO		%		BIRCH SHARE	BIRCH AQH	BIRCH CUME
								CUME/CUME RATING	SPG 88	FAL 87	25-54 CONVERSION			
1. WALK-F (AC)	263/6.3	6.0	6.0	6.9	5.9	6.3	2937/13.1	14.8	14.2	135	5.0	197	2064	WALK-F
2. WBAB-F (AOR)	200/4.8	4.3	5.5	4.6	5.5	4.8	2896/12.9	15.2	12.7	92	6.3	245	3307	WBAB-F
3. WBLI-F (CHR)	167/4.0	5.5	5.3	4.7	4.9	4.9	2860/12.8	12.9	13.0	123	6.8	267	3117	WBLI-F
4. WKJY-F (AC)	152/3.6	2.2	2.5	2.8	1.5	2.8	1744/ 7.8	6.3	4.5	142	2.6	101	1181	WKJY-F
5. WHLI (8B)	145/3.5	3.3	2.8	5.1	5.2	3.7	993/ 4.4	4.2	5.0	40	1.7	65	831	WHLI
6. WCTO-F (EZ)	121/2.9	1.9	1.9	1.5	2.7	2.1	1425/ 6.4	4.0	6.7	79	1.2	46	782	WCTO-F
7. WYNY-F (C)	115/2.8	2.4	2.6	2.1	3.0	2.5	1696/ 7.6	6.3	7.1	125	2.8	110	1444	WYNY-F
8. WGSM (MOR)	101/2.4	2.7	1.5	2.0	2.4	2.2	798/ 3.6	2.7	3.0	50	1.5	60	543	WGSM
9. WDRE-F (AOR)	60/1.4	1.4	2.0	1.8	1.6	1.7	1001/ 4.5	5.4	4.9	43	3.1	121	1311	WDRE-F
10. WRCN-F (AOR)	19/ .5	.7	.7	.3	.7	.6	449/ 2.0	2.4	2.1	80	.5	20	551	WRCN-F
11. WBAB (AOR)	14/ .3	.2	.4	.3	---	.3	499/ 2.2	2.2	---	33	.2	8	159	WBAB

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBAB-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. WBLI-F	2. WALK-F	2. WBAB-F	2. WKJY-F	2. WKJY-F	2. WHLI	2. WBLI-F	2. WKJY-F	2. WBAB-F	2. WDRE-F	2. WBAB-F
3. WDRE-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WCTO-F	3. WBAB-F	3. WBAB-F	3. WALK-F	3. WALK-F	3. WBLI-F
4.	4. WKJY-F	4. WKJY-F	4. WBAB-F	4. WBAB-F	4. WGSM	4. WKJY-F	4. WBLI-F	4. WBLI-F	4. WYNY-F	4. WKJY-F
5.	5. WDRE-F	5. WYNY-F	5. WYNY-F	5. WYNY-F	5. WKJY-F	5. WHLI	5. WCTO-F	5. WCTO-F	5. WBLI-F	5. WYNY-F
						6. WHLI	6. WHLI	6. WCTO-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. WBAB-F	1. WBAB-F	1. WALK-F	1. WALK-F	1. WALK-F	1. WBAB-F	1. WBAB-F	1. WBAB-F	1. WBAB-F	1. WALK-F
2. WDRE-F	2. WBLI-F	2. WBLI-F	2. WKJY-F	2. WKJY-F	2. WALK-F	2. WALK-F	2. WALK-F	2. WALK-F	2. WBAB-F
3. WBLI-F	3. WALK-F	3. WKJY-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F
4. WKJY-F	4. WKJY-F	4. WBAB-F	4. WBAB-F	4. WYNY-F	4. WKJY-F	4. WKJY-F	4. WKJY-F	4. WKJY-F	4. WKJY-F
5. WCTO-F	5. WDRE-F	5. WYNY-F	5.	5. WBAB-F	5. WDRE-F	5.	5.	5. WYNY-F	5. WYNY-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP						WEZN-F 99.9 Bridgeport 1.6/5.8
AOR/CLASSIC						WJAZ-F 96.7 Stamford .5/2.3
AC/OLDIES/SOFT ROCK						WPLR-F 99.1 New Haven .6/2.8
MOR/VARIETY/FULL						

See New York for more about the following:

COUNTRY						
BLACK/URBAN						WABC 2.7/ 7.7 WMCA .7/2.6 WQCD-F 1.0/ 3.7
BTFL MUSIC/EZ						WBLI-F 1.4/ 4.5 WNCN-F 1.1/4.4 WQHT-F 3.3/ 8.7
NEWS/TALK						WCBS 3.8/14.7 WNEW 1.2/4.0 WQXR .1/ .9
						WCBS-F 5.0/14.6 WNEW-F 2.6/8.9 WQXR-F 1.5/ 5.1
NOSTALGIA						WEVD-F .3/ 1.0 WNSR-F 3.1/8.8 WRKS-F 1.4/ 4.2
RELIGION/GOSPEL						WFAN 2.9/11.8 WOR 4.1/9.8 WSKQ .5/ .6
SPANISH						WHITZ-F 5.3/18.0 WPAT A/F 3.2/7.2 WWPR-F 3.1/14.0
CLASSICAL						WINS 3.2/15.3 WXRK-F 3.1/10.8
JAZZ/NEW AGE						WLTW 2.6/ 7.2
OTHERS/UNKNOWN						

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	, MOR	,\$ 55.00 (Roslin)	Greater Media
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA	,\$ 67.00 (Katz)	Barnstable
WLIM, 1580,	, NOSTALGIA	,\$ 29.00 (K & P)	
WALK-F, 97.5, 45 KW @ 530, AC		,\$135.00 (Durpetti)	American
WBAB-F, 102.3, 3 KW @ 268, AOR		,\$130.00 (MMR)	Noble
WBLI-F, 106.1, 10 KW @ 500, CHR		,\$109.00 (Katz)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ		,\$ 70.00 (Roslin)	Greater Media
WKJY-F, 98.3, 3 KW @ 330, SOFT AC		Trans,\$ 59.00 (Katz)	Barnstable
WRCN-F, 103.9, 1.5 KW @ 466, AOR		,\$ 50.00 (---)	
WDRE-F, 92.7, 3 KW @ 300, AOR		,\$ 60.00 (Katz)	
WLNG-F, 92.1, 3 KW @ 305, AC		,\$ 12.00 (K & P)	

NEW HAVEN

Arbitron Rank/Pop (12+): 90/384,700
 MSA Rank/Pop: 94/520,100
 ADI #23 (W/Hartford)
 Average Person Ratings: 17.3
 Market TSL: 22.5 Hours

Stations: 26/7
 Diaries: 766/502:1/47.2%
 Sample Target: 780
 % Below Line: 47.1%
 % Not Listed: 13.5%

1988 Revenue: \$15,200,000
 HH/ Inc: \$38,900
 Retail \$: 4.0 Bill
 Pop per Station: 54,957
 #1 Biller: WKCI-F\$7,600,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AOH	BIRCH CUME
1. WKCI-F (CHR)	78/11.7	12.9	11.1	11.8	13.2	---	197/2790	1060/27.6	30.2	28.0	91	13.6		WKCI-F
2. WELI (MOR)	67/10.1	9.9	10.7	10.6	8.3	---	78/1084	863/22.4	21.6	21.7	84	7.6		WELI
3. WPLR-F (AOR)	47/ 7.1	8.2	10.3	8.4	6.4	---	128/1779	754/19.6	19.7	18.8	90	13.6		WPLR-F
4. WEZN-F (EZ)	44/ 6.6	6.7	5.1	7.3	5.3	---	173/2064	613/15.9	13.5	11.5	92	4.7		WEZN-F
5. WDRG-F (O)	38/ 5.7	3.7	5.4	6.3	4.7	---	115/1523	535/13.9	10.5	12.7	144	4.2		WDRG-F
6. WAVZ (BB)	32/ 4.8	4.4	4.9	5.6	6.3	---	37/ 453	375/ 9.7	8.0	8.6	44	2.4		WAVZ
7. WNHC (B)	31/ 4.7	4.2	4.4	3.0	3.9	---	33/ 366	303/ 7.9	9.6	9.2	162	3.8		WNHC
8. WWYZ-F (C)	29/ 4.4	.5	1.7	2.9	2.7	---	66/ 786	355/ 9.2	3.3	4.7	111	5.4		WWYZ-F
9. WKSS-F (CHR)	26/ 3.9	4.4	6.9	5.4	5.0	---	76/1287	498/12.9	10.8	15.3	103	6.6		WKSS-F
10. WRCH-F (EZ)	23/ 3.5	4.9	2.9	5.3	3.7	---	55/ 642	234/ 6.1	8.1	7.0	69	2.7		WRCH-F

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 63.89% (368 of 576) (FAL 87: 62.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKCI-F>>>	1. WKCI-F	1. WKCI-F>	1. WKCI-F	1. WKCI-F	1. WELI>>>	1. WELI>	1. WKCI-F	1. WKCI-F>	1. WKCI-F>	1. WELI>>>
2. WPLR-F>>>	WPLR-F>	2. WPLR-F	2. WDRG-F	2. WELI	2. WEZN-F	2. WKCI-F>	2. WEZN-F	2. WPLR-F	2. WPLR-F	2. WNHC
3.	3. WDRG-F	3. WDRG-F	3. WNHC	3. WDRG-F	3. WAVZ	3. WPLR-F	3. WELI	3. WELI	3. WELI	WCBS
4.	4. WKSS-F	4. WNHC	4. WPLR-F	4. WNHC	4. WKCI-F	4. WNHC	4. WPLR-F	4. WEZN-F	4. WNHC	4. WKCI-F
5.	5. WHCN-F	5. WKSS-F	5. WELI	5. WPLR-F	5. WRCH-F	5. WEZN-F	5. WAVZ	5. WDRG-F	5. WWYZ-F	5.
6.	6.	6.	6.	6.	WWYZ-F	6.	6.	6.	WEZN-F	6.

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. WKCI-F>	1. WKCI-F	1. WDRG-F>	1. WKCI-F>	1. WKCI-F>	1. WPLR-F>>>	1. WPLR-F>>>	1. WPLR-F>>>	1. WPLR-F>	1. WPLR-F
2. WKSS-F>	2. WDRG-F	2. WKCI-F	2. WDRG-F	2. WNHC	2. WKCI-F>	2. WKCI-F	2. WKCI-F	2. WKCI-F	2. WELI
3. WHCN-F	3. WKSS-F	3. WNHC	3. WKSS-F	3. WDRG-F	3. WHCN-F>>	3. WHCN-F>	3. WDRG-F	3. WELI	3. WDRG-F
4. WPLR-F	4. WPLR-F	4. WKSS-F	4. WPLR-F	4. WELI	4. WKSS-F	4.	4. WELI	4. WDRG-F	4. WWYZ-F
5. WDRG-F	5. WNHC	5. WPLR-F	5. WEZN-F	5. WEZN-F	5. WWYZ-F	5.	5. WNHC	5. WNHC	5.
6. WEZN-F	6. WNCH-F	6. WEBE-F	6.	6.	6.	6.	6. WNCH-F	6.	6.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		108 (3)	108 (3)	18.8	21.9	WXCT 1220 Hampden .6/2.4
AOR/CLASSIC		65 (2)	65 (2)	11.3	15.3	WYBC-F 94.3 New Haven .5/4.7
AC/OLDIES/SOFT ROCK	4 (1)	78 (3)	82 (4)	14.2	16.0	WPIF 1500 Milford 1.5/1.6
MOR/VARIETY/FULL	88 (3)		88 (3)	15.3	18.2	WHCN-F 105.9 Hartford 2.7/9.7
COUNTRY		29 (1)	29 (1)	5.0		WIOF-F 104.1 Waterbury 3.2/8.1
BLACK/URBAN	31 (1)	18 (2)	49 (3)	8.5	6.6	WRCQ 910 New Britain .5/1.6
BTFL/EZ		67 (2)	67 (2)	11.6	9.1	WTIC 1080 Hartford 2.6/5.1
NEWS/TALK	40 (4)		40 (4)	6.9	5.8	WTIC-F 96.5 Hartford .6/5.8
NOSTALGIA	35 (2)		35 (2)	6.1	6.1	WABC 770 New York .6/1.9
RELIGION/GOSPEL	10 (1)		10 (1)	1.7		WBSL-F 107.5 New York 1.1/3.2
SPANISH						WCBS 880 New York 2.3/9.9
CLASSICAL						WEBE-F 107.9 Westport 2.9/9.0
JAZZ/NEW AGE					1.1	WFAN 660 New York 2.3/6.7
OTHERS/UNKNOWN		3 (1)	3 (1)	0.5		WICC 600 Bridgeport .6/2.5
						WOR 710 New York .9/3.2
						WRKS-F 98.7 New York 1.7/3.4

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N)	, NOSTALGIA	, \$ 38.00 (Mc-Guild)	Noble	Gary Starr
WELI, 960, 5 KW (DA-N)	, MOR	, \$ 80.00 (Banner)	Clear Channel	Stan Shields
WNHC, 1340, 1 KW	, BLACK	SBN, \$ 25.00 (Savalli)		
WKCI-F, 101.3, 10 KW @ 1070, CHR		, \$140.00 (Mc-Guild)	Noble	Gary Starr
WPLR-F, 99.1, 14 KW @ 950, AOR		, \$ 81.00 (Durpetti)	Southern Starr	Manuel Rodriguez
WYBC-F, 94.3, 1 KW @ 122, JAZZ/VARIOUS		, \$ 20.00 (---)		Beth Schowalter

Other ranked stations - See Bridgeport, Hartford or New York

NOTES: WNNR sold for \$300,000. WNNR changes calls to WXCT.

American Radio Fall, 1988, Copyright 1989

NEW ORLEANS

Arbitron Rank/Pop (12+): 32/1,085,200
 MSA Rank/Pop: 36/1,319,700
 ADI #35
 Average Person Ratings: 17.6
 Market TSL: 23.5 Hours

Stations: 24/21
 Diaries: 1563/694:1/45.6%
 Sample Target: 1500
 % Below Line: 1.8%
 % Not Listed: 8.7%

1988 Revenue: \$26,900,000
 HH Inc.: \$29,286
 Retail \$: 9.6 Bil
 Pop per Station: 51,676
 #1 Biller: WQUE A/F \$4,700,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WQUE A/F (U/CHR)	277/14.5	13.1	15.6	15.0	15.6	13.8	296/3641	3029/27.9	28.4	30.1	92	16.3	339	3591	WQUE A/F
2. WEZB-F (CHR)	206/10.8	11.5	11.2	8.8	10.0	10.6	224/3672	3169/29.2	26.3	26.5	75	11.6	242	3154	WEZB-F
3. WWL (N/T)	165/ 8.6	7.0	6.3	6.1	5.1	7.0	205/3184	2352/21.7	15.5	17.8	84	6.5	135	1821	WWL
4. WYLD-F (B)	162/ 8.5	9.4	7.9	10.8	9.0	9.2	183/2207	1885/17.4	16.8	17.0	104	11.8	246	1940	WYLD-F
5. WLMG-F (AC)	123/ 6.4	6.3	6.4	4.9	2.8	6.0	138/2056	1832/16.9	14.5	10.2	138	5.4	112	1054	WLMG-F
6. WLTS-F (AC)	106/ 5.6	5.9	6.2	5.9	7.3	5.9	125/2046	1697/15.6	16.3	17.6	146	4.1	85	1112	WLTS-F
7. WBYU (BB)	86/ 4.5	1.6	1.9	1.6	1.9	2.4	87/ 803	778/ 7.2	5.4	4.6	51	---	---	---	WBYU
8. WNOE-F (C)	83/ 4.3	4.3	3.8	5.0	4.7	4.4	116/1866	1235/11.4	11.4	11.7	121	6.7	140	1291	WNOE-F
9. WCKW-F (AOR)	76/ 4.0	4.7	4.6	4.0	3.1	4.3	121/1757	1179/10.9	9.8	8.3	120	4.6	96	1182	WCKW-F
10. WRNO-F (AOR)	73/ 3.8	4.1	4.3	5.5	5.6	4.4	88/1927	1571/14.5	13.6	15.4	105	6.2	129	1497	WRNO-F
11. WBOK (B/G)	62/ 3.2	3.9	4.2	4.2	4.4	3.9	62/ 754	724/ 6.7	5.4	7.5	113	1.8	38	789	WBOK
12. WYLD (B)	53/ 2.8	3.0	3.1	1.0	.8	2.5	59/ 915	805/ 7.4	6.4	2.5	29	3.3	69	798	WYLD
13. WQXY-F (C)	48/ 2.5	8.6	6.2	7.9	9.9	6.3	57/1149	816/ 7.5	12.7	15.9	96	2.7	56	593	WQXY-F
14. KHAA-F (B)	41/ 2.1	1.6	1.0	1.3	.5	1.5	50/ 598	356/ 3.3	2.7	1.5	167	2.1	44	414	KHAA-F
15. WSMB (T)	36/ 1.9	2.4	4.3	3.7	3.1	3.1	46/ 597	529/ 4.9	5.7	5.3	32	1.2	24	397	WSMB
WYAT (O)	36/ 1.9	1.9	1.3	.9	1.9	1.7	36/ 490	479/ 4.4	3.5	4.8	158	1.7	35	424	WYAT
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 71.64% (1248 OF 1742) (FAL 87: 76.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEZB-F	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WWL	1. WEZB-F	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WYLD-F
2. WQUE-F+	2. WEZB-F	2. WEZB-F	2. WLMG-F	2. WLMG-F	2. WBYU	2. WQUE-F+	2. WLMG-F	2. WEZB-F	2. WYLD-F	2. WSMB
3. WYLD	3. WYLD-F	3. WYLD-F	3. WYLD-F	3. WYLD-F	3. WQUE-F+	3. WWL	3. WWL	3. WYLD-F	3. WEZB-F	3. WQUE-F
4. WYLD-F	4. WCKW-F	4. WLMG-F	4. WEZB-F	4. WLTS-F	4. WNOE-F	4. WYLD-F	4. WEZB-F	4. WWL	4. WWL	4. WWL
5.	5. WLMG-F	5. WLTS-F	5. WLTS-F	5. WEZB-F	5. WLMG-F	5. WLMG-F	5. WLTS-F	5. WLMG-F	5. WLMG-F	5. WBOK
6.	6. WRNO-F	6. WWL	6. WWL	6. WWL	6. WYLD-F	6. WLTS-F	6. WYLD-F	6. WLTS-F	6. WLTS-F	6. WEZB-F
7.	7. WLTS-F	7.	7.	7.	7. WLTS-F	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. WEZB-F	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+
2. WQUE-F+	2. WEZB-F	2. WEZB-F	2. WEZB-F	2. WLTS-F	2. WEZB-F	2. WCKW-F	2. WCKW-F	2. WYLD-F	2. WWL
3. WYLD-F	3. WYLD-F	3. WLTS-F	3. WYLD-F	3. WLMG-F	3. WCKW-F	WEZB-F	3. WEZB-F	3. WCKW-F	3. WYLD-F
4. WLMG-F	4. WLTS-F	4. WLMG-F	4. WLTS-F	4. WYLD-F	4. WYLD-F	4. WYLD-F	4. WYLD-F	4. WEZB-F	4. WLMG-F
5. WLTS-F	5. WLMG-F	5. WYLD-F	5. WLMG-F	5. WEZB-F	5. WRNO-F	5. WRNO-F	5. WLMG-F	5. WWL	5. WCKW-F
6. WRNO-F	6.	6.	6.	6.	6. WYLD	6. WLMG-F	6. WRNO-F	6. WLMG-F	6. WEZB-F
7.	7.	7.	7.	7.	7.	7.	7. WWL	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.

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING
				%	%	
TOP 40/CHR/CONTEMP		219 (3)	219 (3)	12.6	11.5	KHOM-F 104.1 Houma 1.4/4.2
AOR/CLASSIC		149 (2)	149 (2)	8.6	9.5	WNOE 1060 New Orleans 1.2/3.8
AC/OLDIES/SOFT ROCK	36 (1)	256 (3)	292 (4)	16.8	13.3	WTIX 690 New Orleans .8/4.5
MOR/VARIETY/FULL						WVOG 600 New Orleans .5/.9
COUNTRY	23 (1)	152 (3)	175 (4)	10.0	7.8	WFMP-F 102.5 Baton Rouge .4/1.4
BLACK/URBAN	123 (3)	472 (3)	595 (6)	34.2	34.8	WGGZ-F 98.1 Baton Rouge .3/1.5
BTFM MUSIC/EZ					10.8	WKJN-F 103.1 Hammond 1.1/2.9
NEWS/TALK	217 (3)		217 (3)	12.4	9.1	
NOSTALGIA	86 (1)		86 (1)	4.9	2.1	
RELIGION/GOSPEL	9 (1)		9 (1)	0.5	0.4	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN					0.6	

494 (10) 1248 (14) 1742 (24)						

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN, \$ 25.00	(Republic)	Willis
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E, \$ 23.00	(Mc-Guild)	
WSHO, 800, 1 KW (DAYS, DA)	, RELIGION	, \$ 19.00	(---	
WSMB, 1350, 5 KW (DA-N)	, TALK	MBS, ABC-I, \$ 27.00	(Smith)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	MBS, NBC, \$ 30.00	(Mc-Guild)	
WBYU, 1450, 1 KW	, NOSTALGIA	SMN, \$ 28.00	(Roslin)	
WWL, 870, 50 KW (DA-1)	, NEWS/TALK	CBS, \$ 60.00	(Katz)	Loyola University
WYAT, 990, 250 W	, OLDIES	CBS-R, \$ 20.00	(Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$ 23.00	(Banner)	Interurban

FM STATIONS

WQXY, 95.7, 100 KW @ 580,	COUNTRY	, \$ 55.00	(Christal)	Stoner
WCKW, 92.3, 100 KW @ ??,	CLASSIC AOR	ABC-D, \$ 35.00	(Republic)	
WEZB, 97.1, 100 KW @ 511,	CHR	US 1, \$ 97.00	(MMR)	EZ
WLMG, 101.9, 100 KW @ 825,	AC	, \$ 50.00	(Katz)	Loyola University
WLTS, 105.3, 100 KW @ 925,	AC	CBS-R, \$ 60.00	(Durpetti)	
WNOE, 101.1, 100 KW @ 440,	COUNTRY	ABC-E, \$ 50.00	(Mc-Guild)	
WQUE, 93.3, 100 KW @ 512,	CHR/URBAN	, \$ 79.00	(HNWH)	Clear Channel
WRNO, 99.5, 100 KW @ 1049,	AOR	ABC-F, ABC-R, \$ 53.00	(MMR)	
WYLD, 98.5, 100 KW @ 480,	BLACK	, \$ 54.00	(Banner)	Interurban

CALL LETTER CHANGES

WBYY: Changes to WQXY
 WWIW: Changes to WBYU (Nov.)

FORMAT CHANGES

WBYU: From EZ to Country

STATION SALES

***** F O R M A T C O D E S *****	
* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

NEW YORK

Arbitron Rank/Pop (12+): 1/14,053,600

MSA Rank/Pop: 1/15,300,000

ADI #1

Average Person Ratings: 19.4

Market TSL: 25.2 Hours

Stations: 47/46

Diaries: 5603/2509:1/44.5%

Sample Target: 4000

% Below Line: 0.4%

% Not Listed: 9.5%

1988 Revenue: \$294,200,000

HH/ Inc: \$37,400

Retail \$: 110.0 Bil

Pop per Station: 305,576

#1 Biller: WINS \$22,500,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WHTZ-F (CHR)	1525/5.6	6.2	6.0	6.2	6.0	6.0	1553/25282	24623/17.5	17.6	17.4	89	6.6	1637	23298	WHTZ-F
2. WPAT A/F (EZ)	1330/4.9	5.7	5.5	6.1	6.0	5.6	1403/19103	18122/12.9	12.5	13.8	63	3.7	758	8795	WPAT A/F
3. WOR (T)	1291/4.7	4.3	4.6	3.9	4.5	4.4	1425/17245	15429/11.0	11.0	11.2	43	3.2	985	10410	WOR
4. WLTW-F (AC)	1274/4.7	3.8	4.5	4.6	4.7	4.4	1313/16176	15740/11.2	11.9	12.3	128	3.2	801	9495	WLTW-F
5. WINS (N)	1192/4.4	4.3	4.0	4.9	5.0	4.4	1209/28391	27900/19.8	17.9	19.5	86	3.7	909	16712	WINS
6. WCBS-F (O)	1183/4.3	4.1	4.2	4.3	3.6	4.2	1285/18405	17486/12.4	11.8	11.3	153	3.3	829	11332	WCBS-F
7. WRKS-F (B/U)	1137/4.2	4.2	4.6	4.0	4.6	4.3	1170/15265	14764/10.5	9.3	9.4	83	5.7	1423	16692	WRKS-F
8. WQHT-F (CHR/U)	1090/4.0	4.5	4.1	4.6	3.7	4.3	1117/15198	14565/10.4	11.0	10.3	55	5.5	1376	15212	WQHT-F
9. WWPR-F (CHR)	979/3.6	4.7	4.2	4.1	4.7	4.2	1042/20701	19119/13.6	15.2	16.4	108	4.7	1160	23887	WWPR-F
10. WCBS (N)	979/3.6	3.5	3.1	3.4	3.2	3.4	1135/22697	19346/13.8	12.4	12.4	86	2.8	691	11545	WCBS
11. WBLS-F (B/U)	976/3.6	4.0	4.0	4.6	4.1	4.1	985/14829	14615/10.4	9.8	9.8	108	4.9	1222	15007	WBLS-F
12. WXRK-F (AOR)	931/3.4	3.7	3.5	3.5	2.8	3.5	1060/16602	14880/10.6	11.0	10.4	135	3.7	917	11922	WXRK-F
13. WABC (T)	893/3.3	3.5	3.5	2.6	2.4	3.2	1025/15342	13448/ 9.6	10.9	9.4	70	3.5	856	13022	WABC
14. WNEW-F (AOR)	876/3.2	4.4	3.6	3.5	3.3	3.7	926/14538	13601/ 9.7	10.4	9.5	131	4.0	981	11466	WNEW-F
15. WNSR-F (AC)	846/3.1	2.7	2.9	2.8	2.9	2.9	862/14392	13890/ 9.9	10.1	9.6	152	2.0	504	7989	WNSR-F
16. WYNY-F (C)	800/2.9	2.2	2.5	3.0	2.7	2.7	850/12064	11063/ 7.9	7.4	7.1	110	2.3	559	7578	WYNY-F
17. WFAN (T)	622/2.3	2.5	2.0	1.0	1.2	2.0	697/14217	11861/ 8.4	7.7	5.0	122	2.3	575	10027	WFAN
18. WSKQ (SP)	534/2.0	1.4	1.9	1.3	1.2	1.7	534/ 4948	4948/ 3.5	3.0	2.1	130	.7	163	4075	WSKQ
19. WNEW (BB)	516/1.9	1.2	1.6	1.6	2.0	1.6	550/ 8802	8340/ 5.9	3.8	5.7	53	1.5	366	4398	WNEW
20. WADO (SP)	513/1.9	1.5	2.0	1.4	2.4	1.7	513/ 5056	5046/ 3.6	3.1	3.5	95	.9	211	3010	WADO
21. WQCD-F (J)	491/1.8	1.0	1.2	1.3	1.4	1.3	502/ 7335	6989/ 5.0	5.0	5.4	158	2.0	487	8125	WQCD-F
22. WQXR-F (CL)	434/1.6	1.3	1.4	1.4	1.2	1.4	452/ 6800	6426/ 4.6	4.7	4.5	69	1.3	317	4522	WQXR-F
23. WKDM (SP)	406/1.5	1.8	1.0	1.2	1.2	1.4	406/ 3680	3680/ 2.6	1.5	2.2	140	.5	121	2161	WKDM
24. WNCN-F (CL)	364/1.3	1.4	1.3	1.6	1.3	1.4	376/ 7776	7362/ 5.2	4.4	4.9	131	1.2	296	4929	WNCN-F
25. WLIB (B/U)	357/1.3	1.2	1.9	.7	1.1	1.3	358/ 3770	3745/ 2.7	3.3	2.8	131	1.0	245	3689	WLIB

12+ FM SHARE (METRO): 63.32% (15647 OF 24708) (FAL 87: 63.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WCBS-F	1. WCBS-F	1. WPAT A/F<	1. WINS	1. WLTW-F	1. WHTZ-F	1. WRKS-F	1. WBLS-F
2. WRKS-F<	2. WQHT-F	2. WCBS-F	2. WLTW-F	2. WLTW-F	2. WOR	2. WHTZ-F	2. WPAT A/F	2. WABC	2. WBLS-F	2. WINS
3. WQHT-F>	3. WNEW-F	3. WLTW-F	3. WHTZ-F	3. WHTZ-F	3. WINS	3. WCBS	3. WHTZ-F	3. WLTW-F	3. WQHT-F	3. WCBS
4. WWPR-F<	4. WXRK-F	4. WXRK-F	4. WXRK-F	4. WNSR-F<	4. WCBS	4. WOR	5. WCBS-F	4. WPAT A/F	4. WHTZ-F	4. WOR
5. WBLS-F>	5. WRKS-F	5. WNEW-F<	5. WNSR-F	5. WXRK-F	5. WABC<	5. WXRK-F	5. WNSR-F	5. WRKS-F	5. WOR	5. WRKS-F
6.	6. WBLS-F	6. WBLS-F<	6. WNEW-F	6. WNEW-F	6. WLTW-F<	6. WRKS-F	6. WOR	6. WQHT-F	6. WCBS-F	6. WABC
7.	7. WWPR-F	7. WQHT-F	7. WBLS-F<	7. WBLS-F	7. WCBS-F	7. WPAT A/F	7. WABC	7. WCBS-F	7. WLTW-F	7. WQHT-F
8.	8. WLTW-F	8. WWPR-F<	8. WWPR-F	8. WWPR-F	8. WYNY-F	8. WWPR-F	8. WXRK-F	8. WXRK-F	8. WPAT A/F	8. WXRK-F
9.	9. WNSR-F	9. WRKS-F	9. WRKS-F	9. WINS	9. WNEW	9. WCBS-F	9. WNEW-F	9. WOR	9. WWPR-F	9. WHTZ-F
10.	10. WCBS-F	10. WNSR-F	10. WINS	10. WRKS-F	10. WHTZ-F	10. WLTW-F	10. WWPR-F	10. WNSR-F	10. WNEW-F	10. WCBS-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. WQHT-F<	1. WHTZ-F	1. WLTW-F	1. WLTW-F	1. WLTW-F	1. WQHT-F	1. WXRK-F	1. WXRK-F	1. WXRK-F	1. WXRK-F
2. WHTZ-F	2. WLTW-F	2. WNSR-F	2. WHTZ-F	2. WCBS-F	2. WHTZ-F	2. WNEW-F>	2. WNEW-F	2. WNEW-F	2. WCBS-F
3. WRKS-F	3. WRKS-F	3. WWPR-F	3. WBCS-F	3. WNSR-F	3. WWPR-F	3. WQHT-F	3. WQCD-F	3. WCBS-F	3. WNEW-F
4. WLBS-F	4. WQHT-F	4. WRKS-F	4. WRKS-F<	4. WHTZ-F	4. WXRK-F	4. WHTZ-F	4. WHTZ-F	4. WHTZ-F	4. WFAN
5. WLTW-F	5. WWPR-F<	5. WBLS-F	5. WNSR-F	5. WWPR-F	5. WNEW-F	5. WBLS-F	5. WHTZ-F	5. WQHT-F	5. WHTZ-F
6. WWPR-F	6. WBLS-F	6. WHTZ-F	6. WWPR-F	6. WBLS-F	6. WXRK-F	6. WRKS-F	6. WFAN	6. WFAN<	6. WLTW-F
7. WNSR-F	7. WNSR-F	7. WCBS-F	7. WBLS-F	7. WRKS-F	7. WBLS-F	7. WWPR-F	7. WBLS-F	7. WBLS-F	7. WINS
8. WNEW-F	8. WNEW-F	8. WNEW-F	8. WQHT-F	8. WINS	8.	8. WCBS-F	8. WQHT-F	8. WWPR-F	8. WQCD-F
9. WCBS-F	9. WCBS-F	9. WQCD-F<	9. WNEW-F<	9. WPAT A/F	9.	9. WQCD-F	9. WLTW-F	9. WLTW-F	9. WYNY-F
10. WNSR-F	10. WXRK-F	10. WQHT-F	10. WXRK-F	10. WSKQ	10.	10. WFAN	10. WRKS-F	10. WRKS-F	10. WNSR-F

WBLS-F

FORMATS	AM	FM	TOTAL	%	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
						%			
TOP 40/CHR/CONTEMP		3765 (4)	3765 (4)	15.2	12.6	WALK-F	97.5	Patchogue	1.0/2.3
AOR/CLASSIC		2199 (4)	2199 (4)	8.9	8.7	WBAB-F	102.3	Babylon	.8/2.6
AC/OLDIES/SOFT ROCK		3732 (5)	3732 (5)	15.1	16.4	WBLI-F	106.1	Patchogue	.6/2.2
MOR/VARIETY/FULL COUNTRY	200 (2)		200 (2)	0.8	0.8	WCTC	1450	New Brunswick, NJ	.3/ .9
BLACK/URBAN	459 (2)	800 (1)	800 (1)	3.2	3.0	WCTO-F	94.3	Smithtown	.5/1.1
BTFL/EZ	352 (1)	2113 (2)	2572 (4)	10.4	15.5	WDRE-F	92.7	Garden City	.6/1.9
NEWS/TALK	5197 (6)	1331 (4)	1683 (5)	6.8	8.3	WEVD-F	97.9	New York	.4/1.5
NOSTALGIA	768 (2)		5197 (6)	21.0	18.9	WFAS-F	103.9	White Plains	.3/1.0
RELIGION/GOSPEL	355 (2)	768 (2)	768 (2)	3.1	3.3	WFME-F	94.7	Newark	.6/1.9
SPANISH	1692 (4)	161 (2)	516 (3)	2.1	2.5	WGSM	740	Huntington	.4/ .7
CLASSICAL	38 (1)	798 (2)	1692 (4)	6.8	5.9	WHLI	1100	Hempstead	.9/1.1
JAZZ/NEW AGE		567 (2)	836 (3)	3.4	3.0	WHUD-F	100.7	Peekskill	.4/1.5
OTHERS/UNKNOWN		181 (2)	567 (2)	2.3	---	WJAZ-F	96.7	Stamford, CT	.3/1.4
	9061 (20)	15647 (27)	181 (2)	0.7	0.5	WJIT	1480	New York	.9/1.8
						WNJR	1430	Newark	.4/1.2
						WQXR	1560	New York	.1/ .8
						WWDJ	970	Hackensack	.3/1.0
						WWRL	1600	New York	1.0/1.8
						WKJY-F	98.3	Hempstead	.6/1.6
						WMCA	570	New York	.8/2.9
						WEZN-F	99.9	Bridgeport	.4/1.5

NOTE: Swing in percentages for CHR and BLACK/URBAN is largely due to classifying WQHT as more CHR than BLACK.

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-1, \$235.00 (Banner)	Cap Cities/ABC
WADO, 1280, 5 KW (DA-1)	, HISPANIC	, \$140.00 (---)	
WCBS, 880, 50 KW	, NEWS	CBS, \$370.00 (CBS)	CBS
WINS, 1010, 50 KW (DA-1)	, NEWS	, \$410.00 (Group W)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, HISPANIC	, \$ 90.00 (Caballero)	Infinity
WKDM, 1380, 5 KW (DA-1)	, HISPANIC	, \$ 95.00 (Katz Hisp)	United
WLIB, 1190, 10 KW (DAYS, DA)	, BLACK NEWS/TALK	SBN, \$ 87.00 (Mc-Guild)	Inner City
WMCA, 570, 5 KW (DA-1)	, TALK	APR,MBS, \$105.00 (Roslin)	Federal
WFAN, 660, 50 KW	, SPORTS TALK	NBC, \$200.00 (Eastman)	Emmis
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA	, \$185.00 (Katz)	Westwood One/Legacy
WOR, 710, 50 KW (DA-1)	, TALK	US 2,ABC,E, \$315.00 (Republic)	RKO To Buckley
WPAT, 930, 5 KW (DA-2)	, BTFL/EZ	, \$ NA (Katz)	Park
WQXR, 1560, 50 KW (DA-2)	, CLASSICAL	, \$ NA (Mc-Guild)	NY Times
WSKQ, 620, 5 KW (DA-2)	, HISPANIC	, \$120.00 (SBS)	
WWDJ, 970, 5 KW (DA-2)	, RELIGION	NBN, \$ 45.00 (---)	
WWRL, 1600, 5 KW (DA-2)	, GOSPEL	, \$ 80.00 (Roslin)	Unity

FM STATIONS

WBL, 107.5, 5.4 KW @ 1241, BLACK	ABC-F, \$320.00 (Mc-Guild)	Inner City
WCBS, 101.1, 4.6 KW @ 1300, OLDIES	CBS-R, \$345.00 (CBS)	CBS
WEVD, 97.9, 7.6 KW @ 1220, NOSTALGIA/ETHNIC	, \$ 80.00 (Groskin)	
WFME, 94.7, 38 KW @ 570, RELIGION	, \$ NA (---)	Family (NEWARK)
WHTZ, 100.3, 7.8 KW @ 1220, CHR	, \$420.00 (Christal)	Malrite
WHUD, 100.7, 50 KW @ 500, BTFL/EZ	, \$105.00 (Katz)	(PEEKSKILL)
WLTV, 106.7, 7.6 KW @ 1220, SOFT AC	, \$365.00 (MMR)	Viacom
WNCN, 104.3, 7.6 KW @ 1220, CLASSICAL	ARP, \$165.00 (CMBS)	GAF
WNEW, 102.7, 7.8 KW @ 1220, AOR	SOURCE, \$305.00 (Katz)	Metropolital to Legacy
WNSR, 105.1, 7.8 KW @ 1220, SOFT AC	, \$245.00 (Mc-Guild)	Bonneville
WPAT, 93.1, 5.3 KW @ 1420, BTFL/EZ	, \$250.00 (Katz)	Park
WQCD, 101.9, 5.3 KW @ 1420, JAZZ	, \$180.00 (Christal)	Tribune
WYNY, 103.5, 5.8 KW @ 1390, COUNTRY	, \$255.00 (HNWH)	Westwood One
WQXR, 96.3, 7.8 KW @ 1220, CLASSICAL	, \$165.00 (Mc-Guild)	NY Times
WRKS, 98.7, 7.8 KW @ 1250, BLACK/URBAN	US-1, \$305.00 (Republic)	RKO To Summit
WWPR, 95.5, 7.2 KW @ 1335, CHR	ABC-R, \$380.00 (Banner)	Cap Cities/ABC
WXRK, 92.3, 5.4 KW @ 1200, CLASSIC/AOR	, \$300.00 (Torbet)	Infinity
WQHT, 97.1, 7.2 KW @ 1300, CHR/URBAN	, \$230.00 (HNWH)	Emmis

CALL LETTER CHANGES

WPIX changes to WQCD

FORMAT CHANGES

WQCD: From AC to Jazz (September)

SALES

WEVD-F: Sold to Spanish Broadcasting for \$42,000,000 (E)
 WRKS-F: From RKO to Summit for \$50,000,000
 WOR: From RKO to Buckley for \$24,000,000
 WNJR: (Newark) sold for \$4,100,000

NORFOLK

Arbitron Rank/Pop (12+): 33/1,115,200

Stations: 24/24

1988 Revenue: \$32,200,000

MSA Rank/Pop: 33/1,362,100

Diaries: 1270/878:1/53.6%

HH Inc.: \$34,450

ADI #42

Sample Target: 1230

Retail \$: 9.4 Bill

Average Person Ratings: 17.8

% Below Line: 0 %

Pop per Station: 46,467

Market TSL: 23.8 Hours

% Not Listed: 9.0%

#1 Biller: WNOR A/F \$4,800,000

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ METRO		SPG		FAL		% 25-54			BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	88	88	87	87		1/4/CUME	RATING	88	87	CONVERSION	CONVERSION	CONVERSION						
1. WNOR A/F (AOR)	180/9.0	11.1	11.0	9.3	9.2	10.1	199/2180	2006/18.0	20.7	17.4	90	14.7	316	2689	WNOR A/F					
2. WCMS A/F (C)	168/8.4	7.7	8.1	9.7	9.9	8.5	200/2220	1767/15.8	15.7	15.9	95	10.4	217	2044	WCMS A/F					
3. WFOG-F (EZ)	166/8.3	9.9	9.1	10.2	7.5	9.4	186/2124	1798/16.1	15.7	15.1	82	5.4	119	1467	WFOG-F					
4. WOWI-F (B)	160/8.0	8.5	6.3	6.6	6.2	7.4	171/2314	2030/18.2	13.0	14.0	101	13.0	285	2860	WOWI-F					
5. WNVZ-F (CHR)	138/6.9	6.7	6.8	10.0	8.9	7.6	179/2725	2243/20.1	18.6	23.8	94	8.5	185	2411	WNVZ-F					
6. WLTY-F (AC)	136/6.8	4.8	6.1	4.3	4.5	5.5	154/1988	1787/16.0	14.4	12.3	146	4.3	93	978	WLTY-F					
7. WWDE-F (AC)	119/6.0	5.4	5.0	5.1	6.6	5.4	121/1846	1742/15.6	12.3	14.8	150	4.8	106	1104	WWDE-F					
8. WMYK-F (AOR)	117/5.9	5.8	5.0	6.2	6.6	5.7	136/1884	1656/14.8	11.5	15.6	92	5.8	127	2290	WMYK-F					
9. WJQI A/F (AC)	112/5.7	3.4	4.2	3.6	4.5	4.2	118/1547	1378/12.4	9.2	9.6	118	3.1	68	970	WJQI A/F					
10. WGH-F (CHR)	99/5.0	6.0	6.6	5.9	6.5	5.9	121/2185	1799/16.1	16.7	17.2	50	7.0	154	1747	WGH-F					
11. WXRI-F (R/G)	63/3.2	1.7	2.4	1.7	2.4	2.3	72/ 948	801/ 7.2	5.9	6.7	134	1.4	31	355	WXRI-F					
WTAR (MOR)	63/3.2	4.5	3.5	3.5	3.2	3.7	69/1133	974/ 8.7	10.5	9.9	113	2.3	50	882	WTAR					
13. WPCE (R/G)	61/3.1	2.8	3.7	3.9	3.1	3.4	62/ 771	734/ 6.6	7.7	6.0	100	2.7	60	854	WPCE					
14. WRAP (B)	59/3.0	3.9	3.4	2.6	3.5	3.2	59/ 993	975/ 8.7	9.2	9.4	60	3.0	66	770	WRAP					
15. WNIS (N/T)	50/2.5	3.0	2.1	1.8	2.4	2.4	51/ 755	720/ 6.5	4.7	6.1	76	2.4	53	647	WNIS					
16. WSKX-F (C)	49/2.5	2.8	2.0	2.3	2.6	2.4	106/1103	599/ 5.4	4.8	6.2	88	1.6	36	408	WSKX-F					
17.																				
18.																				
19.																				
20.																				
21.																				
22.																				
23.																				
24.																				
25.																				

12+ FM SHARE (METRO): 84.53% (1530 OF 1810) (FAL 87: 83.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNVZ-F	1. WNOR-F+>1. WNOR-F+	1. WLTY-F	1. WLTY-F	1. WFOG-F>	1. WCMS-F+<1. WNOR-F+	1. WNOR-F+	1. WNOR-F+	1. WOWI-F>>1. WOWI-F>	1. WOWI-F>	1. WOWI-F>
2. WGH-F	2. WOWI-F	2. WLTY-F	2. WWDE-F	2. WCMS-F+>2. WNOR-F+	2. WFOG-F	2. WLTY-F<	2. WMYK-F	2. WNOR-F	2. WNOR-F	2. WNOR-F
3. WRAP	3. WLTY-F	3. WOWI-F	3. WNOR-F+	3. WNOR-F+	3. WJQI-F+	3. WNVZ-F	3. WLTY-F	3. WCMS-F+	3. WNVZ-F	3. WFOG-F
4. WMYK-F	4. WMYK-F	4. WWDE-F<	4. WOWI-F	4. WWDE-F<	4. WWDE-F	4. WJQI-F+<4. WFOG-F	4. WNOR-F<	4. WNOR-F<	4. WCMS-F<	4. WCMS-F<
5. WOWI-F	5. WNVZ-F	5. WCMS-F+	5. WCMS-F+<5. WCMS-F+	5. WLTY-F<	5. WFOG-F	5. WCMS-F+	5. WNVZ-F	5. WGH-F	5. WMYK-F	5. WMYK-F
6.	6. WGH-F	6. WNVZ-F	6. WNVZ-F	6. WFOG-F<	6. WOWI-F	6. WWDE-F	6. WWDE-F	6. WFOG-F	6. WLTY-F	6. WLTY-F
7.	7. WWDE-F	7. WMYK-F<	7. WJQI-F+	7. WJQI-F+	7. WTAR	7. WMYK-F	7. WNVZ-F	7. WWDE-F	7. WCMS-F+	7. WWDE-F
8.	8.	8. WJQI-F+	8.	8. WNVZ-F	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. WGH-F	1. WLTY-F	1. WLTY-F>	1. WLTY-F	1. WWDE-F<	1. WNOR-F+>>1. WNOR-F+>>	1. WNOR-F+>1. WNOR-F+>	1. WNOR-F+>1. WNOR-F+>	1. WNOR-F+>	1. WNOR-F+
WOWI-F	2. WOWI-F	2. WNVZ-F	2. WOWI-F	2. WLTY-F	2. WCMS-F+	2. WOWI-F	2. WOWI-F	2. WLTY-F	2. WLTY-F
3. WNOR-F+>3. WNVZ-F<	3. WWDE-F	3. WWDE-F	3. WWDE-F	3. WCMS-F+	3. WMYK-F	3. WMYK-F>	3. WMYK-F	3. WOWI-F	3. WOWI-F
4. WNVZ-F	4. WNOR-F+	4. WNOR-F+	4. WNVZ-F	4. WFOG-F<	4. WGH-F	4. WNVZ-F<	4. WNVZ-F	4. WCMS-F+	4. WWDE-F
5. WLTY-F	5. WGH-F	5. WOWI-F	5. WJQI-F+	5. WJQI-F+	5. WOWI-F	5. WCMS-F+<	5. WCMS-F+<	5. WMYK-F	5. WCMS-F+
6. WMYK-F	6. WWDE-F	6. WJQI-F+	6. WCMS-F+	6. WOWI-F<	6.	6. WGH-F	6. WLTY-F	6. WWDE-F	6. WMYK-F
7. WJQI-F+	7. WJQI-F+	7. WMYK-F	7. WFOG-F	7. WNVZ-F	7.	7. WLTY-F	7. WXRI-F	7. WNVZ-F	7. WNVZ-F
8.	8. WMYK-F	8.	8.	8.	8.	8. WWDE-F	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING
				%	%	
TOP 40/CHR/CONTEMP		237 (2)	237 (2)	13.1	16.9	WOFM-F 92.1 Moyock .6/2.1
AOR/CLASSIC	2 (1)	306 (3)	308 (4)	17.0	11.0	WPMH 1010 Portsmouth .3/1.0
AC/OLDIES/SOFT ROCK	1 (1)	366 (3)	367 (4)	20.3	17.0	WTJZ 1270 Newport News .8/2.4
MOR/VARIETY/FULL	63 (1)		63 (1)	3.4	3.5	WZAM 1110 Norfolk .8/1.2
COUNTRY	8 (1)	232 (3)	240 (4)	13.3	14.5	
BLACK/URBAN	59 (1)	160 (1)	219 (2)	12.1	17.8	
BTFL MUSIC/EZ		166 (1)	166 (1)	9.2	8.9	
NEWS/TALK	50 (1)		50 (1)	2.8	2.6	
NOSTALGIA						
RELIGION/GOSPEL	97 (4)	63 (1)	160 (5)	8.8	7.4	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN						
280 (10) 1530 (14) 1810 (24)						

RADIO STATIONS

AM STATIONS

WGH, 1310, 5 KW (DA-N)	, CHR	ABC-F, \$ NA	(Banner)	Susquehanna
WNIS, 850, 5 KW/1 KW (DA-2)	, NEWS/TALK	NBC, ABC-T, \$ 40.00	(Roslin)	Sinclair
WPCE, 1400, 1 KW	, GOSPEL	SBN, \$ 27.00	(Mc-Guild)	Willis
WRAP, 1350, 5 KW (DA-2)	, BLACK	NBN, \$ 35.00	(---)	
WTAR, 790, 5 KW (DA-1)	, OLDIES/MOR	CBS, \$ 43.00	(Katz)	Landmark

FM STATIONS

WCMS, 100.5, 50 KW @ 500, COUNTRY	ABC-E, \$ 93.00	(Katz)	
WFOG, 92.9, 50 KW @ 480, BTFL/EZ	, \$ 70.00	(MMR)	JAG
WGH, 97.3, 74 KW @ 415, CHR	ABC-E, \$ 50.00	(Banner)	Susquehanna
WJQI, 94.9, 50 KW @ 536, SOFT AC	, \$ 45.00	(Torbet)	Coleman
WKEZ, 94.1, 50 KW @ 500, COUNTRY	US 2, \$ 39.00	(Roslin)	Eure
WLTU, 95.7, 40 KW @ 881, AC	, \$ 69.00	(Katz)	Landmark
WMYK, 93.7, 100 KW @ 940, URBAN	, \$ 47.00	(Eastman)	(ELIZABETH CITY)
WNOR, 98.7, 50 KW @ 500, AOR	SOURCE, \$104.00	(Mc-Guild)	Saga
WNVZ, 104.5, 50 KW @ 480, CHR	, \$ 70.00	(Republic)	Capitol-Goodman
WOWI, 102.9, 50 KW @ 500, BLACK	SBN, \$ 54.00	(Mc-Guild)	Willis
WSKX, 106.9, 100 KW @ 964, COUNTRY	, \$ 39.00	(CBS)	Downs
WWDE, 101.3, 50 KW @ 500, AC	CBS-R, \$ 75.00	(Christal)	Edens
WXRI, 105.3, 50 KW @ 500, RELIGION	, \$ 37.00	(Roslin)	CBN
WOPM, 92.1, 2 KW @ 420, AOR	, \$ NA	(K & P)	(MOYOCK)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WXRI-F: From CBN to WIN/ML for \$5,000,000 (Richards)

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 44/818,800

Stations: 20/19
Diaries: 1087/753:1/52.5%
Sample Target: 1080
% Below Line: 0.4%
% Not Listed: 6.9%

1988 Revenue: \$22,400,000
HH Inc.: \$31,351
Retail \$: 8.0 Bill
Pop per Station: 43,095
#1 Biller: KXXY A/F \$4,400,000

MSA Rank/Pop: 46/983,500

ADI #39

Average Person Ratings: 14.9

Market TSL: 20.0 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KXXY A/F (C)	169/13.9	12.6	14.3	13.9	13.4	13.7	211/2650	2160/26.4	22.8	20.8	120	12.0	164	1945	KXXY A/F
2. KJYO-F (CHR)	150/12.3	11.3	12.7	12.7	13.4	12.3	184/2828	2245/27.4	25.0	24.8	61	13.8	190	2133	KJYO-F
3. KATT-F (AOR)	122/10.0	8.4	10.0	8.1	7.6	9.1	166/2454	1519/18.6	20.5	17.7	93	11.2	154	1848	KATT-F
KKNG-F (EZ)	122/10.0	7.8	4.9	9.0	7.4	7.9	158/1749	1286/15.7	13.2	14.8	75	5.8	79	864	KKNG-F
5. KTOK (N/T)	89/ 7.3	6.4	6.5	6.2	7.6	6.6	101/1693	1442/17.6	15.0	19.4	62	6.0	82	1070	KTOK
6. WKY (C)	62/ 5.1	3.8	3.5	3.6	4.8	4.0	100/1909	1233/15.1	9.3	11.9	59	2.9	40	862	WKY
7. KRRO-F (AOR)	61/ 5.0	6.9	5.8	6.4	6.7	6.0	74/1101	964/11.8	12.8	16.2	154	6.3	86	1141	KRRO-F
KZBS-F (CHR)	61/ 5.0	4.6	4.9	4.3	5.7	4.7	79/1746	1356/16.6	13.9	14.7	84	8.4	115	1266	KZBS-F
9. KOMA (O)	57/ 4.7	2.5	4.0	4.8	3.3	4.0	86/1249	819/10.0	8.9	8.6	147	5.7	78	959	KOMA
KLTE-F (AC)	57/ 4.7	6.0	3.2	4.5	4.0	4.6	72/1271	918/11.2	11.2	12.8	128	3.6	49	1003	KLTE-F
11. KMGL-F (AC)	54/ 4.4	6.7	5.8	4.4	4.6	5.3	69/1151	945/11.5	12.8	11.8	161	4.4	60	887	KMGL-F
12. KEBC-F (C)	45/ 3.7	6.2	6.2	4.9	5.5	5.3	80/1617	1016/12.4	12.1	11.1	89	4.3	59	936	KEBC-F
13. KPRW (B)	35/ 2.9	6.3	7.2	3.2	3.3	4.9	47/ 354	280/ 3.4	5.7	3.8	114	4.0	55	733	KPRW

12+ PM SHARE (METRO): 74.78% (851 OF 1138) (FAL 87: 76.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KJYO-F>>1. KATT-F>	1. KXXY-AF	1. KXXY-AF>	1. KXXY-AF>	1. KXXY-AF>	1. KKNG-F	1. KXXY-AF>	1. KKNG-F<	1. KXXY-AF	1. KJYO-F>	1. KXXY-F
2. KZBS-F	2. KXXY-AF	2. KATT-F	2. KATT-F	2. KATT-F	2. KXXY-AF	2. KJYO-F	2. KXXY-AF>	2. KJYO-F<	2. KATT-F>	2. KATT-F
3. KATT-F	3. KJYO-F	3. KJYO-F>	3. KRRO-F	3. KRRO-F<	3. KTOK >	3. KKNG-F	3. KATT-F	3. KATT-F	3. KXXY-AF	3. KEBC-F
4.	4. KRRO-F	4. KRRO-F<	4. KJYO-F	4. KKNG-F	4. WKY	4. KTOK	4. KJYO-F	4. KKNG-F	4. KZBS-F	4. KTOK <
5.	5. KLTE-F	5. KLTE-F	5. KMGL-F	KJYO-F	5. KOMA	5.	5. KLTE-F	5. KZBS-F<	5. KTOK <	5. WKY
		6. KMGL-F	6. KOMA	6. KMGL-F<			KTOK	6. KOMA	6. KRRO-F	6. KKNG-F
				7. KOMA						KJYO-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. KXXY-AF<	1. KXXY-AF	1. KXXY-AF	1. KXXY-AF>	1. KXXY-AF>>	1. KATT-F>>	1. KATT-F>>	1. KATT-F>	1. KATT-F>	1. KXXY-AF<
2. KJYO-F<	2. KJYO-F	2. KJYO-F	2. KJYO-F	2. KJYO-F	2. KRRO-F	2. KRRO-F>	2. KXXY-F>	2. KATT-F	2. KATT-F
3. KATT-F	3. KKNG-F	3. KLTE-F	3. KLTE-F	3. KOMA	3. KXXY-AF>	3. KXXY-AF	3. KXXY-AF	3. KRRO-F	3. KRRO-F
4. KPRW	4. KPRW	4. KPRW	4. KMGL-F	4. KKNG-F	4. KZBS-F	4. KJYO-F>	4. KJYO-F	4. KJYO-F	4. KKNG-F
5. KZBS-F	5. KATT-F	5. KZBS-F	5.	5. KMGL-F	5. KLTE-F	5. KLTE-F	5. KLTE-F	5. KLTE-F	5. KMGL-F
KLTE-F	6. KZBS-F			6. KLTE-F	6. KZBS-F	6. KMGL-F			6. KOMA

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		211 (2)	211 (2)	18.5	14.5
AOR/CLASSIC		183 (2)	183 (2)	16.1	15.4
AC/OLDIES/SOFT ROCK	63 (2)	111 (2)	174 (4)	15.3	16.2
MOR/VARIETY/PULL	11 (2)		11 (2)	1.0	1.6
COUNTRY	69 (2)	207 (2)	276 (4)	24.3	25.5
BLACK/URBAN	35 (1)		35 (1)	3.1	3.6
BTFL MUSIC/EZ		122 (1)	122 (1)	10.7	8.0
NEWS/TALK	89 (1)		89 (1)	7.8	8.2
NOSTALGIA					3.6
RELIGION/GOSPEL	13 (1)	17 (1)	30 (2)	2.6	3.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN	7 (1)		7 (1)	0.6	

287 (10) 851 (10) 1138 (20)

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N)	, OLDIES	NBC, \$ 37.00 (CBS)	Diamond
KPRW, 1140, 1 KW (DAYS)	, BLACK	SBN, \$ 26.00 (Banner)	Surrey
KQCV, 800, 250 W (DAYS)	, RELIGION	, \$ 17.00 (---)	Bott
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC-I, \$ 59.00 (HNWH)	Clear Channel
WKY, 930, 5 KW (DA-N)	, COUNTRY	ABC-E, \$ 38.00 (Christal)	Gaylord
KATT-F, 100.5, 100 KW @ 1200, AOR		SOURCE, \$ 70.00 (Banner)	Surrey
KEBC-F, 94.7, 100 KW @ 550, COUNTRY		CBS, \$ 39.00 (Eastman)	Independence
KJIL-F, 104.9, 3 KW @ 300, RELIGION		UPI, \$ 20.00 (Starcom)	Swaggert
KJYO-F, 102.7, 100 KW @ 1003, CHR		, \$ 55.00 (HNWH)	Clear Channel
KKNG-F, 92.5, 98 KW @ 900, BTFL/EZ		, \$ 51.00 (Christal)	New City to Wilks Schwartz
KLTE-F, 101.9, 100 KW @ 475, AC		, \$ 43.00 (Torbet)	Entercom
KMGL-F, 104.1, 100 KW @ 1425, SOFT AC		US 1, Trans, \$ 40.00 (Banner)	Renda
KRRO-F, 107.7, 100 KW @ 1027, CLASSIC ROCK		, \$ 47.00 (CBS)	Diamond
KXXY-F, 96.1, 100 KW @ 1167, COUNTRY		MBS, \$ 90.00 (Mc-Guild)	New Market
KZBS-F, 98.9, 100 KW @ 1108, CHR		APR, \$ 56.00 (Katz)	

MISCELLANEOUS COMMENTS KOMA changes from Nostalgia to Oldies (Oct.)... KLTE-F sold by Mel Wheeler to Entercom for \$4,150,000 (Richards)... KKNG-F sold by New City to Wilks-Schwartz for \$3,500,000 (Blackburn)...

American Radio Fall 1988, Copyright 1989

OMAHA

Arbitron Rank/Pop (12+): 69/505,300

Stations: 16/14
Diaries: 844/599:1/58.0%
Sample Target: 870
% Below Line: 1.4%
% Not Listed: 10.7%

1988 Revenue: \$18,200,000
HH Inc.: \$36,712
Retail \$: 4.5 Bil
Pop per Station: 36,093
#1 Biller: KFAB \$4,800,000

MSA Rank/Pop: 79/618,800
ADI #73
Average Person Ratings: 16.4
Market TSL: 21.8 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KFAB (MOR)	143/17.2	14.8	16.1	17.0	22.3	16.3	275/3878	1971/39.0	29.8	38.5	72				KFAB
2. KQKQ-F (CHR)	109/13.1	11.6	10.4	12.1	10.4	11.8	129/2059	1537/30.4	29.2	29.8	69				KQKQ-F
3. KEZO A/F (AOR)	104/12.4	14.7	17.7	15.4	14.7	15.1	168/1880	1209/23.9	27.3	26.4	111				KEZO A/F
4. KGOR-F (CHR)	80/ 9.6	11.1	11.9	10.8	9.1	10.9	146/2029	1237/24.5	27.7	25.9	93				KGOR-F
5. WOW-F (C)	76/ 9.1	5.7	7.5	6.1	7.0	7.1	90/1018	780/15.4	14.3	12.0	130				WOW-F
6. KESY-F (EZ)	55/ 6.6	6.0	7.2	8.0	9.7	7.0	79/ 887	671/13.3	14.4	15.6	118				KESY-F
7. KOIL (O)	47/ 5.7	6.6	4.7	4.8	3.0	5.5	51/ 838	733/14.5	12.0	8.6	194				KOIL
8. KEFM-F (AC)	45/ 5.4	6.5	5.4	7.8	6.4	6.3	74/1172	727/14.4	13.6	18.1	161				KEFM-F
9. WOW (C)	40/ 4.8	5.6	4.3	4.4	6.5	4.8	92/1484	618/12.2	10.6	12.2	79				WOW
10. KOMJ-F (AC)	12/ 1.4	3.3	3.5	---	---	2.7	41/ 529	283/ 5.6	7.5	---	171				KOMJ-F

12+ FM SHARE (METRO): 66.58% (494 OF 742) (FAL 87: 63.65%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1. KQKQ-F >	1. KEZO-AF >	1. KEZO-AF	1. KEZO-AF >	1. KEZO-AF	1. KFAB >>	1. KFAB >	1. KEZO-AF	1. KEZO-AF	1. KQKQ-F	1. KFAB >
2. KGOR-F >>	2. KQKQ-F >	2. KQKQ-F	2. KFAB	2. KFAB	2. WOW-F	2. KEZO-AF	2. KFAB	KQKQ-F	2. KFAB <	2. KESY-F <
3. KEZO-AF	3. KGOR-F	3. KGOR-F	WOW-F	3. WOW-F	3. KESY-F >	3. KQKQ-F	3. WOW-F	3. KGOR-F	3. KEZO-F	3. KEZO-F
4. KEFM-F	4. WOW-F	4. WOW-F	4. KGOR-F	4. KQKQ-F	4. WOW	4. WOW-F	4. KQKQ-F	4. KFAB	4. KGOR-F	4. KQKQ-F
5. KOIL	5. KFAB <	KOIL	KOIL	5. KOIL	5. KGOR-F	5. KGOR-F	5. KESY-F	5. WOW-F <	5. WOW-F <	5. WOW-F <
WOW-F	6. KEFM-F	KQKQ-F <	6. KGOR-F <	6. KGOR-F <	6. KGOR-F	6. KGOR-F	6. KESY-F <	7. KOIL	6. KESY-F <	6. KEFM-F
	KOIL	7. KEFM-F	7. KEFM-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. KQKQ-F >>	1. KQKQ-F >>	1. KGOR-F	1. KQKQ-F >	1. KQKQ-F	1. KEZO-AF >>	1. KEZO-AF >>	1. KEZO-AF >>	1. KEZO-AF >>	1. KEZO-AF >>	1. KEZO-AF >>
2. KGOR-F	2. KGOR-F	KQKQ-F <	2. KGOR-F	2. KGOR-F <	2. KQKQ-F	2. KFAB	2. WOW-F	2. WOW-F <	2. WOW-F <	2. WOW-F <
3. KEZO-AF	3. KEZO-AF	3. KEFM-F	3. KEFM-F	3. KFAB	3. KGOR-F	3. KFAB	3. KOIL	3. KOIL	3. KFAB	3. KFAB
4. KEFM-F >	4. KEZO-AF	4. KEZO-AF	4. KEZO-AF	4. KEFM-F	4. KGOR-F	4. KGOR-F	WOW-F	4. KFAB	4. KOIL >	4. KOIL >
5. 5.	5.	5.	5. WOW-F	5. WOW-F	5. KOIL	5.	5. KQKQ-F	5. KQKQ-F	5.	5.
			6. KFAB	6. KOIL		6. WOW-F		KGOR-F		

FAL 87

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		189 (2)	189 (2)	25.5	21.1	KBWH-F 106.3 Blair 1.1/1.6
AOR/CLASSIC	7 (1)	103 (2)	110 (3)	14.8	15.9	KCRO 660 Omaha .4/1.1
AC/OLDIES/SOFT ROCK	47 (1)	57 (2)	104 (3)	14.0	10.1	KKAR 1180 Bellevue .8/4.8
MOR/VARIETY/FULL	143 (1)		143 (1)	19.3	24.1	
COUNTRY	40 (1)	81 (2)	121 (3)	16.3	14.5	KFMQ-F 101.9 Lincoln .8/3.7
BLACK/URBAN		9 (1)	9 (1)	1.2	1.9	KZKX-F 96.9 Seward .6/2.4
BTFL MUSIC/EZ		55 (1)	55 (1)	7.4	10.6	
NEWS/TALK	7 (1)		7 (1)	0.9	0.9	
NOSTALGIA						
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	0.9	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN						
	247 (6)	494 (10)	741 (16)			

RADIO STATIONS

KCRO, 660, 1 KW	, RELIGION	,\$ 12.00	(---)
KFAB, 1110, 50 KW (DA-N)	, MOR	NBC,\$106.00	(Christal)
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS,CBS,\$ 20.00	(Eastman)
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2,\$ 27.00	(Banner)
WOW, 590, 5 KW	, COUNTRY	ABC-I,\$ 40.00	(Torbet)
			Great Empire
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC		,\$ 42.00	(Mc-Guild)
KESY-F, 104.5, 100 KW @ 1085, BTFL/EZ		,\$ 40.00	(Mc-Guild)
KEZO-F, 92.3, 100 KW @ 1210, AOR		,\$ 62.00	(Katz)
KGOR-F, 99.9, 115 KW @ 1227, CHR		SOURCE,\$ 55.00	(Christal)
KQKQ-F, 98.5, 100 KW @ 1099, CHR		ABC-F,\$ 57.00	(Eastman)
WOW-F, 94.1, 100 KW @ 510, COUNTRY		ABC-E,\$ 45.00	(Torbet)
KOMJ-F, 103.7, 100 KW @ 440, AC		,\$ NA	(---)
			Great Empire

(ATLANTIC, IA)

ORLANDO

Arbitron Rank/Pop (12+): 49/826,000

Stations: 23/20

1988 Revenue: \$40,600,000

MSA Rank/Pop: 53/959,000
ADI #27

Diaries: 1101/750:1/53.5%

HH Inc.: \$31,813

Average Person Ratings: 17.7

Sample Target: 1010

Retail \$: 8.0 Bill

Market TSL: 23.3 Hours

% Below Line: 3.0%

Pop per Station: 41,300

% Not Listed: 7.9%

#1 Biller: WKKA-F \$6,600,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WKKA-F (C)	174/11.9	10.6	10.0	13.4	12.1	11.5	382/3942	1763/21.3	18.5	18.1	126	11.0	156	1651	WKKA-F
2. WSSP-F (EZ)	125/ 8.6	7.8	7.1	9.1	8.2	8.2	253/2849	1356/16.4	15.6	16.1	72	5.2	74	813	WSSP-F
3. WBJW A/F (CHR)	112/ 7.7	6.8	6.7	8.9	10.4	7.5	217/4248	1929/23.4	22.1	25.4	75	7.2	102	1725	WBJW A/F
4. WOCL-F (O)	111/ 7.6	7.7	7.9	4.0	3.5	6.8	217/2463	1290/15.6	15.9	9.1	158	8.0	114	1416	WOCL-F
5. WSTF-F (AC)	102/ 7.0	8.0	9.7	8.7	9.8	8.4	215/3108	1609/19.5	19.6	17.9	141	5.6	80	1073	WSTF-F
6. WHTQ-F (AOR)	90/ 6.2	5.7	4.0	4.0	3.7	5.0	147/2118	1195/14.5	9.8	10.5	87	4.7	66	972	WHTQ-F
7. WDBO (MOR)	82/ 5.6	5.8	8.0	6.1	5.5	6.4	97/1387	1148/13.9	15.8	12.9	73	5.3	75	945	WDBO
8. WHLY-F (CHR)	81/ 5.6	3.9	4.7	5.9	5.2	5.0	172/2447	1398/16.9	15.4	16.9	66	6.0	85	1679	WHLY-F
9. WDIZ-F (AOR)	80/ 5.5	7.6	7.4	7.0	6.8	6.9	154/2336	1138/13.8	15.3	13.9	91	9.7	138	1358	WDIZ-F
10. WJHM-F (B)	78/ 5.3	12.0	7.0	3.0	3.1	6.8	165/2013	92/11.2	12.0	7.8	92	13.4	190	1369	WJHM-F
11. WJYO-F (AC)	70/ 4.8	5.4	4.3	4.9	6.1	4.9	133/1998	1073/13.0	10.9	13.9	165	4.7	66	804	WJYO-F
12. WWNZ (N/T)	63/ 4.3	2.7	3.3	4.3	3.9	3.7	68/ 872	741/ 9.0	9.1	9.9	58	3.5	49	540	WWNZ
13. WXXO (R/G)	40/ 2.7	.9	3.5	.6	.4	1.9	41/ 355	335/ 4.1	4.6	2.3	85	1.5	21	316	WXXO
14. WLOQ-F (J)	32/ 2.2	3.3	1.6	3.2	3.2	2.6	50/ 803	582/ 7.0	5.4	7.2	136	3.4	48	747	WLOQ-F

12+ PM SHARE (METRO): 82.51% (1109 OF 1344) (FAL 87: 81.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBJW-AF>1.	WDIZ-F	1. WOCL-F	1. WOCL-F<	1. WKKA-F	1. WKKA-F	1. WKKA-F>	1. WKKA-F<	1. WKKA-F	1. WJHM-F	1. WDBO
2. WHLY-F <	WHTQ-F	2. WKKA-F	2. WKKA-F	2. WOCL-F	2. WSSP-F>	2. WBJW-AF	2. WSSP-F	2. WBJW-AF	2. WKKA-F	2. WKKA-F
3. WJHM-F	3. WOCL-F	3. WSTF-F	3. WSTF-F	3. WSTF-F	3. WDBO	3. WSTF-F<	3. WSTF-F	3. WOCL-F	3. WBJW-AF	3. WWNZ
4.	WSTF-F<	4. WHTQ-F	4. WJYO-F	4. WJYO-F	4. WWNZ	4. WDBO <	WOCL-F	4. WSTF-F<	WDBO	4. WJHM-F
5.	5. WBJW-AF	5. WDIZ-F	5. WBJW-AF	5. WSSP-F	5. WOCL-F	5. WSSP-F	5. WHTQ-F	5. WSSP-F	5. WSSP-F<	5. WOCL-F
6.	WKKA-F	6. WBJW-AF	6. WHTQ-F	6. WBJW-AF	6. WJYO-F	WOCL-F	WJYO-F	6. WHLY-F	6. WHLY-F	6. WJYO-F
				7. WHTQ-F				7. WHTQ-F	7. WDIZ-F	WDIZ-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. WBJW-AF	1. WSTF-F	1. WSTF-F	1. WSTF-F	1. WKKA-F	1. WDIZ-F	1. WDIZ-F<	1. WHTQ-F<	1. WOCL-F	1. WOCL-F
2. WHLY-F	2. WBJW-AF	2. WOCL-F	2. WKKA-F	2. WSTF-F>	2. WHTQ-F>	>2. WHTQ-F>	2. WOCL-F<	2. WKKA-F	WKKA-F
3. WHTQ-F	3. WOCL-F>	3. WKKA-F<	3. WOCL-F	3. WJYO-F<	3. WBJW-AF	3. WOCL-F<	3. WDIZ-F	WHTQ-F	3. WHTQ-F
4. WSTF-F	4. WHLY-F	4. WBJW-AF	4. WBJW-AF<	4. WOCL-F	4. WKKA-F	4. WKKA-F	4. WKKA-F	4. WDIZ-F>	4. WSTF-F
5. WOCL-F	WHTQ-F	5. WJHM-F<	5. WJYO-F	5. WSSP-F	5. WHLY-F	5. WBJW-AF	5. WSTF-F	5. WBJW-AF	5. WJYO-F
	WKKA-F	6. WJYO-F	6. WHLY-F	6. WBJW-AF	WOCL-F	6. WSTF-F	6. WBJW-AF	6. WSTF-F	WDIZ-F
	7. WJHM-F	7. WDIZ-F	7. WJHM-F	WJHM-F	WSTF-F				

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP	11 (1)	182 (2)	193 (3)	14.4	16.8	WONQ	1140	Orlando	1.0/ .8
AOR/CLASSIC		180 (3)	180 (3)	13.4	14.6	WORLD	1270	Orlando	1.1/2.7
AC/OLDIES/SOFT ROCK		283 (3)	283 (3)	21.1	20.9	WPRD	1440	Winter Park	.4/2.3
MOR/VARIETY/FULL	82 (1)		82 (1)	6.1	5.9	WTLN A/F	95.3	Apopka	1.5/4.6
COUNTRY		182 (2)	182 (2)	13.5	14.7	WWLV-F	94.5	Daytona Beach	1.8/5.0
BLACK/URBAN	16 (1)	78 (1)	94 (2)	7.0	6.1	WPCV-F	97.5	Winter Haven	.5/4.0
BTFL MUSIC/EZ		151 (2)	151 (2)	11.2	11.5	WYNF-F	94.9	Tampa	.7/1.2
NEWS/TALK	63 (1)		63 (1)	4.7	4.2				
NOSTALGIA	6 (1)		6 (1)	0.4	0.9				
RELIGION/GOSPEL	42 (2)	21 (1)	63 (3)	4.7	1.0				
SPANISH	15 (1)		15 (1)	1.1					
CLASSICAL									
JAZZ/NEW AGE		32 (1)	32 (1)	2.4	3.5				
OTHERS/UNKNOWN									

235 (8) 1109 (15) 1344 (23)

RADIO STATIONS

WDBO, 580, 5 KW (DA-N)	MOR	ABC-I, \$ 64.00	(Katz)	New City
WHDQ, 990, 50 KW/5 KW (DA-2)	COUNTRY	\$ 24.00	(Eastman)	TK
WONQ, 1140, 4 KW (DAYS)	HISPANIC	\$ 15.00	(Lotus)	
WORLD, 1270, 5 KW (DA-N)	BLACK	CBS-R, \$ 33.00	(HNWH)	
WPRD, 1440, 5 KW/1 KW (DA-N)	NOSTALGIA	Trans, \$ 12.00	(Mc-Guild)	
WWNZ, 740, 5 KW/1 KW (DA-N)	NEWS/TALK	MBS,NBC, \$ 50.00	(Christal)	Guy Gannett
WBJW-F, 105.1, 100 KW @ 1310,	CHR	\$114.00	(Banner)	Nationwide
WCAT-F, 106.7, 100 KW @ 875,	CHR	\$ 78.00	(Durpetti)	Southern Starr
WDIZ-F, 100.3, 100 KW @ 890,	AOR	ABC-R, \$ 85.00	(MMR)	Shamrock-Lynett
WHTQ-F, 96.5, 100 KW @ 1609,	AOR	\$ 58.00	(Eastman)	TK
WJYO-F, 107.7, 100 KW @ 1613,	SOFT AC	\$ 80.00	(Mc-Guild)	Metroplex
WLOQ-F, 103.1, 3 KW @ 300,	JAZZ	\$ 44.00	(Banner)	
WKKA-F, 92.3, 100 KW @ 1341,	COUNTRY	\$120.00	(Katz)	New City
WOCL-F, 105.9, 100 KW @ 1650,	OLDIES	APR, \$ 52.00	(Christal)	American
WJHM-F 101.9, 28 KW @ 1650,	URBAN	\$ 40.00	(HNWH)	(DE LAND)
WSSP-F 104.1, 100 KW @ 1609,	BTFL/EZ	\$ 77.00	(Christal)	Guy Gannett
WSTF-F 101.1, 100 KW @ 1598,	AC	\$ 90.00	(Republic)	Capitol-Goodmon
				(COCOA BEACH)
				(COCOA BEACH)

MISCELLANEOUS COMMENTS WCAT changes back to WHLY (Oct.)...

PENSACOLA

Arbitron Rank/Pop (12+): 125/292,300

Stations: 14/9
Diaries: 701/417:1/53.6%
Sample Target: 640
% Below Line: 36.0%
% Not Listed: 11.0%

1988 Revenue: \$7,600,000
HH Inc.: \$30,324
Retail \$: 2.2 Bill
Pop per Station: 32,478
#1 Biller: WOWW-F \$2,000,000

MSA Rank/Pop: 136/351,500
Mobile ADI
Average Person Ratings: 16.7
Market TSL: 22.0 Hours

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WBLX-F (B)	62/12.7	11.2	10.4	11.7	---		77/ 623	398/13.6	15.4	14.4	91			WBLX-F
2. WOWW-F (C)	50/10.2	12.7	12.0	10.5	---		68/ 857	633/21.7	18.0	21.6	132			WOWW-F
3. WTKX-F (AOR)	44/ 9.0	8.7	9.1	8.8	---		84/ 866	529/18.1	14.3	15.3	94			WTKX-F
4. WABB-F (CHR)	41/ 8.4	7.8	10.0	9.5	---		71/1128	590/20.2	20.4	22.4	64			WABB-F
5. WMEZ-F (EZ)	36/ 7.4	8.7	8.4	10.9	---		71/ 722	438/15.0	16.8	14.3	89			WMEZ-F
6. WJLQ-F (CHR)	32/ 6.5	5.8	5.8	7.0	---		50/ 812	609/20.8	16.6	18.4	112			WJLQ-F
WXBM-F (C)	32/ 6.5	5.4	7.8	6.4	---		38/ 582	468/16.0	9.8	14.6	102			WXBM-F
WAVH-F (O)	32/ 6.5	4.7	4.7	---	---		49/ 693	458/15.7	11.9	9.3	160			WAVH-F
9. WCOA (MOR)	31/ 6.3	8.3	6.2	6.6	---		31/ 403	398/13.6	13.3	12.6	67			WCOA
10. WBOP (B)	22/ 4.5	5.4	6.2	5.3	---		22/ 326	326/11.2	9.8	10.3	78			WBOP
WGXC-F (AOR)	22/ 4.5	6.7	6.2	7.8	---		40/ 654	433/14.8	13.9	16.5	129			WGXC-F

12+ FM SHARE (METRO): 85.06% (370 OF 435) (FAL 87: 84.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBLX-F>	1. WTKX-F	1. WBLX-F	1. WOWW-F	1. WOWW-F	1. WMEZ-F	1. WOWW-F	1. WMEZ-F<	1. WBLX-F	1. WBLX-F>>	1. WOWW-F
2. WABB-F>>	2. WBLX-F	2. WTKX-F	2. WBLX-F	2. WBLX-F	2. WOWW-F	2. WTKX-F	2. WOWW-F	2. WOWW-F	2. WABB-F	2. WTKX-F
3.	3. WABB-F	3. WOWW-F	3. WAVH-F	3. WAVH-F	3. WCOA >	3. WBLX-F	3. WAVH-F	3. WTKX-F	3. WTKX-F	3. WCOA
4.	4. WJLQ-F	4. WAVH-F	4. WTKX-F	4. WTKX-F	4. WXBM-F	4. WCOA	4. WTKX-F<	4. WABB-F	4. WCOA	4. WMEZ-F
5.	5.	5.	5.	5.	5.	5. WABB-F	5. WJLQ-F	5. WJLQ-F	5. WOWW-F	5. WBLX-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. WABB-F	1. WTKX-F	1. WJLQ-F	1. WBLX-F	1. WOWW-F	1. WTKX-F	1. WTKX-F>	1. WTKX-F	1. WTKX-F	1. WOWW-F
2. WTKX-F	2. WAVH-F	WTKX-F	2. WAVH-F	2. WBLX-F	2. WABB-F	2. WBLX-F	WBLX-F	2. WBLX-F	2. WBLX-F
3. WBLX-F	3. WJLQ-F	WAVH-F	3. WJLQ-F	3. WAVH-F	WBLX-F	3. WABB-F	3. WGXC-F	3. WOWW-F	3. WTKX-F
WAVH-F	4. WABB-F	4. WOWW-F	WOWW-F	WJLQ-F	4. WJLQ-F	4. WGXC-F	4. WABB-F	4. WABB-F	4. WAVH-F
5.	WBLX-F	WBLX-F	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		73 (2)	73 (2)	16.8	17.4	WEBY 1330 Milton .4/ 1.6
AOR/CLASSIC		66 (2)	66 (2)	15.2	10.0	WHYM 610 Pensacola 2.0/ 2.9
AC/OLDIES/SOFT ROCK		51 (2)	51 (2)	11.7	14.7	
MOR/VARIETY/FULL	31 (1)		31 (1)	7.1		WKRQ-F 99.9 Mobile 3.9/13.0
COUNTRY		82 (2)	82 (2)	18.9	21.8	
BLACK/URBAN	22 (1)	62 (1)	84 (2)	19.3	18.3	
BTFL MUSIC/EZ		36 (1)	36 (1)	8.3	9.3	
NEWS/TALK						
NOSTALGIA					6.8	
RELIGION/GOSPEL	10 (1)		10 (1)	2.3	0.5	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN	2 (1)		2 (1)	0.5	1.2	
	65 (4)	370 (10)	435 (14)			

RADIO STATIONS

WBOP, 1230, 1 KW	, BLACK	NBN, \$ 17.00 (Banner)	Holt
WCOA, 1370, 5 KW (DA-2)	, MOR/NOST	CBS, MBS, \$ 19.00 (Mc-Guild)	Drubner
WFXP, 980, 2.5 KW/1 KW (DA-2)	, OLDIES	SMN, \$ 14.00 (Roslin)	
WBSR, 1450, 1 KW	, AC	, \$ 11.00 (Torbet)	
WJLQ-F, 100.7, 100 KW @ 1555, CHR		ABC-C, \$ 24.00 (Mc-Guild)	Drubner
WMEZ-F, 94.1, 100 KW @ 1328, BTFL/EZ		ABC-D, \$ 34.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 1420, COUNTRY		US 2, \$ 44.00 (Katz)	Colonial
WTKX-F, 101.5, 100 KW @ 493, AOR		ABC-R, \$ 33.00 (Banner)	Holt
WXBM-F, 102.7, 100 KW @ 1328, COUNTRY		MBS, \$ 28.00 (Torbet)	
WGXC-F, 104.1, 100 KW @ 1666, CLASSIC ROCK		CNN, \$ 40.00 (Republic)	(ATMORE, AL)

Other ranked stations - See Mobile

MISCELLANEOUS COMMENTS WIZD changes calls to WGXC and format from AC to AOR (Oct.)...

PEORIA

Arbitron Rank/Pop (12+): 120/294,500
 MSA Rank/Pop: 142/331,500
 ADI #113 (w/Bloomington)
 Average Person Ratings: 16.7
 Market TSL: 22.2 Hours

Stations: 18/11
 Diaries: 716/401:1/63.4%
 Sample Target: 700
 % Below Line: 7.5%
 % Not Listed: 10.0%

1988 Revenue: \$7,200,000
 HH/ Inc: \$36,886
 Retail \$: 2.2 Bil
 Pop per Station: 26,773
 #1 Biller: WKZW-F \$1,300,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WSWT-F (EZ)	81/16.9	15.4	15.5	13.3	13.8	---	110/1018	737/25.7	23.1	24.9	79				WSWT-F
2. WWCT-F (AOR)	78/16.3	12.5	16.3	15.2	17.5	---	101/1110	738/25.7	21.2	28.0	109				WWCT-F
3. WKZW-F (CHR)	77/16.1	19.9	15.0	16.4	15.1	---	116/1747	1015/35.3	35.0	32.3	100				WKZW-F
4. WMBD (MOR)	42/ 8.8	7.8	7.9	8.4	9.7	---	45/ 682	637/22.2	16.6	18.5	129				WMBD
5. WXCL (C)	30/ 6.3	7.6	8.2	9.3	8.6	---	34/ 389	364/12.7	11.8	15.9	108				WXCL
6. WIRL (AC)	22/ 4.6	7.8	7.1	7.4	5.2	---	24/ 398	378/13.2	16.1	20.1	139				WIRL
7. WGLO-F (AC)	19/ 4.0	2.6	3.8	4.6	4.1	---	19/ 373	363/12.6	9.0	9.8	150				WGLO-F
8. WKQA-F (AC)	18/ 3.8	3.8	4.2	5.5	3.2	---	18/ 376	368/12.8	10.7	10.7	116				WKQA-F
9. WTAZ-F (T)	14/ 2.9	3.1	2.0	2.9	.6	---	14/ 246	226/ 7.9	8.4	5.9	41				WTAZ-F
10. WBZM-F (O)	8/ 1.7	3.3	2.2	1.7	3.7	---	11/ 246	194/ 6.8	9.5	5.9	188				WBZM-F

12+ FM SHARE (METRO): 72.16% (311 of 431) FAL 87: (68.33%)

TEENS	28-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EYE	OVERNIGHT
1. WKZW-F>>>	1. WWCT-F>>>	1. WWCT-F>	1. WWCT-F	1. WWCT-F	1. WSWT-F>	1. WKZW-F<	1. WSWT-F	1. WKZW-F	1. WKZW-F>	1. WWCT-F
2.	2. WKZW-F>>>	2. WKZW-F>	2. WKZW-F	2. WKZW-F	2. WMBD>	2. WSWT-F	2. WWCT-F>	2. WWCT-F	2. WWCT-F	2. WMBD
3.	3. WSWT-F	3. WSWT-F	3. WSWT-F>>>	3. WSWT-F>>>	3. WMBD	3. WMBD	3. WKZW-F>	3. WSWT-F>>>	3. WSWT-F	3. WKZW-F
4.	4. WKQA-F	4.	4. WGLO-F	4. WMBD	4. WKZW-F	4. WWCT-F	4. WXCL	4.	4. WTAZ-F	4. WTAZ-F
5.	5.	5.	WIRL	WXCL	5. WIRL	5.	5.	5.	5. WMBD	6. WIRL

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. WWCT-F	1. WWCT-F	1. WWCT-F	1. WWCT-F	1. WKZW-F	1. WWCT-F>>>	1. WWCT-F>>>	1. WWCT-F>>>	1. WWCT-F>>>	1. WWCT-F>
2. WKZW-F>>>	2. WKZW-F>>>	2. WKZW-F>	2. WKZW-F>	WSWT-F	2. WKZW-F>	2. WKZW-F>>>	2. WKZW-F>>>	2. WKZW-F>>>	2. WKZW-F>
3. WKQA-F	3. WSWT-F	3. WSWT-F	3. WSWT-F>	3. WWCT-F>>>	3.	3.	3. WSWT-F	3. WSWT-F	3. WSWT-F
4.	4. WKQA-F	4. WGLO-F	4. WKQA-F<	4. WIRL	4.	4.	4. WXCL	4.	4. WXCL-F
5.	5.	5. WKQA-F	5. WIRL-F	WMBD	5.	5.	5.	5.	5. WMBD

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		80 (92)	80 (2)	18.6	18.2	WPBO	1020	Peoria	1.3/3.9
AOR/CLASSIC		78 (1)	78 (1)	18.1	18.4	WAAG-F	94.9	Galesburg	1.5/3.8
AC/OLDIES/SOFT ROCK	28 (2)	45 (3)	73 (5)	16.9	17.7	WBNQ-F	101.5	Bloomington	.6/5.0
MOR/VARIETY/FULL	47 (2)		47 (2)	10.9	10.7	WPMB-F	104.5	Springfield	1.3/1.5
COUNTRY	30 (1)	13 (2)	43 (3)	10.0	9.7	WGN	720	Chicago	1.5/4.8
BLACK/URBAN						WJBC	1230	Bloomington	1.0/1.7
BTFL/EZ		81 (1)	81 (1)	18.8	17.4	WLS	890	Chicago	1.3/4.9
NEWS/TALK	9 (2)	14 (1)	23 (3)	5.3	3.5	WMAQ	670	Chicago	.4/2.6
NOSTALGIA					2.5				
RELIGION/GOSPEL	6 (1)		6 (1)	1.4	1.7				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN									
	120 (8)	311 (10)	431 (18)						

RADIO STATIONS

WIRL, 1260, 5 KW (DA-2)	, AC	ABC-E, \$ 30.00 (Christal)	Comm. Service
WMBD, 1470, 5 KW (DA-2)	, MOR	CBS, \$ 38.00 (Katz)	Midwest TV
WPOE, 1020, 1 KW (DAYS)	, RELIGION	, \$ 11.00 (---)	Bob Ulrich
WXCL, 1350, 1 KW (DA-2)	, COUNTRY	, \$ 28.00 (Banner)	Kelly
WGLO-F, 95.3, 3 KW @ 300, AC		NBC, \$ 14.00 (Roslin)	Cromwell (PEKIN) Jerry Scott
WKQA-F, 104.9, 3 KW @ 265, AC		US-1, \$ 22.00 (Banner)	Kelly
WKZW-F, 93.3, 40 KW @ 548, CHR		ABC-I, \$ 41.00 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 450, BTFL/EZ		, \$ 31.00 (Christal)	Comm. Service
WTAZ-F, 102.3, 3 KW @ 300, TALK		NBC-T, ABC-T, \$ 13.00 (---)	Lynette Demanes
WWCT-F, 105.7, 38 KW @ 571, AOR		Source, \$ 34.00 (HNWH)	Bruce Foster
WBZM-F, 94.3, 3 KW @ 300, OLDIES		SMN, \$ 15.00 (K & P)	(CHILLICOTHE) Bob Momenteller

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,084,900

MSA Rank/Pop: 4/4,873,100
ADI #4

Average Person Ratings: 18.9
Market TSL: 24.5 Hours

Stations: 30/24
Diaries: 2587/1579:1/50.8%
Sample Target: 2440
% Below Line: 2.9%
% Not Listed: 9.4%

1988 Revenue: \$122,000,000
HH/ Inc: \$35,793
Retail \$: 36.0 Bil
Pop per Station: 170,204
#1 Biller: WMMR-F \$14,900,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WEGX-F (CHR)	612/7.9	6.7	7.0	6.5	4.8	7.0	683/ 9741	8390/20.5	18.6	13.8	77	9.0	678	8210 WEGX-F
2. WMMR-F (AOR)	591/7.7	8.0	7.8	7.7	8.1	7.8	815/11976	8458/20.7	19.5	18.9	116	9.9	748	8935 WMMR-F
3. WUSL-F (B/U)	581/7.5	7.1	8.2	7.1	7.8	7.5	721/ 7660	6091/14.9	14.7	14.2	76	10.3	777	7634 WUSL-F
4. KYW (N)	503/6.5	6.8	6.9	7.3	8.0	6.9	549/12440	11065/27.1	26.8	29.4	77	5.3	403	8076 KYW
5. WEAZ-F (EZ)	441/5.7	5.9	6.1	7.6	7.4	6.3	555/ 8339	6464/15.8	14.6	15.9	104	4.0	306	3196 WEAZ-F
6. WPEN (BB)	396/5.1	6.6	6.3	5.9	4.6	6.0	410/ 4242	3938/ 9.6	10.6	9.2	29	5.4	412	3186 WPEN
7. WYSP-F (AOR)	375/4.9	5.8	4.8	4.7	4.6	5.1	514/ 9398	6781/10.6	14.6	14.0	112	7.1	536	6539 WYSP-F
8. WKSZ-F (AC)	372/4.8	4.5	5.5	5.4	5.8	5.1	446/ 6509	5285/12.9	13.9	14.9	129	2.9	216	2650 WKSZ-F
9. WMGK-F (AC)	361/4.7	4.1	4.1	4.5	4.7	4.4	403/ 6048	5080/12.4	12.9	14.8	147	3.1	237	2940 WMGK-F
10. WWDB-F (T)	353/4.6	4.6	4.4	5.3	5.2	4.7	431/ 4997	4105/10.0	8.7	9.4	65	5.2	397	3077 WWDB-F
11. WXTU-F (C)	314/4.1	4.5	4.3	4.6	3.5	4.4	423/ 5491	3952/ 9.7	9.1	9.0	134	4.2	316	3131 WXTU-F
12. WSNI-F (AC)	307/4.0	4.6	3.4	2.8	3.3	3.7	346/ 6129	5048/12.4	10.3	9.9	138	3.3	251	2701 WSNI-F
13. WCAU (N/T)	247/3.2	3.4	4.1	2.6	2.9	3.3	286/ 5845	4990/12.2	13.7	11.4	59	2.8	211	3420 WCAU
14. WIP (T)	237/3.1	1.6	1.0	1.1	1.5	1.7	265/ 5231	4681/11.5	4.7	8.0	123	2.2	167	3048 WIP
15. WDAS-F (B)	234/3.0	3.6	3.5	3.6	3.9	3.4	263/ 4061	3657/ 9.0	9.2	8.6	123	5.4	407	4927 WDAS-F
16. WIOQ-F (O)	195/2.5	2.3	2.5	2.5	2.4	2.5	238/ 4161	3440/ 8.4	9.0	9.4	160	2.0	153	2422 WIOQ-F
17. WFLN-F (CL)	189/2.4	2.2	1.7	2.1	1.9	2.1	219/ 3123	2490/ 6.1	6.1	5.7	88	2.7	202	2165 WFLN-F
18. WOGL-F (O)	187/2.4	2.3	3.0	3.0	3.5	2.2	243/ 5140	3880/ 9.5	10.3	14.0	150	1.9	144	3308 WOGL-F
19. WDAS (B)	78/1.0	1.1	1.2	1.0	1.2	1.1	79/ 1248	1231/ 3.0	4.2	4.4	70	.6	42	605 WDAS
20. WFIL (O)	59/ .8	.6	.8	.9	.8	.8	80/ 1797	1426/ 3.5	3.4	4.0	113	.3	24	720 WFIL
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 76.07% (5317 of 6990) (FAL 87: 75.07%)

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

FORMATS	AM	FM	TOTAL	%	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
						%			
TOP 40/CHR/CONTEMP		683 (3)	683 (3)	9.8	5.7	WHAT	1340	Philadelphia	.6/2.0
AOR/CLASSIC		966 (2)	966 (2)	13.8	14.0	WNAP	1110	Norristown	.4/ .9
AC/OLDIES/SOFT ROCK	59 (1)	1470 (6)	1529 (7)	21.9	24.6	WTMR	800	Camden	.3/ .9
MOR/VARIETY/FULL	34 (1)		34 (1)	4.9	1.7	WZZD	990	Philadelphia	.4/1.7
COUNTRY		314 (1)	314 (1)	4.5	3.8	WBSS-F	97.3	Millville	.4/ .7
BLACK/URBAN	128 (2)	815 (2)	943 (4)	13.5	14.2	WFMZ-F	100.7	Allentown	.7/1.8
BTFL/EZ		498 (2)	498 (2)	7.1	8.2	WJBR-F	99.5	Wilmington	.6/2.8
NEWS/TALK	987 (3)	353 (1)	1340 (4)	19.2	17.9	WKXW-F	101.5	Trenton	.3/ .9
NOSTALGIA	396 (1)		396 (1)	5.7	6.1	WPST-F	97.5	Trenton	.5/3.6
RELIGION/GOSPEL	34 (1)		34 (1)	0.5	0.7	WSTW-F	93.7	Wilmington	.5/3.0
SPANISH									
CLASSICAL		189 (1)	189 (1)	2.7	2.1				
JAZZ/NEW AGE									
OTHERS/UNKNOWN	25 (1)	49 (2)	74 (3)	1.1	1.0				
6990 (30)									

RADIO STATIONS

AM STATIONS

KYW ,	1060,	50 KW (DA-1)	, NEWS	NBC, \$290.00 (Group W)	Westinghouse
WCAU,	1210,	50 KW	, TALK/NEWS	CBS, \$155.00 (CBS)	CBS
WDAS,	1480,	5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 50.00 (Banner)	Unity
WDVT,	900,	1 KW (DAYS,DA)	, TALK	, \$ 37.00 (---)	
WFIL,	560,	5 KW (DA-2)	, OLDIES	, \$ 54.00 (Mc-Guild)	
WHAT,	1340,	1 KW	, BLACK	SBN, \$ 46.00 (Roslin)	
WIP ,	610,	5 KW (DA-1)	, SPORTS	ABC-E,MBS, \$ 85.00 (Katz)	
WPEN,	950,	5 KW (DA-N)	, NOSTALGIA	US 2, \$145.00 (MMR)	Greater Media
WPGR,	1540,	50 KW (DAYS,DA)	, OLDIES	US 1, \$ 50.00 (Durpetti)	Pyramid
WTEL,	860,	10 KW (DAYS,DA)	, HISPANIC	, \$ 32.00 (Caballero)	Beasley
WZZD,	990,	50 KW/10 KW(DA-2)	, RELIGION	, \$ 31.00 (Gospel)	

FM STATIONS

WDAS,	105.3,	3 KW @ 870,	BLACK	, \$ 95.00 (Banner)	Unity
WEAZ,	101.1,	13 KW @ 1010,	EZ	, \$250.00 (Mc_Guild)	
WEGX,	106.1,	23 KW @ 740,	CHR	ABC-C, \$175.00 (Christal)	Malrite
WFLN,	95.7,	50 KW @ 490,	CLASSICAL	, \$ 95.00 (CMBS)	Marlin
WIOQ,	102.1,	30 KW @ 650,	OLDIES	, \$110.00 (Mc-Guild)	EZ
WKSZ,	100.3,	35 KW @ 600,	SOFT AC	, \$158.00 (HNWH)	
WMGK,	102.9,	9 KW @ 1140,	AC	, \$215.00 (mmr)	Greater Media
WMMR,	93.9,	25 KW @ 670,	AOR	Source, \$320.00 (Katz)	Legacy
WOGL,	98.1,	13 KW @ 1000,	OLDIES	CBS-R, \$140.00 (CBS)	CBS
WSNI,	104.5,	13 KW @ 873,	AC	US 1, \$170.00 (Durpetti)	Pyramid
WUSL,	98.9,	18 KW @ 830,	URBAN/BLACK	ABC-F, \$185.00 (Mc-Guild)	Tak
WWDB,	96.5,	50 KW @ 500,	TALK	ABC-I, \$100.00 (Republic)	Panache
WXTU,	92.5,	16 KW @ 900,	COUNTRY	MBS, \$145.00 (Republic)	Beasley
WYSP,	94.1,	16 KW @ 900,	CLASSIC AOR	ABC-R, \$160.00 (Torbet)	Infinity

CALL LETTER CHANGES

FORMAT CHANGES

SALES

WDVT: Sold to Willis for \$525,000
(Gammon & Ninowski)
WIOQ-F: From Outlet to EZ for
\$19,150,000 (Stevens)

American Radio Fall, 1988 Copyright 1989

PHOENIX

Arbitron Rank/Pop (12+): 23/1,683,300

MSA Rank/Pop: 20/2,023,100

ADI #21

Average Person Ratings: 16.8

Market TSL: 22.3 Hours

Stations: 28/28

Diaries: 1593/1057:1/53.7%

Sample Target: 1460

% Below Line: 0

% Not Listed: 6.2%

1988 Revenue: \$68,500,000

HH/ Inc: \$32,627

Retail \$: 14.4 Bil

Pop per Station: 60,118

#1 Biller: KNIX A/F \$11,600,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KNIX A/F (C)	395/14.0	11.6	13.0	14.1	17.4	13.2	445/ 4945	4208/25.0	24.3	28.9	126	13.4	368	3774 KNIX A/F
2. KME0 A/F (EZ)	275/ 9.7	9.8	9.5	11.5	13.2	10.1	293/ 2987	2745/16.3	18.0	19.7	48	4.4	126	1588 KME0 A/F
3. KZZP-F (CHR)	258/ 9.1	10.3	9.5	11.1	10.3	10.0	269/ 4278	4011/23.8	23.8	24.4	79	13.1	387	4438 KZZP-F
4. KTAR (N/T)	235/ 8.3	10.3	10.5	10.2	6.3	9.8	255/ 3808	3526/20.9	21.1	16.4	75	8.0	235	3111 KTAR
5. KUPD-F (AOR)	199/ 7.1	7.3	7.0	6.2	6.7	6.9	213/ 2591	2368/14.1	15.3	14.7	69	11.7	346	3005 KUPD-F
6. KKL-T-F (AC)	171/ 6.1	4.6	4.4	3.4	3.9	4.6	181/ 2587	2478/14.7	12.6	9.6	138	2.9	85	1906 KKL-T-F
7. KOY-F (CHR)	136/ 4.8	4.1	3.8	3.2	3.1	4.0	158/ 2843	2483/14.8	13.3	8.4	83	4.3	128	2442 KOY-F
8. KOOL-F (O)	129/ 4.6	2.8	4.1	3.7	2.7	3.8	140/ 2084	1931/11.5	10.2	9.4	141	3.4	99	1255 KOOL-F
9. KESZ-F (AC)	97/ 3.4	2.0	2.6	2.9	2.1	2.7	100/ 1510	1383/ 8.2	7.6	6.0	141	1.2	35	619 KESZ-F
10. KFYI (N/T)	94/ 3.3	4.1	4.3	3.2	2.8	3.7	97/ 1305	1250/ 7.4	9.9	6.2	88	3.9	116	1160 KFYI
11. KSLX-F (AOR)	89/ 3.2	4.2	4.5	3.9	3.8	4.0	89/ 1699	1634/ 9.7	10.7	8.5	141	5.3	155	1792 KSLX-F
12. KDKB-F (AOR)	86/ 3.0	3.9	4.3	4.1	3.1	3.8	119/ 2141	1852/11.0	12.6	10.8	103	5.0	149	2232 KDKB-F
13. KKFR-F (CHR)	81/ 2.9	3.3	2.8	3.6	3.0	3.2	94/ 2192	1991/11.8	10.8	7.7	62	4.6	136	2152 KKFR-F
14. KAMJ A/F (AC)	80/ 2.9	3.3	3.3	3.0	4.6	3.1	83/ 1432	1342/ 8.0	10.4	11.1	138	2.5	75	839 KAMJ A/F
15. KOOL (O)	72/ 2.6	1.7	2.4	2.4	2.5	2.3	73/ 1089	1037/ 6.2	3.8	5.0	162	1.7	50	1203 KOOL
16. KLFF (BB)	56/ 2.0	1.7	1.7	1.5	2.6	1.7	60/ 747	698/ 4.1	3.4	4.2	30	1.1	32	707 KLFF
17. KVVA (SP)	33/ 1.2	1.0	--	.5	1.1	.7	33/ 402	389/ 2.3	--	1.7	133	.6	18	291 KVVA
18. KGRX-F (J/NA)	29/ 1.0	1.4	1.1	.9	1.2	1.1	44/ 664	509/ 3.0	2.8	3.2	160	1.2	34	528 KGRX-F
KOY (MOR)	29/ 1.0	1.2	1.5	1.1	1.2	1.2	34/ 850	720/ 4.3	5.2	4.5	80	.9	27	628 KOY

- 20.
- 21.
- 22.
- 23.
- 24.
- 25.

12+ FM SHARE (METRO): 75.71% (2004 of 2647) (FAL 87: 77.29%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZZP-F>>	1. KUPD-F	1. KNIX A/F>	1. KNIX AF>>	1. KNIX AF>>	1. KME0 AF<	1. KNIX AF>	1. KNIX A/F	1. KNIX A/F>	1. KZZP-F>	1. KTAR
2. KOY-F	2. KNIX A/F2	2. KZZP-F<	2. KKL-T-F	2. KKL-T-F	2. KNIX A/F	2. KTAR	2. KMFO A/F	2. KZZP-F<	2. KUPD-F	2. KNIX-F
3. KUPD-F	3. KZZP-F>	3. KUPD-F	3. KZZP-F	3. KZZP-F	3. KTAR>>	3. KZZP-F	3. KKL-T-F	3. KME0 A/F	3. KNIX A/F	3. KUPD-F
4. KKFR-F	4. KKL-T-F<	4. KKL-T-F	4. KOOL-F	4. KOOL-F	4. KKL-T-F	4. KME0 A/F>	4. KTAR	4. KUPD-F	4. KME0 A/F	4. KZZP-F
5.	5. KDKB-F	5. KOOL-F	5. KTAR<	5. KTAR	5. KFYI	5. KKL-T-F	5. KZZP-F	5. KKL-T-F	5. KKFR-F<	5. KFYI
6.	6. KESZ-F	6. KESZ-F	6. KUPD-F	6. KUPD-F<	6.	6. KOY-F	6. KUPD-F	6. KUPD-F	6. KOY-F<	6. KLFF
7.	KOY-F<	KOY-F	7. KESZ-F	7. KESZ-F<	7.	7. KOOL-F	7. KOOL-F	7. KOY-F	7. KTAR	7. KGOL-F
8.	8. KOOL-F	KTAR	8. KSLX-F	8. KME0-F	8.	8. KFYI	8. KOY-F	8. KOOL-F	8. KDKB-F<	8. KME0-F<
9.	9.	9.	9.	9.	9.	9.	9.	9.	9. KKL-T-F	9. KKL-T-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. KZZP-F	1. KZZP-F	1. KNIX A/F	1. KNIX A/F	1. KNIX A/F>	1. KUPD-F>>	1. KUPD-F	1. KNIX A/F>	1. KNIX A/F>	1. KNIX AF>>
2. KUPD-F>	2. KNIX A/F2	2. KKL-T-F	2. KKL-T-F	2. KKL-T-F	2. KDKB-F	2. KNIX A/F	2. KSLX-F	2. KUPD-F	2. KTAR
3. KOOL-F	3. KKL-T-F	3. KESZ-F	3. KZZP-F	3. KZZP-F	3. KZZP-F	3. KDKB-F	3. KVPD-F	3. KZZP-F<	3. KOOL-F
4. KKL-T-F	4. KUPD-F	4. KZZP-F	4. KOOL-F	4. KESZ-F<	4. KOY-F	4. KSLX-F<	4. KDKB-F	4. KSLX-F<	4. KSLX-F
5.	5. KESZ-F	5. KOOL-F	5. KESZ-F<	5. KME0 A/F<	5. KSLX-F	5. KZZP-F	5. KZZP-F	5. KDKB-F<	5. KUPD-F
6. KESZ-F	6. KOOL-F	6. KOY-F	6. KUPD-F	6. KOOL-F	6. KKFR-F	6. KOY-F	6. KOOL-F	6. KTAR	6. KZZP-F
7. KOY-F	7. KOY-F	KUPD-F	7. KOY-F	7. KOY-F	7. KNIX A/F	7. KOOL-F	7. KTAR	7. KOOL-F	7. KKL-T-F
8. KKFR-F	8.	8.	8.	8.	8.	8. KESZ-F	8. KESZ-F	8.	8. KDKB-F
9.	9.	9.	9.	9.	9.	KKFR-F	9. KOY-F	9.	9.

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE AND CUME RATING			
					%				
TOP 40/CHR/CONTEMP	10 (1)	475 (3)	485 (4)	18.3	14.4	KMLE-F	107.9	Chandler	.7/3.1
AOR/CLASSIC		374 (3)	374 (3)	14.1	14.3	KONC-F	106.3	Sun City	.9/3.1
AC/OLDIES/SOFT ROCK	74 (2)	475 (4)	549 (6)	20.7	20.0	KPHX	1480	Phoenix	.8/.9
MOR/VARIETY/FULL	29 (1)		29 (1)	1.1	1.3	KRDS	1190	Tolleson	.5/1.3
COUNTRY	57 (2)	371 (2)	428 (4)	16.2	18.4	KUKQ	1060	Tempe	.5/1.4
BLACK/URBAN						KZZP	1310	Mesa	.4/1.5
BTFL/EZ	20 (1)	255 (1)	275 (2)	10.4	13.9				
NEWS/TALK	329 (2)		329 (2)	12.4	9.6				
NOSTALGIA	56 (1)		56 (1)	2.1	2.7				
RELIGION/GOSPEL	13 (1)		13 (1)	0.5	0.8				
SPANISH	55 (2)		55 (2)	2.1	1.6				
CLASSICAL		25 (1)	25 (1)	0.9	1.5				
JAZZ/NEW AGE		29 (1)	29 (1)	1.1	1.2				
OTHERS/UNKNOWN					0.4				
2647 (28)									

RADIO STATIONS

AM STATIONS

KASA, 1540, 10 KW (DAYS,DA), RELIGION					\$11.00 (---)	Ostrander-Wilson
KFYI, 910, 5 KW (DA-N), TALK/NEWS					CBS,NBC-T, \$ 60.00 (Republic)	
KLFF, 1360, 5 KW/1 KW (DA-N), NOSTALGIA					ABC-D, \$ 34.00 (---)	
KOOL, 960, 5 KW (DA-N), OLDIES					CBS-R, \$ 41.00 (HNWH)	Adams
KOY, 550, 5 KW/1 KW, NOSTALGIA					ABC-E, \$ 60.00 (Christal)	Edens
KPHX, 1480, 1 KW/500 W (DA-2), HISPANIC					\$ 28.00 (Caballero)	
KRDS, 1190, 5 KW/250 W (DA-2), RELIGION					\$ 22.00 (---)	Interstate
KTAR, 620, 5 KW (DA-N), NEWS/TALK					ABC-I, \$175.00 (CBS)	Pulitzer
KUKQ, 1060, 5 KW/500 W (DA-N), COUNTRY					\$ 30.00 (Banner)	
KVVA, 860, 1 KW (DA-N), HISPANIC					\$ 21.00 (Lotus)	
KXEG, 1010, 5 KW/250 W (DA-2), RELIGION					\$ 11.00 (---)	Mid America Gospel

FM STATIONS

KAMJ, 101.5, 100 KW @ 1740, SOFT AC					\$ 75.00 (Banner)	EZ
KDKB, 93.3, 100 KW @ 1480, AOR					\$ 68.00 (Torbet)	Sandusky
KESZ, 99.9, 100 KW @ 1670, AC					\$ 84.00 (Eastman)	
KGRX, 100.3, 90 KW @ 2047, JAZZ/NEW AGE					\$ 41.00 (---)	Daytona (GLOBE)
KKFR, 92.3, 100 KW @ 1600, CHR					\$ 56.00 (Republic)	
KKLT, 98.7, 115 KW @ 1650, AC					\$ 93.00 (CBS)	Pulitzer
KMEO, 96.9, 100 KW @ 1556, BTFL/EZ					\$108.00 (Group W)	Westinghouse
KMLE, 107.9, 100 KW @ 1000, COUNTRY					\$ 25.00 (Durpetti)	Shamrock (CHANDLER)
KNIX, 102.5, 100 KW @ 1610, COUNTRY					\$180.00 (Katz)	Buck Owens
KONC, 106.3, 2 KW @ 400, CLASSICAL					ABC-D, \$ 35.00 (CMBS)	(SUN CITY)
KOOL, 94.5, 100 KW @ 1620, OLDIES					CBS-R, \$ 74.00 (HNWH)	Adams
KOY, 95.5, 100 KW @ 1550, CHR					\$ 57.00 (Christal)	Edens
KSLX, 100.7, 100 KW @ 1847, CLASSIC AOR					\$ 88.00 (MMR)	Cook Inlet
KUPD, 97.9, 100 KW @ 1620, AOR					\$ 95.00 (Banner)	
KVVA, 107.1, 2 KW @ 405, HISPANIC					\$ 37.00 (Lotus)	(APACHE JUNCTION)
KZZP, 104.7, 100 KW @ 1550, CHR					\$160.00 (Mc-Guild)	Nationwide

CALLS

FORMATS

SALES

KOY-A: From MOR to NOSTALGIA (Nov).
 KMLE: From RELIGION to COUNTRY (Nov).

PITTSBURGH

Arbitron Rank/Pop (12+): 16/1,964,400

Stations: 35/33
Diaries: 1837/1069:1/56.0%
Sample Target: 1760
% Below Line: 0.9%
% Not Listed: 7.5%

1988 Revenue: \$48,000,000
HH Inc.: \$31,461
Retail \$: 13.0 B11
Pop per Station: 59,527
#1 Biller: KDKA \$9,000,000

MSA Rank/Pop: 19/2,100,400
ADI #16

Average Person Ratings: 18.3

Market TSL: 24.3 Hours

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO		SPG		FAL		%		BIRCH CUME	BIRCH AQH	BIRCH SHARE	BIRCH CUME
		88	88	88	87	87			CUME/CUME	RATING	88	87	CONVERSION	25-54						
1. KDKA (MOR)	484/13.4	16.9	15.4	13.2	14.3	14.7	564/7786	6123/31.2	33.6	32.9	70	12.6	426	5808	KDKA					
2. WBZZ-F (CHR)	303/ 8.4	10.4	10.3	9.7	11.3	9.7	385/5993	4726/24.1	27.0	26.6	92	10.8	366	5852	WBZZ-F					
3. WSHH-F (EZ)	297/ 8.2	7.7	7.4	10.3	8.2	8.4	348/3843	3174/16.2	14.7	17.3	87	7.2	243	2210	WSHH-F					
4. WDVE-F (AOR)	287/ 8.0	6.4	5.4	5.7	5.6	6.4	416/5553	3716/18.9	16.6	15.1	94	9.4	318	4036	WDVE-F					
5. WWSW-F (O)	221/ 6.1	5.6	5.4	5.8	3.4	5.7	291/4260	3137/16.0	13.0	10.1	169	5.2	176	2812	WWSW-F					
6. WTAE (T)	182/ 5.0	3.6	4.0	3.2	3.6	4.0	185/3460	3242/16.5	11.2	13.8	76	4.1	140	2409	WTAE					
7. WLTJ-F (AC)	176/ 4.9	4.8	3.0	4.0	3.1	4.2	224/2486	2100/10.7	8.5	9.1	149	2.7	92	1493	WLTJ-F					
8. WAMO-F (B)	165/ 4.6	6.3	6.2	5.6	5.2	5.7	181/2183	1915/ 9.7	10.3	9.3	100	8.2	278	3246	WAMO-F					
9. WDSY-F (C)	161/ 4.5	3.7	3.5	4.1	4.2	4.0	219/2608	1823/ 9.3	7.7	8.7	138	5.2	174	1385	WDSY-F					
10. WHTX-F (AC)	160/ 4.4	4.7	3.8	3.6	4.9	4.1	192/2966	2635/13.4	10.8	15.1	155	3.0	101	2158	WHTX-F					
11. WJAS (BB)	150/ 4.2	2.9	3.8	3.6	3.2	3.6	153/1662	1548/ 7.9	7.9	8.0	33	2.0	66	1106	WJAS					
12. WMYG-F (AOR)	128/ 3.6	5.5	6.4	5.4	5.5	5.2	155/2776	2098/10.7	14.4	13.8	119	5.9	198	3045	WMYG-F					
13. KQV (N/T)	79/ 2.2	1.9	2.9	2.9	2.2	2.5	79/1626	1586/ 8.1	8.2	8.0	45	1.7	59	1279	KQV					
14. WYDD-F (AOR)	70/ 1.9	2.9	2.0	3.1	2.2	2.5	109/2063	1536/ 7.8	9.0	9.3	95	2.2	75	1675	WYDD-F					
15. WMXP-F (AC)	61/ 1.7	.7	1.7	1.3	1.1	1.4	79/1578	1300/ 6.6	4.8	3.2	124	1.5	51	949	WMXP-F					
16.																				
17.																				
18.																				
19.																				
20.																				
21.																				
22.																				
23.																				
24.																				
25.																				

12+ FM SHARE (METRO): 67.05% (2234 OF 3332) (FAL 87: 62.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBZZ-F>>1. WDVE-F	1. WBZZ-F	1. WDVE-F	1. WWSW-F	1. WWSW-F	1. KDKA >>1. KDKA >>1. WSHH-F	1. KDKA >>1. WSHH-F	1. KDKA >>1. WSHH-F	1. KDKA >>1. WSHH-F	1. KDKA >>1. WSHH-F	1. KDKA >>1. WSHH-F
2. WDVE-F> 2. WBZZ-F	2. WBZZ-F	2. WDVE-F	2. WDVE-F	2. KDKA <	2. WSHH-F> 2. WBZZ-F	2. KDKA <	2. WBZZ-F	2. WBZZ-F	2. WBZZ-F	2. WDVE-F
3. WAMO-F> 3. WAMO-F	3. WAMO-F	3. WWSW-F	3. WBZZ-F	3. WBZZ-F	3. WTAE	3. WDVE-F	3. WDVE-F	3. WDVE-F	3. WDVE-F	3. WAMO-F
4. 4. WMYG-F	4. WLTJ-F	4. WLTJ-F	4. WLTJ-F	4. WDVE-F	4. WJAS	4. WSHH-F	4. WWSW-F	4. WSHH-F	4. WAMO-F	4. WTAE
5. 5. WWSW-F	5. WAMO-F	5. KDKA	5. WLTJ-F	5. WLTJ-F	5. WDSY-F	5. WHTX-F	5. WBZZ-F	5. WWSW-F	5. WSHH-F	5. WSHH-F
6. 6. WLTJ-F	6. WHTX-F	6. WHTX-F	6. WSHH-F	6. WWSW-F	6. WWSW-F	6. WWSW-F	6. WLTJ-F	6. WTAE	6. WWSW-F	6. WJAS
7. 7. WHTX-F	7. KDKA	7. WSHH-F	7. WHTX-F	7. WLTJ-F	7. WLTJ-F	7. WLTJ-F	7. WHTX-F	7. WDSY-F	7. WTAE	7. WDSY-F
8. 8.	8.	8. WAMO-F	8.	8.	8.	8.	8. WJAS	WLTJ-F	8.	8.
9. 9.	9.	9.	9.	9.	9.	9.	WTAE	9.	9.	9.
10. 10.	10.	10.	10.	10.	10.	10.	10. WDSY-F	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. WBZZ-F	1. WBZZ-F	1. WBZZ-F	1. WBZZ-F	1. WBZZ-F	1. WDVE-F>>1. WDVE-F>>1. WDVE-F	1. WDVE-F>>1. WDVE-F>>1. WDVE-F	1. WDVE-F>>1. WDVE-F>>1. WDVE-F	1. WDVE-F>>1. WWSW-F	1. WWSW-F
2. WAMO-F	2. WAMO-F	2. WAMO-F	2. WLTJ-F	2. KDKA <	2. WMYG-F>	2. WMYG-F	2. WWSW-F	2. WWSW-F	2. WDVE-F
3. WDVE-F	3. WLTJ-F	3. WWSW-F	3. WAMO-F	3. WLTJ-F	3. WAMO-F	3. WWSW-F	3. WMYG-F	3. WMYG-F	3. KDKA >
4. WLTJ-F	4. WWSW-F	4. WLTJ-F	4. WWSW-F	4. WSHH-F	4. WBZZ-F	4. WBZZ-F	4. WBZZ-F	4. WBZZ-F	4. WHTX-F
5. WMYG-F	5. WDVE-F	5. WHTX-F	5. WSHH-F	5. WWSW-F	5. WLSW-F	5. WAMO-F	5. WHTX-F	5. WHTX-F	5. WMYG-F
6. WYDD-F	6. WHTX-F	6. WMYG-F	6. WHTX-F	6. WHTX-F	6. WYDD-F	6.	6. WAMO-F	6. KDKA	6. WBZZ <
7. 7.	7. WMYG-F	7. WDVE-F	7. KDKA	7. WDSY-F	7.	7. WMXP-F	7.	7.	7. WDSY
8. 8.	8.	8.	8.	8. WAMO-F	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.

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		345 (3)	345 (3)	10.4	14.4	WAMO	860	Pittsburgh	.5/1.5
AOR/CLASSIC		485 (3)	485 (3)	14.6	13.1	WASP	1130	Brownsville	.3/ .8
AC/OLDIES/SOFT ROCK	55 (2)	657 (6)	712 (8)	21.4	16.1	WBVP	1230	Beaver Falls	.3/1.6
MOR/VARIETY/FULL	559 (5)		559 (5)	16.8	18.6	WEDO	810	McKeesport	.4/1.7
						WEEP	1080	Pittsburgh	.9/2.4
COUNTRY	28 (2)	252 (5)	280 (7)	8.4	5.2	WELA	104.3	E. Liverpool	.6/1.1
BLACK/URBAN	19 (1)	165 (1)	184 (2)	5.5	6.7	WESA-F	98.3	Charleroi	.5/1.7
BTFL MUSIC/EZ		297 (1)	297 (1)	8.9	8.8	WHJB	620	Greensburg	.5/1.9
NEWS/TALK	261 (2)		261 (2)	7.8	9.6	WIXZ	1360	McKeesport	.4/2.1
						WLSW-F	103.9	Scottsdale	.8/1.5
NOSTALGIA	150 (1)		150 (1)	4.5	3.5	WMBA	1460	Ambridge	.3/ .9
RELIGION/GOSPEL		33 (1)	33 (1)	1.0	1.6	WMBS	590	Uniontown	.9/1.9
SPANISH						WPIT-F	101.5	Pittsburgh	.9/4.6
CLASSICAL	16 (1)		16 (1)	0.5		WSSZ-F	107.1	Greensburg	.4/1.7
JAZZ/NEW AGE						WWCS	540	Cannonsburg	.4/1.3
OTHERS/UNKNOWN	10 (1)		10 (1)	0.3	2.5	WWKS-F	106.7	Beaver Falls	.6/2.3
						WWSW	970	Pittsburgh	.7/2.5
	1098 (15)	2234 (20)	3332 (35)			WYTK-F	98.3	Washington	1.1/1.0
						WVAQ-F	101.9	Morgantown	.4/ .7
						WQXK-F	105.1	Salem	.5/ .7

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$185.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS	CBS, US 2, \$ 40.00	(---)	
WAMO, 860, 1 KW (DAYS, DA)	, BLACK	SBN, \$ NA	(HNWH)	Sheridan
WEEP, 1080, 50 KW (DAYS, DA)	, OLDIES	ABC-D, \$ 33.00	(CBS)	Entercom
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA	UPI, \$ 46.00	(Eastman)	Renda
WMBS, 590, 1 KW (DA-N)	, VARIETY	CBS, \$ 13.00	(---)	(UNIONTOWN)
WPIT, 730, 5 KW (DAYS)	, RELIGION/GOSPEL	, \$ 25.00	(---)	Pyramid
WTAE, 1250, 5 KW (DA-N)	, TALK/NEWS	US 2, ABC-E, \$ 65.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, OLDIES	ABC-I, ABC-D, \$ NA	(Mc-Guild)	Shamrock

FM STATIONS

WAMO, 105.9, 72 KW @ 440, BLACK	SBN, \$ 55.00	(HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 547, CHR	, \$137.00	(Banner)	EZ
WDSY, 107.9, 50 KW @ 500, COUNTRY	ABC-I, \$ 50.00	(CBS)	Entercom
WDVE, 102.9, 55 KW @ 820, AOR	SOURCE, \$107.00	(Christal)	Great American
WHTX, 96.1, 50 KW @ 500, AC	ABC-E, \$ 89.00	(Katz)	Hearst
WLTJ, 92.9, 47 KW @ 890, SOFT AC	, \$ 51.00	(Durpetti)	
WMYG, 96.9, 15 KW @ 930, CLASSIC ROCK	, \$ 61.00	(MMR)	
WPIT, 101.5, 48 KW @ 505, RELIGION	, \$ 25.00	(MMR)	Pyramid
WSHH, 99.7, 11 KW @ 930, BTFL/EZ	, \$ 78.00	(Eastman)	Renda
WWKS, 106.7, 50 KW @ 500, AC	ABC-F, \$ 25.00	(Dome)	(BEAVER FALLS)
WWSW, 94.5, 50 KW @ 810, OLDIES	ABC-D, \$100.00	(Mc-Guild)	Shamrock
WYDD, 104.7, 50 KW @ 500, CHR	ABC-F, \$ 41.00	(Roslin)	
WMXP, 100.7, 20 KW @ 500, AC	, \$ 32.00	(---)	Signature

CALL LETTER CHANGES

WXXP changes to WMXP (Sept.)

FORMAT CHANGES

WMXP: From AOR to AC (Sept.)

STATION SALES

PORTLAND, ME

Arbitron Rank/Pop (12+): 158/195,100

Stations: 18/16
Diaries: 605/322:1/55.5%
Sample Target: 550
% Below Line: 1.7%
% Not Listed: 17.3%

1988 Revenue: \$12,200,000
HH Inc.: \$33,147
Retail \$: 3.0 Bil
Pop per Station: 12,194
#1 Biller: WPOR A/F \$2,500,000

MSA Rank/Pop: 183/232,700

ADI #71

Average Person Ratings: 15.4

Market TSL: 21.3 Hours

12+ METRO	1/4/SHARE	SPG				4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG		% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
		88	87	87	86			88	87						
1. WPOR-F (C)	44/14.7	13.8	15.8	13.5	---	100/1230	483/24.8	21.2	22.3	129				WPOR-F	
2. WBLM-F (AOR)	43/14.3	16.8	11.2	12.1	---	90/1198	476/24.4	26.3	21.8	93				WBLM-F	
3. WYNZ (BB)	20/ 6.7	8.9	9.1	8.4	---	40/ 305	226/11.6	13.8	10.9	9				WYNZ	
4. WWGT-F (CHR)	18/ 6.0	6.6	1.1	2.7	---	33/ 743	325/16.7	14.1	8.4	85				WWGT-F	
5. WKZS-F (AC)	17/ 5.7	5.9	4.6	5.1	---	60/ 939	298/15.3	15.4	12.8	111				WKZS-F	
6. WGAN (MOR)	16/ 5.3	4.9	4.6	3.4	---	23/ 407	292/15.0	15.5	14.6	83				WGAN	
WMGX-F (AC)	16/ 5.3	8.9	10.9	6.4	---	39/ 607	341/17.5	18.8	20.1	155				WMGX-F	
WTHT-F (CHR)	16/ 5.3	5.9	11.9	11.8	---	72/ 887	330/16.9	16.4	22.7	108				WTHT-F	
9. WHOM-F (EZ)	15/ 5.0	3.3	5.6	7.1	---	81/ 831	276/14.1	6.8	12.0	38				WHOM-F	
10. WYNZ-F (AC)	14/ 4.7	5.3	3.5	5.7	---	24/ 365	289/14.8	12.1	11.8	121				WYNZ-F	
11. WCLZ-F (AOR)	9/ 3.0	1.6	1.4	2.4	---	13/ 309	161/ 8.3	9.0	6.5	190				WCLZ-F	
12. WIGY-F (CHR)	6/ 2.0	1.6	2.8	2.6	---	19/ 512	128/ 6.6	8.6	9.8	65				WIGY-F	

12+ FM SHARE (METRO): 83.06% (206 OF 248) (FAL 87: 81.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBLM-F	1. WBLM-F>>>1. WBLM-F	1. WBLM-F	1. WPOR-F	1. WPOR-F>>1. WPOR-F	1. WPOR-F>>>1. WPOR-F	1. WPOR-F	1. WPOR-F	1. WBLM-F	1. WBLM-F	1. WGAN >
2. WWGT-F	2. WMGX-F	2. WPOR-F>	2. WBLM-F>	2. WBLM-F	2. WYNZ	2. WBLM-F>	2. WBLM-F>>>	2. WBLM-F>>>	2. WGAN	2. WBZ <
3. WTHT-F	3. WPOR-F	3. WMGX-F	3. WMGX-F	3. WMGX-F	3. WHOM-F	3. WGAN	3. WMGX-F	3. WHOM-F	3. WYNZ	3. WPOR-F
4.	4. WTHT-F	4. WTHT-F	4. WCLZ-F	4. WKZS-F	4. WGAN	4. WYNZ	4. WYNZ	4. WYNZ	4. WWGT-F	4.
5.	5. WWGT-F	5.	5. WKZS-F	5. WCLZ-F	5. WKZS-F	5. WWGT-F	5. WKZS-F	5. WWGT-F	5. WHOM-F	5.
			WTHT-F	WTHT-F	WYNZ-F				WPOR-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. WBLM-F>>>1. WBLM-F>	1. WMGX-F	1. WPOR-F	1. WPOR-F	1. WPOR-F>>>1. WPOR-F	1. WBLM-F>>>1. WBLM-F>>>1. WBLM-F>>>1. WBLM-F>	1. WBLM-F>	1. WBLM-F>	1. WBLM-F>	1. WBLM-F<
2.	2. WMGX-F	2. WTHT-F	2. WBLM-F	2. WKZS-F	2. WPOR-F	2. WPOR-F	2. WMGX-F	2. WPOR-F>	2. WPOR-F>>
3.	3. WTHT-F	3. WBLM-F	3. WKZS-F	3. WTHT-F	3. WTHT-F	3. WMGX-F>	3. WPOR-F	3. WMGX-F	3. WMGX-F>
4.	4. WWGT-F	4.	4. WTHT-F	4. WWGT-F	4. WYNZ-F	4.	4. WCLZ-F	4. WYNZ-F	4. WYNZ-F
5.	5. WKZS-F	5.	5. WMGX-F	5. WCLZ-F	5.	5.	5.	5. WTHT-F	5. WCLZ-F
			WWGT-F	WMGX-F					

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		40 (3)	40 (3)	16.1	16.6	WJBQ	1590	Gorham	.3/2.0
AOR/CLASSIC		52 (2)	52 (2)	21.0	12.6	WLOB	1310	Portland	.7/2.6
AC/OLDIES/SOFT ROCK		47 (3)	47 (3)	19.0	22.5	WPKM-F	106.3	Scarborough	1.0/3.5
MOR/VARIETY/FULL	19 (2)		19 (2)	7.7	7.9	WXGL-F	93.9	Lewiston	1.0/3.6
COUNTRY		44 (1)	44 (1)	17.7	17.8	WBZ	1030	Boston	1.0/3.3
BLACK/URBAN						WCME-F	96.7	Boothbay	.7/2.1
BTFL MUSIC/EZ		17 (2)	17 (2)	6.9	6.3				
NEWS/TALK									
NOSTALGIA	20 (1)		20 (1)	8.1	10.3				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL		3 (1)	3 (1)	1.2	1.2				
JAZZ/NEW AGE					1.6				
OTHERS/UNKNOWN	3 (2)	3 (1)	6 (3)	2.4	3.1				
	42 (5)	206 (13)	248 (18)						

RADIO STATIONS

WGAN, 560, 5 KW (DA-1)	, MOR	NBC, \$ 20.00	(Katz)	Sunshine
WYNZ, 970, 5 KW (DA-N)	, NOSTALGIA	CBS, \$ 23.00	(Eastman)	Buckley
WBLM-F, 107.5, 30 KW @ 600, AOR		\$ 47.00	(Mc-Guild)	Fuller-Jeffrey
WCLZ-F, 98.9, 50 KW @ 400, ECLECTIC		\$ 22.00	(Christal)	(LEWISTON)
WHOM-F, 94.9, 48 KW @ 3760, BTFL/EZ		\$ 50.00	(Republic)	(BRUNSWICK)
WIGY-F, 105.9, 50 KW @ 500, CHR		\$ 20.00	(Republic)	Barnstable
WKZS-F, 99.9, 30 KW @ 650, SOFT AC		\$ 33.00	(HMWH)	(MT. WASHINGTON)
WMGX-F, 93.1, 50 KW @ 500, AC		\$ 37.00	(Katz)	(BATH)
WPKM-F, 106.3, 3 KW @ 300, CLASSICAL		\$ 20.00	(CMBS)	(AUBURN)
WPOR-F, 101.9, 50 KW @ 492, COUNTRY		\$ 54.00	(Mc-Guild)	Sunshine
WTHT-F, 102.9, 100 KW @ 1460, CHR		\$ 38.00	(Banner)	Taylor
WYNZ-F, 100.9, 3 KW @ 300, AC		\$ 27.00	(Eastman)	Buckley
WWGT-F, 97.9, 16 KW @ 900, CONTEMP		US 1, \$ 23.00	(Christal)	Porter

American Radio Fall 1988, Copyright 1989

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,334,200
 MSA Rank/Pop: 42/1,174,100
 ADI #26
 Average Person Ratings: 15.9
 Marketk TSL: 21.3 Hours

Stations: 24/23
 Diaries: 1331/1002:1/52.5%
 Sample Target: 1420
 % Below Line: 0.7%
 % Not Listed: 12.5%

1988 Revenue: \$43,800,000
 HH/ Inc: \$32,454
 Retail \$: 10.0 Bill
 Pop per Station: 58,009
 #1 Biller: KINK-F \$5,800,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KKRZ-F (CHR)	175/8.2	9.3	9.1	10.8	8.0	9.4	177/ 2965	2758/20.7	20.9	18.6	79	11.8	252	3221 KKRZ-F
2. KXL-F (EZ)	163/7.7	5.7	4.9	5.4	5.9	5.9	189/ 1906	1571/11.8	9.5	11.0	57	3.3	70	1131 KXL-F
3. KXYQ-F (CHR)	156/7.3	8.0	5.6	6.7	5.3	6.9	217/ 3076	2262/17.0	13.3	12.5	44	9.6	205	2725 KXYQ-F
4. KINK-F (AOR)	150/7.1	7.2	6.5	6.9	6.9	6.9	160/ 2091	1890/14.2	13.1	14.5	146	6.8	145	1712 KINK-F
5. KKCW-F (AC)	140/6.6	6.0	7.7	4.4	4.6	6.1	155/ 2359	2171/16.3	14.8	12.7	135	4.9	105	1794 KKCW-F
6. KXL (N/T)	132/6.2	7.3	6.9	5.9	7.9	6.6	139/ 2260	2119/15.9	13.2	14.0	73	5.3	113	1359 KXL
7. KEX (MOR)	117/5.5	5.7	6.3	7.6	5.7	6.3	136/ 1920	1678/12.6	13.2	13.5	104	5.3	113	1388 KEX
8. KUPL-F (C)	111/5.2	8.1	5.7	6.4	5.9	6.4	150/ 1896	1491/11.2	10.6	9.9	129	5.5	117	1098 KUPL-F
9. KGON-F (AOR)	97/4.6	5.0	5.0	4.5	5.6	4.8	115/ 1796	1635/12.3	13.0	12.7	96	7.4	157	2206 KGON-F
10. KMJK-F (AOR)	92/4.3	5.2	5.2	4.2	5.1	4.7	108/ 1553	1348/10.1	10.8	10.7	144	5.3	114	1602 KMJK-F
11. KYTE-F (CL)	76/3.6	3.8	3.1	2.8	5.3	3.3	80/ 1561	1462/11.0	8.3	10.0	103	3.5	75	1028 KYTE-F
12. KKSJ-F (AC)	72/3.4	3.9	4.7	4.5	2.4	4.1	82/ 1383	1213/ 9.1	10.5	7.8	159	3.4	73	1306 KKSJ-F
13. KYTE (BB)	72/3.4	3.7	4.1	5.1	3.6	4.1	76/ 1021	960/ 7.2	6.5	8.6	50	2.3	50	816 KYTE
14. KZRC (AOR)	55/2.6	--	.6	--	--	.8	61/ 256	237/ 1.8	1.7	--	69	.9	19	280 KZRC
15. KPDQ-F (R/G)	47/2.2	1.5	1.8	1.7	1.5	1.8	53/ 883	808/ 6.1	5.0	4.4	100	2.3	49	711 KPDQ-F
16. KGW (AC)	45/2.1	1.8	3.1	4.7	4.9	2.8	51/ 1610	1380/10.3	12.1	14.4	133	2.1	45	1047 KGW
17. KWJJ-F (C)	35/1.6	2.3	3.4	3.1	3.5	2.6	43/ 807	681/ 5.1	7.6	8.7	106	3.5	74	967 KWJJ-F
18. KBMS (?)	35/1.6	.5	.8	--	--	.7	37/ 387	314/ 2.4	1.1	--	69	--	--	-- KBMS

12+ FM SHARE (METRO): 71.49% (1329 of 1859) (FAL 87: 66.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKRZ-F<	1. KKRZ-F	1. KINK-F	1. KINK-F	1. KINK-F	1. KXL-F	1. KKRZ-F	1. KXL-F	1. KKRZ-F	1. KXYQ-F>	1. KXL
2. KXYQ-F>>	2. KINK-F	2. KKCW-F	2. KKCW-F	2. KKCW-F	2. KXL	2. KKCW-F<	2. KKCW-F	2. KKCW-F	2. KINK-F<	2. KEX
3.	KXYQ-F	3. KKRZ-F	3. KKRZ-F	3. KUPL-F<	3. KEX	3. KEX	KKRZ-F	3. KXYQ-F<	3. KKRZ-F	3. KKCW-F
4.	4. KMJK-F	4. KXYQ-F	4. KMJK-F	4. KKRZ-F	4. KUPL-F	4. KXL	4. KINK-F	4. KINK-F	4. KGON-F	4. KGON-F
5.	5. KKCW-F	5. KMJK-F<	5. KKSJ-F<	5. KMJK-F	5. KYTE	5. KINK-F	5. KXL	5. KKCW-F	5. KXL-F<	KINK-F
6.	6. KGON-F	6. KGON-F	6. KUPL-F	6. KEX	6. KINK-F	6. KXL-F	6. KEX	6. KMJK-F	6. KXL	6. KXL-F
7.	7. KZRC-F	7.	7. KEX	7. KKSJ-F	7. KKCW-F	7. KUPL-F	7. KUPL-F	7. KUPL-F<	7. KEX	7. KXYQ-F
8.	8.	8.	8.	8.	8.	KXYQ-F	8.	8. KXL	8.	8.

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. KXYQ-F>	1. KKCW-F<	1. KINK-F	1. KKCW-F>	1. KKCW-F	1. KXYQ-F>	1. KMJK-F	1. KMJK-F>	1. KINK-F	1. KINK-F
2. KKRZ-F	2. KKRZ-F	2. KKCW-F	2. KINK-F<	2. KINK-F	2. KGON-F	2. KKRZ-F	2. KKRZ-F	2. KMJK-F	2. KMJK-F
3. KGON-F	3. KINK-F	3. KKRZ-F>	3. KKRZ-F	3. KUPL-F	3. KKRZ-F	3. KGON-F	3. KINK-F	3. KKRZ-F<	3. KKCW-F
4. KKCW-F	4. KXYQ-F>	4. KMJK-F	4. KXYQ-F	4. KKRZ-F	4. KZRC-F	KXYQ-F	4. KGON-F	4. KGON-F	4. KGON-F
5. KZRC-F	5. KGON-F	5. KKSJ-F	5. KUPL-F	5. KEX	5. KINK-F>	5. KINK-F	5. KKCW-F	5. KXYQ-F	KKRZ-F<
6. KBMS	KMJK-F	6.	6. KGON-F	6. KXL-F	6. KMJK-F	6. KZRC-F	6. KZRC-F	6. KKCW-F	6. KKSJ-F
7.	7. KZRC-F	7.	7.	7. KKSJ-F	7.	7.	7.	7. KKSJ-F	7. KUPL-F
									8. KEX

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		331 (2)	331 (2)	17.9	14.6	KKSN	910	Vancouver	.3/2.4
AOR/CLASSIC	55 (1)	339 (3)	394 (4)	21.3	19.3	KPDQ	800	Portland	.8/3.4
AC/OLDIES/SOFT ROCK	63 (3)	212 (2)	275 (5)	14.8	15.3	KSGO	1520	Oregon City	.5/3.4
MOR/VARIETY/FULL	117 (1)		117 (1)	6.3	6.2	KUPL	1330	Portland	1.0/2.5
COUNTRY	40 (2)	156 (3)	196 (5)	10.6	14.1	KWJJ	1080	Portland	.9/3.7
BLACK/URBAN						KFAT-F	106.1	Corvallis	.7/1.4
BTFL/EZ		163 (1)	163 (1)	8.8	6.5				
NEWS/TALK	132 (1)		132 (1)	7.1	8.6				
NOSTALGIA	72 (1)		72 (1)	3.9	4.7				
RELIGION/GOSPEL	16 (1)	47 (1)	63 (2)	3.4	3.5				
SPANISH									
CLASSICAL		76 (1)	76 (1)	4.1	5.8				
JAZZ/NEW AGE									
OTHERS/UNKNOWN	35 (1)		35 (1)	1.9	1.4				

1854 (24)

RADIO STATIONS

AM STATIONS

KEX , 1190, 50 KW (DA-1) , MOR	ABC-I, \$ 86.00 (Katz)	Great American
KGW , 620, 5 KW (DA-N) , OLDIES	APR, \$ 81.00 (MMR)	King
KKFY, 1150, 5 KW (DAYS-DA) , RELIGION	MBS, \$ 26.00 (---)	
KKSN, 910, 5 KW (DA-2) , OLDIES	, \$ 30.00 (Eastman)	Heritage
KKUL, 1410, 5 KW (DAYS) , ??	, \$ NA (---)	
KPDQ, 800, 1 KW (DAYS, DA) , RELIGION	, \$ 25.00 (---)	Salem
KSGO, 1520, 50 KW/10 KW(DA-1), OLDIES	, \$ 31.00 (HNWH)	Ackerly
KUIK, 1360, 5 KW (DA-N) , VARIETY	, \$ 20.00 (---)	
KUPL, 1330, 5 KW (DA-1) , COUNTRY	APR, \$ NA (Banner)	Scripps-Howard
KWJJ, 1080, 50 KW/10 KW(DA-2), COUNTRY	ABC-E, \$ 35.00 (Republic)	Park
KXL , 750, 50 KW/10 KW(DA-1), NEWS/TALK	NBC, \$ 72.00 (Mc-Guild)	Alexander
KYTE, 970, 5 KW (DA-1) , NOSTALGIA	CBS, \$ 39.00 (Christal)	Henry

FM STATIONS

KGON, 92.3, 100 KW @ 920, AOR	, \$ 87.00 (HNWH)	Ackerly
KINK, 101.9, 100 KW @ 1611, AOR	, \$101.00 (MMR)	King
KKCW, 103.3, 100 KW @ 1654, AC	, \$ 74.00 (Durpetti)	Trumper
KKSN, 97.1, 100 KW @ 980, OLDIES	, \$ 55.00 (Eastman)	Heritage
KKRZ, 100.3, 100 KW @ 920, CHR	ABC-F, \$ 84.00 (Katz)	Great American
KMJK, 106.7, 100 KW @ 877, CLASSIC ROCK	Source, \$ 51.00 (Christal)	
KPDQ, 93.7, 100 KW @ 247, RELIGION	, \$ 24.00 (---)	Salem
KUPL, 98.5, 100 KW \$ 1100, COUNTRY	APR, \$ 65.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 920, COUNTRY	ABC-E, \$ 48.00 (Republic)	Park
KXL , 95.5, 100 KW @ 920, BTFL/EZ	, \$ 60.00 (Mc-Guild)	Alexander
KXKQ, 105.1, 100 KW @ 1099, CHR	ABC-C, \$ 53.00 (Banner)	Daytona
KYTE, 101.1, 100 KW @ 635, CLASSICAL	, \$ 50.00 (Christal)	Henry

(SALEM)

CALL LETTER CHANGES

KVIX changes to KLVS

FORMAT CHANGES

KLVS: From all 'ELVIS' as of October

SALES

KKUL: Sold for \$225,000

PORTSMOUTH - DOVER - ROCHESTER

Arbitron Rank/Pop (12+): 117/318,900
 MSA Rank/Pop: 141/332,100
 Boston ADI
 Average Person Ratings: 16.7
 Market TSL: 22.0 Hours

Stations: 29/8
 Diaries: 771/414:1/52.7%
 Sample Target: 680
 % Below Line: 50.1%
 % Not Listed: 13.0%

1988 Revenue: \$9,800,000
 HH Inc.: \$38,647
 Retail \$: 3.2 Bil
 Pop per Station: 39,863
 #1 Biller: WOKQ-F \$3,200,000

12+ METRO	1/4/SHARE	SPG				4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG		25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
		88	FAL 87	SPG 87	FAL 86			RATING	88	FAL 87					
1. WOKQ-F (C)	60/11.3	12.7	12.9	13.0	---	64/678	595/18.7	24.1	22.3	88				WOKQ-F	
2. WHEB-F (AOR)	49/ 9.2	8.6	5.2	10.9	---	51/611	552/17.3	19.3	16.0	86				WHEB-F	
3. WSSH-F (AC)	31/ 5.8	5.3	7.9	5.9	---	31/541	541/17.0	13.8	16.8	117				WSSH-F	
4. WHOM-F (EZ)	21/ 4.0	2.9	4.0	2.9	---	41/439	248/ 7.8	9.1	8.7	80				WHOM-F	
WRKO (T)	21/ 4.0	4.5	4.2	4.0	---	25/381	323/10.1	9.1	7.8	90				WRKO	
WBZ (MOR)	21/ 4.0	4.3	6.9	6.1	---	22/314	307/ 9.6	11.3	13.7	90				WBZ	
7. WZID-F (EZ)	20/ 3.8	3.1	2.4	4.6	---	22/254	194/ 6.1	6.2	5.6	76				WZID-F	
8. WERZ-F (CHR)	19/ 3.6	6.2	4.8	6.3	---	19/359	359/11.3	14.8	17.9	119				WERZ-F	
WQMI-F (AC)	19/ 3.6	.4	.8	---	---	19/252	252/ 7.9	1.3	2.4	131				WQMI-F	
10. WBCN-F (AOR)	17/ 3.2	4.5	4.8	4.2	---	17/327	293/ 9.2	9.5	10.9	156				WBCN-F	

12+ FM SHARE (METRO): 81.60% (377 OF 462) (FAL 87: 84.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHT-F>	1. WHEB-F>>	1. WHEB-F>	1. WOKQ-F	1. WOKQ-F	1. WOKQ-F>>>	1. WOKQ-F>	1. WOKQ-F	1. WOKQ-F<	1. WHEB-F	1. WBZ >>
2. WHEB-F	2. WBCN-F	2. WOKQ-F	2. WHEB-F	2. WHEB-F	2. WSSH-F	2. WHEB-F>	2. WHEB-F	2. WHEB-F>	WBZ >	2. WOKQ-F
WZOU-F	3. WERZ-F	3. WSSH-F	3. WSSH-F	3. WSSH-F	3. WZID-F	3. WSSH-F<	3. WSSH-F	3. WSSH-F	3. WERZ-F	3. WHEB-F
4. WERZ-F	4. WCGY-F	4. WBCN-F	4. WBCN-F	4. WBCN-F	4. WHOM-F	4. WRKO	4. WZID-F	4. WRKO	4. WZOU-F	4. WCGY-F
WHOB-F	WGIR-F	5. WERZ-F	5. WERZ-F	5. WERZ-F	5. WBZ	5. WOKQ-F	5. WOKQ-F	5. WOKQ-F	5. WOKQ-F	5. WOKQ-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. WHEB-F	1. WHEB-F>	1. WHEB-F	1. WSSH-F	1. WOKQ-F>	1. WHEB-F	1. WHEB-F>>	1. WHEB-F<	1. WHEB-F>	1. WOKQ-F
2. WSSH-F	2. WERZ-F	2. WERZ-F	2. WHEB-F	2. WSSH-F	2. WGIR-F	2. WBCN-F	2. WBCN-F	2. WOKQ-F	2. WHEB-F
WHOB-F	3. WSSH-F	3. WLYT-F	3. WOKQ-F	3. WHOM-F	3. WCGY-F	3. WCGY-F	3. WCGY-F	3. WBCN-F	3. WBCN-F
4. WHT-F	4. WOKQ-F	4. WERZ-F	4. WERZ-F	4. WHEB-F	4. WOKQ-F	4. WOKQ-F	4. WOKQ-F	4. WGIR-F	4. WQMI-F
WXS-F	5. WERZ-F	5. WERZ-F	5. WERZ-F	5. WERZ-F	5. WERZ-F	5. WERZ-F	5. WERZ-F	5. WERZ-F	5. WERZ-F
WQMI-F									

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		66 (5)	66 (5)	14.3	14.4	WCDQ-F 92.1 Sanford 1.1/3.9
AOR/CLASSIC		93 (5)	93 (5)	20.1	18.9	WKOS 930 Rochester 2.6/4.6
AC/OLDIES/SOFT ROCK	14 (1)	114 (8)	128 (9)	27.7	22.2	WKOS-F 96.7 Rochester 2.8/8.7
MOR/VARIETY/FULL	39 (3)		39 (3)	8.4	13.0	WTSN 1270 Dover 2.6/6.0
COUNTRY		63 (2)	63 (2)	13.6	14.4	WGIR 610 Manchester .4/1.9
BLACK/URBAN						WGIR-F 101.1 Manchester 2.8/9.7
BTFL MUSIC/EZ		41 (2)	41 (2)	8.9	7.6	WHOB-F 106.3 Nashua 1.7/4.4
NEWS/TALK	32 (3)		32 (3)	6.9	5.8	WHT-F 102.9 Portland, ME 2.6/6.5
NOSTALGIA						See Boston for more information about the following:
RELIGION/GOSPEL						
SPANISH						WBOS-F .6/2.3 WROR-F 2.1/6.2
CLASSICAL					1.1	WCGY-F 2.6/8.3 WVBF-F .4/2.4
JAZZ/NEW AGE						WEEI 1.7/5.0 WXS-F 1.7/5.1
OTHERS/UNKNOWN					2.5	WHDH .8/4.3 WZLX-F 1.1/4.6
	85 (7)	377 (22)	462 (29)			WLYT-F 2.1/6.6 WZOU-F 2.8/8.4
						WODS-F 2.1/7.6

RADIO STATIONS

WKOS, 930, 5 KW (DA-2)	, AC (?)	CBS, \$ 14.00 (Christal)	
WMYF, 1540, 5 KW (DAYS)	, MOR/AC	, \$ 11.00 (Mc-Guild)	Precision
WQMI, 1380, 1 KW (DA-N)	, OLDIES	, \$ 12.00 (Katz)	
WTSN, 1270, 5 KW (DA-2)	, MOR	ABC-I, \$ 20.00 (Torbet)	
WCDQ-F, 92.1, 3 KW @ 300, CLASSIC ROCK		, \$ 15.00 (---)	
WERZ-F, 107.1, 3 KW @ 300, CHR		, \$ 41.00 (Mc-Guild)	Precision
WHEB-F, 100.3, 32 KW @ 140, AOR		UPI, \$ 47.00 (Banner)	Knight
WKOS-F, 96.7, 3 KW @ 280, AC		, \$ 16.00 (Christal)	
WOKQ-F, 97.5, 50 KW @ 350, COUNTRY		, \$ 75.00 (Mc-Guild)	Fuller-Jeffrey
WLYT-F, 92.5, 25 KW @ 710, AC		, \$ 30.00 (---)	(HAVERHILL, MA)

Other ranked stations - See Manchester, Boston or Portland

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,259,400

MSA Rank/Pop: 58/904,800

ADI#43

Average Person Ratings: 19.0

Market TSL: 25.5 Hours

Stations: 40/22

Diaries: 1432/879:1/49.1%

Sample Target: 1370

% Below Line: 17.5%

% Not Listed: 8.7%

1988 Revenue: \$28,000,000

HH/ Inc: \$34,268

Retail \$: 6.6 Bil

Pop per Station: 57,245

#1 Biller: WPRO-F \$5,400,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WPRO-F (CHR)	307/12.8	14.3	16.8	15.4	13.5	14.8	326/4420	3901/31.0	36.4	32.2	98	14.7	334	4473 WPRO-F
2. WLKW-F (EZ)	213/ 8.9	8.0	12.4	10.5	11.3	10.0	215/2301	2190/17.4	19.6	19.4	79	7.0	160	1692 WLKW-F
3. WHJY-F (AOR)	202/ 8.4	8.2	7.9	8.4	9.7	8.2	235/2978	2489/19.8	18.6	21.9	111	10.8	246	3012 WHJY-F
4. WSNE-F (AC)	146/ 6.1	4.0	5.4	4.0	5.6	4.9	163/2142	1867/14.8	15.5	14.2	141	6.7	153	1582 WSNE-F
WWLI-F (AC)	146/ 6.1	6.1	4.9	6.0	6.3	5.8	153/1915	1727/13.7	12.2	12.7	141	4.6	105	938 WWLI-F
6. WHJJ (N/T)	128/ 5.3	6.9	6.3	6.7	7.1	6.3	128/1748	1748/13.9	12.3	12.7	64	5.8	132	1227 WHJJ
7. WPRO (MOR)	86/ 3.6	4.8	4.4	5.7	5.0	4.6	86/1607	1577/12.5	14.7	15.5	67	3.6	81	1354 WPRO
8. WMYS-F (AC)	71/ 3.0	1.7	1.7	2.7	1.8	2.3	75/1028	874/ 6.9	6.8	5.2	153	1.9	43	541 WMYS-F
9. WBRU-F (AOR)	68/ 2.8	3.8	2.2	2.7	3.3	2.9	78/1595	1354/10.8	10.3	11.7	121	3.3	76	1306 WBRU-F
10. WHIM (C)	62/ 2.6	1.9	2.2	3.3	1.5	2.5	62/ 520	520/ 4.1	3.5	2.9	81	2.1	47	466 WHIM
11. WWAZ (BB)	57/ 2.4	2.3	2.1	1.3	1.6	2.0	57/ 624	617/ 4.9	5.1	5.0	29	1.2	28	354 WWAZ
12. WWRX-F (AOR)	56/ 2.3	2.6	2.1	2.2	2.0	2.3	109/1555	886/ 7.0	7.6	6.0	130	2.0	45	675 WWRX-F

12+ FM SHARE (METRO): 73.97% (1620 of 2190) (FAL 87: 71.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPRO-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. WPRO-F
2. WHJY-F>	2. WHJY-F>	2. WHJY-F>	2. WHJY-F	2. WHJY-F	2. WHJJ	2. WHJY-F	2. WHJY-F	2. WLKW-F	2. WKJY-F>	2. WSAR<
3. WBRU-F	3. WSNE-F>	3. WSNE-F	3. WSNE-F	3. WSNE-F	3. WWLI-F	3. WLKW-F	3. WPRO-F	3. WHJY-F	3. WSNE-F	3. WHJJ
4.	4. WWLI-F	4. WWLI-F>	WWLI-F	WWLI-F	4. WPRO-F<	4. WHJJ	4. WWLI-F	4. WWLI-F	4. WHJJ<	4. WHJY-F
5.	5. WBRU-F	5.	5.	5. WLKW-F	5. WPRO	5. WPRO	5. WSNE-F>	5. WSNE-F	5. WBSM	5. WLKW-F
6.	6. WZLX-F<	6.	6.	6.	6. WSNE-F	6. WWLI-F	6. WHJJ	6. WHJJ	6. WLKW-F	6. WSNE-F
7.	7. WWRX-F	7.	7.	7.	7.	7.	7.	7.	7.	7.

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. WHJY-F>
2. WHJY-F	2. WHJY-F	2. WHJY-F	2. WWLI-F	2. WWLI-F	2. WPRO-F>>	2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WLKW-F
3. WWKX-F	3. WSNE-F	WSNE-F	3. WSNE-F	3. WSNE-F>	3. WSNE-F>	3. WSNE-F	3. WSNE-F	3. WSNE-F	3. WPRO-F
4. WSNE-F	4. WWLI-F>	4. WWLI-F	4. WHJY-F>	4. WHJY-F	4. WZLX-F	4. WZLX-F	4. WZLX-F	4. WWLI-F<	4. WSNE-F
WWLI-F	5.	5. WMYS-F	5.	WMYS-F	5. WWRX-F	5. WBRU-F	5. WBRU-F	5. WZLX-F	5. WWLI-F
6.	6.	6.	6.	6. WLKW-F	6.	WWRX-F	6.	6. WBRU-F	6.

FORMATS	AM	FM	TOTAL	%	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING		
					%	%			
TOP 40/CHR/COMTEMP		366 (3)	366 (3)	16.7	17.4	WADK	1540	Newport	.5/1.0
AOR/CLASSIC		457 (7)	457 (7)	20.9	18.9	WALE	1400	Fall River	1.1/2.1
AC/OLDIES/SOFT ROCK	29 (1)	459 (7)	488 (8)	22.3	18.8	WBSM	1420	New Bedford	2.0/3.3
MOR/VARIETY/FULL	174 (6)		176 (6)	7.9	7.7	WICE	550	Pawtucket	1.2/4.1
COUNTRY	62 (1)	24 (1)	86 (2)	3.9	3.5	WNBH	1340	New Bedford	.8/2.2
BLACK/URBAN						WNRI	1380	Woonsocket	.4/1.1
BTFL/EZ		233 (2)	233 (2)	10.6	13.7	WOTB-F	100.3	Middletown	.6/1.9
NEWS/TALK	248 (7)		248 (7)	11.3	12.2	WSAR	1480	Fall River	.4/1.6
NOSTALGIA	57 (1)	44 (1)	101 (2)	4.6	3.9	WWKX-F	106.3	Woonsocket	1.8/4.6
RELIGION					0.3	WWON	1240	Woonsocket	.7/2.1
SPANISH						WAAF-F	107.3	Worcester	.7/3.5
CLASSICAL		13 (1)	13 (1)	0.6	0.5	WBCN-F	104.1	Boston	1.0/3.3
JAZZ/NEW AGE						WBOS-F	92.9	Brookline	1.0/2.5
OTHERS/UNKNOWN		24 (2)	24 (2)	1.1	3.0	WBZ	1030	Boston	1.3/3.4
			2190 (40)			WCRB-F	102.5	Waltham	.5/1.5
						WEEI	590	Boston	.5/2.4
						WHDH	850	Boston	.3/1.3
						WJIB-F	96.9	Boston	.8/2.0
						WODS-F	103.3	Boston	2.3/7.1
						WPLM-F	99.1	Plymouth	1.8/4.3
						WQGN-F	105.5	Groton	.5/1.1
						WRKO	680	Boston	.6/1.5
						WROR-F	98.5	Boston	.5/1.8
						WVBF-F	105.7	Framingham	.7/1.6
						WVVE-F	102.3	Stonington	.5/ .9
						WXXS-F	107.9	Medford	.9/4.5
						WZLX-F	100.7	Boston	2.0/4.3
						WZOU-F	94.5	Boston	1.6/5.0

RADIO STATIONS

AM STATIONS

WHIM, 1110, 5 KW/250 W (DA-N)	, COUNTRY	CBS, \$ 24.00 (K & P)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	ABC-I, \$ 57.00 (Katz)	Griffin
WICE, 550, 1 KW/500 W (DA-N)	, OLDIES	ABC-D, \$ 21.00 (Republic)	
WPRO, 630, 5 KW (DA-N)	, MOR/AC	ABC-I, \$ 64.00 (Banner)	Cap Cities/ABC
WWAZ, 790, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 34.00 (Mc-Guild)	Eastern

FM STATIONS

WBRU-F, 95.5, 20 KW @ 440, AOR	Source, \$ 44.00 (MMR)		
WHJY-F, 94.1, 50 KW @ 500, AOR	ABC-R, \$ 91.00 (Katz)	Griffin	
WLKW-F, 101.5, 50 KW @ 500, BTFL/EZ	, \$ 74.00 (Christal)	Wilks-Schwartz	
WPRO-F, 92.3, 39 KW @ 550, CHR	ABC-C, \$101.00 (Banner)	Cap Cities/ABC	
WSNE-F, 93.3, 50 KW @ 500, AC	, \$ 54.00 (Eastman)	Beck-Ross	(TAUNTON)
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	Trans, \$ 68.00 (Mc-Guild)	Eastern	
WWRX-F, 103.7, 50 KW @ 500, AOR (?)	, \$ 38.00 (Durpetti)		(WESTERLY)
WMYS-F, 98.1, 50 KW @ 500, AC	, \$ 40.00 (---)	Hall	

NOTES: WHIM sold for \$700,000. WHJJ, WHJY-F sold by Federal to Griffin for \$27,000,000 (E) (Blackburn.)
 WWAZ, WWLI-F from Eastern to Zimmerman for \$16,500,000 (E) (Blackburn.)
 WWAZ changes format from NOSTALGIA to CLASSICAL (Jan.)

RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 61/575,000
 MSA Rank/Pop: 70/679,000
 Average Person Ratings: 17.1
 Market TSL: 22.5 Hours

Stations: 26/22
 Diaries: 1006/572:1/53.1%
 Sample Target: 890
 % Below Line: 2.8%
 % Not Listed: 17.2%

1988 Revenue: \$27,200,000
 HH Inc.: \$34,512
 Retail \$: 4.7 Bill
 Pop per Station: 26,136
 #1 Biller: WRAL-F \$4,700,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WRDU-F (AOR)	103/10.5	10.9	10.7	8.3	6.5	10.1	198/2265	1227/21.3	19.6	14.9	102	11.6	115	1118	WRDU-F
2. WQDR-F (C)	87/ 8.8	6.0	7.3	7.4	9.1	7.4	220/2454	874/15.2	13.8	17.3	117	9.8	97	331	WQDR-F
3. WPCG-F (CHR)	84/ 8.5	10.3	9.0	9.4	6.7	9.3	163/2944	1330/23.1	23.1	19.2	65	8.6	85	1363	WPCG-F
4. WQOK-F (B)	81/ 8.2	7.1	6.5	6.4	7.4	7.1	154/1564	806/14.0	11.5	10.6	110	9.1	90	858	WQOK-F
5. WPTF (N/T)	78/ 7.9	9.0	6.5	8.2	8.9	7.9	105/1419	856/14.9	14.5	16.3	44	6.0	60	777	WPTF
6. WRAL-F (AC)	67/ 6.8	7.5	6.5	9.4	9.9	7.6	229/3273	1081/18.8	16.7	22.4	144	7.3	72	1089	WRAL-F
7. WFXC-F (B)	54/ 5.5	6.1	7.0	9.2	3.1	7.0	65/1026	846/14.7	13.3	9.5	80	11.0	109	1041	WFXC-F
8. WYLT-F (AC)	45/ 4.6	5.7	4.2	3.6	6.3	4.5	73/1247	715/12.4	10.1	14.0	152	3.5	35	649	WYLT-F
9. WZZU-F (CHR)	28/ 2.8	2.4	3.2	2.8	4.1	2.8	66/1796	799/13.9	12.5	13.5	64	3.4	34	753	WZZU-F
10. WDUR (B)	27/ 2.7	2.1	3.6	3.6	3.2	3.0	27/ 281	270/ 4.7	5.6	4.0	89	1.3	13	276	WDUR
11. WTRG-F (AC)	23/ 2.3	2.5	5.2	3.9	3.7	3.5	96/1479	617/10.7	13.8	13.8	143	1.5	15	434	WTRG-F
12. WDNC (BB)	22/ 2.2	2.6	2.4	2.5	3.3	2.4	28/ 492	358/ 6.2	6.0	8.2	27	2.3	23	319	WDNC

12+ FM SHARE (METRO): 75.34% (614 OF 815) (FAL 87: 69.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDCG-F>>>1. WRDU-F>	1. WRDU-F	1. WRDU-F	1. WRDU-F	1. WRDU-F	1. WPTF	1. WRDU-F<	1. WQDR-F<	1. WRDU-F	1. WQOK-F	1. WFXC-F
2. WFXC-F	2. WQOK-F	2. WQOK-F	2. WQOK-F	2. WQDR-F	2. WQDR-F>	2. WPTF	2. WRDU-F	2. WQDR-F	2. WDCG-F	2. WPTF
3. WZZU-F>	WDCG-F>	3. WDCG-F	WRAL-F	3. WRAL-F	3. WRAL-F	3. WQDR-F	3. WRAL-F<	3. WDCG-F	3. WFXC-F	3. WYLT-F
4. WQOK-F	4. WFXC-F	4. WRAL-F	4. WQDR-F>	4. WQOK-F	4. WYLT-F	4. WDCG-F	4. WDCG-F	4. WQOK-F	4. WRDU-F	4. WDCG-F
WRDU-F	5. WRAL-F	5. WQDR-F	5. WYLT-F	5. WYLT-F	5. WDNC	5. WRAL-F	5. WPTF	5. WRAL-F	5. WPTF	WRAL-F
						6. WQOK-F	6. WPTF	6. WPTF		WFXC-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. WDCG-F>	1. WDCG-F	1. WQOK-F	1. WQOK-F	1. WRAL-F	1. WRDU-F>	1. WRDU-F>>>1.	1. WRDU-F>>>1.	1. WRDU-F>>>1.	1. WRDU-F>
2. WRDU-F	2. WQOK-F<	2. WRDU-F	WDCG-F	2. WQDR-F	2. WDCG-F	2. WQOK-F	2. WQOK-F	2. WQOK-F	2. WQDR-F
3. WQOK-F>	3. WRDU-F>	3. WRAL-F	3. WRDU-F	3. WQOK-F	3. WFXC-F	3. WDCG-F	3. WRAL-F	3. WQDR-F	3. WQOK-F
4.	4. WRAL-F	4. WDCG-F	4. WRAL-F	4. WYLT-F	4. WQOK-F	4. WFXC-F	4. WDCG-F	4. WDCG-F	WRAL-F>
5.	5. WFXC-F	WFXC-F	5. WQDR-F	5. WRDU-F	5.	5. WRAL-F	WQDR-F	5. WRAL-F	5. WYLT-F
			6. WYLT-F	6. WDCG-F		6. WQDR-F	6. WFXC-F	6. WFXC-F	6. WDCG-F

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		112 (2)	112 (2)	13.7	12.5	WAUG 500 New Hope .3/1.0
AOR/CLASSIC		110 (2)	110 (2)	13.5	8.5	WAZZ-F 103.9 Fuquay 1.4/3.5
AC/OLDIES/SOFT ROCK	17 (2)	135 (3)	152 (5)	18.7	24.3	WCHL 1360 Chapel Hill .4/1.9
MOR/VARIETY/FULL					0.6	WCLY 1550 Raleigh 1.7/1.7
COUNTRY	5 (1)	101 (2)	106 (3)	13.0	14.1	WKIX 850 Raleigh 1.4/5.1
BLACK/URBAN	39 (2)	142 (4)	181 (6)	22.2	21.7	WLLE 570 Raleigh 1.2/4.5
BTFL MUSIC/EZ		14 (1)	14 (1)	1.7		WPJL 1240 Raleigh .3/2.0
NEWS/TALK	78 (1)		78 (1)	9.6	10.2	WSRC 1410 Durham 1.3/2.5
NOSTALGIA	22 (1)		22 (1)	2.7	3.9	WTKI 1310 Durham .5/ .9
RELIGION/GOSPEL	16 (2)		16 (2)	2.0	0.7	WYRN 1480 Louisburg .3/1.4
SPANISH						WZFX-F 99.1 Whiteville .4/1.7
CLASSICAL						WKRR-F 92.3 Asheboro .7/3.6
JAZZ/NEW AGE						WPCM-F 101.1 Burlington 1.4/3.7
OTHERS/UNKNOWN	24 (3)		24 (3)	2.9	3.3	WQMG-F 97.1 Greensboro .3/1.6
	291 (12)	614 (14)	815 (26)			

RADIO STATIONS

WCLY, 1550, 1 KW	, BLACK	NBN, \$ 16.00	(---)
WDNC, 620, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS, \$ 27.00	(Republic)
WDUR, 1490, 1 KW	, BLACK	NBN, ABC-R, \$ 24.00	(Eastman)
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	US 2, \$ 22.00	(Mc-Guild)
WLLE, 570, 500 W (DAYS)	, BLACK	SBN, \$ 20.00	(Sp. Mkts.)
WPTF, 680, 50 KW (DA-N)	, TALK/MOR	NBC, ABC-I, \$ 73.00	(Mc-Guild)
WTKI, 1310, 5 KW/1 KW (DA-1)	, COUNTRY	MBS, \$ 17.00	(Golden)
WDCG-F, 95.1, 99 KW @ 1141, CHR		ABC-F, \$ 65.00	(Republic)
WFXC-F, 107.1, 3 KW @ 300, BLACK		, \$ 46.00	(Eastman)
WQDR-F, 94.7, 100 KW @ 1025, COUNTRY		ABC-E, \$ 64.00	(Mc-Guild)
WRAL-F, 101.5, 100 KW @ 1900, AC		, \$105.00	(Katz)
WRDU-F, 106.1, 100 KW @ 1350, AOR		SOURCE, \$ 81.00	(MMR)
WYLT-F, 96.1, 98 KW @ 930, SOFT AC		, \$ 55.00	(Mc-Guild)
WZZU-F, 93.9, 100 KW @ 1811, CHR		, \$ 50.00	(Torbet)
WTRG-F, 100.7, 100 KW @ 1968, AC		, \$ 57.00	(Banner)
WQOK-F, 97.5, 100 KW @ 1020, BLACK		ABC-C, \$ 40.00	(HNWH)
			Joyner (S. BOSTON, VA)

MISCELLANEOUS COMMENTS WKTC-F (Tarboro) sold to Osborn for \$3,800,000...

American Radio Fall 1988, Copyright 1989

RENO

Arbitron Rank/Pop (12+): 141/240,800

Stations: 17/17
Diaries: 659/365:1/51.5%
Sample Target: 610
% Below Line: 0 %
% Not Listed: 9.7%

1988 Revenue: \$10,200,000
HH Inc.: \$32,684
Retail \$: 2.4 Bill
Pop per Station: 14,165
#1 Biller: NA

MSA Rank/Pop: 180/238,000
ADI #121
Average Person Ratings: 16.2
Market TSL: 22.0 Hours

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KODS-F (O)	44/11.3	5.3	7.0	9.0	8.2		66/813	519/21.6	16.4	18.0	129	7.5	30	438
2. KWNZ-F (CHR)	40/10.3	10.7	9.3	8.7	12.0		80/938	525/21.8	22.9	24.5	62	16.0	64	685
3. KNEV-F (EZ)	35/ 9.0	10.7	8.3	11.5	8.2		53/479	331/13.7	15.3	14.0	43	7.8	31	213
4. KRNO-F (AC)	30/ 7.7	8.0	6.6	5.3	7.2		35/487	356/14.8	15.3	14.5	122	4.8	19	221
KOZZ-F (AOR)	30/ 7.7	11.2	6.3	8.7	14.4		61/726	469/19.5	19.9	17.1	95	10.5	42	528
6. KOH (N/T)	27/ 6.9	7.5	8.6	6.8	6.5		30/465	368/15.3	12.2	16.1	81	6.5	26	290
7. KRZQ-F (AOR)	24/ 6.2	5.9	8.9	9.9	.7		28/457	342/14.2	12.6	16.8	84	8.5	34	350
8. KROW (C)	23/ 5.9	3.2	3.6	3.1	3.4		47/562	291/12.1	9.4	10.9	108	4.0	16	189
9. KBUL-F (C)	22/ 5.6	5.3	4.6	3.4	2.1		27/359	275/11.4	14.1	9.0	123	4.8	19	352
10. KIIQ-F (C)	20/ 5.1	8.5	5.0	5.0	7.5		49/451	257/10.7	14.9	10.2	125	5.3	21	282
11. KSXY-F (AC)	13/ 3.3	3.7	4.6	4.3	5.1		13/229	220/ 9.1	8.9	11.1	103	3.0	12	158
KROI-F (CHR)	13/ 3.3	2.4	3.0	3.1	1.4		13/220	220/ 9.1	7.7	8.1	91	2.5	10	191
13. KLKT-F (J/AC)	10/ 2.6	.8	---	.6	---		10/110	110/ 4.6	3.3	---	150	1.8	7	49
14. KQLO (C)	6/ 1.5	.8	4.0	5.3	5.5		6/104	89/ 3.7	3.8	7.7	60	1.0	4	135

12+ FM SHARE (METRO): 79.83% (281 OF 352) (FAL 87: 70.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KWNZ-F>>>	1. KODS-F	1. KODS-F>	1. KODS-F>	1. KODS-F>	1. KNEV-F>	1. KNEV-F	1. KODS-F>	1. KODS-F	1. KWNZ-F>	1. KOH >
2.	KOZZ-F	2. KOZZ-F	2. KRNO-F	2. KRNO-F	2. KOH	2. KOH	2. KRNO-F	2. KWNZ-F	2. KRZQ-F	2. KOZZ-F
3.	KRZQ-F	3. KWNZ-F<	3. KOZZ-F	3. KOZZ-F	KROW	KWNZ-F	3. KOZZ-F	3. KOZZ-F	3. KWNZ-F	3. KWNZ-F
4.	4. KWNZ-F	4. KRNO-F	4. KWNZ-F	4. KBUL-F	4. KODS-F	4. KODS-F	4. KWNZ-F<	4. KRNO-F	KODS-F	4. KODS-F
5.	5. KRNO-F	5. KRZQ-F	5. KBUL-F	5. KIIQ-F	5. KRNO-F	5. KRNO-F	5. KOH	5. KOH	5. KOH	5.

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. KOZZ-F	1. KWNZ-F	1. KODS-F	1. KODS-F	1. KODS-F	1. KRZQ-F	1. KODS-F	1. KODS-F	1. KODS-F	1. KODS-F>
2.	KODS-F	2. KWNZ-F	2. KWNZ-F	2. KRNO-F	2. KOZZ-F	KOZZ-F	2. KOZZ-F	2. KOZZ-F	2. KOZZ-F
3. KODS-F	KOZZ-F	3. KRNO-F	3. KRNO-F	3. KBUL-F	3. KWNZ-F	KRZQ-F>>	3. KRZQ-F	3. KRZQ-F	3. KROW
4. KRNO-F	4. KRNO-F	KRZQ-F	4. KOZZ-F	4. KWNZ-F	4. KODS-F	4. KRNO-F	4. KBUL-F	4. KWNZ-F	4. KIIQ-F
5. KSXY-F	5. KSXY-F	5.	5.	5.	KROI-F	KWNZ-F	5. KRNO-F	5. KRNO-F	5. KBUL-F
	KRZQ-F					KSXY-F			KRNO-F
									KRZQ-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	15.1	17.9	KONE 1450 Reno 1.3/7.4
AOR/CLASSIC		54 (2)	54 (2)	15.3	16.8	KPLY 1270 Sparks 1.3/4.0
AC/OLDIES/SOFT ROCK	5 (1)	87 (3)	92 (4)	26.1	21.9	KPTL 1300 Carson City 1.3/3.4
MOR/VARIETY/FULL					2.2	
COUNTRY	29 (2)	42 (2)	71 (4)	20.2	19.0	
BLACK/URBAN						
BTFL MUSIC/EZ		35 (1)	35 (1)	9.9	9.1	
NEWS/TALK	27 (1)		27 (1)	7.7	9.5	
NOSTALGIA	5 (1)		5 (1)	1.4	3.6	
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE		10 (1)	10 (1)	2.8		
OTHERS/UNKNOWN	5 (1)		5 (1)	1.4		
	71 (6)	281 (11)	352 (17)			

RADIO STATIONS

KCBN, 1230, 1 KW	, OLDIES	CBS-R, \$ 16.00	(Torbet)	Roth
KOH, 630, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, ABC-T, \$ 28.00	(Katz)	
KQLO, 920, 5 KW/1 KW (DA-N)	, COUNTRY	NBC, \$ 19.00	(Banner)	Constant
KONE, 1450, 1 KW	, NOSTALGIA	ABC-C, \$ 15.00	(HNWH)	Lotus
KPLY, 1270, 5 KW (DAYS)	, MOR	, \$ 14.00	(Durpetti)	(SPARKS)
KRCV, 1340, 1 KW	, RELIGION	, \$ 14.00	(Unirep)	
KROW, 780, 50 KW (DA-N)	, COUNTRY	ABC-I, \$ 17.00	(Mc-Guild)	John Price
KIIQ, 1590, 5 KW (DAYS)	, COUNTRY	UPI, \$ 15.00	(Christal)	(SUN VALLEY)
KBUL-F, 98.1, 76 KW @ 2274,	COUNTRY	MBS, \$ 21.00	(Durpetti)	Marathon
KIIQ-F, 104.5, 25 KW @ 2930,	COUNTRY	, \$ 25.00	(Christal)	
KNEV-F, 95.5, 60 KW @ 2270,	BTFL/EZ	, \$ 30.00	(Mc-Guild)	John Price
KOZZ-F, 105.7, 75 KW @ 2120,	AOR	SOURCE, \$ 35.00	(HNWH)	Lotus
KRNO-F, 106.9, 37 KW @ 2956,	SOFT AC	, \$ 36.00	(Torbet)	Roth
KROI-F, 100.9, 300 W @ 840,	CONTEMP	, \$ 26.00	(Durpetti)	
KRZQ-F, 96.5, 85 W @ 2350,	AOR	, \$ 30.00	(MMR)	(SPARKS)
KODS-F, 103.7, 1 KW @ 2870,	OLDIES	, \$ 30.00	(Katz)	Americom
KSXY-F, 101.7, 1 KW @ 150,	AC	Trans, \$ 19.00	(Katz)	(CARNELIAN BAY, CA)
KWNZ-F, 97.3, 87 KW @ 2126,	CHR	, \$ 33.00	(Banner)	Constant

MISCELLANEOUS COMMENTS KIIQ, KHIF-F sold by Olympia for \$2,500,000... KHTZ changed calls to KODS and format from CHR to Oldies (Sept.)...

RICHMOND

Arbitron Rank/Pop (12+): 54/700,200

Stations: 21/20
Diaries: 1040/673:1/57.7%
Sample Target: 1020
% Below Line: 0.5%
% Not Listed: 10.2%

1988 Revenue: \$25,500,000
HH Inc.: \$33,611
Retail \$: 6.6 Bill
Pop per Station: 35,010
#1 Biller: WRVA \$5,500,000

MSA Rank/Pop: 62/830,900
ADI #58
Average Person Ratings: 17.9
Market TSL: 23.3 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WRVQ-F (CHR)	162/13.0	14.2	14.5	13.2	12.1	13.7	205/2686	2039/29.1	29.3	27.7	95	14.6	205	2301	WRVQ-F
2. WRVA (MOR)	154/12.3	11.7	12.7	14.6	13.3	12.8	162/2137	1958/28.0	25.5	27.9	69	9.8	138	1841	WRVA
3. WRXL-F (AOR)	140/11.2	13.9	10.8	13.2	13.2	12.3	157/1709	1430/20.4	20.6	21.0	111	15.4	216	1914	WRXL-F
4. WCDX-F (B/U)	130/10.4	9.2	9.5	6.3	3.8	8.9	131/1304	1261/18.0	14.8	9.0	94	14.6	205	1520	WCDX-F
5. WPLZ-F (B)	103/ 8.2	7.7	8.6	9.5	12.2	8.5	116/1261	1125/16.1	17.0	19.1	116	10.5	148	1452	WPLZ-F
6. WMBX-F (AC)	99/ 7.9	8.7	8.6	7.9	6.8	8.3	123/1535	1265/18.1	19.1	18.7	158	6.5	92	1141	WMBX-F
7. WKHK-F (C)	75/ 6.0	3.3	2.7	2.9	4.3	3.7	80/1030	953/13.6	7.8	8.4	125	5.6	79	665	WKHK-F
8. WTVR-F (EZ)	58/ 4.6	5.2	7.0	5.5	6.4	5.6	82/1034	835/11.9	15.2	15.4	87	3.4	48	501	WTVR-F
9. WQSF-F (EZ)	41/ 3.3	4.2	3.9	6.3	5.2	4.4	59/ 841	647/ 9.2	9.4	9.9	133	2.9	41	556	WQSF-F
10. WLEE (BB)	32/ 2.6	2.9	2.1	2.8	2.2	2.6	32/ 319	319/ 4.6	4.3	5.3	15	.9	13	190	WLEE
11. WVMX-F (AC)	25/ 2.0	.9	---	---	---	.7	27/ 598	531/ 7.6	---	---	115	1.4	19	384	WVMX-F

12+ FM SHARE (METRO): 75.40% (846 OF 1122) (FAL 87: 71.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRVQ-F	1. WRXL-F	1. WRVQ-F	1. WRVQ-F	1. WMBX-F	1. WRVA	1. WRVA	1. WRXL-F	1. WRVQ-F	1. WCDX-F	1. WCDX-F
2. WCDX-F	2. WRVQ-F	2. WRXL-F	2. WRXL-F	2. WRXL-F	2. WMBX-F	2. WRVQ-F	2. WRVQ-F	2. WRXL-F	2. WRVQ-F	2. WRVA
3. WRXL-F	3. WCDX-F	3. WCDX-F	3. WMBX-F	3. WRVQ-F	3. WKHK-F	3. WRXL-F	3. WRVA	3. WCDX-F	3. WRVA	3. WPLZ-F
4. WPLZ-F	4. WPLZ-F	4. WMBX-F	4. WCDX-F	4. WCDX-F	4. WTVR-F	4. WMBX-F	4. WMBX-F	4. WMBX-F	4. WPLZ-F	4. WQSF-F
5.	5. WMBX-F	5. WPLZ-F	5. WPLZ-F	5. WPLZ-F	5. WRVQ-F	5. WCDX-F	5. WRVA	5. WCDX-F	5. WRVA	5.
				6. WRVA	6. WCDX-F	6. WPLZ-F	6. WTVR-F	6. WPLZ-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. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRXL-F	1. WRXL-F	1. WRXL-F	1. WRXL-F	1. WRXL-F
2. WCDX-F	2. WRXL-F	2. WRXL-F	2. WCDX-F	2. WMBX-F	2. WRVQ-F	2. WRVQ-F	2. WPLZ-F	2. WRVQ-F	2. WMBX-F
3. WRXL-F	3. WCDX-F	3. WCDX-F	3. WRXL-F	3. WCDX-F	3. WCDX-F	3. WPLZ-F	3. WMBX-F	3. WMBX-F	3. WPLZ-F
4. WPLZ-F	4. WMBX-F	4. WMBX-F	4. WMBX-F	4. WRVA	4. WPLZ-F	4. WCDX-F	4. WRVQ-F	4. WPLZ-F	4. WRVQ-F
5. WVMX-F	5. WPLZ-F	5. WPLZ-F	5. WRVA	5. WRXL-F	5. WKHK-F	5.	5. WCDX-F	5. WCDX-F	5. WCDX-F
6. WRVA	6. WKHK-F	6. WPLZ-F	6. WPLZ-F	6. WKHK-F	6. WRVA	6. WVMX-F	6. WVMX-F	6. WKHK-F	6. WKHK-F
	7. WVMX-F					7. WKHK-F			

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		162 (1)	162 (1)	14.4	13.1	WANT 990 Richmond 1.3/4.2
AOR/CLASSIC		140 (1)	140 (1)	12.5	14.3	WDYL 92.1 Chester .6/3.2
AC/OLDIES/SOFT ROCK	9 (1)	124 (2)	133 (3)	11.9	8.7	WPTH 1590 Richmond 1.1/2.5
MOR/VARIETY/FULL	154 (1)		154 (1)	13.7	14.4	WKIE 1540 Richmond .8/3.0
						WPLZ 1240 Petersburg 1.3/2.4
COUNTRY	19 (2)	81 (2)	100 (4)	8.9	12.7	WPVA 1290 Col. Heights .5/1.6
BLACK/URBAN	26 (2)	233 (2)	259 (4)	23.1	23.3	WRNL 910 Richmond .7/3.9
BTFL MUSIC/EZ		99 (2)	99 (2)	8.8	5.6	WTVR 1380 Richmond 1.0/3.8
NEWS/TALK						WXGI 950 Richmond .6/2.5
NOSTALGIA	32 (1)		32 (1)	2.9	2.4	WSKX-F 106.9 Suffolk .5/1.2
RELIGION/GOSPEL	30 (2)	7 (1)	37 (3)	3.3	5.1	
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN	6 (1)		6 (1)	0.5	0.4	
	276 (10)	846 (11)	1122 (21)			

RADIO STATIONS

WANT, 990, 1 KW/	, BLACK	NBN, \$ 15.00	(---
WPTH, 1590, 5 KW (DAYS)	, GOSPEL	, \$ 15.00	(---
WKIE, 1540, 10 KW (DAYS, DA)	, BLACK	, \$ 18.00	(Roslin)
WLEE, 1480, 5 KW (DA-2)	, SILENT	CBS, \$ 29.00	(HNWH)
WRNL, 910, 5 KW (DA-N)	, OLDIES	UPI, \$ NA	(Katz)
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC, \$109.00	(Christal)
WTVR, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E, \$ NA	(Republic)
WCDX-F, 92.7, 3 KW @ 300,	BLACK	, \$ 37.00	(Eastman)
WMBX-F, 103.7, 20 KW @ 750,	AC	, \$ 86.00	(MMR)
WKHK-F, 95.3, 1.6 KW @ 400,	COUNTRY	, \$ 35.00	(HNWH)
WRVQ-F, 94.5, 200 KW @ 355,	CHR	ABC-C, \$ 97.00	(Christal)
WRXL-F, 102.1, 140 KW @ 320,	AOR	, \$ 85.00	(Katz)
WTVR-F, 98.1, 50 KW @ 840,	EZ	ABC-E, \$ 53.00	(Republic)
WQSF-F, 96.5, 50 KW @ 500,	BTFL/EZ	, \$ 45.00	(HNWH)
WVMX-F, 106.5, 50 KW @ 240,	AC	, \$ NA	(---
WDYL-F, 92.1, 3 KW @ 300,	RELIGION	UPI, \$ 15.00	(---
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	US 1, \$ 70.00	(Mc-Guild)
			Willis
			Capitol-Goodmon
			Edens
			Park
			Sinclair
			Ragan Henry
			Brill
			(COLONIAL HEIGHTS)
			Edens
			Capitol-Goodmon
			Park
			(WILLIAMSBURG)
			Daytona
			(CHESTER)
			(PETERSBURG)

MISCELLANEOUS COMMENTS WTVR changes from Country to EZ (Sept.)... WPVA, WKHK-F (Col. Heights) sold by Brill to ABS for \$7,000,000 (Blackburn)... WLEE went silent (Jan.)...

RIVERSIDE - SAN BERNARDINO

Arbitron Rank/Pop (12+): 19/1,074,800

Stations: 48/16
Diaries: 1323/812:1/49.4%
Sample Target: 1280
% Below Line: 51.3%
% Not Listed: 10.1%

1988 Revenue: \$16,000,000
HH Inc.: \$33,611
Retail \$: 13.1 Bill
Pop per Station: 67,175
#1 Biller: KGGI-F \$3,400,000

MSA Rank/Pop: 18/2,142,700
Los Angeles ADI
Average Person Ratings: 16.4
Market TSL: 22.0 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KDUO-F (EZ)	141/8.0	5.6	8.1	8.1	7.3	7.5	194/1615	1133/10.5	15.1	12.7	50	3.0	53	559	KDUO-F
2. KGGI-F (CHR)	136/7.7	8.9	6.3	7.4	7.0	7.6	161/2570	2155/20.1	17.6	17.3	84	11.5	202	2553	KGGI-F
3. KRTH-F (AC)	102/5.8	6.5	5.4	4.8	5.0	5.6	166/2457	1562/14.5	13.1	13.7	153	5.4	96	1376	KRTH-F
4. KIIS-F (CHR)	93/5.3	4.8	6.0	6.0	6.2	5.5	149/2503	1649/15.3	15.9	14.7	100	7.5	132	1942	KIIS-F
5. KCAL-F (AOR)	83/4.7	3.6	4.5	4.1	5.7	4.2	111/1390	1013/ 9.4	9.8	9.8	117	6.3	111	868	KCAL-F
6. KLOS-F (AOR)	78/4.4	5.6	5.1	5.9	4.2	5.3	120/1810	1120/10.4	11.1	10.0	136	9.4	165	1127	KLOS-F
7. KNX (N/T)	62/3.5	2.8	3.2	3.2	2.6	3.2	97/1496	993/ 9.2	9.4	9.3	66	3.1	54	736	KNX
KOST-F (AC)	62/3.5	3.6	4.1	4.1	3.6	3.8	102/1898	1274/11.9	10.1	9.0	143	3.5	62	657	KOST-F
9. KFI (N/T)	60/3.4	3.2	3.2	2.8	3.7	3.2	97/1735	1115/10.4	8.2	11.8	118	2.5	44	841	KFI
10. KROQ-F (AOR)	47/2.7	1.8	2.6	1.5	2.0	2.2	70/1009	685/ 6.4	5.3	5.5	52	4.3	76	777	KROQ-F
11. KBIG-F (AC)	42/2.4	2.0	2.3	2.5	2.3	2.3	72/1109	809/ 7.5	6.8	7.2	117	.9	16	358	KBIG-F
KRSO (N/T)	42/2.4	2.3	2.4	2.2	1.3	2.3	46/ 543	485/ 4.5	5.0	4.0	29	1.3	23	280	KRSO
13. KCKC (C)	41/2.3	5.1	4.3	2.6	2.8	3.8	42/ 551	538/ 5.0	6.2	5.5	78	1.5	26	366	KCKC
KDIF (SP)	41/2.3	1.2	---	.6	1.2	1.4	41/ 304	304/ 2.8	---	1.8	113	---	---	---	KDIF
KOLA-F (CHR)	40/2.3	1.6	2.6	3.1	2.6	2.4	51/1398	1038/ 9.7	12.0	10.6	70	2.9	51	1096	KOLA-F

12+ FM SHARE (METRO): 73.94% (1172 OF 1585) (FAL 87: 73.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGGI-F>>1. KCAL-F	1. KGGI-F	1. KRTH-F	1. KRTH-F	1. KDUO-F>>1. KIIS-F<	1. KDUO-F	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KNX >
2. KIIS-F>	KGGI-F	2. KRTH-F	2. KGGI-F	2. KRTH-F	2. KDUO-F	2. KRTH-F<	2. KDUO-F	2. KCAL-F	2. KOST-F	
3. KROQ-F	3. KLOS-F	3. KCAL-F	3. KLOS-F	3. KLOS-F	3. KNX	3. KGGI-F	3. KGGI-F	3. KIIS-F	3. KDUO-F<	KRTH-F
4. KIIS-F	4. KLOS-F	4. KCAL-F	4. KCAL-F	4. KCAL-F<	4. KFI	4. KLOS-F	4. KIIS-F	4. KRTH-F	4. KROQ-F	4. KGGI-F<
5. KRTH-F	5. KIIS-F	5. KIIS-F	5. KIIS-F	5. KIIS-F	5. KOST-F	KRTH-F	5. KCAL-F	5. KCAL-F	5. KOST-F	5. KFI

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. KGGI-F	1. KCAL-F	1. KLOS-F<	1. KLOS-F	1. KLOS-F<	1. KRTH-F
2. KIIS-F	2. KCAL-F	2. KCAL-F	2. KIIS-F	2. KRTH-F	2. KLOS-F	2. KCAL-F>	2. KCAL-F	2. KCAL-F<	2. KLOS-F
3. KROQ-F	3. KIIS-F	3. KNX-F	3. KRTH-F	3. KOST-F	3. KDIF	3. KGGI-F	3. KRTH-F	3. KRTH-F>	3. KCAL-F
4. KOLA-F	4. KLOS-F	4. KLOS-F	4. KOST-F	4. KIIS-F<	4. KGGI-F	KIIS-F	4. KIIS-F	4. KGGI-F	4. KGGI-F
5. KCAL-F	5. KOLA-F	5. KIIS-F	5. KCAL-F	5. KDUO-F	5. KNAC-F	5. KRTH-F	5. KGGI-F	5. KIIS-F	KIIS-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP AOR/CLASSIC		298 (4)	298 (4)	18.8	17.6	KBON-F 103.9 Lake Arrowhead .8/2.7 KCAL 1410 Redlands 1.1/3.5
AC/OLDIES/SOFT ROCK MOR/VARIETY/PULL	23 (1)	272 (7)	295 (8)	18.6	23.5	KHSJ 1320 Hemet .4/1.3 KHYE-F 105.7 Hemet .5/1.9 KLFE 1240 San Bernardino .5/1.6 KMEN 1290 San Bernardino 1.1/3.2 KNTF-F 93.5 Ontario 1.0/2.2 KQLH-F 95.1 San Bernardino 1.0/3.7 KWDJ-F 92.7 Riverside 2.3/4.1
COUNTRY	53 (2)	86 (4)	139 (6)	8.8	10.5	KNSE 1510 Ontario .5/ .9
BLACK/URBAN	24 (2)		24 (2)	1.5	3.0	KPLM-F 106.1 Palm Springs .6/ .8
BTFL MUSIC/EZ	1 (1)	174 (3)	175 (4)	11.0	9.1	KWXY A/F 98.5 Cathedral City .8/ .9
NEWS/TALK	157 (4)		157 (4)	9.9	6.9	See Los Angeles for more information about the following:
NOSTALGIA	57 (3)		57 (3)	3.6	2.6	KABC 1.3/3.4 KKG0 A/F .6/2.1 KRLA 1.3/2.7
RELIGION/GOSPEL	21 (2)		21 (2)	1.3	1.4	KBRT .7/1.5 KLAC .7/2.3 KTNQ .4/1.2
SPANISH	76 (4)	11 (1)	87 (5)	5.5	3.9	KFAC-F 1.0/2.8 KLVE-F .6/1.5 KTMV-F 2.0/5.5
CLASSICAL		17 (1)	17 (1)	1.1	1.4	KFWB .7/3.7 KMPC .4/2.2 KZLA-F 1.0/1.7
JAZZ/NEW AGE	1 (1)	45 (2)	46 (3)	2.9	2.3	KIIS .2/ .7 KNAC-F 1.1/2.4
OTHERS/UNKNOWN					1.9	KIQQ-F 1.4/3.7 KNX-F 2.0/5.0
						KJUI-F 1.2/2.1 KPWR-F 1.6/6.8

RADIO STATIONS

KCAL, 1410, 5 KW/1 KW (DA-N), HISPANIC, \$ 19.00 (Lotus)
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY, ABC-I, \$ 34.00 (HNWH)
KDIF, 1440, 1 KW (DA-1), HISPANIC, \$ 18.00 (Katz Hisp.)
KRSO, 590, 1 KW (DA-2), NEWS/TALK, ABC-E, ABC-D, \$ 25.00 (Katz)
KMEN, 1290, 5 KW (DA-2), OLDIES/AC, \$ 18.00 (Mc-Guild) Henry American
KCAL-F, 96.7, 3 KW @ 300, AOR, CBS-R, \$ 42.00 (Torbet)
KDUO-F, 97.5, 72 KW @ 1530, BTFL/EZ, ABC-D, \$ 61.00 (Katz) Henry American
KGGI-F, 99.1, 3 KW @ 1530, CHR, \$ 83.00 (Mc-Guild)
KNTF-F, 93.5, 3 KW @ -165, COUNTRY, \$ 37.00 (---)
KOLA-F, 99.9, 31 KW @ 1630, CHR, ABC-R, \$ 41.00 (Banner)
KQLH-F, 95.1, 50 KW @ ??, SOFT AC, MBS, \$ 40.00 (Eastman)
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY, MBS, \$ 30.00 (Banner)

Other ranked stations - See Los Angeles

MISCELLANEOUS COMMENTS KFXM changes to KRSO and from Nostalgia to News/Talk (Dec.)...

ROANOKE - LYNCHBURG

Arbitron Rank/Pop (12+): 94/371,900
 MSA Rank/Pop: Roanoke - 187/228,300
 ADI #69 Lynchburg - 248/146,200
 Average Person Ratings: 16.5
 Market TSL: 22.3 Hours

Stations: 21/19
 Diaries: 757/491:1/62.0%
 Sample Target: 760
 % Below Line: 2.1%
 % Not Listed: 13.1%

1988 Revenue: \$12,000,000
 HH Inc.: \$31,700
 Retail \$: 2.8 Bil
 Pop per Station: 19,574
 #1 Biller: WXLK-F \$3,600,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WXLK-F (CHR)	126/20.6	20.9	22.7	22.2	21.6		289/3279	1536/41.3	40.6	39.8	100			WXLK-F
2. WPVR-F (EZ)	85/13.9	11.0	13.4	11.2	12.6		131/1519	861/23.2	20.2	20.6	75			WPVR-F
3. WYYD-F (C)	61/10.0	12.7	11.0	12.1	10.4		119/1270	701/18.8	22.1	16.2	115			WYYD-F
4. WSLQ-F (AC)	52/ 8.5	8.2	6.5	8.3	7.0		133/1814	785/21.1	21.6	17.2	112			WSLQ-F
5. WSLC (C)	31/ 5.1	5.1	4.8	6.1	4.8		50/ 589	389/10.5	11.4	9.1	86			WSLC
6. WTOY (B)	24/ 3.9	4.6	3.6	2.9	3.0		24/ 230	230/ 6.2	4.6	4.7	121			WTOY
7. WJJS (B)	22/ 3.6	2.6	3.4	3.2	3.3		22/ 222	216/ 5.8	4.8	4.9	131			WJJS
WFIR (MOR)	22/ 3.6	2.6	3.3	3.9	3.0		22/ 371	344/ 9.2	6.3	9.0	50			WFIR
9. WKZZ-F (CHR)	19/ 3.1	2.6	3.1	2.4	3.6		21/ 399	371/10.0	8.0	8.2	68			WKZZ-F
10. WJLM-F (C)	16/ 2.6	4.6	3.8	3.2	2.2		17/ 284	266/ 7.2	9.6	8.1	138			WJLM-F
11. WROV (AC)	13/ 2.1	3.1	1.7	2.1	3.2		13/ 270	270/ 7.3	8.3	7.0	100			WROV
WGOL-F (AC)	13/ 2.1	1.8	2.1	3.1	1.7		13/ 267	259/ 7.0	5.3	6.4	157			WGOL-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 74.86% (399 OF 533) (FAL 87: 75.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WXLK-F>>1. WXLK-F>	1. WXLK-F>>1. WXLK-F>	1. WXLK-F>>1. WXLK-F>	1. WXLK-F>>1. WXLK-F>	1. WXLK-F>>1. WXLK-F>	1. WPVR-F>	1. WXLK-F>	1. WXLK-F	1. WXLK-F>	1. WXLK-F>	1. WXLK-F
2. WKZZ-F>	2. WSLQ-F>	2. WSLQ-F	2. WSLQ-F<	2. WYYD-F	2. WXLK-F<	2. WPVR-F	2. WPVR-F>	2. WPVR-F>	2. WYYD-F<	2. WSLQ-F
3.	3. WJJS	3. WYYD-F	3. WYYD-F	3. WPVR-F	3. WYYD-F>	3. WYYD-F	3. WYYD-F	3. WYYD-F	3. WSLQ-F	3. WYYD-F
4.	4. WYYD-F	4. WPVR-F	4. WPVR-F	4. WSLQ-F	4. WSLC	4. WSLQ-F	4. WSLQ-F>	4. WSLQ-F	4. WPVR-F	4. WFIR
5.	5. WKZZ-F	5.	5.	5.	5.	5. WSLC	5.	5.	5.	5.

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. WXLK-F>	1. WXLK-F>>1. WXLK-F>	1. WXLK-F>>1. WXLK-F>	1. WXLK-F>>1. WXLK-F>	1. WXLK-F>>1. WXLK-F>	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F>	1. WXLK-F>
2. WSLQ-F>	2. WSLQ-F>>2. WSLQ-F	2. WSLQ-F	2. WSLQ-F>	2. WPVR-F	2. WSLQ-F>	2. WSLQ-F>>	WSLQ-F	2. WSLQ-F	2. WYYD-F
3. WKZZ-F	3. WKZZ-F	3. WJJS	3. WPVR-F	3. WYYD-F	3. WJJS	3. WYYD-F	3. WKHV	3. WYYD-F	3. WSLQ-F
4.	4. WJJS	4. WPVR-F	4. WYYD-F	4. WSLQ-F	4. WYYD-F	4.	4. WYYD-F	4.	4. WPVR-F
5.	5. WPVR-F	5.	5. WKZZ-F	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 87 %
TOP 40/CHR/CONTEMP		152 (3)	152 (3)	28.5	37.6
AOR/CLASSIC					0.6
AC/OLDIES/SOFT ROCK	13 (1)	72 (3)	85 (4)	15.9	11.8
MOR/VARIETY/FULL	32 (3)		32 (3)	6.0	4.7
COUNTRY	31 (1)	79 (3)	110 (4)	20.6	22.4
BLACK/URBAN	46 (2)	11 (1)	57 (3)	10.7	11.2
BTFL MUSIC/EZ		85 (1)	85 (1)	15.9	15.3
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	0.9	1.8
RELIGION/GOSPEL	7 (2)		7 (2)	1.3	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
OTHERS/UNKNOWN					1.6

134 (10) 399 (11) 533 (21)

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, MOR	CBS, \$ 23.00 (HNWH)	Gibbons	(ROANOKE)
WROV, 1240, 1 KW	, AC	ABC-D, \$ 20.00 (---)		(ROANOKE)
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC, \$ 28.00 (Katz)	Mel Wheeler	(ROANOKE)
WTOY, 910, 1 KW (DAYS, DA)	, BLACK	SBN, \$ 17.00 (K & P)		(ROANOKE)
WJJS, 1320, 1 KW/24 W (DA-1)	, BLACK	ABC-E, \$ 18.00 (K & P)		(LYNCHBURG)
WLLL, 930, 5 KW (DAYS)	, NOSTALGIA	, \$ 14.00 (Roslin)		(LYNCHBURG)
WLVA, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I, \$ 14.00 (Southern)		(LYNCHBURG)
WBLT, 1350, 1 KW (DAYS)	, ? ?	APR, \$ 5.00 (---)		(BEDFORD)
WJLM-F, 93.5, 3 KW @ 83	COUNTRY	MBS, US 2, \$ 20.00 (---)		(SALEM)
WPVR-F, 94.9, 50 KW @ 1980	BTFL/EZ	, \$ 36.00 (HNWH)	Gibbons	(ROANOKE)
WSLQ-F, 99.1, 200 KW @ 1985	AC	ABC-F, \$ 43.00 (Katz)	Mel Wheeler	(ROANOKE)
WXLK-F, 92.3, 93 KW @ 2050	CHR	US 1, \$ 83.00 (Torbet)	Coleman	(ROANOKE)
WGOL-F, 98.3, 3 KW @ 240	AC	, \$ 17.00 (Roslin)		(LYNCHBURG)
WKZZ-F, 100.1, 3 KW @ 155	CHR	US 1, CBS-R, \$ 19.00 (Republic)	Bahakel	(LYNCHBURG)
WXYU-F, 101.7, 3 KW @ 300	URBAN/CHR	ABC-F, \$ 18.00 (K & P)		(LYNCHBURG)
WYYD-F, 107.9, 20 KW @ 1720	COUNTRY	MBS, \$ 34.00 (Eastman)		(AMHERST)

MISCELLANEOUS COMMENTS WROV sold to Joyner for \$250,000...

ROCHESTER

Arbitron Rank/Pop (12+): 43/832,200

Stations: 18/15
Diaries: 1234/674:1/55.7%
Sample Target: 1130
% Below Line: 1.7%
% Not Listed: 13.0%

1988 Revenue: \$24,500,000
HH Inc.: \$38,832
Retail \$: 6.8 Bill
Pop per Station: 55,480
#1 Biller: WVOR-F \$5,300,000

MSA Rank/Pop: 47/983,200

ADI #72

Average Person Ratings: 16.6

Market TSL: 21.8 Hours

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO			% 25-54			BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	SPG 88	WIN 88	FAL 87				CUME/CUME	RATING	SPG 88	FAL 87	CONVERSION					
1. WCMF-F (AOR)	237/17.1	16.5	16.0	15.2	13.7	16.2	278/2724	2408/28.9	27.1	25.3	102	19.7	291	2698	WCMF-F			
2. WPXY A/F (CHR)	172/12.5	14.5	13.4	14.9	14.4	13.8	183/2673	2439/29.3	30.3	32.0	71	14.4	205	2900	WPXY A/F			
3. WBEE-F (C)	132/ 9.6	7.9	11.3	7.7	8.4	9.1	165/1570	1288/15.5	16.4	15.5	121	7.1	105	1067	WBEE-F			
4. WVOR-F (AC)	127/ 9.2	8.2	9.6	9.4	11.1	9.1	149/2108	1849/22.2	24.0	24.0	151	10.7	157	1856	WVOR-F			
5. WHAM (MOR)	117/ 8.5	8.9	10.7	8.7	8.2	9.2	130/1867	1590/19.1	21.4	21.0	59	7.0	103	1405	WHAM			
6. WRMM-F (AC)	108/ 7.8	6.9	6.1	6.4	6.0	6.8	129/1630	1430/17.2	16.0	15.6	124	5.9	87	1430	WRMM-F			
7. WZSH-F (EZ)	82/ 5.9	6.2	6.4	6.9	8.0	6.4	107/1268	910/10.9	13.6	15.2	63	3.6	53	763	WZSH-F			
8. WDKX-F (B)	63/ 4.6	4.6	3.9	5.9	3.9	4.8	63/ 865	865/10.4	7.5	7.6	91	8.5	126	1203	WDKX-F			
9. WKLX-F (O)	60/ 4.3	7.0	4.0	4.5	5.8	5.0	74/1361	1196/14.4	13.9	15.9	163	4.9	72	931	WKLX-F			
10. WEZO (BB)	47/ 3.4	2.2	2.9	3.2	2.7	2.9	48/ 590	549/ 6.6	7.3	6.0	59	1.4	20	300	WEZO			

12+ FM SHARE (METRO): 84.29% (1014 OF 1203) (FAL 87: 82.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPXY-F>>>1. WCMF-F>>>1. WCMF-F>>>1. WCMF-F> 1. WCMF-F 1. WHAM 1. WCMF-F> 1. WCMF-F> 1. WCMF-F 1. WPXY-F 1. WCMF-F>										
2. WCMF-F>> 2. WPXY-F+>2. WPXY-F+ 2. WVOR-F 2. WVOR-F 2. WBEE-F 2. WPXY-F 2. WRMM-F 2. WCMF-F> 2. WHAM										
3. WDXK-F> 3. WRMM-F 3. WVOR-F 3. WBEE-F 3. WBEE-F 3. WVOR-F 3. WHAM < 3. WVOR-F 3. WBEE-F 3. WHAM 3. WPXY-F										
4. 4. WVOR-F 4. WRMM-F WRMM-F 4. WRMM-F 4. WZSH-F> 4. WVOR-F 4. WBEE-F 4. WVOR-F 4. WBEE-F 4. WDKX-F										
5. 5. WBEE-F 5. WBEE-F 5. WPXY-F+ 5. WPXY-F+ 5. WEZO 5. WBEE-F 5. WPXY-F 5. WRMM-F 5. WDKX-F 5.										
			6. WKLX-F 6. WKLX-F WRMM-F					6. WHAM 6. WVOR-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. WCMF-F< 1. WCMF-F> 1. WPXY-F+<1. WVOR-F> 1. WCMF-F>> 1. WCMF-F>>>1. WCMF-F>>>1. WCMF-F>>>1. WCMF-F>>									
2. WCMF-F> 2. WPXY-F+ 2. WPXY-F 2. WCMF-F 2. WBEE-F< 2. WPXY-F+>2. WPXY-F+ 2. WBEE-F 2. WVOR-F 2. WVOR-F									
3. WRMM-F 3. WRMM-F> 3. WRMM-F 3. WRMM-F 3. WCMF-F 3. WBEE-F 3. WVOR-F 3. WVOR-F 3. WPXY-F+ 3. WBEE-F>									
4. WDKX-F 4. WVOR-F 4. WVOR-F> 4. WVOR-F> WRMM-F 4. WDKX-F> 4. WVOR-F 4. WRMM-F 4. WBEE-F 4. WRMM-F									
5. WVOR-F 5. WDKX-F 5. WKLX-F 5. WKLX-F 5. WPXY-F+ 5. WMLQ-F 5. WRMM-F 5. WPXY-F+ 5. WRMM-F 5. WPXY-F+									
			6. WKLX-F 6. WDKX-F 7. WBEE-F						

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	1 (1)	183 (2)	184 (3)	15.3	17.1	WBBF 950 Rochester .8/4.9
AOR/CLASSIC		237 (1)	237 (1)	19.7	22.2	WFLC-F 102.3 Canandaigua .7/1.1
AC/OLDIES/SOFT ROCK		295 (3)	295 (3)	24.5	20.6	WWG 1460 Rochester .4/2.1
MOR/VARIETY/FULL	117 (1)		117 (1)	9.7	11.6	WYSL 1030 Avon .5/1.7
COUNTRY	11 (1)	142 (2)	153 (3)	12.7	11.2	WBMM-F 107.7 Weathersfield .5/3.0
BLACK/URBAN		63 (1)	63 (1)	5.2	4.4	WGR-F 96.9 Buffalo .4/1.3
BTFL MUSIC/EZ NEWS/TALK		82 (1)	82 (1)	6.8	9.1	WMJQ-F 102.5 Buffalo .9/3.2
NOSTALGIA	47 (1)		47 (1)	3.9	3.0	
RELIGION/GOSPEL	6 (1)		6 (1)	0.5	0.9	
SPANISH CLASSICAL						
JAZZ/NEW AGE		7 (1)	7 (1)	0.6		
OTHERS/UNKNOWN	7 (1)	5 (1)	12 (2)	1.0		
	189 (6)	1014 (12)	1203 (18)			

RADIO STATIONS

WBBF, 950, 1 KW (DA-2), COUNTRY, US 2,\$ 25.00 (Katz), Heritage
WHAM, 1180, 50 KW, MOR, CBS,NBC-T,\$ 59.00 (Mc-Guild), Lincoln
WEZO, 990, 5 KW/2.5 KW (DA-2), NOSTALGIA, ABC-I,\$ 23.00 (Christal), Atlantic Ventures
WWG, 1460, 5 KW (DA-N), RELIGION, \$ 12.00 (---), Brandon
WBEE-F, 92.5, 50 KW @ 500, COUNTRY, US 2,\$ 52.00 (Katz), Heritage
WCMF-F, 96.5, 50 KW @ 457, AOR, \$ 95.00 (Torbet), Stoner
WDKX-F, 103.9, 1 KW @ 530, BLACK, NBN,\$ 35.00 (Roslin)
WKLX-F, 98.9, 37 KW @ 560, OLDIES, \$ 47.00 (Durpetti)
WPXY-F, 97.9, 50 KW @ 456, CHR, \$ 75.00 (MMR)
WRMM-F, 101.3, 27 KW @ 637, SOFT AC, ABC-E,\$ 61.00 (Christal), Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 490, AC, \$104.00 (Mc-Guild)
WZSH-F, 95.1, 11 KW @ 993, BTFL/EZ, \$ 39.00 (Republic), (BRISTOL CENTER)

MISCELLANEOUS COMMENTS WBBF changes from Oldies to Country (Oct.)...

SACRAMENTO

Arbitron Rank/Pop (12+): 31/1,157,300

MSA Rank/Pop: 34/1,352,100
ADI #20

Average Person Ratings: 16.6
Market TSL: 22.0 Hours

Stations: 26/20
Diaries: 1282/903:1/51.9%
Sample Target: 1240
% Below Line: 4.4%
% Not Listed: 12.0%

1988 Revenue: \$47,200,000
HH/ Inc: \$35,054
Retail \$: 10.1 Bil
Pop per Station: 57,865
#1 Biller: KRAK A/F \$9,300,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KRBK (N/T)	169/8.8	8.8	7.8	8.9	8.3	8.6	209/ 2815	2197/19.0	17.6	16.7	76	8.5	176	1714 KRBK
2. KRAK-F (C)	136/7.1	9.0	5.5	7.5	8.0	7.3	206/ 2617	1737/15.0	14.2	15.8	130	8.4	174	1578 KRAK-F
3. KCTC-F (EZ)	135/7.0	7.5	8.7	11.4	10.1	8.7	173/ 2103	1678/14.5	16.0	16.5	73	3.4	71	1163 KCTC-F
4. KQPT-F (J/NA)	134/7.0	4.3	2.7	--	1.1	3.5	146/ 1774	1627/14.1	5.7	2.0	134	5.2	108	1263 KQPT-F
5. KXOA-F (AC)	113/5.9	6.8	6.9	8.1	8.0	6.9	144/ 2541	2104/18.2	15.8	17.3	137	5.3	111	1646 KXOA-F
6. KRXQ-F (AOR)	112/5.8	5.8	5.8	6.7	4.1	6.0	127/ 1788	1578/13.6	11.9	8.8	53	10.4	216	1531 KRXQ-F
7. KROY-F (CHR)	106/5.5	5.3	5.4	4.0	4.7	5.1	117/ 2065	1758/15.2	15.1	13.9	69	4.6	96	2090 KROY-F
8. KSFM-F (CHR)	99/5.2	5.6	6.2	5.1	6.4	5.5	131/ 2874	2201/19.0	18.4	20.8	69	8.8	182	2549 KSFM-F
KZAP-F (AOR)	99/5.2	6.2	7.3	7.0	7.2	6.4	153/ 2131	1567/13.5	15.7	17.3	142	7.0	145	1716 KZAP-F
10. KHYL-F (O)	97/5.1	4.2	4.1	2.7	2.2	4.0	115/ 1957	1547/13.4	10.6	9.4	145	5.6	117	1326 KHYL-F
11. KRAK (C)	80/4.2	3.5	3.4	3.4	3.1	3.6	173/ 2270	1102/ 9.5	7.7	7.8	119	2.8	59	819 KRAK
12. KWOD-F (CHR)	79/4.1	3.5	4.6	6.5	6.2	4.7	109/ 2490	1744/15.1	15.5	18.2	56	3.9	81	1840 KWOD-F
13. KAER-F (AC)	64/3.3	3.0	3.1	3.7	3.0	3.3	74/ 1344	1167/10.1	9.6	9.4	112	3.9	82	769 KAER-F
14. KXOA (BB)	52/2.7	2.5	2.8	1.9	2.1	2.5	54/ 661	654/ 5.7	5.9	4.8	41	.9	19	314 KXOA
15. KRCX (SP)	38/2.0	1.2	1.5	1.8	1.9	1.6	41/ 378	335/ 2.9	2.0	1.3	135	.7	15	194 KRCX

12+ FM SHARE (METRO): 71.19% (1201 of 1687) (FAL 87: 71.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KROY-F>	1. KRXQ-F	1. KRAK-F	1. KRAK-F<	1. KQPT-F<	1. KFBK	1. KFBK>>	1. KFBK	1. KRXQ-F	1. KROY-F	1. KFBK
2. KWOD-F	2. KZAP-F	2. KXOA-F	2. KQPT-F<	2. KRAK-F	2. KCTC-F	2. KRAK-F	2. KCTC-F	2. KQPT-F	2. KQPT-F	2. KCTC-F
3. KSFM-F	3. KSFM-F	3. KQPT-F<	3. KXOA-F	3. KXOA-F	3. KRAK-F	3. KCTC-F	3. KRAK-F	KRAK-F<	3. KRXQ-F	3. KXOA-F
4. KRXQ-F>	4. KQPT-F	4. KZAP-F	4. KZAP-F<	4. KHYL-F	4. KQPT-F	4. KXOA-F<	4. KQPT-F	4. KXOA-F	4. KWOD-F	4. KRAK-F
5. KXOA-F	5. KRXQ-F	5. KHYL-F	5. KHYL-F	KZAP-F	5. KRAK	5. KQPT-F<	5. KXOA-F	5. KCTC-F	5. KFBK	5. KRXQ-F
6. KROY-F	6. KROY-F	6. KHYL-F	6. KFBK	6. WFBK	6. KXOA-F	6. KSFM-F	6. KRXQ-F	6. KROY-F	6. KSFM-F	KWOD-F
7. KRAK-F	7. KRAK-F	7. KSFM-F	7. KCTC-F	7. KCTC-F<	7. KXOA	7. KZAP-F	KZAP-F	7. KHYL-F<	7. KRAK-F	7. KZAP-F
8. KROY-F	8. KROY-F	8. KRAK-F	8. KRAK-F	8. KRAK	8. KRAK	8. KROY-F	8. KROY-F	8. KFBK	8. KROY-F	8. KROY-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. KROY-F<	1. KROY-F<	1. KQPT-F	1. KXOA-F	1. KQPT-F<	1. KRXQ-F>>	1. KRXQ-F>	1. KZAP-F>	1. KRXQ-F<	1. KZAP-F
2. KSFM-F	2. KSFM-F	2. KZAP-F	2. KRAK-F	2. KXOA-F	2. KSFM-F	2. KZAP-F>	2. KQPT-F	2. KZAP-F	2. KRAK-F
3. KRXQ-F	3. KQPT-F	3. KXOA-F	3. KQPT-F	3. KRAK-F	3. KWOD-F	3. KXOA-F	KXOA-F	3. KRAK-F	3. KQPT-F
4. KWOD-F	4. KXOA-F	4. KAER-F	4. KROY-F	4. KCTC-F	4. KZAP-F	4. KSFM-F<	4. KHYL-F	4. KHYL-F<	4. KHYL-F<
5. KRAK-F	5. KRAK-F	5. KHYL-F	5. KSFM-F	KHYL-F	5. KAER-F	5. KHYL-F	5. KRXQ-F	5. KQPT-F	5. KFBK
6. KXOA-F	KZAP-F	6. KROY-F	6. KHYL-F	6. KFBK	6. KROY-F	KQPT-F	6. KRAK-F	6. KXOA-F<	6. KRAK
7. KAER-F	7. KAER-F	KSFM-F	7. KCTC-F	7. KROY-F	7. KXOA-F	7. KRAK-F	7. KROY-F	7. KFBK	KXOA-F
8. KRXQ-F	KRXQ-F	8. KRAK-F	8. KRAK-F	8. KRAK		KWOD-F	8. KROY-F	8. KROY-F	8. KROY-F

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		291 (4)	291 (4)	17.2	20.3	KFIA	710	Carmichael	.7/1.8
AOR/CLASSIC		211 (2)	211 (2)	12.5	12.8	KGNR	1320	Sacramento	1.4/5.9
AC/OLDIES/SOFT ROCK	51 (2)	288 (4)	339 (6)	20.0	16.4	KSAC	1240	Sacramento	.6/2.8
MOR/VARIETY/FULL	13 (1)		13 (1)	0.8	1.4	KSMJ	1380	Sacramento	1.3/4.3
						KYLO-F	105.5	Davis	.7/3.5
COUNTRY	80 (1)	136 (1)	216 (2)	12.8	12.7				
BLACK/URBAN					2.7	KBEE-F	103.3	Modesto	.3/1.4
BTFL/EZ		141 (2)	141 (2)	8.4	11.9				
NEWS/TALK	208 (3)		208 (3)	12.3	11.9	KCBS	740	San Francisco	.5/2.3
						KFRC	610	San Francisco	1.0/2.3
NOSTALGIA	71 (2)		71 (2)	4.2	2.9	KGO	810	San Francisco	1.6/5.2
RELIGION/GOSPEL	14 (1)		14 (1)	0.8	3.3	KMEL-F	106.1	San Francisco	.4/1.8
SPANISH	38 (1)		38 (1)	2.3	2.2	KNBR	680	San Francisco	.7/3.4
CLASSICAL	11 (1)		11 (1)	0.7	0.8				
JAZZ/NEW AGE		134 (1)	134 (1)	7.9					
OTHERS/UNKNOWN					0.7				
			1687 (26)						

RADIO STATIONS

AM STATIONS

KFBK, 1530, 50 KW (DA-2), NEWS	APR, NBC, \$ 98.00 (Group W)	Westinghouse
KFIA, 710, 10 KW/250W(DA-2), RELIGION	CNN, \$ 24.00 (---)	
KGNR, 1320, 5 KW (DA-2), OLDIES	CBS, \$ 34.00 (Christal)	Tribune Co.
KRAK, 1140, 50 KW (DA-2), COUNTRY	, \$ 75.00 (Katz)	EZ
KRCX, 1110, 5 KW/500 W, HISPANIC	, \$ 40.00 (Lotus)	Fuller-Jeffrey
KSAC, 1240, 1 KW, CLASSICAL	, \$ 36.00 (CMBS)	
KSMJ, 1380, 5 KW (DA-2), OLDIES	SMN, \$ 34.00 (MMR)	Genesis
KXOA, 1470, 5 KW/1 KW(DA-2), NOSTALGIA	APR, \$ 37.00 (Banner)	Brown

FM STATIONS

KAER-F, 92.5, 50 KW @ 449, SOFT AC	, \$ 49.00 (Group W)	Westinghouse
KCTC-F, 96.1, 50 KW @ 476, BTFL/EZ	, \$ 85.00 (Christal)	Tribune Co.
KQPT-F, 100.5, 115 KW @ 380, JAZZ/NEW AGE	Source, \$ 37.00 (Republic)	Duchoissois
KRAK-F, 105.1, 50 KW @ 500, COUNTRY	, \$100.00 (Katz)	EZ
KROY-F, 96.9, 50 KW @ 500, CHR	US 1, Source, \$ 55.00 (HNWH)	Great American
KRXQ-F, 93.7, 25 KW @ 324, AOR	, \$ 61.00 (Torbet)	Fuller-Jeffrey
KWOD-F, 106.5, 50 KW @ 310, CHR	ABC-F, CBS-R, \$ 57.00 (CBS)	
KXOA-F, 107.9, 50 KW @ 420, AC	, \$125.00 (Banner)	Brown
KZAP-F, 98.5, 50 KW @ 495, AOR	, \$ 96.00 (Mc-Guild)	Nationwide
KSFM-F, 102.5, 50 KW @ 500, CHR	, \$ 94.00 (MMR)	Genesis
KHYL-F, 101.1, 36 KW @ 567, OLDIES	, \$ 40.00 (Eastman)	Parker
		(WOODLAND)
		(AUBURN)

CALL LETTER CHANGES

FORMAT CHANGES

SALES

KROY-F: From Commonwealth to Great American for \$11,800,000 (MVP)

SAGINAW - BAY CITY - MIDLAND

Arbitron Rank/Pop (12+): 105/327,100

MSA Rank/Pop: 116/402,400
ADI #59 (w/Flint)
Average Person Ratings: 18.1
Market TSL: 24.0 Hours

Stations: 19/12
Diaries: 894/366:1/58.0%
Sample Target: 740
% Below Line: 5.6%
% Not Listed: 8.8%

1988 Revenue: \$9,600,000
HH Inc.: \$32,341
Retail \$: 2.9 Bil
Pop per Station: 27,258
#1 Biller: WIOG-F \$3,500,000

12+ METRO	1/4/SHARE	SPG				4 BOOK AVG.	12+ METRO		SPG		% 25-54 CONVERSION	BIRCH			
		88	FAL 87	SPG 87	FAL 86		CUME/CUME	RATING	88	FAL 87		SHARE	AQH	CUME	
1. WIOG-F (CHR)	178/30.1	24.3	29.9	33.8	30.3	429/4373	1676/51.2	44.5	50.7	94	32.0	219	1612	WIOG-F	
2. WKQC-F (C)	74/12.5	10.8	8.7	10.9	9.3	121/1469	844/25.8	22.9	2.07	114	9.9	68	718	WKQC-F	
3. WHNN-F (AC)	65/11.0	13.7	7.7	10.6	9.2	107/1620	870/26.6	27.5	20.6	138	9.6	66	726	WHNN-F	
4. WSGW (MOR)	64/10.8	13.3	15.0	14.2	11.2	70/ 803	667/20.4	22.2	24.6	71	11.8	81	641	WSGW	
5. WKQZ-F (AOR)	46/ 7.8	8.3	7.3	5.6	7.6	62/ 6.1	471/14.4	15.8	14.4	87	9.8	67	658	WKQZ-F	
6. WGER-F (EZ)	36/ 6.1	6.6	8.9	6.7	9.0	37/ 468	412/12.6	14.2	15.1	70	2.5	17	420	WGER-F	
7. WTLZ-F (B)	20/ 3.4	2.5	2.8	2.1	2.9	25/ 388	201/ 6.1	4.4	3.6	135	5.4	37	376	WTLZ-F	
8. WJR (MOR)	13/ 2.2	1.8	3.8	2.6	1.9	67/1103	183/ 5.6	7.2	8.6	86	2.0	14	249	WJR	
9. WSAM (O)	9/ 1.5	2.1	1.6	1.7	1.0	9/ 211	202/ 6.2	6.1	6.8	127	1.6	11	194	WSAM	

- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

12+ FM SHARE (METRO): 80.71% (435 OF 539) (FAL 87: 73.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1. WIOG-F>>1. WIOG-F>>1. WIOG-F>>1. WIOG-F>>1. WIOG-F>>1. WSGW	2. WKQZ-F	2. WHNN-F	2. WHNN-F	2. WHNN-F	2. WKQC-F	1. WIOG-F>>1. WIOG-F>>1. WIOG-F>>1. WIOG-F>>1. WIOG-F>>1. WIOG-F<	2. WSGW	2. WKQC-F	2. WKQC-F	2. WKQC-F<	2. WSGW
3. WHNN-F	3. WKQC-F	3. WKQC-F	3. WKQC-F	3. WKQC-F	3. WIOG-F	3. WKQC-F	3. WHNN-F<	3. WHNN-F	3. WSGW	3. WKQZ-F	
4. WKQC-F	WKQZ-F	4. WKQZ-F	4. WSGW	4. WHNN-F	4. WHNN-F	4. WHNN-F	4. WSGW	4. WSGW	4. WHNN-F	4. WKQC-F	
5. WKQZ-F	5. WGER-F	5. WKQZ-F	5. WSGW	5. WKQZ-F	5. WGER-F	5. WGER-F	5. WKQZ-F	5. WKQZ-F	5. WKQZ-F	5. WGER-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. WIOG-F>>1. WIOG-F>>1. WIOG-F>>1. WIOG-F>>1. WIOG-F>>	2. WKQC-F	2. WHNN-F>	2. WHNN-F>>2. WHNN-F	2. WHNN-F	1. WIOG-F	1. WIOG-F	1. WIOG-F>	1. WIOG-F>	1. WIOG-F>
3. WHNN-F	3. WKQC-F	3. WKQC-F	3. WKQC-F	3. WKQC-F	WKQZ-F>	2. WKQC-F>>2. WKQC-F>	2. WKQC-F>	2. WKQC-F>	2. WKQC-F
4. WKQZ-F	4. WGER-F	4. WGER-F	4. WGER-F	4. WGER-F	3. WHNN-F	3. WHNN-F	3. WHNN-F	3. WHNN-F	3. WHNN-F
5. WKQZ-F	5. WGER-F	5. WGER-F	5. WGER-F	5. WGER-F	4. WKQC-F	4. WKQC-F	4. WKQC-F	4. WKQC-F	4. WKQC-F
					5. WSGW	5. WSGW	5. WSGW	5. WSGW	5. WSGW

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		178 (1)	178 (1)	33.0	32.5	WBCN	1440	Bay City	.3/1.5
AOR/CLASSIC		48 (2)	48 (2)	8.9	8.7	WKNX	1210	Saginaw	.3/2.0
AC/OLDIES/SOFT ROCK	17 (3)	71 (3)	88 (6)	16.3	10.4	WLFS	100.9	Pinconning	.7/2.7
MOR/VARIETY/FULL	84 (3)		84 (3)	15.6	20.8	WXOX	1250	Bay City	1.0/3.9
COUNTRY		76 (2)	76 (2)	14.1	12.3	WCEN-F	94.5	Mt. Pleasant	.3/3.1
BLACK/URBAN		20 (1)	20 (1)	3.7	3.0	WCRZ-F	107.9	Flint	.3/3.7
BTFL MUSIC/EZ		38 (2)	38 (2)	7.1	10.8	WFDF	910	Flint	1.2/2.7
NEWS/TALK						WGMZ-F	101.7	Tuscola	.3/1.0
NOSTALGIA						WUPS-F	98.5	Houghton Lake	.8/1.5
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	0.8	WWCK-F	105.5	Flint	.3/2.3
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN		5 (1)	5 (1)	0.9	0.9				
	103 (7)	436 (11)	539 (19)						

RADIO STATIONS

WSAM, 1400, 1 KW	, OLDIES	ABC-D, \$ 16.00 (Christal)	Macdonald
WSGW, 790, 5 KW/1 KW (DA-2)	, MOR	NBC,NBC-T, \$ 39.00 (Katz)	Booth
WGER-F, 106.3, 3 KW @ 325, EZ		, \$ 36.00 (Mc-Guild)	
WHNN-F, 96.1, 100 KW @ 1032, AC		US 2, \$ 45.00 (Republic)	Liggett
WIOG-F, 102.5, 86 KW @ 870, CHR		CBS-R, ABC-C, \$ 80.00 (Katz)	Booth
WKQC-F, 98.1, 50 KW @ 500, COUNTRY		ABC-D, \$ 41.00 (Christal)	MacDonald
WKQZ-F, 93.5, 3 KW @ 300, AOR		US 1, \$ 31.00 (Eastman)	
WWWS-F, 107.1, 2 KW @ 360, BLACK		SBN, \$ 17.00 (Banner)	

WJR - See Detroit WFDR - See Flint

MISCELLANEOUS COMMENTS WWWS changes calls to WTLZ (Sept.)...

American Radio Fall 1988, Copyright 1989

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,037,500

Stations: 30/30
Diaries: 1969/1035:1/57.5%
Sample Target: 1740
% Below Line: 0
% Not Listed: 6.5

1988 Revenue: \$65,400,000
HH/ Inc: \$35,349
Retail \$: 16.9 Bill
Pop per Station: 67,917
#1 Biller: KMOX: \$20,500,000

MSA Rank/Pop: 13/2,462,200
ADI #18
Average Person Ratings: 17.4
Market TSL: 23.0 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KMOX (T)	607/17.1	23.5	25.0	21.3	22.1	21.7	725/ 8497	6983/34.3	43.9	42.7	70	18.6	691	7074 KMOX
2. KSHE-F (AOR)	352/ 9.9	9.9	9.5	10.0	9.9	9.8	493/ 5439	4262/20.9	19.7	20.2	99	13.2	488	5079 WSHE-F
3. KEZK-F (EZ)	297/ 8.4	7.0	6.0	6.9	7.1	7.1	335/ 4084	3544/17.4	14.4	15.4	92	5.1	189	2055 KEZK-F
4. KSD-F (AOR)	243/ 6.8	5.6	5.3	5.3	3.8	5.8	278/ 3724	3337/16.4	14.5	11.0	143	5.7	213	3177 KSD-F
5. KMJM-F (B)	232/ 6.5	5.6	6.4	7.0	8.2	6.4	234/ 2249	2196/10.8	11.2	11.2	65	9.9	367	4022 KMJM-F
6. KLOU-F (O)	206/ 5.8	5.4	4.8	6.0	4.9	5.5	242/ 4383	3625/17.8	18.2	17.3	95	--	--	-- KLOU-F
7. WIL-F (C)	205/ 5.8	5.3	6.2	5.4	4.2	5.7	256/ 3315	2682/13.2	12.9	10.0	124	6.3	234	2324 WIL-F
8. KYKY-F (AC)	183/ 5.1	2.9	4.0	5.0	3.9	4.3	188/ 2843	2689/13.2	11.8	12.7	137	5.2	194	2153 KYKY-F
9. WKBQ-F (CHR)	127/ 3.6	3.7	3.2	3.0	3.0	3.4	136/ 3184	2901/14.2	11.6	12.4	56	5.8	214	3215 WKBQ-F
10. KRJY-F (AC)	123/ 3.5	2.5	3.7	2.0	3.2	2.9	130/ 2436	2265/11.1	10.2	9.1	151	2.6	97	1278 KRJY-F
11. WKXX-F (C)	85/ 2.4	3.0	2.1	1.8	1.7	2.3	104/ 1603	1258/ 6.2	6.5	5.2	150	2.2	80	137 WKXX-F
12. KATZ (B)	70/ 2.0	1.6	1.9	2.2	2.1	1.9	70/ 797	797/ 3.9	4.9	5.0	145	2.4	88	795 KATZ
13. WMRY-F (AOR)	58/ 1.6	1.5	2.3	2.0	2.6	1.9	58/ 1078	1078/ 5.3	6.4	7.0	144	.8	31	725 WMRY-F
14. KSTZ-F (AC)	56/ 1.6	1.7	1.3	.9	--	1.4	98/ 1626	1138/ 5.6	4.7	--	125	.8	30	673 KSTZ-F
15. KUSA (C)	50/ 1.4	1.7	1.8	1.6	1.8	1.6	91/ 1836	1064/ 5.2	4.7	5.3	114	2.0	75	907 KUSA
16. WESL (R/G)	48/ 1.4	1.2	1.1	1.1	1.4	1.2	48/ 534	534/ 2.6	2.7	2.5	86	.5	19	324 WESL
17. KFUD-F (CL)	46/ 1.3	1.1	1.0	1.3	1.2	1.2	47/ 1048	1023/ 5.0	4.1	4.1	108	.6	21	561 KFUD-F
18. KXOK (T)	45/ 1.3	.6	.4	.5	.5	.7	48/ 972	853/ 4.2	2.9	3.1	54	.5	19	665 KXOK
19.														
20.														
21.														
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 69.54% (2310 of 3322) (FAL 87: 61.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KLOU-F	1. KSHE-F>	1. KSHE-F>	1. KSHE-F<	1. WMOX	1. KMOX>>	1. KMOX>>	1. KMOX	1. KMOX>	1. KMOX	1. KMOX>>
2. KMJM-F	2. KSD-F	2. KSD-F	2. KSD<<	2. KSHE-F<	2. KEZK-F>	2. KSHE-F	2. KEZK-F	2. KSHE-F	2. KMJM-F>	2. KMJM-F
3. WKBQ-F	3. KMJM-F	3. KMOX	3. KMOX	3. KSD-F	3. WILF>	3. KSD-F	3. KSHE-F>	3. KEZK-F	3. KSHE-F	3. WIL-F
4. KSHE-F	4. KYKY-F	4. KMJM-F	4. KYKY-F	4. KEZK-F	4. WIL-F	4. KYKY-F	4. KSD-F	4. KSD-F	4. WKBQ-F	4. KSHE-F<
5.	5. KLOU-F	5. KYKY-F	5. KEZK-F	5. WIL-F	5.	5. KEZK-F	5. KYKY-F	5. KLOU-F	5. KLOU-F	5. KEZK-F
6.	6. WKBQ-F	6. KLOU-F	6. KLOU-F<	6. KYKY-F	6.	6. KMJM-F	6. WIL-F	6. KMJM-F<	6. KEZK-F	6. KYKY-F
7.	7. KEZK-F<	7. KEZK-F	7. WIL-F	7. KLOU-F	7.	7. WIL-F	7. KLOU-F	7. WIL-F	WIL-F	7. KMOX-F
8.	8. KMOX	8.	8.	8. KRJY-F	8.	8.	8.	8. KYKY-F	8.	8. KSD-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.

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. KMJM-F>	1. KSHE-F	1. KSD-F	1. KSHE-F	1. KMOX	1. KSHE-F>>	1. KSHE-F>	1. KSD-F<	1. KSHE-F>	1. KMDX
2. KSHE-F>	2. KMJM-F	2. KSHE-F	2. KYKY-F	2. KEZK-F	2. KMJM-F	2. KSD-F>	2. KSHE-F>>	2. KSD-F	2. KSHE-F
3. KYKY-F	3. KSD-F	3. KYKY-F>	3. KMJM-F	3. KYKY-F	3. KSD-F>	3. KMJM-F>	3. KMOX	3. KMOX>	3. KSD-F>>
4. KLOU-F	4. KYKY-F>	4. KMJM-F	4. KSD-F	4. WIL-F	4. WKBQ-F	4. KMOX<	4. KYKY-F	4. KMJM-F	4. WIL-F
5. KSD-F	5. KLOU-F	5. KLOU-F	5. KEZK-F<	5. KSD-F	5. KLOU-F>	5. KYKY-F	5. KMJM-F	5. KLOU-F	5. KEZK-F
WKBQ-F	6. WKBQ-F	KRJY-F	6. KLOU-F	6. KSHE-F	6. WIL-F	6. WKBQ-F	6. KEZK-F	6. KYKY-F	6. KLOU-F<
7. KEZK-F	7. KEZK-F	7. WIL-F	7. KMOX	7. KLOU-F	7. WRYT	7. KLOU-F	7. WMRY-F	7. WIL-F	7. KYKY-F<
8. WMRY-F	8.	8. KEZK-F	8. WIL-F	8.	8.	8. F	8.	8. KEZK-F	8.

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE AND CUME RATING			
					%				
TOP 40/CHR/CONTEMP		127 (1)	127 (1)	3.8	8.4	KATZ-F	100.3	Alton	1.0/3.9
AOR/CLASSIC		653 (3)	653 (3)	19.7	13.2	KGLD	1380	St. Louis	1.1/4.4
AC/OLDIES/SOFT ROCK	40 (1)	597 (5)	637 (6)	19.2	16.5	KLPW	1220	Union	.5/ .6
MOR/VARIETY/FULL					0.4	KLTH-F	97.1	Florissant/St. Louis	.8/3.0
COUNTRY	78 (2)	290 (2)	368 (4)	11.1	9.2	KSIV	1320	Clayton/St. Louis	.4/1.3
BLACK/URBAN	70 (1)	269 (2)	339 (3)	10.2	12.2	KXEN	1010	Festus/St. Louis	.3/ .7
BTFL/EZ		297 (1)	297 (1)	8.9	7.4	WCBW-F	104.9	Columbia/St. Louis	.9/3.0
NEWS/TALK	652 (2)		652 (2)	19.6	23.5	WEW	770	St. Louis	.7/2.0
NOSTALGIA	41 (2)		41 (2)	1.2	3.7	WGNU	920	Granite City	.7/1.9
RELIGION/GOSPEL	72 (3)	31 (1)	103 (4)	3.1	3.0	WIL	1430	St. Louis	.8/3.3
SPANISH						WKLL	590	Wood River/St. Louis	.5/2.5
CLASSICAL		46 (1)	46 (1)	1.4	1.3	WRYT	1080	Edwardsville	.5/ .7
JAZZ/NEW AGE									
OTHERS/UNKNOWN	59 (3)		59 (3)	1.8	0.9				
			3322 (30)						

RATIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN, \$ 42.00 (K & P)	Interurban
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	ABC-D, \$ 38.00 (Republic)	Chase
KMOX, 1120, 50 KW	, TALK	CBS, \$335.00 (CBS)	CBS
KSIV, 1320, 5 KW/125 W	, RELIGION	, \$ 18.00 (---)	Bott
KSTL, 690, 1 KW (DAYS)	, RELIGION	, \$ 14.00 (---)	
KUSA, 550, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ 52.00 (Mc-Guild)	Gannett
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 12.00 (---)	Mid American Gospel
KXOK, 630, 5 KW (DA-2)	, TALK	MBS, ABC-T, \$ 35.00 (HNWH)	
WESL, 1490, 1 KW/250 W (DA-1)	, BLACK	SBN, \$ 24.00 (K & P)	
WEW, 770, 1 KW (DAYS)	, NOSTALGIA	, \$ 24.00 (---)	
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-E, \$ NA (Banner)	Heritage
WKLL, 590, 1 KW (DA-1)	, NOSTALGIA	NBC, \$ 50.00 (MMR)	Adams

FM STATIONS

KRJY, 93.7, 100 KW @ 650, SOFT AC	ABC-F, \$ 53.00 (Banner)		
KATZ, 100.3, 50 KW @ 495, BLACK	NBN, \$ 37.00 (K & P)	Interurban	(ALTON, IL)
KEZK, 102.5, 100 KW @ 500, BTFL/EZ	, \$ 90.00 (MMR)	Adams	
KFUO, 99.1, 100 KW @ 557, CLASSICAL	, \$ 45.00 (CMBS)		
KLOU, 103.3, 100 KW @ 1212, OLDIES	CBS-R, \$ 73.00 (CBS)	CBS	
KLTH, 97.1, 100 KW @ 560, AC/JAZZ/NEW AGE	SMN, \$ 43.00 (HNWH)		
KMJM, 101.7, 100 KW @ 1019, URBAN	, \$ 90.00 (Christal)	Noble	
KSD, 93.7, 100 KW @ 850, CLASSIC ROCK	, \$ 85.00 (Mc-Guild)	Gannett	
KSHE, 94.7, 100 KW @ 1019, AOR	, \$155.00 (Katz)	Emmis	
KYKY, 98.1, 100 KW @ 580, AC	, \$118.00 (MMR)	EZ	
WCBW, 104.9, 3 KW @ 235, RELIGION	, \$ 20.00 (---)	Universal	
WIL, 92.3, 97 KW @ 900, COUNTRY	ABC-E, \$ 68.00 (Banner)	Heritage	
WKBQ, 106.5, 39 KW @ 592, CHR	, \$ 62.00 (Republic)	Chase	
WKKX, 104.1, 50 KW @ 500, COUNTRY	, \$ 43.00 (---)		(JERSEYVILLE, IL)
WMRY, 101.1, 50 KW @ 320, AOR	, \$ 51.00 (Torbet)		

CALLS

KHTR changes to KLOU
 WRTH changes to WKLL (Sept)

FORMATS

KLOU: From CHR to OLDIES (Oct)

SALES

SALINAS - MONTEREY - SANTA CRUZ

Arbitron Rank/Pop (12+): 75/487,600

Stations: 32/11
Diaries: 887/550:1/50.5%
Sample Target: 860
% Below Line: 28.4%
% Not Listed: 14.1%

1988 Revenue: \$11,500,000
HH Inc.: \$38,420
Retail \$: 3.6 Bil
Pop per Station: 44,327
#1 Biller: KWAU-F \$1,700,000

MSA Rank/Pop: Salinas/Monterey - 133/355,600
ADI #106 Santa Cruz - NA
Average Person Ratings: 16.7
Market TSL: 22.5 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KDON-F (CHR)	71/8.7	9.2	8.9	8.8	6.8	8.9	75/1170	1072/22.0	20.8	20.9	59	10.6	90	1331	KDON-F
2. KGO (N/T)	61/7.5	7.5	7.6	8.3	6.8	7.7	68/ 803	701/14.4	16.5	15.2	53	7.4	63	732	KGO
3. KWSS-F (CHR)	55/6.8	8.8	7.3	6.9	7.8	7.5	61/1026	945/19.4	18.7	21.0	100	9.3	79	1187	KWSS-F
4. KWAU-F (AC)	48/5.9	3.0	3.9	4.2	4.3	4.3	48/ 693	693/14.2	13.1	13.3	151	3.6	31	532	KWAU-F
5. KOCN-F (AC)	42/5.2	3.0	3.3	3.3	4.9	3.7	42/ 426	426/ 8.7	9.3	9.6	144	3.5	30	276	KOCN-F
6. KMBY-F (AOR)	41/5.0	4.2	4.2	5.8	4.9	4.8	41/ 582	582/11.9	11.4	11.3	112	8.8	75	786	KMBY-F
7. KTOM-F (C)	34/4.2	4.4	3.4	4.0	4.8	4.0	38/ 512	490/10.0	8.9	11.2	117	5.4	46	432	KTOM-F
8. KXDC-F (EZ)	32/3.9	1.7	1.2	.7	1.4	1.9	32/ 263	263/ 5.4	3.5	2.8	72	.8	7	110	KXDC-F
9. KBOQ-F (CL)	28/3.4	2.5	2.2	3.2	3.6	2.8	29/ 441	429/ 8.8	6.6	8.6	76	3.8	32	376	KBOQ-F
KBAY-F (EZ)	28/3.4	4.0	5.3	3.8	7.0	4.1	31/ 510	453/ 9.3	10.0	13.5	47	3.6	31	301	KBAY-F
11. KCTY (SP)	27/3.3	3.1	5.7	4.2	3.5	4.1	27/ 261	261/ 5.4	6.6	5.6	148	2.6	22	328	KCTY
12. KPIG-F (C)	26/3.2	2.5	1.8	1.5	---	2.3	26/ 295	276/ 5.7	4.6	---	131	1.6	14	172	KPIG-F
13. KCBS (N/T)	24/2.9	3.4	4.4	2.5	2.8	3.3	25/ 515	463/ 9.5	10.6	9.5	72	1.5	13	320	KCBS
14. KRAY-F (SP)	18/2.2	1.0	2.0	3.3	1.9	2.1	18/ 228	228/ 4.7	4.1	4.1	150	.7	6	93	KRAY-F
KHIP-F (AOR)	18/2.2	1.8	2.1	2.9	2.0	2.3	22/ 382	352/ 7.2	6.2	8.1	105	2.2	19	235	KHIP-F

12+ FM SHARE (METRO): 73.39% (513 OF 699) (FAL 87: 68.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDON-F>	1. KDON-F	1. KDON-F<	1. KWAU-F	1. KWAU-F	1. KGO	1. KGO	1. KDON-F	1. KDON-F	1. KDON-F	1. KDON-F
2. KWSS-F>>	2. KMBY-F	2. KWAU-F	2. KOCN-F<	2. KOCN-F	2. KXDC-F	2. KWSS-F	2. KWAU-F	2. KWAU-F	2. KWSS-F	2. KBAY-F
3.	3. KWSS-F	3. KMBY-F	3. KWSS-F	3. KWSS-F	3. KTOM-F	3. KDON-F	3. KOCN-F	3. KGO	3. KGO	3. KCTY <
4.	4. KOCN-F	4. KOCN-F	4. KMBY-F	4. KMBY-F	4. KWAU-F	4. KWAU-F	4. KGO	4. KMBY-F	4. KMEL-F	4. KMBY-F
5.	5. KWAU-F	5. KWSS-F	5. KDON-F	5. KDON-F	5. KBOQ-F	5. KOCN-F	5. KMBY-F	5. KOCN-F	5. KMBY-F	KWAU-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. KDON-F>>	1. KDON-F	1. KOCN-F	1. KDON-F	1. KWAU-F	1. KMBY-F	1. KMBY-F>	1. KMBY-F	1. KMBY-F>	1. KMBY-F
2. KOCN-F	2. KOCN-F	2. KWAU-F	2. KWAU-F	2. KOCN-F	2. KDON-F	2. KWSS-F	2. KRAY-F	2. KPIG-F	2. KWSS-F
3. KWSS-F	3. KWAU-F	3. KDON-F	3. KOCN-F	3. KDON-F	3. KMEL-F	3. KDON-F	3. KWSS-F	3. KWSS-F	3. KWAU-F
4. KCTY	4. KWSS-F	4. KWSS-F	4. KWSS-F	4. KWSS-F	4. KPIG-F	4. KPIG-F	4. KWAU-F	4. KDON-F	4. KPIG-F
KMEL-F	5. KCTY-F	5. KCTY	5. KCTY	5. KTOM-F	5. KHIP-F	5. KRAY-F	5. KPIG-F	5. KWAU-F	5. KRAY-F
6. KWAU-F		KMBY-F			6. KWSS-F		6. KDON-F		

FORMATS	AM	FM	TOTAL	%	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		140 (3)	140 (3)	20.0	17.6		KDON 1460 Salinas .5/2.9
AOR/CLASSIC		82 (4)	82 (4)	11.7	10.3		KKMC 880 Gonzales 1.0/2.4
AC/OLDIES/SOFT ROCK		95 (3)	95 (3)	13.6	11.8		KLFA-F 93.9 King City 1.5/2.8
MOR/VARIETY/FULL	9 (1)		9 (1)	1.3	2.6		KLRS 1080 Santa Cruz .9/2.8
COUNTRY	13 (1)	60 (2)	73 (3)	10.4	7.7		KLRS-F 99.1 Santa Cruz 1.6/5.7
BLACK/URBAN					1.0		KNZS 1540 Capitola .7/2.1
BTFL MUSIC/EZ	3 (1)	65 (3)	68 (4)	9.7	10.3		KOMY 1340 Watsonville 1.0/3.9
NEWS/TALK	91 (3)		91 (3)	13.0	12.5		KTGE 1570 Salinas 1.1/3.1
NOSTALGIA	15 (2)		15 (2)	2.1	5.4		KTOM 1380 Salinas 1.6/3.7
RELIGION/GOSPEL	8 (1)		8 (1)	1.1			KXDC 630 Monterey .4/1.7
SPANISH	40 (3)	30 (2)	70 (5)	10.0	14.0		KABL-F 98.1 San Francisco .6/1.0
CLASSICAL		28 (1)	28 (1)	4.0	4.7		KARA-F 105.7 Santa Clara .6/2.6
JAZZ/NEW AGE		13 (1)	13 (1)	1.9	2.3		KFRC 610 San Francisco .9/1.4
OTHERS/UNKNOWN	7 (1)		7 (1)	1.0			KMEL-F 106.1 San Francisco 1.7/3.9
RADIO STATIONS	186 (13)	513 (19)	699 (32)				KNBR 680 San Francisco 1.1/4.6
							KOME-F 98.5 San Jose 1.7/4.7
							KSJO-F 92.3 San Jose 1.1/4.3

KCTY, 980, 1 KW @ 480 W (DA-1)		HISPANIC		\$ 26.00 (Lotus)		
KDON, 1460, 5 KW (DA-1)		HISPANIC		SMN, \$ 15.00 (Katz)	Henry	
KOMY, 1340, 1 KW		NOSTALGIA		MBS, \$ 12.00 (Radio Time)		(WATSONVILLE)
KTGE, 1570,		HISPANIC		\$ 17.00 (Katz Hisp.)		
KTOM, 1380, 5 KW (DA-2)		COUNTRY		ABC-E, \$ 20.00 (MMR)	Comm. Pacific	
KBOQ-F, 92.7, 1 KW @ 570,		CLASSICAL		\$ 24.00 (Durpetti)		(MARINA)
KDON-F, 102.5, 19 KW @ 2270,		CHR		\$ 37.00 (Katz)	Henry	
KHIP-F, 93.5, 3 KW @ ??,		CLASSIC ROCK		\$ NA (Eastman)		(HOLLISTER)
KLFA-F, 93.9, 6 KW @ 700,		HISPANIC		\$ 20.00 (Caballero)		(KING CITY)
KLRS-F, 99.1, 1 KW @ 2890,		NEW AGE		\$ 28.00 (Mc-Guild)	Fuller-Jeffrey	
KMBY-F, 107.1, 1 KW @ 1570,		AOR		\$ 31.00 (Banner)		
KOCN-F, 104.9, 1 KW @ 500,		AC		MBS, \$ 22.00 (Torbet)		
KRAY-F, 103.9, 3 KW @ 165,		HISPANIC		\$ 26.00 (Lotus)		
KTOM-F, 100.7, 1 KW @ 2575,		COUNTRY		ABC-E, \$ 30.00 (MMR)	Comm. Pacific	
KWAU-F, 96.9, 18 KW @ 2575,		AC		APR, \$ 43.00 (HNWH)	Buckley	
KXDC-F, 101.7, 1 KW @ 590,		BTFL/EZ		\$ 15.00 (Christal)	Woods	

MISCELLANEOUS COMMENTS KXDC A/F sold by Woods for \$2,650,000 (Blackburn)... KSCU changes to KLRS-AM (Nov.)...

SALT LAKE CITY

Arbitron Rank/Pop (12+): 37/999,300

Stations: 31/31
Diaries: 1337/747:1/59.3%
Sample Target: 1240
% Below Line: 0 %
% Not Listed: 6.7%

1988 Revenue: \$28,200,000
HH Inc.: \$30,695
Retail \$: 6.0 Bill
Pop per Station: 32,235
#1 Biller: KSL \$4,500,000

MSA Rank/Pop: 45/1,061,100

ADI #41

Average Person Ratings: 15.8

Market TSL: 20.8 Hours

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ METRO		SPG		FAL		% 25-54			BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	88	88	87	87		CUME	RATING	88	87	CONVERSION	CONVERSION	CONVERSION						
1. KSFI-F (EZ)	157/10.0	7.0	7.9	9.8	11.0	8.7	190/2367	1960/19.6	16.7	20.7	91	4.0	71	1076	KSFI-F					
2. KKAT-F (C)	152/ 9.6	11.4	9.0	8.9	10.8	9.7	173/2341	1971/19.7	17.6	18.1	121	10.4	184	1850	KKAT-F					
3. KISN-F (CHR)	124/ 7.9	9.3	10.6	7.8	7.2	8.9	147/2360	1994/20.0	26.1	17.9	77	8.1	144	2464	KISN-F					
4. KCPX-F (CHR)	115/ 7.3	8.3	9.3	8.4	7.8	8.3	140/2465	2205/22.1	22.9	19.0	64	10.4	184	2353	KCPX-F					
5. KSL (MOR)	110/ 7.0	7.4	7.2	7.9	9.3	7.4	135/2951	2420/24.2	20.0	25.1	103	8.6	153	2444	KSL					
6. KRSP-F (AOR)	99/ 6.3	7.6	8.9	7.8	6.9	7.7	107/1998	1838/18.4	19.9	18.6	89	9.8	174	2076	KRSP-F					
7. KSOP A/F (C)	67/ 4.2	8.2	6.1	5.2	6.8	6.2	94/1658	1283/12.8	12.7	15.6	126	5.1	90	1050	KSOP A/F					
8. KBER-F (AOR)	64/ 4.1	2.2	2.6	3.4	2.1	3.1	66/1018	940/ 9.4	7.8	6.6	44	4.1	73	1149	KBER-F					
9. KMGR-F (AC)	63/ 4.0	3.6	4.0	4.3	3.2	4.0	63/ 844	831/ 8.3	9.0	7.1	153	2.7	48	837	KMGR-F					
10. KALL (AC)	58/ 3.7	2.4	2.1	3.9	3.3	3.0	61/1056	1031/10.3	7.5	8.8	116	4.2	74	1058	KALL					
11. KTKK (T)	53/ 3.4	1.8	2.8	2.5	1.6	2.6	54/ 583	578/ 5.8	4.6	3.5	71	3.2	57	474	KTKK					
12. KLZX-F (AOR)	52/ 3.3	3.4	2.5	2.2	1.7	2.9	55/ 877	813/ 8.1	6.6	5.3	155	4.4	78	879	KLZX-F					
13. KJQN-F (AOR)	51/ 3.2	2.8	1.4	.4	---	2.0	52/ 618	565/ 5.7	3.1	---	47	4.3	77	825	KJQN-F					
14. KLCY-F (AC)	51/ 3.2	3.2	3.6	3.7	5.0	3.4	64/1143	945/ 9.5	8.9	9.2	147	2.4	42	813	KLCY-F					
15. KDAB-F (J/NA)	33/ 2.1	1.8	2.1	3.0	2.0	2.3	34/ 535	492/ 4.9	5.6	4.0	138	2.1	37	552	KDAB-F					
16.																				
17.																				
18.																				
19.																				
20.																				
21.																				
22.																				
23.																				
24.																				
25.																				

12+ FM SHARE (METRO): 75.95% (1118 OF 1472) (FAL 87: 75.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KCPX-F	1. KRSP-F	1. KKAT-F	1. KKAT-F	1. KKAT-F	1. KSFI-F	1. KKAT-F	1. KSFI-F	1. KSFI-F	1. KISN-F	1. KSL
2. KISN-F	2. KISN-F	2. KISN-F	2. KSFI-F	2. KSFI-F	2. KSL	2. KKAT-F	2. KKAT-F	2. KKAT-F	2. KRSP-F	2. KRSP-F
3.	3. KKAT-F	3. KRSP-F	3. KISN-F	3. KSL	3. KKAT-F	3. KSFI-F	3. KCPX-F	3. KISN-F	3. KCPX-F	3. KMGR-F
4.	4. KCPX-F	4. KSFI-F	4. KMGR-F	4. KISN-F	4. KSOP-AF	4. KRSP-F	4. KISN-F	4. KCPX-F	4. KSFI-F	4. KTKK
5.	5. KBER-F	5. KCPX-F	5. KSL	5. KMGR-F	5. KALL	5. KCPX-F	5. KMGR-F	5. KRSP-F	5. KRSP-F	5. KSFI-F
6.	6. KLZX-F	6. KMGR-F	6. KLZX-F	6. KRSP-F	6. KTKK	6. KISN-F	6. KRSP-F	6. KSL	6. KSL	6. KISN-F
7.	7. KMGR-F	7.	7. KSOP-AF	7. KSOP-AF	7.	7. KALL	7. KSOP-AF	7. KMGR-F	7. KJQN-F	7. KKAT-F
8.	8. KJQN-F	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. KISN-F	1. KISN-F	1. KISN-F	1. KKAT-F	1. KKAT-F	1. KBER-F	1. KRSP-F	1. KRSP-F	1. KKAT-F	1. KKAT-F
2. KCPX-F	2. KCPX-F	2. KKAT-F	2. KISN-F	2. KSFI-F	2. KRSP-F	2. KBER-F	2. KLZX-F	2. KRSP-F	2. KRSP-F
3. KRSP-F	3. KKAT-F	3. KCPX-F	3. KCPX-F	3. KCPX-F	3. KKAT-F	3. KKAT-F	3. KKAT-F	3. KBER-F	3. KSL
4. KKAT-F	4. KRSP-F	4. KLSFI-F	4. KSFI-F	4. KISN-F	4. KJQN-F	4. KLZX-F	4. KISN-F	4. KLZX-F	4. KSFI-F
5. KJQN-F	5. KMGR-F	5. KMGR-F	5. KMGR-F	5. KLCY-F	5. KCPX-F	5. KCPX-F	5. KMGR-F	5. KSL	5. KLZX-F
6. KBER-F	6. KLCY-F	6. KLZX-F	6. KLCY-F	6. KMGR-F	6.	6. KISN-F	6. KBER-F	6. KSFI-F	6. KMGR-F
7.	7. KSFI-F	7. KRSP-F	7. KSL	7.	7.	7. KJQN-F	7.	7. KISN-F	7. KISN-F
8.	8.	8.	8.	8.	8.	8.	8. KDAB-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FAL 87

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
TOP 40/CHR/CONTEMP		239 (2)	239 (2)	16.2	18.3	KBZE-F	99.5	Bountiful	.6/2.0
AOR/CLASSIC	20 (1)	296 (6)	316 (7)	21.5	9.7	KCGL-F	105.5	Salt Lake City	.6/1.7
AC/OLDIES/SOFT ROCK	101 (4)	151 (4)	252 (8)	17.1	20.0	KDYL	1280	Salt Lake City	1.0/2.8
MOR/VARIETY/PULL	110 (1)		110 (1)	7.5	11.4	KEMX	1320	Salt Lake City	.3/2.0
COUNTRY	7 (1)	212 (2)	219 (3)	14.9	20.6	KFAM	700	N. Salt Lake City	1.4/2.3
BLACK/URBAN						KKGB-F	97.9	Ogden	1.1/4.4
BTFL MUSIC/EZ		157 (1)	157 (1)	10.7	13.0	KLUB	570	Salt Lake City	.1/1.9
NEWS/TALK	53 (1)		53 (1)	3.6	1.7	KRPN-F	107.9	Roy	1.2/3.6
NOSTALGIA	37 (2)		37 (2)	2.5	2.1	KRSP	1060	S. Salt Lake City	1.5/4.5
RELIGION/GOSPEL	24 (1)	10 (1)	34 (2)	2.3		KSOS-F	106.9	Brigham	.6/2.2
SPANISH						KSRR	1400	Provo	1.0/2.5
CLASSICAL						KTOU-F	94.9	Provo	.8/2.8
JAZZ/NEW AGE		33 (1)	33 (1)	2.2	3.2	KUTR	860	Salt Lake City	1.5/4.4
OTHERS/UNKNOWN	2 (1)	20 (2)	22 (3)	1.5		KZOL-F	96.1	Provo	1.1/6.3
						KZQQ	1550	West Valley City	1.3/2.5
	354 (12)	1118 (19)	1472 (31)						

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC	MBS, \$ 45.00 (Eastman)	Hatch
KBBX, 1600, 5 KW/1 KW (DA-N), RELIGION	, \$ 8.00 (---)	Mid America Gospel
KEMX, 1320, 5 KW (DA-1), OLDIES/AC	CBS, \$ 21.00 (Katz)	John Price
KDYL, 1280, 5 KW/500 W (DA-N), NOSTALGIA	SMN, \$ 24.00 (CBS)	
KLUB, 570, 5 KW (DA-1), NOST/MOR	NBC, \$ 29.00 (Mc-Guild)	
KRSP, 1060, 10 KW/1 KW (DA-N), OLDIES	ABC-D, \$ 20.00 (Durpetti)	
KSL, 1160, 50 KW, MOR	CBS, \$106.00 (MMR)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2), TALK	ABC-T, \$ 31.00 (---)	
KUTR, 860, 50 KW (DAYS), AC	, \$ 20.00 (Christal)	Citadel

FM STATIONS

KCGL, 105.5, 500 W @ 650, RELIGION	, \$ 12.00 (---)	Mid America Gospel
KCPX, 98.7, 27 KW @ 2930, CHR	, \$ 60.00 (Katz)	John Price (PROVO)
KZOL, 96.1, 55 KW @ 2620, OLDIES	, \$ 30.00 (HNWH)	Cook Inlet
KISN, 97.1, 26 KW @ 3650, CHR	, \$ 59.00 (Mc-Guild)	(OGDEN)
KKAT, 101.9, 26 KW @ 3740, COUNTRY	, \$ 65.00 (Banner)	Brown
KLCY, 94.1, 24 KW @ 3030, AC	US 1, ABC-C, \$ 56.00 (Eastman)	Hatch
KLZX, 93.3, 26 KW @ 3734, CLASSIC ROCK	, \$ 40.00 (Christal)	Citadel
KMGR, 107.5, 46 KW @ 2796, SOFT AC	, \$ 44.00 (HNWH)	Bingham (OREM)
KRSP, 103.5, 28 KW @ 3630, AOR	ABC-R, \$ 58.00 (Durpetti)	
KSFI, 100.3, 26 KW @ 3740, BTFL/EZ	, \$ 80.00 (CBS)	
KSOP, 104.3, 25 KW @ 3650, COUNTRY	, \$ 52.00 (MMR)	
KKGB, 97.9, 26 KW @ 3770, AOR	, \$ 27.00 (Christal)	(OGDEN)
KDAB, 101.1, 25 KW @ 3740, JAZZ/NEW AGE	US 2, \$ 32.00 (HNWH)	Albamar (OGDEN)
KBER, 106.5, ___ KW @ ??, AOR	SOURCE, \$ 23.00 (Torbet)	(SPANISH FORK)

CALL LETTER CHANGES

KZAN changes to KKGB (Oct.)
 KTOU changes to KXHT (Jan.)
 KPMY changes to KZOL

FORMAT CHANGES

KGB: From Country to AOR (Aug.)
 KZHT: From AOR to Hybrid CHR (Jan.)
 KZOL: From CHR to Oldies

STATION SALES

KTOU-F (Provo): Sold for \$940,000
 (Hogan-Feldman)

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,027,900

Stations: 28/26

1988 Revenue: \$36,800,000

MSA Rank/Pop: 38/1,306,000

Diaries: 1255/819:1/51.8%

HH Inc.: \$31,204

ADI #44

Sample Target: 1200

Retail \$: 7.7 Bil

Average Person Ratings: 17.8

% Below Line: 0.7%

Pop per Station: 39,535

Market TSL: 23.5 Hours

% Not Listed: 6.7%

#1 Biller: WOAI \$4,200,000

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		FAL 87	FAL 87	%	25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	88	88	87	88				88									
1. KCYY-F (C)	188/10.3	5.8	7.7	6.6	4.4	7.6	224/2647	2214/21.5	15.2	12.8	130	9.5	172	1831	KCYY-F				
2. KQXT-F (EZ)	140/ 7.6	4.8	8.6	8.3	7.7	7.3	158/1838	1503/14.6	15.7	16.6	83	4.4	79	1021	KQXT-F				
3. KITY-F (CHR)	129/ 7.0	9.2	9.1	8.0	7.7	8.3	139/2166	2006/19.5	19.3	17.2	43	12.7	230	2535	KITY-F				
KCOR (SP)	129/ 7.0	6.0	8.4	4.9	9.7	6.6	130/ 912	898/ 8.7	9.4	10.9	86	3.7	66	967	KCOR				
5. WOAI (N/T)	117/ 6.4	6.4	4.6	5.6	6.2	5.8	170/2300	1530/14.9	13.1	15.5	67	4.9	88	1342	WOAI				
6. KTFM-F (U/SP)	105/ 5.7	6.8	8.0	8.2	8.0	7.2	109/1997	1845/17.9	22.3	23.0	82	8.7	157	2639	KTFM-F				
7. KAJA-F (C)	100/ 5.5	4.6	4.4	5.5	5.2	5.0	107/1690	1569/15.3	13.6	13.7	133	6.4	115	1224	KAJA-F				
8. KSMG-F (AC)	99/ 5.4	5.1	3.6	2.8	3.1	4.2	116/1656	1423/13.8	10.3	11.3	131	5.4	97	1113	KSMG-F				
9. KISS-F (AOR)	86/ 4.7	5.6	6.9	7.6	8.4	6.2	105/1730	1485/14.4	15.8	16.2	85	8.6	155	2215	KISS-F				
10. KZEP-F (AOR)	82/ 4.5	3.3	3.8	4.1	3.0	3.9	86/1219	1127/11.0	9.1	8.6	162	4.7	84	987	KZEP-F				
11. KKYX (C)	72/ 3.9	4.3	2.9	2.6	3.8	3.4	196/2186	914/ 8.9	8.2	9.5	79	3.8	69	966	KKYX				
12. KTSA (MOR)	64/ 3.5	2.0	1.4	3.2	2.8	2.5	92/1422	1003/ 9.9	8.1	9.6	97	2.3	41	1197	KTSA				
13. KSAQ-F (CHR)	63/ 3.4	3.2	2.7	2.7	2.9	3.0	65/1405	1322/12.9	11.8	12.0	32	4.2	75	1545	KSAQ-F				
14. KMMX-F (AC)	62/ 3.4	3.8	4.9	5.4	4.6	4.4	66/1087	1015/ 9.9	12.8	11.9	129	2.9	52	1122	KMMX-F				
15. KONO (O)	54/ 2.9	4.1	4.2	5.2	2.5	4.1	60/1037	933/ 9.1	10.2	8.5	145	4.3	77	1120	KONO				
16. KZVE-F (SP)	40/ 2.2	3.2	4.4	3.3	2.9	3.3	43/ 518	442/ 4.3	10.7	7.7	82	.7	13	173	KZVE-F				
17. KEDA (SP)	37/ 2.0	2.7	2.3	3.3	2.5	2.6	40/ 619	587/ 5.7	5.7	5.0	90	1.4	25	414	KEDA				
18.																			
19.																			
20.																			
21.																			
22.																			
23.																			
24.																			
25.																			

12+ FM SHARE (METRO): 65.59% (1121 OF 1709) (FAL 87: 61.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KITY-F>>	1. KCYY-F>	1. KCYY-F>	1. KCYY-F>	1. KCYY-F>	1. KQXT-F	1. KCYY-F	1. KCYY-F	1. KCYY-F>	1. KITY-F>	1. WOAI >
2. KTFM-F>	2. KISS-F	2. KSMG-F	2. KZEP-F	2. KAJA-F	2. WOAI	2. WOAI	2. KQXT-F>	2. KQXT-F	2. KTFM-F	2. KCYY-F
3. KSAQ-F>	3. KZEP-F	3. KAJA-F	3. KAJA-F	3. KAJA-F	3. KCOR	3. KCOR	3. KITY-F	3. KITY-F	3. KCYY-F	3. KAJA-F
4. KISS-F	4. KITY-F	4. KZEP-F	4. KSMG-F	4. KSMG-F	4. KCOR	4. KCYY-F	4. KITY-F	4. KSMG-F	4. KAJA-F	4. KISS-F
5.	5. KSMG-F	5. KISS-F	5. KQXT-F	5. KQXT-F	5. KKYX-F	5. KQXT-F	5. WOAI <	5. WOAI <	5. KSMG-F	5. KZEP-F
6.	6. KTFM-F	6. KITY-F<	6. KCOR	6. KCOR	6. KAJA-F	6. KAJA-F<	6. KAJA-F	6. KTFM-F	6. KSAQ-F<	6. KMMX-F
7.	7. KAJA-F	7. KTFM-F	7. KTFM-F	7. KTFM-F	7. KTFM-F	7. KKYX <	7. KSMG-F	7. KQXT-F	7. KQXT-F	7. KQXT-F
8.	KMMX-F	8.	8.	8.	8.	8. KTFM-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. KSAQ-F	1. KCYY-F>	1. KCYY-F	1. KCYY-F>	1. KCYY-F>	1. KISS-F	1. KISS-F>	1. KZEP-F	1. KCYY-F	1. KCYY-F
2. KITY-F	2. KITY-F	2. KMMX-F	2. KSMG-F<	2. KCOR	2. KITY-F	2. KZEP-F	2. KISS-F	2. KISS-F	2. KZEP-F
3. KCYY-F	3. KMMX-F	3. KZEP-F	3. KAJA-F	3. KAJA-F	3. KSMG-F	3. KCYY-F	3. KCYY-F	3. KZEP-F	3. KISS-F
4. KMMX-F	4. KTFM-F	4. KTFM-F	4. KTFM-F	4. KSMG-F	4. KCYY-F	4. KSMG-F	4. KSMG-F	4. KSMG-F	4. KAJA-F
KTFM-F	5. KSAQ-F	5. KAJA-F	5. KITY-F<	5. KTFM-F	KTFM-F	5. KITY-F	5. KAJA-F	5. KAJA-F	KSMG-F
6. KISS-F	6. KZEP-F	6. KSMG-F	6. KMMX-F<	6. KQXT-F	6. KSAQ-F	6. KTFM-F	6. KCOR-F	6. KITY	6. WOAI
KZVE-F	7. KAJA-F	7. KCOR	7. KCOR	7.	KZVE-F	7. KAJA-F	7. WOAI	7. WOAI	7. KQXT-F
8.	KSMG-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.

FORMATS	FAL 87					OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%				
TOP 40/CHR/CONTEMP	15 (1)	192 (2)	207 (3)	12.1	20.0	KCHL	1480	San Antonio	.7/1.8
AOR/CLASSIC		168 (2)	168 (2)	9.8	11.9	KFAN-F	101.1	Fredricksburg	1.1/4.1
AC/OLDIES/SOFT ROCK	54 (1)	182 (3)	236 (4)	13.8	13.7	KGNB	1420	New Braunfels	.4/1.4
MOR/VARIETY/FULL	72 (2)		72 (2)	4.2	0.8	KRIA	930	Terrill Hills	.3/1.5
COUNTRY	72 (1)	294 (3)	366 (4)	21.4	18.1	KSAH	720	Universal City	1.0/3.3
BLACK/URBAN	13 (1)	105 (1)	118 (2)	6.9		KSJL	760	San Antonio	.8/1.9
BTFL MUSIC/EZ		140 (1)	140 (1)	8.2	8.1	KSLR	630	San Antonio	1.3/3.8
NEWS/TALK	117 (1)		117 (1)	6.8	7.8	KXET	1250	San Antonio	.5/2.7
NOSTALGIA					1.1	KXTN	1310	San Antonio	.8/3.0
RELIGION/GOSPEL	23 (1)		23 (1)	1.3	1.2	KASE-F	100.7	Austin	.3/ .9
SPANISH	215 (6)	40 (1)	255 (7)	14.9	17.3	KCHG	810	Somerset	.4/ .9
CLASSICAL									
JAZZ/NEW AGE									
OTHERS/UNKNOWN	7 (1)		7 (1)	0.4					
588 (15) 1121 (13) 1709 (28)									

RADIO STATIONS

AM STATIONS

KCOR, 1350,	5 KW (DA-N)	, HISPANIC	, \$ 63.00	(Katz Hisp.)	Tichenor
KDRY, 110,	5 KW/1 KW (DA-N)	, RELIGION	, \$ 11.00	(---)	
KEDA, 1540,	5 KW/1 KW (DA-N)	, HISPANIC	, \$ 37.00	(Caballero)	
KFHM, 1160,	10 KW/1 KW (DA-2)	, HISPANIC	, \$ 19.00	(Roslin)	
KKYX, 680,	50 KW/10 KW (DA-N)	, COUNTRY	ABC-I, \$ 47.00	(Katz)	New City
KCHL, 1480,	2.5 KW (DAYS, DA)	, OLDIES	SMN, \$ 21.00	(Group W)	
KONO, 860,	5 KW/1 KW	, OLDIES	NBC, \$ 40.00	(Christal)	Genesis
KRIA, 930,	5 KW/1 KW (DA-N)	, HISPANIC	, \$ 28.00	(Lotus)	
KSAH, 720,	10 KW/1 KW (DA-2)	, HISPANIC	, \$ 20.00	(Caballero)	
KSLR, 630,	5 KW (DA-2)	, RELIGION	, \$ 18.00	(---)	
KTSA, 550,	5 KW (DA-N)	, MOR/HISPANIC	, \$ 42.00	(Banner)	
KXET, 1250,	1 KW (DA-N)	, HISPANIC	, \$ 30.00	(Lotus)	Lotus
WOAI, 1200,	50 KW	, NEWS/TALK	CBS, \$ 84.00	(HNWH)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 472,	COUNTRY	, \$ 75.00	(HNWH)	Clear Channel
KZVE, 107.5,	100 KW @ 1535,	HISPANIC	, \$ 51.00	(Eastman)	TK
KCYY, 100.3,	100 KW @ 580,	COUNTRY	, \$ 66.00	(Katz)	New City
KISS, 99.5,	100 KW @ 576,	AOR	ABC-R, \$ 69.00	(MMR)	Adams
KITY, 92.9,	100 KW @ 1020,	CHR	, \$ 59.00	(Christal)	Genesis
KMMX, 106.7,	100 KW @ 1030,	AC	, \$ 58.00	(Group W)	
KQXT, 101.9,	100 KW @ 700,	BTFL/EZ	US 1, CBS-R, \$ 58.00	(Group W)	Westinghouse
KSAQ, 96.1,	100 KW @ 480,	CHR	, \$ 43.00	(Eastman)	Inner City
KTFM, 102.7,	100 KW @ 670,	URBAN/HCR	, \$ 81.00	(Banner)	
KSMG, 105.3,	100 KW @ 1240,	OLDIES	, \$ 60.00	(CBS)	Rusk
KZEP, 104.5,	100 KW @ 750,	CLASSIC AOR	MBS, \$ 44.00	(Torbet)	Lotus

CALL LETTER CHANGES

KBUC-F: Changes to KZVE-F
KBUC: Changes to KXTN

FORMAT CHANGES

KSJL: From simulcasts to Z-Rock (Nov.)
KXTN, KZVE-F: From Country to Hispanic (Sept.)

STATION SALES

***** F O R M A T C O D E S *****	
* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk
* AC - Adult Contemporary	N - News
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music
* CL - Classical	G - Gospel
* C - Country	E - Ethnic
	? - Others or Unknown

SAN DIEGO

Arbitron Rank/Pop (12+): 19/1,985,100
 MSA Rank/Pop: 16/2,310,600
 ADI #24
 Average Person Ratings: 16.9
 Market TSL: 22.0 Hours

Stations: 39/30
 Diaries: 1846/1075:1/43.7%
 Sample Target: 1810
 % Below Line: 5.3%
 % Not Listed: 8.2%

1988 Revenue: \$78,000,000
 HH/ Inc: \$39,167
 Retail \$: 16.8 Bil
 Pop per Station: 66,170
 #1 Biller: KFMB \$10,000,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KKLQ A/F (CHR)	317/9.5	8.9	9.0	8.7	8.8	9.0		4056/20.4	18.3	17.6	76	11.5	382	4128 KKLQ A/F
2. KGB-F (AOR)	233/7.0	7.4	9.0	6.3	7.0	7.4		3329/16.8	15.8	13.4	91	13.5	470	4157 KGB-F
3. KFMB-F (CHR)	210/6.3	6.3	6.1	7.8	7.3	6.6		4028/20.3	19.2	20.9	114	6.5	227	4950 KFMB-F
4. KSDO (N/T)	208/6.2	6.8	7.3	8.1	6.1	7.1		2797/14.1	14.9	13.4	63	6.9	241	2893 KSDO
5. KJQY-F (EZ)	207/6.2	6.9	6.8	7.9	8.5	7.0		2624/13.2	13.7	14.6	69	4.2	146	2025 KJQY-F
6. KSON-F (C)	199/5.9	5.8	3.7	4.8	5.8	5.1		2390/12.0	10.1	11.9	122	4.8	168	1969 KSON-F
7. KFMB (MOR)	178/5.3	7.1	7.0	5.3	4.8	6.2		2494/12.6	15.5	12.2	113	4.6	161	1811 KFMB
8. XTRA-F (AOR)	170/5.1	5.2	5.2	5.4	4.9	5.2		3137/15.8	15.0	13.2	73	8.8	307	4464 XTRA-F
9. KPOP (BB)	144/4.3	2.8	4.9	3.1	3.4	3.8		1205/ 6.1	8.5	7.0	35	1.2	43	701 KPOP
10. KYXY-F (AC)	119/3.6	5.4	3.1	3.4	3.6	3.9		1737/ 8.8	9.2	8.9	158	3.6	124	1856 KYXY-F
11. KKYF-F (AC)	108/3.2	2.6	1.6	2.2	2.2	2.4		1897/ 9.6	6.2	7.4	134	2.7	93	1068 KKYF-F
12. KCBQ A/F (O)	99/2.9	4.1	3.7	3.6	3.4	3.6		1726/ 8.7	10.4	9.7	176	3.3	95	1187 KCBQ A/F
13. KIFM-F (J)	96/2.9	4.7	3.4	4.7	2.9	3.9		1832/ 9.2	8.1	9.5	152	2.7	93	1332 KIFM-F
14. XHRM-F (B)	95/2.8	2.2	3.2	2.8	4.1	2.8		1741/ 8.8	7.2	8.8	68	3.4	119	1462 XHRM-F
15. KFSD-F (CL)	94/2.8	2.7	1.9	2.8	3.2	2.6		1476/ 7.4	5.1	7.7	100	2.6	90	1129 KFSD-F
16. KGMG-F (AOR)	68/2.0	2.3	1.6	1.5	2.0	1.9		1168/ 5.9	5.9	4.7	165	1.4	47	732 KGMG-F
17. KSWV-F (J/NA)	55/1.6	1.5	2.0	2.1	1.5	1.8		1109/ 5.6	5.5	5.9	144	.7	24	710 KSWV-F
18.														
19.														
20.														
21.														
22.														
23.														
24.														
25.														

NOTE: San Diego's Metro and TSA are the same.

12+ FM SHARE (METRO): 71.96% (2210 of 3071) (FAL 87: 74.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKLQ AF>>1. KGB-F<	1. KKLQ AF<1. KKLQ AF<1. KFMB-F	1. KJQY-F<	1. KSDO	1. KJQY-F	1. KKLQ A/F>	1. KKLQ A/F>	1. KSDO<			
2. KFMB-F	2. KKLQ AF>2. KGB-F	2. KFMB-F	2. KKLQ A/F	2. KSDO	2. KKLQ AF<2. KKLQ A/F	2. KGB-F<	2. KGB-F>	2. KGB-F>		
3. XTRA-F	3. XTRA-F	3. KFMB-F	3. KGB-F	3. KSON-F	3. KSON-F	3. KFMB	3. KSON-F<	3. KSON-F	3. KSON-F	
4. XHRM-F	4. KFMB-F>	4. XTRA-F	4. KSON-F<	4. KGB-F	4. KFMB-F	4. KFMB-F	4. KFMB-F	4. KFMB	4. KFMB-F	
5. KGB-F	5. KKYF-F	5. KSON-F	5. KYKY-F	5. KFMB-F	5. KPOP	5. KGB-F	5. KFMB-F	5. XTRA-F	5. XTRA-F	5. KKLQ-F
6.	6. KCBQ A/F6. KYXY-F	6. KCBQ A/F6. KYXY-F	6. KYXY-F	6. KFMB-F	6. KFMB-F	6. KSON-F	6. KSON-F	6. KFMB<	6. KFMB-F	6. KJQY-F
7.	7. KGMG-F	7. KKYF-F	7. KFMB-F	7. KCBQ A/F	7. KFSD-F	7. KJQY-F	7. KPOP	7.	7. KJQY-F	7.
8.	XHRM-F<	8. KCBQ AF<8.	8.	8. KYXY-F	XTRA-F	8.	8.	8.	8.	8.
9.	9.	9. KFMB-F	9.	9.	9.	9.	9.	9.	9.	9.

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. KKLQ A/F	1. KKLQ-F	1. KFMB-F	1. KKLQ A/F1. KFMB-F	1. KFMB-F	1. KGM-F>>	1. KGB-F>>	1. KGB-F>	1. KGB-F>	1. KGB-F
2. XTRA-F	2. KFMB-F	2. KKLQ A/F>2. KFMB-F	2. KKLQ A/F	2. KKLQ A/F	2. KKLQ A/F<	2. KKLQ A/F	2. KKLQ A/F	2. KKLQ A/F	2. KSON-F
3. KFMB-F	3. XTRA-F	3. KCBQ A/F	3. KKYF-F	3. KYXY-F	3. XTRA-F>>	3. XTRA-F>>	3. KGMG-F	3. XTRA-F	3. KKLQ AF<
4. XHRM-F	4. KKYF-F	4. KKYF-F	4. KYXY-F<	4. KJQY-F	4. XHRM-F	4. KGMG-F	4. XTRA-F	4. KFMB-F	4. KFMB
5. KKYF-F	5. KGB-F	5. XTRA-F	5. XTRA-F	5. KSON-F	5. KRMB-F	5. KFMB-F	5. KFMB	5. KSON-F	5. KFMB-F
6. KGB-F	6. KCBQ A/F6. KGB-F	6. KSON-F<	6. KKYF-F	6. KSON-F	6. KCBQ A/F	6. KFMB<	6. KCBQ A/F	6. KFMB	6. KSDO
7. KSON-F	7. KSON-F<	7.	7. KJQY-F	7. KCBQ A/F	7.	7. KCBQ A/F	7. KFMB-F	7. KCBQ A/F	7. KCBQ AF
8.	8. XHRM-F	8.	8.	8. KFMB	8.	8. XHRM-F	8.	8.	8. KGMG-F

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP	42 (1)	507 (3)	549 (4)	17.9	17.6	KGMG	1320	Oceanside	.8/1.2
AOR/CLASSIC		545 (5)	545 (5)	17.7	14.7	KKOS-F	95.9	Carlsbad	.7/2.1
AC/OLDIES/SOFT ROCK	11 (1)	338 (4)	349 (5)	11.4	16.0	KOWA	1450	Escondido	.4/1.0
MOR/VARIETY/FULL	178 (1)		178 (1)	5.8	5.2	KOWA-F	92.1	Escondido	.7/1.7
						KPRZ	1210	San Marcos	1.0/2.5
COUNTRY	40 (1)	222 (2)	262 (3)	8.5	7.8	KSON	1240	San Diego	1.2/3.6
BLACK/URBAN		95 (1)	95 (1)	3.1	5.0	KVSD	1000	Vista	.4/2.3
BTFL/EZ		219 (2)	219 (2)	7.1	9.7	XHKY-F	95.7	Tijuana	.5/1.6
NEWS/TALK	332 (6)		332 (6)	10.8	9.4	XHTZ-F	90.3	Tijuana	1.5/6.9
						XLTN-F	104.5	Tijuana	.7/2.1
NOSTALGIA	176 (2)		176 (2)	5.7	3.7	XTRA	690	Tijuana	1.0/6.3
RELIGION/GOSPEL									
SPANISH		22 (1)	22 (1)	0.7	2.2	KABC	790	Los Angeles	.4/1.2
CLASSICAL		94 (1)	94 (1)	3.1	3.5	KFI	640	Los Angeles	.5/2.3
JAZZ/NEW AGE		151 (2)	151 (2)	4.9	4.8	KJOI-F	98.7	Los Angeles	.4/ .8
OTHERS/UNKNOWN	82 (5)	17 (1)	99 (6)	3.2	0.4	KLOS-F	95.5	Los Angeles	.7/1.7
			3071 (39)			KNX	1070	Los Angeles	1.4/5.8
						KPWR-F	105.9	Los Angeles	.7/2.1
						XEAZ	1280	Tijuana	.3/ .6
						XEMO	860	Tijuana	.6/1.4
						XEXX	1420	Tijuana	.4/ .6

RADIO STATIONS

AM STATIONS

KCBQ, 1170, 50 KW/1.5 KW (DA-2), OLDIES	CBS-R, \$ NA (Republic)	Eric/Chandler
KFMB, 760, 5 KW (DA-N), MOR	CBS, \$190.00 (Mc-Guild)	Midwest TV
KKLQ, 600, 5 KW (DA-1), CHR	APR,MBS, \$ NA (Christal)	Edens
KMJC, 910, 5 KW (DA-2), RELIGION	, \$ 23.00 (---)	
KPOP, 1360, 5 KW/1 KW, NOSTALGIA	NBC, \$ 42.00 (Katz)	Brown
KSDO, 1130, 10 KW (DA-2), NEWS/TALK	ABC-I, \$126.00 (Durpetti)	Gannett
KSON, 1240, 1 KW, COUNTRY	MBS, \$ NA (Banner)	Jeff-Pilot
KVSD, 1000, 2.5 KW/500 (DA-2), TALK	ABC-D, \$ 27.00 (---)	
XTRA, 690, 50 KW (DA-2), TALK	, \$ 44.00 (MMR)	Noble

FM STATION

KCBQ, 105.3, 29 KW @ 620, OLDIES	CBR-R, \$ 73.00 (Republic)	Eric/Chandler
KFMB, 100.7, 30 KW @ 620, CONTEMP	, \$140.00 (Mc-Guild)	Midwest TV
KFSD, 94.1, 100 KW @ 641, CLASSICAL	, \$ 65.00 (HNWH)	Lotus
KGB, 101.5, 50 KW @ 577, AOR	, \$157.00 (Katz)	Brown
KGMG, 102.1, 2 KW @ 346, CLASSIC ROCK	MBS, \$ 40.00 (Banner)	(OCEANSIDE)
KIFM, 98.1, 28 KW @ 640, JAZZ	, \$ 75.00 (CBS)	
KJQY, 103.7, 36 KW @ 650, BTFL/EZ	, \$ 90.00 (Group W)	Westinghouse
KKLQ, 106.5, 50 KW @ 442, CHR	, \$ 80.00 (Christal)	Edens
KKOS, 95.9, 3 KW @ 305, AC	, \$ 40.00 (---)	
KKYY, 94.9, 22 KW @ 701, AC	, \$ 61.00 (Torbet)	Sandusky
KSON, 97.3, 50 KW @ 465, COUNTRY	, \$ 98.00 (Banner)	Jeff-Pilot
KSWV, 102.9, 2 KW @ 1840, JAZZ/NEW AGE	SMN, \$ 57.00 (Durpetti)	Gannett
KYXY, 96.5, 41 KW @ 540, AC	, \$ 70.00 (HNWH)	
XTRA, 91.1, 100 KW @ 1000, AOR	, \$ 97.00 (MMR)	Noble
XHRM, 92.5, 50 KW @ 600, URBAN	, \$ 48.00 (K & P)	(TIJUANA)
XHIT, 90.3, 100 KW @ 1000, AOR	, \$ 36.00 (Torbet)	(TIJUANA)

CALL LETTER CHANGES

KHIT changes to KHTZ (Sept)

FORMAT CHANGES

XTRA: From OLDIES to TALK

SALES

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,954,500

MSA Rank/Pop: SF: 28/1,626,100

ADI #5

Average Person Ratings: 16.6

Market TSL: 22.0 Hours

Stations: 54/52

Diaries: 3677/1347:1/45.2%

Sample Target: 2650

% Below Line: 0.9%

% Not Listed: 10.3%

1988 Revenue: \$168,200,000

HH/ Inc: \$41,900

Retail \$: 38.0 Bil

Pop per Station: 95,279

#1 Biller: KGO \$19,500,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KGO (N/T)	685/8.3	7.1	8.4	6.8	8.0	7.7	828/12343	10164/20.5	17.3	20.0	69	8.7	731	8724 KGO
2. KMEL-F (CHR)	457/5.6	5.8	5.7	6.1	4.9	5.8	497/ 7389	6636/13.4	14.6	14.1	68	6.8	574	7714 KMEL-F
3. KCBS (N/T)	410/5.0	4.7	5.4	4.7	5.4	5.0	490/10280	8445/17.0	15.4	17.3	78	3.5	297	5915 KCBS
4. KABL A/F (EZ)	387/4.7	5.6	6.2	5.9	4.8	5.6	423/ 5518	5045/10.2	10.7	10.7	68	3.7	234	2671 KABL A/F
5. KOIT A/F (AC)	344/4.2	3.4	4.5	3.2	3.8	3.8	354/ 6588	6321/12.8	11.6	9.8	131	2.6	216	3255 KOIT A/F
6. KIOI-F (AC)	324/3.9	4.0	3.6	3.5	2.7	3.8	333/ 6055	5856/11.8	11.4	9.2	136	3.2	267	4669 KIOI-F
7. KFRC (BB)	280/3.4	3.4	2.8	4.3	3.3	3.5	329/ 4543	3867/ 7.8	8.4	7.3	44	3.1	257	4043 KFRC
8. KITS-F (CHR)	250/3.0	2.4	2.8	3.3	3.0	2.9	255/ 3673	3521/ 7.1	6.4	7.0	83	2.7	229	3784 KITS-F
9. KKHI A/F (CL)	244/3.0	1.7	1.8	1.2	1.3	1.9	246/ 3260	3179/ 6.4	5.4	4.6	77	2.2	181	1873 KKHI A/F
10. KBLX A/F (U/AC)	242/3.0	2.5	1.9	2.4	2.9	2.5	242/ 4153	4056/ 8.2	6.4	7.9	137	2.3	190	2803 KBLX A/F
11. KDFC A/F (CL)	239/2.9	1.9	2.4	2.4	1.9	2.4	250/ 3565	3408/ 6.9	6.4	6.3	93	1.2	97	2110 KDFC A/F
12. KRQR-F (AOR)	238/2.9	2.6	2.9	2.5	1.7	2.7	250/ 4177	3810/ 7.7	8.1	5.6	114	2.9	245	4001 KRQR-F
13. KSOL-F (B)	234/2.8	3.3	3.7	4.4	4.7	3.6	242/ 4577	4414/ 8.9	10.1	11.0	82	6.1	511	4966 KSOL-F
14. KKSF-F (J/NA)	222/2.7	2.2	2.4	2.4	2.7	2.4	225/ 3523	3445/ 7.0	5.7	6.6	159	2.2	184	2534 KKSF-F
15. KNBR (MOR)	180/2.2	4.3	3.6	2.1	3.1	3.1	253/ 5366	3793/ 7.7	11.4	9.8	105	2.3	195	3465 KNBR
16. KSAN-F (C)	177/2.2	2.3	2.9	3.2	3.4	2.7	190/ 3569	3358/ 6.8	7.8	8.7	127	2.8	236	3196 KSAN-F
17. KXXX-F (CHR)	177/2.2	2.7	2.7	2.3	2.8	2.5	178/ 4059	3945/ 8.0	9.2	9.7	95	2.6	216	3211 KXXX-F
18. KSFO (O)	169/2.1	3.1	2.4	1.7	1.4	2.3	177/ 4442	4144/ 8.4	8.8	6.0	124	1.5	128	3603 KSFO
19. KBAY-F (EZ)	166/2.0	1.7	2.0	2.8	1.8	2.1	202/ 3047	2490/ 5.0	4.6	4.5	90	1.2	101	2042 KBAY-F
20. KFOG-F (AOR)	146/1.8	2.1	1.7	2.2	1.1	2.0	161/ 2937	2762/ 5.6	5.8	6.5	144	2.8	233	3055 KFOG-F
21. KSJO-F (AOR)	134/1.6	1.6	1.2	1.3	.8	1.4	143/ 2611	2350/ 4.7	4.1	3.4	100	2.7	225	2748 KSJO-F
22. KYA-F (O)	133/1.6	1.3	1.1	1.4	1.4	1.4	138/ 3328	3181/ 6.4	5.6	6.2	163	1.6	137	2137 KYA-F
23. KOME-F (AOR)	131/1.6	1.7	1.4	1.5	1.1	1.6	145/ 2493	2248/ 4.5	4.7	4.2	95	2.2	186	2072 KOME-F
24. KHQT-F (CHR)	100/1.2	1.4	1.5	.6	.9	1.2	100/ 1897	1874/ 3.8	3.8	2.3	50	1.8	155	1985 KHQT-F
25. KIQI (SP)	97/1.2	1.2	1.0	1.1	1.1	1.1	99/ 1053	1033/ 2.1	2.0	2.1	92	.8	65	1042 KIQI

12+ PM SHARE (METRO): 65.30% (4819 OF 7379) (FAL 87: 62.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMEL-F>>	1. KMEL-F>	1. KMEL-F>	1. KIOI-F	1. KGO	1. KGO>	1. KGO	1. KGO>	1. KGO>	1. KMEL-F	1. KGO
2. KITS-F	2. KRQR-F	2. KIOI-F	2. KGO<	2. KOIT A/F	2. KABL A/F	2. KCBS	2. KABL A/F	2. KMEL-F	2. KGO>	2. KNBR
3. KSOL-F	3. KIOI-F	3. KOIT A/F	3. KOIT A/F	3. KIOI-F	3. KCBS	3. KMEL-F	3. KOIT A/F	3. KABL A/F	3. KSOL-F	3. KCBS>
4. KHQT-F	4. KITS-F	4. KGO	4. KKSF-F	4. KKSF-F	4. KFRC	4. KABL A/F	4. KMEL-F	4. KOIT A/F	4. KITS-F	4. KOIT-F
5. KXXX-F	5. KBLXA/F	5. KRQR-F	5. KBLXA/F	5. KBLX A/F	5. KOIT A/F	5. KOIT A/F	5. KCBS<	5. KIOI-F	5. KCBS	5. KFRC
6.	6. KOITA/F	6. KBLXA/F	6. KRQR-F	6. KCBS<	6. KKHI A/F	6. KIOI-F	6. KIOI-F	6. KCBS	6. KNBR<	6. KSJO-F
7.	7. KKSF-F>	7. KKSF-F	7. KCBS	7. KMEL-F	7. KDFC A/F	7. KRQR-F	7. KFRC<	7. KFRC	7. KDFC /AF	7. KRQR-F
8.	8. KSOL-F	8. KITS-F	8. KYA-F	8. KRQR-F	8. KBAY-F	8. KFRC	8. KDFC-F	8. KBLX A/F	8. KKHI A/F	8. KMEL-F
9.	9. KOME-F	9. KSOL-F	9. KITS-F	9. KABL A/F	9. KNBR	9. KNBR	9. KKSF-F	9. KITS-F	9. KIOI-F	9. KKSF-F
10.	10. KSJO-F	10. KCBS	10. KSAN-F	10. KDFC A/F	10. KIOI-F	10. KBLX A/F	10. KRQR-F	10. KRQR-F	10. KFRC	10. KBLX-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. KMEL-F>	1. KMEL-F>	1. KIOI-F	1. KIOI-F	1. KOIT A/F	1. KMEL-F>	1. KMEL-F>	1. KRQR-F	1. KMEL-F	1. KGO>
2. KIOI-F	2. KIOI-F>	2. KMEL-F	2. KMEL-F	2. KIOI-F	2. KSJO-F	2. KRQR-F	2. KITS-F	2. KRQR-F	2. KCBS
3. KITS-F	3. KRQR-F	3. KBLX A/F	3. KOIT A/F	3. KGO	3. KRQR-F	3. KITS-F	3. KMEL-F	3. KGO	3. KIOI-F<
4. KLSO-F	4. KOIT A/F	4. KKSF-F	4. KBLX A/F	4. KBLX A/F	4. KITS-F	4. KSJO-F	4. KKSF-F	4. KIOI-F	4. KKSF-F
5. KRQR-F	5. KSOL-F	5. KOIT A/F	5. KGO	5. KABL A/F	5. KOME-F	5. KOME-F	5. KIOI-F	5. KITS-F	5. KOIT-F
6. KOIT A/F	6. KBLX A/F	6. KRQR-F	6. KKSF-F	6. KKSF-F	6. KSOL-F	6. KIOI-F	6. KFOG-F	6. KKSF-F	6. KRQR-F
7. KXXX-F	7. KITS-F	7. KSOL-F	7. KSOL-F	7. KMEL-F	7. KBLX A/F	7. KFOG-F	7. KBLX A/F	7. KKSF-F	7. KBLX A/F
8. KOME-F	8. KXXX-F	8. KXXX-F	8. KRQR-F	8. KCBS	8. KXXX-F	8. KKSF-F	8. KOIT A/F	8. KOIT A/F	8. KMEL-F
9. KEZR-F	9. KSAN-F	9. KDFC A/F	9. KXXX-F	9. KSAN-F	9. KBRG-F	9. KBLX A/F	9. KSJO-F	9. KSJO-F	9. KFOG-F
10. KWSS-F	10. KEZR-F	10. KGO	10. KITS-F	10. KSOL-F	10. KIOI-F	10. KGO	10. KOME-F	10. KCBS	10. KITS-F

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING
					%	
TOP 40/CHR/CONTEMP		1160 (8)	1160 (8)	15.7	15.5	KARA-F 105.7 Santa Clara/San Jose 1.0/3.5
AOR/CLASSIC		720 (5)	720 (5)	9.8	8.3	KATD-F 95.3 Los Gates .3/1.8
AC/OLDIES/SOFT ROCK	340 (4)	1001 (8)	1341 (12)	18.2	12.9	KBRG-F 104.9 Fremont/San Fran. 1.6/ .8
MOR/VARIETY/FULL	218 (2)		218 (2)	3.0	4.4	KDIA 1310 Oakland/San Fran. .8/2.6
COUNTRY	160 (3)	205 (2)	365 (5)	4.9	6.7	KEAR-F 106.9 San Francisco .3/ .8
BLACK/URBAN	67 (1)	234 (1)	301 (2)	4.1	6.7	KEEN 1370 San Jose .5/1.5
BTFL/EZ	89 (1)	464 (2)	553 (3)	7.5	9.1	KEZR-F 106.5 San Jose 1.1/3.0
NEWS/TALK	1095 (2)		1095 (2)	14.8	15.0	KFAX 1100 San Francisco .6/2.5
NOSTALGIA	336 (2)		336 (2)	4.6	4.4	KJAX-F 92.7 Alameda .8/2.5
RELIGION/GOSPEL	53 (1)	27 (1)	80 (2)	1.1	0.7	KKIS 990 Pittsburgh/Concord .3/1.1
SPANISH	97 (1)	69 (1)	166 (2)	2.2	3.7	KKIS-F 990 Pittsburgh/Concord .3/1.1
CLASSICAL	93 (2)	390 (2)	483 (4)	6.5	3.6	KLIV 92.1 Walnut Creek .2/ .9
JAZZ/NEW AGE	14 (1)	514 (3)	528 (4)	7.1	7.6	KLIV 1170 San Jose .5/1.9
OTHERS/UNKNOWN		33 (1)	33 (1)	0.4	1.4	KLOK 1170 San Jose .5/1.6
			7379 (54)			KNEW 910 Oakland/San Jose .9/3.4
						KOFY 1050 San Mateo/San Fran. .9/3.2
						KOFY-F 98.9 San Francisco .9/3.2
						KREO-F 92.9 Healdsburg/Santa Rosa .3/1.1
						KRPQ-F 104.9 Rohnert Park .3/ .7
						KTID-F 100.9 San Rafael/San Fran. .3/ .8
						KWSS-F 94.5 Gilroy 1.0/3.7
						KXFX-F 101.7 Santa Rosa .4/ .7
						KZST-F 100.1 Santa Rosa .7/1.6
						KRAK 1140 Sacramento .3/1.0
						KSPM-F 102.5 Woodland .5/1.4

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, BTFL/EZ	, \$ NA (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, NEWS	CBS, \$260.00 (CBS)	CBS
KDIA, 1310, 5 KW (DAY-1)	, BLACK	, \$ 60.00 (---)	Mediacomm
KEST, 1450, 1 KW	, GOSPEL/ETHNIC	, \$ 36.00 (---)	
KFAX, 1100, 50 KW (DA-1)	, RELIGION	, \$ 25.00 (---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, US 1, \$ 40.00 (Republic)	RKO
KGO, 810, 50 KW (DA-1)	, TALK	ABC-I, \$345.00 (Banner)	Cap Cities/ABC
KIQI, 1010, 10 KW/500W(DA-1)	, HISPANIC	, \$ 60.00 (Caballero)	
KNBR, 680, 50 KW	, MOR/AC	NBC, \$205.00 (Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N)	, COUNTRY	, \$ 80.00 (Katz)	Malrite
KOFY, 1050, 1 KW/500W (DA-N)	, OLDIES	, \$ 50.00 (Katz & Powell)	K & P
KSFO, 560, 5 KW (DA-N)	, OLDIES	US2, \$100.00 (MMR)	King

FM STATIONS

KABL, 98.1, 100 KW @ 940	, BTFL/EZ	, \$165.00 (Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1285	, URBAN/AC/JAZZ	, \$158.00 (HNWH)	Inner City
KDFC, 102.1, 33 KW @ 1050	, CLASSICAL	, \$ 70.00 (CMBS)	
KFOG, 104.5, 8 KW @ 1454	, AOR	Source, \$121.00 (Eastman)	Susquehanna
KIOI, 101.3, 125 KW @ 1220	, AC	, \$126.00 (Durpetti)	Faircom
KITS, 105.3, 15 KW @ 1220	, CHR	ABC-F, \$104.00 (Roslin)	Entercom
KJAZ, 92.7, 2 KW @ 550	, JAZZ	, \$ 80.00 (Roslin)	
KKHI, 95.7, 9 KW @ 1473	, CLASSICAL	, \$ 83.00 (HNWH)	Buckley
KKSF, 103.7, 8 KW @ 1470	, JAZZ/NEW AGE	, \$119.00 (Banner)	Brown
KMEL, 106.1, 69 KW @ 1240	, CHR/URBAN	, \$160.00 (Christal)	Century
KOFY, 98.9, 6 KW @ 1350	, CHR	, \$ 87.00 (Katz & Powell)	K & P
KOIT, 96.5, 33 KW @ 1410	, SOFT AC	, \$134.00 (Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1100	, AOR	CBS-R, \$115.00 (CBS)	CBS
KSAN, 94.9, 35 KW @ 1290	, COUNTRY	, \$173.00 (Katz)	Malrite
KSOL, 107.7, 9 KW @ 1590	, BLACK	APR, \$148.00 (MMR)	United
KYR, 93.3, 31 KW @ 593	, OLDIES	US2, \$ 90.00 (MMR)	King
KXXX, 99.7, 45 KW @ 1240	, CHR	, \$175.00 (Mc-Guild)	Emmis

CALL LETTER CHANGES

KYUU-F changes to KXXX (October)

FORMAT CHANGES

KXXX: From AC to CHR (August)

STATIONS

KEST: Sold by Universal for \$7,000,000 (E) (Grandy)

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,198,600

Stations: 45/16

1988 Revenue: \$28,800,000

MSA Rank/Pop: 30/1,437,800

Diaries: 1422/843:1/44.6%

HH Inc.: \$46,360

San Francisco ADI

Sample Target: 1400

Retail \$: 11.5 Bill

Average Person Ratings: 16.7

% Below Line: NA

Pop per Station: 74,913

Market TSL: 22.0 Hours

% Not Listed: NA

#1 Biller: KOME-F \$4,600,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KBAY-F (EZ)	123/6.2	4.5	6.8	9.7	4.7	6.8	192/2918	1574/13.1	13.0	11.4	97	3.8	76	1056	KBAY-F
2. KSJO-F (AOR)	93/4.7	5.3	3.1	4.5	2.8	4.4	141/2326	1407/11.7	10.5	9.6	91	7.0	140	1740	KSJO-F
3. KHQT-F (CHR)	88/4.4	5.6	6.0	2.5	3.2	4.6	99/1889	1490/12.4	13.5	8.0	45	6.7	134	1656	KHQT-F
4. KOME-F (AOR)	85/4.3	4.1	3.8	4.6	3.0	4.2	134/2299	1397/11.7	11.6	10.0	74	5.8	116	1531	KOME-F
5. KWSS-F (CHR)	72/3.6	2.7	4.9	6.5	6.4	4.4	133/2717	1500/12.5	15.0	18.2	81	4.4	87	1866	KWSS-F
7. KEZR-F (AC)	72/3.6	3.4	2.7	2.3	1.7	2.5	88/1472	1164/ 9.7	7.9	7.6	139	3.4	67	847	KEZR-F
8. KARA-F (AC)	69/3.5	3.8	3.0	3.9	3.8	3.6	84/1739	1308/10.9	9.4	9.5	129	3.3	66	821	KARA-F
9. KDVC A/F (CO)	49/2.5	1.7	1.4	1.4	1.9	1.8	56/ 768	574/ 4.8	3.5	4.1	16	1.9	37	492	KLIV
10. KEEN (C)	40/2.0	1.9	2.0	2.1	1.7	1.5	126/1788	696/ 5.8	5.4	5.3	115	.8	15	382	KDVC A/F
11. KATD-F (CHR)	33/1.7	2.7	1.7	1.7	3.0	2.0	40/ 714	535/ 4.5	4.5	5.1	112	1.9	38	501	KEEN
12. KATD-F (CHR)	25/1.3	2.3	2.2	3.2	3.5	2.3	26/ 999	805/ 6.7	8.2	13.0	69	2.2	44	898	KATD-F
13. KHTT (O)	24/1.2	1.0	1.1	1.1	2.0	1.1	33/ 629	396/ 3.3	5.7	6.5	150	.7	14	360	KHTT
14. KAZA (SP)	21/1.1	.6	1.2	.5	.8	.9	25/ 462	356/ 3.0	3.0	3.6	155	1.3	25	511	KHTT
15. KNTA (SP)	13/ .7	.7	1.2	.6	2.8	.8	21/ 287	195/ 1.6	1.2	3.3	129	1.6	31	333	KAZA
15. KNTA (SP)	12/ .6	.8	1.0	1.6	1.7	1.0	12/ 330	307/ 2.6	1.9	2.2	50	.9	17	278	KNTA

12+ FM SHARE (METRO): NA (FAL 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHQT-F>>1. KSJO-F	1. KSJO-F	1. KSJO-F	1. KARA-F	1. KBAY-F	1. KBAY-F>>1. KSJO-F>	1. KBAY-F>	1. KBAY-F	1. KHQT-F>	1. KARA-F	1. KARA-F
2. KWSS-F	2. KOME-F>	2. KOME-F	2. KEZR-F	2. KEZR-F	2. KLIV	2. KBAY-F	2. KOME-F	2. KHQT-F	2. KBAY-F	2. KBAY-F
3. KEZR-F<	3. KARA-F<	3. KSJO-F<	3. KARA-F	3. KARA-F	3. KDVC-F+	3. KWSS-F	3. KSJO-F<	3. KOME-F	3. KOME-F	3. KOME-F
4. KARA-F	4. KARA-F	4. KEZR-F	4. KBAY-F	4. KSJO-F	4. KEZR-F<	4. KOME-F	4. KEZR-F<	4. KSJO-F	4. KLOK	4. KSJO-F
5. KWSS-F<	5. KWSS-F<	5. KWSS-F	5. KOME-F	5. KOME-F	5. KEEN <	5. KARA-F	5. KARA-F	5. KEZR-F	5. KWSS-F	5. KWSS-F
6. KHQT-F	6. KHQT-F	6. KWSS-F	6. KWSS-F	6. KWSS-F	6. KARA-F		6. KARA-F	6. KARA-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. KWSS-F	1. KARA-F	1. KEZR-F	1. KARA-F	1. KBAY-F	1. KSJO-F	1. KSJO-F	1. KOME-F	1. KSJO-F	1. KBAY-F
2. KHQT-F	2. KEZR-F	2. KARA-F	2. KEZR-F	2. KEZR-F	2. KOME-F>>	2. KOME-F>>	KSJO-F	2. KOME-F>>	2. KOME-F
3. KARA-F	3. KHQT-F	3. KSJO-F	3. KWSS-F	3. KARA-F	3. KHQT-F	3. KEZR-F	3. KEZR-F	3. KEZR-F	3. KSJO-F
4. KARA-F	4. KWSS-F	4. KHQT-F	4. KBAY-F	4. KSJO-F	4. KWSS-F	4. KWSS-F	4. KARA-F	4. KARA-F<	4. KEZR-F
5. KEZR-F	5. KOME-F	5. KWSS-F	5. KHQT-F	5. KWSS-F	5. KEZR-F	5. KHQT-F	5. KLOK	5. KBAY-F	5. KARA-F
6. KATD-F		6. KSJO-F			6. KARA-F		6. KWSS-F	6. KWSS-F	

FAL 87

FORMATS AM FM TOTAL % % OTHER RATED STATIONS/METRO SHARE & CUME RATING

TOP 40/CHR/CONTEMP
AOR/CLASSIC
AC/OLDIES/SOFT ROCK
MOR/VARIETY/FULL

KDON-F 102.5 Salinas .5/1.1
KLRS-F 99.1 Santa Cruz 1.1/3.3

See San Francisco for more about the following:

COUNTRY
BLACK/URBAN
BTFL MUSIC/EZ
NEWS/TALK

KABL	.2/ 1.3	KGO	8.0/21.1	KOFY	.3/2.2
KABL-F	1.2/ 3.4	KIOI-F	4.4/12.0	KOIT-F	.2/1.7
KBLX-F	1.4/ 5.8	KIQI	.3/ 1.2	KOIT-F	2.5/4.8
KBRG-F	2.3/ 3.6	KITS-F	3.1/ 7.3	KRQR-F	.5/3.0
KCBS	6.3/18.5	KKHI-F	1.1/ 4.4	KSAN-F	2.0/7.5
KFAX	1.3/ 2.8	KKSF-F	2.5/ 6.4	KSFO	1.1/5.0
KFOG-F	1.8/ 4.0	KMEL-F	2.6/ 7.9	KYA-F	1.0/5.5
KFRC	1.2/ 4.1	KNBR	1.9/ 6.9	KSOL-F	2.2/6.8
				KXXX-F+	1.2/6.4

NOSTALGIA
RELIGION/GOSPEL
SPANISH
CLASSICAL
JAZZ/NEW AGE
OTHERS/UNKNOWN

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS, DA)	, HISPANIC	, \$ 40.00	(Caballero)	(GILROY)
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI, \$ 48.00	(MMR)	
KHTT, 1500, 10 KW/5 KW (DA-1)	, OLDIES	APR, \$ 25.00	(Katz)	
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	, \$ 40.00	(Eastman)	Narragansett Empire
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	, \$ 46.00	(Katz)	
KNTA, 1430, 1 KW (DA-1)	, HISPANIC	, \$ 38.00	(Lotus)	Tamarack
KARA-F, 105.7, 50 KW @ 500, AC		, \$ 75.00	(Eastman)	Empire
KATD-F, 95.3, 375 W @ 860, CHR		, \$ 53.00	(Durpetti)	
KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ		, \$ 81.00	(MMR)	
KEZR-F, 106.5, 50 KW @ 430, AC		, \$ 60.00	(Christal)	
KHQT-F, 97.7, 1.6 KW @ 875, CHR		, \$ 51.00	(Republic)	
KOME-F, 98.5, 13 KW @ 880, AOR		, \$100.00	(Torbet)	Infinity
KSJO-F, 92.3, 50 KW @ 369, AOR		ABC-R, \$ 80.00	(Katz)	Narragansett
KWSS-F, 94.5, 1 KW @ 2580, CHR		, \$ 88.00	(Mc-Guild)	Nationwide (GILROY)

Other ranked stations - See San Francisco

American Radio Fall 1988, Copyright 1989

SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 14/2,131,400

MSA Rank/Pop:
Seattle: 26/1,801,000
Tacoma: 91/549,400 ADI #14
Average Person Ratings: 16.3
Market TSL: 21.3 Hours

Stations: 30/30
Diaries: 1804/1181:1/52.7%
Sample Target: 1780
% Below Line: 0
% Not Listed: 10.0

1988 Revenue: \$73,500,000
HH/ Inc: \$35,634
Retail \$: 17.6 Bil
Pop per Station: 71,047
#1 Biller: KIRO \$18,200,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KIRO (N/T)	381/11.0	10.6	10.4	8.9	11.3	10.2	404/ 6904	6212/29.1	22.8	25.8	86	7.2	261	4215 KIRO
2. KUBE-F (CHR)	282/ 8.1	9.1	7.9	9.4	6.3	8.6	314/ 5242	4748/22.3	19.5	19.4	80	10.5	383	4698 KUBE-F
3. KPLZ-F (CHR)	200/ 5.8	6.3	7.7	5.5	5.5	6.3	232/ 4098	3511/16.5	17.5	15.1	47	7.7	278	3709 KPLZ-F
4. KMPS A/F (C)	192/ 5.5	6.0	5.4	4.6	5.9	5.4	232/ 3047	3626/12.3	11.4	11.2	122	6.7	214	1780 KMPS A/F
5. KOMO (MOR)	190/ 5.5	4.7	4.7	5.5	5.4	5.1	217/ 4014	3566/16.7	13.9	15.8	91	4.8	175	2530 KOMO
6. KXRX-F (AOR)	149/ 4.3	3.7	4.3	4.5	4.6	4.2	179/ 2752	2453/11.5	10.1	9.6	109	5.3	193	2662 KXRX-F
7. KIXI (BB)	147/ 4.2	4.6	4.1	3.6	3.8	4.1	166/ 2073	1832/ 8.6	8.7	6.6	38	3.5	126	1468 KIXI
8. KBRD-F (EZ)	145/ 4.2	4.2	3.8	6.1	4.2	4.6	182/ 1994	1632/ 7.7	7.2	8.8	79	1.4	51	973 KBRD-F
9. KISW-F (AOR)	144/ 4.1	5.7	4.8	4.7	3.8	4.8	170/ 2950	2477/11.6	12.4	10.5	78	7.3	266	2887 KISW-F
10. KING-F (CL)	124/ 3.6	3.9	2.4	2.4	3.4	3.1	140/ 2180	1971/ 9.2	6.5	8.0	86	3.1	111	1874 KING-F
11. KBSG-F (O)	113/ 3.3	3.9	3.3	1.9	3.1	3.1	156/ 2738	2280/10.7	10.0	9.4	158	3.4	122	1689 KBSG-F
12. KSEA-F (EZ)	106/ 3.1	3.4	3.3	4.9	4.2	3.4	120/ 1787	1647/ 7.7	7.4	7.8	84	2.1	77	891 KSEA-F
13. KING (N/T)	104/ 3.0	2.2	1.8	2.0	1.7	2.3	115/ 1870	1687/ 7.9	5.2	5.3	90	2.3	84	1183 KING
14. KLTX-F (AC)	93/ 2.7	1.9	1.8	2.6	2.4	2.3	103/ 1937	1755/ 8.2	6.4	5.8	137	1.5	53	760 KLTX-F
15. KNUA-F (J/NA)	93/ 2.7	2.7	1.5	1.7	2.3	2.2	98/ 1542	1459/ 6.8	5.1	5.2	159	2.1	76	1447 KNUA-F
16. KNGI-F (AC)	91/ 2.6	3.3	3.3	3.9	2.4	3.3	99/ 1883	1700/ 8.0	7.7	6.2	154	2.0	72	820 KNGI-F
17. KRPM A/F (C)	89/ 2.6	3.4	2.2	2.7	4.4	2.7	137/ 1846	1395/ 6.5	5.1	6.7	112	3.0	110	1237 KRPM A/F
18. KZOK-F (AOR)	85/ 2.4	2.5	2.8	3.2	3.0	2.7	86/ 1860	1762/ 8.3	7.9	9.6	146	3.1	111	1983 KZOK-F
19. KLSY-F (AC)	76/ 2.2	2.0	2.7	3.8	2.9	2.7	87/ 1832	1687/ 7.9	8.2	8.2	132	2.7	98	1562 KLSY-F
20. KVI (O)	68/ 2.0	1.9	2.6	2.2	2.5	2.2	71/ 1517	1405/ 6.6	7.3	7.8	140	1.7	61	1149 KVI
21. KCMS-F (R/G)	57/ 1.6	1.1	2.3	2.1	1.7	1.8	67/ 1268	1118/ 5.2	4.1	4.4	125	2.4	86	1005 KCMS-F
22. KJR (AC)	54/ 1.6	1.4	2.1	2.3	2.3	1.9	57/ 1431	1323/ 6.2	6.3	8.6	144	1.5	55	912 KJR
23. KEZX A/F (K/AOR)	47/ 1.3	1.2	1.9	1.9	2.4	1.6	53/ 1121	951/ 4.5	4.5	6.1	177	1.9	68	1090 KEZX A/F
24. KKFY (B)	39/ 1.1	.5	1.1	.7	.9	.9	39/ 592	592/ 2.8	3.1	3.5	55	1.4	52	938 KKFY
25. KGIS (R/G)	28/ .8	.7	1.2	--	.7	.7	30/ 637	567/ 2.7	3.3	2.5	125	.4	14	457 KGIS

12+ FM SHARE (METRO): 64.63% (2019 of 3124) (FAL 87: 65.07%)

TEENS	18-24	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPLZ-F>>	1. KUBE-F>	1. KUBE-F>	1. KIRO-F	1. KIRO-F>	1. KIRO-F<	1. KIRO-F>	1. KIRO-F	1. KIRO-F<	1. KIRO	1. KIRO>>
2. KUBE-F>>	2. KISW-F<	2. KIRO-F	2. KUBE-F	2. KMPS-F	2. KOMO	2. KUBE-F	2. KUBE-F	2. KUBE-F	2. KUBE-F	2. KBRD-F
3.	3. KXRX-F	3. KXRX-F	3. KBSG-F	3. KUBE-F	3. KIXI	3. KOMO>	3. KMPS-F	3. KPLZ-F<	3. KPLZ-F<	3. KING
4.	4. KPLZ-F	4. KISW-F	4. KXRX-F<	4. KBSG-F<	4. KMPS A/F	4. KMPS A/F4.	4. KOMO	4. KMPS A/F	4. KISW-F	4. KOMO
5.	5. KIRO-F	5. KPLZ-F<	5. KMPS A/F	5. KOMO	5. KBRD-F	5. KPLZ-F	5. KIXI	5. KISW-F	5. KBRD-F<	5. KUBE-F
6.	6. KNUA-F	6. KBSG-F	6. KNUA-F	6. KXRX-F	6. KING-F<	6. KXRX-F	6. KBRD-F	6. KOMO<	6. KXRX-F	6. KLTX-F
7.	7. KZOK-F	7. KMPS A/F7.	7. KMG I-F	7. KNUA-F	7. KSEA-F	7. KIXI	KXRX-F	7. KBRD-F	7. KING	7. KMPS A/F
8.	8. KBSG-F	8. KMG I-F	8. KOMO	8. KMG I-F	8. KING	8.	8. KISW-F	8. KXRX-F	8. KING-F	8. KVI
9.	9.	9. KNUA-F	9.	9.	9.	9.	9.	9.	9.	9. KZGK-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. KUBE-F>>	1. KUBE-F>>	1. KUBE-F>>	1. KUBE-F>>	1. KUBE-F	1. KISW-F	1. KXRX-F	1. KIRO-F	1. KIRO-F	1. KIRO-F>>
2. KPLZ-F>	2. KPLZ-F	2. KMG I-F	2. KPLZ-F	2. KMPS A/F	2. KXRX-F	2. KISW-F	2. KXRX-F	2. KXRX-F	2. KBSG-F<
3. KISW-F>	3. KISW-F	KXRX-F	3. KMG I-F	3. KOMO	3. KUBE-F>	3. KUBE-F	3. KNUA-F	3. KISW-F	3. KMPS A/F
4. KLSY-F	4. KLSY-F	4. KNUA-F	4. KOMO-F	4. KIRO-F	4. KPLZ-F	4. KIRO-F	4. KZOK-F	4. KUBE-F	4. KXRX-F
5. KCMS-F	5. KXRX-F	5. KIRO-F	5. KIRO-F	5. KMG I-F	5. KKFY	5. KNUA-F<	5. KUBE-F	5. KBSG-F	5. KNUA-F
6. KLTX-F	6. KMG I-F	6. KLSY-F	6. KLTX-F<	6. KSEA-F	6.	6. KZOK-F	6. KISW-F	6. KMPS A/F	6. KUBE-F
7.	7. KCMS-F	7. KPLZ-F	KMPS A/F	7. KBRD-F	7.	7. KPLZ-F	7. KBSG-F	7. KNUA-F	7. KZOK-F
8.	8. KIRO-F	8.	8. KISW-F	8. KBRD-F	8.	8. KBSG-F	8.	8. KZOK-F	8. KISW-F<
9.	9.	9.	9.	9. KBSG-F	9.	9.	9.	9.	9. KOMO

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE AND CUME RATING			
					%				
TOP 40/CHR/CONTEMP		482 (2)	482 (2)	15.5	16.4	KGNW	820	Burien	.4/1.6
AOR/CLASSIC		378 (3)	378 (3)	12.1	12.3	KJUN	1450	Puyallup	.4/ .6
AC/OLDIES/SOFT ROCK	122 (2)	373 (4)	495 (6)	15.9	14.0				
MOR/VARIETY/FULL	190 (1)		190 (1)	6.1	5.8				
COUNTRY	57 (2)	219 (2)	276 (4)	8.8	11.2				
BLACK/URBAN	39 (1)		39 (1)	1.3	1.0				
BTFL/EZ		251 (2)	251 (2)	8.0	9.0				
NEWS/TALK	485 (2)		485 (2)	15.5	13.9				
NOSTALGIA	147 (1)		147 (1)	4.7	4.1				
RELIGION/GOSPEL	42 (2)	57 (1)	99 (3)	3.1	3.7				
SPANISH									
CLASSICAL		124 (1)	124 (1)	4.0	3.6				
JAZZ/NEW AGE	5 (1)	135 (2)	140 (3)	4.5	5.0				
OTHERS/UNKNOWN	13 (1)		13 (1)	0.4					
			3119 (30)						

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/453 W	, RELIGION	, \$ 27.00 (---)	Ostrander-Wilson
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 41.00 (---)	
KEZX, 1150, 5 KW (DA-N)	, JAZZ/VARIOUS	, \$ NA (Republic)	Park
KING, 1090, 50 KW (DA-2)	, NEWS/TALK	NBC, \$ 56.00 (MMR)	King
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$278.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/ 1 KW (DA-2)	, NOSTALGIA	, \$ 52.00 (Republic)	Noble
KQL, 1590, 5 KW (DA-2)	, OLDIES	Source, \$ 34.00 (Torbet)	Adams
KJR, 950, 5 KW (DA-N)	, AC	, \$ 59.00 (HNWH)	Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK	APR, \$ 36.00 (HNWH)	
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC-I, \$160.00 (Katz)	
KVI, 570, 5 KW	, OLDIES	, \$ 51.00 (Durpetti)	Golden West

FM STATIONS

KBSG, 97.3, 100 KW @ 700, OLDIES	, \$ 60.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 740, RELIGION	UPI, \$ 48.00 (Radio Spot Sales)	
KEZX, 98.9, 100 KW @ 1070, AOR/JAZZ	ABC-E, \$ 64.00 (Republic)	Park
KING, 98.1, 100 KW @ 850, CLASSICAL	, \$ 72.00 (MMR)	King
KISW, 99.9, 100 KW @ 1150, AOR	, \$119.00 (Mc-Guild)	Nationwide
KLSY, 92.5, 100 KW @ 1100, AC	, \$ 82.00 (Banner)	Sandusky
KLTX, 95.7, 100 KW @ 1150, AC	, \$ 61.00 (HNWH)	Ackerly
KMGI, 107.7, 100 KW @ 1194, SOFT AC	, \$ 62.00 (Republic)	Noble
KMPS, 94.1, 100 KW @ 1170, COUNTRY	APR, \$ 110.00 (Mc-Guild)	EZ
KNUA, 106.9, 100 KW @ 819, JAZZ/NEW AGE	ABC-R, \$ 55.00 (Durpetti)	Gannett
KPLZ, 101.5, 100 KW @ 1150, CHR	, \$ 83.00 (Durpetti)	Golden West
KSEA, 100.7, 100 KW @ 736, BTFL/EZ	, \$ 79.00 (Torbet)	Bonneville
KRPM, 106.1, 100 KW @ 700, COUNTRY	, \$ 66.00 (Christal)	Heritage
KUBE, 93.3, 100 KW @ 1291, CHR	, \$135.00 (MMR)	Cook Inlet
KXRX, 96.5, 100 KW @ 1223, AOR	, \$ 75.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1170, CLASSIC ROCK	, \$ 72.00 (Banner)	Adams
KBRD, 103.7, 100 KW @ 1620, BTFL/EZ	, \$ 74.00 (Republic)	Entercom

CALLS

KJET changes to KQL

FORMATS

KQL: From AOR to OLDIES (Oct)

SALES

KJET, KZOK-F sold by SRO to Adams for \$10,300,000 (Fischer).

SHREVEPORT

Arbitron Rank/Pop (12+): 102/333,700
 MSA Rank/Pop: 129/363,600
 ADI #65
 Average Person Ratings: 16.4
 Market TSL: 22.0 Hours

Stations: 16/15
 Diaries: 869/384:1/52.5%
 Sample Target: 730
 % Below Line: 7.3%
 % Not Listed: 10.6%

1988 Revenue: \$9,000,000
 HH Inc.: \$29,236
 Retail \$: 2.2 Bill
 Pop per Station: 22,246
 #1 Biller: KRMD A/F \$1,900,000

12+ METRO	1/4/SHARE	SPG				4 BOOK AVG.	12+ TSA		12+ METRO		%			BIRCH CUME
		88	FAL 87	SPG 87	FAL 86		CUME/CUME	RATING	SPG 88	FAL 87	25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	
1. KRMD A/F (C)	96/17.6	11.8	12.6	11.3	11.5	189/1840	1000/30.0	22.2	24.9	116	14.7	91	795	KRMD A/F
2. KMJJ A/F (B)	73/13.4	13.4	13.6	12.3	17.2	77/ 749	635/19.0	NA	NA	115	16.5	102	774	KMJJ A/F
3. KDKS-F (B)	54/ 9.9	18.8	13.9	17.2	15.5	56/ 661	578/17.3	22.1	20.1	114	12.5	77	800	KDKS-F
4. KOKA (R/G)	45/ 8.2	---	.3	.7	.8	45/ 353	353/10.6	---	1.7	67	2.3	14	183	KOKA
5. KTUX-F (CHR)	40/ 7.3	11.7	9.0	10.7	9.6	125/1850	663/19.9	24.4	22.3	79	10.2	63	861	KTUX-F
6. KITT-F (AC)	38/ 6.9	5.3	6.2	6.1	3.0	86/1334	647/19.4	13.5	15.5	159	8.3	51	656	KITT-F
7. KTAL-F (AOR)	29/ 5.3	5.9	7.1	7.5	5.1	105/1221	444/13.3	12.7	12.2	72	8.6	53	588	KTAL-F
8. KVKI-F (AC)	26/ 4.8	6.4	7.1	8.6	13.2	29/ 677	493/14.8	17.8	17.3	135	5.0	31	511	KVKI-F
9. KEEL (BB)	25/ 4.6	3.5	3.4	3.0	5.3	41/ 704	427/12.8	11.1	12.3	67	4.2	26	374	KEEL
10. KWKH (C)	24/ 4.4	4.6	5.5	4.4	5.7	51/ 783	372/11.1	11.4	13.0	48	4.2	26	412	KWKH
11. KWKH-F (C)	22/ 4.0	4.6	5.3	2.8	2.5	30/ 765	485/14.5	11.3	11.9	113	4.0	25	324	KWKH-F

12+ FM SHARE (METRO): 75.25% (368 OF 489) (FAL 87: 73.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KTUX-F	1. KMJJ-AF	1. KRMD-AF	1. KRMD-AF	>1. KRMD-AF	1. KRMD-AF	>1. KRMD-AF	>1. KRMD-AF	>>1. KRMD-AF	>1. KMJJ-F	1. KOKA >
2. KMJJ-F	2. KRMD-AF	2. KMJJ-AF	2. KMJJ-F	>2. KMJJ-AF	2. KOKA	2. KMJJ-AF	2. KMJJ-AF	2. KMJJ-AF	2. KDKS-F	>>2. KRMD-F
3. KDKS-F	3. KDKS-F	3. KDKS-F	3. KDKS-F	<3. KDKS-F	3. KEEL	3. KOKA	3. KDKS-F	3. KDKS-F	3. KTUX-F	<3. KMJJ-F
4. KTAL-F	4. KTAL-F	4. KITT-F	4. KITT-F	>4. KITT-F	4. KWKH	4. KITT-F	4. KEEL	4. KITT-F	4. KRMD-F	4. KDKS-F
5. KRMD-AF	KTUX-F	5. KTUX-F	5. KVKI-F	5.	5. KWKH-F	5. KDKS-F	5. KITT-F	5. KTUX-F	KOKA	5. KWKH-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. KTUX-F	1. KMJJ-AF	1. KMJJ-AF	1. KRMD-AF	>1. KRMD-AF	1. KDKS-F	1. KMJJ-AF	1. KMJJ-AF	1. KRMD-AF	1. KRMD-AF
2. KMJJ-AF	2. KRMD-AF	2. KRMD-AF	2. KMJJ-AF	2. KMJJ-F	KMJJ-F	2. KDKS-F	2. KRMD-AF	2. KMJJ-AF	2. KMJJ-AF
3. KTAL-F	3. KTUX-F	3. KITT-F	3. KITT-F	3. KITT-F	KTAL-F	KRMD-F	3. KDKS-F	3. KDKS-F	3. KDKS-F
4. KVKI-F	KITT-F	4. KDKS-F	4. KDKS-F	4. KDKS-F	4. KRMD-AF	4. KTAL-F	4.	4. KTAL-F	4. KITT-F
5. KRMD-AF	5. KDKS-F	5. KOKA	5. KTUX-F	5. KOKA	5.	5. KTUX-F	5.	5. KTUX-F	5. KVKI-F

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		40 (1)	40 (1)	8.2	9.7	KASO	1240	Minden		1.6/4.3
AOR/CLASSIC		29 (1)	29 (1)	5.9	7.7	KBCL	1070	Bossier City		.9/2.0
AC/OLDIES/SOFT ROCK		64 (2)	64 (2)	13.1	18.1	KFLO	1300	Shreveport		.5/3.8
MOR/VARIETY/FULL										
COUNTRY	41 (3)	110 (2)	151 (5)	30.9	26.5					
BLACK/URBAN	2 (1)	125 (2)	127 (3)	26.0	22.1					
BTFL MUSIC/EZ					8.4					
NEWS/TALK										
NOSTALGIA	30 (2)		30 (2)	6.1	0.6					
RELIGION/GOSPEL	48 (2)		48 (2)	9.8	7.1					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
OTHERS/UNKNOWN										
	121 (8)	368 (8)	489 (16)							

RADIO STATIONS

KMJJ, 980, 5 KW (DAYS)	, BLACK	SBN, \$ 20.00 (K & P)
KEEL, 710, 50 KW/5 KW (DA-2)	, NOSTALGIA	ABC-I, \$ 21.00 (Katz)
KWKH, 1130, 50 KW (DA-N)	, COUNTRY	ABC-E, \$ 27.00 (Torbet) Great Empire
KMJJ-F, 100.1, 3 KW @ 300,	BLACK	, \$ 25.00 (K & P)
KDKS-F, 92.1, 3 KW @ 300,	BLACK	NBN, \$ 22.00 (Mc-Guild)
KITT-F, 93.7, 100 KW @ 1020,	AC	ABC-F, \$ 32.00 (Katz) Multimedia
KRMD-F, 101.1, 100 KW @ 1145,	COUNTRY	MBS, US 2, \$ 45.00 (Republic) AmCom
KTAL-F, 98.1, 100 KW @ 1450,	AOR	, \$ 22.00 (Banner)
KTUX-F, 98.9, 100 KW @ 720,	CHR	, \$ 32.00 (Banner)
KVKI-F, 96.5, 100 KW @ 1000,	AC	, \$ 44.00 (HNWH) Encore
KWKH-F, 94.5, 100 KW @ 1080,	COUNTRY	US 1, \$ 27.00 (Christal) Great Empire

MISCELLANEOUS COMMENTS KOKA sold for \$230,000... KCOZ changes to KMJJ-F and format from BTFL to Black... KCIJ changes to KMJJ-AM and now simulcasts (Aug.)... KLMB changes calls to KOKA (Sept.)... The old KOKA (1550) disappeared from book... KEEL changes from AC to Nostalgia...

SPOKANE

Arbitron Rank/Pop (12+): 97/355,400

Stations: 18/18
 Diaries: 760/468:1/60.8%
 Sample Target: 740
 % Below Line: 0 %
 % Not Listed: 12.1%

1988 Revenue: \$10,100,000
 HH Inc.: \$26,615
 Retail \$: 2.4 Bill
 Pop per Station: 19,744
 #1 Biller: KGA/KDRK \$2,400,000

MSA Rank/Pop: 130/363,300

ADI #76

Average Person Ratings: 16.5

Market TSL: 22.3 Hours

12+ METRO	1/4/SHARE	SPG				4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO		SPG		% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	87	87	86			CUME/CUME	88	87						
1. KZZU-F (CHR)	87/14.8	16.9	15.2	15.1	16.5	116/1374	985/27.7	27.7	31.9	72					KZZU-F	
2. KISC-F (AC)	64/10.9	8.4	8.3	6.3	5.1	79/ 880	599/16.9	15.6	13.9	141					KISC-F	
3. KXLY-F (EZ)	58/ 9.9	13.8	10.7	11.8	13.1	83/ 866	597/16.8	18.8	18.1	72					KXLY-F	
4. KDRK-F (C)	52/ 8.9	6.8	11.1	10.5	11.4	84/ 963	617/17.4	14.2	18.7	116					KDRK-F	
5. KXLY (N/T)	40/ 6.8	5.1	6.3	6.1	5.2	46/ 621	517/14.5	10.4	13.3	62					KXLY	
6. KKZX-F (AOR)	34/ 5.8	3.9	4.4	2.6	4.9	50/ 606	449/12.6	9.8	8.3	145					KKZX-F	
7. KEZE-F (AOR)	33/ 5.6	6.4	7.0	10.3	8.4	51/ 756	485/13.6	11.9	14.1	80					KEZE-F	
8. KGA (C)	32/ 5.5	4.5	6.1	6.3	5.4	48/ 614	438/12.3	11.4	13.3	129					KGA	
9. KVXO-F (CHR)	22/ 3.8	3.3	3.0	3.3	1.7	24/ 372	357/10.0	7.7	7.5	50					KVXO-F	
10. KKPL-F (AC)	18/ 3.1	4.9	5.4	5.9	3.9	38/ 788	417/11.7	12.4	13.3	113					KKPL-F	
KAQQ (MOR)	18/ 3.1	2.7	2.8	2.8	2.2	21/ 395	280/ 7.9	6.5	7.0	113					KAQQ	
12. KTRW (C)	16/ 2.7	4.3	.4	.9	.7	18/ 271	208/ 5.9	6.5	3.6	107					KTRW	
13. KEYF (BB)	11/ 1.9	4.1	2.6	2.0	2.1	11/ 168	162/ 4.6	4.5	4.7	53					KEYF	
14. KEYF-F (J/NA)	9/ 1.5	1.4	3.5	2.0	1.7	13/ 172	110/ 3.1	3.7	5.6	193					KEYF-F	
15. KJRB (AC)	8/ 1.4	3.1	3.0	1.3	3.6	10/ 278	218/ 6.1	9.0	7.7	164					KJRB	

12+ FM SHARE (METRO): 74.17% (382 OF 515) (FAL 87: 75.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZZU-F>>1. KZZU-F	1. KZZU-F	1. KZZU-F	1. KISC-F>	1. KISC-F>	1. KXLY-F>	1. KZZU-F>	1. KISC-F	1. KZZU-F>	1. KZZU-F>>1. KXLY-F>>	
2. KVXO-F	2. KISC-F	2. KISC-F>	2. KZZU-F	2. KZZU-F<	2. KDRK-F	2. KISC-F	2. KXLY-F<	2. KISC-F	2. KEZE	2. KEZE-F<
3. KISC-F	3. KKZX-F	3. KDRK-F	3. KDRK-F<	3. KDRK-F	3. KXLY	3. KXLY <	3. KZZU-F	3. KXLY-F	3. KISC-F	3. KKZX-F
4. KEZE-F	4. KKZX-F	4. KKZX-F	4. KKZX-F	4. KKZX-F	4. KGA	4. KXLY-F	4. KDRK-F	4. KDRK-F	4. KKZX-F	4. KISC-F
5. KDRK-F	5. KDRK-F	5. KEZE-F	5. KXLY-F	5. KXLY-F	5. KISC-F	5. KDRK-F	5. KGA	5. KEZE-F	5. KXLY-F	5. KXLY-F
			6. KGA	6. KGA					6. KXLY	6. KXLY

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. KZZU-F	1. KZZU-F	1. KZZU-F	1. KISC-F<	1. KISC-F	1. KZZU-F>	1. KZZU-F	1. KKZX-F>	1. KZZU-F	1. KISC-F<
2. KDRK-F	2. KISC-F>	2. KISC-F>>	2. KZZU-F>	2. KZZU-F	2. KEZE-F>	2. KKZX-F	2. KISC-F	2. KKZX-F	2. KKZX-F>
3. KVXO-F	3. KDRK-F	3. KKPL-F	3. KDRK-F	3. KDRK-F	3.	3. KEZE-F>	3. KEZE-F	3. KISC-F	3. KDRK-F
4. KISC-F	4. KVXO-F	4. KKZX-F	4. KXLY-F	4. KZZU-F	4.	4. KISC-F>	4. KZZU-F	4. KEZE-F	4. KGA
5. KKPL-F	5. KKPL-F	5.	5. KVXO-F	5. KGA	5.	5. KKPL-F	5.	5. KDRK-F	5. KZZU-F
									6. KXLY

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%				
TOP 40/CHR/CONTEMP		109 (2)	109 (2)	21.2	20.0	KCDA-F	103.1	Coeur D'Alene	.9/2.0
AOR/CLASSIC		67 (2)	67 (2)	13.0	12.4	KRSS	1230	Spokane	.3/2.2
AC/OLDIES/SOFT ROCK	8 (1)	87 (3)	95 (4)	18.4	18.8	KVNI	1080	Coeur D'Alene	1.0/5.1
MOR/VARIETY/FULL	18 (1)		18 (1)	3.5	1.4				
COUNTRY	48 (2)	52 (1)	100 (3)	19.4	18.6				
BLACK/URBAN									
BTFL MUSIC/EZ		58 (1)	58 (1)	11.3	11.6				
NEWS/TALK	40 (1)		40 (1)	7.8	6.8				
NOSTALGIA	11 (1)		11 (1)	2.1	5.8				
RELIGION/GOSPEL	2 (1)		2 (1)	0.4					
SPANISH					3.8				
CLASSICAL					0.6				
JAZZ/NEW AGE		9 (1)	9 (1)	1.7					
OTHERS/UNKNOWN	6 (1)		6 (1)	1.2					
	133 (8)	382 (10)	515 (18)						

RADIO STATIONS

KAQQ, 590, 5 KW	, MOR	NBC,NBC-T,\$ 20.00	(Katz)	Home News
KEYF, 1050, 5 KW/500 W (DA-1)	, NOSTALGIA	MBS,ABC-D,\$ 10.00	(Republic)	
KGA, 1510, 50 KW (DA-N)	, COUNTRY	ABC-I,\$ 27.00	(Eastman)	John Price
KJRB, 790, 5 KW (DA-N)	, OLDIES	,\$ 21.00	(Mc-Guild)	Alexander
KTRW, 970, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-E,\$ NA	(Christal)	Olympia
KXLY, 920, 5 KW	, NEWS/TALK	MBS,CBS,\$ 30.00	(Eastman)	
KDRK-F, 93.7, 58 KW @ 2380,	COUNTRY	US 1,\$ 37.00	(Eastman)	John Price
KEYF-F, 101.1, 100 KW @ 2360,	JAZZ/NEW AGE	Trans,\$ 14.00	(Republic)	(CHENEY)
KEZE-F, 105.7, 100 KW @ 2010,	AOR	,\$ 34.00	(Mc-Guild)	Alexander
KISC-F, 98.1, 94 KW @ 2030,	AC	,\$ 29.00	(Katz)	Home News
KKPL-F, 96.1, 56 KW @ 2680,	AC	,\$ 27.00	(Republic)	
KKZX-F, 98.9, 100 KW @ 1614,	CLASSIC ROCK	,\$ 22.00	(Banner)	Medina
KVXO-F, 103.9, 3 KW @ 300,	CHR	,\$ NA	(Durpetti)	
KXLY-F, 99.9, 25 KW @ 3010,	BTFL/EZ	,\$ 31.00	(Eastman)	
KZZU-F, 92.9, 81 KW @ 2080,	CHR	,\$ 46.00	(Christal)	Olympia

MISCELLANEOUS COMMENTS KEYF A/F (Cheney) sold to Nemesis for \$1,300,000 (Montcalm)...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/502,500
 MSA Rank/Pop: 86/588,100
 ADI #96
 Average Person Ratings: 17.3
 Market TSL: 22.8 Hours

Stations: 28/15
 Diaries: 959/524:1/49.5%
 Sample Target: 890
 % Below Line: 34.1%
 % Not Listed: 13.5%

1988 Revenue: \$11,800,000
 HH Inc.: \$33,206
 Retail \$: 4.7 Bil
 Pop per Station: 33,500
 #1 Biller: WHYN A/F \$3,800,000

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ METRO		SPG		FAL		% 25-54		BIRCH		
		88	88	88	87	87		1/4/CUME	RATING	88	87	CONVERSION	SHARE	AQH	CUME	SHARE	AQH	CUME
1. WHYN-F (AC)	90/10.3	9.5	7.0	8.5	10.6	8.8	107/1336	1244/24.8	20.3	25.3	133	9.8	77	1024	WHYN-F			
2. WMAS-F (AC)	89/10.2	9.1	9.8	9.0	8.6	9.5	89/1061	1053/21.0	18.6	21.6	150	7.0	55	812	WMAS-F			
3. WRCH-F (EZ)	76/ 8.7	8.9	10.0	9.4	9.0	9.3	82/ 826	774/15.4	15.8	17.1	51	3.6	28	495	WRCH-F			
4. WAQY-F (AOR)	71/ 8.2	7.2	10.3	7.7	10.0	8.4	81/1113	1015/20.2	21.9	23.0	85	14.3	112	1213	WAQY-F			
5. WTIC-F (CHR)	69/ 7.9	9.2	9.0	9.3	7.1	8.9	69/1203	1162/23.1	20.4	22.6	76	10.4	81	1170	WTIC-F			
6. WHYN (MOR)	48/ 5.5	5.6	8.6	7.1	5.6	6.7	48/ 879	864/17.2	18.5	15.8	89	6.0	47	889	WHYN			
7. WMAS (BB)	41/ 4.7	6.3	7.1	7.3	8.3	6.4	41/ 464	458/ 9.1	11.6	12.3	30	5.0	39	500	WMAS			
8. WHMP-F (CHR)	28/ 3.2	2.1	1.9	2.5	2.3	2.4	33/ 544	450/ 9.0	5.3	8.4	38	2.4	19	532	WHMP-F			
9. WAAF-F (AOR)	22/ 2.5	5.0	2.0	1.5	2.4	2.8	23/ 474	451/ 9.0	8.3	8.0	112	3.5	27	499	WAAF-F			
WCCC-F (AOR)	22/ 2.5	1.3	2.4	2.5	2.7	2.2	26/ 580	531/10.6	8.9	8.9	104	3.1	24	526	WCCC-F			
WDRC-F (O)	22/ 2.5	4.7	2.8	3.4	3.2	3.4	22/ 441	426/ 8.5	10.6	10.2	188	2.7	21	269	WDRC-F			

12+ FM SHARE (METRO): 73.71% (555 OF 753) (FAL 87: 68.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>>1. WAQY-F	1. WHYN-F<	1. WMAS-F	1. WMAS-F	1. WRCH-F>	1. WHYN-F	1. WHYN-F	1. WMAS-F<	1. WTIC-F	1. WHYN	
2. WAQY-F	2. WTIC-F	2. WMAS-F	2. WHYN-F>	2. WHYN-F	2. WHYN-F<	2. WMAS-F	2. WMAS-F	2. WRCH-F	2. WAQY-F	
3. WHMP-F	3. WMAS-F	3. WAQY-F	3. WAQY-F	3. WAQY-F	3. WMAS-F	3. WTIC-F	3. WRCH-F	3. WHYN-F	3. WHYN-F	
4. 4. WHYN-F	4. WTIC-F	4. WTIC-F	4. WTIC-F	4. WTIC-F	4. WMAS	4. WAQY-F	4. WTIC-F	4. WHMP-F	4. WMAS-F	
5. 5.	5.	5. WHYN	5. WHYN	5. WHYN	5. WHYN	5. WAQY-F	5. WMAS	5. WAQY-F	5. WHMP-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. WHYN-F	1. WHYN-F<	1. WAQY-F>>1. WAQY-F>>1. WAQY-F	1. WAQY-F>>1. WAQY-F>>1. WAQY-F	1. WAQY-F	1. WAQY-F>	1. WMAS-F
2. WHYN-F	2. WHYN-F	2. WHYN-F	2. WMAS-F	2. WMAS-F>>	2. WHMP-F>	2. WTIC-F	2. WMAS-F	2. WMAS-F	2. WAQY-F
3. WAQY-F	3. WMAS-F>>3. WTIC-F	3. WTIC-F	3. WTIC-F>	3. WTIC-F	3. WTIC-F	4. WMAS-F	3. WTIC-F	3. WHYN-F	3. WHYN-F
4. WCCC-F	4. WAQY-F	4.	4.	4. WHYN	4. WHYN-F	4. WHMP-F	4. WCCC-F	4. WTIC-F	4. WDRC-F
5.	WCCC-F	5.	5.	WRCH-F	5. WAAF-F	5. WHYN-F	5. WHYN-F	5.	5. WTIC-F

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING			
				%	%	STATION	SHARE	CUME	RATING
TOP 40/CHR/CONTEMP		107 (3)	107 (3)	14.2	12.5	WACE	730	Chicopee	.3/3.3
AOR/CLASSIC		126 (4)	126 (4)	16.7	17.7	WACM	1490	W. Springfield	.8/1.1
AC/OLDIES/SOFT ROCK	27 (2)	206 (4)	233 (6)	30.9	29.4	WARE	1250	Ware	1.3/2.1
MOR/VARIETY/FULL	83 (4)		83 (4)	11.0	11.5	WHMP	1400	Northampton	1.7/5.6
COUNTRY	5 (1)	19 (1)	24 (2)	3.1	1.3	WIXY	1600	E. Longmeadow	.6/2.7
BLACK/URBAN						WNNZ	640	Westfield	1.8/5.6
BTFM MUSIC/EZ		92 (2)	92 (2)	12.2	11.4	WREB	930	Holyoke	1.5/3.3
NEWS/TALK	27 (2)		27 (2)	3.6	4.0	WSPR	1270	Springfield	1.6/3.8
NOSTALGIA	46 (2)		46 (2)	6.1	9.4	WTTT	1430	Amherst	.6/1.6
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	1.2	WBZ	1030	Boston	.6/1.4
SPANISH		5 (1)	5 (1)	0.7		WSRS-F	96.1	Worcester	1.8/3.9
CLASSICAL						See Hartford for more about these stations:			
JAZZ/NEW AGE						WHCN-F	1.3/5.0	WLVH-F	.6/1.1
OTHERS/UNKNOWN	7 (1)		7 (1)	0.9	1.5	WIOF-F	.6/3.1	WTIC	1.7/5.0
	198 (13)	555 (15)	753 (28)			WKSS-F	1.1/7.3	WVYZ-F	2.2/5.2

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC, \$ 18.00	(K & P)
WHYN, 560, 5 KW/1 KW (DA-1)	, MOR/AC	ABC-I, \$ 33.00	(Mc-Guild)
WIXY, 1600, 5 KW/2.5 KW (DA-1)	, COUNTRY	CBS, \$ 16.00	(Katz)
WMAS, 1450, 1 KW	, NOSTALGIA	MBS, \$ 29.00	(Banner)
WNNZ, 640, 50 KW (DA-2)	, OLDIES	US 2, \$ 17.00	(Katz)
WREB, 930, 500 W (DAYS)	, TALK	, \$ 13.00	(---)
WAQY-F, 102.1, 27 KW @ 650, AOR		ABC-F, \$ 54.00	(Katz)
WHMP-F, 99.3, 3 KW @ 300, CHR		, \$ 24.00	(K & P)
WHYN-F, 93.1, 12 KW @ 1000, AC		, \$ 60.00	(Mc-Guild)
WMAS-F, 94.7, 50 KW @ 360, AC		, \$ 58.00	(Banner)
			Sunshine
			Wilks-Schwartz
			Sunshine
			Lapin

MISCELLANEOUS COMMENTS WSPR sold for \$1,250,000...

STOCKTON

Arbitron Rank/Pop (12+): 98/381,500

Stations: 33/11

1988 Revenue: \$7,300,000

MSA Rank/Pop: 104/460,000

Diaries: 730/523:1/50.5%

HH Inc.: \$32,156

Sacramento ADI

Sample Target: 690

Retail \$: 2.6 Bill

Average Person Ratings: 16.6

% Below Line: 46.4%

Pop per Station: 34,682

Market TSL: 22.5 Hours

% Not Listed: 19.1%

#1 Biller: KWG/KYBB \$1,900,000

12+ METRO	1/4/SHARE	SPG 88	FAL 87	SPG 87	FAL 86	4 BOOK AVG.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KRAK (C)	58/9.1	6.3	5.6	7.3	8.1			571/15.0	12.0	12.4	78	6.9	40	381	KRAK
2. KFMR-F (C)	41/6.5	5.0	4.3	3.9	6.3			507/13.3	10.6	9.7	149	4.2	24	370	KFMR-F
3. KBEE-F (EZ)	35/5.5	6.1	6.6	4.3	5.8			435/11.4	11.4	10.7	87	3.5	20	226	KBEE-F
4. KHOP-F (CHR)	28/4.4	6.5	7.0	4.1	6.9			685/18.0	17.1	16.5	98	7.8	45	691	KHOP-F
5. KWG (O)	26/4.1	5.2	5.2	3.2	2.8			277/ 7.3	10.6	9.5	173	4.7	27	344	KWG
6. KYBB-F (AC)	23/3.6	2.5	3.7	3.9	2.2			370/ 9.7	6.8	9.3	142	3.5	20	295	KYBB-F
KWIN-F (CHR)	23/3.6	7.3	4.9	5.0	6.7			454/11.9	16.5	13.9	72	4.5	26	448	KWIN-F
8. KRAK-F (C)	21/3.3	3.8	1.9	1.7	1.4			278/ 7.3	6.6	5.1	130	2.6	15	228	KRAK-F
9. KDJK-F (AOR)	20/3.2	5.6	3.9	2.4	2.4			285/ 7.4	8.5	6.7	125	4.9	28	335	KDJK-F
KCBS (N/T)	20/3.2	2.9	5.2	7.3	5.0			368/ 9.6	7.9	11.9	88	2.8	16	337	KCBS
11. KNBR (MOR)	19/3.0	3.6	3.7	5.4	3.0			359/ 9.4	9.4	11.7	146	2.8	16	246	KNBR
12. KSTN-F (SP)	18/2.8	2.9	2.3	3.9	1.6			243/ 6.4	7.0	5.4	100	2.4	14	261	KSTN-F
13. KJAX-F (EZ)	17/2.7	3.5	7.6	5.4	5.8			309/ 8.1	8.5	9.6	115	3.8	22	224	KJAX-F

Stockton's Metro and TSA are the same.

12+ FM SHARE (METRO): 63.94% (328 OF 513) (FAL 87: 65.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMEL-F	1. KDJK-F	1. KFMR-F	1. KFMR-F	1. KFMR-F	1. KRAK >	1. KRAK >	1. KRAK >	1. KRAK >	1. KHOP-F	1. KNBR <
KHOP-F	2. KHOP-F	2. KWG <	2. KWG	2. KWG	2. KBEE-F	2. KFMR-F	2. KFMR-F	2. KBEE-F	KSJQ-F	2. KGO
KSJQ-F	3. KYBB-F	3. KRAK	3. KYBB-F	KRAK	KFMR-F >	3. KCBS	KBEE-F	3. KFMR-F	KMEL-F	3. KCBS
KWIN-F	4. KWIN-F	4. KYBB-F	KRAK	4. KYBB-F	4. KCBS	4. KHOP-F	4. KWG	4. KHOP-F	4. KSTN	KRAK
5.	5. KWG	5. KHOP-F <	5. KHOP-F	5. KBEE-F	5. KJAX-F	5. KBEE-F	5. KWIN-F	5. KWG	KBEE-F	KFMR-F
	KWOD-F	KDJK-F				KWG			KZAP-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. KHOP-F	1. KHOP-F	1. KHOP-F	1. KFMR-F	1. KFMR-F	1. KXOA-F	1. KDJK-F	1. KDJK-F	1. KWG	1. KFMR-F
KYBB-F	KYBB-F	KYBB-F	2. KYBB-F	2. KBEE-F	2. KWOD-F	2. KXOA-F	2. KWG	KFMR-F	2. KWG
3. KZAP-F	3. KDJK-F	3. KDJK-F	3. KHOP-F	3. KYBB-F	KDJK-F	3. KSTN-F	3. KRAK-F	3. KRAK	KRAK
KWOD-F	KFMR-F	KFMR-F	4. KRAK	4. KWG	KSTN-F	4.	KHOP-F	4. KDJK-F	4. KDJK-F
KSJQ-F	5. KWIN-F	KWG	5.	KRAK	KRAK	5.	KSTN-F	5. KXOA-F	5. KSTN-F
	KZAP-F								

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		96 (6)	96 (6)	18.7	30.0	KCVR 1570 Lodi .9/1.3
AOR/CLASSIC		35 (2)	35 (2)	6.8	6.9	KJOY 1280 Stockton 1.6/6.9
AC/OLDIES/SOFT ROCK	26 (1)	43 (4)	69 (5)	13.5	12.0	KSJQ-F 96.7 Manteca 2.2/6.3
MOR/VARIETY/FULL	29 (2)		29 (2)	5.7	5.4	KSTN 1420 Stockton 2.1/9.7
COUNTRY	61 (2)	69 (3)	130 (5)	25.3	13.5	See Modesto or Sacramento for more information about the following:
BLACK/URBAN		2 (1)	2 (1)	0.4	1.3	KCTC-F .6/1.6 KSPM-F .3/2.0
BTFL MUSIC/EZ		56 (3)	56 (3)	10.9	15.7	KFBK .6/3.8 KTRB .5/4.1
NEWS/TALK	38 (3)		38 (3)	7.4	9.7	KLOC .6/1.2 KWOD-F 2.5/8.1
NOSTALGIA	8 (1)		8 (1)	1.6	1.1	KOSO-F .9/3.7 KXOA-F 1.7/3.0
RELIGION/GOSPEL						KQPT-F 1.4/2.3 KZAP-F 2.4/6.9
SPANISH	23 (3)	18 (1)	41 (4)	8.0	4.5	
JAZZ/NEW AGE		9 (1)	9 (1)	1.8		See San Francisco for more information about the following:
OTHERS/UNKNOWN						KFRC 1.3/3.9 KOIT-F .5/1.5
	185 (12)	328 (21)	513 (33)			KGO 2.2/4.5 KSAN-F 1.1/1.8
						KMEL-F 2.1/6.5 KSOL-F .3/1.3
						KNBR 3.0/9.4

RADIO STATIONS

KCVR, 1570, 5 KW (DAYS, DA)	, HISPANIC	,\$ 14.00 (Caballero)
KJOY, 1280, 1 KW	, MOR/AC	,\$ 13.00 (Christal)
KSTN, 1420, 5 KW/1 KW (DA-2)	, HISPANIC	ABC-C, \$ 17.00 (---)
KWG, 1230, 1 KW	, OLDIES	MBS, \$ 20.00 (Katz) Home News
KFMR-F, 100.1, 3 KW @ 300, COUNTRY		,\$ 26.00 (CBS)
KJAX-F, 99.3, 3 KW @ 300, BTFL/EZ		ABC-E, \$ 29.00 (Christal)
KSTN-F, 107.3, 8 KW @ 1610, HISPANIC CHR		ABC-C, \$ 17.00 (---)
KWIN-F, 97.7, 3 KW @ 300, CHR		,\$ 27.00 (MMR)
KYBB-F, 100.9, 3 KW @ 300, AC		,\$ 24.00 (Katz) Home News (LODI) (TRACY)

SYRACUSE

Arbitron Rank/Pop (12+): 62/540,300

Stations: 27/19

1988 Revenue: \$15,800,000

MSA Rank/Pop: 74/652,400

Diaries: 1023/528:1/56.5%

HH Inc.: \$36,884

ADI #68

Sample Target: 920

Retail \$: 4.3 Bil

Average Person Ratings: 17.5

% Below Line: 6.6%

Pop per Station: 28,437

Market TSL: 23.3 Hours

% Not Listed: 12.2%

#1 Biller: WYYY-F \$5,000,000

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME			% 25-54			BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	88	88	FAL 87				SPG 88	FAL 87	RATING	CONVERSION						
1. WSYR (MOR)	134/14.2	11.6	12.2	13.7	11.8	12.9	143/1808	1562/28.9	23.2	26.2	88	9.7	91	1165	WSYR			
2. WYYY-F (AC)	130/13.8	17.2	15.2	13.7	13.5	15.0	165/2309	1816/33.6	31.8	33.6	142	14.1	132	1541	WYYY-F			
3. WNTQ-F (CHR)	119/12.6	10.6	12.8	13.6	13.2	12.4	144/2018	1644/30.4	26.4	30.1	70	14.0	131	1662	WNTQ-F			
4. WAQX-F (AOR)	75/ 8.0	5.3	9.0	5.6	7.1	7.0	86/1226	1024/19.0	18.1	17.2	81	11.3	106	1149	WAQX-F			
5. WRHP-F (EZ)	62/ 6.6	5.6	2.9	5.8	5.7	5.2	71/ 728	594/11.0	7.7	11.2	91	4.1	38	341	WRHP-F			
6. WKFM-F (AOR)	57/ 6.0	6.7	5.2	5.7	7.0	5.9	77/1263	841/15.6	12.9	15.6	118	7.0	65	1032	WKFM-F			
7. WSEN A/F (O)	46/ 4.8	7.2	5.8	5.7	3.9	5.9	52/ 881	704/13.0	14.2	14.5	163	6.0	57	625	WSEN A/F			
8. WHEN (MOR)	43/ 4.6	4.1	5.6	3.5	4.0	4.5	47/ 963	804/14.9	14.3	10.2	85	2.5	23	483	WHEN			
9. WEZG-F (EZ)	40/ 4.2	4.8	6.5	8.2	7.2	5.9	43/ 645	606/11.2	12.1	11.4	102	1.9	18	224	WEZG-F			
10.																		

12+ FM SHARE (METRO): 74.52% (617 OF 828) (FAL 87: 76.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNTQ-F>>>1. WYYY-F	1. WYYY-F>	1. WYYY-F>	1. WYYY-F>>>1. WYYY-F>	1. WYYY-F>	1. WYYY-F>	1. WSYR >>1. WSYR	1. WYYY-F	1. WYYY-F	1. WNTQ-F	1. WSYR >>
2.	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WRHP-F	2. WYYY-F	2. WYYY-F	2. WNTQ-F	2. WNTQ-F
3.	3. WAQX-F	3. WAQX-F	3. WSYR	3. WNTQ-F	3. WNTQ-F	3. WYYY-F	3. WNTQ-F	3. WNTQ-F	3. WNTQ-F	3. WYYY-F
4.	4. WKFM-F	4. WKFM-F	4. WSEN-AF	4. WSEN-AF	4. WSEN-AF	4. WEZG-F	4. WAQX-F	4. WRHP-F	4. WSYR	4. WAQX-F
5.	5.	5. WSYR	5. WKFM-F	5. WKFM-F	5. WKFM-F	5. WHEN	5. WHEN	5. WAQX-F	5. WRHP-F	5. WKFM-F
			WSEN-AF	6. WAQX-F	6. WAQX-F					7. WRHP-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. WYYY-F>	1. WAQX-F	1. WKFM-F	1. WKFM-F	1. WYYY-F<	1. WYYY-F
2. WYYY-F	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WAQX-F	2. WYYY-F	2. WKFM-F	2. WSYR
3. WAQX-F>>>3. WAQX-F	3. WAQX-F	3. WAQX-F	3. WAQX-F	3. WNTQ-F	3. WKFM-F	3. WYYY-F<	3. WAQX-F	3. WAQX-F	3. WKFM-F
4. WKFM-F	4. WKFM-F	4. WKFM-F	4. WSYR	4. WSEN-AF	4. WYYY-F	4. WNTQ-F>	4. WNTQ-F	4. WNTQ-F	4. WSEN-AF
5.	5. WSEN-AF	5.	5. WSEN-AF	5. WAQX-F	5.	5.	WOUR-F	5. WSEN-AF	5. WAQX-F
									WRHP-F
									WNTQ-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		126 (3)	126 (3)	15.2	17.0	WMCR A/F 106.3 Oneida .8/1.2
AOR/CLASSIC		144 (3)	144 (3)	17.4	18.7	WMHR-F 102.9 Syracuse 1.4/3.1
AC/OLDIES/SOFT ROCK	8 (1)	182 (5)	190 (6)	22.9	26.2	WNDR 1260 Syracuse .4/3.7
MOR/VARIETY/FULL	180 (3)	5 (1)	185 (4)	22.3	14.1	WSCP A/F 101.7 Pulaski 1.7/3.6
COUNTRY	8 (3)	45 (3)	53 (6)	6.4	8.9	WAGO 1440 Oswego .4/1.2
BLACK/URBAN						WAGO-F 105.5 Oswego .4/ .9
BTFL MUSIC/EZ		102 (2)	102 (2)	12.3	8.6	WKRA 1220 N. Syracuse 1.2/3.1
NEWS/TALK						WFRG A/F 96.1 Rome 1.3/2.2
NOSTALGIA	4 (1)		4 (1)	0.5	2.0	WKGW 104.3 Utica .3/1.7
RELIGION/GOSPEL		13 (1)	13 (1)	1.6	2.6	WNYZ-F 98.7 Utica .3/2.4
SPANISH						WOUR-F 96.9 Utica 1.3/4.4
CLASSICAL						WPCX-F 106.9 Auburn 2.2/5.2
JAZZ/NEW AGE						WRCK-F 107.3 Utica .4/1.6
OTHERS/UNKNOWN	11 (1)		11 (1)	1.3	1.7	WUUU-F 102.5 Rome .7/1.8
	211 (9)	617 (18)	828 (27)			

RADIO STATIONS

WHEN, 620, 5 KW/1 KW (DA-N)	, AC/MOR	ABC-E,\$ 48.00 (Banner)	Park
WNDR, 1260, 5 KW (DA-N)	, NOSTALGIA	CBS,MBS,\$ 17.00 (Mc-Guild)	Osborn
WSYR, 570, 5 KW (DA-2)	, MOR	NBC,\$ 75.00 (Katz)	New City
WAQX-F, 95.7, 3 KW @ 300, AOR		ABC-R,\$ 45.00 (MMR)	Atlantic Ventures
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ		,\$ 31.00 (Durpetti)	
WKFM-F, 104.7, 50 KW @ 500, CLASSIC ROCK		SOURCE,\$ 33.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 780, RELIGION		,\$ 8.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR		,\$ 50.00 (Mc-Guild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ		ABC-D,\$ 40.00 (Banner)	Park
WSEN-F, 92.1, 3 KW @ 300, OLDIES		,\$ 30.00 (HNWH)	Buckley (BALDWINVILLE)
WYYY-F, 94.5, 100 KW @ 650, AC		,\$100.00 (Katz)	New City
WSCP-F, 101.7, 3 KW @ 300, COUNTRY		,\$ NA (---)	(PULASKI)

MISCELLANEOUS COMMENTS WKFM changes from AOR to Classic Rock (Aug.)...

American Radio Fall 1988, Copyright 1989

TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,756,466

Stations: 29/23

1988 Revenue: \$ 57,800,000

MSA Rank/Pop: 21/2,004,900

Diaries: 1643/1069:1/52.6%

HH Inc.: \$ 29,007

ADI #17

Sample Target: 1530

Retail \$: 14.6 Bill

Average Person Ratings: 18.6

% Below Line: 9.5%

Pop per Station: 76.365

Market TSL: 24.5 Hours

% Not Listed: 11.3%

#1 Biller: WRBQ-F \$18,500,000

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ METRO		SPG		% 25-54		BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	88	88	87	87		1/4/CUME	RATING	88	87	CONVERSION					
1. WRBQ-F (CHR)	475/15.5	16.1	16.7	16.6	14.5	16.2	548/6274	5515/31.4	30.0	30.1	98	19.4	547	5338	WRBQ-F		
2. WWRM-F (AC)	307/ 9.4	5.9	9.6	10.5	10.8	8.9	354/4219	3544/20.2	15.9	16.2	86	6.7	195	2639	WWRM-F		
3. WQYK-A/F (C)	259/ 7.6	6.9	8.2	8.7	8.0	7.9	321/3077	2555/14.5	13.3	14.2	116	7.3	210	1791	WQYK-A/F		
4. WYNF-F (AOR)	224/ 6.9	7.4	7.0	5.9	4.8	6.8	339/3772	2642/15.0	12.4	12.6	110	10.9	319	2463	WYNF-F		
5. WDUV-F (EZ)	209/ 6.4	5.8	3.0	3.0	3.2	4.6	314/3279	2070/11.8	8.3	7.0	23	3.4	99	1045	WDUV-F		
6. WUSA-F (AC)	157/ 4.8	5.7	6.0	5.2	4.8	5.4	171/2392	2148/12.2	12.8	12.3	171	3.9	114	1399	WUSA-F		
7. WFLA (N/T)	154/ 4.7	4.7	5.9	4.4	5.1	4.9	181/2113	1821/10.4	10.0	11.9	70	4.7	138	1791	WFLA		
8. WFLZ-F (AC)	139/ 4.3	2.9	4.6	4.7	4.1	4.1	174/2673	2066/11.8	11.7	9.4	165	2.5	74	1259	WFLZ-F		
9. WNLT-F (AC)	133/ 4.1	5.9	4.0	5.2	4.0	4.8	142/2398	2174/12.4	11.1	11.0	130	5.4	157	2320	WNLT-F		
10. WKRL-F (AOR)	121/ 3.7	3.8	4.0	3.8	3.2	3.8	124/1812	1636/ 9.3	8.7	8.9	138	4.5	133	1622	WKRL-F		
11. WGUL-A/F (BB)	106/ 3.3	3.7	3.3	3.2	5.2	3.4	106/1115	1115/ 6.3	6.8	7.4	21	4.5	101	698	WGUL-A/F		
12. WSUN (C)	88/ 2.7	2.4	3.7	3.4	2.7	3.1	123/1935	1294/ 7.4	7.3	7.5	126	2.1	62	757	WSUN		
13. WDAE (BB)	88/ 2.7	3.7	2.1	2.9	2.2	2.9	91/ 934	917/ 5.2	4.6	4.6	41	3.2	93	734	WDAE		
14. WTMP (B)	68/ 2.1	2.3	2.3	1.8	1.7	2.1	69/ 826	802/ 4.6	2.8	4.4	90	1.2	36	715	WTMP		
15. WXCR-F (CL)	52/ 1.6	1.0	1.7	1.3	2.4	1.4	52/ 780	780/ 4.4	3.8	4.6	63	1.1	33	557	WXCR-F		
16. WHVE-F (J/NA)	47/ 1.4	1.6	2.0	1.8	2.2	1.7	70/1362	1048/ 6.0	5.6	6.1	193	3.7	108	1091	WHVE-F		
17. WLFF (BB)	45/ 1.4	1.6	.4	.5	.6	1.0	46/ 382	352/ 2.0	1.4	1.3	29	---	---	---	WLFF		
18.																	
19.																	
20.																	
21.																	
22.																	
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 79.04% (2293 OF 2901) (FAL 87: 75.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRBQ-F>>>1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WWRM-F	1. WRBQ-F>>>1. WWRM-F	1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F>>>1. WFLA >	
2. WTMP	2. WYNF-F>>>2. WYNF-F	2. WUSA-F<	2. WUSA-F<	2. WQYK-F+	2. WQYK-F+	2. WWRM-F	2. WRBQ-F	2. WWRM-F	2. WYNF-F	2. WGUL-F>
3. WYNF	3. WKRL-F	3. WUSA-F	3. WYNF-F	3. WUSA-F<	3. WDUV-F	3. WYNF-F	3. WQYK-F	3. WYNF-F	3. WFLA	3. WQYK-F
4.	4. WNLT-F	4. WWRM-F	4. WWRM-F	4. WWRM-F	4. WRBQ-F	4. WQYK-F	4. WDUV-F	4. WQYK-F	4. WQYK-F	4. WRBQ-F
5.	5. WUSA-F	5. WQYK-F+	<5. WQYK-F+	<5. WYNF-F	5. WFLA-F	5. WFLA	5. WUSA-F	5. WDUV-F	WWRM-F	5. WDUV-F
6.	6. WWRM-F	6. WKRL-F	6. WFLZ-F	6. WFLZ-F	6. WGUL-F+	WDUV-F	6. WYNF-F	6. WNLT-F	6. WDUV-F	6. WYNF-F
7.	7.	WNLT-F	7. WNLT-F	7. WNLT-F	7.	7. WUSA-F	7. WFLZ-F	7. WUSA-F	7. WNLT-F	7. WWRM-F
8.	8.	8. WFLZ-F	8. WKRL-F	8. WKRL-F	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. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F	1. WRBQ-F>>>1. WRBQ-F>	1. WRBQ-F>	1. WYNF-F	1. WYNF-F>	1. WYNF-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. WRBQ-F>	2. WRBQ-F	2. WRBQ-F	2. WYNF-F>	2. WYNF-F
3. WNLT-F>	3. WNLT-F	3. WNLT-F	3. WWRM-F	3. WWRM-F	3. WKRL-F>>>3. WKRL-F>>>3. WKRL-F>	3. WKRL-F	3. WKRL-F	3. WKRL-F	3. WQYK-F+
4. WKRL-F	4. WUSA-F	4. WWRM-F	4. WYNF-F<	4. WQYK-F+	4. WNLT-F	4.	4. WNLT-F>>>4. WFLZ-F	4. WFLZ-F	4. WFLZ-F
5. WWRM-F	5. WWRM-F	WYNF-F	5. WNLT-F	5. WNLT-F	WTMP	5.	5. WFLA	5. WQYK-F+	5. WKRL-F
6. WFLZ-F	6. WKRL-F	6. WQYK-F+	6. WQYK-F+	6. WFLZ-F	6. WUSA-F	6.	WFLZ-F	6.	6. WFLA
7. WQYK-F+	7.	7. WKRL-F	7. WFLZ-F	7. WYNF-F	7.	7.	WWRM-F	7.	7.
8. WUSA-F	8.	8. WRXB	8.	8.	8.	8.	8.	8.	8.
9.	9.	9. WFLZ-F	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

FORMATS	FAL 87					OTHER RATED STATIONS/METRO SHARE & CUME RATING			
	AM	FM	TOTAL	%	%				
TOP 40/CHR/CONTEMP	28 (1)	485 (2)	513 (3)	17.7	17.7	WHBO	1040	Tampa	.7/3.0
AOR/CLASSIC		345 (2)	345 (2)	11.9	8.9	WLUV-F	106.3	Holiday	1.2/3.4
AC/OLDIES/SOFT ROCK	24 (1)	775 (5)	799 (6)	27.5	15.3	WPAS	1400	Zephyrhills	.6/7.1
MOR/VARIETY/FULL						WRBQ	1380	St. Petersburg	.9/4.3
COUNTRY	98 (2)	274 (2)	372 (4)	12.8	12.4	WRXB	1590	St. Pete Beach	1.0/2.1
BLACK/URBAN	101 (2)		101 (2)	3.5	3.1	WTKN	570	Pinellas Park	.9/4.3
BTFL MUSIC/EZ		219 (2)	219 (2)	7.5	15.6	WEZY-F	94.1	Lakeland	.3/ .7
NEWS/TALK	185 (2)		185 (2)	6.3	10.4	WPCV-F	97.5	Winter Haven	.8/2.4
NOSTALGIA	152 (3)	87 (1)	239 (4)	8.2	9.0	WHLY-F	106.7	Leesburg	.3/1.9
RELIGION/GOSPEL					0.8	WTKF-F	98.5	Crystal River	.3/1.4
SPANISH					0.9				
CLASSICAL		52 (1)	52 (1)	1.8	2.7				
JAZZ/NEW AGE		47 (1)	47 (1)	1.6	2.4				
OTHERS/UNKNOWN	20 (1)	9 (1)	29 (2)	1.0	1.2				
	608 (12)	2293 (17)	2901 (29)						

RADIO STATIONS

AM STATIONS

WAMA, 1500, 10 KW (DAYS)	, HISPANIC	UPI, \$ 25.00 (Caballero)	
WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC-I, \$ 58.00 (Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2)	, TALK	NBC, \$ 46.00 (Eastman)	Jacor
WHBO, 1040, 5 KW (DAYS)	, OLDIES	, \$ 40.00 (Mc-Guild)	Metroplex
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	, \$ 27.00 (Christal)	Century
WQBN, 1300, 5 KW/1 KW (DA-2)	, HISPANIC	, \$ 19.00 (Katz Hisp.)	
WRBQ, 1380, 5 KW (DA-N)	, CHR	ABC-F, \$ N/A (Christal)	Edens
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 25.00 (Lazar)	
WSUN, 620, 10 KW (DA-N)	, COUNTRY	CBS, ABC-E, \$ 72.00 (CBS)	CBS
WTAN, 1340, 1 KW (DA-1)	, MOR	, \$ 22.00 (---)	
WTKN, 570, 5 KW/10 KW (DA-2)	, TALK/NEWS	CBS, MBS, \$ 51.00 (HNWH)	Susquehanna
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$ 33.00 (HNWH)	

FM STATIONS

WFLX, 93.3, 100 KW @ 940, AC	, \$ 60.00 (Eastman)	Jacor
WGUL, 105.5, 3 KW @ 300, NOSTALGIA	MBS, \$ 42.00 (Roslin)	Marcocci
WKRL, 97.9, 100 KW @ 639, CLASSIC ROCK	Source, \$ 78.00 (Banner)	Sandusky
WNLT, 95.7, 100 KW @ 650, AC	, \$ 70.00 (Mc-Guild)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$110.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC-F, \$280.00 (Christal)	Edens
WUSA, 100.7, 100 KW @ 630, AC	, \$104.00 (Mc-Guild)	Gannett
WWRM, 107.3, 100 KW @ 649, BTFL/EX	, \$101.00 (Republic)	Cox
WXCR, 92.1, 2 KW @ 400, CLASSICAL	UPI, \$ 40.00 (CMBS)	Entercom
WYNF, 94.9, 100 KW @ 1360, AOR	ABC-R, \$ 88.00 (CBS)	CBS
WHVE, 102.5, 100 KW @ 570, JAZZ/NEW AGE/AC	, \$ 46.00 (HNWH)	Susquehanna (SARASOTA)

WDUV - See Sarasota

***** F O R M A T C O D E S *****		
* CHR - Contemporary Hit Radio, Top 40, Contemporary	T - Talk	*
* AC - Adult Contemporary	N - News	*
* O - Oldies (1955 to near 1988)	SP - Hispanic/Spanish	*
* B - Black (audience predominantly Black - over 75%)	BB - Big Band, Nostalgia	*
* U - Urban (majority of audience is non-white although a large segment is white)	M - Middle of Road (MOR), Full Service, Variety	*
* EZ - EZ Listening, Beautiful Music	J/NA - Jazz and New Age	*
* AOR - Album Oriented Rock, also includes Classic Rock	R - Religion, Christian, Christian Music	*
* CL - Classical	G - Gospel	*
* C - Country	E - Ethnic	*
	? - Others or Unknown	*
		*

TOLEDO

Arbitron Rank/Pop (12+): 70/502,400

MSA Rank/Pop: 81/612,500

ADI #63

Average Person Ratings: 17.3

Market TSL: 22.5 Hours

Stations: 20/13

Diaries: 1064/472:1/53.1%

Sample Target: 1010

% Below Line: 11.4%

% Not Listed: 13.0%

1988 Revenue: \$15,300,000

HH/ Inc: \$32,816

Retail \$: 5.1 Bil

Pop per Station: 38,646

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

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WIOT-F (AOR)	106/12.2	10.3	9.6	8.8	9.7	10.2	154/ 1947	1180/23.5	21.2	22.6	126	16.1	146	1531 WIOT-F
2. WKKO-F (C)	93/10.7	10.6	14.4	9.5	10.0	11.3	141/ 1358	960/19.1	21.5	19.3	122	6.9	63	808 WKKO-F
3. WRQN-F (CHR)	78/ 9.0	7.2	5.7	6.3	5.2	7.1	99/ 1710	1311/26.1	18.5	14.9	69	11.6	105	1559 WRQN-F
4. WMHE-F (CHR)	77/ 8.9	10.8	11.0	15.4	15.3	11.5	119/ 2337	1493/29.7	31.0	33.4	106	11.9	108	1654 WMHE-F
5. WWM-F (AC)	66/ 7.6	6.2	8.7	6.2	7.9	7.2	75/ 1129	961/19.1	18.9	19.5	163	7.8	71	842 WWM-F
6. WLQR-F (EZ)	64/ 7.4	8.1	11.5	9.8	10.2	9.2	118/ 1415	863/17.2	18.8	19.0	81	7.0	64	638 WLQR-F
7. WTOD (C)	53/ 6.1	3.0	4.8	4.8	4.7	4.7	65/ 471	385/ 7.7	11.2	8.8	34	3.3	30	342 WTOD
8. WSPD (MOR)	45/ 5.2	7.2	6.2	8.3	6.5	6.7	59/ 1085	804/16.0	16.3	15.9	44	5.3	48	712 WSPD
9. WJR (MOR)	41/ 4.7	5.5	4.2	4.0	6.9	4.6	115/ 1680	605/12.0	12.3	14.1	79	4.2	38	609 WJR
10. CKLW (BB)	34/ 3.9	4.3	3.1	3.8	2.7	3.8	63/ 867	421/ 8.4	7.5	6.8	18	2.5	23	245 CKLW
11. WVOI (B)	32/ 3.7	5.4	3.9	3.2	4.3	4.1	32/ 390	390/ 7.8	7.0	7.5	130	4.8	44	348 WVOI
12. WCWA (O)	24/ 2.8	2.8	3.4	2.7	3.2	3.2	25/ 447	438/ 8.7	8.5	8.5	164	2.4	22	334 WCWA

12+ FM SHARE (METRO): 68.56% (519 of 757) (FAL 87: 68.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRQN-F>>	1. WIOT-F>>	1. WIOT-F>	1. WIOT-F>	1. WIOT-F	1. WKKO-F	1. WKKO-F>	1. WIOT-F	1. WIOT-F	1. WRQN-F<	1. WSPD>
2. WIOT-F	2. WRQN-F	2. WMHE-F<	2. WWM-F	2. WKKO-F	2. WLQR-F	2. WIOT-F	2. WKKO-F	2. WMHE-F	2. WIOT-F>	2. WRQN-F
WMHE-F	3. WMHE-F	3. WWM-F	3. WKKO-F	3. WWM-F	3. WTOD	3. WRQN-F	3. WWM-F	3. WKKO-F	3. WSPD	3. WKKO-F
4.	4. WWM-F	4. WRQN-F	4. WMHE-F>	4. WMHE-F>	4. WSPD	4. WMHE-F	4. WLQR-F	4. WRQN-F	4. WMHE-F	4. WIOT-F
5.	5. WKKO-F	5. WKKO-F	5. WRQN-F	5. WRQN-F<	5. CKLW	5. WWM-F	5. WMHE-F	5. WKKO-F	5. WKKO-F	5. WWM-F
6.	6.	6.	6.	6. WLQR-F	6. WWM-F	6.	6.	6. WWM-F	6.	6.

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. WRQN-F>>	1. WRQN-F	1. WIOT-F	1. WRQN-F	1. WKKO-F	1. WIOT-F>	1. WIOT-F>>	1. WIOT-F>>	1. WIOT-F>>	1. WIOT-F>
2. WMHE-F	2. WIOT-F<	2. WWM-F	2. WMHE-F<	2. WWM-F	2. WMHE-F	2. WMHE-F	2. WWM-F	2. WMHE-F<	2. WWM-F
3. WIOT-F>	2. WMHE-F	3. WMHE-F	3. WWM-F	3. WMHE-F	3. WRQN-F>>	3. WKKO-F	3. WKKO-F>	3. WWM-F	WKKO-F
4. WWM-F>	4. WWM-F	4. WRQN-F	4. WIOT-F	4. WIOT-F	4. WKKO-F>>	4. WRQN-F	4. WMHE-F	4. WKKO-F	4. WMHE-F
5. WLQR-F	5. WKKO-F	5. WKKO-F	5. WKKO-F	WLQR-F	5.	5. WWM-F	5. WRQN-F	5. WRQN-F	5.

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		155 (2)	155 (2)	20.5	22.6	WHFD-F 95.9 Archbold .9/1.8
AOR/CLASSIC		115 (3)	115 (3)	15.2	12.9	WOHO 1470 Toledo 1.0/4.5
AC/OLDIES/SOFT ROCK	33 (2)	82 (4)	115 (6)	15.2	13.4	WTWR-F 98.3 Monroe .3/2.2
MOR/VARIETY/FULL	86 (2)		86 (2)	11.4	14.7	CKMR-F 800 Windsor .6/2.7
COUNTRY	53 (1)	93 (1)	146 (2)	19.3	16.1	WIQB-F 102.9 Ann Arbor .6/2.3
BLACK/URBAN	32 (1)	7 (1)	39 (2)	5.2	5.6	WJLB-F 97.9 Detroit .8/2.7
BTFL/EZ		64 (1)	64 (1)	8.5	11.3	WQTE-F 95.3 Adrian .3/1.6
NEWS/TALK						WRIF-F 101.1 Detroit .5/2.8
NOSTALGIA	34 (1)		34 (1)	4.5	3.0	
RELIGION/GOSPEL						
SPANISH						
CLASSICAL						
JAZZ/NEW AGE						
OTHERS/UNKNOWN		3 (1)	3 (1)	0.4	0.4	

757 (20)

RADIO STATIONS

WCWA, 1230, 1 KW	, OLDIES	MBS, CBS, \$ 20.00 (Eastman)	Reams
WOHO, 1470, 1 KW (DA-2)	, AC/OLDIES	, \$ 17.00 (Durpetti)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$ 50.00 (Katz)	Commonwealth
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-I, \$ 31.00 (MMR)	Booth
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN, \$ 19.00 (Regional)	
WIOT-F, 104.7, 37 KW @ 655, AOR	Source, \$ 60.00 (Eastman)		Reams
WKKO-F, 99.9, 50 KW @ 500, COUNTRY	ABC-E, \$ 35.00 (MMR)		Booth
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ	, \$ 50.00 (Katz)		Commonwealth
WMHE-F, 92.5, 50 KW @ 480, CHR	ABC-F, \$ 74.00 (Christal)		Noble
WRQN-F, 93.5, 3 KW @ 300, CHR	, \$ 25.00 (Republic)		(BOWLING GREEN)
WWM-F, 105.5, 2.7 KW @ 300, AC	, \$ 43.00 (Durpetti)		

NOTES: WRQN-F (Bowling Green) sold to ABS for \$2,685,000 (Blackburn).

American Radio Fall, 1988, Copyright 1989

TUCSON

Arbitron Rank/Pop (12+): 65/543,600

Stations: 23/30
Diaries: 921/590:1/57.6%
Sample Target: 880
% Below Line: 2.8%
% Not Listed: 13.5%

1988 Revenue: \$17,100,000
HH Inc.: \$27,740
Retail \$: 4.0 Bil
Pop per Station: 27,180
#1 Biller: KRQQ-F \$2,900,000

MSA Rank/Pop: 78/625,300

ADI #83

Average Person Ratings: 17.4

Market TSL: 23.3 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. KRQQ-F (CHR)	170/18.0	22.4	20.5	19.3	15.8	20.1	188/2021	1902/35.0	34.6	28.9	66	29.0	285	2171	KRQQ-F
2. KIIM-F (C)	110/11.6	10.2	11.2	10.4	8.5	10.9	129/1317	1089/20.0	19.6	17.0	145	7.1	70	848	KIIM-F
3. KLPX-F (AOR)	72/ 7.6	8.8	7.6	8.7	9.2	8.2	73/1065	1033/19.0	19.2	16.9	122	9.4	92	1055	KLPX-F
4. KWFM-F (AC)	58/ 6.1	8.4	9.0	9.2	9.5	8.2	60/1086	954/17.5	19.0	18.2	143	7.6	75	1056	KWFM-F
5. KJYK-F (EZ/AC)	57/ 6.0	8.2	9.5	10.4	12.6	8.5	62/ 845	804/14.8	14.9	20.5	110	4.9	48	602	KJYK-F
6. KMRR (8B)	50/ 5.3	1.5	.7	.3	2.4	2.0	50/ 409	409/ 7.5	2.0	3.8	36	2.2	22	237	KMRR
7. KGVY (BB)	49/ 5.2	2.2	1.9	2.8	2.5	3.0	54/ 346	293/ 5.4	3.9	3.6	12	3.8	37	269	KGvy
8. KNST (N/T)	42/ 4.4	3.0	3.7	3.6	4.0	3.7	43/ 735	716/13.2	8.2	13.9	109	4.6	45	556	KNST
9. KCU8 (C)	30/ 3.2	2.4	3.7	3.5	4.2	3.2	30/ 473	445/ 8.2	8.5	9.4	91	3.1	30	443	KCU8
10. KXEW (SP)	27/ 2.9	2.1	2.5	2.1	1.8	2.4	28/ 222	212/ 3.9	4.7	3.9	100	2.1	21	288	KXEW
11. KCEE (O)	23/ 2.4	1.6	2.2	1.2	1.6	1.9	25/ 401	298/ 5.5	4.5	4.8	129	.6	6	138	KCEE
12. KUPD-F (AOR)	19/ 2.0	2.9	2.8	3.0	3.0	2.7	29/ 458	364/ 6.7	7.5	6.5	85	3.1	30	378	KUPD-F
13. KAWV-F (J/NA)	18/ 1.9	2.2	1.4	.9	---	1.6	18/ 310	310/ 5.7	3.7	---	174	2.2	22	328	KAWV-F
14. KAIR (O)	17/ 1.8	2.7	2.4	2.2	2.7	2.3	17/ 243	243/ 4.5	6.4	7.2	161	2.6	26	416	KAIR
15. KQTL (SP)	14/ 1.5	1.9	1.4	2.8	.8	1.9	14/ 251	240/ 4.4	2.5	2.8	113	1.5	15	258	KQTL
16. KFXX-F (AOR)	12/ 1.3	1.2	1.4	1.3	.7	1.3	12/ 240	240/ 4.4	6.1	4.7	146	2.6	26	417	KFXX-F
KTUC (T)	12/ 1.3	1.7	1.8	1.2	2.7	1.5	13/ 389	330/ 6.1	6.0	6.7	115	1.0	10	253	KTUC

12+ PM SHARE (METRO): 64.01% (523 OF 817) (FAL 87: 68.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRQQ-F>>1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>	1. KIIM-F>	1. KIIM-F>	1. KIIM-F>	1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>>1. KRQQ-F>>1. KRQQ-F>>	1. KRQQ-F>>1. KRQQ-F>>1. KRQQ-F>>	1. KRQQ-F>>1. KRQQ-F>>1. KRQQ-F>>
2. 2. KLPX-F>	2. KIIM-F>	2. KIIM-F>	2. KRQQ-F>	2. KRQQ-F>	2. KGVY	2. KIIM-F>	2. KIIM-F>	2. KIIM-F>	2. KLPX-F>	2. KNST
3. KIIM-F<	3. KLPX-F<	3. KWFM-F<	3. KLPX-F<	3. KLPX-F<	3. KMRR	3. KLPX-F<	3. KLPX-F<	3. KLPX-F<	3. KIIM-F>	3. KIIM-F>
4. 4. KWFM-F>	4. KWFM-F>	4. KWFM-F>	4. KWFM-F>	4. KWFM-F>	4. KJYK-F	4. KWFM-F>	4. KJYK-F>	4. KJYK-F>	4. KWFM-F>	4. KWFM-F>
5. 5. 5. KJYK-F>	5. KJYK-F>	5. KJYK-F>	5. KJYK-F>	5. KJYK-F>	5. KNST	5. KMRR	5. KWFM-F>	5. KWFM-F>	5. KJYK-F>	5. KJYK-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. KRQQ-F>>1. KRQQ-F>>1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>	1. KIIM-F>	1. KRQQ-F>	1. KLPX-F>	1. KLPX-F>	1. KLPX-F>	1. KIIM-F>
2. KLPX-F>	2. KIIM-F>	2. KIIM-F>	2. KIIM-F>	2. KRQQ-F>	2. KLPX-F>>2. KRQQ-F>	2. KRQQ-F>	2. KRQQ-F>	2. KIIM-F>	2. KLPX-F>
3. KIIM-F>	3. KWFM-F>	3. KWFM-F>	3. KWFM-F>	3. KWFM-F>	3. KWFM-F>	3. KWFM-F>	3. KIIM-F>	3. KRQQ-F>	3. KRQQ-F>
4. KUPD-F>	4. KJYK-F>	4. KJYK-F>	4. KLPX-F>	4. KJYK-F>	4. KTZR	4. KIIM-F>	4. KWFM-F>	4. KWFM-F>	4. KWFM-F>
5. KJYK-F>	5. KLPX-F>	5. KLPX-F>	5. KJYK-F>	5. KLPX-F>	5. KIIM-F>	5. KFXX-F>	5. KFXX-F>	5. KJYK-F>	5. KNST

FORMATS	AM	FM	TOTAL	%	%
TOP 40/CHR/CONTEMP		170 (1)	170 (1)	20.8	18.7
AOR/CLASSIC	8 (1)	103 (3)	111 (4)	13.6	13.9
AC/OLDIES/SOFT ROCK	48 (3)	61 (2)	109 (5)	13.3	17.3
MOR/VARIETY/FULL					
COUNTRY	30 (1)	110 (1)	140 (2)	17.1	15.1
BLACK/URBAN					2.5
BTFL MUSIC/EZ		57 (1)	57 (1)	7.0	14.3
NEWS/TALK	58 (3)		58 (3)	7.1	7.6
NOSTALGIA	99 (2)		99 (2)	12.1	5.6
RELIGION/GOSPEL	10 (1)		10 (1)	1.2	
SPANISH	41 (2)		41 (2)	5.0	3.7
CLASSICAL					
JAZZ/NEW AGE		18 (1)	18 (1)	2.2	
OTHERS/UNKNOWN	4 (1)		4 (1)	0.5	1.4
	293 (13)	519 (9)	817 (23)		

RADIO STATIONS

KAIR, 1490, 1 KW (DA-1)	, OLDIES	NBC, \$ 21.00	(Christal)	Duchossois
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES	SMN, \$ 18.00	(MMR)	American
KCUB, 1290, 1 KW	, COUNTRY	\$ 36.00	(Katz)	
KGvy, 1080, 1 KW (DAYS)	, NOSTALGIA	APR, \$ 17.00	(---)	(GREEN VALLEY)
KJMM, 580, 5 KW/500 W (DA-2)	, NEW AGE/JAZZ	\$ 14.00	(---)	
KMRR, 1330, 2 KW/5 KW (DA-2)	, NOSTALGIA	SMN, \$ 14.00	(Republic)	
KNST, 940, 1 KW/250 W	, TALK/NEWS	MBS, ABC-I, \$ 28.00	(Mc-Guild)	Nationwide
KQTL, 1210, 10 KW/500 W (DA-2)	, HISPANIC	\$ 16.00	(Caballero)	
KTKT, 990, 10 KW/1 KW (DA-N)	, SOFT AC	UPI, Trans, \$ 17.00	(HNWH)	Lotus
KTUC, 1400, 1 KW	, TALK/NEWS	CBS, CNN, \$ 20.00	(Roslin)	
KTZR, 1450, 1 KW	, AOR	\$ 15.00	(K & P)	
WVOI, 690, 250 W (DAYS)	, RELIGION	\$ 10.00	(---)	
KXEW, 1600, 1 KW (DA-N)	, HISPANIC	\$ 21.00	(Lotus)	
KAWV-F, 103.1, .6 KW @ 610, JAZZ/NEW AGE		\$ 13.00	(Republic)	(ORACLE)
KFXX-F, 92.1, 2 KW @ 445, AOR (?)		\$ 17.00	(K & P)	(GREEN VALLEY)
KIIM-F, 99.5, 96 KW @ 2000, COUNTRY		\$ 41.00	(Katz)	
KJYK-F, 94.9, 97 KW @ 1952, EZ/SOFT AC		\$ 43.00	(Christal)	Duchossois
KLPX-F, 96.1, 93 KW @ 505, AOR		\$ 34.00	(HNWH)	Lotus
KRQQ-F, 93.7, 100 KW @ 2362, CHR		\$ 60.00	(Mc-Guild)	Nationwide
KWFM-F, 92.9, 93 KW @ 2036, AC		CBS-R, \$ 44.00	(MMR)	American
KXMG-F, 98.3, 3 KW @ 300, HISPANIC		\$ 14.00	(Lotus)	(MARANA)

MISCELLANEOUS COMMENTS KJYK changes from BTFL to an EZ/SOFT AC format...

TULSA

Ambitron Rank/Pop (12+): 57/649,100
 MSA Rank/Pop: 68/733,000
 ADI #56
 Average Person Ratings: 16.0
 Market TSL: 21.3 Hours

Stations: 17/16
 Diaries: 1026/633:1/55.1%
 Sample Target: 970
 % Below Line: 0.4%
 % Not Listed: 11.8%

1988 Revenue: \$18,000,000
 HH Inc.: \$30,604
 Retail \$: 4.8 Bill
 Pop per Station: 40,569
 #1 Biller: KWEN-F \$2,900,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. KMOD-F (AOR)	150/14.4	12.2	13.1	12.5	13.8	13.1	196/2017	1326/20.4	22.1	23.3	113	17.1	176	1671
2. KRMG (MOR)	96/ 9.2	10.1	9.4	8.7	10.2	7.4	117/1814	1552/23.9	20.3	19.3	78	8.7	90	1254
3. KAYI-F (CHR)	93/ 9.0	9.8	10.4	10.1	9.0	9.8	148/2157	1375/21.2	21.8	20.0	63	14.3	148	1568
4. KWEN-F (C)	87/ 8.4	9.1	12.1	12.9	12.8	10.6	115/1694	1267/19.5	22.6	23.2	117	10.4	107	1291
5. KBEZ-F (EZ)	83/ 8.0	9.1	8.2	8.8	7.8	8.5	104/1515	1161/17.9	16.3	16.3	78	4.7	48	610
6. KVOO (C)	75/ 7.2	8.6	9.7	8.4	7.4	8.5	132/1624	925/14.3	14.8	14.6	76	5.0	52	789
7. KMYZ-F (CHR)	64/ 6.2	5.6	6.1	5.7	4.4	4.7	101/1634	1156/17.8	17.1	14.0	81	5.4	56	954
8. KRAV-F (AC)	63/ 6.1	5.1	5.6	6.7	6.8	5.9	74/1147	927/14.3	15.2	15.2	139	4.4	45	725
9. KQMJ-F (AC)	51/ 4.9	4.0	3.0	2.6	3.2	3.6	60/ 924	728/11.2	8.0	7.8	129	2.7	28	400
10. KTFX-F (C)	45/ 4.3	3.2	3.2	4.7	4.7	3.9	80/1315	632/ 9.7	10.9	11.3	81	2.4	25	523
11. KVOO-F (C)	42/ 4.0	4.4	2.3	1.3	1.4	3.0	58/ 864	636/ 9.8	7.0	6.3	133	4.7	49	650
12. KVLT-F (AC)	33/ 3.2	3.6	2.7	2.9	3.7	3.1	49/ 894	646/10.0	8.5	10.9	156	6.7	69	821

12+ FM SHARE (METRO): 78.60% (720 OF 916) (FAL 87: 77.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT	
1. KAYI-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-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. KMOD-F<	1. KMOD-F	1. KWEN-F	1. KWEN-F	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>	1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>1. KMOD-F>>

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		157 (2)	157 (2)	17.1	14.8	KAKC 1300 Tulsa .5/3.1
AOR/CLASSIC		150 (1)	150 (1)	16.4	15.3	KCFO 970 Tulsa .7/2.4
AC/OLDIES/SOFT ROCK	5 (1)	147 (3)	152 (4)	16.6	16.1	KCMA-F 92.1 Broken Arrow .9/2.3
MOR/VARIETY/FULL	96 (1)		96 (1)	10.5	11.3	KXOJ 1550 Sapulpa .9/2.9
COUNTRY	75 (1)	174 (3)	249 (4)	27.2	29.2	KGGF 690 Coffeyville .4/1.3
BLACK/URBAN	9 (1)		9 (1)	1.0		
BTFL MUSIC/EZ		83 (1)	83 (1)	9.1	8.6	
NEWS/TALK						
NOSTALGIA						
RELIGION/GOSPEL	7 (1)		7 (1)	0.8	1.7	
SPANISH						
CLASSICAL		9 (1)	9 (1)	1.0	1.0	
JAZZ/NEW AGE						
OTHERS/UNKNOWN	4 (1)		4 (1)	0.4	1.8	
	196 (6)	720 (11)	916 (17)			

RADIO STATIONS

KAKC, 1300, 5 KW/1 KW (DA-2), OLDIES	,\$ 15.00 (HNWH)	Clear Channel
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	,\$ 12.00 (Roslin)	Salem
KGTO, 1050, 1 KW (DAYS,DA), OLDIES	US 1,\$ 15.00 (Torbet)	
KRMG, 740, 50 KW/25 KW (DA-2), MOR	ABC-I,\$ 54.00 (Katz)	New City
KSKS, 1430, 5 KW (DA-N), COUNTRY	,\$ 16.00 (Durpetti)	Federated
KVOO, 1170, 50 KW (DA-N), COUNTRY	CNN,\$ 52.00 (HNWH)	
EAYI-F, 106.9, 100 KW @ 1010, CHR	ABC-F,\$ 68.00 (Katz)	Narragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 680, BTFL/EZ	ABC-D,\$ 53.00 (Christal)	ML Partners
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	,\$ 21.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1330, AOR	,\$ 62.00 (HNWH)	Clear Channel
KQMJ-F, 99.5, 100 KW @ 984, AC	,\$ 30.00 (Banner)	Swanson
KRAV-F, 96.5, 100 KW @ 1329, AC	,\$ 58.00 (Christal)	
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	,\$ 42.00 (---)	
KUSO-F, 98.5, 100 KW @ 650, COUNTRY	,\$ 26.00 (Mc-Guild)	
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	APR,\$ 77.00 (Katz)	New City
KMYZ-F, 104.5, 78 KW @ 1300, CHR	ABC-R,\$ 31.00 (Eastman)	Shamrock-Lynett
KVLT-F, 106.1, 100 KW @ 1315, AC	,\$ 32.00 (Durpetti)	Federated (OWASSO)

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,077,200
 MSA Rank/Pop: 7/3,676,500
 ADI #9
 Average Person Ratings: 16.2
 Market TSL: 21.5 Hours

Stations: 32/27
 Diaries: 2073/1484:1/51.3%
 Sample Target: 2050
 % Below Line: 2.7%
 % Not Listed: 14.2%

1988 Revenue: \$133,700,000
 HH/ Inc: \$46,665
 Retail \$: 32.0 Bil
 Pop per Station: 113,970
 #1 Biller: WMAL \$13,500,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
								RATING							
1. WMZQ A/F (C)	357/7.1	7.6	7.3	5.7	7.3	6.9	413/ 5515	4596/14.9	15.5	13.2	99	7.0	383	4670	WMZQ AF
2. WGAY-F (EZ)	341/6.8	6.0	6.6	8.1	7.4	6.9	358/ 4690	4345/14.0	14.5	12.9	85	4.5	255	2848	WGAY-F
3. WKYS-F (B)	310/6.2	5.5	6.4	6.2	6.5	6.1	334/ 3978	3761/14.4	14.7	14.9	118	6.6	372	4515	WKYS-F
4. WPGC-F (CHR/U)	302/6.0	5.0	5.6	4.6	4.9	5.3	339/ 4868	4269/13.9	13.1	11.7	82	9.0	504	5148	WPGC-F
5. WMAL (MOR)	286/5.7	4.7	5.3	6.2	6.5	5.5	304/ 5261	4861/15.8	14.3	16.1	63	4.6	260	3595	WMAL
6. WHUR-F (B)	247/4.9	5.2	5.3	5.2	5.0	5.2	265/ 4280	4002/13.0	12.4	13.6	127	5.8	323	4039	WHUR-F
7. WAVA-F (CHR)	224/4.5	5.2	4.8	5.2	4.5	4.9	264/ 6064	5229/17.0	16.8	16.5	78	6.1	341	5364	WAVA-F
8. WRQX-F (CHR)	223/4.5	4.4	3.8	3.8	4.3	4.1	293/ 6300	4838/15.7	13.5	13.8	96	4.3	242	5259	WRQX-F
9. WWDC-F (AOR)	211/4.2	5.7	5.1	5.1	5.6	5.0	302/ 6101	4486/14.6	16.8	15.0	90	7.4	415	5456	WWDC-F
10. WTOP (N)	184/3.7	4.1	3.8	4.4	4.7	4.0	222/ 5314	4403/14.3	15.4	16.4	78	2.7	149	2919	WTOP
11. WCXR-F (AOR)	183/3.7	4.6	3.9	3.4	4.0	3.9	273/ 4637	3940/12.8	12.7	11.6	103	5.3	300	4191	WCXR-F
12. WLTT-F (AC)	176/3.5	3.0	3.1	3.6	3.4	3.3	199/ 3417	2869/ 9.3	10.7	11.1	126	2.8	159	1997	WLTT-F
13. WXTR-F (O)	171/3.4	3.2	3.2	2.7	2.3	3.1	193/ 3369	2898/ 9.4	11.3	6.6	141	2.9	162	2134	WXTR-F
14. WASH-F (AC)	158/3.2	2.4	3.0	2.5	2.9	2.8	178/ 3250	2767/ 9.0	7.9	9.4	141	2.1	116	1909	WASH-F
15. WDJY-F (B)	118/2.4	2.5	3.4	3.9	3.6	3.1	119/ 2571	2512/ 8.2	9.1	9.6	79	3.3	186	2691	WDJY-F
16. WGMS A/F (CL)	115/2.3	2.4	3.1	3.3	2.7	2.8	121/ 2479	2211/ 7.2	8.4	7.8	96	2.5	135	1571	WGMS AF
17. WWRC (T)	114/2.3	3.8	2.4	2.3	2.3	2.7	1126/1992	1816/ 5.9	6.7	4.8	61	2.6	148	1488	WWRC
18. WHFS-F (AOR)	81/1.6	1.4	1.6	1.7	.9	1.6	127/ 1840	1417/ 4.6	4.4	3.1	144	1.5	87	1375	WHFS-F
19. WOL (B)	79/1.6	2.4	2.2	1.5	1.7	1.9	79/ 1148	1148/ 3.7	2.9	3.8	106	.9	51	911	WOL
20. WJFK-F (AOR)	64/1.3	2.4	1.5	1.7	1.7	1.7	73/ 1872	1684/ 5.5	4.5	5.6	100	1.8	100	1336	WJFK-F

21.
22.
23.
24.
25.

12+ FM SHARE (METRO): 79.21% (3394 OF 4285) (FAL 87: 77.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPGC-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WGAY-F	1. WMZQ A/F1	1. WGAY-F	1. WMZQ A/F	1. WPGC-F	1. WKYS-F
2. WRQX-F	2. WPGC-F	2. WPGC-F	2. WMZQ AF	2. WMZQ A/F	2. WMZQ A/F	2. WMAL	2. WMZQ A/F	2. WGAY-F	2. WHUR-F	2. WMZQ-F
3. WAVA-F	3. WWDC-F	3. WMZQ AF	3. WHUR-F	3. WHUR-F	3. WMAL	3. WKYS-F	3. WKYS-F	3. WPGC-F	3. WKYS-F	3. WHUR
4. WDJY-F	4. WHUR-F	4. WHUR-F	4. WPGC-F	4. WGAY-F	4. WTOP	4. WTOP	4. WTOP	4. WPGC-F	4. WKYS-F	4. WRQX-F
5.	5. WAVA-F	5. WWDC-F	5. WXTR-F	5. WPGC-F	5. WXTR-F	5. WAVA-F	5. WLTT-F	5. WMAL	5. WAVA-F	5. WTOP
6.	6. WCXR-F	6. WAVA-F	6. WLTT-F	6. WXTR-F	6. WKYS-F	6. WWDC-F	6. WMAL	6. WAVA-F	6. WGAY-F	6. WGAY-F
7.	7. WRQX-F	7. WCXR-F	7. WGAY-F	7. WASH-F	7. WASH-F	7. WGAY-F	7. WXTR-F	7. WRQX-F	7. WMZQ A/F	7. WPGC-F
8.	8. WLTT-F	8. WLTT-F	8. WRQX-F	8. WLTT-F	8. WWRC	8. WPGC-F	8. WASH-F	8. WXTR-F	8. WDJY-F	8. WWRC
9.	9. WMZQ A/F	9. WRQX-F	9. WASH-F	9. WRQX-F	9. WGMS A/F	9. WCXR-F	9. WRQX-F	9. WHUR-F	9. WMAL	9. WAVA-F
10.	10. WDJY-F	10. WXTR-F	10. WCXR-F	10. WCXR-F	10. WHUR-F	10. WRQX-F	10. WWDC-F	10. WWDC-F	10. WWDC-F	10. WDJY-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. WPGC-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WMZQ A/F	1. WWDC-F	1. WWDC-F	1. WWDC-F	1. WWDC-F	1. WKYS-F
2. WKYS-F	2. WPGC-F	2. WHUR-F	2. WMZQ A/F	2. WKYS-F	2. WPGC-F	2. WCXR-F	2. WHUR-F	2. WKYS-F	2. WMZQ AF
3. WLTT-F	3. WHUR-F	3. WRQX-F	3. WPGC-F	3. WASH-F	3. WCXR-F	3. WPGC-F	3. WCXR-F	3. WCXR-F	3. WHUR-F
4. WAVA-F	4. WRQX-F	4. WPGC-F	4. WHUR-F	4. WHUR-F	4. WAVA-F	4. WHUR-F	4. WKYS-F	4. WPGC-F	4. WPGC-F
5. WRQX-F	5. WAVA-F	5. WASH-F	5. WLTT-F	5. WGAY-F	5. WKYS-F	5. WKYS-F	5. WAVA-F	5. WHUR-F	5. WGAY-F
6. WHUR-F	6. WLTT-F	6. WAVA-F	6. WQRX-F	6. WRQX-F	6. WDJY-F	6. WAVA-F	6. WPGC-F	6. WMZQ A/F	6. WXTR-F
7. WMZQ A/F	7. WASH-F	7. WLTT-F	7. WASH-F	7. WPGC-F	7. WMZQ A/F	7. WMZQ-F	7. WRQX-F	7. WAVA-F	7. WPGC-F
8. WCXR-F	8. WCXR-F	8. WCXR-F	8. WAVA-F	8. WLTT-F	8. WHUR-F	8. WRQX-F	8. WHFS-F	8. WXTR-F	8. WCXR-F
9. WWDC-F	9. WMZQ A/F	9. WMZQ A/F	9. WGAY-F	9. WXTR-F	9.	9. WDJY-F	9. WLTT-F	9. WLTT-F	9. WLTT-F
10. WDJY-F	10. WWDC-F	10. WXTR-F	10. WXTR-F	10. WAVA-F	10.	10. WHFS-F	10.	10. WHFS-F	10. WMAL

FORMATS	AM	FM	TOTAL	%	FAL 87	OTHER RATED STATIONS/METRO SHARE & CUME RATING			
					%				
TOP 40/CHR/CONTEMP		749 (3)	749 (3)	17.5	9.9	WCPT	730	Alexandria/Wash.	1.0/2.2
AOR/CLASSIC		588 (6)	588 (6)	13.7	12.5	WFRE-F	99.9	Frederick	.6/1.7
AC/OLDIES/SOFT ROCK		505 (3)	505 (3)	11.8	10.9	WUST	1120	Washington	.4/ .7
MOR/VARIETY/FULL	286 (1)		286 (1)	6.7	7.8	WWDC	1260	Washington	.9/2.2
						WYCB	1340	Washington	1.2/2.4
COUNTRY	27 (1)	378 (2)	405 (3)	9.4	8.6				
BLACK/URBAN	131 (2)	675 (3)	806 (5)	18.8	25.2	WFLS	93.3	Fredericksburg	.4/1.2
BTFL/EZ		371 (2)	371 (2)	8.7	8.3				
NEWS/TALK	315 (3)		315 (3)	7.4	7.8	WBAL	1090	Baltimore	.3/1.3
NOSTALGIA	44 (1)		44 (1)	1.0	1.1	WGRX-F	100.7	Westminster/Balt.	.4/1.4
RELIGION/GOSPEL	80 (2)		80 (2)	1.9	2.7	WIIY-F	97.9	Baltimore	.6/2.4
SPANISH						WPOC-F	93.1	Baltimore	1.0/2.0
CLASSICAL	8 (1)	107 (1)	115 (2)	2.7	3.0				
JAZZ/NEW AGE					1.9				
OTHERS/UNKNOWN		21 (1)	21 (1)	0.5	0.3				
4285 32)									

RADIO STATIONS

AM STATIONS

WCPT, 730, 5 KW/ 20W (DA-1), BLACK	SMN, \$ NA (Mc-Guild)	Legacy
WDCT, 1310, 5 KW/500W (DA-2), RELIGION	, \$ 34.00 (---)	
WFAX, 1220, 5 KW (DAYS), RELIGION	, \$ 20.00 (---)	
WMAL, 630, 5 KW (DA-2), MOR	ABC-I, \$200.00 (Katz)	Cap Cities/ABC
WMDO, 1540, 5 KW (DAYS), HISPANIC	, \$ 45.00 (Lotus)	
WNTR, 1050, 1 KW/500W, TALK	, \$ 30.00 (---)	
WOL, 1450, 1 KW, BLACK	NBN, \$ 47.00 (K & P)	
WTOP, 1500, 50 KW (DA-2), NEWS	MBS, CBS, \$175.00 (HNWH)	Outlet
WUST, 1120, 1 KW (DAYS), GOSPEL	NBN, \$ 25.00 (---)	
WWDC, 1260, 5 KW (DA-2), NOSTALGIA	US 2, \$ 51.00 (Christal)	
WWRG, 980, 5 KW (DA-N), TALK	MBS, NBC, \$ 78.00 (MMR)	Greater Media
WYCB, 1340, 5 KW, GOSPEL	SBN, \$ 41.00 (---)	

FM STATIONS

WASH, 97.1, 23 KW @ 690, SOFT AC	Trans, \$ 88.00 (HNWH)	Outlet
WAVA, 105.1, 50 KW @ 500, CHR	, \$160.00 (HNWH)	Emmis
WJFK, 106.7, 23 KW @ 731, CLASSIC ROCK	ABC-R, \$ 85.00 (Torbet)	Infinity
WCXR, 105.9, 50 KW @ 500, CLASSIC ROCK	, \$135.00 (Mc-Guild)	Legacy
WDJY, 100.3, 40 KW @ 333, BLACK	APR, \$ 80.00 (Mc-Guild)	United
WGAY, 99.5, 21 KW @ 780, BTFL/EZ	, \$210.00 (MMR)	Greater Media
WGMS, 103.5, 47 KW @ 510, CLASSICAL	MBS, \$150.00 (Republic)	
WHUR, 96.3, 24 KW @ 669, BLACK	, \$106.00 (Durpetti)	Howard University
WKYS, 93.9, 50 KW @ 485, BLACK/URBAN	, \$206.00 (Eastman)	Albimar
WLTT, 94.7, 21 KW @ 780, AC	, \$168.00 (CBS)	CBS
WMMJ, 102.3, 1 KW @ 480, ? ?	, \$ 51.00 (K & P)	
WMZQ, 98.7, 50 KW @ 490, COUNTRY	, \$209.00 (Christal)	Viacom
WPGC, 95.5, 50 KW @ 500, URBAN/CHR	, \$125.00 (Banner)	Cook Inlet
WRQX, 107.3, 50 KW @ 410, CHR	ABC-C, \$146.00 (Katz)	Cap Cities/ABC
WWDC, 101.1, 23 KW \$ 760, AOR	US 1, \$203.00 (Christal)	
WXTR, 104.1, 50 KW @ 500, OLDIES	, \$ 76.00 (Mc-Guild)	Mediacomm (LA PLATA)
WHFS, 99.1, 47 KW @ 390, AOR	APR, MBS, \$ 54.00 (Republic)	Duchoissois (ANNAPOLIS)

CALL LETTER CHANGES

BMW Changes to WJFK

FORMAT CHANGES

WPGC-A: From URBAN TO BUSINESS TALK (Sep)
WJFK: From JAZZ/NA to CLASSIC ROCK (Oct)

STATIONS

WMDO (Wheaton): Sold by Lotus for \$1,000,000
WMTR (Silver Springs) sold to CBN FOR \$1,600,000

WEST PALM BEACH

Arbitron Rank/Pop (12+): 56/723,700

Stations: 33/16
Diaries: 963/752:1/44.6%
Sample Target: 940
% Below Line: 30.9%
% Not Listed: 9.9%

1988 Revenue: \$20,700,000
HH Inc.: \$36,567
Retail \$: 7.3 Bil
Pop per Station: 45,231
#1 Biller: WRMP-F \$5,500,000

MSA Rank/Pop: 64/808,300

ADI #52

Average Person Ratings: 16.9

Market TSL: 22.8 Hours

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ TSA		12+ METRO		%		BIRCH		
		88	88	88	87	87		1/4/CUME	CUME/CUME	SPG	FAL	25-54 CONVERSION	SHARE	AQH	CUME	
1. WEAT A/F (EZ)	204/16.7	12.4	12.0	14.6	12.9	13.9	339/3378	1840/25.4	22.5	22.1	32	12.1	130	1173	WEAT A/F	
2. WRMP-F (AC)	108/ 8.8	8.8	7.0	8.4	8.9	8.3	164/2089	1296/17.9	16.3	17.0	163	8.5	98	1176	WRMP-F	
3. WJNO (N/T)	84/ 6.9	9.5	5.7	7.9	5.9	7.5	100/1382	1083/15.0	11.8	11.9	57	6.2	71	762	WJNO	
4. WIRK-F (C)	65/ 5.3	5.0	3.8	6.2	5.2	5.1	90/1133	661/ 9.1	8.7	9.1	164	6.2	71	734	WIRK-F	
5. WNGS-F (AC)	54/ 4.4	2.8	3.0	3.1	2.6	3.3	54/ 626	618/ 8.5	6.7	5.2	168	3.7	42	642	WNGS-F	
6. WHQT-F (CHR)	49/ 4.0	2.3	3.1	2.9	1.8	3.1	162/1948	648/ 9.0	8.7	5.8	55	4.1	47	591	WHQT-F	
WMXJ-F (O)	49/ 4.0	2.5	3.4	3.7	3.7	3.4	151/2326	692/ 9.6	9.3	9.1	195	3.1	36	435	WMXJ-F	
8. WOJV-F (CHR)	43/ 3.5	3.4	4.9	2.3	1.6	3.5	109/1686	811/11.2	10.6	4.2	106	4.2	48	734	WOJV-F	
9. WHYI-F (CHR)	41/ 3.4	3.1	4.4	3.1	5.1	3.5	143/3056	990/13.7	13.4	11.8	103	4.8	55	1109	WHYI-F	
10. WSHE-F (AOR)	32/ 2.6	2.3	3.2	1.4	2.1	2.4	83/1685	508/ 7.0	6.5	6.1	123	3.3	38	551	WSHE-F	
11. WKGR-F (AOR)	31/ 2.5	4.0	2.9	1.8	2.6	2.8	46/ 932	503/ 7.0	8.7	8.2	180	3.7	43	549	WKGR-F	
12. WPOM (B)	28/ 2.3	1.8	1.5	4.7	3.1	2.6	28/ 394	394/ 5.4	4.5	5.0	74	2.8	32	555	WPOM	
WGTR-F (AOR)	28/ 2.3	2.3	2.4	3.2	1.8	2.6	109/1643	422/ 5.8	4.6	4.7	130	2.8	32	370	WGTR-F	
14. WDBF (BB)	21/ 1.7	1.3	.6	.6	1.3	1.1	21/ 262	219/ 3.0	2.5	3.8	12	.3	3	41	WDBF	
WKIS-F (C)	21/ 1.7	1.7	1.4	.6	1.5	1.4	143/1905	351/ 4.9	5.0	4.4	88	1.5	17	253	WKIS-F	
WPBR (N/T)	21/ 1.7	2.4	1.2	2.1	2.0	1.9	24/ 363	317/ 4.4	3.9	4.9	41	1.8	21	278	WPBR	

12+ FM SHARE (METRO): 76.54% (842 OF 1100) (FAL 87: 75.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHQT-F	1. WRMP-F>>1.	WRMP-F>>1.	WRMP-F>>1.	WRMP-F>>1.	WRMP-F>>1.	WEAT-AF>>1.	WEAT-AF>>1.	WEAT-AF>>1.	WEAT-AF>>1.	WEAT-AF>>1.
2. WOJV-F	2. WGTR-F<	2. WIRK-F	2. WIRK-F	2. WIRK-F	2. WJNO	2. WJNO	2. WRMP-F	2. WRMP-F	2. WHQT-F<	2. WEAT-F
3. WHYI-F>	3. WKGR-F	3. WMXJ-F	3. WMXJ-F<	3. WMXJ-F	3. WRMP-F	3. WRMP-F>	3. WIRK-F	3. WIRK-F	3. WOJV-F<	3. WNGS-F
4. WOJV-F	4. WNGS-F	4. WNGS-F	4. WNGS-F	4. WNGS-F>	4. WIRK-F	4. WIRK-F>	4. WJNO	4. WJNO	4. WJNO	4. WPBR
5. WSHE-F	5. WKGR-F	5. WKGR-F	5. WKGR-F	5. WEAT-AF	5. WNGS-F	5. WNGS-F	5. WNGS-F	5. WNGS-F	5. WRMP-F	5. WRMP-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. WRMP-F>>1.	WRMP-F>>1.	WRMP-F>>1.	WRMP-F>>1.	WRMP-F>>1.	1. WGTR-F	1. WRMP-F	1. WRMP-F	1. WRMP-F>	1. WRMP-F>
2. WHQT-F	2. WOJV-F>	2. WOJV-F>	2. WMXJ-F	2. WNGS-F	2. WSHE-F	2. WGTR-F	2. WKGR-F	2. WIRK-F	2. WIRK-F
3. WOJV-F>	3. WHQT-F	3. WMXJ-F	3. WIRK-F	3. WEAT-AF	3. WHQT-F	3. WKGR-F	3. WGTR-F	3. WKGR-F<	3. WMXJ-F
4. WSHE-F	4. WHYI-F	4. WMXQ-F	4. WNGS-F	4. WMXJ-F	4. WIRK-F	4. WSHE-F	4. WNGS-F	4. WGTR-F	4. WKGR-F
5. WSHE-F	5. WSHE-F	5. WPOM	5. WOJV-F	5. WIRK-F	5. WRMP-F	5. WIRK-F	5. WMXJ-F	5. WMXJ-F	5. WNGS-F
		5. WLVE-F	5. WHQT-F				5. WZTA-F	6. WSHE-F	

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		143 (4)	143 (4)	13.0	12.9	WMXQ-F 94.3 Riviera Beach 1.6/4.2
AOR/CLASSIC		108 (4)	108 (4)	9.8	8.9	WPBG 1290 W. Palm Beach 1.1/2.2
AC/OLDIES/SOFT ROCK	13 (1)	277 (7)	290 (8)	26.4	24.9	WSBR 740 Boca Raton .5/2.7
MOR/VARIETY/FULL						WSWN 900 Belle Grade .8/1.6
						WYFX 1040 Boynton Beach 1.2/3.7
COUNTRY		86 (2)	86 (2)	7.8	7.5	
BLACK/URBAN	43 (2)		43 (2)	3.9	5.3	WAXY-F 105.9 Ft. Lauderdale 1.3/5.5
BTFL MUSIC/EZ	15 (1)	209 (2)	224 (3)	20.4	16.6	WINZ 940 Miami .9/2.5
NEWS/TALK	154 (6)		154 (6)	14.0	12.7	WIOD 610 Miami 1.6/5.7
NOSTALGIA	21 (1)		21 (1)	1.9	6.6	WJQY-F 106.7 Ft. Lauderdale 1.1/4.4
RELIGION/GOSPEL					1.7	WLVE-F 93.9 Miami Beach 1.3/4.7
SPANISH						WLYF-F 101.5 Miami 1.6/5.1
CLASSICAL		15 (1)	15 (1)	1.4	1.8	WNWS 790 South Miami 1.1/3.0
JAZZ/NEW AGE						WPOW-F 96.5 Miami .8/5.9
OTHERS/UNKNOWN	16 (2)		16 (2)	1.5	1.1	WTMI-F 93.1 Miami 1.2/4.8
						WWNN 980 Pompano Beach .3/1.4
						WZTA-F 94.9 Miami Beach 1.4/3.5

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1)	, NOSTALGIA	CBS, \$ 12.00	(---
WJNO, 1230, 1 KW	, NEWS/TALK	CBS, ABC-E, \$ 53.00	(Banner) Fairbanks
WPBR, 1340, 1 KW	, TALK	MBS, CNN, \$ 23.00	(Radio Ad)
WPOM, 1600, 1 KW (DA-1)	, BLACK	ABC-D, \$ 31.00	(Republic)
WYFX, 1040, 10 KW/1 KW (DA-2)	, BLACK	SBN, \$ 17.00	(---
WEAT-F, 104.3, 56 KW @ 1250,	BTFL/EZ	, \$ 72.00	(Katz) Taylor
WIRK-F, 107.9, 100 KW @ 400,	COUNTRY	ABC-E, \$ 56.00	(HNWH) Price
WKGR-F, 98.7, 100 KW @ 1500,	AOR	UPI, \$ 44.00	(HNWH) (FORT PIERCE)
WNGS-F, 92.1, 2 KW @ 378,	AC	, \$ 30.00	(Eastman)
WNJY-F, 94.3, 1 KW @ 480,	NOSTALGIA	NBC, \$ 36.00	(Republic) Lappin
WRMP-F, 97.9, 100 KW @ 1350,	AC	, \$101.00	(Banner) Fairbanks

MISCELLANEOUS COMMENTS WNJY changes calls to WMXQ and format from Nostalgia to AC (Sept.)

WICHITA

Arbitron Rank/Pop (12+): 88/390,700

Stations: 19/19
 Diaries: 856/456:1/56.3%
 Sample Target: 780
 % Below Line: 0 %
 % Not Listed: 8.6%

1988 Revenue: \$16,000,000
 HH Inc.: \$38,359
 Retail \$: 3.4 B11
 Pop per Station: 20,563
 #1 Biller: KFDI A/F \$5,200,000

MSA Rank/Pop: 103/477,100
 ADI #60
 Average Person Ratings: 15.4
 Market TSL: 20.3 Hours

12+ METRO	1/4/SHARE	SPG				4 BOOK AVG.	12+ TSA		12+ METRO		%		BIRCH SHARE	BIRCH AQH	BIRCH CUME
		88	87	87	86		CUME/CUME	RATING	88	87	CONVERSION	25-54			
1. KKR-D-F (CHR)	83/13.8	15.9	14.0	13.6	13.6	109/1520	1157/29.6	30.9	26.7	60	16.6	112	1206	KKR-D-F	
2. KZSN-F (C)	70/11.6	7.6	10.0	8.2	8.6	88/1007	714/18.3	15.3	18.4	129	9.5	64	697	KZSN-F	
3. KFDI-F (C)	57/9.5	12.6	10.6	10.6	10.6	90/1166	788/20.2	19.3	20.9	123	10.7	72	818	KFDI-F	
4. KXLK-F (AC)	48/8.0	5.5	8.8	7.0	5.9	69/1081	785/20.1	12.8	14.9	138	7.7	52	577	KXLK-F	
5. KICT-F (AOR)	47/7.8	7.1	10.4	5.0	7.5	69/1073	657/16.8	15.7	14.0	91	11.1	75	798	KICT-F	
6. KFDI (C)	46/7.6	7.4	7.3	8.2	7.5	68/881	629/16.1	14.8	15.1	72	7.1	48	579	KFDI	
7. KEYN-F (CHR)	45/7.5	7.3	7.5	5.7	8.5	61/1248	867/22.2	21.1	17.5	89	6.1	41	942	KEYN-F	
8. KOEZ-F (EZ)	33/5.5	5.7	5.2	5.4	4.8	44/645	466/11.9	11.4	11.1	84	2.7	18	290	KOEZ-F	
9. KLEO (BB)	24/4.0	4.0	4.3	6.3	4.2	26/356	304/7.7	8.4	9.7	38	2.2	15	259	KLEO	
10. KRZZ-F (AOR)	18/3.0	2.2	3.9	5.7	4.2	18/355	343/8.8	7.1	10.2	133	4.7	32	448	KRZZ-F	
11. KWKL-F (AC)	16/2.7	2.9	1.4	6.1	3.8	23/416	338/8.7	7.4	5.7	115	1.9	13	157	KWKL-F	
12. KSGL (R/G)	12/2.0	1.6	.5	1.1	2.0	15/227	189/4.8	4.5	4.7	140	1.2	8	202	KSGL	
13. KNSS (T)	11/1.8	2.2	1.6	.7	.5	11/319	312/8.0	6.9	7.3	100	1.9	13	211	KNSS	
14. KQAM (O)	10/1.7	2.2	2.2	2.9	2.6	11/260	215/5.5	6.6	6.6	182	1.9	13	229	KQAM	
15. KLZS-F (J/NA)	8/1.3	1.9	3.2	2.7	3.8	9/262	200/5.1	7.6	6.3	92	3.3	22	237	KLZS-F	
KBUZ-F (B)	8/1.3	2.4	---	---	---	8/131	122/3.1	3.7	---	162	3.6	24	283	KBUZ-F	

12+ FM SHARE (METRO): 78.73% (433 OF 550) (FAL 87: 78.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKR-D-F>>1. KKR-D-F	1. KKR-D-F	1. KKR-D-F	1. KZSN-F	1. KZSN-F	1. KFDI-F	1. KKR-D-F	1. KZSN-F	1. KKR-D-F	1. KKR-D-F>>1. KFDI-F	1. KFDI-F
2. 2. KICT-F	2. KZSN-F	2. KXLK-F	2. KFDI-F	2. KFDI-F	2. KFDI-F	2. KZSN-F	2. KXLK-F	2. KZSN-F	2. KICT-F	2. KFDI-F
3. 3. KXLK-F	3. KXLK-F	3. KFDI-F	3. KFDI-F	3. KZSN-F	3. KFDI-F	3. KZSN-F	3. KFDI-F	3. KZSN-F	3. KZSN-F	3. KICT-F
4. 4. KEYN-F	4. KICT-F	4. KKR-D-F	4. KKR-D-F	4. KKR-D-F	4. KOEZ-F	4. KFDI-F	4. KKR-D-F	4. KFDI-F	4. KEYN-F	4. KZSN-F
5. 5. KZSN-F	5. KEYN-F	5. KICT-F	5. KICT-F	5. KICT-F	5. KLEO	5. KXLK-F	5. KEYN-F	5. KEYN-F	5. KOEZ-F	5. KFDI-F
	6. KFDI-F							6. KICT-F	6. KFDI-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. KKR-D-F	1. KKR-D-F	1. KXLK-F	1. KKR-D-F	1. KZSN-F	1. KICT-F	1. KICT-F	1. KICT-F	1. KICT-F	1. KZSN-F
2. KEYN-F>>2. KEYN-F	2. KKR-D-F	2. KZSN-F	2. KZSN-F	2. KXLK-F	2. KKR-D-F>>2. KKR-D-F	2. KZSN-F	2. KZSN-F	2. KZSN-F	2. KFDI-F
3. KICT-F	KXLK-F	3. KEYN-F	3. KXLK-F	3. KKR-D-F	3. KEYN-F	KZSN-F	3. KXLK-F	3. KXLK-F	3. KXLK-F
4. KXLK-F	4. KICT-F	KICT-F	4. KEYN-F	4. KFDI-F	KWKL-F	4. KXLK-F	4. KEYN-F	4. KFDI-F	4. KICT-F
5. KZSN-F	5. KZSN-F	5. KFDI-F	5. KICT-F	5. KFDI-F	5. KXLK-F	5. KEYN-F	KFDI-F	KKR-D-F	5. KEYN-F
		KWKL-F	6. KFDI-F	KOEZ-F					
		KZSN-F							

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS/METRO SHARE & CUME RATING				
TOP 40/CHR/CONTEMP		128 (2)	128 (2)	23.3	22.5	KFH	1330	Wichita		1.0/4.6
AOR/CLASSIC		65 (2)	65 (2)	11.8	15.0	KJRG	950	Newton		1.0/2.5
AC/OLDIES/SOFT ROCK	10 (1)	64 (2)	74 (3)	13.5	14.8	KSPG	1360	El Dorado		.3/1.0
MOR/VARIETY/FULL										
COUNTRY	54 (3)	127 (2)	181 (5)	32.9	33.1					
BLACK/URBAN		8 (1)	8 (1)	1.5						
BTFL MUSIC/EZ		33 (1)	33 (1)	6.0	6.9					
NEWS/TALK	11 (1)		11 (1)	2.0	1.7					
NOSTALGIA	24 (1)		24 (1)	4.4	4.5					
RELIGION/GOSPEL	18 (2)		18 (2)	3.3	0.6					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE		8 (1)	8 (1)	1.5						
OTHERS/UNKNOWN					0.9					
	117 (8)	433 (11)	550 (19)							

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N)	COUNTRY	ABC-E, \$ 38.00	(Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N)	COUNTRY	CBS, MBS, \$ 30.00	(Banner)	
KLEO, 1480, 5 KW/1 KW (DA-2)	NOSTALGIA	SMN, \$ 25.00	(Katz)	So. Skies
KNSS, 1240, 1 KW (DA-1)	TALK	MBS, ABC-T, \$ 17.00	(Durpetti)	
KQAM, 1410, 5 KW/1 KW (DA-N)	OLDIES	US 1, \$ 20.00	(Eastman)	
KEYN-F, 103.7, 100 KW @ 860,	CHR/AC	US 1, \$ 37.00	(Eastman)	
KFDI-F, 101.3, 100 KW @ 1130,	COUNTRY	ABC-E, \$ 62.00	(Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 970,	AOR	ABC-E, \$ 41.00	(Mc-Guild)	
KKRD-F, 107.3, 100 KW @ 884,	CHR	\$ 52.00	(HNWH)	
KLZS-F, 97.9, 100 KW @ 350,	NEW AGE/JAZZ	\$ 32.00	(Republic)	
KXLK-F, 105.3, 100 KW @ 1000,	AC	APR, \$ 31.00	(Banner)	Mid Continent
KZSN-F, 102.1, 100 KW @ 1032,	COUNTRY	\$ 39.00	(Katz)	So. Skies
KWKL-F, 106.5, 100 KW @ 1323,	SOFT AC	\$ 18.00	(---	
KRZZ-F, 95.9, 1.2 KW @ 500,	CLASSIC ROCK	SOURCE, \$ 30.00	(Durpetti)	(ARKANSAS CITY)
KOEZ-F, 92.3, 100 KW @ 650,	BTFL/EZ	\$ 23.00	(Roslin)	(DERBY)
KBUZ-F, 99.3, 3 KW @ 300,	BLACK	\$ 15.00	(---	(NEWTON)
				(EL DORADO)

MISCELLANEOUS COMMENTS KFH sold to Mid Continent for \$800,000... KKR-D-F sold by Osborn to Sherman for \$6,000,000...

WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 56/624,000

Stations: 34/27

1988 Revenue: \$14,500,000

MSA Rank/Pop: 69/727,800

Diaries: 1094/570:1/57.2%

HH Inc.: \$27,627

ADI #51

Sample Target: 1000

Retail \$: 4.6 Bill

Average Person Ratings: 17.5

% Below Line: 7.6%

Pop per Station: 23,111

Market TSL: 23.5 Hours

% Not Listed: 17.3%

#1 Biller: WKRZ A/F \$2,400,000

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
1. WKRZ-F (CHR)	142/13.0	14.7	12.3	13.9	11.5	13.5	155/2366	2051/32.9	30.5	28.9	108	16.4	153	2056	WKRZ-F
2. WEZX-F (AOR)	97/ 8.9	9.0	9.7	6.9	10.8	8.6	105/1039	976/15.6	14.3	14.5	121	10.3	96	865	WEZX-F
3. WARM (MOR)	74/ 6.8	7.2	7.2	5.2	6.4	6.6	91/1394	1131/18.1	17.8	19.4	91	7.2	67	976	WARM
4. WGBI-F (AC)	56/ 5.1	4.8	5.9	4.6	6.3	5.1	60/ 786	676/10.8	11.8	15.5	145	3.9	36	500	WGBI-F
5. WMGS-F (AC)	54/ 5.0	4.5	6.4	5.0	4.7	5.2	68/ 947	804/12.9	12.6	12.7	166	4.4	41	675	WMGS-F
WNAK (BB)	54/ 5.0	4.9	5.3	7.3	4.3	5.6	54/ 609	599/ 9.6	8.7	8.2	18	4.4	41	377	WNAK
7. WWSH-F (EZ)	52/ 4.8	5.2	4.3	3.1	4.7	4.4	70/ 887	670/10.7	9.2	9.6	67	2.6	24	397	WWSH-F
8. WTLQ-F (CHR)	38/ 3.5	5.0	3.2	3.9	5.5	3.9	38/ 757	757/12.1	11.2	13.8	71	6.8	63	1090	WTLQ-F
9. WHLM-F (AC)	34/ 3.1	1.8	2.9	2.8	3.0	2.7	67/ 669	311/ 5.0	5.8	6.0	158	2.4	22	441	WHLM-F
10. WSGD-F (AC)	32/ 2.9	1.3	.9	1.2	.7	1.6	49/ 488	354/ 5.7	1.6	2.0	162	2.7	25	263	WSGD-F
11. WBAX (BB)	25/ 2.3	2.1	1.3	4.1	1.2	2.5	25/ 318	293/ 4.7	3.5	3.9	17	1.0	9	190	WBAX
12. WZZO-F (AOR)	22/ 2.0	.8	1.4	2.9	.9	1.8	44/ 503	231/ 3.7	3.2	2.6	85	2.6	24	257	WZZO-F
13. WEJL (BB)	20/ 1.8	2.8	2.6	5.9	4.8	3.3	29/ 306	226/ 3.6	6.2	7.6	44	2.3	21	294	WEJL
WICK (EZ)	20/ 1.8	2.0	1.6	1.2	1.1	1.7	20/ 241	241/ 3.9	3.3	3.5	50	1.3	12	126	WICK
15. WILK (MOR)	17/ 1.6	1.8	1.8	1.4	2.7	1.7	17/ 394	387/ 6.2	7.7	8.2	131	1.7	16	312	WILK

12+ FM SHARE (METRO): 69.18% (624 OF 902) (FAL 87: 64.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRZ-F>>1. WEZX-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WARM	1. WKRZ-F<	1. WKRZ-F	1. WKRZ-F>	1. WKRZ-F	1. WARM
2. WTLQ-F	2. WKRZ-F>>2. WEZX-F	2. WEZX-F	2. WEZX-F	2. WEZX-F	2. WKRZ-F	2. WARM >	2. WEZX-F	2. WEZX-F>	2. WEZX-F>>2. WEZX-F	2. WEZX-F
3. WQQQ-F	3. WGBI-F	3. WMGS-F	3. WMGS-F	3. WMGS-F	3. WNAK	3. WEZX-F	3. WGBI-F	3. WWSH-F	3. WARM	3. WILK
4.	4. WMGS-F	4. WGBI-F	4. WGBI-F	4. WGBI-F	4. WWSH-F	4. WNAK	4. WMGS-F	4. WMGS-F<	4. WWSH-F	4. WKRZ-F
5.	5. WTLQ-F	5.	5.	5. WARM	5. WMGS-F	5. WGBI-F	5. WNAK	5. WARM <	5. WTLQ-F	5. WWSH-F
						6. WMGS-F		6. 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. WKRZ-F	1. WKRZ-F	1. WKRZ-F>>1. WKRZ-F	1. WKRZ-F	1. WEZX-F>>1. WEZX-F>>1. WEZX-F>>1. WEZX-F	1. WKRZ-F>>1. WKRZ-F	1. WKRZ-F>>1. WKRZ-F	1. WKRZ-F>>1. WKRZ-F	1. WEZX-F
2. WTLQ-F	2. WEZX-F	2. WEZX-F	2. WMGS-F<	2. WMGS-F	2. WKRZ-F>	2. WKRZ-F>	2. WKRZ-F>	2. WKRZ-F>>2. WKRZ-F	2. WKRZ-F
3. WEZX-F	3. WGBI-F	3. WGBI-F	3. WGBI-F	3. WGBI-F	3. WZZO-F	3. WZZO-F	3. WGBI-F	3. WSGD-F	3. WARM
4. WZZO-F	4. WMGS-F	4. WEZX-F	4. WEZX-F	4. WEZX-F	4. WTLQ-F	4.	4. WMGS-F	4. WMGS-F	4. WMGS-F
5. WGBI-F	5. WTLQ-F	5.	5. WHLM-F	5. WHLM-F	5. WGBI-F	5.	5. WARM	5. WARM	5. WSGD-F
			6. WARM						

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		196 (3)	196 (3)	21.7	22.9	WARD 1550 Pittston 1.5/5.5
AOR/CLASSIC		119 (2)	119 (2)	13.2	13.4	WAZL 1490 Hazleton .4/1.9
AC/OLDIES/SOFT ROCK	4 (1)	216 (9)	220 (10)	24.4	20.5	WBNE-F 95.9 Benton .7/1.3
MOR/VARIETY/FULL	95 (3)		95 (3)	10.5	12.0	WCNR 930 Bloomsburg 1.3/2.5
COUNTRY	28 (3)	17 (2)	45 (5)	5.0	6.5	WEAY-F 92.1 Nanticoke .6/3.0
BLACK/URBAN						WEMR 1460 Tunkhannock .8/1.6
BTFL MUSIC/EZ	20 (1)	76 (3)	96 (4)	10.6	8.2	WGBI 910 Scranton .9/3.9
NEWS/TALK	22 (2)		22 (2)	2.4	3.4	WJMW 550 Bloomsburg .1/1.0
NOSTALGIA						WPLJ 1340 Wilkes-Barre .4/1.4
RELIGION/GOSPEL	99 (3)		99 (3)	11.0	11.7	WQEQ-F 103.1 Freeland 1.0/2.5
SPANISH						WSBG-F 93.5 Stroudsburg 1.1/3.5
CLASSICAL						WVPO 840 Stroudsburg .4/ .9
JAZZ/NEW AGE						WDDL-F 104.9 Scranton .5/3.3
OTHERS/UNKNOWN	10 (2)		10 (2)	1.1	1.4	WABC 770 New York .6/1.7
	278 (15)	624 (19)	902 (34)			WEAZ-F 101.1 Philadelphia .4/ .8
						WPMZ-F 100.7 Allentown 1.8/3.3
						WILQ-F 105.1 Williamsburg .8/1.9
						WLEV-F 96.1 Easton .6/2.0
						WQQQ-F 99.9 Easton 1.5/3.8

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2)	, TALK	APR,ABC-T,\$ 12.00	(Savalli)
WARM, 590, 5 KW (DA-2)	, MOR	NBC,\$ 50.00	(Eastman)
WBAX, 1240, 1 KW	, NOSTALGIA	CNN,\$ 17.00	(---
WEJL, 630, 500 W	, NOSTALGIA	ABC-I , \$ 20.00	(Christal)
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS,\$ 15.00	(Torbet)
WICK, 1400, 1 KW	, BTFL/EZ	ABC-D,\$ 14.00	(K & P)
WILK, 980, 5 KW/1 KW (DA-2)	, MOR/TALK	MBS,ABC-E,\$ 18.00	(Mc-Guild)
WNAK, 730, 1 KW/36 W (DA-1)	, NOSTALGIA	NBC,\$ 26.00	(K & P)
WPLJ, 1340, 1 KW	, COUNTRY	,\$ 13.00	(Katz)
WEZX-F, 107.1, 125 W @ 1270, AOR		ABC-R,\$ 35.00	(Christal)
WGBI-F, 101.3, 7 KW @ 1110, AC		CBS-R,\$ 30.00	(Torbet)
WKRZ-F, 98.5, 8 KW @ 1172, CHR		,\$ 60.00	(Katz)
WMGS-F, 92.9, 9 KW @ 1060, AC		,\$ 35.00	(Eastman)
WTLQ-F, 102.3, 3 KW @ 71, CHR		ABC-C,\$ 22.00	(Mc-Guild)
WDDL-F, 104.9, 1.6 KW @ 1093, SOFT AC		ABC-D,\$ 16.00	(K & P)
WHLM-F, 106.5, 37 KW @ 597, AC		US 2,\$ 17.00	(Banner)
WWSH-F, 97.9, 24 KW @ 660, BTFL/EZ		,\$ 20.00	(Katz)

MISCELLANEOUS COMMENTS WPLJ/WKRZ-F sold to Keymarket from Osborn for \$12,000,000 (Mahlman)...

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/466,400

Stations: 33/9
Diaries: 890/524:1/49.9%
Sample Target: 840
% Below Line: 57.2%
% Not Listed: 12.7%

1988 Revenue: \$9,900,000
HH/ Inc: \$37,889
Retail \$: 4.1 Bil
Pop per Station: 51,822
#1 Biller: WJBR A/F \$3,500,000

MSA Rank/Pop: 89/563,400
Philadelphia ADI
Average Person Ratings: 18.3
Market TSL: 24.0 Hours

12+ METRO	1/4/SHARE	SUM 88	SPG 88	WIN 88	FAL 87	4BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
1. WMMF-F (AOR)	83/ 9.7	7.3	6.9	9.9	9.4	8.5	89/ 1034	977/20.9	18.4	22.3	106			WMMR-F
2. WSTW-F (CHR)	78/ 9.1	10.5	8.2	10.0	9.8	9.5	88/ 1405	1212/26.0	22.5	23.7	115			WSTW-F
3. WJBR-F (AC)	75/ 8.8	10.0	11.1	9.4	7.2	9.8	85/ 994	854/18.3	19.2	16.8	124			WJBR-F
4. WUSL-F (B/U)	62/ 7.3	7.3	9.0	7.5	6.5	7.8	75/ 742	616/13.2	12.2	13.2	82			WUSL-F
5. WDEL (MOR)	53/ 6.2	6.5	4.1	7.5	5.9	6.1	53/ 615	605/13.0	12.1	14.4	42			WDEL
6. WEGX-F (CHR)	39/ 4.6	3.8	4.0	1.5	1.3	3.5	41/ 649	632/13.6	11.2	5.2	61			WEGX-F
7. WEAZ-F (EZ)	33/ 3.9	4.5	3.8	7.1	6.4	4.8	35/ 488	438/ 9.4	8.9	13.6	87			WEAZ-F
8. WYSP-F (AOR)	32/ 3.8	4.7	3.2	3.9	4.2	3.9	36/ 765	689/14.8	12.9	12.4	95			WYSP-F
9. WKSZ-F (AC)	31/ 3.6	4.6	4.1	4.4	5.1	4.2	31/ 582	541/11.6	10.7	13.2	156			WKSZ-F
WXTU-F (C)	31/ 3.6	3.2	3.2	3.4	2.1	3.1	34/ 492	455/ 9.8	7.3	4.5	114			WXTU-F
11. WILM (N/T)	29/ 3.4	3.6	3.5	2.5	3.5	3.3	29/ 440	440/ 9.4	9.8	10.8	50			WILM
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.68% (616 of 745) (FAL 87: 84.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEGX-F>>	1. WMMR-F>	1. WMMR-F	1. WJBR-F	1. WJBR-F<	1. WDEL<	1. WSTW-F	1. WSTW-F	1. WMMR-F	1. WUSL-F>	1. WDEL
2. WUSL-F	2. WSTW-F	2. WSTW-F	2. WSTW-F<	2. WSTW-F<	2. WJBR-F>	2. WMMR-F	2. WJBR-F<	2. WSTW-F<	2. WMMR-F	2. WJBR-F<
3. WSTW-F	3. WUSL-F>	3. WJBR-F	3. WMMR-F>	3. WMMR-F>	3. WEAZ-F<	3. WJBR-F	3. WMMR-F>>	3. WJBR-F	3. WEGX-F	3. WUSL-F>
4. WMMR-F	4. WYSP-F	4. WUSL-F>	4. WUSL-F	4. WUSL-F	4. WILM	4. WDEL	4. WEAZ-F	4. WUSL-F	4. WDEL	4.
5.	5. WJBR-F	5.	5. WKSZ-F	5. WKSZ-F	5. WSTW-F	5. WYSP-F	5. WUSL-F	5. WDEL	5. WSTW-F<	5.
6.	6.	6.	6.	6.	6.	6.	6.	6.	6. WJBR-F	6.

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. WUSL-F>	1. WUSL-F	1. WSTW-F	1. WSTW-F	1. WJBR-F	1. WMMR-F>>	1. WMMR-F>>	1. WMMR-F>>	1. WMMR-F>>	1. WMMR-F>>
2. WSTW-F	2. WSTW-F>	2. WJBR-F	2. WJBR-F	2. WSTW-F>	2. WSTW-F	2. WSTW-F	2. WSTW-F	2. WSTW-F	2. WSTW-F
3. WMMR-F>	3. WJBR-F	3. WUSL-F>	3. WUSL-F>	3. WUSL-F	3. WYSP-F>	3. WYSP-F>	3. WYSP-F>	3. WYSP-F	3. WJBR-F
4. WJBR-F	4. WMMR-F>	4. WMMR-F	4. WMMR-F	4. WKSZ-F	4. WUSL-F	4. WUSL-F>	4. WDAS-F	4. WJBR-F	4. WYSP-F
WDAS-F	5.	5. WIOQ-F	5. WKSZ-F	5.	5.	5.	WUSL-F	5. WUSL-F	5. WXTU-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP		127 (3)	127 (3)	17.0	15.9	WAMS 1380 Wilmington .5/2.8
AOR/CLASSIC		119 (3)	119 (3)	16.0	11.8	WDSD-F 94.7 Dover 1.1/2.9
AC/OLDIES/SOFT ROCK	5 (2)	149 (7)	154 (9)	20.7	25.3	WJBR 1290 Wilmington .1/1.2
MOR/VARIETY/FULL	53 (1)		53 (1)	7.1	5.0	WNNN-F 101.7 Canton .5/1.1
						WNRK 1260 Newark .5/2.4
COUNTRY	4 (1)	60 (3)	64 (4)	8.6	11.1	KYW 1060 Philadelphia .5/3.9
BLACK/URBAN		81 (2)	81 (2)	10.9	14.2	WBSB-F 104.3 Baltimore 1.2/3.1
BTFL/EZ		33 (1)	33 (1)	4.4	4.3	WBSS-F 97.3 Millville .8/1.8
NEWS/TALK	50 (4)	23 (1)	73 (5)	9.8	8.7	WCAU 1210 Philadelphia .8/3.2
						WDAS-F 105.3 Philadelphia 2.2/3.2
NOSTALGIA	13 (1)		13 (1)	1.7	1.0	WPIL 560 Philadelphia .5/1.3
RELIGION/GOSPEL						WFLN-F 95.7 Philadelphia 1.5/5.5
SPANISH						WIOQ-F 102.1 Philadelphia 1.4/4.4
CLASSICAL		13 (1)	13 (1)	1.7	1.3	WIP 610 Philadelphia 1.2/4.3
JAZZ/NEW AGE						WIYY-F 97.9 Baltimore .5/1.8
OTHERS/UNKNOWN	4 (1)	11 (2)	15 (3)	2.0	1.4	WMGK-F 102.9 Philadelphia .7/3.6
			745 (33)			WQGL-F 98.1 Philadelphia 2.0/6.3
						WPEN 950 Philadelphia 1.5/3.6
						WPOC-F 93.1 Baltimore 2.3/4.0
						WQSR-F 105.7 Cantonville .6/1.7
						WNSI-F 104.5 Philadelphia .4/3.3
						WWDB-F 96.5 Philadelphia 2.7/4.5

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW (DA-2), COUNTRY	ABC-D, \$ 19.00 (K & P)	Steve Courtin
WDEL, 1150, 5 KW (DA-2), MOR	NBC, APR, \$ 38.00 (Eastman)	Robert Taylor
WILM, 1450, 1 KW, NEWS/TALK	MBS, CBS, \$ 30.00 (Savalli)	Sally Hawkins
WJBR, 1290, 2.5 KW/500 W(DA-2), AC	APR, \$ NA (Katz)	Chris Walus
		CRB
WJBR-F, 99.5, 50 KW @ 500, AC	APR, \$ 60.00 (Katz)	CRB
WSTW-F, 93.7, 50 KW @ 460, CHR	, \$ 67.00 (Eastman)	Chris Walus
WDSD-F, 94.7, 50 KW @ 400, COUNTRY	, \$ 24.00 (K & P)	Robert Taylor
		Hartstone-Dickstein Tom Barney (DOVER)

American Radio Fall, 1988, Copyright 1989

WORCESTER

Arbitron Rank/Pop (12+): 101/343,900
 MSA Rank/Pop: 111/411,100
 Boston ADI
 Average Person Ratings: 18.1
 Market TSL: 23.8 Hours

Stations: 28/8
 Diaries: 750/459:1/45.8%
 Sample Target: 740
 % Below Listed: 38.6%
 % Not Listed: 12.2%

1988 Revenue: \$12,000,000
 HH Inc.: \$36,180
 Retail \$: 3.5 Bil
 Pop per Station: 42,988
 #1 Biller: WAAF-F \$4,400,000

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ METRO			SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	88	88	87	87		12+ TSA	CUME/CUME	RATING							
1. WSRS-F (EZ)	86/13.8	12.7	13.0	13.6	11.3		129/1337	844/24.5	25.5	24.7	120						WSRS-F
2. WAAF-F (AOR)	75/12.1	12.5	10.9	14.1	13.1		152/1686	891/25.9	25.9	25.6	79						WAAF-F
3. WTAG (MOR)	53/ 8.5	7.5	9.8	10.7	9.7		62/ 777	712/20.7	19.7	22.9	86						WTAG
4. WZOU-F (CHR)	48/ 7.7	6.1	6.7	4.9	2.5		61/ 993	648/18.8	15.9	14.0	66						WZOU-F
5. WXLO-F (AC)	34/ 5.5	6.4	7.4	5.3	6.1		52/ 789	513/14.9	13.7	13.5	120						WXLO-F
6. WBZ (MOR)	29/ 4.7	3.2	5.4	4.1	3.9		73/ 847	368/10.7	8.7	13.9	115						WBZ
7. WODS-F (O)	28/ 4.5	5.5	3.6	.3	.5		50/ 708	444/12.9	13.0	8.8	140						WODS-F
8. WNEB (BB)	26/ 4.2	3.8	4.7	3.7	5.6		27/ 357	319/ 9.3	8.9	10.4	21						WNEB
9. WZLX-F (AOR)	21/ 3.4	2.5	2.2	2.6	3.0		28/ 430	281/ 8.2	6.0	7.0	129						WZLX-F
10. WROR-F (AC)	19/ 3.1	2.7	3.8	3.2	3.8		25/ 530	341/ 9.9	9.7	11.3	142						WROR-F
11. WBCN-F (AOR)	17/ 2.7	2.0	3.6	4.1	3.2		27/ 468	292/ 8.5	6.9	9.2	141						WBCN-F
12. WFTQ (AC)	16/ 2.6	5.2	2.9	4.6	4.1		17/ 268	257/ 7.5	13.4	8.9	169						WFTQ

12+ FM SHARE (METRO): 71.98% (393 OF 546) (FAL 87: 69.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAAF-F	1. WAAF-F>>	1. WAAF-F	1. WSRS-F>	1. WSRS-F>	1. WSRS-F>	1. WSRS-F	1. WSRS-F	1. WSRS-F	1. WTAG	1. WBZ >>
2. WZOU-F>>	2. WZOU-F	2. WSRS-F	2. WAAF-F	2. WAAF-F	2. WTAG >>	2. WTAG	2. WAAF-F>	2. WAAF-F	2. WAAF-F	2. WTAG >
3.	3. WXLO-F	3. WZOU-F	3. WXLO-F	3. WTAG	3. WBZ	3. WAAF-F>>	3. WTAG	3. WZOU-F>	3. WSRS-F	3. WSRS-F
4.	4. WZLX-F	4. WXLO-F	4. WTAG	4. WXLO-F	4. WNEB	4. WXLO-F	WZOU-F	4. WXLO-F	4. WZOU-F	4.
5.	5. WBCN-F	5. WODS-F	WODS-F	5. WODS-F	5.	5. WBZ	5. WXLO-F	5. WODS-F<	5. WBZ	5.
		WODS-F						6. WTAG		

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. WZOU-F	1. WZOU-F	1. WXLO-F	1. WSRS-F<	1. WSRS-F>>	1. WAAF-F>>	1. WAAF-F>>	1. WAAF-F>>	1. WAAF-F>>	1. WSRS-F
2. WAAF-F	2. WAAF-F	2. WAAF-F	2. WZOU-F	2. WTAG	2. WZLX-F	2. WZLX-F	2. WBCN-F	2. WSRS-F	2. WAAF-F>
3. WXLO-F>>	3. WXLO-F>>	WSRS-F	3. WAAF-F	3. WODS-F	3. WZOU-F	3. WBCN-F	WZLX-F	3. WZLX-F	3. WTAG
4. WHJY-F	4. WSRS-F	4. WODS-F	4. WXLO-F	4. WXLO-F	4. WODS-F	4. WZOU-F	4. WZOU-F	4. WXLO-F	4. WXLO-F
5.	5. WODS-F	WZLX-F	5.	WZOU-F	5. WBCN-F	5. WODS-F	5. WXLO-F	WBCN-F	5.
		WZOU-F						WODS-F	

FORMATS	AM	FM	TOTAL	FAL 87		OTHER RATED STATIONS/METRO SHARE & CUME RATING
				%	%	
TOP 40/CHR/CONTEMP		59 (3)	59 (3)	10.8	10.2	WGFP 940 Webster .3/1.5
AOR/CLASSIC		119 (4)	119 (4)	21.9	18.3	WORC 1310 Worcester 1.9/6.8
AC/OLDIES/SOFT ROCK	16 (1)	96 (6)	112 (7)	19.5	24.0	
MOR/VARIETY/FULL	89 (4)		89 (4)	16.4	16.3	WBOS-F 92.9 Brookline 1.1/3.0
COUNTRY	12 (1)	17 (2)	29 (3)	5.3	5.2	WCRB-F 102.5 Waltham .5/3.6
BLACK/URBAN						WESO 970 Southbridge .8/1.6
BTFL MUSIC/EZ		97 (3)	97 (3)	17.8	16.5	WHJY-F 94.1 Providence 1.0/2.7
NEWS/TALK	8 (1)		8 (1)	1.2	2.2	WJIB-F 96.9 Boston 1.3/4.4
NOSTALGIA	26 (1)	2 (1)	28 (2)	5.1	5.0	WLKW-F 101.5 Providence .5/2.6
RELIGION/GOSPEL						WMJX-F 106.7 Boston 1.1/4.5
SPANISH		3 (1)	3 (1)	0.6	1.5	WPLM-F 99.1 Plymouth .3/1.7
CLASSICAL						WPRO-F 92.3 Providence .3/2.7
JAZZ/NEW AGE						WQVR-F 100.1 Southbridge 1.6/4.1
OTHERS/UNKNOWN						WRKO 680 Boston 1.3/2.9
	151 (8)	393 (20)	544 (28)			WSSH-F 99.5 Lowell .5/4.4
						WVBF-F 105.7 Framingham .8/2.6
						WXKS-F 107.9 Medford 1.4/7.7

RADIO STATIONS

WAAV, 980, 5 KW, MOR/TALK, NBC, \$ 12.00 (Katz), Cape Fear
 WBMS, 1340, 1 KW, BLACK, NBC, \$ 10.00 (Roslin)
 WMPD, 630, 1 KW (DA-2), OLDIES, MBS, CBS, \$ 11.00 (Banner)
 WWIL, 1490, 1 KW, BLACK, SBN, \$ 9.00 (---)

WGNI-F, 102.7, 100 KW @ 981, AC, \$ 30.00 (Katz), Cape Fear
 WHSL-F, 97.3, 100 KW @ 560, CHR, ABC-F, \$ 25.00 (Banner)
 WWQQ-F, 100.9, 2.6 KW @ 347, COUNTRY, ABC-D, \$ 20.00 (---), HVS
 WSFM-F, 107.1, 3 KW @ 300, AOR, \$ 13.00 (HNWH), (SOUTHPORT)
 WVBS-F, 99.9, 100 KW @ 480, BLACK/URBAN, MBS, \$ 20.00 (Christal), Jones-Eastern, (BURGAW)
 WDZD-F, 93.5, 3 KW @ 300, COUNTRY, MBS, \$ 11.00 (---), (SHALLOTTE)

YORK

Arbitron Rank/Pop (12+): 104/334,700

Stations: 30/11
Diaries: 747/448:1/66.3%
Sample Target: 730
% Below Line: 42.9%
% Not Listed: 12.4%

1988 Revenue: \$11,700,000
HH Inc.: \$31,680
Retail \$: 2.3 Bil
Pop per Station: 30,427
#1 Biller: NA

MSA Rank/Pop: 114/404,100

ADI #46 (w/Harrisburg & Lancaster)

Average Person Ratings: 16.9

Market TSL: 22.3 Hours

12+ METRO	1/4/SHARE	12+ METRO					4 BOOK AVG.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 88	FAL 87	% 25-54 CONVERSION	BIRCH SHARE	BIRCH AQH	BIRCH CUME
		SUM 88	SPG 88	WIN 88	FAL 87	4 BOOK AVG.									
1. WYCR-F (CHR)	68/12.1	9.2	11.0	8.2	7.2	10.1	92/1429	824/24.6	24.4	17.8	92			WYCR-F	
2. WRKZ-F (C)	52/ 9.2	8.5	11.5	8.7	9.6	9.5	145/1757	572/17.1	19.7	16.1	111			WRKZ-F	
3. WARM-F (AC)	49/ 8.7	10.4	8.6	10.2	12.1	9.5	119/1561	586/17.5	18.7	21.3	131			WARM-F	
4. WNCE-F (EZ)	43/ 7.6	6.4	8.4	8.3	7.4	7.7	158/1902	584/17.4	13.7	14.5	79			WNCE-F	
5. WQXA-F (CHR)	36/ 6.4	13.2	8.0	8.3	10.1	9.0	95/1793	664/19.8	24.2	23.9	75			WQXA-F	
WSBA (MOR)	36/ 6.4	7.7	10.6	7.8	7.2	8.1	48/ 803	588/17.6	18.3	19.4	75			WSBA	
7. WGRX-F (AOR)	31/ 5.5	4.5	5.6	3.2	3.9	4.7	38/ 613	371/11.1	9.7	9.1	115			WGRX-F	
8. WNNK-F (CHR)	18/ 3.2	2.1	2.3	4.2	2.9	3.0	196/2418	282/ 8.4	9.1	8.1	103			WNNK-F	
WGTY-F (C)	18/ 3.2	4.7	2.1	5.9	5.5	4.0	19/ 279	257/ 7.7	6.8	8.4	150			WGTY-F	
10. WHTF-F (AOR)	16/ 2.8	4.5	4.4	4.0	2.4	3.9	65/1055	205/ 6.1	9.8	7.7	107			WHTF-F	

12+ FM SHARE (METRO): 85.22% (421 OF 494) (FAL 87: 84.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYCR-F>>>1. WYCR-F	1. WYCR-F	1. WYCR-F	1. WARM-F	1. WARM-F<	1. WNCE-F	1. WARM-F	1. WARM-F<	1. WYCR-F>	1. WYCR-F>	1. WRKZ-F
2. WQXA-F>>>2. WGRX-F	2. WGRX-F	2. WARM-F	2. WYCR-F	2. WYCR-F	2. WSBA <	2. WSBA <	2. WNCE-F	2. WRKZ-F	2. WRKZ-F	2. WGRX-F
3. WARM-F	3. WARM-F	3. WRKZ-F	3. WRKZ-F	3. WRKZ-F>	WRKZ-F	3. WYCR-F	3. WYCR-F	3. WNCE-F	3. WQXA-F	3. WSBA
4. WRKZ-F	4. WGRX-F	4. WGRX-F	4. WGRX-F	4. WGRX-F	4. WARM-F	4. WRKZ-F	4. WRKZ-F	4. WARM-F	4. WARM-F	4. WARM-F
5. WQXA-F	5. WQXA-F	5. WQXA-F	5. WNCE-F	5. WNCE	5. WYCR-F	5. WNCE-F	5. WQXA-F	5. WQXA-F	5. WGRX-F	5. WGRX-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. WRKZ-F	1. WYCR-F	1. WYCR-F	1. WARM-F	1. WARM-F	1. WYCR-F>	1. WGRX-F	1. WGRX-F>>>1. WYCR-F	1. WYCR-F	1. WRKZ-F
2. WYCR-F	2. WARM-F	2. WARM-F>	2. WYCR-F	2. WYCR-F	2. WQXA-F>	2. WYCR-F>	2. WYCR-F	2. WGRX-F	2. WYCR-F
3. WQXA-F	3. WRKZ-F>	3. WRKZ-F	3. WRKZ-F>	3. WRKZ-F	3. WHTF-F	3. WQXA-F	WNNK-F	3. WRKZ-F	3. WGRX-F
WNNK-F	4. WQXA-F	4. WQXA-F	4. WQXA-F	4. WNCE-F	WTPA-F	4. WHTF-F	WRKZ-F	4. WARM-F	4. WARM-F
WGRX-F	WGRX-F	WDAC-F	5. WQXA-F	5. WQXA-F	WGRX-F	WTPA-F	5. WHTF-F	5. WHTF-F	5. WHTF-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING		
						STATION	SHARE	RATING
TOP 40/CHR/CONTEMP		131 (5)	131 (5)	26.5	24.3	WGCB-F	96.1	Red Lion .4/2.3
AOR/CLASSIC		65 (4)	65 (4)	13.2	10.3	WGCT	1320	Gettysburg 2.3/5.6
AC/OLDBIES/SOFT ROCK		57 (3)	57 (3)	11.5	13.8	WHVR	1280	Hanover .5/3.7
MOR/VARIETY/FULL	57 (4)		57 (4)	11.5	13.0	WOYK	1350	York 1.4/4.5
						WXKU	1250	York .5/1.9
COUNTRY		86 (4)	86 (4)	17.4	20.3	WDAC-F	94.5	Lancaster 2.3/4.1
BLACK/URBAN		3 (1)	3 (1)	0.6	1.6	WHP	580	Harrisburg .9/2.3
BTFL MUSIC/EZ		64 (4)	64 (4)	13.0	11.0	WIMX-F	99.3	Harrisburg .9/3.4
NEWS/TALK	5 (1)		5 (1)	1.0	0.6	WIOV-F	105.1	Ephrata 1.1/4.4
NOSTALGIA	8 (1)		8 (1)	1.6	2.0	WLAN-F	96.9	Lancaster .7/4.6
RELIGION/GOSPEL		13 (1)	13 (1)	2.6	0.8	WTPA-F	93.5	Mechanicsburg 2.5/4.8
SPANISH						WBAL	1090	Baltimore .9/4.2
CLASSICAL						WBSB-F	104.3	Baltimore .9/2.4
JAZZ/NEW AGE						WFRE-F	99.9	Frederick 1.4/3.8
OTHERS/UNKNOWN	3 (1)	2 (1)	5 (2)	1.0	2.2	WIYY-F	97.9	Baltimore .7/3.6
	73 (7)	421 (23)	494 (30)			WLIF-F	101.9	Baltimore .5/1.9
						WPOC-F	93.1	Baltimore 1.8/5.0
						WWMD-F	104.7	Hagerstown 1.8/2.6
						WWMX-F	106.5	Baltimore .5/1.6
						WXYV-F	102.7	Baltimore .5/2.1

RADIO STATIONS

WOYK, 1350, 5 KW/1 KW (DA-2)		NOSTALGIA	MBS, \$ 14.00	(Banner)	
WSBA, 910, 5 KW/1 KW (DA-2)		MOR	\$ 49.00	(Eastman)	Susquehanna
WXKU, 1250, 1 KW (DAYS)		COUNTRY	ABC-I, \$ 13.00	(Katz)	
WARM-F, 103.3, 6 KW @ 1310, AC			\$ 60.00	(Eastman)	Susquehanna
WHTF-F, 92.7, 3 KW @ 300, AOR			SOURCE, \$ 36.00	(Banner)	
WGTY-F, 107.7, 10 KW @ 350, COUNTRY			MBS, \$ 19.00	(---	(GETTYSBURG)
WQXA-F, 105.7, 50 KW @ 500, CHR			ABC-C, \$ 56.00	(Katz)	
WYCR-F, 98.5, 11 KW @ 930, CHR			\$ 30.00	(HNWH)	

Other ranked stations - See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 81/422,000

Stations: 25/15
Diaries: 915/461:1/55.4%
Sample Target: 850
% Below Line: 9.9%
% Not Listed: 10.0%

1988 Revenue: \$11,600,000
HH Inc.: \$31,666
Retail \$: 3.1 Bill
Pop per Station: 28,133
#1 Biller: WHOT A/F \$2,800,000

MSA Rank/Pop: 97/506,100

ADI #90

Average Person Ratings: 17.2

Market TSL: 22.5 Hours

12+ METRO	1/4/SHARE	SUM					4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO		SPG 88	FAL 87	% 25-54			BIRCH SHARE	BIRCH AQH	BIRCH CUME	
		88	88	88	87	87			CUME/CUME	RATING			CONVERSION	SHARE	AQH				
1. WHOT A/F (CHR)	102/14.0	14.7	16.1	17.1	16.8	15.5	181/2489	1514/35.9	42.9	38.5	99	16.8	115	1495	WHOT A/F				
2. WKBN (MOR)	77/10.6	9.0	9.2	11.8	9.3	10.2	87/1209	929/22.0	20.4	20.9	50	6.6	48	759	WKBN				
3. WKBN-F (EZ)	69/ 9.5	7.8	9.3	10.6	8.6	9.3	96/1426	961/22.8	19.8	19.5	84	7.3	53	573	WKBN-F				
WQXK-F (C)	69/ 9.5	8.2	10.9	7.8	8.6	9.1	130/1242	683/16.2	17.6	15.8	111	7.5	54	576	WQXK-F				
5. WBBG-F (O)	53/ 7.3	7.6	2.0	2.7	3.5	4.9	75/ 894	660/15.6	6.3	8.1	152	9.7	70	550	WBBG-F				
6. WYFM-F (AC)	48/ 6.6	7.2	9.8	10.1	9.0	8.4	92/1349	818/19.4	22.1	20.2	164	8.6	62	676	WYFM-F				
7. WNCD-F (A)	39/ 5.4	9.4	3.5	---	---	4.6	43/ 660	573/13.6	7.4	---	113	10.7	77	728	WNCD-F				
8. WBBW (N/T)	38/ 5.2	5.3	5.5	5.5	5.7	5.4	39/ 616	594/14.1	12.3	13.5	42	2.8	20	378	WBBW				
9. WMGZ-F (CHR)	31/ 4.3	2.5	5.3	3.9	4.2	4.0	49/ 758	475/11.3	14.1	10.3	109	3.3	24	536	WMGZ-F				
10. WFMJ (BB)	25/ 3.4	3.2	3.2	1.8	3.4	2.9	25/ 491	450/10.7	9.8	11.0	41	4.3	31	463	WFMJ				

12+ FM SHARE (METRO): 74.46% (487 OF 654) (FAL 87: 68.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHOT-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF	1. WHOT-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF	1. WHOT-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF	1. WHOT-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF	1. WHOT-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF	1. WKBN	1. WHOT-AF>>1. WKBN	1. WKBN	1. WHOT-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF	1. WKBN < 2. WKBN	1. WKBN < 2. WKBN
2. WNCD-F	2. WBBG-F	2. WBBG-F	2. WBBG-F	2. WBBG-F	2. WKBN-F	2. WKBN-F	2. WKBN-F	2. WKBN-F	2. WKBN-F	2. WKBN-F
3. WYFM-F	3. WYFM-F	3. WYFM-F	3. WYFM-F	3. WYFM-F	3. WQXK-F	3. WQXK-F	3. WHOT-AF	3. WKBN-F	3. WQXK-F	3. WBBG-F
4. WMGZ-F	4. WNCD-F	4. WQXK-F	4. WQXK-F	4. WQXK-F	4. WBBW	4. WYFM-F	4. WQXK-F	4. WQXK-F	4. WKBN-F	4. WHOT-F
5. WBBG-F	5. WQXK-F	5. WKBN-F	5. WKBN-F	5. WKBN-F	5. WBBG-F	5. WKBN-F	5. WBBG-F	5. WBBG-F	5. WMGZ-F	5. WFMJ

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-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF>	1. WHOT-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF>	1. WHOT-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF>	1. WHOT-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF>	1. WHOT-AF>>1. WHOT-AF>1. WHOT-AF>1. WHOT-AF>	1. WNCD-F>	1. WNCD-F	1. WNCD-F	1. WBBG-F	1. WQXK-F
2. WMGZ-F	2. WMGZ-F>	2. WMGZ-F	2. WYFM-F	2. WYFM-F	2. WHOT-AF	2. WHOT-AF>2. WHOT-AF	2. WNCD-F	2. WNCD-F	2. WBBG-F
3. WNCD-F	3. WYFM-F	3. WYFM-F	3. WBBG-F	3. WBBG-F	3. WYFM-F	3. WYFM-F	3. WYFM-F	3. WHOT-AF	3. WHOT-AF
4. WBBG-F	4. WBBG-F	4. WBBG-F	4. WMGZ-F	4. WKBN-F	4. WQXK-F	4. WBBG-F	4. WBBG-F	4. WQXK-F	4. WNCD-F
5. WKBN-F	5. WKBN-F	5. WQXK-F	5. WKBN-F	5. WQXK-F	5. WYFM-F	5. WQXK-F	5. WKBN	5. WYFM-F	5. WYFM-F

FORMATS	AM	FM	TOTAL	%	FAL 87 %	OTHER RATED STATIONS/METRO SHARE & CUME RATING
TOP 40/CHR/CONTEMP	5 (1)	142 (4)	147 (5)	22.5	25.1	WGFT 1500 Youngstown 1.1/2.4
AOR/CLASSIC		65 (4)	65 (4)	9.9	7.4	WRKU-F 95.1 Grove City .8/2.9
AC/OLDIES/SOFT ROCK		104 (3)	104 (3)	15.9	15.5	WRRO 1440 Warren 1.9/7.5
MOR/VARIETY/FULL	91 (2)		91 (2)	13.9	14.3	WWIZ-F 103.9 Mercer .4/1.9
COUNTRY		69 (1)	69 (1)	10.6	11.5	WDOK-F 102.1 Cleveland .7/1.5
BLACK/URBAN		8 (1)	8 (1)	1.2	1.0	WDVE-F 102.5 Pittsburgh 1.0/3.0
BTFL MUSIC/EZ		74 (2)	74 (2)	11.3	9.5	WKDD-F 96.5 Akron .7/1.7
NEWS/TALK	38 (1)	12 (1)	50 (2)	7.6	9.2	WMJI-F 105.7 Cleveland .4/2.5
NOSTALGIA	25 (1)		25 (1)	3.8	3.7	WMMS-F 100.7 Cleveland 2.2/5.8
RELIGION/GOSPEL	8 (1)	4 (1)	12 (2)	1.8	1.9	WNIR-F 100.1 Kent 1.7/2.4
SPANISH						WONE-F 97.5 Akron .4/1.8
CLASSICAL						WPHR-F 107.9 Cleveland 1.2/5.0
JAZZ/NEW AGE						WTOF-F 98.1 Canton .6/2.6
OTHERS/UNKNOWN		9 (2)	9 (2)	1.4	0.7	WZAK-F 93.1 Cleveland 1.1/1.8
	167 (6)	487 (19)	654 (25)			

RADIO STATIONS

WBBW, 1240, 1 KW	, TALK	ABC-T,ABC-E,\$ 30.00	(Christal)	Hartstone-Dickstein
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC,\$ 19.00	(Unirep)	
WHOT, 1330, 500 W/1 KW (DA-2)	, CHR	,\$ NA	(Eastman)	Myron Jones
WKBN, 570, 5 KW (DA-N)	, MOR	CBS,\$ 39.00	(Katz)	
WRRO, 1400, 5 KW (DA-N)	, MOR	ABC-I,\$ 14.00	(Regional)	(WARREN)
WHOT-F, 101.1, 16 KW @ 710, CHR		,\$ 65.00	(Eastman)	Myron Jones
WKBN-F, 98.9, 5 KW @ 1370, BTFL/EZ		,\$ 48.00	(Katz)	
WMGZ-F, 95.9, 3 KW @ 165, CHR		,\$ 23.00	(K & P)	(SHARPSVILLE, PA)
WBBG-F, 93.3, 50 KW @ 280, SOFT AC		MBS,\$ 25.00	(---)	Hartstone-Dickstein
WQXK-F, 105.1, 88 KW @ 430, COUNTRY		ABC-D,\$ 40.00	(Mc-Guild)	Lincoln
WYFM-F, 102.9, 26 KW @ 455, AC		ABC-C,\$ 38.00	(Durpetti)	Regional (SHARON, PA)
WNCD-F, 106.1, 3 KW @ 300, AOR		,\$ NA	(Torbet)	(NILES)

MISCELLANEOUS COMMENTS WQOD changes calls to WBBG and format from Soft AC to Oldies (June)...

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