

AMERICAN RADIO

Spring 1988



James H. Duncan, Jr.

AMERICAN RADIO
SPRING 1988 REPORT

(Arbitron Rating Period: 31 March - 22 June)

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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 10 August 1988.

Work on this edition was completed on August 14, 1988. Mailing will begin on August 22, 1988. 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 - THE FIRST DECLINE

For the first time since the 1960's the FM listening share actually declined in the Arbitron markets. This year's FM share was 71.376%. In the Spring of 1987 the share was 71.835%. The decline was 6/10 of one percent.

This was quite a shock especially considering that four or five years ago I predicted the FM share would grow to 75% to 80% of all listening before it leveled off.

I first checked with Arbitron to see if there were any methodological reasons for this event. Arbitron said no -- not to their knowledge. I then looked at formats to see if I could find any causes there. The only thing I could find was a sharp increase in listening to News/Talk stations. This increase might reflect interest in this year's active news. Also many of the baseball stations were higher than usual.

Whether these factors are enough to cause the decline in FM listening percentage is the question. I do not have an answer. We will have to wait a few more books so we can see a clear trend.

One other factor to consider. RADAR also tracks FM share. Until recently their figures were very close to Arbitron's -- usually less than a share difference. This is no longer the case. RADAR now shows the FM share at 75%.

Greenville-New Bern, NC had the highest FM share with 95.02%; Sioux Falls had the lowest with 50.74%.

SPRING 1988 ACHIEVEMENT AWARDS

HONORABLE MENTION

| | | | | |
|---------------------------|--------------------|-------------|----------|-----------|
| <u>GROUP:</u> | Brown Broadcasting | | Legacy | |
| | | | Noble | |
| | | | Tichenor | |
| <u>MAJOR MARKET:</u> | WLUP A/F | Chicago | KXKL A/F | Denver |
| | | | WSNY-F | Columbus |
| <u>MEDIUM MARKET:</u> | KRQQ-F | Tucson | | |
| <u>SMALL MARKET:</u> | KUZZ A/F | Bakersfield | | |
| <u>VERY SMALL MARKET:</u> | WTAK | Huntsville | WKFR-F | Kalamazoo |
| | | | WXLP-F | Davenport |

The achievement awards were begun in 1983. There is no formula for making these selections. The only requirement is that I think a group or station stands out because of its performance over the last year. There are no plaques or scrolls or anything like that. Just a "well done" and the fact that someone noticed an outstanding performance.

Sometimes a group with a limited portfolio of stations stands out amongst the large groups. Brown Broadcasting is such a group. Brown has been slowly developing a reputation as a well managed, well programmed radio group. This award reflects that growing reputation.

Brown has had fine properties in San Diego (KPOP, KGB-F) and Sacramento (KXOA A/F). In the last year or two they have succeeded in Salt Lake City (KKAT), a market where so many others have had trouble. In San Francisco Brown purchased KLOK-FM and junked that station's ratings successful format for a Jazz/AC/New Age format (KKSF) which many regard as the best station in that genre.

WLUP A/F in Chicago has become a giant in that market. The FM has been a great success in both ratings and revenue. It is now up to a 5.0 share and will probably bill over \$12,000,000 this year. However, this award is mostly based on the success of WLUP-AM. They took a big chance when they took Steve Dahl off the FM and put him on the AM band. The risk paid off and WLUP-AM is up to a 2.3 share.

KRQQ in Tucson, owned by Nationwide, has built up a huge share in their market -- over a 20 share in some books. This is particularly remarkable considering how crowded the Tucson market has become.

KUZZ-AM in Bakersfield has been a very successful country music station for many years. The station's owner, Buck Owens, also owned KKKX-FM in the same market. For the last few years KKKX has usually equalled, if not exceeded, KUZZ in the ratings. Additionally KKKX billed in excess of \$1,000,000 which is quite good in Bakersfield.

Earlier this year Owens blew up KKKX, changed the calls to KUZZ and is usually simulcasting with the AM. The new combined entity lost over 10 share points in the Spring Arbitrons. Their combined share is just about what KUZZ-AM had before the change.

A stupid move you say? Why do they get an achievement award you ask? With one exception I think it is a courageous move and smart positioning. Bakersfield has, until now, been a Mom and Pop type market. The more aggressive operators are bound to move in eventually and offer stronger competition to the Buck Owens properties. One obvious move would have been to compete with KUZZ from the FM band. Buck Owens' strategy solidified their country franchise. I would also believe that there is more revenue potential in the country format in this market than with CHR.

The exception, the move I think is unwise, is the simulcasting. I would have offered two different country formats. By simulcasting they insure and hasten the audience erosion of the AM.

Time will tell. This is a very interesting situation to watch.

WTAK in Huntsville, Alabama had the largest increase in its market this year. Their format is AOR. In fact, WTAK has the largest AQH of any AM AOR in the country. Quite an achievement. There is no FM AOR in Huntsville so WTAK has a position and is filling it well...at least until an FM decides it will program AOR.

ACHIEVEMENT AWARDS: 1983-1988

| | <u>1983</u> | <u>1984</u> | <u>1985</u> | <u>1986</u> |
|-------------------|------------------|-------------------|-----------------|-------------------|
| GROUP | EZ | Stoner | Taft | Emmis |
| MAJOR MARKET | KHTR (St. Louis) | WHTZ (NY) | KIIS (LA) | KPWR (LA) |
| MEDIUM MARKET | WSYR (Syracuse) | WZPL (Indy) | KEX/KKRZ (Port) | WSTF/WSSP (Orl) |
| SMALL MARKET | WDCG (Raleigh) | KFAB (Omaha) | WKJN (Baton R) | WFBC-F (Green SC) |
| VERY SMALL MARKET | KIOK (Rich, WA) | KCCY (Pueblo) | WKSF (Ashe) | KGHL (Billings) |
| | <u>1987</u> | <u>1988</u> | | |
| | New City | Brown | | |
| | WRBQ (Tampa) | WLUP A/F (Chi) | | |
| | WIVK (Knox) | KRQQ (Tucson) | | |
| | WIOG (Sag/Flint) | KUZZ A/F (Bakers) | | |
| | WZFX (FayetteNC) | WTAK (Hunts, AL) | | |

LEADING STATIONS BY FORMAT

| | <u>1/4 HOUR AVERAGE</u> | <u>METRO SHARE</u> |
|---------------------|-------------------------|--------------------------------|
| CHR/TOP 40/ CONTEMP | WHTZ-F New York | KTRS-F Casper (KRLB-F Lubbock) |
| AOR/CLASSIC | WXRK-F New York | KGGO-F Des Moines |
| AC/SOFT/OLDIES | WLTW-F New York | WAJI-F Fort Wayne |
| BTFL MUSIC/EZ | WPAT A/F New York | WDUV-F Sarasota |
| BLACK/URBAN | KPWR-F Los Angeles | WIKS-F Greenville, NC |
| COUNTRY | WYNY-F New York | WIVK A/F Knoxville |
| NEWS/TALK | WOR New York | KMOX St. Louis |
| MOR/VARIETY | WJR Detroit | WJBC Bloomington |
| NOSTALGIA | WPEN Philadelphia | WINR Binghamton |
| HISPANIC | KTNO Los Angeles | KGBT McAllen-Brownsville |
| RELIGION/GOSPEL | WWRL New York | WDAC-F Lancaster |
| CLASSICAL | WNCN-F New York | WGMS A/F Washington |
| JAZZ/NEW AGE | KTWV-F Los Angeles | KYTE-F Portland, OR |
| | | KNIK-F Anchorage |

GREATEST SHARE CHANGES
(Spring 1987 to Spring 1988)

| <u>Increases</u> | | | <u>Decreases</u> | | |
|------------------|-------------|-------|------------------|-------------|-------|
| WKFR-F | Kalamazoo | +12.9 | WWNC | Asheville | -14.4 |
| KTWO | Casper | +11.3 | WSTO-F | Evansville | -11.6 |
| KTGL-F | Lincoln | +11.3 | KUZZ A/F | Bakersfield | -11.3 |
| WVAM | Altoona | +10.0 | WANM | Tallahassee | -10.8 |
| WKMQ-F | Rockford | +9.6 | KVOC | Casper | -10.0 |
| WGLF-F | Tallahassee | +9.3 | WAYS-F | Macon | -10.0 |
| KEAG-F | Anchorage | +9.2 | WIOG-F | Saginaw | -9.5 |

FORMATS

Formats with the largest share increases (Spring 1988 vs. Spring 1987) were Jazz/New Age (+47.1%), Hispanic (+11.0%), and News/Talk (+9.2%). The largest decreases were in MOR/Variety (-17.5%), Nostalgia (-9.1%), and BTFL/EZ (-8.4%). CHR shows a declining level of listenership this year while AC/Soft Rock/Oldies continues to grow -- a growth fueled largely by Oldies.

The gain for News/Talk and the loss for MOR/Variety was partially caused by reclassifying WGN in Chicago from MOR to Talk.

LEADING STATIONS

Once again WHTZ-F in New York is the most-listened-to station in the U.S. (1/4 HOUR AVG). Stations in the top 100 making impressive gains include: KPWR, KABC, KLOS, WYNY, KTNO, WEGX, WLUP-F, WCKG, KABL, WYSP, KVIL, WPEN, KMEL, WLIB, WMZO, WJMK, KRBE, WZOU, WKLS, WYTZ, KORS, WPRO-F.

OTHER LEADERS

12+ Metro Share: KTRS-F Casper
12+ Cume Rating: KTRS-F Casper
12+ TSA Cume: WHTZ-F New York

We mourn the recent passing of these fine radio people:

Martin Sherry
George Moore
Sarkes Tarzian

Bob Kaghan
Dick Evans, Sr.
Hugh Beville

CHANGES IN THIS EDITION OF AMERICAN RADIO

We have made some major improvements to the market reports in this edition of American Radio. Basically we changed from a vertical format to a horizontal format for the top section of each market report. We did this for several reasons. First of all, it allows us to cram in more data. Secondly, it is easier to read. Finally, it eliminates the ranking of stations based on their TSA performance.

The added data includes Birch AQH and Cume numbers, a 24-54 conversion factor and a format code for each station.

The 25-54 conversion factor is quite interesting. First, I have to warn you that this figure does not represent the percentage of the station's audience which is 25-54. Instead it represents a ratio (expressed in a percentage) between a station's 25-54 share and its 12+ share. See these examples:

| | <u>12+ Share</u> | <u>25-54 Share</u> | <u>25-54 Conversion</u> |
|-----------|------------------|--------------------|-------------------------|
| Station A | 5.0 | 5.0 | 100 |
| Station B | 5.0 | 10.0 | 200 |
| Station C | 5.0 | 2.0 | 40 |
| Station D | 5.0 | 0 | 0 |

This figure indicates a station's ability to convert 12+ shares into 25-54 shares. Since the 25-54 cell is currently the most sought after demo by advertisers, this data is particularly relevant.

Per your many requests, we added a format code next to each station's calls and Metro AQH and share. Below is the legend for the format codes:

FORMAT CODES

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 relatively 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-Road (MOR), Full Service, Variety
J/NA - Jazz, New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
?? - Others or Unknown

One other refinement can be found in the demo and daypart breakdowns. Arbitron does not allow us to print the actual shares in this section. Sometimes a ranker can be misleading because the difference between two stations can be wide or narrow but a simple ranker cannot show this. Thus we have come up with a secret code which lends utility to these tables. Below is a sample of the code:

1. KAAA< The < mark means that the share distance between the two stations is very small.
2. KBBB
1. KCCC
2. KDDD> The > mark shows that the distance between KDDD and KEEE is great -- 25% or more, generally.
3. KEEE
1. KFFF>> The >> mark means that there is a huge distance between the two stations with KFFF having about twice the audience (or more) of KGGG or that there is more than 10 share points separating the two stations.
2. KGGG

GROUP OWNERS

The following groups had "up" books for two-thirds or more of their stations (based on Spring 87 to Spring 88 comparisons, 12+ Metro Share):

| | | | |
|---------------|-----------------|-----------|-----------------------|
| Cox | Statewide | Sconnix | Hartstone & Dickstein |
| Booth/Genesis | Shamrock-Clark | Osborn | Rivers |
| Sun Group | Shamrock-Lynett | Newmarket | Sunshine |
| Tichenor | Keymarket | Regional | |

Tichenor deserves particular praise because they had 8 stations with up books and one station which equalled its 1987 share. Not a single losing station in the company.

Capital Cities/ABC, CBS and Susquehanna all had 10 stations with positive books.

These groups showed major gains in the group rankings:

| | | | |
|---------------|-------------------|---------|----------|
| Cox | Noble | Edens | Tichenor |
| Legacy | Shamrock (Disney) | Century | Rivers |
| Booth/Genesis | Beasley | Henry | |

The following groups had the most stations which are the 12+ Metro Share leaders in their markets:

| | | |
|--------------------|---|--|
| Bloomington | 4 | (Johnson City, Chattanooga, Grand Rapids, Bloomington) |
| Capital Cities/ABC | 4 | (Detroit, Providence, Denver, San Francisco) |
| Clear Channel | 4 | (Beaumont, Tulsa, New Orleans, Louisville) |
| New City | 4 | (Bridgeport, Orlando, Syracuse, Birmingham) |
| Summit | 4 | (Springfield, MO; Lincoln; Dayton; Atlanta) |
| Booth/Genesis | 3 | (San Antonio, Toledo, Saginaw) |
| Great American | 3 | (Indianapolis, Kansas City, Portland) |
| Henry | 3 | (Fresno, Salinas-Monterrey, Riverside-San Bernardino) |

QUOTE/UNQUOTE

It has been my responsibility to have a great deal of contact with the consumer press -- newspaper, magazines, etc. They call because I have a data base which is often useful to them. I probably average seven or eight press calls per week. Frankly the calls can be a pain and a distraction. However, I try to be helpful because I feel that often I can help the radio industry receive some favorable publicity.

In fourteen years I have been badly misquoted only twice. Both times were in our so-called magazine-of-record "Broadcasting." "Broadcasting's" coverage of the radio industry has been pathetic. When they do run something concerning radio, it is superficial and

Recently I was asked by the magazine for my comments concerning recent radio programming developments. When the discussion turned to Jazz/New Age I told the reporter that while a J/NA station has relatively low 12+ shares they will nearly double that share with their 25-54 share. I stressed this point several times because I could sense the reporter was not understanding the concept.

When the quote came out in print it said that I had said that Jazz/New Age stations double their share when they change into the format.

Well, I have learned my lesson and it will be a long time before I allow "Broadcasting" to use me as a source again. The Paducah Times understands radio concepts better than our "magazine-of-record."

A CLASS ACT

Chet Maxwell runs a company Metro Broadcast Monitor based in San Antonio. Chet's company monitors stations in several markets and issues reports concerning advertiser usage of radio on particular stations and for the market as a whole.

Maxwell made plans to move into the Seattle-Tacoma market with his service. He was just about ready to begin his reports when he learned that a severely handicapped woman was already offering a similar service to Seattle and radio broadcasters. Apparently, this was one of the few jobs this woman was capable of doing and Chet would have probably driven her out of business or at least harmed her business a great deal.

Chet Maxwell decided that he could not hurt this lady and he scrapped plans to move into Seattle.

A very classy thing to do.

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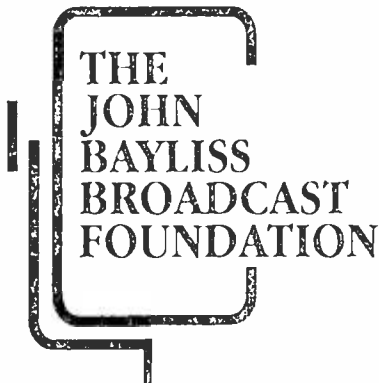
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SECTION B: INDIVIDUAL MARKET REPORTS

B1-84 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

| | | | |
|---------------------|------------------------|--------------------------------|-----------------------|
| Akron | Denver | Manchester | San Francisco |
| Albany-Schenectady | Des Moines | McAllen-Brownsville | San Jose |
| Albuquerque | Detroit | Melbourne-Titusville-Cocoa | Sarasota-Bradenton |
| Allentown-Bethlehem | Duluth | Memphis | Savannah |
| Altoona | El Paso | Miami-Fort Lauderdale | Seattle-Tacoma |
| Amarillo | Erie | Milwaukee | Shreveport |
| Anchorage | Eugene | Minneapolis-St. Paul | Sioux Falls |
| Ann Arbor | Evansville | Mobile | South Bend |
| Appleton-Oshkosh | Fargo | Modesto | Spokane |
| Asheville | Fayetteville, NC | Montgomery | Springfield, MA |
| Atlanta | Flint | Nashville | Springfield, MO |
| Atlantic City | Fort Wayne | Nassau-Suffolk | Steubenville |
| Augusta, GA | Fresno | New Haven | Stockton |
| Austin | Grand Rapids | New Orleans | Syracuse |
| Bakersfield | Green Bay | New York | Tallahassee |
| Baltimore | Greensboro-WS | Norfolk | Tampa-St. Petersburg |
| Baton Rouge | Greenville, NC | Oklahoma City | Terre Haute |
| Beaumont | Greenville-Spartanburg | Omaha | Toledo |
| Billings | Harrisburg | Orlando | Topeka |
| Binghamton | Hartford | Oxnard-Ventura | Tucson |
| Birmingham | Honolulu | Pensacola | Tulsa |
| Bloomington, IL | Houston | Peoria | Utica-Rome |
| Boise | Huntington, WV | Philadelphia | Waco |
| Boston | Huntsville | Phoenix | Washington |
| Bridgeport | Indianapolis | Pittsburgh | Waterloo-Cedar Falls |
| Buffalo | Jackson, MS | Portland, ME | West Palm Beach |
| Canton | Jacksonville | Portland, OR | Wheeling |
| Casper | John City-Kingsport | Portsmouth-Dover-Rochester, NH | Wichita |
| Cedar Rapids | Johnstown | Providence | Wilkes Barre-Scranton |
| Charleston, SC | Kalamazoo | Pueblo | Wilmington, DE |
| Charleston, WV | Kansas City | Raleigh | Wilmington, NC |
| Charlotte | Knoxville | Reno | Worcester |
| Chattanooga | Lafayette, LA | Richmond | York |
| Chicago | Lakeland | Riverside-San Bernardino | Youngstown |
| Cincinnati | Lancaster | Roanoke-Lynchburg | |
| Cleveland | Lansing | Rochester | |
| Colorado Springs | Las Vegas | Rockford | |
| Columbia, SC | Lexington | Sacramento | |
| Columbus, GA | Lincoln | Saginaw-Bay City-Midland | |
| Columbus, OH | Little Rock | St. Louis | |
| Corpus Christi | Los Angeles | Salisbury-OC, MD | |
| Dallas-Fort Worth | Louisville | Salinas-Monterey-Santa Cruz | |
| Davenport-RI-Moline | Lubbock | Salt Lake City | |
| Dayton | Macon | San Antonio | |
| Daytona Beach | Madison | San Diego | |



THE
JOHN
BAYLISS
BROADCAST
FOUNDATION

INVEST IN RADIO'S FUTURE

THE FOUNDATION

The John Bayliss Broadcast Foundation was established by friends and colleagues in the radio industry to perpetuate the memory of John Bayliss, a leading broadcast executive, and his many contributions to the radio industry over a 30-year span. John Bayliss was introduced to radio while he served in the U.S. Air Force. After that he worked in a variety of increasingly responsible radio positions and established an enviable record of performance and profitability in radio management and sales. An innovative, problem-solving leader, John earned the Hall Radio Report nomination for Radio Executive of the Year and Group Executive of the Year in 1977 and 1978. The Foundation's purpose is the development of young talent for the radio industry, so that the broadcasting principles John stood for could live on in his name.

THE SCHOLARSHIP FUND

The scholarship fund helps finance the education of many college students who aspire to a career in radio broadcasting. Individual and corporate donations increase the Foundation's endowment so that outstanding young talent may be recognized and given every opportunity to succeed in the broadcasting field of their (and your) choice. In the past four years, 24 scholarships have been awarded to college juniors and seniors and an intern program has been established to allow a lucky student to gain "hands-on" training in a commercial environment.

In the four years since the Foundation was established by John Bayliss' industry friends and family, the Foundation has received its tax-exempt status; started scholarship programs at universities across the United States; initiated an intern program and held a "media-roast" fund-raiser, now an annual event, specifically to raise scholarship dollars. Please help us increase the endowment, and the scholarships the Foundation can award next year, by sending a generous donation today. Your investment will be seen, and heard, in tomorrow's radio broadcasts. The Foundation is supported solely by charitable contributions from industry leaders, who, like you, feel a responsibility to the future of radio.

Thank you for your support.

Please make checks payable to: THE JOHN BAYLISS BROADCAST FOUNDATION.

Mail to: Kit Hunter Franke, Executive Director
The John Bayliss Broadcast Foundation
P.O. Box 221070
Carmel, CA 93922
(408) 624-1536

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 Spring 1987 to Spring 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 | WKDD-F, 11.3, CHR | WONE-F, +1.8, AOR | WQAL-F, -2.2, BTFL |
| Albany-Schen-Troy | WPYX-F, 12.4, AOR | WQBK-F, +2.0, AOR | WGFM-F, -3.4, CHR |
| Albuquerque | KKOB, 11.3, MOR | KKSS-F, +4.9, Urban/CHR | KNMQ-F, -4.1, CHR |
| Allentown-Beth | WFMZ-F, 12.6, BTFL | WXKW, +2.3, Country | WFMZ-F, -3.1, BTFL |
| Altoona | WVAM, 18.2, Country | WVAM, +10.0, Country | WPRR-F, -5.6, CHR |
| Amarillo | KQIZ-F, 13.5, CHR | KGNC, +5.0, News/Talk | KMML-F, -4.8, Country |
| Anchorage | KWHL-F, 14.3, AOR | KEAG-F, +9.2, Oldies | KFQD, -3.4, AC |
| Ann Arbor | WJR, 13.5, MOR | WHYT-F, +3.1, CHR | WRIF-F, -3.4, AOR |
| Appleton-Oshkosh | WAPL-F, 15.2, AOR | WMGV-F, +3.1, AC | WYNE, -4.2, Country |
| Asheville | WWNC, 27.4, Country | WMYI-F, +10.8, AC | WWNC, -14.4, Country |
| Atlanta | WVEE-F, 10.2, Black | WAPW-F, +2.5, CHR | WYAY-F, -2.6, Country |
| Atlantic City | WAYV-F, 17.7, CHR | WAYV-F, +4.3, CHR | WUSS, -5.6, Black |
| Augusta, GA | WBBQ-F, 27.2, CHR | WRDW-F, +5.4, Black | WNEZ-F, -2.3, BTFL |
| Austin | KASE-F, 15.9, Country | KQFX-F, +3.4, Oldies | KEYI A/F, -3.8, AC |
| Bakersfield | KUZZ A/F, 15.4, Country | KKXX-F, +5.7, CHR | KUZZ A/F, -11.3, Country |
| Baltimore | WLIF-F, 9.2, BTFL | WBAL, +2.1, News/Talk | WBSB-F, -2.4, CHR |
| Baton Rouge | WYNK A/F, 18.3, Country | WYNK A/F, +4.9, Country | WKJN-F, -3.5, Country |
| Beaumont | KHYS-F, 16.6, Black | KIOC-F, +6.1, CHR | KZZB-F, -3.8, CHR |
| Billings | KGHL, 22.2, Country | KOHZ-F, +7.2, BTFL | KYKR-F, -3.8, Country |
| Binghamton | WAAL-F, 23.9, CHR | WINR, +4.7, Most | KYYA-F, -7.8, CHR |
| Birmingham | WZZK A/F, 14.8, Country | WENN-F, +2.2, Black | WENE, -2.3, Oldies |
| Bloomington, IL | WJBC, 33.8, MOR | WJBC, +3.8, MOR | WAGG, -1.9, Gospel |
| Boise | KCIX-F, 16.3, AC | KHEZ-F, +5.1, BTFL | WLS, -3.2, AC |
| Boston | WXKS-F, 8.6, CHR | WODS-F, +3.1, Oldies | KFXD, -4.7, Most |
| Bridgeport | WEZN-F, 13.5, BTFL | WYNY-F, +2.7, Country | WBZ, -2.1, MOR |
| Buffalo | WKSE-F, 10.2, CHR | WKSE-F, +4.6, CHR | WICC, -4.1, MOR |
| Canton | WHBC-F, 11.8, BTFL | WDJQ-F, +3.5, CHR | WGR, -2.1, MOR |
| Casper | KTRS-F, 43.8, CHR | KTWO, +11.3, Country | WHBC-F, -3.8, BTFL |
| Cedar Rapids | WMT, 20.8, MOR | KRNA-F, +3.0, AOR | KVOC, -10.0, Country |
| Charleston, SC | WEZL-F, 12.1, Country | WJYQ-F, +3.0, AC/Oldies | KQCR-F, -6.1, AC/Contemp |
| Charleston, WV | WQBE-F, 19.9, Country | WVAF-F, +2.5, AC | WDXZ-F, -2.6, BTFL |
| Charlotte | WSOC-F, 13.7, Country | WCKZ-F, +5.4, Urban | WVNS-F, -6.3, AC |
| Chattanooga | WSKZ-F, 18.4, CHR | WJTT-F, +2.0, Black | WPEG-F, -3.6, Black |
| Chicago | WGCI-F, 9.2, Black | WCKG-F, +1.5, AOR | WLMX-F, -1.8, AC |
| Cincinnati | WEBN-F, 13.6, AOR | WEBN-F, +3.3, AOR | WBMX-F, -1.4, Black |
| Cleveland | WMMS-F, 10.0, AOR | WNCX-F, +2.1, Classic Rock | WWEZ-F, -1.9, BTFL |
| Colorado Springs | KIKX-F, 11.5, CHR | KATM-F, +4.8, CHR | WMJI A/F, -4.3, AC |
| Columbia | WCOS-F, 19.5, Country | KWQW-F, +2.4, AOR | KIKX-F, -3.6, CHR |
| Columbus, GA | WFEX-F, 16.4, Black | WRCG, +2.5, Most | WMFX-F, -3.5, AOR |
| Columbus, OH | WSNY-F, 12.1, AC | WSNY-F, +2.4, AC | WOKS, -1.3, Black |
| Corpus Christi | KOUL-F, 16.9, Country | KOUL-F, +4.5, Country | WLVQ-F, -3.4, AOR |
| Dallas-Ft. Worth | KVIL A/F, 10.0, AC | KVIL A/F, +2.4, AC | KLTG-F, -3.5, AC |
| Daven-RI-Moline | WXLP-F, 16.1, AOR | WXLP-F, +7.8, AOR | KEGL-F, -1.3, CHR |
| Dayton | WHIO-F, 12.8, BTFL | WHIO, +3.2, MOR | KIIF-F, -8.6, AC |
| Daytona Beach | WTLV-F, 12.8, AOR | WTLV-F, +4.3, Oldies | WGTZ-F, -2.3, CHR |
| Denver | WXLV-F, 12.0, BTFL | KXKL-F, +5.3, Oldies | WROD, -3.7, Nostalgia |
| Des Moines | KRXY A/F, 8.0, CHR | KLYF-F, +1.8, AC | KBCO A/F, -1.9, AOR |
| Detroit | KGGO-F, 21.5, AOR | CKLW, +.8, Most | KFMD-F, -2.6, AC |
| Duluth | WJR, 10.6, MOR | WCDK-F, +3.3, Country | WXYT, -1.6, Talk |
| Duluth | KDAL, 11.0, MOR | KPRR-F, +8.5, CHR | WAVC-F, -6.3, Country |
| El Paso | KPRR-F, 13.1, CHR | WJET-F, +3.2, CHR | KEZB-F, -2.9, CHR |
| Erie | WJET-F, 24.1, CHR | | WCKC-F, -6.5, Contemp |
| Eugene | KUGN-F, 13.8, Country | KZEL-F, +2.3, AOR | KDUK, -1.9, Nostalgia |
| Evansville | WIKY-F, 24.8, MOR | WGBF-F, +6.7, AOR | KMGE-F, -1.9, AC |
| Fargo | WDAY-F, 17.0, CHR | WDAY, +3.8, Country | WSTO-F, -11.6, CHR |
| Fayetteville, NC | WZFX-F, 17.5, Black | WZYZ-F, +2.4, AOR | KFGO, -2.2, Country |
| Flint | WIOG-F, 22.3, CHR | WIOG-F, +3.4, CHR | WDKS-F, -5.4, Black |
| Ft. Wayne | WMEE-F, 24.6, CHR | WAJI-F, +7.4, AC | WCRZ-F, -2.4, AC |
| Fresno | KMJ, 9.5, News/Talk | KFSO-F, +3.3, Oldies | WOWO, -4.7, MOR |
| Grand Rapids | WKLQ-F, 11.8, CHR | WSNX-F, +3.0, CHR | KXEX, -3.1, Hispanic |
| Green Bay | WIXX-F, 29.0, CHR | WIXX-F, +6.2, CHR | WCUZ-F, -4.0, Country |
| Greensboro-WS | WTQR-F, 17.5, Country | WBIG-F, +3.9, Country | WDOU, -6.2, MOR |
| Greenville, NC | WIKS-F, 23.1, Black | WBIG-F, +3.9, Country | WKS1-F, -3.5, CHR |
| Greenville, Spart | WESC-F, 12.7, Country | WLWZ-F, +7.0, Black | WKCP-F, -2.1, Country |
| Harrisburg | WNNK-F, 21.7, CHR | WNCE-F, +2.4, BTFL | WHYZ, -5.7, Black |
| | | | WHP-F, -3.2, AC |

| <u>MARKET</u> | <u>12+ LEADER/FORMAT</u> | <u>LARGEST SHARE GAINER</u> | <u>LARGEST SHARE LOSER</u> |
|-----------------------|--------------------------|------------------------------|----------------------------|
| Hartford | WTIC, 19.1, MOR | WRCH-F, +2.5, BTFL | WPOP, -1.4, News/Talk |
| Honolulu | KQMQ A/F, 14.2, CHR | KRTR-F, +2.5, AC | KXPW-F, -2.8, AC |
| Houston | KMJQ-F, 8.8, Black | KRBE-F, +1.8, CHR | KFMK-F, -1.4, AC |
| Huntington, WV | WTCR A/F, 31.7, Country | WTCR A/F, +5.9, Country | WAMX-F, -2.6, AC |
| Huntsville | WZYP-F, 21.7, CHR | WTAK, +5.2, AOR | WAHR-F, -2.1, AC |
| Indianapolis | WFBO-F, 14.9, AOR | WZPL-F, +5.3, CHR | WTUX, -1.6, Nostalgia |
| Jackson, MS | WJMI-F, 17.8, Black | WSLI-F, +2.7, AC | WKXI, -2.6, Black |
| Jacksonville | WAPE A/F, 18.7, CHR | WPDQ-F, +2.9, Black | WCGL, -3.4, Gospel |
| John. City-Kings | WQUT-F, 22.6, CHR | WTFM-F, +3.0, AC | WQUT-F, -2.6, CHR |
| Johnstown | WGLU-F, 12.8, CHR | WGLU-F, +8.9, CHR | WKYE-F, -4.1, AC |
| Kalamazoo | WKFR-F, 28.5, CHR | WKFR-F, +12.9, CHR | WNWN-F, -3.4, Country |
| Kansas City | WDAF, 12.9, Country | KPRT, +1.8, Gospel | KMBR-F, -1.9, BTFL |
| Knoxville | WIVK A/F, 35.5, Country | WIMZ A/F, +4.5, AOR | WMYU-F, -5.0, AC |
| Lafayette, LA | KSMB-F, 19.3, CHR | WYNK A/F, +7.6, Country | KSMB-F, -7.4, CHR |
| Lakeland | WPCV-F, 13.8, Country | WFLZ-F, +4.1, AC | WYNF-F, -3.1, AOR |
| Lancaster | WNCE-F, 13.0, BTFL | WRKZ-F, +2.6, Country | WLAN-F, -2.5, CHR |
| Lansing | WVIC A/F, 22.0, CHR | WILS, +1.8, Black | WVIC A/F, -5.1, CHR |
| Las Vegas | KXTZ-F, 11.0, BTFL | KRLV-F, +3.1, AC | KMZQ-F, -4.0, AC |
| Lexington | WVLK-F, 15.4, Country | WKQQ-F, +5.0, AOR | WFMI-F, -2.7, CHR |
| Lincoln | KFOR, 12.8, MOR | KTGL-F, +11.3, Classic AOR | KFMQ-F, -5.9, AOR |
| Little Rock | KSSN-F, 20.3, Country | KIPR-F, +5.1, Black/CHR | KZOU-F, -4.4, CHR |
| Los Angeles | KPWR-F, 7.4, Urban/CHR | KLOS-F, +1.4, AOR | KIIS-F, -0.9, CHR |
| Louisville | WAMZ-F, 16.1, Country | WDXJ-F, +1.8, CHR | WRKA-F, -1.5, AC |
| Lubbock | KRLB-F, 30.7, CHR | KZII-F, +5.9, Classic AOR | KTEZ-F, -2.6, Soft AC |
| Macon | WDEN A/F, 20.9, Country | WFXM-F, +6.3, Black | WAYS-F, -10.0, CHR |
| Madison | WZEE-F, 18.4, CHR | WMLI-F, +3.1, AC | WSJY-F, -1.7, BTFL |
| Manchester | WZID-F, 17.2, BTFL | WZID-F, +6.3, BTFL | WGIR-F, -3.9, AOR/CHR |
| McAllen-Browns | KGBT, 20.6, Hispanic | KBFM-F, +4.0, CHR | KIWW-F, -2.8, Hispanic |
| Melbourne-Titus-Cocoa | WSSP-F, 15.2, BTFL | WOCL-F, +4.0, Oldies | WSTF-F, -3.3, AC |
| Memphis | WMC-F, 12.8, CHR | WGXX-F, +1.5, Country | WHRK-F, -4.0, Black |
| Miami-Ft. Lauderdale | WLYF-F, 8.7, BTFL | WMXJ-F, +2.5, Oldies | WINZ, -2.7, News/Talk |
| Milwaukee | WTMJ, 13.2, MOR | WLZR A/F, +4.2, AOR | WTMJ, -2.9, MOR |
| Minneapolis-St. Paul | WCCO, 16.6, MOR | KQRS A/F, +3.7, AOR | WQFM-F, -2.9, AOR |
| Mobile | WKSJ A/F, 17.7, Country | WMML, +3.3, Black | KDWB-F, -2.1, CHR |
| Modesto | KDJK-F, 13.0, AOR | KTRB, +2.8, Country | WABB-F, -3.5, CHR |
| Montgomery | WLWI-F, 19.2, Country | WSYA-F, +2.7, Oldies | KBEE-F, -2.3, BTFL |
| Nashville | WYHY-F, 13.2, CHR | WSIX-F, +5.5, Country | WHY-F, -5.0, CHR |
| Nassau-Suffolk | WALK A/F, 6.2, AC | WALK A/F, +1.6, AC | WKDF-F, -6.5, AOR |
| New Haven | WKCI-F, 12.9, CHR | WYNY-F, +1.6, Country | WWPR-F, -1.6, CHR |
| New Orleans | WQUE A/F, 15.6, Urban | WEBE-F, +2.0, AC | WDRC-F, -2.7, Oldies |
| New York | WHTZ-F, 6.0, CHR | WWL, +2.0, News/Talk | WYLD-F, -4.3, Black |
| Norfolk | WNOR A/F, 11.0, AOR | WYNY-F, +.8, Country | WFAN, -.8, Talk |
| Oklahoma City | KXXY-F, 13.3, Country | WGH-F, +1.7, CHR | WPAT A/F, -.8, BTFL |
| Omaha | KEZO A/F, 17.7, AOR | KRXO-F, +3.5, AOR | WCMS A/F, -2.9, Country |
| Orlando | WKKA-F, 10.0, Country | KEZO A/F, +3.6, AOR | KATT-F, -3.7, AOR |
| Oxnard-Ventura | KCAQ-F, 8.5, CHR | WJHM-F, +4.3, Urban | KFAB, -4.4, MOR |
| Pensacola | WOWW-F, 12.7, Country | KZTR-F, +24, AC | WSSP-F, -3.6, BTFL |
| Peoria | WKZW-F, 19.9, CHR | | KTRO, -2.7, Hispanic |
| Philadelphia | WUSL-F, 8.2, Black | | KRTH-F, -2.7, AC |
| Phoenix | KNIX A/F, 13.0, Country | WAVH-F, +4.7, AC | WMEZ-F, -2.2, BTFL |
| Pittsburgh | KDKA, 15.4, MOR | WKZW-F, +3.5, CHR | WWCT-F, -2.7, AOR |
| Portland, ME | WBLM-F, 16.8, AOR | WEGX-F, +4.0, CHR | WDAS-F, -1.5, Black |
| Portland, OR | KKRZ-F, 9.1, CHR | KTAR, +3.5, News/Talk | KZZP-F, -2.3, CHR |
| Portsmouth-Dover, NH | WOKQ-F, 12.7, Country | WHYG-F, +2.5, AOR | WDVE-F, -2.6, AOR |
| Providence | WPRO-F, 16.8, CHR | WBLM-F, +4.7, AOR | WHOM-F, -3.8, BTFL |
| Pueblo | KCCY-F, 16.4, Country | KKSN-F, +2.1, Oldies | KXL-F, -2.7, BTFL |
| Raleigh | WRDU-F, 10.7, AOR | WODS-F, +2.2, Oldies | WHEB-F, -2.3, AOR |
| Reno | KOZZ-F, 11.2, AOR | WPRO-F, +3.3, CHR | WHJY-F, -1.9, AOR |
| Richmond | WRVQ-F, 14.5, CHR | KCCY-F, +4.1, Country | KDZA, -4.6, Oldies |
| Riverside-SB | KDUO-F, 8.1, BTFL | WQOK-F, +6.5, Black | |
| Roanoke-Lynchburg | WXLK-F, 20.9, CHR | KIIQ-F, +3.5, Country | WPTF, -2.5, News/Talk |
| Rochester | WCMF-F, 16.0, AOR | WCDX-F, +5.8, Black | KOLO, -4.5, Country |
| Rockford | WZOK-F, 20.7, CHR | KCAL-F, +2.0, AOR | WPLZ-F, -4.0, Black |
| Sacramento | KCTC-F, 8.7, BTFL | WBLT, +1.8, ? | KTWV-F, -2.0, Jazz/WA |
| Saginaw-BC-Midland | WIOG-F, 24.3, CHR | WBEE-F, +3.9, Country | WXYU-F, -1.5, Black |
| St. Louis | KMOX, 25.0, Talk | WKMQ-F, +9.6, Oldies/Classic | WDKX-F, -1.7, Black |
| | | KQPT-F, +2.7, Jazz | WLS, -2.3, AC |
| | | WHNN-F, +3.1, AC | WZOK-F, -2.3, CHR |
| | | WIL-F, +2.8, Country | KWOD-F, -2.9, CHR |
| | | | WIOG-F, -9.5, CHR |
| | | | KSHE-F, -2.0, AOR |
| | | | KHTR-F, -2.0, CHR |

| <u>MARKET</u> | <u>12+ LEADER/FORMAT</u> | <u>LARGEST SHARE GAINER</u> | <u>LARGEST SHARE LOSER</u> |
|-----------------------|--------------------------|-----------------------------|----------------------------|
| Salisbury-OC, MD | WKHI-F, 18.3, CHR | WKHI-F, +9.2, CHR | WQHQ-F, -6.9, AC |
| Salinas-Seaside | KDON-F, 8.9, CHR | KDON-F, +2.0, CHR | KWSS-F, -3.2, CHR |
| Salt Lake City | KISN-F, 10.6, CHR | KCPX-F, +2.3, CHR | KFMY-F, -2.2, CHR |
| San Antonio | KITY-F, 9.1, CHR | KCYF-F, +5.3, Country | KAJA-F, -2.1, Country |
| San Diego | KGB-F, 9.0, AOR | KKLQ-F, +5.1, CHR | KTSA, -2.1, MOR |
| San Francisco | KGO, 8.4, Talk | KMEL-F, +1.8, CHR | KSON-F, -2.1, Country |
| San Jose | KGO, 7.7, Talk | KBAY-F, +3.1, BTFL | KNBR, -1.3, MOR |
| Sarasota-Bradenton | WDUV-F, 17.2, BTFL | WSRZ-F, +5.0, CHR | KSOL-F, -3.9, Black |
| Savannah | WEAS-F, 21.7, Black | WEAS-F, +7.7, Black | WDUV-F, -6.5, BTFL |
| Seattle-Tacoma | KIRO, 10.4, News/Talk | KPLZ-F, +3.6, CHR | WZAT-F, -3.4, CHR |
| Shreveport | KDKS-F, 18.8, Black | KWKH-F, +1.8, Country | KOKA, -3.1, Black |
| Sioux Falls | KELQ, 16.2, AC | KPAT-F, +4.1, CHR | KKRC-F, -6.5, CHR |
| South Bend | WSBT, 18.1, MOR | WSBT, +4.3, MOR | KNDU, -2.8, Country |
| Spokane | KZZU-F, 16.9, CHR | KTRW, +3.4, Country | KEZE-F, -3.9, AOR |
| Springfield, MA | WRQY-F, 10.3, AOR | WAQY-F, +3.0, AOR | WHYN-F, -1.9, AC |
| Springfield, MO | KWTO-F, 22.5, CHR | KWTO, +2.4, Country | KWTO-F, -3.3, Country |
| Steubenville | WSTV, 14.9, MOR | WWSW-F, +4.6, Oldies | WBZZ-F, -2.2, CHR |
| Stockton | KWIN-F, 7.3, CHR | KDJK-F, +3.2, AOR | KCBS, -4.4, News/Talk |
| Syracuse | WYYY-F, 15.2, AC | WSYR, +2.9, MOR | WRHP-F, -2.9, BTFL |
| Tallahassee | WGLF-F, 18.1, AOR | WGLF-F, +9.3, AOR | WANM, -10.8, Black |
| Tampa-St. Pete | WRBQ A/F, 17.1, CHR | WFLA, +2.1, News/Talk | WTKN, -2.2, Talk |
| Terre Haute | WTHI-F, 20.0, Country | WPFR-F, +6.9, CHR | WZZQ-F, -2.6, AOR |
| Toledo | WKKO-F, 14.4, Country | WKKO-F, +6.1, Country | WSPD, -2.4, MOR |
| Topeka | KTPK-F, 16.5, Country | KHUM-F, +4.9, BTFL | KDVV-F, -2.2, CHR |
| Tucson | KRQQ-F, 20.5, CHR | KRQQ-F, +8.9, CHR | KJYK-F, -3.6, BTFL |
| Tulsa | KMOD-F, 13.1, AOR | KMYZ-F, +3.3, CHR | KRAV-F, -2.0, AC |
| Utica-Rome | WOURL-F, 12.5, AOR | WFRG A/F, +8.7, Country | WRHP-F, -3.6, BTFL |
| Waco | KWTX-F, 16.0, CHR | KJNE-F, +4.4, Country | KNFO-F, -2.4, Country |
| Washington | WMZQ A/F, 7.3, Country | WPGC A/F, +3.6, Urban, CHR | WDJY-F, -1.7, Black |
| Waterloo-CF | KFMW-F, 19.9, CHR | KOKZ-F, +3.6, CHR | KWAY, -2.2, Country |
| West Palm Beach | WEAT A/F, 12.0, BTFL | WOVV-F, +4.9, Contemp | WRMF-F, -3.0, AC |
| Wheeling | WOMP-F, 25.8, CHR | WZMM-F, +5.2, AC | WHLX-F, -2.7, ?? |
| Wichita | KKRD-F, 15.9, CHR | KKRD-F, +2.3, CHR | KRZZ-F, -3.5, Classic Rock |
| Wilkes Barre-Scranton | WKRZ-F, 12.3, CHR | WKRZ-F, +1.8, CHR | WTLQ-F, -1.8, CHR |
| Wilmington, DE | WSTW-F, 10.5, CHR | WEGX-F, +2.3, CHR | WMHR-F, -2.6, AOR |
| Wilmington, NC | WSFM-F, 14.4, AOR | WSFM-F, +8.8, AOR | WEAZ-F, -2.6, BTFL |
| Worcester | WSRS-F, 12.7, BTFL | WODS-F, +5.2, Oldies | WHSL-F, -4.3, CHR |
| York | WRKZ-F, 11.5, Country | WYCR-F, +6.9, CHR | WTAG, -3.2, MOR |
| Youngstown | WHOT-F, 15.5, CHR | WNCD-F, +3.5, AOR | WQXA-F, -2.3, CHR |
| | | | WQOD-F, -2.7, AC |

NATIONAL FM SHARE*

| | | | | | |
|--------|---------|--------|---------|------------|---------|
| FAL 87 | 70.605% | SPG 88 | 71.376% | FAL 81 | 58.651% |
| SPG 87 | 71.835% | | | SPG 81 | 57.353% |
| FAL 86 | 69.655% | | | OCT/NOV 80 | 56.116% |
| SPG 86 | 68.791% | | | APR/MAY 80 | 54.254% |
| FAL 85 | 67.109% | | | OCT/NOV 79 | 53.627% |
| SPG 85 | 66.549% | | | APR/MAY 79 | 50.887% |
| FAL 84 | 65.032% | | | OCT/NOV 78 | 50.698% |
| SPG 84 | 64.290% | | | APR/MAY 78 | 47.638% |
| FAL 83 | 63.058% | | | OCT/NOV 77 | 46.501% |
| SPG 83 | 62.291% | | | APR/MAY 77 | 44.428% |
| FAL 82 | 60.571% | | | OCT/NOV 76 | 43.818% |
| SPG 82 | 58.870% | | | APR/MAY 76 | 40.886% |

FM GROWTH RATE

| | |
|---------------------------|---------|
| APR/MAY 76 TO APR/MAY 77: | 7.225% |
| APR/MAY 77 TO APR/MAY 78: | 8.663% |
| APR/MAY 78 TO APR/MAY 79: | 6.820% |
| APR/MAY 79 TO APR/MAY 80: | 6.617% |
| APR/MAY 80 TO APR/MAY 81: | 5.712% |
| SPG 81 TO SPG 82: | 2.645% |
| SPG 82 TO SPG 83: | 5.811% |
| SPG 83 TO SPG 84: | 3.201% |
| SPG 84 TO SPG 85: | 3.514% |
| SPG 85 TO SPG 86: | 3.369% |
| SPG 86 TO SPG 87: | 4.442% |
| SPG 87 TO SPG 88: | -0.639% |

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

STATION TRADING ACTIVITY

(11 Feb 88 - 10 Aug 88)

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> |
|----------------|---------------------------------|---------------------------------------|--------------------|-------------------------|
| KMGL-F | Oklahoma City | From Guy Gannett to Renda | \$ 3,050,000 | (Don Clark) |
| WOIC, WMMC-F | Columbia, SC | From Alpha to John Price | 2,750,000 | (Blackburn) |
| WCCG-F | Folly Beach (Charleston, SC) | Sold to Lynn Martin | 2,000,000 | (MVP) |
| WDIA, WHRK-F | Memphis | From Adams to Ragan Henry | 13,000,000+TaxCert | (Ford) |
| WKLS-AM | Atlanta | Sold by Great American | 630,000 | (La Rue) |
| WCKJ | Augusta | | 225,000 | |
| KLTT | Brighton (Denver) | From Interstate to Mortenson | 500,000 | |
| WAMT, WSCF-F | Titusville, FL | Sold to Sage | 3,000,000 | (Peterson) |
| KEZL-F | Fowler (Fresno) | | 2,200,000 | (Chapman) |
| KMGR A/F | Salt Lake City | From Trans Columbia to Bingham | 1,922,000 | (Kalil) |
| KUTR, KLTQ-F | Salt Lake City | From Sunrise to Citadel | 1,400,000 | |
| WTLB, WRCK-F | Utica | Sold to Hartstone & Dickstein | 1,750,000 | (Chapman/ Ansbacher) |
| WOOD, WBBW-F | Youngstown | Sold to Hartstone & Dickstein | 3,000,000 | (Americom) |
| WAWS A/F | Anderson (Greenville, SC) | Sold to Burkhart | 7,150,000 | (Sailors) |
| WKTY, WSPL-F | La Crosse | From May to White Eagle/Comm Partners | 2,310,000 | |
| WHIT, WWQM-F | Madison | From McKenna to Media Capital | 2,600,000 | (Blackburn) |
| WNBC | New York | From NBC to Emmis | 26,000,000 (E) | |
| WYNY-F | New York | From NBC to Emmis | 39,000,000 (E) | |
| WJIB-F | Boston | From NBC to Emmis | 16,000,000 (E) | |
| KYUU-F | San Francisco | From NBC to Emmis | 21,500,000 (E) | |
| WKQX-F | Chicago | From NBC to Emmis | 19,000,000 (E) | |
| | | | \$121,500,000 | (Morgan Stanley) |
| WSGA, WZAT-F | Savannah | Sold to Marcocci | 4,200,000 | (Richards) |
| KEYI-F | Austin | Sold to Burkhart | 15,500,000 | (Fischer) |
| WOMC-F | Detroit | From Metropolitan to Infinity | 23,000,000 | (Morgan Stanley) |
| WTAN | Clearwater (Tampa) | | 650,000 | (Fischer) |
| WLOQ | Hollywood (Miami) | | 1,900,000 | |
| WIVY-F | Jacksonville | From Gilmore to Taylor | 8,130,000 | (Blackburn) |
| KZIA A/F | Albuquerque | | 1,870,000 | |
| WCDL, WLSP-F | Carbondale (Scranton) | Sold to Sage | 700,000 | (Sherman) |
| WMVP | Greenfield (Milwaukee) | Sold to Willie Davis | 750,000 | |
| WBZW | Powell (Knoxville) | | 225,000 | |
| WFLA, WFLZ-F | Tampa | From Sconnix to Jacor | 20,000,000 | (Stevens) |
| KWLN-F | Osceola (Memphis) | Sold to Dittman | 5,200,000 | (Americom) |
| WTIX | New Orleans | Sold by Price | 1,300,000 | |
| KPEL, KTDY-F | Lafayette, LA | | 3,500,000 | (MVP) |
| WXOX | Bay City | | 105,000 | |
| WJYY-F | Concord, NH | Sold to Empire | 3,750,000 | (Americom) |
| WDTX-F | Detroit | From Metropolitan to Hoker | 11,800,000 | |
| WRFK-F | Richmond | Sold to Daytona | 6,500,000 | (Sailors) |
| WTRL | Sara-Braden | | 700,000 | (Raymond) |
| KZSS, KXZR-F | Albuquerque | Sold by Anchor | 4,400,000 | |
| WTNZ-F | Clinton (Knoxville) | Sold by REBS | 800,000 | |
| WLLL, WGOL-F | Lynchburg | Sold to George Douglas | 1,450,000 | (Chapman) |
| KZAN-F | Salt Lake City | | 1,825,000 | (Chapman) |
| KFGO A/F | Fargo | Sold by Communications Properties | 6,100,000 | (Blackburn) |
| WDBN-F | Medina (Cleve-Akron) | | 4,600,000 | |
| WHYR, WEZO-F | Rochester | From Dorton to Atlantic Ventures | 7,300,000 | |
| WOKO, WGNA-F | Albany | Sold to Barnstable | 6,750,000 | (Blackburn) |
| WMME A/F | Augusta, ME | Sold by Target | 1,400,000 | (Blackburn) |
| KPUR, KATP-F | Canyon (Amarillo) | Sold to Holden | 1,100,000 | (Peterson) |
| KZAM A/F | Eugene | Sold to Jim Kefford | NA | |
| WKYS-F | Washington | From NBC to Albomar | 49,500,000 | (Kidder, Peabody) |
| KMFO-KMBY-F | Seaside (Monterey) | Sold to Frankhouser | 2,850,000 | (Blackburn) |
| WNOX | Knoxville | From REBS to Dick | 450,000 | |
| WAKN, WNEZ-F | Aikon (Augusta, GA) | Sold to Beasley | 3,000,000 | |

| STATION | MARKET | GROUP OWNERS | PRICE | BROKER |
|---------------------|-----------------------|--|------------------------|-----------------|
| KTWV-F | Los Angeles | From Metropolitan to Sillerman | 69,000,000 | |
| WWBA-F | Tampa | From Metropolitan to Sillerman | 17,100,000 | |
| Texas State Network | | | 8,000,000 | |
| WNEW | New York | From Metropolitan to Sillerman | 22,000,000 | |
| WNEW-F | New York | From Metropolitan to Sillerman | 81,000,000 | |
| WMMR-F | Piladelphia | From Metropolitan to Sillerman | 62,000,000 | |
| KRLD | Dallas | From Metropolitan to Sillerman | 41,000,000 | |
| | | | <u>\$300,000,000</u> | |
| KHAT A/F | Lincoln | From TM to Marathon | | |
| WAVH-F | Mobile | From TM to Marathon | | |
| KBUL-F | Reno | From TM to Marathon | | |
| | | | <u>\$ 7,100,000</u> | |
| WYNY-F | New York | From Emmis to Westwood One | \$ 41,000,000 | |
| WEJZ-F | Jacksonville | From WIN to ML | 8,000,000(E) | |
| KBEZ-F | Tulsa | From WIN to ML | 9,000,000(E) | |
| WQAL | Cleveland | From WIN to ML | 15,000,000(E) | |
| WIRE, WXTZ-F | Indianapolis | From WIN to ML | 16,000,000(E) | |
| | | | <u>\$ 48,000,000</u> | (Richards) |
| WFLB | Fayetteville, NC | Sold by Resort | NA | |
| KSMG-F | San Antonio | From American to Rusk | 8,000,000 | (MVP) |
| WWBA-F | Tampa | From Metropolitan to Cox | 17,100,000 | (Blackburn) |
| WMHE-F | Toledo | From Osborn to Noble | 18,000,000(E) | (Americom) |
| KMJQ-F | Houston | From Keymarket to Noble | 65,000,000 | |
| KMJM-F | St. Louis | From Keymarket to Noble | 16,000,000 | |
| | | | <u>\$ 81,000,000</u> | (Blackburn) |
| KSSN-F | Little Rock | From Barnstable to Southern Skies | 10,000,000 | |
| KLOK | San Jose | | 5,200,000 | (Chapman) |
| KOAM, KEYN-F | Wichita | From Long-Pride to Aberdeen | 4,430,000 | (Americom) |
| KKSN A/F | Portland, OR | Sold to Heritage | 5,900,000 | (Americom) |
| WMSP-F | Harrisburg | Sold to Barnstable | 4,000,000 | (Americom) |
| WXIL-F | Parkersburg, WV | From Burbach to Silver Star | 2,814,000 | (La Rue) |
| WJTO, WIGY-F | Bath, ME | From REBS to Marathon | | |
| WIBX, WNYZ-F | Utica | From REBS to Marathon | | |
| | | | <u>\$ 6,500,000</u> | |
| KFRC | San Francisco | From RKO to Daytona | 8,000,000 | |
| KRNT/KRNO-F | Des Moines | From Stauffer to Saga | 3,250,000 | (Hogan-Feldman) |
| KLMS/KFMQ-F | Lincoln | From Woodward to Midwest | 2,800,000 | (Frank Boyle) |
| WQBK A/F | Albany | | 2,900,000 | (Jack Maloney) |
| KAKS A/F | Canyon (Amarillo) | 48% | 1,450,000 | |
| KIXI, KMGI-F | Seattle | From Sunbelt to Noble | 15,900,000 | (Americom) |
| KOMA, KRXO-F | Oklahoma City | From Price to Diamond | 4,650,000 | (Hepburn) |
| WFBG A/F | Altoona | Sold to Empire | 3,900,000 | (Comm. Equity) |
| WNFI-F | Palatka (Daytona) | From Daytona to Heritage (Polacek) | 10,500,000 | (MVP) |
| WWRB A/F | Franklin (Nashville) | From REBS to GMX | 975,000 | |
| KKYK-F | Little Rock | From Ted Snyder to Shepard | 6,500,000 | (Americom) |
| WKIN-F | Hammond (Baton Rouge) | Sold by Sterling | 6,000,000 | (Blackburn) |
| KFYE-F | Fresno | From EZ to Henry | 5,100,000 | |
| KNAX-F | Fresno | From Henry to First Sierra | 4,000,000 | |
| WMJI | Cleveland | From Jacor to Gore | 845,000 | |
| KAMA, KAMZ-F | El Paso | From Thrash to Pinnacle | | |
| KEND, KLLL-F | Lubbock | From Thrash to Pinnacle | | |
| | | | <u>\$ 6,900,000</u> | |
| WLTJ-F | Detroit | Swapped to Viacom for WRVR A/F in Memphis | | (Dick Foreman) |
| WRVR A/F | Memphis | Swapped to Keymarket for WLTJ-F in Detroit | | (Dick Foreman) |
| WFBR | Baltimore | Sold to JAG | 1,900,000 | |
| KCVR, KWIN-F | Lodi (Stockton) | | 3,000,000+Liab. | |
| WBMX-F | Chicago | From Dorton to Broadcast Partners | 27,000,000(E) | |
| KSKY | Dallas | From Dorton to Broadcast Partners | 3,500,000(E) | |
| WCZY-F | Detroit | From Dorton to Broadcast Partners | 23,000,000(E) | |
| WGIV, WPEG-F | Charlotte | From Dorton to Broadcast Partners | 13,500,000(E) | |
| | | | <u>\$ 67,00,000(E)</u> | |
| WSOR-F | Ft. Myers/Naples | From Daytona to Heritage (Polacek) | 4,750,000 | (MVP) |
| WFAN | New York | From Emmis to Spanish Bdcst System | 23,000,000+TaxCert | |
| WRKO, WROR-F | Boston | From RKO to Atlantic Ventures | 28,300,000 | |
| KHAK A/F | Cedar Rapids | Sold by Stoner | 2,500,000 | |

| <u>STATION</u> | <u>MARKET</u> | <u>GROUP OWNERS</u> | <u>PRICE</u> | <u>BROKER</u> |
|---------------------|------------------------|------------------------------------|----------------------|-------------------|
| WAVG, WLRS-F | Louisville | From Henson to Radio One | 4,500,000 | (Blackburn) |
| KLSD-F | Las Vegas | From SRO to Southwest | 2,750,000 | (Fischer) |
| WCRO | Johnstown, PA | | 132,000 | |
| WNEW-AM | New York | 50% sold to Westwood One | 11,000,000 | |
| KRLD | Dallas | From Legacy to Command | 42,000,000(E) | |
| KJOI | Los Angeles | From Legacy to Command | 73,000,000(E) | |
| KHOW/KSYF-F | Denver | From Legacy to Command | 22,000,000(E) | |
| Texas State Network | | From Legacy to Command | 8,000,000(E) | |
| | | | <u>\$145,000,000</u> | |
| KAYK | Pueblo | | 195,000 | |
| WBLZ-F | Cincinnati | From Panache to Dalton | 7,800,000 | (MVP) |
| KMLE-F | Phoenix | From Ostrander-Wilson to Shamrock | 8,000,000 | (Blackburn) |
| KFAC-AM | Los Angeles | Sold to Lotus | 8,700,000 | (Stevens) |
| KWKW | Los Angeles | From Lotus to Group III | 4,500,000 | (Stevens) |
| WIZD-F | Atmore (Mobile-Pensa) | Sold by Keymarket | 4,500,000 | (Blackburn) |
| KFRE-F | Fresno | From Guild Guild to Group III | 2,500,000 | |
| WKNE A/F | Keene, NH | | 5,500,000 | (Blackburn) |
| WAZY-F | Lafayette, IN | Sold to Heritage Venture | 3,360,000 | (Crisler) |
| KELT-F | Harlingen | Sold by Tichenor | 1,500,000 | (Fischer) |
| WUST | Washington | | 1,400,000 | (Barry Skidelsky) |
| WCKS | Cocoa | | 275,000 | |
| WMLX | Florence (Cincinnati) | Sold to Hoker | 350,000 | |
| WBVR-F | Wethersfield (Buffalo) | Sold to Casciani | 1,265,000 | |
| WQCL | Charlotte | | 431,000 | |
| WIVK-AM | Knoxville | Donated to University of Tennessee | | |
| WCII, WDJX-F | Louisville | From Great Trails to Stoner | 5,500,000 | |
| KODI, KOOZ-F | Great Falls, MT | | 400,000 | (Blackburn) |
| WAOX A/F | Syracuse | Sold to Atlantic Ventures | 4,500,000 | (Mahlman) |
| KEBC-F | Oklahoma City | From Van Wagner to Independence | 3,900,000 | (Americom) |
| WAES, WROQ-F | Charlotte | From CRB to Adams | 11,500,000 | (Blackburn) |
| KRPM A/F | Seattle | From Olympic to Heritage | 12,000,000 | (Americom) |
| KVOR, KSPZ-F | Colorado Springs | Sold by Penn | 7,200,000 | (Kalil) |
| WREN | Topeka | | 375,000 | |
| KUAD-F | Ft. Collins, CO | Sold to Brill | 2,300,000 | (Chapman) |
| KIWW-F | Harlingen, TX | Sold to Tichenor | 1,600,000 | |
| WMNX-F | Tallahassee | Sold by HVS | 1,500,000 | |
| KHAA-F | P.Sulphur/New Orleans | From Salem to Beasley | 3,400,000 | |
| WJBQ | Portland, ME | | 236,000 | |
| WLVW-F | Salisbury, MD | Sold by HVS | 1,250,000 | |
| WNAM, WAHC-F | Oshkosh, WI | | 1,250,000 | |
| WERE, WNCX-F | Cleveland | From Metropolis to Metroplex | 11,600,000 | |
| KLVV-F | (Pahrump) Las Vegas | Sold to EZ | 2,000,000 | (Ansbacher) |
| KMGK-F | Minneapolis-St. Paul | From Sunbelt to Trumper | 8,750,000 | (Americom) |

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

| STATION | MARKET | SHARE | FORMAT | GROUP OWNER | EST 1987 REVENUE | STATION | MARKET | SHARE | FORMAT | GROUP OWNER | EST 1987 REVENUE | |
|--------------|------------|-----------|--------|----------------|------------------|--------------|--------------|------------|--------|-----------------|------------------|-----------|
| 1. KTRS-F | Casper | 43.8 | CHR | | NA | 52. WSKZ-F | Col SC | 18.7 | Black | | 1,500,000 | |
| 2. WIVK A/F | Knoxville | 35.5 | Cntry | Dick | 4,600,000 | | Chatt | 18.4 | CHR | Bloomington | 2,100,000 | |
| 3. WJBC | Bloom IL | 33.8 | MOR | Bloomington | 2,000,000 | WZEE-F | Madison | 18.4 | CHR | Midcontinent | 2,100,000 | |
| 4. WTCR A/F | Hunt. WV | 31.7 | Cntry | CRB | 1,800,000 | 54. WYNK A/F | Baton R | 18.3 | Cntry | Narragansett | 2,400,000 | |
| 5. KRLB-F | Lubbock | 30.7 | CHR | | 1,800,000 | | | | | | NA | |
| 6. WIXX-F | Green Bay | 29.0 | CHR | Midwest Comm | 2,300,000 | WKHI-F | Salisbury-OC | 18.3 | CHR | | NA | |
| 7. WKFR-F | Kalamazoo | 28.5 | CHR | | 2,200,000 | 56. WVAH | Altoona | 18.2 | Cntry | | 300,000 | |
| 8. WWNC | Asheville | 27.4 | Cntry | Polacek | 2,300,000 | 57. WSBT | S. Bend | 18.1 | MOR | | 1,000,000 | |
| 9. WBBQ-F | Augusta | 27.2 | CHR | | 3,000,000 | WGLF-F | Tallahse | 18.1 | CHR | | 800,000 | |
| 10. WKEE-F | Hunt. WV | 27.1 | CHR | | 1,600,000 | 59. WJHI-F | Jcksn MS | 17.8 | Black | Holt | 1,350,000 | |
| 11. WOMP-F | Wheeling | 25.8 | CHR | | | 60. WKSJ A/F | Mobile | 17.7 | Cntry | Capitol-Johnson | 4,000,000 | |
| 12. WBNQ-F | Bloom IL | 25.0 | CHR | Bloomington | 1,350,000 | | | | | | | |
| | KMOX | St. Louis | 25.0 | Talk | CBS | 18,400,000 | KEZO A/F | Omaha | 17.7 | AOR | Narragansett | 2,500,000 |
| 14. WIKY-F | Evans. | 24.8 | MOR | S. Central | 2,900,000 | WAYV-F | Atl City | 17.7 | CHR | | NA | |
| 15. WMEE-F | Ft. Wayne | 24.6 | CHR | Federated | 3,200,000 | 63. WAYS-F | Macon | 17.6 | CHR | Multi-media | 2,100,000 | |
| 16. WIOG-F | Saginaw | 24.3 | CHR | Booth/Genesis | NA | 64. WZFX-F | Fayettevl | 17.5 | Black | Joyner | 1,250,000 | |
| 17. WJET-F | Erie | 24.1 | CHR | Myron Jones | 900,000 | WTQR-F | Grnsb-WS | 17.5 | Cntry | New-market | 4,100,000 | |
| 18. WAAL-F | Bingh. | 23.9 | CHR | Regional | 1,300,000 | 66. WDZZ-F | Flint | 17.4 | Black | | 1,750,000 | |
| 19. WIKS-F | Grn-NB NC | 23.1 | Black | Joyner | NA | 67. WZID-F | Manch NH | 17.2 | BTFL | Sunshine | NA | |
| 20. WQUT-F | J. Cty/Kng | 22.6 | CHR | Bloomington | 1,800,000 | WXKC-F | Erie | 17.2 | AC | | 1,450,000 | |
| 21. KWTO-F | Spg. MO | 22.5 | CHR | Summit | 2,300,000 | WDUV-F | Sarasota | 17.2 | BTFL | | 2,100,000 | |
| 22. KGHL | Billings | 22.2 | Cntry | | NA | 70. WTFM-F | J. Cty/Kng | 17.1 | AC | HomeNews | 1,300,000 | |
| 23. WVIC A/F | Lansing | 22.0 | CHR | Goodrich | 3,200,000 | 71. WRBQ A/F | Tampa | 17.1 | CHR | Edens | 16,500,000 | |
| 24. WZYP-F | Huntsvle | 21.7 | CHR | | 1,800,000 | 72. WDAY-F | Fargo | 17.0 | CHR | | 950,000 | |
| | WEAS-F | Savannah | 21.7 | Black | Rivers | 700,000 | 73. WDRM-F | Huntsvle | 16.9 | Cntry | | 1,250,000 |
| | WNNK-F | Harrisbg | 21.7 | CHR | Keymarket | 4,100,000 | KLLL-F | Lubbock | 16.9 | Cntry | Pinnacle | 1,300,000 |
| 27. KGGO-F | DesMoines | 21.5 | AOR | Stoner | 2,000,000 | KZZU-F | Spokane | 16.9 | CHR | Olympic | 1,700,000 | |
| 28. WDEN A/F | Macon | 20.9 | Cntry | | 1,700,000 | KOUL-F | Corpus C | 16.9 | Cntry | | 1,100,000 | |
| | WXLK-F | Roanoke | 20.9 | CHR | Coloman | 3,500,000 | 77. WPRO-F | Providence | 16.8 | CHR | Cap Cit-ies/ABC | 4,600,000 |
| 30. WMT | Ced Rpd | 20.8 | MOR | | 1,700,000 | | | | | Fuller-Jeffrey | 1,700,000 | |
| 31. WKSF-F | Asheville | 20.7 | CHR | Polacek | 1,700,000 | 79. KHYS-F | Beaumont | 16.6 | Black | Clear Channel | 1,000,000 | |
| | WZOK-F | Rockford | 20.7 | CHR | | 2,000,000 | WROK | Rockford | 16.6 | MOR | | 2,000,000 |
| 33. KGBT | McAllen | 20.6 | Hisp. | Tichenor | 1,800,000 | | | | | | | |
| 34. KRQQ-F | Tucson | 20.5 | CHR | Nat'wide | 2,000,000 | WCCO | Minn | 16.6 | MOR | | 19,900,000 | |
| 35. KSSN-F | L. Rock | 20.3 | Cntry | So. Skies | 3,000,000 | 82. KTPK-F | Topeka | 16.5 | Cntry | | 1,200,000 | |
| 36. KTWO | Casper | 20.2 | Cntry | | NA | 83. WFXE-F | Col Ga | 16.4 | Black | Davis | NA | |
| 37. WTHI-F | Terre H | 20.0 | Cntry | | NA | WIMZ A/F | Knoxvle | 16.4 | AOR | Stoner | 3,000,000 | |
| 38. KFMW-F | Water-CF | 19.9 | CHR | Park | 830,000 | KCCY-F | Pueblo | 16.4 | Cntry | | 825,000 | |
| | WKZW-F | Peoria | 19.9 | CHR | Midwst TV | 1,250,000 | 86. KCIX-F | Boise | 16.3 | AC | | 1,400,000 |
| | WQBE-F | Charls WV | 19.9 | Cntry | Nininger | 1,800,000 | 87. KELO | S. Falls | 16.2 | AC | Midcontinent | NA |
| | WSTO-F | Evansvle | 19.9 | CHR | | 2,200,000 | 88. WXLP-F | Davenport | 16.1 | AOR | Goodrich | 500,000 |
| 42. WXBQ-F | J. Cty/Kng | 19.6 | Cntry | Nininger | 1,500,000 | WAMZ-F | Louisvle | 16.1 | Cntry | Clear Channel | 4,000,000 | |
| 43. WCOS-F | Col SC | 19.5 | Cntry | Buck | 2,700,000 | | | | | Capitol-Johnson | 1,500,000 | |
| 44. KSMB-F | Laf LA | 19.3 | CHR | | 1,750,000 | | | | | | | |
| 45. KTTS-F | Spg MO | 19.2 | Cntry | Great Empire | 2,300,000 | KFAB | Omaha | 16.1 | MOR | Henry | 5,000,000 | |
| | WLWI-F | Montgmry | 19.2 | Cntry | Colonial | 2,600,000 | 92. WCMF-F | Rochester | 16.0 | AOR | Stoner | 3,900,000 |
| 47. WAJI-F | Ft. Wayne | 19.1 | AC | Sarkes-Tarzian | 1,800,000 | KWTF-F | Waco | 16.0 | CHR | | 900,000 | |
| | WTIC | Hartford | 19.1 | MOR | Chase | 9,000,000 | 94. KASE-F | Austin | 15.9 | Cntry | | 4,700,000 |
| 49. KDKS-F | Shreveprt | 18.8 | Black | | 500,000 | WFBG-F | Altoona | 15.9 | BTFL | Empire | 600,000 | |
| 50. WAPE A/F | Jkville | 18.7 | CHR | Statewide | 3,800,000 | KKRD-F | Wichita | 15.9 | CHR | Osborn | 1,800,000 | |
| | | | | | | 97. KZLS-F | Billings | 15.7 | CHR | | NA | |
| | | | | | | KVOC | Casper | 15.7 | Cntry | | NA | |
| | | | | | | 99. WQUE A/F | New OrL | 15.6 | Urban | Clear Channel | 3,100,000 | |
| | | | | | | | | | | Bahabel | 600,000 | |
| | | | | | | KOKZ-F | Wtrloo-CF | 15.6 | CHR | | | |

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

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>SPG '87 RANK</u> | <u>ESTIMATED 1987 REVENUE</u> |
|----------------|---------------|----------------------|---------------|--------------------|---------------------|-------------------------------|
| 1. WHTZ-F | New York | 1639 | CHR | Malrite | 1 | \$ 19,000,000 |
| 2. WPAT A/F | New York | 1548 | BTFL/EZ | Park | 3 | 10,500,000 |
| 3. WOR | New York | 1331 | Talk | RKO | 5 | 18,000,000 |
| 4. KPWR-F | Los Angeles | 1313 | CHR/Urban | Emmis | 11 | 19,000,000 |
| 5. KIIS A/F | Los Angeles | 1284 | CHR | Gannett | 4 | 29,000,000 |
| 6. WGN | Chicago | 1276 | Talk/Variety | Tribune Co. | 7 | 31,000,000 |
| 7. WRKS-F | New York | 1270 | Black/Urban | RKO | 10 | 13,500,000 |
| 8. WLTW-F | New York | 1230 | AC | Viacom | 12 | 17,700,000 |
| 9. WYPR-F | New York | 1206 | CHR | Cap Cities/ABC | 2 | 17,700,000 |
| 10. WCBS-F | New York | 1174 | Oldies | CBS | 13 | 16,000,000 |
| 11. WQHT-F | New York | 1132 | Urban/CHR | Emmis | 8 | 8,600,000 |
| 12. WBLS-F | New York | 1102 | Black | Inner City | 6 | 13,200,000 |
| 13. WGGI-F | Chicago | 1098 | Black | Gannett | 14 | 14,000,000 |
| 14. KABC | Los Angeles | 1093 | Talk | Cap Cities/ABC | 22 | 24,000,000 |
| 15. WINS | New York | 1075 | News | Westinghouse | 8 | 23,000,000 |
| 16. KMOX | St. Louis | 1065 | Talk | CBS | 18 | 18,400,000 |
| 17. WABC | New York | 1040 | Talk | Cap Cities/ABC | 21 | 11,000,000 |
| 18. WXRK-F | New York | 1018 | Classic AOR | Infinity | 17 | 12,000,000 |
| 19. WNEW-F | New York | 1000 | AOR | Legacy (P) | 16 | 14,300,000 |
| 20. WCBS | New York | 939 | News | CBS | 15 | 16,300,000 |
| 21. WJR | Detroit | 907 | MOR | Cap Cities/ABC | 20 | \$ 18,600,000 |
| 22. KLOS-F | Los Angeles | 890 | AOR | Cap Cities/ABC | 39 | 12,500,000 |
| 23. KOST-F | Los Angeles | 872 | AC | Cox | 28 | 18,000,000 |
| 24. KGO | San Francisco | 859 | News/Talk | Cap Cities/ABC | 27 | 20,000,000 |
| 25. WCCO | Minneapolis | 840 | MOR | -- | 30 | 19,000,000 |
| 26. WMMR-F | Philadelphia | 800 | AOR | Legacy (P) | 19 | 14,600,000 |
| 27. KRTH-F | Los Angeles | 794 | Oldies/AC | RKO | 24 | 18,000,000 |
| 28. WYNY-F | New York | 790 | Country | Westwood One (P) | 80 | 6,800,000 |
| 29. WBBM | Chicago | 783 | News | CBS | 26 | 18,000,000 |
| 30. WNSR-F | New York | 777 | AC | Bonneville | 33 | 10,600,000 |
| 31. WUSL-F | Philadelphia | 754 | Black/Urban | Tak | 31 | 8,100,000 |
| 32. KJOI-F | Los Angeles | 713 | BTFL/EZ | Command (P) | 25 | 10,500,000 |
| 33. KTNQ | Los Angeles | 705 | Hispanic | Heftel | 66 | 4,700,000 |
| 34. KBIG-F | Los Angeles | 669 | Soft AC | Bonneville | 33 | 10,600,000 |
| 35. KDKA | Pittsburgh | 660 | MOR | Westinghouse | 35 | 9,700,000 |
| 36. WEGX-F | Philadelphia | 640 | CHR | Malrite | 195 | 5,500,000 |
| 37. KNX | Los Angeles | 639 | News | CBS | 43 | 15,400,000 |
| 38. KROQ-F | Los Angeles | 630 | AOR | Infinity | 32 | 13,200,000 |
| 39. WLUP-F | Chicago | 624 | AOR | Statewide | 70 | 12,500,000** |
| 40. WRBQ A/F | Tampa | 584 | CHR | Edens | 38 | 16,500,000 |
| 41. WEAX-F | Philadelphia | 579 | EZ | -- | 29 | \$ 9,000,000 |
| 42. KYW | Philadelphia | 578 | News | Westinghouse | 41 | 13,400,000 |
| WXEZ-F | Chicago | 578 | BTFL/EZ | Century | 36 | 9,500,000 |
| 44. WXKS-F | Boston | 574 | CHR | Pyramid | 40 | 12,000,000 |
| 45. WFAN | New York | 573 | Talk | Spanish Bdcst (P) | 23 | 8,500,000 |
| 46. KCBS | San Francisco | 564 | News | CBS | 57 | 13,500,000 |
| 47. WBAP | Dallas/FW | 562 | Country | Cap Cities/ABC | 44 | 11,000,000 |
| 48. WCKG-F | Chicago | 553 | AOR | Cox | 123 | NA |
| 49. WJLB-F | Detroit | 540 | Black | Booth | 54 | 8,500,000 |
| 50. KABL A/F | San Francisco | 537 | BTFL/EX | Shamrock | 101 | 6,700,000 |
| 51. WRKO | Boston | 533 | Talk | RKO | 73 | 8,700,000 |
| WYSP-F | Philadelphia | 533 | Classic Rock | Infinity | 76 | 6,700,000 |
| 53. KLVE-F | Los Angeles | 530 | Hispanic | Heftel | 67 | 4,700,000 |
| 54. KVIL A/F | Dallas | 527 | AC | Infinity | 123 | 18,000,000 |
| 55. WBZ | Boston | 525 | MOR | Westinghouse | 37 | 11,100,000 |
| 56. KMJQ-F | Houston | 523 | Black/Urban | Noble (P) | 49 | 11,000,000 |
| 57. WPEN | Philadelphia | 522 | Nostalgic | Greater Media | 110 | 5,800,000 |
| 58. WADO | New York | 520 | Hispanic | -- | 88 | NA |
| 59. KMEL-F | San Francisco | 516 | CHR | Century | 148 | 6,000,000 |
| 60. WLIB | New York | 505 | Black | Inner City | 140 | NA |
| 61. WSKQ | New York | 504 | Hispanic | Spanish Bdcst | 47 | \$ NA |
| 62. WKSZ-F | Philadelphia | 488 | AC | -- | 55 | 7,000,000 |
| 63. WLAK-F | Chicago | 486 | Soft AC | Viacom | 52 | 8,800,000 |
| 64. KLSX-F | Los Angeles | 485 | Classic AOR | Greater Media | 48 | 15,000,000 |
| 65. WMZQ A/F | Washington | 482 | Country | Viacom | 123 | 9,500,000 |
| 66. WFBQ-F | Indianapolis | 479 | AOR | Great American | 75 | 7,500,000 |
| 67. WBCN-F | Boston | 477 | AOR | Infinity | 42 | 16,000,000 |
| 68. KFVB | Los Angeles | 475 | News | Westinghouse | 63 | 12,900,000 |
| 69. WJMK-F | Chicago | 474 | Oldies | Infinity | 120 | 10,200,000 |
| 70. KSHE-F | St. Louis | 472 | AOR | Emmis | 62 | 7,600,000 |

**Includes AM

| STATION | MARKET | 1/4 HOUR AVG. | FORMAT | GROUP OWNER | SPG '87 RANK | ESTIMATED 1987 REVENUE | | | |
|---------|----------------------|---------------|-------------|------------------|----------------|------------------------|-------------|-----------------|-----|
| 73. | WBZZ-F Pittsburgh | 472 | CHR | EZ | 55 | \$ 6,500,000 | | | |
| 74. | KRBE-F Houston | 472 | CHR | Susquehanna | 96 | 6,300,000 | | | |
| 74. | WLYF-F Miami | 468 | BTFL/EZ | Jeff-Pilot | 72 | 5,100,000 | | | |
| 74. | KKDA-F Dallas | 464 | Black | -- | 67 | 10,000,000 | | | |
| 75. | KIKK-F Houston | 463 | Country | Viacom | 60 | 12,000,000 | | | |
| 76. | WZOU-F Boston | 461 | CHR | Ardman | 111 | 4,000,000 | | | |
| 77. | WBBM-F Chicago | 455 | CHR | CBS | 69 | 6,500,000 | | | |
| 78. | KNIX A/F Phoenix | 454 | Country | Buck Owens | 83 | 10,700,000 | | | |
| 79. | WDAF Kansas City | 451 | Country | Great American | 65 | 4,900,000 | | | |
| 80. | KMPC Los Angeles | 450 | Nostalgia | Golden West | 63 | 15,600,000 | | | |
| 81. | KIQQ-F Los Angeles | 445 | Soft AC | Outlet | 61 | 9,000,000 | | | |
| | WMMS-F Cleveland | 445 | AOR | Malrite | 46 | 9,000,000 | | | |
| 83. | WXTU-F Philadelphia | 444 | Country | Beasley | 119 | 5,700,000 | | | |
| 84. | WIVK A/F Knoxville | 442 | Country | Dick | 45 | 4,600,000 | | | |
| 85. | WKLS-F Atlanta | 439 | AOR | Great American | 129 | 10,000,000 | | | |
| 86. | WYTZ-F Chicago | 437 | CHR | Cap Cities/ABC | 123 | 5,500,000 | | | |
| 87. | WVEE-F Atlanta | 434 | Black/Urban | Summit | 86 | 12,400,000** | | | |
| 88. | WNEW New York | 433 | Nostalgia | Westwood One (P) | 53 | 7,700,000 | | | |
| 89. | KQRS A/F Minneapolis | 428 | AOR | Cap Cities/ABC | 180 | 7,000,000 | | | |
| 90. | WCLR-F Chicago | 424 | AC | Bonneville | 117 | 7,700,000 | | | |
| 91. | WNBC New York | 422 | AC | Emmis (P) | 51 | 7,400,000 | | | |
| | KNBR San Francisco | 422 | MOR | NBC | 58 | 11,500,000 | | | |
| 93. | WODS-F Boston | 421 | Oldies | CBS | 98 | NA | | | |
| 94. | KILT-F Houston | 415 | Country | Legacy | 79 | 7,000,000 | | | |
| 95. | WTIC Hartford | 413 | MOR | Chase | 94 | 9,000,000 | | | |
| | WPRO-F Providence | 413 | CHR | Cap Cities/ABC | 183 | 4,600,000 | | | |
| 97. | KPLX-F Dallas-FW | 409 | Country | Susquehanna | 93 | 10,900,000 | | | |
| | WIOG-F Saginaw, MI | 409 | CHR | Booth | 87 | NA | | | |
| 99. | WJOI-F Detroit | 397 | BTFL/EZ | Federal | 118 | 5,000,000 | | | |
| 100. | WGAY-F Washington | 395 | BTFL/EZ | Greater Media | 111 | 10,800,000 | | | |
| 101. | WVDC-F Wash | 393 | 334 | 181. | WAVA-F Wash | 293 | WZPL-F Indy | 259 | |
| | WVDB-F Phila | 393 | 334 | | WVYG-F Pitt | 293 | 222. | WCMF-F Roch | 257 |
| 103. | KZLA-F LA | 392 | 333 | 183. | KSSN-F L.Rock | 292 | | WHXJ-F Mia | 257 |
| 104. | KIRO Sea | 391 | 333 | 184. | KMEO A/F Phoe | 291 | 224. | WSM-F Wash | 256 |
| 105. | KOIT A/F SF | 387 | 329 | 185. | KHYI-F Dallas | 289 | 225. | WKTI-F Milw | 254 |
| 106. | WNCN-F NY | 383 | 327 | 186. | WNCI-F Col O | 287 | 226. | KEEY-F Minn | 253 |
| 107. | KKBQ A/F Hous | 382 | 322 | 187. | WRIF-F Det | 286 | | KSAN-F SF | 253 |
| 108. | KTRH Hous | 377 | 322 | | KYYS-F KC | 286 | | WYNK A/F BatonR | 253 |
| 109. | WQXR-F NY | 375 | 319 | 189. | WZGC-F Atl | 285 | | WAPE A/F Jkvil | 253 |
| | WMJI-F Cleve | 375 | 318 | 190. | WXLK-F Roan | 283 | 230. | KKLQ-F SD | 252 |
| 111. | WTQR-F GrenWS | 370 | 318 | 191. | KZZP-F Phoe | 282 | | WFOX-F Atl | 252 |
| | WTMJ Milw | 370 | 318 | 192. | WBOS-F Boston | 280 | 232. | KNX LA | 250 |
| | WBMX-F Chi | 370 | 315 | | WKA-F Orl | 280 | | WESC-F GrnSC | 250 |
| 114. | WSOC-F CharNC | 369 | 314 | | KJLH-F LA | 280 | | KDAY LA | 250 |
| 115. | WKQX-F Chi | 368 | 312 | 195. | KGB-F SD | 279 | 235. | WKLH-F Milw | 249 |
| 116. | WLW Cinci | 367 | 311 | 196. | KPLZ-F Sea | 278 | 236. | WQBA Mia | 247 |
| 117. | WCAU Phil | 365 | 311 | | WROR-F Boston | 278 | 237. | WAMO-F Pitt | 246 |
| 118. | WKYS-F Wash | 360 | 309 | | KFRC SF | 278 | | WZLX-F Boston | 246 |
| | KSTP-F Minn | 360 | 308 | 199. | WNIC-F Det | 277 | | KROR SF | 246 |
| 120. | WMGK-F Phil | 359 | 308 | | WWSW-F Pitt | 277 | 240. | WEZB-F New Or | 245 |
| 121. | KSCS-F Dallas | 358 | 307 | 201. | WEEI Boston | 274 | | KEZK-F St.Lou | 245 |
| 122. | WLLZL-F Det | 357 | 306 | 202. | WHDH Boston | 273 | 242. | KITS-F SF | 243 |
| 123. | CKLW Det | 356 | 306 | | WROX-F Wash | 273 | | WIOQ-F Phil | 243 |
| 124. | WKHX-F Atl | 354 | 306 | 204. | KUBE-F Sea | 272 | | WFMS-F Indy | 243 |
| 125. | WYAY-F Atl | 353 | 304 | 205. | WKRQ-F Cinci | 270 | 245. | WHRK-F Memp | 241 |
| 126. | WPCB Atl | 350 | 304 | | WAMZ-F Louis | 270 | | WBAB-F LongIs | 241 |
| 127. | WLIF-F Balt | 349 | 303 | 207. | WHAS Louis | 269 | 247. | KRLA LA | 240 |
| 128. | KLOL-F Hous | 348 | 303 | 208. | WLTE-F Minn | 268 | | WCSX-F Detr | 240 |
| 129. | WRCH-F Hart | 343 | 303 | | WQYK A/F Tampa | 268 | | KFAB Omaha | 240 |
| | KFI LA | 343 | 301 | 210. | WXYV-F Balt | 266 | 250. | WMJX-F Boston | 239 |
| 131. | WQUE A/F New Or | 342 | 301 | 211. | KFAC-F LA | 265 | 251. | KMJM-F St.Lou | 238 |
| | WVRL NY | 342 | 300 | | WHYI-F Mia | 265 | 252. | KXKL-F Den | 236 |
| | WJJD Chi | 342 | 300 | | KOA Denver | 265 | 253. | WHUD-F PeckNY | 235 |
| 134. | WBAL Balt | 340 | 300 | 214. | WFYR-F Chi | 263 | | WIL-F Milw | 235 |
| 135. | WSSH-F Boston | 339 | 299 | 215. | WEZN-F Bridge | 262 | 255. | WDTX-F Detr | 234 |
| | WUSN-F Chi | 339 | 299 | | WJIT NY | 262 | | WJQY-F Mia | 234 |
| 137. | WPGC A/F Wash | 338 | 297 | 217. | WKDM NY | 260 | 257. | KAZY-F Den | 233 |
| 138. | WJIB-F Boston | 337 | 297 | | KJJO-F Minn | 260 | | WRAL-F Raleigh | 233 |
| 139. | WLOL-F Minn | 335 | 296 | 219. | WZAK-F Cleve | 259 | 259. | KRXY A/F Den | 232 |
| | WHYT-F Det | 335 | 296 | | WPOW-F Mia | 259 | | KBEQ-F KC | 232 |

| | | | | | | | | | | | |
|---------------|---------|-----|---------------|----------|-----|---------------|----------|-----|---------------|---------|-----|
| WYHY-F | Nash | 232 | WSTF-F | Orl | 200 | WKSS-F | Hart | 182 | WYRK-F | Buff | 157 |
| WCXR-F | Wash | 232 | WDOK-F | Cleve | 200 | WASH-F | Wash | 182 | KXRK-F | Sea | 157 |
| WGTR-F | Mia | 232 | WUSA-F | Tampa | 200 | 403. KGGO-F | Des M | 181 | WQIK-F | Jkville | 157 |
| 264. WIBC | Indy | 231 | KKSF-F | SF | 200 | 404. WBEE-F | Roch | 180 | 774. KRSP-F | SLC | 156 |
| WOCL-F | Orl | 231 | WHSI-F | Jack MS | 200 | WBNS-F | Col O | 180 | KKCW-F | Port O | 156 |
| 266. KXXY-F | Okl C | 229 | 336. WHNK-F | Harris | 199 | 406. WENN-F | Birm | 179 | WWL | New OrL | 156 |
| 267. WRVQ-F | Rich | 228 | WIXX-F | G Bay | 199 | WVOH | Chicago | 179 | 477. WDEN A/F | Macon | 155 |
| WKDF-F | Nash | 228 | 338. WMJJ-F | Birm | 198 | 408. WDRE-F | Long Is | 178 | KRNB-F | Memp | 155 |
| WHIO-F | Dayton | 228 | WHOT-F | Young | 198 | KSKQ-F | LA | 178 | WHAM | Roch | 155 |
| WTOP | Wash | 228 | WIHZ A/F | Knox | 198 | 410. WOKI-F | Knox | 177 | KMBZ | KC | 155 |
| KYUU-F | SF | 228 | 341. WROW-F | Albany | 197 | WYLD-F | New OrL | 177 | 481. WYYY-F | Syra | 154 |
| 272. WNCX-F | Cleve | 227 | WGY | Albany | 197 | WSKZ-F | Chatt | 177 | WHO | Des M | 154 |
| WAAF-F | WORC/B | 227 | KBCO A/F | Denver | 197 | KBTS-F | Austin | 177 | WNCE-F | Lanc | 154 |
| 274. KSDO | SD | 226 | KQXT-F | S. Ant | 197 | WEZW-F | Milw | 177 | WVOR-F | Roch | 154 |
| WEAT A/F | W.Palm | 226 | WJHH-G | Orlando | 197 | WTHI-F | Miami | 177 | WHTX-F | Pitt | 154 |
| 276. WSSP-F | Orl | 225 | WTUE-F | Dayton | 197 | 416. KSMB-F | Laf LA | 176 | 486. WQBE | Char WV | 153 |
| 277. WESC-F | GrnSC | 224 | 347. KATT-F | Okl C | 196 | 417. WLVO-F | Col O | 175 | KOJO-F | Dallas | 153 |
| WVLK-F | Lex | 224 | 348. KFBK | Sacra | 195 | 418. WDIZ-F | Orlando | 173 | WIOT-F | Toledo | 153 |
| WQXI-F | Atl | 224 | WKCI-F | N. Haven | 195 | KCYF-F | San Ant | 173 | KMGC-F | Dallas | 153 |
| WSNY-F | Col O | 224 | WAXY-F | Miami | 195 | 420. WFLN-F | Phil | 172 | WPEG-F | Char NC | 153 |
| KSKQ | LA | 224 | WBCY-F | Char NC | 195 | WHTT-F | Buff | 172 | KKHT-F | Hous | 153 |
| 282. KBAY-F | SJ | 223 | 352. KGBT | Mc-Brown | 194 | WXTZ-F | Indy | 172 | 492. WKKO-F | Toledo | 152 |
| WBLI-F | LongIs | 223 | WLVK-F | Char NC | 194 | 423. WAYL-F | Hinn | 170 | WAJI-F | F Wayne | 152 |
| 284. WCKZ-F | CharNC | 222 | WJHI-F | Jack MS | 194 | WWEZ-F | Cinci | 170 | WQMF-F | Lou | 152 |
| KOSI-F | Den | 222 | KLDE-F | Hous | 194 | 425. WRFX-F | Char NC | 169 | WUBE-F | Cinci | 152 |
| 286. WMEE-F | F.Wayne | 221 | WINZ | Miami | 194 | WTCR A/F | Hunt WV | 169 | WTAE | Pitt | 152 |
| KSD-F | St.Lou | 221 | 357. KZAP-F | Sacra | 193 | KDUO-F | River-SB | 169 | KSPM-F | Sacra | 152 |
| WMAQ | Chi | 221 | KEZO A/F | Omaha | 193 | KQMQ A/F | Hono | 169 | KPOP | SD | 152 |
| 289. WGAR-F | Cleve | 220 | WIOD | Miami | 193 | KBRD-F | Sea | 169 | KXL | Port O | 152 |
| 290. KJYO-F | Okl C | 219 | WXTR-F | Wash | 193 | WLUM-F | Milw | 169 | KXOA-F | Sacra | 152 |
| 291. KSFO | SF | 218 | 361. KCTC-F | Sacra | 192 | KMOD-F | Tulsa | 169 | | | |
| KASE-F | Austin | 218 | WPXY A/F | Roch | 192 | 432. WHQT-F | Miami | 168 | | | |
| WCOS-F | ColSC | 218 | KQUE-F | Houston | 192 | KWEN-F | Tulsa | 168 | | | |
| WMCA | NY | 218 | WKSE-F | Buffalo | 192 | WOJO-F | Chicago | 168 | | | |
| WXYT | Detr | 218 | 365. KQZY-F | Dallas | 191 | WSIX-F | Nash | 168 | | | |
| 296. WMC-F | Hemp | 217 | WIKS-F | Green-NB | 191 | WRVA | Rich | 168 | | | |
| WNUA-F | Chi | 217 | 367. WDJY-F | Wash | 190 | KSFJ-F | SLC | 168 | | | |
| KFMB | SD | 217 | KDKB-F | Phoenix | 190 | KLUV-F | Dallas | 168 | | | |
| 299. WSSL A/F | GrnSC | 216 | WMHE-F | Toledo | 190 | 439. KBLX A/F | SF | 167 | | | |
| KFMK-F | Hous | 216 | KALI | LA | 190 | KTFM-F | S. Ant | 167 | | | |
| KUPD-F | Phoe | 216 | WHCN-F | Hart | 190 | KOMO | Sea | 167 | | | |
| 302. WBJW A/F | Orl | 215 | 372. WCMS A/F | Norf | 189 | KMJI-F | Denver | 167 | | | |
| 303. WFLZ-F | Tampa | 214 | KISN-F | SLC | 189 | WVIC A/F | Lansing | 167 | | | |
| KTXQ-F | Dallas | 214 | 374. WOMC-F | Detr | 188 | 444. KKAT-F | SLC | 166 | | | |
| WNOR A/F | Norflk | 214 | WFOG-F | Norf | 188 | 445. WZFX-F | Fayette | 165 | | | |
| KMPS A/F | Sea | 214 | KKGO-F | LA | 188 | WSUN | Tampa | 165 | | | |
| 307. KDFC A/F | SF | 213 | KFMB-F | SD | 188 | WZEE-F | Madison | 165 | | | |
| WTVH | Col O | 213 | WBUF-F | Buffalo | 188 | WAQI | Miami | 165 | | | |
| 309. KJQY-F | SD | 210 | WIYY-F | Balt | 188 | 449. KCOR | S. Ant | 164 | | | |
| 310. WWDH-F | ColSC | 209 | 380. WLTI-F | Detr | 187 | WDSY-F | Pitt | 164 | | | |
| KHTR-F | St.Lou | 209 | KYGO-F | Denver | 187 | 451. KGOR-F | Omaha | 163 | | | |
| 312. WWMX-F | Balt | 208 | KFKA A/F | KC | 187 | 452. XTRA-F | TIJ/SD | 162 | | | |
| 313. WPYX-F | Albany | 207 | WQDR-F | Raleigh | 187 | WKEE-F | Hunt WV | 162 | | | |
| WPOC-F | Balt | 207 | WRDU-F | Raleigh | 187 | 454. WENS-F | Indy | 161 | | | |
| WNWS | Mia | 207 | 385. WGKX-F | Memphis | 186 | KWSS-F | SJ | 161 | | | |
| WKRR-F | GrnWS | 207 | KCMO | KC | 186 | 456. WGNA-F | Albany | 160 | | | |
| 317. WHJY-F | Prov | 206 | WGMS A/F | Wash | 186 | WFBC-F | GrnSC | 160 | | | |
| WDRG-F | Hart | 206 | WCMQ-F | Miami | 186 | KXYQ-F | Port O | 160 | | | |
| WUSY-F | Chatt | 206 | 389. KITY-F | S. Ant | 185 | WKDD-F | Akron | 160 | | | |
| KKRZ-F | Port O | 206 | WKQS-F | Miami | 185 | KZPS-F | Dallas | 160 | | | |
| WFLA | Tampa | 206 | WSTO-F | Evans | 185 | 461. KFOG-F | SF | 159 | | | |
| KZFX-F | Hous | 206 | 392. WVBF-F | Boston | 184 | WBEN | Buffalo | 159 | | | |
| 323. WAPI-F | Birm | 204 | WGTZ-F | Dayton | 184 | KKYK-F | L Rock | 159 | | | |
| WMJQ-F | Buff | 204 | WQUT-F | JC/King | 184 | KBFH-F | Mc-Brown | 159 | | | |
| 325. WDJX-F | Louis | 203 | KDWB-F | Hinn | 184 | 465. KKHI A/F | SF | 158 | | | |
| 326. KNAC-F | LB/LA | 202 | 396. WBBQ-F | Aug GA | 183 | KISS-F | S. Ant | 158 | | | |
| KBPI-F | Den | 202 | KLTR-F | Houston | 183 | KKYX | S. Ant | 158 | | | |
| 328. KRQQ-F | Tucson | 201 | WRKZ-F | Harris | 183 | KACE-F | LA | 158 | | | |
| WLZR A/F | Milw | 201 | 399. WLTT-F | Wash | 182 | WNDU-F | S Bend | 158 | | | |
| 330. WDUV-F | Sra/Tmp | 200 | 400. WBLX-F | Mobile | 182 | 470. WRNS-F | Green-NB | 157 | | | |

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

| | | | | | | | | | | | |
|-----|----------|-------|-------|------|----------|--------|------|------|----------|--------|------|
| 1. | WHTZ-F | NY | 25717 | 51. | WUSL-F | Phil | 7594 | 101. | KTRH | Hous | 5589 |
| 2. | WINS | NY | 25290 | 52. | WBAP | Dallas | 7574 | 102. | KABL A/F | SF | 5579 |
| 3. | WWPR-F | NY | 23092 | 53. | WEAZ-F | Phil | 7429 | 103. | KLVE-F | LA | 5522 |
| 4. | KIIS A/F | LA | 21281 | 54. | KNBR | SF | 7421 | 104. | KILT-F | Hous | 5486 |
| 5. | WCBS | NY | 20230 | 55. | WKQX-F | Chi | 7414 | | WOGF-F | Phil | 5486 |
| 6. | WPAT A/F | NY | 18556 | 56. | WPIX-F | NY | 7383 | 106. | WLLZ-F | Detr | 5479 |
| 7. | KPWR-F | LA | 18095 | 57. | WZOU-F | Bost | 7303 | 107. | KIRO | Sea | 5446 |
| 8. | WCBS-F | NY | 17639 | 58. | WBZ | Bost | 7238 | 108. | WJLB-F | Detr | 5385 |
| 9. | WABC | NY | 17594 | 59. | WXEZ-F | Chi | 7232 | 109. | WRQX-F | Wash | 5373 |
| 10. | WLTW-F | NY | 17296 | 60. | WBMX-F | Chi | 7126 | 110. | WLWL-F | Minn | 5308 |
| 11. | WOR | NY | 16987 | 61. | WHYT-F | Detr | 7059 | 111. | KSHE-F | St. L | 5281 |
| 12. | WXRK-F | NY | 16971 | 62. | WCZY-F | Detr | 7028 | 112. | WXTU-F | Phil | 5262 |
| 13. | WGN | Chi | 16603 | 63. | KTWV-F | LA | 6993 | 113. | WTOP | Wash | 5256 |
| 14. | WQHT-F | NY | 16058 | 64. | WBZZ-F | Pitt | 6987 | 114. | KQRS A/F | Minn | 5160 |
| 15. | WNEW-F | NY | 15490 | 65. | WMMS-F | Cleve | 6981 | 115. | KSOL-F | SF | 5151 |
| 16. | WNSR-F | NY | 14696 | 66. | WQXR-F | NY | 6935 | 116. | WNIC-F | Detr | 5148 |
| 17. | WBLS-F | NY | 14298 | 67. | WWDC-F | Wash | 6915 | 117. | KSCS-F | Dallas | 5144 |
| 18. | WBBM | Chi | 14050 | 68. | WLAK-F | Chi | 6842 | 118. | WLW | Cinci | 5129 |
| 19. | WRKS-F | NY | 13608 | 69. | KIQQ-F | LA | 6832 | 119. | WSNI-F | Phil | 5116 |
| 20. | KOST-F | LA | 13386 | 70. | KMPC | LA | 6791 | 120. | KPLX-F | Dallas | 5106 |
| 21. | KRTH-F | LA | 13126 | 71. | KRBE-F | Hous | 6686 | 121. | WFBQ-F | Indy | 5105 |
| 22. | KABC | LA | 12979 | 72. | WKSZ-F | Phil | 6684 | 122. | KFAC-F | LA | 5049 |
| 23. | KNX | LA | 12576 | 73. | WCLR-F | Chi | 6622 | 123. | WWWE | Cleve | 5026 |
| 24. | KLOS-F | LA | 12410 | 74. | WRKO | Bost | 6620 | 124. | KJLH-F | LA | 5016 |
| 25. | KYW | Phil | 12127 | 75. | KFI | LA | 6597 | 125. | WROR-F | Bost | 4977 |
| 26. | WFAN | NY | 12013 | 76. | KVIL A/F | Dallas | 6596 | 126. | WJI A/F | Cleve | 4964 |
| 27. | WJR | Detr | 11926 | 77. | WNCN-F | NY | 6577 | 127. | WPRO-F | Prov | 4959 |
| 28. | WYNY-F | NY | 11894 | 78. | WRBQ A/F | Tampa | 6466 | 128. | WGAY-F | Wash | 4956 |
| 29. | KFWB | LA | 10818 | 79. | WCAU | Phil | 6456 | 129. | WMCA | NY | 4898 |
| 30. | KMOX | St. L | 10699 | 80. | WBCN-F | Bost | 6409 | 130. | WDVE-F | Pitt | 4893 |
| 31. | WMMR-F | Phil | 10657 | 81. | WMAQ | Chi | 6336 | 131. | WKLS-F | Atl | 4872 |
| 32. | WGCI-F | Chi | 10456 | 82. | KKBQ A/F | Hous | 6322 | 132. | KHYI-F | Dallas | 4868 |
| 33. | KGO | SF | 10322 | 83. | WODS-F | Bost | 6318 | 133. | WUSN-F | Chi | 4841 |
| 34. | WBBM-F | Chi | 10268 | 84. | WMGK-F | Phil | 6280 | 134. | KNIX A/F | Phoe | 4830 |
| 35. | WCCO | Minn | 9997 | 85. | WFYR-F | Chi | 6222 | 135. | WSSH-F | Bost | 4820 |
| 36. | KROQ-F | LA | 9679 | 86. | WLS | Chi | 6169 | 136. | WZGC-F | Atl | 4803 |
| 37. | KBIG-F | LA | 9375 | 87. | WEEI | Bost | 6091 | 137. | WDTX-F | Detr | 4794 |
| 38. | WNBC | NY | 9277 | 88. | KRLD | Dallas | 6012 | 138. | WSB-F | Atl | 4790 |
| 39. | WLUP-F | Chi | 9171 | 89. | KLAC | LA | 5988 | 139. | KFRC | SF | 4774 |
| 40. | WEGX-F | Phil | 9167 | 90. | KOIT | SF | 5950 | 140. | KSFO | SF | 4766 |
| 41. | KCBS | SF | 9052 | 91. | KNX-F | LA | 5921 | 141. | WHYI-F | Mia | 4757 |
| 42. | KJOI-F | LA | 8980 | 92. | KEGL-F | Dallas | 5886 | 142. | KSTP-F | Minn | 4756 |
| 43. | WYSP-F | Phil | 8725 | 93. | KIKK-F | Hous | 5857 | 143. | WJOI-F | Detr | 4750 |
| 44. | WYTZ-F | Chi | 8574 | 94. | WRIF-F | Detr | 5846 | 144. | WDAF | KC | 4743 |
| 45. | KLSX-F | LA | 8486 | 95. | WNEW | NY | 5798 | 145. | KZLA-F | LA | 4713 |
| 46. | KDKA | Pitt | 8296 | 96. | WWJ | Detr | 5796 | 146. | WLIB | NY | 4712 |
| 47. | WCKG-F | Chi | 8121 | 97. | WMZQ A/F | Wash | 5770 | 147. | WPEN | Phil | 4681 |
| 48. | WXKS-F | Bost | 8102 | 98. | KIOI-F | SF | 5746 | 148. | WLUP | Chi | 4674 |
| 49. | KMEL-F | SF | 7877 | 99. | KTNR | LA | 5692 | 149. | WTIC-F | Hart | 4655 |
| 50. | WJMK-F | Chi | 7742 | 100. | WAVA-F | Wash | 5688 | 150. | KYUU-F | SF | 4650 |

*Based on 12+ TSA Cume, Broadcast Week.

| | | | | | | | | | | | |
|------|----------|---------|------|------|----------|---------|------|------|----------|---------|------|
| 151. | WTIC | Hart | 4641 | 201. | WKRQ-F | Cinci | 3898 | 251. | WHQT-F | Mia | 3238 |
| 152. | WMAL | Wash | 4544 | 202. | WNUA-F | Chi | 3893 | 252. | WYHY-F | Nash | 3235 |
| 153. | WJIB-F | Bost | 4512 | 203. | WMJX-F | Bost | 3861 | 253. | KMEO A/F | Phoe | 3230 |
| 154. | KMJQ-F | Hous | 4503 | 204. | WAAF-F | Wor/Bos | 3854 | 254. | WMJQ-F | Buff | 3227 |
| 155. | WPGC A/F | Wash | 4500 | 205. | KDWB-F | Minn | 3847 | 255. | KNAC-F | LB/LA | 3221 |
| 156. | KUBE-F | Sea | 4499 | 206. | CKLW | Detr | 3842 | 256. | KLTR-F | Hous | 3217 |
| 157. | WLTF-F | Cleve | 4486 | 207. | WTQR-F | GreenWS | 3836 | 257. | KITS-F | SF | 3207 |
| 158. | WTMJ | Milw | 4472 | 208. | WKTI-F | Milw | 3802 | 258. | KJJO-F | Minn | 3204 |
| 159. | WIOQ-F | Phil | 4471 | 209. | KBEQ-F | KC | 3791 | 259. | WDOK-F | Cleve | 3204 |
| 160. | KLOL-F | Hous | 4464 | 210. | WBOS-F | Bost | 3777 | 260. | KZEW-F | Dallas | 3191 |
| 161. | KHTR-F | St. L | 4398 | 211. | WBJW A/F | Orl | 3767 | 261. | WBLI-F | Long Is | 3186 |
| 162. | WDAS-F | Phil | 4394 | 212. | KTXQ-F | Dallas | 3766 | 262. | WNCX-F | Cleve | 3155 |
| 163. | WADO | NY | 4376 | 213. | KDAY | LA | 3744 | 263. | KLUV-F | Dallas | 3150 |
| 164. | KRLA | LA | 4352 | 214. | WXTR-F | Wash | 3737 | 264. | WKDF-F | Nash | 3115 |
| 165. | WLTE-F | Minn | 4294 | 215. | KKGO-F | LA | 3715 | 265. | KMGC-F | Dallas | 3109 |
| 166. | WSOC-F | Char NC | 4267 | 216. | WQXI-F | Atl | 3700 | 266. | KISN-F | SLC | 3106 |
| 167. | WLYF-F | Mia | 4258 | 217. | WZZK A/F | Birm | 3694 | 267. | WFLN-F | Phil | 3085 |
| 168. | WWDB-F | Phil | 4254 | 218. | WLTT-F | Wash | 3677 | 268. | KQZY-F | Dallas | 3083 |
| 169. | WHDH | Bost | 4249 | 219. | WEBN-F | Cinci | 3657 | 269. | WWBA-F | Tampa | 3072 |
| 170. | WCSX-F | Det | 4247 | 220. | KFMB-F | SD | 3655 | 270. | KZFX-F | Hous | 3065 |
| 171. | WBSB-F | Balt | 4245 | 221. | WWSW-F | Pitt | 3652 | 271. | WWKA-F | Orl | 3062 |
| 172. | WIOG-F | Sag-BC | 4228 | 222. | WSHH-F | Pitt | 3645 | | KKRZ-F | Port OR | 3062 |
| 173. | WXRT-F | Chi | 4218 | 223. | WZPL-F | Indy | 3632 | 273. | WAMZ-F | Lou | 3061 |
| 174. | WSKQ | NY | 4192 | 224. | KTAR | Phoe | 3626 | 274. | WJQY-F | Mia | 3059 |
| 175. | KKDA-F | Dallas | 4185 | 225. | WHAS | Lou | 3592 | 275. | WWRL | NY | 3030 |
| 176. | WCXR-F | Wash | 4173 | 226. | WPOW-F | Mia | 3541 | 276. | WOMC-F | Detr | 3029 |
| 177. | KOA | Denver | 4169 | 227. | WEZB-F | New Or1 | 3538 | 277. | KWSS-F | SJ | 3027 |
| 178. | KRQR-F | SF | 4150 | 228. | WMXJ-F | Mia | 3529 | 278. | WXVY-F | Balt | 3023 |
| 179. | WKYS-F | Wash | 4141 | 229. | WQAL-F | Cleve | 3524 | 279. | KFOG-F | SF | 3013 |
| 180. | KPLZ-F | Sea | 4135 | 230. | WXLK-F | Roanoke | 3516 | 280. | WRAL-F | Raleigh | 3012 |
| | WSB | Atl | 4135 | 231. | KRTH | LA | 3505 | | KGB-F | SD | 3012 |
| 182. | WVEE-F | Atl | 4130 | 232. | KKLQ-F | SD | 3475 | | | | |
| | WBAB-F | Long Is | 4130 | 233. | WLIF-F | Balt | 3445 | | | | |
| 184. | WBAL | Balt | 4122 | 234. | WRCH-F | Hart | 3441 | | | | |
| | WHUR-F | Wash | 4122 | 235. | WDRC-F | Hart | 3436 | | | | |
| 186. | WALK A/F | Long Is | 4119 | 236. | WMYG-F | Pit | 3416 | | | | |
| | WJJD | Chi | 4119 | 237. | WEZN-F | Bridge | 3374 | | | | |
| 188. | WPCH-F | Atl | 4117 | 238. | KEEY-F | Minn | 3357 | | | | |
| 189. | WAPW-F | Atl | 4086 | 239. | KBLX A/F | SF | 3354 | | | | |
| 190. | KZZP-F | Phoe | 4078 | 240. | WMMX-F | Balt | 3349 | | | | |
| 191. | WKHX-F | Atl | 4064 | 241. | KOMO | Sea | 3340 | | | | |
| 192. | WZLX-F | Bost | 4057 | 242. | KYYS-F | KC | 3335 | | | | |
| 193. | WIVK A/F | Knox | 4030 | 243. | KEZK-F | St. L | 3306 | | | | |
| 194. | WYAY-F | Atl | 4029 | 244. | KDFC A/F | SF | 3305 | | | | |
| 195. | KSAN-F | SF | 3992 | 245. | WIL-F | St. L | 3302 | | | | |
| 196. | WQUE A/F | New Or1 | 3964 | 246. | KMEZ A/F | Dallas | 3274 | | | | |
| 197. | WWWF | Detr | 3949 | 247. | KRXY A/F | Den | 3271 | | | | |
| 198. | KODA-F | Hous | 3947 | 248. | KSD-F | St. L | 3259 | | | | |
| 199. | WFOX-F | Atl | 3910 | 249. | WAXY-F | Mia | 3254 | | | | |
| 200. | WNCI-F | Col OH | 3905 | 250. | WYNF-F | Tampa | 3252 | | | | |

AMERICA'S LEADING STATIONS - METRO CUME RATING* (30.0+)

| | | | | | | | |
|-----|----------|-----------|------|-----|----------|-----------|------|
| 1. | KTRS-F | Casper | 56.5 | 44. | WTIC | Hartford | 34.2 |
| 2. | WIXX-F | Green B | 48.7 | | WNDU-F | S. Bend | 34.2 |
| 3. | WMEE-F | Ft. Wayne | 47.6 | 46. | WHOT-F | Young | 33.9 |
| 4. | WJBC | Bloom | 46.4 | 47. | WAYV-F | Atl C | 33.7 |
| 5. | KRLB-F | Lubbock | 45.3 | | WXBQ-F | JC-King | 33.7 |
| 6. | WBBQ-F | Aug. GA | 45.2 | 49. | WHHY-F | Mont | 33.6 |
| | WBNQ-F | Bloom | 45.2 | | KDKA | Pitts | 33.6 |
| 8. | WIVK A/F | Knox | 44.6 | 51. | WICC | Bridge | 33.4 |
| 9. | WTCR A/F | Hunt WV | 44.5 | | WSKZ-F | Chatt | 33.4 |
| | WIOG-F | Sag-BC | 44.5 | 53. | WGLF-F | Talla | 33.3 |
| 11. | KMOX | St. Louis | 43.9 | 54. | WXKC-F | Erie | 33.1 |
| 12. | WKEE-F | Hunt WV | 43.7 | 55. | KGOT-F | Anchorage | 32.9 |
| 13. | WKFR-F | Kala | 43.4 | 56. | WPRR-F | Altoona | 32.4 |
| 14. | WWNC | Ashe | 43.0 | 57. | WHAS | Louis | 32.2 |
| 15. | WOMP-F | Wheeling | 42.2 | 58. | WQSM-F | Fayette | 32.0 |
| 16. | WAAL-F | Bingh | 41.9 | 59. | WYYY-F | Syracuse | 31.8 |
| 17. | WSTO-F | Evans | 40.7 | | WABB-F | Mobile | 31.8 |
| 18. | WXLK-F | Roanoke | 40.6 | 61. | WKHI-F | Salis-OC | 31.7 |
| | WJET-F | Erie | 40.6 | 62. | WCGQ-F | Col GA | 31.6 |
| 20. | WAYS-F | Macon | 39.2 | 63. | WZAT-F | Savan | 31.4 |
| 21. | KOKZ-F | Water-CF | 38.2 | | WTIC-F | Hartford | 31.4 |
| 22. | KWTO-F | Spg. MO | 38.0 | 65. | WAPE A/F | Jkville | 31.3 |
| 23. | WKSF-F | Ashe | 37.6 | 66. | KWTX-F | Waco | 31.1 |
| | WZEE-F | Madison | 37.6 | 67. | WLAP-F | Lex | 31.0 |
| 25. | KFMW-F | Water-CF | 37.0 | | WRBQ A/F | Tampa | 31.0 |
| | KSMB-F | Lafay LA | 37.0 | | WAJI-F | Ft. Wayne | 31.0 |
| 27. | WZYP-F | Hunts | 36.9 | | WMHE-F | Toledo | 31.0 |
| 28. | WVIC A/F | Lansing | 36.6 | 71. | KBFM-F | Mc-Brown | 30.9 |
| 29. | WROK | Rock | 36.4 | | KKRD-F | Wich | 30.9 |
| | WPRO-F | Prov | 36.4 | 73. | KOUL-F | Corpus C | 30.8 |
| 31. | WNNK-F | Harris | 36.3 | 74. | WFBG | Altoona | 30.6 |
| | WQUT-F | JC-King | 36.3 | | KZFM-F | Corpus C | 30.6 |
| 33. | WTHI-F | Terre H | 35.5 | 76. | WCOS-F | Col SC | 30.5 |
| | WDAY-F | Fargo | 35.5 | | WKRZ-F | Scran | 30.5 |
| 35. | KQMQ A/F | Hono | 35.4 | 78. | WKSJ A/F | Mobile | 30.4 |
| 36. | WCCO | Minn | 35.3 | | KGBT | Mc-Brown | 30.4 |
| 37. | WKZW-F | Peoria | 35.0 | | KTTS-F | Spg MO | 30.4 |
| 38. | KTWO | Casper | 34.8 | 81. | KSSN-F | L. Rock | 30.3 |
| | WZOK-F | Rock | 34.8 | | WPXY A/F | Roches | 30.3 |
| 40. | KYYA-F | Billings | 34.6 | 83. | WKCI-F | N Haven | 30.2 |
| | KRQQ-F | Tucson | 34.6 | 84. | WCKK-F | Erie | 30.0 |
| 42. | WTHZ-F | Talla | 34.5 | | | | |
| | WIKY-F | Evans | 34.5 | | | | |

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

| CHR/TOP 40/CONTEMP (+200) | | | AOR/CLASSIC (+200) | | | AC/SOFT ROCK/OLDIES (+200) | | | MOR/VARIETY (+100) | | | | | | |
|---------------------------|----------|----------|--------------------|-----|----------|----------------------------|------|-----|--------------------|---------|------|-----|--------|-----------|-----|
| 1. | WHTZ-F | NY | 1639 | 1. | WXRK-F | NY | 1018 | 1. | WLTW-F | NY | 1230 | 1. | WJR | Detroit | 907 |
| 2. | KIIS A/F | LA | 1284 | 2. | WHEW-F | NY | 1000 | 2. | WCBS-F | NY | 1174 | 2. | WCCO | Minn | 840 |
| 3. | WUPR-F | NY | 1206 | 3. | KLOS-F | LA | 890 | 3. | KOST-F | LA | 872 | 3. | KDKA | Pitts | 660 |
| 4. | WEGX-F | Phil | 640 | 4. | WMMR-F | Phil | 800 | 4. | KRTH-F | LA | 794 | 4. | WBZ | Boston | 525 |
| 5. | WRBQ A/F | Tampa | 584 | 5. | KROQ-F | LA | 630 | 5. | WNSR-F | NY | 777 | 5. | KNBR | SF | 422 |
| 6. | WXKS-F | Boston | 574 | 6. | WLUP-F | Chicago | 624 | 6. | KBIG-F | LA | 669 | 6. | WTIC | Hart | 413 |
| 7. | KHEL-F | SF | 516 | 7. | WCVG-F | Chicago | 553 | 7. | KVIL A/F | Dallas | 527 | 7. | WTHJ | Milw | 370 |
| 8. | KRBE-F | Houston | 472 | 8. | WYSP-F | Phil | 533 | 8. | WKSZ-F | Phil | 488 | 8. | WLW | Cinci | 367 |
| 9. | WBZZ-F | Pitts | 472 | 9. | KLSX-F | LA | 485 | 9. | WVAK-F | Chicago | 486 | 9. | WSB | Atlanta | 306 |
| 10. | WZOU-F | Boston | 461 | 10. | WFBC-F | Indy | 479 | 10. | WJHK-F | Chicago | 474 | 10. | WMAL | Wash | 297 |
| 11. | WBBM-F | Chicago | 455 | 11. | WBCN-F | Boston | 477 | 11. | KIQQ-F | LA | 445 | 11. | WHDH | Boston | 273 |
| 12. | WYTZ-F | Chicago | 437 | 12. | KSHE-F | St.Louis | 472 | 12. | WCLR-F | Chicago | 424 | 12. | WHAS | Lou | 269 |
| 13. | WPRO-F | Prov | 413 | 13. | WMMS-F | Cleve | 445 | 13. | WNBC | NY | 422 | 13. | KFAB | Omaha | 240 |
| 14. | WIOG-F | Sag-BC | 409 | 14. | WKLS-F | Atlanta | 439 | 14. | WODS-F | Boston | 421 | 14. | WIBC | Indy | 231 |
| 15. | KKBQ A/F | Houston | 382 | 15. | KQRS A/F | Minn | 428 | 15. | KOIT A/F | SF | 387 | 15. | KFHV | SD | 217 |
| 16. | WHYT-F | Detroit | 335 | 16. | WVDC-F | Wash | 393 | 16. | WHJI A/f | Cleve | 375 | 16. | WTVN | Col O | 213 |
| 17. | WLOL-F | Hinn | 335 | 17. | WLZ-F | Detroit | 357 | 17. | WKQX-F | Chicago | 368 | 17. | WGY | Albany | 197 |
| 18. | WCZY-F | Detroit | 327 | 18. | KLOL-F | Houston | 348 | 18. | KSTP-F | Minn | 360 | 18. | WRVA | Rich | 168 |
| 19. | WTIC-F | Hart | 319 | 19. | WEBN-F | Cinci | 318 | 19. | WMGK-F | Phil | 359 | 19. | KOMO | Sea | 167 |
| 20. | KEGL-F | Dallas | 316 | 20. | WYWF-F | Tampa | 308 | 20. | KFI | LA | 343 | 20. | WBEN | Buffalo | 159 |
| 21. | WAPW-F | Atlanta | 311 | 21. | WXRT-F | Chicago | 303 | 21. | WSSH-F | Boston | 339 | 21. | WHAM | Roch | 155 |
| 22. | WBSB-F | Balt | 301 | 22. | WDVE-F | Pitts | 296 | 22. | WPIX-F | NY | 334 | | KMBZ | KC | 155 |
| 23. | WAVA-F | Wash | 293 | 23. | WHYG-F | Pitts | 293 | 23. | WSB-F | Atlanta | 333 | 23. | WHO | DesMoines | 154 |
| 24. | KHYI-F | Dallas | 289 | 24. | WRIF-F | Detroit | 286 | 24. | KIOI-F | SF | 312 | 24. | KSSK | Honolulu | 148 |
| 25. | WNCI-F | Col O | 287 | 25. | KYYS-F | KC | 286 | 25. | WSNI-F | Phil | 306 | 25. | WKRC | Cinci | 147 |
| 26. | WZGC-F | Atlanta | 285 | 26. | KGB-F | SD | 279 | 26. | WLTF-F | Cleve | 306 | 26. | WFBR | Balt | 143 |
| 27. | WXLK-F | Roanoke | 283 | 27. | KJJO-F | Minn | 260 | 27. | WALK A/F | Long Is | 303 | 27. | KSL | SLC | 142 |
| 28. | KZZP A/F | Phoenix | 282 | 28. | WCMF-F | Roch | 257 | 28. | WGLF-F | Phil | 301 | 28. | WHT | Cedar R | 135 |
| 29. | KPLZ-F | Sea | 278 | 29. | KNX-F | LA | 250 | 29. | WROR-F | Boston | 278 | 29. | KEX | Port OR | 133 |
| 30. | WRQX-F | Wash | 273 | 30. | WKLH-F | Milw | 249 | 30. | WNIC-F | Detroit | 277 | 30. | KKOB | Albuq | 126 |
| 31. | KUBE-F | Sea | 272 | 31. | KRQR-F | SF | 246 | | WWSW-F | Pitts | 277 | 31. | KRHG | Tulsa | 124 |
| 32. | WKRC-F | Cinci | 270 | | WZLX-F | Boston | 246 | 32. | WLTE-F | Minn | 268 | 32. | WHIO | Dayton | 123 |
| 33. | WHYI-F | Hiami | 265 | 33. | WBAB-F | Long Is | 241 | 33. | WFYR-F | Chicago | 263 | 33. | WSYR | Syracuse | 122 |
| 34. | WPOW-F | Hiami | 259 | 34. | WCSX-F | Detroit | 240 | 34. | WMXJ-F | Miami | 257 | | WIKY-F | Evans | 122 |
| 35. | WZPL-F | Indy | 259 | 35. | KAZY-F | Denver | 233 | 35. | WFOX-F | Atlanta | 252 | 35. | WDBO | Orlando | 115 |
| 36. | WKTI-F | Milw | 254 | 36. | WCXR-F | Wash | 232 | 36. | WIOQ-F | Phil | 243 | 36. | WBT | Char NC | 109 |
| 37. | WAPE A/F | Jkville | 253 | | WGTR-F | Miami | 232 | 37. | KRLA | LA | 240 | 37. | WPRO | Prov | 102 |
| 38. | KKLQ-F | SD | 252 | 38. | WKDF-F | Nash | 228 | 38. | WMJX-F | Boston | 239 | | | | |
| 39. | WEZB-F | New OrL | 245 | 39. | WAAF-F | Boston | 227 | 39. | KXKL-F | Denver | 236 | | | | |
| 40. | KITZ-F | SF | 243 | | WNCX-F | Cleve | 227 | 40. | WJQY-F | Miami | 234 | | | | |
| 41. | WDTX-F | Detroit | 234 | 41. | KSD-F | St.Louis | 221 | 41. | WRAL-F | Raleigh | 233 | | | | |
| 42. | KRXY A/F | Denver | 232 | 42. | KUPD-F | Phoenix | 216 | 42. | WOCL-F | Orlando | 231 | | | | |
| | KBEQ-F | KC | 232 | 43. | KTXQ-F | Dallas | 214 | 43. | WSNY-F | Col O | 224 | | | | |
| | WYHY-F | Nash | 232 | | WNOR A/F | Norf | 214 | | WQXI-F | Atlanta | 224 | | | | |
| 45. | KYUU-F | SF | 228 | 45. | WPLY-F | Albany | 207 | 45. | KSFO | SF | 218 | | | | |
| | WRVQ-F | Rich | 228 | | WKRR-F | GreenWS | 207 | 46. | KFHK-F | Houston | 216 | | | | |
| 47. | WANS-F | GreenSC | 224 | 47. | KZFX-F | Houston | 206 | 47. | WFLZ-F | Tampa | 214 | | | | |
| 48. | WBFI-F | Long Is | 223 | | WHJY-F | Prov | 206 | 48. | WMHX-F | Balt | 208 | | | | |
| 49. | WMEE-F | Ft.Wayne | 221 | 49. | KBPI-F | Denver | 202 | 49. | WRDC-F | Hart | 206 | | | | |
| 50. | KJYO-F | Okl C | 219 | | KNAC-F | LA | 202 | 50. | WUSA-F | Tampa | 200 | | | | |
| 51. | WMC-F | Memphis | 217 | 51. | WLZR A/F | Milw | 201 | | WDOK-F | Cleve | 200 | | | | |
| 52. | WBJW A/F | Orlando | 215 | | | | | | WSTF-F | Orlando | 200 | | | | |
| 53. | KHTR-F | St.Louis | 209 | | | | | | | | | | | | |
| 54. | KKRZ-F | Port OR | 206 | | | | | | | | | | | | |
| 55. | WAPI-F | Birm | 204 | | | | | | | | | | | | |
| | WHJQ-F | Buff | 204 | | | | | | | | | | | | |
| 57. | WDJX-F | Louis | 203 | | | | | | | | | | | | |
| 58. | KRQQ-F | Tucson | 201 | | | | | | | | | | | | |

CLASSICAL (+50)

JAZZ/NEW AGE (+70)

RELIGION/GOSPEL (+40)

| | | | | | | | | | | | | | | | |
|----|--------|---------|-----|-----|--------|---------|----|-----|--------|---------|----|-----|--------|---------|----|
| 1. | WWRL | NY | 342 | 9. | WWDJ | NY | 76 | 17. | WMUZ-F | Detroit | 54 | | KCIS | Sea | 45 |
| 2. | KOJO-F | Dallas | 153 | 10. | KYHS-F | LA | 75 | 18. | KFAX | SF | 53 | | WYCA-F | Chicago | 45 |
| 3. | WFHE-F | NY | 139 | 11. | KBRT | LA | 72 | 19. | WMBM | Miami | 51 | 27. | KPDQ-F | Port OR | 43 |
| 4. | KHVN | Dallas | 103 | 12. | WPCE | Norf | 69 | 20. | WYCB | Wash | 49 | 28. | WAGG | Birm | 42 |
| 5. | WBGR | Balt | 95 | 13. | WNAP | Phil | 64 | 21. | KCIJ | Shreve | 48 | 29. | KEAR-F | SF | 41 |
| 6. | KKLA-F | LA | 93 | 14. | KFSG-F | LA | 58 | 22. | WRBS-F | Balt | 47 | 30. | WPIT-F | Pitts | 40 |
| 7. | WBOK | New OrL | 83 | 15. | KHCB | Houston | 56 | 23. | WOAD | Jack MS | 46 | | WROL | Boston | 40 |
| 8. | KCHS-F | Sea | 81 | 16. | WDAC-F | Lanc | 55 | 24. | WXXO | Orlando | 45 | | | | |

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

BEAUTIFUL MUSIC/EZ (+150)

| | | | |
|--------------|----------|---------|-----|
| 1. WPAT A/F | NY | 1548 | |
| 2. KUOI-F | LA | 713 | |
| 3. WEAZ-F | Phil | 579 | |
| 4. WKEZ-F | Chicago | 578 | |
| 5. KABL A/F | SF | 537 | |
| 6. WLYF-F | Miami | 468 | |
| 7. WJOI-F | Detroit | 397 | |
| 8. WGAY-F | Wash | 395 | |
| 9. WPCF-F | Atlanta | 350 | |
| 10. WLIF-F | Balt | 349 | |
| 11. WRCH-F | Hart | 343 | |
| 12. WJTB-F | Boston | 337 | |
| 13. WSHH-F | Pitts | 334 | |
| 14. WWBA-F | Tampa | 308 | |
| 15. WQAL-F | Cleve | 304 | |
| 16. WLKW-F | Prov | 300 | |
| | KODA-F | Houston | 300 |
| 18. KMEZ A/F | Dallas | 297 | |
| 19. KMEO A/F | Phoenix | 291 | |
| 20. WEZN-F | Bridge | 262 | |
| 21. KEZK-F | St.Louis | 245 | |
| 22. WHUD-F | Peck | 235 | |
| 23. WHIO-F | Dayton | 228 | |
| 24. WSSP-F | Orlando | 225 | |
| 25. KBAY-F | SJ | 223 | |
| 26. KOSI-F | Denver | 222 | |
| 27. WEAT A/F | W Palm | 212 | |
| 28. KJQY-F | SD | 210 | |
| 29. WDUV-F | Tampa | 200 | |
| 30. KOXT-F | S. Ant | 197 | |
| | WROW-F | Albany | 197 |
| 32. KCTC-F | SAC | 192 | |
| 33. WFOG-F | Norf | 188 | |
| 34. WBNS-F | Col O | 180 | |
| 35. WEZW-F | Milw | 177 | |
| 36. WXTZ-F | Indy | 172 | |
| 37. WAYL-F | Minn | 170 | |
| | WWEZ-F | Cinci | 170 |
| 39. KBRD-F | Sea | 169 | |
| 40. KSFI-F | SLC | 168 | |
| 41. WNCE-F | Lanc | 154 | |
| 42. KMBR-F | KC | 150 | |

HISPANIC (+50)

| | | | |
|------------|----------|---------|----|
| 1. KTNO | LA | 705 | |
| 2. KLVE-F | LA | 530 | |
| 3. WADO | NY | 520 | |
| 4. WSKQ | NY | 504 | |
| 5. KWKW | LA | 318 | |
| 6. WJIT | NY | 262 | |
| 7. WKDM | NY | 260 | |
| 8. WQBA | Miami | 247 | |
| 9. KSKQ | LA | 224 | |
| 10. KGBT | Mc-Brown | 194 | |
| 11. KALI | LA | 190 | |
| 12. WCMQ-F | Miami | 186 | |
| 13. KSKQ-F | LA | 178 | |
| 14. WOJO-F | Chicago | 168 | |
| 15. WAQI | Miami | 165 | |
| 16. KCOR | S.Ant | 164 | |
| 17. WIND | Chicago | 137 | |
| 18. KLAT | Houston | 115 | |
| 19. WQBA-F | Miami | 111 | |
| 20. KBRG-F | SF | 97 | |
| 21. KESS | Dallas | 91 | |
| 22. KIQI | SF | 81 | |
| 23. KIWW-F | Mc-Brown | 75 | |
| 24. KQK-F | Houston | 69 | |
| | KYST | Houston | 69 |
| 26. KXYZ | Houston | 60 | |
| 27. KEDA | S. Ant | 52 | |
| 28. KBNA-F | EP | 50 | |

COUNTRY (+180)

| | | | |
|--------------|----------|---------|-----|
| 1. WYNY-F | NY | 790 | |
| 2. WBAP | Dallas | 562 | |
| 3. WMZQ A/F | Wash | 482 | |
| 4. KIKK-F | Houston | 463 | |
| 5. KNIX A/F | Phoenix | 454 | |
| 6. WDAF | KC | 451 | |
| 7. WXTU-F | Phil | 444 | |
| 8. WIVK A/F | Knox | 442 | |
| 9. KILT-F | Houston | 415 | |
| 10. KPLX-F | Dallas | 409 | |
| 11. KZLA-F | LA | 392 | |
| 12. WTQR-F | Green WS | 370 | |
| 13. WSOC-F | Char NC | 369 | |
| 14. KSCS-F | Dallas | 358 | |
| 15. WKHX-F | Atlanta | 354 | |
| 16. WYAY-F | Atlanta | 353 | |
| 17. WUSN-F | Chicago | 339 | |
| 18. WZZK A/F | Birm | 322 | |
| 19. WIL-F | St.Louis | 303 | |
| 20. KLAC | LA | 300 | |
| 21. WWWW-F | Detroit | 299 | |
| 22. KSSN-F | L Rock | 292 | |
| 23. WBOS-F | Boston | 280 | |
| | WKKA-F | Orlando | 280 |
| 25. WAMZ-F | Lou | 270 | |
| 26. WQYK A/F | Tampa | 268 | |
| 27. WSM-F | Nash | 256 | |
| 28. KSAN-F | SF | 253 | |
| | KEEY-F | Minn | 253 |
| | WYNK A/F | Baton R | 253 |
| 31. WESC-F | Green SC | 250 | |
| 32. WFMS-F | Indy | 243 | |
| 33. WHIL-F | Milw | 235 | |
| 34. KXXY-F | Okl C | 229 | |
| 35. WVLK-F | Lex | 224 | |
| 36. WGAR-F | Cleve | 220 | |
| 37. KASE-F | Austin | 218 | |
| | WCOS-F | Col SC | 218 |
| 39. WSSL A/F | Green SC | 216 | |
| 40. KMPS A/F | Sea | 214 | |
| 41. WPOC-F | Balt | 207 | |
| 42. WUSY-F | Chatt | 206 | |
| 43. WMSI-F | Jack MS | 200 | |
| 44. WLVK-F | Char NC | 194 | |
| 45. WCMS A/F | Norf | 189 | |
| 46. WQDR-F | Raleigh | 187 | |
| | KFKF A/F | KC | 187 |
| | KYGO-F | Denver | 187 |
| 49. WGKX-F | Memphis | 186 | |
| 50. WKQS-F | Miami | 185 | |
| 51. WBEE-F | Roch | 180 | |
| 52. WRKZ-F | Harris | 178 | |

BLACK/URBAN (+110)

| | | | |
|--------------|----------|--------|-----|
| 1. KPWR-F | LA | 1313 | |
| 2. WRKS-F | NY | 1270 | |
| 3. WQHT-F | NY | 1132 | |
| 4. WGCI-F | Chicago | 1098 | |
| 5. WBLS-F | NY | 1075 | |
| 6. WUSL-F | Phil | 754 | |
| 7. WJLB-F | Detroit | 540 | |
| 8. KMJQ-F | Houston | 523 | |
| 9. WLIB | NY | 505 | |
| 10. KKDA-F | Dallas | 464 | |
| 11. WVEE-F | Atlanta | 434 | |
| 12. WBMX-F | Chicago | 370 | |
| 13. WKYS-F | Wash | 360 | |
| 14. WQUE A/F | New OrL | 342 | |
| 15. WPGC A/F | Wash | 338 | |
| 16. KSOL-F | SF | 322 | |
| 17. WHUR-F | Wash | 309 | |
| 18. WDAS-F | Phil | 304 | |
| 19. WEDR-F | Miami | 299 | |
| 20. KJLH-F | LA | 280 | |
| 21. WXYV-F | Balt | 266 | |
| 22. WZAK-F | Cleve | 259 | |
| 23. KDAY | LA | 250 | |
| 24. WAMO-F | Pitts | 246 | |
| 25. WHRK-F | Memphis | 241 | |
| 26. KMJM-F | St.Louis | 238 | |
| 27. WCKZ-F | Char NC | 222 | |
| 28. WWDN-F | Col SC | 209 | |
| 29. WJHM-F | Orlando | 197 | |
| 30. WJMI-F | Jack MS | 194 | |
| 31. WIKS-F | Green NB | 191 | |
| 32. WDJY-F | Wash | 190 | |
| 33. WBLX-F | Mobile | 182 | |
| 34. WVON | Chicago | 179 | |
| 35. WYLD-F | New OrL | 177 | |
| 36. WLUM-F | Milw | 169 | |
| 37. KBLX A/F | SF | 167 | |
| | KTFM-F | S. Ant | 167 |
| 39. WZFX-F | Fayette | 165 | |
| 40. KACE-F | LA | 156 | |
| 41. KRNB-F | Memphis | 155 | |
| 42. WPEF-F | Char NC | 153 | |
| 43. WILD | Boston | 144 | |
| | WKXX-F | Birm | 144 |
| 45. WAOK | Atlanta | 143 | |
| 46. WMYK-F | Norf | 142 | |
| 47. KPRS-F | KC | 137 | |
| 48. WTLC-F | Indy | 135 | |
| 49. WOWI-F | Norf | 133 | |
| 50. WCDX-F | Rich | 121 | |
| 51. WPLZ-F | Rich | 117 | |
| | WOL | Wash | 117 |
| 53. WBLK-F | Buffalo | 112 | |
| 54. WGHT-F | Balt | 109 | |
| 55. WEKS-F | Atlanta | 106 | |

NEWS/TALK (+100)

| | | | |
|------------|----------|---------|-----|
| 1. WOR | NY | 1331 | |
| 2. WGN | Chicago | 1276 | |
| 3. KABC | LA | 1093 | |
| 4. WINS | NY | 1075 | |
| 5. KMOX | St.Louis | 1065 | |
| 6. WABC | NY | 1040 | |
| 7. WCBS | NY | 939 | |
| 8. KGO | SF | 859 | |
| 9. WBBM | Chicago | 783 | |
| 10. KNX | LA | 639 | |
| 11. KYW | Phil | 578 | |
| 12. WFAN | NY | 573 | |
| 13. KCBS | SF | 564 | |
| 14. WRKO | Boston | 533 | |
| 15. KFWB | LA | 475 | |
| 16. WJWB-F | Phil | 393 | |
| 17. KIRO | Sea | 391 | |
| 18. KTRH | Houston | 377 | |
| 19. WCAU | Phil | 365 | |
| 20. KFI | LA | 343 | |
| 21. WBAL | Balt | 340 | |
| 22. WWWE | Cleve | 333 | |
| 23. KTAR | Phoenix | 315 | |
| 24. WLUP | Chicago | 311 | |
| 25. KRLD | Dallas | 307 | |
| 26. WWJ | Detroit | 296 | |
| 27. WEEI | Boston | 274 | |
| 28. KOA | Denver | 265 | |
| 29. WTOP | Wash | 228 | |
| 30. KSDO | SD | 226 | |
| 31. WMAQ | Chicago | 221 | |
| 32. WMCA | NY | 218 | |
| | WXYT | Detroit | 218 |
| 34. WNWS | Miami | 207 | |
| 35. WFLA | Tampa | 206 | |
| 36. KFBK | Sacra | 195 | |
| 37. WINZ | Miami | 194 | |
| 38. WIOD | Miami | 193 | |
| 39. KCMO | KC | 186 | |
| 40. WWL | New OrL | 156 | |
| 41. KXL | Port OF | 152 | |
| | WTAE | Pitts | 152 |
| 43. WHJJ | Prov | 148 | |
| 44. WOA1 | S. Ant | 139 | |
| 45. KPRC | Houston | 138 | |
| 46. KLIF | Dallas | 136 | |
| 47. WGST | Atlanta | 134 | |
| 48. WWRG | Wash | 133 | |
| 49. KFYI | Phoenix | 129 | |
| 50. KMJ | Fresno | 122 | |
| 51. KQV | Pitts | 108 | |
| 52. WCKY | Cinci | 105 | |
| 53. KSTP | Minn | 102 | |

NOSTALGIA (+70)

| | | | |
|--------------|----------|------|----|
| 1. WPEN | Phil | 522 | |
| 2. KMPC | LA | 450 | |
| 3. WNEW | NY | 433 | |
| 4. CKLW | Detroit | 356 | |
| 5. WJJD | Chicago | 342 | |
| 6. KFRC | SF | 278 | |
| 7. WHLI | Long Is | 172 | |
| 8. KPOP | SD | 152 | |
| 9. WOKY | Milw | 151 | |
| 10. KIXI | Sea | 144 | |
| 11. WJAS | Pitts | 143 | |
| 12. WRMR | Cleve | 133 | |
| 13. WITH | Balt | 103 | |
| 14. WGUL A/F | Tampa | 98 | |
| 15. KAAM | Dallas | 96 | |
| 16. WXKS | Boston | 92 | |
| 17. WECK | Buffalo | 89 | |
| 18. KYTE | Port OR | 85 | |
| 19. WFTL | Miami | 77 | |
| 20. KOMA | Okl City | 74 | |
| | WHAT | Phil | 74 |

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

| <u>CHR/TOP 40/CONTEMP (+14.0)</u> | <u>AOR (+9.0)</u> | <u>BTFL MUSIC/EZ (+9.0)</u> | <u>COUNTRY (+11)</u> |
|-----------------------------------|---------------------------|-----------------------------|---------------------------|
| 1. KTRS-F Casper 43.8 | 1. KGGO-F Des M 21.5 | 1. WDUV-F Sara 17.2 | 1. WIVK A/F Knox 35.5 |
| 2. KRLB-F Lubbock 30.7 | 2. WGLF-F Talla 18.1 | 2. WZID-F Manch 17.2 | 2. WTCR A/F Hunt WV 31.7 |
| 3. WIXX-F G.Bay 29.0 | 3. KEZO A/F Omaha 17.7 | 3. WFBG-F Altoona 15.9 | 3. WWNC Ashe 27.4 |
| 4. WKFR-F Kala 28.5 | 4. WBLM-F Port M 16.8 | 4. WSWT-F Peoria 15.4 | 4. KGHL Blngs 22.2 |
| 5. WBBQ-F Aug 27.2 | 5. WIMZ A/F Knox 16.4 | 5. WFPG-F Atl C 14.2 | 5. WDEN A/F Macon 20.9 |
| 6. WKEE-F Hunt WV 27.1 | 6. WXLP-F Daven 16.1 | 6. KXLY-F Spok 13.8 | 6. KSSN-F L. Rock 20.3 |
| 7. WUHP-F Wheel 25.8 | 7. WCMF-F Roch 16.0 | 7. WEZN-F Bridge 13.8 | 7. KTWQ Casper 20.2 |
| 8. WBNQ-F Bloom 25.0 | 8. WAPL-F App-Osh 15.2 | 8. WQLT-F Casper 13.5 | 8. WTHI-F Terre H 20.0 |
| 9. WMEE-F F.Wyne 24.6 | 9. WFBQ-F Indy 14.9 | 9. WNCE-F Lanc 13.0 | 9. WQBE-F Char WV 19.9 |
| 10. WIOG-F Sag-BC 24.3 | 10. WKQQ-F Lex 14.9 | 10. WHIO-F Dayton 12.8 | 10. WCOS-F Col SC 19.5 |
| 11. WJET-F Erie 24.1 | 11. WSMF-F Wilm NC 14.4 | 11. WSRS-F Worc 12.7 | 11. WXBQ-F JC-King 19.4 |
| 12. WAAL-F Bingh 23.9 | 12. KWHL-F Anch 14.3 | 12. WQVZ-F Allen 12.5 | 12. WLWI-F Mont 19.2 |
| 13. WQUT-F JC-King 22.6 | 13. WEBN-F Cinci 13.6 | 13. WLKW-F Prov 12.4 | 13. KTTS-F Spg. MO 19.2 |
| 14. KWTO-F Spg HO 22.5 | 14. KQWB-F Fargo 13.3 | 14. WJBA-F Madison 12.3 | 14. WYNK A/F BR 18.3 |
| 15. WVIC A/F Lansg 22.0 | 15. WKRR-F Green WS 13.3 | 15. WEZK-F Knox 12.0 | 15. WVAM Altoona 18.2 |
| 16. WNNK-F Harris 21.7 | 16. KHOD-F Tulsa 13.2 | 16. WMLV-F Daytona 12.0 | 16. WKSJ A/F Mobile 17.7 |
| 17. WZYP-F Hunts 21.7 | 17. WZZQ-F Terre H 13.2 | 17. WEZY-F Lake 11.9 | 17. WTQR-F GreenWS 17.5 |
| 18. WXLK-F Roan 20.9 | 18. KDJK-F Modes 13.0 | 18. WRCH-F Hart 11.8 | 18. KOUL-F Corpus 16.9 |
| 19. WZOK-F Rock 20.7 | 19. WTUE-F Dayton 12.8 | 19. WHBC-F Canton 11.8 | 19. KLLL-F Lubbock 16.9 |
| 20. WKSF-F Ashe 20.7 | 20. WWCT-F Peoria 12.5 | 20. KELO-F S.Falls 11.6 | 20. WDRM-F Hunts 16.9 |
| 21. KRQQ-F Tucson 20.5 | 21. WOUR-F Utica 12.5 | 21. WROW-F Albany 11.5 | 21. KTPK-F topeka 16.5 |
| 22. WSTO-F Evans 19.9 | 22. WAAF-F Worc 12.5 | 22. WLQR-F Toledo 11.5 | 22. KCCY-F Pueblo 16.4 |
| 23. KFMW-F WaterCF 19.9 | 23. WPYX-F Albany 12.4 | 23. WDUZ-F G. Bay 11.4 | 23. WAMZ-F Lou 16.1 |
| 24. WKZF-F Peoria 19.9 | 24. KRNA-F Cedar R 12.2 | 24. WYEZ-F S. Bend 11.3 | 24. KASE-F Austin 15.9 |
| 25. KSHB-F Lafay 19.3 | 25. KZII-F Lubbock 12.0 | 25. KEZQ-F L. Rock 11.2 | 25. KVOC Casper 15.7 |
| 26. WAPE A/F Jkville 18.7 | 26. KQRS A/F Minn 11.7 | 26. WPCR-F Roanoke 11.0 | 26. WITL-F Lansing 15.5 |
| 27. WSKZ-F Chatt 18.4 | 27. KTGL-F Lincoln 11.3 | 27. KXTZ-F L. Vegas 11.0 | 27. KUZZ A/F Bakers 15.4 |
| 28. WPNR-F Terre 18.4 | 28. KOZZ-F Reno 11.2 | 28. WDEF-F Chatt 10.8 | 28. WKLK-F Lex 15.4 |
| 29. WZEE-F Madison 18.4 | 29. KILQ-F Col Spr 11.1 | 29. WNEV-F Reno 10.7 | 29. WLLR-F Daven 15.3 |
| 30. WKHI-F Salis-OC 18.3 | 30. WNOR A/F Norf 11.0 | 30. WEEL-F Wheel 10.1 | 30. WHWK-F Bingh 15.2 |
| 31. WAVV-F Ail C 17.7 | 31. KFMX-F Lubbock 10.9 | 31. KRDO-F Colo Spr 9.9 | 31. WZZK A/F Birm 14.8 |
| 32. WAYS-F Mac 17.6 | 32. WRXL-F Rich 10.8 | 32. KRVR-F Daven 9.8 | 32. KJNE-F Waco 14.8 |
| 33. WRBQ A/F Tampa 17.1 | 33. WZZO-F Allen 10.7 | 33. KUMU A/F Hono 9.8 | 33. WPOR A/F Port M 14.5 |
| 34. WDAY-F Fargo 17.0 | 34. WRDU-F Raleigh 10.7 | 34. KBEE-F Modes 9.7 | 34. WWVA Wheel 14.5 |
| 35. KZZU-F Spok 16.9 | 35. KLAQ-F EP 10.6 | 35. WWBA-F Tampa 9.6 | 35. WYNG-F Evans 14.5 |
| 36. WPRO-F Prov 16.8 | 36. KNCH-F Corpus 10.5 | 36. WQLR-F Kala 9.5 | 36. WKKO-F Toledo 14.4 |
| 37. KWTX-F Waco 16.0 | 37. WAQY-F Spg MA 10.3 | 37. KMED A/F Phoenix 9.5 | 37. WRNS-F Green-NB14.4 |
| 38. KKRJ-F Wich 15.9 | 38. KLBK-F Austin 10.2 | 38. KJYK-F Tucson 9.5 | 38. WMSI-F Jack MS 14.2 |
| 39. KZLS-F Billings 15.7 | 39. KQDS A/F Duluth 10.2 | 39. WKBN-F Young 9.3 | 39. WICO A/F Salis-OC14.0 |
| 40. KOKZ-F Water-CF 15.6 | 40. WMMS-F Cleve 10.0 | 40. WBNS-F Col OH 9.2 | 40. WDAY Fargo 13.8 |
| 41. WHOT-F Young 15.5 | 41. KATT-F Okl C 10.0 | 41. WLIF-F Balt 9.2 | 41. KUGH-F Eugene 13.8 |
| 42. WWSR-F Char WV 15.5 | 42. WGIR-F Manch 9.9 | 42. WROE-F Appl-Osh 9.1 | 42. WPCV-F Lake 13.8 |
| 43. KZFM-F Corpus 15.1 | 43. WKLS-F Atlanta 9.9 | 43. WFOG-F Norf 9.1 | 43. WSOC-F Char NC 13.7 |
| 44. KBFH-F Mc-Brown 15.0 | 44. WKLC-F Char WV 9.9 | | 44. WUSY-F Chatt 13.5 |
| 45. WQSM-F Fayette 14.8 | 45. KJOT-F Boise 9.7 | | 45. KXXY-F Okl C 13.3 |
| 46. WCGQ-F Col GA 14.8 | 46. WEZX-F WB/Scran 9.7 | | 46. KHAK A/F Cedar R 13.1 |
| 47. WRVQ-F Rich 14.5 | 47. WIOT-F Toledo 9.6 | | 47. WGEE G. Bay 13.1 |
| 48. WZAT-F Savan 14.5 | 48. KFMQ-F Lincoln 9.6 | | 48. KNIX A/F Phoenix 13.0 |
| 49. WPRX-F Daven 14.5 | 49. KSHE-F St. L 9.5 | | 49. WCHY-F Savan 12.9 |
| 50. KYA-F Billings 14.4 | 50. WAQX A/F Syracuse 9.3 | | 50. WDAF KC 12.9 |
| 51. WNDU-F S. Bend 14.3 | 51. KYYS-F KC 9.1 | | 51. KVOX-F Fargo 12.8 |
| 52. KQMQ A/F Hono 14.2 | 52. WIXV-F Savan 9.1 | | 52. WESC-F GreenSC 12.7 |
| 53. WTHZ-F Talla 14.2 | 53. WKDF-F Hash 9.1 | | 53. WYYD-F Roanoke 12.7 |
| 54. WCKK-F Erie 14.2 | 54. KGB-F SD 9.0 | | 54. WQWW-F Pensa 12.7 |
| | | | 55. WOKO-F PortoHH 12.7 |
| | | | 56. KFDD-F Wich 12.6 |
| | | | 57. WSSL A/F GreenSC 12.2 |
| | | | 58. WKML-F Fayette 12.2 |
| | | | 59. KFGO Fargo 12.2 |
| | | | 60. WEZL-F Char SC 12.1 |
| | | | 61. KWEN-F tulsa 12.1 |
| | | | 62. WSTH-F Col GA 11.9 |
| | | | 63. KRMD A/F Shreve 11.8 |
| | | | 64. WNKS-F Col GA 11.3 |
| | | | 65. WBEE-F Roch 11.3 |
| | | | 66. KIIM-F Tucson 11.2 |

| <u>CLASSICAL (+1.5)</u> | <u>HISPANIC (+4.0)</u> |
|-------------------------|-------------------------|
| 1. WGMS A/F Wash 3.1 | 1. KGBT Mc-Brown 20.6 |
| 2. KYTE-F Port OR 3.1 | 2. KCOR S.Ant 8.4 |
| 3. WTHI-F Miami 2.8 | 3. KUNO Corpus 8.2 |
| 4. KING-F Sea 2.4 | 4. KIWW-F Mc-Brown 8.2 |
| 5. KDQC A/F SF 2.4 | 5. KCCT Corpus 7.1 |
| 6. KBOQ-F Sal-Mont 2.2 | 6. KOXR Oxnard 7.0 |
| 7. KVOD-F Denver 2.2 | 7. KLOC Modes 6.1 |
| 8. KHFM-F Albuq 2.2 | 8. KCTY Sal-Mont 5.7 |
| 9. KFSD-F SF 1.9 | 9. KBNA-F EP 5.3 |
| 10. KKHI A/F SD 1.8 | 10. KAMA EP 5.1 |
| 11. WCLV-F Cleve 1.8 | 11. KGST Fresno 5.0 |
| 12. WXCR-F Tampa 1.7 | 12. WQBA Miami 4.8 |
| 13. WFLN-F Phil 1.7 | 13. KQXX-F Mc-Brown 4.6 |
| 14. WPMR-F Milw 1.6 | 14. KTNQ LA 4.2 |
| 15. WQRS-F Detroit 1.5 | |

*Based on 12+ Metro Share, Broadcast Week.

MOR/VARIETY (+8.0)

| | | | |
|-----|--------|----------|------|
| 1. | WJBC | Bloom | 25.0 |
| 2. | WIKY-F | Evans | 24.8 |
| 3. | WMT | Cedar R | 20.8 |
| 4. | WTIC | Hart | 19.1 |
| 5. | WSBT | S. Bend | 18.1 |
| 6. | WCCO | Minn | 16.6 |
| | WROK | Rock | 16.6 |
| 8. | KFAB | Omaha | 16.1 |
| 9. | KDKA | Pitts | 15.4 |
| | WHAS | Louis | 15.4 |
| 11. | WNBF | Bing | 15.2 |
| 12. | WSTV | Steuben | 14.9 |
| | KWLO | Water-CF | 13.4 |
| 14. | WICC | Bridge | 13.3 |
| | WCGW | Sag-BC | 13.3 |
| 16. | WTMJ | Milw | 13.2 |
| 17. | WIBC | Indy | 13.1 |
| 18. | KFOR | Lincoln | 12.8 |
| 19. | WRVA | Rich | 12.7 |
| 20. | WKZO | Kala | 12.6 |
| 21. | WFBG | Altoona | 12.5 |
| | KSSK | Hono | 12.5 |
| 23. | WLW | Cinci | 12.3 |
| 24. | WSYR | Syra | 12.2 |
| 25. | KBOI | Boise | 11.4 |
| 26. | KKOB | Albuq | 11.3 |
| 27. | KDAL | Duluth | 11.0 |
| 28. | WHBC | Canton | 10.7 |
| | WHAM | Roch | 10.7 |
| 30. | KSOO | S. Falls | 10.6 |
| | WJR | Detroit | 10.6 |
| 32. | WTVN | Col OH | 10.1 |
| 33. | WGY | Albany | 10.0 |
| | WHO | Des M | 10.0 |
| 35. | WELI | N Haven | 9.9 |
| | WVLK | Lex | 9.9 |
| 37. | WHIO | Dayton | 9.7 |
| 38. | WSBA | York | 9.6 |
| 39. | KUGN | Eugene | 9.5 |
| 40. | KRMG | Tulsa | 9.4 |
| | WJAC | Johns | 9.4 |
| 42. | WIBA | Madison | 9.2 |
| | WKBN | Young | 9.2 |
| 44. | WHYN | Spg MA | 8.6 |
| 45. | WBEN | Buffalo | 8.5 |
| 46. | WCOA | Pensa | 8.3 |
| 47. | WDBO | Orlando | 8.0 |

JAZZ/NEW AGE (+2.0)

| | | | |
|-----|--------|----------|-----|
| 1. | KNIK-F | Anch | 6.1 |
| 2. | KTCZ-F | Minn | 4.3 |
| 3. | WNWV-F | Cleve | 3.5 |
| 4. | KIFM-F | SD | 3.4 |
| 5. | KLRS-F | Sal-Mont | 3.0 |
| 6. | KOPT-F | Sacra | 2.7 |
| 7. | KKSF-F | SF | 2.4 |
| | KLSK-F | Albuq | 2.4 |
| 9. | KOAI-F | Dallas | 2.3 |
| 10. | KHIH-F | Denver | 2.2 |
| 11. | WJZZ-F | Detroit | 2.1 |
| 12. | KSWV-F | SD | 2.0 |
| | WHVE-F | Tam/Sara | 2.0 |

BLACK/URBAN (+8.0)

| | | | |
|-----|----------|----------|------|
| 1. | WIKS-F | Green-NB | 23.1 |
| 2. | WEAS-F | Savan | 21.7 |
| 3. | KDKS-F | Shreve | 18.8 |
| 4. | WDM-F | Col SC | 18.7 |
| 5. | WJMI-F | Jack MS | 17.8 |
| 6. | WZXX-F | Fayette | 17.5 |
| 7. | WDZZ-F | Flint | 17.4 |
| 8. | KHYS-F | Beau | 16.6 |
| 9. | WFYE-F | Col GA | 16.4 |
| 10. | WQUE A/F | New Orl | 15.6 |
| 11. | KFXZ-F | Lafay | 15.1 |
| 12. | WANM | Talla | 14.2 |
| 13. | WBLX-F | Mobile | 12.9 |
| 14. | WQIM-F | Mont | 12.7 |
| 15. | WSOK | Savan | 12.6 |
| 16. | WOKS | Col GA | 12.3 |
| 17. | WHRK-F | Memphis | 11.8 |
| 18. | WFXA-F | Aug GA | 11.6 |
| 19. | KQXL-F | Baton R | 11.5 |
| 20. | WPGA-F | Macon | 11.1 |
| 21. | WENN-F | Birm | 10.9 |
| 22. | WIGI-F | Talla | 10.2 |
| | WVEE-F | Atlanta | 10.2 |
| 24. | WKXX-F | Birm | 10.0 |
| 25. | WCKZ-F | Char NC | 9.9 |
| 26. | WCDX-F | Rich | 9.5 |
| | WVBS-F | Wilm NC | 9.5 |
| 28. | KRNB-F | Memphis | 9.4 |
| 29. | WGCI-F | Chicago | 9.2 |
| 30. | WXOK | Baton R | 9.1 |
| 31. | KMJQ-F | Houston | 8.8 |
| 32. | WPLZ-F | Rich | 8.6 |
| 33. | WGOK | Mobile | 8.5 |
| 34. | WJTT-F | Chatt | 8.4 |
| 35. | WXVI | Mont | 8.3 |
| 36. | WFXM-F | Macon | 8.1 |
| 37. | KKDA-F | Dallas | 8.0 |
| | KTFM-OF | S. Ant | 8.0 |
| | WJDY | Salis-OC | 8.0 |

RELIGION/GOSPEL (+2.0)

| | | | |
|-----|--------|----------|-----|
| 1. | WDAC-F | Lanc | 9.1 |
| 2. | WOAD | Jack. MS | 8.1 |
| 3. | KCIJ | Shreve | 5.9 |
| 4. | WZTN | Mont AL | 5.6 |
| 5. | WIDU | Fayette | 5.1 |
| 6. | WBOK | New Orl | 4.2 |
| 7. | WPCE | Norf | 3.7 |
| 8. | WEMM-F | Hunt WV | 3.5 |
| | WXXO | Orlando | 3.5 |
| | WKZK | Aug GA | 3.5 |
| 11. | KURL | Billings | 3.3 |
| | WTGH | Col SC | 3.3 |
| | WAGG | Birm | 3.3 |
| 14. | WOLC-F | Salis-OC | 3.2 |
| 15. | WFRN-F | S. Bend | 3.0 |

NEWS/TALK (+5.0)

| | | | |
|-----|--------|---------|------|
| 1. | KHOX | St.L | 25.0 |
| 2. | WIBX | Utica | 11.8 |
| 3. | KTAR | Phoenix | 10.5 |
| 4. | KIRO | Sea | 10.4 |
| 5. | KMJ | Fresno | 9.5 |
| 6. | KCSJ | Pueblo | 9.2 |
| 7. | WGN | Chicago | 9.0 |
| 8. | WBAL | Balt | 8.8 |
| 9. | KGO | SF | 8.4 |
| 10. | WOC | Daven | 8.2 |
| | WWWE | Cleve | 8.2 |
| 12. | WGIR | Manch | 8.0 |
| 13. | KGNC | Amar | 7.9 |
| 14. | KFBK | Sacra | 7.8 |
| 15. | WRKO | Boston | 7.7 |
| | WOMP | Wheel | 7.7 |
| 17. | KOH | Reno | 7.5 |
| 18. | KSDO | SD | 7.3 |
| 19. | KYW | Phil | 6.9 |
| | KXL | Port OR | 6.9 |
| 21. | WNIR-F | Akron | 6.7 |
| 22. | KOA | Denver | 6.6 |
| 23. | WPTF | Raleigh | 6.5 |
| | KTOK | Okl C | 6.5 |
| 25. | WHJJ | Prov | 6.3 |
| | WWL | New Orl | 6.3 |
| 27. | KTRH | Houston | 6.2 |
| | KABC | LA | 6.2 |
| | WQBK | Albany | 6.2 |
| 30. | WFLA | Tampa | 5.9 |
| 31. | WVOC | Col SC | 5.8 |
| 32. | WBBM | Chicago | 5.7 |
| | WJNO | W. Palm | 5.7 |
| | WRTA | Altoona | 5.7 |
| 35. | WERC | Birm | 5.6 |
| 36. | KCMO | KC | 5.5 |
| | WBBW | Young | 5.5 |
| 38. | KLBJ | Austin | 5.1 |
| | KIDO | Boise | 5.1 |
| | KXLY | Spokane | 5.1 |

AC/SOFT ROCK/OLDIES (+9.0)

| | | | |
|-----|----------|----------|------|
| 1. | WJII-F | F.Wayne | 19.1 |
| 2. | WKKC-F | Erie | 17.2 |
| 3. | WTFM-F | JC-King | 17.1 |
| 4. | KCIX-F | Boise | 16.3 |
| 5. | KELO | S.Falls | 16.2 |
| 6. | WVAF-F | Char WV | 16.1 |
| 7. | WYYY-F | Syra | 15.2 |
| 8. | WKDQ-F | Evans | 13.7 |
| | WHNN-F | Sag-BC | 13.7 |
| 10. | WHGI-F | Terre H | 13.2 |
| | WCRZ-F | flint | 13.1 |
| 12. | WKMQ-F | Rock | 13.0 |
| 13. | WHT-F | Cedar R | 12.7 |
| 14. | WZMM-F | Wheel | 12.5 |
| | KHAJ-F | Topeka | 12.5 |
| 16. | KLYF-F | Des M | 12.4 |
| | WZNY-F | Aug GA | 12.4 |
| 18. | KXUS-F | Spg MO | 12.3 |
| 19. | WQNY-F | Col OH | 12.1 |
| | WNSN-F | S. Bend | 12.1 |
| 21. | WKYE-F | Johns | 12.0 |
| 22. | WVDE-F | Allen | 11.8 |
| 23. | WALY-F | Altoona | 11.4 |
| 24. | KLTA-F | Fargo | 11.2 |
| 25. | KKOB-F | Albuq | 11.0 |
| 26. | WGNJ-F | Wilm NC | 10.9 |
| 27. | WEBE-F | Bridge | 10.5 |
| 28. | WSYA-F | Mont | 10.4 |
| 29. | KLDZ-F | Lincoln | 10.3 |
| 30. | KKMJ-F | Austin | 10.0 |
| | WJBR-F | Wilm DE | 10.0 |
| | KVIL A/F | Dallas | 10.0 |
| 33. | KMML-F | Amar | 9.9 |
| 34. | WYFM-F | Young | 9.8 |
| | WHAS-F | Spg. MA | 9.8 |
| | WARM-F | York | 9.8 |
| 37. | WFBC-F | Green SC | 9.7 |
| | WSTFF-F | Orlando | 9.7 |
| 39. | WVOR-F | Roch | 9.6 |
| 40. | KPNW-F | Eugene | 9.5 |
| 41. | WBUF-F | Buffalo | 9.3 |
| 42. | KIDX-F | Billings | 9.2 |
| | KEAG-F | Anch | 9.2 |
| 44. | KLSF-F | Amar | 9.1 |
| 45. | KWFM-F | Tucson | 9.0 |
| | WLHT-F | Gr Rap | 9.0 |

NOSTALGIA (+5.0)

| | | | |
|-----|------|----------|-----|
| 1. | WINR | Bingh | 9.1 |
| 2. | WEYZ | Erie | 9.0 |
| 3. | WYNZ | Port M | 8.9 |
| 4. | WMID | Atl C | 7.9 |
| 5. | WRCG | Col GA | 7.5 |
| 6. | KWTX | Waco | 7.2 |
| 7. | WHAS | Spg MA | 7.1 |
| 8. | WPEN | Phil | 6.3 |
| 9. | WOKY | Milw | 5.8 |
| 10. | WNK | WB/Scr | 5.3 |
| 11. | KORK | L. Vegas | 5.2 |
| 12. | WAMR | Sara | 5.0 |
| | WECK | Buffalo | 5.0 |
| 14. | KPOP | SD | 4.9 |

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

| <u>HIGHEST</u> | | | <u>LOWEST</u> | | |
|----------------|-------------------------|--------|---------------|---------------------|--------|
| 1. | Greenville-New Bern, NC | 95.02% | 1. | Sioux Falls | 50.74% |
| 2. | Lancaster | 93.89 | 2. | Honolulu | 53.23 |
| 3. | Evansville | 93.15 | 3. | Duluth | 55.18 |
| 4. | Melbourne-Titus-Cocoa | 89.22 | 4. | Altoona | 57.32 |
| 5. | Lakeland | 88.73 | 5. | Bloomington, IL | 58.45 |
| 6. | Augusta, GA | 88.37 | 6. | Billings | 58.87 |
| 7. | Lansing | 88.07 | 7. | Bakersfield | 59.27 |
| 8. | Lubbock | 87.16 | 8. | Asheville | 59.80 |
| 9. | Huntington, WV | 86.99 | 9. | St. Louis | 61.29 |
| 10. | Charlotte | 85.51 | 10. | McAllen-Brownsville | 61.82 |

* 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. | Miami | 19.5 | 1. | Kalamazoo | 13.9 |
| 2. | McAllen-Brownsville | 19.4 | | Eugene | 13.9 |
| 3. | San Antonio | 19.1 | 3. | Sarasota-Bradenton | 14.1 |
| | Philadelphia | 19.1 | 4. | Terre Haute | 14.3 |
| 5. | New York | 18.9 | | Springfield, MO | 14.3 |
| | Youngstown | 18.9 | 6. | Peoria | 14.4 |
| 7. | Bridgeport | 18.8 | | Des Moines | 14.4 |
| 8. | Milwaukee | 18.7 | | Charleston, WV | 14.4 |
| | Baltimore | 18.7 | | Johnson City-Kingsport | 14.4 |
| 10. | LA, South Bend & Providence | 18.6 | 10. | Spokane | 14.5 |
| | | | | Lexington | 14.5 |

** 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

| | | | |
|--------|--------|--------|-------|
| | SPG 88 | | 16.47 |
| SPG 87 | 16.73 | SPG 81 | 15.42 |
| SPG 86 | 17.10 | A/M 80 | 15.42 |
| SPG 85 | 17.32 | A/M 79 | 15.62 |
| SPG 84 | 17.50 | A/M 78 | 15.42 |
| SPG 83 | 17.33 | A/M 77 | 15.40 |
| SPG 82 | 16.04 | A/M 76 | 15.74 |

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

| | | | | | |
|-----|----------------------|-------|-----|-----------------|------|
| 1. | Ann Arbor | 71.8% | 11. | Stockton | 49.1 |
| 2. | Melbourne-Titusville | 66.5 | 12. | Riverside-SB | 49.0 |
| 3. | Steubenville | 60.2 | 13. | Canton | 45.0 |
| 4. | Daytona Beach | 59.6 | 14. | New Haven | 44.2 |
| | Bridgeport | 59.6 | 15. | West Palm Beach | 42.7 |
| 6. | Manchester | 55.6 | 16. | Sarasota | 41.8 |
| 7. | Wilmington, DE | 54.2 | | Oxnard-Ventura | 41.8 |
| 8. | Lakeland | 53.6 | 18. | York | 40.9 |
| 9. | Akron | 51.1 | 19. | Lancaster | 38.1 |
| 10. | Portsmouth, NH | 50.9 | 20. | Flint | 37.6 |

*** 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 | 18.7% | 10. | Raleigh | 14.4 |
| 2. | Madison | 17.4 | 11. | Austin | 14.3 |
| 3. | Ann Arbor | 17.1 | 12. | Waterloo-CF | 14.0 |
| 4. | Jacksonville | 16.9 | 13. | Tallahassee | 13.8 |
| 5. | Asheville | 15.5 | 14. | Fort Wayne | 13.6 |
| 6. | Las Vegas | 15.4 | 15. | Lansing | 13.4 |
| 7. | Bakersfield | 15.0 | 16. | Grand Rapids | 13.3 |
| 8. | Sarasota | 14.5 | | | |
| 9. | New Haven | 14.4 | | | |

**** 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 FORMAT AND FORMAT LISTENERSHIP*

| | <u>AM</u> | <u>FM</u> | <u>TOTAL</u> | <u>%</u> |
|--------------------|---------------------|---------------------|----------------------|----------|
| AC/SOFT/OLDIES | 480,000 (175) | 3,490,400 (384) | 3,970,400 (599) | 17.76 |
| CHR/TOP 40/CONTEMP | 28,500 (23) | 3,241,900 (287) | 3,270,400 (310) | 14.63 |
| AOR/CLASSIC | 21,100 (23) | 2,839,400 (232) | 2,860,500 (255) | 12.80 |
| COUNTRY | 530,100 (205) | 1,868,800 (249) | 2,398,900 (454) | 10.73 |
| BLACK/URBAN | 464,600 (105) | 1,845,300 (104) | 2,309,900 (209) | 10.33 |
| NEWS/TALK | 2,136,000 (131) | 44,400 (4) | 2,180,400 (135) | 9.75 |
| BTFL/EZ | 70,100 (23) | 1,644,100 (154) | 1,714,200 (177) | 7.67 |
| MOR/VARIETY | 1,165,000 (203) | 12,900 (6) | 1,177,900 (209) | 5.27 |
| HISPANIC | 538,700 (67) | 159,100 (18) | 697,800 (85) | 3.12 |
| NOSTALGIA/BIG BAND | 593,500 (121) | 50,900 (12) | 644,400 (133) | 2.88 |
| RELIGION/GOSPEL | 278,300 (154) | 148,300 (65) | 426,600 (219) | 1.91 |
| CLASSICAL | 14,800 (7) | 279,700 (30) | 294,500 (37) | 1.32 |
| JASS/NEW AGE | 2,700 (4) | 284,000 (42) | 286,700 (46) | 1.28 |
| OTHERS/UNKNOWN | <u>71,500 (70)</u> | <u>51,000 (41)</u> | <u>122,500 (111)</u> | 0.55 |
| | 6,394,900 (1311) | 15,960,200 (1628) | 22,355,100 (2939) | |

* 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 87</u> | <u>SPG 86</u> | <u>SPG 85</u> | <u>SPG 84</u> | <u>SPG 83</u> | <u>SPG 82</u> | <u>SPG 81</u> | <u>A/M 80</u> |
|--------------------|-----------|-----------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| AC/SOFT/OLDIES | 7.51% | 21.87% | 17.76% | 16.84% | 16.16 | 15.91 | 13.62 | 11.65 | - | - | - |
| CHR/TOP 40/CONTEMP | .44 | 20.31 | 14.63 | 15.55 | 14.96 | 17.74 | 16.87 | - | - | - | - |
| AOR/CLASSIC | .33 | 17.79 | 12.80 | 12.54 | 14.13 | 10.71 | 10.76 | - | - | - | - |
| COUNTRY | 8.29 | 11.71 | 10.73 | 10.66 | 10.89 | 11.19 | 11.79 | 12.63 | 12.57 | 12.12 | 10.26 |
| BLACK/URBAN | 7.27 | 11.56 | 10.33 | 10.38 | 9.73 | 8.53 | 10.12 | 10.52 | 11.67 | 9.07 | 9.76 |
| NEWS/TALK | 33.40 | .28 | 9.75 | 8.93 | 8.68 | 8.77 | 8.61 | 9.32 | 9.35 | 9.13 | 9.68 |
| BTFL/EZ | 1.10 | 10.30 | 7.67 | 8.37 | 8.85 | 10.05 | 11.02 | 11.30 | 11.76 | 14.61 | 15.58 |
| MOR/VARIETY | 18.22 | .08 | 5.27 | 6.39 | 6.56 | 7.02 | 7.31 | 7.60 | - | - | - |
| HISPANIC | 8.42 | 1.00 | 3.12 | 2.81 | 2.66 | 2.31 | 2.56 | 2.32 | 2.29 | 2.12 | 2.02 |
| NOSTALGIA/BIG BAND | 9.28 | .32 | 2.88 | 3.17 | 3.74 | 4.02 | 4.13 | 4.56 | 3.63 | 2.04 | .64 |
| RELIGION/GOSPEL | 4.35 | .93 | 1.91 | 1.65 | 1.77 | 2.00 | 1.76 | 1.64 | 1.44 | 1.23 | 1.24 |
| CLASSICAL | .23 | 1.75 | 1.32 | 1.41 | 1.31 | 1.37 | 1.20 | 1.39 | 1.25 | 1.30 | 1.27 |
| JAZZ/NEW AGE | .04 | 1.78 | 1.28 | .87 | - | - | - | - | - | - | - |
| OTHERS/UNKNOWN | 1.12 | .32 | 0.55 | .43 | .56 | .38 | .24 | .42 | .41 | .47 | .72 |

CHANGES SINCE SPRING 1987

| | <u>Changes in Format Share Since 1987</u> | <u>Changes in Format Share Since 1985</u> | <u>Changes in Format Share Since 1980</u> | <u>Change in 1/4 HR Totals</u> | <u>Change in # of Stations (88 vs. 87)</u> |
|--------------------|---|---|---|--------------------------------|--|
| AC/SOFT/OLDIES | + 5.5% | + 9.3% | NA | + 6.1% | + 2 (+ .5%) |
| CHR/TOP 40 | - 5.9% | -17.5% | NA | - 5.4% | -21 (- 6.3%) |
| AOR/CLASSIC | + 2.1% | +19.5% | NA | + 2.6% | +23 (+ 9.9%) |
| COUNTRY | + 0.7% | - 4.1% | + 4.6% | + 1.2% | + 9 (+ 1.9%) |
| BLACK/URBAN | - 0.5% | +21.1% | + 5.8% | + .1% | - 2 (- .9%) |
| NEWS/TALK | + 9.2% | +11.2% | + 0.7% | + 9.9% | + 8 (+ 6.3%) |
| BTFL/EZ | - 8.4% | -23.7% | -50.9% | - 7.8% | + 9 (+ 5.4%) |
| MOR/VARIETY | -17.5% | -24.9% | NA | -17.0% | -27 (-11.4%) |
| HISPANIC | +11.0% | +35.1% | +54.5% | +11.9% | + 2 (+ 2.4%) |
| NOSTALGIA/BIG BAND | - 9.1% | -28.4% | NM | - 8.7% | - 5 (- 3.6%) |
| RELIGION/GOSPEL | +15.8% | - 4.5% | +54.0% | +16.4% | +27 (+14.1%) |
| CLASSICAL | - 6.4% | - 3.6% | + 3.9% | - 6.0% | + 1 (+ 2.3%) |
| JAZZ/NEW AGE | +47.1% | NA | NA | +47.9% | +22 (+91.7%) |
| OTHERS/UNKNOWN | +27.9% | +44.7% | -23.6% | +26.8% | + 6 (+ 5.7%) |

BEST MARKETS FOR VARIOUS FORMATS

| <u>CHR/TOP 40</u> | | <u>BTFL/EZ</u> | | <u>COUNTRY</u> (National Average: %) | | | |
|-------------------------------|-------|-------------------------|-------|--------------------------------------|-------|------------------------|-------|
| (National Average: %) | | National Average: %) | | <u>HIGHEST</u> | | <u>LOWEST</u> | |
| 1. Casper | 46.4% | 1. Sarasota | 23.1% | 1. Fargo | 44.9% | 1. New Haven | 0 |
| 2. Erie | 43.0 | 2. Manchester | 20.2 | 2. Knoxville | 42.3% | 2. Hartford | 1.2 |
| 3. Waterloo-CF | 41.3 | 3. Melbourne | 18.6 | 3. John Cty/King | 41.0 | 3. Spring. MA | 1.9 |
| 4. Salisbury-OC | 39.0 | 4. Atlantic City | 18.0 | 4. Asheville | 40.7 | 4. New York | 2.8 |
| 5. Kalamazoo | 35.6 | 5. Worcester | 17.8 | 5. Waco | 40.6 | 5. Bridgeport | 3.0 |
| 6. Bloomington IL | 33.8 | 6. Altoona | 17.1 | 6. Huntington | 39.8 | 6. Chicago | 3.1 |
| 7. Lansing | 33.7 | 7. Daytona Beach | 16.9 | 7. Spring. MO | 38.5 | 7. Miami | 3.6 |
| 8. Billings | 32.6 | 8. Peoria | 16.8 | 8. Casper | 38.1 | 8. Providence | 3.7 |
| 9. Lubbock | 31.9 | 9. West Palm | 16.2 | 9. Bilings | 36.9 | 9. Boston | 4.2 |
| 10. Augusta | 31.3 | 10. Lakeland | 15.5 | 10. Topeka | 36.2 | Atlantic City | 4.2 |
| <u>NEWS/TALK</u> | | <u>MOR/VARIETY</u> | | <u>AOR/CLASSIC ROCK</u> | | <u>BLACK/URBAN</u> | |
| (National Average: %) | | (National Average: %) | | (National Average: %) | | (National Average: %) | |
| 1. St. Louis | 27.0% | 1. Bloomington | 38.7% | 1. Ann Arbor | 27.2% | 1. Savannah | 38.7% |
| 2. Chicago | 20.5 | 2. Evansville | 28.5 | 2. Lincoln | 25.6 | 2. Memphis | 36.4 |
| 3. New York | 19.6 | 3. Steubenville | 27.4 | 3. Portsmouth NH | 24.4 | 3. Columbus, GA | 35.2 |
| 4. Philadelphia | 18.1 | 4. Cedar Rapids | 23.9 | 4. Lubbock | 23.7 | 4. Macon | 33.2 |
| 5. Phoenix | 16.1 | 5. Waterloo-CF | 23.1 | 5. Des Moines | 23.3 | 5. Charleston SC | 30.8 |
| 6. San Francisco | 15.3 | 6. Duluth | 22.9 | 6. Manchester | 23.0 | 6. Wilmington NC | 30.2 |
| 7. Pueblo | 14.6 | Lincoln | 22.9 | 7. Akron | 22.3 | Birmingham | 30.2 |
| Salinas-Mont | 14.6 | 8. Johnstown | 21.5 | 8. Madison | 22.0 | 8. Tallahassee | 29.2 |
| 9. Rockford | 13.5 | 9. Hartford | 21.4 | 9. Denver | 21.2 | 9. Mobile | 28.8 |
| Boston | 13.5 | 10. Cincinnati | 21.1 | 10. Tallahassee | 21.0 | New Orleans | 28.8 |
| <u>AC/SOFT/OLDIES</u> | | <u>HISPANIC</u> | | <u>RELIGION/GOSPEL</u> | | <u>CLASSICAL</u> | |
| (National Average: %) | | (National Average: %) | | (National Average: %) | | (National Average: %) | |
| 1. Erie | 28.7% | 1. McAllen-Brown | 45.7% | 1. Jackson, MS | 11.0% | 1. San Francisco | 4.7% |
| 2. Anchorage | 28.1 | 2. El Paso | 20.5 | 2. FayettevilleNC | 10.9 | 2. Washington | 3.5 |
| Amarillo | 28.1 | 3. Miami | 18.8 | 3. Lancaster | 10.8 | 3. Portland OR | 3.4 |
| 4. Cedar Rapids | 26.9 | 4. Salinas-Mont | 17.6 | 4. Norfolk | 8.7 | 4. New York | 3.1 |
| 5. Binghamton | 26.8 | 5. Corpus Christi | 17.4 | Birmingham | 8.7 | 5. Miami | 3.0 |
| 6. Atlanta | 26.6 | 6. San Antonio | 14.5 | 6. Montgomery | 6.9 | 6. Salinas-Mont | 2.9 |
| 7. Sioux Falls | 26.2 | 7. Los Angeles | 13.9 | 7. Shreveport | 6.7 | Ann Arbor | 2.9 |
| 8. Spring. MA | 25.7 | 8. Oxnard | 11.8 | 8. Memphis | 6.5 | 8. Seattle | 2.7 |
| Worcester | 25.7 | 9. Stockton | 8.2 | 9. New Orleans | 5.9 | 9. Denver | 2.4 |
| 10. Boise | 25.4 | 10. Modesto | 7.6 | 10. Richmond | 5.7 | Albuquerque | 2.4 |
| <u>NOSTALGIA/BIG BAND</u> | | <u>JAZZ/NEW AGE</u> | | | | | |
| (National Average: %) | | (National Average: %) | | | | | |
| 1. Atlantic City | 13.5% | 1. Anchorage | 6.8% | | | | |
| 2. Scranton/WB | 10.4 | 2. San Diego | 5.8 | | | | |
| 3. Binghamton | 10.3 | 3. Minneapolis | 5.3 | | | | |
| 4. Erie | 10.1 | 4. Sarasota | 4.8 | | | | |
| 5. Portland, ME | 9.8 | 5. Detroit | 4.1 | | | | |
| 6. Sarasota | 8.8 | 6. Seattle | 3.8 | | | | |
| 7. Allentown-Beth | 8.6 | Cleveland | 3.8 | | | | |
| 8. Columbus GA | 8.2 | 8. San Francisco | 3.7 | | | | |
| 9. Waco | 8.0 | 9. Chicago | 3.3 | | | | |
| Philadelphia | 8.0 | Salinas-Mont | 3.3 | | | | |
| Springfield MA | 8.0 | | | | | | |

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+ | S88 <u>TOT</u> | S87 <u>TOT</u> | S86 <u>TOT</u> | S85 <u>TOT</u> |
|--------------|------------------------|-------------------------|-------------------------|-------------------------|--------------------------|---------------------------|-------------|-------------------|-------------------|-------------------|-------------------|
| 1. Katz | 10 | 10 | 22 | 22 | 18 | 14 | 11 | 107 | (95) | (90) | (88) |
| 2. Mc-Guild | 4 | 11 | 17 | 11 | 13 | 10 | 10 | 76 | (87) | (71) | (63) |
| 3. Christal | 11 | 7 | 13 | 11 | 9 | 8 | 5 | 64 | (57) | (56) | (54) |
| 4. Eastman | 6 | 4 | 9 | 12 | 5 | 7 | 5 | 48 | (51) | (50) | (59) |
| 5. Banner | 5 | 4 | 10 | 5 | 7 | 8 | 5 | 43 | (45) | (52) | (58) |
| 6. HNWH | 4 | 3 | 8 | 2 | 4 | 10 | 3 | 39 | (40) | (34) | (34) |
| 7. MMR | 8 | 6 | 11 | 6 | 4 | 1 | - | 36 | (29) | (27) | (24) |
| 8. Torbet | 7 | - | 2 | 3 | 2 | 7 | 3 | 24 | (35) | (33) | (35) |
| 9. Republic | 3 | 1 | 6 | 5 | 1 | 5 | 1 | 22 | (12) | (13) | (10) |
| 10. Durpetti | 3 | 2 | 9 | - | 2 | 4 | - | 20 | (15) | (7) | (-) |
| 11. CBS | 5 | 3 | 4 | 1 | - | - | - | 13 | (14) | (16) | (17) |
| 12. Group W | 3 | 3 | 3 | - | - | - | - | 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+ | S88 <u>TOT</u> | S87 <u>TOT</u> | S86 <u>TOT</u> | S85 <u>TOT</u> |
|-------------|-----------------|------------------|------------------|------------------|-------------------|--------------------|------|-------------------|-------------------|-------------------|-------------------|
| 1. Katz | 3 | 2 | 5 | 10 | 9 | 9 | 11 | 49 | (52) | (47) | (38) |
| 2. Mc-Guild | 1 | 2 | 2 | 3 | 5 | 7 | 10 | 30 | (27) | (23) | (19) |
| 3. Eastman | - | 1 | 4 | 3 | 2 | 6 | 5 | 21 | (22) | (24) | (24) |
| 4. Christal | 1 | 1 | 3 | 2 | 4 | 4 | 5 | 20 | (21) | (18) | (18) |
| 5. Banner | 1 | 1 | 1 | 1 | 2 | 2 | 5 | 13 | (15) | (17) | (22) |
| 6. Torbet | 3 | - | - | 1 | - | 4 | 3 | 11 | (16) | (13) | (12) |
| 7. HNWH | - | - | 2 | - | - | 3 | 3 | 8 | (5) | (9) | (12) |

MMR - 4 stations
 Group W - 3 stations Durpetti, CBS, Republic - 2 stations

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

| <u>(SPG 85)</u> <u>RANK</u> | <u>(SPG 86)</u> <u>RANK</u> | <u>(SPG 87)</u> <u>RANK</u> | <u>SPG 88</u> <u>RANK</u> | <u>GROUP</u> | <u>STATIONS</u> | <u>TOTAL</u> | <u>AVG PER STATION</u> |
|--------------------------------|--------------------------------|--------------------------------|------------------------------|--------------------------|-----------------|--------------|------------------------|
| (2) | (1) | (1) | 1. | Capital Cities/ABC | 19 | 10113 | 532 |
| (1) | (2) | (2) | 2. | CBS | 18 | 8463 | 470 |
| (4) | (4) | (3) | 3. | RKO | 11 | 5330 | 485 |
| (6) | (3) | (4) | 4. | Westinghouse | 15 | 5258 | 351 |
| (--) | (10) | (6) | 5. | Emmis | 10 | 5212 | 521 |
| (13) | (9) | (7) | 6. | Infinity | 13 | 4994 | 384 |
| (10) | (7) | (9) | 7. | Malrite | 11 | 4309 | 392 |
| (7) | (6) | (5) | 8. | Gannett | 14 | 4206 | 300 |
| (12) | (13) | (13) | 9. | Cox | 12 | 3870 | 323 |
| (11) | (12) | (10) | 10. | Great American | 14 | 3617 | 258 |
| (--) | (28) | (24) | 11. | Legacy | 10 | 3506 | 351 |
| (9) | (11) | (12) | 12. | Bonneville | 11 | 3473 | 316 |
| (17) | (14) | (14) | 13. | Viacom | 7 | 3017 | 431 |
| (29) | (32) | (30) | 14. | Booth/Genesis | 18 | 3006 | 167 |
| (45) | (23) | (20) | 15. | Jacor | 13 | 2878 | 221 |
| (14) | (17) | (16) | 16. | Greater Media | 12 | 2830 | 235 |
| (22) | (20) | (18) | 17. | Susquehanna | 18 | 2793 | 155 |
| (--) | (--) | (46) | 18. | Noble | 15 | 2675 | 178 |
| (19) | (22) | (17) | 19. | New City | 14 | 2587 | 185 |
| (65) | (15) | (15) | 20. | Park | 16 | 2493 | 156 |
| (27) | (21) | (27) | 21. | Shamrock (Disney) | 13 | 2490 | 192 |
| (36) | (35) | (22) | 22. | Summit | 15 | 2357 | 157 |
| (21) | (19) | (21) | 23. | Nationwide | 14 | 2217 | 158 |
| (28) | (18) | (23) | 24. | EZ | 11 | 1934 | 176 |
| (16) | (16) | (26) | 25. | Tribune Company | 5 | 1934 | 387 |
| (23) | (28) | (28) | 26. | Cook Inlet | 8 | 1863 | 233 |
| (44) | (34) | (29) | 27. | Clear Channel | 13 | 1832 | 141 |
| (50) | (38) | (36) | 28. | Beasley | 16 | 1820 | 114 |
| (30) | (36) | (32) | 29. | Pyramid | 10 | 1642 | 164 |
| (25) | (27) | (31) | 30. | Jefferson-Pilot | 10 | 1581 | 158 |
| (37) | (43) | (39) | 31. | Edens | 8 | 1527 | 191 |
| (--) | (--) | (--) | 32. | Statewide | 5 | 1515 | 303 |
| (80) | (73) | (34) | 33. | Sconnix | 8 | 1489 | 186 |
| (31) | (33) | (33) | 34. | Stoner | 11 | 1439 | 131 |
| (--) | (45) | (44) | 35. | Century | 6 | 1206 | 201 |
| (33) | (40) | (38) | 36. | United | 9 | 1176 | 131 |
| (39) | (39) | (43) | 37. | Sandusky | 8 | 1151 | 144 |
| (--) | (--) | (--) | 38. | Spanish Broadcast System | 5 | 1135 | 227 |
| (--) | (--) | (--) | 39. | Heritage | 9 | 1108 | 123 |
| (86) | (77) | (49) | 40. | Henry | 11 | 1100 | 100 |
| (--) | (--) | (--) | 41. | Fairmont | 7 | 1091 | 156 |
| (--) | (--) | (--) | 42. | Ragen Henry | 10 | 1080 | 108 |
| (41) | (50) | (52) | 43. | Hearst | 6 | 1072 | 179 |
| (40) | (49) | (45) | 44. | Entercom | 9 | 1071 | 119 |
| (63) | (66) | (48) | 45. | Grown | 8 | 1067 | 133 |
| (68) | (65) | (47) | 46. | Capitol-Johnson | 9 | 988 | 110 |
| (82) | (NA) | (62) | 47. | Tichenor | 9 | 967 | 107 |
| (42) | (42) | (40) | 48. | Capitol-Goodman | 6 | 946 | 158 |
| (90) | (102) | (57) | 49. | Wilks-Schwartz | 11 | 923 | 84 |
| (--) | (--) | (54) | 50. | American | 8 | 917 | 115 |
| (--) | (--) | (--) | 51. | Saga | 6 | 860 | 143 |
| (34) | (37) | (41) | 52. | Metroplex | 10 | 858 | 86 |
| (47) | (54) | (50) | 53. | Federated | 9 | 817 | 91 |
| (--) | (48) | (55) | 54. | Newmarket | 6 | 814 | 136 |
| (56) | (60) | (59) | 55. | Lotus | 15 | 804 | 54 |
| (55) | (55) | (51) | 56. | Barnstable | 9 | 800 | 89 |
| (52) | (58) | (42) | 57. | Adams | 7 | 772 | 110 |
| (--) | (62) | (63) | 58. | ML Media | 6 | 745 | 124 |
| (46) | (67) | (56) | 59. | Scripps-Howard | 5 | 733 | 147 |
| (--) | (--) | (--) | 60. | Ardman | 5 | 731 | 146 |

NOTE: Based on 1/4 HR AVG, TSA, Broadcast Week. Simulcasts count as one station.
Station purchases announced prior to 1 July 88 are included in the buyer's total.

| (SPG 85) RANK | (SPG 86) RANK | (SPG 87) RANK | SPG 88 RANK | GROUP | STATIONS | TOTAL | AVG PER STATION |
|------------------|------------------|------------------|----------------|-----------------------|----------|-------|-----------------|
| (64) | (41) | (37) | 61. | Keymarket | 7 | 693 | 99 |
| (59) | (61) | (61) | 62. | King | 6 | 691 | 115 |
| (72) | (72) | (71) | 63. | Shamrock-Lynett | 6 | 677 | 113 |
| (84) | (80) | (65) | 64. | Buckley | 10 | 666 | 67 |
| (79) | (69) | (64) | | Bloomington | 7 | 666 | 95 |
| (59) | (53) | (66) | 66. | Multimedia | 7 | 603 | 86 |
| (91) | (90) | (80) | 67. | Rivers | 6 | 583 | 97 |
| (67) | (74) | (74) | 68. | Great Empire | 8 | 575 | 72 |
| (57) | (64) | (75) | 69. | John Price | 11 | 568 | 52 |
| (--) | (--) | (70) | 70. | TK | 6 | 562 | 94 |
| (--) | (75) | (69) | 71. | Olympic | 11 | 555 | 50 |
| (--) | (--) | (68) | 72. | Osborn | 7 | 553 | 79 |
| (76) | (71) | (78) | 73. | Eastern | 5 | 531 | 106 |
| (95) | (93) | (72) | 74. | CRB | 7 | 518 | 74 |
| (98) | (87) | (73) | | Parker | 7 | 518 | 74 |
| (104) | (99) | (83) | 76. | Fuller-Jeffrey | 8 | 495 | 62 |
| (--) | (88) | (84) | 77. | Willis | 11 | 469 | 43 |
| (--) | (--) | (95) | 78. | Salem | 16 | 453 | 28 |
| (--) | (--) | (81) | 49. | Holt | 5 | 442 | 88 |
| (99) | (84) | (79) | 80. | Bahakel | 12 | 437 | 36 |
| (35) | (31) | (35) | 81. | Price | 6 | 434 | 72 |
| (--) | (--) | (--) | 82. | Anchor | 5 | 424 | 85 |
| (87) | (75) | (77) | 83. | Encore | 6 | 412 | 69 |
| (--) | (--) | (76) | 84. | Interurban | 6 | 409 | 68 |
| (--) | (--) | (--) | 85. | Daytona | 8 | 398 | 50 |
| (--) | (--) | (--) | 86. | Empire | 5 | 391 | 78 |
| (85) | (92) | (87) | 87. | Regional | 5 | 387 | 77 |
| (--) | (--) | (--) | 88. | Mid Continent | 5 | 364 | 73 |
| (--) | (85) | (82) | 89. | Midwest Comm. | 8 | 358 | 45 |
| (--) | (--) | (--) | 90. | Sun Group | 5 | 354 | 71 |
| (106) | (104) | (93) | 91. | Midwest Family | 8 | 350 | 44 |
| (--) | (--) | (--) | 92. | Roth | 6 | 339 | 57 |
| (103) | (105) | (86) | 93. | Knight | 5 | 311 | 62 |
| (--) | (--) | (100) | 94. | Sunshine | 6 | 281 | 47 |
| (108) | (107) | (97) | 95. | Brill | 6 | 280 | 47 |
| (--) | (106) | (91) | 96. | SRO | 5 | 279 | 56 |
| (114) | (108) | (96) | 97. | Home News | 7 | 275 | 39 |
| (93) | (100) | (89) | | Crawford | 6 | 275 | 46 |
| (--) | (--) | (--) | 99. | Pinnacle | 6 | 273 | 46 |
| (--) | (98) | (88) | 100. | Hall | 6 | 266 | 44 |
| (--) | (--) | (94) | 101. | Davis | 6 | 227 | 38 |
| (--) | (--) | (--) | 102. | Media Capital | 5 | 217 | 43 |
| (--) | (--) | (--) | 103. | Hartstone & Dickstein | 6 | 192 | 32 |
| (116) | (111) | (101) | 104. | Community Pacific | 6 | 159 | 27 |
| (112) | (110) | (103) | 105. | Constant | 5 | 144 | 29 |
| (--) | (--) | (--) | 106. | Sage | 8 | 111 | 14 |

AMERICA'S LEADING RADIO GROUPS - WEEKLY 12+ CUME

| <u>(SPG 85)</u> <u>RANK</u> | <u>(SPG 86)</u> <u>RANK</u> | <u>(SPG 87)</u> <u>RANK</u> | <u>SPG 88</u> <u>RANK</u> | <u>GROUP</u> | <u>TOTAL CUME</u> | <u>AVG PER STATION</u> |
|--------------------------------|--------------------------------|--------------------------------|------------------------------|--------------------|-------------------|------------------------|
| (2) | (1) | (1) | 1. | Capital Cities/ABC | 15,242,500 | 802,200 |
| (1) | (2) | (2) | 2. | CBS | 14,324,500 | 795,800 |
| (3) | (3) | (3) | 3. | Westinghouse | 9,184,700 | 612,300 |
| --) | (9) | (7) | 4. | Emmis | 8,136,500 | 813,700 |
| (4) | (4) | (4) | 5. | RKO | 7,670,400 | 697,300 |
| (13) | (10) | (6) | 6. | Infinity | 7,269,900 | 559,200 |
| (11) | (8) | (8) | 7. | Malrite | 6,631,400 | 302,800 |
| (8) | (5) | (5) | 8. | Gannett | 5,995,600 | 428,300 |
| --) | (27) | (23) | 9. | Legacy | 5,525,200 | 552,500 |
| (12) | (12) | (12) | 10. | Cox | 5,441,200 | 453,400 |
| (14) | (13) | (13) | 11. | Great American | 4,769,500 | 340,700 |
| (10) | (11) | (11) | 12. | Bonneville | 4,473,200 | 406,700 |
| (15) | (15) | (14) | 13. | Greater Media | 4,215,100 | 351,300 |
| (18) | (14) | (15) | 14. | Viacom | 4,131,400 | 590,200 |
| (48) | (24) | (17) | 15. | Jacor | 3,864,300 | 297,300 |
| (23) | (20) | (16) | 16. | Susquehanna | 3,841,100 | 213,400 |
| (32) | (32) | (31) | 17. | Booth/Genesis | 3,784,200 | 210,200 |
| --) | --) | (43) | 18. | Noble | 3,631,300 | 242,100 |
| (27) | (22) | (26) | 19. | Shamrock (Oisney) | 3,465,100 | 266,500 |
| (24) | (31) | (21) | 20. | NewCity | 3,256,000 | 232,600 |
| (20) | (18) | (20) | 21. | Nationwide | 3,247,900 | 232,000 |
| --) | (17) | (18) | 22. | Park | 3,138,200 | 196,100 |
| (28) | (16) | (22) | 23. | EZ | 2,894,000 | 263,100 |
| (16) | (19) | (24) | 24. | Tribune Company | 2,820,200 | 564,000 |
| (19) | (26) | (27) | 25. | Cook Inlet | 2,813,600 | 351,700 |
| (39) | (38) | (30) | 26. | Summit | 2,694,800 | 179,700 |
| (30) | (34) | (29) | 27. | Pyramid | 2,472,900 | 247,300 |
| (42) | (33) | (32) | 28. | Clear Channel | 2,324,900 | 178,800 |
| --) | --) | --) | 29. | Statewide | 2,230,200 | 446,000 |
| --) | (41) | (38) | 30. | Beasley | 2,228,900 | 139,300 |
| (25) | (28) | (33) | 31. | Jefferson-Pilot | 2,076,900 | 207,700 |
| --) | --) | (34) | 32. | Sconnix | 2,069,900 | 258,700 |
| (45) | (46) | (40) | 33. | Edens | 1,986,000 | 248,300 |
| (36) | (35) | (36) | 34. | Sandusky | 1,873,900 | 234,200 |
| --) | --) | --) | 35. | Fairmont | 1,809,900 | 258,600 |
| --) | (40) | (42) | 36. | Century | 1,770,100 | 295,000 |
| --) | --) | --) | 37. | Ragan Henry | 1,734,200 | 173,400 |
| (33) | (37) | (37) | 38. | United | 1,702,400 | 189,000 |
| (40) | (39) | (41) | 39. | Stoner | 1,663,300 | 151,200 |
| (35) | (44) | (48) | 40. | Hearst | 1,537,400 | 256,200 |
| (41) | (43) | (47) | 41. | Entercom | 1,463,500 | 162,600 |
| --) | --) | --) | 42. | Henry | 1,460,000 | 132,700 |
| --) | --) | --) | 43. | Heritage | 1,454,700 | 161,600 |
| (50) | (47) | (49) | 44. | King | 1,421,600 | 236,900 |
| (38) | (36) | (39) | 45. | Metroplex | 1,387,200 | 138,700 |
| --) | --) | (50) | 46. | Capitol (Johnson) | 1,359,000 | 151,000 |
| --) | --) | (46) | 47. | Brown | 1,353,700 | 169,200 |
| (44) | (42) | (35) | 48. | Capitol (Goodman) | 1,345,500 | 224,300 |
| --) | --) | --) | 49. | Ardman | 1,208,800 | 241,800 |
| --) | --) | --) | 50. | American | 1,193,000 | 149,100 |

Based on 12+ Cume, TSA, Broadcast Week. Simulcasts count as one station.

NOTES: AUDIENCE FIGURES ARE NOT IN HUNDREDS.

This table assumes that sales announced as of 1 July 88 will be completed. These stations are included in purchaser's total.

MAJOR GROUP OWNERS

| | | TSA | TSA | MSA | MKT | | | TSA | TSA | MSA | MKT | | |
|--|------------|---|------|------|-----|-------------|----------|------------|------|------|-----|--------|------------|
| | | AQH | CUME | RANK | # | FORMAT | | AQH | CUME | RANK | # | FORMAT | |
| ADAMS (Matt Mills) | | BLOOMINGTON (Tim Ives) | | | | | | | | | | | |
| WLAV-F | Gr. Rapids | 107 | 1590 | 3 | 71 | - AOR | WJCW | JC-King | 41 | 579 | 4 | 106 | - Country |
| WLAV | Gr. Rapids | 17 | 284 | 13 | 71 | + Oldies | WQUT-F | JC-King | 184 | 2037 | 1 | 106 | - CHR |
| WRTN | St. Louis | 63 | 1104 | 16 | 12 | - Nostalgia | WGOW | Chatt | 9 | 250 | 11 | 109 | - AC |
| WEZK-F | St. Lou | 245 | 3306 | 5 | 12 | - BTFL | WSKZ-F | Chatt | 177 | 2148 | 1 | 109 | + CHR |
| KOOL | Phoenix | 68 | 611 | 15 | 20 | + Oldies | WKLQ-F | Gr. Rapids | 142 | 2205 | 1 | 71 | + CHR |
| KOOL-F | Phoenix | 114 | 1687 | 10 | 20 | + Oldies | WJBC | Bloom,IL | 58 | 574 | 1 | 290 | + MOR |
| KISS-F | San Ant. | 158 | 1950 | 6 | 38 | - AOR | WBNQ-F | Bloom,IL | 55 | 694 | 2 | 290 | + CHR |
| AMERICAN MEDIA (Alan Beck, Art Kern) | | BONNEVILLE (Rodney Brady) | | | | | | | | | | | |
| WALK A/F | Long Is | 252 | 3401 | 1 | 10 | + AC | KBIG-F | LA | 669 | 9375 | 10 | 2 | - AC |
| WDJO | Cinci | 17 | 268 | 17 | 31 | - Oldies | KOIT A/F | SF | 387 | 5950 | 5 | 5 | + Soft AC |
| WJBE-F | Cinci | 152 | 1752 | 6 | 31 | - Country | WCLP-F | Chicago | 424 | 6622 | 11 | 3 | + Soft AC |
| WDCL-F | DB/Orl | 231 | 2330 | 4 | 55 | + Oldies | KMBZ | KC | 155 | 2541 | 5 | 28 | - MOR |
| KOEE | Tucson | 34 | 340 | 11 | 79 | + Oldies | KMBR-F | KC | 150 | 1908 | 9 | 28 | - BTFL |
| KWFM-F | Tucson | 85 | 1147 | 4 | 79 | = AC | WNSR-F | NY | 777 | 4696 | 15 | 1 | + AC |
| KMET | Piver-SB | 18 | 414 | 24 | 19 | + Oldies | KSL | Salt Lake | 142 | 2589 | 6 | 45 | - MOR |
| KGGI-F | Piver-SB | 128 | 2212 | 2 | 19 | - CHR | KIRO | Seattle | 391 | 5446 | 1 | 17(ap) | +News/Talk |
| ANCHOR (Alan Henry) | | KSEA-F Seattle 122 1820 10 17(ap)-BTFL | | | | | | | | | | | |
| | | KAAH Dallas 96 959 21 9 + Nostalgia | | | | | | | | | | | |
| | | KZPS-F Dallas 160 2826 12 9 + Oldies | | | | | | | | | | | |
| KLON Dallas 89 1512 23 9 = Oldies | | BOOTH/GENESIS (John Booth II, Marty Greenburg) | | | | | | | | | | | |
| KZFW-F Dallas 127 3191 19 9 - AOR | | WZPL-F Indy 259 3632 3 40 + CHR | | | | | | | | | | | |
| KZRR A/F Albuquerque 94 1177 4 100 + AOR | | WZZP-F S. Bend 78 1058 5 179 = CHR | | | | | | | | | | | |
| KORK LV 45 416 7 85 + Nost | | WJLB-F Detroit 540 5385 2 5 + Black | | | | | | | | | | | |
| KYRK-F LV 69 1117 4 85 + CHR/Urban | | WSGW Sag-BC 89 924 3 111 - MOR | | | | | | | | | | | |
| WPHR-F Cleve 127 2770 13 24 + CHR | | WIOG-F Sag-BC 409 4228 1 111 - CHR | | | | | | | | | | | |
| WEZI-F German/Mem. 65 918 9 50 - BTFL | | WTOD Toledo 52 669 8 81 + Country | | | | | | | | | | | |
| WTIP Char, WV 4 100 12 162 + AC | | WKKO-F Toledo 152 1618 1 81 + Country | | | | | | | | | | | |
| WVSP-F Char, WV 74 997 3 162 - CHR | | WRMR Cleveland 133 1543 11 24 + Nostalgia | | | | | | | | | | | |
| WZOU-F Boston 461 7303 5 6 + CHR | | WLTF-F Cleveland 306 4486 5 24 + AC | | | | | | | | | | | |
| ARDMAN | | WWNK Cincinnati 22 478 17 31 - AC | | | | | | | | | | | |
| | | WNNK-F Cincinnati 112 1913 8 31 + AC | | | | | | | | | | | |
| | | KRZN Denver 46 799 20 27 - Oldies | | | | | | | | | | | |
| | | KMJL-F Denver 167 2186 9 27 - AC | | | | | | | | | | | |
| | | KSMJ Sacramento 37 485 15 35 + Oldies | | | | | | | | | | | |
| | | KSFM-F Sacramento 152 2796 5 35 + CHR | | | | | | | | | | | |
| | | KBTS-F Austin 177 2317 2 66 + CHR | | | | | | | | | | | |
| | | KONO San Antonio 90 1212 11 38 + Oldies | | | | | | | | | | | |
| | | KITY-F San Antonio 185 2113 1 38 + CHR | | | | | | | | | | | |
| BAHAHEL | | BRILL (Alan Brill) | | | | | | | | | | | |
| KXEL Water-CF 19 243 9 239 - Country | | KQWB Fargo 14 296 8 249 - AC | | | | | | | | | | | |
| KOKZ-F Water-CF 58 924 2 239 + CHR | | KQWB-F Fargo 46 483 3 249 - AOR | | | | | | | | | | | |
| WDOE Chatt 14 314 10 109 - Country | | WEBC Duluth 24 495 10 180 - MOR | | | | | | | | | | | |
| WDOD-F Chatt 73 957 4 109 + Country | | WAVC-F Duluth 33 472 7 180 - Country | | | | | | | | | | | |
| WKIN JC/King DID NOT SHOW 106 - | | WIOV-F Lancaster 56 772 5 115 - Country | | | | | | | | | | | |
| WZXY-F JC/King 19 294 5 106 + CHR | | WKWK-F Peters/Rich 107 1359 9 63 + Country | | | | | | | | | | | |
| WQOD Lynch/Roan DID NOT SHOW 125(ap)- | | BROWN (Phil Melrose) | | | | | | | | | | | |
| WKZZ-F Lynch/Roan 18 356 9 125(ap)+CHR | | KYNO Fresno 20 340 16 82 + Oldies | | | | | | | | | | | |
| WXLY-F Char, SC 33 498 8 98 - AC | | KYNO-F Fresno 45 941 8 82 - CHR | | | | | | | | | | | |
| KILO-F Colo Spg. 80 919 2 120 + AOR | | KPOP San Diego 152 1625 8 19 + Nostalgia | | | | | | | | | | | |
| WPET Greens/WS 7 185 24 57 - Religion | | KGB-F San Diego 279 3012 1 19 + AOR | | | | | | | | | | | |
| WKSJ-F Greens/WS 116 2261 8 57 - CHR | | KXOA Sacramento 53 658 13 35 - Nostalgia | | | | | | | | | | | |
| BARNSTABLE (Dave Gingold) | | KXOA-F Sacramento 152 2041 4 35 - AC | | | | | | | | | | | |
| WGKX-F Memphis 186 2522 3 50 + Country | | KKAT-F Salt Lake 166 2093 3 45 + Country | | | | | | | | | | | |
| WSLR Akron 160 2214 1 75 - Country | | KKSF-F SF 200 2827 16 5 - Jazz/AC | | | | | | | | | | | |
| WKDD-F Akron 30 385 12 75 + CHR | | BUCKLEY (Richard Buckley) | | | | | | | | | | | |
| WHLI Long Island 114 936 15 10 - Nostalgia | | WDRG Hartford 35 708 10 43 = Oldies | | | | | | | | | | | |
| WKJY-F Long Island 101 1422 17 10 + Soft AC | | WDRG-F Hartford 206 3436 5 43 + Oldies | | | | | | | | | | | |
| WHOM-F Mt. Wash/Port 40 541 10 181 - BTFL | | KWAV-F Salinas/Mont 33 631 8 98 - AC | | | | | | | | | | | |
| WMSP-F Harris 9 193 19 87 + Class/Rel | | KKHI A/F SF 158 2763 16 5 - Classical | | | | | | | | | | | |
| WOKO Albany DID NOT SHOW 60 - Oldies | | WSEN A/F Syracuse 62 957 6 74 + Oldies | | | | | | | | | | | |
| WGNA-F Albany 160 1663 7 60 - Country | | WYNZ Port, M 34 403 3 181 + Nostalgia | | | | | | | | | | | |
| BEASLEY (Allen Shaw) | | WYNZ-F Port, M 22 315 8 181 - AC | | | | | | | | | | | |
| WTEL Phila DID NOT SHOW | | KGTL A/F LA/San Fern 53 697 39 2 + Talk | | | | | | | | | | | |
| WXTU-F Phila 444 5262 10 4 + Country | | KLLY-F Bakers 20 330 9 95 - AC | | | | | | | | | | | |
| WLIT Mobile 3 82 20 101 = Religion | | KUBB-F Modesto 43 622 12 144 - Country | | | | | | | | | | | |
| WBLX-F Mobile 182 1742 3 101 - Black | | | | | | | | | | | | | |
| WPOW-F Miami 259 3541 4 13 - CHR/Urban | | | | | | | | | | | | | |
| WFAI Fayette,NC 5 88 17 166 - Nost | | | | | | | | | | | | | |
| WKML-F Fayette,NC 134 1469 3 166 + Country | | | | | | | | | | | | | |
| WFTC Green,NC DID NOT SHOW NA - Country | | | | | | | | | | | | | |
| WRNS-F Green,NC 157 1675 2 NA + Country | | | | | | | | | | | | | |
| WBIG-F Greens/WS 116 1749 6 57 + Country | | | | | | | | | | | | | |
| WCKZ-F Char,NC 227 2759 2 44 + Urban/CHR | | | | | | | | | | | | | |
| KAAY L. Rock 8 261 17 97 - Religion | | | | | | | | | | | | | |
| WGNC Gast/Char,NC DID NOT SHOW | | | | | | | | | | | | | |
| WYSY Aur/Chi 70 1294 28 3 + AC? | | | | | | | | | | | | | |
| WORL Orlando 23 438 14 55 - Black | | | | | | | | | | | | | |
| WJHM-F Orlando 197 1929 7 55 + Urban | | | | | | | | | | | | | |

NOTE: Audience figures are Mon-Sun, 6A-MID, 12+, TSA or MSA. The MSA rank is as of 1987. The "+", "-", or "=" figures show the change in the station's 12+ Metro Share since the Spring 1987 sweep.

| | | TSA | TSA | MSA | MKT | | | TSA | TSA | MSA | MKT | | | | | | | | | |
|--|--------------|------|-------|------|-----|--------|------------|---------------------------------|----------------|--------------------|-------|--------|-----------------------------------|-----------|-------------|------|----|--------|---|----------|
| | | AQH | CUME | RANK | # | FORMAT | | AQH | CUME | RANK | # | FORMAT | | | | | | | | |
| <u>CAPITAL CITIES/ABC</u> (Jim Arcara) | | | | | | | | | | | | | <u>CLEAR CHANNEL</u> (Lowry Mays) | | | | | | | |
| WJP | Detroit | 907 | 11926 | 1 | 5 | - | MOR | KALO | Beau-PA | 28 | 296 | 10 | 121 | + | Black | | | | | |
| WHYT-F | Detroit | 335 | 7059 | 5 | 5 | + | CHR | KHYS-F | Beau-PA | 99 | 640 | 1 | 121 | + | Black | | | | | |
| WPRO | Providence | 102 | 1890 | 7 | 58 | - | MOR | WOAI | San Ant | 139 | 1944 | 8 | 38 | + | News/Talk | | | | | |
| WPRO-F | Providence | 413 | 4959 | 1 | 58 | + | CHR | KAJA-F | San Ant | 93 | 1559 | 10 | 38 | - | Country | | | | | |
| WBAP | Dallas/F.W. | 562 | 7574 | 4 | 9 | + | Country | KAKC | Tulsa | 9 | 230 | 15 | 67 | + | Oldies | | | | | |
| KSCS-F | Dallas/F.W. | 358 | 5144 | 5 | 9 | + | Country | KMOD-F | Tulsa | 169 | 2090 | 1 | 67 | + | AOR | | | | | |
| WABC | NY | 1040 | 17594 | 13 | 1 | + | Talk | KPEZ-F | Austin | 39 | 773 | 9 | 66 | - | Classic Rk. | | | | | |
| WWPR-F | NY | 1206 | 23092 | 6 | 1 | - | CHR | WELI | N. Haven | 62 | 990 | 2 | 95 | - | MOR | | | | | |
| WLS | Chicago | 314 | 6169 | 20 | 3 | - | AC | WQUE A/F | New OrL | 342 | 3964 | 1 | 34 | + | Black/Urban | | | | | |
| WYZZ-F | Chicago | 437 | 8574 | 10 | 3 | + | CHR | KTKO | Okl. C | 94 | 1423 | 5 | 46 | - | News/Talk | | | | | |
| KGO | SF | 859 | 10322 | 1 | 5 | + | Talk | KJYO-F | Okl. C | 219 | 2687 | 2 | 46 | + | CHR | | | | | |
| KABC | LA | 1093 | 12979 | 3 | 2 | + | Talk | WHAS | Louis | 269 | 3592 | 2 | 48 | - | MOR | | | | | |
| KLOS-F | LA | 890 | 12410 | 5 | 2 | + | AOR | WAMZ-F | Louis | 270 | 3061 | 1 | 48 | + | Country | | | | | |
| WMAL | Washington | 297 | 4544 | 6 | 7 | - | MOR | <u>CONSTANT</u> (Fred Constant) | | | | | | | | | | | | |
| WRQX-F | Washington | 273 | 5373 | 10 | 7 | - | CHR | KQLO | Reno | 5 | 122 | 16 | 185 | - | Country | | | | | |
| KQRS A/F | Minn-SP | 428 | 5160 | 2 | 14 | + | AOR | KWNZ-F | Reno | 51 | 683 | 2 | 185 | + | CHR | | | | | |
| WKHX | Atlanta | 13 | 321 | 18 | 11 | - | Country | KDUK | Eugene | 9 | 158 | 9 | 170 | - | Nostalgia | | | | | |
| WKHY-F | Atlanta | 354 | 4064 | 6 | 11 | - | Country | KLCX-F | Eugene | 32 | 433 | 8 | 170 | + | Classic AOR | | | | | |
| KRKY A/F | Denver | 232 | 3271 | 1 | 27 | - | CHR | KIZN | Boise | DID NOT SHOW | | 206 | - | Country | | | | | | |
| <u>CAPITOL</u> (Jim Goodmon) | | | | | | | | | | | | | KIZN-F | Boise | 47 | 525 | 5 | 206 | + | Country |
| WRXL-F | Rich | 143 | 1609 | 3 | 63 | = | AOR | <u>COOK INLET</u> (Dan Mason) | | | | | | | | | | | | |
| WPNL | Rich | 24 | 437 | 13 | 63 | - | Oldies | KFMY A/F | Salt Lake/Prov | 22 | 663 | 17 | 45 | - | CHR | | | | | |
| WRAL-F | Paleigh | 233 | 3012 | 5 | 70 | - | AC | KFMK-F | Houston | 216 | 2973 | 9 | 8 | - | AC | | | | | |
| WMHY-F | Baltimore | 208 | 3349 | 5 | 15 | + | AC | WPCC A/F | Washington | 338 | 4500 | 4 | 7 | + | Urban/CHR | | | | | |
| WNVZ-F | Norfolk | 138 | 2248 | 4 | 33 | - | CHR | WZLX-F | Boston | 246 | 4057 | 15 | 6 | - | Classic AOR | | | | | |
| WSTF-F | Mel/Orl | 200 | 2800 | 2 | 55 | + | AC | WUSN-F | Chicago | 339 | 4841 | 14 | 3 | - | Country | | | | | |
| <u>CAPITOL</u> (Ken Johnson) | | | | | | | | | | | | | KUBE-F | Seattle | 272 | 4499 | 2 | 17(ap) | + | CHR |
| WKSJ A/F | Mobile | 125 | 1289 | 1 | 101 | - | Country | WZGC-F | Atlanta | 285 | 4803 | 7 | 11 | - | CHR | | | | | |
| WCAW | Char, WV | 30 | 443 | 5 | 162 | - | Country | KSLX A/F | Phoenix | 145 | 1800 | 6 | 20 | + | AOR | | | | | |
| WVAF-F | Char, WV | 73 | 1013 | 2 | 162 | + | AC | <u>COX</u> (Nick Trigony) | | | | | | | | | | | | |
| WHLJ-F | Birm | 198 | 2402 | 2 | 56 | + | AC | WSB | Atlanta | 306 | 4135 | 5 | 11 | - | MOR | | | | | |
| WPKA-F | Louis | 86 | 1456 | 6 | 48 | - | AC | WSB-F | Atlanta | 333 | 4790 | 3 | 11 | + | AC | | | | | |
| WLVK-F | Char, NC | 194 | 2299 | 7 | 44 | - | Country | WSOC | Char, NC | 10 | 246 | 15 | 44 | + | Country | | | | | |
| WGFX-F | Nash | 148 | 2000 | 8 | 53 | + | Classic Rk | WSOC-F | Char, NC | 369 | 4267 | 1 | 44 | + | Country | | | | | |
| WTRG-F | Raleigh | 86 | 1645 | 8 | 70 | + | AC | WHIO | Dayton | 123 | 1439 | 4 | 54 | + | MOR | | | | | |
| KQFX-F | Austin | 48 | 1043 | 8 | 66 | + | Oldies | WHIO-F | Dayton | 228 | 2682 | 1 | 54 | + | BTFL | | | | | |
| <u>CENTURY</u> (Tony Carlos) | | | | | | | | | | | | | KFI | LA | 343 | 6597 | 24 | 2 | + | Talk |
| WXEZ | Chicago | 58 | 1561 | 31 | 3 | - | BTFL | KOST-F | LA | 872 | 13386 | 4 | 2 | + | AC | | | | | |
| WXEZ-F | Chicago | 578 | 7232 | 5 | 3 | - | BTFL | WIOD | Miami | 193 | 2926 | 15 | 13 | - | Talk | | | | | |
| WFFF | Tampa | 20 | 355 | 21 | 22 | - | Nostalgia | WTR-F | Miami | 232 | 2751 | 8 | 13 | + | AOR | | | | | |
| KMEL-F | SF | 516 | 7877 | 3 | 5 | + | CHR | WCKG-F | Chicago | 553 | 8121 | 6 | 3 | + | AOR | | | | | |
| KYBG | Denver | 14 | 364 | 26 | 27 | = | Talk (?) | WWBA-F | Tampa-SP | 308 | 3072 | 2 | 22 | + | BTFL | | | | | |
| KADX-F | Denver | 20 | 312 | 27 | 27 | - | Jazz | <u>CRAWFORD</u> | | | | | | | | | | | | |
| <u>CBS</u> | | | | | | | | | | | | | WDJC-F | Birm | 55 | 1076 | 12 | 56 | - | Religion |
| WCBS | NY | 939 | 20230 | 14 | 1 | - | News | KBRT | LA | 72 | 1249 | 44 | 2 | = | Religion | | | | | |
| WCBS-F | NY | 1174 | 17639 | 7 | 1 | + | Oldies | WYCA-F | Chicago | 45 | 827 | 33 | 3 | + | Religion | | | | | |
| KNX | LA | 639 | 12576 | 12 | 2 | - | News | WMUZ-F | Detroit | 54 | 1098 | 27 | 5 | - | Religion | | | | | |
| KNX-F | LA | 250 | 5921 | 26 | 2 | + | AOR | WDCX-F | Buffalo | 25 | 468 | 16 | 41(ap) | - | Religion | | | | | |
| WBMM | Chicago | 783 | 14050 | 3 | 3 | = | News | KPBC | Dallas | 24 | 408 | 27 | 9 | - | Religion | | | | | |
| WBMM-F | Chicago | 455 | 10268 | 8 | 3 | - | CHR | <u>CRB</u> | | | | | | | | | | | | |
| KMOX | St. Louis | 1065 | 10699 | 1 | 12 | + | Talk | WJBR | Wilm | Less than .1 share | | 90 | - | AC | | | | | | |
| KHTR-F | St. Louis | 209 | 4398 | 7 | 12 | - | CHR | WJBR-F | Wilm | 82 | 1069 | 2 | 90 | + | AC | | | | | |
| WCAU | Philadelphia | 365 | 6546 | 11 | 4 | + | News/Talk | WAEB | Allen-Beth | 51 | 677 | 6 | 73 | - | AC | | | | | |
| WGLF-F | Philadelphia | 301 | 5486 | 15 | 4 | - | Oldies | WAEB-F | Allen-Beth | 93 | 1274 | 4 | 73 | + | CHR | | | | | |
| WODS-F | Boston | 421 | 6318 | 7 | 6 | + | Oldies | WAES | Char, NC | DID NOT SHOW | | 44 | - | Oldies | | | | | | |
| KCBS | SF | 564 | 9052 | 4 | 5 | + | News/Talk | WROQ-F | Char, NC | 123 | 2125 | 10 | 44 | - | CHR | | | | | |
| KRQR-F | SF | 246 | 4150 | 10 | 5 | + | AOR | WTCR A/F | Hunt, WV | 169 | 1686 | 1 | 140 | + | Country | | | | | |
| WSUN | Tampa | 165 | 1994 | 10 | 22 | + | Country | <u>DAVIS</u> | | | | | | | | | | | | |
| WYNF-F | Tampa | 308 | 3258 | 4 | 22 | + | AOR | WIBB | Macon | 22 | 273 | 8 | 154 | - | Black | | | | | |
| KLTR-F | Houston | 183 | 3217 | 13 | 8 | + | AC | WFXM-F | Macon | 41 | 498 | 5 | 154 | + | Black | | | | | |
| WLTT-F | Washington | 182 | 3677 | 15 | 7 | - | AC | WTHB | Aug, GA | DID NOT SHOW | | 116 | - | | | | | | | |
| KTXQ-F | Dallas | 214 | 3766 | 10 | 9 | - | AOR | WFXA-F | Aug, GA | 70 | 802 | 3 | 116 | - | Black | | | | | |
| <u>COMMUNITY PACIFIC</u> | | | | | | | | | | | | | WOKS | Colum, GA | 40 | 364 | 3 | 174 | - | Black |
| KFIV A/F | Modesto | 45 | 707 | 5 | 144 | + | CHR | WFXE-F | Colum, GA | 54 | 617 | 1 | 174 | - | Black | | | | | |
| KTOM | Salinas | 15 | 208 | 18 | 98 | - | Country | | | | | | | | | | | | | |
| KTOM-F | Salinas | 29 | 441 | 9 | 98 | - | Country | | | | | | | | | | | | | |
| KEED | Eugene | 8 | 152 | 9 | 170 | + | Country | | | | | | | | | | | | | |
| KSND-F | Eugene | 39 | 619 | 2 | 170 | - | CHR | | | | | | | | | | | | | |
| KASH A/F | Anch | 23 | 299 | 5 | 175 | - | Country | | | | | | | | | | | | | |

| | | TSA | TSA | MSA | MKT | | | TSA | TSA | MSA | MKT | | |
|---|---------------|------|-------|------|-----|-------------|--|------------|------|--------------|-----|--------|----------------|
| | | AQH | CUME | RANK | # | FORMAT | | AQH | CUME | RANK | # | FORMAT | |
| HALL | | | | | | | | | | | | | |
| WLPA | Lancaster | 13 | 186 | 9 | 115 | + Nostalgia | KATZ | St. Lou | 69 | 995 | 13 | 12 | + Black |
| WNCE-F | Lancaster | 120 | 1333 | 1 | 115 | - BTFI | KATZ-F | St. Lou | 38 | 934 | 19 | 12 | - Black |
| WONN | Lakeland | 11 | 188 | 11 | 119 | + Nostalgia | WYLD | New Or1 | 65 | 911 | 13 | 34 | + Black/Gospel |
| WPCV-F | Lakeland | 71 | 798 | 1 | 119 | + Country | WYLD-F | New Or1 | 177 | 2148 | 3 | 34 | - Black |
| WAMP | Sara | 37 | 274 | 5 | 106 | + Big Band | WIZF-F | Cinci | 60 | 782 | 12 | 31 | + Black |
| WCTQ-F | Sara | 19 | 231 | 10 | 106 | + Country | WSAI | Savan | | DID NOT SHOW | | | - |
| HARTSTONE & DICKSTEIN (Dick Rakovan) | | | | | | | JACOR (Frank Woods) | | | | | | |
| WTLB | Utica | 21 | 300 | 8 | 148 | + MOR | WQIK | Jkville | 10 | 136 | 16 | 59 | - Country |
| WRCK-F | Utica | 44 | 716 | 6 | 148 | + CHR | WQIK-F | Jkville | 157 | 1678 | 2 | 59 | - Country |
| WFPG | Atlantic City | 3 | 113 | 24 | 164 | + BTFI | WMJI-F | Cleveland | 375 | 4964 | 3 | 24 | - AC |
| WFPG-F | Atlantic City | 57 | 456 | 2 | 164 | + BTFI | WGST | Atlanta | 134 | 1998 | 13 | 11 | + News/Talk |
| WBBW | Youngs | 45 | 584 | 6 | 96 | + Talk | WPCH-F | Atlanta | 350 | 4117 | 4 | 11 | + BTFI |
| WQOC-F | Youngs | 27 | 376 | 11 | 96 | - AC | WLW | Cinci | 367 | 5129 | 2 | 31 | - MOR |
| HEARST (Dave Barrett) | | | | | | | JEFFERSON-PILOT (Jim Babb) | | | | | | |
| WBAL | Baltimore | 340 | 4122 | 2 | 15 | + News/Talk | KOA | Denver | 265 | 4169 | 4 | 27 | + News/Talk |
| WYY-F | Baltimore | 188 | 2915 | 7 | 15 | - AOR | KOA-F | Denver | 125 | 2733 | 10 | 27 | - AC |
| WISN | Milwaukee | 90 | 1682 | 11 | 32 | + News/Talk | WFLA | Tampa | 206 | 2095 | 6 | 22 | + News/Talk |
| WLTQ-F | Milwaukee | 148 | 1935 | 9 | 32 | + AC | WFLZ-F | Tampa | 214 | 2878 | 7 | 22 | + AC |
| WTAE | Pittsburgh | 152 | 2355 | 8 | 18 | + Talk | KEYMARKET (Kirby Confer) | | | | | | |
| WHTX-F | Pittsburgh | 154 | 2485 | 10 | 18 | + AC | WNNK-F | Harris | 199 | 2263 | 1 | 87 | + CHR |
| HEARST (Charlton Buckley) | | | | | | | KING (Stan Mak) | | | | | | |
| KVOD-F | Denver | 67 | 1026 | 15 | 27 | - Class | KSFO | SF | 218 | 4766 | 15 | 5 | = Oldies |
| KFXM | Piver-SB | 46 | 565 | 13 | 19 | + Nostalgia | KYA-F | SF | 99 | 2875 | 27 | 5 | - Oldies |
| KDUO-F | Piver-SB | 169 | 1973 | 1 | 19 | + BTFI | KGW | Port O | 72 | 1832 | 14 | 41 | - AC |
| KYTE | Port O | 85 | 924 | 12 | 41 | + Nostalgia | KINK-F | Port O | 151 | 2000 | 4 | 41 | + AOR |
| KYTE-F | Port O | 70 | 1289 | 14 | 41 | + Class | KING | Seattle | 69 | 1348 | 22 | 17(ap) | -Talk |
| KDON | Salinas-Mont | 12 | 272 | 20 | 98 | - ? | KING-F | Seattle | 82 | 1395 | 16 | 17(ap) | -Classical |
| KDON-F | Salinas-Mont | 76 | 1063 | 1 | 98 | + CHR | KNIGHT (Norman Knight) | | | | | | |
| KFAB | Omaha | 240 | 2923 | 2 | 78 | - MOR | WTAG | Worc | 46 | 796 | 3 | 112 | - MOR |
| KGOR-F | Omaha | 163 | 2171 | 3 | 78 | - CHR | WSRS-F | Worc | 113 | 1324 | 1 | 112 | - BTFI |
| KMJ | Fresno | 122 | 1481 | 1 | 82 | + News/Talk | WGIR | Manch | 34 | 419 | 3 | 246 | + News/Talk |
| KFYE-F | Fresno | 50 | 913 | 15 | 82 | - AC | WGIR-F | Manch | 76 | 1029 | 2 | 246 | - AOR/CHR |
| HERITAGE (Paul Fiddick) | | | | | | | LEGACY (Carl Hirsch) | | | | | | |
| KDAY | LA | 250 | 3744 | 27 | 2 | - Black | KDWB | Minn | 97 | 1574 | 12 | 14 | + Oldies |
| WIL | St. Lou | 42 | 791 | 19 | 12 | = Country | KDWB-F | Minn | 184 | 3847 | 8 | 14 | - CHR |
| WIL-F | St. Lou | 303 | 3302 | 4 | 12 | + Country | WLLZ-F | Detroit | 357 | 5479 | 4 | 5 | + AOR |
| WBBF | Roch | 13 | 418 | 11 | 47 | - Oldies | KILT | Houston | 56 | 1096 | 23 | 8 | - Country |
| WBEE-F | Roch | 180 | 1632 | 3 | 47 | - Country | KILT-F | Houston | 415 | 5486 | 4 | 8 | - Country |
| WEMP | Milwaukee | 70 | 1218 | 13 | 32 | + Oldies | WCPT | Washington | 36 | 457 | 24 | 7 | + Black |
| WMYX-F | Milwaukee | 79 | 1440 | 12 | 32 | - AC | WCXR-F | Washington | 232 | 4173 | 9 | 7 | + AOR |
| KKSN | Port O | 20 | 403 | 20 | 41 | + Oldies | KTWV-F | LA | 329 | 6993 | 19 | 2 | - Jazz/NA |
| KKSN-F | Port O | 109 | 1599 | 11 | 41 | + Oldies | WNEW-F | NY | 1000 | 15490 | 11 | 1 | + AOR |
| HOLT (Art Holt) | | | | | | | LOTUS (Hal Rosenberg) | | | | | | |
| WBOP | Pensa | 26 | 286 | 9 | 137 | + Black | KTCT | Tucson | 10 | 218 | 18 | 79 | - Soft AC |
| WTKX-F | Pensa | 76 | 719 | 3 | 137 | - AOR | KLPX-F | Tucson | 66 | 1059 | 5 | 79 | - AOR |
| WZZO-F | Allen-Beth | 135 | 1596 | 3 | 73 | - AOR | KWKW | LA | 318 | 2993 | 18 | 2 | + Hispanic |
| WOKJ | Jackson | 11 | 345 | 14 | 116 | - Black | KFSD-F | SD | 60 | 971 | 15 | 19 | - Classical |
| WJMI-F | Jackson | 194 | 1876 | 1 | 116 | - Black | KENO | Las Vegas | 20 | 363 | 11 | 85 | + Oldies |
| HOME NEWS (Ron Tarsi) | | | | | | | WMMR-F Phila 800 10657 2 4 - AOR | | | | | | |
| KAQQ | Spokane | 17 | 354 | 14 | 130 | - MOR | WHEB A/F Ports, NH 42 593 2 146 - AOR | | | | | | |
| KIJC-F | Spokane | 75 | 895 | 3 | 130 | + AC | LEGACY (Carl Hirsch) | | | | | | |
| WRKI-F | Bridge | 14 | 318 | 11 | 107 | - AOR | KDWB | Minn | 97 | 1574 | 12 | 14 | + Oldies |
| WKPT | JC-Kings | 17 | 251 | 7 | 106 | + BTFI | KDWB-F | Minn | 184 | 3847 | 8 | 14 | - CHR |
| WTFM-F | JC-Kings | 112 | 1342 | 3 | 106 | + AC | WLLZ-F | Detroit | 357 | 5479 | 4 | 5 | + AOR |
| KWG | Stockton | 27 | 374 | 6 | 104 | + Oldies | KILT | Houston | 56 | 1096 | 23 | 8 | - Country |
| KYBB-F | Stockton | 13 | 240 | 16 | 104 | - AC | KILT-F | Houston | 415 | 5486 | 4 | 8 | - Country |
| INFINITY (Mel Karmazin) | | | | | | | WMMR-F Phila 800 10657 2 4 - AOR | | | | | | |
| WJIT | NY | 262 | 1931 | 28 | 1 | + Hispanic | WCPT | Washington | 36 | 457 | 24 | 7 | + Black |
| WXRK-F | NY | 1018 | 16971 | 12 | 1 | + AOR | WCXR-F | Washington | 232 | 4173 | 9 | 7 | + AOR |
| KROQ-F | LA | 630 | 9679 | 9 | 2 | - AOR | KTWV-F | LA | 329 | 6993 | 19 | 2 | - Jazz/NA |
| WYSP-F | Phila | 533 | 8725 | 8 | 4 | + AOR | WNEW-F | NY | 1000 | 15490 | 11 | 1 | + AOR |
| WBCN-F | Boston | 477 | 6409 | 4 | 6 | - AOR | WMMR-F | Phila | 800 | 10657 | 2 | 4 | - AOR |
| KOME-F | San Jose | 126 | 2385 | 6 | 30 | - AOR | LOTUS (Hal Rosenberg) | | | | | | |
| KXYZ | Houston | 60 | 637 | 19 | 8 | + Hispanic | KTCT | Tucson | 10 | 218 | 18 | 79 | - Soft AC |
| WJJD | Chicago | 342 | 4119 | 15 | 3 | + Nostalgia | KLPX-F | Tucson | 66 | 1059 | 5 | 79 | - AOR |
| WJMK-F | Chicago | 474 | 7742 | 9 | 3 | + Oldies | KWKW | LA | 318 | 2993 | 18 | 2 | + Hispanic |
| WBMW-F | Washington | 89 | 1492 | 20 | 7 | - Jazz/NA | KFSD-F | SD | 60 | 971 | 15 | 19 | - Classical |
| WQYK A/F | Tampa | 268 | 2684 | 3 | 22 | + Country | KENO | Las Vegas | 20 | 363 | 11 | 85 | + Oldies |
| KVIL A/F | Dallas | 527 | 6896 | 1 | 9 | + AC | KOMP-F | Las Vegas | 44 | 683 | 8 | 85 | - AOR |
| WOMC-F | Detroit | 188 | 3029 | 15 | 5 | - AC | KXET | San Ant | 32 | 470 | 17 | 38 | - Hispanic |
| | | | | | | | KZEP-F | San Ant | 76 | 1037 | 12 | 38 | + AOR |
| | | | | | | | KTEZ-F | Lubbock | 18 | 366 | 6 | 188 | - Soft AC |
| | | | | | | | WMDO | Wash | 21 | 246 | 29 | 7 | + Hispanic |
| | | | | | | | KONE | Reno | 5 | 117 | 15 | 185 | - Nostalgia |
| | | | | | | | KOZZ-F | Reno | 56 | 635 | 1 | 185 | + AOR |
| | | | | | | | KOXR | Oxnard | 38 | 273 | 2 | 77 | + Hispanic |
| | | | | | | | KGST | Fresno | 40 | 304 | 9 | 82 | + Hispanic |
| | | | | | | | WTAQ | Chicago | | | | | |

| | | TSA | TSA | MSA | MKT | | | TSA | TSA | MSA | MKT | | | |
|---|------------|--------------|-------|------|-----|--------|-----------|----------|-------------|---------------------|------|----------------------------------|-----------|-------------|
| | | AQH | CUME | RANK | # | FORMAT | | AQH | CUME | RANK | # | FORMAT | | |
| <u>MALRITE</u> (Gil Rosenwald) | | | | | | | | | | | | <u>NATIONWIDE</u> (Steve Barger) | | |
| WHTZ-F | NY | 1639 | 25717 | 1 | 1 | + | CHR | WPOC-F | Balt | 207 | 2947 | 6 | 15 | - Country |
| WHK | Cleve | 31 | 627 | 20 | 24 | - | Oldies | WGAR | Cleveland | 30 | 765 | 24 | 24 | - Country |
| WHMS-F | Cleve | 445 | 6981 | 1 | 24 | - | AOR/CHR | WGAR-F | Cleveland | 220 | 2833 | 8 | 24 | - Country |
| KNEW | SF | 124 | 1975 | 22 | 5 | - | Country | WNCI-F | Colum 0 | 287 | 3905 | 2 | 36 | + CHR |
| KSAN-F | SF | 253 | 3992 | 9 | 5 | + | Country | WKZL-F | Greens/WS | 119 | 1931 | 3 | 57 | - CHR |
| WDGY | Minn-SP | 79 | 1632 | 14 | 14 | - | Country | WBJW A/F | Orl | 215 | 3767 | 8 | 55 | - CHR |
| KEEY-F | Minn-SP | 253 | 3357 | 5 | 14 | + | Country | KNST | Tucson | 32 | 481 | 6 | 79 | + News/Talk |
| KKHT-F | Houston | 153 | 2165 | 14 | 8 | + | AC | KRCQ-F | Tucson | 201 | 2052 | 1 | 79 | + CHR |
| KLAC | LA | 300 | 5988 | 21 | 2 | + | Country | KZAP-F | Sacra | 193 | 2406 | 3 | 35 | + AOR |
| KZLA-F | LA | 392 | 4713 | 17 | 2 | + | Country | KRSR | Las Vegas | 7 | 137 | 18 | 85 | - AOR |
| WEGX-F | Phila | 640 | 9167 | 3 | 5 | + | CHR | KLUC-F | Las Vegas | 90 | 1349 | 3 | 85 | - CHR |
| <u>MEDIA CAPITAL</u> | | | | | | | | | | | | <u>NEW CITY</u> (Dick Ferguson) | | |
| WHIT | Madison | 28 | 275 | 7 | 133 | + | Oldies | WFTQ | Worc | 29 | 469 | 7 | 112 | + AC |
| WWQM-F | Madison | 24 | 427 | 8 | 133 | - | Country | WEZN-F | Bridge | 262 | 3374 | 1 | 107 | - BTFL |
| WJYL-F | Louisville | 86 | 260 | 7 | 48 | + | Black | WAAF-F | Worc/Boston | 227 | 3854 | 2 | 112 | - AOR |
| WLXX-F | Chatta | 52 | 787 | 6 | 109 | - | AC | WYAY-F | Gain/Atl | 353 | 4029 | 9 | 11 | - Country |
| WJYQ-F | Char, SC | 27 | 337 | 10 | 98 | + | AC/Oldies | KRMG | Tulsa | 124 | 1643 | 5 | 67 | - MOR |
| <u>METROPLEX</u> (Norm Wain) | | | | | | | | | | | | <u>NEW MARKET</u> (Pete Schulte) | | |
| WHYI-F | Miami | 265 | 4757 | 5 | 13 | - | CHR/Urban | KWEN-F | Tulsa | 168 | 2096 | 2 | 67 | - Country |
| WNLT-F | Tampa | 133 | 2167 | 8 | 22 | - | AC | WZZK A/F | Birm | 322 | 3694 | 1 | 56 | - Country |
| WFYV-F | Jkville | 103 | 1100 | 4 | 59 | - | AOR | WDBO | Orlando | 115 | 1410 | 3 | 55 | + MOR |
| WFYV | Jkville | DID NOT SHOW | | | | | | WKKA-F | Orlando | 280 | 3062 | 1 | 55 | - Country |
| WAJL | Orlando | 11 | 180 | 19 | 55 | + | ? | WSYR | Syracuse | 127 | 1498 | 3 | 74 | + MOR |
| WJYU-F | Orlando | 108 | 1608 | 10 | 55 | - | Soft AC | WYYY-F | Syracuse | 154 | 2081 | 1 | 74 | - AC |
| WHBO | Tampa | 36 | 464 | 19 | 22 | - | Oldies | KKMG-F | Ok! C | 100 | 1532 | 9 | 44 | - BTFL |
| WNLT-F | Tampa | 133 | 2167 | 8 | 22 | - | AC | KKYX | San Ant | 158 | 1981 | 14 | 38 | - Country |
| WKIX | Raleigh | 14 | 448 | 16 | 70 | - | Oldies | KCCY-F | San Ant | 173 | 1837 | 5 | 38 | + Country |
| WYLT-F | Raleigh | 55 | 981 | 9 | 70 | - | Soft AC | | | | | | | |
| <u>MID CONTINENT</u> (David Martin) | | | | | | | | | | | | <u>NOBLE</u> (John Lynch) | | |
| WTSO | Madison | 62 | 829 | 4 | 133 | - | Country | WSJS | Greens/WS | 58 | 836 | 8 | 57 | - MOR |
| WZEE-F | Madison | 165 | 2152 | 1 | 133 | + | CHR | WTQR-F | Greens/WS | 370 | 3836 | 1 | 57 | - Country |
| KXLK-F | Wichita | 39 | 595 | 8 | 103 | - | AC | WREC | Memphis | 54 | 825 | 12 | 50 | + Nostalgia |
| KELO | S. Falls | 50 | 609 | 1 | 281 | + | AC | WEGR-F | Memphis | 88 | 1164 | 8 | 50 | + AOR |
| KFLO-F | S. Falls | 48 | 611 | 3 | 281 | - | BTFL | KXXY | Ok! C | 15 | 240 | 16 | 46 | + Country |
| <u>MIDWEST COMMUNICATIONS</u> (D.E. Wright) | | | | | | | | | | | | <u>OLYMPIC</u> (Ivan Braiker) | | |
| KIOA | Des Moines | 55 | 1033 | 9 | 126 | - | AC | KRPM | Seattle | DID NOT SHOW | | 17(ap) | - Country | |
| KDWZ-F | Des Moines | 50 | 778 | 7 | 126 | - | CHR | KRPM-F | Seattle | 106 | 1411 | 18 | 17(ap) | - Country |
| WGEE | Green Bay | 49 | 669 | 2 | 212 | + | Country | KZZU-F | Spokane | 117 | 1332 | 1 | 130 | + CHR |
| WIXX-F | Green Bay | 199 | 2639 | 1 | 212 | + | CHR | KMZQ-F | Las Vegas | 52 | 673 | 6 | 85 | - AC |
| WKKQ | Duluth | 38 | 491 | 4 | 180 | + | Country | KIIQ | Reno | LESS THAN 0.1 SHARE | | | 185 | - Country |
| WTBx-F | Duluth | 37 | 401 | 7 | 180 | - | CHR | KIIQ-F | Reno | 58 | 562 | 4 | 185 | + Country |
| KLMS | Lincoln | 2 | 67 | 14 | 201 | - | Jazz/NA | KYAK | Anchorage | 33 | 412 | 6 | 175 | + Country |
| KFMQ-F | Lincoln | 28 | 419 | 5 | 201 | - | AOR | KGOT-F | Anchorage | 44 | 730 | 2 | 175 | - CHR |
| <u>MIDWEST FAMILY</u> | | | | | | | | | | | | <u>OSBORN</u> (Frank Osborn) | | |
| WKKN | Rockford | 15 | 250 | 9 | 158 | - | Country | WVVA | Wheeling | 71 | 939 | 2 | 219 | + Country |
| WKMQ-F | Rockford | 55 | 721 | 3 | 158 | + | Classic | WVVK-F | Wheeling | 47 | 571 | 4 | 219 | - Country |
| WTDY | Madison | 9 | 211 | 10 | 133 | - | MOR/Talk | | | | | | | |
| WMGN-F | Madison | 60 | 1028 | 4 | 133 | - | AC | | | | | | | |
| WOSH | Apple-Osh | 17 | 299 | 10 | 149 | + | MOR | | | | | | | |
| WMGV-F | Apple-Osh | 39 | 618 | 4 | 149 | + | AC | | | | | | | |
| WITL | Lansing | 7 | 186 | 17 | 110 | - | Country | | | | | | | |
| WITL-F | Lansing | 148 | 1570 | 2 | 110 | + | Country | | | | | | | |
| <u>ML MEDIA</u> (Walt Tiburski) | | | | | | | | | | | | <u>WOLFBROOK</u> (Walt Tiburski) | | |
| WQAL-F | Cleve | 304 | 3524 | 2 | 24 | + | BTFL | | | | | | | |
| KBEZ-F | Tulsa | 113 | 1482 | 6 | 67 | - | BTFL | | | | | | | |
| WIRE | Indy | 36 | 590 | 11 | 40 | - | Country | | | | | | | |
| WXTZ-F | Indy | 172 | 2148 | 5 | 40 | - | BTFL | | | | | | | |
| WEJZ-F | Jkville | 46 | 767 | 8 | 59 | + | BTFL | | | | | | | |
| WEBE-F | Bridge | 74 | 835 | 3 | 107 | + | AC | | | | | | | |
| <u>MULTIMEDIA</u> (Greg Anderson) | | | | | | | | | | | | <u>WOLFBROOK</u> (Walt Tiburski) | | |
| WFBC | Green, SC | 15 | 268 | 13 | 83 | + | MOR | | | | | | | |
| WFBC-F | Green, SC | 160 | 2029 | 4 | 83 | - | AC | | | | | | | |
| WEZw-F | Milw | 177 | 2312 | 7 | 32 | - | BTFL | | | | | | | |
| WMAZ | Macon | 28 | 375 | 7 | 154 | - | MOR | | | | | | | |
| WAYS-F | Macon | 142 | 1622 | 2 | 154 | - | CHR | | | | | | | |
| KEEL | Shreve | 31 | 630 | 12 | 128 | + | Oldies | | | | | | | |
| KITT-F | Shreve | 50 | 918 | 8 | 128 | - | AC | | | | | | | |

| | TSA | TSA | MSA | MKT | | | TSA | TSA | MSA | MKT | | | |
|---|------|----------|------|--------|-------------|-----------------------------------|---------------|----------|----------|--------|--------|--------------|--|
| | AQH | CUJE | RANK | # | FORMAT | | AQH | CUJE | RANK | # | FORMAT | | |
| <u>PARK</u> (Bill Fowler) | | | | | | <u>RKO</u> (Jerry Lyman) | | | | | | | |
| WPAT A/F New York | 1548 | 18556 | 2 | 1 | - BTFL | WOR New York | 1331 | 16987 | 4 | 1 | + | Talk | |
| KJJG Minn-SP | DID | NOT SHOW | | 14 | - AOR | WRKS-F New York | 1270 | 13608 | 3 | 1 | + | Black | |
| KJJO-F Minn-SP | 260 | 3204 | 7 | 14 | + AOR | WRKO Boston | 573 | 6620 | 2 | 6 | + | Talk | |
| WHEN Syracuse | 62 | 1044 | 7 | 74 | - AC/MOR | WROR-F Boston | 278 | 4977 | 11 | 6 | - | AC | |
| WRHP-F Syracuse | 34 | 508 | 10 | 74 | - BTFL | WGMS A/F Washington | 186 | 2761 | 14 | 7 | + | Class | |
| KWLO Water-CF | 29 | 407 | 3 | 239 | + MOR/AC | WAXY-F Miami | 195 | 3254 | 12 | 13 | - | AC | |
| KFMW-F Water-CF | 63 | 848 | 1 | 239 | + CHR | WFYR-F Chicago | 263 | 6222 | 18 | 3 | - | AC/Oldies | |
| WNCT Green, NC | DID | NOT SHOW | | NA | - Oldies | WHBQ Memphis | 54 | 870 | 10 | 50 | - | News/Talk | |
| WNCT-F Greer, NC | 72 | 922 | 7 | NA | - BTFL | WHRC SF | 278 | 4774 | 11 | 5 | - | Nostalgia | |
| KWJH Port O | 42 | 803 | 16 | 41 | = Country | KRTH LA | 148 | 3505 | 33 | 2 | - | Oldies | |
| KWJH-F Port O | 89 | 1230 | 13 | 41 | = Country | KRTH-F LA | 794 | 13126 | 8 | 2 | - | Oldies | |
| WDEF Chatt | 27 | 341 | 8 | 109 | - MOR | | | | | | | | |
| WDEF-F Chatt | 90 | 1078 | 3 | 109 | + BTFL | <u>REGIONAL</u> | | | | | | | |
| WTVR A/F Richmond | 107 | 1359 | 7 | 63 | + Country | WKTH Gr. Rapids | 8 | 82 | 17 | 71 | + | Oldies | |
| KEZY Seattle | DID | NOT SHOW | | 17(ap) | -Jazz/NA | WGRD-F Gr. Rapids | 109 | 1934 | 3 | 71 | + | CHR | |
| KEZY-F Seattle | 70 | 1082 | 20 | 17(ap) | -Jazz/NA | WYFM-F Sha/Young | 122 | 1535 | 3 | 96 | + | AC | |
| | | | | | | WRSB Bingh | 15 | 241 | 5 | 163 | - | Oldies | |
| <u>PAFMEP</u> | | | | | | WAAL-F Bingh | 133 | 1647 | 1 | 163 | + | CHR | |
| KLTZ-F Las Vegas | 100 | 853 | 1 | 85 | - BTFL | | | | | | | | |
| KTCJ Minn-SP | 13 | 136 | 16 | 14 | - Jazz | <u>RIVERS</u> (M.D. Rivers) | | | | | | | |
| KTCJ-F Minn-SP | 146 | 2117 | 10 | 14 | - AOR/Jazz | WEDR-F Miami | 299 | 2276 | 2 | 13 | + | Black | |
| KTKI Hono | 73 | 1009 | 7 | 62 | - Oldies | WEAS Savan | 6 | 112 | 10 | 177 | - | Gospel | |
| KTAI-F Hono | 98 | 1353 | 5 | 62 | + CHR | WEAS-F Savan | 99 | 828 | 1 | 177 | + | Black | |
| PAHI Aub/Sacra | DID | NOT SHOW | | | | WGUN Atl | DID | NOT SHOW | | | | | |
| KHYL-F Aub/Sacra | 88 | 1510 | 10 | 35 | + Oldies | KWAM Memphis | 24 | 405 | 18 | 50 | + | Gospel | |
| | | | | | | KRNB-F Memphis | 155 | 2001 | 4 | 50 | + | Black | |
| <u>PINNACLE</u> | | | | | | | | | | | | | |
| WDJR Raleigh | 32 | 331 | 10 | 70 | - Black | <u>ROTH</u> (David Roth) | | | | | | | |
| WFXC-F Raleigh | 63 | 855 | 4 | 70 | + Black | KCBN Reno | 8 | 200 | 14 | 185 | - | Oldies | |
| KAMA El Paso | 47 | 639 | 9 | 88 | - Hispanic | KRNO-F Reno | 36 | 484 | 5 | 185 | + | AC | |
| KAM7-F El Paso | 47 | 858 | 6 | 88 | - CHR | WKBF Daven-RI | 36 | 511 | 8 | 125 | - | Country | |
| KEND Lubbock | 6 | 104 | 9 | 188 | + Country | WPXR-F Daven-RI | 129 | 1774 | 3 | 125 | + | CHR | |
| KLLL-F Lubbock | 78 | 877 | 2 | 188 | + Country | WCHY Savan | 2 | 68 | 12 | 177 | - | Country | |
| | | | | | | WCHY-F Savan | 128 | 1341 | 3 | 177 | + | Country | |
| <u>PRICE COMMUNICATIONS</u> (Dick Appleton) | | | | | | <u>SAGA</u> (Ed Christian) | | | | | | | |
| WPBG West Palm | 12 | 130 | 29 | 65 | + Oldies | WKLH-F Milw | 249 | 2983 | 3 | 32 | - | Classic AOR | |
| WTRK-F West Palm | 67 | 901 | 7 | 65 | - Country | WVKO Col O | 43 | 727 | 12 | 36 | - | Black | |
| WOVO Ft. Wayne | 92 | 1640 | 6 | 131 | - MOR | WSNY-F Col O | 224 | 2801 | 1 | 36 | + | AC | |
| WVOO-F Ft. Wayne | 4 | 204 | 11 | 131 | + MOR | KRNT Des M | 34 | 552 | 5 | 126 | + | MOR | |
| WNKB Buffalo | 67 | 1373 | 12 | 41(ap) | -Oldies | KRNQ Des M | 96 | 1745 | 3 | 126 | + | CHR | |
| WKSE-F Buffalo | 192 | 2749 | 1 | 41(ap) | +CHR | WNOR A/F Norfolk | 214 | 2494 | 1 | 33 | - | AOR | |
| | | | | | | <u>SAGE</u> (Gerald LeBow) | | | | | | | |
| <u>JOHN PRICE</u> | | | | | | WACO Waco | 21 | 277 | 5 | 214 | - | Country | |
| KROW Reno | 29 | 493 | 11 | 185 | + Country | WACO-F Waco | 17 | 403 | 7 | 214 | - | AC | |
| KNEV-F Reno | 57 | 492 | 2 | 185 | - BTFL | WKHT Hart | 17 | 233 | 15 | 43 | + | Country | |
| KHYV Modesto | 8 | 131 | 16 | 144 | + Classical | WLVH-F Hart | 16 | 141 | 17 | 43 | + | Hispanic | |
| KBEE-F Modesto | 88 | 999 | 2 | 144 | - BTFL | WAMT Mel-Titus | 7 | 97 | 15 | 127 | + | Country | |
| KCPX Salt Lake | 11 | 340 | 23 | 45 | - Oldies | WSCF-F Mel-Titus | 11 | 122 | 14 | 127 | + | Nostalgia | |
| KCPX-F Salt Lake | 150 | 2478 | 2 | 45 | + CHR | WCDL WB/Scran | 6 | 122 | 33 | 69 | - | ? | |
| WEZL-F Char, SC | 96 | 919 | 1 | 98 | + Country | WLSF-F WB/Scran | 16 | 151 | 26 | 69 | - | Country | |
| KGA Spokane | 39 | 536 | 8 | 130 | - Country | | | | | | | | |
| KDRK-F Spokane | 57 | 749 | 4 | 130 | - Country | <u>SANDUSKY</u> (Norm Rau) | | | | | | | |
| WOIC Colum, SC | 26 | 421 | 9 | 105 | - Black | KLSY A/F Seattle | 92 | 1863 | 14 | 17(ap) | -AC | | |
| WPRH-F Colum, SC | 12 | 399 | 13 | 105 | - Urban | KNUS Denver | 60 | 1026 | 18 | 27 | - | Talk | |
| | | | | | | KBPI-F Denver | 202 | 2851 | 5 | 27 | + | AOR | |
| <u>PYRAMID</u> (Rich Balsbaugh) | | | | | | KDKB-F Phoenix | 190 | 2485 | 8 | 20 | + | AOR | |
| WXKS Boston | 92 | 954 | 17 | 6 | - Nostalgia | KEGL-F Dallas | 316 | 5886 | 8 | 9 | - | CHR | |
| WXKS-F Boston | 574 | 8102 | 1 | 6 | - CHR | KLSJ-F KC | 110 | 1664 | 11 | 28 | + | AC | |
| WPIT Pittsburgh | 12 | 304 | 27 | 18 | - Religion | WKRL-F Tampa | 132 | 1780 | 9 | 22 | + | Classic Rock | |
| WPIT-F Pittsburgh | 40 | 900 | 18 | 18 | - Religion | KKYY-F SD | 49 | 1184 | 19 | 19 | - | AC | |
| WPXY A/F Roch | 192 | 2648 | 2 | 47 | - CHR | | | | | | | | |
| WHHT Buffalo | 9 | 138 | 20 | 41(ap) | +Classic Rk | <u>SALEM</u> (Epperson, Atsinger) | | | | | | | |
| WHHT-F Buffalo | 172 | 2194 | 3 | 41(ap) | +Classic Rk | KGER LB/LA | DID | NOT SHOW | | | | | |
| WPGR Phila | 28 | 480 | 26 | 4 | - Oldies | KCFO Tulsa | 12 | 250 | 13 | 67 | - | Religion | |
| WSNI-F Phila | 306 | 5116 | 14 | 4 | - AC | KGNW Seattle | 21 | 446 | 26 | 17(ap) | + | Religion | |
| WNJA-F Chicago | 217 | 5893 | 19 | 3 | + | KPDQ Port O | 10 | 401 | 27 | 41 | - | Religion | |
| | | | | | | KPQD-F Port O | 43 | 749 | 17 | 41 | + | Religion | |
| <u>RAGEN HENRY</u> (Bob Hughes) | | | | | | KDAR-F Oxnard | 15 | 208 | 16 | 77 | + | Religion | |
| WXTR-F LP/Wash | 193 | 3737 | 13 | 7 | + Oldies | KGID San Bern | DID | NOT SHOW | | | | | |
| KDIA SF | 74 | 1346 | 32 | 5 | - Black | KPRZ SD | 14 | 383 | 28 | 19 | + | | |
| WWIN Balt | 63 | 1062 | 18 | 15 | - Black | WRFD Col O | 26 | 470 | 15 | 36 | + | Religion | |
| WGHT-F Balt | 109 | 1720 | 10 | 15 | + | Urban/CHR | WNYM New York | DID | NOT SHOW | | | | |
| WZZT-F Colum OH | 21 | 522 | 17 | 36 | - Black | WEZE Boston | 33 | 640 | 23 | 6 | - | Religion | |
| WEZS-F Richmond | 119 | 1552 | 5 | 63 | - AC | KKLA-F LA | 93 | 1849 | 35 | 2 | + | Religion | |
| WKSG-F Detroit | 137 | 2417 | 18 | 5 | - Oldies | KHAA New Orleans | 26 | 428 | 18 | 34 | + | Religion | |
| KCWV-F KC | 35 | 600 | 16 | 28 | - Jazz/NA | WKPA New Ken/Pitt | DID | NOT SHOW | | | | | |
| WDIA Memphis | 88 | 1713 | 7 | 50 | - Black | WYDD-F New Ken/Pitt | 107 | 2336 | 14 | 18 | - | CHR | |
| WHRK-F Memphis | 241 | 2673 | 2 | 50 | - Black | KFAX SF | 53 | 908 | 35 | 5 | + | Religion | |

| | | TSA | TSA | MSA | MKT | | | TSA | TSA | MSA | MKT | | | |
|--|-------------|-----|------|------|--------|--------|-------------|----------------------------------|------------|--------------|-------|--------|-----|-------------|
| | | AQH | CUME | RANK | # | FORMAT | | AQH | CUME | RANK | # | FORMAT | | |
| <u>SCONNIX</u> (Odeneal, Nixon, McQueen) | | | | | | | | | | | | | | |
| WMRZ | Daven-RI | 19 | 299 | 9 | 125 | + | Oldies | WIXY | Spring, MA | 14 | 190 | 15 | 86 | = Country |
| WLLP-F | Daven-RI | 124 | 1448 | 2 | 125 | + | Country | WAQY-F | Spring, MA | 89 | 1213 | 1 | 86 | + AOR |
| WHDH | Boston | 273 | 4249 | 8 | 6 | - | MOR | WFEA | Manch, NH | 14 | 209 | 6 | 246 | + AC |
| WBOS-F | Boston | 280 | 3777 | 13 | 6 | + | Country | WZLD-F | Manch, NH | 106 | 915 | 1 | 246 | + BTFL |
| WIBC | Indy | 231 | 2876 | 2 | 40 | - | MOR | WGAN | Port, M | 18 | 425 | 9 | 181 | + MOR |
| WKLR-F | Indy | 118 | 1997 | 9 | 40 | + | Oldies | WMGX-F | Port, M | 40 | 558 | 3 | 181 | + AC |
| KFKF A/F | Kansas City | 187 | 2524 | 3 | 28 | + | Country | <u>SUNSHINE</u> (Owen Weber) | | | | | | |
| WMXJ-F | Miami | 257 | 3529 | 6 | 13 | + | Oldies | WAOK | Atl | 143 | 1280 | 12 | 11 | + Black |
| <u>SCRIPPS-HOWARD</u> (Steve Roddy) | | | | | | | | | | | | | | |
| WMC | Memphis | 48 | 781 | 11 | 50 | - | Country | WVEE-F | Atl | 434 | 4130 | 1 | 11 | - Black |
| WMC-F | Memphis | 217 | 2828 | 1 | 50 | + | CHR | WCAO | Balt | 110 | 1410 | 14 | 15 | - Country |
| WBSB-F | Baltimore | 301 | 4245 | 3 | 15 | - | CHR | WXYV-F | Balt | 266 | 3023 | 4 | 15 | + Black |
| KUPL-F | Port O | 147 | 1704 | 6 | 41 | - | Country | KLZ | Denver | 131 | 1682 | 12 | 27 | + Country |
| KUPL | Port O | 20 | 450 | 19 | 41 | + | Country | KAZY-F | Denver | 233 | 2485 | 6 | 27 | + AOR |
| <u>SHAW-ROCK BROADCASTING</u> (Bill Clark) | | | | | | | | | | | | | | |
| KABL A/F | SF | 537 | 5579 | 2 | 5 | + | BTFL | WAKR | Akron | 74 | 1218 | 3 | 75 | - MOR |
| KXPX-F | Seattle | 157 | 2325 | 7 | 17(ap) | + | Classic Rk | WONE-F | Akron | 82 | 1317 | 4 | 75 | + AOR |
| WHB | KC | 101 | 1721 | 13 | 28 | + | Oldies | WONE | Dayton | 97 | 1125 | 5 | 54 | - Country |
| KIIDL-F | KC | 77 | 1340 | 12 | 28 | = | AC | WTUE-F | Dayton | 197 | 2326 | 1 | 54 | - AOR |
| KMGC-F | Dallas | 153 | 3109 | 13 | 9 | - | AC | KMEZ A/F | Dallas | 297 | 3274 | 6 | 9 | + BTFL |
| wCXI | Detroit | 142 | 2192 | 19 | 5 | + | Country | KFOR | Lincoln | 40 | 544 | 1 | 201 | + MOR |
| WWWW-F | Detroit | 299 | 3949 | 9 | 5 | + | Country | KFRX-F | Lincoln | 50 | 713 | 2 | 201 | - CHR |
| WWSW | Pitts | 30 | 688 | 18 | 18 | - | Oldies | KWTO | Spring, MO | 66 | 944 | 4 | 183 | + Country |
| WWSW-F | Pitts | 277 | 3652 | 6 | 18 | + | Oldies | KWTO-F | Spring, MO | 137 | 1477 | 1 | 183 | - CHR |
| WFCX-F | Gain/Atl | 252 | 3910 | 11 | 11 | + | AC | <u>SUNGROUP</u> (Frank Wood) | | | | | | |
| KZFX-F | Houston | 206 | 3065 | 10 | 8 | - | Classic AOR | KKSS-F | Albuq | 64 | 801 | 5 | 100 | + Urban/CHR |
| KXKL | Denver | 23 | 434 | 26 | 27 | + | Oldies | WERC | Birm | 69 | 825 | 6 | 56 | + News/Talk |
| KXKL-F | Denver | 236 | 2687 | 3 | 27 | + | Oldies | WKXX-F | Birm | 144 | 1958 | 4 | 56 | - Urban/CHR |
| <u>SHAWROCK COMMUNICATIONS</u> (Bill Lynett) | | | | | | | | | | | | | | |
| WQFM-F | Milw | 123 | 2087 | 10 | 32 | - | AOR | KESY | Omaha | 3 | 127 | 16 | 78 | + BTFL |
| WDIZ-F | Orl | 173 | 2302 | 5 | 55 | + | AOR | KESY-F | Omaha | 74 | 921 | 6 | 78 | + BTFL |
| WEJL | WB/Scran | 28 | 425 | 10 | 69 | - | Nostalgia | <u>SUSQUEHANNA</u> (Art Carlson) | | | | | | |
| WEZXF | WB/Scran | 116 | 1019 | 2 | 69 | + | AOR | WQBA | Miami | 247 | 1874 | 3 | 13 | - Hispanic |
| WGRX-F | West/Balt | 143 | 2256 | 12 | 15 | + | AOR | WQBA-F | Miami | 111 | 1610 | 20 | 13 | - Hispanic |
| WMYX A/F | Pry/Tulsa | 94 | 1489 | 7 | 67 | + | CHR | WTKN | Tampa | 37 | 911 | 18 | 22 | - News/Talk |
| <u>SRO</u> | | | | | | | | | | | | | | |
| KJET | Seattle | 18 | 314 | 26 | 17(ap) | - | CHR | WTVZ | Tampa | 90 | 1395 | 15 | 22 | + Jazz/NA |
| KZOK-F | Seattle | 108 | 1825 | 13 | 17(ap) | - | AOR | WFVE-F | SF | 159 | 3013 | 20 | 5 | - AOR |
| KDKO | Denver | 46 | 646 | 19 | 27 | + | Black | WFRM-F | Cinci | 88 | 1685 | 9 | 31 | - AC |
| KHIH-F | Denver | 71 | 1138 | 15 | 27 | + | Jazz/NA | WFMS-F | Indy | 243 | 2978 | 4 | 40 | - Country |
| WBZN-F | Rac/Milw | 36 | 878 | 16 | 32 | - | Jazz/NA | WAPW-F | Atl | 311 | 4086 | 8 | 11 | + CHR |
| <u>STONER</u> (Glenn Bell) | | | | | | | | | | | | | | |
| KSO | Des M | 53 | 647 | 5 | 126 | - | Country | WMGS-F | WB/Scran | 71 | 855 | 4 | 69 | + AC |
| KGGO-F | Des M | 181 | 1816 | 1 | 126 | + | AOR | WARM | WB/Scran | 76 | 1169 | 3 | 69 | + MOR |
| WNBF | Bingh | 55 | 578 | 2 | 163 | - | MOR | WSBA | York | 61 | 709 | 4 | 114 | + MOR |
| WHWK-F | Bingh | 91 | 797 | 2 | 163 | + | Country | WARM-F | York | 122 | 1573 | 3 | 114 | - AC |
| WIMZ A/F | Knox | 198 | 2298 | 2 | 84 | + | AOR | KLIF | Dallas | 136 | 2125 | 17 | 9 | + Talk |
| WYRK-F | Buffalo | 157 | 1834 | 5 | 41(ap) | - | Country | KPLX-F | Dallas | 409 | 5106 | 3 | 9 | - Country |
| WQMF-F | Roch | 257 | 2547 | 1 | 47 | + | AOR | WGH | Norfolk | 5 | 252 | 22 | 33 | + CHR |
| WWSN-F | Dayton | 76 | 1204 | 7 | 54 | + | AC | WGH-F | Norfolk | 134 | 2088 | 5 | 33 | + CHR |
| WBYU-F | New Orl | 145 | 1690 | 6 | 32 | - | BTFL | KKZR | Houston | 21 | 296 | 28 | 8 | + AOR |
| WCII | Louis | 23 | 502 | 12 | 48 | + | Oldies | KRBE-F | Houston | 472 | 6686 | 2 | 8 | + CHR |
| WDJX-F | Louis | 203 | 2720 | 3 | 48 | + | CHR | <u>TK</u> (John Tenaglia) | | | | | | |
| <u>SPANISH BROADCASTING SYSTEM</u> | | | | | | | | | | | | | | |
| WCMQ | Miami | 43 | 739 | 28 | 13 | - | Hispanic | WHOO | Orlando | DID NOT SHOW | | 55 | - | |
| WCMQ-F | Miami | 186 | 1946 | 9 | 13 | - | Hispanic | WHTQ-F | Orlando | 111 | 1575 | 11 | 55 | + AOR |
| WSKQ | NY | 504 | 4192 | 20 | 1 | - | Hispanic | KBUC | San Ant | 13 | 307 | 21 | 38 | + Country |
| KSKQ | LA | 224 | 2302 | 25 | 2 | + | Hispanic | KBUC-F | San Ant | 124 | 1468 | 9 | 38 | + Country |
| KSKQ-F | LA | 178 | 2063 | 30 | 2 | + | Hispanic | KLUV-F | Dallas | 168 | 3150 | 14 | 9 | - AC |
| <u>STATEWIDE</u> (Scott Ginsburg) | | | | | | | | | | | | | | |
| KHYI-F | Dallas | 289 | 4868 | 6 | 9 | + | CHR | WSHE-F | Miami | 146 | 2439 | 21 | 13 | - AOR |
| WVOG | Miami | 38 | 723 | 32 | 13 | + | Religion | <u>TICHENOR</u> (Mac Tichenor) | | | | | | |
| WLUP | Chicago | 311 | 4674 | 17 | 3 | + | Talk/AOR | KUNO | Corpus Chr | 43 | 415 | 5 | 129 | + Hispanic |
| WLUP-F | Chicago | 624 | 9171 | 4 | 3 | + | AOR | KGBT | McA- Brown | 194 | 1555 | 1 | 75 | + Hispanic |
| WAPE A/F | Jkville | 253 | 2866 | 1 | 59 | + | CHR | KELT-F | McA- Brown | 71 | 810 | 5 | 75 | = AC |
| <u>TRIBUNE CO</u> (Wayne Vriesman) | | | | | | | | | | | | | | |
| | | | | | | | | WGN | Chicago | 1276 | 16603 | 2 | 3 | + Talk |
| | | | | | | | | WICC | Bridge | 94 | 1256 | 2 | 107 | - MOR |
| | | | | | | | | WPIX-F | NY | 334 | 7383 | 26 | 1 | - AC |
| | | | | | | | | KGNR | Sacra | 38 | 700 | 18 | 35 | - Oldies |
| | | | | | | | | KCTC-F | Sacra | 192 | 226 | 1 | 35 | - BTFL |

| | | TSA | TSA | MSA | MKT | | | | | TSA | TSA | MSA | MKT | | |
|-----------------------------------|------------|------|----------|------|--------|--------|-------------|--|--------------|-----|----------|------|-----|--------|--------|
| | | AQH | CUME | RANK | # | FORMAT | | | | AQH | CUME | RANK | # | FORMAT | |
| <u>UNITED</u> (Gerald Hroblak) | | | | | | | | | | | | | | | |
| WYST | Baltimore | 19 | 311 | 28 | 15 | + | AC | WBOK | New Or | 83 | 659 | 11 | 34 | - | Gospel |
| WYST-F | Baltimore | 96 | 1642 | 14 | 15 | + | AC | WPCE | Norfolk | 69 | 853 | 11 | 33 | + | Gospel |
| WINX | Washington | DID | NOT SHOW | | 7 | - | | WOWI-F | Norfolk | 142 | 1746 | 6 | 33 | + | Black |
| WDJY-F | Washington | 190 | 2979 | 12 | 7 | - | Black | WFTH | Richmond | 23 | 276 | 12 | 63 | + | Gospel |
| WKCM | NY | 260 | 2120 | 29 | 1 | - | Hispanic | WWCA | Gary/Chicago | DID | NOT SHOW | | 3 | - | |
| WJMO | Cleve | 35 | 787 | 17 | 24 | - | Black | WESL | St. Lou | 39 | 543 | 18 | 12 | - | Gospel |
| WRQC-F | Cleve | 64 | 1680 | 14 | 24 | - | CHR | WXSS | Memphis | 17 | 287 | 17 | 50 | + | Black |
| KALI | LA | 190 | 2354 | 28 | 2 | + | Hispanic | WGSP | Char, NC | DID | NOT SHOW | | 44 | - | |
| KSOL-F | SF | 322 | 5151 | 6 | 5 | - | Black/Urban | WSRC | Raleigh | 8 | 160 | 18 | 70 | - | Gospel |
| <u>VIACOM</u> (Bill Figenshu) | | | | | | | | | | | | | | | |
| WMZQ A/F | Washington | 482 | 5770 | 1 | 7 | + | Country | WSPDQ-F | Jkville | 69 | 827 | 7 | 59 | + | Black |
| WLTW-F | NY | 1230 | 17296 | 5 | 1 | + | AC | WAYE | Birm | 19 | 285 | 14 | 56 | + | Gospel |
| WLAK-F | Chicago | 486 | 6842 | 7 | 3 | - | Soft AC | <u>WILKS-SCHWARTZ</u> (Don Wilks, Mike Schwartz) | | | | | | | |
| KIKK | Houston | 27 | 428 | 25 | 8 | - | Country | WHYN | Spring, MA | 73 | 942 | 5 | 86 | + | MOR |
| KIKK-F | Houston | 463 | 5857 | 3 | 8 | + | Country | WHYN-F | Spring, MA | 79 | 1166 | 7 | 86 | - | AC |
| KBSG-F | Seattle | 142 | 2507 | 10 | 17(ap) | + | Oldies | WEEX | Allen-Beth | 5 | 180 | 23 | 73 | - | Talk |
| WLTJ-F | Detroit | 187 | 2614 | 16 | 5 | - | Soft AC | WQQQ-F | Allen-Beth | 114 | 1640 | 5 | 73 | - | CHR |
| <u>WESTINGHOUSE</u> (Dick Harris) | | | | | | | | | | | | | | | |
| KYW | Phila | 578 | 12127 | 4 | 4 | + | News | WSRZ-F | Sara | 56 | 665 | 2 | 106 | + | CHR |
| KFWB | LA | 475 | 10818 | 13 | 2 | - | News | WFBL | Syra | DID | NOT SHOW | | 74 | - | |
| WINS | NY | 1075 | 25290 | 10 | 1 | - | News | WKFM-F | Syra | 58 | 917 | 8 | 74 | + | AOR |
| WBZ | Boston | 525 | 7238 | 3 | 6 | - | MOR | WROW | Albany | 41 | 780 | 12 | 60 | - | MOR |
| KDKA | Pitts | 660 | 8296 | 1 | 18 | + | MOR | WROW-F | Albany | 197 | 1723 | 2 | 60 | + | BTFL |
| KEZw | Denver | 58 | 701 | 17 | 27 | - | Nostalgia | WLKW-F | Prov | 300 | 2637 | 2 | 58 | + | BTFL |
| KOSI-F | Denver | 222 | 2640 | 2 | 27 | - | BTFL | | | | | | | | |
| KODA-F | Houston | 300 | 3947 | 8 | 8 | - | BTFL | | | | | | | | |
| KQZY-F | Dallas | 191 | 3083 | 11 | 9 | - | Soft AC | | | | | | | | |
| KJOY-F | San Diego | 210 | 2601 | 5 | 19 | - | BTFL | | | | | | | | |
| KQXT-F | San Ant | 197 | 1878 | 2 | 38 | + | BTFL | | | | | | | | |
| KMEO A/F | Phoenix | 291 | 3230 | 3 | 20 | - | BTFL | | | | | | | | |
| KFBK | Sacra | 195 | 2525 | 2 | 35 | - | News | | | | | | | | |
| KAER-F | Sacra | 60 | 1137 | 12 | 35 | + | AC | | | | | | | | |
| WMAQ | Chicago | 221 | 6336 | 21 | 3 | - | News | | | | | | | | |

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 figure 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 HR AVG (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, 18-49, 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.

| | | <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> |
|-----------------------|------|-------------|------------|------------------|---------------|----------------|----------------|--------------|------------|------------|
| <u>CHR/CONTEMP</u> | 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 |
| | 1985 | - | 8.8 | 14.4 | 10.2 | - | - | - | 43.7 | 56.3 |
| <u>AOR/CLASSIC</u> | 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 |
| | 1985 | - | 9.8 | 12.9 | 9.9 | - | - | - | 67.7 | 32.3 |
| <u>AC/SOFT/OLDIES</u> | 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 |
| | 1985 | - | 8.5 | 14.8 | 7.4 | - | - | - | 41.1 | 58.9 |
| <u>BTFL/EZ</u> | 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 |
| | 1985 | - | 11.8 | 10.7 | 13.7 | - | - | - | 39.0 | 61.0 |
| <u>MOR/VARIETY</u> | 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 |
| | 1985 | - | 9.6 | 13.2 | 12.4 | - | - | - | 42.5 | 57.5 |
| <u>COUNTRY</u> | 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 |
| | 1985 | - | 10.8 | 11.8 | 15.9 | - | - | - | 48.8 | 51.2 |
| <u>NEWS/TALK</u> | 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 |
| | 1985 | - | 8.3 | 15.1 | 8.6 | - | - | - | 47.2 | 52.8 |
| <u>BLACK/URBAN</u> | 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 |
| | 1985 | - | 11.3 | 11.2 | 11.1 | - | - | - | 46.3 | 53.7 |
| <u>NOSTALGIA</u> | 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 | 55.6 |
| | 1986 | - | 11.9 | 10.6 | 14.1 | - | - | - | 46.0 | 54.0 |
| | 1985 | - | 10.9 | 11.6 | 12.8 | - | - | - | - | - |

| | | <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> |
|------------------------|------|-------------|------------|------------------|---------------|----------------|----------------|--------------|------------|------------|
| <u>RELIGION/GOSPEL</u> | 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 |
| | 1985 | - | 8.5 | 14.9 | 8.8 | - | - | - | 36.3 | 63.7 |
| <u>HISPANIC</u> | 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 |
| | 1985 | - | 13.8 | 9.1 | 13.8 | - | - | - | 39.8 | 60.2 |
| <u>CLASSICAL</u> | 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 |
| | 1985 | - | 7.7 | 16.2 | 6.8 | - | - | - | 50.6 | 49.4 |
| <u>JAZZ/NEW AGE</u> | 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: | | 9.0 | 14.0 | 13.8 | 55.1 | 42.3 | 2.6 | 41.1 | 58.9 |
|----------------|--------------|------------|------------------|---------------|----------------|----------------|--------------|------------|------------|
| | | <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> |
| WBBM-F | Chicago | 5.6 | 20.5 | 6 | 61 | 30 | 9 | 35 | 65 |
| WYTZ-F | Chicago | 6.7 | 19.7 | 7 | 71 | 28 | 1 | 39 | 61 |
| WHTZ | NY | 8.1 | 15.6 | 8 | 57 | 39 | 4 | 38 | 62 |
| WWPR | NY | 6.6 | 19.1 | 7 | 40 | 54 | 6 | 38 | 62 |
| KIIS A/F | LA | 7.6 | 16.6 | 6 | 40 | 57 | 3 | 43 | 57 |
| KKLQ-F | San Diego | 9.1 | 13.8 | 9 | 61 | 39 | 0 | 38 | 62 |
| WAYV-F | Atl C | 11.6 | 10.8 | 29 | 33 | 60 | 7 | 40 | 60 |
| WNDU-F | South Bend | 9.8 | 12.9 | 10 | 62 | 30 | 8 | 36 | 64 |
| WEGX | Philadelphia | 9.0 | 14.0 | 13 | 66 | 31 | 3 | 40 | 60 |
| WAEB-F | Allen-Beth | 9.6 | 13.1 | 8 | 56 | 40 | 4 | 40 | 60 |
| WKDD | Akron | 10.1 | 12.4 | 15 | 49 | 50 | 1 | 46 | 54 |
| WBLI | Nassau-Suff | 9.4 | 13.4 | 10 | 35 | 55 | 10 | 31 | 69 |
| WPXR | Daven | 10.4 | 12.2 | 15 | 67 | 33 | 0 | 33 | 67 |
| WZOK | Rockford | 11.7 | 10.8 | 28 | 64 | 35 | 1 | 32 | 68 |
| WKZW | Peoria | 10.3 | 12.3 | 21 | 60 | 37 | 3 | 44 | 56 |
| KMEL | SF | 8.5 | 14.9 | 8 | 58 | 41 | 1 | 53 | 47 |
| KITS | SF | 9.7 | 13.0 | 10 | 59 | 39 | 2 | 55 | 45 |
| KWSS | SJ | 6.7 | 18.7 | 6 | 45 | 55 | 0 | 43 | 57 |
| KCAQ | Ox-Vent | 7.9 | 16.0 | 11 | 67 | 32 | 1 | 37 | 63 |
| KGGI | River-SB | 7.7 | 16.4 | 12 | 59 | 41 | 0 | 26 | 74 |
| WAVA | Wash | 6.5 | 19.5 | 8 | 55 | 43 | 2 | 40 | 60 |
| WXKS-F | Boston | 9.6 | 13.2 | 9 | 59 | 40 | 1 | 34 | 66 |
| WZOU | Boston | 8.2 | 15.4 | 13 | 67 | 32 | 1 | 38 | 62 |
| WSTW | Wilm, DE | 9.0 | 14.1 | 6 | 40 | 54 | 6 | 27 | 73 |
| KDON-F | Sal-Mont | 9.2 | 13.7 | 9 | 63 | 33 | 1 | 49 | 51 |
| WKRQ | Cinci | 8.5 | 14.9 | 11 | 68 | 32 | 0 | 30 | 70 |
| WLOL | Minn | 8.3 | 15.1 | 9 | 52 | 45 | 3 | 36 | 64 |
| KUBE | Seattle | 7.9 | 16.0 | 9 | 47 | 52 | 1 | 38 | 62 |
| KPLZ | Seattle | 8.6 | 14.6 | 12 | 65 | 33 | 2 | 51 | 49 |
| WTIC-F | Hart | 9.6 | 13.2 | 11 | 49 | 46 | 5 | 31 | 69 |
| WKCI | New Haven | 8.5 | 14.8 | 15 | 43 | 52 | 5 | 36 | 64 |
| WZPL | Indy | 10.1 | 12.4 | 14 | 59 | 40 | 1 | 42 | 58 |
| WPRO-F | Prov | 10.8 | 11.6 | 14 | 59 | 36 | 5 | 39 | 61 |
| WHYI | Miami | 7.1 | 17.6 | 10 | 42 | 53 | 5 | 50 | 50 |
| WPOW | Miami | 9.5 | 13.3 | 9 | 57 | 42 | 1 | 48 | 52 |
| WRBQ A/F | Tampa | 12.1 | 10.4 | 22 | 39 | 57 | 4 | 32 | 68 |
| WZGC | Atl | 7.8 | 16.2 | 9 | 56 | 41 | 3 | 49 | 51 |
| KHYI | Dallas | 7.6 | 16.6 | 10 | 72 | 26 | 2 | 41 | 59 |
| KEGL | Dallas | 6.3 | 20.0 | 6 | 66 | 32 | 2 | 47 | 53 |
| WFLY | Albany | 8.9 | 14.1 | 8 | 62 | 35 | 3 | 32 | 68 |

CHR/TOP 40/CONTEMP

Cont.

| National Mean: | | 9.0 | 14.0 | 13.8 | 55.1 | 42.3 | 2.6 | 41.1 | 58.9 |
|----------------|-------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WBSB | Balt | 8.8 | 14.4 | 13 | 51 | 45 | 4 | 37 | 63 |
| WHYT | Detroit | 6.0 | 21.1 | 5 | 50 | 47 | 3 | 34 | 66 |
| WCZY | Detroit | 5.9 | 21.3 | 6 | 46 | 52 | 2 | 34 | 66 |
| KHTR | St. Louis | 5.9 | 21.3 | 8 | 56 | 41 | 3 | 36 | 64 |
| WKBD | St. Louis | 6.3 | 20.1 | 5 | 73 | 26 | 1 | 35 | 65 |
| WBZZ | Pittsburgh | 8.8 | 14.3 | 14 | 43 | 55 | 2 | 32 | 68 |
| KBEQ | KC | 7.2 | 17.6 | 9 | 62 | 38 | 0 | 43 | 57 |
| KCPW | KC | 7.8 | 16.1 | 6 | 39 | 60 | 1 | 43 | 57 |
| KKBD A/F | Houston | 7.8 | 16.1 | 9 | 56 | 42 | 2 | 43 | 57 |
| KRBE-F | Houston | 9.3 | 13.5 | 10 | 67 | 28 | 5 | 50 | 50 |
| WKSE | Buffalo | 9.2 | 13.7 | 13 | 62 | 38 | 0 | 27 | 73 |
| WNCI | Colum, O | 8.9 | 14.1 | 8 | 53 | 45 | 2 | 36 | 64 |
| WXGT | Colum, O | 6.8 | 18.6 | 10 | 56 | 43 | 1 | 38 | 62 |
| KRXY A/F | Denver | 9.0 | 14.0 | 12 | 50 | 49 | 1 | 36 | 64 |
| WDJX | Louis | 9.3 | 13.6 | 11 | 59 | 39 | 2 | 40 | 60 |
| KSFM | Sacra | 7.1 | 17.5 | 7 | 64 | 34 | 2 | 45 | 55 |
| WSPZ | Sara | 10.6 | 11.9 | 12 | 48 | 47 | 5 | 36 | 64 |
| WNTQ | Syra | 10.1 | 12.5 | 13 | 59 | 39 | 2 | 41 | 59 |
| KKRZ-F | Port O | 8.3 | 15.2 | 15 | 58 | 40 | 2 | 37 | 63 |
| WMC-F | Memphis | 10.7 | 11.7 | 17 | 44 | 53 | 3 | 46 | 54 |
| WGTZ | Dayton | 8.1 | 15.5 | 13 | 52 | 47 | 1 | 42 | 58 |
| WKLO | Gr. Rapids | 8.2 | 15.3 | 13 | 56 | 44 | 0 | 34 | 66 |
| WKTJ | Milwaukee | 8.7 | 14.5 | 11 | 47 | 51 | 4 | 36 | 64 |
| WLAN-F | Lancaster | 7.3 | 17.5 | 13 | 59 | 41 | 0 | 50 | 50 |
| WNNK | Harris | 12.5 | 10.1 | 18 | 38 | 55 | 7 | 41 | 59 |
| WAPE A/F | Jkville | 12.3 | 10.2 | 19 | 53 | 41 | 6 | 38 | 62 |
| WBJW A/F | Orlando | 6.4 | 19.7 | 8 | 55 | 43 | 2 | 46 | 54 |
| KITY | San Antonio | 11.4 | 11.1 | 11 | 74 | 24 | 2 | 47 | 53 |
| WPXY A/F | Roch | 9.4 | 13.5 | 10 | 59 | 41 | 0 | 36 | 67 |
| KZZP | Phoenix | 8.6 | 14.6 | 17 | 64 | 35 | 1 | 38 | 62 |
| WEZB | New Orleans | 9.2 | 13.7 | 11 | 53 | 43 | 4 | 43 | 57 |
| WYHY | Nash | 9.7 | 12.9 | 13 | 66 | 34 | 0 | 30 | 70 |
| KRQQ | Tucson | 12.0 | 10.5 | 20 | 53 | 43 | 4 | 41 | 59 |
| WGH-F | Norfolk | 8.4 | 14.9 | 8 | 68 | 31 | 1 | 42 | 58 |
| KISN | Salt Lake | 7.9 | 16.0 | 8 | 51 | 46 | 3 | 35 | 65 |
| KJYO | Okl City | 10.5 | 12.0 | 17 | 72 | 28 | 0 | 36 | 64 |
| WKZL | Green-WS | 8.4 | 15.0 | 9 | 43 | 46 | 11 | 32 | 68 |
| KBTS | Austin | 9.1 | 13.9 | 10 | 64 | 36 | 0 | 41 | 59 |
| WMEE | Ft. Wayne | 12.0 | 10.5 | 18 | 54 | 42 | 4 | 33 | 67 |
| WKFR | Kalamazoo | 11.5 | 11.0 | 23 | 50 | 48 | 2 | 53 | 47 |
| WVIC A/F | Lansing | 12.0 | 10.5 | 18 | 56 | 44 | 0 | 50 | 50 |
| KMGX | Fresno | 9.7 | 13.0 | 7 | 65 | 30 | 5 | 32 | 68 |
| KQMQ A/F | Honolulu | 8.7 | 14.5 | 12 | 45 | 55 | 0 | 46 | 54 |
| WSKZ | Chatt | 11.5 | 10.9 | 20 | 59 | 38 | 3 | 49 | 51 |
| WAPI-F | Birm | 8.6 | 14.7 | 11 | 56 | 42 | 2 | 48 | 52 |
| WNOK-F | Colum, SC | 7.4 | 17.0 | 7 | 59 | 37 | 4 | 35 | 65 |
| WIOG | Saginaw-BC | 11.8 | 10.6 | 24 | 50 | 47 | 3 | 43 | 57 |
| WRVQ-F | Rich | 11.0 | 11.4 | 15 | 44 | 55 | 1 | 36 | 64 |
| KWIN | Stock | 8.2 | 15.3 | 5 | 53 | 45 | 2 | 45 | 55 |
| WMHE | Toledo | 7.5 | 16.8 | 11 | 47 | 52 | 1 | 29 | 71 |
| KAYI | Tulsa | 9.2 | 13.7 | 12 | 64 | 36 | 0 | 44 | 56 |
| WABB-F | Mobile | 9.8 | 12.9 | 12 | 56 | 36 | 8 | 52 | 48 |
| WKEE-F | Hunt, WV | 12.2 | 10.3 | 22 | 51 | 44 | 5 | 40 | 60 |
| KZFM | Corpus C | 10.4 | 12.1 | 12 | 61 | 38 | 1 | 48 | 52 |
| KIKX | Colo Spg | 4.5 | 13.2 | 22 | 75 | 25 | 0 | 44 | 56 |
| WVSR | Char, WV | 10.6 | 11.9 | 15 | 62 | 38 | 0 | 40 | 60 |
| WTYX | Jack, MS | 8.3 | 15.2 | 16 | 59 | 40 | 1 | 46 | 54 |
| WAAL | Bingh | 10.5 | 12.0 | 25 | 62 | 34 | 4 | 42 | 58 |
| WGGZ | Baton Rouge | 7.5 | 16.8 | 9 | 64 | 36 | 0 | 55 | 45 |
| WOMP-F | Wheeling | 12.8 | 9.9 | 24 | 47 | 47 | 6 | 42 | 58 |
| KKRD | Wichita | 9.7 | 13.0 | 16 | 60 | 36 | 4 | 41 | 59 |
| WKRZ-F | WB-Scranton | 8.5 | 14.8 | 11 | 41 | 56 | 3 | 40 | 60 |
| WHOT-F | Young | 10.9 | 11.6 | 14 | 38 | 59 | 3 | 45 | 55 |
| WBBQ-F | Aug, GA | 12.2 | 10.3 | 19 | 35 | 57 | 8 | 47 | 53 |
| WJET | Erie | 11.1 | 11.3 | 23 | 55 | 41 | 4 | 46 | 54 |

CHR/TOP 40/CONTEMP

Cont.

| National Mean: | | 9.0 | 14.0 | 13.8 | 55.1 | 42.3 | 2.6 | 41.1 | 58.9 |
|----------------|-------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WCCK | Erie | 8.9 | 14.1 | 12 | 36 | 56 | 8 | 55 | 45 |
| KPRP | El Paso | 12.3 | 10.2 | 15 | 77 | 23 | 0 | 62 | 38 |
| WZYP | Hunts | 11.4 | 11.0 | 23 | 52 | 46 | 2 | 51 | 49 |
| WQUT | JC-Kings | 11.3 | 11.1 | 22 | 53 | 44 | 3 | 41 | 59 |
| WDAY-F | Fargo | 9.0 | 14.0 | 11 | 63 | 35 | 2 | 52 | 48 |
| WQSM | Fayette, NC | 10.0 | 12.6 | 16 | 65 | 34 | 1 | 52 | 48 |
| KTPS | Casper | 15.1 | 8.4 | 45 | 42 | 58 | 0 | 50 | 50 |
| KRLB | Lubbock | 12.7 | 9.9 | 19 | 46 | 52 | 2 | 41 | 59 |
| WLAP-F | Lexington | 8.2 | 15.3 | 13 | 47 | 49 | 4 | 35 | 65 |
| KLUC | Las Vegas | 8.7 | 14.4 | 12 | 51 | 42 | 7 | 47 | 53 |
| KSMB | Lafay, LA | 11.3 | 11.1 | 13 | 49 | 51 | 0 | 41 | 59 |
| WIXX | Green Bay | 12.1 | 10.4 | 20 | 56 | 43 | 1 | 45 | 55 |
| WXLK | Roanoke | 10.7 | 11.8 | 21 | 37 | 58 | 5 | 44 | 56 |
| KZ7U | Spokane | 11.2 | 11.3 | 22 | 68 | 31 | 1 | 34 | 66 |
| WZEE-F | Madison | 10.1 | 12.5 | 20 | 56 | 44 | 0 | 41 | 59 |
| KWTO-F | Spring, MO | 10.7 | 11.8 | 28 | 58 | 42 | 0 | 48 | 52 |
| WAYS | Macon | 9.8 | 12.9 | 19 | 44 | 51 | 5 | 51 | 49 |
| KWNZ | Reno | 9.6 | 13.1 | 12 | 60 | 40 | 0 | 41 | 59 |

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| National Mean: | | 9.5 | 13.3 | 10.5 | 43.3 | 54.7 | 2.0 | 68.1 | 31.9 |
|----------------|------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WCKG | Chicago | 8.5 | 14.8 | 6 | 41 | 58 | 1 | 69 | 31 |
| WLUP-F | Chicago | 8.5 | 14.8 | 5 | 38 | 60 | 2 | 69 | 31 |
| WXRT | Chicago | 9.1 | 13.8 | 6 | 22 | 78 | 0 | 71 | 29 |
| WNEW-F | New York | 8.1 | 15.5 | 6 | 30 | 66 | 4 | 63 | 37 |
| WXRK | New York | 7.6 | 16.6 | 4 | 35 | 63 | 2 | 68 | 32 |
| KLOS | LA | 9.1 | 13.8 | 6 | 40 | 58 | 2 | 69 | 31 |
| KLSX | LA | 7.0 | 17.9 | 3 | 17 | 80 | 3 | 72 | 28 |
| KROQ | LA | 8.1 | 15.6 | 9 | 70 | 30 | 0 | 54 | 46 |
| KGB | San Diego | 11.7 | 10.8 | 15 | 49 | 49 | 2 | 76 | 24 |
| WMMR | Phila | 10.0 | 13.0 | 6 | 45 | 52 | 3 | 67 | 33 |
| WYSP | Phila | 7.9 | 15.8 | 5 | 44 | 56 | 0 | 67 | 33 |
| WZZO | Allen-Beth | 10.1 | 12.5 | 13 | 47 | 51 | 2 | 57 | 43 |
| WMMS | Cleve | 8.9 | 14.2 | 10 | 49 | 50 | 1 | 62 | 38 |
| WBAB | Nassau-Suf | 8.2 | 15.2 | 7 | 49 | 51 | 0 | 68 | 32 |
| WXLP | Daven | 13.4 | 9.4 | 18 | 50 | 48 | 2 | 68 | 32 |
| WWCT | Peoria | 10.7 | 11.8 | 15 | 49 | 51 | 0 | 66 | 34 |
| KPRR | SF | 7.7 | 16.3 | 8 | 42 | 58 | 0 | 63 | 37 |
| WWDG-F | Washington | 6.9 | 18.3 | 6 | 45 | 52 | 3 | 76 | 24 |
| WCXR-F | Washington | 7.0 | 18.0 | 4 | 31 | 67 | 2 | 59 | 41 |
| WBCN | Boston | 10.1 | 12.5 | 9 | 40 | 60 | 0 | 70 | 30 |
| WZLX | Boston | 6.3 | 20.0 | 6 | 33 | 66 | 1 | 68 | 32 |
| WAAF | Worc | 10.0 | 12.6 | 17 | 65 | 33 | 2 | 74 | 26 |
| KDJK | Modesto | 14.6 | 8.7 | 20 | 40 | 60 | 0 | 73 | 27 |
| WEBN | Cinci | 11.8 | 10.7 | 14 | 43 | 55 | 2 | 66 | 34 |
| KQRS A/F | Minn | 10.9 | 12.4 | 8 | 42 | 58 | 0 | 76 | 24 |
| KJJO | Minn | 9.3 | 13.5 | 8 | 81 | 16 | 3 | 69 | 31 |
| KISW | Seattle | 7.5 | 16.8 | 7 | 59 | 38 | 3 | 76 | 24 |
| KXRK | Seattle | 8.2 | 15.3 | 6 | 36 | 64 | 0 | 78 | 22 |
| WHCN | Hart | 8.6 | 14.6 | 6 | 32 | 68 | 0 | 72 | 28 |
| WPLR | New Haven | 8.3 | 15.2 | 7 | 42 | 57 | 1 | 67 | 33 |
| WFBQ | Indy | 12.2 | 10.3 | 14 | 43 | 56 | 1 | 65 | 35 |
| WAQY | Spring, MA | 10.0 | 12.6 | 11 | 58 | 42 | 0 | 64 | 36 |
| WHJY | Prov | 10.0 | 12.6 | 8 | 50 | 50 | 0 | 66 | 34 |
| WGTR | Miami | 10.5 | 12.0 | 8 | 47 | 53 | 0 | 69 | 31 |
| WYNF | Tampa | 12.3 | 10.3 | 16 | 52 | 48 | 0 | 67 | 33 |
| WKRL | Tampa | 9.9 | 12.7 | 5 | 23 | 77 | 0 | 62 | 38 |
| WKLS | Atl | 12.9 | 10.6 | 15 | 40 | 60 | 0 | 65 | 35 |
| KTXQ | Dallas | 7.5 | 16.8 | 5 | 55 | 44 | 1 | 76 | 24 |
| KZEW | Dallas | 4.7 | 26.8 | 3 | 40 | 60 | 0 | 72 | 28 |
| WIQB | Ann Arbor | 6.3 | 20.2 | 3 | 54 | 46 | 0 | 56 | 44 |
| WPYX | Albany | 11.1 | 11.4 | 11 | 45 | 54 | 1 | 73 | 27 |
| WIYY | Baltimore | 8.0 | 15.7 | 7 | 45 | 55 | 0 | 66 | 34 |
| WGRX | Baltimore | 7.2 | 17.6 | 5 | 42 | 58 | 0 | 72 | 28 |
| WLLZ | Detroit | 8.3 | 15.1 | 6 | 60 | 40 | 0 | 76 | 24 |
| WRIF | Detroit | 5.7 | 22.0 | 1 | 37 | 63 | 0 | 44 | 56 |

AOR/CLASSIC

Cont.

| National Mean: | | 9.5 | 13.3 | 10.5 | 43.3 | 54.7 | 2.0 | 68.1 | 31.9 |
|----------------|-------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WCSX | Detroit | 7.2 | 17.5 | 5 | 21 | 75 | 4 | 69 | 31 |
| KSD | St. Louis | 8.3 | 15.3 | 5 | 28 | 63 | 9 | 52 | 48 |
| KSHE | St. Louis | 10.9 | 11.6 | 13 | 56 | 39 | 5 | 64 | 36 |
| WMYG | Pittsburgh | 10.3 | 12.0 | 7 | 38 | 62 | 0 | 71 | 29 |
| WDVE | Pittsburgh | 7.6 | 16.6 | 3 | 38 | 62 | 0 | 78 | 22 |
| KYYS | KC | 10.6 | 11.9 | 2 | 47 | 53 | 0 | 65 | 35 |
| KLOL | Houston | 9.9 | 12.7 | 9 | 42 | 57 | 1 | 72 | 28 |
| KZFX | Houston | 8.6 | 14.6 | 8 | 22 | 75 | 3 | 65 | 35 |
| WHTT | Buffalo | 10.0 | 12.7 | 3 | 30 | 69 | 1 | 70 | 30 |
| WLVQ | Colum, O | 9.4 | 13.4 | 9 | 48 | 50 | 2 | 67 | 33 |
| KBPI | Denver | 9.1 | 13.8 | 9 | 62 | 37 | 1 | 62 | 38 |
| KBCO A/F | Denver | 9.9 | 12.7 | 10 | 24 | 75 | 1 | 68 | 32 |
| KAZY | Denver | 10.7 | 11.8 | 6 | 50 | 49 | 1 | 67 | 33 |
| WQMF | Louis | 10.0 | 12.6 | 10 | 52 | 48 | 0 | 77 | 23 |
| KZAP | Sacra | 9.8 | 12.8 | 8 | 25 | 75 | 0 | 75 | 25 |
| KRXQ | Sacra | 10.5 | 12.0 | 15 | 60 | 39 | 1 | 69 | 31 |
| KINK | Port O | 9.5 | 13.3 | 8 | 18 | 80 | 2 | 47 | 53 |
| WTUE | Dayton | 11.6 | 10.9 | 19 | 43 | 53 | 4 | 65 | 35 |
| WLAV-F | Gr. Rapids | 8.5 | 14.8 | 5 | 45 | 52 | 3 | 72 | 28 |
| WKLH | Milwaukee | 10.5 | 12.0 | 8 | 32 | 68 | 0 | 62 | 38 |
| WLZR A/F | Milwaukee | 12.2 | 10.5 | 8 | 69 | 31 | 0 | 71 | 24 |
| WFYV | Jkville | 11.9 | 10.6 | 19 | 39 | 61 | 0 | 70 | 30 |
| WDIV | Orlan | 10.1 | 12.4 | 11 | 45 | 55 | 0 | 72 | 28 |
| KISS | San Ant | 10.6 | 11.9 | 15 | 67 | 31 | 2 | 81 | 19 |
| WQMF | Roch | 12.5 | 10.1 | 16 | 55 | 44 | 1 | 57 | 43 |
| KUPD | Phoenix | 9.9 | 12.8 | 10 | 62 | 38 | 0 | 63 | 37 |
| KSLX | Phoenix | 9.0 | 13.9 | 6 | 28 | 72 | 0 | 70 | 30 |
| WRNO | New Orleans | 6.9 | 18.2 | 7 | 54 | 46 | 0 | 61 | 39 |
| WKDF | Nashville | 8.9 | 14.2 | 8 | 45 | 54 | 1 | 64 | 36 |
| WRFX | Char, NC | 10.9 | 11.5 | 13 | 34 | 63 | 3 | 67 | 33 |
| WNOR A/F | Norfolk | 11.3 | 11.1 | 16 | 47 | 50 | 3 | 77 | 23 |
| KRSP-F | S. Lake | 8.7 | 14.6 | 5 | 57 | 41 | 2 | 69 | 31 |
| KATT | Okl C | 10.0 | 12.6 | 16 | 52 | 47 | 1 | 77 | 23 |
| WKRR | Green-WS | 15.6 | 8.1 | 18 | 47 | 53 | 0 | 64 | 36 |
| KZRR A/F | Albuq | 9.9 | 12.7 | 6 | 30 | 70 | 0 | 74 | 26 |
| WXKE | Ft. Wayne | 10.5 | 12.0 | 9 | 40 | 59 | 1 | 79 | 21 |
| WIMZ A/F | Knox | 12.2 | 10.3 | 17 | 35 | 59 | 6 | 60 | 40 |
| KKDJ | Fresno | 11.3 | 11.2 | 16 | 33 | 67 | 0 | 71 | 29 |
| WRXL | Rich, VA | 11.7 | 10.8 | 19 | 31 | 69 | 0 | 74 | 26 |
| WRDU | Raleigh | 10.6 | 11.9 | 12 | 41 | 58 | 1 | 67 | 33 |
| WIOT | Toledo | 9.6 | 13.1 | 11 | 44 | 54 | 2 | 72 | 28 |
| KMOD | Tulsa | 11.3 | 11.1 | 12 | 38 | 62 | 0 | 75 | 25 |
| KEZO A/F | Omaha | 14.1 | 8.9 | 14 | 44 | 55 | 1 | 70 | 30 |
| KGGO | Des M | 13.6 | 9.3 | 25 | 45 | 54 | 1 | 62 | 38 |
| KNCN | Corpus | 12.3 | 10.2 | 19 | 45 | 55 | 0 | 76 | 24 |
| KILO | Colo Spr | 11.4 | 11.0 | 25 | 49 | 51 | 0 | 74 | 26 |
| WKLC | Char, WV | 8.8 | 14.3 | 16 | 47 | 53 | 0 | 74 | 26 |
| WEZX | WB/Scran | 14.4 | 8.7 | 17 | 55 | 45 | 0 | 71 | 29 |
| WAPL | App-Osh | 10.7 | 11.7 | 15 | 56 | 43 | 1 | 65 | 35 |
| KLAQ | El Paso | 11.6 | 10.8 | 14 | 43 | 56 | 1 | 61 | 39 |
| KQWB-F | Fargo | 11.0 | 11.5 | 20 | 64 | 36 | 0 | 68 | 32 |
| WKQQ | Lexington | 10.8 | 11.7 | 17 | 41 | 57 | 2 | 65 | 35 |
| WIBA-F | Madison | 8.5 | 14.8 | 7 | 56 | 43 | 1 | 60 | 40 |
| WZZQ-F | Terre H | 8.7 | 14.2 | 17 | 45 | 54 | 1 | 66 | 34 |
| WBLM | Port, M | 12.6 | 10.0 | 20 | 59 | 41 | 0 | 76 | 34 |

AC/SOFT/OLDIES

| National Mean: | | 8.6 | 14.7 | 8.5 | 17.3 | 75.2 | 7.5 | 40.4 | 59.6 |
|----------------|----------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WCLR | Chicago | 8.0 | 15.7 | 6 | 16 | 72 | 12 | 39 | 61 |
| WFYR | Chicago | 5.4 | 23.5 | 2 | 21 | 72 | 7 | 43 | 57 |
| WJMK | Chicago | 7.6 | 16.5 | 6 | 18 | 77 | 5 | 52 | 48 |
| WLAK | Chicago | 9.1 | 13.9 | 8 | 10 | 72 | 18 | 41 | 59 |
| WKQX | Chicago | 6.1 | 20.6 | 5 | 20 | 69 | 11 | 39 | 61 |
| WCBS-F | New York | 8.4 | 15.0 | 5 | 6 | 87 | 7 | 52 | 48 |
| WLTW | New York | 9.0 | 14.0 | 6 | 8 | 69 | 23 | 41 | 59 |
| WNBC | New York | 5.6 | 22.5 | 4 | 8 | 75 | 17 | 67 | 33 |
| WNSR-F | New York | 6.7 | 18.7 | 4 | 15 | 81 | 4 | 35 | 65 |
| KOST | LA | 8.3 | 15.2 | 5 | 28 | 65 | 7 | 34 | 66 |

AC/SOFT/OLDIES Cont.

| National Mean: | | 8.6 | 14.7 | 8.5 | 17.3 | 75.2 | 7.5 | 40.4 | 59.6 |
|----------------|--------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| KRTH-F | LA | 7.3 | 17.4 | 6 | 11 | 86 | 3 | 60 | 40 |
| KBIG | LA | 9.0 | 14.0 | 5 | 10 | 70 | 20 | 38 | 62 |
| KIQQ | LA | 8.2 | 15.3 | 7 | 7 | 66 | 27 | 43 | 57 |
| KFMB-F | San D | 6.5 | 19.4 | 9 | 39 | 56 | 5 | 35 | 65 |
| KCBQ A/F | San D | 7.2 | 17.5 | 8 | 23 | 75 | 2 | 67 | 23 |
| WKSZ | Philadelphia | 9.5 | 13.3 | 7 | 12 | 61 | 27 | 31 | 69 |
| WMGK | Philadelphia | 7.6 | 16.6 | 5 | 13 | 73 | 14 | 38 | 62 |
| WIOQ | Philadelphia | 6.6 | 19.0 | 2 | 9 | 82 | 9 | 55 | 45 |
| WLEV | Allen-Beth | 11.1 | 11.4 | 12 | 16 | 71 | 13 | 42 | 58 |
| WMJI A/F | Cleve | 5.7 | 13.0 | 10 | 13 | 80 | 7 | 49 | 51 |
| WLTF | Cleve | 8.9 | 14.1 | 8 | 21 | 71 | 8 | 36 | 64 |
| WALK A/F | Nassau-Suff | 9.4 | 13.4 | 10 | 7 | 73 | 20 | 38 | 62 |
| KOIT A/F | SF | 8.4 | 15.0 | 7 | 18 | 68 | 14 | 40 | 60 |
| KIOI-F | SF | 6.9 | 18.3 | 8 | 20 | 70 | 10 | 39 | 61 |
| KARA | SJ | 6.7 | 18.9 | 7 | 17 | 79 | 4 | 36 | 64 |
| KEZR | SJ | 7.0 | 18.1 | 5 | 23 | 77 | 0 | 42 | 58 |
| WEBE | Bridge | 11.2 | 12.3 | 12 | 10 | 84 | 6 | 48 | 52 |
| WXTR | Washington | 6.3 | 19.9 | 5 | 10 | 87 | 3 | 53 | 47 |
| WLTT | Washington | 6.4 | 19.7 | 6 | 15 | 84 | 1 | 34 | 66 |
| WODS | Boston | 8.3 | 15.2 | 7 | 18 | 78 | 4 | 52 | 48 |
| WSSH-F | Boston | 9.8 | 12.9 | 11 | 9 | 65 | 26 | 38 | 62 |
| WROR | Boston | 7.5 | 16.9 | 7 | 14 | 79 | 7 | 44 | 56 |
| WMJX | Boston | 8.2 | 15.3 | 3 | 24 | 69 | 7 | 25 | 75 |
| WVBF | Boston | 8.6 | 14.7 | 7 | 17 | 83 | 0 | 37 | 63 |
| WJBR-F | Wilm, DE | 9.4 | 13.4 | 10 | 20 | 70 | 10 | 44 | 56 |
| WMNK-F | Cinci | 8.0 | 15.8 | 8 | 33 | 65 | 2 | 29 | 71 |
| KSTP-F | Minn | 10.0 | 12.6 | 12 | 11 | 81 | 8 | 41 | 59 |
| WLTE | Minn | 6.9 | 18.2 | 5 | 17 | 79 | 4 | 28 | 72 |
| KLSY A/F | Seattle | 6.4 | 19.7 | 7 | 36 | 64 | 0 | 27 | 73 |
| WDRC-F | Hart | 8.3 | 15.2 | 9 | 14 | 81 | 5 | 54 | 46 |
| WIOF | Hart | 8.1 | 15.5 | 6 | 20 | 74 | 6 | 40 | 60 |
| WENS | Indy | 9.5 | 13.3 | 11 | 32 | 60 | 6 | 31 | 69 |
| WHYN-F | Spring, MA | 7.3 | 17.3 | 7 | 22 | 68 | 10 | 47 | 53 |
| WSNE | Prov | 8.1 | 15.5 | 5 | 16 | 71 | 13 | 27 | 73 |
| WJQY | Miami | 9.7 | 13.0 | 8 | 11 | 61 | 28 | 41 | 59 |
| WAXY | Miami | 7.8 | 16.1 | 6 | 37 | 56 | 7 | 33 | 67 |
| WMXJ | Miami | 9.4 | 13.3 | 9 | 10 | 85 | 5 | 49 | 51 |
| WLVE | Miami | 6.6 | 19.0 | 6 | 16 | 79 | 5 | 39 | 61 |
| WUSA | Tampa | 10.1 | 12.4 | 14 | 10 | 73 | 17 | 41 | 59 |
| WFLZ | Tampa | 8.6 | 14.7 | 7 | 9 | 68 | 23 | 42 | 58 |
| WNLT | Tampa | 7.9 | 16.0 | 7 | 39 | 57 | 4 | 33 | 67 |
| WSB-F | Atl | 9.3 | 13.6 | 8 | 20 | 74 | 6 | 30 | 70 |
| WQXI-F | Atl | 6.2 | 20.2 | 6 | 16 | 84 | 0 | 49 | 51 |
| WFOX | Atl | 7.9 | 15.9 | 10 | 11 | 89 | 0 | 46 | 54 |
| KVIL A/F | Dallas | 10.7 | 12.2 | 12 | 11 | 67 | 22 | 27 | 73 |
| KMGC | Dallas | 6.3 | 19.9 | 2 | 22 | 75 | 3 | 33 | 67 |
| KLUV | Dallas | 6.6 | 19.2 | 5 | 10 | 75 | 15 | 57 | 43 |
| WKLI | Albany | 7.5 | 16.7 | 10 | 14 | 83 | 3 | 35 | 65 |
| WMMX | Baltimore | 7.9 | 16.0 | 5 | 24 | 71 | 5 | 41 | 59 |
| WNIC | Detroit | 6.9 | 18.3 | 5 | 20 | 74 | 6 | 32 | 68 |
| WOMC | Detroit | 7.9 | 15.9 | 5 | 10 | 82 | 8 | 46 | 54 |
| KYKY | St. Louis | 7.6 | 16.7 | 8 | 15 | 79 | 6 | 49 | 51 |
| WWSW-F | Pittsburgh | 9.7 | 13.0 | 8 | 12 | 85 | 3 | 62 | 38 |
| KUDL | KC | 7.5 | 16.7 | 7 | 20 | 76 | 4 | 22 | 78 |
| KFMK | Houston | 9.4 | 13.4 | 11 | 6 | 93 | 1 | 52 | 48 |
| KKHT | Houston | 9.4 | 14.0 | 8 | 20 | 80 | 0 | 29 | 71 |
| WBUF | Buffalo | 12.1 | 10.4 | 13 | 8 | 80 | 12 | 43 | 57 |
| WSNY | Colum, O | 10.0 | 12.6 | 12 | 24 | 70 | 6 | 30 | 70 |
| KXKL-F | Denver | 11.8 | 10.6 | 13 | 20 | 80 | 0 | 48 | 52 |
| KMJI | Denver | 9.8 | 12.9 | 8 | 21 | 78 | 1 | 30 | 70 |
| KOAQ | Denver | 6.0 | 21.1 | 6 | 22 | 76 | 2 | 38 | 62 |
| WVEZ | Louis | 8.2 | 15.4 | 7 | 9 | 73 | 18 | 33 | 67 |
| KXOA-F | Sacra | 9.2 | 13.7 | 9 | 14 | 84 | 2 | 31 | 69 |
| WYYY | Syra | 9.9 | 12.7 | 13 | 26 | 73 | 1 | 37 | 63 |
| KKCW | Port O | 9.3 | 13.6 | 12 | 23 | 71 | 6 | 32 | 68 |

AC/SOFT/OLDIES Cont.

| National Mean: | | 8.6 | 14.7 | 8.5 | 17.3 | 75.2 | 7.5 | 40.4 | 59.6 |
|----------------|-----------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WRVR-F | Memphis | 8.3 | 15.1 | 12 | 13 | 79 | 8 | 40 | 60 |
| WLHT | Gr. Rapids | 9.7 | 13.0 | 12 | 26 | 69 | 5 | 36 | 64 |
| WLTQ | Milwaukee | 10.4 | 12.1 | 4 | 14 | 86 | 0 | 45 | 55 |
| WARM | York | 10.1 | 12.5 | 10 | 13 | 71 | 16 | 29 | 71 |
| WAIV | Jkville | 9.1 | 14.0 | 10 | 11 | 75 | 14 | 46 | 54 |
| WSTF | Orlando | 10.4 | 12.1 | 12 | 27 | 66 | 7 | 32 | 68 |
| WOCL | Orlando | 10.3 | 12.2 | 10 | 12 | 87 | 1 | 59 | 41 |
| KMMX | San Ant | 9.3 | 13.5 | 5 | 14 | 85 | 1 | 32 | 68 |
| WVOR | Roch | 8.5 | 14.9 | 12 | 14 | 75 | 11 | 34 | 66 |
| KKLT | Phoenix | 7.6 | 16.7 | 4 | 22 | 71 | 7 | 28 | 72 |
| KOOL-F | Phoenix | 8.6 | 14.6 | 10 | 11 | 87 | 2 | 62 | 38 |
| WLTS | New Orl | 8.2 | 15.3 | 8 | 15 | 80 | 5 | 38 | 62 |
| WLAC-F | Nashville | 7.8 | 16.1 | 9 | 27 | 67 | 6 | 41 | 59 |
| KWFM | Tucson | 9.6 | 13.1 | 7 | 24 | 72 | 4 | 49 | 51 |
| WCZC | Char, NC | 9.2 | 13.7 | 5 | 16 | 78 | 6 | 29 | 71 |
| WLTJ | Norfolk | 9.0 | 14.0 | 10 | 19 | 77 | 4 | 39 | 61 |
| KLCY | S. Lake | 7.8 | 16.3 | 8 | 27 | 69 | 4 | 43 | 57 |
| WMAG | Green-WS | 8.6 | 14.6 | 10 | 16 | 77 | 7 | 34 | 66 |
| WOJY | Green-WS | 8.6 | 14.6 | 11 | 10 | 60 | 30 | 34 | 66 |
| KKOB-F | Albuq | 10.6 | 10.6 | 10 | 20 | 76 | 4 | 48 | 52 |
| KQMJ | Austin | 10.2 | 12.3 | 13 | 12 | 74 | 14 | 34 | 66 |
| WAJI | Ft. Wayne | 14.3 | 8.8 | 11 | 20 | 74 | 6 | 45 | 55 |
| WCRZ | Flint | 10.3 | 12.2 | 14 | 9 | 90 | 10 | 43 | 57 |
| KFSO | Fresno | 10.1 | 12.5 | 13 | 15 | 78 | 7 | 44 | 56 |
| WFBC-F | Green, SC | 9.7 | 13.0 | 7 | 9 | 76 | 15 | 42 | 58 |
| WLMX | Chatt | 8.3 | 15.1 | 6 | 33 | 63 | 1 | 36 | 64 |
| WMJJ | Birm | 11.5 | 11.0 | 19 | 23 | 72 | 5 | 43 | 57 |
| WHNN | Saginaw-Bay Cty | 10.7 | 11.7 | 7 | 19 | 79 | 2 | 47 | 53 |
| KLYF | Des M | 11.4 | 11.1 | 17 | 20 | 76 | 4 | 32 | 68 |
| WXTG | Char, SC | 8.3 | 15.1 | 11 | 15 | 80 | 5 | 36 | 64 |
| KVUU | Colo Spgs | 8.2 | 15.3 | 10 | 22 | 69 | 9 | 38 | 62 |
| WVAF | Char, WV | 10.8 | 11.7 | 15 | 18 | 79 | 3 | 32 | 68 |
| WRMF | W. Palm | 9.0 | 13.9 | 12 | 13 | 81 | 6 | 45 | 55 |
| WMGS | WB/Scran | 10.7 | 11.8 | 7 | 6 | 82 | 12 | 33 | 67 |
| WYFM | Young | 10.6 | 11.9 | 8 | 17 | 80 | 3 | 49 | 51 |
| KCIX | Boise | 12.3 | 10.2 | 15 | 18 | 82 | 0 | 39 | 61 |
| WXXC | Erie | 9.7 | 12.9 | 13 | 14 | 82 | 4 | 41 | 59 |
| WTFM | JC-King | 10.8 | 11.7 | 15 | 14 | 83 | 3 | 54 | 46 |
| KMZQ | Las Vegas | 9.9 | 12.7 | 15 | 12 | 85 | 3 | 39 | 61 |
| WNGX | Port M | 9.3 | 13.5 | 12 | 37 | 63 | 0 | 52 | 48 |

BTFL/EZ

| National Mean: | | 11.2 | 11.3 | 16.9 | 2.8 | 37.9 | 59.3 | 39.1 | 60.9 |
|----------------|--------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WXEZ-F | Chicago | 10.1 | 12.5 | 10 | 4 | 39 | 57 | 44 | 56 |
| WPAT A/F | New York | 10.6 | 11.9 | 9 | 1 | 28 | 71 | 45 | 55 |
| KJOI | LA | 10.1 | 12.4 | 13 | 1 | 29 | 70 | 34 | 66 |
| KJQY | San D | 10.2 | 12.4 | 12 | 2 | 32 | 66 | 43 | 57 |
| WFPG-F | Atl. C | 16.4 | 7.7 | 27 | 0 | 21 | 79 | 40 | 60 |
| WEAV | Philadelphia | 10.1 | 12.5 | 9 | 6 | 43 | 51 | 36 | 64 |
| WFMZ | Allen | 12.4 | 10.2 | 26 | 1 | 34 | 65 | 36 | 64 |
| WQAL | Cleve | 11.7 | 10.7 | 16 | 3 | 39 | 58 | 41 | 59 |
| WSWT | Peoria | 12.0 | 10.5 | 23 | 10 | 44 | 56 | 34 | 66 |
| KABL A/F | SF | 12.7 | 9.9 | 10 | 1 | 32 | 67 | 45 | 55 |
| WEZN | Bridge | 13.3 | 9.5 | 16 | 5 | 36 | 59 | 43 | 57 |
| KDUO | River-SB | 11.5 | 10.9 | 17 | 1 | 30 | 69 | 42 | 58 |
| WZLD | Manch | 16.4 | 7.7 | 27 | 2 | 39 | 59 | 40 | 60 |
| WGAY | Washington | 10.1 | 12.5 | 10 | 2 | 45 | 53 | 41 | 59 |
| WJIB | Boston | 10.1 | 12.5 | 12 | 4 | 34 | 62 | 39 | 61 |
| WSRS | Worc | 10.3 | 12.3 | 16 | 3 | 46 | 51 | 41 | 59 |
| KBEE | Modesto | 10.9 | 11.5 | 18 | 5 | 49 | 46 | 41 | 59 |
| WHBC-F | Canton | 11.2 | 11.3 | 17 | 6 | 32 | 62 | 30 | 70 |
| WWEZ | Cinci | 10.9 | 11.6 | 12 | 5 | 30 | 65 | 30 | 70 |
| WAYL-F | Minn | 9.2 | 13.7 | 11 | 1 | 48 | 51 | 36 | 64 |

BTFL/EZ Cont.

| National Mean: | | 11.2 | 11.3 | 16.9 | 2.8 | 37.9 | 59.3 | 39.1 | 60.9 |
|----------------|-------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| KBRD | Seattle | 10.2 | 12.3 | 14 | 0 | 37 | 63 | 36 | 64 |
| KSEA | Seattle | 8.8 | 14.4 | 10 | 1 | 38 | 61 | 34 | 66 |
| WRCH | Hart | 12.2 | 10.3 | 14 | 5 | 31 | 64 | 36 | 64 |
| WXTZ | Indy | 11.9 | 10.6 | 21 | 3 | 42 | 55 | 35 | 65 |
| WLKW | Prov | 14.8 | 8.5 | 19 | 1 | 33 | 66 | 46 | 54 |
| WLYF | Miami | 14.2 | 8.9 | 25 | 2 | 28 | 70 | 36 | 64 |
| WBWA | Tampa | 13.3 | 9.5 | 26 | 1 | 13 | 86 | 41 | 59 |
| WPCH | Atl | 10.5 | 11.9 | 15 | 3 | 64 | 33 | 41 | 59 |
| KMEZ A/F | Dallas | 11.6 | 10.9 | 15 | 1 | 32 | 67 | 35 | 65 |
| WROW-F | Albany | 14.2 | 8.9 | 20 | 1 | 28 | 71 | 30 | 70 |
| WLIF | Baltimore | 13.0 | 9.7 | 14 | 2 | 47 | 51 | 39 | 61 |
| WJOL | Detroit | 10.7 | 11.8 | 12 | 2 | 45 | 53 | 37 | 63 |
| KEZK | St. Lou | 9.4 | 13.4 | 7 | 3 | 35 | 62 | 33 | 67 |
| WSHH | Pitts | 11.7 | 10.8 | 17 | 5 | 27 | 68 | 40 | 60 |
| KMBP | KC | 10.1 | 12.4 | 13 | 1 | 56 | 43 | 33 | 67 |
| KOCA | Hous | 9.8 | 12.9 | 10 | 3 | 56 | 41 | 37 | 63 |
| WJYE | Buffalo | 8.8 | 14.4 | 11 | 5 | 42 | 53 | 37 | 63 |
| KOSI | Denver | 10.7 | 11.8 | 16 | 4 | 49 | 47 | 37 | 63 |
| KCTC | Sacra | 11.6 | 10.8 | 23 | 4 | 47 | 49 | 43 | 57 |
| WEZY | Lake | 15.8 | 8.0 | 31 | 5 | 23 | 72 | 42 | 58 |
| WDUV | Sara | 10.5 | 12.0 | 33 | 0 | 15 | 85 | 39 | 61 |
| KXL-F | Port O | 9.9 | 12.7 | 16 | 2 | 56 | 42 | 38 | 62 |
| WHIO-F | Dayton | 10.6 | 11.9 | 18 | 3 | 37 | 60 | 40 | 60 |
| WOOD-F | Gr. Rapids | 7.2 | 17.6 | 12 | 0 | 49 | 51 | 31 | 69 |
| WEZW | Milw | 9.6 | 13.1 | 11 | 5 | 35 | 60 | 38 | 62 |
| WSSP | Orlan | 9.5 | 13.3 | 19 | 2 | 39 | 69 | 45 | 55 |
| KQXT | San Ant. | 13.2 | 9.6 | 17 | 2 | 51 | 47 | 47 | 53 |
| KMEO A/F | Phoenix | 11.4 | 11.0 | 23 | 0 | 30 | 70 | 37 | 63 |
| WBYU | New Orl | 10.5 | 11.9 | 17 | 3 | 46 | 51 | 45 | 55 |
| KJYK | Tucson | 12.9 | 9.7 | 32 | 6 | 21 | 73 | 35 | 65 |
| WFOG | Norfolk | 12.4 | 10.1 | 24 | 3 | 48 | 49 | 44 | 64 |
| KSFI | S. Lake | 9.3 | 13.6 | 12 | 12 | 40 | 48 | 41 | 59 |
| WEZY | Ft. Wayne | 11.6 | 10.8 | 20 | 0 | 35 | 65 | 47 | 53 |
| WWLV | Daytona | 13.2 | 9.5 | 26 | 0 | 17 | 83 | 41 | 59 |
| WQLP | Kalamazoo | 9.6 | 13.2 | 14 | 4 | 41 | 55 | 42 | 58 |
| KEZQ-F | Little Rock | 12.8 | 9.8 | 22 | 4 | 46 | 50 | 39 | 61 |
| WGER | Saginaw-BC | 10.0 | 12.6 | 18 | 5 | 38 | 57 | 41 | 59 |
| WMEZ | Pensa | 10.3 | 12.3 | 18 | 8 | 47 | 45 | 49 | 51 |
| WLOR | Toledo | 12.4 | 9.8 | 21 | 2 | 43 | 55 | 36 | 64 |
| KESY-F | Omaha | 11.0 | 11.5 | 10 | 0 | 41 | 59 | 41 | 59 |
| WEAT A/F | West Palm | 11.3 | 11.2 | 25 | 1 | 25 | 74 | 39 | 61 |
| WKBN-F | Young | 11.2 | 11.2 | 12 | 2 | 37 | 61 | 40 | 60 |
| KXTZ | Las Vegas | 15.2 | 8.3 | 23 | 2 | 45 | 53 | 39 | 61 |
| KXLY | Spokane | 13.4 | 9.4 | 22 | 0 | 39 | 61 | 42 | 58 |

MOR/VARIETY

| National Mean: | | 9.8 | 12.9 | 14.2 | 3.1 | 41.0 | 55.9 | 41.4 | 58.6 |
|----------------|------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| KFMB | San Diego | 9.3 | 13.6 | 9 | 2 | 56 | 42 | 59 | 41 |
| WSBT | South Bend | 16.4 | 7.7 | 28 | 2 | 23 | 75 | 33 | 67 |
| WAKR | Akron | 7.7 | 16.3 | 16 | 1 | 29 | 70 | 41 | 59 |
| WJBC | Bloom, IL | 13.8 | 9.1 | 21 | 4 | 46 | 50 | 37 | 63 |
| WROK | Rockford | 9.0 | 14.1 | 21 | 5 | 56 | 39 | 42 | 58 |
| WMBD | Peoria | 8.5 | 14.8 | 15 | 0 | 36 | 64 | 39 | 61 |
| KNBR | SF | 6.7 | 18.3 | 6 | 6 | 65 | 29 | 57 | 43 |
| WICC | Bridge | 9.4 | 13.4 | 12 | 4 | 47 | 49 | 41 | 59 |
| WMAL | Washington | 8.3 | 15.1 | 9 | 2 | 40 | 58 | 41 | 59 |
| WBZ | Boston | 9.4 | 13.3 | 9 | 5 | 43 | 52 | 41 | 59 |
| WHDH | Boston | 8.5 | 14.8 | 5 | 3 | 39 | 58 | 43 | 57 |
| WDEF | Wilm, DE | 10.9 | 11.6 | 15 | 0 | 14 | 86 | 46 | 54 |
| WHBC | Canton | 9.4 | 13.4 | 15 | 4 | 36 | 60 | 45 | 55 |
| WKRC | Cinci | 9.5 | 13.3 | 11 | 3 | 54 | 43 | 39 | 61 |
| WLW | Cinci | 9.2 | 13.7 | 13 | 9 | 55 | 36 | 66 | 34 |
| WCCO | Minn | 10.2 | 12.4 | 13 | 2 | 40 | 58 | 52 | 48 |
| KOMO | Seattle | 6.7 | 18.9 | 11 | 1 | 52 | 47 | 48 | 52 |
| WTIC | Hart | 12.1 | 10.4 | 16 | 2 | 34 | 64 | 41 | 59 |
| WELI | N. Haven | 9.1 | 13.8 | 11 | 2 | 32 | 66 | 34 | 66 |
| WIBC | Indy | 10.9 | 11.6 | 15 | 5 | 40 | 55 | 41 | 59 |

MOR/VARIETY

Cont.

| National Mean: | | 9.8 | 12.9 | 14.2 | 3.1 | 41.0 | 55.9 | 41.4 | 58.6 |
|----------------|------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WPRO | Prov | 7.0 | 18.0 | 9 | 7 | 52 | 41 | 44 | 56 |
| WSB | Atl | 9.4 | 13.3 | 14 | 0 | 33 | 67 | 45 | 55 |
| WGY | Albany | 8.3 | 15.2 | 11 | 5 | 53 | 42 | 42 | 58 |
| WJR | Detroit | 10.2 | 12.3 | 9 | 2 | 37 | 61 | 56 | 44 |
| KDKA | Pitts | 10.7 | 11.8 | 10 | 5 | 33 | 62 | 38 | 62 |
| KMBZ | KC | 7.9 | 20.1 | 7 | 8 | 38 | 54 | 47 | 53 |
| WBEN | Buffalo | 8.9 | 14.1 | 14 | 3 | 32 | 65 | 42 | 58 |
| WTVN | Colum, O | 10.5 | 12.0 | 15 | 3 | 64 | 33 | 44 | 56 |
| WHAS | Louis | 9.6 | 13.1 | 17 | 7 | 54 | 39 | 45 | 55 |
| WSTV | Steuben | 14.3 | 8.8 | 16 | 6 | 26 | 68 | 37 | 63 |
| WSYR | Syra | 10.9 | 11.6 | 18 | 5 | 34 | 61 | 44 | 56 |
| KEX | Port O | 9.2 | 13.7 | 12 | 5 | 48 | 47 | 41 | 59 |
| WOOD | Gr. Rapids | 9.0 | 14.0 | 15 | 7 | 40 | 53 | 39 | 61 |
| WTMJ | Milw | 14.0 | 11.5 | 11 | 3 | 32 | 65 | 42 | 58 |
| WSBA | York | 12.1 | 10.4 | 11 | 5 | 42 | 53 | 51 | 49 |
| WHP | Harris | 9.7 | 13.0 | 9 | 3 | 38 | 59 | 36 | 64 |
| WDBO | Orlando | 10.6 | 11.9 | 10 | 1 | 28 | 71 | 43 | 57 |
| WHAM | Roch | 10.6 | 11.0 | 19 | 5 | 32 | 63 | 41 | 59 |
| WBT | Char, NC | 10.1 | 12.4 | 19 | 1 | 43 | 56 | 44 | 56 |
| KSL | Salt Lake | 7.0 | 18.0 | 9 | 4 | 49 | 47 | 45 | 55 |
| KKOB | Albuq | 10.0 | 12.6 | 18 | 2 | 50 | 48 | 38 | 62 |
| WOWO | Ft. Wayne | 7.2 | 17.5 | 11 | 0 | 45 | 55 | 51 | 49 |
| KSSK | Hono | 11.8 | 10.7 | 16 | 7 | 73 | 20 | 44 | 56 |
| WSGW | Saginaw-BC | 13.0 | 9.7 | 21 | 3 | 36 | 61 | 47 | 53 |
| WRVA | Rich, VA | 11.1 | 11.4 | 20 | 2 | 38 | 60 | 42 | 58 |
| WSPD | Toledo | 8.0 | 15.8 | 13 | 2 | 26 | 72 | 35 | 65 |
| KRMG | Tulsa | 8.9 | 14.2 | 15 | 1 | 49 | 50 | 39 | 61 |
| KFAB | Omaha | 11.8 | 10.7 | 24 | 1 | 35 | 64 | 34 | 66 |
| WHO | Des M | 8.6 | 14.6 | 19 | 2 | 42 | 56 | 48 | 52 |
| WMT | Cedar R | 14.5 | 8.7 | 23 | 0 | 30 | 70 | 41 | 59 |
| WNBF | Bingh | 11.7 | 10.7 | 17 | 0 | 36 | 64 | 42 | 58 |
| WARM | WB/Scran | 8.5 | 14.8 | 13 | 2 | 36 | 62 | 41 | 59 |
| WKBN | Young | 10.7 | 11.7 | 12 | 0 | 31 | 69 | 41 | 59 |
| KFOR | Lincoln | 10.2 | 12.3 | 12 | 0 | 47 | 53 | 42 | 58 |
| WIKY-F | Evans | 14.9 | 8.5 | 32 | 3 | 34 | 63 | 39 | 61 |
| WIBA | Madison | 8.7 | 14.5 | 7 | 7 | 44 | 49 | 49 | 51 |

COUNTRY

| National Mean: | | 11.0 | 11.5 | 19.5 | 13.1 | 63.2 | 23.7 | 48.2 | 51.8 |
|----------------|------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WUSN-F | Chicago | 8.9 | 14.1 | 13 | 11 | 60 | 29 | 46 | 54 |
| WYNY-F | NY | 8.2 | 15.4 | 7 | 9 | 66 | 25 | 47 | 53 |
| KZLA | LA | 10.5 | 12.0 | 12 | 6 | 70 | 24 | 50 | 50 |
| KLAC | LA | 6.3 | 20.1 | 6 | 9 | 57 | 34 | 57 | 43 |
| KSON-F | San Diego | 7.6 | 16.6 | 13 | 15 | 62 | 23 | 50 | 50 |
| WXTU | Phila | 11.3 | 11.1 | 12 | 9 | 67 | 24 | 55 | 45 |
| WGAR-F | Cleve | 11.0 | 11.5 | 16 | 16 | 62 | 22 | 49 | 51 |
| KUZZ A/F | Baker | 12.7 | 9.9 | 23 | 9 | 70 | 21 | 47 | 53 |
| WLLR | Daven | 12.7 | 9.9 | 28 | 10 | 75 | 15 | 46 | 54 |
| KSAN-F | SF | 8.1 | 15.5 | 9 | 11 | 73 | 16 | 51 | 49 |
| WOKQ | Ports, NH | 10.6 | 11.9 | 17 | 6 | 64 | 30 | 57 | 43 |
| WMZQ A/F | Washington | 11.3 | 11.9 | 18 | 13 | 67 | 20 | 45 | 55 |
| WBOS | Boston | 9.1 | 13.8 | 14 | 10 | 68 | 22 | 39 | 61 |
| KMIX | Modesto | 11.4 | 11.0 | 14 | 18 | 61 | 21 | 54 | 46 |
| WBVE | Cinci | 9.7 | 18.6 | 15 | 21 | 56 | 23 | 49 | 51 |
| KEEY | Minn | 9.4 | 13.4 | 11 | 9 | 77 | 14 | 50 | 50 |
| KMPS A/F | Seattle | 9.2 | 13.6 | 14 | 13 | 67 | 20 | 43 | 57 |
| WFMS | Indy | 10.8 | 11.7 | 24 | 22 | 55 | 23 | 43 | 57 |
| WKQS | Miami | 9.4 | 13.5 | 13 | 10 | 63 | 27 | 59 | 41 |
| WQYK A/F | Tampa | 13.1 | 9.6 | 19 | 7 | 47 | 46 | 42 | 58 |
| WSUN | Tampa | 11.0 | 11.4 | 19 | 1 | 33 | 66 | 51 | 49 |
| WKHX-F | Atl | 10.8 | 11.7 | 16 | 10 | 65 | 25 | 38 | 62 |
| WYAY | Atl | 9.3 | 13.6 | 16 | 20 | 69 | 11 | 51 | 49 |
| KPLX | Dallas | 10.4 | 12.2 | 13 | 17 | 69 | 14 | 40 | 60 |
| KSCS | Dallas | 9.1 | 13.8 | 12 | 20 | 62 | 18 | 51 | 49 |

| | | COUNTRY Cont. | | | | | | | |
|----------------|--------------|---------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| National Mean: | | 11.0 | 11.5 | 19.5 | 13.1 | 63.2 | 23.7 | 48.2 | 51.8 |
| | | <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> |
| WBAP | Dallas | 9.2 | 13.7 | 14 | 12 | 47 | 41 | 64 | 36 |
| WPOC | Baltimore | 9.1 | 13.9 | 16 | 6 | 63 | 31 | 46 | 54 |
| WWWW | Detroit | 9.6 | 13.1 | 13 | 9 | 75 | 16 | 44 | 56 |
| WIL-F | St. Lou | 10.9 | 11.6 | 16 | 18 | 50 | 32 | 48 | 52 |
| WDAF | KC | 12.9 | 9.8 | 24 | 3 | 54 | 43 | 48 | 52 |
| KFKF A/F | KC | 9.8 | 12.9 | 14 | 26 | 59 | 15 | 45 | 55 |
| KIKK-F | Houston | 10.6 | 11.9 | 15 | 16 | 60 | 24 | 43 | 57 |
| KILT-F | Houston | 9.5 | 13.4 | 14 | 14 | 68 | 18 | 46 | 54 |
| WYRK | Buffalo | 10.9 | 11.5 | 22 | 11 | 62 | 27 | 50 | 50 |
| KYGO-F | Denver | 10.4 | 12.1 | 3 | 9 | 79 | 12 | 50 | 50 |
| WAMZ | Louis | 11.8 | 10.6 | 23 | 16 | 68 | 16 | 46 | 54 |
| KPAK-F | Sacra | 8.2 | 15.3 | 18 | 22 | 67 | 11 | 35 | 65 |
| WPCV | Lake | 13.8 | 9.1 | 34 | 11 | 67 | 22 | 54 | 46 |
| KUGN-F | Eugene | 11.4 | 11.0 | 20 | 12 | 69 | 19 | 52 | 48 |
| KUPL-F | Port O | 10.3 | 12.3 | 16 | 14 | 59 | 27 | 49 | 51 |
| WGKX | Memphis | 10.3 | 12.2 | 21 | 17 | 68 | 15 | 51 | 49 |
| WMIL | Milwaukee | 13.5 | 9.3 | 20 | 16 | 62 | 22 | 50 | 50 |
| WRKZ | Harris | 10.4 | 12.1 | 20 | 14 | 66 | 20 | 54 | 46 |
| WQIK-F | Jkville | 12.2 | 10.3 | 24 | 10 | 63 | 27 | 51 | 49 |
| WWKA | Orlando | 11.4 | 11.1 | 20 | 10 | 55 | 35 | 47 | 53 |
| KCYA | San Ant | 12.2 | 10.3 | 14 | 30 | 57 | 13 | 50 | 50 |
| KAJA | San Ant | 7.7 | 16.3 | 8 | 31 | 61 | 8 | 44 | 56 |
| WBEE | Roch | 14.7 | 8.6 | 22 | 9 | 68 | 23 | 56 | 44 |
| KNIX A/F | Phoenix | 11.6 | 10.9 | 21 | 12 | 64 | 24 | 50 | 50 |
| WSIX-F | Nashville | 10.7 | 11.8 | 17 | 15 | 72 | 13 | 46 | 54 |
| WSM-F | Nashville | 10.1 | 12.4 | 18 | 15 | 58 | 27 | 35 | 65 |
| KIIM | Tucson | 11.7 | 10.8 | 24 | 12 | 54 | 34 | 52 | 48 |
| WSOC-F | Char, NC | 10.5 | 12.0 | 22 | 12 | 57 | 31 | 51 | 49 |
| WLVK | Char, NC | 9.4 | 13.4 | 15 | 10 | 71 | 19 | 57 | 43 |
| WCMS A/F | Norfolk | 11.1 | 11.4 | 22 | 7 | 60 | 33 | 50 | 50 |
| KKAT | S. Lake | 10.0 | 12.6 | 13 | 14 | 78 | 8 | 49 | 51 |
| KXXY-F | Ok C | 12.4 | 10.1 | 20 | 11 | 77 | 12 | 48 | 52 |
| WTQR | Green-WS | 13.1 | 9.6 | 24 | 14 | 60 | 26 | 51 | 49 |
| KRST | Albuq | 13.1 | 9.6 | 22 | 22 | 71 | 7 | 44 | 56 |
| WWNC | Asheville | 12.1 | 10.4 | 22 | 4 | 43 | 53 | 43 | 57 |
| KASE | Austin | 13.3 | 9.5 | 25 | 20 | 63 | 17 | 42 | 58 |
| WIVK A/F | Knox | 15.9 | 7.9 | 32 | 12 | 61 | 27 | 49 | 51 |
| WITL-F | Lansing | 11.9 | 10.6 | 29 | 15 | 57 | 28 | 43 | 57 |
| KSSN | L. Rock | 14.0 | 9.0 | 27 | 15 | 64 | 21 | 47 | 53 |
| WESC-F | Green, SC | 13.2 | 9.6 | 26 | 8 | 68 | 29 | 38 | 62 |
| WSSL A/F | Green, SC | 14.0 | 9.0 | 22 | 25 | 59 | 16 | 50 | 50 |
| WUSY | Chatt | 12.3 | 10.3 | 22 | 17 | 69 | 14 | 44 | 56 |
| WZZK A/F | Birm | 10.7 | 11.8 | 21 | 12 | 58 | 30 | 41 | 59 |
| WCOS-F | Colum, SC | 13.7 | 9.2 | 28 | 12 | 67 | 21 | 51 | 49 |
| WKCQ | Saginaw-BC | 10.2 | 23.9 | 16 | 7 | 73 | 20 | 52 | 48 |
| WTVR A/F | Rich, VA | 10.2 | 12.4 | 11 | 15 | 55 | 30 | 48 | 52 |
| KCCY | Pueblo | 11.8 | 10.7 | 18 | 20 | 56 | 24 | 48 | 52 |
| WOWW | Pensa | 14.0 | 9.0 | 29 | 7 | 63 | 30 | 53 | 47 |
| WQDR | Raleigh | 10.3 | 12.2 | 21 | 11 | 80 | 9 | 60 | 40 |
| KRMD A/F | Shreve | 10.9 | 11.5 | 28 | 13 | 56 | 31 | 58 | 42 |
| WKKO | Toledo | 14.1 | 8.9 | 17 | 15 | 69 | 16 | 57 | 43 |
| KWEN | Tulsa | 10.3 | 12.3 | 16 | 19 | 70 | 11 | 44 | 56 |
| KJNE | Waco | 12.9 | 9.7 | 21 | 12 | 65 | 22 | 41 | 59 |
| WKSJ A/F | Mobile | 12.9 | 9.7 | 25 | 10 | 62 | 28 | 45 | 55 |
| WTCR A/F | Hunt, WV | 14.0 | 9.0 | 24 | 13 | 62 | 25 | 49 | 51 |
| WEZL | Char, SC | 13.4 | 9.4 | 24 | 12 | 57 | 31 | 53 | 47 |
| KOUL | Corpus Ch | 11.6 | 10.9 | 22 | 20 | 64 | 16 | 44 | 56 |
| WQBE | Char, WV | 14.5 | 8.7 | 26 | 11 | 55 | 34 | 37 | 63 |
| KHAK A/F | Cedar Rapids | 10.7 | 11.8 | 23 | 13 | 62 | 25 | 55 | 45 |
| WMSI | Jackson | 11.3 | 11.2 | 31 | 11 | 66 | 23 | 45 | 55 |
| WYNK A/F | Baton Rouge | 13.6 | 9.3 | 26 | 7 | 63 | 30 | 50 | 50 |
| WWVA | Wheeling | 11.7 | 10.8 | 21 | 3 | 42 | 55 | 42 | 58 |
| KFDI-F | Wichita | 12.3 | 5.9 | 25 | 8 | 56 | 36 | 48 | 52 |
| WQXK-F | Young | 14.8 | 8.5 | 22 | 8 | 66 | 26 | 52 | 48 |
| KHEY-F | El Paso | 10.5 | 12.0 | 22 | 18 | 73 | 9 | 44 | 56 |
| WBHP | Hunts | 10.5 | 12.1 | 21 | 6 | 67 | 27 | 49 | 51 |
| WXBQ | JC-King | 10.5 | 12.0 | 20 | 14 | 66 | 20 | 43 | 57 |
| KFGO | Fargo | 10.0 | 12.6 | 13 | 8 | 44 | 48 | 52 | 48 |
| KGHL | Billings | 14.4 | 8.7 | 28 | 3 | 57 | 40 | 47 | 53 |
| WRNS | Green-NB | 12.5 | 10.1 | 33 | 12 | 66 | 22 | 52 | 48 |

COUNTRY Cont.

| National Mean: | | 11.0 | 11.5 | 19.5 | 13.1 | 63.2 | 23.7 | 48.2 | 51.8 |
|----------------|------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| KLLL-F | Lubbock | 12.0 | 5.8 | 23 | 24 | 60 | 16 | 44 | 56 |
| WVLK-F | Lexington | 9.7 | 12.9 | 25 | 17 | 56 | 27 | 40 | 60 |
| KFMS A/F | Las Vegas | 14.6 | 8.6 | 32 | 7 | 61 | 32 | 48 | 52 |
| WYNG-F | Evans | 11.7 | 10.7 | 23 | 9 | 72 | 19 | 49 | 51 |
| KTTS-F | Spring, MO | 11.4 | 11.1 | 26 | 2 | 58 | 40 | 42 | 58 |
| KTXF | McA-Brown | 12.6 | 10.0 | 17 | 36 | 53 | 11 | 50 | 50 |
| WCHY | Savannah | 13.2 | 9.4 | 30 | 6 | 69 | 25 | 50 | 50 |
| WPOR A/F | Port, M | 11.8 | 10.7 | 25 | 17 | 46 | 37 | 51 | 49 |

NEWS/TALK

| National Mean: | | 8.5 | 15.0 | 9.3 | 2.8 | 39.6 | 57.6 | 48.2 | 51.8 |
|----------------|------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WGN | Chicago | 10.1 | 12.5 | 10 | 2 | 33 | 65 | 43 | 57 |
| WBBM | Chicago | 7.1 | 17.7 | 9 | 4 | 34 | 62 | 53 | 47 |
| WMAQ | Chicago | 4.6 | 27.2 | 4 | 3 | 43 | 54 | 60 | 40 |
| WABC | NY | 7.5 | 16.8 | 2 | 4 | 40 | 56 | 46 | 54 |
| WCBS | NY | 5.0 | 21.1 | 7 | 3 | 41 | 56 | 48 | 52 |
| WFAN | NY | 6.1 | 20.6 | 2 | 9 | 61 | 30 | 78 | 22 |
| WINS | NY | 5.4 | 23.4 | 8 | 5 | 41 | 54 | 48 | 52 |
| WOR | NY | 9.9 | 12.7 | 5 | 0 | 25 | 75 | 22 | 78 |
| KABC | LA | 10.9 | 11.6 | 8 | 3 | 35 | 62 | 44 | 56 |
| KNX | LA | 6.1 | 20.8 | 7 | 9 | 80 | 11 | 50 | 50 |
| KFWB | LA | 5.5 | 22.8 | 10 | 2 | 39 | 59 | 53 | 47 |
| KSDO | San Diego | 10.0 | 12.5 | 12 | 1 | 39 | 60 | 52 | 48 |
| KYW | Phila | 6.2 | 20.3 | 7 | 4 | 40 | 56 | 45 | 55 |
| WCAU | Phila | 7.3 | 17.4 | 3 | 4 | 33 | 63 | 56 | 44 |
| WWDB | Phila | 12.1 | 10.4 | 6 | 2 | 34 | 64 | 36 | 64 |
| WWWE | Cleve | 8.5 | 14.9 | 6 | 5 | 43 | 52 | 62 | 38 |
| WOC | Daven | 11.5 | 11.0 | 17 | 0 | 26 | 74 | 44 | 56 |
| KGO | SF | 10.7 | 11.8 | 8 | 3 | 36 | 61 | 43 | 57 |
| KCBS | SF | 7.6 | 16.5 | 7 | 2 | 42 | 56 | 48 | 52 |
| WTOP | Washington | 5.5 | 22.7 | 5 | 3 | 45 | 52 | 54 | 46 |
| WWRG | Washington | 7.9 | 15.9 | 6 | 1 | 41 | 58 | 36 | 64 |
| WRKO | Boston | 10.3 | 12.2 | 5 | 2 | 34 | 64 | 45 | 55 |
| WEEI | Boston | 5.8 | 21.7 | 7 | 2 | 45 | 53 | 54 | 46 |
| WCKY | Cinci | 11.4 | 11.1 | 11 | 1 | 23 | 76 | 37 | 63 |
| KIRO | Seattle | 8.9 | 14.1 | 10 | 4 | 43 | 53 | 53 | 47 |
| WHJJ | Prov. | 12.0 | 10.5 | 10 | 4 | 23 | 73 | 41 | 59 |
| WNVS | Miami | 10.5 | 11.9 | 11 | 1 | 19 | 81 | 38 | 62 |
| WIOD | Miami | 8.2 | 13.8 | 5 | 2 | 37 | 61 | 51 | 49 |
| WINZ | Miami | 10.8 | 11.7 | 7 | 1 | 34 | 65 | 45 | 55 |
| WFLA | Tampa | 12.9 | 9.8 | 16 | 0 | 28 | 72 | 48 | 52 |
| WGST | Atl | 8.7 | 14.6 | 7 | 2 | 49 | 49 | 48 | 52 |
| KRLD | Dallas | 6.5 | 19.3 | 10 | 2 | 46 | 52 | 55 | 45 |
| WBAL | Baltimore | 10.5 | 12.0 | 11 | 3 | 31 | 66 | 43 | 57 |
| WWJ | Detroit | 6.6 | 19.0 | 7 | 2 | 42 | 56 | 55 | 45 |
| WXYT | Detroit | 10.3 | 12.2 | 8 | 5 | 31 | 64 | 48 | 52 |
| KMOX | St. Louis | 12.8 | 9.8 | 16 | 2 | 46 | 52 | 46 | 54 |
| WTAE | Pitts | 8.4 | 15.1 | 4 | 5 | 35 | 60 | 40 | 60 |
| KOMO | KC | 8.7 | 14.4 | 9 | 6 | 51 | 43 | 52 | 48 |
| KTRH | Hou | 8.6 | 14.7 | 7 | 3 | 46 | 51 | 57 | 43 |
| KOA | Denver | 8.1 | 15.6 | 6 | 5 | 38 | 57 | 47 | 53 |
| KFBK | Sacra | 9.4 | 13.3 | 13 | 2 | 46 | 52 | 52 | 48 |
| KXL | Port O | 10.1 | 12.5 | 18 | 0 | 38 | 62 | 45 | 55 |
| WOAI | San Ant | 8.5 | 14.8 | 15 | 2 | 49 | 49 | 53 | 47 |
| KTAR | Phoenix | 10.8 | 11.6 | 14 | 2 | 40 | 58 | 55 | 45 |
| KFYI | Phoenix | 9.5 | 13.3 | 8 | 11 | 48 | 41 | 43 | 57 |
| WWL | New Or! | 8.8 | 14.3 | 9 | 2 | 44 | 54 | 57 | 43 |
| KTOK | Ok! C | 9.0 | 14.0 | 19 | 1 | 35 | 64 | 48 | 52 |
| KMJ | Fresno | 11.5 | 11.0 | 21 | 1 | 39 | 60 | 47 | 53 |
| KCSJ | Pueblo | 8.9 | 14.1 | 15 | 0 | 35 | 65 | 50 | 50 |
| WPTF | Raleigh | 8.7 | 14.5 | 12 | 0 | 40 | 60 | 39 | 61 |
| KOH | Reno | 12.6 | 10.0 | 14 | 0 | 54 | 46 | 43 | 57 |

BLACK/URBAN

| National Mean: | | 11.4 | 11.1 | 14.8 | 45.6 | 49.7 | 4.7 | 45.9 | 54.1 |
|----------------|-------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WBMX | Chicago | 6.5 | 19.3 | 5 | 51 | 44 | 5 | 38 | 62 |
| WGCI-F | Chicago | 13.3 | 9.4 | 17 | 41 | 56 | 3 | 43 | 57 |
| WBLS | NY | 9.8 | 12.8 | 7 | 42 | 54 | 4 | 52 | 48 |
| WQHT | NY | 8.9 | 14.1 | 7 | 67 | 32 | 1 | 52 | 48 |
| WRKS | NY | 11.8 | 10.7 | 8 | 54 | 43 | 3 | 47 | 53 |
| KPWR | LA | 9.4 | 13.4 | 9 | 62 | 38 | 0 | 49 | 51 |
| WUSL | Phila | 13.4 | 9.4 | 15 | 57 | 40 | 3 | 40 | 60 |
| WZAK | Cleve | 13.4 | 9.4 | 25 | 45 | 50 | 5 | 52 | 48 |
| KSOL-F | SF | 9.1 | 15.6 | 9 | 52 | 43 | 5 | 45 | 55 |
| KBLX A/F | SF | 6.5 | 19.4 | 4 | 15 | 80 | 5 | 50 | 50 |
| WKYS | Washington | 11.2 | 11.2 | 6 | 34 | 72 | 4 | 40 | 60 |
| WHUR | Washington | 9.6 | 13.1 | 3 | 21 | 74 | 5 | 52 | 48 |
| WPGC A/F | Washington | 9.8 | 12.9 | 8 | 54 | 44 | 2 | 37 | 63 |
| WTLC | Indy | 12.9 | 9.8 | 26 | 40 | 49 | 11 | 41 | 59 |
| WEDR | Miami | 16.7 | 7.6 | 25 | 43 | 55 | 2 | 45 | 55 |
| WVEE | Atl | 13.5 | 9.3 | 17 | 37 | 57 | 6 | 44 | 56 |
| KKDA-F | Dallas | 14.5 | 8.8 | 22 | 56 | 39 | 5 | 52 | 48 |
| WXYV | Baltimore | 11.0 | 11.5 | 12 | 45 | 49 | 6 | 40 | 60 |
| WJLB | Detroit | 13.0 | 9.7 | 13 | 45 | 49 | 6 | 42 | 58 |
| KBJM | St. Louis | 13.0 | 9.7 | 18 | 51 | 44 | 5 | 45 | 55 |
| WAMO-F | Pitts | 14.0 | 9.0 | 15 | 53 | 44 | 3 | 44 | 56 |
| KPPS | KC | 14.5 | 8.7 | 22 | 33 | 64 | 3 | 43 | 57 |
| KBJQ | Houston | 14.5 | 8.7 | 20 | 42 | 53 | 5 | 41 | 59 |
| KFRB | Memphis | 10.5 | 12.0 | 4 | 57 | 40 | 3 | 44 | 56 |
| WHRK | Memphis | 10.6 | 11.9 | 6 | 50 | 42 | 8 | 46 | 54 |
| WLUM-F | Milwaukee | 11.7 | 10.8 | 9 | 63 | 36 | 1 | 40 | 60 |
| WJHM | Orlando | 12.3 | 10.3 | 16 | 46 | 54 | 0 | 53 | 47 |
| KTFM | San Ant | 8.6 | 14.7 | 9 | 42 | 51 | 7 | 45 | 55 |
| WQUE A/F | New OrL | 11.6 | 10.8 | 11 | 40 | 54 | 6 | 43 | 57 |
| WYLD-F | New OrL | 10.2 | 12.3 | 12 | 27 | 62 | 11 | 51 | 49 |
| WCKZ | Char, NC | 10.8 | 11.6 | 10 | 63 | 36 | 1 | 47 | 53 |
| WPEG | Char, NC | 9.9 | 12.8 | 9 | 37 | 56 | 7 | 42 | 58 |
| WOWI | Norfolk | 10.4 | 12.1 | 11 | 42 | 50 | 8 | 40 | 60 |
| WMYK | Norfolk | 9.4 | 13.4 | 6 | 43 | 55 | 2 | 53 | 47 |
| KKSS | Albuq | 10.5 | 12.0 | 11 | 70 | 30 | 0 | 43 | 57 |
| WDZZ | Flint | 15.6 | 8.1 | 32 | 34 | 55 | 11 | 44 | 56 |
| WENN | Birm | 13.1 | 9.6 | 13 | 41 | 50 | 9 | 40 | 60 |
| WDDM | Colum, SC | 16.9 | 7.5 | 34 | 49 | 47 | 4 | 44 | 56 |
| WPLZ-F | Rich, VA | 11.3 | 11.2 | 18 | 39 | 56 | 5 | 47 | 53 |
| WFXC | Raleigh | 10.1 | 12.4 | 18 | 50 | 46 | 4 | 47 | 53 |
| WBLX | Mobile | 12.6 | 10.0 | 17 | 48 | 46 | 6 | 51 | 49 |
| WWWZ | Char, SC | 8.0 | 15.8 | 12 | 44 | 56 | 0 | 50 | 50 |
| WJMI | Jackson | 13.2 | 9.5 | 20 | 42 | 53 | 5 | 43 | 57 |
| KHYS | Beau-PA | 19.8 | 6.4 | 31 | 41 | 50 | 9 | 54 | 46 |
| WZFX | Fayette, NC | 13.6 | 9.3 | 20 | 43 | 50 | 7 | 53 | 47 |
| WFXE | Col, GA | 11.2 | 11.3 | 22 | 46 | 47 | 7 | 39 | 61 |
| WIKS | Green-NB | 17.0 | 7.4 | 30 | 42 | 54 | 4 | 56 | 44 |
| WEAS-F | Savannah | 18.6 | 6.8 | 18 | 59 | 37 | 4 | 54 | 46 |

NOSTALGIA

| National Mean: | | 10.7 | 11.9 | 14.7 | 1.0 | 20.7 | 78.3 | 41.2 | 58.8 |
|----------------|------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WJJD | Chicago | 10.6 | 11.8 | 9 | 1 | 18 | 81 | 46 | 54 |
| WNEW | NY | 9.9 | 12.7 | 7 | 1 | 25 | 74 | 49 | 51 |
| KMPC | LA | 8.4 | 14.9 | 7 | 1 | 27 | 72 | 57 | 43 |
| KPOP | San Diego | 11.8 | 10.7 | 15 | 1 | 32 | 67 | 45 | 55 |
| WPEN | Phila | 14.3 | 8.8 | 13 | 1 | 21 | 78 | 46 | 54 |
| KFRC | SF | 7.4 | 17.1 | 6 | 5 | 36 | 54 | 39 | 61 |
| WXKS | Boston | 12.1 | 10.4 | 10 | 0 | 19 | 81 | 36 | 64 |
| KIXI | Seattle | 9.3 | 13.6 | 18 | 0 | 25 | 75 | 45 | 55 |
| WRCQ | Hart | 7.8 | 16.2 | 17 | 3 | 21 | 76 | 46 | 54 |
| WMAS | Spring, MA | 13.0 | 9.7 | 25 | 0 | 10 | 90 | 40 | 60 |
| WGUL A/F | Tampa | 10.7 | 11.8 | 18 | 0 | 2 | 98 | 41 | 59 |
| WDAE | Tampa | 10.1 | 12.5 | 16 | 2 | 8 | 90 | 31 | 69 |
| CKLW | Detroit | 11.9 | 10.6 | 15 | 0 | 16 | 84 | 39 | 61 |
| WRTH | St. Louis | 7.5 | 16.8 | 10 | 0 | 12 | 88 | 31 | 69 |
| WJAS | Pitts | 11.3 | 11.2 | 13 | 1 | 27 | 72 | 37 | 63 |
| KQUE | Houston | 11.7 | 10.8 | 17 | 3 | 37 | 60 | 51 | 49 |
| WECK | Buffalo | 12.3 | 10.3 | 18 | 0 | 18 | 82 | 33 | 67 |
| WOKY | Milwaukee | 11.8 | 10.7 | 12 | 0 | 25 | 75 | 33 | 67 |
| WNAK | WB/Scran | 12.7 | 9.9 | 19 | 0 | 8 | 92 | 33 | 67 |
| WEYZ | Erie | 11.2 | 11.2 | 20 | 3 | 15 | 82 | 42 | 58 |
| KORK | Las Vegas | 13.9 | 9.0 | 24 | 0 | 33 | 67 | 45 | 55 |

RELIGION/GOSPEL

| National Mean: | | 8.3 | 15.1 | 11.8 | 11.0 | 54.1 | 34.9 | 31.7 | 68.3 |
|----------------|------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WYCA | Chicago | 6.9 | 18.4 | 2 | 4 | 41 | 55 | 23 | 77 |
| WFME | NY | 7.1 | 17.7 | 10 | 3 | 55 | 42 | 30 | 70 |
| WWRL | NY | 14.2 | 8.8 | 15 | 11 | 65 | 23 | 31 | 69 |
| KKLA | LA | 6.1 | 20.5 | 3 | 14 | 68 | 18 | 57 | 43 |
| KYMS | LA | 8.1 | 15.6 | 7 | 17 | 82 | 1 | 34 | 66 |
| KEAR | SF | 6.3 | 20.1 | 10 | 3 | 69 | 28 | 26 | 74 |
| WYCB | Washington | 6.9 | 18.2 | 7 | 8 | 50 | 42 | 29 | 61 |
| WROL | Boston | 6.1 | 20.8 | 3 | 3 | 24 | 73 | 25 | 75 |
| KQMS | Seattle | 10.7 | 11.8 | 21 | 25 | 70 | 5 | 29 | 71 |
| KCIS | Seattle | 7.3 | 17.4 | 10 | 6 | 64 | 30 | 31 | 69 |
| WVCG | Miami | 6.8 | 18.6 | 8 | 26 | 36 | 64 | 56 | 44 |
| KHVN | Dallas | 11.3 | 11.1 | 19 | 4 | 49 | 47 | 12 | 88 |
| KOJO | Dallas | 10.2 | 12.3 | 16 | 23 | 77 | 0 | 34 | 66 |
| WBGR | Baltimore | 12.3 | 10.3 | 9 | 8 | 55 | 37 | 17 | 83 |
| WMUZ | Detroit | 6.6 | 19.2 | 8 | 10 | 76 | 14 | 45 | 55 |
| WPIT-F | Pitts | 5.7 | 22.0 | 6 | 6 | 58 | 36 | 45 | 55 |
| KFIA | Sacra | 7.7 | 16.4 | 15 | 27 | 40 | 33 | 38 | 62 |
| WCAC | Lanc | 12.4 | 10.1 | 25 | 11 | 38 | 51 | 31 | 69 |
| WBOK | New Orl | 16.7 | 7.5 | 24 | 2 | 36 | 62 | 24 | 76 |
| WPCE | Norfolk | 10.4 | 12.1 | 20 | 12 | 45 | 43 | 38 | 62 |
| WAGG | Birm | 14.9 | 8.4 | 10 | 7 | 39 | 54 | 11 | 89 |

HISPANIC

| National Mean: | | 13.0 | 9.7 | 18.6 | 13.1 | 63.2 | 23.7 | 45.2 | 54.8 |
|----------------|-------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WIND | Chicago | 12.2 | 10.3 | 14 | 16 | 78 | 6 | 66 | 34 |
| WOJO | Chicago | 10.6 | 11.9 | 12 | 14 | 61 | 25 | 52 | 48 |
| WADO | NY | 15.0 | 8.4 | 16 | 7 | 48 | 45 | 31 | 69 |
| WKDM | NY | 15.5 | 8.2 | 25 | 23 | 63 | 14 | 24 | 76 |
| WJIT | NY | 17.1 | 7.4 | 10 | 15 | 52 | 67 | 25 | 75 |
| WSKQ | NY | 15.1 | 8.3 | 25 | 15 | 72 | 13 | 28 | 72 |
| KTNQ | LA | 15.8 | 8.0 | 19 | 14 | 66 | 20 | 58 | 42 |
| KLVE | LA | 12.5 | 10.1 | 12 | 28 | 66 | 6 | 46 | 54 |
| KSKQ | LA | 12.3 | 10.2 | 16 | 13 | 86 | 1 | 48 | 52 |
| KWKW | LA | 13.4 | 23.2 | 15 | 8 | 70 | 22 | 42 | 58 |
| KBRG | SF | 13.8 | 9.1 | 20 | 23 | 57 | 20 | 31 | 69 |
| KOXR | Oxnard | 17.5 | 7.2 | 22 | 16 | 64 | 20 | 43 | 57 |
| KCTY | Sal-Mont | 18.5 | 6.8 | 25 | 11 | 85 | 4 | 55 | 45 |
| WAQI | Miami | 13.8 | 9.1 | 14 | 1 | 47 | 52 | 38 | 62 |
| WCMQ-F | Miami | 12.1 | 10.5 | 16 | 9 | 74 | 17 | 34 | 66 |
| WQBA | Miami | 16.4 | 7.7 | 19 | 1 | 24 | 70 | 41 | 59 |
| KESS | Dallas | 16.5 | 7.6 | 40 | 24 | 71 | 5 | 51 | 49 |
| KLAT | Houston | 15.0 | 8.4 | 32 | 4 | 85 | 11 | 43 | 57 |
| KXYZ | Houston | 11.9 | 10.6 | 23 | 13 | 78 | 9 | 42 | 58 |
| KCOR | San Ant | 21.5 | 5.9 | 28 | 1 | 36 | 63 | 43 | 57 |
| KJUNO | Corpus Chr. | 14.1 | 9.0 | 28 | 9 | 52 | 39 | 36 | 64 |
| KBNA-F | El Paso | 8.7 | 14.5 | 10 | 19 | 66 | 15 | 39 | 61 |
| KGBT | McA-Brown | 16.6 | 7.6 | 29 | 9 | 45 | 46 | 41 | 59 |
| KIWW | McA-Brown | 10.0 | 13.0 | 5 | 21 | 66 | 13 | 51 | 49 |

CLASSICAL

| National Mean: | | 7.1 | 17.6 | 6.5 | 4.4 | 51.3 | 44.3 | 52.1 | 47.9 |
|----------------|-----------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WFMT | Chicago | 5.3 | 23.7 | 7 | 3 | 75 | 22 | 44 | 56 |
| WNIB | Chicago | 6.2 | 20.1 | 8 | 3 | 45 | 52 | 35 | 65 |
| WQXR-F | NY | 6.8 | 18.4 | 5 | 4 | 43 | 53 | 56 | 44 |
| WNCN-F | NY | 7.1 | 17.7 | 5 | 3 | 48 | 49 | 55 | 45 |
| KFAC | LA | 6.5 | 19.3 | 4 | 3 | 50 | 47 | 45 | 55 |
| KFSD | San Diego | 7.8 | 16.2 | 6 | 0 | 57 | 43 | 47 | 53 |
| WFLN | Phila | 6.8 | 18.6 | 8 | 1 | 51 | 48 | 52 | 48 |
| WCLV | Cleve | 5.9 | 21.2 | 4 | 8 | 43 | 49 | 39 | 61 |
| KDFC A/F | SF | 8.2 | 15.3 | 5 | 6 | 49 | 45 | 50 | 50 |
| KKHI A/F | SF | 7.3 | 17.3 | 2 | 2 | 46 | 52 | 66 | 34 |

CLASSICAL Cont.

| National Mean: | | 7.1 | 17.6 | 6.5 | 4.4 | 51.3 | 44.3 | 52.1 | 47.9 |
|----------------|------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WGMS A/F | Washington | 8.3 | 15.1 | 3 | 6 | 68 | 26 | 51 | 49 |
| WCRB | Boston | 7.0 | 17.9 | 5 | 0 | 48 | 52 | 50 | 50 |
| KBOQ | Sal-Mont | 7.3 | 17.3 | 12 | 6 | 41 | 53 | 44 | 56 |
| KING-F | Seattle | 7.4 | 17.1 | 6 | 3 | 53 | 44 | 59 | 41 |
| WTMI | Miami | 9.8 | 10.8 | 8 | 5 | 51 | 44 | 52 | 48 |
| WRR | Dallas | 6.5 | 19.3 | 9 | 6 | 66 | 28 | 55 | 45 |
| WQRS | Detroit | 8.0 | 15.7 | 6 | 11 | 49 | 40 | 50 | 50 |
| KVOD | Denver | 8.9 | 14.2 | 7 | 2 | 52 | 46 | 37 | 63 |
| KYTE-F | Port O | 7.3 | 17.3 | 14 | 12 | 40 | 48 | 47 | 53 |

JAZZ/NEW AGE

| National Mean: | | 7.4 | 16.9 | 4.8 | 8.8 | 84.0 | 7.2 | 58.7 | 41.3 |
|----------------|------------|------------|------------------|---------------|----------------|----------------|--------------|-----------|-----------|
| | | <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> |
| WNUA | Chicago | 7.0 | 18.1 | 5 | 3 | 85 | 12 | 59 | 41 |
| KTWV | LA | 5.9 | 21.8 | 5 | 11 | 85 | 4 | 51 | 49 |
| KIFM | San Diego | 8.5 | 14.8 | 6 | 12 | 85 | 3 | 61 | 39 |
| KSWV | San Diego | 7.4 | 17.1 | 10 | 9 | 85 | 6 | 64 | 36 |
| WNWV | Cleve | 9.3 | 13.5 | 3 | 9 | 82 | 9 | 52 | 48 |
| KJAZ | SF | 7.2 | 17.4 | 1 | 9 | 63 | 28 | 59 | 41 |
| KKSF | SF | 9.0 | 14.0 | 4 | 4 | 96 | 0 | 57 | 43 |
| WBMW | Washington | 7.6 | 16.6 | 3 | 10 | 87 | 3 | 65 | 35 |
| KLRS | Sal-Mont | 7.2 | 17.5 | 2 | 4 | 88 | 8 | 67 | 33 |
| KT CZ | Minn | 8.8 | 14.3 | 3 | 16 | 84 | 10 | 60 | 40 |
| KEZX | Seattle | 5.5 | 14.9 | 8 | 5 | 95 | 0 | 52 | 48 |
| KNJA | Seattle | 5.9 | 21.2 | 5 | 20 | 70 | 10 | 48 | 52 |
| WXDJ | Miami | 7.5 | 16.8 | 3 | 4 | 85 | 11 | 70 | 30 |
| WHVE | Tampa | 7.9 | 15.9 | 6 | 2 | 81 | 17 | 67 | 33 |
| KOAI | Dallas | 7.4 | 16.9 | 6 | 4 | 86 | 10 | 50 | 50 |
| WJZZ | Detroit | 7.1 | 17.6 | 4 | 13 | 64 | 23 | 50 | 50 |
| WVAE | Detroit | 6.6 | 19.2 | 6 | 10 | 87 | 3 | 46 | 54 |
| KHIH | Denver | 7.3 | 17.2 | 6 | 18 | 77 | 5 | 63 | 37 |
| KQPT | Sacra | 10.2 | 12.4 | 5 | 10 | 90 | 0 | 61 | 39 |
| WLOQ | Orlando | 6.4 | 19.8 | 3 | 0 | 100 | 0 | 62 | 38 |
| KLSK | Albuq | 7.3 | 17.2 | 7 | 11 | 89 | 0 | 68 | 32 |

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

The Arbitron ADI ranking can be found directly below the HSA 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: 701/730/53.5%
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. 1987 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 1988 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 1987.

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 1987 gross revenue. This data is extracted from the 1988 edition of Duncan's Radio Market Guide.

| 12+ METRO | 1/4/SHARE | WIN | FAL | SUH | SPG | 4 | Book | 12+ TSA | 12+ METRO CUME/CUME | FAL | SPG | % 25-54 Con- version | Birch Share | Birch AQH | Birch Cume |
|---------------|-----------|-----|-----|-----|-----|-----|----------|-----------|---------------------|------|-----|----------------------|-------------|-----------|------------|
| 1. WAAA-F(AC) | 513/10.0 | 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) (SPG 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 | % | SPG 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+): 33/537,100

Stations: 28/7
Diaries: 1095/491:1/59.5%
Sample Target: 930
% Below Line: 51.1
% Not Listed: 10.3

1987 Revenue: \$12,700,000
HH Inc.: \$32,UG2
Retail \$: 4.0 Bil
Pop per Station: 76,729
#1 Biller: WKUU-F \$3,300,000

MSA Rank/Pop: 75/642,400

Cleveland A01

Average Person Ratings: 16.9

Market TSL: 22.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WKDD-F (CHR) | 103/11.3 | 10.3 | 11.5 | 10.2 | 9.0 | 10.8 | 160/2214 | 1279/23.8 | 22.8 | 24.6 | 87 | 13.6 | 131 | 1360 | WKDD-F |
| 2. WMMS-F (AOR) | 78/ 8.6 | 7.1 | 9.7 | 10.1 | 12.3 | 8.9 | 121/2104 | 1281/23.9 | 20.9 | 24.1 | 99 | 11.2 | 108 | 1231 | WMMS-F |
| 3. WAKR (MDR) | 63/ 7.5 | 7.6 | 9.3 | 8.9 | 8.9 | 8.3 | 74/1218 | 1108/20.6 | 19.7 | 22.8 | 52 | 6.1 | 59 | 1063 | WAKR |
| 4. WONE-F (AOR) | 62/ 5.8 | 6.2 | 5.0 | 6.0 | 6.3 | 6.0 | 82/1317 | 861/16.0 | 13.1 | 11.0 | 125 | 6.2 | 60 | 733 | WONE-F |
| 5. WNIR-F (T) | 61/ 6.7 | 4.3 | 6.4 | 4.4 | 6.1 | 5.5 | 84/ 795 | 583/10.9 | 10.7 | 10.6 | 106 | 5.5 | 53 | 543 | WNIR-F |
| 6. WMJI A/F (AC) | 60/ 6.6 | 5.6 | 7.4 | 6.0 | 6.1 | 6.4 | 103/1466 | 846/15.8 | 13.8 | 16.6 | 150 | 5.7 | 55 | 715 | WMJI A/F |
| 7. WLTF-F (AC) | 43/ 4.7 | 5.1 | 4.9 | 4.3 | 4.5 | 4.8 | 78/1107 | 675/12.6 | 13.6 | 12.9 | 130 | 3.4 | 33 | 501 | WLTF-F |
| 8. WOOK-F (AC) | 40/ 4.4 | 3.3 | 3.6 | 4.1 | 2.9 | 3.9 | 53/ 763 | 524/ 9.8 | 9.2 | 8.6 | 125 | 4.4 | 42 | 426 | WOOK-F |
| 9. WWWE (N/T) | 31/ 3.4 | 3.2 | 3.1 | 3.1 | 3.5 | 3.2 | 61/ 977 | 612/11.4 | 8.3 | 10.7 | 115 | 3.3 | 32 | 677 | WWWE |
| 10. WOBN-F (EZ) | 29/ 3.2 | 4.1 | 4.3 | 4.4 | 4.7 | 4.0 | 67/ 342 | 465/ 8.7 | 7.7 | 9.2 | 38 | 2.2 | 21 | 227 | WOBN-F |
| 11. WGAR-F (C) | 25/ 2.9 | 2.6 | 2.2 | 3.4 | 4.2 | 2.8 | 55/ 904 | 413/ 7.7 | 6.7 | 6.1 | 103 | 3.7 | 36 | 534 | WGAR-F |
| 12. WSLR (C) | 24/ 2.6 | 2.9 | 2.3 | 3.2 | 2.9 | 2.8 | 30/ 385 | 276/ 5.1 | 6.3 | 6.2 | 77 | 2.6 | 25 | 332 | WSLR |

12+ FM SHARE (METRO): 80.76% (659 of 816) (SPG 87: 79.83%)

| TELEVISION | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. WKDD-F | 1. WKDD-F | 1. WKDD-F | 1. WKDD-F | 1. WMJI-F | 1. WAKR | 1. WMMS-F | 1. WNIR-F | 1. WKDD-F | 1. WKDD-F | 1. WAKR |
| 2. WMMS-F | 2. WMMS-F | 2. WMMS-F | 2. WMJI-F | 2. WKDD-F | 2. WNIR-F | 2. WAKR | 2. WKDD-F | 2. WONE-F | 2. WWWE | 2. WMMS-F |
| 3. WPHR-F | 3. WONE-F | 3. WONE-F | 3. WONE-F | 3. WONE-F | 3. WOOK-F | 3. WKDD-F | 3. WMMS-F | 3. WMMS-F | 3. WAKR | 3. WOBN-F |
| 4. WZAK-F | 4. WMJI-F | 4. WMJI-F | 4. WMMS-F | 4. WMMS-F | 4. WMJI-F | 4. WMJI-F | 4. WONE-F | 4. WMJI-F | 4. WMMS-F | 4. WMMS-F |
| 5. WLTF-F | 5. WLTF-F | 5. WLTF-F | 5. WNIR-F | 5. WNIR-F | 5. WOBN-F | 5. WNIR-F | 5. WMJI-F | 5. WAKR | 5. WONE-F | 5. WWWE-F |
| | | | | | | | | 6. WAKR | | 6. WNIR-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. WKDD-F | 1. WKDD-F | 1. WKDD-F | 1. WKDD-F | 1. WKDD-F | 1. WMMS-F | 1. WONE-F | 1. WONE-F | 1. WMMS-F | 1. WMJI-F |
| 2. WMMS-F | 2. WMMS-F | 2. WMMS-F | 2. WMMS-F | 2. WMJI-F | 2. WKDD-F | 2. WMMS-F | 2. WMMS-F | 2. WKDD-F | 2. WONE-F |
| 3. WONE-F | 3. WONE-F | 3. WONE-F | 3. WMJI-F | 3. WOOK-F | 3. WRQK-F | 3. WKDD-F | 3. WKDD-F | 3. WONE-F | 3. WKDD-F |
| 4. WLTF-F | 4. WLTF-F | 4. WMJI-F | 4. WLTF-F | 4. WLTF-F | 4. WONE-F | 4. WRQK-F | 4. WNIR-F | 4. WMJI-F | 4. WMMS-F |
| 5. WMJI-F | 5. WMJI-F | 5. WLTF-F | 5. WONE-F | 5. WNIR-F | 5. WNIR-F | 5. WNIR-F | 5. WNIR-F | 5. WNIR-F | 5. WNIR-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|----------------------|---------|----------|----------|------|----------|---|
| TOP 40/CHR/CONTEMP | | 123 (4) | 123 (4) | 15.7 | 16.9 | WHLO 640 Canton .4/1.7 |
| AOR/CLASSIC | | 182 (4) | 182 (4) | 22.3 | 20.8 | |
| AC/OLOIES/SOFT ROCK | 24 (3) | 142 (3) | 166 (6) | 20.3 | 13.4 | WDJQ-F 92.5 Alliance .3/1.2 |
| MOR/VARIETY/FULL | 68 (1) | | 68 (1) | 8.3 | 10.3 | WHBC-F 94.1 Canton 1.2/3.6 |
| COUNTRY | 30 (2) | 44 (2) | 74 (4) | 9.1 | 7.0 | WHOT-F 101.1 Youngstown .5/1.8 |
| BLACK/URBAN | | 22 (1) | 22 (1) | 2.7 | 4.1 | WQXK-F 105.1 Salem 2.0/4.1 |
| BTFL MUSIC/EZ | | 61 (3) | 61 (3) | 7.5 | 14.9 | See Cleveland for more information about the following: |
| NEWS/TALK | 31 (1) | 61 (1) | 92 (2) | 11.3 | 10.6 | WCLV-F .9/3.0 WPHR-F 1.9/9.6 |
| NOSTALGIA | | | | | 1.6 | WGAR .7/2.3 WQAL-F 2.3/6.6 |
| RELIGION/GOSPEL | 4 (1) | | 4 (1) | 0.5 | | WHK .8/2.6 WRMR 1.8/4.5 |
| SPANISH | | 8 (1) | 8 (1) | 1.0 | 0.5 | WHCX-F 2.3/8.5 WZAK-F 2.4/5.2 |
| CLASSICAL | | 11 (1) | 11 (1) | 1.3 | | WNWV-F 1.2/3.1 |
| JAZZ/NEW AGE/ELECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 157 (8) | 659 (20) | 816 (28) | | | |

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 (OA-1) | COUNTRY | ABC-E, \$ 32.00* (Katz) | Barnstable | |
| WOBN-F, 94.9, 118 KW @ 310, BTFL/EZ | | \$ 36.00 (---) | | (MEDINA) Bob Miller |
| 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) | | (KENT) Dick Klaus |
| WONE-F, 97.5, 13 KW @ 890, AOR | | \$ 50.00* (Mc-Guild) | Summit | Fred Anthony |

Other ranked stations - See Cleveland or Canton

MISCELLANEOUS COMMENTS WOBN-F (Medina) sold for \$4,600,000...

ALBANY-SCHENECTADY-TROY

Arbitron Rank/Pop (12+): 53/722,300

Stations: 21/21
Diaries: 1105/654:1/51.3%
Sample Target: 1080
% Below Line: 0
% Not Listed: 12.3

1987 Revenue: \$17,500,000
HH Inc.: \$35,494
Retail \$: 5.8 Bil
Pop per Station: 34,395
#1 Biller: WGY \$3,500,000

MSA Rank/Pop: 60/844,000
ADI # 52
Average Person Ratings: 16.7
Market TSL: 22.3 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WPYX-F (AOR) | 150/12.4 | 11.3 | 10.6 | 13.0 | 10.8 | 11.8 | 207/2652 | 1703/23.6 | 23.7 | 22.5 | 112 | 14.0 | 171 | 2214 | WPYX-F |
| 2. WROW-F (EZ) | 139/11.5 | 10.7 | 9.0 | 10.5 | 11.1 | 10.4 | 197/1723 | 1232/17.1 | 17.2 | 17.5 | 60 | 6.1 | 75 | 952 | WROW-F |
| 3. WGY (MOR) | 121/10.0 | 11.8 | 14.1 | 9.4 | 10.7 | 11.3 | 197/2869 | 1842/25.5 | 29.2 | 25.2 | 111 | 10.9 | 134 | 1688 | WGY |
| 4. WFLY-F (CHR) | 113/ 9.4 | 7.8 | 8.6 | 8.7 | 8.4 | 8.6 | 134/2091 | 1593/22.1 | 23.4 | 23.3 | 73 | 10.6 | 130 | 1900 | WFLY-F |
| 5. WQBK (T) | 75/ 6.2 | 5.3 | 5.8 | 5.4 | 5.3 | 5.7 | 75/ 765 | 749/10.4 | 10.5 | 9.7 | 42 | 4.6 | 56 | 559 | WQBK |
| 6. WTRY (O) | 66/ 5.5 | 5.1 | 7.0 | 5.2 | 4.0 | 5.7 | 75/1030 | 908/12.6 | 15.0 | 11.9 | 149 | 3.3 | 40 | 683 | WTRY |
| 7. WGNA-F (C) | 64/ 5.4 | 6.1 | 5.3 | 4.6 | 5.8 | 5.6 | 160/1663 | 855/11.8 | 13.4 | 10.9 | 139 | 7.0 | 86 | 782 | WGNA-F |
| 8. WKLI-F (AC) | 59/ 4.9 | 7.1 | 5.8 | 6.0 | 6.1 | 6.0 | 70/1126 | 988/13.7 | 15.8 | 13.8 | 173 | 4.2 | 51 | 667 | WKLI-F |
| 9. WQBK-F (AOR) | 56/ 4.6 | 3.9 | 3.8 | 3.8 | 2.6 | 4.0 | 59/ 941 | 367/12.0 | 12.1 | 9.0 | 150 | 5.6 | 69 | 1221 | WQBK-F |
| 10. WGF-M (CHR) | 53/ 4.4 | 6.8 | 6.1 | 7.1 | 7.8 | 6.1 | 97/2084 | 1481/20.5 | 21.1 | 23.4 | 102 | 6.9 | 85 | 1726 | WGF-M |
| 11. WPTR (C) | 34/ 2.8 | 2.4 | 1.9 | 1.6 | 3.7 | 2.2 | 43/ 699 | 469/ 6.5 | 6.9 | 9.0 | 125 | 2.8 | 34 | 409 | WPTR |
| 12. WROW (MOR) | 33/ 2.7 | 3.1 | 3.3 | 3.9 | 3.6 | 3.3 | 41/ 780 | 594/ 8.2 | 8.2 | 9.2 | 89 | 2.4 | 29 | 415 | WROW |
| 13. WABY (SB) | 32/ 2.7 | 2.3 | 2.5 | 1.2 | 1.9 | 1.7 | 32/ 357 | 352/ 4.9 | 4.9 | 3.9 | 11 | 2.4 | 29 | 457 | WABY |

12+ FM SHARE (METRO): 63.99% (677 of 1058) (SPG 87: 62.24%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMO | 12+ EVE | OVERNIGHT |
|------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|
| 1. WFLY-F>>>1. WPYX-F>>>1. WPYX-F> | 1. WPYX-F> | 1. WPYX-F> | 1. WPYX-F> | 1. WPYX-F> | 1. WROW-F> | 1. WGY | 1. WPYX-F | 1. WROW-F< | 1. WPYX-F | 1. WGY |
| 2. WPYX-F> | 2. WFLY-F> | 2. WFLY-F> | 2. WGY | 2. WGY | 2. WGY | 2. WPYX-F< | 2. WROW-F> | 2. WPYX-F | 2. WGY | 2. WQBK-F> |
| 3. WGF-M-F>>>3. WQBK-F | 3. WGY | 3. WKLI-F | 3. WTRY | 3. WQBK | 3. WQBK | 3. WROW-F> | 3. WFLY-F | 3. WFLY-F | 3. WFLY-F | 3. WGNA-F |
| 4. 4. WKLI-F | 4. WKLI-F | 4. WTRY | 4. WKLI-F | 4. WGNA-F | 4. WFLY-F | 4. WGY | 4. WGY | 4. WQBK | 4. WKLI-F | 4. WKLI-F |
| 5. 5. WGY < | 5. WQBK-F | 5. WFLY-F | 5. WGNA-F | 5. WTRY | 5. WQBK | 5. WTRY | 5. WQBK | 5. WROW-F | 5. WROW-F | 5. WROW-F |
| 6. WGF-M-F | | 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. WPYX-F< | 1. WFLY-F> | 1. WGY | 1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F> | 1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>> | 1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>> | 1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>> | 1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>>1. WPYX-F>>> |
| 2. WPYX-F>>>2. WPYX-F> | 2. WFLY-F< | 2. WKLI-F< | 2. WKLI-F< | 2. WKLI-F | 2. WFLY-F | 2. WQBK-F>>>2. WQBK-F>>>2. WQBK-F>>>2. WQBK-F>>>2. WQBK-F>>> | 2. WFLY-F | 2. WQBK-F>>>2. WQBK-F>>>2. WQBK-F>>>2. WQBK-F>>>2. WQBK-F>>> | 2. WGY |
| 3. WGF-M-F | 3. WKLI-F | 3. WKLI-F> | 3. WPYX-F | 3. WROW-F | 3. WQBK-F | 3. WTRY | 3. WTRY | 3. WGY | 3. WQBK-F |
| 4. 4. WKLI-F | 4. WGF-M-F | 4. WGF-M-F | 4. WGY | 4. WFLY-F | 4. 4. WFLY-F | 4. WGY | 4. WGY | 4. WTRY | 4. WTRY |
| 5. 5. WGY | 5. WQBK-F | WGY | 5. WGF-M-F | 5. WGNA-F | 5. 5. WGY | 5. 5. WQBK | 5. 5. WFLY-F | 5. 5. WFLY-F | 5. 5. WGNA-F |
| | | WQBK-F | | WPYX-F | | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|---------|----------|-----------|------|----------|
| TOP 40/CHR/CONTEMP | | 166 (2) | 166 (2) | 15.7 | 18.8 |
| AOR/CLASSIC | | 224 (4) | 224 (4) | 21.2 | 17.0 |
| AC/OLOIES/SOFT ROCK | 66 (1) | 79 (3) | 145 (4) | 13.7 | 12.1 |
| MOR/VARIETY/FULL | 174 (5) | | 174 (5) | 16.4 | 19.2 |
| COUNTRY | 34 (1) | 64 (1) | 98 (2) | 9.3 | 10.7 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 144 (2) | 144 (2) | 13.6 | 13.5 |
| NEWS/TALK | 75 (1) | | 75 (1) | 7.1 | 5.9 |
| NOSTALGIA | 32 (1) | | 32 (1) | 3.0 | 2.5 |
| RELIGION/GOSPEL | | | | | 0.7 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | 0.5 |
| | 381 (9) | 677 (12) | 1058 (21) | | |

RAIO STATIONS

| | | | | |
|--|-------------|----------------------------------|---------------|----------------|
| WABY, 1400, 1 KW | , NOSTALGIA | SMN, \$ 16.00* (Durpetti) | Premier | Dave Papandrea |
| WGY, 810, 50 KW | , MOR | NBC, \$115.00 (Eastman) | Empire State | Dennis Israel |
| WPTR, 1540, 50 KW (OA-1) | , COUNTRY | US 2, ABC-C, \$ 40.00 (Katz) | | John Kelly |
| WQBK, 1300, 5 KW (DA-2) | , TALK | CBS, ABC-T, \$ 40.00* (HNWH) | | R. Berkson |
| WROW, 590, 5 KW/1 KW (OA-2) | , MOR | ABC-I, \$ 38.00* (Christal) | Radio Terrace | Steve Seplowe |
| WTRY, 980, 5 KW (DA-N) | , OLOIES | MBS, ABC-O, \$ 52.00* (Mc-Guild) | Merv Griffin | Carol Reilly |
| WFLY-F, 92.3, 13 KW @ 850, CHR | | ABC-C, \$ 90.00 (Katz) | | John Kelly |
| WGF-M-F, 99.5, 14 KW @ 930, CHR | | Source, \$ 70.00 (Eastman) | Empire State | Dennis Israel |
| WGNA-F, 107.7, 13 KW @ 980, COUNTRY | | ABC-E, \$ 60.00* (Republic) | Barnstable | Bob Putnam |
| WHRL-F, 103.1, 1 KW @ 400, BTFL/EZ (?) | | MBS, \$ 17.00 (---) | | Bob Hill |
| WKLI-F, 100.9, 3 KW @ 300, AC | | US 1, \$ 66.00* (Ourpetti) | Premier | Dave Papandrea |
| WPYX-F, 106.5, 16 KW @ 910, AOR | | ABC-R, \$ 83.00* (Mc-Guild) | Merv Griffin | Carol Reilly |
| WQBK-F, 103.9, 3 KW @ 300, CLASSIC AOR | | CBS-R, \$ 32.00* (HNWH) | | R. Berkson |
| WROW-F, 95.5, 12 KW @ 1020, BTFL/EZ | | , \$ 61.00* (Christal) | Radio Terrace | Steve Seplowe |

ALBUQUERQUE

Arbitron Rank/Pop (12+): 30/456,107

Stations: 25/24
Diaries: 830/525:1/53.2%
Sample Target: 800
% Below Line: 0.4
% Not Listed: 7.5

1937 Revenue: \$17,000,000
HH Inc.: \$29,141
Retail \$: 3.3 Bill
Poo per Station: 18,171
#1 Biller: KKOB \$3,400,000

MSA Rank/Pop: 100/479,000

ADI # 56

Average Person Ratings: 17.9

Market TSL: 23.8 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|----------|
| 1. KKOB (MOR) | 88/11.3 | 11.1 | 12.7 | 12.9 | 13.4 | ---- | 126/1752 | 1105/25.3 | 23.1 | 26.2 | 86 | 8.9 | 68 | 1030 | KKOB |
| 2. KKOB-F (AC) | 86/11.0 | 13.1 | 11.0 | 15.1 | 13.6 | ---- | 111/1501 | 1026/23.5 | 28.3 | 23.1 | 130 | 10.5 | 80 | 1149 | KKOB-F |
| 3. KRST-F (C) | 85/10.9 | 9.9 | 7.1 | 5.4 | 7.0 | ---- | 122/1294 | 817/18.7 | 21.4 | 17.4 | 121 | 11.7 | 89 | 799 | KRST-F |
| 4. KZRR A/F (AOR) | 64/ 8.2 | 7.1 | 5.9 | 5.1 | 4.5 | ---- | 94/1127 | 814/18.7 | 15.3 | 14.5 | 121 | 9.2 | 70 | 663 | KZRR A/F |
| 5. KKSS-F (U/CHR) | 54/ 5.9 | 7.1 | 4.1 | 2.8 | 2.1 | ---- | 64/ 801 | 646/14.8 | 14.9 | 12.6 | 51 | 9.8 | 75 | 795 | KKSS-F |
| 6. KFMG-F (AOR) | 52/ 6.6 | 6.0 | 8.4 | 7.8 | 7.4 | ---- | 72/ 925 | 652/15.0 | 17.4 | 16.3 | 94 | 8.4 | 64 | 698 | KFMG-F |
| 7. KKJY-F (EZ) | 43/ 5.5 | 5.6 | 5.6 | 5.9 | 5.8 | ---- | 53/ 866 | 632/14.5 | 10.8 | 13.7 | 84 | 3.8 | 29 | 383 | KKJY-F |
| 8. KXKS (SP) | 33/ 4.2 | 2.2 | 2.5 | 2.5 | 1.9 | ---- | 33/ 147 | 147/ 3.4 | 3.0 | 3.9 | 121 | 1.7 | 13 | 130 | KXKS |
| 9. KMGA-F (AC) | 27/ 3.5 | 2.6 | 2.8 | 2.6 | 2.9 | ---- | 40/ 526 | 387/ 5.9 | 9.2 | 10.5 | 171 | 1.7 | 13 | 276 | KMGA-F |
| 10. KIVA-F (CHR) | 26/ 3.3 | 4.5 | 3.9 | 1.8 | 2.6 | ---- | 40/ 539 | 504/11.6 | 14.3 | 12.2 | 33 | 4.3 | 37 | 599 | KIVA-F |
| 11. KNMQ-F (CHR) | 25/ 3.2 | 4.8 | 6.2 | 8.5 | 7.3 | ---- | 48/ 951 | 529/12.1 | 15.9 | 17.5 | 81 | 4.2 | 32 | 593 | KNMQ-F |
| 12. KDEF (BB) | 21/ 2.7 | 2.2 | 2.3 | 2.9 | 3.8 | ---- | 21/ 250 | 234/ 5.4 | 4.7 | 5.1 | 33 | 2.5 | 19 | 168 | KDEF |
| 13. KQEO (O) | 20/ 2.6 | 1.7 | 2.3 | 2.5 | 3.0 | ---- | 21/ 271 | 343/ 7.9 | 5.2 | 9.0 | 127 | 2.0 | 15 | 245 | KQEO |
| 14. KLSK-F (J/NA) | 19/ 2.4 | 2.2 | 1.9 | 1.6 | 2.4 | ---- | 27/ 452 | 326/ 7.5 | 5.5 | 5.4 | 158 | 1.6 | 12 | 248 | KLSK-F |
| 15. KHFM-F (CL) | 17/ 2.2 | 2.8 | 2.3 | 3.7 | 3.0 | ---- | 35/ 521 | 327/ 7.5 | 7.1 | 5.7 | 91 | 3.4 | 26 | 417 | KHFM-F |
| KRZY (C) | 17/ 2.2 | 1.9 | 2.9 | 3.7 | 3.0 | ---- | 19/ 243 | 201/ 4.6 | 6.2 | 7.0 | 68 | 2.6 | 20 | 217 | KRZY |

12+ FM SHAKE (METRO): 72.51% (525 of 723) (SPG 97: 68.12%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------------|-------------|-------------|-------------|-------------|-----------|-------------|-------------|-----------|-------------|-----------|
| 1. KKSS-F > | 1. KZRR-F > | 1. KKOB-F | 1. KKOB-F | 1. KKOB-F | 1. KKOB | >>1. KKOB | >>1. KKOB-F | 1. KKOB-F | 1. KKSS-F > | 1. KKOB |
| 2. KIVA-F > | 2. KKOB-F | 2. KRST-F | 2. KRST-F | 2. KRST-F | 2. KRST-F | 2. KRST-F | 2. KRST-F | 2. KRST-F | 2. KRST-F | 2. KRST-F |
| 3. KRST-F | 3. KRST-F < | 3. KZRR-F > | 3. KZRR-F > | 3. KZRR-F > | 3. KKJY-F | 3. KKOB-F | 3. KKOB | 3. KZRR-F | 3. KFMG-F | 3. KKOB-F |
| 4. | 4. KFMG-F > | 4. KFMG-F | 4. KKOB | 4. KKOB | 4. KKOB-F | 4. KZRR-F > | 4. KZRR-F | 4. KFMG-F | 4. KKOB | 4. KMGA-F |
| 5. | 5. KKSS-F | 5. KKOB | 5. KKFG-F | 5. KFMG-F | 5. KXKS | 5. KFMG-F < | 5. KKJY-F < | 5. KKOB | KZRR-F | 5. KHFM-F |
| | | | | | | 6. KKSS-F | 6. KFMG-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. KKSS-F < | 1. KRST-F | 1. KRST-F | 1. KRST-F | 1. KRST-F | 1. KFMG-F | 1. KZRR-F >> | 1. KKOB-F | 1. KZRR-F > | 1. KZRR-F < |
| 2. KKOB-F | 2. KKOB-F > | 2. KKOB-F > | 2. KKOB-F >> | 2. KKOB-F | KZRR-F > | 2. KFMG-F < | 2. KFMG-F > | 2. KKOB-F | 2. KKOB-F > |
| KFMG-F | 3. KFMG-F | 3. KFMG-F | 3. KKOB | 3. KKOB > | 3. KRST-F | 3. KKOB-F > | 3. KKSS-F | 3. KRST-F | 3. KRST-F > |
| 4. KRST-F | 4. KKSS-F | 4. KMGA-F | 4. KFMG-F | 4. KMGA-F | 4. KKOB-F | 4. KRST-F | 4. KRST-F | 4. KFMG-F > | 4. KFMG-F |
| KZRR-F | KZRR-F > | KZRR-F | 5. KKSS-F | 5. KXKS | KKSS-F | 5. KKSS-F | 5. | 5. KKOB | KKOB |
| | | | 6. KMGA-F | | | | | KXKS | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO | SHARE & CUME RATING |
|-----------------------|--------|---------|---------|------|--------|----------------------------|---------------------|
| TOP 40/CHR/CONTEMP | | 51 (2) | 51 (2) | 7.1 | 15.8 | KABQ 1350 Albuquerque | .9/3.0 |
| AOR/CLASSIC | 2 (1) | 114 (2) | 116 (3) | 16.0 | 16.1 | KIDI-F 103.3 Albuquerque | 1.0/2.5 |
| AC/OLDIES/SOFT ROCK | 20 (1) | 123 (3) | 143 (4) | 19.8 | 20.0 | KKBR-F 98.5 Los Alamos | 1.3/4.3 |
| MOR/VARIETY/FULL | 88 (1) | | 88 (1) | 12.2 | 14.1 | KKIM 1000 Albuquerque | .4/1.7 |
| COUNTRY | 17 (1) | 88 (2) | 105 (3) | 14.5 | 11.1 | KMYI-F 107.1 Albuquerque | .5/2.8 |
| BLACK/URBAN | | 54 (1) | 54 (1) | 7.5 | | KZIA 1580 Albuquerque | .9/2.4 |
| BTFL MUSIC/EZ | | 43 (1) | 43 (1) | 5.9 | 6.2 | KZIA-F 101.7 Rio Rancho | .5/2.1 |
| NEWS/TALK | 7 (1) | 4 (1) | 11 (2) | 1.5 | 2.3 | KNYN-F 95.5 Santa Fe | .4/2.6 |
| NOSTALGIA | 21 (1) | | 21 (1) | 2.9 | 2.5 | | |
| RELIGION/GOSPEL | 3 (1) | | 3 (1) | 0.4 | 1.0 | | |
| SPANISH | 40 (2) | 8 (1) | 48 (3) | 6.6 | 5.6 | | |
| CLASSICAL | | 17 (1) | 17 (1) | 2.4 | 2.5 | | |
| JAZZ/NEW AGE/ECLECTIC | | 19 (1) | 19 (1) | 2.6 | 2.1 | | |
| UNKNOWN/OTHERS | | 4 (1) | 4 (1) | 0.6 | 0.6 | | |

198 (9) 525 (16) 723 (25)

RADIO STATIONS

| | | | | |
|--|-----------|----------------------|-------------|-----------------|
| KABQ, 1350, 5 KW/500 W (DA-2) | HISPANIC | \$ 20.00* | (Caballero) | Ed Gomez |
| KDEF, 1150, 5 KW/500 W (OA-N) | NOSTALGIA | \$ 21.00* | (---) | David Ianni |
| KKIM, 1000, 10 KW (DAYS) | RELIGION | \$ 15.00 | (---) | Jon Lehman |
| KKOB, 770, 50 KW (DA-N) | MOR | ABC-I, \$ 65.00* | (Mc-Guild) | Art Schreiber |
| KQEO, 920, 1 KW/500 W (OA-N) | OLDIES | ABC-E, \$ 22.00* | (Katz) | Art Ortega |
| KRZY, 1450, 1 KW (DA-1) | COUNTRY | MBS, \$ 28.00* | (Katz) | Cindy Weiner |
| KXKS, 1190, 1 KW (DAYS) | HISPANIC | \$ 21.00* | (Caballero) | Rafael Rosales |
| KZIA, 1580, 10 KW/45 W | NEWS/TALK | NBC,CBS, \$ 18.00* | (Hix) | John Oome |
| KKSS, 610, 5 KW (DA-N) | AOR | \$ NA | (Republic) | Milt McConnell |
| 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) | Art Schreiber |
| KMGA-F, 99.5, 20 KW @ 4134, AC | | US 2, \$ 34.00* | (Katz) | Art Ortega |
| KRST-F, 92.3, 23 KW @ 4110, COUNTRY | | \$ 53.00* | (Katz) | Cindy Weiner |
| KZIA-F, 101.7, 3 KW @ 99, TALK | | CBS,ABC-T, \$ 18.00* | (Hix) | John Oome |
| KZRR-F, 94.1, 23 KW @ 4130, AOR | | Source, \$ 44.00* | (Republic) | Milt McConnell |
| KIVA-F, 105.1, 100 KW @ 1973, CHR | | \$ 30.00* | (Banner) | Howard Johnson |
| KNMQ-F, 105.9, 100 KW @ 1936, CHR | | ABC-C, \$ 43.00* | (Christal) | Ron Sack |
| KLSK-F, 104.1, 100 KW @ 1970, JAZZ/NEW AGE/CLASS | | \$ 29.00* | (K & P) | Bill Sims |
| KKSS-F, 97.3, 100 KW @ 1631, URBAN | | \$ 32.00* | (Eastman) | Olivia Laurence |

ALLENTOWN - BETHLEHEM

Arbitron Rank/Pop (12+): 60/563,700

Stations: 32/14
Diaries: 1019/553:1/60.2%
Sample Target: 930
% Below Line: 15.2
% Not Listed: 10.4

1987 Revenue: \$13,800,000
HH Inc.: \$32,916
Retail \$: 4.4 Bil
Pop per Station: 40,264
#1 Biller: WLEV-F \$2,500,000

MSA Rank/Pop: 73/657,300
Philadelphia ADI
Average Person Ratings: 17.5
Market TSL: 23.0 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WFMZ-F (EZ) | 124/12.6 | 12.3 | 13.4 | 10.8 | 15.7 | 12.3 | 147/1594 | 1263/22.4 | 21.7 | 23.8 | 72 | 9.7 | 90 | 780 |
| 2. WLEV-F (AC) | 116/11.8 | 9.2 | 10.9 | 11.1 | 9.7 | 10.8 | 130/1545 | 1320/23.4 | 22.8 | 23.1 | 152 | 10.3 | 95 | 1011 |
| 3. WZZO-F (ADR) | 105/10.7 | 9.8 | 12.4 | 11.5 | 10.9 | 11.1 | 135/1596 | 1311/23.3 | 22.1 | 22.4 | 106 | 17.2 | 159 | 1367 |
| 4. WAEB-F (CHR) | 90/ 9.1 | 9.0 | 6.6 | 7.5 | 8.0 | 8.1 | 93/1274 | 1183/21.0 | 18.3 | 15.4 | 87 | 10.4 | 96 | 1272 |
| 5. WQQQ-F (CHR) | 86/ 8.7 | 9.9 | 8.5 | 9.8 | 8.8 | 9.2 | 114/1640 | 1302/23.1 | 23.3 | 25.1 | 100 | 10.1 | 93 | 1571 |
| 6. WAEB (AC) | 51/ 5.2 | 6.2 | 5.7 | 4.9 | 6.5 | 5.5 | 51/ 677 | 668/11.9 | 14.1 | 13.9 | 131 | 3.7 | 34 | 667 |
| 7. WKAP (BB) | 44/ 4.5 | 6.2 | 4.7 | 7.4 | 4.6 | 5.7 | 45/ 390 | 383/ 6.8 | 9.7 | 9.0 | 33 | 3.4 | 31 | 462 |
| 8. WXXW (C) | 44/ 4.5 | 3.5 | 4.4 | 4.2 | 2.2 | 4.2 | 44/ 427 | 406/ 7.2 | 9.8 | 6.7 | 104 | 1.8 | 17 | 274 |
| 9. WEST (BB) | 32/ 3.2 | 4.2 | 5.6 | 2.2 | 3.4 | 3.8 | 35/ 369 | 313/ 5.6 | 7.7 | 5.3 | 19 | 2.8 | 26 | 369 |
| 10. WYSP-F (AOR) | 29/ 2.9 | 2.9 | 2.2 | 3.4 | 2.5 | 2.9 | 42/ 733 | 549/ 9.7 | 7.3 | 7.7 | 131 | 5.1 | 47 | 608 |
| 11. WXTU-F (C) | 23/ 2.3 | 0.6 | 1.6 | 1.2 | 1.7 | 1.4 | 28/ 455 | 332/ 5.9 | 3.7 | 3.4 | 148 | 0.9 | 8 | 209 |

12+ FM SHARE (METRO): 72.37% (639 of 883) (SPG 87: 73.27%)

| 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. | WLEV-F | 1. WFMZ-F | 1. WZZO-F | 1. WZZO-F | 1. WLEV-F |
| 2. WQQQ-F> | 2. WLEV-F | 2. WLEV-F> | 2. WZZO-F> | 2. WZZO-F | 2. WLEV-F> | 2. WFMZ-F | 2. WLEV-F> | 2. WFMZ-F | 2. WAEB-F | 2. WFMZ-F> |
| 3. WZZO-F> | 3. WAEB-F | 3. WAEB-F | 3. WAEB-F | 3. WFMZ-F | 3. WAEB | 3. WZZO-F | 3. WZZO-F | 3. WLEV-F | 3. WQQQ-F | 3. WAEB |
| 4. | 4. WQQQ-F> | 4. WQQQ-F> | 4. WQQQ-F | 4. WQQQ-F | 4. WKAP | 4. WQQQ-F< | 4. WQQQ-F | 4. WAEB-F | 4. WLEV-F | 4. WQQQ-F |
| 5. | 5. | 5. | 5. WFMZ-F | 5. WAEB-F | 5. WXXW | 5. WAEB | 5. WAEB-F | 5. WAEB-F | 5. WFMZ-F | 5. WZZO-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. WZZO-F> | 1. WZZO-F> | 1. WLEV-F> | 1. WLEV-F> | 1. WLEV-F> | 1. WZZO-F | 1. WZZO-F>>1. | WZZO-F>>1. | WZZO-F | 1. WZZO-F |
| 2. WAEB-F | 2. WAEB-F | 2. WZZO-F< | 2. WAEB-F | 2. WFMZ-F | 2. WAEB-F> | 2. WLEV-F | 2. WYSP-F | 2. WLEV-F> | 2. WLEV-F>> |
| 3. WQQQ-F> | WLEV-F | 3. WAEB-F | WZZO-F | 3. WAEB-F | 3. WQQQ-F | WYSP-F | 3. WLEV-F | 3. WAEB-F | 3. WYSP-F |
| 4. WLEV-F | 4. WQQQ-F> | 4. WQQQ-F | 4. WQQQ-F> | WQQQ-F | 4. WLEV-F | 4. WQQQ-F | 4. WQQQ-F> | 4. WQQQ-F | WQQQ-F |
| 5. | 5. | 5. | 5. WFMZ-F | 5. WAEB | 5. WYSP-F | 5. WAEB-F | 5. | 5. WYSP-F | 5. WAEB |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 182 (4) | 182 (4) | 20.6 | 19.9 | WEEX 1230 Easton .5/3.0 |
| AOR/CLASSIC | | 144 (4) | 144 (4) | 16.3 | 16.9 | WGPA 1100 Bethlehem .4/1.2 |
| AC/OLDIES/SDFT ROCK | 56 (2) | 133 (4) | 189 (6) | 21.4 | 19.4 | WLSH 1410 Lansford 1.4/1.5 |
| MOR/VARIETY/FULL | 29 (3) | | 29 (3) | 3.3 | 4.0 | WRNJ 1000 Hackettstown, NJ 1.1/2.1 |
| COUNTRY | 44 (1) | 27 (2) | 71 (3) | 8.0 | 5.1 | WYNS 1160 Lehighton .7/2.5 |
| BLACK/URBAN | | 13 (2) | 13 (2) | 1.5 | 1.2 | WABC 770 New York .9/2.0 |
| BTFL MUSIC/EZ | | 131 (2) | 131 (2) | 14.8 | 18.5 | WMNJ-F 103.7 Newton, NJ .4/1.5 |
| NEWS/TALK | 32 (4) | | 32 (4) | 3.6 | 4.6 | WOR 710 New York .7/2.4 |
| NOSTALGIA | 76 (2) | | 76 (2) | 8.6 | 8.7 | WVPR-F 95.5 New York .3/1.5 |
| RELIGION/GOSPEL | | | | | 0.8 | WXRK-F 92.3 New York .3/1.5 |
| SPANISH | | | | | | See Philadelphia for more about the following: |
| CLASSICAL | | 9 (1) | 9 (1) | 1.0 | 0.9 | KYW 1.1/6.0 WFIL .5/3.3 WMMR-F .7/3.6 |
| JAZZ/NEW AGE/ECLECTIC | | | | | | WDAS-F .4/1.9 WFLN-F .9/2.3 WOGL-F .9/2.4 |
| UNKNOWN/OTHERS | 7 (1) | | 7 (1) | 0.8 | | WEAZ-F .7/3.0 WIOQ-F .3/1.3 WUSL-F .9/3.0 |
| | 244 (13) | 639 (19) | 883 (32) | | | WEGX-F .3/2.2 WMGK-F .5/2.5 |

RADIO STATIONS

| | | | | |
|-------------------------------------|-------------|--------------------------------|----------------|----------------|
| WAEB, 790, 1 KW | , AC | CBS,ABC-I, \$ 30.00 (Katz) | CRB | Jeff Frank |
| WEEX, 1230, 1 KW | , TALK | MBS,ABC-T, \$ 17.00* (Eastman) | Wilks-Schwartz | Jim Shea |
| WEST, 1400, 1 KW | , NOSTALGIA | CBS, \$ 22.00* (Mc-Guild) | Eastern | Mike McGann |
| WKRP, 1320, 5 KW/1 KW (DA-2) | , NOSTALGIA | SMN, APR, \$ 20.00 (Dome) | | Ron Sotak |
| WXXW, 1470, 5 KW (DA-2) | , COUNTRY | NBC, \$ 16.00* (---) | | Rick Musselman |
| WAEB-F, 104.1, 50 KW @ 500, CHR | | ,\$ 48.00* (Katz) | CRB | Jeff Frank |
| WFMZ-F, 100.7, 13 KW @ 870, BTFL/EZ | | ,\$ 50.00* (Christal) | | Richard Dean |
| WLEV-F, 96.1, 50 KW @ 500, AC | | ,\$ 62.00* (Mc-Guild) | Eastern | Mike McGann |
| WQQQ-F, 99.9, 50 KW @ 450, CHR | | ,\$ 55.00* (Eastman) | Wilks-Schwartz | Jim Shea |
| WZZO-F, 95.1, 12 KW @ 630, AOR | | ,\$ 59.00* (Banner) | | Tom Harpster |

Other ranked stations - See Philadelphia

ALTOONA

Arbitron Rank/Pop (12+): 212/112,300
 MSA Rank/Pop: 270/131,600
 ADI # 85 (w/Johnstown)
 Average Person Ratings: 15.7
 Market TSL: 21.0 hours

Stations: 13/9
 Diaries: 609/184:1/61.1%
 Sample Target: 550
 % Below Line: 6.3
 % Not Listed: 6.8

1987 Revenue: \$4,000,000
 HH Inc.: \$26,599
 Retail \$: .86 Bil
 Pop per Station: 12,478
 #1 Biller: WFBG \$1,200,000

| 12+ METRO | 1/4/SHARE | FAL | | SPG | | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/RATING | | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|-----|------|-----|------|-------------|------------------|-----------------------|-----|--------|--------|--------------|-------------|-----------|------------|--------|
| | | 87 | 86 | 87 | 86 | | | | | | | | | | | |
| 1. WVAM (C) | 32/18.2 | --- | 8.2 | --- | 12.1 | ---- | 34/326 | 291/25.9 | --- | 16.3 | 106 | | | | | WVAM |
| 2. WFBG-F (EZ) | 28/15.9 | --- | 16.4 | --- | 17.2 | ---- | 50/626 | 266/23.7 | --- | 25.3 | 68 | | | | | WFBG-F |
| 3. WFBG (MOR) | 22/12.5 | --- | 17.5 | --- | 18.4 | ---- | 26/430 | 344/30.6 | --- | 37.7 | 116 | | | | | WFBG |
| WPRR-F (CHR) | 22/12.5 | --- | 18.1 | --- | 10.9 | ---- | 27/474 | 364/32.4 | --- | 32.8 | 96 | | | | | WPRR-F |
| 5. WALY-F (AC) | 20/11.4 | --- | 7.6 | --- | --- | ---- | 29/437 | 306/27.2 | --- | 18.0 | 148 | | | | | WALY-F |
| 6. WHPA-F (AC) | 12/ 6.8 | --- | 7.6 | --- | 11.5 | ---- | 16/256 | 198/17.6 | --- | 18.1 | 159 | | | | | WHPA-F |
| 7. WRTA (T) | 10/ 5.7 | --- | 9.4 | --- | 10.3 | ---- | 12/195 | 167/14.9 | --- | 17.3 | 42 | | | | | WRTA |
| 8. WBXQ-F (CHR) | 7/ 4.0 | --- | 1.2 | --- | 3.4 | ---- | 26/525 | 181/16.1 | --- | 9.4 | 60 | | | | | WBXQ-F |
| 9. WKMC (38) | 6/ 3.4 | --- | 4.1 | --- | 4.0 | ---- | 7/112 | 93/ 9.2 | --- | 8.9 | 0 | | | | | WKMC |
| 11. | | | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 57.32% (94 of 164) (SPG 87: 56.17%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------------------------|-------------|-----------|-----------|-----------|-----------------------|-----------|-----------|-----------|-----------|-----------|
| 1. WPRR-F >>> 1. WPRR-F | 1. WPRR-F | 1. WPRR-F | 1. WVAM | 1. WVAM | 1. WVAM | 1. WVAM | 1. WFBG-F | 1. WFBG-F | 1. WVAM > | 1. WRTA |
| 2. WFBG > 2. WALY-F > | 2. WALY-F > | 2. WALY-F | 2. WALY-F | 2. WALY-F | 2. WFBG-F >>> 2. WFBG | 2. WFBG | 2. WVAM | 2. WPRR-F | 2. WPRR-F | 2. WVAM > |
| WBXQ-F > 3. WFBG | 3. WFBG | 3. WFBG | 3. WFBG | 3. WFBG | 3. WFBG | 3. WFBG-F | 3. WFBG | 3. WFBG | 3. WFBG > | 3. WFBG > |
| 4. WHPA-F | 4. WHPA-F | 4. WHPA-F | 4. WPRR-F | 4. WPRR-F | 4. WRTA | 4. WPRR-F | 4. WPRR-F | 4. WPRR-F | 4. WBXQ-F | 4. WBXQ-F |
| 5. WVAM | 5. WHPA-F | 5. WHPA-F | 5. WFBG-F | 5. WFBG-F | 5. WALY-F | 5. WALY-F | 5. WALY-F | 5. WFBG | 5. WFBG | 5. WFBG |

| 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. WALY-F | 1. WALY-F | 1. WALY-F | 1. WALY-F | 1. WALY-F | 1. WPRR-F >>> 1. WPRR-F > | 1. WPRR-F > | 1. WALY-F | 1. WPRR-F | 1. WVAM > |
| WFBG | 2. WFBG | 2. WFBG | 2. WVAM | 2. WVAM | 2. WALY-F > | 2. WALY-F > | 2. WPRR-F | 2. WVAM | 2. WALY-F |
| WPRR-F | WPRR-F | WHPA-F | 3. WFBG | 3. WFBG | 3. WFBG-F | 3. WFBG-F | 3. WFBG-F | 3. WALY-F | 3. WFBG |
| 4. WVAM | 4. WHPA-F | WPRR-F | 4. WPRR-F | 4. WFBG-F | 4. WHPA-F | 4. WHPA-F | 4. WHPA-F | 4. WFBG | 4. WFBG |
| WBXQ-F | WVAM | 5. WVAM | 5. WPRR-F | 5. WPRR-F | 5. WVAM | 5. WVAM | 5. WVAM | 5. WHPA-F | 5. WPRR-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % |
|-----------------------|--------|--------|----------|------|--------|---|
| TOP 40/CHR/CONTEMP | | 29 (2) | 29 (2) | 17.7 | 20.4 | |
| AOR/CLASSIC | | 3 (2) | 3 (2) | 1.8 | 1.9 | |
| AC/OLOIES/SOFT ROCK | | 32 (2) | 32 (2) | 19.5 | 16.0 | |
| MOR/VARIETY/FULL | 22 (1) | | 22 (1) | 13.4 | 19.1 | |
| COUNTRY | 32 (1) | 2 (2) | 34 (3) | 20.7 | 9.9 | |
| BLACK/URBAN | | | | | | |
| B TFL MUSIC/EZ | | 28 (1) | 28 (1) | 17.1 | 17.3 | |
| NEWS/TALK | 10 (1) | | 10 (1) | 6.1 | 9.9 | |
| NOSTALGIA | 6 (1) | | 6 (1) | 3.7 | 4.3 | |
| RELIGION/GOSPEL | | | | | | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 1.2 | |
| | 70 (4) | 94 (9) | 164 (13) | | | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--|-------|------------|---------|
| WGMR-F | 101.1 | Tyrone | .6/2.1 |
| WVVE-F | 102.5 | Pittsburgh | 1.1/3.4 |
| WYQ-F | 99.1 | Ebensburg | .6/4.5 |
| WVYG-F | 96.9 | Braddock | .6/1.9 |

MISCELLANEOUS COMMENTS: WFBG A/F sold by Gilcom to Empire for \$3,900,000 (Comm. Equity)...

RADIO STATIONS

| | | | | |
|-------------------------------------|-----------|-----------------------------|-------------------|-----------------|
| WFBG, 1290, 5 KW/1 KW (OA-N) | MOR/AC | US 1,ABC-I,\$ 40.00* (HNWH) | Empire | Ed Giller |
| WKMC, 1370, 5 KW/38 W | NOSTALGIA | SMN,\$ 12.00 (Roslin) | (ROARING SPRINGS) | Lou Maierhoffer |
| WRTA, 1240, 1 KW | TALK | NBC-T,ABC-T,\$ 20.00 (---) | | Dave Wolf |
| WVAM, 1430, 5 KW/1 KW (DA-N) | COUNTRY | CBS-R,\$ 19.00 (Torbet) | | |
| WALY-F, 103.9, 310 W @ 870, AC | | APR,\$ 13.00 (K & P) | | Bill McKay |
| WFBG-F, 98.1, 30 KW @ 1021, BTFL/EZ | | CBS,ABC-I,\$ 30.00* (HNWH) | Empire | Ed Giller |
| WHPA-F, 104.9, 100 W @ 1417, AC | | SMN,\$ 15.00 (Roslin) | (HOLLIDAYSBURG) | Lou Maierhoffer |
| WPRR-F, 100.1, 3 KW @ 30, CHR | | CBS-R,\$ 34.00* (Torbet) | | |

Other ranked stations - See Johnstown or Pittsburgh

AMARILLO

Arbitron Rank/Pop (12+): 173/163,400

Stations: 15/15
Diaries: 575/284:1/48.1%
Sample Target: 550
% Below Line: 0
% Not Listed: 3.3

1987 Revenue: \$6,000,000
HH Inc.: \$32,146
Retail \$: 1.5 Bil
Pop per Station: 10,893
#1 Biller: KIXZ/KMML-F \$1,100,000

MSA Rank/Pop: 205/197,600
ADI # 118
Average Person Ratings: 15.4
Market TSL: 21.0 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KQIZ-F (CHR) | 34/13.5 | --- | 8.6 | --- | 10.6 | ---- | 53/742 | 419/25.6 | --- | 21.2 | 73 | 16.6 | 44 | 512 | KQIZ-F |
| 2. KAKS-F (CHR) | 26/10.3 | --- | 8.6 | --- | 5.7 | ---- | 32/458 | 345/21.1 | --- | 17.0 | 51 | 9.8 | 26 | 254 | KAKS-F |
| 3. KMML-F (C) | 25/ 9.9 | --- | 14.7 | --- | 11.8 | ---- | 47/630 | 361/22.1 | --- | 24.0 | 137 | 14.7 | 39 | 347 | KMML-F |
| KMLT-F (AC) | 25/ 9.9 | --- | 10.2 | --- | 12.9 | ---- | 36/493 | 289/17.7 | --- | 18.3 | 161 | 10.2 | 27 | 299 | KMLT-F |
| 5. KLSF-F (AC) | 23/ 9.1 | --- | 13.5 | --- | 13.3 | ---- | 25/474 | 362/22.2 | --- | 22.9 | 133 | 9.8 | 26 | 309 | KLSF-F |
| 6. KDJW A/F (C) | 22/ 8.8 | --- | 13.0 | --- | 11.0 | ---- | 44/529 | 264/16.2 | --- | 22.9 | 103 | 6.4 | 17 | 244 | KDJW A/F |
| 7. KGNC (N/T) | 20/ 7.9 | --- | 2.9 | --- | 3.8 | ---- | 39/579 | 297/18.2 | --- | 11.9 | 77 | 3.4 | 9 | 168 | KGNS |
| 8. KPUR (ADR) | 14/ 5.6 | --- | 2.0 | --- | 3.8 | ---- | 19/127 | 97/ 5.9 | --- | 5.3 | 80 | 2.3 | 6 | 89 | KPUR |
| 9. KESE-F (U) | 13/ 5.2 | --- | 2.0 | --- | 5.3 | ---- | 19/213 | 171/10.5 | --- | 5.4 | 87 | 1.9 | 5 | 82 | KESE-F |
| 10. KIXZ (C) | 12/ 4.8 | --- | 6.9 | --- | 6.8 | ---- | 22/386 | 196/12.0 | --- | 14.4 | 79 | 4.9 | 13 | 213 | KIXZ |
| 11. KATP-F (AOR) | 8/ 3.2 | --- | 4.1 | --- | 4.2 | ---- | 9/135 | 115/ 7.1 | --- | 7.6 | 72 | 2.3 | 6 | 130 | KATP-F |
| 12. KAKS (U) | 4/ 1.6 | --- | 2.0 | --- | 1.5 | ---- | 5/ 72 | 59/ 3.6 | --- | 4.3 | 188 | 3.8 | 10 | 71 | KAKS |

12+ FM SHARE (METRO): 74.46% (172 of 231) (SPG 87: 75.56%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|
| 1. WQIZ-F>>>1. KAKS-F | 1. KAKS-F< | 1. KMLT-F | 1. KMLT-F | 1. KGNC | 1. KMML-F | 1. KMLT-F> | 1. KQIZ-F | 1. KQIZ-F | 1. KQIZ-F | 1. KLSF-F< |
| 2. KAKS-F> | 2. KQIZ-F | 2. KLSF-F | 2. KMML-F | 2. KMLT-F | 2. KQIZ-F | 2. KDJW-AF | 2. KMLT-F | 2. KAKS-F | 2. KAKS-F> | 2. KMML-F |
| 3. | 3. KLSF-F | KMLT-F | KLSF-F | 3. KLSF-F | 3. KDJW-AF | 3. KGNC | 3. KAKS-F< | 3. KAKS-F | 3. KLSF-F | 3. KMLT-F |
| 4. | 4. KPUR | 4. KQIZ-F | 4. KQIZ-F | 4. KQIZ-F | 4. KESE-F | 4. KMLT-F< | 4. KMML-F< | 4. KDJW-AF | 4. KGNC | KQIZ-F |
| 5. | 5. | 5. KMML-F | 5. | 5. KDJW-AF | KIXZ | 5. KDJW-AF | 5. KQIZ-F | 5. KESE-F | 5. KDJW-AF | 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. KAKS-F>>>1. KAKS-F | 1. KLSF-F | 1. KAKS-F | 1. KAKS-F | 1. KMML-F | 1. KAKS-F>>>1. KAKS-F | 1. KQIZ-F | 1. KMLT-F | 1. KMLT-F | 1. KMLT-F> |
| 2. KATP-F | 2. KQIZ-F | KQIZ-F | KLSF-F | KLSF-F | 2. KPUR > 2. KQIZ-F | 2. KLSF-F | 2. KAKS-F | 2. KAKS-F | 2. KMML-F |
| KPUR | 3. KLSF-F> | 3. KAKS-F | 3. KMML-F | KMLT-F> | KQIZ-F | 3. KLSF-F | KMLT-F | KQIZ-F | 3. KDJW-AF |
| KQIZ-F | 4. | KMML-F | KMLT-F | 4. KWAS | 4. | KPUR | 4. KMML-F | 4. KLSF-F | KLSF-F |
| 5. | 5. | 5. | KQIZ-F | 5. KDJW-AF | 5. | 5. | KPUR | 5. KPUR | KQIZ-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 60 (2) | 60 (2) | 26.0 | 18.7 | KDXR-F 104.3 Borger 1.2/3.9 |
| AOR/CLASSIC | 14 (1) | 11 (2) | 25 (3) | 10.8 | 5.3 | KWAS 1360 Amarillo .8/3.2 |
| AC/OLDIES/SOFT ROCK | 4 (1) | 61 (3) | 65 (4) | 28.1 | 21.3 | |
| MOR/VARIETY/FULL | | | | | 3.1 | |
| COUNTRY | 19 (2) | 40 (2) | 59 (4) | 25.5 | 37.8 | |
| BLACK/URBAN | | | | | | |
| BTFM MUSIC/EZ | | | | | 11.1 | |
| NEWS/TALK | 20 (1) | | 20 (1) | 8.7 | | |
| NOSTALGIA | | | | | | |
| RELIGION/GOSPEL | | | | | 0.4 | |
| SPANISH | | | | | 2.2 | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 2 (1) | | 2 (1) | 0.9 | | |
| | 59 (6) | 172 (9) | 231 (15) | | | |

MISCELLANEOUS COMMENTS KGNC changes from MOR to News/Talk... KPUR, KATP-F (Canyon) sold to Holder for \$1,100,000 (Peterson)... KAKS A/F (Canyon) sold 48% for \$1,450,000... KQIZ-F sold to First Sierra for \$1,800,000 (Fischer)... KLSF-F sold to Bakcor for \$3,100,000 (E)... KGNC-F changes to KMLT-F and format from BTFM to Soft AC (February)... KZZQ-F changes calls to KESE-F (April)...

RADIO STATIONS

| | | | | | |
|--|-------------|----------------------|------------|--------------|-----------------|
| KGNC, 710, 10 KW (DA-2) | , NEWS/TALK | CBS, ABC-T, \$ 16.00 | (Katz) | Stouffer | Bob Russell |
| KIXZ, 940, 5 KW/1 KW (DA-2) | , COUNTRY | ABC-I, \$ 18.00 | (Banner) | | Richard Haines |
| KPUR, 1440, 5 KW/1 KW (DA-N) | , AOR | , \$ 13.00 | (Mc-Guild) | | |
| KZIP, 1310, 1 KW (DAYS) | , HISPANIC | , \$ 10.00 | (Lotus) | | |
| KAKS, 1550, 1 KW (DAYS) | , OLDIES | , \$ NA | (HNWH) | (CANYON) | Jack Auldridge |
| KDJW-F, 94.1, 100 KW @ 700, COUNTRY | | NBC, \$ 24.00 | (Torbet) | | |
| KLSF-F, 96.9, 100 KW @ 668, AC | | , \$ 26.00 | (Banner) | Bakke | Mike Fox |
| KMLT-F, 97.9, 100 KW @ 1285, AC | | , \$ 23.00 | (Katz) | Stouffer | Bob Russell |
| KMML-F, 98.7, 100 KW @ 480, COUNTRY | | ABC-I, \$ 27.00 | (Banner) | | Richard Haines |
| KQIZ-F, 93.1, 100 KW @ 700, CHR | | , \$ 20.00 | (Christal) | First Sierra | Doug Stalker |
| KESE-F, 101.9, 100 KW @ 730, AC/OLDIES | | ABC-D, \$ 16.00 | (---) | Woods | Chris Bence |
| KAKS-F, 107.9, 100 KW @ 600, CHR | | US 1, \$ 20.00 | (HNWH) | | Danny Alexander |
| KATP-F, 107.1, 3 KW @ 200, AOR | | , \$ 18.00 | (Mc-Guild) | | A. Lair |

American Radio Spring 1988, Copyright 1988

ANCHORAGE

Arbitron Rank/Pop (12+): 157/195,900

Stations: 16/16
Diaries: 631/310:1/49.3%
Sample Target: 550
% Below Line: 0
% Not Listed: 10.2

1987 Revenue: \$8,500,000
HM Inc.: \$43,680
Retail \$: 2.8 Bil
Pop per Station: 12,244
#1 Biller: KFQD \$1,500,000

MSA Rank/Pop: 175/249,900
NO ADI
Average Person Ratings: 15.0
Market TSL: 20.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|----------|
| 1. KWHL-F (AOR) | 42/14.3 | 11.1 | 13.3 | 12.5 | 12.3 | ---- | 49/436 | 389/19.9 | 20.5 | 21.7 | 83 | 14.8 | 50 | 547 | KWHL-F |
| 2. KGOT-F (CHR) | 39/13.3 | 20.4 | 16.2 | 13.8 | 17.1 | ---- | 44/730 | 644/32.9 | 33.4 | 27.2 | 101 | 19.0 | 64 | 618 | KGOT-F |
| 3. KEAG-F (O) | 27/ 9.2 | ---- | ---- | ---- | ---- | ---- | 35/415 | 340/17.4 | ---- | ---- | 101 | 8.9 | 30 | 267 | KEAG-F |
| 4. KPXR-F (CHR) | 23/ 7.8 | 11.4 | 7.4 | 4.4 | 3.5 | ---- | 24/478 | 413/21.1 | 27.6 | 20.4 | 67 | 11.0 | 37 | 407 | KPXR-F |
| 5. KASH A/F (C) | 21/ 7.1 | 5.5 | 9.8 | 4.7 | 5.8 | ---- | 23/299 | 297/14.7 | 11.5 | 12.4 | 73 | 6.2 | 21 | 264 | KASH A/F |
| 6. KNIK-F (J) | 13/ 6.1 | 3.5 | 5.9 | 6.3 | 4.3 | ---- | 21/301 | 231/11.8 | 7.9 | 11.2 | 67 | 3.0 | 10 | 128 | KNIK-F |
| 7. KYAK (C) | 19/ 6.1 | 7.3 | 5.0 | 6.3 | 9.4 | ---- | 33/412 | 238/12.1 | 11.8 | 12.6 | 118 | 3.3 | 11 | 163 | KYAK |
| 8. KFQD (AC) | 15/ 5.4 | 6.2 | 3.8 | 11.9 | 11.9 | ---- | 20/365 | 286/14.6 | 15.7 | 18.2 | 172 | 4.7 | 16 | 251 | KFQD |
| 9. KENI (N/T) | 14/ 4.8 | 3.8 | 3.2 | 4.7 | 4.2 | ---- | 17/239 | 191/ 9.7 | 12.0 | 12.0 | 129 | 2.4 | 8 | 207 | KENI |
| 10. KENI-F (AC) | 10/ 3.4 | 3.8 | 4.7 | 6.3 | 8.1 | ---- | 12/280 | 222/11.3 | 12.4 | 10.5 | 121 | 2.1 | 7 | 141 | KENI-F |
| 11. KHAR (EZ) | 10/ 3.4 | 4.5 | 3.8 | 5.6 | 6.8 | ---- | 15/224 | 173/ 8.8 | 9.4 | 8.0 | 91 | 3.9 | 13 | 135 | KHAR |
| 12. KBYR (O) | 8/ 2.7 | 2.8 | 3.5 | 1.9 | 1.9 | ---- | 8/144 | 134/ 6.8 | 10.5 | 10.4 | 115 | .9 | 3 | 86 | KBYR |
| 13. KKLV-F (AC) | 8/ 2.7 | 4.5 | 5.3 | 6.6 | 6.1 | ---- | 10/239 | 190/ 9.7 | 10.4 | 12.1 | 152 | 2.7 | 9 | 171 | KKLV-F |
| 14. KXDZ-F (AC) | 6/ 2.0 | 3.5 | ---- | ---- | ---- | ---- | 5/139 | 139/ 7.1 | 7.5 | ---- | 105 | 2.4 | 8 | 113 | KXDZ-F |
| 15. KCFA (R/G) | 4/ 1.4 | .3 | .6 | ---- | ---- | ---- | 5/ 83 | 72/ 3.7 | 2.5 | 3.9 | 293 | .9 | 3 | 41 | KCFA |

12+ FM SHARE (METRO): 72.35% (191 of 264) (SPG 87: 69.70%)

| 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. KWHL-F | 1. KWHL-F< | 1. KWHL-F< | 1. KNIK-F | 1. KGOT-F | 1. KWHL-F | 1. KGOT-F | 1. KWHL-F | 1. KGOT-F |
| 2. KPXR-F> | 2. KGOT-F | 2. KGOT-F | 2. KEAG-F< | 2. KEAG-F | 2. KEAG-F | 2. KWHL-F | 2. KGOT-F | 2. KWHL-F | 2. KGOT-F | 2. KWHL-F> |
| 3. KWHL-F> | 3. KPXR-F | 3. KEAG-F> | 3. KGOT-F> | 3. KGOT-F | 3. KFQD | 3. KASH-AF | 3. KEAG-F | 3. KEAG-F | 3. KPXR-F> | 3. KEAG-F |
| 4. KXDZ-F | 4. KEAG-F | 4. KPXR-F | 4. KFQD | 4. KASH-AF | 4. KYAK | 4. KASH-AF< | 4. KASH-AF | 4. KEAG-F | 4. KEAG-F | 4. KEAG-F |
| 5. 5. KASH-AF | 5. KASH-AF | 5. KASH-AF | 5. KASH-AF | 5. KFQD | 5. KASH-AF | 5. KNIK-F | 5. KNIK-F | 5. KNIK-F | 5. KNIK-F | 5. KNIK-F |
| | | | | | | 7. KEAG-F | 8. KPXR-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. KPXR-F | 1. KGOT-F | 1. KGOT-F>>1. KGOT-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. KGOT-F | 2. KASH-AF | 2. KEAG-F |
| 2. KGOT-F | 2. KPXR-F | 2. KWHL-F | 2. KEAG-F | 2. KEAG-F | 3. KGOT-F | 3. KPXR-F | 3. KEAG-F | 3. KGOT-F | 3. KASH-AF |
| 3. KWHL-F | 3. KWHL-F | 3. KCFA | 3. KPXR-F | 3. KFQD | 4. KYAK | 4. KASH-AF | 4. KGOT-F | 4. KASH-AF | 4. KGOT-F |
| 4. KEAG-F | 4. KEAG-F | 4. KEAG-F | 4. KWHL-F | 4. KYAK | 5. KASH-AF | 5. KEAG-F | 5. KNIK-F | 5. KNIK-F | 5. KNIK-F |
| 5. 5. KPXR-F | 5. KFQD | 5. KWHL-F | | | | | | | |

| FORMATS | AM | FM | TOTAL | % | % |
|-----------------------|--------|---------|----------|------|------|
| TOP 40/CHR/CONTEMP | | 62 (2) | 62 (2) | 23.5 | 26.9 |
| AOR/CLASSIC | | 42 (1) | 42 (1) | 15.9 | 20.5 |
| AC/OLDIES/SOFT ROCK | 24 (2) | 51 (4) | 75 (6) | 28.4 | 20.2 |
| MOR/VARIETY/FULL | | | | | 3.7 |
| COUNTRY | 21 (2) | 18 (1) | 39 (3) | 14.8 | 16.8 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | 10 (1) | | 10 (1) | 3.8 | 11.1 |
| NEWS/TALK | 14 (1) | | 14 (1) | 5.3 | |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | 4 (1) | | 4 (1) | 1.5 | 0.7 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | 18 (1) | 18 (1) | 6.8 | |
| UNKNOWN/OTHERS | | | | | |
| | 73 (7) | 191 (9) | 264 (16) | | |

RADIO STATIONS

| | | | | |
|------------------------------|-------------|------------------------------|---------------|---------------|
| KASH, 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) | | Gregg Clapper |
| KFQD, 750, 50 KW | , AC | , \$ 43.00* (Mc-Guild) | | Roy Robinson |
| KHAR, 590, 5 KW (DA-1) | , EZ/BTFL | , \$ 24.00* (Eastman) | | Ron Clement |
| KYAK, 650, 50 KW (DA-1) | , COUNTRY | MBS, \$ 34.00* (Christal) | Olympic | Gary Donovan |
| KASH-F, 107.5, 100 KW @ 295, | COUNTRY | ABC-E, \$ 32.00* (MMR) | Comm. Pacific | Dennis Bookey |
| KENI-F, 100.5, 25 KW @ 178, | AC | , \$ 30.00* (Katz) | | Gregg Clapper |
| KGOT-F, 101.3, 25 KW @ -66, | CHR | MBS, \$ 55.00* (Christal) | Olympic | 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 (---) | | |

ANN ARBOR

Arbitron Rank/Pop (12+): 141/228,600

Stations: 25/5
Diaries: 593/385:1/50.0%
Sample Target: 610
% Below Line: 71.8
% Not Listed: 17.1

1987 Revenue: NA
HH Inc.: NA
Retail \$: NA
Pop per Station: 45,720
#1 Biller: NA

MSA Rank/Pop: 163/269,000
Detroit ADI
Average Person Ratings: 14.6
Market TSL: 19.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WJR (MOR) | 45/13.5 | --- | 12.9 | --- | 13.4 | ---- | | 674/29.5 | --- | 26.5 | 115 | | | WJR |
| 2. WIQB-F (AOR) | 26/ 7.8 | --- | 8.7 | --- | 7.8 | ---- | | 524/22.9 | --- | 23.6 | 88 | | | WIQB-F |
| 3. WHYT-F (CHR) | 25/ 7.5 | --- | 4.5 | --- | 4.9 | ---- | | 455/19.9 | --- | 13.5 | 61 | | | WHYT-F |
| 4. WCSX-F (AOR) | 19/ 5.7 | --- | 7.6 | --- | 2.2 | ---- | | 369/16.1 | --- | 15.3 | 91 | | | WCSX-F |
| 5. WCZY-F (CHR) | 18/ 5.4 | --- | 3.6 | --- | 3.2 | ---- | | 374/16.4 | --- | 13.5 | 85 | | | WCZY-F |
| 6. WLLZ-F (AOR) | 14/ 4.2 | --- | 4.5 | --- | 1.7 | ---- | | 286/12.5 | --- | 14.1 | 69 | | | WLLZ-F |
| WNIC-F (AC) | 14/ 4.2 | --- | 3.9 | --- | 3.6 | ---- | | 329/14.4 | --- | 13.2 | 124 | | | WNIC-F |
| WRIF-F (AOR) | 14/ 4.2 | --- | 7.6 | --- | 7.3 | ---- | | 390/17.1 | --- | 21.3 | 81 | | | WRIF-F |
| 9. WOMC-F (AC) | 12/ 3.6 | --- | 2.2 | --- | 2.7 | ---- | | 174/ 7.6 | --- | 7.8 | 175 | | | WOMC-F |
| WWWW-F (C) | 12/ 3.6 | --- | 3.4 | --- | 3.2 | ---- | | 204/ 8.9 | --- | 10.9 | 144 | | | WWWW-F |

11. This market's Metro and TSA are the same.
12.
13.
14.
15.

12+ FM SHARE (METRO): 73.55% (203 of 276) (SPG 87: 74.52%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|
| 1. WHYT-F >>> 1. WIQB-F | 1. WIQB-F | 1. WIQB-F | 1. WJR | >> 1. WJR | >> 1. WJR | >> 1. WJR | >> 1. WJR | 1. WJR < | 1. WJR > | 1. WIQB-F |
| 2. WCSX-F | 2. WJR | 2. WJR | 2. WIQB-F | 2. WIQB-F | 2. WIQB-F | 2. WCZY-F | 2. WIQB-F > | 2. WHYT-F | 2. WIQB-F | 2. WJLB-F |
| 3. WHYT-F | 3. WCSX-F | 3. WCSX-F | 3. WOMC-F | 3. WOMC-F | 3. WOMC-F | 3. WIQB-F | 3. WOMC-F | 3. WIQB-F | 3. WNIC-F | 3. WNIC-F |
| 4. WRIF-F | 4. WRIF-F | 4. WCZY-F | 4. WCSX-F | 4. WCSX-F | 4. WCSX-F | 4. WHYT-F | 4. WCXI-F | 4. WCSX-F | 4. WCSX-F | 4. WAAM |
| 5. WHYT-F | 5. WHYT-F | 5. WNIC-F | 5. WNIC-F | 5. WNIC-F | 5. WNIC-F | 5. WNIC-F | 5. WNIC-F | 5. WHYT-F | 5. WHYT-F | 5. 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. WIQB-F | 1. WIQB-F | 1. WOMC-F | 1. WIQB-F | 1. WJR | | 1. WIQB-F | 1. WIQB-F | 1. WIQB-F | 1. WJR | 1. WJR >> |
| 2. WCZY-F | 2. WHYT-F | 2. WHYT-F | 2. WCZY-F | 2. WOMC-F | | 2. WCSX-F | 2. WCSX-F | 2. WCSX-F | 2. WIQB-F | 2. WIQB-F |
| 3. WHYT-F | 3. WCZY-F | 3. WNIC-F | 3. WHYT-F | 3. WWWW-F | | 3. WLLZ-F | 3. WLLZ-F | 3. WLLZ-F | 3. WCSX-F | 3. WCSX-F |
| 4. WJLB-F | 4. WOMC-F | 4. WWWW-F | 4. WOMC-F | 4. WOMC-F | | 4. WRIF-F | 4. WRIF-F | 4. WRIF-F | 4. WLLZ-F | 4. WLLZ-F |
| 5. WJLB-F | 5. WJLB-F | 5. WJLB-F | 5. WJLB-F | 5. WJLB-F | | 5. WJLB-F | 5. WJLB-F | 5. WJLB-F | 5. WJLB-F | 5. WRIF-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 49 (3) | 49 (3) | 17.8 | 21.0 | WAAM 1600 Ann Arbor 1.5/9.0 |
| AOR/CLASSIC | | 75 (5) | 75 (5) | 27.2 | 22.6 | WNRS 1290 Saline .6/1.4 |
| AC/OLDIES/SOFT ROCK | 2 (1) | 37 (4) | 39 (5) | 14.1 | 16.1 | WPAG-F 107.1 Ann Arbor .6/3.9 |
| MOR/VARIETY/FULL | 52 (3) | | 52 (3) | 18.8 | 16.5 | WPZA 1050 Ann Arbor .6/3.6 |
| COUNTRY | 8 (1) | 12 (1) | 20 (2) | 7.2 | 6.1 | CKLW 800 Windsor 2.1/5.9 |
| BLACK/URBAN | | 8 (1) | 8 (1) | 2.9 | 4.8 | CKLW-F 93.9 Windsor .9/4.3 |
| BTFL MUSIC/EZ | | 9 (2) | 9 (2) | 3.3 | 6.8 | WCXI 1130 Detroit 2.4/3.9 |
| NEWS/TALK | 4 (1) | | 4 (1) | 1.4 | 1.6 | WDTX-F 99.5 Detroit 1.8/8.1 |
| NOSTALGIA | 7 (1) | | 7 (1) | 2.5 | 2.3 | WIOT-F 104.7 Toledo .6/1.8 |
| RELIGION/GOSPEL | | | | | 0.6 | WJLB-F 97.9 Detroit 2.4/7.8 |
| SPANISH | | | | | | WJOI-F 97.1 Detroit 2.1/6.1 |
| CLASSICAL | | 8 (1) | 8 (1) | 2.9 | 1.0 | WLTJ-F 93.1 Detroit 2.4/7.1 |
| JAZZ/NEW AGE/ECLECTIC | | 5 (1) | 5 (1) | 1.8 | 0.6 | WQRS-F 105.1 Detroit 2.4/5.5 |
| UNKNOWN/OTHERS | | | | | | WVAE-F 92.3 Detroit 1.5/6.9 |
| | | | | | | WWJ 950 Detroit 1.2/7.6 |
| | 73 (7) | 203 (18) | 276 (25) | | | |

RADIO STATIONS

| | | | |
|------------------------------------|--------|------------------------------|---------------------------|
| WAAM, 1600, 5 KW (DA-2) | MOR | NBC,ABC-E, \$ 15.00 (Patt) | |
| WNRS, 1290, 500 W (DAYS,DA) | OLDIES | \$ 14.00 (Mc-Guild) | (SALINE) Mike Solan |
| WPZA, 1050, 5 KW/500 W (DA-2) | MOR | \$ 21.00 (Mich. Spot) | Dominoe's Pizza M. Baughn |
| WIQB-F, 102.9, 10 KW @ 500, AOR | | \$ 50.00 (Mc-Guild) | Mike Solan |
| WPAG-F, 107.1, 3 KW @ 260, BTFL/EZ | | ABC-I, \$ 15.00 (Mich. Spot) | Dominoe's Pizza J. Baughn |

APPLETON - OSHKOSH

Arbitron Rank/Pop (12+): 133/253,100

MSA Rank/Pop: 149/307,200
Green Bay ADI
Average Person Ratings: 16.1
Market TSL: 21.3 hours

Stations: 22/14
Diaries: 849/298:1/68.8%
Sample Target: 630
% Below Line: 20.9
% Not Listed: 10.6

1987 Revenue: \$6,900,000
HH Inc.: \$33,022
Retail \$: 1.7 Bill
Pop per Station: 18,079
#1 Biller: WAPL-F \$1,500,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WAPL-F (AOR) | 62/15.2 | 14.8 | 14.3 | 14.2 | 14.9 | ---- | 132/1477 | 727/29.7 | 31.5 | 27.6 | 83 | 22.4 | 109 | 995 | WAPL-F |
| 2. WIXX-F (CHR) | 48/11.8 | 9.5 | 11.9 | 8.6 | 8.2 | ---- | 170/2369 | 805/31.8 | 27.8 | 28.2 | 86 | 14.8 | 72 | 941 | WIXX-F |
| 3. WROE-F (EZ) | 32/ 9.1 | 9.0 | 10.1 | 8.6 | 8.4 | ---- | 40/ 510 | 379/15.0 | 15.5 | 18.8 | 69 | 5.6 | 27 | 256 | WROE-F |
| 4. WMGV-F (AC) | 29/ 7.1 | 6.3 | 4.0 | 4.7 | 3.4 | ---- | 39/ 618 | 471/18.6 | 17.2 | 14.2 | 89 | 9.3 | 45 | 590 | WMGV-F |
| 5. WHBY (MOR) | 22/ 5.4 | 8.5 | 6.3 | 7.6 | 5.8 | ---- | 22/ 449 | 384/15.2 | 20.7 | 16.8 | 107 | 5.8 | 28 | 439 | WHBY |
| 6. WYNE (C) | 21/ 5.2 | 5.0 | 9.3 | 5.6 | 7.2 | ---- | 22/ 304 | 265/10.5 | 10.3 | 15.1 | 102 | 4.7 | 23 | 276 | WYNE |
| 7. WKFX-F (O) | 20/ 4.9 | 4.5 | 4.5 | 3.4 | 5.3 | ---- | 24/ 458 | 324/12.8 | 13.3 | 14.6 | 167 | 1.6 | 8 | 164 | WKFX-F |
| WQWM (O) | 20/ 4.9 | 4.5 | 6.1 | 5.6 | 1.4 | ---- | 29/ 414 | 277/10.9 | 12.3 | 13.4 | 178 | 2.9 | 14 | 206 | WQWM |
| 9. WAHC-F (C) | 17/ 4.2 | 4.8 | 2.1 | 3.2 | 4.1 | ---- | 31/ 336 | 221/ 8.7 | 7.3 | 6.0 | 126 | 4.1 | 20 | 212 | WAHC-F |
| 10. WDUZ-F (EZ) | 16/ 3.9 | 2.3 | 3.7 | 3.2 | 3.1 | ---- | 60/ 747 | 184/ 7.3 | 5.8 | 7.5 | 110 | 1.6 | 8 | 81 | WDUZ-F |
| WOSH (MOR) | 16/ 3.9 | 4.3 | 3.2 | 4.7 | 3.4 | ---- | 17/ 299 | 273/10.8 | 9.2 | 3.3 | 62 | 4.3 | 21 | 353 | WOSH |
| 12. WRJQ (83) | 10/ 2.5 | 4.0 | 1.1 | .7 | 4.1 | ---- | 20/ 210 | 112/ 4.4 | 5.6 | 3.3 | 40 | 2.9 | 14 | 115 | WRJQ |
| 13. WNAM (AC) | 9/ 2.2 | 4.5 | 4.0 | 4.7 | 4.8 | ---- | 11/ 298 | 261/10.3 | 10.9 | 11.4 | 132 | 2.7 | 13 | 186 | WNAM |
| WEWI-F (R/G) | 9/ 2.2 | 2.0 | 1.3 | 1.5 | 1.7 | ---- | 10/ 219 | 180/ 7.1 | 20.7 | 16.8 | 155 | 1.9 | 9 | 178 | WEWI-F |
| WGEE (C) | 9/ 2.2 | 2.5 | 1.9 | 3.9 | 5.3 | ---- | 46/ 641 | 197/ 7.8 | 7.1 | 8.4 | 45 | 3.9 | 19 | 203 | WGEE |

12+ FM SHARE (METRO): 67.31% (245 of 364) (SPG 87: 60.18%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. WAPL-F | 1. WAPL-F | 1. WAPL-F | 1. WAPL-F | 1. WAPL-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. WIXX-F | 2. WIXX-F | 2. WIXX-F | 2. WHBY | 2. WIXX-F | 2. WROE-F | 2. WIXX-F | 2. WIXX-F | 2. WIXX-F |
| 3. WMGV-F | 3. WMGV-F | 3. WMGV-F | 3. WKFX-F | 3. WQWM | 3. WYNE | 3. WROE-F | 3. WIXX-F | 3. WMGV-F | 3. WHBY | 3. WYNE |
| 4. | 4. WKFX-F | 4. WKFX-F | 4. WQWM | 4. WKFX-F | 4. WOSH | 4. WMGV-F | 4. WMGV-F | 4. WROE-F | 4. WROE-F | 4. WROE-F |
| 5. | 5. WQWM | 5. WQWM | 5. WROE-F | 5. WROE-F | 5. WROE-F | 5. WDUZ-F | 5. WQWM | 5. WQWM | 5. WQWM | 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. WIXX-F | 1. WIXX-F | 1. WIXX-F | 1. WIXX-F | 1. WIXX-F | 1. WAPL-F | 1. WAPL-F | 1. WAPL-F | 1. WAPL-F | 1. WAPL-F |
| 2. WAPL-F | 2. WAPL-F | 2. WAPL-F | 2. WAPL-F | 2. WAPL-F | 2. WIXX-F | 2. WIXX-F | 2. WIXX-F | 2. WIXX-F | 2. WKFX-F |
| 3. WMGV-F | 3. WMGV-F | 3. WKFX-F | 3. WMGV-F | 3. WQWM | 3. | 3. WMGV-F | 3. WMGV-F | 3. WKFX-F | 3. WIXX-F |
| 4. | 4. WKFX-F | 4. WMGV-F | 4. WQWM | 4. WKFX-F | 4. | 4. WKFX-F | 4. WKFX-F | 4. WMGV-F | 4. WQWM |
| 5. | 5. | 5. | 5. WKFX-F | 5. WROE-F | 5. | 5. | 5. WHBY | 5. WQWM | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|--------|--------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 48 (1) | 48 (1) | 13.2 | 18.3 | WLKE 690 Oshkosh 1.2/2.9 |
| AOR/CLASSIC | | 62 (1) | 62 (1) | 17.0 | 15.9 | WMBE 1530 Chilton .5/1.3 |
| AC/OLDIES/SOFT ROCK | 34 (3) | 49 (2) | 83 (5) | 22.8 | 15.6 | WJLW-F 95.9 DePere .5/1.4 |
| MOR/VARIETY/FULL | 42 (3) | | 42 (3) | 11.5 | 12.7 | WNBK-F 93.5 New London .5/2.4 |
| COUNTRY | 31 (3) | 24 (4) | 55 (7) | 15.1 | 17.1 | WTMJ 620 Milwaukee 1.0/3.8 |
| BLACK/URBAN | | | | | | |
| B TFL MUSIC/EZ | | 53 (2) | 53 (2) | 14.6 | 15.3 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | 12 (2) | | 12 (2) | 3.3 | 1.8 | |
| RELIGION/GOSPEL | | 9 (1) | 9 (1) | 2.5 | 1.5 | MISCELLANEOUS COMMENTS WNAM, WAHC-F sold for \$7,200,000 (Kati)... |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 1.8 | |

RAIO STATIONS 119 (11) 245 (11) 364 (22)

| | | | | |
|-------------------------------|-----------|--------------------------|----------------|----------------|
| ...IBY, 1230, 1 KW | MOR | CBS, \$ 35.00 (Eastman) | Woodward | Susan Knaack |
| WNAM, 1280, 5 KW/1 KW (OA-1) | AC | ABC-I, \$ 18.00 (K & P) | | Sheryl 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 (Torbet) | Fox Valley | Jim Hodges |
| WRJQ, 1570, 1 KW (DAYS) | NOSTALGIA | \$ 13.00 (Republic) | | |
| WAHC-F, 96.7, 3 KW @ 293 | COUNTRY | ABC-I, \$ 16.00 (K & P) | | Sheryl 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 | AC | 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 |

Other ranked stations - See Green Bay

American Radio Spring 1988, Copyright 1988

ASHEVILLE

Arbitron Rank/Pop (12+): 178/159,800

Stations: 11/6
Diaries: 574/278:1/56.2%
Sample Target: 550
% Below Line: 29.9
% Not Listed: 15.5

1987 Revenue: \$4,700,000
HH Inc.: \$27,399
Retail \$: 1.36 Bil
Pop per Station: 26,633
#1 Biller: WWNC \$2,300,000

MSA Rank/Pop: 227/170,500
Greenville ADI
Average Person Ratings: 15.1
Market TSL: 20.0 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WWNC (C) | 66/27.4 | --- | 41.8 | --- | 35.7 | ---- | 81/ 889 | 687/43.0 | --- | 52.9 | 79 | | | WWNC |
| 2. WKSJ-F (CHR) | 50/20.7 | --- | 24.1 | --- | 22.5 | ---- | 109/1229 | 601/37.6 | --- | 37.4 | 100 | | | WKSJ-F |
| 3. WMYI-F (AC) | 26/10.8 | --- | --- | --- | --- | ---- | 44/ 683 | 344/21.5 | --- | --- | 170 | | | WMYI-F |
| 4. WESC-F (C) | 17/ 7.1 | --- | 4.7 | --- | 6.1 | ---- | ---/ 14 | 9/ .6 | --- | 12.9 | 146 | | | WESC-F |
| 5. WSPA-F (EZ) | 16/ 6.6 | --- | 4.3 | --- | 5.3 | ---- | 37/ 448 | 146/ 9.1 | --- | 7.8 | 73 | | | WSPA-F |
| 6. WXRC-F (AOR) | 7/ 2.9 | --- | 1.3 | --- | 3.3 | ---- | 14/ 133 | 58/ 3.6 | --- | 3.7 | 138 | | | WXRC-F |
| WISE (MOR) | 7/ 2.9 | --- | 2.2 | --- | 2.5 | ---- | 9/ 158 | 121/ 7.6 | --- | 9.1 | 28 | | | WISE |
| 8. WFBC-F (AC) | 6/ 2.5 | --- | 2.6 | --- | 4.5 | ---- | 10/ 220 | 99/ 6.2 | --- | 10.7 | 192 | | | WFBC-F |
| 9. WTOO (?) | 4/ 1.7 | --- | 2.2 | --- | 1.6 | ---- | 5/ 162 | 112/ 7.0 | --- | 8.2 | 47 | | | WTOO |
| WSKY (MOR) | 4/ 1.7 | --- | 3.0 | --- | .8 | ---- | 4/ 189 | 169/10.6 | --- | 9.8 | --- | | | WSKY |

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

12+ FM SHARE (METRO): 59.80% (122 of 204) (SPG 87: 43.20%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|----------------------------------|------------------------|------------------------|------------------------|------------------------|--------------------------|--------------------------|------------------------|------------------------|------------------------|------------------------|
| 1. WKSJ-F>>1. WKSJ-F>>1. WKSJ-F> | 1. WKSJ-F>>1. WKSJ-F> | 1. WKSJ-F>1. WKSJ-F> | 1. WKSJ-F>1. WKSJ-F> | 1. WWNC <1. WWNC < | 1. WWNC >>1. WWNC >> | 1. WWNC >>1. WWNC >> | 1. WKSJ-F>1. WKSJ-F> | 1. WKSJ-F>1. WKSJ-F> | 1. WKSJ-F>1. WKSJ-F> | 1. WWNC >>1. WWNC >> |
| 2. WMYI-F>>2. WMYI-F> | 2. WMYI-F>>2. WMYI-F> | 2. WMYI-F>2. WMYI-F> | 2. WMYI-F>2. WMYI-F> | 2. WKSJ-F <2. WKSJ-F < | 2. WKSJ-F >>2. WKSJ-F >> | 2. WKSJ-F >>2. WKSJ-F >> | 2. WMYI-F>2. WMYI-F> | 2. WMYI-F>2. WMYI-F> | 2. WMYI-F>2. WMYI-F> | 2. WWNC >>2. WWNC >> |
| 3. WWNC >3. WWNC > | 3. WWNC >3. WWNC > | 3. WWNC >3. WWNC > | 3. WMYI-F>>3. WMYI-F> | 3. WMYI-F>3. WMYI-F> | 3. WMYI-F >3. WMYI-F > | 3. WMYI-F >3. WMYI-F > | 3. WKSJ-F>3. WKSJ-F> | 3. WKSJ-F>3. WKSJ-F> | 3. WMYI-F>3. WMYI-F> | 3. WMYI-F>3. WMYI-F> |
| 4. WXRC-F >4. WESC-F > | 4. WXRC-F >4. WESC-F > | 4. WESC-F >4. WESC-F > | 4. WESC-F >4. WESC-F > | 4. WESC-F >4. WESC-F > | 4. WESC-F >4. WESC-F > | 4. WESC-F >4. WESC-F > | 4. WMYI-F>4. WMYI-F> | 4. WMYI-F>4. WMYI-F> | 4. WMYI-F>4. WMYI-F> | 4. WMYI-F>4. WMYI-F> |
| 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-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. WKSJ-F >1. WKSJ-F > | 1. WKSJ-F >1. WKSJ-F > | 1. WKSJ-F >1. WKSJ-F > | 1. WKSJ-F >1. WKSJ-F > | 1. WWNC >1. WWNC > | 1. WKSJ-F >>1. WKSJ-F >> | 1. WKSJ-F >>1. WKSJ-F >> | 1. WKSJ-F >>1. WKSJ-F >> | 1. WKSJ-F >>1. WKSJ-F >> | 1. WKSJ-F >>1. WKSJ-F >> |
| 2. WMYI-F >2. WMYI-F > | 2. WMYI-F >2. WMYI-F > | 2. WMYI-F >2. WMYI-F > | 2. WMYI-F >2. WMYI-F > | 2. WKSJ-F >2. WKSJ-F > | 2. WKSJ-F >2. WKSJ-F > | 2. WMYI-F >2. WMYI-F > | 2. WMYI-F >2. WMYI-F > | 2. WWNC >2. WWNC > | 2. WWNC >2. WWNC > |
| 3. WWNC >3. WWNC > | 3. WWNC >3. WWNC > | 3. WWNC >3. WWNC > | 3. WMYI-F >>3. WMYI-F > | 3. WMYI-F >3. WMYI-F > | 3. WMYI-F >3. WMYI-F > | 3. WKSJ-F >3. WKSJ-F > | 3. WKSJ-F >3. WKSJ-F > | 3. WMYI-F >3. WMYI-F > | 3. WMYI-F >3. WMYI-F > |
| 4. WXRC-F >4. WESC-F > | 4. WXRC-F >4. WESC-F > | 4. WESC-F >4. WESC-F > | 4. WESC-F >4. WESC-F > | 4. WESC-F >4. WESC-F > | 4. WESC-F >4. WESC-F > | 4. WMYI-F >4. WMYI-F > | 4. WMYI-F >4. WMYI-F > | 4. WMYI-F >4. WMYI-F > | 4. WMYI-F >4. WMYI-F > |
| 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > | 5. WMYI-F >5. WMYI-F > |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|----------|------|--------|---|--|
| TOP 40/CHR/CONTEMP | | 50 (1) | 50 (1) | 24.5 | 27.2 | | WFGW 1010 Black Mountain .4/3.9 |
| AOR/CLASSIC | | 7 (1) | 7 (1) | 3.4 | 1.5 | | |
| AC/OLDIES/SOFT ROCK | | 32 (2) | 32 (2) | 15.7 | 5.8 | | |
| MOR/VARIETY/FULL | 15 (3) | | 15 (3) | 7.4 | 5.8 | | |
| COUNTRY | 66 (1) | 17 (1) | 83 (2) | 40.7 | 52.9 | | |
| BLACK/URBAN | | | | | | | |
| BTFM MUSIC/EZ | | 16 (1) | 16 (1) | 7.8 | 4.9 | | |
| NEWS/TALK | | | | | | | |
| NOSTALGIA | | | | | | | |
| RELIGION/GOSPEL | 1 (1) | | 1 (1) | 0.5 | 1.9 | | MISCELLANEOUS COMMENTS WRAQ changes to WTOO (April)... |
| SPANISH | | | | | | | |
| CLASSICAL | | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | | |
| UNKNOWN/OTHERS | | | | | | | |
| | 82 (5) | 122 (6) | 204 (11) | | | | |

RADIO STATIONS

| | | | | |
|---------------------------------------|-----------|-----------------|------------|-------------------------------|
| WISE, 1310, 5 KW/1 KW (OA-N) | , AC/MOR | SMN, \$ 14.00 | (---) | W. Denman |
| WTOO, 1380, 5 KW/1 KW (DA-N) | , MOR | MBS, \$ 8.00 | (Carolina) | G. Alderfer |
| WSKY, 1230, 1 KW | , MOR | CBS, \$ 10.00 | (---) | Zeb Lee |
| WWNC, 570, 5 KW (DA-N) | , COUNTRY | ABC-I, \$ 85.00 | (Katz) | Bud Polacek |
| WKSJ-F, 99.9, 53 KW @ 2672, CHR | | , \$ 50.00 | (Katz) | Heritage (Polacek) |
| WMIT-F, 106.9, 36 KW @ 3050, RELIGION | | ABC-I, \$ NA | (---) | (BLACK MOUNTAIN) Edna Edwards |

Other ranked stations - See Greenville, SC

ATLANTA

Arbitron Rank/Pop (12+): 13/2,117,200
 MSA Rank/Pop: 11/2,611,500
 ADI # 12
 Average Person Ratings: 17.6
 Market TSL: 23.3 hours

Stations: 21/20
 Diaries: 1813/1168:1/45.8%
 Sample Target: 1690
 % Below Line: 0.4
 % Not Listed: 9.9

1987 Revenue: \$98,900,000
 HH Inc.: \$36,517
 Retail \$: 21.1 Bil
 Pop per Station: 105,860
 #1 Biller: WQXI A/F \$12,600,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | 25-54 Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WVEE-F (B/U) | 379/10.2 | 10.5 | 9.4 | 10.5 | 11.0 | 10.2 | 434/4130 | 3529/16.7 | 16.1 | 17.7 | 104 | 13.8 | 592 | 4364 | WVEE-F |
| 2. WKLS-F (AOR) | 368/ 9.9 | 7.9 | 7.6 | 9.6 | 8.3 | 8.8 | 439/4372 | 3895/18.4 | 15.1 | 17.7 | 100 | 11.6 | 498 | 4481 | WKLS-F |
| 3. WSB-F (AC) | 297/ 8.0 | 8.4 | 6.9 | 6.1 | 5.8 | 7.4 | 333/4790 | 4043/19.1 | 17.5 | 16.8 | 124 | 8.4 | 360 | 3668 | WSB-F |
| 4. WPCH-F (EZ) | 294/ 7.9 | 8.1 | 8.9 | 8.9 | 7.4 | 8.5 | 350/4117 | 3512/16.6 | 18.1 | 16.7 | 108 | 5.9 | 254 | 2853 | WPCH-F |
| 5. WSB (MOR) | 275/ 7.4 | 7.1 | 8.6 | 8.4 | 7.7 | 7.9 | 306/4135 | 3667/17.3 | 18.1 | 17.6 | 55 | 5.0 | 215 | 3281 | WSB |
| 6. WKHX-F (C) | 248/ 6.6 | 7.8 | 6.7 | 4.9 | 7.2 | 6.5 | 354/4064 | 2894/13.7 | 13.8 | 14.3 | 112 | 6.7 | 287 | 2922 | WKHX-F |
| 7. WZGC-F (CHR) | 239/ 6.4 | 5.4 | 5.5 | 6.9 | 8.5 | 6.1 | 285/4303 | 3876/18.3 | 16.1 | 21.6 | 70 | 6.6 | 284 | 4465 | WZGC-F |
| 8. WAPW-F (CHR) | 216/ 5.8 | 5.4 | 6.1 | 5.6 | 3.3 | 5.7 | 311/4086 | 3112/14.7 | 14.7 | 10.2 | 66 | 8.2 | 350 | 4036 | WAPW-F |
| 9. WYAY-F (C) | 200/ 5.4 | 5.7 | 5.0 | 4.9 | 8.0 | 5.3 | 353/4029 | 2711/12.8 | 10.9 | 13.6 | 119 | 6.0 | 256 | 2637 | WYAY-F |
| WQXI-F (AC) | 200/ 5.4 | 5.2 | 6.1 | 5.6 | 5.1 | 5.6 | 224/3700 | 3203/15.1 | 17.7 | 17.2 | 141 | 4.6 | 196 | 2746 | WQXI-F |
| 11. WFOX-F (AC) | 178/ 4.8 | 4.3 | 4.6 | 4.9 | 3.9 | 4.7 | 252/3910 | 2832/13.4 | 14.4 | 12.5 | 150 | 3.7 | 160 | 2322 | WFOX-F |
| 12. WAOK (B) | 141/ 3.8 | 3.2 | 4.3 | 2.7 | 3.2 | 3.5 | 143/1280 | 1257/ 5.9 | 6.7 | 5.6 | 74 | 3.7 | 157 | 1403 | WAOK |
| 13. WGST (N/T) | 132/ 3.5 | 3.5 | 2.6 | 3.4 | 2.6 | 3.3 | 134/1998 | 1922/ 9.1 | 8.2 | 7.8 | 83 | 2.3 | 99 | 1667 | WGST |
| 14. WEKS-F (B) | 94/ 2.5 | 3.2 | 3.5 | 2.2 | 3.5 | 2.9 | 106/1884 | 1689/ 8.0 | 8.2 | 8.1 | 76 | 4.3 | 185 | 2497 | WEKS-F |
| 15. | | | | | | | | | | | | | | | |
| 16. | | | | | | | | | | | | | | | |
| 17. | | | | | | | | | | | | | | | |
| 18. | | | | | | | | | | | | | | | |
| 19. | | | | | | | | | | | | | | | |
| 20. | | | | | | | | | | | | | | | |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 81.84% (2749 of 3359) (SPG 87: 81.09%)

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

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

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|---------------------|---------|-----------|-----------|--------|------|--|-------|------------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 455 (2) | 455 (2) | 13.5 | 13.0 | WCHK-F | 105.5 | Canton | .3/ .9 |
| AOR/CLASSIC | | 368 (1) | 368 (1) | 11.0 | 9.1 | WGKA | 1190 | Atlanta | .3/ .9 |
| AC/OLDIES/SOFT ROCK | 18 (1) | 675 (3) | 693 (4) | 20.6 | 17.3 | WKHX | 590 | Atlanta | .3/1.4 |
| MOR/VARIETY/FULL | 275 (1) | | 275 (1) | 8.2 | 9.5 | WKLQ-F | 1023 | Buford | .3/1.3 |
| | | | | | | WQXI | 790 | Atlanta | .5/1.4 |
| COUNTRY | 12 (1) | 459 (3) | 471 (4) | 14.0 | 17.6 | | | | |
| BLACK/URBAN | 141 (1) | 473 (2) | 614 (3) | 18.3 | 21.1 | WVJF-F | 93.3 | Manchester | .4/1.6 |
| BTFL MUSIC/EZ | | 294 (1) | 294 (1) | 8.8 | 8.2 | | | | |
| NEWS/TALK | 132 (1) | | 132 (1) | 3.9 | 3.4 | | | | |
| NOSTALGIA | 20 (1) | | 20 (1) | 3.9 | | | | | |
| RELIGION/GOSPEL | | 14 (1) | 14 (1) | 0.4 | 0.8 | | | | |
| SPANISH | | | | | | | | | |
| CLASSICAL | 12 (1) | | 12 (1) | 0.4 | 0.6 | | | | |
| JAZZ/NEW AGE | | | | | | | | | |
| UNKNOWN/OTHERS | | 11 (1) | 11 (1) | 0.3 | 0.3 | | | | |
| | 610 (7) | 2749 (14) | 3359 (21) | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|-------------------------------|----------------|--------------------|------------|----------------|-------------------|
| WAEC, 860, 5 KW (DAYS) | , RELIGION | ,\$ 22.00 | (---) | Forus | Don Stone |
| WAOK, 1380, 5 KW | , BLACK | NBN,NBC,\$ 60.00 | (Mc-Guild) | Summit | Rik Rogers |
| WCHN, 690, 50 KW/10 KW (DA-1) | , NOSTALGIA | US 2,CNN,\$ 42.00 | (HNWH) | | Charles Smithgall |
| WGKA, 1190, 10 KW (DAYS) | , CLASSICAL | ,\$ 40.00 | (CMBS) | | Eathel Holley |
| WGST, 920, 5 KW/1 KW | , NEWS/TALK | ABC-I,MBS,\$ 75.00 | (Eastman) | Jacor | John Lauer |
| WGUN, 1010, 50 KW (DAYS) | , GOSPEL | ,\$ 21.00 | (---) | Rivers | Randy Johnson |
| WIGO, 1340, 1 KW | , BLACK | ,\$ 45.00 | (---) | | Dorothy Brunson |
| WKHX, 590, 5 KW (DA-N) | , COUNTRY | ,\$ NA | (Republic) | Cap Cities/ABC | Vern Ore |
| WQXI, 790, 5 KW/1 KW (DA-N) | , OLDIES | ,\$ NA | (Banner) | Jeff-Pilot | Gerald Blum |
| WSB, 750, 50 KW | , MOR/TALK | APR,ABC-T,\$190.00 | (Christal) | Cox | Mike Faherty |
| WYZE, 1480, 5 KW (DAYS) | , BLACK/GOSPEL | ,\$ 16.00 | (---) | Buck | Jim Swanger |

FM STATIONS

| | | | | |
|--------------------------------------|----------------|------------|------------------------|---------------|
| WAPA, 97.7, 100 KW @ 1000, CHR | ,\$120.00 | (Eastman) | Susquehanna | Bill Phippen |
| WEKS, 104.1, 60 KW @ 1220, BLACK | CBS-R,\$ 70.00 | (Durpetti) | Zapis | Lee Zapis |
| WFOX, 97.1, 100 KW @ 1566, AC | ,\$135.00 | (MMR) | Shamrock (GAINESVILLE) | Martin Sherry |
| WKHX, 101.5, 100 KW @ 900, COUNTRY | ,\$175.00 | (Republic) | Cap Cities/ABC | Vern Ore |
| WKLS, 96.1, 100 KW @ 950, AOR | ABC-R,\$190.00 | (Katz) | Great American | Tom Connolly |
| WPCH, 94.9, 100 KW @ 968, BTFL/EZ | ,\$170.00 | (Eastman) | Jacor | John Lauer |
| WQXI, 94.1, 100 KW @ 914, AC/CONTEMP | ,\$178.00 | (Banner) | Jeff-Pilot | Gerald Blum |
| WSB, 98.5, 100 KW @ 919, AC | ,\$176.00 | (Christal) | Cox | Mike Faherty |
| WVEE, 103.3, 100 KW @ 1022, URBAN | US 1,\$175.00 | (Mc-Guild) | Summit | Rik Rogers |
| WYAY, 106.7, 100 KW @ 1400, COUNTRY | ,\$160.00 | (MMR) | New City (GAINESVILLE) | Bob Green |
| WZGC, 92.9, 100 KW @ 910, CHR | ,\$140.00 | (HNWH) | Cook Inlet | Paul Nugent |

CALL LETTER CHANGES

WARM: Changes to WAPW (February)

FORMAT CHANGES

WKLS-AM: Sold by Great American for \$630,000 (LaRue)

STATION SALES

Barrow county added to Metro
Bartow county deleted from Metro

ATLANTIC CITY

Arbitron Rank/Pop (12+): 164/180,200
 MSA Rank/Pop: 150/299,900
 Philadelphia AOI
 Average Person Ratings: 17.5
 Market TSL: 22.8 hours

Stations: 29/9
 Diaries: 551/327:1/41.8%
 Sample Target: 550
 % Below Line: 34.8
 % Not Listed: 8.5

1987 Revenue: \$6,800,000
 HH Inc.: \$31,094
 Retail \$: 2.8 Bil
 Pop per Station: 20,022
 #1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WAYV-F (CHR) | 56/17.7 | --- | 13.4 | --- | 13.6 | ---- | 64/685 | 607/33.7 | --- | 29.0 | 147 | | | WAYV-F |
| 2. WFPG-F (EZ) | 45/14.2 | --- | 10.6 | --- | 12.0 | ---- | 57/456 | 345/19.1 | --- | 18.8 | 56 | | | WFPG-F |
| 3. WMIO (BB) | 25/ 7.9 | --- | 9.4 | --- | 10.0 | ---- | 29/270 | 201/11.2 | --- | 14.2 | --- | | | WMIO |
| 4. WMGM-F (CHR) | 20/ 6.3 | --- | 4.1 | --- | 6.0 | ---- | 23/348 | 239/13.3 | --- | 13.8 | 100 | | | WMGM-F |
| WMMR-F (AOR) | 20/ 6.3 | --- | 7.5 | --- | 10.3 | ---- | 27/316 | 241/13.4 | --- | 16.2 | 149 | | | WMMR-F |
| 6. WRDR-F (BB) | 14/ 4.4 | --- | 5.0 | --- | 5.0 | ---- | 17/169 | 140/ 7.8 | --- | 5.8 | 18 | | | WRDR-F |
| 7. WXTU-F (C) | 12/ 3.8 | --- | 3.8 | --- | 4.3 | ---- | 16/188 | 144/ 8.0 | --- | 5.9 | 145 | | | WXTU-F |
| 8. WCAU (N/T) | 11/ 3.5 | --- | .3 | --- | 1.0 | ---- | 12/195 | 133/ 7.4 | --- | 3.7 | 23 | | | WCAU |
| WUSL-F (8/U) | 11/ 3.5 | --- | 3.4 | --- | 5.0 | ---- | 12/183 | 142/ 7.9 | --- | 7.9 | 46 | | | WUSL-F |
| 10. WMIO-F (AC) | 10/ 3.2 | --- | 5.6 | --- | 2.3 | ---- | 15/224 | 181/10.0 | --- | 12.8 | 147 | | | WMIO-F |
| 11. WZXL-F (AOR) | 9/ 2.8 | --- | 1.6 | --- | --- | ---- | 33/342 | 130/ 7.2 | --- | 5.0 | 168 | | | WZXL-F |

12+ FM SHARE (METRO): 81.31% (235 of 289) (SPG 87: 73.65%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMO | 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. WAYV-F | 1. WAYV-F | 1. WMIO |
| 2. WUSL-F | 2. WMMR-F | 2. WMMR-F | 2. WMMR-F | 2. WMMR-F | 2. WAYV-F | 2. WFPG-F | 2. WFPG-F | 2. WFPG-F | 2. WMIO | 2. WAYV-F |
| 3. WMVB-F | 3. WMGM-F | 3. WMGM-F | 3. WMGM-F | 3. WFPG-F | 3. WMIO | 3. WMIO | 3. WMMR-F | 3. WMGM-F | 3. WFPG-F | 3. |
| 4. WMGM-F | 4. WZXL-F | 4. WZXL-F | 4. WFPG-F | 4. WMGM-F | 4. WRDR-F | 4. WMMR-F | 4. WMMR-F | 4. WMMR-F | 4. WMGM-F | 4. |
| 5. | 5. WUSL-F | 5. WMIO-F | 5. | 5. WXTU-F | 5. WRDR-F | 5. WMIO | 5. WMIO | 5. WMIO | 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. WAYV-F | 1. WAYV-F | 1. WAYV-F | 1. WAYV-F | 1. WAYV-F | 1. WAYV-F | 1. WMMR-F | 1. WMMR-F | 1. WAYV-F | 1. WAYV-F |
| 2. WMGM-F | 2. WMGM-F | 2. WMMR-F | 2. WMGM-F | 2. WFPG-F | 2. WMGM-F | 2. WAYV-F | 2. WAYV-F | 2. WMMR-F | 2. WMMR-F |
| 3. WMMR-F | 3. WMMR-F | 3. WMGM-F | 3. WMMR-F | 3. WMGM-F | 3. WMMR-F | 3. WMGM-F | 3. WMGM-F | 3. WMGM-F | 3. WZXL-F |
| 4. WMIO-F | 4. | 4. | 4. | 4. WXTU-F | 4. | 4. WZXL-F | 4. | 4. WZXL-F | 4. WMGM-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. WMIO-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 84 (5) | 84 (5) | 29.1 | 17.3 | WFPG 1450 Atlantic City .6/5.6 |
| AOR/CLASSIC | | 34 (3) | 34 (3) | 11.8 | 16.6 | WOND 1400 Pleasantville .9/6.6 |
| AC/OLOIES/SOFT ROCK | 3 (1) | 27 (7) | 30 (8) | 10.4 | 15.5 | WUSS 1490 Egg Harbor 1.3/2.9 |
| MOR/VARIETY/FULL | | | | | 1.8 | |
| COUNTRY | | 12 (1) | 12 (1) | 4.2 | 4.3 | WABC 770 New York .6/2.2 |
| BLACK/URBAN | 4 (1) | 11 (1) | 15 (2) | 5.2 | 11.9 | WKTU-F 98.3 Ocean City .9/3.0 |
| BTFL MUSIC/EZ | 2 (1) | 50 (2) | 52 (3) | 18.0 | 14.4 | WMVB-F 97.3 Millville .9/6.2 |
| NEWS/TALK | 20 (4) | 3 (1) | 23 (5) | 8.0 | 1.1 | WLSL-F 106.3 Ocean City .6/3.8 |
| NOSTALGIA | 25 (1) | 14 (1) | 39 (2) | 13.5 | 17.0 | |
| RELIGION/GOSPEL | | | | | | |
| SPANISH | | | | | | KYW 1.3/4.1 WMGK-F .6/3.8 |
| CLASSICAL | | | | | | WEAZ-F 1.6/3.7 WOGL-F .3/2.7 |
| JAZZ/NEW AGE/ECLECTIC | | | | | | WEGX-F .6/2.5 WSNI-F .9/2.2 |
| UNKNOWN/OTHERS | | | | | | WIOQ-F .9/3.8 WWDB-F .9/2.0 |
| | | | | | | WIP .9/2.7 WYSP-F 1.6/6.0 |
| RADIO STATIONS | 54 (8) | 235 (21) | 289 (29) | | | WKSZ-F 1.9/3.6 |

| | | | |
|--------------------------------------|-------------|-------------------|-------------------------------|
| WMIO, 1340, 1 KW | , NOSTALGIA | NBC, \$ 24.00 | (|
| WOND, 1400, 1 KW | , OLOIES | ABC-E, \$ 15.00 | (Mc-Guild) |
| WUSS, 1490, 1 KW/250 W | , BLACK | MBS,NBN, \$ 17.00 | (K & P) |
| 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) |
| WMIO-F, 99.3, 3 KW @ 290, AC | | \$ 22.00 | (Republic) |
| WRDR-F, 104.9, 3 KW @ 280, NOSTALGIA | | APR, \$ 15.00 | (---) |
| WLSL-F, 106.3, 3 KW @ 310, SOFT AC | | \$ 16.00 | (Groskin) (EGG HARBOR) |
| WZXL-F, 100.7, 38 KW @ 330, AOR | | \$ 15.00 | (Roslin) (OCEAN CITY) |
| | | | (WILDWOOD) Joe Gallagher |

Other ranked stations - See Philadelphia

MISCELLANEOUS COMMENTS WMGM switches from AOR to CHR (October)... WIIN changes calls to WFPG... WLQE-F changes calls to WMIO-F...

American Radio Spring 1988, Copyright 1988

AUGUSTA, GA

Arbitron Rank/Pop (12+): 109/321,400
 MSA Rank/Pop: 116/394,100
 ADI # 102
 Average Person Ratings: 16.1
 Market TSL: 21.5 hours

Stations: 20/18
 Diaries: 825/390:1/54.3%
 Sample Target: 690
 % Below Line: 1.9
 % Not Listed: 8.7
 1987 Revenue: \$3,000,000
 HH Inc.: \$30,191
 Retail \$: 2.2 Bil
 Pop per Station: 17,855
 #1 Biller: WBBQ A/F \$3,000,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|--------------|
| 1. WBBQ-F (CHR) | 141/27.2 | --- | 26.9 | --- | 21.6 | ---- | 183/2154 | 1453/45.2 | --- | 48.3 | 104 | 29.6 | 193 | 1665 WBBQ-F |
| 2. WZNY-F (AC) | 64/12.4 | --- | 12.6 | --- | 12.4 | ---- | 77/1077 | 869/27.0 | --- | 25.6 | 144 | 12.3 | 80 | 982 WZNY-F |
| 3. WFXA-F (B) | 60/11.6 | --- | 13.8 | --- | 12.8 | ---- | 70/ 802 | 713/22.2 | --- | 24.3 | 93 | 16.5 | 108 | 1015 WFXA-F |
| 4. WRDW-F (B) | 33/ 6.4 | --- | 1.0 | --- | 5.0 | ---- | 59/ 622 | 427/13.3 | --- | 5.1 | 70 | 5.7 | 37 | 469 WRDW-F |
| 5. WRXR A/F (AOR) | 32/ 6.2 | --- | 4.3 | --- | 2.7 | ---- | 33/ 492 | 386/12.0 | --- | 7.9 | 84 | 7.2 | 47 | 502 WRXR A/F |
| 6. WGUS-F (C) | 29/ 5.6 | --- | 7.1 | --- | 8.0 | ---- | 30/ 540 | 483/15.0 | --- | 15.6 | 118 | 6.6 | 43 | 621 WGUS-F |
| 7. WGAC (MOR) | 19/ 3.7 | --- | 3.6 | --- | 5.2 | ---- | 20/ 240 | 198/ 6.2 | --- | 7.5 | 19 | .8 | 5 | 116 WGAC |
| 9. WKZK (R/G) | 18/ 3.5 | --- | 4.7 | --- | 2.3 | ---- | 18/ 167 | 154/ 4.8 | --- | 5.8 | 109 | .8 | 5 | 83 WKZK |
| 9. WNEZ-F (EZ) | 15/ 3.1 | --- | 5.4 | --- | 5.4 | ---- | 18/ 346 | 324/10.1 | --- | 11.0 | 100 | 2.1 | 14 | 251 WNEZ-F |
| WMTZ-F (C) | 16/ 3.1 | --- | 2.2 | --- | 2.7 | ---- | 16/ 240 | 228/ 7.1 | --- | 5.4 | 100 | 3.8 | 25 | 282 WMTZ-F |
| 11. WCNA-F (EZ) | 12/ 2.3 | --- | 2.1 | --- | --- | ---- | 13/ 142 | 136/ 4.2 | --- | 3.8 | 43 | .9 | 6 | 114 WCNA-F |

12+ FM SHARE (METRO): 88.37% (418 of 473) (SPG 87: 85.64%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|
| 1. WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. |
| 2. WFXA-F> 2. | WFXA-F> 2. | WZNY-F> 2. | WZNY-F> 2. | WZNY-F> 2. | WZNY-F> 2. | WZNY-F> 2. | WZNY-F> 2. | WZNY-F> 2. | WZNY-F> 2. | WFXA-F> 2. |
| 3. WRDW-F> 3. | WZNY-F> 3. | WFXA-F> 3. | WFXA-F> 3. | WFXA-F> 3. | WZNY-F> 3. | WZNY-F> 3. | WZNY-F> 3. | WZNY-F> 3. | WRDW-F> 3. | WZNY-F> 3. |
| 4. WRXR-AF 4. | WRXR-AF 4. | WRXR-AF 4. | WRXR-AF 4. | WGUS-F 4. | WGAC 4. | WGAC 4. | WGAC 4. | WGAC 4. | WRXR-F 4. | WZNY-F 4. |
| 5. 5. | WRDW-F 5. | WRDW-F 5. | 5. 5. | 5. 5. | WFXA-F 5. | 5. 5. | 5. 5. | 5. WRDW-F 5. | 5. WRXR-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. WBBQ-F> 1. | WBBQ-F> 1. | WBBQ-F> 1. | WBBQ-F> 1. | WBBQ-F> 1. | 1. WBBQ-F> 1. | WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. | WBBQ-F>>>1. |
| 2. WFXA-F> 2. | WFXA-F> 2. | WZNY-F> 2. | WZNY-F> 2. | WZNY-F>>> | 2. WRXR-AF 2. | WRXR-AF 2. | WFXA-F 2. | WRXR-AF 2. | WZNY-F 2. |
| 3. WRDW-F 3. | WZNY-F 3. | WFXA-F> 3. | WFXA-F> 3. | WFXA-F 3. | 3. WRDW-F 3. | WFXA-F 3. | WRXR-AF 3. | WZNY-F< 3. | WFXA-F 3. |
| 4. WZNY-F 4. | WRDW 4. | 4. 4. | 4. WGUS-F 4. | 4. WGUS-F 4. | 4. 4. | 4. WRDW-F 4. | WZNY-F 4. | WFXA-F 4. | WRXR-AF 4. |
| 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. WZNY-F 5. | 5. 5. | 5. WRDW-F 5. | 5. 5. |

SPG 87

| FORMATS | AM | FM | TOTAL | % | % |
|-------------------------|--------|----------|----------|------|------|
| TOP 40/CHR/CONTEMP | 7 (1) | 141 (1) | 148 (2) | 31.3 | 29.7 |
| AOR/CLASSIC | 1 (1) | 31 (1) | 32 (2) | 6.8 | 4.6 |
| AC/OLDIES/SOFT ROCK | | 64 (1) | 64 (1) | 13.5 | 13.4 |
| MOR/VARIETY/FULL | 19 (1) | | 19 (1) | 4.0 | |
| COUNTRY | 2 (1) | 58 (4) | 60 (5) | 12.7 | 13.4 |
| BLACK/URBAN | 3 (1) | 96 (3) | 99 (4) | 20.9 | 18.4 |
| BTFL MUSIC/EZ NEWS/TALK | | 28 (2) | 28 (2) | 5.9 | 5.7 |
| NOSTALGIA | 5 (2) | | 5 (2) | 1.1 | 3.9 |
| RELIGION/GOSPEL | 18 (1) | | 18 (1) | 3.8 | 7.2 |
| SPANISH CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | 3.7 |
| | 55 (8) | 418 (12) | 473 (20) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|---------------|---------|
| WBBQ | 1340 | Augusta | 1.4/5.3 |
| WCKJ | 1230 | Augusta | .4/1.4 |
| WGUS | 1380 | North Augusta | .4/1.5 |
| WRDW | 1480 | Augusta | .6/3.0 |
| WTHO-F | 101.7 | Thomson | 1.2/2.4 |
| WTWA | 1240 | Thomson | .6/1.6 |
| WCOS-F | 97.9 | Columbia | 1.4/3.5 |
| WDOM-F | 101.3 | Sumter | .6/2.1 |

MISCELLANEOUS COMMENTS WCKJ sold for \$225,000...
 WAKN, WNEZ-F (Aiken) sold to Beasley for \$3,000,000...
 WGUS A/F sold by Woolfson to HVS for \$3,100,000 (E)
 (Blackburn)... WGAC sold by Beasley for \$500,000...
 WJFX A/F changes to WRXR A/F (October)...

RADIO STATIONS

| | | | | |
|------------------------------------|----------|-----------------------|------------|---------------------|
| WGAC, 580, 5 KW/1 KW (DA-N) | , MOR | CBS, \$ 18.00 | (Republic) | Warren Watkins |
| WKZK, 1600, 500 W (DAYS) | , GOSPEL | SBN, \$ 16.00 | (Dora) | Alvin McCottry |
| WBBQ-F, 104.3, 100 KW @ 1003, CHR | | ABC-C, \$ 95.00 | (Eastman) | E. Florie |
| WCNA-F, 98.3, 3 KW @ 300, BTFL | | APR, \$ NA | (---) | (CLEARWATER, SC) |
| WFXA-F, 103.1, 3 KW @ 300, BLACK | | US 1, CBS-R, \$ 45.00 | (Katz) | Randy Sheffield |
| WGUS-F, 102.3, 3 KW @ 265, COUNTRY | | ABC-E, \$ 30.00 | (Mc-Guild) | HVS |
| WRXR-F, 95.9, 3 KW @ 300, AOR | | Source, \$ 18.00 | (HNWH) | |
| WMTZ-F, 94.3, 3 KW @ 300, COUNTRY | | \$ 15.00 | (---) | (MARTINEZ) |
| WNEZ-F, 99.3, 3 KW @ 300, BTFL/EZ | | MBS, \$ 20.00 | (Southern) | Beasley (AIKEN, SC) |
| WZNY-F, 105.7, 66 KW @ 1200, AC | | APR, \$ 54.00 | (Christal) | Chris Pellegrino |
| WRDW-F, 96.7, 3 KW @ 300, BLACK | | \$ NA | (HNWH) | |

AUSTIN

Arbitron Rank/Pop (12+): 53/625,500

Stations: 18/16
Diaries: 874/716:1/53.0%
Sample Target: 880
% Below Line: 1.5
% Not Listed: 14.3

1987 Revenue: \$23,400,000
HH Inc.: \$34,055
Retail \$: 5.0 Bill
Pop per Station: 39,094
#1 Biller: KASE-F \$4,700,000

MSA Rank/Pop: 66/756,700
ADI # 71
Average Person Ratings: 16.3
Market TSL: 21.8 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KASE-F (C) | 162/15.9 | 14.4 | 13.5 | 15.3 | 16.7 | 14.8 | 218/2291 | 1539/24.6 | 23.3 | 25.8 | 116 | 15.8 | 164 | 1488 | KASE-F |
| 2. KBTS-F (CHR) | 108/10.6 | 8.5 | 7.1 | 9.3 | 9.1 | 8.9 | 177/2317 | 1498/23.9 | 19.9 | 20.5 | 64 | 11.0 | 114 | 1933 | KBTS-F |
| 3. KLBJ-F (AOR) | 104/10.2 | 8.8 | 7.6 | 7.1 | 8.3 | 8.4 | 118/1540 | 1292/20.7 | 19.6 | 21.0 | 121 | 12.1 | 125 | 1534 | KLBJ-F |
| 4. KKMJ-F (AC) | 102/10.0 | 10.5 | 11.1 | 8.6 | 8.8 | 10.1 | 112/1391 | 1257/20.1 | 23.4 | 20.3 | 123 | 7.6 | 79 | 753 | KKMJ-F |
| 5. KHFI-F (CHR) | 74/ 7.2 | 8.2 | 6.8 | 6.0 | 6.7 | 7.1 | 75/1342 | 1316/21.0 | 19.3 | 22.4 | 63 | 10.9 | 113 | 1517 | KHFI-F |
| 6. KLBJ (H/T) | 52/ 5.1 | 4.6 | 4.7 | 6.6 | 4.3 | 5.3 | 54/ 913 | 830/13.3 | 13.0 | 11.6 | 96 | 5.1 | 53 | 864 | KLBJ |
| 7. KOKE (EZ) | 43/ 4.2 | 2.9 | 2.7 | 3.5 | 3.9 | 3.3 | 44/ 360 | 343/ 5.5 | 5.7 | 4.9 | 64 | 1.5 | 16 | 229 | KOKE |
| 8. KQFX-F (O) | 41/ 4.0 | 3.9 | 4.3 | .8 | .6 | 3.3 | 48/1043 | 916/14.6 | 11.6 | 1.8 | 140 | 4.7 | 49 | 734 | KQFX-F |
| 9. KPEZ-F (AOR) | 37/ 3.6 | 5.8 | 4.2 | 6.1 | 5.5 | 4.9 | 39/ 773 | 743/11.9 | 12.8 | 13.8 | 144 | 4.2 | 43 | 809 | KPEZ-F |
| 10. KEYI A/F (AC) | 34/ 3.3 | 4.5 | 5.8 | 6.7 | 7.1 | 5.1 | 41/ 912 | 756/12.1 | 17.0 | 20.2 | 136 | 3.7 | 38 | 600 | KEYI A/F |
| 11. KVET (C) | 32/ 3.1 | 4.2 | 4.5 | 3.4 | 2.9 | 3.8 | 42/ 445 | 347/ 5.5 | 10.4 | 7.0 | 74 | 2.9 | 30 | 581 | KVET |
| 12. KAPT-F (CHR) | 27/ 2.6 | 3.5 | 3.5 | 4.7 | 3.5 | 3.6 | 40/ 854 | 677/10.8 | 11.0 | 6.9 | 54 | 3.8 | 39 | 635 | KAPT |
| KTXX (SP) | 27/ 2.6 | .9 | .5 | 1.0 | 1.0 | 1.3 | 27/ 175 | 175/ 2.8 | 1.3 | 2.1 | 69 | .6 | 6 | 190 | KTXX |

12+ FM SHARE (METRO): 79.34% (695 of 876) (SPG 87: 79.80%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MIO | 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. KBTS-F | 1. KASE-F |
| 2. KHFI-F | 2. KASE-F | 2. KLBJ-F | 2. KKMJ-F | 2. KKMJ-F | 2. KKMJ-F | 2. KBTS-F | 2. KKMJ-F | 2. KKMJ-F | 2. KLBJ-F | 2. KBTS-F |
| 3. KLBJ-F | 3. KBTS-F | 3. KKMJ-F | KLBJ-F | 3. KLBJ-F | 3. KOKE | 3. KKMJ-F | 3. KLBJ-F | 3. KLBJ-F | 3. KASE-F | 3. KKMJ-F |
| 4. | 4. KHFI-F | 4. KBTS-F | 4. KBTS-F | 4. KBTS-F | 4. KLBJ | 4. KLBJ-F | 4. KBTS-F | 4. KBTS-F | 4. KBTS-F | 4. KHFI-F |
| 5. | 5. KKMJ-F | 5. | 5. KQFX-F | 5. KQFX-F | 5. KVET | 5. KHFI-F | 5. KHFI-F | 5. KHFI-F | 5. KLBJ | 5. KLBJ-F |
| | 6. KPEZ-F | | | 6. KPEZ-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. KASE-F | 1. KASE-F | 1. KKMJ-F | 1. KASE-F | 1. KASE-F | 1. KBTS-F | 1. KLBJ-F | 1. KLBJ-F | 1. KLBJ-F | 1. KASE-F |
| KBTS-F | 2. KBTS-F | 2. KASE-F | 2. KKMJ-F | 2. KKMJ-F | 2. KLBJ-F | 2. KASE-F | 2. KASE-F | 2. KASE-F | 2. KLBJ-F |
| 3. KLBJ-F | 3. KKMJ-F | 3. KLBJ-F | 3. KBTS-F | 3. KBTS-F | 3. KHFI-F | 3. KBTS-F | 3. KPEZ-F | 3. KBTS-F | 3. KKMJ-F |
| 4. KHFI-F | 4. KLBJ-F | 4. KBTS-F | 4. KLBJ-F | 4. KLBJ-F | 4. KASE-F | 4. KPEZ-F | 4. KBTS-F | 4. KPEZ-F | 4. KPEZ-F |
| 5. KAPT-F | 5. KHFI-F | 5. KHFI-F | 5. KHFI-F | 5. KQFX-F | 5. KAPT-F | 5. KHFI-F | 5. KHFI-F | 5. KKMJ-F | 5. KLBJ |
| KKMJ-F | | 6. KPEZ-F | | | | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % |
|-----------------------|---------|----------|----------|------|--------|---|
| TOP 40/CHR/CONTEMP | | 209 (3) | 209 (3) | 23.9 | 22.9 | |
| AOR/CLASSIC | | 148 (3) | 148 (3) | 16.9 | 16.6 | |
| AC/OLDIES/SOFT ROCK | 1 (1) | 176 (3) | 177 (4) | 20.2 | 19.4 | |
| MOR/VARIETY/FULL | 9 (1) | | 9 (1) | 1.0 | 1.4 | |
| COUNTRY | 32 (1) | 162 (1) | 194 (2) | 22.1 | 22.9 | |
| BLACK/URBAN | | | | | | |
| BTFL MUSIC/EZ | 43 (1) | | 43 (1) | 4.9 | | |
| NEWS/TALK | 60 (2) | | 60 (2) | 6.8 | 5.4 | |
| NOSTALGIA | | | | | 4.5 | |
| RELIGION/GOSPEL | 9 (1) | | 9 (1) | 1.0 | 1.1 | |
| SPANISH | 27 (1) | | 27 (1) | 3.1 | 5.0 | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 0.7 | |
| | 181 (8) | 695 (10) | 876 (18) | | | |

RADIO STATIONS

| | | | | |
|-------------------------------|--------------|------------------------------|-----------------|----------------------------|
| KELG, 1440, 500 W (DA-2) | , HISPANIC | , \$ 17.00 (Lotus) | Encore | Jose Garcia |
| KIXL, 970, 1 KW (OAYS, DA) | , RELIGION | , \$ 10.00 (Christal) | | Gene Bunder |
| KLBJ, 590, 5 KW/1 KW (DA-N) | , NEWS/TALK | CBS, MBS, \$ 46.00 (Eastman) | | E.A.W. Smith |
| KOKE, 1370, 5 KW/500 W (DA-2) | , BTFL/EZ | , \$ 27.00 (K & P) | | Jim Ray |
| KVET, 1300, 5 KW/1 KW (DA-2) | , COUNTRY | ABC-I, \$ 40.00 (Katz) | | Ron Rogers |
| KAPT-F, 94.7, 100 KW @ 1154, | CONTEMP | , \$ 34.00 (---) | | Mark Grubbs |
| KASE-F, 100.7, 100 KW @ 1190, | COUNTRY | , \$100.00 (Katz) | | (LULING) Ron Rogers |
| KBTS-F, 93.3, 100 KW @ 1983, | CHR | , \$ 70.00 (Christal) | Genesis | (KILLEEN) Gayle Shaw |
| KEYI-F, 103.5, 100 KW @ 1260, | AC | , \$ 60.00 (Torbet) | 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 | Johnny Andrews |
| KLBJ-F, 93.7, 100 KW @ 1057, | AOR | , \$ 76.00 (Eastman) | | E.A.W. Smith |
| KPEZ-F, 102.3, 3 KW @ 300, | CLASSIC ROCK | , \$ 58.00 (HNNH) | Clear Channel | Natalie Conner |
| KQFX-F, 96.5, 29 KW @ 653, | OLDIES | ABC-R, \$ 36.00 (Banner) | Capitol-Johnson | (GEORGETOWN) Eric Stenberg |

BAKERSFIELD

Arbitron Rank/Pop (12+): 85/404,600

Stations: 31/23
Diaries: 822/492:1/46.3%
Sample Target: 740
% Below Line: 10.1
% Not Listed: 15.0

1987 Revenue: \$12,100,000
HH Inc.: \$34,984
Retail \$: 3.0 Bill
Pop per Station: 17,591
#1 Biller: KUZZ \$1,800,000

MSA Rank/Pop: 95/508,900
ADI # 145
Average Person Ratings: 15.2
Market TSL: 20.5 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|-----------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KUZZ A/F (C) | 95/15.4 | 24.1 | 26.9 | 27.4 | 28.6 | 23.5 | | 945/23.4 | NA | NA | 134 | | | KUZZ A/F |
| 2. KQXR-F (CHR) | 59/ 9.6 | 7.9 | 8.2 | 9.1 | 8.5 | 8.7 | | 988/24.4 | 18.2 | 20.1 | 82 | | | KQXR-F |
| 3. KGFM-F (EZ) | 42/ 6.8 | 6.3 | 7.1 | 4.9 | 10.3 | 6.3 | | 480/11.9 | 10.0 | 13.6 | 88 | | | KGFM-F |
| 4. KKXX-F (CHR) | 41/ 6.7 | --- | 1.0 | --- | --- | --- | | 833/20.6 | --- | 2.7 | 85 | | | KKXX-F |
| 5. KKBB-F (AOR) | 32/ 5.2 | 1.1 | 4.5 | 1.9 | 2.6 | 3.2 | | 383/ 9.5 | 2.3 | 7.7 | 104 | | | KKBB-F |
| 6. KGEO (O) | 31/ 5.0 | 2.1 | 4.0 | 5.6 | 5.0 | 4.2 | | 299/ 7.4 | 7.0 | 10.4 | 126 | | | KGEO |
| 7. KERN (MOR) | 28/ 4.6 | 4.7 | 2.6 | 4.0 | 3.1 | 4.0 | | 439/10.9 | 7.4 | 8.0 | 111 | | | KERN |
| 8. KWAC (SP) | 21/ 3.4 | 6.5 | 3.5 | 7.2 | 3.7 | 5.2 | | 185/ 4.6 | 6.5 | 4.5 | 159 | | | KWAC |
| 9. KLLY-F (SP) | 20/ 3.3 | 4.5 | 4.2 | 4.0 | 2.6 | 4.0 | | 330/ 8.2 | 9.9 | 10.8 | 142 | | | KLLY-F |
| 10. KTKR (BB) | 19/ 3.1 | 1.8 | --- | --- | 1.6 | --- | | 77/ 1.9 | 1.7 | --- | 10 | | | KTKR |
| 11. KNX (I) | 18/ 2.9 | .5 | --- | --- | --- | --- | | 110/ 2.7 | 3.3 | --- | --- | | | KNX |
| 12. KBOS-F (CHR) | 13/ 2.1 | 2.6 | 2.3 | 1.1 | .5 | 2.0 | | 191/ 4.7 | 3.8 | 4.2 | 90 | | | KBOS-F |
| 13. KAFY (SP) | 12/ 2.0 | 5.3 | 2.3 | 4.9 | 2.9 | 3.6 | | 148/ 3.7 | 7.7 | 4.2 | 110 | | | KAFY |
| 14. KPMC (MOR) | 11/ 1.8 | .8 | 1.1 | .7 | 2.0 | 1.1 | | 153/ 3.8 | 4.4 | 3.0 | 33 | | | KPMC |
| 15. KIWI-F (CL) | 9/ 1.5 | 2.3 | 2.7 | 1.1 | 1.5 | 1.9 | | 192/ 4.7 | 4.5 | 5.0 | 87 | | | KIWI-F |

THIS MARKET'S METRO AND TSA ARE THE SAME

12+ FM SHARE (METRO): 59.27% (310 of 523) (SPG 87: 54.04%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT | |
|----------------------|--|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|------------|
| 1. KQXR-F>>1. KQXR-F | 1. KUZZ-AF>>1. KUZZ-AF>>1. KUZZ-AF>>1. KUZZ-AF>>1. KUZZ-AF>>1. KUZZ-AF>>1. KUZZ-AF>>1. KQXR-F> | 1. KQXR-F | 2. KQXR-F | 2. KQXR-F | 2. KQXR-F | 2. KGFM-F | 2. KQXR-F | 2. KGFM-F | 2. KQXR-F | 2. KKXX-F | 2. KGFM-F |
| 2. KKXX-F>>2. KKBB-F | 2. KQXR-F | 2. KQXR-F | 3. KKXX-F | 3. KGEO < | 3. KERN | 3. KGFM-F | 3. KQXR-F | 3. KGFM-F | 3. KQXR-F | 3. KKBB-F | 3. KKBB-F |
| 3. KBOS-F | 3. KKXX-F | 3. KKBB-F | 4. KKXX-F | 4. KGFM-F | 4. KTKR | 4. KKXX-F | 4. KGEO < | 4. KKXX-F | 4. KKBB-F | 4. KKBB-F | 4. KQXR-F |
| 4. KUZZ-AF | 4. KUZZ-AF | 4. KKXX-F | 5. KGEO | 5. KKXX-F | 5. KNX | 5. KERN | 5. KKBB-F | 5. KKBB-F | 5. | 5. | 5. KUZZ-AF |
| 5. | 5. KGEO | 5. KGEO | KWAC | 5. KQXR-F | 5. KUZZ-AF | 5. KQXR-F | 5. KQXR-F | 5. KQXR-F | 5. KQXR-F | 5. KQXR-F | 5. KQXR-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. KQXR-F> | 1. KQXR-F> | 1. KUZZ-F | 1. KUZZ-AF | 1. KUZZ-AF>> | 1. KKBB-AF>> | 1. KKBB-F>> | 1. KKBB-F | 1. KUZZ-AF | 1. KUZZ-AF>> |
| 2. KKXX-F | 2. KKXX-F | 2. KQXR-F | 2. KQXR-F | 2. KQXR-F | 2. KKXX-F | 2. KUZZ-AF | 2. KUZZ-AF | 2. KKBB-F | 2. KKBB-F |
| 3. KGEO | 3. KUZZ-F | 3. KWAC | 3. KKXX-F | 3. KGFM-F | 3. KERN | 3. KKXX-F | 3. KQXR-F | 3. KQXR-F | 3. KUZZ |
| 4. KAFY | 4. KGEO | 4. KKXX-F | 4. KUZZ | 4. KKXX-F | KQXR-F | KQXR-F | KWAC | 4. KKXX-F | 4. KGEO |
| 5. KGFM-F | 5. KAFY | KLLY-F | 5. | 5. KGEO | KUZZ-AF | 5. KWAC | 5. KGEO | 5. KWAC | KQXR-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|----------------------|--------|---------|---------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 122 (5) | 122 (5) | 23.3 | 27.3 | KAVS-F 97.7 Mojave .7/1.7 |
| AOR/CLASSIC | | 37 (2) | 37 (2) | 7.1 | 8.8 | KCHJ 1010 Oelano .5/1.1 |
| AC/OLDIES/SOFT ROCK | 31 (1) | 40 (5) | 71 (6) | 13.6 | 14.1 | KERI 1180 Wasco 1.3/3.6 |
| MOR/VARIETY/FULL | 42 (3) | | 42 (3) | 8.0 | 8.1 | KHIS-F 96.5 Bakersfield .8/3.3 |
| COUNTRY | 47 (1) | 55 (3) | 102 (4) | 19.5 | 18.7 | KKRV-F 102.3 Kernville .7/1.4 |
| BLACK/URBAN | | | | | | KLYD 1350 Bakersfield .8/2.6 |
| BTFL MUSIC/EZ | | 42 (1) | 42 (1) | 8.0 | 8.4 | KTPI-F 103.1 Tehachapi .7/2.7 |
| NEWS/TALK | 23 (2) | | 23 (2) | 4.4 | | KXEM 1590 McFarland .8/1.8 |
| NOSTALGIA | 19 (1) | | 19 (1) | 3.6 | 0.4 | KZIQ-F 92.7 Ridgecrest .5/1.6 |
| RELIGION/GOSPEL | 8 (1) | 5 (1) | 13 (2) | 2.5 | 2.4 | KIIS-F 102.7 Los Angeles .8/1.7 |
| SPANISH | 38 (3) | | 38 (3) | 7.3 | 6.6 | KJUG-F 106.7 Tularc .5/1.6 |
| CLASSICAL | | 9 (1) | 9 (1) | 1.7 | 3.1 | KLDS-F 95.5 Los Angeles .8/2.4 |
| JAZZ/NEW AGE/ELECTIC | | | | | 0.7 | KMJ 580 Fresno .8/1.8 |
| UNKNOWN/OTHERS | | 5 (1) | 5 (1) | 1.0 | 1.5 | KOST-F 103.5 Los Angeles .8/2.4 |
| | | | | | | KRTH-F 101.1 Los Angeles 1.3/2.9 |

RADIO STATIONS

| | | | | |
|-------------------------------------|------------|-------------------|-------------|---------------|
| 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) | Gary Conrad |
| KPMC, 1560, 10 KW (DA-2) | , MOR | CBS,MBS, \$ 17.00 | (Gillis) | Don Speare |
| KUZZ, 550, 5 KW (DA-2) | , COUNTRY | , \$ 45.00 | (Katz) | Mel Owens |
| KWAC, 1490, 1 KW | , HISPANIC | , \$ 27.00 | (Lotus) | Ed Hoppie |
| 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 @ 346, AC | | APR, \$ 24.00 | (Torbet) | Randy Warwick |
| KKBB-F, 97.7, 3 KW @ 300, AOR | | , \$ 20.00 | (Republic) | Rick Dames |
| KQXR-F, 94.1, 5 KW @ 1312, CHR | | ABC-E, \$ 29.00 | (Christal) | |
| KUZZ-F, 107.9, 6 KW @ 1340, COUNTRY | | , \$ 38.00 | (Katz) | Mel Owens |
| KHIS-F, 96.5, 50 KW @ 500, RELIGION | | , \$ NA | (---) | Alan Bowles |
| KKXX-F, 105.3, 34 KW @ 580, CHR | | US 2, \$ 17.00 | (---) | Terry Dorsey |

Other ranked stations - See Los Angeles or Fresno

MISCELLANEOUS COMMENTS KKXX-F changes calls to KUZZ-F and format from CHR to Country (March)... KLYD-F changes calls to KKBB-F (March)... KAMM-F picks up KKXX-F calls and CHR format... Courageous move by Buck Owens to drop successful CHR format and protect its country franchise... I question whether simulcasting is a good idea... I would have kept the AM as a full-service station playing country music and then made the FM music intensive...

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,953,100

Stations: 35/21
Diaries: 1931/1011:1/46.5%
Sample Target: 1700
% Below Line: 12.9
% Not Listed: 9.6

1987 Revenue: \$59,300,000
HH Inc.: \$34,570
Retail \$: 15.1 Bil
Pop per Station: 93,005
#1 Biller: WBSB-F \$9,000,000

MSA Rank/Pop: 15/2,290,000

AOI # 22

Average Person Ratings: 18.7

Market TSL: 24.5 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WLIF-F (EZ) | 337/9.2 | 9.6 | 9.8 | 8.9 | 9.8 | 9.4 | 349/3445 | 3263/16.7 | 17.1 | 17.2 | 90 | 7.0 | 255 | 3200 | WLIF-F |
| 2. WBAL (N/T) | 323/8.8 | 7.3 | 6.3 | 7.8 | 6.7 | 7.6 | 340/4122 | 3865/19.8 | 16.1 | 17.4 | 61 | 7.9 | 286 | 3405 | WBAL |
| 3. WBSB-F (CHR) | 266/7.3 | 6.8 | 8.0 | 8.9 | 9.7 | 7.8 | 301/4245 | 3820/19.6 | 19.9 | 22.4 | 88 | 8.1 | 295 | 4160 | WBSB-F |
| 4. WXYV-F (B/U) | 248/6.8 | 5.7 | 8.7 | 7.4 | 5.7 | 7.2 | 266/3023 | 2840/14.5 | 14.4 | 12.5 | 94 | 10.8 | 392 | 3522 | WXYV-F |
| 5. WMMX-F (AC) | 195/5.3 | 6.4 | 4.4 | 4.1 | 3.3 | 5.1 | 208/3349 | 3120/16.0 | 14.5 | 12.2 | 138 | 6.1 | 221 | 2847 | WMMX-F |
| 6. WPOC-F (C) | 179/4.9 | 5.3 | 6.6 | 6.6 | 5.9 | 5.9 | 207/2947 | 2488/12.7 | 12.9 | 12.5 | 124 | 5.3 | 193 | 2298 | WPOC-F |
| 7. WIYY-F (AOR) | 170/4.7 | 5.5 | 4.6 | 5.6 | 5.0 | 5.1 | 188/2915 | 2676/13.7 | 13.3 | 13.8 | 102 | 7.4 | 267 | 3747 | WIYY-F |
| 8. WFBR (MOR) | 143/3.9 | 3.0 | 3.4 | 3.2 | 3.2 | 3.4 | 143/1497 | 1474/ 7.5 | 8.1 | 8.5 | 44 | 3.9 | 143 | 1689 | WFBR |
| 9. WQSR-F (O) | 143/3.9 | 3.6 | 3.4 | 2.8 | 3.0 | 3.4 | 149/2024 | 1916/ 9.8 | 8.2 | 8.1 | 162 | 3.0 | 110 | 1472 | WQSR-F |
| 10. WGHT-F (U/B) | 109/3.0 | 3.7 | 3.0 | 2.4 | 2.5 | 3.0 | 109/1720 | 1715/ 8.8 | 9.1 | 6.8 | 73 | 4.4 | 160 | 2283 | WGHT-F |
| 11. WITH (8B) | 103/2.8 | 2.4 | 2.1 | 2.7 | 2.6 | 2.5 | 103/1056 | 1056/ 5.4 | 4.9 | 6.5 | 54 | 1.3 | 46 | 857 | WITH |
| 12. WGRX-F (AOR) | 102/2.8 | 3.4 | 2.7 | 1.9 | 1.8 | 2.7 | 143/2256 | 1793/ 9.2 | 7.1 | 6.7 | 114 | 2.9 | 104 | 1662 | WGRX-F |
| 13. WWDC-F (AOR) | 98/2.7 | 2.4 | 2.9 | 2.1 | 2.6 | 2.5 | 115/2121 | 1884/ 9.6 | 9.2 | 9.6 | 111 | 2.8 | 100 | 1791 | WWDC-F |
| 14. WYST-F (AC) | 96/2.6 | 3.5 | 2.5 | 2.5 | 2.1 | 2.8 | 96/1642 | 1579/ 8.1 | 8.2 | 7.4 | 142 | 1.9 | 70 | 1168 | WYST-F |
| 15. WCAO (C) | 96/2.6 | 2.5 | 2.3 | 2.2 | 4.1 | 2.4 | 110/1410 | 1200/ 6.1 | 6.9 | 8.3 | 77 | 1.7 | 60 | 1092 | WCAO |
| 16. WBGR (R/G) | 95/2.6 | 2.3 | 2.5 | 2.3 | 3.2 | 2.4 | 95/ 977 | 974/ 5.0 | 4.6 | 5.1 | 104 | 1.9 | 69 | 735 | WBGR |
| 17. WHUR-F (8) | 74/2.0 | 2.1 | 1.2 | 1.3 | 1.3 | 1.7 | 74/1229 | 1217/ 6.2 | 4.9 | 5.3 | 140 | 2.2 | 80 | 955 | WHUR-F |
| 18. WWIN (8) | 63/1.7 | 1.9 | 1.5 | 3.0 | 2.4 | 2.0 | 63/1062 | 1062/ 5.4 | 5.6 | 7.7 | 135 | 2.2 | 81 | 922 | WWIN |
| 19. WEBB (8) | 59/1.6 | 2.0 | 1.8 | 2.6 | 2.1 | 2.0 | 59/1011 | 1011/ 5.2 | 5.0 | 6.0 | 88 | 1.2 | 45 | 848 | WEBB |
| 20. WHFS-F (AOR) | 49/1.3 | 1.5 | 1.6 | 1.3 | 1.2 | 1.4 | 51/ 867 | 812/ 4.2 | 4.5 | 3.8 | 154 | 2.3 | 82 | 870 | WHFS-F |

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

12+ FM SHARE (METRO): 70.64% (2331 of 3300) (SPG 87: 67.73%)

| 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. WBSB-F | 1. WMMX-F | 1. WLIF-F | 1. WLIF-F | 1. WBAL | 1. WLIF-F | 1. WLIF-F | 1. WBAL | 1. WBAL |
| 2. WGHT-F | 2. WBSB-F | 2. WXYV-F | 2. WLIF-F | 2. WMMX-F | 2. WBAL | >>2. WBSB-F | 2. WBAL | 2. WBSB-F | 2. WBSB-F | 2. WLIF-F |
| 3. WXYV-F | 3. WIYY-F | 3. WMMX-F | 3. WXYV-F | 3. WBSB-F | 3. WPOC-F | 3. WLIF-F | 3. WMMX-F | 3. WBAL | 3. WXYV-F | 3. WFBR |
| 4. WMMX-F | 4. WMMX-F | 4. WIYY-F | 4. WBSB-F | 4. WXYV-F | 4. WFBR | 4. WXYV-F | 4. WBSB-F | 4. WXYV-F | 4. WFBR | 4. WXYV-F |
| 5. WGRX-F | 5. WGRX-F | 5. WLIF-F | 5. WQSR-F | 5. WQSR-F | 5. WQSR-F | 5. WPOC-F | 5. WXYV-F | 5. WMMX-F | 5. WLIF-F | 5. WBSB-F |
| 6. WWDC-F | 6. WWDC-F | 6. WQSR-F | 6. WPOC-F | 6. WPOC-F | 6. WITH | 6. WIYY-F | 6. WIYY-F | 6. WPOC-F | 6. WGHT-F | 6. WBGR-F |
| 7. WPOC-F | 7. WPOC-F | 7. WIYY-F | 7. WBAL | 7. WCAO | 7. WMMX-F | 7. WQSR-F | 7. WIYY-F | 7. WPOC-F | 7. WPOC-F | 7. WPOC-F |
| 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WIYY-F | 8. WIYY-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F |
| 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F |
| 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-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. WBSB-F | 1. WBSB-F | 1. WMMX-F | 1. WBSB-F | 1. WLIF-F | 1. WIYY-F | 1. WIYY-F | 1. WIYY-F | 1. WIYY-F | 1. WQSR-F |
| 2. WXYV-F | 2. WXYV-F | 2. WXYV-F | 2. WXYV-F | 2. WMMX-F | 2. WXYV-F | 2. WXYV-F | 2. WWDC-F | 2. WXYV-F | 2. WPOC-F |
| 3. WMMX-F | 3. WMMX-F | 3. WBSB-F | 3. WMMX-F | 3. WBSB-F | 3. WBSB-F | 3. WWDC-F | 3. WGRX-F | 3. WQSR-F | 3. WBAL |
| 4. WGHT-F | 4. WIYY-F | 4. WIYY-F | 4. WLIF-F | 4. WXYV-F | 4. WGRX-F | 4. WGRX-F | 4. WXYV-F | 4. WBSB-F | 4. WIYY-F |
| 5. WIYY-F | 5. WGHT-F | 5. WLIF-F | 5. WIYY-F | 5. WPOC-F | 5. WWDC-F | 5. WBSB-F | 5. WMMX-F | 5. WMMX-F | 5. WLIF-F |
| 6. WYST-F | 6. WYST-F | 6. WYST-F | 6. WPOC-F | 6. WYST-F | 6. WMMX-F | 6. WBSB-F | 6. WBSB-F | 6. WWDC-F | 6. WMMX-F |
| 7. WLIF-F | 7. WBAL | 7. WBAL | 7. WYST-F | 7. WBAL | 7. WMMX-F | 7. WBAL | 7. WGRX-F | 7. WGRX-F | 7. WXYV-F |
| 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F | 8. WMMX-F |
| 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F | 9. WMMX-F |
| 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F | 10. WMMX-F |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|--------|------|--|-------|-------------|---------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 338 (4) | 338 (4) | 10.2 | 13.9 | WANH | 1190 | Annapolis | .4/1.0 |
| AOR/CLASSIC | | 419 (4) | 419 (4) | 12.7 | 11.7 | WCBM | 680 | Baltimore | .6/2.9 |
| AC/OLDIES/SOFT ROCK | 19 (1) | 466 (5) | 485 (6) | 14.7 | 11.0 | WRBS-F | 95.1 | Baltimore | 1.2/2.9 |
| MOR/VARIETY/FULL | 143 (1) | | 143 (1) | 4.3 | 3.1 | WYST | 1010 | Baltimore | .5/1.6 |
| COUNTRY | 96 (1) | 202 (2) | 298 (3) | 9.0 | 11.5 | WASH-F | 97.1 | Washington | .5/1.8 |
| BLACK/URBAN | 137 (3) | 486 (5) | 623 (8) | 18.9 | 15.9 | WAVA-F | 105.1 | Arlington | .4/2.0 |
| BTFL MUSIC/EZ | | 366 (2) | 366 (2) | 11.1 | 11.4 | WGAY-F | 99.5 | Washington | .8/2.0 |
| NEWS/TALK | 376 (3) | | 376 (3) | 11.4 | 12.1 | WGMS-F | 103.5 | Washington | .3/1.0 |
| NOSTALGIA | 103 (1) | | 103 (1) | 3.1 | 2.8 | WKYS-F | 93.9 | Washington | .4/1.7 |
| RELIGION/GOSPEL | 95 (1) | 44 (1) | 139 (2) | 4.2 | 6.4 | WLTT-F | 94.7 | Bethesda | .4/1.7 |
| SPANISH | | | | | | WMZQ-F | 98.7 | Washington | .6/1.9 |
| CLASSICAL | | 10 (1) | 10 (1) | 0.3 | 0.3 | WPGC-F | 95.5 | Morningside | 1.1/4.1 |
| JAZZ/NEW AGE | | | | | | WRQX-F | 107.3 | Washington | 1.3/5.3 |
| UNKNOWN/OTHERS | | | | | | WTOP | 1500 | Washington | .8/4.4 |
| | | | | | | WYCR-F | 98.5 | York | .3/ .8 |
| ----- | | | | | | | | | |
| 969 (11) 2331 (24) 3300 (35) | | | | | | | | | |

RAADIO STATIONS

AM STATIONS

| | | | | | | |
|-------------|---------------------|----------------|---------------------|------------|-------------|-----------------|
| WBAL, 1090, | 50 KW (DA-N) | , NEWS/TALK | ABC-E, \$105.00 | (HNWH) | Hearst | Dave Barrett |
| WBGR, 860, | 2.5 KW/100 W (DA-1) | , RELIG/GOSPEL | UPI, \$ 40.00 | (Roslin) | Mortenson | Maurice Hulbert |
| WCAO, 600, | 5 KW (DA-1) | , COUNTRY | NBC, \$ 70.00 | (Mc-Guild) | Summit | Roy Deutschman |
| WCBM, 680, | 10 KW/5 KW (DA-2) | , SILENT | ABC-T, ABC-I, \$ NA | (---) | Resort | |
| WEBB, 1360, | 5 KW/1.7 KW (DA-1) | , BLACK | SBN, \$ 35.00 | (Roslin) | | |
| WFBR, 1300, | 5 KW (DA-1) | , TALK | CBS, \$ 65.00 | (Republic) | JAG | |
| WITH, 1230, | 1 KW | , NOSTALGIA | MBS, \$ 40.00 | (Groskin) | | Stan Karas |
| WWIN, 1400, | 1 KW | , BLACK | , \$ 38.00 | (MMR) | Ragan Henry | Ron Stratton |
| WYST, 1010, | 1 KW (DAYS) | , OLDIES | APR, \$ 31.00 | (MMR) | United | Scott Fey |

FM STATIONS

| | | | | | | |
|--------------|--------------|-------------|---------------------|------------|-----------------|----------------|
| WBSB, 104.3, | 50 KW @ 420, | CHR | ABC-C, \$150.00 | (Banner) | Scripps-Howard | Jim Fox |
| WGHT, 95.9, | 3 KW @ 300, | URBAN/CHR | , \$ 68.00 | (MMR) | Ragan Henry | Ron Stratton |
| WGRX, 100.7, | 20 KW @ 715, | CLASSIC AOR | ABC-F, \$ 60.00 | (Durpetti) | Shamrock-Lynett | Bill Hopkinson |
| WIYY, 97.9, | 11 KW @ 950, | AOR | ABC-R, \$100.00 | (HNWH) | Hearst | Dave Barrett |
| WLIF, 101.9, | 14 KW @ 961, | BTFL/EZ | , \$140.00 | (Christal) | JAG | Winnie Brugman |
| WPOC, 93.1, | 16 KW @ 870, | COUNTRY | ABC-D, \$135.00 | (Eastman) | Nationwide | Dave Fuellhart |
| WQSR, 105.7, | 50 KW @ 245, | OLDIES | CBS, US 1, \$ 60.00 | (Banner) | | Carl Brenner |
| WRBS, 95.1, | 50 KW @ 500, | RELIGION | , \$ 20.00 | (---) | | Tom Bissett |
| WMMX, 106.5, | 29 KW @ 620, | AC | , \$105.00 | (Katz) | Capitol-Goodman | Bob Lund |
| WXYV, 102.7, | 50 KW @ 400, | BLACK/URBAN | , \$110.00 | (Mc-Guild) | Summit | Roy Deutschman |
| WYST, 92.3, | 10 KW @ 709, | AC | APR, \$ 75.00 | (MMR) | United | Scott Fey |

Other ranked stations - See Washington

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

WCBM: From Talk to Oldies (May)

WFBR: Sold to JAG for \$1,900,000

WCBM went silent in June

BATON ROUGE

Arbitron Rank/Pop (12+): 78/450,100
 VSA Rank/Pop: 91/562,000
 ADI # 91
 Average Person Ratings: 15.7
 Market TSL: 21.3 hours

Stations: 20/15
 Diaries: 872/516:1/48.1%
 Sample Target: 820
 % Below Line: 11.6
 % Not Listed: 8.4

1987 Revenue: \$11,100,000
 HH Inc.: \$31,027
 Retail \$: 3.4 Bil
 Pop per Station: 30,007
 #1 Biller: WFMF-F \$2,500,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|----------|
| 1. WYNK A/F (C) | 129/18.3 | 13.8 | 10.8 | 11.0 | 13.4 | 13.5 | 253/2725 | 1198/26.6 | 22.5 | 21.4 | 116 | 12.4 | 103 | 975 | WYNK A/F |
| 2. KQXL-F (8) | 81/11.5 | 10.9 | 9.9 | 8.5 | 10.1 | 10.2 | 122/1174 | 835/18.6 | 17.6 | 16.4 | 85 | 12.9 | 107 | 907 | KQXL-F |
| 3. WFMF-F (CHR) | 67/ 9.5 | 11.1 | 10.8 | 11.5 | 12.5 | 10.7 | 104/1144 | 1177/26.1 | 29.4 | 30.7 | 79 | 12.1 | 101 | 1423 | WFMF-F |
| 4. WGGZ-F (CHR) | 64/ 9.1 | 12.0 | 9.9 | 11.0 | 9.1 | 10.5 | 138/2179 | 1072/23.8 | 26.7 | 25.6 | 65 | 11.7 | 97 | 1460 | WGGZ-F |
| WXOK (8) | 64/ 9.1 | 10.1 | 12.4 | 9.8 | 10.4 | 10.4 | 73/ 947 | 730/16.2 | 19.1 | 18.6 | 88 | 12.6 | 105 | 1132 | WXOK |
| 6. WKJN-F (C) | 40/ 5.7 | 9.3 | 6.7 | 6.9 | 9.2 | 7.2 | 94/1315 | 622/13.8 | 14.6 | 14.8 | 114 | 7.6 | 63 | 590 | WKJN-F |
| 7. WCKW-F (AOR) | 36/ 5.1 | 3.7 | 2.4 | 1.7 | 2.1 | 3.2 | 92/ 975 | 408/ 9.1 | 5.4 | 3.6 | 127 | 4.6 | 38 | 539 | WCKW-F |
| 8. WQXY-F (AC) | 33/ 4.7 | 4.8 | 5.2 | 6.5 | 7.2 | 4.1 | 40/ 736 | 527/11.7 | 15.0 | 18.7 | 138 | 4.9 | 41 | 308 | WQXY-F |
| 9. WJBO (H/T) | 26/ 3.7 | 4.5 | 6.2 | 5.6 | 4.0 | 5.0 | 32/ 535 | 421/ 9.4 | 13.9 | 11.2 | 97 | 4.1 | 34 | 470 | WJBO |
| 10. KOEA-F (EZ) | 25/ 3.5 | 2.5 | 3.3 | 2.6 | 2.1 | 3.0 | 73/ 759 | 248/ 5.5 | 7.5 | 5.2 | 74 | 1.0 | 8 | 198 | KOEA-F |
| 11. WXL-F (O) | 23/ 3.3 | 2.6 | 1.2 | --- | --- | 1.8 | 26/ 327 | 241/ 5.4 | 3.6 | --- | 158 | 1.3 | 11 | 251 | WXL-F |
| 12. WLUX (R/G) | 20/ 2.8 | 2.0 | 3.7 | 4.1 | 1.8 | 3.2 | 20/ 182 | 175/ 3.9 | 3.7 | 3.4 | 129 | 1.9 | 16 | 189 | WLUX |

12+ FM SHARE (METRO): 77.55% (501 of 646) (SPG 87: 74.50%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|------------|------------|------------|------------|------------|-----------|------------|------------|-----------|-----------|
| 1. WGGZ-F | 1. KQXL-F | 1. WYNK-AF | 1. WYNK-AF | 1. WYNK-AF | 1. WYNK-AF | 1. WYNK-F | 1. WYNK-AF | 1. WYNK-AF | 1. KQXL-F | 1. WYNK-F |
| 2. KQXL-F | 2. WGGZ-F | 2. KQXL-F | 2. KQXL-F | 2. KQXL-F | 2. WXOK-F | 2. WFMF-F | 2. WFMF-F | 2. KQXL-F | 2. WGGZ-F | 2. WXOK |
| 3. WFMF-F | 3. WFMF-F | 3. WFMF-F | 3. WFMF-F | 3. WFMF-F | 3. KOEA | 3. KQXL-F | 3. WFMF-F | 3. WFMF-F | 3. WCKW-F | 3. KQXL-F |
| 4. WXOK | 4. WYNK-AF | 4. WGGZ-F | 4. WXOK | 4. WFMF-F | 4. WKJN-F | 4. WXOK | 4. KQXL-F | 4. WGGZ-F | 4. WFMF-F | 4. WGGZ-F |
| 5. WYNK-AF | 5. WCKW-F | 5. WXOK | 5. WQXY-AF | 5. WCKW-F | 5. WJBO | 5. WGGZ-F | 5. WGGZ-F | 5. WKJN-F | 5. WYNK-F | 5. WJBO |

| 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. WYNK-AF | 1. WYNK-AF | 1. KQXL-F | 1. WCKW-F | 1. WCKW-F | 1. WYNK-AF | 1. WYNK-AF |
| 2. WFMF-F | 2. WFMF-F | 2. WQXY-AF | 2. KQXL-F | 2. KQXL-F | 2. WGGZ-F | 2. KQXL-F | 2. WYNK-AF | 2. KQXL-F | 2. WCKW-F |
| 3. WGGZ-F | 3. WFMF-F | 3. WYNK-AF | 3. WFMF-F | 3. WFMF-F | 3. WFMF-F | 3. WGGZ-F | 3. KQXL-F | 3. WCKW-F | 3. KQXL-F |
| 4. WXOK | 4. WYNK-AF | 4. WFMF-F | 4. WGGZ-F | 4. WXOK | 4. WCKW-F | 4. WYNK-AF | 4. WGGZ-F | 4. WGGZ-F | 4. WXOK |
| 5. WYNK-AF | 5. WQXY-AF | 5. WGGZ-F | 5. WXOK | 5. WQXY-AF | 5. WXOK | 5. WFMF-F | 5. WXOK | 5. WFMF-F | 5. WGGZ-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | | |
|-----------------------|---------|----------|----------|------|----------|--|------|----------------|--|---------|
| TOP 40/CHR/CONTEMP | | 131 (2) | 131 (2) | 20.2 | 25.0 | WBIU | 1210 | Denham Springs | | .4/1.2 |
| AOR/CLASSIC | | 36 (1) | 36 (1) | 5.6 | 2.3 | WIBR | 1300 | Baton Rouge | | .7/4.0 |
| AC/OLDIES/SOFT ROCK | 8 (2) | 56 (2) | 64 (4) | 9.9 | 11.1 | WQCK-F | 92.7 | Clinton | | .4/2.8 |
| MOR/VARIETY/FULL | | | | | | WTKL | 1260 | Baton Rouge | | 1.0/3.6 |
| COUNTRY | 16 (1) | 153 (2) | 169 (3) | 26.1 | 25.5 | WQUE-F | 93.3 | New Orleans | | 1.3/3.8 |
| BLACK/URBAN | 64 (1) | 97 (3) | 161 (4) | 24.9 | 26.4 | WML | 870 | New Orleans | | .7/2.2 |
| BTFL MUSIC/EZ | 7 (1) | 25 (1) | 32 (2) | 4.9 | 2.3 | WYLO-F | 98.5 | New Orleans | | 1.0/1.8 |
| NEWS/TALK | 31 (2) | | 31 (2) | 4.8 | 5.3 | | | | | |
| NOSTALGIA | | | | | | | | | | |
| RELIGION/GOSPEL | 20 (1) | 3 (1) | 23 (2) | 3.6 | 2.0 | | | | | |
| SPANISH | | | | | | | | | | |
| CLASSICAL | | | | | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | | | | | |
| UNKNOWN/OTHERS | | | | | | | | | | |
| | 146 (8) | 501 (12) | 647 (20) | | | | | | | |

RADIO STATIONS

| | | | |
|---------------------------------------|------------|------------------------------|------------------|
| WIBR, 1300, 5 KW/1 KW (DA-N) | , OLDIES | , \$ 20.00 (Katz) | Lew Campbell |
| WJBO, 1150, 5 KW (DA-1) | , TALK | CBS,NBC-T, \$ 23.00 (HNWH) | George Jonne |
| WLUX, 1550, 5 KW (DAYS) | , RELIGION | UPI, \$ 10.00 (---) | Ted Sauceman |
| WTKL, 1260, 1 KW (DAYS) | , EZ/MOR | NBN,ABC-C, \$ 13.00 (---) | Lou Bathen |
| WXOK, 1460, 5 KW/1 KW (DA-N) | , BLACK | NBC, \$ 31.00 (Torbet) | Jim Richards |
| WFMF-F, 102.5, 100 KW @ 560, CHR | | , \$ 62.00 (HNWH) | George Jonne |
| WGGZ-F, 98.1, 100 KW @ 1550, CHR | | ABC-C,CBS-R, \$ 60.00 (Katz) | Manuel Broussard |
| WQXY-F, 100.7, 100 KW @ 690, AC | | , \$ 43.00 (Christal) | Jim Thompson |
| WYNK-F, 101.5, 100 KW @ 1283, COUNTRY | | ABC-E, \$ 71.00 (Katz) | John Peroyea |
| KQXL-F, 106.3, 3 KW @ 300, BLACK | | SBN,ABC-F, \$ 33.00 (K & P) | Peter Moncrieffe |
| WKJN-F, 103.3, 100 KW @ 1045, COUNTRY | | , \$ 47.00 (Torbet) | Michael Baer |
| WXL-F, 94.1, 100 KW @ ??, OLDIES | | , \$ NA (Southern) | |

BEAUMONT - PORT ARTHUR

Arbitron Rank/Pop (12+): 110/320,800

Stations: 20/17
Diaries: 775/414:1/46.1%
Sample Target: 710
% Below Line: 3.9
% Not Listed: 7.7

1987 Revenue: \$7,400,000
HH Inc.: \$33,427
Retail \$: 2.6 Bill
Pop per Station: 18,871
#1 Biller: KYKR-F \$1,250,000

MSA Rank/Pop: 121/395,000
ADI # 124
Average Person Ratings: 16.2
Market TSL: 22.0 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KHYS-F (B) | 86/16.6 | 12.9 | 15.0 | 12.7 | 11.9 | ---- | 99/690 | 548/17.1 | 17.1 | 17.6 | 99 | 14.7 | 89 | 785 |
| 2. KIOC-F (CHR) | 57/11.0 | 7.6 | 4.9 | 6.7 | 4.9 | ---- | 76/828 | 606/18.9 | 16.3 | 13.9 | 84 | 9.7 | 59 | 601 |
| 3. KAYD-F (C) | 51/ 9.8 | 6.8 | 6.7 | 3.6 | 4.9 | ---- | 74/728 | 511/15.9 | 15.6 | 12.1 | 120 | 9.2 | 56 | 590 |
| 4. KYKR-F (C) | 50/ 9.6 | 12.5 | 13.4 | 12.1 | 11.7 | ---- | 53/756 | 646/20.1 | 21.2 | 23.4 | 92 | 9.1 | 55 | 610 |
| 5. KZZB A/F (CHR) | 39/ 7.5 | 13.3 | 11.3 | 14.5 | 10.8 | ---- | 50/864 | 778/24.3 | 26.4 | 23.5 | 76 | 14.5 | 88 | 1063 |
| 6. KLVI (C) | 35/ 6.7 | 7.6 | 4.5 | 6.5 | 6.2 | ---- | 39/623 | 514/16.0 | 17.5 | 12.0 | 113 | 4.1 | 25 | 369 |
| 7. KKMY-F (AC) | 33/ 6.4 | 6.4 | 5.5 | 4.2 | 7.4 | ---- | 36/579 | 502/15.6 | 11.2 | 9.9 | 144 | 4.1 | 25 | 393 |
| 8. KQXY-F (EZ) | 26/ 5.0 | 7.0 | 6.9 | 7.9 | 9.6 | ---- | 49/586 | 370/11.5 | 11.6 | 13.8 | 92 | 3.8 | 23 | 335 |
| 9. KWIC-F (AOR) | 24/ 4.6 | 4.4 | 7.7 | 6.5 | 7.0 | ---- | 30/413 | 361/11.3 | 10.5 | 12.6 | 115 | 9.4 | 57 | 517 |
| 10. KALO (B) | 21/ 4.0 | 3.0 | 2.4 | 1.2 | 2.1 | ---- | 28/296 | 248/ 7.7 | 5.9 | 5.3 | 115 | 1.6 | 10 | 150 |
| 11. | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 79.75% (382 of 479) (SPG 87: 82.97%)

| 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. KHYS-F> | 1. KHYS-F> | 1. KYKR-F | 1. KHYS-F | 1. KAYD-F | 1. KHYS-F> | 1. KHYS-F>> | 1. KHYS-F |
| 2. KHYS-F>> | 2. KIOC-F | 2. KAYD-F< | 2. KAYD-F | 2. KAYD-F | 2. KLVI | 2. KYKR-F | KIOC-F | 2. KIOC-F | 2. KIOC-F | 2. KLVI |
| 3. KZZB-AF>> | 3. KAYD-F | 3. KIOC-F | 3. KIOC-F | 3. KIOC-F | 3. KHYS-F | 3. KAYD-F | 3. KYKR-F< | 3. KAYD-F | 3. KZZB-F | 3. KAYD-F |
| 4. | KZZB-AF | 4. KZZB-F | KKMY-F | KKMY-F | 4. KAYD-F | 4. KLVI | 4. KHYS-F> | KYKR-F | 4. KAYD-F | 4. KIOC-F |
| 5. | 5. KWIC-F | 5. KKMY-F | 5. KYKR-F | 5. KYKR-F | 5. KQXY-F | 5. KIOC-F | 5. KKMY-F | KZZB-F | 5. KLVI | 5. KKMY-F |
| | | | 6. KLVI | | | | | | | KYKR-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. KHYS-F>>> | 1. KHYS-F> | 1. KAYD < | 1. KHYS-F | 1. KAYD-F | 1. KWIC-F | 1. KHYS-F> | 1. KHYS-F>> | 1. KHYS-F> | 1. KHYS-F>> |
| 2. KIOC-F | 2. KIOC-F | KIOC-F | 2. KIOC | KIOC-F | KZZB-AF< | 2. KWIC-F> | 2. KWIC-F | 2. KAYD-F | 2. KLVI |
| KZZB-AF> | KAYD-F | 3. KHYS-F | 3. KAYD-F | 3. KHYS-F | 3. KIOC-F< | 3. KIOC-F | KKMY-F | 3. KWIC-F | 3. KAYD-F |
| 4. KAYD-F | 4. KZZB-AF | 4. KZZB-AF | 4. KZZB-AF | 4. KKMY-F | 4. KHYS-F< | KZZB-AF | 4. KAYD-F | 4. KLVI | 4. KKMY-F |
| 5. | 5. KKMY-F | 5. KKMY-F | 5. KKMY-F | KYKR-F | 5. KAYD-F | 5. KAYD-F | KYKR-F | 5. KIOC-F | 5. KYKR-F |
| | | | | | | | | KZZB-AF | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | 1 (1) | 95 (2) | 96 (3) | 20.0 | 17.5 | KAYC 1450 Beaumont .8/2.3 |
| AOR/CLASSIC | | 26 (2) | 26 (2) | 5.4 | 8.7 | KDLF 1150 Port Neches .6/1.3 |
| AC/OLDIES/SOFT ROCK | | 33 (1) | 33 (1) | 6.9 | 11.6 | KDVE 1510 Nederland 1.3/3.1 |
| MOR/VARIETY/FULL | | | | | | KOGT 1600 Orange 1.3/2.7 |
| COUNTRY | 42 (2) | 101 (2) | 143 (4) | 29.9 | 27.3 | KOLE 1340 Port Arthur 1.3/3.4 |
| BLACK/URBAN | 21 (1) | 92 (2) | 113 (3) | 23.6 | 20.5 | KTFA-F 92.1 Groves 1.7/4.0 |
| BTFL MUSIC/EZ | | 26 (1) | 26 (1) | 5.4 | 7.4 | KLQL-F 101.1 Houston .4/1.7 |
| NEWS/TALK | 12 (1) | | 12 (1) | 2.5 | 2.4 | KMJQ-F 102.1 Clear Lake City 1.2/3.9 |
| NOSTALGIA | 4 (1) | | 4 (1) | 0.8 | 2.8 | KTRH 740 Houston 2.3/7.4 |
| RELIGION/GOSPEL | 10 (2) | 9 (1) | 19 (3) | 4.0 | 1.7 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 7 (1) | | 7 (1) | 1.5 | | |
| | 97 (9) | 382 (11) | 479 (20) | | | |

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) | | |

BILLINGS

Arbitron Rank/Pop (12+): 227/101,400

Stations: 12/12
 Diaries: 563/180:1/55.4%
 Sample Target: 550
 % Below Line: 0
 % Not Listed: 7.8

1987 Revenue: \$3,900,000
 HH Inc.: \$29,212
 Retail \$: 1.06 Bil
 Pop per Station: 8,450
 #1 Biller: NA

MSA Rank/Pop: 294/122,000
 ADI # 163 (w/Hardin)
 Average Person Ratings: 15.1
 Market TSL: 20.5 hours

| 12+ METRO | 1/4/SHARE | FAL | | | | SPG | | | | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | | FAL | | SPG | | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|-----|------|-----|------|-----|-----|-----|-----|-------------|------------------|----------------------------|------|-------|-------|-----|--|--------------|-------------|-----------|------------|
| | | 87 | 87 | 86 | 86 | 87 | 87 | 86 | 86 | | | 87 | 87 | 25-54 | 25-54 | | | | | | |
| 1. KGHL (C) | 34/22.2 | --- | 26.3 | --- | 31.4 | --- | --- | --- | --- | 57/541 | 297/29.3 | --- | 37.6 | 94 | | | | | | | KGHL |
| 2. KZLS-F (CHR) | 24/15.7 | --- | 10.2 | --- | 10.1 | --- | --- | --- | --- | 26/295 | 275/27.1 | --- | 25.2 | 63 | | | | | | | KZLS-F |
| 3. KYA-F (CHR) | 22/14.4 | --- | 22.2 | --- | 16.6 | --- | --- | --- | --- | 29/427 | 351/34.6 | --- | 41.6 | 92 | | | | | | | KYA-F |
| 4. KCTR A/F (C) | 14/ 9.2 | --- | 8.4 | --- | 8.9 | --- | --- | --- | --- | 19/295 | 231/22.8 | --- | --- | 96 | | | | | | | KCTR A/F |
| KIDX-F (AC) | 14/ 9.2 | --- | 10.8 | --- | 11.2 | --- | --- | --- | --- | 15/243 | 203/20.0 | --- | 23.0 | 155 | | | | | | | KIDX-F |
| 6. KOHZ-F (EZ) | 11/ 7.2 | --- | --- | --- | --- | --- | --- | --- | --- | 12/131 | 115/11.3 | --- | --- | 92 | | | | | | | KOHZ-F |
| 7. KUUS (O) | 8/ 5.2 | --- | 10.8 | --- | 9.5 | --- | --- | --- | --- | 9/128 | 110/10.8 | --- | 12.7 | 148 | | | | | | | KUUS |
| KBLG (O) | 8/ 5.2 | --- | 3.0 | --- | --- | --- | --- | --- | --- | 6/ 89 | 79/ 7.8 | --- | 5.8 | 85 | | | | | | | KBLG |
| 9. | | | | | | | | | | | | | | | | | | | | | |
| 10. | | | | | | | | | | | | | | | | | | | | | |
| 11. | | | | | | | | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 58.87% (83 of 141) (SPG 87: 52.83%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|------------|-----------|-----------|-----------|--------------------|------------|------------|-----------|------------|-----------|
| 1. KZLS-F>>>1. KZLS-F | 1. KYA-F | 1. KYA-F | 1. KGHL | 1. KGHL | 1. KGHL >>>1. KGHL | 1. KGHL > | 1. KZLS-F< | 1. KZLS-F | 1. KURL >> | |
| 2. KYA-F>>>2. KYA-F | 2. KZLS-F | 2. KZLS-F | 2. KIDX-F | 2. KIDX-F | 2. KOHZ-F> | 2. KZLS-F | 2. KYA-F | 2. KGHL < | 2. KGHL | 2. KGHL |
| 3. | 3. KIDX-F> | 3. KGHL | 3. KYA-F | 3. KYA-F | 3. KCTR-AF | 3. KYA-F> | 3. KZLS-F | 3. KYA-F> | 3. KYA-F> | 3. KYA-F> |
| 4. | 4. KCTR-AF | 4. KIDX-F | 4. KZLS-F | 4. KZLS-F | 4. | 4. KCTR-AF | 4. KIDX-F | 4. KIDX-F | 4. KURL | 4. |
| 5. | KGHL | 5. | 5. | 5. | 5. | 5. KIDX-F | 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. KZLS-F< | 1. KYA-F | 1. KIDX-F | 1. KYA-F | 1. KGHL > | 1. KURL | 1. KYA-F | 1. KIDX-F | 1. KYA-F | 1. KGHL > |
| 2. KYA-F | KZLS-F> | 2. KYA-F | KZLS-F | 2. KIDX-F> | KYA-F | KZLS-F> | KYA-F | 2. KGHL | 2. KYA-F |
| 3. | 3. KIDX-F> | 3. KCTR-AF | 3. KGHL | 3. KCTR-AF | KZLS-F | 3. KGHL | KZLS-F | 3. KUUS | 3. KIDX-F |
| 4. | 4. KCTR-AF | KGHL | KIDX-F | KYA-F | 4. | KIDX-F | 4. KGHL | KZLS-F | KUUS |
| 5. | 5. | KZLS-F | 5. KCTR-AF | 5. | 5. | KUUS | KUUS | 5. KIDX-F | 5. KZLS-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|--|--------|--------|----------|------|----------|
| TOP 40/CHR/CONTEMP AOR/CLASSIC | 8 (1) | 46 (2) | 46 (2) | 32.6 | 34.0 |
| AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL | 5 (1) | 14 (1) | 19 (2) | 13.5 | 11.3 |
| COUNTRY | 40 (3) | 12 (2) | 52 (5) | 36.9 | 38.4 |
| BLACK/URBAN BTFL MUSIC/EZ NEWS/TALK | | 11 (1) | 11 (1) | 7.8 | 11.3 |
| NOSTALGIA RELIGION/GOSPEL SPANISH CLASSICAL JAZZ/NEW AGE/ECLECTIC UNKNOWN/OTHERS | 5 (1) | | 5 (1) | 3.5 | 3.8 |
| | | | | | 1.3 |
| | 58 (6) | 83 (6) | 141 (12) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|------|--------|---------|
| KBSO | 1490 | Laurel | 1.3/3.6 |
| KBSR-F | 95.5 | Hardin | 1.3/7.4 |

MISCELLANEOUS COMMENTS KBIT, KOOK-F sold to Citadel for \$800,000 (Crisler)... KBIT/KOOK changes calls to KCTR A/F (March)...

RADIO STATIONS

| | | | |
|--------------------------------------|------------------|----------------------------|---------------------------|
| KBLG, 910, 1 KW/64 W | , OLDIES | CBS, \$ 8.00 (---) | Tom Erikson |
| KCTR, 970, 5 KW (DA-N) | , COUNTRY | NBC, \$ NA (Christal) | Citadel |
| KGHL, 790, 5 KW (DA-N) | , COUNTRY | ABC-1, \$ 27.00 (Eastman) | Dick Elliott |
| KURL, 730, 5 KW/235 W | , RELIGION | , \$ 7.00 (---) | Enterprise |
| KUUS, 1240, 1 KW | , OLDIES/CLASSIC | ABC-D, \$ 12.00 (Mc-Guild) | Herm Elenbaas Ken Koch |
| KCTR-F, 102.9, 100 KW @ 500, | COUNTRY | NBC, \$ NA (Christal) | Citadel |
| KIDX-F, 98.5, 85 KW @ 402, AC | | , \$ 13.00 (Eastman) | |
| KYA-F, 93.3, 100 KW @ 700, CHR | | US 1, \$ 22.00 (Banner) | Meyer |
| KZLS-F, 97.1, 100 KW @ 700, CHR | | ABC-F, \$ 16.00 (Mc-Guild) | Ron Jones Ken Koch |
| KOHZ-F, 103.7, 100 KW @ 489, BTFL/EZ | | ABC-E, \$ 13.00 (---) | Dan Miller |

BINGHAMTON

Arbitron Rank/Pop (12+): 143/226,200

Stations: 12/11
Diaries: 747/303:1/57.9%
Sample Target: 700
% Below Line: 0.6
% Not Listed: 11.8

1987 Revenue: \$6,300,000
HH Inc.: \$35,340
Retail \$: 1.56 Bil
Pop per Station: 20,564
#1 Biller: WMBF \$1,350,000

MSA Rank/Pop: 163/262,300
ADI # 138
Average Person Ratings: 14.6
Market TSL: 19.5 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WAAL-F (CHR) | 79/23.9 | --- | 23.1 | --- | 27.7 | ---- | 133/1647 | 947/41.9 | --- | 40.6 | 74 | 29.1 | 111 | 1052 | WAAL-F |
| 2. WHWK-F (C) | 50/15.2 | --- | 13.8 | --- | 11.6 | ---- | 91/ 797 | 471/20.8 | --- | 23.4 | 120 | 13.1 | 50 | 584 | WHWK-F |
| WMBF (MOR) | 50/15.2 | --- | 16.8 | --- | 13.7 | ---- | 55/ 578 | 537/23.7 | --- | 28.0 | 78 | 9.4 | 36 | 511 | WMBF |
| 4. WINR (BB) | 30/ 9.1 | --- | 4.4 | --- | 9.2 | ---- | 92/ 396 | 351/15.5 | --- | 12.1 | 51 | 9.4 | 36 | 324 | WINR |
| 5. WRSB (O) | 15/ 4.5 | --- | 5.0 | --- | 5.1 | ---- | 15/ 241 | 228/10.1 | --- | 11.0 | 144 | 3.7 | 14 | 233 | WRSB |
| 6. WQXT-F (O) | 14/ 4.2 | --- | 3.0 | --- | 1.8 | ---- | 14/ 231 | 209/ 9.2 | --- | 5.6 | 124 | 1.8 | 7 | 217 | WQXT-F |
| 7. WENE (O) | 7/ 2.1 | --- | 4.4 | --- | 4.5 | ---- | 7/ 261 | 255/11.3 | --- | 12.1 | 33 | 3.1 | 12 | 240 | WENE |
| 8. | | | | | | | | | | | | | | | |
| 9. | | | | | | | | | | | | | | | |
| 10. | | | | | | | | | | | | | | | |
| 11. | | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 63.92% (186 of 291) (SPG 87: 63.58%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|---|------------|------------|------------|------------|-------------|------------|------------|------------|-----------|-----------|
| 1. WAAL-F>>>1. WAAL-F>>>1. WAAL-F>>>1. WAAL-F | 1. WHWK-F< | 1. WMBF > | 1. WHWK-F< | 1. WAAL-F> | 1. WMBF > | 1. WHWK-F< | 1. WAAL-F> | 1. WAAL-F> | 1. WMBF > | 1. WMBF > |
| 2. WMRV-F>>2. WMRV-F | 2. WHWK-F | 2. WAAL-F> | 2. WHWK-F | 2. WMRV-F | 2. WHWK-F | 2. WAAL-F> | 2. WAAL-F | 2. WHWK-F | 2. WHWK-F | 2. WAAL-F |
| 3. WHWK-F | 3. WHWK-F> | 3. WHWK-F> | 3. WHWK-F> | 3. WHWK-F> | 3. WINR >>> | 3. WHWK-F | 3. WMRV-F | 3. WMRV-F | 3. WMBF | 3. WHWK-F |
| 4. WQXT-F | 4. WMBF | 4. WMBF | 4. WMBF | 4. WMBF | 4. WINR | 4. WMRV-F | 4. WINR | 4. WMBF > | 4. WMRV-F | 4. WINR |
| 5. WRSB | 5. WRSB | 5. WRSB | 5. WRSB | 5. WRSB | 5. WINR | 5. WINR | 5. WMBF | 5. WINR | 5. WINR | 5. WMRV-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. WAAL-F>>>1. WAAL-F>>>1. WMRV-F | 1. WAAL-F> | 1. WMRV-F | 1. WAAL-F> | 1. WMRV-F | 1. WAAL-F>>>1. WAAL-F>>>1. WAAL-F> | 1. WAAL-F> | 1. WAAL-F> | 1. WAAL-F>>>1. WAAL-F | 1. WAAL-F |
| 2. WMRV-F> | 2. WMRV-F>>>2. WAAL-F> | 2. WMRV-F | 2. WMRV-F> | 2. WHWK-F | 2. WMRV-F | 2. WMRV-F | 2. WMRV-F< | 2. WMRV-F | 2. WHWK-F |
| 3. WHWK-F | 3. WHWK-F | 3. WHWK-F | 3. WHWK-F>>>3. WAAL-F> | 3. WAAL-F | 3. WRSB < | 3. WRSB | 3. WHWK-F | 3. WHWK-F | 3. WMRV-F |
| 4. WRSB | 4. WQXT-F | 4. WMBF | 4. WMBF | 4. WMBF | 4. WQXT | 4. WQXT-F | 4. WQXT-F | 4. WRSB | 4. WMBF |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. WHWK-F | 5. WRSB | 5. | 5. WRSB-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 79 (1) | 75 (1) | 27.1 | 26.8 | WEBO 1330 Owego .6/3.2 |
| AOR/CLASSIC | | | | | | |
| AC/OLDIES/SOFT ROCK | 24 (3) | 54 (2) | 78 (5) | 26.8 | 27.5 | WYXL-F 97.3 Ithaca .6/2.0 |
| MOR/VARIETY/FULL | 50 (1) | | 50 (1) | 17.2 | 24.6 | |
| COUNTRY | | 50 (1) | 50 (1) | 17.2 | 16.0 | |
| BLACK/URBAN | | | | | | |
| BTFL MUSIC/EZ | | | | | | MISCELLANEOUS COMMENTS WINR sold by Lessner for \$975,000... |
| NEWS/TALK | | | | | | |
| NOSTALGIA | 30 (1) | | 30 (1) | 10.3 | 5.1 | |
| RELIGION/GOSPEL | | | | | | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 1 (1) | 3 (2) | 4 (3) | 1.4 | | |
| | 105 (6) | 186 (6) | 291 (12) | | | |

RADIO STATIONS

| | | | | |
|-------------------------------------|--------------|---------------------------|----------|------------------|
| WENE, 1430, 5 KW (DA-N) | , OLDIES (?) | ABC-I, \$ 18.00 (HNWH) | Command | Pat Parish |
| WINR, 680, 1 KW/500 W (DA-2) | , NOST/MOR | CBS, \$ 18.00 (K & P) | | Mary Lou Dimmick |
| WMBF, 1290, 5 KW (DA-N) | , MOR | NBC, \$ 34.00 (Katz) | Stoner | Roger Conklin |
| WRSB, 1360, 5 KW/500 W (DA-2) | , OLDIES | US 2, \$ 15.00 (Durpetti) | Regional | George Rossi |
| WAAL-F, 99.1, 7 KW @ 1090, CHR | | US 1, \$ 38.00 (Durpetti) | Regional | George Rossi |
| WHWK-F, 98.1, 10 KW @ 950, COUNTRY | | , \$ 30.00 (Katz) | Stoner | Ralph Christian |
| WMRV-F, 105.7, 35 KW @ 570, AC | | , \$ 23.00 (HNWH) | Command | Pat Parish |
| WQXT-F, 101.7, 1.1 KW @ 450, OLDIES | | , \$ 10.00 (Roslin) | | Frank Penny |

BIRMINGHAM

Arbitron Rank/Pop (12+): 51/763,100
 MSA Rank/Pop: 56/927,000
 ADI # 49
 Average Person Ratings: 16.1
 Market TSL: 21.8 hours

Stations: 21/19
 Diaries: 1087/702:1/49.3%
 Sample Target: 1080
 % Below Line: 2.0
 % Not Listed: 8.6

1987 Revenue: \$23,000,000
 HH Inc.: \$27,914
 Retail \$: 5.1 Bil
 Pop per Station: 40,163
 #1 Biller: WZZK A/F \$5,500,000

| 12+ METRO | 1/4/SHARE | WIN | | | | SPG | | | | 4 Book | | 12+ TSA | | 12+ METRO | | % | | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|------|------|------|------|------|----------|-----------|----------|-----------|--------|---------|-----|------------------|----------|---|--|-------------|-----------|------------|
| | | 88 | 87 | 87 | 87 | 87 | 87 | Avg. | 1/4/CUME | CUME/CUME | RATING | 87 | 87 | 25-54 Conversion | | | | | | |
| 1. WZZK A/F (C) | 181/14.8 | 16.6 | 17.1 | 18.0 | 16.4 | 16.6 | 322/3694 | 2129/27.9 | 29.7 | 30.8 | 108 | 18.5 | 270 | 2109 | WZZK A/F | | | | | |
| 2. WMJJ-F (AC) | 169/13.8 | 11.6 | 10.9 | 8.0 | 11.8 | 11.1 | 198/2402 | 1851/24.3 | 22.9 | 20.7 | 138 | 13.3 | 195 | 2011 | WMJJ-F | | | | | |
| 3. WENN-F (B) | 134/10.9 | 10.7 | 9.2 | 9.8 | 8.7 | 10.2 | 179/1793 | 1284/16.8 | 19.5 | 17.1 | 94 | 12.0 | 175 | 1770 | WENN-F | | | | | |
| 4. WKXX-F (U/CHR) | 122/10.0 | 10.8 | 9.9 | 12.6 | 10.9 | 10.8 | 144/1958 | 1513/19.8 | 22.8 | 22.8 | 83 | 13.2 | 193 | 2148 | WKXX-F | | | | | |
| 5. WAPI-F (CHR) | 120/9.8 | 9.1 | 10.1 | 11.0 | 11.6 | 10.0 | 204/2831 | 1760/23.1 | 26.7 | 24.4 | 76 | 12.9 | 189 | 2053 | WAPI-F | | | | | |
| 6. WERC (N/T) | 69/5.6 | 4.7 | 5.9 | 4.6 | 4.1 | 5.2 | 69/825 | 807/10.6 | 13.3 | 9.5 | 88 | 4.1 | 60 | 878 | WERC | | | | | |
| 7. WATV (B) | 50/4.1 | 5.5 | 3.5 | 3.9 | 3.3 | 4.3 | 50/615 | 604/7.9 | 9.7 | 7.7 | 105 | 2.3 | 33 | 688 | WATV | | | | | |
| 8. WLTB-F (AC) | 46/3.8 | 4.2 | 3.9 | 3.9 | 3.6 | 4.0 | 58/1180 | 890/11.7 | 11.3 | 9.9 | 134 | 2.9 | 43 | 727 | WLTB-F | | | | | |
| 9. WAGG (R/G) | 41/3.3 | 3.6 | 3.9 | 5.1 | 5.2 | 4.0 | 42/357 | 346/4.5 | 6.4 | 7.2 | 76 | 2.3 | 33 | 391 | WAGG | | | | | |
| 10. WAPI (88) | 33/2.7 | 3.2 | 5.3 | 4.1 | 4.1 | 3.8 | 33/632 | 599/7.8 | 11.1 | 7.3 | 33 | 4.0 | 58 | 716 | WAPI | | | | | |
| 11. WJLD (B) | 32/2.6 | 2.8 | 2.4 | 1.9 | 1.9 | 2.4 | 34/536 | 517/6.8 | 6.6 | 5.0 | 100 | 2.0 | 29 | 366 | WJLD | | | | | |
| 12. WDJC-F (R/G) | 29/2.4 | 2.4 | 1.6 | 2.6 | 3.2 | 2.3 | 55/1076 | 595/7.8 | 6.1 | 8.6 | 96 | 1.8 | 27 | 620 | WDJC-F | | | | | |

12+ FM SHARE (METRO): 73.95% (929 of 1121) (SPG 87: 72.36%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. WAPI-F | 1. WMJJ-F | 1. WMJJ-F | 1. WMJJ-F | 1. WMJJ-F | 1. WZZK-F | 1. WZZK-F | 1. WZZK-F | 1. WZZK-F | 1. WENN-F | 1. WZZK-F |
| 2. WKXX-F | 2. WKXX-F | 2. WZZK-F | 2. WZZK-F | 2. WZZK-F | 2. WMJJ-F | 2. WMJJ-F | 2. WMJJ-F | 2. WMJJ-F | 2. WKXX-F | 2. WERC |
| 3. WENN-F | 3. WAPI-F | 3. WENN-F | 3. WENN-F | 3. WENN-F | 3. WERC | 3. WKXX-F | 3. WAPI-F | 3. WAPI-F | 3. WAPI-F | 3. WKXX-F |
| 4. WENN-F | 4. WAPI-F | 4. WAPI-F | 4. WKXX-F | 4. WKXX-F | 4. WENN-F | 4. WAPI-F | 4. WKXX-F | 4. WENN-F | 4. WMJJ-F | 4. WMJJ-F |
| 5. WZZK-F | 5. WKXX-F | 5. WAPI-F | 5. WAPI-F | 5. WAPI-F | 5. WAPI-F | 5. WENN-F | 5. WENN-F | 5. WKXX-F | 5. WZZK-F | 5. WENN-F |
| | | | | | 6. WATV | 6. WERC | | | 6. WERC | 6. WKLD-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. WKXX-F | 1. WMJJ-F | 1. WMJJ-F | 1. WMJJ-F | 1. WMJJ-F | 1. WAPI-F | 1. WMJJ-F | 1. WMJJ-F | 1. WMJJ-F | 1. WMJJ-F |
| 2. WENN-F | 2. WKXX-F | 2. WZZK-F | 2. WZZK-F | 2. WZZK-F | 2. WENN-F | 2. WAPI-F | 2. WZZK-F | 2. WZZK-F | 2. WZZK-F |
| 3. WMJJ-F | 3. WENN-F | 3. WKXX-F | 3. WENN-F | 3. WENN-F | 3. WMJJ-F | 3. WENN-F | 3. WENN-F | 3. WAPI-F | 3. WENN-F |
| 4. WAPI-F | 4. WZZK-F | 4. WAPI-F | 4. WKXX-F | 4. WKXX-F | 4. WKXX-F | 4. WKXX-F | 4. WKXX-F | 4. WENN-F | 4. WKXX-F |
| 5. WZZK-F | 5. WAPI-F | 5. WENN-F | 5. WAPI-F | 5. WAPI-F | 5. WZZK-F | 5. WZZK-F | 5. WAPI-F | 5. WKXX-F | 5. WAPI-F |
| | | | | 6. WLTB-F | | | | 6. WERC | 6. WERC |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|----------|-----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 140 (2) | 140 (2) | 12.5 | 25.2 | WAYE 1220 Birmingham 1.5/3.7 |
| AOR/CLASSIC | | | | | | WCRT 1260 Birmingham 1.1/4.5 |
| AC/OLDIES/SOFT ROCK | 14 (1) | 215 (2) | 229 (3) | 20.4 | 18.1 | WFFN-F 92.9 Cordova .8/1.4 |
| MOR/VARIETY/FULL | | | | | 0.7 | WKLD-F 97.9 Oneonta .7/1.3 |
| COUNTRY | 26 (2) | 174 (2) | 200 (4) | 17.8 | 20.0 | WVOK 690 Birmingham .8/5.0 |
| BLACK/URBAN | 82 (2) | 256 (2) | 338 (4) | 30.2 | 20.6 | WYDE 850 Birmingham .7/2.6 |
| BTFL MUSIC/EZ | | 5 (1) | 5 (1) | 0.4 | 0.6 | WRSB-F 96.9 Decatur .4/1.2 |
| NEWS/TALK | 69 (1) | | 69 (1) | 6.2 | 4.4 | WZBQ-F 102.5 Jasper 1.6/5.5 |
| NOSTALGIA | 33 (1) | | 33 (1) | 2.9 | 4.4 | |
| RELIGION/GOSPEL | 68 (3) | 29 (1) | 97 (4) | 8.7 | 4.9 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | 10 (1) | 10 (1) | 0.9 | 1.1 | |
| | 292 (10) | 829 (11) | 1121 (21) | | | |

RADIO STATIONS

| | | | |
|---|-----------|----------------------------|-----------------|
| WAGG, 1320, 5 KW (DAYS) | GOSPEL | NBN, \$ 30.00 (HNWH) | Bill Manney |
| WAPI, 1070, 50 KW/5 KW (DA-N) | NOSTALGIA | NBC, \$ 29.00 (Christal) | Bernie Barker |
| WATV, 900, 1 KW/165 W | BLACK | ABC-E, \$ 30.00 (Roslin) | Joe Lackey |
| WAYE, 1220, 1 KW/75 W | GOSPEL | , \$ 15.00 (---) | Willis |
| WCRT, 1260, 5 KW/41 W | OLDIES | CNN, Trans, \$ 16.00 (---) | Paul Pankey |
| WERC, 960, 5 KW (DA-N) | NEWS/TALK | , \$ 44.00 (Mc-Guild) | Rice Baxter |
| WJLD, 1400, 1 KW | BLACK | MBS, SBN, \$ 22.00 (---) | Gary Richardson |
| 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/AOR | | ABC-C, \$ 75.00 (Christal) | Dittman |
| WDJC-F, 93.7, 100 KW @ 984, RELIGION | | , \$ 22.00 (---) | Crawford |
| WENN-F, 107.7, 100 KW @ 640, BLACK | | NBN, \$ 60.00 (HNWH) | Bill Manney |
| WKXX-F, 106.9, 100 KW @ 1114, URBAN/CHR | | ABC-D, \$ 55.00 (Mc-Guild) | Rice Baxter |
| 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 |

BLOOMINGTON, IL

Arbitron Rank/Pop (12+): 219/106,100
 MSA Rank/Pop: 290/123,400
 Peoria ADI
 Average Person Ratings: 15.1
 Market TSL: 20.3 hours

Stations: 13/4
 Diaries: 587/181:1/63.0%
 Sample Target: 550
 % Below Line: 18.1
 % Not Listed: 11.3

1987 Revenue: \$4,400,000
 HH Inc.: \$36,179
 Retail \$: .85 Bil
 Pop per Station: 26,525
 #1 Biller: WJBC \$2,000,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WJBC (MOR) | 54/33.8 | --- | 30.0 | --- | 36.2 | ---- | 58/574 | 392/46.4 | --- | 45.8 | 103 | | | WJBC |
| 2. WBNQ-F (CHR) | 40/25.0 | --- | 21.3 | --- | 24.9 | ---- | 55/694 | 480/45.2 | --- | 49.9 | 89 | | | WBNQ-F |
| 3. WIHN-F (AC) | 10/ 6.3 | --- | 8.1 | --- | 4.5 | ---- | 11/196 | 183/17.2 | --- | 17.1 | 154 | | | WIHN-F |
| WWCT-F (AOR) | 10/ 6.3 | --- | 5.9 | --- | 5.6 | ---- | 17/273 | 153/14.4 | --- | 15.4 | 89 | | | WWCT-F |
| 5. WMLA-F (C) | 9/ 5.6 | --- | 7.5 | --- | 3.4 | ---- | 11/145 | 108/10.2 | --- | 13.9 | 123 | | | WMLA-F |
| 6. WKZW-F (CHR) | 8/ 5.0 | --- | 4.4 | --- | 2.8 | ---- | 21/445 | 217/20.5 | --- | 21.7 | 56 | | | WKZW-F |
| 7. WSWT-F (EZ) | 4/ 2.5 | --- | 2.5 | --- | 2.3 | ---- | 18/203 | 76/ 7.2 | --- | 9.3 | 168 | | | WSWT-F |
| 8. | | | | | | | | | | | | | | |
| 9. | | | | | | | | | | | | | | |
| 10. | | | | | | | | | | | | | | |
| 11. | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 58.45% (83 of 142) (SPG 87: 58.74%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|----------------------------------|-----------|-----------|-------------------------------------|-----------|-----------|-----------------------------------|-----------------------------------|-------------|-----------|-------------|
| 1. WBNQ-F>>1. WBNQ-F>>1. WBNQ-F> | 1. WJBC | 2. WJBC | >>2. WBNQ-F>>2. WBNQ-F>>2. WBNQ-F>> | 1. WJBC > | 1. WJBC > | >>1. WJBC >>1. WJBC | >>1. WJBC | 1. WJBC | 1. WBNQ-F | 1. WJBC > |
| 2. WKZW-F> | 2. WJBC | 2. WJBC | >>2. WBNQ-F>>2. WBNQ-F>>2. WBNQ-F>> | 2. WJBC > | 2. WJBC > | 2. WBNQ-F>>2. WBNQ-F>>2. WBNQ-F>> | 2. WBNQ-F>>2. WBNQ-F>>2. WBNQ-F>> | 2. WBNQ-F>> | 2. WJBC | >>2. WWCT-F |
| 3. | 3. WIHN-F | 3. WIHN-F | 3. WIHN-F | 3. WIHN-F | 3. WIHN-F | 3. WIHN-F | 3. WIHN-F | 3. WWCT-F | 3. | 3. WMLA-F |
| 4. | 4. WIHN-F | 4. WIHN-F | 4. WMCA-F+ | 4. WMCA-F | 4. | 4. WMCA-F | 4. WMCA-F | 4. WMLA-F | 4. | 4. WGN |
| 5. | 5. WKZW-F | 5. | 5. | 5. | 5. | 5. | 5. | 5. WIHN-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. WBNQ-F> | 1. WBNQ-F>>1. WBNQ-F> | 1. WBNQ-F> | 1. WBNQ-F> | 1. WJBC >> | 1. WBNQ-F | 1. WBNQ-F> | 1. WBNQ-F | 1. WBNQ-F> | 1. WJBC > |
| 2. | 2. WJBC > | 2. WJBC > | 2. WJBC >>2. WBNQ-F>> | 2. WBNQ-F>> | 2. WWCT-F | 2. WWCT-F> | 2. WJBC | 2. WJBC > | 2. WBNQ-F>> |
| 3. | 3. WIHN-F | 3. WIHN-F | 3. WIHN-F | 3. WIHN-F | 3. WKZW-F | 3. WJBC | 3. WWCT-F | 3. WWCT-F> | 3. WIHN-F |
| 4. | 4. WKZW-F | 4. | 4. | 4. WMLA-F+ | 4. | 4. WIHN-F | 4. WIHN-F | 4. WIHN-F | 4. WWCT-F |
| 5. | 5. WWCT-F | 5. | 5. | 5. | 5. | 5. WKZW-F | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|--------|--------|----------|------|----------|
| TOP 40/CHR/CONTEMP | | 48 (2) | 48 (2) | 33.8 | 28.7 |
| AOR/CLASSIC | | 10 (1) | 10 (1) | 7.0 | 7.7 |
| AC/OLOIES/SOFT ROCK | 1 (1) | 10 (1) | 11 (2) | 7.7 | 13.3 |
| MOR/VARIETY/FULL | 55 (2) | | 55 (2) | 38.7 | 35.7 |
| COUNTRY | | 10 (2) | 10 (2) | 7.0 | 9.8 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 5 (2) | 5 (2) | 3.5 | 4.2 |
| NEWS/TALK | 3 (1) | | 3 (1) | 2.1 | 0.7 |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | | | | | |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 59 (4) | 83 (8) | 142 (12) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|-------------|----------|
| WGCV-F | 106.3 | Gibson City | .6/ 1.5 |
| WGN | 720 | Chicago | 1.9/10.7 |
| WIRL | 1290 | Peoria | .6/ 1.8 |
| WLS | 890 | Chicago | .6/ 7.9 |
| WZRO-F | 98.3 | Farmer City | .6/ 1.3 |

MISCELLANEOUS COMMENTS WMLA A/F simulcasted but WMLA-AM did not have enough audience to provide a 1/4 hour average or share figure...

RAIO STATIONS

| | | | | | |
|-----------------------------------|-----------|-----------------|------------|------------------|-----------------|
| WJBC, 1230, 1 KW | , MOR | ABC-I, \$ 60.00 | (Mc-Guild) | Bloomington | Richard Johnson |
| WMLA, 1440, 1 KW/500 W (OA-2) | , COUNTRY | , \$ 11.00 | (---) | Keister | Jeff Hancock |
| WBNQ-F, 101.5, 50 KW @ 460, CHR | | , \$ 35.00 | (Mc-Guild) | Bloomington | Richard Johnson |
| WIHN-F, 96.7, 3 KW @ 300, AC | | US 2, \$ 21.00 | (---) | | Paul Chasteen |
| WMLA-F, 92.7, 3 KW @ 300, COUNTRY | | ABC-0, \$ 17.00 | (---) | Keister (LE ROY) | Jeff Hancock |

Other ranked stations - See Peoria or Chicago

BOISE

Arbitron Rank/Pop (12+): 136/237,300

Stations: 18/18
Diaries: 612/388:1/49.4%
Sample Target: 600
% Below Line: 0
% Not Listed: 5.4

1987 Revenue: \$7,000,000
HH Inc.: \$31,943
Retail \$: 1.63 Bil
Pop per Station: 13,183
#1 Biller: KCIX-F \$1,400,000

MSA Rank/Pop: 206/194,000
AOI # 132
Average Person Ratings: 14.7
Market TSL: 20.0 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. KCIX-F (AC) | 57/16.3 | --- | 16.3 | --- | 13.5 | ---- | 62/671 | 582/24.5 | --- | 22.6 | 140 | 16.9 | 62 | 428 | KCIX-F |
| 2. KBOI (MOR) | 40/11.4 | --- | 10.0 | --- | 8.0 | ---- | 59/787 | 521/22.0 | --- | 22.3 | 118 | 9.0 | 33 | 517 | KBOI |
| 3. KFXD-F (CHR) | 35/10.0 | --- | 7.2 | --- | 6.9 | ---- | 46/731 | 539/22.7 | --- | 18.0 | 65 | 11.5 | 42 | 570 | KFXD-F |
| 4. KJOT-F (AOR) | 34/ 9.7 | --- | 11.4 | --- | 12.4 | ---- | 56/635 | 443/18.7 | --- | 18.8 | 77 | 20.2 | 74 | 670 | KJOT-F |
| 5. KIZN-F (C) | 22/ 6.3 | --- | 4.4 | --- | 6.9 | ---- | 47/525 | 260/11.0 | --- | 12.4 | 63 | 5.5 | 20 | 398 | KIZN-F |
| 6. KHEZ-F (EZ) | 20/ 5.7 | --- | .6 | --- | --- | ---- | 24/252 | 200/ 8.4 | --- | 2.7 | 79 | 2.2 | 8 | 123 | KHEZ-F |
| 7. KIDO (N/T) | 18/ 5.1 | --- | 5.3 | --- | 5.7 | ---- | 22/414 | 306/12.9 | --- | 13.4 | 118 | 4.4 | 16 | 281 | KIDO |
| 8. KIYS-F (CHR) | 17/ 4.9 | --- | 4.4 | --- | 9.2 | ---- | 27/521 | 349/14.7 | --- | 15.7 | 51 | 6.8 | 25 | 500 | KIYS-F |
| 9. KBXL-F (EZ) | 17/ 4.9 | --- | 7.8 | --- | 5.6 | ---- | 19/290 | 218/ 9.2 | --- | 9.7 | 82 | 1.9 | 7 | 218 | KBXL-F |
| 10. KQFC-F (C) | 15/ 4.3 | --- | 5.3 | --- | 1.7 | ---- | 26/324 | 211/ 8.9 | --- | 9.7 | 128 | 4.1 | 15 | 354 | KQFC-F |
| 11. KLTB-F (AC) | 13/ 3.7 | --- | 7.2 | --- | 5.9 | ---- | 17/314 | 246/10.4 | --- | 14.7 | 149 | 1.9 | 7 | 227 | KLTB-F |
| 12. KGEM (C) | 11/ 3.1 | --- | 3.3 | --- | 6.6 | ---- | 14/277 | 213/ 9.0 | --- | 9.8 | 65 | 1.6 | 6 | 218 | KGEM |
| 13. KLCI-F (AC) | 10/ 2.9 | --- | --- | --- | --- | ---- | 11/235 | 197/ 8.3 | --- | --- | 138 | 1.1 | 4 | 102 | KLCI-F |

12+ FM SHARE (METRO): 73.41% (243 of 331) (SPG 87: 68.73%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|---|-----------|------------|-----------------------|------------|-----------|------------|-----------|------------|-----------|
| 1. KFXD-F>>1. KCIX-F> | 1. KCIX-F>>1. KCIX-F>>1. KCIX-F>>1. KCIX-F> | 1. KBOI > | 1. KCIX-F< | 1. KCIX-F>>1. KCIX-F> | 1. KFXD-F> | 1. KCIX-F | 1. KFXD-F> | 1. KCIX-F | 1. KFXD-F> | 1. KCIX-F |
| 2. KIYS-F> | 2. KJOT-F> | 2. KJOT-F | 2. KBOI | 2. KBOI > | 2. KCIX-F | 2. KBOI > | 2. KBOI | 2. KFXD-F | 2. KJOT-F | 2. KJOT-F |
| 3. KJOT-F | 3. KFXD-F>>3. KBOI | 3. KJOT-F | 3. KJOT-F | 3. KJOT-F | 3. KHEZ-F | 3. KFXD-F | 3. KJOT-F | 3. KJOT-F | 3. KCIX-F | 3. KFXD-F |
| 4. 4. | 4. KFXD-F> | 4. KFXD-F | 4. KFXD-F | 4. KFXD-F | 4. KBXL-F | 4. KJOT-F | 4. KIZN-F | 4. KBOI | 4. KIYS-F | 4. KIDO |
| 5. 5. | 5. 5. | 5. KIDO | 5. KIDO | 5. KIDO | KIZN-AF | 5. KIDO | 5. KFXD-F | 5. KIZN-F | 5. KIDO | 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. KJOT-F | 1. KCIX-F>>1. KCIX-F>>1. KCIX-F>>1. KCIX-F>> | 1. KJOT-F> | 1. KJOT-F | 1. KJOT-F | 1. KJOT-F | 1. KJOT-F | 1. KCIX-F | 1. KCIX-F | 1. KBOI |
| 2. KCIX-F | 2. KJOT-F | 2. KFXD-F | 2. KJOT-F | 2. KBOI | 2. KCIX-F | 2. KCIX-F | 2. KJOT-F | 2. KJOT-F | KCIX-F> |
| 3. KFXD-F | 3. KFXD-F>>3. KJOT-F | 3. KBOI | 3. KHEZ-F | 3. KHEZ-F | KFXD-F | 3. KFXD-F>>3. KFXD-F> | 3. KBOI | 3. KJOT-F | 3. KJOT-F |
| 4. KIYS-F | 4. KIYS-F | 4. KLTB-F | 4. KFXD-F | 4. KLTB-F | 4. KIZN-AF | 4. 4. | 4. KFXD-F | 4. KFXD-F | 4. KIDO |
| 5. 5. | 5. 5. | 5. KLTB-F | 5. KLTB-F | 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. KFXD-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|--------|--------|--------|------|----------|
| TOP 40/CHR/CONTEMP | | 52 (2) | 52 (2) | 15.7 | 12.4 |
| AOR/CLASSIC | | 34 (1) | 34 (1) | 10.3 | 12.1 |
| AC/OLDIES/SOFT ROCK | 4 (1) | 80 (3) | 84 (4) | 25.4 | 28.3 |
| MOR/VARIETY/FULL | 40 (1) | | 40 (1) | 12.1 | 16.2 |
| COUNTRY | 11 (1) | 37 (2) | 48 (3) | 14.5 | 14.2 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 37 (2) | 37 (2) | 11.2 | 8.8 |
| NEWS/TALK | 18 (1) | | 18 (1) | 5.4 | |
| NOSTALGIA | 6 (1) | | 6 (1) | 1.8 | 6.8 |
| RELIGION/GOSPEL | 9 (2) | | 9 (2) | 2.7 | 0.6 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | 0.9 | 0.6 |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|----------|---------|
| KBGN | 1060 | Caldwell | 1.7/5.4 |
| KCID-F | 107.1 | Caldwell | .9/1.5 |
| KFXD | 580 | Nampa | 1.7/4.9 |
| KSGR | 1340 | Nampa | 1.1/5.2 |
| KSPD | 790 | Boise | .9/3.0 |

MISCELLANEDUS COMMENTS KGEM, KJOJ-F sold to Bruce Johnson for \$2,100,000 (Broadcast Media)... KIDO changes from Nostalgia to Talk/News...

88 (7) 243 (11) 331 (18)

RADIO STATIONS

| | | | | | |
|--------------------------------------|-------------|-----------------|------------|-------------------|------------------------|
| KBOI, 670, 50 KW (DA-N) | , MOR/AC | MBS, \$ 32.00 | (Katz) | Pacific Northwest | Al Vuylsteke |
| KGEM, 1140, 10 KW (DA-N) | , COUNTRY | ABC-I, \$ 14.00 | (Eastman) | | Jon Rand |
| KIDO, 630, 5 KW (DA-2) | , TALK/NEWS | NBC, \$ 16.00 | (Christal) | Sundance | Gary Bates |
| KIZN, 730, 500 W/84 | , COUNTRY | , \$ NM | (Banner) | Constant | Bob Cross |
| KFXD, 580, 5 KW (DA-N) | , NOSTALGIA | CBS, \$ 17.00 | (Roslin) | | (NAMPA) |
| KSGR, 1340, 1 KW (DA-1) | , OLDIES | US 2, \$ 15.00 | (Mc-Guild) | | (NAMPA) Kip Guth |
| KCIX-F, 105.9, 50 KW @ 2700, AC | | APR, \$ 45.00 | (Mc-Guild) | | Kip Guth |
| KIYS-F, 92.3, 44 KW @ 2500, CHR | | ABC-F, \$ 17.00 | (Torbet) | | Brian Harm |
| KIZN-F, 93.1, 50 KW @ 2630, COUNTRY | | , \$ 20.00 | (Banner) | Constant | Bob Cross |
| KJOT-F, 105.1, 53 KW @ 2574, AOR | | ABC-R, \$ 28.00 | (Eastman) | | Jon Rand |
| KLTB-F, 104.3, 52 KW @ 2574, SOFT AC | | , \$ 26.00 | (Christal) | Sundance | Gary Bates |
| KQFC-F, 97.9, 47 KW @ 2510, COUNTRY | | , \$ 19.00 | (Katz) | Pacific NW | Al Vuylsteke |
| KBXL-F, 94.1, 40 KW @ 2500, BTFL/EZ | | , \$ 12.00 | (--- | | (CALDWELL) Nels Wilson |
| KFXD-F, 94.9, 46 KW @ 2520, CHR | | , \$ 24.00 | (Roslin) | | (NAMPA) |
| KHEZ-F, 103.3, 54 KW @ ??, BTFL | | , \$ NA | (--- | | (CALDWELL) |
| KLCI-F, 96.9, 44 KW @ ??, AC | | , \$ NA | (--- | | (NAMPA) |

BOSTON

Arbitron Rank/Pop (12+): 7/3,183,800

Stations: 34/30
Diaries: 2129/1495:1/38.8%
Sample Target: 2170
% Below Line: 2.7
% Not Listed: 11.4

1987 Revenue: \$104,300,000
HH Inc.: \$41,506
Retail \$: 31.8 Bil
Pop per Station: 106,127
#1 Biller: WBCN-F \$16,000,000

MSA Rank/Pop: 6/3,730,000
ADI # 6
Average Person Ratings: 18.4
Market TSL: 24.3 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WXKS-F (CHR) | 504/8.6 | 6.5 | 7.0 | 8.1 | 8.8 | 7.6 | 574/8102 | 6634/20.8 | 18.9 | 21.1 | 77 | 10.7 | 615 | 7394 | WXKS-F |
| 2. WRKO (T) | 451/7.7 | 6.7 | 6.9 | 6.4 | 6.9 | 6.9 | 533/6620 | 5504/17.3 | 12.3 | 17.4 | 66 | 5.9 | 339 | 3459 | WRKO |
| 3. WBZ (MOR) | 387/6.6 | 7.1 | 7.3 | 7.1 | 8.7 | 7.0 | 525/7238 | 5161/16.2 | 18.2 | 19.3 | 86 | 8.1 | 462 | 4804 | WBZ |
| 4. WBCN-F (AOR) | 385/6.6 | 7.2 | 7.4 | 7.3 | 7.1 | 7.1 | 477/6409 | 4822/15.1 | 16.6 | 17.6 | 114 | 8.6 | 491 | 6541 | WBCN-F |
| 5. WZOU-F (CHR) | 338/5.8 | 5.4 | 5.2 | 4.3 | 4.7 | 5.2 | 461/7303 | 5205/16.3 | 14.4 | 13.7 | 64 | 7.0 | 401 | 5539 | WZOU-F |
| 6. WJIB-F (EZ) | 284/4.9 | 6.1 | 5.7 | 6.3 | 5.7 | 5.8 | 337/4512 | 3543/11.1 | 11.7 | 13.1 | 67 | 4.7 | 267 | 2966 | WJIB-F |
| 7. WOODS-F (O) | 263/4.5 | 4.8 | 2.9 | 1.5 | 1.4 | 3.4 | 421/6318 | 3994/12.5 | 8.8 | 5.4 | 156 | 3.8 | 218 | 4120 | WOODS-F |
| 8. WHDH (MOR) | 255/4.4 | 5.8 | 5.2 | 4.6 | 5.7 | 5.0 | 273/4249 | 3779/11.9 | 13.4 | 13.9 | 77 | 4.5 | 259 | 2979 | WHDH |
| 9. WSSH-F (AC) | 249/4.3 | 4.3 | 4.4 | 4.4 | 4.7 | 4.4 | 339/4820 | 3204/10.1 | 11.1 | 12.8 | 126 | 3.5 | 199 | 2841 | WSSH-F |
| 10. WEEI (N) | 247/4.2 | 4.1 | 5.2 | 4.9 | 4.6 | 4.6 | 274/6091 | 5356/16.8 | 16.0 | 15.9 | 88 | 3.4 | 193 | 3302 | WEEI |
| 11. WROR-F (AC) | 208/3.6 | 3.5 | 3.2 | 4.2 | 3.8 | 3.6 | 278/4977 | 3512/11.0 | 12.5 | 13.6 | 153 | 4.2 | 241 | 3139 | WROR-F |
| 12. WMJX-F (AC) | 207/3.5 | 3.0 | 2.9 | 2.9 | 3.5 | 3.1 | 239/3861 | 3164/ 9.9 | 10.3 | 12.3 | 137 | 1.6 | 92 | 2032 | WMJX-F |
| 13. WBOS-F (C) | 192/3.3 | 2.1 | 2.3 | 1.9 | 2.2 | 2.4 | 280/3777 | 2652/ 8.3 | 5.9 | 5.5 | 133 | 3.0 | 170 | 3232 | WBOS-F |
| 14. WVBF-F (AC) | 152/2.6 | 2.6 | 2.7 | 2.7 | 2.5 | 2.7 | 134/2746 | 2237/ 7.0 | 8.1 | 7.4 | 162 | 1.9 | 107 | 1677 | WVBF-F |
| 15. WZLX-F (AOR) | 146/2.5 | 3.4 | 4.4 | 4.0 | 4.5 | 3.6 | 246/4057 | 2916/ 9.2 | 10.3 | 10.4 | 132 | 3.9 | 225 | 3005 | WZLX-F |
| 16. WILD (3) | 140/2.4 | 1.6 | 3.0 | 2.8 | 2.3 | 2.5 | 144/1145 | 1116/ 3.5 | 4.0 | 4.3 | 150 | 1.7 | 97 | 713 | WILD |
| 17. WXKS (BB) | 91/1.6 | 1.7 | 1.6 | 1.7 | 1.8 | 1.7 | 92/ 954 | 946/ 3.0 | 3.5 | 4.0 | 38 | 0.1 | 8 | 131 | WXKS |
| 18. WAAF-F (AOR) | 91/1.6 | 1.9 | 2.0 | 1.9 | 2.7 | 1.9 | 227/3854 | 1793/ 5.6 | 6.9 | 8.2 | 50 | 3.2 | 183 | 3377 | WAAF-F |
| 19. WFNX-F (AOR) | 91/1.6 | 1.3 | 1.5 | 1.4 | .6 | 1.5 | 103/1618 | 1454/ 4.6 | 3.5 | 2.4 | 106 | 1.4 | 82 | 1359 | WFNX-F |
| 20. WCGY-F (AOR) | 84/1.4 | .9 | .7 | .4 | .4 | .9 | 129/1903 | 1364/ 4.3 | 3.0 | 2.1 | 71 | 2.0 | 113 | 1177 | WCGY-F |
| 21. WCRB-F (CL) | 78/1.3 | 1.8 | 1.4 | 1.8 | 1.4 | 1.6 | 126/2014 | 1397/ 4.4 | 4.6 | 4.8 | 100 | 2.0 | 114 | 1796 | WCRB-F |
| 22. WPLM A/F (BB) | 73/1.3 | 1.2 | .6 | 1.8 | 1.0 | 1.2 | 126/2124 | 1186/ 3.7 | 3.1 | 4.5 | 23 | 1.7 | 99 | 1254 | WPLM A/F |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 66.21% (3433 of 5185) (SPG 87: 67.87%)

| TEENS | 18-34 | 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. WBCN-F | 1. WBCN-F | 1. WRKO | 1. WBZ | 1. WRKO | 1. WXKS-F< | 1. WBZ | 1. WBZ | 1. WBZ >> |
| 2. WXKS-F>>2. WBCN-F | 2. WBCN-F | 2. WOODS-F | 2. WOODS-F | 2. WBZ < | 2. WXKS-F | 2. WBCN-F< | 2. WRKO | 2. WXKS-F | 2. WXKS-F | 2. WJIB-F |
| 3. WZOU-F | 3. WOODS-F | 3. WXKS-F | 3. WXKS-F | 3. WJIB-F | 3. WRKO | 3. WXKS-F> | 3. WBCN-F | 3. WZOU-F | 3. WZOU-F | 3. WRKO |
| 4. WMJX-F | 4. WZOU-F | 4. WROR-F | 4. WROR-F | 4. WBZ < | 4. WBCN-F | 4. WJIB-F | 4. WZOU-F | 4. WHDH < | 4. WHDH | 4. WHDH |
| 5. WZLX-F< | 5. WMJX-F | 5. WBZ < | 5. WROR-F< | 5. WEEI | 5. WEEI | 5. WOODS-F | 5. WOODS-F | 5. WMJX-F | 5. WXKS-F | 5. WXKS-F |
| 6. WOODS-F | 6. WOODS-F | 6. WSSH-F | 6. WSSH-F | 6. WSSH-F | 6. WSSH-F | 6. WSSH-F | 6. WJIB-F | 6. WRKO | 6. WRKO | 6. WEEI |
| 7. WROR-F | 7. WBZ | 7. WMJX-F | 7. WRKO | 7. WOODS-F | 7. WOODS-F | 7. WZOU-F | 7. WSSH-F< | 7. WEEI | 7. WMJX-F | 7. WMJX-F |
| 8. WSSH-F | 8. WRKO | 8. WMJX-F | 8. WMJX-F | 8. WBOS-F | 8. WROR-F< | 8. WBZ | 8. WBZ | 8. WBCN-F | 8. WBCN-F | 8. WSSH-F |
| 9. WZLX-F | 9. WSSH-F | 9. WROR-F | 9. WROR-F | 9. WSSH-F | 9. WSSH-F | 9. WSSH-F | 9. WROR-F | 9. WJIB-F | 9. WJIB-F | 9. WJIB-F |
| 10. WZLX-F | 10. WSSH-F | 10. WROR-F | 10. WROR-F | 10. WSSH-F | 10. WSSH-F | 10. WSSH-F | 10. WROR-F | 10. WJIB-F | 10. WJIB-F | 10. 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. WXKS-F> | 1. WXKS-F>>1. WXKS-F | 1. WXKS-F | 1. WBCN-F> | 1. WBCN-F>>1. WBCN-F>>1. WBCN-F>>1. WBCN-F | 1. WBCN-F>>1. WBCN-F>>1. WBCN-F>>1. WBCN-F | 1. WBCN-F>>1. WBCN-F>>1. WBCN-F>>1. WBCN-F | 1. WBCN-F |
| 2. WZOU-F | 2. WZOU-F< | 2. WROR-F | 2. WMJX-F | 2. WMJX-F< | 2. WXKS-F | 2. WXKS-F> | 2. WXKS-F< | 2. WXKS-F | 2. WOODS-F |
| 3. WBCN-F | 3. WMJX-F< | 3. WMJX-F | 3. WZOU-F | 3. WSSH-F< | 3. WZLX-F | 3. WOODS-F | 3. WOODS-F | 3. WOODS-F | 3. WRKO |
| 4. WMJX-F> | 4. WBCN-F> | 4. WVBF-F | 4. WOODS-F | 4. WROR-F< | 4. WZLX-F | 4. WCGY-F | 4. WZLX-F | 4. WZLX-F | 4. WXKS-F |
| 5. WOODS-F | 5. WROR-F | 5. WBCN-F< | 5. WBCN-F | 5. WOODS-F | 5. WAAF-F | 5. WZOU-F< | 5. WFNX-F | 5. WBZ < | 5. WBZ |
| 6. WFNX-F< | 6. WVBF-F | 6. WZOU-F | 6. WROR-F< | 6. WBZ < | 6. WZOU-F | 6. WOODS-F | 6. WRKO | 6. WRKO < | 6. WEEI < |
| 7. WILD | 7. WILD < | 7. WSSH-F< | 7. WSSH-F | 7. WBOS-F | 7. WFNX-F | 7. WFNX-F | 7. WZOU-F | 7. WROR-F | 7. WROR-F< |
| 8. WSSH-F | 8. WSSH-F | 8. WILD < | 8. WILD | 8. WILD | 8. WBZ | 8. WAAF-F | 8. WEEI | 8. WZOU-F | 8. WSSH-F |
| 9. WZLX-F | 9. WOODS-F | 9. WOODS-F | 9. WOODS-F | 9. WVBF-F | 9. WSSH-F | 9. WSSH-F | 9. WSSH-F | 9. WSSH-F | 9. WSSH-F |
| 10. WZLX-F | 10. WSSH-F | 10. WROR-F | 10. WROR-F | 10. WSSH-F | 10. WSSH-F | 10. WSSH-F | 10. WROR-F | 10. WJIB-F | 10. WJIB-F |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|-------------------------------|---------|----------|----------|--------|------|--|------|------------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 863 (3) | 863 (3) | 16.6 | 15.0 | WESX | 1230 | Salem | .3/1.0 |
| AOR/CLASSIC | | 820 (6) | 820 (6) | 15.8 | 17.4 | WEZE | 1260 | Boston | .6/2.0 |
| AC/OLDIES/SOFT ROCK | 41 (2) | 1104 (6) | 1145 (8) | 22.1 | 18.0 | WJDA | 1300 | Quincy | .4/ .9 |
| MOR/VARIETY/FULL | 684 (4) | | 684 (4) | 13.2 | 17.9 | WLVG | 740 | Cambridge | .5/ .7 |
| COUNTRY | | 216 (2) | 216 (2) | 4.2 | 2.8 | WLYT-F | 92.5 | Haverhill | .4/1.2 |
| BLACK/URBAN | 140 (1) | | 140 (1) | 2.7 | 2.6 | WMEX | 1150 | Boston | .5/2.0 |
| BTFL MUSIC/EZ | | 284 (1) | 284 (1) | 5.5 | 6.3 | WROL | 950 | Boston | .5/2.1 |
| NEWS/TALK | 698 (2) | | 698 (2) | 13.5 | 12.8 | WSSH | 1510 | Boston | .2/1.1 |
| NOSTALGIA | 96 (2) | 68 (1) | 164 (3) | 3.2 | 3.1 | WOKQ-F | 97.5 | Dover | .4/ .9 |
| RELIGION/GOSPEL | 93 (3) | | 93 (3) | 1.8 | 1.0 | WHJY-F | 94.1 | Providence | .4/1.9 |
| SPANISH | | | | | | WPRO-F | 92.3 | Providence | .4/1.4 |
| CLASSICAL | | 78 (1) | 78 (1) | 1.5 | 1.5 | | | | |
| JAZZ/NEW AGE | | | | | 1.6 | | | | |
| UNKNOWN/OTHERS | | | | | | | | | |
| ----- | | | | | | | | | |
| 1752 (14) 3433 (20) 5185 (34) | | | | | | | | | |

RAQIO STATIONS

AM STATIONS

| | | | | |
|-------------------------------|-------------|--------------------------------|---------------|-----------------|
| WBZ, 1030, 50 KW (DA-1) | , MOR | ABC-I, \$240.00 (Group W) | Westinghouse | John Irwin |
| WEEI, 590, 5 KW (DA-1) | , NEWS | CBS, \$105.00 (CBS) | | Mike Wheeler |
| WEZE, 1260, 5 KW (DA-N) | , RELIGION | \$ 20.00 (---) | | Ed Cochran |
| WHDH, 850, 50 KW (DA-2) | , MOR/TALK | \$195.00 (Durpetti) | Sconnix | Dave Recher |
| WILD, 1090, 5 KW (DAYS) | , BLACK | SBN, \$ 40.00 (Roslin) | | Kendell Nash |
| WKOX, 1200, 10 KW/1 KW (DA-2) | , MOR | \$ 30.00 (---) | Fairbanks | Jim Cande |
| WMEX, 1150, 5 KW (DA-1) | , OLDIES | ABC-E, \$ 37.00 (Mc-Guild) | Greater Media | Peter Smyth |
| WRKO, 680, 50 KW (DA-2) | , TALK | MBS, US 2, \$170.00 (Republic) | RKO | Dan Griffin |
| WROL, 950, 5 KW (DAYS) | , RELIGION | \$ 20.00 (---) | | Ken Carter |
| WSSH, 1510, 50 KW/5 KW (DA-2) | , SOFT AC | Trans, \$ NA (HNWH) | Noble | Jennifer McCann |
| WUNR, 1600, 5 KW (DA-1) | , ETHNIC | \$ 22.00 (Caballero) | | Jane Duncklee |
| WXS, 1430, 5 KW/1 KW (DA-N) | , NOSTALGIA | \$ 45.00 (MMR) | Pyramid | Mary Cashman |

FM STATIONS

| | | | | |
|---------------------------------------|--|----------------------------|---------------|-------------------|
| WBCN, 104.1, 19 KW @ 742, AOR | | \$350.00 (Torbet) | Infinity | Tony Berardini |
| WBOS, 92.9, 17 KW @ 860, COUNTRY | | ABC-D, \$128.00 (Durpetti) | Sconnix | David Richer |
| WCRB, 102.5, 11 KW @ 920, CLASSICAL | | \$ 95.00 (---) | | Lynn Nathanson |
| WCGY, 93.7, 50 KW @ 430, CLASSIC ROCK | | \$ 65.00 (K & P) | Curt Gowdy | John Bassett |
| WFNX, 101.7, 3 KW @ 170, AOR | | \$ 60.00 (---) | | Dave Crowley |
| WHRB, 95.3, 3 KW @ 110, CLASS/JAZZ | | \$ 25.00 (---) | | Laura Finkelstein |
| WJIB, 96.9, 12 KW @ 1010, BTFL/EZ | | \$160.00 (Mc-Guild) | NBC to Emmis | Charles Pickering |
| WMJX, 106.7, 12 KW @ 720, AC | | \$140.00 (Mc-Guild) | Greater Media | Peter Smyth |
| WODS, 103.3, 16 KW @ 890, OLDIES | | CBS-R, \$144.00 (CBS) | CBS | John Gehron |
| WPLM, 99.1, 50 KW @ 430, NOSTALGIA | | \$ 40.00 (---) | (PLYMOUTH) | Jane Day |
| WROR, 98.5, 8 KW @ 1191, AC | | US 1, \$166.00 (Republic) | RKO | Dan Griffin |
| WSSH, 99.5, 32 KW @ 600, SOFT AC | | \$142.00 (HNWH) | Noble | Jennifer McCann |
| WVBF, 105.7, 14 KW @ 954, AC | | \$130.00 (Banner) | Fairbanks | Ken Spitzer |
| WXS, 107.9, 23 KW @ 719, CHR | | \$250.00 (MMR) | Pyramid | Mary Cashman |
| WZLX, 100.7, 50 KW @ 500, CLASSIC AOR | | \$155.00 (Christal) | Cook Inlet | Dave Meszaros |
| WZOU, 94.5, 8 KW @ 1050, CHR | | \$152.00 (Eastman) | Ardman | Alan Chartrand |

WAAF - See Worcester

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WJIB-F: From NBC to Emmis for \$16,000,000 (E)
 WRKO, WROR-F: Sold by RKO to Atlantic Ventures for \$28,300,000

BRIDGEPORT

Arbitron Rank/Pop (12+): 107/376,400
 MSA Rank/Pop: 107/417,000
 New York ADI
 Average Person Ratings: 18.8
 Market TSL: 24.5 hours

Stations: 30/5
 Diaries: 747/504:1/
 Sample Target: 760
 % Below Line: 59.8
 % Not Listed: 10.5

1987 Revenue: \$9,200,000
 HH Inc.: \$54,102
 Retail \$: 3.9 Bil
 Pop per Station: 62,733
 #1 Biller: WEZN-F \$4,000,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|-----------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WEZN-F (EZ) | 95/13.5 | 13.4 | 13.9 | 15.4 | 16.5 | 14.1 | | 899/23.9 | 25.5 | 26.5 | 70 | | | | WEZN-F |
| 2. WICC (MOR) | 94/13.3 | 15.5 | 17.4 | 17.1 | 16.3 | 15.8 | | 1256/33.4 | 35.6 | 37.9 | 71 | | | | WICC |
| 3. WEBE-F (AC) | 74/10.5 | 10.4 | 8.0 | 7.0 | 3.4 | 9.0 | | 835/22.2 | 26.0 | 19.6 | 156 | | | | WEBE-F |
| 4. WKCI-F (CHR) | 66/ 9.3 | 10.1 | 8.8 | 11.4 | 9.8 | 9.9 | | 928/24.7 | 26.3 | 24.4 | 86 | | | | WKCI-F |
| 5. WPLR-F (AOR) | 65/ 9.2 | 7.7 | 7.7 | 6.4 | 7.0 | 7.8 | | 670/17.8 | 20.1 | 18.3 | 103 | | | | WPLR-F |
| 6. WRKS-F (B/U) | 24/ 3.4 | 1.7 | 2.1 | 2.5 | 4.0 | 2.4 | | 257/ 6.8 | 4.0 | 4.9 | 100 | | | | WRKS-F |
| 7. WCBS (N) | 23/ 3.3 | 3.9 | 3.9 | 3.1 | 4.2 | 3.6 | | 451/12.0 | 14.3 | 13.9 | 73 | | | | WCBS |
| 8. WDRC-F (O) | 22/ 3.1 | 1.7 | 2.4 | .7 | .4 | 2.0 | | 282/ 7.5 | 5.5 | 6.8 | 161 | | | | WDRC-F |
| 9. WYNY-F (C) | 19/ 2.7 | 1.1 | --- | --- | --- | --- | | 241/ 6.4 | 5.3 | --- | 156 | | | | WYNY-F |
| 10. WNBC (AC) | 17/ 2.4 | 1.8 | 3.1 | 3.1 | 3.4 | 2.6 | | 331/ 8.8 | 7.2 | 11.2 | 154 | | | | WNBC |

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

12+ FM SHARE (METRO): 68.67% (434 of 632) (SPG 87: 60.60%)

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

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|----------|----------|------|----------|---|
| TOP 40/CHR/CONTEMP | | 75 (3) | 75 (3) | 11.9 | 12.0 | WADS 690 Ansonia 1.1/3.1 |
| AOR/CLASSIC | | 86 (3) | 86 (3) | 13.6 | 12.6 | WDJZ 1530 Bridgeport 1.4/2.1 |
| AC/OLDIES/SOFT ROCK | 20 (2) | 114 (5) | 134 (7) | 21.2 | 18.0 | WJBX 1450 Bridgeport .4/1.8 |
| MOR/VARIETY/FULL | 98 (3) | | 98 (3) | 15.5 | 20.8 | WGMX-F 95.9 Norwalk .7/3.5 |
| COUNTRY | | 19 (1) | 19 (1) | 3.0 | 1.1 | WJAZ-F 96.7 Stamford 1.0/2.0 |
| BLACK/URBAN | | 38 (2) | 38 (2) | 6.0 | 5.2 | WRKI-F 95.1 Brookfield 2.0/7.1 |
| BTFL MUSIC/EZ | | 95 (1) | 95 (1) | 15.0 | 15.3 | |
| NEWS/TALK | 64 (7) | | 64 (7) | 10.1 | 10.9 | See New Haven or Hartford for more information about the following: |
| NOSTALGIA | 16 (2) | | 16 (2) | 2.5 | 2.9 | WAVZ .8/1.5 WIOF-F .3/1.6 |
| RELIGION/GOSPEL | | | | | | WELI .3/2.8 WTIC .3/1.2 |
| SPANISH | | | | | | |
| CLASSICAL | | | | | 0.5 | See New York for more information about the following: |
| JAZZ/NEW AGE/ECLECTIC | | 7 (1) | 7 (1) | 1.1 | 0.7 | |
| UNKNOWN/OTHERS | | | | | | |
| | 198 (14) | 434 (16) | 632 (30) | | | WABC 1.0/5.3 WMCA .3/1.2 |
| | | | | | | WALK-F 1.6/3.3 WOR 1.3/3.9 |
| | | | | | | WFAN 1.3/3.7 WQHT-F 2.0/7.1 |
| | | | | | | WHTZ-F .3/3.0 WWPR-F 1.0/4.1 |
| | | | | | | WINS .8/3.6 WXRK-F 1.0/2.9 |

RADIO STATIONS

| | | | |
|------------------------------|-------------|-------------------------|------------------------------------|
| WADS, 690, 1 KW (DAYS,DA) | , TALK | APR, \$ 20.00 (---) | Ken Dawson |
| WDJZ, 1530, 5 KW (DAYS,DA) | , NOSTALGIA | APR, \$ 25.00 (K & P) | Dave D'Addario |
| WICC, 600, 1 KW/500 W (DA-2) | , MOR | , \$ 90.00 (Christal) | Tribune Co. |
| WJBX, 1450, 1 KW | , OLDIES/AC | , \$ 27.00 (---) | Greg Scirrotto |
| WEZN-F, 99.9, 25 KW @ 680 | , BTFL/EZ | , \$135.00 (Katz) | New City Jim Morley |
| WEBE-F, 107.9, 50 KW @ 383 | , AC | , \$110.00 (Banner) | ML Media (NORWALK) Vince Cremona |
| WRKI-F, 95.1, 50 KW @ 500 | , AOR | Source, \$ 75.00 (Katz) | Home News (BROOKFIELD) John Fullam |
| WGMX-F, 95.9, 3 KW @ 300 | , AC | , \$ 45.00 (Christal) | Hanson Mike Hanson |

Other ranked stations - See New York, New Haven or Hartford

MISCELLANEOUS COMMENTS WLYQ-F changes calls to WGMX...

BUFFALO - NIAGARA FALLS

Arbitron Rank/Pop (12+): 38/999,700
 MSA Rank/Pop: Buffalo - 51/951,500
 ADI # 38 Niagara Falls - 198/212,400
 Average Person Ratings: 17.6
 Market TSL: 23.0 hours

Stations: 25/21
 Diaries: 1302/768:1/54.3%
 Sample Target: 1290
 % Below Line: 1.6
 % Not Listed: 8.2

1987 Revenue: \$25,800,000
 HH Inc.: \$33,379
 Retail \$: 6.8 Bill
 Pop per Station: 47,605
 #1 Biller: WBEN \$3,500,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WKSE-F (CHR) | 180/10.2 | 8.6 | 8.2 | 7.5 | 5.6 | 8.6 | 192/2749 | 2458/24.6 | 20.1 | 16.8 | 73 | 13.2 | 242 | 2867 | WKSE-F |
| 2. WBUF-F (AC) | 163/ 9.3 | 6.5 | 6.2 | 7.7 | 10.3 | 7.4 | 188/1958 | 1701/17.0 | 15.5 | 18.8 | 159 | 7.1 | 131 | 1673 | WBUF-F |
| 3. WHTT-F (AOR) | 153/ 8.7 | 7.5 | 8.0 | 9.1 | 7.6 | 8.3 | 172/2194 | 1937/19.4 | 16.1 | 19.4 | 137 | 8.0 | 147 | 2207 | WHTT-F |
| 4. WBEN (MOR) | 149/ 8.5 | 10.0 | 11.8 | 8.8 | 8.0 | 9.8 | 159/2273 | 2107/21.1 | 33.5 | 20.6 | 64 | 7.2 | 132 | 1837 | WBEN |
| 5. WYRK-F (C) | 136/ 7.7 | 9.0 | 7.0 | 9.0 | 8.9 | 8.2 | 157/1834 | 1565/15.7 | 14.5 | 16.5 | 123 | 7.3 | 133 | 1463 | WYRK-F |
| 6. WJYE-F (EZ) | 116/ 6.6 | 10.4 | 8.6 | 9.3 | 7.2 | 8.7 | 141/1920 | 1666/16.7 | 19.6 | 17.5 | 82 | 5.2 | 95 | 1397 | WJYE-F |
| 7. WBLK-F (B) | 111/ 6.3 | 4.5 | 6.5 | 4.3 | 5.4 | 5.4 | 112/1004 | 977/ 9.8 | 9.2 | 9.0 | 98 | 7.6 | 140 | 1595 | WBLK-F |
| 8. WMJQ-F (CHR) | 101/ 5.7 | 3.6 | 4.7 | 3.6 | 5.3 | 4.4 | 204/3227 | 2066/20.7 | 17.4 | 20.4 | 112 | 5.8 | 107 | 2107 | WMJQ-F |
| 9. WECK (BB) | 88/ 5.0 | 5.1 | 6.3 | 5.0 | 5.6 | 5.4 | 89/ 926 | 903/ 9.0 | 11.7 | 9.0 | 34 | 3.2 | 59 | 588 | WECK |
| 10. WPHD-F (AOR) | 82/ 4.7 | 5.7 | 5.4 | 6.2 | 4.8 | 5.5 | 90/1824 | 1627/16.3 | 17.2 | 19.1 | 79 | 9.2 | 168 | 2071 | WPHD-F |
| 11. WRLT-F (AC) | 76/ 4.3 | 3.6 | 2.6 | 4.7 | 4.6 | 3.8 | 86/1249 | 1081/10.8 | 9.1 | 11.4 | 121 | 2.1 | 39 | 499 | WRLT-F |
| 12. WWKB (O) | 58/ 3.3 | 4.1 | 3.7 | 3.2 | 3.6 | 3.6 | 67/1373 | 1199/12.0 | 13.7 | 14.1 | 109 | 5.4 | 99 | 1645 | WWKB |
| 13. WGR (MOR) | 54/ 3.1 | 3.2 | 4.1 | 3.8 | 5.2 | 3.6 | 75/1640 | 1209/12.1 | 11.6 | 14.8 | 142 | 3.2 | 59 | 1083 | WGR |
| 14. WBYR-F (AOR) | 32/ 1.8 | 1.9 | 1.5 | 1.7 | 2.6 | 1.7 | 44/ 975 | 700/ 7.0 | 6.6 | 9.0 | 56 | 1.6 | 29 | 841 | WBYR-F |
| 15. WUFO (B/G) | 24/ 1.4 | .9 | 1.4 | 1.0 | .8 | 1.2 | 24/ 225 | 225/ 2.3 | 2.5 | 2.4 | 129 | .2 | 4 | 110 | WUFO |

12+ FM SHARE (METRO): 73.92% (1193 of 1614) (SPG 87: 71.69%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|---------------------------|-------------|-----------|-------------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|
| 1. WKSE-F >>> 1. WHTT-F > | 1. WHTT-F | 1. WHTT-F | 1. WBUF-F | 1. WBUF-F | 1. WBEN > | 1. WBEN | 1. WBUF-F | 1. WKSE-F | 1. WKSE-F > | 1. WBEN > |
| 2. WMJQ-F | 2. WKSE-F > | 2. WBUF-F | 2. WHTT-F > | 2. WHTT-F | 2. WBUF-F | 2. WBUF-F | 2. WHTT-F | 2. WHTT-F | 2. WBEN < | 2. WBLK-F |
| 3. WPHD-F | 3. WBUF-F | 3. WKSE-F | 3. WYRK-F | 3. WYRK-F | 3. WYRK-F | 3. WKSE-F | 3. WJYE-F | 3. WBUF-F | 3. WBLK-F | 3. WHTT-F |
| 4. WBLK-F | 4. WPHD-F | 4. WBLK-F | 4. WKSE-F | 4. WKSE-F | 4. WYRK-F | 4. WHTT-F | 4. WKSE-F < | 4. WYRK-F | 4. WHTT-F | 4. WWKB |
| 5. | 5. WBLK-F | 5. WYRK-F | 5. WMJQ-F | 5. WMJQ-F | 5. WECK > | 5. WYRK-F < | 5. WYRK-F | 5. WJYE-F < | 5. WYRK-F | 5. WYRK-F < |
| | 6. WMJQ-F | 6. WMJQ-F | 6. WBLK-F | 6. WBLK-F | 7. WBEN < | 6. WMJQ-F | 6. WECK-F | 6. WBLK-F | 6. WWKB | 6. WBUF-F |
| | 7. WYRK-F | 7. WPHD-F | | 8. WRLT-F | | 7. WWKB | 7. WRLT-F | 7. WMJQ-F | 7. WPHD-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. WKSE-F > | 1. WKSE-F > | 1. WBUF-F < | 1. WKSE-F | 1. WBUF-F > | 1. WHTT-F | 1. WHTT-F >>> | 1. WHTT-F >>> | 1. WHTT-F > | 1. WHTT-F > |
| 2. WBLK-F | 2. WBUF-F < | 2. WKSE-F | 2. WBUF-F > | 2. WKSE-F | 2. WPHD-F | 2. WPHD-F > | 2. WBUF-F | 2. WBUF-F | 2. WBUF-F |
| 3. WMJQ-F < | 3. WHTT-F | 3. WHTT-F | 3. WBLK-F | 3. WYRK-F | 3. WKSE-F | 3. WBUF-F | 3. WPHD-F | 3. WPHD-F | 3. WYRK-F > |
| 4. WHTT-F | 4. WBLK-F | 4. WMJQ-F | 4. WHTT-F < | 4. WBLK-F | 4. WBLK-F < | 4. WKSE-F | 4. WMJQ-F | 4. WYRK-F | 4. WMJQ-F |
| 5. WPHD-F | 5. WMJQ-F > | 5. WVRK-F | 5. WMJQ-F | 5. WRLT-F | 5. WBYR-F | 5. WBLK-F | 5. WYRK-F | 5. WMJQ-F | 5. WPHD-F |
| 6. WRLT-F | 6. WBLK-F | 6. WYRK-F | 6. WYRK-F | 6. WJYE-F < | 6. WMJQ-F | 6. WBLK-F | 6. WBLK-F | 6. WKSE-F < | 6. WBEN |
| | | 7. WRLT-F | 7. WHTT-F | 7. WHTT-F | 7. WYRK-F | 7. WYRK-F | 7. WBLK-F | 7. WBLK-F | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|---------|---------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 287 (3) | 287 (3) | 17.8 | 11.8 | WDCX-F 99.5 Buffalo 1.2/3.6 |
| AOR/CLASSIC | 13 (2) | 283 (5) | 296 (7) | 18.3 | 19.0 | WHLD 1270 Niagara Falls .4/1.3 |
| AC/OLDSIES/SOFT ROCK | 58 (1) | 239 (2) | 297 (3) | 18.4 | 20.1 | WHTT 1120 Buffalo .4/1.2 |
| MOR/VARIETY/FULL | 210 (3) | | 210 (3) | 13.0 | 16.5 | WLVL 1340 Lockport .5/2.1 |
| | | | | | | WPHD 1400 Buffalo .3/1.8 |
| COUNTRY | 13 (1) | 136 (1) | 149 (2) | 9.2 | 10.3 | WXRL 1300 Lancaster .7/3.0 |
| BLACK/URBAN | 24 (1) | 111 (1) | 135 (2) | 8.4 | 6.8 | |
| BTFL MUSIC/EZ | | 116 (1) | 116 (1) | 7.2 | 7.8 | CFNY-F 102.1 Brampton, ON .3/1.5 |
| NEWS/TALK | | | | | | CHUM-F 104.5 Toronto .3/1.7 |
| NOSTALGIA | 88 (1) | | 88 (1) | 5.5 | 6.0 | CILQ-F 107.1 Toronto .6/2.7 |
| RELIGION/GOSPEL | | 21 (1) | 21 (1) | 1.3 | 1.4 | CJRN 710 Niagara Falls, ON .4/1.2 |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 15 (2) | | 15 (2) | 0.9 | 0.4 | |

421 (11) 1193 (14) 1614 (25)

RADIO STATIONS

| | | | |
|---|----------------|----------------------------|------------------|
| WBEN, 930, 5 KW (DA-N) | , MOR | NBC, \$ 80.00 (Eastman) | Larry Levite |
| WECK, 1230, 1 KW | , NOSTALGIA | CBS, \$ 41.00 (Roslin) | Chet Musialowski |
| 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 | SBA, \$ 16.00 (---) | 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) |
| WBLK-F, 93.7, 50 KW @ 400, BLACK | | CBS-R, \$ 44.00 (Durpetti) | Freddie Patrick |
| 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) | Ron Rice |
| WKSE-F, 98.5, 46 KW @ 380, CHR | | ABC-R, \$ 57.00 (HNWH) | Price |
| WMJQ-F, 102.5, 110 KW @ 1347, CHR | | ABC-C, \$ 51.00 (Eastman) | |
| WPHD-F, 103.3, 49 KW @ 423, AOR | | CBS-R, \$ 49.00 (CBS) | Larry Levite |
| WRLT-F, 96.9, 13 KW @ 890, SOFT AC | | ABC-E, \$ 43.00 (Katz) | Harvey Moore |
| WYRK-F, 106.5, 50 KW @ 390, COUNTRY | | , \$ 63.00 (Mc-Guild) | Stoner |
| WBYR-F, 107.7, 14 KW @ 650, AOR | | Source, \$ 32.00 (Torbet) | (WETHERSFIELD) |
| | | | Kitty Bocock |
| | | | Fred Gregory |

CANTON

Arbitron Rank/Pop (12+): 103/336,300

Stations: 31/9
Diaries: 722/466:1/52.1%
Sample Target: 730
% Below Line: 45.0
% Not Listed: 8.6

1987 Revenue: \$7,500,000
HH Inc.: \$30,591
Retail \$: 2.5 Bil
Pop per Station: 37,367
#1 Biller: WHBC \$2,400,000

MSA Rank/Pop: 113/406,000
Cleveland ADI
Average Person Ratings: 16.9
Market TSL: 22.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WHBC-F (EZ) | 67/11.8 | 17.5 | 15.6 | 16.0 | 14.1 | 15.2 | 81/ 960 | 755/22.5 | 26.4 | 24.5 | 64 | | | WHBC-F |
| 2. WDJQ-F (CHR) | 62/10.9 | 10.7 | 7.4 | 8.4 | 7.4 | 9.4 | 91/1133 | 753/22.4 | 22.1 | 23.1 | 121 | | | WDJQ-F |
| WQXK-F (C) | 62/10.9 | 6.1 | 7.7 | 5.3 | 4.5 | 7.5 | 92/ 954 | 612/18.2 | 10.4 | 14.0 | 118 | | | WQXK-F |
| 4. WHBC (MOR) | 61/10.7 | 12.2 | 12.0 | 14.8 | 14.5 | 12.4 | 64/ 395 | 817/24.3 | 25.7 | 23.5 | 69 | | | WHBC |
| 5. WRQK-F (AOR) | 49/ 8.6 | 5.3 | 6.8 | 7.8 | 9.5 | 7.1 | 60/ 696 | 504/15.0 | 13.4 | 13.4 | 91 | | | WRQK-F |
| 6. WKDD-F (CHR) | 42/ 7.4 | 7.6 | 6.8 | 7.0 | 7.7 | 7.2 | 61/ 907 | 586/17.4 | 18.9 | 15.1 | 73 | | | WKDD-F |
| 7. WMMS-F (AOR) | 20/ 3.5 | 4.4 | 3.6 | 4.5 | 2.9 | 4.0 | 26/ 612 | 418/12.4 | 10.2 | 12.3 | 77 | | | WMMS-F |
| WNIR-F (T) | 20/ 3.5 | 2.3 | 3.4 | 2.3 | 2.6 | 2.9 | 23/ 250 | 211/ 6.3 | 3.6 | 6.1 | 106 | | | WNIR-F |
| 9. WMJI-F (AC) | 16/ 2.8 | 2.7 | 3.9 | 2.7 | 3.3 | 3.0 | 24/ 403 | 273/ 8.1 | 8.0 | 10.9 | 126 | | | WMJI-F |
| 10. WWWE (N/T) | 15/ 2.6 | .8 | .9 | 1.4 | 2.1 | 1.4 | 22/ 343 | 196/ 5.8 | 4.0 | 4.2 | 131 | | | WWWE |

12+ FM SHARE (METRO): 77.88% (405 of 520) (SPG 87: 79.15%)

| 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. WQXK-F | 1. WHBC | 1. WDJQ-F> |
| 2. WDJQ-F> | 2. WDJQ-F | 2. WRQK-F | 2. WQXK-F | 2. WQXK-F> | 2. WHBC > | 2. WHBC-F | 2. WQXK-F< | 2. WDJQ-F | 2. WDJQ-F> | 2. WHBC-F |
| 3. WRQK-F | 3. WQXK-F | 3. WQXK-F> | 3. WRQK-F | 3. WRQK-F | 3. WQXK-F> | 3. WDJQ-F< | 3. WDJQ-F | 3. WHBC-F | 3. WQXK-F | 3. WHBC |
| 4. WMMS-F | 4. WKDD-F> | 4. WKDD-F | 4. WHBC | 4. WHBC | 4. WDJQ-F | 4. WQXK-F> | 4. WRQK-F> | 4. WHBC | 4. WHBC-F | 4. WQXK-F |
| 5. | 5. WMMS-F | 5. WHBC | 5. WHBC-F | 5. WHBC-F | 5. WNIR-F | 5. WKDD-F | 5. WNIR-F | 5. WRQK-F | 5. WRQK-F | 5. |
| | 6. WHBC-F | WHBC-F | | | | | | WKDD-F | WKDD-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. WDJQ-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. WQXK-F> |
| WKDD-F | 2. WKDD-F | 2. WHBC-F | 2. WKDD-F | 2. WQXK-F | 2. WDJQ-F | 2. WQXK-F> | 2. WQXK-F> | 2. WQXK-F | 2. WRQK-F |
| 3. WRQK-F | 3. WRQK-F | 3. WRQK-F | 3. WHBC-F | 3. WHBC-F | WQXK-F | 3. WDJQ-F | 3. WDJQ-F | 3. WDJQ-F> | 3. WDJQ-F |
| 4. WHBC-F | 4. WHBC-F | WKDD-F | WQXK-F> | 4. WKDD-F | 4. | 4. WMMS-F | 4. WHBC | 4. WHBC | 4. WHBC |
| WMMS-F | 5. WQXK-F | 5. WQXK-F | 5. WRQK-F | 5. WHBC | 5. | WONE-F | WMMS-F | 5. | 5. WMJI-F |
| WQXK-F | | | | | | | WONE-F | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|----------|----------|------|----------|---|
| TOP 40/CHR/CONTEMP | | 120 (5) | 120 (5) | 23.1 | 18.7 | WFAH 1310 Alliance .9/2.7 |
| AOR/CLASSIC | | 82 (4) | 82 (4) | 15.8 | 14.5 | WNPQ-F 95.9 New Philadelphia 1.6/5.2 |
| AC/OLDIES/SOFT ROCK | 3 (1) | 30 (3) | 33 (4) | 6.3 | 6.2 | WRCW 1060 Canton .5/1.5 |
| MOR/VARIETY/FULL | 68 (3) | | 68 (3) | 13.1 | 15.1 | WTIG 990 Massillion .9/2.7 |
| COUNTRY | 16 (3) | 70 (3) | 86 (6) | 16.5 | 12.9 | WTOF-F 98.1 Canton .5/2.6 |
| BLACK/URBAN | | 7 (1) | 7 (1) | 1.3 | 4.8 | See Cleveland for more information about the following: |
| BTFL MUSIC/EZ | | 73 (3) | 73 (3) | 14.0 | 20.1 | WDOK-F 1.2/4.3 WNCX-F .5/2.1 |
| NEWS/TALK | 15 (1) | 20 (1) | 35 (2) | 6.7 | 4.6 | WGAR 1.1/3.1 WPHR-F .4/3.1 |
| NOSTALGIA | | | | | | WGAR-F .9/4.0 WRMR .5/2.1 |
| RELIGION/GOSPEL | 10 (1) | 3 (1) | 13 (2) | 2.5 | 3.1 | WLTF-F 1.2/3.5 WZAK-F 1.2/3.6 |
| SPANISH | | | | | | See Akron for more about the following: |
| CLASSICAL | | | | | | WAKR .4/2.1 WHLO 1.8/4.8 |
| JAZZ/NEW AGE/ECLECTIC | | | | | | WDBN-F .7/4.0 WONE-F 1.8/6.7 |
| UNKNOWN/OTHERS | 3 (1) | | 3 (1) | 0.6 | | WSLR .9/3.3 |
| | 115 (10) | 405 (21) | 520 (31) | | | WHOT-F 101.1 Youngstown .9/1.9 |
| | | | | | | WQKT-F 104.5 Wooster .5/5.1 |

RAIO 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 | | ABC-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 | (---) | Tom Bishop |
| WNPQ-F, 95.9, 3 KW @ 230, CHR | | CBS-R, \$ 11.00 | (Regional) | Mortenson (NEW PHILADELPHIA) Dennis Newell |

Other ranked stations - See Cleveland, Akron or Youngstown

CASPER

Arbitron Rank/Pop (12+): 258/57,700

Stations: 5/4
Diaries: 600/96:1/57.4%
Sample Target: 550
% Below Line: 1.1
% Not Listed: 5.6

1987 Revenue: \$2,700,000
HH Inc.: \$34,164
Retail \$: .6 Bill
Pop per Station: 14,425
#1 Biller: NA

MSA Rank/Pop: 346/69,400

ADI # 185

Average Person Ratings: 15.4

Market TSL: 21.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KTRS-F (CHR) | 39/43.8 | --- | 37.6 | --- | 36.4 | ---- | 62/571 | 326/56.5 | --- | 49.7 | 95 | | | KTRS-F |
| 2. KTWO (C) | 18/20.2 | --- | 8.9 | --- | 12.7 | ---- | 24/379 | 201/34.8 | --- | 26.3 | 112 | | | KTWO |
| 3. KVOC (C) | 14/15.7 | --- | 25.7 | --- | 21.8 | ---- | 17/183 | 163/29.2 | --- | 39.0 | 108 | | | KVOC |
| 4. KQLT-F (EZ) | 12/13.5 | --- | 12.9 | --- | 8.2 | ---- | 13/131 | 113/19.6 | --- | 21.4 | 84 | | | KQLT-F |

- 5.
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- 12.
- 13.
- 14.
- 15.

12+ FM SHARE (METRO): 61.90% (52 of 84) (SPG 87: 62.63%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|---|---|---|---|---|---|---|---|---|---|---|
| 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO |

| 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. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO | 1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTRS-F>>>1. KTWO |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|--------|--------|--------|------|----------|
| TOP 40/CHR/CONTEMP | | 39 (1) | 39 (1) | 46.4 | 37.4 |
| AOR/CLASSIC | | 1 (1) | 1 (1) | 1.2 | |
| AC/OLDIES/SOFT ROCK | | | | | 12.1 |
| MOR/VARIETY/FULL | | | | | 9.1 |
| COUNTRY | 32 (2) | | 32 (2) | 38.1 | 26.3 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 12 (1) | 12 (1) | 14.3 | 13.1 |
| NEWS/TALK | | | | | |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | | | | | 1.0 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 32 (2) | 52 (3) | 84 (5) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAZY-F 106.7 Denver 1.1/3.1

MISCELLANEOUS COMMENTS KTWO sold for \$750,000 (E)...
This market is getting rather silly with only 4 stations operating and the rest in bankruptcy...

RADIO STATIONS

| | | | |
|--|------------|--------------------------|-------------------------|
| KATI, 1400, 1 KW | , OFF AIR | ,\$ NA (---) | |
| KTWO, 1030, 50 KW (DA-N) | , COUNTRY | CBS,\$ 15.00 (Katz) | Dave Allen |
| KVOC, 1230, 1 KW | , COUNTRY | ABC-I,\$ 16.00 (Eastman) | Ray Ebert |
| KUYO, 830, 10 KW (Days) | , RELIGION | ,\$ NA (---) | Enterprise (EVANSVILLE) |
| KGRQ-F, 94.5, 65 KW @ 1908, OFF AIR | | ,\$ NA (---) | |
| KQLT-F, 103.7, 59 KW @ 1909, BTFL/EZ | | ,\$ 19.00 (Mc-Guild) | Dan Roberts |
| KTRS-F, 95.5, 100 KW @ 1920, CHR | | ABC-C,\$ 27.00 (Torbet) | Bill Hart |
| KTKL-F, 106.9, 100 KW @ 1833, RELIGION | | ,\$ 8.00 (---) | Don Loucks |

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 190/141,100
 MSA Rank/Pop: 231/165,300
 ADI # 7i (w/Waterloo & Dubuque)
 Average Person Ratings: 15.7
 Market TSL: 21.3 hours

Stations: 15/11
 Diaries: 636/222:1/57.3%
 Sample Target: 575
 % Below Line: 10.4
 % Not Listed: 9.9

1987 Revenue: \$6,900,000
 HH Inc.: \$33,399
 Retail \$: 1.1 Bill
 Pop per Station: 12,827
 #1 Biller: WMT \$1,700,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WMT (MOR) | 46/20.8 | --- | 18.4 | --- | 20.1 | ---- | 135/1253 | 400/28.3 | --- | 31.6 | 59 | | | WMT |
| 2. KHAK A/F (C) | 29/13.1 | --- | 21.3 | --- | 16.9 | ---- | 61/ 747 | 341/24.2 | --- | 24.4 | 120 | | | KHAK A/F |
| 3. WMT-F (AC) | 28/12.7 | --- | 10.0 | --- | 11.2 | ---- | 54/ 680 | 368/26.1 | --- | 25.9 | 144 | | | WMT-F |
| 4. KRNA-F (AOR) | 27/12.2 | --- | 9.2 | --- | 10.3 | ---- | 69/ 754 | 270/19.1 | --- | 19.8 | 129 | | | KRNA-F |
| 5. KQCR-F (AC) | 17/ 7.7 | --- | 13.8 | --- | 11.6 | ---- | 23/ 445 | 338/24.0 | --- | 33.4 | 101 | | | KQCR-F |
| 6. KOKZ-F (CHR) | 12/ 5.4 | --- | 5.4 | --- | 6.3 | ---- | 29/ 564 | 212/15.0 | --- | 17.3 | 48 | | | KOKZ-F |
| 7. KKRQ-F (CHR) | 10/ 4.5 | --- | 5.0 | --- | 5.3 | ---- | 32/ 438 | 193/13.7 | --- | 19.2 | 78 | | | KKRQ-F |
| KCDR (BB) | 10/ 4.5 | --- | 4.6 | --- | 4.9 | ---- | 15/ 132 | 100/ 7.1 | --- | 9.4 | 78 | | | KCDR |
| 9. KCRG (O) | 9/ 4.1 | --- | 4.2 | --- | 5.4 | ---- | 15/ 355 | 199/14.1 | --- | 15.3 | 149 | | | KCRG |
| 10. KFMW-F (CHR) | 8/ 3.6 | --- | 2.9 | --- | --- | ---- | 45/ 686 | 191/13.5 | --- | 12.5 | 47 | | | KFMW-F |

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12+ FM SHARE (METRO): 65.67% (132 of 201) (SPG 87: 69.09%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------------------|------------|------------|--------------|------------|------------|--------------------------|-----------|--------------------|-----------|-----------|
| 1. KOKZ-F >>1. KRNA-F >>1. KRNA-F | 1. WMT-F | 2. WMT-F | 2. KRNA-F | 1. WMT-F | 1. WMT-F | >>1. WMT | >>1. WMT | 1. KHAK-AF <1. WMT | > 1. WMT | >> 1. WMT |
| 2. KQCR-F | 2. WMT-F | 2. WMT-F | 2. KRNA-F | 2. KHAK-AF | 2. KHAK-AF | >2. WMT-F < | WMT-F | 2. KRNA-F | 2. KOKZ-F | 2. KHAK-F |
| KFMW-F | 3. KQCR-F | 3. KHAK-AF | 3. KHAK-AF > | KRNA-F | 3. WMT | 3. KHAK-AF >3. KHAK-AF < | 3. WMT-F | 3. KHAK-F | 3. KHAK-F | 3. WMT-F |
| 4. | 4. KHAK-AF | 4. KQCR-F | 4. KQCR-F | 4. WMT | > 4. KCDR | 4. KRNA-F | 4. KRNA-F | 4. WMT | KRNA-F | 4. |
| 5. | 5. KKRQ-F | 5. | WMT | 5. KQCR-F | 5. | 5. | 5. | 5. | 5. KQCR-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. KKRQ-F | 1. WMT-F | 1. WMT-F | 1. WMT-F | 1. WMT-F > | 1. KRNA-F >>1. KRNA-F >>1. KRNA-F >>1. KRNA-F > | 1. KRNA-F >>1. KRNA-F >>1. KRNA-F >>1. KRNA-F > | 1. KRNA-F >>1. KRNA-F >>1. KRNA-F >>1. KRNA-F > | 1. KRNA-F >>1. KRNA-F >>1. KRNA-F >>1. KRNA-F > | 1. KRNA-F >>1. KRNA-F >>1. KRNA-F >>1. KRNA-F > |
| KQCR-F | KQCR-F | 2. KQCR-F | 2. KQCR-F | 2. KHAK-AF | 2. KQCR-F | 2. WMT-F | 2. WMT-F > | 2. KHAK-AF | 2. KHAK-AF |
| 3. KHAK-AF | 3. KHAK-AF | 3. | 3. KHAK-AF >3. KQCR-F | 3. WMT | 3. | 3. KHAK-AF | 3. WMT-F > | 3. WMT-F > | 3. WMT-F |
| KRNA-F | KKRQ-F | 4. | 4. KKRQ-F | 4. WMT | 4. | 4. KQCR-F | 4. | 4. | 4. WMT |
| KFMW-F | KRNA-F | 5. | 5. KRNA-F | 5. | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|--------|---------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 30 (3) | 30 (3) | 14.9 | 30.0 |
| AOR/CLASSIC | | 27 (1) | 27 (1) | 13.4 | 10.0 |
| AC/OLDIES/SOFT ROCK | 9 (1) | 45 (2) | 54 (3) | 26.9 | 15.5 |
| MOR/VARIETY/FULL | 48 (3) | | 48 (3) | 23.9 | 20.5 |
| COUNTRY | 2 (1) | 29 (2) | 31 (3) | 15.4 | 18.6 |
| BLACK/URBAN | | | | | |
| BTFM MUSIC/EZ | | | | | |
| NEWS/TALK | | | | | |
| NOSTALGIA | 10 (1) | | 10 (1) | 5.0 | 5.0 |
| RELIGION/GOSPEL | | 1 (1) | 1 (1) | 0.5 | 0.9 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 69 (6) | 132 (9) | 201 (15) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|--------------|--------|
| KTOF-F | 104.5 | Cedar Rapids | .5/4.9 |
| KXIC | 800 | Iowa City | .5/3.0 |
| KOEL-F | 92.3 | Oelwein | .9/2.6 |
| WHO | 1040 | Des Moines | .5/2.2 |

MISCELLANEOUS COMMENTS KCFI sold for \$300,000...
 KXIC, KKRQ-F sold by Tom Ingstad for \$2,300,000...
 KHAK A/F sold by Stoner for \$2,500,000...

RAIO STATIONS

| | | | |
|-------------------------------|-------------|----------------------------|---|
| KCOR, 1450, 1 KW (DA-1) | , NOSTALGIA | , \$ 11.00 (Christal) | Mike Dulaney |
| KCRG, 1600, 5 KW (DA-N) | , OLOIES | ABC-I, \$ 12.00 (Masla) | Bob Allen |
| WMT, 600, 5 KW (DA-N) | , MOR | CBS, \$ 42.00 (Katz) | Larry Edwards |
| KHAK-F, 98.1, 100 KW @ 485, | COUNTRY | ABC-E, \$ 36.00 (Christal) | Mary Quass |
| KQCR-F, 102.9, 100 KW @ 350, | CONTEMP/AC | ABC-C, \$ 27.00 (Banner) | Bill Clymer |
| KTOF-F, 104.5, 100 KW @ 550, | RELIGION | MBS, \$ 12.00 (---) | |
| WMT-F, 96.5, 100 KW @ 540, | SOFT AC | CBS-R, \$ 28.00 (Katz) | Larry Edwards |
| KKRQ-F, 100.7, 100 KW @ 1350, | CHR | , \$ 17.00 (K & P) | |
| KRNA-F, 93.9, 100 KW @ 590, | AOR | UPI, \$ 25.00 (Roslin) | (IOWA CITY) Randy Holland Eliot Keller |

Other ranked stations - See Waterloo

CHARLESTON, SC

Arbitron Rank/Pop (12+): 86/403,300

Stations: 21/19
Diaries: 1008/400:1/50.1%
Sample Target: 760
% Below Line: 3.4
% Not Listed: 11.8

1987 Revenue: \$10,700,000
HH Inc.: \$27,882
Retail \$: 2.9 Bil
Pop per Station: 21,226
#1 Biller: WEZL-F \$2,100,000

MSA Rank/Pop: 98/499,000
ADI # 109

Average Person Ratings: 16.9
Market TSL: 22.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WEZL-F (C) | 82/12.1 | 11.7 | 11.9 | 13.5 | 10.9 | ---- | 96/ 919 | 772/19.1 | 22.1 | 18.8 | 106 | 13.4 | 104 | 1057 |
| 2. WKQB-F (CHR) | 61/ 9.0 | 7.3 | 10.9 | 8.6 | 6.0 | ---- | 115/1447 | 899/22.3 | 18.4 | 23.9 | 60 | 12.8 | 99 | 1098 |
| 3. WWHZ-F (B) | 50/ 7.4 | 8.8 | 9.7 | 11.9 | 9.0 | ---- | 60/ 861 | 789/19.6 | 17.4 | 18.4 | 103 | 9.4 | 73 | 908 |
| 4. WXTC-F (AC) | 46/ 6.8 | 7.1 | 6.4 | 6.1 | 7.5 | ---- | 56/ 852 | 695/17.2 | 19.5 | 16.5 | 149 | 4.0 | 31 | 602 |
| WPAL (B) | 46/ 6.8 | 6.7 | 7.1 | 7.4 | 9.3 | ---- | 46/ 490 | 490/12.1 | 15.1 | 12.0 | 88 | 4.8 | 37 | 517 |
| 6. WSSX-F (CHR) | 41/ 6.0 | 5.3 | 7.6 | 10.0 | 11.3 | ---- | 43/ 790 | 757/18.8 | 18.4 | 21.7 | 58 | 6.6 | 51 | 942 |
| 7. WAVF-F (AOR) | 37/ 5.4 | 6.8 | 5.6 | 2.7 | 6.0 | ---- | 38/ 523 | 512/12.7 | 14.9 | 12.4 | 100 | 6.7 | 52 | 587 |
| 8. WMGL-F (B) | 32/ 4.7 | 4.9 | 2.4 | 3.3 | 3.2 | ---- | 33/ 469 | 421/10.4 | 10.1 | 5.8 | 81 | 6.5 | 50 | 751 |
| 9. WXYL-F (AC) | 32/ 4.7 | 4.9 | 6.3 | 5.2 | 4.7 | ---- | 33/ 498 | 284/12.0 | 12.4 | 15.4 | 155 | 4.6 | 36 | 689 |
| 10. WJYQ-F (AC) | 26/ 3.8 | 2.3 | .8 | .8 | .6 | ---- | 27/ 337 | 333/ 8.3 | 6.0 | 3.6 | 171 | 2.3 | 18 | 251 |
| 12. WDXZ-F (EZ) | 26/ 3.8 | 7.1 | 6.4 | 4.1 | 6.2 | ---- | 28/ 379 | 353/ 8.8 | 10.1 | 10.1 | 92 | 4.6 | 36 | 327 |
| 13. WMCJ (B) | 23/ 3.4 | 1.7 | 2.2 | 4.2 | 4.6 | ---- | 23/ 149 | 149/ 3.7 | 2.3 | 2.7 | 79 | 2.8 | 22 | 220 |
| 14. WZJY (R/G) | 17/ 2.5 | --- | --- | --- | --- | ---- | 17/ 145 | 145/ 3.6 | --- | --- | 98 | 1.0 | 8 | 109 |
| 15. WVCN (T) | 14/ 2.1 | 1.4 | 1.5 | 2.5 | 3.1 | ---- | 14/ 203 | 203/ 5.0 | 5.0 | 4.8 | 67 | 1.2 | 9 | 223 |

12+ FM SHARE (METRO): 79.17% (475 of 600) (SPG 87: 80.06%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|------------|------------|------------|-----------|------------------------|------------|------------|------------|------------|-----------|
| 1. WKQB-F>>>1. WKQB-F | 1. WEZL-F< | 1. WEZL-F< | 1. WEZL-F< | 1. WEZL-F | 1. WEZL-F>>>1. WEZL-F> | 1. WEZL-F> | 1. WEZL-F> | 1. WEZL-F> | 1. WKQB-F< | 1. WWHZ-F |
| 2. WMGL-F | 2. WWHZ-F | 2. WWHZ-F | 2. WXTC-F | 2. WXTC-F | 2. WPAL | 2. WKQB-F | 2. WKQB-F | 2. WKQB-F | 2. WWHZ-F | 2. WPAL |
| 3. WSSX-F | 3. WAVF-F | 3. WKQB-F | 3. WXYL-F | 3. WWHZ-F | 3. WDXZ-F | 3. WWHZ-F | 3. WXTC-F | 3. WXTC-F | 3. WMGL-F | 3. WMGL-F |
| 4. WWHZ-AF | 4. WSSX-F | 4. WXTC-F | 4. WWHZ-F | 4. WXYL-F | 4. WXTC-F | 4. WXTC-F | 4. WAVF-F< | 4. WAVF-F< | 4. WSSX-F | 4. WXYL-F |
| 5. WXTC-F | 5. WXTC-F | 5. WAVF-F< | 5. WJYQ-F | 5. WJYQ-F | 5. WMCJ | 5. WPAL | 5. WOXZ-F | 5. WXYL-F< | 5. WEZL-F | 5. WXTC-F |
| | | 6. WSSX-F | 6. WPAL | | 6. WJYQ-F | | | 6. WSSX-F | | 6. WAVF-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. WWHZ-F | 1. WWHZ-F | 1. WXTC-F> | 1. WXTC-F | 1. WXTC-F | 1. WKQB-F | 1. WAVF-F | 1. WAVF-F | 1. WAVR-F | 1. WEZL-F |
| 2. WKQB-F< | 2. WXTC-F | 2. WKQB-F< | 2. WEZL-F | 2. WEZL-F | 2. WSSX-F | 2. WKQB-F | 2. WXYL-F< | 2. WEZL-F | 2. WXYL-F |
| 3. WSSX-F< | 3. WKQB-F | 3. WJYQ-F | 3. WWHZ-F | 3. WJYQ-F | 3. WAVF-F | 3. WSSX-F | 3. WWHZ-F< | 3. WXYL-F | 3. WWHZ-F |
| 4. WMGL-F | 4. WSSX-F | 4. WWHZ-F | 4. WKQB-F | 4. WPAL | 4. WWHZ-F | 4. WWHZ-F | 4. WXTC-F< | 4. WKQB-F | 4. WAVF-F |
| 5. WXTC-F | 5. WEZL-F | 5. WSSX-F | 5. WPAL | 5. WKQB-F | 5. WXYL-F | 5. WMGL-F | 5. WWHZ-F | 5. WWHZ-F | 5. WXTC-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|---------|----------|----------|------|----------|
| TOP 40/CHR/CONTEMP | | 102 (2) | 102 (2) | 17.0 | 20.4 |
| AOR/CLASSIC | | 37 (1) | 37 (1) | 6.2 | 6.2 |
| AC/OLDIES/SOFT ROCK | 6 (1) | 104 (3) | 110 (4) | 18.3 | 8.0 |
| MOR/VARIETY/FULL | | | | | 2.3 |
| COUNTRY | 4 (1) | 92 (2) | 96 (3) | 16.0 | 23.6 |
| BLACK/URBAN | 71 (3) | 114 (4) | 185 (7) | 30.8 | 28.0 |
| BTFL MUSIC/EZ | | 26 (1) | 26 (1) | 4.3 | 7.1 |
| NEWS/TALK | 14 (1) | | 14 (1) | 2.3 | 1.7 |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | 30 (2) | | 30 (2) | 5.0 | 2.0 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | 0.6 |
| | 125 (B) | 475 (13) | 600 (21) | | |

RADIO STATIONS

| | | | | | |
|---|-----------|----------------------|------------|------------|----------------------------|
| WVCN, 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 | (Roslin) | | 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 | (Republic) | | (ST. GEORGE) Steve Judy |
| 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 | (Republic) | | (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, BLACK | | MBS,\$ 22.00 | (Christal) | Jones | Larry Kirby |
| WWWZ-F, 93.5, 3 KW @ 300, BLACK | | SBN,\$ 46.00 | (MNWH) | | (SUMMERSVILLE) Dean Mutter |
| WXYL-F, 102.5, 100 KW @ 550, OLDIES | | US 1,\$ 32.00 | (Torbet) | 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 | (--- | Media Cap | (MONCK'S CORNER) |

MISCELLANEOUS COMMENTS WCCG-F (Folly Beach) sold to Lynn Martin for \$2,000,000 (MVP)... WCCG-F changed calls to WY88-F and signed on the air late June with and AC format at 98.1 with 50 KW...

CHARLESTON, WV

Arbitron Rank/Pop (12+): 144/223,600
 MSA Rank/Pop: 162/265,800
 ADI # 47 (w/Huntington)
 Average Person Ratings: 14.4
 Market TSL: 20.0 hours

Stations: 14/12
 Diaries: 611/366:1/60.1%
 Sample Target: 610
 % Below Line: 2.8
 % Not Listed: 7.8

1987 Revenue: \$8,100,000
 HH Inc.: \$29,887
 Retail \$: 1.94 bil
 Pop per Station: 18,633
 #1 Biller: WQBE A/F \$1,800,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WQBE-F (C) | 64/19.9 | --- | 18.3 | --- | 16.1 | ---- | 153/1561 | 556/24.9 | --- | 26.1 | 99 | | | WQBE-F |
| 2. WVAF-F (AC) | 52/16.1 | --- | 13.6 | --- | 12.3 | ---- | 73/1013 | 606/27.1 | --- | 29.8 | 144 | | | WVAF-F |
| 3. WVSR-F (CHR) | 50/15.5 | --- | 15.9 | --- | 15.0 | ---- | 74/ 997 | 595/26.6 | --- | 29.4 | 69 | | | WVSR-F |
| 4. WKLC-F (AOR) | 32/ 9.9 | --- | 11.3 | --- | 8.6 | ---- | 80/1254 | 456/20.4 | --- | 21.0 | 97 | | | WKLC-F |
| 5. WCHS (MOR) | 24/ 7.5 | --- | 6.4 | --- | 5.9 | ---- | 31/ 551 | 378/16.9 | --- | 17.6 | 97 | | | WCHS |
| WCAW (C) | 24/ 7.5 | --- | 8.7 | --- | 12.1 | ---- | 30/ 443 | 312/14.0 | --- | 15.9 | 53 | | | WCAW |
| 7. WVNS-F (AC) | 15/ 4.7 | --- | 11.0 | --- | 9.1 | ---- | 19/ 304 | 229/10.2 | --- | 14.8 | 119 | | | WVNS-F |
| 8. WQBE (C) | 9/ 2.8 | --- | 2.0 | --- | 1.9 | ---- | 11/ 180 | 147/ 6.6 | --- | 7.4 | 82 | | | WQBE |
| 9. WLZT-F (?) | 8/ 2.5 | --- | 2.0 | --- | 1.1 | ---- | 15/ 397 | 232/10.4 | --- | 5.4 | 160 | | | WLZT-F |

12+ FM SHARE (METRO): 79.12% (235 of 297) (SPG 87: 79.75%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|----------------------|-----------|-----------|------------|-----------|----------------------|-----------|-----------|-----------|-----------|------------|
| 1. WVSR-F>>1. WVSR-F | 1. WVAF-F | 1. WVAF-F | 1. WVAF-F> | 1. WVAF-F | 1. WQBE-F>>1. WQBE-F | 1. WQBE-F | 1. WQBE-F | 1. WQBE-F | 1. WQBE-F | 1. WVSR-F> |
| 2. WKLC-F | 2. WKLC-F | 2. WQBE-F | 2. WQBE-F> | 2. WQBE-F | 2. WVAF-F | 2. WVAF-F | 2. WVAF-F | 2. WVAF-F | 2. WVSR-F | 2. WKLC-F |
| 3. WVAF-F | 3. WVAF-F | 3. WVSR-F | 3. WVSR-F< | 3. WVSR-F | 3. WCAW | 3. WVSR-F | 3. WVSR-F | 3. WVAF-F | 3. WVAF-F | 3. WCHS |
| 4. 4. WQBE-F | 4. WKLC-F | 4. WKLC-F | 4. WKLC-F | 4. WKLC-F | 4. WCHS | 4. WCAW | 4. WKLC-F | 4. WKLC-F | 4. WQBE-F | 4. WQBE-F |
| 5. 5. | 5. | 5. | 5. | 5. | 5. | 5. WCHS | 5. WCAW | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 50 (1) | 50 (1) | 16.8 | 18.1 | WJYP-F 100.9 S. Charleston 1.6/4.6 |
| AOR/CLASSIC | | 32 (1) | 32 (1) | 10.8 | 12.0 | WKAZ 1300 St. Albans .3/2.2 |
| AC/OLDIES/SOFT ROCK | 4 (1) | 70 (3) | 74 (4) | 24.9 | 15.0 | WTIP 1240 Charleston 1.2/4.1 |
| MOR/VARIETY/FULL | 24 (1) | | 24 (1) | 8.1 | 6.7 | |
| COUNTRY | 33 (2) | 64 (1) | 97 (3) | 32.7 | 32.8 | WAEZ-F 106.3 Milton 1.9/2.1 |
| BLACK/URBAN | | | | | | WAMX-F 93.7 Ashland .9/1.5 |
| BTFL MUSIC/EZ | | 6 (1) | 6 (1) | 2.0 | 11.7 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | | | | | 0.9 | |
| RELIGION/GOSPEL | | 5 (1) | 5 (1) | 1.7 | 2.8 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 3.0 | |
| | 62 (5) | 235 (9) | 297 (14) | | | |

MISCELLANEOUS COMMENTS WXIT, WVCM-F (Miami) sold for \$1,400,000... WVCM changes to WLZT (April)... WBES changes to WVNS and format from BTFL to EZ (December)...

RAIO STATIONS

| | | | | |
|------------------------------------|---------|----------------------|-----------------|---------------|
| WCAW, 680, 50 KW/250 W (DA-N) | COUNTRY | ,\$ 29.00 (Banner) | Capitol-Johnson | Earl Buck |
| WCHS, 580, 5 KW (DA-N) | MOR | ,\$ 30.00 (Torbet) | | Don Robertson |
| WQBE, 950, 5 KW/1 KW (OA-N) | COUNTRY | ,\$ NA (Mc-Guild) | Nininger | Bob Turley |
| WKLC-F, 105.1, 50 KW @ 500, AOR | | ,\$ 35.00 (HNWH) | | Tony Bishop |
| WQBE-F, 97.5, 50 KW @ 500, COUNTRY | | ,\$ 47.00 (Mc-Guild) | Nininger | Bob Turley |
| WVAF-F, 99.9, 50 KW @ 490, AC | | ,\$ 43.00 (Banner) | Capitol-Johnson | Earl Buck |
| WVNS-F, 96.1, 50 KW @ 360, BTFL/EZ | | ,\$ 26.00 (Torbet) | | Don Robertson |
| WVSR-F, 102.7, 50 KW @ 420, CHR | | ,\$ 41.00 (Eastman) | Ardman | Jack Alix |

CHARLOTTE

Arbitron Rank/Pop (12+): 41/895,400

Stations: 24/20
Diaries: 1200/746:1/50.1%
Sample Target: 1130
% Below Line: 2.5
% Not Listed: 11.4

1987 Revenue: \$27,100,000
HH Inc.: \$31,563
Retail \$: 7.7 Bil
Pop per Station: 44,770
#1 Biller: WEZC-F \$4,700,000

MSA Rank/Pop: 44/1,080,000
ADI # 31
Average Person Ratings: 16.2
Market TSL: 21.8 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WSOC-F (C) | 199/13.7 | 14.4 | 12.1 | 10.8 | 12.2 | 12.8 | 369/4267 | 2393/26.7 | 23.7 | 26.0 | 104 | 13.4 | 227 | 2516 | WSOC-F |
| 2. WCKZ-F (U/CHR) | 144/ 9.9 | 6.6 | 3.3 | 3.7 | 4.5 | 5.8 | 222/2759 | 1675/18.7 | 8.7 | 8.7 | 67 | 15.2 | 258 | 2258 | WCKZ-F |
| 3. WRFX-F (AOR) | 124/ 8.6 | 5.8 | 8.1 | 7.7 | 7.8 | 7.6 | 169/2020 | 1432/16.0 | 13.4 | 13.9 | 114 | 9.0 | 152 | 1613 | WRFX-F |
| 4. WPEG-F (B) | 120/ 8.3 | 10.5 | 14.2 | 13.7 | 11.9 | 11.7 | 153/1942 | 1535/17.1 | 16.5 | 17.6 | 102 | 10.9 | 184 | 1994 | WPEG-F |
| 5. WBT (MOR) | 97/ 6.7 | 5.8 | 7.0 | 7.1 | 8.0 | 6.7 | 109/1437 | 1206/13.5 | 14.2 | 17.1 | 81 | 4.6 | 78 | 1198 | WBT |
| 6. WEZC-F (AC) | 90/ 6.2 | 7.6 | 6.2 | 7.2 | 6.5 | 6.8 | 129/1752 | 1231/13.7 | 15.1 | 16.1 | 144 | 4.4 | 75 | 1156 | WEZC-F |
| 7. WLVK-F (C) | 85/ 5.9 | 6.9 | 6.7 | 7.3 | 7.1 | 6.7 | 194/2299 | 1138/12.7 | 14.1 | 14.3 | 131 | 6.6 | 111 | 1215 | WLVK-F |
| 8. WBCY-F (CHR) | 85/ 5.9 | 5.9 | 6.5 | 5.3 | 5.1 | 5.9 | 195/2273 | 1345/15.0 | 18.9 | 15.0 | 90 | 5.0 | 84 | 1647 | WBCY-F |
| 9. WWMG-F (AC) | 84/ 5.8 | 4.2 | 5.2 | 5.1 | 5.6 | 5.1 | 146/1692 | 923/10.3 | 9.1 | 10.6 | 164 | 3.8 | 64 | 839 | WWMG-F |
| 10. WROQ-F (CHR) | 75/ 5.2 | 5.1 | 6.3 | 8.4 | 7.6 | 6.3 | 123/2125 | 1145/12.8 | 18.0 | 16.7 | 75 | 7.0 | 119 | 1682 | WROQ-F |
| 11. WRLX-F (EZ) | 50/ 3.4 | 4.1 | 3.6 | .5 | --- | 2.9 | 94/1305 | 712/ 8.0 | 7.0 | --- | 79 | 3.2 | 54 | 571 | WRLX-F |
| 12. WQCC (R/G) | 27/ 1.9 | 1.3 | .6 | .4 | .8 | 1.1 | 27/ 187 | 187/ 2.1 | 2.4 | 2.1 | 100 | .9 | 15 | 149 | WQCC |
| 13. WGIV (B) | 21/ 1.4 | 1.7 | 2.0 | 1.8 | 1.1 | 1.7 | 21/ 336 | 336/ 3.8 | 5.2 | 4.0 | 114 | .5 | 9 | 207 | WGIV |

12+ FM SHARE (METRO): 85.51% (1098 of 1284) (SPG 87: 82.44%)

| 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. WRFX-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. WROQ-F | 2. WCKZ-F | 2. WSOC-F | 2. WRFX-F | 2. WRFX-F | 2. WBT | 2. WBT | 2. WEZC-F | 2. WCKZ-F | 2. WPEG-F | 2. WBT |
| 3. WPEG-F | 3. WPEG-F | 3. WPEG-F | 3. WWMG-F | 3. WWMG-F | 3. WLVK-F | 3. WRFX-F | 3. WRFX-F | 3. WRFX-F | 3. WSOC-F | 3. WCKZ-F |
| 4. WBCY-F | 4. WSOC-F | 4. WCKZ-F | 4. WEZC-F | 4. WEZC-F | 4. WRLX-F | 4. WCKZ-F | 4. WCKZ-F | 4. WWMG-F | 4. WRFX-F | 4. WRFX-F |
| 5. | 5. WBCY-F | 5. WEZC-F | 5. WPEG-F | 5. WPEG-F | 5. WPEG-F | 5. WEZC-F | 5. WWMG-F | 5. WBCY-F | 5. WBT | 5. WBT |
| | 6. WWMG-F | 6. WWMG-F | 6. WLVK-F | 6. WLVK-F | 6. WEZC-F | 6. WPEG-F | 6. WLVK-F | 6. WLVK-F | | |
| | 7. WEZC-F | | | | | 7. WLVK-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. WCKZ-F> | 1. WEZC-F | 1. WEZC-F | 1. WEZC-F | 1. WSOC-F | 1. WRFX-F>>1. WRFX-F>>1. WRFX-F> | 1. WRFX-F> | 1. WRFX-F> | 1. WRFX-F> | 1. WSOC-F |
| 2. WBCY-F | 2. WPEG-F | 2. WPEG-F | 2. WSOC-F | 2. WEZC-F | 2. WCKZ-F | 2. WWMG-F | 2. WWMG-F | 2. WSOC-F | 2. WRFX-F |
| 3. WPEG-F | 3. WCKZ-F | 3. WPEG-F | 3. WPEG-F | 3. WPEG-F | 3. WBCY-F | 3. WCKZ-F | 3. WSOC-F | 3. WWMG-F | 3. WWMG-F |
| | 4. WBCY-F | 4. WBCY-F | 4. WCKZ-F | 4. WWMG-F | 4. WSOC-F | 4. WCKZ-F | 4. WCKZ-F | 4. WCKZ-F | 4. WLVK-F |
| | 5. WSOC-F | 5. WSOC-F | 5. WBCY-F | 5. WLVK-F | 5. WPEG-F | 5. WBCY-F | 5. WBCY-F | 5. WPEG-F | 5. WCKZ-F |
| | 6. WRFX-F | 6. WRFX-F | 7. WWMG-F | 6. WBCY-F | | | 6. WLVK-F | 6. WLVK-F | 6. WPEG-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % |
|-----------------------|---------|---------|---------|------|--------|---|
| TOP 40/CHR/CONTEMP | | 160 (2) | 160 (2) | 12.5 | 15.7 | |
| AOR/CLASSIC | | 139 (2) | 139 (2) | 10.8 | 10.2 | |
| AC/OLOIES/SOFT ROCK | | 180 (3) | 180 (3) | 14.0 | 19.7 | |
| MOR/VARIETY/FULL | 104 (2) | | 104 (2) | 8.1 | 9.3 | |
| COUNTRY | 8 (1) | 289 (3) | 297 (4) | 23.1 | 23.3 | |
| BLACK/URBAN | 21 (1) | 264 (2) | 285 (3) | 22.2 | 15.6 | |
| BTFM MUSIC/EZ | | 57 (2) | 57 (2) | 4.4 | 0.9 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | | | | | | |
| RELIGION/GOSPEL | 48 (4) | 9 (1) | 57 (5) | 4.4 | 3.3 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 5 (1) | | 5 (1) | 0.4 | 2.0 | |

RADIO STATIONS

| | | | | | |
|--|------------|-------------------|------------|-----------------|-----------------------------|
| WAES, 610, 5 KW/1 KW (DA-2) | , OLOIES | , \$ NA | (Republic) | CRB | Richard Henshaw |
| WAME, 1480, 5 KW (DA-2) | , RELIGION | , \$ 15.00 | (---) | Swaggert | Jon Hamilton |
| WBT, 1110, 50 KW (DA-N) | , MOR/AC | MBS,NBC, \$ 80.00 | (Banner) | Jeff-Pilot | Tony Renaud |
| WGIV, 1600, 1 KW (DA-2) | , BLACK | NBN, \$ 26.00 | (HNWH) | | Glenn Bryant |
| WGSP, 1310, 1 KW (DAYS,OA) | , ? ? | , \$ 16.00 | (---) | | |
| WHVN, 1240, 1 KW (DA-1) | , RELIGION | NBC,ABC-I, \$ NA | (---) | Buck | Tom Gentry |
| WQCC, 1540, 1 KW (DAYS) | , GOSPEL | , \$ NA | (Savalli) | | Wayne Hammond |
| WSOC, 930, 5 KW/1 KW (DA-N) | , COUNTRY | , \$ NA | (Christal) | Cox | Gregg Lindahl |
| WBCY-F, 107.9, 97 KW @ 970, CHR | | , \$ 71.00 | (Banner) | Jeff-Pilot | Tony Renaud |
| WEZC-F, 104.7, 100 KW @ 1230, AC | | , \$109.00 | (MMR) | EZ | Jake Gurley |
| WLVK-F, 96.9, 100 KW @ 1554, COUNTRY | | ABC-E, \$ 65.00 | (Torbet) | Capitol-Johnson | Mike Buxser |
| WROQ-F, 95.1, 100 KW @ 570, CHR | | US 1, \$ 60.00 | (Republic) | CRB | Richard Henshaw |
| WSOC-F, 103.7, 100 KW @ 1040, COUNTRY | | , \$120.00 | (Christal) | Cox | Gregg Lindahl |
| WCKZ-F, 101.9, 100 KW @ 870, URBAN/CHR | | US 2, \$ 50.00 | (Durpetti) | Beasley | |
| WPEG-F, 97.9, 50 KW @ 390, BLACK | | CBS-R, \$ 70.00 | (HNWH) | | (CONCORD) Dave Urbach |
| WRFX-F, 99.7, 100 KW @ 1044, AOR | | , \$ 56.00 | (Mc-Guild) | Metroplex | (KANNAPOLIS) Steve Godofsky |
| WWMG-F, 96.1, 100 KW @ 1745, AC/OLOIES | | , \$ 45.00 | (Katz) | Voyager | (SHELBY) Tom Hunt |
| WXRC-F, 95.7, 100 KW @ 1275, AOR | | ABC-R, \$ 30.00 | (Southern) | | (HICKORY) Maynard Taylor |
| WRLX-F, 102.9, 31 KW @ 1535, BTFM/EZ | | , \$ 28.00 | (CBS) | Keymarket | (HICKORY) Scott Davis |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|----------------|---------|
| WHVN | 1240 | Charlotte | .3/1.6 |
| WLON | 1050 | Lincolnton | .5/1.0 |
| WNOW | 1030 | Mint Hill | .6/1.1 |
| WRDX-F | 106.5 | Salisbury | .4/2.1 |
| WRNA | 1140 | China Grove | .6/1.4 |
| WSOC | 930 | Charlotte | .6/2.2 |
| WSTP | 1490 | Salisbury | .3/1.2 |
| WXRC-F | 95.7 | Hickory | 1.0/3.1 |
| WMIT-F | 106.9 | Black Mountain | .6/3.1 |
| WSPA-F | 98.9 | Spartanburg | .5/1.6 |
| WTQR-F | 104.1 | Winston-Salem | .3/1.4 |

MISCELLANEOUS COMMENTS WLIT changes calls to WCKZ-F... WCKZ-F changes format from AC to BTFM... WQCC sold for \$431,000... WGIV, WPEG-F sold to Broadcast Partners from Dorton for \$13,500,000 (E)... WAES, WROQ-F from CRB to Adams for \$11,500,000 (Blackburn)...

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/356,800

Stations: 15/15
Diaries: 883/404:1/48.3%
Sample Target: 760
% Below Line: 0
% Not Listed: 11.3

1987 Revenue: \$11,200,000
HH Inc.: \$27,241
Retail \$: 2.9 Bill
Pop per Station: 23,787
#1 Biller: WSKZ-F, WUSY-F \$2,100,000

MSA Rank/Pop: 109/433,000
AQI # 80
Average Person Ratings: 16.6
Market TSL: 22.5 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WSKZ-F (CHR) | 109/18.4 | 16.0 | 19.2 | 18.8 | 17.4 | 18.1 | 177/2148 | 1190/33.4 | 34.1 | 30.2 | 67 | 24.4 | 162 | 1326 | WSKZ-F |
| 2. WUSY-F (C) | 80/13.5 | 14.2 | 11.6 | 14.2 | 11.8 | 13.4 | 206/1815 | 820/23.0 | 21.7 | 21.4 | 127 | 12.1 | 80 | 804 | WUSY-F |
| 3. WDEF-F (EZ) | 64/10.8 | 11.0 | 10.3 | 10.7 | 9.9 | 10.7 | 99/1078 | 743/20.8 | 21.2 | 19.2 | 66 | 6.6 | 44 | 510 | WDEF-F |
| 4. WOOD-F (C) | 61/10.3 | 9.4 | 8.0 | 8.2 | 8.7 | 9.0 | 73/ 957 | 647/18.1 | 21.2 | 19.6 | 142 | 8.7 | 58 | 768 | WOOD-F |
| 5. WJTT-F (S) | 50/ 8.4 | 7.9 | 4.5 | 6.0 | 6.4 | 6.7 | 52/ 449 | 405/11.4 | 10.8 | 13.6 | 96 | 10.7 | 71 | 655 | WJTT-F |
| 6. WLMX-F (AC) | 45/ 7.6 | 9.7 | 14.3 | 10.6 | 9.4 | 10.6 | 52/ 792 | 681/19.1 | 24.4 | 21.1 | 118 | 9.8 | 65 | 962 | WLMX-F |
| 7. WYVY-F (AC/U) | 30/ 5.1 | 3.6 | 3.5 | 4.2 | 6.1 | 4.1 | 30/ 451 | 409/11.5 | 7.2 | 9.0 | 122 | 3.6 | 24 | 349 | WYVY-F |
| 8. WNOO (B/G) | 25/ 4.2 | 2.5 | 5.5 | 3.8 | 5.4 | 4.0 | 25/ 241 | 241/ 6.8 | 6.9 | 8.7 | 102 | 4.1 | 27 | 245 | WNOO |
| WDEF (MOR) | 25/ 4.2 | 6.1 | 3.6 | 5.5 | 4.6 | 4.9 | 27/ 341 | 334/ 9.4 | 10.9 | 9.8 | 60 | 2.6 | 17 | 204 | WDEF |
| 10. WOOD (C) | 12/ 2.0 | 3.1 | 2.3 | 2.0 | 3.0 | 2.4 | 14/ 314 | 254/ 7.1 | 5.9 | 7.7 | 110 | 3.0 | 20 | 300 | WOOD |
| 11. WGOW (AC) | 9/ 1.5 | 2.2 | 1.2 | 1.3 | 2.5 | 1.6 | 9/ 250 | 227/ 6.4 | 5.6 | 6.7 | 107 | 1.4 | 9 | 127 | WGOW |

12+ FM SHARE (METRO): 83.62% (439 of 525) (SPG 87: 77.51%)

| 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. WSKZ-F>>1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F |
| 2. WJTT-F>>2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F |
| 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F |
| 4. WUSY-F> | 4. WUSY-F> | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F |
| 5. WJTT-F | 5. WJTT-F | 5. WJTT-F | 5. WJTT-F | 5. WJTT-F | 5. WJTT-F | 5. WJTT-F | 5. WJTT-F | 5. WJTT-F | 5. WJTT-F | 5. WJTT-F |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|---------------------------------|----------------------|-----------|-----------|-----------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| 1. WSKZ-F>>1. WSKZ-F>>1. WSKZ-F | 1. WSKZ-F>>1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F | 1. WSKZ-F>>1. WSKZ-F>>1. WSKZ-F | 1. WSKZ-F>>1. WSKZ-F>>1. WSKZ-F | 1. WSKZ-F>>1. WSKZ-F>>1. WSKZ-F | 1. WSKZ-F>>1. WSKZ-F>>1. WSKZ-F | 1. WSKZ-F>>1. WSKZ-F>>1. WSKZ-F |
| 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F | 2. WLMX-F |
| 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F | 3. WJTT-F |
| 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F | 4. WUSY-F |
| 5. WOOD-F | 5. WOOD-F | 5. WOOD-F | 5. WOOD-F | 5. WOOD-F | 5. WOOD-F | 5. WOOD-F | 5. WOOD-F | 5. WOOD-F | 5. WOOD-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|--|--------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP AOR/CLASSIC | | 109 (1) | 109 (1) | 20.8 | 19.4 | WDXB 1490 Chattanooga 1.0/3.7 |
| AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL | 9 (1) | 75 (2) | 84 (3) | 16.0 | 14.6 | WFLI 1070 Lookout Mountain .7/3.5 |
| | 25 (1) | | 25 (1) | 4.8 | 5.1 | WGVT 980 Rossville .3/1.6 |
| | | | | | | WQCH 1590 Lafayette .5/2.0 |
| COUNTRY | 15 (2) | 141 (2) | 156 (4) | 29.7 | 27.4 | |
| BLACK/URBAN | 25 (1) | 50 (1) | 75 (2) | 14.3 | 12.6 | |
| BTFL MUSIC/EZ NEWS/TALK | | 64 (1) | 64 (1) | 12.2 | 11.0 | |
| NOSTALGIA RELIGION/GOSPEL | 6 (2) | | 6 (2) | 1.1 | 7.1 | |
| SPANISH CLASSICAL JAZZ/NEW AGE/ECLECTIC UNKNOWN/OTHERS | 6 (1) | | 6 (1) | 1.1 | 1.5 | |
| | 86 (8) | 439 (7) | 525 (15) | | | |

MISCELLANEOUS COMMENTS WNOO-F changes calls to WYVY-F (February)...

RADIO STATIONS

| | | | | | |
|-------------------------------|-----------------|------------------|------------|-------------|--------------|
| WDEF, 1370, 5 KW (DA-N) | , MOR | CBS,NBC,\$ 35.00 | (Katz) | Park | M. Fuquay |
| WOOD, 1310, 5 KW (DA-N) | , COUNTRY | ABC-E,\$ 24.00 | (Banner) | Bahake1 | |
| 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 | Don Newberg |
| WNOO, 1260, 5 KW (DAYS) | , BLACK | SBN,\$ 15.00 | (K & P) | | John Rhea |
| WDEF-F, 92.3, 100 KW @ 895, | BTFL/EZ | ABC-D,\$ 46.00 | (Katz) | Park | M. Fuquay |
| WOOD-F, 96.5, 100 KW @ 1080, | COUNTRY | ABC-E,\$ 48.00 | (Banner) | Bahake1 | |
| WJTT-F, 94.3, 3 KW @ 300, | BLACK | CBS-R,\$ 30.00 | (HNWH) | | Johnny Eagle |
| WLMX-F, 105.5, 3 KW @ 300, | AC | ,\$ 52.00 | (Republic) | | Paul Fink |
| WSKZ-F, 106.5, 100 KW @ 1076, | CHR | ,\$ 78.00 | (Christal) | Bloomington | Don Newberg |
| WUSY-F, 100.7, 100 KW @ 500, | COUNTRY | MBS,\$ 55.00 | (Mc-Guild) | Colonial | Sammy George |
| WYVY-F, 102.3, 3 KW @ 285, | OLDIES/AC/URBAN | ,\$ 26.00 | (K & P) | | John Rhea |

CHICAGO

Arbitron Rank/Pop (12+): 3/6,692,400

Stations: 37/37

1987 Revenue: \$192,000,000

MSA Rank/Pop: 3/8,140,000

Diaries: 3273/2045:1/51.9%

HH Inc.: \$38,507

ADI # 3

Sample Target: 3120

Retail \$: 51.2 Bil

Average Person Ratings: 17.7

% Below Line: 0

Pop per Station: 180,876

Market TSL: 23.3 hours

% Not Listed: 9.6

#1 Biller: WGN \$31,000,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WGCI-F (B/U) | 1096/9.2 | 9.2 | 8.0 | 8.2 | 8.6 | 8.7 | 1098/10456 | 10353/15.5 | 15.1 | 15.2 | 105 | 11.5 | 1417 | 13394 | WGCI-F |
| 2. WGN (T) | 1065/9.0 | 9.2 | 8.0 | 9.7 | 8.4 | 9.0 | 1276/16603 | 13282/19.8 | 19.8 | 20.8 | 63 | 8.0 | 988 | 12150 | WGN |
| 3. WBBM (N) | 631/5.7 | 6.3 | 6.3 | 6.3 | 5.7 | 6.2 | 783/14050 | 12055/18.0 | 19.8 | 18.1 | 65 | 5.7 | 703 | 8902 | WBBM |
| 4. WLUP-F (AOR) | 598/5.0 | 4.1 | 4.5 | 3.6 | 3.7 | 4.3 | 624/ 9171 | 8865/13.2 | 12.0 | 11.6 | 116 | 5.6 | 687 | 7246 | WLUP-F |
| 5. WXEZ-F (EZ) | 570/4.8 | 4.8 | 5.4 | 5.3 | 5.3 | 5.1 | 578/ 7232 | 7099/10.6 | 10.7 | 11.1 | 75 | 3.3 | 411 | 4624 | WXEZ-F |
| 6. WCKG-F (AOR) | 527/4.4 | 2.6 | 3.4 | 3.7 | 2.9 | 3.5 | 553/ 8121 | 7794/11.6 | 9.4 | 8.1 | 114 | 4.4 | 543 | 7368 | WCKG-F |
| 7. WLAK-F (AC) | 482/4.1 | 3.5 | 3.7 | 3.3 | 4.2 | 3.7 | 486/ 6842 | 6708/10.0 | 10.0 | 11.3 | 134 | 2.9 | 358 | 4259 | WLAK-F |
| 8. WBBM-F (CHR) | 443/3.7 | 4.2 | 3.9 | 4.1 | 3.8 | 4.0 | 455/10268 | 9981/14.9 | 15.0 | 14.4 | 59 | 5.3 | 652 | 9519 | WBBM-F |
| 9. WJMK-F (O) | 438/3.7 | 3.4 | 2.7 | 2.9 | 2.9 | 3.2 | 474/ 7742 | 7223/10.8 | 8.8 | 8.6 | 146 | 3.7 | 460 | 6631 | WJMK-F |
| 10. WYTZ-F (CHR) | 413/3.5 | 3.8 | 3.9 | 3.5 | 2.7 | 3.7 | 437/ 8574 | 8248/12.3 | 12.5 | 10.9 | 57 | 5.0 | 613 | 11466 | WYTZ-F |
| 11. WCLR-F (AC) | 407/3.4 | 3.4 | 3.0 | 2.7 | 3.0 | 3.1 | 424/ 6622 | 6335/ 9.5 | 9.7 | 9.8 | 135 | 2.3 | 285 | 3780 | WCLR-F |
| 12. WBMX-F (B/U) | 362/3.0 | 4.3 | 4.5 | 5.1 | 4.4 | 4.2 | 370/ 7126 | 6976/10.4 | 12.4 | 11.6 | 83 | 5.5 | 671 | 9606 | WBMX-F |
| 13. WKQX-F (AC) | 351/3.0 | 2.0 | 2.5 | 2.9 | 3.2 | 2.6 | 368/ 7414 | 7215/10.8 | 10.9 | 11.4 | 127 | 2.7 | 334 | 7756 | WKQX-F |
| 14. WUSN-F (C) | 330/2.8 | 2.6 | 2.6 | 2.6 | 3.3 | 2.7 | 339/ 4841 | 4646/ 6.9 | 6.3 | 8.0 | 114 | 2.5 | 306 | 3524 | WUSN-F |
| 15. WJJD (38) | 315/2.7 | 3.2 | 3.3 | 2.7 | 2.6 | 3.0 | 342/ 4119 | 3730/ 5.6 | 5.6 | 5.5 | 33 | 2.2 | 275 | 2702 | WJJD |
| 16. WXRT-F (AOR) | 295/2.5 | 2.2 | 2.5 | 2.4 | 2.7 | 2.4 | 303/ 4218 | 4076/ 6.1 | 6.2 | 7.0 | 144 | 2.6 | 315 | 3777 | WXRT-F |
| 17. WLUP (T) | 268/2.3 | 2.6 | 2.1 | 1.9 | 1.2 | 2.2 | 311/ 4674 | 4107/ 6.1 | 5.7 | 4.6 | 143 | 2.8 | 348 | 2770 | WLUP |
| 18. WFYR-F (AC/O) | 252/2.1 | 2.2 | 2.0 | 2.9 | 2.6 | 2.3 | 263/ 6222 | 5927/ 8.9 | 7.8 | 8.5 | 143 | 2.3 | 289 | 4842 | WFYR-F |
| 19. WNUA-F (J/NA) | 210/1.8 | 1.5 | 1.8 | 1.2 | 1.6 | 1.6 | 217/ 3893 | 3801/ 5.7 | 5.9 | 7.1 | 161 | 1.9 | 231 | 5280 | WNUA-F |
| 20. WLS (AC) | 201/1.7 | 1.7 | 1.8 | 2.2 | 2.5 | 1.9 | 314/ 6169 | 3639/ 5.4 | 7.1 | 8.7 | 124 | 1.3 | 154 | 3917 | WLS |
| 21. WMAQ (N) | 186/1.6 | 1.1 | 1.4 | 1.9 | 2.2 | 1.5 | 221/ 6336 | 5062/ 7.6 | 6.1 | 8.1 | 81 | 1.0 | 120 | 3838 | WMAQ |
| 22. WYON (B/U) | 179/1.5 | 2.0 | 1.6 | 1.2 | 1.5 | 1.6 | 179/ 885 | 885/ 1.3 | 2.1 | 2.2 | 87 | .8 | 95 | 1432 | WYON |
| 23. WOJO-F (SP) | 168/1.4 | 2.0 | 1.1 | 1.1 | 1.2 | 1.7 | 168/ 1991 | 1991/ 3.0 | 2.7 | 2.7 | 121 | 1.0 | 124 | 1300 | WOJO-F |
| 24. WIND (SP) | 131/1.1 | 1.1 | .8 | .4 | .9 | .9 | 137/ 1387 | 1343/ 2.0 | 2.2 | 2.0 | 145 | .5 | 64 | 745 | WIND |
| 25. WLNK-F (J/AC) | 107/ .9 | .9 | 1.1 | 1.2 | 1.4 | 1.0 | 107/ 1815 | 1815/ 2.7 | 3.0 | 3.7 | 144 | 1.3 | 158 | 1558 | WLNK-F |
| 26. WNIB-F (CL) | 101/ .9 | 1.2 | 1.4 | .8 | 1.2 | 1.1 | 101/ 2062 | 2030/ 3.0 | 4.6 | 4.4 | 78 | .9 | 116 | 1832 | WNIB-F |
| 27. WFMT-F (CL) | 96/ .8 | 1.3 | 2.0 | 1.1 | 1.4 | 1.3 | 105/ 2383 | 2278/ 3.4 | 5.3 | 4.9 | 125 | 1.0 | 117 | 2692 | WFMT-F |

12+ FM SHARE (METRO): 70.14% (7531 of 10737) (SPG 87: 68.43%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 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. WGCI-F | 1. WGCI-F | 1. WGCI-F | 1. WGN |
| 2. WBBM-F | 2. WLUP-F | 2. WLUP-F | 2. WLUP-F | 2. WLUP-F | 2. WBBM | 2. WBBM | 2. WGN | 2. WGN | 2. WGN | 2. WGCI-F |
| 3. WGCI-F | 3. WCKG-F | 3. WCKG-F | 3. WJMK-F | 3. WGN | 3. WXEZ-F | 3. WGCI-F | 3. WXEZ-F | 3. WLUP | 3. WBBM-F | 3. WBBM |
| 4. WBMX-F | 4. WCLR-F | 4. WJMK-F | 4. WCKG-F | 4. WLAK-F | 4. WLAK-F | 4. WLUP-F | 4. WLAK-F | 4. WCKG-F | 4. WCKG-F | 4. WBMX-F |
| 5. | 5. WXRT-F | 5. WCLR-F | 5. WLAK-F | 5. WJMK-F | 5. WJJD | 5. WXEZ-F | 5. WLAK-F | 5. WCKG-F | 5. WBBM-F | 5. WLAK-F |
| 6. | 6. WBMX-F | 6. WLAK-F | 6. WCLR-F | 6. WCKG-F | 6. WGCI-F | 6. WJJD | 6. WJJD | 6. WLUP-F | 6. WYTZ-F | 6. WXEZ-F |
| 7. | 7. WYTZ-F | 7. WXRT-F | 7. WGN | 7. WCLR-F | 7. WJMK-F | 7. WKQX-F | 7. WBBM | 7. WBBM | 7. WBBM | 7. WUSN-F |
| 8. | 8. WBBM-F | 8. WGN | 8. WKQX-F | 8. WKQX-F | 8. WUSN-F | 8. WLAK-F | 8. WCLR-F | 8. WLAK-F | 8. WLAK-F | 8. WLUP-F |
| 9. | 9. WJMK-F | 9. WKQX-F | 9. WXRT-F | 9. WXEZ-F | 9. WKQX-F | 9. WBBM-F | 9. WJMK-F | 9. WJMK-F | 9. WJMK-F | 9. WCLR-F |
| 10. | 10. WKQX-F | 10. WBMX-F | 10. WLUP | 10. WXRT-F | 10. WYON | 10. WUSN-F | 10. WBBM | 10. WBBM | 10. WXEZ-F | 10. WJJD-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. WGCI-F |
| 2. WBBM-F | 2. WLUP-F | 2. WLUP-F | 2. WLAK-F | 2. WLAK-F | 2. WGCI-F | 2. WCKG-F | 2. WCKG-F | 2. WGCI-F | 2. WLUP-F |
| 3. WYTZ-F | 3. WCLR-F | 3. WCLR-F | 3. WCLR-F | 3. WGN | 3. WCKG-F | 3. WGCI-F | 3. WGCI-F | 3. WCKG-F | 3. WCKG-F |
| 4. WBMX-F | 4. WBBM-F | 4. WCKG-F | 4. WJMK-F | 4. WCLR-F | 4. WYTZ-F | 4. WXRT-F | 4. WXRT-F | 4. WXRT-F | 4. WJMK-F |
| 5. WLUP-F | 5. WCKG-F | 5. WKQX-F | 5. WKQX-F | 5. WJMK-F | 5. WXRT-F | 5. WLUP | 5. WLUP | 5. WJMK-F | 5. WGN |
| 6. WCKG-F | 6. WYTZ-F | 6. WJMK-F | 6. WLUP-F | 6. WKQX-F | 6. WBBM-F | 6. WCLR-F | 6. WCLR-F | 6. WGN | 6. WXRT-F |
| 7. WKQX-F | 7. WBMX-F | 7. WLAK-F | 7. WBBM-F | 7. WXEZ-F | 7. WJMK-F | 7. WJMK-F | 7. WGN | 7. WLUP-F | 7. WLAK-F |
| 8. WLAK-F | 8. WKQX-F | 8. WFYR-F | 8. WBMX-F | 8. WLUP-F | 8. WBBM-F | 8. WBMX-F | 8. WJMK-F | 8. WBBM | 8. WBBM |
| 9. WCLR-F | 9. WLAK-F | 9. WBMX-F | 9. WCKG-F | 9. WFYR-F | 9. WFYR-F | 9. WXTZ-F | 9. WKQX-F | 9. WCLR-F | 9. WLUP |
| 10. WJMK-F | 10. WFYR-F | 10. WXRT-F | 10. | 10. WCKG-F | 10. WLUP | 10. WGN | 10. WNUA-F | 10. WLAK-F | 10. WCLR-F |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--------------------------------|----------|----------|----------|--------|------|--|-------|-------------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 896 (3) | 896 (3) | 8.3 | 10.8 | WBUS-F | 99.9 | Kankakee | .4/1.7 |
| AOR/CLASSIC | | 1467 (4) | 1467 (4) | 13.7 | 13.0 | WGCI | 1390 | Chicago | .5/1.9 |
| AC/OLDIES/SOFT ROCK | 201 (1) | 1985 (6) | 2186 (7) | 20.4 | 19.4 | WJOB | 1230 | Hammond | .3/1.0 |
| MOR/VARIETY/FULL | 40 (1) | | 40 (1) | 0.4 | 10.3 | WJOL | 1340 | Joliet | .3/ .6 |
| COUNTRY | | 330 (1) | 330 (1) | 3.1 | 3.7 | WKKD-F | 95.9 | Aurora | .5/ .8 |
| BLACK/URBAN | 271 (3) | 1458 (2) | 1729 (5) | 16.1 | 17.3 | WLLI-F | 96.7 | Joliet | .3/1.2 |
| BTFL MUSIC/EZ | 48 (1) | 570 (1) | 618 (2) | 5.8 | 5.9 | WTWV-F | 106.7 | Des Plaines | .3/1.0 |
| NEWS/TALK | 2200 (4) | | 2200 (4) | 20.5 | 10.1 | WXEZ | 820 | Chicago | .4/2.1 |
| NOSTALGIA | 315 (1) | | 315 (1) | 2.9 | 2.9 | WYCA-F | 92.3 | Hammond | .4/1.2 |
| RELIGION/GOSPEL | | 45 (1) | 45 (1) | 0.4 | 0.4 | WYSY-F | 107.9 | Aurora | .5/1.7 |
| SPANISH | 131 (1) | 168 (1) | 299 (2) | 2.8 | 2.9 | | | | |
| CLASSICAL | | 197 (2) | 197 (2) | 1.8 | 2.8 | | | | |
| JAZZ/NEW AGE | | 356 (3) | 356 (3) | 3.3 | | | | | |
| UNKNOWN/OTHERS | | 59 (1) | 59 (1) | 0.5 | 0.4 | | | | |
| ----- | | | | | | | | | |
| 3206 (12) 7531 (25) 10737 (37) | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|-------------------------------|----------------|--------------------|--------------|----------------|-----------------|
| WBBM, 780, 50 KW | , NEWS | CBS, \$220.00 | (CBS) | CBS | Gregg Peterson |
| WGCI, 1390, 5 KW (DA-2) | , URBAN | , \$ NA | (Mc-Guild) | Gannett | Marv Dyson |
| WGN, 720, 50 KW | , VARIETY/TALK | ABC-I, \$310.00 | (Christal) | Tribune Co. | Dan Fabian |
| WIND, 560, 5 KW (DA-2) | , HISPANIC | , \$ 75.00 | (Katz Hisp.) | Tichenor | Chuck Brooks |
| WJJD, 1160, 50 KW/4 KW (DA-2) | , NOSTALGIA | US 2, \$125.00 | (Katz) | Infinity | Harvey Pearlman |
| WJPC, 950, 1 KW/5 KW (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) | Statewide | Jim deCastro |
| WMAQ, 670, 50 KW | , NEWS | APR, NBC, \$125.00 | (Group W) | Westinghouse | Dave Pearlman |
| WSOC, 1240, 1 KW | , ETHNIC | , \$ 21.00 | (---) | | Roy Bellavia |
| WVON, 1450, 1 KW | , BLACK | , \$ 50.00 | (Roslin) | | Wesley Smith |
| WXEZ, 820, 5 KW/1 KW (OA-N) | , EZ | MBS, \$ NA | (Republic) | Century | Jim Haviland |

FM STATIONS

| | | | | | |
|--|--|------------------|--------------|----------------|-----------------|
| WBBM, 96.3, 6 KW @ 1174, CHR | | CBS-R, \$145.00 | (CBS) | CBS | Wayne Jefferson |
| WCKG, 105.9, 4 KW @ 1575, CLASSIC AOR | | , \$143.00 | (Katz) | Cox | Marc Morgan |
| WCLR, 101.9, 4 KW @ 1560, AC | | , \$172.00 | (Mc-Guild) | Bonneville | Chet Redpath |
| WFMT, 98.7, 16 KW @ 1167, CLASSICAL | | , \$125.00 | (CMBS) | | Rich Marschner |
| WFYR, 103.5, 4 KW @ 1548, AC/OLDIES | | US 1, \$130.00 | (Republic) | RKO | Orew Horowitz |
| WGCI, 107.5, 33 KW @ 600, URBAN | | , \$200.00 | (Mc-Guild) | Gannett | Marv Dyson |
| WJMK, 104.3, 4 KW @ 1575, OLDIES | | US 2, \$166.00 | (Katz) | Infinity | Harvey Pearlman |
| WKQX, 101.1, 6 KW @ 1170, CONTEMP/AC | | Source, \$158.00 | (Eastman) | NBC to Emmis | Michael Lonke |
| WLAK, 93.9, 5 KW @ 1581, SOFT AC | | , \$172.00 | (Christal) | Viacom | Michael Murphy |
| WLUP, 97.9, 6 KW @ 1170, AOR | | , \$210.00 | (MMR) | Statewide | Jim deCastro |
| WNIB, 97.1, 8 KW @ 1196, CLASSICAL | | , \$ 95.00 | (CMBS) | | Sonio Florian |
| WNUA, 95.5, 6 KW @ 1170, JAZZ/NEW AGE | | , \$105.00 | (Durpetti) | Pyramid | Michael Oonavan |
| WUSN, 99.5, 6 KW @ 1170, COUNTRY | | ABC-D, \$160.00 | (Torbet) | Cook Inlet | Carl Hamilton |
| WXEZ, 100.3, 6 KW @ 1167, BTFL/EZ | | ABC-E, \$195.00 | (Republic) | Century | Jim Haviland |
| WXRT, 93.1, 7 KW @ 1310, AOR | | , \$165.00 | (CBS) | | Seth Mason |
| WYTZ, 94.7, 4 KW @ 1535, CHR | | ABC-R, \$151.00 | (Banner) | Cap Cities/ABC | |
| WBMX, 102.7, 6 KW @ 1170, BLACK | | ABC-F, \$156.00 | (Durpetti) | | Kernie Anderson |
| WOJO, 105.1, 6 KW @ 1174, SPANISH | | , \$ 85.00 | (Katz Hisp.) | Tichenor | Athena Sofios |
| WTWV, 106.7, 50 KW @ 330, JAZZ/NEW AGE | | SMN, \$ 60.00 | (Roslin) | (DES PLAINES) | Craig Wilbraham |

CALL LETTER CHANGES

WCZE: Becomes WXEZ (April)
 WLOO-F: Changes to WXEZ-F (April)

FORMAT CHANGES

WMAQ: From talk to News (March)
 WGN: Reclassified as Talk

STATION SALES

WKQX-F: From NBC to Emmis for \$19,000,000 (E)
 WBMX-F: From Dorton to Broadcast Partners for \$27,000,000 (E)

CINCINNATI

Arbitron Rank/Pop (12+): 30/1,162,700

Stations: 25/20
Diaries: 1611/722:1/54.7%
Sample Target: 1340
% Below Line: 2.6
% Not Listed: 9.3

1987 Revenue: \$45,700,000
HM Inc.: \$33,116
Retail \$: 10.8 Bil
Pop per Station: 58,135
#1 Biller: WLW \$8,300,000

MSA Rank/Pop: 31/1,690,000

ADI # 29

Average Person Ratings: 16.6

Market TSL: 22.0 hours

| 12+ METRO | 1/4/SHARE | WIN | | | | 4 Book | 12+ TSA | 12+ METRO | | FAL | SPG | % Conversion | | | 12+ METRO |
|-----------------|-----------|------|------|------|------|--------|----------|-----------|--------|------|-----|--------------|-------|-------|-----------|
| | | 88 | 87 | 87 | 87 | | | CUME/CUME | RATING | | | 25-54 | Birch | Birch | |
| 1. WEBN-F (AOR) | 261/13.6 | 12.4 | 11.9 | 16.7 | 10.3 | 13.7 | 318/3657 | 2798/24.1 | 24.8 | 25.5 | 106 | 21.3 | 450 | 4312 | WEBN-F |
| 2. WLW (MOR) | 236/12.3 | 6.9 | 9.7 | 13.4 | 13.9 | 10.6 | 367/5129 | 3238/27.8 | 21.8 | 31.2 | 106 | 10.2 | 216 | 3848 | WLW |
| 3. WKRQ-F (CHR) | 190/ 9.9 | 9.2 | 9.5 | 7.8 | 9.6 | 9.1 | 270/3898 | 2830/24.3 | 24.0 | 26.5 | 61 | 10.6 | 223 | 3313 | WKRQ-F |
| 4. WVEZ-F (EZ) | 144/ 7.5 | 9.6 | 8.8 | 9.2 | 9.6 | 8.8 | 170/2124 | 1672/14.4 | 16.9 | 17.7 | 57 | 7.3 | 153 | 1967 | WVEZ-F |
| 5. WKRC (MOR) | 133/ 6.9 | 8.1 | 8.0 | 6.1 | 6.3 | 7.3 | 147/2160 | 1763/15.2 | 20.0 | 17.7 | 104 | 5.8 | 123 | 1526 | WKRC |
| 6. WUBE-F (C) | 110/ 5.7 | 4.8 | 5.3 | 5.3 | 5.9 | 5.3 | 152/1752 | 1192/10.3 | 11.5 | 12.3 | 128 | 4.9 | 103 | 1366 | WUBE-F |
| 7. WCKY (N/T) | 92/ 4.8 | 5.8 | 4.9 | 6.0 | 4.2 | 5.4 | 105/1296 | 1020/ 8.8 | 10.1 | 11.3 | 46 | 3.8 | 80 | 1482 | WCKY |
| 8. WWNK-F (AC) | 88/ 4.6 | 3.4 | 3.4 | 2.2 | 3.3 | 3.4 | 112/1913 | 1393/12.0 | 12.1 | 11.2 | 124 | 3.0 | 63 | 1107 | WWNK-F |
| 9. WRRM-F (AC) | 76/ 3.9 | 5.6 | 5.3 | 4.2 | 4.0 | 4.8 | 88/1685 | 1357/11.7 | 13.9 | 12.4 | 144 | 4.7 | 100 | 1514 | WRRM-F |
| 10. WBVE-F (C) | 65/ 3.4 | 4.2 | 3.8 | 3.8 | 4.4 | 3.8 | 136/1677 | 841/ 7.2 | 9.3 | 8.9 | 106 | 2.8 | 59 | 1214 | WBVE-F |
| 11. WBLZ-F (B) | 63/ 3.3 | 4.5 | 4.4 | 3.4 | 4.6 | 3.9 | 69/1345 | 1170/10.1 | 10.4 | 11.5 | 106 | 4.4 | 92 | 1489 | WBLZ-F |
| 12. WIZF-F (B) | 60/ 3.1 | 3.2 | 3.7 | 2.4 | 2.5 | 3.1 | 60/ 782 | 768/ 6.6 | 5.2 | 5.5 | 119 | 3.7 | 77 | 1124 | WIZF-F |
| 13. WLLT-F (AC) | 57/ 3.0 | 4.6 | 2.8 | 3.3 | 2.7 | 3.4 | 83/1651 | 1047/ 9.0 | 9.8 | 10.6 | 160 | 3.1 | 65 | 1069 | WLLT-F |
| 14. WJOJ-F (AC) | 35/ 1.8 | 1.2 | 1.7 | 1.6 | 1.7 | 1.6 | 42/ 687 | 602/ 5.2 | 5.3 | 5.0 | 156 | 1.3 | 28 | 443 | WJOJ-F |
| 15. WCIN (B) | 21/ 1.1 | 1.3 | 1.3 | 1.4 | 1.2 | 1.3 | 21/ 314 | 314/ 2.7 | 4.1 | 3.7 | 118 | 1.2 | 25 | 313 | WCIN |

- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.

12+ FM SHARE (METRO): 68.63% (1199 of 1747) (SPG 87: 67.44%)

| 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. WEBN-F | 1. WLW > | 1. WEBN-F | 1. WEBN-F> | 1. WEBN-F | 1. WLW >>1. WLW | >>1. WLW |
| 2. WEBN-F>>2. WKRQ-F>> | 2. WKRQ-F>> | 2. WKRQ-F< | 2. WLW > | 2. WLW >>2. WVEZ-F | 2. WKRQ-F | 2. WLW | 2. WLW | 2. WLW | 2. WEBN-F< | 2. WEBN-F< |
| 3. WLW | 3. WLW > | 3. WKRC-F | 3. WUBE-F< | 3. WKRC-F | 3. WLW | 3. WKRQ-F | 3. WKRQ-F | 3. WKRQ-F | 3. WKRQ-F>>3. WCKY > | |
| 4. WWNK-F | 4. WWNK-F | 4. WKRQ-F | 4. WKRC-F | 4. WCKY | 4. WKRC-F | 4. WKRQ-F | 4. WVEZ-F | 4. WVEZ-F | 4. WVEZ-F | 4. WKRQ-F |
| 5. WUBE-F | 5. WUBE-F | 5. WUBE-F | 5. WKRQ-F | 5. WUBE-F | 5. WCKY | 5. WKRQ-F | 5. WUBE-F | 5. WBLZ-F | 5. WBLZ-F | 5. WUBE-F |
| 6. WKRQ-F | 6. WKRQ-F | 6. WRRM-F | 6. WWNK-F< | 6. WRRM-F | 6. WUBE-F | 6. WWNK-F | 6. WKRC-F< | 6. WKRC-F | 6. WRRM-F | 6. WRRM-F |
| 7. WRRM-F | 7. WRRM-F | 7. WWNK-F | 7. WRRM-F | 7. WRRM-F | 7. WVEZ-F | 7. WRRM-F | 7. WWNK-F | 7. WWNK-F | 7. WLLT-F | 7. WLLT-F |
| 8. WLLT-F | 8. WLLT-F | 8. WLLT-F | 8. WLLT-F | 8. WLLT-F | 8. WLLT-F | 8. WLLT-F | 8. WLLT-F | 8. WLLT-F | 8. WLLT-F | 8. WLLT-F |
| 9. WLLT-F | 9. WLLT-F | 9. WLLT-F | 9. WLLT-F | 9. WLLT-F | 9. WLLT-F | 9. WLLT-F | 9. WLLT-F | 9. WLLT-F | 9. WLLT-F | 9. WLLT-F |
| 10. WLLT-F | 10. WLLT-F | 10. WLLT-F | 10. WLLT-F | 10. WLLT-F | 10. WLLT-F | 10. WLLT-F | 10. WLLT-F | 10. WLLT-F | 10. WLLT-F | 10. WLLT-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. WKRQ-F> | 1. WKRQ-F | 1. WEBN-F< | 1. WKRQ-F | 1. WKRQ-F | 1. WEBN-F>>1. WEBN-F>> | 1. WEBN-F>> | 1. WEBN-F>> | 1. WEBN-F> | 1. WEBN-F< |
| 2. WEBN-F>>2. WEBN-F>> | 2. WEBN-F>> | 2. WKRQ-F> | 2. WEBN-F> | 2. WEBN-F< | 2. WKRQ-F>>2. WLW > | 2. WLW >>2. WLW >> | 2. WLW >> | 2. WLW >> | 2. WLW >> |
| 3. WWNK-F> | 3. WWNK-F | 3. WRRM-F< | 3. WWNK-F | 3. WRRM-F | 3. WLW | 3. WKRQ-F | 3. WUBE-F | 3. WUBE-F | 3. WUBE-F |
| 4. WRRM-F | 4. WRRM-F | 4. WWNK-F< | 4. WRRM-F> | 4. WWNK-F< | 4. WBVE-F< | 4. WUBE-F | 4. WLLT-F | 4. WKRQ-F | 4. WKRC-F> |
| 5. WBLZ-F | 5. WBLZ-F | 5. WLLT-F | 5. WKRC-F | 5. WKRC-F | 5. WUBE-F | 5. WUBE-F | 5. WIZF-F | 5. WKRC-F | 5. WLLT-F |
| 6. WIZF-F | 6. WIZF-F | 6. WLW | 6. WLW | 6. WLW | 6. WBLZ-F | 6. WBLZ-F | 6. WBLZ-F | 6. WBLZ-F | 6. WBLZ-F |
| 7. WBLZ-F | 7. WBLZ-F | 7. WBLZ-F | 7. WBLZ-F | 7. WBLZ-F | 7. WKRQ-F | 7. WKRQ-F | 7. WKRQ-F | 7. WKRQ-F | 7. WKRQ-F |
| 8. WKRQ-F | 8. WKRQ-F | 8. WKRQ-F | 8. WKRQ-F | 8. WKRQ-F | 8. WKRQ-F | 8. WKRQ-F | 8. WKRQ-F | 8. WKRQ-F | 8. WKRQ-F |
| 9. WKRQ-F | 9. WKRQ-F | 9. WKRQ-F | 9. WKRQ-F | 9. WKRQ-F | 9. WKRQ-F | 9. WKRQ-F | 9. WKRQ-F | 9. WKRQ-F | 9. WKRQ-F |
| 10. WKRQ-F | 10. WKRQ-F | 10. WKRQ-F | 10. WKRQ-F | 10. WKRQ-F | 10. WKRQ-F | 10. WKRQ-F | 10. WKRQ-F | 10. WKRQ-F | 10. WKRQ-F |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|---------------------|---------|-----------|-----------|--------|------|--|-------|------------|---------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 200 (2) | 200 (2) | 11.4 | 11.4 | WOJD | 1230 | Cincinnati | .8/2.2 |
| AOR/CLASSIC | | 274 (2) | 274 (2) | 15.7 | 11.7 | WMLX | 1180 | Florence | 1.0/2.1 |
| AC/OLDIES/SOFT ROCK | 32 (2) | 262 (5) | 294 (7) | 16.8 | 15.3 | WNOP | 740 | Newport | .4/1.4 |
| MOR/VARIETY/FULL | 369 (2) | | 369 (2) | 21.1 | 22.3 | WTSJ | 1050 | Cincinnati | .3/1.0 |
| | | | | | | WWNK | 1360 | Cincinnati | .8/2.9 |
| COUNTRY | | 175 (2) | 175 (2) | 10.0 | 11.2 | WGZ-F | 92.9 | Eaton | .5/1.2 |
| BLACK/URBAN | 21 (1) | 123 (2) | 144 (3) | 8.2 | 9.0 | WHIO-F | 99.1 | Dayton | .8/1.8 |
| BTFL MUSIC/EZ | | 159 (2) | 159 (2) | 9.1 | 11.8 | WPFB-F | 105.9 | Middletown | .3/1.1 |
| NEWS/TALK | 92 (1) | | 92 (1) | 5.3 | 4.6 | WTUE-F | 104.7 | Dayton | .7/3.0 |
| | | | | | | WVUD-F | 99.9 | Kettering | .3/ .7 |
| NOSTALGIA | | | | | | | | | |
| RELIGION/GOSPEL | 6 (1) | | 6 (1) | 0.3 | | | | | |
| SPANISH | | | | | | | | | |
| CLASSICAL | | | | | | | | | |
| JAZZ/NEW AGE | 8 (1) | | 8 (1) | 0.5 | 0.9 | | | | |
| UNKNOWN/OTHERS | 20 (1) | 6 (1) | 26 (2) | 1.5 | 1.3 | | | | |
| | 548 (9) | 1199 (16) | 1747 (25) | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|-------------------------------|----------------|--------------------|------------|----------------|---------------|
| WCIN, 1480, 5 KW/500 W (DA-2) | , BLACK | NBN, SBN, \$ 25.00 | (Roslin) | | |
| WCKY, 1530, 50 KW (DA-N) | , NEWS/TALK | CBS, NBC, \$ 62.00 | (CBS) | Federated | Phil McDonald |
| WOJD, 1230, 1 KW | , OLDIES | US 2, \$ 28.00 | (Mc-Guild) | American | Bob Backman |
| WKRC, 550, 5 KW/1 KW (DA-2) | , MOR/AC | ABC-E, \$ 90.00 | (Katz) | Great American | Dave Milner |
| WLW, 700, 50 KW | , MOR | ABC-1, \$ 92.00 | (Eastman) | Jacor | David Martin |
| WNOP, 740, 1 KW (DAYS, DA) | , JAZZ/VARIETY | , \$ 20.00 | (---) | (NEWPORT, KY) | Geoff Nimmo |
| WTSJ, 1050, 1 KW/278 | , RELIGION | , \$ 20.00 | (---) | | Mark Roberts |
| WWNK, 1360, 5 KW (DA-N) | , OLDIES | , \$ 28.00 | (MMR) | Booth | Jim Wood |

FM STATIONS

| | | | | | |
|-----------------------------------|-----------------|------------|----------------|----------------|-----------------|
| WBLZ, 103.5, 19 KW @ 790, BLACK | , \$ 65.00 | (Republic) | Panache | (HAMILTON) | Peter Eden |
| WBVE, 96.5, 20 KW @ 810, COUNTRY | ABC-D, \$ 50.00 | (Ourpetti) | Reams | (HAMILTON) | Neil Kearney |
| WEBN, 102.7, 17 KW @ 876, AOR | , \$103.00 | (Eastman) | Jacor | | Jaqui Brumm |
| WIZF, 100.9, 1 KW @ 466, BLACK | , \$ 35.00 | (Torbet) | Interurban | (ERLANGER, KY) | Bill Chatman |
| WLLT, 94.9, 27 KW @ 650, AC | , \$ 57.00 | (Republic) | Hoker | (FAIRFIELD) | Oiane Osborne |
| WJJD, 107.1, 3 KW @ 300, AC | , \$ 36.00 | (---) | | (MILFORD) | Bob DeLuca |
| WKRQ, 101.9, 16 KW @ 880, CHR | ABC-F, \$107.00 | (Katz) | Great American | | Jim Bryant |
| WRRM, 98.5, 15 KW @ 810, AC | , \$ 85.00 | (Banner) | Susquehanna | | Joe Schildmeyer |
| WUBE, 105.1, 14 KW @ 920, COUNTRY | , \$ 74.00 | (Mc-Guild) | American | | Bob Backman |
| WWEZ, 92.5, 11 KW @ 905, BTFL/EZ | , \$ 70.00 | (CBS) | Federated | | Phil McDonald |
| WWNK, 94.1, 32 KW @ 550, AC | , \$ 52.00 | (MMR) | Booth | | Jim Wood |

CALL LETTER CHANGES

WLLT changes calls to WOFX and format from AC to Oldies (July)

FORMAT CHANGES

STATION SALES

WMLX (Florence): Sold to Hoker for \$350,000
 WBLZ-F: From Panache to Dalton for \$7,800,000 (MVP)

CLEVELAND

Arbitron Rank/Pop (12+): 21/1,764,200

Stations: 27/23
Diaries: 1596/1105:1/52.2%
Sample Target: 1640
% Below Line: 2.9
% Not Listed: 8.8

1987 Revenue: \$44,300,000
HH Inc.: \$33,340
Retail \$: 13.4 Bil
Pop per Station: 76,704
#1 Biller: WMM5-F \$9,000,000

MSA Rank/Pop: 24/1,840,000
AOI # 11
Average Person Ratings: 17.6
Market TSL: 23.3 hours

| 12+ METRO | 1/4/SHARE | WIN | | | | | 4 Book Avg. | 12+ METRO | | % | | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|------|------|------|------|------|-------------|-----------|--------|------|-----|-------------|-----------|------------|----------|
| | | 88 | 87 | 87 | 87 | 87 | | 1/4/CUME | RATING | 87 | 87 | | | | |
| 1. WMM5-F (AOR) | 311/10.0 | 12.4 | 12.5 | 11.7 | 12.9 | 11.7 | 445/6981 | 4418/25.0 | 24.7 | 27.9 | 93 | 16.1 | 528 | 6493 | WMM5-F |
| 2. WQAL-F (EZ) | 276/ 8.9 | 11.4 | 10.1 | 9.3 | 8.5 | 9.9 | 304/3524 | 2963/16.8 | 17.6 | 16.0 | 71 | 5.0 | 165 | 2210 | WQAL-F |
| 3. WMJI A/F (AC) | 273/ 8.8 | 7.3 | 9.0 | 11.3 | 13.1 | 9.1 | 375/4964 | 3543/20.1 | 19.8 | 21.7 | 145 | 7.5 | 245 | 2975 | WMJI A/F |
| 4. WWWE (N/T) | 254/ 8.2 | 4.7 | 5.3 | 6.4 | 6.9 | 6.2 | 333/5026 | 3778/21.4 | 15.5 | 17.6 | 80 | 5.5 | 181 | 2747 | WWWE |
| 5. WLTF-F (AC) | 229/ 7.4 | 6.3 | 7.4 | 6.5 | 5.4 | 6.9 | 306/4486 | 3237/18.3 | 18.6 | 16.7 | 132 | 5.8 | 191 | 2287 | WLTF-F |
| 6. WZAK-F (8) | 217/ 7.0 | 8.0 | 8.9 | 9.8 | 7.5 | 8.4 | 259/2567 | 2045/11.6 | 11.2 | 11.2 | 93 | 12.8 | 421 | 3689 | WZAK-F |
| 7. WNCX-F (AOR) | 193/ 6.2 | 4.8 | 4.8 | 4.7 | 4.1 | 5.1 | 227/3155 | 2491/14.1 | 13.4 | 11.8 | 116 | 5.5 | 181 | 2834 | WNCX-F |
| 8. WGAR-F (C) | 171/ 5.5 | 6.1 | 4.7 | 4.0 | 5.9 | 5.1 | 220/2833 | 1958/11.1 | 10.3 | 10.6 | 113 | 5.7 | 18 | 386 | WGAR-F |
| 9. WOOK-F (AC) | 147/ 4.7 | 5.1 | 6.8 | 4.4 | 5.2 | 5.3 | 200/3204 | 2409/13.7 | 17.6 | 13.7 | 145 | 4.3 | 140 | 2157 | WOOK-F |
| 10. WNWV-F (J/NA) | 109/ 3.5 | 2.5 | 1.0 | 1.1 | 1.1 | 2.0 | 124/1705 | 1471/ 8.3 | 3.7 | 3.6 | 154 | 3.5 | 116 | 2018 | WNWV-F |
| 11. WRMR (88) | 96/ 3.1 | 2.9 | 1.1 | 1.1 | 1.2 | 2.1 | 133/1543 | 1142/ 6.5 | 3.4 | 4.1 | 35 | 2.7 | 89 | 760 | WRMR |
| 12. WERE (N/T) | 95/ 3.1 | 4.4 | 3.7 | 2.9 | 3.2 | 3.5 | 99/1819 | 1670/ 9.5 | 9.5 | 9.4 | 74 | 3.7 | 120 | 2021 | WERE |
| 13. WPHR-F (CHR) | 82/ 2.6 | 1.9 | 1.6 | 2.0 | 1.5 | 2.0 | 127/2770 | 1670/ 9.5 | 5.9 | 6.6 | 65 | 2.0 | 64 | 1629 | WPHR-F |
| 14. WRQC-F (CHR) | 61/ 2.0 | 2.7 | 2.7 | 3.1 | 3.1 | 2.6 | 64/1680 | 1598/ 9.1 | 9.6 | 12.0 | 50 | 4.0 | 130 | 2501 | WRQC-F |
| 15. WCLV-F (CL) | 55/ 1.8 | 1.8 | 2.1 | 1.4 | 1.6 | 1.8 | 68/1401 | 1167/ 6.6 | 5.4 | 4.9 | 78 | 1.7 | 57 | 1278 | WCLV-F |
| 16. WABQ (G) | 40/ 1.3 | 1.0 | 1.5 | 1.9 | 1.3 | 1.4 | 40/ 576 | 576/ 3.3 | 2.7 | 2.7 | 85 | 1.6 | 52 | 318 | WABQ |
| 17. WJMO (8) | 33/ 1.1 | 1.5 | 1.5 | 1.8 | 1.6 | 1.5 | 35/ 787 | 776/ 4.4 | 4.7 | 5.5 | 127 | 0.9 | 31 | 512 | WJMO |
| 18. WDBN-F (EZ) | 33/ 1.1 | .9 | .6 | 1.0 | .7 | 0.9 | 22/1330 | 389/ 2.2 | 1.8 | 1.9 | 73 | 0.1 | 4 | 157 | WDBN-F |
| 19. | | | | | | | | | | | | | | | |
| 20. | | | | | | | | | | | | | | | |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 77.89% (2209 of 2836) (SPG 87: 76.35%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|-------------|------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|
| 1. WMM5-F | 1. WMM5-F> | 1. WMM5-F | 1. WMJI-F+> | 1. WMJI-F+> | 1. WQAL-F> | 1. WMM5-F | 1. WQAL-F | 1. WMM5-F | 1. WWWE >> | 1. WZAK-F |
| 2. WZAK-F | 2. WNCX-F | 2. WMJI-F+ | 2. WMM5-F< | 2. WLTF-F | 2. WWWE | 2. WMJI-F+ | 2. WMJI-F+ | 2. WQAL-F | 2. WZAK-F> | 2. WWWE < |
| 3. WPHR-F> | 3. WZAK-F | 3. WLTF-F | 3. WLTF-F> | 3. WMM5-F | 3. WMJI-F+> | 3. WQAL-F | 3. WMM5-F | 3. WMJI-F+ | 3. WMM5-F | 3. WMJI-F |
| 4. WRQC-F | 4. WLTF-F | 4. WNCX-F | 4. WNCX-F | 4. WNCX-F | 4. WGAR-F | 4. WLTF-F | 4. WLTF-F | 4. WLTF-F | 4. WNCX-F | 4. WMM5-F |
| 5. WLTF-F | 5. WMJI-F+> | 5. WZAK-F | 5. WZAK-F< | 5. WOOK-F | 5. WOOK-F | 5. WWWE | 5. WNCX-F | 5. WNCX-F | 5. WLTF-F | 5. WERE |
| 6. WNCX-F | 6. WGAR-F | 6. WGAR-F | 6. WGAR-F< | 6. WWWE < | 6. WLTF-F | 6. WGAR-F | 6. WOOK-F | 6. WZAK-F | 6. WMJI-F+ | 6. WGAR-F |
| 7. | 7. WWWE | 7. WWWE | 7. WWWE | 7. WZAK-F | 7. WRMR | 7. WZAK-F | 7. WWWE | 7. WGAR | 7. WQAL-F | 7. WNCX-F |
| 8. | 8. | 8. | 8. | 8. WGAR-F | 8. | 8. | 8. | 8. | 8. | 8. WQAL-F |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. WLTF-F |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. WNWV-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. WMM5-F | 1. WLTF-F | 1. WLTF-F> | 1. WLTF-F | 1. WMJI-F+ | 1. WMM5-F> | 1. WMM5-F> | 1. WMM5-F> | 1. WMM5-F> | 1. WMJI-F+ |
| 2. WZAK-F | 2. WMM5-F | 2. WMM5-F | 2. WMJI-F+ | 2. WLTF-F> | 2. WNCX-F> | 2. WNCX-F> | 2. WNCX-F | 2. WNCX-F | 2. WMM5-F |
| 3. WLTF-F | 3. WZAK-F | 3. WMJI-F+ | 3. WMM5-F | 3. WOOK-F | 3. WZAK-F> | 3. WZAK-F | 3. WWWE | 3. WMJI-F+ | 3. WWWE |
| 4. WNCX-F | 4. WMJI-F+ | 4. WZAK-F | 4. WZAK-F | 4. WMM5-F | 4. WMJI-F+ | 4. WMJI-F+ | 4. WZAK-F | 4. WWWE < | 4. WNCX-F |
| 5. WGAR-F | 5. WNCX-F> | 5. WNCX-F | 5. WGAR-F< | 5. WQAL-F | 5. WPHR-F | 5. WWWE > | 5. WMJI-F+ | 5. WZAK-F | 5. WLTF-F |
| 6. WMJI-F+ | 6. WGAR-F | 6. WOOK-F | 6. WNCX-F | 6. WZAK-F< | 6. | 6. WLTF-F | 6. WLTF-F | 6. WLTF-F | 6. WZAK-F |
| 7. WRQC-F | 7. WOOK-F | 7. WGAR-F | 7. WOOK-F | 7. WGAR-F | 7. | 7. WGAR-F | 7. WNWV-F | 7. WGAR-F | 7. WGAR-F< |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. WNWV-F | 8. | 8. WNWV-F | 8. WNWV-F |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATE STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|--------|------|---|-------|-----------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 166 (3) | 166 (3) | 5.9 | 7.7 | WEOL | 930 | Elyria | .9/1.7 |
| AOR/CLASSIC | | 523 (3) | 523 (3) | 18.4 | 20.2 | WGAR | 1220 | Cleveland | .5/2.9 |
| AC/OLOIES/SOFT ROCK | 30 (2) | 643 (3) | 673 (5) | 23.7 | 17.1 | WHK | 1420 | Cleveland | .8/2.5 |
| MOR/VARIETY/FULL | 27 (1) | | 27 (1) | 1.0 | 0.7 | WRKG | 1380 | Lorain | .6/ .7 |
| COUNTRY | 16 (1) | 171 (1) | 187 (2) | 6.6 | 7.3 | WZLE-F | 104.9 | Lorain | .5/1.7 |
| BLACK/URBAN | 35 (1) | 217 (1) | 252 (2) | 8.9 | 11.3 | WKOO-F | 96.5 | Akron | .7/4.2 |
| BTFL MUSIC/EZ | | 309 (2) | 309 (2) | 10.9 | 16.1 | WONE-F | 97.5 | Akron | .6/3.3 |
| NEWS/TALK | 349 (2) | | 349 (2) | 12.3 | 10.9 | CKLW | 800 | Windsor | .5/2.0 |
| NOSTALGIA | 130 (3) | 16 (1) | 130 (3) | 4.6 | 4.7 | | | | |
| RELIGION/GOSPEL | 40 (1) | | 56 (2) | 2.0 | | | | | |
| SPANISH | | 55 (1) | | | | | | | |
| CLASSICAL | | 109 (1) | 55 (1) | 1.9 | 1.8 | | | | |
| JAZZ/NEW AGE | | | 109 (1) | 3.8 | | | | | |
| UNKNOWN/OTHERS | | | | | 0.7 | | | | |
| <hr/> | | | | | | | | | |
| 627 (11) 2209 (16) 2836 (27) | | | | | | | | | |

RAOIO STATIONS

AM STATIONS

| | | | | |
|------------------------------|-------------|--------------------|------------|-------------------|
| WABQ, 1540, 1 KW (DAYS) | , GOSPEL | NBN,\$ 20.00 | (---) | Michael Gallagher |
| WERE, 1300, 5 KW (DA-1) | , NEWS/TALK | CBS,MBS,\$ 58.00 | (Banner) | Metropolis |
| WGAR, 1220, 50 KW (DA-N) | , COUNTRY | ABC-E,\$ NA | (HNWH) | Nationwide |
| WHK , 1420, 5 KW (DA-N) | , OLDIES | NBC,\$ 38.00 | (Katz) | Malrite |
| WJMO, 1490, 1 KW | , BLACK | NBN,SBN,\$ 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-1,\$ 80.00 | (Eastman) | Harvey Simms |

FM STATIONS

| | | | | |
|--|--|----------------------|------------|------------------|
| WCLV, 95.5, 31 KW @ 600, CLASSICAL | | ,\$ 58.00 | (CMBS) | C. Patrick |
| WQOK, 102.1, 9 KW @ 1000, SOFT AC | | ,\$ 80.00 | (Eastman) | Marianne Johnson |
| 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) | Metropolis |
| 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 |
| WRQC, 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

WQOK-F: From EZ to Soft AC

STATION SALES

WQAL-F: From WIN to ML Partners for \$15,000,000
 WMJI: Sold by Jacor to Gore for \$845,000
 WERE, WNCX-F: From Metropolis to Metroplex for \$11,600,000

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 116/310,500
 MSA Rank/Pop: 129/380,000
 ADI # 97 (w/Pueblo)
 Average Person Ratings: 16.0
 Market TSL: 21.5 hours

Stations: 19/15
 Diaries: 770/403:1/59.0%
 Sample Target: 660
 % Below Line: 8.4
 % Not Listed: 10.3

1987 Revenue: \$10,500,000
 HH Inc.: \$31,898
 Retail \$: 2.5 Bill
 Pop per Station: 20,700
 #1 Biller: KIL0-F \$2,000,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KIKX-F (CHR) | 57/11.5 | 16.6 | 15.1 | 12.0 | 10.6 | ---- | 70/977 | 754/24.3 | 30.2 | 26.2 | 45 | 15.4 | 95 | 852 | KIKX-F |
| 2. KIL0-F (AOR) | 55/11.1 | 13.3 | 8.2 | 12.0 | 14.7 | ---- | 90/919 | 607/19.5 | 23.1 | 19.8 | 88 | 16.1 | 99 | 902 | KIC0-F |
| 3. KKCS A/F (C) | 51/10.3 | 11.6 | 8.1 | 9.0 | 10.4 | ---- | 51/713 | 584/18.8 | 21.5 | 17.3 | 118 | 8.9 | 55 | 574 | KKCS A/F |
| 4. KRDO-F (EZ) | 49/ 9.9 | 7.0 | 8.2 | 9.2 | 10.6 | ---- | 92/867 | 551/17.7 | 16.6 | 16.6 | 42 | 3.7 | 23 | 353 | KRDO-F |
| 5. KVUU-F (AC) | 41/ 8.2 | 6.3 | 7.9 | 11.4 | 11.6 | ---- | 52/877 | 628/20.2 | 19.5 | 20.7 | 120 | 8.0 | 49 | 612 | KVUU-F |
| 6. KSPZ-F (AC) | 28/ 5.6 | 6.5 | 9.0 | 7.8 | 9.2 | ---- | 35/538 | 384/12.4 | 15.7 | 16.8 | 138 | 5.7 | 35 | 361 | KSPZ-F |
| 7. KKFM-F (AOR) | 26/ 5.2 | 7.0 | 8.2 | 4.6 | 4.5 | ---- | 35/563 | 421/13.6 | 15.0 | 13.0 | 148 | 9.6 | 59 | 564 | KKFM-F |
| 8. KATM-F (CHR) | 24/ 4.8 | --- | --- | --- | --- | ---- | 36/533 | 304/ 9.8 | --- | --- | 50 | 3.4 | 21 | 293 | KATM-F |
| 9. KSSS (C) | 20/ 4.0 | 3.3 | 7.5 | 5.6 | 3.7 | ---- | 21/391 | 330/10.6 | 7.4 | 12.7 | 113 | 4.1 | 25 | 338 | KSSS |
| 10. KVOR (N/T) | 19/ 3.8 | 5.5 | 5.0 | 5.4 | 5.9 | ---- | 19/354 | 337/10.9 | 14.5 | 12.1 | 82 | 4.4 | 27 | 331 | KVOR |
| 11. KRDO (O) | 13/ 3.6 | 1.4 | 2.1 | 1.8 | 1.2 | ---- | 18/376 | 335/10.8 | 6.1 | 7.2 | 117 | 3.3 | 20 | 236 | KRDO |
| 12. KKQX-F (AC) | 17/ 3.4 | 3.5 | .8 | --- | --- | ---- | 29/252 | 236/ 7.6 | 7.0 | 2.4 | 144 | 1.8 | 11 | 220 | KKQX-F |
| 13. KOA (N/T) | 13/ 2.6 | 3.7 | 3.1 | 2.6 | 2.5 | ---- | 29/542 | 286/ 9.2 | 11.2 | 9.3 | 81 | 2.8 | 17 | 367 | KOA |

12+ FM SHARE (METRO): 78.48% (350 of 446) (SPG 87: 73.91%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|-----------------|-----------|-----------|
| 1. KIKX-F>>1. KIL0-F> | 1. KIL0-F | 1. KKCS-AF | 1. KKCS-AF | 1. KKCS-AF | 1. KIKX-F< | 1. KKCS-AF | 1. KIL0-F< | 1. KIKX-F | 1. KKFM-F | 1. KKFM-F |
| 2. KATM-F | 2. KIKX-F | 2. KIL0-F< | 2. KIL0-F | 2. KIL0-F | 2. KKCS-AF | 2. KRDO-F | 2. KIKX-F | KILO-F>>2. KVOR | 3. KIL0-F | 3. KIL0-F |
| 3. KIL0-F> | 3. KKFM-F | 3. KKCS-AF | 3. KVUU-F< | 4. KRDO-F | 3. KRDO-F | 3. KIL0-F | 3. KKCS-AF | 3. KATM-F | 4. KIKX-F | 4. KIKX-F |
| 4. KVUU-F | 4. KVUU-F | 4. KRDO-F | 5. KKFM-F | 5. KKFM-F | 4. KRDO-F | 4. KIL0-F | 4. KVUU-F | 4. KRDO-F | 5. KKOS-F | 5. KRDO-F |
| 5. KKCS-AF | 5. KKCS-AF | 5. KKFM-F | 5. KKFM-F | 5. KKFM-F | 5. KVUU-F | 5. KVUU-F | 5. KATM-F | 5. KATM-F | 5. KATM-F | 5. KSSS |

| 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. KIKX-F>>1. KIKX-F> | 1. KVUU-F | 1. KIKX-F | 1. KVUU-F | 1. KVUU-F | 1. KIL0-F< | 1. KIL0-F>>1. KIL0-F> | 1. KIL0-F> | 1. KIL0-F>>1. KIL0-F | 1. KIL0-F |
| 2. KIL0-F> | 2. KVUU-F | 2. KSPZ-F | 2. KVUU-F | 2. KKCS-AF | 2. KIKX-F>>2. KIKX-F | 2. KKFM-F> | 2. KKCS-AF | 2. KKCS-AF | 2. KKCS-AF |
| 3. KATM-F | 3. KIL0-F | 3. KIL0-F | 3. KKCS-AF | 3. KRDO-F | 3. KATM-F | 3. KKFM-F | 3. KKCS-AF | 3. KIKX-F | 3. KKFM-F> |
| 4. KVUU-F | 4. KSPZ-F | 4. KIKX-F | 4. KRDO-F | 4. KSPZ-F | 4. KKCS-AF | 4. KKCS-AF | 4. KSPZ-F | 4. KKFM-F | 4. KIKX-F |
| 5. KKCS-AF | 5. KKFM-F | 5. KKFM-F | 5. KSPZ-F | 5. KIKX-F | 5. KVUU-F | 5. KVUU-F | 5. KVUU-F | 5. KVUU-F | 5. KVUU-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % |
|-----------------------|--------|--------|---------|------|--------|---|
| TOP 40/CHR/CONTEMP | | 81 (2) | 81 (2) | 18.2 | 16.5 | |
| AOR/CLASSIC | | 81 (2) | 81 (2) | 18.2 | 17.8 | |
| AC/OLDIES/SOFT ROCK | 18 (1) | 86 (3) | 104 (4) | 23.3 | 20.6 | |
| MOR/VARIETY/FULL | | | | | 3.2 | |
| COUNTRY | 23 (2) | 48 (1) | 71 (3) | 15.9 | 17.2 | |
| BLACK/URBAN | | | | | | |
| BTFL MUSIC/EZ | | 49 (1) | 49 (1) | 11.0 | 10.1 | |
| NEWS/TALK | 32 (2) | | 32 (2) | 7.2 | 8.9 | |
| NOSTALGIA | 9 (1) | | 9 (1) | 2.0 | 3.4 | |
| RELIGION/GOSPEL | 14 (2) | 2 (1) | 16 (3) | 3.6 | 0.7 | |
| SPANISH | | | | | | |
| CLASSICAL | | 3 (1) | 3 (1) | 0.7 | 0.7 | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 0.9 | |

96 (8) 350 (11) 446 (19)

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--|-------|------------------|---------|
| KCMN | 1530 | Colorado Springs | 1.8/3.2 |
| KKRE | 1040 | Monument | 2.4/5.1 |
| KWYD-F | 105.5 | Security | .4/1.9 |
| KFEL | 970 | Pueblo | .4/1.3 |
| KVOD-F | 99.5 | Denver | .6/2.4 |

MISCELLANEOUS COMMENTS KVOR, KSPZ-F sold by Penn for \$7,200,000 (Kali)...

RADIO STATIONS

| | | | | | |
|--------------------------------------|-------------|------------------------|------------|--------------|----------------|
| KCMN, 1530, 1 KW (DAYS) | , NOSTALGIA | CNN, \$ 16.00 | (K & P) | | |
| KKRE, 1040, 5 KW (DAYS,DA) | , ? ? | , \$ NA | (---) | (MONUMENT) | Ed Rankin |
| 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 | Larry 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 | (Banner) | First Sierra | Barb Beddor |
| KIL0-F, 93.9, 83 KW @ 2110, AOR | | , \$ 50.00 | (Republic) | Banakel | Lou Mellini |
| 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 | Bob Proffitt |
| 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) | | |
| KVUU-F, 99.9, 68 KW @ 2000, AC | | ABC-E, \$ 39.00 | (Mc-Guild) | Penn | Larry Lakoduk |
| KWYD-F, 105.5, 6 KW @ 300, RELIGION | | , \$ 12.00 | (---) | Lakoduk | Ed Patrick |
| KKQX-F, 106.3, 71 W @ ??, AC | | , \$ 22.00 | (Moore) | (SECURITY) | Lou Allen |

KATM-F - See Pueblo

COLUMBIA, SC

Arbitron Rank/Pop (12+): 93/375,000

Stations: 16/16
Diaries: 827/453:1/56.3%
Sample Target: 750
% Below Line: 0
% Not Listed: 8.5

1987 Revenue: \$11,900,000
HH Inc.: \$32,843
Retail \$: 2.9 Bil
Pop per Station: 23,438
#1 Biller: WCOS A/F \$2,700,000

MSA Rank/Pop: 105/455,000
ADI # 87
Average Person Ratings: 16.9
Market TSL: 22.5 hours

| 12+ METRO | 1/4/SHARE | WIN | | | | | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO | | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|------|------|------|------|------|-------------|------------------|-------------|-------------|--------|--------|--------------|-------------|-----------|------------|
| | | 88 | 87 | 87 | 87 | 87 | | | CUME/RATING | CUME/RATING | | | | | | |
| 1. WCOS-F (C) | 124/19.5 | 16.6 | 17.8 | 16.8 | 14.2 | ---- | 218/2190 | 1143/30.5 | 29.5 | 28.2 | 121 | | | | WCOS-F | |
| 2. WNDM-F (B) | 119/18.7 | 18.9 | 18.9 | 15.7 | 14.3 | ---- | 209/1604 | 987/23.7 | 23.7 | 22.5 | 83 | | | | WNDM-F | |
| 3. WNOK-F (CHR) | 56/ 8.3 | 7.8 | 8.4 | 13.9 | 12.2 | ---- | 116/1922 | 950/25.3 | 24.8 | 24.4 | 67 | | | | WNOK-F | |
| 4. WMFX-F (AOR) | 38/ 6.0 | 4.9 | 9.5 | 2.6 | 3.2 | ---- | 48/ 733 | 559/14.9 | 12.9 | 16.8 | 85 | | | | WMFX-F | |
| WSCQ-F (AC) | 38/ 6.0 | 5.6 | 5.2 | 4.7 | 3.7 | ---- | 38/ 535 | 508/13.5 | 15.9 | 12.5 | 142 | | | | WSCQ-F | |
| 6. WVOC (N/T) | 37/ 5.8 | 4.6 | 4.6 | 5.9 | 5.5 | ---- | 45/ 598 | 484/12.9 | 16.6 | 13.3 | 69 | | | | WVOC | |
| 7. WCEZ-F (EZ) | 34/ 5.4 | 8.4 | 6.8 | 5.1 | 5.9 | ---- | 37/ 405 | 322/ 8.6 | 12.6 | 12.7 | 106 | | | | WCEZ-F | |
| 8. WTCB-F (AC) | 32/ 5.0 | 4.1 | 4.6 | 4.9 | 5.9 | ---- | 73/1003 | 459/12.2 | 12.9 | 14.3 | 130 | | | | WTCB-F | |
| 9. WOIC (B) | 22/ 3.5 | 5.7 | 4.3 | 4.4 | 6.2 | ---- | 26/ 421 | 394/10.5 | 12.1 | 10.6 | 97 | | | | WOIC | |
| 10. WTGH (R/G) | 21/ 3.3 | 4.1 | 1.6 | 2.4 | 3.3 | ---- | 23/ 280 | 248/ 6.6 | 5.9 | 3.7 | 85 | | | | WTGH | |
| 11. WYYS-F (CHR) | 20/ 3.1 | --- | 1.0 | 2.3 | 4.0 | ---- | 20/ 360 | 338/ 9.0 | --- | 7.8 | 100 | | | | WYYS-F | |
| 12. WKWQ-F (AOR) | 15/ 2.4 | 1.3 | --- | 2.1 | --- | ---- | 15/ 257 | 255/ 6.8 | 3.0 | --- | 117 | | | | WKWQ-F | |
| 13. WPRH-F (B/U) | 12/ 1.9 | 4.9 | 5.3 | 6.0 | 8.7 | ---- | 12/ 399 | 393/10.5 | 14.5 | 15.1 | 105 | | | | WPRH-F | |

12+ FM SHARE (METRO): 83.99% (488 of 581) (SPG 87: 86.61%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|---------------|---------------|------------|------------|---------------|------------|------------|------------|---------------|------------|
| 1. WNDM-F> | 1. WNDM-F>>1. | WNDM-F | 1. WCOS-F> | 1. WCOS-F> | 1. WCOS-F>>1. | WCOS-F> | 1. WCOS-F> | 1. WCOS-F | 1. WNDM-F>>1. | WNDM-F> |
| 2. WNOK-F> | 2. WCOS-F> | 2. WCOS-F>>2. | WNDM-F>>2. | WNDM-F>>2. | WVOC < | 2. WNDM-F> | 2. WNDM-F> | 2. WNDM-F> | 2. WCOS-F | 2. WCOS-F> |
| 3. WCOS-F> | 3. WMFX-F | 3. WNOK-F | 3. WSCQ-F | 3. WSCQ-F | 3. WCEZ-F | 3. WVOC | 3. WNOK-F | 3. WNOK-F> | 3. WNOK-F> | 3. WVOC |
| 4. | 4. WNOK-F> | 4. WMFX-F | 4. WTCB-F | 4. WTCB-F | 4. WNDM-F | 4. WNOK-F | 4. WMFX-F | 4. WMFX-F | 4. WVOC | 4. |
| 5. | 5. WSCQ-F | 5. WSCQ-F | 5. WNOK-F | 5. WNOK-F | 5. WSCQ-F | 5. WSCQ-F | 5. WSCQ-F | 5. WSCQ-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. WNDM-F>>1. | WNDM-F>>1. | WNDM-F | 1. WNDM-F> | 1. WCOS-F> | 1. WMFX-F | 1. WNDM-F> | 1. WNDM-F> | 1. WNDM-F< | 1. WCOS-F> |
| 2. WNOK-F>>2. | WCOS-F> | 2. WCOS-F>>2. | WNDM-F> | 2. WNDM-F | 2. WNDM-F> | 2. WMFX-F> | 2. WCOS-F< | 2. WCOS-F> | 2. WNDM-F |
| 3. WTCB-F | WNOK-F> | 3. | 3. WNOK-F> | 3. WCEZ-F | 3. WNOK-F | 3. WCOS-F | 3. WMFX-F | 3. WMFX-F | 3. WSCQ-F |
| 4. WTGH | 4. WTCB-F | 4. | 4. WTCB-F | 4. WNOK-F | 4. WCOS-F | 4. WKWQ-F | 4. WKWQ-F | 4. WSCQ-F | 4. WTCB-F |
| 5. WMFX-F | 5. WMFX-F | 5. | 5. WSCQ-F | WSCQ-F | 5. WOIC | 5. WNOK-F | 5. WSCQ-F | 5. WNOK-F | 5. WMFX-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|--------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | 2 (1) | 76 (2) | 78 (3) | 13.4 | 15.4 |
| AOR/CLASSIC | | 53 (2) | 53 (2) | 9.1 | 10.6 |
| AC/OLDIES/SOFT ROCK | | 70 (2) | 70 (2) | 12.0 | 12.1 |
| MOR/VARIETY/FULL | | | | | |
| COUNTRY | 7 (1) | 124 (1) | 131 (2) | 22.5 | 21.0 |
| BLACK/URBAN | 22 (1) | 131 (2) | 153 (3) | 26.3 | 26.0 |
| BTFL MUSIC/EZ | | 34 (1) | 34 (1) | 5.9 | 7.6 |
| NEWS/TALK | 37 (1) | | 37 (1) | 6.4 | 5.1 |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | 21 (1) | | 21 (1) | 3.6 | 2.3 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | 4 (1) | | 4 (1) | 0.7 | |
| | 93 (6) | 488 (10) | 581 (16) | | |

RADIO STATIONS

| | | | | | |
|--------------------------------|---------------|-----------------|------------|------------|------------------|
| 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/2.5 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/URBAN | 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 |
| WNDM-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, GA

Arbitron Rank/Pop (12+): 152/203,000

MSA Rank/Pop: 174/253,300

ADI # 120

Average Person Ratings: 15.7

Market TSL: 21.5 hours

Stations: 11/9

Diaries: 525/387:1/47.1%

Sample Target: 560

% Below Line: 5.0

% Not Listed: 7.9

1987 Revenue: \$6,800,000

HH Inc.: \$27,955

Retail \$: 1.36 Bil

Pop per Station: 22,556

#1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL | | | | 4 Book Avg. | 12+ METRO | | SPG | | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|-----|------|-----|------|-------------|-----------|----------|-----|------|--------------|-------------|-----------|------------|
| | | B7 | B7 | B6 | B6 | | CUME/CUME | RATING | B7 | B7 | | | | |
| 1. WFXE-F (B) | 52/16.4 | --- | 16.6 | --- | 21.3 | ---- | 54/ 617 | 587/28.9 | --- | 25.7 | 95 | | WFXE-F | |
| 2. WCGQ-F (CHR) | 47/14.8 | --- | 14.2 | --- | 18.3 | ---- | 81/1126 | 641/31.6 | --- | 27.9 | 44 | | WCGQ-F | |
| 3. WOKS (B) | 39/12.3 | --- | 13.6 | --- | 8.6 | ---- | 40/ 364 | 354/17.4 | --- | 19.8 | 106 | | WOKS | |
| 4. WSTH-F (C) | 38/11.9 | --- | 9.9 | --- | 6.0 | ---- | 113/1038 | 334/16.5 | --- | 13.7 | 147 | | WSTH-F | |
| 5. WNKS-F (C) | 36/11.3 | --- | 11.9 | --- | 9.0 | ---- | 75/1013 | 472/23.3 | --- | 21.6 | 69 | | WNKS-F | |
| 6. WGSY-F (AC) | 24/ 7.5 | --- | 8.6 | --- | 7.3 | ---- | 29/ 460 | 344/16.9 | --- | 20.3 | 164 | | WGSY-F | |
| WRCG (BB) | 24/ 7.5 | --- | 5.0 | --- | 7.0 | ---- | 27/ 232 | 190/ 9.4 | --- | 10.1 | 77 | | WRCG | |
| 8. WPNX (C) | 12/ 3.8 | --- | 4.6 | --- | 5.6 | ---- | 15/ 152 | 130/ 6.4 | --- | 9.7 | 137 | | WPNX | |
| WEKS-F (B) | 12/ 3.8 | --- | 3.3 | --- | 4.0 | ---- | 24/ 333 | 171/ 8.4 | --- | 6.9 | 103 | | WEKS-F | |
| 10. WDAK (D) | 5/ 1.6 | --- | 2.6 | --- | .7 | ---- | 7/ 159 | 120/ 5.9 | --- | 7.7 | 119 | | WDAK | |
| 11. | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 72.69% (213 of 293) (SPG B7: 71.83%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-------------|--------------|-----------|------------|------------|-----------|------------|-----------|-----------|------------|
| 1. WCGQ-F | 1. WNKS-F | <1. WFXE-F | 1. WFXE-F | 1. WSTH-F | 1. WSTH-F | 1. WCGQ-F | 1. WOKS | 1. WFXE-F | 1. WFXE-F | >1. WFXE-F |
| 2. WFXE-F | >>2. WFXE-F | 2. WNKS-F | 2. WSTH-F | 2. WFXE-F | 2. WOKS-F | 2. WFXE-F | 2. WSTH-F | 2. WCGQ-F | 2. WCGQ-F | >2. WOKS-F |
| 3. | 3. WCGQ-F | >>>3. WCGQ-F | 3. WGSY | 3. WOKS-F | <3. WRCG-F | 3. WNKS-F | <3. WCGQ-F | 3. WSTH-F | 3. WNKS-F | 3. WNKS-F |
| 4. | 4. WOKS-F | 4. WSTH-F | WOKS-F | >4. WGSY-F | 4. WFXE-F | 4. WSTH-F | 4. WFXE-F | 4. WNKS-F | WOKS-F | WRCG-F |
| 5. | 5. WGSY | 5. WOKS-F | 5. | 5. | 5. WGSY-F | 5. | 5. WNKS-F | 5. | 5. | WSTH-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. WFXE-F | 1. WFXE-F | >>>1. WFXE-F | 1. WFXE-F | >>>1. WFXE-F | 1. WCGQ-F | 1. WNKS-F | 1. WNKS-F | 1. WNKS-F | 1. WSTH-F |
| 2. WNKS-F | 2. WOKS-F | 2. WOKS-F | 2. WOKS-F | 2. WSTH-F | WNKS-F | >>>2. WCGQ-F | >>>2. WFXE-F | 2. WCGQ-F | >2. WFXE-F |
| 3. WCGQ-F | 3. WGSY-F | 3. WGSY-F | 3. WGSY-F | 3. WOKS-F | 3. WFXE-F | 3. WFXE-F | >>>3. WEKS-F | 3. WFXE-F | 3. WGSY-F |
| 4. | WNKS-F | 4. WSTH-F | WSTH-F | 4. WGSY-F | 4. | 4. | 4. WGSY-F | 4. WSTH-F | WNKS-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. | WOKS-F | 5. WGSY-F | WOKS-F |

| FORMATS | AM | FM | TOTAL | % | SPG B7 |
|--------------------------------------|--------|--------|---------|------|--------|
| TOP 40/CHR/CONTEMP AOR/CLASSIC | | 47 (1) | 47 (1) | 16.0 | 27.8 |
| AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL | 5 (1) | 24 (1) | 29 (2) | 9.9 | 12.0 |
| COUNTRY | 12 (1) | 74 (2) | 86 (3) | 29.4 | 15.0 |
| BLACK/URBAN | 39 (1) | 64 (2) | 103 (3) | 35.2 | 36.3 |
| BTFL MUSIC/EZ NEWS/TALK | | | | | 1.4 |
| NOSTALGIA | 24 (1) | | 24 (1) | 8.2 | 5.3 |
| RELIGION/GOSPEL | | 4 (1) | 4 (1) | 1.4 | 1.8 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WVJ-F 93.3 Manchester 1.3/3.0

MISCELLANEOUS COMMENTS Arbitron fell 6.3% short of sample target...

RADIO STATIONS

| | | | | |
|--------------------------------------|-------------|--------------------|------------|---------------|
| WDAK, 540, 5 KW/500 W (DA-N) | , OLDIES | ABC-E, \$ 14.00 | (Mc-Guild) | Allan Woodall |
| WEAM, 1580, 1 KW (DA-N) | , RELIGION | , \$ 8.00 | (---) | T. Carroll |
| WHYD, 1270, 5 KW (DAYS) | , RELIGION | , \$ 11.00 | (---) | |
| WOKS, 1340, 1 KW (DA-1) | , BLACK | NBN, SBN, \$ 27.00 | (Katz) | Davis |
| WPNX, 1460, 5 KW/1 KW (DA-N) | , COUNTRY | ABC-I, \$ 15.00 | (Mc-Guild) | Wayne Bishop |
| WRCG, 1420, 5 KW (DA-N) | , NOSTALGIA | CBS, \$ 14.00 | (Christal) | Jim Martin |
| | | | | Joe McClure |
| WCGQ-F, 107.3, 100 KW @ 610, CHR | | ABC-C, \$ 34.00 | (Christal) | Joe McClure |
| WFXE-F, 104.9, 3 KW @ 300, BLACK | | ABC-F, \$ 37.00 | (Katz) | Wayne Bishop |
| WGSY-F, 100.1, 3 KW @ 300, AC | | , \$ 31.00 | (Eastman) | Ken Woodfin |
| WNKS-F, 102.9, 100 KW @ 1521, CHR | | ABC-R, \$ 30.00 | (Mc-Guild) | Jim Martin |
| WSTH-F, 106.1, 100 KW @ 998, COUNTRY | | , \$ 29.00 | (Mc-Guild) | Allan Woodall |

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,077,900

Stations: 20/19
Diaries: 1524/707:1/55.9%
Sample Target: 1280
% Below Line: 2.6
% Not Listed: 10.7

1987 Revenue: \$34,100,000
HH Inc.: \$32,109
Retail \$: 9.2 Bill
Pop per Station: 56,732
#1 Biller: WLWQ-F \$6,500,000

MSA Rank/Pop: 36/1,300,000
ADI # 33
Average Person Ratings: 15.8
Market TSL: 21.0 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cum | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|-----------|--------|
| 1. WSNY-F (AC) | 206/12.1 | 8.9 | 8.7 | 6.8 | 9.7 | 9.1 | 224/2801 | 2596/24.1 | 20.4 | 19.8 | 132 | 8.2 | 146 | 1614 | WSNY-F |
| 2. WNCI-F (CHR) | 195/11.4 | 10.0 | 9.8 | 10.6 | 9.2 | 10.5 | 287/3905 | 2757/25.6 | 23.9 | 22.7 | 85 | 13.8 | 246 | 3082 | WNCI-F |
| 3. WTVN (MOR) | 173/10.1 | 9.3 | 9.8 | 7.6 | 10.1 | 9.2 | 213/2628 | 2080/19.3 | 18.7 | 20.4 | 122 | 10.2 | 181 | 1944 | WTVN |
| 4. WBNS-F (EZ) | 157/ 9.2 | 9.8 | 10.9 | 10.7 | 8.9 | 10.2 | 180/2337 | 1951/18.1 | 18.0 | 17.9 | 83 | 4.2 | 74 | 1511 | WBNS-F |
| 5. WLWQ-F (AOR) | 135/ 7.9 | 8.9 | 9.5 | 11.9 | 11.3 | 10.0 | 175/2397 | 1812/16.8 | 21.8 | 21.7 | 95 | 13.8 | 246 | 2778 | WLWQ-F |
| 6. WXGT-F (CHR) | 116/ 6.8 | 9.2 | 8.0 | 8.3 | 9.2 | 8.1 | 143/2721 | 2156/20.0 | 23.3 | 22.9 | 81 | 10.2 | 182 | 3204 | WXGT-F |
| 7. WMGG-F (O) | 101/ 5.9 | 4.6 | 4.6 | 3.6 | 4.1 | 4.7 | 117/1593 | 1355/12.6 | 12.5 | 12.5 | 124 | 8.5 | 151 | 1704 | WMGG-F |
| 8. WHOK-F (C) | 90/ 5.3 | 4.9 | 4.3 | 4.4 | 4.4 | 4.9 | 146/1597 | 1069/ 9.9 | 10.7 | 8.6 | 117 | 4.2 | 74 | 1061 | WHOK-F |
| 9. WCOL (BB) | 51/ 3.0 | 2.6 | 1.5 | 2.5 | 1.8 | 2.4 | 52/ 712 | 702/ 6.5 | 4.7 | 6.0 | 43 | 1.3 | 23 | 417 | WCOL |
| 10. WMNI (C) | 47/ 2.8 | 3.2 | 3.8 | 3.4 | 3.3 | 3.3 | 49/ 633 | 572/ 5.3 | 12.5 | 12.5 | 86 | 3.5 | 63 | 701 | WMNI |
| 11. WLW (MOR) | 45/ 2.6 | 1.6 | 1.2 | 2.7 | 2.1 | 2.0 | 70/1162 | 726/ 6.7 | 5.4 | 7.4 | 100 | 1.5 | 26 | 716 | WLW |
| 12. WVKO (B) | 43/ 2.5 | 2.1 | 2.7 | 1.9 | 3.1 | 2.3 | 43/ 727 | 727/ 6.7 | 5.9 | 7.1 | 92 | 4.6 | 82 | 1039 | WVKO |
| 13. WCKX-F (B) | 40/ 2.3 | 3.2 | 1.7 | 2.7 | 1.8 | 2.5 | 40/ 548 | 548/ 5.1 | 3.5 | 5.6 | 91 | 1.7 | 31 | 634 | WCKX-F |
| 14. WBBY-F (J) | 32/ 1.9 | 2.7 | 2.1 | 1.8 | 2.3 | 2.1 | 33/ 670 | 650/ 6.0 | 5.4 | 7.4 | 132 | .9 | 16 | 454 | WBBY-F |
| 15. WRFD (R/G) | 20/ 1.2 | .9 | 1.3 | 1.4 | 1.2 | 1.2 | 26/ 470 | 364/ 3.4 | 2.8 | 3.6 | 100 | 1.1 | 19 | 227 | WRFD |
| WBNS (MOR) | 20/ 1.2 | 1.8 | 2.4 | 1.5 | 2.0 | 1.7 | 20/ 547 | 515/ 4.8 | 11.6 | 6.0 | 100 | 1.3 | 24 | 675 | WBNS |
| 17. | | | | | | | | | | | | | | | |
| 18. | | | | | | | | | | | | | | | |
| 19. | | | | | | | | | | | | | | | |
| 20. | | | | | | | | | | | | | | | |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 72.51% (1105 of 1524) (SPG 87: 72.34%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. WNCI-F | 1. WNCI-F | 1. WSNY-F | 1. WSNY-F | 1. WSNY-F | 1. WTVN | 1. WTVN | 1. WSNY-F | 1. WSNY-F | 1. WSNY-F | 1. WBNS-F |
| 2. WXGT-F | 2. WLWQ-F | 2. WNCI-F | 2. WTVN | 2. WTVN | 2. WBNS-F | 2. WNCI-F | 2. WBNS-F | 2. WNCI-F | 2. WNCI-F | 2. WSNY-F |
| 3. WLWQ-F | 3. WSNY-F | 3. WLWQ-F | 3. WNCI-F | 3. WNCI-F | 3. WSNY-F | 3. WSNY-F | 3. WSNY-F | 3. WTVN | 3. WTVN | 3. WTVN |
| 4. WCKX-F | 4. WMGG-F | 4. WTVN | 4. WLWQ-F | 4. WBNS-F | 4. WHOK-F | 4. WLWQ-F | 4. WNCI-F | 4. WBNS-F | 4. WXGT-F | 4. WBNS |
| 5. WSNY-F | 5. WXGT-F | 5. WMGG-F | 5. WMGG-F | 5. WLWQ-F | 5. WCOL | 5. WBNS-F | 5. WLWQ-F | 5. WLWQ-F | 5. WLW | 5. WCKX-F |
| 6. WVKO | 6. WXGT-F | 6. WXGT-F | 6. WBNS-F | 6. WMGG-F | 6. WMNI | 6. WXGT-F | 6. WHOK-F | 6. WXGT-F | 6. WLWQ-F | 6. WXGT-F |
| 7. | 7. | 7. | 7. WXGT-F | 7. WHOK-F | 7. | 7. | 7. WMGG-F | 7. | 7. WTVN | 7. WNCI-F |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. WNCI-F | 1. WNCI-F | 1. WNCI-F | 1. WSNY-F | 1. WSNY-F | 1. WLWQ-F | 1. WLWQ-F | 1. WMGG-F | 1. WLWQ-F | 1. WTVN |
| 2. WSNY-F | 2. WSNY-F | 2. WSNY-F | 2. WNCI-F | 2. WTVN | 2. WMGG-F | 2. WMGG-F | 2. WLWQ-F | 2. WMGG-F | 2. WSNY-F |
| 3. WXGT-F | 3. WXGT-F | 3. WLWQ-F | 3. WXGT-F | 3. WNCI-F | 3. WNCI-F | 3. WNCI-F | 3. WNCI-F | 3. WSNY-F | 3. WMGG-F |
| 4. WLWQ-F | 4. WLWQ-F | 4. WXGT-F | 4. WTVN | 4. WBNS-F | 4. WHOK-F | 4. WSNY-F | 4. WSNY-F | 4. WNCI-F | 4. WLWQ-F |
| 5. | 5. | 5. WMGG-F | 5. WBNS-F | 5. WXGT-F | 5. | 5. WXGT-F | 5. WTVN | 5. WTVN | 5. WNCI-F |
| 6. | 6. | 6. WTVN | 6. WLWQ-F | 6. WLWQ-F | 6. | 6. WHOK-F | 6. WXGT-F | 6. WHOK-F | 6. WHOK-F |
| 7. | 7. | 7. | 7. | 7. WHOK-F | 7. | 7. | 7. WLW | 7. WXGT-F | 7. |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|---------------------|---------|-----------|-----------|--------|------|--|-------|-----------|---------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 311 (2) | 311 (2) | 20.4 | 20.4 | WCLT | 1430 | Newark | .5/1.3 |
| AOR/CLASSIC | | 236 (2) | 236 (2) | 15.5 | 12.6 | WCLT-F | 100.3 | Newark | .8/2.9 |
| AC/OLDIES/SOFT ROCK | | 220 (2) | 220 (2) | 14.4 | 16.0 | WHTH | 790 | Heath | .6/ .9 |
| MOR/VARIETY/FULL | 247 (4) | | 247 (4) | 16.2 | 15.8 | WZZT-F | 103.1 | Johnstown | 1.1/4.6 |
| COUNTRY | 58 (2) | 90 (1) | 148 (3) | 9.7 | 9.4 | | | | |
| BLACK/URBAN | 43 (1) | 59 (2) | 102 (3) | 6.7 | 8.2 | | | | |
| BTFL MUSIC/EZ | | 157 (1) | 157 (1) | 10.3 | 11.0 | | | | |
| NEWS/TALK | | | | | | | | | |
| NOSTALGIA | 51 (1) | | 51 (1) | 3.3 | 2.0 | | | | |
| RELIGION/GOSPEL | 20 (1) | | 20 (1) | 1.3 | 1.3 | | | | |
| SPANISH | | | | | | | | | |
| CLASSICAL | | | | | | | | | |
| JAZZ/NEW AGE | | 32 (1) | 32 (1) | 2.1 | 2.5 | | | | |
| UNKNOWN/OTHERS | | | | | | | | | |
| | 419 (9) | 1105 (11) | 1524 (20) | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|-------------------------------|-------------|--------------------|------------|-------------------|--------------|
| WBNS, 1460, 5 KW/1 KW (DA-N) | , MOR | ABC-I, \$ 41.00 | (Banner) | Columbus Dispatch | Tom Stewart |
| WCOL, 1230, 1 KW | , NOSTALGIA | CBS, SMN, \$ 30.00 | (Christal) | Great Trails | Randy Rahe |
| WMNI, 920, 1 KW/500 W (DA-2) | , COUNTRY | MBS, \$ 38.00 | (Torbet) | | Mark Jividen |
| WRFO, 880, 5 KW (DAYS) | , RELIGION | CNN, \$ 20.00 | (---) | Salem | Bill Caridas |
| WTVN, 610, 5 KW (DA-N) | , MOR/AC | ABC-E, \$115.00 | (Katz) | Great America | Perry Frey |
| WVKK, 1580, 1 KW/250 W (DA-2) | , BLACK | SBN, \$ 34.00 | (Mc-Guild) | Saga | Al Fetch |

FM STATIONS

| | | | | | |
|---------------------------------------|------------------|------------|-------------------|-------------|---------------|
| WBBY, 103.9, 2.7 KW @ 360, JAZZ | US 2, \$ 30.00 | (Torbet) | | | Carl Nourse |
| WBNS, 97.1, 26 KW @ 660, BTFL/EZ | , \$ 71.00 | (Banner) | Columbus Dispatch | | Tom Stewart |
| WCKX, 106.3, 3 KW @ 328, BLACK | NBN, \$ 29.00 | (Roslin) | | | Jack Harris |
| WLWQ, 96.3, 18 KW @ 753, AOR | Source, \$100.00 | (Katz) | Great American | | Tom Thon |
| WMGG, 99.7, 50 KW @ 500, CLASSIC ROCK | MBS, \$ 62.00 | (Torbet) | | | Mark Jividen |
| WNCI, 97.9, 175 KW @ 565, CHR | ABC-C, \$109.00 | (MMR) | Nationwide | | Dale Weber |
| WSNY, 94.7, 22 KW @ 753, AC | , \$104.00 | (Mc-Guild) | Saga | | Al Fitch |
| WXGT, 92.3, 18 KW @ 753, CHR | CBS-R, \$ 70.00 | (Christal) | Great Trails | | Randy Rahe |
| WHOK, 95.5, 50 KW @ 215, COUNTRY | APR, \$ 39.00 | (Christal) | | (LANCASTER) | Stan Robinson |
| WZZT, 103.1, 1.5 KW @ 455, BLACK | MBS, \$ 34.00 | (K & P) | | | Vince Fruge |

WLW - See Cincinnati

CALL LETTER CHANGES

WZZT: Changes to WXLE (July)

FORMAT CHANGES

WXLE: From Black to Oldies
 WMGG: From AC/Oldies to Classic Rock
 WZZT: From Black to Oldies (July)

STATION SALES

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 123/299,500
 MSA Rank/Pop: 129/370,000
 Average Person Ratings: 16.8
 Market TSL: 22.5 hours

Stations: 19/17
 Diaries: 811/357:1/51.0%
 Sample Target: 650
 % Below Line: 0.8
 % Not Listed: 7.4

1987 Revenue: \$7,800,000
 HH Inc.: \$31,129
 Retail \$: 2.5 Bil
 Pop per Station: 17,029
 #1 Biller: KZFM-F \$1,400,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KOUL-F (C) | 82/16.9 | 13.0 | 12.4 | 6.0 | 9.1 | ---- | 102/1140 | 893/30.8 | 23.4 | 22.2 | 113 | 17.9 | 84 | 822 |
| 2. KZFM-F (CHR) | 73/15.1 | 14.5 | 14.5 | 15.4 | 13.8 | ---- | 102/1285 | 886/30.6 | 29.8 | 34.2 | 70 | 17.2 | 81 | 1080 |
| 3. KNCN-F (AOR) | 51/10.5 | 7.5 | 11.6 | 8.9 | 9.3 | ---- | 54/ 579 | 521/18.0 | 18.8 | 20.3 | 101 | 12.3 | 58 | 672 |
| 4. KRYS A/F (C) | 46/ 9.4 | 9.8 | 11.2 | 14.1 | 8.7 | ---- | 52/ 867 | 589/20.3 | 16.8 | 18.1 | 133 | 9.4 | 44 | 529 |
| 5. KUNO-F (SP) | 40/ 8.2 | 11.1 | 7.7 | 5.6 | 9.9 | ---- | 43/ 415 | 358/12.4 | 11.4 | 10.8 | 91 | 6.6 | 31 | 465 |
| 6. KCCT (SP) | 34/ 7.0 | 6.0 | 3.9 | 4.1 | 5.2 | ---- | 36/ 404 | 346/12.0 | 10.5 | 10.8 | 119 | 1.1 | 5 | 132 |
| 7. KJKC-F (CHR) | 30/ 6.2 | 7.5 | 8.1 | 6.2 | 4.9 | ---- | 31/ 466 | 459/15.9 | 19.1 | 22.4 | 37 | 9.4 | 44 | 673 |
| 8. KEYS (O) | 23/ 5.8 | 3.8 | 1.5 | 4.6 | 4.3 | ---- | 31/ 433 | 376/13.0 | 10.1 | 7.4 | 143 | 3.0 | 14 | 251 |
| 9. KLTG-F (AC) | 19/ 3.9 | 3.4 | 7.4 | 10.0 | 8.4 | ---- | 26/ 391 | 313/10.8 | 9.7 | 10.9 | 126 | 3.0 | 14 | 288 |
| 10. KDAE (EZ) | 11/ 2.3 | 2.4 | .4 | 1.0 | 2.1 | ---- | 18/ 177 | 105/ 3.6 | 5.7 | 1.6 | 100 | 1.1 | 5 | 86 |
| 11. KSTE-F (AC) | 9/ 1.9 | 3.2 | 4.4 | 7.1 | 4.3 | ---- | 11/ 297 | 246/ 8.5 | 11.2 | 10.9 | 179 | 3.8 | 18 | 306 |
| 12. KSIX (EZ) | 7/ 1.4 | 2.4 | 2.7 | 3.7 | 1.9 | ---- | 8/ 193 | 146/ 5.0 | 5.3 | 5.3 | 29 | .6 | 3 | 73 |

12+ FM SHARE (METRO): 69.04% (310 of 449) (SPG 87: 76.92%)

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. KOUL-F | 1. KOUL-F> | 1. KOUL-F | 1. KZFM-F> | 1. KOUL-F |
| 2. KJKC-F>>2. KZFM-F> | 2. KRYS-AF | 2. KZFM-F | 2. KRYS-AF | 2. KRYS-AF | 2. KUNO | 2. KZFM-F> | 2. KRYS-AF | 2. KZFM-F> | 2. KNCN-F | 2. KNCN-F |
| 3. 3. KOUL-F> | 3. KNCN-F> | 3. KZFM-F | 3. KNCN-F | 3. KNCN-F | 3. KRYS-AF | 3. KRYS-AF | 3. KRYS-AF | 3. KZFM-F | 3. KNCN-F | 3. KJKC-F |
| 4. 4. KRYS-AF | 4. KRYS-AF | 4. KRYS-AF | 4. KRYS-AF | 4. KRYS-AF | 4. KCCT | 4. KCCT | 4. KNCN-F> | 4. KRYS-AF | 4. KUNO | 4. KCCT < |
| 5. 5. KJKC-F | 5. KEYS | 5. KEYS | 5. KEYS | 5. KEYS | 5. KEYS | 5. KEYS | 5. KUNO | 5. KUNO | 5. KJKC-F | 5. KOUL-F |
| | | | 6. KCCT | KEYS | | 6. KNCN-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. KZFM-F | 1. KOUL-F< | 1. KOUL-F | 1. KOUL-F> | 1. KOUL-F> | 1. KNCN-F> | 1. KNCN-F>>1. KNCN-F> | 1. KNCN-F> | 1. KOUL-F |
| 2. KOUL-F> | 2. KZFM-F> | 2. KRYS-AF | 2. KZFM-F | 2. KRYS-AF | 2. KUNO | 2. KZFM-F>>2. KZFM-F | 2. KOUL-F | 2. KNCN-F |
| 3. KJKC-F | 3. KRYS-AF> | 3. KZFM-F | 3. KRYS-AF> | 3. KZFM-F | 3. KRYS-AF | 3. KOUL-F | 3. KCCT | 3. KZFM-F |
| 4. KRYS-AF | 4. KNCN-F> | 4. KNCN-F | 4. KUNO | 4. KUNO | 4. KOUL-F | 4. KCCT | 4. KOUL-F< | 4. KEYS > |
| 5. KLTG-F | 5. KJKC-F | 5. KLTG-F | 5. KCCT | 5. KCCT | 5. KJKC-F | 5. KEYS | 5. KCCT | 5. KZFM-F |
| | | | | | | | 6. KRYS-AF | 6. KCCT |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|--------|---------|---------|------|----------|
| TOP 40/CHR/CONTEMP | | 103 (2) | 103 (2) | 22.9 | 24.3 |
| AOR/CLASSIC | | 51 (1) | 51 (1) | 11.4 | 12.5 |
| AC/OLOIES/SOFT ROCK | 28 (1) | 28 (2) | 56 (3) | 12.5 | 14.3 |
| NOR/VARIETY/FULL | | | | | |
| COUNTRY | 11 (3) | 124 (3) | 135 (6) | 30.1 | 26.8 |
| BLACK/URBAN | | | | | |
| BTFM MUSIC/EZ | 18 (2) | | 18 (2) | 4.0 | |
| NEWS/TALK | 2 (1) | | 2 (1) | 0.4 | 1.5 |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | 6 (1) | | 6 (1) | 1.3 | 1.7 |
| SPANISH | 74 (2) | 4 (1) | 78 (3) | 17.4 | 15.6 |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | 3.3 |

139 (10) 310 (9) 449 (19)

OTHER RATEO STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|------|----------------|---------|
| KCTA | 1030 | Corpus Christi | 1.2/4.9 |
| KKHQ-F | 98.3 | Oden | .8/3.2 |
| KROB | 1510 | Robstown | .6/ .9 |
| KROB-F | 99.9 | Robstown | .4/2.3 |
| KKYX | 680 | San Antonio | .4/1.6 |
| KTRH | 740 | Houston | .4/3.0 |

MISCELLANEOUS COMMENTS KITE-F changes to KJKC (December)... KXTD changes to KKHQ (January)...

RADIO STATIONS

| | | | |
|--|------------|----------------------------|---------------|
| KCCT, 1150, 1 KW/500 W (DA-2) | , HISPANIC | \$ 26.00 (Caballero) | Manuel Oavila |
| KCTA, 1030, 50 KW (OAYS) | , RELIGION | APR, \$ 13.00 (---) | Bob Trask |
| KEYS, 1440, 1 KW (DA-N) | , OLOIES | CNN, \$ 19.00 (Banner) | Larry Safir |
| KRYS, 1360, 1 KW | , COUNTRY | \$ NA (Ourpetti) | Don Hibbits |
| KSIX, 1230, 1 KW | , BTFM (?) | MBS, CBS, \$ 16.00 (---) | Vann 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 |
| KNCN-F, 101.3, 100 KW @ 402, AOR | | \$ 40.00 (HNWH) | 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 (Caballero) | Juan Gussoni |
| KZFM-F, 95.5, 41 KW @ 320, CHR | | \$ 48.00 (Banner) | Larry Safir |

DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 8/3,062,600
 MSA Rank/Pop: Dallas - 13/420,800
 ADI # 8 Fort Worth - 39/1,271,100
 Average Person Ratings: 16.8
 Market TSL: 22.3 hours

Stations: 29/29
 Diaries: 2286/1340:1/50.2%
 Sample Target: 2200
 % Below Line: 0
 % Not Listed: 5.8

1987 Revenue: \$116,500,000
 HH Inc.: \$36,977
 Retail \$: 28.0 Bil
 Pop per Station: 105,607
 #1 Biller: KVIL A/F \$18,000,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KVIL A/F (AC) | 513/10.0 | 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 |
| 2. KKOA-F (B) | 412/ 8.0 | 8.7 | 8.6 | 10.6 | 8.7 | 9.0 | 464/4185 | 3623/11.8 | 11.4 | 11.7 | 68 | 10.8 | 628 | 5351 | KKOA-F |
| 3. KPLX-F (C) | 361/ 7.0 | 7.8 | 7.4 | 6.9 | 7.4 | 7.3 | 409/5106 | 4394/14.3 | 16.1 | 15.5 | 120 | 9.2 | 534 | 5515 | KPLX-F |
| 4. WBAP (C) | 347/ 6.7 | 5.3 | 5.3 | 5.2 | 6.6 | 5.6 | 562/7574 | 4757/15.5 | 12.2 | 15.3 | 82 | 4.4 | 255 | 3559 | WBAP |
| 5. KSCS-F (C) | 318/ 6.2 | 4.2 | 4.1 | 5.8 | 4.5 | 5.1 | 358/5144 | 4389/14.3 | 11.5 | 13.3 | 110 | 3.7 | 213 | 3775 | KSCS-F |
| 6. KHYI-F (CHR) | 272/ 5.3 | 5.6 | 4.9 | 4.1 | 3.9 | 5.0 | 289/4868 | 4522/14.8 | 14.0 | 10.2 | 47 | 7.1 | 412 | 5632 | KHYI-F |
| KMEZ A/F (EZ) | 272/ 5.3 | 5.6 | 6.0 | 6.3 | 4.9 | 5.8 | 297/3274 | 2954/ 9.6 | 11.3 | 10.8 | 57 | 3.6 | 210 | 2325 | KMEZ A/F |
| 8. KEGL-F (CHR) | 255/ 5.0 | 5.3 | 6.2 | 4.6 | 6.3 | 5.3 | 316/5886 | 5096/16.6 | 16.9 | 17.1 | 56 | 6.4 | 373 | 5251 | KEGL-F |
| 9. KRLD (N/T) | 254/ 4.9 | 5.8 | 6.6 | 5.6 | 5.6 | 5.7 | 307/6012 | 4911/16.0 | 20.8 | 16.6 | 84 | 3.5 | 204 | 3754 | KRLD |
| 10. KTXQ-F (AOR) | 204/ 4.0 | 4.6 | 3.7 | 3.9 | 4.6 | 4.1 | 214/3766 | 3431/11.2 | 10.7 | 12.0 | 78 | 5.8 | 338 | 4883 | KTXQ-F |
| 11. KQZY-F (AC) | 175/ 3.4 | 3.7 | 3.3 | 3.3 | 3.6 | 3.4 | 191/3083 | 2748/ 9.0 | 7.9 | 10.0 | 135 | 2.8 | 160 | 1832 | KQZY-F |
| 12. KZPS-F (O) | 153/ 3.0 | 2.0 | 1.5 | 2.4 | 2.7 | 2.2 | 160/2826 | 2568/ 8.4 | 4.9 | 7.4 | 153 | 3.4 | 195 | 2059 | KZPS-F |
| 13. KMGC-F (AC) | 151/ 2.9 | 2.0 | 2.4 | 3.0 | 3.6 | 2.6 | 153/3109 | 3009/ 9.8 | 8.9 | 9.8 | 131 | 1.8 | 102 | 2234 | KMGC-F |
| 14. KLUV-F (AC) | 147/ 2.9 | 3.3 | 3.6 | 3.6 | 4.0 | 3.4 | 168/3150 | 2817/ 9.2 | 11.0 | 11.3 | 148 | 2.9 | 170 | 1451 | KLUV-F |
| 15. KOAI-F (J/NA) | 131/ 2.5 | 2.7 | 2.8 | 2.2 | 2.0 | 2.6 | 131/2308 | 2217/ 7.2 | 8.0 | 9.4 | 152 | 2.7 | 159 | 2514 | KOAI-F |
| 16. KOJO-F (R/G) | 119/ 2.3 | 1.8 | 2.9 | 2.4 | 1.4 | 2.4 | 153/1917 | 1465/ 4.8 | 5.9 | 1.6 | 135 | 2.7 | 154 | 1502 | KOJO-F |
| 17. KLIF (T) | 116/ 2.3 | 2.0 | 2.2 | 1.7 | 1.9 | 2.1 | 136/2125 | 1771/ 5.8 | 5.9 | 5.2 | 113 | 2.1 | 123 | 1120 | KLIF |
| 18. KZEW-F (AOR) | 103/ 2.0 | 2.4 | 3.0 | 2.8 | 2.5 | 2.6 | 127/3191 | 2765/ 9.0 | 8.7 | 9.4 | 105 | 4.2 | 245 | 2919 | KZEW-F |
| 19. KHVN (R/G) | 101/ 2.0 | 3.2 | 1.6 | 2.9 | 2.0 | 2.4 | 103/1159 | 1122/ 3.7 | 2.7 | 3.6 | 85 | 2.2 | 129 | 874 | KHVN |
| 20. KESS (SP) | 91/ 1.8 | 1.5 | 1.7 | 1.3 | 1.4 | 1.6 | 91/ 694 | 694/ 2.3 | 2.2 | 2.6 | 122 | 1.1 | 64 | 804 | KESS |
| 21. KAAM (BB) | 86/ 1.7 | 1.1 | .8 | .7 | .8 | 1.1 | 96/ 959 | 860/ 2.8 | 2.4 | 2.4 | 12 | .6 | 37 | 714 | KAAM |
| 22. KDLZ-F (B) | 77/ 1.5 | 2.1 | 1.6 | 1.4 | 1.4 | 1.7 | 80/1427 | 1390/ 4.5 | 4.6 | 5.2 | 113 | 1.4 | 82 | 1576 | KDLZ-F |
| 23. KLDD (O) | 54/ 1.0 | .6 | .6 | .7 | 1.0 | 0.7 | 89/1512 | 1036/ 3.4 | 2.4 | 2.6 | 170 | .7 | 38 | 771 | KLDD |
| 24. WRR-F (CL) | 49/ 1.0 | 1.6 | 1.2 | 1.2 | 1.6 | 1.3 | 54/1072 | 946/ 3.1 | 4.4 | 4.2 | 110 | 1.1 | 63 | 1189 | WRR-F |
| 25. | | | | | | | | | | | | | | | |

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

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

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|------------|-------------|--------------|--------------|--------------|------------|------------|------------|------------|-------------|
| 1. KKDA-F> | 1. KVIL-F+> | 1. KVIL-F+>> | 1. KVIL-F+>> | 1. KVIL-F+>> | 1. KKDA-F | 1. KKDA-F | 1. KZPS-F< | 1. KKDA-F | 1. KVIL-F+ |
| 2. KHYI-F< | 2. KKDA-F> | 2. KPLX-F | 2. KKDA-F | 2. KPLX-F> | 2. KTXQ-F | 2. KTXQ-F> | 2. KTXQ-F< | 2. KTXQ-F | 2. WBAP |
| 3. KEGL-F | 3. KPLX-F | 3. KMGC-F | 3. KPLX-F | 3. KQZY-F | 3. KEGL-F> | 3. KEGL-F | 3. KKDA-F | 3. WBAP | 3. KSCS-F |
| 4. KVIL-F+ | 4. KEGL-F | 4. KZPS-F | 4. KSCS-F | 4. KSCS-F | 4. KHYI-F | 4. KPLX-F | 4. KPLX-F | 4. KPLX-F | 4. KVIL-F+< |
| 5. KSCS-F | 5. KMGC-F | 5. KKDA-F | 5. KEGL-F< | 5. KKDA-F | 5. WBAP | 5. KZPS-F | 5. KVIL-F+ | 5. KSCS-F< | 5. KZPS-F |
| 6. KMGC-F | 6. KSCS-F< | 6. KSCS-F | 6. KMGC-F | 6. KMGC-F | 6. KPLX-F | 6. WBAP < | 6. KMGC-F | 6. KPLX-F | 6. KKDA-F |
| 7. KPLX-F | 7. KHYI-F | 7. KQZY-F | 7. KQZY-F | 7. KOAI-F< | 7. KHYI-F | 7. KHYI-F | 7. KZEW-F | 7. KEGL-F | 7. KRLD < |
| 8. KTXQ-F | 8. KZPS-F | 8. KOJO-F | 8. KHYI-F | 8. KMEZ-F | 8. KZEW-F | 8. KZEW-F | 8. KSCS-F | 8. KZPS-F | 8. KLUV-F |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|---------------------|-----------|-----------|-----------|--------|------|--|------|---------------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 527 (2) | 527 (2) | 10.9 | 13.3 | KKDA | 730 | Grand Prairie | .6/2.3 |
| AOR/CLASSIC | | 343 (3) | 343 (3) | 7.1 | 10.6 | KPBC | 1040 | Dallas | .4/1.1 |
| AC/OLDIES/SOFT ROCK | 63 (2) | 1130 (5) | 1193 (7) | 24.6 | 21.3 | KZKR-F | 94.5 | Gainesville | .7/1.9 |
| MOR/VARIETY/FULL | | | | | | | | | |
| COUNTRY | 347 (1) | 679 (2) | 1026 (3) | 21.2 | 20.1 | | | | |
| BLACK/URBAN | 33 (1) | 489 (2) | 522 (3) | 10.8 | 12.6 | | | | |
| BTFL MUSIC/EZ | 7 (1) | 265 (1) | 272 (2) | 5.6 | 5.3 | | | | |
| NEWS/TALK | 370 (2) | | 370 (2) | 7.6 | 8.2 | | | | |
| NOSTALGIA | 86 (1) | | 86 (1) | 1.8 | 0.9 | | | | |
| RELIGION/GOSPEL | 120 (2) | 119 (1) | 239 (3) | 4.9 | 2.8 | | | | |
| SPANISH | 91 (1) | | 91 (1) | 1.9 | 3.0 | | | | |
| CLASSICAL | | 49 (1) | 49 (1) | 1.0 | 1.8 | | | | |
| JAZZ/NEW AGE | | 131 (1) | 131 (1) | 2.7 | | | | | |
| UNKNOWN/OTHERS | | | | | | | | | |
| | 1117 (11) | 3732 (18) | 4849 (29) | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | |
|-------------------------------|-------------|--------------------------|----------------|-----------------|
| KAAM, 1310, 5 KW (DA-N) | , NOSTALGIA | ,\$ 45.00 (Durpetti) | Bonneville | Tom Glade |
| KESS, 1270, 5 KW (DA-1) | , HISPANIC | ,\$ 51.00 (Caballero) | | Mike Bradley |
| KFJZ, 870, 500 W (DAYS, DA) | , NOSTALGIA | ,\$ 40.00 (---) | | |
| KKDA, 730, 500 W (DAYS) | , BLACK | APR, \$ NA (Katz) | | Hymen Childs |
| KHVN, 970, 1 KW/270 W | , GOSPEL | NBN, \$ 49.00 (K & P) | | James Tyler |
| KLDD, 570, 5 KW (DA-2) | , OLOIES | US 1, \$ 50.00 (MMR) | Anchor | Bill Knobler |
| KLIF, 1190, 50 KW/5 KW (DA-2) | , TALK | NBC, \$ 82.00 (Eastman) | Susquehanna | Dan Halyburton |
| KPBC, 1040, 1 KW (DAYS) | , RELIGION | ,\$ 45.00 (---) | Crawford | Bill MacCormick |
| KRLD, 1080, 50 KW (DA-N) | , NEWS | CBS, \$190.00 (Katz) | Metropolitan | Michael Ewing |
| KSKY, 660, 10 KW/500 W (DA-N) | , RELIGION | ,\$ 25.00 (---) | | Harry Thompson |
| KSVZ, 1540, 50 KW/1 KW (DA-2) | , RELIGION | ,\$ 30.00 (---) | | Mary Gaines |
| KWJS, 1360, 5 KW/1 KW (DA-2) | , RELIGION | ,\$ 35.00 (---) | Marsh | Joe Willis |
| WBAP, 820, 50 KW | , COUNTRY | ABC-1, \$185.00 (Banner) | Cap Cities/ABC | John Hare |

FM STATIONS

| | | | | |
|--|---------------------------|--|----------------|----------------|
| KDLZ, 107.5, 100 KW @ 450, BLACK | US 1, \$100.00 (K & P) | | | James Tylor |
| KEGL, 97.1, 98 KW @ 1460, CHR | ABC-C, \$160.00 (Torbet) | | Sandusky | Ed Wodka |
| KHYI, 94.9, 33 KW @ 1509, CHR | ,\$132.00 (Christal) | | Statewide | Oave Spence |
| KKDA, 104.5, 100 KW @ 1585, BLACK/URBAN | APR, \$170.00 (Katz) | | | Michael Spears |
| KLUV, 98.7, 100 KW @ 1585, OLDIES | US 2, \$133.00 (Republic) | | TK | Gil Rozzo |
| KMEZ, 100.3, 100 KW @ 1280, BTFL/EZ | ,\$160.00 (Mc-Guild) | | Summit | Jim Stanton |
| KMGC, 102.9, 100 KW @ 1572, AC | ,\$130.00 (Christal) | | Shamrock | Ross Reagan |
| KOJO, 94.1, 100 KW @ 1585, RELIGION/CC | ABC-F, \$103.00 (HNWH) | | | Chuck Gratner |
| KOAI, 106.1, 100 KW @ 1585, JAZZ/NEW AGE | ,\$125.00 (HNWH) | | Gannett | Gailya Silhan |
| KPLX, 99.5, 100 KW @ 1680, COUNTRY | APR, \$205.00 (Eastman) | | Susquehanna | Dan Halyburton |
| KQZY, 105.3, 100 KW @ 1560, SOFT AC | ,\$124.00 (Group W) | | Westinghouse | Ted Jordan |
| KSCS, 96.3, 100 KW @ 1680, COUNTRY | ,\$157.00 (Banner) | | Cap Cities/ABC | Victor Sansone |
| KTXQ, 102.1, 100 KW @ 1420, AOR | ABC-R, \$151.00 (CBS) | | CBS | Clint Culp |
| KVIL, 103.7, 100 KW @ 1470, AC | ,\$350.00 (Torbet) | | Infinity | Jerry Bobo |
| KZEW, 97.9, 100 KW @ 1680, AOR | Source, \$143.00 (MMR) | | Anchor | Bill Knobler |
| KZPS, 92.5, 100 KW @ 1685, OLOIES | ,\$100.00 (Durpetti) | | Bonneville | Tom Glade |
| WRR, 101.1, 100 KW @ 1510, CLASSICAL | ,\$ 75.00 (CMBS) | | City of Dallas | M. Loewenthal |

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KRLD: From Metropolitan to Sillerman for \$41,000,000 (E)
 KRLD: From Sillerman to Command for \$42,000,000 (E)
 KSKY: From Dorton to Broadcast Partners for \$3,500,000 (E)

OAVENPORT - ROCK ISLAND - MOLINE

Arbitron Rank/Pop (12+): 144/314,500
 MSA Rank/Pop: 123/386,000
 Average Person Ratings: 16.0
 Market TSL: 21.3 hours

Stations: 15/13
 Diaries: 823/261:1/57.0%
 Sample Target: 720
 % Below Line: 2.0
 % Not Listed: 8.6

1987 Revenue: \$7,800,000
 HH Inc.: \$34,787
 Retail \$: 2.4 Bil
 Pop per Station: 24,192
 #1 Biller: KIIK-F \$1,900,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WXLN-F (AOR) | 91/16.1 | 9.9 | 8.3 | 11.3 | 12.3 | 11.4 | 126/1365 | 760/24.2 | 18.9 | 18.2 | 94 | 13.3 | 73 | 883 |
| 2. WLLR-F (C) | 77/15.3 | 11.3 | 11.1 | 13.2 | 13.4 | 12.7 | 124/1448 | 763/24.3 | 22.0 | 20.2 | 142 | 13.7 | 75 | 907 |
| 3. WPXR-F (CHR) | 73/14.5 | 17.3 | 10.3 | 3.8 | 5.6 | 11.5 | 129/1774 | 888/28.2 | 29.3 | 23.0 | 63 | 20.8 | 114 | 1091 |
| 4. KRVR-F (EZ) | 49/9.8 | 7.6 | 7.5 | 9.0 | 6.9 | 8.5 | 66/668 | 495/15.7 | 17.4 | 16.2 | 89 | 7.3 | 40 | 483 |
| 5. WOC (N/T) | 41/8.2 | 11.1 | 9.0 | 9.0 | 8.2 | 9.3 | 43/539 | 450/14.3 | 17.6 | 16.9 | 51 | 6.0 | 33 | 437 |
| 6. KIIK-F (AC) | 33/6.6 | 11.7 | 15.2 | 22.0 | 23.2 | 13.9 | 79/1398 | 669/21.3 | 29.0 | 35.9 | 144 | 8.9 | 49 | 724 |
| 7. KLIO-F (AC) | 31/6.2 | 6.8 | 4.7 | 4.8 | --- | 5.6 | 53/750 | 474/15.1 | 15.5 | 13.3 | 166 | 4.6 | 25 | 376 |
| 8. WKBF (C) | 26/5.2 | 4.9 | 5.5 | 5.6 | 5.9 | 5.3 | 36/511 | 354/11.3 | 10.8 | 12.0 | 52 | 4.6 | 25 | 341 |
| 9. WMRZ (O) | 14/2.8 | 2.7 | 1.7 | 3.8 | 5.2 | 2.8 | 19/299 | 230/7.3 | 8.5 | 6.3 | 164 | 1.8 | 10 | 223 |
| 10. KFMM-F (AOR) | 11/2.2 | 2.3 | 2.1 | 2.7 | 3.3 | 2.3 | 26/402 | 202/6.4 | 6.0 | 5.7 | 123 | 3.8 | 21 | 235 |

12+ FM SHARE (METRO): 77.78% (357 of 459) (SPG 87: 67.95%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|---------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|---------------|------------|
| 1. WPXR-F>>1. | WXLN-F>>1. | WXLN-F> | 1. WLLR-F | 1. WLLR-F> | 1. WLLR-F | 1. WLLR-F | 1. WXLN-F | 1. WXLN-F | 1. WPXR-F> | 1. WLLR-F> |
| 2. WXLN-F> | 2. WPXR-F> | 2. WLLR-F< | 2. WXLN-F> | 2. WXLN-F> | 2. KRVR-F | 2. WXLN-F | 2. WLLR-F | 2. WLLR-F | 2. WXLN-F>>2. | WXLN-F |
| 3. | 3. KIIK-F | 3. WPXR-F> | 3. KLIO-F | 3. KLIO-F | 3. WOC > | 3. WOC | 3. WPXR-F | 3. WPXR-F | 3. WLLR-F> | 3. WPXR-F |
| 4. | 4. WLLR-F | 4. KLIO-F | 4. KIIK-F | 4. KIIK-F | 4. WKBF | 4. WPXR-F | 4. KRVR-F | 4. KRVR-F | 4. KLIO-F | 4. WOC |
| 5. | 5. KLIO-F | 5. KIIK-F | WPXR-F | 5. WPXR-F | 5. | 5. KIIK-F | 5. WOC | 5. KLIO-F | 5. WOC | 5. WKBF |
| | | | | | | | | | | 6. 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. KIIK-F< | 1. WPXR-F> | 1. WLLR-F> | 1. WXLN-F>>1. | WXLN-F>>1. | WXLN-F>>1. | WXLN-F>>1. | WLLR-F< |
| 2. WXLN-F> | 2. WXLN-F> | 2. KLIO-F< | 2. WLLR-F | 2. KIIK-F | 2. | 2. WPXR-F | 2. KFMM-F | 2. WLLR-F>>2. | WXLN-F>> |
| 3. | 3. KIIK-F | 3. WXLN-F< | WXLN-F | KLIO-F | 3. | 3. KFMM-F | WLLR-F | 3. WPXR-F | 3. |
| 4. | 4. KLIO-F | 4. WPXR-F< | 4. KLIO-F | 4. WPXR-F | 4. | 4. WLLR-F | 4. WPXR-F | 4. KFMM-F | 4. |
| 5. | 5. WLCR-F | 5. WLLR-F | 5. KIIK-F | 5. KRVR-F | 5. | 5. KIIK-F | 5. | KIIK-F | 5. |
| | | | | | | | | | KLIO-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|---------------------|--------|--------|---------|------|--------|
| TOP 40/CHR/CONTEMP | | 73 (1) | 73 (1) | 15.9 | 29.1 |
| AOR/CLASSIC | | 92 (2) | 92 (2) | 20.0 | 11.8 |
| AC/OLOIES/SOFT ROCK | 20 (2) | 64 (2) | 84 (4) | 18.3 | 11.8 |
| MOR/VARIETY/FULL | 7 (2) | | 7 (2) | 1.5 | 4.9 |
| COUNTRY | 26 (1) | 79 (2) | 105 (3) | 22.9 | 18.8 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 49 (1) | 49 (1) | 10.7 | 8.5 |
| NEWS/TALK | 49 (2) | | 49 (2) | 10.7 | 12.2 |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|--------------|---------|
| KSTT | 1170 | Oavenport | 1.2/5.7 |
| WGEN-F | 104.9 | Geneseo | .4/1.3 |
| WKEI | 1450 | Kewanee | 1.0/2.6 |
| WGN | 720 | Chicago | 1.6/6.0 |
| WMT | 600 | Cedar Rapids | .4/2.1 |

| | | | |
|-----------------------|---------|---------|----------|
| NOSTALGIA | | | |
| RELIGION/GOSPEL | | | |
| SPANISH | | | |
| CLASSICAL | | | |
| JAZZ/NEW AGE/ECLECTIC | | | |
| UNKNOWN/OTHERS | | | |
| | 102 (7) | 357 (8) | 459 (15) |

RAIO STATIONS

| | | | | | |
|-------------------------------------|-------------|---------------------|------------|---------------|----------------|
| KSTT, 1170, 1 KW (DA-2) | , OLOIES | Trans, \$ 17.00 | (Katz) | Goodrich | Roger Moorman |
| KTSS, 1580, 500 W (DAYS) | , ? ? | , \$ 10.00 | (---) | | Jim Pounds |
| WKBF, 1270, 5 KW (OA-N) | , COUNTRY | CBS, \$ 21.00 | (Mc-Guild) | Roth | |
| WMRZ, 1230, 1 KW | , OLOIES | , \$ 18.00 | (HNWH) | Sconnix | Larry Rosmilso |
| WOC, 1420, 5 KW (DA-2) | , NEWS/TALK | NBC,ABC-T, \$ 35.00 | (Christal) | | Jim O'Hara |
| KFMM-F, 99.7, 50 KW @ 470, AOR | | , \$ 17.00 | (---) | | John Flambo |
| KIIK-F, 103.7, 100 KW @ 1220, AC | | ABC-O, \$ 40.00 | (Christal) | | Jim O'Hara |
| KLIO-F, 96.1, 100 KW @ 988, AC | | ABC-O, \$ 26.00 | (Eastman) | Target | Bill Roth |
| KRVR-F, 106.5, 60 KW @ 190, BTFL/EZ | | , \$ 24.00 | (Republic) | Comm. Service | Jim Glassman |
| 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 | Larry Rosmilso |
| WXLN-F, 96.9, 50 KW @ 500, AOR | | , \$ 34.00 | (Katz) | Goodrich | Jeff Scarpelli |

DAYTON

Arbitron Rank/Pop (12+): 46/798,400

Stations: 23/19
Diaries: 1140/700:1/55.3%
Sample Target: 1110
% Below Line: 12.9
% Not Listed: 9.9

1987 Revenue: \$21,300,000
HH Inc.: \$33,262
Retail \$: 5.9 Bil
Pop per Station: 42,021
#1 Biller: WHIO \$3,200,000

MSA Rank/Pop: 54/928,000

ADI # 48

Average Person Ratings: 15.4

Market TSL: 20.5 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WHIO-F (EZ) | 157/12.8 | 11.8 | 10.8 | 13.2 | 11.5 | 12.2 | 228/2682 | 1874/23.5 | 19.1 | 21.5 | 70 | 9.5 | 127 | 1803 | WHIO-F |
| WTUE-F (AOR) | 157/12.8 | 13.4 | 13.0 | 12.4 | 13.9 | 12.9 | 197/2326 | 1708/21.4 | 21.1 | 22.8 | 101 | 17.5 | 234 | 2065 | WTUE-F |
| 3. WGTZ-F (CHR) | 125/10.2 | 11.2 | 10.2 | 12.1 | 12.5 | 10.9 | 184/2877 | 1943/24.3 | 24.3 | 25.2 | 88 | 12.7 | 170 | 2304 | WGTZ-F |
| 4. WHIO (MOR) | 119/ 9.7 | 8.5 | 8.5 | 9.2 | 6.5 | 9.0 | 123/1439 | 1331/16.7 | 17.8 | 15.7 | 58 | 7.1 | 95 | 1061 | WHIO |
| 5. WONE (C) | 72/ 5.9 | 5.4 | 6.7 | 6.2 | 7.2 | 6.1 | 97/1125 | 805/10.1 | 13.6 | 12.7 | 139 | 7.4 | 99 | 892 | WONE |
| 6. WLW (MOR) | 70/ 5.7 | 2.5 | 4.3 | 5.0 | 4.1 | 4.4 | 195/2948 | 986/12.3 | 11.7 | 13.3 | 93 | 4.6 | 61 | 830 | WLW |
| 7. WWSN-F (AC) | 66/ 5.4 | 6.0 | 6.9 | 5.3 | 5.2 | 5.9 | 76/1204 | 1046/13.1 | 14.8 | 13.2 | 170 | 4.0 | 53 | 883 | WWSN-F |
| 8. WYMJ-F (AC) | 54/ 4.4 | 4.3 | 5.4 | 4.7 | 4.4 | 4.7 | 57/1222 | 1163/14.6 | 13.0 | 12.2 | 82 | 5.0 | 67 | 1118 | WYMJ-F |
| 9. WBLZ-F (B) | 52/ 4.2 | 3.2 | 4.3 | 3.1 | 3.7 | 3.7 | 65/ 950 | 671/ 8.4 | 8.0 | 7.0 | 86 | 6.5 | 87 | 936 | WBLZ-F |
| 10. WVUD-F (AC) | 45/ 3.7 | 4.5 | 2.7 | 3.3 | 3.2 | 3.6 | 53/1022 | 798/10.0 | 9.5 | 7.9 | 159 | 2.7 | 36 | 429 | WVUD-F |
| 11. WDAO (B) | 39/ 3.2 | 3.4 | 3.6 | 2.0 | 3.6 | 3.1 | 39/ 408 | 362/ 4.5 | 5.7 | 4.9 | 106 | 1.1 | 15 | 347 | WDAO |
| 12. WBVE-F (C) | 32/ 2.6 | 4.0 | 3.5 | 3.0 | 4.2 | 3.3 | 92/1289 | 610/ 7.6 | 7.9 | 7.3 | 154 | 4.6 | 61 | 676 | WBVE-F |
| 13. WING (O) | 30/ 2.4 | 2.3 | 2.5 | 2.3 | 2.6 | 2.4 | 35/ 636 | 514/ 6.4 | 10.2 | 6.8 | 154 | 1.6 | 22 | 590 | WING |

12+ FM SHARE (METRO): 67.54% (747 of 1106) (SPG 87: 68.64%)

| 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. WHIO-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. WHIO-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. WHIO-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. WHIO-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. WHIO-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. WHIO-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. 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>>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>>1. WTUE-F>>1. WTUE-F>> | 1. WTUE-F>>1. WTUE-F>>1. WTUE-F>>1. WTUE-F>>1. WTUE-F>> |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|---------|---------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 125 (1) | 125 (1) | 11.3 | 13.6 | WAZU-F 102.9 Springfield .8/2.4 |
| AOR/CLASSIC | | 161 (2) | 161 (2) | 14.6 | 15.8 | WBLV 1600 Springfield .7/1.6 |
| AC/OLDIES/SOFT ROCK | 38 (2) | 180 (5) | 218 (7) | 19.7 | 18.0 | WDJK-F 95.3 Xenia .4/1.5 |
| MOR/VARIETY/FULL | 199 (3) | | 199 (3) | 18.0 | 13.5 | WFCJ-F 93.7 Miamisburg .7/2.9 |
| COUNTRY | 72 (1) | 43 (2) | 115 (3) | 10.4 | 15.1 | WIZE 1340 Springfield .8/2.2 |
| BLACK/URBAN | 39 (1) | 52 (1) | 91 (2) | 8.2 | 8.2 | WKSU-F 101.7 Urbana .5/1.2 |
| BTFM MUSIC/EZ | | 157 (1) | 157 (1) | 14.2 | 12.8 | WPFB-F 105.9 Middletown .9/2.5 |
| NEWS/TALK | | | | | | WPTW 1570 Piqua .9/1.2 |
| NOSTALGIA | 11 (1) | 14 (1) | 25 (2) | 2.3 | | WPTW-F 95.7 Piqua 1.1/2.6 |
| RELIGION/GOSPEL | | 9 (1) | 9 (1) | 0.8 | 0.9 | WEBN-F 102.7 Cincinnati .3/1.2 |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | 6 (1) | 6 (1) | 0.5 | 2.1 | |

RADIO STATIONS 359 (8) 747 (15) 1106 (23)

| | | | |
|---|-----------|---------------------------------|---------------------------|
| WDAO, 1210, 1 KW (DAYS) | , BLACK | SBN, \$ 30.00 (Eastman) | Jim Johnson |
| WHIO, 1290, 5 KW (DA-N) | , MOR | CBS, \$ 70.00 (Torbet) | Sam Yacovazzi |
| WING, 1410, 5 KW (DA-N) | , OLDIES | MBS, ABC-I, \$ 32.00 (Katz) | Dave Leonard |
| WONE, 980, 5 KW (DA-H) | , COUNTRY | MBS, ABC-D, \$ 50.00 (Mc-Guild) | Don Schwartz |
| WHIO-F, 99.1, 50 KW @ 1060, BTFM/EZ | | , \$ 80.00 (Torbet) | Sam Yacovazzi |
| WTUE-F, 104.7, 50 KW @ 780, AOR | | , \$ 83.00 (Mc-Guild) | Don Schwartz |
| WVUD-F, 99.9, 50 KW @ 500, SOFT AC | | CBS-R, \$ 36.00 (Republic) | Lenny Eliason |
| WWSN-F, 107.7, 50 KW @ 420, AC | | , \$ 64.00 (Eastman) | Alan Gray |
| WYMJ-F, 103.9, 1.5 KW @ 528, AC | | US 1, \$ 43.00 (Banner) | Jim McFarland |
| WGTZ-F, 92.9, 40 KW @ 590, CHR | | , \$ 70.00 (Katz) | Dave Leonard |
| WFCJ-F, 93.7, 50 KW @ 492, RELIGION | | APR, \$ 13.00 (---) | (MIAMISBURG) Clair Miller |
| WPFB-F, 105.9, 34 KW @ 590, COUNTRY (?) | | MBS, \$ 19.00 (---) | (MIDDLETOWN) Jerry Crisp |

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DAYTONA BEACH

Arbitron Rank/Pop (12+): 121/293,100

Stations: 19/8
Diaries: 654/448:1/46.3%
Sample Target: 630
% Below Line: 59.6
% Not Listed: 7.9

1987 Revenue: NA
HH Inc.: NA
Retail \$: NA
Pop per Station: 36,638
#1 Biller: NA

MSA Rank/Pop: 141/327,500
Orlando ADI
Average Person Ratings: 17.3
Market TSL: 23.3 hours

| 12+ METRO | 1/4/SHARE | FAL | | | | SPG | | | | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | | FAL | | SPG | | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|------|------|------|------|------|--------|----------|------|-------------|------------------|----------------------------|----|-----|----|-----|--|--------------|-------------|-----------|------------|
| | | 87 | 87 | 86 | 86 | 87 | 87 | 86 | 86 | | | 87 | 87 | 87 | 87 | | | | | | |
| 1. WWLV-F (EZ) | 61/12.0 | 16.6 | 15.5 | 14.8 | 17.8 | ---- | 71/644 | 582/19.9 | 26.4 | 24.9 | 39 | | | | | | | | | | WWLV-F |
| 2. WWKA-F (C) | 57/11.2 | 10.7 | 13.3 | 9.2 | 11.4 | ---- | 50/591 | 581/19.8 | 17.1 | 17.5 | 139 | | | | | | | | | | WWKA-F |
| 3. WJHM-F (8) | 44/ 8.7 | 2.8 | 2.9 | 3.4 | 1.8 | ---- | 44/396 | 368/12.6 | 9.1 | 10.6 | 49 | | | | | | | | | | WJHM-F |
| 4. WOCL-F (0) | 42/ 8.3 | 4.8 | 4.0 | 3.6 | 2.0 | ---- | 46/391 | 354/12.1 | 10.6 | 10.6 | 211 | | | | | | | | | | WOCL-F |
| 5. WNFI-F (CHR) | 38/ 7.5 | 9.0 | 4.3 | 7.6 | 5.8 | ---- | 42/505 | 478/16.3 | 20.2 | 15.3 | 57 | | | | | | | | | | WNFI-F |
| 6. WDIZ-F (AOR) | 35/ 6.9 | 5.9 | 7.9 | 7.2 | 8.2 | ---- | 35/428 | 428/14.6 | 12.0 | 11.6 | 130 | | | | | | | | | | WOIZ-F |
| 7. WJYO-F (AC) | 34/ 6.7 | 3.7 | 5.4 | 4.0 | 1.8 | ---- | 36/396 | 362/12.4 | 10.6 | 13.7 | 155 | | | | | | | | | | WJYO-F |
| 8. WBJW-F (CHR) | 26/ 5.1 | 10.3 | 7.4 | 6.0 | 7.2 | ---- | 28/433 | 422/14.4 | 22.2 | 17.3 | 102 | | | | | | | | | | WBJW-F |
| 9. WHTQ-F (AOR) | 21/ 4.1 | 2.2 | 2.7 | 5.6 | 3.4 | ---- | 21/240 | 234/ 8.0 | 7.6 | 8.2 | 198 | | | | | | | | | | WHTQ-F |
| 10. WSSP-F (EZ) | 18/ 3.5 | 7.0 | 3.6 | 4.7 | 5.8 | ---- | 18/217 | 211/ 7.2 | 12.9 | 10.2 | 14 | | | | | | | | | | WSSP-F |
| WROD (88) | 18/ 3.5 | 5.3 | 7.2 | 7.2 | 8.4 | ---- | 19/221 | 211/ 7.2 | 10.4 | 11.0 | 40 | | | | | | | | | | WROD |
| 12. WNDB (T) | 16/ 3.1 | 2.4 | 4.0 | 4.3 | 4.8 | ---- | 16/281 | 281/ 9.6 | 7.2 | 7.7 | 16 | | | | | | | | | | WNDB |
| 13. WSTF-F (AC) | 15/ 3.0 | 1.5 | 5.4 | 3.1 | 5.2 | ---- | 15/314 | 314/10.7 | 7.3 | 13.3 | 173 | | | | | | | | | | WSTF-F |
| 14. WS88 (88) | 14/ 2.8 | .7 | 1.1 | 2.7 | 1.4 | ---- | 14/109 | 107/ 3.7 | 2.9 | 4.1 | 0 | | | | | | | | | | WS88 |

12+ FM SHARE (METRO): 33.55% (391 of 468) (SPG 87: 80.88%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|--------------|------------|-----------|------------|-----------|------------|-----------|------------|------------|------------|-----------|
| 1. WJHM-F> | 1. WDIZ-F< | 1. WOCL-F | 1. WOCL-F> | 1. WOCL-F | 1. WWLV-F> | 1. WWKA-F | 1. WWLV-F | 1. WWLV-F< | 1. WNFI-F< | 1. WROD |
| 2. WBJW-F+ | 2. WNFI-F | 2. WWKA-F | 2. WWKA-F | 2. WWKA-F | 2. WWKA-F> | 2. WWLV-F | 2. WJYO-F< | 2. WJHM-F | 2. WWKA-F | WDIZ-F |
| 3. WNFI-F>>> | 3. WOCL-F | 3. WDIZ-F | 3. WJYO-F | 3. WJYO-F | 3. WOCL-F | 3. WOCL-F | 3. WWKA-F | 3. WWKA-F | 3. WWLV-F | 3. WWLV-F |
| 4. | 4. WJHM-F | 4. WNFI-F | 4. WDIZ-F | 4. WDIZ-F | 4. | 4. WNFI-F | 4. WJHM-F | 4. WOCL-F | 4. WBJW-F | 4. |
| 5. | WJYO-F | 5. WJYO-F | 5. WHTQ-F | 5. WHTQ-F | 5. | 5. WDIZ-F | 5. WNFI-F | 5. WDIZ-F | 5. WJHM-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. WNFI-F>>> | 1. WNFI-F | 1. WDIZ-F | 1. WOCL-F | 1. WOCL-F> | 1. WJHM-F | 1. WHTQ-F | 1. WHTQ-F>>> | 1. WWKA-F | 1. WWKA-F |
| 2. WBJW-F+ | 2. WDIZ-F | WOCL-F | 2. WNFI-F | 2. WWKA-F | 2. WNFI-F | 2. WOIZ-F | 2. WDIZ-F | 2. WOIZ-F | 2. WOCL-F |
| 3. WWKA-F | 3. WOCL-F | 3. WJYO-F> | 3. WJYO-F | 3. WJYO-F> | 3. WDIZ-F | 3. WJHM-F | WOCL-F | WHTQ-F | 3. WHTQ-F> |
| 4. WDIZ-F | 4. WJYO-F | 4. WBJW-F+ | 4. WWKA-F | 4. | 4. | 4. WNFI-F | 4. WSTF-F | WOCL-F | 4. WDIZ-F |
| 5. | 5. WBJW-F | 5. | 5. WDIZ-F | 5. | 5. | 5. WWKA-F | WWKA-F | 5. | WJYO-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|--------|---|
| TOP 40/CHR/CONTEMP | | 64 (2) | 64 (2) | 13.7 | 15.2 | WELE 1380 Ormond Beach 1.4/3.0 |
| AOR/CLASSIC | | 56 (2) | 56 (2) | 12.0 | 14.7 | WMFJ 1450 Daytona Beach 1.6/5.0 |
| AC/OLDIES/SOFT ROCK | | 91 (3) | 91 (3) | 19.4 | 16.2 | WZIP 1590 South Daytona .6/2.3 |
| MOR/VARIETY/FULL | 7 (1) | | 7 (1) | 1.5 | 0.5 | |
| COUNTRY | 10 (2) | 57 (1) | 67 (3) | 14.3 | 15.2 | WDBO 580 Orlando 1.4/2.8 |
| BLACK/URBAN | | 44 (1) | 44 (1) | 9.4 | | WWNZ 740 Orlando .8/2.2 |
| BTFL MUSIC/EZ | | 79 (2) | 79 (2) | 16.9 | 20.8 | |
| NEWS/TALK | 20 (2) | | 20 (2) | 4.3 | 4.4 | |
| NOSTALGIA | 32 (2) | | 32 (2) | 6.8 | 9.1 | MISCELLANEOUS COMMENTS WNFI-F (Palatka) sold by |
| RELIGION/GOSPEL | 8 (1) | | 8 (1) | 1.7 | 1.5 | Daytona to Heritage (Polacek) for \$10,500,000 |
| SPANISH | | | | | | (MVP)... |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | 2.5 | |
| UNKNOWN/OTHERS | | | | | | |
| | 77 (8) | 391 (11) | 468 (19) | | | |

RADIO STATIONS

| | | | | |
|-------------------------------------|-------------|------------------------------|--------------------|---------------------|
| WMFJ, 1450, 1 KW | , RELIGION | ,\$ 12.00 (---) | | Jim Palmer |
| WNOB, 1150, 1 KW (OA-N) | , TALK | CBS,ABC-T,\$ 21.00 (Eastman) | 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 (K & P) | Heritage (Polacek) | (PALATKA) Jim Davis |

Other ranked stations - See Orlando

DENVER

Arbitron Rank/Pop (12+): 24/1,570,700

Stations: 29/29
Diaries: 1842/853:1/51.7%
Sample Target: 1490
% Below Line: 0
% Not Listed: 7.6

1987 Revenue: \$59,100,000
HM Inc.: \$36,329
Retail \$: 14.6 Bill
Pop per Station: 54,162
#1 Biller: KOA \$7,300,000

MSA Rank/Pop: 27/1,890,000

ADI # 19

Average Person Ratings: 17.5

Market TSL: 23.0 hours

| 12+ METRO | 1/4/SHARE | WIN | FAL | SUM | SPG | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO | FAL | SPG | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|-----|-----|-----|-----|-------------|------------------|------------------|------|------|--------------------|-------------|-----------|------------|----------|
| | | 88 | 87 | 87 | 87 | | | CUME/CUME RATING | | | | | | | |
| 1. KRXY A/F (CHR) | 220/8.0 | 6.9 | 7.6 | 9.2 | 9.2 | 7.9 | 232/3271 | 3076/19.6 | 18.8 | 17.8 | 84 | 11.1 | 336 | 3710 | KRXY A/F |
| 2. KOSI-F (EZ) | 198/7.2 | 6.6 | 7.8 | 8.9 | 8.4 | 7.6 | 222/2640 | 2340/14.9 | 15.2 | 19.1 | 81 | 4.8 | 145 | 1627 | KOSI-F |
| 3. KXKL-F (O) | 191/6.9 | 4.5 | 4.8 | 2.7 | 1.6 | 4.7 | 236/2687 | 2031/12.9 | 10.3 | 4.3 | 132 | 4.2 | 127 | 1454 | KXKL-F |
| 4. KOA (N/T) | 181/6.6 | 6.9 | 7.4 | 6.5 | 5.4 | 6.9 | 265/4169 | 2813/17.9 | 22.0 | 15.5 | 62 | 5.7 | 171 | 2526 | KOA |
| 5. KBPI-F (AOR) | 170/6.2 | 7.7 | 5.2 | 5.9 | 6.1 | 6.3 | 202/2851 | 2345/14.9 | 15.7 | 17.7 | 61 | 12.6 | 382 | 4538 | KBPI-F |
| 6. KAZY-F (AOR) | 164/6.0 | 6.3 | 5.8 | 5.5 | 5.6 | 5.9 | 233/2485 | 1930/12.3 | 12.6 | 13.1 | 83 | 9.6 | 289 | 2526 | KAZY-F |
| KBCO A/F (AOR) | 164/6.0 | 8.1 | 7.2 | 7.9 | 7.8 | 7.3 | 197/2426 | 2078/13.2 | 14.6 | 15.6 | 123 | 8.3 | 252 | 2567 | KBCO A/F |
| 8. KYGO-F (C) | 162/5.9 | 5.5 | 5.8 | 3.8 | 5.6 | 5.3 | 187/2259 | 1960/12.5 | 11.4 | 13.0 | 131 | 4.0 | 120 | 1704 | KYGO-F |
| 9. KMJI-F (AC) | 156/5.7 | 5.4 | 4.4 | 5.5 | 7.0 | 5.3 | 167/2186 | 2016/12.8 | 12.5 | 17.2 | 132 | 5.0 | 152 | 1733 | KMJI-F |
| 10. KOAQ-F (AC) | 98/3.6 | 4.1 | 3.1 | 4.0 | 4.8 | 3.7 | 125/2733 | 2072/13.2 | 11.1 | 13.0 | 125 | 3.6 | 108 | 1507 | KOAQ-F |
| 11. KQKS-F (CHR) | 97/3.5 | 2.9 | 1.7 | 1.3 | 1.0 | 2.4 | 128/2147 | 1779/11.3 | 6.5 | 3.4 | 54 | 3.5 | 106 | 1551 | KQKS-F |
| 12. KLZ (C) | 91/3.3 | 3.6 | 3.5 | 4.3 | 1.9 | 3.7 | 131/1682 | 1068/ 6.8 | 7.2 | 5.1 | 91 | 2.7 | 83 | 1172 | KLZ |
| 13. KSYF-F (AC) | 79/2.9 | 2.8 | 3.3 | 2.2 | 2.7 | 2.8 | 87/1196 | 1100/ 7.0 | 8.0 | 10.8 | 134 | 1.8 | 55 | 1051 | KSYF-F |
| 14. KHOW (MOR) | 75/2.7 | 2.5 | 3.4 | 3.5 | 3.8 | 3.0 | 96/1547 | 1138/ 7.2 | 9.7 | 9.3 | 111 | 2.6 | 78 | 1061 | KHOW |
| 15. KVOD-F (CL) | 61/2.2 | 3.2 | 3.0 | 1.6 | 3.4 | 1.8 | 67/1026 | 867/ 5.5 | 7.5 | 9.1 | 86 | 2.7 | 81 | 992 | KVOD-F |
| KHIF-F (J/NA) | 61/2.2 | 1.8 | 2.5 | 2.0 | 2.1 | 2.1 | 71/1138 | 1051/ 6.7 | 6.7 | 7.0 | 127 | 1.8 | 54 | 684 | KHIF-F |
| 17. KEZW (BB) | 55/2.0 | 2.6 | 2.1 | 2.1 | 3.5 | 2.2 | 58/ 701 | 651/ 4.1 | 5.7 | 5.7 | 25 | 1.4 | 42 | 503 | KEZW |
| 18. KNUS (T) | 52/1.9 | 2.8 | 2.4 | 3.1 | 3.1 | 2.6 | 60/1026 | 869/ 5.5 | 7.4 | 6.9 | 79 | 1.5 | 46 | 838 | KNUS |
| 19. KDKO (B) | 46/1.7 | .9 | .9 | 3.0 | 1.1 | 1.6 | 46/ 646 | 646/ 4.1 | 2.7 | 2.5 | 112 | 1.8 | 55 | 754 | KDKO |
| 20. KRZN (O) | 44/1.6 | .7 | .6 | 2.1 | 1.7 | 1.3 | 46/ 799 | 716/ 4.6 | 2.7 | 5.2 | 119 | .5 | 16 | 305 | KRZN |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 72.82% (1849 of 2539) (SPG 87: 71.45%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|
| 1. KRXY-F+ | 1. KAZY-F | 1. KRXY-F+ | 1. KXKL-F | 1. KXKL-F | 1. KOSI-F | 1. KOA | 1. KOSI-F | 1. KRXY-F+ | 1. KOA | 1. KAO |
| 2. KQKS-F | 2. KRXY-F< | 2. KXKL-F | 2. KBCO-F+ | 2. KYGO-F< | 2. KOA | 2. KRXY-F+ | 2. KMJI-F< | 2. KXKL-F | 2. KRXY-F+ | 2. KAZY-F |
| 3. KBPI-F | 3. KBPI-F | 3. KBCO-F+ | 3. KMJI-F | 3. KMJI-F< | 3. KYGO-F | 3. KOSI-F< | 3. KRXY-F+ | 3. KBPI-F | 3. KAZY-F | 3. KLZ |
| 4. | 4. KBCO-F+ | 4. KAZY-F | 4. KRXY-F+ | 4. KBCO-F+ | 4. KLZ | KXKL-F | 4. KBCO-F+ | 4. KBCO-F+ | 4. KBPI-F | 4. KRZN |
| 5. | 5. KMJI-F | 5. KMJI-F | 5. KYGO-F | 5. KRXY-F+ | KXKL-F | 5. KMJI-F | 5. KAZY-F | 5. KOSI-F | 5. KBCO-F+ | 5. KRXY-F< |
| 6. | 6. KXKL-F | 6. KBPI-F | 6. KAZY-F | 6. KOSI-F | 6. KHOW | 6. KYGO-F | KOA | 6. KMJI-F | 6. KOSI-F | 6. KYGO-F |
| 7. | 7. KOAQ-F | 7. KYGO-F | 7. KOAQ-F | 7. KAZY-F | 7. | 7. KBPI-F | 7. | 7. KYGO-F< | 7. KQKS-F | 7. KBCO-F |
| 8. | 8. KYGO-F | 8. | 8. | 8. | 8. | 8. | 8. | 8. KAZY-F | 8. | KNUS |
| 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. KRXY-F+ | 1. KRXY-F+ | 1. KMJI-F | 1. KRXY-F+ | 1. KXKL-F | 1. KBPI-F | 1. KAZY-F | 1. KBCO-F+ | 1. KBCO-F+ | 1. KBCO-F+ |
| 2. KBPI-F< | 2. KMJI-F> | 2. KXKL-F | 2. KMJI-F | 2. KMJI-F | 2. KAZY-F> | 2. KBCO-F+ | 2. KAZY-F | 2. KAZY-F | 2. KAZY-F |
| 3. KAZY-F> | 3. KXKL-F | 3. KRXY-F+ | 3. KXKL-F> | 3. KRXY-F+ | 3. KRXY-F+< | 3. KBPI-F>> | 3. KBPI-F | 3. KBPI-F | 3. KXKL-F |
| 4. KMJI-F> | 4. KBPI-F | 4. KOAQ-F | 4. KYGO-F | 4. KYGO-F | 4. KBCO-F+ | 4. KRXY-F+ | 4. KRXY-F | 4. KXKL-F | 4. KYGO-F |
| 5. KQKS-F< | KOAQ-F | 5. KYGO-F | KOAQ-F | 5. KOSI-F< | KXKL-F | 5. KXKL-F | 5. KXKL-F | 5. KRXY-F+< | 5. KBPI-F< |
| 6. KBCO-F+ | 6. KAZY-F | 6. KBCO-F+ | 6. KAZY-F< | 6. KRXY-F | 6. | 6. KYGO-F | 6. KMJI-F | 6. KYGO-F | 6. KOA |
| 7. | 7. KBCO-F+ | 7. KSYF-F | KBPI-F< | 7. KOAQ-F | 7. | 7. KMJI-F | 7. KOAQ-F | 7. KOA | < 7. KMJI-F |
| 8. | 8. | 8. | 8. KBCO-F+ | 8. | 8. | 8. | KTCL-F | 8. KMJI-F | 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 | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|--------|------|--|------|--------------|---------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | 19 (1) | 298 (2) | 317 (3) | 12.5 | 8.3 | KADX-F | 92.1 | Castle Rock | .7/1.9 |
| AOR/CLASSIC | 12 (1) | 525 (4) | 537 (5) | 21.2 | 24.9 | KBNO | 1220 | Denver | 1.1/1.8 |
| AC/OLDIES/SOFT ROCK | 67 (2) | 524 (4) | 591 (6) | 23.3 | 21.5 | KDEN | 1340 | Denver | .8/3.7 |
| MOR/VARIETY/FULL | 75 (1) | | 75 (1) | 3.0 | 4.1 | KTCL-F | 93.3 | Fort Collins | 1.4/3.6 |
| COUNTRY | 121 (2) | 162 (1) | 283 (3) | 11.1 | 10.5 | KXKL | 1280 | Denver | .8/2.5 |
| BLACK/URBAN | 46 (1) | | 46 (1) | 1.8 | 1.2 | KYBG | 1090 | Aurora | .4/1.9 |
| BTFL MUSIC/EZ | | 198 (1) | 198 (1) | 7.8 | 9.2 | KYGO | 950 | Denver | 1.1/5.5 |
| NEWS/TALK | 265 (4) | | 265 (4) | 10.4 | 11.2 | | | | |
| NOSTALGIA | 55 (1) | | 55 (1) | 2.2 | 3.9 | | | | |
| RELIGION/GOSPEL | | | | | 0.4 | | | | |
| SPANISH | 30 (1) | | 30 (1) | 1.2 | | | | | |
| CLASSICAL | | 61 (1) | 61 (1) | 2.4 | 3.7 | | | | |
| JAZZ/NEW AGE | | 81 (2) | 81 (2) | 3.2 | 1.2 | | | | |
| UNKNOWN/OTHERS | | | | | | | | | |
| ----- | | | | | | | | | |
| 690 (14) 1849 (15) 2539 (29) | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|--------------------------------|-------------|----------------------|------------|--------------|----------------|
| KBNO, 1220, 1 KW | , HISPANIC | , \$ 30.00 | (Lotus) | | Ed Romers |
| KDEN, 1340, 1 KW | , TALK | MBS, ABC-E, \$ 35.00 | (Savalli) | | Doug Stephens |
| KDKO, 1510, 10 KW/1 KW (DA-1) | , BLACK | , \$ 42.00 | (Banner) | SRO | Calvin Booker |
| KEZW, 1430, 5 KW (DA-N) | , NOSTALGIA | SMN, \$ 46.00 | (Group W) | Westinghouse | Bob Tiernan |
| KHOW, 630, 5 KW (DA-N) | , MOR | MBS, \$ 88.00 | (Republic) | Legacy | Steve Keeney |
| KLZ, 560, 5 KW (DA-1) | , COUNTRY | ABC-I, \$ 70.00 | (Mc-Guild) | Summit | Bill Struck |
| KNUS, 710, 5 KW (DA-N) | , TALK | NBC, \$ 65.00 | (Durpetti) | Sandusky | Craig Cochran |
| KQA, 850, 50 KW | , NEWS/TALK | CBS, ABC-I, \$125.00 | (Eastman) | Jacor | Lee Larson |
| KQXI, 1550, 10 KW (DAYS) | , RELIGION | , \$ 15.00 | (---) | Mid-America | George Spicer |
| KRKS, 990, 5 KW/390 W (DA-N) | , RELIGION | , \$ 12.00 | (---) | | Roger Anderson |
| KRZN, 1150, 5 KW/1 KW (DA-2) | , OLDIES | , \$ 37.00 | (Christal) | Genesis | Craig McKee |
| KLSC, 1090, 50 KW 500 W (DA-2) | , ? ? | , \$ 30.00 | (---) | Century | |
| KXKL, 1280, 5 KW (DA-2) | , OLDIES | MBS, \$ NA | (Ourpetti) | Shamrock | Marty Loughman |
| KYGO, 950, 5 KW (DA-N) | , COUNTRY | US 1, \$ NA | (Banner) | Jeff-Pilot | Wayne Phillips |

FM STATIONS

| | | | | | |
|--|--|----------------------|------------|----------------|-------------------------|
| KAZY, 106.7, 100 KW @ 987, AOR | | ABC-R, \$ 88.00 | (Mc-Guild) | Summit | Bill Struck |
| KBCO, 97.3, 100 KW @ 1541, AOR | | , \$169.00 | (MMR) | Noble | (BOULDER) Ray Skibitsky |
| KBPI, 105.9, 100 KW @ 900, AOR | | Source, \$105.00 | (Durpetti) | Sandusky | Kip Gilbert |
| KHIH, 94.7, 100 KW @ 990, JAZZ/NEW AGE | | , \$ 57.00 | (Banner) | SRO | (BOULDER) Keith James |
| KMJJ, 100.3, 100 KW @ 500, AC | | , \$110.00 | (Christal) | Genesis | Craig McKee |
| KOAQ, 103.5, 100 KW @ 1061, AC | | ABC-E, \$ 83.00 | (Eastman) | Jacor | Bob Visotcky |
| KOSI, 101.1, 100 KW @ 790, BTFL/EZ | | , \$109.00 | (Group W) | Westinghouse | Bob Tiernan |
| 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 | Joe Parish |
| KSYY, 95.7, 100 KW @ 725, SOFT AC | | MBS, Trans, \$ 81.00 | (Republic) | Legacy | Steve Keeney |
| KVOD, 99.5, 100 KW @ 380, CLASSICAL | | , \$ 89.00 | (MMR) | Henry | Pam Kenny |
| KXKL, 105.1, 100 KW @ 1200, OLDIES | | MBS, \$ 78.00 | (Durpetti) | Shamrock | Marty Loughman |
| KYGO, 98.5, 100 KW @ 720, COUNTRY | | , \$ 94.00 | (Banner) | Jeff-Pilot | Wayne Phillips |
| KAOX, 92.1, 720 W @ 620, JAZZ | | APR, \$ 36.00 | (HNWH) | Century | (CASTLE ROCK) |

CALL LETTER CHANGES

KIMN: Changes to KYGO (April)

FORMAT CHANGES

KYGO: From AC to Country (April)
KHIH: From Classic Rock to Jazz/New Age (April)

STATION SALES

KLTT (Brighton): Sold by Interstate to Mortenson for \$500,000
KHOW, KSYY-F: From Legacy to Command for \$22,000,000 (E)

MISCELLANEOUS COMMENTS

It is sad to see the calls KIMN disappear

DES MOINES

Arbitron Rank/Pop (12+): 112/319,300

Stations: 15/14
Diaries: 804/397:1/57.6%
Sample Target: 710
% Below Line: 0.9
% Not Listed: 7.8

1987 Revenue: \$11,700,000
HH Inc.: \$33,588
Retail \$: 2.8 Bil
Pop per Station: 22,807
#1 Biller: WHO \$3,300,000

MSA Rank/Pop: 126/388,000
ADI # 66
Average Person Ratings: 14.4
Market TSL: 19.3 hours

| 12+ METRO | 1/4/SHARE | FAL | | | | SPG | | | | 4 Book Avg. | 12+ TSA | | 12+ METRO | | % | | | Birch | Birch | Birch |
|-----------------|-----------|------|------|------|------|------|----------|----------|------|-------------|----------|-----------|-----------|------|--------|------------------|-------|-------|-------|-------|
| | | 87 | 87 | 86 | 86 | 87 | 87 | 86 | 86 | | 1/4/CUME | CUME/CUME | RATING | 87 | 87 | 25-54 Conversion | Share | | | |
| 1. KGGO-F (AOR) | 99/21.5 | 16.4 | 19.8 | 20.7 | 18.2 | ---- | 181/1816 | 916/29.7 | 28.9 | 29.8 | 107 | 27.5 | 145 | 1143 | KGGO-F | | | | | |
| 2. KLYF-F (AC) | 57/12.4 | 8.0 | 10.6 | 7.5 | 5.4 | ---- | 126/1487 | 631/19.8 | 18.4 | 21.2 | 148 | 8.0 | 42 | 556 | KLYF-F | | | | | |
| 3. KRNQ-F (CHR) | 46/10.0 | 10.4 | 8.3 | 10.8 | 20.1 | ---- | 96/1745 | 823/25.8 | 27.1 | 24.5 | 60 | 13.1 | 69 | 989 | KRNQ-F | | | | | |
| WHO (MOR) | 46/10.0 | 11.5 | 8.3 | 10.2 | 8.2 | ---- | 154/2368 | 673/21.1 | 24.8 | 19.5 | 81 | 10.4 | 55 | 866 | WHO | | | | | |
| 5. KSO (C) | 28/ 6.1 | 8.3 | 8.3 | 10.2 | 9.7 | ---- | 53/ 647 | 375/11.7 | 14.3 | 17.7 | 56 | 6.4 | 34 | 467 | KSO | | | | | |
| KRNT (MOR) | 28/ 6.1 | 4.7 | 4.4 | 4.8 | 5.2 | ---- | 34/ 552 | 410/12.8 | 14.3 | 17.7 | 70 | 2.3 | 12 | 360 | KRNT | | | | | |
| 7. KDWZ-F (CHR) | 26/ 5.7 | 7.2 | 6.9 | 3.7 | 2.0 | ---- | 50/ 778 | 416/13.0 | 16.3 | 18.4 | 89 | 5.5 | 29 | 483 | KDWZ-F | | | | | |
| 8. KJJY-F (C) | 25/ 5.4 | 5.9 | 5.2 | 5.4 | 5.8 | ---- | 40/ 547 | 408/12.8 | 11.4 | 12.0 | 111 | 8.0 | 42 | 632 | KJJY-F | | | | | |
| 9. KIOA (AC) | 21/ 4.6 | 5.5 | 7.1 | 5.4 | 4.5 | ---- | 55/1033 | 450/14.1 | 13.8 | 15.6 | 176 | 6.4 | 34 | 530 | KIOA | | | | | |
| 10. KEZT-F (EZ) | 20/ 4.3 | 2.9 | 2.9 | 1.5 | 2.4 | ---- | 51/ 572 | 265/ 8.3 | 7.2 | 6.1 | 119 | 2.1 | 11 | 226 | KEZT-F | | | | | |
| 11. KMRY (BB) | 15/ 3.3 | 3.5 | 4.2 | 3.9 | 6.0 | ---- | 15/ 213 | 210/ 6.6 | 6.5 | 8.1 | 39 | 1.5 | 8 | 121 | KMRY | | | | | |
| 12. KFMD-F (AC) | 5/ 1.1 | 5.1 | 3.7 | 3.9 | 2.6 | ---- | 17/ 368 | 148/ 4.6 | 10.6 | 9.1 | 191 | 1.5 | 8 | 269 | KFMD-F | | | | | |

12+ FM SHARE (METRO): 66.98% (284 of 424) (SPG 87: 62.84%)

| 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. WHO | > 1. KGGO-F> | 1. KGGO-F | 1. KGGO-F>>1. KGGO-F>>1. WHO | > | > |
| 2. KDWZ-F | 2. KLYF-F> | 2. KLYF-F> | 2. KLYF-F>>2. KLYF-F | 2. KSO | 2. WHO | 2. KLYF-F> | 2. KLYF-F>>2. KLYF-F> | 2. WHO | 2. KGGO-F>> | |
| 3. KGGO-F>>3. KRNQ-F | 3. KRNQ-F | 3. KIOA | 3. KIOA | 3. KRNT | 3. KLYF-F | 3. KRNQ-F | 3. KRNQ-F> | 3. KRNQ-F>>3. KRNT | | |
| 4. 4. KDWZ-F | 4. KIOA | 4. WHO | 4. WHO | 4. KLYF-F | 4. KRNQ-F< | 4. WHO | 4. KDWZ-F | 4. 4. 4. KSO | | |
| 5. 5. 5. KDWZ-F | 5. KRNQ-F | 5. 5. 5. KJJY-F | 5. 5. 5. KJJY-F | 5. KEZT-F | 5. KSO | < 5. KDWZ-F | 5. KJJY-F | 5. 5. 5. KSO | | |

| 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. KLYF-F< | 1. KGGO-F | 1. KLYF-F> | 1. KGGO-F>>1. KGGO-F>>1. KGGO-F>> | 1. KGGO-F>>1. KGGO-F>>1. KGGO-F>> | 1. KGGO-F>>1. KGGO-F>>1. KGGO-F>> | 1. KGGO-F>>1. KGGO-F>>1. KGGO-F>> | 1. KGGO-F>> |
| 2. KRNQ-F | 2. KLYF-F>>2. KGGO-F>> | 2. KLYF-F | 2. KGGO-F>> | 2. KGGO-F>> | 2. KRNQ-F> | 2. KLYF-F | 2. KLYF-F | 2. KLYF-F | 2. KLYF-F |
| 3. KDWZ-F | 3. KRNQ-F> | 3. KRNQ-F | 3. KRNQ-F> | 3. KRNQ-F | 3. KLYF-F | KRNQ-F | 3. KDWZ-F | 3. KRNQ-F | 3. WHO |
| 4. KLYF-F | 4. KDWZ-F | 4. 4. 4. KDWZ-F | 4. KIOA | 4. KIOA | 4. 4. 4. WHO | 4. WHO | 4. WHO | 4. KIOA | 4. KIOA |
| 5. 5. 5. 5. 5. KJJY-F | 5. KJJY-F | 5. KJJY-F | 5. KJJY-F | 5. KJJY-F | 5. 5. 5. 5. 5. KJJY-F | 5. 5. 5. 5. 5. KJJY-F | 5. 5. 5. 5. 5. KJJY-F | 5. 5. 5. 5. 5. KJJY-F | 5. KDWZ-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|---------|---------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 76 (3) | 76 (3) | 17.9 | 16.5 |
| AOR/CLASSIC | | 99 (1) | 99 (1) | 23.3 | 21.5 |
| AC/OLDIES/SOFT ROCK | 21 (1) | 62 (2) | 83 (3) | 19.6 | 23.2 |
| MOR/VARIETY/FULL | 74 (2) | | 74 (2) | 17.5 | 4.8 |
| COUNTRY | 28 (1) | 25 (1) | 53 (2) | 12.5 | 14.6 |
| BLACK/URBAN | | | | | |
| BTFM MUSIC/EZ | | 20 (1) | 20 (1) | 4.7 | 3.1 |
| NEWS/TALK | | | | | 9.0 |
| NOSTALGIA | 15 (1) | | 15 (1) | 3.5 | 4.6 |
| RELIGION/GOSPEL | 2 (1) | 2 (1) | 4 (2) | 0.9 | 2.7 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 140 (6) | 284 (9) | 424 (15) | | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--|-------|--------------|--------|
| KDMI | 97.3 | Des Moines | .4/1.4 |
| KWKY | 1150 | Des Moines | .4/3.6 |
| KQCR-R | 102.9 | Cedar Rapids | .9/2.5 |

MISCELLANEOUS COMMENTS KRNT, KRNQ-F sold by Stauffer to Saga for \$3,250,000 (Hogan-Feldman) ... KJJY-F changed frequency and power in July...

RADIO STATIONS

| | | | | | |
|-------------------------------|----------------|------------------|------------|----------------|------------------------|
| KIOA, 940, 10 KW/5 KW (DA-2) | , AC | ABC-E, \$ 35.00 | (Banner) | Midwest | Ralph Barnes |
| KMRY, 1390, 1 KW (DA-1) | , NOSTALGIA | SMN, \$ 20.00 | (Mc-Guild) | Fuller-Jeffrey | J. Spangler |
| KRNT, 1350, 5 KW (DA-N) | , MOR | CBS, \$ 31.00 | (Katz) | Saga | |
| KSO, 1460, 5 KW (DA-N) | , COUNTRY | MBS, \$ 40.00 | (Eastman) | Stoner | Bill Wells |
| KWKY, 1150, 1 KW (DA-2) | , RELIGION | , \$ 10.00 | (---) | | Charles Putbrese |
| WHO, 1040, 50 KW | , NEWS/VARIETY | NBC, \$ 62.00 | (Christal) | Palmer | Steve Shannon |
| KDMI-F, 97.3, 115 KW @ 500, | RELIGION | MBS, \$ 7.00 | (---) | | Maxine Bruinekool |
| KDWZ-F, 93.3, 100 KW @ 1063, | CHR | , \$ 38.00 | (Banner) | Midwest | Ralph Barnes |
| KEZT-F, 104.1, 100 KW @ 1026, | EZ | , \$ 20.00 | (---) | | Bob Bunce |
| KFMD-F, 103.3, 100 KW @ 745, | AC | , \$ 22.00 | (K & P) | Beta (Beasley) | (AMEL) |
| KGGO-F, 94.9, 100 KW @ 1065, | AOR | Source, \$ 64.00 | (Eastman) | Stoner | (PELLA) |
| KLYF-F, 100.3, 100 KW @ 1700, | SOFT AC | US 2, \$ 43.00 | (Christal) | Palmer | Bill Wells |
| KRNQ-F, 102.5, 100 KW @ 1248, | CHR | ABC-F, \$ 41.00 | (Katz) | Saga | Steve Shannon |
| KJJY-F, 92.5, 41 KW @ 540, | COUNTRY | , \$ 34.00 | (Mc-Guild) | Fuller-Jeffrey | (ANKENY) Michael McKay |

DETROIT

Arbitron Rank/Pop (12+): 6/3,576,200

Stations: 34/27
Diaries: 2516/1421:1/52.1%
Sample Target: 2310
% Below Line: 7.4
% Not Listed: 8.1

1987 Revenue: \$96,000,000
HH Inc.: \$35,744
Retail \$: 31.1 Bill
Pop per Station: 132,452
#1 Biller: WJR \$18,600,000

MSA Rank/Pop: 5/4,640,000
ADI # 7
Average Person Ratings: 18.5
Market TSL: 24.0 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WJR (MOR) | 698/10.6 | 10.0 | 10.8 | 13.7 | 10.9 | 11.3 | 907/11926 | 8604/24.1 | 25.8 | 25.6 | 70 | 9.1 | 584 | 7460 | WJR |
| 2. WJLB-F (S) | 525/ 7.9 | 8.5 | 8.6 | 7.8 | 7.8 | 8.2 | 540/ 5385 | 5082/14.2 | 15.0 | 14.8 | 92 | 10.2 | 656 | 5644 | WJLB-F |
| 3. WJOI-F (EZ) | 381/ 5.8 | 5.9 | 6.2 | 5.4 | 5.5 | 5.8 | 397/ 4750 | 4485/12.5 | 12.9 | 11.7 | 84 | 4.4 | 286 | 2756 | WJOI-F |
| 4. WLLZ-F (AOR) | 323/ 4.9 | 4.6 | 4.5 | 4.6 | 4.6 | 4.7 | 357/ 5479 | 4878/13.6 | 14.1 | 13.5 | 141 | 6.3 | 403 | 4886 | WLLZ-F |
| 5. WHYT-F (CHR) | 305/ 4.6 | 4.9 | 4.7 | 4.8 | 4.4 | 4.8 | 335/ 7059 | 6423/18.0 | 17.6 | 16.9 | 89 | 6.0 | 387 | 5892 | WHYT-F |
| 6. CKLW (BB) | 303/ 4.6 | 3.6 | 3.2 | 3.6 | 3.8 | 3.8 | 356/ 3892 | 3212/ 9.0 | 7.8 | 9.1 | 30 | 2.8 | 179 | 2584 | CKLW |
| 7. WCZY-F (CHR) | 303/ 4.6 | 5.5 | 4.3 | 4.7 | 4.9 | 4.8 | 327/ 7028 | 6468/18.1 | 17.4 | 19.3 | 96 | 4.9 | 313 | 5661 | WCZY-F |
| 8. WWJ (N/T) | 284/ 4.3 | 4.7 | 4.9 | 4.8 | 4.5 | 4.7 | 296/ 5796 | 5408/15.1 | 15.6 | 15.3 | 79 | 3.0 | 196 | 4325 | WWJ |
| 9. WWWW-F (C) | 271/ 4.1 | 4.0 | 4.1 | 4.1 | 3.9 | 4.1 | 299/ 3949 | 3548/ 9.9 | 9.4 | 9.0 | 141 | 3.7 | 241 | 3371 | WWWW-F |
| 10. WNIC-F (AC) | 257/ 3.9 | 3.6 | 4.1 | 3.8 | 3.9 | 3.9 | 277/ 5148 | 4711/13.2 | 13.9 | 12.9 | 141 | 3.7 | 236 | 4053 | WNIC-F |
| 11. WDTX-F (CHR) | 225/ 3.4 | 2.8 | 2.4 | 1.8 | 2.7 | 2.6 | 234/ 4794 | 4556/12.7 | 10.4 | 10.6 | 91 | 2.8 | 179 | 3277 | WDTX-F |
| 12. WRIF-F (AOR) | 222/ 3.4 | 3.4 | 3.9 | 3.9 | 4.5 | 3.7 | 286/ 5846 | 4877/13.6 | 15.2 | 14.1 | 118 | 5.1 | 327 | 5147 | WRIF-F |
| 13. WCSX-F (AOR) | 216/ 3.3 | 4.7 | 3.7 | 3.8 | 4.2 | 3.9 | 240/ 4247 | 3775/10.6 | 13.1 | 11.0 | 142 | 5.4 | 344 | 3834 | WCSX-F |
| 14. WXYT (T) | 214/ 3.2 | 3.1 | 4.0 | 3.5 | 4.8 | 3.5 | 218/ 2701 | 2613/ 7.3 | 8.1 | 8.9 | 59 | 5.1 | 325 | 2883 | WXYT |
| 15. WOMC-F (AC) | 175/ 2.6 | 2.9 | 4.0 | 3.8 | 3.3 | 3.3 | 188/ 3029 | 2791/ 7.8 | 10.4 | 10.1 | 158 | 2.5 | 162 | 3033 | WOMC-F |
| 16. WLTI-F (AC) | 174/ 2.6 | 2.8 | 3.3 | 2.7 | 2.8 | 2.9 | 187/ 2614 | 2406/ 6.7 | 8.1 | 7.6 | 150 | 2.3 | 147 | 2013 | WLTI-F |
| 17. WJZZ-F (J) | 141/ 2.1 | 1.5 | 2.1 | 1.8 | 1.6 | 1.9 | 146/ 2604 | 2488/ 7.0 | 6.3 | 6.5 | 119 | 3.0 | 192 | 2128 | WJZZ-F |
| 18. WKSG-F (O) | 135/ 2.0 | 1.9 | 2.3 | 2.1 | 2.4 | 2.1 | 137/ 2417 | 2374/ 6.6 | 6.8 | 6.7 | 150 | 1.8 | 114 | 1957 | WKSG-F |
| 19. WCXI (C) | 122/ 1.8 | 1.3 | 1.3 | 1.6 | 1.4 | 1.5 | 142/ 2192 | 1906/ 5.3 | 4.0 | 3.3 | 100 | .9 | 56 | 1082 | WCXI |
| 20. WVAE-F (J/NA) | 107/ 1.6 | 2.0 | .6 | .6 | .8 | 1.2 | 114/ 2233 | 2053/ 5.7 | 2.2 | 3.4 | 163 | 2.2 | 143 | 2160 | WVAE-F |
| 21. WQRS-F (CL) | 98/ 1.5 | 1.9 | 1.5 | 1.6 | 1.2 | 1.6 | 107/ 1699 | 1540/ 4.3 | 5.1 | 3.8 | 93 | 1.0 | 62 | 1182 | WQRS-F |
| 22. WGPR-F (B) | 96/ 1.5 | 1.1 | 1.3 | 1.3 | 1.6 | 1.3 | 100/ 2156 | 2063/ 5.8 | 5.4 | 4.8 | 100 | 1.3 | 86 | 1435 | WGPR-F |
| 23. WMTG (O) | 73/ 1.1 | 1.6 | 1.1 | .9 | 1.1 | 1.2 | 74/ 922 | 913/ 2.6 | 2.5 | 2.4 | 173 | .7 | 44 | 796 | WMTG |
| 24. WQBH (B) | 69/ 1.0 | 1.2 | 1.0 | 1.3 | .7 | 1.1 | 69/ 1096 | 1096/ 3.1 | 3.7 | 2.5 | 100 | .3 | 19 | 466 | WQBH |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 69.34% (4214 of 6077) (SPG 87: 68.79%)

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

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

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | | |
|---------------------|----------|-----------|-----------|--------|------|--|-------|------------|--|--------|
| | | | | % | % | | | | | |
| TOP 40/CHR/CONTEMP | | 945 (7) | 945 (7) | 15.6 | 14.8 | WCHB | 1440 | Inkster | | .9/3.0 |
| AOR/CLASSIC | | 780 (4) | 780 (4) | 12.8 | 14.4 | WHND | 560 | Monroe | | .7/2.4 |
| AC/OLDIES/SOFT ROCK | 116 (2) | 798 (5) | 914 (7) | 15.0 | 17.4 | WMUZ-F | 103.5 | Detroit | | .8/2.7 |
| MOR/VARIETY/FULL | 698 (1) | | 698 (1) | 11.5 | 11.8 | WSAQ-F | 107.1 | Port Huron | | .3/ .8 |
| COUNTRY | 122 (1) | 292 (2) | 414 (3) | 6.8 | 5.8 | WIQB-F | 102.9 | Ann Arbor | | .4/1.8 |
| BLACK/URBAN | 126 (2) | 621 (2) | 747 (4) | 12.3 | 11.6 | | | | | |
| BTFL MUSIC/EZ | | 381 (1) | 381 (1) | 6.3 | 6.0 | CJOM-F | 88.7 | Windsor | | .3/2.1 |
| NEWS/TALK | 498 (2) | | 498 (2) | 8.2 | 10.1 | CKLW-F | 93.9 | Windsor | | .9/4.1 |
| NOSTALGIA | 303 (1) | | 303 (1) | 5.0 | 4.1 | WIOG-F | 102.5 | Bay City | | .7/1.2 |
| RELIGION/GOSPEL | | 51 (1) | 51 (1) | 0.8 | 1.0 | WIOT-F | 104.7 | Toledo | | .3/1.0 |
| SPANISH | | | | | | WMHE-F | 92.5 | Toledo | | .3/ .7 |
| CLASSICAL | | 98 (1) | 98 (1) | 1.6 | 1.3 | | | | | |
| JAZZ/NEW AGE | | 248 (2) | 248 (2) | 4.1 | 1.8 | | | | | |
| UNKNOWN/OTHERS | | | | | | | | | | |
| | 1863 (9) | 4214 (25) | 6077 (34) | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|--------------------------------|--------------|--------------------|------------|----------------|------------------|
| WCXI, 1130, 50 KW/10 KW (DA-2) | COUNTRY | APR, \$ 70.00 | (Christal) | Shamrock | Phil Lamka |
| WHND, 560, 500 W (DAYS, DA) | OLDIES | US 1, \$ NA | (Mc-Guild) | Greater Media | Tom Bender |
| WJR, 760, 50 KW | MOR/VARIETY | ABC-I, \$225.00 | (Katz) | Cap Cities/ABC | Jim Long |
| WMTG, 1310, 5 KW (DA-2) | OLDIES | SMN, \$ 40.00 | (Durpetti) | Fairmont | |
| WQBH, 1400, 1 KW | BLACK | \$ 56.00 | (Patt) | | Martha Steinberg |
| WWJ, 950, 5 KW (DA-N) | NEWS | CBS, \$155.00 | (Eastman) | Federal | Joe Archer |
| WXYT, 1270, 5 KW | TALK | MBS, NBC, \$100.00 | (Roslin) | | Charles Fritz |
| WCAR, 1090, 250 W/500 W (DA-2) | ETHNIC | \$ 23.00 | (--- | Wolpin | Jack Bailey |
| WCHB, 1440, 1 KW | BLACK/GOSPEL | NBN, \$ 43.00 | (Torbet) | | Wendell Cox |
| CKLW, 800, 50 KW (DA-2) | NOSTALGIA | \$ 75.00 | (Republic) | | |

FM STATIONS

| | | | | | |
|---------------------------|--------------|-----------------|------------|----------------|-----------------|
| WCSX, 94.7, 10 KW @ 950 | CLASSIC ROCK | US 1, \$105.00 | (Mc-Guild) | Greater Media | Tom Bender |
| WCZY, 95.5, 100 KW @ 430 | CHR | \$154.00 | (HNWH) | | Betty Pazdernik |
| WDTX, 99.5, 21 KW @ 754 | CONTEMP | CBS-R, \$ 93.00 | (Torbet) | Hoker | Paul Jacobs |
| WGPR, 107.5, 50 KW @ 360 | BLACK | SBN, \$ 60.00 | (Lazar) | | George Mathews |
| WHYT, 96.3, 20 KW @ 780 | CHR | ABC-C, \$158.00 | (Katz) | Cap Cities/ABC | John Cravens |
| WJLB, 97.9, 50 KW @ 490 | BLACK | \$160.00 | (MMR) | Booth | Verna Green |
| WJOI, 97.1, 12 KW @ 802 | BTFL/EZ | \$147.00 | (Eastman) | Federal | Joe Archer |
| WJZZ, 105.9, 20 KW @ 724 | JAZZ | \$ 78.00 | (Torbet) | | Bob Bell |
| WKSG, 102.7, 50 KW @ 500 | OLDIES | ABC-E, \$ 97.00 | (Roslin) | Ragan Henry | John Patton |
| WLLZ, 98.7, 50 KW @ 480 | AOR | ABC-F, \$150.00 | (Banner) | Legacy | Kevin Smith |
| WLTI, 93.1, 20 KW @ 500 | SOFT AC | \$109.00 | (CBS) | Viacom | Jeff Slute |
| WMUZ, 103.5, 50 KW @ 500 | RELIGION | \$ 40.00 | (--- | Crawford | Frank Francosi |
| WNIC, 100.3, 50 KW @ 400 | AC | \$163.00 | (Durpetti) | Fairmont | |
| WOMC, 104.3, 190 KW @ 416 | AC | US 2, \$152.00 | (Republic) | Infinity | Elaine Baker |
| WQRS, 105.1, 18 KW @ 782 | CLASSICAL | \$ 90.00 | (CMBS) | Marlin | Lorraine Golden |
| 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) | | Chuck Fritz |
| WWWW, 106.7, 61 KW @ 508 | COUNTRY | APR, \$143.00 | (Christal) | Shamrock | Phil Lamka |
| CKLW, 93.9, 100 KW @ 700 | AC/OLDIES | \$ 60.00 | (Republic) | | (WINDSOR, ONT) |

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WOMC-F: From Metropolitan to Infinity for \$23,000,000
WDTX-F: From Metropolis to Hoker for \$11,800,000
WLTI-F: Swapped by Keymarket to Viacom for WRVR A/F in Memphis (Foreman)
WCZY-F: From Dorton to Broadcast Partners for \$23,000,000 (E)

DULUTH

Arbitron Rank/Pop (12+): 149/210,200
 MSA Rank/Pop: 180/240,100
 ADI # 123
 Average Person Ratings: 17.3
 Market TSL: 22.5 hours

Stations: 19/19
 Diaries: 725/290:1/63.3%
 Sample Target: 600
 % Below Line: 0
 % Not Listed: 9.6

1987 Revenue: \$5,900,000
 MH Inc.: \$29,753
 Retail \$: 1.63 Bil
 Pop per Station: 11,063
 #1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KDAL (MOR) | 40/11.0 | --- | 10.3 | --- | 12.5 | ---- | 46/593 | 478/22.7 | --- | 19.6 | 69 | | | KDAL |
| 2. KQDS A/F (AOR) | 37/10.2 | --- | 10.6 | --- | 8.7 | ---- | 53/623 | 471/22.4 | --- | 20.5 | 97 | | | KQDS A/F |
| 3. KZIO-F (CHR) | 30/ 8.3 | --- | 8.6 | --- | 9.5 | ---- | 48/632 | 387/18.4 | --- | 17.9 | 57 | | | KZIO-F |
| 4. WKKQ (C) | 29/ 8.0 | --- | 7.1 | --- | 8.7 | ---- | 38/491 | 319/15.2 | --- | 12.2 | 95 | | | WKKQ |
| 5. KDAL-F (AC) | 28/ 7.7 | --- | 8.6 | --- | 4.6 | ---- | 35/523 | 380/18.1 | --- | 16.2 | 144 | | | KDAL-F |
| 6. WDSM (C) | 22/ 6.1 | --- | 3.8 | --- | 5.4 | ---- | 30/419 | 287/13.7 | --- | 10.5 | 115 | | | WDSM |
| 7. WTBX-F (CHR) | 20/ 5.5 | --- | 8.0 | --- | 5.7 | ---- | 37/401 | 270/12.8 | --- | 13.7 | 127 | | | WTBX-F |
| WAVC-F (C) | 20/ 5.5 | --- | 11.8 | --- | 12.0 | ---- | 33/472 | 310/14.7 | --- | 21.4 | 138 | | | WAVC-F |
| 9. WAKX-F (O) | 18/ 5.0 | --- | 3.2 | --- | 5.4 | ---- | 23/384 | 272/12.9 | --- | 12.9 | 152 | | | WAKX-F |
| 10. WEBC (MOR) | 16/ 4.4 | --- | 5.0 | --- | 4.6 | ---- | 24/495 | 343/16.3 | --- | 15.7 | 80 | | | WEBC |
| 11. KXTP (BB) | 14/ 3.9 | --- | 3.5 | --- | 5.7 | ---- | 17/218 | 190/ 9.0 | --- | 9.1 | 0 | | | KXTP |
| WCDK-F (C) | 14/ 3.9 | --- | .6 | --- | --- | ---- | 16/198 | 171/ 8.1 | --- | 2.5 | 149 | | | WCDK-F |

12+ FM SHARE (METRO): 55.18% (181 of 328) (SPG 87: 60.00%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|---------------|---------------|------------|------------|-----------|-----------|-----------|--------------|-------------|-----------|-----------|
| 1. KZIO-F>>> | 1. KQDS-AF>>> | 1. KQDS-F> | 1. KQDS-AF | 1. KDAL-F | 1. KDAL | > 1. KDAL | > 1. KDAL | 1. KQDS-AF> | 1. KQDS-F | 1. KDAL |
| 2. WTBX-F>>> | 2. KZIO-F | 2. KZIO-F | 2. KDAL-F | 2. KQDS-F | 2. WKKQ | > 2. WKKQ | > 2. KQDS-AF | 2. KZIO-F | 2. WEBC | 2. WAKX-F |
| 3. KQDS-AF>>> | 3. WAKX-F | 3. KDAL-F | 3. WAKX-F | 3. KDAL | 3. KDAL-F | 3. KDAL-F | 3. WKKQ | 3. KDAL-F | 3. KDAL-F | 3. WEBC |
| 4. | 4. WTBX-F | 4. WAKX-F | 4. WTBX-F | 4. WAKX-F | 4. WDSM | KZIO-F | 4. KDAL-F | 4. KDAL | 4. KDAL | 4. KQDS-F |
| 5. | 5. KDAL-F | 5. WTBX-F | 5. | 5. WAVC-F | 5. | 5. | WDSM | WAVC-F | 5. KDAL-F | 5. WAVC-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. KZIO-F>>> | 1. KZIO-F> | 1. KDAL-F | 1. KZIO-F | 1. KDAL-F> | 1. KQDS-AF>>> | 1. KQDS-AF>>> | 1. KQDS-AF>>> | 1. KQDS-AF>>> | 1. KQDS-AF> |
| 2. KQDS-AF | 2. KOAL-F | WAKX-F | 2. KOAL-F | 2. WAVC-F | 2. KZIO-F> | 2. WTBX-F | 2. WTBX-F< | 2. KDAL | 2. KDAL |
| 3. KDAL-F | 3. KQDS-AF | WAVC-F | 3. WAKX-F | 3. WKKQ | 3. | 3. KZIO-F | 3. WAKX-F< | 3. WAKX-F< | 3. KDAL-F |
| 4. | 4. WAKX-F | 4. KQDS-AF | 4. KQDS-AF | 4. WAKX-F | 4. | 4. WAKX-F | 4. WAVC-F | 4. WAVC-F | 4. |
| 5. | 5. | 5. WTBX-F | 5. | 5. | 5. | 5. | 5. | 5. WTBX-F | 5. |

| FORMATS | AM | FM | TOTAL | % | % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|---------|----------|------|------|--|
| TOP 40/CHR/CONTEMP | | 50 (2) | 50 (2) | 15.2 | 18.1 | WELY 1450 Ely 2.2/1.4 |
| AOR/CLASSIC | 2 (1) | 35 (1) | 37 (2) | 11.3 | 11.6 | WHLB 1400 Virginia 3.0/5.1 |
| AC/OLDIES/SOFT ROCK | | 46 (2) | 46 (2) | 14.0 | 16.5 | WMFG 1240 Hibbing .8/4.2 |
| MOR/VARIETY/FULL | 75 (4) | | 75 (4) | 22.9 | 21.9 | WMFG-F 106.3 Hibbing 1.1/2.8 |
| COUNTRY | | 34 (2) | 85 (4) | 25.9 | 24.8 | WWJC 850 Duluth .6/2.6 |
| BLACK/URBAN | | | | | | |
| BTFL MUSIC/EZ | | | | | | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | 14 (1) | | 14 (1) | 4.3 | 3.9 | |
| RELIGION/GOSPEL | 2 (1) | | 2 (1) | 0.6 | 1.0 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 3 (1) | 16 (2) | 19 (3) | 5.8 | 2.3 | |
| | 147 (10) | 181 (9) | 328 (19) | | | |

MISCELLANEOUS COMMENTS KDAL A/F sold by Duchossois for \$2,000,000 (Blackburn)... WHLB-F changes calls to WCDK (November)...

RADIO STATIONS

| | | | |
|--------------------------------------|-------------|----------------------------------|-----------------|
| KDAL, 610, 5 KW (DA-N) | , MOR | CBS, \$ 25.00 (Katz) | John Snee |
| KXTP, 970, 1 KW | , NOSTALGIA | ABC-D, \$ 11.00 (Roslin) | Lew Latto |
| WDSM, 710, 10 KW/5 KW (DA-N) | , COUNTRY | NBC, \$ 18.00 (Torbet) | Pat McNulty |
| WEBC, 560, 5 KW (DA-N) | , MOR | US 2, ABC-E, \$ 21.00 (Mc-Guild) | Bill Bromley |
| WWJC, 850, 10 KW (DAYS) | , RELIGION | , \$ 6.00 (---) | Ted Elm |
| WKKQ, 650, 10 KW/500 W (DA-2) | , COUNTRY | ABC-D, \$ NA (Banner) | Dave Acaley |
| | | | (HIBBING) |
| KDAL-F, 95.7, 100 KW @ 803, AC | | , \$ 29.00 (Katz) | John Snee |
| KQDS-F, 94.9, 100 KW @ 730, AOR | | , \$ 22.00 (HNWH) | Chuck Poet |
| KZIO-F, 102.5, 100 KW @ 600, CHR | | ABC-C, \$ 20.00 (Torbet) | Pat McNulty |
| WAKX-F, 98.9, 100 KW @ 600, OLDIES | | , \$ 16.00 (Roslin) | Richard Caya |
| WAVC-F, 105.1, 100 KW @ 790, COUNTRY | | , \$ 37.00 (Mc-Guild) | Bill Bromley |
| WEVE-F, 97.9, 71 KW @ 550, AC | | ABC-E, \$ 12.00 (Roslin) | Jerry Sylvester |
| WTBX-F, 93.9, 100 KW @ 546, CHR | | , \$ 17.00 (Banner) | (EVELETH) |
| WCDK-F, 99.9, 100 KW @ ??, COUNTRY | | MBS, \$ NA (Katz) | (HIBBING) |
| | | | (VIRGINIA) |

EL PASO

Arbitron Rank/Pop (12+): 79/437,000

Stations: 22/18
Diaries: 914/478:1/52.0%
Sample Target: 800
% Below Line: 3.7
% Not Listed: 6.2

1987 Revenue: \$11,500,000
HH Inc.: \$28,241
Retail \$: 2.7 Bil
Pop per Station: 24,278
#1 Biller: KHEY A/F \$3,000,000

MSA Rank/Pop: 88/567,000
ADI # 104

Average Person Ratings: 17.8
Market TSL: 23.8 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|-----------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. KPRR-F (CHR) | 102/13.1 | 8.6 | 6.1 | 7.1 | 4.6 | 8.7 | 110/1156 | 1045/23.9 | 16.3 | 14.0 | 43 | 16.9 | 144 | 1083 | KPRR-F |
| 2. KLAQ-F (AOR) | 83/10.6 | 10.3 | 11.4 | 11.6 | 10.7 | 11.0 | 106/1112 | 899/20.6 | 27.5 | 24.1 | 108 | 18.4 | 156 | 1164 | KLAQ-F |
| 3. KHEY-F (C) | 78/10.0 | 10.5 | 9.3 | 7.2 | 8.7 | 9.3 | 98/1115 | 934/21.4 | 20.0 | 20.4 | 138 | 9.1 | 77 | 922 | KHEY-F |
| 4. KEZB-F (CHR) | 68/ 8.7 | 10.3 | 10.0 | 14.2 | 11.6 | 8.8 | 77/1382 | 1103/25.2 | 29.0 | 35.3 | 75 | 8.7 | 74 | 1365 | KEZB-F |
| 5. KTSM-F (EZ) | 51/ 6.5 | 6.4 | 7.0 | 6.3 | 8.4 | 6.6 | 66/ 676 | 517/11.8 | 15.3 | 16.2 | 55 | 4.9 | 42 | 503 | KTSM-F |
| 6. KAMZ-F (CHR) | 46/ 5.9 | 6.8 | 7.0 | 7.7 | 7.4 | 6.9 | 47/ 858 | 811/18.6 | 21.5 | 26.1 | 103 | 7.8 | 66 | 1068 | KAMZ-F |
| 7. KBNA-F (SP) | 41/ 5.3 | 6.3 | 5.7 | 4.7 | 3.2 | 5.5 | 50/ 676 | 594/13.6 | 12.4 | 8.6 | 123 | 4.1 | 35 | 509 | KBNA-F |
| 8. KOFX-F (AL/SP) | 40/ 5.1 | 3.4 | 5.3 | 6.3 | 5.8 | 5.0 | 46/ 770 | 601/13.8 | 12.3 | 13.7 | 167 | 3.5 | 30 | 388 | KOFX-F |
| 9. KAMA (SP) | 40/ 5.1 | 6.7 | 9.1 | 6.0 | 5.4 | 6.7 | 47/ 639 | 512/11.7 | 14.2 | 12.8 | 137 | 3.5 | 30 | 613 | KAMA |
| 10. KLTO-F (AC) | 29/ 3.7 | 4.9 | 5.7 | 5.2 | 4.9 | 4.9 | 33/ 633 | 558/12.8 | 16.3 | 14.4 | 143 | 3.3 | 28 | 412 | KLTO-F |
| 11. KTSM (W/T) | 27/ 3.5 | 3.0 | 2.7 | 3.1 | 5.4 | 3.1 | 27/ 352 | 346/ 7.9 | 8.1 | 9.5 | 63 | 2.9 | 25 | 301 | KTSM |
| 12. KBNA (SP) | 24/ 3.1 | 2.4 | 2.3 | 1.0 | .6 | 2.2 | 25/ 305 | 296/ 6.8 | 6.5 | 2.4 | 61 | 2.0 | 17 | 334 | KBNA |
| 13. KROD (O) | 20/ 2.6 | 2.4 | 2.6 | 3.0 | 4.8 | 2.7 | 21/ 388 | 348/ 8.0 | 9.8 | 11.8 | 169 | 2.0 | 17 | 359 | KROD |
| 14. KHEY (C) | 19/ 2.4 | 4.0 | 3.1 | 3.1 | 4.4 | 3.2 | 21/ 399 | 344/ 7.9 | 10.1 | 11.4 | 100 | 2.5 | 21 | 380 | KHEY |
| 15. KVIV (SP) | 16/ 2.1 | 1.2 | --- | --- | --- | .8 | 16/ 159 | 155/ 3.5 | --- | --- | 90 | --- | --- | --- | KVIV |

12+ FM SHARE (METRO): 74.73% (547 of 732) (SPG 87: 71.47%)

| 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. KTSM-F | 1. KHEY-F | 1. KLAQ-F | 1. KPRR-F | 1. KPRR-F | >>1. KHEY-F |
| 2. KEZB-F | >>2. KPRR-F | 2. KHEY-F | 2. KLAQ-F | 2. KLAQ-F | 2. KHEY-F | 2. KLAQ-F | 2. KPRR-F | 2. KLAQ-F | 2. KEZB-F | 2. KOFX-F |
| 3. | 3. KHEY-F | 3. KPRR-F | 3. KOFX-F | 3. KOFX-F | 3. KAMA | 3. KPRR-F | 3. KHEY-F | 3. KHEY-F | 3. KLAQ-F | 3. KLAQ-F |
| 4. | 4. KEZB-F | 4. KEZB-F | 4. KEZB-F | 4. KAMA | 4. KTSM | 4. KEZB-F | 4. KTSM-F | 4. KEZB-F | 4. KHEY-F | 4. KEZB-F |
| 5. | 5. KAMZ-F | 5. KOFX-F | 5. KAMZ-F | 5. KBNA-F | 5. KBNA-F | 5. KAMA | 5. KAMA | 5. KAMZ-F | 5. KTSM-F | 5. KTSM-F |
| | | 6. KAMZ-F | 6. KBNA-F | KEZB-F | KEZB-F | | KOFX-F | | | 6. KTSM-F |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. KPRR-F | 1. KLAQ-F | 1. KHEY-F | 1. KHEY-F | 1. KHEY-F | 1. KPRR-F | 1. KLAQ-F | 1. KLAQ-F | 1. KLAQ-F | 1. KLAQ-F |
| 2. KEZB-F | 2. KHEY-F | KLAQ-F | 2. KLAQ-F | 2. KLAQ-F | 2. KLAQ-F | 2. KPRR-F | 2. KPRR-F | 2. KPRR-F | 2. KHEY-F |
| 3. KLAQ-F | 3. KAMZ-F | 3. KAMZ-F | 3. KAMZ-F | 3. KOFX-F | 3. KEZB-F | 3. KHEY-F | 3. KHEY-F | 3. KHEY-F | 3. KOFX-F |
| 4. KAMZ-F | 4. KPRR-F | 4. KOFX-F | KEZB-F | 4. KAMA | 4. KHEY-F | 4. KEZB-F | 4. KEZB-F | 4. KEZB-F | 4. KROD |
| | 5. KEZB-F | 5. KEZB-F | KPRR-F | 5. KAMZ-F | 5. | 5. | 5. KLTO-F | 5. KOFX-F | 5. KAMA |
| | | 6. KBNA-F | KBNA-F | KBNA-F | | | 6. KOFX-F | | 6. KEZB-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|----------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | 2 (1) | 216 (3) | 218 (4) | 29.8 | 21.3 |
| AOR/CLASSIC | | 83 (1) | 83 (1) | 11.3 | 11.5 |
| AC/OLDIES/SOFT ROCK | 20 (1) | 69 (2) | 89 (3) | 12.2 | 16.6 |
| MOR/VARIETY/FULL | | | | | |
| COUNTRY | 19 (1) | 78 (1) | 97 (2) | 13.3 | 19.0 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 51 (1) | 51 (1) | 7.0 | 9.0 |
| NEWS/TALK | 27 (1) | | 27 (1) | 3.7 | 5.8 |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | 11 (1) | | 11 (1) | 1.5 | 2.5 |
| SPANISH | 106 (7) | 44 (2) | 150 (9) | 20.5 | 14.3 |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | 6 (1) | 6 (1) | 0.8 | |
| | 185 (12) | 547 (11) | 732 (23) | | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--|-------|---------|---------|
| KELP | 1590 | El Paso | 1.4/3.6 |
| KEZB | 1150 | El Paso | .3/2.1 |
| KPAS-F | 103.1 | Fabens | .8/1.8 |
| XEJV | 1000 | Juarez | .8/1.4 |
| XEJ | 970 | Juarez | .4/2.1 |
| XHGU-F | 105.9 | Juarez | .4/1.7 |

MISCELLANEOUS COMMENTS KAMA, KAMZ-F sold by Thrash to Pinnacle for \$ _____...

RADIO STATIONS

| | | | | | |
|--|-------------|-------------------|--------------|----------|----------------|
| KAMA, 750, 10 KW/1 KW (DA-2) | , HISPANIC | ,\$ 33.00 | (Caballero) | Pinnacle | Buddy Howell |
| KBNA, 920, 1 KW/500 W (DA-N) | , HISPANIC | ,\$ NA | (Katz Hisp.) | Tichenor | Dan Wilson |
| KHEY, 690, 10 KW (DA-2) | , COUNTRY | ABC-I, \$ 35.00 | (Katz) | | Gary Ackers |
| KROD, 600, 5 KW (DA-N) | , AC | CBS-R, \$ 22.00 | (HNWH) | | Charles Cohn |
| KTSM, 1380, 5 KW/500 W | , TALK/NEWS | CBS,NBC, \$ 25.00 | (HNWH) | | Karl Wyler |
| KVIV, 1340, 1 KW | , HISPANIC | ,\$ 19.00 | (Lotus) | | Bob Proud |
| KAMZ-F, 93.1, 30 KW @ 1190, CHR | | ,\$ 44.00 | (Eastman) | Pinnacle | Buddy Howell |
| KBNA-F, 97.5, 60 KW @ 1080, HISPANIC | | ,\$ 30.00 | (Katz Hisp.) | Tichenor | Dan Wilson |
| KEZB-F, 93.9, 100 KW @ 1210, CHR | | ABC-F, \$ 52.00 | (Christal) | | John Wagner |
| KHEY-F, 96.3, 100 KW @ 1388, COUNTRY | | ,\$ 70.00 | (Katz) | | Jim Phillips |
| KLAQ-F, 95.5, 88 KW @ 1390, AOR | | Source, \$ 57.00 | (HNWH) | | Charles Cohn |
| KLTO-F, 94.7, 91 KW @ 1080, AC | | ,\$ 34.00 | (Republic) | | Benny Springer |
| KOFX-F, 92.3, 100 KW @ 1860, AC/HISPANIC | | US 1, \$ 28.00 | (Mc-Guild) | | Les Roberson |
| KPRR-F, 102.1, 100 KW @ 1190, CHR | | US 2, \$ 32.00 | (Banner) | | Oick Lewis |
| KTSM-F, 99.9, 100 KW @ 1820, BTFL/EZ | | CBS,NBC, \$ 31.00 | (HNWH) | | Karl Wyler |

ERIE

Arbitron Rank/Pop (12+): 139/231,000

MSA Rank/Pop: 157/282,000

ADI # 142
Average Person Ratings: 14.9
Market TSL: 20.0 hours

Stations: 12/11
Diaries: 734/315:1/57.2%
Sample Target: 610
% Below Line: 6.1
% Not Listed: 10.8

1987 Revenue: \$5,200,000
HH Inc.: \$31,386
Retail \$: 1.6 Bil
Pop per Station: 21,000
#1 Biller: WCKC-F \$1,500,000

| 12+ METRO | 1/4/SHARE | FAL | | | | SPG | | | | 4 Book Avg. | 12+ METRO | | % | | Birch Share | Birch AQH | Birch Cume | |
|--------------------|-----------|-----|------|-----|------|----------|--------|-----|-----|-------------|------------------|-----|------|-----|-------------|-----------|------------|--------|
| | | 87 | 87 | 86 | 86 | 1/4/CUME | RATING | 87 | 87 | | 25-54 Conversion | 87 | | | | | | |
| 1. WJET-F (CHR) | 83/24.1 | --- | 20.9 | --- | 8.2 | --- | --- | --- | --- | 87/1064 | 938/40.6 | --- | 42.5 | 78 | 23.2 | 82 | 881 | WJET-F |
| 2. WCKC-F (AC) | 59/17.2 | --- | 16.2 | --- | 17.5 | --- | --- | --- | --- | 65/ 862 | 764/33.1 | --- | 32.6 | 158 | 11.9 | 42 | 515 | WCKC-F |
| 3. WCKC-F (CHR/AC) | 49/14.2 | --- | 20.7 | --- | 20.8 | --- | --- | --- | --- | 74/1115 | 693/30.0 | --- | 41.0 | 109 | 21.0 | 74 | 1119 | WCKC-F |
| 4. WEYZ (BB) | 31/ 9.0 | --- | 8.1 | --- | 14.7 | --- | --- | --- | --- | 31/ 348 | 348/15.1 | --- | 14.2 | 31 | 9.1 | 32 | 335 | WEYZ |
| 5. WREO-F (EZ) | 21/ 6.1 | --- | 4.5 | --- | 7.5 | --- | --- | --- | --- | 34/ 512 | 288/12.5 | --- | 11.3 | 54 | 1.1 | 4 | 101 | WREO-F |
| 6. WHDZ (O) | 19/ 5.5 | --- | 2.1 | --- | 2.6 | --- | --- | --- | --- | 20/ 278 | 271/11.7 | --- | 9.6 | 151 | 6.2 | 22 | 216 | WHDZ |
| 7. WZPR-F (C) | 12/ 3.5 | --- | 5.2 | --- | 5.4 | --- | --- | --- | --- | 48/ 660 | 177/ 7.7 | --- | 8.1 | 143 | 4.5 | 16 | 197 | WZPR-F |
| 8. WLKK (C) | 11/ 3.2 | --- | 1.8 | --- | 8.0 | --- | --- | --- | --- | 12/ 190 | 177/ 7.7 | --- | 5.8 | 34 | .6 | 2 | 154 | WLKK |
| 9. WRIE (AC) | 10/ 2.9 | --- | 3.7 | --- | --- | --- | --- | --- | --- | 10/ 212 | 199/ 8.6 | --- | 10.9 | 114 | 4.2 | 15 | 235 | WRIE |

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

12+ FM SHARE (METRO): 76.55% (235 of 307) (SPG 87: 80.79%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|-------------|-------------|-------------|------------|------------|------------|-----------|------------|------------------------|-------------|
| 1. WJET-F>>1. WJET-F> | 1. WCKC-F< | 1. WCKC-F< | 1. WCKC-F> | 1. WCKC-F> | 1. WCKC-F< | 1. WJET-F> | 1. WCKC-F | 1. WJET-F> | 1. WJET-F>>1. WJET-F>> | 1. WJET-F>> |
| 2. WCKC-F | 2. WJET-F | 2. WJET-F | 2. WJET-F | 2. WJET-F | 2. WEYZ > | 2. WCKC-F> | 2. WJET-F | 2. WCKC-F | 2. WCKC-F | 2. WCKC-F< |
| 3. WCKC-F>> | 3. WCKC-F>> | 3. WCKC-F>> | 3. WCKC-F>> | 3. WCKC-F> | 3. WREO-F | 3. WCKC-F | 3. WCKC-F | 3. WCKC-F> | 3. WCKC-F | 3. WCKC-F |
| 4. WCKC-F | 4. WHDZ | 4. WHDZ | 4. WHDZ | 4. WCKC-F | 4. WEYZ | 4. WEYZ | 4. WEYZ | 4. WEYZ | 4. WHDZ | 4. WLKK |
| 5. WCKC-F | 5. WCKC-F | 5. WCKC-F | 5. WCKC-F | 5. WJET-F | 5. WJET-F | 5. WJET-F | 5. WJET-F | 5. WJET-F | 5. WHDZ | 5. WEYZ |

| 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. WCKC-F< | 1. WCKC-F< | 1. WCKC-F> | 1. WCKC-F> | 1. WCKC-F | 1. WCKC-F | 1. WJET-F< | 1. WCKC-F | 1. WCKC-F> |
| 2. WCKC-F | 2. WCKC-F | 2. WJET-F | 2. WJET-F | 2. WJET-F | 2. WJET-F> | 2. WJET-F> | 2. WCKC-F< | 2. WJET-F | 2. WJET-F |
| 3. WCKC-F>> | 3. WCKC-F>> | 3. WCKC-F> | 3. WCKC-F> | 3. WCKC-F> | 3. WHDZ | 3. WCKC-F>> | 3. WCKC-F | 3. WCKC-F | 3. WCKC-F |
| 4. WCKC-F | 4. WCKC-F | 4. WCKC-F | 4. WCKC-F | 4. WCKC-F | 4. WCKC-F | 4. WCKC-F | 4. WCKC-F | 4. WHDZ | 4. WHDZ |
| 5. WCKC-F | 5. WCKC-F | 5. WCKC-F | 5. WCKC-F | 5. WCKC-F | 5. WCKC-F | 5. WCKC-F | 5. WCKC-F | 5. WCKC-F | 5. WCKC-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|--------------------------------------|--------|---------|----------|------|--------|---|
| TOP 40/CHR/CONTEMP AOR/CLASSIC | | 132 (2) | 132 (2) | 43.0 | 48.5 | WCLT-F 106.3 Union City 1.7/3.5 |
| AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL | 29 (2) | 59 (1) | 88 (3) | 28.7 | 24.4 | |
| COUNTRY | 12 (2) | 17 (2) | 29 (4) | 9.4 | 7.9 | |
| BLACK/URBAN | | | | | 2.1 | |
| BTFL MUSIC/EZ NEWS/TALK | | 21 (1) | 21 (1) | 6.8 | 7.6 | MISCELLANEOUS COMMENTS WLKK changes calls to WHDZ (December)... |
| NOSTALGIA | 31 (1) | | 31 (1) | 10.1 | 9.5 | |
| RELIGION/GOSPEL | | 6 (1) | 6 (1) | 2.0 | | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 72 (5) | 235 (7) | 307 (12) | | | |

RADIO STATIONS

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

EUGENE

Arbitron Rank/Pop (12+): 145/220,000

MSA Rank/Pop: 170/264,000

AOI # 137

Average Person Ratings: 13.9

Market TSL: 18.8 hours

Stations: 13/13

Diaries: 745/295:1/61.6%

Sample Target: 620

% Below Line: 0

% Not Listed: 18.7

1987 Revenue: \$6,000,000

HH Inc.: \$26,881

Retail \$: 1.55 Bil

Pop per Station: 16,923

#1 Biller: KUGN-F \$1,400,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KUGN-F (C) | 42/13.8 | 14.7 | 13.5 | 11.3 | 9.8 | 13.3 | 43/507 | 464/21.1 | 19.5 | 21.7 | 112 | | | KUGN-F |
| 2. KSND-F (CHR) | 37/12.1 | 13.3 | 12.5 | 16.8 | 14.3 | 13.7 | 39/619 | 583/26.5 | 24.4 | 25.0 | 58 | | | KSNO-F |
| 3. KPNW-F (AC) | 29/ 9.5 | 7.8 | 10.1 | 9.8 | 11.5 | 9.3 | 37/604 | 385/17.5 | 17.0 | 17.0 | 135 | | | KPNW-F |
| KUGN (MOR) | 29/ 9.5 | 10.2 | 9.4 | 8.6 | 10.6 | 9.4 | 33/586 | 491/22.3 | 22.0 | 20.5 | 79 | | | KUGN |
| 5. KZEL-F (AOR) | 27/ 8.9 | 4.4 | 6.6 | 8.3 | 10.1 | 7.1 | 36/601 | 384/17.5 | 14.8 | 16.1 | 115 | | | KZEL-F |
| 6. KMGE-F (AC) | 25/ 9.2 | 6.8 | 10.1 | 2.4 | 1.7 | 6.9 | 28/462 | 420/19.1 | 15.6 | 20.3 | 124 | | | KMGE-F |
| 7. KPNW (MOR) | 17/ 5.6 | 5.1 | 6.3 | 6.4 | 4.2 | 5.9 | 32/461 | 273/12.4 | 18.9 | 16.7 | 95 | | | KPNW |
| 8. KLCX-F (AOR) | 15/ 4.9 | 4.1 | 4.2 | 7.0 | 7.3 | 5.1 | 32/433 | 211/ 9.6 | 9.1 | 16.2 | 131 | | | KLCX-F |
| 9. KEEU (C) | 8/ 2.6 | 3.1 | 2.4 | 3.1 | 4.8 | 2.8 | 8/152 | 138/ 6.3 | 6.5 | 7.5 | 123 | | | KEEU |
| KOUK (BB) | 8/ 2.6 | 3.4 | 4.5 | 4.9 | 2.8 | 3.9 | 9/158 | 140/ 6.4 | 6.1 | 6.0 | 19 | | | KOUK |
| 11. KKXO (C) | 4/ 1.3 | 3.1 | 1.0 | --- | --- | --- | 4/113 | 113/ 5.1 | 7.9 | 3.0 | 162 | | | KKXO |
| KZAM-F (AOR) | 4/ 1.3 | 3.1 | 1.7 | 4.0 | 2.0 | 2.5 | 4/134 | 131/ 6.0 | 7.0 | 7.3 | 162 | | | KZAM-F |

12+ FM SHARE (METRO): 72.17% (179 of 248) (SPG 87: 68.98%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|-----------|-----------|------------|-----------|-----------|--------------|-------------|-----------|------------|------------|
| 1. KSND-F>>>1. KSND-F | 1. KUGN-F | 1. KUGN-F | 1. KUGN-F | 1. KUGN-F | 1. KUGN-F | 1. KUGN | > 1. KUGN-F | 1. KUGN-F | 1. KSND-F> | 1. KUGN-F |
| 2. KPNW-F> | 2. KZEL-F | 2. KSND-F | 2. KPNW-F | 2. KPNW-F | 2. KUGN | > 2. KUGN-F> | 2. KPNW-F> | 2. KSNO-F | 2. KUGN | 2. KUGN >> |
| 3. 3. KMGE-F | 3. KZEL-F | 3. KZEL-F | 3. KZEL-F | 3. KZEL-F | 3. KPNW-F | 3. KSND-F | 3. KZEL-F | 3. KMGE-F | 3. KUGN-F | 3. KSND-F |
| 4. 4. KPNW-F | 4. KPNW-F | 4. KPNW-F | 4. KMGE-F> | KMGE-F> | 4. KPNW | 4. KMGE-F | 4. KSNO-F | 4. KPNW-F | 4. KZEL-F | 4. KMGE-F |
| 5. 5. KUGN-F | 5. KMGE-F | 5. KSND-F | 5. KUGN-F | 5. KUGN-F | 5. 5. | 5. KPNW-F | 5. KMGE-F | 5. KZEL-F | 5. KMGE-F | KZEL-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. KSNO-F | 1. KUGN-F | 1. KUGN-F | 1. KSND-F | 1. KZEL-F> | 1. KZEL-F> | 1. KZEL-F | 1. KUGN-F> |
| 2. KMGE-F | 2. KMGE-F | 2. KPNW-F | 2. KPNW-F> | 2. KPNW-F> | KUGN-F | 2. KUGN-F | 2. KPNW-F | 2. KUGN-F> | KZEL-F |
| 3. KPNW-F | 3. KPNW-F> | 3. KSND-F | 3. KUGN-F | 3. KMGE-F | KZEL-F | 3. KMGE-F | 3. KMGE-F | 3. KMGE-F | 3. KPNW-F |
| 4. KZEL-F | 4. KLCX-F | 4. KMGE-F | 4. KMGE-F | 4. KSNO-F | 4. KLCX-F | 4. KPNW-F | 4. KSNO-F | 4. KPNW-F | 4. KMGE-F |
| 5. 5. KUGN-F | 5. KUGN-F | 5. 5. | 5. KLCX-F | KUGN | 5. KMGE-F | 5. KSNO-F | KUGN | 5. KSNO-F | 5. KUGN |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|--------|---------|----------|------|----------|
| TOP 40/CHR/CONTEMP | | 37 (1) | 37 (1) | 14.9 | 14.7 |
| AOR/CLASSIC | | 46 (3) | 46 (3) | 18.5 | 10.2 |
| AC/OLDIES/SOFT ROCK | | 54 (2) | 54 (2) | 21.8 | 28.6 |
| MOR/VARIETY/FULL | 46 (2) | | 46 (2) | 18.5 | 19.2 |
| COUNTRY | 12 (2) | 42 (1) | 54 (3) | 21.8 | 18.8 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | | | | |
| NEWS/TALK | | | | | 0.8 |
| NOSTALGIA | 8 (1) | | 8 (1) | 3.2 | 5.3 |
| RELIGION/GOSPEL | 3 (1) | | 3 (1) | 1.2 | 1.2 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | 1.2 |
| | 69 (6) | 179 (7) | 248 (13) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KORE 1050 Springfield 1.0/4.7

MISCELLANEOUS COMMENTS KZAM A/F sold to Kefford for \$?? ...

RADIO 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 (OA-N) | NOSTALGIA | \$ 13.00 (Banner) | Constant | |
| KUGN, 590, 5 KW/1 KW (OA-N) | MOR | CBS,MBS, \$ 27.00 (Torbet) | Omni | Chuck Chackel |
| 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, | SDFT 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, | AOR (?) | \$ 15.00 (HNWH) | Kefford | (CRESWELL) |
| KZEL-F, 96.1, 100 KW @ 870, | AOR | NBC,Source, \$ 23.00 (Christal) | | Jon Bellizzi |

EVANSVILLE

Arbitron Rank/Pop (12+): 137/235,900
 MSA Rank/Pop: 156/283,200
 ADI # 88
 Average Person Ratings: 16.4
 Market TSL: 22.0 hours

Stations: 12/9
 Diaries: 700/337:1/54.1%
 Sample Target: 630
 % Below Line: 7.8
 % Not Listed: 5.7

1987 Revenue: \$9.3 Bil
 HH Inc.: \$31,544
 Retail \$: 2.1 Bil
 Pop per Station: 26,211
 #1 Biller: WIKY-F \$2,900,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WIKY-F (MOR) | 96/24.8 | --- | 25.5 | --- | 25.7 | ---- | 122/1109 | 814/34.5 | --- | 34.3 | 65 | | | WIKY-F |
| 2. WSTO-F (CHR) | 77/19.9 | --- | 31.5 | --- | 20.7 | ---- | 185/2193 | 960/40.7 | --- | 44.7 | 90 | | | WSTO-F |
| 3. WYNG-F (C) | 56/14.5 | --- | 12.9 | --- | 11.8 | ---- | 98/ 880 | 601/25.5 | --- | 21.0 | 130 | | | WYNG-F |
| 4. WKDQ-F (AC) | 53/13.7 | --- | 8.3 | --- | 8.3 | ---- | 85/1029 | 608/25.8 | --- | 22.8 | 148 | | | WKDQ-F |
| 5. WGBF A/F (CHR) | 34/ 8.8 | --- | 3.2 | --- | 7.8 | ---- | 51/ 568 | 406/17.2 | --- | 11.4 | 97 | | | WGBF A/F |
| 6. WBKR-F (C) | 26/ 6.7 | --- | 5.4 | --- | 5.5 | ---- | 119/1325 | 334/14.2 | --- | 10.5 | 134 | | | WBKR-F |
| 7. WIKY (MOR) | 8/ 2.1 | --- | 3.0 | --- | 9.6 | ---- | 8/ 179 | 163/ 6.9 | --- | 7.6 | 90 | | | WIKY |
| 8. | | | | | | | | | | | | | | |
| 9. | | | | | | | | | | | | | | |
| 10. | | | | | | | | | | | | | | |
| 11. | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 93.15% (340 of 365) (SPG 87: 91.79%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|------------|------------|-----------|------------------------|-----------------------|------------|------------|------------|------------|------------|
| 1. WSTO-F>>1. WSTO-F> | 1. WSTO-F | 1. WKDQ-F | 1. WKDQ-F | 1. WIKY-F>>1. WIKY-F>> | 1. WIKY-F>>1. WIKY-F> | 1. WIKY-F> | 1. WIKY-F< | 1. WSTO-F> | 1. WIKY-F< | 1. WIKY-F< |
| 2. WKDQ-F | 2. WGBF-AF | 2. WKDQ-F | 2. WSTO-F | 2. WYNG-F | 2. WYNG-F> | 2. WYNG-F | 2. WSTO-F | 2. WSTO-F> | 2. WIKY-F | 2. WYNG-F |
| 3. WGBF-AF | 3. WKDQ-F | 3. WYNG-F | 3. WYNG-F | 3. WSTO-F | 3. WKDQ-F | 3. WSTO-F | 3. WYNG-F | 3. WKDQ-F | 3. WYNG-F | 3. WSTO-F |
| 4. | 4. WYNG-F | 4. WGBF-AF | 4. WIKY-F | 4. WIKY-F | 4. | 4. WKDQ-F | 4. WKDQ-F | 4. WYNG-F | 4. WGBF-AF | 4. WKDQ-F |
| 5. | 5. | 5. WIKY-F | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. WBKR-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. WSTO-F>>1. WSTO-F> | 1. WKDQ-F | 1. WSTO-F> | 1. WIKY-F< | 1. WIKY-F< | 1. WGBF-AF< | 1. WSTO-F | 1. WSTO-F | 1. WKDQ-F | 1. WKDQ-F |
| 2. WGBF-AF | 2. WKDQ-F | 2. WSTO-F> | 2. WKDQ-F | 2. WSTO-F | 2. WSTO-F>>2. WGBF-AF> | 2. WGBF-AF | 2. WGBF-AF | 2. WSTO-F | 2. WYNG-F |
| 3. | 3. WGBF-AF | 3. WGBF-AF | 3. WIKY-F | 3. WYNG-F< | 3. WKDQ-F | 3. WKDQ-F | 3. WYNG-F | 3. WYNG-F | 3. WSTO-F> |
| 4. | 4. WIKY-F | 4. WIKY-F | 4. WYNG-F | 4. WKDQ-F | 4. WYNG-F | 4. WYNG-F | 4. WYNG-F | 4. WGBF-AF | 4. WIKY-F |
| 5. | 5. WYNG-F | 5. WYNG-F | 5. | 5. | 5. | 5. | 5. WBKR-F | 5. | 5. WGBF-AF |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 77 (1) | 77 (1) | 21.1 | 34.3 | WSON 860 Henderson 1.3/4.4 |
| AOR/CLASSIC | 6 (1) | 28 (1) | 34 (2) | 9.3 | | WVHI 1330 Evansville 1.6/3.2 |
| AC/OLDIES/SOFT ROCK | | 53 (1) | 53 (1) | 14.5 | 3.5 | |
| MOR/VARIETY/FULL | 8 (1) | 96 (1) | 104 (2) | 28.5 | 31.1 | WRAY-F 98.1 Princeton .5/2.2 |
| COUNTRY | | 84 (3) | 84 (3) | 23.0 | 29.0 | WRUL-F 97.3 Carmi .5/2.4 |
| BLACK/URBAN | | | | | | |
| BTFL MUSIC/EZ | | | | | | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | 5 (1) | | 5 (1) | 1.4 | 1.2 | MISCELLANEOUS COMMENTS WYNG-F sold by Beasley to Faircom for \$5,600,000 (Richards)... |
| RELIGION/GOSPEL | 6 (1) | | 6 (1) | 1.6 | 0.9 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | 2 (1) | 2 (1) | .5 | | |
| | 25 (4) | 340 (8) | 365 (12) | | | |

RADIO STATIONS

| | | | |
|--|----------------------------|-----------------|----------------|
| WGBF, 1280, 5 KW/1 KW (DA-N), AC | ABC-I, \$ 16.00 (Katz) | (HENDERSON, KY) | Stan Clark |
| WSON, 860, 500 W (DA-1), NOSTALGIA | SMN, \$ NA (Regional) | (HENDERSON, KY) | Sally Carr |
| WVHI, 1330, 5 KW/1 KW (DA-2), RELIGION | , \$ 10.00 (---) | | |
| WGBF-F, 103.1, 3 KW @ 300, AOR | ABC-C, \$ 13.00 (Katz) | (HENDERSON, KY) | Charles Blake |
| WIKY-F, 104.1, 39 KW @ 580, MOR/BTFL** | MBS, \$ 75.00 (Christal) | South Central | John Gush |
| WKDQ-F, 99.5, 100 KW @ 500, AC | US 1, \$ 35.00 (Mc-Guild) | (HENDERSON, KY) | Shawn Portmann |
| WYNG-F, 105.3, 50 KW @ 500, COUNTRY | US 2, \$ 40.00 (HNWH) | Faircom | Paul Daniel |
| WBKR-F, 92.5, 100 KW @ 1101, COUNTRY | , \$ 36.00 (HNWH) | (OWENSBORO) | Ray Wettstein |
| WSTO-F, 96.1, 100 KW @ 1000, CHR | ABC-F, \$ 55.00 (Republic) | (OWENSBORO) | |

** WIKY programs BTFL at night

FARGO

Arbitron Rank/Pop (12+): 204/126,100
 MSA Rank/Pop: 249/144,500
 ADI # 103
 Average Person Ratings: 14.9
 Market TSL: 19.8 hours

Stations: 10/9
 Diaries: 597/211:1/60.4%
 Sample Target: 550
 % Below Line: 0.5
 % Not Listed: 6.4

1937 Revenue: \$6,000,000
 HH Inc.: \$33,299
 Retail \$: 1.13 Bii
 Pop per Station: 14,011
 #1 Biller: KFGO \$1,700,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WDAY-F (CHR) | 32/17.0 | --- | 17.9 | --- | 14.9 | ---- | 60/877 | 448/35.5 | --- | 36.0 | 63 | | | WDAY-F |
| 2. WDAY (C) | 26/13.8 | --- | 10.0 | --- | 11.6 | ---- | 45/654 | 321/25.5 | --- | 23.8 | 91 | | | WDAY |
| 3. KQWB-F (AOR) | 25/13.3 | --- | 14.9 | --- | 13.5 | ---- | 46/483 | 287/22.8 | --- | 27.3 | 65 | | | KQWB-F |
| 4. KVOX-F (C) | 24/12.8 | --- | 11.4 | --- | 11.6 | ---- | 39/455 | 279/22.1 | --- | 23.3 | 129 | | | KVOX-F |
| 5. KFGO (C) | 23/12.2 | --- | 14.4 | --- | 15.3 | ---- | 85/979 | 290/23.0 | --- | 27.1 | 80 | | | KFGO |
| 6. KLTA-F (AC) | 21/11.2 | --- | 11.9 | --- | 9.8 | ---- | 39/546 | 298/23.6 | --- | 22.3 | 147 | | | KLTA-F |
| 7. KFGO-F (EZ) | 10/ 5.3 | --- | 5.5 | --- | 5.1 | ---- | 16/317 | 171/13.6 | --- | 14.2 | 147 | | | KFGO-F |
| 9. KQWB (AC) | 8/ 4.3 | --- | 4.5 | --- | 5.0 | ---- | 14/296 | 163/12.9 | --- | 12.7 | 158 | | | KQWB |
| 9. KVOX (C) | 6/ 3.2 | --- | 3.5 | --- | 2.3 | ---- | 7/209 | 150/11.9 | --- | 11.7 | 122 | | | KVOX |

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 13.
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 15.

12+ FM SHARE (METRO): 64.20% (113 of 176) (SPG 87: 65.61%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|----------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------------------|-----------------------|------------|
| 1. WDAY-F>>1. KQWB-F | 1. KQWB-F< | 1. KLTA-F | 1. KLTA-F | 1. WDAY | 1. WDAY | 1. KQWB-F | 1. WDAY-F | 1. WDAY-F>>1. KQWB-F> | 1. WDAY-F>>1. KQWB-F> | 1. KQWB-F> |
| 2. KQWB-F>>2. WDAY-F | 2. KLTA-F | KVOX-F> | KVOX-F> | 2. KFGO | >>2. KFGO | 2. KVOX-F | 2. KQWB-F | 2. KQWB-F | 2. KQWB-F | 2. WDAY |
| 3. | 3. KLTA-F | KVOX-F | 3. WDAY | 3. WDAY | 3. KVOX-F | 3. WDAY-F | 3. WDAY | 3. KVOX-F | 3. KVOX-F | 3. WDAY-F |
| 4. | 4. KVOX-F | WDAY-F | WDAY-F | 4. WDAY-F | 4. KFGO-F | 4. KLTA-F | 4. KLTA-F | 4. KLTA-F | 4. KVOX | 4. KFGO |
| 5. | 5. | 5. | 5. KQWB-F | 5. KFGO | 5. | KVOX-F | KFGO | 5. KFGO | WDAY | 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. WDAY-F | 1. KLTA-F | 1. KLTA-F< | 1. KLTA-F | 1. KLTA-F | 1. KQWB-F> | 1. KQWB-F> | 1. KLTA-F< | 1. KQWB-F | 1. KVOX-F |
| 2. KQWB-F | WDAY-F> | 2. KVOX-F< | 2. WDAY-F | 2. KVOX-F> | 2. WDAY-F | 2. WDAY-F | 2. KVOX-F | 2. KVOX-F | 2. KLTA-F |
| 3. KLTA-F | 3. KQWB-F | 3. WDAY-F | 3. KVOX-F | 3. KFGO | 3. KVOX-F | 3. KVOX-F | 3. KQWB-F | 3. WDAY-F | WDAY |
| 4. | KVOX-F | 4. | 4. KQWB-F | KFGO-F | 4. | 4. KLTA-F | 4. WDAY-F | 4. KLTA-F | 4. KQWB-F |
| 5. | 5. | 5. | 5. | WDAY | 5. | 5. | 5. | 5. | WDAY-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|--------|---------|----------|------|----------|
| TOP 40/CHR/CONTEMP | | 32 (1) | 32 (1) | 18.2 | 19.0 |
| AOR/CLASSIC | | 25 (1) | 25 (1) | 14.2 | 15.9 |
| AC/OLDIES/SOFT ROCK | 9 (1) | 22 (2) | 30 (3) | 17.0 | 17.5 |
| MOR/VARIETY/FULL | | | | | |
| COUNTRY | 55 (3) | 24 (1) | 79 (4) | 44.9 | 41.8 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 10 (1) | 10 (1) | 5.7 | 5.8 |
| NEWS/TALK | | | | | |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | | | | | |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 63 (4) | 113 (6) | 176 (10) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBRF-F 103.3 Fergus Falls .5/2.5

MISCELLANEOUS COMMENTS KFGO A/F sold by Communications Properties for \$6,100,000 (Blackburn)...

RADIO STATIONS

| | | | | | |
|-------------------------------------|-----------|----------------------|------------|-------------|---------------|
| KFGO, 790, 5 KW (DA-N) | , COUNTRY | ABC-E,ABC-I,\$ 50.00 | (Banner) | | |
| KQWB, 1550, 10 KW/5 KW (DA-N) | , AC | US 1,\$ 15.00 | (HNWH) | Brill | Oick Voight |
| KVOX, 1280, 5 KW/1 KW (DA-N) | , COUNTRY | ABC-D,\$ 14.00 | (Mc-Guild) | | Chuck Walmer |
| WDAY, 970, 5 KW (DA-N) | , COUNTRY | MBS,NBC,\$ 28.00 | (Katz) | | John Grosen |
| | | | | | Roger Greenby |
| KFGO-F, 101.9, 100 KW @ 845, EZ | | ,\$ 21.00 | (Banner) | | Dick Voight |
| KLTA-F, 105.1, 100 KW @ 710, AC | | ,\$ 26.00 | (Christal) | Tom Ingstad | Nancy Odney |
| KQWB-F, 98.7, 100 KW @ 465, AOR | | Source,\$ 31.00 | (HNWH) | Brill | Chuck Walmer |
| KVOX-F, 99.9, 100 KW @ 440, COUNTRY | | ABC-O,\$ 27.00 | (Mc-Guild) | | John Grosen |
| WDAY-F, 93.7, 100 KW @ 1050, CHR | | ,\$ 44.00 | (Katz) | | Roger Greenby |

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 119/296,100
 MSA Rank/Pop: 166/260,900
 Raleigh ADI
 Average Person Ratings: 17.2
 Market TSL: 22.8 hours

Stations: 24/14
 Diaries: 760/390:1/50.4%
 Sample Target: 690
 % Below Line: 20.3
 % Not Listed: 7.5

1987 Revenue: \$6,200,000
 HH Inc.: \$29,826
 Retail \$: 1.5 Bil
 Pop per Station: 21,150
 #1 Biller: WQSM-F \$1,800,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WZFX-F (B) | 89/17.5 | --- | 17.8 | --- | --- | ---- | 165/1574 | 825/27.9 | --- | 28.7 | 100 | 23.5 | 183 | 1806 | WZFX-F |
| 2. WQSM-F (CHR) | 75/14.8 | --- | 15.2 | --- | 12.7 | ---- | 92/1208 | 947/32.0 | --- | 31.9 | 66 | 15.8 | 123 | 1075 | WQSM-F |
| 3. WKML-F (C) | 62/12.2 | --- | 10.1 | --- | 10.8 | ---- | 134/1469 | 729/24.6 | --- | 18.4 | 134 | 16.0 | 125 | 1006 | WKML-F |
| 4. WFNC (MOR) | 32/ 6.3 | --- | 6.3 | --- | 6.9 | ---- | 33/ 336 | 321/10.8 | --- | 13.2 | 68 | 2.1 | 16 | 214 | WFNC |
| 5. WDKS-F (B) | 31/ 6.1 | --- | 11.5 | --- | 22.6 | ---- | 42/ 603 | 399/13.5 | --- | 18.9 | 84 | 6.7 | 52 | 604 | WDKS-F |
| 6. WIDJ (R/G) | 26/ 5.1 | --- | 5.7 | --- | 5.7 | ---- | 26/ 254 | 228/ 7.7 | --- | 8.0 | 84 | 4.9 | 38 | 264 | WIDJ |
| 7. WRAL-F (AC) | 25/ 4.9 | --- | 6.6 | --- | 8.4 | ---- | 41/ 586 | 313/10.6 | --- | 19.1 | 151 | 4.7 | 37 | 486 | WRAL-F |
| 8. WSTS-F (R/G) | 22/ 4.3 | --- | 4.9 | --- | 2.1 | ---- | 35/ 455 | 276/ 9.3 | --- | 8.6 | 109 | 3.8 | 30 | 333 | WSTS-F |
| 9. WZNS-F (AC) | 17/ 3.3 | --- | .9 | --- | --- | ---- | 34/ 460 | 229/ 7.7 | --- | 4.1 | 164 | 2.1 | 16 | 236 | WZNS-F |

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- 15.

12+ FM SHARE (METRO): 84.26% (396 of 470) (SPG 87: 83.28%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|-----------|----------------------|-----------|-----------|------------|------------|-----------|-----------|----------------------|------------|
| 1. WQSM-F>>>1. WZFX-F | 1. WZFX-F | 1. WZFX-F | 1. WZFX-F | 1. WZFX-F | 1. WKML-F | 1. WKML-F< | 1. WKML-F | 1. WZFX-F | 1. WZFX-F | 1. WZFX-F> |
| 2. WZFX-F>>2. WQSM-F | 2. WQSM-F | 2. WKML-F>>2. WKML-F | 2. WKML-F | 2. WFNC | 2. WQSM-F< | 2. WQSM-F | 2. WQSM-F | 2. WQSM-F | 2. WQSM-F>>2. WKML-F | 2. WKML-F |
| 3. WDKS-F | 3. WKML-F | 3. WKML-F>>3. WQSM-F | 3. WQSM-F | 3. WZFX-F | 3. WZFX-F< | 3. WZFX-F> | 3. WKML-F | 3. WDKS-F | 3. WDKS-F | 3. WDKS-F |
| 4. WZY-F | 4. WDKS-F | 4. WDKS-F | 4. WRAL-F | 4. WRAL-F | 4. WIDJ | 4. WFNC > | 4. WKML-F | 4. WDKS-F | 4. WDKS-F | 4. WQSM-F |
| 5. WZNS-F | 5. WZNS-F | 5. WZNS-F | 5. WZNS-F | 5. WZNS-F | 5. WZNS-F | 5. WZNS-F | 5. WZNS-F | 5. WZNS-F | 5. WZNS-F | 5. WZNS-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. WQSM-F< | 1. WZFX-F< | 1. WZFX-F | 1. WZFX-F | 1. WZFX-F | 1. WQSM-F | 1. WZFX-F | 1. WZFX-F | 1. WZFX-F | 1. WZFX-F< |
| 2. WZFX-F> | 2. WQSM-F>>2. WQSM-F | 2. WQSM-F | 2. WQSM-F | 2. WKML-F | 2. WZFX-F> | 2. WQSM-F | 2. WKML-F | 2. WKML-F< | 2. WKML-F> |
| 3. WDKS-F | 3. WKML-F | 3. WKML-F | 3. WKML-F | 3. WQSM-F | 3. WDKS-F | 3. WKML-F | 3. WQSM-F>>3. WQSM-F | 3. WQSM-F>>3. WQSM-F | 3. WQSM-F |
| 4. WRAL-F | 4. WKML-F | 4. WZNS-F | 4. WZNS-F | 4. WZNS-F | 4. WKML-F | 4. WDKS-F | 4. WDKS-F | 4. WDKS-F | 4. WDKS-F |
| 5. WRAL-F | 5. WRAL-F | 5. WRAL-F | 5. WRAL-F | 5. WRAL-F | 5. WKRR-F | 5. WKRR-F | 5. WKRR-F | 5. WKRR-F | 5. WKRR-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 90 (3) | 90 (3) | 19.1 | 19.5 | WAGR 1340 Lumberton .4/1.9 |
| AOR/CLASSIC | | 32 (3) | 32 (3) | 6.8 | 3.4 | WFAI 1230 Fayetteville 1.0/2.8 |
| AC/DLIES/SOFT ROCK | 4 (2) | 55 (4) | 59 (6) | 12.6 | 11.8 | WFMO 860 Fairmont .4/1.6 |
| MOR/VARIETY/FULL | 32 (1) | | 32 (1) | 6.8 | 6.8 | WJSK-F 102.3 Lumberton .8/2.6 |
| COUNTRY | | 77 (3) | 77 (3) | 16.4 | 14.2 | WTSB 580 Lumberton .6/1.8 |
| BLACK/URBAN | | 120 (2) | 120 (2) | 25.5 | 37.8 | WYRU 1160 Red Springs .4/2.0 |
| BTFM MUSIC/EZ | | | | | | WZY-F 100.9 Fairmont 2.4/3.2 |
| NEWS/TALK | 2 (1) | | 2 (1) | 0.4 | | WDCG-F 105.1 Durham 1.8/7.7 |
| NOSTALGIA | 5 (1) | | 5 (1) | 1.1 | 1.2 | WKRR-F 92.3 Asheboro 2.4/6.0 |
| RELIGION/GOSPEL | 29 (2) | 22 (1) | 51 (3) | 10.9 | 5.3 | WPTF 680 Raleigh .4/1.4 |
| SPANISH | | | | | | WQDR-F 94.7 Raleigh 2.2/7.7 |
| CLASSICAL | | | | | | WRDU-F 106.1 Wilson 1.6/4.5 |
| JAZZ/NEW AGE/ECLECTIC | | | | | | WTRG-F 100.7 Rocky Mountain 1.2/4.0 |
| UNKNOWN/OTHERS | 2 (1) | | 2 (1) | 0.4 | | WYLT-F 96.1 Raleigh 1.4/3.9 |
| | 74 (8) | 396 (16) | 470 (24) | | | WZUU-F 93.9 Burlington 1.2/6.1 |

RADIO STATIONS

| | | | | | |
|--|--|-----------|----------------------------|-----------|-----------------|
| WFAI, 1230, 1 KW | | NOSTALGIA | MBS, \$ 13.00 (Mc-Guild) | Beasley | Danny Highsmith |
| WFLB, 1490, 1 KW | | , AC | , \$ 10.00 (Banner) | | |
| WFNC, 640, 10 KW/1 KW (DA-N) | | , MOR | CBS, \$ 21.00 (Eastman) | Cape Fear | Weyher Dawson |
| WIDJ, 1600, 1 KW (DAYS) | | , GOSPEL | , \$ 11.00 (---) | | Wes Cookman |
| WDKS-F, 103.1, 3 KW @ 325, BLACK | | | SBN, ABC-F, \$ 24.00 (---) | Landsman | Steve Newcombe |
| WKML-F, 95.7, 100 KW @ 1064, COUNTRY | | | , \$ 37.00 (Mc-Guild) | Beasley | Danny Highsmith |
| WQSM-F, 98.1, 100 KW @ 500, CHR | | | , \$ 50.00 (Eastman) | Cape Fear | Weyher Dawson |
| WZFX-F, 99.1, 100 KW @ 1000, BLACK/URBAN | | | SBN, \$ 40.00 (HNWH) | Joyner | Larry Williams |
| WSTS-F, 96.5, 100 KW @ 850, GOSPEL | | | US 2, \$ 12.00 (Southern) | | Sid Proctor |

Other ranked stations - See Raleigh

MISCELLANEOUS COMMENTS WFLB sold by Resort for \$ _____ ... Robeson County added to Metro...

FLINT

Arbitron Rank/Pop (12+): 100/352,100
 MSA Rank/Pop: 108/439,000
 Average Person Ratings: 15.5
 Market TSL: 2D.8 hours

Stations: 19/9
 Diaries: 929/379:1/53.2%
 Sample Target: 810
 % Below Line: 37.6
 % Not Listed: 10.3

1987 Revenue: \$9,600,000
 HH Inc.: \$30,820
 Retail \$: 3.2 Bill
 Pop per Station: 39,122
 #1 Biller: WCRZ-F \$2,700,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WIOG-F (CHR) | 123/22.3 | 19.3 | 18.9 | 10.1 | 1.7 | ---- | 185/1842 | 1234/35.0 | 31.1 | 32.5 | 69 | 21.3 | 145 | 1354 | WIOG-F |
| 2. WDZZ-F (B) | 96/17.4 | 13.4 | 16.0 | 12.0 | 14.5 | ---- | 96/776 | 776/22.0 | 19.9 | 21.0 | 101 | 19.4 | 132 | 999 | WDZZ-F |
| 3. WCRZ-F (AC) | 72/13.1 | 13.2 | 15.5 | 16.8 | 19.4 | ---- | 81/1052 | 981/25.0 | 26.5 | 28.9 | 162 | 11.5 | 78 | 939 | WCRZ-F |
| 4. WJR (MOR) | 33/6.0 | 8.0 | 7.8 | 5.1 | 8.0 | ---- | 61/859 | 564/16.0 | 17.6 | 17.1 | 82 | 6.0 | 41 | 519 | WJR |
| 5. WWCK-F (AOR) | 31/5.6 | 6.3 | 7.5 | 8.8 | 12.6 | ---- | 58/710 | 557/15.8 | 15.4 | 18.8 | 105 | 9.0 | 61 | 638 | WWCK-F |
| 6. WFOF (MOR) | 25/4.5 | 6.3 | 4.8 | 3.0 | 1.7 | ---- | 29/382 | 336/9.5 | 11.2 | 9.4 | 44 | 4.7 | 32 | 284 | WFOF |
| 7. WKMF (C) | 22/4.0 | 3.4 | 5.2 | 6.2 | 4.9 | ---- | 22/336 | 309/8.8 | 7.1 | 10.8 | 105 | 2.5 | 17 | 322 | WKMF |
| 8. WTRX (MOR) | 21/3.8 | 4.0 | 3.9 | 5.8 | 7.2 | ---- | 24/469 | 422/12.0 | 11.8 | 12.2 | 147 | 2.2 | 15 | 308 | WTRX |
| 9. WKCQ-F (C) | 16/2.9 | 4.2 | 3.0 | 2.1 | 1.4 | ---- | 44/517 | 308/8.7 | 7.5 | 8.1 | 79 | 2.8 | 19 | 265 | WKCQ-F |
| 10. WWWS-F (B) | 12/2.2 | 1.9 | 2.0 | 3.9 | 3.7 | ---- | 12/271 | 271/7.7 | 6.6 | 7.0 | 105 | 2.6 | 18 | 249 | WWWS-F |

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

12+ FM SHARE (METRO): 76.92% (380 of 494) (SPG 87: 73.11%)

| 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. WCRZ-F | 1. WCRZ-F | 1. WCRZ-F | 1. WIOG-F | 1. WCRZ-F | 1. WIOG-F> | 1. WIOG-F> | 1. WCRZ-F> |
| 2. WDZZ-F>>2. | WDZZ-F> | 2. WDZZ-F | 2. WDZZ-F | 2. WDZZ-F | 2. WCRZ-F | 2. WCRZ-F | 2. WIOG-F> | 2. WDZZ-F | 2. WDZZ-F> | 2. WIOG-F> |
| 3. WCRZ-F> | 3. WCRZ-F> | 3. WCRZ-F>>3. | WIOG-F>>3. | WIOG-F>>3. | WJR | 3. WDZZ-F>>3. | WDZZ-F>>3. | WCRZ-F>>3. | WJR | 3. WWCK-F |
| 4. WWCK-F | 4. WWCK-F | 4. WWCK-F | 4. WWCK-F | 4. WWCK-F | 4. WFOF | 4. WTRX | 4. WFOF | 4. WJR | 4. WCRZ-F | 4. WCRZ-F |
| 5. WJR | 5. WJR | 5. WTRX | 5. WTRX | 5. WTRX | 5. WIOG-F | 5. WFOF | WWCK-F | 5. WWCK-F | 5. WWCK-F | 5. WFLT |

| 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. WDZZ-F | 1. WIOG-F | 1. WCRZ-F | 1. WIOG-F | 1. WIOG-F | 1. WCRZ-F> | 1. WIOG-F | 1. WCRZ-F |
| 2. WDZZ-F> | 2. WCRZ-F | 2. WCRZ-F | 2. WDZZ-F | 2. WDZZ-F | 2. WCRZ-F | 2. WCRZ-F | 2. WIOG-F | 2. WDZZ-F | 2. WDZZ-F |
| 3. WCRZ-F> | 3. WCRZ-F> | 3. WIOG-F | 3. WCRZ-F>>3. | WIOG-F>> | 3. WWCK-F | 3. WDZZ-F | 3. WWCK-F | 3. WCRZ-F> | 3. WIOG-F>> |
| 4. WWCK-F | 4. WWCK-F | 4. WJR | 4. WJR | 4. WJR | 4. WCRZ-F | 4. WDZZ-F | 4. WDZZ-F | 4. WWCK-F | 4. WWCK-F |
| 5. WJR | 5. WJR | 5. WJR | 5. WJR | 5. WJR | 5. WJR | 5. WJR | 5. WJR | 5. WJR | 5. WJR |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|----------|----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 123 (1) | 123 (1) | 24.9 | 21.9 | WFLT 1420 Flint 1.3/2.6 |
| AOR/CLASSIC | | 39 (4) | 39 (4) | 7.9 | 9.9 | WGMZ-F 101.7 Tuscola 1.3/3.2 |
| AC/OLOIES/SOFT ROCK | 6 (1) | 79 (2) | 85 (3) | 17.2 | 22.1 | WTAC 600 Flint 1.1/6.2 |
| MOR/VARIETY/FULL | 79 (3) | | 79 (3) | 16.0 | 13.7 | |
| COUNTRY | 22 (1) | 16 (1) | 38 (2) | 7.7 | 9.7 | WCSX-F 94.7 Birmingham .5/1.7 |
| BLACK/URBAN | | 108 (2) | 108 (2) | 21.9 | 19.5 | WGER-F 106.3 Saginaw .5/1.2 |
| BTFL MUSIC/EZ | | 15 (3) | 15 (3) | 3.0 | | WHNN-F 96.1 Bay City 1.3/5.1 |
| NEWS/TALK | | | | | 1.5 | WJOI-F 97.1 Detroit .9/2.1 |
| NOSTALGIA | | | | | 0.8 | WLLZ-F 98.7 Detroit .4/2.1 |
| RELIGION/GOSPEL | 7 (1) | | 7 (1) | 1.4 | | WRIF-F 101.1 Detroit .5/2.1 |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 1.0 | |
| | 114 (6) | 380 (13) | 494 (19) | | | |

RADIO STATIONS

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

Other ranked stations - See Detroit or Saginaw

FORT WAYNE

Arbitron Rank/Pop (12+): 124/287,600

Stations: 11/9
Diaries: 694/414:1/54.9%
Sample Target: 690
% Below Line: 1.3
% Not Listed: 13.6

1987 Revenue: \$10,900,000
HH Inc.: \$32,703
Retail \$: 2.4 Bil
Pop per Station: 31,956
#1 Biller: WMEE-F \$3,200,000

MSA Rank/Pop: 131/357,000
AOI # 99
Average Person Ratings: 18.4
Market TSL: 24.0 hours

| 12+ METRO | 1/4/SHARE | FAL | | SPG | | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|------|------|------|------|-------------|------------------|----------------------------|------|--------|--------|--------------------|-------------|-----------|------------|
| | | 87 | 87 | 86 | 86 | | | | | | | | | | |
| 1. WMEE-F (CHR) | 130/24.6 | 26.2 | 25.2 | 24.4 | 23.0 | ---- | 221/2607 | 1368/47.6 | 45.9 | 41.9 | 77 | | | | WMEE-F |
| 2. WAJI-F (AC) | 101/19.1 | 15.2 | 11.7 | 12.9 | 11.9 | ---- | 152/1690 | 891/31.0 | 26.7 | 25.4 | 136 | | | | WAJI-F |
| 3. WEZV-F (EZ) | 45/ 8.5 | 7.4 | 9.8 | 8.5 | 9.2 | ---- | 55/ 613 | 488/17.0 | 13.5 | 17.5 | 66 | | | | WEZV-F |
| 4. WXKE-F (AOR) | 44/ 8.3 | 7.0 | 11.2 | 10.8 | 9.8 | ---- | 65/ 681 | 529/18.4 | 15.0 | 18.5 | 110 | | | | WXKE-F |
| 5. WQHK (C) | 43/ 8.1 | 7.6 | 7.2 | 6.0 | 9.0 | ---- | 55/ 672 | 442/15.4 | 14.0 | 14.4 | 104 | | | | WQHK |
| 6. WOWO (MOR) | 37/ 7.0 | 10.8 | 11.7 | 11.7 | 13.4 | ---- | 92/1640 | 647/22.5 | 28.4 | 32.0 | 84 | | | | WOWO |
| 7. WBTU-F (C) | 36/ 6.8 | 6.5 | 6.1 | 5.6 | 4.4 | ---- | 132/1386 | 442/15.4 | 13.4 | 12.9 | 118 | | | | WBTU-F |
| 8. WGL (T) | 10/ 1.9 | 2.7 | 3.3 | 3.1 | 4.6 | ---- | 11/ 210 | 163/ 5.7 | 8.5 | 7.3 | 74 | | | | WGL |
| 9. | | | | | | | | | | | | | | | |
| 10. | | | | | | | | | | | | | | | |
| 11. | | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 79.87% (365 of 457) (SPG 87: 72.64%)

| 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. WAJI-F> | 1. WAJI-F> | 1. WAJI-F> | 1. WAJI-F | 1. WMEE-F | 1. WAJI-F | 1. WMEE-F> | 1. WMEE-F>>1. WMEE-F | |
| 2. 2. WAJI-F> | 2. WAJI-F>>2. WMEE-F>>2. WAJI-F>>2. WMEE-F>>2. WEZV-F | 2. WAJI-F>>2. WMEE-F>>2. WAJI-F>>2. WMEE-F>> | 2. WAJI-F>>2. WMEE-F>>2. WAJI-F>>2. WMEE-F>> | 2. WAJI-F>>2. WMEE-F>>2. WAJI-F>>2. WMEE-F>> | 2. WAJI-F | 2. WAJI-F | 2. WMEE-F>>2. WAJI-F>>2. WAJI-F>>2. WAJI-F | 2. WAJI-F>>2. WAJI-F>>2. WAJI-F | 2. WAJI-F | 2. WXKE-F |
| 3. 3. WXKE-F>>3. WXKE-F | 3. WXKE-F | 3. WXKE-F | 3. WXKE-F | 3. WXKE-F | 3. WQHK | 3. WQHK | 3. WOWO | 3. WEZV-F | 3. WXKE-F | 3. WOWO |
| 4. 4. WBTU-F | 4. WBTU-F | 4. WBTU-F | 4. WBTU-F | 4. WQHK | 4. WOWO | 4. WQHK | 4. WQHK < | 4. WEZV-F | 4. WBTU-F | 4. WAJI-F |
| 5. 5. | 5. WQHK | 5. WQHK | 5. WQHK | 5. WBTU-F | 5. WMEE-F | 5. WEZV-F | 5. WXKE-F | 5. WQHK | 5. WOWO | 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. WAJI-F< | 1. WMEE-F< | 1. WAJI-F> | 1. WMEE-F | 1. WAJI-F | 1. WAJI-F | 1. WXKE-F | 1. WXKE-F | 1. WAJI-F | 1. WAJI-F> |
| 2. WAJI-F> | 2. WAJI-F>>2. WMEE-F>>2. WAJI-F>>2. WMEE-F>> | 2. WAJI-F>>2. WMEE-F>>2. WAJI-F>>2. WMEE-F>> | 2. WAJI-F>>2. WMEE-F>>2. WAJI-F>>2. WMEE-F>> | 2. WAJI-F>>2. WMEE-F>>2. WAJI-F>>2. WMEE-F>> | 2. WAJI-F | 2. WAJI-F | 2. WAJI-F | 2. WMEE-F | 2. WXKE-F |
| 3. WBTU-F | 3. WBTU-F | 3. WBTU-F | 3. | 3. WQHK | 3. WXKE-F | 3. WMEE-F>>3. WMEE-F>> | 3. WMEE-F>> | 3. WXKE-F>>3. WMEE-F> | 3. WMEE-F> |
| 4. WXKE-F | 4. WXKE-F | 4. | 4. | 4. WBTU-F | 4. | 4. | 4. | 4. WBTU-F | 4. WBTU-F |
| 5. | 5. | 5. | 5. | 5. WEZV-F | 5. | 5. | 5. | 5. WQHK | 5. WQHK |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|--------|---------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 130 (1) | 130 (1) | 28.4 | 27.6 |
| AOR/CLASSIC | | 52 (3) | 52 (3) | 11.4 | 14.3 |
| AC/OLDIES/SOFT ROCK | | 101 (1) | 101 (1) | 22.1 | 12.8 |
| MOR/VARIETY/FULL | 37 (1) | 1 (1) | 38 (2) | 8.3 | 15.0 |
| COUNTRY | 43 (1) | 36 (1) | 79 (2) | 17.3 | 14.6 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 45 (1) | 45 (1) | 9.8 | 10.8 |
| NEWS/TALK | 10 (1) | | 10 (1) | 2.2 | 3.6 |
| NOSTALGIA | 2 (1) | | 2 (1) | 0.4 | 0.7 |
| RELIGION/GOSPEL | | | | | 0.7 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 92 (4) | 365 (8) | 457 (12) | | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--|-------|---------------|--------|
| WOWO-F | 103.1 | Huntington | .2/2.5 |
| WZRQ-F | 106.3 | Columbia City | .6/4.8 |
| CKLW | 800 | Windsor, ONT | .4/1.7 |
| WFBQ-F | 94.7 | Indianapolis | .9/2.7 |

MISCELLANEOUS COMMENTS WIOE-F changes to WOWO-F and generally simulcasts with WOWO-AM (March)...

RADIO STATIONS

| | | | | | |
|------------------------------------|------------|--------------------|------------|----------------|----------------------------|
| WEZR, 1450, 1 KW | , MOR | ,\$ 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 | (---) | | 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 | (Crystal) | Federated | John Spangler |
| 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 | (Crystal) | 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) | (KENDALLVILLE) | Carl Lanci |
| WOWO-F, 103.1, 3 KW @ 300, MOR | | ABC-I,\$ NA | (Mc-Guild) | Price | (HUNTINGTON) Steve Schramm |

FRESNO

Arbitron Rank/Pop (12+): 73/485,100

Stations: 28/26
Diaries: 937/518:1/45.2%
Sample Target: 840
% Below Line: 0.8
% Not Listed: 9.3

1987 Revenue: \$17,400,000
HH Inc.: \$33,709
Retail \$: 3.4 Bil
Pop per Station: 18,658
#1 Biller: KMJ \$2,200,000

MSA Rank/Pop: 32/597,000

ADI # 63

Average Person Ratings: 16.2

Market TSL: 21.8 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|--------------|
| 1. KMJ (N/T) | 75/9.5 | 10.0 | 8.4 | 8.5 | 8.1 | 9.1 | 122/1481 | 823/17.0 | 16.9 | 18.3 | 69 | 9.2 | 75 | 922 KMJ |
| 2. KMGX-F (CHR) | 71/9.0 | 9.9 | 8.4 | 9.0 | 8.4 | 9.1 | 90/1330 | 923/19.0 | 19.4 | 18.4 | 53 | 9.6 | 78 | 1048 KMGX-F |
| 3. KKDJ-F (AOR) | 60/7.6 | 6.6 | 6.9 | 5.9 | 6.1 | 6.8 | 86/1904 | 671/13.8 | 14.9 | 13.4 | 120 | 11.8 | 96 | 1081 KKDJ-F |
| 4. KOJY-F (EZ) | 50/6.4 | 6.8 | 7.8 | 7.6 | 5.3 | 7.2 | 73/1085 | 566/11.7 | 11.6 | 10.5 | 81 | 2.0 | 16 | 347 KOJY-F |
| 5. KFSO-F (AC) | 46/5.9 | 4.5 | 1.8 | 1.7 | 2.6 | 3.5 | 107/1220 | 576/11.9 | 5.0 | 8.3 | 139 | 5.8 | 47 | 736 KFSO-F |
| KNAX-F (C) | 46/5.9 | 6.7 | 6.7 | 9.1 | 6.3 | 7.1 | 50/ 670 | 552/11.4 | 11.7 | 13.1 | 147 | 6.4 | 52 | 894 KNAX-F |
| 7. KBOS-F (CHR) | 45/5.7 | 6.8 | 5.4 | 3.2 | 4.3 | 5.3 | 111/1583 | 770/15.9 | 15.6 | 13.6 | 56 | 8.0 | 65 | 945 KBOS-F |
| 8. KYNO-F (CHR) | 42/5.3 | 7.6 | 7.8 | 6.5 | 7.8 | 6.8 | 45/ 941 | 302/16.5 | 21.9 | 21.7 | 60 | 5.8 | 47 | 933 KYNO-F |
| 9. KGST (SP) | 39/5.0 | 2.4 | 4.7 | 2.9 | 3.0 | 3.8 | 40/ 304 | 256/ 5.3 | 8.1 | 5.9 | 96 | 3.0 | 24 | 417 KGST |
| 10. KCLQ-F (AOR) | 36/4.6 | 2.5 | 3.5 | 3.9 | 4.6 | 3.6 | 59/ 900 | 497/10.2 | 8.6 | 10.2 | 154 | 6.2 | 50 | 749 KCLQ-F |
| KFIG A/F (AC) | 36/4.6 | 4.8 | 4.4 | 4.9 | 4.8 | 4.7 | 38/ 743 | 671/13.8 | 12.7 | 15.0 | 124 | 3.5 | 28 | 413 KFIG A/F |
| 12. KFRE-F (C) | 21/2.7 | 3.3 | 3.4 | 4.4 | 3.8 | 3.5 | 46/ 804 | 394/ 8.1 | 8.4 | 8.9 | 119 | 3.6 | 29 | 362 KFRE-F |
| 13. KTHT-F (AC) | 20/2.5 | 1.6 | 2.7 | 3.1 | 2.5 | 2.5 | 38/ 629 | 411/ 8.5 | 8.3 | 8.8 | 120 | 1.8 | 15 | 292 KTHT-F |
| 14. KFRE (C) | 19/2.4 | 3.6 | 4.0 | 2.0 | 3.0 | 3.0 | 58/ 692 | 266/ 5.5 | 5.9 | 5.9 | 96 | 2.5 | 20 | 170 KFRE |
| 15. KFYE-F (AC) | 18/2.3 | 2.3 | 2.1 | 3.0 | 3.3 | 1.9 | 50/ 913 | 397/ 8.2 | 8.9 | 11.5 | 100 | 1.8 | 15 | 380 KFYE-F |
| 16. KYNO (O) | 17/2.2 | 1.2 | 2.0 | 2.6 | 1.4 | 1.5 | 20/ 340 | 276/ 5.7 | 5.3 | 4.5 | 114 | 1.6 | 13 | 291 KYNO |
| 17. KXTC (BB) | 15/2.0 | .9 | 1.4 | 1.6 | 2.4 | 1.5 | 18/ 201 | 185/ 3.8 | 3.9 | 3.1 | 45 | .9 | 7 | 102 KXTC |
| 18. KMAK (T) | 13/1.7 | 1.6 | 2.4 | 2.2 | 2.0 | 2.0 | 13/ 295 | 257/ 5.3 | 5.4 | 5.0 | 53 | 1.2 | 10 | 261 KMAK |

12+ FM SHARE (METRO): 70.13% (500 of 713) (SPG 87: 69.27%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------------|--------------|-------------|-------------|-----------|-------------|-----------|-------------|-------------|-----------|-----------|
| 1. KMGX-F > | 1. KKDJ-F >> | 1. KKDJ-F | 1. KKDJ-F | 1. KKDJ-F | 1. KMJ > | 1. KMJ > | 1. KKDJ-F | 1. KMGX-F | 1. KMGX-F | 1. KMJ >> |
| 2. KYNO-F | 2. KMGX-F | 2. KMGX-F < | 2. KFSO-F | 2. KNAX-F | 2. KOJY-F | 2. KMGX-F | 2. KOJY-F < | 2. KKDJ-F | 2. KBOS-F | 2. KCLQ-F |
| 3. KBOS-F | 3. KBOS-F | 3. KFSO-F | 3. KNAX-F < | 3. KFSO-F | 3. KGST | 3. KKDJ-F | 3. KFSO-F < | 3. KNAX-F < | 3. KYNO-F | 3. KKDJ-F |
| 4. | 4. KCLQ-F | 4. KCLQ-F | 4. KCLQ-F | 4. KCLQ-F | 4. KNAX-F > | 4. KGST | 4. KMJ | 4. KOJY-F | 4. KKDJ-F | 4. KMGX-F |
| 5. | 5. KFSO-F | KNAX-F | 5. KFIG-F+ | 5. KMJ | 5. KFSO-F | 5. KNAX-F | 5. KNAX-F | 5. KMJ | 5. KMJ | KOJY-F |
| 6. | KFIG-F+ | | | | | 6. KFSO-F | 6. KCLQ-F | 6. KCLQ-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. KMGX-F | 1. KMGX-F | 1. KFSO-F < | 1. KMGX-F | 1. KFSO-F | 1. KBOS-F < | 1. KKDJ-F >> | 1. KKDJ-F >> | 1. KKDJ-F > | 1. KKDJ-F > |
| 2. KBOS-F | 2. KFIG-F+ | 2. KCLQ-F | 2. KFIG-F+ | 2. KFIG-F+ | 2. KKDJ-F | 2. KBOS-F | 2. KNAX-F > | 2. KNAX-F | 2. KNAX-F |
| 3. KKDJ-F | KKDJ-F | KFIG-F | 3. KFSO-F | 3. KMGX-F | KMGX-F | 3. KCLQ-F | 3. KCLQ-F | 3. KCLQ-F | 3. KCLQ-F |
| 4. KYNO-F | 4. KFSO-F | 4. KKDJ-F | 4. KBOS-F | 4. KNAX-F | 4. | KMGX-F | 4. KFSO-F | 4. KFSO-F | 4. KFSO-F |
| 5. KFIG-F+ | 5. KBOS-F | 5. KMGX-F | 5. KKDJ-F | 5. KOJY-F | 5. | KNAX-F | 5. KBOS-F | 5. KBOS-F | 5. KMJ |
| | KCLQ-F | | 6. KCLQ-F | 6. KCLQ-F | | | KFIG-F+ | 6. KMJ | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % |
|---------------------|----------|----------|----------|------|--------|---|
| TOP 40/CHR/CONTEMP | | 158 (3) | 158 (3) | 22.2 | 29.2 | |
| AOR/CLASSIC | | 96 (2) | 96 (2) | 13.5 | 12.2 | |
| AC/OLDIES/SOFT ROCK | 20 (2) | 117 (4) | 137 (6) | 19.2 | 11.7 | |
| MOR/VARIETY/FULL | 3 (1) | | 3 (1) | 0.4 | | |
| COUNTRY | 19 (1) | 70 (3) | 89 (4) | 12.5 | 16.1 | |
| BLACK/URBAN | | | | | | |
| BTFL MUSIC/EZ | | 55 (2) | 55 (2) | 7.7 | 8.8 | |
| NEWS/TALK | 88 (2) | | 88 (2) | 12.3 | 11.5 | |
| NOSTALGIA | 16 (1) | | 16 (1) | 2.2 | | |
| RELIGION/GOSPEL | 14 (3) | | 14 (3) | 2.0 | 2.0 | |
| SPANISH | 44 (2) | | 44 (2) | 6.2 | 7.7 | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE | | | | | | |
| UNKNOWN/OTHERS | 9 (1) | 4 (1) | 13 (2) | 1.8 | 0.9 | |
| | 216 (13) | 500 (15) | 713 (28) | | | |

RADIO STATIONS

| | | | | |
|--|-----------|----------------------|-------------|------------------------|
| KFRE, 940, 50 KW (DA-2) | COUNTRY | ABC-D, \$ 32.00 | (HNWH) | Al Grosby |
| KGST, 1600, 5 KW (DA-N) | HISPANIC | \$ 21.00 | (Lotus) | Ben Gutierrez |
| KMAK, 1340, 1 KW | TALK | CBS,MBS, \$ 20.00 | (Torbet) | Steve Miller |
| KMJ, 580, 5 KW | NEWS/TALK | ABC-I, \$ 56.00 | (Katz) | John Broeske |
| KXEX, 1550, 5 KW/2.5 KW (DA-2) | HISPANIC | \$ 23.00 | (Caballero) | John Sonder |
| KYNO, 1300, 5 KW/1 KW (DA-N) | OLDIES | US 2, \$ 21.00 | (Banner) | Tom Hopfensperger |
| KFIG-F, 101.1, 50 KW @ 310, AC | | APR, \$ 45.00 | (Eastman) | Bill Weaver |
| KFRE-F, 101.9, 2 KW @ 1870, COUNTRY | | \$ 39.00 | (HNWH) | Al Grosby |
| KFYE-F, 93.7, 68 KW @ 1912, AC | | \$ 39.00 | (Mc-Guild) | |
| KKDJ-F, 105.9, 2 KW @ 1960, AOR | | \$ 50.00 | (Durpetti) | Wallace Heusser |
| KNAX-F, 97.9, 48 KW @ 312, COUNTRY | | ABC-E, \$ 43.00 | (Katz) | First Sierra |
| KOJY-F, 98.9, 19 KW @ 820, BTFL/EZ | | \$ 37.00 | (MMR) | (DINUBA) Scott Moseley |
| KTHT-F, 102.7, 50 KW @ 500, SOFT AC | | \$ 30.00 | (Christal) | Brian Decker |
| KYNO-F, 95.7, 21 KW @ 764, CHR | | \$ 60.00 | (Banner) | Tom Hopfensperger |
| KBOS-F, 94.9, 16 KW @ 847, CHR | | ABC-F, \$ 39.00 | (Torbet) | (TULARE) Steve Miller |
| KCLQ-F, 107.5, 19 KW @ 790, CLASSIC ROCK | | \$ 37.00 | (Republic) | (HANFORD) Ed Hoyt |
| KFSO-F, 92.9, 19 KW @ 820, OLDIES | | US 1,CBS-R, \$ 40.00 | (CBS) | (VISALIA) Karl Crass |
| KMGX-F, 103.7, 50 KW @ 500, CHR | | \$ 54.00 | (Christal) | (HANFORD) R. Sietloff |
| KEZL-F, 96.7, 3 KW @ 316, EZ (?) | | \$ 22.00 | (Roslin) | (FOWLER) Bill Donohue |

MISCELLANEOUS COMMENTS
 KKNU changes calls to KTHT
 [April]... KYNO-AM changes from Oldies to CHR
 (July)... KEZL-F (Fowler) sold for \$2,200,000
 (Chapman)... KFYE-F sold by EZ to Henry for
 \$5,100,000... KNAX-F sold by Henry to First Sierra
 for \$4,000,000... KFRE-F sold by Guild to Group III
 for \$2,500,000...

GRAND RAPIDS

Arbitron Rank/Pop (12+): 64/525,900
 MSA Rank/Pop: 71/22,200,000
 ADI # 39 (w/Kalamazoo)
 Average Person Ratings: 15.6
 Market TSL: 20.5 hours

Stations: 25/17
 Diaries: 865/608:1/55.7%
 Sample Target: 890
 % Below Line: 12.2
 % Not Listed: 13.3

1987 Revenue: \$22,200,000
 MH Inc.: \$35,153
 Retail \$: 4.5 Bil
 Pop per Station: 30,935
 #1 Biller: WCUZ A/F \$4,100,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WKLQ-F (CHR) | 97/11.8 | 8.8 | 8.8 | 10.3 | 10.6 | 9.9 | 142/2205 | 1483/28.2 | 22.8 | 24.1 | 85 | 13.8 | 125 | 1581 | WKLQ-F |
| 2. WLHT-F (AC) | 74/ 9.0 | 8.9 | 8.3 | 6.3 | 7.9 | 8.1 | 90/1212 | 959/18.2 | 19.5 | 17.1 | 132 | 7.5 | 68 | 722 | WLHT-F |
| 3. WGRD-F (CHR) | 64/ 7.8 | 5.0 | 6.7 | 5.7 | 5.8 | 6.3 | 109/1934 | 1242/23.6 | 21.1 | 19.3 | 108 | 6.4 | 58 | 1405 | WGRD-F |
| 4. WLAV-F (AOR) | 64/ 7.8 | 10.0 | 11.5 | 9.7 | 9.7 | 9.8 | 107/1590 | 945/18.0 | 21.0 | 17.7 | 101 | 13.3 | 121 | 1206 | WLAV-F |
| 5. WOOD (MOR) | 60/ 7.3 | 8.0 | 7.3 | 8.4 | 9.5 | 7.8 | 63/ 915 | 842/16.0 | 14.1 | 16.2 | 77 | 6.3 | 57 | 820 | WOOD |
| 6. WOOD-F (EZ) | 58/ 7.1 | 10.7 | 9.9 | 8.2 | 10.6 | 9.0 | 114/1870 | 1020/19.4 | 20.7 | 23.0 | 92 | 9.9 | 90 | 1001 | WOOD-F |
| 7. WCUZ-F (C) | 50/ 6.1 | 6.8 | 8.6 | 8.4 | 10.1 | 7.5 | 100/1348 | 758/14.4 | 16.8 | 17.9 | 121 | 6.2 | 56 | 893 | WCUZ-F |
| 8. WSNX-F (CHR) | 40/ 4.9 | 2.9 | 2.7 | 3.7 | 1.9 | 3.6 | 103/1399 | 552/10.5 | 10.2 | 7.6 | 53 | 4.5 | 41 | 584 | WSNX-F |
| 9. WMUS-F (C) | 34/ 4.1 | 5.4 | 3.6 | 4.2 | 5.8 | 4.3 | 100/1151 | 485/ 9.2 | 8.3 | 11.3 | 115 | 3.6 | 33 | 368 | WMUS-F |
| 10. WCUZ (C) | 30/ 3.6 | 4.5 | 3.6 | 4.6 | 2.8 | 4.1 | 36/ 620 | 536/10.2 | 9.6 | 8.8 | 83 | 2.2 | 20 | 503 | WCUZ |
| 11. WJFM-F (O) | 27/ 3.3 | 2.4 | 2.6 | 2.9 | 1.3 | 2.8 | 58/1112 | 492/ 9.4 | 8.4 | 6.9 | 155 | 1.5 | 14 | 350 | WJFM-F |
| 12. WFUR-F (R/G) | 22/ 2.7 | 3.0 | 3.3 | 2.6 | 3.1 | 2.9 | 27/ 449 | 342/ 6.5 | 8.8 | 8.9 | 78 | 1.4 | 13 | 392 | WFUR-F |
| 13. WLAV (O) | 17/ 2.1 | .9 | 1.3 | 1.3 | 1.0 | 1.4 | 17/ 284 | 267/ 5.1 | 6.3 | 4.3 | 157 | 1.1 | 10 | 269 | WLAV |
| 14. WYXX-F (AC) | 15/ 1.8 | 1.9 | 3.3 | 2.1 | 1.4 | 2.3 | 24/ 536 | 338/ 6.4 | 8.1 | 5.4 | 183 | 1.4 | 13 | 303 | WYXX-F |
| 15. WHTC (M) | 12/ 1.5 | 1.1 | 1.4 | 1.6 | 1.2 | 1.4 | 14/ 218 | 167/ 3.2 | 2.5 | 2.9 | 33 | 1.2 | 11 | 173 | WHTC |
| WKWM (B) | 12/ 1.5 | 2.7 | 1.4 | 1.7 | 1.7 | 1.8 | 18/ 167 | 101/ 1.9 | 1.4 | 2.1 | 60 | 4.0 | 36 | 436 | WKWM |

12+ FM SHARE (METRO): 79.38% (566 of 713) (SPG 87: 80.20%)

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

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % |
|-----------------------|--------|---------|---------|------|--------|---|
| TOP 40/CHR/CONTEMP | | 201 (3) | 201 (3) | 28.1 | 20.4 | |
| AOR/CLASSIC | | 64 (1) | 64 (1) | 8.9 | 12.1 | |
| AC/OLDIES/SOFT ROCK | 24 (2) | 116 (3) | 140 (5) | 19.6 | 13.3 | |
| MOR/VARIETY/FULL | 80 (4) | | 80 (4) | 11.2 | 11.9 | |
| COUNTRY | 31 (2) | 90 (3) | 121 (5) | 16.9 | 23.1 | |
| BLACK/URBAN | 12 (1) | | 12 (1) | 1.7 | 1.9 | |
| BTFL MUSIC/EZ | | 62 (2) | 62 (2) | 8.7 | 12.2 | |
| NEWS/TALK | 3 (1) | | 3 (1) | 0.4 | 0.4 | |
| NOSTALGIA | | | | | | |
| RELIGION/GOSPEL | | 26 (2) | 26 (2) | 3.6 | 4.0 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | 7 (1) | 7 (1) | 1.0 | 0.7 | |

150 (10) 566 (15) 716 (25)

RADIO STATIONS

| | | | | | |
|------------------------------|------------|------------------|------------|----------------|----------------|
| WCUZ, 1230, 1 KW | , COUNTRY | ABC-I, \$ 30.00 | (Christal) | Federated | Ron Dykstra |
| WFUR, 1570, 1 KW | , RELIGION | \$ 10.00 | (Pat) | Kuiper | Bill Kuiper |
| WKTH, 1410, 1 KW (DAYS) | , OLDIES | SMN, \$ 17.00 | (Durpetti) | Regional | Dave Nelson |
| WKWM, 1140, 5 KW (DAYS, DA) | , BLACK | SBN, \$ 16.00 | (Pat) | | Dick Culpepper |
| WLAV, 1340, 1 KW | , OLDIES | Trans, \$ 17.00 | (MMR) | Adams | Dennis Lemon |
| WMAX, 1480, 5 KW (DA-N) | , RELIGION | \$ 10.00 | (---) | | Don Milford |
| WOOD, 1300, 5 KW (DA-N) | , MOR | NBC, \$ 61.00 | (Katz) | United Artists | Jim White |
| WCUZ-F, 101.3, 50 KW @ 420, | COUNTRY | ABC-E, \$ 66.00 | (Christal) | Federated | Ron Dykstra |
| WFUR-F, 102.9, 48 KW @ 510, | RELIGION | \$ 15.00 | (Pat) | Kuiper | Bill Kuiper |
| WGRD-F, 97.9, 30 KW @ 590, | CHR | ABC-C, \$ 44.00 | (Durpetti) | | |
| WJFM-F, 93.7, 320 KW @ 780, | OLDIES | CBS-R, \$ 28.00 | (Mc-Guild) | | Jack Swart |
| WKLQ-F, 94.5, 50 KW @ 500, | CHR | \$ 56.00 | (Eastman) | Bloomington | Richard Dills |
| WLAV-F, 96.9, 50 KW @ 500, | AOR | Source, \$ 70.00 | (MMR) | Adams | Dennis Lemon |
| WLHT-F, 95.7, 41 KW @ 554, | AC | \$ 63.00 | (Republic) | Liggett | Phil Catlett |
| WOOD-F, 105.7, 265 KW @ 810, | BTFL/EZ | NBC, \$ 73.00 | (Katz) | United Artists | Jim White |
| WYXX-F, 96.1, 50 KW @ 420, | SOFT AC | \$ 24.00 | (Pat) | | Howard Stieber |
| WMUS-F, 106.9, 50 KW @ 480, | COUNTRY | \$ 40.00 | (HNWH) | | Tim Achterhoff |
| WSNX-F, 104.5, 50 KW @ 360, | CHR | \$ 32.00 | (Christal) | Goodrich | Ron Miller |

MISCELLANEOUS COMMENTS WJFM-F changes from Soft AC to Oldies (May)... Arbitron fell about 3% short of sample target...

GREEN BAY

Arbitron Rank/Pop (12+): 182/152,100
 MSA Rank/Pop: 212/187,500
 ADI # 68 (w/Appleton)
 Average Person Ratings: 16.1
 Market TSL: 21.0 hours

Stations: 11/6
 Diaries: 573/265:1/62.4%
 Sample Target: 550
 % Below Line: 18.4
 % Not Listed: 5.3

1987 Revenue: \$7,100,000
 HH Inc.: \$32,082
 Retail \$: 1.2 Bil
 Pop per Station: 25,350
 #1 Biller: WIXX-F \$2,300,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WIXX-F (CHR) | 71/29.0 | --- | 22.8 | --- | 22.7 | ---- | 199/2639 | 741/48.7 | --- | 43.9 | 84 | 30.5 | 84 | 879 | WIXX-F |
| 2. WGEE (C) | 32/13.1 | --- | 11.2 | --- | 14.3 | ---- | 49/ 669 | 358/23.5 | --- | 24.8 | 78 | 11.3 | 31 | 354 | WGEE |
| 3. WAPL-F (AOR) | 30/12.2 | --- | 10.9 | --- | 10.4 | ---- | 133/1557 | 384/25.2 | --- | 22.2 | 71 | 14.9 | 41 | 391 | WAPL-F |
| 4. WDUZ-F (EZ) | 28/11.4 | --- | 12.7 | --- | 13.9 | ---- | 81/ 988 | 414/27.2 | --- | 24.8 | 89 | 11.6 | 32 | 301 | WDUZ-F |
| 5. WNFL (AC) | 20/ 8.2 | --- | 6.7 | --- | 10.8 | ---- | 21/ 377 | 326/21.4 | --- | 22.0 | 144 | 5.8 | 16 | 277 | WNFL |
| 6. WJLW-F (C) | 18/ 7.3 | --- | 5.2 | --- | 6.8 | ---- | 25/ 308 | 184/12.1 | --- | 13.0 | 140 | 6.9 | 19 | 197 | WJLW-F |
| 7. WDUZ (MOR) | 18/ 7.3 | --- | 13.2 | --- | 8.0 | ---- | 24/ 397 | 274/18.0 | --- | 25.9 | 151 | 6.5 | 18 | 249 | WOUZ |
| 8. WQWM (O) | 5/ 2.0 | --- | 3.4 | --- | --- | ---- | 32/ 481 | 77/ 5.1 | --- | 7.5 | 195 | .7 | 2 | 41 | WQWM |
| 9. WAUN-F (BB) | 5/ 2.0 | --- | --- | --- | .8 | ---- | 17/ 231 | 52/ 3.4 | --- | --- | 40 | .7 | 2 | 37 | WAUN-F |
| 10. WKFX-F (O) | 4/ 1.6 | --- | 3.4 | --- | 4.4 | ---- | 24/ 469 | 101/ 6.6 | --- | 15.4 | 194 | 2.2 | 6 | 134 | WKFX-F |

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

12+ FM SHARE (METRO): 67.67% (157 of 232) (SPG 87: 61.38%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|--|--|--|--|--|--|--------------------|------------|------------|-----------------------|-----------|
| 1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WGEE | 1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F | 1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F | 1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F | 1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F | 1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F>>1. WIXX-F | 1. WIXX-F | 1. WIXX-F> | 1. WIXX-F> | 1. WIXX-F>>1. WGEE >> | |
| 2. WAPL-F>>2. WAPL-F | 2. WAPL-F>>2. WAPL-F | 2. WAPL-F>>2. WAPL-F | 2. WAPL-F>>2. WAPL-F | 2. WAPL-F>>2. WAPL-F | 2. WAPL-F>>2. WAPL-F | 2. WDUZ-F>>2. WGEE | 2. WDUZ-F | 2. WAPL-F> | 2. WAPL-F> | 2. WIXX-F |
| 3. WNFL | 3. WOUZ < | 3. WOUZ < | 3. WOUZ < | 3. WOUZ < | 3. WOUZ < | 3. WIXX-F | 3. WDUZ-F | 3. WDUZ-F | 3. WDUZ-F | 3. WAPL-F |
| 4. WDUZ | 4. WNFL | 4. WNFL | 4. WNFL | 4. WNFL | 4. WNFL | 4. WJLW-F | 4. WAPL-F | 4. WGEE | 4. WJLW-F | 4. WDUZ-F |
| 5. WJLW-F | 5. WJLW-F | 5. WJLW-F | 5. WJLW-F | 5. WJLW-F | 5. WJLW-F | 5. WDUZ | 5. WDUZ | 5. WDUZ | 5. WGEE | 5. WGEE |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 71 (1) | 71 (1) | 30.6 | 28.5 | WLST-F 95.1 Marinette .4/3.1 |
| AOR/CLASSIC | | 30 (1) | 30 (1) | 12.9 | 11.8 | |
| AC/OLDIES/SOFT ROCK | 25 (2) | 5 (2) | 30 (4) | 12.9 | 12.2 | |
| MOR/VARIETY/FULL | 18 (1) | | 18 (1) | 7.8 | 15.4 | |
| COUNTRY | 32 (1) | 18 (1) | 50 (2) | 21.6 | 17.9 | |
| BLACK/URBAN | | | | | | |
| BTFL MUSIC/EZ | | 28 (1) | 28 (1) | 12.1 | 13.8 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | | 5 (1) | 5 (1) | 2.2 | | |
| RELIGION/GOSPEL | | | | | 0.4 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 75 (4) | 157 (7) | 232 (11) | | | |

RADIO STATIONS

| | | | |
|--------------------------------------|-----------|----------------------------|---------------------------------|
| WDUZ, 1400, 1 KW | , MOR | ABC-E, \$ 29.00 (Mc-Guild) | Mike Watts |
| WGEE, 1360, 5 KW (DA-N) | , COUNTRY | ABC-D, \$ 31.00 (Banner) | D. E. Wright |
| WNFL, 1440, 5 KW/1 KW (DA-2) | , AC | US 1, \$ 23.00 (Katz) | Midwest Win Com Craig Eckert |
| WDUZ-F, 98.5, 100 KW @ 1254, BTFL/EZ | | ABC-E, \$ 27.00 (Mc-Guild) | Mike Watts |
| WIXX-F, 101.1, 100 KW @ 1080, CHR | | \$ 56.00 (Banner) | D. E. Wright |
| WJLW-F, 95.9, 3 KW @ 308, COUNTRY | | SMN, \$ 17.00 (Torbet) | Jack LeDur |

Other ranked stations - See Appleton-Oshkosh

GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 50/768,100

Stations: 28/24
 Oiaries: 1289/596:1/55.4%
 Sample Target: 1070
 % Below Line: 3.7
 % Not Listed: 11.0

1987 Revenue: \$19,200,000
 HH Inc.: \$31,060
 Retail \$: 6.3 Bil
 Pop per Station: 32,004
 #1 Biller: WTQR-F \$4,100,000

MSA Rank/Pop: 57/916,000
 ADI # 50
 Average Person Ratings: 16.0
 Market TSL: 21.3 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WTQR-F (C) | 215/17.5 | 18.6 | 14.8 | 17.4 | 17.5 | 17.1 | 370/3836 | 2073/27.0 | 27.3 | 27.9 | 109 | 16.0 | 233 | 2342 | WTQR-F |
| 2. WKRR-F (AOR) | 164/13.3 | 7.4 | 8.6 | 9.4 | 9.5 | 9.7 | 207/1949 | 1325/17.3 | 15.4 | 13.4 | 97 | 14.8 | 216 | 1781 | WKRR-F |
| 3. WKZL-F (CHR) | 87/ 7.1 | 6.2 | 6.0 | 6.2 | 7.2 | 6.4 | 119/1931 | 1305/17.0 | 16.9 | 16.1 | 101 | 6.5 | 95 | 1428 | WKZL-F |
| 4. WMAG-F (AC) | 83/ 6.7 | 6.5 | 8.5 | 6.2 | 5.5 | 7.0 | 121/1765 | 1213/15.8 | 18.7 | 17.1 | 143 | 8.1 | 118 | 1236 | WMAG-F |
| 5. WOJY-F (AC) | 64/ 5.2 | 5.3 | 4.1 | 6.3 | 6.9 | 5.2 | 88/1508 | 937/12.2 | 10.7 | 16.2 | 108 | 3.9 | 57 | 559 | WOJY-F |
| 6. WBIG-F (C) | 62/ 5.0 | 4.9 | 6.9 | 2.9 | 1.1 | 4.9 | 116/1749 | 986/12.8 | 15.5 | 5.4 | 106 | 5.8 | 84 | 865 | WBIG-F |
| 7. WQMG-F (B) | 57/ 4.6 | 5.4 | 7.8 | 6.9 | 6.8 | 6.2 | 76/1053 | 816/10.6 | 11.4 | 12.1 | 109 | 8.1 | 118 | 1091 | WQMG-F |
| 8. WSJS (MOR) | 56/ 4.5 | 5.6 | 4.7 | 5.5 | 5.5 | 5.1 | 58/ 836 | 794/10.3 | 11.8 | 11.3 | 76 | 4.5 | 65 | 827 | WSJS |
| 9. WKSI-F (CHR) | 56/ 4.5 | 5.5 | 4.9 | 7.1 | 8.0 | 5.5 | 116/2261 | 1278/16.6 | 14.8 | 19.5 | 49 | 5.5 | 81 | 1150 | WKSI-F |
| 10. WAAA (B) | 31/ 2.5 | 3.0 | 2.2 | 2.6 | 1.9 | 2.6 | 31/ 336 | 317/ 4.1 | 4.6 | 3.8 | 116 | 2.1 | 31 | 389 | WAAA |
| 11. WEAL (B) | 24/ 1.9 | 1.6 | .8 | 1.0 | 2.4 | 1.3 | 25/ 289 | 267/ 3.5 | 2.3 | 4.0 | 84 | .8 | 12 | 233 | WEAL |
| 12. WMFR (BB) | 23/ 1.9 | 1.7 | 1.8 | 1.7 | 1.5 | 1.8 | 23/ 250 | 250/ 3.3 | 4.0 | 3.6 | 47 | .8 | 11 | 349 | WMFR |
| 13. WMQX-F (AC) | 21/ 1.7 | 2.3 | 2.0 | 2.2 | 2.9 | 2.1 | 27/ 730 | 526/ 6.8 | 8.4 | 8.8 | 141 | 1.3 | 19 | 346 | WMQX-F |
| WWMY-F (EZ) | 21/ 1.7 | 1.8 | 1.4 | 2.9 | 1.9 | 2.0 | 36/ 597 | 403/ 5.2 | 4.6 | 5.1 | 88 | 1.2 | 18 | 345 | WWMY-F |

12+ FM SHARE (METRO): 84.03% (921 of 1096) (SPG 87: 84.68%)

| 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. WKRR-F | 1. WTQR-F | 1. WTQR-F | 1. WTQR-F | 1. WTQR-F | 1. WTQR-F | 1. WTQR-F | 1. WKRR-F | 1. WTQR-F |
| 2. WKRR-F | 2. WTQR-F | 2. WTQR-F | 2. WKRR-F | 2. WKRR-F | 2. WSJS | 2. WKRR-F | 2. WKRR-F | 2. WKRR-F | 2. WTQR-F | 2. WSJS |
| 3. WKZL-F | 3. WKZL-F | 3. WMAG-F | 3. WMAG-F | 3. WMAG-F | 3. WOJY-F | 3. WSJS | 3. WMAG-F | 3. WMAG-F | 3. WQMG-F | 3. WKZL-F |
| 4. WQMG-F | 4. WMAG-F | 4. WKZL-F | 4. WKZL-F | 4. WKZL-F | 4. WMAG-F | 4. WKZL-F | 4. WOJY-F | 4. WKZL-F | 4. WKSI-F | 4. WQMG-F |
| 5. WKSI-F | 5. WQMG-F | 5. WQMG-F | 5. WKZL-F | 5. WOJY-F | 5. WBIG-F | 5. WKZL-F | 5. WOJY-F | 5. WKZL-F | 5. WKZL-F | 5. WKRR-F |
| | | 6. WBIG-F | | | | 6. WBIG-F | | | 6. WSJS | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|----------|-----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 154 (3) | 154 (3) | 14.1 | 18.0 | WGLD 1320 Greensboro .2/1.5 |
| AOR/CLASSIC | | 164 (1) | 164 (1) | 15.0 | 11.3 | WHPE-F 95.5 High Point 1.1/3.8 |
| AC/OLDIES/SOFT ROCK | 4 (2) | 192 (5) | 196 (7) | 17.9 | 18.2 | WKEW 1400 Greensboro .8/2.7 |
| MOR/VARIETY/FULL | 72 (3) | | 72 (3) | 6.6 | 6.6 | WLXN 1440 Lexington .5/1.0 |
| COUNTRY | | 304 (4) | 304 (4) | 27.7 | 23.6 | WMQX 1340 Winston-Salem .1/ .4 |
| BLACK/URBAN | 55 (2) | 67 (2) | 122 (4) | 11.1 | 16.3 | WPCM-F 101.1 Burlington 1.0/3.4 |
| BTFL MUSIC/EZ | | 21 (1) | 21 (1) | 1.9 | 2.1 | WPET 950 Greensboro .6/2.2 |
| NEWS/TALK | | | | | | WTHP-F 98.3 Thomasville 1.1/3.1 |
| NOSTALGIA | 23 (1) | | 23 (1) | 2.1 | 1.7 | WTNC 790 Thomasville 1.1/2.0 |
| RELIGION/GOSPEL | 21 (2) | 13 (1) | 34 (3) | 3.1 | 3.1 | WWGL-F 94.1 Lexington .5/2.9 |
| SPANISH | | | | | | WDCG-F 105.1 Durham .9/5.0 |
| CLASSICAL | | | | | | WFMX-F 105.7 Statesville 1.2/4.0 |
| JAZZ/NEW AGE/ECLECTIC | | | | | | WPEG-F 97.9 Concord .8/2.0 |
| UNKNOWN/OTHERS | | 6 (1) | 6 (1) | 0.5 | 1.7 | WRDX-F 106.5 Salisbury .8/2.0 |
| | 175 (10) | 921 (18) | 1096 (28) | | | |

| RADIO STATIONS | Power | Frequency | Day | Genre | Rate | Notes |
|----------------|-------|-----------|--------|--------------|------------------------|------------|
| 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) |
| WPET | 950 | 500 W | (DAYS) | RELIGION | \$ 12.00 | (Eastman) |
| WSJS | 600 | 5 KW | (DA-2) | MOR | MBS, NBC, \$ 63.00 | (Mc-Guild) |
| WTNC | 790 | 1 KW | (DAYS) | GOSPEL | \$ 6.00 | (Southern) |
| WGLD | 1320 | 5 KW | (DA-2) | OLDIES | \$ NA | (Christal) |
| WBIG-F | 102.1 | 61 KW | @ 1160 | COUNTRY | \$ 46.00 | (HNWH) |
| WHPE-F | 95.5 | 100 KW | @ 440 | RELIGION | \$ 14.00 | (---) |
| WKRR-F | 92.3 | 100 KW | @ 1276 | CLASSIC ROCK | \$ 78.00 | (Republic) |
| WKSI-F | 98.7 | 100 KW | @ 814 | CHR | \$ 62.00 | (Eastman) |
| WKZL-F | 107.5 | 100 KW | @ 500 | CHR | ABC-R, \$ 70.00 | (Katz) |
| WMAG-F | 99.5 | 100 KW | @ 1500 | AC | \$ 76.00 | (MMR) |
| WMQX-F | 93.1 | 100 KW | @ 1050 | AC | \$ 39.00 | (Durpetti) |
| WOJY-F | 100.3 | 100 KW | @ 1049 | SOFT AC | \$ 61.00 | (Christal) |
| 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) |
| WWMY-F | 94.5 | 27 KW | @ ?? | BTFL | \$ NA | (Katz) |

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

Arbitron Rank/Pop (12+): 84/408,200
MSA Rank/Pop: NA
ADI # 95
Average Person Ratings: 16.0
Market TSL: 21.8 hours

Stations: 25/18
Diaries: 949/430:1/52.3%
Sample Target: 790
% Below Line: 8.3
% Not Listed: 11.0

1987 Revenue: NA
HH Inc.: NA
Retail \$: NA
Pop per Station: 22,678
#1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL | | SPG | | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME | | % | | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|------|------|------|------|-------------|------------------|---------------------|--------|------------------|-------|-------------|-----------|------------|
| | | 87 | 87 | 86 | 86 | | | FAL 87 | SPG 87 | 25-54 Conversion | 25-54 | | | |
| 1. WIKS-F (B) | 151/23.1 | 24.9 | 24.5 | 4.9 | 7.6 | ---- | 191/1653 | 1124/27.5 | 30.2 | 28.2 | 103 | | | WIKS-F |
| 2. WRNS-F (C) | 94/14.4 | 16.1 | 12.4 | 12.0 | 10.9 | ---- | 157/1675 | 946/23.2 | 23.5 | 18.3 | 126 | | | WRNS-F |
| 3. WDLX-F (CHR) | 76/11.6 | 9.5 | 12.4 | 11.2 | 7.9 | ---- | 151/1730 | 899/22.0 | 20.0 | 24.3 | 72 | | | WDLX-F |
| 4. WSFL A/F (AC) | 51/ 7.8 | 5.6 | 5.7 | 5.9 | 7.3 | ---- | 58/ 896 | 736/18.0 | 13.6 | 14.9 | 137 | | | WSFL A/F |
| 5. WZYC-F (AOR) | 46/ 7.0 | 4.3 | 6.9 | 7.0 | 7.7 | ---- | 47/ 580 | 548/13.4 | 8.2 | 13.7 | 97 | | | WZYC-F |
| 6. WNCT-F (EZ) | 38/ 5.8 | 8.7 | 6.3 | 7.8 | 10.3 | ---- | 72/ 922 | 454/11.1 | 14.3 | 13.2 | 78 | | | WNCT-F |
| 7. WXQR-F (AOR) | 20/ 3.1 | 3.2 | 3.2 | 1.6 | 2.5 | ---- | 24/ 274 | 239/ 5.9 | 5.9 | 5.9 | 58 | | | WXQR-F |
| 8. WRDU-F (AOR) | 16/ 2.4 | 2.5 | 2.3 | 2.8 | 3.9 | ---- | 93/ 664 | 194/ 4.5 | 4.3 | 5.7 | 100 | | | WRDU-F |
| 9. WRDM-F (C) | 13/ 2.0 | 1.9 | 1.8 | 3.0 | 1.9 | ---- | 14/ 234 | 206/ 5.0 | 4.9 | 2.9 | 150 | | | WRDM-F |

12+ FM SHARE (METRO): 95.02% (553 of 582) (SPG 87: 88.05%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AM | 12+ MID | 12+ PM | 12+ EVE | OVERNIGHT |
|-------------|-------------|-------------|------------|------------|-------------|------------|------------|------------|-------------|-------------|
| 1. WDLX-F< | 1. WIKS-F>> | 1. WIKS-F>> | 1. WIKS-F> | 1. WIKS-F> | 1. WRNS-F>> | 1. WIKS-F> | 1. WIKS-F | 1. WIKS-F> | 1. WIKS-F>> | 1. WIKS-F>> |
| 2. WIKS-F>> | 2. WZYC-F | 2. WRNS-F | 2. WRNS-F> | 2. WRNS-F | 2. WNCT-F | 2. WRNS-F> | 2. WRNS-F> | 2. WRNS-F | 2. WDLX-F> | 2. WRNS-F>> |
| 3. | 3. WDLX-F | 3. WDLX-F | 3. WSFL-AF | 3. WSFL-AF | 3. WIKS-F | 3. WDLX-F | 3. WDLX-F | 3. WDLX-F | 3. WRNS-F> | 3. WDLX-F< |
| 4. | 4. WSFL-AF | 4. WSFL-AF | 4. WDLX-F | 4. WDLZ-F | 4. | 4. WSFL-F | 4. WSFL-F | 4. WSFL-F | 4. WZYC-F | 4. WJNC |
| 5. | 5. WRNS-F | 5. WZYC | 5. WZYC-F | 5. WZYC-F | 5. | 5. WZYC-F | 5. WNCT-F | 5. WZYC-F | 5. WSFL-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. WDLX-F< | 1. WIKS-F>> | 1. WIKS-F>> | 1. WIKS-F> | 1. WIKS-F> | 1. WIKS-F>> | 1. WIKS-F>> | 1. WIKS-F>> | 1. WIKS-F>> | 1. WIKS-F |
| 2. WIKS-F>> | 2. WDLX-F | 2. WDLX-F | 2. WDLX-F | 2. WRNS-F> | 2. WZYC-F | 2. WZYC-F | 2. WSFL-AF | 2. WRNS-F< | 2. WRNS-F |
| 3. WSFL-AF< | 3. WSFL-AF | 3. WRNS-F | 3. WRNS-F | 3. WDLX-F | 3. WXQR-F | 3. WSFL-AF | 3. WZYC-F | 3. WZYC-F | 3. WSFL-F |
| 4. WRNS-F | 4. WRNS-F | 4. WRNS-F | 4. WSFL-AF | 4. WSFL-AF | 4. WDLX-F | 4. WDLX-F | 4. WRNS-F | 4. WSFL-AF | 4. WZYC-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. WXQR-F | 5. | 5. WDLX-F | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | | |
|-----------------------|--------|----------|----------|------|--------|---|--|-------|----------------|--|---------|
| TOP 40/CHR/CONTEMP | | 81 (2) | 81 (3) | 13.9 | 19.2 | | WELS | 1010 | Kinston | | .6/2.6 |
| AOR/CLASSIC | | 82 (3) | 82 (3) | 14.1 | 12.9 | | WJCV | 1290 | Jacksonville | | .8/2.0 |
| AC/OLDIES/SOFT ROCK | 1 (1) | 74 (4) | 75 (5) | 12.9 | 4.8 | | WJNC | 1240 | Jacksonville | | .9/2.9 |
| MOR/VARIETY/FULL | 19 (4) | 2 (1) | 21 (5) | 3.6 | 3.5 | | WKCP-F | 97.7 | Kinston | | .8/2.1 |
| COUNTRY | 4 (1) | 120 (5) | 124 (6) | 21.3 | 23.8 | | WRQR-F | 94.3 | Farmville | | 1.5/2.6 |
| BLACK/URBAN | | 156 (2) | 156 (2) | 26.8 | 29.3 | | WRRF | 930 | Washington | | .5/1.9 |
| BTFMUSIC/EZ | | 38 (1) | 38 (1) | 6.5 | | | WGTM | 590 | Wilson | | 1.4/3.0 |
| NEWS/TALK | | | | | | | WKTC-F | 104.3 | Tarboro | | .8/2.4 |
| NOSTALGIA | | | | | | | WRAL-F | 101.5 | Raleigh | | 1.4/3.9 |
| RELIGION/GOSPEL | | | | | | | WTRG-F | 100.7 | Rocky Mountain | | .8/3.1 |
| SPANISH | | | | | | | WVBS-F | 99.9 | Burgaw | | .8/2.0 |
| CLASSICAL | | | | | | | WZFX-F | 99.1 | Whiteville | | .8/4.2 |
| JAZZ/NEW AGE/ECLECTIC | | | | | | | | | | | |
| UNKNOWN/OTHERS | 5 (1) | | 5 (1) | 0.9 | 0.5 | | | | | | |
| | 29 (7) | 553 (18) | 582 (25) | | | | | | | | |

MISCELLANEOUS COMMENTS WQOW changes to WKCP and format from Black to Country...

RADIO STATIONS

| | | | | | |
|---|-----------------------|------------|----------------|--------------|----------------------------|
| WELS, 1010, 1 KW (DAYS) | , COUNTRY | ,\$ 12.00 | (Southern) | (KINSTON) | Jack Hankins |
| WFTC, 960, 5 KW/1 KW (DA-N) | , COUNTRY | ,\$ 10.00 | (Mc-Guild) | Beasley Park | (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) | Joyner Park | Curtis Downey |
| WNCT-F, 107.9, 100 KW @ 1800, BTFMUSIC/EZ | US 2, ABC-E, \$ 30.00 | (Katz) | (GREENVILLE) | | Scott Cherney |
| WKCP-F, 97.7, 3 KW @ 300, COUNTRY | ,\$ 16.00 | (--- | (KINSTON) | | Sam Cooper |
| WRDM-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) | (KINSTON) | Beasley | Webster James |
| WSFL-F, 106.5, 100 KW @ 915, AC | US 1, \$ 25.00 | (Torbet) | (NEW BERN) | Caravelle | Jack Quick |
| WXQR-F, 105.5, 3 KW @ 246, ADR | Source, \$ 16.00 | (T-N) | (JACKSONVILLE) | | Bill Waldron |
| WZYC-F, 103.3, 100 KW @ 600, ADR | ABC-R, \$ 17.00 | (Mc-Guild) | (NEW PORT) | | Phil Martin |

Other ranked stations - See Raleigh

GREENVILLE - SPARTANBURG

Arbitron Rank/Pop (12+): 67/515,400

MSA Rank/Pop: 83/623,000
ADI # 36 (w/Asheville)
Average Person Ratings: 18.1
Market TSL: 24.3 hours

Stations: 24/19
Diaries: 907/568:1/51.8%
Sample Target: 880
% Below Line: 7.2
% Not Listed: 7.8

1987 Revenue: \$17,500,000
HH Inc.: \$27,214
Retail \$: 4.0 Bil
Pop per Station: 27,126
#1 Biller: WFBC A/F \$5,500,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|----------|
| 1. WESC-F (C) | 119/12.7 | 13.3 | 13.1 | 13.8 | 14.9 | 13.2 | 250/2646 | 1139/22.1 | 24.2 | 23.8 | 113 | 9.4 | 92 | 960 | WESC-F |
| 2. WSSL A/F (C) | 114/12.2 | 8.2 | 9.0 | 7.4 | 10.0 | 9.2 | 216/2279 | 1027/19.9 | 17.7 | 18.0 | 106 | 10.2 | 100 | 863 | WSSL A/F |
| 3. WANS-F (CHR) | 97/10.4 | 10.7 | 6.2 | 8.5 | 6.3 | 9.0 | 224/2254 | 1147/22.3 | 18.2 | 19.8 | 74 | 12.0 | 117 | 1341 | WANS-F |
| 4. WFBC-F (AC) | 86/ 9.2 | 6.6 | 10.4 | 13.0 | 14.0 | 9.8 | 160/2029 | 1118/21.7 | 24.0 | 25.9 | 138 | 10.0 | 98 | 1201 | WFBC-F |
| 5. WLWZ-F (B) | 75/ 8.0 | 9.1 | 1.1 | 1.3 | 1.0 | 4.9 | 78/ 626 | 539/10.5 | 3.5 | 3.8 | 114 | 10.5 | 103 | 962 | WLWZ-F |
| 6. WSPA-F (EZ) | 60/ 6.4 | 9.5 | 8.0 | 8.3 | 7.0 | 8.1 | 147/1631 | 660/12.8 | 16.6 | 14.4 | 81 | 5.5 | 54 | 764 | WSPA-F |
| 7. WCKZ-F (S) | 50/ 5.4 | 2.3 | --- | --- | .4 | 1.9 | 85/ 938 | 342/ 6.6 | --- | 1.5 | 72 | 7.4 | 72 | 507 | WCKZ-F |
| 8. WCKN-F (AOR) | 47/ 5.0 | 5.0 | 4.2 | 6.0 | 7.6 | 5.1 | 93/1033 | 552/10.7 | 16.2 | 19.4 | 96 | 6.8 | 66 | 728 | WCKN-F |
| 9. WHYZ (B) | 36/ 3.9 | 2.3 | 6.5 | 8.0 | 9.6 | 5.2 | 39/ 377 | 319/ 6.2 | 9.1 | 10.1 | 133 | 2.1 | 21 | 447 | WHYZ |
| 10. WMYI-F (AC) | 34/ 3.6 | 5.4 | 6.8 | 3.3 | --- | 4.8 | 117/1858 | 721/14.0 | 15.1 | --- | 133 | 5.1 | 50 | 630 | WMYI-F |
| 11. WSPA (MOR) | 26/ 2.8 | 1.7 | 2.6 | 2.0 | 1.3 | 2.3 | 28/ 407 | 328/ 6.4 | 6.1 | 5.1 | 68 | 1.8 | 18 | 385 | WSPA |
| 12. WORD (MOR) | 18/ 1.9 | 2.3 | 2.0 | 1.9 | 2.8 | 2.0 | 18/ 312 | 279/ 5.4 | 6.2 | 6.7 | 79 | .9 | 9 | 210 | WORD |
| 13. WASC (B) | 14/ 1.5 | 1.0 | 2.4 | 2.5 | 1.6 | 1.9 | 14/ 192 | 192/ 3.7 | 4.4 | 3.6 | 80 | .9 | 9 | 82 | WASC |
| WFBC (MOR) | 14/ 1.5 | 1.2 | 1.5 | 1.6 | 1.3 | 1.5 | 15/ 268 | 242/ 4.7 | 3.5 | 3.4 | 40 | 1.0 | 10 | 233 | WFBC |

12+ FM SHARE (METRO): 84.09% (724 of 861) (SPG 87: 79.26%)

| 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. WSSL-F+ | 1. WESC-F | 1. WESC-F | 1. WESC-F | 1. WESC-F | 1. WSSL-F+ | 1. WSSL-F+ | 1. WANS-F | 1. |
| 2. WCKZ-F | 2. WSSL-F+ | 2. WANS-F | 2. WFBC-F | 2. WSSL-F+ | 2. WFBC-F | 2. WFBC-F | 2. WESC-F | 2. WANS-F | 2. WCKZ-F | 2. |
| 3. WLWZ-F | 3. WCKN-F | 3. WFBC-F | 3. WSSL-F+ | 3. WFBC-F | 3. WSSL-F+ | 3. WSSL-F+ | 3. WFBC-F | 3. WESC-F | 3. WANS-F | 3. |
| 4. | 4. WLWZ-F | 4. WESC-F | 4. WLWZ-F | 4. WLWZ-F | 4. WSPA-F | 4. WSPA-F | 4. WANS-F | 4. WSPA-F | 4. WFBC-F | 4. |
| 5. | 5. WFBC-F | 5. WLWZ-F | 5. WANS-F | 5. WANS-F | 5. | 5. WLWZ-F | 5. WANS-F | 5. WLWZ-F | 5. WCKN-F | 5. |
| 6. | 6. WESC-F | | | | | 6. WSPA-F | 6. WLWZ-F | 6. WSPA-F | | |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. WANS-F | 1. WANS-F | 1. WESC-F | 1. WESC-F | 1. WESC-F | 1. WANS-F | 1. WCKN-F | 1. WCKN-F | 1. WSSL-F | 1. WSSL-F |
| 2. WSSL-F | 2. WSSL-F | 2. WLWZ-F | 2. WFBC-F | 2. WFBC-F | 2. WSSL-F | 2. WANS-F | 2. WLWZ-F | 2. WANS-F | 2. WFBC-F |
| 3. WLWZ-F | 3. WLWZ-F | 3. WSSL-F | 3. WANS-F | 3. WSSL-F | 3. WCKN-F | 3. WSSL-F | 3. WSSL-F | 3. WCKN-F | 3. WESC-F |
| 4. WCKZ-F | 4. WFBC-F | 4. WFBC-F | 4. WSSL-F | 4. WANS-F | 4. | 4. WLWZ-F | 4. WANS-F | 4. WFBC-F | 4. WLWZ-F |
| 5. | 5. WESC-F | 5. WANS-F | 5. WLWZ-F | 5. WLWZ-F | 5. | 5. | 5. WHYZ-F | 5. WESC-F | 5. WCKN-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|---------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 118 (4) | 118 (4) | 13.7 | 21.4 | WBBO-F 93.3 Forest City 1.1/2.6 |
| AOR/CLASSIC | | 47 (1) | 47 (1) | 5.5 | 1.5 | WCKI 1300 Greer .6/1.6 |
| AC/OLDIES/SOFT ROCK | | 126 (3) | 126 (3) | 14.6 | 23.4 | WELP 1360 Easley .6/1.5 |
| MOR/VARIETY/FULL | 58 (3) | | 58 (3) | 6.7 | 1.5 | WESC 660 Greenville 1.3/4.3 |
| COUNTRY | 17 (2) | 228 (2) | 245 (4) | 28.5 | 29.4 | WMUU-F 94.5 Greenville 1.1/3.4 |
| BLACK/URBAN | 50 (2) | 125 (2) | 175 (4) | 20.3 | 12.6 | WKSF-F 99.9 Asheville 1.1/5.1 |
| BTFMUSIC/EZ | | 70 (2) | 70 (2) | 8.1 | 9.1 | WBCY-F 107.9 Charlotte .6/4.3 |
| NEWS/TALK | | | | | | WROQ-F 95.1 Charlotte .5/1.7 |
| NOSTALGIA | 12 (2) | | 12 (2) | 1.4 | 0.4 | WMMG-F 96.1 Shelby .6/1.8 |
| RELIGION/GOSPEL | | | | | | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | 10 (1) | 10 (1) | 1.2 | | |
| UNKNOWN/OTHERS | | | | | 0.7 | |

MISCELLANEOUS COMMENTS WANS A/F (Anderson) sold to Degree for \$7,150,000 (Sailors)...

RADIO STATIONS

| | | | | |
|---------------------------------------|------------|----------------------|------------|----------------|
| WASC, 1530, 1 KW (DAYS) | , BLACK | NBN, ABC-C, \$ 15.00 | (---) | Joe Sessoms |
| WFBC, 1330, 5 KW (DA-N) | , MOR/TALK | NBC, \$ 17.00 | (Katz) | Greg Anderson |
| WHYZ, 1070, 50 KW (DAYS, DA) | , BLACK | SBN, ABC-C, \$ 25.00 | (HNWH) | Martin McClung |
| WORD, 910, 5 KW/1 KW (DA-2) | , AC | UPI, \$ 14.00 | (---) | Charles Brooks |
| WSPA, 950, 5 KW (DA-N) | , MOR | CBS, \$ 24.00 | (Mc-Guild) | Joe Varholly |
| WANS-F, 107.3, 100 KW @ 1008, CHR/AOR | | | | |
| WCKN-F, 101.1, 100 KW @ 994, CHR | | ABC-R, \$ 40.00 | (Durpetti) | |
| WESC-F, 92.5, 100 KW @ 2000, COUNTRY | | ABC-E, \$ 76.00 | (Banner) | |
| WFBC-F, 93.7, 100 KW @ 1840, AC | | | | |
| WMUU-F, 94.5, 100 KW @ 1200, BTFM/EZ | | | | |
| WMYI-F, 102.5, 35 KW @ ??, AC | | APR, \$ 16.00 | (---) | |
| WSPA-F, 98.9, 100 KW @ 1910, BTFM/EZ | | | | |
| WSSL-F, 100.5, 100 KW @ 1280, COUNTRY | | | | |
| WLWZ-F, 103.9, 3 KW @ 328, BLACK | | | | |

WCKZ - See Charlotte

HARRISBURG

Arbitron Rank/Pop (12+): 72/490,900

Stations: 31/18
Diaries: 990/496:1/55.1%
Sample Target: 880
% Below Line: 18.8
% Not Listed: 9.2

1987 Revenue: \$12,000,000
HH Inc.: \$33,463
Retail \$: 4.5 Bil
Pop per Station: 27,272
#1 Biller: WNNK-F \$4,100,000

MSA Rank/Pop: 87/584,000

ADI # 45 (w/York & Lancaster)

Average Person Ratings: 16.6

Market TSL: 22.0 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WNNK-F (CHR) | 177/21.7 | 19.5 | 20.2 | 20.7 | 19.4 | 20.5 | 199/2263 | 1782/36.3 | 35.6 | 34.9 | 105 | 29.2 | 191 | 1859 | WNNK-F |
| 2. WRKZ-F (C) | 65/ 8.0 | 8.1 | 6.6 | 11.0 | 8.0 | 8.4 | 183/1978 | 785/16.0 | 14.3 | 16.7 | 121 | 7.5 | 47 | 539 | WRKZ-F |
| 3. WTPA-F (AOR) | 55/ 6.7 | 5.4 | 3.3 | 5.1 | 4.4 | 5.1 | 72/ 723 | 541/11.0 | 8.7 | 11.5 | 90 | 7.5 | 49 | 551 | WTPA-F |
| 4. WHP (MOR) | 50/ 6.1 | 7.7 | 7.7 | 6.5 | 5.5 | 7.0 | 54/ 762 | 648/13.2 | 16.5 | 14.9 | 72 | 6.1 | 40 | 588 | WHP |
| 5. WIMX-F (AC) | 45/ 5.5 | 2.9 | 3.7 | 3.6 | 5.9 | 3.9 | 58/ 955 | 747/15.2 | 11.3 | 12.7 | 131 | 7.3 | 48 | 598 | WIMX-F |
| 6. WHP-F (AC) | 42/ 5.1 | 7.1 | 7.1 | 4.8 | 8.3 | 6.0 | 50/ 786 | 625/12.7 | 14.7 | 17.7 | 131 | 4.4 | 29 | 479 | WHP-F |
| 7. WNCE-F (EZ) | 41/ 5.0 | 5.6 | 5.3 | 3.8 | 2.6 | 4.9 | 154/1787 | 594/12.1 | 10.6 | 8.7 | 88 | 4.1 | 27 | 283 | WNCE-F |
| 8. WHYL A/F (C) | 32/ 3.9 | 6.0 | 4.8 | 3.6 | 4.3 | 4.6 | 33/ 509 | 453/ 9.2 | 8.2 | 9.0 | 95 | 5.5 | 36 | 392 | WHYL A/F |
| 9. WCMB (O) | 26/ 3.2 | 2.6 | 3.9 | 1.9 | 3.6 | 2.9 | 31/ 430 | 362/ 7.4 | 11.3 | 7.0 | 138 | 2.1 | 14 | 202 | WCMB |
| 10. WQXA-F (CHR) | 25/ 3.1 | 3.5 | 3.8 | 4.8 | 5.1 | 3.1 | 94/1827 | 630/12.8 | 12.2 | 13.8 | 81 | 3.1 | 20 | 342 | WQXA-F |
| 11. WLBR (MOR) | 20/ 2.5 | 2.3 | 3.5 | 2.2 | 2.4 | 2.6 | 20/ 362 | 334/ 6.8 | 8.8 | 7.8 | 56 | --- | --- | --- | WLBR |
| 12. WHGB (BB) | 19/ 2.3 | 1.4 | 2.1 | 3.4 | 2.6 | 1.6 | 21/ 203 | 185/ 3.8 | 4.3 | 5.6 | 0 | 1.2 | 8 | 99 | WHGB |
| 13. WARM-F (AC) | 16/ 2.0 | 1.5 | 2.0 | 1.3 | 1.5 | 1.7 | 123/1609 | 260/ 5.3 | 5.5 | 4.1 | 140 | .8 | 5 | 131 | WARM-F |

12+ FM SHARE (METRO): 78.41% (581 of 741) (SPG 87: 80.35%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MIO 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. | WNNK-F>>>1. | WNNK-F>>>1. | WNNK-F>>>1. | WNNK-F>>>1. | WNNK-F>>>1. | WNNK-F>>>1. |
| 2. WQXA-F>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WRKZ-F>>2. | WRKZ-F>>2. | WHP>>>2. | WHP>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WRKZ-F>>2. | WRKZ-F>>2. | WTPA-F>>>2. | WRKZ-F>>2. | WRKZ-F>>2. | WRKZ-F>>2. |
| 3. | 3. WIMX-F>>3. | WRKZ-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WRKZ-F>>3. | WRKZ-F>>3. | WRKZ-F>>3. | WRKZ-F>>3. | WRKZ-F>>3. | WHP-F>>3. | WRKZ-F>>3. | WTPA-F>>>3. | WRKZ-F>>3. | WRKZ-F>>3. | WLBR > |
| 4. | 4. WRKZ-F>>4. | WIMX-F>>4. | WHP-F>>4. | WHP-F>>4. | 4. WNCE-F>>4. | WTPA-F>>>4. | WTPA-F>>>4. | WRKZ-F>>4. | WRKZ-F>>4. | WHP-F>>4. | WNCE-F>>4. | WHP-F>>4. | WHP-F>>4. | WHP-F>>4. | WHTF-F |
| 5. | 5. | 5. WHP-F>>5. | WTPA-F>>>5. | WTPA-F>>>5. | 5. WHP-F>>5. | 5. WHP-F>>5. | WNNK-F>>>5. | WNNK-F>>>5. | WNNK-F>>>5. | WNNK-F>>>5. | WNNK-F>>>5. | WNNK-F>>>5. | WNNK-F>>>5. | WNNK-F>>>5. | WHYL-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>>>1. | WNNK-F>>>1. | WNNK-F>>>1. | WNNK-F>>>1. | WNNK-F>>>1. | WNNK-F>>>1. | WNNK-F>>>1. |
| 2. WTPA-F>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. | WTPA-F>>>2. |
| 3. WQXA-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. | WIMX-F>>3. |
| 4. WIMX-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. | WQXA-F>>4. |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 222 (6) | 222 (6) | 30.0 | 30.7 | WAHT 1510 Annville 1.0/2.5 |
| AOR/CLASSIC | | 87 (4) | 87 (4) | 11.7 | 10.6 | WCTX-F 92.1 Palmyra .7/2.7 |
| AC/OLDIES/SOFT ROCK | 38 (2) | 111 (4) | 149 (6) | 20.1 | 16.0 | WKBO 1230 Harrisburg 1.5/5.4 |
| MOR/VARIETY/FULL | 83 (4) | | 83 (4) | 11.2 | 9.1 | WMSP-F 94.9 Harrisburg 1.0/3.2 |
| COUNTRY | 9 (2) | 96 (3) | 105 (5) | 14.2 | 14.3 | WQIN 1290 Lykens .6/2.1 |
| BLACK/URBAN | | | | | 0.8 | WUFM-F 100.1 Lebanon 1.0/2.3 |
| BTFMUSIC/EZ | | 47 (2) | 47 (2) | 6.3 | 12.8 | WNII 720 Shirmantown 1.3/2.3 |
| NEWS/TALK | | | | | | WDAC-F 94.5 Lancaster 1.2/3.2 |
| NOSTALGIA | 19 (1) | | 19 (1) | 2.6 | 2.9 | WHTF-F 92.7 Starview 1.6/6.4 |
| RELIGION/GOSPEL | | 10 (1) | 10 (1) | 1.3 | 2.5 | WIOV-F 105.1 Ephrata .6/1.7 |
| SPANISH | | | | | | WLAN-F 96.9 Lancaster .9/3.5 |
| CLASSICAL | | 8 (1) | 8 (1) | 1.1 | | WYCR-F 98.5 York .7/4.0 |
| JAZZ/NEW AGE/ECLECTIC | | | | | | WCHA 800 Chambersburg .4/1.5 |
| UNKNOWN/OTHERS | 11 (1) | | 11 (1) | 1.5 | 0.4 | WGRX-F 100.7 Westminister 1.5/3.3 |
| | 160 (10) | 581 (21) | 741 (31) | | | WIKZ-F 95.1 Chambersburg .5/1.5 |
| | | | | | | WQKX-F 94.1 Sunbury .9/3.0 |
| | | | | | | WRFY-F 102.5 Reading .4/1.7 |

RADIO STATIONS

| | | | | | |
|------------------------------|-------------|----------------------|------------|--------------|-----------------|
| WCMB, 1460, 5 KW (DA-N) | , OLDIES | NBC, NBC-T, \$ 23.00 | (Eastman) | McKenna | Brian Danzis |
| WHGB, 1400, 1 KW | , NOSTALGIA | SMN, \$ 18.00 | (Mc-Guild) | Scott | Jeff Scott |
| WHP, 580, 5 KW (DA-N) | , MOR | CBS, \$ 58.00 | (Katz) | Commonwealth | Don Yeiser |
| WKBO, 1230, 1 KW | , OLDIES | SMN, \$ 21.00 | (Banner) | | John Dame |
| 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 | Don Yeiser |
| WHYL-F, 102.3, 3 KW @ 328, | COUNTRY | APR, \$ 34.00 | (HNWH) | | Frank Kelley |
| WIMX-F, 99.3, 3 KW @ 328, | AC | US 1, \$ 32.00 | (Eastman) | | Brian Danzis |
| WMSP-F, 94.9, 50 KW @ 700, | CLASSICAL | , \$ NA | (---) | McKenna | Brian Danzis |
| WNNK-F, 104.1, 22 KW @ 726, | CHR | APR, \$ 80.00 | (Christal) | Barnstable | Dana Harmon |
| WRKZ-F, 106.7, 50 KW @ 500, | COUNTRY | ABC-E, \$ 62.00 | (Mc-Guild) | Keymarket | Carol O'Leary |
| WTPA-F, 93.5, 3 KW @ 300, | AOR | ABC-R, \$ 31.00 | (Republic) | Eastern | Ira Rosenblatt |
| | | | | | Michael Brandon |

Other ranked stations - See York or Lancaster

MISCELLANEOUS COMMENTS WHIT changes calls to WIMX... WMSP-F sold to Barnstable for \$4,000,000 (Americom)...

HARTFORD

Arbitron Rank/Pop (12+): 40/915,000

MSA Rank/Pop: 43/1,110,000
ADI # 23 (w/New Haven)
Average Person Ratings: 17.2
Market TSL: 22.3 hours

Stations: 20/15
Diaries: 1135/806:1/43.9%
Sample Target: 1170
% Below Line: 6.7
% Not Listed: 10.5

1987 Revenue: \$33,200,000
HH Inc.: \$41,923
Retail \$: 9.1 Bill
Pop per Station: 61,000
#1 Biller: WTIC \$9,000,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|---------|
| 1. WTIC (MOR) | 300/19.1 | 18.8 | 19.8 | 18.4 | 19.0 | 19.0 | 413/4641 | 3126/34.2 | 35.3 | 35.1 | 69 | 16.7 | 269 | 2593 | WTIC |
| 2. WTIC-F (CHR) | 218/13.9 | 14.6 | 14.8 | 13.7 | 14.1 | 14.3 | 319/4655 | 2870/31.4 | 31.8 | 34.2 | 93 | 15.9 | 257 | 3327 | WTIC-F |
| 3. WRCH-F (EZ) | 185/11.8 | 9.9 | 9.3 | 8.3 | 9.3 | 9.9 | 343/3441 | 1909/20.9 | 20.1 | 20.4 | 61 | 6.8 | 109 | 1411 | WRCH-F |
| 4. WHCN-F (AOR) | 110/ 7.0 | 6.2 | 4.9 | 4.9 | 4.6 | 5.8 | 190/2843 | 1603/17.5 | 15.5 | 16.1 | 137 | 8.7 | 140 | 1753 | WHCN-F |
| 5. WDRC-F (O) | 109/ 6.9 | 7.9 | 8.8 | 5.7 | 7.3 | 7.3 | 206/3436 | 1658/18.1 | 22.0 | 17.1 | 165 | 6.3 | 102 | 1806 | WDRC-F |
| 6. WIOF-F (AC) | 91/ 5.8 | 4.6 | 4.0 | 5.9 | 4.7 | 5.1 | 136/2282 | 1408/15.4 | 12.4 | 15.6 | 150 | 5.2 | 84 | 1067 | WIOF-F |
| 7. WKSS-F (CHR) | 88/ 5.6 | 4.6 | 5.0 | 6.0 | 5.5 | 5.3 | 182/2997 | 1656/18.1 | 16.6 | 18.5 | 88 | 7.3 | 117 | 1372 | WKSS-F |
| 8. WCCC A/F (AOR) | 58/ 3.7 | 5.4 | 4.4 | 5.0 | 5.1 | 4.6 | 89/2061 | 1296/14.2 | 13.5 | 14.7 | 108 | 6.9 | 112 | 1449 | WCCC-AF |
| 9. WRCQ (BB) | 39/ 2.5 | 3.8 | 3.5 | 5.2 | 3.2 | 3.8 | 48/ 793 | 631/ 6.9 | 7.6 | 7.4 | 40 | 2.2 | 35 | 429 | WRCQ |
| 10. WPOP (N/T) | 31/ 2.0 | 2.8 | 2.9 | 3.4 | 3.4 | 2.8 | 35/ 932 | 789/ 8.6 | 9.6 | 10.9 | 110 | 1.6 | 26 | 610 | WPOP |
| WDRC (O) | 31/ 2.0 | 2.5 | 1.8 | 2.6 | 2.0 | 2.2 | 35/ 708 | 590/ 6.4 | 6.5 | 6.0 | 95 | 1.3 | 21 | 464 | WDRC |
| WWYZ-F (AC) | 31/ 2.0 | 1.6 | 2.0 | 2.5 | 1.1 | 2.0 | 46/ 980 | 613/ 6.7 | 6.0 | 5.4 | 185 | .7 | 11 | 262 | WWYZ-F |

12+ FM SHARE (METRO): 69.04% (970 of 1405) (SPG 87: 63.66%)

| 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. WTIC-F >>> 1. WTIC-F >>> 1. WTIC-F >>> 1. WTIC-F >>> 1. WTIC-F >>> 1. WTIC-F >>> 1. WTIC-F >>> 1. WTIC-F >>> 1. WTIC-F >>> | 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> | 3. WRCH-F >>> 3. WRCH-F >>> 3. WRCH-F >>> 3. WRCH-F >>> 3. WRCH-F >>> 3. WRCH-F >>> 3. WRCH-F >>> 3. WRCH-F >>> 3. WRCH-F >>> 3. WRCH-F >>> | 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> | 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> | 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> | 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> | 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> | 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> | 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> | 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> | 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> |

| 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. WTIC-F >>> 1. WTIC-F >>> 1. WTIC-F >>> 1. WTIC-F >>> 1. WTIC-F >>> | 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> 2. WKSS-F >>> | 3. WHCN-F >>> 3. WHCN-F >>> 3. WHCN-F >>> 3. WHCN-F >>> 3. WHCN-F >>> 3. WHCN-F >>> 3. WHCN-F >>> 3. WHCN-F >>> 3. WHCN-F >>> | 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> 4. WCCC-F >>> | 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> 5. WIOF-F >>> | 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> 6. WKSS-F >>> | 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> 7. WHCN-F >>> | 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> 8. WTIC-F >>> | 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> 9. WRCH-F >>> | 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> 10. WIOF-F >>> | 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> 11. WRCQ >>> | 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> 12. WPOP >>> |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|----------|-----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 328 (3) | 328 (3) | 23.3 | 23.4 | WKHT 1230 Manchester 1.1/2.4 |
| AOR/CLASSIC | 1 (1) | 218 (5) | 219 (6) | 15.6 | 14.1 | WKND 1480 Windsor 1.0/2.0 |
| AC/OLDIES/SOFT ROCK | 32 (1) | 232 (3) | 264 (4) | 18.8 | 18.7 | WLVH-F 93.7 Hartford .4/ .9 |
| MOR/VARIETY/FULL | 300 (1) | | 300 (1) | 21.4 | 22.3 | WKCI-F 101.3 Hamden 1.4/6.9 |
| COUNTRY | 17 (1) | | 17 (1) | 1.2 | 1.2 | WPLR-F 99.1 New Haven 1.4/7.7 |
| BLACK/URBAN | 15 (1) | | 15 (1) | 1.1 | 1.9 | WAAF-F 107.3 Worcester .4/1.2 |
| BTFL MUSIC/EZ | | 185 (1) | 185 (1) | 13.2 | 10.4 | WAQY-F 102.1 Springfield 1.4/7.0 |
| NEWS/TALK | 31 (1) | | 31 (1) | 2.2 | 4.2 | |
| NOSTALGIA | 39 (1) | | 39 (1) | 2.8 | 3.6 | |
| RELIGION/GOSPEL | | | | | | |
| SPANISH | | 7 (1) | 7 (1) | 0.5 | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 435 (7) | 970 (13) | 1405 (20) | | | |

RADIO STATIONS

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

HONOLULU

Arbitron Rank/Pop (12+): 55/686,500

Stations: 25/25
Diaries: 1106/621:1/56.9%
Sample Target: 1010
% Below Line: 0
% Not Listed: 5.7

1987 Revenue: \$16,500,000
HH Inc.: \$41,840
Retail \$: 5.5 Bil
Pop per Station: 27,460
#1 Biller: KSSK \$4,000,000

MSA Rank/Pop: 62/837,000
ADI # None
Average Person Ratings: 17.2
Market TSL: 23.3 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KQMQ A/F (CHR) | 169/14.2 | 14.2 | 14.4 | 16.4 | 14.0 | 14.8 | 2448/35.7 | 34.3 | 32.4 | 92 | | | | KQMQ A/F |
| 2. KSSK (MOR) | 148/12.5 | 11.2 | 13.0 | 13.4 | 14.0 | 12.5 | 1580/23.0 | 24.9 | 26.9 | 125 | | | | KSSK |
| 3. KUMU A/F (EZ) | 116/ 9.8 | 10.0 | 12.6 | 10.4 | 10.2 | 10.7 | 1354/19.7 | 21.7 | 17.6 | 106 | | | | KUMU A/F |
| 4. KRTR-F (AC) | 99/ 8.4 | 7.3 | 6.6 | 5.7 | 5.9 | 5.8 | 1200/17.5 | 15.2 | 15.0 | 131 | | | | KRTR-F |
| 5. KMAI-F (CHR) | 98/ 8.3 | 9.0 | 4.9 | 6.6 | 8.0 | 7.2 | 1353/19.7 | 15.4 | 21.5 | 54 | | | | KMAI-F |
| 6. KPOI-F (AOR) | 76/ 6.4 | 6.3 | 8.7 | 7.5 | 6.6 | 7.2 | 1017/14.8 | 15.4 | 15.2 | 88 | | | | KPOI-F |
| 7. KIKI (O) | 73/ 6.2 | 5.8 | 5.2 | 4.7 | 6.3 | 5.5 | 1009/14.7 | 11.8 | 13.8 | 148 | | | | KIKI |
| 8. KXPW-F (AC) | 59/ 5.0 | 6.3 | 9.5 | 9.8 | 7.8 | 7.7 | 1158/16.9 | 20.0 | 23.0 | 86 | | | | KXPW-F |
| 9. KHVH (N/T) | 48/ 4.1 | 4.0 | 3.8 | 4.0 | 3.9 | 4.0 | 792/11.5 | 12.5 | 11.5 | 73 | | | | KHVH |
| 10. KCCN (ETH) | 46/ 3.9 | 5.5 | 4.4 | 4.0 | 4.6 | 4.5 | 668/ 9.7 | 10.2 | 10.3 | 100 | | | | KCCN |
| 11. KGU (T) | 42/ 3.6 | 3.7 | 4.8 | 3.5 | 4.5 | 3.9 | 484/ 7.1 | 10.6 | 10.5 | 69 | | | | KGU |
| 12. KOEO (C) | 32/ 2.7 | 3.1 | 2.2 | 2.0 | 1.9 | 2.5 | 410/ 6.0 | 4.9 | 6.0 | 111 | | | | KOEO |

Honolulu's Metro and TSA are the same.

12+ FM SHARE (METRO): 53.23% (594 of 1116) (SPG 87: 50.53%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMO | 12+ EVE | OVERNIGHT |
|-------------|--------------|-------------|------------|------------|--------------|-------------|------------|------------|-------------|-----------|
| 1. KMAI-F-> | 1. KQMQ-F+>> | 1. KQMQ-F+> | 1. KSSK | 1. KSSK | 1. KSSK | 1. KSSK | 1. KQMQ-F+ | 1. KQMQ-F+ | 1. KMAI-F | 1. KSSK < |
| 2. KQMQ-F+> | 2. KRTR-F | 2. KSSK | 2. KQMQ-F+ | 2. KQMQ-F+ | 2. KUMU-F+>> | 2. KQMQ-F+> | 2. KUMU-F+ | 2. KSSK | 2. KQMQ-F+> | 2. KHVH < |
| 3. KPOI-F-> | 3. KPOI-F< | 3. KRTR-F | 3. KRTR-F | 3. KRTR-F | 3. KHVH | 3. KUMU-F+ | 3. KRTR-F | 3. KRTR-F | 3. KUMU-F+> | 3. KGU < |
| 4. | 4. KMAI-F | 4. KIKI | 4. KIKI | 4. KUMU-F+ | 4. KIKI | 4. KRTR-F | KSSK | 4. KMAI-F | 4. KPOI-F | 4. KQMQ-F |
| 5. | 5. KXPW-F | 5. KUMU-F+ | 5. KUMU-F+ | 5. KIKI | 5. KQMQ-F+ | 5. KIKI | 5. KIKI | 5. KUMU-F+ | 5. KRTR-F | 5. KIKI |
| | | 6. KPOI-F | | | KRTR-F | | | | 6. KSSK | |

| 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. KQMQ-F+>> | 1. KQMQ-F+>> | 1. KQMQ-F+ | 1. KQMQ-F+> | 1. KSSK | 1. KQMQ-F+> | 1. KQMQ-F+> | 1. KQMQ-F+> | 1. KQMQ-F+> | 1. KSSK |
| 2. KMAI-F | 2. KMAI-F | 2. KRTR-F | 2. KSSK | 2. KQMQ-F+< | 2. KPOI-F | 2. KPOI-F | 2. KPOI-F | 2. KRTR-F | 2. KQMQ-F+ |
| 3. KRTR-F | 3. KRTR-F | 3. KUMU-F+ | 3. KRTR-F< | 3. KUMU-F+ | 3. KRTR-F | 3. KRTR-F> | 3. KRTR-F< | 3. KSSK | 3. KIKI |
| 4. KXPW-F | 4. KXPW-F | 4. KMAI-F< | 4. KUMU-F+ | 4. KRTR-F> | 4. KMAI-F | 4. KIKI | 4. KIKI | 4. KIKI | 4. KRTR-F> |
| 5. KSSK | 5. KSSK | 5. KIKI | 5. KMAI-F | 5. KIKI | 5. | 5. | 5. KSSK | KPOI-F | 5. KPOI-F |
| | KUMU-F+ | KUMU-F+ | | | | | 6. KXPW-F | | KUMU-F+ |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|---------|---------|------|----------|--|
| TOP 40/CHR/CONTEMP | 17 (1) | 250 (2) | 267 (3) | 23.9 | 23.1 | KAIM 870 Honolulu .4/1.7 |
| AOR/CLASSIC | | 76 (1) | 76 (1) | 6.8 | 7.0 | KAIM-F 95.5 Honolulu .6/1.3 |
| AC/OLOIES/SOFT ROCK | 87 (3) | 162 (3) | 249 (5) | 22.3 | 21.0 | KISA 1540 Honolulu .7/1.8 |
| MOR/VARIETY/FULL | 148 (1) | | 148 (1) | 13.3 | 14.7 | KLHT 1040 Honolulu 1.2/2.6 |
| COUNTRY | 32 (1) | | 32 (1) | 2.9 | 2.0 | KLNI 1380 Pearl City .8/2.1 |
| BLACK/URBAN | | | | | | KNØI 1270 Honolulu 1.7/2.2 |
| BTFL MUSIC/EZ | 17 (1) | 99 (1) | 116 (2) | 10.4 | 10.7 | KOHO 1170 Honolulu 1.2/2.6 |
| NEWS/TALK | 90 (2) | | 90 (2) | 8.1 | 8.8 | KWAI 1080 Honolulu .8/1.4 |
| | | | | | | KZOO 1210 Honolulu 1.3/2.3 |
| NOSTALGIA | | | | | 2.1 | |
| RELIGION/GOSPEL | 19 (2) | 7 (1) | 26 (3) | 2.3 | 1.3 | |
| SPANISH CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 112 (6) | | 112 (6) | 10.0 | 9.3 | |

RADIO STATIONS

| | | | |
|------------------------------|--------------|------------------------------|----------------|
| KCCN, 1420, 5 KW | , ETHNIC | \$ 25.00 (Roslin) | Jan Glascock |
| KOEO, 940, 10 KW | , COUNTRY | MBS, \$ 23.00 (---) | Bob Loew |
| KGU, 760, 10 KW | , TALK | CBS,ABC-T, \$ 28.00 (Banner) | Bob Wilson |
| KHVH, 990, 5 KW | , NEWS/TALK | NBC,ABC-I, \$ 40.00 (HNWH) | L. Berger |
| KIKI, 830, 10 KW | , OLOIES | \$ 30.00 (Katz) | Michael Brandt |
| KSSK, 590, 5 KW | , MOR | \$ 95.00 (Eastman) | Earl McDaniel |
| KAIM-F, 95.5, 100 KW @ 421, | RELIGION | \$ 10.00 (---) | Cliff Scott |
| KMAI-F, 93.9, 100 KW @ 421, | CHR | \$ 52.00 (Katz) | Michael Brandt |
| KPOI-F, 97.5, 83 KW @ 46, | AOR | \$ 45.00 (Republic) | Rick Helm |
| KQMQ-F, 93.1, 54 KW @ -119, | CHR | \$ 66.00 (Christal) | Jack Kelly |
| KRTR-F, 96.3, 75 KW @ 2120, | AC | \$ 40.00 (Torbet) | Austin Vali |
| KUMU-F, 94.7, 100 KW @ 500, | BTFL/EZ | \$ 46.00 (Torbet) | John Gregory |
| KXPW-F, 92.3, 100 KW @ 1685, | AC/CONTEMP | \$ 56.00 (Eastman) | Earl McDaniel |
| KHHH-F, 98.5, 100 KW @ 280, | JAZZ/NEW AGE | \$ NA (HNWH) | L. Berger |

HOUSTON

Arbitron Rank/Pop (12+): 10/2,997,900
 MSA Rank/Pop: 8/3,710,000
 ADI # 10
 Average Person Ratings: 17.9
 Market TSL: 23.5 hours

Stations: 31/31
 Diaries: 2081/1441:1/43.8%
 Sample Target: 2030
 % Below Line: 0
 % Not Listed: 8.2

1987 Revenue: \$100,300,000
 HH Inc.: \$36,984
 Retail \$: 26.3 Bil
 Pop per Station: 96,706
 #1 Biller: KIKK A/F \$12,000,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KMJQ-F (B/U) | 473/8.8 | 8.5 | 7.8 | 10.3 | 9.1 | 8.9 | 523/4503 | 4108/13.7 | 12.3 | 15.1 | 89 | 13.2 | 748 | 5672 | KMJQ-F |
| 2. KRBE-F (CHR) | 451/8.4 | 7.9 | 6.4 | 7.2 | 6.6 | 7.5 | 472/6686 | 6102/20.4 | 20.2 | 20.8 | 50 | 10.1 | 575 | 8101 | KRBE-F |
| 3. KIKK-F (C) | 437/8.1 | 6.9 | 8.3 | 7.3 | 8.0 | 7.7 | 463/5857 | 5188/17.3 | 16.4 | 18.7 | 101 | 7.9 | 450 | 5061 | KIKK-F |
| 4. KILT-F (C) | 362/6.7 | 6.0 | 5.9 | 6.0 | 7.3 | 6.2 | 415/5486 | 4812/16.1 | 14.1 | 16.3 | 116 | 6.2 | 352 | 4087 | KILT-F |
| KKBQ A/F (CHR) | 362/6.7 | 7.6 | 6.5 | 7.5 | 7.1 | 7.1 | 382/6322 | 5838/19.5 | 19.2 | 19.2 | 72 | 9.6 | 544 | 7708 | KKBQ A/F |
| 6. KTRH (N/T) | 332/6.2 | 5.4 | 4.9 | 6.9 | 6.8 | 5.9 | 377/5589 | 4878/16.3 | 13.7 | 17.2 | 77 | 4.3 | 247 | 4211 | KTRH |
| 7. KLLOL-F (AOR) | 318/5.9 | 5.6 | 6.2 | 5.6 | 4.3 | 5.8 | 348/4464 | 4048/13.5 | 13.3 | 12.2 | 97 | 6.4 | 363 | 3357 | KLLOL-F |
| 8. KODA-F (EZ) | 277/5.2 | 5.2 | 5.7 | 5.5 | 5.4 | 5.4 | 300/3947 | 3567/11.9 | 13.3 | 12.5 | 92 | 3.8 | 215 | 2498 | KODA-F |
| 9. KFMK-F (AC) | 205/3.8 | 4.2 | 4.9 | 4.9 | 5.2 | 4.5 | 216/2973 | 2743/ 9.1 | 11.4 | 11.6 | 158 | 3.7 | 210 | 2558 | KFMK-F |
| 10. KZFX-F (AOR) | 201/3.7 | 3.7 | 4.8 | 3.8 | 4.0 | 4.0 | 206/3065 | 2935/ 9.8 | 9.8 | 9.4 | 130 | 4.8 | 272 | 3207 | KZFX-F |
| 11. KLDE-F (O) | 185/3.4 | 2.2 | 1.8 | 2.7 | 2.5 | 2.5 | 194/2788 | 2630/ 8.8 | 5.9 | 7.0 | 144 | 1.6 | 89 | 1854 | KLDE-F |
| 12. KQUE-F (BB) | 184/3.4 | 3.2 | 4.2 | 3.9 | 4.0 | 3.7 | 192/2079 | 1985/ 6.6 | 7.4 | 7.5 | 62 | 2.5 | 144 | 1797 | KQUE-F |
| 13. KLTR-F (AC) | 180/3.3 | 4.5 | 2.8 | 2.5 | 2.8 | 3.3 | 183/3217 | 3134/10.5 | 9.7 | 11.8 | 142 | 3.5 | 200 | 3040 | KLTR-F |
| 14. KKHT-F (AC) | 152/2.8 | 3.2 | 4.2 | 2.6 | 2.0 | 3.2 | 153/2165 | 2129/ 7.1 | 9.5 | 9.0 | 132 | 1.7 | 96 | 2219 | KKHT-F |
| 15. KPRC (T) | 128/2.4 | 3.1 | 3.1 | 2.2 | 2.9 | 2.7 | 138/2557 | 2374/ 7.9 | 9.4 | 8.1 | 83 | 1.7 | 98 | 1958 | KPRC |
| 16. KLAT (SP) | 115/2.1 | 1.9 | 3.1 | .8 | 1.1 | 2.0 | 115/ 964 | 964/ 3.2 | 3.7 | 2.5 | 143 | 1.1 | 60 | 828 | KLAT |
| 17. KYST (SP) | 68/1.3 | .5 | .9 | .5 | .4 | 0.8 | 69/ 550 | 538/ 1.8 | 1.5 | 1.0 | 154 | 1.2 | 71 | 553 | KYST |
| 18. KQQK-F (SP) | 66/1.2 | 1.0 | .8 | .8 | .6 | 1.0 | 69/1026 | 1001/ 3.3 | 3.5 | 3.3 | 83 | .7 | 39 | 948 | KQQK-F |
| 19. KXYZ (SP) | 60/1.1 | 1.7 | 1.0 | 1.7 | 1.0 | 1.4 | 60/ 637 | 537/ 2.1 | 2.7 | 2.1 | 136 | .4 | 24 | 473 | KXYZ |
| 20. KCOH (S) | 54/1.0 | 1.1 | 1.4 | 1.2 | 1.8 | 1.2 | 54/ 627 | 627/ 2.1 | 3.2 | 3.6 | 120 | 1.5 | 84 | 739 | KCOH |

12+ FM SHARE (METRO): 79.83% (3942 of 4938) (SPG 87: 77.41%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|
| 1. KRBE-F > | 1. KMJQ-F | 1. KMJQ-F | 1. KMJQ-F < | 1. KIKK-F | 1. KIKK-F < | 1. KIKK-F | 1. KIKK-F | 1. KRBE-F | 1. KMJQ-F > | 1. KMJQ-F > |
| 2. KKBQ-F > | 2. KLLOL-F | 2. KLLOL-F | 2. KIKK-F | 2. KILT-F | 2. KTRH | 2. KTRH < | 2. KRBE-F | 2. KIKK-F | 2. KRBE-F | 2. KTRH |
| 3. KMJQ-F > | 3. KRBE-F | 3. KRBE-F | 3. KILT-F | 3. KMJQ-F | 3. KODA-F < | 3. KILT-F | 3. KODA-F < | 3. KILT-F | 3. KTRH > | 3. KILT-F |
| 4. | 4. KKBQ-F > | 4. KIKK-F | 4. KFMK-F < | 4. KFMK-F | 4. KILT-F | 4. KKBQ-F > | 4. KILT-F | 4. KMJQ-F | 4. KKBQ-F > | 4. KIKK-F |
| 5. | 5. KZFX-F | 5. KILT-F | 5. KLLOL-F | 5. KLLOL-F | 5. KQUE-F | 5. KMJQ-F < | 5. KKBQ-F > | 5. KKBQ-F > | 5. KIKK-F | 5. KODA-F |
| 6. | 6. KIKK-F < | 6. KKBQ-F > | 6. KZFX-F | 6. KLDE-F < | 6. KFMK-F | 6. KLLOL-F | 6. KLLOL-F | 6. KLLOL-F | 6. KLLOL-F > | 6. KRBE-F |
| 7. | 7. KILT-F | 7. KFMK-F | 7. KKBQ-F > | 7. KKBQ-F > | 7. KLDE-F | 7. KRBE-F | 7. KMJQ-F | 7. KODA-F | 7. KILT-F | 7. KLLOL-F |
| 8. | 8. KLTR-F | 8. KZFX-F | 8. KLDE-F | 8. KODA-F | 8. KPRC | 8. KFMK-F | 8. KFMK-F | 8. KZFX | 8. KODA-F | 8. KPRC |
| 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. KRBE-F | 1. KMJQ-F | 1. KMJQ-F > | 1. KMJQ-F | 1. KMJQ-F < | 1. KRBE-F | 1. KLLOL-F > | 1. KLLOL-F > | 1. KLLOL-F > | 1. KLLOL-F |
| 2. KMJQ-F | 2. KRBE-F < | 2. KKBQ-F > | 2. KRBE-F | 2. KIKK-F | 2. KLLOL-F | 2. KRBE-F | 2. KZFX-F | 2. KMJQ-F | 2. KIKK-F < |
| 3. KKBQ-F > | 3. KKBQ-F > | 3. KLTR-F | 3. KIKK-F | 3. KILT-F > | 3. KMJQ-F | 3. KMJQ-F | 3. KMJQ-F | 3. KRBE-F | 3. KILT-F < |
| 4. KLLOL-F | 4. KLLOL-F | 4. KRBE-F | 4. KKBQ-F > | 4. KFMK-F | 4. KKBQ-F > | 4. KKBQ-F > | 4. KIKK-F | 4. KILT-F < | 4. KZFX-F < |
| 5. KZFX-F | 5. KLTR-F | 5. KKHT-F | 5. KILT-F | 5. KLTR-F < | 5. KILT-F | 5. KZFX-F | 5. KKBQ-F > | 5. KIKK-F < | 5. KTRH |
| 6. KILT-F < | 6. KKHT-F | 6. KIKK-F | 6. KLDE-F | 6. KLDE-F | 6. KIKK-F | 6. KIKK-F | 6. KTRH | 6. KZFX | 6. KFMK-F |
| 7. KIKK-F | 7. KILT-F | 7. KILT-F | 7. KLTR-F | 7. KODA-F | 7. | 7. KILT-F | 7. KILT-F | 7. KKBQ-F > | 7. KMJQ-F |
| 8. KLDE-F | 8. KZFX-F | 8. KLLOL-F < | 8. KFMK-F | 8. KKBQ-F > | 8. | 8. KTRH | 8. KFMK-F | 8. KTRH | 8. |
| 9. | 9. KIKK-F | 9. KFMK-F | 9. | 9. KKHT-F | 9. | 9. | 9. | 9. KFMK-F | 9. |
| 10. | 10. | 10. KZFX-F | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| FORMATS | | | | | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|------|--------|--------|--|-----------|---------|--|
| | AM | FM | TOTAL | % | % | | | | | |
| TOP 40/CHR/CONTEMP | 8 (1) | 806 (2) | 814 (3) | 16.5 | 17.2 | KEYH | 850 | Houston | .8/1.8 | |
| AOR/CLASSIC | 21 (1) | 519 (2) | 540 (3) | 10.9 | 9.1 | KFRO | 980 | Rosenburg | .6/1.1 | |
| AC/OLDS/SOFT ROCK | 16 (1) | 722 (4) | 738 (5) | 14.9 | 12.4 | KHCB-F | 105.7 | Houston | 1.0/2.9 | |
| MOR/VARIETY/FULL | | | | | | KIKK | 650 | Pasadena | .5/1.3 | |
| COUNTRY | 71 (2) | 799 (2) | 870 (4) | 17.6 | 18.9 | KILT | 610 | Houston | .8/2.8 | |
| BLACK/URBAN | 100 (2) | 473 (1) | 573 (3) | 11.6 | 13.9 | KJJJ-F | 106.9 | Conroe | .5/1.6 | |
| BTFL MUSIC/EZ | | 277 (1) | 277 (1) | 5.6 | 5.9 | KKZR | 1070 | Houston | .4/1.0 | |
| NEWS/TALK | 460 (2) | | 460 (2) | 9.3 | 10.5 | KNUZ | 1230 | Houston | .3/1.6 | |
| NOSTALGIA | | 184 (1) | 184 (1) | 3.7 | 4.4 | KRTS-F | 92.1 | Seabrook | .3/1.6 | |
| RELIGION/GOSPEL | | 79 (2) | 79 (2) | 1.6 | 1.9 | KYOK | 1590 | Houston | .9/2.5 | |
| SPANISH | 287 (4) | 66 (1) | 353 (5) | 7.1 | 4.8 | | | | | |
| CLASSICAL | | 17 (1) | 17 (1) | 0.3 | 0.5 | | | | | |
| JAZZ/NEW AGE | | | | | | | | | | |
| UNKNOWN/OTHERS | 33 (1) | | 33 (1) | 0.7 | 0.4 | | | | | |
| 996 (14) 3942 (17) 4938 (31) | | | | | | | | | | |

RAOIO STATIONS

AM STATIONS

| | | | | |
|-------------------------------|-------------|--------------------|--------------|------------------------------|
| KCOH, 1430, 1 KW (DAYS) | , BLACK | SBN,NBN,\$ 57.00 | (Roslin) | Mike Petrizzo |
| KEYH, 850, 10 KW (DAYS,DA) | , HISPANIC | \$ 47.00 | (Caballero) | Oave Armstrong |
| KIKK, 650, 250 W (DAYS) | , COUNTRY | \$ 43.00 | (Torbet) | Craig Magee |
| KILT, 610, 5 KW (DA-2) | , COUNTRY | \$ 40.00 | (Banner) | Dickie Rosenfeld |
| KKBQ, 790, 5 KW (DA-2) | , CHR | ABC-F,\$ NA | (Mc-Guild) | Al Brady Law |
| KKZR, 1070, 10 KW/5 KW (DA-2) | , AOR | SMN,\$ 35.00 | (Katz) | Susquehanna Sandy Gamblin |
| KLAT, 1010, 5 KW (DA-2) | , HISPANIC | \$ 80.00 | (Katz Hisp.) | Tichenor Ricardo Castillo |
| KLVL, 1480, 1 KW/500 W (DA-N) | , HISPANIC | \$ 30.00 | (---) | Felix Morales |
| KNUZ, 1230, 1 KW | , OLOIES | ABC-D,\$ 39.00 | (Eastman) | Larry Swikard |
| KPRC, 950, 5 KW (DA-N) | , NEWS/TALK | CBS,\$110.00 | (Eastman) | Harry Schultz |
| KTRH, 740, 50 KW (DA-1) | , NEWS | MBS,ABC-I,\$164.00 | (CBS) | Rusk Hugo Candelago |
| KXYZ, 1320, 5 KW (DA-N) | , HISPANIC | \$ 70.00 | (Caballero) | Infinity Oon Rosette |
| KYOK, 1590, 5 KW (DA-N) | , BLACK | SMN,ABC-C,\$ 57.00 | (---) | |

FM STATIONS

| | | | | | |
|--|--|-----------------|------------|--------------|-------------------|
| KFMK, 97.9, 100 KW @ 2010, AC | | \$,190.00 | (MMR) | Cook Inlet | Jim Bell |
| KIKK, 95.7, 100 KW @ 1920, COUNTRY | | \$,210.00 | (Torbet) | Viacom | Craig Magee |
| KILT, 100.3, 100 KW @ 1920, COUNTRY | | \$,175.00 | (Banner) | Legacy | Oickie Rosenfeld |
| KKBQ, 92.9, 100 KW @ 1920, CHR | | ABC-F,\$195.00 | (Mc-Guild) | Gannett | Al Brady Law |
| KKHT, 96.5, 100 KW @ 2000, AC | | ABC-R,\$150.00 | (Republic) | Malrite | Chuck Bortnick |
| KLOE, 94.5, 100 KW @ 1970, OLOIES | | Trans,\$100.00 | (Durpetti) | Entercom | Steve Shepard |
| KLOL, 101.1, 97 KW @ 1949, AOR | | Source,\$170.00 | (CBS) | Rusk | |
| KLTR, 93.7, 100 KW @ 1779, AC | | CBS-R,\$165.00 | (CBS) | CBS | Miles Sexton |
| KMJQ, 102.1, 100 KW @ 1720, URBAN/BLACK | | \$,202.00 | (Christal) | Noble | Barry Orake |
| KODA, 99.1, 100 KW @ 1920, BTFL/EZ | | \$,181.00 | (Group W) | Westinghouse | Ousty Black |
| KQUE, 102.9, 100 KW @ 1049, NOSTALGIA | | ABC-E,\$120.00 | (Eastman) | | Ken Grant |
| KRBE, 104.1, 100 KW @ 1920, CHR | | \$,190.00 | (Katz) | Susquehanna | Sandy Gamblin |
| KRTS, 92.1, 3 KW @ 300, CLASSICAL | | \$ 69.00 | (CMBS) | (SEABROOK) | Steve Aechternach |
| KZFX, 107.5, 100 KW @ 2000, CLASSIC ROCK | | \$,145.00 | (Republic) | Shamrock | John Orew |
| KQQK, 106.5, 100 KW @ 750, HISPANIC | | \$ 60.00 | (MMR) | (GALVESTON) | J. Blackburn |

CALL LETTER CHANGES

KRBE-AM: Changes to KKZR (April)
KJYY-F: Changes to KLDE (April)

FORMAT CHANGES

KKZR: From CHR to AOR
KLOE-F: From Soft AC to Oldies

STATION SALES

KMJQ-F: From Keymarket to Noble for \$65,000,000 (Blackburn)

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 129/276,800

MSA Rank/Pop: 140/338,000

Average Person Ratings: 15.6

Market TSL: 21.3 hours

Stations: 15/12
Diaries: 697/397:1/58.2%
Sample Target: 680
% Below Line: 7.9
% Not Listed: 9.3

1987 Revenue: \$6,100,000
HH Inc.: \$25,239
Retail \$: 1.97 Bil
Pop per Station: 23,067
#1 Biller: WTCR A/F \$1,800,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WTCR A/F (C) | 137/31.7 | 33.1 | 25.8 | 28.3 | 31.0 | ---- | 159/1686 | 1232/44.5 | 39.3 | 35.9 | 115 | 23.8 | 101 | 1118 | WTCR A/F |
| 2. WKEE-F (CHR) | 117/27.1 | 22.7 | 27.5 | 21.1 | 17.7 | ---- | 162/1882 | 1209/43.7 | 38.7 | 40.7 | 82 | 29.9 | 127 | 1184 | WKEE-F |
| 3. WAMX-F (AC) | 28/ 6.5 | 8.8 | 9.1 | 10.6 | 11.9 | ---- | 51/ 993 | 615/22.2 | 18.2 | 18.7 | 118 | 8.9 | 38 | 546 | WAMX-F |
| 4. WKLC-F (AOR) | 23/ 5.3 | 7.0 | 6.7 | 2.9 | 4.4 | ---- | 49/ 744 | 347/12.5 | 12.8 | 9.5 | 89 | 6.6 | 28 | 376 | WKLC-F |
| 5. WAEZ-F (EZ) | 17/ 3.9 | 1.3 | 4.0 | 2.2 | 3.6 | ---- | 18/ 191 | 151/ 5.5 | 3.4 | 4.5 | 100 | .9 | 4 | 73 | WAEZ-F |
| 6. WEMM-F (R/G) | 15/ 3.5 | 4.5 | 4.0 | 4.3 | 4.9 | ---- | 33/ 461 | 252/ 9.1 | 10.4 | 9.8 | 74 | 3.8 | 16 | 309 | WEMM-F |
| 7. WAMX (O) | 12/ 2.8 | 1.9 | 3.0 | 4.5 | 5.3 | ---- | 12/ 187 | 181/ 6.5 | 6.4 | 11.3 | 107 | 2.6 | 11 | 112 | WAMX |
| 8. WKEE (O) | 11/ 2.5 | 2.7 | 4.4 | 3.4 | 3.9 | ---- | 13/ 247 | 210/ 7.6 | 7.5 | 10.4 | 104 | 1.2 | 5 | 109 | WKEE |
| 9. WGOH (C) | 10/ 2.3 | 1.6 | 1.2 | 1.3 | 1.0 | ---- | 10/ 103 | 75/ 2.7 | 2.3 | 3.9 | 74 | 1.9 | 8 | 86 | WGOH |
| 10. WPAY-F (CHR) | 9/ 2.1 | 2.1 | 3.3 | 2.2 | 2.2 | ---- | 37/ 648 | 224/ 8.1 | 6.8 | 8.7 | 100 | 2.6 | 11 | 242 | WPAY-F |
| 11. | | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 86.99% (341 of 392) (SPG 87: 84.75%)

| 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-F< 1. | WTCR-F>>1. | WTCR-F>>1. | WTCR-F>>1. | WTCR-F | 1. WTCR-F | 1. WTCR-F< 1. | WKEE-F> 1. | WKEE-F< |
| 2. WTCR-AF | 2. WKEE-F>>2. | WKEE-F>>2. | WKEE-F>>2. | WKEE-F>>2. | WKEE-F> | 2. WKEE-F>>2. | WKEE-F>>2. | WKEE-F>>2. | WTCR-F>>2. | WTCR-F> |
| 3. WKLC-F | 3. WAMX-F | 3. WAMX-F | 3. WAMX-F | 3. WAMX-F | 3. | 3. | 3. WAMX-F | 3. WAMX-F | 3. WKLC-F | 3. WEMM-F> |
| 4. WAMX-F | 4. WKLC-F | 4. | 4. | 4. | 4. | 4. | 4. | 4. | 4. WEMM-F | 4. WAMX-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. WPAY-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. WKEE-F>>1. | WKEE-F>>1. | WKEE-F> 1. | WKEE-F | 1. WTCR-F | 1. WKEE-F>>1. | WKEE-F> 1. | WTCR-AF | 1. WTCR-AF | 1. WTCR-AF>> |
| 2. WTCR-AF>>2. | WTCR-AF>>2. | WTCR-AF>>2. | WTCR-AF>>2. | WKEE-F>> | 2. WTCR-AF | 2. WTCR-AF>>2. | WKEE-F | 2. WKEE-F>>2. | WKEE-F>> |
| 3. WAMX-F | 3. WAMX-F | 3. WAMX-F | 3. WAMX-F | 3. | 3. WKLC-F | 3. WKLC-F>>3. | WKLC-F> | 3. WKLC-F> | 3. WKLC-F |
| 4. | 4. | 4. | 4. | 4. | 4. | 4. WAMX-F | 4. WAMX-F | 4. WAMX-F | 4. WAMX-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|--------|---------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 117 (1) | 117 (1) | 29.8 | 30.0 |
| AOR/CLASSIC | | 23 (1) | 23 (1) | 5.9 | 13.8 |
| AC/OLDIES/SOFT ROCK | 25 (3) | 28 (1) | 53 (4) | 13.5 | 4.8 |
| MOR/VARIETY/FULL | 2 (1) | 4 (1) | 6 (2) | 1.5 | 5.3 |
| COUNTRY | 24 (2) | 132 (2) | 156 (4) | 39.8 | 33.0 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 22 (2) | 22 (2) | 5.6 | 4.3 |
| NEWS/TALK | | | | | |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | | 15 (1) | 15 (1) | 3.8 | 9.0 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 51 (6) | 341 (9) | 392 (15) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| STATION | SHARE | CUME RATING |
|---------|-------|-------------------|
| WIRO | 1230 | Ironton .5/2.5 |
| WLGC-F | 105.5 | Greenup .9/3.5 |
| WMLV-F | 107.1 | Ironton 1.2/3.1 |
| WLW | 700 | Cincinnati .5/2.4 |

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 (Mid-America) | | (PORTSMOUTH, OH) Zeke Mullins |
| WMLV-F, 107.1, 3 KW @ 275, BTFL | MBS, \$ 14.00 (Regional) | | (IRONTON, OH) Ken Auble |

HUNTSVILLE

Arbitron Rank/Pop (12+): 115/311,700

Stations: 19/15
Diaries: 816/382:1/60.9%
Sample Target: 690
% Below Line: 10.0
% Not Listed: 7.1

1987 Revenue: \$8,000,000
HH Inc.: \$34,396
Retail \$: 1.95 Bil
Pop per Station: 20,780
#1 Biller: WZYP-F \$1,800,000

MSA Rank/Pop: 134/226,900
ADI # 101
Average Person Ratings: 15.4
Market TSL: 21.0 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WZYP-F (CHR) | 104/21.7 | --- | 20.7 | --- | 23.0 | ---- | 137/1780 | 1149/36.9 | --- | 37.3 | 79 | | | WZYP-F |
| 2. WDRM-F (C) | 81/16.9 | --- | 15.2 | --- | 3.1 | ---- | 128/1402 | 811/26.0 | --- | 24.2 | 121 | | | WDRM-F |
| 3. WRSA-F (EZ) | 42/ 8.8 | --- | 10.1 | --- | 8.7 | ---- | 69/ 929 | 588/18.9 | --- | 18.1 | 83 | | | WRSA-F |
| 4. WENN-F (B) | 39/ 8.1 | --- | 5.9 | --- | 1.0 | ---- | 43/ 410 | 325/10.4 | --- | 9.1 | 114 | | | WENN-F |
| 5. WBHP (C) | 36/ 7.5 | --- | 9.0 | --- | 20.6 | ---- | 36/ 465 | 434/13.9 | --- | 17.9 | 117 | | | WBHP |
| 6. WTAK (AOR) | 32/ 6.7 | --- | 1.5 | --- | 6.6 | ---- | 35/ 300 | 254/ 8.1 | --- | 4.5 | 88 | | | WTAK |
| 7. WAHR-F (AC) | 25/ 5.2 | --- | 7.3 | --- | 8.0 | ---- | 35/ 534 | 387/12.4 | --- | 15.1 | 127 | | | WAHR-F |
| 8. WEUP (B) | 19/ 4.0 | --- | 3.3 | --- | 9.1 | ---- | 19/ 267 | 264/ 8.5 | --- | 8.2 | 93 | | | WEUP |
| 9. WDKT (C) | 18/ 3.8 | --- | 3.1 | --- | 1.0 | ---- | 18/ 255 | 255/ 8.2 | --- | 5.9 | 58 | | | WDKT |
| 10. WNDA-F (R/G) | 10/ 2.1 | --- | 2.6 | --- | 2.1 | ---- | 10/ 140 | 116/ 3.7 | --- | 6.7 | 157 | | | WNDA-F |

12+ FM SHARE (METRO): 69.51% (310 of 446) (SPG 87: 70.91%)

| 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. WORM-F< | 1. WDRM-F | 1. WDRM-F> | 1. WZYP-F | 1. WDRM-F | 1. WZYP-F> | 1. WZYP-F | 1. WORM-F>> |
| 2. | 2. WTAK | 2. WDRM-F> | 2. WZYP-F> | 2. WZYP-F> | 2. WRSA-F | 2. WORM-F> | 2. WZYP-F> | 2. WDRM-F> | 2. WENN-F< | 2. WENN-F |
| 3. | 3. WENN-F | 3. WENN-F | 3. WENN-F | 3. WENN-F | 3. WBHP | 3. WBHP | 3. WRSA-F | 3. WRSA-F | 3. WDRM-F> | 3. WEUP < |
| 4. | 4. WDRM-F | 4. WTAK | 4. WBHP | 4. WBHP | 4. WZYP-F | 4. WRSA-F | 4. WBHP | 4. WTAK | 4. WRSA-F | 4. WZYP-F |
| 5. | 5. | 5. | 5. WAHR-F | 5. WRSA-F | 5. | 5. | 5. WAHR-F | 5. WBHP | 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. WZYP-F>>>1. | WZYP-F>>>1. | WZYP-F | 1. WZYP-F | 1. WDRM-F | 1. WZYP-F> | 1. WZYP-F> | 1. WZYP-F< | 1. WZYP-F> | 1. WDRM-F |
| 2. WDKT | 2. WENN-F> | 2. WENN-F> | 2. WORM-F> | 2. WZYP-F> | 2. WTAK > | 2. WTAK > | 2. WTAK > | 2. WDRM-F | 2. WZYP-F> |
| 3. WTAK | 3. WDRM-F | 3. WDRM-F | 3. WENN-F> | 3. WENN-F | 3. WDKT | 3. WDRM-F> | 3. WDRM-F> | 3. WTAK > | 3. WBHP |
| 4. WDRM-F | 4. WAHR-F | 4. WAHR-F | 4. WAHR-F | 4. WRSA-F | 4. WDRM-F | 4. | 4. | 4. WENN-F | 4. WTAK |
| 5. WENN-F | 5. WDKT | 5. | 5. WBHP | 5. WAHR-F | 5. WENN-F | 5. | 5. | 5. WBHP | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|----------|---------|----------|------|----------|
| TOP 40/CHR/CONTEMP | | 106 (2) | 106 (2) | 23.8 | 24.5 |
| AOR/CLASSIC | 32 (1) | | 32 (1) | 7.2 | |
| AC/OLDIES/SOFT ROCK | 8 (2) | 30 (2) | 38 (4) | 8.5 | 9.9 |
| MOR/VARIETY/FULL | | | | | |
| COUNTRY | 63 (3) | 83 (2) | 146 (5) | 32.7 | 33.2 |
| BLACK/URBAN | 19 (1) | 39 (1) | 58 (2) | 13.0 | 11.8 |
| BTFL MUSIC/EZ | | 42 (1) | 42 (1) | 9.4 | 11.1 |
| NEWS/TALK | | | | | |
| NOSTALGIA | 7 (1) | | 7 (1) | 1.6 | 2.2 |
| RELIGION/GOSPEL | 5 (1) | 10 (1) | 15 (2) | 3.4 | 4.1 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | 2 (1) | | 2 (1) | 0.4 | 3.4 |
| | 136 (10) | 310 (9) | 446 (19) | | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--|-------|-------------|---------|
| WAAY | 1550 | Huntsville | .6/3.6 |
| WAJF | 1490 | Decatur | 1.0/2.5 |
| WFIX | 1450 | Huntsville | 1.5/3.9 |
| WHOS | 800 | Decatur | 1.0/2.9 |
| WIXC | 1140 | Hazel Green | .4/1.2 |
| WJMW | 770 | Athens | 1.9/5.6 |
| WAPI-F | 94.5 | Birmingham | .4/4.1 |
| WQLT-F | 107.3 | Florence | 1.0/6.2 |
| WQSB-F | 105.1 | Albertville | .4/1.8 |

MISCELLANEOUS COMMENTS WEUP sold for \$855,000...
WFIX sold to Dave Smith for \$250,000... Impressive performance by WTAK-AM...

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 | (---) | (OECATUR) | Paul Nielson |

WENN - See Birmingham

INDIANAPOLIS

Arbitron Rank/Pop (12+): 36/1,001,900

Stations: 19/18
Diaries: 1698/590:1/49.9%
Sample Target: 1500
% Below Line: 0.9
% Not Listed: 6.0

1987 Revenue: \$43,800,000
HH Inc.: \$34,011
Retail \$: 9.1 Bill
Pop per Station: 55,661
#1 Biller: WIBC \$9,200,000

MSA Rank/Pop: 40/1,230,000

ADI # 24

Average Person Ratings: 16.3

Market TSL: 21.8 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WFBQ-F (AOR) | 243/14.9 | 12.8 | 13.7 | 16.5 | 16.3 | 14.5 | 479/5105 | 2515/25.1 | 25.4 | 27.6 | 108 | 21.3 | 407 | 3510 | WFBQ-F |
| 2. WIBC (MOR) | 214/13.1 | 14.7 | 13.1 | 13.0 | 14.6 | 13.5 | 231/2876 | 2484/24.8 | 26.7 | 26.1 | 77 | 10.1 | 192 | 1948 | WIBC |
| 3. WZPL-F (CHR) | 199/12.2 | 9.5 | 10.0 | 8.0 | 6.9 | 9.9 | 259/3632 | 2476/24.7 | 21.7 | 21.7 | 73 | 11.1 | 211 | 2338 | WZPL-F |
| 4. WFMS-F (C) | 169/10.3 | 11.3 | 13.7 | 11.9 | 10.8 | 11.8 | 243/2978 | 1970/19.7 | 21.0 | 22.1 | 104 | 13.9 | 266 | 2187 | WFMS-F |
| 5. WXTZ-F (EZ) | 141/ 8.6 | 7.0 | 8.0 | 8.0 | 9.2 | 7.9 | 172/2148 | 1494/14.9 | 15.4 | 17.9 | 69 | 6.7 | 128 | 1346 | WXTZ-F |
| 6. WENS-F (AC) | 138/ 8.4 | 8.6 | 6.7 | 7.4 | 7.5 | 7.8 | 161/2346 | 1837/18.3 | 18.0 | 19.5 | 120 | 5.5 | 104 | 1902 | WENS-F |
| 7. WTLC-F (B) | 126/ 7.7 | 8.0 | 8.2 | 8.7 | 9.2 | 8.2 | 135/1455 | 1230/12.3 | 13.7 | 12.9 | 95 | 12.8 | 245 | 1854 | WTLC-F |
| 8. WTPI-F (AC) | 72/ 4.4 | 4.3 | 4.0 | 4.4 | 3.5 | 4.3 | 83/1232 | 984/ 9.8 | 10.4 | 9.9 | 168 | 2.5 | 47 | 712 | WTPI-F |
| 9. WKLR-F (O) | 71/ 4.3 | 5.0 | 5.2 | 4.1 | 4.1 | 4.7 | 118/1997 | 1360/13.6 | 13.7 | 15.7 | 160 | 5.9 | 112 | 1707 | WKLR-F |
| 10. WTUX (BB) | 39/ 2.4 | 3.6 | 3.3 | 3.3 | 4.0 | 3.2 | 42/ 628 | 506/ 5.1 | 6.6 | 5.9 | 46 | 1.0 | 20 | 460 | WTUX |
| 11. WIRE (C) | 30/ 1.8 | 2.2 | 2.2 | 2.4 | 1.9 | 2.2 | 36/ 590 | 488/ 4.9 | 8.9 | 6.7 | 100 | 0.8 | 15 | 407 | WIRE |
| 12. WNDE (O) | 25/ 1.5 | 1.1 | 1.4 | 1.5 | 1.7 | 1.4 | 35/ 677 | 478/ 4.8 | 4.8 | 6.0 | 173 | 0.7 | 13 | 230 | WNDE |

12+ FM SHARE (METRO): 76.66% (1179 of 1538) (SPG 87: 73.99%)

| TEENS | 18-34 | 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. WIBC > 1. WFBQ-F 1. WFBQ-F> 1. WFBQ-F 1. WZPL-F> 1. WIBC > | 2. WFBQ-F 2. WENS-F 2. WFMS-F 2. WFMS-F 2. WFMS-F 2. WXTZ-F> 2. WIBC > 2. WENS-F 2. WZPL-F 2. WIBC 2. WFMS-F | 3. WZPL-F 3. WENS-F< 3. WENS-F< 3. WENS-F 3. WENS-F 3. WFMS-F> 3. WFMS-F 3. WFMS-F 3. WTLC-F 3. WTLC-F 3. WTLC-F | 4. WENS-F 4. WZPL-F 4. WZPL-F 4. WZPL-F 4. WZPL-F 4. WZPL-F 4. WZPL-F 4. WZPL-F 4. WZPL-F 4. WZPL-F 4. WZPL-F | 5. 5. WTLC-F> 5. WTLC-F 5. WIBC 5. WZPL-F 5. WZPL-F 5. WZPL-F 5. WZPL-F 5. WZPL-F 5. WZPL-F 5. WZPL-F | 6. WKLR-F 6. WIBC 6. WTPI-F 6. WTPI-F< 6. WTLC-F 6. WTLC-F 6. WTLC-F 6. WTLC-F 6. WTLC-F 6. WTLC-F | 7. WTPI-F 7. WKLR-F 7. WKLR-F 7. WTLC-F 7. WTLC-F 7. WENS-F 7. WTPI-F 7. WTLC-F 7. WTLC-F | 8. WTPI-F 8. WTPI-F 8. WTLC-F 8. WKLR-F 8. WKLR-F 8. WKLR-F 8. WKLR-F 8. WKLR-F | 9. WXTZ-F 9. WXTZ-F 9. WXTZ-F 9. WXTZ-F 9. WXTZ-F 9. WXTZ-F 9. WXTZ-F 9. WXTZ-F 9. WXTZ-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. WFBQ-F 1. WFBQ-F 1. WFBQ-F 1. WFBQ-F 1. WENS-F 1. WFBQ-F>>1. WFBQ-F>>1. WFBQ-F>>1. WFBQ-F>>1. WFBQ-F>> | 2. WZPL-F 2. WENS-F> 2. WENS-F 2. WENS-F 2. WFMS-F< 2. WTLC-F 2. WTLC-F 2. WKLR-F 2. WFMS-F 2. WFMS-F | 3. WENS-F 3. WFMS-F 3. WTPI-F< 3. WZPL-F 3. WIBC 3. WFMS-F> 3. WZPL-F 3. WTLC-F< 3. WIBC | 4. WTLC-F< 4. WZPL-F 4. WFMS-F 4. WFMS-F 4. WFMS-F 4. WZPL-F 4. WZPL-F 4. WZPL-F 4. WZPL-F 4. WZPL-F | 5. WFMS-F 5. WTLC-F> 5. WTLC-F< 5. WTLC-F 5. WZPL-F 5. WZPL-F 5. WZPL-F 5. WZPL-F 5. WZPL-F | 6. WTPI-F 6. WZPL-F< 6. WIBC 6. WTPI-F 6. WTLC-F 6. WTLC-F 6. WTLC-F 6. WTLC-F 6. WTLC-F | 7. WKLR-F 7. WKLR-F 7. WTPI-F 7. WTLC-F 7. WTLC-F 7. WENS-F 7. WTPI-F 7. WENS-F 7. WENS-F | 8. WZPL-F 8. WZPL-F 8. WZPL-F 8. WZPL-F 8. WZPL-F 8. WZPL-F 8. WZPL-F 8. WZPL-F 8. WZPL-F | 9. WTLC-F 9. WTLC-F 9. WTLC-F 9. WTLC-F 9. WTLC-F 9. WTLC-F 9. WTLC-F 9. WTLC-F 9. WTLC-F | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|---------|---------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 199 (1) | 199 (1) | 12.9 | 11.7 | WBRI 1500 Indianapolis .7/1.6 |
| AOR/CLASSIC | | 243 (1) | 243 (1) | 15.8 | 17.4 | WCBK-F 102.3 Martinsville .4/1.1 |
| AC/OLDIES/SOFT ROCK | 25 (1) | 288 (4) | 313 (5) | 20.4 | 13.8 | WGRT 810 Indianapolis 1.2/2.0 |
| MOR/VARIETY/FULL | 234 (3) | | 234 (3) | 15.2 | 16.4 | WPZZ-F 95.9 Franklin .4/1.8 |
| COUNTRY | 30 (1) | 175 (2) | 205 (3) | 13.3 | 14.1 | WSVL 1520 Shelbyville .4/1.3 |
| BLACK/URBAN | | 133 (2) | 133 (2) | 8.6 | 9.8 | WTTS-F 92.3 Bloomington .4/3.1 |
| BTFM MUSIC/EZ | | 141 (1) | 141 (1) | 9.2 | 9.8 | WLW 700 Cincinnati .9/2.3 |
| NEWS/TALK | | | | | | |
| NOSTALGIA | 39 (1) | | 39 (1) | 2.5 | 4.3 | |
| RELIGION/GOSPEL | 31 (2) | | 31 (2) | 2.0 | 2.7 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |

MISCELLANEOUS COMMENTS WKLR-F reclassified as Oldies (May)... WIRE, WXTZ-F sold to ML from WIN for \$16,000,000 (E)...

RADIO STATIONS 359 (8) 1179 (11) 1538 (19)

| | | | | |
|-------------------------------------|-------------|--------------------------------|----------------|--------------------|
| WBRI, 1500, 5 KW (DAYS,DA) | , RELIGION | , \$ 17.00 (---) | | Gary Arnold |
| WGRT, 810, 250 W (DAYS) | , GOSPEL | SBN, \$ 19.00 (---) | | Perry Broadnax |
| WIBC, 1070, 50 KW/10 KW (DA-2) | , MOR | NBC,NBC-T, \$140.00 (Durpetti) | Universal | Roy Cooper |
| WIRE, 1430, 5 KW (DA-N) | , COUNTRY | ABC-I, \$ 41.00 (Republic) | Sconnix | Ken Brown |
| WNDE, 1260, 5 KW (DA-N) | , OLDIES | US 2, \$ 34.00 (Katz) | ML Partners | Chris Wheat |
| WNTS, 1590, 5 KW/500 W (DA-2) | , RELIGION | , \$ 20.00 (---) | Great American | Jim Wilson |
| WTUX, 1310, 5 KW/1 KW (DA-2) | , NOSTALGIA | CBS, \$ 45.00 (MMR) | Panache | Russ Dodge |
| WXLW, 950, 5 KW (DAYS,DA) | , RELIGION | , \$ 13.00 (---) | | Ed Sears |
| WENS-F, 97.1, 23 KW @ 739, AC | | , \$107.00 (Christal) | Emmis | Christine Woodward |
| WFBQ-F, 94.7, 52 KW @ 850, AOR | | Source, \$140.00 (Katz) | Great American | Chris Wheat |
| WFMS-F, 95.5, 13 KW @ 1000, COUNTRY | | , \$110.00 (Mc-Guild) | Susquehanna | Nancy Vaeth |
| WKLR-F, 93.1, 13 KW @ 990, OLDIES | | , \$ 60.00 (Durpetti) | Sconnix | Roy Cooper |
| WTLC-F, 105.7, 50 KW @ 445, BLACK | | , \$ 70.00 (MMR) | Panache | Al Hobbs |
| WTPI-F, 107.9, 22 KW @ 885, SOFT AC | | APR,CBS-R, \$ 50.00 (Eastman) | | John Patton |
| WXTZ-F, 103.3, 18 KW @ 860, BTFM/EZ | | , \$ 75.00 (Republic) | ML Partners | Ken Brown |
| WZPL-F, 99.5, 10 KW @ 947, CHR | | APR, \$ 85.00 (HNWH) | Booth | Roger Ingram |
| WXIR-F, 98.3, 3 KW @ 296, RELIGION | | , \$ 15.00 (---) | | Gary Arnold |
| WATI-F, 107.1, 3 KW @ 300, COUNTRY | | , \$ 25.00 (Regional) | Universal | Stephen Ross |
| WTTS-F, 92.3, 37 KW @ 1090, CONTEMP | | , \$ 30.00 (Republic) | Sarkes Tarzian | Geoff Vargo |

JACKSON, MS

Arbitron Rank/Pop (12+): 106/327,400

MSA Rank/Pop: 118/392,300

ADI # 86

Average Person Ratings: 17.0

Market TSL: 22.3 hours

Stations: 18/18

Diaries: 826/396:1/51.8%

Sample Target: 700

% Below Line: 0

% Not Listed: 11.8

1987 Revenue: \$10,700,000

HH Inc.: \$29,741

Retail \$: 2.4 Bil

Pop per Station: 18,189

#1 Biller: WMSI-F \$2,600,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WJMI-F (B) | 99/17.8 | --- | 18.1 | --- | 16.7 | ---- | 194/1876 | 944/28.8 | --- | 27.7 | 99 | 18.2 | | WJMI-F |
| 2. WMSI-F (C) | 79/14.2 | --- | 14.3 | --- | 13.3 | ---- | 200/2230 | 881/26.9 | --- | 25.6 | 125 | 17.9 | | WMSI-F |
| 3. WTYX-F (CHR) | 49/ 8.8 | --- | 9.2 | --- | 11.6 | ---- | 100/1483 | 744/22.7 | --- | 23.0 | 76 | 11.5 | | WTYX-F |
| 4. WORD (R/G) | 45/ 8.1 | --- | 10.2 | --- | 9.6 | ---- | 46/ 630 | 605/18.5 | --- | 16.1 | 86 | 6.5 | | WOAO |
| 5. WSLI-F (AC) | 42/ 7.5 | --- | 4.8 | --- | 5.4 | ---- | 80/1207 | 613/18.7 | --- | 14.8 | 111 | 6.1 | | WSLI-F |
| 6. WSTZ-F (AOR) | 38/ 6.8 | --- | 5.8 | --- | 2.9 | ---- | 45/ 514 | 390/11.9 | --- | 13.3 | 113 | 7.0 | | WSTZ-F |
| 7. WLIN-F (EZ) | 33/ 5.9 | --- | 5.5 | --- | 5.7 | ---- | 53/ 744 | 452/13.8 | --- | 13.7 | 73 | 6.7 | | WLIN-F |
| 8. WKXI (B) | 33/ 5.4 | --- | 8.0 | --- | 7.4 | ---- | 37/ 614 | 511/15.6 | --- | 19.0 | 117 | 7.2 | | WKXI |
| 9. WJDX (MOR) | 17/ 3.1 | --- | 3.8 | --- | 2.5 | ---- | 21/ 391 | 292/ 8.9 | --- | 10.7 | 129 | 1.4 | | WJDX |
| 10. WCKO-F (?) | 13/ 2.3 | --- | 1.2 | --- | 2.9 | ---- | 13/ 163 | 146/ 4.5 | --- | 1.8 | 117 | .5 | | WCKO-F |

12+ FM SHARE (METRO): 73.90% (368 of 498) (SPG 87: 66.78%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMO | 12+ EVE | OVERNIGHT |
|-----------|-----------------------|------------|------------|------------|--------------------|-----------|-----------|-----------|----------------------|-----------|
| 1. WJMI-F | 1. WJMI-F>>1. WJMI-F> | 1. WJMI-F | 1. WJMI-F | 1. WJMI-F | 1. WMSI-F< | 1. WMSI-F | 1. WMSI-F | 1. WJMI-F | 1. WJMI-F>>1. WOAO > | |
| 2. WTYX-F | 2. WSLI-F | 2. WMSI-F | 2. WMSI-F | 2. WMSI-F | 2. WJMI-F>>2. WOAO | 2. WJMI-F | 2. WMSI-F | 2. WMSI-F | 2. WMSI-F | 2. WJMI-F |
| 3. | 3. WSTZ-AF | 3. WSLI-F | 3. WSLI-F | 3. WSLI-F | 3. WLIN-F | 3. WOAO | 3. WLIN-F | 3. WTYX-F | 3. WSTZ-F | 3. WMSI-F |
| 4. | 4. WTYX-F | 4. WSTZ-AF | 4. WSTZ-AF | 4. WSTZ-AF | 4. WJMI-F | 4. WTYX-F | 4. WTYX-F | 4. WSLI-F | 4. WTYX-F | 4. WTYX-F |
| 5. | 5. WMSI-F | 5. WTYX-F | 5. WKXI | 5. WOAO | 5. WJDX | 5. WSLI-F | 5. WSLI-F | 5. WSTZ-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. WJMI-F | 1. WJMI-F>>1. WJMI-F | 1. WJMI-F | 1. WJMI-F | 1. WMSI-F | 1. WJMI-F | 1. WJMI-F | 1. WJMI-F | 1. WJMI-F | 1. WJMI-F |
| 2. WSLI-F | 2. WSLI-F | 2. WSLI-F | 2. WMSI-F | 2. WJMI-F>> | 2. WTYX-F | 2. WSTZ-AF | 2. WSTZ-F | 2. WSTZ-AF | 2. WMSI-F |
| 3. WTYX-F | 3. WTYX-F | 3. WMSI-F | 3. WSLI-F | 3. WOAO | 3. WSTZ-AF | 3. WTYX-F | 3. WSLI-F | 3. WMSI-F | 3. WSTZ-AF |
| 4. WSTZ-AF | 4. WKXI | 4. WTYX-F | 4. WTYX-F | 4. WSLI-F | 4. WCKO-F | 4. WMSI-F | 4. WMSI-F | 4. WTYX-F | 4. WSLI-F |
| 5. | 5. WMSI-F | 5. WKXI | 5. WKXI | 5. WKXI | 5. WMSI-F | 5. WSLI-F | 5. WCKO-F | 5. WSLI-F | 5. WTYX-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATEO STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|---------|----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 49 (1) | 49 (1) | 9.8 | 17.3 | WHJT-F 93.5 Clinton .5/2.6 |
| AOR/CLASSIC | | 51 (2) | 51 (2) | 10.2 | | WJNT 1180 Pearl 2.2/5.3 |
| AC/OLOIES/SOFT ROCK | 9 (1) | 57 (3) | 66 (4) | 13.3 | 11.3 | WJXN 1450 Jackson .5/3.3 |
| MOR/VARIETY/FULL | 17 (1) | | 17 (1) | 3.4 | 4.1 | WMGO 1370 Canton 1.3/1.8 |
| COUNTRY | | 79 (1) | 79 (1) | 15.9 | 15.5 | WMJW-F 107.5 Magee 2.2/4.3 |
| BLACK/URBAN | 35 (2) | 99 (1) | 134 (3) | 26.9 | 29.5 | WOKJ 1550 Jackson .9/7.4 |
| BTFL MUSIC/EZ | | 33 (1) | 33 (1) | 6.6 | 5.9 | WSLI 930 Jackson 1.6/7.2 |
| NEWS/TALK | 12 (1) | | 12 (1) | 2.4 | | WZRZ 1590 Jackson .4/ .8 |
| NOSTALGIA | | | | | | |
| RELIGION/GOSPEL | 55 (3) | | 55 (3) | 11.0 | 16.4 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 2 (1) | | 2 (1) | 0.4 | | |
| | 130 (9) | 368 (9) | 498 (18) | | | |

RADIO STATIONS

| | | | | | |
|---------------------------------------|----------------|-----------------|------------|----------|-----------------|
| WJDX, 620, 5 KW/1 KW (DA-N) | , MOR | ABC-D, \$ 21.00 | (Torbet) | Sterling | Ken Windham |
| WKXI, 1300, 5 KW/1 KW | , BLACK | SBN, \$ 23.00 | (Banner) | Love | Bob O'Brien |
| WOAO, 1400, 1 KW | , GOSPEL/BLACK | NBN, \$ 19.00 | (Savalli) | | |
| WOKJ, 1550, 50 KW/10 KW (OA-2) | , BLACK | NBN, \$ 10.00 | (Ourpetti) | Holt | Carl Haynes |
| WSLI, 930, 5 KW (OA-N) | , AC (?) | CBS, \$ NA | (Eastman) | | |
| WJMI-F, 99.7, 100 KW @ 1060, BLAKC | | ABC-F, \$ 50.00 | (Ourpetti) | Holt | Carl Haynes |
| WLIN-F, 95.5, 100 KW @ 1060, BTFL/EZ | | MBS, \$ 26.00 | (Christal) | | Lew Hopper |
| WMSI-F, 102.9, 100 KW @ 1800, COUNTRY | | ABC-E, \$ 60.00 | (Torbet) | Sterling | Ken Windham |
| WSLI-F, 96.3, 100 KW @ 1450, AC | | , \$ 33.00 | (Eastman) | | Bobby Imbraglio |
| WTYX-F, 94.7, 100 KW @ 1168, CHR | | ABC-C, \$ 44.00 | (Banner) | Love | Bob O'Brien |
| WSTZ-F, 106.7, 100 KW @ 1365, AOR | | NBC, \$ 35.00 | (HNWH) | Lewis | Carl Standel |
| WCKO-F, 98.7, 100 KW @ ??, AOR (?) | | ABC-R, \$ NA | (---) | | (VICKSBURG) |

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/726,100
 MSA Rank/Pop: 59/861,000
 ADI # 57
 Average Person Ratings: 16.4
 Market TSL: 22.0 hours

Stations: 20/18
 Diaries: 1012/717:1/48.0%
 Sample Target: 1000
 % Below Line: 1.8
 % Not Listed: 16.9

1987 Revenue: \$19,200,000
 HH Inc.: \$30,862
 Retail \$: 5.6 Bill
 Pop per Station: 40,339
 #1 Biller: WAPE A/F \$3,800,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WAPE A/F (CHR) | 222/18.7 | 16.1 | 20.5 | 21.8 | 16.5 | 19.3 | 253/2866 | 2270/31.3 | 34.5 | 30.2 | 78 | 22.6 | 265 | 2439 | WAPE-F |
| 2. WQIK-F (C) | 130/10.9 | 8.5 | 10.5 | 8.6 | 11.0 | 9.6 | 157/1678 | 1343/18.5 | 17.8 | 17.2 | 116 | 8.3 | 97 | 1222 | WQIK-F |
| 3. WAIV-F (AC) | 104/ 8.7 | 6.9 | 7.8 | 7.6 | 9.2 | 7.8 | 117/1803 | 1453/20.0 | 19.4 | 16.8 | 139 | 6.2 | 72 | 1274 | WAIV-F |
| 4. WFYV-F (AOR) | 89/ 7.5 | 7.8 | 9.6 | 7.9 | 9.2 | 8.2 | 103/1100 | 945/13.0 | 16.6 | 13.0 | 113 | 14.7 | 172 | 1664 | WFYV-F |
| 5. WCRJ-F (C) | 85/ 7.1 | 5.5 | 3.8 | 5.6 | 4.6 | 5.5 | 109/1078 | 902/12.4 | 9.3 | 8.6 | 110 | 6.2 | 73 | 898 | WCRJ-F |
| 6. WIVY-F (AC) | 74/ 6.2 | 7.9 | 6.7 | 4.8 | 5.2 | 6.4 | 77/1263 | 1183/16.3 | 19.0 | 16.3 | 118 | 7.7 | 90 | 1553 | WIVY-F |
| 7. WPDQ-F (B) | 69/ 5.8 | 3.9 | 4.0 | 2.5 | 2.9 | 2.6 | 69/ 827 | 824/11.3 | 7.6 | 5.6 | 86 | 9.7 | 114 | 900 | WPDQ-F |
| 8. WEJZ-F (EZ) | 40/ 3.4 | 6.4 | 4.0 | 3.3 | 2.3 | 4.3 | 46/ 767 | 661/ 9.1 | 9.9 | 9.3 | 115 | 1.2 | 14 | 549 | WEJZ-F |
| 9. WOKV (N/T) | 36/ 3.0 | 3.6 | 3.5 | 2.5 | 2.3 | 3.2 | 37/ 541 | 531/ 7.3 | 9.5 | 6.9 | 93 | 1.6 | 19 | 588 | WOKV |
| 10. WCGL (R/G) | 29/ 2.4 | 3.1 | 2.6 | 4.0 | 5.8 | 3.0 | 29/ 201 | 198/ 2.7 | 3.0 | 5.2 | 104 | 1.9 | 22 | 221 | WCGL |
| 11. WZAZ (B) | 28/ 2.3 | 2.6 | 3.4 | 3.3 | 3.3 | 2.9 | 28/ 355 | 355/ 4.9 | 6.4 | 5.4 | 143 | 3.4 | 40 | 397 | WZAZ |

12+ FM SHARE (METRO): 83.96% (832 of 991) (SPG 87: 78.96%)

| 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. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>1. WAPE-F+>1. WQIK-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. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WQIK-F | 1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WAPE-F+>>1. WQIK-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|----------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | 3 (1) | 234 (2) | 237 (3) | 23.9 | 21.6 |
| AOR/CLASSIC | | 89 (1) | 89 (1) | 9.0 | 12.6 |
| AC/OLDIES/SOFT ROCK | 16 (1) | 185 (3) | 201 (4) | 20.3 | 22.5 |
| MOR/VARIETY/FULL | | | | | 0.6 |
| COUNTRY | 10 (1) | 215 (2) | 225 (3) | 22.7 | 21.9 |
| BLACK/URBAN | 28 (1) | 69 (1) | 97 (2) | 9.8 | 7.7 |
| BTFL MUSIC/EZ | | 40 (1) | 40 (1) | 4.0 | |
| NEWS/TALK | 36 (1) | | 36 (1) | 3.6 | 2.8 |
| NOSTALGIA | 7 (1) | | 7 (1) | 0.7 | 8.1 |
| RELIGION/GOSPEL | 44 (3) | | 44 (3) | 4.4 | |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | 15 (1) | | 15 (1) | 1.5 | 2.2 |
| | 159 (10) | 832 (10) | 991 (20) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|--------------------|---------|
| WBIX | 1010 | Jacksonville Beach | .3/1.1 |
| WJAX | 1220 | Jacksonville | .6/1.9 |
| WQIK | 1320 | Jacksonville | .8/1.8 |
| WROS | 1050 | Jacksonville | .9/2.3 |
| WRXJ | 930 | Jacksonville | 1.3/2.6 |
| WSVE | 1280 | Jacksonville | 1.3/3.5 |
| WNFI-F | 99.9 | Palatka | 1.3/3.5 |
| WOCL-F | 105.9 | DeLand | .6/1.2 |

MISCELLANEOUS COMMENTS WIVY-F sold by Gilmore to Taylor for \$8,130,000 (Blackburn)...
 WEJZ-F sold by WIN to ML Partners for \$8,000,000 (E)...

RADIO STATIONS

| | | | | |
|--------------------------------------|-------------|---------------------|------------|-----------------|
| WCGL, 1360, 5 KW (OAYS) | , GOSPEL | SBN, \$ 20.00 | (K & P) | Emily Timmons |
| WFYV, 1460, 5 KW (DA-N) | , AOR | , \$ 18.00 | (Mc-Guild) | Yulee Commander |
| WJAX, 1220, 1 KW/44 W | , NOSTALGIA | , \$ 14.00 | (---) | Alan Munro |
| WOKV, 600, 5 KW (DA-N) | , NEWS/TALK | CBS,ABC-T, \$ 33.00 | (MMR) | Jeff Dorf |
| WZAZ, 1400, 1 KW | , BLACK | SBN, \$ 25.00 | (Roslin) | Mark Picus |
| WAIV-F, 96.9, 100 KW @ 935, AC | | , \$ 85.00 | (MMR) | Jeff Dorf |
| WAPE-F, 95.1, 100 KW @ 860, CHR | | , \$100.00 | (Christal) | Mark Schwartz |
| WCRJ-F, 107.3, 100 KW @ 350, COUNTRY | | , \$ 59.00 | (Katz) | Hoker |
| WEJZ-F, 96.1, 100 KW @ 830, BTFL/EZ | | , \$ 53.00 | (Christal) | Linda Byrd |
| WFYV-F, 104.5, 100 KW @ 700, AOR | | NBC, \$ 80.00 | (Mc-Guild) | Yulee Commander |
| WIVY-F, 102.9, 100 KW @ 984, AC | | APR, \$ 74.00 | (Torbet) | Steve Avellone |
| WQIK-F, 99.1, 100 KW @ 1049, COUNTRY | | ABC-E, \$ 82.00 | (Eastman) | Bill Mizi |
| WPDQ-F, 92.7, 3 KW @ 300, BLACK | | NBN,SBN, \$ 32.00 | (Republic) | Alan Miller |

JOHNSON CITY - KINGSPORT - BRISTOL

Arbitron Rank/Pop (12+): 90/377,400

MSA Rank/Pop: 106/452,000

Average Person Ratings: 14.4
Market TSL: 19.8

Stations: 21/19
Diaries: 766/493:1/58.5%
Sample Target: 770
% Below Line: 2.9
% Not Listed: 8.3

1987 Revenue: \$9,100,000
HH Inc.: \$26,658
Retail \$: 2.6 Bil
Pop per Station: 19,863
#1 Biller: WQUT-F \$1,800,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|----------|
| 1. WQUT-F (CHR) | 123/22.6 | 24.1 | 25.2 | 19.5 | 19.1 | ---- | 184/2037 | 1370/36.3 | 37.5 | 36.7 | 78 | 33.4 | 205 | 1428 | WQUT-F |
| 2. WXBQ-F (C) | 106/19.4 | 17.9 | 17.2 | 18.4 | 18.9 | ---- | 146/1928 | 1272/33.7 | 31.7 | 29.0 | 120 | 22.0 | 135 | 1306 | WXBQ-F |
| 3. WTFM-F (AC) | 93/17.1 | 11.9 | 14.1 | 13.2 | 13.4 | ---- | 112/1342 | 1088/28.8 | 22.0 | 26.1 | 145 | 10.9 | 67 | 767 | WTFM-F |
| 4. WJCW (C) | 39/ 7.2 | 9.9 | 7.6 | 7.7 | 5.6 | ---- | 41/ 579 | 559/14.8 | 14.9 | 14.8 | 72 | 1.1 | 7 | 200 | WJCW |
| 5. WUSJ A/F (C) | 19/ 3.5 | 3.7 | 5.8 | 1.8 | 3.1 | ---- | 20/ 308 | 293/ 7.8 | 7.6 | 7.5 | 94 | 1.1 | 7 | 138 | WUSJ A/F |
| WZXY-F (CHR) | 19/ 3.5 | 3.2 | 3.4 | 3.9 | 5.4 | ---- | 19/ 294 | 294/ 7.8 | 8.0 | 7.3 | 74 | 4.2 | 26 | 412 | WZXY-F |
| 7. WKPT (EZ) | 17/ 3.1 | 2.2 | 1.7 | 1.4 | 3.0 | ---- | 17/ 251 | 246/ 6.5 | 6.3 | 5.0 | 84 | 2.3 | 14 | 235 | WKPT |
| 8. WOPI (BB) | 13/ 2.4 | .5 | 1.0 | 1.8 | 1.6 | ---- | 14/ 137 | 132/ 3.5 | 2.4 | 2.9 | 54 | .5 | 3 | 97 | WOPI |
| 9. WMEV-F (C) | 12/ 2.2 | .9 | 1.3 | .4 | --- | ---- | 38/ 326 | 136/ 3.6 | 2.4 | 1.8 | 105 | 2.0 | 12 | 151 | WMEV-F |
| 10. WIVK-F (C) | 12/ 2.2 | 2.6 | .5 | 2.0 | 1.6 | ---- | 23/ 259 | 136/ 3.6 | 4.4 | 2.6 | 150 | 1.8 | 11 | 214 | WIVK-F |

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

12+ FM SHARE (METRO): 77.20% (386 of 500) (SPG 87: 74.13%)

| 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. WXBQ-F | 1. WQUT-F< | 1. WQUT-F | 1. WQUT-F>>1. | 1. WXBQ-F |
| 2. WTFM-F> | 2. WXBQ-F | 2. WXBQ-F< | 2. WXBQ-F> | 2. WXBQ-F> | 2. WTFM-F> | 2. WTFM-F< | 2. WXBQ-F | 2. WXBQ-F | 2. WXBQ-F | 2. WQUT-F> |
| 3. WZXY-F | 3. WTFM-F>>3. | WTFM-F | 3. WQUT-F | 3. WQUT-F> | 3. WJCW > | 3. WQUT-D | 3. WTFM-F>>3. | 3. WTFM-F>>3. | 3. WTFM-F>>3. | 3. WJCW |
| 4. | 4. WZXY-F | 4. | 4. | 4. | 4. WQUT-F | 4. WJCW | 4. | 4. | 4. | 4. WTFM-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 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. WQUT-F>>1. | WQUT-F>>1. | WQUT-F> | 1. WQUT-F | 1. WXBQ-F< | 1. WQUT-F>>1. | WQUT-F>>1. | WTFM-F | 1. WTFM-F | 1. WTFM-F |
| 2. WXBQ-F>>2. | WXBQ-F> | 2. WXBQ-F | 2. WXBQ-F | 2. WTFM-F< | 2. WXBQ-F | 2. WTFM-F< | 2. WQUT-F< | 2. WQUT-F | 2. WXBQ-F>> |
| 3. WTFM-F | 3. WTFM-F> | 3. WTFM-F>>3. | 3. WTFM-F>>3. | 3. WQUT-F>> | 3. | 3. WXBQ-F>>3. | 3. WXBQ-F>> | 3. WXBQ-F>>3. | 3. WQUT-F>> |
| 4. WZXY-F | 4. WZXY-F | 4. WZXY-F | 4. | 4. | 4. | 4. WZXY-F | 4. | 4. | 4. |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|--------------------------------------|--------|---------|---------|------|----------|---|
| TOP 40/CHR/CONTEMP AOR/CLASSIC | | 146 (3) | 146 (3) | 29.2 | 31.2 | WBEJ 1240 Elizabethton 1.3/3.6 WDFW 1120 Duffield .4/1.1 |
| AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL | | 96 (1) | 93 (1) | 18.6 | 19.3 | WEMB 1420 Erwin 1.3/1.6 WETB 790 Johnson City .4/1.5 WGAT 1050 Gate City .4/1.9 |
| COUNTRY BLACK/URBAN | 58 (5) | 147 (4) | 205 (9) | 41.0 | 38.9 | WMCH 1260 Church Hill 1.7/3.2 WPRQ 870 Colonial Heights 1.3/2.7 |
| BTL MUSIC/EZ NEWS/TALK | 19 (2) | | 19 (2) | 3.8 | 1.8 | WRGS 1370 Rogersville .6/2.1 WZAP 690 Bristol .7/3.7 |
| NOSTALGIA | 13 (1) | | 13 (1) | 2.6 | 1.1 | WKSF-F 99.9 Asheville .7/2.4 |
| RELIGION/GOSPEL | 24 (5) | | 24 (5) | 4.8 | 5.1 | |
| SPANISH CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 0.9 | |

RADIO STATIONS 114 (13) 386 (8) 500 (21)

| | | | | |
|---------------------------------------|---------|----------------------|------------|---------------------------------------|
| WBEJ, 1240, 1 KW | COUNTRY | \$ 9.00 | (---) | (ELIZABETHTON) |
| WFGH, 980, 5 KW/1 KW (DA-N) | AC | \$ 14.00 | (Mc-Guild) | (BRISTOL, VA) W. Ninger |
| 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 | (Torbet) | Bahakel (KINGSPORT) Wayne Grills |
| WKPT, 1400, 1 KW | BTL/EZ | ABC-E, \$ 14.00 | (Republic) | (KINGSPORT) Dave 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) | (ELIZABETHTON) Norm Thomas |
| WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY | | ABC-I, \$ 44.00 | (Mc-Guild) | (BRISTOL, VA) W. Ninger |
| WZXY-F, 104.9, 1 KW @ 475, CHR | | ABC-C, \$ 20.00 | (Torbet) | Bahakel (KINGSPORT) Wayne Grills |

WIVK - See Knoxville

JOHNSTOWN

Arbitron Rank/Pop (12+): 147/214,890
 MSA Rank/Pop: 173/254,600
 ADI # 85 (w/Altoona)
 Average Person Ratings: 17.9
 Market TSL: 24.0 hours

Stations: 29/15
 Diaries: 610/352:1/58.5%
 Sample Target: 610
 % Below Line: 24.0
 % Not Listed: 8.1

1987 Revenue: \$4,400,000
 HH Inc.: \$24,607
 Retail \$: 1.07 Bil
 Pop per Station: 14,320
 #1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WGLU-F (CHR) | 49/12.8 | --- | 3.9 | --- | 2.6 | ---- | 59/702 | 545/25.4 | --- | 15.7 | 87 | | | WGLU-F |
| 2. WKYE-F (AC) | 46/12.0 | --- | 16.1 | --- | 12.9 | ---- | 59/832 | 592/27.6 | --- | 24.8 | 128 | | | WKYE-F |
| 3. WJAC (MOR) | 36/ 9.4 | --- | 8.2 | --- | 9.8 | ---- | 40/520 | 440/20.5 | --- | 18.9 | 123 | | | WJAC |
| 4. WOVE-F (ADR) | 18/ 4.7 | --- | 4.9 | --- | 7.0 | ---- | 23/390 | 223/10.4 | --- | 13.3 | 134 | | | WOVE-F |
| 5. WCRO (C) | 17/ 4.4 | --- | 2.6 | --- | 3.9 | ---- | 18/214 | 179/ 8.3 | --- | 9.4 | 73 | | | WCRO |
| 6. WBXQ-F (CHR) | 16/ 4.2 | --- | 6.2 | --- | 5.4 | ---- | 19/341 | 265/12.3 | --- | 13.7 | 114 | | | WBXQ-F |
| 7. WNCC (MOR) | 15/ 3.9 | --- | 2.6 | --- | 4.1 | ---- | 16/ 96 | 69/ 3.2 | --- | 5.2 | 149 | | | WNCC |
| WYSN-F (8B) | 15/ 3.9 | --- | 2.3 | --- | 4.1 | ---- | 15/205 | 200/ 9.3 | --- | 7.0 | 28 | | | WYSN-F |
| 9. WIYQ-F (C) | 14/ 3.6 | --- | 1.0 | --- | .8 | ---- | 17/316 | 217/10.1 | --- | 5.0 | 117 | | | WIYQ-F |
| 10. WFRB (C) | 12/ 3.1 | --- | .7 | --- | .8 | ---- | 13/ 85 | 61/ 2.8 | --- | 1.8 | 35 | | | WFRB |
| WJNL-F (AC) | 12/ 3.1 | --- | 5.2 | --- | 3.6 | ---- | 12/282 | 249/11.6 | --- | 17.3 | 84 | | | WJNL-F |

12+ FM SHARE (METRO): 66.29% (234 of 353) (SPG 87: 71.32%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|-----------------------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------------------|-----------|
| 1. WGLU-F>>>1. WGLU-F | 1. WKYE-F | 1. WKYE-F | 1. WKYE-F | 1. WKYE-F | 1. WJAC | > 1. WKYE-F | 1. WKYE-F | 1. WGLU-F | 1. WGLU-F>>>1. WVSC-F | |
| 2. WBXQ-F>>>2. WKYE-F | 2. WGLU-F>>>2. WGLU-F | 3. WJAC | 3. WGLU-F | 3. WJAC | 2. WKYE-F | > 2. WJAC | 2. WKYE-F | 2. WKYE-F | 2. WJAC | 2. WVSC |
| 3. | 3. WOVE-F | 3. WOVE-F | 3. WJAC | 3. WGLU-F | 3. WYSN-F | 3. WGLU-F | 3. WJAC | 3. WJAC | 3. WKYE-F | 3. WGLU-F |
| 4. | 4. WBZZ-F | 4. WJAC | 4. WOVE-F | 4. WOVE-F | 4. WCRO | 4. WJNL | 4. WIYQ-F | 4. WCRO | 4. WOVE-F | 4. WFRB-F |
| 5. | 5. WBXQ-F | 5. WBXQ-F | 5. | 5. WNCC | 5. WNCC | 5. WVSC | 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. WGLU-F | 1. WGLU-F | 1. WGLU-F | 1. WKYE-F | 1. WKYE-F | 1. WGLU-F | 1. WOVE-F | 1. WOVE-F | 1. WKYE-F | 1. WJAC |
| 2. WKYE-F | 2. WKYE-F>>>2. WKYE-F | 3. WBZZ-F | 3. WGLU-F>>>2. WGLU-F | 3. WFRB | 2. WKYE-F | 2. WKYE-F | 2. WKYE-F | 2. WOVE-F | 2. WKYE-F |
| 3. WBZZ-F | 3. WBZZ-F | 4. WJAC | 4. WOVE-F | 4. WJAC | 3. WOVE-F | 3. WGLU-F>>>3. WGLU-F | 3. WGLU-F | 3. WGLU-F | 3. WGLU-F |
| 4. WBXQ-F | 4. WBXQ-F | 5. | 5. | 5. | 4. | 4. WBXQ-F | 4. WBXQ-F | 4. WJAC | 4. WNCC |
| WJNL-F | WIYQ-F | 5. | 5. | 5. | 5. | WBZZ-F | WIYQ-F | 5. WBXQ-F | 5. WGLU-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|----------|----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 79 (4) | 79 (4) | 22.4 | 11.8 | WAOJ 1330 Somerset 1.0/4.0 |
| AOR/CLASSIC | | 21 (2) | 21 (2) | 5.9 | 12.1 | WAMQ 1400 Loretto .5/2.7 |
| AC/OLDIES/SOFT ROCK | | 73 (6) | 73 (6) | 20.7 | 42.6 | WJNL 1490 Johnstown 2.9/8.5 |
| MOR/VARIETY/FULL | 76 (6) | | 76 (6) | 21.5 | 10.3 | WVSC-F 97.7 Somerset 1.0/4.5 |
| COUNTRY | 43 (4) | 29 (3) | 72 (7) | 20.4 | 15.8 | KOKA 1020 Pittsburgh .5/3.4 |
| BLACK/URBAN | | | | | | WALY-F 103.9 Bellwood .8/2.2 |
| BTFL MUSIC/EZ | | 13 (2) | 13 (2) | 3.7 | 4.8 | WBZZ-F 93.7 Pittsburgh 2.9/6.6 |
| NEWS/TALK | | | | | | WDSY-F 107.9 Pittsburgh 1.0/4.1 |
| NOSTALGIA | | 15 (1) | 15 (1) | 4.2 | 2.6 | WFBG-F 98.1 Altoona 1.6/6.3 |
| RELIGION/GOSPEL | | | | | | WFRB-F 105.3 Frostburg 2.9/5.4 |
| SPANISH | | | | | | WLTJ-F 92.9 Pittsburgh 1.0/4.1 |
| CLASSICAL | | | | | | WMYG-F 96.9 Braddock .8/2.2 |
| JAZZ/NEW AGE/ECLECTIC | | | | | | WOWQ-F 102.1 DuBois 1.0/3.3 |
| UNKNOWN/OTHERS | | 4 (1) | 4 (1) | 1.1 | | WSHH-F 99.7 Pittsburgh 1.8/5.1 |
| | 119 (10) | 234 (19) | 353 (29) | | | WWSW-F 94.5 Pittsburgh 1.0/4.3 |
| | | | | | | WYDD-F 104.7 Pittsburgh .8/2.4 |

MISCELLANEOUS COMMENTS WCRO sold for \$132,000...
 WCRO has been off air... WJZE-F changes calls to WYXN-F...

RADIO STATIONS

| | | | | | |
|---------------------------------------|-----------------|------------------------|------------|----------------|---------------|
| WAMQ, 1400, 1 KW | COUNTRY | \$ 9.00 | (Roslin) | (LORETTO) | Neil Hart |
| WBEM, 1350, 2.5 KW (DAYS) | MOR | ABC-E, ABC-T, \$ 12.00 | (---) | (WINDBER) | David Wolf |
| WCRO, 1230, 1 KW (DA-1) | COUNTRY | SMN, \$ 13.00 | (Republic) | | |
| WJAC, 850, 10 KW (DA-1) | OLDIES/MOR | NBC, \$ 30.00 | (Mc-Guild) | | Sandy Neri |
| WJNL, 1490, 1 KW | MOR | CBS, \$ 14.00 | (Roslin) | | |
| WNCC, 950, 500 W (DAYS) | MOR | ABC-E, \$ 8.00 | (Savalli) | (BARNESBORO) | Bill Bland |
| WVSC, 990, 10 KW (DAYS) | COUNTRY | ABC-I, \$ 9.00 | (Regional) | (SOMERSET) | Richard Adams |
| WBXQ-F, 94.3, 200 W @ 925, CHR | ABC-F, \$ 35.00 | (Roslin) | (CRESSON) | | Neil Harrrt |
| WGLU-F, 92.1, 166 W @ 1042, CHR | ABC-R, \$ 17.00 | (Republic) | | | Ralph Lovette |
| WJNL-F, 96.5, 50 KW @ 100, AC | CBS-R, \$ 20.00 | (Roslin) | | | |
| WKYE-F, 95.5, 57 KW @ 1060, AC | US 1, \$ 44.00 | (Mc-Guild) | | | Sandy Neri |
| WVSC-F, 97.7, 3 KW @ 300, AC | ABC-I, \$ 9.00 | (Regional) | | (SOMERSET) | Richard Adams |
| WYSN-F, 101.7, 570 W @ 570, NOSTALGIA | CNN, \$ 10.00 | (K & P) | | (CENTRAL CITY) | John Kohut |

KALAMAZOO

Arbitron Rank/Pop (12+): 163/181,700
 #SA Rank/Pop: 191/218,000
 ADI # 39 (w/Grand Rapids)
 Average Person Ratings: 13.9
 Market TSL: 18.5 hours

Stations: 18/9
 Diaries: 653/278:1/52.0%
 Sample Target: 610
 % Below Line: 20.9
 % Not Listed: 7.9

1987 Revenue: \$7,100,000
 HH Inc.: \$35,744
 Retail \$: 1.67 Bil
 Pop per Station: 20,189
 #1 Biller: WKFR-F \$2,200,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WKFR-F (CHR) | 72/28.5 | 20.4 | 15.6 | 14.6 | 14.8 | ---- | 106/1243 | 789/43.4 | 35.2 | 37.6 | 89 | | | WKFR-F |
| 2. WKZO (MOR) | 32/12.6 | 13.1 | 12.9 | 10.4 | 13.4 | ---- | 45/ 677 | 455/25.0 | 32.9 | 29.4 | 81 | | | WKZO |
| 3. WNNW-F (C) | 26/10.3 | 11.3 | 13.7 | 10.1 | 11.0 | ---- | 49/ 617 | 355/19.5 | 19.5 | 19.0 | 99 | | | WNNW-F |
| 4. WQLR-F (EZ) | 24/ 9.5 | 9.1 | 9.1 | 10.1 | 8.5 | ---- | 45/ 524 | 316/17.4 | 16.5 | 18.0 | 77 | | | WQLR-F |
| 5. WJFM-F (O) | 15/ 5.9 | 5.1 | 7.2 | 8.6 | 10.2 | ---- | 30/ 498 | 259/14.3 | 16.5 | 18.4 | 173 | | | WJFM-F |
| 6. WOOD-F (EZ) | 10/ 4.0 | 4.7 | 3.8 | 7.1 | 4.6 | ---- | 33/ 495 | 153/ 8.4 | 11.7 | 10.7 | 73 | | | WOOD-F |
| 7. WKMI (AC) | 9/ 3.6 | 4.0 | 2.7 | 1.9 | 4.2 | ---- | 10/ 193 | 177/ 9.7 | 11.4 | 11.5 | 142 | | | WKMI |
| WHEZ (O) | 9/ 3.6 | 2.5 | 1.5 | 4.5 | 3.2 | ---- | 12/ 111 | 93/ 5.1 | 2.5 | 2.7 | 161 | | | WHEZ |
| 9. WLAV-F (ADR) | 8/ 3.2 | 3.3 | 4.2 | 3.7 | 5.7 | ---- | 23/ 330 | 155/ 8.5 | 11.4 | 13.2 | 91 | | | WLAV-F |
| 10. WGRD-F (CHR) | 7/ 2.8 | 4.4 | 3.8 | 3.7 | 3.5 | ---- | 22/ 445 | 244/13.4 | 17.4 | 17.8 | 54 | | | WGRD-F |
| 11. WQSN (C) | 4/ 1.6 | 2.5 | 3.4 | 1.1 | 2.1 | ---- | 4/ 84 | 79/ 4.3 | 4.2 | 3.6 | 138 | | | WQSN |
| WKLQ-F (CHR) | 4/ 1.6 | 4.7 | 4.9 | 5.2 | 3.5 | ---- | 32/ 421 | 174/ 9.6 | 13.0 | 11.0 | 44 | | | WKLQ-F |
| WIBM-F (AC) | 4/ 1.6 | 2.2 | 1.9 | 3.0 | 1.4 | ---- | 10/ 137 | 95/ 5.2 | 5.2 | 6.5 | 94 | | | WIBM-F |

12+ FM SHARE (METRO): 75.11% (175 of 233) (SPG 87: 73.73%)

| 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. WKZO > 1. WKFR-F< 1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F>>>1. WKFR-F | | | | | | | | | | |
| 2. 2. WNNW-F 2. WNNW-F 2. WJFM-F 2. WKZO 2. WQLR-F 2. WKZO >>2. WQLR-F 2. WNNW-F 2. WKZO >>2. WKZO | | | | | | | | | | |
| 3. WJFM-F 3. WJFM-F 3. WNNW-F WNNW-F 3. WKFR-F 3. WQLR-F 3. WNNW-F 3. WKZO 3. 3. | | | | | | | | | | |
| 4. WLAV-F 4. WKZO 4. WKZO WJFM-F> 4. WNNW-F 4. WNNW-F 4. WKZO 4. WQLR-F 4. 4. | | | | | | | | | | |
| 5. WGRD-F 5. WHEZ 5. WHEZ 5. WQLR-F 5. 5. 5. WJFM-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. 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>>> | | | | |
| 2. 2. WJFM-F 2. 2. WJFM-F 2. WJFM-F> | | | | | 2. WJFM-F 2. WNNW-F 2. WHEZ 2. WNNW-F 2. WKZO | | | | |
| 3. 3. WNNW-F> 3. 3. WNNW-F> 3. WNNW-F | | | | | WLA V-F WLA V-F WJFM-F>>>3. WLA V-F 3. WNNW-F | | | | |
| 4. 4. 4. 4. 4. WKZO | | | | | 4. 4. WGRD-F 4. 4. WHEZ 4. WHEZ | | | | |
| 5. 5. 5. 5. 5. WQLR-F | | | | | 5. 5. 5. WKZO 5. WQLR-F | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 83 (3) | 83 (3) | 35.6 | 27.1 | WKPR 1420 Kalamazoo 1.2/2.4 |
| AOR/CLASSIC | | 9 (2) | 9 (2) | 3.9 | 4.7 | WQXC-F 100.9 Otsego .4/2.5 |
| AC/OLDIES/SOFT ROCK | 18 (2) | 20 (3) | 38 (5) | 16.3 | 15.2 | |
| MOR/VARIETY/FULL | 33 (2) | | 33 (2) | 14.2 | 15.7 | WBCK 930 Battle Creek .4/1.4 |
| COUNTRY | 4 (1) | 26 (1) | 30 (2) | 12.9 | 19.1 | WFRN-F 104.7 Elkhart 1.2/1.7 |
| BLACK/URBAN | | | | | | WJXQ-F 106.1 Jackson .4/3.1 |
| BTFL MUSIC/EZ | | 34 (2) | 34 (2) | 14.6 | 14.4 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | | | | | 1.7 | |
| RELIGION/GOSPEL | 3 (1) | 3 (1) | 6 (2) | 2.6 | 2.1 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 58 (6) | 175 (12) | 233 (18) | | | |

RAIO STATIONS

| | | | | |
|-------------------------------------|------------|------------------|------------|----------------------------|
| WHEZ, 1560, 4 KW (DAYS,DA) | , OLDIES | ,\$ 12.00 | (Christal) | Gary Mallernee |
| WKMI, 1360, 5 KW/1 KW (DA-N) | , AC | ABC-D,\$ 20.00 | (Eastman) | Bob Miller |
| WKPR, 1420, 1 KW (DAYS,DA) | , RELIGION | ,\$ 8.00 | (---) | Kuiper |
| WKZO, 590, 5 KW (DA-N) | , MOR | CBS,MBS,\$ 40.00 | (Mc-Guild) | Stan Smart |
| WQSN, 1470, 500 W/1 KW (DA-1) | , COUNTRY | ,\$ 10.00 | (Banner) | Fairfield Fred Bohn |
| WKFR-F, 103.3, 50 KW @ 500, CHR | | ,\$ 50.00 | (Eastman) | (BATTLE CREEK) Dave Hicks |
| WNNW-F, 98.5, 50 KW @ 500, COUNTRY | | ABC-E,\$ 35.00 | (Christal) | (COLOWATER) Gary Mallernee |
| WQLR-F, 106.5, 33 KW @ 600, BTFL/EZ | | ,\$ 29.00 | (Banner) | Fairfield Fred Bohn |

Other ranked stations - See Grand Rapids or Jackson

American Radio Spring 1988, Copyright 1988

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,264,500

Stations: 22/21
Diaries: 1359/930:1/54.2%
Sample Target: 1360
% Below Line: 0.4
% Not Listed: 6.8

1987 Revenue: \$39,200,000
HH Inc.: \$36,363
Retail \$: 11.7 Bil
Pop per Station: 60,214
#1 Biller: WOAF \$4,900,000

MSA Rank/Pop: 28/1,540,000
AOI # 28
Average Person Ratings: 17.1
Market TSL: 22.8 hours

Table with columns: 12+ METRO, 1/4/SHARE, WIN 88, FAL 87, SUM 87, SPG 87, 4 Book Avg., 12+ TSA 1/4/CUME, 12+ METRO CUME/CUME, RATING, FAL 87, SPG 87, % Conversion 25-54, Birch Share, Birch AQH, Birch Cume. Rows include stations like WOAF, KYYS-F, KFKF A/F, etc.

12+ FM SHARE (METRO): 62.61% (1259 of 2011) (SPG 87: 63.60%)

Table with columns: TEENS, 18-34, 18-49, 25-49, 25-54, 35+, 12+ AMD, 12+ MIO, 12+ PMO, 12+ EVE, OVERNIGHT. Rows show station performance across age groups.

Table with columns: WOM 18-24, WOM 18-34, WOM 25-34, WOM 18-49, WOM 25-54, MEN 18-24, MEN 18-34, MEN 25-34, MEN 18-49, MEN 25-54. Rows show station performance for women and men in different age groups.

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|--------|------|--|------|--------------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 294 (2) | 294 (2) | 14.6 | 9.8 | KCCV | 1510 | Independence | .9/2.2 |
| AOR/CLASSIC | | 310 (2) | 310 (2) | 15.4 | 15.6 | KCNW | 1380 | Fairway | .6/2.1 |
| AC/OLOIES/SOFT ROCK | 59 (1) | 193 (3) | 252 (4) | 12.5 | 12.4 | | | | |
| MOR/VARIETY/FULL | 144 (1) | | 144 (1) | 7.2 | | KFEQ | 680 | St. Joseph | .4/1.1 |
| COUNTRY | 292 (3) | 165 (1) | 457 (4) | 22.7 | 22.0 | | | | |
| BLACK/URBAN | | 128 (1) | 128 (1) | 6.4 | 11.6 | | | | |
| BTFL MUSIC/EZ | | 116 (1) | 116 (1) | 5.8 | 7.7 | | | | |
| NEWS/TALK | 119 (1) | | 119 (1) | 5.9 | 12.6 | | | | |
| NOSTALGIA | 51 (1) | | 51 (1) | 2.5 | 3.0 | | | | |
| RELIGION/GOSPEL | 87 (3) | | 87 (3) | 4.3 | 3.1 | | | | |
| SPANISH | | | | | | | | | |
| CLASSICAL | | 25 (1) | 25 (1) | 1.2 | 2.1 | | | | |
| JAZZ/NEW AGE | | 28 (1) | 28 (1) | 1.4 | | | | | |
| UNKNOWN/OTHERS | | | | | | | | | |
| ----- | | | | | | | | | |
| 752 (10) 1259 (12) 2011 (22) | | | | | | | | | |

RADIO STATIONS

AM STATIONS

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

FM STATIONS

| | | | |
|---|--------------------------|-------------------------------|---------------|
| KBEQ, 104.3, 100 KW @ 984, CHR | ABC-C, \$ 86.00 (Banner) | Noble | Dave Small |
| KCFX, 100.7, 100 KW @ 846, CLASSIC ROCK | US 1, \$ 50.00 (MMR) | Hoker | Bill Newman |
| KCPW, 94.9, 100 KW @ 1057, CHR | , \$ 55.00 (Mc-Guild) | Gannett | Don Troutt |
| KFKF, 94.1, 100 KW @ 987, COUNTRY | , \$ 71.00 (HNWH) | Sconnix | Oan Wastler |
| KLSI, 93.3, 100 KW @ 1056, AC | CNN, \$ 62.00 (Eastman) | Sandusky | Steve Dinkel |
| KMBR, 99.7, 100 KW @ 950, BTFL/EZ | , \$ 70.00 (Durpetti) | Bonneville | Paul Leonard |
| KPRS, 103.3, 100 KW @ 450, BLACK | NBN, \$ 52.00 (Republic) | | Prim Carter |
| KUOL, 98.1, 100 KW @ 550, AC | APR, \$ 67.00 (Christal) | Shamrock | Bob Zuroweste |
| KXTR, 96.5, 100 KW @ 1100, CLASSICAL | US 2, \$ 39.00 (CMBS) | | |
| KXXR, 106.5, 100 KW @ 850, AC | , \$ 35.00 (Torbet) | Olympic | Bill Hazen |
| KYYS, 102.1, 100 KW @ 1013, AOR | Source, \$ 85.00 (Katz) | Great American | Herndon Hasty |
| KCWV, 98.9, 100 KW @ 990, JAZZ/NEW AGE | SMN, \$ 40.00 (CBS) | Ragan Henry (LEAVENWORTH, KS) | Art Samuel |

CALL LETTER CHANGES

KLTY: Changes to KXXR (April)

FORMAT CHANGES

STATION SALES

KNOXVILLE

Arbitron Rank/Pop (12+): 68/507,200

Stations: 17/17
Diaries: 962/527:1/48.7%
Sample Target: 890
% Below Line: 0
% Not Listed: 6.5

1987 Revenue: \$12,700,000
HH Inc.: \$27,698
Retail \$: 4.9 Bil
Pop per Station: 29,835
#1 Biller: WIVK A/F \$4,600,000

MSA Rank/Pop: 84/605,000
AOI # 61
Average Person Ratings: 17.1
Market TSL: 22.5 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WIVK A/F (C) | 307/35.5 | 35.6 | 34.9 | 34.2 | 37.1 | 35.1 | 442/4030 | 2261/44.6 | 48.1 | 46.6 | 115 | 36.1 | 342 | 2460 | WIVK A/F |
| 2. WIMZ A/F (AOR) | 142/16.4 | 10.9 | 11.9 | 13.6 | 15.5 | 13.2 | 198/2298 | 1464/28.9 | 24.9 | 29.0 | 112 | 16.2 | 153 | 1623 | WIMZ A/F |
| 3. WEZK (EZ) | 104/12.0 | 11.9 | 10.7 | 11.8 | 10.2 | 11.6 | 144/1453 | 1012/20.0 | 20.0 | 18.9 | 88 | 7.5 | 71 | 932 | WEZK-F |
| 4. WMYU (AC) | 75/ 8.7 | 11.1 | 13.7 | 14.5 | 8.0 | 12.0 | 125/1854 | 1261/24.9 | 30.5 | 24.0 | 140 | 11.3 | 107 | 1431 | WMYU-F |
| 5. WOKI (CHR) | 62/ 7.2 | 9.3 | 6.1 | 6.4 | 7.9 | 7.3 | 177/2584 | 955/18.8 | 16.9 | 20.5 | 39 | 9.8 | 93 | 1117 | WGKI-F |
| 6. WTNZ A/F (CHR) | 42/ 4.9 | 3.9 | 4.9 | 4.1 | 4.4 | 4.5 | 44/ 584 | 524/10.3 | 9.6 | 7.4 | 27 | 4.9 | 46 | 691 | WTNZ A/F |
| 7. WGAP (C) | 18/ 2.1 | 1.3 | 1.3 | 1.6 | 1.3 | 1.6 | 19/ 227 | 221/ 4.4 | 3.6 | 3.3 | 33 | 1.3 | 12 | 285 | WGAP |
| 8. | | | | | | | | | | | | | | | |
| 9. | | | | | | | | | | | | | | | |
| 10. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 84.55% (684 of 809) (SPG 87: 82.8C%)

| 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-F+>> | 1. WIVK-F+>> | 1. WIVK-F+>> | 1. WIVK-F+>> | 1. WIVK-F+>> | 1. WIVK-F+>> | 1. WIVK-F+>> | 1. WIVK-F+ | 1. WIVK-F>> |
| 2. WIMZ-F+>> | 2. WIVK-F+>> | 2. WIMZ-F+>> | 2. WIMZ-F+>> | 2. WIMZ-F+>> | 2. WIMZ-F+>> | 2. WEZK-F>> | 2. WIMZ-F+>> | 2. WEZK-F | 2. WIMZ-F+> | 2. WIMZ-F+>> |
| 3. WIVK-F+ | 3. WMYU-F | 3. WMYU-F> | 3. WMYU-F>> | 3. WMYU-F> | 3. WMYU-F | 3. WEZK-F | 3. WIMZ-F+> | 3. WEZK-F | 3. WOKI-F | 3. WEZK-F |
| WTNZ-F+ | 4. WOKI-F | 4. WEZK-F | 4. WEZK-F | 4. WEZK-F | 4. WEZK-F | 4. WMYU-F | 4. WMYU-F> | 4. WMYU-F | 4. WEZK-F | 4. WEZK-F |
| 5. | 5. WTNZ-F+ | WOKI-F | 5. | 5. | 5. | 5. WOKI-F | 5. WOKI-F | 5. WOKI-F | 5. WTNZ-F+ | 5. |
| | | | | | | | | 6. WTNZ-F+ | 6. WMYU-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. WOKI-F | 1. WIMZ-F+ | 1. WIMZ-F+ | 1. WIVK-F+>> | 1. WIVK-F+>> | 1. WIMZ-F+> | 1. WIMZ-F+ | 1. WIMZ-F+< | 1. WIVK-F+> | 1. WIVK-F+>> |
| 2. WIMZ-F+< | 2. WIVK-F+> | 2. WIVK-F+ | 2. WIMZ-F+ | 2. WMYU-F | 2. WTNZ-F+< | 2. WIVK-F+>> | 2. WIVK-F+>> | 2. WIMZ-F+>> | 2. WIMZ-F+>> |
| 3. WIMZ-F+> | 3. WMYU-F | 3. WMYU-F>> | 3. WMYU-F> | 3. WIMZ-F+ | 3. WIVK-F+> | 3. WTNZ-F+ | 3. WEZK-F | 3. WMYU-F | 3. WEZK-F |
| 4. WEZK-F | 4. WOKI-F> | 4. | 4. WEZK-F | 4. WEZK-F | 4. WOKI-F< | 4. WMYU-F | 4. WMYU-F | 4. WTNZ-F+ | 4. WMYU-F |
| WTNZ-F+ | 5. | 5. | 5. WOKI-F | 5. | 5. WMYU-F | 5. WOKI-F | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|---------|----------|------|----------|---|
| TOP 40/CHR/CONTEMP | 5 (1) | 99 (2) | 104 (3) | 12.9 | 10.1 | WBZW 1040 Powell .8/1.6 |
| AOR/CLASSIC | 8 (1) | 134 (1) | 142 (2) | 17.6 | 16.5 | WKNF-F 94.3 Oak Ridge 1.2/2.7 |
| AC/OLOIES/SOFT ROCK | | 85 (2) | 85 (2) | 10.5 | 9.4 | WKXV 900 Knoxville .8/2.4 |
| MOR/VARIETY/FULL | | | | | | WLIQ 1340 Knoxville .7/2.3 |
| COUNTRY | 80 (4) | 262 (1) | 342 (5) | 42.3 | 45.3 | WRJZ 620 Knoxville 1.4/6.1 |
| BLACK/URBAN | 6 (1) | | 6 (1) | 0.7 | 2.8 | WSEV 930 Sevierville .8/1.3 |
| BTFL MUSIC/EZ | | 104 (1) | 104 (1) | 12.9 | 10.9 | WYSH 1380 Clinton 1.2/2.1 |
| NEWS/TALK | | | | | | |
| NOSTALGIA | | | | | 0.5 | MISCELLANEOUS COMMENTS WBZW (Powell) sold for |
| RELIGION/GOSPEL | 19 (2) | | 19 (2) | 2.3 | 3.3 | \$225,000... WTNZ-F (Clinton) sold by REBS for |
| SPANISH | | | | | | \$800,000... WNOX sold by REBS to Dick for \$450,000... |
| CLASSICAL | | | | | | WIVK donated by Dick to University of Tennessee... |
| JAZZ/NEW AGE/ECLECTIC | | | | | | WIVK deal did not close until after rating period... |
| UNKNOWN/OTHERS | 7 (1) | | 7 (1) | 0.9 | | |
| | 125 (10) | 684 (7) | 809 (17) | | | |

RADIO STATIONS

| | | | |
|--|----------|---------------------------|---------------------|
| WTNZ, 990, 10 KW (OA-2) | COUNTRY | \$ 17.00 (---) | Bob Coker |
| WRJZ, 620, 5 KW (OA-N) | RELIGION | ABC-D, \$ 12.00 (---) | Dave Jones |
| WIVK (50 KW, OAYS, OA, 850) 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, \$ 64.00 (Banner) | Stoner |
| WIVK-F, 107.7, 100 KW @ 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) |
| | | | Steve Bowman |
| | | | Kerry Lambert |
| | | | Bobby Denton |
| | | | Jim Ridings |

LAFAYETTE, LA

Arbitron Rank/Pop (12+): 167/177,400

Stations: 19/12
 Diaries: 622/285:1/52.4%
 Sample Target: 55D
 % Below Line: 19.7
 % Not Listed: 6.9

1987 Revenue: \$6,300,000
 HH Inc.: \$31,663
 Retail \$: 1.74 Bil
 Pop per Station: 14,783
 #1 Biller: KSMB-F \$1,750,000

MSA Rank/Pop: 188/224,300
 ADI # 112
 Average Person Ratings: 17.2
 Market TSL: 22.8 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. KSMB-F (CHR) | 59/19.3 | --- | 26.7 | --- | 23.2 | ---- | 176/1879 | 657/37.0 | --- | 38.2 | 98 | | | KSMB-F |
| 2. KFZX-F (B) | 46/15.1 | --- | 14.7 | --- | 9.7 | ---- | 92/ 772 | 426/24.0 | --- | 20.6 | 83 | | | KFZX-F |
| 3. KTOY-F (AC) | 27/ 8.9 | --- | 7.7 | --- | 6.3 | ---- | 34/ 610 | 354/20.0 | --- | 20.7 | 148 | | | KTOY-F |
| KDEA-F (EZ) | 27/ 8.9 | --- | 5.7 | --- | 5.6 | ---- | 50/ 541 | 248/14.0 | --- | 14.3 | 56 | | | KDEA-F |
| 5. WYNK-F (C) | 27/ 8.9 | --- | 2.0 | --- | 3.8 | ---- | 71/ 811 | 271/15.3 | --- | 4.2 | 134 | | | WYNK-F |
| 6. KJCB (B) | 25/ 8.2 | --- | 7.7 | --- | 9.2 | ---- | 54/ 436 | 260/14.7 | --- | 17.1 | 100 | | | KJCB |
| 7. WGGZ-F (CHR) | 14/ 4.6 | --- | 4.7 | --- | 3.8 | ---- | 37/ 651 | 248/14.0 | --- | 14.6 | 54 | | | WGGZ-F |
| 8. KXKW (C) | 11/ 3.6 | --- | 4.0 | --- | 7.5 | ---- | 16/ 253 | 161/ 9.1 | --- | 10.8 | 69 | | | KXKW |
| 9. WCKW-F (AOR) | 9/ 3.0 | --- | --- | --- | --- | ---- | 17/ 228 | 110/ 6.2 | --- | --- | 127 | | | WCKW-F |
| KMDL-F (C) | 9/ 3.0 | --- | 3.3 | --- | 4.1 | ---- | 30/ 526 | 189/10.7 | --- | 9.2 | 83 | | | KMDL-F |
| 11. KPTEL (M/T) | 8/ 2.6 | --- | 4.3 | --- | 1.3 | ---- | 10/ 196 | 158/ 8.9 | --- | 10.8 | 146 | | | KPEL |
| 12. | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 30.99% (230 of 284) (SPG 87: 76.36%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|
| 1. KSMB-F | 1. KSMB-F> | 1. KSMB-F> | 1. KSMB-F> | 1. KSMB-F> | 1. KSMB-F> | 1. KDEA-F> | 1. KSMB-F> | 1. KSMB-F> | 1. KFZX-F> | 1. KFZX-F |
| 2. KDEA-F> | 2. KFZX-F> | 2. KFZX-F> | 2. KTOY-F | 2. KTOY-F< | 2. WYNK-AF | 2. KJCB | 2. KDEA-F | 2. KFZX-F> | 2. KSMB-F> | 2. KFZX-F |
| 3. | 3. KTOY-F | 3. KTOY-F | 3. KFZX-F | 3. KFZX-F | 3. KJCB | 3. KFZX-F | 3. KTOY-F | 3. KTOY-F< | 3. KJCB | 3. WYNK-F |
| 4. | 4. WYNK-AF | 4. WYNK-AF | 4. WYNK-AF | 4. WYNK-AF | 4. KTOY-F | 4. KTOY-F | 4. KFZX-F | 4. KDEA-F | 4. WYNK-F | 4. KSMB-F |
| 5. | 5. | 5. | 5. | 5. | 5. KFZX-F | 5. | 5. WYNK-F | 5. | 5. KDEA-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. KSMB-F> | 1. KSMB-F> | 1. KSMB-F> | 1. KSMB-F> | 1. KSMB-F | 1. KFZX-F | 1. KSMB-F< | 1. KSMB-F> | 1. KFZX-F | 1. KSMB-F |
| 2. KTOY-F< | 2. KFZX-F | 2. KTOY-F< | 2. KTOY-F< | 2. WYNK-AF | 2. KSMB-F> | 2. KFZX-F> | 2. KFZX-F> | 2. KSMB-F> | 2. KFZX-F> |
| 3. KFZX-F | 3. KTOY-F> | 3. KFZX-F | 3. KFZX-F< | 3. KTOY-F> | 3. WGGZ-F | 3. | 3. KTOY-F | 3. KTOY-F | 3. KTOY-F |
| 4. | 4. WYNK-AF | 4. KJCB | 4. WYNK-AF | 4. KFZX-F | 4. | 4. | 4. | 4. WYNK-AF | 4. KJCB |
| 5. | 5. | 5. WYNK-F | 5. | 5. KJCB | 5. | 5. | 5. | 5. | 5. WYNK-AF |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 76 (3) | 76 (3) | 26.8 | 34.2 | KAJN-F 102.9 Crowley 1.6/6.0 |
| AOR/CLASSIC | 2 (1) | 9 (1) | 11 (2) | 3.9 | | KRRR 1330 Lafayette .7/4.6 |
| AC/DLOIES/SOFT ROCK | | 28 (2) | 28 (2) | 9.9 | 13.5 | KROF 960 Abbeville .7/2.8 |
| MOR/VARIETY/FULL | | | | | | KROF-F 104.9 Abbeville 1.0/7.9 |
| COUNTRY | 15 (3) | 39 (3) | 54 (6) | 19.0 | 15.6 | KANE 1240 New Iberia 1.3/3.4 |
| BLACK/URBAN | 25 (1) | 46 (1) | 71 (2) | 25.0 | 24.7 | KZMZ-F 96.9 Alexandria 1.0/3.8 |
| BTFL MUSIC/EZ | | 27 (1) | 27 (1) | 9.5 | 6.2 | WQXY-F 100.7 Baton Rouge .3/2.5 |
| NEWS/TALK | 8 (1) | | 8 (1) | 2.8 | 4.7 | WYNK 1380 Baton Rouge .7/ .4 |
| NOSTALGIA | | | | | | |
| RELIGION/GOSPEL | | 5 (1) | 5 (1) | 1.8 | 1.1 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 4 (1) | | 4 (1) | 1.4 | | |
| | 54 (7) | 230 (12) | 284 (19) | | | |

RADIO STATIONS

| | | | |
|--------------------------------------|----------------|-------------------------------|-----------------------------|
| KJCB, 770, 1 KW | , BLACK | SBN,ABC-D,\$ 19.00 (---) | |
| KPEL, 1420, 1 KW/750 W (DA-N) | , TALK | CBS,ABC-I,\$ 17.00 (Christal) | |
| KRRR, 1330, 5 KW/1 KW (DA-N) | , CLASSIC ROCK | Source,\$ 15.00 (Mc-Guild) | |
| KXKW, 1520, 10 KW (DA-1) | , COUNTRY | CNN,\$ 20.00 (Banner) | Clark White |
| KDEA-F, 99.1, 100 KW @ 1039, BTFL/EZ | | ,\$ 21.00 (Roslin) | (NEW IBERIA) Don Bonin |
| KFZX-F, 106.3, 3 KW @ 300, BLACK | | ABC-F,\$ 30.00 (HNWH) | Shane Kollet |
| KSMB-F, 94.5, 100 KW @ 1150, CHR | | ,\$ 50.00 (Banner) | Louis Cohen |
| KTOY-F, 99.9, 100 KW @ 984, AC | | ,\$ 35.00 (Christal) | |
| KROF-F, 104.9, 3 KW @ 304, COUNTRY | | ,\$ 12.00 (---) | (ABBEVILLE) Garland Bernard |
| KMDL-F, 97.7, 3 KW @ 300, COUNTRY | | ,\$ 15.00 (Mc-Guild) | (KAPLAN) Ernie Alexander |

LAKELAND

Arbitron Rank/Pop (12+): 113/318,200
 MSA Rank/Pop: 119/334,000
 Tampa ADI
 Average Person Ratings: 15.5
 Market TSL: 21.5 hours

Stations: 22/7
 Diaries: 713/446:1/46.3%
 Sample Target: 680
 % Below Line: 53.6
 % Not Listed: 15.6

1987 Revenue: \$5,900,000
 HH Inc.: \$26,914
 Retail \$: 2.2 Bill
 Pop per Station: 45,457
 #1 Biller: WPCV-F \$2,200,000

| 12+ METRO | 1/4/SHARE | FAL | | SPG | | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | | % 25-54 Conversion | | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|-----|------|-----|------|-------------|------------------|----------------------------|-----|--------------------|-----|-------------|-----------|------------|--------|
| | | 87 | 86 | 87 | 86 | | | 87 | 87 | 87 | 87 | | | | |
| 1. WPCV-F (C) | 68/13.8 | --- | 11.7 | --- | 12.4 | ---- | 71/708 | 619/19.5 | --- | 21.5 | 137 | | | | WPCV-F |
| 2. WEZY-F (EZ) | 59/11.9 | --- | 13.8 | --- | 12.2 | ---- | 67/575 | 471/14.8 | --- | 15.7 | 45 | | | | WEZY-F |
| 3. WRBQ-F (CHR) | 48/ 9.7 | --- | 11.5 | --- | 10.5 | ---- | 52/690 | 604/19.0 | --- | 20.5 | 114 | | | | WRBQ-F |
| 4. WFLZ-F (AC) | 39/ 7.9 | --- | 3.8 | --- | 5.0 | ---- | 47/451 | 356/11.2 | --- | 7.9 | 135 | | | | WFLZ-F |
| 5. WCAT-F (CHR) | 35/ 7.1 | --- | 9.0 | --- | 6.4 | ---- | 37/570 | 554/17.4 | --- | 18.9 | 52 | | | | WCAT-F |
| 6. WYNF-F (AOR) | 33/ 6.7 | --- | 9.8 | --- | 8.0 | ---- | 56/484 | 392/12.3 | --- | 13.9 | 85 | | | | WYNF-F |
| 7. WJHM-F (8/U) | 20/ 4.0 | --- | --- | --- | --- | ---- | 20/191 | 191/ 6.0 | --- | --- | 83 | | | | WJHM-F |
| 8. WBJW-F (CHR) | 17/ 3.4 | --- | 4.6 | --- | 1.7 | ---- | 19/331 | 300/ 9.4 | --- | 13.2 | 97 | | | | WBJW-F |
| 9. WQYK-F (C) | 13/ 2.6 | --- | .8 | --- | 1.2 | ---- | 13/177 | 161/ 5.1 | --- | 4.7 | 96 | | | | WQYK-F |
| 10. WTKA-F (C) | 12/ 2.4 | --- | 2.1 | --- | 1.6 | ---- | 12/135 | 125/ 3.9 | --- | 4.8 | 154 | | | | WTKA-F |
| 11. | | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 38.73% (370 of 417) (SPG 87: 35.78%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|-------------|-------------|-------------|-------------|------------|------------|-----------|------------|-----------|------------|
| 1. WCAT-F> | 1. WRBQ-F+> | 1. WPCV-F | 1. WPCV-F> | 1. WPCV-F> | 1. WEZY-F | 1. WPCV-F | 1. WEZY-F | 1. WPCV-F | 1. WCAT-F | 1. WPCV-F |
| 2. WJHM-F | 2. WPCV-F | 2. WRBQ-F+> | 2. WRBQ-F+> | 2. WRBQ-F+> | 2. WPCV-F> | 2. WEZY-F< | 2. WPCV-F | 2. WRBQ-F> | 2. WPCV-F | 2. WEZY-F> |
| 3. WYNF-F | WYNF-F | 3. WFLZ-F | 3. WFLZ-F | 3. WFLZ-F | 3. WFLZ-F> | 3. WRBQ-F | 3. WFLZ-F | 3. WEZY-F | 3. WRBQ-F | 3. WCAT-F |
| 4. WBJW-F | 4. WCAT-F | 4. WYNF-F | 4. WYNF-F | 4. WYNF-F | 4. WYNF-F | 4. WFLZ-F | 4. WRBQ-F | 4. WFLZ-F< | 4. WJHM-F | 4. WYNF-F |
| 5. WRBQ-F+ | 5. WCAT-F | 5. WCAT-F | 5. WCAT-F | 5. WCAT-F | 5. WCAT-F | 5. WCAT-F | 5. WYNF-F | 5. WCAT-F | 5. WEZY-F | 5. WCAT-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. WFLZ-F | 1. WRBQ-F+ | 1. WRBQ-F+> | 1. WPCV-F | 1. WPCV-F | 1. WRBQ-F+ | 1. WRBQ-F+> | 1. WRBQ-F+> | 1. WPCV-F> | 1. WPCV-F> |
| 2. WCAT-F | 2. WPCV-F | 2. WPCV-F | 2. WFLZ-F | 2. WFLZ-F | 2. WYNF-F | 2. WYNF-F | 2. WPCV-F> | WRBQ-F+ | 2. WRBQ-F+ |
| 3. WPCV-F | WFLZ-F | WYNF-F | 3. WRBQ-F+ | 3. WRBQ-F+ | 3. WCAT-F | 3. WPCV-F | 3. WYNF-F | 3. WYNF-F | 3. WFLZ-F |
| 4. WJHM-F | 4. WCAT-F | 4. WYNF-F | 4. WCAT-F | 4. WEZY-F | 4. WFLZ-F | 4. WCAT-F | 4. WCAT-F | 4. WCAT-F | 4. WYNF-F |
| WRBQ-F+ | 5. WYNF-F | 5. WCAT-F | 5. WCAT-F | 5. WCAT-F | 5. WCAT-F | 5. WCAT-F | 5. WCAT-F | 5. WCAT-F | 5. WCAT-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|--------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 100 (3) | 103 (3) | 24.6 | 29.9 |
| AOR/CLASSIC | | 35 (2) | 35 (2) | 8.6 | 13.7 |
| AC/OLDIES/SOFT ROCK | | 59 (4) | 59 (4) | 14.5 | 8.2 |
| MOR/VARIETY/FULL | | | | | 1.2 |
| COUNTRY | 10 (1) | 93 (3) | 103 (4) | 25.3 | 19.7 |
| BLACK/URBAN | | 20 (1) | 20 (1) | 4.9 | 4.0 |
| BTFL MUSIC/EZ | | 63 (2) | 63 (2) | 15.5 | 17.5 |
| NEWS/TALK | 5 (2) | | 5 (2) | 1.2 | |
| NOSTALGIA | 17 (3) | | 17 (3) | 4.2 | 3.5 |
| RELIGION/GOSPEL | | | | | |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | 5 (1) | | 5 (1) | 1.2 | 2.2 |
| | 37 (7) | 370 (15) | 407 (22) | | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | | |
|--|-------|----------------|--|---------|
| WBAR | 1460 | Bartow | | .5/1.8 |
| WLKF | 1430 | Lakeland | | .6/2.5 |
| WONN | 1230 | Lakeland | | 2.2/5.9 |
| WSIR | 1490 | Winter Haven | | .6/2.0 |
| WTWB | 1570 | Auburndale | | 1.0/1.4 |
| WDIZ-F | 100.3 | Orlando | | .4/2.8 |
| WJYO-F | 107.7 | Mount Dora | | .4/2.0 |
| WOCL-F | 105.9 | DeLand | | 1.8/3.5 |
| WSSP-F | 104.1 | Cocoa Beach | | .8/1.8 |
| WSTF-F | 101.1 | Cocoa Beach | | 1.8/6.9 |
| WSUN | 620 | St. Petersburg | | 2.0/4.0 |
| WWNZ | 740 | Orlando | | .4/1.2 |

MISCELLANEOUS COMMENTS WSIR sold for \$250,000...
 WVFH changes to WEZY (January)...

RADIO STATIONS

| | | | | | |
|-------------------------------------|-------------|------------------------|----------|------|------------------|
| WLKF, 1430, 5 KW/1 KW (DA-1) | , TALK | NBC-T, ABC-E, \$ 13.00 | {Banner} | Root | Bud Kurtz |
| WONN, 1230, 1 KW | , NOSTALGIA | NBC, \$ 17.00 | {Torbet} | Hall | Art Rowbotham |
| WGTO, 540, 50 KW/1 KW (DA-1) | , COUNTRY | , \$ 14.00 | {--- | | |
| WWAB, 1330, 1 KW (DAYS, DA) | , BLACK | , \$ 12.00 | {--- | | Hugh Hughes |
| WEZY-F, 94.1, 100 KW @ 500, BTFL/EZ | | , \$ 47.00 | {Banner} | Root | Bud Kurtz |
| WPCV-F, 97.5, 100 KW @ 986, COUNTRY | | NBC, \$ 56.00 | {Torbet} | Hall | Arthur Rowbotham |

Other ranked stations - See Tampa or Orlando

LANCASTER

Arbitron Rank/Pop (12+): 108/323,500

Stations: 19/6
Diaries: 739/438:1/57.0%
Sample Target: 700
% Below Line: 38.1
% Not Listed: 15.8

1997 Revenue: \$5,800,000
HH Inc.: \$32,938
Retail \$: 2.64 Bil
Pop per Station: 53,917
#1 Biller: WLAN-F \$1,600,000

MSA Rank/Pop: 115/392,000
ADI # 45 (w/York & Harrisburg)
Average Person Ratings: 15.0
Market TSL: 20.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WNCE-F (EZ) | 63/13.0 | 12.6 | 14.0 | 15.1 | 14.2 | ---- | 120/1333 | 741/22.9 | 20.8 | 19.4 | 70 | 8.2 | 43 | 593 | WNCE-F |
| 2. WLAN-F (CHR) | 55/11.3 | 15.3 | 13.8 | 12.7 | 11.8 | ---- | 69/1264 | 951/29.4 | 30.3 | 30.1 | 81 | 17.6 | 92 | 1182 | WLAN-F |
| 3. WARM-F (AC) | 43/ 9.9 | 9.4 | 10.7 | 10.5 | 6.8 | ---- | 108/1336 | 612/18.9 | 18.1 | 21.0 | 140 | 8.4 | 44 | 604 | WARM-F |
| 4. WRKZ-F (C) | 46/ 9.5 | 6.3 | 6.9 | 5.6 | 9.3 | ---- | 124/1278 | 479/14.8 | 12.7 | 13.8 | 96 | 7.3 | 38 | 514 | WRKZ-F |
| 5. WIOV-F (C) | 45/ 9.3 | 7.9 | 9.7 | 7.9 | 9.3 | ---- | 56/ 772 | 538/16.6 | 14.1 | 17.4 | 132 | 7.1 | 37 | 534 | WIOV-F |
| 6. WDAC-F (R/G) | 44/ 9.1 | 3.1 | 7.1 | 8.3 | 6.6 | ---- | 55/ 597 | 446/13.8 | 13.9 | 12.7 | 74 | 5.9 | 31 | 373 | WOAC-F |
| 7. WHTF-F (ADR) | 32/ 6.6 | 5.7 | 4.7 | 5.4 | 6.6 | ---- | 63/ 732 | 313/ 9.4 | 13.3 | 9.2 | 108 | 10.3 | 54 | 492 | WHTF-F |
| 8. WQXA-F (CHR) | 14/ 2.9 | 4.1 | 3.4 | 2.2 | 2.5 | ---- | 68/1304 | 345/10.7 | 12.0 | 12.5 | 97 | 4.0 | 21 | 493 | WQXA-F |
| 9. WLPA (BB) | 13/ 2.7 | 1.8 | 2.0 | 2.0 | 1.6 | ---- | 13/ 186 | 186/ 5.7 | 6.1 | 6.0 | 59 | 1.3 | 7 | 168 | WLPA |
| 10. WRFY-F (CHR) | 12/ 2.5 | 1.6 | 2.8 | 3.0 | 1.8 | ---- | 15/ 241 | 171/ 5.3 | 7.9 | 7.8 | 80 | 1.3 | 7 | 132 | WRFY-F |

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

12+ FM SHARE (METRO): 93.89% (384 of 409) (SPG 87: 91.10%)

| 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. WARM-F | 1. WARM-F> | 1. WARM-F | 1. WNCE-F> | 1. WNCE-F | 1. WNCE-F | 1. WNCE-F< | 1. WLAN-F | 1. WRKZ-F |
| 2. | WHTF-F | 2. WLAN-F | 2. WIOV-F | 2. WIOV-F> | 2. WRKZ-F | 2. WLAN-F | 2. WARM-F | 2. WLAN-F | 2. WDAC-F> | 2. WIOV-F |
| 3. | 3. WARM-F>>3. | WHTF-F | 3. WLAN-F | 3. WLAN-F | 3. WIOV-F | 3. WARM-F | 3. WRKZ-F | 3. WARM-F | 3. WNCE-F | WNCE-F |
| 4. | 4. WIOV-F | 4. WIOV-F | 4. WHTF-F | WNCE-F | 4. WOAC-F | 4. WDAC-F | 4. WIOV-F | 4. WDAC-F | 4. WRKZ-F | 4. WLAN-F |
| 5. | 5. WDAC-F | 5. WRKZ-F | 5. | WRKZ-F | 5. WARM-F | WIOV-F | 5. WLAN-F | 5. WIOV-F< | 5. WARM-F | 5. |
| | | | | | | 6. WRKZ-F | WHTF-F | 6. WRKZ-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. WLAN-F< | 1. WARM-F>>1. | WARM-F> | 1. WARM-F> | 1. WARM-F> | 1. WHTF-F | 1. WHTF-F>>1. | WHTF-F>>1. | WHTF-F> | 1. WHTF-F |
| 2. WARM-F> | 2. WLAN-F> | 2. WLAN-F | 2. WLAN-F | 2. WIOV-F | 2. WLAN-F> | 2. WLAN-F>>2. | WLAN-F< | 2. WLAN-F | 2. WIOV-F |
| 3. WDAC-F | 3. WDAC-F | 3. WIOV-F | 3. WIOV-F | 3. WNCE-F | 3. WARM-F | 3. WARM-F | 3. WIOV-F | 3. WARM-F | 3. WLAN-F |
| 4. | 4. WIOV-F | 4. WDAC-F | 4. WDAC-F | 4. WLAN-F | 4. | 4. WRKZ-F | 4. WARM-F | WRKZ-F | WRKZ-F |
| 5. | 5. | 5. | 5. WNCE-F | WRKZ-F | 5. | 5. WIOV-F | 5. | 5. WIOV-F | 5. WARM-F |
| | | | | 6. WDAC-F | | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|--------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 87 (4) | 87 (4) | 21.3 | 24.4 |
| AOR/CLASSIC | | 38 (2) | 38 (2) | 9.3 | 8.7 |
| AC/OLDIES/SOFT ROCK | | 61 (5) | 61 (5) | 14.9 | 13.5 |
| MOR/WARIETY/FULL | 4 (1) | | 4 (1) | 1.0 | 4.1 |
| COUNTRY | | 91 (2) | 91 (2) | 22.2 | 18.7 |
| BLACK/URBAN | | | | | 0.7 |
| BTFL MUSIC/EZ | | 63 (1) | 63 (1) | 15.4 | 15.8 |
| NEWS/TALK | 4 (1) | | 4 (1) | 1.0 | 1.4 |
| NOSTALGIA | 13 (1) | | 13 (1) | 3.2 | 3.4 |
| RELIGION/GOSPEL | | 44 (1) | 44 (1) | 10.8 | 8.7 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | 4 (1) | | 4 (1) | 1.0 | |
| UNKNOWN/OTHERS | | | | | 0.7 |
| | 25 (4) | 384 (15) | 409 (19) | | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--|-------|--------------|---------|
| WLAN | 1390 | Lancaster | .8/2.8 |
| WCTX-F | 92.1 | Palmyra | .4/2.7 |
| WIMZ-F | 99.3 | Harrisburg | .6/1.7 |
| WSBA | 910 | York | .8/3.7 |
| WYCR-F | 98.5 | York | 1.2/5.9 |
| KYW | 1060 | Philadelphia | .8/5.2 |
| WMGK-F | 102.9 | Philadelphia | .8/2.0 |
| WMMR-F | 93.3 | Philadelphia | 1.2/3.6 |
| WOGL-F | 98.1 | Philadelphia | .8/3.4 |

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

American Radio Spring 1988, Copyright 1988

LANSING

Arbitron Rank/Pop (12+): 99/353,100
 MSA Rank/Pop: 110/430,000
 Average Person Ratings: 15.9
 Market TSL: 21.3 hours

Stations: 20/15
 Oiaries: 859/411:1/53.6%
 Sample Target: 780
 % Below Line: 9.1
 % Not Listed: 13.4

1987 Revenue: \$12,000,000
 HH Inc.: \$35,080
 Retail \$: 3.0 Bill
 Pop per Station: 23,540
 #1 Biller: WVIC A/F \$3,200,000

| 12+ METRO | 1/4/SHARE | WIN | | | | SPG | | | | 12+ METRO | | | | % Conversion | | | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|------|------|------|------|------|----------|-----------|------|-----------|-----|------|-----|--------------|----------|----|-------------|-----------|------------|--|
| | | 88 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | | | | |
| 1. WVIC A/F (CHR) | 123/22.0 | 19.5 | 20.0 | 19.0 | 27.1 | 20.1 | 167/1812 | 1292/36.6 | 37.6 | 47.3 | 80 | 23.6 | 172 | 1452 | WVIC A/F | | | | | |
| 2. WITL-F (C) | 87/15.5 | 15.2 | 15.1 | 13.8 | 13.8 | 14.9 | 148/1570 | 922/26.1 | 24.6 | 21.3 | 105 | 14.5 | 106 | 911 | WITL-F | | | | | |
| 3. WJIM-F (EZ) | 36/ 6.4 | 8.5 | 7.6 | 8.2 | 6.6 | 7.7 | 51/ 629 | 455/12.9 | 14.6 | 13.1 | 111 | 5.9 | 43 | 409 | WJIM-F | | | | | |
| 4. WFMK-F (AC) | 33/ 5.9 | 8.3 | 5.1 | 5.9 | 8.1 | 6.3 | 50/ 810 | 484/13.7 | 16.5 | 18.7 | 137 | 5.5 | 40 | 600 | WFMK-F | | | | | |
| 5. WLNZ-F (CHR) | 30/ 5.3 | 4.9 | 3.0 | 4.4 | 3.9 | 4.4 | 38/ 568 | 447/12.7 | 8.3 | 12.3 | 43 | 8.0 | 58 | 727 | WLNZ-F | | | | | |
| 6. WJXQ-F (AOR) | 29/ 5.2 | 4.6 | 4.7 | 4.5 | 3.5 | 4.8 | 57/ 998 | 428/12.1 | 13.4 | 15.9 | 56 | 6.3 | 46 | 768 | WJXQ-F | | | | | |
| WIBM-F (O) | 29/ 5.2 | 4.1 | 5.8 | 5.8 | 5.2 | 5.2 | 55/ 952 | 508/14.4 | 12.9 | 15.0 | 142 | 5.2 | 38 | 612 | WIBM-F | | | | | |
| 8. WJR (MOR) | 25/ 4.5 | 4.1 | 6.7 | 8.0 | 4.4 | 5.8 | 105/1524 | 458/13.0 | 14.9 | 13.1 | 87 | 4.3 | 31 | 540 | WJR | | | | | |
| 9. WMMQ-F (AOR) | 23/ 4.1 | 4.2 | 4.6 | 5.8 | 5.4 | 4.7 | 27/ 488 | 396/11.2 | 15.6 | 17.7 | 134 | 4.3 | 31 | 519 | WMMQ-F | | | | | |
| 10. WILS-F (AC) | 14/ 2.5 | 4.4 | 4.4 | 2.8 | 3.9 | 3.5 | 16/ 333 | 295/ 8.4 | 12.6 | 12.0 | 156 | 2.7 | 20 | 389 | WILS-F | | | | | |
| 11. WILS (S) | 12/ 2.1 | 2.5 | 3.3 | .5 | .3 | 2.1 | 16/ 190 | 154/ 4.4 | 7.7 | 3.4 | 110 | 4.1 | 30 | 439 | WILS | | | | | |
| 12. WIOG-F (CHR) | 11/ 2.0 | .5 | .9 | 1.6 | .8 | 1.3 | 53/ 653 | 137/ 3.9 | 3.4 | 3.1 | 95 | 1.2 | 9 | 195 | WIOG-F | | | | | |

12+ FM SHARE (METRO): 88.07% (429 of 486) (SPG 87: 90.11%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMO | 12+ EVE | OVERNIGHT |
|-----------------|--------------|---------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|
| 1. WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | WITL-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. |
| 2. WCNZ-F+>>2. | WJXQ-F | 2. WITL-F+>2. | WITL-F+>2. | WITL-F+>2. | WITL-F+>2. | WJIM-F+>2. | WITL-F+>>2. | WITL-F+>>2. | WITL-F+>>2. | WITL-F+>>2. |
| 3. WJXQ-F+>3. | WIBM-F | 3. WFMK-F | 3. WFMK-F | 3. WFMK-F | 3. WFMK-F | 3. WJR | 3. WJIM-F | 3. WJIM-F | 3. WFMK-F | 3. WMMQ-F |
| 4. WXLA | WLNZ-F | 4. WIBM-F | 4. WIBM-F | 4. WIBM-F | 4. WIBM-F | 4. WVIC-F+>4. | WJR | 4. WFMK-F | 4. WIBM-F | 4. WJXQ-F |
| 5. WITL-F | 5. WFMK-F | 5. WJXQ-F | 5. WMMQ-F | 5. WJIM-F | 5. WFMK-F | 5. WFMK-F | WIBM-F | 5. WJIM-F | 5. WJIM-F | 5. WJXQ-F |
| | WITL-F | | 6. WJIM-F | | | | | 6. WJXQ-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. WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | 1. WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. | WVIC-F+>>>1. |
| 2. WLNZ-F+>2. | WFMK-F | 2. WFMK-F | 2. WITL-F+>2. | WITL-F+>2. | 2. WJXQ-F+>>2. | WJXQ-F+>>2. | WMMQ-F+>2. | WITL-F+>2. | WITL-F+>>2. |
| 3. WITL-F+>3. | WITL-F | 3. WIBM-F | 3. WFMK-F+>3. | WFMK-F+>3. | 3. WLNZ-F | 3. WIBM-F | 3. WIBM-F | 3. WJXQ-F | 3. WIBM-F |
| 4. WFMK-F | 4. WLNZ-F | 4. WITL-F | 4. WIBM-F | 4. WJIM-F | 4. | 4. WMMQ-F | 4. WJXQ-F | 4. WIBM-F | 4. WIBM-F |
| 5. | 5. WIBM-F | 5. | WLNZ-F | 5. WIBM-F | 5. | 5. WLNZ-F | 5. WIOG-F | 5. WMMQ-F | 5. WJR |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|--------|---|
| TOP 40/CHR/CONTEMP | 2 (1) | 162 (3) | 164 (4) | 33.7 | 34.9 | WITL 1010 Lansing .5/3.7 |
| AOR/CLASSIC | | 55 (3) | 55 (3) | 11.3 | 12.7 | WJIM 1240 Lansing 1.2/3.1 |
| AC/OLDSIES/SOFT ROCK | | 76 (3) | 76 (3) | 15.6 | 19.0 | WNL 1390 Charlotte 4/1.1 |
| MOR/VARIETY/FULL | 25 (1) | | 25 (1) | 5.1 | 5.6 | WXL 1180 Dimondale 1.2/2.0 |
| COUNTRY | 3 (1) | 93 (2) | 96 (3) | 19.8 | 16.2 | WCUZ-F 101.3 Grand Rapids 1.1/1.4 |
| BLACK/URBAN | 19 (2) | | 19 (2) | 3.9 | 1.9 | WOOD-F 105.7 Grand Rapids 1.1/3.1 |
| BTFL MUSIC/EZ | 7 (1) | 42 (2) | 49 (3) | 10.1 | 8.4 | WRIF-F 101.1 Detroit .5/2.6 |
| NEWS/TALK | | | | | | |
| NOSTALGIA | | | | | 0.4 | |
| RELIGION/GOSPEL | | | | | | MISCELLANEOUS COMMENTS WLNZ-F now programs CHR... |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 2 (1) | | 2 (1) | 0.4 | 0.9 | |
| | 58 (7) | 428 (13) | 486 (20) | | | |

RADIO STATIONS

| | | | |
|---|----------------------|----------------------------|----------------|
| WILS, 1320, 5 KW/1 KW (DA-2) | , BLACK | CBS, \$ 14.00 (Banner) | |
| WJIM, 1240, 1 KW | , BTFL | NBC, \$ 13.00 (Torbet) | Leicinger |
| WXL, 1180, 1 KW (DAYS,DA) | , BLACK | , \$ 14.00 (Patt) | Bob Williams |
| WFMK-F, 99.1, 28 KW @ 600, AC | | , \$ 41.00 (Republic) | Liggett |
| WIBM-F, 94.1, 50 KW @ 500, OLDSIES | | US 2, \$ 30.00 (Christal) | (JACKSON) |
| WILS-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. JOHN'S) |
| WMMQ-F, 92.7, 1.5 KW @ 466, CLASSIC AOR | | Source, \$ 29.00 (HNWH) | Ron Shannon |
| WVIC-F, 94.9, 49 KW @ 500, CHR | | , \$ 68.00 (Katz) | Goodrich |
| WJR - See Detroit | WIOG-F - See Saginaw | | |

LAS VEGAS

Arbitron Rank/Pop (12+): 74/479,900
 NSA Rank/Pop: 85/575,000
 ADI # 94
 Average Person Ratings: 17.7
 Market TSL: 23.5 hours

Stations: 20/20
 Diaries: 920/522:1/46.6%
 Sample Target: 920
 % Below Line: 0
 % Not Listed: 15.4

1987 Revenue: \$17,600,000
 HH Inc.: \$30,679
 Retail \$: 4.7 Bill
 Pop per Station: 23,995
 #1 Biller: KLUC-F/KRSR \$2,500,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KXTZ-F (EZ) | 94/11.0 | 13.1 | 9.6 | 13.0 | 12.4 | 11.7 | 100/ 953 | 781/16.3 | 16.7 | 16.9 | 81 | 4.8 | 48 | 577 | KXTZ-F |
| 2. KFMS A/F (C) | 93/10.9 | 10.9 | 9.5 | 10.2 | 7.9 | 10.4 | 99/ 977 | 800/16.7 | 17.3 | 14.5 | 106 | 11.0 | 102 | 732 | KFMS A/F |
| 3. KLUC-F (CHR) | 90/10.6 | 10.7 | 11.3 | 12.3 | 11.2 | 11.2 | 90/1349 | 1299/27.1 | 23.8 | 25.5 | 74 | 12.5 | 125 | 1278 | KLUC-F |
| 4. KYRK-F (U/CHR) | 68/ 8.0 | 5.3 | 8.2 | 4.8 | 6.1 | 6.6 | 69/1117 | 1092/22.8 | 20.7 | 15.9 | 70 | 9.8 | 98 | 1158 | KYRK-F |
| 5. KKLZ-F (AOR) | 60/ 7.1 | 8.6 | 4.7 | 5.7 | 3.6 | 6.5 | 62/ 709 | 676/14.1 | 11.7 | 8.9 | 120 | 10.5 | 105 | 832 | KKLZ-F |
| 6. KMZQ-F (AC) | 52/ 6.1 | 4.9 | 6.0 | 8.1 | 10.1 | 6.3 | 52/ 673 | 662/13.8 | 11.4 | 17.4 | 149 | 5.1 | 51 | 429 | KMZQ-F |
| 7. KORK (BB) | 44/ 5.2 | 2.7 | 5.9 | 4.0 | 4.6 | 4.5 | 45/ 416 | 398/ 8.3 | 8.5 | 6.1 | 56 | 2.9 | 29 | 230 | KORK |
| 8. KOMP-F (AOR) | 41/ 4.8 | 4.4 | 7.1 | 9.1 | 8.5 | 6.4 | 44/ 683 | 630/13.1 | 12.2 | 18.9 | 121 | 3.2 | 32 | 752 | KOMP-F |
| 9. KLSQ-F (O) | 23/ 3.3 | 3.4 | 3.3 | 2.2 | 3.2 | 3.1 | 23/ 425 | 415/ 8.6 | 8.1 | 9.2 | 124 | 2.1 | 21 | 327 | KLSQ-F |
| 10. KRLV-F (AC) | 26/ 3.1 | 3.5 | 1.7 | --- | --- | 2.1 | 26/ 326 | 323/ 6.7 | 4.8 | --- | 152 | 1.5 | 15 | 342 | KRLV-F |
| 11. KENO (O) | 20/ 2.4 | 1.8 | 2.2 | 1.6 | 1.4 | 2.0 | 20/ 363 | 363/ 7.6 | 5.2 | 5.5 | 113 | 1.9 | 19 | 286 | KENO |
| 12. KOWN (T) | 18/ 2.1 | 3.7 | 3.9 | 2.7 | 3.1 | 3.1 | 19/ 368 | 348/ 7.3 | 6.6 | 9.6 | 48 | 2.6 | 26 | 363 | KOWN |
| 13. KMTW (B) | 17/ 2.0 | 1.4 | .4 | 1.2 | 1.2 | 1.3 | 17/ 267 | 267/ 5.6 | 3.4 | 3.4 | 155 | 2.0 | 20 | 229 | KMTW |
| KNUU (T) | 17/ 2.0 | 3.0 | 3.3 | 2.9 | 1.3 | 2.8 | 17/ 350 | 350/ 7.3 | 8.1 | 6.9 | 95 | 1.4 | 14 | 201 | KNUU |
| 15. KEYV-F (J/HA) | 15/ 1.8 | 3.9 | 2.4 | 2.5 | 3.1 | 2.7 | 15/ 235 | 235/ 4.9 | 5.5 | 7.0 | 150 | 2.4 | 24 | 272 | KEYV-F |
| KRRI-F (O) | 15/ 1.8 | 2.1 | 1.8 | 2.5 | 1.9 | 2.1 | 15/ 313 | 313/ 6.5 | 7.2 | 5.7 | 161 | 2.1 | 21 | 288 | KRRI-F |

12+ FM SHARE (METRO): 80.14% (577 of 720) (SPG 87: 82.54%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMO | 12+ EVE | OVERNIGHT |
|------------|-----------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|
| 1. KLUC-F | 1. KLUC-F | 1. KLUC-F | 1. KFMS-AF | 1. KFMS-AF | 1. KXTZ-F | 1. KFMS-AF | 1. KXTZ-F | 1. KLUC-F | 1. KLUC-F | 1. KXTZ-F |
| 2. KYRK-F | 2. KKLZ-F | 2. KFMS-AF | 2. KKLZ-F | 2. KMZQ-F | 2. KFMS-AF | 2. KLUC-F | 2. KFMS-AF | 2. KFMS-AF | 2. KYRK-F | 2. KFMS-F |
| 3. KOMP-F | 3. KOMP-F | 3. KKLZ-F | 3. KMZQ-F | 3. KXTZ-F | 3. KORK | 3. KXTZ-F | 3. KLUC-F | 3. KXTZ-F | 3. KXTZ-F | 3. KLUC-F |
| 4. KYRK-F | 4. KMZQ-F | 4. KLUC-F | 4. KLUC-F | 4. KKLZ-F | 4. KKLZ-F | 4. KKLZ-F | 4. KYRK-F | 4. KYRK-F | 4. KFMS-F | 4. KNUU |
| 5. KFMS-AF | 5. KYRK-F | 5. KYRK-F | 5. KXTZ-F | 5. KLUC-F | 5. KYRK-F | 5. KYRK-F | 5. KMZQ-F | 5. KMZQ-F | 5. KKLZ-F | 5. KYRK-F |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|-----------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|
| 1. KLUC-F | 1. KLUC-F | 1. KMZQ-F | 1. KLUC-F | 1. KFMS-AF | 1. KLUC-F | 1. KKLZ-F | 1. KKLZ-F | 1. KKLZ-F | 1. KKLZ-F |
| 2. KYRK-F | 2. KMZQ-F | 2. KLUC-F | 2. KMZQ-F | 2. KXTZ-F | 2. KKLZ-F | 2. KLUC-F | 2. KFMS-AF | 2. KFMS-AF | 2. KFMS-AF |
| 3. KLSQ-F | 3. KYRK-F | 3. KYRK-F | 3. KFMS-AF | 3. KMZQ-F | 3. KOMP-F | 3. KOMP-F | 3. KOMP-F | 3. KLUC-F | 3. KMZQ-F |
| 4. KMZQ-F | 4. KLSQ-F | 4. KFMS-AF | 4. KYRK-F | 4. KLUC-F | 4. KYRK-F | 4. KFMS-AF | 4. KLUC-F | 4. KOMP-F | 4. KOMP-F |
| 5. KOMP-F | 5. KOMP-F | 5. KOMP-F | 5. KXTZ-F | 5. KYRK-F | 5. KYRK-F | 5. KYRK-F | 5. KYRK-F | 5. KMZQ-F | 5. KLUC-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|--------------------------------------|---------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 158 (2) | 159 (2) | 21.9 | 13.8 | KLAV 1230 Las Vegas .7/1.5 |
| AOR/CLASSIC | 7 (1) | 101 (2) | 108 (3) | 15.0 | 14.9 | KROL 870 Laughlin 1.1/2.3 |
| AC/OLOIES/SOFT ROCK MOR/VARIETY/FULL | 20 (1) | 121 (4) | 141 (5) | 19.6 | 22.5 | KRSR 1140 North Las Vegas .8/2.9 |
| COUNTRY | 5 (1) | 88 (1) | 93 (2) | 12.9 | 9.5 | |
| BLACK/URBAN | 17 (1) | | 17 (1) | 2.4 | 7.5 | |
| BTFL MUSIC/EZ | | 94 (1) | 94 (1) | 13.1 | 15.2 | |
| NEWS/TALK | 44 (3) | | 44 (3) | 6.1 | 5.4 | MISCELLANEOUS COMMENTS KLSQ-F sold by SRO to Southwest for \$2,750,000 (Fischer)... KLVV-F (Pahrump) sold to EZ for \$2,000,000 (Ansbacher)... |
| NOSTALGIA | 44 (1) | | 44 (1) | 6.1 | 5.7 | |
| RELIGION/GOSPEL | | | | | 0.8 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | 15 (1) | 15 (1) | 2.1 | | |
| UNKNOWN/OTHERS | 6 (1) | | 6 (1) | 0.8 | | |
| | 143 (9) | 577 (11) | 720 (20) | | | |

RADIO STATIONS

| | | | |
|---------------------------------|--------------|----------------------------|----------------|
| KOWN, 720, 50 KW (OA-N) | , TALK | \$ 22.00 (Roslin) | Claire Reis |
| KENO, 1460, 5 KW/1 KW (OA-N) | , OLOIES | \$ 17.00 (Christal) | Tony Bonnici |
| KRSR, 1140, 10 KW/2.5 KW (DA-N) | , CHR/AOR | \$ 16.00 (Mc-Guild) | Keith Gerst |
| KNUU, 970, 5 KW/500 W (DA-2) | , TALK | CBS, MBS, \$ 15.00 (---) | Dough Trenner |
| KORK, 920, 5 KW/500 W (OA-N) | , NOSTALGIA | ABC-I, \$ 25.00 (MMR) | Don Hodges |
| KMTW, 1340, 1 KW | , BLACK | SMN, \$ 16.00 (Banner) | Craig Hodgson |
| KEYV-F, 93.1, 50 KW @ 103, | JAZZ/NEW AGE | \$ 30.00 (HNWH) | Len Howard |
| KFMS-F, 101.9, 100 KW @ 1110, | COUNTRY | \$ 47.00 (Katz) | Al Cohen |
| KKLZ-F, 96.3, 100 KW @ 1170, | CLASSIC AOR | \$ 34.00 (Banner) | Craig Hodgson |
| KLSQ-F, 95.5, 100 KW @ 1120, | OLOIES | \$ 27.00 (Torbet) | Rosanne Berkey |
| KLUC-F, 98.5, 100 KW @ 1180, | CHR | ABC-C, \$ 61.00 (Mc-Guild) | Keith Gerst |
| KMZQ-F, 100.5, 98 KW @ 1180, | AC | \$ 44.00 (Republic) | Larry Shipp |
| KOMP-F, 92.3, 100 KW @ 1520, | AOR | \$ 40.00 (Christal) | Tony Bonnici |
| KRRI-F, 105.5, 120 W @ 1477, | OLOIES | MBS, \$ 21.00 (Torbet) | Art Kevin |
| KXTZ-F, 94.1, 100 KW @ 1210, | BTFL/EZ | \$ 45.00 (Ourpetti) | Tom Hamm |
| KYRK-F, 97.1, 50 KW @ 1950, | CHR/URBAN | ABC-E, \$ 35.00 (MMR) | Oon Hodges |
| KRLV-F, 106.3, 100 KW @ 1155, | SOFT AC | \$ 26.00 (Eastman) | Lorraine Arns |

LEXINGTON

Arbitron Rank/Pop (12+): 127/277,200

Stations: 17/17
Diaries: 746/372:1/52.4%
Sample Target: 660
% Below Line: 3.5
% Not Listed: 10.2

1987 Revenue: \$10,700,000
HH Inc.: \$31,229
Retail \$: 2.4 Bil
Pop per Station: 19,800
#1 Biller: WVLC-F \$2,400,000

MSA Rank/Pop: 139/335,000
ADI # 76

Average Person Ratings: 14.5
Market TSL: 19.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WVLC-F (C) | 62/15.4 | 16.5 | 13.0 | 17.2 | 16.5 | ---- | 224/2442 | 802/29.9 | 30.3 | 26.9 | 103 | 13.7 | 63 | 728 | WVLC-F |
| 2. WKQQ-F (AOR) | 60/14.9 | 13.0 | 9.9 | 10.9 | 14.4 | ---- | 122/1276 | 699/25.2 | 24.4 | 23.6 | 104 | 20.7 | 95 | 755 | WKQQ-F |
| 3. WLAP-F (CHR) | 56/13.9 | 15.5 | 14.2 | 9.7 | 14.0 | ---- | 140/1867 | 859/31.0 | 30.3 | 28.8 | 88 | 14.3 | 66 | 878 | WVLC-F |
| 4. WVLC (MOR) | 40/ 9.9 | 8.8 | 9.9 | 10.0 | 9.3 | ---- | 46/ 733 | 579/20.9 | 20.9 | 21.1 | 119 | 6.5 | 30 | 545 | WVLC |
| 5. WFMI-F (CHR) | 32/ 7.9 | 9.5 | 10.6 | 13.2 | 8.4 | ---- | 43/ 759 | 543/19.6 | 23.3 | 24.4 | 46 | 13.7 | 63 | 753 | WFMI-F |
| 6. WCOZ-F (AC) | 22/ 5.5 | 4.3 | 4.8 | 6.0 | 6.0 | ---- | 23/ 379 | 319/11.5 | 12.3 | 10.1 | 156 | 3.0 | 14 | 241 | WCOZ-F |
| 7. WMGB-F (AC) | 15/ 3.7 | 3.8 | 5.0 | 2.7 | 1.4 | ---- | 17/ 405 | 309/11.1 | 12.7 | 12.2 | 122 | 4.8 | 22 | 354 | WMGB-F |
| 9. WLAP (MOR) | 13/ 3.2 | 3.3 | 3.6 | 5.0 | 4.2 | ---- | 15/ 431 | 319/11.5 | 11.6 | 10.2 | 128 | 2.6 | 12 | 250 | WVLC |
| 9. WBBE (88) | 11/ 2.7 | 3.0 | 3.4 | 3.2 | 3.0 | ---- | 20/ 214 | 151/ 5.4 | 4.7 | 3.6 | 52 | 1.1 | 5 | 118 | WBBE |
| 9. WCGW (R/G) | 11/ 2.7 | 2.0 | 1.2 | .7 | --- | ---- | 15/ 163 | 94/ 3.4 | 2.3 | 3.1 | 100 | 2.0 | 9 | 83 | WCGW |
| 11. WLXG (O) | 10/ 2.5 | 2.5 | 3.6 | 4.0 | 4.4 | ---- | 15/ 360 | 276/10.0 | 7.5 | 9.6 | 164 | 1.5 | 7 | 172 | WLXG |
| 12. WHAS (MOR) | 7/ 1.7 | 1.3 | .7 | 1.7 | 2.8 | ---- | 55/ 923 | 200/ 7.2 | 4.5 | 4.8 | 82 | 1.3 | 6 | 108 | WHAS |
| 14. WJMM-F (R/G) | 7/ 1.7 | 2.8 | 2.9 | 2.2 | 1.9 | ---- | 9/ 223 | 174/ 6.3 | 6.8 | 7.5 | 135 | 1.1 | 5 | 138 | WJMM-F |

12+ FM SHARE (METRO): 70.99% (257 of 362) (SPG 87: 68.96%)

| 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. WKQQ-F | 1. WKQQ-F | 1. WKQQ-F | 1. WVLC-F< | 1. WVLC-F | 1. WVLC-F< | 1. WVLC-F< | 1. WKQQ-F | 1. WKQQ-F< | 1. WVLC |
| 2. WKQQ-F | 2. WLAP-F>>2. WLAP-F | 2. WVLC-F | 2. WVLC-F | 2. WKQQ-F | 2. WVLC | >>2. WVLC | 2. WLAP-F | 2. WVLC-F | 2. WFMI-F> | 2. WVLC-F |
| 4. WLAP-F | 3. WVLC-F | 3. WVLC-F> | 3. WLAP-F | 3. WLAP-F | 3. | 3. WLAP-F< | 3. WKQQ-F> | 3. WLAP-F>> | 3. WVLC-F | 3. WLAP-F |
| 5. WFMI-F | 4. WVLC | 4. WVLC | 4. WVLC | 4. WVLC | 4. | 4. WKQQ-F | 4. WVLC | 4. WVLC | 4. WLAP-F | 4. WFMI-F |
| 5. WFMI-F | 5. WFMI-F | 5. WCOZ-F | 5. WCOZ-F | 5. WCOZ-F | 5. | 5. | 5. | 5. WFMI-F | 5. WVLC | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 91 (3) | 91 (3) | 25.1 | 28.3 | WHRS 1380 Winchester .7/1.7 |
| AOR/CLASSIC | | 60 (1) | 60 (1) | 16.6 | 11.3 | WNVL 1250 Nicholasville 1.5/3.0 |
| AC/OLDIES/SOFT ROCK | 10 (1) | 37 (2) | 47 (3) | 13.0 | 15.4 | WLW 700 Cincinnati 1.0/3.2 |
| MOR/VARIETY/FULL | 64 (4) | | 64 (4) | 17.7 | 18.1 | WOKI-F 100.3 Oak Ridge .7/4.4 |
| COUNTRY | 6 (1) | 62 (1) | 68 (2) | 18.8 | 15.7 | |
| BLACK/URBAN | | | | | | |
| BTFM MUSIC/EZ | 3 (1) | | 3 (1) | 0.8 | 1.1 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | 11 (1) | | 11 (1) | 3.0 | 3.8 | |
| RELIGION/GOSPEL | 11 (1) | 7 (1) | 18 (2) | 5.0 | 5.8 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 1.4 | |
| | 105 (9) | 257 (8) | 362 (17) | | | |

RADIO STATIONS

| | | | |
|--|------------------------------|------------------------|---------------|
| WBEE, 1580, 10 KW/45 W (DA-1), NOSTALGIA | ,\$ 15.00 (Republic) | Audubon (GEORGETOWN) | |
| WLAP, 630, 5 KW/1 KW (DA-2), MOR | CBS,US 2,\$ 27.00 (Mc-Guild) | Trumper | |
| WLXG, 1300, 2.5 KW/1 KW (DA-N), OLDIES | NBC,\$ 17.00 (HNWH) | Martin | Dan Dorsett |
| WVLC, 590, 5 KW/1 KW (DA-2), MOR | ABC-1,\$ 40.00 (Katz) | Bluegrass | David Curtis |
| WCOZ-F, 96.7, 3 KW @ 300, SOFT AC | NBC,\$ 19.00 (HNWH) | Martin (PARIS) | David Curtis |
| WFMI-F, 100.1, 1 KW @ 460, CHR | ABC-F,\$ 35.00 (Roslin) | Cromwell (WINCHESTER) | Larry Trimmer |
| WKQQ-F, 98.1, 100 KW @ 551, AOR | ,\$ 54.00 (Crystal) | Village | Keith Yarber |
| WVLC-F, 94.5, 100 KW @ 660, CHR | US 1,\$ 50.00 (Mc-Guild) | Trumper | Dan Dorsett |
| WVLC-F, 92.9, 100 KW @ 854, COUNTRY | ,\$ 60.00 (Katz) | Bluegrass | Ralph Hacker |
| WMGB-F, 103.1, 3 KW @ 300, AC | ,\$ 23.00 (Republic) | Audubon (GEORGETOWN) | |
| WJMM-F, 106.3, 3 KW @ 316, RELIGION | ,\$ 16.00 (---) | Mortenson (VERSAILLES) | Ed Wright |

LINCOLN

Arbitron Rank/Pop (12+): 168/177,300
 MSA Rank/Pop: 201/207,200
 ADI # 89
 Average Person Ratings: 15.9
 Market TSL: 21.3 hours

Stations: 16/11
 Diaries: 571/311:1/58.4%
 Sample Target: 550
 % Below Line: 9.6
 % Not Listed: 8.5

1987 Revenue: \$7,000,000
 HH Inc.: \$36,788
 Retail \$: 1.24 Bil
 Pop per Station: 16,118
 #1 Biller: KFOR \$1,700,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KFOR (MOR) | 36/12.8 | --- | 10.1 | --- | 9.3 | ---- | 40/544 | 444/25.0 | --- | 24.1 | 91 | | | KFOR |
| 2. KFRX-F (CHR) | 33/11.7 | --- | 14.7 | --- | 17.4 | ---- | 50/713 | 468/26.4 | --- | 33.0 | 71 | | | KFRX-F |
| 3. KTGL-F (AOR) | 32/11.3 | --- | --- | --- | --- | ---- | 40/471 | 350/19.7 | --- | --- | 104 | | | KTGL-F |
| 4. KLOZ-F (O) | 29/10.3 | --- | 11.4 | --- | 1.1 | ---- | 30/408 | 362/20.4 | --- | 25.0 | 148 | | | KLOZ-F |
| 5. KFMQ-F (ADR) | 27/ 9.6 | --- | 15.3 | --- | 13.4 | ---- | 28/419 | 379/21.4 | --- | 28.7 | 94 | | | KFMQ-F |
| 6. KHAT A/F (AC) | 24/ 8.5 | --- | 7.5 | --- | 10.2 | ---- | 26/290 | 235/13.3 | --- | 15.8 | 121 | | | KHAT A/F |
| 7. KZKX-F (C) | 19/ 6.7 | --- | 4.9 | --- | 7.6 | ---- | 25/312 | 214/12.1 | --- | 7.7 | 113 | | | KZKX-F |
| 9. KLIN-F (EZ) | 18/ 6.4 | --- | 9.4 | --- | 11.6 | ---- | 28/453 | 318/17.9 | --- | 15.4 | 75 | | | KLIN-F |
| 9. KFAB (MOR) | 12/ 4.3 | --- | 3.9 | --- | 2.5 | ---- | 54/857 | 244/13.8 | --- | 10.8 | 65 | | | KFAB |
| 10. KLIN (MOR) | 11/ 3.9 | --- | 5.2 | --- | 5.4 | ---- | 11/247 | 209/11.8 | --- | 13.2 | 87 | | | KLIN |

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

12+ FM SHARE (METRO): 72.87% (188 of 258) (SPG 87: 73.68%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|----------------------|------------|------------|------------|--------------|------------|-----------|------------|-----------|-----------|-----------|
| 1. KFRX-F>>1. KTGL-F | 1. KTGL-F | 1. KLOZ-F | 1. KFOR | >>1. KFOR | >1. KLOZ-F | 1. KTGL-F | 1. KFRX-F | 1. KFMQ-F | 1. KFRX-F | 1. KTGL-F |
| 2. 2. KFMQ-F | 2. KFMQ-F | 2. KTGL-F | 2. KFOR | 2. KLOZ-F | 2. KFRX-F | 2. KTGL-F | 2. KFMQ-F | 2. KFMQ-F | 2. KFMQ-F | 2. KFAB |
| 3. 3. KFRX-F | KFRX-F | 3. KHAT-AF | KTGL-F | KLIN-F | 3. KLDZ-F | 3. KFOR | 3. KFRX-F | 3. KTGL-F | 3. KFMQ-F | 3. KFMQ-F |
| 4. 4. KHAT-AF | 4. KLDZ-F | 4. KFOR | 4. KHAT-AF | 4. 4. KLIN-F | 4. KHAT-AF | 4. KFOR | 4. KHAT-AF | 4. KFOR | 4. KFOR | KLOZ-F |
| 5. 5. | 5. KHAT-AF | 5. KFMQ-F | 5. KFMQ-F | 5. 5. | 5. | 5. KFRX-F | KLDZ-F | 5. | 5. | 5. KFRX-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. KFRX-F | 1. KFRX-F | 1. KHAT-AF | 1. KFRX-F | 1. KLOZ-F | 1. KTGL-F | >1. KFMQ-F | >1. KFMQ-F | 1. KFMQ-F | 1. KTGL-F |
| 2. KTGL-F | 2. KHAT-AF | 2. KLOZ-F | 2. KHAT-AF | 2. KHAT-AF | 2. KFMQ-F | 2. KTGL-F | >>2. KTGL-F | <2. KTGL-F | 2. KFMQ-F |
| 3. KHAT-AF | 3. KTGL-F | 3. KFRX-F | 3. KLOZ-F | 3. KFOR | 4. KZKX-F | 3. KHAT-AF | 3. KFOR | 3. KLDZ-F | 3. KFOR |
| 4. 4. KLOZ-F | 4. KTGL-F | 4. KTGL-F | 4. KTGL-F | KFRX-F | 4. 4. | 4. KZKX-F | KHAT-AF | 4. | 4. KLOZ-F |
| 5. 5. | 5. KZKX-F | 5. 5. | 5. KZKX-F | 5. KZKX-F | 5. 5. | 5. KLOZ-F | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 37 (2) | 37 (2) | 14.3 | 16.5 | KLMS 1480 Lincoln .7/2.8 |
| AOR/CLASSIC | | 66 (3) | 66 (3) | 25.6 | 21.1 | |
| AC/OLDIES/SOFT ROCK | 6 (1) | 48 (3) | 54 (4) | 20.9 | 26.3 | KEFM-F 96.1 Omaha .4/4.1 |
| MOR/VARIETY/FULL | 59 (3) | | 59 (3) | 22.9 | 20.7 | KEZO-F 92.3 Omaha 2.5/9.6 |
| COUNTRY | 3 (1) | 19 (1) | 22 (2) | 8.5 | 5.3 | KGOR-F 99.9 Omaha 1.4/4.9 |
| BLACK/URBAN | | | | | | WOW 94.1 Omaha 1.1/5.3 |
| BTFL MUSIC/EZ | | 18 (1) | 18 (1) | 7.0 | 10.2 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | | | | | | MISCELLANEOUS COMMENTS KHAT A/F sold by TM to |
| RELIGION/GOSPEL | | | | | | Marathon for \$... KLMS, KFMQ-F sold by |
| SPANISH | | | | | | Woodward to Midwest for \$2,800,000 (Frank Boyle)... |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | 2 (1) | | 2 (1) | 0.8 | | |
| UNKNOWN/OTHERS | | | | | | |
| | 70 (6) | 188 (10) | 258 (16) | | | |

RADIO STATIONS

| | | | | | |
|---|----------------|------------------|------------|----------|------------------|
| KFOR, 1240, 1 KW | , MOR | ABC-I, \$ 29.00 | (Mc-Guild) | Summit | Roger Larson |
| KLIN, 1400, 1 KW | , MOR | MBS, \$ 17.00 | (Torbet) | | Norton Warner |
| KLMS, 1480, 5 KW/1 KW (OA-2) | , JAZZ/NEW AGE | CBS, \$ 14.00 | (Eastman) | Midwest | Oennis Ryan |
| KFMQ-F, 101.9, 100 KW @ 275, ADR | | Source, \$ 33.00 | (Eastman) | Midwest | Dennis Ryan |
| KFRX-F, 102.7, 100 KW @ 500, CHR | | \$ 33.00 | (Mc-Guild) | Summit | Roger Larson |
| KHAT-F, 106.3, 3 KW @ 145, AC | | US 1, \$ 23.00 | (Durpetti) | Marathon | Dan Charleston |
| KLOZ-F, 95.3, 3 KW @ 150, OLDIES | | \$ 22.00 | (Katz) | | Harley Lampman |
| KLIN-F, 107.3, 100 KW @ 550, BTFL/EZ | | MBS, \$ 21.00 | (Torbet) | | Charlie Michaels |
| KTGL-F, 92.9, 100 KW @ 809, CLASSIC AOR | | \$ 16.00 | (K & P) | | Mark O'Brien |
| KZKX-F, 96.9, 100 KW @ 610, COUNTRY | | ABC-O, \$ 17.00 | (Republic) | | Don Cavaleri |

LITTLE ROCK

Arbitron Rank/Pop (12+): 82/415,300

Stations: 19/19
Diaries: 787/528:1/51.3%
Sample Target: 800
% Below Line: 0
% Not Listed: 8.4

1987 Revenue: \$12,000,000
HH Inc.: \$32,274
Retail \$: 3.4 Bil
Pop per Station: 21,858
#1 Biller: KSSN-F \$3,000,000

MSA Rank/Pop: 97/512,000

ADI # 55

Average Person Ratings: 16.6

Market TSL: 22.0 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. KSSN-F (C) | 140/20.3 | 20.6 | 15.5 | 15.9 | 17.7 | ---- | 292/2827 | 1260/30.3 | 29.5 | 26.1 | 133 | 14.7 | 108 | 1202 | KSSN-F |
| 2. KKYK-F (CHR) | 80/11.6 | 10.5 | 8.4 | 9.6 | 11.7 | ---- | 159/2349 | 1229/29.6 | 27.0 | 26.8 | 95 | 11.1 | 81 | 1375 | KKYK-F |
| 3. KEZQ-F (EZ) | 77/11.2 | 8.8 | 10.8 | 12.0 | 10.4 | ---- | 121/1227 | 757/18.2 | 16.5 | 17.7 | 98 | 7.4 | 54 | 614 | KEZQ-F |
| 4. KIPR-F (B/U) | 52/ 7.5 | 3.2 | 2.5 | 1.7 | .9 | ---- | 84/ 843 | 492/11.8 | 6.8 | 7.2 | 80 | 10.1 | 74 | 737 | KIPR-F |
| 5. KZOU-F (CHR) | 47/ 6.8 | 9.1 | 11.2 | 12.3 | 10.3 | ---- | 100/1437 | 747/18.0 | 22.4 | 23.0 | 53 | 9.4 | 69 | 997 | KZOU-F |
| 6. KHLT-F (AC) | 44/ 6.4 | 6.9 | 5.5 | 4.9 | 5.3 | ---- | 76/1090 | 688/16.6 | 16.2 | 15.3 | 153 | 7.5 | 55 | 701 | KHLT-F |
| 7. KARN (N/T) | 43/ 6.2 | 6.8 | 6.1 | 6.5 | 7.5 | ---- | 53/ 744 | 598/14.4 | 15.3 | 12.8 | 48 | 6.3 | 46 | 523 | KARN |
| 8. KMJX-F (AOR) | 39/ 5.7 | 4.9 | 9.0 | 4.8 | 8.7 | ---- | 52/ 706 | 542/13.1 | 10.0 | 14.9 | 111 | 11.2 | 82 | 880 | KMJX-F |
| 9. KWTO-F (B) | 22/ 3.2 | 6.0 | 6.1 | 5.1 | 3.2 | ---- | 22/ 213 | 213/ 5.1 | 9.5 | 10.7 | 38 | 3.0 | 22 | 301 | KWTO-F |
| 10. KZLR-F (AOR) | 20/ 2.9 | 2.1 | 2.1 | --- | --- | ---- | 33/ 590 | 401/ 9.7 | 5.5 | 4.9 | 166 | 3.4 | 25 | 347 | KZLR-F |
| 11. KEZQ (EZ) | 13/ 1.9 | .9 | .6 | .6 | 1.2 | ---- | 15/ 154 | 90/ 2.2 | 3.5 | 3.2 | 63 | .7 | 5 | 75 | KEZQ |
| 12. KOKY (B) | 12/ 1.7 | 3.2 | 5.2 | 8.0 | 6.3 | ---- | 12/ 220 | 220/ 5.3 | 9.0 | 12.3 | 35 | 4.9 | 36 | 399 | KOKY |

12+ FM SHARE (METRO): 83.99% (530 of 631) (SPG 87: 78.57%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-------------|-----------|-----------|-------------|-------------|-------------|-----------|------------|-------------|-----------|
| 1. KZOU-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. KSSN-F | 1. KIPR-F |
| 2. KKYK-F | > 2. KKYK-F | 2. KKYK-F | 2. KKYK-F | 2. KEZQ-F | 2. KEZQ-F | 2. KKYK-F | 2. KEZQ-F | >2. KKYK-F | 2. KKYK-F | 2. KARN |
| 3. KIPR-F | 3. KIPR-F | 3. KIPR-F | 3. KHLT-F | 3. KKYK-F | 3. KARN | > 3. KEZQ-F | 3. KKYK-F | 3. KEZQ-F | 3. KARN | KSSN-F |
| 4. KWTO-F | 4. KMJX-F | 4. KHLT-F | 4. KEZQ-F | 4. KHLT-F | 4. KHLT-F | 4. <KARN | 4. KHLT-F | 4. KIPR-F | 4. KIPR-F | 4. KMJX-F |
| 5. | 5. KZOU-F | KMJX-F | 5. KMJX-F | < 5. KMJX-F | 5. KKYK-F | KHLT-F | 5. KIPR-F | 5. KZOU-F | < 5. KMJX-F | 5. |
| | | | 6. KIPR-F | 6. KIPR-F | | | | 6. KHLT-F | KWTO-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. KKYK-F | > 1. KKYK-F | 1. KSSN-F | 1. KSSN-F | 1. KSSN-F | >>1. KIPR-F | >>1. KIPR-F | 1. KSSN-F | 1. KSSN-F | >>1. KSSN-F |
| 2. KMJX-F | 2. KSSN-F | >2. KKYK-F | 2. KKYK-F | 2. KKYK-F | 2. KKYK-F | 2. KSSN-F | 2. KIPR-F | 2. KIPR-F | 2. KEZQ-F |
| 3. KSSN-F | 3. KMJX-F | 3. KHLT-F | 3. KHLT-F | 3. KHLT-F | KZOU-F | 3. KKYK-F | KZLR-F | 3. KKYK-F | 3. KMJX-F |
| 4. | 4. KHLT-F | 4. KIPR-F | 4. KEZQ-F | 4. KEZQ-F | 4. KMJX-F | 4. KMJX-F | 4. KKYK-F | 4. KMJX-F | 4. KIPR-F |
| 5. | KZOU-F | KZOU-F | KMJX-F | 5. | KSSN-F | 5. KZLR-F | KMJX-F | 5. KZLR-F | 5. KKYK-F |
| | 6. KIPR-F | | | | | | | | 6. KZLR-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|----------|----------|------|----------|---|
| TOP 40/CHR/CONTEMP | | 127 (2) | 127 (2) | 20.1 | 21.6 | KAAY 1090 Little Rock .6/3.6 |
| AOR/CLASSIC | | 59 (2) | 59 (2) | 9.4 | 12.2 | KCHB 1500 Jacksonville .7/2.6 |
| AC/OLDIES/SOFT ROCK | | 53 (2) | 53 (2) | 8.4 | 6.5 | KCON 1230 Conway .4/2.4 |
| MOR/VARIETY/FULL | 6 (2) | | 6 (2) | 1.0 | | KHLT 1010 Little Rock .4/2.7 |
| COUNTRY | | 140 (1) | 140 (1) | 22.2 | 23.2 | KITA 1440 Little Rock 1.3/4.8 |
| BLACK/URBAN | 12 (1) | 74 (2) | 86 (3) | 13.6 | 12.3 | KMTL 760 Sherwood 1.3/2.6 |
| BTFL MUSIC/EZ | 13 (1) | 77 (1) | 90 (2) | 14.3 | 12.5 | KQLV-F 102.3 Sheridan 1.3/2.8 |
| NEWS/TALK | 43 (1) | | 43 (1) | 6.8 | 6.7 | |
| NOSTALGIA | | | | | | MISCELLANEOUS COMMENTS KSSN-F sold by Barnstable to |
| RELIGION/GOSPEL | 22 (3) | | 22 (3) | 3.5 | 4.2 | Southern Skies for \$10,000,000... KKYK-F sold to |
| SPANISH | | | | | | Shepard for \$6,500,000 (Americom)... KLRA changes to |
| CLASSICAL | | | | | | KHLT and format from Country to MOR/TALK... KFYE |
| JAZZ/NEW AGE/ECLECTIC | | | | | | changes to KIPR (December 1987)... KAUL-F changes |
| UNKNOWN/OTHERS | 5 (1) | | 5 (1) | 0.8 | 0.8 | calls to KQLV-F... |
| | 101 (9) | 530 (10) | 631 (19) | | | |

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 (Mc-Guild) | Terrell Metheny |
| KOKY, 1250, 2.5 KW/500 W (OA-2), BLACK | \$ 22.00 (Christal) | 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 (Mc-Guild) | Terrell Metheny |
| KKYK-F, 103.7, 100 KW @ 1510, CHR | \$ 53.00 (Banner) | |
| KMJX-F, 105.1, 100 KW @ 1054, AOR | ABC-R, \$ 40.00 (HNWH) | Oick Booth |
| KSSN-F, 95.7, 100 KW @ 1664, COUNTRY | ABC-E, \$ 80.00 (Katz) | Jerry Atchly |
| KZLR-F, 94.9, 100 KW @ 1843, AOR/CHR | \$ 26.00 (Durpetti) | Steve McNamara |
| KZOU-F, 98.5, 100 KW @ 1286, CHR | \$ 45.00 (Christal) | Hal Smith |
| KIPR-F, 92.3, 100 KW @ 938, BLACK/URBAN | \$ 24.00 (Banner) | Cal Arnold |
| KWTO-F, 106.3, 3 KW @ 290, BLACK | MBS, \$ 27.00 (Roslin) | Thessia Dunn |

LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,604,700

Stations: 46/46
Diaries: 4200/2103:1/42.9%
Sample Target: 3440
% Below Line: 0
% Not Listed: 8.0

1987 Revenue: \$293,600,000
HH Inc.: \$37,900
Retail \$: 80.0 Bill
Pop per Station: 191,996
#1 Biller: KIIS A/F \$29,000,000

MSA Rank/Pop: 2/11,300,000
ADI # 2
Average Person Ratings: 13.6
Market TSL: 24.5 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KPWR-F (U/CHR) | 1221/7.4 | 7.1 | 7.5 | 6.6 | 7.0 | 7.2 | 1313/18095 | 16383/18.6 | 17.7 | 17.1 | 70 | 10.8 | 1658 | 21159 | KPWR-F |
| 2. KIIS A/F (CHR) | 1062/6.5 | 6.8 | 7.2 | 6.5 | 7.4 | 6.8 | 1284/21281 | 17663/20.0 | 22.3 | 21.6 | 105 | 8.7 | 1337 | 19500 | KIIS A/F |
| 3. KABC (T) | 1015/6.2 | 5.8 | 5.5 | 5.8 | 5.2 | 5.8 | 1093/12979 | 11747/13.3 | 10.7 | 12.7 | 63 | 6.0 | 918 | 9196 | KABC |
| 4. KOST-F (AC) | 749/4.6 | 5.3 | 4.5 | 4.9 | 4.3 | 4.9 | 872/13386 | 11361/12.9 | 13.2 | 12.8 | 115 | 4.4 | 680 | 9545 | KOST-F |
| 5. KLOS-F (AOR) | 699/4.3 | 3.6 | 3.8 | 3.0 | 2.9 | 3.7 | 890/12410 | 9633/10.9 | 9.6 | 8.7 | 107 | 4.6 | 701 | 9556 | KLOS-F |
| 6. KTNQ (SP) | 686/4.2 | 3.0 | 3.0 | 2.3 | 3.1 | 3.1 | 705/ 5692 | 5487/ 6.2 | 4.6 | 5.0 | 119 | 1.8 | 282 | 3851 | KTNQ |
| 7. KJOI-F (EZ) | 683/4.2 | 3.9 | 4.3 | 4.5 | 4.9 | 4.2 | 713/ 8980 | 8482/ 9.6 | 9.3 | 9.4 | 52 | 2.1 | 324 | 3887 | KJOI-F |
| 8. KRTH-F (O) | 606/3.7 | 3.3 | 3.7 | 3.3 | 3.8 | 3.5 | 794/13126 | 10528/11.9 | 12.2 | 11.4 | 154 | 3.6 | 553 | 7380 | KRTH-F |
| 9. KROQ-F (AOR) | 558/3.4 | 3.4 | 3.7 | 4.3 | 4.1 | 3.7 | 630/ 9679 | 8678/ 9.8 | 9.6 | 10.8 | 53 | 4.8 | 739 | 8799 | KROQ-F |
| 10. KBIG-F (AC) | 555/3.4 | 3.3 | 4.0 | 4.3 | 3.7 | 3.8 | 669/ 9375 | 7750/ 8.8 | 11.2 | 10.2 | 126 | 2.6 | 398 | 5002 | KBIG-F |
| 11. KLVE-F (SP) | 511/3.1 | 2.8 | 2.5 | 2.8 | 3.0 | 2.8 | 530/ 5522 | 5162/ 5.8 | 5.1 | 5.8 | 119 | 1.2 | 190 | 3556 | KLVE-F |
| 12. KNX (N) | 473/2.9 | 3.0 | 3.2 | 2.8 | 3.0 | 3.0 | 639/12576 | 9818/11.1 | 11.9 | 10.9 | 83 | 2.4 | 362 | 8097 | KNX |
| 13. KFNB (N) | 451/2.7 | 3.3 | 4.2 | 2.6 | 3.0 | 3.2 | 475/10813 | 10282/11.6 | 15.3 | 12.1 | 70 | 2.6 | 395 | 8142 | KFNB |
| 14. KLSX-F (AOR) | 436/2.7 | 3.0 | 3.6 | 3.0 | 3.3 | 3.1 | 485/ 3486 | 7805/ 8.8 | 9.5 | 8.6 | 144 | 4.0 | 612 | 6483 | KLSX-F |
| 15. KIQQ-F (AC) | 401/2.4 | 2.5 | 2.8 | 2.7 | 2.9 | 2.6 | 445/ 6832 | 6155/ 7.0 | 8.7 | 8.2 | 121 | 1.7 | 267 | 4140 | KIQQ-F |
| 16. KMPC (BB) | 394/2.4 | 2.7 | 2.5 | 2.8 | 2.8 | 2.6 | 450/ 6791 | 5887/ 6.7 | 6.7 | 8.0 | 50 | 2.5 | 376 | 3795 | KMPC |
| 17. KZLA-F (C) | 342/2.1 | 2.4 | 2.1 | 2.5 | 1.9 | 2.3 | 392/ 4713 | 4095/ 4.6 | 5.8 | 4.8 | 124 | 2.9 | 447 | 4541 | KZLA-F |
| 18. KWKW (SP) | 316/1.9 | 1.8 | 1.0 | 1.2 | 1.6 | 1.5 | 313/ 2993 | 2975/ 3.4 | 1.9 | 3.1 | 126 | 1.5 | 223 | 2050 | KWKW |
| 19. KTWV-F (J/NA) | 278/1.7 | 2.4 | 2.3 | 2.7 | 2.5 | 2.3 | 329/ 6993 | 5888/ 6.7 | 6.8 | 7.5 | 153 | 1.8 | 272 | 5074 | KTWV-F |
| 20. KJLH-F (B/U) | 265/1.6 | 2.3 | 1.8 | 2.2 | 2.0 | 2.0 | 280/ 5016 | 4790/ 5.4 | 4.4 | 5.6 | 88 | 2.3 | 359 | 4150 | KJLH-F |
| 21. KLAC (C) | 256/1.6 | 1.2 | 1.4 | 1.0 | 1.4 | 1.3 | 300/ 5988 | 5146/ 5.8 | 3.9 | 5.2 | 100 | 1.1 | 173 | 2378 | KLAC |
| 22. KDAY (B/U) | 248/1.5 | 1.7 | 1.5 | 1.5 | 1.8 | 1.6 | 250/ 3744 | 3673/ 4.2 | 4.3 | 4.9 | 33 | 2.0 | 312 | 3428 | KDAY |
| 23. KFAC-F (CL) | 233/1.4 | 1.4 | 1.6 | 1.7 | 1.2 | 1.5 | 265/ 5049 | 4489/ 5.1 | 4.8 | 4.3 | 93 | 1.1 | 171 | 3569 | KFAC-F |
| 24. KFI (T) | 229/1.4 | 1.2 | 1.3 | 1.4 | 1.2 | 1.3 | 343/ 6597 | 4608/ 5.2 | 4.7 | 4.9 | 100 | 1.4 | 211 | 3072 | KFI |
| 25. KSKQ (SP) | 224/1.4 | .9 | .9 | .7 | .5 | 1.0 | 224/ 2302 | 2289/ 2.6 | 1.9 | 1.8 | 157 | .3 | 41 | 1151 | KSKQ |
| 26. KMX-F (AOR) | 214/1.3 | 1.9 | 1.3 | 1.6 | .9 | 1.5 | 250/ 5921 | 4828/ 5.5 | 4.9 | 4.0 | 146 | 1.5 | 232 | 3289 | KNX-F |
| 27. KRLA (O) | 209/1.3 | 1.3 | 1.1 | 1.2 | 1.5 | 1.2 | 240/ 4352 | 3825/ 4.3 | 4.4 | 4.4 | 115 | .8 | 123 | 2396 | KRLA |
| 28. KALI (SP) | 190/1.2 | 1.1 | .8 | 1.2 | .9 | 1.1 | 190/ 2354 | 2354/ 2.7 | 2.1 | 2.6 | 108 | .2 | 27 | 695 | KALI |
| 29. KNAC-F (AOR) | 174/1.1 | 1.1 | 1.1 | .9 | 1.4 | 1.1 | 202/ 3221 | 2917/ 3.3 | 2.6 | 2.4 | 45 | 2.7 | 416 | 3197 | KNAC-F |
| 30. KSKQ-F (SP) | 172/1.0 | .8 | .5 | .4 | .6 | .7 | 178/ 2063 | 2003/ 2.3 | 1.9 | 2.8 | 110 | .4 | 62 | 1030 | KSKQ-F |
| 31. KKG0-F (J) | 165/1.0 | 1.2 | 1.0 | 1.0 | 1.1 | 1.1 | 188/ 3715 | 3348/ 3.8 | 3.4 | 3.2 | 120 | 1.4 | 207 | 2341 | KKG0-F |

12+ FM SHARE (METRO): 65.19% (9867 of 15135) (SPG 87: 67.82%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|--------------|
| 1. KPWR-F > | 1. KPWR-F < | 1. KIIS-AF > | 1. KIIS-AF > | 1. KIIS-AF > | 1. KABC > | 1. KIIS-AF > | 1. KIIS-AF > | 1. KPWR-F > | 1. KPWR-F < | 1. KABC > |
| 2. KROQ-F < | 2. KIIS-AF < | 2. KPWR-F > | 2. KRTH-F > | 2. KRTH-F > | 2. KJOI-F > | 2. KABC > | 2. KABC > | 2. KIIS-AF > | 2. KABC > | 2. KNX > |
| 3. KIIS-AF < | 3. KLOS-F > | 3. KLOS-F > | 3. KPWR-F > | 3. KOST-F < | 3. KFNB < | 3. KPWR-F > | 3. KJOI-F > | 3. KLOS-F > | 3. KOST-F > | 3. KFNB > |
| 4. KOAY > | 4. KOST-F < | 4. KOST-F < | 4. KOST-F < | 4. KPWR-F < | 4. KNX < | 4. KTNQ < | 4. KABC < | 4. KJOI-F < | 4. KIIS-AF < | 4. KPWR-F < |
| 5. > | 5. KROQ-F > | 5. KRTH-F > | 5. KTNQ > | 5. KTNQ > | 5. KMPC > | 5. KLOS-F > | 5. KOST-F > | 5. KROQ-F > | 5. KROQ-F > | 5. KOST-F > |
| 6. > | 6. KTNQ > | 6. KTNQ > | 6. KLOS-F > | 6. KLOS-F > | 6. KBIG-F > | 6. KFNB > | 6. KOST-F > | 6. KABC > | 6. KTNQ > | 6. KJOI-F > |
| 7. > | 7. KLSX-F > | 7. KLVE-F < | 7. KBIG-F > | 7. KBIG-F > | 7. KTNQ < | 7. KOST-F < | 7. KLOS-F > | 7. KROQ-F > | 7. KLVE-F > | 7. KLSX-F > |
| 8. > | 8. KLVE-F > | 8. KLSX-F > | 8. KLSX-F > | 8. KABC > | 8. KOST-F < | 8. KNX > | 8. KRTH-F > | 8. KRTH-F > | 8. KNX > | 8. KRTH-F > |
| 9. > | 9. KRTH-F > | 9. KBIG-F > | 9. KLVE-F > | 9. KLSX-F > | 9. KRTH-F < | 9. KRTH-F > | 9. KTNQ > | 9. KTNQ > | 9. KLOS-F > | 9. KTNQ > |
| 10. > | 10. KBIG-F > | 10. KROQ-F > | 10. KABC > | 10. KLVE-F > | 10. KIIS-AF > | 10. KJOI-F > | 10. KIQQ-F > | 10. KBIG-F > | 10. KJOI-F > | 10. KIIS-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. KIIS-AF < | 1. KIIS-AF > | 1. KIIS-AF > | 1. KIIS-AF > | 1. KPWR-F < | 1. KLOS-F > | 1. KLOS-F > | 1. KLOS-F > | 1. KRTH-F > |
| 2. KIIS-AF > | 2. KPWR-F > | 2. KOST-F > | 2. KPWR-F > | 2. KOST-F > | 2. KLOS-F > | 2. KPWR-F > | 2. KPWR-F > | 2. KPWR-F > | 2. KLOS-F < |
| 3. KOST-F > | 3. KOST-F > | 3. KPWR-F > | 3. KOST-F > | 3. KBIG-F > | 3. KROQ-F > | 3. KIIS-F > | 3. KLSX-F > | 3. KIIS-AF > | 3. KTNQ > |
| 4. KROQ-F > | 4. KLOS-F > | 4. KLOS-F > | 4. KBIG-F > | 4. KPWR-F < | 4. KIIS-AF > | 4. KLSX-F > | 4. KTNQ > | 4. KRTH-F < | 4. KIIS-AF < |
| 5. KLOS-F > | 5. KROQ-F < | 5. KTNQ > | 5. KLVE-F < | 5. KRTH-F > | 5. KLVE-F > | 5. KROQ-F > | 5. KRTH-F > | 5. KTNQ > | 5. KLSX-F < |
| 6. KJLH-F < | 6. KLVE-F > | 6. KRTH-F > | 6. KRTH-F > | 6. KLVE-F > | 6. KLSX-F > | 6. KTNQ > | 6. KIIS-AF > | 6. KLSX-F > | 6. KPWR-F > |
| 7. KLVE-F > | 7. KTNQ > | 7. KLOS-F > | 7. KLOS-F > | 7. KTNQ > | 7. KNAC-F > | 7. KLVE-F > | 7. KLVE-F > | 7. KROQ-F < | 7. KABC > |
| 8. KTNQ > | 8. KRTH-F > | 8. KLSX-F > | 8. KTNQ > | 8. KIQQ-F > | 8. KTNQ > | 8. KRTH-F > | 8. KROQ-F > | 8. KLVE-F < | 8. KOST-F > |
| 9. KRTH-F > | 9. KBIG-F > | 9. KNX-F > | 9. KROQ-F > | 9. KABC > | 9. KOST-F > | 9. KOST-F > | 9. KOST-F > | 9. KOST-F < | 9. KBIG-F > |
| 10. KALI > | 10. KLSX-F > | 10. KTWV-F > | 10. KIQQ-F > | 10. KJOI-F > | 10. KOAY < | 10. KNAC-F > | 10. KABC > | 10. KABC > | 10. KNX > |
| | | | | | 11. KRTH-F > | | | | |

| FORMATS | SPG 87 | | | | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | | |
|--------------------------------|----------|----------|----------|------|------|--|-------|--------------|--|--------|
| | AM | FM | TOTAL | % | % | | | | | |
| TOP 40/CHR/CONTEMP | 66 (1) | 996 (1) | 1062 (2) | 7.0 | 8.5 | KACE-F | 103.9 | Inglewood | | .9/3.1 |
| AOR/CLASSIC | | 2169 (6) | 2169 (6) | 14.3 | 12.6 | KBRT | 740 | Avalon | | .3/1.1 |
| AC/OLDIES/SOFT ROCK | 570 (3) | 2311 (4) | 2881 (7) | 19.0 | 21.8 | KEZY-F | 95.9 | Anaheim | | .3/1.6 |
| MOR/VARIETY/FULL | | | | | | KFSG-F | 96.3 | Los Angeles | | .3/1.5 |
| COUNTRY | 256 (1) | 389 (2) | 645 (3) | 4.3 | 3.6 | KGJF | 1230 | Los Angeles | | .8/1.8 |
| BLACK/URBAN | 379 (2) | 1641 (3) | 2020 (5) | 13.3 | 13.9 | KGIL | 1260 | San Fernando | | .3/ .8 |
| BTFL MUSIC/EZ | | 683 (1) | 683 (1) | 4.5 | 5.3 | KGRB | 900 | West Covina | | .4/1.0 |
| NEWS/TALK | 1992 (4) | | 1992 (4) | 13.2 | 12.7 | KIEV | 870 | Glendale | | .5/2.5 |
| HOSTALGIA | 394 (1) | | 394 (1) | 2.6 | 3.1 | KIKF-F | 94.3 | Garden Grove | | .3/ .7 |
| RELIGION/GOSPEL | 51 (1) | 211 (3) | 262 (4) | 1.7 | 1.6 | KKLA-F | 99.5 | Los Angeles | | .5/1.9 |
| SPANISH | 1416 (4) | 683 (2) | 2099 (6) | 13.9 | 9.8 | KMAX-F | 107.1 | Arcadia | | .3/1.2 |
| CLASSICAL | | 233 (1) | 233 (1) | 1.5 | 1.4 | KMPC-F | 101.9 | Glendale | | .5/2.9 |
| JAZZ/NEW AGE | | 443 (2) | 443 (2) | 2.9 | 5.7 | KRTH | 930 | Los Angeles | | .8/3.6 |
| UNKNOWN/OTHERS | 144 (2) | 108 (2) | 252 (4) | 1.7 | | KYMS-F | 106.3 | Santa Ana | | .5/1.3 |
| 5268 (19) 9867 (27) 15135 (46) | | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|--------------------------------|----------------|----------------------|-------------|-------------------------|-----------------|
| KABC, 790, 5 KW (OA-N) | , TALK | ABC-T,ABC-I,\$400.00 | (Katz) | Cap Cities/ABC | George Green |
| KALI, 1430, 5 KW (OA-2) | , HISPANIC | \$ 78.00 | (MMR) | United (SAN GABRIEL) | Raul Ortal |
| KBRT, 740, 10 KW (DAYS,OA) | , RELIGION | \$ 50.00 | (--- | (AVALON) | Jim Graves |
| KDAY, 1580, 50 KW (OA-2) | , BLACK | NBN,\$100.00 | (Roslin) | Heritage (SANTA MONICA) | Ed Kerby |
| KFI, 640, 50 KW | , TALK | MBS,\$160.00 | (Christal) | Cox | Howard Neal |
| KFWB, 980, 5 KW | , NEWS | UPI,NBC,\$300.00 | (Group W) | Westinghouse | Chris Claus |
| KGJF, 1230, 1 KW | , BLACK OLDIES | SMN,SBN,\$ 70.00 | (Roslin) | | Bill Shearer |
| KLAC, 570, 5 KW (OA-N) | , COUNTRY | ABC-O,\$125.00 | (Eastman) | Malrite | Norm Epstein |
| KMPC, 710, 50 KW/10 KW (OA-N) | , NOSTALGIA | ,\$275.00 | (Ourpetti) | Golden West | Bill Ward |
| KNX, 1070, 50 KW | , NEWS | CBS,\$330.00 | (CBS) | CBS | George Nicholaw |
| KRLA, 1110, 50 KW/10 KW (OA-2) | , OLOIES | ,\$110.00 | (MMR) | Greater Media | Bob Moore |
| KRTH, 930, 5 KW (OA-N) | , OLOIES | US 1,\$ NA | (Republic) | RKO | Pat Norman |
| KSKQ, 1540, 50 KW/10 KW (OA-2) | , HISPANIC | ,\$ 90.00 | (SBS) | Spanish Broadcasting | |
| KTNQ, 1020, 50 KW (OA-2) | , HISPANIC | ,\$160.00 | (Caballero) | Heftel | Ken Wolt |
| KWKW, 1300, 5 KW/1 KW (OA-2) | , HISPANIC | ,\$ 90.00 | (Lotus) | Lotus | Jose Cabrera |

FM STATIONS

| | | | | | |
|---|---------------------|-------------|------------------------|----------------|----------------------|
| KACE, 103.9, 1.6 KW @ 390, BLACK | APR,\$ 70.00 | (K & P) | All Pro | (INGLEWOOD) | Jim Maddox |
| KBIG, 104.3, 105 KW @ 2890, BTFL/EZ | ,\$270.00 | (CBS) | Bonneville | | Kari Winston |
| KFAC, 92.3, 43 KW @ 2835, CLASSICAL | ,\$200.00 | (Mc-Guild) | | | Louise Heifetz |
| KFSG, 96.3, 54 KW @ 480, RELGION | APR,\$ 40.00 | (--- | | | Alan Bowles |
| KIIS, 102.7, 8 KW @ 2790, CHR | ,\$550.00 | (Mc-Guild) | Gannett | | Lynn Anderson-Powell |
| KGIL, 94.3, 3 KW @ -180, AC | ,\$ 45.00 | (HNWH) | Buckley | (SAN FERNANDO) | Dick McGear |
| KIQQ, 100.3, 5 KW @ 3060, SOFT AC | Trans,\$205.00 | (HNWH) | Outlet | | Tom Mosher |
| KJLH, 102.3, 3 KW @ 300, BLACK | ,\$119.00 | (Roslin) | | (COMPTON) | Carl Farley |
| KJOI, 98.7, 75 KW @ 1180, BTFL/EZ | ,\$280.00 | (Banner) | Legacy to Command | | Bob Griffith |
| KKGO, 105.1, 18 KW @ 2900, JAZZ | APR,\$110.00 | (CMBS) | | | Saul Levine |
| KLOS, 95.5, 63 KW @ 3129, AOR | ABC-R,\$310.00 | (Katz) | Cap Cities/ABC | | Bill Sommers |
| KLSX, 97.1, 55 KW @ 770, CLASSIC AOR | ,\$300.00 | (MMR) | Greater Media | | Bob Moore |
| KLVE, 107.5, 30 KW @ 2800, HISPANIC | ,\$160.00 | (Caballero) | Heftel | | Ken Wolt |
| KMAX, 107.1, 3 KW @ ??, ETHNIC/RELIGION | ,\$ 40.00 | (--- | | (ARCADIA) | Darby Cunningham |
| KMPC, 101.9, .7 KW @ 2848, AOR | ,\$100.00 | (Durpetti) | Golden West | (GLENDALE) | Bill Ward |
| KNX, 93.1, 28 KW @ 3496, AOR | CBS-R,\$145.00 | (CBS) | CBS | | Charlie Seraphin |
| KNAC, 105.5, 2 KW @ 400, AOR | ABC-F,\$110.00 | (--- | | | Gary Price |
| KOST, 103.5, 13 KW @ 3100, AC | ,\$390.00 | (Christal) | Cox | | Howard Neal |
| KPWR, 105.9, 72 KW @ 770, CHR/URBAN | ,\$415.00 | (HNWH) | Emmis | | Phil Newmark |
| KRTH, 101.1, 51 KW @ 3130, OLOIES | US 2,\$355.00 | (Republic) | RKO | | Pat Norman |
| KROQ, 106.7, 6 KW @ 1388, AOR | ,\$340.00 | (Torbet) | Infinity | | Tony Berardini |
| KSKQ, 97.9, 79 KW @ 420, HISPANIC | ,\$ 75.00 | (SBS) | Spanish Broadcasting | | |
| KTWV, 94.7, 58 KW @ 2952, JAZZ/NEW AGE | SMN,Source,\$250.00 | (Banner) | Metropolitan to Legacy | | Allan Chlowitz |
| KZLA, 93.9, 49 KW @ 720, COUNTRY | ,\$225.00 | (Eatsman) | Malrite | | Norm Epstein |

CALL LETTER CHANGES

KNOB-F: Changes to KSKQ-F (February)

FORMAT CHANGES

KSKQ-F: From Soft AC to Hispanic (February)
KFI: From MOR/AC to Talk

STATION SALES

KTWV-F: From Metropolitan to Sillerman for \$ _____

LOUISVILLE

Arbitron Rank/Pop (12+): 47/795,800
 MSA Rank/Pop: 48/971,000
 Average Person Ratings: 15.9
 Market TSL: 21.3 hours

Stations: 17/17
 Diaries: 1242/641:1/53.1%
 Sample Target: 1200
 % Below Line: 0
 % Not Listed: 7.3

1987 Revenue: \$22,300,000
 HH Inc.: \$30,919
 Retail \$: 6.2 Bil
 Pop per Station: 46,812
 #1 Biller: WHAS \$6,000,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WAMZ-F (C) | 203/16.1 | 16.7 | 14.3 | 16.6 | 15.4 | 15.9 | 270/3061 | 2160/27.1 | 22.8 | 24.2 | 127 | 16.9 | 229 | 2368 | WAMZ-F |
| 2. WHAS (MOR) | 195/15.4 | 17.7 | 16.1 | 13.0 | 16.2 | 15.6 | 269/3592 | 2559/32.2 | 32.3 | 33.1 | 103 | 14.2 | 192 | 2224 | WHAS |
| 3. WDJX-F (CHR) | 138/10.9 | 9.1 | 9.3 | 9.5 | 9.1 | 9.7 | 203/2720 | 1877/23.6 | 20.7 | 22.6 | 72 | 12.0 | 163 | 1911 | WDJX-F |
| 4. WQMF-F (AOR) | 112/ 8.9 | 9.2 | 8.8 | 8.8 | 7.9 | 8.9 | 152/1912 | 1416/17.8 | 20.7 | 18.6 | 88 | 10.8 | 147 | 1831 | WQMF-F |
| 5. WVEZ-F (AC) | 87/ 6.9 | 6.1 | 8.5 | 9.0 | 7.5 | 7.6 | 104/1581 | 1338/16.8 | 17.7 | 15.2 | 138 | 5.6 | 76 | 1355 | WVEZ-F |
| 6. WRKA-F (AC) | 83/ 6.6 | 5.1 | 7.9 | 6.3 | 8.1 | 6.5 | 86/1456 | 1413/17.8 | 16.5 | 20.3 | 152 | 6.6 | 89 | 1291 | WRKA-F |
| 7. WJYL-F (S) | 75/ 5.9 | 4.7 | 4.1 | 6.1 | 5.7 | 5.2 | 86/ 960 | 844/10.6 | 8.2 | 10.1 | 92 | 8.9 | 121 | 1120 | WJYL-F |
| 8. WLRS-F (CHR) | 73/ 5.8 | 5.3 | 6.3 | 5.9 | 6.5 | 5.8 | 76/1611 | 1503/18.9 | 20.7 | 18.6 | 81 | 6.6 | 90 | 1861 | WLRS-F |
| 9. WAVG (MOR) | 56/ 4.4 | 5.8 | 3.8 | 4.9 | 4.5 | 4.7 | 57/ 898 | 812/10.2 | 12.2 | 11.3 | 52 | 3.3 | 45 | 893 | WAVG |
| 10. WLOU (B) | 41/ 3.2 | 4.0 | 4.5 | 3.2 | 4.4 | 3.7 | 41/ 626 | 602/ 7.6 | 7.6 | 8.3 | 88 | 6.3 | 86 | 778 | WLOU |
| 11. WXVW (BB) | 32/ 2.5 | 2.4 | 2.6 | 3.2 | 2.5 | 2.7 | 32/ 403 | 398/ 5.0 | 5.0 | 5.1 | 24 | 1.3 | 18 | 273 | WXVW |
| 12. WCII (O) | 22/ 1.7 | 1.5 | 2.5 | 1.2 | .3 | 1.7 | 23/ 502 | 465/ 5.8 | 6.0 | 3.0 | 135 | .7 | 10 | 261 | WCII |
| 13. WVEZ (AC) | 16/ 1.3 | 1.5 | .9 | 2.1 | 1.0 | 1.5 | 20/ 346 | 294/ 3.7 | 4.8 | 6.1 | 31 | 5.6 | 76 | 1355 | WVEZ |

12+ FM SHARE (METRO): 66.64% (781 of 1172) (SPG 87: 65.67%)

| 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. WAMZ-F> | 1. WHAS | 1. WHAS > | 1. WAMZ-F | 1. WAMZ-F | 1. WDJX-F | 1. WAVG > |
| 2. WLRS-F | 2. WAMZ-F | 2. WHAS | 2. WHAS | 2. WHAS | > 2. WAMZ-F>> | 2. WAMZ-F | 2. WHAS > | 2. WHAS | 2. WAMZ-F | 2. WAMZ-F |
| 3. WJYL-F | 3. WDJX-F | 3. WQMF-F | 3. WRKA-F | 3. WRKA-F | 3. WVEZ-F< | 3. WQMF-F | 3. WVEZ-F | 3. WDJX-F | 3. WQMF-F | 3. WVEZ-F |
| 4. WQMF-F> | 4. WRKA-F | 4. WDJX-F | 4. WVEZ-F | 4. WVEZ-F | 4. WAVG | 4. WDJX-F> | 4. WDJX-F | 4. WVEZ-F | 4. WHAS | 4. WHAS |
| 5. | 5. WHAS | 5. WRKA-F | 5. WDJX-F | 5. WDJX-F | 5. | 5. WVEZ-F | 5. WQMF-F | 5. WQMF-F | 5. WJYL-F | 5. WQMF-F |
| | | 6. WVEZ-F | WQMF-F | WQMF-F | | 6. WRKA-F | | | 6. WLRS-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. WDJX-F | 1. WAMZ-F< | 1. WRKA-F | 1. WAMZ-F> | 1. WAMZ-F> | 1. WQMF-F>> | 1. WQMF-F>> | 1. WQMF-F> | 1. WQMF-F | 1. WAMZ-F |
| 2. WAMZ-F | 2. WDJX-F | 2. WAMZ-F | 2. WDJX-F | 2. WHAS | 2. WAMZ-F | 2. WAMZ-F | 2. WHAS | 2. WAMZ-F | 2. WHAS |
| 3. WLRS-F | 3. WRKA-F> | 3. WVEZ-F | 3. WRKA-F< | 3. WRKA-F | WDJX-F< | 3. WHAS | 3. WAMZ-F | 3. WHAS > | 3. WQMF-F> |
| 4. WQMF-F | 4. WVEZ-F | 4. WDJX-F | 4. WHAS < | 4. WVEZ-F | 4. WJYL-F | 4. WDJX-F | 4. WRKA-F | 4. WDJX-F | 4. WRKA-F |
| 5. WJYL-F | 5. WLRS-F | WHAS | 5. WVEZ-F | 5. WDJX-F | 5. WLOU | 5. WJYL-F | 5. WDJX-F | 5. WRKA-F | 5. WDJX-F |
| | | | | | | | 6. WVEZ-F | | 6. WVEZ-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % |
|-----------------------|---------|---------|---------|------|--------|---|
| TOP 40/CHR/CONTEMP | | 211 (2) | 211 (2) | 13.0 | 16.6 | |
| AOR/CLASSIC | | 112 (1) | 112 (1) | 9.6 | 8.5 | |
| AC/OLDIES/SOFT ROCK | 38 (2) | 170 (2) | 208 (4) | 17.8 | 16.9 | |
| MOR/VARIETY/FULL | 251 (2) | | 251 (2) | 21.4 | 22.0 | |
| COUNTRY | 11 (1) | 203 (1) | 214 (2) | 18.3 | 17.6 | |
| BLACK/URBAN | 41 (1) | 75 (1) | 116 (2) | 9.9 | 11.4 | |
| BTFM MUSIC/EZ | | | | | 1.1 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | 32 (1) | | 32 (1) | 2.7 | 2.6 | |
| RELIGION/GOSPEL | 18 (2) | 10 (1) | 28 (3) | 2.4 | 2.0 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |

391 (9) 781 (8) 1172 (17)

RADIO STATIONS

| | | | | | |
|-------------------------------|-------------|-------------------|------------|------------------------|------------------|
| WAVG, 970, 5 KW (DA-2) | , MOR | NBC,US 2,\$ 34.00 | (MMR) | Henson to Radio One | Ed Henson |
| WCII, 1080, 10 KW/1 KW (DA-2) | , OLDIES | SMN,\$ 22.00 | (Republic) | Great Trails to Stoner | Jack Davis |
| WHAS, 840, 50 KW | , MOR | ABC-I,\$120.00 | (Christal) | Clear Channel | Bob Scherer |
| WLOU, 1350, 5 KW/500 W (DA-N) | , BLACK | SBN,\$ 29.00 | (MMR) | Johnson | Mildred Staton |
| WTMT, 620, 500 W (DA-2) | , COUNTRY | ,\$ 13.00 | (---) | | Lee Stinson |
| WXVW, 1450, 1 KW | , NOSTALGIA | SMN,\$ 26.00 | (K & P) | | Charles Jenkins |
| WAMZ-F, 97.5, 100 KW @ 505, | COUNTRY | ,\$ 90.00 | (Christal) | Clear Channel | Bob Scherer |
| WDJX-F, 99.7, 24 KW @ 720, | CHR | A&C-F,\$ 50.00 | (Republic) | Great Trails to Stoner | Jack Davis |
| WJYL-F, 101.7, 3 KW @ 300, | BLACK | ,\$ 32.00 | (Banner) | Media Capital | |
| WLRS-F, 102.3, 3 KW @ 300, | CHR | ABC-R,\$ 44.00 | (MMR) | Henson to Radio One | Louisa Henson |
| WQMF-F, 95.7, 34 KW @ 580, | AOR | Source,\$ 54.00 | (Eastman) | | John Page Otting |
| WRKA-F, 103.1, 3 KW @ 300, | AC | ,\$ 51.00 | (Banner) | Capitol-Johnson | |
| WVEZ-F, 106.9, 24 KW @ 670, | SOFT AC | ,\$ 47.00 | (Katz) | Federal | Jack Hogan |
| WXLN-F, 103.9, 3 KW @ 300, | RELIGION | ABC-C,\$ 16.00 | (---) | | Richard Lee |

MISCELLANEOUS COMMENTS WAKY changes calls to WVEZ and format from Country to Soft AC (February)...
 WAVG, WLRS-F sold by Henson to Radio One for \$4,500,000 (Blackburn)... WCII, WDJX-F sold by Great Trails to Stoner for \$5,500,000...

LUBBOCK

Arbitron Rank/Pop (12+): 165/179,700
 MSA Rank/Pop: 188/222,000
 ADI # 149
 Average Person Ratings: 14.9
 Market TSL: 20.3 hours

Stations: 16/13
 Diaries: 647/278:1/48.3%
 Sample Target: 550
 % Below Line: 3.4
 % Not Listed: 3.7

1987 Revenue: \$7,000,000
 HH Inc.: \$30,358
 Retail \$: 1.66 Bil
 Pop per Station: 13,823
 #1 Biller: KRLB A/F \$1,800,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. KRLB-F (CHR) | 82/30.7 | 30.3 | 32.3 | 26.5 | 26.5 | ---- | 133/1334 | 814/45.3 | 45.7 | 50.2 | 102 | 33.3 | 103 | 930 | KRLB-F |
| 2. KLLL-F (C) | 45/16.9 | 14.6 | 16.7 | 17.7 | 17.4 | ---- | 78/ 877 | 474/26.4 | 26.1 | 28.3 | 117 | 16.5 | 51 | 504 | KLLL-F |
| 3. KZII-F (AOR) | 32/12.0 | 3.1 | 6.1 | 3.4 | 8.2 | ---- | 47/ 683 | 465/25.9 | 12.9 | 15.6 | 98 | 8.1 | 25 | 365 | KZII-F |
| 4. KFMX-F (AOR) | 29/10.9 | 12.5 | 10.9 | 9.5 | 8.5 | ---- | 44/ 494 | 329/18.3 | 22.5 | 18.1 | 61 | 15.2 | 47 | 460 | KFMX-F |
| 5. KFYO (C) | 14/ 5.2 | 4.9 | 4.4 | 5.1 | 7.0 | ---- | 30/ 425 | 206/11.5 | 15.1 | 12.2 | 56 | 2.6 | 8 | 129 | KFYO |
| 6. KTEZ-F (AC) | 13/ 4.9 | 8.4 | 7.5 | 7.8 | 5.2 | ---- | 18/ 366 | 258/14.4 | 16.9 | 17.0 | 149 | 3.6 | 11 | 168 | KTEZ-F |
| 7. KKIK-F (AC) | 12/ 4.5 | 4.9 | 5.4 | 7.1 | 7.6 | ---- | 22/ 318 | 191/10.6 | 14.6 | 11.7 | 80 | 3.6 | 11 | 196 | KKIK-F |
| 8. KXTQ (SP) | 7/ 2.6 | .7 | 2.0 | 2.0 | 2.7 | ---- | 15/ 172 | 98/ 5.5 | 4.1 | 7.8 | 138 | 1.3 | 4 | 26 | KXTQ |
| 9. | | | | | | | | | | | | | | | |
| 10. | | | | | | | | | | | | | | | |
| 11. | | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 87.16% (224 of 257) (SPG 87: 85.77%)

| 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. KRLB-F>> | 1. KRLB-F> | 1. KRLB-F> | 1. KLLL-F> | 1. KRLB-F>> | 1. KRLB-F>> | 1. KRLB-F>> | 1. KRLB-F>> | 1. KLLL-F |
| 2. KZII-F>> | 2. KFMX-F | 2. KLLL-F | 2. KLLL-F> | 2. KLLL-F> | 2. KRLB-F | 2. KLLL-F>> | 2. KLLL-F> | 2. KLLL-F | 2. KZII-F> | KRLB-F |
| 3. KFMX-F | 3. KZII-F | 3. KFMX-F | 3. KZII-F> | 3. KZII-F | 3. KFYO | 3. KFMX-F | 3. KZII-F | 3. KZII-F | 3. KFMX-F | 3. |
| 4. | 4. KLLL-F | 4. KZII-F | 4. | 4. | 4. | 4. KZII-F | 4. KFMX-F | 4. KFMX-F | 4. KLLL-F | 4. |
| 5. | 5. | 5. | 5. | 5. | 5. | 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. KRLB-F>> | 1. KRLB-F>> | 1. KRLB-F>> | 1. KRLB-F>> | 1. KRLB-F> | 1. KFMX-F | 1. KRLB-F | 1. KRLB-F>> | 1. KRLB-F>> | 1. KRLB-F> |
| 2. KZII-F< | 2. KZII-F> | 2. KZII-F | 2. KLLL-F | 2. KLLL-F> | 2. KRLB-F>> | 2. KFMX-F>> | 2. KZII-F< | 2. KFMX-F | 2. KLLL-F> |
| 3. KLLL-F< | 3. KLLL-F> | 3. KLLL-F | 3. KZII-F> | 3. KZII-F | 3. KLLL-F | 3. KZII-F | 3. KFMX-F | 3. KLLL-F | 3. KZII-F |
| 4. KFMX-F | 4. KFMX-F | 4. | 4. | 4. KTEZ-F | 4. | 4. KLLL-F | 4. KLLL-F | 4. KZII-F | 4. KFMX-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 82 (1) | 82 (1) | 31.9 | 34.7 | KCAS 1050 Slaton 1.1/1.9 |
| AOR/CLASSIC | | 61 (2) | 61 (2) | 23.7 | 18.2 | KEND 1590 Lubbock 1.9/4.0 |
| AC/OLDIES/SOFT ROCK | | 25 (2) | 25 (2) | 9.7 | 13.9 | KJAK-F 92.9 Slaton 1.1/5.3 |
| MOR/VARIETY/FULL | | | | | 2.2 | KJBX 580 Lubbock .7/3.4 |
| COUNTRY | 19 (2) | 45 (1) | 64 (3) | 24.9 | 24.1 | KTLK 1460 Lubbock .4/2.3 |
| BLACK/URBAN | | | | | | KGNC 710 Amarillo .4/1.5 |
| BTFL MUSIC/EZ | | 3 (1) | 3 (1) | 1.2 | | KLSC-F 104.7 Lamesa 1.9/5.6 |
| NEWS/TALK | 1 (1) | | 1 (1) | 0.4 | | KVOQ-F 98.3 Lorenzo 1.1/2.6 |
| NOSTALGIA | 5 (2) | | 5 (2) | 1.9 | 2.2 | |
| RELIGION/GOSPEL | | 3 (1) | 3 (1) | 1.2 | 1.1 | |
| SPANISH | 8 (2) | | 8 (2) | 3.1 | 3.6 | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | 5 (1) | 5 (1) | 1.9 | | |
| UNKNOWN/OTHERS | | | | | | |
| | 33 (7) | 224 (9) | 257 (16) | | | |

MISCELLANEOUS COMMENTS KEND, KLLL-F sold by Thrash to Pinnacle for \$.....

RADIO STATIONS

| | | | | | |
|--------------------------------------|-------------|------------------|-------------|----------|---------------|
| KCAS, 1050, 250 W (OAYS) | , NOSTALGIA | SMN, \$ 7.00 | (Target) | (SLATON) | Jerome Orr |
| KEND, 1590, 1 KW (DA-2) | , COUNTRY | MBS, \$ 10.00 | (Eastman) | Pinnacle | 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, CLASSIC | | , \$ 25.00 | (Torbet) | Seaton | |
| KJAK-F, 92.9, 3 KW @ 335, RELIGION | | , \$ 9.00 | (---) | (SLATON) | Woody VanDyke |

MACON

Arbitron Rank/Pop (12+): 140/230,900

Stations: 16/14
Diaries: 697/331:1/49.7%
Sample Target: 600
% Below Line: 2.3
% Not Listed: 6.5

1987 Revenue: \$7,100,000
HH Inc.: \$32,064
Retail \$: 1.86 Bil
Pop per Station: 16,943
#1 Biller: WAYS-F \$2,100,000

MSA Rank/Pop: 154/286,200
ADI # 131
Average Person Ratings: 17.2
Market TSL: 23.8 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WDEN A/F (C) | 83/20.9 | --- | 14.9 | --- | 13.3 | ---- | 155/1287 | 636/27.5 | --- | 21.9 | 126 | | | WDEN A/F |
| 2. WAYS-F (CHR) | 70/17.6 | --- | 27.6 | --- | 18.8 | ---- | 142/1622 | 904/39.2 | --- | 46.2 | 95 | | | WAYS-F |
| 3. WPGA-F (B) | 44/11.1 | --- | 9.7 | --- | 12.3 | ---- | 63/ 722 | 487/21.1 | --- | 18.5 | 87 | | | WPGA-F |
| 4. WPEZ-F (AC) | 33/ 8.3 | --- | 6.1 | --- | 10.2 | ---- | 40/ 517 | 359/15.5 | --- | 16.5 | 157 | | | WPEZ-F |
| 5. WFXM-F (B) | 32/ 8.1 | --- | 1.8 | --- | 1.6 | ---- | 41/ 498 | 328/14.2 | --- | 5.6 | 63 | | | WFXM-F |
| 6. WDDO (B) | 30/ 7.6 | --- | 5.5 | --- | 5.2 | ---- | 30/ 253 | 246/10.7 | --- | 12.3 | 67 | | | WDDO |
| 7. WMAZ (MOR) | 21/ 5.3 | --- | 6.4 | --- | 7.6 | ---- | 28/ 375 | 284/12.3 | --- | 12.7 | 43 | | | WMAZ |
| 8. WIBB (B) | 17/ 4.3 | --- | 11.3 | --- | 8.6 | ---- | 22/ 273 | 224/ 9.7 | --- | 13.0 | 74 | | | WIBB |
| 9. WQBZ-F (ADR) | 12/ 3.0 | --- | 2.0 | --- | 1.3 | ---- | 13/ 172 | 138/ 6.0 | --- | 7.6 | 107 | | | WQBZ-F |
| 10. WXKO (R/G) | 11/ 2.8 | --- | 1.5 | --- | 1.0 | ---- | 16/ 136 | 94/ 4.1 | --- | 3.1 | 82 | | | WXKO |

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

12+ FM SHARE (METRO): 76.82% (285 of 371) (SPG 87: 71.70%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|------------|-------------|-------------|--------------|--------------|--------------|--------------|-------------|------------|-----------|
| 1. WFXM-F | 1. WAYS-F> | 1. WAYS-F< | 1. WDEN-AF> | 1. WDEN-AF>> | 1. WDEN-AF>> | 1. WDEN-AF>> | 1. WDEN-AF>> | 1. WDEN-F< | 1. WDEN-F | 1. WDEN-F |
| 2. WAYS-F< | 2. WQBZ-F | 2. WDEN-AF> | 2. WAYS-F> | 2. WAYS-F> | 2. WAYS-F> | 2. WDDO | 2. WAYS-F>> | 2. WAYS-F>> | 2. WAYS-F< | 2. WAYS-F |
| 3. WPGA-F | 3. WDEN-AF | 3. WPGA-F | 3. WPEZ-F | 3. WPEZ-F> | 3. WPEZ-F> | 3. WMAZ | 3. WPEZ-F | 3. WPGA-F | 3. WPGA-F | 3. WDEN-F |
| 4. WFXM-F | 4. WFXM-F | 4. WPEZ-F | 4. WPGA-F | 4. WPGA-F | 4. WPGA-F | 4. WAYS-F | 4. WPGA-F | 4. WDEN-F | 4. WDEN-F | 4. WFXM-F |
| 5. WPEZ-F | 5. WPEZ-F | 5. WPEZ-F | 5. WPEZ-F | 5. WDDO | 5. WDDO | 5. WPEZ-F | 5. WPEZ-F | 5. WPEZ-F | 5. WPEZ-F | 5. WPEZ-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. WAYS-F | 1. WAYS-F> | 1. WAYS-F | 1. WAYS-F< | 1. WDEN-AF>> | 1. WAYS-F>> | 1. WAYS-F> | 1. WDEN-AF< | 1. WAYS-F | 1. WDEN-AF |
| 2. WPGA-F> | 2. WPGA-F> | 2. WDEN-AF | 2. WDEN-AF | 2. WAYS-F | 2. WPGA-F | 2. WDEN-AF | 2. WAYS-F | 2. WDEN-AF> | 2. WAYS-F> |
| 3. WFXM-F | 3. WFXM-F | WPGA-F | 3. WPGA-F | WPEZ-F | 3. WPGA-F | 3. WPGA-F | 3. WPEZ-F | 3. WPGA-F | 3. WPEZ-F |
| 4. WPEZ-F | 4. WPEZ-F | 4. WPEZ-F | 4. WPEZ-F | 4. WPGA-F | 4. WQBZ-F | 4. WPGA-F | 4. WPGA-F | 4. WPEZ-F | 4. WPGA-F |
| 5. WDEN-AF | 5. WDEN-AF | 5. WDEN-AF | 5. WDEN-AF | 5. WDDO | 5. WPEZ-F | 5. WPEZ-F | 5. WPEZ-F | 5. WPEZ-F | 5. WPEZ-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 70 (1) | 70 (1) | 18.9 | 31.8 | WNEX 1400 Macon .5/1.9 |
| AOR/CLASSIC | | 14 (2) | 14 (2) | 3.8 | 1.4 | WQXM-F 107.1 Gordon .8/4.0 |
| AC/DOLIES/SOFT ROCK | | 33 (1) | 33 (1) | 8.9 | 6.6 | WPPR-F 101.7 Warner Robins 1.0/3.9 |
| MOR/VARIETY/FULL | 21 (1) | | 21 (1) | 5.7 | 6.8 | WKLS-F 96.1 Atlanta .5/2.1 |
| COUNTRY | 5 (1) | 78 (1) | 83 (2) | 22.4 | 15.9 | WVJ-F 93.3 Manchester 1.8/3.8 |
| BLACK/URBAN | 47 (2) | 76 (2) | 123 (4) | 33.2 | 32.3 | |
| BTFL MUSIC/EZ | | | | | 2.2 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | | | | | | |
| RELIGION/GOSPEL | 11 (1) | 7 (1) | 18 (2) | 4.9 | 2.5 | MISCELLANEOUS COMMENTS WIBB-F changes calls to WFXM-F (October)... |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 2 (1) | 7 (2) | 9 (3) | 2.4 | 0.5 | |
| | 86 (6) | 285 (10) | 371 (16) | | | |

RADIO STATIONS

| | | | | |
|--------------------------------------|---------|-----------------|------------|-----------------|
| WDDO, 1240, 1 KW | , BLACK | NBN, \$ 15.00 | (Christal) | Wayne Sawyer |
| WIBB, 1280, 5 KW (DAYS) | , BLACK | SBN, \$ 23.00 | (Republic) | Davis |
| WMAZ, 940, 50 KW/10 KW (DA-2) | , MOR | ABC-I, \$ 31.00 | (Katz) | Multimedia |
| WAYS-F, 99.1, 100 KW @ 660, CHR | | ABC-F, \$ 70.00 | (Katz) | Multimedia |
| WDEN-F, 105.3, 105 KW @ 800, COUNTRY | | MBS, \$ 48.00 | (Mc-Guild) | Doug Grimm |
| WFXM-F, 100.1, 3 KW @ 300, BLACK | | SBN, \$ 13.00 | (Republic) | Davis |
| WPEZ-F, 107.9, 100 KW @ 690, SOFT AC | | APR, \$ 29.00 | (Christal) | (FORSYTH) |
| WPGA-F, 100.9, 2.3 KW @ 354, BLACK | | ABC-C, \$ 22.00 | (HNWH) | (PERRY) |
| WQBZ-F, 106.3, 3 KW @ 300, AOR (?) | | , \$ 12.00 | (---) | (FORT VALLEY) |
| | | | | Lowell Register |
| | | | | Don Williams |

MADISON

Arbitron Rank/Pop (12+): 121/293,100

Stations: 16/13
Diaries: 664/441:1/59.8%
Sample Target: 670
% Below Line: 2.7
% Not Listed: 17.4

1987 Revenue: \$11,600,000
HH Inc.: \$33,865
Retail \$: 2.7 Bil
Pop per Station: 22,546
#1 Biller: WZEE-F \$2,100,000

MSA Rank/Pop: 133/2,700,000
ADI # 106
Average Person Ratings: 16.3
Market TSL: 21.5 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WZEE-F (CHR) | 88/18.4 | 15.9 | 16.2 | 13.0 | 15.5 | ---- | 165/2152 | 1102/37.6 | 33.2 | 36.6 | 80 | 20.4 | 109 | 1270 | WZEE-F |
| 2. WIBA-F (AOR) | 59/12.3 | 11.7 | 11.6 | 9.9 | 13.8 | ---- | 108/1483 | 876/29.9 | 30.2 | 30.2 | 80 | 15.1 | 81 | 973 | WIBA-F |
| 3. WIBA (MOR) | 44/ 9.2 | 3.7 | 7.3 | 8.6 | 9.2 | ---- | 49/ 767 | 636/21.7 | 21.8 | 23.9 | 80 | 5.6 | 30 | 487 | WIBA |
| 4. WTSO (C) | 38/ 7.9 | 9.1 | 8.2 | 10.1 | 7.5 | ---- | 62/ 829 | 459/15.7 | 19.5 | 15.2 | 65 | 7.5 | 40 | 476 | WTSO |
| WGMN-F (AC) | 38/ 7.9 | 12.2 | 8.9 | 7.9 | 6.9 | ---- | 50/1028 | 575/19.6 | 22.4 | 21.5 | 133 | 8.6 | 46 | 620 | WGMN-F |
| 6. WMAD-F (AOK) | 28/ 5.9 | 5.4 | 5.9 | 6.4 | 2.7 | ---- | 30/ 500 | 449/15.3 | 14.5 | 18.4 | 119 | 6.5 | 35 | 568 | WMAD-F |
| 7. WHIT (O) | 23/ 4.8 | 2.6 | 4.6 | 2.9 | 2.9 | ---- | 28/ 275 | 217/ 7.4 | 6.3 | 8.2 | 179 | 2.6 | 14 | 186 | WHIT |
| 9. WWQM-F (C) | 19/ 4.0 | 4.9 | 5.7 | 5.9 | 5.7 | ---- | 24/ 427 | 325/11.1 | 9.7 | 11.7 | 128 | 4.7 | 25 | 384 | WWQM-F |
| WMLI-F (AC) | 19/ 4.0 | 1.4 | .9 | 1.5 | .8 | ---- | 26/ 400 | 238/ 9.8 | 6.1 | 4.0 | 138 | 1.7 | 9 | 115 | WMLI-F |
| 10. WTDY (MOR) | 9/ 1.9 | 2.6 | 2.5 | 3.1 | 5.2 | ---- | 9/ 211 | 201/ 6.9 | 7.4 | 6.7 | 121 | 2.8 | 15 | 242 | WTDY |
| 11. WILV-F (EZ) | 7/ 1.5 | 3.0 | 2.3 | 2.2 | 3.1 | ---- | 27/ 445 | 162/ 5.5 | 7.1 | 7.5 | 53 | 3.0 | 16 | 291 | WILV-F |
| 12. WMAD (BB) | 5/ 1.0 | 2.3 | .9 | 2.9 | 2.9 | ---- | 8/ 148 | 114/ 3.9 | 2.1 | 4.0 | 40 | --- | --- | 26 | WMAD |
| WSJY-F (EZ) | 5/ 1.0 | 1.9 | 2.7 | 2.6 | 2.7 | ---- | 27/ 484 | 116/ 4.0 | 5.3 | 6.3 | 0 | 2.1 | 11 | 179 | WSJY-F |

12+ FM SHARE (METRO): 66.58% (263 of 395) (SPG 87: 67.91%)

| 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. WZEE-F> | 1. WIBA | 1. WZEE-F> | 1. WZEE-F> | 1. WZEE-F> | 1. WZEE-F> | 1. WIBA-F>> |
| 2. WIBA-F>>>2. WIBA-F> | 2. WIBA-F> | 2. WIBA-F> | 2. WGMN-F> | 2. WGMN-F> | 2. WTSO | >>2. WIBA | 2. WIBA-F> | 2. WIBA-F> | 2. WIBA-F> | 2. WIBA |
| 3. | 3. WGMN-F> | 3. WGMN-F> | 3. WIBA-F> | 3. WIBA-F> | 3. | 3. WTSO | 3. WTSO < | 3. WGMN-F> | 3. WIBA-F>> | WTSO |
| 4. | 4. WMAD-F> | 4. WMAD-F> | 4. WHIT | 4. WHIT | 4. | 4. WIBA-F> | 4. WGMN-F> | 4. WMAD-F> | 4. | 4. |
| 5. | 5. | 5. WHIT | 5. WIBA | 5. WIBA | 5. | 5. WGMN-F> | 5. WMAD-F> | 5. WTSO < | 5. | 5. |
| | | | | 6. WMAD-F | | | | 6. WIBA | | |

| 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>>>2. WGMN-F>>>2. WGMN-F> | 1. WZEE-F< | 1. WZEE-F>>>1. WZEE-F> | 1. WZEE-F> | 1. WIBA-F | 1. WIBA-F | 1. WMAD-F< | 1. WIBA-F< | 1. WZEE-F< |
| 2. WIBA-F | 2. WGMN-F | 2. WGMN-F>>>2. WGMN-F> | 2. WGMN-F> | 2. WGMN-F>>>2. WGMN-F>>> | 2. WZEE-F | 2. WZEE-F | 2. WIBA-F | 2. WZEE-F | 2. WIBA-F< |
| 3. WGMN-F | 3. WIBA-F>>>3. | 3. | 3. WIBA-F> | 3. WIBA-F | 3. WMAD-F> | 3. WMAD-F>> | WZEE-F | 3. WMAD-F> | 3. WHIT |
| 4. WTSO | 4. | 4. | 4. WMLI-F | 4. WMLI-F | 4. | 4. WHIT > | 4. WHIT > | 4. WHIT | 4. WMAD-F |
| 5. | 5. | 5. | 5. WTSO | 5. WTSO | 5. | 5. - | 5. | 5. WIBA | 5. WIBA |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|--------|--------|--------|------|--------|
| TOP 40/CHR/CONTEMP | | 88 (1) | 88 (1) | 22.3 | 20.2 |
| AOR/CLASSIC | | 87 (2) | 87 (2) | 22.0 | 14.5 |
| AC/OLDIES/SOFT ROCK | 23 (1) | 57 (2) | 80 (3) | 20.3 | 25.4 |
| MOR/VARIETY/FULL | 53 (2) | | 53 (2) | 13.4 | 14.5 |
| COUNTRY | 38 (1) | 19 (1) | 57 (2) | 14.4 | 17.4 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 12 (2) | 12 (2) | 3.0 | 6.3 |
| NEWS/TALK | 5 (2) | | 5 (2) | 1.3 | 0.6 |
| NOSTALGIA | 5 (1) | | 5 (1) | 1.3 | 1.1 |
| RELIGION/GOSPEL | | | | | |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | 8 (1) | | 8 (1) | 2.0 | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--|------|----------|---------|
| WBBM | 780 | Chicago | .6/2.1 |
| WGN | 720 | Chicago | .4/3.8 |
| WIBU | 1240 | Poynette | 1.7/4.2 |

MISCELLANEOUS COMMENTS WHIT, WWQM-F sold by McKenna to Media Capital for \$2,600,000 (Blackburn)...

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 (Durpetti) | Leicinger | Lee Leicinger |
| WMAD, 1190, 1 KW (DAYS, OA) | , NOSTALGIA | ABC-O, \$ 16.00 (Torbet) | | Nancy McMahon |
| WTDY, 1480, 5 KW (DA-2) | , NEWS/TALK/AOR | 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 (Durpetti) | Leicinger | Lee Leicinger |
| WILV-F, 94.9, 37 KW @ 1600, BTFL/EZ | | ABC-I, \$ 20.00 (Roslin) | | (BARABOO) |
| WMAD-F, 92.1, 3 KW @ 312, CLASSIC ROCK | | , \$ 25.00 (Torbet) | | John McMahon |
| WGMN-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 (---) | | (FORT ATKINSON) |
| 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) |

MANCHESTER

Arbitron Rank/Pop (12+): 181/154,700

Stations: 24/5
 Diaries: 561/276:1/46.0%
 Sample Target: 550
 % Below Line: 55.6
 % Not Listed: 7.3

1987 Revenue: \$7,000,000
 HH Inc.: \$40,191
 Retail \$: 2.0 Bil
 Pop per Station: 30,940
 #1 Biller: NA

MSA Rank/Pop: 246/146,100
 Boston AOI
 Average Person Ratings: 16.9
 Market TSL: 21.8 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WZIO-F (EZ) | 45/17.2 | --- | 10.9 | --- | 15.0 | ---- | 106/ 915 | 345/22.3 | --- | 20.1 | 76 | | | | WZIO-F |
| 2. WGIR-F (A) | 26/ 9.9 | --- | 13.8 | --- | 12.1 | ---- | 76/1029 | 438/28.3 | --- | 28.6 | 74 | | | | WGIR-F |
| 3. WGIR (N/T) | 21/ 8.0 | --- | 7.1 | --- | 5.1 | ---- | 34/ 419 | 283/18.3 | --- | 19.4 | 55 | | | | WGIR |
| 4. WHOB-F (CHR) | 15/ 5.7 | --- | --- | --- | --- | ---- | 35/ 521 | 231/14.9 | --- | --- | 89 | | | | WHOB-F |
| WSSH-F (AC) | 15/ 5.7 | --- | 9.2 | --- | 10.1 | ---- | 39/ 767 | 212/13.7 | --- | 21.4 | 154 | | | | WSSH-F |
| 6. WFEA (AC) | 14/ 5.3 | --- | 2.9 | --- | 5.3 | ---- | 14/ 209 | 203/13.1 | --- | 9.8 | 125 | | | | WFEA |
| 7. WBCN-F (A) | 12/ 4.6 | --- | 5.0 | --- | 4.5 | ---- | 23/ 358 | 121/ 7.8 | --- | 11.1 | 96 | | | | WBCN-F |
| WZOU-F (R) | 12/ 4.6 | --- | 7.1 | --- | 2.8 | ---- | 30/ 550 | 260/16.8 | --- | 17.1 | 63 | | | | WZOU-F |
| WODS-F (O) | 12/ 4.6 | --- | .8 | --- | 2.8 | ---- | 31/ 545 | 211/13.6 | --- | 4.3 | 159 | | | | WODS-F |
| 10. WOKQ-F (C) | 11/ 4.2 | --- | 5.4 | --- | 5.7 | ---- | 30/ 495 | 148/ 9.6 | --- | 12.9 | 86 | | | | WOKQ-F |

12+ FM SHARE (METRO): 79.83% (194 of 243) (SPG 87: 80.09%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|------------|------------|-----------|------------|------------|-------------|-------------|-------------|-------------|------------|
| 1. WZOU-F> | 1. WGIR-F> | 1. WGIR-F> | 1. WZIO-F | 1. WZIO-F> | 1. WZIO-F> | >1. WZIO-F> | >1. WZIO-F> | >1. WZIO-F> | >1. WZIO-F> | 1. WGIR-F> |
| 2. WAAF-F> | 2. WHOB-F | 2. WZIO-F | 2. WSSH-F | 2. WSSH-F | 2. WGIR > | 2. WGIR > | 2. WGIR-F | 2. WGIR-F | 2. WGIR-F | 2. WZIO-F |
| 3. WGIR-F> | 3. WBCN-F | 3. WSSH-F | 3. WGIR-F | 3. WGIR-F | 3. WFEA | 3. WFEA | 3. WSSH-F | 3. WHOB-F | 3. WGIR | 3. WGIR |
| 4. WHOB-F> | 4. WSSH-F | 4. WHOB-F | 4. WODS-F | 4. WODS-F | 4. WOKQ-F | 4. WGIR-F | 4. WSSH-F | 4. WSSH-F | 4. WHOB-F | 4. WFEA |
| 5. | 5. | 5. WODS-F | 5. WFEA | 5. WFEA | 5. | 5. | 5. WGIR-F | 5. WGIR | 5. WSSH-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. WGIR-F> | 1. WGIR-F> | 1. WGIR-F | 1. WGIR-F | 1. WZIO-F> | 1. WGIR-F> | 1. WGIR-F> | 1. WBCN-F | 1. WGIR-F> | 1. WZIO-F |
| 2. WBCN-F | 2. WHOB-F> | WHOB-F | 2. WZIO-F | 2. WODS-F | 2. WAAF-F | 2. WBCN-F | 2. WGIR-F | 2. WSSH-F | 2. WGIR-F |
| WHOB-F | 3. WBCN-F | WSSH-F | 3. WHOB-F | WSSH-F | 3. | 3. WHOB-F | WSSH-F | 3. WZIO-F | WSSH-F |
| 4. | 4. WSSH-F | WXLO-F | 4. WODS-F | 4. WFEA | 4. | 4. WSSH-F | 4. WZIO-F | 4. WBCN-F | 4. WBCN-F |
| 5. | WXLO-F | 5. | WSSH-F | 5. | 5. | WHOB-F | WCGY-F | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 29 (3) | 29 (3) | 11.9 | 11.3 | WKBR 1250 Manchester .8/6.4 |
| AOR/CLASSIC | | 56 (5) | 56 (5) | 23.0 | 23.5 | |
| AC/OLDIES/SOFT ROCK | 14 (1) | 46 (6) | 60 (7) | 24.7 | 26.7 | WHOM-F 94.9 Mount Washington 1.1/3.2 |
| MOR/VARIETY/FULL | 5 (1) | | 5 (1) | 2.1 | 1.8 | WJYY-F 105.5 Concord 2.3/5.9 |
| COUNTRY | | 14 (2) | 14 (2) | 5.8 | 7.2 | WLYT-F 92.5 Haverhill 1.9/5.2 |
| BLACK/URBAN | | | | | | WXLO-F 104.5 Fitchburg 1.9/7.6 |
| BTFL MUSIC/EZ | | 49 (3) | 49 (3) | 20.2 | 13.1 | See Boston for more information about the following: |
| NEWS/TALK | 28 (2) | | 28 (2) | 11.5 | 10.9 | |
| NOSTALGIA | 2 (1) | | 2 (1) | 0.8 | 4.1 | WAAF-F 3.4/6.7 WROR-F 1.1/6.8 |
| RELIGION/GOSPEL | | | | | | WBOS-F 1.1/4.6 WXKS-F .8/5.6 |
| SPANISH | | | | | | WBZ 1.9/5.0 WZLX-F 1.1/3.3 |
| CLASSICAL | | | | | 0.5 | WCGY-F 2.3/6.5 WRKO 2.7/5.8 |
| JAZZ/NEW AGE/ECLECTIC | | | | | 0.9 | WJTB-F .4/2.5 |
| UNKNOWN/OTHERS | | | | | | |
| | 49 (5) | 194 (19) | 243 (24) | | | |

RADIO STATIONS

| | | | | | |
|-------------------------------------|-----------------|---------------------|------------|----------|--------------------|
| WFEA, 1370, 5 KW (DA-2) | , AC | ABC-E, \$ 20.00 | (Katz) | Sunshine | Jon Van Hoogenstyn |
| WGIR, 610, 5 KW/1 KW (OA-2) | , NEWS/TALK | NBC,ABC-T, \$ 30.00 | (Banner) | Knight | Judy Glousky |
| WKBR, 1250, 5 KW (DA-2) | , NOSTALGIA (?) | CBS, \$ 20.00 | (K & P) | | Rudy Nelson |
| WGIR-F, 101.1, 10 KW @ 920, AOR/CHR | | ,\$ 45.00 | (Banner) | Knight | Judy Glousky |
| WJYY-F, 105.5, 1.6 KW @ 456, AC | | ,\$ NA | (HNWH) | Empire | |
| WZIO-F, 95.7, 10 KW @ 930, BTFL/EZ | | ,\$ 34.00 | (Katz) | Sunshine | |
| WHOB-F, 106.3, 3 KW @ 300, CONTEMP | | ,\$ 18.00 | (Kadetsky) | | (NASHUA) |

Other ranked stations - See Boston or Portsmouth

MISCELLANEOUS COMMENTS WJYY-F (Concord) sold to Empire for \$3,750,000 (Americom)...

McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 76/467,600
 MSA Rank/Pop: McAllen - 125/371,500
 ADI # 115 Brownsville - 168/259,900
 Average Person Ratings: 19.4
 Market TSL: 25.8 hours

Stations: 21/18
 Diaries: 802/583:1/49.2%
 Sample Target: 810
 % Below Line: 1.2
 % Not Listed: 8.2

1987 Revenue: \$10,500,000
 HH Inc.: \$23,900
 Retail \$: 3.3 Bil
 Pop per Station: 25,978
 #1 Biller: KGBT \$1,800,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KGBT (SP) | 187/20.6 | 19.4 | 15.2 | 11.2 | 17.6 | 16.6 | 194/1555 | 1420/30.4 | 27.8 | 30.0 | 97 | | | KGBT |
| 2. KBFM-F (CHR) | 136/15.0 | 11.2 | 14.0 | 15.6 | 11.0 | 14.0 | 159/1587 | 1446/30.9 | 31.5 | 30.0 | 60 | | | KBFM-F |
| 3. KTXF-F (C) | 83/ 9.2 | 8.2 | 7.8 | 9.0 | 7.9 | 8.6 | 86/ 897 | 827/17.7 | 16.3 | 15.1 | 111 | | | KTXF-F |
| 4. KIWW-F (SP) | 74/ 8.2 | 8.9 | 8.6 | 7.6 | 11.0 | 8.3 | 75/1011 | 963/20.6 | 19.5 | 20.7 | 135 | | | KIWW-F |
| 5. KELT-F (AC) | 63/ 6.9 | 5.7 | 7.0 | 7.8 | 6.9 | 6.9 | 71/ 810 | 761/16.3 | 19.0 | 16.3 | 141 | | | KELT-F |
| 6. KRGE (CHR) | 42/ 4.6 | 4.8 | 6.4 | 6.6 | 7.3 | 5.6 | 48/ 815 | 726/15.5 | 19.1 | 18.1 | 41 | | | KRGE |
| 7. KQXX-F (SP) | 42/ 4.6 | 7.1 | 5.2 | 5.2 | 3.6 | 5.8 | 42/ 559 | 553/11.8 | 10.9 | 10.6 | 111 | | | KQXX-F |
| 8. KVLV-F (EZ) | 38/ 4.2 | 4.8 | 4.3 | 5.5 | 5.6 | 4.8 | 38/ 344 | 338/ 7.2 | 9.4 | 9.2 | 83 | | | KVLV-F |
| 9. KRIX-F (AOR) | 34/ 3.7 | 5.1 | 5.6 | 6.1 | 5.3 | 5.1 | 37/ 528 | 452/ 9.7 | 11.8 | 14.1 | 76 | | | KRIX-F |
| 10. KIRT (SP) | 34/ 3.7 | 5.2 | 2.7 | 3.6 | 5.0 | 3.8 | 35/ 432 | 407/ 8.7 | 8.5 | 7.5 | 170 | | | KIRT |
| 11. KBOR (SP) | 26/ 2.9 | 3.1 | 1.9 | 1.3 | 3.6 | 2.3 | 26/ 328 | 318/ 6.8 | 5.3 | 7.2 | 103 | | | KBOR |
| 12. KJAV-F (R/G) | 16/ 1.8 | 2.3 | 2.1 | 2.3 | 1.4 | 2.1 | 16/ 116 | 116/ 2.5 | 3.7 | 2.7 | 106 | | | KJAV-F |

12+ FM SHARE (METRO): 61.82% (515 of 833) (SPG 87: 60.62%)

| 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. KGBT | 1. KGBT | > 1. KGBT | > 1. KGBT | >>> 1. KGBT | >>> 1. KGBT | > 1. KGBT | > 1. KGBT | > 1. KBFM-F | > 1. KGBT |
| 2. KRGE >> 2. KTXF-F | 2. KBFM-F | 2. KBFM-F | 2. KIWW-F | 2. KIWW-F | 2. KIWW-F | 2. KBFM-F | 2. KBFM-F | 2. KBFM-F | 2. KGBT | > 2. KIWW-F |
| 3. 3. KGBT | 3. KTXF-F | 3. KTXF-F | 3. KTXF-F | 3. KTXF-F | 3. KTXF-F | 3. KTXF-F | 3. KTXF-F | 3. KTXF-F | 3. KIWW-F | < 3. KTXF-F |
| 4. 4. KIWW-F | 4. KIWW-F | 4. KIWW-F | 4. KELT-F | 4. KELT-F | 4. KVLV-F | 4. KIWW-F | 4. KIWW-F | 4. KIWW-F | 4. KTXF-F | 4. KQXX-F |
| 5. 5. KELT-F | 5. KELT-F | 5. KBFM-F | 5. KBFM-F | 5. KBFM-F | 5. KELT-F | 5. KELT-F | 5. KIWW-F | 5. KELT-F | 5. KQXX-F | 5. KVLV-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. KBFM-F >>> 1. KBFM-F | 1. KBFM-F | 1. KBFM-F | 1. KBFM-F | 1. KGBT >> | 1. KTXF-F | 1. KTXF-F | 1. KIWW-F | 1. KGBT | 1. KGBT > |
| 2. KELT-F | 2. KTXF-F | KGBT | 2. KGBT | 2. KBFM-F | 2. KBFM-F | 2. KBFM-F | 2. KBFM-F | 2. KTXF-F | 2. KIWW-F |
| 3. KQXX-F | 3. KELT-F | 3. KTXF-F | 3. KTXF-F | 3. KTXF-F | 3. KRIX-F | 3. KRIX-F | 3. KRIX-F | 3. KIWW-F | 3. KELT-F |
| 4. KTXF-F | KGBT | 4. KIWW-F | 4. KELT-F | 4. KIWW-F | 4. KGBT | 4. KELT-F | 4. KELT-F | 4. KELT-F | 4. KTXF-F |
| 5. 5. KIWW-F | 5. KELT-F | KIWW-F | 5. KBFM-F | 6. KIRT | 5. 5. KIWW-F | 5. KBFM-F | 5. KBFM-F | 5. KBFM-F | 5. 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|---------|----------|----------|------|----------|
| TOP 40/CHR/CONTEMP | 42 (1) | 136 (1) | 178 (2) | 21.4 | 19.7 |
| AOR/CLASSIC | | 34 (1) | 34 (1) | 4.1 | 5.7 |
| AC/OLDIES/SOFT ROCK | | 67 (2) | 67 (2) | 8.0 | 10.7 |
| MOR/VARIETY/FULL | | | | | |
| COUNTRY | 9 (1) | 89 (2) | 98 (3) | 11.8 | 9.8 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 38 (1) | 38 (1) | 4.6 | 6.0 |
| NEWS/TALK | 11 (1) | | 11 (1) | 1.3 | 1.5 |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | | 16 (1) | 16 (1) | 1.9 | 1.5 |
| SPANISH | 250 (4) | 131 (5) | 381 (9) | 45.7 | 45.0 |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | 10 (1) | | 10 (1) | 1.2 | |
| | 322 (8) | 511 (13) | 833 (21) | | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--|-------|--------------|---------|
| KITM-F | 105.5 | Mission | .8/2.5 |
| KGAR-F | 106.3 | Mercedes | .4/1.8 |
| KRIO | 910 | McAllen | 1.1/2.7 |
| KSOX | 1240 | Raymondville | 1.0/4.3 |
| KSOX-F | 101.7 | Raymondville | .7/3.0 |
| KURV | 710 | Edinburg | 1.2/4.2 |
| XEAM | 1310 | Matamoros | .3/1.2 |
| XEEW-F | 97.7 | Matamoros | .4/1.5 |
| XEO-F | 88.2 | Matamoros | .4/1.4 |

MISCELLANEOUS COMMENTS: KELT-F sold by Tichenor for \$1,500,000 (Fischer)... KIWW-F sold to Tichenor for \$1,600,000...

RADIO STATIONS

| | | | |
|--------------------------------------|----------------------------|---------------------------------|----------------|
| KBOR, 1600, 1 KW (DA-1) | , HISPANIC | ,\$ 20.00 (Lotus) | Ed Trevino |
| KGBT, 1530, 50 KW (DA-N) | , HISPANIC | ,\$ 70.00 (Katz Hisp.) | Tony Solis |
| 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 (Miller) | Charles Rankin |
| KBFM-F, 104.1, 100 KW @ 990, CHR | ABC-F, \$ 43.00 (Republic) | Encore | Lou Bason |
| KELT-F, 94.5, 100 KW @ 1154, AC | ,\$ 40.00 (Katz) | Tichenor | Gail Durham |
| KIWW-F, 96.1, 100 KW @ 540, HISPANIC | ,\$ 30.00 (Mc-Guild) | | Raul Hernandez |
| KQXX-F, 98.5, 100 KW @ ??, HISPANIC | ,\$ 25.00 (Caballero) | Gomez | |
| KRIX-F, 99.5, 100 KW @ 480, AOR | ,\$ 24.00 (Banner) | Daytona | Don Wolfe |
| KTXF-F, 100.3, 100 KW @ 500, COUNTRY | ABC-E, \$ 37.00 (Christal) | | Harvey Tate |
| KVLV-F, 107.9, 100 KW @ 490, BTFL/EZ | ,\$ 25.00 (HNWH) | Tippie | Mike Thatcher |

MELBOURNE - TITUSVILLE - COCOA

Arbitron Rank/Pop (12+): 111/320,600

Stations: 20/9
Diaries: 687/467:1/51.9%
Sample Target: 630
% Below Line: 66.5
% Not Listed: 13.0

1987 Revenue: NA
HH Inc.: NA
Retail \$: NA
Pop per Station: 35,622
#1 Biller: NA

MSA Rank/Pop: 124/371,600
Orlando AOI
Average Person Ratings: 15.6
Market TSL: 21.5 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WSSP-F (EZ) | 76/15.2 | --- | 17.1 | --- | 16.2 | ---- | 100/1098 | 801/25.0 | --- | 26.3 | 61 | | | WSSP-F |
| 2. WBJW A/F (CHR) | 64/12.8 | --- | 14.3 | --- | 16.2 | ---- | 89/1294 | 840/26.2 | --- | 31.1 | 75 | | | WBJW A/F |
| 3. WWKA-F (C) | 63/12.6 | --- | 12.7 | --- | 8.0 | ---- | 122/1265 | 667/20.8 | --- | 21.4 | 102 | | | WWKA-F |
| 4. WHTQ-F (AOR) | 33/ 6.6 | --- | 7.7 | --- | 3.0 | ---- | 56/ 728 | 471/14.7 | --- | 10.1 | 109 | | | WHTQ-F |
| 5. WSTF-F (AC) | 29/ 5.8 | --- | 9.1 | --- | 9.7 | ---- | 48/ 827 | 477/14.9 | --- | 19.1 | 159 | | | WSTF-F |
| 6. WOIZ-F (AOR) | 25/ 5.0 | --- | 4.8 | --- | 8.6 | ---- | 59/ 804 | 370/11.5 | --- | 11.2 | 64 | | | WOIZ-F |
| 7. WOCL-F (O) | 23/ 4.6 | --- | .6 | --- | --- | ---- | 66/ 576 | 221/ 6.9 | --- | 2.1 | 148 | | | WOCL-F |
| 8. WLRQ-F (AC) | 22/ 4.4 | --- | 2.6 | --- | 3.0 | ---- | 22/ 228 | 228/ 7.1 | --- | 9.2 | 127 | | | WLRQ-F |
| 9. WMEL (MOR) | 17/ 3.4 | --- | 2.0 | --- | 3.4 | ---- | 17/ 210 | 210/ 6.6 | --- | 6.7 | 106 | | | WMEL |
| 10. WMMB (BB) | 13/ 2.6 | --- | 4.4 | --- | 4.3 | ---- | 14/ 163 | 151/ 4.7 | --- | 6.3 | 62 | | | WMMB |
| WMMY-F (CHR) | 13/ 2.6 | --- | 2.6 | --- | 1.9 | ---- | 17/ 295 | 239/ 7.5 | --- | 8.0 | 138 | | | WMMY-F |
| WVTI-F (AC) | 13/ 2.6 | --- | 2.8 | --- | 3.4 | ---- | 13/ 191 | 189/ 5.9 | --- | 7.8 | 200 | | | WVTI-F |
| 13. | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 89.22% (389 of 436) (SPG 87: 89.27%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------------------|------------|-----------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| 1. WBJW-F+>>1. WBJW-F+ | 1. WBJW-F+ | 1. WWKA-F | 1. WWKA-F | 1. WSSP-F | 1. WBJW < | 1. WSSP-F | 1. WSSP-F | 1. WBJW-F | 1. WBJW-F | 1. WWKA-F < |
| 2. WOIZ-F | 2. WHTQ-F | 2. WWKA-F | 2. WBJW-F+<2. WBJW-F+ | 2. WWKA-F | 2. WSSP-F | 2. WWKA-F | 2. WBJW-F | 2. WSSP-F | 2. WWKA-F | 2. WSSP-F |
| 3. WOCL-F | 3. WOIZ-F | 3. WHTQ-F | 3. WSTF-F | 3. WSSP-F | 3. WWKA-F | 3. WBJW-F | 3. WWKA-F | 3. WBJW-F | 3. WWKA-F | 3. WMMB |
| 4. WHTQ-F | 4. WSTF-F | 4. WHTQ-F | 4. WHTQ-F | 4. WSTF-F | 4. WHTQ-F | 4. WHTQ-F | 4. WHTQ-F | 4. WHTQ-F | 4. WHTQ-F | 4. WDJZ-F |
| 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-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-F+>>1. WBJW-F+>>1. WBJW-F+ | 1. WBJW-F+>>1. WBJW-F+ | 1. WBJW-F+ | 1. WBJW-F+>1. WSSP-F | 1. WSSP-F | 1. WHTQ-F < | 1. WHTQ-F | 1. WHTQ-F | 1. WHTQ-F | 1. WWKA-F |
| 2. WWKA-F | 2. WLRQ-F+ | 2. WSTF-F | 2. WWKA-F | 2. WWKA-F | 2. WBJW-F+<2. WBJW-F+ | 2. WDJZ-F | 2. WDJZ-F | 2. WWKA-F | 2. WHTQ-F |
| 3. WOIZ-F | 3. WOIZ-F | 3. WHTQ-F | 3. WSSP-F | 3. WBJW-F+ | 3. WDJZ-F | 3. WBJW-F+ | 3. WBJW-F+ | 3. WBJW-F+ | 3. WSTF-F |
| 4. WHTQ-F | 4. WHTQ-F | 4. WDJZ-F | 4. WLRQ-F+ | 4. WSTF-F | 4. WWKA-F | 4. WWKA-F | 4. WWKA-F | 4. WSTF-F | 4. WBJW-F+ |
| 5. WSTF-F | 5. WSTF-F | 5. WSSP-F | 5. WSTF-F | 5. WSTF-F | 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-F | 5. WHTQ-F | 5. WOCL-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|--------|----------|----------|------|----------|
| TOP 40/CHR/CONTEMP | 1 (1) | 81 (3) | 82 (4) | 18.8 | 19.6 |
| AOR/CLASSIC | | 58 (2) | 58 (2) | 13.3 | 15.3 |
| AC/OLOIES/SOFT ROCK | | 87 (4) | 87 (4) | 20.0 | 18.7 |
| MOR/VARIETY/FULL | 17 (1) | | 17 (1) | 3.9 | 2.7 |
| COUNTRY | 7 (1) | 63 (1) | 70 (2) | 16.1 | 15.1 |
| BLACK/URBAN | | 10 (1) | 10 (1) | 2.3 | |
| BTFL MUSIC/EZ | | 81 (2) | 81 (2) | 18.6 | 19.4 |
| NEWS/TALK | 6 (1) | | 6 (1) | 1.4 | 1.6 |
| NOSTALGIA | 13 (1) | 9 (1) | 22 (2) | 5.0 | 6.8 |
| RELIGION/GOSPEL | | | | | |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | 3 (1) | | 3 (1) | 0.7 | 0.7 |
| | 47 (6) | 389 (14) | 436 (20) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|---------------|---------|
| WAMT | 1060 | Titusville | 1.4/3.0 |
| WSCF-F | 98.3 | Titusville | 1.8/3.2 |
| WTAI | 1560 | Melbourne | 1.2/1.9 |
| WXXU | 1300 | Cocoa Beach | .6/3.0 |
| WCAT-F | 106.7 | Leesburg | 1.0/2.7 |
| WJHM-F | 101.9 | Daytona Beach | 2.0/3.9 |
| WVLV-F | 94.5 | Daytona Beach | 1.0/1.5 |

MISCELLANEOUS COMMENTS WCKS repossessed by previous owner (August 1987)... WAMT, WSCF-F sold to Sage for \$3,000,000 (Peterson)... WRKT sold by Guy Gannett for \$325,000... WCKS was silent... WCKS sold for \$275,000... WRKT changes to WXXU (May)... WEZY A/F changes to WLRQ A/F (January)...

RADIO STATIONS

| | | | | | |
|---------------------------------------|------------|----------------------|------------|---------------|--------------|
| WMEL, 920, 5 KW/1 KW (DA-N) | , MOR | CBS, \$ 15.00 | (K & P) | Elyria-Lorain | Jon Roberts |
| WMMB, 1240, 1 KW | , NOST/MOR | MBS, \$ 16.00 | (Torbet) | | Dave Franco |
| WTAI, 1560, 5 KW (OAYS) | , TALK | NBC, ABC-T, \$ 15.00 | (Mc-Guild) | | Gary Hess |
| WCKS, 860, 1 KW (OAYS) | , ? ? | , \$ 12.00 | (--- | | |
| WAMT, 1060, 10 KW/4 KW (OA-2) | , COUNTRY | ABC-D, \$ NA | (--- | | David Frazer |
| WLRQ-F, 99.3, 3 KW @ 300, SOFT AC | | , \$ 25.00 | (Roslin) | | Jim Pride |
| WMMY-F, 102.3, 3 KW @ 240, CONTEMP/AC | | , \$ 19.00 | (Torbet) | | Dave Franco |
| WVTI-F, 107.1, 3 KW @ 300, AC | | , \$ 30.00 | (Mc-Guild) | | Gary Hess |
| WSCF-F, 98.3, 3 KW @ 300, NOSTALGIA | | ABC-E, \$ NA | (--- | | David Frazer |

Other ranked stations - See Orlando

American Radio Spring 1988, Copyright 1988

MEMPHIS

Arbitron Rank/Pop (12+): 42/868,300

Stations: 22/22
Diaries: 1249/695:1/47.9%
Sample Target: 1160
% Below Line: 0
% Not Listed: 7.2

1987 Revenue: \$24,000,000
HH Inc.: \$29,448
Retail \$: 7.1 Bil
Pop per Station: 39,468
#1 Biller: WMC-F, WRVR A/F \$4,200,000

MSA Rank/Pop: 50/960,000
ADI # 41

Average Person Ratings: 16.9
Market TSL: 22.8 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WMC-F (CHR) | 188/12.8 | 10.5 | 9.1 | 11.2 | 11.6 | 10.9 | 217/2828 | 2206/25.4 | 21.2 | 28.7 | 98 | 14.7 | 216 | 2188 | WMC-F |
| 2. WHRK-F (B) | 174/11.8 | 12.2 | 14.0 | 13.5 | 15.8 | 10.4 | 241/2673 | 2070/23.8 | 27.4 | 29.9 | 81 | 12.9 | 190 | 2782 | WHRK-F |
| 3. WGKX-F (C) | 145/ 9.9 | 9.3 | 9.0 | 9.6 | 8.4 | 9.5 | 186/2522 | 1772/20.4 | 19.1 | 17.7 | 128 | 11.0 | 162 | 1533 | WGKX-F |
| 4. KRNB-F (B) | 138/ 9.4 | 10.6 | 8.4 | 9.2 | 8.8 | 9.4 | 155/2001 | 1658/19.1 | 19.4 | 23.2 | 73 | 11.5 | 170 | 2077 | KRNB-F |
| 5. WRVR-F (AC) | 105/ 7.1 | 8.3 | 6.7 | 8.0 | 7.2 | 7.5 | 127/2040 | 1588/18.3 | 16.7 | 20.3 | 152 | 5.5 | 81 | 1454 | WRVR-F |
| 6. WLOK (B) | 92/ 6.3 | 5.3 | 6.8 | 6.3 | 6.9 | 6.2 | 93/ 969 | 955/11.0 | 12.7 | 11.9 | 71 | 5.3 | 78 | 824 | WLOK |
| 7. WDLA (B) | 75/ 5.2 | 5.6 | 5.7 | 5.3 | 7.1 | 5.5 | 88/1713 | 1343/15.5 | 15.5 | 18.7 | 106 | 3.9 | 58 | 729 | WDLA |
| 8. WEGR-F (AOR) | 72/ 4.9 | 5.2 | 5.4 | 5.2 | 3.8 | 5.2 | 88/1164 | 914/10.5 | 12.1 | 11.9 | 120 | 5.9 | 87 | 1025 | WEGR-F |
| 9. WEZI-F (EZ) | 64/ 4.4 | 6.6 | 6.2 | 5.7 | 5.6 | 4.5 | 65/ 918 | 883/10.2 | 13.3 | 13.0 | 95 | 5.3 | 78 | 847 | WEZI-F |
| 10. WHBQ (H/T) | 47/ 3.2 | 4.9 | 2.9 | 4.6 | 3.9 | 3.9 | 54/ 870 | 698/ 8.0 | 8.8 | 9.2 | 88 | 5.0 | 73 | 825 | WHBQ |
| 11. WMC (C) | 41/ 2.8 | 2.7 | 3.9 | 3.3 | 3.2 | 3.2 | 48/ 731 | 672/ 7.7 | 9.2 | 9.5 | 122 | 2.0 | 29 | 728 | WMC |
| 12. WREC (BB) | 40/ 2.7 | 2.0 | 2.5 | 3.0 | 2.2 | 2.1 | 54/ 825 | 652/ 7.5 | 9.2 | 7.7 | 52 | 1.8 | 27 | 421 | WREC |
| 13. KWLN-F (AOR) | 36/ 2.4 | 3.4 | 4.0 | 4.3 | 3.0 | 3.5 | 49/ 965 | 741/ 8.5 | 8.1 | 7.5 | 75 | 4.0 | 59 | 810 | KWLN-F |
| 14. WRVR (O) | 31/ 2.1 | .8 | 1.2 | 2.2 | 1.7 | 1.6 | 40/ 673 | 513/ 5.9 | 5.5 | 6.5 | 152 | .8 | 12 | 376 | WRVR |

12+ FM SHARE (METRO): 69.19% (943 of 1363) (SPG 87: 68.97%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|
| 1. WHRK-F | 1. WMC-F | 1. WMC-F | 1. WMC-F | 1. WGKX-F | 1. WGKX-F | 1. WMC-F | 1. WMC-F | 1. WMC-F | 1. WHRK-F | >>1. KRNB-F |
| 2. KRNB-F | 2. WHRK-F | 2. WHRK-F | 2. WGKX-F | 2. WMC-F | 2. WLOK-F | 2. WGKX-F | 2. WHRK-F | 2. WHRK-F | 2. KRNB-F | 2. WGKX-F |
| 3. WMC-F | 3. KRNB-F | 3. WGKX-F | 3. WRVR-F | 3. WRVR-F | 3. WEZI-F | 3. KRNB-F | 3. WRVR-F | 3. KRNB-F | 3. WMC-F | 3. WHRK-F |
| 4. | 4. WEGR-F | 4. KRNB-F | 4. WHRK-F | 4. WHRK-F | 4. WRVR-F | 4. WHRK-F | 4. WHRK-F | 4. WGKX-F | 4. WGKX-F | 4. WDLA |
| 5. | 5. WRVR-F | 5. WRVR-F | 5. KRNB-F | 5. KRNB-F | 5. WMC-F | 5. WRVR-F | 5. WLOK | < 5. WRVR-F | 5. WLOK | 5. WLOK |
| | 6. WGKX-F | 6. WEGR-F | 6. WEGR-F | 6. WEGR-F | | 6. WLOK | 6. KRNB-F | 6. WLOK | < 7. WEGR-F | 6. WMC-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. KRNB-F | 1. WMC-F | 1. WMC-F | 1. WMC-F | 1. WMC-F | 1. WMC-F | 1. WMC-F | 1. WHRK-F | 1. WMC-F | 1. WGKX-F |
| 2. WHRK-F | 2. WHRK-F | 2. WHRK-F | 2. WHRK-F | 2. WGKX-F | 2. WHRK-F | 2. WHRK-F | WMC-F | 2. WHRK-F | 2. WMC-F |
| 3. WMC-F | 3. KRNB-F | 3. WGKX-F | 3. WRVR-F | 3. WRVR-F | 3. KRNB-F | 3. WEGR-F | 3. WEGR-F | 3. WGKX-F | 3. WHRK-F |
| 4. WDLA | 4. WRVR-F | 4. WDLA | < 4. KRNB-F | 4. WHRK-F | 4. WEGR-F | 4. KRNB-F | 4. KRNB-F | 4. WEGR-F | 4. WRVR-F |
| 5. WGKX-F | 5. WDLA | 5. KRNB-F | 5. WGKX-F | 5. WDLA | 5. WGKX-F | 5. WGKX-F | 5. WGKX-F | 5. KRNB-F | 5. WEGR-F |
| | 6. WGKX-F | 6. WEGR-F | 6. WDLA | 6. KRNB-F | 6. KWLN-F | 6. WRVR-F | 6. WRVR-F | 6. WRVR-F | 6. KRNB-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|---------|-----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 188 (1) | 188 (1) | 13.8 | 12.3 | KFTH 107.1 Marion 1.4/4.1 |
| AOR/CLASSIC | | 108 (2) | 108 (2) | 7.9 | 7.2 | KLCN 910 Blytheville .7/ .8 |
| AC/OLDIES/SOFT ROCK | 31 (1) | 105 (1) | 136 (2) | 10.0 | 9.5 | KSUD 730 W. Memphis 1.0/2.1 |
| MOR/VARIETY/FULL | | | | | | KWAM 990 Memphis 1.0/3.0 |
| COUNTRY | 41 (1) | 145 (1) | 186 (2) | 13.6 | 12.8 | KCRV 640 Collierville 1.5/3.6 |
| BLACK/URBAN | 184 (3) | 312 (2) | 496 (5) | 36.4 | 41.5 | WKBL 1250 Covington .7/1.0 |
| BTL MUSIC/EZ | | 64 (1) | 64 (1) | 4.7 | 6.4 | WNQM 1480 Memphis .4/1.1 |
| NEWS/TALK | 47 (1) | | 47 (1) | 3.4 | 4.1 | WXSS 1030 Memphis 1.1/3.1 |
| NOSTALGIA | 40 (1) | | 40 (1) | 2.9 | 2.3 | |
| RELIGION/GOSPEL | 67 (5) | 21 (1) | 88 (6) | 6.5 | 2.8 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 10 (1) | | 10 (1) | 0.7 | 1.1 | |
| | 420 (13) | 943 (9) | 1363 (22) | | | |

RADIO STATIONS

| | | | | | |
|-------------------------------|--------------|----------------------|------------|---------------------|--------------------------|
| KWAM, 990, 10 KW/87 W (DA-2) | GOSPEL | \$ 20.00 | (Republic) | Rivers | E. W. Bie |
| WDLA, 1070, 50 KW/5 KW (DA-2) | BLACK | \$ 36.00 | (Katz) | Ragan Henry | Ernest James |
| WHBQ, 560, 5 KW/1 KW (DA-1) | NEWS/TALK | US 1, US 2, \$ 41.00 | (Republic) | RKO | Chris Karb |
| WLOK, 1340, 1 KW (DA-1) | BLACK/GOSPEL | SBN, NBN, \$ 30.00 | (K & P) | | H. Gilliam |
| WMC, 790, 5 KW (DA-N) | COUNTRY | NBC, ABC-I, \$ 43.00 | (Banner) | Scripps-Howard | Don Meyers |
| 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 | (Bo-ton) | | |
| WRVR, 680, 10 KW/5 KW (DA-N) | OLDIES | Trans, \$ NA | (Christal) | Viacom to Keymarket | Terry Wood |
| KRNB-F, 101.1, 100 KW @ 347 | BLACK | ABC-F, \$ 50.00 | (Republic) | Rivers | Fred Webb |
| KWLN-F, 98.1, 100 KW @ 715 | AOR | \$ 40.00 | (Torbet) | Dittman | (OSCEOLA, AR) Don Boyles |
| WEGR-F, 102.7, 100 KW @ 970 | AOR | US 1, \$ 47.00 | (Mc-Guild) | New Market | |
| WEZI-F, 94.3, 3 KW @ 300 | BTL/EZ | \$ 40.00 | (Christal) | Ardman | Royce Plummer |
| WGKX-F, 105.9, 100 KW @ 762 | COUNTRY | \$ 90.00 | (HNNH) | Barnstable | John Bibbs |
| WHRK-F, 97.1, 100 KW @ 530 | BLACK | NBC, \$ 78.00 | (Katz) | Ragan Henry | Ernest Jackson |
| WMC-F, 99.7, 300 KW @ 910 | CHR | ACB-C, \$ 94.00 | (Banner) | Scripps-Howard | Don Meyers |
| WRVR-F, 104.5, 100 KW @ 750 | AC | \$ 89.00 | (Christal) | Viacom to Keymarket | Terry Wood |

MIAMI - FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,595,900

Stations: 40/35
Diaries: 2615/993:1/42.9%
Sample Target: 2510
% Below Line: 3.0
% Not Listed: 6.8

1987 Revenue: \$96,000,000
HH Inc.: \$32,950
Retail \$: 24.5 Bil
Pop per Station: 71,169
#1 Biller: WQBA A/F \$8,100,000

MSA Rank/Pop: Miami - 22/1,784,600
ADI # 16 Fort Lauderdale - 42/1,159,400
Average Person Ratings: 19.5
Market TSI: 26.9 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SJM 87 | SPG 87 | 4 Book Avg. | 12+ 1/4/CUME | TSA CUME/RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | Call Sign |
|--------------------|-----------|--------|--------|--------|--------|-------------|--------------|-----------------|--------|--------|--------------|-------------|-----------|------------|-----------|
| 1. WLYF-F (F7) | 439/8.7 | 8.5 | 8.5 | 7.0 | 8.6 | 8.2 | 468/4258 | 3889/15.0 | 16.0 | 15.2 | 59 | 6.1 | 279 | 3309 | WLYF-F |
| 2. WFUP-F (R) | 295/5.8 | 5.0 | 5.3 | 3.9 | 4.1 | 5.0 | 299/2276 | 2232/ 8.6 | 8.5 | 8.1 | 110 | 5.2 | 238 | 2006 | WFUP-F |
| 3. WQBA (SP) | 241/4.8 | 4.2 | 5.4 | 6.5 | 5.1 | 5.2 | 247/1874 | 1852/ 7.1 | 8.3 | 7.7 | 58 | 3.7 | 169 | 1917 | WQBA |
| 4. WPOW-F (CHR/II) | 230/4.6 | 4.3 | 5.7 | 5.0 | 5.4 | 4.9 | 259/3541 | 3066/11.8 | 13.4 | 14.1 | 83 | 7.4 | 336 | 4112 | WPOW-F |
| 5. WHYI-F (CHR/II) | 217/4.3 | 4.2 | 3.8 | 3.3 | 4.5 | 3.9 | 255/4757 | 3829/14.8 | 13.7 | 15.6 | 105 | 5.8 | 265 | 4233 | WHYI-F |
| 6. WXXJ-F (I) | 213/4.2 | 4.4 | 3.7 | 2.5 | 1.7 | 3.7 | 257/3529 | 2843/11.0 | 10.1 | 6.7 | 174 | 5.0 | 230 | 2639 | WXXJ-F |
| 7. WJQY-F (AC) | 201/4.0 | 4.0 | 4.2 | 4.7 | 4.4 | 4.2 | 234/3059 | 2614/10.1 | 9.3 | 10.8 | 125 | 3.2 | 144 | 1722 | WJQY-F |
| 8. WGTR-F (AOR) | 199/3.9 | 3.9 | 3.4 | 3.2 | 2.6 | 3.4 | 232/2751 | 2388/ 9.2 | 7.6 | 8.3 | 110 | 5.1 | 231 | 2796 | WGTR-F |
| 9. WCMQ-F (SP) | 185/3.7 | 4.6 | 5.3 | 4.2 | 4.8 | 4.5 | 186/1946 | 1944/ 7.5 | 8.3 | 7.9 | 149 | 4.5 | 204 | 1927 | WCMQ-F |
| WINZ (N/T) | 186/3.7 | 3.2 | 3.9 | 5.0 | 6.3 | 4.0 | 194/2325 | 2175/ 8.4 | 10.0 | 12.3 | 70 | 2.7 | 123 | 1589 | WINZ |
| 11. WNWS (T) | 185/3.7 | 3.4 | 3.5 | 3.3 | 3.9 | 3.5 | 207/2554 | 2210/ 8.5 | 8.5 | 9.0 | 38 | 2.4 | 109 | 1080 | WNWS |
| 12. WAXY-F (AC) | 172/3.4 | 3.1 | 4.2 | 4.5 | 3.5 | 3.8 | 195/3254 | 2777/10.7 | 11.4 | 12.0 | 115 | 3.9 | 176 | 2992 | WAXY-F |
| 13. WKQS-F (C) | 167/3.3 | 4.0 | 3.0 | 3.1 | 2.8 | 3.4 | 185/2677 | 2250/ 8.7 | 8.3 | 6.9 | 124 | 4.1 | 189 | 2273 | WKQS-F |
| 14. WAQI (SP) | 155/3.3 | 3.1 | 3.6 | 3.4 | 3.2 | 3.4 | 165/1525 | 1506/ 5.8 | 6.7 | 6.3 | 94 | 2.3 | 105 | 1124 | WAQI |
| 15. WIOD (T) | 164/3.2 | 4.1 | 3.6 | 2.9 | 3.6 | 3.5 | 193/2926 | 2522/ 9.7 | 12.8 | 10.0 | 75 | 2.7 | 124 | 2008 | WIOD |
| 16. WIMI-F (CI) | 140/2.8 | 2.8 | 2.5 | 2.5 | 3.3 | 2.7 | 177/2149 | 1796/ 6.9 | 6.7 | 7.5 | 104 | 2.3 | 106 | 1114 | WIMI-F |
| 17. WHQT-F (U/CHP) | 133/2.6 | 2.9 | 2.6 | 3.2 | 3.3 | 2.8 | 168/3238 | 2637/10.2 | 10.9 | 11.4 | 69 | 4.1 | 185 | 3995 | WHQT-F |
| 18. WLVE-F (AC) | 126/2.5 | 3.3 | 2.8 | 3.2 | 3.7 | 3.0 | 137/2712 | 2390/ 9.2 | 9.5 | 10.4 | 160 | 3.9 | 179 | 2354 | WLVE-F |
| 19. WZTA-F (AOR) | 113/2.2 | 2.4 | 2.0 | 1.4 | 1.2 | 2.0 | 131/2252 | 1945/ 7.5 | 8.0 | 7.0 | 141 | 2.6 | 119 | 1560 | WZTA-F |
| 20. WQBA-F (SP) | 109/2.1 | 2.2 | 2.1 | 2.1 | 2.3 | 2.1 | 111/1610 | 1577/ 6.1 | 5.3 | 5.6 | 148 | 2.3 | 104 | 1436 | WQBA-F |
| 21. WSHE-F (AOR) | 107/2.1 | 1.7 | 1.7 | 2.6 | 2.2 | 2.0 | 146/2439 | 1968/ 7.6 | 7.3 | 9.5 | 129 | 2.4 | 108 | 1924 | WSHE-F |
| 22. WFIL (BB) | 76/1.5 | 1.9 | 1.2 | 1.9 | 1.6 | 1.6 | 77/ 824 | 800/ 3.1 | 2.9 | 3.4 | 20 | 1.1 | 49 | 547 | WFIL |
| 23. WXXJ-F (J/HA) | 73/1.4 | 1.9 | 2.1 | .5 | --- | 1.5 | 76/1273 | 1227/ 4.7 | 5.0 | --- | 179 | 2.4 | 109 | 1364 | WXXJ-F |
| 24. WCAT A/F (EZ) | 71/1.4 | 1.6 | .9 | 1.1 | .8 | 1.3 | 212/2562 | 972/ 3.7 | 2.8 | 2.9 | 36 | NA | NA | NA | WCAT A/F |
| 25. WMBM (G/R) | 51/1.0 | 1.0 | .8 | 1.2 | 1.0 | 1.0 | 51/ 582 | 575/ 2.2 | 1.9 | 2.4 | 130 | .9 | 39 | 689 | WMBM |
| 26. WRHC (SP) | 49/1.0 | 1.5 | 1.0 | 1.4 | 1.1 | 1.2 | 49/ 669 | 661/ 2.5 | 2.3 | 2.8 | 50 | .8 | 37 | 480 | WRHC |
| WQAM (C) | 49/1.0 | .6 | .3 | 1.1 | .5 | 0.8 | 51/ 934 | 862/ 3.3 | 2.3 | 2.4 | 100 | .4 | 16 | 371 | WQAM |

12+ FM SHARE (METRO): 68.53% (3227 of 4709) (SPG 87: 64.64%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMO | 12+ EVE | OVERNIGHT |
|-----------|------------|------------|------------|------------|------------|------------|-------------|------------|------------|------------|
| 1. WPOW-F | 1. WEDR-F | 1. WEDR-F | 1. WXXJ-F | 1. WXXJ-F | 1. WLYF-F> | 1. WLYF-F> | 1. WLYF-F>> | 1. WLYF-F> | 1. WEDR-F> | 1. WNWS < |
| 2. WHQT-F | 2. WGTR-F | 2. WXXJ-F | 2. WEDR-F | 2. WEDR-F | 2. WQBA | 2. WQBA | 2. WJQY-F | 2. WEDR-F | 2. WINZ | 2. WEDR-F |
| 3. WHYI-F | 3. WPOW-F | 3. WGTR-F | 3. WCMQ-F | 3. WCMQ-F | 3. WNWS | 3. WZTA-F | 3. WXXJ-F | WPOW-F | WLYF-F | WINZ |
| 4. WEDR-F | 4. WHYI-F< | 4. WPOW-F | 4. WGTR-F< | 4. WLYF-F< | 4. WINZ | 4. WEDR-F< | 4. WQBA | 4. WQBA | 4. WQBA | 4. WLYF-F> |
| 5. | 5. WAXY-F< | 5. WHYI-F | 5. WHYI-F< | 5. WJQY-F | 5. WAQI | 5. WAQI < | 5. WGTR-F | 5. WHYI-F< | 5. WPOW-F | 5. WQBA |
| 6. | 6. WXXJ-F | 6. WAXY-F< | 6. WJQY-F< | 6. WHYI-F | 6. WIOD < | 6. WIOD | 6. WEDR-F | 6. WJQY-F< | 6. WNWS | 6. WXXJ-F |
| 7. | 7. WSHE-F | 7. WCMQ-F | 7. WLVE-F | 7. WGTR-F | 7. WJQY-F | 7. WHYI-F | 7. WKQS-F | 7. WXXJ-F< | 7. WAXY-F< | 7. WAQI |
| 8. | 8. WLVE-F | 8. WJQY-F | 8. WKQS-F | 8. WKQS-F< | 8. WCMQ-F | 8. WGTR-F | 8. WAXY-F | 8. WGTR-F | 8. WHQT-F | 8. WIOD |
| 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. WEDR-F | 1. WEDR-F> | 1. WEDR-F> | 1. WEDR-F> | 1. WXXJ-F< | 1. WGTR-F> | 1. WGTR-F> | 1. WGTR-F> | 1. WGTR-F | 1. WXXJ-F |
| 2. WPOW-F | 2. WPOW-F | 2. WXXJ-F | 2. WXXJ-F | 2. WCMQ-F | 2. WEDR-F | 2. WEDR-F | 2. WEDR-F | 2. WEDR-F | 2. WEDR-F< |
| 3. WAXY-F | 3. WAXY-F | 3. WLVE-F | 3. WAXY-F< | 3. WJQY-F< | 3. WPOW-F> | 3. WPOW-F | 3. WSHE-F | 3. WXXJ-F | 3. WGTR-F |
| 4. WGTR-F | 4. WLVE-F | 4. WCMQ-F | 4. WCMQ-F | 4. WEDR-F< | 4. WSHE-F | 4. WSHE-F | 4. WXXJ-F | 4. WPOW-F | 4. WHYI-F< |
| 5. WHQT-F | WXXJ-F | 5. WAXY-F | WPOW-F | 5. WLYF-F | 5. WHYI-F | 5. WHYI-F | 5. WZTA-F | 5. WSHE-F | 5. WKQS-F |
| 6. WHYI-F | 6. WHYI-F< | 6. WJQY-F | 6. WJQY-F | 6. WAXY-F< | 6. WAXY-F | 6. WZTA-F | 6. WHYI-F | 6. WHYI-F | 6. WSHE-F |
| 7. | 7. WGTR-F | 7. WPOW-F | 7. WHYI-F | 7. WLVE-F | 7. WZTA-F | 7. WXXJ-F | 7. WPOW-F | WZTA-F | 7. WZTA-F |
| 8. | 8. WJQY-F | 8. WHYI-F | 8. WLVE-F | 8. WHYI-F | 8. | 8. WKQS-F | 8. WKQS-F | 8. WKQS-F | 8. WLYF-F |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|-------------------------------|---------|---------|---------|------|--------|--------|--|-----------------|--|--------|
| | | | | | | % | | | | |
| TOP 40/CHR/CONTEMP | | 447 (2) | 447 (2) | 9.5 | 8.4 | WAVS | 1170 | Davie | | .4/ .8 |
| AOR/CLASSIC | | 419 (3) | 419 (3) | 8.9 | 6.4 | WCMQ | 1210 | Miami | | .9/2.8 |
| AC/OLDIES/SOFT ROCK | | 749 (5) | 749 (5) | 15.9 | 14.6 | WEXY | 1520 | Wilton Manors | | .3/1.4 |
| NEWS/VARIETY/FULL | | | | | | WKAT | 1360 | North Miami | | .4/1.5 |
| COUNTRY | 49 (1) | 167 (1) | 171 (2) | 3.6 | 3.5 | WOCN | 1450 | Miami | | .7/2.2 |
| BLACK/URBAN | 66 (2) | 428 (2) | 494 (4) | 10.5 | 12.0 | WRBD | 1470 | Pompano Beach | | .8/2.2 |
| BTFL MUSIC/EZ | 8 (1) | 502 (2) | 510 (3) | 10.8 | 10.0 | WSUA | 1260 | Miami | | .7/2.5 |
| NEWS/TALK | 556 (4) | | 556 (4) | 11.8 | 14.7 | WVCG | 1080 | Coral Gables | | .7/2.5 |
| NOSTALGIA | 76 (1) | | 76 (1) | 1.6 | 3.6 | WNNN | 980 | Pompano Beach | | .4/1.9 |
| RELIGION/GOSPEL | 103 (3) | | 103 (3) | 2.2 | 2.1 | WRMF-F | 97.9 | West Palm Beach | | .7/1.8 |
| SPANISH | 592 (7) | 294 (2) | 886 (9) | 18.8 | 21.1 | WSBR | 740 | Boca Raton | | .4/1.6 |
| CLASSICAL | | 140 (1) | 140 (1) | 3.0 | 3.5 | WYFX | 1040 | Boynton Beach | | .5/1.5 |
| JAZZ/NEW AGE | | 73 (1) | 73 (1) | 1.6 | | | | | | |
| UNKNOWN/OTHERS | 40 (2) | | 40 (2) | 0.8 | | | | | | |
| 1490 (21) 3219 (19) 4709 (40) | | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | |
|---------------------------------|----------------------|------------------------|--------------|----------------|
| WAQI, 710, 50 KW (OA-2) | , HISPANIC NEWS/TALK | ,\$ 62.00 | (Katz Hisp.) | Armando Roura |
| WCMQ, 1210, 25 KW/2.5 KW (OA-2) | , HISPANIC MOR | ,\$ 52.00 | (SBS) | Renee Delamazo |
| WIHZ, 940, 50 KW/25 KW (DA-N) | , NEWS/TALK | CBS, \$ 99.00 | (Katz) | Guy Gannett |
| W100, 610, 10 KW (DA-2) | , TALK | ABC-T, ABC-I, \$100.00 | (Christal) | Cox |
| WFTL, 1400, 1 KW | , NOSTALGIA | APR, \$ 39.00 | (Southern) | Bill Wheatley |
| WKAT, 1360, 10 KW/1 KW | , ETHNIC/BARTER | MBS, \$ 29.00 | (Savalli) | Howard Premier |
| WMBM, 1490, 1 KW | , GOSPEL | NBN, \$ 31.00 | (K & P) | Ed Margolis |
| WNWS, 790, 25 KW | , TALK/NEWS | ABC-E, \$ 80.00 | (Banner) | Jeff-Pilot |
| WOCN, 1450, 1 KW (DA-2) | , HISPANIC | ,\$ 35.00 | (Lotus) | Dennis Collins |
| WQAM, 560, 5 KW/1 KW | , COUNTRY | NBC, \$ 38.00 | (HNWH) | Maria Perez |
| WQBA, 1140, 50 KW/10 KW (OA-2) | , HISPANIC | ,\$ 135.00 | (Eastman) | Jeff Greenhawt |
| WRHC, 1550, 10 KW/500 W (DA-2) | , HISPANIC | ,\$ 50.00 | (Lotus) | George Hyde |
| WSUA, 1260, 5 KW (OA-2) | , HISPANIC | ,\$ 45.00 | (Caballero) | Salvadore Lew |
| WVCG, 1060, 50 KW/20 KW (DA-2) | , ? ? | ,\$ 32.00 | (---) | Enrique Landin |
| WNNN, 980, 5 KW/1 KW (DA-3) | , TALK | ,\$ 36.00 | (---) | Matt Rowe |
| (POMPANO BEACH) | | | | |

FM STATIONS

| | | | | |
|--|-----------------|------------|----------------------|----------------|
| WAXY, 105.9, 100 KW @ 1049, AC/OLDIES | US 1, \$141.00 | (Republic) | RKO | Doug Donoho |
| WCMQ, 92.3, 41 KW @ 300, HISPANIC AC | ,\$ 77.00 | (SBS) | Spanish Broadcasting | Renee Delamazo |
| WEDR, 99.1, 70 KW @ 175, BLACK | CBS-R, \$ 80.00 | (---) | Rivers | Jerry Rushin |
| WGTR, 97.3, 98 KW @ 790, AOR | ,\$ 78.00 | (Christal) | Cox | Mike Disney |
| WHQT, 105.1, 100 KW @ 600, CHR/URBAN | ,\$ 100.00 | (MMR) | EZ | Bill Gilreath |
| WHYI, 100.7, 100 KW @ 1000, CHR/URBAN | ,\$ 134.00 | (Mc-Guild) | Metroplex | David Ross |
| WJQY, 106.7, 100 KW @ 1024, SOFT AC | ,\$ 131.00 | (Katz) | Tak | Skip Schmidt |
| WKQS, 99.9, 100 KW @ 986, COUNTRY | US 2, \$ 86.00 | (HNWH) | Sunshine Wireless | Jeff Greenhawt |
| WLVE, 93.9, 100 KW @ 1006, AC/JAZZ | ,\$ 100.00 | (Torbet) | Gilmore | Dean Goodman |
| WLYF, 101.5, 100 KW @ 813, BTFL/EZ | ,\$ 123.00 | (Banner) | Jeff-Pilot | Dennis Collins |
| WXXJ, 102.7, 100 KW @ 1006, OLDIES | ,\$ 114.00 | (Durpetti) | Sconnix | Jim Butler |
| WPOW, 96.5, 100 KW @ 1006, CHR/URBAN | ABC-C, \$ 84.00 | (HNWH) | Beasley | Greg Reed |
| WQBA, 107.5, 100 KW @ 500, HISPANIC AC | ,\$ 60.00 | (Eastman) | Susquehanna | George Hyde |
| WTHM, 98.3, 1 KW @ 462, BLACK | ,\$ 40.00 | (K & P) | (GOULDS) | Fred Jacob |
| WTMI, 93.1, 96 KW @ 1006, CLASSICAL | ,\$ 80.00 | (CMBS) | Marlin | Dave Harris |
| WXDJ, 95.7, 100 KW @ 982, JAZZ/NEW AGE | SMN, \$ 74.00 | (CBS) | (HOMESTEAD) | Tony Novia |
| WZTA, 94.9, 96 KW @ 1010, CLASSIC AOR | ,\$ 70.00 | (Katz) | Guy Gannett | Joe Oavidman |
| WSHE, 103.5, 100 KW @ 1006, AOR | ,\$ 90.00 | (Eastman) | TK | |

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WKAT: From Oldies to Ethnic/Barter (February)
WZTA: From AOR to Classic AOR

WLQY (Hollywood): Sold for \$1,900,000

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,297,900

Stations: 27/24
Diaries: 1558/833:1/58.1%
Sample Target: 1420
% Below Line: 1.7
% Not Listed: 7.2

1987 Revenue: \$32,600,000
HH Inc.: \$34,659
Retail \$: 8.7 Bill
Pop per Station: 54,079
#1 Biller: WTMJ \$6,300,000

MSA Rank/Pop: 32/1,400,000
ADI # 30
Average Person Ratings: 18.7
Market TSL: 24.8 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WTMJ (MOR) | 329/13.2 | 12.1 | 12.9 | 15.1 | 16.1 | 13.3 | 370/4472 | 3670/29.3 | 28.1 | 32.9 | 65 | 10.9 | 261 | 4022 | WTMJ |
| 2. WKTI-F (CHR) | 240/9.9 | 10.4 | 9.5 | 7.5 | 9.2 | 9.3 | 254/3802 | 3473/26.8 | 25.3 | 26.0 | 67 | 11.3 | 270 | 4243 | WKTI-F |
| 3. WKLH-F (AOR) | 209/9.6 | 5.9 | 9.3 | 5.9 | 8.8 | 7.2 | 249/2983 | 2509/19.3 | 17.2 | 19.6 | 127 | 7.7 | 184 | 2524 | WKLH-F |
| 4. WMIL-F (C) | 195/9.0 | 7.5 | 6.7 | 5.5 | 6.7 | 5.9 | 235/2310 | 1820/14.0 | 13.4 | 14.3 | 164 | 6.3 | 150 | 1705 | WMIL-F |
| 5. WLZR A/F (AOR) | 172/7.0 | 5.8 | 2.4 | 2.9 | 2.9 | 4.0 | 201/2199 | 1770/13.6 | 9.6 | 10.0 | 61 | 8.8 | 210 | 2270 | WLZR A/F |
| 6. WLUM-F (B) | 154/5.7 | 5.6 | 5.9 | 6.7 | 5.6 | 5.2 | 169/1831 | 1769/13.6 | 13.9 | 13.5 | 82 | 9.3 | 222 | 2325 | WLUM-F |
| 7. WEZW-F (EZ) | 152/5.3 | 7.6 | 9.4 | 7.1 | 7.0 | 7.4 | 177/2312 | 1985/15.3 | 16.8 | 15.0 | 73 | 3.6 | 87 | 1672 | WEZW-F |
| 9. WOKY (PB) | 111/5.9 | 7.9 | 6.8 | 6.9 | 5.7 | 6.9 | 151/1676 | 1502/11.6 | 13.1 | 12.0 | 55 | 6.7 | 160 | 1890 | WOKY |
| 9. WLTQ-F (AC) | 133/5.5 | 3.4 | 5.0 | 4.0 | 3.5 | 4.5 | 148/1835 | 1613/12.4 | 11.4 | 9.5 | 147 | 2.8 | 66 | 1075 | WLTQ-F |
| 10. WQFM-F (AOR) | 91/3.7 | 4.1 | 5.4 | 7.6 | 6.6 | 5.2 | 123/2087 | 1508/12.4 | 14.6 | 16.2 | 78 | 3.7 | 88 | 1777 | WQFM-F |
| 11. WISN (M/T) | 66/2.7 | 3.0 | 2.3 | 3.3 | 2.8 | 2.8 | 90/1682 | 1401/10.8 | 9.8 | 10.4 | 52 | 3.6 | 87 | 1268 | WISN |
| 12. WMYX-F (AC) | 61/2.5 | 3.0 | 4.9 | 4.4 | 3.8 | 3.7 | 79/1440 | 1135/8.7 | 11.6 | 11.6 | 112 | 4.5 | 107 | 1126 | WMYX-F |
| 13. WEMP (U) | 53/2.2 | 2.1 | 2.2 | 2.4 | 2.1 | 1.2 | 70/1218 | 1035/8.0 | 7.8 | 8.0 | 177 | 2.2 | 52 | 916 | WEMP |
| 14. WPMR-F (CL) | 40/1.6 | 3.3 | 1.9 | 1.6 | 1.4 | 2.1 | 40/634 | 634/4.9 | 5.4 | 4.3 | 119 | 2.3 | 54 | 763 | WPMR-F |
| 15. WZTR-F (AC) | 38/1.6 | 2.0 | 2.0 | 1.2 | 1.9 | 1.7 | 49/1162 | 895/6.9 | 6.3 | 5.5 | 113 | 2.1 | 49 | 835 | WZTR-F |
| 16. W3ZN-F (J/NA) | 30/1.2 | 2.0 | 1.3 | 2.0 | 1.6 | 1.6 | 36/878 | 678/5.2 | 4.5 | 9.1 | 200 | --- | 37 | 624 | W3ZN-F |
| 17. WNOV (B) | 29/1.2 | 1.1 | 1.6 | 1.9 | 1.9 | 1.2 | 29/484 | 484/3.7 | 3.7 | 4.7 | 183 | .9 | 21 | 529 | WNOV |
| 18. | | | | | | | | | | | | | | | |
| 19. | | | | | | | | | | | | | | | |
| 20. | | | | | | | | | | | | | | | |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 68.33% (1543 of 2258) (SPG 87: 63.44%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-------------|-----------|-----------|------------|------------|------------|-------------|------------|------------|-------------|
| 1. WLUM-F | 1. WKLH-F | 1. WKLH-F | 1. WKLH-F | 1. WKLH-F | 1. WTMJ | >>1. WTMJ | 1. WKLH-F | 1. WTMJ | <1. WTMJ | >>1. WMIL-F |
| 2. WKTI-F | >>2. WLZR-F | 2. WKTI-F | 2. WKTI-F | 2. WKTI-F | <2. WEZW-F | 2. WKTI-F | 2. WTMJ | 2. WKLH-F | 2. WLUM | <2. WTMJ |
| 3. WLZR-F | 3. WKTI-F | 3. WLZR-F | 3. WLTG-F | 3. WMIL-F | WOKY | 3. WKLH-F | 3. WMIL-F | 3. WKTI-F | 3. WLZR-F | +3. WRJN |
| 4. WQFM-F | 4. WLUM-F | 4. WMIL-F | 4. WMIL-F | 4. WLTQ-F | 4. WMIL-F | >4. WMIL-F | 4. WMIL-F | 4. WLUM | 4. WKTI-F | >4. WLZR-F |
| 5. | 5. WQFM-F | 5. WLTQ-F | 5. WTMJ | 5. WTMJ | 5. WLTQ-F | 5. WOKY | 5. WLTQ-F | 5. WLZR-F | +5. WMIL-F | 5. WLUM-F |
| 6. | 6. WMIL-F | 6. WLUM-F | 6. WLUM-F | 6. WLUM-F | 6. WISN | 6. WLZR-F | +<6. WEZW-F | 7. WLZR-F | +7. WLZR-F | +<6. WKLH-F |
| 7. | 7. WLTQ-F | 7. WTMJ | 7. WLZR-F | +7. WEZW-F | WKTIF-F | 7. WLTQ-F | 7. WLZR-F | +7. WLZR-F | +7. WEZW-F | 7. WEZW-F |
| 8. | 8. | 8. | 8. | WLZR-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. WKTI-F | >1. WKTI-F | 1. WKTI-F | 1. WKTI-F | >1. WKTI-F | 1. WLZR-F | +>1. WLZR-F | <1. WKLH-F | 1. WKLH-F | 1. WKLH-F |
| 2. WLZR-F | +2. WKLH-F | 2. WKLH-F | 2. WKLH-F | 2. WMIL-F | 2. WKLH-F | >2. WKLH-F | >2. WLZR-F | 2. WLZR-F | +>2. WMIL-F |
| 3. WKLH-F | 3. WLUM-F | 3. WLTQ-F | 3. WMIL-F | 3. WLTQ-F | 3. WLUM-F | 3. WQFM-F | 3. WQFM-F | 3. WKTI-F | 3. WTMJ |
| 4. WLUM-F | 4. WLZR-F | 4. WLUM-F | 4. WLTQ-F | 4. WKLH-F | 4. WQFM-F | 4. WKTI-F | 4. WMIL-F | 4. WMIL-F | 4. WLTQ-F |
| 5. WQFM-F | 5. WLTQ-F | 5. WMIL-F | 5. WLUM-F | 5. WTMJ | 5. WKTI-F | 5. WLUM-F | 5. WKTI-F | 5. WLTQ-F | 5. WKTI-F |
| 6. WLTQ-F | 6. WMIL-F | 6. WMYX-F | 6. WLZR-F | +6. WLUM-F | 6. WMIL-F | 7. WLTQ-F | 7. WTMJ-F | 6. WQFM-F | <6. WLZR-F |
| 7. WMIL-F | 7. WQFM-F | 7. WLZR-F | +7. WTMJ | 7. WEZW-F | 7. | 7. WLTQ-F | 7. WTMJ-F | 7. WTMJ-F | 7. WQFM-F |
| 8. | 8. | 8. | 8. | 8. WMYX-F | 8. | 8. | 8. | 8. | 8. |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| FORMATS | SPG 87 | | | | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|------|------|--|-------|------------|--------|
| | AM | FM | TOTAL | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 240 (1) | 240 (1) | 10.6 | 11.7 | Wauk | 1510 | Waukesha | .3/1.2 |
| AOR/CLASSIC | 6 (1) | 466 (3) | 472 (4) | 20.9 | 19.5 | WBKV-F | 92.5 | West Bend | .3/.9 |
| AC/OLDIES/SOFT ROCK | 53 (1) | 239 (4) | 292 (5) | 12.9 | 11.0 | WLUM | 1590 | West Allis | .7/1.5 |
| MOR/VARIETY/FULL | 338 (2) | | 338 (2) | 15.0 | 23.1 | WMVP | 1290 | Greenfield | .6/2.1 |
| COUNTRY | 7 (1) | 195 (1) | 202 (2) | 8.9 | 7.5 | WRJN | 1400 | Racine | .7/2.0 |
| BLACK/URBAN | 62 (3) | 164 (1) | 226 (4) | 10.0 | 8.5 | WTKM-F | 104.9 | Hartford | .7/1.6 |
| BTFL MUSIC/EZ | | 152 (1) | 152 (1) | 6.7 | 7.5 | WBBM | 780 | Chicago | .4/3.3 |
| NEWS/TALK | 108 (4) | | 108 (4) | 4.8 | 1.3 | WGN | 720 | Chicago | .6/2.5 |
| NOSTALGIA | 141 (1) | 17 (1) | 158 (2) | 7.0 | 6.1 | WLUP | 1000 | Chicago | .7/.9 |
| RELIGION/GOSPEL | | | | | 0.3 | | | | |
| SPANISH | | | | | | | | | |
| CLASSICAL | | 40 (1) | 40 (1) | 1.8 | 1.5 | | | | |
| JAZZ/NEW AGE | | 30 (1) | 30 (1) | 1.3 | | | | | |
| UNKNOWN/OTHERS | | | | | 2.1 | | | | |
| 715 (13) 1543 (14) 2258 (27) | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|--------------------------------|-------------------|----------------------|------------|-------------------|---------------|
| WEMP, 1250, 5 KW (DA-2) | , OLDIES | MBS, Trans, \$ 41.00 | (Banner) | Heritage | Jack Lee |
| WISN, 1130, 50 KW/10 KW (DA-N) | , NEWS/TALK | MBS, ABC-I, \$ 52.00 | (Katz) | Hearst | Steve Downes |
| WMVP, 1290, 5 KW (DA-2) | , BLACK | SMN, \$ 21.00 | (HNWH) | All Pro | |
| WNOV, 860, 250 W (DAYS, DA) | , BLACK | NBN, \$ 20.00 | (---) | | Walter Jones |
| WOKY, 920, 5 KW/1 KW (DA-2) | , NOSTALGIA | CBS, \$ 50.00 | (CBS) | Sundance | Brian Dngaro |
| WTMJ, 620, 5 KW (DA-N) | , MOR | NBC, \$121.00 | (Christal) | Milwaukee Journal | Paul LeSage |
| WYLO, 540, 250 W/150 W (DA-1) | , RELIGION/ETHNIC | , \$ 20.00 | (---) | Marsh (JACKSON) | Marion Luther |

FM STATIONS

| | | | | |
|--|------------------|------------|-------------------|-------------------|
| WBZN, 100.7, 50 KW @ 500, JAZZ/NEW AGE | , \$ 40.00 | (Torbet) | SRO | Harvey Wittenberg |
| WEZW, 103.7, 20 KW @ 840, BTFL/EZ | , \$ 70.00 | (MMR) | Multimedia | Dick Washer |
| WFMR, 98.3, 3 KW @ 330, CLASSICAL | , \$ 49.00 | (CMBS) | | Bob Caulfield |
| WKLH, 96.5, 22 KW @ 810, CLASSIC AOR | , \$ 92.00 | (Mc-Guild) | Saga | Tom Joerres |
| WKTJ, 94.5, 16 KW @ 911, CHR | Source, \$ 87.00 | (Christal) | Milwaukee Journal | Doug Kiel |
| WLTQ, 97.3, 16 KW @ 980, SOFT AC | , \$ 55.00 | (Katz) | Hearst | Steve Downes |
| WLUM, 102.1, 50 KW @ 490, BLACK | CBS-R, \$ 47.00 | (HNWH) | All Pro | Steve Sinicropi |
| WLZR, 102.9, 50 KW @ 422, AOR | ABC-F, \$ 57.00 | (Republic) | Great American | Dave Crowl |
| WMIL, 106.1, 13 KW @ 976, COUNTRY | , \$ 74.00 | (CBS) | Sundance | |
| WMYX, 99.1, 50 KW @ 450, AC | CBS-R, \$ 62.00 | (Banner) | Heritage | Jack Lee |
| WQFM, 93.3, 14 KW @ 940, AOR | ABC-R, \$ 64.00 | (Eastman) | Shamrock-Lynett | Jim Hooker |
| WZTR, 95.7, 34 KW @ 610, AC | , \$ 41.00 | (Durpetti) | | Tim Medland |

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WMVP (Greenfield): Sold to Willie Davis for \$750,000

MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,936,500
 MSA Rank/Pop: 14/2,340,000
 ADI # 13
 Average Person Ratings: 17.1
 Market TSL: 22.5 hours

Stations: 18/18
 Diaries: 1801/1075:1/58.8%
 Sample Target: 1660
 % Below Line: 0
 % Not Listed: 11.0

1987 Revenue: \$63,000,000
 HH Inc.: \$38,799
 Retail \$: 18.4 Bil
 Pop per Station: 107,583
 #1 Biller: WCCO \$19,000,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|--------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|----------|
| 1. WCCO (MOR) | 551/16.6 | 16.9 | 19.4 | 19.3 | 16.3 | 18.1 | 840/9997 | 6840/35.3 | 38.3 | 32.6 | 72 | 16.2 | 584 | 7038 | WCCO |
| 2. KQRS A/F (ADR) | 385/11.7 | 7.9 | 10.2 | 8.6 | 8.0 | 9.6 | 428/5160 | 4458/23.0 | 22.3 | 20.8 | 103 | 11.6 | 415 | 4337 | KQRS A/F |
| 3. WLLOL-F (CHR) | 311/ 9.4 | 8.3 | 8.0 | 7.0 | 10.0 | 8.2 | 335/5308 | 4711/24.3 | 23.8 | 25.2 | 81 | 9.5 | 343 | 6277 | WLLOL-F |
| 4. KSTP-F (AC) | 299/ 9.0 | 9.4 | 8.3 | 8.7 | 8.5 | 8.9 | 360/4756 | 3779/19.5 | 22.0 | 20.1 | 150 | 10.2 | 367 | 4058 | KSTP-F |
| 5. KEEY-F (C) | 204/ 6.2 | 7.4 | 6.3 | 6.6 | 5.8 | 6.6 | 253/3357 | 2740/14.1 | 16.2 | 13.3 | 137 | 5.6 | 202 | 2593 | KEEY-F |
| 6. WLTE-F (AC) | 191/ 5.8 | 5.9 | 4.7 | 5.2 | 3.8 | 5.4 | 268/4294 | 3467/17.9 | 13.5 | 12.3 | 140 | 3.5 | 127 | 2474 | WLTE-F |
| 7. KJJO-F (AOR) | 175/ 5.3 | 4.0 | 6.6 | 5.4 | 5.9 | 5.3 | 260/3204 | 2361/12.2 | 12.6 | 13.5 | 28 | 8.1 | 292 | 2768 | KJJO-F |
| 8. KDWB-F (CHR) | 157/ 4.7 | 5.1 | 5.2 | 6.5 | 6.8 | 5.4 | 184/3847 | 3316/17.1 | 18.1 | 20.3 | 60 | 6.8 | 245 | 3812 | KDWB-F |
| 9. WAYL-F (EZ) | 154/ 4.6 | 5.5 | 5.8 | 5.4 | 6.5 | 5.3 | 170/2399 | 2110/10.9 | 12.6 | 14.2 | 87 | 3.5 | 127 | 1862 | WAYL-F |
| 10. KTCZ-F (J/AOR) | 144/ 4.3 | 4.1 | 4.0 | 3.9 | 4.4 | 4.1 | 146/2117 | 2064/10.7 | 9.4 | 10.5 | 153 | 3.7 | 132 | 1951 | KTCZ-F |
| 11. KSTP (N/T) | 100/ 3.0 | 4.2 | 2.6 | 2.7 | 2.7 | 3.1 | 102/1883 | 1740/ 9.0 | 7.6 | 7.7 | 97 | 3.8 | 138 | 2058 | KSTP |
| 12. KDWB (O) | 88/ 2.7 | 2.1 | 2.0 | 2.2 | 2.1 | 2.3 | 97/1574 | 1305/ 6.7 | 7.7 | 6.9 | 156 | 1.7 | 61 | 1253 | KDWB |
| 13. KLBB (BB) | 61/ 1.8 | 1.7 | 1.2 | .7 | 1.4 | 1.4 | 61/ 674 | 671/ 3.5 | 2.6 | 2.5 | 28 | .8 | 28 | 439 | KLBB |
| 14. WDGY (C) | 53/ 1.6 | 1.9 | 2.0 | 1.6 | 1.8 | 1.8 | 79/1632 | 1104/ 5.7 | 5.5 | 6.6 | 125 | 1.8 | 64 | 936 | WDGY |
| 15. KMGK-F (AC) | 47/ 1.4 | 1.7 | 2.2 | 2.3 | 2.1 | 1.9 | 65/1500 | 1174/ 6.1 | 7.9 | 7.4 | 150 | .7 | 25 | 420 | KMGK-F |
| 16. | | | | | | | | | | | | | | | |
| 17. | | | | | | | | | | | | | | | |
| 18. | | | | | | | | | | | | | | | |
| 19. | | | | | | | | | | | | | | | |
| 20. | | | | | | | | | | | | | | | |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 69.63% (2052 of 2947) (SPG 87: 70.94%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------------|-------------|-------------|------------|-------------|------------|-------------|------------|------------|------------|------------|
| 1. KDWB-F< | 1. KQRS-F+> | 1. KQRS-F+> | 1. KSTP-F | 1. KSTP-F | 1. WCCO >> | 1. WCCO > | 1. KQRS-F+ | 1. WCCO | 1. WCCO >> | 1. WCCO > |
| 2. WLLOL-F | 2. WLLOL-F> | 2. KSTP-F | 2. KQRS-F+ | 2. KQRS-F+< | 2. KSTP-F | 2. KQRS-F+> | 2. WCCO | 2. KQRS-F+ | 2. WLLOL-F | 2. KSTP |
| 3. KJJY-F>> | 3. KSTP-F | 3. WLLOL-F | 3. WCCO | 3. WCCO | 3. WAYL-F | 3. KSTP-F | 3. KSTP-F | 3. WLLOL-F | 3. KJJY-F | 3. KQRS-F |
| 4. | 4. KJJY-F | 4. WCCO | 4. WLTE-F | 4. KEEY-F | 4. KEEY-F | 4. WLLOL-F> | 4. WLLOL-F | 4. KSTP-F> | 4. KQRS-F | 4. WAYL-F |
| 5. | 5. KTCZ-F | 5. WLTE-F | 5. WLLOL-F | 5. WLTE-F | 5. | 5. KEEY-F< | 5. KEEY-F | 5. KJJY-F< | 5. KDWB-F | 5. WLLOL-F |
| 6. | 6. WLTE-F | 6. KTCZ-F< | 6. KEEY-F | 6. WLLOL-F | 6. | 6. WLTE-F | 6. WLTE-F | 6. KEEY-F | 6. KEEY-F | 6. KEEY-F |
| 7. | 7. KEEY-F | 7. KEEY-F | 7. KTCZ-F | 7. KTCZ-F | 7. | 7. WAYL-F | 7. WLTE-F | 7. | 7. KJJY-F< | 7. KSTP-F |
| 8. | 8. KDWB-F | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. KSTP-F |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. WLTE-F |
| 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. WLLOL-F> | 1. WLLOL-F> | 1. KSTP-F | 1. KSTP-F | 1. KSTP-F> | 1. KQRS-F+> | 1. KQRS-F+>> | 1. KQRS-F+>> | 1. KQRS-F+>> | 1. KQRS-F+> |
| 2. KQRS-F+>> | 2. KSTP-F | 2. WLLOL-F> | 2. WLLOL-F | 2. WLTE-F | 2. KJJY-F> | 2. KJJY-F | 2. WLLOL-F | 2. WCCO | 2. WCCO |
| 3. WLTE-F< | 3. KQRS-F+ | 3. WLTE-F | 3. WLTE-F> | 3. WCCO | 3. WLLOL-F>> | 3. WLLOL-F> | 3. KTCZ-F< | 3. KSTP-F | 3. KSTP-F |
| 4. KJJY-F< | 4. WLTE-F> | 4. KQRS-F+ | 4. KQRS-F+ | 4. KEEY-F> | 4. KSTP-F | 4. KSTP-F | 4. KSTP-F | 4. WLLOL-F< | 4. KEEY-F |
| 5. KDWB-F | 5. KTCZ-F | 5. KTCZ-F | 5. KEEY-F | 5. WAYL-F | 5. KDWB-F | 5. KTCZ-F | 5. WCCO | 5. KTCZ-F | 5. KTCZ-F |
| 6. KSTP-F | 6. KDWB-F | 6. KEEY-F | 6. WCCO | 6. KTCZ-F | 6. KTCZ-F | 6. KEEY-F | 6. KEEY-F> | 6. KJJY-F | 6. WLLOL-F |
| 7. KTCZ-F | 7. KEEY-F | 7. KDWB-F | 7. KTCZ-F | 7. KQRS-F+ | 7. | WCCO | 7. KDWB-F | 7. KEEY-F | 7. KDWB |
| 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 | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | |
|---------------------|---------|-----------|-----------|--------|------|--|-----------------|--------|
| | | | | % | % | | | |
| TOP 40/CHR/CONTEMP | | 468 (2) | 468 (2) | 15.9 | 19.3 | KTCJ | 690 Minneapolis | .4/ .7 |
| AOR/CLASSIC | 15 (1) | 545 (2) | 560 (3) | 19.0 | 21.1 | WAYL | 980 Richfield | .4/2.0 |
| AC/OLDIES/SOFT ROCK | 88 (1) | 537 (3) | 625 (4) | 21.2 | 19.0 | | | |
| MOR/VARIETY/FULL | 551 (1) | | 551 (1) | 18.7 | 18.7 | | | |
| COUNTRY | 53 (1) | 204 (1) | 257 (2) | 8.7 | 8.7 | | | |
| BLACK/URBAN | | | | | | | | |
| BTFM MUSIC/EZ | 14 (1) | 154 (1) | 168 (2) | 5.7 | 7.4 | | | |
| NEWS/TALK | 100 (1) | | 100 (1) | 3.4 | 3.1 | | | |
| NOSTALGIA | 61 (1) | | 61 (1) | 2.1 | 1.6 | | | |
| RELIGION/GOSPEL | | | | | | | | |
| SPANISH | | | | | | | | |
| CLASSICAL | | | | | | | | |
| JAZZ/NEW AGE | 13 (1) | 144 (1) | 157 (2) | 5.3 | 0.7 | | | |
| UNKNOWN/OTHERS | | | | | 0.4 | | | |
| | 895 (8) | 2052 (10) | 2947 (18) | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|--------------------------------|-------------|----------------------|------------|---------|-----------------|
| KDWB, 630, 5 KW/500 W (OA-2) | , OLDIES | , \$ NA | (Banner) | Legacy | Gary Swartz |
| KLBB, 1400, 1 KW | , NOSTALGIA | CNN,ABC-D,\$ 34.00 | (Roslin) | | Steve Kelly |
| KSNE, 1260, 5 KW (DA-N) | , MOR | , \$ 19.00 | (Roslin) | | Sam Sherwood |
| KSTP, 1500, 50 KW (DA-N) | , NEWS/TALK | ABC-T,ABC-I,\$ 52.00 | (Mc-Guild) | Hubbard | Bob Fransen |
| KTCJ, 690, 500 W (OAYS,OA) | , JAZZ | , \$ 23.00 | (Durpetti) | Parker | Mike Boen |
| KUXL, 1570, 2.5 KW/300 W | , RELIGION | , \$ 20.00 | (---) | Marsh | Larry Alford |
| WCCO, 830, 50 KW | , MOR | CBS,\$268.00 | (CBS) | | Steve Goldstein |
| WDGY, 1130, 50 KW/25 KW (DA-2) | , COUNTRY | MBS,\$ 47.00 | (Katz) | Malrite | Mick Anselmo |

FM STATIONS

| | | | | | |
|--|--|----------------|------------|----------------|----------------|
| KOWB, 101.3, 50 KW @ 822, CHR | | , \$ 95.00 | (Banner) | Legacy | Gary Swartz |
| KEEY, 102.1, 50 KW @ 842, COUNTRY | | , \$115.00 | (Katz) | Malrite | Mick Anselmo |
| KJJQ, 104.1, 100 KW @ 1050, AOR | | CBS-R,\$ 53.00 | (Republic) | Park | John Rohm |
| KQRS, 92.5, 50 KW @ 822, AOR | | ABC-R,\$150.00 | (Katz) | Cap Cities/ABC | Mark Steinmetz |
| KMGK, 107.9, 100 KW @ 1080, SOFT AC | | Trans,\$ 47.00 | (Republic) | | |
| KSTP, 94.5, 100 KW @ 1250, AC | | , \$200.00 | (Mc-Guild) | Hubbard | John Mayasich |
| KTCZ, 97.1, 100 KW @ 285, ECLECTIC/AOR | | , \$ 64.00 | (Durpetti) | Parker | Mike Boen |
| WAYL, 93.7, 100 KW @ 820, BTFM/EZ | | , \$ 72.00 | (Durpetti) | Entercom | Steve Woodbary |
| WLWL, 99.5, 50 KW @ 844, CHR | | , \$125.00 | (HNWH) | Emmis | Tac Hammer |
| WLTE, 102.9, 100 KW @ 1304, AC | | , \$ 79.00 | (CBS) | | Rand Gottlieb |

CALL LETTER CHANGES

FORMAT CHANGES

KMAP: Signed on with Urban format (April)
 KJJQ-AM: From AOR to Black (May)
 WAYL-F: Changes from BTFM to Oldies (July)

STATION SALES

KMGK-F: From Sunbelt to Trumper for \$8,750,000 (Americom)

MOBILE

Arbitron Rank/Pop (12+): 86/381,400
 MSA Rank/Pop: 101/476,000
 Average Person Ratings: 17.7
 Market TSL: 23.5 hours

Stations: 25/19
 Oiaries: 887/430:1/49.6%
 Sample Target: 770
 % Below Line: 8.8
 % Not Listed: 5.0

1987 Revenue: \$11,000,000
 HH Inc.: \$28,654
 Retail \$: 2.9 Bil
 Pop per Station: 20,074
 #1 Biller: WKSJ-F \$4,000,000

| 12+ METRO | 1/4/SHARE | FAL | | SPG | | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | | % Conversion | | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|------|------|------|------|-------------|------------------|----------------------------|------|--------------|-----|-------------|-----------|------------|----------|
| | | 87 | 87 | 86 | 86 | | | FAL | SPG | 87 | 87 | | | | |
| 1. WKSJ A/F (C) | 119/17.7 | 17.9 | 20.4 | 18.8 | 24.5 | ---- | 125/1289 | 1160/30.4 | 30.6 | 30.8 | 128 | 16.1 | 130 | 1181 | WKSJ A/F |
| 2. WABB-F (CHR) | 94/13.9 | 15.4 | 17.4 | 17.2 | 14.3 | ---- | 148/2157 | 1214/31.8 | 32.4 | 35.0 | 75 | 20.6 | 167 | 1505 | WABB-F |
| 3. WBLX-F (B) | 87/12.9 | 17.3 | 14.3 | 13.9 | 17.0 | ---- | 182/1742 | 870/22.8 | 24.3 | 21.9 | 97 | 17.9 | 145 | 1221 | WBLX-F |
| 4. WGOK (B) | 57/ 8.5 | 7.3 | 7.8 | 7.9 | 9.7 | ---- | 58/ 616 | 585/15.3 | 15.4 | 14.8 | 98 | 3.8 | 31 | 295 | WGOK |
| 5. WKRK-F (AC) | 34/ 5.0 | 4.5 | 4.0 | 4.2 | 2.3 | ---- | 48/ 939 | 592/15.5 | 16.7 | 16.0 | 104 | 4.2 | 34 | 582 | WKRK-F |
| 6. WMML (B) | 33/ 4.9 | 2.6 | 1.6 | 2.5 | 2.3 | ---- | 36/ 432 | 406/10.6 | 6.9 | 5.1 | 63 | 5.1 | 41 | 592 | WMML |
| 7. WKRK (T) | 31/ 4.6 | 4.4 | 4.5 | 6.1 | 5.8 | ---- | 31/ 422 | 408/10.7 | 12.0 | 11.2 | 61 | 3.0 | 24 | 388 | WKRK |
| 8. WZEW-F (AOR) | 24/ 3.6 | 3.7 | 4.1 | 3.1 | 2.7 | ---- | 25/ 377 | 363/ 9.5 | 7.1 | 7.5 | 78 | 5.2 | 42 | 499 | WZEW-F |
| 9. WDLT-F (AC) | 24/ 3.6 | 3.4 | 4.0 | 3.3 | 2.7 | ---- | 24/ 435 | 407/10.7 | 11.2 | 11.3 | 169 | 3.5 | 28 | 266 | WDLT-F |
| 10. WAVH-F (AC) | 22/ 3.3 | 4.5 | 3.7 | 3.7 | 5.2 | ---- | 55/ 874 | 381/10.0 | 10.6 | 8.6 | 139 | 2.5 | 20 | 315 | WAVH-F |
| 11. WMEZ-F (EZ) | 17/ 2.5 | 2.6 | 1.5 | 1.8 | .5 | ---- | 60/ 745 | 213/ 5.6 | 6.0 | 4.7 | 96 | 1.0 | 8 | 142 | WMEZ-F |
| 12. WMOB (S) | 16/ 2.4 | .6 | 1.4 | .7 | .7 | ---- | 16/ 146 | 146/ 3.8 | 2.3 | 4.9 | 50 | 1.5 | 12 | 274 | WMOB |
| 13. WIZO-F (AC) | 16/ 2.4 | 1.2 | 3.4 | 3.6 | 4.2 | ---- | 65/ 873 | 293/ 7.7 | 6.6 | 13.5 | 179 | 2.3 | 19 | 275 | WIZO-F |
| 14. WXBM-F (C) | 12/ 1.8 | .9 | .8 | 1.3 | .5 | ---- | 45/ 548 | 150/ 3.9 | 3.1 | 1.8 | 172 | .2 | 2 | 84 | WXBM-F |
| 15. WLPR-F (EZ) | 11/ 1.6 | .4 | --- | .3 | --- | ---- | 11/ 153 | 135/ 3.5 | 3.4 | --- | 19 | 1.0 | 8 | 111 | WLPR-F |

12+ FM SHARE (METRO): 73.75% (472 of 640) (SPG 87: 77.97%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMO | 12+ EVE | OVERNIGHT |
|------------|-------------|------------|--------------|--------------|--------------|-------------|------------|-----------|------------|------------|
| 1. WABB-F> | 1. WABB-F< | 1. WKSJ-F+ | 1. WKSJ-F+>> | 1. WKSJ-F+>> | 1. WKSJ-F+>> | 1. WKSJ-F+> | 1. WKSJ-F> | 1. WKSJ-F | 1. WBLX-F< | 1. WKSJ-F |
| 2. WBLX-F> | 2. WBLX-F< | 2. WBLX-F< | 2. WBLX-F | 2. WBLX-F | 2. WGOK | 2. WABB-F> | 2. WGOK | 2. WABB-F | 2. WABB-F> | 2. WBLX-F |
| 3. WMML > | 3. WKSJ-F+> | 3. WABB-F> | 3. WABB-F | 3. WABB-F | 3. WKRK | 3. WBLX-F | 3. WBLX-F | 3. WBLX-F | 3. WMML | 3. WABB-F> |
| 4. | 4. WZEW-F | 4. | 4. WGOK | 4. WGOK | 4. WBLX-F | 4. WKRK | 4. WBLX-F> | 4. WMML < | 4. WGOK | 4. WKRK-F |
| 5. | 5. WMML | 5. | 5. WDLT-F | 5. WDLT-F | 5. WABB-F | 5. WGOK | 5. WGOK | 5. WKRK | 5. WKSJ-F | 5. WKRK |

| 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. WKSJ-F+ | 1. WKSJ-F+ | 1. WKSJ-F+> | 1. WABB-F | 1. WBLX-F | 1. WKSJ-F+> | 1. WKSJ-F+ | 1. WKSJ-F+>> |
| 2. WBLX-F> | 2. WKSJ-F+ | 2. WABB-F | 2. WBLX-F< | 2. WBLX-F | WBLX-F> | 2. WABB-F | 2. WBLX-F | 2. WBLX-F< | 2. WBLX-F |
| 3. WKSJ-F+ | 3. WBLX-F> | WGOK | 3. WABB-F> | 3. WGOK | 3. WMML | 3. WKSJ-F+> | 3. WIZO-F | 3. WABB-F> | 3. WABB-F> |
| 4. WMML | 4. WGOK | 4. WKRK-F | 4. WGOK | 4. WABB-F> | 4. WZEW-F | 4. WZEW-F | 4. WABB-F | 4. WZEW-F | 4. WIZO-F |
| WZEW-F | WKRK-F | 5. WBLX-F | 5. WKRK-F | 5. WKRK-F | 5. | 5. WMML | 5. WDLT-F | 5. WMML | 5. WDLT-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATEO STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|---------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 106 (3) | 106 (3) | 16.6 | 19.0 | WABB 1480 Mobile 1.0/5.2 |
| AOR/CLASSIC | | 24 (1) | 24 (1) | 3.8 | 4.3 | WBCA 1110 Bay Minette .3/1.4 |
| AC/OLDIES/SOFT ROCK | | 96 (4) | 96 (4) | 15.0 | 13.5 | WBHY 840 Mobile 1.3/3.0 |
| MOR/VARIETY/FULL | 3 (1) | | 3 (1) | 0.5 | 0.4 | WGRR 960 Prichard .7/3.0 |
| COUNTRY | 2 (1) | 131 (3) | 133 (4) | 20.8 | 23.8 | WHEP 1310 Foley .4/1.4 |
| BLACK/URBAN | 97 (3) | 87 (1) | 184 (4) | 28.8 | 23.3 | WLIT 1550 Mobile .4/2.1 |
| BTFL MUSIC/EZ | | 28 (2) | 28 (2) | 4.4 | 5.5 | WJLQ-F 100.7 Pensacola 1.5/7.1 |
| NEWS/TALK | 31 (1) | | 31 (1) | 4.8 | 4.8 | WOWW-F 107.3 Pensacola .3/1.0 |
| NOSTALGIA | 5 (1) | | 5 (1) | 0.8 | | WQ10-F 93.7 Biloxi .3/1.6 |
| RELIGION/GOSPEL | 28 (3) | | 28 (3) | 4.4 | 5.4 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 2 (1) | | 2 (1) | 0.4 | | |

MISCELLANEOUS COMMENTS WAVH-F sold by TM to Marathon for \$... WIZO-F sold by Keymarket for \$4,500,000 (Blackburn)... WMOB changes to WLIT (January)...

RADIO STATIONS

| | | | | | |
|-------------------------------------|------------|-----------------------|------------|-----------------|-----------------|
| WABB, 1480, 5 KW (DA-N) | , BLACK | SMN, \$ NA | (Christal) | Oittman | Bernard Dittman |
| WBHY, 840, 1 KW (DAYS) | , RELIGION | , \$ 11.00 | (---) | Marathon | Wilbur Goforth |
| WGOK, 900, 1 KW/500 W (DA-1) | , BLACK | SBN, \$ 16.00 | (Roslin) | Beasley | Irene Ware |
| WKRK, 710, 1 KW/500 W (DA-N) | , TALK | CBS, MBS, \$ 27.00 | (Katz) | Capitol-Johnson | Wes Diamond |
| WKSJ, 1270, 5 KW (DAYS) | , COUNTRY | ABC-E, \$ NM | (Banner) | Capitol-Johnson | Jay Childress |
| WMML, 1410, 5 KW (DA-N) | , BLACK | NBC, \$ 16.00 | (Lazar) | | Lynett Eason |
| WLIT, 660, 50 KW/1 KW (DA-2) | , RELIGION | , \$ 12.00 | (---) | Beasley | |
| WABB-F, 97.5, 100 KW @ 1350, CHR | | ABC-F, \$ 68.00 | (Christal) | Oittman | Bernard Dittman |
| WAVH-F, 96.1, 100 KW @ ??, AC | | , \$ 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 | (Ourpetti) | | Chris Kalifeh |
| WKRK-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 | (---) | | Sandy Frost |

Other ranked stations - See Pensacola

MODESTO

Arbitron Rank/Pop (12+): 132/259,800
 MSA Rank/Pop: 144/319,000
 Average Person Ratings: 16.3
 Market TSL: 22.0 hours

Stations: 21/13
 Diaries: 723/359:1/45.7%
 Sample Target: 620
 % Below Line: 22.0
 % Not Listed: 10.2

1987 Revenue: \$8,900,000
 HH Inc.: \$31,331
 Retail \$: 1.95 Bil
 Pop per Station: 19,985
 #1 Biller: KOSO-F \$1,400,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|--------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KDJK-F (AOR) | 55/13.0 | 8.0 | 11.3 | 8.6 | 8.7 | 10.2 | 97/ 958 | 476/18.3 | 13.8 | 14.9 | 108 | 13.0 | 57 | 566 | KDJK-F |
| 2. KBEE-F (EZ) | 41/ 9.7 | 11.5 | 12.0 | 10.7 | 12.6 | 11.0 | 88/ 999 | 473/18.2 | 16.3 | 19.2 | 92 | 8.7 | 38 | 409 | KBEE-F |
| 3. KMIX-F (C) | 40/ 9.5 | 8.8 | 7.2 | 7.6 | 8.2 | 8.3 | 44/ 548 | 441/17.0 | 13.3 | 17.0 | 107 | 6.4 | 28 | 367 | KMIX-F |
| 4. KOSO-F (AC) | 34/ 8.0 | 9.9 | 7.9 | 7.6 | 9.2 | 8.4 | 47/ 547 | 316/12.2 | 18.3 | 18.5 | 160 | 4.3 | 19 | 217 | KOSO-F |
| 5. KFIV A/F (CHR) | 32/ 7.6 | 7.7 | 7.2 | 9.1 | 8.7 | 7.9 | 45/ 707 | 515/19.8 | 19.7 | 13.3 | 101 | 8.2 | 36 | 531 | KFIV A/F |
| 6. KHOP-F (CHR) | 30/ 7.1 | 5.9 | 7.2 | 6.8 | 3.9 | 6.8 | 90/1408 | 488/18.8 | 17.1 | 18.2 | 90 | 6.9 | 30 | 402 | KHOP-F |
| 7. KLOC (SP) | 26/ 6.1 | 1.6 | 3.8 | 5.2 | 7.0 | 4.2 | 39/ 322 | 189/ 7.3 | 2.3 | 5.4 | 90 | 1.4 | 6 | 233 | KLOC |
| 8. KTRB (C) | 23/ 5.4 | 4.5 | 2.6 | 5.2 | 3.9 | 4.4 | 34/ 511 | 284/10.9 | 8.0 | 7.1 | 94 | 4.6 | 20 | 236 | KTRB |
| 9. KNBR (MOR) | 17/ 4.0 | 4.3 | 3.4 | 3.7 | 6.0 | 3.9 | 40/ 689 | 224/ 8.6 | 7.5 | 9.6 | 43 | 3.4 | 15 | 238 | KNBR |
| 10. KSJQ-F (U/CHR) | 16/ 3.8 | 8.0 | 6.0 | 4.4 | 1.7 | 5.6 | 46/ 750 | 300/11.5 | 12.0 | 10.0 | 11 | 9.6 | 42 | 464 | KSJQ-F |

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

12+ FM SHARE (METRO): 72.37% (275 of 380) (SPG 87: 74.26%)

| 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. KDJK-F | 1. KDJK-F | 1. KDJK-F > | 1. KDJK-F > | 1. KBEE-F |
| 2. KHOP-F | 2. KOSO-F | 2. KOSO-F > | 2. KOSO-F > | 2. KOSO-F | 2. KMIX-F > | 2. KBEE-F | 2. KBEE-F > | 2. KFIV-F > | 2. KSJQ-F | KDJK-F >> |
| 3. KDJK-F | 3. KFIV-F > | 3. KFIV-F > | 3. KMIX-F | 3. KMIX-F | 3. KTRB > | 3. KMIX-F | 3. KMIX-F | 3. KOSO-F < | 3. KLOC | 3. KLOC |
| 4. KFIV-F > | 4. KHOP-F | KMIX-F | 4. KFIV-F > | 4. KBEE-F | 4. KRAK | 4. KTRB | KOSO-F | 4. KBEE-F < | KOSO-F | KBBS |
| 5. KMIX-F | 5. KLOC | 5. KHOP-F | 5. KHOP-F | 5. KFIV-F > | 5. KOSO-F | 5. KNBR | 5. KFIV-F > | 5. KMIX-F | 5. KFIV-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. KLOC | 1. KDJK-F | 1. KOSO-F | 1. KOSO-F | 1. KOSO-F | 1. KDJK-F >> | 1. KDJK-F >> | 1. KDJK-F | 1. KDJK-F >> | 1. KDJK-F > |
| 2. KHOP-F | 2. KLOC | 2. KDJK-F | 2. KMIX-F | 2. KBEE-F | 2. KFIV-F | 2. KOSO-F | 2. KOSO-F > | 2. KOSO-F | 2. KOSO-F |
| 3. KDJK-F | KOSO-F | 3. KFIV-F | 3. KDJK-F | 3. KMIX-F | KHOP-F | 3. KFIV-F > | 3. KFIV-F > | 3. KFIV-F | 3. KMIX-F |
| KFIV-F > | 4. KFIV-F > | KMIX-F | KFIV-F > | 4. KDJK-F | 4. | 4. KHOP-F | 4. KNBR | 4. KMIX-F | 4. KNBR |
| 5. | KHOP-F | 5. KLOC | KLOC | KFIV-F | 5. | 5. KNBR | 5. KLOC | 5. KHOP-F | 5. KFIV-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|--------|--------|------|----------|--|
| TDP 40/CHR/CONTEMP | 7 (1) | 55 (2) | 62 (3) | 16.3 | 22.8 | KAMB-F 101.5 Merced 2.1/4.8 |
| AOR/CLASSIC | | 55 (1) | 55 (1) | 14.5 | 12.6 | KHYV 970 Modesto 1.2/3.8 |
| AC/OLDIES/SOFT ROCK | 2 (1) | 37 (2) | 39 (3) | 10.3 | 10.2 | KMYT-F 97.5 Merced 2.1/3.0 |
| MOR/VARIETY/FULL | 17 (1) | | 17 (1) | 4.5 | 3.8 | KNTD-F 95.9 Livingston .7/1.8 |
| COUNTRY | 36 (2) | 50 (2) | 86 (4) | 22.6 | 20.4 | KUBB-F 96.3 Mariposa 2.4/8.0 |
| BLACK/URBAN | | 16 (1) | 16 (1) | 4.2 | | KCBS 740 San Francisco 2.4/8.7 |
| BTFL MUSIC/EZ | | 50 (2) | 50 (2) | 13.2 | 15.2 | KFRC 610 San Francisco .5/1.4 |
| NEWS/TALK | 10 (1) | | 10 (1) | 2.6 | 5.3 | KRAK 1140 Sacramento 3.1/6.2 |
| NOSTALGIA | 2 (1) | 9 (1) | 2 (1) | 0.5 | 2.7 | KSFO 560 San Francisco .5/2.2 |
| RELIGION/GOSPEL | | 3 (1) | 9 (1) | 2.4 | 1.9 | KYBB-F 100.9 Tracy .7/2.7 |
| SPANISH | 26 (1) | | 29 (2) | 7.6 | 4.3 | |
| CLASSICAL | 5 (1) | | 5 (1) | 1.3 | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |

105 (9) 275 (12) 380 (21)

RADIO STATIONS

| | | | | |
|-------------------------------------|-------------|----------------------------|----------------|---------------------------|
| KHYV, 970, 1 KW (DA-2) | , CLASSICAL | ABC-D, \$ 10.00 (Mc-Guild) | John Price | 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 | Tom Ehrman |
| KDJK-F, 95.1, 32 KW @ 1450, AOR | | , \$ 42.00 (Eastman) | | Joe Gross |
| KFIV-F, 102.3, 3 KW @ 300, CHR | | US 1, \$ 31.00 (Torbet) | Comm. Pacific | |
| KMIX-F, 98.3, 2.2 KW @ 390, COUNTRY | | MBS, \$ 30.00 (Christal) | | (TURLOCK) Bob Salmon |
| KHOP-F, 104.1, 50 KW @ 500, CHR | | , \$ 26.00 (Mc-Guild) | Fuller-Jeffrey | Ed Groppo |
| KMYT-F, 97.5, 50 KW @ 493, BTFL/EZ | | , \$ 14.00 (Republic) | | (MERCED) Maurice Hill |
| KUBB-F, 96.3, 2 KW @ ??, COUNTRY | | , \$ NA (HNWH) | Buckley | (MARIPOSA) Julia Campbell |
| KOSO-F, 93.1, 3 KW @ ??, AC | | APR, \$ 38.00 (Katz) | | (PATERSON) Bob Clark |
| KSJQ-F, 96.7, 3 KW @ 326, URBAN/CHR | | , \$ 20.00 (Banner) | | (MANTECA) Jay Martin |

MONTGOMERY

Arbitron Rank/Pop (12+): 135/244,600

Stations: 16/13
Diaries: 615/398:1/55.6%
Sample Target: 610
% Below Line: 3.0
% Not Listed: 12.7

1987 Revenue: \$7,900,000
HM Inc.: \$29,284
Retail \$: 1.9 Bil
Pop per Station: 18,815
#1 Biller: WLWI A/F \$2,600,000

MSA Rank/Pop: 151/295,100
AOI # 113
Average Person Ratings: 17.7
Market TSL: 24.0 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WLWI-F (C) | 83/19.2 | --- | 19.3 | --- | 19.1 | ---- | 127/1170 | 727/29.7 | --- | 26.6 | 117 | 17.9 | 79 | 719 | WLWI-F |
| 2. WQIM-F (B) | 55/12.7 | --- | 11.1 | --- | 11.6 | ---- | 65/ 608 | 500/20.4 | --- | 20.6 | 93 | 19.0 | 84 | 706 | WQIM-F |
| 3. WSYA-F (O) | 45/10.4 | --- | 7.7 | --- | 7.3 | ---- | 56/ 710 | 559/22.9 | --- | 14.7 | 161 | 11.8 | 52 | 543 | WSYA-F |
| 4. WHHY-F (CHR) | 42/ 9.7 | --- | 14.7 | --- | 13.1 | ---- | 62/1293 | 823/33.6 | --- | 33.8 | 86 | 13.3 | 59 | 979 | WHHY-F |
| 5. WXVI (B) | 36/ 8.3 | --- | 8.5 | --- | 8.8 | ---- | 36/ 443 | 434/17.7 | --- | 17.3 | 84 | 5.7 | 25 | 338 | WXVI |
| 6. WBAM-F (CHR) | 33/ 7.6 | --- | 11.6 | --- | 12.8 | ---- | 51/1060 | 585/23.9 | --- | 28.1 | 86 | 12.4 | 55 | 801 | WBAM-F |
| 7. WZTN (R/G) | 24/ 5.6 | --- | 3.1 | --- | 3.3 | ---- | 25/ 182 | 173/ 7.1 | --- | 5.0 | 79 | 1.8 | 8 | 87 | WZTN |
| 8. WMGF-F (AC) | 14/ 3.2 | --- | 5.2 | --- | 2.0 | ---- | 55/ 959 | 321/13.1 | --- | 13.8 | 166 | 4.1 | 18 | 344 | WMGF-F |
| 9. WHHY (AC) | 11/ 2.5 | --- | 3.4 | --- | 2.8 | ---- | 11/ 200 | 185/ 7.6 | --- | 10.6 | 124 | 1.4 | 6 | 171 | WHHY |
| 10. WACV (T) | 8/ 1.9 | --- | 1.3 | --- | 1.8 | ---- | 9/ 158 | 150/ 6.1 | --- | 5.9 | 95 | .9 | 4 | 125 | WACV |

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

12+ FM SHARE (METRO): 75.60% (285 of 377) (SPG 87: 78.92%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|-----------|------------|------------|-----------|---|-----------|------------|------------|-----------|-----------|
| 1. WQIM-F>>>1. WQIM-F | 1. WLWI-F | 1. WLWI-F | 1. WLWI-F | 1. WLWI-F | 1. WLWI-F>>>1. WLWI-F>>>1. WLWI-F>>>1. WLWI-F>>>1. WLWI-F>>>1. WQIM-F>>>1. WQIM-F | | | | | |
| 2. WBAM-F | 2. WLWI-F | 2. WSYA-F< | 2. WSYA-F | 2. WSYA-F | 2. WSYA-F> | 2. WHHY-F | 2. WSYA-F> | 2. WQIM-F< | 2. WXVI > | 2. WLWI-F |
| 3. WHHY-F | 3. WSYA-F | 3. WQIM-F> | 3. WQIM-F> | 3. WQIM-F | 3. WQIM-F | 3. WSYA-F | 3. WQIM-F | 3. WSYA-F | 3. WLWI-F | 3. WXVI |
| 4. | 4. WBAM-F | 4. WHHY | 4. WHHY-F | 4. WHHY-F | 4. WZTN | 4. WQIM-F | 4. WBAM-F | 4. WHHY-F | 4. WBAM-F | 4. WHHY-F |
| 5. | 5. WHHY-F | 5. WBAM-F | 5. | 5. WXVI | 5. | 5. | 5. | 5. | 5. | 5. WSYA-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. WQIM-F< | 1. WQIM-F> | 1. WSYA-F | 1. WQIM-F | 1. WLWI-F< | 1. WLWI-F | 1. WLWI-F> | 1. WLWI-F | 1. WLWI-F>>>1. WLWI-F> | 1. WLWI-F> |
| 2. WBAM-F | 2. WSYA-F | 2. WQIM-F | WSYA-F | 2. WSYA-F> | 2. WBAM-F | 2. WQIM-F | 2. WQIM-F | 2. WSYA-F | 2. WSYA-F |
| 3. WHHY-F> | 3. WBAM-F | 3. WLWI-F | 3. WLWI-F | 3. WQIM-F | 3. WHHY-F | 3. WBAM-F | 3. WSYA-F | 3. WQIM-F | 3. WQIM-F |
| 4. | 4. WHHY-F | 4. WHHY-F | 4. WHHY-F | 4. WHHY-F | 4. WQIM-F | 4. WBAM-F | 4. WHHY-F | 4. WHHY-F | 4. WHHY-F |
| 5. | 5. WLWI-F | 5. WBAM-F | 5. WBAM-F | WXVI | 5. WXVI | 5. WSYA-F | 5. WHHY-F | 5. WBAM-F | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|--------------------------------------|--------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP AOR/CLASSIC | | 75 (2) | 75 (2) | 19.9 | 12.8 | WLWI 740 Montgomery 1.2/4.3 WMGY 800 Montgomery .5/3.1 WREZ 950 Montgomery 1.4/5.1 |
| AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL | 11 (1) | 59 (2) | 70 (3) | 18.6 | 29.6 | WBIL-F 95.9 Tuskegee 1.2/3.2 WENN-F 107.7 Birmingham .5/2.2 WSFU-F 100.9 Union Springs 1.4/3.0 |
| COUNTRY | 5 (1) | 83 (1) | 88 (2) | 23.3 | 23.1 | |
| BLACK/URBAN | 36 (1) | 62 (3) | 98 (4) | 26.0 | 23.6 | |
| BTFL MUSIC/EZ | 6 (1) | | 6 (1) | 1.6 | 8.8 | |
| NEWS/TALK | 8 (1) | | 8 (1) | 2.1 | | |
| NOSTALGIA | | | | | 1.4 | |
| RELIGION/GOSPEL | 26 (2) | | 26 (2) | 6.9 | 0.6 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | 6 (1) | 6 (1) | 1.6 | | |
| | 92 (7) | 285 (9) | 377 (16) | | | |

RADIO STATIONS

| | | | | | |
|-------------------------------------|----------|--------------------|------------|----------|---------------|
| WACV, 1170, 10 KW/1 KW (DA-2) | , TALK | CNN, CBS, \$ 12.00 | (---) | Woods | Lee Morgan |
| WHHY, 1440, 5 KW/1 KW (DA-N) | , AC | ABC-C, \$ 17.00 | (Mc-Guild) | | Ann Collister |
| WXVI, 1600, 5 KW/1 KW (DA-N) | , BLACK | SBN, \$ 22.00 | (Roslin) | | |
| WZTN, 1000, 5 KW (DAYS, DA) | , OLDIES | , \$ 11.00 | (---) | | Alvin Dixon |
| WBAM-F, 98.9, 100 KW @ 730, CHR | | , \$ 39.00 | (Christal) | | Bob Brennan |
| WHHY-F, 101.9, 100 KW @ 1040, CHR | | ABC-C, \$ 44.00 | (Mc-Guild) | | Ann Collister |
| WLWI-F, 92.3, 100 KW @ 700, COUNTRY | | MBS, \$ 65.00 | (Katz) | Colonial | Dave Coppock |
| WQIM-F, 95.3, 3 KW @ 230, BLACK | | NBN, \$ 28.00 | (Torbet) | Downs | W. Huntsberry |
| WSYA-F, 103.3, 27 KW @ 290, OLDIES | | US 1, \$ 23.00 | (Republic) | | Gene Moorhead |
| WMGF-F, 105.7, 100 KW @ 1854, AC | | , \$ 22.00 | (Banner) | (TROY) | Wiley Post |

NASHVILLE

Arbitron Rank/Pop (12+): 48/786,200
 MSA Rank/Pop: 53/946,000
 ADI # 32
 Average Person Ratings: 15.8
 Market TSL: 21.3 hours

Stations: 24/23
 Diaries: 1092/720:1/49.5%
 Sample Target: 1080
 % Below Line: 0.6
 % Not Listed: 7.1

1987 Revenue: \$30,300,000
 HH Inc.: \$32,753
 Retail \$: 6.7 Bil
 Pop per Station: 34,183
 #1 Biller: WSM A/F \$6,500,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WYHY-F (CHR) | 164/13.2 | 11.0 | 10.4 | 10.7 | 9.1 | 11.3 | 232/3235 | 2121/27.0 | 22.3 | 20.9 | 58 | 14.5 | 212 | 2158 | WYHY-F |
| 2. WSIX-F (C) | 134/10.8 | 10.2 | 10.5 | 5.1 | 5.3 | 9.2 | 168/2188 | 1576/20.0 | 18.5 | 13.2 | 130 | 7.7 | 113 | 1353 | WSIX-F |
| 3. WSM-F (C) | 125/10.0 | 12.2 | 9.1 | 10.2 | 11.8 | 10.4 | 256/3161 | 1556/19.8 | 18.9 | 21.2 | 105 | 10.8 | 157 | 1618 | WSM-F |
| 4. WKDF-F (AOR) | 113/ 9.1 | 8.5 | 11.3 | 12.5 | 15.6 | 10.4 | 228/3115 | 1608/20.5 | 20.8 | 26.5 | 97 | 15.3 | 223 | 1966 | WKDF-F |
| 5. WZEZ-F (EZ) | 92/ 7.4 | 10.1 | 10.2 | 7.8 | 8.1 | 8.9 | 122/1560 | 1256/16.0 | 15.7 | 16.2 | 88 | 7.5 | 109 | 1046 | WZEZ-F |
| 6. WLAC-F (AC) | 85/ 6.8 | 6.0 | 7.0 | 6.5 | 8.1 | 6.6 | 150/2333 | 1368/17.4 | 15.7 | 19.0 | 121 | 7.5 | 110 | 1534 | WLAC-F |
| 7. WQKQ-F (8) | 83/ 6.7 | 5.4 | 6.5 | 7.6 | 7.5 | 6.6 | 96/ 940 | 914/11.6 | 10.9 | 11.7 | 87 | 9.4 | 137 | 1335 | WQKQ-F |
| 8. WGFY-F (AOR) | 81/ 6.5 | 5.5 | 6.4 | 6.4 | 5.5 | 6.2 | 148/2000 | 1231/15.7 | 16.5 | 17.8 | 142 | 3.9 | 57 | 998 | WGFY-F |
| 9. WSM (C) | 75/ 6.0 | 5.6 | 3.9 | 5.5 | 5.3 | 5.3 | 112/2036 | 1273/16.2 | 13.4 | 12.4 | 85 | 4.0 | 58 | 751 | WSM |
| 10. WRMX-F (AC) | 60/ 4.8 | 2.9 | 3.3 | 4.1 | 2.6 | 3.8 | 81/1182 | 853/10.8 | 8.5 | 8.0 | 156 | 3.5 | 51 | 538 | WRMX-F |
| 11. WLAC (T/R) | 39/ 3.1 | 2.8 | 4.1 | 2.9 | 3.8 | 3.2 | 41/ 697 | 622/ 7.9 | 8.2 | 9.9 | 74 | 1.9 | 28 | 377 | WLAC |
| 12. WVOL (3) | 30/ 2.4 | 3.1 | 2.2 | 2.6 | 2.6 | 2.6 | 30/ 356 | 356/ 4.5 | 6.1 | 6.2 | 83 | 1.2 | 18 | 402 | WVOL |

12+ FM SHARE (METRO): 82.79% (957 of 1156) (SPG 87: 80.94%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|------------|------------|------------|------------|-----------|------------|------------|-----------|----------------------|-----------|
| 1. WYHY-F>>1. WYHY-F< | 1. WYHY-F | 1. WSIX-F | 1. WSIX-F | 1. WSIX-F | 1. WSIX-F | 1. WSM-F | 1. WYHY-F | 1. WYHY-F | 1. WYHY-F>>1. WYHY-F | 1. WYHY-F |
| 2. WQKQ-F< | 2. WKDF-F> | 2. WKDF-F< | 2. WGFY-F | 2. WSM-F | 2. WSM-F | 2. WKDF-F< | 2. WSIX-F< | 2. WSIX-F | 2. WQKQ-F | 2. WSIX-F |
| 3. WKDF-F> | 3. WGFY-F | 3. WSIX-F | 3. WKDF-F< | 3. WGFY-F | 3. WZEZ-F | 3. WSM-F | 3. WYHY-F | 3. WSM-F | 3. WKDF-F | 3. WSM |
| 4. | 4. WLAC-F | 4. WGFY-F< | 4. WSM-F | 4. WKDF-F | 4. WSM | 4. WYHY-F | 4. WZEZ-F | 4. WKDF-F | 4. WGFY-F< | 4. WZEZ-F |
| 5. | 5. WQKQ-F | 5. WSM-F | 5. WLAC-F< | 5. WLAC-F | 5. | 5. WSM | 5. WKDF-F | 5. WLAC-F | 5. WZEZ-F | 5. WKDF-F |
| | 6. WSIX-F | 6. WLAC-F | 6. WYHY-F< | 6. WYHY-F< | 6. WLAC-F | 6. WLAC-F | 6. WLAC-F | 6. WGFY-F | 6. WSIX-F< | 6. WQKQ-F |
| | | | 7. WRMX-F | 7. WRMX-F | | | | | 7. WSM-F | 7. WSM-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. WYHY-F>>1. WYHY-F>>1. WYHY-F< | 1. WYHY-F | 1. WYHY-F | 1. WYHY-F | 1. WSIX-F | 1. WKDF-F>>1. WKDF-F> | 1. WKDF-F> | 1. WKDF-F< | 1. WKDF-F | 1. WGFY-F< |
| 2. WKDF-F< | 2. WLAC-F | 2. WLAC-F | 2. WSIX-F | 2. WSM-F | 2. WQKQ-F< | 2. WGFY-F | 2. WGFY-F | 2. WGFY-F | 2. WGFY-F |
| 3. WLAC-F | 3. WKDF-F | 3. WRMX-F< | 3. WSM-F | 3. WRMX-F< | 3. WSIX-F | 3. WYHY-F | 3. WYHY-F< | 3. WSIX-F> | 3. WKDF-F> |
| 4. WQKQ-F< | 4. WQKQ-F | 4. WGFY-F | 4. WLAC-F | 4. WYHY-F | 4. WYHY-F | 4. WQKQ-F | 4. WLAC-F | 4. WLAC-F< | 4. WLAC-F |
| 5. WSM-F | 5. WSM-F | 5. WKDF-F | 5. WRMX-F | 5. WLAC-F | 5. WGFY-F | 5. WSIX-F | 5. WQKQ-F | 5. WYHY-F | 5. WSM-F |
| | 6. WGFY-F | 6. WSIX-F | 6. WKDF-F | 6. WZEZ-F | 6. WLAC-F | 6. WLAC-F | 6. WSIX-F | 6. WQKQ-F | 6. WYHY-F |
| | WRMX-F | WSM-F | 7. WQKQ-F | | | | WSIX-F | 7. WSM-F | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|---------|------|--------|---|--|
| TOP 40/CHR/CONTEMP | | 164 (1) | 164 (1) | 14.2 | 15.8 | | WAKM 960 Franklin .4/1.1 |
| AOR/CLASSIC | | 203 (3) | 203 (3) | 17.6 | 17.6 | | WAMB 1160 Nashville .9/2.5 |
| AC/OLDIES/SOFT ROCK | 8 (1) | 145 (2) | 153 (3) | 13.2 | 12.7 | | WCOR 900 Lebanon .5/1.2 |
| MOR/VARIETY/FULL | 10 (2) | | 10 (2) | 0.9 | | | WGNS 1450 Murfreesboro .3/.9 |
| COUNTRY | 88 (4) | 270 (4) | 358 (8) | 31.0 | 26.7 | | WKDA 1240 Nashville .6/2.6 |
| BLACK/URBAN | 39 (2) | 83 (1) | 122 (3) | 10.6 | 12.3 | | WMDB 880 Nashville .7/1.8 |
| BTFL MUSIC/EZ | | 92 (1) | 92 (1) | 8.0 | 8.8 | | WNAH 1360 Nashville .3/.8 |
| NEWS/TALK | 39 (1) | | 39 (1) | 3.4 | 4.1 | | WSIX 980 Nashville .5/2.7 |
| NOSTALGIA | 11 (1) | | 11 (1) | 1.0 | 1.7 | | WVRB-F 101.1 Franklin .7/3.3 |
| RELIGION/GOSPEL | 4 (1) | | 4 (1) | 0.3 | 0.4 | | WBVR-F 101.1 Russelville .6/1.9 |
| SPANISH | | | | | | | |
| CLASSICAL | | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | | |
| UNKNOWN/OTHERS | | | | | | | |

MISCELLANEOUS COMMENTS WVRB A/F (Franklin) sold by REBS to GMX for \$975,000... WTMG changes calls to WRMX (February)...

RADIO STATIONS

199 (12) 957 (12) 1156 (24)

| | | | | |
|---|------------------------|------------------------|----------------------------|---------------|
| WAMB, 1160, 50 KW/1 KW (DA-N) | , NOSTALGIA | MBS, \$ 20.00 | (Roslin) | Bill Barry |
| WKDA, 1240, 1 KW | , OLDIES | ABC-R, ABC-I, \$ 20.00 | (Katz) | Steve Dickert |
| WLAC, 1510, 50 KW (DA-N) | , NEWS/TALK/RELIG | CBS, \$ 47.00 | (Durpetti) | Dick Fairmont |
| WMDB, 880, 2.5 KW (DAYS, DA) | , BLACK | , \$ 17.00 | (---) | Weldon Crelia |
| WSIX, 980, 5 KW (DA-N) | , MOR | ABC-I, \$ 31.00 | (Mc-Guild) | Morgan Babb |
| WSM, 650, 50 KW | , COUNTRY | NBC, \$ 55.00 | (Christal) | Dave Manning |
| WVOL, 1470, 5 KW/1 KW (DA-2) | , BLACK | NBN, \$ 27.00 | (Republic) | Bob Meyer |
| | | | | Gary Ballard |
| WKDF-F, 103.3, 100 KW @ 1220, AOR | ABC-R, ABC-E, \$103.00 | (Katz) | Dick Fairmont | Steve Dickert |
| WLAC-F, 105.9, 100 KW @ 1229, AC | , \$110.00 | (Durpetti) | | Weldon Crelia |
| WQKQ-F, 92.1, 1.5 KW @ 430, BLACK | , \$ 45.00 | (Republic) | | Gary Ballard |
| WSIX-F, 97.9, 100 KW @ 1145, COUNTRY | , \$ 74.00 | (Mc-Guild) | Hicks | Dave Manning |
| WSM-F, 95.5, 100 KW @ 1280, COUNTRY | , \$100.00 | (Christal) | | Bob Meyer |
| WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES | , \$ 40.00 | (Torbet) | Signature (MURFREESBORO) | Dick DeButts |
| WYHY-F, 107.5, 100 KW @ 710, CHR | US 2, \$ 70.00 | (Eastman) | Jacor (LEBANON) | Mike Kenney |
| WZEZ-F, 92.9, 100 KW @ 1053, BTFL/EZ | , \$ 60.00 | (Durpetti) | South Central | Dave Thomas |
| WGFY-F, 104.5, 49 KW @ 1050, CLASSIC ROCK | ABC-F, \$ 50.00 | (Banner) | Capitol-Johnson (GALLATIN) | Eric Younker |

NASSAU - SUFFOLK

Arbitron Rank/Pop (12+): 12/2,244,600
 MSA Rank/Pop: 10/2,655,700
 New York ADI
 Average Person Ratings: 18.2
 Market TSL: 24.0 hours

Stations: 43/13
 Diaries: 1831/1226:1/42.3%
 Sample Target: 1650
 % Below Line: NA
 % Not Listed: NA

1987 Revenue: NA
 HH Inc.: \$48,492
 Retail \$: 20.1 Bil
 Pop per Station: NA
 #1 Biller: NA

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WALK A/F (AC) | 252/6.2 | 7.0 | 6.1 | 6.3 | 4.6 | 6.4 | | 3401/15.2 | 14.5 | 10.5 | 144 | 5.0 | 191 | 2267 | WALK A/F |
| 2. WBAB-F (AOR) | 224/5.5 | 4.6 | 5.5 | 5.1 | 5.9 | 5.2 | | 3415/15.2 | 12.7 | 13.5 | 96 | 6.2 | 241 | 3163 | WBAB-F |
| 3. WBLI-F (CHR) | 217/5.3 | 4.7 | 4.9 | 5.1 | 5.1 | 5.0 | | 2903/12.9 | 13.0 | 13.3 | 108 | 5.9 | 230 | 3460 | WBLI-F |
| 4. WQHT-F (U/CHR) | 142/3.5 | 3.7 | 3.0 | 3.6 | 3.4 | 3.5 | | 2509/11.2 | 9.6 | 9.3 | 37 | 5.1 | 197 | 2410 | WQHT-F |
| 5. WHLI (BB) | 114/2.8 | 5.1 | 5.2 | 3.5 | 3.0 | 4.2 | | 936/4.2 | 3.0 | 3.8 | 29 | 2.1 | 81 | 808 | WHLI |
| 6. WKJY-F (AC) | 101/2.5 | 2.8 | 1.5 | 2.3 | 2.1 | 2.3 | | 1422/ 6.3 | 4.5 | 5.2 | 132 | 1.5 | 60 | 797 | WKJY-F |
| 7. WDRE-F (AOR) | 81/2.0 | 1.8 | 1.6 | 1.8 | 3.3 | 1.8 | | 1218/ 5.4 | 4.9 | 6.4 | 55 | 2.4 | 94 | 1306 | WDRE-F |
| 8. WCTO-F (EZ) | 76/1.9 | 1.5 | 2.7 | 1.8 | 2.3 | 2.0 | | 908/ 4.0 | 6.7 | 5.1 | 84 | .7 | 28 | 504 | WCTO-F |
| 9. WGSN (MOR) | 63/1.5 | 2.0 | 2.4 | 2.3 | 2.2 | 2.1 | | 613/ 2.7 | 3.0 | 3.8 | 67 | 1.6 | 63 | 547 | WGSN |
| 10. WRCN-F (AOR) | 29/ .7 | .3 | .7 | .8 | .6 | .6 | | 544/ 2.4 | 2.1 | 2.2 | 100 | 1.0 | 37 | 669 | WRCN-F |
| 11. WBAB (AOR) | 17/ .4 | .3 | --- | .3 | .6 | .4 | | 494/ 2.2 | --- | 1.8 | 100 | .2 | 6 | 220 | WBAB |
| 12. WBAZ-F (AC) | 12/ .3 | .7 | .4 | --- | .4 | .7 | | 308/ 1.4 | 1.2 | --- | 100 | --- | --- | --- | WBAZ-F |

NOTE: Nassau-Suffolk is a portion of the New York Metro.
 Only stations home to the Nassau-Suffolk survey area are listed in rankers. There is not TSA.

12+ FM SHARE (METRO): NA (SPG 87: NA)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|
| 1. WQHT-F | 1. WBAB-F | 1. WBAB-F | 1. WALK-AF | 1. WALK-AF | 1. WALK-AF | 1. WALK-AF | 1. WALK-AF | 1. WBAB-F | 1. WQHT-F | 1. WALK-F |
| 2. WBAB-F | 2. WBLI-F | 2. WALK-AF | 2. WBAB-F | 2. WBLI-F | 2. WHLI-F | 2. WBLI-F | 2. WBAB-F | 2. WBLI-F | 2. WBAB-F | 2. WBLI-F |
| 3. WBLI-F | 3. WQHT-F | 3. WBLI-F | 3. WBLI-F | 3. WBAB-F | 3. WBLI-F | 3. WBAB-F | 3. WBLI-F | 3. WALK-AF | 3. WBLI-F | 3. WBAB-F |
| 4. | 4. WALK-AF | 4. WQHT-F | 4. WKJY-F | 4. WKJY-F | 4. WCTO-F | 4. WKJY-F | 4. WKJY-F | 4. WQHT-F | 4. WDRE-F | 4. WQHT-F |
| 5. | 5. WDRE-F | 5. WKJY-F | 5. | 5. | 5. | 5. WQHT-F | 5. WHLI-F | 5. WKJY-F | 5. WALK-AF | 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. WQHT-F | 1. WBLI-F | 1. WALK-AF | 1. WALK-AF | 1. WALK-AF | 1. WBAB-F | 1. WBAB-F | 1. WBAB-F | 1. WBAB-F | 1. WBAB-F |
| 2. WBLI-F | 2. WBAB-F | 2. WBLI-F | 2. WBLI-F | 2. WBLI-F | 2. WQHT-F | 2. WQHT-F | 2. WBLI-F | 2. WALK-AF | 2. WALK-AF |
| 3. WBAB-F | 3. WALK-AF | 3. WBAB-F | 3. WBAB-F | 3. WKJY-F | 3. WDRE-F | 3. WDRE-F | 3. WALK-AF | 3. WBLI-F | 3. WBLI-F |
| 4. WDRE-F | 4. WQHT-F | 4. WKJY-F | 4. WKJY-F | 4. WBAB-F | 4. WBLI-F | 4. WBLI-F | 4. WRCN-F | 4. WDRE-F | 4. WDRE-F |
| 5. WKJY-F | 5. | 5. WQHT-F | 5. WQHT-F | 5. | 5. | 5. | 5. WDRE-F | 5. WQHT-F | 5. WKJY-F |
| 6. WALK-AF | | | | | | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|---------------------|----|----|-------|---|--------|--|
| TOP 40/CHR/CONTEMP | | | | | | WEZN-F 99.9 Bridgeport 1.3/3.3 |
| AOR/CLASSIC | | | | | | WJAZ-F 96.7 Stamford .6/2.0 |
| AC/OLDIES/SOFT ROCK | | | | | | WKCI-F 101.3 Hamden .4/1.0 |
| MOR/VARIETY/FULL | | | | | | WPLR-F 99.1 New Haven .6/1.7 |

| COUNTRY | BLACK/URBAN | BTFL MUSIC/EZ | NEWS/TALK | NOSTALGIA | RELIGION/GOSPEL | SPANISH | CLASSICAL | JAZZ/NEW AGE/ECLECTIC | UNKNOWN/OTHERS |
|---------|-------------|---------------|-----------|-----------|-----------------|---------|-----------|-----------------------|----------------|
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RADIO STATIONS

| | | | | |
|-----------------------------------|-------------|-----------------------|---------------|-----------------|
| WGSN, 740, 25 KW (DAYS,DA) | , MOR | ,\$ 55.00 (Roslin) | Greater Media | Dick Scholem |
| WHLI, 1100, 10 KW (DAYS,DA) | , NOSTALGIA | ,\$ 67.00 (Katz) | Barnstable | Ken Harris |
| WLIM, 1580, | , NOSTALGIA | ,\$ 29.00 (K & P) | | George Drake |
| WALK-F, 97.5, 45 KW @ 530, AC | | ,\$ 135.00 (Durpetti) | American | Ron Gold |
| WBAB-F, 102.3, 3 KW @ 268, AOR | | ,\$ 130.00 (MMR) | Noble | Tony Michaels |
| WBLI-F, 106.1, 10 KW @ 500, CHR | | ,\$ 109.00 (Katz) | Beck-Ross | Herb Usenheimer |
| WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ | | ,\$ 70.00 (Roslin) | Greater Media | Dick Scholem |
| WKJY-F, 98.3, 3 KW @ 330, SOFT AC | | Trans,\$ 59.00 (Katz) | Barnstable | Ken Harris |
| WRCN-F, 103.9, 1.5 KW @ 466, AOR | | ,\$ 50.00 (---) | | Allan Kronzek |
| WDRE-F, 92.7, 3 KW @ 300, AOR | | ,\$ 60.00 (Katz) | | Ron Morey |
| WLNG-F, 92.1, 3 KW @ 305, AC | | ,\$ 12.00 (Market 4) | | Paul Sidney |

MISCELLANEOUS COMMENTS WGBB changes to WBAB and simulcasts with WBAB-F (except for AMD which remains news) (February)...
 WLIR-F changes to WDRE-F (December 1987)...

NEW HAVEN

Arbitron Rank/Pop (12+): 90/377,400
 MSA Rank/Pop: 94/511,000
 ADI # 23 (w/Hartford)
 Average Person Ratings: 15.8
 Market TSL: 21.0 hours

Stations: 29/7
 Diaries: 802/471:1/43.1%
 Sample Target: 780
 % Below Line: 44.2
 % Not Listed: 14.4

1987 Revenue: \$14,000,000
 HH Inc.: \$38,900
 Retail \$: 3.7 Bil
 Pop per Station: 53,914
 #1 Biller: WKCI-F \$6,300,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WKCI-F (CHR) | 77/12.9 | 11.1 | 11.8 | 13.2 | 12.6 | 12.3 | 195/2829 | 1138/30.2 | 28.0 | 29.6 | 110 | 13.5 | 92 | 1445 | WKCI-F |
| 2. WELI (MOR) | 59/ 9.9 | 10.7 | 10.6 | 8.3 | 10.7 | 9.9 | 62/ 990 | 816/21.6 | 21.7 | 22.7 | 70 | 6.2 | 42 | 731 | WELI |
| 3. WPLR-F (AOR) | 49/ 8.2 | 10.3 | 8.4 | 6.4 | 6.6 | 8.3 | 144/1898 | 743/19.7 | 18.8 | 17.8 | 124 | 12.2 | 83 | 1235 | WPLR-F |
| 4. WEZN-F (EZ) | 40/ 6.7 | 5.1 | 7.3 | 5.3 | 4.2 | 6.1 | 165/1714 | 509/13.5 | 11.5 | 14.9 | 70 | 3.7 | 25 | 448 | WEZN-F |
| 5. WRCH-F (EZ) | 29/ 4.9 | 2.9 | 5.3 | 3.7 | 2.9 | 4.2 | 66/ 594 | 305/ 8.1 | 7.0 | 9.0 | 51 | 2.1 | 14 | 354 | WRCH-F |
| 6. WKSS-F (CHR) | 26/ 4.4 | 6.9 | 5.4 | 5.0 | 4.1 | 5.4 | 97/1166 | 407/10.8 | 15.3 | 16.4 | 57 | 9.3 | 63 | 973 | WKSS-F |
| WAVZ (88) | 26/ 4.4 | 4.9 | 5.6 | 6.3 | 5.2 | 5.3 | 37/ 387 | 301/ 8.0 | 8.6 | 12.3 | 41 | 2.6 | 18 | 268 | WAVZ |
| 8. WNHC (8) | 25/ 4.2 | 4.4 | 3.0 | 3.9 | 4.6 | 3.9 | 25/ 383 | 364/ 9.6 | 9.2 | 6.1 | 95 | 2.5 | 17 | 349 | WNHC |
| 9. WDRC-F (O) | 22/ 3.7 | 5.4 | 6.3 | 4.7 | 3.1 | 5.0 | 83/1232 | 398/10.5 | 12.7 | 16.5 | 176 | 5.6 | 38 | 539 | WDRC-F |
| 10. WBEF-F (AC) | 19/ 3.2 | 1.4 | 1.2 | 1.6 | .6 | 1.9 | 98/1220 | 272/ 7.2 | 5.4 | 3.7 | 159 | 3.2 | 22 | 299 | WBEF-F |
| WHCN-F (AOR) | 19/ 3.2 | 2.6 | 2.6 | 2.7 | 5.2 | 2.8 | 64/ 969 | 339/ 9.0 | 8.5 | 6.9 | 78 | 5.3 | 36 | 638 | WHCN-F |
| 12. WIOF-F (AC) | 18/ 3.0 | 3.6 | 3.8 | 4.4 | 3.3 | 3.7 | 43/ 782 | 299/ 7.9 | 9.2 | 9.8 | 170 | 2.3 | 16 | 244 | WIOF-F |
| 13. | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 65.36% (334 of 511) (SPG 87: 64.69%)

| 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 >> | 2. WPLR-F > | 2. WPLR-F >> | 2. WPLR-F > | 2. WPLR-F > | 2. WEZN-F | 2. WKCI-F > | 2. WPLR-F | 2. WPLR-F | 2. WELI > | 2. WRCH-F |
| 3. WKSS-F | 3. WKSS-F | 3. WDRC-F | 3. WDRC-F | 3. WELI | 3. WRCH-F | 3. WPLR-F > | 3. WEZN-F | 3. WELI | 3. WPLR-F | 3. WPLR-F |
| 4. WNHC > | 4. WNHC-F | 4. WBEF-F | 4. WBEF-F | 4. WORC-F | 4. WAVZ | 4. WAVZ | 4. WELI | 4. WELI | 4. WKSS-F | 4. WEZN-F |
| 5. | 5. | 5. WKSS-F | 5. WELI | 5. WIOF-F | 5. WKCI-F | 5. WKCI-F | 5. WNHC | 5. WRCH-F | 5. WNHC | 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. WKCI-F | 1. WKCI-F >> | 1. WKCI-F > | 1. WKCI-F >> | 1. WKCI-F > | 1. WHCN-F < | 1. WPLR-F > | 1. WPLR-F > | 1. WPLR-F > | 1. WPLR-F |
| 2. WKSS-F > | 2. WKSS-F | 2. WPLR-F | 2. WPLR-F | 2. WELI | 2. WPLR-F < | 2. WKCI-F | 2. WKCI-F > | 2. WKCI-F > | 2. WKCI-F > |
| 3. | 3. WPLR-F | 3. WDRC-F | 3. WKSS-F | 3. WIOF-F | 3. WKCI-F | 3. WHCN-F > | 3. WHCN-F | 3. WHCN-F | 3. WDRC-F |
| 4. | 4. WDRC-F > | 4. WIOF-F | 4. WNHC | 4. WPLK-F | 4. | 4. | 4. | 4. WBEF-F | 4. WBEF-F |
| 5. | 5. | 5. WKSS-F | 5. WDRC-F | 5. WNHC | 5. | 5. | 5. | 5. WBEF-F | 5. WELI |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|---------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 110 (3) | 110 (3) | 21.5 | 20.2 | WNNR 1220 Hamden .7/ 1.8 |
| AOR/CLASSIC | | 78 (4) | 78 (4) | 15.3 | 13.1 | WCCC-F 106.9 Hartford .7/ 2.4 |
| AC/OLDIES/SOFT ROCK | 8 (1) | 64 (5) | 72 (6) | 14.1 | 19.6 | WFIF 1500 Milford 1.5/ 2.8 |
| MOR/VARIETY/FULL | 70 (3) | | 70 (3) | 13.7 | 15.0 | WTIC 1080 Hartford 1.5/ 5.3 |
| COUNTRY | | | | | 1.4 | WTIC-F 96.5 Hartford 1.2/ 4.6 |
| BLACK/URBAN | 25 (1) | 6 (2) | 31 (3) | 6.1 | 4.7 | WVYZ-F 92.5 Waterbury .5/ 3.3 |
| BTFL MUSIC/EZ | | 69 (2) | 69 (2) | 13.5 | 14.1 | WABC 770 New York 1.3/ 3.2 |
| NEWS/TALK | 35 (4) | | 35 (4) | 6.8 | 5.8 | WBLS-F 107.5 New York .5/ 2.6 |
| NOSTALGIA | 26 (1) | | 26 (1) | 5.1 | 6.2 | WCBS 880 New York 2.7/10.2 |
| RELIGION/GOSPEL | 9 (1) | | 9 (1) | 1.8 | | WCBS-F 101.1 New York .3/ 1.7 |
| SPANISH | | | | | | WICC 600 Bridgeport .3/ 2.4 |
| CLASSICAL | | | | | | WMCA 570 New York .5/ 1.5 |
| JAZZ/NEW AGE/ECLECTIC | | 7 (1) | 7 (1) | 1.4 | | WNBC 660 New York 1.3/ 7.0 |
| UNKNOWN/OTHERS | 4 (1) | | 4 (1) | 0.8 | | WOR 710 New York 1.3/ 2.5 |
| | | | | | | WRKI-F 95.1 Brookfield 1.0/ 3.4 |
| | | | | | | WRKS-F 98.7 New York .5/ 2.4 |

177 (12) 334 (17) 511 (29)

RADIO STATIONS

| | | | | | |
|--|-------------|--------------|------------|----------------|------------------|
| WAVZ, 1300, 1 KW (OA-N) | , NOSTALGIA | ,\$ 38.00 | (Mc-Guild) | Noble | Gary Starr |
| WELI, 960, 5 KW (OA-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

MISCELLANEOUS COMMENTS Meriden County is deleted from metro...

American Radio Spring 1988, Copyright 1988

NEW ORLEANS

Arbitron Rank/Pop (12+): 32/1,097,500

Stations: 23/20
Diaries: 1674/656:1/46.4%
Sample Target: 1500
% Below Line: 1.4
% Not Listed: 7.8

1987 Revenue: \$25,900,000
HH Inc.: \$29,286
Retail \$: 8.8 Bil
Pop per Station: 54,875
#1 Biller: WEZB-F \$4,600,000

MSA Rank/Pop: 34/1,360,000
ADI # 35
Average Person Ratings: 17.2
Market TSL: 23.3 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|---------------------|-----------|--------|--------|--------|--------|-------------|--------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WQUE A/F (U/CHR) | 294/15.6 | 15.0 | 15.6 | 12.4 | 15.2 | 14.7 | 342/3964 | 3183/29.0 | 30.7 | 28.7 | 103 | 19.7 | 413 | 3802 | WQUE A/F |
| 2. WEZB-F (CHR) | 211/11.2 | 8.8 | 10.0 | 9.7 | 9.6 | 9.9 | 245/3538 | 2891/26.3 | 26.5 | 26.0 | 81 | 11.3 | 237 | 3314 | WEZB-F |
| 3. WYLD-F (B) | 150/ 7.9 | 10.8 | 9.0 | 11.5 | 12.2 | 9.8 | 177/2148 | 1844/16.8 | 17.0 | 19.5 | 116 | 12.1 | 253 | 2370 | WYLD-F |
| 4. WLMG-F (AC) | 120/ 6.4 | 4.9 | 2.8 | 3.5 | 4.8 | 4.4 | 131/1809 | 1593/14.5 | 10.2 | 12.8 | 141 | 6.3 | 131 | 1568 | WLMG-F |
| 5. WWL (N/T) | 119/ 6.3 | 6.1 | 5.1 | 5.8 | 4.3 | 5.8 | 156/2412 | 1702/15.5 | 17.8 | 14.3 | 83 | 4.4 | 93 | 1338 | WWL |
| 6. WBYU-F (EZ) | 117/ 6.2 | 7.9 | 9.9 | 7.7 | 9.4 | 7.9 | 145/1690 | 1398/12.7 | 15.9 | 15.1 | 82 | 4.2 | 89 | 1254 | WBYU-F |
| 7. WLTS-F (AC) | 117/ 6.2 | 5.9 | 7.3 | 8.1 | 5.9 | 6.9 | 138/2160 | 1794/16.3 | 17.6 | 16.4 | 150 | 4.4 | 92 | 1400 | WLTS-F |
| 8. WCKW-F (AOR) | 87/ 4.6 | 4.0 | 3.1 | 4.6 | 2.8 | 4.1 | 143/1609 | 1081/ 9.8 | 8.3 | 5.5 | 141 | 5.5 | 115 | 1319 | WCKW-F |
| 9. WRNO-F (AOR) | 82/ 4.3 | 5.5 | 5.6 | 5.2 | 4.9 | 5.2 | 118/2061 | 1494/13.6 | 15.4 | 15.0 | 88 | 5.5 | 116 | 1969 | WRNO-F |
| 10. WSMB (T) | 82/ 4.3 | 3.7 | 3.1 | 3.8 | 2.4 | 3.7 | 85/ 663 | 629/ 5.7 | 5.3 | 5.6 | 33 | 2.8 | 58 | 419 | WSMB |
| 11. WBOK (B/G) | 79/ 4.2 | 4.2 | 4.4 | 4.5 | 6.2 | 4.3 | 83/ 659 | 596/ 5.4 | 7.5 | 10.7 | 67 | 3.0 | 63 | 842 | WBOK |
| 12. WNOE-F (C) | 71/ 3.8 | 5.0 | 4.7 | 4.8 | 4.9 | 4.6 | 99/1300 | 1251/11.4 | 11.7 | 10.9 | 108 | 5.0 | 105 | 1261 | WNOE-F |
| 13. WYLD (B) | 58/ 3.1 | 1.0 | .8 | 1.4 | 1.2 | 1.6 | 65/ 911 | 698/ 6.4 | 2.5 | 4.8 | 55 | 2.9 | 61 | 729 | WYLD |
| 14. WWLW (BB) | 36/ 1.9 | 1.6 | 1.9 | 2.1 | 2.3 | 1.9 | 36/ 602 | 596/ 5.4 | 4.6 | 4.8 | 26 | .9 | 19 | 360 | WWLW |
| 15. WYAT (O) | 24/ 1.3 | .9 | 1.9 | 1.1 | .9 | 1.3 | 27/ 392 | 383/ 3.5 | 4.8 | 3.7 | 138 | .9 | 18 | 252 | WYAT |
| 16. WTIX (O) | 23/ 1.2 | 1.7 | 2.0 | 2.2 | 3.1 | 1.8 | 36/1070 | 702/ 6.4 | 6.9 | 9.1 | 142 | 1.4 | 30 | 697 | WTIX |
| 17. WNOE (C) | 21/ 1.1 | 1.1 | 1.4 | 1.5 | 1.7 | 1.3 | 24/ 539 | 389/ 3.5 | 4.0 | 5.2 | 73 | .6 | 13 | 180 | WNOE |
| 18. KHAA-F (R) | 18/ 1.0 | 1.3 | .5 | --- | --- | .7 | 26/ 428 | 292/ 2.7 | 1.5 | --- | 130 | 2.3 | 48 | 570 | KHAA-F |
| 19. | | | | | | | | | | | | | | | |
| 20. | | | | | | | | | | | | | | | |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 73.77% (1285 of 1742) (SPG 87: 72.85%)

| 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. | 1. WQUE-F+>>1. | 1. WQUE-F+>1. | 1. WQUE-F+>>1. | 1. WBYU-F | 1. WQUE-F+>1. | 1. WQUE-F+>1. | 1. WQUE-F+>1. | 1. WQUE-F+>1. | 1. WQUE-F< |
| 2. WQUE-F+>>2. | 2. WEZB-F | 2. WEZB-F< | 2. WLTS-F | 2. WLTS-F< | 2. WWL | 2. WEZB-F | 2. WEZB-F | 2. WEZB-F> | 2. WYLD-F | 2. WYLD-F |
| 3. | 3. WYLD-F | 3. WYLD-F | 3. WLMG-F | 3. WYLD-F< | 3. WQUE-F+<3. | 3. WWL | > 3. WLMG-F< | 3. WLMG-F | 3. WEZB-F> | 3. WSMB |
| 4. | 4. WLMG-F | 4. WLMG-F | WYLD-F | 4. WEZB-F< | 4. WSMB-F | 4. WLMG-F | 4. WWL | < 4. WYLD-F | 4. WBOK | > 4. WBOK-F< |
| 5. | 5. WCKW-F | WLTS-F | 5. WEZB-F | 5. WLMG-F | 5. WBOK-F | WLTS-F | 5. WBYU-F< | 5. WLTS-F | 5. WSMB | 5. WBYU-F |
| 6. | WLTS-F | 6. WCKW-F | 6. WCKW-F | 6. | 6. WYLD-F | 6. WBYU-F | 6. WLTS-F | 6. WWL | 6. WLTS-F | 6. WWL |
| 7. | 7. WRNO-F | 7. | 7. | 7. | 7. | 7. | 7. | 7. | 7. | 7. WYLD |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. WLTS-F |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|----------------|----------------|----------------|----------------|-------------|---------------|---------------|-------------|---------------|-------------|
| 1. WQUE-F+>>1. | 1. WQUE-F+>>1. | 1. WQUE-F+>>1. | 1. WQUE-F+>>1. | 1. WQUE-F+> | 1. WQUE-F+<1. | 1. WQUE-F+>1. | 1. WQUE-F+> | 1. WQUE-F+>1. | 1. WQUE-F+> |
| 2. WEZB-F | 2. WEZB-F | 2. WLTS-F | 2. WLMG-F | 2. WLTS-F< | 2. WEZB-F | 2. WEZB-F< | 2. WCKW-F | 2. WCKW-F | 2. WCKW-F> |
| 3. WYLD-F | 3. WLMG-F | 3. WEZB-F | 3. WLTS-F< | 3. WEZB-F< | 3. WRNO-F> | 3. WCKW-F | 3. WYLD-F< | 3. WYLD-F | 3. WYLD-F |
| 4. WLMG-F | WLTS-F | 4. WLMG-F | 4. WEZB-F | 4. WLMG-F | 4. WYLD-F< | 4. WYLD-F | 4. WEZB-F | 4. WEZB-F | 4. WWL |
| 5. | 5. WYLD-F | 5. WRNO-F | 5. WYLD-F | 5. WYLD-F | 5. WCKW-F | 5. WRNO-F | 5. WLMG-F | 5. WRNO-F | 5. WLMG-F |
| 6. | 6. | 6. | 6. | 6. | 6. | 6. | 6. WLTS-F< | 6. WLTS-F | 6. WLTS-F< |
| 7. | 7. | 7. | 7. | 7. | 7. | 7. | 7. WRNO-F | 7. WLMG-F | 7. WEZB-F |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| FORMATS | | | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|---------------------|----------|-----------|-----------|--------|------|--|-------|-------------|--------|
| | AM | FM | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 218 (2) | 218 (2) | 12.5 | 10.3 | WVOG | 600 | New Orleans | .3/ .9 |
| AOR/CLASSIC | | 169 (2) | 169 (2) | 9.7 | 8.2 | | | | |
| AC/OLDIES/SOFT ROCK | 47 (2) | 237 (2) | 284 (4) | 16.3 | 15.7 | WFME-F | 102.5 | Baton Rouge | .4/1.5 |
| MOR/VARIETY/FULL | | | | | | WKJN-F | 103.3 | Hammond | .7/2.5 |
| | | | | | | WZKX-F | 107.9 | Poplarville | .3/ .7 |
| COUNTRY | 21 (1) | 85 (2) | 106 (3) | 6.1 | 7.5 | | | | |
| BLACK/URBAN | 67 (2) | 435 (2) | 502 (4) | 28.8 | 30.9 | | | | |
| BTFL MUSIC/EZ | | 117 (1) | 117 (1) | 6.7 | 10.1 | | | | |
| NEWS/TALK | 201 (2) | | 201 (2) | 11.5 | 7.1 | | | | |
| NOSTALGIA | 36 (1) | | 36 (1) | 2.1 | 2.5 | | | | |
| RELIGION/GOSPEL | 85 (2) | 18 (1) | 103 (3) | 5.9 | 7.6 | | | | |
| SPANISH | | | | | | | | | |
| CLASSICAL | | | | | | | | | |
| JAZZ/NEW AGE | | | | | | | | | |
| UNKNOWN/OTHERS | | 6 (1) | 6 (1) | 0.3 | | | | | |
| | 457 (10) | 1285 (13) | 1742 (23) | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|-------------------------------|----------------|---------------------|------------|-------------------|------------------|
| WBOK, 1230, 1 KW | , BLACK/GOSPEL | SBN, \$ 25.00 | (Republic) | Willis | Annette Pete |
| WNOE, 1060, 50 KW/5 KW (OA-2) | , COUNTRY | ABC-E, \$ 23.00 | (Mc-Guild) | | Eric Anderson |
| WSHO, 800, 1 KW (DAYS,OA) | , RELIGION | , \$ 19.00 | (---) | | Larry Alford |
| WSMB, 1350, 5 KW (OA-N) | , TALK | MBS,ABC-I, \$ 27.00 | (Smith) | | Rosalie Lockhart |
| WTIX, 690, 10 KW/5 KW (OA-2) | , OLDIES | MBS,NBC, \$ 30.00 | (Mc-Guild) | | Sherry Evans |
| WWIW, 1450, 1 KW | , NOSTALGIA | SMN, \$ 28.00 | (Savalli) | | David Smith |
| WWL, 870, 50 KW (OA-1) | , NEWS/TALK | CBS, \$ 60.00 | (Katz) | Loyola University | Michael Early |
| WYAT, 990, 250 W | , OLDIES | CBS-R, \$ 20.00 | (Durpetti) | | Ed Muniz |
| WYLD, 940, 10 KW/500 W (OA-2) | , BLACK | , \$ 23.00 | (Banner) | Interurban | Rod Burbridge |

FM STATIONS

| | | | | | |
|--------------------------------------|--|-----------------------|------------|-------------------|--------------------|
| WBYU, 95.7, 100 KW @ 580, BTFL/EZ | | , \$ 55.00 | (Christal) | Stoner | Bruce Dodge |
| WCKW, 92.3, 100 KW @ ??, CLASSIC AOR | | ABC-D, \$ 35.00 | (Republic) | | Sid Levet |
| WEZB, 97.1, 100 KW @ 511, CHR | | US 1, \$ 97.00 | (MMR) | EZ | Marc Leunissen |
| WLMG, 101.9, 100 KW @ 825, AC | | , \$ 50.00 | (Katz) | Loyola University | Oon de la Houssaye |
| WLTS, 105.3, 100 KW @ 925, AC | | CBS-R, \$ 60.00 | (Durpetti) | | Ed Muniz |
| WNOE, 101.1, 100 KW @ 440, COUNTRY | | ABC-E, \$ 50.00 | (Mc-Guild) | | Eric Anderson |
| WQUE, 93.3, 100 KW @ 512, CHR/URBAN | | , \$ 79.00 | (HNWH) | Clear Channel | Dale Matteson |
| WRNO, 99.5, 100 KW @ 1049, AOR | | ABC-F,ABC-R, \$ 53.00 | (MMR) | | Otto Goessi |
| WYLO, 98.5, 100 KW @ 480, BLACK | | , \$ 54.00 | (Banner) | Interurban | Rod Burbridge |

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WTIX: Sold by Price for \$1,300,000
 KHAA-F (Port Sulphur): Sold by Salem to Beasley for \$3,400,000

| ***** F O R M A T C O O 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: 18.9
 Market TSL: 24.8 hours

Stations: 47/46
 Diaries: 6227/2257:1/42.9%
 Sample Target: 4000
 % Below Line: 0.3
 % Not Listed: 9.0

1987 Revenue: \$275,000,000
 HH Inc.: \$37,400
 Retail \$: 100.1 Bill
 Pop per Station: 305,513
 #1 Biller: WINS \$23,000,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|----------|
| 1. WHTZ-F (CHR) | 1538/6.0 | 6.2 | 6.0 | 6.2 | 5.8 | 6.1 | 1639/25717 | 24740/17.6 | 17.4 | 17.2 | 77 | 6.7 | 1679 | 25582 | WHTZ-F |
| 2. WPAT A/F (EZ) | 1478/5.5 | 6.1 | 6.0 | 6.1 | 6.3 | 5.9 | 1548/18556 | 15458/12.5 | 13.8 | 12.4 | 55 | 4.4 | 1100 | NA | WPAT A/F |
| 3. WRKS-F (B/U) | 1217/4.6 | 4.0 | 4.6 | 4.6 | 4.4 | 4.5 | 1270/13608 | 13007/ 9.3 | 9.4 | 10.8 | 85 | 7.7 | 1925 | 13539 | WRKS-F |
| 4. WOR (T) | 1209/4.6 | 3.9 | 4.5 | 4.5 | 4.4 | 4.4 | 1331/16987 | 15394/11.0 | 11.2 | 10.9 | 50 | 3.0 | 754 | 9635 | WOR |
| 5. WLTW-F (AC) | 1197/4.5 | 4.6 | 4.7 | 4.3 | 4.1 | 4.4 | 1230/17296 | 16775/11.9 | 12.3 | 11.0 | 133 | 3.2 | 802 | 7563 | WLTW-F |
| 6. WWPR-F (CHR) | 1120/4.2 | 4.1 | 4.7 | 4.8 | 4.8 | 4.5 | 1206/23092 | 21426/15.2 | 16.4 | 17.8 | 107 | 4.8 | 1202 | 21512 | WWPR-F |
| 7. WCBS-F (O) | 1110/4.2 | 4.3 | 3.6 | 3.8 | 3.7 | 4.0 | 1174/17639 | 16610/11.8 | 11.3 | 11.3 | 167 | 3.4 | 858 | 10472 | WCBS-F |
| 8. WQHT-F (U/CHR) | 1093/4.1 | 4.6 | 3.7 | 4.3 | 4.4 | 4.2 | 1132/16058 | 15458/11.0 | 10.3 | 9.8 | 61 | 6.3 | 1563 | 16627 | WQHT-F |
| 9. WBLS-F (B/U) | 1075/4.0 | 4.6 | 4.1 | 4.8 | 4.6 | 4.4 | 1102/14298 | 13804/ 9.8 | 9.8 | 11.5 | 103 | 6.4 | 1591 | 16862 | WBLS-F |
| 10. WINS (N) | 1055/4.0 | 4.9 | 5.0 | 4.5 | 4.5 | 4.6 | 1075/25290 | 24682/17.9 | 19.5 | 19.6 | 80 | 4.0 | 994 | 18064 | WINS |
| 11. WNEW-F (AOR) | 946/3.6 | 3.5 | 3.3 | 4.0 | 3.5 | 3.6 | 1000/15490 | 14639/10.4 | 9.5 | 10.2 | 128 | 3.9 | 967 | 12323 | WNEW-F |
| 12. WXRK-F (AOR) | 941/3.5 | 3.5 | 2.8 | 3.7 | 3.3 | 3.4 | 1018/16971 | 15660/11.1 | 10.4 | 9.8 | 126 | 4.4 | 1093 | 14696 | WXRK-F |
| 13. WABC (T) | 916/3.5 | 2.6 | 2.4 | 2.9 | 2.9 | 2.9 | 1040/17594 | 15344/10.9 | 9.4 | 10.9 | 77 | 2.9 | 719 | 14410 | WABC |
| 14. WCBS (N) | 830/3.1 | 3.4 | 3.2 | 3.1 | 3.3 | 3.2 | 939/20230 | 17476/12.4 | 12.4 | 13.0 | 81 | 2.3 | 579 | 10590 | WCBS |
| 15. WNSR-F (AC) | 760/2.9 | 2.8 | 2.9 | 2.8 | 2.5 | 2.9 | 777/14696 | 14243/10.1 | 9.6 | 7.9 | 152 | 1.8 | 450 | 7899 | WNSR-F |
| 16. WYNY-F (C) | 673/2.5 | 3.0 | 2.7 | 1.9 | 1.6 | 2.5 | 790/11894 | 10392/ 7.4 | 7.1 | 6.6 | 132 | 2.4 | 595 | 7936 | WYNY-F |
| 17. WFAN (T) | 526/2.0 | 1.0 | 1.2 | 2.3 | 2.8 | 1.6 | 573/12013 | 10818/ 7.7 | 5.0 | 9.0 | 120 | 1.6 | 387 | 8236 | WFAN |
| 18. WADO (SP) | 520/2.0 | 1.4 | 2.4 | 1.8 | 1.6 | 1.9 | 520/ 4376 | 4371/ 3.1 | 3.5 | 2.7 | 90 | .6 | 157 | 1798 | WADO |
| 19. WLIB (B/U) | 505/1.9 | .7 | 1.1 | 1.1 | 1.3 | 1.2 | 505/ 4712 | 4677/ 3.3 | 2.8 | 3.1 | 126 | .8 | 210 | 2158 | WLIB |
| 20. WSKQ (SP) | 504/1.9 | 1.3 | 1.2 | .8 | 2.0 | 1.3 | 504/ 4192 | 4192/ 3.0 | 2.1 | 2.7 | 142 | .6 | 142 | 2224 | WSKQ |
| 21. WNEW (BB) | 416/1.6 | 1.6 | 2.0 | 1.9 | 1.8 | 1.8 | 433/ 5798 | 5279/ 3.8 | 5.7 | 5.0 | 50 | 1.1 | 286 | 4175 | WNEW |
| 22. WQXR-F (CL) | 361/1.4 | 1.4 | 1.2 | 1.5 | 1.3 | 1.4 | 375/ 6935 | 6654/ 4.7 | 4.5 | 4.5 | 79 | 1.5 | 380 | 6273 | WQXR-F |
| 23. WNCN-F (CL) | 352/1.3 | 1.6 | 1.3 | 1.4 | 1.6 | 1.4 | 383/ 6577 | 6239/ 4.4 | 4.9 | 4.6 | 108 | 1.3 | 332 | 4852 | WNCN-F |
| 24. WWRL (R/G) | 342/1.3 | 1.1 | 1.0 | .8 | .9 | 1.1 | 342/ 3030 | 3026/ 2.2 | 2.0 | 2.0 | 123 | 1.0 | 251 | 4054 | WWRL |
| 25. WNBC (AC) | 327/1.2 | 1.0 | 1.3 | 1.3 | 1.5 | 1.2 | 422/ 9277 | 7345/ 5.2 | 5.4 | 6.7 | 150 | 1.0 | 245 | 5401 | WNBC |
| 26. WPIX-F (AC) | 322/1.2 | 1.3 | 1.2 | 1.6 | 1.4 | 1.4 | 334/ 7383 | 7045/ 5.0 | 5.4 | 5.3 | 114 | 1.0 | 250 | 4375 | WPIX-F |
| 27. WALK A/F (AC) | 289/1.1 | 1.1 | .9 | 1.1 | .7 | 1.1 | 303/ 4119 | 3853/ 2.7 | 2.4 | 2.0 | 145 | .8 | 222 | 2950 | WALK A/F |
| 28. WJIT (SP) | 262/1.0 | .6 | .9 | .5 | .5 | .8 | 262/ 1931 | 1931/ 1.4 | 1.6 | 1.0 | 100 | .5 | 128 | 980 | WJIT |
| 29. WKOM (SP) | 260/1.0 | 1.2 | 1.2 | .6 | 1.2 | 1.0 | 260/ 2120 | 2120/ 1.5 | 2.2 | 2.0 | 120 | .4 | 106 | 1505 | WKOM |

12+ FM SHARE (METRO): 64.65% (15623 of 24166) (SPG 87: 63.72%)

| 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-AF | 1. WINS | 1. WPAT-AF | 1. WHTZ-F | 1. WRKS-F | 1. WBLS-F |
| 2. WQHT-F | 2. WNEW-F | 2. WCBS-F | 2. WLTW-F | 2. WLTW-F | 2. WOR | 2. WHTZ-F | 2. WLTW-F | 2. WPAT-AF | 2. WBLS-F | 2. WOR |
| 3. WRKS-F | 3. WRKS-F | 3. WNEW-F | 3. WHTZ-F | 3. WHTZ-F | 3. WINS | 3. WOR | 3. WCBS-F | 3. WABC | 3. WQHT-F | 3. WINS |
| 4. WWPR-F | 4. WXRK-F | 4. WXRK-F | 4. WNEW-F | 4. WNEW-F | 4. WABC | 4. WXRK-F | 4. WHTZ-F | 4. WRKS-F | 4. WFAN | 4. WABC |
| 5. WBLS-F | 5. WBLS-F | 5. WWPR-F | 5. WWPR-F | 5. WWPR-F | 5. WLTW-F | 5. WCBS | 5. WNEW-F | 5. WQHT-F | 5. WHTZ-F | 5. WCBS |
| 6. | 6. WWPR-F | 6. WRKS-F | 6. WXRK-F | 6. WNSR-F | 6. WCBS | 6. WPAT-AF | 6. WOR | 6. WLTW-F | 6. WABC | 6. WRKS-F |
| 7. | 7. WQHT-F | 7. WLTW-F | 7. WNSR-F | 7. WXRK-F | 7. WCBS-F | 7. WWPR-F | 7. WWPR-F | 7. WWPR-F | 7. WPAT-AF | 7. WCBS-F |
| 8. | 8. WCBS-F | 8. WBLS-F | 8. WBLS-F | 8. WBLS-F | 8. WYNY-F | 8. WRKS-F | 8. WNSR-F | 8. WCBS-F | 8. WWPR-F | 8. WHLI |
| 9. | 9. WLTW-F | 9. WQHT-F | 9. WRKS-F | 9. WRKS-F | 9. WADO | 9. WLTW-F | 9. WQHT-F | 9. WBLS-F | 9. WLTW-F | 9. WQHT-F |
| 10. | 10. WNSR-F | 10. WNSR-F | 10. WINS | 10. WYNY-F | 10. WNEW-F | 10. WNEW-F | 10. WRKS-F | 10. WNEW-F | 10. WOR | 10. WFAN |
| | | | | 11. WYNY-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. WHTZ-F | 1. WHTZ-F | 1. WBLS-F | 1. WHTZ-F | 1. WLTW-F | 1. WQHT-F | 1. WXRK-F | 1. WNEW-F | 1. WXRK-F | 1. WCBS-F |
| 2. WQHT-F | 2. WWPR-F | 2. WWPR-F | 2. WWPR-F | 2. WCBS-F | 2. WXRK-F | 2. WNEW-F | 2. WXRK-F | 2. WNEW-F | 2. WXRK-F |
| 3. WRKS-F | 3. WRKS-F | 3. WNSR-F | 3. WCBS-F | 3. WNSR-F | 3. WRKS-F | 3. WBLS-F | 3. WCBS-F | 3. WCBS-F | 3. WNEW-F |
| 4. WRKS-F | 4. WHTZ-F | 4. WHTZ-F | 4. WHTZ-F | 4. WHTZ-F | 4. WBLS-F | 4. WHTZ-F | 4. WBLS-F | 4. WBLS-F | 4. WLTW-F |
| 5. WBLS-F | 5. WQHT-F | 5. WNEW-F | 5. WRKS-F | 5. WWPR-F | 5. WHTZ-F | 5. WRKS-F | 5. WLTW-F | 5. WHTZ-F | 5. WFAN |
| 6. WNEW-F | 6. WNEW-F | 6. WRKS-F | 6. WNSR-F | 6. WBLS-F | 6. WNEW-F | 6. WQHT-F | 6. WWPR-F | 6. WQHT-F | 6. WWPR-F |
| 7. WXRK-F | 7. WNSR-F | 7. WLTW-F | 7. WBLS-F | 7. WRKS-F | 7. WWPR-F | 7. WCBS-F | 7. WHTZ-F | 7. WRKS-F | 7. WBLS-F |
| 8. WNSR-F | 8. WLTW-F | 8. WCBS-F | 8. WQHT-F | 8. WSKQ | 8. WBAB | 8. WWPR-F | 8. WRKS-F | 8. WLTW-F | 8. WHTZ-F |
| 9. WLTW-F | 9. WXRK-F | 9. WQHT-F | 9. WNEW-F | 9. WNEW-F | 9. WORE-F | 9. WLTW-F | 9. WFAN | 9. WWPR-F | 9. WYNY-F |
| 10. WKDM | 10. WCBS-F | 10. WXRK-F | 10. WXRK-F | 10. WINS | 10. WNSR-F | 10. WNSR-F | 10. WNSR-F | 10. WFAN | 10. WINS |
| | | | | WPAT A/F | | | | | WRKS-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|--------------------------------------|-----------|------------|------------|------|----------|--|
| TOP 40/CHR/CONTEMP AOR/CLASSIC | | 2928 (3) | 2928 (3) | 12.1 | 12.4 | WBAB-F 102.3 Babylon .9/2.9 |
| AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL | 337 (2) | 3801 (6) | 4138 (8) | 17.1 | 17.4 | WBLI-F 106.1 Patchogue .8/2.2 |
| | | | | | | WCTO-F 94.3 Smithtown .3/ .8 |
| | | | | | | WOHA-F 105.5 Oover .3/1.1 |
| COUNTRY | | 673 (1) | 673 (1) | 2.8 | 3.1 | WORE-F 92.7 Garden City .7/2.1 |
| BLACK/URBAN | 601 (2) | 3385 (3) | 3986 (5) | 16.5 | 16.4 | WEVO-F 97.9 New York .4/1.6 |
| BTFL MUSIC/EZ | 304 (1) | 1433 (4) | 1737 (5) | 7.2 | 8.5 | WFME-F 94.7 Newark .5/1.7 |
| NEWS/TALK | 4743 (6) | | 4743 (6) | 19.6 | 17.5 | WHLI 1100 Hempstead .5/ .9 |
| | | | | | | WHUO-F 100.7 Peekskill .4/1.0 |
| NOSTALGIA | 557 (2) | | 557 (2) | 2.3 | 2.6 | WJAZ-F 96.7 Stamford .3/1.1 |
| RELIGION/GOSPEL | 418 (2) | 136 (1) | 554 (3) | 2.3 | 2.2 | WKJY-F 98.3 Hempstead .5/1.4 |
| SPANISH | 1546 (4) | | 1546 (4) | 6.4 | 5.8 | WMCA 570 New York .8/3.3 |
| CLASSICAL | 37 (1) | 713 (2) | 750 (3) | 3.1 | 3.3 | WNJR 1430 Newark .4/1.4 |
| JAZZ/NEW AGE | | 77 (1) | 77 (1) | 0.3 | --- | WQXR 1560 New York .1/ .8 |
| UNKNOWN/OTHERS | | 99 (1) | 99 (1) | 0.4 | 0.4 | WVOJ 970 Hackensack .3/1.0 |
| | 8543 (20) | 15623 (27) | 24166 (47) | | | WENZ-F 99.9 Bridgeport .3/1.0 |

RAOIO STATIONS

AM STATIONS

| | | | | | |
|------------------------------|-------------------|-----------------------|--------------|-------------------------|------------------|
| WABC, 770, 50 KW | , TALK | ABC-I, \$235.00 | (Banner) | Cap Cities/ABC | Fred Weinhaus |
| WADJ, 1290, 5 KW (DA-1) | , HISPANIC | \$140.00 | (---) | | Herb Levin |
| WCBS, 880, 50 KW | , NEWS | CBS, \$370.00 | (CBS) | CBS | Ed Kiernan |
| WFAN, 1050, 50 KW (DA-1) | , SPORTS | ABC-0, \$175.00 | (Eastman) | Emmis to Spanish Bdcst. | Scott Maier |
| WHS, 1010, 50 KW (DA-1) | , NEWS | \$410.00 | (Group W) | Westinghouse | Warren Maurer |
| WJIT, 1480, 5 KW (DA-2) | , HISPANIC | \$ 90.00 | (Caballero) | Infinity | Frank Flores |
| WKDM, 1380, 5 KW (DA-1) | , HISPANIC | \$ 95.00 | (Katz Hisp.) | United | Jimnie Jimenez |
| WLIB, 1190, 10 KW (DAYS, OA) | , BLACK NEWS/TALK | SBN, \$ 87.00 | (Mc-Guild) | Inner City | Charles Warfield |
| WMCA, 570, 5 KW (DA-1) | , TALK | APR, MBS, \$105.00 | (Roslin) | Federal | Charles Alzamora |
| WNBC, 660, 50 KW | , AC | NBC, \$200.00 | (HNWH) | NBC to Emmis | Peg Kelly |
| WNEW, 1130, 50 KW (DA-N) | , NOSTALGIA | \$185.00 | (Katz) | Westwood One/Legacy | M. Kakoyiannis |
| WOR, 710, 50 KW (DA-1) | , TALK | US 2, ABC-E, \$315.00 | (Republic) | RKO | Bob Bruno |
| WPAT, 930, 5 KW (DA-2) | , BTFL/EZ | \$ NA | (Katz) | Park | Gene Hobicorn |
| WQXR, 1560, 50 KW (DA-2) | , CLASSICAL | \$ NA | (Mc-Guild) | NY Times | Warren Bodow |
| WSKQ, 620, 5 KW (DA-2) | , HISPANIC | \$120.00 | (SBS) | | |
| WVOJ, 970, 5 KW (DA-2) | , RELIGION | NBN, \$ 45.00 | (---) | | Joe Battaglia |
| WWRL, 1600, 5 KW (DA-2) | , GOSPEL | \$ 80.00 | (Roslin) | Unity | Vince Sanders |

FM STATIONS

| | | | | |
|---|------------------|------------|------------------------|------------------|
| WBL, 107.5, 5.4 KW @ 1241, BLACK | ABC-F, \$320.00 | (Mc-Guild) | Inner City | Charles Warfield |
| WCBS, 101.1, 4.6 KW @ 1300, OLDIES | CBS-R, \$345.00 | (CBS) | CBS | Rod Colarco |
| WEVD, 97.9, 7.6 KW @ 1220, NOSTALGIA/ETHNIC | \$ 80.00 | (Groskin) | | Tom Bird |
| WFME, 94.7, 38 KW @ 570, RELIGION | \$ NA | (---) | Family (NEWARK) | Arthur Thompson |
| WHTZ, 100.3, 7.8 KW @ 1220, CHR | \$420.00 | (Christal) | Malrite | Dean Thacker |
| WHUO, 100.7, 50 KW @ 500, BTFL/EZ | \$105.00 | (Katz) | (PEEKSKILL) | Steve Petrone |
| WLTW, 106.7, 7.6 KW @ 1220, SOFT AC | \$365.00 | (MMR) | Viacom | George Wolfson |
| WNCN, 104.3, 7.6 KW @ 1220, CLASSICAL | APR, \$165.00 | (CMBS) | GAF | Matt Field |
| WNEW, 102.7, 7.8 KW @ 1220, AOR | Source, \$305.00 | (Katz) | Metropolitan to Legacy | Rosemary Arters |
| WNSR, 105.1, 7.8 KW @ 1220, SOFT AC | \$245.00 | (Mc-Guild) | Bonneville | Mark Bench |
| WPAT, 93.1, 5.3 KW @ 1420, BTFL/EZ | \$250.00 | (Katz) | Park | Gene Hobicorn |
| WPIX, 101.9, 5.3 KW @ 1420, AC | \$180.00 | (Christal) | Tribune | Ray Gardella |
| WQHT, 103.5, 5.8 KW @ 1390, CHR/URBAN | \$255.00 | (Eastman) | Emmis to Westwood One | Stuart Layne |
| WQXR, 96.3, 7.8 KW @ 1220, CLASSICAL | \$165.00 | (Mc-Guild) | NY Times | Warren Bodow |
| WRKS, 98.7, 7.8 KW @ 1250, BLACK/URBAN | US 1, \$305.00 | (Republic) | RKO | Steve Candullo |
| WPR, 95.5, 7.2 KW @ 1335, CHR | ABC-R, \$380.00 | (Banner) | Cap Cities/ABC | Dana Horner |
| WXRK, 92.3, 5.4 KW @ 1200, CLASSIC AOR | \$300.00 | (Torbet) | Infinity | Tom Chiusaro |
| WYNY, 97.1, 7.2 KW @ 1300, COUNTRY | \$230.00 | (HNWH) | NBC to Emmis | Paul Anovik |

CALL LETTER CHANGES

WPLJ changes calls to WUPR (December)

FORMAT CHANGES

WPIX: Changes from AC to Jazz/New Age (August)

STATION SALES

WNBC: From NBC to Emmis for \$26,000,000 (E)
WYNY-F: From NBC to Emmis for \$39,000,000 (E)
WYNY-F: From Emmis to Westwood One for \$41,000,000 (E)
WFAN: From Emmis to Spanish Broadcasting for \$23,000,000 + tax cert.
WNEW: From Metropolitan to Sillerman for \$22,000,000 (E)
WNEW-F: From Metropolitan to Sillerman for \$80,000,000 (E)
WNEW: 50% sold by Sillerman to Westwood One for \$11,000,000

NORFOLK

Arbitron Rank/Pop (12+): 33/1,088,200

Stations: 26/25
 Oiaries: 1429/762:1/51.5%
 Sample Target: 1230
 % Below Line: 0.4
 % Not Listed: 8.6

1987 Revenue: \$30,400,000
 HH Inc.: \$34,450
 Retail \$: 8.2 Bil
 Pop per Station: 43,528
 #1 Biller: WNOR A/F \$4,800,000

MSA Rank/Pop: 33/1,330,000
 ADI # 43
 Average Person Ratings: 17.0
 Market TSL: 22.5 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WNOR A/F (AOR) | 203/11.0 | 9.3 | 9.2 | 12.5 | 11.2 | 10.5 | 214/2494 | 2258/20.7 | 17.4 | 21.7 | 92 | 11.1 | 245 | 2394 | WNOR A/F |
| 2. WFOG-F (EZ) | 168/ 9.1 | 10.2 | 7.5 | 8.7 | 8.1 | 8.9 | 188/1790 | 1705/15.7 | 15.1 | 14.3 | 86 | 5.5 | 122 | 1226 | WFOG-F |
| 3. WCMS A/F (C) | 150/ 8.1 | 9.7 | 9.9 | 8.1 | 11.0 | 9.0 | 189/2133 | 1704/15.7 | 15.9 | 16.2 | 110 | 11.0 | 244 | 2607 | WCMS A/F |
| 4. WNVZ-F (CHR) | 125/ 6.8 | 10.0 | 8.9 | 8.0 | 9.2 | 8.4 | 138/2248 | 2022/18.6 | 23.8 | 23.3 | 81 | 11.0 | 242 | 3766 | WNVZ-F |
| 5. WGH-F (CHR) | 122/ 6.6 | 5.9 | 6.5 | 5.0 | 4.9 | 6.0 | 134/2088 | 1822/16.7 | 17.2 | 13.9 | 55 | 6.8 | 149 | 1945 | WGH-F |
| 6. WOWI-F (B) | 117/ 6.3 | 6.6 | 6.2 | 6.3 | 6.2 | 6.4 | 142/1746 | 1412/13.0 | 14.0 | 14.3 | 90 | 10.0 | 221 | 2305 | WOWI-F |
| 7. WLTY-F (AC) | 112/ 6.1 | 4.3 | 4.5 | 4.8 | 4.6 | 4.9 | 123/1777 | 1569/14.4 | 12.3 | 10.4 | 141 | 3.9 | 85 | 1007 | WLTY-F |
| 8. WMYK-F (B/U) | 93/ 5.0 | 6.2 | 6.6 | 7.3 | 5.7 | 6.3 | 133/1716 | 1250/11.5 | 15.6 | 13.3 | 100 | 8.4 | 184 | 1913 | WMYK-F |
| WVOE-F (AC) | 93/ 5.0 | 5.1 | 6.6 | 5.8 | 5.7 | 5.6 | 103/1481 | 1342/12.3 | 14.8 | 14.4 | 144 | 4.8 | 106 | 1387 | WVOE-F |
| 10. WJQI A/F (AC) | 77/ 4.2 | 3.6 | 4.5 | 3.5 | 4.6 | 4.0 | 78/1077 | 997/ 9.2 | 9.6 | 6.9 | 150 | 3.9 | 87 | 851 | WJQI A/F |
| 11. WPCE (R/G) | 69/ 3.7 | 3.9 | 3.1 | 2.6 | 1.9 | 3.3 | 69/ 853 | 537/ 7.7 | 6.0 | 4.3 | 84 | 2.1 | 46 | 385 | WPCE |
| 12. WTAR (MOR) | 65/ 3.5 | 3.5 | 3.2 | 5.7 | 4.5 | 4.0 | 70/1235 | 1143/10.5 | 9.9 | 11.2 | 117 | 2.2 | 49 | 1053 | WTAR |
| 13. WRAP (B) | 62/ 3.4 | 2.6 | 3.5 | 4.0 | 3.8 | 3.4 | 64/1069 | 1044/ 9.2 | 9.4 | 8.8 | 74 | 4.1 | 90 | 1141 | WRAP |
| 14. WXR1-F (R/G) | 45/ 2.4 | 1.7 | 2.4 | 1.0 | 1.8 | 1.9 | 45/ 664 | 637/ 5.9 | 6.7 | 4.4 | 104 | 2.0 | 44 | 502 | WXR1-F |
| 15. WNIS (N/T) | 39/ 2.1 | 1.8 | 2.4 | 2.2 | 1.8 | 2.1 | 40/ 519 | 509/ 4.7 | 6.1 | 5.6 | 62 | 1.1 | 24 | 650 | WNIS |
| 16. WSKX-F (C) | 37/ 2.0 | 2.3 | 2.6 | 2.0 | 2.8 | 2.2 | 60/ 856 | 518/ 4.8 | 6.2 | 6.0 | 130 | 2.3 | 50 | 541 | WSKX-F |
| 17. WKEZ-F (C) | 35/ 1.9 | 2.2 | .8 | .6 | 1.0 | 1.4 | 50/ 594 | 386/ 3.5 | 1.7 | 2.0 | 58 | 1.4 | 31 | 457 | WKEZ-F |
| 18. WOFM-F (AOR) | 31/ 1.7 | 1.3 | 1.0 | .8 | .6 | 1.2 | 31/ 299 | 294/ 2.7 | 2.8 | 2.5 | 124 | 1.0 | 21 | 495 | WOFM-F |
| 19. | | | | | | | | | | | | | | | |
| 20. | | | | | | | | | | | | | | | |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 82.82% (1398 of 1688) (SPG 87: 84.15%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|-----------|------------|
| 1. WGH-F< | 1. WNOR-F>> | 1. WNOR-F>> | 1. WNOR-F+ | 1. WNOR-F+ | 1. WFOG-F | 1. WNOR-F+ | 1. WNOR-F | 1. WNOR-F+ | 1. WOWI-F | 1. WOWI-F> |
| 2. WNVZ-F> | 2. WGH-F | 2. WLTY-F | 2. WLTY-F | 2. WCMS-F+ | 2. WCMS-F+ | 2. WCMS-F+ | 2. WFOG-F | 2. WFOG-F | 2. WNOR | 2. WNOR-F |
| 3. WMYK-F | 3. WOWI-F | 3. WOWI-F | 3. WCMS-F+< | 3. WLTY-F | 3. WPCE | 3. WFOG-F | 3. WCMS-F+ | 3. WGH-F | 3. WGH-F | 3. WGH-F < |
| 4. WRAP | 4. WLTY-F | 4. WNUS-F< | 4. WWDE-F | 4. WFOG-F | 4. WJQI-F+< | 4. WNVZ-F | 4. WLTY-F | 4. WCMS-F+ | 4. WFOG-F | 4. WFOG-F> |
| 5. | 5. WNVZ-F | 5. WGH-F | 5. WJQI-F+ | 5. WWDE-F | 5. WTAR | 5. WVOE-F | 5. WGH-F | 5. WLTY-F | 5. WNVZ-F | 5. WPCE |
| 6. | 6. WMYK-F | 6. WVOE-F | 6. WFOG-F | 6. WJQI-F+< | 6. | 6. WLTY-F | 6. WWDE-F | 6. WNVZ-F | 6. WPCE < | 6. WRAP < |
| 7. | 7. WWDE-F | 7. WCMS-F+ | 7. WOWI-F | 7. | 7. | 7. | 7. WJQI-F+ | 7. WOWI-F | 7. WMYK-F | 7. WMYK-F< |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. WJQI-F |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|-------------|------------|------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|
| 1. WGH-F | 1. WGH-F< | 1. WLTY-F | 1. WLTY-F< | 1. WVOE-F< | 1. WNOR-F>> | 1. WNOR-F>> | 1. WNOR-F>> | 1. WNOR-F>> | 1. WNOR-F>> |
| 2. WNVZ-F< | 2. WLTY-F | 2. WWDE-F | 2. WWDE-F | 2. WLTY-F | 2. WGH-F> | 2. WGH-F | 2. WLTY-F< | 2. WCMS-F+ | 2. WCMS-F+ |
| 3. WOWI-F | 3. WGH-F | 3. WOWI-F | 3. WOWI-F | 3. WCMS-F+ | 3. WMYK-F | 3. WMYK-F | 3. WMYK-F< | 3. WLTY-F | 3. WFOG-F |
| 4. WNOR-F+> | 4. WNVZ-F | 4. WOWI-F | 4. WNVZ-F | 4. WFOG-F | 4. WOWI-F> | 4. WOWI-F | 4. WNVZ-F | 4. WMYK-F | 4. WLTY-F |
| 5. WLTY-F | 5. WNOR-F+ | 5. WMYK-F | 5. WGH-F | 5. WOWI-F | 5. WOFM-F< | 5. WLTY-F | 5. WOWI-F | 5. WGH-F< | 5. |
| 6. WWDE-F | 6. WWDE-F | 6. WNVZ-F< | 6. WNOR-F+< | 6. WNVZ-F | 6. WNVZ-F | 6. | 6. WWDE-F | 6. WOWI-F | 6. |
| 7. | 7. | 7. WNOR-F | 7. WJQI-F+ | 7. | 7. | 7. | 7. | 7. | 7. |
| 8. | 8. | 8. WJQI-F+ | 8. | 8. | 8. | 8. | 8. | 8. | 8. |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|---------------------|----------|-----------|-----------|------|--------|--|------|--------------|--------|
| | | | | | % | | | | |
| TOP 40/CHR/CONTEMP | 5 (1) | 247 (2) | 252 (3) | 14.9 | 15.4 | WGH | 1310 | Newport News | .3/2.2 |
| AOR/CLASSIC | 1 (1) | 233 (2) | 234 (3) | 13.9 | 13.0 | WKGM | 940 | Smithfield | .3/1.2 |
| AC/OLDIES/SOFT ROCK | 1 (1) | 281 (3) | 282 (4) | 16.7 | 15.8 | WTJZ | 1270 | Newport News | .7/2.2 |
| MOR/VARIETY/FULL | 65 (1) | | 65 (1) | 3.9 | 4.9 | WZAM | 1110 | Norfolk | .8/2.5 |
| COUNTRY | 15 (1) | 207 (3) | 222 (4) | 13.1 | 16.2 | WQSF-F | 96.5 | Williamsburg | .4/1.4 |
| BLACK/URBAN | 62 (1) | 210 (2) | 272 (3) | 16.1 | 17.1 | | | | |
| BTFL MUSIC/EZ | | 175 (2) | 175 (2) | 10.4 | 8.9 | | | | |
| NEWS/TALK | 39 (1) | | 39 (1) | 2.3 | 2.0 | | | | |
| NOSTALGIA | | | | | | | | | |
| RELIGION/GOSPEL | 102 (4) | 45 (1) | 147 (5) | 8.7 | 5.4 | | | | |
| SPANISH | | | | | | | | | |
| CLASSICAL | | | | | | | | | |
| JAZZ/NEW AGE | | | | | | | | | |
| UNKNOWN/OTHERS | | | | | 1.3 | | | | |
| | 290 (11) | 1398 (15) | 1688 (26) | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|-----------------------------|------------|----------------------|------------|-------------|----------------|
| WGH, 1310, 5 KW (DA-N) | CHR | ABC-F, \$ NA | (Banner) | Susquehanna | Sandy Goldberg |
| WNIS, 850, 5 KW/1 KW (DA-2) | NEWS/TALK | NBC, ABC-T, \$ 40.00 | (Roslin) | Sinclair | Bob 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 | (Christal) | Landmark | Dan Maxwell |

FM STATIONS

| | | | | | |
|------------------------------------|------------------|------------|------------------|--|----------------|
| WCMS, 100.5, 50 KW @ 500, COUNTRY | ABC-E, \$ 93.00 | (Katz) | | | Marjorie Crump |
| WFOG, 92.9, 50 KW @ 480, BTFL/EZ | \$ 70.00 | (MMR) | JAG | | Tom Severino |
| WGH, 97.3, 74 KW @ 415, CHR | ABC-E, \$ 50.00 | (Banner) | Susquehanna | | Sandy Goldberg |
| 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 | | Brad Eure |
| WLTY, 95.7, 40 KW @ 881, AC | \$ 69.00 | (Christal) | Landmark | | Dan Maxwell |
| WMYK, 93.7, 100 KW @ 940, URBAN | \$ 47.00 | (Eastman) | (ELIZABETH CITY) | | Paul Lucci |
| WNOR, 98.7, 50 KW @ 500, AOR | Source, \$104.00 | (Mc-Guild) | Saga | | Jack Rattigan |
| WNVZ, 104.5, 50 KW @ 480, CHR | \$ 70.00 | (Republic) | Capitol-Goodmon | | Joe Swartz |
| 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 | (Eastman) | Edens | | |
| WXRI, 105.3, 50 KW @ 500, RELIGION | \$ 37.00 | (K & P) | CBN | | Bob Johnson |

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 44/825,400
 MSA Rank/Pop: 46/995,000
 ADI # 37
 Average Person Ratings: 16.4
 Market TSL: 22.0 hours

Stations: 20/19
 Diaries: 1310/630:1/50.8%
 Sample Target: 1080
 % Below Line: 0.4
 % Not Listed: 6.3

1987 Revenue: \$21,200,000
 HH Inc.: \$31,351
 Retail \$: 8.2 Bill
 Pop per Station: 43,442
 #1 Biller: KXXY A/F \$3,800,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. KXXY-F (C) | 181/13.3 | 13.4 | 13.0 | 11.1 | 10.5 | 12.7 | 229/2459 | 1835/22.2 | 20.8 | 19.1 | 141 | 12.2 | 178 | 1733 | KXXY-F |
| 2. KJYO-F (CHR) | 172/12.7 | 12.7 | 13.4 | 16.1 | 10.1 | 13.7 | 219/2687 | 2067/25.0 | 24.8 | 22.7 | 50 | 16.2 | 236 | 2537 | KJYO-F |
| 3. KATT-F (AOR) | 135/10.0 | 8.1 | 7.6 | 12.5 | 13.7 | 9.6 | 196/2460 | 1696/20.5 | 17.7 | 21.9 | 86 | 15.4 | 224 | 2874 | KATT-F |
| 4. KPRW (B) | 98/ 7.2 | 3.2 | 3.3 | 4.5 | 4.4 | 4.6 | 101/ 518 | 467/ 5.7 | 3.8 | 4.9 | 88 | 6.1 | 88 | 911 | KPRW |
| 5. KTOK (N/T) | 88/ 6.5 | 6.2 | 7.6 | 7.4 | 7.8 | 6.9 | 94/1423 | 1235/15.0 | 19.4 | 16.8 | 62 | 5.9 | 86 | 1084 | KTOK |
| 6. KEBC-F (C) | 84/ 6.2 | 4.9 | 5.5 | 4.6 | 3.9 | 5.3 | 111/1423 | 999/12.1 | 11.1 | 12.4 | 121 | 4.3 | 63 | 1062 | KEBC-F |
| 7. KMGL-F (AC) | 79/ 5.8 | 4.4 | 4.6 | 3.2 | 3.3 | 4.5 | 96/1340 | 1054/12.8 | 11.8 | 10.0 | 128 | 4.1 | 59 | 666 | KMGL-F |
| 8. KRXO-F (AOR) | 78/ 5.8 | 6.4 | 6.7 | 2.9 | 2.3 | 5.5 | 81/1205 | 1056/12.8 | 16.2 | 7.0 | 138 | 7.6 | 111 | 1429 | KRXO-F |
| 9. KKNG-F (EZ) | 67/ 4.9 | 9.0 | 7.4 | 7.6 | 7.6 | 7.2 | 100/1532 | 1087/13.2 | 14.8 | 15.6 | 82 | 3.3 | 48 | 865 | KKNG-F |
| 10. KZBS-F (AC) | 66/ 4.9 | 4.3 | 5.7 | 6.2 | 7.7 | 5.3 | 75/1428 | 1147/13.9 | 14.7 | 17.6 | 102 | 4.0 | 58 | 1152 | KZBS-F |
| 11. KOMA (BB) | 54/ 4.0 | 4.8 | 3.3 | 3.9 | 4.2 | 4.0 | 74/1146 | 732/ 8.9 | 8.6 | 9.7 | 63 | 3.6 | 52 | 699 | KOMA |
| 12. WKY (C) | 48/ 3.5 | 3.6 | 4.8 | 3.5 | 4.0 | 3.9 | 106/1495 | 766/ 9.3 | 11.9 | 9.7 | 100 | 3.4 | 49 | 681 | WKY |
| 13. KLTE-F (AC) | 44/ 3.2 | 4.5 | 4.0 | 4.2 | 5.5 | 4.0 | 61/1324 | 922/11.2 | 12.8 | 16.8 | 134 | 2.3 | 33 | 770 | KLTE-F |

12+ FM SHARE (METRO): 73.01% (928 of 1271) (SPG 87: 73.56%)

| 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-F | 1. KXXY-F>>1. KXXY-F> | 1. KXXY-F> | 1. KXXY-F> | 1. KXXY-F> | 1. KXXY-F> | 1. KXXY-F> | 1. KXXY-F< | 1. KJYO-F> | 1. KXXY-F< |
| 2. KATT-F | 2. KJYO-F> | 2. KATT-F | 2. KATT-F | 2. KATT-F | 2. KTOK | 2. KJYO-F | 2. KJYO-F | 2. KJYO-F | 2. KATT-F>>2. KTOK > | |
| 3. KPRW-F> | 3. KXXY-F | 3. KJYO-F | 3. KRXO-F | 3. KRXO-F | 3. KKNG-F | 3. KTOK | 3. KATT-F> | 3. KATT-F> | 3. KXXY-F | 3. KJYO-F |
| 4. | 4. KPRW | 4. KMGL-F | 4. KMGL-F | 4. KEBC-F< | 4. KEBC-F | 4. KATT-F> | 4. KMGL-F | 4. KTOK | 4. KTOK | 4. KATT-F< |
| 5. | 5. KRXO-F | 5. KRXO-F | 5. KEBC-F< | 5. KMGL-F | 5. KOMA | 5. KEBC-F< | 5. KPRW | 5. KMGL-F | 5. KZBS-F | 5. KEBC-F |
| | 6. KZBS-F | 6. KMGL-F | 6. KJYO-F | | | 6. KRXO-F | KRXO-F | 6. KEBC-F | 6. KEBC-F | |
| | | | | | | | KTOK | KZBS-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. KJYO-F> | 1. KJYO-F | 1. KXXY-F> | 1. KXXY-F | 1. KXXY-F>> | 1. KATT-F>>1. KATT-F>>1. KATT-F> | 1. KATT-F> | 1. KATT-F> | 1. KATT-F> | 1. KXXY-F> |
| 2. KPRW >>2. KPRW | 2. KPRW | 2. KPRW | 2. KJYO-F | 2. KMGL-F< | 2. KJYO-F> | 2. KJYO-F | 2. KXXY-F | 2. KXXY-F | 2. KATT-F |
| 3. KATT-F> | 3. KXXY-F> | 3. KMGL-F | 3. KPRW-F | 3. KPRW-F | 3. KRXO-F | 3. KRXO-F | 3. KRXO-F> | 3. KRXO-F | 3. KRXO-F |
| 4. KXXY-F< | 4. KMGL-F | 4. KJYO-F | 4. KMGL-F | 4. KJYO-F | 4. KZBS-F | 4. KXXY-F | 4. KJYO-F | 4. KJYO-F> | 4. KEBC-F> |
| 5. KZBS-F< | 5. KZBS-F | 5. KRXO-F | 5. KZBS-F | 5. KEBC-F | 5. | 5. | 5. KZBS-F | 5. KEBC-F | 5. |
| 6. KMGL-F | 6. KATT-F | 6. KZBS-F | | 6. KLTE-F | | | | 6. KEBC-F | 6. KZBS-F |
| | | | | KZBS-F | | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|---------|----------|-----------|------|--------|
| TOP 40/CHR/CONTEMP | | 172 (1) | 172 (1) | 13.5 | 11.3 |
| AOR/CLASSIC | | 213 (2) | 213 (2) | 16.8 | 14.8 |
| AC/OLOIES/SOFT ROCK | | 189 (3) | 189 (3) | 14.9 | 22.0 |
| MOR/VARIETY/FULL | 12 (2) | | 12 (2) | 0.9 | 0.6 |
| COUNTRY | 62 (2) | 265 (2) | 327 (4) | 25.7 | 22.7 |
| BLACK/URBAN | 98 (1) | | 98 (1) | 7.7 | 4.7 |
| BTFL MUSIC/EZ | | 67 (1) | 67 (1) | 5.3 | 8.3 |
| NEWS/TALK | 88 (1) | | 88 (1) | 6.9 | 8.4 |
| NOSTALGIA | 54 (1) | | 54 (1) | 4.2 | 4.6 |
| RELIGION/GOSPEL | 20 (1) | 15 (1) | 35 (2) | 2.8 | 3.1 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | 9 (1) | 7 (1) | 16 (2) | 1.3 | |
| | 343 (9) | 928 (11) | 1271 (20) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|---------------|---------|
| KGFF | 1450 | Shawnee | .5/1.6 |
| KJIL-F | 104.9 | Bethany | 1.1/4.1 |
| KQCV | 800 | Oklahoma City | 1.5/3.1 |
| KTNT-F | 97.7 | Edmont | .5/2.0 |
| KXXY | 1340 | Oklahoma City | 1.0/2.5 |
| WWLS | 640 | Moore | .7/2.9 |
| KRMG | 740 | Tulsa | .4/1.6 |

MISCELLANEOUS COMMENTS KZBS-F changes from AC to CHR (after book)... KMGL-F sold to Renda from Guy Gannett for \$3,050,000 (Don Clark)... KOMA, KRXO-F sold from Price to Diamond for \$4,650,000 (Hepburn)... KEBC-F from Van Wagner to Independence for \$3,900,000 (Americom)...

RADIO STATIONS

| | | | | | |
|--|-----------|---------------------|------------|---------------|---------------|
| KOMA, 1520, 50 KW (DA-N) | NOSTALGIA | NBC,\$ 37.00 | (Durpetti) | Diamond | Jane Bartsch |
| KPRW, 1140, 1 KW (DAYS) | BLACK | SBN,\$ 26.00 | (Banner) | Surrey | Tricia York |
| KQCV, 800, 250 W (DAYS) | RELIGION | \$ 17.00 | (---) | Bott | Richard Bott |
| KTOK, 1000, 5 KW (DA-2) | NEWS/TALK | ABC-I,\$ 59.00 | (Banner) | Clear Channel | J. Butler |
| WKY, 930, 5 KW (DA-N) | COUNTRY | ABC-E,\$ 38.00 | (Christal) | Gaylord | Jim Fisher |
| KATT-F, 100.5, 100 KW @ 1200, AOR | | Source,\$ 70.00 | (Banner) | Surrey | Tricia York |
| KEBC-F, 94.7, 100 KW @ 550, COUNTRY | | CBS,\$ 39.00 | (Eastman) | Van Wagner | Jim Grisham |
| KJIL-F, 104.9, 3 KW @ 300, RELIGION | | UPI,\$ 20.00 | (---) | Swaggert | Tony Caverner |
| KJYO-F, 102.7, 100 KW @ 1003, CHR | | \$ 55.00 | (HNWH) | Clear Channel | Jim Smith |
| KKNG-F, 92.5, 98 KW @ 900, BTFL/EZ | | \$ 51.00 | (Christal) | New City | Bill Hurley |
| KLTE-F, 101.9, 100 KW @ 475, AC | | \$ 43.00 | (Katz) | Mel Wheeler | Len Wheeler |
| KMGL-F, 104.1, 100 KW @ 1425, SOFT AC | | US 1,Trans,\$ 40.00 | (Katz) | Renda | Cliff Walton |
| KRXO-F, 107.7, 100 KW @ 1027, CLASSIC ROCK | | \$ 47.00 | (Durpetti) | Diamond | Jane Bartsch |
| KXXY-F, 96.1, 100 KW @ 1167, COUNTRY | | MBS,\$ 90.00 | (Mc-Guild) | New Market | Tom Kennedy |
| KZBS-F, 98.9, 100 KW @ 1108, CHR | | APR,\$ 56.00 | (Katz) | | Bill Lacy |

OMAHA

Arbitron Rank/Pop (12+): 69/502,500

Stations: 17/14
 Oiaries: 884/568:1/55.7%
 Sample Target: 870
 % Below Line: 2.1
 % Not Listed: 6.6

1987 Revenue: \$17,300,000
 HH Inc.: \$36,712
 Retail \$: 4.4 Bil
 Pop per Station: 35,893
 #1 Biller: KFAB \$5,000,000

MSA Rank/Pop: 78/620,000

AOI # 70

Average Person Ratings: 17.3

Market TSL: 23.0 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KEZO A/F (AOR) | 154/17.7 | 15.4 | 14.7 | 14.7 | 14.1 | 15.6 | 193/1953 | 1373/27.3 | 26.4 | 21.4 | 101 | 20.8 | 173 | 1511 | KEZO A/F |
| 2. KFAB (MOR) | 140/16.1 | 17.0 | 22.3 | 20.4 | 20.5 | 19.0 | 240/2923 | 1497/29.8 | 38.5 | 35.4 | 64 | 17.8 | 148 | 1452 | KFAB |
| 3. KGOR-F (CHR) | 103/11.9 | 10.8 | 9.1 | 11.2 | 11.2 | 10.8 | 163/2171 | 1391/27.7 | 25.9 | 27.7 | 83 | 10.0 | 83 | 1324 | KGOR-F |
| 4. KQKQ-F (CHR) | 90/10.4 | 12.1 | 10.4 | 9.1 | 10.9 | 10.5 | 102/1721 | 1468/29.2 | 29.8 | 28.6 | 95 | 12.7 | 105 | 1473 | KQKQ-F |
| 5. WOW-F (C) | 65/ 7.5 | 6.1 | 7.0 | 7.9 | 5.4 | 7.1 | 85/1002 | 718/14.3 | 12.0 | 13.8 | 140 | 4.5 | 37 | 742 | WOW-F |
| 6. KESY-F (EZ) | 63/ 7.2 | 8.0 | 9.7 | 8.2 | 6.7 | 8.3 | 74/ 921 | 723/14.4 | 15.6 | 14.6 | 74 | 4.1 | 34 | 552 | KESY-F |
| 7. KEFM-F (AC) | 47/ 5.4 | 7.8 | 6.4 | 6.8 | 8.7 | 6.6 | 59/ 941 | 684/13.6 | 18.1 | 17.8 | 152 | 5.4 | 45 | 737 | KEFM-F |
| 8. KOIL (O) | 41/ 4.7 | 4.8 | 3.0 | 4.4 | 4.6 | 4.2 | 57/ 839 | 603/12.0 | 8.6 | 13.0 | 157 | 4.5 | 37 | 617 | KOIL |
| 9. WOW (C) | 37/ 4.3 | 4.4 | 6.5 | 5.3 | 4.5 | 5.1 | 101/1334 | 534/10.6 | 12.2 | 12.9 | 88 | 3.7 | 31 | 490 | WOW |
| 10. KOMJ-F (AC) | 30/ 3.5 | --- | --- | --- | --- | .9 | 40/ 500 | 379/ 7.5 | --- | --- | 146 | .1 | 1 | 97 | KOMJ-F |
| 11. KKAR (N/T) | 14/ 1.6 | .9 | .8 | .6 | .5 | 1.0 | 15/ 276 | 233/ 4.6 | 4.3 | 3.1 | 69 | 1.2 | 10 | 207 | KKAR |

12+ FM SHARE (METRO): 69.83% (567 of 812) (SPG 87: 64.21%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MIO | 12+ PMO | 12+ EVE | OVERNIGHT |
|--|---|--|---|--|-----------------------------|---------------------|--------------------|---------------------|-----------|-----------|
| 1. KGOR-F>>>1. KEZO-F>>>1. KEZO-F>>>1. KEZO-F>>1. KEZO-F>>1. KFAB >>1. KFAB >>1. KEZO-F>>1. KEZO-F>>1. KFAB > 1. KFAB >> | 2. KQKQ-F>>2. KQKQ-F> 2. KQKQ-F 2. KGOR-F 2. WOW-F< 2. KESY-F 2. KEZO-F 2. KFAB 2. KGOR-F 2. KEZO-F+> 2. KESY-F | 3. KEZO-F+>3. KGOR-F 3. KGOR-F KQKQ-F 3. KFAB 3. WOW-F 3. KGOR-F 3. KGOR-F< 3. KGOR-F< 3. KEZO-F | 4. 4. KEFM-F 4. KEFM-F 4. KFAB 4. KGOR-F 4. WOW 4. KQKQ-F 4. KESY-F 4. KFAB 4. KQKQ-F> 4. WOW-F | 5. 5. 5. WOW-F 5. WOW-F 5. KQKQ-F 5. 5. WOW-F 6. KQKQ-F 5. WOW-F 5. KESY-F 5. KKAR | 6. KEFM-F 6. KEFM-F 7. KOIL | 6. KEFM-F 6. KEFM-F | 6. WOW-F 6. KESY-F | 6. KESY-F 6. KEFM-F | 6. KEFM-F | 6. 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. KEZO-F+> 1. KEZO-F+< 1. KQKQ-F 1. KQKQ-F< 1. KQKQ-F | 2. KGOR-F 2. KQKQ-F 2. KEFM-F 2. KEZO-F+< 2. KGOR-F< | 3. KQKQ-F 3. KGOR-F 3. KEFM-F 3. KGOR-F> 3. KEFM-F | 4. 4. KEFM-F> 4. KGOR-F 4. KEFM-F 4. KEFM-F 4. KFAB | 5. 5. 5. KFAB 5. KEZO-F+ | 1. KEZO-F+>>1. KEZO-F+>>1. KEZO-F+>>1. KEZO-F+>>1. KEZO-F+>> | 2. KQKQ-F> 2. KQKQ-F 2. KQKQ-F 2. WOW-F 2. WOW-F | 3. 3. WOW-F 3. KQKQ-F 3. KQKQ-F 3. KFAB | 4. 4. KGOR-F 4. KOIL < 4. KGOR-F 4. KOIL | 5. 5. KGOR-F 5. KGOR-F 5. KGOR-F 5. KGOR-F 5. KQKQ-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % |
|-----------------------|---------|----------|----------|------|--------|------|
| TOP 40/CHR/CONTEMP | | 193 (2) | 193 (2) | 23.8 | | 24.3 |
| AOR/CLASSIC | 6 (1) | 160 (3) | 166 (4) | 20.4 | | 14.9 |
| AC/OLDIES/SOFT ROCK | 41 (1) | 77 (2) | 118 (3) | 14.5 | | 15.8 |
| MOR/VARIETY/FULL | 145 (2) | | 145 (2) | 17.9 | | 22.9 |
| COUNTRY | 37 (1) | 65 (1) | 102 (2) | 12.6 | | 10.9 |
| BLACK/URBAN | | 9 (1) | 9 (1) | 1.1 | | 1.7 |
| BTFMUSIC/EZ | 2 (1) | 63 (1) | 65 (2) | 8.0 | | 7.5 |
| NEWS/TALK | 14 (1) | | 14 (1) | 1.7 | | 1.2 |
| NOSTALGIA | | | | | | |
| RELIGION/GOSPEL | | | | | 0.8 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 245 (7) | 567 (10) | 812 (17) | | | |

RADIO STATIONS

| | | | | |
|---------------------------------------|-------------|--------------------|------------|----------------|
| KCRO, 660, 1 KW | , RELIGION | , \$ 12.00 | (---) | Paul Rehm |
| KFAB, 1110, 50 KW (OA-N) | , MOR | NBC, \$106.00 | (Christal) | Ken Headrick |
| KKAR, 1180, 5 KW/1 KW (OA-2) | , NEWS/TALK | MBS, CBS, \$ 20.00 | (Eastman) | Steve Brown |
| KOIL, 1290, 5 KW (OA-N) | , OLDIES | US 2, \$ 27.00 | (Torbet) | |
| WOW, 590, 5 KW | , COUNTRY | ABC-I, \$ 40.00 | (Torbet) | Ken Fearnow |
| KEFM-F, 96.1, 100 KW @ 1442, SOFT AC | | , \$ 42.00 | (Mc-Guild) | John Webster |
| KESY-F, 104.5, 100 KW @ 1085, BTFM/EZ | | , \$ 40.00 | (Mc-Guild) | Gary Downs |
| KEZO-F, 92.3, 100 KW @ 1210, AOR | | , \$ 62.00 | (Katz) | Jeff Crabtree |
| KGOR-F, 99.9, 115 KW @ 1227, CHR | | Source, \$ 55.00 | (Christal) | Ken Headrick |
| KQKQ-F, 98.5, 100 KW @ 1099, CHR | | ABC-F, \$ 57.00 | (Eastman) | Ralph Beaudin |
| WOW-F, 94.1, 100 KW @ 510, COUNTRY | | ABC-E, \$ 45.00 | (Torbet) | Ken Fearnow |
| KOMJ-F, 103.7, 100 KW @ 440, AC | | , \$ NA | (---) | (ATLANTIC, IA) |

ORLANDO

Arbitron Rank/Pop (12+): 49/768,100
 MSA Rank/Pop: 55/925,000
 ADI # 27
 Average Person Ratings: 16.6
 Market TSL: 22.0 hours

Stations: 22/20
 Diaries: 1081/711:1/54.6%
 Sample Target: 1010
 % Below Line: 2.6
 % Not Listed: 6.6

1987 Revenue: \$38,000,000
 HH Inc.: \$31,813
 Retail \$: 7.3 Bill
 Pop per Station: 38,405
 #1 Biller: WWKA-F \$5,100,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WWKA-F (C) | 129/10.0 | 13.4 | 12.1 | 9.3 | 12.8 | 11.2 | 280/3062 | 1427/18.5 | 18.1 | 19.6 | 102 | 8.2 | 115 | 1283 | WWKA-F |
| 2. WSTF-F (AC) | 125/ 9.7 | 8.7 | 9.8 | 5.7 | 5.8 | 8.5 | 200/2800 | 1515/19.6 | 17.9 | 16.8 | 127 | 9.4 | 131 | 1472 | WSTF-F |
| 3. WOBO (MOR) | 103/ 8.0 | 6.1 | 5.5 | 6.7 | 7.1 | 6.6 | 115/1410 | 1221/15.8 | 12.9 | 14.0 | 53 | 5.2 | 73 | 1015 | WOBO |
| 4. WOCL-F (O) | 101/ 7.9 | 4.0 | 3.5 | 4.4 | 4.7 | 5.0 | 231/2390 | 1233/15.9 | 9.1 | 11.6 | 163 | 9.5 | 133 | 1298 | WOCL-F |
| 5. WDIZ-F (AOR) | 95/ 7.4 | 7.0 | 6.8 | 6.3 | 5.1 | 6.9 | 173/2302 | 1180/15.3 | 13.9 | 13.7 | 104 | 8.7 | 121 | 1453 | WDIZ-F |
| 6. WSSP-F (EZ) | 91/ 7.1 | 9.1 | 8.2 | 12.2 | 11.7 | 9.2 | 225/2719 | 1208/15.6 | 16.1 | 20.1 | 75 | 5.4 | 76 | 982 | WSSP-F |
| 7. WJHM-F (B/U) | 90/ 7.0 | 3.0 | 3.1 | 2.8 | 2.7 | 4.0 | 197/1929 | 925/12.0 | 7.8 | 7.6 | 104 | 7.5 | 105 | 983 | WJHM-F |
| 8. WBJW A/F (CHR) | 87/ 6.7 | 8.9 | 10.4 | 10.3 | 9.8 | 9.1 | 215/3767 | 1710/22.1 | 25.4 | 29.1 | 84 | 10.8 | 151 | 2000 | WBJW A/F |
| 9. WCAT-F (CHR) | 60/ 4.7 | 5.9 | 5.2 | 7.5 | 8.2 | 5.8 | 135/2339 | 1187/15.4 | 16.9 | 24.1 | 38 | 7.0 | 97 | 1618 | WCAT-F |
| 10. WJYO-F (AC) | 55/ 4.3 | 4.9 | 6.1 | 7.6 | 5.8 | 5.7 | 108/1608 | 840/10.9 | 13.9 | 13.5 | 123 | 4.2 | 58 | 639 | WJYO-F |
| 11. WHTQ-F (AOR) | 52/ 4.0 | 4.0 | 3.7 | 4.7 | 3.7 | 4.1 | 111/1575 | 755/ 9.8 | 10.5 | 9.3 | 93 | 3.8 | 53 | 877 | WHTQ-F |
| 12. WXXO (R/G) | 45/ 3.5 | .6 | .4 | .5 | .4 | 1.3 | 45/ 354 | 354/ 4.6 | 2.3 | 2.7 | 120 | .4 | 5 | 96 | WXXO |
| 13. WNNZ (N/T) | 42/ 3.3 | 4.3 | 3.9 | 3.7 | 4.7 | 3.8 | 51/ 884 | 706/ 9.1 | 9.9 | 9.0 | 76 | 3.1 | 43 | 557 | WNNZ |
| 14. WORL (B) | 23/ 1.8 | 3.6 | 5.2 | 4.8 | 3.6 | 3.9 | 23/ 438 | 438/ 5.7 | 7.6 | 8.6 | 72 | 2.2 | 31 | 538 | WORL |
| 15. WPRD (BB) | 23/ 1.8 | .4 | .8 | --- | --- | .8 | 32/ 383 | 293/ 3.8 | 2.0 | --- | 117 | .8 | 11 | 244 | WPRD |
| 16. WLOQ-F (J) | 21/ 1.6 | 3.2 | 3.2 | 2.8 | 3.0 | 2.2 | 26/ 466 | 415/ 5.4 | 7.2 | 6.6 | 194 | 4.9 | 68 | 975 | WLOQ-F |
| 17. WWLV-F (EZ) | 21/ 1.6 | 2.7 | 2.4 | .6 | .6 | 1.8 | 115/1344 | 405/ 5.2 | 4.9 | 2.1 | 44 | 1.1 | 15 | 202 | WWLV-F |

12+ FM SHARE (METRO): 78.00% (936 of 1200) (SPG 87: 80.97%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMO | 12+ EVE | OVERNIGHT |
|-------------|------------|------------|------------|------------|-----------|-------------|-----------|------------|------------|-----------|
| 1. WBJW-F+ | 1. WDIZ-F | 1. WSTF-F | 1. WOCL-F | 1. WOCL-F | 1. WOBO | < 1. WWKA-F | 1. WSTF-F | 1. WSTF-F | 1. WJHM-F | > 1. WOBO |
| 2. WJHM-F | 2. WSTF-F | 2. WOCL-F | 2. WSTF-F | 2. WSTF-F | 2. WWKA-F | 2. WSTF-F | 2. WWKA-F | 2. WWKA-F | 2. WOBO | 2. WSSP-F |
| 3. WLAT-F>> | 3. WJHM-F | 3. WDIZ-F | 3. WOIZ-F | 3. WWKA-F | 3. WSSP-F | 3. WOBO | 3. WOCL-F | 3. WOIZ-F | 3. WBJW-F+ | 3. WWKA-F |
| 4. | 4. WHTQ-F | 4. WWKA-F | 4. WWKA-F | 4. WDIZ-F | 4. WOCL-F | 4. WBJW-F+ | 4. WSSP-F | 4. WOCL-F | 4. WOIZ-F | 4. WJHM-F |
| 5. | 5. WBJW-F+ | 5. WJHM-F | 5. WJHM-F | 5. WJHM-F | 5. WSTF-F | 5. WOCL-F | 5. WOIZ-F | 5. WBJW-F+ | 5. WCAT-F | 5. WTLN-F |
| | | 6. WBJW-F+ | 6. WBJW-F+ | 6. WBJW-F+ | | 6. WDIZ-F | 6. WOBO | 6. WJHM-F | 6. WSSP-F | 6. WNNZ-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. WSTF-F | 1. WSTF-F>> | 1. WSTF-F>> | 1. WSTF-F> | 1. WSTF-F> | 1. WDIZ-F>> | 1. WOIZ-F>> | 1. WDIZ-F> | 1. WDIZ-F | 1. WOCL-F |
| 2. WCAT-F | 2. WOIZ-F | 2. WJHM-F | 2. WOCL-F | 2. WOCL-F | 2. WHTQ-F | 2. WJHM-F | 2. WJHM-F> | 2. WOCL-F> | 2. WDIZ-F |
| 3. WOIZ-F | 3. WBJW-F+ | 3. WBJW-F | 3. WWKA-F | 3. WWKA-F | 3. WBJW-F+ | 3. WHTQ-F | 3. WOCL-F< | 3. WSTF-F | 3. WWKA-F |
| 4. WBJW-F< | 4. WCAT-F | 4. WDIZ-F | 4. WBJW-F< | 4. WJYO-F | 4. WCAT-F | 4. WOCL-F | 4. WHTQ-F< | 4. WJHM-F | 4. WSTF-F |
| 5. WHTQ-F | 5. WJHM-F | 5. WOCL-F< | 5. WJHM-F | 5. WJHM-F | 5. WJHM-F | 5. WBJW-F+ | 5. WSTF-F< | 5. WWKA-F | 5. WJHM-F |
| | 6. WWKA-F | 6. WWKA-F | 6. WJYO-F | | | 6. WWKA-F | 6. WHTQ-F | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|------------------------|---------|---------|---------|------|--------|
| TOP 40/CHR/CONTEMP | 16 (1) | 131 (2) | 147 (3) | 12.3 | 21.7 |
| AOR/CLASSIC | | 147 (2) | 147 (2) | 12.3 | 12.5 |
| AC/OLDIES/SOFT ROCK | | 281 (3) | 281 (3) | 23.4 | 17.6 |
| MOR/VARIETY/FULL | 103 (1) | | 103 (1) | 8.6 | 7.7 |
| COUNTRY | | 129 (1) | 129 (1) | 10.8 | 14.7 |
| BLACK/URBAN | 23 (1) | 90 (1) | 113 (2) | 9.4 | 4.3 |
| BTFMUSIC/EZ | | 124 (3) | 124 (3) | 10.3 | 13.3 |
| NEWS/TALK | 42 (1) | | 42 (1) | 3.5 | 5.0 |
| NOSTALGIA | 23 (1) | | 23 (1) | 1.9 | |
| RELIGION/GOSPEL | 46 (2) | 13 (1) | 59 (3) | 4.9 | 0.5 |
| SPANISH | | | | | 1.2 |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECCLECTIC | | 21 (1) | 21 (1) | 1.8 | 3.2 |
| UNKNOWN/OTHERS | 11 (1) | | 11 (1) | .9 | 0.5 |

264 (8) 936 (14) 1200 (22)

RADIO STATIONS

| | | | | | |
|---------------------------------------|-----------|-------------------|------------|-----------------|----------------------------|
| WOBO, 580, 5 KW (DA-N) | MOR | ABC-I, \$ 64.00 | (Katz) | New City | Bob Longwell |
| WHD0, 990, 50 KW/5 KW (DA-2) | COUNTRY | \$ 24.00 | (Eastman) | TK | Bill Parke |
| WONQ, 1140, 4 KW (DAYS) | HISPANIC | \$ 15.00 | (Lotus) | | George Arroyo |
| WORL, 1270, 5 KW (DA-N) | BLACK | CBS-R, \$ 33.00 | (HNWH) | | |
| WPRD, 1440, 5 KW/1 KW (DA-N) | NOSTALGIA | Trans, \$ 12.00 | (--- | | Al Chubb |
| WNNZ, 740, 5 KW/1 KW (DA-N) | NEWS/TALK | MBS,NBC, \$ 50.00 | (Christal) | Guy Gannett | Bob Clarke |
| WBJW-F, 105.1, 100 KW @ 1310, CHR | | \$114.00 | (Banner) | Nationwide | Rick Weinkauf |
| WCAT-F, 106.7, 100 KW @ 875, CHR | | \$ 78.00 | (Ourpetti) | Southern Starr | Ricki Black |
| WOIZ-F, 100.3, 100 KW @ 890, AOR | | ABC-R, \$ 85.00 | (MRR) | Shamrock-Lynett | George Duffy |
| WHTQ-F, 96.5, 100 KW @ 1609, AOR | | \$ 58.00 | (Eastman) | TK | Bill Parke |
| WJYO-F, 107.7, 100 KW @ 1613, SOFT AC | | \$ 80.00 | (Mc-Guild) | Metroplex | Peter Ferrara |
| WLOQ-F, 103.1, 3 KW @ 300, JAZZ | | \$ 44.00 | (Banner) | | John Gross |
| WWKA-F, 92.3, 100 KW @ 1341, COUNTRY | | \$120.00 | (Katz) | New City | Bob Longwell |
| WOCL-F, 105.9, 100 KW @ 1650, OLDIES | | APR, \$ 52.00 | (Christal) | American | (DE LAND) George Toulas |
| WJHM-F, 101.9, 28 KW @ 1650, URBAN | | \$ 40.00 | (CBS) | Beasley | (DAYTONA BEACH) |
| WSSP-F, 104.1, 100 KW @ 1609, BTFM/EZ | | \$ 77.00 | (Christal) | Guy Gannett | (COCOA BEACH) Bob Clarke |
| WSTF-F, 101.1, 100 KW @ 1598, AC | | \$ 90.00 | (Republic) | Capitol-Goodmon | (COCOA BEACH) Don Peterson |

OXNARD - VENTURA

Arbitron Rank/Pop (12+): 107/326,500
 MSA Rank/Pop: 77/624,600
 Los Angeles ADI
 Average Person Ratings: 16.6
 Market TSL: 22.3 hours

Stations: 31/11
 Diaries: 683/478:1/48.9%
 Sample Target: 700
 % Below Line: 41.8
 % Not Listed: 9.4

1987 Revenue: \$7,000,000
 HH Inc.: \$44,448
 Retail \$: 3.9 Bil
 Pop per Station: 29,682
 #1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KCAQ-F (CHR) | 46/8.5 | --- | 5.7 | --- | 5.8 | --- | 65/1077 | 737/22.6 | --- | 18.6 | 56 | | | KCAQ-F |
| 2. KOXR (SP) | 38/7.0 | --- | 6.7 | --- | 4.2 | --- | 38/ 273 | 273/ 8.4 | --- | 9.0 | 110 | | | KOXR |
| 3. KLOS-F (AOR) | 35/6.5 | --- | 4.5 | --- | 4.2 | --- | 58/ 767 | 415/12.7 | --- | 11.5 | 98 | | | KLOS-F |
| 4. KHAY-F (C) | 32/5.9 | --- | 5.7 | --- | 7.3 | --- | 53/ 587 | 385/11.8 | --- | 13.0 | 119 | | | KHAY-F |
| 5. KBBY-F (AC) | 29/5.4 | --- | 5.7 | --- | 7.2 | --- | 33/ 532 | 448/13.7 | --- | 14.6 | 154 | | | KBBY-F |
| 6. KMYX-F (J/CHR) | 28/5.2 | --- | 5.7 | --- | 4.5 | --- | 28/ 408 | 402/12.3 | --- | 12.8 | 62 | | | KMYX-F |
| 7. KZTR-F (AC) | 26/4.8 | --- | 2.4 | --- | 2.1 | --- | 37/ 411 | 316/ 9.7 | --- | 6.7 | 140 | | | KZTR-F |
| 8. KVEN (T) | 20/3.7 | --- | 3.7 | --- | 3.8 | --- | 21/ 414 | 371/11.4 | --- | 9.9 | 103 | | | KVEN |
| 9. KTYD-F (AOR) | 19/3.5 | --- | 2.7 | --- | 2.8 | --- | 53/ 966 | 325/10.0 | --- | 5.8 | 91 | | | KTYD-F |
| 10. KRUZ-F (EZ) | 18/3.3 | --- | 5.1 | --- | 5.2 | --- | 63/ 721 | 240/ 7.4 | --- | 8.6 | 67 | | | KRUZ-F |
| KIIS-F (CHR) | 18/3.3 | --- | 2.7 | --- | 3.1 | --- | 42/ 750 | 329/10.1 | --- | 9.3 | 106 | | | KIIS-F |
| KBIG-F (AC) | 18/3.3 | --- | 2.7 | --- | 3.8 | --- | 42/ 503 | 212/ 6.5 | --- | 7.6 | 88 | | | KBIG-F |

12+ FM SHARE (METRO): 73.67% (361 of 490) (SPG 87: 71.49%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|---------------------|-----------|
| 1. KCAQ-F>>>1. KLOS-F> | 1. KLOS-F | 1. KBBY-F | 1. KBBY-F | 1. KBBY-F | 1. KHAY-F | 1. KOXR | 1. KOXR | 1. KCAQ-F> | 1. KCAQ-F>>>1. KOXR | 1. KOXR |
| 2. KMYX-F>>>2. KCAQ-F | 2. KBBY-F | 2. KOXR | 2. KOXR | 2. KOXR | 2. KOXR | 2. KLOS-F | 2. KBBY-F | 2. KZTR-F< | 2. KMYX-F | 2. KMYX-F |
| 3. 3. KBBY-F | 3. KCAQ-F | KZTR-F | 3. KHAY-F | 3. KVEN | 3. KHAY-F | 3. KHAY-F | 3. KCAQ-F | 3. KOXR | 3. KOXR | 3. KOXR |
| 4. KMYX-F | 4. KZTR-F | 4. KLOS-F | 4. KZTR-F | 4. KZTR-F | 4. KZTR-F | 4. KCAQ-F | 4. KZTR-F | 4. KBBY-F | 4. KVEN | 4. KVEN |
| 5. KTYD-F | 5. KOXR | 5. KHAY-F | 5. KLOS-F | 5. KLOS-F | 5. KLOS-F | 5. KMYX-F | 5. KHAY-F | 5. KHAY-F | 5. KLOS-F | 5. KLOS-F |
| | | 6. KCAQ-F | | | | 6. KBBY-F< | 6. KBIG-F | 6. KLOS-F | | |
| | | | | | | 7. KVEN | 7. KTYD-F | 7. KMYX-F | | |
| | | | | | | 8. KNX | 8. KRUZ-F | 8. KTYD-F | | |
| | | | | | | | | 9. KVEN | | |

| 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. KCAQ-F | 1. KCAQ-F | 1. KCAQ-F | 1. KBBY-F | 1. KBBY-F | 1. KLOS-F> | 1. KLOS-F>>>1. KLOS-F> | 1. KLOS-F> | 1. KLOS-F | 1. KZTR-F |
| 2. KLOS-F | 2. KLOS-F | 2. KBBY-F | 2. KCAQ-F | 2. KOXR | 2. KCAQ-F | 2. KZTR-F | 2. KZTR-F | 2. KZTR-F> | 2. KLOS-F |
| KTYD-F> | 3. KBBY-F | KOXR | 3. KOXR | 3. KCAQ-F | 3. KMYX-F | 3. KCAQ-F | 3. KBBY-F | 3. KBBY-F | 3. KHAY-F |
| 4. KTRO > | KOXR | 4. KLOS-F | 4. KLOS-F | 4. KHAY-F | KTRO > | 4. KMYX-F | 4. KTYD-F | 4. KHAY-F | 4. KBBY-F |
| 5. | 5. | 5. | 5. KBIG-F | 5. KBIG-F | 5. | 5. KTOY-F | 5. KTWV-F | 5. | 5. KOXR |
| | | | | | | | | | KVEN |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|---------|----------|----------|------|----------|
| TOP 40/CHR/CONTEMP | | 67 (3) | 67 (3) | 13.7 | 10.9 |
| AOR/CLASSIC | | 65 (4) | 65 (4) | 13.3 | 10.9 |
| AC/OLDIES/SOFT ROCK | 3 (1) | 97 (6) | 100 (7) | 20.4 | 21.0 |
| MOR/VARIETY/FULL | | | | | |
| COUNTRY | | 32 (1) | 32 (1) | 6.5 | 6.1 |
| BLACK/URBAN | | 35 (2) | 35 (2) | 7.1 | 9.4 |
| BTFL MUSIC/EZ | | 22 (2) | 22 (2) | 4.5 | 6.5 |
| NEWS/TALK | 52 (4) | | 52 (4) | 10.6 | 10.1 |
| NOSTALGIA | 16 (1) | | 16 (1) | 3.3 | 2.1 |
| RELIGION/GOSPEL | | 13 (1) | 13 (1) | 2.7 | 1.5 |
| SPANISH | 58 (3) | | 58 (3) | 11.8 | 15.3 |
| CLASSICAL | | 7 (1) | 7 (1) | 1.4 | 0.4 |
| JAZZ/NEW AGE/ECLECTIC | | 10 (1) | 10 (1) | 2.0 | 3.6 |
| UNKNOWN/OTHERS | | 13 (1) | 13 (1) | 2.7 | 2.3 |
| | 129 (9) | 361 (22) | 490 (31) | | |

RADIO STATIONS

| | | | | |
|--|-----------|-----------------------------------|---------------------------|----------------|
| KOGO, 1590, 5 KW (DA-1) | NOSTALGIA | ,\$ 13.00 (Katz) | Woods | Jack Woods |
| KOXR, 910, 5 KW/1 KW (DA-2) | HISPANIC | ,\$ 24.00 (Lotus) | Lotus | George Bradley |
| KTRO, 1520, 10 KW/1 KW (DA-2) | HISPANIC | ,\$ 22.00 (Caballero) | | B. Young |
| KVEN, 1450, 1 KW | TALK | NBC-T,ABC-E,\$ 21.00 (Radio Time) | | |
| KBBY-F, 95.1, 28 KW @ 315, AC | | ,\$ 30.00 (Katz) | Woods | Jack Woods |
| KCAQ-F, 104.7, 3 KW @ 1580, CHR | | ,\$ 37.00 (Mc-Guild) | | Harold Frank |
| KDAR-F, 98.3, 3 KW @ 240, RELIGION | | ,\$ 14.00 (---) | | Bob Dunker |
| KHAY-F, 100.7, 39 KW @ 1210, COUNTRY | | ,\$ 27.00 (Radio Time) | | David Loe |
| KIEZ-F, 96.7, 3 KW @ ??, ?? | | MBS,\$ 18.00 (---) | | |
| KMYX-F, 105.5, 115 W @ 1260, URBAN/CHR | | ,\$ 25.00 (K & P) | | Mike Thomas |
| KZTR-F, 95.9, 430 W @ 1320, AC | | ,\$ 17.00 (HNWH) | | Steve Iker |
| KRUZ-F, 103.3, 105 KW @ 2980, BTFL/EZ | | ,\$ 50.00 (Katz) | Schuele (SANTA BARBARA) | Carl Schuele |
| KTYD-F, 99.9, 34 KW @ 1278, AOR | | ,\$ 35.00 (Mc-Guild) | Home News (SANTA BARBARA) | Andrew Reimer |

Other ranked stations - See Los Angeles

MISCELLANEOUS COMMENTS KCAQ-F, KTRO: 70% sold for \$4,500,000...

PENSACOLA

Arbitron Rank/Pop (12+): 125/284,400

Stations: 14/10
Diaries: 756/376:1/55.0%
Sample Target: 640
% Below Line: 25.7
% Not Listed: 10.0

1987 Revenue: \$8,000,000
HH Inc.: \$30,324
Retail \$: 2.0 Bil
Pop per Station: 28,440
#1 Biller: WOWW-F \$1,700,000

MSA Rank/Pop: 137/347,000
Mobile ADI
Average Person Ratings: 15.8
Market TSL: 21.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WOWW-F (C) | 57/12.7 | 12.0 | 10.5 | --- | 8.6 | ---- | 70/661 | 512/18.0 | 21.6 | 19.6 | 108 | | | WOWW-F |
| 2. WBLZ-F (B) | 59/11.2 | 10.4 | 11.7 | --- | 7.1 | ---- | 90/735 | 438/15.4 | 14.4 | 16.7 | 108 | | | WBLX-F |
| 3. WMEZ-F (EZ) | 39/ 9.7 | 8.4 | 10.9 | --- | 10.2 | ---- | 66/768 | 478/16.8 | 14.3 | 19.2 | 80 | | | WMEZ-F |
| WTKX-F (AOR) | 39/ 8.7 | 9.1 | 3.8 | --- | 5.8 | ---- | 75/719 | 406/14.3 | 15.3 | 16.0 | 90 | | | WTKX-F |
| 5. WCOA (MOR) | 37/ 8.3 | 6.2 | 6.6 | --- | 7.7 | ---- | 37/409 | 379/13.3 | 12.6 | 14.6 | 57 | | | WCOA |
| 6. WABB-F (CHR) | 35/ 7.8 | 10.0 | 9.5 | --- | 10.6 | ---- | 59/947 | 530/20.4 | 22.4 | 24.3 | 65 | | | WABB-F |
| 7. WIZD-F (AC) | 30/ 6.7 | 6.2 | 7.8 | --- | 15.9 | ---- | 48/649 | 395/13.9 | 16.5 | 19.3 | 163 | | | WIZD-F |
| 8. WJLQ-F (CHR) | 26/ 5.8 | 5.8 | 7.0 | --- | 5.3 | ---- | 38/795 | 471/16.6 | 18.4 | 19.3 | 60 | | | WJLQ-F |
| 9. WBOP (B) | 24/ 5.4 | 6.2 | 5.3 | --- | 3.3 | ---- | 26/286 | 280/ 9.8 | 10.3 | 11.2 | 117 | | | WBOP |
| WXBM-F (C) | 24/ 5.4 | 7.8 | 6.4 | --- | 10.4 | ---- | 37/511 | 278/ 9.8 | 14.6 | 13.5 | 117 | | | WXBM-F |
| 11. WAVH-F (AC) | 21/ 4.7 | 4.7 | --- | --- | --- | ---- | 29/494 | 339/11.9 | 9.3 | --- | 149 | | | WAVH-F |

12+ FM SHARE (METRO): 81.89% (330 of 403) (SPG 87: 83.07%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. WABB-F | 1. WBLX-F | 1. WBLX-F | 1. WBLX-F | 1. WOWW-F | 1. WOWW-F | 1. WOWW-F | 1. WOWW-F | 1. WOWW-F | 1. WBLX-F | 1. WBLX-F |
| 2. WJLQ-F | 2. WTKX-F | 2. WTKX-F | 2. WOWW-F | 2. WBLX-F | 2. WCOA | 2. WCOA | 2. WMEZ-F | 2. WBLX-F | 2. WCOA | 2. WCOA |
| 3. WBLX-F | 3. WABB-F | 3. WOWW-F | 3. WIZD-F | 3. WIZD-F | 3. WMEZ-F | 3. WBLX-F | 3. WIZD-F | 3. WMEZ-F | 3. WABB-F | 3. WMEZ-F |
| 4. | 4. WIZD-F | 4. WIZD-F | 4. WTKX-F | 4. WTKX-F | 4. WBOP | 4. WMEZ-F | 4. WBLX-F | 4. WTKX-F | 4. WMEZ-F | 4. WOWW-F |
| 5. | 5. WOWW-F | 5. WABB-F | 5. WAVH-F | 5. WMEZ-F | 5. WAVH-F | 5. WIZD-F | 5. WTKX-F | 5. WIZD-F | 5. WTKX-F | 5. WAVH-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. WBLX-F | 1. WBLX-F | 1. WBLX-F | 1. WBLX-F | 1. WBLX-F | 1. WTKX-F | 1. WTKX-F | 1. WTKX-F | 1. WTKX-F | 1. WOWW-F |
| 2. WTKX-F | 2. WIZD-F | 2. WIZD-F | 2. WIZD-F | 2. WIZD-F | 2. WABB-F | 2. WBLX-F | 2. WBLX-F | 2. WBLX-F | 2. WTKX-F |
| 3. WABB-F | 3. WABB-F | 3. WABB-F | 3. WOWW-F | 3. WOWW-F | 3. WBLX-F | 3. WABB-F | 3. WIZD-F | 3. WOWW-F | 3. WBLX-F |
| 4. WJLQ-F | 4. WTKX-F | 4. WOWW-F | 4. WABB-F | 4. WBOP | 4. WJLQ-F | 4. WJLQ-F | 4. WJLQ-F | 4. WIZD-F | 4. WIZD-F |
| 5. WOWW-F | 5. WOWW-F | 5. WABB-F | 5. WBOP | 5. WAVH-F | 5. WOWW-F | 5. WOWW-F | 5. WOWW-F | 5. WABB-F | 5. WMEZ-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|--------|----------|----------|------|----------|
| TOP 40/CHR/CONTEMP | | 6 (2) | 6 (2) | 15.1 | 17.8 |
| AOR/CLASSIC | | 39 (1) | 39 (1) | 9.7 | 9.6 |
| AC/OLDIES/SOFT ROCK | 3 (1) | 60 (3) | 63 (4) | 15.6 | 13.4 |
| MOR/VARIETY/FULL | 37 (1) | | 37 (1) | 9.2 | |
| COUNTRY | | 81 (2) | 81 (2) | 20.1 | 18.3 |
| BLACK/URBAN | 24 (1) | 50 (1) | 74 (2) | 18.4 | 19.4 |
| BTFL MUSIC/EZ | | 39 (1) | 39 (1) | 9.7 | 11.8 |
| NEWS/TALK | | | | | |
| NOSTALGIA | | | | | 7.1 |
| RELIGION/GOSPEL | 9 (1) | | 9 (1) | 2.2 | 2.0 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | 0.7 |
| | 73 (4) | 330 (10) | 403 (14) | | |

| OTHER RATED STATIONS/METRO | SHARE | CUME | RATING |
|----------------------------|-------|-------------|---------|
| WEXP | 980 | Gulf Breeze | .7/2.2 |
| WHYM | 610 | Pensacola | 2.0/2.6 |
| WKRQ-F | 99.9 | Mobile | 2.0/7.5 |

RADIO STATIONS

| | | | | |
|---------------------------------------|------------|------------------------------|----------|---------------|
| WBOP, 1230, 1 KW | , BLACK | NBN, \$ 17.00 (Durpetti) | Holt | Mike Carr |
| WCOA, 1370, 5 KW (DA-2) | , MOR/NOST | CBS,MBS, \$ 19.00 (Mc-Guild) | Drubner | Jim Colley |
| WXP, 980, 2.5 KW/1 KW (DA-2) | , OLDIES | SMN, \$ 14.00 (Roslin) | | Norm Azoon |
| WBSR, 1450, 1 KW | , AC | , \$ 11.00 (Torbet) | | Fred Brewer |
| WJLQ-F, 100.7, 100 KW @ 1555, CHR | | ABC-C, \$ 24.00 (Mc-Guild) | Drubner | Jim Colley |
| WMEZ-F, 94.1, 100 KW @ 1328, BTFL/EZ | | ABC-D, \$ 34.00 (Torbet) | | Fred Brewer |
| WOWW-F, 107.3, 100 KW @ 1420, COUNTRY | | US 2, \$ 44.00 (Katz) | Colonial | Barb Oliphant |
| WTKX-F, 101.5, 100 KW @ 493, AOR | | ABC-R, \$ 33.00 (Ourpetti) | Holt | Mike Carr |
| WXBM-F, 102.7, 100 KW @ 1328, COUNTRY | | MBS, \$ 28.00 (Torbet) | | Lou Mahacek |
| WIZO-F, 104.1, 100 KW @ 1666, AC | | CNN, \$ 40.00 (Republic) | | |

Other ranked stations - See Mobile

PEORIA

Arbitron Rank/Pop (12+): 120/294,500
 MSA Rank/Pop: 138/363,000
 ADI # 110 (w/Bloomington)
 Average Person Ratings: 14.4
 Market TSL: 19.5 hours

Stations: 16/11
 Diaries: 791/372:1/58.4%
 Sample Target: 700
 % Below Line: 7.1
 % Not Listed: 8.7

1987 Revenue: \$6,900,000
 HH Inc.: \$36,886
 Retail \$: 2.1 Bil
 Pop per Station: 26,773
 #1 Biller: WKZW-F \$1,250,000

| 12+ METRO | 1/4/SHARE | FAL | | SPG | | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME | | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|------|------|------|------|-------------|------------------|---------------------|-------|--------|--------|--------------|-------------|-----------|------------|
| | | 87 | 86 | 87 | 86 | | | RATING | 25-54 | | | | | | |
| 1. WKZW-F (CHR) | 84/19.9 | 15.0 | 16.4 | 15.1 | 16.2 | 16.6 | 118/1633 | 1031/35.0 | 32.3 | 36.6 | 72 | | | | WKZW-F |
| 2. WSWT-F (EZ) | 65/15.4 | 15.5 | 13.3 | 13.8 | 12.2 | 14.5 | 87/1002 | 681/23.1 | 24.9 | 21.6 | 84 | | | | WSWT-F |
| 3. WWCT-F (AOR) | 53/12.5 | 16.3 | 15.2 | 17.5 | 18.1 | 15.4 | 73/ 957 | 623/21.2 | 28.0 | 26.6 | 101 | | | | WWCT-F |
| 4. WMBD (MOR) | 33/ 7.8 | 7.9 | 8.4 | 9.7 | 7.5 | 8.5 | 35/ 545 | 489/16.6 | 18.5 | 20.7 | 72 | | | | WMBD |
| WIRL (AC) | 33/ 7.8 | 7.1 | 7.4 | 5.2 | 8.5 | 6.9 | 36/ 565 | 475/16.1 | 20.1 | 19.6 | 155 | | | | WIRL |
| 6. WXCL (C) | 32/ 7.6 | 8.2 | 9.3 | 8.6 | 6.9 | 8.4 | 34/ 379 | 347/11.8 | 15.9 | 17.4 | 141 | | | | WXCL |
| 7. WKQA-F (AC) | 16/ 3.8 | 4.2 | 5.5 | 3.2 | 2.8 | 4.2 | 20/ 404 | 316/10.7 | 10.7 | 14.0 | 111 | | | | WKQA-F |
| 8. WBZM-F (O) | 14/ 3.3 | 2.2 | 1.7 | 3.7 | 4.1 | 2.7 | 14/ 321 | 281/ 9.5 | 5.9 | 2.8 | 170 | | | | WBZM-F |
| 9. WTAZ-F (T) | 13/ 3.1 | 2.0 | 2.9 | .6 | .8 | 2.2 | 15/ 294 | 246/ 8.4 | 5.9 | 6.5 | 90 | | | | WTAZ-F |
| 10. WGLO-F (AC) | 11/ 2.6 | 3.8 | 4.6 | 4.1 | 3.7 | 3.8 | 15/ 301 | 265/ 9.0 | 9.8 | 11.1 | 142 | | | | WGLO-F |

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

12+ FM SHARE (METRO): 69.69% (269 of 386) (SPG 87: 66.81%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. WKZW-F>>1. WKZW-F | 1. WKZW-F | 1. WKZW-F | 1. WKZW-F | 1. WKZW-F | 1. WSWT-F | 1. WKZW-F | 1. WSWT-F | 1. WKZW-F | 1. WKZW-F | 1. WKZW-F |
| 2. WWCT-F | 2. WWCT-F | 2. WWCT-F | 2. WWCT-F | 2. WSWT-F | 2. WMBD | 2. WMBD | 2. WKZW-F | 2. WSWT-F | 2. WWCT-F | 2. WWCT-F |
| 3. WKQA-F | 3. WSWT-F | 3. WSWT-F | 3. WIRL | 3. WWCT-F | 3. WXCL | 3. WXCL | 3. WWCT-F | 3. WWCT-F | 3. WTAZ-F | 3. WMBD |
| 4. | 4. | 4. WIRL | 4. WSWT-F | 4. WIRL | 4. WIRL | 4. WWCT-F | 4. WIRL | 4. WIRL | 4. WMBD | 4. WSWT-F |
| 5. | 5. | 5. WXCL | WXCL | 5. WXCL | 5. | 5. WIRL | 5. WXCL | 5. WXCL | 5. WSWT-F | 5. WXCL |

| 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. WKZW-F>>1. WKZW-F | 1. WKZW-F | 1. WKZW-F | 1. WKZW-F | 1. WSWT-F | 1. WKZW-F | 1. WWCT-F | 1. WWCT-F | 1. WWCT-F | 1. WWCT-F |
| 2. WWCT-F | 2. WWCT-F | 2. WWCT-F | 2. WSWT-F | 2. WKZW-F | 2. WWCT-F>>2. WKZW-F | 2. WKZW-F | 2. WKZW-F | 2. WKZW-F | 2. WKZW-F |
| 3. WSWT-F | 3. WSWT-F | 3. WSWT-F | 3. WWCT-F | 3. WIRL | 3. | 3. | 3. | 3. WIRL | 3. WIRL |
| 4. | 4. WKQA-F | 4. WIRL | 4. WIRL | 4. WXCL | 4. | 4. | 4. | 4. WBZM-F | 4. WXCL |
| 5. | 5. WIRL | WKQA-F | WXCL | 5. | 5. | 5. | 5. | WXCL | 5. WBZM-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|----------------------|---------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 88 (2) | 88 (2) | 22.8 | 19.3 | WPEO 1020 Peoria .5/2.6 |
| AOR/CLASSIC | | 53 (1) | 53 (1) | 13.7 | 16.4 | |
| AC/OLDIES/SOFT ROCK | 40 (2) | 41 (3) | 81 (5) | 21.0 | 20.0 | WAAG-F 94.9 Galesburg 2.1/4.1 |
| MOR/VARIETY/FULL | 33 (1) | | 33 (1) | 8.5 | 11.8 | WBBM 780 Chicago .7/3.6 |
| COUNTRY | 32 (1) | 9 (1) | 41 (2) | 10.6 | 10.9 | WBNQ-F 101.5 Bloomington .9/5.0 |
| BLACK/URBAN | | | | | | WGN 720 Chicago 1.7/6.2 |
| BTFL MUSIC/EZ | | 65 (1) | 65 (1) | 16.8 | 14.3 | WLS 890 Chicago 1.7/5.7 |
| NEWS/TALK | 10 (2) | 13 (1) | 23 (3) | 6.0 | 3.9 | |
| NOSTALGIA | | | | | 1.8 | |
| RELIGION/GOSPEL | 2 (1) | | 2 (1) | 0.5 | 1.6 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ELECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 117 (7) | 269 (9) | 386 (16) | | | |

RADIO STATIONS

| | | | | | |
|-----------------------------|------------|------------------------|------------|---------------|-------------------------------|
| WIRL, 1290, 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 | Dave McAley |
| WPEO, 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 | Dave McAley |
| 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 | (Regional) | | (CHILLICOTHE) Bob Momenteller |

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,059,800
 MSA Rank/Pop: 4/4,840,000
 ADI # 4
 Average Person Ratings: 19.1
 Market TSL: 25.0 hours

Stations: 28/24
 Diaries: 2697/1505:1/51.3%
 Sample Target: 2440
 % Below Line: 1.8
 % Not Listed: 9.3

1987 Revenue: \$115,600,000
 HH Inc.: \$35,793
 Retail \$: 33.3 Bil
 Pop per Station: 169,158
 #1 Biller: WMMR-F \$14,600,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WUSL-F (B/U) | 636/8.2 | 7.1 | 7.8 | 7.8 | 7.4 | 7.7 | 754/ 7594 | 5980/14.7 | 14.2 | 15.3 | 80 | 13.2 | 1016 | 8569 | WUSL-F |
| 2. WMMR-F (AOR) | 608/7.8 | 7.7 | 8.1 | 8.1 | 8.9 | 7.9 | 800/10657 | 7914/19.5 | 18.9 | 20.8 | 106 | 10.6 | 820 | 7820 | WMMR-F |
| 3. WEGX-F (CHR) | 540/7.0 | 6.5 | 4.8 | 3.3 | 3.0 | 5.4 | 640/ 9167 | 7535/18.6 | 13.8 | 10.9 | 61 | 7.6 | 588 | 7126 | WEGX-F |
| 4. KYW (N) | 536/6.9 | 7.3 | 8.0 | 7.2 | 6.8 | 7.4 | 578/12127 | 10881/26.8 | 29.4 | 25.6 | 78 | 6.6 | 513 | 8652 | KYW |
| 5. WPEN (BB) | 486/6.3 | 5.9 | 4.6 | 4.2 | 4.5 | 5.3 | 522/ 4681 | 4283/10.6 | 9.2 | 9.9 | 43 | 4.6 | 359 | 2811 | WPEN |
| 6. WEAZ-F (EZ) | 473/6.1 | 7.6 | 7.4 | 6.5 | 7.4 | 6.9 | 579/ 7429 | 5919/14.6 | 15.9 | 15.9 | 93 | 4.2 | 327 | 5473 | WEAZ-F |
| 7. WKSZ-F (AC) | 424/5.5 | 5.4 | 5.8 | 5.0 | 5.3 | 5.4 | 488/ 6684 | 5633/13.9 | 14.9 | 14.6 | 122 | 4.7 | 360 | 3745 | WKSZ-F |
| 8. WYSP-F (AOR) | 376/4.8 | 4.7 | 4.6 | 4.0 | 4.2 | 4.5 | 533/ 8725 | 5937/14.6 | 14.0 | 14.2 | 110 | 6.9 | 535 | 6950 | WYSP-F |
| 9. WWDB-F (T) | 338/4.4 | 5.3 | 5.2 | 5.1 | 4.4 | 5.0 | 393/ 4254 | 3522/ 8.7 | 9.4 | 9.8 | 68 | 3.4 | 263 | 2619 | WWDB-F |
| 10. WXTU-F (C) | 330/4.3 | 4.6 | 3.5 | 4.6 | 3.3 | 4.3 | 444/ 5262 | 3678/ 9.1 | 9.0 | 7.9 | 130 | 3.9 | 305 | 2994 | WXTU-F |
| 11. WCAU (N/T) | 320/4.1 | 2.6 | 2.9 | 3.7 | 3.5 | 3.3 | 365/ 6546 | 5556/13.7 | 11.4 | 13.7 | 66 | 2.8 | 215 | 3909 | WCAU |
| 12. WMGK-F (AC) | 317/4.1 | 4.5 | 4.7 | 4.1 | 5.1 | 4.4 | 359/ 6280 | 5247/12.9 | 14.8 | 14.7 | 144 | 4.0 | 309 | 3763 | WMGK-F |
| 13. WDAS-F (B) | 268/3.5 | 3.6 | 3.9 | 4.0 | 5.0 | 3.8 | 304/ 4394 | 3720/ 9.2 | 8.6 | 10.4 | 134 | 5.4 | 416 | 4471 | WDAS-F |
| 14. WSNI-F (AC) | 263/3.4 | 2.8 | 3.3 | 3.7 | 4.4 | 3.3 | 306/ 5116 | 4201/10.3 | 9.9 | 11.5 | 159 | 3.3 | 258 | 2786 | WSNI-F |
| 15. WOGL-F (O) | 233/3.0 | 3.0 | 3.5 | 3.4 | 4.3 | 3.2 | 301/ 5486 | 4172/10.3 | 14.0 | 16.9 | 150 | 2.6 | 197 | 2797 | WOGL-F |
| 16. WIOQ-F (O) | 193/2.5 | 2.5 | 2.4 | 2.3 | 2.3 | 5.8 | 243/ 4471 | 3668/ 9.0 | 9.4 | 10.7 | 160 | 2.5 | 194 | 3038 | WIOQ-F |
| 17. WFLN-F (CL) | 132/1.7 | 2.1 | 1.9 | 2.0 | 1.8 | 1.9 | 172/ 3085 | 2457/ 6.1 | 5.7 | 5.6 | 100 | 1.4 | 109 | 2206 | WFLN-F |
| 18. WOAS (B) | 97/1.2 | 1.0 | 1.2 | 1.2 | 1.1 | 1.2 | 97/ 1729 | 1685/ 4.2 | 4.4 | 4.4 | 117 | 0.6 | 46 | 867 | WOAS |
| 19. WIP (I) | 77/1.0 | 1.1 | 1.5 | 1.7 | 2.4 | 1.3 | 96/ 2279 | 1900/ 4.7 | 8.0 | 7.8 | 120 | 0.6 | 45 | 1183 | WIP |
| 20. WHAT (BB) | 74/1.0 | 1.0 | .9 | 1.0 | 1.0 | 1.0 | 74/ 1071 | 1071/ 2.6 | 2.9 | 2.6 | 70 | 0.4 | 29 | 547 | WHAT |

21.
22.
23.
24.
25.

12+ FM SHARE (METRO): 74.87% (5270 of 7039) (SPG 87: 75.23%)

| 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. WPEN | 1. KYW | > 1. WMMR-F | < 1. WMMR-F | < 1. WUSL-F | >> 1. KYW |
| 2. WUSL-F | >> 2. WUSL-F | 2. WUSL-F | 2. WUSL-F | 2. WUSL-F | 2. KYW | 2. WMMR-F | 2. WEAZ-F | < 2. WUSL-F | 2. WCAU | 2. WUSL-F |
| 3. | 3. WXS-F | 3. WYSP-F | 3. WYSP-F | 3. WYSP-F | 3. WKSZ-F | 3. WYSP-F | 3. WKSZ-F | 3. WEGX-F | 3. WEGX-F | 3. WWDB-F |
| 4. | 4. WEGX-F | 4. WGGX-F | 4. WKSZ-F | 4. WKSZ-F | 4. WMGK-F | 4. WEGX-F | 4. WKSZ-F | 4. WPEN | 4. WMMR-F | 4. WCAU |
| 5. | 5. WDAS-F | 5. WKSZ-F | 5. WSNI-F | 5. WSNI-F | 5. WXTU-F | 5. WWDB-F | WPEN < 5. WUSL-F | 5. WEAZ-F | 5. WWDB-F | 5. WDAS-F |
| 6. | 6. WSNI-F | 6. WMGK-F | 6. WYSP-F | 6. WYSP-F | 6. KYW | 6. WCAU | 6. WUSL-F | 6. WEGX-F | 6. KYW | 6. WXTU-F |
| 7. | 7. WMGK-F | 7. WSNI-F | 7. WDAS-F | 7. WSNI-F | 7. WXTU-F | 7. WXTU-F | 7. WEAZ-F | 7. WMGK-F | 7. WKSZ-F | 7. WKSZ-F |
| 8. | 8. WKSZ-F | 8. WDAS-F | 8. WEGX-F | 8. WYSP-F | 8. WMGK-F | 8. WMGK-F | 8. WXTU-F | 8. WYSP-F | 8. WYSP-F | 8. WKSZ-F |
| 9. | 9. WOGL-F | 9. WEAZ-F | 9. WOGL-F | 9. WEAZ-F | 9. | 9. WKSZ-F | 9. WYSP-F | 9. WWDB-F | 9. WEAZ-F | 9. WMMR-F |
| 10. | 10. WEAZ-F | 10. WIOQ-F | 10. KYW | 10. WDAS-F | 10. | 10. WWDB-F | 10. WSNI-F | 10. WXTU-F | 10. WXTU-F | 10. WPEN |

| 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. WUSL-F | 1. WUSL-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. WMMR-F | 2. WEGX-F | 2. WUSL-F | 2. WYSP-F | 2. WYSP-F | 2. WYSP-F | 2. WYSP-F | 2. WYSP-F |
| 3. WMMR-F | 3. WMMR-F | 3. WSNI-F | 3. WKSZ-F | 3. WMGK-F | 3. WUSL-F | 3. WUSL-F | 3. WUSL-F | 3. WUSL-F | 3. WXTU-F |
| 4. WYSP-F | 4. WYSP-F | 4. WEGX-F | 4. WMMR-F | 4. WEAZ-F | 4. WEGX-F | 4. WEGX-F | 4. WMGK-F | 4. WEGX-F | 4. KYW |
| 5. WDAS-F | 5. WSNI-F | 5. WYSP-F | 5. WMGK-F | 5. WSNI-F | 5. | 5. WDAS-F | 5. WDAS-F | 5. WOGL-F | 5. WOGL-F |
| 6. WSNI-F | 6. WDAS-F | 6. WMGK-F | 6. WSNI-F | 6. WEGX-F | 6. | 6. WMGK-F | 6. WEAZ-F | 6. WDAS-F | 6. WIOQ-F |
| 7. WOGL-F | 7. WMGK-F | 7. WDAS-F | 7. WDAS-F | 7. KYW | 7. | 7. | 7. WKSZ-F | 7. WIOQ-F | 7. WUSL-F |
| 8. WKSZ-F | 8. WKSZ-F | 8. WKSZ-F | 8. WYSP-F | 8. WDAS-F | 8. | 8. | 8. WSNI-F | 8. WXTU-F | 8. WSNI-F |
| 9. | 9. | 9. WIOQ-F | 9. | 9. WMMR-F | 9. | 9. | 9. | 9. WSNI-F | 9. WDAS-F |
| 10. | 10. | 10. | 10. | 10. WXTU-F | 10. | 10. | 10. | 10. WMGK-F | 10. WMGK-F |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|-------------------------------|---------|----------|----------|--------|------|--|-------|--------------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 598 (2) | 598 (2) | 8.0 | 9.1 | WFIL | 560 | Philadelphia | .8/3.4 |
| AOR/CLASSIC | | 987 (2) | 984 (2) | 14.0 | 16.8 | WNAP | 1110 | Norristown | .8/1.1 |
| AC/OLDIES/SOFT ROCK | 88 (3) | 1457 (6) | 1545 (9) | 22.0 | 19.2 | WPGR | 1540 | Philadelphia | .3/1.1 |
| MOR/VARIETY/FULL | | | | | 3.0 | WZZD | 990 | Philadelphia | .4/1.2 |
| COUNTRY | | 330 (1) | 330 (1) | 4.7 | 3.6 | WFMZ-F | 100.7 | Allentown | .7/1.7 |
| BLACK/URBAN | 97 (1) | 904 (2) | 1001 (3) | 14.2 | 14.8 | WJBR | 1290 | Wilmington | --/ .1 |
| BTFL MUSIC/EZ | | 527 (2) | 527 (2) | 7.5 | 8.7 | WJBR-F | 99.5 | Wilmington | .3/2.4 |
| NEWS/TALK | 933 (3) | 338 (1) | 1271 (4) | 18.1 | 16.2 | WPST-F | 97.5 | Trenton | .7/3.9 |
| NOSTALGIA | 560 (2) | | 560 (2) | 8.0 | 6.0 | | | | |
| RELIGION/GOSPEL | 91 (2) | | 91 (2) | 1.3 | 0.7 | | | | |
| SPANISH | | | | | | | | | |
| CLASSICAL | | 132 (1) | 132 (1) | 1.9 | | | | | |
| JAZZ/NEW AGE | | | | | 1.9 | | | | |
| UNKNOWN/OTHERS | | | | | | | | | |
| ----- | | | | | | | | | |
| 1769 (11) 5270 (17) 7039 (28) | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|-------------------------------|-------------|----------------------|-------------|---------------|----------------|
| KYW, 1060, 50 KW (DA-1) | , NEWS | NBC, \$290.00 | (Group W) | Westinghouse | Roy Shapiro |
| WCAU, 1210, 50 KW | , TALK/NEWS | CBS, \$155.00 | (CBS) | CBS | Allan Serxner |
| WDAS, 1480, 5 KW/1 KW (DA-2) | , BLACK | NBN, \$ 50.00 | (HNWH) | Unity | Cody Anderson |
| WDVT, 900, 1 KW (DAYS, DA) | , TALK | , \$ 37.00 | (---) | | Jon Harmelin |
| WFIL, 560, 5 KW (DA-2) | , OLDIES | , \$ 54.00 | (Mc-Guild) | | Jim DeCaro |
| WHAT, 1340, 1 KW | , NOSTALGIA | SBN, \$ 46.00 | (---) | | R. Lavong |
| WIP, 610, 5 KW (DA-1) | , SPORTS | ABC-E, MBS, \$ 85.00 | (Katz) | | Art Camiola |
| WPEN, 950, 5 KW (DA-N) | , NOSTALGIA | US 2, \$145.00 | (MMR) | Greater Media | Larry Wexler |
| WPGR, 1540, 50 KW (DAYS, DA) | , OLDIES | US 1, \$ 50.00 | (Durpetti) | Pyramid | Michael Marder |
| WTEL, 860, 10 KW (DAYS, DA) | , HISPANIC | , \$ 32.00 | (Caballero) | Beasley | Raul Delgado |
| WZZD, 990, 50 KW/10 KW (DA-2) | , RELIGION | , \$ 31.00 | (---) | | Jennifer Lear |

FM STATIONS

| | | | | | |
|--------------------------------------|--|------------------|------------|------------------------|------------------|
| WDAS, 105.3, 3 KW @ 870, BLACK | | , \$ 95.00 | (HNWH) | Unity | Cody Anderson |
| WEAZ, 101.1, 13 KW @ 1010, EZ | | , \$250.00 | (Mc-Guild) | | Jim DeCaro |
| WEGX, 106.1, 23 KW @ 740, CHR | | ABC-C, \$175.00 | (Christal) | Malrite | Dave Noll |
| WFLN, 95.7, 50 KW @ 490, CLASSICAL | | , \$ 95.00 | (CMBS) | Marlin | Harry Haas |
| WIOQ, 102.1, 30 KW @ 650, OLDIES | | , \$110.00 | (Mc-Guild) | Outlet | Joseph Chairs |
| WKSZ, 100.3, 35 KW @ 600, SOFT AC | | , \$158.00 | (HNWH) | (MEDIA) | Steve Chartrand |
| WMGK, 102.9, 9 KW @ 1140, AC | | , \$215.00 | (MMR) | Greater Media | Larry Wexler |
| WMMR, 93.9, 25 KW @ 670, AOR | | Source, \$320.00 | (Katz) | Metropolitan to Legacy | Michael Craven |
| WUGL, 98.1, 13 KW @ 1000, OLDIES | | CBS-R, \$140.00 | (CBS) | CBS | Vince Benedict |
| WSNI, 104.5, 13 KW @ 873, AC | | US 1, \$170.00 | (Durpetti) | Pyramid | Michael Martin |
| WUSL, 98.9, 18 KW @ 830, URBAN/BLACK | | ABC-F, \$185.00 | (Eastman) | Tak | Bruce Holberg |
| WWOB, 96.5, 50 KW @ 500, TALK | | ABC-I, \$100.00 | (Republic) | Panache | Charles Schwartz |
| WXTU, 92.5, 16 KW @ 900, COUNTRY | | MBS, \$145.00 | (Durpetti) | Beasley | Jeff Laird |
| WYSP, 94.1, 16 KW @ 900, CLASSIC AOR | | ABC-R, \$160.00 | (Torbet) | Infinity | Ken Stevens |

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WMMR-F: From Metropolitan to Sillerman for \$62,000,000

PHOENIX

Arbitron Rank/Pop (12+): 23/1,625,000
 MSA Rank/Pop: 20/1,960,000
 ADI # 21
 Average Person Ratings: 17.2
 Market TSL: 22.8 hours

Stations: 25/25
 Diaries: 1353/1201:1/54.2%
 Sample Target: 1460
 % Below Line: 0
 % Not Listed: 7.5

1987 Revenue: \$65,500,000
 HH Inc.: \$32,627
 Retail \$: 13.5 Bil
 Pop per Station: 65,000
 #1 Biller: KNIX A/F \$10,700,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|----------|
| 1. KNIX A/F (C) | 362/13.0 | 14.1 | 17.4 | 14.1 | 13.1 | 14.7 | 454/4830 | 3944/24.3 | 28.9 | 24.0 | 124 | 16.1 | 490 | 4164 | KNIX A/F |
| 2. KTAR (N/T) | 295/10.5 | 10.2 | 6.3 | 7.5 | 7.0 | 8.6 | 315/3626 | 3433/21.1 | 16.4 | 18.4 | 78 | 7.8 | 237 | 2798 | KTAR |
| 3. KME0 A/F (EZ) | 266/ 9.5 | 11.5 | 13.2 | 12.7 | 11.7 | 11.7 | 291/3230 | 2933/18.0 | 19.7 | 18.8 | 58 | 6.6 | 199 | 2202 | KME0 A/F |
| 4. KZZP-F (CHR) | 265/ 9.5 | 11.1 | 10.3 | 12.2 | 11.8 | 10.8 | 282/4078 | 3872/23.8 | 24.4 | 25.7 | 67 | 16.8 | 510 | 4529 | KZZP-F |
| 5. KUPD-F (AOR) | 195/ 7.0 | 6.2 | 6.7 | 6.1 | 6.4 | 6.5 | 216/2804 | 2489/15.3 | 14.7 | 16.6 | 71 | 9.9 | 300 | 3164 | KUPD-F |
| 6. KSLX-F (AOR) | 125/ 4.5 | 3.9 | 3.8 | 3.9 | 4.5 | 4.0 | 126/1789 | 1742/10.7 | 8.5 | 9.8 | 138 | 4.4 | 134 | 1087 | KSLX-F |
| 7. KKLT-F (AC) | 123/ 4.4 | 3.4 | 3.9 | 2.6 | 4.0 | 3.6 | 128/2238 | 2052/12.6 | 9.6 | 12.2 | 134 | 2.7 | 82 | 1810 | KKLT-F |
| 8. KFYI (N/T) | 121/ 4.3 | 3.2 | 2.8 | 2.0 | 2.5 | 3.1 | 129/1713 | 1611/ 9.9 | 6.2 | 6.3 | 93 | 3.0 | 91 | 1309 | KFYI |
| 9. KDKB-F (AOR) | 121/ 4.3 | 4.1 | 3.1 | 4.0 | 3.7 | 3.9 | 190/2485 | 2052/12.6 | 10.8 | 11.2 | 123 | 4.3 | 130 | 2092 | KDKB-F |
| 10. KOOL-F (O) | 114/ 4.1 | 3.7 | 2.7 | 4.2 | 3.8 | 3.7 | 114/1687 | 1661/10.2 | 9.4 | 10.8 | 166 | 4.2 | 127 | 1171 | KOOL-F |
| 11. KOY-F (CHR) | 107/ 3.8 | 3.2 | 3.1 | 1.9 | 2.4 | 3.0 | 119/2385 | 2154/13.3 | 8.4 | 8.5 | 95 | 3.6 | 108 | 1931 | KOY-F |
| 12. KAMJ A/F (AC) | 93/ 3.3 | 3.0 | 4.6 | 3.7 | 3.6 | 3.7 | 111/1847 | 1690/10.4 | 11.1 | 7.8 | 124 | 2.1 | 63 | 782 | KAMJ A/F |
| 13. KKFR-F (CHR) | 78/ 2.8 | 3.6 | 3.0 | 2.9 | 3.2 | 3.1 | 80/1772 | 1751/10.8 | 7.7 | 11.2 | 61 | 3.2 | 96 | 1791 | KKFR-F |
| 14. KESZ-F (AC) | 72/ 2.6 | 2.9 | 2.1 | 2.6 | 3.0 | 2.6 | 73/1257 | 1230/ 7.6 | 6.0 | 9.7 | 150 | 1.3 | 39 | 1236 | KESZ-F |
| 15. KOOL (O) | 68/ 2.4 | 2.4 | 2.5 | 2.1 | 1.8 | 2.4 | 68/ 611 | 611/ 3.8 | 5.0 | 4.5 | 163 | 1.3 | 40 | 639 | KOOL |
| 16. KLFF (BB) | 47/ 1.7 | 1.5 | 2.6 | 1.6 | 1.6 | 1.9 | 48/ 560 | 546/ 3.4 | 4.2 | 3.6 | 18 | .7 | 22 | 528 | KLFF-F |
| 17. KOY (MOR) | 41/ 1.5 | 1.1 | 1.2 | 1.9 | 1.8 | 1.4 | 46/ 907 | 837/ 5.2 | 4.5 | 6.5 | 47 | 1.2 | 37 | 977 | KOY |
| 18. KGRX-F (J/NA) | 30/ 1.1 | .9 | 1.2 | .9 | 1.2 | 1.0 | 38/ 578 | 457/ 2.8 | 3.2 | 4.0 | 164 | 1.2 | 37 | 565 | KGRX-F |
| 19. KONC-F (CL) | 24/ .9 | .9 | 1.4 | 1.1 | 1.1 | 1.1 | 26/ 340 | 328/ 2.0 | 3.3 | 2.8 | 144 | 1.0 | 31 | 531 | KONC-F |
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| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 75.03% (1944 of 2591) (SPG 87: 75.48%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|---|-----------|--|--|-----------------------|--|--|---|--|--|
| 1. KZZP-F>>>1. KUPD-F | 1. KNIX-F+>1. KNIX-F+>>>1. KNIX-F+>>>1. KNIX-F< | 1. KTAR | 1. KNIX-F+>1. KNIX-F+>2. KME0-F+>2. KTAR | 1. KNIX-F+>1. KNIX-F+>2. KME0-F+>2. KTAR | 1. KZZP-F | 1. KNIX-F+>1. KNIX-F+>2. KME0-F+>2. KTAR | 1. KNIX-F+>1. KNIX-F+>2. KME0-F+>2. KTAR | 1. KZZP-F>1. KNIX-F+>2. KME0-F+>2. KTAR | 1. KNIX-F+>1. KNIX-F+>2. KME0-F+>2. KTAR | 1. KNIX-F+>1. KNIX-F+>2. KME0-F+>2. KTAR |
| 2. KUPD-F | 2. KZZP-F | 2. KZZP-F | 2. KOOL-F | 2. KTAR | 2. KTAR | 2. KNIX-F+>2. KME0-F+>2. KTAR | 2. KZZP-F | 2. KME0-F+>2. KTAR | 2. KUPD-F | 2. KTAR |
| 3. KOY-F | 3. KSLX-F | 3. KUPD-F | 3. KSLX-F | 3. KOOL-F | 3. KME0-F+>>3. KZZP-F | 3. KZZP-F | 3. KTAR | 3. KZZP-F | 3. KNIX-F+>3. KOY | 3. KOY |
| 4. | 4. KDKB-F | 4. KSLX-F | KZZP-F | 4. KZZP-F | 4. KFYI | 4. KME0-F+>4. KZZP-F | 4. KZZP-F | 4. KME0-F+>4. KZZP-F | 4. KME0-F+>4. KZZP-F | 4. KFYI |
| 5. | 5. KNIX-F+>5. KDKB-F | 5. KTAR | 5. KTAR | 5. KSLX-F | 5. KOOL | 5. KUPD-F | 5. KUPD-F | 5. KUPD-F | 5. KTAR | 5. KTAR |
| 6. | 6. KKLT-F | 6. KOOL-F | 6. KKLT-F< | 6. KKLT-F | 6. KOOL-F | 6. KFYI | 6. KDKB-F | 6. KFYI | 6. KFYI | 6. KME0-F |
| 7. | 7. KESZ-F | 7. KKLT-F | 7. KDKB-F | 7. KME0-F | 7. KAMJ-F+> | 7. KSLX-F | 7. KKLT-F | 7. KSLX-F | 7. KOY-F | 7. KUPD-F |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

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

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|--------|------|--|-------|------------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 343 (2) | 343 (2) | 13.2 | 16.4 | KMLE-F | 107.9 | Chandler | .4/2.3 |
| AOR/CLASSIC | 19 (1) | 441 (3) | 460 (4) | 17.8 | 17.6 | KOPA | 1440 | Scottsdale | .7/.8 |
| AC/OLDIES/SOFT ROCK | 72 (2) | 505 (5) | 577 (7) | 22.3 | 19.4 | KRDS | 1190 | Tolleson | .5/1.7 |
| MOR/VARIETY/FULL | 41 (1) | | 41 (1) | 1.6 | 1.9 | | | | |
| COUNTRY | 30 (1) | 332 (1) | 362 (2) | 14.0 | 13.9 | | | | |
| BLACK/URBAN | | | | | | | | | |
| BTFL MUSIC/EZ | 8 (1) | 258 (1) | 266 (2) | 10.3 | 12.3 | | | | |
| NEWS/TALK | 416 (2) | | 416 (2) | 16.1 | 10.0 | | | | |
| NOSTALGIA | 47 (1) | | 47 (1) | 1.8 | 1.7 | | | | |
| RELIGION/GOSPEL | 17 (1) | 11 (1) | 25 (2) | 1.0 | 1.7 | | | | |
| SPANISH | | | | | 4.1 | | | | |
| CLASSICAL | | 24 (1) | 24 (1) | 0.9 | 1.2 | | | | |
| JAZZ/NEW AGE | | 30 (1) | 30 (1) | 1.2 | | | | | |
| UNKNOWN/OTHERS | | | | | | | | | |
| 647 (10) 1944 (15) 2591 (25) | | | | | | | | | |

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) | | Fred Weber |
| 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 | Jim Seemiller |
| KOY, 550, 5 KW/1 KW | , MOR | ABC-E,\$ 60.00 (Eastman) | Edens | Michael Horne |
| KPHX, 1480, 1 KW/500 W (DA-2) | , HISPANIC | ,\$ 28.00 (Caballero) | | Joe Alvarado |
| KROS, 1190, 5 KW/250 W (DA-2) | , RELIGION | ,\$ 22.00 (---) | Interstate | Keith Passon |
| KTAR, 620, 5 KW (DA-N) | , NEWS/TALK | ABC-I,\$ 175.00 (CBS) | Pulitzer | Jim Taszarek |
| KUKQ, 1060, 5 KW/500 W (DA-N) | , COUNTRY | ,\$ 30.00 (Banner) | | Lloyd Milton |
| KVVA, 860, 1 KW (DA-N) | , HISPANIC | ,\$ 21.00 (Lotus) | | |
| KXEG, 1010, 5 KW/250 W (DA-2) | , RELIGION | ,\$ 11.00 (---) | Mid-America Gospel | Jess Spurgin |

FM STATIONS

| | | | | |
|---|-----------------------|------------------|-------------------|---------------|
| KAMJ, 101.5, 100 KW @ 1740, SOFT AC | ,\$ 75.00 (Durpetti) | EZ | | Tommy Vasocou |
| KDKB, 93.3, 100 KW @ 1480, AOR | ,\$ 68.00 (Christal) | Sandusky | | Chuck Artigue |
| KESZ, 99.9, 100 KW @ 1670, AC | ,\$ 84.00 (Christal) | | | Jerry Ryan |
| KGRX, 100.3, 90 KW @ 2047, JAZZ/NEW AGE | ,\$ 41.00 (Torbet) | Daytona | (GLOBE) | Doug Tangeman |
| KKFR, 92.3, 100 KW @ 1600, CHR | ,\$ 56.00 (Republic) | | | Fred Weber |
| KKLT, 98.7, 115 KW @ 1650, AC | ,\$ 93.00 (CBS) | Pulitzer | | Jim Taszarek |
| KMEO, 96.9, 100 KW @ 1556, BTFL/EZ | ,\$ 108.00 (Group W) | Westinghouse | | Mike Burnett |
| KMLE, 107.9, 100 KW @ 1000, RELIGION | ,\$ 25.00 (---) | Sold to Shamrock | (CHANDLER) | |
| KNIX, 102.5, 100 KW @ 1610, COUNTRY | ,\$ 180.00 (Katz) | Buck Owens | | Michael 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 | | Jim Seemiller |
| KOY, 95.5, 100 KW @ 1550, CHR | ,\$ 57.00 (Eastman) | Edens | | Michael Horne |
| KSLX, 100.7, 100 KW @ 1847, CLASSIC AOR | ,\$ 88.00 (MMR) | Cook Inlet | | Reid Reker |
| KUPD, 97.9, 100 KW @ 1620, AOR | ,\$ 95.00 (Banner) | | | Lloyd Milton |
| KVVA, 107.1, 2 KW @ 405, HISPANIC | ,\$ 37.00 (Lotus) | | (APACHE JUNCTION) | Pat Nugent |
| KZZP, 104.7, 100 KW @ 1550, CHR | ,\$ 160.00 (Mc-Guild) | Nationwide | | Mickey Franko |

CALL LETTER CHANGES

KLZI: Changes to KESZ

FORMAT CHANGES

STATION SALES

KMLE-F: Sold to Shamrock by Ostrander-Wilson for \$8,000,000 (Blackburn)

MISCELLANEOUS COMMENTS

Arbitron fell 7.3% short of sample target

PITTSBURGH

Arbitron Rank/Pop (12+): 16/1,986,400

Stations: 32/31
Diaries: 1783/1114:1/55.1%
Sample Target: 1760
% Below Line: 0.3
% Not Listed: 8.1

1987 Revenue: \$47,400,000
HH Inc.: \$31,461
Retail \$: 13.0 Bil
Pop per Station: 64,077
#1 Biller: KOKA \$9,700,000

MSA Rank/Pop: 18/2,140,000
ADI # 17
Average Person Ratings: 18.4
Market TSL: 24.5 hours

| 12+ METRO | 1/4/SHARE | WIN | | | | | 4 Book Avg. | 12+ METRO | | SPG | | % Conversion | Birch | | | |
|------------------|-----------|------|------|------|------|------|-------------|-----------|--------|------|-----|--------------|-------|-------|--------|--|
| | | 88 | 87 | 87 | 87 | 87 | | 1/4/CUME | RATING | 87 | 87 | | 25-54 | Share | AQH | |
| 1. KOKA (MOR) | 565/15.4 | 13.2 | 14.3 | 13.9 | 14.6 | 14.2 | 660/8296 | 6665/33.6 | 32.9 | 33.9 | 71 | 13.4 | 471 | 5097 | KOKA | |
| 2. WBZZ-F (CHR) | 376/10.3 | 9.7 | 11.3 | 11.6 | 9.9 | 10.7 | 472/6987 | 5358/27.0 | 26.6 | 23.6 | 117 | 11.3 | 398 | 5009 | WBZZ-F | |
| 3. WSHH-F (EZ) | 270/ 7.4 | 10.3 | 8.2 | 8.1 | 8.2 | 8.5 | 334/3645 | 2912/14.7 | 17.3 | 16.8 | 58 | 7.8 | 275 | 2298 | WSHH-F | |
| 4. WMYG-F (AOR) | 235/ 6.4 | 5.4 | 5.5 | 5.3 | 3.9 | 5.7 | 293/3416 | 2861/14.4 | 13.8 | 10.6 | 130 | 8.3 | 290 | 2838 | WMYG-F | |
| 5. WAMO-F (B) | 227/ 6.2 | 5.6 | 5.2 | 5.6 | 5.8 | 5.7 | 246/2388 | 2039/10.3 | 9.3 | 10.3 | 94 | 9.0 | 317 | 2663 | WAMO-F | |
| 6. WOVE-F (AOR) | 198/ 5.4 | 5.7 | 5.6 | 7.3 | 8.0 | 6.0 | 296/4893 | 3293/16.6 | 15.1 | 16.6 | 130 | 7.0 | 246 | 2689 | WOVE-F | |
| WWSW-F (O) | 198/ 5.4 | 5.8 | 3.4 | 4.2 | 4.4 | 4.7 | 277/3652 | 2575/13.0 | 10.1 | 12.6 | 176 | 7.1 | 250 | 2416 | WWSW-F | |
| 8. WTAE (T) | 147/ 4.0 | 3.2 | 3.6 | 2.0 | 3.1 | 3.2 | 152/2335 | 2217/11.2 | 13.8 | 10.1 | 73 | 3.0 | 105 | 1963 | WTAE | |
| 9. WJAS (BB) | 140/ 3.8 | 3.6 | 3.2 | 3.8 | 3.8 | 3.6 | 143/1599 | 1566/ 7.9 | 8.0 | 9.3 | 55 | 2.3 | 80 | 738 | WJAS | |
| 10. WHTX-F (AC) | 138/ 3.8 | 3.6 | 4.9 | 3.7 | 3.5 | 4.0 | 154/2485 | 2151/10.8 | 15.1 | 13.1 | 155 | 3.4 | 118 | 1611 | WHTX-F | |
| 11. WOSY-F (C) | 127/ 3.5 | 4.1 | 4.2 | 4.6 | 4.4 | 4.1 | 164/2106 | 1527/ 7.7 | 8.7 | 8.4 | 106 | 2.9 | 103 | 1433 | WOSY-F | |
| 12. WLTX-F (AC) | 111/ 3.0 | 4.0 | 3.1 | 3.2 | 4.3 | 3.3 | 137/2177 | 1679/ 8.5 | 9.1 | 10.3 | 160 | 2.4 | 83 | 983 | WLTX-F | |
| 13. KQV (N/T) | 107/ 2.9 | 2.9 | 2.2 | 2.0 | 2.0 | 2.5 | 108/1659 | 1624/ 8.2 | 8.0 | 7.0 | 41 | 1.8 | 64 | 1105 | KQV | |
| 14. WYOD-F (CHR) | 74/ 2.0 | 3.1 | 2.2 | 2.0 | 2.2 | 2.3 | 107/2336 | 1793/ 9.0 | 9.3 | 9.4 | 110 | 2.3 | 80 | 1352 | WYOD-F | |
| 15. WXXP-F (AOR) | 64/ 1.7 | 1.3 | 1.1 | 1.0 | 1.2 | 1.3 | 66/1078 | 949/ 4.8 | 3.2 | 3.7 | 82 | 2.3 | 82 | 1002 | WXXP-F | |
| 16. WMBS (MOR) | 53/ 1.4 | 1.0 | 1.6 | 1.7 | 1.4 | 1.4 | 55/ 563 | 475/ 2.4 | 3.0 | 2.9 | 21 | 1.1 | 40 | 409 | WMBS | |
| 17. WEEP (O) | 43/ 1.2 | 1.4 | 2.8 | 1.9 | 1.1 | 1.8 | 54/ 787 | 640/ 3.2 | 3.7 | 3.0 | 175 | 1.0 | 36 | 471 | WEEP | |
| 18. | | | | | | | | | | | | | | | | |
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| 25. | | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 64.13% (2158 of 3365) (SPG 87: 63.68%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|------------|------------|-----------|------------|------------|------------|-----------|------------|------------|------------|
| 1. WBZZ-F> | 1. WBZZ-F | 1. WBZZ-F | 1. WBZZ-F | 1. WBZZ-F | 1. KOKA >> | 1. KOKA >> | 1. WSHH-F | 1. WBZZ-F< | 1. KOKA >> | 1. KOKA >> |
| 2. WAMO-F> | 2. WMYG-F | 2. WMYG-F | 2. WWSW-F | 2. KDKA | 2. WSHH-F> | 2. WBZZ-F> | 2. KOKA < | 2. KOKA | 2. WBZZ-F | 2. WOVE-F |
| 3. WOVE-F | 3. WOVE-F | 3. WWSW-F | 3. KDKA < | 3. WWSW-F | 3. WJAS | 3. WMYG-F | 3. WBZZ-F | 3. WAMO-F< | 3. WAMO-F | 3. WSHH-F |
| 4. WXXP-F | 4. WAMO-F> | 4. KDKA < | 4. WMYG-F | 4. WMYG-F | 4. WTAE | 4. WSHH-F | 4. WMYG-F | 4. WSHH-F | 4. WMYG-F | 4. WAMO-F< |
| 5. | 5. WHTX-F | 5. WAMO-F< | 5. WOVE-F | 5. WOVE-F | 5. WWSW-F | 5. WHTX-F | 5. WWSW-F | 5. WMYG-F | 5. WOVE-F | 5. WMBS |
| 6. | 6. WWSW-F | 6. WOVE-F | 6. WHTX-F | 6. WHTX-F< | 6. KQV | 6. WOVE-F | 6. WOVE-F | 6. WOVE-F< | 6. WTAE | 6. WLTX-F |
| 7. | 7. KDKA | 7. WHTX-F | 7. WAMO-F | 7. WAMO-F | WBZZ-F | 7. WWSW-F | 7. WAMO-F | 7. WWSW-F | 7. WSHH-F | WWSW-F |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|-----------|------------|------------|-------------|------------|------------|------------|------------|-----------|------------|
| 1. WBZZ-F | 1. WBZZ-F> | 1. WBZZ-F> | 1. WBZZ-F>> | 1. WBZZ-F | 1. WMYG-F> | 1. WMYG-F | 1. WOVE-F | 1. WMYG-F | 1. WWSW-F |
| 2. WAMO-F | 2. WAMO-F> | 2. WAMO-F | 2. WAMO-F | 2. KDKA > | 2. WAMO-F | 2. WOVE-F> | 2. WMYG-F> | 2. WOVE-F | 2. WMYG-F< |
| 3. WMYG-F | 3. WMYG-F | 3. WHTX-F | 3. KDKA | 3. WHTX-F | 3. WOVE-F | 3. WBZZ-F> | 3. WBZZ-F | 3. WWSW-F | 3. WOVE-F |
| 4. WYOD-F | 4. WHTX-F | 4. WMYG-F | 4. WHTX-F | 4. WLTX-F< | 4. WBZZ-F | 4. WAMO-F | 4. WWSW-F | 4. WBZZ-F | 4. KDKA |
| 5. WHTX-F | 5. WWSW-F< | 5. WWSW-F | 5. WWSW-F | 5. WAMO-F | 5. WXXP-F | 5. WWSW-F< | 5. KDKA | 5. KDKA | 5. WBZZ-F |
| 6. WSHH-F | 6. WYOD-F< | 6. WLTX-F | WMYG-F | 6. WWSW-F | 6. | 6. KOKA | 6. WHTX-F< | 6. WAMO-F | 6. |
| 7. | 7. WOVE-F | 7. WOVE-F | 7. WLTX-F | 7. WSHH-F | 7. | 7. | 7. WOSY-F | 7. | 7. |
| 8. | 8. | 8. | 8. | 8. WMYG-F | 8. | 8. | 8. WYOD-F | 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 | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|---------------------|---------|---------|---------|--------|------|--|-------|---------------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 461 (3) | 461 (3) | 13.7 | 13.1 | WAMO | 860 | Pittsburgh | .7/2.4 |
| AOR/CLASSIC | | 497 (3) | 497 (3) | 14.8 | 10.0 | WASP | 1130 | Brownsville | .6/1.3 |
| AC/OLDIES/SOFT ROCK | 73 (2) | 490 (5) | 563 (7) | 16.7 | 19.9 | WBVP | 1230 | Beaver Falls | .7/1.3 |
| MOR/VARIETY/FULL | 666 (5) | | 666 (5) | 19.8 | 19.1 | WCVI | 1340 | Connellsville | .3/.8 |
| COUNTRY | 39 (2) | 182 (4) | 221 (6) | 6.6 | 6.9 | WELA-F | 104.3 | E. Liverpool | .4/1.0 |
| BLACK/URBAN | 25 (1) | 227 (1) | 252 (2) | 7.5 | 6.9 | WESA-F | 98.3 | Charleroi | .5/1.6 |
| BTFL MUSIC/EZ | | 270 (1) | 270 (1) | 8.0 | 8.9 | WHJB | 620 | Greensburg | .3/1.4 |
| NEWS/TALK | 254 (2) | | 254 (1) | 7.5 | 8.7 | WIXZ | 1360 | McKeesport | .5/2.4 |
| NOSTALGIA | 140 (1) | | 140 (1) | 4.2 | 4.1 | WPIT | 730 | Pittsburgh | .3/1.3 |
| RELIGION/GOSPEL | 10 (1) | 31 (1) | 41 (2) | 1.2 | 1.7 | WPIT-F | 101.5 | Pittsburgh | .8/3.4 |
| SPANISH | | | | | | WSSZ-F | 107.1 | Greensburg | .4/1.5 |
| CLASSICAL | | | | | | WKWS-F | 106.7 | Beaver Falls | .7/1.7 |
| JAZZ/NEW AGE | | | | | | WWSW | 970 | Pittsburgh | .8/3.4 |
| UNKNOWN/OTHERS | | | | | 0.7 | WYTK-F | 95.3 | Washington | .7/.7 |
| | | | | | | WRKY-F | 103.5 | Steubenville | .3/1.3 |

1207 (14) 2158 (18) 3365 (32)

RADIO STATIONS

AM STATIONS

| | | | | | |
|------------------------------|-------------------|-----------------------|------------|--------------|------------------|
| KDKA, 1020, 50 KW | , MOR | NBC, \$185.00 | (Group W) | Westinghouse | Rick Starr |
| KQV, 1410, 5 KW (DA-2) | , NEWS | CBS, US 2, \$ 40.00 | (---) | | Bob Dickey |
| WAMO, 860, 1 KW (DAYS, DA) | , BLACK | SBN, \$ NA | (HNWH) | Sheridan | Roger Fairfax |
| WEPP, 1080, 50 KW (DAYS, DA) | , OLDIES | ABC-D, \$ 33.00 | (Republic) | Entercom | Peter Casella |
| WJAS, 1320, 5 KW (DA-N) | , NOSTALGIA | UPI, \$ 46.00 | (MMR) | Renda | Tony Rizza |
| WMBS, 590, 1 KW (OA-N) | , VARIETY | CBS, \$ 13.00 | (Regional) | | Simon Rider |
| WPIT, 730, 5 KW (DAYS) | , RELIGION/GOSPEL | , \$ 25.00 | (---) | Pyramid | Michael Komichak |
| WTAE, 1250, 5 KW (DA-N) | , TALK/NEWS | US 2, ABC-E, \$ 65.00 | (Katz) | Hearst | Jim Carter |
| WWSW, 970, 5 KW (DA-2) | , OLDIES | ABC-I, ABC-D, \$ NA | (Mc-Guild) | Shamrock | Diane Sutter |

FM STATIONS

| | | | | |
|---------------------------------------|------------------|------------|----------------|------------------|
| WAMO, 105.9, 72 KW @ 440, BLACK | SBN, \$ 55.00 | (HNWH) | Sheridan | Roger Fairfax |
| WBZZ, 93.7, 41 KW @ 547, CHR | , \$137.00 | (Banner) | EZ | Tex Meyer |
| WDSY, 107.9, 50 KW @ 500, COUNTRY | ABC-I, \$ 50.00 | (Republic) | Entercom | Peter Casella |
| WDVE, 102.9, 55 KW @ 820, AOR | Source, \$107.00 | (Christal) | Great American | Bob Roof |
| WHTX, 96.1, 50 KW @ 500, AC | ABC-E, \$ 89.00 | (Katz) | Hearst | Jim Carter |
| WLTJ, 92.9, 47 KW @ 890, SOFT AC | , \$ 51.00 | (CBS) | | Carroll Larkin |
| WMYG, 96.9, 15 KW @ 930, CLASSIC ROCK | , \$ 61.00 | (MMR) | | Stu Cohen |
| WPIT, 101.5, 48 KW @ 505, RELIGION | , \$ 25.00 | (---) | Pyramid | Michael Komichak |
| WSHH, 99.7, 11 KW @ 930, BTFL/EZ | , \$ 78.00 | (MMR) | Renda | Tony Rizza |
| WKWS, 106.7, 50 KW @ 500, AC | ABC-F, \$ 25.00 | (Dome) | | Ted Ruscitti |
| WWSW, 94.5, 50 KW @ 810, OLDIES | ABC-D, \$100.00 | (Mc-Guild) | Shamrock | Diane Sutter |
| WYDD, 104.7, 50 KW @ 500, CHR | ABC-F, \$ 41.00 | (Roslin) | Salem | Andrea Dudley |
| WXXP, 100.7, 20 KW @ 500, AOR | , \$ 32.00 | (---) | Signature | Chris Wegmann |

PORTLAND, ME

Arbitron Rank/Pop (12+): 158/193,500
 MSA Rank/Pop: 181/230,000
 ADI # 69
 Average Person Ratings: 15.7
 Market TSL: 20.3 hours

Stations: 21/17
 Diaries: 519/373:1/45.2%
 Sample Target: 550
 % Below Line: 6.3
 % Not Listed: 9.5

1987 Revenue: \$11,000,000
 HH Inc.: \$33,147
 Retail \$: 2.7 Bill
 Pop per Station: 11,382
 #1 Biller: WPOR A/F \$2,000,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WBLM-F (AOR) | 51/16.8 | 11.2 | 12.1 | --- | 11.6 | ---- | 114/1291 | 508/26.3 | 4.7 | 3.4 | 89 | | | WBLM-F |
| 2. WPOR A/F (C) | 44/14.5 | 15.8 | 15.2 | --- | 14.1 | ---- | 106/1178 | 471/24.3 | 24.6 | 27.1 | 98 | | | WPOR A/F |
| 3. WMGX-F (AC) | 27/ 8.9 | 10.9 | 6.4 | --- | 7.7 | ---- | 40/ 558 | 364/18.8 | 20.1 | 16.6 | 136 | | | WMGX-F |
| WYNZ (BB) | 27/ 8.9 | 9.1 | 8.4 | --- | 5.3 | ---- | 34/ 403 | 267/13.8 | 10.9 | 12.9 | 24 | | | WYNZ |
| 5. WWGT-F (CHR) | 20/ 6.6 | 1.1 | 2.7 | --- | 4.2 | ---- | 37/ 526 | 273/14.1 | 8.4 | 9.7 | 150 | | | WWGT-F |
| 6. WTHT-F (CHR) | 13/ 5.9 | 11.9 | 11.8 | --- | 7.7 | ---- | 97/ 930 | 318/16.4 | 22.7 | 21.3 | 85 | | | WTHT-F |
| WKZS-F (AC) | 18/ 5.9 | 4.6 | 5.1 | --- | 5.3 | ---- | 49/ 862 | 298/15.4 | 12.8 | 11.1 | 97 | | | WKZS-F |
| 8. WYNZ-F (AC) | 16/ 5.3 | 3.5 | 5.7 | --- | 8.1 | ---- | 22/ 315 | 234/12.1 | 11.8 | 13.7 | 160 | | | WYNZ-F |
| 9. WGAN (MOR) | 15/ 4.9 | 4.6 | 3.4 | --- | 5.3 | ---- | 18/ 425 | 299/15.5 | 14.6 | 14.4 | 116 | | | WGAN |
| 10. WHOM-F (EZ) | 10/ 3.3 | 5.6 | 7.1 | --- | 6.3 | ---- | 40/ 541 | 132/ 6.8 | 12.0 | 11.6 | 42 | | | WHOM-F |

12+ FM SHARE (METRO): 80.73% (222 of 275) (SPG 87: 78.31%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|-----------------------------------|------------|------------|------------|----------------------|------------|-----------------------|-----------------------|------------|-----------|
| 1. WBLM-F | 1. WBLM-F>>>1. WBLM-F>>>1. WBLM-F | 1. WBLM-F | 1. WBLM-F | 1. WBLM-F | 1. WPOR-AF | 1. WBLM-F | 1. WBLM-F> | 1. WBLM-F | 1. WBLM-F | 1. WBLM-F |
| 2. WTHT-F>>>2. WMGX-F | 2. WMGX-F> 2. WMGX-F | 2. WMGX-F | 2. WMGX-F | 2. WPOR-AF | 2. WYNZ >>2. WPOR-AF | 2. WPOR-AF | 2. WPOR-AF>2. WPOR-AF | 2. WPOR-AF>2. WPOR-AF | 2. WPOR-AF | 2. WGAN |
| 3. WIGY-F | 3. WWGT-F> 3. WPOR-AF | 3. WPOR-AF | 3. WPOR-AF | 3. WMGX-F | 3. WGAN | 3. WYNZ | 3. WMGX-F | 3. WMGX-F | 3. WGAN | WPOR-F |
| 4. WPOR-AF | 4. WTHT-F | 4. WWGT-F | 4. WWGT-F | 4. WWGT-F | 4. WKZS-F | 4. WMGX-F | 4. WYNZ | 4. WKZS-F | 4. WTHT-F | 5. WBZ |
| 5. WWGT-F | 5. 5. | 5. WYNZ-F | 5. WYNZ-F | 5. WYNZ-F | 5. WHOM-F | 5. WGAN | 5. WWGT-F | 5. WWGT-F | 5. WMGX-F | 6. WYNZ |

| 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. WMGX-F | 1. WWGT-F | 1. WMGX-F | 1. WPOR-AF | 1. WBLM-F>>>1. WBLM-F>>>1. WBLM-F>>>1. WBLM-F>>>1. WBLM-F> | 2. WMGX-F | 2. WMGX-F | 2. WMGX-F | 2. WPOR-AF |
| 2. WMGX-F | 2. WWGT-F | 2. WYNZ-F | 2. WBLM-F | 2. WPOR-AF | 3. WPOR-AF | 3. WPOR-AF | 3. WWGT-F< | 3. WPOR-AF>3. WMGX-F | 3. WMGX-F |
| 3. WKZS-F | 3. WBLM-F | 3. WMGX-F | 3. WWGT-F | 3. WYNZ-F | 4. WTHT-F | 4. WWGT-F | 4. WPOR-AF | 4. WWGT-F | 4. WWGT-F |
| 4. WTHT-F | 4. WTHT-F | 4. WTHT-F | 4. WKZS-F | 4. WMGX-F | 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. WYNZ-F |
| 5. 5. | 5. WYNZ-F | 5. 5. | 5. WTHT-F | 5. WTHT-F | | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 43 (3) | 43 (3) | 15.6 | 15.8 | WAYU-F 93.9 Lewiston 1.6/5.0 |
| AOR/CLASSIC | | 52 (2) | 52 (2) | 18.9 | 16.2 | WIGY-F 105.9 Bath 1.6/8.6 |
| AC/OLDIES/SOFT ROCK | 1 (1) | 66 (4) | 67 (5) | 24.4 | 23.5 | WJBQ 1590 Gorham .3/2.8 |
| MOR/VARIETY/FULL | 21 (2) | 21 (2) | 21 (2) | 7.6 | 8.1 | WLOB 1310 Portland .3/2.9 |
| | | | | | | WPKM-F 106.3 Scarborough .7/3.1 |
| COUNTRY | 2 (1) | 42 (1) | 44 (2) | 16.0 | 17.6 | WBZ 1030 Boston 2.0/5.1 |
| BLACK/URBAN | | | | | | WCME-F 96.7 Boothbay Harbor .7/2.1 |
| BTFL MUSIC/EZ | | 12 (2) | 12 (2) | 4.4 | 8.5 | WTOS-F 105.1 Showhegan .3/2.8 |
| NEWS/TALK | | | | | | |
| NOSTALGIA | 27 (1) | | 27 (1) | 9.8 | 9.2 | |
| RELIGION/GOSPEL | | | | | | |
| SPANISH | | | | | | |
| CLASSICAL | | 2 (1) | 2 (1) | 0.7 | 0.4 | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 2 (2) | 5 (1) | 7 (3) | 2.5 | 0.7 | |
| | 53 (7) | 222 (14) | 275 (21) | | | |

MISCELLANEOUS COMMENTS WDCS changes to WPKM (April)... WKXA-AM changes to WCLZ-AM (March)... Arbitron fell 5.6% short of sample target... WJBQ sold for \$236,000...

RADIO STATIONS

| | | | | |
|--------------------------------------|-------------|----------------------------|-----------------------------|---------------------|
| WGAN, 560, 5 KW (OA-1) | , MOR | NBC, \$ 20.00 (Katz) | Sunshine | John Van Hoogenstyn |
| WYNZ, 970, 5 KW (DA-N) | , NOSTALGIA | CBS, \$ 23.00 (Eastman) | Buckley | Mike Schaefer |
| WBLM-F, 107.5, 30 KW @ 600, AOR | | \$ 47.00 (Mc-Guild) | Fuller-Jeffrey (LEWISTON) | Bob Caron |
| WCLZ-F, 98.9, 50 KW @ 400, ECLECTIC | | \$ 22.00 (Roslin) | (BRUNSWICK) | |
| WHOM-F, 94.9, 48 KW @ 3760, BTFL/EZ | | \$ 50.00 (Republic) | Barnstable (MT. WASHINGTON) | Craig Harper |
| WIGY-F, 105.9, 50 KW @ 500, CHR | | \$ 20.00 (Republic) | (BATH) | John Williams |
| WKZS-F, 99.9, 30 KW @ 650, SOFT AC | | \$ 33.00 (HNWH) | (AUBURN) | Ron Frizzell |
| WMGX-F, 93.1, 50 KW @ 500, AC | | \$ 37.00 (Katz) | Sunshine | John Van Hoogenstyn |
| WPKM-F, 106.3, 3 KW @ 300, CLASSICAL | | \$ 20.00 (CMBS) | | Michael Horn |
| WPOR-F, 101.9, 50 KW @ 492, COUNTRY | | ABC-E, \$ 54.00 (Mc-Guild) | | Bob Gold |
| WTHT-F, 102.9, 100 KW @ 1460, CHR | | \$ 38.00 (Banner) | Taylor | David Fitts |
| WYNZ-F, 100.9, 3 KW @ 300, AC | | \$ 27.00 (Eastman) | Buckley | Mike Schaefer |
| WWGT-F, 97.9, 16 KW @ 900, CONTEMP | | US 1, \$ 23.00 (Christal) | Porter | Tom Talbott |

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,319,900

Stations: 29/27
Diaries: 1490/886:1/51.8%
Sample Target: 1420
% Below Line: 0.8
% Not Listed: 7.5

1987 Revenue: \$40,000,000
HH Inc.: \$32,454
Retail \$: 9.5 Bil
Pop per Station: 48,885
#1 Biller: KINK-F \$4,700,000

MSA Rank/Pop: 41/1,370,000
ADI # 26
Average Person Ratings: 15.2
Market TSL: 20.5 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|--------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. KKRZ-F (CHR) | 182/9.1 | 10.8 | 8.0 | 9.8 | 9.0 | 9.4 | 206/3062 | 2761/20.9 | 18.6 | 21.2 | 74 | 13.1 | 290 | 3570 | KKRZ-F |
| 2. KKCW-F (AC) | 144/7.2 | 4.4 | 4.6 | 6.3 | 6.5 | 5.6 | 156/2128 | 1952/14.8 | 12.7 | 13.7 | 125 | 6.6 | 146 | 1677 | KKCW-F |
| 3. KXL (N/T) | 139/6.9 | 5.9 | 7.9 | 5.0 | 6.4 | 6.4 | 152/1913 | 1738/13.2 | 14.0 | 14.7 | 70 | 6.3 | 140 | 1918 | KXL |
| 4. KINK-F (AOR) | 130/6.5 | 6.9 | 6.9 | 6.5 | 6.1 | 6.7 | 151/2000 | 1726/13.1 | 14.5 | 12.6 | 143 | 7.0 | 156 | 1681 | KINK-F |
| 5. KEX (MOR) | 127/6.3 | 7.6 | 5.7 | 5.1 | 6.7 | 6.2 | 133/1880 | 1739/13.2 | 13.5 | 14.5 | 87 | 6.1 | 136 | 1813 | KEX |
| 6. KUPL-F (C) | 114/5.7 | 6.4 | 5.9 | 6.7 | 6.5 | 6.2 | 147/1704 | 1398/10.6 | 9.9 | 11.2 | 107 | 5.0 | 110 | 1446 | KUPL-F |
| 7. KXYQ-F (CHR) | 112/5.6 | 6.7 | 5.3 | 5.1 | 4.6 | 5.7 | 160/2460 | 1757/13.3 | 12.5 | 9.8 | 59 | 9.1 | 201 | 2447 | KXYQ-F |
| 8. KMJK-F (AOR) | 105/5.2 | 4.2 | 5.1 | 3.8 | 4.1 | 4.6 | 113/1609 | 1428/10.8 | 10.7 | 12.4 | 137 | 5.7 | 126 | 1218 | KMJK-F |
| 9. KGON-F (AOR) | 100/5.0 | 4.5 | 5.6 | 7.3 | 6.5 | 5.6 | 116/1960 | 1717/13.0 | 12.7 | 14.6 | 104 | 6.8 | 150 | 1951 | KGON-F |
| 10. KXL-F (EZ) | 99/4.9 | 5.4 | 5.9 | 5.6 | 7.6 | 5.5 | 127/1490 | 1259/ 9.5 | 11.0 | 12.4 | 104 | 3.4 | 6 | 858 | KXL-F |
| 11. KKSJ-F (O) | 95/4.7 | 4.5 | 2.4 | 2.9 | 2.6 | 3.6 | 109/1599 | 1380/10.5 | 7.8 | 7.5 | 147 | 3.7 | 81 | 1088 | KKSJ-F |
| 12. KYTE (BB) | 82/4.1 | 5.1 | 3.6 | 4.4 | 4.3 | 4.3 | 85/ 924 | 860/ 6.5 | 8.6 | 7.5 | 27 | 1.8 | 39 | 617 | KYTE |
| 13. KWJJ-F (C) | 69/3.4 | 3.1 | 3.5 | 3.7 | 3.4 | 3.4 | 89/1230 | 1004/ 7.6 | 8.7 | 7.6 | 109 | 2.5 | 56 | 1066 | KWJJ-F |
| 14. KYTE-F (CL) | 63/3.1 | 2.8 | 5.3 | 3.0 | 3.0 | 3.6 | 70/1289 | 1092/ 8.3 | 10.1 | 8.2 | 74 | 2.7 | 59 | 815 | KYTE-F |
| KGW (AC) | 63/3.1 | 4.1 | 4.9 | 4.0 | 4.1 | 4.0 | 72/1832 | 1601/12.1 | 14.4 | 13.5 | 129 | 4.2 | 93 | 2297 | KGW |
| 16. KWJJ (C) | 38/1.9 | 1.2 | 1.8 | 2.4 | 1.9 | 1.8 | 42/ 803 | 738/ 5.6 | 5.3 | 5.6 | 68 | 1.8 | 40 | 792 | KWJJ |
| 17. KPDQ-F (R/G) | 37/1.8 | 1.7 | 1.5 | 1.9 | 1.4 | 1.7 | 43/ 749 | 655/ 5.0 | 4.4 | 5.3 | 117 | 1.3 | 28 | 589 | KPDQ-F |
| 18. | | | | | | | | | | | | | | | |
| 19. | | | | | | | | | | | | | | | |
| 20. | | | | | | | | | | | | | | | |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 68.08% (1267 of 1861) (SPG 87: 66.65%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------|------------|
| 1. NA | 1. KKRZ-F | 1. KKCW-F< | 1. KINK-F | 1. KINK-F | 1. KXL | 1. KXL | 1. KKCW-F< | 1. KKRZ-F | 1. KKRZ-F> | 1. KXL > |
| 2. | 2. KINK-F< | 2. KINK-F< | 2. KKCW-F | 2. KKCW-F | 2. KEX | 2. KKRZ-F< | 2. KINK-F | 2. KKCW-F | 2. KXL | 2. KKCW-F |
| 3. | 3. KKCW-F | 3. KKRZ-F | 3. KMJK-F | 3. KMJK-F | 3. KXL-F | 3. KEX > | 3. KKRZ-F< | 3. KINK-F | 3. KXYQ-F< | 3. KUPL-F< |
| 4. | 4. KMJK-F | 4. KMJK-F | 4. KKSJ-F | 4. KKSJ-F< | 4. KYTE | 4. KWJJ-F< | 4. KXL-F | 4. KKSJ-F | 4. KINK-F | 4. KWJJ-F< |
| 5. | 5. KGON-F | 5. KGON-F | 5. KKRZ-F | 5. KKRZ-F | 5. KUPL-F> | 5. KINK-F< | 5. KMJK-F | KMJK-F | 5. KKCW-F | 5. KEX |
| 6. | 6. KXYQ-F | 6. KKSJ-F | 6. KGON-F | 6. KUPL-F | 6. | 6. KUPL-F | 6. KUPL-F | KWJJ-F+ | 6. KEX | 6. KKRZ-F |
| 7. | 7. | 7. KXXQ-F | 7. KUPL-F | 7. | 7. | 7. KKCW-F | 7. KXL | 7. KXYQ-F | 7. KXL-F | 7. |
| 8. | 8. | 8. | 8. KEX | 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. KKRZ-F | 1. KKCW-F | 1. KKCW-F> | 1. KKCW-F | 1. KKCW-F | 1. KGON-F | 1. KGON-F> | 1. KMJK-F | 1. KGON-F | 1. KINK-F |
| 2. KKCW-F | 2. KKRZ-F | 2. KINK-F | 2. KKRZ-F | 2. KINK-F< | 2. KKRZ-F | 2. KMJK-F | 2. KINK-F | 2. KMJK-F | 2. KMJK-F |
| 3. KXYQ-F | 3. KINK-F> | 3. KKRZ-F | 3. KINK-F> | 3. KKRZ-F> | 3. KXYQ-F | 3. KINK-F | 3. KGON-F> | 3. KINK-F | 3. KGON-F |
| 4. KINK-F | 4. KMJK-F | 4. KMJK-F> | 4. KMJK-F | 4. KEX | 4. KWJJ-F< | 4. KKRZ-F | 4. KKCW-F | 4. KKRZ-F< | 4. KKSJ-F |
| 5. KMJK-F | 5. KXYQ-F | 5. KXYQ-F | 5. KKSJ-F | KKSJ-F | 5. KMJK-F | 5. KXYQ-F | 5. KKSJ-F | 5. KKSJ-F | 5. KKCW-F |
| 6. | 6. | 6. KKSJ-F | 6. KXYQ-F | KUPL-F | 6. | 6. KWJJ-F< | 6. KXYQ-F | 6. KKCW-F | 6. KXL |
| 7. | 7. | 7. KGON-F | 7. KEX | KXL-F | 7. | 7. KKCW-F | 7. KWJJ-F | 7. KWJJ-F | 7. KUPL-F |
| 8. | 8. | 8. KGW | KUPL-F | 8. | 8. | 8. | 8. | 8. KXYQ-F | 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 | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|--------|------|--|-------|-------------|---------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 294 (2) | 294 (2) | 15.8 | 19.2 | KBMS | 1480 | Vancouver | .8/1.1 |
| AOR/CLASSIC | | 335 (3) | 335 (3) | 18.0 | 13.7 | KKEY | 1150 | Portland | .6/1.9 |
| AC/OLDIES/SOFT ROCK | 104 (3) | 239 (2) | 343 (5) | 18.4 | 17.8 | KKSN | 910 | Vancouver | .9/2.8 |
| MOR/VARIETY/FULL | 145 (3) | | 145 (3) | 7.8 | 7.3 | KPDQ | 800 | Portland | .3/2.8 |
| COUNTRY | 58 (2) | 200 (4) | 258 (4) | 13.9 | 13.4 | KSGO | 1520 | Oregon City | 1.1/3.7 |
| BLACK/URBAN | | | | | | KSLM | 1390 | Salem | .5/1.2 |
| BTFL MUSIC/EZ | | 99 (1) | 99 (1) | 5.3 | 8.3 | KUPL | 1330 | Portland | .5/1.5 |
| NEWS/TALK | 139 (1) | | 139 (1) | 7.5 | 8.3 | KVAN | 1550 | Vancouver | .3/ .7 |
| NOSTALGIA | 98 (2) | | 98 (2) | 5.3 | 4.6 | KVIX | 1290 | Lake Oswego | .8/2.3 |
| RELIGION/GOSPEL | 20 (2) | 37 (1) | 57 (3) | 3.1 | 3.0 | KZRC | 1010 | Milwaukee | .6/1.7 |
| SPANISH | | | | | | KFAT-F | 106.1 | Corvallis | .4/1.0 |
| CLASSICAL | | 63 (1) | 63 (1) | 3.4 | 3.2 | KRKT | 990 | Albany | ---/ .2 |
| JAZZ/NEW AGE | | | | | | KRKT-F | 99.9 | Albany | .4/ .8 |
| UNKNOWN/OTHERS | 30 (2) | | 30 (2) | 1.6 | 1.1 | | | | |
| 594 (15) 1267 (14) 1861 (29) | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|--------------------------------|-------------|-----------------|------------|----------------|---------------|
| KEX , 1190, 50 KW (DA-1) | , MOR | ABC-I, \$ 86.00 | (Katz) | Great American | Clint Sly |
| KGW , 620, 5 KW (DA-N) | , AC | APR, \$ 81.00 | (MMR) | King | Kenn Brown |
| KKEY, 1150, 5 KW (DAYS, DA) | , RELIGION | MBS, \$ 26.00 | (---) | | |
| KKSN, 910, 5 KW (DA-2) | , OLDIES | , \$ 30.00 | (Republic) | Heritage | |
| KKUL, 1410, 5 KW (DAYS) | , ? ? | , \$ NA | (---) | | |
| KPDQ, 800, 1 KW (DAYS, OA) | , RELIGION | , \$ 25.00 | (---) | Salem | Jack Kandel |
| KSGO, 1520, 50 KW/10 KW (DA-1) | , OLDIES | , \$ 31.00 | (HNWH) | Ackerly | Dan Hern |
| KUIK, 1360, 5 KW (OA-N) | , VARIETY | , \$ 20.00 | (---) | | Don McCoun |
| KUPL, 1330, 5 KW (DA-1) | , COUNTRY | APR, \$ NA | (Banner) | Scripps-Howard | Ed Hardy |
| KWJJ, 1080, 50 KW/10 KW (DA-2) | , COUNTRY | ABC-E, \$ 35.00 | (Republic) | Park | Dave Pederson |
| KXL , 750, 50 KW/10 KW (DA-1) | , NEWS/TALK | NBC, \$ 72.00 | (Mc-Guild) | Alexander | Ray Watson |
| 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 | Don Hern |
| KINK, 101.9, 100 KW @ 1611, AOR | | , \$101.00 | (MMR) | King | Paul Clithero |
| KKCW, 103.3, 100 KW @ 1654, AC | | , \$ 74.00 | (Durpetti) | Trumper | Ron Saito |
| KKSN, 97.1, 100 KW @ 980, OLDIES | | , \$ 55.00 | (Republic) | Heritage | |
| KKRZ, 100.3, 100 KW @ 920, CHR | | ABC-F, \$ 84.00 | (Katz) | Great American | Carl Gardner |
| KMJK, 106.7, 100 KW @ 877, CLASSIC ROCK | | Source, \$ 51.00 | (Christal) | | Dave McDonald |
| KPDQ, 93.7, 100 KW @ 247, RELIGION | | , \$ 24.00 | (---) | Salem | Jack Kandel |
| KUPL, 98.5, 100 KW @ 1100, COUNTRY | | APR, \$ 65.00 | (Banner) | Scripps-Howard | Ed Hardy |
| KWJJ, 99.5, 100 KW @ 920, COUNTRY | | ABC-E, \$ 48.00 | (Republic) | Park | Dave Pederson |
| KXL , 95.5, 100 KW @ 920, BTFL/EZ | | , \$ 60.00 | (Mc-Guild) | Alexander | Ray Watson |
| KXYQ, 105.1, 100 KW @ 1099, CHR | | ABC-C, \$ 53.00 | (Banner) | Daytona | (SALEM) Denice Swanson |
| KYTE, 101.1, 100 KW @ 635, CLASSICAL | | , \$ 50.00 | (Christal) | Henry | |

CALL LETTER CHANGES

KKLI-F: Changes to KKSN-F (February)

FORMAT CHANGES

STATION SALES

KKSN A/F: Sold to Heritage for \$5,900,000 (Americom)

PORTSMOUTH - DOVER - ROCHESTER, NH

Arbitron Rank/Pop (12+): 117/307,000

Stations: 31/9
Diaries: 786/391:1/49.7%
Sample Target: 680
% Below Line: 50.9
% Not Listed: 9.2

1987 Revenue: \$9,000,000
HH Inc.: \$38,647
Retail \$: 2.8 Bil
Pop per Station: 34,111
#1 Biller: WOKQ-F \$2,900,000

MSA Rank/Pop: 146/317,200

Boston ADI

Average Person Ratings: 15.9

Market TSL: 21.5 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WOKQ-F (C) | 62/12.7 | 12.9 | 13.0 | --- | 16.0 | | 65/796 | 739/24.1 | 22.3 | 22.9 | 117 | | | WOKQ-F |
| 2. WHEB-F (AOR) | 42/ 8.6 | 5.2 | 10.9 | --- | 9.1 | | 42/593 | 593/19.3 | 16.0 | 22.2 | 94 | | | WHEB-F |
| 3. WERZ-F (CHR) | 30/ 6.2 | 4.8 | 6.3 | --- | 6.5 | | 31/483 | 453/14.8 | 17.9 | 18.1 | 95 | | | WERZ-F |
| 4. WSSH-F (AC) | 26/ 5.3 | 7.9 | 5.9 | --- | 9.9 | | 29/462 | 424/13.8 | 16.8 | 16.2 | 132 | | | WSSH-F |
| 5. WRKO (T) | 22/ 4.5 | 4.2 | 4.0 | --- | 2.8 | | 22/301 | 279/ 9.1 | 7.8 | 8.7 | 82 | | | WRKO |
| WBCN-F (AOR) | 22/ 4.5 | 4.8 | 4.2 | --- | 5.3 | | 23/315 | 292/ 9.5 | 10.9 | 10.9 | 98 | | | WBCN-F |
| 7. WBZ (MOR) | 21/ 4.3 | 6.9 | 6.1 | --- | 5.5 | | 23/374 | 347/11.3 | 13.7 | 13.1 | 60 | | | WBZ |
| 8. WZOU-F (CHR) | 20/ 4.1 | 3.4 | 2.9 | --- | 1.2 | | 20/227 | 227/ 7.4 | 7.4 | 8.1 | 44 | | | WZOU-F |
| 9. WODS-F (O) | 18/ 3.7 | 1.2 | 1.5 | --- | 2.6 | | 19/264 | 259/ 8.4 | 3.8 | 4.2 | 149 | | | WODS-F |
| WKOS-F (AC) | 18/ 3.7 | 2.4 | 2.7 | --- | .6 | | 19/320 | 304/ 9.9 | 6.4 | 6.4 | 111 | | | WKOS-F |

12+ FM SHARE (METRO): 83.26% (368 of 442) (SPG 87: 79.96%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT | |
|------------|---------------|------------|------------|------------|---------------|------------|------------|------------|------------|-----------|-------------|
| 1. WERZ-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. WOKQ-F> | 1. WBZ > | 1. WTSN |
| 2. WHTT-F | 2. WBCN-F | 2. WOKQ-F> | 2. WHEB-F+ | 2. WHEB-F+ | 2. WRKO | 2. WHEB-F> | 2. WHEB-F> | 2. WHEB-F | 2. WHTT-F | 2. WBZ | 2. WBZ |
| 3. WZOU-F> | 3. WERZ-F | 3. WERZ-F | 3. WSSH-F | 3. WSSH-F | 3. WSSH-F | 3. WTSN | 3. WSSH-F | 3. WSSH-F | 3. WSSH-F | 3. WERZ-F | 3. WOKQ-F>> |
| 4. | 4. WOKQ-F | 4. | 4. WERZ-F | 4. WERZ-F | 4. WRKO | 4. WERZ-F | 4. WERZ-F | 4. WERZ-F | 4. WERZ-F | 4. WBCN-F | 4. WHEB-F |
| 5. | 5. WZOU-F | 5. | 5. WODS-F | 5. WODS-F | 5. | 5. WERZ-F | 5. WBCN-F | 5. WBCN-F | 5. WHEB-F | 5. WHEB-F | 5. WRKO |

| 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. WOKQ-F | 1. WOKQ-F | 1. WHEB-F>>1. | WHEB-F>>1. | WHEB-F>>1. | WHEB-F+ | 1. WOKQ-F> |
| 2. WZOU-F | 2. WERZ-F | 2. WOKQ-F | 2. WHEB-F+ | 2. WSSH-F | 2. WBCN-F | 2. WBCN-F | 2. WOKQ-F> | 2. WOKQ-F> | 2. WHEB-F> |
| 3. WCGY-F | 3. WZOU-F | 3. WERZ-F | 3. WSSH-F> | 3. WERZ-F | 3. WHTT-F | 3. WOKQ-F | 3. | 3. WBCN-F | 3. WODS-F |
| 4. WERZ-F | 4. WOKQ-F | 4. WSSH-F | 4. WERZ-F | 4. WHEB-F+ | 4. WERZ-F | 4. WERZ-F | 4. | 4. WERZ-F | 4. WBCN-F |
| 5. | 5. WCGY-F | 5. | 5. | 5. | 5. WZOU-F | 5. | 5. | 5. WODS-F | 5. WERZ-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 79 (5) | 79 (5) | 17.9 | 13.6 | WCOQ-F 92.1 Sanford 1.0/ 3.8 |
| AOR/CLASSIC | | 108 (7) | 108 (7) | 24.4 | 23.7 | WHOM-F 94.9 Mt. Washington 2.9/ 9.1 |
| AC/OLDIES/SOFT ROCK | | 83 (7) | 83 (7) | 18.8 | 17.5 | WKOS 930 Rochester 1.6/ 4.7 |
| MOR/VARIETY/FULL | 36 (3) | | 36 (3) | 8.1 | 11.9 | WQMI-F 95.3 York .4/ 1.3 |
| COUNTRY | | 67 (3) | 67 (3) | 15.2 | 16.4 | WTSN 1270 Dover 2.7/10.2 |
| BLACK/URBAN | | | | | | WGIR-F 101.1 Manchester 2.9/ 9.5 |
| B TFL MUSIC/EZ | | 29 (2) | 29 (2) | 6.6 | 8.7 | WHOB-F 106.3 Nashua 1.0/ 2.2 |
| NEWS/TALK | 30 (2) | | 30 (2) | 6.8 | 6.4 | WLYT-F 92.5 Haverhill, MA 2.5/ 8.3 |
| NOSTALGIA | | | | | | WPOR-F 101.9 Portland, ME .6/ 1.4 |
| RELIGION/GOSPEL | | | | | | WHTT-F 102.9 Portland, ME 3.1/ 6.4 |
| SPANISH | | | | | | WZIO-F 95.7 Manchester 3.1/ 6.2 |
| CLASSICAL | | 2 (1) | 2 (1) | 0.5 | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | 1.7 | See Boston for more information about the following: |
| UNKNOWN/OTHERS | | 8 (1) | 8 (1) | 1.8 | | WAAF-F .4/1.6 WHDH .4/2.5 |
| | 66 (5) | 376 (26) | 442 (31) | | | WBOS-F .4/3.2 WMJX-F .6/3.3 |
| | | | | | | WCGY-F .2/5.9 WROR-F .8/5.6 |
| | | | | | | WCRB-F .4/1.5 WXKS-F 1.8/5.5 |
| | | | | | | WEEI 1.6/5.8 WZLX-F 2.3/4.6 |

RADIO STATIONS

| | | | |
|--|----------|--------------------------|----------------|
| WKOS, 930, 5 KW (DA-2) | , AC (?) | CBS, \$ 14.00 (Christal) | Kathleen Allen |
| WMYF, 1540, 5 KW (DAYS) | , MOR/AC | , \$ 11.00 (Mc-Guild) | Al Perry |
| WQMI, 1380, 1 KW (DA-N) | , OLDIES | , \$ 12.00 (Kadetsky) | Duncan Lamb |
| WTSN, 1270, 5 KW (DA-2) | , MOR | ABC-I, \$ 20.00 (Torbet) | Jerome Lupman |
| WCOQ-F, 92.1, 3 KW @ 300, CLASSIC ROCK | | , \$ 15.00 (---) | Don Crown |
| WERZ-F, 107.1, 3 KW @ 300, CHR | | , \$ 41.00 (Mc-Guild) | Al Perry |
| WHEB-F, 100.3, 32 KW @ 140, AOR | | UPI, \$ 47.00 (Banner) | Dick Rozek |
| WKOS-F, 96.7, 3 KW @ 280, AC | | , \$ 16.00 (Christal) | Kathleen Allen |
| WOKQ-F, 97.5, 50 KW @ 350, COUNTRY | | , \$ 75.00 (Mc-Guild) | Martin Lessard |
| WLYT-F, 92.5, 25 KW @ 710, AC | | , \$ 30.00 (---) | Michael Gaier |

Other ranked stations - See Manchester, Boston or Portland

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,249,400

Stations: 39/22
Diaries: 1510/827:1/51.4%
Sample Target: 1370
% Below Line: 17.5
% Not Listed: 8.1

1987 Revenue: \$23,000,000
HH Inc.: \$34,268
Retail \$: 5.9 Bil
Pop per Station: 56,791
#1 Biller: WPRO-F \$4,600,000

MSA Rank/Pop: 58/897,000
ADI # 44
Average Person Ratings: 18.6
Market TSL: 24.5 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WPRO-F (CHR) | 391/16.8 | 15.4 | 13.5 | 14.0 | 13.5 | 14.9 | 413/4959 | 4543/36.4 | 32.2 | 32.2 | 77 | 23.7 | 536 | 4695 | WPRO-F |
| 2. WLKW-F (EZ) | 288/12.4 | 10.5 | 11.3 | 10.9 | 11.0 | 11.3 | 300/2637 | 2445/19.6 | 19.4 | 20.6 | 73 | 7.8 | 176 | 1877 | WLKW-F |
| 3. WHJY-F (AOR) | 184/ 7.9 | 8.4 | 9.7 | 10.5 | 9.8 | 9.1 | 206/2970 | 2325/18.6 | 21.9 | 23.1 | 105 | 11.1 | 251 | 2956 | WHJY-F |
| 4. WHJJ (N/T) | 147/ 6.3 | 6.7 | 7.1 | 5.7 | 5.9 | 6.5 | 148/1575 | 1538/12.3 | 12.7 | 14.1 | 51 | 3.8 | 86 | 1278 | WHJJ |
| 5. WSNE-F (AC) | 125/ 5.4 | 4.0 | 5.6 | 3.5 | 3.7 | 4.6 | 130/2084 | 1935/15.5 | 14.2 | 11.8 | 150 | 3.5 | 79 | 1022 | WSNE-F |
| 6. WWLI-F (AC) | 114/ 4.9 | 6.0 | 6.3 | 6.5 | 5.9 | 5.9 | 125/1773 | 1519/12.2 | 12.7 | 14.1 | 161 | 5.0 | 114 | 1077 | WWLI-F |
| 7. WPRO (MOR) | 102/ 4.4 | 5.7 | 5.0 | 5.7 | 5.4 | 5.2 | 102/1890 | 1841/14.7 | 15.5 | 16.1 | 109 | 3.5 | 79 | 2045 | WPRO |
| 8. WODS-F (O) | 63/ 2.7 | 2.3 | 1.0 | .4 | .4 | 1.6 | 111/1618 | 956/ 7.7 | 3.3 | 1.6 | 163 | 2.5 | 56 | 983 | WODS-F |
| 9. WBRU-F (AOR) | 52/ 2.2 | 2.7 | 3.3 | 3.6 | 3.6 | 3.0 | 56/1423 | 1282/10.3 | 11.7 | 13.0 | 118 | 3.2 | 73 | 1540 | WBRU-F |
| 10. WHIM (C) | 50/ 2.2 | 3.3 | 1.5 | 3.4 | 2.3 | 2.6 | 51/ 451 | 439/ 3.5 | 2.9 | 4.0 | 114 | 1.6 | 36 | 519 | WHIM |
| 11. WWAZ (BB) | 49/ 2.1 | 1.3 | 1.6 | 1.3 | 2.8 | 1.6 | 53/ 673 | 634/ 5.1 | 5.0 | 5.3 | 24 | .8 | 17 | 548 | WWAZ |
| 12. WWRX-F (AOR) | 49/ 2.1 | 2.2 | 2.0 | 1.5 | 1.3 | 2.0 | 107/1781 | 948/ 7.6 | 6.0 | 5.3 | 162 | 2.1 | 47 | 881 | WWRX-F |
| 13. WBZ (MOR) | 48/ 2.1 | 1.4 | 1.2 | 1.5 | 2.0 | 1.6 | 91/1421 | 622/ 5.0 | 3.6 | 4.1 | 62 | 1.5 | 35 | 609 | WBZ |

12+ FM SHARE (METRO): 74.45% (1591 of 2137) (SPG 87: 68.90%)

| 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. WPRO-F> | 1. WLKW-F>>1. WPRO-F> | 1. WPRO-F> | 1. WLKW-F | 1. WPRO-F> | 1. WPRO-F>>1. WHJJ > | |
| 2. | 2. WHJY-F>>2. WHJY-F> | 2. WHJY-F> | 2. WHJY-F> | 2. WLKW-F | 2. WHJJ | 2. WLKW-F | 2. WPRO-F> | 2. WLKW-F> | 2. WHJY-F | 2. WBZ |
| 3. | 3. WSNE-F | 3. WSNE-F | 3. WSNE-F | 3. WHJY-F | 3. WPRO-F | 3. WHJY-F | 3. WHJY-F | 3. WHJY-F | 3. WLKW-F | 3. WPRO-F |
| 4. | 4. WBRU-F | 4. WWLI-F | 4. WWLI-F | 4. WSNE-F | 4. WPRO | 4. WPRO < | 4. WHJJ | 4. WHJJ | 4. WHJJ | 4. WPRO |
| 5. | 5. WWLI-F | 5. WLKW-F | 5. WWLI-F | 5. WWLI-F | 5. WHJJ | 5. WSNE-F | 5. WSNE-F | 5. WSNE-F | 5. WWLI-F | 5. WHJY-F |
| 6. | 6. WWRX-F | | | | | 6. WWLI-F | 6. WWLI-F | 6. WWLI-F | 6. WSNE-F | 6. WLKW-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. WPRO-F>>1. WPRO-F>>1. WPRO-F> | 1. WPRO-F> | 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 |
| 2. WHJY-F> | 2. WHJY-F | 2. WSNE-F | 2. WSNE-F | 2. WSNE-F | 2. WHJY-F> | 2. WPRO-F>>2. WPRO-F> | 2. WPRO-F> | 2. WPRO-F>>2. WPRO-F> | 2. WPRO-F> |
| 3. WBRU-F | 3. WSNE-F | 3. WHJY-F | 3. WWLI-F | 3. WWLI-F | 3. | 3. | 3. WWRX-F | 3. | 3. WLKW-F |
| 4. WSNE-F | 4. WWLI-F | 4. WWLI-F | 4. WHJY-F | 4. WLKW-F> | 4. | 4. | 4. WSNE-F | 4. | 4. WODS-F< |
| 5. | 5. WBRU-F | 5. | 5. | 5. | 5. | 5. | 5. WWLI-F | 5. | 5. WSNE-F |
| | | | | | | | 7. WHJJ | | 7. WWLI-F |
| | | | | | | | | | 7. WWRX-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|-----------|-----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 447 (3) | 447 (3) | 20.9 | 19.0 | WADK 1540 Newport .6/1.3 |
| AOR/CLASSIC | | 352 (6) | 352 (6) | 16.5 | 17.5 | WALE 1400 Fall River 1.0/1.9 |
| AC/OLDIES/SOFT ROCK | 32 (1) | 391 (7) | 423 (8) | 19.8 | 18.3 | WBSM 1420 New Bedford .7/2.1 |
| MOR/VARIETY/FULL | 184 (6) | | 184 (6) | 8.6 | 10.9 | WICE 550 Pawtucket 1.4/3.0 |
| COUNTRY | 50 (1) | 29 (1) | 79 (2) | 3.7 | 4.1 | WMYS-F 98.1 New Bedford 1.7/6.8 |
| BLACK/URBAN | | | | | | WNBH 1340 New Bedford .4/1.6 |
| BTFL MUSIC/EZ | | 299 (2) | 299 (2) | 14.0 | 12.4 | WNRI 1380 Woonsocket .3/.8 |
| NEWS/TALK | 222 (6) | | 222 (6) | 10.4 | 10.9 | WOTB-F 100.3 Middletown .5/1.3 |
| NOSTALGIA | 49 (1) | 28 (1) | 77 (2) | 3.6 | 4.0 | WPEP 1570 Taunton .4/1.0 |
| RELIGION/GOSPEL | | | | | 0.9 | WWKX-F 106.3 Woonsocket .3/1.2 |
| SPANISH | | | | | | WWON 1240 Woonsocket .3/1.0 |
| CLASSICAL | | 25 (1) | 25 (1) | 1.2 | 0.8 | WAAF-F 107.3 Worcester .6/2.7 |
| JAZZ/NEW AGE/ECLECTIC | | 12 (1) | 12 (1) | 0.6 | 0.5 | WBCN-F 104.1 Boston .6/2.4 |
| UNKNOWN/OTHERS | 9 (1) | 8 (1) | 17 (2) | 0.8 | 0.7 | WBOS-F 92.9 Brookline 1.2/4.7 |
| | 546 (16) | 1591 (23) | 2137 (39) | | | WCRB-F 102.5 Waltham 1.1/2.3 |

RADIO STATIONS

| | | | | |
|-------------------------------------|-----------|------------------|----------------|-----------------|
| WHIM, 1110, 5 KW/250 W (DA-N) | COUNTRY | CBS, \$ 24.00 | (Roslin) | Dick Muserlian |
| WHJJ, 920, 5 KW (DA-N) | NEWS/TALK | ABC-I, \$ 57.00 | (Katz) | Janet Karger |
| WICE, 550, 1 KW/500 W (DA-N) | OLDIES | ABC-D, \$ 21.00 | (Republic) | Joe Lambo |
| WPRO, 630, 5 KW (DA-N) | MOR/AC | ABC-I, \$ 64.00 | (Banner) | Mitch Dolan |
| WWAZ, 790, 5 KW (DA-N) | NOSTALGIA | SMN, \$ 34.00 | (Mc-Guild) | Tim Gorman |
| WBRU-F, 95.5, 20 KW @ 440, AOR | | Source, \$ 44.00 | (MMR) | Grace Murphy |
| WHJY-F, 94.1, 50 KW @ 500, AOR | | ABC-R, \$ 91.00 | (Katz) | Janet Karger |
| WLKW-F, 101.5, 50 KW @ 500, BTFL/EZ | | \$ 74.00 | (Christal) | Scott Bacherman |
| WPRO-F, 92.3, 39 KW @ 550, CHR | | ABC-C, \$101.00 | (Banner) | Mitch Dolan |
| WSNE-F, 93.3, 50 KW @ 500, AC | | \$ 54.00 | (Eastman) | Bill Campbell |
| WWLI-F, 105.1, 50 KW @ 500, SOFT AC | | Trans, \$ 68.00 | (Mc-Guild) | Tim Gorman |
| WWRX-F, 103.7, 50 KW @ 500, AOR (?) | | \$ 38.00 | (Roslin) | Phil Urso |
| WMYS-F, 98.1, 50 KW @ 500, AC | | \$ 40.00 | (Torbet) | Christine Lodge |
| | | | Federal | |
| | | | Cap Cities/ABC | |
| | | | Eastern | |
| | | | Eastern | |
| | | | Hall | |
| | | | (TAUNTON) | |
| | | | (WESTERLY) | |

PUEBLO

Arbitron Rank/Pop (12+): 225/102,100

Stations: 16/8
Diaries: 533/192:1/48.2%
Sample Target: 550
% Below Line: 36.8
% Not Listed: 9.9

1987 Revenue: \$3,400,000
HH Inc.: \$25,845
Retail \$: .68 Bill
Pop per Station: 12,763
#1 Biller: KCCY-F \$825,000

MSA Rank/Pop: 285/124,400

ADI # 99 (w/Colorado Springs)

Average Person Ratings: 14.9

Market TSL: 20.5 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|-----------------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KCCY-F (C) | 25/16.4 | --- | 12.3 | --- | 13.0 | ---- | 29/365 | 267/26.2 | --- | 23.4 | 114 | | | KCCY-F |
| 2. KRDO-F (EZ) | 21/13.8 | --- | 9.9 | --- | 8.9 | ---- | 78/826 | 191/18.7 | --- | 13.5 | 87 | | | KRDO-F |
| 3. KKMG-F (CHR) | 15/ 9.9 | --- | 13.0 | --- | 6.3 | ---- | 18/282 | 194/19.0 | --- | 19.7 | 81 | | | KKMG-F |
| 4. KCSJ (N/T) | 14/ 9.2 | --- | 10.5 | --- | 8.3 | ---- | 17/267 | 198/19.4 | --- | 19.4 | 73 | | | KCSJ |
| 5. KILO-F (AOR) | 13/ 8.6 | --- | 10.5 | --- | 9.4 | ---- | 82/918 | 220/21.5 | --- | 17.6 | 108 | | | KILO-F |
| 6. KDZA (O) | 8/ 5.3 | --- | 9.9 | --- | 6.3 | ---- | 10/221 | 179/17.5 | --- | 21.9 | 202 | | | KDZA |
| KATM-F (CHR) | 8/ 5.3 | --- | .6 | --- | 3.1 | ---- | 34/514 | 164/16.1 | --- | 7.8 | 25 | | | KATM-F |
| 8. KIDN (C) | 6/ 3.9 | --- | 5.6 | --- | 6.3 | ---- | 14/214 | 105/10.3 | --- | 13.5 | 103 | | | KIDN |
| KOA (N/T) | 6/ 3.9 | --- | .6 | --- | 1.6 | ---- | 23/491 | 72/ 7.1 | --- | 5.5 | 103 | | | KOA |
| 10. KIKX-F (CHR) | 5/ 3.3 | --- | 3.7 | --- | 3.6 | ---- | 68/951 | 134/13.1 | --- | 12.3 | 0 | | | KIKX-F |
| KVUU-F (AC CHR) | 5/ 3.3 | --- | 3.1 | --- | 3.6 | ---- | 49/851 | 135/13.2 | --- | 13.4 | 203 | | | KVUU-F |

12+ FM SHARE (METRO): 70.80% (97 of 137) (SPG 87: 63.00%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. KATM-F | 1. KILO-F | 1. KCCY-F | 1. KCCY-F | 1. KCCY-F | 1. KRDO-F | 1. KCCY-F | 1. KCCY-F | 1. KCCY-F | 1. KILO-F | 1. KDZA |
| 2. KKMG-F | 2. KKMG-F | 2. KKMG-F | 2. KDZA | 2. KRDO-F | 2. KCCY-F | 2. KCSJ | 2. KRDO-F | 2. KILO-F | 2. KCCY-F | 2. KILO-F |
| 3. KCCY-F | 3. KCCY-F | 3. KILO-F | 3. KILO-F | 3. KDZA | 3. KCSJ-F | 3. KRDO-F | 3. KKMG-F | 3. KRDO-F | 3. KKMG-F | 3. KCCY-F |
| 4. KIKX-F | 4. KATM-F | 4. KDZA | 4. KKMG-F | 4. KILO-F | 4. | 4. KKMG-F | 4. KILO-F | 4. KATM-F | 4. KATM-F | 4. KSPZ-F |
| 5. KILO-F | 5. | 5. | 5. | 5. KKMG-F | 5. | 5. | 5. KDZA | 5. KCSJ | 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. KKMG-F | 1. KKMG-F | 1. KCCY-F | 1. KCCY-F | 1. KCCY-F | 1. KKMG-F | 1. KILO-F | 1. KILO-F | 1. KILO-F | 1. KCCY-F |
| 2. KATM-F | 2. KCCY-F | KDZA | 2. KKMG-F | 2. KRDO-F | KIKX-F | 2. KKMG-F | 2. KKFM-F | 2. KCCY-F | 2. KILO-F |
| KCCY-F | KILO-F | KKMG-F | 3. KRDO-F | 3. KDZA | KILO-F | 3. KKFM-F | 3. KKMG-F | 3. KDZA | 3. KDZA |
| 4. KATM-F | 4. KATM-F | KILO-F | 4. KDZA | 4. KKMG-F | 4. | 4. | 4. KVUU | 4. KIDN | 4. KKFM-F |
| 5. KRDO-F | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|--------|--------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 28 (3) | 28 (3) | 20.4 | 18.8 | KFEL 970 Pueblo .7/4.8 |
| AOR/CLASSIC | | 17 (2) | 17 (2) | 12.4 | 13.4 | KRMX 690 Pueblo 2.6/4.9 |
| AC/OLDIES/SOFT ROCK | 8 (1) | 6 (2) | 14 (3) | 10.2 | 16.8 | KKFM-F 96.5 Colorado Springs 2.6/8.2 |
| MOR/VARIETY/FULL | | | | | | KSPZ-F 92.9 Colorado Springs .7/7.4 |
| COUNTRY | 7 (2) | 25 (1) | 32 (3) | 23.4 | 20.8 | KSSS 740 Colorado Springs .7/2.4 |
| BLACK/URBAN | | | | | | |
| BTFL MUSIC/EZ | | 21 (1) | 21 (1) | 15.3 | 10.7 | |
| NEWS/TALK | 20 (2) | 20 (2) | 20 (2) | 14.6 | 12.1 | |
| NOSTALGIA | | | | | 2.7 | |
| RELIGION/GOSPEL | 1 (1) | 1 (1) | 1 (1) | 0.7 | 1.3 | |
| SPANISH | 4 (1) | 4 (1) | 4 (1) | 2.9 | 3.4 | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |

MISCELLANEOUS COMMENTS KCSJ, KUSN-F sold for \$1,200,000... KAYK sold for \$195,000... Arbitron fell 3.1% short of sample target...

RADIO STATIONS

| | | | |
|--------------------------------------|-------------|----------------------------|--------|
| KAYK, 1480, 1 KW (DAYS,DA) | , NOSTALGIA | , \$ 9.00 (Hix) | |
| KCSJ, 590, 1 KW (DA-2) | , NEWS/TALK | CBS, \$ 15.00 (Eastman) | |
| KDZA, 1230, 1 KW | , OLDIES | US 1, \$ 11.00 (Banner) | Surrey |
| KFEL, 970, 1 KW (DAYS) | , RELIGION | , \$ 8.00 (---) | |
| KIDN, 1350, 5 KW/1 KW (DA-N) | , COUNTRY | NBC, \$ 14.00 (Roslin) | |
| KRMX, 690, 250 W (DAYS) | , HISPANIC | UPI, \$ 12.00 (Caballero) | |
| KATM-F, 100.7, 100 KW @ 640, CHR | | , \$ 14.00 (Banner) | Surrey |
| KCCY-F, 97.9, 100 KW @ 1236, COUNTRY | | ABC-E, \$ 28.00 (Mc-Guild) | McCoy |
| KCSJ-F, 107.1, 3 KW @ 77, AC | | , \$ 12.00 (Eastman) | |
| KKMG-F, 98.9, 100 KW @ 750, CHR | | , \$ 19.00 (Mc-Guild) | |

Other ranked stations - See Colorado Springs

American Radio Spring 1988, Copyright 1988

RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 61/558,100

MSA Rank/Pop: 70/661,000

ADI # 35

Average Person Ratings: 15.5

Market TSL: 21.0 hours

Stations: 25/21

Diaries: 1141/489:1/53.7%

Sample Target: 890

% Below Line: 4.6

% Not Listed: 14.4

1987 Revenue: \$24,300,000

HH Inc.: \$34,512

Retail \$: 4.5 Bill

Pop per Station: 26,576

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

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WRDU-F (AOR) | 92/10.7 | 8.3 | 6.5 | 10.9 | 7.9 | 9.1 | 187/2186 | 1093/19.6 | 14.9 | 16.1 | 103 | 9.7 | 95 | 1025 | WRDU-F |
| 2. WDCG-F (CHR) | 78/ 9.0 | 9.4 | 6.7 | 7.8 | 7.4 | 8.2 | 143/2518 | 1288/23.1 | 19.2 | 19.9 | 70 | 10.1 | 99 | 1619 | WDCG-F |
| 3. WQDR-F (C) | 63/ 7.3 | 7.4 | 9.1 | 8.2 | 8.1 | 8.0 | 187/2476 | 771/13.8 | 17.3 | 14.1 | 142 | 9.3 | 91 | 941 | WQDR-F |
| 4. WFXC-F (B) | 60/ 7.0 | 9.2 | 3.1 | 4.0 | 6.1 | 5.8 | 63/ 855 | 745/13.3 | 9.5 | 15.6 | 83 | 9.7 | 95 | 840 | WFXC-F |
| 5. WPTF (N/T) | 56/ 6.5 | 8.2 | 8.9 | 8.1 | 9.0 | 7.9 | 94/1372 | 812/14.5 | 16.3 | 16.4 | 71 | 7.6 | 75 | 965 | WPTF |
| WQOK-F (B) | 56/ 6.5 | 6.4 | 7.4 | 7.3 | --- | 5.9 | 107/1118 | 643/11.5 | 10.6 | --- | 112 | 8.3 | 82 | 1069 | WQOK-F |
| WRAL-F (AC) | 56/ 6.5 | 9.4 | 9.9 | 7.9 | 7.7 | 8.4 | 233/3012 | 932/16.7 | 22.4 | 20.6 | 138 | 8.7 | 86 | 1066 | WRAL-F |
| 8. WTRG-F (AC) | 45/ 5.2 | 3.9 | 3.7 | 3.3 | 4.5 | 4.0 | 86/1645 | 772/13.8 | 13.8 | 11.3 | 140 | 4.3 | 42 | 951 | WTRG-F |
| 9. WYLT-F (AC) | 36/ 4.2 | 3.6 | 6.3 | 4.1 | 5.9 | 4.6 | 55/ 981 | 562/10.1 | 14.0 | 11.4 | 114 | 3.3 | 32 | 492 | WYLT-F |
| 10. WDUR (B) | 31/ 3.6 | 3.6 | 3.2 | 2.6 | 4.7 | 3.3 | 32/ 331 | 311/ 5.6 | 4.0 | 5.8 | 86 | 1.4 | 14 | 260 | WDUR |
| 11. WZZU-F (CHR) | 28/ 3.2 | 2.8 | 4.1 | 5.2 | 5.4 | 3.8 | 65/1599 | 697/12.5 | 13.5 | 14.7 | 66 | 3.6 | 35 | 899 | WZZU-F |
| 12. WLLE (B) | 23/ 2.7 | 2.8 | 2.5 | 3.3 | 2.8 | 2.8 | 25/ 290 | 275/ 4.9 | 5.8 | 4.9 | 95 | 1.4 | 14 | 383 | WLLE |
| 13. WDNC (BB) | 21/ 2.4 | 2.5 | 3.3 | 2.3 | 2.6 | 2.6 | 24/ 440 | 333/ 6.0 | 8.2 | 7.3 | 42 | 1.7 | 17 | 413 | WDNC |

12+ FM SHARE (METRO): 75.91% (561 of 739) (SPG 87: 70.39%)

| 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. WROU-F | 1. WRDU-F | 1. WRDU-F | 1. WDCG-F | 1. WFXC-F |
| 2. WFXC-F | 2. WDCG-F< | 2. WDCG-F | 2. WQDR-F | 2. WQDR-F | 2. WQDR-F> | 2. WPTF | 2. WRAL-F< | 2. WDCG-F | 2. WFXC-F | 2. WPTF-F |
| 3. WZZU-F | 3. WFXC-F< | WQDR-F | 3. WRAL-F | 3. WRAL-F | 3. WRAL-F | 3. WQDR-F< | 3. WQDR-F | 3. WQDR-F | 3. WRDU-F | 3. WQOK-F |
| 4. WQOK-F | 4. WQOK-F | 4. WFXC-F | 4. WQOK-F< | 4. WQOK-F | 4. WDUR | 4. WRAL-F< | 4. WDCG-F | 4. WQOK-F | 4. WQOK-F | 4. WDNC |
| WRDU-F | 5. WTRG-F | WQOK-F | 5. WTRG-F | 5. WTRG-F | 5. WDNC | 5. WDCG-F | 5. WTRG-F | 5. WRAL-F< | 5. WPTF | 5. WQDR-F |
| | | | | | | 6. WFXC-F | 6. WFXC-F | 6. 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. WTRG-F< | 1. WDCG-F | 1. WRAL-F | 1. WRDU-F>> | 1. WRDU-F>> | 1. WRDU-F>> | 1. WRDU-F> | 1. WRDU-F |
| 2. WFXC-F< | 2. WROU-F | 2. WRAL-F | 2. WFXC-F | 2. WDCG-F | 2. WFXC-F | 2. WQOK-F | 2. WQOK-F | 2. WQDR-F | 2. WQDR-F |
| 3. WRDU-F | 3. WTRG-F | 3. WDCG-F | 3. WRAL-F | 3. WQDR-F | 3. WDCG-F | 3. WFXC-F | 3. WTRG-F | 3. WQOK-F | 3. WRAL-F |
| 4. WTRG-F | 4. WFXC-F | WQOK-F | WRDU-F | 4. WTRG-F | 4. WQOK-F< | 4. WDCG-F | 4. WFXC-F | 4. WFXC-F | 4. WQOK-F |
| 5. WQOK-F | 5. WRAL-F | WRDU-F | 5. WQOK-F | 5. WQOK-F | 5. WQDR-F | 5. WTRG-F | 5. WDCG-F | 5. WDCG-F | 5. WTRG-F |
| 6. WTRG-F | 6. WQOK-F | 6. WYLT-F | WTRG-F | WYLT-F | | | | WRAL-F | |

| FORMATS | AM | FM | TOTAL | % | % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|----------------------|----------|----------|----------|------|------|--|
| TOP 40/CHR/CONTEMP | | 106 (2) | 106 (2) | 14.3 | 15.6 | WAZZ-F 103.9 Fuquay-Varina .8/2.0 |
| AOR/CLASSIC | | 101 (2) | 101 (2) | 13.7 | 11.3 | WCHL 1360 Chapel Hill .3/1.9 |
| AC/OLDIES/SOFT ROCK | 9 (1) | 137 (3) | 146 (4) | 19.8 | 25.8 | WCLY 1550 Raleigh .9/1.6 |
| MOR/VARIETY/FULL | 3 (1) | | 3 (1) | 0.4 | 10.9 | WKIX 850 Raleigh 1.0/4.8 |
| COUNTRY | 9 (2) | 88 (3) | 97 (5) | 13.1 | 11.6 | WPJL 1240 Raleigh 1.2/2.5 |
| BLACK/URBAN | 62 (3) | 122 (3) | 184 (6) | 24.9 | 20.6 | WSRC 1410 Ourham .9/2.9 |
| BTFM MUSIC/EZ | | 7 (1) | 7 (1) | 0.9 | | WTK 1310 Durham .3/1.3 |
| NEWS/TALK | 56 (1) | | 56 (1) | 7.6 | | WYRN 1480 Louisburg .7/1.1 |
| NOSTALGIA | 21 (1) | | 21 (1) | 2.8 | 3.1 | WKRR-F 92.3 Asheboro 1.0/3.1 |
| RELIGION/GOSPEL | 18 (2) | | 18 (2) | 2.4 | 0.4 | WNCT-F 107.9 Greenville .8/ .9 |
| SPANISH | | | | | | WPCM-F 101.1 Burlington 2.1/5.0 |
| CLASSICAL | | | | | | WQMG-F 97.1 Greensboro .7/1.9 |
| JAZZ/NEW AGE/ELECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 0.7 | |
| | 178 (11) | 561 (14) | 739 (25) | | | |

RADIO STATIONS

| | | | | |
|--------------------------------------|-------------|---------------------|------------|------------------------|
| WCLY, 1550, 1 KW | , BLACK | NBN, \$ 16.00 | (K & P) | Benny Moore |
| WDNC, 620, 5 KW/1 KW (DA-2) | , NOSTALGIA | CBS, \$ 27.00 | (Republic) | Bill Smith |
| WDUR, 1490, 1 KW | , BLACK | NBN,ABC-R, \$ 24.00 | (Eastman) | Tom Campbell |
| WKIX, 850, 10 KW/5 KW (DA-N) | , OLDIES | US 2, \$ 22.00 | (Mc-Guild) | Gary Weiss |
| WLLE, 570, 500 W (DAYS) | , BLACK | SBN, \$ 20.00 | (K & P) | Henry Monroe |
| WPTF, 680, 50 KW (DA-N) | , TALK/MOR | NBC,ABC-I, \$ 73.00 | (Mc-Guild) | Bryan McIntyre |
| WTK, 1310, 5 KW/1 KW (DA-1) | , COUNTRY | MBS, \$ 17.00 | (--- | Harry Welch |
| WDCG-F, 95.1, 99 KW @ 1141, CHR | | ABC-F, \$ 65.00 | (Republic) | Bill Smith |
| WFXC-F, 107.1, 3 KW @ 300, BLACK | | , \$ 46.00 | (Eastman) | Martin Seligson |
| WQDR-F, 94.7, 100 KW @ 1025, COUNTRY | | ABC-E, \$ 64.00 | (Mc-Guild) | Bryan McIntyre |
| WRAL-F, 101.5, 100 KW @ 1900, AC | | , \$105.00 | (Katz) | Capitol-Goodman |
| WRDU-F, 106.1, 100 KW @ 1350, AOR | | Source, \$ 81.00 | (MMR) | Voyager |
| WYLT-F, 96.1, 98 KW @ 930, SOFT AC | | , \$ 55.00 | (Mc-Guild) | Metroplex |
| WZZU-F, 93.9, 100 KW @ 1811, CHR | | , \$ 50.00 | (Torbet) | Village |
| WTRG-F, 100.7, 100 KW @ 1968, AC | | , \$ 57.00 | (Banner) | Capitol-Johnson |
| WQOK-F, 97.5, 100 KW @ 1020, BLACK | | ABC-C, \$ 40.00 | (HNWH) | Joyner (S. BOSTON, VA) |

RENO

Arbitron Rank/Pop (12+): 141/228,600
 MSA Rank/Pop: 185/230,000
 AOI # 121
 Average Person Ratings: 16.4
 Market TSL: 21.8 hours

Stations: 18/18
 Diaries: 656/348:1/49.7%
 Sample Target: 610
 % Below Line: 0
 % Not Listed: 10.1

1987 Revenue: \$9,400,000
 HH Inc.: \$32,684
 Retail \$: 2.2 Bil
 Pop per Station: 12,700
 #1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. KOZZ-F (AOR) | 42/11.2 | 6.3 | 8.7 | 14.4 | 13.0 | ---- | 56/635 | 456/19.9 | 17.1 | 22.1 | 110 | 13.7 | 54 | 660 | KOZZ-F |
| 2. KWNZ-F (CHR) | 40/10.7 | 9.3 | 8.7 | 12.0 | 10.6 | ---- | 51/683 | 524/22.9 | 24.5 | 21.2 | 68 | 12.9 | 51 | 663 | KWNZ-F |
| 3. KNEV-F (EZ) | 40/10.7 | 8.3 | 11.5 | 8.2 | 4.2 | ---- | 52/492 | 349/15.3 | 14.0 | 14.4 | 64 | 6.6 | 26 | 272 | KNEV-F |
| 4. KIIQ-F (C) | 32/ 8.5 | 5.0 | 5.0 | 7.5 | 6.1 | ---- | 58/562 | 340/14.9 | 10.2 | 11.1 | 91 | 4.6 | 18 | 258 | KIIQ-F |
| 5. KRNO-F (AC) | 30/ 8.0 | 6.6 | 5.3 | 7.2 | 9.7 | ---- | 36/484 | 350/15.3 | 14.5 | 16.2 | 143 | 6.6 | 26 | 262 | KRNO-F |
| 6. KOH (N/T) | 28/ 7.5 | 8.6 | 6.8 | 6.5 | 8.5 | ---- | 34/395 | 279/12.2 | 16.1 | 11.4 | 91 | 6.1 | 24 | 310 | KOH |
| 7. KRZQ-F (AOR) | 22/ 5.9 | 8.9 | 9.9 | .7 | .3 | ---- | 24/308 | 288/12.6 | 16.8 | 16.3 | 108 | 8.6 | 34 | 290 | KRZQ-F |
| 8. KHTZ-F (CHR) | 20/ 5.3 | 7.0 | 9.0 | 8.2 | 7.6 | ---- | 26/521 | 374/16.4 | 18.0 | 22.1 | 77 | 8.1 | 32 | 500 | KHTZ-F |
| KBUL-F (C) | 20/ 5.3 | 4.6 | 3.4 | 2.1 | 3.3 | ---- | 26/414 | 322/14.1 | 9.0 | 8.1 | 121 | 5.8 | 23 | 279 | KBUL-F |
| 10. KSNY-F (AC) | 14/ 3.7 | 4.6 | 4.3 | 5.1 | --- | ---- | 16/234 | 203/ 8.9 | 11.1 | 12.3 | 122 | 2.5 | 10 | 192 | KSNY-F |
| 11. KROW (C) | 12/ 3.2 | 3.6 | 3.1 | 3.4 | 3.9 | ---- | 29/493 | 216/ 9.4 | 10.9 | 10.4 | 100 | 3.3 | 13 | 214 | KROW |
| 12. KROI-F (AC) | 9/ 2.4 | 3.0 | 3.1 | 1.4 | 6.4 | ---- | 13/218 | 176/ 7.7 | 8.1 | 8.5 | 58 | 3.5 | 14 | 166 | KROI-F |
| 13. KPLY (MOR) | 8/ 2.1 | 3.3 | 2.2 | 1.0 | 3.3 | ---- | 11/172 | 147/ 6.4 | 5.9 | 6.7 | 129 | 1.5 | 6 | 111 | KPLY |
| 14. KCBN (O) | 6/ 1.6 | 2.3 | 1.9 | 4.1 | 1.8 | ---- | 9/200 | 170/ 7.4 | 8.4 | 8.6 | 169 | 2.0 | 8 | 160 | KCBN |
| 15. KONE (BB) | 5/ 1.3 | 2.0 | .9 | 1.0 | 1.8 | ---- | 5/117 | 108/ 4.7 | 6.6 | 4.3 | 108 | .8 | 3 | 98 | KONE |

12+ FM SHARE (METRO): 80.71% (272 of 337) (SPG 87: 75.42%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MIO | 12+ PMO | 12+ EVE | OVERNIGHT |
|------------------------|------------|------------|------------|------------|------------|-----------|------------|-----------|--------------------|-----------|
| 1. KWNZ-F>>>1. KOZZ-F> | 1. KOZZ-F> | 1. KOZZ-F> | 1. KOZZ-F> | 1. KOZZ-F> | 1. KNEV-F> | 1. KNEV-F | 1. KNEV-F< | 1. KOZZ-F | 1. KWNZ-F>>>1. KOH | > |
| 2. KHTZ-F>>>2. KRZQ-F | 2. KRNO-F | 2. KRNO-F | 2. KRNO-F | 2. KRNO-F | 2. KOH | 2. KOZZ-F | 2. KOZZ-F | 2. KNEV-F | 2. KHTZ-F | 2. KWNZ-F |
| 3. KOZZ-F>>>3. KWNZ-F | 3. KWNZ-F | 3. KWNZ-F | 3. KWNZ-F | 3. KIIQ-F | 3. KIIQ-F | 3. KIIQ-F | 3. KIIQ-F | 3. KWNZ-F | 3. KNEV-F | 3. KNEV-F |
| 4. 4. KRNO-F | 4. KRZQ-F | 4. KRZQ-F | 4. KIIQ-F | 4. KWNZ-F | 4. KBUL-F | 4. KWNZ-F | 4. KRNO-F | 4. KIIQ-F | 4. KOZZ-F | 4. KRZQ-F |
| 5. 5. KIIQ-F | 5. KIIQ-F | 5. KIIQ-F | 6. KOH | 5. KNEV-F | 5. KRNO-F | 5. KBUL-F | 5. KWNZ-F | 5. KOH | 5. KRNO-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. KWNZ-F> | 1. KWNZ-F | 1. KRNO-F | 1. KWNZ-F> | 1. KRNO-F | 1. KOZZ-F | 1. KOZZ-F> | 1. KOZZ-F> | 1. KOZZ-F> | 1. KOZZ-F> |
| 2. KOZZ-F | 2. KOZZ-F | 2. KRNO-F | 2. KRNO-F | 2. KIIQ-F | 2. KRZQ-F | 2. KRZQ-F> | 2. KRZQ-F> | 2. KRNO-F | 2. KRNO-F |
| 3. KIIQ-F | 3. KRNO-F | 3. KIIQ-F | 3. KIIQ-F | 3. KWNZ-F | 3. KWNZ-F | 3. KRNO-F | 3. KRNO-F | 3. KRZQ-F | 3. KRZQ-F |
| KROI-F | 4. KIIQ-F | KHTZ-F | KOZZ-F | 4. KOH | 4. | KWNZ-F | 4. KIIQ-F | 4. KWNZ-F | 4. KIIQ-F |
| KRZQ-F | 5. | KWNZ-F | 5. KSNY-F | 5. | 5. | 5. KIIQ-F | KWNZ-F | 5. KIIQ-F | 5. KNEV-F |
| KSNY-F | | | | | | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|--------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 69 (3) | 69 (3) | 20.5 | 19.2 |
| AOR/CLASSIC | | 64 (2) | 64 (2) | 19.0 | 20.2 |
| AC/OLDIES/SOFT ROCK | 6 (1) | 44 (2) | 50 (3) | 14.8 | 16.5 |
| MOR/VARIETY/FULL | 8 (1) | | 8 (1) | 2.4 | 6.1 |
| COUNTRY | 15 (2) | 52 (2) | 67 (4) | 19.9 | 18.2 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 40 (1) | 40 (1) | 11.9 | 12.5 |
| NEWS/TALK | 28 (1) | | 28 (1) | 8.3 | 7.4 |
| NOSTALGIA | 5 (1) | | 5 (1) | 1.5 | |
| RELIGION/GOSPEL | | | | | |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | 3 (1) | 3 (1) | 0.9 | |
| UNKNOWN/OTHERS | 3 (1) | | 3 (1) | 0.9 | |
| | 65 (7) | 272 (11) | 337 (18) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|-----------------|--------|
| KLKT-F | 100.1 | Incline Village | .8/3.3 |
| KPTL | 1300 | Carson City | .8/3.9 |
| KQLO | 920 | Reno | .8/3.8 |

MISCELLANEOUS COMMENTS KBUL-F sold by TM to Marathon for \$ _____ ...

RADIO STATIONS

| | | | | | |
|------------------------------|-------------|----------------------|------------|------------|------------------------------------|
| KCBN, 1230, 1 KW | , OLOIES | CBS-R, \$ 16.00 | (Torbet) | Roth | Bob Ordenez |
| KOH, 630, 5 KW/1 KW (DA-N) | , NEWS/TALK | CBS, ABC-T, \$ 28.00 | (Katz) | Constant | Ken Mendenhall |
| KQLO, 920, 5 KW/1 KW (DA-N) | , COUNTRY | NBC, \$ 19.00 | (Banner) | Lotus | Larry Shipp |
| KONE, 1450, 1 KW | , NOSTALGIA | ABC-C, \$ 15.00 | (Eastman) | | Dave Newman |
| KPLY, 1270, 5 KW (DAYS) | , MOR | , \$ 14.00 | (Ourpetti) | | (SPARKS) Max Reeder |
| KRCV, 1340, 1 KW | , RELIGION | , \$ 14.00 | (Unirep) | | Paul Pitts |
| KROW, 780, 50 KW (DA-N) | , COUNTRY | ABC-1, \$ 17.00 | (Mc-Guild) | John Price | John O'Brien |
| KIIQ, 1590, 5 KW (DAYS) | , COUNTRY | UPI, \$ 15.00 | (Christal) | Olympic | (SUN VALLEY) Dave Plowden |
| KBUL-F, 98.1, 76 KW @ 2274, | COUNTRY | MBS, \$ 21.00 | (Ourpetti) | Marathon | Dave Graupner |
| KIIQ-F, 104.5, 25 KW @ 2930, | COUNTRY | , \$ 25.00 | (Christal) | Olympic | |
| KNEV-F, 95.5, 60 KW @ 2270, | BTFL/EZ | , \$ 30.00 | (Mc-Guild) | John Price | John O'Brien |
| KOZZ-F, 105.7, 75 KW @ 2120, | AOR | Source, \$ 35.00 | (Eastman) | Lotus | Dave Newman |
| KRNO-F, 106.9, 37 KW @ 2956, | SOFT AC | , \$ 36.00 | (Torbet) | Roth | Bob Ordenez |
| KROI-F, 100.9, 300 W @ 840, | CONTEMP | , \$ 26.00 | (Ourpetti) | | (SPARKS) Max Reeder |
| KRZQ-F, 96.5, 85 W @ 2350, | AOR | , \$ 30.00 | (MMR) | | (TAHOE CITY, CA) John Feeley |
| KHTZ-F, 103.7, 1 KW @ 2870, | CHR | , \$ 30.00 | (Katz) | Americom | (CARNELIAN BAY, CA) Ken Sutherland |
| KSNY-F, 101.7, 1 KW @ 150, | AC | Trans, \$ 19.00 | (Katz) | | Ken Mendenhall |
| KWNZ-F, 97.3, 87 KW @ 2126, | CHR | , \$ 33.00 | (Banner) | Constant | (CARSON CITY) Larry Shipp |

RICHMOND

Arbitron Rank/Pop (12+): 54/690,300

MSA Rank/Pop: 63/824,000

Average Person Ratings: 17.7
Market TSL: 23.3 hours

Stations: 18/18
Diaries: 1227/563:1/60.3%
Sample Target: 1020
% Below Line: 0
% Not Listed: 9.1

1987 Revenue: \$24,200,000
HH Inc.: \$35,205
Retail \$: 5.7 Bil
Pop per Station: 38,350
#1 Biller: WRVA \$5,300,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | | | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|-----------|-----------|--------|
| | | | | | | | | | | | | | | | 12+ METRO | 1/4/SHARE | WIN 88 |
| 1. WRVQ-F (CHR) | 177/14.5 | 13.2 | 12.1 | 13.3 | 11.6 | 13.3 | 228/2514 | 2021/29.3 | 27.7 | 28.1 | 101 | 18.1 | 245 | 2295 | WRVQ-F | | |
| 2. WRVA (MOR) | 155/12.7 | 14.6 | 13.3 | 12.4 | 15.0 | 10.8 | 168/1985 | 1760/25.5 | 27.9 | 29.3 | 69 | 9.9 | 133 | 1637 | WRVA | | |
| 3. WRXL-F (AOR) | 132/10.8 | 13.2 | 13.2 | 12.2 | 10.8 | 12.4 | 143/1609 | 1420/20.6 | 21.0 | 18.6 | 127 | 17.1 | 231 | 1886 | WRXL-F | | |
| 4. WCDX-F (B) | 116/ 9.5 | 6.3 | 3.8 | 2.5 | 3.7 | 5.5 | 121/1065 | 1020/14.8 | 9.0 | 9.2 | 79 | 9.8 | 132 | 1317 | WCDX-F | | |
| 5. WEZS-F (AC) | 105/ 8.6 | 7.9 | 6.8 | 9.0 | 9.1 | 8.1 | 119/1552 | 1317/19.1 | 18.7 | 19.6 | 135 | 6.4 | 86 | 877 | WEZS-F | | |
| 7. WTVR A/F (C) | 89/ 7.3 | 5.6 | 6.9 | 5.9 | 6.3 | 6.4 | 107/1359 | 1050/15.2 | 15.4 | 14.3 | 101 | 4.6 | 62 | 895 | WTVR A/F | | |
| 8. WQSF-F (EZ) | 48/ 3.9 | 6.3 | 5.2 | 4.4 | 5.5 | 5.0 | 56/ 750 | 647/ 9.4 | 9.9 | 9.6 | 85 | 2.7 | 36 | 507 | WQSF-F | | |
| 9. WKHK-F (C) | 33/ 2.7 | 2.9 | 4.3 | 1.4 | 3.8 | 2.8 | 35/ 574 | 536/ 7.8 | 8.4 | 7.5 | 119 | 2.2 | 30 | 407 | WKHK-F | | |
| 10. WPLZ (R/G) | 31/ 2.5 | 1.4 | 1.3 | 3.3 | 1.1 | 2.1 | 34/ 292 | 272/ 3.9 | 1.5 | 2.6 | 84 | 1.0 | 13 | 235 | WPLZ | | |
| 11. WLEE (BB) | 26/ 2.1 | 2.8 | 2.2 | 2.1 | 1.9 | 2.3 | 27/ 319 | 298/ 4.3 | 5.3 | 4.0 | 29 | 2.2 | 30 | 354 | WLEE | | |
| 12. WFTH (R/G) | 23/ 1.9 | 1.5 | 2.5 | 1.2 | 1.8 | 1.8 | 23/ 276 | 276/ 4.0 | 3.8 | 3.5 | 105 | .7 | 9 | 157 | WFTH | | |
| 13. WRNL (O) | 22/ 1.8 | 2.1 | 1.2 | 2.6 | 2.1 | 1.9 | 24/ 437 | 414/ 6.0 | 6.2 | 7.5 | 128 | .7 | 10 | 383 | WRNL | | |

12+ FM SHARE (METRO): 73.10% (810 of 1108) (SPG 87: 69.81%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AM | 12+ MID | 12+ PM | 12+ EVE | OVERNIGHT |
|-----------------------|-----------|-----------|-----------|-----------|-------------------|-----------|------------|-----------|------------|-----------|
| 1. WRVQ-F >>1. WRXL-F | 1. WRVQ-F | 1. WRVQ-F | 1. WRVQ-F | 1. WRVQ-F | 1. WRVA >>1. WRVA | 1. WRVQ-F | 1. WRVQ-F | 1. WRVQ-F | 1. WRVA | 1. WRVA |
| 2. WCDX-F | 2. WRVQ-F | 2. WRXL-F | 2. WRXL-F | 2. WRXL-F | 2. WTVR-F+ | 2. WRVQ-F | 2. WEZS-F | 2. WRXL-F | 2. WRVQ-F | 2. WCDX-F |
| 3. WPLZ-F | 3. WCDX-F | 3. WCDX-F | 3. WEZS-F | 3. WEZS-F | 3. WRVQ-F | 3. WRXL-F | 3. WRXL-F | 3. WCDX-F | 3. WCDX-F | 3. WPLZ-F |
| 4. WRXL-F | 4. WEZS-F | 4. WEZS-F | 4. WPLZ-F | 4. WPLZ-F | 4. WQSF-F | 4. WEZS-F | 4. WRVA < | 4. WRVA < | 4. WRVA | 4. WRXL-F |
| 5. | 5. WPLZ-F | 5. WPLZ-F | 5. WCDX-F | 5. WCDX-F | 5. WEZS-F | 5. WCDX-F | 5. WTRV-F+ | 5. WEZS-F | 5. WRXL-F | 5. WRVQ-F |
| | | | 6. WRVA | 6. WCDX-F | 6. WPLZ-F | 6. WCDX-F | 6. WCDX-F | 6. WPLZ-F | 6. WTVR-F+ | 6. WKHK-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. WRVQ-F > | 1. WCDX-F | 1. WRXL-F >>1. WRXL-F >>1. WRXL-F >>1. WRXL-F >> | | | |
| 2. WCDX-F | 2. WCDX-F | 2. WCDX-F < | 2. WEZS-F | 2. WEZS-F | 2. WRXL-F | 2. WCDX-F | 2. WRVQ-F | 2. WRVQ-F | 2. WRVQ-F |
| 3. WEZS-F > | 3. WEZS-F < | 3. WCDX-F | 3. WCDX-F | 3. WPLZ-F | 3. WPLZ-F | 3. WPLZ-F < | 3. WRVQ-F | 3. WCOX-F | 3. WEZS-F < |
| 4. WPLZ-F | 4. WPLZ-F | 4. WPLZ-F | 4. WPLZ-F > | 4. WCDX-F | 4. WRVQ-F > | 4. WRVQ-F | 4. WPLZ-F | 4. WPLZ-F | 4. WRVA |
| 5. WRXL-F | 5. WRXL-F | WRXL-F | 5. WRXL-F | 5. WRVA | 5. WTVR-F+ | 5. WEZS-F | 5. WCDX-F | 5. WEZS-F | 5. WPLZ-F |
| | | | | 6. WTVR-F+ | | | 6. WTVR-F+ | 6. WTVR-F+ | 6. WTVR-F+ |

| FORMATS | AM | FM | TOTAL | % | % | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | | |
|-----------------------|---------|---------|-----------|------|------|--|------|----------|--|---------|
| TOP 40/CHR/CONTEMP | | 177 (1) | 177 (1) | 16.0 | 12.6 | WANT | 990 | Richmond | | 1.2/4.8 |
| AOR/CLASSIC | | 132 (1) | 132 (1) | 11.9 | 11.8 | WDYL-F | 92.1 | Chester | | .7/3.0 |
| AC/OLDIES/SOFT ROCK | 22 (1) | 105 (1) | 127 (2) | 11.5 | 12.2 | WKIE | 1540 | Richmond | | 1.5/4.7 |
| MOR/VARIETY/FULL | 155 (1) | | 155 (1) | 14.0 | 16.8 | WXGI | 950 | Richmond | | .3/1.9 |
| COUNTRY | 8 (2) | 118 (2) | 126 (4) | 11.4 | 11.4 | MISCELLANEOUS COMMENTS WRFK-F sold to Daytona for \$6,500,000 (Sailors)... | | | | |
| BLACK/URBAN | 33 (2) | 221 (2) | 254 (4) | 22.9 | 22.7 | | | | | |
| BTFM MUSIC/EZ | | 48 (1) | 48 (1) | 4.3 | 6.0 | | | | | |
| NEWS/TALK | | | | | | | | | | |
| NOSTALGIA | 26 (1) | | 26 (1) | 2.3 | 2.0 | | | | | |
| RELIGION/GOSPEL | 54 (2) | 9 (1) | 63 (3) | 5.7 | 4.5 | | | | | |
| SPANISH | | | | | | | | | | |
| CLASSICAL | | | | | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | | | | | |
| UNKNOWN/OTHERS | | | | | | | | | | |
| | 298 (9) | 810 (9) | 1108 (18) | | | | | | | |

RADIO STATIONS

| | | | | |
|------------------------------|-----------|-----------------|------------|--------------------------|
| WANT, 990, 1 KW/ | BLACK | NBN, \$ 15.00 | (--- | Jim Johnson |
| WFTH, 1590, 5 KW (DAYS) | GOSPEL | \$ 15.00 | (--- | Jack Johnson |
| WKIE, 1540, 10 KW (DAYS, DA) | BLACK | \$ 18.00 | (Roslin) | Larry Jones |
| WLEE, 1480, 5 KW (DA-2) | NOSTALGIA | CBS, \$ 29.00 | (HNWH) | Tony Booth |
| WRNL, 910, 5 KW (DA-N) | OLDIES | UPI, \$ NA | (Katz) | Claire Shaffner |
| WRVA, 1140, 50 KW (DA-1) | MOR | NBC, \$109.00 | (Eastman) | Bob Jones |
| WTVR, 1380, 5 KW (DA-2) | COUNTRY | ABC-E, \$ NA | (Christal) | Eddie Anderson |
| WCDX-F, 92.7, 3 KW @ 300, | BLACK | \$ 37.00 | (Torbet) | Sinclair |
| WEZS-F, 103.7, 20 KW @ 750, | AC | \$ 86.00 | (MMR) | Ragan Henry |
| WKHK-F, 95.3, 1.6 KW @ 400, | COUNTRY | \$ 35.00 | (HNWH) | Brill (COLONIAL HEIGHTS) |
| WRVQ-F, 94.5, 200 KW @ 355, | CHR | ABC-C, \$ 97.00 | (Eastman) | Edens |
| WRXL-F, 102.1, 140 KW @ 320, | AOR | \$ 85.00 | (Katz) | Capitol-Goodmon |
| WTVR-F, 98.1, 50 KW @ 840, | COUNTRY | ABC-E, \$ 53.00 | (Christal) | Park |
| WQSF-F, 96.5, 50 KW @ 500, | BTFM/EZ | \$ 45.00 | (HNWH) | (WILLIAMSBURG) |
| WRFK-F, 106.5, 50 KW @ 240, | FINE ARTS | \$ NA | (--- | Sold to Daytona |
| WDYL-F, 92.1, 3 KW @ 300, | RELIGION | UPI, \$ 15.00 | (--- | (CHESTER) |
| WPLZ-F, 99.3, 3 KW @ 328, | BLACK | US 1, \$ 70.00 | (Mc-Guild) | (PETERSBURG) |

RIVERSIDE - SAN BERNARDINO

Arbitron Rank/Pop (12+): 19/978,900

Stations: 44/15
Diaries: 1216/805:1/47.9%
Sample Target: 1280
% Below Line: 49.0
% Not Listed: 11.8

1987 Revenue: \$14,000,000
HH Inc.: \$33,611
Retail \$: 12.2 Bil
Pop per Station: 65,260
#1 Biller: KGGI-F \$3,000,000

MSA Rank/Pop: 19/2,060,000
Los Angeles ADI
Average Person Ratings: 17.1
Market TSL: 23.0 hours

| 12+ METRO | 1/4/SHARE | WIN | FAL | SUM | SPG | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | | | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|-----|-----|-----|-----|-------------|------------------|----------------------------|--------|--------|--------------|-------|-------|-------------|-----------|------------|
| | | 88 | 87 | 87 | 87 | | | | | | 25-54 | Birch | Birch | | | |
| 1. KDUO-F (EZ) | 135/8.1 | 8.1 | 7.3 | 8.3 | 7.7 | 8.0 | 169/1973 | 1475/15.1 | 12.7 | 12.9 | 59 | 3.7 | 61 | 724 | KDUO-F | |
| 2. KGGI-F (CHR) | 105/6.3 | 7.4 | 7.0 | 8.5 | 7.4 | 7.3 | 128/2212 | 1723/17.6 | 17.3 | 18.6 | 78 | 13.9 | 227 | 2762 | KGGI-F | |
| 3. KIIS A/F (CHR) | 102/6.1 | 6.0 | 6.3 | 6.5 | 5.5 | 6.2 | 162/2647 | 1577/16.1 | 14.9 | 16.2 | 92 | 6.7 | 110 | 1525 | KIIS A/F | |
| 4. KRTH-F (O) | 91/5.4 | 4.8 | 5.0 | 7.4 | 7.2 | 5.7 | 135/1731 | 1279/13.1 | 13.7 | 15.2 | 152 | 5.3 | 87 | 1229 | KRTH-F | |
| 5. KLOS-F (AOR) | 85/5.1 | 5.9 | 4.2 | 3.6 | 4.2 | 4.7 | 114/1532 | 1091/11.1 | 10.0 | 8.6 | 133 | 6.2 | 101 | 1390 | KLOS-F | |
| 6. KCAL-F (AOR) | 76/4.5 | 4.1 | 5.7 | 2.9 | 2.5 | 4.3 | 96/1192 | 957/ 9.8 | 9.8 | 7.0 | 131 | 4.4 | 72 | 756 | KCAL-F | |
| 7. KCKC (C) | 72/4.3 | 2.6 | 2.8 | 2.5 | 2.9 | 3.1 | 83/ 690 | 603/ 6.2 | 5.5 | 5.7 | 65 | 2.8 | 46 | 514 | KCKC | |
| 8. KOST-F (AC) | 68/4.1 | 4.1 | 3.6 | 3.1 | 3.4 | 3.7 | 109/1688 | 987/10.1 | 9.0 | 10.6 | 129 | 3.6 | 58 | 675 | KOST-F | |
| 9. KNX (N) | 53/3.2 | 3.2 | 2.6 | 3.3 | 2.3 | 3.1 | 79/1329 | 917/ 9.4 | 9.3 | 7.6 | 63 | 2.7 | 44 | 893 | KNX | |
| KFI (T) | 53/3.2 | 2.8 | 3.7 | 3.2 | 3.8 | 3.2 | 91/1402 | 804/ 9.2 | 11.8 | 10.5 | 122 | 2.6 | 43 | 675 | KFI | |
| 11. KROQ-F (AOR) | 43/2.6 | 1.5 | 2.0 | 2.5 | 2.2 | 2.2 | 64/ 782 | 514/ 5.3 | 5.5 | 5.6 | 31 | 5.3 | 87 | 1076 | KROQ-F | |
| KOLA-F (CHR) | 43/2.6 | 3.1 | 2.6 | 2.0 | 2.3 | 2.6 | 66/1682 | 1178/12.0 | 10.6 | 9.7 | 77 | 1.5 | 25 | 904 | KOLA-F | |
| 13. KF XM (BB) | 41/2.4 | 2.2 | 1.3 | 2.5 | 3.2 | 2.1 | 46/ 565 | 485/ 5.0 | 4.0 | 5.4 | 25 | 1.4 | 23 | 443 | KF XM | |
| 14. KQLH-F (AC) | 39/2.3 | 2.9 | 3.0 | 2.4 | 3.1 | 2.7 | 40/ 708 | 625/ 6.4 | 7.6 | 6.8 | 100 | 2.6 | 42 | 475 | KQLH-F | |
| KBIG-F (EZ) | 39/2.3 | 2.5 | 2.3 | 3.0 | 2.7 | 2.5 | 63/1028 | 668/ 6.8 | 7.2 | 7.4 | 126 | 2.2 | 36 | 274 | KBIG-F | |

12+ FM SHARE (METRO): 75.02% (1108 of 1477) (SPG 87: 76.29%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|------------|------------|------------|------------|-----------|-------------|------------|------------|-----------|-----------|
| 1. KGGI-F | 1. KLOS-F | 1. KIIS-AF | 1. KRTH-F | 1. KRTH-F | 1. KDUO-F | >1. KIIS-AF | <1. KDUO-F | 1. KDUO-F | 1. KGGI-F | 1. KCKC |
| 2. KROQ-F | 2. KCAL-F | 2. KRTH-F | 2. KLOS-F | 2. KLOS-F | 2. KCKC | 2. KDUO-F | 2. KRTH-F | 2. KLOS-F | 2. KIIS-F | 2. KIIS-F |
| 3. KIIS-AF | 3. KIIS-AF | 3. KLOS-F | 3. KCAL-F | 3. KCAL-F | 3. KNX | 3. KGGI-F | 3. KGGI-F | 3. KIIS-AF | 3. KCAL-F | 3. KLOS-F |
| 4. KPWR-F | 4. KGGI-F | 4. KCAL-F | 4. KIIS-AF | 4. KIIS-AF | 4. KFI | 4. KLOS-F | 4. KOST-F | 4. KGGI-F | 4. KRTH-F | 4. KQLH-F |
| 5. KOLA-F | 5. KRTH-F | 5. KGGI-F | 5. KOST-F | 5. KOST-F | 5. KF XM | 5. KCKC | 5. KCKC | 5. KRTH-F | 5. KROQ-F | 5. KDUO-F |
| | | | 6. KGGI-F | | | 6. KLOS-F | 6. KCAL-F | 6. KDUO-F | 6. KDUO-F | 6. KBIG-F |
| | | | | | | 7. KRTH-F | 7. KIIS-AF | 7. KOST-F | 7. KOST-F | 7. KNX |
| | | | | | | 8. KFI | 8. KCAL-F | 8. KOLA-F | 8. KPWR-F | |
| | | | | | | 9. KOST-F | 9. KFI | 9. KCKC | 9. KOLA-F | |
| | | | | | | 10. KCAL-F | 10. KF XM | 10. KNX | 10. KNX | < |

| 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. KIIS-F | 1. KGGI-F | 1. KIIS-AF | 1. KLOS-F | 1. KLOS-F | 1. KLOS-F | 1. KLOS-F | 1. KLOS-F |
| 2. KIIS-AF | 2. KIIS-AF | 2. KRTH-F | 2. KIIS-AF | 2. KRTH-F | 2. KIIS-AF | 2. KCAL-F | 2. KCAL-F | 2. KRTH-F | 2. KRTH-F |
| 3. KCAL-F | 3. KCAL-F | 3. KOST-F | 3. KRTH-F | 3. KGGI-F | 3. KCAL-F | 3. KRTH-F | 3. KRTH-F | 3. KRTH-F | 3. KCAL-F |
| 4. KOST-F | 4. KOST-F | 4. KGGI-F | 4. KOST-F | 4. KOST-F | 4. KROQ-F | 4. KIIS-AF | 4. KGGI-F | 4. KIIS-AF | 4. KFI |
| 5. KOLA-F | 5. KRTH-F | 5. KCAL-F | 5. KCAL-F | 5. KDUO-F | 5. KOLA-F | 5. KIIS-AF | 5. KOST-F | 5. KOST-F | 5. KOST-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|----------|-----------|-----------|------|--------|
| TOP 40/CHR/CONTEMP | 2 (1) | 253 (4) | 255 (5) | 17.3 | 17.6 |
| AOR/CLASSIC | | 256 (6) | 256 (6) | 17.3 | 16.0 |
| AC/OLDIES/SOFT ROCK | 38 (3) | 284 (7) | 322 (10) | 21.8 | 23.5 |
| MOR/VARIETY/FULL | | | | | |
| COUNTRY | 86 (2) | 94 (4) | 180 (6) | 12.2 | 10.5 |
| BLACK/URBAN | | 33 (1) | 33 (1) | 2.2 | 3.0 |
| BTFM MUSIC/EZ | | 142 (2) | 142 (2) | 9.6 | 9.1 |
| NEWS/TALK | 149 (4) | | 149 (4) | 10.1 | 6.9 |
| NOSTALGIA | 58 (3) | | 58 (3) | 3.9 | 2.6 |
| RELIGION/GOSPEL | 17 (2) | | 17 (2) | 1.2 | 1.4 |
| SPANISH | 19 (1) | 13 (1) | 32 (2) | 2.2 | 3.9 |
| CLASSICAL | | 6 (1) | 6 (1) | 0.4 | 1.4 |
| JAZZ/NEW AGE/ECLECTIC | | 27 (2) | 27 (2) | 1.8 | 2.3 |
| UNKNOWN/OTHERS | | | | | 1.9 |
| | 369 (16) | 1108 (28) | 1477 (44) | | |

RADIO STATIONS

| | | | | |
|-------------------------------------|-------------|------------------------|--------------|-------------------|
| KCAL, 1410, 5 KW/1 KW (DA-N) | , HISPANIC | ,\$ 19.00 | (Lotus) | Alfredo Gonzalez |
| KCKC, 1350, 5 KW/500 W (DA-2) | , COUNTRY | ABC-I, \$ 34.00 | (HNWH) | Sheila Brown |
| KDIF, 1440, 1 KW (DA-1) | , HISPANIC | ,\$ 18.00 | (Katz Hisp.) | Gilberto Esquivel |
| KFXM, 590, 1 KW (DA-2) | , NOSTALGIA | ABC-E, ABC-D, \$ 25.00 | (Katz) | Al Smith |
| 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) | Tim Sullivan |
| KDUO-F, 97.5, 72 KW @ 1530, BTFM/EZ | | ABC-D, \$ 61.00 | (Katz) | Al Smith |
| KGGI-F, 99.1, 3 KW @ 1530, CHR | | ,\$ 83.00 | (Mc-Guild) | Henry American |
| KNTF-F, 93.5, 3 KW @ -165, COUNTRY | | ,\$ 37.00 | (---) | B. Howell |
| KOLA-F, 99.9, 31 KW @ 1630, CHR | | ABC-R, \$ 41.00 | (Banner) | Fred Cote |
| KQLH-F, 95.1, 50 KW @ ??, SOFT AC | | MBS, \$ 40.00 | (Torbet) | |
| KWOJ-F, 92.7, 3 KW @ 300, COUNTRY | | MBS, \$ 30.00 | (Gillis) | O. Sherban |

Other ranked stations - See Los Angeles

MISCELLANEOUS COMMENTS Arbitron fell 5% short of sample target...

ROANOKE - LYNCHBURG

Arbitron Rank/Pop (12+): 94/367,800
 MSA Rank/Pop: Roanoke - 187/224,500
 ADI # 73 Lynchburg - 248/144,700
 Average Person Ratings: 16.5
 Market TSL: 22.0 hours

Stations: 20/17
 Diaries: 893/412:1/63.9%
 Sample Target: 760
 % Below Line: 2.0
 % Not Listed: 11.4

1987 Revenue: \$11,300,000
 HH Inc.: \$31,700
 Retail \$: 2.5 Bil
 Pop per Station: 21,635
 #1 Biller: WXLK-F \$3,500,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WXLK-F (CHR) | 127/20.9 | 22.7 | 22.2 | 21.6 | 17.2 | ---- | 283/3516 | 1495/40.6 | 39.8 | 38.9 | 100 | | | WXLK-F |
| 2. WYYD-F (C) | 77/12.7 | 11.0 | 12.1 | 10.4 | 9.1 | ---- | 117/1260 | 812/22.1 | 16.2 | 15.7 | 102 | | | WYYD-F |
| 3. WPVR-F (EZ) | 67/11.0 | 13.4 | 11.2 | 12.6 | 14.1 | ---- | 107/1277 | 742/20.2 | 20.6 | 17.3 | 83 | | | WPVR-F |
| 4. WSLQ-F (AC) | 50/ 8.2 | 6.5 | 8.3 | 7.0 | 8.3 | ---- | 103/1760 | 796/21.6 | 17.2 | 21.6 | 111 | | | WSLQ-F |
| 5. WSLC (C) | 31/ 5.1 | 4.8 | 6.1 | 4.8 | 4.2 | ---- | 40/ 513 | 418/11.4 | 9.1 | 11.9 | 61 | | | WSLC |
| 6. WJLM-F (C) | 28/ 4.6 | 3.8 | 3.2 | 2.2 | 3.9 | ---- | 31/ 387 | 353/ 9.6 | 8.1 | 7.6 | 104 | | | WJLM-F |
| WTOY (B) | 28/ 4.6 | 3.6 | 2.9 | 3.0 | 2.4 | ---- | 28/ 174 | 170/ 4.6 | 4.7 | 6.5 | 111 | | | WTOY |
| 8. WROV (AC) | 19/ 3.1 | 1.7 | 2.1 | 3.2 | 3.9 | ---- | 19/ 333 | 306/ 8.3 | 7.0 | 4.8 | 135 | | | WROV |
| 9. WKZZ-F (CHR) | 16/ 2.6 | 3.1 | 2.4 | 3.6 | 5.0 | ---- | 18/ 356 | 296/ 8.0 | 8.2 | 9.5 | 88 | | | WKZZ-F |
| WFIR (MOR) | 16/ 2.6 | 3.3 | 3.9 | 3.0 | 3.7 | ---- | 18/ 308 | 231/ 6.3 | 9.0 | 8.7 | 96 | | | WFIR |
| WJJS (B) | 16/ 2.6 | 3.4 | 3.2 | 3.3 | 5.0 | ---- | 17/ 188 | 175/ 4.8 | 4.9 | 4.0 | 131 | | | WJJS |
| 12. WBLT (?) | 14/ 2.3 | .5 | .5 | .7 | 1.9 | ---- | 14/ 62 | 62/ 1.7 | .9 | 1.3 | 13 | | | WBLT |

12+ FM SHARE (METRO): 73.61% (396 of 538) (SPG 87: 73.05%)

| 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. WYYD-F | 1. WXLK-F> | 1. WXLK-F | 1. WXLK-F> | 1. WXLK-F>>1. | WXLK-F> |
| 2. | 2. WSLQ-F>>2. | WYYD-F< | 2. WYYD-F | 2. WYYD-F> | 2. WPVR-F> | 2. WYYD-F | 2. WPVR-F | 2. WYYD-F | 2. WYYD-F | 2. WPVR-F< |
| 3. | 3. WYYD-F | 3. WSLQ-F> | 3. WSLQ-F | 3. WPVR-F | 3. WXLK-F | 3. WPVR-F | 3. WYYD-F | 3. WPVR-F | 3. WPVR-F | 3. WFIR |
| 4. | 4. WJLM-F | 4. WPVR-F | 4. WPVR-F | WSLQ-F | 4. | 4. WSLQ-F | 4. WSLQ-F | 4. WSLQ-F | 4. WSLQ-F | 4. |
| 5. | 5. | 5. WTOY | 5. | 5. | 5. | 5. | 5. | 5. | 5. WJLM-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. 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. | 2. WSLQ-F> | 2. WSLQ-F>>2. | WSLQ-F | 2. WYYD-F | 2. WSLQ-F | 2. WSLQ-F>>2. | WSLQ-F | 2. WYYD-F | 2. WYYD-F |
| 3. | 3. WTOY > | 3. | 3. WYYD-F | 3. WPVR-F | 3. WJLM-F | 3. WYYD-F>>3. | WYYD-F> | 3. WSLQ-F> | 3. WSLQ-F |
| 4. | 4. | 4. | 4. WPVR-F | 4. WSLQ-F | WYYD-F | 4. | 4. | 4. | 4. WPVR-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. WROV |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|----------|----------|------|--------|---|
| TOP 40/CHR/CONTEMP | | 143 (2) | 143 (2) | 26.6 | 27.0 | WGOL-F 98.3 Lynchburg 1.8/5.3 |
| AOR/CLASSIC | | 4 (1) | 4 (1) | 0.7 | | WLVA 590 Lynchburg 1.2/3.5 |
| AC/OLDIES/SOFT ROCK | 19 (1) | 61 (2) | 80 (3) | 14.9 | 14.7 | WRIS 1410 Roanoke .3/1.5 |
| MOR/VARIETY/FULL | 23 (2) | | 23 (2) | 4.3 | 7.3 | WSAY 1480 Salem 1.5/2.0 |
| | | | | | | WXYU-F 101.7 Lynchburg 1.3/4.3 |
| COUNTRY | 31 (1) | 110 (3) | 141 (4) | 26.2 | 25.0 | |
| BLACK/URBAN | 53 (3) | 11 (2) | 64 (5) | 11.9 | 10.5 | WAKG-F 103.3 Danville .8/3.1 |
| BTFL MUSIC/EZ | | 67 (1) | 67 (1) | 12.5 | 12.2 | WQOK-F 97.5 South Boston .5/2.9 |
| NEWS/TALK | | | | | | WVVV-F 104.9 Blacksburg .7/1.4 |
| NOSTALGIA | | | | | 2.0 | |
| RELIGION/GOSPEL | 2 (1) | | 2 (1) | 0.4 | 1.4 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 14 (1) | | 14 (1) | 2.6 | | MISCELLANEOUS COMMENTS WLLL, WGOL-F (Lynchburg) sold to George Douglas for \$1,450,000 (Chapman)... |
| | 142 (9) | 396 (11) | 538 (20) | | | |

| RADIO STATIONS | Power | Frequency | Format | Station | Comments | Personnel |
|----------------|-------|------------------|-----------|------------|---------------------|---------------------------------|
| WFIR | 960 | 5 KW (DA-N) | MOR | CBS | \$ 23.00 (HNWH) | Gibbons (ROANOKE) Terry Gibbons |
| WROV | 1240 | 1 KW | AC | ABC-D | \$ 20.00 (Roslin) | (ROANOKE) Burt Levine |
| WSLC | 610 | 5 KW/1 KW (DA-2) | COUNTRY | NBC | \$ 28.00 (Katz) | (ROANOKE) Herm Reavis |
| WTOY | 910 | 1 KW (DAYS,DA) | BLACK | SBN | \$ 17.00 (K & P) | (ROANOKE) Mike Waldvogel |
| WJJS | 1320 | 1 KW/24 W (DA-1) | BLACK | ABC-E | \$ 18.00 (K & P) | (LYNCHBURG) Denny Dee Royer |
| WLLL | 930 | 5 KW (DAYS) | NOSTALGIA | | \$ 14.00 (Roslin) | (LYNCHBURG) Mike Ceferatti |
| WLVA | 590 | 5 KW/1 KW (DA-2) | MOR | ABC-I | \$ 14.00 (Southern) | (LYNCHBURG) Tom Bukley |
| WBLT | 1350 | 1 KW (DAYS) | ?? | APR | \$ 5.00 (---) | (BEDFORD) Jim Patterson |
| WJLM-F | 93.5 | 3 KW @ 83 | COUNTRY | MBS,US 2 | \$ 20.00 (---) | (SALEM) L. Gochenour |
| WPVR-F | 94.9 | 50 KW @ 1980 | BTFL/EZ | | \$ 36.00 (HNWH) | (ROANOKE) Terry Gibbons |
| WSLQ-F | 99.1 | 200 KW @ 1985 | AC | ABC-F | \$ 43.00 (Katz) | (ROANOKE) Herm Reavis |
| WXLK-F | 92.3 | 93 KW @ 2050 | CHR | US 1 | \$ 83.00 (Torbet) | (ROANOKE) Jan Jeffries |
| WGOL-F | 98.3 | 3 KW @ 240 | AC | | \$ 17.00 (Roslin) | (LYNCHBURG) Dick Singer |
| WKZZ-F | 100.1 | 3 KW @ 155 | CHR | US 1,CBS-R | \$ 19.00 (Banner) | (LYNCHBURG) Mike Carroll |
| WXYU-F | 101.7 | 3 KW @ 300 | URBAN/CHR | ABC-F | \$ 18.00 (K & P) | (LYNCHBURG) Denny Dee Royer |
| WYYD-F | 107.9 | 20 KW @ 1720 | COUNTRY | MBS | \$ 34.00 (Eastman) | (AMHERST) Barb Rexrode |

ROCHESTER

Arbitron Rank/Pop (12+): 43/830,200

Stations: 17/14
Diaries: 1207/688:1/49.5%
Sample Target: 1130
% Below Line: 1.6
% Not Listed: 12.0

1987 Revenue: \$23,000,000
HH Inc.: \$38,832
Retail \$: 6.3 Bil
Pop per Station: 59,300
#1 Biller: WVOR-F \$5,200,000

MSA Rank/Pop: 47/995,000
ADI # 72
Average Person Ratings: 16.8
Market TSL: 22.0 hours

| 12+ METRO | 1/4/SHARE | WIN | FAL | SUM | SPG | 4 Book | 12+ TSA | 12+ METRO | FAL | SPG | % | Birch | Birch | Birch | Cume |
|-------------------|-----------|------|------|------|------|--------|----------|-----------|------|------|------------|-------|-------|-------|----------|
| | | 88 | 87 | 87 | 87 | Avq. | 1/4/CUME | CUME/CUME | 87 | 87 | Conversion | Share | AQH | | |
| 1. WCMF-F (AOR) | 223/16.0 | 15.2 | 13.7 | 14.0 | 14.8 | 14.7 | 257/2547 | 2246/27.1 | 25.3 | 26.0 | 93 | 23.5 | 332 | 2553 | WCMF-F |
| 2. WPXY A/F (CHR) | 187/13.4 | 14.9 | 14.4 | 15.8 | 13.2 | 14.6 | 192/2648 | 2516/30.3 | 32.0 | 27.9 | 84 | 12.0 | 169 | 2739 | WPXY A/F |
| 3. WBEE-F (C) | 158/11.3 | 7.7 | 8.4 | 8.8 | 7.4 | 9.1 | 180/1632 | 1358/16.4 | 15.5 | 15.0 | 142 | 7.3 | 104 | 1083 | WBEE-F |
| 4. WHAM (MOR) | 149/10.7 | 8.7 | 8.2 | 8.7 | 7.7 | 9.1 | 155/1925 | 1777/21.4 | 21.0 | 20.1 | 66 | 6.7 | 95 | 1737 | WHAM |
| 5. WVOR-F (AC) | 134/ 9.6 | 9.4 | 11.1 | 9.1 | 10.2 | 9.8 | 154/2244 | 1995/24.0 | 24.0 | 23.4 | 159 | 9.9 | 140 | 2070 | WVOR-F |
| 6. WZSH-F (EZ) | 90/ 6.4 | 6.9 | 8.0 | 5.8 | 7.0 | 6.8 | 116/1412 | 1127/13.6 | 15.2 | 12.7 | 69 | 4.0 | 56 | 876 | WZSH-F |
| 7. WEZO-F (AC) | 85/ 6.1 | 6.4 | 6.0 | 6.8 | 7.7 | 6.3 | 100/1428 | 1331/16.0 | 15.6 | 18.3 | 120 | 2.7 | 38 | 978 | WEZO-F |
| 8. WKLY-F (O) | 56/ 4.0 | 4.5 | 5.8 | 4.8 | 4.7 | 4.8 | 70/1378 | 1151/13.9 | 15.9 | 14.7 | 153 | 4.2 | 60 | 1033 | WKLY-F |
| 9. WDKX-F (B) | 55/ 3.9 | 5.9 | 3.9 | 5.3 | 5.6 | 4.8 | 55/ 624 | 624/ 7.5 | 7.6 | 8.9 | 72 | 12.5 | 177 | 1501 | WDKX-F |
| 10. WNYR (BB) | 41/ 2.9 | 3.2 | 2.7 | 2.9 | 2.2 | 2.9 | 42/ 646 | 607/ 7.3 | 6.0 | 6.5 | 41 | 1.8 | 26 | 373 | WNYR |

12+ FM SHARE (METRO): 82.43% (1013 of 1229) (SPG 87: 84.50%)

| 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. WBEE-F | 1. WHAM > | 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. WVOR-F | 2. WVOR-F | 2. WVOR-F | 2. WBEE-F | 2. WPXY-F+ | 2. WPXY-F+ | 2. WPXY-F+ | 2. WPXY-F | 2. WHAM |
| 3. WDKX-F> | 3. WVOR-F | 3. WVOR-F | 3. WBEE-F | 3. WCMF-F | 3. WZSH-F | 3. WHAM | 3. WBEE-F | 3. WBEE-F | 3. WHAM > | 3. WVOR-F |
| 4. | 4. WBEE-F | 4. WBEE-F>>4. WPXY-F>>4. WPXY-F+ | 4. WPXY-F>>4. WPXY-F+ | 4. WVOR-F | 4. WBEE-F | 4. WBEE-F | 4. WVOR-F | 4. WVOR-F | 4. WBEE-F | 4. WBEE-F |
| 5. | 5. WEZO-F | 5. WEZO-F | 5. WEZO-F | 5. WEZO-F< | 5. WEZO-F | 5. WVOR-F | 5. WHAM | 5. WHAM | 5. WOKX-F | 5. WEZO-F< |
| | 6. WKLY-F | 6. WKLY-F | 6. WKLY-F | 6. WHAM | 6. WNYR | 6. WEZO-F | 6. WEZO-F | 6. WVOR-F | 6. WVOR-F | 7. WOKX-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. WCMF-F> | 1. WCMF-F | 1. WPXY-F+ | 1. WCMF-F | 1. WVOR-F> | 1. WCMF-F>> | 1. WCMF-F>> | 1. WCMF-F> | 1. WCMF-F>> | 1. WCMF-F< |
| 2. WPXY-F>> | 2. WPXY-F>> | 2. WVOR-F | 2. WPXY-F+ | 2. WPXY-F+ | 2. WPXY-F>> | 2. WPXY-F>> | 2. WBEE-F> | 2. WBEE-F> | 2. WBEE-F> |
| 3. WVOR-F | 3. WVOR-F | 3. WCMF-F>> | 3. WVOR-F>> | 3. WBEE-F> | 3. WEZO-F< | 3. WBEE-F> | 3. WVOR-F | 3. WPXY-F+< | 3. WVOR-F |
| 4. WOKX-F | 4. WEZO-F | 4. WEZO-F | 4. WBEE-F | 4. WCMF-F | 4. WDKX-F | 4. WVOR-F | 4. WPXY-F+ | 4. WVOR-F | 4. WPXY-F+ |
| 5. WBEE-F< | 5. WBEE-F | 5. WBEE-F | 5. WEZO-F | 5. WEZO-F | 5. WBEE-F | 5. WKLY-F | 5. WKLY-F | 5. WKLY-F | 5. WKLY-F |
| 6. WEZO-F | 6. WOKX-F | | 6. WHAM | | 6. WKLY-F | | | | 6. WHAM |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|---------|---------|---------|------|--------|
| TOP 40/CHR/CONTEMP | 6 (1) | 197 (3) | 203 (4) | 16.5 | 16.5 |
| AOR/CLASSIC | | 230 (2) | 230 (2) | 18.7 | 23.0 |
| AC/OLOIES/SOFT ROCK | 13 (1) | 275 (3) | 288 (4) | 23.4 | 24.8 |
| MOR/VARIETY/FULL | 149 (1) | | 149 (1) | 12.1 | 9.4 |
| COUNTRY | | 166 (2) | 166 (2) | 13.5 | 9.4 |
| BLACK/URBAN | | 55 (1) | 55 (1) | 4.5 | 6.5 |
| BTFL MUSIC/EZ | | 90 (1) | 90 (1) | 7.3 | 8.1 |
| NEWS/TALK | | | | | |
| NOSTALGIA | 41 (1) | | 41 (1) | 3.3 | |
| RELIGION/GOSPEL | 7 (1) | | 7 (1) | 0.6 | 1.2 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | 1.2 |

216 (5) 1013 (12) 1229 (17)

RAOIO STATIONS

| | | | | |
|-------------------------------------|-------------|-------------------------------|-------------------|-----------------|
| WBBF, 950, 1 KW (OA-2) | , OLOIES | US 2,\$ 25.00 (Katz) | Heritage | Carol Merz |
| WHAM, 1180, 50 KW | , MOR | CBS,NBC-T,\$ 59.00 (Mc-Guild) | Lincoln | Jack Murphy |
| WNYR, 990, 5 KW/2.5 KW (OA-2) | , NOSTALGIA | ABC-I,\$ 23.00 (HNWH) | Atlantic Ventures | Jay Meyers |
| WWWG, 1460, 5 KW (OA-N) | , RELIGION | ,\$ 12.00 (---) | Brandon | Sue Bahner |
| WBEE-F, 92.5, 50 KW @ 500, COUNTRY | | US 2,\$ 52.00 (Katz) | Heritage | Carol Merz |
| WCMF-F, 96.5, 50 KW @ 457, AOR | | ,\$ 95.00 (Torbet) | Stoner | Peter Coughlin |
| WOKX-F, 103.9, 1 KW @ 530, BLACK | | NBN,\$ 35.00 (Roslin) | | Andrew Langston |
| WKLY-F, 98.9, 50 KW @ 340, OLOIES | | ,\$ 47.00 (Ourpetti) | | Wachs/Dudenhoff |
| WPXY-F, 97.9, 50 KW @ 456, CHR | | ,\$ 75.00 (MMR) | | Bill Cusak |
| WRMM-F, 101.3, 27 KW @ 637, SOFT AC | | ABC-E,\$ 61.00 (HNWH) | Atlantic Ventures | Jay Meyers |
| WVOR-F, 100.5, 50 KW @ 490, AC | | ,\$104.00 (Mc-Guild) | | Jack Palvino |
| WZSH-F, 95.1, 11 KW @ 993, BTFL/EZ | | ,\$ 39.00 (Torbet) | (BRISTOL CENTER) | Jim Doyle |

ROCKFORD

Arbitron Rank/Pop (12+): 138/231,600
 MSA Rank/Pop: 155/279,900
 ADI # 114
 Average Person Ratings: 15.6
 Market TSL: 20.3 hours

Stations: 20/10
 Diaries: 628/369:1/50.3%
 Sample Target: 610
 % Below Line: 20.7
 % Not Listed: 9.9

1987 Revenue: \$6,900,000
 HH Inc.: \$34,346
 Retail \$: 1.8 Bil
 Pop per Station: 23,160
 #1 Biller: WROK \$2,000,000

| 12+ METRO | 1/4/SHARE | FAL 88 | SPG 87 | FAL 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WZOK-F (CHR) | 75/20.7 | --- | 23.0 | --- | 24.6 | --- | 119/1470 | 807/34.8 | --- | 35.0 | 67 | | | WZOK-F |
| 2. WROK (MOR) | 60/16.6 | --- | 17.0 | --- | 13.6 | --- | 55/ 917 | 843/36.4 | --- | 37.2 | 108 | | | WROK |
| 3. WKMQ-F (O) | 47/13.0 | --- | 3.4 | --- | 2.9 | --- | 55/ 721 | 558/24.1 | --- | 11.2 | 175 | | | WKMQ-F |
| 4. WGN (T) | 29/ 9.0 | --- | 9.5 | --- | 8.7 | --- | 64/1056 | 369/15.9 | --- | 17.7 | 79 | | | WGN |
| 5. WYBR-F (AOR) | 23/ 6.4 | --- | 9.0 | --- | 5.5 | --- | 25/ 421 | 341/14.7 | --- | 15.2 | 108 | | | WYBR-F |
| 6. WRWC-F (AC) | 18/ 5.0 | --- | 5.3 | --- | 5.1 | --- | 23/ 434 | 265/11.4 | --- | 14.2 | 148 | | | WRWC-F |
| 7. WSJY-F (EZ) | 14/ 3.9 | --- | 4.9 | --- | 3.8 | --- | 26/ 329 | 161/ 7.0 | --- | 8.6 | 82 | | | WSJY-F |
| 8. WQFL-F (R/G) | 11/ 3.0 | --- | 2.9 | --- | 2.3 | --- | 20/ 242 | 164/ 7.1 | --- | 7.7 | 87 | | | WQFL-F |
| 9. WKKN (C) | 10/ 2.8 | --- | 2.9 | --- | 5.5 | --- | 15/ 250 | 160/ 6.9 | --- | 7.8 | 39 | | | WKKN |
| 10. WBBM (N) | 8/ 2.2 | --- | 2.3 | --- | 2.9 | --- | 25/ 580 | 161/ 7.0 | --- | 7.3 | 73 | | | WBBM |
| 11. | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 63.19% (206 of 326) (SPG 87: 57.70%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------------|-------------|
| 1. WZOK-F >>> 1. WZOK-F > | 1. WZOK-F > | 1. WZOK-F > | 1. WKMQ-F > | 1. WKMQ-F > | 1. WROK > | 1. WROK > | 1. WZOK-F > | 1. WZOK-F > | 1. WZOK-F >>> 1. WROK > | |
| 2. | 2. WKMQ-F > | 2. WKMQ-F > | 2. WROK > | 2. WROK > | 2. WGN > | 2. WZOK-F > | 2. WROK > | 2. WROK > | 2. WKMQ-F > | 2. WGN > |
| 3. | 3. WYBR-F > | 3. WROK > | 3. WZOK-F > | 3. WZOK-F > | 3. WKMQ-F > | 3. WKMQ-F > | 3. WKMQ-F > | 3. WKMQ-F > | 3. WROK > | 3. WZOK-F > |
| 4. | 4. WROK > | 4. WYBR-F > | 4. WRWC-F > | 4. WRWC-F > | 4. | 4. WGN > | 4. WGN > | 4. WYBR-F > | 4. WGN > | 4. WKMQ-F > |
| 5. | 5. WRWC-F > | 5. WRWC-F > | 5. WYBR-F > | 5. WYBR-F > | 5. | 5. | 5. WYBR-F > | 5. WGN > | 5. | 5. WBBM > |

| 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. WZOK-F >>> 1. WZOK-F >>> 1. WZOK-F > | 1. WZOK-F >>> 1. WZOK-F >>> 1. WZOK-F > | 1. WZOK-F >>> 1. WZOK-F >>> 1. WZOK-F > | 1. WZOK-F >>> 1. WZOK-F >>> 1. WZOK-F > | 1. WROK < | 1. WZOK-F > | 1. WKMQ-F > | 1. WKMQ-F > | 1. WKMQ-F > | 1. WKMQ-F > |
| 2. | 2. WKMQ-F > | 2. WKMQ-F > | 2. WKMQ-F > | 2. WKMQ-F > | 2. WYBR-F > | 2. WZOK-F > | 2. WYBR-F > | 2. WZOK-F > | 2. WROK > |
| 3. | 3. WROK > | 3. WROK > | 3. WROK > | 3. WROK > | 3. | 3. WYBR-F > | 3. WROK > | 3. WROK > | 3. WYBR-F > |
| 4. | 4. WYBR-F > | 4. WRWC-F > | 4. WRWC-F > | 4. WRWC-F > | 4. | 4. WROK > | 4. WZOK-F > | 4. WYBR-F > | 4. WZOK-F > |
| 5. | 5. | 5. | 5. WYBR-F > | 5. | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 81 (3) | 81 (3) | 24.8 | 26.9 | WBEL 1380 South Beloit .6/2.6 |
| AOR/CLASSIC | | 23 (1) | 23 (1) | 7.1 | 10.5 | WLUV-F 96.7 Loves Park .6/2.7 |
| AC/OLDIES/SOFT ROCK | 2 (1) | 65 (2) | 67 (3) | 20.6 | 14.4 | WXXQ-F 98.5 Freeport .8/5.3 |
| MOR/VARIETY/FULL | 62 (2) | | 62 (2) | 19.0 | 30.2 | |
| COUNTRY | 10 (1) | 7 (1) | 17 (2) | 5.2 | 4.9 | WAUR 930 Sandwich .6/1.5 |
| BLACK/URBAN | | | | | | WDEK-F 92.5 OeKalb .8/5.5 |
| BTFL MUSIC/EZ | | 17 (2) | 17 (2) | 5.2 | 5.6 | WEKZ-F 93.7 Monroe .8/1.3 |
| NEWS/TALK | 44 (4) | | 44 (4) | 13.5 | 4.3 | WJVL-F 99.9 Janesville 1.9/5.9 |
| NOSTALGIA | | | | | | WLS 890 Chicago .6/4.9 |
| RELIGION/GOSPEL | | 11 (1) | 11 (1) | 3.4 | 3.3 | WLUP 1000 Chicago 1.1/2.2 |
| SPANISH | | | | | | WMAQ 670 Chicago .8/5.1 |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 2 (1) | 2 (1) | 4 (2) | 1.2 | | |
| | 120 (9) | 206 (11) | 326 (20) | | | |

RADIO STATIONS

| | | | | |
|-------------------------------|---------------------|----------------------------|--------------------------|-----------------|
| WKKN, 1150, 1 KW (OA-1) | COUNTRY | ABC-I, \$ 16.00 (HNWH) | Midwest Family | Duane Daniels |
| WROK, 1440, 5 KW/500 W (OA-D) | MOR | ABC-C, \$ 44.00 (Mc-Guild) | | John Nolte |
| WKMQ-F, 95.3, 1 KW @ 515 | CLASSIC ROCK/OLOIES | ABC-R, \$ 20.00 (HNWH) | Midwest Family | Duane Daniels |
| WQFL-F, 100.9, 3 KW @ 300 | RELIGION | UPI, \$ NA (---) | | Barry Armstrong |
| WRWC-F, 103.1, 3 KW @ 300 | SOFT AC | \$ 24.00 (Roslin) | | Bill Dommer |
| WYBR-F, 104.9, 3 KW @ 300 | AOR | \$ 20.00 (Banner) | | Greg Capogna |
| WZOK-F, 97.5, 50 KW @ 433 | CHR | \$ 48.00 (Mc-Guild) | | John Nolte |
| WJVL-F, 99.9, 20 KW @ 200 | COUNTRY | \$ 15.00 (---) | Gazette (JANESVILLE, WI) | Bob Dailey |

WSJY-F - See Madison

Other ranked stations - See Chicago

SACRAMENTO

Arbitron Rank/Pop (12+): 31/1,113,800

Stations: 28/22
Diaries: 1315/847:1/53.1%
Sample Target: 1240
% Below Line: 5.1
% Not Listed: 10.4

1987 Revenue: \$42,900,000
HH Inc.: \$35,054
Retail \$: 9.4 Bil
Pop per Station: 50,627
#1 Biller: KRAK A/F \$8,000,000

MSA Rank/Pop: 35/1,330,000
A01 # 20
Average Person Ratings: 16.9
Market TSL: 22.3 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ 1/4/CUME | TSA CUME/CUME | 12+ METRO RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|--------------|---------------|------------------|--------|--------|--------------|-------------|-----------|------------|--|
| 1. KCTC-F (EZ) | 164/8.7 | 11.4 | 10.1 | 7.9 | 10.5 | 9.5 | 192/2226 | 1777/16.0 | 16.5 | 18.3 | 82 | 7.2 | 147 | 1483 | KCTC-F | |
| 2. KFBK (N/T) | 147/7.8 | 8.9 | 8.3 | 9.5 | 8.3 | 8.6 | 195/2525 | 1962/17.6 | 16.7 | 18.5 | 82 | 6.4 | 132 | 1754 | KFBK | |
| 3. KZAP-F (AOR) | 137/7.3 | 7.0 | 7.2 | 8.8 | 6.3 | 7.6 | 193/2406 | 1753/15.7 | 17.3 | 15.2 | 134 | 8.1 | 165 | 2029 | KZAP-F | |
| 4. KXOA-F (AC) | 129/6.9 | 8.1 | 8.0 | 8.2 | 7.6 | 7.8 | 152/2041 | 1761/15.8 | 17.3 | 20.0 | 146 | 6.4 | 131 | 1629 | KXOA-F | |
| 5. KSFM-F (CHR) | 117/6.2 | 5.1 | 6.4 | 7.2 | 6.0 | 6.2 | 152/2796 | 2048/18.4 | 20.8 | 19.1 | 61 | 8.2 | 168 | 2547 | KSFM-F | |
| 6. KRXQ-F (AOR) | 110/5.8 | 6.7 | 4.1 | 4.0 | 3.4 | 5.2 | 113/1416 | 1325/11.9 | 8.8 | 9.8 | 69 | 7.1 | 145 | 1309 | KRXQ-F | |
| 7. KRAK-F (C) | 103/5.5 | 7.5 | 8.0 | 6.9 | 6.9 | 7.0 | 149/2072 | 1577/14.2 | 15.8 | 14.5 | 116 | 7.5 | 154 | 1846 | KRAK-F | |
| 8. KROY-F (CHR) | 101/5.4 | 4.0 | 4.7 | 4.6 | 7.0 | 4.7 | 106/1885 | 1679/15.1 | 13.9 | 15.6 | 72 | 7.6 | 156 | 1753 | KROY-F | |
| 9. KWOO-F (CHR) | 97/4.6 | 6.5 | 6.2 | 6.1 | 7.5 | 5.9 | 124/2565 | 1727/15.5 | 18.2 | 19.3 | 61 | 7.8 | 160 | 2282 | KWOO-F | |
| 10. KHYL-F (O) | 78/4.1 | 2.7 | 2.2 | 3.1 | 2.4 | 3.0 | 88/1510 | 1179/10.6 | 9.4 | 9.2 | 141 | 2.0 | 40 | 699 | KHYL-F | |
| 11. KRAK (C) | 64/3.4 | 3.4 | 3.1 | 2.9 | 4.0 | 2.7 | 144/1807 | 853/ 7.7 | 7.8 | 8.4 | 115 | 4.4 | 91 | 951 | KRAK | |
| 12. KAER-F (AC) | 58/3.1 | 3.7 | 3.0 | 3.9 | 3.0 | 3.4 | 60/1137 | 1073/ 9.6 | 9.4 | 9.5 | 135 | 4.1 | 83 | 857 | KAER-F | |
| 13. KXOA (BB) | 53/2.8 | 1.9 | 2.1 | 2.8 | 3.3 | 2.4 | 53/ 658 | 658/ 5.9 | 4.8 | 6.7 | 57 | .9 | 18 | 390 | KXOA | |
| 14. KQPT-F (J) | 51/2.7 | --- | 1.1 | 1.4 | --- | 1.1 | 52/ 668 | 633/ 5.7 | 2.0 | --- | 159 | 2.0 | 41 | 583 | KQPT-F | |
| 15. KSMJ (O) | 31/1.6 | 1.0 | 2.3 | .6 | .8 | 1.4 | 37/ 485 | 402/ 3.6 | 4.0 | 1.8 | 163 | .9 | 18 | 257 | KSMJ | |
| 17. KNBR (MOR) | 31/1.6 | .7 | 1.3 | 2.8 | 1.6 | 1.6 | 82/1266 | 527/ 4.7 | 3.5 | 5.8 | 138 | 1.5 | 31 | 732 | KNBR | |
| 18. KRCX (SP) | 28/1.5 | 1.8 | 1.9 | --- | 1.4 | 1.3 | 31/ 310 | 220/ 2.0 | 1.3 | 1.7 | 80 | 1.4 | 29 | 291 | KRCX | |
| 19. KGNR (O) | 27/1.4 | .9 | 1.1 | .8 | 2.4 | 1.1 | 38/ 700 | 578/ 5.2 | 4.4 | 5.2 | 114 | 1.0 | 20 | 270 | KGNR | |
| 20. KOWL (?) | 27/1.4 | --- | --- | --- | --- | .4 | 27/ 115 | 115/ 1.0 | --- | --- | 93 | --- | --- | --- | KOWL | |
| 20. KFIA (R/G) | 26/1.4 | 1.1 | 1.2 | .7 | 1.0 | 1.1 | 34/ 650 | 427/ 3.8 | 2.4 | 4.0 | 64 | .5 | 11 | 288 | KFIA | |
| KGO (N/T) | 26/1.4 | 1.0 | 1.7 | 1.7 | 1.6 | 1.2 | 85/1100 | 374/ 3.4 | 4.7 | 4.3 | 79 | 1.7 | 34 | 465 | KGO | |

12+ FM SHARE (METRO): 67.73% (1142 of 1686) (SPG 87: 69.66%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. KWOO-F | 1. KZAP-F | 1. KZAP-F | 1. KZAP-F | 1. KXOA-F | 1. KCTC-F | 1. KFBK | 1. KCTC-F | 1. KCTC-F | 1. KRXQ-F | 1. KFBK |
| 2. KROY-F | 2. KSFM-F | 2. KXOA-F | 2. KXOA-F | 2. KZAP-F | 2. KFBK | 2. KCTC-F | 2. KXOA-F | 2. KZAP-F | 2. KROY-F | 2. KAER-F |
| 3. KSFM-F | 3. KRXQ-F | 3. KSFM-F | 3. KRAK-F | 3. KCTC-F | 3. KXOA-F | 3. KXOA-F | 3. KZAP-F | 3. KXOA-F | 3. KCTC-F | 3. KXOA-F |
| 4. KRXQ-F | 4. KROY-F | 4. KRXQ-F | 4. KHYL-F | 4. KFBK | 4. KRAK-F | 4. KSFM-F | 4. KFBK | 4. KRXQ-F | 4. KSFM-F | 4. KRXQ-F |
| 5. | 5. KXOA-F | 5. KRAK-F | 5. KCTC-F | KRAK-F | 5. KRAK | KZAP-F | 5. KRAK-F | 5. KSFM-F | 5. KWOO-F | 5. KCTC-F |
| 6. | 6. KHYL-F | 6. KHYL-F | 6. KFBK | 6. KHYL-F | 6. KXOA | 6. KRXQ-F | 6. KHYL-F | 6. KROY-F | 6. KFBK | KNBR |
| 7. | 7. | 7. KROY-F | 7. | 7. | 7. | 7. KRAK-F | 7. KROY-F | 7. KRAK-F | 7. KZAP-F | 7. KROY-F |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. KSFM-F | 8. KWOO-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. KSFM-F | 1. KXOA-F | 1. KXOA-F | 1. KXOA-F | 1. KXOA-F | 1. KRXQ-F | 1. KZAP-F | 1. KZAP-F | 1. KZAP-F | 1. KZAP-F |
| 2. KRXQ-F | 2. KSFM-F | 2. KROY-F | 2. KRAK-F | 2. KCTC-F | 2. KZAP-F | 2. KRXQ-F | 2. KRXQ-F | 2. KRXQ-F | 2. KFBK |
| 3. KRAK-F | 3. KROY-F | 3. KAER-F | 3. KSFM-F | 3. KRAK-F | 3. KSFM-F | 3. KSFM-F | 3. KCTC-F | 3. KFBK | 3. KHYL-F |
| 4. KWOO-F | 4. KHYL-F | KZAP-F | 4. KCTC-F | 4. KAER-F | 4. KROY-F | 4. KROY-F | 4. KFBK | 4. KSFM-F | 4. KXOA-F |
| 5. KHYL-F | 5. KAER-F | 5. KHYL-F | 5. KHYL-F | 5. KHYL-F | 5. | 5. KQPT-F | 5. KHYL-F | 5. KHYL-F | 5. KRXQ-F |
| 6. KROY-F | KRAK-F | 6. KQPT-F | 6. KAER-F | KZAP-F | 6. | 6. KWOO-F | 6. KROY-F | 6. KXOA-F | 6. KCTC-F |
| KXOA-F | 7. KZAP-F | 7. KSFM-F | 7. KZAP-F | 7. KROY-F | 7. | 7. KHYL-F | 7. KXOA-F | 7. KROY-F | 7. KQPT-F |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. KRAK-F | 8. | 8. KRAK-F |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|--------|------|--|-------|---------------|---------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 312 (4) | 312 (4) | 18.5 | 23.5 | KKSA | 1030 | Folsom | .9/2.1 |
| AOR/CLASSIC | | 247 (2) | 247 (2) | 14.7 | 11.1 | KSAC | 1240 | Sacramento | .9/2.9 |
| AC/OLDIES/SOFT ROCK | 75 (3) | 265 (3) | 340 (6) | 20.2 | 15.6 | KYLO-F | 105.5 | Davis | 1.1/3.3 |
| MOR/VARIETY/FULL | 31 (1) | | 31 (1) | 1.8 | 1.8 | | | | |
| COUNTRY | 64 (1) | 103 (1) | 167 (2) | 9.9 | 16.0 | KCVR | 1570 | Lodi | .5/ .9 |
| BLACK/URBAN | | | | | | KCBS | 740 | San Francisco | .5/1.2 |
| BTFL MUSIC/EZ | | 164 (1) | 164 (1) | 9.7 | 12.1 | KFRC | 610 | San Francisco | .7/2.2 |
| NEWS/TALK | 182 (3) | | 182 (3) | 10.8 | 12.0 | KMLE-F | 106.1 | San Francisco | .4/1.5 |
| NOSTALGIA | 66 (2) | | 66 (2) | 3.9 | 4.5 | | | | |
| RELIGION/GOSPEL | 26 (1) | 20 (1) | 46 (2) | 2.7 | 1.1 | | | | |
| SPANISH | 37 (2) | | 37 (2) | 2.2 | 1.7 | | | | |
| CLASSICAL | 16 (1) | | 16 (1) | 0.9 | | | | | |
| JAZZ/NEW AGE | | 51 (1) | 51 (1) | 3.0 | | | | | |
| UNKNOWN/OTHERS | 27 (1) | | 27 (1) | 1.6 | 0.5 | | | | |
| 524 (15) 1162 (13) 1686 (28) | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|-------------------------------|-------------|--------------------|------------|----------------|------------------|
| KFBK, 1530, 50 KW (OA-2) | , NEWS | APR, NBC, \$ 98.00 | (Group W) | Westinghouse | Rick Eytcheson |
| KFIA, 710, 10 KW/250 W (OA-2) | , RELIGION | CNN, \$ 24.00 | (--- | | Jamie Clark |
| KGNR, 1320, 5 KW (OA-2) | , OLDIES | CBS, \$ 34.00 | (Christal) | Tribune Co. | Ooug Stewart |
| KRAK, 1140, 50 KW (DA-2) | , COUNTRY | , \$ 75.00 | (Ourpetti) | EZ | John Winkle |
| KRCX, 1110, 5 KW/500 W | , HISPANIC | , \$ 40.00 | (Lotus) | Fuller-Jeffrey | Ramsey Elliott |
| KSAC, 1240, 1 KW | , CLASSICAL | , \$ 36.00 | (CMBS) | | John Stolzenburg |
| KSMJ, 1380, 5 KW (OA-2) | , OLDIES | SMN, \$ 34.00 | (MMR) | Genesis | Jerry McKenna |
| KXOA, 1470, 5 KW/1 KW (OA-2) | , NOSTALGIA | APR, \$ 37.00 | (Banner) | Brown | John Geary |

FM STATIONS

| | | | | | |
|---|--|------------------------|------------|----------------|--------------------------|
| KAER, 92.5, 50 KW @ 449, SOFT AC | | , \$ 49.00 | (Group W) | Westinghouse | Rick Eytcheson |
| KCTC, 96.1, 50 KW @ 476, BTFL/EZ | | , \$ 85.00 | (Christal) | Tribune Co. | Ooug Stewart |
| KQPT, 100.5, 115 KW @ 380, JAZZ/NEW AGE | | Source, \$ 37.00 | (Republic) | Ouchoissois | |
| KRAK, 105.1, 50 KW @ 500, COUNTRY | | , \$100.00 | (Ourpetti) | EZ | John Winkle |
| KROY, 96.9, 50 KW @ 500, CHR | | US 1, Source, \$ 55.00 | (HNWH) | | John Squyres |
| KRXQ, 93.7, 25 KW @ 324, AOR | | , \$ 61.00 | (Torbet) | Fuller-Jeffrey | Michael John |
| KWOO, 106.5, 50 KW @ 310, CHR | | ABC-F, CBS-R, \$ 57.00 | (CBS) | | Ed Stolz |
| KXOA, 107.9, 50 KW @ 420, AC | | , \$125.00 | (Banner) | Brown | John Geary |
| KZAP, 98.5, 50 KW @ 495, AOR | | , \$ 96.00 | (Mc-Guild) | Nationwide | Tim Weidle |
| KSFM, 102.5, 50 KW @ 500, CHR | | , \$ 94.00 | (MMR) | Genesis | (WOODLAND) Jerry McKenna |
| KHYL, 101.1, 36 KW @ 567, OLDIES | | , \$ 40.00 | (Torbet) | Parker | (AUBURN) John Buckley |

CALL LETTER CHANGES

KEBR: Changes to KQPT (April)

FORMAT CHANGES

KHYL-F: From AC to Oldies (June)
KQPT-F: From Religion to Jazz (April)

STATION SALES

SAGINAW - BAY CITY - MIDLAND

Arbitron Rank/Pop (12+): 105/328,100

Stations: 18/13
 Oiaries: 791/415:1/57.6%
 Sample Target: 740
 % Below Line: 6.7
 % Not Listed: 7.1

1987 Revenue: \$9,100,000
 HH Inc.: \$32,341
 Retail \$: 2.9 Bil
 Pop per Station: 25,238
 #1 Biller: NA

MSA Rank/Pop: 111/408,000

ADI # 59 (w/Flint)

Average Person Ratings: 17.2

Market TSL: 22.3 hours

| 12+ METRO | 1/4/SHARE | FAL | | | | SPG | | | | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | | % | | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|------|------|------|------|------|----------|-----------|------|-------------|------------------|----------------------------|-----|------------------|--------|-------------|-----------|------------|--|
| | | 87 | 87 | 86 | 86 | 87 | 87 | 86 | 86 | | | 87 | 87 | 25-54 Conversion | 25-54 | | | | |
| 1. WIOG-F (CHR) | 137/24.3 | 29.9 | 33.8 | 30.3 | 23.5 | ---- | 409/4228 | 1459/44.5 | 50.7 | 51.8 | 92 | 28.7 | 196 | 1658 | WIOG-F | | | | |
| 2. WHNN-F (AC) | 77/13.7 | 7.7 | 10.6 | 9.2 | 10.9 | ---- | 129/1651 | 903/27.5 | 20.6 | 23.4 | 150 | 12.3 | 84 | 952 | WHNN-F | | | | |
| 3. WSGW (MOR) | 75/13.3 | 15.0 | 14.2 | 11.2 | 11.7 | ---- | 89/ 924 | 728/22.2 | 24.6 | 25.2 | 68 | 9.1 | 62 | 601 | WSGW | | | | |
| 4. WKCC-F (C) | 61/10.8 | 8.7 | 10.9 | 9.3 | 9.2 | ---- | 126/1508 | 752/22.9 | 20.7 | 21.7 | 141 | 11.3 | 77 | 885 | WKCC-F | | | | |
| 5. WKQZ-F (AOR) | 47/ 8.3 | 7.3 | 5.6 | 7.6 | 8.2 | ---- | 52/ 624 | 518/15.8 | 14.4 | 11.8 | 65 | 10.0 | 68 | 776 | WKQZ-F | | | | |
| 6. WGER-F (EZ) | 37/ 6.6 | 8.9 | 6.7 | 9.0 | 9.0 | ---- | 44/ 551 | 467/14.2 | 15.1 | 14.7 | 71 | 4.2 | 29 | 439 | WGER-F | | | | |
| 7. WWWS-F (8) | 14/ 2.5 | 2.8 | 2.1 | 2.9 | 6.0 | ---- | 24/ 373 | 144/ 4.4 | 3.6 | 4.5 | 96 | 8.9 | 61 | 540 | WWWS-F | | | | |
| 8. WSAM (O) | 12/ 2.1 | 1.6 | 1.7 | 1.0 | 1.5 | ---- | 13/ 214 | 199/ 6.1 | 6.8 | 6.5 | 143 | 2.5 | 17 | 163 | WSAM | | | | |
| 9. WJR (MOR) | 10/ 1.8 | 3.8 | 2.6 | 1.9 | 1.8 | ---- | 79/1334 | 237/ 7.2 | 8.6 | 6.8 | 94 | 1.9 | 13 | 406 | WJR | | | | |
| 10. WFDF (MOR) | 9/ 1.6 | 1.0 | .9 | .5 | --- | ---- | 42/ 485 | 95/ 2.9 | 2.4 | 2.7 | 44 | .7 | 5 | 47 | WFDF | | | | |

12+ FM SHARE (METRO): 76.10% (398 of 523) (SPG 87: 76.87%)

| 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. WIOG-F> | 1. WIOG-F< | 1. WSGW > | 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. WHNN-F> | 2. WHNN-F> | 2. WKCC-F | 2. WSGW > | 2. WHNN-F | 2. WHNN-F | 2. WKQZ-F< | 2. WIOG-F> |
| 3. | 3. WKQZ-F>>>3. WKCC-F | 3. WKCC-F> | 3. WKCC-F>>>3. WKCC-F> | 3. WGER-F | 3. WHNN-F | 3. WHNN-F | 3. WSGW | 3. WSGW < | 3. WSGW | 3. WHNN-F |
| 4. | 4. WKCC-F | 4. WKQZ-F> | 4. WSGW > | 4. WHNN-F | 4. WKCC-F>>>4. WKCC-F> | 4. WKCC-F>>>4. WKCC-F> | 4. WKCC-F> | 4. WHNN-F> | 4. WHNN-F> | 4. WGER-F |
| 5. | 5. | 5. WSGW | 5. WKQZ-F | 5. WKQZ-F | 5. WIOG-F | 5. WGER-F | 5. WGER-F | 5. WKCC-F | 5. WKCC-F | 5. WKQZ-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> | 1. WIOG-F>>>1. WIOG-F | 1. WIOG-F | 1. WIOG-F | 1. WIOG-F> | 1. WIOG-F> | 1. WIOG-F> | 1. WHNN-F |
| 2. WHNN-F | 2. WHNN-F>>>2. WHNN-F>>>2. WHNN-F>>>2. WHNN-F> | 2. WHNN-F> | 2. WHNN-F>>>2. WHNN-F> | 2. WHNN-F> | 2. WKQZ-F>>>2. WKQZ-F | 2. WHNN-F> | 2. WHNN-F> | 2. WHNN-F | 2. WIOG-F |
| 3. WKQZ-F | 3. WKQZ-F | 3. WKCC-F | 3. WKCC-F> | 3. WKCC-F>>> | 3. WHNN-F | 3. WHNN-F>>>3. WKQZ-F | 3. WKQZ-F | 3. WKQZ-F | 3. WKCC-F> |
| 4. | 4. WKCC-F | 4. | 4. WKQZ-F | 4. WSGW | 4. WKCC-F | 4. WKCC-F | 4. WKCC-F | 4. WKCC-F | 4. WSGW |
| 5. | 5. | 5. | 5. WSGW | 5. WGER-F | 5. WWWS-F | 5. | 5. | 5. WSGW | 5. WKQZ-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | |
|-----------------------|--------|---------|---------|------|----------|--|-------------------|-------------|
| | | | | | | STATION | SHARE | CUME RATING |
| TOP 40/CHR/CONTEMP | | 137 (1) | 137 (1) | 26.2 | 36.1 | WBCM | 1440 Bay City | .5/2.8 |
| AOR/CLASSIC | | 54 (2) | 54 (2) | 10.3 | 6.6 | WKNX | 1210 Saginaw | 1.2/3.4 |
| AC/OLDIES/SOFT ROCK | 12 (1) | 87 (3) | 99 (4) | 18.9 | 13.5 | WLFS-F | 100.9 Pinconning | 1.1/2.9 |
| MOR/VARIETY/FULL | 98 (4) | | 98 (4) | 18.7 | 20.6 | WMPX | 1490 Midland | .7/2.4 |
| | | | | | | WXOX | 1250 Bay City | .9/3.3 |
| COUNTRY | 5 (1) | 69 (2) | 74 (3) | 14.1 | 13.1 | | | |
| BLACK/URBAN | | 14 (1) | 14 (1) | 2.7 | 2.2 | WCEN-F | 94.5 Mt. Pleasant | 1.4/4.0 |
| BTFM MUSIC/EZ | | 37 (1) | 37 (1) | 7.1 | 7.1 | WCRZ-F | 107.9 Flint | .7/4.2 |
| NEWS/TALK | | | | | | WVCK-F | 105.5 Flint | 1.2/3.0 |
| NOSTALGIA | 7 (1) | | 7 (1) | 1.3 | | | | |
| RELIGION/GOSPEL | 3 (1) | | 3 (1) | 0.6 | | | | |
| SPANISH | | | | | | | | |
| CLASSICAL | | | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | | | |
| UNKNOWN/OTHERS | | | | | 0.9 | | | |
| | | | | | | MISCELLANEOUS COMMENTS WWWS-F sold for \$650,000... WXOX (Bay City) sold for \$105,000... | | |
| | | | | | | 125 (8) 398 (10) 523 (18) | | |

RAIO STATIONS

| | | | | | |
|------------------------------------|----------|-----------------------|------------|-----------|-----------------|
| WSAM, 1400, 1 KW | , OLDIES | ABC-D, \$ 16.00 | (Christal) | MacDonald | Ken MacDonald |
| WSGW, 790, 5 KW/1 KW (DA-2) | , MOR | NBC,NBC-T, \$ 39.00 | (Katz) | Booth | John Casey |
| WGER-F, 106.3, 3 KW @ 325, EZ | | \$ 36.00 | (Mc-Guild) | | Jack Fitzgerald |
| WHNN-F, 96.1, 100 KW @ 1032, AC | | US 2, \$ 45.00 | (Republic) | Liggett | Dan Stewart |
| WIOG-F, 102.5, 86 KW @ 870, CHR | | CBS-R,ABC-C, \$ 80.00 | (Katz) | Booth | John Casey |
| WKCC-F, 98.1, 50 KW @ 500, COUNTRY | | ABC-D, \$ 41.00 | (Christal) | MacDonald | Ken MacDonald |
| WKQZ-F, 93.5, 3 KW @ 300, AOR | | US 1, \$ 31.00 | (Eastman) | | Rod Prahin |
| WWWS-F, 107.1, 2 KW @ 360, BLACK | | SBN, \$ 17.00 | (Banner) | | Cheryl Mayle |

WJR - See Detroit

WFDF - See Flint

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,028,000
 MSA Rank/Pop: 12/2,460,000
 ADI # 18
 Average Person Ratings: 17.9
 Market TSL: 23.3 hours

Stations: 26/26
 Diaries: 1887/1075:1/56.5%
 Sample Target: 1740
 % Below Line: 0
 % Not Listed: 6.1

1987 Revenue: \$60,000,000
 HH Inc.: \$35,349
 Retail \$: 17.2 Bil
 Pop per Station: 78,000
 #1 Biller: KMOX \$18,400,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. KMOX (T) | 906/25.0 | 21.3 | 22.1 | 25.5 | 23.0 | 23.5 | 1065/10699 | 8904/43.9 | 42.7 | 40.9 | 90 | 18.0 | 732 | 8045 | KMOX |
| 2. KSHE-F (AOR) | 345/ 9.5 | 10.0 | 9.9 | 10.6 | 11.5 | 10.0 | 472/ 5281 | 4005/19.7 | 20.2 | 22.8 | 79 | 15.7 | 641 | 5514 | KSHE-F |
| 3. KMJM-F (B) | 234/ 6.4 | 7.0 | 8.2 | 5.7 | 7.2 | 6.8 | 238/ 2377 | 2276/11.2 | 11.2 | 11.1 | 88 | 12.2 | 498 | 3915 | KMJM-F |
| 4. WIL-F (C) | 225/ 6.2 | 5.4 | 4.2 | 4.5 | 3.4 | 5.1 | 303/ 3302 | 2611/12.9 | 10.0 | 9.9 | 100 | 5.2 | 211 | 2409 | WIL-F |
| 5. KEZK-F (EZ) | 217/ 6.0 | 6.9 | 7.1 | 7.2 | 6.8 | 6.8 | 245/ 3306 | 2916/14.4 | 15.4 | 15.2 | 72 | 4.9 | 200 | 2404 | KEZK-F |
| 6. KSD-F (AOR) | 193/ 5.3 | 5.3 | 3.8 | 3.3 | 4.1 | 4.4 | 221/ 3259 | 2946/14.5 | 11.0 | 11.9 | 126 | 6.3 | 257 | 3362 | KSD-F |
| 7. KHTR-F (CHR) | 173/ 4.8 | 6.0 | 4.9 | 5.9 | 6.8 | 5.4 | 209/ 4398 | 3689/18.2 | 17.3 | 18.5 | 81 | 6.2 | 254 | 4210 | KHTR-F |
| 8. KYKY-F (AC) | 144/ 4.0 | 5.0 | 3.9 | 4.5 | 3.3 | 4.4 | 148/ 2507 | 2399/11.8 | 12.7 | 11.9 | 155 | 2.9 | 120 | 1994 | KYKY-F |
| 9. KRJY-F (AC) | 134/ 3.7 | 2.0 | 3.2 | 1.8 | 1.6 | 2.7 | 138/ 2196 | 2073/10.2 | 9.1 | 5.5 | 162 | 1.5 | 61 | 1382 | KRJY-F |
| 10. WKBQ-F (CHR) | 117/ 3.2 | 3.0 | 3.0 | 3.3 | 4.0 | 3.1 | 131/ 2563 | 2347/11.6 | 12.4 | 14.3 | 50 | 4.0 | 163 | 3375 | WKBQ-F |
| 11. WMRY-F (AOR) | 82/ 2.3 | 2.0 | 2.6 | 1.8 | 2.5 | 2.2 | 82/ 1327 | 1301/ 6.4 | 7.0 | 6.2 | 117 | 2.2 | 89 | 1476 | WMRY-F |
| 12. WKKX-F (C) | 76/ 2.1 | 1.8 | 1.7 | 2.0 | 1.9 | 1.9 | 89/ 1525 | 1310/ 6.5 | 5.2 | 4.8 | 157 | 1.9 | 77 | 1483 | WKKX-F |
| 13. KATZ (B) | 69/ 1.9 | 2.2 | 2.1 | 1.2 | 1.7 | 1.9 | 69/ 995 | 995/ 4.9 | 5.0 | 4.8 | 137 | 1.2 | 47 | 825 | KATZ |
| 14. KGLD (O) | 67/ 1.8 | 1.0 | 2.0 | 1.3 | 1.1 | 1.5 | 72/ 1441 | 1356/ 6.7 | 6.3 | 4.3 | 183 | .9 | 38 | 819 | KGLD |
| 15. KUSA (C) | 64/ 1.8 | 1.6 | 1.8 | 2.3 | 2.7 | 1.9 | 97/ 1662 | 952/ 4.7 | 5.3 | 8.6 | 100 | 1.7 | 68 | 843 | KUSA |
| 16. WRTH (BB) | 62/ 1.7 | 2.7 | 3.3 | 1.8 | 2.2 | 2.4 | 63/ 1104 | 1042/ 5.1 | 6.3 | 6.9 | 24 | 1.6 | 65 | 821 | WRTH |
| 17. KSTZ-F (AC) | 48/ 1.3 | .9 | --- | --- | --- | 1.1 | 67/ 1287 | 954/ 4.7 | --- | --- | 69 | 1.5 | 62 | 979 | KSTZ-F |
| 18. WESL (R/G) | 39/ 1.1 | 1.1 | 1.4 | 2.0 | 1.6 | 1.4 | 39/ 543 | 543/ 2.7 | 2.5 | 3.3 | 109 | 1.5 | 63 | 645 | WESL |
| 19. WIL (C) | 38/ 1.0 | 1.0 | 1.0 | .4 | 1.0 | 0.9 | 42/ 791 | 714/ 3.5 | 2.6 | 2.7 | 80 | .8 | 31 | 582 | WIL |
| KFUO-F (CL) | 38/ 1.0 | 1.3 | 1.2 | .8 | 1.0 | 1.1 | 39/ 839 | 830/ 4.1 | 4.1 | 3.3 | 130 | 1.1 | 44 | 820 | KFUO-F |
| KATZ-F (B) | 38/ 1.0 | 1.0 | 1.2 | 1.8 | 1.4 | 1.3 | 38/ 934 | 928/ 4.6 | 4.4 | 4.9 | 120 | .9 | 36 | 811 | KATZ-F |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 61.29% (2088 of 3407) (SPG 87: 61.08%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1. KHTR-F | 1. KSHE-F> | 1. KMOX | 1. KMOX >> | 1. KMOX >> | 1. KMOX >> | 1. KMOX >> | 1. KMOX >> | 1. KMOX >> | 1. KMOX >> | 1. KMOX >> |
| 2. KSHE-F | 2. KSD-F | 2. KSHE-F> | 2. KSHE-F | 2. KSHE-F | 2. KEZK-F | 2. KSHE-F | 2. KSHE-F | 2. KSHE-F | 2. KSHE-F | 2. KMJM-F |
| 3. KMJM-F | 3. KMOX | 3. KMJM-F | 3. KSD-F | 3. KSD-F | 3. WIL-F> | 3. KMJM-F< | 3. KEZK-F | 3. KEZK-F< | 3. KMJM-F> | 3. KSHE-F |
| 4. WKBQ-F>> | 4. KMJM-F> | 4. KSD-F | 4. KYKY-F | 4. KYKY-F | 4. WIL-F< | 4. KSD-F | 4. WIL-F | 4. KMJM-F< | 4. KHTR-F> | 4. WIL-F |
| 5. | 5. KYKY-F | 5. KYKY-F | 5. KMJM-F< | 5. WIL-F< | 5. | 5. WIL-F | 5. KSD-F | 5. WIL-F | 5. WKBQ-F | 5. KEZK-F> |
| 6. | 6. KHTR-F | WIL-F | 6. KRJY-F | 6. KRJY-F | 6. | 6. KYKY-F | 6. KRJY-F | 6. KSD-F | 6. WIL-F | 6. KRJY-F |
| 7. | WIL-F | 7. KRJY-F | 7. WIL-F | 7. KMJM-F | 7. | 7. KEZK-F | KYKY-F | 7. KHTR-F | 7. KEZK-F | WKKX-F |
| 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. | 8. |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|-----------|-----------|-----------|------------|------------|-------------|-------------|------------|-------------|------------|
| 1. KSHE-F | 1. KSHE-F | 1. KMOX | 1. KMOX > | 1. KMOX >> | 1. KSHE-F>> | 1. KSHE-F>> | 1. KMOX | 1. KMOX | 1. KMOX >> |
| 2. KMJM-F | 2. KSD | 2. KSD-F | 2. KSHE-F< | 2. KRJY-F | 2. KMJM-F | 2. KMOX | 2. KSHE-F | 2. KSHE-F>> | 2. KSHE-F |
| 3. KSD-F | 3. KMJM-F | 3. KSHE-F | 3. KMJM-F | 3. KYKY-F | 3. WMRY-F | 3. KSD-F | 3. KSD-F>> | 3. KSD-F | 3. KSD-F |
| 4. WIL-F | 4. KHTR-F | 4. KYKY-F | 4. KSD-F< | 4. KMJM-F< | 4. WKBQ-F< | 4. KMJM-F | 4. KYKY-F | 4. KMJM-F | 4. WIL-F |
| 5. WKBQ-F | 5. KMOX | 5. KMJM-F | 5. WIL-F | 5. WIL-F | 5. KSD-F< | 5. WMRY-F | 5. KMJM-F | 5. KYKY-F< | 5. KYKY-F |
| 6. KHTR-F | 6. WIL-F< | 6. KHTR-F | 6. KRJY-F< | 6. KEZK-F | 6. KHTR-F | 6. KYKY-F | WMLY-F | 6. WMRY-F | 6. KMJM-F |
| 7. | 7. KYKY-F | 7. KRJY-F | 7. KHTR-F< | 7. KHTR-F | 7. KMOX | 7. | 7. WIL-F | 7. WIL-F | 7. KRJY-F |
| 8. | 8. | 8. | 8. KYKY-F | KSD-F | 8. | 8. | 8. | 8. | 8. |
| 9. | 9. | 9. | 9. | 9. KSHE-F | 9. | 9. | 9. | 9. | 9. |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | |
|-------------------------------|---------|---------|---------|------|--------|---|
| | | | | | | % |
| TOP 40/CHR/CONTEMP | | 290 (2) | 290 (2) | 8.5 | 11.4 | |
| AOR/CLASSIC | | 620 (3) | 620 (3) | 18.2 | 14.8 | |
| AC/OLDIES/SOFT ROCK | 67 (1) | 326 (3) | 393 (4) | 11.5 | 12.5 | |
| MOR/VARIETY/FULL | | | | | 0.5 | |
| COUNTRY | 102 (2) | 301 (2) | 403 (4) | 11.8 | 9.5 | |
| BLACK/URBAN | 69 (1) | 272 (2) | 341 (3) | 10.0 | 12.5 | |
| BTFL MUSIC/EZ | | 217 (1) | 217 (1) | 6.4 | 7.2 | |
| NEWS/TALK | 921 (2) | | 921 (2) | 27.0 | 25.2 | |
| NOSTALGIA | 92 (2) | | 92 (2) | 2.7 | 3.5 | |
| RELIGION/GOSPEL | 53 (2) | | 53 (2) | 1.6 | 1.8 | |
| SPANISH | | | | | | |
| CLASSICAL | | 38 (1) | 38 (1) | 1.1 | 1.1 | |
| JAZZ/NEW AGE | | 24 (1) | 24 (1) | 0.7 | | |
| UNKNOWN/OTHERS | 15 (1) | | 15 (1) | 0.4 | | |
| 1319 (11) 2083 (15) 3407 (26) | | | | | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|------|--------------|--------|
| KLTH-F | 97.1 | Florissant | .7/3.6 |
| KSIV | 1320 | Clayton | .4/1.2 |
| KXOK | 630 | St. Louis | .4/2.9 |
| WEW | 770 | St. Louis | .8/1.5 |
| WGNU | 920 | Granite City | .4/1.2 |

RADIO STATIONS

AM STATIONS

| | | | | |
|-------------------------------|-------------|-----------------------------|--------------------|--------------------|
| KATZ, 1600, 5 KW (DA-N) | , BLACK | NBN, \$ 42.00 (Roslin) | Interurban | Charles Richardson |
| KGLD, 1380, 5 KW/1 KW (DA-2) | , OLDIES | ABC-D, \$ 38.00 (Republic) | Chase | Dick Bremkamp |
| KMOX, 1120, 50 KW | , TALK | CBS, \$335.00 (CBS) | CBS | Bob Hyland |
| KSIV, 1320, 5 KW/125 W | , RELIGION | , \$ 18.00 (---) | Bott | Richard Bott |
| KSTL, 690, 1 KW (DAYS) | , RELIGION | , \$ 14.00 (---) | | Doris Grebas |
| KUSA, 550, 5 KW (DA-N) | , COUNTRY | ABC-I, \$ 52.00 (Mc-Guild) | Gannett | Bill Coffey |
| KXEN, 1010, 50 KW (DAYS, DA) | , RELIGION | , \$ 12.00 (---) | Mid America Gospel | Bernie Harville |
| KXOK, 630, 5 KW (DA-2) | , TALK | MBS, ABC-T, \$ 35.00 (HNWH) | | Nancy Pool |
| WESL, 1490, 1 KW/250 W (DA-1) | , BLACK | SBN, \$ 24.00 (---) | | Wendell Hanson |
| WEW, 770, 1 KW (DAYS) | , NOSTALGIA | , \$ 24.00 (---) | | Charles Stanley |
| WIL, 1430, 5 KW (DA-2) | , COUNTRY | ABC-E, \$ NA (Banner) | Heritage | Dick Williams |
| WRTH, 590, 1 KW (DA-1) | , NOSTALGIA | NBC, \$ 50.00 (MMR) | Adams | John Gutbrod |

FM STATIONS

| | | | |
|---|--------------------------|------------------------|--------------------------------|
| KRJY, 96.3, 100 KW @ 650, SOFT AC | ABC-F, \$ 53.00 (Banner) | | Dick Miller |
| KATZ, 100.3, 50 KW @ 495, BLACK | NBN, \$ 37.00 (Roslin) | Interurban (ALTON, IL) | Charles Richardson |
| KEZK, 102.5, 100 KW @ 500, BTFL/EZ | , \$ 90.00 (MMR) | Adams | John Gutbrod |
| KFUO, 99.1, 100 KW @ 557, CLASSICAL | , \$ 45.00 (CMBS) | | Tom Lauher |
| KHTR, 103.3, 100 KW @ 1212, CHR | CBS-R, \$ 73.00 (CBS) | CBS | Tim Dorsey |
| KLTH, 97.1, 100 KW @ 560, AC/JAZZ/NEW AGE | SMN, \$ 43.00 (HNWH) | | John Hoffman |
| KMJM, 107.7, 100 KW @ 1019, URBAN | , \$ 90.00 (Christal) | Noble | Linda O'Conner |
| KSD, 93.7, 100 KW @ 850, CLASSIC ROCK | , \$ 85.00 (Mc-Guild) | Gannett | Bill Coffey |
| KSHE, 94.7, 100 KW @ 1019, AOR | , \$155.00 (Katz) | Emmis | John Beck |
| KYKY, 98.1, 100 KW @ 580, AC | , \$118.00 (MMR) | EZ | Karen Carroll |
| WCBW, 104.9, 3 KW @ 235, RELIGION | , \$ 20.00 (---) | Universal | Curt Whipple |
| WIL, 92.3, 97 KW @ 900, COUNTRY | ABC-E, \$ 68.00 (Banner) | Heritage | Dick Williams |
| WKBQ, 106.5, 39 KW @ 592, CHR | , \$ 62.00 (Republic) | Chase | Dick Bremkamp |
| WKKX, 104.1, 50 KW @ 500, COUNTRY | , \$ 43.00 (Republic) | | (JERSEYVILLE, IL) Shelly Davis |
| WMRV, 101.1, 50 KW @ 320, AOR | , \$ 51.00 (Torbet) | | Tom Callahan |

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KXOK: From AC/Talk to All Talk (February)

KMJM-F: From Keymarket to Noble for \$16,000,000 (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 |
| ***** | |

SALINAS - MONTEREY - SANTA CRUZ

Arbitron Rank/Pop (12+): 75/473,800

Stations: 35/21
Diaries: 931/509:1/46.5%
Sample Target: 880
% Below Line: 34.2
% Not Listed: 11.4

1987 Revenue: \$11,000,000
HH Inc.: \$38,420
Retail \$: 3.4 Bil
Pop per Station: 22,562
#1 Biller: KWAV-F \$1,800,000

MSA Rank/Pop: Salinas-Monterey - 136/344,600
AOI # 108 Santa Cruz - NA
Average Person Ratings: 17.2
Market TSL: 22.8 hours

| 12+ METRO | 1/4/SHARE | WIN | | | | | 4 Book Avg. | 12+ TSA | | 12+ METRO | | % 25-54 | | | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|-----|--------|--------|--------|-------------|-------------|----------|--------|------------|-------|---------|-------|------|-------------|-----------|------------|--|
| | | 88 | FAL 87 | SUM 87 | SPG 87 | CUME/RATING | | FAL 87 | SPG 87 | Conversion | Birch | Birch | Birch | | | | | |
| 1. KOON-F (CHR) | 72/8.9 | 8.8 | 6.8 | 6.6 | 6.9 | 7.8 | 76/1063 | 984/20.8 | 20.9 | 21.1 | 58 | 10.2 | 92 | 1433 | KDON-F | | | |
| 2. KGO (T) | 62/7.6 | 8.3 | 6.8 | 6.9 | 7.9 | 7.4 | 64/ 944 | 783/16.5 | 15.2 | 15.5 | 71 | 6.2 | 56 | 853 | KGO | | | |
| 3. KWSS-F (CHR) | 59/7.3 | 6.9 | 7.8 | 10.3 | 10.5 | 8.1 | 64/ 957 | 887/18.7 | 21.0 | 26.2 | 64 | 14.1 | 127 | 1229 | KWSS-F | | | |
| 4. KCTY (SP) | 46/5.7 | 4.2 | 3.5 | 1.9 | 4.1 | 3.8 | 46/ 314 | 314/ 6.6 | 5.6 | 5.4 | 154 | 3.0 | 27 | 335 | KCTY | | | |
| 5. KBAY-F (EZ) | 43/5.3 | 3.8 | 7.0 | 6.8 | 7.2 | 5.7 | 50/ 550 | 472/10.0 | 13.5 | 13.4 | 81 | 3.3 | 30 | 354 | KBAY-F | | | |
| 6. KCBS (N/T) | 36/4.4 | 2.5 | 2.8 | 2.6 | 2.7 | 3.1 | 37/ 545 | 503/10.6 | 9.5 | 9.2 | 57 | 1.7 | 15 | 388 | KCBS | | | |
| 7. KMBY-F (AOR) | 34/4.2 | 5.8 | 4.9 | 4.7 | 5.3 | 4.9 | 34/ 547 | 542/11.4 | 11.3 | 10.6 | 86 | 6.8 | 61 | 711 | KMBY-F | | | |
| 8. KWAV-F (AC) | 32/3.9 | 4.2 | 4.3 | 4.1 | 5.7 | 4.1 | 33/ 631 | 622/13.1 | 13.3 | 15.9 | 151 | 4.3 | 39 | 586 | KWAV-F | | | |
| 9. KTOM-F (C) | 29/3.4 | 4.0 | 4.8 | 5.8 | 4.5 | 4.5 | 29/ 441 | 420/ 8.9 | 11.2 | 8.9 | 59 | 5.0 | 45 | 426 | KTOM-F | | | |
| 10. KOCN-F (AC) | 27/3.3 | 3.3 | 4.9 | 3.4 | 3.1 | 3.7 | 27/ 440 | 440/ 9.3 | 9.6 | 6.7 | 152 | 1.9 | 17 | 288 | KOCN-F | | | |
| 11. KLRS-F (J/HA) | 24/3.0 | 2.0 | 2.0 | 2.4 | 2.7 | 2.4 | 27/ 425 | 420/ 8.9 | 7.6 | 7.5 | 157 | 2.5 | 23 | 303 | KLRS-F | | | |
| 12. KLFA-F (SP) | 22/2.7 | 1.9 | 2.5 | 3.8 | 1.3 | 2.7 | 22/ 126 | 126/ 2.7 | 2.9 | 2.2 | 133 | 1.1 | 10 | 125 | KLFA-F | | | |
| 13. KTGE (SP) | 18/2.2 | 2.9 | 2.5 | 1.6 | 1.3 | 2.3 | 18/ 205 | 205/ 4.3 | 4.5 | 1.7 | 73 | .8 | 7 | 192 | KTGE | | | |
| KBOQ-F (CL) | 18/2.2 | 3.2 | 3.6 | 4.1 | 3.9 | 3.3 | 18/ 317 | 312/ 6.6 | 8.6 | 6.7 | 73 | 2.7 | 24 | 261 | KBOQ-F | | | |
| 15. KHIP-F (AOR) | 17/2.1 | 2.9 | 2.0 | 1.7 | 2.0 | 2.2 | 21/ 342 | 293/ 6.2 | 8.1 | 6.9 | 171 | 2.0 | 18 | 377 | KHIP-F | | | |

12+ FM SHARE (METRO): 62.92% (453 of 720) (SPG 87: 68.09%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMO | 12+ EVE | OVERNIGHT |
|-----------|--------------|-----------|-------------|-----------|-----------|-----------|-------------|-----------|-----------|-------------|
| 1. KDON-F | 1. KOON-F | 1. KOON-F | 1. KCTY | 1. KCTY | > 1. KGO | >> 1. KGO | 1. KOON-F | 1. KDON-F | 1. KGO | 1. KGO >> |
| 2. KWSS-F | >> 1. KWSS-F | 2. KWSS-F | > 2. KWAV-F | 2. KWAV-F | 2. KCBS | 2. KWSS-F | 2. KGO | 2. KWSS-F | 2. KDON-F | 2. KBAY-F |
| 3. | 3. KMBY-F | 3. KMBY-F | 3. KDON-F | 3. KGO | 3. KBAY-F | 3. KDON-F | 3. KCTY | < 3. KCTY | 3. KWSS-F | > 3. KSJO-F |
| 4. | 4. KWAV-F | 4. KCTY | 4. KLRS-F | 4. KDON-F | 4. KCTY | > 4. KCTY | < 4. KBAY-F | 4. KGO | 4. KLFA-F | 4. KRAY-F |
| 5. | 5. KLRS-F | 5. KWAV-F | KGO | 5. KOCN-F | 5. KTOM-F | 5. KCBS | 5. KWSS-F | 5. KBAY-F | 5. KMBY-F | 5. KOMB |

| 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. KDON-F | 1. KWAV-F | 1. KWSS-F | 1. KCTY | 1. KDON-F | 1. KMBY-F | 1. KLRS | 1. KDON-F | 1. KCTY |
| 2. KDON-F | > 1. KWSS-F | 2. KCTY | KDON-F | 2. KWAV-F | KMBY-F | 2. KDON-F | 2. KMBY-F | KMBY-F | 2. KGO |
| 3. | 3. KWAV-F | 3. KDON-F | 3. KWAV-F | 3. KDON-F | 3. KWSS-F | >> 1. KWSS-F | KWSS-F | > 3. KWSS-F | 3. KLRS |
| 4. | 4. KOCN-F | 4. KOCN-F | 4. KCTY | 4. KOCN-F | 4. | 4. KLRS | 4. KHIP-F | < 4. KCTY | 4. KTOM-F |
| 5. | 5. KCTY | 5. KWSS-F | 5. KLFA-F | 5. KLFA-F | 5. | 5. KTGE | 5. KDON-F | KLRS | 5. KHIP-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|----------|----------|------|--------|---|
| TOP 40/CHR/CONTEMP | | 147 (4) | 147 (4) | 20.4 | 20.8 | KDON 1460 Salinas 1.5/5.7 |
| AOR/CLASSIC | | 64 (4) | 64 (4) | 8.9 | 8.4 | KKMC 880 Gonzales .7/1.9 |
| AC/OLDIES/SOFT ROCK | | 63 (3) | 63 (3) | 8.8 | 13.6 | KNZS 1540 Capitola .9/2.7 |
| MOR/VARIETY/FULL | 31 (3) | | 31 (3) | 4.3 | 2.8 | KOMY 1340 Watsonville 1.5/4.2 |
| COUNTRY | 15 (1) | 28 (1) | 43 (2) | 6.0 | 9.5 | KPIG-F 107.5 Freedom 1.8/4.6 |
| BLACK/URBAN | | | | | | KRAY-F 103.9 Salinas 2.0/4.1 |
| BTFL MUSIC/EZ | 6 (1) | 53 (2) | 59 (3) | 8.2 | 8.4 | KSCO 1080 Santa Cruz .6/3.1 |
| NEWS/TALK | 105 (3) | | 105 (3) | 14.6 | 12.9 | KTOM 1380 Salinas 1.8/4.3 |
| NOSTALGIA | 15 (2) | | 15 (2) | 2.1 | 4.4 | KXOC A/F 101.7 Carmel 1.9/4.9 |
| RELIGION/GOSPEL | 6 (1) | | 6 (1) | 0.8 | 2.9 | See San Jose or San Francisco for more information about the following: |
| SPANISH | 89 (4) | 38 (2) | 127 (6) | 17.6 | 8.7 | KARA-F .5/3.2 KLOK 1.1/2.0 |
| CLASSICAL | | 21 (3) | 21 (2) | 2.9 | 4.5 | KATD-F .7/3.3 KMEL-F 1.2/4.5 |
| JAZZ/NEW AGE/ECLECTIC | | 24 (1) | 24 (1) | 3.3 | 3.2 | KAZA 1.6/3.4 KNBR 2.1/7.8 |
| UNKNOWN/OTHERS | | 15 (1) | 15 (1) | 2.1 | | KDFC-F .4/1.4 KOME-F .5/2.7 |
| | 267 (15) | 453 (20) | 720 (35) | | | KFRC .4/2.2 KSJO-F 1.1/4.0 |

| RADIO STATIONS | Power | Frequency | Format | Company | Notes |
|----------------|-------------------|-----------|--------------|---------|------------------------|
| KCTY, 980, | 1 KW @ 570, | DA-1 | HISPANIC | Lotus | (Lotus) |
| KDON, 1460, | 5 KW (DA-1) | | HISPANIC (?) | SMN | \$ 15.00 (Katz) |
| KOMY, 1340, | 1 KW | | NOSTALGIA | MBS | \$ 12.00 (Radio Time) |
| KSCO, 1080, | 10 KW/5 KW (DA-2) | | MOR | | \$ 16.00 (Mc-Guild) |
| KTGE, 1570, | | | HISPANIC | | \$ 17.00 (Katz Hisp.) |
| KTOM, 1380, | 5 KW (DA-2) | | COUNTRY | ABC-E | \$ 20.00 (MMR) |
| KBOQ-F, 92.7, | 1 KW @ 570, | | CLASSICAL | | \$ 24.00 (Ourpetti) |
| KDON-F, 102.5, | 19 KW @ 2270, | | CHR | | \$ 37.00 (Katz) |
| KHIP-F, 93.5, | 3 KW @ ??, | | CLASSIC ROCK | | \$ NA (Eastman) |
| KLFA-F, 93.9, | 6 KW @ 700, | | HISPANIC | | \$ 20.00 (Caballero) |
| KLRS-F, 99.1, | 1 KW @ 2890, | | NEW AGE | | \$ 28.00 (Mc-Guild) |
| KMBY-F, 107.1, | 1 KW @ 1570, | | AOR | | \$ 31.00 (Banner) |
| KOCN-F, 104.9, | 1 KW @ 550, | | 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) |
| KWAV-F, 96.9, | 18 KW @ 2575, | | AC | APR | \$ 43.00 (HNWH) |
| KXOC-F, 101.7, | 1 KW @ 590, | | BTFL/EZ | | \$ 15.00 (Christal) |

Other ranked stations - See San Jose or San Francisco

MISCELLANEOUS COMMENTS KMFO, KMBY-F sold to Frankouser for \$2,850,000 (Blackburn)...

American Radio Spring 1988, Copyright 1988

SALISBURY - OCEAN CITY, MD

Arbitron Rank/Pop (12+): 153/201,900

MSA Rank/Pop: NA

Average Person Ratings: 17.3

Market TSL: 23.0 hours

Stations: 19/15
Diaries: 635/318:1/52.0%
Sample Target: 560
% Below Line: 4.3
% Not Listed: 11.2

1987 Revenue: NA
HH Inc.: NA
Retail \$: NA
Pop per Station: 13,460
#1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WKHI-F (CHR) | 64/18.3 | --- | 9.1 | --- | 9.9 | ---- | 73/806 | 640/31.7 | --- | 23.7 | 89 | | | WKHI-F |
| 2. WICO A/F (C) | 49/14.0 | --- | 11.5 | --- | 9.4 | ---- | 51/562 | 473/23.4 | --- | 22.3 | 69 | | | WICO A/F |
| 3. WOCQ-F (CHR) | 46/13.2 | --- | 12.4 | --- | 12.0 | ---- | 46/485 | 456/22.6 | --- | 22.7 | 119 | | | WOCQ-F |
| 4. WJDY (B) | 28/ 8.0 | --- | 2.4 | --- | 4.4 | ---- | 28/178 | 178/ 3.8 | --- | 6.2 | 143 | | | WJDY |
| 5. WWTR-F (AOR) | 19/ 5.4 | --- | 3.6 | --- | 6.7 | ---- | 21/256 | 235/11.6 | --- | 10.5 | 122 | | | WWTR-F |
| 6. WGMD-F (EZ) | 15/ 4.3 | --- | 6.0 | --- | 5.3 | ---- | 16/147 | 126/ 6.2 | --- | 9.8 | 42 | | | WGMD-F |
| WLVW-F (AC) | 15/ 4.3 | --- | 4.8 | --- | 7.3 | ---- | 20/183 | 151/ 7.5 | --- | 8.6 | 167 | | | WLVW-F |
| WQHQ-F (AC) | 15/ 4.3 | --- | 11.2 | --- | 11.1 | ---- | 19/389 | 313/15.5 | --- | 17.3 | 181 | | | WQHQ-F |
| 9. WSEA-F (CHR) | 11/ 3.2 | --- | 4.2 | --- | 2.3 | ---- | 14/293 | 205/10.2 | --- | 9.5 | 56 | | | WSEA-F |
| WSBY (MOR) | 11/ 3.2 | --- | 3.6 | --- | 3.2 | ---- | 11/202 | 136/ 9.2 | --- | 10.2 | 56 | | | WSBY |
| WOLC-F (R/G) | 11/ 3.2 | --- | 4.5 | --- | 4.4 | ---- | 18/198 | 140/ 6.9 | --- | 11.4 | 94 | | | WOLC-F |

12+ FM SHARE (METRO): 80.97% (251 of 310) (SPG 87: 85.10%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------------------|----------------------------------|-----------------------|-----------------------|-----------------------|------------------------|------------|------------|------------------------|------------------------|--------------|
| 1. WKHI-F>>>1. WKHI-F>>>1. WKHI-F | 1. WKHI-F | 1. WKHI-F | 1. WKHI-F | 1. WKHI-F | 1. WICO-F>>>1. WICO-F+ | 1. WICO-F+ | 1. WICO-F+ | 1. WKHI-F | 1. WKHI-F | 1. WOCQ-F>>> |
| 2. WJDY | 2. WOCQ-F>>2. WOCQ-F>>2. WOCQ-F> | 2. WOCQ-F>>2. WOCQ-F> | 2. WOCQ-F>>2. WOCQ-F> | 2. WOCQ-F>>2. WOCQ-F> | 2. WJDY | 2. WKHI-F> | 2. WKHI-F> | 2. WICO-F+>2. WICO-F+> | 2. WOCQ-F>>2. WOCQ-F>> | 2. WSBY |
| 3. WOCQ-F | 3. WNTR-F>3. WICO-F+ | 3. WICO-F+ | 3. WICO-F+ | 3. WJDY | 3. WOCQ-F | 3. WOCQ-F> | 3. WOCQ-F> | 3. WOCQ-F> | 3. WJDY | 3. WICO-F |
| 4. WSEA-F | 4. WICO-F+ | 4. WNTR-F | 4. WJDY | 4. WICO-F+ | 4. WGMD-F< | 4. WJDY | 4. WNTR-F | 4. WJDY | 4. WICO-F | 4. WDSB-F |
| 5. | 5. | 5. | 5. WQHQ-F | 5. | 5. WKHI-F | 5. | 5. WQHQ-F | 5. WLVW-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. WOCQ-F< | 1. WKHI-F> | 1. WKHI-F>>1. WKHI-F | 1. WKHI-F< | 1. WKHI-F | 1. WKHI-F>>>1. WKHI-F> | 1. WKHI-F> | 1. WNTR-F< | 1. WKHI-F> | 1. WOCQ-F |
| 2. WKHI-F | 2. WOCQ-F>>2. WOCQ-F | 2. WOCQ-F>>2. WOCQ-F | 2. WOCQ-F>>2. WOCQ-F> | 2. WOCQ-F> | 2. WOCQ-F | 2. WOCQ-F | 2. WKHI-F | 2. WOCQ-F | 2. WJDY > |
| 3. | 3. WNTR-F | 3. WQHQ-F | 3. WICO-F | 3. WICO-F+ | 3. WNTR-F | 3. WNTR-F>> WOCQ-F | 3. WNTR-F | 3. WNTR-F | 3. WKHI-F |
| 4. | 4. WICO-F+ | 4. WNTR-F | 4. WQHQ-F | 4. WQHQ-F | 4. | 4. | 4. | 4. WICO-F+ | 4. WICO-F+ |
| 5. | 5. WQHQ-F | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. WNTR-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-------------------------|--------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 121 (3) | 121 (3) | 39.0 | 29.8 |
| AOR/CLASSIC | | 21 (2) | 21 (2) | 6.8 | 4.2 |
| AC/OLDIES/SOFT ROCK | | 30 (2) | 30 (2) | 9.7 | 20.4 |
| MOR/VARIETY/FULL | 16 (2) | | 16 (2) | 5.2 | 4.2 |
| COUNTRY | 12 (3) | 50 (2) | 62 (5) | 20.0 | 19.6 |
| BLACK/URBAN | 28 (1) | | 28 (1) | 9.0 | 2.8 |
| BTFL MUSIC/EZ NEWS/TALK | | 18 (2) | 18 (2) | 5.8 | 7.0 |
| | | | | | 0.4 |
| NOSTALGIA | | | | | 2.4 |
| RELIGION/GOSPEL | | 11 (1) | 11 (1) | 3.5 | 5.3 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | 3 (1) | | 3 (1) | 1.0 | 3.9 |
| | 59 (7) | 251 (12) | 310 (19) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|---------------|---------|
| WDMV | 540 | Pocomoke City | 1.4/3.1 |
| WOVU-F | 101.7 | Ocean View | .9/3.5 |
| WSEA | 900 | Georgetown | .9/3.4 |
| WBAL | 1090 | Baltimore | 1.4/2.1 |
| WCAO | 600 | Baltimore | .6/2.0 |
| WDSB-F | 94.7 | Dover | 1.7/4.1 |
| WZXL-F | 100.7 | Wildwood | .6/2.5 |

MISCELLANEOUS COMMENTS WSBY, WQHQ-F sold by Woolfson to HVS for \$2,400,000 (E) (Blackburn)... WJWL changes to WSEA-AM... WLVW-F sold by HVS for \$1,250,000...

RADIO STATIONS

| | | | | |
|--------------------------------------|---------|--------------------|------------|------------------------------|
| WJDY, 1470, 5 KW (DAYS, DA) | , BLACK | NBN, CBS, \$ 14.00 | (Savalli) | J. Connor |
| WSBY, 960, 5 KW (DA-2) | , MOR | MBS, \$ 22.00 | (Mc-Guild) | HVS |
| WICO-F, 94.3, 3 KW @ 300, COUNTRY | | \$ 52.00 | (Torbet) | Prettyman |
| WKHI-F, 99.9, 50 KW @ 319, CHR | | \$ 34.00 | (Republic) | Bill Prettyman |
| WLVW-F, 105.5, 2 KW @ 390, SOFT AC | | \$ 24.00 | (---) | Jim Leyton |
| WOCQ-F, 103.9, 3 KW @ 328, CHR | | ABC-E, \$ 28.00 | (K & P) | |
| WOLC-F, 102.5, 25 KW @ 500, RELIGION | | \$ 11.00 | (---) | Darryl Nixon |
| WOVU-F, 101.7, 3 KW @ 328, BTFL (?) | | NBC, \$ 14.00 | (---) | (PRINCESS ANNE) Jim Woodland |
| WQHQ-F, 104.7, 33 KW @ 610, AC | | MBS, \$ 40.00 | (Mc-Guild) | (OCEAN VIEW, DE) Jim Hammond |
| WSEA-F, 93.5, 3 KW @ 300, CONTEMP | | SMN, \$ 21.00 | (Roslin) | |
| WNTR-F, 95.9, 3 KW @ 300, AOR | | \$ 15.00 | (Banner) | HVS |
| WSUX-F, 98.3, 3 KW @ 207, AC | | \$ 11.00 | (---) | Great Scott |

WDSB-F - See Wilmington

SALT LAKE CITY

Arbitron Rank/Pop (12+): 37/1,000,400
 MSA Rank/Pop: 45/1,060,000
 ADI # 40
 Average Person Ratings: 15.5
 Market TSL: 20.8 hours

Stations: 32/32
 Diaries: 1313/762:1/57.2%
 Sample Target: 1240
 % Below Line: 0
 % Not Listed: 6.3

1987 Revenue: \$26,000,000
 HH Inc.: \$30,695
 Retail \$: 5.9 Bil
 Pop per Station: 31,263
 #1 Biller: KSL \$5,200,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KISN-F (CHR) | 164/10.6 | 7.8 | 7.2 | 8.5 | 9.4 | 8.5 | 189/3106 | 2616/26.1 | 17.9 | 21.8 | 85 | 8.9 | 149 | 2644 | KISN-F |
| 2. KCPX-F (CHR) | 144/9.3 | 8.4 | 7.8 | 6.6 | 7.0 | 8.0 | 150/2478 | 2291/22.9 | 19.0 | 17.5 | 51 | 10.0 | 166 | 2328 | KCPX-F |
| 3. KKAT-F (C) | 140/9.0 | 8.9 | 10.8 | 8.5 | 7.1 | 9.3 | 166/2093 | 1763/17.6 | 18.1 | 14.9 | 141 | 11.1 | 184 | 2240 | KKAT-F |
| 4. KRSP-F (AOR) | 137/8.9 | 7.8 | 6.9 | 9.6 | 10.3 | 8.3 | 156/2273 | 1995/19.9 | 18.6 | 20.3 | 74 | 10.0 | 167 | 2239 | KRSP-F |
| 5. KSFI-F (EZ) | 123/7.9 | 9.8 | 11.0 | 8.5 | 8.8 | 9.3 | 168/2149 | 1675/16.7 | 20.7 | 19.3 | 72 | 3.5 | 59 | 1050 | KSFI-F |
| 6. KSL (MOR) | 111/7.2 | 7.9 | 9.3 | 7.3 | 7.8 | 7.9 | 142/2589 | 2001/20.0 | 25.1 | 20.7 | 89 | 9.7 | 161 | 2817 | KSL |
| 7. KSOP A/F (C) | 95/6.1 | 5.2 | 6.8 | 6.2 | 5.6 | 6.1 | 117/1615 | 1273/12.7 | 15.6 | 15.1 | 126 | 5.9 | 97 | 1304 | KSOP A/F |
| 8. KMGR-F (AC) | 62/4.0 | 4.3 | 3.2 | 3.3 | 2.8 | 3.7 | 67/982 | 903/9.0 | 7.1 | 7.1 | 155 | 3.9 | 65 | 1132 | KMGR-F |
| 9. KLCY-F (AC) | 55/3.6 | 3.7 | 5.0 | 4.5 | 4.3 | 4.2 | 88/1250 | 894/8.9 | 9.2 | 10.7 | 122 | 4.1 | 69 | 666 | KLCY-F |
| 10. KTKK (T) | 44/2.8 | 2.5 | 1.6 | 2.7 | 2.2 | 2.4 | 44/459 | 459/4.6 | 3.5 | 4.3 | 75 | 2.2 | 37 | 472 | KTKK |
| 11. KBER-F (AOR) | 41/2.6 | 3.4 | 2.1 | 3.0 | 4.3 | 2.8 | 42/807 | 781/7.8 | 6.6 | 9.3 | 119 | 3.4 | 57 | 854 | KBER-F |
| 12. KLZX-F (AC) | 39/2.5 | 2.2 | 1.7 | 1.8 | 1.5 | 2.1 | 39/676 | 662/6.6 | 5.3 | 6.5 | 164 | 1.3 | 22 | 531 | KLZX-F |
| 13. KDAB-F (J) | 33/2.1 | 3.0 | 2.0 | 1.7 | 1.6 | 2.2 | 33/556 | 556/5.6 | 4.0 | 7.5 | 162 | 2.4 | 40 | 521 | KDAB-F |
| KALL (AC) | 33/2.1 | 3.9 | 3.3 | 3.3 | 3.7 | 3.2 | 33/789 | 749/7.5 | 8.8 | 8.9 | 105 | 3.0 | 50 | 612 | KALL |
| 15. KRPN-F (AC) | 27/1.7 | 1.3 | 1.6 | 1.4 | 2.2 | 1.5 | 32/416 | 316/3.2 | 4.3 | 4.6 | 159 | .5 | 9 | 295 | KRPN-F |
| 16. KJQN-F (AOR) | 21/1.4 | .4 | --- | .5 | .5 | .6 | 28/353 | 312/3.1 | --- | 2.8 | 21 | 1.3 | 22 | 342 | KJQN-F |
| 17. KFMY-F (CHR) | 19/1.2 | 1.4 | 1.6 | 2.3 | 3.4 | 1.6 | 22/663 | 589/5.9 | 7.6 | 10.8 | 75 | 2.3 | 39 | 831 | KFMY-F |
| KZQQ (AOR) | 19/1.2 | 1.0 | --- | --- | .9 | .6 | 19/297 | 275/2.7 | --- | 2.5 | 25 | 1.5 | 25 | 288 | KZQQ |
| 19. | | | | | | | | | | | | | | | |
| 20. | | | | | | | | | | | | | | | |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 77.26% (1121 of 1451) (SPG 87: 75.26%)

| 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. KISN-F | 1. KKAT-F> | 1. KKAT-F> | 1. KSL | < 1. KSL | < 1. KKAT-F< | 1. KISN-F | 1. KCPX-F> | 1. KTKK |
| 2. KISN-F> | 2. KISN-F> | 2. KRSP-F | 2. KISN-F | 2. KISN-F | 2. KSFI-F> | 2. KISN-F | 2. KISN-F | 2. KCPX-F | 2. KISN-F | 2. KSFI-F |
| 3. KRSP-F | 3. KCPX-F | 3. KKAT-F | 3. KRSP-F | 3. KRSP-F | 3. KKAT-F | 3. KKAT-F | 3. KSFI-F | 3. KRSP-F< | 3. KRSP-F> | 3. KISN-F |
| 4. KKAT-F> | 4. KCPX-F> | 4. KMGR-F | 4. KRSP-F | 4. KRSP-F< | 4. KSOP-F+ | 4. KRSP-F | 4. KCPX-F | 4. KKAT-F | 4. KSOP-F+ | KSL |
| 5. KSOP-F+ | 5. KSOP-F+ | 5. KSOP-F+ | 5. KSOP-F | 5. KSL | 5. KTKK | 5. KCPX-F | 5. KRSP-F | 5. KSFI-F | 5. KSFI-F | 5. KFAM |
| 6. KMGR-F | 6. KSFI-F< | 6. KSL | 6. KSL | 6. KMGR-F | 6. KMGR-F | 6. KSOP-F+ | 6. KSOP-F+ | 6. KSL | 6. KSL | < 6. KKAT-F |
| 7. KSFI-F | 7. KMGR-F | 7. KSFI-F | 7. KSFI-F | 7. KSFI-F | 7. KSFI-F | 7. KSFI-F | 7. KSFI-F | 7. KSOP-F+ | 7. KKAT-F | 7. KSFI-F |
| 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F |
| 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F |
| 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-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. KISN-F | 1. KISN-F>> | 1. KISN-F | 1. KISN-F> | 1. KKAT-F | 1. KRSP-F> | 1. KRSP-F>> | 1. KRSP-F | 1. KRSP-F> | 1. KKAT-F |
| 2. KCPX-F | 2. KCPX-F< | 2. KKAT-F> | 2. KKAT-F | 2. KISN-F> | 2. KCPX-F> | 2. KCPX-F | 2. KKAT-F | 2. KKAT-F | 2. KRSP-F> |
| 3. KRSP-F> | 3. KKAT-F | 3. KMGR-F | 3. KCPX-F | 3. KSOP-F+ | 3. KISN-F> | 3. KISN-F | 3. KLZX-F> | 3. KCPX-F | 3. KLZX-F |
| 4. KSFI-F | 4. KRSP-F | 4. KSOP-F+ | 4. KRSP-F | 4. KMGR-F | 4. KLCY-F | 4. KLCY-F | 4. KBER-F | 4. KISN-F> | 4. KSOP-F+ |
| 5. KSOP-F+ | 5. KSOP-F+ | 5. KLCY-F | 5. KSOP-F+ | 5. KSFI-F | 5. KSOP-F+ | 5. KSOP-F+ | 5. KISN-F | 5. KLZX-F | 5. KSL |
| 6. KMGR-F | 6. KMGR-F | 6. KRSP-F< | 6. KMGR-F< | 6. KSL | 6. KBER-F | 6. KBER-F | 6. KISN-F | 6. KSOP-F+ | 6. KISN-F |
| 7. KSFI-F | 7. KCPX-F | 7. KSFI-F | 7. KSFI-F | 7. KLCY-F | 7. KSFI-F | 7. KSFI-F | 7. KSFI-F | 7. KSFI-F | 7. KSFI-F |
| 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F | 8. KSFI-F |
| 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F | 9. KSFI-F |
| 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F | 10. KSFI-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|------|--------|--|-------|----------------------|---------|
| | | | | | % | | | | |
| TOP 40/CHR/CONTEMP | 2 (1) | 327 (3) | 329 (4) | 22.7 | 21.1 | KCGL-F | 105.5 | Salt Lake City | .7/1.2 |
| AOR/CLASSIC | 19 (1) | 199 (3) | 218 (4) | 15.0 | 15.6 | KCPX | 1320 | Salt Lake City | .7/3.4 |
| AC/OLDIES/SOFT ROCK | 67 (4) | 183 (4) | 250 (8) | 17.2 | 23.5 | KDYL | 1280 | Salt Lake City | 1.0/2.5 |
| MOR/VARIETY/FULL | 125 (3) | | 125 (3) | 8.6 | 8.3 | KFAM | 700 | North Salt Lake City | .8/1.7 |
| COUNTRY | 17 (1) | 232 (3) | 249 (4) | 17.2 | 15.2 | KFMY | 960 | Provo | .1/ .7 |
| BLACK/URBAN | | | | | | KLO | 1430 | Ogden | .5/2.0 |
| BTFL MUSIC/EZ | | 123 (1) | 123 (1) | 8.5 | 9.4 | KLUB | 570 | Salt Lake City | 1.0/4.3 |
| NEWS/TALK | 44 (1) | | 44 (1) | 3.0 | 2.4 | KMGR | 1230 | Murray | .5/1.8 |
| NOSTALGIA | 31 (2) | | 31 (2) | 2.1 | 1.2 | KRSP | 1060 | South Salt Lake | 1.0/3.7 |
| RELIGION/GOSPEL | | 11 (1) | 11 (1) | 0.8 | | KSRP | 1400 | Provo | .4/1.6 |
| SPANISH | | | | | | KTOU-F | 94.9 | Provo | .8/2.4 |
| CLASSICAL | | | | | | KUTR | 860 | Salt Lake City | .8/4.7 |
| JAZZ/NEW AGE | | 46 (2) | 46 (2) | 3.2 | 2.2 | KZAN-F | 97.9 | Ogden | .9/4.7 |
| UNKNOWN/OTHERS | 25 (2) | | 25 (2) | 1.7 | 1.1 | | | | |
| 330 (15) 1121 (17) 1451 (32) | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|-------------------------------|-------------|-----------------|------------|--------------------|-----------------|
| KALL, 910, 5 KW/1 KW (DA-N) | , AC | MBS, \$ 45.00 | (Eastman) | Hatch | Homer Peterson |
| KBBX, 1600, 5 KW/1 KW (DA-N) | , RELIGION | , \$ 8.00 | (---) | Mid America Gospel | Scott Alexander |
| KCPX, 1320, 5 KW (DA-1) | , OLDIES/AC | CBS, \$ 21.00 | (Katz) | John Price | Wayne Courtney |
| KDYL, 1280, 5 KW/500 W (DA-N) | , NOSTALGIA | SMN, \$ 24.00 | (CBS) | | Craig Hanson |
| KLUB, 570, 5 KW (DA-1) | , NOST/MOR | NBC, \$ 29.00 | (Mc-Guild) | | Randy Rogers |
| KRSP, 1060, 10 KW/1 KW (DA-N) | , OLDIES | ABC-O, \$ 20.00 | (Durpetti) | | Alan Hague |
| KSL, 1160, 50 KW | , MOR | CBS, \$106.00 | (MMR) | Bonneville | Russ Wood |
| KTKK, 630, 1 KW/500 W (DA-2) | , TALK | ABC-T, \$ 31.00 | (---) | | Stan Bush |
| KUTR, 860, 50 KW (DAYS) | , AC | , \$ 20.00 | (Durpetti) | Citadel | |

FM STATIONS

| | | | | | |
|---------------------------|--------------|-----------------------|------------|--------------------|-----------------------------|
| KCGL, 105.5, 500 W @ 650 | RELIGION | , \$ 12.00 | (---) | Mid America Gospel | Scott Alexander |
| KCPX, 98.7, 27 KW @ 2930 | CHR | , \$ 60.00 | (Katz) | John Price | Wayne Courtney |
| KFMY, 96.1, 55 KW @ 2620 | CHR | , \$ 30.00 | (HNWH) | Cook Inlet | (PROVO) Eric Zieschang |
| KISN, 97.1, 26 KW @ 3650 | CHR | , \$ 59.00 | (Mc-Guild) | | Randy Rogers |
| KKAT, 101.9, 26 KW @ 3740 | COUNTRY | , \$ 65.00 | (Banner) | Brown | (OGDEN) Dennis Gwiazdon |
| KLCY, 94.1, 24 KW @ 3030 | AC | US 1, ABC-C, \$ 56.00 | (Eastman) | Hatch | Homer Peterson |
| KLZX, 93.3, 26 KW @ 3734 | AC | , \$ 40.00 | (Banner) | Citadel | |
| KMGR, 107.5, 46 KW @ 2796 | SOFT AC | , \$ 44.00 | (Torbet) | Bingham | (OREM) Jim Sumpter |
| KRSP, 103.5, 28 KW @ 3630 | AOR | ABC-R, \$ 58.00 | (Durpetti) | | Alan Hague |
| KSFI, 100.3, 26 KW @ 3740 | BTFL/EZ | , \$ 80.00 | (CBS) | | Craig Hanson |
| KSOP, 104.3, 25 KW @ 3650 | COUNTRY | , \$ 52.00 | (MMR) | | Greg Hilton |
| KZAN, 97.9, 26 KW @ 3770 | COUNTRY | , \$ 27.00 | (Christal) | | (OGDEN) |
| KDAB, 101.1, 25 KW @ 3740 | JAZZ/NEW AGE | US 2, \$ 32.00 | (HNWH) | Albimar | (OGDEN) Randy Mathis |
| KBER, 106.5, ___ KW @ ?? | , AOR | Source, \$ 23.00 | (Torbet) | | (SPANISH FORK) Chris Devine |

CALL LETTER CHANGES

KLTQ: Changes to KLZX (March)
 KRGQ: Changes to KZQQ

FORMAT CHANGES

KJQN-F: From CHR to AOR
 KCPX: From Classic Rock to Oldies/AC
 KZQQ: To AOR (March)

STATION SALES

KMGR A/F: From Trans Columbia to Bingham for \$1,922,000 (Kalil)
 KUTR, KLTQ-F: From Sunrise to Citadel for \$1,400,000
 KZAN-F: Sold for \$1,825,000 (Chapman)

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,018,000
 MSA Rank/Pop: 38/1,280,000
 ADI # 42
 Average Person Ratings: 19.1
 Market TSL: 24.8 hours

Stations: 30/29
 Diaries: 1224/832:1/48.5%
 Sample Target: 1200
 % Below Line: 0.3
 % Not Listed: 4.5

1987 Revenue: \$37,000,000
 MH Inc.: \$31,204
 Retail \$: 7.6 Bil
 Pop per Station: 35,103
 #1 Biller: WOAI \$4,500,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|--------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KITY-F (CHR) | 177/9.1 | 8.0 | 7.7 | 6.5 | 7.6 | 7.8 | 185/2113 | 1962/19.3 | 17.2 | 16.6 | 47 | 13.1 | 249 | 2437 | KITY-F |
| 2. KQXT-F (EZ) | 167/8.6 | 8.3 | 7.7 | 6.3 | 7.5 | 7.7 | 197/1878 | 1597/15.7 | 16.6 | 15.3 | 99 | 5.1 | 98 | 1173 | KQXT-F |
| 3. KCOR (SP) | 163/8.4 | 4.9 | 9.7 | 5.6 | 5.1 | 7.2 | 164/970 | 957/9.4 | 10.9 | 7.6 | 70 | 3.9 | 75 | 846 | KCOR |
| 4. KTFM-F (U/CHR) | 155/8.0 | 8.2 | 8.0 | 8.8 | 9.6 | 8.3 | 167/2539 | 2274/22.3 | 23.0 | 24.1 | 99 | 9.6 | 183 | 3309 | KTFM-F |
| 5. KCYY-F (C) | 150/7.7 | 6.6 | 4.4 | 2.8 | 2.4 | 5.4 | 173/1837 | 1547/15.2 | 12.8 | 8.3 | 110 | 6.9 | 131 | 1435 | KCYY-F |
| 6. KISS-F (AOR) | 135/6.9 | 7.6 | 8.4 | 8.6 | 8.6 | 7.9 | 158/1950 | 1607/15.8 | 16.2 | 17.4 | 61 | 7.8 | 149 | 1554 | KISS-F |
| 7. KMMX-F (AC) | 96/4.9 | 5.4 | 4.6 | 4.1 | 3.0 | 4.8 | 111/1490 | 1298/12.8 | 11.9 | 7.8 | 165 | 4.8 | 92 | 1055 | KMMX-F |
| 8. WOAI (N/T) | 90/4.6 | 5.6 | 6.2 | 4.5 | 4.4 | 5.2 | 139/1944 | 1330/13.1 | 15.5 | 13.0 | 93 | 4.6 | 87 | 1221 | WOAI |
| 9. KBUC-F (C) | 86/4.4 | 3.3 | 2.9 | 5.9 | 4.1 | 4.1 | 124/1468 | 1094/10.7 | 7.7 | 9.8 | 127 | 4.4 | 83 | 825 | KBUC-F |
| 10. KAJA-F (C) | 85/4.4 | 5.5 | 5.2 | 6.8 | 6.5 | 5.5 | 93/1559 | 1385/13.6 | 13.7 | 13.7 | 116 | 4.2 | 79 | 970 | KAJA-F |
| 11. KONO (O) | 81/4.2 | 5.2 | 2.5 | 4.1 | 4.1 | 4.0 | 90/1212 | 1035/10.2 | 8.5 | 10.5 | 131 | 3.9 | 74 | 1364 | KONO |
| 12. KZEP-F (AOR) | 74/3.8 | 4.1 | 3.0 | 3.9 | 3.6 | 3.7 | 76/1037 | 931/9.1 | 8.6 | 9.4 | 168 | 4.5 | 85 | 824 | KZEP-F |
| 13. KSMG-F (AC) | 70/3.6 | 2.8 | 3.1 | 3.4 | 4.4 | 3.2 | 77/1177 | 1052/10.3 | 11.3 | 11.9 | 158 | 4.4 | 84 | 1066 | KSMG-F |
| 14. KKYX (C) | 57/2.9 | 2.6 | 3.8 | 2.9 | 3.1 | 3.1 | 158/1981 | 834/8.2 | 9.5 | 7.7 | 79 | 3.9 | 74 | 621 | KKYX |
| 15. KSAQ A/F (CHR) | 55/2.9 | 3.3 | 3.4 | 4.2 | 3.4 | 3.5 | 75/1560 | 1262/12.4 | 12.4 | 13.0 | 66 | 3.2 | 57 | 1102 | KSAQ A/F |
| 16. KEDA (SP) | 44/2.3 | 3.3 | 2.5 | 2.9 | 3.6 | 2.8 | 52/656 | 584/5.7 | 5.0 | 7.5 | 100 | 3.0 | 57 | 715 | KEDA |
| 17. KXET (SP) | 31/1.6 | 2.0 | 1.9 | 2.3 | 2.0 | 2.0 | 32/470 | 454/4.5 | 4.3 | 3.8 | 100 | .9 | 18 | 241 | KXET |
| 18. KTSA (MOR) | 27/1.4 | 3.2 | 2.8 | 2.8 | 3.5 | 2.6 | 52/1352 | 824/8.1 | 9.6 | 9.7 | 114 | 2.0 | 39 | 956 | KTSA |
| 19. KSLR (R/G) | 22/1.1 | 1.2 | 1.1 | 1.6 | .8 | 1.3 | 30/477 | 381/3.7 | 4.1 | 4.2 | 136 | 1.2 | 23 | 474 | KSLR |
| 20. | | | | | | | | | | | | | | | |
| 21. | | | | | | | | | | | | | | | |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 67.87% (1259 of 1855) (SPG 87: 63.76%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1. KITY-F>>>1. KISS-F | 1. KCCY-F | 1. KMMX-F< | 1. KCCY-F | 1. KQXT-F | 1. KCOR | 1. KQXT-F | 1. KCOR | 1. KITY-F | 1. KITY-F> | 1. KCYY-F |
| 2. KISS-F | 2. KITY-F | 2. KTFM-F | 2. KCYY-F | 2. KCOR | 2. KQXT-F | 2. KCOR | 2. KQXT-F | 2. KTFM-F | 2. KISS-F< | 2. KCOR |
| 3. KTFM-F>>>3. KMMX-F | 3. KMMX-F< | 3. KTFM-F | 3. KMMX-F< | 3. WOI | 3. KCYY-F | 3. KTFM-F | 3. KTFM-F | 3. KCYY-F | 3. KTFM-F | KTFM-F |
| 4. KTFM-F>>>4. KCYY-F | 4. KISS-F | 4. KQXT-F | 4. KTFM-F | 4. KCYY-F | 4. KITY-F | 4. KCYY-F | 4. KQXT-F< | 4. KCOR | 4. KQXT-F< | 4. KZEP-F< |
| 5. KTFM-F | KITY-F | 5. KZEP-F | 5. KZEP-F | 5. KTFM-F | 5. KTFM-F | 5. KTFM-F | 5. KTFM-F | 5. KISS-F | 5. KISS-F | 5. KCYY-F |
| 6. KTFM-F | 6. KSMG-F | 6. KQXT-F | 6. KONO | 6. KCOR | 6. KONO | 6. WOI | 6. KMMX-F | 6. KCOR | 6. KCOR | 6. KQXT-F |
| 7. KTFM-F | 7. KZEP-F | 7. KAJA-F | KSMG-F | 7. KSMG-F< | 7. KKYX | 7. KISS-F | 7. WOI | 7. WOI | 7. WOI | 7. KQXT-F |
| 8. KTFM-F | 8. KISS-F | 8. KISS-F | 8. KISS-F | 8. KBUC-F | 8. KISS-F | 8. KISS-F | 8. KISS-F | 8. KISS-F | 8. KISS-F | 8. KISS-F |
| 9. KTFM-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F |
| 10. KTFM-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-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. KITY-F | 1. KMMX-F | 1. KMMX-F> | 1. KMMX-F | 1. KMMX-F | 1. KISS-F> | 1. KISS-F>> | 1. KISS-F | 1. KISS-F> | 1. KZEP-F |
| 2. KTFM-F | 2. KITY-F | 2. KSMG-F | 2. KTFM-F | 2. KCYY-F | 2. KITY-F | 2. KCYY-F | 2. KZEP-F | 2. KCYY-F | 2. KQXT-F |
| 3. KAJA-F | KSMG-F | 3. KTFM-F | 3. KCYY-F | 3. KQXT-F< | 3. KCYY-F | 3. KITY-F | 3. KCOR | 3. KZEP-F | 3. KCYY-F< |
| 4. KCYY-F | 4. KCYY-F | 4. KCYY-F | 4. KITY-F | 4. KTFM-F | 4. KTFM-F | 4. KZEP-F< | 4. KCYY-F< | 4. KTFM-F | 4. KTFM-F |
| 5. KSAQ-F+ | 5. KAJA-F | 5. KQXT-F< | 5. KAJA-F | 5. KCOR | 5. KSAQ-F+ | 5. KTFM-F | 5. KBUC-F< | 5. KITY-F | 5. KBUC-F |
| 6. KBUC-F | 6. KISS-F | 6. KZEP-F | 6. KONO | 6. KSMG-F | 6. KISS-F | 6. KMMX-F< | 6. KMMX-F | 6. KQXT-F | 6. KISS-F |
| 7. KISS-F | 7. KISS-F | 7. KISS-F | 7. KISS-F | 7. KONO | 7. KISS-F | 7. KSMG-F | 7. KISS-F | 7. KBUC-F | 7. WOI |
| 8. KISS-F | 8. KISS-F | 8. KISS-F | 8. KISS-F | 8. KAJA-F | 8. KISS-F | 8. KISS-F | 8. KISS-F | 8. KISS-F | 8. KONO |
| 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F | 9. KISS-F |
| 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F | 10. KISS-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|---------|------|--------|--------|--|----------------|--|--------|
| | | | | | | % | | | | |
| TOP 40/CHR/CONTEMP | 3 (1) | 229 (2) | 232 (3) | 12.5 | 21.8 | KBUC | 1310 | San Antonio | | .6/2.6 |
| AOR/CLASSIC | | 209 (2) | 209 (2) | 11.3 | 12.9 | KCHL | 1480 | San Antonio | | .5/1.6 |
| AC/OLDIES/SOFT ROCK | 90 (2) | 172 (3) | 262 (5) | 14.1 | 14.6 | KDRY | 1100 | Alamo Heights | | .4/1.9 |
| MOR/VARIETY/FULL | 33 (2) | | 33 (2) | 1.8 | 3.7 | KFAN-F | 101.1 | Fredricksburg | | .3/1.9 |
| COUNTRY | 69 (2) | 321 (3) | 390 (5) | 21.0 | 15.7 | KFHM | 1160 | San Antonio | | .4/1.7 |
| BLACK/URBAN | | 155 (1) | 155 (1) | 8.4 | | KGNB | 1420 | New Braunfels | | .3/1.1 |
| BTFL MUSIC/EZ | | 167 (1) | 167 (1) | 9.0 | 7.9 | KRIA | 930 | Terrell Hills | | .4/2.0 |
| NEWS/TALK | 90 (1) | | 90 (1) | 4.9 | 5.8 | KSAH | 720 | Universal City | | .8/1.4 |
| NOSTALGIA | | | | | 1.5 | KWED | 1580 | Seguin | | .6/1.4 |
| RELIGION/GOSPEL | 30 (2) | | 30 (2) | 1.6 | 1.4 | KAPT-F | 94.7 | Luling | | .3/ .8 |
| SPANISH | 269 (6) | | 269 (6) | 14.5 | 14.1 | | | | | |
| CLASSICAL | | | | | | | | | | |
| JAZZ/NEW AGE | | | | | | | | | | |
| UNKNOWN/OTHERS | 12 (1) | 6 (1) | 18 (2) | 1.0 | 0.6 | | | | | |
| 596 (17) 1259 (13) 1855 (30) | | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | |
|-------------------------------|-------------|--------------------------|---------------|------------------|
| KCOR, 1350, 5 KW (DA-N) | , HISPANIC | ,\$ 63.00 (Katz Hisp.) | Tichenor | Nathan Safir |
| KDRY, 1100, 5 KW/1 KW (DA-N) | , RELIGION | ,\$ 11.00 (---) | | Sam Morris |
| KEDA, 1540, 5 KW/1 KW (DA-N) | , HISPANIC | ,\$ 37.00 (Caballero) | | Manual Davila |
| KFHM, 1160, 10 KW/1 KW (DA-2) | , HISPANIC | ,\$ 19.00 (Roslin) | | Angel Toledo |
| KKYX, 680, 50 KW/10 KW (DA-N) | , COUNTRY | ABC-I, \$ 47.00 (Katz) | New City | Hugh Barr |
| KCHL, 1480, 2.5 KW (DAYS,DA) | , OLDIES | SMN, \$ 21.00 (Group W) | | John Hiatt |
| KONO, 860, 5 KW/1 KW | , OLDIES | NBC, \$ 34.00 (Christal) | Genesis | Terry Rodda |
| KRIA, 930, 5 KW/1 KW (DA-N) | , HISPANIC | ,\$ 28.00 (Lotus) | | Patricia Barraza |
| KSAH, 720, 10 KW/1 KW (DA-2) | , HISPANIC | ,\$ 20.00 (Caballero) | | Dennis Roberts |
| KSLR, 630, 5 KW (DA-2) | , RELIGION | ,\$ 18.00 (---) | | |
| KTSA, 550, 5 KW (DA-N) | , MOR | ,\$ 42.00 (Banner) | | Joe Ernest |
| KXET, 1250, 1 KW (DA-N) | , HISPANIC | ,\$ 30.00 (Lotus) | Lotus | Jay Levine |
| WOAI, 1200, 50 KW | , NEWS/TALK | CBS, \$ 84.00 (HNWH) | Clear Channel | Bill Hill |

FM STATIONS

| | | | |
|--|---------------------------------|---------------|----------------|
| KAJA, 97.3, 100 KW @ 472, COUNTRY | ,\$ 75.00 (HNWH) | Clear Channel | Stan Webb |
| KBUC, 107.5, 100 KW @ 1535, COUNTRY | ,\$ 51.00 (Republic) | TK | Al Moll |
| KCYX, 100.3, 100 KW @ 580, COUNTRY | ,\$ 66.00 (Katz) | New City | Hugh Barr |
| KISS, 99.5, 100 KW @ 576, AOR | ABC-R, \$ 69.00 (MMR) | Adams | |
| KITY, 92.9, 100 KW @ 500, CHR | ,\$ 59.00 (Christal) | Genesis | Terry Rodda |
| KMMX, 106.7, 100 KW @ 1030, AC | ,\$ 58.00 (Group W) | | John Hiatt |
| KQXT, 101.9, 100 KW @ 700, BTFL/EZ | ,\$ 58.00 (Group W) | Westinghouse | Bill Le Grande |
| KSAQ, 96.1, 100 KW @ 480, CHR | US 1, CBS-R, \$ 43.00 (Eastman) | Inner City | Charles Andres |
| KTFM, 102.7, 100 KW @ 670, URBAN/CHR | ,\$ 81.00 (Banner) | | Joe Ernest |
| KSMG, 105.3, 100 KW @ 1240, OLDIES | ,\$ 60.00 (Mc-Guild) | Rusk | |
| KZEP, 104.5, 100 KW @ 750, CLASSIC AOR | MBS, \$ 44.00 (Torbet) | Lotus | Jay Levine |

CALL LETTER CHANGES

KMMX-A: Changes back to KCHL (May)

FORMAT CHANGES

KTFM-F: Reclassified as Urban/CHR

STATION SALES

KSMG-F: From American to Rusk for \$8,000,000 (MVP)

SAN DIEGO

Arbitron Rank/Pop (12+): 19/1,901,900
 MSA Rank/Pop: 16/2,260,000
 ADI # 25
 Average Person Ratings: 16.3
 Market TSL: 21.5 hours

Stations: 36/29
 Diaries: 1906/998:1/43.0%
 Sample Target: 1810
 % Below line: 7.6
 % Not Listed: 8.3

1987 Revenue: \$66,900,000
 HH Inc.: \$39,167
 Retail \$: 16.0 Bill
 Pop per Station: 65,583
 #1 Biller: KFMB \$10,000,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--|
| 1. KGB-F (AOR) | 279/9.0 | 6.3 | 7.0 | 7.5 | 7.2 | 7.5 | 3012/15.8 | 13.4 | 14.7 | 97 | 11.5 | 386 | 3199 | KGB-F | |
| 2. KKLQ-F (CHR) | 252/8.1 | 7.5 | 7.9 | 5.7 | 3.0 | 7.3 | 3475/18.3 | 17.6 | 8.9 | 74 | 11.8 | 394 | 4386 | KKLQ-F | |
| 3. KSOO (N/T) | 226/7.3 | 8.1 | 6.1 | 5.7 | 6.8 | 6.8 | 2836/14.9 | 13.4 | 13.0 | 74 | 5.0 | 168 | 2054 | KSOO | |
| 4. KFMB (MOR) | 217/7.0 | 5.3 | 4.8 | 6.0 | 7.0 | 5.8 | 2954/15.5 | 12.2 | 17.0 | 109 | 5.0 | 167 | 2463 | KFMB | |
| 5. KJQY-F (EZ) | 210/6.8 | 7.9 | 8.5 | 8.2 | 8.7 | 7.9 | 2601/13.7 | 14.6 | 15.3 | 62 | 3.4 | 114 | 1591 | KJQY-F | |
| 6. KFMB-F (AC) | 188/6.1 | 7.8 | 7.3 | 7.0 | 7.1 | 7.1 | 3655/19.2 | 20.9 | 20.6 | 110 | 6.1 | 204 | 3540 | KFMB-F | |
| 7. XTRA-F (AOR) | 162/5.2 | 5.4 | 4.9 | 5.5 | 6.4 | 5.3 | 2844/15.0 | 13.2 | 15.4 | 75 | 9.8 | 327 | 4211 | XTRA-F | |
| 8. KPOP (BB) | 152/4.9 | 3.1 | 3.4 | 3.7 | 3.4 | 3.8 | 1625/ 8.5 | 7.0 | 7.7 | 61 | 3.6 | 119 | 936 | KPOP | |
| 9. KSON-F (C) | 116/3.7 | 4.8 | 5.8 | 5.9 | 5.8 | 5.1 | 1926/10.1 | 11.9 | 11.3 | 119 | 5.2 | 174 | 2996 | KSON-F | |
| 10. KCBQ A/F (O) | 113/3.7 | 3.6 | 3.4 | 3.9 | 3.3 | 3.7 | 1983/10.4 | 9.7 | 9.5 | 143 | 2.7 | 91 | 2001 | KCBQ A/F | |
| 11. KIFM-F (J/NA) | 104/3.4 | 4.7 | 2.9 | 3.9 | 3.1 | 3.7 | 1539/ 9.1 | 9.5 | 9.2 | 162 | 4.6 | 153 | 1835 | KIFM-F | |
| 12. XHRM-F (B/U) | 100/3.2 | 2.8 | 4.1 | 3.0 | 4.6 | 3.3 | 1364/ 7.2 | 8.8 | 10.7 | 59 | 3.5 | 117 | 2564 | XHRM-F | |
| 13. KYXY-F (AC) | 97/3.1 | 3.4 | 3.6 | 3.3 | 3.0 | 3.4 | 1754/ 9.2 | 8.9 | 9.3 | 155 | 2.0 | 66 | 1335 | KYXY-F | |
| 14. KSWV-F (J/NA) | 61/2.0 | 2.1 | 1.5 | 3.8 | 3.5 | 2.4 | 1045/ 5.5 | 5.9 | 12.8 | 160 | 1.2 | 41 | 1218 | KSWV-F | |
| 15. KFSU-F (CL) | 60/1.9 | 2.8 | 3.2 | 2.8 | 2.0 | 2.7 | 971/ 5.1 | 7.7 | 6.3 | 111 | 3.0 | 101 | 1291 | KFSU-F | |
| 16. XHIT-F (A) | 55/1.8 | 1.4 | 1.0 | 1.3 | .9 | 1.4 | 1023/ 5.4 | 4.2 | 3.3 | 100 | .9 | 30 | 892 | XHIT-F | |
| 17. KNX (N) | 51/1.6 | 1.6 | 1.9 | 1.3 | 1.5 | 1.6 | 1021/ 5.4 | 5.7 | 5.5 | 69 | 1.3 | 43 | 1012 | KNX | |
| 18. KGMG-F (O) | 51/1.6 | 1.5 | 2.0 | 2.1 | 1.9 | 1.8 | 1128/ 5.9 | 4.7 | 4.5 | 138 | 1.5 | 49 | 740 | KGMG-F | |
| 19. KKYX-F (AC) | 49/1.6 | 2.2 | 2.2 | 2.4 | 2.3 | 2.1 | 1184/ 6.2 | 7.4 | 6.9 | 106 | 1.0 | 35 | 584 | KKYX-F | |
| 20. XTRA (O) | 44/1.4 | 1.0 | 2.1 | 1.5 | 2.1 | 1.5 | 1117/ 5.9 | 9.1 | 5.5 | 164 | 1.4 | 48 | 453 | XTRA | |

NOTE: San Diego's Metro and TSA are the same.

12+ FM SHARE (METRO): 69.93% (1986 of 2840) (SPG 87: 70.66%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------------|-------------|------------|--------------|-------------|-----------|-------------|-----------|-------------|-------------|-----------|
| 1. KKLQ-F > | 1. KGB-F > | 1. KGB-F > | 1. KGB-F > | 1. KGB-F | 1. KSDO-F | 1. KSDO-F | 1. KGB-F | 1. KGB-F | 1. KFMB > | 1. KGB-F |
| 2. XHRM-F < | 2. KKLQ-F | 2. KKLQ-F | 2. KFMB | 2. KFMB | 2. KJQY-F | 2. KGB-F | 2. KSDO-F | 2. KKLQ-F > | 2. KGB-F | 2. KJQY-F |
| 3. XTRA-F > | 3. KFMB-F | 3. KFMB-F | 3. KFMB-F | 3. KFMB-F | 3. KFMB | 3. KFMB-F < | 3. KJQY-F | 3. KSDO-F | 3. KKLQ-F > | 3. KSDO-F |
| 4. KFMB-F | 4. XTRA-F > | 4. XTRA-F | 4. KKLQ-F | 4. KKLQ-F | 4. KPOP > | 4. KFMB < | 4. KKLQ-F | 4. KFMB | 4. XHRM-F | 4. KFMB |
| 5. KGB-F | 5. KIFM-F | 5. KFMB | 5. KCBQ-AF < | 5. KIFM-F < | 5. KSON-F | 5. KKLQ-F | 5. KPOP | 5. KFMB-F < | 5. KFMB-F | 5. KSON-F |
| 6. | 6. KCBQ-AF | 6. KCBQ-AF | 6. KIFM-F | 6. KSDO-F < | 6. KYXY | 6. KPOP | 6. KFMB-F | 6. KJQY-F | 6. XTRA-F | 6. KFMB-F |
| 7. | 7. | 7. KIFM-F | 7. KSDO-F | 7. KCBQ-AF | 7. | 7. KJQY-F | 7. KFMB | 7. XTRA-F | 7. KJQY-F | 7. KCBQ-F |
| 8. | 8. | 8. | 8. | 8. KYXY-F | 8. | 8. XTRA-F | 8. KYXY-F | 8. KPOP | 8. KIFM-F | 8. XTRA-F |
| 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. XTRA-F | 9. | 9. | 9. KKLQ-F |
| 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. KKLQ-F >> | 1. KKLQ-F | 1. KFMB-F | 1. KKLQ-F | 1. KFMB-F | 1. KGB-F >> | 1. KGB-F > | 1. KGB-F >> | 1. KGB-F > | 1. KGB-F > |
| 2. KFMB-F >> | 2. KFMB-F > | 2. KGB-F | 2. KFMB-F > | 2. KKLQ-F | 2. XTRA-F | 2. XTRA-F | 2. KIFM-F | 2. XTRA-F | 2. KFMB |
| 3. XTRA-F < | 3. KGB-F > | 3. KKLQ-F > | 3. KGB-F | 3. KYXY-F | 3. KKLQ-F > | 3. KKLQ-F | 3. XTRA-F | 3. KFMB < | 3. KSDO-F |
| 4. KGB-F | 4. XTRA-F | 4. XTRA-F | 4. KYXY-F | 4. KFMB | 4. KCBQ-AF | 4. KIFM-F | 4. KKLQ-F | 4. KCBQ-AF | 4. KCBQ-AF |
| 5. XHRM-F >> | 5. XHRM-F | 5. KIFM-F | 5. XTRA-F | 5. KJQY-F | 5. KFMB-F | 5. KFMB-F | 5. KFMB-F | 5. KKLQ-F | 5. KIFM-F |
| 6. KCBQ-AF | 6. | 6. XHRM-F | 6. XHRM-F | 6. KSON-F | 6. XHIT-F | 6. KCBQ-AF | 6. KCBQ-AF | 6. KIFM-F | 6. KFMB-F |
| 7. | 7. | 7. KYXY-F | 7. KSON-F | 7. KGB-F | 7. XHRM-F | 7. | 7. KSWV-F | 7. KFMB-F | 7. XTRA-F |
| 8. | 8. | 8. KSON-F | 8. | 8. KIFM-F | 8. KKYX-F | 8. | 8. KSDO | 8. | 8. KKLQ-F |
| 9. | 9. | 9. KCBQ-AF | 9. | 9. | 9. KIFM-F | 9. | 9. XHIT-F | 9. | 9. |
| 10. KHIT-F | 10. | 10. KKYX-F | 10. | 10. | 10. KSON-F | 10. | 10. KGMG-F | 10. | 10. |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|------------------------------|---------|---------|----------|--------|------|--|-------|--------------|---------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | 27 (1) | 252 (1) | 279 (2) | 9.8 | 15.5 | KGMG | 1320 | Oceanside | .6/ .8 |
| AOR/CLASSIC | | 521 (4) | 521 (4) | 18.3 | 14.7 | KKLQ | 600 | San Diego | .9/3.4 |
| AC/OLDIES/SOFT ROCK | 92 (4) | 524 (7) | 616 (11) | 21.6 | 16.6 | KKOS-F | 95.9 | Carlsbad | 1.0/2.5 |
| MOR/VARIETY/FULL | 217 (1) | | 217 (1) | 7.6 | 7.6 | KOWA | 1450 | Escondido | .6/1.0 |
| COUNTRY | 39 (2) | 125 (2) | 164 (4) | 5.8 | 7.7 | KOWF-F | 92.1 | Escondido | .3/1.1 |
| BLACK/URBAN | | 100 (1) | 100 (1) | 3.5 | 5.4 | KPRZ | 1210 | San Marcos | .5/2.0 |
| BTFL MUSIC/EZ | | 210 (1) | 210 (1) | 7.4 | 9.5 | KSON | 1240 | San Diego | .7/3.1 |
| NEWS/TALK | 288 (3) | | 288 (3) | 10.1 | 10.4 | KVSD | 1000 | Vista | .4/1.5 |
| NOSTALGIA | 152 (1) | | 152 (1) | 5.3 | 3.6 | XHKY-F | 95.7 | Tijuana | .6/ .8 |
| RELIGION/GOSPEL | 26 (2) | | 26 (2) | .9 | 1.0 | XLTN-F | 104.5 | Tijuana | .6/1.9 |
| SPANISH | 13 (1) | 20 (1) | 33 (2) | 1.2 | 2.2 | KBRT | 740 | Avalon | .4/ .9 |
| CLASSICAL | | 60 (1) | 60 (1) | 2.1 | 2.2 | KFI | 640 | Los Angeles | .5/1.9 |
| JAZZ/NEW AGE | | 165 (2) | 165 (2) | 5.8 | 3.4 | KLQS-F | 95.5 | Los Angeles | .5/2.3 |
| UNKNOWN/OTHERS | | 19 (1) | 19 (1) | .6 | --- | KWVE-F | 107.9 | San Clemente | .3/1.3 |
| | | | | | | XEMO | 860 | Tijuana | .4/ .9 |
| 854 (15) 1996 (21) 2850 (36) | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | |
|---|----------------------------|---------------|---------------|
| KCBQ, 1170, 50 KW/1.5 KW (DA-2), OLDIES | CBS-R, \$ NA (Republic) | Eric/Chandler | Simon T. |
| KFMB, 760, 5 KW (DA-N), MOR | CBS, \$190.00 (Mc-Guild) | Midwest TV | Paul Palmer |
| KKLQ, 600, 5 KW (DA-1), CHR | APR, MBS, \$ NA (Eastman) | Edens | Bob Bolinger |
| KMJC, 910, 5 KW (DA-2), RELIGION | ,\$ 23.00 (---) | | Dick Bartell |
| KPOP, 1360, 5 KW/1 KW, NOSTALGIA | NBC, \$ 42.00 (Katz) | Brown | Tom Baker |
| KSOO, 1130, 10 KW (DA-2), NEWS/TALK | ABC-I, \$126.00 (Durpetti) | Gannett | Chris Conway |
| KSON, 1240, 1 KW, COUNTRY | MBS, \$ NA (Banner) | Jeff-Pilot | Clark Brown |
| KVSD, 1000, 2.5 KW/500 W (DA-2), TALK | ABC-D, \$ 27.00 (---) | | Jeff Chandler |
| XTRA, 690, 50 KW (DA-2), OLDIES | ,\$ 44.00 (MMR) | Noble | Tom Jimenez |

FM STATIONS

| | | | |
|--|----------------------------|---------------|----------------|
| KCBQ, 105.3, 29 KW @ 620, OLDIES | CBS-R, \$ 73.00 (Republic) | Eric/Chandler | Simon T. |
| KFMB, 100.7, 30 KW @ 620, CONTEMP | ,\$ 140.00 (Mc-Guild) | Midwest TV | Paul Palmer |
| KFSO, 94.1, 100 KW @ 641, CLASSICAL | ,\$ 65.00 (HNWH) | Lotus | Nancy Reynolds |
| KGB, 101.5, 50 KW @ 577, AOR | ,\$ 157.00 (Katz) | Brown | Tom Baker |
| KGMG, 102.1, 2 KW @ 346, OLDIES | MBS, \$ 40.00 (Banner) | | Larry Shushan |
| KIFM, 98.1, 28 KW @ 640, JAZZ | ,\$ 75.00 (CBS) | | Lee Mirabal |
| KJQY, 103.7, 36 KW @ 650, BTFL/EZ | ,\$ 90.00 (Group W) | Westinghouse | Bert Whalen |
| KKLQ, 106.5, 50 KW @ 442, CHR | ,\$ 80.00 (Eastman) | Edens | Bob Bolinger |
| KKOS, 95.9, 3 KW @ 305, AC | ,\$ 40.00 (---) | | Jeff Chandler |
| KKYY, 94.9, 22 KW @ 701, AC | ,\$ 61.00 (Christal) | Sandusky | Carolyn Howe |
| KSON, 97.3, 50 KW @ 465, COUNTRY | ,\$ 98.00 (Banner) | Jeff-Pilot | Clarke Brown |
| KSWV, 102.9, 2 KW @ 1840, JAZZ/NEW AGE | SMN, \$ 57.00 (Durpetti) | Gannett | Chris Conway |
| KYXY, 96.5, 41 KW @ 540, AC | ,\$ 70.00 (HNWH) | | Jim Price |
| XTRA, 91.1, 100 KW @ 1000, AOR | ,\$ 97.00 (MMR) | Noble | Tom Jimenez |
| XHRM, 92.5, 50 KW @ 600, URBAN | ,\$ 48.00 (K & P) | | Darryl Cox |
| XHIT, 90.3, 100 KW @ 1000, AOR (?) | ,\$ 36.00 (Torbet) | | |

CALL LETTER CHANGES

KWLT changes to KKYY (May)

FORMAT CHANGES

STATION SALES

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,879,800

Stations: 51/50
Diaries: 3994/1222:1/44.7%
Sample Target: 2650
% Below Line: 0.6
% Not Listed: 9.8

1987 Revenue: \$148,400,000
HH Inc.: \$41,900
Retail \$: 35.6 Bil
Pop per Station: 97,596
#1 Biller: KGO \$20,000,000

MSA Rank/Pop: San Francisco - 28/1,608,700
ADI # 5 Oakland - 21/1,960,900
Average Person Ratings: 17.4
Market TSL: 23.0 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|---------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KGO (T) | 714/8.4 | 6.8 | 8.0 | 8.7 | 7.8 | 8.0 | 859/10322 | 8421/17.3 | 20.0 | 17.2 | 69 | 7.7 | 614 | 7446 | KGO |
| 2. KABL A/F (EZ) | 526/6.2 | 5.9 | 4.8 | 4.0 | 4.8 | 5.2 | 537/ 5579 | 5227/10.7 | 10.7 | 10.3 | 58 | 3.3 | 263 | 3400 | KABL A/F |
| 3. KMEL-F (CHR) | 480/5.7 | 6.1 | 4.9 | 4.9 | 3.9 | 5.4 | 516/ 7877 | 7138/14.6 | 14.1 | 12.4 | 75 | 8.3 | 663 | 7718 | KMEL-F |
| 4. KCBS (N/T) | 456/5.4 | 4.7 | 5.4 | 5.6 | 5.2 | 5.3 | 564/ 9052 | 7530/15.4 | 17.3 | 16.1 | 78 | 3.9 | 313 | 6092 | KCBS |
| 5. KOIT A/F (AC) | 379/4.5 | 3.2 | 3.8 | 3.5 | 3.5 | 3.8 | 387/ 5950 | 5681/11.6 | 9.8 | 10.3 | 149 | 2.0 | 160 | 2558 | KOIT A/F |
| 6. KSOL-F (B/U) | 316/3.7 | 4.4 | 4.7 | 4.1 | 4.8 | 4.2 | 322/ 5151 | 4915/10.1 | 11.0 | 10.9 | 78 | 6.4 | 511 | 6221 | KSOL-F |
| 7. KIOI-F (AC) | 305/3.6 | 3.5 | 2.7 | 2.5 | 2.1 | 3.1 | 312/ 5746 | 5568/11.4 | 9.2 | 9.7 | 128 | 3.7 | 295 | 4625 | KIOI-F |
| 8. KNBR (MOR) | 302/3.6 | 2.1 | 3.1 | 5.2 | 4.9 | 3.5 | 422/ 7421 | 5541/11.4 | 9.8 | 14.9 | 117 | 2.8 | 225 | 4603 | KNBR |
| 9. KSAN-F (C) | 245/2.9 | 3.2 | 3.4 | 3.2 | 2.3 | 3.2 | 253/ 3992 | 3789/ 7.8 | 8.7 | 7.6 | 134 | 4.0 | 318 | 3664 | KSAN-F |
| 10. KRQR-F (AOR) | 242/2.5 | 2.5 | 1.7 | 2.2 | 2.6 | 2.3 | 246/ 4150 | 3944/ 8.7 | 5.6 | 6.2 | 103 | 3.4 | 274 | 3723 | KRQR-F |
| 11. KFRC (BB) | 241/2.8 | 4.3 | 3.3 | 3.6 | 3.6 | 3.5 | 278/ 4774 | 4115/ 8.4 | 7.3 | 8.5 | 68 | 3.0 | 239 | 3628 | KFRC |
| 12. KITS-F (CHR) | 240/2.8 | 3.3 | 3.0 | 3.2 | 2.3 | 3.1 | 243/ 3207 | 3117/ 6.4 | 7.0 | 7.4 | 71 | 2.7 | 213 | 2956 | KITS |
| 13. KYUU-F (CHR) | 225/2.7 | 2.3 | 2.8 | 2.4 | 2.7 | 2.6 | 228/ 4650 | 4495/ 9.2 | 9.7 | 10.1 | 107 | 1.8 | 141 | 3005 | KYUU-F |
| 14. KDFC A/F (CL) | 205/2.4 | 2.4 | 1.9 | 2.0 | 2.1 | 2.2 | 213/ 3305 | 3133/ 6.4 | 6.3 | 6.6 | 92 | 1.6 | 128 | 2024 | KDFC A/F |
| 15. KSFO (O) | 203/2.4 | 1.7 | 1.4 | 2.2 | 2.4 | 1.9 | 218/ 4766 | 4279/ 8.8 | 6.0 | 9.2 | 121 | 1.7 | 138 | 3043 | KSFO |
| 16. KKSF-F (J/NA) | 200/2.4 | 2.4 | 2.7 | 1.6 | 2.9 | 2.3 | 200/ 2827 | 2804/ 5.7 | 6.6 | 9.2 | 171 | 2.4 | 188 | 2790 | KKSF-F |
| 17. KBAY-F (EZ) | 166/2.0 | 2.8 | 1.8 | 2.0 | 1.4 | 2.2 | 223/ 2888 | 2222/ 4.6 | 4.5 | 4.2 | 85 | 1.5 | 123 | 1481 | KBAY-F |
| 18. KBLX A/F (U/AC) | 161/1.9 | 2.4 | 2.9 | 2.1 | 2.5 | 2.3 | 167/ 3354 | 3118/ 6.4 | 7.9 | 7.7 | 147 | 2.7 | 219 | 2720 | KBLX A/F |
| 19. KKHI A/F (CL) | 152/1.8 | 1.2 | 1.3 | 1.6 | 1.9 | 1.5 | 158/ 2763 | 2623/ 5.4 | 4.6 | 5.0 | 83 | 1.8 | 143 | 1802 | KKHI A/F |
| 20. KFOG-F (AOR) | 147/1.7 | 2.2 | 2.1 | 1.7 | 2.3 | 1.9 | 159/ 3013 | 2823/ 5.8 | 6.5 | 6.4 | 171 | 2.8 | 223 | 2934 | KFOG-F |
| 21. KHQT-F (CHR) | 127/1.5 | .6 | .9 | .8 | 1.1 | 1.0 | 132/ 1878 | 1834/ 3.8 | 2.3 | 2.3 | 40 | 1.6 | 127 | 1487 | KHQT-F |
| 22. KNEW (C) | 120/1.4 | 1.5 | 1.4 | 1.9 | 1.7 | 1.6 | 124/ 1975 | 1868/ 3.8 | 3.9 | 4.3 | 93 | .8 | 60 | 956 | KNEW |
| 23. KOME-F (AOR) | 120/1.4 | 1.5 | 1.1 | 1.5 | 1.7 | 1.4 | 126/ 2429 | 2274/ 4.7 | 4.2 | 5.6 | 114 | 1.8 | 144 | 2203 | KOME-F |
| 24. KSJO-F (AOR) | 106/1.2 | 1.3 | .8 | 1.0 | .9 | 1.1 | 118/ 2274 | 2009/ 4.1 | 3.4 | 3.9 | 92 | 2.2 | 175 | 2870 | KSJO-F |
| 25. KBRG-F (SP) | 97/1.1 | 1.1 | 1.1 | .8 | .9 | 1.0 | 97/ 884 | 884/ 1.1 | 2.2 | 1.4 | 109 | .5 | 43 | 457 | KBRG-F |
| 26. KWSS-F (CHR) | 96/1.1 | 1.7 | 1.7 | 1.5 | 1.1 | 1.5 | 116/ 3027 | 2028/ 4.2 | 5.2 | 4.4 | 109 | 1.5 | 118 | 2597 | KWSS-F |
| 27. KYA-F (O) | 95/1.1 | 1.4 | 1.4 | 1.5 | 1.7 | 1.4 | 99/ 2875 | 2744/ 5.6 | 6.2 | 6.2 | 164 | 1.2 | 93 | 2249 | KYA-F |
| 28. KJAZ-F (J) | 87/1.0 | .9 | 1.2 | 1.0 | 1.4 | 1.0 | 87/ 1556 | 1520/ 3.1 | 3.9 | 3.2 | 120 | .7 | 58 | 1089 | KJAZ-F |
| 29. KOFY-F (CHR) | 85/1.0 | --- | 1.7 | 1.5 | 1.1 | --- | 86/ 1406 | 1367/ 2.8 | 3.3 | 2.9 | 110 | .4 | 33 | 688 | KOFY-F |
| 30. KIQI (SP) | 91/1.0 | 1.1 | 1.1 | .8 | .9 | 1.0 | 81/ 995 | 974/ 2.0 | 2.1 | 1.6 | 90 | .2 | 18 | 258 | KIQI |

12+ FM SHARE (METRO): 63.67% (4876 of 7658) (SPG 87: 60.29%)

| 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. KOIT-F+ | 1. KGO < | 1. KGO | 1. KGO | 1. KGO | 1. KGO | 1. KGO | 1. KGO | 1. KGO >> |
| 2. KSOC-F | 2. KITS-F | 2. KOIT-F+ | 2. KIOI-F | 2. KOIT-F+ | 2. KABL-F+ | 2. KCBS | 2. KABL-F+ | 2. KMEL-F | 2. KMEL-F | 2. KNBR |
| 3. KHQT-F | 3. KRQR-F | 3. KIOI-F | 3. KGO | 3. KIOI-F | 3. KCBS > | 3. KABL-F+ | 3. KCBS | 3. KABL-F+ | 3. KNBR | 3. KCBS |
| 4. KYOU-F | 4. KSOC-F | 4. KSOL-F | 4. KKSF-F | 4. KMEL-F< | 4. KOIT-F+< | 4. KMEL-F | 4. KOIT-F+ | 4. KOIT-F+ | 4. KSOL-F | 4. KFRC |
| 5. | 5. KIOI-F | 5. KRQR-F | 5. KMEL-F< | 5. KCBS > | 5. KFRC | 5. KOIT-F+ | 5. KMEL-F | 5. KSOL-F< | 5. KABL-F+ | 5. KIOI-F |
| 6. | 6. KOIT-F+ | 6. KGO | 6. KNBR | 6. KNBR | 6. KNBR | 6. KYUU-F | 6. KIOI-F | 6. KCBS | 6. KITS-F | 6. KABL |
| 7. | 7. KYUU-F | 7. KITS-F | 7. KCBS | 7. KKSE-F | 7. KDFC-F+ | 7. KIOI-F | 7. KFRC | 7. KIOI-F | 7. KSFO | 7. KSAN-F |
| 8. | 8. KKSF-F | 8. KKSF-F | 8. KSAN-F | 8. KSAN-F | 8. KSAN-F | 8. KSAN-F | 8. KRQR-F | 8. KRQR-F | 8. KOIT-F | 8. KSOC-F |
| 9. | 9. KOME-F | 9. KSAN-F< | 9. KRQR-F | 9. KABL-F+ | 9. KBAY-F | 9. KNBR | 9. KSAN-F | 9. KNBR | 9. KKSF-F | 9. KMEL-F |
| 10. | 10. KBCX-F+10. KNBR | 10. KFOG-F | 10. KRQR-F | 10. KRQR-F | 10. KKHI-F+10. KSOL-F | 10. KDFC-F+10. KFRC | 10. KIOI-F | 10. KIOI-F | 10. KABL-F | 10. KABL-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. KOIT-F | 1. KOIT-F+ | 1. KOIT-F+ | 1. KSOL-F | 1. KMEL-F | 1. KMEL-F | 1. KMEL-F | 1. KGO | |
| 2. KITS-F | 2. KOIT-F+< | 2. KIOI-F | 2. KIOI-F | 2. KIOI-F | 2. KMEL-F | 2. KRQR-F | 2. KRQR-F | 2. KRQR-F | 2. KNBR < | |
| 3. KSOL-F | 3. KIOI-F | 3. KMEL-F | 3. KMEL-F | 3. KGO | 3. KITS-F | 3. KITS-F | 3. KFOG-F | 3. KGO | 3. KOIT-F+< | |
| 4. KIOI-F | 4. KITS-F | 4. KKSF-F | 4. KSOL-F | 4. KCBS | 4. KRQR-F> | 4. KSOL-F> | 4. KNBR < | 4. KOIT-F+< | 4. KMEL-F | |
| 5. KOIT-F+ | 5. KSOL-F | 5. KRQR-F | 5. KITS-F | 5. KSOL-F | 5. KSJO-F | 5. KFOG-F | 5. KIOI-F | 5. KITS-F | 5. KFOG-F | |
| 6. KHQT-F | 6. KRQR-F | 6. KSOC-F | 6. KSAN-F | 6. KKSF-F | 6. KOME-F | 6. KKSF-F | 6. KSOL-F | 6. KSOL-F | 6. KKSF-F | |
| 7. KRQR-F | 7. KYUU-F | 7. KYUU-F | 7. KCBS | 7. KMEL-F | 7. KHQT-F | 7. KNBR < | 7. KITS-F | 7. KNBR < | 7. KSAN-F | |
| 8. KYUU-F | 8. KKSF-F | 8. KSAN-F | 8. KSAN-F | 8. KSAN-F | 8. KOFY-F+< | 8. KSJO-F< | 8. KBLX-F | 8. KFOG-F | 8. KCBS < | |
| 9. KSAN-F | 9. KITS-F | 9. KITS-F | 9. KKSF-F | 9. KABL-F+ | 9. KYUU-F | 9. KIOI-F | 9. KGO | 9. KKSF-F | 9. KIOI-F< | |
| 10. | 10. KBLX-F+10. KBLX-F | 10. KBLX-F | 10. KRQR-F | 10. KNBR | 10. | 10. KYUU-F | 10. KOME-F | 10. KSAN-F | 10. KABL-F+ | |
| | | | | | | | | 11. KIOI-F | 11. KSFO-F | |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--------------------------------------|-----------|-----------|-----------|--------|------|--|-------|---------------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP AOR/CLASSIC | | 1329 (8) | 1329 (8) | 17.4 | 16.0 | KARA-F | 105.7 | Santa Clara | .8/2.9 |
| AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL | 369 (5) | 944 (7) | 1313 (12) | 17.1 | 15.7 | KATD-F | 95.3 | Los Gatos | .5/2.4 |
| | 343 (2) | | 343 (2) | 4.5 | 6.5 | KDIA | 1310 | Oakland | .9/2.7 |
| COUNTRY | 210 (3) | 245 (1) | 455 (4) | 5.9 | 6.0 | KEAR-F | 106.9 | San Francisco | .4/1.4 |
| BLACK/URBAN | 88 (2) | 463 (2) | 551 (4) | 7.2 | 6.6 | KEEN | 1370 | San Jose | .5/1.4 |
| BTFL MUSIC/EZ | 130 (1) | 562 (2) | 692 (3) | 9.0 | 8.1 | KEZR-F | 106.5 | San Jose | .7/2.4 |
| NEWS/TALK | 1170 (2) | | 1170 (2) | 15.3 | 14.3 | KFAX | 1100 | San Francisco | .6/1.8 |
| NOSTALGIA | 285 (2) | | 285 (2) | 3.7 | 5.2 | KLIV | 1590 | San Jose | .5/1.6 |
| RELIGION/GOSPEL | 49 (1) | 34 (1) | 83 (2) | 1.1 | 0.6 | KKLO | 1170 | San Jose | .5/2.4 |
| SPANISH | 81 (1) | 97 (1) | 178 (2) | 2.3 | 2.4 | KREO-F | 92.9 | Healdsburg | .4/1.3 |
| CLASSICAL | 57 (2) | 300 (2) | 357 (4) | 4.7 | 4.6 | KZST-F | 100.1 | Santa Rosa | .5/1.4 |
| JAZZ/NEW AGE | | 287 (2) | 287 (2) | 3.7 | 5.5 | KHTT | 1500 | San Jose | .3/ .9 |
| UNKNOWN/OTHERS | | | | | | KOFY | 1050 | San Mateo | .9/3.2 |
| | | | | | | KRAK | 1140 | Sacramento | .6/1.0 |
| | 2782 (21) | 4876 (30) | 7658 (51) | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | |
|--------------------------------|-----------------|------------------------------|----------------|-----------------|
| KABL, 960, 5 KW (DA-1) | , BTFL/EZ | ,\$ NA (Christal) | Shamrock | Mike Grinsell |
| KCBS, 740, 50 KW (DA-2) | , NEWS | CBS,\$260.00 (CBS) | CBS | Ray Barnett |
| KDIA, 1310, 5 KW (DA-1) | , BLACK | ,\$ 60.00 (---) | Ragan Henry | Bob Miller |
| KEST, 1450, 1 KW | , GOSPEL/ETHNIC | ,\$ 36.00 (---) | Universal | Alan Schultz |
| KFAX, 1100, 50 KW (DA-1) | , RELIGION | ,\$ 25.00 (---) | Salem | Ed Cochran |
| KFRC, 610, 5 KW | , NOSTALGIA | MBS,US 1,\$ 40.00 (Republic) | RKO | Pat McNally |
| KGO, 810, 50 KW (DA-1) | , TALK | ABC-I,\$345.00 (Banner) | Cap Cities/ABC | Michael Luckoff |
| KIQI, 1010, 10 KW/500 W (DA-1) | , HISPANIC | ,\$ 60.00 (Caballero) | | Rene DeLaRosa |
| KNBR, 680, 50 KW | , MOR/AC | NBC,\$205.00 (Mc-Guild) | NBC | Bill Dwyer |
| KNEW, 910, 5 KW (DA-N) | , COUNTRY | ,\$ 80.00 (Katz) | Malrite | Bruce Blevins |
| KOFY, 1050, 1 KW/500 W (DA-N) | , OLDIES | ,\$ 50.00 (Roslin) | | Randy Bailey |
| KSFO, 560, 5 KW (DA-N) | , OLDIES | US 2,\$100.00 (MMR) | King | Ken Dennis |

FM STATIONS

| | | | |
|---|---------------------------|--------------|-------------------|
| KABL, 98.1, 100 KW @ 940, BTFL/EZ | ,\$165.00 (Christal) | Shamrock | Mike Grinsell |
| KBLX, 102.9, 7 KW @ 1285, URBAN/AC/JAZZ | ,\$158.00 (HNWH) | Inner City | Harvey Stone |
| KDFC, 102.1, 33 KW @ 1050, CLASSICAL | ,\$ 70.00 (CBS) | | Ed Davis |
| KFOG, 104.5, 8 KW @ 1454, AOR | Source,\$121.00 (Eastman) | Susquehanna | Tony Salvadore |
| KIOI, 101.3, 125 KW @ 1220, AC | ,\$126.00 (Durpetti) | Fairmont | Nick Marnell |
| KITS, 105.3, 15 KW @ 1200, CHR | ABC-F,\$104.00 (Republic) | Entercom | Ed Krampf |
| KJAZ, 92.7, 2 KW @ 550, JAZZ | ,\$ 80.00 (Roslin) | | Ian Epstein |
| KKHI, 95.7, 9 KW @ 1473, CLASSICAL | ,\$ 83.00 (HNWH) | Buckley | Bruce Beebe |
| KKSF, 103.7, 8 KW @ 1470, JAZZ/NEW AGE | ,\$100.00 (Banner) | Brown | Dave Kendrick |
| KMEL, 106.1, 69 KW @ 1240, CHR/URBAN | ,\$160.00 (Christal) | Century | Paulette Williams |
| KOFY, 98.9, 6 KW @ 1350, CHR | ,\$ 87.00 (Roslin) | | Jim Gabbert |
| KOIT, 96.5, 33 KW @ 1410, SOFT AC | ,\$134.00 (Torbet) | Bonneville | Chuck Tweedle |
| KRQR, 97.3, 82 KW @ 1100, AOR | CBS-R,\$115.00 (CBS) | CBS | Carl Dickens |
| KSAN, 94.9, 35 KW @ 1290, COUNTRY | ,\$173.00 (Katz) | Malrite | Bruce Blevins |
| KSOL, 107.7, 9 KW @ 1590, BLACK | APR,\$148.00 (MMR) | United | Ken Shubat |
| KYR, 93.3, 31 KW @ 593, OLDIES | US 2,\$ 90.00 (MMR) | King | Ken Dennis |
| KYUU, 99.7, 45 KW @ 1240, CHR | ,\$175.00 (Mc-Guild) | NBC to Emmis | Terry DeVoto |

Other ranked stations - See San Jose

CALL LETTER CHANGES

KKCY-F: Changes to KHIT-F (February)
KHIT-F: Changes to KOFY-F (May)

FORMAT CHANGES

KHIT: From Nostalgia to CHR

STATION SALES

KYUU-F: From NBC to Emmis for \$21,500,000 (E)
KFRC: From RKO to Daytona for \$8,000,000

SARASOTA - BRADENTON

Arbitron Rank/Pop (12+): 87/395,100
 MSA Rank/Pop: Sarasota - 171/255,700
 Tampa ADI Bradenton - 216/181,200
 Average Person Ratings: 14.1
 Market TSL: 19.8 hours

Stations: 26/10
 Diaries: 780/507:1/57.6%
 Sample Target: 740
 % Below Line: 41.8
 % Not Listed: 14.5

1987 Revenue: \$5,900,000
 HH Inc.: \$29,200
 Retail \$: 3.5 Bil
 Pop per Station: 39,510
 #1 Biller: WDUV-F \$2,100,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WDUV-F (EZ) | 96/17.2 | --- | 23.7 | --- | 23.4 | ---- | 107/1297 | 1156/29.3 | --- | 31.6 | 38 | | | WDUV-F |
| 2. WSRZ-F (CHR) | 56/10.0 | --- | 5.0 | --- | 1.3 | ---- | 56/665 | 665/16.8 | --- | 11.0 | 115 | | | WSRZ-F |
| 3. WYNF-F (AOR) | 44/7.9 | --- | 8.0 | --- | 7.3 | ---- | 46/617 | 544/13.8 | --- | 12.2 | 118 | | | WYNF-F |
| 4. WSUN (C) | 41/7.3 | --- | 5.5 | --- | 7.8 | ---- | 41/508 | 503/12.7 | --- | 10.5 | 145 | | | WSUN |
| 5. WAMR (8B) | 30/5.4 | --- | 4.1 | --- | 3.8 | ---- | 32/274 | 255/6.5 | --- | 6.7 | 0 | | | WAMR |
| 6. WFLA (C) | 27/4.8 | --- | 2.7 | --- | 1.6 | ---- | 27/340 | 340/8.6 | --- | 8.3 | 73 | | | WFLA |
| 7. WHVE-F (J/NA) | 23/4.1 | --- | 4.4 | --- | 3.0 | ---- | 23/365 | 344/8.7 | --- | 11.7 | 173 | | | WHVE-F |
| 8. WRBQ A/F (CHR) | 21/3.7 | --- | 3.9 | --- | 7.4 | ---- | 21/434 | 429/10.9 | --- | 10.2 | 143 | | | WRBQ A/F |
| 9. WFLZ-F (AC) | 20/3.6 | --- | 2.4 | --- | 1.3 | ---- | 20/350 | 336/8.5 | --- | 6.3 | 222 | | | WFLZ-F |
| 10. WCTQ-F (C) | 18/3.2 | --- | 1.9 | --- | .6 | ---- | 19/231 | 205/5.2 | --- | 3.7 | 153 | | | WCTQ-F |
| 11. | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 69.39% (331 of 477) (SPG 87: 73.04%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------------------|-----------|-----------------------|---------------------|-----------|
| 1. WSRZ-F>>>1. WSRZ-F< | 1. WSRZ-F | 1. WSRZ-F | 1. WSRZ-F | 1. WSRZ-F | 1. WSRZ-F | 1. WDUV-F>>>1. WDUV-F | 1. WDUV-F | 1. WDUV-F>>>1. WDUV-F | 1. WSRZ-F | 1. WFLA |
| 2. WRBQ-F+ 2. WYNF-F>>2. WYNF-F | 2. WSUN | 2. WSUN | 2. WSUN | 2. WSUN | 2. WSUN | 2. WSUN | 2. WSRZ-F | 2. WSRZ-F | 2. WDUV-F | 2. WTKN |
| 3. WYNF-F>>>3. WHVE-F | 3. WSUN | 3. WSUN | 3. WYNF-F | 3. WYNF-F | 3. WAMR | 3. WSRZ-F | 3. WYNF-F | 3. WYNF-F | 3. WYNF-F>>>3. WBRD | |
| 4. | 4. WKRL-F | 4. WHVE-F | 4. WFLZ-F | 4. WFLZ-F | 4. WFLA | 4. WYNF-F | 4. WSUN | 4. WSUN | 4. WFLA | 4. WKXY |
| 5. | 5. | 5. WFLZ-F | 5. WHVE-F | 5. WHVE-F | 5. | 5. | 5. | 5. | 5. | 5. WSUN |

| 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. WSRZ-F | 1. WSRZ-F>>>1. WSRZ-F>>>1. WSRZ-F>>>1. WSRZ-F> | 1. WSRZ-F>>>1. WSRZ-F>>>1. WSRZ-F> | 1. WSRZ-F>>>1. WSRZ-F> | 1. WSRZ-F> | 1. WYNF-F | 1. WYNF-F>>>1. WYNF-F>>>1. WYNF-F> | 1. WYNF-F> | 1. WYNF-F> | 1. WYNF-F |
| 2. WYNF-F>>>2. WYNF-F> | 2. WHVE-F | 2. WHVE-F | 2. WSUN | 2. WSUN | 2. WSRZ-F | 2. WSRZ-F>>>2. WSRZ-F | 2. WSRZ-F | 2. WSRZ-F | 2. WSUN |
| 3. | 3. WKRL-F | 3. WKRL-F | 3. WYNF-F | 3. WDUV-F | 3. WHVE-F | 3. WHVE-F>>>3. WHVE-F | 3. WSUN | 3. WSUN | 3. WHVE-F |
| 4. | 4. WKRL-F | 4. WRBQ-F+ | 4. WRBQ-F+ | 4. WFLZ-F | 4. WSUN | 4. | 4. WKRL-F | 4. WHVE-F | 4. WFLZ-F |
| 5. | 5. WRBQ-F+ | 5. WYNF-F | 5. | 5. | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|----------------------------|--------|---------|---------|------|----------|--|
| TOP 40/CHR/CONTEMP | 4 (1) | 78 (3) | 82 (4) | 17.2 | 13.1 | WBRD 1420 Bradenton .5/2.5 |
| AOR/CLASSIC | | 57 (2) | 57 (2) | 11.9 | 12.5 | WKXY 930 Sarasota .7/2.4 |
| AC/OLOIES/SOFT ROCK | 8 (2) | 38 (3) | 46 (5) | 9.6 | 14.0 | WQSA 1220 Sarasota .7/3.1 |
| MOR/VARIETY/FULL | | | | | 1.4 | WSGX 1280 Sarasota 1.3/1.4 |
| | | | | | | WTRL 1490 Bradenton .5/1.4 |
| COUNTRY | 41 (1) | 25 (2) | 66 (3) | 13.8 | 10.6 | |
| BLACK/URBAN | | | | | 0.9 | WDAE 1250 Tampa .7/1.3 |
| BTFM MUSIC/EZ | | 110 (2) | 110 (2) | 23.1 | 30.9 | WHBO 1040 Tampa .9/2.4 |
| NEWS/TALK | 33 (2) | | 33 (2) | 6.9 | 5.1 | WINK-F 96.9 Ft. Myers .9/2.7 |
| | | | | | | WKRL-F 97.9 Clearwater 2.3/6.4 |
| NOSTALGIA | 42 (3) | | 42 (3) | 8.8 | 9.0 | WLFF 680 St. Petersburg 1.4/2.5 |
| RELIGION/GOSPEL | | | | | | WNLT-F 95.7 Clearwater 1.6/5.6 |
| SPANISH | | | | | | WQYK-F 99.5 St. Petersburg 1.3/3.9 |
| CLASSICAL | | | | | | WTKN 570 Pinellas Park 1.1/4.7 |
| JAZZ/NEW AGE/ECLECTIC | | 23 (1) | 23 (1) | 4.8 | | WUSA-F 100.7 Tampa 1.6/3.8 |
| UNKNOWN/OTHERS | 18 (4) | | 18 (4) | 3.8 | 2.6 | WWBA-F 107.3 St. Petersburg 2.5/6.8 |
| 146 (13) 331 (13) 477 (26) | | | | | | |

RADIO STATIONS

| | | | |
|-----------------------------------|-------------|--------------------------|-----------------------------|
| WAMR, 1320, 5 KW/1 KW (DA-2) | , NOSTALGIA | NBC, \$ 16.00 (Torbet) | Ron Kight |
| WSPB, 1450, 1 KW | , MOR | , \$ 15.00 (HNWH) | |
| WSGX, 1280, | , ? ? | CNN, \$ 14.00 (---) | |
| WCTQ-F, 92.1, 3 KW @ 315, COUNTRY | | , \$ 16.00 (Torbet) | Ron Kight |
| WOUV-F, 103.3, 100 KW @ 649, BTFM | | MBS, \$ 59.00 (Christal) | Bob Nelson |
| WSRZ-F, 106.3, 3 KW @ 300, CHR | | , \$ 34.00 (K & P) | Hank Kestenbaum |
| WINK-F, 96.9, 100 KW @ 833, CHR | | ABC-C, \$ NA (Mc-Guild) | (FORT MYERS) Joe Schwartzel |

Other ranked stations - See Tampa

MISCELLANEOUS COMMENTS WTRL sold for \$700,000 (Raymond)... WSPB sold to Wilks-Schwartz for \$850,000... WAMR, WCTQ-F sold for \$3,000,000 (Raymond)... WWZZ changes calls to WSGX (February)...

SAVANNAH

Arbitron Rank/Pop (12+): 151/205,500

MSA Rank/Pop: 177/241,000

Average Person Ratings: 18.2
Market TSL: 23.8 hours

Stations: 12/12
Diaries: 633/325:1/48.2%
Sample Target: 550
% Below Line: 0
% Not Listed: 7.8

1987 Revenue: \$7,400,000
HH Inc.: \$30,843
Retail \$: 1.7 Bil
Pop per Station: 17,125
#1 Biller: WCHY A/F \$1,500,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WEAS-F (B) | 81/21.7 | --- | 14.0 | --- | 17.3 | ---- | 99/ 828 | 548/26.7 | --- | 25.4 | 76 | 19.5 | 97 | 895 | WEAS-F |
| 2. WZAT-F (CHR) | 54/14.5 | --- | 17.9 | --- | 15.2 | ---- | 114/1333 | 646/31.4 | --- | 35.7 | 99 | 13.1 | 65 | 756 | WZAT-F |
| 3. WCHY-F (C) | 48/12.9 | --- | 12.7 | --- | 11.4 | ---- | 128/1341 | 458/22.3 | --- | 21.1 | 136 | 8.7 | 43 | 508 | WCHY-F |
| 4. WSOK (B) | 47/12.6 | --- | 9.1 | --- | 9.8 | ---- | 47/ 420 | 420/20.4 | --- | 18.6 | 136 | 6.6 | 33 | 382 | WSOK |
| 5. WIXV-F (AOR) | 34/ 9.1 | --- | 9.6 | --- | 13.0 | ---- | 99/ 710 | 351/17.1 | --- | 18.1 | 105 | 19.9 | 99 | 716 | WIXV-F |
| 6. WJCL-F (EZ) | 28/ 7.5 | --- | 10.5 | --- | 7.3 | ---- | 53/ 617 | 322/15.7 | --- | 17.1 | 64 | 6.0 | 30 | 327 | WJCL-F |
| 7. WAEV-F (AC) | 23/ 6.2 | --- | 5.8 | --- | 7.6 | ---- | 50/ 646 | 323/15.7 | --- | 17.8 | 163 | 3.8 | 19 | 339 | WAEV-F |
| 8. WYKZ-F (AC) | 11/ 2.9 | --- | 3.9 | --- | 3.3 | ---- | 25/ 368 | 161/ 7.8 | --- | 10.7 | 166 | 3.4 | 17 | 341 | WYKZ-F |
| 9. WSGA (BB) | 10/ 2.7 | --- | 1.9 | --- | 3.5 | ---- | 10/ 133 | 126/ 6.1 | --- | 4.4 | 19 | 1.0 | 5 | 50 | WSGA |
| 10. WEAS (B) | 5/ 1.3 | --- | 1.4 | --- | 1.9 | ---- | 6/ 112 | 79/ 3.8 | --- | 3.7 | 162 | --- | --- | --- | WEAS |

12+ FM SHARE (METRO): 81.10% (279 of 344) (SPG 87: 80.00%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMO | 12+ EVE | OVERNIGHT |
|-------------|-------------|-------------|-----------|------------|-------------|------------|--------------|------------|-------------|-----------|
| 1. WZAT-F | 1. WEAS-F>> | 1. WEAS-F>> | 1. WEAS-F | 1. WCHY-F | 1. WCHY-F | 1. WSOK | > 1. WEAS-F> | 1. WEAS-F> | 1. WEAS-F>> | 1. WSOK > |
| 2. WEAS-F>> | 2. WZAT-F | 2. WZAT-F | 2. WCHY-F | 2. WEAS-F | 2. WSOK | 2. WCHY-F | 2. WCHY-F< | 2. WZAT-F | 2. WZAT-F | 2. WEAS-F |
| 3. | 3. WIXV-F> | 3. WCHY-F< | 3. WZAT-F | 3. WZAT-F | 3. WJCL-F>> | 3. WEAS-F | 3. WZAT-F> | 3. WCHY-F> | 3. WSOK > | 3. WAEV-F |
| 4. | 4. WCHY-F | 4. WIXV-F | 4. WSOK | 4. WSOK | 4. WEAS-F | 4. WZAT-F> | 4. WIXV-F | 4. WIXV-F | 4. WCHY-F | 4. WCHY-F |
| 5. | 5. WSOK | 5. WSOK | 5. WIXV-F | 5. WAEV-F< | 5. WZAT-F | 5. WIXV-F | 5. WJCL-F | 5. | 5. WIXV-F | 5. |
| 6. WAEV-F | 6. WAEV-F | 6. WAEV-F | 6. WIXV-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. WEAS-F< | 1. WEAS-F>> | 1. WEAS-F> | 1. WEAS-F> | 1. WEAS-F | 1. WEAS-F>> | 1. WEAS-F>> | 1. WZAT-F | 1. WEAS-F>> | 1. WCHY-F> |
| 2. WZAT-F> | 2. WZAT-F | 2. WSOK | 2. WZAT-F< | 2. WSOK > | 2. WIXV-F | 2. WIXV-F | 2. WCHY-F | 2. WZAT-F< | 2. WZAT-F |
| 3. WIXV-F | 3. WIXV-F | 3. WIXV-F | 3. WSOK > | 3. WCHY-F | 3. WZAT-F | 3. WZAT-F> | 3. WIXV-F | 3. WCHY-F | 3. WIXV-F |
| 4. WSOK > | 4. WSOK > | 4. WAEV-F | 4. WCHY-F | 4. WZAT-F | 4. WSOK | 4. WCHY-F | 4. WEAS-F | 4. WIXV-F | 4. WAEV-F |
| 5. | 5. WAEV-F | 5. WCHY-F | 5. WIXV-F | 5. WAEV-F | 5. | 5. WAEV-F | 5. WAEV-F | 5. WAEV-F | 5. WEAS-F |
| | | 6. WZAT-F | 6. WAEV-F | | | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|------------------------|--------|---------|----------|------|----------|---|
| TOP 40/CHR/CONTEMP | | 54 (1) | 54 (1) | 15.7 | 19.1 | WBMQ 630 Savannah .5/2.4 |
| AOR/CLASSIC | | 34 (1) | 34 (1) | 9.9 | 10.3 | WCHY 1290 Savannah .3/3.1 |
| AC/OLDIES/SOFT ROCK | 2 (1) | 34 (2) | 36 (3) | 10.5 | 10.3 | |
| MOR/VARIETY/FULL | | | | | 2.4 | |
| COUNTRY | 1 (1) | 48 (1) | 49 (2) | 14.2 | 15.0 | |
| BLACK/URBAN | 52 (2) | 81 (1) | 133 (3) | 38.7 | 26.2 | |
| BTFL MUSIC/EZ | | 28 (1) | 28 (1) | 8.1 | 11.2 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | 10 (1) | | 10 (1) | 2.9 | 2.1 | MISCELLANEOUS COMMENTS WSGA, WZAT-F sold to |
| RELIGION/GOSPEL | | | | | 2.1 | Marcocci for \$4,200,000 (Richards)... WBMQ, WIXV-F |
| SPANISH | | | | | | sold by Burbach to McCormick for \$3,500,000 |
| CLASSICAL | | | | | | (Blackburn)... WJJD changes to WEAS... |
| JAZZ/NEW AGE/ECCLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 1.5 | |
| | 65 (5) | 279 (7) | 344 (12) | | | |

RADIO STATIONS

| | | | | | |
|--------------------------------------|----------------|-----------------|------------|-----------|-----------------|
| WBMQ, 630, 5 KW (DA-N) | , OLDIES | CBS, \$ 10.00 | (Katz) | McCormick | |
| WEAS, 900, 5 KW/221 W (DA-1) | , BLACK OLDIES | ABC-D, \$ 10.00 | (Republic) | Rivers | |
| WNMT, 1520, 1 KW (DAYS, DA) | , VARIETY | , \$ 9.00 | (---) | | (GARDEN CITY) |
| WSAI, 1450, 1 KW (DA-1) | , GOSPEL | , \$ 8.00 | (---) | | |
| WSGA, 1400, 1 KW | , NOSTALGIA | SMN, \$ 11.00 | (Mc-Guild) | Marcocci | |
| WSOK, 1200, 1 KW | , BLACK | SBN, \$ 23.00 | (Banner) | Love | |
| WAEV-F, 97.3, 100 KW @ 1000, AC | | US 1, \$ 38.00 | (Banner) | Love | Butch Guest |
| WCHY-F, 94.1, 100 KW @ 1320, COUNTRY | | ABC-E, \$ 40.00 | (Torbet) | Roth | Truman Conley |
| WEAS-F, 93.1, 100 KW @ 355, BLACK | | ABC-F, \$ 25.00 | (Republic) | Rivers | Joe Shamwell |
| WIXV-F, 95.5, 100 KW @ 390, AOR | | , \$ 27.00 | (Katz) | McCormick | |
| WJCL-F, 96.5, 100 KW @ 1232, BTFL/EZ | | NBC, \$ 26.00 | (HNWH) | Lewis | Fred Pierce |
| WZAT-F, 102.1, 100 KW @ 1328, CHR | | ABC-C, \$ 37.00 | (Mc-Guild) | Marcocci | Jerry Rogers |
| WYKZ-F, 96.7, 100 KW @ 818, AC | | , \$ 20.00 | (Christal) | Specter | John Mackin Ade |

SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 14/2,088,600
 MSA Rank/Pop: Seattle - 26/1,763,600
 ADI # 15 Tacoma - 92/535,900
 Average Person Ratings: 15.5
 Market TSL: 20.5 hours

Stations: 30/30
 Diaries: 1903/1098:1/51.2%
 Sample Target: 1780
 % Below Line: 0
 % Not Listed: 8.2

1987 Revenue: \$67,600,000
 HH Inc.: \$35,634
 Retail \$: 16.3 Bil
 Pop per Station: 69,620
 #1 Biller: KIRO \$18,000,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|--------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KIRO (N/T) | 338/10.4 | 8.9 | 11.3 | 8.7 | 9.5 | 9.8 | 391/5446 | 4767/22.8 | 25.8 | 24.9 | 77 | 6.7 | 246 | 3547 | KIRO |
| 2. KUBE-F (CHR) | 255/ 7.9 | 9.4 | 6.3 | 6.6 | 5.2 | 7.6 | 272/4499 | 4074/19.5 | 19.4 | 16.7 | 95 | 10.4 | 383 | 5685 | KUBE-F |
| 3. KPLZ-F (CHR) | 250/ 7.7 | 5.5 | 5.5 | 6.0 | 4.1 | 6.2 | 278/4135 | 3654/17.5 | 15.1 | 14.0 | 62 | 9.7 | 357 | 3737 | KPLZ-F |
| 4. KMPS A/F (C) | 184/ 5.4 | 4.6 | 5.9 | 4.4 | 5.0 | 5.1 | 214/2848 | 2373/11.4 | 11.2 | 9.7 | 120 | 5.8 | 213 | 2814 | KMPS A/F |
| 5. KISW-F (AOR) | 154/ 4.8 | 4.7 | 3.8 | 5.1 | 5.4 | 4.6 | 178/2945 | 2594/12.4 | 10.5 | 13.0 | 71 | 7.7 | 283 | 2975 | KISW-F |
| 6. KOMO (MOR) | 153/ 4.7 | 5.5 | 5.4 | 5.9 | 7.4 | 5.4 | 167/3340 | 2896/13.9 | 15.8 | 16.1 | 96 | 4.4 | 163 | 2650 | KOMO |
| 7. KXRX-F (AOR) | 138/ 4.3 | 4.5 | 4.6 | 4.8 | 3.8 | 4.6 | 157/2325 | 2115/10.1 | 9.6 | 8.7 | 116 | 5.2 | 190 | 2470 | KXRX |
| 8. KIXI (BB) | 134/ 4.1 | 3.6 | 3.8 | 3.7 | 2.8 | 3.8 | 144/2052 | 1822/ 8.7 | 6.6 | 7.3 | 49 | 3.0 | 110 | 1628 | KIXI |
| 9. KBRD-F (EZ) | 122/ 3.8 | 6.1 | 4.2 | 5.9 | 6.1 | 5.0 | 169/2009 | 1501/ 7.2 | 8.8 | 8.7 | 66 | 3.0 | 109 | 968 | KBRD |
| 10. KSEA-F (EZ) | 107/ 3.3 | 3.9 | 4.2 | 3.9 | 3.6 | 3.8 | 122/1820 | 1536/ 7.4 | 7.8 | 6.5 | 70 | 2.0 | 74 | 1268 | KSEA-F |
| KBSG-F (O) | 107/ 3.3 | 1.9 | 3.1 | 3.4 | 2.9 | 2.9 | 142/2507 | 2115/10.1 | 9.4 | 8.1 | 139 | 2.7 | 100 | 1660 | KBSG-F |
| KMGI-F (AC) | 107/ 3.3 | 3.9 | 2.4 | 3.0 | 2.8 | 3.2 | 120/1896 | 1605/ 7.7 | 6.2 | 9.2 | 136 | 2.7 | 100 | 1511 | KMGI-F |
| 13. KZOK-F (AOR) | 91/ 2.8 | 3.2 | 3.0 | 3.3 | 4.5 | 3.1 | 108/1825 | 1650/ 7.9 | 9.6 | 11.2 | 139 | 3.0 | 111 | 1825 | KZOK-F |
| 14. KLSY A/F (AC) | 89/ 2.7 | 3.9 | 3.3 | 2.8 | 3.2 | 3.2 | 92/1863 | 1775/ 8.5 | 9.0 | 9.8 | 119 | 3.3 | 121 | 1899 | KLSY A/F |
| 15. KVI (O) | 85/ 2.6 | 2.2 | 2.5 | 2.6 | 2.5 | 2.5 | 91/1782 | 1525/ 7.3 | 7.8 | 7.5 | 162 | 2.0 | 74 | 1330 | KVI |
| 16. KING-F (CL) | 79/ 2.4 | 2.4 | 3.4 | 3.2 | 3.0 | 2.9 | 82/1395 | 1352/ 6.5 | 8.0 | 7.7 | 96 | 2.5 | 91 | 1522 | KING-F |
| 17. KCMS-F (R/G) | 73/ 2.3 | 2.1 | 1.7 | 1.7 | 2.1 | 2.0 | 81/1005 | 860/ 4.1 | 4.4 | 4.8 | 126 | .8 | 31 | 750 | KCMS-F |
| 18. KRPM-F (C) | 70/ 2.2 | 2.3 | 4.0 | 2.8 | 2.8 | 2.8 | 106/1411 | 1063/ 5.1 | 6.7 | 5.7 | 114 | 2.3 | 85 | 1175 | KRPM-F |
| 19. KJR (AC) | 68/ 2.1 | 2.3 | 2.3 | 1.7 | 2.9 | 2.1 | 72/1501 | 1307/ 6.3 | 8.6 | 7.9 | 129 | 2.0 | 72 | 1621 | KJR |
| 20. KEZX-F (J/AOR) | 63/ 1.9 | 1.6 | 2.1 | 1.9 | 2.2 | 1.9 | 70/1082 | 936/ 4.5 | 6.1 | 6.3 | 179 | 1.0 | 38 | 753 | KEZX-F |
| 21. KLT-X (AC) | 59/ 1.8 | 2.6 | 2.4 | 2.7 | 2.0 | 2.4 | 76/1554 | 1338/ 6.4 | 5.8 | 6.8 | 144 | 1.7 | 62 | 904 | KLT-X-F |
| 22. KING (N/T) | 58/ 1.8 | 2.0 | 1.7 | 2.1 | 1.9 | 1.9 | 69/1348 | 1089/ 5.2 | 5.3 | 6.0 | 100 | 1.9 | 71 | 1763 | KING |
| 23. KNUA-F (J/NA) | 50/ 1.5 | 1.7 | 2.3 | 1.3 | 1.7 | 1.7 | 52/1101 | 1059/ 5.1 | 5.2 | 7.4 | 133 | 1.8 | 66 | 804 | KNUA-F |
| 24. KCIS (R/G) | 40/ 1.2 | --- | .7 | .7 | .7 | .8 | 45/ 781 | 694/ 3.3 | 2.5 | 2.8 | 117 | .8 | 28 | 564 | KCIS |
| 25. KKF-X (B) | 35/ 1.1 | .7 | .9 | 1.1 | 1.0 | 1.0 | 35/ 657 | 645/ 3.1 | 3.5 | 2.5 | 91 | 2.5 | 91 | 987 | KKF-X |

12+ FM SHARE (METRO): 65.39% (1942 of 2970) (SPG 87: 64.21%)

| TEENS | 18-34 | 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. KUBE-F | 1. KIRO | 1. KIRO | >>1. KIRO | >>1. KIRO | 1. KUBE-F | 1. KIRO | > 1. KIRO >> |
| 2. KUBE-F>> | 2. KPLZ-F | 2. KPLZ-F | 2. KIRO | 2. KUBE-F | 2. KOMO | 2. KUBE-F | 2. KUBE-F | < 2. KPLZ-F | < 2. KPLZ-F | 2. KLSY-F |
| 3. | 3. KISW-F | 3. KISW-F | 3. KMPS-F+ | 3. KMPS-F+ | 3. KIXI | 3. KOMO | < 3. KPLZ-F | 3. KIRO | > 3. KUBE-F | 3. KPLZ-F |
| 4. | 4. KXRX-F | 4. KXRX-F | 4. KXRX-F | 4. KXRX-F | 4. KMPS-F+ | 4. KPLZ-F | < 4. KMPS-F+ | < 4. KISW-F | > 4. KISW-F | 4. KOMO |
| 5. | 5. KLSY-F+ | 5. KIRO | 5. KPLZ-F | 5. KPLZ-F | 5. KBRD-F | 5. KMPS-F+ | > 5. KIXI | 5. KISW-F | 5. KXRX-F | 5. KUBE-F |
| 6. | 6. KMGI-F | 6. KMPS-F+ | 6. KMGI-F | 6. KBSG-F | 6. KSEA-F | 6. KXRX-F | 6. KBRD-F | 6. KXRX-F | 6. KSEA-F | 6. KRPM-F |
| 7. | 7. KZOK-F | 7. KMGI-F | 7. KBSG-F | 7. KMGI-F | 7. KING-F | 7. KISW-F | 7. KISW-F | 7. KIRO | 7. KBSG-F | 7. KBRD-F |
| 8. | 8. KIRO | 8. KZOK-F | 8. KVI | KOMO | 8. | 8. KBRD-F | 8. KMGI-F | 8. KMGI-F | KLSY-F | 8. KSEA-F |
| 9. | 9. | 9. KBSG-F | 9. | 9. | 9. | 9. | 9. | 9. | 9. | 9. KXRX-F |
| 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. | 10. |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|-------------|------------|-------------|------------|------------|------------|-----------|------------|------------|-------------|
| 1. KUBE-F | 1. KUBE-F> | 1. KUBE-F>> | 1. KUBE-F> | 1. KUBE-F | 1. KISW-F> | 1. KISW-F | 1. KXRX-F> | 1. KISW-F | 1. KIRO < |
| 2. KPLZ-F> | 2. KPLZ-F | 2. KLSY-F | 2. KPLZ-F | 2. KMPS-F+ | 2. KPLZ-F | 2. KXRX-F | 2. KUBE-F | 2. KXRX-F | 2. KXRX-F |
| 3. KLSY-F>> | 3. KLSY-F+ | 3. KMGI-F | 3. KMGI-F | 3. KMGI-F | 3. KXRX-F | 3. KPLZ-F | 3. KIRO | 3. KIRO | < 3. KUBE-F |
| 4. KBSG-F | 4. KMGI-F | 4. KPLZ-F | 4. KLSY-F+ | 4. KIRO | 4. KUBE-F | 4. KUBE-F | 4. KISW-F | 4. KPLZ-F | 4. KMPS-F+ |
| 5. KCMS-F | 5. KISW-F | 5. KISW-F | 5. KMPS-F+ | 5. KOMO < | 5. KZOK-F | 5. KZOK-F | 5. KZOK-F | 5. KUBE-F | 5. KZOK-F |
| KISW-F | 6. KCMS-F | 6. KCMS-F | 6. KBSG-F | 6. KPLZ-F | 6. KMGI-F | 6. KIRO | 6. KPLZ-F | 6. KZOK-F | 6. KBSG-F |
| KMGI-F | 7. KBSG-F | 7. KXRX-F | 7. KCMS-F | 7. KBSG-F | 7. KJR | 7. KMGI-F | 7. KEZX-F | 7. KMPS-F+ | 7. KPLZ-F |
| KMPS-F+ | 8. | 8. | KIRO | 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 | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|-------------------------------|---------|---------|---------|--------|------|--|------|---------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | 18 (1) | 505 (2) | 523 (3) | 17.7 | 16.5 | KGNW | 820 | Burien | .6/1.7 |
| AOR/CLASSIC | | 383 (3) | 383 (3) | 12.9 | 14.7 | KJET | 1590 | Seattle | .6/1.5 |
| AC/OLDIES/SOFT ROCK | 153 (2) | 362 (4) | 515 (6) | 17.4 | 14.8 | KTAC | 850 | Tacoma | .4/1.2 |
| MOR/VARIETY/FULL | 165 (2) | | 165 (2) | 5.6 | 8.0 | KWYZ | 1230 | Everett | .4/ .7 |
| COUNTRY | 59 (2) | 198 (2) | 257 (4) | 8.7 | 9.4 | | | | |
| BLACK/URBAN | 35 (1) | | 35 (1) | 1.2 | 1.1 | | | | |
| BTFL MUSIC/EZ | | 229 (2) | 229 (2) | 7.7 | 10.5 | | | | |
| NEWS/TALK | 396 (2) | | 396 (2) | 13.4 | 12.3 | | | | |
| NOSTALGIA | 134 (1) | | 134 (1) | 4.5 | 3.0 | | | | |
| RELIGION/GOSPEL | 58 (2) | 73 (1) | 131 (3) | 4.4 | 3.0 | | | | |
| SPANISH | | | | | | | | | |
| CLASSICAL | | 79 (1) | 79 (1) | 2.7 | 3.3 | | | | |
| JAZZ/NEW AGE | | 113 (2) | 113 (2) | 3.8 | 2.7 | | | | |
| UNKNOWN/OTHERS | | | | | 0.5 | | | | |
| 1018 (13) 1942 (17) 2960 (30) | | | | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | | | |
|-------------------------------|----------------|-----------------|------------|------------------|----------------|
| KBLE, 1050, 5 KW/453 W | , RELIGION | ,\$ 27.00 | (---) | Ostrander-Wilson | George Boucher |
| KCIS, 630, 5 KW/2.5 KW (DA-2) | , RELIGION | UPI,\$ 41.00 | (---) | | Jim Winn |
| KEZX, 1150, 5 KW (DA-N) | , JAZZ/VARIOUS | ,\$ NA | (Republic) | Park | Dave Littrell |
| KING, 1090, 50 KW (DA-2) | , NEWS/TALK | NBC,\$ 56.00 | (MMR) | King | Bob Gallucci |
| KIRO, 710, 50 KW (DA-N) | , NEWS/TALK | CBS,\$278.00 | (Torbet) | Bonneville | Joseph Abel |
| KIXI, 880, 50 KW/1 KW (DA-2) | , NOSTALGIA | ,\$ 52.00 | (Christal) | Noble | |
| KJET, 1590, 5 KW (DA-2) | , CHR | Source,\$ 34.00 | (Torbet) | SRO | Bob Powers |
| KJR, 950, 5 KW (DA-N) | , AC | ,\$ 59.00 | (HNWH) | Ackerly | Jackson Weaver |
| KKFX, 1250, 5 KW (DA-N) | , BLACK | APR,\$ 36.00 | (Roslin) | | |
| KOMO, 1000, 50 KW (DA-N) | , MOR | ABC-I,\$160.00 | (Katz) | | Rick Robertson |
| KVI, 570, 5 KW | , OLDIES | ,\$ 51.00 | (Durpetti) | Golden West | J. Sweatte |

FM STATIONS

| | | | | | |
|-----------------------------|--------------|----------------|------------|-------------|-------------------|
| KBSG, 97.3, 100 KW @ 700, | OLDIES | ,\$ 60.00 | (Torbet) | Viacom | Bruce Raven-Stork |
| KCMS, 105.3, 115 KW @ 740, | RELIGION | UPI,\$ 48.00 | (---) | | James Winn |
| KEZX, 98.9, 100 KW @ 1070, | AOR/JAZZ | ABC-E,\$ 64.00 | (Republic) | Park | Dave Littrell |
| KING, 98.1, 100 KW @ 850, | CLASSICAL | ,\$ 72.00 | (MMR) | King | Bob Gallucci |
| KISW, 99.9, 100 KW @ 1150, | AOR | ,\$119.00 | (Mc-Guild) | Nationwide | Beau Phillips |
| KLSY, 92.5, 100 KW @ 1100, | AC | ,\$ 82.00 | (Banner) | Sandusky | Tim Davidson |
| KLTX, 95.7, 100 KW @ 1150, | AC | ,\$ 61.00 | (HNWH) | Ackerly | Jackson Weaver |
| 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 | Fred Schumacher |
| KNUA, 106.9, 100 KW @ 819, | JAZZ/NEW AGE | ABC-R,\$ 55.00 | (HNWH) | Gannett | Marc Kaye |
| KPLZ, 101.5, 100 KW @ 1150, | CHR | ,\$ 83.00 | (Durpetti) | Golden West | J. Sweatte |
| KSEA, 100.7, 100 KW @ 736, | BTFL/EZ | ,\$ 79.00 | (Torbet) | Bonneville | Kevin Cooney |
| KRPM, 106.1, 100 KW @ 700, | COUNTRY | ,\$ 66.00 | (Christal) | Olympic | Rob Hasson |
| KUBE, 93.3, 100 KW @ 1291, | CHR | ,\$135.00 | (MMR) | Cook Inlet | Michael O'Shea |
| KXXR, 96.5, 100 KW @ 1223, | AOR | ,\$ 75.00 | (Katz) | Shamrock | Steve West |
| KZOK, 102.5, 100 KW @ 1170, | CLASSIC ROCK | ,\$ 72.00 | (Torbet) | SRO | Bob Powers |
| KBRD, 103.7, 100 KW @ 1620, | BTFL/EZ | ,\$ 74.00 | (CBS) | Entercom | Peg Dempsey |

CALL LETTER CHANGES

KNBQ: Changes to KBSG

FORMAT CHANGES

KBSG: From CHR to Oldies

STATION SALES

KIXI, KMGI-F: From Sunbelt to Noble for \$15,900,000 (Americom)
 KRPM A/F: From Olympic to Heritage for \$12,000,000 (Americom)

MISCELLANEOUS COMMENTS

Kitsap County added to the Metro

SHREVEPORT

Arbitron Rank/Pop (12+): 102/337,400

Stations: 16/15
Diaries: 738/457:1/46.6%
Sample Target: 730
% Below Line: 11.7
% Not Listed: 6.6

1987 Revenue: \$9,900,000
HH Inc.: \$29,236
Retail \$: 2.3 Bil
Pop per Station: 24,493
#1 Biller: KVKI-F \$2,000,000

MSA Rank/Pop: 128/373,000
AJI # 64
Average Person Ratings: 16.2
Market TSL: 21.5 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. KDKS-F (B) | 103/13.8 | 13.9 | 17.2 | 15.5 | 14.7 | ---- | 129/ 942 | 746/22.1 | 21.1 | 22.2 | 98 | 24.2 | 160 | 1077 | KDKS-F |
| 2. KRMD A/F (C) | 65/11.8 | 12.6 | 11.3 | 11.5 | 9.3 | ---- | 124/1473 | 748/22.2 | 24.9 | 22.8 | 118 | 11.5 | 76 | 761 | KRMD A/F |
| 3. KTUX-F (CHR) | 64/11.7 | 9.0 | 10.7 | 9.6 | 9.9 | ---- | 137/1763 | 823/24.4 | 22.3 | 25.9 | 70 | 11.7 | 77 | 1005 | KTUX-F |
| 4. KCOZ-F (EZ) | 41/ 7.5 | 7.7 | 7.0 | 8.5 | 6.6 | ---- | 46/ 591 | 516/15.3 | 14.8 | 12.8 | 65 | 3.3 | 22 | 468 | KCOZ-F |
| 5. KVKI-F (AC) | 35/ 6.4 | 7.1 | 8.6 | 13.2 | 11.6 | ---- | 42/ 752 | 602/17.8 | 17.3 | 20.8 | 158 | 5.5 | 36 | 519 | KVKI-F |
| 6. KTAL-F (AOR) | 32/ 5.9 | 7.1 | 7.5 | 5.1 | 6.0 | ---- | 102/1061 | 427/12.7 | 12.2 | 13.4 | 83 | 10.3 | 68 | 620 | KTAL-F |
| KCIJ (B/G) | 32/ 5.9 | 5.9 | 5.3 | 8.7 | 13.2 | ---- | 48/ 399 | 293/ 8.7 | 9.9 | 8.0 | 83 | 2.7 | 18 | 252 | KCIJ |
| 8. KITT-F (AC) | 29/ 5.3 | 6.2 | 6.1 | 3.0 | 3.9 | ---- | 50/ 918 | 455/13.5 | 14.5 | 14.7 | 170 | 6.7 | 44 | 538 | KITT-F |
| 9. KWKH (C) | 25/ 4.6 | 5.5 | 4.4 | 5.7 | 5.0 | ---- | 45/ 726 | 386/11.4 | 13.0 | 18.9 | 41 | 4.1 | 27 | 453 | KWKH |
| KWKH-F (C) | 25/ 4.6 | 5.3 | 2.8 | 2.5 | 1.9 | ---- | 43/ 719 | 382/11.3 | 11.9 | 11.5 | 122 | 5.2 | 34 | 510 | KWKH-F |
| 11. KOKA (B) | 24/ 4.4 | 6.4 | 7.5 | 3.6 | 6.6 | ---- | 24/ 356 | 336/10.0 | 15.3 | 15.0 | 118 | 7.4 | 49 | 448 | KOKA |
| 12. KEEL (O) | 19/ 3.5 | 3.4 | 3.0 | 5.3 | 6.2 | ---- | 31/ 630 | 376/11.1 | 12.3 | 11.2 | 160 | 2.3 | 15 | 350 | KEEL |

12+ FM SHARE (METRO): 76.52% (391 of 511) (SPG 87: 73.98%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 1. KDKS-F > | 1. KDKS-F > | 1. KDKS-F > | 1. KDKS-F > | 1. KDKS-F > | 1. KRMD-F > | 1. KDKS-F | 1. KDKS-F | 1. KDKS-F > | 1. KDKS-F > | 1. KDKS-F |
| 2. KTUX-F >> | 2. KTUX-F > | 2. KTUX-F > | 2. KRMD-F > | 2. KRMD-F > | 2. KCOZ-F > | 2. KRMD-F > | 2. KRMD-F > | 2. KRMD-F > | 2. KTUX-F > | 2. KRMD-F > |
| 3. KTAL-F | 3. KTAL-F | 3. KRMD-F > | 3. KVKI-F | 3. KVKI-F | 3. KCIJ < | 3. KTUX-F > | 3. KTUX-F | 3. KRMD-F > | 3. KRMD-F > | 3. KCOZ-F |
| 4. | 4. KVKI-F | 4. KVKI-F | 4. KITT-F | 4. KITT-F | 4. KDKS-F | 4. KVKI-F < | 4. KCOZ-F | 4. KCIJ | 4. KTAL-F | 4. KWKH |
| 5. | 5. KRMD-F > | 5. KTAL-F | KTUX-F | 5. KTUX-F | 5. KWKH | 5. KCOZ-F | 5. KVKI-F | 5. KVKI-F | 5. | 5. KTUX-F |
| | | | | | | | | 6. KCOZ-F | | |
| | | | | | | | | KTAL-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. KDKS-F | 1. KDKS-F > | 1. KDKS-F >> | 1. KDKS-F >> | 1. KDKS-F > | 1. KTUX-F | 1. KDKS-F > | 1. KDKS-F >> | 1. KDKS-F > | 1. KDKS-F |
| 2. KTUX-F > | 2. KTUX-F | 2. KVKI-F | 2. KTUX-F | 2. KRMD-F > | 2. KDKS-F | 2. KTUX-F | 2. KTUX-F < | 2. KTUX-F | 2. KRMD-F > |
| 3. KTAL-F | 3. KVKI-F > | 3. KITT-F | 3. KVKI-F | 3. KVKI-F | KTAL-F | 3. KTAL-F | 3. KTAL-F < | 3. KRMD-F > | 3. KITT-F |
| 4. KVKI-F | 4. KRMD-F > | KTUX-F | 4. KRMD-F > | 4. KITT-F | 4. | 4. KRMD-F > | 4. KITT-F < | 4. KTAL-F | KVKI-F |
| 5. | KTAL-F | 5. KRMD-F | 5. KOKA | KOKA | 5. | 5. KITT-F | 5. KRMD-F | 5. KVKI-F | KTUX-F |
| | 6. KITT-F | | 6. KITT-F | | | KVKI-F | | 6. KITT-F | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|--------------------------------------|---------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 64 (1) | 64 (1) | 12.5 | 11.3 | KASO 1240 Minden 2.0/4.3 |
| AOR/CLASSIC | | 32 (1) | 32 (1) | 6.3 | 7.9 | KBCL 1070 Bossr City .7/1.7 |
| AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL | 19 (1) | 64 (2) | 83 (3) | 16.2 | 18.6 | KFLO 1300 Shreveport .4/1.5 |
| COUNTRY | 39 (3) | 87 (2) | 126 (5) | 24.7 | 19.4 | |
| BLACK/URBAN | 24 (1) | 103 (1) | 127 (2) | 24.9 | 26.0 | |
| BTFL MUSIC/EZ NEWS/TALK | | 41 (1) | 41 (1) | 8.0 | 7.4 | |
| NOSTALGIA | 4 (1) | | 4 (1) | 0.8 | 1.5 | |
| RELIGION/GOSPEL | 34 (2) | | 34 (2) | 6.7 | 7.0 | |
| SPANISH CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 0.9 | |
| | 120 (8) | 391 (8) | 511 (16) | | | |

RADIO STATIONS

| | | | |
|--------------------------------|----------------|--------------------------------|-------------------------------|
| KCIJ, 980, 5 KW (DAYS) | , GOSPEL/BLACK | SBN, \$ 20.00 (---) | F. Riderour |
| KEEL, 710, 50 KW/5 KW (DA-2) | , AC | ABC-I, \$ 21.00 (Mc-Guild) | |
| KOKA, 1550, 10 KW/500 W (DA-N) | , BLACK/GOSPEL | ABC-C, \$ 22.00 (HNWH) | Billie Wilson |
| KWKH, 1130, 50 KW (DA-N) | , COUNTRY | ABC-E, \$ 27.00 (Christal) | Gene Dickerson |
| KCOZ-F, 100.1, 3 KW @ 300, | BTFL/EZ | \$ 25.00 (Christal) | Jim Reeder |
| KDKS-F, 92.1, 3 KW @ 300, | BLACK | NBN, \$ 22.00 (---) | (BENTON) Vandelon Williams |
| KITT-F, 93.7, 100 KW @ 1020, | AC | ABC-F, \$ 32.00 (Mc-Guild) | Lee Bryant |
| KRMD-F, 101.1, 100 KW @ 1145, | COUNTRY | MBS, US 2, \$ 45.00 (Republic) | AmCom Elinor Stephens |
| KTAL-F, 98.1, 100 KW @ 1450, | AOR | \$ 22.00 (Banner) | (TEXARKANA) Billie Wilson |
| KTUX-F, 98.9, 100 KW @ 720, | CHR | \$ 32.00 (Banner) | (CARTHAGE, TX) Gene Dickerson |
| KVKI-F, 96.5, 100 KW @ 1000, | AC | \$ 44.00 (HNWH) | |
| KWKH-F, 94.5, 100 KW @ 1080, | COUNTRY | US 1, \$ 27.00 (Christal) | Encore Great Empire |

SIOUX FALLS

Arbitron Rank/Pop (12+): 203/126,300
 MSA Rank/Pop: 281/126,300
 Average Person Ratings: 17.1
 Market TSL: 23.0 hours

Stations: 15/11
 Diaries: 602/210:1/61.7%
 Sample Target: 550
 % Below Line: 6.0
 % Not Listed: 6.9

1987 Revenue: \$5,700,000
 MH Inc.: \$35,410
 Retail \$: 1.0 Bil
 Pop per Station: 11,482
 #1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | 25-54 | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------|-------------|-----------|------------|
| 1. KELO (AC) | 35/16.2 | --- | 12.8 | --- | 7.3 | ---- | 50/609 | 366/29.0 | --- | 24.7 | 136 | | | | KELO |
| 2. KPAT-F (CHR) | 28/13.0 | --- | 9.9 | --- | 11.5 | ---- | 35/556 | 333/26.4 | --- | 23.8 | 82 | | | | KPAT-F |
| 3. KELO-F (EZ) | 25/11.6 | --- | 12.8 | --- | 10.9 | ---- | 48/611 | 313/24.8 | --- | 23.3 | 115 | | | | KELO-F |
| 4. KSOO (MOR) | 23/10.6 | --- | 11.3 | --- | 13.0 | ---- | 29/411 | 283/22.4 | --- | 20.0 | 33 | | | | KSOO |
| 5. KXRB (C) | 20/ 9.3 | --- | 7.4 | --- | 9.4 | ---- | 44/407 | 151/12.0 | --- | 10.0 | 124 | | | | KXRB |
| 6. KKRC-F (CHR) | 19/ 8.8 | --- | 15.3 | --- | 12.5 | ---- | 21/337 | 270/21.4 | --- | 31.6 | 50 | | | | KKRC-F |
| 7. KKLS-F (C) | 13/ 8.3 | --- | 11.3 | --- | 15.6 | ---- | 34/428 | 214/16.9 | --- | 22.5 | 117 | | | | KKLS-F |
| 8. KLQL-F (C) | 10/ 4.6 | --- | 1.5 | --- | 5 | ---- | 25/242 | 85/ 6.7 | --- | 5.5 | 135 | | | | KLQL-F |
| 9. WNAX (C) | 8/ 3.7 | --- | 4.9 | --- | 3.1 | ---- | 57/806 | 168/13.3 | --- | 10.9 | 73 | | | | WNAX |
| 10. KKFN (?) | 7/ 3.2 | --- | 3.9 | --- | 8.3 | ---- | 8/134 | 100/ 7.9 | --- | 11.3 | 194 | | | | KKFN |

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 50.74% (102 of 201) (SPG 87: 55.14%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. KKRC-F | 1. KELO | 1. KELO > | 1. KELO >> | 1. KELO > | 1. KSOO > | 1. KELO | 1. KELO > | 1. KELO < | 1. KPAT-F | 1. KSOO |
| 2. KPAT-F | 2. KPAT-F | 2. KPAT-F | 2. KELO-F | 2. KELO-F | 2. KELO | 2. KSOO | 2. KELO-F | 2. KPAT-F | 2. KSOO | 2. KPAT-F |
| 3. KELO-F | 3. KKLS-F | 3. KELO-F | 3. KPAT-F | 3. KXRB | 3. KELO-F | 3. KELO-F | 3. KXRB | 3. KELO-F | 3. KKRC-F | 3. KELO |
| 4. KKRC-F | 4. KKLS-F | 4. KKLS-F | 4. KKLS-F | 4. KPAT-F | 4. KXRB | 4. KPAT-F | 4. KPAT-F | 4. KKLS-F | 4. KELO-F | 4. KELO-F |
| 5. KKRC-F | 5. KKRC-F | 5. KKRC-F | 5. KKLS-F | 5. KKLS-F | 5. KXRB | 5. KKLS-F | 5. KKLS-F | 5. KKRC-F | 5. KKRC-F | 5. KLQL-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. KPAT-F | 1. KPAT-F | 1. KELO | 1. KELO | 1. KELO > | 1. KELO | 1. KELO | 1. KELO | 1. KELO > | 1. KELO |
| 2. KKRC-F | 2. KELO | 2. KELO-F | 2. KELO-F | 2. KELO-F >> | 2. KPAT-F | 2. KPAT-F | 2. KPAT-F | 2. KPAT-F | 2. KXRB-F |
| 3. KELO-F | 3. KKRC-F | 3. KPAT-F | 3. KPAT-F | 3. KKLS-F | 3. KKLS-F | 3. KKLS-F | 3. KKLS-F | 3. KKLS-F | 3. KPAT-F |
| 4. KELO | 4. KELO-F | 4. KKRC-F | 4. KKRC-F | 4. KPAT-F | 4. KKRC-F | 4. KKRC-F | 4. KXRB | 4. KELO-F | 4. KELO-F |
| 5. KKRC-F | 5. KKRC-F | 5. KKRC-F | 5. KKLS-F | 5. KKLS-F | 5. KXRB | 5. KXRB | 5. KKRC-F | 5. KKRC-F | 5. KLQL-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|--------|---------|----------|------|----------|
| TOP 40/CHR/CONTEMP | | 48 (3) | 48 (3) | 23.9 | 26.5 |
| AOR/CLASSIC | | | | | |
| AC/OLDIES/SOFT ROCK | 35 (1) | 18 (1) | 53 (2) | 26.4 | 14.6 |
| MOR/VARIETY/FULL | 24 (2) | | 24 (2) | 11.9 | 12.4 |
| COUNTRY | 28 (2) | 10 (1) | 38 (3) | 18.9 | 32.4 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 25 (1) | 25 (1) | 12.4 | 14.1 |
| NEWS/TALK | | | | | |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | 2 (1) | | 2 (1) | 1.0 | |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | 10 (2) | 1 (1) | 11 (3) | 5.5 | |
| | 99 (8) | 102 (7) | 201 (15) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|------|------|-------------|--------|
| KJIA | 1520 | Sioux Falls | .9/2.9 |
| KQAD | 800 | Luverne | .5/1.3 |

MISCELLANEOUS COMMENTS KYKC changes to KKFN (December)... KIOV changes to KKLS and format to AC (January)...

RADIO STATIONS

| | | | | |
|-------------------------------|---------------|----------------------------|--------------------|---------------|
| KELO, 1320, 5 KW (DA-N) | , MOR/AC | ABC-D, \$ 31.00 (Banner) | Midcontinent | Tom Simmons |
| KKFN, 1230, 1 KW | , COUNTRY (?) | US 2, \$ 12.00 (Roslin) | Vaughn | Paul Logan |
| KSOO, 1140, 10 KW/5 KW (DA-N) | , MOR | ABC-I, \$ 26.00 (Christal) | | Joseph Henkin |
| KXRB, 1000, 10 KW (DAYS,DA) | , COUNTRY | MBS, \$ 19.00 (Mc-Guild) | So. Minnesota Park | Don Jacobs |
| WNAX, 570, 5 KW (DA-N) | , COUNTRY | , \$ 47.00 (Katz) | | Rick Prusator |
| KELO-F, 92.5, 100 KW @ 1900, | BTFL/EZ | ABC-D, \$ 23.00 (Banner) | Midcontinent | Tom Simmons |
| KKLS-F, 104.7, 100 KW @ 735, | AC | MBS, \$ 20.00 (Mc-Guild) | So. Minnesota | Don Jacobs |
| KKRC-F, 93.5, 3 KW @ 120, | CHR | US 1, \$ 27.00 (Roslin) | Vaughn | Paul Logan |
| KPAT-F, 97.3, 60 KW @ 220, | CONTEMP | ABC-C, \$ 22.00 (Christal) | | Joe Henkin |
| KLQL-F, 101.1, 100 KW @ 530, | COUNTRY | ABC-E, \$ 13.00 (Mc-Guild) | (LUVERNE, MN) | Mark Hedberg |

SOUTH BEND

Arbitron Rank/Pop (12+): 154/199,900

Stations: 16/10
Diaries: 553/361:1/51.4%
Sample Target: 610
% Below Line: 4.6
% Not Listed: 9.2

1987 Revenue: \$6,100,000
HH Inc.: \$31,205
Retail \$: 1.7 Bill
Pop per Station: 19,990
#1 Biller: WNOU-F \$1,800,000

MSA Rank/Pop: 179/240,600
ADI # 82
Average Person Ratings: 18.6
Market TSL: 24.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WSBT (MOR) | 67/18.1 | --- | 13.8 | --- | 14.7 | ---- | 71/ 618 | 515/25.8 | --- | 24.4 | 51 | | | | WSBT |
| 2. WNDU-F (CHR) | 53/14.3 | --- | 15.3 | --- | 18.7 | ---- | 158/2160 | 683/34.2 | --- | 37.6 | 64 | | | | WNDU-F |
| 3. WNSN-F (AC) | 45/12.1 | --- | 11.7 | --- | 11.6 | ---- | 111/1351 | 466/23.3 | --- | 24.6 | 157 | | | | WNSN-F |
| 4. WYEZ-F (EZ) | 42/11.3 | --- | 13.2 | --- | 13.5 | ---- | 92/1023 | 368/18.4 | --- | 22.6 | 87 | | | | WYEZ-F |
| 5. WZZP-F (CHR) | 39/10.5 | --- | 10.5 | --- | 8.0 | ---- | 78/1058 | 510/25.5 | --- | 27.5 | 93 | | | | WZZP-F |
| 6. WAOR-F (AOR) | 31/ 8.4 | --- | 7.2 | --- | 9.5 | ---- | 46/ 705 | 367/18.4 | --- | 16.4 | 130 | | | | WAOR-F |
| 7. WNDU (C) | 23/ 6.2 | --- | 9.0 | --- | 8.6 | ---- | 24/ 348 | 285/14.3 | --- | 15.9 | 121 | | | | WNDU |
| 8. WFRN-F (R/G) | 11/ 3.0 | --- | 2.4 | --- | 1.2 | ---- | 43/ 618 | 155/ 7.8 | --- | 6.4 | 153 | | | | WFRN-F |
| 9. WGN (T) | 9/ 2.4 | --- | 2.7 | --- | 1.8 | ---- | 47/ 560 | 159/ 8.0 | --- | 10.6 | 142 | | | | WGN |
| 10. WAMJ (T7) | 6/ 1.6 | --- | 1.5 | --- | 0.3 | ---- | 7/ 111 | 93/ 4.7 | --- | 3.7 | 144 | | | | WAMJ |

12+ FM SHARE (METRO): 67.36% (227 of 337) (SPG 87: 68.28%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|------------|-----------|------------|---------------------|------------|-------------|------------|-------------|-----------|-----------|
| 1. WNDU-F>>>1. WAOR-F | 1. WNSN-F | 1. WNSN-F | 1. WNSN-F> | 1. WNSN-F>>>1. WSBT | >>>1. WSBT | > 1. WNSN-F | 1. WSBT | > 1. WNDU-F | 1. WYEZ-F | 1. WYEZ-F |
| 2. WZZP-F>>>WNDU-F | 2. WNOU-F | 2. WAOR-F | 2. WAOR-F | 2. WYEF-F> | 2. WNSN-F | 2. WSBT | 2. WNDU-F | 2. WSBT | 2. WNDU-F | 2. WSBT |
| 3. WZZP-F | 3. WZZP-F< | 3. WZZP-F | 3. WYEF-F | 3. WNSN-F | 3. WZZP-F | 3. WYEF-F | 3. WYEF-F | 3. WYEF-F | 3. WZZP-F | 3. WZZP-F |
| 4. WNSN-F | 4. WAOR-F | 4. WNDU-F | 4. WNDU-F | 4. WNDU | 4. WNDU-F | 4. WNDU-F | 4. WNSN-F | 4. WNSN-F | 4. WAOR-F | 4. WAOR-F |
| 5. WNSN-F | 5. WNSN-F | 5. WYEF-F | 5. WNDU-F | 5. WNDU-F | 5. WYEF-F | 5. WZZP-F | 5. WAOR-F< | 5. WYEF-F | 5. WYEF-F | 5. WYEF-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. WNDU-F | 1. WNDU-F | 1. WNSN-F | 1. WNSN-F | 1. WNSN-F> | 1. WAOR-F | 1. WAOR-F> | 1. WAOR-F | 1. WAOR-F | 1. WNSN-F> |
| 2. WNSN-F | 2. WNSN-F | 2. WAOR-F | 2. WNDU-F | 2. WSBT | 2. WNDU-F | 2. WZZP-F | 2. WZZP-F> | 2. WNSN-F | 2. WAOR-F |
| 3. WZZP-F | 3. WZZP-F> | 3. WZZP-F | 3. WZZP-F> | 3. WNDU-F | 3. WNSN-F | 3. WNSN-F | 3. WNSN-F | 3. WZZP-F | 3. WYEF-F |
| 4. WAOR-F | 4. WAOR-F> | 4. WNDU-F | 4. WAOR-F | 4. WYEF-F | 4. WNSN-F | 4. WNSN-F | 4. WNSN-F | 4. WNDU-F | 4. WNDU-F |
| 5. WNSN-F | 5. WNSN-F | 5. WYEF-F | 5. WSBT | 6. WAOR-F | 5. WNSN-F | 5. WNSN-F | 5. WNSN-F | 5. WNSN-F | 5. WNSN-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|------------------------|---------|---------|----------|------|----------|---|
| TOP 40/CHR/CONTEMP | | 92 (2) | 92 (2) | 27.3 | 28.5 | WHME-F 103.1 South Bend .8/2.7 |
| AOR/CLASSIC | | 31 (1) | 31 (1) | 9.2 | 9.1 | |
| AC/OLDIES/SOFT ROCK | 3 (1) | 46 (2) | 49 (3) | 14.5 | 13.6 | WBBM 780 Chicago .3/3.0 |
| MOR/VARIETY/FULL | 67 (1) | | 67 (1) | 19.9 | 18.4 | WFYR-F 103.5 Chicago .3/1.9 |
| COUNTRY | 23 (1) | | 23 (1) | 6.8 | 9.7 | WHFB-F 99.9 Benton Harbor .5/1.8 |
| BLACK/URBAN | | | | | | WLS 890 Chicago .8/3.9 |
| BTFL MUSIC/EZ | | 44 (2) | 44 (2) | 13.1 | 14.2 | WLUP 1000 Chicago .3/1.9 |
| NEWS/TALK | 17 (4) | | 17 (4) | 5.0 | 3.2 | |
| NOSTALGIA | | | | | | |
| RELIGION/GOSPEL | | 14 (2) | 14 (2) | 4.2 | 3.2 | MISCELLANEOUS COMMENTS Arbitron fell 9.3% short of sample target... |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECCLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 110 (6) | 227 (9) | 337 (15) | | | |

RADIO STATIONS

| | | | | |
|--------------------------------------|------------|----------------------|------------|--------------------------------|
| WAMJ, 1580, 1 KW/500 W | , TALK (7) | MBS, ABC-T, \$ 11.00 | (---) | Mark Murray |
| WNDU, 1490, 1 KW | , COUNTRY | ABC-I, \$ 25.00 | (Mc-Guild) | Bob Nowicki |
| WSBT, 960, 5 KW (DA-2) | , MOR | CBS, \$ 33.00 | (Katz) | Terry Knust |
| WAOR-F, 95.3, 3 KW @ 300, AOR | | ABC-R, \$ 20.00 | (Roslin) | (NILES, MI) Charles Frey |
| WFRN-F, 104.7, 50 KW @ 455, RELIGION | | MBS, \$ 15.00 | (HNWH) | (ELKHART) Ed Moore |
| WHME-F, 103.1, 3 KW @ 300, RELIGION | | \$ 10.00 | (---) | Peter Sumrall |
| WNDU-F, 92.9, 13 KW @ 880, CHR | | \$ 53.00 | (Mc-Guild) | Bob Nowicki |
| WNSN-F, 101.5, 10 KW @ 970, AC | | \$ 38.00 | (Katz) | Schurz |
| WYEZ-F, 100.7, 50 KW @ 500, BTFL/EZ | | \$ 31.00 | (Christal) | Federated (ELKHART) John Boggs |
| WZZP-F, 103.9, 3 KW @ 305, CHR | | \$ 33.00 | (MMR) | Booth Vince Ford |

SPOKANE

Arbitron Rank/Pop (12+): 97/355,100
 MSA Rank/Pop: 130/359,000
 ADI # 79
 Average Person Ratings: 14.5
 Market TSL: 20.3 hours

Stations: 19/19
 Diaries: 749/474:1/52.8%
 Sample Target: 740
 % Below Line: 0
 % Not Listed: 7.4

1987 Revenue: \$10,500,000
 HH Inc.: \$26,615
 Retail \$: 2.2 Bil
 Pop per Station: 18,690
 #1 Biller: KGA/KDRK-F \$2,100,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|-----------------------|--------|--------|--------------|-------------|-----------|------------|----------|
| 1. KZZU-F (CHR) | 87/16.9 | 15.2 | 15.1 | 16.5 | 19.0 | ---- | 117/1332 | 982/27.7 | 31.9 | 32.6 | 63 | 15.1 | 106 | 1075 | KZUU-F |
| 2. KXLY-F (EZ) | 71/13.8 | 10.7 | 11.8 | 13.1 | 10.8 | ---- | 90/954 | 669/18.8 | 18.1 | 19.2 | 77 | 8.9 | 62 | 589 | KXLY-F |
| 3. KISC-F (AC) | 43/8.4 | 8.3 | 6.3 | 5.1 | 4.7 | ---- | 75/895 | 555/15.6 | 13.9 | 14.6 | 170 | 6.6 | 46 | 657 | KISC-F |
| 4. KDRK-F (C) | 35/6.8 | 11.1 | 10.5 | 11.4 | 11.1 | ---- | 57/749 | 506/14.2 | 18.7 | 17.6 | 116 | 9.0 | 63 | 758 | KDRK-F |
| 5. KEZE-F (AOR) | 33/6.4 | 7.0 | 10.3 | 8.4 | 10.0 | ---- | 57/623 | 423/11.9 | 14.1 | 16.0 | 136 | 12.3 | 86 | 644 | KEZE-F |
| KKPL A/F (AC) | 26/5.1 | 5.4 | 6.1 | 3.9 | 3.8 | ---- | 36/665 | 494/13.9 | 13.5 | 14.6 | 155 | 6.0 | 42 | 486 | KKPL A/F |
| 7. KXLY (N/T) | 26/5.1 | 6.3 | 6.1 | 5.2 | 6.2 | ---- | 30/450 | 371/10.4 | 13.3 | 13.7 | 82 | 4.3 | 30 | 359 | KXLY |
| 8. KGA (C) | 23/4.5 | 6.1 | 6.3 | 5.4 | 6.0 | ---- | 39/536 | 406/11.4 | 13.3 | 12.1 | 100 | 4.9 | 34 | 405 | KGA |
| 9. KTRW (C) | 22/4.3 | .4 | .9 | .7 | 1.0 | ---- | 28/281 | 230/6.5 | 3.6 | 3.7 | 114 | .3 | 2 | 116 | KTRW |
| 10. KEYF (8B) | 21/4.1 | 2.6 | 2.0 | 2.1 | 3.7 | ---- | 23/184 | 160/4.5 | 4.7 | 3.9 | 10 | .9 | 6 | 92 | KEYF |
| 11. KKZX-F (AOR) | 20/3.9 | 4.4 | 2.6 | 4.9 | 2.7 | ---- | 30/457 | 347/9.8 | 8.3 | 7.3 | 108 | 7.3 | 51 | 461 | KKZX-F |
| 12. KVXO-F (CHR) | 17/3.3 | 3.0 | 3.3 | 1.7 | --- | ---- | 26/296 | 274/7.7 | 7.5 | 10.2 | 58 | 4.0 | 28 | 434 | KVXO-F |
| 13. KJRB (O) | 16/3.1 | 3.0 | 1.3 | 3.6 | 2.5 | ---- | 18/414 | 321/9.0 | 7.7 | 5.7 | 184 | 3.0 | 21 | 248 | KJRB |
| 14. KAAQ (MOR) | 14/2.7 | 2.8 | 2.8 | 2.2 | 4.7 | ---- | 17/354 | 232/6.5 | 7.0 | 5.6 | 30 | 1.6 | 11 | 195 | KAAQ |

12+ FM SHARE (METRO): 72.06% (343 of 476) (SPG 87: 76.13%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMO | 12+ EVE | OVERNIGHT |
|------------------------------------|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1. KZZU-F>>>1. KZZU-F>>>1. KZZU-F> | 1. KZZU-F>>>1. KZZU-F> | 2. KISC-F> | 3. KEZE-F> | 4. KDRK-F> | 5. KEZE-F> | 1. KXLY-F> | 2. KDRK-F> | 3. KXLY-F> | 4. KXLY-F> | 5. KXLY-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. KZZU-F>>>1. KZZU-F>>>1. KISC-F> | 1. KZZU-F> | 2. KISC-F>>>2. KZZU-F> | 3. KEZE-F> | 4. KDRK-F> | 5. KEZE-F> | 1. KZZU-F> | 2. KEZE-F> | 3. KXLY-F> | 4. KDRK-F> |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|---------|----------|----------|------|----------|
| TOP 40/CHR/CONTEMP | | 104 (2) | 104 (2) | 21.8 | 21.6 |
| AOR/CLASSIC | | 53 (2) | 53 (2) | 11.1 | 14.4 |
| AC/OLDIES/SOFT ROCK | 17 (2) | 73 (3) | 90 (5) | 18.9 | 17.9 |
| MOR/VARIETY/FULL | 17 (2) | | 17 (2) | 3.6 | 3.7 |
| COUNTRY | 45 (2) | 35 (1) | 80 (3) | 16.8 | 18.7 |
| BLACK/URBAN | | | | | |
| BTFM MUSIC/EZ | | 71 (1) | 71 (1) | 14.9 | 13.2 |
| NEWS/TALK | 26 (1) | | 26 (1) | 5.5 | 6.8 |
| NOSTALGIA | 21 (1) | | 21 (1) | 4.4 | 2.3 |
| RELIGION/GOSPEL | 7 (1) | | 7 (1) | 1.5 | 1.4 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | 7 (1) | 7 (1) | 1.5 | |
| UNKNOWN/OTHERS | | | | | |
| | 133 (9) | 343 (10) | 476 (19) | | |

RAOIO STATIONS

| | | | | | |
|-------------------------------|--------------|--------------------|------------|------------|---------------------|
| KAAQ, 590, 5 KW | , MOR | NBC,NBC-T,\$ 20.00 | (Katz) | Home News | Lucy Rice |
| KEYF, 1050, 5 KW/500 W (OA-1) | , NOSTALGIA | MBS,ABC-0,\$ 10.00 | (Republic) | | Kim Cooper |
| KGA, 1510, 50 KW (DA-N) | , CDUNTRY | ABC-1,\$ 27.00 | (Eastman) | John Price | |
| KJRB, 790, 5 KW (DA-N) | , OLDIES | ,\$ 21.00 | (Mc-Guild) | Alexander | Rod Krebs |
| KTRW, 970, 5 KW/1 KW (DA-N) | , COUNTRY | ABC-E,\$ NA | (Christal) | Olympic | Chris Garras |
| KXLY, 920, 5 KW | , NEWS/TALK | MBS,CBS,\$ 30.00 | (Torbet) | | Tom Agnew |
| 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) Kim Cooper |
| KEZE-F, 105.7, 100 KW @ 2010, | AOR | ,\$ 34.00 | (Mc-Guild) | Alexander | Rod Krebs |
| KISC-F, 98.1, 94 KW @ 2030, | AC | ,\$ 29.00 | (Katz) | Home News | Lucy Rice |
| KKPL-F, 96.1, 56 KW @ 2680, | AC | ,\$ 27.00 | (Republic) | | Bob Christy |
| KKZX-F, 98.9, 100 KW @ 1614, | CLASSIC ROCK | ,\$ 22.00 | (Banner) | Medina | Terry McRight |
| KVXO-F, 103.9, 3 KW @ 300, | CHR | ,\$ NA | (Ourpetti) | | Tom Carnes |
| KXLY-F, 99.9, 25 KW @ 3010, | BTFM/EZ | ,\$ 31.00 | (Torbet) | | Tom Agnew |
| KZZU-F, 92.9, 81 KW @ 2080, | CHR | ,\$ 46.00 | (Christal) | Olympic | Chris Garras |

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/501,200
 MSA Rank/Pop: 36/590,000
 ADI # 108
 Average Person Ratings: 16.9
 Market TSL: 22.3 hours

Stations: 24/13
 Diaries: 960/522:1/51.8%
 Sample Target: 990
 % Below Line: 33.0
 % Not Listed: 11.3

1987 Revenue: \$10,800,000
 HH Inc.: \$33,206
 Retail \$: 4.5 Bil
 Pop per Station: 38,554
 #1 Biller: WHYN A/F \$2,800,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WAQY-F (AOR) | 87/10.3 | 7.7 | 10.0 | 8.2 | 7.3 | 9.1 | 89/1213 | 1100/21.9 | 23.0 | 22.8 | 90 | 11.9 | 99 | 1444 | WAQY-F |
| 2. WRCH-F (EZ) | 85/10.0 | 9.4 | 9.0 | 8.9 | 10.5 | 9.3 | 86/ 810 | 793/15.8 | 17.1 | 19.8 | 71 | 4.9 | 41 | 519 | WRCH-F |
| 3. WMAS-F (AC) | 83/ 9.8 | 9.0 | 8.6 | 11.5 | 10.4 | 9.7 | 83/ 962 | 934/18.6 | 21.6 | 23.3 | 152 | 7.5 | 62 | 636 | WMAS-F |
| 4. WTIC-F (CHR) | 76/ 9.0 | 9.3 | 7.1 | 8.7 | 8.1 | 8.5 | 81/1075 | 1021/20.4 | 22.6 | 22.3 | 79 | 11.3 | 94 | 1341 | WTIC-F |
| 5. WHYN (MOR) | 73/ 8.6 | 7.1 | 5.6 | 7.1 | 7.3 | 7.1 | 73/ 942 | 929/18.5 | 15.8 | 20.3 | 121 | 6.4 | 53 | 950 | WHYN |
| 6. WMAS (93) | 60/ 7.1 | 7.3 | 8.3 | 6.9 | 7.5 | 7.4 | 60/ 590 | 580/11.6 | 12.3 | 12.1 | 21 | 5.7 | 47 | 563 | WMAS |
| 7. WHYN-F (AC) | 59/ 7.0 | 8.5 | 10.6 | 8.5 | 8.9 | 8.7 | 79/1166 | 1018/20.3 | 25.3 | 22.6 | 149 | 8.0 | 66 | 1020 | WHYN-F |
| 8. WDRG-F (O) | 24/ 2.8 | 3.4 | 3.2 | 3.8 | 4.1 | 3.3 | 24/ 545 | 532/10.6 | 10.2 | 10.3 | 171 | 3.6 | 30 | 368 | WDRG-F |
| 9. WTIC (MOR) | 23/ 2.7 | 2.9 | 2.5 | 2.1 | 3.1 | 2.6 | 23/ 364 | 343/ 6.8 | 8.0 | 9.4 | 122 | 2.2 | 18 | 229 | WTIC |
| 10. WCCC-F (AOR) | 20/ 2.4 | 2.5 | 2.7 | 2.0 | 2.5 | 2.4 | 25/ 506 | 446/ 8.9 | 8.9 | 10.2 | 96 | 3.4 | 28 | 590 | WCCC-F |
| 11. WNNZ (O) | 19/ 2.2 | 2.5 | 3.0 | 1.2 | --- | 2.2 | 21/ 348 | 330/ 6.6 | 6.8 | --- | 159 | 2.4 | 20 | 179 | WNNZ |
| 12. WREB (T) | 17/ 2.0 | 1.5 | 2.4 | 2.2 | 2.6 | 2.0 | 17/ 167 | 167/ 3.3 | 4.2 | 3.4 | 15 | 1.3 | 11 | 91 | WREB |
| 14. WAAF-F (AOR) | 17/ 2.0 | 1.5 | 2.4 | 3.3 | 2.3 | 2.3 | 24/ 466 | 415/ 8.3 | 8.0 | 7.3 | 65 | 4.1 | 34 | 531 | WAAF-F |

12+ FM SHARE (METRO): 66.35% (499 of 752) (SPG 87: 68.72%)

| 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. WAQY-F | 1. WMAS-F> | 1. WMAS-F> | 1. WRCH-F | 1. WHYN | 1. WMAS-F | 1. WAQY-F | 1. WAQY-F | 1. WARE |
| 2. WAQY-F>> | 2. WTIC-F | 2. WMAS-F | 2. WAQY-F | 2. WHYN | 2. WHYN | 2. WMAS-F | 2. WRCH-F | 2. WRCH-F | 2. WTIC-F> | 2. WHYN |
| 3. WHMP-F | 3. WMAS-F | 3. WTIC-F | 3. WHYN-F | 3. WHYN-F | 3. WMAS | 3. WAQY-F | 3. WAQY-F | 3. WTIC-F | 3. WHYN-F | 3. WTIC-F |
| 4. | 4. WHYN-F> | 4. WHYN-F> | 4. WHYN | 4. WAQY-F | 4. WMAS-F> | 4. WRCH-F | 4. WHYN-F | 4. WMAS-F | 4. WRCH-F | 4. WHYN-F |
| 5. | 5. | 5. WHYN | 5. WTIC-F | 5. WRCH-F | 5. WHYN-F | 5. WMAS | 5. WMAS | 5. WMAS | 5. WHYN | 5. WAQY-F |
| | | | | WTIC-F | | 6. WHYN | 6. WHYN-F | 6. WHYN-F | | 6. WTIC-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. WAQY-F< | 1. WMAS-F | 1. WMAS-F>> | 1. WMAS-F> | 1. WMAS-F> | 1. WAQY-F>> | 1. WAQY-F>> | 1. WAQY-F>> | 1. WAQY-F>> | 1. WAQY-F>> |
| 2. WTIC-F>> | 2. WAQY-F | 2. WHYN-F | 2. WTIC-F | 2. WHYN | 2. WTIC-F | 2. WTIC-F | 2. WTIC-F | 2. WTIC-F | 2. WHYN-F |
| 3. WHYN-F | WTIC-F> | 3. WTIC-F< | 3. WAQY-F | 3. WHYN-F> | 3. WAAF-F | 3. WCCC-F+ | 3. WHYN-F< | 3. WHYN-F | 3. WMAS-F |
| 4. | 4. WHYN-F> | 4. WAQY-F | 4. WHYN-F | 4. WRCH-F | 4. WCCC-F+ | 4. WHYN-F | 4. WCCC-F+ | 4. WMAS-F> | 4. WHYN |
| 5. | 5. | 5. | 5. WHYN | 5. WTIC-F | 5. | 5. | 5. WMAS-F | 5. WHYN | 5. WTIC-F |
| | | | | | | | | | 6. WRCH-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 101 (3) | 101 (3) | 13.4 | 13.0 | WACE 730 Chicopee 1.2/4.6 |
| AOR/CLASSIC | | 134 (4) | 134 (4) | 17.8 | 15.3 | WARE 1250 Ware 1.1/3.2 |
| AC/OLDIES/SOFT ROCK | 22 (2) | 171 (4) | 193 (6) | 25.7 | 35.4 | WHMP 1400 Northampton 1.5/6.0 |
| MOR/VARIETY/FULL | 118 (4) | | 118 (4) | 15.7 | 8.5 | WHMP-F 99.3 Northampton 1.9/5.3 |
| | | | | | | WIXY 1600 East Longmeadow 1.7/3.7 |
| COUNTRY | 14 (1) | | 14 (1) | 1.9 | 1.9 | |
| BLACK/URBAN | | | | | | WDRG 1360 Hartford .4/1.0 |
| BTFM MUSIC/EZ | | 93 (2) | 93 (2) | 12.4 | 13.3 | WHCN-F 105.9 Hartford 1.2/5.9 |
| NEWS/TALK | 29 (2) | | 29 (2) | 3.9 | 3.5 | WIOF-F 104.1 Waterbury .6/2.3 |
| | | | | | | WKSS-F 95.7 Hartford 1.1/5.5 |
| NOSTALGIA | 60 (1) | | 60 (1) | 8.0 | 9.7 | WSRS-F 96.1 Worcester .9/3.0 |
| RELIGION/GOSPEL | 10 (1) | | 10 (1) | 1.3 | 0.9 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 253 (11) | 499 (13) | 752 (24) | | | |

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) | Wilks-Schwartz | Joe Fennessey |
| WIXY, 1600, 5 KW/2.5 KW (DA-1) | , COUNTRY | CBS, \$ 16.00 | (Katz) | Sunshine | |
| WMAS, 1450, 1 KW | , NOSTALGIA | MBS, \$ 29.00 | (Banner) | Lapin | |
| WNNZ, 640, 50 KW (DA-2) | , OLDIES | US 2, \$ 17.00 | (Katz) | | Joe Rizza |
| WREB, 930, 500 W (DAYS) | , TALK | , \$ 13.00 | (---) | | Celia Hahn |
| | | | | | Larry Milesky |
| WAQY-F, 102.1, 27 KW @ 650, AOR | | ABC-F, \$ 54.00 | (Katz) | Sunshine | |
| WHMP-F, 99.3, 3 KW @ 300, CHR | | , \$ 24.00 | (K & P) | | Joe Fennessey |
| WHYN-F, 93.1, 12 KW @ 1000, AC | | , \$ 60.00 | (Mc-Guild) | Wilks-Schwartz | |
| WMAS-F, 94.7, 50 KW @ 360, AC | | , \$ 58.00 | (Banner) | Lapin | Joe Rizza |

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 159/192,700
 MSA Rank/Pop: 183/228,800
 ADI # 80
 Average Person Ratings: 14.3
 Market TSL: 19.3 hours

Stations: 12/12
 Diaries: 619/311:1/60.9%
 Sample Target: 550
 % Below Line: 0
 % Not Listed: 8.7

1987 Revenue: \$8,500,000
 HH Inc.: \$29,767
 Retail \$: 1.7 Bil
 Pop per Station: 16,058
 #1 Biller: KTTS A/F \$2,700,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. KWTO-F (CHR) | 62/22.5 | --- | 25.8 | --- | 23.1 | ---- | 137/1477 | 732/38.0 | --- | 43.0 | 77 | | | KWTO-F |
| 2. KTTS-F (C) | 53/19.2 | --- | 21.6 | --- | 18.5 | ---- | 126/1455 | 586/30.4 | --- | 32.1 | 108 | | | KTTS-F |
| 3. KXUS-F (AC) | 34/12.3 | --- | 13.4 | --- | 10.3 | ---- | 76/ 717 | 466/24.2 | --- | 27.7 | 108 | | | KXUS-F |
| 4. KWTO (C) | 25/ 9.1 | --- | 6.7 | --- | 10.0 | ---- | 66/ 944 | 328/17.0 | --- | 15.2 | 96 | | | KWTO |
| 5. KTXR-F (EZ) | 21/ 7.6 | --- | 10.2 | --- | 10.0 | ---- | 61/ 815 | 311/16.1 | --- | 21.5 | 79 | | | KTXR-F |
| 6. KTTS (C) | 19/ 6.9 | --- | 5.3 | --- | 7.5 | ---- | 25/ 471 | 281/14.6 | --- | 11.6 | 87 | | | KTTS |
| 7. KXBR-F (AOR) | 10/ 3.6 | --- | 3.9 | --- | .7 | ---- | 19/ 186 | 123/ 6.4 | --- | 5.7 | 111 | | | KXBR-F |
| 8. KGBX (MOR) | 7/ 2.5 | --- | 2.1 | --- | 3.6 | ---- | 7/ 114 | 109/ 5.7 | --- | 8.1 | 160 | | | KGBX |
| 9. KICK (O) | 6/ 2.2 | --- | --- | --- | 2.5 | ---- | 8/ 140 | 116/ 6.0 | --- | --- | 182 | | | KICK |
| KTZO-F (AC) | 6/ 2.2 | --- | 3.2 | --- | 2.1 | ---- | 7/ 171 | 126/ 6.5 | --- | 5.9 | 182 | | | KTZO-F |
| 12. KLFJ (R/G) | 6/ 2.2 | --- | .7 | --- | 2.5 | ---- | 6/ 75 | 75/ 3.9 | --- | 3.1 | 123 | | | KLFJ |
| 13. KTZO (AC) | 3/ 1.1 | --- | --- | --- | 1.4 | ---- | 5/ 61 | 46/ 2.4 | --- | 1.1 | 64 | | | KTZO |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 73.81% (186 of 252) (SPG 87: 84.03%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------------------------------|------------|------------|------------|------------|------------------------|------------------------|------------|------------------------------------|------------------------|------------|
| 1. KWTO-F>>>1. KWTO-F>>>1. KWTO-F> | 1. KWTO-F> | 1. KWTO-F> | 1. KWTO-F> | 1. KTTS-F> | 1. KTTS-F>>>1. KTTS-F> | 1. KTTS-F< | 1. KWTO-F> | 1. KWTO-F>>>1. KWTO-F>>>1. KTTS-F> | 1. KWTO-F>>>1. KTTS-F> | 1. KTTS-F> |
| 2. 2. KXUS-F>>>2. KXUS-F> | 2. KXUS-F> | 2. KXUS-F> | 2. KTTS-F> | 2. KWTO-F> | 2. KTXR-F< | 2. KWTO-F>>>2. KWTO-F> | 2. KTTS-F> | 2. KTTS-F> | 2. KTTS-F> | 2. KTTS-F> |
| 3. 3. 3. KTTS-F> | 3. KTTS-F> | 3. KTTS-F> | 3. KXUS-F> | 3. KXUS-F> | 3. KTTS | 3. KXUS-F> | 3. KXUS-F> | 3. KXUS-F> | 3. KWTO | 3. KWTO-F> |
| 4. 4. 4. KWTO | 4. KWTO | 4. KWTO | 4. KWTO | 4. KWTO | 4. KWTO | 4. KTTS < | 4. KWTO | 4. KWTO | 4. KXUS-F | 4. KXUS-F> |
| 5. 5. 5. . | 5. . | 5. . | 5. . | 5. . | 5. . | 5. KWTO | 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. KWTO-F>>>1. KWTO-F>>>1. KWTO-F> | 1. KWTO-F> | 1. KWTO-F> | 1. KWTO-F> | 1. KTTS-F> | 1. KWTO-F< | 1. KWTO-F | 1. KWTO-F | 1. KWTO-F | 1. KTTS-F |
| 2. KXUS-F> | 2. KXUS-F>>>2. KXUS-F> | 2. KXUS-F> | 2. KXUS-F> | 2. KWTO-F> | 2. KXUS-F> | 2. KXUS-F>>>2. KXUS-F> | 2. KXUS-F> | 2. KXUS-F> | 2. KWTO-F> |
| 3. 3. KTTS-F | 3. KTTS-F | 3. KTTS-F | 3. KTTS-F> | 3. KXUS-F> | 3. KWTO | 3. KXBR-F | 3. KXBR-F | 3. KTTS-F | 3. KXUS-F |
| 4. 4. 4. . | 4. . | 4. . | 4. . | 4. KTTS | 4. KXBR-F | 4. KWTO | 4. KTTS-F | 4. KWTO | 4. KWTO |
| 5. 5. 5. . | 5. . | 5. . | 5. . | 5. . | 5. . | 5. . | 5. . | 5. . | 5. . |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % |
|-----------------------|--------|---------|----------|------|----------|
| TOP 40/CHR/CONTEMP | | 62 (1) | 62 (1) | 24.6 | 27.8 |
| AOR/CLASSIC | | 10 (1) | 10 (1) | 4.0 | 4.2 |
| AC/OLDIES/SOFT ROCK | 9 (2) | 40 (2) | 49 (4) | 19.4 | 17.9 |
| MOR/VARIETY/FULL | 7 (1) | | 7 (1) | 2.8 | 2.3 |
| COUNTRY | 44 (2) | 53 (1) | 97 (3) | 38.5 | 36.1 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 21 (1) | 21 (1) | 8.3 | 11.0 |
| NEWS/TALK | | | | | |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | 6 (1) | | 6 (1) | 2.4 | 0.8 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 66 (6) | 186 (6) | 252 (12) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

MISCELLANEOUS COMMENTS KGBX (1260) and KTTS (1400) swap frequencies for a \$300,000 consideration to KGBX (August)... KORX changes calls to KXBR (January)...

RADIO STATIONS

| | | | |
|--|------------|--------------------------|----------------|
| KGBX, 1400, 1 KW | , MOR | CBS, \$ 15.00 (HNWH) | Allan Thompson |
| KLFJ, 1550, 5 KW (DAYS) | , RELIGION | , \$ 7.00 (---) | Don Burrell |
| KTTS, 1260, 5 KW (DA-N) | , COUNTRY | ABC-O, \$ 20.00 (Torbet) | Curt Brown |
| KWTO, 560, 5 KW (DA-N) | , COUNTRY | ABC-I, \$ 21.00 (Katz) | Kurt Boney |
| KTTS-F, 94.7, 100 KW @ 659, COUNTRY | | ABC-D, \$ 45.00 (Torbet) | Curt Brown |
| KTXR-F, 101.5, 100 KW @ 1150, BTFL/EZ | | NBC, \$ 25.00 (Mc-Guild) | J. Meyer |
| KWTO-F, 98.7, 100 KW @ 600, CHR | | ABC-C, \$ 54.00 (Katz) | Kurt Boney |
| KXUS-F, 97.3, 100 KW @ 480, AC/CONTEMP | | , \$ 32.00 (Banner) | Rich Nichols |
| KXBR-F, 93.5, 2.3 KW @ 330, AOR | | , \$ 14.00 (---) | Steve Edwards |
| KTZO-F, 104.9, 3 KW @ 300, SOFT AC | | MBS, \$ 14.00 (---) | Larry Campbell |

STEUBENVILLE

Arbitron Rank/Pop (12+): 198/128,700

Stations: 19/3
Diaries: 515/250:1/58.7%
Sample Target: 550
% Below Line: 60.2
% Not Listed: 5.5

1987 Revenue: \$2,100,000
HH Inc.: \$27,464
Retail \$: .76 Bil
Pop per Station: 32,175
#1 Biller: NA

MSA Rank/Pop: 241/152,300
Wheeling ADI
Average Person Ratings: 15.6
Market TSL: 21.0 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WSTV (MOR) | 30/14.9 | --- | 13.3 | --- | 12.0 | ---- | | 264/20.5 | --- | 20.1 | 59 | | | WSTV |
| 2. WRKY-F (CHR) | 28/13.9 | --- | 14.3 | --- | 9.9 | ---- | | 410/31.9 | --- | 34.5 | 127 | | | WRKY-F |
| 3. WOVE-F (AOR) | 16/ 8.0 | --- | 7.6 | --- | 11.5 | ---- | | 207/16.1 | --- | 17.8 | 69 | | | WOVE-F |
| 4. WWSW-F (O) | 15/ 7.5 | --- | 2.9 | --- | 4.7 | ---- | | 171/13.3 | --- | 8.1 | 205 | | | WWSW-F |
| 5. WDMP-F (CHR) | 12/ 6.0 | --- | 8.6 | --- | 5.2 | ---- | | 200/15.5 | --- | 18.2 | 92 | | | WOMP-F |
| 6. WEIR (MOR) | 11/ 5.5 | --- | 1.9 | --- | 3.7 | ---- | | 158/12.3 | --- | 8.8 | 60 | | | WEIR |
| KDKA (MOR) | 11/ 5.5 | --- | 4.3 | --- | 5.8 | ---- | | 176/13.7 | --- | 12.3 | 60 | | | KDKA |
| WWVA (C) | 11/ 5.5 | --- | 7.6 | --- | 7.9 | ---- | | 219/17.0 | --- | 19.4 | 80 | | | WWVA |
| 9. WELA-F (C) | 9/ 4.5 | --- | 4.8 | --- | 5.8 | ---- | | 131/10.2 | --- | 11.8 | 122 | | | WELA-F |
| WSSH-F (EZ) | 9/ 4.5 | --- | 4.3 | --- | 6.8 | ---- | | 97/ 7.5 | --- | 11.6 | 98 | | | WSSH-F |

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

This market's TSA and MSA are the same.

12+ FM SHARE (METRO): 66.84% (127 of 190) (SPG 87: 67.86%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-----------|-----------|
| 1. WOMP-F | 1. WOVE-F | 1. WRKY-F | 1. WRKY-F | 1. WRKY-F | 1. WSTV | >>1. WSTV | > 1. WSTV | > 1. WRKY-F | 1. WRKY-F | 1. WSTV |
| 2. WRKY-F | 2. WRKY-F | 2. WWSW-F | 2. WWSW-F | 2. WWSW-F | 2. WRKY-F | > 2. WRKY-F | > 2. WRKY-F | > 2. WWSW-F | 2. WOVE-F | 2. WEIR |
| WBZZ-F | 3. WAMD-F | 3. WOVE-F | 3. WSTV | 3. WEIR | 3. WWVA | 3. WWVA | 3. WWVA | 3. WOVE-F | 3. WOMP-F | WRKY-F |
| WDVE-F | WOMP-F | 4. WWSW-F | 4. WWSW-F | 4. WWSW-F | 4. WEIR | 4. WEIR | 4. WOVE-F | 4. WSTV | 4. WWSW-F | 4. WWSW-F |
| 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WWSW-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. WRKY-F | 1. WRKY-F | 1. WRKY-F | 1. WRKY-F | >>1. WRKY-F | 1. WOVE-F | >>1. WOVE-F | >>1. WWSW-F | 1. WOVE-F | 1. WWSW-F |
| 2. WAMO-F | 2. WOMP-F | WOMP-F | 2. WWSW-F | 2. WWSW-F | 2. WWSW-F | 2. WWSW-F | 2. WOVE-F | 2. WWSW-F | 2. WRKY-F |
| 3. WOMP-F | 3. WAMO-F | 3. WWSW-F | 3. WOMP-F | 3. WSTV | 3. WRKY-F | 3. WRKY-F | 3. WMYG-F | 3. WRKY-F | >>3. WOVE-F |
| 4. WWSW-F | 4. WWSW-F | 4. WOVK-F | 4. WAMO-F | 4. WWSW-F | 4. WAMO-F | 4. WAMO-F | 4. WAMO-F | 4. WAMO-F | 4. WAMO-F |
| 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WWSW-F | 5. WMYG-F | 5. WMYG-F | 5. WMYG-F | 5. WMYG-F | 5. WMYG-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 49 (4) | 49 (4) | 25.8 | 31.6 | WAMO-F 105.9 Pittsburgh 4.0/ 5.7 |
| AOR/CLASSIC | | 20 (2) | 20 (2) | 10.5 | 8.2 | WBZZ-F 93.7 Pittsburgh 3.0/13.8 |
| AC/OLDIES/SOFT ROCK | | 19 (2) | 19 (2) | 10.0 | 7.7 | WEEL-F 97.3 Wheeling 2.5/ 8.8 |
| MOR/VARIETY/FULL | 52 (3) | | 52 (3) | 27.4 | 21.9 | WHOT-F 101.1 Youngstown 1.5/ 3.3 |
| COUNTRY | 11 (1) | 15 (2) | 26 (3) | 13.7 | 18.4 | WLTJ-F 92.9 Pittsburgh 2.0/ 5.7 |
| BLACK/URBAN | | 8 (1) | 8 (1) | 4.2 | 1.5 | WMYG-F 96.9 Braddock 2.0/ 5.1 |
| BTFM MUSIC/EZ | | 14 (2) | 14 (2) | 7.4 | 5.6 | WVOK-F 98.7 Wheeling 3.0/ 9.5 |
| NEWS/TALK | | | | | | WPIT-F 101.5 Pittsburgh .5/ 2.5 |
| NOSTALGIA | | | | | 4.6 | WZMM-F 107.5 Wheeling .5/ 4.0 |
| RELIGION/GOSPEL | | 1 (1) | 1 (1) | 0.5 | 0.5 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | 1 (1) | 1 (1) | 0.5 | | |
| | 63 (4) | 127 (15) | 190 (19) | | | |

MISCELLANEOUS COMMENTS Arbitron fell 6.4% below sample target...

RAIO STATIONS

| | | | | | | | |
|-------------------------------------|------------|---------------------|------------|------------|--|----------------|-----------------|
| WDIG, 950, 1 KW (DAYS,DA) | , OLDIES | , \$ 8.00 | (---) | | | | Fred Staffillno |
| WEIR, 1430, 1 KW (DA-2) | , MOR | APR, \$ 15.00 | (HNWH) | | | (WEIRTON, WV) | John Rambo |
| WSTV, 1340, 1 KW | , MOR/NOST | MBS,ABC-T, \$ 30.00 | (Regional) | Associated | | | Bill Chesson |
| WRKY-F, 103.5, 16 KW @ 880, CHR | | , \$ 30.00 | (Regional) | Associated | | | Bill Chesson |
| WELA-F, 104.3, 50 KW @ 335, COUNTRY | | SMN, \$ 13.00 | (Regional) | | | (E. LIVERPOOL) | Ron Aughinbaugh |

Other ranked stations - See Wheeling or Pittsburgh

STOCKTON

Arbitron Rank/Pop (12+): 98/354,300
 MSA Rank/Pop: 104/433,000
 Sacramento ADI
 Average Person Ratings: 14.7
 Market TSL: 19.8 hours

Stations: 32/11
 Diaries: 722/491:1/46.4%
 Sample Target: 690
 % Below Line: 49.1
 % Not Listed: 8.4

1987 Revenue: \$6,700,000
 HH Inc.: \$32,156
 Retail \$: 2.5 Bil
 Pop per Station: 32,209
 #1 Biller: KWG/KYBB-F \$1,400,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. KWIN-F (CHR) | 38/7.3 | 4.9 | 5.0 | 6.7 | 4.7 | ---- | 583/16.5 | 13.9 | 15.9 | 85 | 8.3 | 48 | 706 | KWIN-F |
| 2. KHOP-F (CHR) | 34/6.5 | 7.0 | 4.1 | 6.9 | 5.0 | ---- | 607/17.1 | 16.5 | 13.2 | 102 | 5.9 | 34 | 586 | KHOP-F |
| 3. KRAK (C) | 33/6.3 | 5.6 | 7.3 | 8.1 | 9.0 | ---- | 425/12.0 | 12.4 | 13.8 | 92 | 8.2 | 47 | 541 | KRAK |
| 4. KBEE-F (EZ) | 32/6.1 | 6.6 | 4.3 | 5.8 | 6.5 | ---- | 405/11.4 | 10.7 | 8.9 | 108 | 3.5 | 20 | 227 | KBEE-F |
| 5. KDJK-F (AOR) | 29/5.6 | 3.9 | 2.4 | 2.4 | 2.8 | ---- | 300/ 8.5 | 6.7 | 6.1 | 143 | 4.5 | 26 | 295 | KDJK-F |
| 6. KWG (O) | 27/5.2 | 5.2 | 3.2 | 2.8 | 3.9 | ---- | 374/10.6 | 9.5 | 7.9 | 148 | 4.7 | 27 | 387 | KWG |
| 7. KFMR-F (C) | 26/5.0 | 4.3 | 3.9 | 6.3 | 6.5 | ---- | 377/10.6 | 9.7 | 8.3 | 124 | 4.0 | 23 | 383 | KFMR-F |
| 8. KSJQ-F (U/CHR) | 21/4.0 | 7.2 | 3.2 | 1.2 | 1.5 | ---- | 357/10.1 | 9.6 | 6.5 | 45 | 5.6 | 32 | 317 | KSJQ-F |
| 9. KRAK-F (C) | 20/3.8 | 1.9 | 1.7 | 1.4 | .9 | ---- | 235/ 6.6 | 5.1 | 5.6 | 116 | 2.4 | 14 | 290 | KRAK-F |
| 10. KNBR (MOR) | 19/3.6 | 3.7 | 5.4 | 3.0 | 6.2 | ---- | 332/ 9.4 | 11.7 | 12.1 | 142 | 3.3 | 19 | 298 | KNBR |
| 11. KJAX-F (EZ) | 18/3.5 | 7.6 | 5.4 | 5.8 | 5.2 | ---- | 300/ 8.5 | 9.6 | 11.1 | 51 | 3.0 | 17 | 153 | KJAX-F |
| 12. KMEL-F (CHR) | 16/3.1 | 1.7 | 1.7 | 1.8 | .9 | ---- | 228/ 6.4 | 3.7 | 4.6 | 48 | 2.1 | 12 | 263 | KMEL-F |
| 13. KSTN-F (SP) | 15/2.9 | 2.3 | 3.9 | 1.6 | 3.5 | ---- | 247/ 7.0 | 5.4 | 8.9 | 114 | 4.5 | 26 | 352 | KSTN-F |
| 14. KSTN (SP) | 14/2.7 | 3.5 | 3.4 | 5.6 | 7.1 | ---- | 365/10.3 | 9.2 | 11.2 | 96 | 3.1 | 18 | 401 | KSTN |
| 15. KWOD-F (CHR) | 14/2.7 | 2.3 | 4.1 | 3.8 | 1.7 | ---- | 322/ 9.1 | 6.5 | 10.5 | 26 | 3.0 | 17 | 332 | KWOD-F |
| 16. KYBB-F (AC) | 13/2.5 | 3.7 | 3.9 | 2.2 | 3.7 | ---- | 240/ 6.8 | 9.3 | 7.2 | 176 | 1.9 | 11 | 184 | KYBB-F |

This market's TSA and MSA are the same.

12+ FM SHARE (METRO): 65.83% (314 of 477) (SPG 87: 59.12%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. KHOP-F | 1. KDJK-F | 1. KDJK-F | 1. KDJK-F | 1. KDJK-F | 1. KRAK | 1. KRAK | 1. KRAK | 1. KWIN-F | 1. KWIN-F | 1. KRAK |
| 2. KSJQ-F | 2. KWIN-F | 2. KWIN-F | 2. KWG | 2. KWG | 2. KBEE-F | 2. KHOP-F | 2. KBEE-F | 2. KDJK-F | 2. KSJQ-F | 2. KBEE-F |
| 3. KWIN-F | 3. KFMR-F | 3. KHOP-F | 3. KHOP-F | 3. KHOP-F | 3. KWG | 3. KWIN-F | 3. KWIN-F | 3. KHOP-F | 3. KHOP-F | 3. KWIN-F |
| 4. KWOD-F | 4. KHOP-F | 4. KWG | 4. KWIN-F | 4. KBEE-F | 4. KJAX-F | 4. KBEE-F | 4. KDJK-F | 4. KBEE-F | 4. KBEE-F | 4. KFBK-F |
| 5. | 5. | 5. KFMR-F | 5. KFMR-F | 5. KFMR-F | 5. KRAK-F | 5. KFMR-F | 5. KFMR-F | 5. KWG | 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. KHOP-F | 1. KHOP-F | 1. KHOP-F | 1. KHOP-F | 1. KHOP-F | 1. KWIN-F | 1. KDJK-F | 1. KDJK-F | 1. KDJK-F | 1. KDJK-F |
| 2. KSJQ-F | 2. KWIN-F | 2. KDJK-F | 2. KWIN-F | 2. KWG | 2. KDJK-F | 2. KWIN-F | 2. KFMR-F | 2. KFMR-F | 2. KWG |
| 3. KWIN-F | 3. KDJK-F | 3. KFMR-F | 3. KWG | 3. KWIN-F | 3. KFMR-F | 3. KFMR-F | 3. KWIN-F | 3. KWIN-F | 3. KRAK |
| 4. | 4. KSJQ-F | 4. KWIN-F | 4. | 4. KBEE-F | 4. KZAP-F | 4. KZAP-F | 4. KZAP-F | 4. KWG | 4. KFMR-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|----------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 102 (4) | 102 (4) | 21.4 | 25.9 |
| AOR/CLASSIC | | 52 (4) | 52 (4) | 10.9 | 5.5 |
| AC/OLDIES/SOFT ROCK | 32 (2) | 23 (3) | 55 (5) | 11.5 | 11.2 |
| MOR/VARIETY/FULL | 27 (2) | | 27 (2) | 5.7 | 9.2 |
| COUNTRY | 38 (2) | 46 (2) | 84 (4) | 17.6 | 15.6 |
| BLACK/URBAN | | 26 (3) | 26 (3) | 5.5 | 1.8 |
| BTLF MUSIC/EZ | | 50 (2) | 50 (2) | 10.5 | 11.4 |
| NEWS/TALK | 34 (3) | | 34 (3) | 7.1 | 11.4 |
| NOSTALGIA | 8 (1) | | 8 (1) | 1.7 | 1.8 |
| RELIGION/GOSPEL | | | | | |
| SPANISH | 24 (3) | 15 (1) | 39 (4) | 8.2 | 6.2 |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 163 (13) | 314 (19) | 477 (32) | | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--|---------|----------|---------|
| KCVR | 1570 | Lodi | 1.3/2.9 |
| KJOY | 1280 | Stockton | 1.5/5.3 |
| See Modesto or Sacramento for more information about the stations: | | | |
| KFBK | 1.5/2.6 | KTRB | 1.0/3.6 |
| KLCC | .6/2.1 | KXOA-F | .4/2.4 |
| KOSO-F | 1.5/3.2 | KZAP-F | 2.7/7.1 |
| See San Francisco for more information about these stations: | | | |
| KBLX-F | .4/1.7 | KGO | 2.1/4.5 |
| KCBS | 2.9/7.9 | KRQR-F | .6/1.5 |
| KFOG-F | 1.2/2.1 | KSFO | 1.0/3.1 |
| KFRC | 1.5/3.2 | KSOL-F | .6/3.0 |

RADIO STATIONS

| | | | |
|--|------------|----------------------------|--------------------------------|
| KCVR, 1570, 5 KW (DAYS,DA) | , HISPANIC | ,\$ 14.00 (Caballero) | George Sampson |
| KJOY, 1280, 1 KW | , MOR/AC | ,\$ 13.00 (Mc-Guild) | Joel Gamble |
| KSTN, 1420, 5 KW/1 KW (DA-2) | , HISPANIC | ABC-C, \$ 17.00 (Roslin) | Knox LaRue |
| KWG, 1230, 1 KW | , OLDIES | MBS, \$ 20.00 (Katz) | Ken Thompson |
| KFMR-F, 100.1, 3 KW @ 300, COUNTRY | | ,\$ 26.00 (CBS) | Susan Carson |
| KJAX-F, 99.3, 3 KW @ 300, BTLF/EZ | | ABC-E, \$ 29.00 (Mc-Guild) | Joel Gamble |
| KSTN-F, 107.3, 8 KW @ 1610, HISPANIC CHR | | ABC-C, \$ 17.00 (Roslin) | Knox LaRue |
| KWIN-F, 97.7, 3 KW @ 300, CHR | | ,\$ 27.00 (MMR) | (LODI) Roger Turnbaugh |
| KYBB-F, 100.9, 3 KW @ 300, AC | | ,\$ 24.00 (Katz) | Home News (TRACY) Ken Thompson |

MISCELLANEOUS COMMENTS KCVR, KWIN-F (Lodi) sold for \$3,000,000 plus liabilities... Station descriptions for KSJQ and KHOP were mistakenly included on the Modesto page... They are above-the-line in Stockton and should be on this page...

SYRACUSE

Arbitron Rank/Pop (12+): 62/544,500
 MSA Rank/Pop: 74/657,000
 ADI # 67
 Average Person Ratings: 16.5
 Market TSL: 22.0 hours

Stations: 21/17
 Diaries: 847/643:1/49.9%
 Sample Target: 920
 % Below Line: 3.0
 % Not Listed: 12.9

1987 Revenue: \$15,000,000
 HH Inc.: \$36,884
 Retail \$: 4.0 Bil
 Pop per Station: 32,029
 #1 Biller: WYYY-F \$4,300,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WYYY-F (AC) | 136/15.2 | 13.7 | 13.5 | 17.5 | 17.9 | 15.0 | 154/2081 | 1732/31.8 | 33.6 | 34.9 | 148 | 17.0 | 162 | 1822 | WYYY-F |
| 2. WNTQ-F (CHR) | 115/12.8 | 13.6 | 13.2 | 11.8 | 10.8 | 12.9 | 148/1869 | 1439/26.4 | 30.1 | 24.7 | 80 | 15.1 | 144 | 1556 | WNTQ-F |
| 3. WSYR (MOR) | 109/12.2 | 13.7 | 11.8 | 11.7 | 9.3 | 12.4 | 122/1498 | 1265/23.2 | 26.2 | 22.8 | 70 | 10.1 | 96 | 1085 | WSYR |
| 4. WAQX A/F (AOR) | 84/ 9.3 | 6.1 | 7.2 | 8.4 | 9.3 | 7.8 | 92/1193 | 1041/19.1 | 18.2 | 19.6 | 77 | 10.5 | 100 | 1295 | WAQX A/F |
| 5. WEZG-F (EZ) | 58/ 6.5 | 8.2 | 7.2 | 7.5 | 6.5 | 7.4 | 58/ 677 | 659/12.1 | 11.4 | 12.1 | 92 | 4.3 | 41 | 427 | WEZG-F |
| 6. WSEN A/F (O) | 52/ 5.8 | 5.7 | 3.9 | 5.3 | 5.4 | 5.2 | 62/ 957 | 792/14.5 | 12.8 | 12.6 | 176 | 4.8 | 46 | 605 | WSEN A/F |
| 7. WHEN (MOR) | 50/ 5.6 | 3.5 | 4.0 | 4.5 | 6.1 | 4.4 | 62/1044 | 776/14.3 | 10.2 | 17.5 | 113 | 4.2 | 40 | 663 | WHEN |
| 8. WKFM-F (AOR) | 47/ 5.2 | 5.7 | 7.0 | 4.8 | 4.6 | 6.8 | 58/ 917 | 705/12.9 | 15.6 | 12.4 | 94 | 6.9 | 66 | 784 | WKFM-F |
| 9. WSCP A/F (C) | 29/ 3.3 | 1.4 | 1.8 | 1.8 | 1.4 | 2.1 | 32/ 245 | 189/ 3.5 | --- | 2.0 | 58 | 1.7 | 16 | 151 | WSCP A/F |
| 10. WRHP-F (EZ) | 26/ 2.9 | 5.8 | 5.7 | 6.2 | 5.8 | 5.2 | 34/ 508 | 417/ 7.7 | 11.2 | 12.2 | 66 | 2.5 | 24 | 271 | WRHP-F |
| 11. WNDR (38) | 20/ 2.2 | 1.6 | 1.7 | 2.4 | 1.0 | 1.7 | 22/ 352 | 238/ 5.3 | 6.8 | 5.3 | 105 | 2.3 | 22 | 324 | WNDR |
| 12. WMHR-F (R/G) | 11/ 1.2 | 1.1 | 2.2 | .8 | 2.2 | 1.3 | 15/ 269 | 170/ 3.1 | 4.3 | 5.5 | 100 | 1.6 | 15 | 210 | WMHR-F |

12+ FM SHARE (METRO): 73.88% (577 of 781) (SPG 87: 75.83%)

| 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. WSYR >>> 1. WYYY-F < 1. WYYY-F > 1. WYYY-F > 1. WNTQ-F > 1. WSYR | 2. WAQX-F >>> 2. WAQX-F > 2. WNTQ-F > 2. WSEN-F > 2. WNTQ-F > 2. WYYY-F < 2. WSYR > 2. WAQX-F > 2. WNTQ-F > 2. WYYY-F < | 3. WNTQ-F > 3. WAQX-F >> 3. WNTQ-F > 3. WSEN-F > 3. WNTQ-F > 3. WNTQ-F > 3. WNTQ-F > 3. WNTQ-F > 3. WNTQ-F > | 4. WKFM-F > 4. WSEN-F > 4. WSYR > 4. WSYR > 4. WSEN-F > 4. WAQX-F > 4. WSYR > 4. WSEN-F > 4. WAQX-F > 4. WNTQ-F > | 5. WHEN < 5. WKFM-F > 5. WAQX-F > 5. WAQX-F > 5. WNTQ-F > 5. WNTQ-F > 5. WNTQ-F > 5. WNTQ-F > 5. WNTQ-F > | 6. WSEN-F > 6. WHEN > 6. WHEN > 6. WHEN > 6. WHEN > 6. WHEN > 6. WHEN > 6. WHEN > 6. WHEN > | | | | | |

| 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 >>> | 2. WYYY-F >>> 2. WNTQ-F >>> 2. WNTQ-F >>> 2. WNTQ-F >>> 2. WNTQ-F >>> | 3. WKFM-F > 3. WAQX-F > 3. WAQX-F >> 3. WSEN-F > 3. WSEN-F > 3. WSEN-F > | 4. WAQX-F > 4. WKFM-F > 4. WSEN-F > 4. WEZG-F > 4. WSEN-F > | 5. WSEN-F > 5. WHEN > 5. WSYR > 5. WSYR > | 6. WHEN > 6. WAQX-F > 6. WHEN > | 1. WAQX-F >> 1. WAQX-F > 1. WAQX-F > 1. WAQX-F > 1. WYYY-F > | 2. WYYY-F > 2. WYYY-F > 2. WYYY-F > 2. WYYY-F > 2. WSEN-F > | 3. WNTQ-F < 3. WKFM-F > 3. WKFM-F > 3. WKFM-F > 3. WSYR > | 4. WKFM-F > 4. WNTQ-F > 4. WSEN-F > 4. WNTQ-F > 4. WAQX-F > | 5. WHEN > 5. WHEN > 5. WHEN > 5. WSEN-F > 5. WKFM-F > | 6. WNTQ-F > 6. WNTQ-F > 6. WNTQ-F > |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|---------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 119 (2) | 119 (2) | 15.2 | 13.2 |
| AOR/CLASSIC | 3 (1) | 136 (3) | 139 (4) | 17.8 | 19.7 |
| AC/OLDIES/SOFT ROCK | 7 (1) | 181 (2) | 188 (3) | 24.1 | 34.0 |
| MOR/VARIETY/FULL | 159 (2) | 9 (1) | 168 (3) | 21.5 | 10.6 |
| COUNTRY | 7 (1) | 37 (3) | 44 (4) | 5.6 | 8.3 |
| BLACK/URBAN | | 84 (2) | 84 (2) | 10.8 | 7.7 |
| BTFL MUSIC/EZ | | | | | |
| NEWS/TALK | | | | | |
| NOSTALGIA | 20 (1) | | 20 (1) | 2.6 | 1.2 |
| RELIGION/GOSPEL | | 11 (1) | 11 (1) | 1.4 | 2.9 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | 1.0 | 1.2 |
| | 204 (7) | 577 (14) | 781 (21) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|----------------|---------|
| WAGO-F | 105.5 | Oswego | 1.0/2.0 |
| WXRA | 1220 | North Syracuse | .9/3.0 |
| WFRG-F | 96.1 | Rome | .9/2.4 |
| WNYZ-F | 98.7 | Utica | .4/1.8 |
| WOUR-F | 96.9 | Utica | .9/4.0 |
| WPCX-F | 106.9 | Auburn | .8/1.9 |

MISCELLANEOUS COMMENTS WRRB changes calls to WRHP and format from Country to BTFL/EZ (March)... Arbitron fell 8.7% short of sample target... WAQX sold to Atlantic Ventures for \$4,500,000 (Mahlman)...

RADIO STATIONS

| | | | | |
|--------------------------------------|-----------|------------------------------|------------------------|---------------|
| WHEN, 620, 5 KW/1 KW (DA-N) | AC/MOR | ABC-E, \$ 48.00 (Banner) | Park | Bob Carolin |
| WNDR, 1260, 5 KW (DA-N) | NOSTALGIA | CBS,MBS, \$ 17.00 (Mc-Guild) | Osborn | |
| WSYR, 570, 5 KW (OA-2) | MOR | NBC, \$ 75.00 (Katz) | New City | John Terboss |
| WAQX-F, 95.7, 3 KW @ 300, AOR | | ABC-R, \$ 45.00 (MMR) | | Louis Ignatti |
| WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ | | \$ 31.00 (Durpetti) | | |
| WKFM-F, 104.7, 50 KW @ 500, AOR | | Source, \$ 33.00 (Christal) | Wilks-Schwartz | Jay Sterin |
| WMHR-F, 102.9, 20 KW @ 780, RELIGION | | \$ 8.00 (---) | | Gordon Bell |
| 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 | Bob Carolin |
| WSEN-F, 92.1, 3 KW @ 300, OLDIES | | \$ 30.00 (HMWH) | Buckley (BALDWINVILLE) | Joel Friedman |
| WYYY-F, 94.5, 100 KW @ 650, AC | | \$ 100.00 (Katz) | New City | John Terboss |
| WSCP-F, 101.7, 3 KW @ 300, COUNTRY | | \$ NA (---) | | (PULASKI) |

TALLAHASSEE

Arbitron Rank/Pop (12+): 179/157,800
 MSA Rank/Pop: 190/221,600
 Average Person Ratings: 16.1
 Market TSL: 22.0 hours

Stations: 12/11
 Diaries: 558/283:1/46.1%
 Sample Target: 550
 % Below Line: 0.8
 % Not Listed: 13.8

1987 Revenue: \$5,800,000
 HH Inc.: \$29,250
 Retail \$: 1.4 Bill
 Pop per Station: 14,345
 #1 Biller: WBGM A/F \$1,200,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WGLF-F (AOR) | 46/18.1 | --- | 8.8 | --- | 9.6 | ---- | 59/724 | 525/33.3 | --- | 32.8 | 128 | | | | WGLF-F |
| 2. WTHZ-F (CHR) | 36/14.2 | --- | 13.1 | --- | 9.6 | ---- | 46/641 | 544/34.5 | --- | 36.9 | 82 | | | | WTHZ-F |
| 3. WANM-F (B) | 36/14.2 | --- | 25.0 | --- | 19.9 | ---- | 37/265 | 244/15.5 | --- | 19.8 | 77 | | | | WANM |
| 4. WIQI-F (B) | 26/10.2 | --- | 2.7 | --- | 2.2 | ---- | 39/350 | 195/12.4 | --- | 11.9 | 71 | | | | WIQI-F |
| WTNT A/F (C) | 26/10.2 | --- | 10.0 | --- | 9.5 | ---- | 66/743 | 277/17.6 | --- | 18.5 | 135 | | | | WTNT A/F |
| 6. WBGM-F (AC) | 18/ 7.1 | --- | 13.5 | --- | 14.0 | ---- | 25/461 | 335/21.2 | --- | 31.0 | 142 | | | | WBGM-F |
| 7. WMLO-F (EZ) | 11/ 4.3 | --- | 2.3 | --- | 4.8 | ---- | 16/278 | 170/10.8 | --- | 6.3 | 67 | | | | WMLO-F |
| 8. WMNX-F (C) | 10/ 3.9 | --- | 6.2 | --- | 10.7 | ---- | 10/192 | 170/10.8 | --- | 13.0 | 110 | | | | WMNX-F |
| 9. WTAL (8B) | 5/ 2.0 | --- | 3.1 | --- | 3.7 | ---- | 5/131 | 131/ 8.3 | --- | 7.4 | 0 | | | | WTAL |

12+ FM SHARE (METRO): 79.45% (174 of 219) (SPG 87: 64.89%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|
| 1. WTHZ-F< | 1. WGLF-F> | 1. WGLF-F> | 1. WGLF-F> | 1. WGLF-F> | 1. WGLF-F> | 1. WTHZ-F< | 1. WGLF-F> | 1. WGLF-F | 1. WIQI-F | 1. WMLO-F |
| 2. WIQI-F>> | 2. WANM-F | 2. WANM-F | 2. WTNT-AF | 2. WTNT-AF | 2. WMLO-F | 2. WGLF-F> | 2. WTHZ-F | 2. WTHZ-F | 2. WGLF-F | 2. WBGM-F |
| 3. WANM-F | 3. WTHZ-F> | 3. WTHZ-F | 3. WANM-F | 3. WTHZ-F | 3. WANM-F | 3. WANM-F | 3. WANM-F | 3. WANM-F< | 3. WANM-F | 3. WTHZ-F> |
| 4. WGLF-F | 4. WIQI-F | 4. WTNT-AF | 4. WTHZ-F | 4. WANM-F | 4. WGLF-F | 4. WTNT-AF | 4. WTNT-AF | 4. WIQI-F | 4. WTNT-F | 4. WIQI-F |
| 5. WTNT-AF | 5. WTNT-AF | 5. WIQI-F | 5. WBGM-AF | 5. WBGM-AF | 5. WBGM-AF | 5. WBGM-F | 5. WBGM-F | 5. WBGM-F | 5. WBGM-F | 5. WBGM-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 36 (1) | 36 (1) | 16.4 | 25.8 | WCVC 1330 Tallahassee 1.2/3.4 |
| AOR/CLASSIC | | 46 (1) | 46 (1) | 21.0 | | |
| AC/OLDIES/SOFT ROCK | | 18 (1) | 18 (1) | 8.2 | 15.6 | WJAD-F 97.3 Bainbridge .8/4.2 |
| MOR/VARIETY/FULL | | | | | | |
| COUNTRY | 1 (1) | 35 (2) | 36 (3) | 16.4 | 19.1 | |
| BLACK/URBAN | 36 (1) | 28 (2) | 64 (3) | 29.2 | 32.0 | |
| BTFL MUSIC/EZ | | 11 (1) | 11 (1) | 5.0 | 2.7 | |
| NEWS/TALK | | | | | | |
| NOSTALGIA | 5 (1) | | 5 (1) | 2.3 | 3.6 | MISCELLANEOUS COMMENTS WBGM A/F sold by Woolfson to HVS for \$3,900,000 (E) (Blackburn)... WGLF reclassified as AOR... WMNX sold by HVS for \$1,500,000... |
| RELIGION/GOSPEL | 3 (1) | | 3 (1) | 1.4 | 1.3 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 45 (4) | 174 (8) | 219 (12) | | | |

| RADIO STATIONS | Power | Frequency | Format | Advertiser | Buyer |
|-------------------------------------|-------|-----------|-----------|----------------------------|----------------|
| WANM, 1070, 10 KW (DAYS) | | | BLACK | SBN, \$ 27.00 (Banner) | Bob Badger |
| WTAL, 1450, 1 KW | | | NOSTALGIA | CBS, \$ 10.00 (P/W) | Don Keyes |
| WBGM-F, 98.9, 100 KW @ 365, AC | | | | ABC-C, \$ 36.00 (Mc-Guild) | Bob Badger |
| WGLF-F, 104.1, 100 KW @ 440, AOR | | | | ABC-F, \$ 30.00 (Banner) | Bill Marriott |
| WMNX-F, 95.9, 3 KW @ 300, COUNTRY | | | | \$ 25.00 (Mc-Guild) | Bud Diehm |
| WTHZ-F, 103.1, 3 KW @ 300, CHR | | | | \$ 30.00 (MMR) | Howard Dolgoff |
| WTNT-F, 94.9, 100 KW @ 850, COUNTRY | | | | ABC-I, \$ 28.00 (Christal) | Mark Halverson |
| WIQI-F, 101.7, 3 KW @ 300, BLACK | | | | MBS, \$ 12.00 (---) | Lee Clear |
| WMLO-F, 104.9, 2 KW @ 413, BTFL/EZ | | | | \$ 16.00 (Eastman) | Jon Hill |

| FORMATS | SPG 87 | | | | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|--------------------------------------|----------|-----------|-----------|------|------|--|-------|-----------------|--------|
| | AM | FM | TOTAL | % | % | | | | |
| TOP 40/CHR/CONTEMP AOR/CLASSIC | 11 (1) | 503 (2) | 514 (3) | 19.3 | 20.5 | WAMA | 1550 | Tampa | .7/ .8 |
| AC/OLDIES/SOFT ROCK MOR/VARIETY/FULL | 30 (1) | 439 (4) | 469 (5) | 17.6 | 18.0 | WLFF | 680 | St. Petersburg | .4/1.4 |
| | | | | | 0.8 | WPSO | 1500 | New Port Richey | .3/ .9 |
| COUNTRY | 108 (1) | 242 (2) | 350 (3) | 13.1 | 11.7 | WCAT-F | 106.7 | Leesburg | .3/1.3 |
| BLACK/URBAN | 110 (2) | | 110 (2) | 4.1 | 4.4 | WKTK-F | 98.5 | Crystal River | .3/1.1 |
| BTFL MUSIC/EZ NEWS/TALK | 206 (2) | 373 (2) | 373 (2) | 14.0 | 13.1 | | | | |
| | | 206 (2) | 206 (2) | 7.7 | 8.3 | | | | |
| NOSTALGIA | 92 (3) | 81 (1) | 173 (4) | 6.5 | 10.4 | | | | |
| RELIGION/GOSPEL | 20 (1) | | 20 (1) | 0.7 | 0.9 | | | | |
| SPANISH | | 50 (1) | 50 (1) | 1.9 | 1.6 | | | | |
| CLASSICAL | | 60 (1) | 60 (1) | 2.2 | | | | | |
| JAZZ/NEW AGE | 9 (1) | 13 (1) | 22 (1) | 0.8 | | | | | |
| UNKNOWN/OTHERS | | | | | | | | | |
| | 586 (12) | 2084 (16) | 2670 (28) | | | | | | |

RADIO STATIONS

AM STATIONS

| | | | |
|--------------------------------|-------------|----------------------------|-------------------|
| WAMA, 1550, 10 KW (DAYS) | , HISPANIC | UPI, \$ 25.00 (Caballero) | E. Archilla-Roig |
| WDAE, 1250, 5 KW (DA-N) | , NOSTALGIA | ABC-I, \$ 58.00 (Mc-Guild) | Jim Shields |
| WFLA, 970, 5 KW (DA-2) | , TALK | NBC, \$ 46.00 (Durpetti) | 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.) | Michael Gillespie |
| WRBQ, 1380, 5 KW (DA-N) | , CHR | ABC-F, \$ NA (Eastman) | Edens |
| WRXB, 1590, 5 KW/1 KW (DA-2) | , BLACK | NBN, \$ 25.00 (Lazar) | Luis Albertini |
| 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) | Gordon Obarski |

FM STATIONS

| | | | |
|--|-----------------------------|------------------------|----------------|
| WFLZ, 93.3, 100 KW @ 940, AC | , \$ 60.00 (Durpetti) | Jacor | Dave Macejko |
| WGUL, 105.5, 3 KW @ 300, NOSTALGIA | MBS, \$ 42.00 (Roslin) | Marcocci | Carl Marcocci |
| WKRL, 97.9, 100 KW @ 639, CLASSIC ROCK | Source, \$ 78.00 (Christal) | Sandusky | Dan DiLoreto |
| WNLT, 95.7, 100 KW @ 650, AC | , \$ 70.00 (Mc-Guild) | Metroplex | Jonathan Pinch |
| WQYK, 99.5, 100 KW @ 550, COUNTRY | , \$110.00 (Katz) | Infinity | Charlie Ochs |
| WRBQ, 104.7, 100 KW @ 555, CHR | ABC-F, \$280.00 (Eastman) | Edens | Luis Albertini |
| WUSA, 100.7, 100 KW @ 630, AC | , \$104.00 (Mc-Guild) | Gannett | Mike Shields |
| WWBA, 107.3, 100 KW @ 649, BTFL/EZ | , \$101.00 (Republic) | Cox | Bob Neil |
| WXCR, 92.1, 2 KW @ 400, CLASSICAL | UPI, \$ 40.00 (CMBS) | Entercom | Richard Roslow |
| 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) | |

WDOV - See Sarasota

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

MISCELLANEOUS COMMENTS

| | | | |
|--------------------------|--|---|--|
| WCBF: Changes to WQYK-AM | WTAN: Solf for \$650,000 (Fischer) | WQYK-AM: Now programs Country and simulcasts with WQYK-F | WGUL-A and WGUL-F simulcasted during rating period as did WRBQ AM and FM |
| | WFLA, WFLZ-F: From Sconnix to Jacor for \$20,000,000 (Stevens) | WWBA-F: Changed from BTFL to Soft AC after rating period (July) | |
| | WWBA-F: From Metropolitan to Sillerman to Cox for \$17,100,000 | | |
| | WWBA: Changes from BTFL to Soft AC (August) | | |

***** 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 |

TERRE HAUTE

Arbitron Rank/Pop (12+): 170/175,100

MSA Rank/Pop: 268/134,500

ADI # 125

Average Person Ratings: 14.3

Market TSL: 19.5 hours

Stations: 18/13

Diaries: 660/265:1/57.8%

Sample Target: 550

% Below Line: 2.4

% Not Listed: 7.2

1987 Revenue: \$3,700,000

HH Inc.: \$28,889

Retail \$: 1.14 Bil

Pop per Station: 13,469

#1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WTHI-F (C) | 50/20.0 | --- | 22.5 | --- | 25.4 | ---- | 87/1014 | 621/35.5 | --- | 35.2 | 96 | | | WTHI-F |
| 2. WPFR-F (CHR) | 46/18.4 | --- | 11.5 | --- | 12.9 | ---- | 63/ 789 | 501/29.6 | --- | 23.8 | 83 | | | WPFR-F |
| 3. WMGI-F (AC) | 33/13.2 | --- | 11.9 | --- | 7.0 | ---- | 38/ 606 | 438/25.0 | --- | 21.9 | 177 | | | WMGI-F |
| WZZQ-F (AOR) | 33/13.2 | --- | 15.8 | --- | 16.5 | ---- | 52/ 824 | 476/27.2 | --- | 25.1 | 123 | | | WZZQ-F |
| 5. WBOW (MOR) | 19/ 7.6 | --- | 4.0 | --- | 4.4 | ---- | 19/ 207 | 198/11.3 | --- | 9.5 | 36 | | | WBOW |
| 6. WAXI-F (BB) | 10/ 4.0 | --- | 4.7 | --- | 1.5 | ---- | 17/ 178 | 126/ 7.2 | --- | 7.1 | 0 | | | WAXI-F |
| 7. WSOM-F (AC) | 7/ 2.8 | --- | 2.8 | --- | 5.9 | ---- | 7/ 150 | 133/ 7.6 | --- | 10.2 | 193 | | | WSOM-F |
| 9. WTHI (O) | 6/ 2.4 | --- | 4.0 | --- | 5.6 | ---- | 6/ 115 | 115/ 6.6 | --- | 7.6 | 113 | | | WTHI |
| WPRS (MOR) | 6/ 2.4 | --- | 4.7 | --- | 2.9 | ---- | 7/ 131 | 98/ 5.6 | --- | 7.0 | 75 | | | WPRS |

12+ FM SHARE (METRO): 81.47% (189 of 232) (SPG 87: 83.77%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------------------|------------|-----------------------|------------|------------|------------------------|------------|------------|------------|-----------------------|-----------|
| 1. WPFR-F>>>1. WPFR-F | 1. WMGI-F | 1. WMGI-F>>>1. WMGI-F | 1. WMGI-F> | 1. WMGI-F> | 1. WTHI-F>>>1. WTHI-F> | 1. WTHI-F> | 1. WTHI-F | 1. WPFR-F> | 1. WPFR-F>>>1. WTHI-F | 1. WTHI-F |
| 2. WZZQ-F | 2. WZZQ-F< | 2. WZZQ-F | 2. WTHI-F< | 2. WBOW > | 2. WPFR-F< | 2. WMGI-F | 2. WTHI-F> | 2. WZZQ-F> | 2. WZZQ-F | 2. WZZQ-F |
| 3. WMGI-F>>>3. WPFR-F> | 3. WPFR-F> | 3. WTHI-F | 3. WZZQ-F | 3. WMGI-F | 3. WMGI-F< | 3. WPFR-F | 3. WMGI-F | 3. WTHI-F | 3. WTHI-F | 3. WACF-F |
| 4. 4. | 4. WTHI-F | 4. WPFR-F | 4. WPFR-F | 4. WAXI-F | 4. WZZQ-F | 4. WZZQ-F | 4. WZZQ-F | 4. WZZQ-F | 4. WMGI-F | 4. WMGI-F |
| 5. 5. | 5. | 5. | 5. | 5. | 5. | 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. WPFR-F>>>1. WMGI-F | 1. WMGI-F>>>1. WMGI-F | 1. WMGI-F> | 1. WMGI-F> | 1. WMGI-F>>> | 1. WZZQ-F | 1. WZZQ-F> | 1. WZZQ-F | 1. WZZQ-F> | 1. WZZQ-F |
| 2. WMGI-F | 2. WPFR-F | 2. WZZQ-F | 2. WPFR-F> | 2. WPFR-F | 2. WPFR-F | 2. WPFR-F> | 2. WPFR-F | 2. WPFR-F | 2. WTHI-F |
| WZZQ-F | 3. WZZQ-F>>>3. WPFR-F | 3. WZZQ-F | 3. WZZQ-F | 3. WTHI-F | 3. WTHI-F | 3. WTHI-F | 3. WMGI-F | 3. WTHI-F | 3. WMGI-F |
| 4. 4. | 4. | 4. | 4. WTHI-F | 4. WZZQ-F | 4. | 4. WMGI-F | 4. WTHI-F | 4. WMGI-F | 4. WPFR-F |
| 5. 5. | 5. | 5. | 5. | 5. WSOM-F | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 47 (2) | 47 (2) | 20.3 | 13.6 | WACF-F 98.5 Paris 2.0/7.3 |
| AOR/CLASSIC | | 33 (1) | 33 (1) | 14.2 | 17.5 | WKZI 800 Casey 2.0/2.3 |
| AC/OLDIES/SOFT ROCK | 7 (2) | 40 (2) | 47 (4) | 20.3 | 21.5 | WVVR-F 105.5 W. Terre Haute 1.2/2.3 |
| MOR/VARIETY/FULL | 27 (3) | | 27 (3) | 11.6 | 10.1 | WYTL 1300 Terre Haute 1.2/2.6 |
| COUNTRY | 5 (1) | 56 (3) | 61 (4) | 26.3 | 30.7 | WONL-F 102.1 Danville .4/2.2 |
| BLACK/URBAN | | | | | | WGN 720 Chicago .4/2.3 |
| BTFL MUSIC/EZ | | | | | | WIAI-F 99.1 Oanville .4/1.9 |
| NEWS/TALK | 1 (1) | | 1 (1) | 0.4 | | WIBC 1070 Indianapolis .8/1.4 |
| NOSTALGIA | | 10 (1) | 10 (1) | 4.3 | | WLS 890 Chicago .4/2.4 |
| RELIGION/GOSPEL | | 3 (1) | 3 (1) | 1.3 | 1.3 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | 3 (1) | | 3 (1) | 1.3 | 5.3 | |
| | 43 (8) | 189 (10) | 232 (18) | | | |

RADIO STATIONS

| | | | | |
|-------------------------------------|----------|----------------------------|----------------|---------------|
| WBOW, 1230, 1 KW | , MOR | ABC-I,\$ 12.00 (Christal) | Contemp. Media | Ronn Mott |
| WTHI, 1480, 5 KW/1 KW (OA-2) | , OLDIES | US 2,\$ 12.00 (Katz) | | Dave Liston |
| WPRS, 1440, 1 KW/250 W | , MOR | ABC-E,\$ 8.00 (---) | (PARIS, IL) | Bill Brown |
| WMGI-F, 100.7, 50 KW @ 500, AC | | CBS-R,\$ 19.00 (Republic) | | Paula Padgett |
| WPFR-F, 102.7, 50 KW @ 500, CHR | | , \$ 17.00 (K & P) | | Tony Clark |
| WTHI-F, 99.9, 50 KW @ 500, COUNTRY | | US 2,\$ 30.00 (Katz) | | Dave Liston |
| WVVR-F, 105.5, 3 KW @ 300, RELIGION | | , \$ 8.00 (---) | | Howard Huey |
| WZZQ-F, 107.5, 28 KW @ 670, AOR | | ABC-R,\$ 24.00 (Christal) | | Ronn Mott |
| WACF-F, 98.5, 50 KW @ 500, COUNTRY | | ABC-E,\$ 8.00 (---) | (PARIS, IL) | Bill Brown |
| WAXI-F, 104.9, 1 KW @ 440, NOST/EZ | | SMN,NBC,\$ 6.00 (Regional) | (ROCKVILLE) | Bill Cook |
| WSOM-F, 97.7, 3 KW @ 300, SOFT AC | | , \$ 9.00 (Roslin) | (BRAZIL) | Mark Lange |

TOLEDO

Arbitron Rank/Pop (12+): 70/502,300

MSA Rank/Pop: 81/614,000

Average Person Ratings: 16.8
Market TSL: 22.3 hours

Stations: 17/11

Diaries: 1024/491:1/52.2%

Sample Target: 1010

% Below Line: 10.1

% Not Listed: 9.9

1987 Revenue: \$14,400,000

HH Inc.: \$32,816

Retail \$: 4.9 Bill

Pop per Station: 45,663

#1 Biller: WMHE-F \$3,000,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. WKKO-F (C) | 121/14.4 | 9.5 | 10.0 | 8.5 | 8.3 | 10.6 | 152/1618 | 1082/21.5 | 19.3 | 18.6 | 126 | 9.1 | 84 | 911 | WKKO-F |
| 2. WLQR-F (EZ) | 97/11.5 | 9.8 | 10.2 | 12.1 | 9.5 | 10.9 | 136/1375 | 946/18.8 | 19.0 | 16.6 | 83 | 6.3 | 58 | 901 | WLQR-F |
| 3. WMHE-F (CHR) | 93/11.0 | 15.4 | 15.3 | 13.3 | 13.2 | 13.8 | 190/2962 | 1559/31.0 | 33.4 | 32.1 | 99 | 16.3 | 151 | 1838 | WMHE-F |
| 4. WIOT-F (ADR) | 81/ 9.6 | 8.8 | 9.7 | 10.0 | 11.0 | 9.5 | 153/1842 | 1064/21.2 | 22.6 | 23.0 | 102 | 16.1 | 149 | 1536 | WIOT-F |
| 5. WWM-F (AC) | 73/ 8.7 | 6.2 | 7.9 | 6.3 | 8.3 | 7.3 | 86/1191 | 949/13.9 | 19.5 | 19.7 | 143 | 5.6 | 52 | 799 | WWM-F |
| 6. WSPD (MOR) | 52/ 6.2 | 9.3 | 6.5 | 7.6 | 8.6 | 7.2 | 63/1123 | 821/16.3 | 15.9 | 21.3 | 47 | 6.7 | 62 | 917 | WSPD |
| 7. WRQN-F (CHR) | 48/ 5.7 | 6.3 | 5.2 | 5.0 | 7.4 | 5.6 | 73/1355 | 929/18.5 | 14.9 | 17.9 | 42 | 6.6 | 61 | 1006 | WRQN-F |
| 8. WTOD (C) | 40/ 4.8 | 4.8 | 4.7 | 3.4 | 4.0 | 4.4 | 52/ 669 | 565/11.2 | 8.1 | 8.8 | 69 | 3.3 | 31 | 414 | WTOD |
| 9. WJR (MOR) | 35/ 4.2 | 4.0 | 6.9 | 7.2 | 4.7 | 5.6 | 88/1647 | 616/12.3 | 14.1 | 13.8 | 112 | 5.2 | 48 | 561 | WJR |
| 10. WVOI (B) | 33/ 3.9 | 3.2 | 4.3 | 3.8 | 4.4 | 3.8 | 33/ 354 | 354/ 7.0 | 7.5 | 6.5 | 121 | 5.0 | 46 | 608 | WVOI |
| 11. WCWA (D) | 29/ 3.4 | 3.8 | 2.7 | 3.2 | 2.3 | 3.3 | 32/ 489 | 425/ 8.5 | 8.5 | 7.9 | 162 | 2.5 | 23 | 341 | WCWA |
| 12. CKLW (BB) | 26/ 3.1 | 3.8 | 2.7 | 3.6 | 2.3 | 3.3 | 53/ 772 | 379/ 7.5 | 6.8 | 6.4 | 23 | 3.0 | 28 | 423 | CKLW |
| 13. | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 70.22% (533 of 759) (SPG 87: 68.71%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|------------|------------|------------|------------|------------|----------------------|------------|------------|------------|-------------|
| 1. WMHE-F>>1. WIOT-F> | 1. WKKO-F | 1. WKKO-F | 1. WKKO-F | 1. WKKO-F> | 1. WLQR-F | 1. WKKO-F>>1. WKKO-F | 1. WLQR-F | 1. WSPD > | 1. WSPD > | 1. WSPD > |
| 2. WRQN-F> | 2. WWM-F | 2. WIOT-F< | 2. WWM-F | 2. WWM-F | 2. WKKO-F> | 2. WMHE-F | 2. WLQR-F> | 2. WKKO-F | 2. WMHE-F< | 2. WLQR-F>> |
| 3. WIOT-F | 3. WMHE-F< | 3. WWM-F< | 3. WMHE-F | 3. WMHE-F | 3. WSPD > | 3. WWM-F | 3. WIOT-F< | 3. WIOT-F< | 3. WIOT-F | 3. WWM-F |
| 4. WVOI | 4. WKKO-F> | 4. WMHE-F> | 4. WIOT-F> | 4. WIOT-F< | 4. WTOD | 4. WLQR-F | 4. WMHE-F | 4. WMHE-F | 4. WLQR-F | 4. WIOT-F |
| 5. | 5. WRQN-F | 5. | 5. WLQR-F | 5. WLQR-F | 5. WJR | 5. WSPD | 5. WIOT-F | 5. WWM-F | 5. WRQN-F | 5. WKKO-F |

| WOM 18-24 | WOM 18-34 | WOM 25-34 | WOM 18-49 | WOM 25-54 | MEN 18-24 | MEN 18-34 | MEN 25-34 | MEN 18-49 | MEN 25-54 |
|------------|-----------|------------|-----------|------------|-----------------------|------------|--------------------|------------|------------|
| 1. WMHE-F | 1. WMHE-F | 1. WWM-F< | 1. WMHE-F | 1. WMHE-F< | 1. WIOT-F>>1. WIOT-F> | 1. WIOT-F | 1. WIOT-F | 1. WKKO-F< | 1. WKKO-F> |
| 2. WRQN-F> | 2. WWM-F> | 2. WMHE-F> | 2. WWM-F | 2. WKKO-F | 2. WKKO-F< | 2. WKKO-F> | 2. WKKO-F | 2. WIOT-F> | 2. WIOT-F |
| 3. WIOT-F | 3. WRQN-F | 3. WIOT-F< | 3. WKKO-F | 3. WWM-F | 3. WRQN-F | 3. WWM-F> | 3. WWM-F>>3. WWM-F | 3. WWM-F | 3. WWM-F |
| 4. WWM-F< | 4. WIOT-F | 4. WKKO-F< | 4. WLQR-F | 4. WLQR-F> | 4. | 4. WMHE-F | 4. WMHE-F | 4. WMHE-F | 4. WJR |
| 5. WKKO-F | 5. WKKO-F | 5. WLQR-F | 5. WRQN-F | 5. WIOT-F | 5. | 5. WRQN-F | 5. | 5. WCWA | 5. WLQR-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|---------|---------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 141 (2) | 141 (2) | 18.6 | 22.9 |
| AOR/CLASSIC | | 90 (2) | 90 (2) | 11.9 | 13.7 |
| AC/OLOIES/SOFT ROCK | 36 (2) | 73 (1) | 109 (3) | 14.4 | 11.2 |
| MOR/VARIETY/FULL | 91 (3) | | 91 (3) | 12.0 | 15.3 |
| COUNTRY | 40 (1) | 121 (1) | 161 (2) | 21.2 | 14.1 |
| BLACK/URBAN | 33 (1) | 8 (1) | 41 (2) | 5.4 | 5.9 |
| BTFL MUSIC/EZ | | 100 (2) | 100 (2) | 13.2 | 11.5 |
| NEWS/TALK | | | | | 0.4 |
| NOSTALGIA | 26 (1) | | 26 (1) | 3.4 | 5.1 |
| RELIGION/GOSPEL | | | | | |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 226 (8) | 533 (9) | 759 (17) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|------------|---------|
| WOHO | 1470 | Toledo | .8/4.2 |
| WJLB-F | 97.9 | Detroit | 1.0/2.5 |
| WLW | 700 | Cincinnati | .5/1.1 |
| WQTE-F | 95.3 | Adrian | .4/2.1 |
| WRIF-F | 101.1 | Detroit | 1.1/3.8 |

MISCELLANEOUS COMMENTS WMHE-F sold by Osborn to Noble for \$18,000,000 (E) (Americom)...

RADIO STATIONS

| | | | | | |
|-------------------------------------|-------------|--------------------|------------|-----------------|-----------------|
| WCWA, 1230, 1 KW | , OLDIES | MBS, CBS, \$ 20.00 | (Mc-Guild) | Reams | Bob Lafferty |
| WOHO, 1470, 1 KW (DA-2) | , AC/OLOIES | , \$ 17.00 | (Durpetti) | | Patricia Dickey |
| WSPD, 1370, 5 KW (DA-N) | , MOR | NBC, \$ 50.00 | (Katz) | Commonwealth | Steve Stewart |
| WTOD, 1560, 5 KW (DAYS, DA) | , COUNTRY | ABC-I, \$ 31.00 | (MMR) | Booth | Clyde Roberts |
| WVOI, 1520, 1 KW (DA-2) | , BLACK | SBN, \$ 19.00 | (Roslin) | | Charles Welch |
| WIOT-F, 104.7, 37 KW @ 655, AOR | | Source, \$ 60.00 | (Mc-Guild) | Reams | Bob Lafferty |
| WKKO-F, 99.9, 50 KW @ 500, COUNTRY | | ABC-E, \$ 46.00 | (MMR) | Booth | Clyde Roberts |
| WLQR-F, 101.5, 15 KW @ 910, BTFL/EZ | | , \$ 50.00 | (Katz) | Commonwealth | Steve Stewart |
| WMHE-F, 92.5, 50 KW @ 480, CHR | | ABC-F, \$ 74.00 | (Christal) | Noble | Ruth Ray |
| WRQN-F, 93.5, 3 KW @ 300, CHR | | , \$ 25.00 | (Republic) | (BOWLING GREEN) | Dan Dudley |
| WWM-F, 105.5, 2.7 KW @ 300, AC | | , \$ 43.00 | (Durpetti) | | Patricia Dickey |

TOPEKA

Arbitron Rank/Pop (12+): 169/176,800

Stations: 18/8
 Oiaries: 647/273:1/47.8%
 Sample Target: 550
 % Below Line: 17.9
 % Not Listed: 11.0

1987 Revenue: \$5,700,000
 HH Inc.: \$37,443
 Retail \$: 1.14 Bil
 Pop per Station: 22,100
 #1 Biller: WIBW \$1,300,000

MSA Rank/Pop: 234/159,700
 AOI # 14.5
 Average Person Ratings: 15.4
 Market TSL: 20.5 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | 25-54 | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------|-------------|-----------|------------|
| 1. KTPK-F (C) | 45/16.5 | --- | 17.1 | --- | 13.3 | ---- | 72/ 730 | 454/25.7 | --- | 30.5 | 101 | | | | KTPK-F |
| 2. KMAJ-F (AC) | 34/12.5 | --- | 12.3 | --- | 7.4 | ---- | 63/ 733 | 433/24.5 | --- | 21.3 | 186 | | | | KMAJ-F |
| 3. WIBW-F (CHR) | 32/11.7 | --- | 12.7 | --- | 12.6 | ---- | 54/1052 | 504/28.5 | --- | 30.5 | 86 | | | | WIBW-F |
| 4. WIBW (C) | 26/ 9.5 | --- | 8.6 | --- | 10.4 | ---- | 53/ 796 | 340/19.2 | --- | 17.7 | 68 | | | | WIBW |
| 5. KOVV-F (CHR) | 21/ 7.7 | --- | 9.9 | --- | 6.7 | ---- | 21/ 333 | 333/18.8 | --- | 20.7 | 104 | | | | KOVV-F |
| 6. KHUM-F (EZ) | 13/ 6.6 | --- | 1.7 | --- | --- | ---- | 20/ 246 | 184/10.4 | --- | 5.5 | 88 | | | | KHUM-F |
| 7. KTUP (O) | 16/ 5.9 | --- | 5.5 | --- | 7.8 | ---- | 17/ 213 | 201/11.4 | --- | 11.9 | 49 | | | | KTUP |
| 8. KYYS-F (AOR) | 14/ 5.1 | --- | 5.8 | --- | 5.6 | ---- | 20/ 492 | 232/13.1 | --- | 10.7 | 84 | | | | KYYS-F |
| 9. WOAF (C) | 12/ 4.4 | --- | 4.8 | --- | 4.1 | ---- | 62/ 737 | 168/ 9.5 | --- | 13.8 | 82 | | | | WOAF |
| 10. | | | | | | | | | | | | | | | |
| 11. | | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 74.07% (180 of 243) (SPG 87: 70.85%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|----------------------|------------|------------|----------------------|------------|------------|------------|-----------|------------|-----------|------------|
| 1. WIBW-F>>1. KMAJ-F | 1. KMAJ-F> | 1. KMAJ-F> | 1. KMAJ-F>>1. KMAJ-F | 1. KMAJ-F> | 1. KTPK-F> | 1. KTPK-F | 1. KTPK-F | 1. KTPK-F | 1. WIBW | 1. KTPK-F< |
| 2. KOVV-F>>2. KOVV-F | 2. KTPK-F | 2. KTPK-F | 2. KTPK-F | 2. KTPK-F> | 2. WIBW > | 2. KMAJ-F | 2. KMAJ-F | 2. WIBW-F | 2. WIBW-F | 2. KMAJ-F> |
| 3. | 3. WIBW-F | 3. WIBW-F | 3. WIBW-F | 3. WIBW-F | 3. KTUP | 3. WIBW-F | 3. KOVV-F | 3. KMAJ-F> | 3. KTPK-F | 3. KNZA-F |
| 4. | 4. KTPK-F | 4. KOVV-F | 4. KOVV-F | 4. KOVV-F | 4. KHUM-F | 4. KOVV-F< | 4. WIBW-F | 4. KOVV-F | 4. KTUP | 4. WIBW |
| 5. | KYYS-F | 5. | 5. | 5. WIBW | KMAJ-F | 5. WIBW | 5. KHUM-F | 5. WIBW | 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. KOVV-F | 1. KMAJ-F | 1. KMAJ-F>>1. KMAJ-F | 1. KMAJ-F | 1. KMAJ-F> | 1. KTPK-F | 1. KTPK-F | 1. KMAJ-F | 1. KMAJ-F> | 1. KMAJ-F> |
| 2. KYYS-F | 2. KOVV-F> | 2. KOVV-F | 2. KTPK-F | 2. KTPK-F> | WIBW-F | WIBW-F | 2. KHUM-F | 2. KTPK-F | 2. KTPK-F> |
| 3. KTPK-F | 3. WIBW-F> | 3. WIBW-F | 3. KOVV-F | 3. KOVV-F | 3. KYYS-F | KYYS-F | KYYS-F | 3. WIBW-F | 3. WIBW-F |
| WIBW-F | 4. KTPK-F | 4. KTPK-F | 4. WIBW-F | WIBW-F | 4. KOVV-F | 4. KMAJ-F | 4. | 4. KYYS-F | 4. |
| 5. | KYYS-F | 5. | 5. | 5. | 5. | 5. | 5. | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|------|--|
| TOP 40/CHR/CONTEMP | | 54 (3) | 54 (3) | 22.2 | 27.3 | KEWI 1440 Topeka .7/7.1 |
| AOR/CLASSIC | | 22 (3) | 22 (3) | 9.1 | 6.6 | KCFX-F 100.7 Harrisonville .7/2.0 |
| AC/OLDIES/SOFT ROCK | 18 (2) | 34 (1) | 52 (3) | 21.4 | 15.9 | KCMO 810 Kansas City 1.5/5.1 |
| MOR/VARIETY/FULL | 1 (1) | | 1 (1) | 0.4 | 3.7 | KCPW-F 94.9 Kansas City .4/3.8 |
| COUNTRY | 40 (3) | 48 (2) | 88 (5) | 36.2 | 35.4 | KLZR-F 105.9 Lawrence 2.2/5.7 |
| BLACK/URBAN | | 4 (1) | 4 (1) | 1.6 | 1.8 | KMBZ 980 Kansas City .4/1.6 |
| BTFL MUSIC/EZ | | 18 (1) | 18 (1) | 7.4 | 1.1 | KNZA-F 103.9 Hiawatha 1.1/1.8 |
| NEWS/TALK | 4 (1) | | 4 (1) | 1.6 | 1.1 | KPRS-F 103.3 Kansas City 1.5/3.6 |
| | | | | | | WHB 710 Kansas City .7/2.2 |
| NOSTALGIA | | | | | 7.0 | |
| RELIGION/GOSPEL | | | | | | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | | |
| | 63 (7) | 180 (11) | 243 (18) | | | |

MISCELLANEOUS COMMENTS WREN sold for \$375,000...

RADIO STATIONS

| | | | | |
|---------------------------------------|---------|--------------------|------------|----------------|
| KEWI, 1440, 5 KW/1 KW (DA-2) | COUNTRY | ABC-I, \$ 13.00 | (Torbet) | Fritz Reynolds |
| KTUP, 1490, 1 KW | OLDIES | MBS, \$ 16.00 | (Banner) | Oon Neer |
| WIBW, 580, 5 KW (DA-N) | COUNTRY | CBS, MBS, \$ 33.00 | (Katz) | Dick Painter |
| WREN, 1250, 5 KW (DA-N) | MOR | \$ 13.00 | (Eastman) | Ted Cramer |
| KOVV-F, 100.3, 100 KW @ 260, CHR | | \$ 22.00 | (Banner) | Don Neer |
| KMAJ-F, 107.7, 100 KW @ 460, AC | | \$ 26.00 | (Torbet) | Fritz Reynolds |
| KTPK-F, 106.9, 100 KW @ 1210, COUNTRY | | \$ 34.00 | (HNWH) | Pat Powers |
| WIBW-F, 97.3, 100 KW @ 1217, CHR | | \$ 27.00 | (Katz) | Dick Painter |
| KHUM-F, 95.7, 100 KW @ 900, BTFL/EZ | | \$ 16.00 | (Christal) | Gerald Getz |

Other ranked stations - See Kansas City

TUCSON

Arbitron Rank/Pop (12+): 65/522,700

Stations: 22/19
Diaries: 877/596:1/53.4%
Sample Target: 880
% Below Line: 4.4
% Not Listed: 11.1

1987 Revenue: \$16,000,000
MH Inc.: \$27,740
Retail \$: 3.7 Bill
Pop per Station: 27,511
#1 Biller: KRQQ-F \$2,000,000

MSA Rank/Pop: 79/626,000

AJI # 83

Average Person Ratings: 16.2

Market TSL: 22.3 hours

| 12+ METRO | 1/4/SHARE | WIN | FAL | SUM | SPG | 4 Book | 12+ TSA | 12+ METRO | FAL | SPG | % | Birch | Birch | Birch |
|-------------------|-----------|------|------|------|------|--------|----------|-----------|--------|------|-----|------------|-------|-------|
| | | 88 | 87 | 87 | 87 | Avg. | 1/4/CUME | CUME/CUME | RATING | 87 | 87 | Conversion | Share | AQH |
| 1. KRQQ-F (CHR) | 173/20.5 | 19.3 | 15.8 | 11.2 | 11.6 | 16.7 | 201/2052 | 1809/34.6 | 28.9 | 24.3 | 87 | 28.2 | 277 | 2104 |
| 2. KIIM-F (C) | 95/11.2 | 10.4 | 8.5 | 11.3 | 7.6 | 10.4 | 99/1148 | 1026/19.6 | 17.0 | 16.1 | 108 | 10.0 | 98 | 1007 |
| 3. KJYK-F (E) | 80/ 9.5 | 10.4 | 12.6 | 12.0 | 13.1 | 11.1 | 87/ 870 | 779/14.9 | 20.5 | 18.0 | 39 | 7.4 | 73 | 775 |
| 4. KWFM-F (AC) | 76/ 9.0 | 9.2 | 9.5 | 11.2 | 9.0 | 9.7 | 85/1147 | 994/19.0 | 18.2 | 20.7 | 142 | 7.6 | 75 | 874 |
| 5. KLPX-F (AOR) | 64/ 7.6 | 8.7 | 9.2 | 7.6 | 8.0 | 8.3 | 66/1059 | 1005/19.2 | 16.9 | 19.8 | 113 | 8.5 | 83 | 828 |
| 6. KCUB (C) | 31/ 3.7 | 3.5 | 4.2 | 4.6 | 3.2 | 4.0 | 31/ 442 | 442/ 8.5 | 9.4 | 8.3 | 114 | 2.7 | 27 | 373 |
| KNST (N/T) | 31/ 3.7 | 3.6 | 4.0 | 4.3 | 3.2 | 3.9 | 32/ 481 | 428/ 8.2 | 13.9 | 8.6 | 95 | 2.7 | 27 | 373 |
| 7. KUPD-F (AOR) | 24/ 2.8 | 3.0 | 3.0 | 4.0 | 5.0 | 3.2 | 31/ 482 | 393/ 7.5 | 6.5 | 11.8 | 75 | 2.2 | 22 | 553 |
| 8. KXEW (SP) | 21/ 2.5 | 2.1 | 1.8 | 1.9 | 4.3 | 2.1 | 21/ 224 | 244/ 4.7 | 3.9 | 5.8 | 92 | 2.6 | 26 | 404 |
| 9. KAIR (O) | 20/ 2.4 | 2.2 | 2.7 | 2.6 | 2.5 | 2.5 | 20/ 337 | 337/ 6.4 | 7.2 | 6.9 | 117 | 2.6 | 26 | 549 |
| 11. KCEE (O) | 19/ 2.2 | 1.2 | 1.6 | 3.1 | 1.7 | 2.0 | 34/ 346 | 236/ 4.5 | 4.8 | 7.1 | 191 | .9 | 9 | 167 |
| 12. KGVY (BB) | 16/ 1.9 | 2.8 | 2.5 | 3.2 | 3.9 | 2.6 | 16/ 222 | 205/ 3.9 | 3.6 | 4.6 | 11 | 1.6 | 16 | 266 |
| 13. KTUC (T) | 15/ 1.8 | 1.2 | 2.7 | 1.5 | .8 | 1.8 | 15/ 330 | 316/ 6.0 | 6.7 | 6.6 | 89 | 2.4 | 24 | 319 |
| 14. KTZR (AOR) | 13/ 1.5 | 1.2 | 2.2 | 2.6 | 2.4 | 1.9 | 13/ 214 | 214/ 4.0 | 4.9 | 4.9 | 47 | 1.4 | 14 | 193 |
| 15. KAWV-F (J/HA) | 12/ 1.4 | .9 | --- | --- | .6 | .6 | 12/ 211 | 192/ 3.7 | --- | 2.3 | 136 | --- | --- | --- |
| KQTL (SP) | 12/ 1.4 | 2.8 | .8 | 3.3 | 1.8 | 2.1 | 13/ 163 | 130/ 2.5 | 2.8 | 3.2 | 150 | .9 | 9 | 110 |
| KFX-F (J/CHR) | 12/ 1.4 | 1.3 | .7 | .7 | .6 | 1.0 | 13/ 335 | 320/ 6.1 | 4.7 | 4.9 | 64 | 1.3 | 13 | 283 |

12+ FM SHARE (METRO): 71.90% (540 of 751) (SPG 87: 65.52%)

| 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. KRQQ-F> | 1. KRQQ-F> | 1. KRQQ-F> | 1. KJYK-F | 1. KRQQ-F>>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. KIIM-F> |
| 2. 2. KWFM-F | 2. KWFM-F | 2. KWFM-F | 2. KWFM-F | 2. KWFM-F | 2. KIIM-F> | 2. KIIM-F | 2. KWFM-F< | 2. KIIM-F | 2. KLPX-F | 2. KRQQ-F |
| 3. 3. KLPX-F | 3. KLPX-F | 3. KLPX-F | 3. KIIM-F | 3. KIIM-F | 3. KRQQ-F | 3. KRQQ-F | 3. KIIM-F | 3. KWFM-F | 3. KIIM-F | 3. KLPX-F |
| 4. 4. KIIM-F | 4. KIIM-F | 4. KIIM-F | 4. KLPX-F | 4. KLPX-F | 4. KCUB | 4. KJYK-F | 4. KJYK-F | 4. KJYK-F | 4. KJYK-F | 4. KJYK-F |
| 5. 5. 5. | 5. 5. | 5. 5. | 5. KCEE | 5. 5. | 5. KNST | 5. KLPX-F | 5. KLPX-F | 5. KLPX-F | 5. KWFM-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. 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< | 1. KWFM-F< | 1. KRQQ-F | 1. KIIM-F |
| 2. KIIM-F | 2. KWFM-F | 2. KWFM-F>>2. KWFM-F | 2. KWFM-F | 2. KWFM-F> | 2. KLPX-F> | 2. KLPX-F | 2. KLPX-F | 2. KLPX-F | 2. KRQQ-F |
| 3. KLPX-F | 3. KIIM-F | 3. KIIM-F | 3. KIIM-F | 3. KIIM-F> | 3. KWFM-F> | 3. KWFM-F> | 3. KRQQ-F | 3. KWFM-F | 3. KWFM-F |
| 4. KWFM-F | 4. KLPX-F | 4. KLPX-F | 4. KLPX-F> | 4. 4. | 4. 4. | 4. KIIM-F> | 4. KIIM-F | 4. KIIM-F> | 4. KLPX-F> |
| 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. 5. | 5. 5. |

| FORMATS | AM | FM | TOTAL | % | % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|----------|---------|----------|------|------|---|
| TOP 40/CHR/CONTEMP | | 177 (2) | 177 (2) | 23.6 | 17.0 | KMRR 1330 Tucson .7/2.0 |
| AOR/CLASSIC | 13 (1) | 88 (2) | 101 (3) | 13.4 | 14.4 | KTKT 990 Tucson 1.2/4.0 |
| AC/OLDIES/SOFT ROCK | 49 (3) | 76 (1) | 125 (4) | 16.6 | 17.2 | KVOI 690 Tucson .9/2.2 |
| MOR/VARIETY/FULL | | | | | | KTRA 620 Phoenix 1.1/2.4 |
| COUNTRY | 31 (1) | 95 (1) | 126 (2) | 16.8 | 11.9 | KZZP-F 104.7 Mesa .5/1.1 |
| BLACK/URBAN | | 12 (1) | 12 (1) | 1.6 | 2.7 | |
| BTFL MUSIC/EZ | | 80 (1) | 80 (1) | 10.7 | 14.5 | |
| NEWS/TALK | 55 (3) | | 55 (3) | 7.3 | 6.6 | |
| NOSTALGIA | 22 (2) | | 22 (2) | 2.9 | 4.3 | MISCELLANEOUS COMMENTS KHYY-F changes calls to KAWV-F and format to Jazz/New Age... KKPW changes calls to KTZR... |
| RELIGION/GOSPEL | 8 (1) | | 8 (1) | 1.1 | | |
| SPANISH | 33 (2) | | 33 (2) | 4.4 | 8.5 | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | 12 (1) | 12 (1) | 1.6 | | |
| UNKNOWN/OTHERS | | | | | 2.9 | |
| | 211 (13) | 540 (9) | 751 (22) | | | |

RADIO STATIONS

| | | | | |
|--|----------------|---------------------------------|----------------|------------------|
| KAIR, 1490, 1 KW (DA-1) | , OLDIES | NBC, \$ 21.00 (Christal) | Duchossois | Dick Stein |
| KCEE, 790, 5 KW/500 W (DA-2) | , OLDIES | SMN, \$ 18.00 (MMR) | American | Laury Browning |
| KCUB, 1290, 1 KW | , COUNTRY | , \$ 36.00 (Katz) | | Jim Stone |
| KGVY, 1080, 1 KW (DAYS) | , NOSTALGIA | APR, \$ 17.00 (---) | (GREEN VALLEY) | Joe Crystall |
| 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) | | Laurie Weisert |
| KNST, 940, 1 KW/250 W | , TALK/NEWS | MBS, ABC-1, \$ 28.00 (Mc-Guild) | Nationwide | Kevin Mashek |
| KQTL, 1210, 10 KW/500 W (DA-2) | , HISPANIC | , \$ 16.00 (Caballero) | | Ernesto Protillo |
| KTKT, 990, 10 KW/1 KW (DA-N) | , SOFT AC | UPI, Trans, \$ 17.00 (HNWH) | Lotus | Allan Hammond |
| KTUC, 1400, 1 KW | , TALK/NEWS | CBS, CNN, \$ 20.00 (Roslin) | | Tom Maples |
| KTZR, 1450, 1 KW | , AOR | , \$ 15.00 (K & P) | | Rich Werges |
| KVOI, 690, 250 W (DAYS) | , RELIGION | , \$ 10.00 (---) | | |
| KXEW, 1600, 1 KW (DA-N) | , HISPANIC | , \$ 21.00 (Lotus) | | Frank Lazarus |
| KAWV-F, 103.1, .6 KW @ 610, JAZZ/NEW AGE (?) | | , \$ 13.00 (Republic) | (ORACLE) | |
| KFX-F, 92.1, 2 KW @ 445, URBAN/CHR | | , \$ 17.00 (K & P) | (GREEN VALLEY) | Rich Werges |
| KIIM-F, 99.5, 96 KW @ 2000, COUNTRY | | , \$ 41.00 (Katz) | | Jim Stone |
| KJYK-F, 94.9, 97 KW @ 1952, BTFL/EZ | | , \$ 43.00 (Christal) | Duchossois | Dick Stein |
| KLPX-F, 96.1, 93 KW @ 505, AOR | | , \$ 34.00 (HNWH) | Lotus | Allan Hammond |
| KRQQ-F, 93.7, 100 KW @ 2362, CHR | | , \$ 60.00 (Mc-Guild) | Nationwide | Kevin Mashek |
| KWFM-F, 92.9, 93 KW @ 2036, AC | | CBS-R, \$ 44.00 (MMR) | American | Laury Browning |
| KXMG-F, 98.3, 3 KW @ 300, HISPANIC | | , \$ 14.00 (---) | (MARANA) | |

TULSA

Arbitron Rank/Pop (12+): 57/648,300

Stations: 18/18
 Diaries: 1034/530:1/52.5%
 Sample Target: 970
 % Below Line: 0
 % Not Listed: 9.2

1987 Revenue: \$18,000,000
 HH Inc.: \$30,604
 Retail \$: 4.7 Bil
 Pop per Station: 36,017
 #1 Biller: KWEN-F \$2,800,000

MSA Rank/Pop: 67/757,000

ADI # 54

Average Person Ratings: 15.2

Market TSL: 20.3 hours

| 12+ METRO | 1/4/SHARE | WIN | | | | | 4 Book Avg. | 12+ METRO | | | | 25-54 % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|------|------|------|--------|----------|-------------|------------------|--------|--------|-----|--------------------|-------------|-----------|------------|
| | | 88 | 87 | 87 | SPG 87 | 1/4/CUME | | CUME/CUME RATING | FAL 87 | SPG 87 | | | | | |
| 1. KMOD-F (AOR) | 129/13.1 | 12.5 | 13.8 | 14.9 | 12.5 | 13.6 | 169/2090 | 1434/22.1 | 23.3 | 21.6 | 104 | 22.6 | 262 | 2062 | KMOD-F |
| 2. KWEN-F (C) | 119/12.1 | 12.9 | 12.8 | 10.3 | 13.1 | 12.0 | 168/2096 | 1462/22.6 | 23.2 | 21.4 | 120 | 7.8 | 91 | 1186 | KWEN-F |
| 3. KAYI-F (CHR) | 103/10.4 | 10.1 | 9.0 | 10.2 | 12.0 | 9.9 | 135/1864 | 1415/21.8 | 20.0 | 24.3 | 63 | 14.1 | 164 | 1740 | KAYI-F |
| 4. KVOO (C) | 96/ 9.7 | 8.4 | 7.4 | 9.1 | 8.8 | 8.7 | 144/1723 | 958/14.8 | 14.6 | 15.9 | 72 | 7.8 | 90 | 1131 | KVOO |
| 5. KRMG (MOR) | 93/ 9.4 | 8.7 | 10.2 | 9.0 | 10.4 | 9.3 | 124/1643 | 1318/20.3 | 19.3 | 21.1 | 84 | 8.5 | 99 | 1433 | KRMG |
| 6. KBEZ-F (EZ) | 81/ 8.2 | 8.8 | 7.8 | 7.9 | 9.1 | 8.2 | 113/1482 | 1055/16.3 | 14.2 | 16.7 | 79 | 5.8 | 67 | 957 | KBEZ-F |
| 7. KMYZ-F (CHR) | 60/ 6.1 | 5.7 | 4.4 | 3.6 | 2.8 | 5.0 | 94/1489 | 1106/17.1 | 14.0 | 10.0 | 85 | 6.3 | 73 | 1053 | KMYZ-F |
| 8. KRAV-F (AC) | 55/ 5.6 | 6.7 | 6.8 | 5.7 | 7.6 | 6.2 | 69/1265 | 987/15.2 | 15.6 | 16.4 | 118 | 5.1 | 59 | 1074 | KRAV-F |
| 9. KTFX-F (C) | 32/ 3.2 | 4.7 | 4.7 | 5.2 | 3.2 | 4.5 | 87/1371 | 706/10.9 | 11.3 | 8.8 | 125 | 4.4 | 51 | 697 | KTFX-F |
| 10. KQMJ-F (AC) | 30/ 3.0 | 2.6 | 3.2 | 2.2 | 1.3 | 2.8 | 52/ 743 | 518/ 8.0 | 7.8 | 6.6 | 157 | 2.6 | 30 | 547 | KQMJ-F |
| 11. KVLT-F (AC) | 27/ 2.7 | 2.9 | 3.7 | 4.1 | 3.8 | 3.4 | 48/ 941 | 552/ 8.5 | 10.9 | 10.5 | 137 | 1.3 | 15 | 407 | KVLT-F |
| 12. KVOO-F (C) | 23/ 2.3 | 1.3 | 1.4 | 1.8 | 2.6 | 1.7 | 29/ 600 | 451/ 7.0 | 6.3 | 5.5 | 91 | 1.2 | 14 | 305 | KVOO-F |
| 13. KCFO (R/G) | 11/ 1.1 | .9 | --- | .9 | 1.2 | .7 | 12/ 250 | 222/ 3.4 | --- | 3.2 | 127 | 1.4 | 16 | 262 | KCFO |
| 14. KCMA-F (CL) | 10/ 1.0 | 1.2 | .9 | 1.6 | 1.0 | 1.2 | 10/ 201 | 191/ 2.9 | 3.0 | 2.1 | 120 | .6 | 7 | 214 | KCMA-F |

12+ FM SHARE (METRO): 75.45% (676 of 896) (SPG 87: 75.05%)

| 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. KWEN-F | 1. KVOO | 1. KRMG | 1. KWEN-F | 1. KMOD-F> | 1. KMOD-F | 1. KVOO >> |
| 2. KMOD-F | 2. KAYI-F | 2. KWEN-F | 2. KWEN-F>> | 2. KMOD-F> | 2. KRMG | 2. KWEN-F | 2. KMOD-F | 2. KWEN-F | 2. KAYI-F> | 2. KRMG |
| 3. KMYZ-F>>> | 3. KWEN-F | 3. KAYI-F> | 3. KAYI-F | 3. KRMG | 3. KBEZ-F | 3. KVOO | 3. KVOO | 3. KAYI-F | 3. KWEN-F | 3. KWEN-F |
| 4. KWEN-F | 4. KMYZ-F | 4. KRAV-F | KRAV-F | 4. KVOO | 4. KWEN-F>> | 4. KAYI-F | 4. KBEZ-F | 4. KVOO < | 4. KVOO < | 4. KRAV-F |
| 5. | 5. KRAV-F | 5. KMYZ-F+ | KRMG | 5. KRAV-F< | 5. | 5. KMOD-F | 5. KBEZ-F< | 5. KBEZ-F | 5. KRMG < | 5. KBEZ-F |
| | | | KBEZ-F | 6. KAYI-F | | | 6. KAYI-F | 6. KMYZ-F | 6. KMYZ-F | 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. KAYI-F | 1. KWEN-F | 1. KWEN-F | 1. KWEN-F>> | 1. KMOD-F> | 1. KMOD-F>> | 1. KMOD-F>> | 1. KMOD-F>> | 1. KMOD-F> |
| 2. KMOD-F | 2. KWEN-F | 2. KAYI-F | 2. KAYI-F | 2. KRMG | 2. KAYI-F> | 2. KAYI-F | 2. KMYZ-F+ | 2. KWEN-F | 2. KWEN-F> |
| 3. KWEN-F | 3. KMOD-F | 3. KRAV-F< | 3. KMOD-F | 3. KBEZ-F | 3. KRAV-F | 3. KMYZ-F+ | 3. KWEN-F< | 3. KAYI-F | 3. KVOO |
| 4. KMYZ-F+ | 4. KMYZ-F+ | 4. KMOD-F | 4. KRAV-F | 4. KRAV-F | 4. KMYZ-F+ | 4. KWEN-F | 4. KAYI-F> | 4. KRAV-F | 4. KRMG |
| 5. | 5. KRAV-F | 5. KBEZ-F< | 5. 4 Tied | 5. KAYI-F | 5. KWEN-F | 5. KRAV-F | 5. KRAV-F | KMYZ-F+ | 5. KMYZ-F+ |
| | | 6. KMYZ-F | | | | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|---------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 163 (2) | 163 (2) | 18.2 | 15.9 |
| AOR/CLASSIC | | 129 (1) | 129 (1) | 14.4 | 13.4 |
| AC/OLDIES/SOFT ROCK | 16 (2) | 112 (3) | 128 (5) | 14.3 | 16.2 |
| MOR/VARIETY/FULL | 93 (1) | | 93 (1) | 10.4 | 11.1 |
| COUNTRY | 96 (1) | 174 (3) | 270 (4) | 30.1 | 27.7 |
| BLACK/URBAN | | | | | |
| BTFL MUSIC/EZ | | 81 (1) | 81 (1) | 9.0 | 9.8 |
| NEWS/TALK | | | | | |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | 15 (2) | 7 (1) | 22 (3) | 2.5 | 4.1 |
| SPANISH | | | | | |
| CLASSICAL | | 10 (1) | 10 (1) | 1.1 | 1.0 |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | 0.6 |
| | 220 (6) | 676 (12) | 896 (18) | | |

| OTHER RATED STATIONS/METRO SHARE & CUME RATING | | |
|--|-------|----------------|
| KAKC | 1300 | Tulsa .9/2.8 |
| KGTO | 1050 | Tulsa .7/2.4 |
| KXOJ | 1550 | Sapulpa .4/1.8 |
| KXOJ-F | 100.9 | Sapulpa .7/2.7 |

MISCELLANEOUS COMMENTS KSKS changes from Soft AC to Country (March)... KBEZ-F sold by WIN to ML Partners for \$9,000,000 (E)...

RADIO STATIONS

| | | | | |
|---------------------------------------|------------|---------------------------|-----------------|----------------|
| KAKC, 1300, 5 KW/1 KW (DA-2) | , OLDIES | ,\$ 15.00 (HNWH) | Clear Channel | Bill Paddock |
| KCFO, 970, 2.5 KW/1 KW (DA-2) | , RELIGION | ,\$ 12.00 (---) | Salem | John Dlin |
| KGTO, 1050, 1 KW (DAYS,DA) | , OLDIES | US 1,\$ 15.00 (Torbet) | | Jim Van Sickle |
| KRMG, 740, 50 KW/25 KW (DA-2) | , MOR | ABC-I,\$ 54.00 (Katz) | New City | Gerardo Tabio |
| KSKS, 1430, 5 KW (DA-N) | , COUNTRY | ,\$ 16.00 (Durpetti) | Federated | Steve Nicholl |
| KVOO, 1170, 50 KW (DA-N) | , COUNTRY | CNN,\$ 52.00 (Mc-Guild) | | Ron Blue |
| KAYI-F, 106.9, 100 KW @ 1010, CHR | | ABC-F,\$ 68.00 (Katz) | Narragansett | Curt Peterson |
| KBEZ-F, 92.9, 100 KW @ 680, BTFL/EZ | | ABC-D,\$ 53.00 (Republic) | ML Partners | Linda Taber |
| KCMA-F, 92.1, 3 KW @ 300, CLASSICAL | | ,\$ 21.00 (CMBS) | | Jim Fellows |
| KMOD-F, 97.5, 100 KW @ 1330, AOR | | ,\$ 62.00 (HNWH) | Clear Channel | Bill Paddock |
| KQMJ-F, 99.5, 100 KW @ 984, AC | | ,\$ 30.00 (Christal) | Swanson | Mike Crusham |
| KRAV-F, 96.5, 100 KW @ 1329, AC | | ,\$ 58.00 (Torbet) | | Jim Van Sickle |
| KTFX-F, 103.3, 100 KW @ 1280, COUNTRY | | ,\$ 42.00 (MMR) | | Bill Payne |
| KUSO-F, 98.5, 100 KW @ 650, COUNTRY | | ,\$ 26.00 (Mc-Guild) | | Ron Blue |
| KWEN-F, 95.5, 100 KW @ 1328, COUNTRY | | APR,\$ 77.00 (Katz) | New City | Gerardo Tabio |
| KMYZ-F, 104.5, 78 KW @ 1300, CHR | | ABC-R,\$ 31.00 (Eastman) | Shamrock-Lynett | Dick Cohn |
| KVLT-F, 106.1, 100 KW @ 1315, AC | | ,\$ 32.00 (Durpetti) | Federated | Steve Nicholl |

UTICA - ROME

Arbitron Rank/Pop (12+): 131/269,300

Stations: 23/17
Diaries: 754/357:1/58.5%
Sample Target: 650
% Below Line: 7.4
% Not Listed: 9.6

1987 Revenue: \$6,500,000
HH Inc.: \$30,981
Retail \$: 1.72 Bil
Pop per Station: 15,841
#1 Biller: NA

MSA Rank/Pop: 149/315,600
ADI # 158
Average Person Ratings: 16.7
Market TSL: 22.5 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|----------|
| 1. WOUR-F (AOR) | 56/12.5 | --- | 11.7 | --- | 10.6 | ---- | 66/775 | 636/23.6 | --- | 20.9 | 110 | 15.5 | 67 | 642 | WOUR-F |
| 2. WIBX (N/T) | 53/11.8 | --- | 9.8 | --- | 10.1 | ---- | 56/631 | 582/21.6 | --- | 22.1 | 60 | 7.4 | 32 | 365 | WIBX |
| 3. WFRG A/F (C) | 46/10.2 | --- | 1.5 | --- | 3.3 | ---- | 49/518 | 430/16.0 | --- | 8.2 | 129 | 7.9 | 34 | 394 | WFRG A/F |
| 4. WNYZ-F (CHR) | 43/ 9.6 | --- | 11.3 | --- | 10.3 | ---- | 47/641 | 534/19.8 | --- | 26.2 | 49 | 9.0 | 39 | 549 | WNYZ-F |
| 5. WUUU-F (AC) | 40/ 8.9 | --- | 4.7 | --- | 4.5 | ---- | 44/478 | 412/15.3 | --- | 11.1 | 154 | 8.6 | 37 | 360 | WUUU-F |
| 6. WRCK-F (CHR) | 39/ 8.7 | --- | 8.1 | --- | 5.2 | ---- | 44/716 | 588/21.8 | --- | 21.7 | 114 | 13.9 | 60 | 716 | WRCK-F |
| 7. WKGW-F (AC) | 22/ 4.9 | --- | 5.7 | --- | 5.2 | ---- | 25/478 | 391/14.5 | --- | 16.3 | 153 | 4.2 | 18 | 322 | WKGW-F |
| 8. WTLB (MOR) | 21/ 4.7 | --- | 3.6 | --- | 1.7 | ---- | 21/300 | 300/11.1 | --- | 11.0 | 151 | 4.2 | 18 | 314 | WTLB |
| 9. WYUT-F (BB) | 13/ 2.9 | --- | 6.2 | --- | 6.7 | ---- | 13/251 | 241/ 8.9 | --- | 11.4 | 48 | 4.6 | 20 | 207 | WYUT-F |
| 10. WUTQ (BU) | 11/ 2.4 | --- | 4.0 | --- | 3.7 | ---- | 11/139 | 119/ 4.4 | --- | 6.8 | 21 | 1.4 | 6 | 80 | WUTQ |

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

12+ FM SHARE (METRO): 69.21% (281 of 406) (SPG 87: 65.73%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-------------|-------------|------------|------------|------------|-------------|--------------|-------------|--------------|-------------|-----------|
| 1. WNYZ-F> | 1. WOUR-F>> | 1. WOUR-F> | 1. WOUR-F | 1. WOUR-F | 1. WIBX | 1. WIBX > | 1. WOUR-F | 1. WOUR-F | 1. WOUR-F | 1. WIBX |
| 2. WRCK-F>> | 2. WNYZ-F | 2. WNYZ-F | 2. WUUU-F | 2. WFRG-AF | 2. WFRG-AF | 2. WFRG-AF > | 2. WIBX < | 2. WFRG-AF < | 2. WNYZ-F > | WOUR-F |
| 3. WOUR-F> | 3. WRCK-F | 3. WUUU-F | 3. WFRG-AF | 3. WFRG-AF | 3. WUUU-F > | 3. WOUR-F | 3. WUUU-F < | 3. WNYZ-F | 3. WRCK-F | 3. WRUN |
| 4. | 4. WKGW-F | 4. WRCK-F | 4. WRCK-F | 4. WRCK-F | 4. | 4. WNYZ-F | 4. WFRG-AF | 4. WUUU-F | 4. WIBX | 4. WNYZ-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. WRCK-F | 5. | 5. | 5. WFRG-F | 5. WYUT-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. WNYZ-F> | 1. WNYZ-F | 1. WKGW-F | 1. WUUU-F < | 1. WUUU-F > | 1. WOUR-F >> | 1. WOUR-F >> | 1. WOUR-F >> | 1. WOUR-F >> | 1. WOUR-F > |
| 2. WOUR-F | 2. WOUR-F > | 2. WOUR-F | 2. WNYZ-F | 2. WFRG-AF | 2. WNYZ-F | 2. WNYZ-F < | 2. WKGW-F | 2. WFRG-AF | 2. WFRG-AF |
| 3. WRCK-F | 3. WRCK-F | 3. WUUU-F | 3. WRCK-F | 3. WRCK-F | 3. | 3. WKGW-F | 3. WRCK-F | 3. WNYZ-F | 3. WUUU-F |
| 4. WUUU-F | 4. WKGW-F | 4. WRCK-F | 4. WOUR-F | 4. WKGW-F | 4. | 4. | 4. WFRG-AF | 4. WUUU-F | 4. WIBX |
| 5. | 5. WUUU-F | 5. | 5. | 5. WTLB | 5. | 5. | 5. WUUU-F | 5. | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|----------------------|----------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 88 (3) | 88 (3) | 21.7 | 22.1 | WBRV 900 Booneville .4/1.6 |
| AOR/CLASSIC | | 61 (2) | 61 (2) | 15.0 | 14.3 | WLFH 1230 Little Falls 2.7/5.1 |
| AC/OLOIES/SOFT ROCK | | 68 (3) | 68 (3) | 16.7 | 15.3 | WRUN 1150 Utica 1.1/7.1 |
| MOR/VARIETY/FULL | 28 (2) | | 28 (2) | 6.9 | 11.3 | WYUT 1420 Herkimer 1.1/2.2 |
| COUNTRY | 23 (4) | 45 (2) | 68 (6) | 16.7 | 10.8 | WACS-F 103.5 Cobbleskill .4/2.0 |
| BLACK/URBAN | | | | | | WAQX-F 1490 Syracuse 1.1/4.6 |
| BTFL MUSIC/EZ | | 4 (1) | 4 (1) | 1.0 | 2.1 | |
| NEWS/TALK | 53 (1) | | 53 (1) | 13.1 | 10.8 | |
| NOSTALGIA | 16 (2) | 13 (1) | 29 (3) | 7.1 | 12.4 | |
| RELIGION/GOSPEL | 5 (1) | | 5 (1) | 1.2 | 0.5 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ELECTIC | | | | | | |
| UNKNOWN/OTHERS | | 2 (1) | 2 (1) | 0.5 | 0.5 | |
| | 125 (10) | 281 (13) | 406 (23) | | | |

MISCELLANEOUS COMMENTS WTLB, WRCK-F sold to Hartstone & Dickstein for \$1,750,000 (Chapman/Ansbacher)... WIBX, WNYZ-F sold by REBS for \$... WUTQ, WOUR-F sold to Premier for \$3,000,000 (Blackburn)... WKAL A/F sold to Don Alt for \$650,000 (Kozacko)... WKAL A/F changes to WFRG A/F and programs country...

RADIO STATIONS

| | | | |
|-------------------------------------|------------|-------------------------------|-----------------------|
| WIBX, 950, 5 KW (OA-1) | , TALK/MOR | CBS,ABC-I,\$ 31.00 (Republic) | Tom Yourchak |
| WRUN, 1250, 5 KW/1 KW (OA-2) | , RELIGION | NBC,US 2,\$ 15.00 (Katz) | |
| WTLB, 1310, 5 KW/500 W (OA-2) | , MOR | ABC-O,\$ 16.00 (Mc-Guild) | Hartstone-Dickstein |
| WUTQ, 1550, 1 KW (OAYS) | , EZ/JAZZ | ABC-E,\$ 14.00 (Durpetti) | Premier |
| WFRG-F, 96.1, 7 KW @ ?? | , COUNTRY | ,\$ NA (Christal) | Alt |
| WKGW-F, 104.3, 100 KW @ 500, AC | | US 1,\$ 27.00 (Katz) | Jack Altdoerffer |
| WNYZ-F, 98.7, 25 KW @ 660, CHR | | ABC-F,\$ 33.00 (Republic) | Tom Yourchak |
| WOUR-F, 96.9, 16 KW @ 800, AOR | | ABC-F,\$ 34.00 (Durpetti) | Premier |
| WRCK-F, 107.3, 50 KW @ 500, CHR | | ABC-C,\$ 29.00 (Mc-Guild) | Hartstone-Dickstein |
| WUUU-F, 102.5, 20 KW @ 650, SOFT AC | | US 2,\$ 19.00 (HNWH) | Jack Moran |
| WYUT-F, 92.7, 3 KW @ 158, NOSTALGIA | | ,\$ 17.00 (K & P) | (HERKIMER) Gene Gugig |

WACO

Arbitron Rank/Ph p (12+): 177/160,400
 MSA Rank/Ph p: 214/186,900
 ADI # 94
 Average Person Ratings: 14.8
 Market TSL: 20.0 hours

Stations: 19/9
 Diaries: 642/250:1/55.5%
 Sample Target: 550
 % Below Line: 25.7
 % Not Listed: 10.5

1987 Revenue: \$5,600,000
 HH Inc.: \$28,517
 Retail \$: 1.2 Bil
 Pop per Station: 17,822
 #1 Biller: KJNE-F \$1,150,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. KWTX-F (CHR) | 38/16.0 | --- | 15.8 | --- | 10.7 | ---- | 56/911 | 499/31.1 | --- | 29.7 | 79 | | | KWTX-F |
| 2. KJNE-F (C) | 35/14.8 | --- | 10.4 | --- | 17.2 | ---- | 54/549 | 341/21.3 | --- | 20.4 | 140 | | | KJNE-F |
| 3. KKDA-F (B) | 24/10.1 | --- | 8.7 | --- | 5.3 | ---- | 29/291 | 191/11.9 | --- | 11.5 | 116 | | | <KKDA-F |
| 4. KNFO-F (C) | 20/ 8.4 | --- | 10.8 | --- | 11.5 | ---- | 53/649 | 275/17.1 | --- | 21.8 | 139 | | | <NF0-F |
| 5. WACO (C) | 19/ 8.0 | --- | 8.7 | --- | 8.0 | ---- | 21/277 | 221/13.8 | --- | 17.2 | 68 | | | WACO |
| 6. KWTX (BB) | 17/ 7.2 | --- | 9.5 | --- | 5.0 | ---- | 29/311 | 219/13.7 | --- | 14.7 | 50 | | | <WTX |
| 7. WACO-F (AC) | 12/ 5.1 | --- | 7.1 | --- | 11.5 | ---- | 17/403 | 264/16.5 | --- | 20.5 | 106 | | | WACO-F |
| WBAP (C) | 12/ 5.1 | --- | 6.6 | --- | 2.3 | ---- | 49/641 | 150/ 9.4 | --- | 13.8 | 124 | | | WBAP |
| 9. KZEW-F (A) | 6/ 2.5 | --- | 2.9 | --- | 1.9 | ---- | 6/ 65 | 65/ 4.1 | --- | 5.5 | 108 | | | <ZEW-F |
| 10. KETS-F (CHR) | 5/ 2.1 | --- | 1.2 | --- | 1.1 | ---- | 83/985 | 104/ 6.5 | --- | 6.8 | 0 | | | KETS-F |
| KZPS-F (O) | 5/ 2.1 | --- | 1.2 | --- | 1.1 | ---- | 6/ 99 | 79/ 4.9 | --- | 3.9 | 129 | | | KZPS-F |

12+ FM SHARE (METRO): 72.64% (154 of 212) (SPG 87: 68.47%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------------------|------------|------------|------------|------------|-----------|------------|------------|------------|-----------------------|-----------|
| 1. KWTX-F>>>1. KWTX-F>>>1. KWTX-F | 1. KJNE-F> | 1. KJNE-F> | 1. KJNE-F> | 1. KJNE-F> | 1. KJNE-F | 1. KWTX-F< | 1. KJNE-F | 1. KJNE-F< | 1. KWTX-F | 1. WACO-F |
| 2. KKDA-F | 2. KJNE-F | 2. KJNE-F> | 2. KWTX-F | 2. KWTX-F | 2. KWTX-F | 2. KJNE-F | 2. KWTX-F> | 2. KWTX-F> | 2. KKDA-F>>>2. WKDA-F | |
| 3. KETS-F | 3. KKDA-F | 3. KKDA-F | 3. KKDA-F | 3. KNFO-F | WACO-F | 3. WACO > | 3. KNFO-F | 3. KKDA-F | 3. KJNE-F | 3. KWTX |
| 4. KNFO-F | 4. KNFO-F | 4. KNFO-F | 4. KNFO-F | 4. KNFO-F | 4. KKDA-F | 4. KNFO-F | 4. KWTX | 4. KNFO-F | 4. WBAP | 4. WBAP |
| 5. WACO-F | 5. WACO-F | 5. WACO-F | 5. WACO-F | 5. WACO-F | 5. WACO-F | 5. WACO-F | 5. WACO-F | 5. WACO-F | 5. WACO-F | 5. WACO-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|----------------------|--------|----------|----------|------|----------|---|
| TOP 40/CHR/CONTEMP | | 43 (2) | 43 (2) | 20.3 | 19.8 | KBBW 1010 Waco 1.3/4.4 |
| AOR/CLASSIC | | 6 (1) | 6 (1) | 2.8 | 3.2 | KRXX-F 96.7 Marlin 1.7/7.5 |
| AC/OLDIES/SOFT ROCK | 1 (1) | 19 (4) | 20 (5) | 9.4 | 10.4 | KRZI 1580 Waco 1.3/5.5 |
| MOR/VARIETY/FULL | | | | | | KLDD 570 Dallas .4/1.7 |
| COUNTRY | 31 (2) | 55 (2) | 86 (4) | 40.6 | 39.6 | KLUV-F 98.7 Dallas .4/2.6 |
| BLACK/URBAN | | 28 (2) | 28 (2) | 13.2 | 12.6 | KOJO-F 94.1 Fort Worth 1.3/3.7 |
| BTLF MUSIC/EZ | | | | | | KQZY-F 105.3 Dallas .4/1.4 |
| NEWS/TALK | 3 (1) | | 3 (1) | 1.4 | 2.3 | KRLD 1080 Dallas 1.3/5.5 |
| NOSTALGIA | 17 (1) | | 17 (1) | 8.0 | 10.4 | |
| RELIGION/GOSPEL | 3 (1) | 3 (1) | 6 (2) | 2.8 | 1.8 | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ELECTIC | | | | | | |
| UNKNOWN/OTHERS | 3 (1) | | 3 (1) | 1.4 | | MISCELLANEOUS COMMENTS KLMT changes to KRXX-F... KHOO-F changes to WACO-F... |
| | 58 (7) | 154 (12) | 212 (19) | | | |

RADIO STATIONS

| | | |
|---|---------------------------|---------------------------|
| KBBW, 1010, 10 KW/2.5 KW (OA-2), RELIGION | ,\$ 10.00 (---) | Steve Williams |
| KRZI, 1580, 1 KW/500 W (OA-2), OLDIES (?) | ,\$ 10.00 (---) | Ken Goodall |
| KWTX, 1230, 5 KW/250 W (OA-2), NOST/MOR | SMN,\$ 19.00 (Mc-Guild) | Victor Kasper |
| WACO, 1460, 1 KW (DA-N), COUNTRY | ABC-E,\$ 24.00 (Christal) | Bobby Weathers |
| KJNE-F, 102.5, 100 KW @ 450, COUNTRY | ,\$ 34.00 (Banner) | (HILLSBORO) John Fletcher |
| KNFO-F, 95.5, 100 KW @ 1100, COUNTRY | ,\$ 30.00 (Katz) | John Enoch |
| KWTX-F, 97.5, 100 KW @ 1400, CHR | ,\$ 28.00 (Mc-Guild) | Victor Kasper |
| WACO-F, 99.9, 100 KW @ 460, AC | ,\$ 23.00 (Christal) | Bobby Weathers |
| KRXX-F, 96.7, 3 KW @ 285, BLACK | SMN,\$ 11.00 (Roslin) | (MARLIN) Jerry Garrison |

WASHINGTON, DC

Arbitron Rank/Pop (12+): 9/3,006,900

MSA Rank/Pop: 7/3,580,000

AOI # 9

Average Person Ratings: 17.9

Market TSL: 23.3 hours

Stations: 35/32

Diaries: 2504/1201:1/53.1%

Sample Target: 2050

% Below Line: 1.3

% Not Listed: 11.2

1987 Revenue: \$126,000,000

HH Inc.: \$46,665

Retail \$: 28.6 Bil

Pop per Station: 93,966

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

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|---------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WMZQ A/F (C) | 392/7.3 | 5.7 | 7.3 | 5.4 | 5.8 | 6.4 | 482/5770 | 4655/15.5 | 13.2 | 13.1 | 114 | 7.4 | 417 | 3379 | WMZQ A/F |
| 2. WGAY-F (EZ) | 352/6.6 | 8.1 | 7.4 | 6.7 | 6.8 | 7.2 | 395/4956 | 4409/14.7 | 14.9 | 13.8 | 77 | 4.6 | 257 | 2754 | WGAY-F |
| 3. WKYS-F (B/U) | 342/6.4 | 6.2 | 6.5 | 5.1 | 7.2 | 6.1 | 360/4141 | 3842/12.8 | 11.1 | 11.1 | 123 | 8.1 | 452 | 4022 | WKYS-F |
| 4. WPGC A/F (U/CHR) | 308/5.7 | 4.7 | 5.1 | 4.5 | 2.1 | 5.0 | 338/4500 | 3971/13.2 | 11.9 | 7.4 | 74 | 6.3 | 353 | 4145 | WPGC A/F |
| 5. WHUR-F (B/U) | 285/5.3 | 5.2 | 5.0 | 5.3 | 5.3 | 5.2 | 309/4122 | 3732/12.4 | 13.6 | 14.4 | 125 | 5.8 | 324 | 3230 | WHUR-F |
| 6. WMAL (MOR) | 284/5.3 | 6.2 | 6.5 | 6.6 | 6.0 | 6.2 | 297/4544 | 4293/14.3 | 16.1 | 13.9 | 66 | 3.3 | 184 | 2957 | WMAL |
| 7. WWDC-F (AOR) | 276/5.1 | 5.1 | 5.6 | 4.7 | 5.9 | 5.1 | 393/6915 | 5050/16.8 | 15.0 | 15.3 | 90 | 9.3 | 518 | 6211 | WWDC-F |
| 8. WAVA-F (CHR) | 259/4.8 | 5.2 | 4.5 | 6.1 | 5.5 | 5.2 | 293/5688 | 5045/16.8 | 16.5 | 17.5 | 73 | 6.3 | 349 | 5877 | WAVA-F |
| 9. WCXR-F (AOR) | 212/3.9 | 3.4 | 4.0 | 3.8 | 3.7 | 3.8 | 232/4173 | 3818/12.7 | 11.6 | 10.7 | 115 | 4.9 | 275 | 3115 | WCXR-F |
| 10. WTOP (N) | 204/3.8 | 4.4 | 4.7 | 4.3 | 4.1 | 4.3 | 228/5256 | 4632/15.4 | 16.4 | 14.5 | 79 | 4.0 | 223 | 3937 | WTOP |
| 11. WRQX-F (CHR) | 204/3.8 | 3.8 | 4.3 | 4.8 | 4.6 | 4.2 | 273/5373 | 4057/13.5 | 13.8 | 14.5 | 84 | 4.7 | 264 | 4959 | WRQX-F |
| 12. WDJY-F (B/U) | 181/3.4 | 3.9 | 3.6 | 5.7 | 5.1 | 4.2 | 190/2979 | 2740/ 9.1 | 9.6 | 11.2 | 65 | 4.8 | 265 | 2912 | WDJY-F |
| 13. WXTR-F (O) | 171/3.2 | 2.7 | 2.3 | 3.0 | 2.3 | 2.8 | 193/3737 | 3411/11.3 | 6.6 | 7.3 | 147 | 2.3 | 126 | 2079 | WXTR-F |
| 14. WGMS A/F (CL) | 168/3.1 | 3.3 | 2.7 | 2.3 | 2.5 | 2.9 | 186/2761 | 2538/ 8.4 | 7.8 | 7.4 | 116 | 2.0 | 110 | 1594 | WGMS A/F |
| 15. WLTT-F (AC) | 164/3.1 | 3.6 | 3.4 | 3.0 | 3.2 | 3.3 | 182/3677 | 3229/10.7 | 11.1 | 11.1 | 136 | 3.2 | 181 | 2579 | WLTT-F |
| 16. WASH-F (AC) | 163/3.0 | 2.5 | 2.9 | 2.6 | 3.1 | 2.8 | 182/2779 | 2366/ 7.9 | 9.4 | 9.0 | 137 | 1.7 | 97 | 1999 | WASH-F |
| 17. WWRC (T) | 127/2.4 | 2.3 | 2.3 | 2.1 | 2.3 | 2.3 | 133/2119 | 2020/ 6.7 | 4.8 | 5.5 | 67 | 1.4 | 80 | 1107 | WWRC |
| 18. WOL (B) | 116/2.2 | 1.5 | 1.7 | 1.5 | 1.0 | 1.7 | 117/ 886 | 865/ 2.9 | 3.8 | 3.1 | 100 | 1.5 | 83 | 1109 | WOL |
| 19. WHFS-F (A) | 89/1.6 | 1.7 | 0.9 | 1.5 | 1.9 | 1.4 | 109/1704 | 1333/ 4.4 | 3.1 | 4.7 | 100 | 1.3 | 73 | 909 | WHFS-F |
| 20. WBMW-F (J/HA) | 81/1.5 | 1.7 | 1.7 | 1.3 | 2.4 | 1.6 | 89/1492 | 1348/ 4.5 | 5.6 | 8.9 | 117 | 1.6 | 87 | 1558 | WBMW-F |
| 21. WMMJ-F (AC) | 67/1.2 | .9 | 1.2 | 1.3 | 1.4 | 1.2 | 71/1371 | 1287/ 4.3 | 4.0 | 5.5 | 150 | 1.0 | 57 | 866 | WMMJ-F |
| 22. | | | | | | | | | | | | | | | |
| 23. | | | | | | | | | | | | | | | |
| 24. | | | | | | | | | | | | | | | |
| 25. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 79.48% (3791 of 4770) (SPG 87: 79.64%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1. WPGC-F+ | 1. WWDC-F | 1. WKYS-F | 1. WKYS-F | 1. WMZQ-F+ | 1. WGAY-F | 1. WMAL | 1. WGAY-F | 1. WMZQ-F+ | 1. WHUR-F | 1. WKYS-F |
| 2. WAVA-F | 2. WKYS-F | 2. WMZQ-F+ | 2. WMZQ-F+ | 2. WKYS-F | 2. WMAL | 2. WMZQ-F+ | 2. WMZQ-F+ | 2. WKYS-F | 2. WKYS-F | 2. WTOP |
| 3. WRQX-F | 3. WHUR-F | 3. WHUR-F | 3. WHUR-F | 3. WHUR-F | 3. WMZQ-F+ | 3. WAVA-F | 3. WKYS-F | 3. WGAY-F | 3. WPGC-F | 3. WHUR-F |
| 4. WDJY-F | 4. WPGC-F+ | 4. WWDC-F | 4. WWDC-F | 4. WGAY-F | 4. WTOP | 4. WWDC-F | 4. WWDC-F | 4. WPGC-F+ | 4. WDJY-F | 4. WGAY-F |
| 5. | 5. WCXR-F | 5. WPGC-F+ | 5. WXTR-F | 5. WXTR-F | 5. WGMS-F+ | 5. WKYS-F | 5. WPGC-F | 5. WAVA-F | 5. WRQX-F | 5. WMAL |
| 6. | 6. WAVA-F | 6. WAVA-F | 6. WLTT-F | 6. WWDC-F | 6. WKYS-F | 6. WTOP | 6. WHUR-F | 6. WMAL | 6. WGAY-F | 6. WMZQ-F |
| 7. | 7. WMZQ-F+ | 7. WCXR-F | 7. WCXR-F | 7. WCXR-F | 7. WWRC-F | 7. WGAY-F | 7. WCXR-F | 7. WWDC-F | 7. WWRC | 7. WWRC-F |
| 8. | 8. WRQX-F | 8. WLTT-F | 8. WPGC-F+ | 8. WLTT-F | 8. WXTR-F | 8. WPGC-F+ | 8. WASH-F | 8. WCXR-F | 8. WAVA-F | 8. WDJY-F |
| 9. | 9. WDJY-F | 9. WRQX-F | 9. WGAX-F | 9. WPGC-F+ | 9. WASH-F | 9. WLTT-F | 9. WMAL | 9. WTOP | 9. WTOP | 9. WPGC-F |
| 10. | 10. WLTT-F | 10. WXTR-F | 10. WASH-F | 10. WASH-F | 10. WHUR-F | 10. WRQX-F | 10. WAVA-F | 10. WXTR-F | 10. WCXR-F | 10. WLTT-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. WKYS-F | 1. WWDC-F | 1. WWDC-F | 1. WWDC-F | 1. WWDC-F | 1. WWDC-F |
| 2. WAVA-F | 2. WPGC-F+ | 2. WHUR-F | 2. WMZQ-F+ | 2. WMZQ-F+ | 2. WKYS-F | 2. WHUR-F | 2. WCXR-F | 2. WHUR-F | 2. WMZQ-F+ |
| 3. WRQX-F | 3. WHUR-F | 3. WLTT-F | 3. WPGC-F+ | 3. WHUR-F | 3. WHUR-F | 3. WCXR-F | 3. WKYS-F | 3. WKYS-F | 3. WHUR-F |
| 4. WDJY-F | 4. WAVA-F | 4. WMZQ-F+ | 4. WHUR-F | 4. WGAY-F | 4. WPGC-F+ | 4. WKYS-F | 4. WKYS-F | 4. WMZQ-F+ | 4. WCXR-F |
| 5. WMZQ-F+ | 5. WMZQ-F+ | 5. WPGC-F | 5. WAVA-F | 5. WLTT-F | 5. WAVA-F | 5. WPGC-F | 5. WHFS-F | 5. WCXR-F | 5. WKYS-F |
| 6. WKYS-F | 6. WRQX-F | 6. WCXR-F | 6. WLTT-F | 6. WPGC-F+ | 6. WDJY-F | 6. WAVA-F | 6. WAVA-F | 6. WPGC-F+ | 6. WXTR-F |
| 7. WWDC-F | 7. WLTT-F | 7. WRQX-F | 7. WRQX-F | 7. WXTR-F | 7. WCXR-F | 7. WHFS-F | 7. WXTR-F | 7. WXTR-F | 7. WGAY-F |
| 8. WCXR-F | 8. WCXR-F | 8. WAVA-F | 8. WDJY-F | 8. WASH-F | 8. WMZQ-F+ | 8. WASH-F | 8. WAVA-F | 8. WAVA-F | 8. WASH-F |
| 9. | 9. WDJY-F | 9. WDJY-F | 9. WCXR-F | 9. WAVA-F | 9. | 9. WDJY-F | 9. WPGC-F+ | 9. WHFS-F | 9. WTOP |
| 10. | 10. WWDC-F | 10. WWDC-F | 10. WGAY-F | 10. WRQX-F | 10. | 10. WASH-F | 10. WMZQ-F+ | 10. WASH-F | 10. WGMS-F+ |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|---------------------|---------|----------|-----------|-----------|------|--|-------|------------------|--------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | | 488 (3) | 488 (3) | 10.2 | 14.1 | WCPT | 730 | Alexandria | .7/1.4 |
| AOR/CLASSIC | | 626 (5) | 626 (5) | 13.1 | 13.1 | WFMD | 930 | Frederick | .5/1.0 |
| AC/OLDIES/SOFT ROCK | | 565 (4) | 565 (4) | 11.8 | 11.4 | WFRE-F | 99.9 | Frederick | .5/1.3 |
| MOR/VARIETY/FULL | 312 (2) | | 312 (2) | 6.5 | 7.5 | WMDO | 1540 | Wheaton | .4/ .8 |
| COUNTRY | 18 (1) | 374 (1) | 392 (2) | 8.2 | 6.9 | WUST | 1120 | Washington | .3/1.1 |
| BLACK/URBAN | 159 (3) | 1108 (4) | 1267 (7) | 26.6 | 24.6 | WMDC | 1260 | Washington | .9/2.4 |
| BTFL MUSIC/EZ | | 381 (2) | 381 (2) | 8.0 | 8.4 | WYCB | 1340 | Washington | .9/3.0 |
| NEWS/TALK | 331 (2) | | 331 (2) | 6.9 | 4.7 | WZYQ-F | 103.9 | Braddock Heights | .5/1.0 |
| NOSTALGIA | 51 (1) | | 51 (1) | 1.1 | 3.0 | WFSI-F | 107.9 | Annapolis | .4/ .8 |
| RELIGION/GOSPEL | 66 (2) | 21 (1) | 87 (3) | 1.8 | 3.5 | WGRX-F | 100.7 | Westminster | .4/ .8 |
| SPANISH | 21 (1) | | 21 (1) | 0.4 | | WIYY-F | 97.9 | Baltimore | .5/2.3 |
| CLASSICAL | 21 (1) | 147 (1) | 168 (2) | 3.5 | 2.8 | | | | |
| JAZZ/NEW AGE | | 81 (1) | 81 (1) | 1.7 | | | | | |
| UNKNOWN/OTHERS | | | | | | | | | |
| | | 979 (13) | 3791 (22) | 4770 (35) | | | | | |

RAOIO STATIONS

AM STATIONS

| | | | | | | |
|-------------|-------------------|-------------|--------------------|------------|----------------|-----------------|
| WCPT, 730, | 5 KW/20 W (DA-1) | , BLACK | SMN, \$ NA | (Mc-Guild) | Legacy | Bill Sherard |
| WDCT, 1310, | 5 KW/500 W (DA-2) | , RELIGION | , \$ 34.00 | (---) | | Dave Reeder |
| WFAX, 1220, | 5 KW (DAYS) | , RELIGION | , \$ 20.00 | (---) | | Mitch Miller |
| WMAL, 630, | 5 KW (DA-2) | , MOR | ABC-I, \$250.00 | (Katz) | Cap Cities/ABC | Tom Bresnahan |
| WMDO, 1540, | 5 KW (DAYS) | , HISPANIC | , \$ 45.00 | (Lotus) | Lotus | Allan Klamer |
| WNTR, 1050, | 1 KW/500 W | , TALK | , \$ 30.00 | (---) | | Rogers Kirvin |
| WOL, 1450, | 1 KW | , BLACK | NBN, \$ 47.00 | (K & P) | | Cathy Hughes |
| WTOP, 1500, | 50 KW (DA-2) | , NEWS | MBS, CBS, \$175.00 | (HNWH) | Outlet | Michael Douglas |
| WUST, 1120, | 1 KW (DAYS) | , GOSPEL | NBN, \$ 25.00 | (---) | | Connie Balthrop |
| WWDC, 1260, | 5 KW (DA-2) | , NOSTALGIA | US 2, \$ 51.00 | (Christal) | | Goff Lebhar |
| WWRC, 980, | 5 KW (DA-N) | , TALK | MBS, NBC, \$ 78.00 | (MMR) | Greater Media | Ted Dorf |
| WYCB, 1340, | 1 KW | , GOSPEL | SBN, \$ 41.00 | (---) | | Karen Jackson |

FM STATIONS

| | | | | | | |
|--------------|--------------|--------------|--------------------|------------|-------------------|-----------------|
| WASH, 97.1, | 23 KW @ 690, | SOFT AC | Trans, \$ 88.00 | (HNWH) | Outlet | Michael Douglas |
| WAVA, 105.1, | 50 KW @ 500, | CHR | , \$160.00 | (HNWH) | Emmis | Alan Goodman |
| WBW, 106.7, | 23 KW @ 731, | NEW AGE | ABC-R, \$ 85.00 | (Torbet) | Infinity | Ken Stevens |
| WCXR, 105.9, | 50 KW @ 500, | CLASSIC ROCK | , \$135.00 | (Mc-Guild) | Legacy | Bill Sherard |
| WDJY, 100.3, | 40 KW @ 333, | BLACK | APR, \$ 80.00 | (Mc-Guild) | United | Gary Gross |
| WGAY, 99.5, | 21 KW @ 780, | BTFL/EZ | , \$210.00 | (MMR) | Greater Media | Ted Dorf |
| WGMS, 103.5, | 47 KW @ 510, | CLASSICAL | MBS, \$124.00 | (Republic) | RKO | Mike Ferrel |
| WHUR, 96.3, | 24 KW @ 669, | BLACK | , \$106.00 | (Ourpetti) | Howard University | Millard Watkins |
| WKYS, 93.9, | 50 KW @ 485, | BLACK/URBAN | , \$206.00 | (Eastman) | NBC to Albimar | Bart Walsh |
| WLTT, 94.7, | 21 KW @ 780, | AC | , \$168.00 | (CBS) | CBS | Jim Keating |
| WMMJ, 102.3, | 1 KW @ 480, | ? ? | , \$ 51.00 | (K & P) | | |
| WMZQ, 98.7, | 50 KW @ 490, | COUNTRY | , \$196.00 | (Christal) | Viacom | Paul Wilensky |
| WPGC, 95.5, | 50 KW @ 500, | URBAN/CHR | , \$125.00 | (Banner) | Cook Inlet | Bob Mitchell |
| WRQX, 107.3, | 50 KW @ 410, | CHR | ABC-C, \$146.00 | (Katz) | Cap Cities/ABC | Maureen Lesourd |
| WWDC, 101.1, | 23 KW @ 760, | AOR | US 1, \$191.00 | (Christal) | | Goff Lebhar |
| WXTR, 104.1, | 50 KW @ 500, | OLDIES | , \$ 76.00 | (Mc-Guild) | Ragan Henry | Bob Woodward |
| WHFS, 99.1, | 47 KW @ 390, | AOR | APR, MBS, \$ 54.00 | (Republic) | Duchoissois | Alan Hay |

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WKYS-F: Sold by NBC to Albimar for \$49,500,000 (Kidder, Peabody)
 WUST: Sold for \$1,400,000 (Skidelsky)

WATERLOO - CEDAR FALLS

Arbitron Rank/Pop (12+): 202/126,500

Stations: 13/8
 Oiaries: 578/219:1/56.6%
 Sample Target: 550
 % Below Line: 13.4
 % Not Listed: 14.0

1987 Revenue: \$3,400,000
 HH Inc.: \$33,803
 Retail \$: .89 Bil
 Pop per Station: 15,813
 #1 Biller: KFMW-F \$830,000

MSA Rank/Pop: 239/154,000
 ADI # 77 (w/Dubuque & Cedar Falls)
 Average Person Ratings: 14.7
 Market TSL: 19.3 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. KFMW-F (CHR) | 37/19.9 | --- | 19.7 | --- | 25.2 | ---- | 63/848 | 468/37.0 | --- | 43.9 | 85 | 25.5 | 49 | 581 | KFMW-F |
| 2. KOKZ-F (CHR) | 29/15.6 | --- | 12.0 | --- | 13.8 | ---- | 58/924 | 483/38.2 | --- | 30.5 | 77 | 17.7 | 34 | 408 | KOKZ-F |
| 3. KWLO (MOR) | 25/13.4 | --- | 12.6 | --- | 9.0 | ---- | 29/407 | 312/24.7 | --- | 26.6 | 149 | 7.3 | 14 | 329 | KWLO |
| 4. KOEL-F (C) | 18/ 9.7 | --- | 7.7 | --- | 7.1 | ---- | 43/484 | 217/17.2 | --- | 14.6 | 124 | 11.5 | 22 | 201 | KOEL-F |
| 5. KCFI (C) | 11/ 5.9 | --- | 3.8 | --- | 5.2 | ---- | 11/136 | 120/ 9.5 | --- | 11.6 | 85 | 4.2 | 8 | 110 | KCFI |
| 6. WMT (MOR) | 10/ 5.4 | --- | 3.3 | --- | 2.9 | ---- | 41/491 | 121/ 9.6 | --- | 7.8 | 37 | 4.2 | 8 | 112 | WMT |
| 7. KWAY-F (EZ) | 8/ 4.3 | --- | 3.8 | --- | 4.8 | ---- | 81/108 | 97/ 7.7 | --- | 7.7 | 70 | 2.1 | 4 | 102 | KWAY-F |
| 8. KRNA-F (AOR) | 7/ 3.8 | --- | 3.3 | --- | 1.0 | ---- | 21/204 | 88/ 7.0 | --- | 5.9 | 132 | 2.6 | 5 | 97 | KRNA-F |
| 9. KXEL (C) | 6/ 3.2 | --- | 4.4 | --- | 4.3 | ---- | 19/243 | 119/ 9.4 | --- | 11.4 | 125 | 3.6 | 7 | 131 | KXEL |

10.
 11.
 12.
 13.
 14.
 15.

12+ FM SHARE (METRO): 63.75% (102 of 160) (SPG 87: 61.84%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|--------------|-------------|-------------|-------------|-------------|---------|-----------|-------------|-------------|------------|-----------|
| 1. KOKZ-F < | 1. KFMW-F > | 1. KFMW-F > | 1. KWLO | 1. KWLO | 1. KWLO | 1. KFMW-F | 1. KFMW-F > | 1. KFMW-F | 1. KFMW-F | 1. KFMW-F |
| 2. KFMW-F >> | 2. KOKZ-F | 2. KOKZ-F < | 2. KFMW-F > | 2. KFMW-F > | 2. KCFI | 2. KWLO | 2. KOEL-F | 2. KOKZ-F > | 2. KOKZ-F | KWLO |
| 3. | 3. KWLO > | 3. KWCO > | 3. KOKZ-F < | 3. KOEL-F | KOEL-F | 3. KOKZ-F | KOKZ-F | 3. KWLO | 3. KWLO >> | 3. KCFI |
| 4. | 4. | 4. KOEL-F | 4. KOEL-F | KOKZ-F | WMT | 4. KOEL-F | 4. KWLO | 4. KOEL-F | 4. | 4. KOEL-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 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. KFMW-F | 1. KFMW-F | 1. KWLO | 1. KFMW-F | 1. KWLO > | 1. KFMW-F | 1. KFMW-F >> | 1. KFMW-F | 1. KFMW-F > | 1. KFMW-F |
| 2. KOKZ-F > | 2. KOKZ-F | 2. KFMW-F | 2. KOKZ-F | 2. KFMW-F | 2. KOKZ-F > | 2. KOKZ-F | 2. KRNA-F | 2. KOKZ-F | KOEL-F |
| 3. | KWLO | 3. KOKZ-F | KWLO | 3. KOKZ-F > | 3. KRNA-F | KRNA-F | 3. KOEL-F | 3. KOEL-F | KWLO > |
| 4. | 4. | 4. | 4. | 4. | 4. | 4. KOEL-F | 4. KOKZ-F | KWLO | 4. KOKZ-F |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. | KWLO | 5. KRNA-F | KRNA-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 66 (2) | 66 (2) | 41.3 | 38.8 | KWAY 1470 Waverly .5/3.0 |
| AOR/CLASSIC | | 7 (1) | 7 (1) | 4.4 | 5.3 | |
| AC/OLDIES/SOFT ROCK | | 3 (1) | 3 (1) | 1.9 | 3.9 | KOEL 950 Delwein 1.6/3.5 |
| MOR/VARIETY/FULL | 37 (3) | | 37 (3) | 23.1 | 22.4 | WHD 1040 Des Moines 1.1/7.4 |
| COUNTRY | 21 (4) | 18 (1) | 39 (5) | 24.4 | 22.4 | WMT-F 96.5 Cedar Rapids 1.6/3.2 |
| BLACK/URBAN | | | | | | |
| BTFL MUSIC/EZ | | 8 (1) | 8 (1) | 5.0 | 4.6 | |
| NEWS/TALK | | | | | 0.7 | |
| NOSTALGIA | | | | | | |
| RELIGION/GOSPEL | | | | | | |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 2.0 | |
| | 58 (7) | 102 (6) | 160 (13) | | | |

RADIO STATIONS

| | | | | | |
|--------------------------------------|------------|------------------|------------|-----------|------------------|
| KCFI, 1250, 500 W (DA-2) | , COUNTRY | ABC-D, \$ 13.00 | (Roslin) | | Lori McConville |
| KWLO, 1330, 5 KW (DA-2) | , AC/MOR | NBC, \$ 27.00 | (Christal) | Park | Don Morehead |
| KWDF, 850, 500 W (DAYS, DA) | , RELIGION | , \$ 7.00 | (---) | | Mike Facciani |
| KXEL, 1540, 50 KW (DA-N) | , COUNTRY | ABC-I, \$ 22.00 | (Katz) | Bahakel | Fred Hendrickson |
| KWAY, 1470, 1 KW (DAYS, DA) | , COUNTRY | , \$ 8.00 | (---) | | Bob Foster |
| | | | | (WAVERLY) | |
| KFMW-F, 107.9, 100 KW @ 1850, CHR | | Source, \$ 32.00 | (Christal) | Park | Don Morehead |
| KOEL-F, 92.3, 100 KW @ 1000, COUNTRY | | ABC-E, \$ 18.00 | (Banner) | | Ray Leafstedt |
| KOKZ-F, 105.7, 100 KW @ 1403, CHR | | ABC-C, \$ 26.00 | (Katz) | Bahakel | Fred Hendrickson |
| KWAY-F, 99.3, 3 KW @ 180, BTFL/EZ | | , \$ 10.00 | (---) | | Bob Foster |
| | | | | (WAVERLY) | |

WEST PALM BEACH

Arbitron Rank/Pop (12+): 56/684,500

Stations: 34/15
Diaries: 998/686:1/46.4%
Sample Target: 940
% Below Line: 42.7
% Not Listed: 10.5

1987 Revenue: \$18,500,000
HH Inc.: \$36,567
Retail \$: 6.7 Bill
Pop per Station: 45,633
#1 Biller: WRMF-F \$5,000,000

MSA Rank/Pop: 65/784,000
ADI # 53
Average Person Ratings: 16.7
Market TSL: 22.5 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|----------|
| 1. WEAT A/F (EZ) | 138/12.0 | 14.6 | 12.9 | 14.3 | 14.7 | 13.5 | 226/2604 | 1543/22.5 | 22.1 | 21.3 | 55 | 10.3 | 118 | 1307 | WEAT A/F |
| 2. WRMF-F (AC) | 80/ 7.0 | 8.4 | 8.9 | 7.8 | 12.0 | 8.0 | 140/1754 | 1115/16.3 | 17.0 | 23.1 | 176 | 8.8 | 100 | 1214 | WRMF-F |
| 3. WJNO (N/T) | 65/ 5.7 | 7.9 | 5.9 | 5.4 | 5.6 | 6.2 | 65/ 849 | 811/11.8 | 11.9 | 12.4 | 53 | 9.4 | 107 | 839 | WJNO |
| 4. WOVV-F (CHR) | 56/ 4.9 | 2.3 | 1.6 | --- | --- | 2.2 | 104/1339 | 724/10.6 | 4.2 | --- | 100 | 5.3 | 61 | 659 | WOVV-F |
| 5. WHYI-F (CHR) | 50/ 4.4 | 3.1 | 5.1 | 5.7 | 5.3 | 4.6 | 162/2677 | 920/13.4 | 11.8 | 15.6 | 61 | 5.0 | 57 | 950 | WHYI-F |
| 6. WNJY-F (BB) | 47/ 4.1 | 6.1 | 4.6 | 4.8 | 6.1 | 4.9 | 53/ 766 | 617/ 9.0 | 9.6 | 11.7 | 22 | 4.3 | 49 | 531 | WNJY-F |
| 7. WIRK-F (C) | 44/ 3.8 | 6.2 | 5.2 | 7.3 | 4.7 | 5.6 | 67/ 901 | 594/ 9.7 | 9.1 | 8.5 | 161 | 4.7 | 54 | 648 | WIRK-F |
| 8. WMXJ-F (J) | 39/ 3.4 | 3.7 | 3.7 | 2.8 | 2.1 | 3.4 | 151/2048 | 637/ 9.3 | 9.1 | 6.2 | 200 | 3.1 | 35 | 556 | WMXJ-F |
| 9. WSHE-F (AOR) | 37/ 3.2 | 1.4 | 2.1 | 3.8 | 2.9 | 2.6 | 98/1376 | 442/ 6.5 | 6.1 | 9.5 | 100 | 3.1 | 35 | 614 | WSHE-F |
| 10. WTMI-F (CL) | 36/ 3.1 | 1.2 | 1.6 | 1.4 | 1.6 | 1.8 | 83/ 950 | 298/ 4.4 | 5.5 | 4.4 | 81 | 1.5 | 17 | 249 | WTMI-F |
| WYFX (B) | 35/ 3.1 | 2.0 | 1.7 | 1.4 | .4 | 2.1 | 57/ 705 | 396/ 5.8 | 2.7 | 1.8 | 129 | 3.1 | 35 | 356 | WYFX |
| WHQT-F (U/CHR) | 35/ 3.1 | 2.9 | 1.8 | 3.7 | 2.4 | 2.9 | 93/1610 | 593/ 8.7 | 5.8 | 7.1 | 26 | 2.5 | 28 | 512 | WHQT-F |
| 13. WNGS-F (AC) | 34/ 3.0 | 3.1 | 2.6 | 3.5 | 1.3 | 3.1 | 36/ 504 | 462/ 6.7 | 5.2 | 5.1 | 183 | 2.2 | 25 | 268 | WNGS-F |
| 14. WKGR-F (AOR) | 33/ 2.9 | 1.8 | 2.6 | 2.9 | 4.4 | 2.6 | 60/1008 | 593/ 8.7 | 8.2 | 10.9 | 155 | 4.0 | 46 | 661 | WKGR-F |

12+ FM SHARE (METRO): 77.42% (792 of 1023) (SPG 87: 77.79%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|---------------|-----------|-------------|-------------|-------------|-------------------|-----------------|---------------|-----------------|-----------------|-------------|
| 1. WHQT-F >>> | 1. WRMF-F | 1. WRMF-F > | 1. WRMF-F > | 1. WRMF-F > | >>> 1. WEAT-F >>> | >>> 1. WEAT-F > | 1. WEAT-F >>> | >>> 1. WEAT-F > | >>> 1. WHYI-F > | 1. WJNO |
| 2. WOVV-F | 2. WOVV-F | 2. WOVV-F | 2. WMXJ-F | 2. WMXJ-F | 2. WJNO | 2. WRMF-F | 2. WRMF-F | 2. WRMF-F | 2. WEAT-F > | 2. WHYI-F |
| 3. WPOW-F | 3. WHYI-F | 3. WNGS-F | 3. WIRK-F | 3. WEAT-F > | 3. WNJY-F | 3. WJNO > | 3. WJNO | 3. WOVV-F | 3. WHQF-F | 3. WEAT-F < |
| 4. WTMI-F | WSHE-F | 4. WHYI-F | WOVV-F | 4. WIRK-F | 4. WRMF-F | 4. WIRK-F | 4. WOVV-F | 4. WJNO | WOVV-F | 4. WNJY-F |
| 5. | 5. WGTR-F | 5. WKGR-F < | 5. WNGS-F | 5. WOVV-F < | 5. WIRK-F | 5. | 5. WMXJ-F | 5. WHQT-F | 5. WPOW-F | 5. WIOJ |
| | | 6. WIRK-F | 6. WNGS-F | 6. WNGS-F | | | | | | |
| | | WSHE-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. WOVV-F | 1. WRMF-F | 1. WRMF-F > | 1. WRMF-F > | 1. WRMF-F > | 1. WHYI-F | 1. WSHE-F | 1. WRMF-F | 1. WRMF-F | 1. WRMF-F >>> |
| 2. WHYI-F | 2. WOVV-F > | 2. WOVV-F | 2. WOVV-F | 2. WNGS-F | 2. WRMF-F | 2. WSHE-F < | 2. WSHE-F | 2. WMXJ-F | 2. WMXJ-F |
| 3. WRMF-F | 3. WHYI-F | 3. WNGS-F | 3. WNGS-F | 3. WEAT-F > | WSHE-F | WGTR-F | 3. WOVV-F > | 3. WMXJ-F | 3. WEAT-F > |
| 4. WHQT-F | 4. WKGR-F | 4. WMXJ-F | 4. WJQY-F | 4. WOVV-F | 4. WKGR-F | 4. WHYI-F | 4. WGTR-F | 4. WGTR-F | WIRK-F |
| 5. | 5. WNGS-F | 5. | WMXJ-F | WIRK-F | 5. | 5. WOVV-F | WZTA-F | 5. WHYI-F | 5. WOVV-F |
| | WHQT-F | | WJQY-F | WJQY-F | | | | | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|----------------------|----------|----------|-----------|------|--------|
| TOP 40/CHR/CONTEMP | | 106 (2) | 106 (2) | 10.4 | 8.6 |
| AOR/CLASSIC | | 115 (4) | 115 (4) | 11.2 | 11.5 |
| AC/OLDIES/SOFT ROCK | 7 (1) | 213 (6) | 220 (7) | 21.5 | 21.4 |
| MOR/VARIETY/FULL | | | | | 1.2 |
| COUNTRY | | 60 (2) | 60 (2) | 5.9 | 7.2 |
| BLACK/URBAN | 64 (3) | 61 (2) | 125 (5) | 12.2 | 8.8 |
| BTFL MUSIC/EZ | 12 (1) | 154 (2) | 166 (3) | 16.2 | 18.5 |
| NEWS/TALK | 127 (6) | | 127 (6) | 12.4 | 13.4 |
| NOSTALGIA | 7 (1) | 47 (1) | 54 (2) | 5.3 | 7.7 |
| RELIGION/GOSPEL | 5 (1) | | 5 (1) | 0.5 | |
| SPANISH | | | | | |
| CLASSICAL | | 36 (1) | 36 (1) | 3.5 | 1.8 |
| JAZZ/NEW AGE/ELECTIC | | | | | |
| UNKNOWN/OTHERS | 9 (1) | | 9 (1) | 0.9 | |
| | 231 (14) | 792 (20) | 1023 (34) | | |

RADIO STATIONS

| | | | | |
|-------------------------------|-------------|----------------------|------------|---------------|
| WDBF, 1420, 5 KW/500 W (DA-1) | NOSTALGIA | CBS, \$ 12.00 | (Dora) | Victor Knight |
| WJNO, 1230, 1 KW | , NEWS/TALK | CBS, ABC-E, \$ 53.00 | (Banner) | George Mills |
| WPBR, 1340, 1 KW | , TALK | MBS, CNN, \$ 23.00 | (Savalli) | Tom Holiday |
| WPOM, 1600, 1 KW (DA-1) | , BLACK | ABC-D, \$ 31.00 | (Republic) | Steve Hettner |
| WYFX, 1040, 10 KW/1 KW (DA-2) | , BLACK | SBN, \$ 17.00 | (---) | Gary Lewis |
| WEAT-F, 104.3, 56 KW @ 1250, | BTFL/EZ | , \$ 72.00 | (Katz) | Jim Conner |
| WIRK-F, 107.9, 100 KW @ 400, | COUNTRY | ABC-E, \$ 56.00 | (HNWH) | Ed Boyd |
| 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) | Garret Clancy |
| WNJY-F, 94.3, 1 KW @ 480, | NOSTALGIA | NBC, \$ 36.00 | (Republic) | Bill Pearl |
| WRMF-F, 97.9, 100 KW @ 1350, | AC | , \$101.00 | (Banner) | Rod Dore |
| | | | | George Mills |

Other ranked stations - See Miami

WHEELING

Arbitron Rank/Pcp (12+): 184/149,600
 MSA Rank/Pcp: 219/176,800
 ADI # 139
 Average Person Ratings: 16.6
 Market TSL: 23.0 hours

Stations: 13/8
 Dairies: 568/263:1/60.6%
 Sample Target: 580
 % Below Line: 7.7
 % Not Listed: 6.5

1987 Revenue: \$6,900,000
 HH Inc.: \$26,804
 Retail \$: 1.1 Bil
 Pop per Station: 18,700
 #1 Biller: WOMP-F \$2,000,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WOMP-F (CHR) | 64/25.8 | --- | 29.1 | --- | 25.4 | ---- | 98/1124 | 632/42.2 | --- | 45.0 | 95 | | | WOMP-F |
| 2. WWVA (C) | 36/14.5 | --- | 13.7 | --- | 13.6 | ---- | 71/ 939 | 387/25.9 | --- | 26.7 | 81 | | | WWVA |
| 3. WZMM-F (AC) | 31/12.5 | --- | 7.3 | --- | 3.4 | ---- | 37/ 390 | 294/19.7 | --- | 16.9 | 120 | | | WZMM-F |
| 4. WOVK-F (C) | 25/10.1 | --- | 10.7 | --- | 12.1 | ---- | 47/ 571 | 270/18.0 | --- | 19.3 | 125 | | | WOVK-F |
| 5. WEEL-F (EZ) | 25/10.1 | --- | 5.6 | --- | 8.0 | ---- | 43/ 474 | 278/18.6 | --- | 12.9 | 78 | | | WEEL-F |
| 6. WOMP (N/T) | 19/ 7.7 | --- | 6.8 | --- | 4.5 | ---- | 19/ 203 | 168/11.2 | --- | 12.1 | 71 | | | WOMP |
| 7. WKWK (J) | 9/ 3.6 | --- | 5.1 | --- | 5.4 | ---- | 9/ 152 | 141/ 9.4 | --- | 11.3 | 175 | | | WKWK |
| 8. WOVE-F (AOR) | 9/ 3.6 | --- | 4.7 | --- | 4.2 | ---- | 30/ 447 | 141/ 9.4 | --- | 6.7 | 108 | | | WOVE-F |
| 9. WHLX-F (?) | 4/ 1.6 | --- | 4.3 | --- | 7.2 | ---- | 4/ 152 | 140/ 9.4 | --- | 9.4 | 100 | | | WHLX-F |
| 10. | | | | | | | | | | | | | | |
| 11. | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 71.12% (165 of 232) (SPG 87: 69.72%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|---------------|----------------|-------------|-------------|-------------|-------------|-----------|-----------|-----------|------------|-----------|
| 1. WOMP-F>>1. | WOMP-F>>1. | WOMP-F>>1. | WOMP-F>>1. | WOMP-F>>1. | WOMP-F>>1. | WWVA >1. | WOMP-F>1. | WOMP-F>1. | WOMP-F>>1. | WOMP-F< |
| 2. | 2. WZMM-F+>>2. | WZMM-F+>>2. | WZMM-F+>>2. | WZMM-F+>>2. | WZMM-F+>>2. | WEEL-F>2. | WWVA >>2. | WWVA 2. | WZMM-F<2. | WZMM-F 2. |
| 3. | 3. WOVE-F 3. | WOVK-F 3. | WOVK-F 3. | WOVK-F 3. | WOVK-F 3. | WOMP-F 3. | WZMM-F 3. | WZMM-F 3. | WWVA 3. | WOVK-F>3. |
| 4. | 4. WOVK-F 4. | WWVA 4. | WWVA 4. | WWVA 4. | WOMP 4. | WEEL-F 4. | WEEL-F>4. | WOVK-F 4. | | 4. WEEL-F |
| 5. | 5. | 5. | 5. WKWK 5. | WEEL-F 5. | WOVK-F 5. | WOVK-F 5. | WOVK-F 5. | WEEL-F 5. | | 5. WZMM-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. WOMP-F>>1. | WOMP-F>>1. | WOMP-F>>1. | WOMP-F>>1. | WOMP-F>>1. | 1. WOMP-F>>1. | WOMP-F>1. | 1. WOMP-F<1. | 1. WOMP-F>>1. | WOMP-F> |
| 2. WZMM-F+>>2. | WZMM-F+>>2. | WZMM-F 2. | WZMM-F+>>2. | WZMM-F+>>2. | 2. WZMM-F+>>2. | WZMM-F+>>2. | WZMM-F+>>2. | WZMM-F+>>2. | WZMM-F+>>2. |
| 3. WOVE-F 3. | WOVK-F 3. | WOVK-F 3. | WOVK-F 3. | WOVK-F 3. | 3. WOVE-F 3. | WOVE-F>3. | WOVK-F 3. | WKWK 3. | WOVK-F 3. |
| 4. | 4. | 4. | 4. WWVA 4. | WWVA 4. | 4. | 4. WOVK-F 4. | WOVE-F 4. | WOVK-F 4. | 4. WWVA 4. |
| 5. | 5. | 5. | 5. WEEL-F 5. | WEEL-F 5. | 5. | 5. | 5. | WOVE-F 5. | 5. WKWK 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|----------|------|--------|---|--|
| TOP 40/CHR/CONTEMP | | 65 (2) | 65 (2) | 28.0 | 31.7 | | KOKA 1020 Pittsburgh 1.2/4.8 |
| AOR/CLASSIC | | 9 (1) | 9 (1) | 3.9 | 5.0 | | WLTJ-F 92.9 Pittsburgh 1.2/3.1 |
| AC/OLOIES/SOFT ROCK | 9 (1) | 37 (3) | 46 (4) | 19.8 | 9.2 | | WRKY-F 103.5 Steubenville .4/9.6 |
| MOR/VARIETY/FULL | 3 (1) | | 3 (1) | 1.3 | | | WWSW-F 94.5 Pittsburgh 1.2/3.2 |
| COUNTRY | 36 (1) | 25 (1) | 61 (2) | 26.3 | 26.6 | | |
| BLACK/URBAN | | | | | | | |
| BTFL MUSIC/EZ | | 25 (1) | 25 (1) | 10.7 | 7.8 | | |
| NEWS/TALK | 19 (1) | | 19 (1) | 8.2 | 7.3 | | |
| NOSTALGIA | | | | | 10.1 | | |
| RELIGION/GOSPEL | | | | | | | |
| SPANISH | | | | | | | |
| CLASSICAL | | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | | | |
| UNKNOWN/OTHERS | | 4 (1) | 4 (1) | 1.7 | 2.3 | | |
| | 67 (4) | 165 (9) | 232 (13) | | | | |

RADIO STATIONS

| | | | |
|------------------------------------|-------------|------------------------------|--------------|
| WKWK, 1400, 1 KW | , OLOIES | Trans, \$ 14.00 (HNWH) | |
| WOMP, 1290, 1 KW (DAYS) | , TALK/NEWS | US 2, ABC-T, \$ 18.00 (Katz) | Mike Allodi |
| WWVA, 1170, 50 KW (DA-N) | , COUNTRY | ABC-I, \$ 41.00 (Mc-Guild) | Ross Felton |
| WZMM, 1600, 5 KW (OAYS) | , AC | CBS, \$ 12.00 (Christal) | Fred Gardini |
| | | | Osborn |
| | | | Burbach |
| WEEL-F, 97.3, 50 KW @ 470, BTFL/EZ | | MBS, ABC-E, \$ 18.00 (HNWH) | CR |
| WHLX-F, 105.5, 3 KW @ 313, ? ? | | SMN, \$ 11.00 (K & P) | (BETHLEHEM) |
| WOMP-F, 100.5, 14 KW @ 550, CHR | | US 1, \$ 50.00 (Katz) | Neil Fondas |
| WOVK-F, 98.7, 50 KW @ 390, COUNTRY | | , \$ 27.00 (Mc-Guild) | Osborn |
| WZMM-F, 107.5, 12 KW @ 908, AC | | CBS, \$ 21.00 (Christal) | Burbach |
| | | | Fred Gardini |

WICHITA

Arbitron Rank/Pop (12+): 98/397,100

Stations: 18/18
 Daaries: 784/494:1/54.3%
 Sample Target: 780
 % Below Line: 0
 % Not Listed: 5.5

1987 Revenue: \$15,000,000
 HH Inc.: \$38,359
 Retail \$: 3.1 Bil
 Pop per Station: 21,536
 #1 Killer: KFDI A/F \$4,700,000

MSA Rank/Pop: 103/473,000
 AJI # 60
 Average Person Ratings: 14.9
 Market TSL: 20.0 hours

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume | |
|-------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|--------|
| 1. KKRD-F (CHR) | 92/15.9 | 14.0 | 13.6 | 13.6 | 15.8 | ---- | 117/1533 | 1197/30.9 | 26.7 | 26.1 | 73 | 18.3 | 116 | 1108 | KKRD-F |
| 2. KFDI-F (C) | 73/12.6 | 10.6 | 10.6 | 10.6 | 10.4 | ---- | 95/1016 | 746/19.3 | 20.9 | 19.8 | 110 | 11.5 | 73 | 853 | KFDI-F |
| 3. KZSN-F (C) | 44/7.6 | 10.0 | 8.2 | 8.6 | 7.3 | ---- | 81/976 | 594/15.3 | 18.4 | 15.2 | 143 | 7.7 | 49 | 605 | KZSN-F |
| 4. KFDI (C) | 43/7.4 | 7.3 | 8.2 | 7.5 | 6.9 | ---- | 56/851 | 572/14.8 | 15.1 | 16.5 | 69 | 5.8 | 37 | 470 | KFDI |
| 5. KEYN-F (CHR) | 42/7.3 | 7.5 | 5.7 | 8.2 | 6.7 | ---- | 62/1127 | 815/21.1 | 17.5 | 18.6 | 107 | 8.5 | 54 | 750 | KEYN-F |
| 6. KICT-F (AOR) | 41/7.1 | 10.4 | 5.0 | 7.5 | 6.9 | ---- | 67/862 | 609/15.7 | 14.0 | 13.0 | 96 | 12.3 | 78 | 676 | KICT-F |
| 7. KOEZ-F (EZ) | 33/5.7 | 5.2 | 5.4 | 4.8 | 6.0 | ---- | 50/568 | 442/11.4 | 11.1 | 12.8 | 89 | 2.4 | 15 | 348 | KOEZ-F |
| 9. KXLK-F (AC) | 32/5.5 | 8.8 | 7.0 | 5.9 | 5.6 | ---- | 39/595 | 497/12.8 | 14.9 | 13.5 | 136 | 2.8 | 18 | 318 | KXLK-F |
| 9. KFHH (C) | 28/4.8 | 3.8 | 5.2 | 4.0 | 6.0 | ---- | 34/555 | 431/11.1 | 11.2 | 10.4 | 29 | 3.5 | 22 | 389 | KFH |
| 10. KLEO (3B) | 23/4.0 | 4.3 | 6.3 | 4.2 | 6.9 | ---- | 25/355 | 325/8.4 | 9.7 | 10.9 | 18 | 3.2 | 20 | 273 | KLEO |
| 11. KWKL-F (AC) | 17/2.9 | 1.4 | 6.1 | 3.8 | 1.9 | ---- | 20/338 | 285/7.4 | 5.7 | 8.5 | 176 | 2.5 | 16 | 190 | KWKL-F |
| 12. KBUZ-F (B) | 14/2.4 | --- | --- | --- | --- | ---- | 14/151 | 143/3.7 | --- | --- | 71 | 3.0 | 19 | 178 | KBUZ-F |
| 13. KNSS (T) | 13/2.2 | 1.6 | .7 | .5 | .2 | ---- | 13/275 | 267/6.9 | 7.3 | 3.4 | 109 | 1.3 | 8 | 215 | KNSS |
| KQAM (J) | 13/2.2 | 2.2 | 2.9 | 2.6 | 4.4 | ---- | 20/310 | 255/6.6 | 6.6 | 7.6 | 200 | 2.5 | 16 | 345 | KQAM |
| KRZZ-F (AOR) | 13/2.2 | 3.9 | 5.7 | 4.2 | 2.1 | ---- | 13/285 | 274/7.1 | 19.2 | 11.2 | 155 | 4.1 | 26 | 336 | KRZZ-F |
| 16. KLZS-F (J/NA) | 11/1.9 | 3.2 | 2.7 | 3.8 | 3.5 | ---- | 11/312 | 294/7.6 | 6.3 | 8.3 | 179 | 1.3 | 8 | 206 | KLZS-F |

12+ FM SHARE (METRO): 75.46% (412 of 546) (SPG 87: 74.19%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|------------------------|------------|------------|------------|-----------|------------|------------|------------|------------|---------------------|-----------|
| 1. KKRD-F>>>1. KKRD-F> | 1. KKRD-F> | 1. KKRD-F> | 1. KKRD-F> | 1. KFDI-F | 1. KFDI-F> | 1. KKRD-F | 1. KKRD-F< | 1. KKRD-F> | 1. KKRD-F>>>1. KFHH | 1. KFHH |
| 2. KEYN-F | 2. KICT-F | 2. KICT-F< | 2. KFDI-F< | 2. KKRD-F | 2. KFDI | 2. KFDI-F | 2. KFDI-F | 2. KFDI-F> | 2. KFDI-F> | 2. KFHH |
| 3. KBUZ-F | 3. KEYN-F | 3. KZSN-F | 3. KZSN-F | 3. KZSN-F | 3. KZSN-F> | 3. KFDI | 3. KOEZ-F | 3. KFDI | 3. KZSN-F | 3. KZSN-F |
| 4. KZSN-F | 4. KFDI-F | 4. KFDI-F | 4. KXLK-F | 4. KEYN-F | 4. KFHH | 4. KEYN-F< | 4. KZSN-F | 4. KICT-F | 4. KICT-F | 4. KFDI-F |
| 5. KXLK-F | 5. KEYN-F | 5. KEYN-F | 5. KEYN-F | 5. KXLK-F | 5. KLEO | 5. KZSN-F | 5. KXLK-F | 5. KEYN-F | 5. KEYN-F | 5. KZSN-F |
| 6. KFDI-F | 6. KXLK-F | 6. KICT-F | 6. KICT-F | 6. KICT-F | | 6. KFDI | | 6. KEYN-F | 6. KEYN-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. KKRD-F>>>1. KKRD-F>>>1. KZSN-F | 1. KKRD-F>>>1. KZSN-F | 1. KKRD-F>>>1. KZSN-F | 1. KKRD-F>>>1. KZSN-F | 1. KFDI-F | 1. KICT-F> | 1. KICT-F | 1. KFDI-F | 1. KICT-F | 1. KFDI-F |
| 2. KEYN-F< | 2. KEYN-F | 2. KEYN-F | 2. KZSN-F | 2. KZSN-F | 2. KKRD-F> | 2. KKRD-F | 2. KKRD-F | 2. KKRD-F | 2. KKRD-F |
| 3. KXLK-F | 3. KZSN-F | 3. KKRD-F | 3. KEYN-F | 3. KKRD-F | 3. KEYN-F | 3. KFDI-F | 3. KXLK-F | 3. KFDI-F | 3. KICT-F |
| 4. KICT-F< | 4. KXLK-F | 4. KICT-F | 4. KXLK-F | 4. KEYN-F | 4. KZSN-F | 4. KZSN-F | 4. KZSN-F | 4. KZSN-F | 4. KZSN-F |
| 5. KZSN-F | 5. KICT-F | 5. KLZS-F | 5. KFDI-F | 5. KXLK-F | 5. KEYN-F | 5. KEYN-F | 5. KEYN-F | 5. KEYN-F | 5. KFDI |
| | | 6. KXLK-F | | | 6. KXLK-F | 6. KXLK-F | 6. KXLK-F | 6. KXLK-F | 6. KXLK-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|---------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 134 (2) | 134 (2) | 24.5 | 20.5 |
| AC/CLASSIC | | 54 (2) | 54 (2) | 9.9 | 12.1 |
| AC/OLDIES/SOFT ROCK | 13 (1) | 49 (2) | 62 (3) | 11.4 | 13.3 |
| MOR/VARIETY/FULL | | | | | |
| COUNTRY | 71 (2) | 117 (2) | 188 (4) | 34.4 | 34.2 |
| BLACK/URBAN | | 14 (1) | 14 (1) | 2.6 | 6.5 |
| BTFL MUSIC/EZ | | 33 (1) | 33 (1) | 6.0 | 5.7 |
| NEWS/TALK | 13 (1) | | 13 (1) | 2.4 | |
| NOSTALGIA | 23 (1) | | 23 (1) | 4.2 | 6.6 |
| RELIGION/GOSPEL | 14 (2) | | 14 (2) | 2.6 | 1.1 |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | 11 (1) | 11 (1) | 2.0 | |
| UNKNOWN/OTHERS | | | | | |
| | 134 (7) | 412 (11) | 546 (18) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|------|-----|---------|---------|
| KJRG | 950 | Newton | 9/2.8 |
| KSGI | 900 | Wichita | 1.6/4.5 |

MISCELLANEOUS COMMENTS: KQAM, KEYN-F sold by Long-Pride to Aberdeen for \$4,430,000 (Americom)...

RADIO STATIONS

| | | | | |
|--|-----------|--------------------------------|-----------------|------------------|
| KFDI, 1070, 10 KW/1 KW (DA-N) | COUNTRY | ABC-E, \$ 38.00 (Torbet) | Great Empire | Mike Oatman |
| KFH, 1330, 5 KW (DA-N) | COUNTRY | CBS,MBS, \$ 30.00 (Republic) | So. Skies | Gene Rump |
| KLEO, 1480, 5 KW/1 KW (DA-2) | NOSTALGIA | SMN, \$ 25.00 (Eastman) | | Larry Wilson |
| KNSS, 1240, 1 KW (DA-1) | TALK | MBS,ABC-T, \$ 17.00 (Durpetti) | | Barry Gaston |
| KQAM, 1410, 5 KW/1 KW (DA-N) | OLDIES | US 1, \$ 20.00 (Eastman) | | |
| KEYN-F, 103.7, 100 KW @ 860, CHR/AC | | ABC-E, \$ 62.00 (Torbet) | Great Empire | Mike Oatman |
| KFDI-F, 101.3, 100 KW @ 1130, COUNTRY | | ABC-R, \$ 41.00 (Mc-Guild) | | |
| KICT-F, 95.1, 100 KW @ 970, AOR | | \$ 52.00 (HNWH) | Osborn | Buc Weatherby |
| KKRD-F, 107.3, 100 KW @ 884, CHR | | \$ 32.00 (Republic) | | Gene Rump |
| KLZS-F, 97.9, 100 KW @ 350, NEW AGE/JAZZ | | APR, \$ 31.00 (Banner) | Mid Continent | Gary Dick |
| KXLK-F, 105.3, 100 KW @ 1000, AC | | \$ 39.00 (Eastman) | So. Skies | Larry Wilson |
| KZSN-F, 102.1, 100 KW @ 1032, COUNTRY | | \$ 18.00 (---) | (ARKANSAS CITY) | Mike Levine |
| KWKL-F, 106.5, 100 KW @ 1323, SOFT AC | | Source, \$ 30.00 (Durpetti) | (DERBY) | Michael Cutchall |
| KRZZ-F, 95.9, 1.2 KW @ 500, CLASSIC ROCK | | \$ 23.00 (Roslin) | (NEWTON) | Gorden Anderson |
| KOEZ-F, 92.3, 100 KW @ 650, BTFL/EZ | | \$ 15.00 (---) | (EL DORADO) | |
| KBUZ-F, 99.3, 3 KW @ 300, BLACK | | | | |

WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 56/625,400

Stations: 36/29
Diaries: 1065/587:1/60.3%
Sample Target: 1000
% Below Line: 6.7
% Not Listed: 12.2

1987 Revenue: \$13,600,000
HH Inc.: \$27,627
Retail \$: 4.4 Bil
Pop per Station: 21,566
#1 Biller: WKRZ A/F \$2,300,000

MSA Rank/Pop: 69/734,000

ADI # 51

Average Person Ratings: 16.7

Market TSL: 22.8 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WKRZ-F (CHR) | 129/12.3 | 13.9 | 11.5 | 10.6 | 9.5 | 12.1 | 148/2227 | 1907/30.5 | 28.9 | 26.7 | 121 | 17.5 | 183 | 2105 | WKRZ-F |
| 2. WEZX-F (AOR) | 102/ 9.7 | 6.9 | 10.8 | 8.0 | 8.6 | 8.9 | 116/1019 | 892/14.3 | 14.5 | 14.0 | 98 | 11.1 | 116 | 1291 | WEZX-F |
| 3. WARM (MOR) | 75/ 7.2 | 5.2 | 6.4 | 7.2 | 6.8 | 6.5 | 76/1169 | 1111/17.8 | 19.4 | 18.3 | 78 | 6.6 | 69 | 981 | WARM |
| 4. WMGS-F (AC) | 67/ 6.4 | 5.0 | 4.7 | 4.7 | 4.9 | 5.2 | 71/ 855 | 789/12.6 | 12.7 | 12.1 | 164 | 3.9 | 41 | 583 | WMGS-F |
| 5. WGBI-F (AC) | 62/ 5.9 | 4.6 | 6.3 | 6.2 | 6.1 | 5.8 | 68/ 814 | 740/11.8 | 15.5 | 14.5 | 141 | 3.5 | 37 | 760 | WGBI-F |
| 6. WNAK (BB) | 55/ 5.3 | 7.3 | 4.3 | 6.4 | 6.7 | 5.8 | 55/ 547 | 547/ 8.7 | 8.2 | 10.2 | 15 | 5.8 | 61 | 653 | WNAK |
| 7. WWSH-F (EZ) | 45/ 4.3 | 3.1 | 4.7 | 5.2 | 5.9 | 4.3 | 58/ 761 | 576/ 9.2 | 9.6 | 11.5 | 67 | 2.9 | 30 | 424 | WWSH-F |
| 8. WTLQ-F (CHR) | 33/ 3.2 | 3.9 | 5.5 | 6.2 | 5.0 | 4.7 | 34/ 718 | 703/11.2 | 13.8 | 14.0 | 97 | 5.9 | 62 | 938 | WTLQ-F |
| 9. WHLM-F (CHR) | 30/ 2.9 | 2.8 | 3.0 | 2.6 | 2.1 | 2.8 | 48/ 634 | 360/ 5.8 | 6.0 | 4.3 | 107 | 2.0 | 21 | 371 | WHLM-F |
| 10. WEJL (BB) | 27/ 2.6 | 5.9 | 4.8 | 5.1 | 3.6 | 4.6 | 28/ 425 | 388/ 6.2 | 7.6 | 7.0 | 46 | 3.9 | 41 | 374 | WEJL |
| 11. WARD (T) | 21/ 2.0 | 1.5 | 2.5 | 1.5 | .9 | 1.9 | 21/ 266 | 266/ 4.3 | 4.4 | 2.7 | 50 | 1.6 | 17 | 228 | WARD |
| 12. WWOL-F (AC) | 20/ 1.9 | 1.2 | 1.2 | 1.2 | 1.8 | 1.4 | 20/ 270 | 254/ 4.1 | 3.9 | 4.3 | 153 | .9 | 9 | 252 | WWDL-F |
| 13. WILK (MOR) | 19/ 1.8 | 1.4 | 2.7 | 2.3 | 2.9 | 2.1 | 19/ 483 | 483/ 7.7 | 8.2 | 9.1 | 139 | 1.6 | 17 | 442 | WILK |
| 14. WSCR (AC) | 17/ 1.6 | .6 | .7 | .6 | .8 | .9 | 17/ 227 | 220/ 3.5 | 2.9 | 2.5 | 169 | 1.2 | 13 | 219 | WSCR |
| WEAY-F (MOR) | 17/ 1.6 | 0.7 | .9 | .7 | 1.5 | 1.0 | 17/ 238 | 238/ 3.8 | 4.9 | 6.1 | 156 | .9 | 9 | 163 | WEAY-F |
| WICK (EZ) | 17/ 1.6 | 1.2 | 1.1 | 1.6 | 2.3 | 1.4 | 17/ 208 | 208/ 3.3 | 3.5 | 5.4 | 13 | 1.0 | 11 | 217 | WICK |

12+ FM SHARE (METRO): 55.29% (600 of 919) (SPG 87: 64.33%)

| 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. WARM | 1. WKRZ-F | 1. WKRZ-F | 1. WKRZ-F> | 1. WARM |
| 2. WTLQ-F | 2. WKRZ-F>>>2. WEZX-F>>>2. WMGS-F | 2. WMGS-F | 2. WMGS-F | 2. WMGS-F | 2. WNAK | 2. WKRZ-F | 2. WEZX-F | 2. WEZX-F> | 2. WEZX-F> | 2. WEZX-F> |
| 3. WEZX-F | 3. WGBI-F | 3. WMGS-F | 3. WEZX-F | 3. WEZX-F | 3. WWSH-F< | 3. WEZX-F | 3. WMGS-F | 3. WMGS-F< | 3. WARM > | 3. WKRZ-F |
| 4. WMGS-F | 4. WGBI-F | 4. WGBI-F | 4. WGBI-F | 4. WGBI-F | 4. WMGS-F | 4. WMGS-F | 4. WGBI-F> | 4. WGBI-F | 4. WTLQ-F | 4. WMGS-F |
| 5. WGBI-F | 5. WNAK | 5. WARM | 5. WWSH-F | 5. WWSH-F | 5. WGBI-F< | 5. WGBI-F | 5. WNAK | 5. WARM | 5. WWSH-F | 5. WWSH-F |
| 6. WNAK | 6. WARM | 6. WARM | 6. WKRZ-F | 6. WNAK | 6. WKRZ-F | 6. WNAK | 6. WARM | 6. WARM | 6. WARM | 6. WARM |
| 7. WARM | 7. WNAK | 7. WARM | 7. WNAK | 7. WNAK | 7. WNAK | 7. WNAK | 7. WARM | 7. WARM | 7. WARM | 7. WARM |
| 8. WNAK | 8. WARM | 8. WARM | 8. WNAK | 8. WNAK | 8. WNAK | 8. WNAK | 8. WARM | 8. WARM | 8. WARM | 8. WARM |
| 9. WARM | 9. WNAK | 9. WARM | 9. WNAK | 9. WNAK | 9. WNAK | 9. WNAK | 9. WARM | 9. WARM | 9. WARM | 9. WARM |
| 10. WNAK | 10. WARM | 10. WARM | 10. WNAK | 10. WNAK | 10. WNAK | 10. WNAK | 10. WARM | 10. WARM | 10. WARM | 10. WARM |

| 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. WEZX-F>>>1. WEZX-F>>>1. WEZX-F> | 1. WEZX-F>>>1. WKRZ-F>>>2. WKRZ-F> | 1. WEZX-F> | 1. WEZX-F>>>1. WEZX-F>>>1. WEZX-F | 1. WEZX-F |
| 2. WEZX-F>>>2. WEZX-F> | 2. WMGS-F | 2. WMGS-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> | 2. WKRZ-F> | 2. WKRZ-F>>>2. WKRZ-F>>>2. WKRZ-F | 2. WKRZ-F |
| 3. WGBI-F | 3. WMGS-F | 3. WEZX-F | 3. WGBI-F | 3. WGBI-F | 3. WZZO-F | 3. WZZO-F | 3. WZZO-F | 3. WZZO-F | 3. WMGS-F |
| 4. WMGS-F | 4. WGBI-F> | 4. WGBI-F> | 4. WEZX-F | 4. WARM | 4. WGBI-F | 4. WGBI-F | 4. WGBI-F< | 4. WGBI-F | 4. WARM |
| 5. WNAK | 5. WNAK | 5. WNAK | 5. WEZX-F | 5. WEZX-F | 5. WHCM-F | 5. WHCM-F | 5. WHCM-F | 5. WHCM-F | 5. WHCM-F |
| 6. WARM | 6. WNAK | 6. WNAK | 6. WNAK | 6. WNAK | 6. WMGS-F | 6. WMGS-F | 6. WMGS-F | 6. WMGS-F | 6. WMGS-F |
| 7. WNAK | 7. WARM | 7. WARM | 7. WNAK | 7. WNAK | 7. WARM | 7. WARM | 7. WARM | 7. WARM | 7. WARM |
| 8. WARM | 8. WNAK | 8. WNAK | 8. WNAK | 8. WNAK | 8. WARM | 8. WARM | 8. WARM | 8. WARM | 8. WARM |
| 9. WNAK | 9. WARM | 9. WARM | 9. WNAK | 9. WNAK | 9. WARM | 9. WARM | 9. WARM | 9. WARM | 9. WARM |
| 10. WARM | 10. WNAK | 10. WNAK | 10. WNAK | 10. WNAK | 10. WARM | 10. WARM | 10. WARM | 10. WARM | 10. WARM |

| FORMATS | AM | FM | TOTAL | SPG 87 | | OTHER RATED STATIONS/METRO SHARE & CUME RATING | | | |
|---------------------|----------|----------|----------|--------|------|--|-------|--------------|---------|
| | | | | % | % | | | | |
| TOP 40/CHR/CONTEMP | 4 (1) | 217 (6) | 221 (7) | 24.0 | 23.9 | WAZL | 1490 | Hazleton | 1.1/2.8 |
| AOR/CLASSIC | | 122 (3) | 122 (3) | 13.3 | 12.3 | WBAX | 1240 | Wilkes Barre | 1.3/3.5 |
| AC/OLDIES/SOFT ROCK | 33 (3) | 164 (5) | 197 (8) | 21.4 | 18.2 | WBNE-F | 95.9 | Benton | .4/2.0 |
| MOR/VARIETY/FULL | 119 (4) | 17 (1) | 136 (5) | 14.8 | 15.2 | WCDL | 1440 | Carbondale | .4/1.3 |
| COUNTRY | 25 (3) | 19 (2) | 44 (5) | 4.8 | 6.1 | WCNR | 930 | Bloomsburg | 1.1/2.2 |
| BLACK/URBAN | | | | | | WEMR | 1460 | Tunkhannock | .6/1.0 |
| BTFL MUSIC/EZ | 17 (1) | 61 (2) | 78 (3) | 8.5 | 10.3 | WGBI | 910 | Scranton | .8/3.8 |
| NEWS/TALK | 25 (2) | | 25 (2) | 2.7 | 1.4 | WHLM | 550 | Bloomsburg | .4/2.2 |
| NOSTALGIA | 96 (3) | | 96 (3) | 10.4 | 11.5 | WLSP-F | 94.3 | Carbondale | .9/1.6 |
| RELIGION/GOSPEL | | | | | | WQEQ-F | 103.1 | Freeland | .7/2.4 |
| SPANISH | | | | | | WSBG-F | 93.5 | Stroudsburg | .9/3.2 |
| CLASSICAL | | | | | | WVPO | 840 | Stroudsburg | 1.5/1.6 |
| JAZZ/NEW AGE | | | | | | WXPX | 1300 | W. Hazleton | .9/1.8 |
| UNKNOWN/OTHERS | | | | | | WABC | 770 | New York | .4/1.7 |
| | 319 (17) | 600 (19) | 919 (36) | | | WFHZ-F | 100.7 | Allentown | 1.5/2.5 |
| | | | | | | WILQ-F | 105.1 | Williamsport | 1.0/2.4 |
| | | | | | | WLEV-F | 96.1 | Easton | .8/2.2 |
| | | | | | | WQQQ-F | 99.9 | Easton | 1.1/3.7 |
| | | | | | | WYSP-F | 94.1 | Philadelphia | .5/1.9 |
| | | | | | | WZZO-F | 95.1 | Bethlehem | 1.4/3.2 |

RADIO STATIONS

AM STATIONS

| | | | | |
|--------------------------------|-------------|----------------------|------------|-----------------|
| WARD, 1550, 10 KW/500 W (DA-2) | , TALK | APR, ABC-T, \$ 12.00 | (Savalli) | Jim Ward |
| WARM, 590, 5 KW (DA-2) | , MOR | NBC, \$ 50.00 | (Eastman) | Phil Condron |
| WBAX, 1240, 1 KW | , NOSTALGIA | CNN, \$ 17.00 | (---) | |
| WEJL, 630, 500 W | , NOSTALGIA | ABC-I, \$ 20.00 | (Christal) | Shamrock-Lynett |
| WGBI, 910, 1 KW/500 W | , COUNTRY | CBS, \$ 15.00 | (Torbet) | Jim Davey |
| WICK, 1400, 1 KW | , BTFL/EZ | ABC-D, \$ 14.00 | (K & P) | M. Holcomb |
| WILK, 980, 5 KW/1 KW (DA-2) | , MOR/TALK | MBS, ABC-E, \$ 18.00 | (Mc-Guild) | Ooug Lane |
| WNAK, 730, 1 KW/36 W (DA-1) | , NOSTALGIA | NBC, \$ 26.00 | (---) | Jim Morgan |
| WPLJ, 1340, 1 KW | , COUNTRY | , \$ 13.00 | (Katz) | Osborn |
| | | | | Bob Nielson |
| | | | | Henry Strong |

FM STATIONS

| | | | | |
|-------------------------------------|-----------------|------------|-----------------|-------------------|
| WEZX, 107.1, 125 W @ 1270, AOR | ABC-R, \$ 35.00 | (Christal) | Shamrock-Lynett | Jim Davey |
| WGBI, 101.3, 7 KW @ 1110, AC | CBS-R, \$ 30.00 | (Torbet) | Osborn | M. Holcomb |
| WKRZ, 98.5, 8 KW @ 1172, CHR | , \$ 60.00 | (Katz) | Susquehanna | Henry Strong |
| WMGS, 92.9, 9 KW @ 1060, AC | , \$ 35.00 | (Eastman) | | Phil Condron |
| WTLQ, 102.3, 3 KW @ 71, CHR | ABC-C, \$ 22.00 | (Mc-Guild) | (PITTSTON) | Jim Loftus |
| WWDL, 104.9, 1.6 KW @ 1093, SOFT AC | ABC-D, \$ 16.00 | (K & P) | (BLOOMSBURG) | Ooug Lane |
| WHLM, 106.5, 37 KW @ 597, AC | US 2, \$ 17.00 | (Banner) | (HAZLETON) | Bob Sweppenheiser |
| WWSH, 97.9, 24 KW @ 660, BTFL/EZ | , \$ 20.00 | (---) | | Ron Gillenardo |

CALL LETTER CHANGES

WKRZ: Changes to WPLJ
 WMJW: Changes to WEAY (January)

FORMAT CHANGES

WPLJ: From CHR to Country

STATION SALES

WCDL, WLSP-F (Carbondale): Sold to Sage for \$700,000 (Sherman)

***** 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) | 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 |

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/459,100

MSA Rank/Pop: 90/551,000
Philadelphia ADI
Average Person Ratings: 16.1
Market TSL: 21.0 hours

Stations: 29/7
Diaries: 896/512:1/54.4%
Sample Target: 840
% Below Line: 54.2
% Not Listed: 11.1

1987 Revenue: \$9,200,000
HH Inc.: \$37,889
Retail \$: 3.9 Bil
Pop per Station: 65,586
#1 Biller: WSTW-F \$3,000,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| 1. WSTW-F (CHR) | 78/10.5 | 8.2 | 10.0 | 9.8 | 9.3 | 9.6 | 90/1278 | 1098/23.9 | 22.5 | 24.5 | 111 | | | WSTW-F |
| 2. WJBR-F (AC) | 74/10.0 | 11.1 | 9.4 | 7.2 | 8.6 | 9.4 | 82/1069 | 994/21.7 | 19.2 | 19.1 | 141 | | | WJBR-F |
| 3. WUSL-F (B/U) | 54/ 7.3 | 9.0 | 7.5 | 6.5 | 3.7 | 7.6 | 58/ 704 | 586/12.8 | 12.2 | 12.3 | 100 | | | WUSL-F |
| WMMR-F (B/U) | 54/ 7.3 | 6.9 | 9.9 | 9.4 | 10.0 | 8.4 | 55/ 794 | 772/16.8 | 18.4 | 22.9 | 111 | | | WMMR-F |
| 5. WOEL (MOR) | 48/ 6.5 | 4.1 | 7.5 | 5.9 | 8.1 | 6.0 | 49/ 562 | 557/12.1 | 12.1 | 17.1 | 29 | | | WOEL |
| 6. WYSP-F (AOR) | 35/ 4.7 | 3.2 | 3.9 | 4.2 | 4.1 | 4.0 | 38/ 748 | 695/15.1 | 12.9 | 12.2 | 81 | | | WYSP-F |
| 7. WKSZ-F (AC) | 34/ 4.6 | 4.1 | 4.4 | 5.1 | 3.7 | 4.6 | 36/ 608 | 536/11.7 | 10.7 | 12.9 | 159 | | | WKSZ-F |
| 8. WEAZ-F (EZ) | 33/ 4.5 | 3.8 | 7.1 | 6.4 | 6.2 | 5.5 | 34/ 522 | 490/10.7 | 8.9 | 13.7 | 78 | | | WEAZ-F |
| 9. WEGX-F (CHR) | 28/ 3.8 | 4.0 | 1.5 | 1.3 | 1.0 | 2.7 | 32/ 556 | 524/11.4 | 11.2 | 6.6 | 37 | | | WEGX-F |
| 10. WILM (N/T) | 27/ 3.6 | 3.5 | 2.5 | 3.5 | 3.6 | 3.3 | 27/ 458 | 458/10.0 | 9.8 | 10.4 | 44 | | | WILM |

12+ FM SHARE (METRO): 81.61% (537 of 658) (SPG 87: 80.64%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. WEGX-F | 1. WSTW-F | 1. WSTW-F | 1. WJBR-F | 1. WJBR-F | 1. WOEL | 1. WSTW-F | 1. WJBR-F | 1. WSTW-F | 1. WUSL-F | 1. WJBR-F |
| 2. WUSL-F | 2. WJBR-F | 2. WJBR-F | 2. WSTW-F | 2. WSTW-F | 2. WJBR-F | 2. WJBR-F | 2. WSTW-F | 2. WJBR-F | 2. WMMR-F | 2. WOEL |
| 3. WMMR-F | 3. WMMR-F | 3. WMMR-F | 3. WMMR-F | 3. WMMR-F | 3. WEAZ-F | 3. WOEL | 3. WEAZ-F | 3. WMMR-F | 3. WSTW-F | 3. WUSL-F |
| 4. WSTW-F | 4. WUSL-F | 4. WUSL-F | 4. WUSL-F | 4. WKSZ-F | 4. WKSZ-F | 4. WMMR-F | 4. WMMR-F | 4. WUSL-F | 4. WOEL | 4. WXTU-F |
| 5. WYSP-F | 5. WYSP-F | 5. WYSP-F | 5. WKSZ-F | WUSL-F | 5. WILM | 5. WUSL-F | 5. WKSZ-F | 5. WYSP-F | WJBR-F | 5. WILM |

| 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. WSTW-F | 1. WSTW-F | 1. WSTW-F | 1. WSTW-F | 1. WSTW-F | 1. WYSP-F | 1. WYSP-F | 1. WJBR-F | 1. WJBR-F | 1. WJBR-F |
| 2. WJBR-F | 2. WJBR-F | 2. WJBR-F | 2. WJBR-F | 2. WJBR-F | 2. WSTW-F | 2. WMMR-F | 2. WMMR-F | 2. WYSP-F | 2. WMMR-F |
| WMMR-F | 3. WUSL-F | 3. WUSL-F | 3. WUSL-F | 3. WUSL-F | 3. WMMR-F | 3. WJBR-F | 3. WYSP-F | 3. WMMR-F | 3. WKSZ-F |
| WUSL-F | 4. WMMR-F | 4. WMMR-F | 4. WMMR-F | 4. WMMR-F | 4. WUSL-F | 4. WSTW-F | 4. WUSL-F | 4. WSTW-F | 4. WYSP-F |
| 5. | 5. | 5. | 5. | 5. WKSZ-F | 5. WJBR-F | WUSL-F | 5. WSTW-F | 5. WUSL-F | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|---------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 112 (3) | 112 (3) | 17.0 | 17.8 |
| AOR/CLASSIC | | 92 (3) | 92 (3) | 14.0 | 18.2 |
| AC/OLDIES/SOFT ROCK | | 164 (7) | 164 (7) | 25.0 | 17.7 |
| MOR/VARIETY/FULL | 51 (2) | | 51 (2) | 7.8 | 9.1 |
| COUNTRY | 15 (1) | 40 (3) | 55 (4) | 8.4 | 7.0 |
| BLACK/URBAN | | 71 (2) | 71 (2) | 10.8 | 10.5 |
| BTFM MUSIC/EZ | | 33 (1) | 33 (1) | 5.0 | 8.4 |
| NEWS/TALK | 42 (4) | 12 (1) | 54 (5) | 8.2 | 8.0 |
| NOSTALGIA | 13 (1) | | 13 (1) | 2.0 | 2.1 |
| RELIGION/GOSPEL | | | | | 0.4 |
| SPANISH | | | | | |
| CLASSICAL | | 13 (1) | 13 (1) | 2.0 | 0.7 |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 121 (8) | 537 (21) | 658 (29) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--|---------|------------|---------|
| WAMS | 1380 | Wilmington | 2.0/4.1 |
| WOSO-F | 94.7 | Doover | 1.6/3.9 |
| WNRK | 1260 | Newark | .4/1.4 |
| See Philadelphia for more information about the following: | | | |
| KYW | .8/5.0 | WMGK-F | 1.2/5.9 |
| WCAU | .7/3.6 | WGLL-F | 2.4/9.4 |
| WOAS-F | 2.3/6.5 | WPEN | 1.8/4.4 |
| WFLN-F | 1.8/4.5 | WSNI-F | .9/4.1 |
| WIOQ-F | 2.3/8.0 | WWOB-F | 1.6/4.7 |
| WIP | .5/2.3 | WXTU-F | 3.2/7.3 |
| WBSB-F | 104.3 | Baltimore | .8/2.6 |
| WIYY-F | 97.9 | Baltimore | .4/1.6 |
| WPOC-F | 93.1 | Baltimore | .5/2.7 |
| WMMX-F | 106.5 | Baltimore | .7/2.4 |

RADIO STATIONS

| | | |
|---------------------------------------|------------------------------|------------------------------|
| WAMS, 1380, 5 KW/1 KW (DA-2), COUNTRY | ABC-0, \$ 19.00 (---) | Steve Courtin |
| WOEL, 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) | Chris Walus |
| WSTW-F, 93.7, 50 KW @ 460, CHR | \$ 67.00 (Eastman) | Robert Taylor |
| WOSO-F, 94.7, 50 KW @ 400, COUNTRY | \$ 24.00 (K & P) | Hartstone-Dickstein (DOOVER) |
| | | Tom Barney |

Other ranked stations - See Philadelphia

WILMINGTON, NC

Arbitron Rank/Pop (12+): 192/137,800
 MSA Rank/Pop: 304/114,400
 AD! # 153
 Average Person Ratings: 14.6
 Market TSL: 19.8 hours

Stations: 17/12
 Diaries: 628/219:1/44.9%
 Sample Target: 550
 % Below Line: 8.0
 % Not Listed: 10.9

1987 Revenue: \$3,700,000
 HH Inc.: \$27,497
 Retail \$: 1.05 Bil
 Pop per Station: 11,483
 #1 Biller: NA

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|
| 1. WSFM-F (AOR) | 29/14.4 | --- | 5.6 | --- | 8.2 | ---- | 29/299 | 289/21.0 | --- | 14.3 | 136 | | | WSFM-F |
| 2. WGNI-F (AC) | 22/10.9 | --- | 13.8 | --- | 16.4 | ---- | 29/463 | 352/25.5 | --- | 23.3 | 131 | | | WGNI-F |
| 3. WVBS-F (B/U) | 19/ 9.5 | --- | 11.3 | --- | 17.9 | ---- | 31/450 | 306/22.2 | --- | 20.8 | 94 | | | WVBS-F |
| 4. WWQQ-F (C) | 18/ 9.0 | --- | 11.8 | --- | 12.3 | ---- | 22/215 | 188/13.6 | --- | 17.1 | 129 | | | WWQQ-F |
| 5. WHSL-F (CHR) | 16/ 8.0 | --- | 12.3 | --- | 8.7 | ---- | 20/344 | 273/19.8 | --- | 21.2 | 56 | | | WHSL-F |
| 6. WWIL (B) | 15/ 7.5 | --- | 3.6 | --- | 8.2 | ---- | 18/205 | 177/12.8 | --- | 11.6 | 95 | | | WWIL |
| 7. WAAV (MOR) | 12/ 6.0 | --- | 5.6 | --- | 5.6 | ---- | 13/157 | 134/ 9.7 | --- | 9.7 | 75 | | | WAAV |
| 8. WBMS (B) | 11/ 5.5 | --- | 4.1 | --- | 3.1 | ---- | 12/170 | 166/12.0 | --- | 9.4 | 65 | | | WBMS |
| 9. WDZD-F (C) | 9/ 4.5 | --- | 3.6 | --- | 4.6 | ---- | 11/147 | 118/ 8.6 | --- | 6.7 | 80 | | | WDZD-F |
| WZFX-F (B) | 9/ 4.5 | --- | 10.8 | --- | --- | ---- | 19/344 | 172/12.5 | --- | 18.7 | 100 | | | WZFX-F |
| 11. WMFD (AC) | 6/ 3.0 | --- | 3.1 | --- | 2.1 | ---- | 5/123 | 105/ 7.6 | --- | 9.1 | 90 | | | WMFD |
| 12. | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 73.18% (131 of 179) (SPG 87: 81.39%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------------------|------------|------------|------------|------------|-----------|------------|-----------------------|------------|-----------|-----------|
| 1. WVBS-AF>>1. WSFM-F>>1. WSFM-F> | 1. WSFM-F> | 1. WSFM-F> | 1. WSFM-F> | 1. WSFM-F> | 1. WWQQ-F | 1. WGNI-F> | 1. WSFM-F>>1. WSFM-F> | 1. WSFM-F> | 1. WVBS-F | 1. WMFD |
| 2. WHSL-F | 2. WHSL-F | 2. WGNI-F | 2. WGNI-F | 2. WGNI-F | 2. WAAV | 2. WSFM-F | 2. WGNI-F> | 2. WVBS-F< | 2. WWIL | 2. WAAV |
| 3. WBMS-F | 3. WGNI-F | 3. WHSL-F | 3. WWQQ-F | 3. WWQQ-F | 3. WWQQ-F | 3. WHSL-F< | 3. WWQQ-F | 3. WGNI-F | 3. WSFM-F | 3. WBMS |
| WWQQ-F | 4. WVBS-AF | WVBS-AF | 4. WVBS-AF | 4. WVBS-AF | 4. WWIL | 4. WVBS-F< | 4. WHSL-F | 4. WHSL-F | 4. WZFX-F | 4. WHSL-F |
| 5. | 5. | 5. WWQQ-F | 5. | 5. WWIL | 5. | 5. WWQQ-F | 5. | 5. WWQQ-F | 5. WHSL-F | 5. WWQQ-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. WHSL-F | 1. WSFM-F | 1. WGNI-F | 1. WGNI-F | 1. WGNI-F> | 1. WHSL-F | 1. WSFM-F>>1. WSFM-F>>1. WSFM-F>>1. WSFM-F>> | 1. WSFM-F>>1. WSFM-F>>1. WSFM-F>>1. WSFM-F>> | 1. WSFM-F>>1. WSFM-F>>1. WSFM-F>>1. WSFM-F>> | 1. WSFM-F>>1. WSFM-F>>1. WSFM-F>>1. WSFM-F>> |
| 2. WSFM-F | 2. WGNI-F | WSFM-F> | 2. WSFM-F> | 2. WSFM-F | 2. WSFM-F | 2. WHSL-F> | 2. WVBS-AF | 2. WVBS-AF | 2. WVBS-AF |
| WVBS-AF | 3. WHSL-F> | 3. WHSL-F | 3. WHSL-F | 3. WWQQ-F> | 3. | 3. WVBS-AF | 3. WGNI-F | 3. WHSL-F | 3. WWQQ-F |
| WZFX-F | 4. | 4. WWQQ-F | 4. WWQQ-F | 4. | 4. | 4. WGNI-F | 4. WWQQ-F | 4. WGNI-F | 4. WGNI-F |
| 5. | 5. | 5. | 5. WVBS-AF | 5. | 5. | 5. | 5. WZFX-F | 5. WWQQ-F | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 |
|-----------------------|--------|----------|----------|------|--------|
| TOP 40/CHR/CONTEMP | | 16 (1) | 16 (1) | 8.9 | 12.8 |
| AOR/CLASSIC | | 29 (1) | 29 (1) | 16.2 | 14.0 |
| AC/OLDIES/SOFT ROCK | 6 (1) | 26 (3) | 32 (4) | 17.9 | 21.5 |
| MOR/VARIETY/FULL | 12 (1) | | 12 (1) | 6.7 | 6.4 |
| COUNTRY | | 28 (3) | 28 (3) | 15.6 | 18.0 |
| BLACK/URBAN | 26 (2) | 28 (2) | 54 (4) | 30.2 | 20.9 |
| BTFL MUSIC/EZ | | 4 (2) | 4 (2) | 2.2 | 6.4 |
| NEWS/TALK | | | | | |
| NOSTALGIA | | | | | |
| RELIGION/GOSPEL | 4 (1) | | 4 (1) | 2.2 | |
| SPANISH | | | | | |
| CLASSICAL | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | |
| UNKNOWN/OTHERS | | | | | |
| | 48 (5) | 131 (12) | 179 (17) | | |

OTHER RATED STATIONS/METRO SHARE & CUME RATING

| | | | |
|--------|-------|--------------|---------|
| WPGO-F | 106.3 | Shallotte | 1.0/4.4 |
| WVCB | 141.0 | Shallotte | 2.0/1.6 |
| WJYR-F | 92.1 | Myrtle Beach | 1.5/2.9 |
| WKML-F | 95.7 | Lumberton | .5/1.7 |
| WNCT-F | 107.9 | Greenville | .5/1.7 |
| WNMB-F | 105.9 | N. Myrtle | 1.0/1.9 |

MISCELLANEOUS COMMENTS WWQQ-F sold by Woolfson to HVS for \$2,000,000 (E) (Blackburn)... WJYW-F (Southport) sold for \$1,300,000 (Marshall)... WJYW changes calls to WSFM and appears to be doing some kind of AOR or Oldies...

RADIO STATIONS

| | | | | | | |
|---|--|----------|--------------------|------------|---------------|----------------|
| WAAV, 980, 5 KW | | MOR/TALK | NBC, \$ 12.00 | (Katz) | Cape Fear | Hannah Gage |
| WBMS, 1340, 1 KW | | BLACK | NBC, \$ 10.00 | (Roslin) | | Sterlin Holt |
| WMFD, 630, 1 KW (DA-2) | | OLDIES | MBS, CBS, \$ 11.00 | (Banner) | | Wally Voigt |
| WWIL, 1490, 1 KW | | BLACK | SBN, \$ 9.00 | (---) | | |
| WGNI-F, 102.7, 100 KW @ 981, AC | | | \$ 30.00 | (Katz) | Cape Fear | Hannah Gage |
| WHSL-F, 97.3, 100 KW @ 560, CHR | | | ABC-F, \$ 25.00 | (Banner) | | Wally Voigt |
| 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) | | Eric Jorgenson |
| WVBS-F, 99.9, 100 KW @ 480, BLACK/URBAN | | | MBS, \$ 20.00 | (Christal) | Jones-Eastern | Joe Mule |
| WDZD-F, 93.5, 3 KW @ 300, COUNTRY | | | MBS, \$ 11.00 | (---) | (SHALLOTTE) | John Zackery |

WORCESTER

Arbitron Rank/Pop (12+): 101/341,200
 MSA Rank/Pop: 112/409,000
 Boston ADI
 Average Person Ratings: 16.4
 Market TSL: 21.5 hours

Stations: 27/7
 Diaries: 798/428:1/43.4%
 Sample Target: 740
 % Below Line: 36.3
 % Not Listed: 11.8

1987 Revenue: \$11,000,000
 HH Inc.: \$36,160
 Retail \$: 3.3 Bil
 Pop per Station: 48,743
 #1 Biller: WAAF-F \$4,000,000

| 12+ METRO | 1/4/SHARE | FAL 87 | SPG 87 | FAL 86 | SPG 86 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion 25-54 | Birch Share | Birch AQH | Birch Cume | |
|-----------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WSRS-F (EZ) | 71/12.7 | 13.0 | 13.6 | 11.3 | 13.3 | 12.7 | 113/1324 | 870/25.5 | 24.7 | 25.5 | 96 | | | | WSRS-F |
| 2. WAAF-F (AOR) | 70/12.5 | 10.9 | 14.1 | 13.1 | 11.5 | 12.7 | 138/1699 | 885/25.9 | 25.6 | 28.1 | 72 | | | | WAAF-F |
| 3. WTAG (MOR) | 42/ 7.5 | 9.8 | 10.7 | 9.7 | 10.5 | 9.4 | 46/ 796 | 673/19.7 | 22.9 | 26.2 | 45 | | | | WTAG |
| 4. WXLO-F (AC) | 36/ 6.4 | 7.4 | 5.3 | 6.1 | 3.1 | 6.3 | 61/ 772 | 467/13.7 | 13.5 | 14.2 | 141 | | | | WXLO-F |
| 5. WZOU-F (CHR) | 34/ 6.1 | 6.7 | 4.9 | 2.5 | 2.5 | 5.1 | 48/ 746 | 542/15.9 | 14.0 | 11.0 | 61 | | | | WZOU-F |
| 6. WODS-F (O) | 31/ 5.5 | 3.6 | .3 | .5 | 3.3 | 2.5 | 51/ 658 | 442/13.0 | 8.8 | 2.7 | 189 | | | | WODS-F |
| 7. WFTQ (AC) | 29/ 5.2 | 2.9 | 4.6 | 4.1 | 3.6 | 4.2 | 29/ 469 | 456/13.4 | 8.9 | 10.1 | 129 | | | | WFTQ |
| 8. WORC (C) | 22/ 3.9 | 2.9 | 3.9 | 3.2 | 3.8 | 3.5 | 22/ 238 | 215/ 6.3 | 7.4 | 10.0 | 67 | | | | WORC |
| 9. WNEB (BB) | 21/ 3.8 | 4.7 | 3.7 | 5.6 | 4.9 | 4.5 | 24/ 327 | 303/ 8.9 | 10.4 | 9.1 | 29 | | | | WNEB |
| 10. WBZ (MOR) | 18/ 3.2 | 5.4 | 4.1 | 3.9 | 6.9 | 4.2 | 48/ 673 | 296/ 8.7 | 13.9 | 11.1 | 81 | | | | WBZ |
| 11. | | | | | | | | | | | | | | | |
| 12. | | | | | | | | | | | | | | | |
| 13. | | | | | | | | | | | | | | | |
| 14. | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 70.44% (348 of 494) (SPG 87: 67.53%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMD | 12+ MID | 12+ PMD | 12+ EVE | OVERNIGHT |
|-----------------------|----------------------------|---------------------------|------------------------|------------------------|-------------------------------|------------------------|----------------------------|-------------------------|---------------------------|---------------------|
| 1. WAAF-F WZOU-F>> | 1. WAAF-F>>1. 2. WXLO-F | 1. WAAF-F>2. 2. WXLO-F | 1. WODS-F 2. WSRS-F | 1. WSRS-F 2. WODS-F | 1. WSRS-F>>1. 2. WTAG >>2. | 1. WSRS-F 2. WAAF-F | 1. WSRS-F>2. 2. WAAF-F> | 1. WSRS-F 2. WAAF-F> | 1. WAAF-F>2. 2. WTAG > | 1. WODS-F 2. WBZ |
| 3. | 3. WZOU-F | 3. WODS-F | 3. WAAF-F | 3. WAAF-F | 3. WNEB | 3. WTAG > | 3. WXLO-F | 3. WODS-F | 3. WZOU-F | 3. WMJX-F |
| 4. | 4. WFTQ | 4. WSRS-F | 4. WXLO-F | 4. WXLO-F | 4. WODS-F | 4. WFTQ < | 4. WODS-F | 4. WZOU-F | 4. WSRS-F | 4. WJIB-F |
| 5. | 5. WZLX-F | 5. WFTQ | 5. WFTQ | 5. WFTQ | 5. WORC | 5. WXLO-F | 5. WNEB | 5. WXLO-F | 5. WFTQ | 5. 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. WAAF-F | 1. WXLO-F | 1. WXLO-F | 1. WXLO-F> | 1. WSRS-F | 1. WAAF-F>>1. | 1. WAAF-F>>1. | 1. WAAF-F>>1. | 1. WAAF-F>>1. | 1. WAAF-F>>1. | |
| 2. WXLO-F | 2. WAAF-F | 2. WFTQ | 2. WSRS-F | 2. WXLO-F | 2. | 2. WZLX-F> | 2. WZLX-F | 2. WODS-F> | 2. WODS-F | |
| 3. WZOU-F | 3. WZOU-F | 3. WAAF-F | 3. WZOU-F | 3. WFTQ | 3. | 3. WBCN-F | 3. WBCN-F | 3. WZLX-F | 3. WSRS-F> | |
| 4. | 4. WFTQ > | 4. WZOU-F | 4. WAAF-F | 4. WODS-F | 4. | 4. WODS-F | 4. | 4. WZLX-F | 4. WZLX-F | |
| 5. | 5. | 5. | 5. WFTQ | 5. WZOU-F | 5. | 5. | 5. | 5. | 5. WXLO-F | |
| | | | | | | | | | WROR-F | |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|---------|----------|----------|------|----------|--|
| TOP 40/CHR/CONTEMP | | 45 (3) | 45 (3) | 9.1 | 9.0 | WESO 970 Southbridge .7/2.3 |
| AOR/CLASSIC | | 95 (3) | 95 (3) | 19.2 | 22.9 | WLKW-F 101.5 Providence .9/2.1 |
| AC/OLDIES/SOFT ROCK | 29 (1) | 98 (7) | 127 (8) | 25.7 | 18.3 | WPRO-F 92.3 Providence .4/3.1 |
| MOR/VARIETY/FULL | 64 (3) | | 64 (3) | 13.0 | 16.8 | WQVR-F 100.1 Southbridge 1.3/3.0 |
| | | | | | | WWLI-F 105.1 Providence .4/1.8 |
| COUNTRY | 22 (1) | 14 (2) | 36 (3) | 7.3 | 7.6 | See Boston for more information about the following: |
| BLACK/URBAN | | | | | | WBCN-F 2.0/6.9 WRKO 1.8/4.1 |
| BTFL MUSIC/EZ | | 88 (3) | 88 (3) | 17.8 | 17.5 | WBOS-F 1.3/2.5 WROR-F 2.7/9.7 |
| NEWS/TALK | 10 (1) | | 10 (1) | 2.0 | 2.4 | WCRB-F .7/2.9 WSSH-F .9/4.0 |
| NOSTALGIA | 21 (1) | 4 (1) | 25 (2) | 5.1 | 4.4 | WJIB-F 2.1/5.7 WVBF-F .5/2.5 |
| RELIGION/GOSPEL | | | | | | WMJX-F 1.1/4.4 WXKS-F 1.6/5.8 |
| SPANISH | | 4 (1) | 4 (1) | 0.8 | | WPLM-F .7/3.3 WZLX-F 2.5/6.0 |
| CLASSICAL | | | | | | |
| JAZZ/NEW AGE/ECLECTIC | | | | | 0.7 | |
| UNKNOWN/OTHERS | | | | | 0.4 | |
| | 146 (7) | 348 (20) | 494 (27) | | | |

RADIO STATIONS

| | | | | |
|------------------------------------|-------------|-----------------------------|----------|-----------------|
| WFTQ, 1440, 5 KW (DA-2) | , AC | ABC-I, \$ 40.00 (Katz) | New City | Richard Reis |
| WNEB, 1230, 1 KW | , NOSTALGIA | MBS,CBS, \$ 28.00 (Savalli) | | Todd Campbell |
| WORC, 1310, 5 KW/1 KW | , COUNTRY | ABC-D, \$ 24.00 (HNWH) | | Don Fitzgibbons |
| WTAG, 580, 5 KW (DA-2) | , MOR | NBC, \$ 43.00 (Banner) | Knight | John Flynn |
| WAAF-F, 107.3, 19 KW @ 823, AOR | | , \$100.00 (Katz) | New City | Richard Reis |
| WSRS-F, 96.1, 25 KW @ 650, BTFL/EZ | | , \$ 74.00 (Banner) | Knight | John Flynn |
| WXLO-F, 104.5, 37 KW @ 670, AC | | CNN, \$ 60.00 (Mc-Guild) | | Michael Cohen |

Other ranked stations - See Boston

YORK

Arbitron Rank/Pop (12+): 104/332,500

Stations: 28/11
Diaries: 811/410:1/57.6%
Sample Target: 730
% Below Line: 40.9
% Not Listed: 9.8

1987 Revenue: \$11,000,000
HH Inc.: \$31,680
Retail \$: 2.1 Bill
Pop per Station: 30,227
#1 Biller: WSBA-F \$2,800,000

MSA Rank/Pop: 114/400,000

ADI # 45 (w/Harrisburg & Lancaster)

Average Person Ratings: 17.3

Market TSL: 22.8 hours

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % Conversion | Birch Share | Birch AQH | Birch Cume |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------|-------------|-----------|------------|
| | | | | | | | | | | | | | | |
| 1. WRKZ-F (C) | 66/11.5 | 8.7 | 9.6 | 10.0 | 12.4 | 10.0 | 178/1917 | 654/19.7 | 16.1 | 20.1 | 117 | | | WRKZ-F |
| 2. WYCR-F (CHR) | 63/11.0 | 8.2 | 7.2 | 6.1 | 4.1 | 8.1 | 78/1197 | 811/24.4 | 17.8 | 13.1 | 102 | | | WYCR-F |
| 3. WARM-F (AC) | 56/ 9.8 | 10.2 | 12.1 | 9.5 | 10.2 | 10.4 | 122/1573 | 698/21.0 | 21.3 | 22.6 | 128 | | | WARM-F |
| 4. WSBA (MOR) | 55/ 9.6 | 7.8 | 7.2 | 6.7 | 6.9 | 7.8 | 64/ 709 | 571/17.2 | 19.4 | 18.7 | 75 | | | WSBA |
| 5. WNCE-F (EZ) | 48/ 8.4 | 8.3 | 7.4 | 7.7 | 6.9 | 8.0 | 154/1787 | 454/13.7 | 14.5 | 14.7 | 56 | | | WNCE-F |
| 6. WQXA-F (CHR) | 46/ 8.0 | 8.3 | 10.1 | 12.0 | 11.3 | 9.6 | 89/1780 | 804/24.2 | 23.9 | 25.2 | 109 | | | WQXA-F |
| 7. WGRX-F (AOR) | 32/ 5.6 | 3.2 | 3.9 | 3.8 | 5.3 | 4.1 | 44/ 521 | 321/ 9.7 | 9.1 | 7.5 | 134 | | | WGRX-F |
| 8. WHTF-F (ADR) | 25/ 4.4 | 4.0 | 2.4 | 5.2 | 3.9 | 4.0 | 70/ 956 | 327/ 9.8 | 7.7 | 7.3 | 77 | | | WHTF-F |
| 9. WGET (MOR) | 13/ 2.3 | 1.7 | .7 | 2.1 | 1.1 | 1.7 | 13/ 186 | 175/ 5.3 | 4.6 | 4.6 | 52 | | | WGET |
| 10. WNNK-F (CHR) | 13/ 2.3 | 2.2 | 2.9 | 2.9 | 4.2 | 2.6 | 192/2167 | 304/ 9.1 | 8.1 | 10.5 | 109 | | | WNNK-F |
| 11. WGTY-F (C) | 12/ 2.1 | 5.9 | 5.5 | 3.0 | 3.2 | 4.1 | 12/ 237 | 227/ 6.8 | 8.4 | 7.1 | 133 | | | WGTY-F |

12+ FM SHARE (METRO): 82.82% (429 of 518) (SPG 87: 82.05%)

| 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. WRKZ-F | 1. WRKZ-F | 1. WRKZ-F | 1. WARM-F | 1. WYCR-F | 1. WYCR-F | 1. WHTF-F< |
| 2. WQXA-F>>>2. WGRX-F | 2. WRKZ-F | 2. WRKZ-F | WRKZ-F< | 2. WARM-F | 2. WNCE-F | 2. WSBA | 2. WNCE-F | 2. WARM-F | 2. WQXA-F | 2. WSBA |
| 3. WARM-F | 3. WARM-F | 3. WARM-F | 3. WYCR-F> | 3. WYCR-F | 3. WSBA | 3. WYCR-F | 3. WSBA | 3. WRKZ-F | 3. WSBA | WRKZ-F |
| 4. WNNK-F | 4. WHTF-F | 4. WQXA-F | 4. WQXA-F | 4. WQXA-F | 4. WARM-F | 4. WARM-F | 4. WYCR-F | WRKZ-F | 4. WGRX-F | 4. WARM-F |
| 5. | 5. WQXA-F | 5. WGRX-F | 5. WGRX-F | 5. WGRX-F | 5. | 5. WQXA-F | 5. WQXA-F | 5. WQXA-F | 5. WRKZ-F | 5. WGTY-F |
| | | 6. WHTF-F | | 6. WSBA | | | 6. WSBA | | | |

| 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. WYCR-F | 1. WYCR-F | 1. WYCR-F< | 1. WARM-F | 1. WARM-F | 1. WHTF-F> | 1. WGRX-F | 1. WGRX-F>>>1. WGRX-F | 1. WGRX-F | 1. WRKZ-F |
| 2. WQXA-F | 2. WARM-F | 2. WARM-F> | 2. WYCR-F | 2. WRKZ-F | 2. WRKZ-F> | 2. WHTF-F> | 2. WSBA < | 2. WRKZ-F | WGRX-F |
| 3. WARM-F | 3. WQXA-F> | 3. WQXA-F | 3. WQXA-F | 3. WQXA-F | 3. WYCR-F | 3. WSBA | 3. WYCR-F< | 3. WHTF-F | 3. WYCR-F |
| 4. | 4. | 4. | 4. WRKZ-F> | WYCR-F | 4. | WYCR-F | 4. WHTF-F | WYCR-F | 4. WSBA |
| 5. | 5. | 5. | 5. | 5. | 5. | 5. WRKZ-F | 5. | 5. WSBA | 5. WARM-F |

| FORMATS | AM | FM | TOTAL | % | SPG 87 | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|----------|----------|------|--------|--|
| TOP 40/CHR/CONTEMP | | 129 (4) | 129 (4) | 24.9 | 23.9 | WGCB-F 96.1 Red Lion .5/1.9 |
| AOR/CLASSIC | | 73 (4) | 73 (4) | 14.1 | 12.5 | WHVR 1280 Hanover .7/3.7 |
| AC/OLDIES/SOFT ROCK | 5 (1) | 68 (3) | 73 (4) | 14.1 | 11.8 | WOYK 1350 York .5/4.5 |
| AOR/VARIETY/FULL | 78 (4) | | 78 (4) | 15.1 | 13.1 | WXKU 1250 York .5/2.7 |
| COUNTRY | 3 (1) | 90 (4) | 93 (5) | 18.0 | 21.4 | WCMB 1460 Harrisburg .9/1.5 |
| BLACK/URBAN | | 7 (1) | 7 (1) | 1.4 | 1.7 | WDAC-F 94.5 Lancaster .5/2.0 |
| BTFL MUSIC/EZ | | 56 (3) | 56 (3) | 10.8 | 11.0 | WHP-F 97.3 Harrisburg .7/2.9 |
| NEWS/TALK | | | | | 1.4 | WIMX-F 99.3 Harrisburg 1.4/4.0 |
| | | | | | 2.7 | WIOV-F 105.1 Ephrata 1.6/5.4 |
| NOSTALGIA | | | | | | WLAN-F 96.9 Lancaster 1.2/5.0 |
| RELIGION/GOSPEL | | 3 (1) | 3 (1) | 0.6 | | WTPA-F 93.5 Mechanicsburg 1.2/3.3 |
| SPANISH | | | | | | |
| CLASSICAL | | | | | | WBAL 1090 Baltimore 1.0/2.8 |
| JAZZ/NEW AGE/ECLECTIC | | | | | | WFRE-F 99.9 Frederick .9/3.2 |
| UNKNOWN/OTHERS | 3 (1) | 3 (1) | 6 (2) | 1.2 | 0.4 | WIYY-F 97.9 Baltimore 1.6/2.9 |
| | 89 (7) | 429 (21) | 518 (28) | | | WPOC-F 93.1 Baltimore .5/3.8 |
| | | | | | | WWMD-F 104.7 Hagerstown .5/2.2 |
| | | | | | | WXYV-F 102.7 Baltimore 1.2/3.4 |

RADIO STATIONS

| | | | |
|-------------------------------------|-------------|---------------------------|--------------------------|
| WOYK, 1350, 5 KW/1 KW (0A-2) | , NOSTALGIA | MBS, \$ 14.00 (Republic) | |
| WSBA, 910, 5 KW/1 KW (0A-2) | , MOR | , \$ 49.00 (Eastman) | Susquehanna Chris Huber |
| WXKU, 1250, 1 KW (DAYS) | , COUNTRY | ABC-I, \$ 13.00 (Katz) | Karen Luft |
| WARM-F, 103.3, 6 KW @ 1310, AC | | , \$ 60.00 (Eastman) | Susquehanna Chris Huber |
| WHTF-F, 92.7, 3 KW @ 300, AOR | | Source, \$ 36.00 (Banner) | Doug George |
| WGTY-F, 107.7, 10 KW @ 350, COUNTRY | | MBS, \$ 19.00 (---) | (GETTYSBURG) Rod Burnham |
| WQXA-F, 105.7, 50 KW @ 500, CHR | | ABC-C, \$ 56.00 (Katz) | Karen Loft |
| WYCR-F, 98.5, 11 KW @ 930, CHR | | , \$ 30.00 (HNNH) | Barb McLaughlin |

Other ranked stations - See Harrisburgh, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 81/426,600

MSA Rank/Pop: 96/514,000

ADI # 88
Average Person Ratings: 18.9
Market TSL: 25.0 hours

Stations: 27/16
Diaries: 850/502:1/53.6%
Sample Target: 850
% Below Line: 12.8
% Not Listed: 7.6

1987 Revenue: \$10,900,000
HH Inc.: \$31,666
Retail \$: 3.1 Bil
Pop per Station: 26,663
#1 Biller: WHOT A/F \$2,700,000

| 12+ METRO | 1/4/SHARE | WIN 88 | FAL 87 | SUM 87 | SPG 87 | 4 Book Avg. | 12+ TSA 1/4/CUME | 12+ METRO CUME/CUME RATING | FAL 87 | SPG 87 | % 25-54 Conversion | Birch Share | Birch AQH | Birch Cume | |
|------------------|-----------|--------|--------|--------|--------|-------------|------------------|----------------------------|--------|--------|--------------------|-------------|-----------|------------|--------|
| 1. WHOT-F (CHR) | 125/15.5 | 16.0 | 15.6 | 18.2 | 16.7 | 16.3 | 199/2509 | 1447/33.9 | 37.4 | 36.8 | 110 | 17.4 | 133 | 1729 | WHOT-F |
| 2. WQXK-F (C) | 88/10.9 | 7.8 | 8.6 | 7.6 | 12.0 | 8.7 | 145/1316 | 751/17.6 | 15.8 | 19.1 | 124 | 10.6 | 81 | 602 | WQXK-F |
| 3. WYFM-F (AC) | 79/ 9.8 | 10.1 | 9.0 | 11.5 | 8.1 | 10.1 | 122/1535 | 943/22.1 | 20.2 | 22.6 | 147 | 10.9 | 83 | 946 | WYFM-F |
| 4. WKBN-F (EZ) | 75/ 9.3 | 10.6 | 8.6 | 8.3 | 9.8 | 9.2 | 117/1464 | 844/19.8 | 19.5 | 19.5 | 70 | 5.9 | 45 | 741 | WKBN-F |
| 5. WKBN (MOR) | 74/ 9.2 | 11.8 | 9.3 | 9.0 | 8.0 | 9.8 | 91/1178 | 869/20.4 | 20.9 | 21.3 | 58 | 7.6 | 58 | 692 | WKBN |
| 6. WBBW (T) | 44/ 5.5 | 5.5 | 5.7 | 6.6 | 5.0 | 5.8 | 45/ 584 | 524/12.3 | 13.5 | 13.1 | 35 | 4.5 | 34 | 494 | WBBW |
| 7. WMGZ-F (CHR) | 43/ 5.3 | 3.9 | 4.2 | 3.2 | 5.1 | 4.2 | 64/ 834 | 602/14.1 | 10.3 | 12.3 | 79 | 5.9 | 45 | 436 | WMGZ-F |
| 8. WNCN-F (AOR) | 28/ 3.5 | --- | --- | --- | --- | 9 | 28/ 331 | 315/ 7.4 | --- | --- | 100 | 1.3 | 10 | 145 | WNCN-F |
| 9. WFMJ (BB) | 26/ 3.2 | 1.8 | 3.4 | 3.2 | 3.3 | 2.9 | 28/ 496 | 418/ 9.8 | 11.0 | 9.8 | 44 | 3.1 | 24 | 530 | WFMJ |
| 10. WWWE (N/T) | 17/ 2.1 | .5 | 1.9 | 1.1 | 1.6 | 1.4 | 21/ 338 | 230/ 5.4 | 4.2 | 4.5 | 124 | .9 | 7 | 116 | WWWE |
| 11. WONE-F (AOR) | 16/ 2.0 | 1.6 | 1.6 | 1.7 | 1.4 | 1.7 | 21/ 223 | 143/ 3.4 | 3.9 | 3.7 | 150 | 2.4 | 18 | 361 | WONE-F |
| WPHR-F (CHR) | 16/ 2.0 | 1.2 | 1.9 | 2.9 | 2.5 | 2.0 | 19/ 331 | 235/ 5.5 | 6.3 | 7.0 | 105 | 1.3 | 10 | 298 | WPHR-F |
| WQOD-F (AC) | 15/ 2.0 | 2.7 | 3.5 | 2.6 | 4.7 | 2.7 | 22/ 376 | 267/ 6.3 | 8.1 | 8.5 | 150 | 2.9 | 22 | 311 | WQOD-F |
| 14. | | | | | | | | | | | | | | | |
| 15. | | | | | | | | | | | | | | | |

12+ FM SHARE (METRO): 73.06% (545 of 746) (SPG 87: 74.72%)

| TEENS | 18-34 | 18-49 | 25-49 | 25-54 | 35+ | 12+ AMO | 12+ MIO | 12+ PMO | 12+ EVE | OVERNIGHT |
|---------------|-----------|------------|-----------|-----------|------------|------------|-----------|------------|------------|-----------|
| 1. WHOT-F>>1. | WHOT-F> | 1. WHOT-F> | 1. WHOT-F | 1. WHOT-F | 1. WKBN | 1. WHOT-F> | 1. WHOT-F | 1. WHOT-F> | 1. WHOT-F> | 1. WHOT-F |
| 2. WMGZ-F>>2. | WYFM-F> | 2. WYFM-F> | 2. WYFM-F | 2. WYFM-F | 2. WQXK-F | 2. WKBN | 2. WKBN | 2. WQXK-F | 2. WKBN | 2. WQXK-F |
| 3. | 3. WMGZ-F | 3. WQXK-F> | 3. WQXK-F | 3. WQXK-F | 3. WKBN-F> | 3. WQXK-F | 3. WQXK-F | 3. WYFM-F | 3. WYFM-F | 3. WKBN |
| 4. | 4. WNCN-F | 4. WMGZ-F | 4. WKBN-F | 4. WKBN-F | 4. WBBW | 4. WKBN-F | 4. WKBN-F | 4. WKBN-F> | 4. WQXK-F | 4. WKBN-F |
| 5. | 5. WQXK-F | 5. WNCN-F | 5. WKBN | 5. WKBN | 5. WHOT-F | 5. WYFM-F | 5. WYFM-F | 5. WMGZ-F | 5. WMGZ-F | 5. WYFM-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. WHOT-F> | 1. WHOT-F> | 1. WHOT-F | 1. WHOT-F> | 1. WHOT-F | 1. WNCN-F | 1. WHOT-F | 1. WHOT-F> | 1. WHOT-F | 1. WHOT-F |
| 2. WMGZ-F | 2. WYFM-F> | 2. WYFM-F> | 2. WYFM-F | 2. WQXK-F | 2. WHOT-F | 2. WYFM-F> | 2. WYFM-F>>2. | 2. WYFM-F> | 2. WYFM-F> |
| 3. WYFM-F | 3. WQXK-F | 3. WKBN-F | 3. WQXK-F>>3. | 3. WYFM-F> | 3. WMGZ-F | 3. WNCN-F | 3. WMGZ-F | 3. WQXK-F | 3. WQXK-F> |
| 4. | 4. WMGZ-F | 4. WQXK-F | 4. WKBN-F | 4. WKBN-F | 4. WYFM-F | 4. WMGZ-F> | 4. WNCN-F | 4. WNCN-F | 4. |
| 5. | 5. WKBN-F | 5. | 5. WMGZ-F | 5. | 5. WQXK-F | 5. WQXK-F | 5. WQXK-F | 5. WMGZ-F | 5. |

| FORMATS | AM | FM | TOTAL | % | SPG 87 % | OTHER RATED STATIONS/METRO SHARE & CUME RATING |
|-----------------------|--------|---------|---------|------|----------|--|
| TOP 40/CHR/CONTEMP | 5 (1) | 189 (4) | 194 (5) | 26.0 | 27.9 | WGFT 1500 Youngstown 1.7/2.9 |
| AOR/CLASSIC | | 60 (4) | 60 (4) | 8.0 | 7.3 | WHOT 1330 Campbell .6/4.5 |
| AC/OLDIES/SOFT ROCK | | 109 (3) | 109 (3) | 14.6 | 15.3 | WKTX-F 96.7 Mercer .6/1.7 |
| MOR/VARIETY/FULL | 89 (3) | | 89 (3) | 11.9 | 11.9 | WNIO 1540 Niles .7/1.9 |
| | | | | | | WRRO 1440 Warren 1.5/4.1 |
| COUNTRY | 6 (1) | 91 (2) | 97 (3) | 13.0 | 14.2 | WDVE-F 102.5 Pittsburgh .6/2.7 |
| BLACK/URBAN | | 8 (1) | 8 (1) | 1.1 | 0.6 | WKDO-F 96.5 Akron .6/2.3 |
| BTFL MUSIC/EZ | | 75 (1) | 75 (1) | 10.1 | 10.5 | WMJI-F 105.7 Cleveland 1.7/4.5 |
| NEWS/TALK | 61 (2) | 5 (1) | 66 (3) | 8.8 | 7.7 | WMMS-F 100.7 Cleveland 1.4/5.8 |
| NOSTALGIA | 26 (1) | | 26 (1) | 3.5 | 3.5 | WNIR-F 100.1 Kent .6/1.3 |
| RELIGION/GOSPEL | 14 (1) | 8 (2) | 22 (3) | 2.9 | 0.4 | WPIC 790 Sharon .4/1.9 |
| SPANISH | | | | | | WTOF-F 98.1 Canton .4/2.5 |
| CLASSICAL | | | | | | WZAK-F 93.1 Cleveland 1.0/1.8 |
| JAZZ/NEW AGE/ECLECTIC | | | | | | |
| UNKNOWN/OTHERS | | | | | 0.8 | |

MISCELLANEOUS COMMENTS WQOO/WBBW sold to Hartstone & Dickstein for \$3,000,000 (Americom)...

RADIO STATIONS

| | | | | |
|-------------------------------------|-------------|------------------------|------------|------------------------|
| WBBW, 1240, 1 KW | , TALK | ABC-T, ABC-E, \$ 30.00 | (Christal) | Hartstone-Dickstein |
| WFMJ, 1390, 5 KW (OA-N) | , NOSTALGIA | NBC, \$ 19.00 | (Unirep) | |
| WHOT, 1330, 500 W/1 KW (OA-2) | , CHR | , \$ NA | (Eastman) | Myron Jones |
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