

# AMERICAN RADIO

WINTER 1990



James H. Duncan, Jr.



AMERICAN RADIO  
WINTER 1990 SUPPLEMENT

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## INTRODUCTION

I am pleased to present the third edition of American Radio - Winter 1990 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 76 markets which Arbitron and Birch survey on a quarterly basis.

The 'Winter Supplement' is issued every May.

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

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

INDEX

INDIVIDUAL MARKET REPORTS

(In alphabetical Order)

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

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/723,900  
 MSA Rank/Pop: 60/848,100  
 ADI # 53  
 Average Person Ratings: 18.3  
 Market TSL: 24.00 hours

Stations: 26/25  
 Diaries: 1173/617:1/56.8%  
 Sample Target: 1060  
 % Below Line: 0.4  
 % Not Listed: 13.6

1989 Revenue: \$20,900,000  
 HH Inc.: \$37,838  
 Retail \$: 6.7 Bill  
 Pop per Station: 28,956  
 #1 Biller: WPYX-F \$4,300,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WGNA-AF (C)	158/11.9	11.0	8.2	10.1	10.8	10.3	236/2381	1512/20.9	17.4	21.2	10.1	121	1241	WGNA-AF
2. WROW-F (EZ)	150/11.3	10.6	9.6	9.4	9.9	10.2	203/1711	1299/17.9	18.0	17.4	8.9	107	963	WROW-F
3. WGY (MOR)	121/ 9.1	10.3	9.8	9.7	9.3	9.7	203/2883	1808/25.0	23.7	24.5	7.2	87	1328	WGY
4. WFLY-F (CHR)	96/ 7.2	7.9	9.4	7.1	8.6	7.9	140/2179	1575/21.8	21.0	22.9	11.0	132	1825	WFLY-F
5. WPYX-F (AOR)	94/ 7.1	7.8	8.3	10.2	8.9	8.4	152/2237	1413/19.5	21.6	23.3	9.3	112	1683	WPYX-F
6. WKLI-F (AC)	77/ 5.8	5.8	6.6	6.0	6.1	6.1	78/1121	1053/14.5	15.9	14.7	4.7	56	696	WKLI-F
7. WTRY (O)	74/ 5.6	4.3	3.4	3.5	3.6	4.2	76/1048	948/13.1	10.2	9.9	4.0	48	655	WTRY
8. WGY -F (CHR)	58/ 4.4	6.2	4.5	4.8	4.0	5.0	83/1844	1183/16.3	18.5	17.1	5.1	61	1426	WGY -F
9. WQBK (T)	51/ 3.8	4.3	4.3	4.0	4.8	4.1	51/572	572/ 7.9	9.2	11.0	4.2	50	607	WQBK
WABY (BB)	51/ 3.8	2.4	2.6	3.1	2.4	3.0	51/474	474/ 6.5	6.0	5.5	2.7	32	462	WABY
11. WQBK-F (CL AOR)	35/ 2.6	3.8	4.1	4.3	5.3	3.7	38/890	808/11.2	11.4	15.0	0.5	77	1170	WQBK-F
12. WVKZ-F (AOR)	32/ 2.4	2.7	2.3	2.1	1.4	2.4	36/691	578/ 8.0	7.1	6.1	2.6	31	691	WVKZ-F
13. WROW (EZ)	28/ 2.1	1.7	2.1	2.7	2.1	2.2	35/563	466/ 6.4	5.2	7.1	0.7	9	225	WROW

12+ FM SHARE (METRO): 66.72% (764 of 1145) (WIN 89: 69.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F	1 WPYX-F	1 WPYX-F<	1 WGNA-AF>	1 WGNA-AF>	1 WROW-F	1 WGY	1 WROW-F	1 WGNA-AF<	1 WGNA-AF	1 WGY >>
2 WGY -F>	2 WFLY-F	2 WGNA-AF	2 WPYX-F<	2 WKLI-F	2 WGNA-AF<	2 WROW-F<	2 WGNA-AF>	2 WROW-F>	2 WGY	2 WGNA-F>>
3 WVKZ-F>	3 WGNA-AF	3 WFLY-F	3 WKLI-F	3 WTRY <	3 WGY >	3 WGNA-AF>	3 WPYX-F	3 WPYX-F	3 WFLY-F>	3 WTRY
4 WPYX-F	4 WKLI-F	4 WKLI-F	4 WTRY	4 WROW-F<	4 WTRY	4 WPYX-F<	4 WTRY	4 WFLY-F<	4 WGY -F	4 WKLI-F
5	5 WQBK-F	5 WTRY	5 WFLY-F	5 WPYX-F	5 WABY	5 WFLY-F	5 WKLI-F	5 WGY	5 WROW-F	5 WROW-F
6	6 WVKZ-F	6 WROW-F	6 WROW-F	6 WFLY-F<	6	6 WTRY	6	6	6	6
7	7	7	7	7 WGY	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>	1 WFLY-F>	1 WFLY-F	1 WFLY-F	1 WGNA-AF	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F	1 WPYX-F>	1 WGNA-AF
2 WPYX-F	2 WKLI-F	2 WKLI-F	2 WGNA-AF<	2 WKLI-F	2 WVKZ-F>	2 WGNA-AF	2 WGNA-AF>	2 WGNA-AF	2 WPYX-F<
3 WGY -F	3 WGNA-AF	3 WGNA-AF>	3 WKLI-F	3 WROW-F	3 WQBK-F	3 WQBK-F	3 WQBK-F	3 WTRY >	3 WTRY >
4 WKLI-F	4 WPYX-F	4 WROW-F	4 WROW-F	4 WFLY-F	4 WFLY-F>>	4 WVKZ-F	4 WTRY	4 WQBK-F	4 WKLI-F<
5 WGNA-AF	5 WGY -F	5 WPYX-F	5 WGY	5 WGY	5 WQBK	5 WFLY-F	5 WKLI-F	5 WKLI-F	5 WROW-F
6 WVKZ-F>>	6 WGY -F	6 WPYX-F	6 WGY -F	6	6 WGY -F>	6	6 WFLY-F	6	6 WGY
7	7	7	7 WGY -F	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RGT/	TSA AQH/AQH
WCKL 560 Catskill	0.9/1.9/	12/ 137
WCSS 1490 Amsterdam	1.1/2.3/	19/ 248
WEQX-F 102.7 Manchester	1.1/3.3/	37/ 520
WHAZ 1330 Troy	0.5/1.3/	6/ 95
WHRL-F 103.1 Albany	0.9/4.2/	13/ 338
WKOL-F 97.7 Amsterdam	0.4/2.2/	6/ 243
WPTR 1540 Albany	1.1/5.8/	16/ 446
WQQY-F 102.3 Saratoga Spgs.	0.4/1.9/	5/ 151
WSHQ-F 103.5 Coblesk/Schnctd	0.8/2.5/	23/ 357
WSHZ-F 98.3 Rotterdam/Albny	1.1/3.8/	15/ 286
WSSV-F 101.3 Stillwater	0.5/2.2/	6/ 172
WJIV-F 101.9 Cherry Valley	0.4/1.2/	26/ 207

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN, \$ 17.00 (Durpetti)	Premiere
WGY, 810, 50 KW	, MOR	NBC, \$ 85.00 (Eastman)	Empire
WPTR, 1540, 50 KW (DA-1)	, NEWS/TALK	US 2, ABC C, \$ 26.00 (Torbet)	
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS, ABC T, \$ 30.00 (HNWH)	
WROW, 590, 5 KW/1 KW (DA-2)	, COMBINATION WITH WROW-F		
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS, ABC D, \$ 37.00 (Mc-Guild)	Merv Griffin
WFLY-F, 92.3, 17 KW @ 890, CHR		ABC C, \$ 55.00 (Torbet)	
WGNA-F, 107.7, 13 KW @ 980, COUNTRY		ABC E, \$ 51.00 (Republic)	Barnstable
WGY-F, 99.5, 15 KW @ 930, CHR		SOURCE, \$ 47.00 (Eastman)	Empire
WHRL-F, 103.1, 1 KW @ 400, EZ		MBS, \$ 18.00 (—)	
WKLI-F, 100.9, 3 KW @ 300, AC		US 1, \$ 60.00 (Durpetti)	Premiere
WNYJ-F, 98.3, 3 KW @ 328, AC		TRNSTR, \$ 23.00 (HNWH)	
WPYX-F, 106.5, 15 KW @ 902, AOR		ABC R, \$ 85.00 (Mc-Guild)	Merv Griffin
WQBK-F, 103.9, 3 KW @ 300, CLASSIC AOR		RADRAD, \$ 33.00 (HNWH)	
WROW-F, 95.5, 13 KW @ 1020, EZ		, \$ 46.00 (Christal)	Radio Terrace
WVKZ-F, 96.7, 3 KW @ 328, CHR/AOR		SMN, SOURCE, \$ 24.00 (Banner)	

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 62/575,600

MSA Rank/Pop: 73/665,100

ADI # Philadelphia

Average Person Ratings: 17.8

Market TSL: 23.25 hours

Stations: 35/15  
 Diaries: 998/567:1/59.5%  
 Sample Target: 950  
 % Below Line: 16.6  
 % Not Listed: 12.2

1989 Revenue: \$15,800,000  
 HH Inc.: \$35,513  
 Retail \$: 5.0 Bill  
 Pop per Station: 38,373  
 #1 Biller: WLEV-F \$3,600,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F (EZ)	131/12.8	14.1	14.2	12.8	14.6	13.5	151/1617	1390/24.1	23.4	24.5	11.5	110	1138	WFMZ-F
2. WLEV-F (AC)	127/12.4	12.7	10.7	13.5	11.0	12.3	146/1762	1508/26.2	22.8	24.7	10.2	97	792	WLEV-F
3. WZZO-F (AOR)	125/12.2	9.5	11.5	11.1	12.2	11.1	151/1711	1425/24.8	21.1	23.8	14.9	142	1377	WZZO-F
4. WAEB-F (CHR)	81/ 7.9	8.3	10.8	10.9	10.8	9.5	94/1443	1276/22.2	23.0	29.1	10.6	101	1393	WAEB-F
5. WHXT-F (CHR)	73/ 7.1	7.9	5.7	6.7	5.9	6.8	91/1444	1208/21.0	21.1	20.2	10.6	101	1418	WHXT-F
6. WKKW (C)	47/ 4.6	2.6	4.0	3.0	3.4	3.5	51/524	486/ 8.4	7.5	6.9	2.3	22	432	WKKW
7. WAEB (AC)	46/ 4.5	4.3	5.7	5.5	4.6	5.0	48/868	839/14.6	13.1	12.9	4.4	42	648	WAEB
8. WEST (BB)	38/ 3.7	4.1	1.8	4.2	2.9	3.4	39/452	443/ 7.7	6.8	5.6	2.8	27	373	WEST
9. WXTU-F (C)	24/ 2.3	1.5	3.9	2.8	1.4	2.6	49/526	306/ 5.3	5.6	5.5	1.3	12	331	WXTU-F
10. WYSP-F (AOR)	19/ 1.9	3.2	2.5	2.0	2.9	2.4	31/657	441/ 7.7	7.7	10.6	3.8	36	614	WYSP-F
11. WKAP (BB)	17/ 1.7	3.9	2.9	2.0	4.5	2.6	18/330	311/ 5.4	6.4	8.3	0.6	6	116	WKAP

12+ FM SHARE (METRO): 74.69% (670 of 897) (WIN 89: 74.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-F>>	1 WZZO-F>>	1 WZZO-F	1 WLEV-F	1 WLEV-F>	1 WFMZ-F>	1 WZZO-F<	1 WFMZ-F	1 WLEV-F	1 WLEV-F	1 WZZO-F
2 WAEB-F>	2 WLEV-F	2 WLEV-F>	2 WZZO-F>	2 WLEV-F>	2 WLEV-F>	2 WFMZ-F<	2 WZZO-F	2 WZZO-F	2 WZZO-F	2 WLEV-F>>
3 WZZO-F>	3 WAEB-F<	3 WAEB-F	3 WAEB-F	3 WFMZ-F	3 WKKW <	3 WLEV-F>	3 WLEV-F>>	3 WFMZ-F>	3 WHXT-F	3 WHXT-F>
4 WLEV-F	4 WHXT-F	4 WHXT-F	4 WFMZ-F	4 WAEB-F>	4 WAEB	4 WAEB-F	4 WAEB-F	4 WAEB-F	4 WFMZ-F	4 WFMZ-F
5	5	5 WFMZ-F	5 WHXT-F	5 WHXT-F	5 WEST	5 WHXT-F<	5 WKKW <	5 WHXT-F	5 WAEB-F	5 WAEB-F
6	6	6	6	6	6	6 WAEB	6 WHXT-F	6	6	6
7	7	7	7	7	7	7 WEST	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 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 WHXT-F	2 WAEB-F	2 WAEB-F	2 WAEB-F	2 WAEB-F	2 WHXT-F	2 WLEV-F	2 WLEV-F>	2 WLEV-F>>	2 WLEV-F>
3 WAEB-F>	3 WLEV-F	3 WZZO-F	3 WZZO-F	3 WFMZ-F	3 WAEB-F	3 WHXT-F	3 WHXT-F	3 WHXT-F	3 WFMZ-F>>
4 WLEV-F	4 WHXT-F	4 WHXT-F>	4 WHXT-F>	4 WZZO-F	4 WLEV-F>	4 WAEB-F	4 WYSP-F	4 WAEB-F	4 WHXT-F
5 WFMZ-F	5	5 WFMZ-F	5 WFMZ-F	5 WHXT-F	5 WKKW >	5	5 WYSP-F>>	5 WFMZ-F	5 WAEB-F
6 WAEB >	6	6 WYSP-F>>	6	6	6 WYSP-F>	6	6 WFMZ-F>	6	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WEEX 1230 Easton	0.9/3.5/	9/ 209
WGPA 1100 Bethlehem	0.5/1.8/	5/ 106
WHOL 1600 Allentown	0.6/1.8/	6/ 102
WLSH 1410 Lansford	1.1/1.1/	33/ 171
WRNJ 1000 Hackettstown	0.7/1.7/	7/ 105
WYNS 1160 Lehighton	0.4/1.6/	5/ 114

KYW 1060 Philadelphia	0.9/6.6/	20/ 530
WABC 770 New York	0.7/2.1/	17/ 325
WCBS 880 New York	0.3/1.0/	10/ 175
WEAZ 560 Philadelphia		
WEAZ-F 101.1 Philadelphia	1.0/3.3/	16/ 329
WFAN 660 New York	0.3/1.4/	7/ 197
WFLN-F 95.7 Philadelphia	1.1/2.8/	11/ 216
WIOQ-F 102.1 Philadelphia	0.5/1.8/	16/ 154
WIP 610 Philadelphia	0.3/1.6/	4/ 105
WKRZ-F 98.5 Wilkes-Barre/Sc	0.5/1.2/	12/ 195
WKSZ-F 100.3 Media	0.7/2.4/	9/ 171
WMGK-F 102.9 Philadelphia	0.9/2.9/	10/ 202
WMMR-F 93.3 Philadelphia	0.9/2.9/	11/ 289
WNEW-F 102.7 New York	0.3/1.2/	12/ 205
WGLF-F 98.1 Philadelphia	0.9/2.3/	14/ 231
WOR 710 New York	1.2/2.4/	32/ 379
WPLJ-F 95.5 New York	0.5/1.5/	13/ 290
WSBG-F 93.5 Stroudsburg	0.3/1.0/	28/ 410
WDBB-F 96.5 Philadelphia	1.4/2.4/	15/ 184

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, AC	ABC I, CBS, \$ 30.00 (Katz)	CRB
WEEX, 1230, 1 KW (DA-2)	, OLDIES	MBS, SMN, \$ 14.00 (Eastman)	Roth
WEST, 1400, 1 KW	, NOSTALGIA	CBS, \$ 20.00 (Mc-Guild)	Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	SMN, APR, \$ 18.00 (Banner)	Holt
WKKW, 1470, 5 KW (DA-N)	, COUNTRY	NBC, ABC I, \$ 16.00 (Republic)	
WAEB-F, 104.1, 50 KW @ 500, CHR		, \$ 49.00 (Katz)	CRB
WFMZ-F, 100.7, 13 KW @ 870, BTFL/EZ		, \$ 46.00 (Christal)	
WLEV-F, 96.1, 50 KW @ 500, AC		, \$ 70.00 (Mc-Guild)	Zimmerman
WHXT-F, 99.9, 50 KW @ 450, CHR		, \$ 54.00 (Eastman)	Roth
WZZO-F, 95.1, 30 KW @ 600, AOR		, \$ 58.00 (Banner)	Holt

OTHER RANKED STATIONS -- See Philadelphia

ATLANTA

Arbitron Rank/Pop (12+): 12/2,305,200  
 MSA Rank/Pop: 1/2,611,500  
 Average Person Ratings: 18.3  
 Market TSL: 24.00 hours

Stations: 22/21  
 Diaries: 1880/1226:1/52.7%  
 Sample Target: 1840  
 % Below Line: 0.4  
 % Not Listed: 12.3

1989 Revenue: \$112,000,000  
 HH Inc.: \$31,892  
 Retail \$: 24.4 Bill  
 Pop per Station: 109,771  
 #1 Biller: WSB \$13,300,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F (B)	593/14.0	13.1	14.4	9.9	8.8	12.9	687/5134	4163/18.1	18.5	17.0	20.2	867	5269	WVEE-F
2. WSB -F (AC)	459/10.9	8.6	9.5	9.6	9.2	9.6	504/6139	5326/23.1	22.7	22.2	9.5	410	5367	WSB -F
3. WAPW-F (CHR)	397/ 9.4	8.1	9.5	9.4	8.9	9.1	498/6122	4948/21.5	19.3	20.4	10.1	434	5300	WAPW-F
4. WPCH-F (EZ)	341/ 8.1	8.7	6.6	8.1	9.9	7.9	378/4298	3748/16.3	18.2	18.5	7.0	301	3992	WPCH-F
5. WSB (MOR)	302/ 7.1	7.6	5.8	7.3	6.4	6.9	340/4652	4034/17.5	21.1	17.5	4.3	185	3163	WSB
6. WKLS-F (AOR)	229/ 5.4	7.0	6.8	5.8	6.4	6.3	305/4812	3792/16.4	16.6	17.5	7.8	336	3788	WKLS-F
7. WKHX-F (C)	225/ 5.3	4.7	7.1	7.7	7.7	6.2	287/3692	2746/11.9	11.0	16.3	4.0	173	2364	WKHX-F
8. WFOX-F (O)	222/ 5.3	5.8	5.3	5.2	5.3	5.4	314/4953	3677/16.0	16.5	15.2	4.3	185	3306	WFOX-F
9. WYAY-AF (C)	202/ 4.8	5.5	4.6	8.2	7.2	5.8	425/4700	2800/12.1	13.4	19.5	7.9	253	3794	WYAY-AF
10. WZGC-F (AOR)	161/ 3.8	4.8	6.1	5.7	4.9	5.1	179/3569	3131/13.6	14.0	16.5	4.3	186	2630	WZGC-F
11. WGST (N/T)	147/ 3.5	3.5	2.6	3.4	2.5	3.3	149/2410	2339/10.1	10.2	7.1	2.5	109	1729	WGST
12. WAOK (B)	143/ 3.4	3.7	3.4	2.8	3.1	3.3	149/1613	1549/ 6.7	6.3	6.2	2.5	106	1128	WAOK
13. WSTR-F (AC)	118/ 2.8	3.6	4.3	3.2	5.0	3.5	141/3166	2764/12.0	13.5	16.5	4.0	171	2384	WSTR-F
14.														
15.														

12+ FM SHARE (METRO): 80.57% (2986 of 3706) (WIN 89: 82.11%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPW-F	1 WVEE-F>	1 WVEE-F	1 WVEE-F<	1 WSB -F	1 WVEE-F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F
2 WVEE-F>>	2 WSB -F	2 WSB -F>>	2 WSB -F>	2 WVEE-F>	2 WKLS-F	2 WKLS-F>	2 WKLS-F>	2 WKLS-F	2 WSB -F>
3 WSB -F>>	3 WAPW-F>>	3 WSTR-F	3 WAPW-F	3 WPCH-F	3 WAPW-F>>	3 WAPW-F	3 WZGC-F	3 WSB -F	3 WKLS-F
4 WYAY-AF	4 WYAY-AF	4 WYAY-AF	4 WPCH-F	4 WFOX-F	4 WSB -F	4 WZGC-F	4 WAPW-F	4 WAPW-F	4 WFOX-F
5 WPCH-F	5 WSTR-F	5 WAPW-F	5 WFOX-F	5 WYAY-AF	5 WZGC-F>>	5 WSB -F>	5 WSB -F>	5 WZGC-F	5 WZGC-F
6 WKLS-F	6 WPCH-F	6 WZGC-F<	6 WYAY-AF	6 WKHX-F	6	6	6 WKHX-F	6 WFOX-F	6 WKHX-F
7	7 WKLS-F<	7 WPCH-F	7 WKHX-F	7 WSTR-F	7	7	7 WKHX-F	7 WKHX-F	7 WPCH-F<
8	8 WZGC-F	8 WKLS-F	8 WSTR-F	8	8	8	8	8 WGST	8 WYAY-AF
9	9	9	9	9	9	9	9	9	9 WAPW-F
									10 WGST

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
WALR-F 104.7	Athens/Atlanta	0.5/2.5/	36/	862
WCNN 680	No. Atlanta	0.9/5.3/	39/	1303
WGKA 1190	Atlanta	0.4/0.6/	16/	143
WIGO 1340	Atlanta	0.9/2.2/	39/	505
WKHX 590	Atlanta	0.1/0.6/	4/	153
WQXI 790	Atlanta	0.4/1.8/	17/	435
WYZE 1480	Atlanta	0.4/0.8/	15/	191
WVFJ-F 93.3	Manchester	0.4/1.2/	17/	384

RADIO STATIONS

AM STATIONS

WAOK, 1380, 5 KW	, BLACK	NBN, NBC, \$ 60.00	(Mc-Guild)	Summit
WCNN, 680, 50 KW/10 KW (DA-N)	, NEWS/TALK	CNN, NBC, \$ 42.00	(HNWH)	
WGST, 640, 50 KW/1 KW (DA-2)	, NEWS/TALK	ABC I, NBS, \$ 80.00	(Eastman)	Jacor
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL	, \$ 36.00	(CMBS)	
WIGO, 1340, 1 KW (DA-1)	, BLACK	SBN, \$ 40.00	(---)	
WKHX, 590, 5 KW (DA-N)	, BASIC SIMULCAST WITH WKHX-F			
WNIV, 970, 5 KW (DAYS, DA)	, RELIGION	, \$ 20.00	(---)	
WQXI, 790, 5 KW/1 KW (DA-N)	, SIMULCAST WITH WSTR-F			
WSB, 750, 50 KW	, MOR/TALK	ABC T, APR, \$ 190.00	(Christal)	Cox



FM STATIONS

WAPW, 99.7, 100 KW @ 1000, CHR	, \$ 154.00 (Durpetti)	Susquehanna
WFOX, 97.1, 97 KW @ 1566, OLDIES	, \$ 145.00 (MMR)	Shamrock
WKHX, 101.5, 99 KW @ 950, COUNTRY	, \$ 175.00 (Republic)	Cap Cities/ABC
WKLS, 96.1, 99 KW @ 950, AOR	, \$ 170.00 (Katz)	Great American
WPCH, 94.9, 99 KW @ 986, BTFL/EZ	CBS, \$ 165.00 (Eastman)	Jacor
WSTR, 94.1, 100 KW @ 914, AC	, \$ 170.00 (Banner)	Jeff-Pilot
WSB, 98.5, 100 KW @ 920, AC	, \$ 213.00 (Christal)	Cox
WVEE, 103.3, 100 KW @ 1022, BLACK	SOURCE, \$ 200.00 (Mc-Guild)	Summit
WYAY, 106.7, 99 KW @ 1400, COUNTRY	, \$ 195.00 (MMR)	NewCity (GAINESVILLE)
WYAI, 104.1, 60 KW @ 1200, COUNTRY	(BASIC SIMULCAST WITH WYAY-F)	
WZGC, 92.9, 99 KW @ 910, CLASSIC AOR	, \$ 147.00 (HNWH)	Cook Inlet

MISCELLANEOUS COMMENTS: WYAY and WYAI are simulcast and their figures are combined for the purpose of these rankings even though Arbitron's software would not allow them to accomplish this.

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHR - Contemporart 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
* SAC - Soft Adult Contemporary	? - Others or Unknown

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AUSTIN

Arbitron Rank/Pop (12+): 58/634,000

Stations: 21/17  
Diaries: 1131/561:1/53.3%  
Sample Target: 1000  
% Below Line: 3.3  
% Not Listed: 18.8

1989 Revenue: \$23,000,000  
HH Inc.: \$27,114  
Retail \$: 5.3 Bill  
Pop per Station: 37,294  
#1 Biller: KASE-F \$4,500,000

MSA Rank/Pop: 66/764,500  
ADI # 70  
Average Person Ratings: 17.0  
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	184/17.0	15.4	12.7	13.4	13.4	14.6	248/2589	1826/28.8	24.7	23.2	14.3	154	1691	KASE-F
2. KKMJ-F (AC)	103/ 9.5	7.8	7.0	7.2	9.4	7.9	121/1374	1241/19.6	18.9	21.9	6.6	71	878	KKMJ-F
3. KBTS-F (CHR)	92/ 8.5	9.0	10.2	11.0	9.4	9.7	150/2577	1659/26.2	23.6	26.7	10.4	112	1917	KBTS-F
4. KLBJ-F (AOR)	85/ 7.9	10.6	9.2	8.7	9.6	9.1	100/1615	1350/21.3	22.1	23.1	13.6	146	1893	KLBJ-F
5. KHFI-F (CHR)	68/ 6.3	6.6	6.0	7.0	6.3	6.5	69/1341	1311/20.7	18.3	18.9	7.7	83	1439	KHFI-F
6. KQFX-F (AC)	47/ 4.4	2.2	3.1	4.4	3.2	3.5	50/812	725/11.4	7.9	11.5	2.4	26	576	KQFX-F
7. KPEZ-F (CL AOR)	44/ 4.1	4.1	4.3	4.5	2.4	4.3	44/839	804/12.7	11.5	11.3	4.8	52	825	KPEZ-F
8. KLBJ (N/T)	43/ 4.0	4.2	4.3	4.3	4.5	4.2	51/974	793/12.5	15.6	14.1	5.7	61	1130	KLBJ
9. KEYI-F (AC)	39/ 3.6	4.2	4.6	5.5	6.4	4.5	54/991	807/12.7	13.6	17.2	2.4	26	450	KEYI-F
10. KGSR-F (J/NA)	28/ 2.6	2.2	2.9	2.4	---	2.5	28/529	514/ 8.1	7.0	0.0	4.0	43	578	KGSR-F
11. KVET (C)	24/ 2.2	2.6	2.2	2.3	2.7	2.3	31/499	419/ 6.6	6.2	5.6	1.9	20	530	KVET
12. KLTD-F (AC)	22/ 2.0	2.4	3.2	2.3	3.0	2.5	60/1093	529/ 8.3	7.4	7.9	2.0	22	298	KLTD-F
13. KAPT-F (AC)	21/ 1.9	2.3	2.4	1.3	4.1	2.0	25/408	344/ 5.4	5.8	7.8	1.8	19	290	KAPT-F
14. KTXZ (SP)	20/ 1.9	1.9	1.6	1.3	1.4	1.7	21/168	150/ 2.4	2.7	2.1	1.6	17	251	KTXZ

12+ FM SHARE (METRO): 84.15% (738 of 877) (WIN 89: 84.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBTS-F	1 KASE-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 KLBJ-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F	2 KASE-F	2 KEYI-F
3	3 KBTS-F	3 KKMJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F	3 KBTS-F	3 KLBJ-F	3 KLBJ-F	3 KHFIF-F	3 KLBJ
4	4 KKMJ-F	4 KBTS-F	4 KQFX-F	4 KQFX-F	4 KQFX-F	4 KQFX-F	4 KLBJ-F	4 KQFX-F	4 KBTS-F	4 KLBJ-F
5	5 KHFI-F	5 KQFX-F	5 KPEZ-F	5 KPEZ-F	5 KVET >>	5 KHFI-F	5 KBTS-F	5 KHFI-F	5 KLBJ	5
6	6 KPEZ-F	6 KPEZ-F	6	6 KBTS-F	6 KLBJ-F	6	6	6 KQFX-F	6 KKMJ-F	6
7	7	7 KHFI-F	7	7	7	7	7	7	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F		1 KBTS-F	1 KLBJ-F	1 KLBJ-F	1 KASE-F	1 KASE-F
2 KBTS-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F		2 KLBJ-F	2 KASE-F	2 KASE-F	2 KLBJ-F	2 KLBJ-F
3 KLBJ-F	3 KKMJ-F	3 KQFX-F	3 KBTS-F	3 KQFX-F		3 KHFI-F	3 KBTS-F	3 KPEZ-F	3 KKMJ-F	3 KKMJ-F
4 KHFI-F	4 KLBJ-F	4 KLBJ-F	4 KLBJ-F	4 KLBJ-F		4 KASE-F	4 KPEZ-F	4 KKMJ-F	4 KPEZ-F	4 KPEZ-F
5 KEYI-F	5 KHFI-F	5 KBTS-F	5 KEYI-F	5 KLBJ-F		5 KKMJ-F	5 KKMJ-F	5 KGSR-F	5 KBTS-F	5 KQFX-F
6 KKMJ-F	6 KEYI-F	6 KPEZ-F	6 KQFX-F	6		6 KEYI-F	6	6 KBTS-F	6	6
7 KQFX-F	7	7 KHFI-F	7 KHFI-F	7		7 KPEZ-F	7	7 KQFX-F	7	7
8	8	8 KEYI-F	8	8		8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
KFON 1370	Rollingwood/Aus	0.4/1.6/	6/	121
KMOW 1490	Austin	0.4/1.1/	4/	79
KTAE 1260	Taylor	1.2/1.4/	21/	169
KGID-F 101.7	Giddings	0.5/1.3/	5/	89
KSAA 720	Universal City	1.1/1.1/	15/	108
KTSA 550	San Antonio	0.6/0.8/	6/	83
WOAI 1200	San Antonio	1.2/3.3/	32/	437

RADIO STATIONS

KIXL, 970, 1 KW	, GOSPEL/BLACK	, \$ 10.00 (Republic)	
KLBJ, 590, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS, \$ 40.00 (Eastman)	
KFON, 1370, 5 KW/500 W (DA-2)	, TALK	ABC T, \$ 18.00 (K & P)	
KTXZ, 1560, 2.5 KW (DA-2)	, HISPANIC	US 2, \$ 12.00 (Katz Hisp.)	
KVET, 1300, 5 KW/1 KW (DA-2)	, COUNTRY	ABC I, \$ 31.00 (Katz)	
KAPT-F, 94.7, 97 KW @ 1154	SOFT AC/NAC	, \$ 23.00 (Durpetti)	(LULING)
KASE-F, 100.7, 100 KW @ 1190	COUNTRY	, \$ 100.00 (Katz)	
KBTS-F, 93.3, 93 KW @ 1983	CHR	, \$ 60.00 (Christal)	Genesis/Booth
KEYI-F, 103.5, 90 KW @ 1260	AC	, \$ 50.00 (Republic)	Degree
KGSR-F, 107.1, 3 KW @ 300	JAZZ/NAC	, \$ 25.00 (Mc-Guild)	Beta (BASTROP)
KHFI-F, 98.3, 1 KW @ 420	CHR	, \$ 48.00 (Republic)	Encore
KKMJ-F, 95.5, 100 KW @ 1000	AC	, \$ 83.00 (CBS)	Keymarket
KLBJ-F, 93.7, 97 KW @ 1057	AOR	, \$ 75.00 (Eastman)	
KLTD-F, 99.1, 19 KW @ 300	OLDIES	TRNSTR, \$ 25.00 (Torbet)	Shamrock-Lynett (LAMPASAS) ---
KPEZ-F, 102.3, 3 KW @ 300	CLASSIC AOR	, \$ 39.00 (Christal)	Clear Channel
KQFX-F, 96.7, 28 KW @ 300	OLDIES	, \$ 32.00 (Banner)	Capitol-Johnson (GEORGETOWN)

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,006,100  
 MSA Rank/Pop: 15/2,323,900  
 ADI # 22  
 Average Person Ratings: 19.1  
 Market TSL: 25.00 hours

Stations: 35/20  
 Diaries: 1949/1029:1/54.1%  
 Sample Target: 1740  
 % Below Line: 11.9  
 % Not Listed: 11.2

1989 Revenue: \$61,500,000  
 HH Inc.: \$31,528  
 Retail \$: 17.6 Bill  
 Pop per Station: 100,305  
 #1 Biller: WMMX-F \$10,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WXYV-F (B)	321/ 8.4	9.1	7.3	7.6	6.6	8.1	325/3117	3026/15.1	15.8	13.0	10.7	388	4438	WXYV-F
2. WLIF-F (EZ)	306/ 8.0	7.9	9.1	8.6	9.9	8.4	324/3350	3169/15.8	16.3	18.3	5.4	195	2372	WLIF-F
3. WBAL (N/T)	300/ 7.8	7.5	9.7	9.6	7.0	8.6	317/3841	3584/17.9	18.3	16.5	7.0	255	2898	WBAL
4. WPOC-F (C)	255/ 6.7	5.3	6.4	6.5	7.4	6.2	279/2873	2485/12.4	11.7	14.8	6.2	223	2659	WPOC-F
5. WMMX-F (AC)	250/ 6.5	7.5	6.1	7.3	7.1	6.8	265/3755	3488/17.4	19.4	16.2	4.6	168	2726	WMMX-F
6. WIYY-F (AOR)	238/ 6.2	6.4	6.2	6.7	6.3	6.4	275/3744	3268/16.3	15.1	14.2	8.1	293	3206	WIYY-F
7. WBSB-F (CHR)	209/ 5.5	6.6	5.2	6.0	5.7	5.8	234/4096	3610/18.0	18.1	17.7	7.6	274	4072	WBSB-F
8. WQSR-F (O)	184/ 4.8	5.3	4.1	2.8	3.4	4.3	193/2734	2547/12.7	14.1	9.5	3.8	136	1916	WQSR-F
9. WCBM (T)	127/ 3.3	3.2	2.9	2.6	4.3	3.0	127/1259	1246/ 6.2	5.8	6.6	2.8	101	771	WCBM
10. WWIN-F (B)	111/ 2.9	2.1	2.0	2.0	1.8	2.3	111/1298	1298/ 6.5	6.8	8.0	3.6	129	1335	WWIN-F
WBGR (R/G)	111/ 2.9	1.9	3.0	2.1	2.4	2.5	115/987	964/ 4.8	3.8	4.1	1.7	63	879	WBGR
12. WYST-F (SAC)	106/ 2.8	3.1	2.3	2.3	2.8	2.6	111/2076	2013/10.0	9.5	8.8	2.1	75	1393	WYST-F
13. WGRX-F (CL AOR)	93/ 2.4	2.0	3.2	2.0	2.5	2.4	137/2326	1770/ 8.8	6.9	8.2	2.8	102	1842	WGRX-F
14. WRBS-F (REL)	83/ 2.2	1.5	1.2	1.2	1.1	1.5	94/790	725/ 3.6	3.2	2.5	2.2	78	684	WRBS-F
15. WITH (BB)	67/ 1.8	1.2	1.5	1.5	1.4	1.5	67/785	785/ 3.9	3.8	4.8	1.1	41	842	WITH

12+ FM SHARE (METRO): 75.76% (2575 of 3399) (WIN 89: 72.69%)

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

OTHER RATED STATIONS			METRO SHARE/RTG/	CUME TSA AQH/CUME
WCAO	600	Baltimore	1.5/4.3/	71/1036
WEBB	1360	Baltimore	1.0/3.3/	37/ 671
WLIF	1300	Baltimore	0.4/1.9/	17/ 397
WWIN	1400	Baltimore	1.3/4.5/	51/ 895
WYST	1010	Baltimore	0.5/2.4/	19/ 483

WASH-F	97.1	Washington	0.4/1.7/	23/ 431
WAVA-F	105.1	Arlington/Wash	0.5/2.8/	23/ 706
WFRE-F	99.9	Frederick	0.3/0.8/	36/ 463
WGAY-F	99.5	Washington	0.5/1.5/	23/ 338
WHFS-F	99.1	Annapolis	1.4/5.2/	55/1089
WHUR-F	96.3	Washington	1.3/4.4/	51/ 970
WKYS-F	93.9	Washington	0.8/2.5/	32/ 554
WLTT-F	94.7	Bethesda/Washg	0.4/1.5/	17/ 359
WMZQ	1390	Arlington		
WMZQ-F	98.7	Washington	0.9/1.6/	45/ 561
WPGC-F	95.5	Morningside	1.5/5.8/	62/1320
WRQX-F	107.3	Washington	1.4/7.0/	57/1504
WTOP	1500	Washington	0.6/2.8/	23/ 584
WWDC-F	101.1	Washington	1.4/7.1/	58/1585
WNRC	980	Washington	0.4/1.1/	16/ 231
WYCR-F	98.5	York/Hanover	0.4/1.3/	66/1210

AM STATIONS

WBAL,	1090,	50 KW (DA-N)	, NEWS/TALK	CBS, \$ 130.00 (HNWH)	Hearst
WBGR,	860,	2.5 KW/100 W(DA-1),	RELIG/GOSPEL	NBN, \$ 45.00 (Roslin)	Mortenson
WCAO,	600,	5 KW (DA-1)	, COUNTRY	NBC, \$ 60.00 (Mc-Guild)	Summit
WCBM,	680,	10 KW/5 KW (DA-2),	TALK	ACB I, ABC T, \$ 45.00 (Katz)	
WEBB,	1360,	5 KW/1.7 KW (DA-1),	BLACK	SBN, \$ 35.00 (Roslin)	
WITH,	1230,	1 KW	, NOSTALGIA	MBS, \$ 40.00 (---)	
WWIN,	1400,	1 KW	, BLACK	, \$ 34.00 (Durpetti)	Almic (P)
WYST,	1010,	1 KW (DAYS)	, OLDIES	APR, \$ 30.00 (MMR)	United

FM STATIONS

WBSB,	104.3,	50 KW @ 420,	CHR	ABC C, \$ 160.00 (Banner)	Scripps-Howard
WGRX,	100.7,	16 KW @ 858,	CLASSIC AOR	ABC F, \$ 54.00 (Durpetti)	Shamrock-Lynett (WESTMINISTER)
WIYY,	97.9,	13 KW @ 946,	AOR	ABC R, \$ 100.00 (HNWH)	Hearst
WLIF,	101.9,	13 KW @ 961,	SOFT AC	, \$ 144.00 (Christal)	Infinity
WPOC,	93.1,	16 KW @ 870,	COUNTRY	ABC D, \$ 136.00 (Banner)	Nationwide
WQSR,	105.7,	50 KW @ 500,	OLDIES	CBS US 1, \$ 80.00 (MMR)	Sconnix
WRBS,	95.1,	50 KW @ 500,	RELIGION	, \$ 20.00 (---)	
WWIN,	95.9,	3 KW @ 300,	CHR/URBAN	, \$ 130.00 (Durpetti)	Almic (P)
WWMX,	106.5,	7 KW @ 1182,	AC	, \$ 130.00 (Katz)	Capitol-Goodmon
WXYV,	102.7,	50 KW @ 400,	BLACK	, \$ 127.00 (Mc-Guild)	Summit
WYST,	92.3,	10 KW @ 550,	AC	APR, \$ 70.00 (MMR)	United

BATON ROUGE

Arbitron Rank/Pop (12+): 80/435,400  
 MSA Rank/Pop: 82/545,200  
 Average Person Ratings: 16.0  
 Market TSL: 21.25 hours

Stations: 21/15  
 Diaries: 1016/429:1/53.8%  
 Sample Target: 840  
 % Below Line: 13.5  
 % Not Listed: 9.1

1989 Revenue: \$12,800,000  
 HH Inc.: \$26,846  
 Retail \$: 3.6 Bil  
 Pop per Station: 27,212  
 #1 Biller: WYNK-AF \$2,800,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	102/14.6	8.7	14.7	14.8	12.7	13.2	221/2629	1136/26.1	21.3	23.1	12.3	92	1168	WYNK-AF
2. WFMF-F (CHR)	86/12.4	13.7	10.8	12.3	10.5	12.3	146/2211	1194/27.4	28.7	25.2	14.9	111	1588	WFMF-F
3. KQXL-F (B)	82/11.8	9.9	11.3	13.5	11.3	11.6	122/1106	864/19.8	16.6	21.3	15.5	116	1129	KQXL-F
4. WXOK (B)	59/ 8.5	5.7	7.4	8.2	7.8	7.4	65/830	705/16.2	14.8	16.0	8.6	64	1053	WXOK
5. KHOM-F (O)	47/ 6.8	5.1	5.7	4.2	4.3	5.4	114/1456	574/13.2	12.4	7.3	6.3	47	518	KHOM-F
6. WTGE-F (AC)	38/ 5.5	4.1	5.1	4.4	7.3	4.8	50/884	615/14.1	12.5	13.2	5.6	42	712	WTGE-F
WDC (R/G)	38/ 5.5	5.6	4.2	4.2	2.1	4.9	39/327	295/ 6.8	9.2	1.8	3.2	24	280	WDC
8. WGGZ-F (CHR)	34/ 4.9	6.7	7.9	6.9	7.4	6.6	68/1838	874/20.1	20.4	21.3	6.7	50	1091	WGGZ-F
9. WKJN-F (C)	32/ 4.6	5.4	6.5	6.7	7.0	5.8	69/1120	505/11.6	14.8	14.1	4.4	33	486	WKJN-F
10. WJBO (N/T)	30/ 4.3	6.3	3.2	4.7	4.8	4.6	33/652	579/13.3	13.6	14.9	2.9	22	425	WJBO
11. WCKW-F (CL AOR)	24/ 3.5	3.6	4.0	2.9	2.8	3.5	73/1082	433/ 9.9	8.6	8.7	3.1	23	395	WCKW-F
12. KIEZ-F (EZ)	18/ 2.6	1.6	---	---	---	1.0	19/293	253/ 5.8	2.6	0.0	1.6	12	218	KIEZ-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.42% (483 of 632) (WIN 89: 77.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F>>	1 WFMF-F<	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF>>	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF	1 KQXL-F	1 WYNK-F
2 KQXL-F>>	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 WXOK	2 WFMF-F	2 WFMF-F	2 WFMF-F	2 WFMF-F>	2 KQXL-F
3 WGGZ-F>	3 WYNK-AF>	3 WFMF-F>	3 KHOM-F	3 KHOM-F<	3 KHOM-F	3 KQXL-F>	3 WXOK <	3 KQXL-F>	3 WYNK-AF	3 WXOK
4 WXOK	4 WTGE-F	4 WXOK	4 WFMF-F	4 WFMF-F	4 WKJN-F	4 WXOK <	4 KQXL-F	4 KHOM-F<	4 WXOK >	4 WFMF-F
5	5 WGGZ-F<	5 WTGE-F	5 WTGE-F	5 WXOK	5 WJBO	5 KHOM-F	5 KHOM-F	5 WGGZ-F	5 WGGZ-F	5
6	6 WXOK	6	6 WXOK	WTGE-F	KQXL-F	6 WKJN-F	6	6 WTGE-F	6	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFMF-F	1 WFMF-F	1 WFMF-F	1 WFMF-F<	1 WYNK-AF		1 WYNK-AF	1 KQXL-F	1 KQXL-F	1 WYNK-AF	1 WYNK-AF
2 KQXL-F	2 KQXL-F>	2 KQXL-F	2 WYNK-AF	2 WFMF-F<		2 WFMF-F	2 WYNK-AF	2 WCKW-F	2 KQXL-F>	2 KQXL-F
3 WYNK-AF>	3 WYNK-AF	3 WDC	3 KQXL-F	3 KQXL-F		KQXL-F>	WFMF-F	WFMF-F	3 WTGE-F<	3 KHOM-F
4 WXOK	4 WXOK	4 KHOM-F	4 WXOK	4 KHOM-F		4 WTGE-F	4 WTGE-F	4 WYNK-AF	4 WFMF-F	4 WTGE-F
5 WGGZ-F>	5 WDC	5 WTGE-F	5 KHOM-F	5 WXOK		5 WGGZ-F>	5 WCKW-F	5 WTGE-F>	5 KHOM-F	5 WCKW-F
6 WDC	6 WGGZ-F	6 WXOK	6 WDC	WDC		6 KHOM-F>	6 WGGZ-F	6 WJBO >	6	6 WFMF-F

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA
WLUX 1550 Baton Rouge	0.6/1.5/	4/ 93	
WQCK-F 92.7 Clinton	0.4/2.7/	3/ 129	
WTKL 1260 Baton Rouge	1.0/3.0/	8/ 152	
WXLT-F 94.1 McComb	0.7/3.9/	12/ 299	
KDEA-F 99.1 New Iberia	1.7/5.0/	60/ 820	
KSMB-F 94.5 Lafayette	0.4/2.8/	74/1225	
WFPR 1400 Hammond	0.4/0.8/	5/ 117	
WWL 870 New Orleans	0.7/2.0/	20/ 443	

RADIO STATIONS

WJBO, 1150, 5 KW (DA-1)	, TALK	CBS, TALKNT, \$ 24.00 (HNWH)	Jenne
WDC, 910, 1 KW (DA-1)	, GOSPEL	, \$ 10.00 (Republic)	
WTKL, 1260, 1 KW (DAYS)	, BTFL/EZ	, \$ 13.00 (---)	
WXOK, 1460, 5 KW/1 KW (DA-3)	, BLACK	NBC, \$ 26.00 (Torbet)	
KQXL-F, 106.5, 50 KW @ 300,	BLACK	SBN, ABC F, \$ 35.00 (Banner)	(NEW ROADS)
WFMF-F, 102.5, 85 KW @ 1200,	CHR	, \$ 56.00 (HNWH)	Jenne
WGGZ-F, 98.1, 95 KW @ 1550,	CHR	RADRAD, ABC C, \$ 50.00 (Katz)	
WKJN-F, 103.3, 100 KW @ 1045,	COUNTRY	MBS, \$ 44.00 (Christal)	(HAMMOND)
WQCK-F, 92.7, 3 KW @ 300,	RELIGION	, \$ 9.00 (---)	(CLINTON)
WTGE-F, 100.7, 95 KW @ 690,	AC	, \$ 37.00 (Republic)	
WXLT-F, 94.1, 100 KW @ 980,	AOR	, \$ 10.00 (Southern)	(MACOMB, MS)
WYNK-F, 101.5, 100 KW @ 1550,	COUNTRY	ABC E, \$ 63.00 (Katz)	Narragansett

BIRMINGHAM

Arbitron Rank/Pop (12+): 52/773,000  
 MSA Rank/Pop: 56/921,000  
 ADI # 48  
 Average Person Ratings: 15.6  
 Market TSL: 20.75 hours

Stations: 23/20  
 Diaries: 1120/690:1/56.3%  
 Sample Target: 1100  
 % Below Line: 2.9  
 % Not Listed: 8.9

1989 Revenue: \$24,500,000  
 HH Inc.: \$23,096  
 Retail \$: 5.7 Bill  
 Pop per Station: 38,650  
 #1 Biller: WZZK-AF \$6,100,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	197/16.3	16.2	14.4	18.7	17.5	16.4	337/4035	2358/28.7	30.0	28.6	14.5	167	1959	WZZK-AF
2. WENN-F (B)	142/11.8	12.3	10.6	11.0	10.5	11.4	196/2170	1516/19.6	17.7	19.5	18.5	224	2442	WENN-F
3. WZRR-F (AOR)	110/ 9.1	8.2	8.6	8.2	10.4	8.5	152/1654	1191/15.4	16.3	16.7	10.3	125	1257	WZRR-F
4. WAPI-F (CHR)	105/ 8.7	7.8	8.0	7.3	8.4	7.9	177/2693	1672/21.6	19.3	20.1	13.4	162	2262	WAPI-F
5. WMJJ-F (AC)	100/ 8.3	8.2	11.9	10.4	8.3	9.7	123/1881	1489/19.3	19.1	18.7	6.6	80	1281	WMJJ-F
6. WATV (B)	75/ 6.2	5.1	4.0	4.0	3.7	4.8	75/797	782/10.1	10.7	8.0	3.1	37	724	WATV
7. WKXX-F (CHR)	64/ 5.3	7.0	5.8	7.1	7.3	6.3	80/1869	1406/18.2	18.3	19.5	6.4	77	1911	WKXX-F
8. WERC (N/T)	60/ 5.0	5.2	6.3	5.6	3.6	5.5	61/1067	1032/13.4	13.4	9.4	4.9	59	780	WERC
9. WAPI (BB)	59/ 4.9	4.6	4.2	3.7	4.5	4.3	60/740	705/ 9.1	10.1	8.8	3.9	47	603	WAPI
10. WDJC-F (REL)	38/ 3.1	2.6	3.1	2.8	2.9	2.9	60/1149	683/ 8.8	6.3	7.7	3.1	37	604	WDJC-F
11. WJLD (B)	32/ 2.7	1.6	2.0	1.7	2.8	2.0	35/508	478/ 6.2	5.6	6.5	1.7	20	341	WJLD
12. WAGG (REL)	29/ 2.4	3.8	3.6	2.9	2.7	3.2	29/396	390/ 5.0	7.0	5.9	1.7	20	275	WAGG

12+ FM SHARE (METRO): 70.82% (779 of 1100) (WIN 89: 72.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F	1 WZRR-F	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WENN-F>>	1 WENN-F>
2 WENN-F>>	2 WENN-F	2 WZRR-F	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F	2 WENN-F	2 WZRR-F	2 WENN-F<	2 WAPI-F	2 WATV >
3 WKXX-F	3 WAPI-F	3 WZRR-F	3 WZRR-F	3 WZRR-F	3 WATV <	3 WAPI-F	3 WMJJ-F	3 WZRR-F	3 WZZK-AF	3 WZZK-F>>
4	4 WZZK-AF	4 WMJJ-F	4 WENN-F>	4 WENN-F>	4 WAPI	4 WZRR-F	4 WENN-F	4 WMJJ-F	4 WZRR-F	4 WERC
5	5 WKXX-F	5 WAPI-F>	5 WAPI-F<	5 WAPI-F<	5 WERC	5 WMJJ-F	5 WERC <	5 WAPI-F	5 WMJJ-F	5 WMJJ-F<
6	6 WMJJ-F>>	6 WKXX-F	6 WKXX-F	6 WATV <	6 WENN-F	6 WERC	6 WAPI	6 WKXX-F	6 WKXX-F	6 WZRR-F
7	7	7	7	7 WKXX-F	7	7 WATV	7 WAPI-F	7 WAPI	7 WDJC-F	7 WQEN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F>	1 WENN-F>	1 WENN-F	1 WZZK-AF	1 WZZK-AF>	1 WAPI-F	1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F<	1 WZZK-AF>
2 WAPI-F>	2 WAPI-F<	2 WZZK-AF	2 WENN-F	2 WMJJ-F	2 WZRR-F>	2 WENN-F	2 WZZK-AF>	2 WZZK-AF>	2 WZRR-F
3 WZRR-F>	3 WZRR-F	3 WKXX-F	3 WMJJ-F>	3 WENN-F>	3 WENN-F	WAPI-F<	3 WENN-F	3 WMJJ-F	3 WMJJ-F
4 WMJJ-F	4 WKXX-F<	4 WZRR-F	4 WAPI-F	4 WZRR-F	4 WKXX-F>>	4 WZZK-AF	4 WMJJ-F>	4 WENN-F	4 WENN-F
5 WKXX-F>>	5 WZZK-AF	5 WMJJ-F	5 WZRR-F	5 WKXX-F	5 WZZK-AF	5 WKXX-F	5 WKXX-F	5 WAPI-F>	5 WERC
6	6 WMJJ-F>>	6 WAPI-F>	6 WKXX-F>	6 WATV <	6	6 WMJJ-F	6	6 WERC	6
7	7	7 WAGG	7 WATV	7 WAPI-F	7	7	7	7 WKXX-F	7

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WAYE 1220 Birmingham	0.5/2.2/	6/ 173
WCRL 1570 Oneonta	0.4/1.1/	5/ 104
WCRT 1260 Birmingham	0.8/2.4/	10/ 187
WFFN-F 92.9 Cordova	0.5/1.2/	6/ 92
WFHK 1430 Pell City	1.1/0.7/	13/ 52
WVOK 690 Birmingham	0.7/5.2/	13/ 575
WYDE 850 Birmingham	0.4/2.4/	6/ 202
WQEN-F 103.7 Gadsden/Anstn	0.4/1.4/	62/1005
WRS-A 96.9 Decatur/Hntswlv	0.6/1.1/	34/ 462
WZBQ-F 102.5 Jasper	1.9/6.2/	91/1235

RADIO STATIONS

WAGG, 1320, 5 KW	, GOSPEL	SBN, \$ 30.00 (HNWH)	
WAPI, 1070, 50 KW/5 KW (DA-N)	, NOSTALGIA	NBC, \$ 29.00 (Christal)	Dittman
WATV, 900, 1 KW	, BLACK	ABC E, \$ 30.00 (Roslin)	
WAYE, 1220, 1 KW (DAYS)	, RELIGION	, \$ 15.00 (---)	Willis
WCRT, 1260, 5 KW/41 W	, OLDIES	CNN, TRNSTR, \$ 16.00 (Banner)	
WERC, 960, 5 KW (DA-N)	, NEWS/TALK	, \$ 40.00 (Mc-Guild)	Sungroup
WJLD, 1400, 1 KW	, BLACK	MBC, SBN, \$ 21.00 (---)	
WVOK, 690, 50 KW/30 W	, COUNTRY	CBS, \$ 17.00 (Republic)	Dick
WZZK, 610, 5 KW/1 KW (DA-N)	, SIMULCAST WITH WZZK-F		
WAPI-F, 94.5, 98 KW @ 1214,	CHR	ABC C, \$ 80.00 (Christal)	Dittman
WDJC-F, 93.7, 99 KW @ 984,	RELIGION	, \$ 22.00 (---)	Crawford
WENN-F, 107.7, 100 KW @ 640,	BLACK	SBN, \$ 57.00 (HNWH)	
WKXX-F, 106.9, 99 KW @ 1114,	CHR	ABC D, \$ 59.00 (Mc-Guild)	Sungroup
WMJJ-F, 96.5, 100 KW @ 1026,	AC	, \$ 107.00 (Banner)	Capitol-Johnson
WZRR-F, 99.5, 100 KW @ 869,	CLASSIC AOR	, \$ 50.00 (Republic)	Dick
WZZK-F, 104.7, 100 KW @ 1300,	COUNTRY	, \$ 130.00 (Katz)	NewCity

BOSTON

Arbitron Rank/Pop (12+): 8/3,184,100

Stations: 36/30  
Diaries: 2429/1311:1/50.1%  
Sample Target: 2190  
% Below Line: 3.8  
% Not Listed: 11.8

1989 Revenue: \$111,800,000  
HH Inc.: \$35,763  
Retail \$: 34.9 Bill  
Pop per Station: 106,136  
#1 Biller: WXKS-F \$15,200,000

MSA Rank/Pop: 6/3,719,500  
ADI # 6  
Average Person Ratings: 18.6  
Market TSL: 24.25 hours

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WRKO (T)	460/ 7.8	6.6	6.6	6.5	7.7	6.9	595/5755	4634/14.6	13.8	13.8	5.4	292	3208	WRKO
2. WBZ (MOR)	433/ 7.3	5.9	5.4	5.9	6.6	6.1	593/7958	5324/16.7	15.4	17.3	6.9	371	4011	WBZ
3. WZOU-F (CHR)	418/ 7.1	5.5	5.6	6.6	5.7	6.2	531/8574	6320/19.8	18.2	17.7	7.3	397	5758	WZOU-F
4. WXKS-F (CHR)	352/ 5.9	6.2	8.0	7.7	7.1	6.9	412/7004	5754/18.1	18.5	18.4	7.0	380	6422	WXKS-F
5. WJIB-F (EZ)	283/ 4.8	5.1	5.2	6.3	5.4	5.3	380/5178	3673/11.5	12.2	13.4	5.1	276	2623	WJIB-F
6. WBCN-F (AOR)	274/ 4.6	5.3	5.5	5.8	5.1	5.3	361/6369	4367/13.7	14.8	14.5	6.8	367	3314	WBCN-F
7. WHDH (T)	271/ 4.6	4.7	4.4	4.6	4.4	4.6	306/4401	3699/11.6	14.7	12.5	4.9	267	3179	WHDH
8. WSSH-F (SAC)	255/ 4.3	3.5	4.6	3.9	4.3	4.1	365/5552	3855/12.1	10.4	10.6	4.1	222	2569	WSSH-F
9. WODS-F (D)	244/ 4.1	5.1	4.8	3.7	4.7	4.4	378/6295	4235/13.3	14.3	14.3	3.3	181	3348	WODS-F
10. WEEI (N)	243/ 4.1	4.5	3.8	3.6	4.0	4.0	268/5053	4361/13.7	15.0	14.5	4.0	218	3813	WEEI
11. WMJX-F (AC)	241/ 4.1	4.6	4.5	4.7	3.7	4.5	284/5202	4369/13.7	14.2	12.2	5.2	283	2903	WMJX-F
12. WROR-F (AC)	216/ 3.7	2.2	2.8	3.0	3.1	2.9	248/4752	3588/11.3	9.9	11.5	3.0	161	2818	WROR-F
13. WZLX-F (CL AOR)	177/ 3.0	3.1	3.5	3.6	4.2	3.3	262/4062	2977/ 9.3	10.6	12.4	2.9	158	2551	WZLX-F
14. WILD (B)	170/ 2.9	2.5	2.1	2.1	2.4	2.4	173/946	910/ 2.9	3.1	2.7	1.1	62	980	WILD
15. WVBF-F (AC)	141/ 2.4	2.3	2.4	2.4	2.4	2.4	179/3491	2803/ 8.8	6.9	8.8	2.5	133	2060	WVBF-F
16. WBOS-F (AOR)	116/ 2.0	1.6	2.2	1.3	2.4	1.8	167/2584	1813/ 5.7	5.7	6.9	1.5	82	1477	WBOS-F
17. WCGY-F (AOR)	105/ 1.8	1.9	1.9	1.4	1.9	1.8	149/2764	1892/ 5.9	5.4	5.3	2.1	112	1765	WCGY-F
18. WCRB-F (CL)	101/ 1.7	2.1	1.7	1.9	2.5	1.9	155/2675	1808/ 5.7	6.7	6.8	1.9	105	1696	WCRB-F
19. WXKS (BB)	98/ 1.7	1.4	2.1	2.1	1.0	1.8	98/856	844/ 2.7	3.4	2.9	1.1	59	438	WXKS
20. WFNX-F (AOR)	92/ 1.6	1.9	1.9	2.2	1.8	1.9	97/1428	1296/ 4.1	5.2	5.2	1.5	82	1748	WFNX-F
21. WAAF-F (AOR)	86/ 1.5	1.8	1.2	0.9	1.5	1.4	235/3921	1638/ 5.1	6.7	6.6	3.7	201	3314	WAAF-F
22. WPLM-F (BB)	62/ 1.0	2.1	1.2	1.9	0.8	1.5	160/2539	1330/ 4.2	4.2	2.9	0.3	15	265	WPLM-F
23.														
24.														
25.														

12+ FM SHARE (METRO): 63.70% (3324 of 5218) (WIN 89: 65.77%)

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 WODS-F	1 WODS-F	1 WRKO	1 WBZ	1 WRKO >	1 WRKO	1 WBZ	1 WBZ
2 WXKS-F	2 WBCN-F	2 WBCN-F	2 WBCN-F<	2 WRKO <	2 WBZ >	2 WRKO >	2 WJIB-F	2 WZOU-F	2 WZOU-F	2 WHDH
3	3 WZOU-F>	3 WZOU-F	3 WXKS-F	3 WMJX-F	3 WJIB-F<	3 WEEI <	3 WSSH-F	3 WXKS-F	3 WHDH	3 WRKO
4	4 WZLX-F	4 WODS-F<	4 WROR-F<	4 WBCN-F<	4 WHDH	4 WXKS-F	4 WXKS-F<	4 WJIB-F	4 WXKS-F	4 WMJX-F
5	5 WMJX-F	5 WMJX-F<	5 WMJX-F	5 WXKS-F	5 WEEI	5 WZOU-F	5 WBCN-F<	5 WBCN-F	5 WMJX-F	5 WEEI
6	6 WROR-F	6 WROR-F	6 WRKO	6 WSSH-F	6 WSSH-F	6 WBCN-F<	6 WZOU-F	6 WODS-F	6	6
7	7 WILD <	7 WZLX-F	7 WZOU-F	7 WZOU-F	7 WODS-F	7 WHDH	7 WODS-F	7 WODS-F	7	7
8	8 WCGY-F	8 WRKO	8 WZLX-F	8 WSSH-F	8	8 WROR-F	8 WBZ	8 WHDH	8	8
9	9	9	9	9	9	9	9	9 WSSH-F	9	9
10	10	10	10	10	10	10	10	10	10	10

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

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

WBET	1460	Brokton	0.4/0.8/	28/	331
WBOQ-F	104.9	Gloucester	0.3/1.1/	22/	368
WCAP	980	Lowell	0.3/1.1/	19/	387
WCCM	800	Lawrence	0.3/0.7/	20/	265
WESX	1230	Salem	0.5/1.0/	31/	334
WEZE	1260	Boston	0.4/1.3/	27/	547
WJDA	1300	Quincy	0.8/1.1/	45/	358
WKKU	1510	Boston	0.5/1.6/	32/	585
WROL	950	Boston	0.5/1.8/	30/	610
WCTK-F	98.1	New Bedford	0.4/1.0/130/	1596	
WHJY-F	94.1	Providence	0.7/1.8/288/	3009	
WHOB-F	106.3	Nashua	0.3/1.6/	56/1221	
WOKQ-F	97.5	Dover/Portsmouth	0.4/1.4/199/	2511	
WXLO-F	104.5	Fitchburg/Worcester	0.6/2.0/127/	2049	

RADIO STATIONS

AM STATIONS

WBZ	1030	50 KW (DA-1)	MOR	NBC	\$ 230.00 (Group W)	Westinghouse
WEEL	590	5 KW (DA-1)	NEWS	CBS	\$ 135.00 (CBS)	
WHDH	850	50 KW (DA-2)	TALK	NBC, TLKNT	\$ 173.00 (Durpetti)	
WILD	1090	5 KW (DAYS)	BLACK	SBN	\$ 42.00 (Roslin)	
WMEX	1150	5 KW (DA-2)	OLDIES	ABC E	\$ 35.00 (Mc-Guild)	Greater Media
WRKO	680	50 KW (DA-2)	TALK	MBS	\$ 180.00 (Republic)	Atlantic Ventures
WROL	950	5 KW (DAYS)	RELIGION		\$ 21.00 (---)	
WXKS	1430	5 KW/1 KW (DA-N)	NOSTALGIA		\$ N/A (MMR)	Pyramid

FM STATIONS

WBCN	104.1	19 KW @ 742	AOR		\$ 345.00 (Torbet)	Infinity
WBOS	92.9	17 KW @ 860	CL.AOR/VARIOUS	NBC	\$ 90.00 (Katz)	Ackerly
WCGY	93.7	50 KW @ 430	CLASSIC AOR		\$ 65.00 (K & P)	Curt Gowdy
WCRB	102.5	15 KW @ 920	CLASSICAL		\$ 95.00 (CMBS)	
WFNX	101.7	1.6 KW @ 465	AOR		\$ 69.00 (---)	
WJIB	96.9	12 KW @ 1010	BTFL/EZ		\$ 110.00 (Mc-Guild)	Emmis
WMJX	106.7	12 KW @ 720	AC		\$ 142.00 (Mc-Guild)	Greater Media
WODS	103.3	16 KW @ 890	OLDIES	RADRAD	\$ 140.00 (CBS)	CBS
WPLM	99.1	50 KW @ 430	NOSTALGIA		\$ 42.00 (---)	(PLYMOUTH)
WROR	98.5	8 KW @ 1191	AC	US 1	\$ 165.00 (Republic)	Atlantic Ventures
WSSH	99.5	32 KW @ 600	SOFT AC		\$ 190.00 (HNWH)	Noble
WVBF	105.7	14 KW @ 954	AC		\$ 130.00 (Banner)	Fairbanks
WXKS	107.9	24 KW @ 719	CHR		\$ 300.00 (MMR)	Pyramid
WZLX	100.7	50 KW @ 500	CLASSIC AOR		\$ 150.00 (Christal)	Cook Inlet
WZOU	94.5	8 KW @ 1050	CHR		\$ 165.00 (Eastman)	Ardman



BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/992,000  
 MSA Rank/Pop: 54 Buffalo) 1,180,000  
 (197 Niagara Falls) ADI # 38  
 Average Person Ratings: 18.5  
 Market TSL: 24.00 hours

Stations: 25/21  
 Diaries: 1318/753.1/59.4%  
 Sample Target: 1290  
 % Below Line: 3.1  
 % Not Listed: 5.0

1989 Revenue: \$28,100,000  
 HH Inc.: \$27,650  
 Retail \$: 7.9 Bill  
 Pop per Station: 47,238  
 #1 Biller: WBEN \$4,700,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WJYE-F (SAC)	162/ 8.8	7.9	9.1	11.2	9.3	9.3	173/2003	1896/19.1	18.4	22.5	6.5	114	1724	WJYE-F
2. WBUF-F (AC)	158/ 8.6	5.4	6.3	8.6	6.8	7.2	177/1872	1626/16.4	12.3	18.1	6.4	112	1140	WBUF-F
3. WYRK-F (C)	151/ 8.2	8.8	8.8	8.5	10.0	8.6	192/1932	1544/15.6	16.2	18.4	8.1	142	1434	WYRK-F
4. WKSE-F (CHR)	149/ 8.1	9.1	11.3	9.5	11.0	9.5	163/2683	2393/24.1	24.4	26.5	11.3	199	3398	WKSE-F
5. WBEN (MOR)	144/ 7.8	10.7	6.8	7.9	9.1	8.3	155/2530	2330/23.5	31.2	26.2	9.8	172	2195	WBEN
6. WGR -F (AOR)	142/ 7.7	9.1	7.6	9.4	7.4	8.4	166/2081	1787/18.0	17.2	15.3	7.0	124	1524	WGR -F
7. WBLK-F (B)	140/ 7.6	4.7	6.6	5.7	4.8	6.1	141/1149	1136/11.5	10.1	10.4	5.5	97	1684	WBLK-F
8. WMJQ-F (CHR)	121/ 6.6	5.1	5.9	4.2	4.5	5.4	220/3288	2180/22.0	19.1	15.0	8.0	141	1975	WMJQ-F
9. WHTT-F (O)	100/ 5.4	6.1	6.0	5.2	5.2	5.7	121/1831	1629/16.4	17.3	13.9	7.2	127	1483	WHTT-F
10. WECK (BB)	71/ 3.9	3.2	3.8	5.8	5.7	4.2	74/895	855/ 8.6	7.1	9.3	4.0	71	726	WECK
11. WUFX-F (CL AOR)	67/ 3.6	4.9	4.4	2.9	3.7	4.0	74/1369	1234/12.4	14.2	11.5	6.0	106	1599	WUFX-F
12. WGR (N/T)	56/ 3.0	3.5	4.0	1.6	4.2	3.0	71/1254	1026/10.3	11.7	11.5	1.8	32	722	WGR
13. CJFT (MOR)	33/ 1.8	1.6	1.2	1.1	0.4	1.4	34/381	374/ 3.8	2.6	1.9				CJFT
14. WGKT (AC)	23/ 1.3	0.8	0.9	1.3	1.2	1.1	23/292	292/ 2.9	3.1	5.3	0.6	11	209	WGKT
WBMM-F (J/NAC)	23/ 1.3	1.3	1.4	0.6	1.1	1.1	28/509	412/ 4.2	3.9	2.9	1.3	23	685	WBMM-F

12+ FM SHARE (METRO): 76.10% (1258 of 1653) (WIN 89: 72.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F	1 WGR -F	1 WGR -F	1 WBUF-F	1 WBUF-F	1 WBEN	1 WBEN >	1 WJYE-F	1 WBUF-F	1 WBEN	1 WBEN >>
2 WMJQ-F>>	2 WKSE-F	2 WBLK-F	2 WJYE-F<	2 WJYE-F	2 WJYE-F<	2 WBUF-F<	2 WBUF-F	2 WKSE-F	2 WBLK-F<	2 WGR -F
3 WBLK-F>	3 WBLK-F	3 WKSE-F<	3 WHTT-F	3 WHTT-F	3 WYRK-F<	3 WKSE-F	3 WGR-F	3 WKSE-F	3 WKSE-F>	3 WBLK-F
4 WGR -F	4 WMJQ-F	4 WBUF-F	4 WGR -F<	4 WBLK-F<	4 WBUF-F>	4 WYRK-F	WYRK-F	4 WKSE-F	4 WMJQ-F	4 WYRK-F
5	5 WUFX-F	5 WJYE-F	5 WBLK-F	5 WYRK-F	5 WECK	5 WMJQ-F	5 WHTT-F	5 WYRK-F	5 WJYE-F<	5 WHTT-F
6	6 WBUF-F	6 WHTT-F	6 WYRK-F	6 WGR -F	6 WHTT-F	WGR -F<	6 WBLK-F	6 WBLK-F	6 WGR -F	6
7	7 WJYE-F	7 WMJQ-F	7 WKSE-F	7 WKSE-F	7	7 WBLK-F	7 WKSE-F	7 WMJQ-F	7 WYRK-F>	7
8	8 WHTT-F	8	8 WMJQ-F	8	8	8	8 WMJQ-F	8	8 WUFX-F	8
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 WBLK-F	1 WKSE-F	1 WKSE-F	1 WBLK-F	1 WBUF-F	1 WGR -F>>	1 WGR -F>>	1 WGR -F>	1 WGR -F>	1 WHTT-F	
2 WKSE-F>	2 WBLK-F>	2 WBUF-F	2 WKSE-F<	2 WJYE-F	2 WKSE-F	2 WUFX-F	2 WBLK-F<	2 WUFX-F	2 WGR -F	
3 WGR -F	3 WGR -F	3 WHTT-F	3 WJYE-F<	3 WBLK-F	3 WMJQ-F>	WMJQ-F	3 WUFX-F>	3 WHTT-F	3 WYRK-F	
4 WMJQ-F>	WBUF-F	4 WJYE-F	4 WBUF-F>	4 WKSE-F	4 WUFX-F	4 WKSE-F	4 WMJQ-F	4 WMJQ-F	4 WBUF-F	
5 WBUF-F	5 WMJQ-F	5 WBLK-F	5 WHTT-F	5 WHTT-F<	5 WBLK-F>>	WBLK-F	5 WJYE-F	5 WYRK-F<	5 WUFX-F	
6 WJYE-F	6 WHTT-F	6 WMJQ-F	6 WMJQ-F<	6 WYRK-F	6 WBUF-F	6	6 WYRK-F	6 WKSE-F	6 WJYE-F	
WHTT-F	7 WJYE-F	WGR -F	7 WGR -F	7 WMJQ-F	7 WYRK-F>	7	WKSE-F	WBUF-F	7 WBEN <	
8	8	8 WYRK-F>	8 WYRK-F	8	8	8	8 WHTT-F	8	8 WBLK-F	

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WDCX-F 99.5 Buffalo	1.1/3.3/	23/ 416
WHTT 1120 Buffalo	0.4/1.8/	7/ 191
WJL 1440 Niagara Falls	0.6/1.2/	11/ 121
WLVL 1340 Lockport	0.5/1.7/	9/ 171
WUFO 1080 Amherst	0.4/1.4/	8/ 139
WWKB 1520 Buffalo	1.0/4.4/	22/ 521
WXRL 1300 Lancaster/Buffl	0.8/3.9/	17/ 447
CFNY-F 102.1 Brampton ON	0.7/2.6/	12/ 281
CHTZ-F 97.7 St. Catharines	0.4/3.1/	7/ 304
CHUM-F 104.5 Toronto	0.3/1.8/	7/ 213

AM STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	CBS, \$ 80.00 (Eastman)	
WECK, 1230, 1 KW	, NOSTALGIA	CBS, \$ 31.00 (Roslin)	
WGKT, 1400, 1 KW	, OLDIES	, \$ 20.00 (CBS)	Metroplex
WGR, 550, 5 KW (DA-N)	, NEWS/TALK	ABC E, \$ 42.00 (Katz)	
WUFO, 1080, 1 KW (DAYS)	, BLACK	SBN, \$ 16.00 (---)	
WWKB, 1520, 50 KW (DA-1)	, BUSINESS NEWS	, \$ 40.00 (HNWH)	Price

FM STATIONS

WBLK, 93.7, 50 KW @ 400,	BLACK	RADRAD, \$ 40.00 (Durpetti)	
WBMM, 107.7, 13 KW @ 650,	JAZZ/NAC	SMN, US 1, \$ 38.00 (Torbet)	(WETHERSFIELD)
WBUF, 92.9, 91 KW @ 580,	AC	, \$ 90.00 (Mc-Guild)	Lincoln
WDCX, 99.5, 110 KW @ 640,	RELIGION	, \$ 21.00 (---)	Crawford
WGR, 96.9, 13 KW @ 890,	AOR	, \$ 66.00 (Katz)	
WHTT, 104.1, 50 KW @ 500,	OLDIES	, \$ 62.00 (MMR)	Pyramid
WJYE, 96.1, 50 KW @ 480,	EZ/SOFT AC	, \$ 64.00 (Christal)	Williams
WKSE, 98.5, 45 KW @ 380,	CHR	ABC R, \$ 66.00 (HNWH)	Price
WMJQ, 102.5, 105 KW @ 1347,	CHR	SOURCE, \$ 50.00 (Eastman)	
WUFX, 103.3, 49 KW @ 340,	CLASSIC AOR	RADRAD, \$ 47.00 (CBS)	Metroplex
WYRK, 106.5, 50 KW @ 390,	COUNTRY	, \$ 70.00 (Mc-Guild)	Stoner

CHARLOTTE

Arbitron Rank/Pop (12+): 41/930,900  
 MSA Rank/Pop: 44/1,092,800  
 ADI # 31  
 Average Person Ratings: 17.6  
 Market TSL: 22.75 hours

Stations: 26/19  
 Diaries: 1318/706:1/54.8%  
 Sample Target: 1190  
 % Below Line: 4.7  
 % Not Listed: 12.6

1989 Revenue: \$32,900,000  
 HH Inc.: \$27,430  
 Retail \$: 9.0 Bill  
 Pop per Station: 48,994  
 #1 Biller: WSOC-AF \$6,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	218/13.3	15.4	9.1	14.4	12.7	13.1	372/3886	2245/24.1	27.9	23.8	0.6	10	289	WSOC-F
2. WPEG-F (B)	152/ 9.3	9.5	11.4	10.6	10.7	10.2	212/2086	1608/17.3	14.9	16.3	14.7	249	1916	WPEG-F
3. WCKZ-F (CHR)	151/ 9.2	8.0	8.7	8.5	8.2	8.6	258/3451	2069/22.2	18.3	18.1	12.2	206	2255	WCKZ-F
4. WRFX-F (CL AOR)	115/ 7.0	7.9	7.5	7.2	7.3	7.4	151/1899	1409/15.1	17.1	14.5	8.4	142	1642	WRFX-F
5. WEZC-F (AC)	111/ 6.8	5.5	6.0	5.3	5.8	5.9	165/1988	1300/14.0	13.1	10.3	3.5	60	1003	WEZC-F
6. WBT (MOR)	109/ 6.7	9.0	5.6	7.2	5.8	7.1	120/1777	1496/16.1	17.8	14.4	4.5	77	1170	WBT
7. WMXC-F (AC)	93/ 5.7	6.3	6.6	7.2	5.7	6.4	115/1625	1237/13.3	15.0	13.8	4.7	79	1157	WMXC-F
8. WTDR-F (C)	86/ 5.3	4.8	4.5	3.6	3.9	4.6	169/1805	916/ 9.8	11.2	11.8	5.3	89	789	WTDR-F
9. WBT -F (AC)	79/ 4.8	4.8	3.8	3.8	5.0	4.3	150/2567	1411/15.2	14.7	16.2	4.1	69	1237	WBT -F
10. WWMG-F (O)	76/ 4.7	4.8	4.5	3.6	3.9	4.4	120/1757	1106/11.9	11.2	11.8	4.3	72	832	WWMG-F
11. WZZG-F (CHR)	62/ 3.8	4.3	5.6	4.9	5.3	4.7	109/1791	1017/10.9	12.8	15.8	5.0	85	1488	WZZG-F
12. WGSP (REL)	28/ 1.7	0.4	1.0	1.0	0.6	1.0	28/175	175/ 1.9	1.3	1.0				WGSP

12+ FM SHARE (METRO): 87.54% (1250 of 1428) (WIN 89: 87.93%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WCKZ-F	1 WPEG-F	1 WCKZ-F	1 WSOC-F>	1 WZZG-F>	1 WRFX-F>	1 WRFX-F>	1 WRFX-F>	1 WRFX-F
2 WCKZ-F	2 WPEG-F	2 WMXC-F	2 WSOC-F	2 WPEG-F	2 WCKZ-F>	2 WPEG-F	2 WPEG-F>	2 WSOC-F<	2 WSOC-F
3 WSOC-F	3 WSOC-F	3 WSOC-F	3 WPEG-F	WMXC-F<	3 WXR-F	3 WZZG-F	3 WSOC-F	3 WPEG-F>	3 WPEG-F>
WRFX-F	WMXC-F	4 WCKZ-F<	4 WMXC-F<	4 WEZC-F	WRFX-F	4 WCKZ-F>	4 WCKZ-F	4 WCKZ-F	4 WWMG-F
5 WTDR-F	5 WRFX-F	5 WWMG-F	5 WEZC-F	5 WBT -F<	5 WPEG-F	5 WSOC-F	5 WWMG-F>	5 WWMG-F<	5 WWMG-F
6 WZZG-F	6 WTDR-F	6 WRFX-F	6 WBT -F	6 WCKZ-F	WMXC-F	6	6 WZZG-F	6 WZZG-F	6 WBT
7 WEZC-F	7 WEZC-F	7 WBT -F	7	7 WWMG-F	7 WBT -F	7	WEZC-F	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WGIV 1600 Charlotte	0.8/3.4/	13/ 317
WHVN 1240 Charlotte	0.3/1.9/	5/ 175
WLON 1050 Lincolnton	0.7/1.3/	15/ 157
WRDX-F 106.5 Salisbury/Chrlt	1.3/3.3/	32/ 455
WRHI 1340 Rock Hill	0.4/0.8/	6/ 84
WROQ-F 95.1 Charlotte	0.6/2.3/	10/ 247
WSAT 1280 Salisbury	0.3/0.7/	5/ 69

WFGW 1010 Black Mountain		
WFMX-F 105.7 Statesville	0.9/2.3/	42/ 764
WKRR-F 92.3 Asheboro	0.4/1.8/	55/ 675
WMIT-F 106.9 Black Mountain	0.7/3.3/	50/ 951
WMOX-F 93.1 Winston-Salem	0.3/0.7/	22/ 359
WSPA-F 98.9 Spartanburg	0.9/2.5/	37/ 500
WVDM-F 101.3 Sumter	0.4/1.7/	22/ 401
WXRC-F 95.7 Hickory	1.2/4.8/	56/ 886

AM STATIONS

WBT , 1110, 50 KW (DA-N)	, MOR	NBC, \$ 78.00 (Banner)	Jeff-Pilot
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN, \$ 25.00 (HNWH)	Broadcasting Partners

FM STATIONS

WBT -F, 107.9, 97 KW @ 1962, AC	, \$ 55.00 (Banner)	Jeff-Pilot
WCKZ-F, 101.9, 100 KW @ 1000, CHR/URBAN	US 2, \$ 45.00 (Durpetti)	Beasley
WEZK-F, 102.9, 100 KW @ 1545, BTFL/EZ	, \$ 42.00 (CBS)	Keymarket (HICKORY)
WTDR-F, 96.9, 100 KW @ 1554, COUNTRY	ABC E, \$ 58.00 (Republic)	Trumper (STATESVILLE)
WMXC-F, 104.7, 100 KW @ 1230, AC	, \$ 95.00 (MMR)	EZ
WPEG-F, 97.9, 50 KW @ 400, BLACK	RADRAD, \$ 64.00 (HNWH)	Broadcasting Part. (CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR	, \$ 80.00 (Mc-Guild)	Pyramid (KANNAPOLIS)
WZZG-F, 95.1, 100 KW @ 1000, CHR	US 1, \$ 50.00 (Republic)	
WSOC-F, 103.7, 100 KW @ 1003, AC	, \$ 106.00 (Christal)	Cox
WWMG-F, 96.1, 100 KW @ 1738, OLDIES	, \$ 51.00 (Eastman)	Voyager (SHELBY)
WXRC-F, 95.7, 100 K2 @ 1276, AOR	ABC R, \$ 25.00 (---)	(HICKORY)

MISCELLANEOUS COMMENTS: WAES-A changes calls to WROQ-A in January...WLVK-F changes calls to WTDR-F as of March...WROQ-F changes calls to WZZG-F in January.

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/360,500  
 MSA Rank/Pop: 110/427,200  
 Average Person Ratings: 17.1  
 Market TSL: 22.25 hours

Stations: 18/18  
 Diaries: 808/446:1/54.2%  
 Sample Target: 760  
 % Below Line: 0.0  
 % Not Listed: 15.6

1989 Revenue: \$12,400,000  
 HH Inc.: \$23,680  
 Retail \$: 3.1 Bill  
 Pop per Station: 20,027  
 #1 Biller: WSKZ-F \$2,600,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F (CHR)	80/13.0	17.3	18.0	19.2	15.0	16.9	174/2130	1036/28.7	31.3	32.0	17.9	118	1248	WSKZ-F
2. WUSY-F (C)	79/12.8	12.9	12.2	12.6	12.9	12.6	191/1853	885/24.5	27.2	21.1	13.4	88	833	WUSY-F
3. WDEF-F (EZ)	58/ 9.4	11.9	9.6	10.3	12.9	10.3	73/1040	785/21.8	24.5	23.5	8.8	58	723	WDEF-F
4. WLMX-F (AC)	48/ 7.8	6.8	10.0	10.5	12.4	8.8	55/863	712/19.8	18.3	23.1	7.3	48	616	WLMX-F
WJTT-F (B)	48/ 7.8	8.4	6.9	7.9	8.2	7.8	62/533	451/12.5	11.0	13.0	12.4	82	529	WJTT-F
6. WDOD-F (C)	47/ 7.6	9.6	8.0	9.4	8.5	8.6	69/978	642/17.8	23.9	17.9	7.7	51	571	WDOD-F
7. WFXS-F (CL AOR)	36/ 5.8	3.0	2.1	1.1	2.7	3.0	46/476	354/ 9.8	9.8	8.7	7.1	47	585	WFXS-F
8. WNOO (B)	28/ 4.5	6.1	4.5	3.4	3.1	4.6	28/270	270/ 7.5	6.9	7.4	3.2	21	290	WNOO
9. WSGC-F (O)	21/ 3.4	1.0	3.7	3.6	0.7	2.9	24/423	344/ 9.5	5.5	2.4	2.1	14	251	WSGC-F
10. WDOD (C)	19/ 3.1	2.3	1.9	2.3	2.2	2.4	23/335	299/ 8.3	8.0	6.9	1.1	7	286	WDOD
11. WDEF (MOR)	18/ 2.9	3.1	2.2	3.8	4.4	3.0	19/327	307/ 8.5	10.2	10.9	2.7	18	277	WDEF

12+ FM SHARE (METRO): 81.19% (423 of 521) (WIN 89: 84.93%)

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 WUSY-F	1 WDEF-F	1 WSKZ-F	1 WUSY-F	1 WSKZ-F	1 WSKZ-F	1 WUSY-F
2 WJTT-F	2 WFXS-F	2 WUSY-F	2 WUSY-F	2 WSKZ-F	2 WUSY-F	2 WDEF-F<	2 WLMX-F<	2 WUSY-F	2 WJTT-F	2 WJTT-F>
3	3 WUSY-F	3 WLMX-F	3 WLMX-F	3 WLMX-F	3 WDOD-F	3 WUSY-F>	3 WSKZ-F	3 WLMX-F>	3 WUSY-F	3 WSKZ-F
4	WLMX-F	4 WJTT-F	4 WDOD-F<	4 WDOD-F<	4	4 WDOD-F	4 WDEF-F	4 WJTT-F	4 WDOD-F	4
5	5 WJTT-F	5 WFXS-F	5 WJTT-F	5 WJTT-F	5	5 WLMX-F	5 WFXS-F	5 WDEF-F	5 WDEF-F	5
6	6	6 WDOD-F	6	6 WDEF-F	6	6 WJTT-F	6 WDOD-F	6 WFXS-F	6	6
7	7	7	7	7	7	7	7	7	7	7

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>	1 WSKZ-F<	1 WLMX-F	1 WLMX-F	1 WUSY-F	1 WFXS-F	1 WSKZ-F	1 WSKZ-F>	1 WSKZ-F>	1 WSKZ-F
2 WLMX-F	2 WLMX-F	2 WJTT-F	2 WUSY-F	2 WLMX-F	2 WSKZ-F	2 WFXS-F>	2 WFXS-F>	2 WUSY-F	2 WDOD-F
3 WUSY-F	3 WJTT-F	3 WUSY-F	WSKZ-F	WJTT-F	3 WUSY-F>	3 WUSY-F>	3 WUSY-F	3 WFXS-F	3 WUSY-F
4 WJTT-F	4 WUSY-F	4 WSKZ-F	4 WJTT-F>	4 WDEF-F	4 WLMX-F>	4 WLMX-F	4 WLMX-F>	4 WDOD-F	4 WLMX-F
5 WFXS-F>>	5 WFXS-F	5 WFXS-F>>	5 WDEF-F	5 WSKZ-F	5 WJTT-F	5	5 WJTT-F	5 WLMX-F	5 WFXS-F
6	6	6	6	6	6 WDOD-F>	6	6 WDOD-F	6 WSGC-F	6 WSGC-F
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
WBDX-F 102.7	Trenton	1.0/4.1/	8/	199
WDXB 1490	Chattanooga	0.3/2.3/	2/	83
WEPG 910	S. Pittsburg	0.8/1.7/	5/	63
WFLI 1070	Lookout Mounntn	1.1/3.5/	10/	218
WGOW 1150	Chattanooga	1.5/6.0/	10/	228
WMOC 1450	Chattanooga	0.3/2.9/	2/	104
WQCH 1590	Lafayette	1.3/2.4/	8/	87

SPOT STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, NBC, \$ 30.00 (Katz)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC E, \$ 20.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC I, \$ 12.00 (---)	
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, \$ 20.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, \$ 15.00 (Eastman)	
WDEF-F, 92.3, 97 KW @ 895	BTFL/EZ	ABC D, \$ 35.00 (Katz)	Park
WDOD-F, 96.5, 100 KW @ 1080	COUNTRY	ABC E, \$ 40.00 (Banner)	Bahakel
WJTT-F, 94.3, 3 KW @ 300	BLACK	RADRAD, \$ 22.00 (HNWH)	
WLMX-F, 105.5, 3 KW @ 270	AC	, \$ 44.00 (Republic)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9, 3 KW @ 650	OLDIES	, \$ N/A (---)	(RINGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076	CHR	, \$ 57.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 500	COUNTRY	MBS, \$ 52.00 (Mc-Guild)	Colonial
WFXS-F, 102.3, 3 KW @ 287	CLASSIC ROCK	NBC, \$ 16.00 (Eastman)	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,744,900  
 MSA Rank/Pop: 3/8,150,000  
 ADI # 3  
 Average Person Ratings: 18.8  
 Market TSL: 24.50 hours

Stations: 39/39  
 Diaries: 3337/2021:1/54.3%  
 Sample Target: 3150  
 % Below Line: 0.0  
 % Not Listed: 10.4

1989 Revenue: \$228,000,000  
 HH Inc.: \$33,675  
 Retail \$: 60.0 Bil  
 Pop per Station: 172,946  
 #1 Biller: WGN \$37,400,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	% Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN (N/T)	1054/ 8.3	10.7	9.3	9.1	9.5	9.4	1169/12889	10980/16.3	24.2	17.5		7.3	886	8440	WGN
2. WGCI-F (B)	909/ 7.2	7.3	6.7	6.2	7.4	6.8	913/9852	9744/14.4	15.0	15.1		10.4	1250	12123	WGCI-F
3. WVAZ-F (B)	672/ 5.3	5.1	4.9	4.7	6.0	5.0	679/7533	7411/11.0	10.5	11.5		5.1	615	6710	WVAZ-F
4. WBBM (N/T)	567/ 4.5	4.9	5.5	5.3	4.8	5.1	622/13223	11788/17.5	18.3	17.0		3.9	474	8648	WBBM
5. WBBM-F (CHR)	560/ 4.4	4.0	3.6	4.1	3.8	4.0	566/9962	9721/14.4	15.0	15.5		7.3	886	12085	WBBM-F
6. WXEZ-AF (EZ)	535/ 4.2	3.7	4.1	4.5	5.2	4.1	549/7032	6788/10.1	9.3	11.1		3.6	233	2692	WXEZ-AF
7. WLUP-F (AOR)	505/ 4.0	4.1	4.4	4.8	4.8	4.3	528/9187	8781/13.0	13.0	13.0		5.6	374	3567	WLUP-F
8. WCKG-F (CL AOR)	481/ 3.8	3.4	3.8	4.1	4.0	3.8	519/8463	7863/11.7	12.0	11.4		4.4	536	6869	WCKG-F
9. WTMX-F (AC)	444/ 3.5	3.1	2.6	2.6	2.7	2.9	453/6861	6603/ 9.8	8.5	8.2		2.9	347	4524	WTMX-F
10. WUSN-F (C)	443/ 3.5	3.5	3.7	2.7	3.4	3.3	454/5939	5759/ 8.5	8.7	8.0		3.2	384	4390	WUSN-F
11. WLUP (T)	410/ 3.2	3.7	3.5	2.5	3.1	3.2	453/5476	5058/ 7.5	7.7	7.6		3.1	374	3657	WLUP
12. WJMK-F (O)	390/ 3.1	3.1	3.5	2.8	3.4	3.1	424/8098	7317/10.8	11.3	11.9		2.7	331	5691	WJMK-F
13. WKQX-F (AC)	377/ 3.0	3.1	4.4	4.0	3.1	3.6	387/7999	7730/11.5	12.0	11.7		3.5	424	8561	WKQX-F
14. WJJD (BB)	347/ 2.7	3.2	2.6	3.0	2.7	2.9	361/5103	4869/ 7.2	6.9	6.2		2.7	331	3591	WJJD
15. WLIT-F (AC)	341/ 2.7	2.8	2.0	3.0	3.6	2.6	353/5634	5453/ 8.1	7.1	9.3		1.7	202	3180	WLIT-F
16. WNUA-F (J/NA)	338/ 2.7	2.3	2.1	2.3	1.3	2.3	339/5522	5344/ 7.9	7.1	5.5		2.9	350	5609	WNUA-F
17. WOJO-F (SP)	324/ 2.5	1.2	1.9	1.7	1.6	1.8	324/2612	2612/ 3.9	3.0	3.1		1.0	120	1672	WOJO-F
18. WXRT-F (AOR)	318/ 2.5	3.4	2.3	2.7	2.7	2.7	335/4743	4482/ 6.6	7.8	6.6		3.2	388	5015	WXRT-F
19. WYTZ-F (CHR)	316/ 2.5	3.8	3.7	4.4	3.6	3.6	346/7606	7250/10.7	13.4	13.8		3.6	429	9616	WYTZ-F
20. WMAQ (C)	280/ 2.2	2.1	1.8	1.8	1.6	2.0	309/8593	7449/11.0	10.5	7.4		2.2	266	5886	WMAQ
21. WLS (T)	248/ 2.0	1.4	1.4	1.6	1.6	1.6	310/5314	3950/ 5.9	4.7	5.8		2.0	242	3849	WLS
22. WFYR-F (SAC)	222/ 1.7	1.8	1.6	2.0	1.9	1.8	235/5325	5054/ 7.5	7.8	8.2		1.8	216	4050	WFYR-F
23. WFMT-F (CL)	207/ 1.6	1.1	1.3	1.4	1.2	1.4	209/3401	3345/ 5.0	4.7	4.6		1.6	199	3422	WFMT-F
24. WVON (B)	184/ 1.4	0.8	1.0	0.9	0.9	1.0	184/887	887/ 1.3	1.4	1.2		0.4	53	852	WVON
25. WNIB-F (CL)	148/ 1.2	1.8	1.3	1.2	1.3	1.4	152/3545	3501/ 5.2	5.2	4.6		1.3	154	3725	WNIB-F
26. WIND (SP)	140/ 1.1	1.2	1.4	1.0	0.5	1.2	140/1665	1665/ 2.5	2.3	1.8		0.9	108	1720	WIND
27.															
28.															
29.															
30.															

12+ FM SHARE (METRO): 69.18% (7875 of 11384) (WIN 89: 65.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F<	1 WGCI-F>	1 WGCI-F	1 WVAZ-F	1 WVAZ-F	1 WGN >>	1 WGN >	1 WGN	1 WGCI-F	1 WGCI-F>	1 WGN >
2 WGCI-F	2 WLUP-F	2 WVAZ-F	2 WGCI-F	2 WGCI-F	2 WBBM	2 WGCI-F	2 WXEZ-AF	2 WGN	2 WBBM-F	2 WVAZ-F
3 WYTZ-F	3 WVAZ-F<	3 WLUP-F	3 WLUP	3 WGN <	3 WXEZ-AF>	3 WBBM	WTMX-F	3 WLUP	3 WVAZ-F	3 WBBM
4	4 WCKG-F	4 WCKG-F	4 WLUP-F<	4 WLUP	4 WJJD	4 WLUP-F	4 WVAZ-F<	4 WVAZ-F	4 WGN	4 WGCI-F>
5	5 WLUP <	5 WLUP	5 WJMK-F	5 WJMK-F<	5 WVAZ-F<	5 WBBM-F<	5 WGCI-F	5 WXEZ-AF	5 WBBM	5 WLS
6	6 WBBM-F	6 WTMX-F	WCKG-F	6 WTMX-F<	6 WUSN-F	6 WVAZ-F	6 WUSN-F	WCKG-F<	6 WCKG-F	6 WMAQ
7	7 WXRT-F	7 WBBM-F	7 WTMX-F<	7 WLUP-F<	7 WJMK-F	7 WKQX-F<	WCKG-F	7 WBBM-F	7 WYTZ-F	7 WBBM-F
8	8 WTMX-F	8 WKQX-F	8 WGN	8 WCKG-F	8 WMAQ <	8 WXEZ-AF	8 WLIT-F	8 WTMX-F	8 WOJO-F	8 WJJD
9	9 WOJO-F	WJMK-F<	9 WKQX-F	9 WUSN-F<	9 WNUA-F	9 WUSN-F	9 WLUP-F	9 WLUP-F	9 WVON	9
10	WKQX-F	10 WXRT-F	10 WNUA-F	10 WXEZ-AF	10 WLS	WMAQ	10 WLUP-F	10 WJMK-F	WLS	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 WGCI-F>	1 WGCI-F>	1 WGCI-F<	1 WGCI-F	1 WVAZ-F	1 WGCI-F	1 WLUP-F	1 WLUP-F	1 WLUP-F<	1 WLUP
2 WBBM-F>	2 WVAZ-F	2 WVAZ-F>	2 WVAZ-F>	2 WGCI-F>	2 WLUP-F	2 WGCI-F	2 WLUP	2 WCKG-F	WCKG-F<
3 WLUP-F	3 WTMX-F	3 WTMX-F	3 WTMX-F	3 WTMX-F<	3 WCKG-F<	3 WCKG-F	3 WCKG-F	3 WGCI-F	3 WLUP-F<
4 WVAZ-F<	WBBM-F	4 WKQX-F	4 WBBM-F	4 WGN	4 WBBM-F	4 WLUP	4 WCCI-F<	4 WLUP	4 WVAZ-F
5 WOJO-F<	5 WLUP-F	5 WLUP	5 WLIT-F	5 WLIT-F	5 WXRT-F>	5 WXRT-F	5 WVAZ-F>	5 WVAZ-F	5 WJMK-F<
6 WTMX-F	6 WKQX-F<	6 WLUP-F	6 WKQX-F	6 WXEZ-AF<	6 WLUP	WVAZ-F	6 WXRT-F	6 WXRT-F	6 WGCI-F<
7 WCKG-F	7 WOJO-F	7 WOJO-F	7 WOJO-F	7 WJMK-F	7 WYTZ-F	7 WBBM-F>	7 WJMK-F	7 WJMK-F	7 WGN
8 WKQX-F<	8 WCKG-F	8 WCKG-F<	8 WLUP-F<	8 WKQX-F	8 WKQX-F	8 WJMK-F	8 WOJO-F	8 WGN	8 WBBM
9 WXRT-F<	9 WLIT-F	9 WLIT-F	9 WUSN-F	9 WUSN-F	9 WTMX-F	9 WOJO-F	9 WBBM	9 WTMX-F	9 WNUA-F<
10 WLIT-F	10 WXRT-F	10 WBBM-F	10 WGN	10 WLUP	10 WVAZ-F	WKQX-F	10 WFYR-F	WKQX-F	10 WUSN-F

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

WABT-F	103.9	Dundee/Chicago	0.4/1.4/	57/ 935
WBUS-F	99.9	Kankakee/Joliet	0.4/1.9/	89/1942
WGCI	1390	CHICAGO	0.4/2.0/	51/1359
WJOL	1340	Joliet	0.3/0.7/	43/ 458
WJPC	950	CHICAGO	0.1/0.7/	8/ 511
WLNR-F	106.3	LANSING/CHICAGO	0.7/2.0/	87/1356
WOPA	1200	Chicago	0.3/0.9/	40/ 605
WTAQ	1300	LA GRANGE	0.5/1.1/	58/ 763
WXLC-F	102.3	Waukegan	0.4/1.2/	45/ 807
WYCA-F	92.3	HAMMOND	0.4/1.5/	57/1030
WYLL-F	106.7	DES PLAINES/CHI	0.3/1.1/	39/ 760
WYSY-F	107.9	AURORA	0.8/2.4/	117/1938

RADIO STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,	\$ 235.00	(CBS)	CBS
WGCI,	1390,	5 KW (DA-2)	, BLACK	, \$	N/A	(Mc-Guild)	Gannett
WGN,	720,	50 KW	, TALK/VARIETY	ABC 1,	\$ 300.00	(Christal)	Tribune Co.
WIND,	560,	5 KW (DA-2)	, HISPANIC	, \$	75.00	(Katz Hisp)	Tichenor
WJJD,	1160,	50 KW/4 KW (DA-2)	, NOSTALGIA	US 2,	\$ 125.00	(Katz)	Infinity
WJPC,	950,	1 KW/5 KW (DA-N)	, TALK	NBN,	\$ 45.00	(---	Douglas
WLS,	890,	50 KW	, AC/TALK	ABC C,	\$ 105.00	(Banner)	
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	, \$	115.00	(MMR)	Evergreen
WMAQ,	670,	50 KW	, NEWS	NBC APR,	\$ 125.00	(Group W)	Westinghouse
WVON,	1450,	1 KW	, BLACK TALK	MBS,	\$ 50.00	(Roslin)	
WXEZ,	820,	5 KW/1 KW (DA-N)	, BTFL/EZ	MBS,	\$ N/A	(Republic)	Century

FM STATIONS

WBBM,	96.3,	6.2 KW @ 1174,	CHR	RADRAD,	\$ 140.00	(CBS)	CBS
WCKG,	105.9,	4.2 KW @ 1575,	CLASSIC AOR	, \$	150.00	(Katz)	Cox
WFMT,	98.7,	16 KW @ 1167,	CLASSICAL	, \$	120.00	(HNWH)	
WFYR,	103.5,	4 KW @ 1548,	SOFT AC	, \$	124.00	(Republic)	Summit
WGCI,	107.5,	33 KW @ 600,	BLACK	, \$	200.00	(Mc-Guild)	Gannett
WJMK,	104.3,	4 KW @ 1575,	OLDIES	US 2,	\$ 170.00	(Katz)	Infinity
WKQX,	101.1,	6 KW @ 1170,	AC/CONTEMPORARY	SOURCE,	\$ 165.00	(HNWH)	Emmis
WLIT,	93.9,	5 KW @ 1581,	SOFT AC	, \$	172.00	(Christal)	Viacom
WLUP,	97.9,	6 KW @ 1174,	CHR	, \$	200.00	(MMR)	Evergreen
WNIB,	97.1,	8 KW @ 1196,	CLASSICAL	, \$	100.00	(CMB5)	
WNJA,	95.5,	8 KW @ 1170,	JAZZ/NAC	, \$	125.00	(Durpetti)	Pyramid
WOJO,	105.1,	6 KW @ 1174,	HISPANIC	, \$	98.00	(Katz Hisp.)	Tichenor
WIMX,	101.9,	4 KW @ 1560,	AC	, \$	163.00	(Mc-Guild)	Bonneville
WUSN,	99.5,	6 KW @ 1170,	COUNTRY	US 2,	\$ 160.00	(MMR)	Cook Inlet
WVAZ,	102.7,	6 KW @ 1170,	BLACK AC	ABC F,	\$ 140.00	(Durpetti)	Broadcasting Partners
WXEZ,	100.3,	6 KW @ 1167,	BTFL/EZ	MBS,	\$ 175.00	(Republic)	Century
WXRT,	93.1,	7 KW @ 1310,	AOR	, \$	153.00	(CBS)	
WYTZ,	94.7,	4 KW @ 1535,	CHR	ABC R,	\$ 158.00	(Banner)	Cap Cities/ABC

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,183,200  
 MSA Rank/Pop: 31/1,427,200  
 ADI # 30  
 Average Person Ratings: 16.5  
 Market TSL: 21.75 hours

Stations: 24/21  
 Diaries: 1414/837:1/62.5%  
 Sample Target: 1340  
 % Below Line: 1.6  
 % Not Listed: 9.9

1989 Revenue: \$55,000,000  
 HH Inc.: \$29,445  
 Retail \$: 12.3 Bll  
 Pop per Station: 56,342  
 #1 Biller: WLW \$12,800,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WLW (MOR)	189/ 9.7	8.4	13.4	12.0	8.8	10.9	268/4215	2951/24.9	23.4	26.3	9.0	195	2295	WLW
2. WKRQ-F (CHR)	185/ 9.5	10.5	9.7	10.6	9.4	10.1	280/4208	2836/24.0	25.5	24.2	11.3	245	2964	WKRQ-F
3. WEBN-F (AOR)	176/ 9.0	10.3	11.9	10.2	11.9	10.4	242/3415	2478/20.9	22.7	25.0	13.1	284	3984	WEBN-F
4. WWEZ-F (EZ)	134/ 6.9	8.6	5.6	7.1	9.2	7.1	163/2143	1669/14.1	16.3	15.4	5.8	126	1385	WWEZ-F
5. WIZF-F (B)	128/ 6.6	5.9	4.4	4.0	3.5	5.2	132/1227	1152/ 9.7	8.8	7.7	9.4	203	1331	WIZF-F
6. WWNK-F (AC)	114/ 5.8	5.7	5.6	6.2	6.6	5.8	141/2447	1916/16.2	14.4	16.0	4.6	99	1427	WWNK-F
7. WGRR-F (O)	107/ 5.5	5.9	4.4	4.0	3.5	4.9	142/2085	1499/12.7	8.8	7.7	7.2	156	1776	WGRR-F
8. WRRM-F (AC)	101/ 5.2	4.7	5.3	6.1	5.3	5.3	113/1828	1587/13.4	12.2	14.2	3.7	80	1325	WRRM-F
9. WUBE-F (C)	98/ 5.0	5.2	5.3	4.8	4.6	5.1	154/1987	1198/10.1	10.5	12.0	5.7	123	1262	WUBE-F
WKRC (MOR)	98/ 5.0	6.1	4.1	5.0	6.6	5.1	114/1939	1560/13.2	19.9	19.2	5.4	117	1562	WKRC
11. WOFX-F (O)	96/ 4.9	5.4	5.9	6.0	4.6	5.6	125/2115	1619/13.7	15.9	13.4	5.3	114	1472	WOFX-F
12. WCKY (T)	94/ 4.8	4.8	3.0	3.8	4.9	4.1	97/1505	1280/10.8	11.7	11.1	3.8	82	1231	WCKY
13. WMLX (BB)	66/ 3.4	3.0	1.8	1.9	0.9	2.5	70/403	385/ 3.3	3.5	2.0	0.8	17	200	WMLX
14. WBVE-F (C)	37/ 1.9	2.5	2.5	2.8	2.7	2.4	76/1256	633/ 5.3	7.3	7.7	3.0	64	613	WBVE-F
15. WSAI (AC)	29/ 1.5	1.2	1.4	1.2	1.6	1.3	30/757	601/ 5.1	4.1	5.3	0.8	17	424	WSAI

12+ FM SHARE (METRO): 71.16% (1251 of 1758) (WIN 89: 72.23%)

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 WLW	1 WLW	1 WLW >	1 WEBN-F	1 WKRQ-F<	1 WLW	1 WCKY
2 WIZF-F>	2 WKRQ-F>	2 WKRQ-F	2 WGRR-F	2 WEBN-F	2 WVEZ-F>	2 WKRQ-F	2 WWNK-F<	2 WLW <	2 WKRQ-F	2 WIZF-F
3 WEBN-F	3 WWNK-F<	3 WWNK-F	3 WLW <	3 WGRR-F<	3 WCKY <	WKRC	3 WVEZ-F	3 WEBN-F>	3 WEBN-F<	3 WLW
4	4 WOFX-F	WGRR-F	4 WRRM-F<	4 WRRM-F	4 WKRC	WEBN-F	WLW	4 WVEZ-F	4 WIZF-F>	WEBN-F>>
5	5 WIZF-F<	5 WOFX-F	5 WWNK-F<	5 WWNK-F<	5 WUBE-F	5 WCKY	5 WRRM-F	5 WIZF-F<	5 WCKY	5 WKRQ-F
6	6 WRRM-F	WIZF-F<	6 WOFX-F	6 WOFX-F	6 WMLX <	6 WUBE-F	6 WKRQ-F	6 WWNK-F<	6	6
7	7 WGRR-F	7 WRRM-F<	7 WIZF-F<	7 WUBE-F<	7 WGRR-F	7 WWNK-F	7 WGRR-F	7 WOFX-F	7	7
8	8	8 WLW	8 WKRQ-F	8 WIZF-F	8	WWEZ-F	8 WOFX-F	8	8	8
9	9	9	9 WUBE-F	9 WKRQ-F	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRQ-F>	1 WKRQ-F>	1 WRRM-F	1 WKRQ-F	1 WRRM-F	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WLW
2 WEBN-F>	2 WEBN-F	2 WKRQ-F	2 WRRM-F	2 WWNK-F	2 WKRQ-F>	2 WOFX-F>	2 WOFX-F	2 WLW <	2 WEBN-F>
3 WWNK-F	3 WRRM-F	3 WEBN-F	3 WWNK-F<	3 WKRQ-F	3 WOFX-F	3 WWNK-F	3 WLW	3 WOFX-F	3 WOFX-F
4 WIZF-F>	4 WWNK-F	4 WWNK-F<	4 WIZF-F<	4 WIZF-F	4 WIZF-F	WLW	4 WWNK-F	4 WGRR-F>	WGRR-F
5 WRRM-F	5 WIZF-F	5 WOFX-F	5 WEBN-F	5 WGRR-F	5 WWNK-F	5 WKRQ-F	5 WIZF-F	5 WWNK-F<	5 WUBE-F
6 WGRR-F>	6 WOFX-F	6 WIZF-F>	6 WGRR-F	6 WEBN-F	WGRR-F>	6 WIZF-F	WGRR-F>	6 WKRQ-F	6 WWNK-F
7 WUBE-F>	7 WGRR-F	7 WGRR-F>	7 WUBE-F	7 WUBE-F<	7 WLW	7 WGRR-F	7 WUBE-F	7 WUBE-F	7 WRRM-F
8 WOFX-F>	8	8 WUBE-F	8 WOFX-F	8 WLW <	8 WKRC	8	8 WRRM-F	8	8
9	9	9 WLW	9	9 WOFX-F	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

WAKW-F	93.3	Cincinnati	1.0/3.3/	33/	635
WCNW	1560	Fairfield/Cinci	0.5/0.7/	10/	165
WNOP	740	Newport	0.7/1.5/	13/	178
WRBZ-F	107.1	Milford	0.8/3.1/	16/	381
WSCH-F	99.3	Aurora	0.4/1.0/	14/	159
WTSJ	1050	Cincinnati	0.5/1.3/	9/	165
WGTZ-F	92.9	Eaton	0.4/1.7/	37/	948
WFPB-F	105.9	Middletown	0.7/1.1/	22/	334
WTUE-F	104.7	Dayton	0.6/2.3/	40/	866

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	CLASSICAL	,	\$	25.00 (CMBS)	
WCKY,	1530,	50 KW (DA-N)	, NEWS/TALK			62.00 (CBS)	Federated
WUBE,	1230,	1 KW	, COUNTRY			25.00 (Christal)	American
WKRC,	500,	5 KW/1 KW (DA-2)	, MOR			90.00 (Katz)	Great American
WLW,	700,	50 KW	, MOR			95.00 (Eastman)	Jacor
WMLX,	1180,	1 KW (DAYS, DA)	, NOSTALGIA			29.00 (---)	(FLORENCE, KY)
WNOP,	740,	1 KW (DAYS, DA)	, JAZZ/VARIETY			20.00 (---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N)	, OLDIES			28.00 (MMR)	Booth

FM STATIONS

WGGR,	103.5,	19 KW @ 790,	OLDIES	,	\$	59.00 (Republic)	Dalton
WBVE,	96.5,	19 KW @ 810,	COUNTRY			46.00 (Eastman)	(HAMILTON)
WBN,	102.7,	15 KW @ 810,	AOR			115.00 (Eastman)	Jacor
WIZF,	100.9,	1 KW @ 466,	BLACK			33.00 (HNWH)	Interurban (ERLANGER, KY)
WKRQ,	101.9,	23 KW @ 690,	CHR			105.00 (Katz)	Great American
WOFX,	94.9,	27 KW @ 650,	OLDIES			66.00 (MMR)	Hoker (FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300,	JAZZ/NAC			33.00 (K & P)	(MILFORD)
WRRM,	98.5,	18 KW @ 810,	AC			84.00 (Christal)	Susquehanna
WUBE,	105.1,	14 KW @ 920,	COUNTRY			75.00 (Christal)	American
WWEZ,	92.5,	11 KW @ 905,	BTFL/EZ			70.00 (CBS)	Federated
WWNK,	94.1,	32 KW @ 550,	AC			65.00 (MMR)	Booth

CALL LETTER CHANGES

WBLZ-F changes to WGRR-F as of January

FORMAT CHANGES

STATION SALES

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHR - Contemporart 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
* SAC - Soft Adult Contemporary	? - Others or Unknown

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CLEVELAND

Arbitron Rank/Pop (12+): 22/1,763,200

Stations: 28/23  
Diaries: 1823/967:1/56.0%  
Sample Target: 1640  
% Below Line: 3.0  
% Not Listed: 9.2

1989 Revenue: \$51,500,000  
HH Inc.: \$29,425  
Retail \$: 14.2 Bill  
Pop per Station: 76,660  
#1 Biller: WMMS-F \$8,000,000

MSA Rank/Pop: 24/1,843,700  
ADI # 10  
Average Person Ratings: 18.8  
Market TSL: 24.75 hours

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WLTF-F (AC)	299/ 9.0	7.9	8.8	9.0	7.3	8.7	372/5208	3765/21.4	20.0	19.5	8.4	251	3476	WLTF-F
2. WMMS-F (AOR)	282/ 8.5	8.2	7.6	10.7	10.2	8.8	413/5988	3852/21.8	22.2	26.9	9.7	291	4066	WMMS-F
3. WQAL-F (AC)	269/ 8.1	5.9	7.0	6.9	9.7	7.0	301/3238	2749/15.6	14.5	16.5	5.0	149	2145	WQAL-F
4. WMJI-F (AC)	247/ 7.4	6.8	9.0	6.9	6.3	7.5	293/4432	3361/19.1	18.8	17.6	6.7	199	3118	WMJI-F
5. WDOK-F (SAC)	236/ 7.1	8.5	5.6	6.6	6.2	6.9	303/4333	3253/18.4	20.7	15.1	4.9	145	2564	WDOK-F
6. WZAK-F (B)	219/ 6.6	7.2	6.4	6.4	7.2	6.7	238/2750	2360/13.4	13.2	13.0	11.0	328	3355	WZAK-F
7. WGAR-F (C)	172/ 5.2	4.9	4.4	5.5	5.1	5.0	222/3203	2258/12.8	12.3	10.2	5.5	164	1570	WGAR-F
8. WNCX-F (CL AOR)	162/ 4.9	6.1	7.6	7.3	5.1	6.5	214/3610	2643/15.0	14.8	14.2	6.2	185	2234	WNCX-F
9. WRMR (BB)	148/ 4.5	4.8	4.4	4.5	4.5	4.6	169/1938	1631/ 9.3	9.7	11.8	3.0	91	981	WRMR
WPHR-F (CHR)	148/ 4.5	5.4	5.6	3.4	3.8	4.7	206/3979	2531/14.4	15.7	12.9	6.0	179	2235	WPHR-F
11. WWWE (N/T)	132/ 4.0	4.6	5.5	4.6	4.6	4.7	173/3498	2386/13.5	17.2	12.7	4.6	137	2211	WWWE
12. WJMO-F (B)	96/ 2.9	2.6	2.3	1.9	1.4	2.4	99/1984	1888/10.7	6.4	4.8	3.1	94	2071	WJMO-F
13. WERE (N/T)	94/ 2.8	2.4	2.5	2.6	3.4	2.6	97/1586	1489/ 8.4	9.1	9.4	2.0	61	1139	WERE
14. WCLV-F (CL)	93/ 2.8	2.6	1.6	2.1	3.0	2.3	100/1339	1248/ 7.1	7.0	7.6	1.7	52	978	WCLV-F
15. WJMO (B)	82/ 2.5	2.6	2.3	1.9	1.4	2.3	82/1052	1022/ 5.8	6.4	4.8	1.0	94	1063	WJMO
16. WNWV-F (J/NAC)	64/ 1.9	2.1	2.9	2.4	2.7	2.3	79/1639	1197/ 6.8	8.0	7.8	4.9	145	1582	WNWV-F
WABQ (R/G)	64/ 1.9	1.2	1.8	0.9	0.4	1.5	64/643	643/ 3.6	2.4	1.4	0.4	12	271	WABQ

12+ FM SHARE (METRO): 78.95% (2381 of 3016) (WIN 89: 80.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WMMS-F>	1 WLTF-F<	1 WLTF-F	1 WLTF-F	1 WQAL-F>	1 WMMS-F>	1 WDOK-F	1 WMMS-F	1 WZAK-F>	1 WZAK-F>>
2 WZAK-F>>	2 WLTF-F	2 WMMS-F	2 WMJI-F	2 WMJI-F	2 WDOK-F	2 WMJI-F<	2 WQAL-F	2 WMJI-F	2 WLTF-F	2 WQAL-F>>
3 WMMS-F	3 WZAK-F	3 WMJI-F	3 WMMS-F	3 WDOK-F	3 WRMR	3 WLTF-F<	3 WMMS-F<	WLTF-F	3 WPHR-F	3 WERE
4 WJMO-F	4 WNCX-F>	4 WDOK-F<	4 WDOK-F>	4 WMMS-F>	WLTF-F	4 WQAL-F	4 WMJI-F	4 WQAL-F	4 WMMS-F<	4 WWWE
5	5 WPHR-F	5 WZAK-F	5 WNCX-F	5 WQAL-F	5 WGAR-F<	5 WDOK-F	WLTF-F>	5 WDOK-F	5 WMJI-F<	5 WDOK-F
6	6 WDOK-F	6 WNCX-F>	6 WZAK-F<	WNCX-F<	6 WMJI-F	6 WZAK-F<	6 WGAR-F<	6 WZAK-F<	6 WJMO-F	6 WLTF-F
7	7	7 WGAR-F	7 WGAR-F	7 WGAR-F	7 WWWE	7 WNCX-F	7 WNCX-F	7 WNCX-F	7 WNCX-F	7
8	8	8	8	8 WZAK-F	8	8 WGAR-F	8	8 WPHR-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPHR-F<	1 WLTF-F	1 WLTF-F	1 WLTF-F>	1 WLTF-F	1 WMMS-F>>	1 WMMS-F	1 WMMS-F<	1 WMMS-F<	1 WMJI-F>
2 WLTF-F	2 WMMS-F	2 WMMS-F	2 WMMS-F<	2 WDOK-F>	2 WNCX-F	2 WNCX-F>	2 WNCX-F<	2 WMJI-F	2 WMMS-F<
3 WZAK-F<	3 WZAK-F>	3 WZAK-F>	3 WDOK-F<	3 WMMS-F	3 WZAK-F>	3 WMJI-F	3 WMJI-F>	3 WNCX-F	3 WNCX-F
4 WMMS-F>>	4 WPHR-F	4 WDOK-F	4 WZAK-F>	4 WZAK-F<	4 WPHR-F>	4 WZAK-F	4 WLTF-F	4 WLTF-F>	4 WLTF-F
5 WJMO-F	5 WDOK-F	5 WMJI-F	5 WMJI-F	5 WQAL-F<	5 WLTF-F>	5 WLTF-F	5 WZAK-F	5 WDOK-F<	5 WDOK-F
6 WDOK-F	6 WJMO-F<	6 WJMO-F>	6 WPHR-F	6 WMJI-F	6 WMJI-F	6	6 WJMO-F	6 WZAK-F	6 WGAR-F
7 WMJI-F	7 WMJI-F	7 WJMO	7 WQAL-F<	7	WJMO-F	7	7 WDOK-F	7 WGAR-F	7
8 WNCX-F>	8	WGAR-F	8 WGAR-F	8	8 WNWV-F>	8	8 WWWE >	8	8



OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

WCCD	1000	Parma	0.3/0.7/	10/	130
WEOL	930	Elyria	0.6/1.8/	21/	314
WGAR	1220	Cleveland	1.0/4.1/	42/	960
WHK	1420	Cleveland	0.8/4.5/	25/	864
WRKG	1380	Lorain	0.4/0.7/	13/	116
WZLE-F	104.9	Lorain	0.3/1.1/	9/	218
CKLW	800	Windsor	0.4/2.0/	31/	655
WKDD-F	96.5	Akron/Canton	0.7/4.5/156/	3362	
WONE-F	97.5	Akron/Cleveland	0.7/4.4/166/	2537	
WQMX-F	94.9	Medina/Akron	0.8/2.0/	94/1209	
WREO-F	97.1	Ashtabula	0.4/0.7/	24/	388

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (DAYS)	, RELIGION	NBN,	\$ 20.00 (—)	
WERE,	1300,	5 KW (DA-1)	, TALK	MBS,	\$ 52.00 (Banner)	Metroplex
WGAR,	1220,	50 KW (DA-N)	, COUNTRY	ABC E,	\$ N/A (HNWH)	Nationwide
WHK,	1420,	5 KW (DA-N)	, BUSINESS NEWS	NBC, TALKNT,	\$ 37.00 (Katz)	Malrite
WJMO,	1490,	1 KW	, BLACK	NBN, SBN,	\$ 34.00 (MMR)	United
WRMR,	850,	10 KW/5 KW (DA-2)	, NOSTALGIA	APR,	\$ 44.00 (Christal)	
WWWE,	1100,	50 KW	, NEWS/TALK	ABC I, CNN,	\$ 80.00 (Eastman)	Booth

FM STATIONS

WCLV,	95.5,	31 KW @ 625,	CLASSICAL	,	\$ 59.00 (HNWH)	
WDOK,	102.1,	12 KW @ 850,	SOFT AC	,	\$ 78.00 (Republic)	
WGAR,	99.5,	50 KW @ 500,	COUNTRY	ABC E,	\$ 84.00 (HNWH)	Nationwide
WLTF,	106.5,	11 KW @ 1060,	AC	APR,	\$ 117.00 (Christal)	Booth
WMJI,	105.7,	27 KW @ 900,	AC	,	\$ 105.00 (Eastman)	Jacor
WMMS,	100.7,	34 KW @ 600,	AOR	SOURCE, NBC,	\$ 165.00 (Katz)	Malrite
WNCX,	98.5,	16 KW @ 960,	CLASSIC AOR	ABC F, RADRAD,	\$ 75.00 (Banner)	Metroplex
WNWV,	107.3,	50 KW @ 466,	JAZZ/NAC	SMN,	\$ 58.00 (Torbet)	(ELYRIA)
WPHR,	107.9,	70 KW @ 385,	CHR	SOURCE, US 1,	\$ 57.00 (Republic)	Ardman
WQAL,	104.1,	11 KW @ 1060,	AC	,	\$ 102.00 (Christal)	ML/WIN
WZAK,	93.1,	27 KW @ 620,	BLACK	RADRAD,	\$ 81.00 (Durpetti)	Zapis

MISCELLANEOUS COMMENTS: WRQC-F changes calls to WJMO-F as of January 1990

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,106,200  
 MSA Rank/Pop: 35/1,320,300  
 ADI # 34  
 Average Person Ratings: 16.7  
 Market TSL: 22.00 hours

Stations: 23/21  
 Diaries: 1429/774:1/59.8%  
 Sample Target: 1300  
 % Below Line: 1.6  
 % Not Listed: 10.7

1989 Revenue: \$42,000,000  
 HH Inc.: \$27,661  
 Retail \$: 10.0 Bill  
 Pop per Station: 52,676  
 #1 Biller: WNCI-F \$8,100,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F (CHR)	281/15.2	13.9	13.7	16.0	13.6	14.7	370/4679	3498/31.6	29.4	29.8	14.0	278	3148	WNCI-F
2. WSNY-F (AC)	186/10.0	10.3	10.6	10.8	10.3	10.4	199/2750	2553/23.1	26.0	21.9	9.7	193	2227	WSNY-F
3. WTVN (MOR)	170/ 9.2	9.7	7.1	7.0	6.8	8.3	196/2625	2048/18.5	17.2	16.8	6.2	123	1572	WTVN
4. WLWQ-F (AOR)	141/ 7.6	5.8	7.3	9.6	9.1	7.6	173/2591	2156/19.5	17.4	20.0	8.1	161	2311	WLWQ-F
5. WBNS-F (EZ)	122/ 6.6	6.5	7.2	7.6	8.0	7.0	142/2000	1696/15.3	13.7	15.6	3.8	76	1235	WBNS-F
6. WXGT-F (CHR)	115/ 6.2	8.5	7.6	5.4	6.5	6.9	152/2476	1790/16.2	19.4	21.8	9.4	186	2378	WXGT-F
7. WHOK-F (C)	111/ 6.0	6.0	5.6	5.6	6.6	5.8	172/2117	1345/12.2	11.7	14.2	7.4	147	1471	WHOK-F
8. WVKO (B)	91/ 4.9	3.6	4.7	3.9	4.4	4.3	91/908	908/ 8.2	7.5	6.0	6.4	126	1112	WVKO
9. WMGG-F (CL AOR)	75/ 4.1	4.7	5.1	5.2	4.1	4.8	98/1630	1275/11.5	14.4	12.7	5.2	104	1739	WMGG-F
10. WMNI (C)	43/ 2.3	2.8	2.5	2.6	2.7	2.5	43/547	509/ 4.6	5.6	5.2	2.0	40	442	WMNI
11. WBBY-F (J)	42/ 2.3	1.6	1.6	2.1	1.5	1.9	49/814	708/ 6.4	5.6	5.9	1.5	30	887	WBBY-F
12. WCOL (BB)	38/ 2.1	2.3	2.8	1.9	3.5	2.3	39/592	568/ 5.1	5.3	6.8	1.2	23	459	WCOL
13. WCKX-F (B)	36/ 1.9	1.1	1.6	1.0	2.1	1.4	36/579	569/ 5.1	4.7	4.4	3.4	68	893	WCKX-F
14. WXLE-F (O)	33/ 1.8	2.3	1.5	2.0	2.6	1.9	40/848	736/ 6.7	7.9	8.7	1.6	32	471	WXLE-F
15. WXXM-F (SAC)	31/ 1.7	1.6	1.8	---	---	1.3	32/778	721/ 6.5	5.3	0.0	1.6	32	449	WXXM-F

12+ FM SHARE (METRO): 74.47% (1231 of 1653) (WIN 89: 73.74%)

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 WNCI-F>	1 WSNY-F<	1 WSNY-F	1 WTVN >	1 WNCI-F>	1 WNCI-F	1 WNCI-F>	1 WNCI-F>	1 WBNS-F>>
2 WXGT-F>	2 WLWQ-F>	2 WSNY-F	2 WNCI-F>	2 WNCI-F>	2 WBNS-F	2 WTVN	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WTVN
3 WVKO	3 WSNY-F<	3 WLWQ-F>	3 WLWQ-F<	3 WTVN	3 WSNY-F	3 WSNY-F	3 WTVN	3 WTVN	3 WXGT-F>	3 WNCI-F
4 WCKX-F	4 WXGT-F>	4 WXGT-F	4 WTVN >	4 WLWQ-F	4 WHOK-F	4 WLWQ-F>	4 WLWQ-F<	4 WLWQ-F	4 WTVN <	4 WHOK-F<
5	5 WMGG-F	5 WTVN	5 WHOK-F	5 WHOK-F	5 WNCI-F	5 WBNS-F	5 WBNS-F	5 WBNS-F	5 WLWQ-F	5 WSNY-F
6	6	6	6 WVKO	6 WBNS-F	6	6 WXGT-F	6 WHOK-F	6 WXGT-F	6 WBNS-F	6 WLWQ-F
7	7	7	7 WBNS-F	7	7	7 WHOK-F	7	7	7	7 WXGT-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 WNCI-F>>	1 WNCI-F>>	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WXGT-F	1 WLWQ-F	1 WLWQ-F>>	1 WLWQ-F	1 WLWQ-F
2 WSNY-F	2 WLWQ-F	2 WSNY-F>	2 WSNY-F>>	2 WNCI-F>	2 WNCI-F	2 WNCI-F	2 WNCI-F>	2 WNCI-F>	2 WSNY-F
3 WLWQ-F	3 WXGT-F	3 WVKO	3 WVKO	3 WTVN	3 WLWQ-F>	3 WXGT-F>	3 WSNY-F>	3 WSNY-F>	3 WTVN <
4 WXGT-F>	4 WVKO	4 WLWQ-F	4 WLWQ-F<	4 WVKO	4 WMGG-F>>	4 WMGG-F	4 WXGT-F	4 WXGT-F	4 WNCI-F
5 WVKO	5 WMGG-F	5 WMGG-F>	5 WTVN	5 WHOK-F	5 WSNY-F	5 WSNY-F	5 WTVN	5 WTVN	5 WHOK-F
6 WHOK-F	6	6	6	6	6	6	6	6	6
7 WCKX-F>	7	7	7	7	7	7	7	7	7

METRO CUME TSA TSA  
 SHARE/RTG/ AQH/CUME

OTHER RATED STATIONS

WBNS	1460	Columbus	1.5/6.9/ 27/ 796
WCLT	1430	Newark	0.3/0.8/ 6/ 103
WCLT-F	100.3	Newark	1.5/2.9/ 45/ 516
WHTH	790	Heath	0.7/1.0/ 19/ 154
WRFD	880	Columbus/Wrthgt	0.6/2.3/ 21/ 416
WSWZ-F	103.5	Lancaster	1.3/3.0/ 28/ 415
WHIZ-F	102.5	Zanesville	0.4/0.7/ 41/ 450
WLW	700	Cincinnati	1.2/5.0/ 54/1171

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N), MOR	APR, CBS, \$ 35.00 (Banner)	Columbus Dispatch
WCOL, 1230,	1 KW, NOSTALGIA	SMN, CBS, \$ 30.00 (Christal)	Great Trails
WNMI, 920,	1 KW/500 W (DA-2), COUNTRY	MBS, NBC, \$ 33.00 (Torbet)	
WRFD, 880,	9 KW (DAYS, DA), RELIGION	CNN, \$ 20.00 (---)	Salem
WTVN, 610,	5 KW (DA-N), MOR	ABC E, \$ 115.00 (Katz)	Great American
WVKO, 1580,	1 KW/250 W (DA-2), BLACK	SBN, \$ 34.00 (Mc-Guild)	Saga

FM STATIONS

WBBY, 103.9,	2.7 KW @ 360, JAZZ	NBC, \$ 32.00 (---)	
WBNS, 97.1,	36 KW @ 660, BTFL/EZ	, \$ 70.00 (Banner)	Columbus Dispatch
WCKX, 106.3,	3 KW @ 328, BLACK	NBN, \$ 30.00 (Roslin)	(LONDON)
WHOK, 95.5,	50 KW @ 492, COUNTRY	APR, \$ 46.00 (Christal)	
WLWQ, 96.3,	18 KW @ 753, AOR	, \$ 143.00 (Katz)	Great American
WMGG, 99.7,	50 KW @ 500, CLASSIC AOR	, \$ 62.00 (Torbet)	
WNCI, 97.9,	175 KW @ 565, CHR	APR, \$ 144.00 (MMR)	Nationwide
WSNY, 94.7,	22 KW @ 753, AC	, \$ 134.00 (Mc-Guild)	Saga
WXGT, 92.3,	22 KW @ 753, CHR/AOR	RADRAD, \$ 70.00 (Christal)	Great Trails
WXLE, 103.1,	1.5 KW @ 455, OLDIES	ABC F, MBS, \$ 31.00 (Durpetti)	Ragen Henry (LANCASTER)

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,184,300  
 MSA Rank/Pop: (12 Dallas) 2,830,000  
 (37 Fort Worth) ADI# 7  
 Average Person Ratings: 17.9  
 Market TSL: 23.50 hours

Stations: 30/30  
 Diaries: 2425/1313:1/52.3%  
 Sample Target: 2200  
 % Below Line: 0.0  
 % Not Listed: 7.5

1989 Revenue: \$129,700,000  
 HH Inc.: \$30,967  
 Retail \$: 30.4 Bil  
 Pop per Station: 106,143  
 #1 Biller: KVIL-AF \$21,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F (C)	503/ 8.6	7.6	6.6	6.9	6.7	7.4	555/6608	5893/18.5	17.6	16.4	9.6	580	5749	KSCS-F
2. KVIL-AF (AC)	409/ 7.2	10.2	8.0	8.6	9.3	8.5	433/5053	4733/ 9.3	17.7	17.3	7.8	471	4958	KVIL-AF
3. KKDA-F (B)	359/ 6.3	5.4	5.6	5.9	8.5	5.8	436/4278	3536/11.1	10.9	14.4	8.2	492	4346	KKDA-F
4. KPLX-F (C)	316/ 5.6	6.1	5.5	7.3	6.6	6.1	393/5251	4615/14.5	15.4	14.5	7.8	469	4966	KPLX-F
5. KJMZ-F (B)	295/ 5.2	4.7	5.4	4.3	3.4	4.9	332/4623	4321/13.6	13.3	9.5	6.3	377	4850	KJMZ-F
6. WBAP (C)	260/ 4.6	4.4	7.3	6.6	5.1	5.7	442/6568	4004/12.6	12.9	13.1	4.0	238	2974	WBAP
7. KRLL (N/T)	258/ 4.5	6.3	5.3	4.3	4.8	5.1	315/6243	5078/15.9	21.8	15.9	3.9	233	3322	KRLL
8. KHYI-F (CHR)	258/ 4.5	3.2	4.2	4.3	4.8	4.1	272/4684	4428/13.9	13.2	13.7	5.0	301	5365	KHYI-F
9. KTXQ-F (AOR)	244/ 4.3	3.4	3.8	3.6	3.6	3.8	272/4424	3955/12.4	10.6	11.1	4.4	264	4013	KTXQ-F
10. KEGF-F (CHR)	239/ 4.2	3.4	4.0	4.4	4.5	4.0	265/5067	4373/13.7	13.9	14.5	4.2	251	4780	KEGF-F
11. KMEZ-F (EZ)	218/ 3.8	4.0	4.3	4.0	4.4	4.0	232/2676	2462/ 7.7	8.0	8.3	2.5	149	1818	KMEZ-F
12. KLTY-F (REL)	186/ 3.3	2.9	3.5	2.8	2.4	3.1	207/2928	2423/ 7.6	6.1	6.8	2.6	154	1605	KLTY-F
13. KZPS-F (CL AOR)	170/ 3.0	2.6	2.9	2.7	2.4	2.8	201/3420	2957/ 9.3	8.5	8.2	3.2	190	2938	KZPS-F
14. KLUV-F (O)	170/ 3.0	3.1	3.4	3.1	3.8	3.2	188/3874	3505/11.0	10.3	10.8	3.5	211	2603	KLUV-F
15. KOAI-F (J/NA)	166/ 2.9	3.3	3.4	3.3	2.3	3.2	168/2584	2559/ 8.0	9.3	6.3	3.5	209	2229	KOAI-F
16. KAAM (BB)	144/ 2.5	1.8	1.3	1.6	0.9	1.8	146/1503	1452/ 4.6	4.7	2.9	1.0	61	1013	KAAM
17. KLIF (T)	141/ 2.5	3.5	2.6	2.7	2.6	2.8	147/2321	2202/ 6.9	8.1	6.3	2.1	129	1560	KLIF
18. WRR -F (CL)	137/ 2.4	2.0	1.7	1.4	1.7	1.9	146/2272	2103/ 6.6	6.2	4.2	2.1	127	1596	WRR -F
19. KQZY-F (SAC)	120/ 2.1	3.0	2.7	2.8	3.7	2.7	132/2159	1856/ 5.8	8.4	8.6	1.8	110	1295	KQZY-F
20. KHVN (R/G)	112/ 2.0	1.3	2.0	1.8	2.5	1.8	114/1194	1150/ 3.6	2.8	3.5	1.4	87	881	KHVN
21. KESS (SP)	112/ 2.0	1.0	1.0	0.7	1.5	1.2	132/936	873/ 2.7	1.7	2.2	1.3	79	922	KESS
22. KKDA (B)	108/ 1.9	1.2	1.8	2.6	1.7	1.9	116/1429	1353/ 4.2	3.6	3.1	1.4	82	997	KKDA
23. KMGC-F (AC)	104/ 1.8	2.6	2.8	2.3	2.3	2.4	108/2425	2355/ 7.4	7.3	7.4	2.2	131	2212	KMGC-F
24. KKWM-F (AC)	73/ 1.3	2.1	1.6	2.2	2.4	1.8	78/1773	1586/ 5.0	7.5	8.9	1.4	85	1296	KKWM-F
25. KDGE-F (AOR)	73/ 1.3	1.4	1.1	1.4	0.7	1.3	82/1474	1365/ 4.3	4.0	2.7	2.0	121	1858	KDGE-F

12+ FM SHARE (METRO): 76.55% (4028 of 5262) (WIN 89: 77.62%)

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 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KVIL-AF<	1 KSCS-F	1 KSCS-F	1 KKDA-F	1 WBAP
2 KJMZ-F>	2 KTXQ-F	2 KVIL-AF	2 KVIL-AF>	2 KVIL-AF>	2 KVIL-AF	2 KSCS-F	2 KVIL-AF>	2 KVIL-AF	2 KJMZ-F	2 KPLX-F
3 KKDA-F	3 KSCS-F	3 KKDA-F	3 KPLX-F<	3 KPLX-F	3 KRLL	3 KRLL	3 KPLX-F	3 KJMZ-F	3 KHYI-F	3 KKDA-F
4 KEGF-F	4 KJMZ-F	4 KPLX-F<	4 KTXQ-F	4 KTXQ-F<	4 WBAP	4 KKDA-F	4 KMEZ-F<	4 KPLX-F<	4 KSCS-F	4 KRLL >>
5	5 KEGF-F	5 KTXQ-F	5 KKDA-F<	5 WBAP <	5 KMEZ-F	5 KPLX-F	5 KKDA-F	5 KKDA-F<	5 KEGF-F>	5 KSCS-F
6	6 KPLX-F	6 KJMZ-F<	6 WBAP	6 KKDA-F	6 KPLX-F	6 WBAP >	6 KTXQ-F	6 WBAP	6 WBAP <	6 KVIL-F<
7	7 KZPS-F	7 KEGF-F	7 KZPS-F	7 KLUV-F	7 KAAM	7 KTXQ-F	7 WBAP	7 KTXQ-F<	7 KTXQ-F	7 KLIF
8	8 KVIL-AF	8	8 KLUV-F	8 KZPS-F	8	8 KHYI-F	8	8 KHYI-F	8 KPLX-F	8
9	9	9	9	9 KOAI-F	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKDA-F>	1 KKDA-F	1 KSCS-F	1 KVIL-AF	1 KVIL-AF	1 KKDA-F<	1 KTXQ-F>	1 KTXQ-F>	1 KTXQ-F<	1 KSCS-F
2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KSCS-F>	2 KSCS-F>	2 KJMZ-F	2 KKDA-F	2 KSCS-F	2 KSCS-F	2 WBAP <
3 KJMZ-F<	3 KSCS-F	3 KPLX-F	3 KKDA-F<	3 KPLX-F>	3 KEGF-F	3 KZPS-F<	3 KZPS-F	3 KKDA-F	3 KTXQ-F>
4 KEGF-F	4 KEGF-F<	4 KEGF-F<	4 KPLX-F	4 KKDA-F	4 KTXQ-F>	4 KJMZ-F<	4 KKDA-F	4 WBAP <	4 KVIL-AF<
5 KSCS-F	5 KJMZ-F<	5 KKDA-F<	5 KEGF-F	5 KLUV-F	5 KPLX-F	5 KSCS-F	5 KOAI-F	5 KZPS-F	5 KZPS-F
6 KPLX-F	6 KPLX-F	6 KJMZ-F	6 KJMZ-F	6 KEGF-F<	6 KZPS-F	6 KEGF-F	6 WBAP	6 KJMZ-F<	6 KKDA-F<
7 KHYI-F>	7 KHYI-F	7 KZPS-F<	7 KLTY-F	7 KLTY-F	7 KPLX-F	7 KPLX-F	7 KPLX-F	7 KPLX-F	7 KPLX-F
8	8	8 KTXQ-F<	8 KLUV-F	8	8 KESS	8	8 KHYI-F	8 KVIL-AF	8 KRLL
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS		METRO CUME TSA TSA	
		SHARE/RTG/	AQH/CUME
KFJZ	870 Ft. Worth/Dalls	0.3/0.6/	17/ 185
KJZY-F	99.1 Denton/Dallas	0.3/1.0/	19/ 408
KSSA-F	95.3 Mckinney/Planto	0.1/0.9/	58/ 487

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	, NOSTALGIA	SMN,	\$ 45.00 (Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	, HISPANIC	,	\$ 53.00 (Caballero)	
KHVN,	970,	1 KW/270 W	, GOSPEL	ABC F,	\$ 45.00 (Mc-Guild)	
KKDA,	730,	500 W (DAYS)	, BLACK	APR,	\$ N/A (Katz)	
KLDD,	570,	5 KW (DA-2)	, SOFT AC	US 1,	\$ 43.00 (MMR)	Anchor
KLIF,	1190,	50 KW/5 KW (DA-2)	, TALK	NBC,	\$ 75.00 (Eastman)	Susquehanna
KRLD,	1080,	50 KW (DA-N)	, NEWS	CBS, MBS,	\$ 205.00 (CBS)	Command
WBAP,	820,	50 KW	, COUNTRY	ABC I,	\$ 190.00 (Banner)	Cap Cities/ABC

FM STATIONS

KHYI,	94.9,	33 KW @ 1509,	CHR	,	\$ 130.00 (MMR)	Evergreen
KJMZ,	100.3,	89 KW @ 1280,	BLACK	US 1,	\$ 110.00 (Mc-Guild)	Summit
KKDA,	104.5,	98 KW @ 1585,	BLACK	APR,	\$ 178.00 (Katz)	
KEGL,	97.1,	97 KW @ 1460,	CHR	,	\$ 154.00 (Torbet)	Sandusky
KLTY,	94.1,	100 KW @ 1585,	RELIGION	ABC F,	\$ 96.00 (HNWH)	
KLUV,	98.7,	98 KW @ 1585,	OLDIES	US 2,	\$ 117.00 (MMR)	TK
KMEZ,	107.5,	25 KW @ 1264,	BTFL/EZ	US 2,	\$ 118.00 (Mc-Guild)	Gilmore
KMGC,	102.9,	100 KW @ 1572,	SOFT AC/JAZZ	,	\$ 116.00 (Christal)	Shamrock
KOAI,	106.1,	100 KW @ 1585,	JAZZ/NAC	,	\$ 95.00 (HNWH)	Gannett
KPLX,	99.5,	100 KW @ 1680,	COUNTRY	APR,	\$ 235.00 (Eastman)	Susquehanna
KQZY,	105.3,	100 KW @ 1560,	SOFT AC	,	\$ 115.00 (Group W)	Westinghouse
KSCS,	96.3,	99 KW @ 1680,	COUNTRY	,	\$ 153.00 (Banner)	Cap Cities/ABC
KTXQ,	102.1,	100 KW @ 1420,	AOR	RADRAD,	\$ 146.00 (CBS)	CBS
KVIL,	103.7,	100 KW @ 1550,	AC	,	\$ 375.00 (Torbet)	Infinity
KKWM,	97.9,	99 KW @ 1680,	SOFT AC	SOURCE,	\$ 100.00 (MMR)	Anchor
KZPS,	92.5,	96 KW @ 1685,	CLASSIC AOR	,	\$ 100.00 (Durpetti)	
WRR,	101.1,	98 KW @ 1510,	CLASSICAL	,	\$ 70.00 (CMBS)	City of Dallas

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KZEW-F changes calls to KKWM-F as of January...

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHR - Contemporart 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
* SAC - SoFt Adult Contemporary	? - Others or Unknown

\*\*\*\*\*

DAYTON

Arbitron Rank/Pop (12+): 48/807,400  
 MSA Rank/Pop: 55/935,200  
 ADI # 52  
 Average Person Ratings: 16.5  
 Market TSL: 21.75 hours

Stations: 21/16  
 Diaries: 1254/644:1/58.1%  
 Sample Target: 1120  
 % Below Line: 8.6  
 % Not Listed: 13.7

1989 Revenue: \$21,500,000  
 HH Inc.: \$28,229  
 Retail \$: 6.5 Bill  
 Pop per Station: 50,462  
 #1 Biller: WTUE-F \$3,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WHKO-F (C)	141/10.6	8.5	8.5	8.4	9.0	9.0	221/2177	1458/18.1	17.5	19.0	8.3	110	1480	WHKO-F
2. WGTZ-F (CHR)	136/10.2	9.7	9.5	7.3	8.6	9.2	183/3270	2229/27.6	24.0	50.1	15.6	206	2673	WGTZ-F
3. WTUE-F (AOR)	129/ 9.7	8.3	10.1	9.2	12.1	9.3	167/2463	1693/21.0	20.0	23.6	10.5	139	1978	WTUE-F
4. WHIO (MOR)	93/ 7.0	8.9	7.1	8.8	8.4	7.9	95/1522	1391/17.2	17.8	17.0	6.3	83	1123	WHIO
5. WVUD-F (SAC)	83/ 6.2	5.8	5.3	6.1	5.8	5.8	88/1224	1069/13.2	12.0	11.6	4.0	53	740	WVUD-F
WAZU-F (AOR)	83/ 6.2	5.7	7.8	7.3	3.7	6.8	119/1701	1097/13.6	13.1	8.0	8.3	109	1351	WAZU-F
7. WWSN-F (AC)	78/ 5.9	6.5	7.8	6.5	7.3	6.7	99/1308	1063/13.2	14.3	16.5	5.2	68	848	WWSN-F
8. WYMJ-F (O)	77/ 5.8	3.4	3.8	2.9	3.6	4.0	80/1069	960/11.9	12.0	12.2	3.8	50	859	WYMJ-F
9. WONE (C)	57/ 4.3	5.4	3.3	4.7	4.7	4.4	69/933	745/ 9.2	10.0	10.8	4.4	58	663	WONE
10. WDAO (B)	50/ 3.8	2.8	2.5	1.9	3.3	2.8	50/578	562/ 7.0	5.9	4.8	3.9	52	484	WDAO
11. WLW (MOR)	45/ 3.4	3.9	5.0	4.9	3.7	4.3	123/2021	768/ 9.5	10.4	11.0	5.0	66	768	WLW
12. WCLR-F (EZ)	40/ 3.0	4.0	3.0	2.7	1.0	3.2	66/787	564/ 7.0	7.2	2.6	2.4	32	348	WCLR-F
13.														

12+ FM SHARE (METRO): 75.63% (869 of 1149) (WIN 89: 73.60%)

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 WHKO-F<	1 WHKO-F	1 WHKO-F	1 WHIO	1 WTUE-F<	1 WTUE-F<	1 WGTZ-F>	1 WHKO-F>>
2 WAZU-F	2 WGTZ-F<	2 WHKO-F	2 WTUE-F	2 WTUE-F	2 WHIO >	2 WGTZ-F	2 WHKO-F	2 WHKO-F	2 WHKO-F<	2 WHIO >>
3	3 WAZU-F>	WGTZ-F	3 WGTZ-F	3 WGTZ-F	3 WYMJ-F<	3 WTUE-F	3 WVUD-F	3 WGTZ-F>	3 WAZU-F	3 WAZU-F>>
4	4 WHKO-F	4 WWSN-F	4 WWSN-F	4 WWSN-F	4 WONE	4 WHKO-F	4 WYMJ-F<	4 WAZU-F	4 WTUE-F>	4 WGTZ-F
5	5 WWSN-F	5 WAZU-F	5 WYMJ-F	5 WYMJ-F	5 WVUD-F	5 WVUD-F	5 WWSN-F	5 WYMJ-F	5 WHIO	5
6	6 WVUD-F	6 WYMJ-F<	6 WVUD-F	6 WVUD-F	6 WWSN-F	6 WYMJ-F<	6 WGTZ-F	6 WVUD-F<	6	6
7	7	7 WVUD-F	7	7	7	7 WWSN-F	7 WAZU-F	7 WWSN-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGTZ-F>>	1 WGTZ-F>	1 WGTZ-F	1 WGTZ-F>	1 WHKO-F	1 WTUE-F	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>	1 WTUE-F
2 WAZU-F>	2 WVUD-F	2 WVUD-F	2 WHKO-F<	2 WGTZ-F	2 WAZU-F>>	2 WAZU-F>>	2 WAZU-F>>	2 WAZU-F	2 WHKO-F>
3 WVUD-F	WTUE-F	WTUE-F	3 WWSN-F<	3 WWSN-F<	3 WDAO >	3 WHKO-F	3 WGTZ-F	3 WHKO-F>	3 WYMJ-F
4	4 WWSN-F	4 WWSN-F	4 WVUD-F	4 WVUD-F	4 WYMJ-F	4 WHKO-F	4 WHKO-F>	4 WYMJ-F	4 WWSN-F
5	5 WWSN-F>>	5 WHKO-F>	5 WHKO-F>>	5 WTUE-F	5 WYMJ-F	5	5 WLW	5 WWSN-F	5 WLW
6	6 WYMJ-F	6 WYMJ-F	6 WYMJ-F	6 WTUE-F	6 WYMJ-F	6 WYMJ-F	6 WYMJ-F	6 WGTZ-F	6 WGTZ-F
WDAO >	7	7 WAZU-F>>	7	7	7	7 WWSN-F>>	7	7	7 WAZU-F

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
WBLY 1600 Springfield	0.6/2.3/	8/ 199		
WFCJ-F 93.7 Miamisburg/Datn	1.0/3.9/	20/ 489		
WING 1410 Dayton	1.0/5.1/	17/ 519		
WPFB 910 Middletown	1.1/2.3/	25/ 419		
WPFB-F 105.9 Middletown	1.5/3.9/	33/ 595		
WBVE-F 96.5 Hamilton	1.5/4.4/	64/1001		
WGRR-F 103.5 Hamilton/Cinci	1.1/4.4/	50/ 765		
WOFX-F 94.9 Fairfield	1.7/4.6/	57/ 928		
WWEZ-F 92.5 Cincinnati	1.0/2.4/	42/ 622		

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN, \$ 28.00 (---)	
WHIO, 1290, 5 KW (DA-N)	, MOR/TALK	CBS, \$ 71.00 (Durpetti)	Cox
WING, 1410, 5 KW (DA-N)	, OLDIES	NBC, US 1, \$ 30.00 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, COUNTRY	ABC 1, \$ 45.00 (Mc-Guild)	Summit
WAZU-F, 102.9, 50 KW @ 493, AOR		ABC F, \$ 44.00 (Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476, BTFL/EZ		, \$ 18.00 (Regional)	(PIQUA)
WFCJ-F, 93.7, 50 KW @ 492, RELIGION		, \$ 15.00 (---)	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 590, CHR		, \$ 74.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1060, COUNTRY		, \$ 65.00 (Durpetti)	Cox
WPFB-F, 105.9, 34 KW @ 590, COUNTRY		US 2, \$ 20.00 (Roslin)	(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 500, AOR		, \$ 77.00 (Mc-Guild)	Summit
WVUD-F, 99.9, 50 KW @ 500, SOFT AC		ABC E, \$ 41.00 (Republic)	University of Dayton
WWSN-F, 107.7, 50 KW @ 420, AC		, \$ 70.00 (Eastman)	Stoner
WYMJ-F, 103.9, 1.5 KW @ 528, OLDIES		US 1, \$ 40.00 (Banner)	

MISCELLANEOUS COMMENTS: WBLZ-F changes calls to WGRR-F as of January...

DENVER

Arbitron Rank/Pop (12+): 24/1,599,500  
 MSA Rank/Pop: 27/1,664,300  
 ADI # 19  
 Average Person Ratings: 17.7  
 Market TSL: 23.00 hours

Stations: 29/29  
 Diaries: 1739/920:1/55.5%  
 Sample Target: 1560  
 % Below Line: 0.0  
 % Not Listed: 9.2

1989 Revenue: \$67,000,000  
 HH Inc.: \$32,533  
 Retail \$: 14.5 Bill  
 Pop per Station: 55,155  
 #1 Biller: KOA \$10,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KOA (N/T)	221/ 7.8	8.4	6.1	6.2	6.4	7.1	303/4883	3571/22.3	26.6	18.2	6.2	183	3049	KOA
2. KRXY-AF (CHR)	197/ 7.0	7.5	7.5	7.0	7.0	7.3	212/3437	3145/19.7	21.5	18.1	9.2	265	3237	KRXY-AF
3. KOSI-F (EZ)	184/ 6.5	7.1	5.8	6.3	6.3	6.4	222/3061	2580/16.1	14.5	14.6	4.9	143	1447	KOSI-F
4. KBCO-AF (AOR)	176/ 6.2	7.3	6.9	8.2	7.5	7.2	186/2462	2250/14.1	14.5	15.7	6.9	201	2548	KBCO-AF
5. KYGO-F (C)	171/ 6.0	5.8	6.3	6.5	6.9	6.2	203/2894	2416/15.1	12.9	14.8	9.2	272	2891	KYGO-F
6. KQKS-F (CHR)	165/ 5.8	5.3	5.1	4.9	5.5	5.3	212/3257	2583/16.1	14.7	16.4	6.4	187	2645	KQKS-F
7. KXKL-AF (O)	157/ 5.5	6.3	7.6	7.6	7.6	6.8	188/3212	2659/16.6	17.8	19.3	5.7	169	2152	KXKL-AF
8. KBPI-F (AOR)	130/ 4.6	3.8	4.0	3.5	5.1	4.0	154/2780	2254/14.1	13.5	16.1	6.7	196	2608	KBPI-F
9. KSYF-F (AC)	122/ 4.3	4.0	4.0	2.7	2.0	3.8	136/2219	1992/12.5	11.8	7.0	2.4	72	1216	KSYF-F
10. KHOW (MOR)	119/ 4.2	2.9	3.4	3.2	2.4	3.4	141/1881	1550/ 9.7	9.5	7.3	2.0	60	954	KHOW
11. KAZY-F (AOR)	118/ 4.2	4.7	5.4	6.3	5.4	5.2	146/2200	1760/11.0	13.9	14.4	6.3	184	2522	KAZY-F
12. KXLT-F (AC)	117/ 4.1	5.0	5.3	4.2	4.7	4.7	122/1892	1812/11.3	11.7	13.8	4.1	121	1124	KXLT-F
13. KRFX-F (AOR)	114/ 4.0	3.7	4.0	4.0	3.6	3.9	128/2009	1791/11.2	10.9	12.5	4.3	126	1847	KRFX-F
14. KVOD-F (CL)	92/ 3.3	2.6	3.2	3.3	4.2	3.1	105/1320	1168/ 7.3	7.2	9.4	1.6	46	970	KVOD-F
15. KYGO (C)	78/ 2.8	1.1	1.1	1.5	1.5	1.6	92/1152	920/ 5.8	3.5	4.4	1.7	50	717	KYGO
16. KEZW (BB)	74/ 2.6	2.5	2.1	2.4	3.4	2.4	78/872	809/ 5.1	5.2	6.0	1.4	40	709	KEZW
17. KHIH-F (J/NA)	72/ 2.5	2.3	2.6	2.8	2.5	2.5	73/1271	1187/ 7.4	7.6	6.1	2.6	76	1001	KHIH-F
18. KYBG (T)	52/ 1.8	2.1	1.4	0.5	0.6	1.4	58/893	827/ 5.2	5.0	2.8	0.1	4	88	KYBG
19. KTCL-F (AOR)	46/ 1.6	0.6	0.7	1.2	1.2	1.0	51/725	615/ 3.8	2.8	2.8	1.4	42	489	KTCL-F
20. KLZ (AOR)	33/ 1.2	2.5	2.9	2.0	2.2	2.2	40/700	491/ 3.1	5.2	7.2	1.4	40	629	KLZ

12+ FM SHARE (METRO): 72.84% (1869 of 2566) (WIN 89: 76.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KRXY-AF	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF	1 KOA	1 KOA >	1 KOSI-F	1 KQKS-F<	1 KQKS-F	1 KOA >>
2 KRXY-AF>>	2 KBCO-AF	2 KRXY-AF	2 KXKL-AF	2 KXKL-AF	2 KOSI-F	2 KHOW <	2 KRXY-AF<	2 KRXY-AF<	2 KRXY-AF	2 KYGO-F
3	3 KBPI-F<	3 KXKL-AF	3 KYGO-F	3 KOSI-F	3 KYGO-F	3 KRXY-AF<	3 KBCO-AF<	3 KBCO-AF<	3 KOA >	3 KXKL-F
4	4 KAZY-F	4 KBPI-F<	4 KXLT-F<	4 KYGO-F	4 KHOW	4 KYGO-F	4 KYGO-F	4 KOSI-F	4 KBCO-AF<	4 KHOW <
5	5 KRFX-F<	5 KYGO-F	5 KOA	5 KOA	5 KVOD-F	5 KBCO-AF<	5 KSYF-F<	5 KYGO-F<	5 KOSI-F<	5 KBCO-F
6	6 KQKS-F<	6 KRFX-F	6 KRFX-F	6 KHOW	6 KXKL-AF	6 KOSI-F	6 KXKL-AF<	6 KOA <	6 KXKL-AF	6 KYGO
7	7 KXLT-F	KAZY-F	KOSI-F	7 KXLT-F<	7 KSYF-F	7 KXKL-AF<	7 KRFX-F<	7 KXKL-AF	7 KAZY-F	7
				8 KSYF-F	8	8 KQKS-F	8 KRXY-AF			

WOM 18-24	WOM 18-34	WOM 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-AF>	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KOSI-F	1 KBPI-F	1 KBCO-AF	1 KBCO-AF>	1 KBCO-AF	1 KBCO-AF>
2 KQKS-F	2 KXLT-F	2 KXLT-F	2 KXLT-F	2 KSYF-F<	2 KRXY-AF>	2 KAZY-F	2 KAZY-F	2 KXKL-AF	2 KXKL-AF
3 KAZY-F<	3 KBCO-AF<	3 KRXY-AF>	3 KSYF-F	3 KXLT-F<	3 KAZY-F>	3 KRXY-AF<	3 KRFX-F	3 KRXY-AF<	3 KOA
4 KBPI-F	4 KQKS-F	4 KYGO-F	KOSI-F	4 KYGO-F<	4 KXKL-AF	4 KBPI-F>	4 KRXY-AF	4 KBPI-F	4 KRFX-F
5 KRFX-F>	5 KBPI-F	KOSI-F	5 KBCO-AF<	5 KXKL-AF<	5 KTCL-F	5 KXKL-AF<	5 KXKL-AF	KAZY-F	5 KYGO-F
6 KXLT-F	6 KRFX-F<	6 KXKL-AF	6 KXKL-AF	6 KHOW <	6 KBCO-AF	6 KRFX-F	6 KBPI-F<	6 KRFX-F	6 KAZY-F<
KSYF-F	7 KAZY-F	KBPI-F	KYGO-F	7 KBCO-AF	KSYF-F	7 KQKS-F	7 KXLT-F	KOA <	7 KHOW
					KQKS-F		8 KYGO-F		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME		
KDEN	1340	Denver	0.7/3.0/	21/	484
KDHT-F	92.5	Greeley	0.9/2.6/	33/	588
KDKO	1510	Littleton/Denve	0.9/2.7/	25/	439
KNUS	710	Denver	0.9/2.7/	36/	529
KRKS	990	Denver	0.5/1.8/	14/	312
KRZN	760	Englewood	0.6/2.7/	19/	492

SATURDAY STATIONS

AM STATIONS

KBXG,	710,	5 KW (DA-1)	, TALK	CNN, \$	N/A (Banner)	Sandusky
KDEN,	1340,	1 KW	, TALK	ABC C, MBS, \$	35.00 (Savalli)	
KEZW,	1430,	5 KW (DA-N)	, NOSTALGIA	SMN, \$	45.00 (Torbet)	
KHOW,	630,	5 KW (DA-N)	, MOR	MBS, NBC, \$	78.00 (Republic)	Viacom
KLTT,	800,	1 KW (DAYS, DA)	, RELIGION		\$ 18.00 (---)	Mortenson
KLZ,	560,	5 KW (DA-1)	, COUNTRY	SMN, \$	70.00 (Mc-Guild)	Summit
KOA,	850,	50 KW	, NEWS/TALK	ABC I, ABC E, \$	140.00 (Eastman)	Subrink
KRZN,	1150,	5 KW/1 KW (DA-2)	, OLDIES		\$ 37.00 (Christal)	Genesis/Booth
KYGO,	950,	5 KW (DA-N)	, COUNTRY	US 2, \$	N/A (CBS)	Jeff-Pilot

FM STATIONS

KAZY,	106.7,	100 KW @ 987,	AOR	ABC R, \$	90.00 (Mc-Guild)	Summit
KBCO,	97.3,	88 KW @ 1541,	AOR		\$170.00 (MMR)	Noble (BOULDER)
KBFI,	105.9,	100 KW @ 1433,	AOR	SOURCE, \$	100.00 (Banner)	Great American
KHIH,	94.7,	30 KW @ 984,	JAZZ/NAC	SMN, \$	70.00 (Banner)	Adams (BOULDER)
KXLT,	100.3,	100 KW @ 350,	AC		\$100.00 (Christal)	Genesis/Booth
KOSI,	101.1,	100 KW @ 1624,	BTFL/EZ		\$ 95.00 (Torbet)	
KQKS,	104.3,	28 KW @ 1400,	CHR		\$ 71.00 (HNWH)	Western Cities (LONGMONT)
KRFX,	103.5,	100 KW @ 1061,	OLDIES	CBS, \$	80.00 (Eastman)	Jacor
KRXY,	107.5,	91 KW @ 1149,	CHR		\$109.00 (Katz)	Cap Cities/ABC
KSYY,	95.7,	100 KW @ 725,	SOFT AC	MBS, \$	81.00 (Republic)	Viacom
KTCL,	93.3,	100 KW @ 1330,	AOR	MBS, \$	40.00 (Mc-Guild)	(FT.COLLINS)
KVOD,	99.5,	100 KW @ 300,	CLASSICAL		\$ 75.00 (Katz)	Henry
KXKL,	105.1,	100 KW @ 1150,	OLDIES		\$137.00 (Durpetti)	Shamrock
KYGO,	98.5,	100 KW @ 700,	COUNTRY	US 2, \$	112.00 (CBS)	Jeff-Pilot
KYBG,	92.1,	.8 KW @ 610,	TALK		\$ 35.00 (Banner)	Century (CASTLE ROCK)

CALL LETTER CHANGES

KBXG-F changes to KNUS-A as of February, 1990

FORMAT CHANGES

STATION SALES

DETROIT

Arbitron Rank/Pop (12+): 6/3,595,600  
 MSA Rank/Pop: 5/4,346,200  
 ADI # 8  
 Average Person Ratings: 18.8  
 Market TSL: 24.75 hours

Stations: 32/29  
 Diaries: 2454/1465:1/54.4%  
 Sample Target: 2320  
 % Below Line: 1.2  
 % Not Listed: 8.1

1989 Revenue: \$113,300,000  
 HH Inc.: \$31,289  
 Retail \$: 35.5 Bil  
 Pop per Station: 123,986  
 #1 Biller: WJR \$21,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR)	532/ 7.9	8.3	9.2	9.9	9.6	8.8	675/9351	6870/19.1	21.4	22.4	7.2	485	6696	WJR
2. WJLB-F (B)	492/ 7.3	7.8	6.4	7.4	6.9	7.2	511/5495	5117/14.2	14.3	13.7	9.1	611	6169	WJLB-F
3. WHYT-F (CHR)	401/ 5.9	5.0	4.3	3.8	4.4	4.8	448/7729	6970/19.4	16.2	16.9	7.7	514	7223	WHYT-F
4. WWJ (N)	389/ 5.8	5.7	3.9	4.5	4.6	5.0	401/6864	6308/17.5	18.0	14.9	3.9	259	4571	WWJ
5. WJOI-F (EZ)	364/ 5.4	4.8	5.0	5.5	5.5	5.2	372/4169	3904/10.9	12.0	12.2	2.9	195	2599	WJOI-F
6. WWW-F (C)	334/ 4.9	4.7	3.5	4.3	5.2	4.3	381/4622	4013/11.2	11.9	11.9	5.0	334	4004	WWW-F
7. WKQI-F (CHR)	300/ 4.4	4.2	4.2	4.3	4.0	4.3	321/6193	5750/16.0	16.6	15.7	3.6	242	4796	WKQI-F
8. WLTI-F (SAC)	291/ 4.3	4.7	4.1	3.7	3.5	4.2	304/4540	4294/11.9	11.6	10.1	3.1	211	2600	WLTI-F
9. WNIC-F (AC)	289/ 4.3	3.9	4.1	3.8	4.0	4.0	296/5074	4753/13.2	12.8	12.2	4.3	287	2866	WNIC-F
10. WJZZ-F (J)	268/ 4.0	3.5	3.8	2.5	2.1	3.5	270/3416	3267/ 9.1	9.5	6.2	5.4	366	3553	WJZZ-F
11. WLLZ-F (AOR)	262/ 3.9	3.6	3.3	4.1	4.7	3.7	282/5293	4746/13.2	12.7	13.3	4.9	332	5049	WLLZ-F
12. WRIF-F (AOR)	252/ 3.7	3.0	3.2	3.8	3.5	3.4	290/5588	4621/12.9	12.0	12.3	4.1	275	4720	WRIF-F
13. WDFX-F (CHR)	251/ 3.7	4.2	4.4	4.5	4.1	4.2	259/5382	4950/13.8	14.6	13.1	5.9	396	6244	WDFX-F
14. WXYT (N)	235/ 3.5	3.0	3.3	3.7	3.4	3.4	239/3235	3085/ 8.6	8.3	7.5	3.9	262	3237	WXYT
WCSX-F (CL AOR)	235/ 3.5	3.6	3.6	3.9	3.3	3.7	273/5320	4510/12.5	12.0	10.6	3.5	238	3725	WCSX-F
16. WMC-F (O)	187/ 2.8	2.6	4.1	2.6	3.6	3.0	207/3497	3257/ 9.1	8.8	9.8	1.9	129	2018	WMC-F
17. CKLW (BB)	153/ 2.3	2.7	3.2	3.2	3.2	2.8	199/3428	2731/ 7.6	7.8	8.5	2.1	139	2065	CKLW
18. WKSG-F (O)	128/ 1.9	2.0	2.7	2.1	2.2	2.2	129/2653	2593/ 7.2	7.1	7.8	2.1	144	1920	WKSG-F
19. WQRS-F (CL)	102/ 1.5	2.2	1.5	1.8	1.8	1.8	115/2190	2008/ 5.6	6.4	4.7	1.6	109	1801	WQRS-F
WGPR-F (B)	102/ 1.5	1.8	1.4	1.6	1.5	1.6	108/2385	2226/ 6.2	6.5	6.6	2.2	145	2371	WGPR-F
21. CKMR-F (O)	95/ 1.4	1.7	2.2	1.9	1.6	1.8	119/2451	1973/ 5.5	6.2	5.4	0.7	50	1063	CKMR-F
22. WMTG (AC)	92/ 1.4	1.6	1.9	1.5	1.0	1.6	98/1363	1330/ 3.7	3.8	2.8	1.5	101	856	WMTG
23. WCXI (C)	88/ 1.3	1.5	1.2	1.5	1.8	1.4	103/1674	1391/ 3.9	4.3	4.7	1.1	76	817	WCXI
24. WQBH (B)	70/ 1.0	1.1	1.4	1.1	1.0	1.1	70/985	985/ 2.7	2.9	3.3	0.7	50	665	WQBH
25. WCHB (B)	58/ 0.9	0.9	1.1	1.0	1.4	1.0	64/892	867/ 2.4	2.2	3.2	1.1	75	962	WCHB

12+ FM SHARE (METRO): 73.38% (4554 of 6206) (WIN 89: 71.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WJLB-F	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WJR >	1 WJR	1 WJOI-F<	1 WJLB-F	1 WJLB-F	1 WJR
2 WDFX-F	2 WHYT-F	2 WNIC-F<	2 WNIC-F<	2 WJR <	2 WWJ	2 WWJ	2 WHYT-F	2 WHYT-F	2 WHYT-F	2 WJLB-F
3 WJLB-F	3 WLLZ-F	3 WKQI-F<	3 WKQI-F<	3 WKQI-F<	3 WJOI-F	3 WJLB-F	3 WWW-F<	3 WJR	3 WJR	3 WJZZ-F
4	4 WRIF-F<	4 WHYT-F	4 WLTI-F	4 WWW-F	4 WWW-F>	4 WKQI-F>	4 WJLB-F<	4 WJOI-F	4 WNIC-F<	4 WWJ
5	5 WCSX-F	5 WRIF-F	WJR	WNIC-F<	5 WXYT	5 WHYT-F	5 WLTI-F	5 WWJ <	5 WDFX-F	5 WXYT
6	6 WNIC-F	WLLZ-F<	WCSX-F	6 WLTI-F<	6 WLTI-F	6 WLLZ-F	6 WWJ	6 WWW-F	6 WWJ	6 WJOI-F
7	7 WKQI-F<	7 WCSX-F	7 WJZZ-F<	7 WJZZ-F<	7 WKQI-F	7 WWW-F	7 WCSX-F<	7 WLTI-F	7 WWW-F<	7
8	8 WDFX-F	8 WLTI-F	8 WWW-F	8 WCSX-F	WJLB-F	8 WNIC-F	8 WNIC-F	8 WKQI-F	8 WJZZ-F	8
9	9	9	WRIF-F	9	9	9	WHYT-F<	9	9	9
10	10	10	10	10	10	10	10 WKQI-F	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHYT-F>	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WLLZ-F>	1 WLLZ-F	1 WRIF-F	1 WRIF-F<	1 WRIF-F
2 WJLB-F	2 WHYT-F	2 WNIC-F>	2 WNIC-F	2 WNIC-F	2 WRIF-F	2 WRIF-F	2 WLLZ-F	2 WLLZ-F	2 WCSX-F<
3 WDFX-F	3 WNIC-F>	3 WHYT-F	3 WLTI-F<	3 WLTI-F	WJLB-F	3 WCSX-F<	3 WCSX-F>	3 WJLB-F<	3 WLLZ-F<
4 WNIC-F	4 WKQI-F	4 WJZZ-F	4 WKQI-F	4 WKQI-F	4 WHYT-F	4 WJLB-F>	4 WJLB-F>	4 WCSX-F	4 WWW-F<
5 WKQI-F	5 WLTI-F<	WCSX-F	5 WHYT-F>	5 WJR	5 WDFX-F>	5 WHYT-F>	5 WHYT-F<	5 WJZZ-F	5 WJR <
6 WLTI-F	6 WDFX-F	6 WKQI-F	6 WMC-F	6 WWW-F<	6 WKQI-F	6 WJZZ-F<	6 WJZZ-F	6 WKQI-F	6 WJLB-F
7 WMC-F	WCSX-F	7 WLTI-F>	7 WJZZ-F<	7 WJZZ-F	WCSX-F<	7 WDFX-F	7 WKQI-F	WJR	7 WJZZ-F<
8 WCSX-F	8 WJZZ-F	8 WMC-F	8 WJR	8 WJOI-F	8 WJZZ-F	8 WKQI-F	8 WWJ	WHYT-F<	8 WWJ
9	9 WMC-F	9 WLLZ-F	9 WDFX-F	9	9	9	WLTI-F	9 WWW-F	9 WKQI-F
10	10	10	10	10	10	10	10	10	10



METRO CUME TSA TSA  
 OTHER RATED STATIONS SHARE/RTG/ AQH/CUME

WHND	560	Monroe/Detroit	0.5/1.9/ 36/ 726
WMUZ-F	103.5	Detroit	0.7/1.8/ 51/ 820
WMXD-F	92.3	DETROIT	0.6/2.8/ 44/1038
WSAQ-F	107.1	Port Huron	0.4/0.8/ 48/ 328
WCRZ-F	107.9	Flint	0.4/0.6/140/1454
WIQB-F	102.9	Ann Arbor	0.5/1.5/ 72/1308
WTWR-F	98.3	Monroe/Toledo	0.4/0.7/ 25/ 363

RADIO STATIONS

AM STATIONS

WCXI,	1130,	50 KW/10 KW (DA-2),	COUNTRY	APR, \$	65.00 (Christal)	Shamrock
WHND,	560,	500 W (DAYS, DA),	OLDIES	US 1, \$	N/A (Mc-Guild)	Greater Media (MONROE)
WJR,	760,	50 KW	MOR/VARIETY	ABC I, \$	235.00 (Katz)	Cap Cities/ABC
WMKM,	1440,	1 KW	GOSPEL	NBN, \$	38.00 (Torbet)	
WMTG,	1310,	5 KW (DA-2)	BLACK	SMN, \$	N/A (Mc-Guild)	Fairmont
WQBH,	1400,	1 KW	BLACK		\$ 48.00 (Patt)	
WWJ,	950,	5 KW (DA-N)	NEWS	CBS, \$	157.00 (CBS)	CBS
WXYT,	1270,	5 KW (DA-N)	NEWS/TALK	NBC, MBS, \$	90.00 (Roslin)	Fritz
CKLW,	800,	50 KW (DA-2)	NOSTALGIA		\$ 76.00 (Banner)	(WINDSOR ONT.)

FM STATIONS

WCSX,	94.7,	10 KW @ 950,	CLASSIC AOR	US 1, \$	109.00 (Mc-Guild)	Greater Media
WKQI,	95.5,	100 KW @ 430,	CHR		\$ 138.00 (HNWH)	Broadcasting Partners
WDFX,	99.5,	21 KW @ 745,	CHR	SOURCE, \$	99.00 (MMR)	Hoker
WGPR,	107.5,	50 KW @ 360,	BLACK	SBN, \$	60.00 (Lazar)	
WHYT,	96.3,	20 KW @ 780,	CHR	ABC C, \$	150.00 (Katz)	Cap Cities/ABC
WJLB,	97.9,	50 KW @ 490,	BLACK		\$ 167.00 (MMR)	Booth/Genesis
WJOI,	97.1,	12 KW @ 802,	BTFL/EZ		\$ 137.00 (CBS)	CBS
WJZZ,	105.9,	20 KW @ 724,	JAZZ		\$ 80.00 (---)	
WKSG,	102.7,	50 KW @ 500,	OLDIES	TRNSTR, \$	90.00 (Durpettl)	Ragan Henry
WLLZ,	98.7,	50 KW @ 480,	AOR	MBS, NBC, \$	150.00 (Banner)	Westinghouse
WLTJ,	93.1,	26 KW @ 600,	SOFT AC		\$ 106.00 (Christal)	Viacom
WMJZ,	103.5,	50 KW @ 500,	RELIGION		\$ 40.00 (---)	Crawford
WNIC,	100.3,	50 KW @ 400,	AC		\$ 161.00 (Mc-Guild)	Fairmont
WQMC,	104.3,	190 KW @ 416,	OLDIES	US 2, \$	140.00 (Republic)	Infinity
WQRS,	105.1,	18 KW @ 782,	CLASSICAL		\$ 80.00 (CMBS)	Marlin
WRIF,	101.1,	27 KW @ 880,	AOR	ABC R, \$	117.00 (Republic)	Great American
WVAE,	92.3,	21 KW @ 742,	JAZZ/NAC		\$ 81.00 (Roslin)	Fritz
WVWW,	106.7,	61 KW @ 508,	COUNTRY	APR, \$	150.00 (Christal)	Shamrock
CKMR,	93.9,	100 KW @ 700,	OLDIES		\$ 62.00 (Banner)	(WINDSOR, ONT)

EL PASO

Arbitron Rank/Pop (12+): 79/454,000  
 MSA Rank/Pop: 88/569,700  
 Average Person Ratings: 19.1  
 Market TSL: 25.00 hours

Stations: 23/18  
 Diaries: 865/525:1/55.6%  
 Sample Target: 840  
 % Below Line: 4.6  
 % Not Listed: 8.2

1989 Revenue: \$13,200,000  
 HH Inc.: \$21,657  
 Retail \$: 2.9 Bill  
 Pop per Station: 25,222  
 #1 Biller: KHEY-AF \$3,400,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F (CHR)	115/13.3	13.0	13.3	14.4	13.4	13.5	136/1601	1396/30.7	28.5	25.9	16.8	153	1320	KPRR-F
2. KLAQ-F (AOR)	94/10.9	12.6	11.6	9.9	10.8	11.3	106/1167	971/21.4	25.5	22.1	15.4	140	1322	KLAQ-F
3. KHEY-F (C)	91/10.5	12.5	11.0	11.6	10.4	11.4	104/1266	1058/23.3	24.8	22.1	13.1	119	1158	KHEY-F
4. KBNA-AF (SP)	59/ 6.8	6.0	6.8	6.9	7.6	6.6	61/814	770/17.0	15.1	17.4	3.8	35	568	KBNA-AF
5. KOFX-F (AC)	56/ 6.5	7.0	3.7	6.8	4.2	6.0	67/840	673/14.8	14.6	11.3	4.9	45	483	KOFX-F
6. KTSM-F (E2)	50/ 5.8	6.1	8.1	8.3	6.7	7.1	62/795	614/13.5	14.1	16.3	4.8	44	542	KTSM-F
7. KLTO-F (AC)	48/ 5.5	3.0	2.8	5.1	5.9	4.1	48/813	771/17.0	10.1	15.0	3.5	32	530	KLTO-F
8. KEZB-F (CHR)	47/ 5.4	3.6	6.2	4.6	4.3	4.9	58/1276	962/21.2	16.7	18.4	6.2	56	897	KEZB-F
9. KAMA (SP)	44/ 5.1	6.5	5.9	4.8	4.9	5.6	59/720	619/13.6	11.7	4.0	4.8	44	519	KAMA
10. KAMZ-F (AC)	36/ 4.2	3.5	4.3	4.7	7.1	4.2	36/711	693/15.3	12.3	18.6	5.6	51	726	KAMZ-F
11. KTSM (N/T)	28/ 3.2	3.6	3.0	2.4	3.1	3.0	30/410	372/ 8.2	8.5	8.6	3.5	32	434	KTSM
12. KHEY (C)	26/ 3.0	4.4	2.6	2.9	2.5	3.2	34/558	431/ 9.5	11.1	10.7	2.9	26	391	KHEY
13. KROD (AC)	22/ 2.5	3.5	2.9	1.9	3.9	2.7	31/613	435/ 9.6	10.2	11.2	2.6	24	394	KROD

12+ FM SHARE (METRO): 77.20% (613 of 794) (WIN 89: 76.39%)

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 KOFX-F<	1 KHEY-F	1 KHEY-F<	1 KPRR-F	1 KHEY-F	1 KPRR-F	1 KPRR-F>	1 KLAQ-F
2 KLAQ-F	2 KPRR-F	2 KHEY-F	2 KLAQ-F<	2 KOFX-F<	2 KTSM-F	2 KHEY-F	2 KLAQ-F>	2 KLAQ-F	2 KLAQ-F>	2 KTSM
3	3 KHEY-F	3 KPRR-F	3 KHEY-F	3 KLAQ-F	3 KBNA-AF	3 KLAQ-F	3 KPRR-F	3 KPRR-F	3 KHEY-F	3 KPRR-F
4	4 KOFX-F	4 KOFX-F	4 KLTO-F	4 KLTO-F	KAMA >	4 KAMA	4 KBNA-AF<	4 KOFX-F	4 KAMZ-F<	KHEY-F
5	5 KLTO-F	5 KLTO-F	5 KBNA-AF	5 KBNA-AF	5 KTSM	5 KLTO-F<	5 KTSM-F	5 KLTO-F	5 KTSM-F<	KHEY
6	6	6 KEZB-F	6 KPRR-F	6 KPRR-F	6	6 KEZB-F	KOFX-F	6 KBNA-AF	6 KOFX-F	6
7	7	7	7	7	7	7 KBNA-AF	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F	1 KHEY-F	1 KLTO-F	1 KHEY-F	1 KHEY-F	1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F>	1 KLAQ-F
2 KHEY-F>	2 KPRR-F	2 KOFX-F	2 KPRR-F	2 KLTO-F	2 KPRR-F>>	2 KPRR-F>	2 KOFX-F>	2 KHEY-F	2 KOFX-F
3 KLAQ-F	3 KLTO-F	3 KHEY-F>	3 KLTO-F	3 KOFX-F	3 KHEY-F>	3 KOFX-F	3 KHEY-F	3 KPRR-F	3 KHEY-F>
4 KBNA-AF	4 KOFX-F	4 KPRR-F	4 KOFX-F	4 KBNA-AF	4 KEZB-F>	KHEY-F	4 KPRR-F	KOFX-F	4 KBNA-AF
5 KEZB-F>	KLAQ-F	KLAQ-F	5 KBNA-AF<	KEZB-F	5 KR0D >	5	KLTO-F	5	KLTO-F
6 KLTO-F>	6 KEZB-F	KEZB-F	6 KLAQ-F<	6 KPRR-F	6	6	6 KBNA-AF>	6	6
7 XHGU-F	7	7	7 KEZB-F	7	7	7	7	7	7
KAMZ-F>	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
KELP 1590 El Paso	0.7/2.1/	9/ 122
KEZB 1150 El Paso	1.3/4.2/	11/ 192
KPAS-F 103.1 Fabens/El Paso	1.2/1.7/	10/ 77
KVIV 1340 El Paso	1.2/3.0/	11/ 144
XHGU-F 105.9 Ciudad Juarez	0.6/3.5/	5/ 167
XHIM-F 105.1 Ciudad Juarez	0.9/3.0/	8/ 138
XHNZ-F 107.5 Ciudad Juarez	0.8/3.0/	7/ 136
XHPX-F 98.3 Ciudad Juarez	0.8/2.8/	7/ 126
XROK 800 Ciudad Juarez	1.5/4.1/	14/ 204

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2), HISPANIC	, \$ 33.00 (Caballero)	Pinnacle
KBNA, 920, 1 KW/500 W (DA-N), SIMULCAST WITH KBNA-F		
KHEY, 690, 10 KW (DA-2), COUNTRY	ABC I, \$ N/A (Katz)	
KR0D, 600, 5 KW (DA-2), OLDIES	ABC E, \$ 18.00 (HNWH)	
KTSM, 1380, 5 KW/500 W, TALK/NEWS	TALKNT, CBS, \$ 20.00 (HNWH)	
KAMZ-F, 93.1, 30 KW @ 1190, AC	, \$ 31.00 (Eastman)	Pinnacle
KBNA-F, 97.5, 60 KW @ 1080, HISPANIC	, \$ 40.00 (Katz Hisp.)	Tichenor
KEZB-F, 93.9, 96 KW @ 1210, CHR	, \$ 34.00 (Christal)	
KHEY-F, 96.3, 88 KW @ 1388, COUNTRY	, \$ 70.00 (Katz)	
KLAQ-F, 95.5, 100 KW @ 1390, AOR	ABC R, \$ 50.00 (HNWH)	
KLTO-F, 94.7, 61 KW @ 1080, AC	, \$ 29.00 (Republic)	
KOFX-F, 92.3, 100 KW @ 1860, AC	US 1, \$ 30.00 (Mc-Guild)	
KPRR-F, 102.1, 100 KW @ 1190, CHR	, \$ 41.00 (Torbet)	
KTSM-F, 99.9, 100 KW @ 1800, BTFL/EZ	NBC, CBS, \$ 30.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 71/505,300  
 MSA Rank/Pop: 82/611,000  
 Average Person Ratings: 16.3  
 Market TSL: 21.75 hours

Stations: 27/25  
 Diaries: 936/540:1/50.0%  
 Sample Target: 890  
 % Below Line: 0.8  
 % Not Listed: 14.9

1989 Revenue: \$18,500,000  
 HH Inc.: \$27,283  
 Retail \$: 3.8 Bill  
 Pop per Station: 20,212  
 #1 Biller: KMJ \$3,100,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KNAX-F (C)	82/10.0	8.6	9.2	5.6	7.0	8.4	111/969	817/16.2	16.1	15.0	9.0	76	796	KNAX-F
2. KMJ (N/T)	81/ 9.8	11.1	5.8	7.6	11.6	8.6	139/1812	1064/21.1	21.4	20.3	9.3	79	770	KMJ
3. KBOS-F (CHR)	61/ 7.4	9.0	8.3	8.1	7.5	8.2	140/1930	952/18.8	17.1	18.9	11.6	98	1316	KBOS-F
4. KYNO-F (CHR)	50/ 6.1	6.0	5.4	4.8	4.6	5.6	74/1324	952/18.8	17.4	14.2	7.8	66	1077	KYNO-F
5. KJOI-F (EZ)	49/ 5.9	4.7	5.7	8.8	6.1	6.3	88/1193	653/12.9	13.7	12.7	6.4	54	691	KJOI-F
6. KFRE (C)	40/ 4.9	4.1	2.3	4.0	3.0	3.8	85/1121	502/ 9.9	8.8	7.7	3.7	31	403	KFRE
7. KKDJ-F (AOR)	34/ 4.1	6.1	5.5	5.5	8.3	5.3	57/1058	664/13.1	13.0	15.5	7.3	62	733	KKDJ-F
8. KFSO-F (O)	32/ 3.9	5.7	5.3	5.0	5.4	5.0	74/1179	617/12.2	14.2	14.3	3.9	33	540	KFSO-F
9. KRZR-F (AOR)	30/ 3.6	5.2	4.8	5.1	5.9	4.7	55/978	593/11.7	13.1	17.5	7.3	62	876	KRZR-F
KFYE-F (AC)	30/ 3.6	3.1	1.8	2.9	3.3	2.8	49/902	539/10.7	9.2	8.9	2.5	21	589	KFYE-F
11. KTHT-F (AC)	29/ 3.5	2.2	1.7	1.8	2.0	2.3	38/744	541/10.7	8.2	5.1	3.9	33	397	KTHT-F
12. KEZL-F (J/NA)	24/ 2.9	2.8	2.4	2.2	1.2	2.6	30/311	280/ 5.5	4.6	2.3	2.6	22	325	KEZL-F
13. KFIG-F (AC)	23/ 2.8	2.5	3.8	3.5	3.9	3.2	24/500	468/ 9.3	9.1	13.2	1.5	13	567	KFIG-F
14. KGST (SP)	22/ 2.7	3.8	4.0	4.5	2.5	3.8	30/414	331/ 6.6	6.6	5.2	2.5	21	259	KGST
15. KZRZ-F (AOR)	20/ 2.4	1.7	2.4	2.2	3.3	2.2	47/551	253/ 5.0	5.2	8.1				KZRZ-F
16. KEYQ (BB)	16/ 1.9	1.0	1.5	0.9	---	1.3	19/273	223/ 4.4	2.3	0.0	0.5	4	129	KEYQ
17. KMX-F (SP)	13/ 1.6	0.7	0.6	0.9	0.8	0.9	16/262	226/ 4.5	2.8	2.7	0.2	2	131	KMX-F

12+ FM SHARE (METRO): 69.61% (488 of 701) (WIN 89: 73.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F	1 KBOS-F>	1 KNAX-F	1 KNAX-F>	1 KNAX-F	1 KMJ	1 KMJ >	1 KNAX-F	1 KNAX-F	1 KBOS-F<	1 KMJ >>
2 KYNO-F>>	2 KRZR-F	2 KBOS-F	2 KMJ	2 KMJ >	2 KNAX-F>	2 KNAX-F>	2 KMJ	2 KBOS-F	2 KMJ	2 KFYE-F>
3	3 KKDJ-F	3 KKDJ-F	3 KFSO-F<	3 KFSO-F<	3 KJOI-F	3 KFRE <	3 KJOI-F>	3 KYNO-F>	3 KYNO-F>	3 KZRZ-F
4	4 KYNO-F	4 KMJ <	4 KKDJ-F	4 KFRE	4 KFRE >	4 KBOS-F	4 KFRE	4 KJOI-F<	4 KNAX-F<	4 KYNO-F
5	5 KTHT-F	5 KYNO-F	5 KFRE	5 KKDJ-F<	5 KFSO-F	5 KJOI-F	5	5 KMJ <	5 KRZR-F	5 KFRE
6	6 KNAX-F<	6 KFSO-F	6	6 KJOI-F	6	6	6	6 KKDJ-F	6	6 KFSO-F
7	7 KZRZ-F	7 KTHT-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F	1 KBOS-F	1 KRZR-F	1 KNAX-F>	1 KNAX-F>	1 KBOS-F>>	1 KKDJ-F	1 KKDJ-F>	1 KKDJ-F	1 KMJ >
2 KNAX-F	2 KRZR-F	2 KBOS-F	2 KMJ	2 KJOI-F	2 KZRZ-F	2 KMJ	2 KMJ	2 KMJ	2 KNAX-F
3 KYNO-F	3 KNAX-F	3 KTHT-F	3 KYNO-F	3 KFSO-F>	3 KYNO-F	3 KZRZ-F	3 KFYE-F	3 KNAX-F	3 KFRE
4 KRZR-F	4 KYNO-F	4 KNAX-F	4 KFSO-F	4 KYNO-F	4 KTHT-F	4 KYNO-F	4 KZRZ-F	4 KFRE	4 KKDJ-F>
5 KZRZ-F	5 KTHT-F	5 KJOI-F	5 KJOI-F	5 KBOS-F	5 KRZR-F	5 KYNO-F	5 KYNO-F	5 KBOS-F	5 KFSO-F
6	6	6	6 KTHT-F	6 KMJ	6 KKDJ-F	6 KRZR-F	6 KRZR-F	6 KFYE-F	6 KEZL-F
7	7	7	7 KRZR-F	7	7	7	7	7	7 KFYE-F

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
KBIF 900 Fresno	0.6/1.5/	5/ 86
KFIG 1430 Fresno	0.5/2.0/	4/ 103
KKAM 1340 Fresno	0.5/1.8/	4/ 105
KOQO 790 Clovis/Fresno	1.2/1.9/	23/ 141
KOQO-F 101.9 Fresno	1.3/3.9/	18/ 363
KRDU 1130 Dinuba	0.6/2.4/	12/ 213
KXEX 1550 Fresno	1.5/4.0/	12/ 222
KYNO 1300 Fresno	0.8/4.3/	22/ 383

RADIO STATIONS

KFRE, 940, 50 KW (DA-2), COUNTRY	ABC D, \$ 30.00 (HNWH)	First Sierra
KGST, 1600, 5 KW (DA-N), HISPANIC	\$ 24.00 (Lotus)	Lotus
KKAM, 1340, 1 KW, BLACK	CBS, \$ 20.00 (CBS)	
KMJ, 580, 5 KW, NEWS/TALK	TALKNT, \$ 53.00 (Katz)	Henry
KOQO, 790, 500W (DAYS, DA), HISPANIC	CRC, \$ 21.00 (Caballero)	Group III
KXEX, 1550, 5 KW/2.5 KW (DA-2), HISPANIC	\$ 23.00 (SBS)	
KYNO, 1300, 5 KW/1 KW (DA-N), OLDIES	SMN, \$ 19.00 (Banner)	Brown
KBOS-F, 94.9, 16 KW @ 847, CHR	ABC F, \$ 37.00 (CBS)	(TULARE)
KCLQ-F, 107.5, 21 KW @ 790, AOR	\$ 31.00 (Republic)	Liggett (HANFORD)
KEZL-F, 96.7, 25 KW @ 300, SOFT AC	\$ 22.00 (K & P)	(FOWLER)
KFIG-F, 101.1, 50 KW @ 310, AC	\$ 40.00 (Eastman)	
KFSO-F, 92.9, 10 KW @ 800, OLDIES	\$ 40.00 (CBS)	Americom (VISALIA)
KFYE-F, 93.7, 68 KW @ 1912, AC	\$ 32.00 (Katz)	Henry
KJFX-F, 95.7, 18 KW @ 850, CLASSIC AOR	SMN, \$ 42.00 (Banner)	Brown
KKDJ-F, 105.9, 2 KW @ 1960, AOR	\$ 48.00 (Durpetti)	
KRZR-F, 103.7, 50 KW @ 500, CHR	\$ 38.00 (Christal)	Olympia (HANFORD)
KNAX-F, 97.9, 48 KW @ 290, COUNTRY	ABC E, \$ 40.00 (HNWH)	First Sierra
KJOI-F, 98.9, 19 KW @ 820, BTFL/EZ	\$ 35.00 (MMR)	
KOQO-F, 101.9, 2 KW @ 1870, HISPANIC	CRC, \$ 27.00 (Caballer)	Group III
KTHT-F, 102.7, 50 KW @ 500, SOFT AC	\$ 30.00 (Christal)	

MISCELLANEOUS COMMENTS: KEAP-A changes calls to KEYQ-A as of January...KOJY-F changes to KJOI-F as of February  
 KCLQ-F changes to KZRZ-F as of February, 1990...

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/544,500  
 MSA Rank/Pop: 71/669,000  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 21/16  
 Diaries: 1045/521:1/62.7%  
 Sample Target: 920  
 % Below Line: 7.7  
 % Not Listed: 15.5

1989 Revenue: \$23,800,000  
 HH Inc.: \$31,191  
 Retail \$: 5.1 Bil  
 Pop per Station: 34,031  
 #1 Biller: WCUZ-AF \$3,800,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WOOD-F (EZ)	88/ 9.7	9.5	10.2	11.4	7.8	10.2	145/1888	1111/20.4	19.7	19.5	6.8	67	1063	WOOD-F
2. WGRD-F (CHR)	82/ 9.1	8.0	10.6	8.3	7.7	9.0	127/2162	1259/23.1	24.8	25.4	14.3	141	1749	WGRD-F
3. WCUZ-F (C)	77/ 8.5	11.0	7.0	7.0	8.0	8.4	130/1558	941/17.3	20.8	17.8	5.7	56	714	WCUZ-F
4. WODJ-F (O)	67/ 7.4	3.9	0.4	0.7	0.6	3.1	117/1798	1053/19.3	8.7	2.6	7.8	77	808	WODJ-F
5. WLHT-F (AC)	65/ 7.2	7.7	7.8	7.7	7.9	7.6	76/1051	782/14.4	18.4	17.4	7.4	73	726	WLHT-F
6. WOOD (MOR)	59/ 6.5	6.4	5.5	7.4	7.2	6.4	65/884	800/14.7	13.3	13.6	5.1	50	484	WOOD
7. WLAV-F (AOR)	58/ 6.4	8.5	5.8	7.9	7.7	7.2	87/1261	813/14.9	17.6	18.6	8.1	80	1032	WLAV-F
8. WKLQ-F (CHR)	53/ 5.8	6.5	5.6	4.4	8.0	5.6	89/1492	898/16.5	19.3	23.4	6.6	65	1430	WKLQ-F
9. WMUS-F (C)	45/ 5.0	4.4	4.2	4.8	5.5	4.6	115/1388	561/10.3	9.4	11.6	4.0	39	507	WMUS-F
10. WJFM-F (O)	27/ 3.0	5.5	6.0	3.7	6.2	4.6	55/1081	542/10.0	12.7	17.1	3.1	31	588	WJFM-F
WFUR-F (REL)	27/ 3.0	2.0	0.7	2.3	2.9	2.0	31/583	475/ 8.7	8.5	8.6	2.4	24	547	WFUR-F
12. WYXX-F (AC)	26/ 2.9	1.6	2.7	2.1	2.4	2.3	39/651	407/ 7.5	7.3	7.7	1.6	16	319	WYXX-F
13. WSNX-F (CHR)	25/ 2.8	3.2	5.6	3.7	5.0	3.8	106/1561	557/10.2	11.9	13.7	4.4	43	567	WSNX-F
14. WJQK-F (REL)	14/ 1.5	0.8	1.0	1.0	0.9	1.1	15/378	310/ 5.7	3.9	3.2	2.0	20	244	WJQK-F
WCUZ (C)	14/ 1.5	1.5	3.0	3.1	2.7	2.3	15/393	370/ 6.8	5.6	6.0	1.0	10	279	WCUZ

12+ FM SHARE (METRO): 85.38% (654 of 766) (WIN 89: 83.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WLAV-F	1 WODJ-F<	1 WODJ-F	1 WODJ-F	1 WOOD-F	1 WOOD-F	1 WOOD-F<	1 WGRD-F	1 WGRD-F>	1 WCUZ-F>>
2	2 WGRD-F	2 WLHT-F	2 WLHT-F	2 WLHT-F	2 WCUZ-F	2 WCUZ-F<	2 WLHT-F>	2 WOOD-F	2 WOOD-F	2 WKLQ-F
3	3 WKLQ-F	3 WLAV-F	3 WLAV-F	3 WCUZ-F	3 WOOD	3 WOOD	3 WODJ-F	3 WODJ-F<	3 WOOD	3 WOOD
4	4 WLHT-F>	4 WGRD-F	4 WCUZ-F	4 WLAV-F	4 WODJ-F>	4 WLHT-F	4 WCUZ-F	4 WLHT-F<	4 WKLQ-F	4 WOOD-F
5	5 WODJ-F	5 WKLQ-F	5 WMUS-F	5 WOOD-F<	5 WLHT-F	5 WGRD-F	5 WLAV-F	5 WGRD-F	5 WCUZ-F<	5 WODJ-F
6	6 WSNX-F	6 WCUZ-F	6 WGRD-F	6 WMUS-F	6 WMUS-F	6 WODJ-F	6 WGRD-F	6 WCUZ-F	6 WODJ-F<	6 WLHT-F
7	7 WJFM-F	7	7	7	7	7	7	7	7 WLAV-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F	1 WGRD-F	1 WGRD-F	1 WLHT-F	1 WLHT-F	1 WLAV-F	1 WLAV-F>	1 WLAV-F>	1 WLAV-F	1 WODJ-F
2 WLHT-F	2 WLHT-F>	2 WLHT-F	2 WGRD-F	2 WOOD-F<	2 WKLQ-F	2 WKLQ-F>	2 WKLQ-F>	2 WODJ-F	2 WCUZ-F
3 WKLQ-F	3 WKLQ-F	3 WLAV-F	3 WODJ-F	3 WODJ-F	3 WGRD-F	3 WJFM-F	3 WJFM-F	3 WCUZ-F	3 WLAV-F
4 WSNX-F>	4 WLAV-F	4 WODJ-F	4 WKLQ-F	4 WOOD	4 WCUZ-F>>	4 WCUZ-F	4 WLHT-F	4 WKLQ-F	4 WLHT-F
5 WYXX-F	5 WSNX-F	5	5 WOOD-F	5 WGRD-F	5	5 WJFM-F	5 WODJ-F	5 WGRD-F	5 WJFM-F
6	6	6	6 WOOD	6 WCUZ-F	6	6 WODJ-F	6	6 WJFM-F	6 WMUS-F
7	7	7	7	7	7	7	7	7 WJFM-F	7 WKLQ-F

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WFUR 1570	Grand Rapids	0.1/1.1/ 1/ 62
WHTC 1450	Holland	1.0/3.1/ 14/ 268
WKTH 1410	Grand Rapids	0.4/1.9/ 4/ 110
WKWM 1140	Kentwood/Gr.Rpd	1.4/2.2/ 13/ 119
WLAV 1340	Grand Rapids	0.9/2.0/ 8/ 111
WWJQ 1260	Zeeland/Holland	0.4/1.5/ 5/ 126

RADIO STATIONS

AM STATIONS

WCUZ, 1230, 1 KW	, SEE WCUZ-F	
WFUR, 1570, 1 KW	, RELIGION	, \$ 10.00 (Patt)
WKWM, 1140, 5 KW (DAYS,DA)	, BLACK	SBN, \$ 16.00 (Patt) Kuiper
WOOD, 1300, 5 KW (DA-N)	, MOR	NBC, \$ 55.00 (Katz) United Artists

FM STATIONS

WCUZ-F, 101.3, 50 KW @	420, COUNTRY	ABC I, \$ 75.00 (Christal)	Federated
WFUR-F, 102.9, 48 KW @	510, RELIGION	, \$ 15.00 (Patt)	Kuiper
WGRD-F, 97.9, 13 KW @	590, CHR	ABC C, \$ 35.00 (Durpetti)	Regional
WJFM-F, 93.7, 320 KW @	780, OLDIES	CBS, \$ 31.00 (Mc-Guild)	
WKLQ-F, 94.5, 50 KW @	500, CHR/AOR	ABC F, \$ 50.00 (Eastman)	Bloomington (HOLLAND)
WLAV-F, 96.9, 50 KW @	500, AOR	SOURCE, \$ 70.00 (MMR)	Adams
WLHT-F, 95.7, 41 KW @	554, AC	, \$ 65.00 (Republic)	Liggett
WOOD-F, 105.7, 265 KW @	810, BTFL/EZ	, \$ 61.00 (Katz)	United Artists
WYXX-F, 96.1, 50 KW @	420, SOFT AC	, \$ 24.00 (Patt)	(HOLLAND)
WMUS-F, 106.9, 50 KW @	480, COUNTRY	ABC D, \$ 36.00 (HNWH)	(MUSKEGON)
WODJ-F, 107.3, 50 KW @	500, OLDIES	UPI, MBS, \$ 14.00 (Patt)	Goodrich (GREENVILLE)
WSNX-F, 104.5, 50 KW @	360, CHR	, \$ 33.00 (Banner)	Goodrich (MUSKEGON)

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/787,400  
 MSA Rank/Pop: 57/913,600  
 ADI # 47  
 Average Person Ratings: 17.8  
 Market TSL: 23.00 hours

Stations: 30/24  
 Diaries: 1091/722:1/55.9%  
 Sample Target: 1100  
 % Below Line: 3.1  
 % Not Listed: 11.4

1989 Revenue: \$22,000,000  
 HH Inc.: \$26,025  
 Retail \$: 7.3 Bill  
 Pop per Station: 32,808  
 #1 Biller: WTQR-F \$4,250,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	255/18.2	13.8	15.3	15.9	15.1	15.8	433/4077	2295/29.1	22.9	28.9	19.1	262	2447	WTQR-F
2. WKRR-F (AOR)	143/10.2	9.6	11.4	9.2	8.1	10.1	200/2365	1523/19.3	17.5	18.7	10.4	143	1450	WKRR-F
3. WJMH-F (B)	99/ 7.1	8.8	7.1	11.5	7.6	8.6	172/2186	1558/19.8	18.6	17.2	12.0	165	1548	WJMH-F
4. WWWB-F (AC)	81/ 5.8	5.2	4.6	3.9	4.4	4.9	123/1734	1047/13.3	11.7	11.5	2.6	36	655	WWWB-F
WSJS (N/T)	81/ 5.8	4.5	3.8	4.8	5.1	4.7	82/855	832/10.6	9.6	13.2	4.4	60	756	WSJS
WQMG-F (B)	81/ 5.8	4.5	4.8	4.0	4.1	4.8	114/1335	914/11.6	9.9	10.6	6.9	94	1372	WQMG-F
WMAG-F (AC)	81/ 5.8	6.9	5.0	5.7	5.5	5.8	143/1753	1082/13.7	15.4	13.6	5.8	80	1110	WMAG-F
8. WKZL-F (CHR)	66/ 4.7	6.0	5.6	5.8	5.5	5.5	103/2037	1304/16.6	14.6	18.2	6.7	92	1279	WKZL-F
9. WKSI-F (CHR)	59/ 4.2	3.9	3.4	3.9	3.9	3.8	106/1958	1147/14.6	13.1	15.2	4.7	64	1251	WKSI-F
10. WWMY-F (EZ)	48/ 3.4	3.0	1.9	2.4	3.2	2.7	69/876	547/ 6.9	8.0	5.9	2.4	33	310	WWMY-F
WMQX-F (O)	48/ 3.4	4.9	4.2	4.2	4.8	4.2	99/1634	885/11.2	12.9	12.1	4.7	65	859	WMQX-F
12. WMFR (AC)	26/ 1.9	1.9	1.5	2.7	2.0	2.0	26/307	307/ 3.9	5.0	3.9	2.0	28	367	WMFR
13. WPCM-F (C)	22/ 1.6	1.4	1.9	2.0	1.1	1.7	83/1256	359/ 4.6	4.3	5.5	0.8	11	228	WPCM-F
14. WWGL-F (REL)	18/ 1.3	1.0	2.3	1.4	0.8	1.5	24/478	340/ 4.3	3.2	2.7	1.1	15	233	WWGL-F
WHPE-F (REL)	18/ 1.3	1.4	1.1	2.2	2.0	1.5	36/639	382/ 4.9	3.7	4.1	1.1	15	396	WHPE-F

12+ FM SHARE (METRO): 85.86% (1063 of 1238) (WIN 89: 81.85%)

	TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F	1 WKRR-F>	1 WTQR-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WJMH-F<	1 WTQR-F>>
2 WKSI-F	2 WTQR-F	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS >	2 WKRR-F	2 WKRR-F>	2 WKRR-F>	2 WTQR-F<	2 WJMH-F<
3 WKZL-F>>	3 WJMH-F<	3 WMAG-F<	3 WMAG-F	3 WMAG-F<	3 WMAG-F<	3 WWWB-F	3 WSJS	3 WJMH-F>	3 WWWB-F	3 WKRR-F	3 WQMG-F
4	4 WQMG-F	4 WJMH-F<	4 WWWB-F	4 WWWB-F	4 WWMY-F	4 WMAG-F	4 WMAG-F>	4 WMAG-F>	4 WMAG-F	4 WKSI-F>	4 WSJS
5	5 WMAG-F	5 WQMG-F<	5 WJMH-F<	5 WJMH-F<	5 WMAG-F	5 WWWB-F	5 WWWB-F	5 WWMY-F	5 WWWB-F	5 WQMG-F	5 WKRR-F
6	6 WKZL-F<	6 WWWB-F	6 WQMG-F	6 WQMG-F	6 WKRR-F	6	6	6	6 WQMG-F	6 WKZL-F	6 WMFR
7	7 WWWB-F	7	7 WMQX-F	7 WMQX-F	7 WMQX-F	7	7	7	7	7	7 WWWB-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 WKRR-F>	1 WKRR-F>	1 WKRR-F	1 WTQR-F	1 WTQR-F>	1 WKRR-F>	1 WKRR-F>	1 WKRR-F>	1 WTQR-F<	1 WTQR-F>
2 WKZL-F	2 WMAG-F	2 WMAG-F>	2 WKRR-F	2 WMAG-F	2 WTQR-F	2 WTQR-F>	2 WTQR-F>	2 WKRR-F>	2 WKRR-F>
3 WQMG-F	3 WQMG-F	3 WTQR-F	3 WMAG-F>	3 WKRR-F	3 WJMH-F	3 WJMH-F	3 WQMG-F	3 WJMH-F	3 WWWB-F
4 WWWB-F	WKZL-F	WJMH-F	4 WWWB-F<	4 WWWB-F	4 WQMG-F>	4 WQMG-F>>	WJMH-F	4 WQMG-F	4 WJMH-F
5 WJMH-F	WJMH-F	5 WQMG-F	5 WQMG-F	5 WQMG-F	5 WKSI-F>	5 WWWB-F	5	5 WWWB-F>	5 WQMG-F
6 WKSI-F	6 WTQR-F	6 WKZL-F	6 WJMH-F<	6 WJMH-F	6	6	6	6 WMAG-F	6 WMQX-F<
7 WTQR-F	7 WWWB-F	7 WWWB-F	7 WKZL-F	7 WMQX-F	7	7	7	7 WMQX-F	7 WMAG-F

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
WAAA 980 Winston-Salem	0.8/3.1/	11/ 247		
WKRR 1400 Greensboro	0.6/2.5/	9/ 195		
WKZL 1260 Asheboro	0.4/1.9/	9/ 172		
WMQX 1340 Winston-Salem	0.2/1.0/	3/ 83		
WPET 950 Greensboro	0.6/1.4/	9/ 133		
WQMG 1510 Greensboro	0.6/1.8/	9/ 142		
WSHX 1500 Winston-Salem	0.3/1.0/	4/ 75		
WTNC 790 Thomasville	1.0/1.6/	14/ 128		
WTOB 1380 Winston-Salem	0.3/1.4/	4/ 112		
WDCC-F 105.1 Durham/Raleigh			0.4/2.8/	38/ 934
WFMX-F 105.7 Statesville			1.1/3.9/	32/ 665
WXXC-F 104.7 Charlotte			0.4/1.8/	22/ 462
WRFX-F 99.7 Kannapolis/Chrl			0.5/0.8/	30/ 347
WROV-F 96.3 Martinsville			0.4/1.3/	33/ 360
WSOC-F 103.7 Charlotte			0.4/1.7/	74/ 917

RAID STATIONS

WAAA, 980, 1 KW	, BLACK	NBN, \$ 17.00 (---)	
WMFR, 1230, 1 KW	, NOSTALGIA	ABC I, APR, \$ 25.00 (MMR)	Voyager
WSJS, 600, 5 KW (DA-2)	, MOR	NBC, MBS, \$ 49.00 (Mc-Guild)	New Market
WHPE-F, 95.5, 100 KW @ 440,	RELIGION	, \$ 14.00 (---)	
WJMH-F, 102.1, 61 KW @ 1160,	URBAN/CHR	, \$ 50.00 (HNWH)	Beasley (REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1276,	CLASSIC AOR	, \$ 68.00 (MMR)	Dick
WKSI-F, 98.7, 100 KW @ 800,	CHR	, \$ 47.00 (Republic)	Bahakel
WKZL-F, 107.5, 100 KW @ 500,	CHR	ABC R, \$ 55.00 (Katz)	Nationwide
WMAG-F, 99.5, 100 KW @ 1500,	AC	, \$ 75.00 (MMR)	Voyager
WMQX-F, 93.1, 100 KW @ 1050,	OLDIES	, \$ 40.00 (Durpetti)	Ralph Guild
WPCM-F, 101.1, 100 KW @ 1176,	COUNTRY	MBS, \$ N/A (---)	(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 550,	BLACK	RADRAD, \$ 43.00 (HNWH)	
WTQR-F, 104.1, 100 KW @ 1420,	COUNTRY	MBS, \$ 95.00 (Mc-Guild)	New Market
WWMY-F, 94.5, 100 KW @ 1000,	BTFL/EZ	US 2, \$ 25.00 (Katz)	(EDEN)
WWWB-F, 100.3, 100 KW @ 1049,	AC	US 2, \$ 44.00 (Mc-Guild)	

HARRISBURG

Arbitron Rank/Pop (12+): 74/497,200  
 MSA Rank/Pop: 87/584,900  
 ADI # 46 (w/York & Lancaster)  
 Average Person Ratings: 17.7  
 Market TSL: 23.25 hours

Stations: 26/16  
 Diaries: 946/526:1/58.9%  
 Sample Target: 880  
 % Below Line: 21.0  
 % Not Listed: 14.7

1989 Revenue: \$13,100,000  
 HH Inc.: \$29,989  
 Retail \$: 5.2 Bill  
 Pop per Station: 31,075  
 #1 Biller: WYNNK-F \$5,700,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	135/15.3	19.6	17.0	19.0	19.9	17.7	157/2212	1757/35.3	37.1	35.8	24.9	167	1706	WNNK-F
2. WRKZ-F (C)	61/ 6.9	9.7	7.2	9.9	10.7	8.4	163/2001	743/14.9	16.7	18.0	5.8	39	469	WRKZ-F
3. WTPA-F (AOR)	59/ 6.7	6.6	6.3	6.6	5.8	6.6	90/1035	701/14.9	12.6	13.0	10.4	70	605	WTPA-F
4. WHP (MOR)	56/ 6.4	5.9	5.4	6.1	8.7	5.9	68/879	684/13.8	15.7	15.5	8.5	57	817	WHP
5. WNCE-F (EZ)	51/ 5.8	4.5	6.0	7.4	5.7	5.9	170/1701	642/12.9	8.8	12.9	4.0	27	283	WNCE-F
6. WWKL-F (AC)	47/ 5.3	3.6	4.6	2.9	3.1	4.1	74/886	481/ 9.7	7.9	6.0	5.5	37	395	WWKL-F
7. WXBB-F (AC)	44/ 5.0	0.9	0.9	1.1	2.3	2.0	50/742	545/11.0	4.4	7.0				WXBB-F
8. WQXA-F (CHR)	42/ 4.8	5.6	3.9	2.8	2.3	4.3	108/1646	721/14.5	14.4	12.9	6.3	42	531	WQXA-F
9. WIMX-F (AC)	36/ 4.1	5.4	4.1	4.6	5.8	4.6	42/775	656/13.2	12.5	14.9	2.8	19	442	WIMX-F
WHYL (BB)	36/ 4.1	3.6	0.7	0.2	0.5	2.1	44/504	419/ 8.4	5.9	0.0	3.0	20	193	WHYL
11. WLBR (MOR)	31/ 3.5	2.0	3.0	2.2	2.3	2.7	32/450	407/ 8.2	6.5	8.4				WLBR
12. WDAC-F (REL)	24/ 2.7	1.7	0.9	0.8	1.2	1.5	89/983	307/ 6.2	4.7	5.7	0.7	5	115	WDAC-F
13. WHTF-F (AOR)	21/ 2.4	1.8	2.9	1.7	1.6	2.2	77/1174	366/ 7.4	5.7	6.4	1.2	8	189	WHTF-F
14. WHYL-F (C)	18/ 2.0	2.6	2.9	3.9	2.5	2.8	22/341	292/ 5.9	5.8	7.6	2.1	14	218	WHYL-F

12+ FM SHARE (METRO): 79.49% (597 of 751) (WIN 89: 81.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F	1 WNNK-F	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>	1 WRKZ-F<	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>>	1 WQXA-F	1 WRKZ-F
2 WQXA-F	2 WTPA-F>>	2 WTPA-F	2 WWKL-F	2 WWKL-F	2 WNNK-F<	2 WHP	2 WTPA-F	2 WTPA-F	2 WNNK-F>>	2 WNNK-F>
3	3 WQXA-F	3 WWKL-F	3 WTPA-F	3 WRKZ-F<	3 WHP	3 WTPA-F	3 WWKL-F	3 WRKZ-F	3 WNCE-F>	3 WHP
4	4 WXBB-F	4 WRKZ-F	4 WRKZ-F	4 WTPA-F	4 WNCE-F>	4 WRKZ-F>	4 WNCE-F<	4 WNNK-F	4 WRKZ-F	4 WLBR
5	WIMX-F	5 WIMX-F	5 WXBB-F	5 WXBB-F<	5 WHYL	5 WNCE-F<	5 WRKZ-F	5 WXBB-F	5 WXBB-F	5
6	6 WWKL-F	6	6	6 WNCE-F<	6	6 WWKL-F	WHP <	6 WWKL-F<	6 WTPA-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WTPA-F>>	1 WTPA-F>	1 WTPA-F>	1 WTPA-F	1 WNNK-F<
2 WQXA-F>	2 WTPA-F	2 WWKL-F	2 WIMX-F	2 WNCE-F	2 WNNK-F>>	2 WNNK-F>	2 WNNK-F>	2 WNNK-F	2 WWKL-F
3 WTPA-F	WIMX-F	WIMX-F	3 WRKZ-F	3 WXBB-F	3 WYCR-F	3 WHTF-F>	3 WHTF-F>	3 WWKL-F>	3 WTPA-F
4 WIMX-F>>	4 WQXA-F	4 WTPA-F	4 WQXA-F	WWKL-F	4 WQXA-F	4 WQXA-F	4 WXBB-F	4 WRKZ-F	4 WRKZ-F>
5 WXBB-F>	5 WXBB-F	5 WXBB-F>>	WRKZ-F	WRKZ-F	4 WHIT-F>>	5 WXBB-F>	5 WQXA-F	5 WHTF-F	5 WXBB-F
6	WWKL-F>>	6	WTPA-F	WIMX-F>	6	6	WWKL-F	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WAHT 1510	Annville-Cleona	0.5/1.8/ 7/ 130
WCMB 1460	Harrisburg	1.3/4.9/ 14/ 319
WHGB 1400	Harrisburg	0.5/1.4/ 6/ 88
WKBO 1230	Harrisburg	1.0/3.3/ 12/ 204
WUFM-F 100.1	Lebanon	1.4/3.1/ 13/ 182
WWII 720	Shimnstown/Hrsb	0.3/1.6/ 3/ 102
WARM-F 103.3	York	1.8/5.2/164/1862
WGCB-F 96.1	Gettysburg	0.6/1.7/ 14/ 265
WGRX-F 100.7	Westmstr/Balt.	0.6/2.8/ 28/ 568
WGTY-F 107.7	Gettysburg	0.3/2.0/ 61/ 661
WLAN-F 96.9	Lancaster	0.7/3.8/ 73/1387
WYCR-F 98.5	York/Hanover	1.4/5.7/ 71/1427

SOUND STATIONS

WCMB, 1460,	5 KW (DA-N)	, OLDIES	NBC, TALKNT,	\$ 20.00 (Eastman)
WHP, 580,	5 KW (DA-N)	, MOR	CBS, NBC,	\$ 33.00 (Katz)
WLBR, 1270,	5 KW/1 KW (DA-2)	, MOR	ABC I,	\$ 16.00 (K & P)
				(LEBANON)
WWKL-F, 94.9,	25 KW @ 700,	OLDIES		\$ 25.00 (Banner)
WHYL-F, 102.3,	3 KW @ 328,	COUNTRY	APR,	\$ 28.00 (---)
WIMX-F, 99.3,	3 KW @ 328,	AC		\$ 34.00 (Eastman)
WNNK-F, 104.1,	22 KW @ 726,	CHR	APR,	\$ 94.00 (Christal)
WRKZ-F, 106.7,	50 KW @ 500,	COUNTRY	ABC E,	\$ 70.00 (Torbet)
WTPA-F, 93.5,	.8 KW @ 740,	AOR	ABC R,	\$ 29.00 (Republic)
WXBB-F, 97.3,	17 KW @ 840,	SOFT AC		\$ 40.00 (Katz)

MISCELLANEOUS COMMENTS: WHP-F changes calls to WXBB-F as of February, 1990...

OTHER RANKED STATIONS -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/982,400  
 MSA Rank/Pop: 43/1,096,200  
 Average Person Ratings: 18.0  
 Market TSL: 23.75 hours

Stations: 26/17  
 Diaries: 1299/756:1/54.6%  
 Sample Target: 1230  
 % Below Line: 17.0  
 % Not Listed: 12.5

1989 Revenue: \$36,900,000  
 HH Inc.: \$37,576  
 Retail \$: 10.0 Bill  
 Pop per Station: 57,788  
 #1 Biller: WTIC \$9,200,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WTIC (MOR)	296/16.8	15.0	15.5	15.9	16.5	15.8	361/4044	3081/31.4	28.4	32.8	16.2	252	2479	WTIC
2. WTIC-F (CHR)	186/10.5	11.2	12.7	13.7	10.3	12.0	292/4480	2808/28.6	29.8	27.6	16.1	251	3382	WTIC-F
3. WWYZ-F (C)	160/ 9.1	7.8	5.7	7.4	5.7	7.5	296/2970	1515/15.4	15.8	12.7	8.2	127	1325	WWYZ-F
4. WRCH-F (SAC)	145/ 8.2	7.6	8.0	9.0	9.4	8.2	251/3347	1709/17.4	17.0	17.7	5.4	84	1120	WRCH-F
5. WKSS-F (CHR)	102/ 5.8	5.3	5.9	4.0	4.8	5.3	174/2477	1938/19.7	19.4	17.4	5.1	80	1573	WKSS-F
6. WIOF-F (AC)	98/ 5.6	6.9	4.8	5.6	4.7	5.7	135/2193	1532/15.6	16.7	14.4	4.5	70	965	WIOF-F
7. WHCN-F (AOR)	97/ 5.5	5.8	5.8	6.1	6.4	5.8	165/2776	1595/16.2	16.7	18.0	6.9	107	1637	WHCN-F
8. WCCC-F (AOR)	87/ 4.9	5.8	6.6	5.1	6.1	5.6	170/2814	1468/14.9	16.7	16.6	7.3	113	1464	WCCC-F
9. WDRC-F (O)	85/ 4.8	6.4	4.8	5.9	7.1	5.5	184/3145	1562/15.9	17.8	17.0	5.8	90	1413	WDRC-F
10. WPOP (N/T)	58/ 3.3	2.6	2.5	1.9	2.4	2.6	61/1139	1025/10.4	9.0	10.0	2.0	31	615	WPOP
11. WPLR-F (AOR)	32/ 1.8	1.0	0.9	1.1	1.2	1.2	98/1774	704/ 7.2	7.7	6.9	1.0	15	621	WPLR-F
12. WAQY-F (AOR)	31/ 1.8	1.6	1.5	2.1	1.2	1.8	131/2218	784/ 8.0	6.9	5.8	2.2	34	778	WAQY-F
WNEZ (EZ)	31/ 1.8	2.1	1.7	3.1	4.1	2.2	35/476	408/ 4.2	4.2	7.0	1.6	25	279	WNEZ

12+ FM SHARE (METRO): 69.75% (1077 of 1544) (WIN 89: 69.35%)

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 WWYZ-F	1 WTIC >>	1 WTIC >>	1 WRCH-F	1 WTIC	1 WTIC >	1 WTIC >>
2 WKSS-F	2 WCCC-F<	2 WHCN-F	2 WWYZ-F	2 WTIC <	2 WWYZ-F	2 WTIC-F>	2 WTIC <	2 WTIC-F	2 WTIC-F>	2 WTIC-F>>
3 WHCN-F	3 WWYZ-F	3 WRCH-F	3 WRCH-F	3 WTIC-F<	3 WRCH-F	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F	3 WKSS-F	3 WIOF-F>
4 WKSS-F	4 WRCH-F<	4 WHCN-F<	4 WRCH-F	4 WRCH-F	4	4 WRCH-F	4 WTIC-F	4 WRCH-F>	4 WWYZ-F>	4 WWYZ-F
5 WIOF-F	5 WIOF-F<	5 WTIC <	5 WIOF-F	5 WIOF-F	5	5 WCCC-F<	5 WIOF-F	5 WKSS-F	5 WRCH-F	5
6 WWYZ-F	6 WCCC-F	6 WIOF-F	6 WHCN-F	6 WHCN-F	6	6 WHCN-F	6 WHCN-F	6 WHCN-F<	6	6
7 WRCH-F	7 WTIC <	7 WDRC-F	7 WDRC-F	7 WDRC-F	7	7	7 WDRC-F	7 WCCC-F	7	7
8	8 WKSS-F<	8	8	8	8	8	8	8	8	8
9	9 WDRC-F	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F	1 WTIC-F>	1 WTIC-F	1 WTIC-F>	1 WTIC-F	1 WTIC-F	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WWYZ-F
2 WCCC-F	2 WIOF-F	2 WIOF-F>	2 WIOF-F	2 WTIC <	2 WHCN-F	2 WTIC-F	2 WCCC-F	2 WWYZ-F	2 WHCN-F
3 WKSS-F>	3 WCCC-F	3 WWYZ-F	3 WRCH-F	3 WIOF-F<	3 WKSS-F	WCCC-F	3 WWYZ-F	3 WTIC-F	3 WRCH-F
4 WIOF-F>	4 WKSS-F>	WRCH-F	4 WTIC	4 WWYZ-F<	4 WCCC-F>	4 WKSS-F	4 WRCH-F	4 WCCC-F	4 WTIC-F
5 WKCI-F	5 WRCH-F	5 WHCN-F	5 WDRC-F	5 WRCH-F	5 WAQY-F	5 WWYZ-F	5 WTIC-F	5 WRCH-F<	5 WCCC-F
6 WHCN-F	6 WHCN-F	6 WDRC-F	6 WKSS-F	6 WDRC-F	6 WPLR-F>>	6 WRCH-F	6 WKSS-F	6 WKSS-F	6 WIOF-F<
7 WMAS-F	7	7 WKSS-F	7 WWYZ-F	7	7 WWYZ-F	7	7 WPLR-F	7	7 WAQY-F
8 WRCH-F	8	8 WCCC-F>	8	8	8 WIOF-F	8	8	8	8
9 WDRC-F>>	9	9	9	9	9 WDRC-F>>	9	9	9	9

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
WBIS 1120 Bristol	0.5/1.1/	8/ 104	WEZN-F 99.9	Bridgeport
WCCC 1290 Hartford	0.1/0.6/	1/ 85	WFAN 660	New York
WCNX 1150 Middletown	0.3/1.6/	6/ 197	WHYN-F 93.1	Springfield
WDRC 1360 Hartford	1.2/4.3/	23/ 521	WKCI-F 101.3	Hamden
WKND 1480 Windsor	0.3/1.2/	5/ 118	WMAS-F 94.7	Springfield
WLVI 1230 Manchester	0.8/1.6/	14/ 150	WWRX-F 103.7	Westerly/prov
WRYM 840 New Britain	0.3/0.8/	13/ 120		

RADIO STATIONS

WDRC, 1360, 5 KW (DA-N)	, OLDIES	, \$ 33.00 (Mc-Guild)	Buckley
WKND, 1480, 500 W (DAYS, DA)	, BLACK	NBN, \$ 20.00 (---)	
WNEZ, 910, 5 KW (DA-N)	, NOSTALGIA	, \$ 32.00 (Banner)	
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS, \$ 50.00 (Eastman)	Merv Griffin
WTIC, 1080, 50 KW (DA-N)	, MOR	NBN, \$ 190.00 (Katz)	Chase
WRYM, 840, 1 KW (DAYS)	, HISPANIC	, \$ 20.00 (Caballero)	
WCCC-F, 106.9, 23 KW @ 720, AOR	SOURCE, ABC C, \$ 40.00 (Durpetti)		
WDRC-F, 102.9, 20 KW @ 810, OLDIES	, \$ 100.00 (Mc-Guild)	Buckley	
WHCN-F, 105.9, 16 KW @ 867, AOR	ABC R, \$ 61.00 (Christal)	Beck-Ross	
WIOF-F, 104.1, 18 KW @ 835, AC	RADRAD, \$ 64.00 (Eastman)	Merv Griffin (WATERBURY)	
WKSS-F, 95.7, 17 KW @ 880, CHR	APR, \$ 57.00 (MMR)	Precision	
WLVI-F, 93.7, 21 KW @ 780, HISPANIC	CRC, \$ 28.00 (Katz Hisp.)	First City	
WRCH-F, 100.5, 8 KW @ 1250, BTFL/EZ	ABC D, \$ 78.00 (Banner)		
WTIC-F, 96.5, 20 KW @ 810, CHR	, \$ 155.00 (Katz)	Chase	
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY	US 2, \$ 53.00 (Banner)		(WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/697,400  
 MSA Rank/Pop: 61/836,400  
 ADI # No  
 Average Person Ratings: 17.5  
 Market TSL: 23.75 hours

Stations: 24/24  
 Diaries: 1029/678:1/51.3%  
 Sample Target: 1040  
 % Below Line: 0.0  
 % Not Listed: 5.3

1989 Revenue: \$19,900,000  
 HH Inc.: \$35,194  
 Retail \$: 6.2 Bill  
 Pop per Station: 29,058  
 #1 Biller: KSSK \$4,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume
1. KQM-Q- <b>AF</b> (CHR)	153/12.6	12.4	11.9	13.6	14.6	12.6	153/2090	2090/30.0	31.0	36.0			KQM-Q- <b>AF</b>
2. KSSK (MOR)	145/11.9	9.8	13.0	9.2	8.8	11.0	145/1499	1499/21.5	20.1	22.0			KSSK
3. KIKI- <b>F</b> (CHR)	115/ 9.4	10.2	9.8	10.5	9.2	10.0	115/1480	1480/21.2	22.4	22.5			KIKI- <b>F</b>
4. KSSK- <b>F</b> (AC)	111/ 9.1	7.2	7.2	4.7	6.5	7.1	111/1552	1552/22.3	18.1	20.8			KSSK- <b>F</b>
5. KUMU- <b>AF</b> (EZ)	97/ 8.0	10.8	9.6	13.0	12.8	10.4	97/1162	1162/16.7	21.5	22.1			KUMU- <b>AF</b>
6. KPOI- <b>F</b> (AOR)	95/ 7.8	4.9	6.0	6.5	6.3	6.3	95/1035	1035/14.8	12.2	16.2			KPOI- <b>F</b>
7. KRTR- <b>F</b> (AC)	78/ 6.4	6.8	7.9	8.3	5.8	7.4	78/1036	1036/14.9	15.6	14.2			KRTR- <b>F</b>
8. KCCN (?)	55/ 4.5	4.4	5.1	7.1	6.3	5.3	55/785	785/11.3	11.0	13.3			KCCN
9. KHFX- <b>F</b> (CL AOR)	51/ 4.2	4.5	3.0	2.1	2.7	3.4	51/630	630/ 9.0	10.7	6.2			KHFX- <b>F</b>
10. KHHH- <b>F</b> (J/NA)	39/ 3.2	4.2	3.4	2.7	3.3	3.4	39/454	454/ 6.5	8.4	8.0			KHHH- <b>F</b>
KGU (T)	39/ 3.2	2.5	2.6	2.8	2.8	2.8	39/655	655/ 9.4	9.4	8.1			KGU
12. KIKI (O)	36/ 3.0	3.1	3.2	4.1	5.1	3.3	36/461	461/ 6.6	7.9	12.6			KIKI
13. KHVH (N/T)	32/ 2.6	4.0	4.1	3.5	3.8	3.5	32/632	632/ 9.1	15.2	13.2			KHVH
14. KDEO- <b>AF</b> (C)	30/ 2.4	3.9	2.5	3.9	2.6	3.2	30/540	540/ 7.7	9.6	4.9			KDEO- <b>AF</b>
15. KAIM- <b>F</b> (REL)	22/ 1.8	1.2	0.7	0.8	0.8	1.1	22/226	226/ 3.2	3.1	2.5			KAIM- <b>F</b>

12+ FM SHARE (METRO): 63.83% (736 of 1153) (WIN 89: 61.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI- <b>F</b> >>	1 KQM-Q- <b>AF</b> >	1 KQM-Q- <b>AF</b> >	1 KQM-Q- <b>AF</b> >	1 KSSK	1 KSSK	1 KSSK	1 KQM-Q- <b>AF</b>	1 KQM-Q- <b>AF</b>	1 KIKI- <b>F</b>	1 KSSK >>
2 KQM-Q- <b>AF</b>	2 KPOI- <b>F</b>	2 KSSK <	2 KSSK	2 KQM-Q- <b>AF</b>	2 KUMU- <b>AF</b> >	2 KQM-Q- <b>AF</b> >	2 KSSK <	2 KSSK <	2 KQM-Q- <b>AF</b>	2 KPOI- <b>F</b>
3	3 KIKI- <b>F</b>	3 KSSK- <b>F</b> <	3 KSSK- <b>F</b>	3 KSSK- <b>F</b>	3 KSSK- <b>F</b>	3 KSSK- <b>F</b>	3 KUMU- <b>AF</b> <	3 KIKI- <b>F</b>	3 KRTR- <b>F</b>	3 KSSK- <b>F</b>
4	4 KSSK- <b>F</b> <	4 KPOI- <b>F</b>	4 KPOI- <b>F</b> >	4 KPOI- <b>F</b>	4 KCCN	4 KIKI- <b>F</b>	4 KSSK- <b>F</b>	4 KSSK- <b>F</b>	4 KUMU- <b>AF</b> <	4 KHFX- <b>F</b>
5	5 KRTR- <b>F</b>	5 KIKI- <b>F</b>	5 KUMU- <b>AF</b>	5 KUMU- <b>AF</b>	5 KQM-Q- <b>AF</b>	5 KUMU- <b>AF</b>	5 KPOI- <b>F</b>	5 KPOI- <b>F</b>	5 KPOI- <b>F</b>	5
6	6	6 KRTR- <b>F</b>	6 KHHH- <b>F</b>	6 KRTR- <b>F</b>	6	KPOI- <b>F</b>	6 KIKI- <b>F</b>	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKI- <b>F</b>	1 KQM-Q- <b>AF</b> >	1 KQM-Q- <b>AF</b> >	1 KQM-Q- <b>AF</b> >	1 KSSK	1 KQM-Q- <b>AF</b> >	1 KPOI- <b>F</b>	1 KPOI- <b>F</b> >	1 KPOI- <b>F</b>	1 KPOI- <b>F</b>
2 KQM-Q- <b>AF</b> >>	2 KIKI- <b>F</b> <	2 KSSK- <b>F</b>	2 KSSK	2 KQM-Q- <b>AF</b> >	2 KIKI- <b>F</b>	2 KQM-Q- <b>AF</b> >	2 KSSK- <b>F</b>	2 KQM-Q- <b>AF</b> >	2 KSSK
3 KSSK- <b>F</b>	3 KSSK- <b>F</b>	3 KRTR- <b>F</b>	3 KSSK- <b>F</b> >	3 KSSK- <b>F</b> <	3 KPOI- <b>F</b> >	3 KIKI- <b>F</b>	3 KRTR- <b>F</b>	3 KSSK- <b>F</b>	3 KSSK- <b>F</b>
4 KRTR- <b>F</b>	4 KRTR- <b>F</b>	4 KPOI- <b>F</b>	4 KIKI- <b>F</b> <	4 KUMU- <b>AF</b> >	4 KRTR- <b>F</b>	4 KRTR- <b>F</b>	4 KHHH- <b>F</b>	4 KSSK	4 KQM-Q- <b>AF</b>
5 KPOI- <b>F</b> >	5 KPOI- <b>F</b>	5 KSSK	5 KRTR- <b>F</b>	5 KRTR- <b>F</b>	5 KHFX- <b>F</b> >	5 KHFX- <b>F</b>	5 KHFX- <b>F</b>	5 KIKI- <b>F</b>	5 KHHH- <b>F</b>
6 KHFX- <b>F</b> >>	6 KHFX- <b>F</b>	6 KIKI- <b>F</b>	6 KUMU- <b>AF</b>	6	6 KSSK- <b>F</b>	6 KSSK- <b>F</b>	6 KQM-Q- <b>AF</b> >	6 KRTR- <b>F</b>	6 KRTR- <b>F</b>
7	7	7	7	7	KSSK >>	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
KISA 1540 Honolulu	0.5/0.0/	6/	68	
KLHT 1040 Honolulu	0.6/2.1/	7/	146	
KNDI 1270 Honolulu	0.5/1.4/	6/	95	
KOHO 1170 Honolulu	1.0/1.7/	12/	120	
KWAI 1080 Honolulu	0.6/2.2/	7/	150	
KZOO 1210 Honolulu	1.4/1.9/	17/	133	

RADIO STATIONS

KCCN, 1420, 5 KW	, ETHNIC	, \$ 25.00 (Roslin)
KDEO, 940, 10 KW	, COUNTRY	MBS, \$ 21.00 (K & P)
KGU, 760, 10 KW	, TALK	CBS, ABC T, \$ 20.00 (Banner)
KHVH, 990, 5 KW	, NEWS/TALK	NBC, ABC I, \$ 28.00 (HNWH)
KIKI, 830, 10 KW	, OLDIES	, \$ 24.00 (Christal)
KSSK, 590, 5 KW	, MOR/AC	, \$ 90.00 (Eastman)
KAIM- <b>F</b> , 95.5, 100 KW @ 421,	RELIGION	, \$ 10.00 (---)
KDEO- <b>F</b> , 102.7, 100 KW @ 1580,	COUNTRY (?)	MBS, \$ 23.00 (K & P)
KHHH- <b>F</b> , 98.5, 100 KW @ 280,	JAZZ/NAC	SMN, \$ 24.00 (HNWH)
KIKI- <b>F</b> , 93.9, 100 KW @ 421,	CHR	, \$ 37.00 (Christal)
KHFX- <b>F</b> , 105.1, 100 KW @ 1775,	CLASSIC ROCK	, \$ N/A (---)
KPOI- <b>F</b> , 97.5, 83 KW @ 46,	AOR	, \$ 44.00 (Republic)
KQM-Q- <b>F</b> , 93.1, 54 KW @ -119,	CHR	, \$ 61.00 (Christal)
KRTR- <b>F</b> , 96.3, 75 KW @ 2120,	AC	, \$ 33.00 (Republic)
KUMU- <b>F</b> , 94.7, 100 KW @ 500,	BTFL/EZ	, \$ 45.00 (Banner)
KSSK- <b>F</b> , 92.3, 100 KW @ 1685,	AC	, \$ 30.00 (Eastman)



HOUSTON

Arbitron Rank/Pop (12+): 10/2,930,100  
 MSA Rank/Pop: 8/3,277,100  
 ADI # 10  
 Average Person Ratings: 18.3  
 Market TSL: 24.25 hours

Stations: 33/33  
 Diaries: 2333/1256:1/47.3%  
 Sample Target: 2110  
 % Below Line: 0.0  
 % Not Listed: 10.2

1989 Revenue: \$118,000,000  
 HH Inc.: \$30,639  
 Retail \$: 28.1 Bil  
 Pop per Station: 88,790  
 #1 Biller: KIKK-AF \$12,900,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KILT-F (C)	458/ 8.6	7.3	7.5	8.2	6.4	7.9	546/6454	5561/19.0	17.6	16.2	7.6	447	5429	KILT-F
2. KIKK-F (C)	415/ 7.7	7.1	6.9	6.5	8.8	7.1	458/6383	5403/18.4	17.7	18.7	8.7	511	5625	KIKK-F
3. KMJQ-F (B)	410/ 7.7	8.1	8.6	9.1	8.8	8.4	444/4345	3923/13.4	14.1	14.9	11.0	646	5214	KMJQ-F
4. KLOL-F (AOR)	408/ 7.6	5.8	5.0	7.0	4.3	6.3	422/5317	4976/17.0	14.4	13.0	8.0	467	4719	KLOL-F
5. KODA-F (EZ)	286/ 5.3	5.6	5.0	5.9	5.3	5.4	311/3718	3345/11.4	14.6	13.3	5.0	294	2834	KODA-F
6. KLTR-F (AC)	278/ 5.2	6.2	5.5	4.2	3.7	5.3	285/4089	3969/13.5	14.1	11.7	3.8	220	2671	KLTR-F
7. KTRH (T)	275/ 5.1	5.0	5.9	5.8	6.0	5.4	316/5458	4597/15.7	15.8	17.0	4.6	270	4197	KTRH
8. KQUE-F (BB)	240/ 4.5	3.2	3.7	3.8	4.8	3.8	262/2692	2456/ 8.4	7.8	8.2	2.9	171	1357	KQUE-F
9. KKBQ-AF (CHR)	216/ 4.0	6.2	6.7	6.6	6.5	5.9	232/5210	4820/16.4	20.2	21.1	5.7	326	6233	KKBQ-AF
10. KRBE-F (CHR)	197/ 3.7	3.5	4.6	5.5	5.8	4.3	224/5177	4603/15.7	17.1	18.7	4.5	262	5643	KRBE-F
11. KZFX-F (AOR)	184/ 3.4	3.5	3.5	3.3	4.3	3.4	189/3197	3123/10.7	9.8	11.4	3.7	216	3590	KZFX-F
12. KLDE-F (O)	182/ 3.4	3.5	3.2	2.9	2.9	3.3	192/3468	3143/10.7	11.2	9.4	2.4	141	2267	KLDE-F
13. KPRC (T)	156/ 2.9	2.8	3.2	2.3	2.8	2.8	165/2620	2490/ 8.5	9.8	9.4	2.8	161	1976	KPRC
KFMK-F (O)	156/ 2.9	2.2	3.5	3.6	2.8	3.0	176/2821	2606/ 8.9	8.7	8.0	2.1	125	1997	KFMK-F
15. KNRJ-F (CHR)	144/ 2.7	2.6	3.3	3.2	2.5	3.0	148/2971	2828/ 9.7	10.2	9.8	3.6	208	3118	KNRJ-F
16. KHYS-F (B)	129/ 2.4	2.2	1.4	1.3	1.2	1.8	167/3017	2468/ 8.4	7.6	5.0	3.5	206	3656	KHYS-F
17. KQQK-F (SP)	76/ 1.4	1.3	0.6	0.4	0.5	0.9	76/969	969/ 3.3	2.6	1.4	1.3	74	835	KQQK-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 80.76% (3883 of 4808) (WIN 89: 77.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRBE-F<	1 KLOL-F	1 KLOL-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KLOL-F	1 KMJQ-F>>	1 KTRH >
2 KMJQ-F<	2 KMJQ-F	2 KILT-F	2 KLOL-F<	2 KIKK-F	2 KTRH <	2 KIKK-F	2 KIKK-F	2 KILT-F	2 KLOL-F<	2 KMJQ-F<
3 KKBQ-AF	3 KILT-F	3 KIKK-F<	3 KIKK-F	3 KLOL-F	3 KQUE-F	3 KTRH	3 KODA-F	3 KMJQ-F	3 KRBE-F	3 KIKK-F>
4 KNRJ-F>	4 KIKK-F	4 KMJQ-F	4 KMJQ-F<	4 KMJQ-F	4 KIKK-F<	KLOL-F>	4 KLTR-F<	4 KIKK-F>	4 KIKK-F<	4 KILT-F>>
5 KHYS-F	5 KLTR-F	5 KLTR-F>	5 KLTR-F	5 KODA-F	5 KODA-F>	5 KMJQ-F>	5 KLOL-F	5 KLTR-F<	5 KTRH <	5 KPRC
6	6 KZFX-F<	6 KZFX-F<	6 KLDE-F	6 KLDE-F	6 KPRC	6 KKBQ-AF	6 KMJQ-F<	6 KODA-F	6 KILT-F	KLOL-F>>
7	7 KKBQ-AF	7 KODA-F	7 KODA-F	7 KFMK-F	7	7 KODA-F	7 KQUE-F	7 KQUE-F	7 KHYS-F<	7
8	8	KLDE-F	8	8 KZFX-F	8	8 KQUE-F	8	8	8 KNRJ-F	8
				KTRH		9 KLTR-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 KMJQ-F	1 KMJQ-F>	1 KMJQ-F>	1 KMJQ-F	1 KMJQ-F<	1 KLOL-F>	1 KLOL-F>>	1 KLOL-F>>	1 KLOL-F>	1 KLOL-F>
2 KILT-F<	2 KLTR-F<	2 KLTR-F	2 KILT-F<	2 KIKK-F<	2 KMJQ-F	2 KZFX-F<	2 KZFX-F	2 KILT-F	2 KILT-F
3 KLOL-F	3 KIKK-F	3 KIKK-F	3 KIKK-F	3 KILT-F	3 KKBQ-AF<	3 KILT-F	KILT-F	3 KZFX-F<	3 KIKK-F
4 KKBQ-AF	4 KILT-F	4 KILT-F	4 KLTR-F>	4 KLTR-F>	4 KZFX-F	4 KIKK-F<	4 KIKK-F	4 KIKK-F>	4 KZFX-F<
KIKK-F	5 KLOL-F	5 KFMK-F<	5 KLOL-F	5 KFMK-F<	5 KILT-F	5 KMJQ-F	5 KLTR-F	5 KLTR-F<	5 KTRH
6 KNRJ-F	6 KKBQ-AF	6 KLOL-F	6 KFMK-F<	6 KLDE-F<	6 KRBE-F	6 KLTR-F	6 KMJQ-F	6 KMJQ-F<	6 KODA-F
KLTR-F	7	7 KKBQ-AF	7 KLDE-F	7 KODA-F	7 KIKK-F	7 KKBQ-AF	7	7 KODA-F	7 KLTR-F
		8 KLDE-F							

OTHER RATED STATIONS			METRO	CUME	TSA	TSA
			SHARE/RTG/	AQH/	CUME	
KCOH	1430	Houston	0.8/2.3/	43/	709	
KEYH	850	Houston	0.8/1.5/	45/	449	
KHCB-F	105.7	Houston	0.8/3.0/	59/	970	
KIKK	650	Pasadena	0.6/1.7/	38/	594	
KILT	610	Houston	0.7/2.7/	46/	957	
KJOJ-F	106.9	Conroe	0.6/1.8/	33/	594	
KKZR	1070	Houston	0.5/1.5/	25/	432	
KLAT	1010	Houston	1.1/3.4/	59/	994	
KLVL	1480	Pasadena	0.5/2.3/	29/	686	
KRTS-F	92.1	Seabrook/Houstrn	0.6/1.9/	34/	570	
KSEV	700	Tomball/Houston	0.3/1.1/	16/	346	
KWWJ	1360	Baytown	1.0/1.3/	54/	376	
KXYZ	1320	Houston	1.0/2.9/	55/	836	
KYOK	1590	Houston	1.0/3.2/	58/	961	
KYST	920	Texas City/Hstn	0.7/1.3/	37/	370	

RADIO STATIONS

AM STATIONS

KCOH,	1430,	1 KW (DAYS)	, BLACK	SBN, NBN,	\$ 48.00	(Roslin)	
KEYH,	850,	10 KW (DAYS, DA)	, HISPANIC	,	\$ 49.00	(Caballero)	
KIKK,	650,	250 W (DAYS)	, COUNTRY	,	\$ N/A	(Torbet)	Viacom
KILT,	610,	5 KW (DA-2)	, COUNTRY OLDIES	,	\$ N/A	(Banner)	Westinghouse
KKZR,	1070,	10 KW/5 KW (DA-2)	, AOR	SMN,	\$ 36.00	(Durpetti)	Susquehanna
KLAT,	1010,	5 KW (DA-2)	, HISPANIC	,	\$ 75.00	(Katz Hisp.)	
KPRC,	950,	5 KW (DA-N)	, TALK	CBS,	\$ 90.00	(Eastman)	
KTRH,	740,	50 KW (DA-1)	, NEWS/TALK	ABC I, MBS,	\$ 168.00	(CBS)	Rusk
KXYZ,	1320,	5 KW (DA-N)	, HISPANIC	,	\$ 64.00	(Caballero)	Infinity
KYOK,	1590,	5 KW (DA-N)	, BLACK	SMN, ABC C,	\$ 54.00	(Christal)	Noble

FM STATIONS

KFMK,	97.9,	95 KW @ 1900,	AC	,	\$ 190.00	(Katz)	Cook Inlet
KHCB,	105.7,	100 KW @ 1594,	RELIGION	,	\$ 30.00	(---)	
KIKK,	95.7,	95 KW @ 1895,	COUNTRY	,	\$ 215.00	(Torbet)	Viacom
KILT,	100.3,	95 KW @ 1895,	COUNTRY	,	\$ 195.00	(Banner)	Westinghouse
KKBQ,	92.9,	97 KW @ 1895,	CHR	ABC F,	\$ 174.00	(Mc-Guild)	Gannett
KNRJ,	96.5,	97 KW @ 1895,	CHR/URBAN	,	\$ 125.00	(HNWH)	Nationwide
KLDE,	94.5,	95 KW @ 1895,	OLDIES	US 1,	\$ 100.00	(Durpetti)	Entercom
KLOL,	101.1,	95 KW @ 1895,	AOR	SOURCE,	\$ 167.00	(CBS)	Rusk
KLTR,	93.7,	100 KW @ 1700,	AC	RADRAD,	\$ 100.00	(CBS)	CBS
KMJQ,	102.1,	100 KW @ 1700,	BLACK	,	\$ 204.00	(Christal)	Noble
KODA,	99.1,	95 KW @ 1895,	EZ	,	\$ 184.00	(Group W)	
KQUE,	102.9,	100 KW @ 959,	NOSTALGIA	ABC E,	\$ 90.00	(Eastman)	
KRBE,	104.1,	95 KW @ 1895,	CHR	,	\$ 170.00	(Durpetti)	Susquehanna
KZFX,	107.5,	95 KW @ 1947,	CLASSIC AOR	,	\$ 150.00	(Republic)	Shamrock
KJOJ,	106.9,	90 KW @ 1446,	RELIGION	UPI,	\$ 23.00	(---)	Ragan Henry (P) (CONROE)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,021,600  
 MSA Rank/Pop: 40/1,232,600  
 ADI # 25  
 Average Person Ratings: 17.2  
 Market TSL: 22.50 hours

Stations: 21/20  
 Diaries: 1500/681:1/55.4%  
 Sample Target: 1500  
 % Below Line: 0.4  
 % Not Listed: 6.3

1989 Revenue: \$48,200,000  
 HH Inc.: \$30,375  
 Retail \$: 10.2 Bil  
 Pop per Station: 51,080  
 #1 Biller: WFBQ-F \$9,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F (AOR)	260/14.8	15.3	14.4	15.6	14.9	15.0	503/5423	2839/27.8	27.7	29.2	17.6	334	2854	WFBQ-F
2. WIBC (MOR)	238/13.6	15.8	11.7	12.4	11.1	13.4	249/2835	2370/23.2	26.7	21.8	11.9	226	2178	WIBC
3. WTLC-F (B)	194/11.1	7.8	8.1	6.9	6.8	8.5	202/1657	1486/14.5	12.4	12.7	11.5	219	1894	WTLC-F
4. WFMS-F (C)	193/11.0	12.3	12.1	11.3	12.3	11.7	291/3280	2136/20.9	21.0	20.7	13.9	264	2475	WFMS-F
5. WZPL-F (CHR)	176/10.0	9.7	10.0	9.7	8.8	9.9	229/3617	2490/24.4	23.5	22.0	13.2	251	2965	WZPL-F
6. WENS-F (AC)	116/ 6.6	5.6	6.9	7.3	6.6	6.6	143/2441	1799/17.6	18.4	18.2	5.6	106	1856	WENS-F
7. WKLR-F (O)	113/ 6.4	7.0	6.0	8.5	8.0	7.0	172/2943	1898/18.6	18.2	18.9	5.8	110	1488	WKLR-F
8. WTPI-F (AC)	69/ 3.9	5.6	4.1	3.3	3.9	4.2	95/1551	1130/11.1	13.1	9.2	3.1	59	1167	WTPI-F
9. WTUX (BB)	52/ 3.0	2.8	3.1	2.9	3.2	3.0	60/653	569/ 5.6	6.2	6.3	1.6	31	483	WTUX
10. WMJC-F (AC)	49/ 2.8	2.1	4.6	6.4	8.6	4.0	60/1153	817/ 8.0	8.4	15.5	1.4	27	641	WMJC-F
11. WPZZ-F (REL)	36/ 2.1	2.1	3.5	2.0	1.9	2.4	36/363	363/ 3.6	5.8	4.8	3.1	58	899	WPZZ-F
12. WTTT-F (CHR)	27/ 1.5	1.4	1.1	1.0	1.0	1.3	70/1250	519/ 5.1	5.3	5.7	2.0	38	651	WTTT-F
13. WXTZ (EZ)	24/ 1.4	0.9	1.8	1.5	1.0	1.4	25/643	543/ 5.3	5.4	5.6	1.1	21	504	WXTZ
WNDE (T)	24/ 1.4	1.0	0.5	0.8	0.3	0.9	27/759	648/ 6.3	4.6	3.8	0.6	12	309	WNDE
15. WSYW-F (CL)	14/ 0.8	0.9	0.4	0.8	1.0	0.7	14/302	270/ 2.6	2.9	3.0	0.8	15	275	WSYW-F

12+ FM SHARE (METRO): 77.85% (1279 of 1643) (WIN 89: 81.76%)

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 WFBQ-F	1 WIBC >	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WTLC-F	1 WTLC-F<
2 WTLC-F	2 WTLC-F<	2 WTLC-F	2 WTLC-F<	2 WFMS-F	2 WFMS-F>	2 WIBC >	2 WIBC	2 WIBC <	2 WZPL-F	2 WFMS-F
3 WENS-F	3 WZPL-F>	3 WFMS-F	3 WFMS-F	3 WTLC-F<	3 WTLC-F	3 WFMS-F	3 WFMS-F	3 WFMS-F	3 WFBQ-F	3 WIBC >>
4 WFBQ-F	4 WENS-F	4 WFMS-F<	4 WKLR-F	4 WIBC	4 WTLC-F	4 WTLC-F	4 WTLC-F	4 WZPL-F	4 WIBC	4 WFBQ-F
5	5 WKLR-F<	5 WKLR-F<	5 WIBC	5 WKLR-F>	5 WKLR-F	5 WZPL-F	5 WZPL-F	5 WTLC-F	5 WFMS-F	5 WZPL-F>>
6	6 WFMS-F	6 WENS-F<	6 WENS-F	6 WENS-F	6 WTUX <	6 WENS-F	6 WKLR-F<	6 WKLR-F	6 WENS-F>	6
7	7	7 WIBC	7 WZPL-F	7 WZPL-F	7 WTPI-F	7 WKLR-F	7 WENS-F	7 WENS-F	7 WKLR-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZPL-F>>	1 WZPL-F<	1 WTLC-F	1 WTLC-F	1 WTLC-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WTLC-F	2 WTLC-F<	2 WFBQ-F	2 WZPL-F<	2 WFMS-F	2 WTLC-F<	2 WTLC-F	2 WFMS-F	2 WTLC-F	2 WFMS-F
3 WFBQ-F	3 WFBQ-F>	3 WZPL-F	3 WFBQ-F	3 WIBC <	3 WZPL-F>>	3 WZPL-F	3 WKLR-F	3 WFMS-F	3 WIBC
4 WENS-F>>	4 WENS-F>	4 WENS-F	4 WENS-F	4 WFBQ-F	4 WENS-F>	4 WFMS-F<	4 WTLC-F	4 WKLR-F	4 WKLR-F
5	5 WKLR-F	5 WKLR-F	5 WFMS-F	5 WKLR-F	5 WIBC	5 WKLR-F	5 WZPL-F>	5 WIBC	5 WTLC-F>
6	6 WFMS-F>	6 WFMS-F	6 WKLR-F	6 WENS-F	6 WKLR-F	6 WENS-F	6 WTTT-F	6 WZPL-F	6 WENS-F
7	7 WTPI-F	7 WTPI-F	7 WIBC	7 WZPL-F<	7	7	WENS-F	7 WENS-F	7 WZPL-F?
				8 WTPI-F					

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WBRI 1500 Indianapolis	0.3/1.4/	6/ 173
WNTS 1590 Beech Grove/Ind	0.4/1.4/	7/ 155
WSYW 810 Indianapolis	0.7/1.2/	13/ 124
WXIR-F 98.3 Plainfield/Indy	0.7/3.6/	14/ 424
WKKG-F 101.5 Columbus	0.4/1.4/	80/ 914

RADIO STATIONS

WSYW, 810, 250 W (DAYS)	, CLASSICAL	, \$ 18.00 (---)	Universal
WIBC, 1070, 50 KW/10 KW (DA-2), MOR	NBC, TNLKNT,	\$ 140.00 (Durpetti)	Sconnix
WXTZ, 1430, 5 KW (DA-N)	, EZ	ABC I, \$ 40.00 (Christal)	ML/WIN
WNDE, 1260, 5 KW (DA-N)	, TALK	US 2, \$ 34.00 (Katz)	Great American
WTUX, 1310, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS, \$ 43.00 (MMR)	Panache
WENS-F, 97.1, 23 KW @ 739, AC		, \$ 107.00 (Mc-Guild)	Emmis
WFMS-F, 95.5, 13 KW @ 990, COUNTRY		, \$ 116.00 (Eastman)	Susquehanna
WKLR-F, 93.1, 12 KW @ 1000, OLDIES		, \$ 100.00 (Durpetti)	Sconnix
WFBQ-F, 94.7, 52 KW @ 850, AOR		SOURCE, \$ 163.00 (Katz)	Great American
WPZZ-F, 95.9, 3 KW @ 300, GOSPEL		SBN, NBN, \$ 16.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 1 KW @ 500, CLASSICAL		UPI, \$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 445, BLACK		, \$ 70.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 750, SOFT AC		US 2, \$ 56.00 (Eastman)	Mystar
WXIR-F, 96.3, 3 KW @ 296, RELIGION		, \$ 15.00 (---)	(PLAINFIELD)
WMJC-F, 103.3, 18 KW @ 860, AC		ABC E, \$ 80.00 (Christal)	ML/WIN
WZPL-F, 99.5, 13 KW @ 900, CHR		APR, \$ 90.00 (HNWH)	Booth
WTTT-F, 92.3, 37 KW @ 1091, CHR		, \$ 30.00 (Republic)	Sarkes Tarzian

MISCELLANEOUS COMMENTS: WGRT-A changes calls to WSYW-A as of March, 1990

JACKSONVILLE

Arbitron Rank/Pop (12+): 51/783,500  
 MSA Rank/Pop: 59/894,200  
 ADI # 57  
 Average Person Ratings: 17.2  
 Market TSL: 23.00 hours

Stations: 24/22  
 Diaries: 1237/633:1/52.0%  
 Sample Target: 1090  
 % Below Line: 1.1  
 % Not Listed: 15.5

1989 Revenue: \$23,300,000  
 HH Inc.: \$26,802  
 Retail \$: 6.5 Bill  
 Pop per Station: 35,613  
 #1 Biller: WAPE-F \$4,600,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WAPE-F (CHR)	145/10.8	14.0	14.3	13.8	15.8	13.2	185/2616	2078/26.5	30.2	31.1	16.1	214	2576	WAPE-F
2. WQIK-F (C)	141/10.5	10.4	9.8	12.2	10.8	10.7	196/2280	1650/21.1	19.3	18.6	9.2	122	1458	WQIK-F
3. WFYV-F (AOR)	127/ 9.4	7.5	9.5	8.3	8.3	8.7	133/1529	1336/16.7	16.0	16.9	10.6	141	1478	WFYV-F
4. WEJZ-F (AC)	104/ 7.7	7.7	8.4	6.3	6.4	7.5	118/1472	1246/15.9	17.5	13.2	4.2	56	969	WEJZ-F
5. WHJX-F (B)	92/ 6.8	5.3	1.3	---	---	3.4	102/907	844/10.8	8.4	0.0	9.2	122	1093	WHJX-F
6. WCRJ-F (C)	71/ 5.3	5.0	5.5	3.7	4.7	4.9	75/929	846/10.8	11.9	9.5	6.4	85	738	WCRJ-F
7. WKQL-F (O)	68/ 5.1	5.3	4.6	6.0	5.5	5.3	81/1300	1119/14.3	15.4	13.4	6.8	90	1043	WKQL-F
8. WIVY-F (AC)	62/ 4.6	5.1	5.2	5.4	5.4	5.1	63/1070	1002/12.8	15.4	16.5	4.6	61	878	WIVY-F
9. WZAZ-F (B)	49/ 3.6	2.7	4.0	6.1	5.6	4.1	49/683	674/ 8.6	9.2	9.7	3.5	47	773	WZAZ-F
10. WUGL (REL)	45/ 3.3	1.9	2.2	1.5	1.6	2.2	45/306	306/ 3.9	3.2	1.9	2.8	37	239	WUGL
11. WIOI-F (AOR)	43/ 3.2	2.6	3.0	2.3	2.3	2.8	54/763	572/ 7.3	8.3	4.2	2.9	38	605	WIOI-F
12. WZAZ (B)	40/ 3.0	3.1	3.5	3.1	3.8	3.2	40/436	436/ 5.6	6.0	7.5	1.9	25	310	WZAZ
13. WOKV (N/T)	38/ 2.8	4.3	3.7	3.1	3.0	3.5	40/592	572/ 7.3	8.8	6.7	2.7	36	465	WOKV
14. WSVF (REL)	32/ 2.4	1.8	1.8	1.1	1.3	1.8	32/318	318/ 4.1	3.2	2.3	1.5	20	246	WSVF

12+ FM SHARE (METRO): 81.18% (923 of 1137) (WIN 89: 81.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WFYV-F	1 WFYV-F	1 WQIK-F<	1 WQIK-F	1 WQIK-F>	1 WQIK-F<	1 WQIK-F	1 WQIK-F	1 WAPE-F	1 WQIK-F>
2 WFYV-F	2 WAPE-F	2 WAPE-F	2 WAPE-F	2 WEJZ-F	2 WEJZ-F	2 WAPE-F	2 WEJZ-F<	WAPE-F<	2 WHJX-F	2 WHJX-F>
3 WHJX-F	3 WHJX-F>	3 WEJZ-F	3 WEJZ-F	3 WAPE-F	3 WCRJ-F	3 WFYV-F>	3 WFYV-F	3 WFYV-F	3 WFYV-F>	3 WFYV-F>
4 WZAZ-F	4 WIVY-F	4 WQIK-F	4 WFYV-F	4 WFYV-F<	4 WUGL	4 WEJZ-F	4 WAPE-F>	4 WAPE-F	4 WEJZ-F	4 WEJZ-F<
5	5 WZAZ-F	WHJX-F	5 WKQL-F	5 WKQL-F	5 WKQL-F	5 WHJX-F	5 WHJX-F<	5 WHJX-F	5 WZAZ-F	WAPE-F
6	WEJZ-F<	6 WKQL-F	6 WIVY-F<	6 WHJX-F<	6 WOKV	6 WCRJ-F	6 WKQL-F	6 WKQL-F	6 WQIK-F<	6
7	7 WIOI-F	7 WIVY-F	7 WHJX-F	7 WIVY-F<	7 WAPE-F	7	7 WCRJ-F	7 WKQL-F<	7 WIVY-F	7
8	8	8	8	8 WCRJ-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>	1 WAPE-F	1 WAPE-F	1 WAPE-F	1 WEJZ-F<	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>	1 WFYV-F
2 WHJX-F	2 WHJX-F	2 WIVY-F	2 WEJZ-F	2 WQIK-F	2 WHJX-F	2 WAPE-F	2 WAPE-F	2 WAPE-F>	2 WQIK-F
3 WFYV-F	3 WIVY-F	WHJX-F>	3 WQIK-F	3 WAPE-F	WAPE-F>	3 WHJX-F	3 WIOI-F	3 WKQL-F	3 WKQL-F
4 WEJZ-F>	4 WFYV-F	4 WZAZ-F	WHJX-F	4 WHJX-F<	4 WZAZ-F	4 WIOI-F>	4 WKQL-F	4 WQIK-F	4 WAPE-F
5 WIVY-F>	5 WEJZ-F>	WFYV-F	5 WIVY-F	5 WIVY-F	WIOI-F>>	5 WZAZ-F	5 WQIK-F	WHJX-F	5 WEJZ-F
6 WQIK-F	6 WZAZ-F	6 WKQL-F	6 WFYV-F	WCRJ-F	6 WIVY-F	6 WKQL-F	WHJX-F>	6 WIOI-F	6 WIOI-F
7	WQIK-F	WEJZ-F	7 WCRJ-F	7 WKQL-F	7	7 WROS	7 WZAZ-F	7 WEJZ-F	7
8	8 WKQL-F	8	8 WKQL-F	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WAYR 550 Orange Park	0.4/1.4/	6/ 108
WFOY 1240 St. Augustine	0.4/1.0/	5/ 82
WPDQ 690 Jacksonville	0.8/3.1/	13/ 284
WQIK 1320 Jacksonville	0.9/2.0/	12/ 171
WROS 1050 Jcksnlv/Daytona	0.7/1.5/	10/ 121
WRXJ 930 Jacksonville	0.4/1.4/	6/ 119
WSOS-F 105.5 St. Augustine	0.4/1.6/	6/ 152
WVOJ 970 Jacksonville	0.7/1.2/	9/ 97
WNFI-F 99.9 Palatka	0.7/3.3/	25/ 454
WWLV-F 94.5 Daytona Bch/Orl	0.4/0.9/	18/ 227

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS)	, GOSPEL	SBN, \$ 16.00 (K & P)	
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	ABC T, CBS, \$ 30.00 (MMR)	EZ
WZAZ, 1400, 1 KW	, BLACK	SBN, \$ 24.00 (Roslin)	
WAIV-F, 96.9, 100 KW @ 935, AC/OLDIES		, \$ 86.00 (MMR)	EZ
WAPE-F, 95.1, 100 KW @ 860, CHR		, \$ 96.00 (Christal)	Evergreen (P)
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY		SBN, \$ 56.00 (Katz)	Ragan Henry
WFYV-F, 104.5, 100 KW @ 700, AOR		NBC, \$ 70.00 (Mc-Guild)	Metroplex
WIOI-F, 100.7, 100 KW @ 500, CLASSIC AOR		, \$ 40.00 (---)	Osborn (BRUNSWICK,GA)
WIVY-F, 102.9, 100 KW @ 984, AC		APR, \$ 64.00 (Banner)	Taylor
WPDQ-F, 92.7, 3 KW @ 300, BLACK		SBN, NBN, \$ 30.00 (Republic)	Willis (GREEN COVE)
WQIK-F, 99.1, 100 KW @ 1050, COUNTRY		ABC E, \$ 94.00 (Eastman)	Jacor
WEJZ-F, 96.1, 100 KW @ 830, SOFT AC		, \$ 49.00 (Christal)	ML/WIN

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,300,900  
 MSA Rank/Pop: 29/1,545,400  
 ADI # 29  
 Average Person Ratings: 17.5  
 Market TSL: 23.00 hours

Stations: 23/22  
 Diaries: 1661/783:1/59.5%  
 Sample Target: 1410  
 % Below Line: 0.3  
 % Not Listed: 6.0

1989 Revenue: \$42,100,000  
 HH Inc.: \$31,591  
 Retail \$: 12.3 Bll  
 Pop per Station: 59,131  
 #1 Biller: WDAF \$5,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	291/12.8	10.3	11.6	15.5	12.7	12.6	482/5037	3006/23.1	22.4	23.2	12.1	276	2440	WDAF
2. KBEQ-F (CHR)	187/ 8.2	10.1	8.2	7.4	7.1	8.5	235/3887	2960/22.8	23.4	21.9	11.0	251	3505	KBEQ-F
3. KFKE-F (C)	160/ 7.0	9.3	7.8	7.2	8.1	7.8	192/2671	2248/17.3	18.5	17.4	11.6	265	2391	KFKE-F
4. KPRS-F (B)	153/ 6.7	7.2	4.5	5.2	5.3	5.9	170/1767	1435/11.0	10.2	9.5	10.8	246	1949	KPRS-F
5. KCMO (N/T)	146/ 6.4	7.3	6.1	6.0	6.6	6.4	198/2762	2048/15.7	21.4	17.0	4.0	92	1599	KCMO
6. KMBR-F (EZ)	137/ 6.0	6.0	5.6	5.9	7.4	5.9	160/1997	1642/12.6	13.1	14.3	4.0	90	1096	KMBR-F
7. KYYS-F (AOR)	125/ 5.5	4.3	5.3	4.7	6.4	4.9	156/2610	2010/15.5	12.2	15.1	5.6	128	2011	KYYS-F
8. KUDL-F (AC)	108/ 4.7	5.5	3.9	4.4	6.5	4.6	131/2336	1870/14.4	14.1	15.8	3.5	80	1399	KUDL-F
9. KCMO-F (O)	104/ 4.6	3.8	6.1	5.4	4.7	5.0	143/2199	1722/13.2	12.4	15.5	3.6	81	1197	KCMO-F
10. KLSI-F (AC)	101/ 4.4	4.5	4.8	4.3	4.1	4.5	109/1643	1424/10.9	11.5	12.5	3.8	87	1307	KLSI-F
11. KXXR-F (CHR)	97/ 4.3	4.9	5.1	6.7	7.0	5.3	116/2065	1615/12.4	10.8	15.4	5.4	123	1723	KXXR-F
12. KCFX-F (AOR)	94/ 4.1	3.2	4.6	4.3	3.2	4.1	118/1724	1334/10.3	10.4	10.4	4.3	98	1497	KCFX-F
13. KRVK-F (AOR)	92/ 4.0	2.7	2.3	1.3	1.8	2.6	104/2026	1577/12.1	7.1	4.7	5.0	113	1187	KRVK-F
14. KXTR-F (CL)	65/ 2.9	1.9	1.5	1.8	2.1	2.0	69/822	750/ 5.8	5.0	4.8	1.6	37	440	KXTR-F
15. KMBZ (MOR)	60/ 2.6	3.4	6.1	6.4	3.8	4.6	63/1344	1214/ 9.3	11.7	11.1	2.5	58	1203	KMBZ
KJLA (BB)	60/ 2.6	2.4	2.7	1.8	2.4	2.4	62/909	867/ 6.7	6.4	6.5	1.7	39	489	KJLA
17. KPRT (REL)	52/ 2.3	0.8	1.4	1.5	0.9	1.5	52/492	492/ 3.8	3.1	2.7	0.8	19	239	KPRT
18. WHB (O)	39/ 1.7	1.6	3.0	2.8	2.2	2.3	58/1243	907/ 7.0	6.2	7.9	0.9	20	606	WHB
19.														
20.														

12+ FM SHARE (METRO): 67.49% (1443 of 2138) (WIN 89: 67.32%)

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

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME		
KBZR	1030	Blue Sprg/KCty	0.7/1.6/	17/	209
KCCV	760	Overland Park	0.7/1.4/	16/	182
KCFM-F	107.3	Lexington	0.6/2.3/	18/	403
KEXS	1090	Excelsr Spgs	0.6/0.8/	19/	171
KKJO-F	105.1	St. Joseph	0.3/1.0/	98/	817

**RADIO STATIONS**

**AM STATIONS**

KCCV,	1510,	10 KW (DAYS)	, RELIGION		\$ 18.00 (---	Ragan Henry (INDEPENDENCE)
KCMO,	810,	50 KW/5 KW (DA-N)	, TALK/NEWS	CBS, MBS,	\$ 83.00 (Mc-Guild)	Gannett
KCNW,	1380,	2.5 KW	, RELIGION	CBN,	\$ 20.00 (---	Marsh
KJLA,	1190,	5 KW/250 W (DA-N)	, NOSTALGIA	MBS,	\$ 33.00 (Roslin)	
KMBZ,	980,	5 KW (DA-2)	, MOR/TALK	NBC,	\$ 70.00 (Durpetti)	Bonneville
KPRT,	1590,	1 KW	, GOSPEL	MBS,	\$ 23.00 (Republic)	
WDAF,	610,	5 KW	, COUNTRY	ABC E,	\$ 108.00 (Katz)	Great American
WHB,	710,	10 KW/5KW (DA-2)	, OLDIES	APR,	\$ 50.00 (Christal)	Shamrock

**FM STATIONS**

KBEQ,	104.3,	100 KW @ 987,	CHR	ABC C,	\$ 91.00 (MMR)	Noble
KCFX,	100.7,	100 KW @ 850,	CLASSIC AOR	US 1,	\$ 60.00 (MMR)	Hoker
KCMO,	94.9,	100 KW @ 1057,	OLDIES		\$ 61.00 (Mc-Guild)	Gannett
KRVK,	98.9,	100 KW @ 990,	AC	SMN,	\$ 47.00 (CBS)	Journal Co (LEAVENWORTH)
KFKF,	94.1,	100 KW @ 987,	COUNTRY		\$ 94.00 (HNWH)	Sconnix
KLSI,	93.3,	100 KW @ 1050,	AC	CNN,	\$ 66.00 (Banner)	Sandusky
KMBR,	99.7,	98 KW @ 950,	BTFL/EZ		\$ 60.00 (Durpetti)	Bonneville
KPRS,	103.3,	100 KW @ 940,	BLACK	SBN, ABC I,	\$ 51.00 (Republic)	
KUDL,	98.1,	100 KW @ 500,	AC	APR,	\$ 64.00 (Christal)	Shamrock
KXTR,	96.5,	99 KW @ 960,	CLASSICAL	US 2,	\$ 39.00 (CMBS)	
KXXR,	106.5,	100 KW @ 850,	CHR/AOR		\$ 59.00 (Republic)	Olympia
KYYS,	102.1,	100 KW @ 1013,	AOR	SOURCE,	\$ 101.00 (Katz)	Great American

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHR - Contemporart 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
* SAC - Soft Adult Contemporary	? - Others or Unknown

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KNOXVILLE

Arbitron Rank/Pop (12+): 69/512 300  
 MSA Rank/Pop: 85/599,200  
 ADI # 61  
 Average Person Ratings: 17.1  
 Market TSL: 22.50 hours

Stations: 20/20  
 Diaries: 1035/495:1/62.9%  
 Sample Target: 900  
 % Below Line: 0.0  
 % Not Listed: 9.8

1989 Revenue: \$14,300,000  
 HH Inc.: \$23,365  
 Retail \$: 5.1 Bil  
 Pop per Station: 25,615  
 #1 Biller: WIVK-AF \$5,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	301/34.3	37.7	35.2	34.2	32.5	35.3	466/4186	2536/49.5	63.7	58.8	35.2	316	2828	WIVK-AF
2. WMYU-F (AC)	112/12.8	9.1	12.7	13.7	14.4	12.1	164/2017	1471/28.7	29.6	29.7	11.8	106	1398	WMYU-F
3. WEZK-F (EZ)	100/11.4	10.0	9.7	8.9	8.2	10.0	133/1369	981/19.1	19.2	16.4	4.7	42	649	WEZK-F
4. WIMZ-AF (AOR)	94/10.7	9.3	11.0	10.7	15.0	10.4	152/1771	1184/23.1	21.5	27.1	15.9	143	1437	WIMZ-AF
5. WOKI-F (CHR)	74/ 8.4	11.2	11.2	11.6	10.3	10.6	283/2955	1107/21.6	23.2	24.7	10.5	94	1265	WOKI-F
6. WGAP (C)	21/ 2.4	1.6	1.5	1.1	2.3	1.7	21/219	219/ 4.3	3.1	4.2	0.8	7	202	WGAP
7. WCKS-F (SAC)	19/ 2.2	1.6	1.5	1.5	1.0	1.7	19/387	358/ 7.0	6.7	3.7	3.2	29	382	WCKS-F
8.														
9.														
10.														

12+ FM SHARE (METRO): 86.74% (687 of 792) (WIN 89: 87.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-F>>
2 WIMZ-AF	2 WIMZ-AF>	2 WMYU-F	2 WMYU-F>	2 WMYU-F>	2 WEZK-F>	2 WMYU-F>	2 WMYU-F<	2 WMYU-F	2 WOKI-F	2 WIMZ-F
3	3 WMYU-F	3 WIMZ-AF>>	3 WIMZ-AF>	3 WIMZ-AF	3 WMYU-F	3 WEZK-F	3 WEZK-F>	3 WEZK-F<	3 WIMZ-AF>	3 WGAP
4	4 WOKI-F	4 WOKI-F	4 WEZK-F	4 WEZK-F	4	4 WIMZ-AF>	4 WIMZ-AF>>	4 WIMZ-AF>	4 WEZK-F	4
5	5	5 WEZK-F	5	5	5	5 WOKI-F	5 WOKI-F	5 WOKI-F	5 WMYU-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 WIMZ-AF	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF>>	1 WIMZ-AF	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>
2 WOKI-F	2 WMYU-F	2 WMYU-F>	2 WMYU-F>	2 WMYU-F>>	2 WOKI-F<	2 WIMZ-AF>>	2 WIMZ-AF>>	2 WIMZ-AF>	2 WIMZ-AF
3 WMYU-F<	3 WIMZ-AF>	3 WIMZ-AF>>	3 WIMZ-AF>	3 WEZK-F>	3 WIVK-AF>>	3 WOKI-F	3 WMYU-F>	3 WMYU-F>	3 WMYU-F>
4 WIVK-AF>>	4 WOKI-F>>	4 WOKI-F	4 WOKI-F	4 WIMZ-AF	4 WMYU-F>	4 WMYU-F>	4 WOKI-F	4 WOKI-F	4 WEZK-F
5 WKGN >>	5 WEZK-F	5 WEZK-F	5 WEZK-F	5	5 WEZK-F>	5 WEZK-F	5 WEZK-F>>	5 WEZK-F	5
WEZK-F	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/ AQH/CUME

WGAP-F	95.7	Maryville	0.3/1.0/	3/ 49
WHJM	1180	Knoxville	0.8/1.3/	7/ 66
WKGN	1340	Knoxville	1.5/3.0/	13/ 152
WKNF-F	94.3	Oak Ridge	1.3/4.9/	12/ 264
WKXV	900	Knoxville	0.3/1.9/	3/ 106
WNOX-F	99.3	Jeff City/Knoxvl	0.3/1.9/	3/ 114
WQBB	1040	Powell/Knoxvill	1.4/2.8/	19/ 154
WRJZ	620	Knoxville	0.6/4.2/	5/ 244
WSEV	930	Sevierville	0.6/1.1/	5/ 55
WUTK	850	Knoxville	0.6/2.0/	6/ 113
WYSH	1380	Clinton	0.5/1.4/	4/ 91

ADDITIONAL STATIONS

WKGN, 1340, 1 KW , OLDIES NBN, \$ 9.00 (Roslin)  
 WRJZ, 620, 5 KW (DA-N) , RELIGION SMN, \$ 11.00 (---)  
 WIVK (10 KW, 990) SIMULCASTS WITH WIVK-F  
 WIMZ (1 KW, 1240) SIMULCASTS WITH WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, EZ , \$ 37.00 (Christal) South Central  
 WIMZ-F, 103.5, 100 KW @ 1723, AOR SOURCE, \$ 70.00 (Christal) Stoner  
 WIVK-F, 107.7, 100 KW @ 1970, COUNTRY ABC E, \$ 109.00 (Katz) Dick  
 WMYU-F, 102.1, 15 KW @ 1990, AC US 1, \$ 68.00 (Eastman) Jacor  
 WOKI-F, 100.3, 100 KW @ 2000, CHR ABC F, CBS, \$ 34.00 (HNWH) (OAK RIDGE)  
 WKNF-F, 94.3, 2 KW @ 395, SOFT AC TRNSTR, \$ 18.00 (---) (OAK RIDGE)

LANSING

Arbitron Rank/Pop (12+): 97/359,900  
 MSA Rank/Pop: 109/431,600  
 ADI # 101  
 Average Person Ratings: 16.5  
 Market TSL: 21.75 hours

Stations: 18/13  
 Diaries: 854/421:1/55.7%  
 Sample Target: 780  
 % Below Line: 10.3  
 % Not Listed: 16.6

1989 Revenue: \$12,100,000  
 HH Inc.: \$30,114  
 Retail \$: 3.2 Bill  
 Pop per Station: 27,684  
 #1 Biller: WVIC-AF \$3,100,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WITL-F (C)	107/18.0	17.3	15.4	17.5	15.7	17.0	172/1808	1021/28.4	26.8	26.0	14.9	100	755	WITL-F
2. WVIC-AF (CHR)	106/17.8	18.5	16.2	16.2	16.5	17.2	168/2080	1310/36.4	39.2	40.0	22.4	150	1595	WVIC-AF
3. WJIM-F (EZ)	43/ 7.2	8.8	7.2	7.2	6.7	7.6	61/708	491/13.6	14.5	13.4	6.4	43	475	WJIM-F
WFMK-F (AC)	43/ 7.2	8.5	9.5	7.9	8.7	8.3	65/961	660/18.3	20.1	21.2	6.6	44	574	WFMK-F
5. WJR (MOR)	37/ 6.2	3.5	3.0	5.2	5.0	4.5	81/1037	468/13.0	9.9	11.4	3.6	24	342	WJR
6. WMMQ-F (AOR)	29/ 4.9	3.7	5.3	5.1	4.5	4.8	31/539	484/13.4	13.4	12.3	5.5	37	478	WMMQ-F
7. WIBM-F (O)	28/ 4.7	5.5	5.9	5.7	5.6	5.4	79/1043	499/13.9	16.3	17.4	4.2	28	431	WIBM-F
8. WGOR-F (CHR)	25/ 4.2	3.7	4.7	4.4	6.4	4.3	26/522	428/11.9	13.2	16.3	6.7	45	754	WGOR-F
9. WJXQ-F (AOR)	22/ 3.7	3.0	2.7	4.8	3.1	3.6	29/673	392/10.9	11.2	10.4	4.8	32	440	WJXQ-F
10. WKKP-F (AC)	12/ 2.0	3.5	3.2	1.5	1.9	2.5	12/375	375/10.4	13.8	9.5	2.2	15	248	WKKP-F

12+ FM SHARE (METRO): 86.90% (431 of 496) (WIN 89: 87.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-AF>>>1	WVIC-AF>>>1	WVIC-AF>	1 WITL-F	1 WITL-F>	1 WITL-F>>	1 WVIC-AF	1 WITL-F	1 WVIC-AF<	1 WVIC-AF>	1 WITL-F>>
2 WGOR-F >>>2	WITL-F	2 WITL-F>	2 WVIC-AF>	2 WVIC-AF>	2 WJR	2 WITL-F>>	2 WVIC-AF>	2 WITL-F>>	2 WITL-F>	2 WVIC-AF>
3	WFMK-F	3 WFMK-F>	3 WFMK-F>	3 WFMK-F	WJIM-F>	3 WJR	3 WJIM-F	3 WFMK-F	3 WGOR-F	3 WJR
4	4 WMMQ-F	4 WMMQ-F	4 WIBM-F>	4 WIBM-F>	4 WIBM-F	4 WJIM-F	4 WJIM-F	4 WFMK-F>	4 WJIM-F	4 WFMK-F
5	5 WJXQ-F	5 WIBM-F	5 WMMQ-F	5 WJIM-F	5 WVIC-AF	5 WFMK-F	5 WJR	5 WMMQ-F	5 WJXQ-F	5 WMMQ-F
6	6	6	6	6 WJR	6	6	6 WMMQ-F	6	6	6 WJIM-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-AF>>>1	WVIC-AF>	1 WVIC-AF	1 WVIC-AF>	1 WITL-F	1 WVIC-AF>>>1	WVIC-AF>>>1	WVIC-AF	1 WVIC-AF>	1 WITL-F>
2 WFMK-F>	2 WFMK-F>	2 WFMK-F>	2 WITL-F<	2 WVIC-AF	2 WMMQ-F>	2 WMMQ-F	2 WITL-F	2 WITL-F>	2 WVIC-AF>
3 WITL-F	3 WITL-F>	3 WITL-F>	3 WFMK-F	3 WFMK-F>	3 WITL-F>	3 WITL-F>	3 WJXQ-F	3 WMMQ-F>	3 WIBM-F
4 WGOR-F>	4 WJXQ-F	4 WJIM-F	4	4 WJIM-F	4 WXLA	4 WJXQ-F>	4 WMMQ-F>	4 WFMK-F	4 WFMK-F
5 WMMQ-F	5 WJIM-F	WIBM-F	5	5 WIBM-F	WILS	5 WFMK-F	5 WFMK-F>	5 WIBM-F	5 WMMQ-F
6 WJXQ-F>>>	WGOR-F	6 WJXQ-F>>>	6	6	6	6	6 WRIF-F	6 WJXQ-F	6 WJXQ-F

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WILS 1320 Lansing	1.8/5.0/	11/ 197
WJIM 1240 Lansing	0.7/3.8/	5/ 169
WXLA 1180 Dimondale/Lnsng	0.8/2.0/	5/ 73
CKLW 800 Windsor/Detr	1.2/1.8/	15/ 191
WODJ-F 107.3 Greenvl/GrRpd	0.3/1.3/	23/ 359
WOOD-F 105.7 Grand Rapids	1.3/3.9/	24/ 436
WRIF-F 101.1 Detroit	1.2/3.1/	20/ 419

**RADIO STATIONS**

WILS, 1320, 5 KW/1 KW (DA-3)	, BLACK	CBS, \$ 14.00 (Christal)	MacDonald
WJIM, 1240, 1 KW	, TALK	NBC, \$ 15.00 (Torbet)	Double L
WXLA, 1180, 1 KW (DAYS,DA)	, BLACK	, \$ 11.00 (Roslin)	(DIMONDALE)
WGOR-F, 92.1, 3 KW @ 300, CHR		CBS, \$ 20.00 (Mc-Guild)	(ST. JOHNS)
WFMK-F, 99.1, 28 KW @ 600, AC		, \$ 39.00 (Republic)	Liggett
WIBM-F, 94.1, 40 KW @ 560, OLDIES		US 2, \$ 30.00 (MMR)	(JACKSON)
WITL-F, 100.7, 27 KW @ 680, COUNTRY		ABC E, \$ 54.00 (Banner)	
WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ		NBC, \$ 30.00 (Torbet)	Double L
WKXQ-F, 106.1, 50 KW @ 500, AOR		ABC R, \$ 26.00 (Christal)	(JACKSON)
WKKP-F, 101.7, 3 KW @ 150, AC		CBS, \$ 24.00 (Christal)	MacDonald
WMMQ-F, 92.7, 1.5 KW @ 450, CLASSIC AOR		SOURCE, NBC, \$ 29.00 (HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500, CHR		, \$ 70.00 (Katz)	Goodrich



LAS VEGAS

Arbitron Rank/Pop (12+): 64/547,400

Stations: 22/22  
Diaries: 1029/532:1/47.7%  
Sample Target: 910  
% Below Line: 0.0  
% Not Listed: 17.4

1989 Revenue: \$20,100,000  
HH Inc.: \$27,953  
Retail \$: 5.2 Bill  
Pop per Station: 24,881  
#1 Biller: KFMS-AF \$3,000,000

MSA Rank/Pop: 83/609,700

ADI # 95

Average Person Ratings: 16.4

Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KLUC-AF (CHR)	94/10.5	10.3	8.7	11.3	8.5	10.2	96/1317	1290/23.6	23.9	22.5	14.1	132	1567	KLUC-AF
2. KFMS-AF (C)	92/10.2	12.0	10.8	11.3	13.2	11.1	94/1118	1086/19.8	20.9	21.8	12.4	121	932	KFMS-AF
3. KXTZ-F (EZ)	60/ 6.7	9.3	7.9	8.5	12.4	8.1	61/693	646/11.8	14.4	16.8	6.4	63	687	KXTZ-F
4. KUDA-F (O)	57/ 6.4	4.7	3.9	4.7	4.2	4.9	58/762	711/13.0	11.5	9.0	5.0	49	488	KUDA-F
5. KKLZ-F (AOR)	49/ 5.5	4.9	5.6	5.7	5.9	5.4	49/675	675/12.3	12.3	14.9	7.5	74	880	KKLZ-F
6. KYRK-F (CHR)	45/ 5.0	5.0	6.5	5.3	5.1	5.4	51/1024	928/17.0	17.5	16.5	7.6	75	1085	KYRK-F
7. KOMP-F (AOR)	44/ 4.9	3.7	4.8	6.3	5.9	4.9	45/606	599/10.9	10.4	12.9	7.3	72	803	KOMP-F
KEYV-F (J/NA)	44/ 4.9	3.6	1.4	2.9	2.0	3.2	44/423	418/ 7.6	7.1	8.1	3.1	31	405	KEYV-F
9. KMZQ-F (AC)	37/ 4.1	3.7	5.8	4.2	4.7	4.4	37/647	647/11.8	11.2	13.0	2.7	27	331	KMZQ-F
10. KRLV-F (AC)	35/ 3.9	3.4	3.9	5.3	4.2	4.1	35/440	432/ 7.9	9.5	10.4	2.3	23	380	KRLV-F
11. KORK (BB)	32/ 3.6	5.8	5.6	3.1	3.8	4.5	32/349	349/ 6.4	7.2	6.5	2.4	24	374	KORK
12. KLTV-F (AC)	29/ 3.2	2.3	1.8	1.1	---	2.1	29/399	399/ 7.3	6.7	0.0	2.7	27	246	KLTV-F
13. KWNR-F (AC)	26/ 2.9	2.7	2.4	2.6	2.5	2.7	26/523	508/ 9.3	7.2	8.4	1.5	15	236	KWNR-F
14. KDWN (T)	22/ 2.5	1.6	2.7	3.9	1.9	2.7	23/423	391/ 7.1	5.3	7.0	1.5	15	279	KDWN
15. KNUU (N/T)	20/ 2.2	2.1	2.6	2.5	3.1	2.3	20/351	351/ 6.4	7.1	8.0	2.4	24	294	KNUU
16. KMTW (AOR)	18/ 2.0	1.4	1.6	0.9	2.3	1.5	18/202	202/ 3.7	2.7	4.6	1.7	17	132	KMTW
17. KJUL-F (AC)	14/ 1.6	1.6	1.6	0.7	---	1.4	14/237	229/ 4.2	5.6	0.0	1.3	13	182	KJUL-F
18. KENO (O)	9/ 1.0	1.1	1.3	0.7	0.7	1.0	9/176	176/ 3.2	3.3	3.7	0.4	4	147	KENO

12+ FM SHARE (METRO): 84.86% (628 of 740) (WIN 89: 81.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KYRK-F	1 KLUC-AF>	1 KLUC-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF<	1 KFMS-AF<	1 KLUC-AF	1 KLUC-AF>	1 KFMS-F>>
2 KLUC-AF>>	2 KOMP-F	2 KFMS-AF	2 KUDA-F	2 KUDA-F	2 KXTZ-F>	2 KLUC-AF>	2 KLUC-AF	2 KFMS-AF>	2 KYRK-F	2 KOMP-F
3	3 KKLZ-F	3 KUDA-F	3 KLUC-AF	3 KLUC-AF	3 KUDA-F	3 KUDA-F<	3 KXTZ-F	3 KUDA-F	3 KKLZ-F	3 KKLZ-F
4	4 KFMS-AF	4 KKLZ-F	4 KKLZ-F	4 KEYV-F<	4 KORK	4 KXTZ-F	4 KUDA-F	4 KYRK-F	4 KFMS-AF	4 KUDA-F
5	5 KYRK-F	5 KOMP-F	5 KEYV-F	5 KKLZ-F	5 KLUC-AF	5 KKLZ-F	5 KEYV-F	5 KXTZ-F	5 KEYV-F	5 KXTZ-F
6	6 KMZQ-F	6 KEYV-F	6	6	6 KEYV-F	6 KOMP-F	6 KKLZ-F	6 KEYV-F	6	6 KDWN >>

WOM 18-24	WOM 18-34	WOM 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-AF>>>	1 KLUC-AF>>>	1 KLUC-AF	1 KLUC-AF>	1 KFMS-AF>	1 KOMP-F	1 KOMP-F	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF
2 KYRK-F>	2 KKLZ-F	2 KKLZ-F	2 KFMS-AF>	2 KUDA-F	2 KLUC-AF>	2 KLUC-AF	KOMP-F	KLUC-AF	2 KUDA-F
3 KFMS-AF	3 KFMS-AF	3 KFMS-AF	3 KUDA-F	3 KLUC-AF	3 KYRK-F	3 KKLZ-F	3 KKLZ-F	3 KUDA-F<	3 KKLZ-F
4	4 KYRK-F>	KUDA-F	4 KRLV-F	4 KXTZ-F	KMTW	4 KFMS-AF	4 KLUC-AF	4 KOMP-F	4 KEYV-F
5	5 KOMP-F	5 KOMP-F	5 KEYV-F	5 KEYV-F	5 KKLZ-F	5 KMZQ-F	5 KEYV-F	5 KKLZ-F	5 KLUC-AF
6	6	6 KWNR-F	6	6	6 KMZQ-F	6 KEYV-F	6 KUDA-F	6	6 KOMP-F
		KLTV-F					7 KMZQ-F		

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
KREL 1280 Henderson/LosVg	0.6/2.1/	5/ 113		
KRRI-F 105.5 Boulder Cty/LV	0.9/4.6/	8/ 251		

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, TALK	, \$ 19.00 (Roslin)	
KENO, 1460, 5 KW/1 KW (DA-N)	, OLDIES	, \$ 16.00 (Christal)	Lotus
KNUU, 970, 5 KW/500 W (DA-2)	, NEWS/TALK	MBS, CBS, \$ 15.00 (---)	
KORK, 920, 5 KW/500 W (DA-2)	, NOSTALGIA	ABC I, \$ 19.00 (MMR)	Anchor
KEYV-F, 93.1, 50 KW @ 100	, JAZZ/NAC	, \$ 29.00 (HNWH)	
KFMS-F, 101.9, 100 KW @ 1110	, COUNTRY	, \$ 61.00 (Katz)	
KJUL-F, 104.3, 100 KW @ 1115	, AC	APR, \$ 20.00 (---)	Ragan Henry
KKLZ-F, 96.3, 100 KW @ 1170	, CLASSIC AOR	, \$ 34.00 (Banner)	
KLTV-F, 103.5, 100 KW @ 1042	, AC	TRNSTR, \$ 20.00 (K & P)	
KLUC-F, 98.5, 100 KW @ 1180	, CHR	UPI, \$ 60.00 (Mc-Guild)	Nationwide
KMZQ-F, 100.5, 98 KW @ 1180	, AC	, \$ 46.00 (Eastman)	Commonwealth
KOMP-F, 92.3, 100 KW @ 1520	, AOR	, \$ 35.00 (Christal)	Lotus
KRLV-F, 106.5, 100 KW @ 1155	, SOFT AC	, \$ 28.00 (Eastman)	
KRRI-F, 105.5, 50 KW @ 1450	, OLDIES	MBS, \$ 20.00 (Torbet)	
KUDA-F, 107.5, 25 KW @ 3726	, OLDIES	, \$ 30.00 (Katz)	Americom (Quinn)
KWNR-F, 95.5, 100 KW @ 1120	, OLDIES	, \$ 26.00 (Torbet)	
KXTZ-F, 94.1, 100 KW @ 1250	, BTFL/EZ	, \$ 44.00 (Durpetti)	Parker
KYRK-F, 97.1, 50 KW @ 1950	, CHR	, \$ 33.00 (MMR)	Anchor

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,265,900  
 MSA Rank/Pop: 2/11,700,000  
 ADI # 2  
 Average Person Ratings: 18.3  
 Market TSL: 24.00 hours

Stations: 44/44  
 Diaries: 4354/2128:1/50.6%  
 Sample Target: 3650  
 % Below Line: 0.0  
 % Not Listed: 10.1

1989 Revenue: \$385,000,000  
 HH Inc.: \$33,525  
 Retail \$: 88.0 Bill  
 Pop per Station: 210,588  
 #1 Biller: KABC \$35,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KOST-F (AC)	1088/ 6.4	5.7	6.8	6.1	5.6	6.3	1259/18121	15657/16.9	15.6	15.4	6.0	960	11467	KOST-F
2. KIIS-AF (CHR)	1033/ 6.1	5.4	6.4	5.2	7.1	5.8	1227/22430	18650/20.1	18.0	23.4	6.7	1069	17507	KIIS-AF
3. KPWR-F (CHR)	946/ 5.6	6.2	6.1	7.1	6.4	6.3	1021/16807	15176/16.4	17.1	17.8	8.2	1319	18053	KPWR-F
4. KABC (T)	749/ 4.4	4.6	4.3	5.2	4.9	4.6	821/10439	9509/10.3	10.8	11.3	4.4	713	7842	KABC
5. KLOS-F (AOR)	649/ 3.8	4.2	4.1	3.8	4.6	4.0	933/13641	10370/11.2	11.1	11.4	5.4	863	10258	KLOS-F
6. KQLZ-F (CHR)	609/ 3.6	3.8	5.5	4.3	2.7	4.3	839/12868	10084/10.9	11.0	8.3	4.2	668	11016	KQLZ-F
7. KBIG-F (AC)	606/ 3.6	4.0	3.6	4.3	4.0	3.9	729/10420	8712/ 9.4	9.7	10.7	2.2	346	5194	KBIG-F
8. KFVB (N)	563/ 3.3	2.6	3.1	3.0	2.9	3.0	605/13361	12218/13.2	12.1	13.8	2.6	415	8347	KFVB
9. KWKW (SP)	555/ 3.3	3.5	2.7	2.2	2.3	2.9	561/5426	5329/ 5.8	5.3	3.7	2.6	419	3915	KWKW
10. KRQQ-F (AOR)	538/ 3.2	2.5	2.5	2.3	3.0	2.6	583/8674	7827/ 8.4	7.3	9.0	4.0	649	8355	KRQQ-F
11. KTNQ (SP)	532/ 3.1	2.7	1.9	2.5	1.6	2.5	550/5252	5010/ 5.4	4.9	4.3	1.9	302	4079	KTNQ
12. KMPC (BB)	521/ 3.1	2.1	2.7	2.5	2.3	2.6	558/7613	6915/ 7.5	6.9	6.5	2.5	402	4509	KMPC
13. KNX (N)	517/ 3.0	3.4	2.8	3.3	3.6	3.1	683/14206	10661/11.5	13.2	12.7	2.6	418	4694	KNX
14. KTWW-F (J/NA)	516/ 3.0	3.1	2.8	2.5	3.4	2.8	608/10080	8481/ 9.2	9.0	9.0	3.1	502	7043	KTWW-F
15. KLVE-F (SP)	502/ 3.0	3.2	3.2	1.8	2.3	2.8	549/6684	6107/ 6.6	6.7	5.7	2.6	415	4663	KLVE-F
16. KRTH-AF (O)	504/ 2.9	3.1	4.1	3.9	3.9	3.5	641/12579	10003/10.8	12.6	15.2	2.3	359	6316	KRTH-AF
17. KXEZ-F (EZ)	490/ 2.9	2.5	4.6	4.1	4.5	3.5	507/7231	6814/ 7.4	7.3	9.4	2.1	340	3630	KXEZ-F
18. KLSX-F (CL AOR)	385/ 2.3	2.2	2.0	1.8	2.5	2.1	425/8330	7527/ 8.1	7.9	8.3	2.5	394	6773	KLSX-F
19. KZLA-F (C)	344/ 2.0	2.2	2.3	2.0	2.3	2.1	375/5205	4547/ 4.9	5.8	5.8	2.8	454	5239	KZLA-F
20. KJLH-F (B)	322/ 1.9	2.3	1.9	2.2	2.3	2.1	330/5485	5277/ 5.7	5.6	5.5	2.6	421	6195	KJLH-F
21. KODJ-F (O)	292/ 1.7	1.8	2.0	2.0	1.1	1.9	404/8371	6529/ 7.0	6.1	4.9	1.9	301	5091	KODJ-F
22. KFI (T)	266/ 1.6	1.7	1.6	1.8	1.3	1.7	382/7181	5017/ 5.4	5.8	5.9	2.2	356	4750	KFI
23. KLIT-F (SAC)	247/ 1.5	1.2	1.2	0.7	0.9	1.1	290/5289	4596/ 5.0	4.9	3.5	1.4	232	2854	KLIT-F
24. KKGQ-F (CL)	231/ 1.4	1.4	1.0	1.2	1.1	1.3	254/4809	4313/ 4.7	5.1	3.8	1.1	184	3208	KKGQ-F
25. KKBT-F (B/U)	216/ 1.3	0.4	1.7	1.5	1.6	1.2	250/5380	4773/ 5.2	2.1	5.9	0.8	136	2224	KKBT-F
26. KACE-F (B)	198/ 1.2	1.9	1.2	1.3	0.9	1.4	198/3668	3663/ 4.0	4.4	3.3	1.2	198	3443	KACE-F
27. KALI (SP)	193/ 1.1	1.0	0.8	1.0	1.2	1.0	194/2756	2737/ 3.0	2.7	2.4	0.7	116	2047	KALI
28. KSKQ (SP)	185/ 1.1	1.3	1.1	1.0	1.1	1.1	185/2539	2539/ 2.7	2.8	2.1	0.6	94	970	KSKQ
29. KNAC-F (AOR)	181/ 1.1	0.8	1.0	1.0	1.4	1.0	192/2802	2532/ 2.7	2.4	3.5	1.4	226	2849	KNAC-F
30. KRLA (O)	173/ 1.0	1.0	0.8	0.9	0.8	0.9	181/3585	3372/ 3.6	3.5	3.5	1.1	172	2613	KRLA
31. KDAY (B)	170/ 1.0	0.6	0.6	1.5	0.6	0.9	171/3323	3282/ 3.5	3.2	2.3	1.4	227	3243	KDAY
32.														
33.														
34.														
35.														

12+ FM SHARE (METRO): 67.22% (10265 of 15271) (WIN 89: 65.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIIS-AF	1 KOST-F<	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >	1 KIIS-AF	1 KOST-F>	1 KOST-F	1 KPWR-F	1 KABC >
2 KPWR-F>	2 KPWR-F	2 KIIS-AF<	2 KIIS-AF	2 KIIS-AF	2 KMPC <	2 KLOS-F	2 KBIG-F<	2 KIIS-AF	2 KOST-F	2 KFVB
3 KQLZ-F	3 KLOS-F	3 KPWR-F	3 KLOS-F	3 KBIG-F<	3 KOST-F	3 KABC	3 KIIS-AF	3 KPWR-F>	3 KIIS-AF	3 KNX
4	4 KIIS-AF	4 KLOS-F	4 KRTH-AF	4 KRTH-AF<	4 KFVB	4 KPWR-F	4 KBIG-F	4 KABC >	4 KABC	4 KMPC
5	5 KRQQ-F<	5 KQLZ-F	5 KTNQ	5 KIIS-AF<	5 KNX	5 KOST-F<	5 KABC	5 KQLZ-F	5 KRQQ-F	5 KPWR-F
6	6 KQLZ-F	6 KBIG-F<	6 KWKW	6 KTNQ	6 KXEZ-F	6 KFVB	6 KRTH-AF<	6 KRQQ-F	6 KWKW	6 KOST-F
7	7 KLVE-F	7 KRQQ-F<	7 KTWW-F	7 KLOS-F<	7 KTWW-F	7 KNX	7 KQLZ-F	7 KLOS-F	7 KQLZ-F	7 KLVE-F
8	8 KLSX-F	8 KTNQ <	8 KBIG-F	8 KWKW	8 KBIG-F	8 KTNQ	8 KTWW-F	8 KTWW-F<	8 KJLH-F	8 KFI
9	9 KBIG-F	9 KWKW	9 KPWR-F	9 KPWR-F	9 KIIS-AF<	9 KMPC	9 KTNQ	9 KNX	9 KJLH-F	9 KIIS-AF
10	10 KTNQ	10 KRTH-AF	10 KLVE-F	10 KLVE-F	10 KWKW	10 KWKW	10 KXEZ-F	10 KFVB	10 KFVB	10 KZLA-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 KOST-F	1 KOST-F	1 KOST-F>	1 KOST-F>	1 KOST-F	1 KQLZ-F	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KOST-F<
2 KPWR-F>	2 KPWR-F	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KPWR-F<	2 KPWR-F	2 KLSX-F	2 KPWR-F<	2 KLOS-F<
3 KIIS-AF	3 KIIS-AF	3 KLOS-F<	3 KPWR-F	3 KWKW	3 KLOS-F>	3 KQLZ-F<	3 KTNQ	3 KIIS-AF<	3 KTWW-F
4 KRQQ-F<	4 KRQQ-F<	4 KLVE-F	4 KBIG-F<	4 KBIG-F	4 KROQ-F	4 KROQ-F	4 KOST-F<	4 KOST-F	4 KTNQ
5 KQLZ-F>	5 KLOS-F	5 KPWR-F	5 KWKW	5 KRTH-AF	5 KIIS-AF	5 KIIS-AF<	5 KPWR-F	5 KTNQ	5 KIIS-AF
6 KLOS-F	6 KQLZ-F<	6 KWKW	6 KLOS-F	6 KPWR-F	6 KOST-F	6 KOST-F<	6 KIIS-AF	6 KQLZ-F	6 KRTH-AF
7 KBIG-F	7 KLVE-F<	7 KBIG-F<	7 KLVE-F	7 KLVE-F	7 KNAC-F	7 KLSX-F	7 KRTH-AF	7 KROQ-F<	7 KLSX-F
8 KJLH-F	8 KBIG-F	8 KRQQ-F	8 KRQQ-F	8 KTWW-F	8 KLVE-F	8 KTNQ	8 KROQ-F	8 KLSX-F	8 KBIG-F
9 KLVE-F	9 KWKW	9 KQLZ-F	9 KQLZ-F<	9 KTNQ	9 KLVE-F>	9 KLVE-F	9 KJLH-F	9 KIIS-AF	9 KABC
10 KWKW	10 KJLH-F	10 KTWW-F	10 KRTH-AF	10 KLOS-F	10 KBIG-F	10 KRTH-AF	10 KTWW-F	10 KRTH-AF	10 KPWR-F

METRO CUME TSA TSA  
 OTHER RATED STATIONS SHARE/RTG/ AQH/CUME

KFSG-F	96.3	Los Angeles	0.3/1.5/ 59/1578
KGFJ	1230	Los Angeles	0.8/2.1/139/1942
KGIL	1260	San Fernando	0.3/0.9/ 51/ 804
KGRB	900	West Covina	0.7/1.3/125/1250
KIEV	870	Glendale	0.3/1.7/ 50/1681
KKLA-F	99.5	Los Angeles	0.6/2.4/116/2514
KLAC	570	L A/ANAHEIM	0.8/3.8/189/4154
KMAX-F	107.1	Arcadia/LosAngl	0.4/1.4/ 62/1291
KOCM-F	103.1	Newport Bch.	0.4/1.0/ 60/ 948
KSKQ-F	97.9	Long Beach	0.9/2.8/148/2712
KWIZ	1480	Santa Ana	0.3/0.7/ 47/ 649

AM/FM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC I, ABC T,	\$ 410.00 (Katz)	Cap Cities/ABC
KALI,	1430,	5 KW (DA-2)	, HISPANIC	, \$ 90.00 (Katz)		(SAN GABRIEL)
KDAY,	1580,	50 KW (DA-2)	, BLACK	NBN,	\$ 100.00 (Roslin)	Heritage (SANTA MONICA)
KFI,	640,	50 KW	, TALK	MBS,	\$ 150.00 (Christal)	Cox
KFWB,	980,	5 KW	, NEWS	NBC, UPI,	\$ 300.00 (Group W)	Westinghouse
KGFJ,	1230,	1 KW	, BLACK OLDIES	SN, SMN,	\$ 70.00 (Roslin)	
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC D,	\$ 130.00 (Eastman)	Malrite
KMPC,	710,	50 KW/10 KW (DA-N),	NOSTALGIA/MOR	, \$ 270.00 (Durpetti)		Golden West
KNX,	1070,	50 KW	, NEWS	CBS,	\$ 340.00 (CBS)	CBS
KRLA,	1110,	50 KW (DA-2)	, OLIDES	, \$ 100.00 (MMR)		Greater Media
KKHJ,	930,	5 KW (DA-N)	, HISPANIC	, \$ N/A (Republic)		
KSKQ,	1540,	50 KW/10 KW (DA-2),	HISPANIC	, \$ 100.00 (SBS)		SBS
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC	CRC,	\$ 165.00 (Caballero)	Heftel
KWKW,	1330,	5 KW (DA-N)	, HISPANIC	, \$ 120.00 (Lotus)		Lotus

FM STATIONS

KACE,	103.9,	1.6 KW @ 390,	BLACK	APR,	\$ 85.00 (K & P)	All Pro (INGLEWOOD)
KBIG,	104.3,	105 KW @ 2890,	AC	, \$ 280.00 (CBS)		Bonneville
KLIT,	101.9,	2.5 KW @ 2848,	SOFT AC	, \$ 100.00 (Durpetti)		Golden West (GLENDALE)
KKBT,	92.3,	39 KW @ 2835,	AC/HYBRID	, \$ 200.00 (Mc-Guild)		Evergreen
KIIS,	102.7,	8 KW @ 2790,	CHR	, \$ 550.00 (Mc-Guild)		Gannett
KJLH,	102.3,	3 KW @ 300,	BLACK	, \$ 117.00 (Roslin)		(COMPTON)
KXEZ,	98.7,	75 KW @ 1180,	EZ/SOFT AC	, \$ 285.00 (Banner)		Viacom
KKGO,	105.1,	18 KW @ 2900,	CLASSICAL	APR,	\$ 110.00 (CMBS)	
KLOS,	95.5,	63 KW @ 3129,	AOR	ABC R,	\$ 312.00 (Katz)	Cap Cities/ABC
KLSX,	97.1,	55 KW @ 770,	CLASSIC AOR	, \$ 300.00 (MMR)		Greater Media
KLVE,	107.5,	60 KW @ 2800,	HISPANIC	, \$ 175.00 (Caballero)		Heftel
KMAX,	107.1,	3 KW @ -13,	HISPANIC	, \$ 60.00 (---)		Douglas (ARCADIA)
KNAC,	105.5,	1.6 KW @ 400,	AOR	ABC F,	\$ 120.00 (---)	(LONG BEACH)
KODJ,	93.1,	28 KW @ 3496,	OLDIES	RADRAD,	\$ 200.00 (CBS)	
KOST,	103.5,	13 KW @ 3100,	AC	, \$ 410.00 (Christal)		Cox
KPWR,	105.9,	72 KW @ 770,	CHR/URBAN	, \$ 425.00 (HNWH)		Emmis
KQLZ,	100.3,	5 KW @ 3060,	CHR/AOR	SOURCE,	\$ 600.00 (Eastman)	Westwood One
KROQ,	106.7,	6 KW @ 1388,	AOR	, \$ 300.00 (Torbet)		Infinity
KRTH,	101.1,	51 KW @ 3130,	OLDIES	US 2,	\$ 350.00 (Republic)	Beasley
KSKQ,	97.9,	79 KW @ 420,	HISPANIC	, \$ 120.00 (SBS)		SBS
KTWV,	94.7,	55 KW @ 2952,	JAZZ/NAC	, \$ 260.00 (Banner)		Westinghouse
KZLA,	93.9,	49 KW @ 720,	COUNTRY	, \$ 225.00 (Eastman)		Malrite

CALL LETTER CHANGES

KJOI-F change to KXEZ-F as of February 1990...

FORMAT CHANGES

STATION SALES

LOUISVILLE

Arbitron Rank/Pop (12+): 49/793,200  
 MSA Rank/Pop: 51/960,300  
 Average Person Ratings: 16.4  
 Market TSL: 21.50 hours

Stations: 18/17  
 Diaries: 1326/598:1/59.1%  
 Sample Target: 1200  
 % Below Line: 0.5  
 % Not Listed: 10.2

1989 Revenue: \$23,600,000  
 HH Inc.: \$27,183  
 Retail \$: 7.7 Bil  
 Pop per Station: 46,658  
 #1 Biller: WHAS \$5,800,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WHAS (MOR)	212/16.3	15.9	10.8	12.2	14.8	13.8	270/3426	2465/31.1	30.3	34.4	15.4	212	2765	WHAS
2. WAMZ-F (C)	191/14.7	15.9	16.4	16.3	17.1	15.8	303/3081	2000/25.2	26.6	27.9	15.3	211	2107	WAMZ-F
3. WDJX-AF (CHR)	151/11.6	11.5	13.7	15.3	12.2	13.0	202/3080	2258/28.5	26.6	26.3	13.1	180	2214	WDJX-AF
4. WVEZ-F (SAC)	100/ 7.7	8.7	7.9	5.9	6.7	7.6	118/1671	1414/17.8	19.5	15.6	6.7	93	1078	WVEZ-F
5. WLRS-F (AOR)	95/ 7.3	7.4	6.3	5.5	4.2	6.6	107/1535	1363/17.2	16.3	17.7	9.5	131	1773	WLRS-F
6. WRKA-F (O)	92/ 7.1	4.8	5.6	6.0	6.4	5.9	98/1357	1288/16.2	14.0	14.5	5.4	74	986	WRKA-F
7. WQMF-F (AOR)	83/ 6.4	6.6	8.2	8.3	9.4	7.4	108/1784	1332/16.8	16.2	19.4	8.0	110	1351	WQMF-F
8. WLOU (B)	74/ 5.7	6.1	9.4	7.1	7.4	7.1	75/750	739/ 9.3	9.9	9.8	8.8	122	1102	WLOU
9. WXVW (BB)	39/ 3.0	1.6	2.8	3.0	1.9	2.6	39/510	510/ 6.4	4.8	5.3	2.4	33	271	WXVW
10. WLSY-F (EZ)	34/ 2.6	3.3	3.0	3.0	1.9	3.0	34/422	417/ 5.3	7.8	6.1	1.4	20	349	WLSY-F
11. WAVG (O)	29/ 2.2	2.5	3.2	3.8	4.4	2.9	33/877	822/10.4	10.9	12.1	1.6	22	628	WAVG
12. WWKY (C)	22/ 1.7	1.8	1.9	0.5	0.8	1.5	24/409	354/ 4.5	4.4	2.5	0.4	5	139	WWKY

12+ FM SHARE (METRO): 64.41% (751 of 1166) (WIN 89: 64.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLRS-F	1 WDJX-AF	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F	1 WHAS >	1 WHAS >>	1 WAMZ-F>	1 WAMZ-F	1 WHAS	1 WHAS >>
2 WDJX-AF	2 WAMZ-F	2 WDJX-AF>	2 WHAS <	2 WHAS	2 WAMZ-F>	2 WDJX-AF<	2 WHAS	2 WHAS	2 WDJX-AF	2 WAMZ-F
3	3 WQMF-F>	3 WHAS <	3 WRKA-F<	3 WVEZ-F<	3 WVEZ-F	3 WAMZ-F>	3 WVEZ-F	3 WDJX-AF>	3 WAMZ-F	3 WLRS-F
4	4 WLRS-F	4 WVEZ-F<	4 WVEZ-F	4 WRKA-F	4 WRKA-F	4 WQMF-F	4 WDJX-AF	4 WLRS-F	4 WLRS-F>	4 WDJX-F
5	5 WLOU	5 WRKA-F	5 WDJX-AF	5 WDJX-AF	5	5 WVEZ-F	5 WRKA-F>	5 WVEZ-F	5 WLOU	5 WVEZ-F
6	6 WRKA-F	6 WQMF-F	6 WQMF-F	6 WQMF-F	6	6 WRKA-F	6 WLOU	6 WRKA-F	6 WQMF-F<	6
7	7 WVEZ-F	7	7	7	7	7	7	7	7 WVEZ-F<	7
8	8	8	8	8	8	8	8	8	8 WRKA-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQMF-F	1 WDJX-AF>	1 WDJX-AF<	1 WDJX-AF	1 WAMZ-F>	1 WQMF-F	1 WAMZ-F<	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F
2 WDJX-AF>>	2 WAMZ-F	2 WAMZ-F	2 WAMZ-F>	2 WRKA-F	2 WLRS-F	2 WQMF-F	2 WQMF-F>	2 WQMF-F	2 WHAS >
3 WLOU	3 WRKA-F	3 WRKA-F	3 WVEZ-F	3 WVEZ-F	3 WDJX-AF>	3 WDJX-AF	3 WDJX-AF	3 WHAS <	3 WRKA-F
4 WAMZ-F	4 WRKA-F	4 WLOU	4 WRKA-F	4 WHAS >	4 WAMZ-F>	4 WLRS-F>	4 WRKA-F	4 WDJX-AF	4 WVEZ-F
5 WLRS-F>	5 WVEZ-F	5 WVEZ-F	5 WLOU	5 WDJX-AF	5 WHAS	5 WHAS	5 WHAS	5 WRKA-F<	5 WQMF-F<
6 WVEZ-F>	6 WQMF-F	6 WQMF-F>	6 WHAS >	6 WLOU	6 WLOU	6 WVEZ-F	6 WVEZ-F	6 WVEZ-F	6 WDJX-AF
7 WRKA-F>	7 WLRS-F	7 WHAS	7 WQMF-F<	7 WQMF-F	7 WVEZ-F>>	7 WRKA-F	7 WLRS-F>>	7	7
8	8	8	8 WLRS-F	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
WFIA 900 Louisville	0.5/2.4/	7/ 216		
WLLV 1240 Louisville	1.2/2.5/	15/ 198		
WTMT 620 Louisville	0.7/3.0/	9/ 244		
WXLN-F 103.9 Louisville	0.6/3.2/	8/ 254		
WLW 700 Cincinnati	0.5/0.9/	13/ 164		

RADIO STATIONS

WAVG, 970, 5 KW (DA-N)	, MOR	NBC, US 2, \$ 33.00 (MMR)	Radio One
WDJX, 1080, 10 KW/1 KW (DA-2)	, SIMULCAST WITH WDJX-F		
WHAS, 840, 50 KW	, MOR	ABC I, \$ 120.00 (Christal)	Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN, \$ 40.00 (MMR)	Johnson
WTMT, 620, 500 W (DA-2)	, COUNTRY	, \$ 14.00 (---)	
WWKY, 790, 5 KW/1 KW (DA-2)	, COUNTRY	TRNSTR, \$ 26.00 (Katz)	Wilkes-Schwartz
WXVW, 1450, 1 KW	, NOSTALGIA	SMN, \$ 25.00 (K & P)	
WAMZ-F, 97.5, 100 KW @ 505,	COUNTRY	, \$ 96.00 (Christal)	Clear Channel
WDJX-F, 99.7, 24 KW @ 720,	CHR	APR, \$ 65.00 (Republic)	Stoner
WLRS-F, 102.3, 3 KW @ 300,	CHR/AOR	ABC R, \$ 44.00 (Durpetti)	Radio One
WLSY-F, 101.7, 1 KW @ 400,	BTFL/EZ	US 2, \$ 30.00 (Banner)	
WQMF-F, 95.7, 34 KW @ 580,	AOR	, \$ 56.00 (Eastman)	
WRKA-F, 103.1, 3 KW @ 300,	OLDIES	, \$ 53.00 (Banner)	
WVEZ-F, 106.9, 24 KW @ 670,	SOFT AC	, \$ 59.00 (Katz)	Wilkes-Schwartz
WXLN-F, 103.9, 1 KW @ 500,	RELIGION	, \$ 18.00 (---)	

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/486,900  
 MSA Rank/Pop: 122 (McAllen) 655,000  
 162 (Brownsville)  
 ADI # 111  
 Average Person Ratings: 19.0  
 Market TSL: 25.25 hours

Stations: 18/18  
 Diaries: 1020/477:1/57.5%  
 Sample Target: 870  
 % Below Line: 0.0  
 % Not Listed: 10.0

1989 Revenue: \$12,100,000  
 HH Inc.: \$17,591  
 Retail \$: 3.5 Bil  
 Pop per Station: 27,050  
 #1 Biller: KGBT \$2,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KTXF-F (C)	153/16.6	14.0	13.2	13.4	13.0	14.3	169/1490	1347/27.7	25.5	24.5	20.1	204	1465	KTXF-F
2. KBFM-F (CHR)	150/16.0	18.6	20.0	19.7	18.7	18.6	165/1793	1692/34.8	33.4	34.4	23.4	237	1873	KBFM-F
3. KGBT (SP)	140/15.2	12.4	17.2	11.8	16.6	14.1	154/1364	1223/25.1	24.9	25.6	11.7	119	1267	KGBT
4. KIWW-F (SP)	83/ 9.0	6.0	5.1	8.8	6.8	7.2	84/938	865/17.8	17.5	17.2	4.8	49	750	KIWW-F
5. KELT-F (AC)	57/ 6.2	6.1	6.4	6.8	5.5	6.4	61/851	786/16.1	16.1	14.7	6.7	68	713	KELT-F
6. KVLV-F (EZ)	46/ 5.0	3.9	5.4	4.3	5.4	4.7	50/601	590/12.1	7.9	10.7	4.0	41	408	KVLV-F
7. KQXX-F (SP)	44/ 4.8	5.5	4.0	4.7	5.4	4.8	45/543	534/11.0	10.5	12.0	3.7	38	383	KQXX-F
8. KIRT (SP)	25/ 2.7	2.3	3.5	3.6	2.6	3.0	28/461	410/ 8.4	6.3	7.3	2.3	23	301	KIRT
9. KRIX-F (AOR)	23/ 2.5	3.1	4.1	4.0	3.7	3.4	24/486	469/ 9.6	11.4	11.8	5.1	52	767	KRIX-F
10. KURV (N/T)	21/ 2.3	1.3	1.2	1.5	1.1	1.6	21/254	242/ 5.0	3.8	3.7	0.7	5	152	KURV
11. KJAV-F (SP)	20/ 2.2	1.6	1.0	3.0	2.3	2.0	21/243	241/ 4.9	3.2	4.1	0.9	9	152	KJAV-F
12. KRGE (O)	17/ 1.8	1.2	1.2	1.8	0.6	1.5	17/222	213/ 4.4	6.7	5.2	0.9	9	174	KRGE
13. KITM-F (SP)	15/ 1.6	2.5	2.2	1.1	1.4	1.9	17/311	276/ 5.7	6.3	2.9	2.5	25	205	KITM-F
14. KBOR-F (SP)	11/ 1.2	0.5	0.2	---	---	0.5	11/154	148/ 3.0	10.2	0.0	1.3	13	222	KBOR-F
15. KBOR (SP)	8/ 0.9	4.0	2.0	3.1	1.8	2.5	8/185	185/ 3.8	0.0	5.4	1.7	17	340	KBOR

12+ FM SHARE (METRO): 72.36% (602 of 832) (WIN 89: 70.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KTXF-F<	1 KTXF-F>	1 KTXF-F	1 KTXF-F	1 KGBT >	1 KGBT	1 KTXF-F	1 KTXF-F<	1 KBFM-F>	1 KGBT >>
2	2 KBFM-F>	2 KBFM-F	2 KGBT >	2 KGBT >	2 KTXF-F>	2 KTXF-F	2 KGBT	2 KGBT	2 KTXF-F>	2 KBFM-F
3	3 KELT-F	3 KGBT	3 KIWW-F	3 KIWW-F	3 KIWW-F>	3 KBFM-F>	3 KBFM-F	3 KBFM-F>>	3 KIWW-F	3 KTXF-F
4	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 KQXX-F	4
5	5 KGBT	5 KELT-F	5 KBFM-F	5 KBFM-F	5 KQXX-F	5 KELT-F	5 KVLV-F	5 KELT-F	5 KGBT	5
6	6	6	6 KVLV-F	6 KVLV-F	6	6	6 KELT-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F>>	1 KTXF-F	1 KTXF-F>>	1 KTXF-F>	1 KTXF-F	1 KBFM-F>>	1 KBFM-F	1 KELT-F	1 KTXF-F	1 KTXF-F
2 KTXF-F>	2 KBFM-F>	2 KELT-F>	2 KBFM-F	2 KGBT >	2 KTXF-F>	2 KTXF-F	2 KTXF-F	2 KBFM-F	2 KGBT
3 KIWW-F>	3 KELT-F	3 KIWW-F	3 KGBT	3 KELT-F	3 KRIX-F>>	3 KELT-F	3 KIWW-F	3 KGBT	3 KIWW-F
4 KELT-F>>	4 KIWW-F>	4 KGBT	4 KIWW-F	4 KIWW-F	4	4 KIWW-F>	4 KBFM-F>	4 KIWW-F	4 KELT-F
5	5 KGBT	5 KBFM-F	5 KELT-F	5 KVLV-F	5	5 KRIX-F	5 KQXX-F	5 KELT-F	5 KBFM-F
6	6 KVLV-F	6	6	6 KBFM-F	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
KIKN 840 Pharr	0.6/1.7/	6/ 146
KRIO 910 McAllen	0.6/2.9/	7/ 151
KUBR 1210 San Juan	0.8/1.2/	7/ 68

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, HISPANIC	, \$ 20.00 (Caballero)	
KGBT, 1530, 50 KW/10 KW (DA-N)	, HISPANIC	, \$ 50.00 (Katz Hisp.)	Tichenor
KIRT, 1580, 1 KW/300 W	, HISPANIC	, \$ 18.00 (Caballero)	
KRGE, 1290, 5 KW (DA-N)	, OLDIES	US 1, SMN, \$ 15.00 (Banner)	First Cities
KURV, 710, 1 KW (DA-1)	, TALK	ABC T, CNN, \$ 12.00 (Miller)	
KBFM-F, 104.1, 100 KW @ 990, CHR		ABC F, \$ 39.00 (Republic)	Waldron
KBOR-F, 106.3, 530 KW @ 640, HISPANIC		, \$ 20.00 (Caballero)	
KELT-F, 94.5, 100 KW @ 1154, AC		, \$ 31.00 (Katz)	
KIWW-F, 96.1, 100 KW @ 937, HISPANIC		, \$ 30.00 (Katz Hisp.)	Tichenor
KQXX-F, 98.5, 100 KW @ 1400, HISPANIC		, \$ 21.00 (Caballero)	
KRIX-F, 99.5, 100 KW @ 1100, AOR		ABC R, \$ 25.00 (Banner)	First Cities
KTXF-F, 100.3, 100 KW @ 1140, COUNTRY		ABC E, \$ 35.00 (Christal)	Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC		, \$ 10.00 (---)	
KVLV-F, 107.9, 100 KW @ 490, BTFL/EZ		, \$ 22.00 (Torbet)	Tipple

MEMPHIS

Arbitron Rank/Pop (12+): 42/890,800  
 MSA Rank/Pop: 48/975,800  
 ADI # 40  
 Average Person Ratings: 17.6  
 Market TSL: 23.25 hours

Stations: 22/21  
 Diaries: 1314/678:1/52.1%  
 Sample Target: 1170  
 % Below Line: 0.6  
 % Not Listed: 7.8

1989 Revenue: \$27,200,000  
 HH Inc.: \$23,401  
 Retail \$: 7.5 Bil  
 Pop per Station: 42,419  
 #1 Biller: WGKX-F \$5,600,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F (B)	209/13.3	16.2	14.3	13.1	15.0	14.2	259/2862	2199/24.7	26.2	24.2	17.3	234	2203	WHRK-F
2. WGKX-F (C)	188/12.0	10.9	9.9	10.5	10.1	10.8	260/2898	2085/23.4	21.2	19.6	10.2	138	1600	WGKX-F
3. WDIA (B)	151/ 9.6	11.2	9.5	9.4	7.8	9.9	177/2311	1869/21.0	20.2	17.6	9.8	133	1484	WDIA
4. WRVR-F (AC)	146/ 9.3	7.4	6.4	9.1	8.2	8.1	164/2472	2001/22.5	19.4	19.4	7.0	95	1464	WRVR-F
5. WEGR-F (AOR)	132/ 8.4	8.6	8.8	7.6	8.8	8.4	173/1741	1318/14.8	15.7	13.8	10.1	136	1378	WEGR-F
6. WMC -F (CHR)	117/ 7.5	8.2	6.8	6.1	7.6	7.2	170/2649	1790/20.1	20.3	21.1	9.2	124	2144	WMC -F
7. WLOK (R/G)	88/ 5.6	4.4	4.6	5.6	4.2	5.1	89/953	935/10.5	10.7	9.4	5.7	77	801	WLOK
8. WEZI-F (EZ)	63/ 4.0	3.1	6.5	4.5	6.0	4.5	66/1005	893/10.0	9.3	12.7	4.5	61	933	WEZI-F
9. KRNB-F (B)	59/ 3.8	4.1	6.0	6.1	6.2	5.0	62/1387	1229/13.8	15.1	18.2	3.0	41	1004	KRNB-F
10. KMPZ-F (CHR)	54/ 3.4	5.2	4.4	4.1	5.1	4.3	95/1653	1087/12.2	13.5	12.0	5.5	74	1135	KMPZ-F
11. WMC (N/T)	51/ 3.3	4.8	3.9	3.3	3.7	3.8	55/882	789/ 8.9	8.3	8.8	3.8	52	618	WMC

12+ FM SHARE (METRO): 69.02% (998 of 1446) (WIN 89: 74.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WGKX-F<	1 WGKX-F>	1 WGKX-F	1 WGKX-F	1 WHRK-F	1 WHRK-F>>	1 WDIA
2 KMPZ-F	2 WEGR-F	2 WRVR-F	2 WGKX-F	2 WRVR-F	2 WRVR-F<	2 WHRK-F	2 WRVR-F>	2 WGKX-F	2 WDIA	2 WHRK-F>>
3 WMC -F	3 WMC -F	3 WEGR-F<	3 WEGR-F<	3 WDIA	3 WDIA	3 WEGR-F<	3 WMC -F	3 WEGR-F	3 WEGR-F	3 WMC >>
4	4 WDIA	4 WGKX-F	4 WDIA	4 WEGR-F	4 WLOK	4 WDIA	4 WEGR-F<	4 WDIA <	4 WMC -F	4 WGKX-F
5	5 WRVR-F<	5 WDIA <	5 WHRK-F<	5 WMC -F<	5 WEZI-F	5 WRVR-F	5 WDIA	5 WRVR-F	5 WRVR-F	5 WMC -F
6	6 WGKX-F	6 WMC -F	6 WMC -F	6 WHRK-F	6	6 WMC -F>	6 WHRK-F	6 WMC -F	6	6 WLOK
7	7	7	7	7	7	7	7	7 WLOK	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>>	1 WHRK-F	1 WDIA	1 WRVR-F	1 WRVR-F<		1 WHRK-F	1 WEGR-F<	1 WEGR-F	1 WEGR-F	1 WGKX-F<
2 WMC -F>	2 WMC -F	2 WRVR-F	2 WHRK-F<	2 WGKX-F		2 WEGR-F>>	2 WHRK-F>>	2 WHRK-F>	2 WHRK-F	2 WEGR-F<
3 WEGR-F	3 WDIA >	3 WRVR-F<	3 WDIA <	3 WDIA		3 WGKX-F	3 WGKX-F	3 WRVR-F	3 WRVR-F<	3 WRVR-F
4 WRVR-F	4 WRVR-F	4 WGKX-F	4 WMC -F<	4 WMC -F>		4 WMC -F	4 WRVR-F	4 WGKX-F	4 WGKX-F>	4 WHRK-F
5 WDIA	5 WGKX-F	5 WHRK-F	5 WGKX-F	5 WHRK-F<		5 KMPZ-F	5 WMC -F	5 WMC -F>	5 WDIA <	5 WDIA
KMPZ-F	WEGR-F	6 WEGR-F>>	6	6 WEGR-F		6 WLOK	6	6 WDIA	6 WMC -F	6
7 KRNB-F	7	7 KRNB-F>>	7	7		7	7	7 KRNB-F	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
KFTH-F 107.1	Marion/Memphis	1.0/4.9/	20/	436
KWAM 990	Memphis	0.8/3.3/	23/	374
WCRV 640	Collierville	1.4/4.1/	26/	526
WGSF 1210	Arlington/Mem.	0.6/1.0/	9/	97
WHBQ 560	Memphis	0.9/4.2/	16/	468
WKBL 1250	Covington	0.8/0.9/	13/	88
WNWZ 1430	Germantown/Mmph	0.5/2.4/	8/	218
WODZ 680	Memphis	1.3/4.1/	29/	497
WREC 600	Memphis	2.5/7.0/	45/	742
WXSS 1030	Memphis	1.2/2.8/	19/	253
KFIN-F 107.9	Jonesboro	0.6/1.2/	83/	885

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2)	, GOSPEL		\$ 20.00 (---)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	APR, SBN,	\$ 34.00 (Katz)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2)	, OLDIES	US 1, US 2,	\$ 27.00 (Republic)	
WLOK, 1340, 1 KW (DA-1)	, GOSPEL	NBN, SBN,	\$ 25.00 (K & P)	
WMC, 790, 5 KW (DA-N)	, TALK	ABC C,	\$ 41.00 (Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N)	, NOSTALGIA	CBS,	\$ 30.00 (Mc-Guild)	Newmarket
WXSS, 1030, 50 KW/1 KW (DA-2)	, BLACK	SMN, NBN,	\$ 20.00 (Bolton)	Willis
KMPZ-F, 98.1, 100 KW @ 715	CHR	ABC R, ABC C,	\$ 40.00 (Christal)	Diamond (OSCEOLA, AR)
KRNB-F, 101.1, 100 KW @ 347	BLACK	ABC F,	\$ 46.00 (Republic)	Rivers
WEGR-F, 102.7, 98 KW @ 970	AOR	US 1,	\$ 57.00 (Mc-Guild)	Newmarket
WEZI-F, 94.3, 3 KW @ 300	BTFL/EZ	,	\$ 35.00 (Eastman)	Ardman
WGKX-F, 105.9, 100 KW @ 760	COUNTRY	,	\$ 100.00 (HNWH)	Barnstable
WHRK-F, 97.1, 100 KW @ 530	BLACK	NBC,	\$ 80.00 (Katz)	Ragan Henry
WMC-F, 99.7, 290 KW @ 910	CHR	ABC C,	\$ 95.00 (Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750	AC	,	\$ 97.00 (Christal)	Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,696,300  
 MSA Rank/Pop: 25/1,813,600  
 ADI # 15  
 Average Person Ratings: 19.9  
 Market TSL: 26.45 hours

Stations: 40/36  
 Diaries: 2934/919:1/51.0%  
 Sample Target: 2510  
 % Below Line: 2.5  
 % Not Listed: 7.3

1989 Revenue: \$112,400,000  
 HH Inc.: \$27,695  
 Retail \$: 29.6 Bil  
 Pop per Station: 74,897  
 #1 Biller: WMXJ-F \$10,300,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F (B)	442/ 8.2	8.0	8.3	9.0	8.3	8.4	521/4824	4114/15.3	15.9	16.0	12.8	565	4193	WHQT-F
2. WLYF-F (EZ)	438/ 8.2	7.7	7.4	8.7	7.1	8.0	465/4420	4076/15.1	15.5	15.2	6.7	295	2628	WLYF-F
3. WAQI (SP)	263/ 4.9	3.5	3.5	3.8	3.9	3.9	265/2187	2169/ 8.0	6.4	7.4	3.1	138	1656	WAQI
4. WPOW-F (CHR)	252/ 4.7	5.1	4.4	5.0	4.3	4.8	271/3615	3238/12.0	12.4	11.9	7.2	320	3605	WPOW-F
5. WKIS-F (C)	245/ 4.6	4.1	3.3	3.2	3.4	3.8	264/3169	2771/10.3	9.3	9.2	3.7	165	1882	WKIS-F
6. WMXJ-F (O)	243/ 4.5	4.8	4.1	5.1	4.2	4.6	270/3792	3258/12.1	12.0	11.5	4.0	176	2375	WMXJ-F
7. WJQY-F (AC)	242/ 4.5	4.4	3.4	3.4	2.7	3.9	278/3471	3136/11.6	10.7	8.5	3.4	150	2154	WJQY-F
8. WHYI-F (CHR)	224/ 4.2	3.6	3.8	4.7	3.8	4.1	246/4052	3487/12.9	13.6	13.9	4.5	198	3460	WHYI-F
9. WCMQ-F (SP)	218/ 4.1	3.7	4.0	3.9	3.8	3.9	219/2523	2519/ 9.3	8.5	8.9	3.9	173	1795	WCMQ-F
10. WIOD (T)	206/ 3.8	5.2	5.1	4.7	5.1	4.7	233/3340	2934/10.9	15.4	12.7	4.2	187	2098	WIOD
11. WQBA (SP)	199/ 3.7	4.0	5.0	4.4	5.0	4.3	200/1860	1846/ 6.8	6.9	7.4	2.9	130	1502	WQBA
12. WINZ (N/T)	181/ 3.4	2.9	3.0	3.2	3.1	3.1	189/2477	2291/ 8.5	9.3	10.0	2.7	120	1778	WINZ
13. WAXY-F (O)	168/ 3.1	3.4	2.8	3.2	3.9	3.1	178/3112	2842/10.5	11.3	10.8	3.9	171	2692	WAXY-F
14. WLVE-F (AC)	155/ 2.9	2.5	3.0	2.4	3.3	2.7	172/2866	2540/ 9.4	8.5	9.7	2.7	120	1854	WLVE-F
15. WQBA-F (SP)	149/ 2.8	2.6	2.6	2.7	2.7	2.7	159/2015	1886/ 7.0	6.5	6.3	2.3	101	1472	WQBA-F
16. WEDR-F (B)	139/ 2.6	2.7	2.7	1.4	2.5	2.3	140/1477	1432/ 5.3	6.2	6.0	2.7	121	1613	WEDR-F
17. WIMI-F (CL)	124/ 2.3	3.1	2.3	2.0	3.0	2.4	150/1982	1671/ 6.2	8.5	7.7	2.8	122	1285	WIMI-F
18. WZTA-F (AOR)	123/ 2.3	1.7	2.5	1.7	1.6	2.0	150/2287	1737/ 6.4	5.9	5.4	2.1	93	1326	WZTA-F
19. WSHE-F (AOR)	118/ 2.2	2.5	2.9	2.4	1.7	2.5	175/2699	2046/ 7.6	8.4	7.3	4.3	190	2424	WSHE-F
WNWS (N/T)	118/ 2.2	2.9	3.6	2.5	3.2	2.8	133/1912	1678/ 6.2	7.8	8.8	1.9	84	1035	WNWS
21. WGTR-F (AOR)	106/ 2.0	2.1	2.9	3.5	4.0	2.6	143/2744	2276/ 8.4	7.7	9.1	3.0	132	2240	WGTR-F
22. WXDJ-F (AC)	105/ 2.0	2.5	1.7	1.7	1.8	2.0	106/1408	1361/ 5.0	4.8	6.2	2.0	90	1281	WXDJ-F
23. WEAT-AF (EZ)	83/ 1.6	1.9	1.5	1.4	1.3	1.6	297/3148	1127/ 4.2	5.2	4.2	0.8	35	736	WEAT-AF
24. WMBM (B)	60/ 1.1	1.1	0.8	1.4	0.8	1.1	60/505	505/ 1.9	2.3	2.3	1.0	45	481	WMBM
25. WCMQ (SP)	59/ 1.1	1.1	1.1	1.8	1.2	1.3	59/650	650/ 2.4	2.6	3.0	0.9	39	539	WCMQ

12+ FM SHARE (METRO): 72.76% (3625 of 4982) (WIN 89: 69.57%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WKIS-F	1 WMXJ-F	1 WMXJ-F>
2 WPOW-F>	2 WPOW-F	2 WJQY-F	2 WJQY-F<	2 WJQY-F	2 WPOW-F<	2 WHYI-F<	2 WHQT-F	2 WHQT-F	2 WKIS-F
3 WHYI-F>>	3 WHYI-F>	3 WHYI-F	3 WHYI-F	3 WMXJ-F	3 WHYI-F	3 WKIS-F<	3 WEDR-F<	3 WKIS-F	3 WIOD
4 WAXY-F	4 WJQY-F	4 WLVE-F	4 WMXJ-F<	4 WCMQ-F	4 WGTR-F	4 WPOW-F	4 WZTA-F	4 WIOD <	4 WZTA-F<
5 WEDR-F	5 WLVE-F	5 WMXJ-F>	5 WPOW-F	5 WLYF-F<	5 WSHE-F>	5 WTR-F	5 WHYI-F	5 WZTA-F	5 WCMQ-F
6 WSHE-F	6 WAXY-F	6 WCMQ-F<	6 WCMQ-F	6 WLVE-F	6 WZTA-F	6 WZTA-F<	6 WGTR-F	6 WPOW-F<	6 WJQY-F
7 WJQY-F	7 WMXJ-F<	7 WQBA-F	7 WAXY-F	7 WQBA-F	7 WEDR-F	7 WSHE-F	7 WPOW-F	7 WHYI-F<	7 WHQT-F
8 WQBA-F	8 WQBA-F<	8 WPOW-F	8 WQBA-F	8 WHYI-F	8 WKIS-F	8 WEDR-F	8 WLVE-F	8 WGTR-F	8 WLYF-F
9	9 WCMQ-F	9 WAXY-F	9	9 WAXY-F	9	9	9 WSHE-F	9	9
10	10	10 WXDJ-F	10	10	10	10	10 WMXJ-F	10	10

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

WAQI-F	98.3	Goulds/Miami	0.3/1.4/ 18/ 372
WAVS	1170	Davie/Miami	0.6/1.0/ 30/ 310
WEXY	1520	Wilton Mnsr/FtL	0.3/0.8/ 18/ 238
WFTL	1400	Ft.Lauderdale	0.5/1.8/ 29/ 528
WKAT	1360	North Miami	0.6/1.9/ 32/ 528
WLQY	1320	Hollywood	0.4/0.9/ 19/ 238
WQAM	560	Miami/Ft. Ldrdl	0.4/2.4/ 28/ 740
WRBD	1470	Pcmpano Beach	0.4/1.0/ 21/ 312
WRFM	830	Hialeah	0.4/0.6/ 19/ 163
WRHC	1550	Coral Gables/Mi	0.6/1.8/ 33/ 472
WWFE	670	Miami	0.3/1.0/ 15/ 288
WWNN	980	Pcmpano Beach	0.3/1.6/ 20/ 513
WJNO	1230	West Palm Beach	0.3/1.2/ 98/1377
WRMF-F	97.9	West Palm Beach	0.7/2.9/134/2062

AM STATIONS

WAQI,	710,	50 KW (DA-2)	, HISPANIC	, \$ 65.00 (Katz Hisp.)	
WCMQ,	1210,	25 KW/2.5 KW (DA-2)	, HISPANIC MOR	, \$ 50.00 (SBS)	SBS
WFTL,	1400,	1 KW	, TALK	APR, \$ 39.00 (Roslin)	
WINZ,	940,	50 KW/25 KW (DA-N)	, NEWS/TALK	CBS, \$ 74.00 (Katz)	Guy Gannett
WIOD,	610,	10 KW (DA-2)	, TALK	ABC T, MBS, \$ 95.00 (Christal)	Cox
WMBM,	1490,	1 KW	, GOSPEL	NBN, \$ 31.00 (K & P)	
WNWS,	790,	25 KW	, TALK/NEWS	ABC I, \$ 80.00 (Banner)	Jeff-Pilot
WOCN,	1450,	1 KW (DA-2)	, HISPANIC	, \$ 35.00 (Lotus)	
WQAM,	560,	5 KW/1 KW	, COUNTRY	NBC, \$ 37.00 (HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW (DA-2)	, HISPANIC	, \$ 130.00 (Eastman)	Tichenor/WADO
WRHC,	1550,	10 KW/500 W (DA-2)	, HISPANIC	, \$ 47.00 (Lotus)	
WSUA,	1290,	5 KW (DA-2)	, HISPANIC	, \$ 43.00 (Caballero)	

FM STATIONS

WAXY,	105.9,	100 KW @ 1040,	AC/OLDIES	, \$ 130.00 (Republic)	Ackerly
WCMQ,	92.3,	41 KW @ 300,	HISPANIC AC	, \$ 75.00 (SBS)	SBS
WEDR,	99.1,	70 KW @ 175,	BLACK	RADRAD, \$ 72.00 (---)	Rivers
WGTR,	97.3,	100 KW @ 790,	AOR	, \$ 100.00 (Christal)	Cox
WHQT,	105.1,	100 KW @ 1007,	URBAN/CHR	, \$ 95.00 (MMR)	EZ
WHYI,	100.7,	100 KW @ 917,	CHR	, \$ 133.00 (Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 1024,	SOFT AC	TRNSTR, \$ 144.00 (Katz)	Tak
WKIS,	99.9,	100 KW @ 986,	COUNTRY	, \$ 90.00 (HNWH)	Sunshine Wireless
WLVE,	93.9,	99 KW @ 1006,	AC/JAZZ	, \$ 118.00 (Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 813,	BTFL/EZ	, \$ 123.00 (Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1006,	OLDIES	, \$ 161.00 (Durpetti)	Sconnix
WPOW,	96.5,	100 KW @ 1006,	CHR	SOURCE, \$ 90.00 (HNWH)	Beasley
WQBA,	107.5,	95 KW @ 995,	HISPANIC AC	, \$ 60.00 (Eastman)	tichenor/WADO
WSHE,	103.5,	100 KW @ 1049,	AOR	, \$ 82.00 (Eastman)	TK
WTMI,	93.1,	95 KW @ 1006,	CLASSICAL	, \$ 80.00 (CMBS)	Marlin
WXDJ,	95.7,	100 KW @ 982,	JAZZ/NAC	, \$ 68.00 (CBS)	
WZTA,	94.9,	96 KW @ 600,	CLASSIC AOR	, \$ 70.00 (Katz)	Guy Gannett



MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,301,100  
 MSA Rank/Pop: 32/1,377,800  
 Average Person Ratings: 17.7  
 Market TSL: 23.25 hours

Stations: 25/23  
 Diaries: 1540/845:1/61.0%  
 Sample Target: 1420  
 % Below Line: 1.7  
 % Not Listed: 10.0

1989 Revenue: \$43,100,000  
 HH Inc.: \$31,752  
 Retail \$: 10.5 Bill  
 Pop per Station: 56,569  
 #1 Biller: WTMJ \$8,600,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (MOR)	218/ 9.5	10.5	12.1	12.3	9.8	11.1	247/3641	2998/23.0	26.4	24.0	8.1	188	2682	WTMJ
WKTI-F (CHR)	218/ 9.5	9.3	9.8	10.1	9.0	9.7	244/4096	3602/27.7	28.1	26.8	11.0	255	3752	WKTI-F
3. WOKY (BB)	213/ 9.3	6.6	5.4	6.7	5.6	7.0	220/1915	1823/14.0	13.8	12.8	6.6	154	1959	WOKY
4. WKLH-F (AOR)	181/ 7.9	5.8	8.2	6.1	6.2	7.0	206/2648	2350/18.1	14.3	17.2	5.7	132	1936	WKLH-F
5. WMIL-F (C)	158/ 6.9	5.4	5.2	6.5	7.8	6.0	193/2502	2007/15.4	14.0	15.3	9.9	230	1731	WMIL-F
6. WLUM-F (B)	145/ 6.3	8.1	7.9	6.1	5.9	7.1	148/2329	2252/17.3	18.0	14.4	11.2	260	3057	WLUM-F
7. WLZR-AF (AOR)	120/ 5.2	5.6	6.4	5.8	6.7	5.8	163/2424	1992/15.3	15.0	15.9	7.4	169	2350	WLZR-AF
8. WEZW-F (EZ)	96/ 4.2	6.3	6.2	5.9	7.6	5.7	110/1825	1584/12.2	14.1	17.8	3.8	89	1121	WEZW-F
9. WLTQ-F (AC)	91/ 4.0	3.8	4.8	4.1	4.7	4.2	101/1635	1485/11.4	8.6	11.6	2.2	52	1100	WLTQ-F
10. WZTR-F (O)	89/ 3.9	4.3	4.1	4.4	3.1	4.2	117/1902	1630/12.5	11.3	7.3	3.1	73	1056	WZTR-F
11. WMYX-F (AC)	81/ 3.5	4.9	3.6	3.4	4.0	3.8	107/1856	1489/11.4	11.6	12.5	3.0	70	1210	WMYX-F
12. WQFM-F (AOR)	73/ 3.2	3.8	3.6	4.0	3.1	3.7	112/1978	1540/11.8	10.9	12.7	3.7	87	2231	WQFM-F
13. WISN (T)	71/ 3.1	3.7	3.6	3.7	3.7	3.5	75/1536	1435/11.0	10.3	11.4	3.6	84	1133	WISN
14. WFMR-F (CL)	50/ 2.2	2.2	2.2	1.9	2.7	2.1	50/992	984/ 7.6	5.2	7.3	2.2	52	611	WFMR-F
15. WBZN-F (J/NA)	49/ 2.1	2.5	1.5	2.3	2.6	2.1	54/929	853/ 6.6	6.2	6.2				WBZN-F
16. WMVP (B)	42/ 1.8	1.7	0.9	0.9	1.9	1.3	42/489	489/ 3.8	3.1	2.6	3.1	71	576	WMVP
17. WEMP (O)	38/ 1.7	2.1	1.5	1.4	1.7	1.7	40/864	797/ 6.1	5.2	6.8	1.0	23	423	WEMP
18.														
19.														
20.														

12+ FM SHARE (METRO): 67.41% (1396 of 2071) (WIN 89: 69.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKTI-F<	1 WKLH-F	1 WKLH-F<	1 WKLH-F	1 WKLH-F	1 WOKY <	1 WTMJ >	1 WOKY	1 WKTI-F	1 WLUM-F>	1 WTMJ
2 WLUM-F>>	2 WKTI-F	2 WKTI-F>	2 WKTI-F>	2 WKTI-F	2 WTMJ >	2 WKTI-F	2 WKLH-F	2 WKLH-F	2 WKTI-F	2 WMIL-F
3 WLZR-AF	3 WLZR-AF	3 WLZR-AF<	3 WMIL-F>	3 WMIL-F>	3 WMIL-F>	3 WOKY	3 WKTI-F	3 WOKY	3 WTMJ	3 WKLH-F
4	4 WLUM-F>	4 WMIL-F<	4 WZTR-F<	4 WZTR-F<	4 WKTI-F<	4 WKLH-F	4 WTMJ <	4 WLUM-F<	4 WLZR-AF	4 WOKY
5	5 WQFM-F	5 WLUM-F>	5 WLUM-F	5 WLTQ-F	5 WEZW-F<	5 WMIL-F>	5 WMIL-F	5 WTMJ	5 WOKY	5 WKTI-F
6	6 WMYX-F	6 WMYX-F<	WLTQ-F	6 WIMJ	6 WLTQ-F	6 WLZR-AF<	6 WEZW-F	6 WMIL-F	6 WKLH-F	6 WLUM-F<
7	7 WMIL-F	7 WZTR-F	7 WMYX-F	7 WLUM-F	7 WISN	7 WLUM-F	7 WLTQ-F	7 WLZR-AF	7 WMIL-F	7 WLZR-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 WKTI-F	1 WKTI-F>	1 WKTI-F	1 WKTI-F>>	1 WKTI-F>	1 WLZR-AF>>	1 WKLH-F>	1 WKLH-F>>	1 WKLH-F>	1 WKLH-F>
2 WLZR-AF	2 WKLH-F	2 WKLH-F>	2 WKLH-F	2 WLTQ-F<	2 WQFM-F<	2 WLZR-AF>	2 WKTI-F	2 WLZR-AF	2 WMIL-F
3 WLUM-F	3 WLUM-F	3 WLUM-F	3 WMYX-F<	3 WMIL-F	3 WKLH-F	3 WLUM-F<	3 WLUM-F	3 WKTI-F	3 WKTI-F
4 WMYX-F>	4 WMYX-F	4 WMYX-F	4 WLTQ-F	4 WKLH-F	4 WLUM-F>	4 WQFM-F	4 WLZR-AF	4 WMIL-F	4 WZTR-F
5 WKLH-F	5 WLZR-AF>	5 WMIL-F	5 WLUM-F	5 WMYX-F<	5 WKTI-F	5 WKTI-F	5 WQFM-F	5 WLUM-F	5 WLUM-F
6 WQFM-F	6 WMIL-F	6 WLTQ-F	6 WMIL-F	6 WIMJ	6	6	6 WMIL-F	6 WQFM-F	6
7	7 WZTR-F	7 WZTR-F	7	7	7	7	7	7 WZTR-F	7

OTHER RATED STATIONS			METRO CUME TSA TSA	
			SHARE/RTG/	AQH/CUME
WHKQ-F	92.1	Racine	0.5/0.7/	15/ 162
WNOV	860	Milwaukee	1.4/3.2/	32/ 410
WRJN	1400	Racine	0.7/1.9/	21/ 270
WTKM	1540	Hartford	0.1/0.6/	9/ 131
WTKM-F	104.9	Hartford	1.6/3.3/	51/ 587
WBBM	780	Chicago	1.0/4.0/	28/ 664
WGN	720	Chicago	0.7/2.4/	34/ 546

RADIO STATIONS

AM STATIONS

WEMP,	1250,	5 KW (DA-2)	, OLDIES	TRNSTR,	CBS,	\$ 40.00	(Banner)	Heritage
WISN,	1130,	50 KW/10 KW (DA-N),	TALK	ABC I,	MBS,	\$ 56.00	(Katz)	Hearst
WMVP,	1290,	5 KW (DA-2)	, BLACK	SMN,	\$ 24.00	(K & P)	All Pro	
WNOV,	860,	250 W (DAYS, DA)	, BLACK/GOSPEL	NBN,	\$ 20.00	(---		
WIMJ,	620,	5 KW (DA-N)	, MOR	NBC,	\$ 128.00	(Christal)	Journal Co.	
WOKY,	920,	5 KW/1 KW (DA-2)	, NOSTALGIA	MBS,	\$ 49.00	(CBS)	Sundance	

FM STATIONS

WBZN,	100.7,	50 KW @	500, JAZZ/NAC	,	\$ 44.00	(Torbet)		(RACINE)
WEZW,	103.7,	19 KW @	840, EZ/SOFT AC	,	\$ 63.00	(Republic)	Multimedia	
WFMR,	98.3,	3 KW @	330, CLASSICAL	,	\$ 42.00	(CMBS)		
WKLH,	96.5,	20 KW @	810, CLASSIC AOR	,	\$ 94.00	(Mc-Guild)	Saga	
WWTI,	94.5,	16 KW @	911, CHR	SOURCE,	\$ 96.00	(Christal)	Journal Co.	
WLTQ,	97.3,	15 KW @	980, SOFT AC	RADRAD,	\$ 56.00	(Katz)	Hearst	
WLUM,	102.1,	50 KW @	490, BLACK/URBAN	RADRAD,	\$ 49.00	(HNWH)	All Pro	
WLZR,	102.9,	50 KW @	440, AOR	ABC F,	\$ 62.00	(Republic)	Great American	
WMIL,	106.1,	13 KW @	976, COUNTRY	,	\$ 78.00	(CBS)	Sundance	
WMYX,	99.1,	50 KW @	450, AC	CBS,	\$ 59.00	(Banner)	Heritage	
WQFM,	93.3,	13 KW @	992, AOR	ABC R,	\$ 65.00	(Torbet)	Shamrock-Lynett	
WZTR,	95.7,	34 KW @	610, OLDIES	,	\$ 50.00	(Durpetti)	Mystar	

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHR - Contemporart 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
* SAC - Soft Adult Contemporary	? - Others or Unknown

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MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,978,600  
 MSA Rank/Pop: 14/2,345,500  
 ADI # 13  
 Average Person Ratings: 17.8  
 Market TSL: 23.00 hours

Stations: 23/22  
 Diaries: 1928/1026:1/63.8%  
 Sample Target: 1720  
 % Below Line: 0.4  
 % Not Listed: 14.5

1989 Revenue: \$74,000,000  
 HH Inc.: \$35,952  
 Retail \$: 20.8 Bill  
 Pop per Station: 89,936  
 #1 Biller: WCCO \$21,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WCCO (MOR)	591/16.8	18.4	17.9	16.4	16.3	17.4	841/9840	7038/35.6	41.5	34.3	17.5	637	6944	WCCO
2. WLTE-F (SAC)	311/ 8.8	6.9	7.3	7.5	7.3	7.6	368/4806	3955/20.0	19.9	18.8	4.5	164	3017	WLTE-F
3. KEYE-F (C)	295/ 8.4	8.0	6.0	6.1	6.5	7.1	326/4160	3573/18.1	15.4	13.9	7.6	277	2711	KEYE-F
4. KQRS-AF (AOR)	291/ 8.2	9.1	9.9	8.6	8.0	8.9	316/5081	4474/22.6	24.0	20.3	11.1	404	5466	KQRS-AF
5. KDWB-F (CHR)	288/ 8.2	7.4	6.6	6.8	6.5	7.3	320/5857	5107/25.8	23.6	20.8	9.7	353	5212	KDWB-F
6. KSTP-F (AC)	266/ 7.6	8.1	6.5	7.7	8.7	7.5	322/4206	3462/17.5	19.1	18.0	5.3	193	2954	KSTP-F
7. WLWL-F (CHR)	184/ 5.2	6.1	5.8	7.0	6.4	6.0	214/4855	4239/21.4	22.2	22.1	7.7	281	5104	WLWL-F
8. KTCZ-F (AOR)	154/ 4.4	4.6	4.0	4.2	4.5	4.3	159/2399	2317/11.7	11.7	12.0	4.2	154	1825	KTCZ-F
9. KQQL-F (O)	132/ 3.8	3.8	3.8	4.5	3.7	4.0	207/3229	2280/11.5	12.1	11.2	3.2	118	2572	KQQL-F
10. KSTP (N/T)	98/ 2.8	2.7	3.1	2.8	2.7	2.8	105/2263	2039/10.3	9.5	9.3	3.3	120	1436	KSTP
11. KJJO-F (AOR)	86/ 2.4	3.0	3.6	3.2	3.6	3.0	112/2332	1769/ 8.9	8.7	11.8	3.4	124	1895	KJJO-F
12. KLXK-F (O)	72/ 2.0	2.8	4.3	3.9	5.6	3.3	84/2323	2078/10.5	10.7	14.9	1.9	69	1310	KLXK-F
13. KLBB (BB)	58/ 1.6	1.8	2.1	2.6	1.5	2.0	59/995	975/ 4.9	4.4	3.6	1.1	40	811	KLBB
14. WDGY (T)	39/ 1.1	1.0	1.1	1.8	1.6	1.3	46/1254	1104/ 5.6	6.0	5.6	0.9	33	828	WDGY

12+ FM SHARE (METRO): 69.08% (2080 of 3011) (WIN 89: 70.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF	1 WLTE-F<	1 WCCO <	1 WCCO >>	1 WCCO >>	1 WCCO >	1 KDWB-F	1 WCCO >>	1 WCCO >>
2 WLWL-F	2 KDWB-F>	2 WLTE-F	2 KSTP-F	2 WLTE-F<	2 WLTE-F	2 KQRS-AF<	2 WLTE-F>	2 WLTE-F<	2 WCCO >	2 KSTP-F>>
3	3 WLTE-F	3 KSTP-F	3 WCCO	3 KSTP-F	3 KEYE-F<	3 KSTP-F	3 KEYE-F<	3 KQRS-AF<	3 KQRS-AF	3 KEYE-F>>
4	4 KTCZ-F	4 KEYE-F<	4 KEYE-F	4 KEYE-F	4 KSTP-F	4 KEYE-F	4 KQRS-AF	4 KDWB-F	4 WLWL-F	4 KJJO-F
5	5 KEYE-F	5 KDWB-F	5 KQRS-AF>	5 KQRS-AF>	5	5 KDWB-F	5 KSTP-F>	5 KEYE-F	5 WLTE-F	5 KDWB-F
6	6 WLWL-F	6 WCCO	6 KTCZ-F	6 KTCZ-F<	6	6 WLTE-F	6 KTCZ-F	6 KSTP-F	6 KEYE-F	6
7	7 KSTP-F	7 KTCZ-F	7 KQQL-F	7 KJJO-F	7	7	7 KDWB-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDWB-F>>	1 KDWB-F	1 WLTE-F	1 WLTE-F	1 WLTE-F	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 WCCO
2 KQRS-AF	2 WLTE-F>	2 KSTP-F	2 KDWB-F<	2 KSTP-F>	2 KDWB-F	2 KTCZ-F	2 KEYE-F	2 WCCO	2 KQRS-AF
3 WLWL-F	3 KSTP-F	3 KTCZ-F	3 KSTP-F	3 WCCO	3 KJJO-F	3 KEYE-F<	3 KTCZ-F	3 KEYE-F	3 KEYE-F
4 WLTE-F	4 WLWL-F<	4 KEYE-F	4 KEYE-F	4 KEYE-F>	4 KTCZ-F>	4 KJJO-F	4 KJJO-F	4 KSTP-F	4 KSTP-F>
5 KEYE-F>	5 KEYE-F<	5 WLWL-F	5 WLWL-F	5 KDWB-F<	5 KEYE-F	5 KDWB-F>	5 WCCO	5 KTCZ-F	5 KTCZ-F<
6 KTCZ-F	6 KTCZ-F	6 KDWB-F	6 KQRS-AF	6 WLWL-F<	6 WLWL-F	6 WLWL-F	6 KDWB-F	6 KQQL-F	6 KQQL-F
7 KSTP-F>	7 KQRS-AF	7 KQRS-AF>	7 KTCZ-F	7 KTCZ-F<	7 KQQL-F	7	7 WLTE-F<	7	7
8 KJJO-F	8	8	8	8 KQQL-F	8	8	8 WLWL-F	8	8

OTHER RATED STATIONS

METRO CUME TSA TSA  
 SHARE/RTG/ AQH/CUME

KDWB	630	St. Paul	0.6/3.2/ 26/ 771
KTCJ	690	Minneapolis	0.7/1.0/ 27/ 221
KZOW	950	St. Louis Park	0.8/1.6/ 28/ 315
WAYL	980	Richfield	0.4/2.2/ 18/ 464
WIXK	1590	New Richmond	0.1/0.1/ 3/ 29
WIXK-F	1590	New Richmond	0.3/0.0/ 11/ 158
WMIN	1030	Maplewood	0.9/2.9/ 32/ 629
KDUL	920	Fairbault	0.4/1.4/ 33/ 562

ADDITIONAL STATIONS

AM STATIONS

KDWB, 630,	5 KW/500 W (DA-2),	OLDIES	, \$	N/A (Christal)	Mid Continent
KLBB, 1400,	1 KW	NOSTALGIA	ABC D, CNN,	\$ 34.00 (Roslin)	
KSTP, 1500,	50 KW (DA-N)	TALK/NEWS	ABC I, ABC T,	\$ 50.00 (Mc-Guild)	Hubbard
KTCJ, 690,	500 W (DAYS)	JAZZ	,	\$ 23.00 (Durpetti)	Parker
WAYL, 980,	5 KW (DA-1)	BTFL/EZ	,	\$ 20.00 (Banner)	Entercom
WCCO, 830,	50 KW	MOR	CBS,	\$ 279.00 (CBS)	
WDGY, 1130,	50 KW/25 KW (DA-2),	TALK	MBS,	\$ 46.00 (Katz)	Malrite

FM STATIONS

KDWB, 101.3,	50 KW @ 840,	CHR	, \$	95.00 (Christal)	Mid Continent
KEYE, 102.1,	50 KW @ 842,	COUNTRY	, \$	117.00 (Katz)	Malrite
KJJO, 104.1,	100 KW @ 1040,	AOR	CBS,	\$ 57.00 (Republic)	Park
KLXK, 93.7,	50 KW @ 424,	OLDIES/AC	, \$	70.00 (Durpetti)	Entercom
KQRS, 92.5,	50 KW @ 822,	AOR	ABC R,	\$ 154.00 (Katz)	Cap Cities/ABC
KQQL, 107.9,	97 KW @ 1080,	OLDIES	, \$	60.00 (Republic)	Trumper
KSTP, 94.5,	95 KW @ 1250,	AC	, \$	178.00 (Mc-Guild)	Hubbard
KTCZ, 97.1,	100 KW @ 280,	AOR	, \$	65.00 (Durpetti)	Parker
WLWL, 99.5,	50 KW @ 844,	CHR	, \$	120.00 (HNWH)	Emmis
WLTE, 102.9,	100 KW @ 1304,	SOFT AC	, \$	100.00 (CBS)	

NASHVILLE

Abitron Rank/Pop (12+): 46/829,000  
 MSA Rank/Pop: 52/960,200  
 ADI # 32  
 Average Person Ratings: 16.7  
 Market TSL: 22.25 hours

Stations: 23/21  
 Diaries: 1189/697:1/55.6%  
 Sample Target: 1120  
 % Below Line: 0.9  
 % Not Listed: 10.9

1989 Revenue: \$35,400,000  
 HH Inc.: \$28,279  
 Retail \$: 7.1 Bill  
 Pop per Station: 39,476  
 #1 Biller: WSM -AF \$6,700,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WYHY-F (CHR)	185/13.4	11.6	17.3	13.8	14.8	14.0	273/3821	2359/28.5	26.3	30.1	14.5	202	2526	WYHY-F
2. WSIX-F (C)	145/10.5	12.4	8.9	9.4	7.9	10.3	189/2367	1770/21.4	19.8	17.4	9.3	130	1526	WSIX-F
3. WZEZ-F (EZ)	122/ 8.8	5.6	7.0	6.8	9.1	7.1	153/1818	1361/16.4	15.5	15.1	7.3	101	1092	WZEZ-F
4. WSM -F (C)	121/ 8.8	9.2	8.2	10.4	11.2	9.1	230/2945	1613/19.5	20.4	21.7	9.7	135	1655	WSM -F
5. WKDF-F (AOR)	115/ 8.3	7.9	9.0	10.7	8.9	9.0	268/3273	1621/19.6	20.5	18.9	10.9	152	1864	WKDF-F
6. WLAC-F (AC)	111/ 8.0	6.6	6.8	7.6	7.8	7.3	178/2322	1525/18.4	17.5	20.0	8.1	112	1446	WLAC-F
7. WQOK-F (B)	94/ 6.8	7.2	7.1	5.9	5.3	6.8	98/1037	971/11.7	12.7	10.9	10.6	147	1242	WQOK-F
8. WGFY-F (CL AOR)	72/ 5.2	5.7	4.5	5.8	4.2	5.3	97/1780	1244/15.0	14.9	12.8	5.7	79	1208	WGFY-F
9. WLAC (N/T)	64/ 4.6	3.1	2.6	1.5	3.3	2.9	67/996	940/11.3	10.5	8.9	2.7	38	732	WLAC
10. WRMX-F (O)	51/ 3.7	6.1	6.8	5.4	4.4	5.5	90/1280	841/10.1	12.8	12.3	4.5	62	1160	WRMX-F
11. WSM (C)	46/ 3.3	3.5	4.0	4.1	4.4	3.7	92/1515	858/10.3	11.4	13.6	4.4	61	842	WSM
12. WVOL (B)	22/ 1.6	3.2	1.7	4.1	2.0	2.7	22/456	456/ 5.5	7.2	5.5	1.4	19	339	WVOL
WMDB (B)	22/ 1.6	1.2	0.5	0.8	0.9	1.0	24/286	250/ 3.0	2.9	2.8	0.2	3	75	WMDB

12+ FM SHARE (METRO): 84.17% (1037 of 1232) (WIN 89: 84.35%)

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 WZEZ-F<	1 WSIX-F>	1 WZEZ-F	1 WYHY-F>	1 WYHY-F>	1 WSM -F>>
2 WQOK-F	2 WKDF-F	2 WSIX-F<	2 WSM -F<	2 WSM -F	2 WSIX-F	2 WYHY-F	2 WYHY-F<	2 WSIX-F<	2 WQOK-F	2 WSIX-F
3	3 WLAC-F	3 WKDF-F<	3 WLAC-F	3 WLAC-F<	3 WSM -F>	3 WSM -F	3 WSIX-F<	3 WKDF-F	3 WLAC-F	3 WQOK-F
4	4 WQOK-F<	4 WLAC-F	WKDF-F	4 WKDF-F<	4 WLAC >	4 WKDF-F	4 WKDF-F	4 WSM -F	4 WSM -F	4 WYHY-F
5	5 WGFY-F>	5 WSM -F	5 WYHY-F>	5 WYHY-F	5 WSM	5 WZEZ-F	5 WLAC-F	5 WZEZ-F	5 WKDF-F<	5 WLAC-F
6	6 WSIX-F	6 WQOK-F	6 WRMX-F	6	6	6 WLAC-F	6 WSM -F	6 WLAC-F	6 WZEZ-F	6
7	7	7 WGFY-F	7 WGFY-F	7	7	7 WLAC	7	7 WQOK-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F>>	1 WYHY-F>	1 WYHY-F	1 WYHY-F>	1 WYHY-F<	1 WYHY-F	1 WKDF-F>	1 WKDF-F>	1 WKDF-F	1 WSIX-F
2 WQOK-F>	2 WQOK-F	2 WLAC-F	2 WLAC	2 WSM -F	2 WKDF-F>	2 WGFY-F	2 WGFY-F	2 WSIX-F	2 WKDF-F>
3 WLAC-F>	3 WLAC-F>	3 WQOK-F	3 WSM -F	3 WLAC-F<	3 WGFY-F	3 WYHY-F	3 WLAC-F	3 WGFY-F<	3 WSM -F
4 WKDF-F	4 WKDF-F	4 WKDF-F	4 WSIX-F	4 WSIX-F	4 WLAC-F	4 WLAC-F>	4 WSIX-F	4 WYHY-F	4 WGFY-F
5 WSM -F>	5 WSIX-F	5 WSIX-F	5 WQOK-F>	5	5 WZEZ-F>	5 WSIX-F	5 WYHY-F>	5 WLAC-F	5 WZEZ-F
6 WVOL	6 WSM -F	6 WGFY-F	6 WKDA	6	6 WSIX-F	6 WQOK-F	6 WQOK-F	6 WSM -F<	6 WLAC-F
WSIX-F>	6 WGFY-F	7 WRMX-F	7	7	7 WBVR-F	7	7 WSM -F	7 WQOK-F	7 WRMX-F

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
WAKM 950 Franklin	0.4/1.1/	5/	88	
WAMB 1160 Nashville	0.4/2.7/	6/	242	
WKDA 1240 Nashville	0.4/1.6/	5/	129	
WSIX 980 Nashville	1.4/5.8/	21/	523	
WBVR-F 101.1 Russellville	0.5/2.3/142/1406			
WYCO-F 102.9 Shelbyville	0.4/1.7/	34/	515	

ADDITIONAL STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA	MBS, \$ 20.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N), NEWS/TALK/RELIG.	CBS, \$ 45.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS, DA), BLACK	, \$ 17.00 (---)	
WSIX, 980, 5 KW (DA-N), MOR/VARIETY	, \$ 25.00 (Mc-Guild)	Capstar
WSM, 650, 50 KW, COUNTRY	NBC, \$ 47.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), BLACK	NBN, \$ 25.00 (Republic)	

FM STATIONS

WGFY-F, 104.5, 100 KW @ 762, CLASSIC AOR	, \$ 50.00 (Banner)	Capitol-Johnson (BALLANTIN)
WKDF-F, 103.3, 100 KW @ 1220, AOR	ABC E, ABC R, \$ 92.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1229, AC	, \$ 90.00 (Durpetti)	Fairmont
WQOK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 42.00 (Republic)	
WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES	, \$ 44.00 (HNWH)	Signature (MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, \$ 85.00 (Mc-Guild)	Capstar
WSM-F, 95.5, 100 KW @ 1280, COUNTRY	, \$ 86.00 (Christal)	Gaylord
WYHY-F, 107.5, 100 KW @ 710, CHR	US 2, \$ 80.00 (Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9, 100 KW @ 321, EZ	, \$ 54.00 (Eastman)	South Central

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,244,400  
 MSA Rank/Pop: 11/2,644,800  
 New York ADI  
 Average Person Ratings: 19.0  
 Market TSL: 25.00 hours

Stations: 43/15  
 Diaries: 1725/1301:1/52.1%  
 Sample Target: 1650  
 % Below Line: NA  
 % Not Listed: NA

1989 Revenue: \$32,300,000  
 HH Inc.: NA  
 Retail \$: 26.0 Bil  
 Pop per Station: 149,626  
 #1 Biller: WALK-AF \$8,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WALK-AF (AC)	290/ 6.8	6.1	6.4	8.1	5.7	6.9	3079/13.7	14.1	14.8		6.7	269	2441	WALK-AF
2. WBLI-F (CHR)	213/ 5.0	5.8	5.4	5.4	4.8	5.4	3027/13.5	15.4	13.6		6.6	269	3156	WBLI-F
WBAB-F (AOR)	213/ 5.0	5.7	5.2	4.9	3.9	5.2	2979/13.3	15.2	11.8		5.7	232	3355	WBAB-F
4. WHLI (BB)	161/ 3.8	3.9	2.4	3.0	3.7	3.3	1041/ 4.6	5.5	4.7		2.2	89	803	WHLI
5. WKJY-F (AC)	153/ 3.6	2.9	3.5	3.1	3.7	3.3	1795/ 8.0	7.6	7.4		1.7	69	1199	WKJY-F
6. WYNY-F (C)	143/ 3.4	2.9	3.1	3.1	3.2	3.1	1630/ 7.3	7.4	8.4		2.3	95	1269	WYNY-F
7. WCTO-F (EZ)	114/ 2.7	2.4	1.5	2.6	3.1	2.3	1047/ 4.7	5.9	5.8		1.7	70	788	WCTO-F
8. WGSM (BB)	107/ 2.5	2.2	1.1	1.4	1.9	1.8	609/ 2.7	3.1	2.6		1.5	63	621	WGSM
9. WDRE-F (AOR)	78/ 1.8	1.5	1.5	1.7	1.9	1.6	1249/ 5.6	4.5	6.0		2.4	100	1143	WDRE-F
10. WRCN-F (AOR)	38/ 0.9	0.5	0.7	1.0	0.6	0.8	719/ 3.2	2.2	2.4		1.2	49	994	WRCN-F
11. WRIV (MOR)	31/ 0.7	-----	-----	-----	0.3	0.2	194/ 0.9	0.0	0.6					WRIV
12. WWHB-F (CHR)	17/ 0.4	0.4	-----	0.4	-----	0.3	258/ 1.1	1.2	0.0		0.3	11	245	WWHB-F
13. WLIX (REL)	16/ 0.4	0.3	-----	-----	0.4	0.2	193/ 0.9	1.1	0.8					WLIX
14. WLIM (BB)	14/ 0.3	-----	-----	-----	-----	0.1	159/ 0.7	0.0	0.0					WLIM
15.														

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA					(WIN 89: NA)					
TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>	1 WBAB-F>	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WBAB-F<	1 WBLI-F	1 WBAB-F
2 WBAB-F>	2 WBLI-F	2 WBAB-F	2 WBLI-F	2 WBLI-F	2 WHLI	2 WBLI-F	2 WBAB-F	2 WALK-AF	2 WALK-AF	2 WALK-F
3 WALK-AF	3 WALK-AF>	3 WBLI-F>	3 WBAB-F>	3 WBAB-F	3 WYNY-F	3 WBAB-F>	3 WBLI-F	3 WBLI-F	3 WKJY-F	3 WYNY-F>
4 WDRE-F	4 WKJY-F	4 WKJY-F>	4 WKJY-F>	4 WKJY-F	4 WGSM	4 WYNY-F	4 WKJY-F>	4 WKJY-F	4 WDRE-F<	4 WBLI-F
5 WWHB-F	5 WDRE-F	5 WDRE-F<	5 WYNY-F	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WHLI	5 WYNY-F	5 WALK-AF<	5 WKJY-F
6	6	6 WYNY-F	6	6	6 WBLI-F	6 WCTO-F	6	6	6 WYNY-F	6
7	7	7	7	7	7 WKJY-F	7 WHLI	7	7	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 WBAB-F	1 WBLI-F	1 WBLI-F>	1 WALK-AF<	1 WALK-AF	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>	1 WBAB-F>	1 WALK-AF	
2 WDRE-F	2 WBAB-F>	2 WBAB-F	2 WBLI-F>	2 WBLI-F	2 WBLI-F>	2 WALK-AF	2 WALK-AF>	2 WALK-AF>	2 WBAB-F>	
3 WBLI-F	3 WKJY-F	3 WALK-AF	3 WKJY-F	3 WKJY-F>	3 WKJY-F	3 WBLI-F	3 WDRE-F	3 WBLI-F>	3 WYNY-F	
4 WKJY-F>>	4 WALK-AF	4 WKJY-F>>	4 WBAB-F>>	4 WBAB-F	4 WDRE-F>	4 WDRE-F>	4 WRCN-F	4 WYNY-F	4 WBLI-F>	
5 WALK-AF>	5 WDRE-F	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WALK-AF	5 WRCN-F	5 WYNY-F	5 WKJY-F	5 WKJY-F	
6 WRCN-F	6	6	6	6	6	6 WKJY-F	6	6 WDRE-F	6 WDRE-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	, MOR/NOSTALGIA	, \$ 55.00 (Roslin)	Greater Media
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA	, \$ 61.00 (Katz)	Barnstable
WALK-F, 97.5, 45 KW @ 530, AC		, \$148.00 (Durpetti)	American
WBAB-F, 102.3, 3 KW @ 268, AOR		, \$130.00 (MMR)	Noble
WBLI-F, 106.1, 10 KW @ 500, CHR		, \$110.00 (Katz)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ		, \$ 60.00 (Roslin)	Greater Media
WDRE-F, 92.7, 3 KW @ 300, AOR		, \$ 55.00 (Katz)	
WKJY-F, 98.3, 3 KW @ 330, SOFT AC		, \$ 73.00 (Katz)	Barnstable
WING-F, 92.1, 3 KW @ 325, AC		MBS, \$ 30.00 (K & P)	
WRCN-F, 103.9, 1.5 KW @ 466, AOR		, \$ 50.00 (---)	

NEW ORLEANS

Arbitron Rank/Pop (12+): 35/1,072,400  
 MSA Rank/Pop: 36/1,319,700  
 ADI # 35  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 23/22  
 Diaries: 1522/705:1/50.0%  
 Sample Target: 1500  
 % Below Line: 0.4  
 % Not Listed: 9.1

1989 Revenue: \$28,400,000  
 HH Inc.: \$24,228  
 Retail \$: 9.8 Bill  
 Pop per Station: 48,745  
 #1 Biller: WEZB-F \$5,100,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F (B)	280/15.1	15.1	13.3	9.3	10.2	13.2	304/2761	2356/22.0	20.7	18.9	19.6	353	2774	WYLD-F
2. WEZB-F (CHR)	188/10.1	10.8	11.1	12.4	11.7	11.1	225/3330	2719/25.4	28.4	28.7	13.4	241	3065	WEZB-F
3. WQUE-AF (B)	160/ 8.7	10.0	10.9	10.3	11.5	10.0	187/3190	2507/23.4	23.9	25.5	10.3	186	3165	WQUE-AF
4. WLTS-F (AC)	117/ 6.3	4.6	6.2	7.8	9.2	6.2	133/1890	1523/14.2	15.7	19.2	4.8	87	1211	WLTS-F
5. WLMG-F (AC)	115/ 6.2	5.4	5.1	5.0	5.2	5.4	123/1953	1677/15.6	13.2	14.6	3.9	71	1234	WLMG-F
6. WNOE-F (C)	105/ 5.6	3.5	3.4	3.1	4.1	3.9	138/1900	1190/11.1	9.5	8.8	3.1	56	898	WNOE-F
7. WWL (N/T)	101/ 5.4	6.3	6.1	4.8	5.1	5.7	139/2478	1808/16.9	22.7	15.1	4.3	78	1409	WWL
8. KQLD-F (O)	98/ 5.3	4.6	2.5	1.7	1.9	3.5	124/1525	1261/11.8	11.7	3.5	4.8	86	1180	KQLD-F
9. WBYU (BB)	86/ 4.6	4.6	5.0	5.4	4.9	4.9	88/984	965/ 9.0	9.3	7.6	3.4	62	786	WBYU
10. WBOK (R/G)	79/ 4.2	4.8	4.4	4.7	3.3	4.5	82/840	787/ 7.3	7.2	6.5	3.7	67	647	WBOK
11. WCKW-F (AOR)	70/ 3.8	3.5	2.8	3.9	3.4	3.5	112/1700	1115/10.4	9.8	9.6	6.2	111	1486	WCKW-F
12. WRNO-F (AOR)	67/ 3.6	3.8	3.0	4.8	4.6	3.8	100/1898	1376/12.8	12.6	15.1	4.9	89	1433	WRNO-F
13. WYLD (REL)	39/ 2.1	1.9	2.1	1.7	2.1	1.9	44/571	507/ 4.7	5.7	7.3	1.6	29	419	WYLD
14. WXYZ-F (AC)	36/ 1.9	2.7	3.3	2.8	2.8	2.7	43/702	468/ 4.4	7.0	7.6	1.5	27	526	WXYZ-F
15. WSMB (T)	33/ 1.8	1.6	1.1	1.4	1.6	1.5	33/528	519/ 4.8	4.9	3.9	0.8	14	372	WSMB

12+ FM SHARE (METRO): 74.20% (1254 of 1690) (WIN 89: 72.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F	1 WEZB-F	1 WYLD-F<	1 WYLD-F	1 WYLD-F>>	1 WYLD-F>>
2 WYLD-F<	2 WEZB-F>	2 WEZB-F	2 WEZB-F	2 WEZB-F	WWL	2 WYLD-F	2 WLTS-F	2 WEZB-F	2 WQUE-AF	2 WWL
3 WQUE-AF	3 WQUE-AF>	3 WQUE-AF	3 WQUE-AF<	3 KQLD-F<	3 WNOE-F	3 WWL	3 WLMG-F	3 WQUE-AF	3 WEZB-F	3 WSMB
4	4 WLTS-F	4 WLTS-F	4 KQLD-F<	4 WQUE-AF	WBYU	4 WQUE-AF	4 WEZB-F	4 WLMG-F<	4	4 WQUE-F
5	5 WRNO-F	5 KQLD-F<	5 WLTS-F<	WLMG-F<	5 WLMG-F	5 WNOE-F	5 WQUE-AF	5 WLTS-F	5	5 WEZB-F
6	WLMG-F	6 WLMG-F	6 WLMG-F	6 WLTS-F	6 KQLD-F<	6 WLMG-F<	6 WNOE-F	6 KQLD-F	6	6
7	7 WCKW-F	7	7	7	7 WLTS-F<	7 WLTS-F	7 KQLD-F	7	7	7
8	8	8	8	8	8 WBOK	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F>>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F	1 WYLD-F<	1 WYLD-F>	1 WYLD-F
2 WEZB-F>	2 WEZB-F>	2 WEZB-F	2 WEZB-F	2 WLMG-F	2 WEZB-F>	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WCKW-F<
3 WLTS-F	3 WLTS-F<	3 WLMG-F	3 WLTS-F	3 WLTS-F<	3 WQUE-AF	3 WQUE-AF	3 WQUE-AF	3 WCKW-F	3 WEZB-F
4 WQUE-AF>>	4 WQUE-AF	4 WLTS-F	4 WQUE-AF<	4 WEZB-F	4 WRNO-F>	4 WCKW-F	4 WCKW-F>	4 WQUE-AF	KQLD-F
5 WBOK	5 WLMG-F>	5 WQUE-AF>	5 WLMG-F	5 WQUE-AF	5 WLTS-F	5 WRNO-F	5 WRNO-F	5 KQLD-F	5 WQUE-AF
6 WRNO-F	6 KQLD-F	6 KQLD-F>	6 KQLD-F	6 KQLD-F	6 WCKW-F>	6	6 KQLD-F	6 WRNO-F	6 WLTS-F
WXYZ-F	7	7	7	7	7	7	7 WLMG-F	7 WLTS-F	WXYZ-F

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

KGLA	1540	Gretna	0.9/0.7/ 16/ 75
KHOM-F	104.1	Houma	1.3/5.6/102/1599
WADU	830	Norco/Kenner	1.0/2.3/ 28/ 316
WNOE	1060	New Orleans	1.2/2.6/ 25/ 379
WTIX	690	New Orleans	0.9/4.4/ 26/ 554
WYAT	990	New Orleans	0.6/3.1/ 16/ 349
WKJN-F	103.3	Hammond/Bt Rge.	0.4/1.4/ 70/1123

RADIO STATIONS

AM STATIONS

WBOK, 1230,	1 KW	, BLACK/GOSPEL	SBN, \$	27.00 (---	Willis
WBYS, 1450,	1 KW	, BIG BAND/EZ	SMN, \$	30.00 (Roslin)	
WNOE, 1060,	50 KW/5 KW (DA-2)	, SOLD IN COMBINATION WITH WNOE-F			
WSMB, 1350,	5 KW (DA-2)	, TALK	MBS, ABC I, \$	25.00 (Smith)	
WTIX, 690,	10 KW/5 KW (DA-2)	, TALK	NBC, MBS, \$	30.00 (Mc-Guild)	United Network
WWL, 870,	50 KW (DA-1)	, NEWS/TALK	CBS, \$	62.00 (Katz)	Keymarket
WYAT, 990,	250 W	, NOSTALGIA	RADRAD, \$	21.00 (Durpetti)	
WYLD, 940,	10 KW/500 W (DA-2)	, BLACK	, \$	24.00 (Banner)	Interurban

FM STATIONS

KOLD, 106.7,	100 KW @ 960,	RELIGION	, \$	N/A (---	(PORT SULPHUR)
KHOM, 104.1,	100 KW @ 1943,	OLDIES	NBC, \$	30.00 (Torbet)	(HOUMA)
WCKW, 92.3,	100 KW @ 429,	AOR	SOURCE, \$	35.00 (Republic)	
WEZB, 97.1,	100 KW @ 511,	CHR	US 1, \$	97.00 (MMR)	EZ
WLMG, 101.9,	95 KW @ 825,	AC	, \$	55.00 (Katz)	Keymarket
WLTS, 105.3,	100 KW @ 925,	SOFT AC	RADRAD, \$	60.00 (Durpetti)	
WNOE, 101.1,	100 KW @ 1004,	COUNTRY	ABC E, \$	50.00 (Mc-Guild)	New Market
WQOE, 93.3,	93 KW @ 512,	URBAN/CHR	, \$	79.00 (Christal)	Clear Channel
WPKZ, 95.7,	100 KW @ 580,	AC	, \$	45.00 (Christal)	Stoner
WRNO, 99.5,	100 KW @ 990,	AOR	ABC F, ABC R, \$	53.00 (MMR)	
WYLD, 98.5,	100 KW @ 352,	BLACK	ABC C, \$	54.00 (Banner)	Interurban





OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

WBAB-F	102.3	BABYLON	0.8/2.4/223/3466
WBLI-F	106.1	PATCHOQUE	0.8/2.3/218/3357
WCTC	1450	NEW BRUNSWICK	0.3/0.9/ 86/1215
WCTO-F	94.3	SMITHTOWN	0.6/0.9/155/1285
WDRE-F	92.7	GARDEN CITY/NY	0.7/2.3/190/3227
WEVD	1050	NEW YORK	0.3/1.2/ 79/1715
WFME-F	94.7	NEWARK	0.6/1.9/178/2647
WHLI	1100	HEMPSTEAD	0.7/0.9/185/1353
WHUD-F	100.7	PEEKSKILL	0.8/1.5/426/3634
WJIT	1480	NEW YORK	0.7/1.4/194/1917
WKDM	1380	NEW YORK	0.7/1.0/203/1453
WKJY-F	98.3	HEMPSTEAD	0.7/1.8/191/2474
WMGQ-F	98.3	NEW BRUNSWICK	0.4/0.8/124/1236
WNJR	1430	NEWARK	0.4/1.4/106/1917
WQXR	1560	NEW YORK	0.2/1.0/ 58/1455
WEZN-F	99.9	BRIDGEPORT	0.4/1.5/278/4299

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, TALK	ABC I,	240.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW	, HISPANIC	,	140.00	(---	
WCBS,	880,	5 KW	, NEWS	CBS,	370.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	, BIG BAND	,	75.00	(Groskin)	
WFAN,	660,	50 KW	, SPORTS TALK	NBC,	200.00	(HNWH)	Emmis
WINS,	1010,	50 KW (DA-1)	, TALK	ABC D,	410.00	(Group W)	Westinghouse
WZRC,	1480,	5 KW (DA-2)	, AOR	,	90.00	(---	Infinity
WKDM,	1380,	5 KW (DA-1)	, HISPANIC	,	96.00	(Katz Hisp.)	TA/Shaw
WLIB,	1190,	10 KW (DAYS, DA)	, BLACK NEWS/TALK	SBN,	90.00	(Mc-Guild)	Inner City
WNEW,	1130,	50 KW (DA-N)	, NOSTALGIA	,	180.00	(Katz)	Westwood One/Legacy
WOR,	710,	50 KW (DA-1)	, TALK	ABC E, US 2,	310.00	(Republic)	RKO
WPAT,	930,	5 KW (DA-2)	, BTFL/EZ	,	N/A	(Katz)	Park
WQXR,	1560,	50 KW (DA-2)	, FINE ARTS (CLASSICAL)	,	N/A	(Mc-Guild)	NY Times
WSKQ,	620,	5 KW (DA-2)	, HISPANIC	,	120.00	(SBS)	SBS
WWRL,	1600,	5 KW (DA-2)	, GOSPEL	NBN,	70.00	(K & P)	

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1241,	BLACK	ABC F,	320.00	(Mc-Guild)	Inner City
WCBS,	101.1,	4.6 KW @ 1300,	OLDIES	RADRAD,	380.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1220,	CHR	,	425.00	(Christal)	Malrite
WFME,	94.7,	37 KW @ 570,	RELIGION	,	N/A	(---	Family
WHUD,	100.7,	50 KW @ 500,	BTFL/EZ	,	100.00	(Katz)	(PEEKSKILL)
WLTW,	106.7,	7.6 KW @ 1220,	SOFT AC	,	375.00	(Katz)	Viacom
WNCN,	104.3,	7.6 KW @ 1220,	CLASSICAL	APR,	175.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @ 1210,	AOR	SOURCE,	310.00	(Katz)	Westinghouse
WNSR,	105.1,	7.8 KW @ 1220,	AC	,	225.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.3 KW @ 1420,	BTFL/EZ	,	240.00	(Katz)	Park
WPLJ,	95.5,	7.2 KW @ 1335,	CHR	ABC R,	295.00	(Banner)	Cap Cities/ABC
WQCD,	101.9,	5.3 KW @ 1420,	JAZZ	,	215.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1340,	CHR/URBAN	,	230.00	(HNWH)	Emmis
WQXR,	96.3,	7.8 KW @ 1220,	CLASSICAL	,	170.00	(Mc-Guild)	NY Times
WRKS,	98.7,	7.8 KW @ 1225,	BLACK	US1,	288.00	(Republic)	Summit
WSKQ,	97.9,	7.6 KW @ 1220,	HISPANIC	,	125.00	(SBS)	SBS
WXRK,	92.3,	5.4 KW @ 1200,	CLASSIC AOR	ABC R,	300.00	(Torbet)	Infinity

NORFOLK

Arbitron Rank/Pop (12+): 32/1,144,600  
 MSA Rank/Pop: 33/1,336,200  
 ADI # 42  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 25/25  
 Diaries: 1470/779:1/57.5%  
 Sample Target: 1310  
 % Below Line: 0.0  
 % Not Listed: 8.9

1989 Revenue: \$32,600,000  
 HH Inc.: \$29,175  
 Retail \$: 9.9 Bill  
 Pop per Station: 45,784  
 #1 Biller: WNOR-AF \$4,900,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WNOR-AF (AOR)	177/ 9.0	6.5	7.9	6.6	10.6	7.5	183/2199	2082/18.7	17.0	20.8	9.6	210	2660	WNOR-AF
2. WFOG-F (EZ)	176/ 8.9	10.0	6.6	9.0	8.6	8.6	197/1845	1634/14.3	17.9	15.5	4.8	105	1762	WFOG-F
3. WCMS-AF (C)	168/ 8.5	8.8	7.4	9.9	8.7	8.7	239/2308	1707/14.9	15.9	16.8	8.0	174	1924	WCMS-AF
4. WOWI-F (B)	162/ 8.2	6.3	6.9	7.3	8.7	7.2	174/2174	1912/16.7	15.8	16.7	10.9	237	2017	WOWI-F
WAFX-F (CL AOR)	162/ 8.2	8.1	6.8	11.7	4.5	8.7	207/2331	1786/15.6	17.4	9.8	7.2	156	2100	WAFX-F
6. WJQI-F (AC)	109/ 5.5	5.5	5.4	5.1	5.4	5.4	112/1436	1355/11.8	13.7	11.9	3.5	46	597	WJQI-F
7. WNVZ-F (CHR)	107/ 5.4	6.2	5.3	7.6	7.4	6.1	125/2361	2033/17.8	18.6	22.4	7.8	170	2495	WNVZ-F
8. WMYK-F (B)	100/ 5.1	5.4	3.9	5.6	4.7	5.0	117/1933	1593/13.9	14.1	14.5	8.9	194	2011	WMYK-F
9. WNIS (N/T)	84/ 4.3	3.1	3.5	2.6	2.2	3.4	86/838	803/ 7.0	6.2	6.1	4.0	86	801	WNIS
10. WWDE-F (AC)	75/ 3.8	6.8	6.0	4.4	4.5	5.3	86/1382	1218/10.6	15.9	12.8	4.8	105	1192	WWDE-F
11. WLTY-F (O)	69/ 3.5	3.1	4.7	4.4	5.3	3.9	80/1454	1240/10.8	10.5	12.4	4.0	86	867	WLTY-F
WGH -F (CHR)	69/ 3.5	4.1	4.9	3.4	5.7	4.0	79/1850	1657/14.5	13.5	74.5	4.8	104	1941	WGH -F
13. WTAR (MOR)	57/ 2.9	3.0	2.6	2.9	2.7	2.8	59/998	948/ 8.3	8.5	10.0	2.3	50	881	WTAR
WPCE (R/G)	57/ 2.9	2.9	3.3	2.4	3.0	2.9	57/694	688/ 6.0	6.5	6.3	1.8	40	682	WPCE
15. WBSK (B)	53/ 2.7	2.1	3.4	2.1	1.8	2.6	53/801	778/ 6.8	7.5	7.7	2.8	60	738	WBSK
16. WZCL-F (AC)	48/ 2.4	2.2	4.3	1.4	1.7	2.6	48/983	958/ 8.4	7.5	5.0	1.9	42	711	WZCL-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 83.89% (1510 of 1800) (WIN 89: 87.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNVZ-F	1 WNOR-AF	1 WNOR-AF	1 WAFX-F	1 WCMS-AF	1 WFOG-F	1 WFOG-F	1 WFOG-F<	1 WNOR-AF	1 WOWI-F>	1 WOWI-F
2 WOWI-F	2 WAFX-F	2 WAFX-F	2 WNOR-AF	2 WAFX-F	2 WCMS-AF>	2 WCMS-AF	2 WCMS-AF	2 WAFX-F	2 WNOR-AF	2 WCMS-F
3 WGH -F	3 WOWI-F>	3 WOWI-F	3 WCMS-AF<	3 WNOR-AF	3 WNIS	3 WNOR-AF	3 WNOR-AF	3 WOWI-F	3 WAFX-F	3 WAFX-F
4	4 WNVZ-F	4 WCMS-AF	4 WJQI-F	4 WJQI-F	4 WJQI-F	4 WJQI-F	4 WAFX-F	4 WFOG-F<	4 WNVZ-F	4 WMYK-F
5	5 WMYK-F	5 WMYK-F<	5 WOWI-F	5 WOWI-F	5 WTAR	5 WAFX-F	5 WJQI-F	5 WCMS-AF	5 WFOG-F<	5 WPCE
6	6 WGH -F	6 WJQI-F	6 WWDE-F	6 WWDE-F<	6	6 WNVZ-F	6 WOWI-F	6 WJQI-F	6 WMYK-F	6 WFOG-F
7	7	7	7	7 WFOG-F	7	7	7 WNIS	7 WNVZ-F<	7 WGH -F<	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNOR-AF	1 WOWI-F	1 WOWI-F	1 WOWI-F	1 WJQI-F	1 WNOR-AF>	1 WNOR-AF<	1 WAFX-F>	1 WNOR-AF<	1 WAFX-F
2 WOWI-F>	2 WNOR-AF	2 WNOR-AF<	2 WJQI-F	2 WCMS-AF	2 WAFX-F>	2 WAFX-F>	2 WNOR-AF>	2 WAFX-F>	2 WNOR-AF<
3 WMYK-F	3 WNVZ-F<	3 WAFX-F	3 WNOR-AF	3 WFOG-F	3 WOWI-F>	3 WOWI-F>	3 WOWI-F	3 WOWI-F	3 WCMS-AF>
4 WNVZ-F	4 WMYK-F	4 WNVZ-F	4 WNVZ-F	4 WWDE-F<	4 WOFM-F	4 WCMS-AF<	4 WCMS-AF	4 WCMS-AF	4 WOWI-F
WGH -F>	WAFX-F>	5 WMYK-F	5 WAFX-F<	5 WOWI-F	5 WMYK-F>	5 WMYK-F	5 WJQI-F>	5 WMYK-F	5 WJQI-F
6 WAFX-F>>	6 WGH -F	6 WWDE-F	6 WCMS-AF	6 WNOR-AF	6 WCMS-AF	6	6 WMYK-F	6	6 WMYK-F
7	7	7	7	7	7 WNVZ-F	7	7	7	7
8	8	8	8	8	WGH -F	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

Call Letters	Freq	City	Share	RTG	AQH	CUME
WGH	1310	Newport News	0.5	2.4	10	303
WKEZ-F	94.1	Yorktown	1.9	3.3	54	539
WKSV-F	96.1	Cp Charles/Va B	0.9	1.9	18	223
WOFM-F	92.1	Moyock	1.8	3.7	38	446
WPFX	1490	Hampton	0.6	1.5	11	173
WPMH	1010	Portsmouth	0.3	1.2	6	133
WTJZ	1270	Newport News	0.4	1.5	8	176

RADIO STATIONS

AM STATIONS

Call Letters	Freq	Power	Class	Program	Station	Rate	Comments
WNIS	850	5 KW	1 KW (DA-2)	NEWS/TALK	NBC, ABC T	\$ 40.00	(Roslin)
WPCE	1400	1 KW		GOSPEL	SBN	\$ 26.00	(Mc-Guild)
WBSK	1350	5 KW	(DA-2)	BLACK	NBC, ABC F	\$ 34.00	(Roslin)
WTAR	790	5 KW	(DA-1)	MOR	CBS	\$ 42.00	(Katz)

FM STATIONS

Call Letters	Freq	Power	Class	Program	Station	Rate	Comments
WAFX	106.9	100 KW	@ 964	CLASSIC AOR		\$ 50.00	(CBS) Downs
WCMS	100.5	50 KW	@ 500	COUNTRY	ABC E	\$ 97.00	(Eastman)
WFOG	92.9	50 KW	@ 480	BTFL/EZ		\$ 67.00	(MMR) Sunshine Wireless
WGH	97.3	74 KW	@ 400	CHR	ABC E	\$ 51.00	(Durpetti) Susquehanna
WJQI	94.9	50 KW	@ 500	SOFT AC		\$ 44.00	(Torbet) Coleman
WKEZ	94.1	50 KW	@ 500	COUNTRY	US 2	\$ 38.00	(Roslin) Eure
WLTY	95.7	40 KW	@ 881	AC		\$ 71.00	(Katz) Landmark
WMYK	93.7	100 KW	@ 940	BLACK	ABC C	\$ 49.00	(Durpetti)
WNOR	98.7	46 KW	@ 520	AOR	SOURCE	\$ 96.00	(Mc-Guild) Saga
WNVZ	104.5	50 KW	@ 480	CHR		\$ 70.00	(Republic) Wilks-Schwartz
WOFM	92.1	2 KW	@ 400	AOR		\$ 23.00	(K & P) (MOYOCK, NC)
WOWI	102.9	50 KW	@ 500	BLACK	SBN	\$ 53.00	(Mc-Guild) Ragan Henry
WWDE	101.3	50 KW	@ 500	AC	RADRAD	\$ 84.00	(Christal) Edens
WZCL	105.3	50 KW	@ 500	??	MBS, ABC D	\$ 40.00	(Banner) ML/WIN

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 47/818,800  
 MSA Rank/Pop: 46/983,500  
 ADI # 39  
 Average Person Ratings: 16.6  
 Market TSL: 22.00 hours

Stations: 18/18  
 Diaries: 1272/644:1/54.7%  
 Sample Target: 1130  
 % Below Line: 0.0  
 % Not Listed: 8.6

1989 Revenue: \$23,500,000  
 HH Inc.: \$25,477  
 Retail \$: 7.9 Bil  
 Pop per Station: 45,488  
 #1 Biller: KXXY-AF \$4,700,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KXXY-F (C)	202/14.9	13.3	14.0	14.3	13.5	14.1	271/2750	1902/23.4	26.0	23.8	13.8	188	1677	KXXY-F
2. KKNG-F (EZ)	154/11.4	8.1	8.8	7.8	9.4	9.0	177/1817	1519/18.7	16.1	18.1	5.4	73	900	KKNG-F
3. KJYO-F (CHR)	124/ 9.2	9.2	8.7	10.1	11.8	9.3	163/2344	1845/22.7	24.7	27.6	10.4	141	2325	KJYO-F
4. KEBC-F (C)	98/ 7.2	6.4	5.7	6.5	3.6	6.4	134/2072	1329/16.3	17.8	10.8	5.4	73	1238	KEBC-F
5. KATT-F (AOR)	95/ 7.0	7.6	4.7	7.5	7.8	6.7	143/1916	1247/15.3	18.6	16.0	13.0	177	1847	KATT-F
6. KZBS-F (CHR)	93/ 6.9	7.7	5.9	6.4	8.1	6.7	122/1945	1502/18.5	19.5	21.1	12.4	168	1789	KZBS-F
7. KMGL-F (AC)	80/ 5.9	5.0	4.6	6.4	5.1	5.5	105/1456	1029/12.6	13.9	12.9	3.5	47	661	KMGL-F
8. KTOK (N/T)	77/ 5.7	8.2	8.7	5.9	7.4	7.1	86/1548	1357/16.7	20.8	18.7	5.5	75	1212	KTOK
9. KLTE-F (O)	73/ 5.4	4.0	3.7	4.0	4.7	4.3	88/1507	1227/15.1	14.5	12.6	5.6	76	743	KLTE-F
10. KOMA (O)	62/ 4.6	5.9	7.0	5.7	5.1	5.8	77/1047	722/ 8.9	12.5	11.9	2.9	39	679	KOMA
11. KRKO-F (AOR)	60/ 4.4	6.6	6.8	5.4	6.3	5.8	72/1347	1117/13.7	16.1	14.3	6.5	89	986	KRKO-F
12. WKY (C)	34/ 2.5	4.0	3.0	2.4	2.8	3.0	61/1114	668/ 8.2	11.5	9.2	1.8	25	568	WKY
13. KPRW (B)	27/ 2.0	1.6	3.4	3.3	2.7	2.6	27/325	303/ 3.7	2.9	2.7	2.4	32	334	KPRW
14. KNTL-F (?)	25/ 1.8	1.0	1.2	0.7	0.9	1.2	26/441	406/ 5.0	3.6	3.3	1.5	20	287	KNTL-F

12+ FM SHARE (METRO): 81.50% (1009 of 1238) (WIN 89: 77.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KXXY-F<	1 KXXY-F>>	1 KXXY-F>>	1 KXXY-F>>	1 KKNG-F	1 KXXY-F>>	1 KKNG-F<	1 KXXY-F	1 KJYO-F>	1 KXXY-F
2 KZBS-F>	2 KATT-F	2 KATT-F	2 KMGL-F	2 KRNG-F	2 KXXY-F>	2 KKNG-F	2 KXXY-F>	2 KKNG-F	2 KXXY-F	2 KTOK
3 KATT-F	3 KZBS-F<	3 KZBS-F<	3 KLTE-F	3 KMGL-F	3 KEBC-F<	3 KTOK <	3 KMGL-F<	3 KJYO-F>	3 KATT-F	3 KJYO-F
4 KXXY-F	4 KJYO-F	4 KMGL-F<	4 KRKO-F<	4 KLTE-F	4 KTOK >	4 KJYO-F	4 KEBC-F<	4 KZBS-F<	4 KZBS-F<	4 KATT-F>
5	5 KMGL-F>	5 KJYO-F	5 KKNG-F	5 KRKO-F<	5 KOMA	5 KEBC-F<	5 KATT-F	5 KATT-F	5 KKNG-F<	5 KOMA
6	6 KLTE-F	6 KLTE-F	6 KOMA	6 KOMA	6	6 KATT-F<	6 KZBS-F<	6 KEBC-F	6 KTOK	6 KMGL-F
7	7	7 KRKO-F	7	7 KEBC-F	7	7 KZBS-F	7 KJYO-F<	7 KMGL-F<	7 KEBC-F	7

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F	1 KZBS-F	1 KMGL-F	1 KXXY-F>	1 KXXY-F>	1 KATT-F>	1 KATT-F	1 KXXY-F>	1 KXXY-F	1 KXXY-F>>
2 KXXY-F	2 KJYO-F	2 KZBS-F	2 KMGL-F	2 KMGL-F<	2 KJYO-F	2 KXXY-F>	2 KATT-F>	2 KATT-F>	2 KRKO-F<
3 KZBS-F	3 KXXY-F	3 KXXY-F	3 KZBS-F	3 KRNG-F	3 KZBS-F>	3 KZBS-F	3 KRKO-F>	3 KRKO-F	3 KATT-F
4 KATT-F>>	4 KMGL-F>	4 KLTE-F	4 KJYO-F	4 KLTE-F	4 KXXY-F	4 KJYO-F	4 KMGL-F	4 KZBS-F	4 KOMA
5 KMGL-F	5 KLTE-F	5 KJYO-F>	5 KLTE-F	5 KZBS-F	5 KPRW >	5 KRKO-F<	5 KZBS-F	5 KOMA	5 KKNG-F<
6	6 KATT-F	6 KKNG-F	6 KKNG-F	6 KEBC-F<	6 KMGL-F	6 KMGL-F	6 KLTE-F	6 KJYO-F	6 KEBC-F
7	7	7	7	7 KJYO-F	7	7	7	7 KMGL-F	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KQCV 800 Oklahoma City	0.7/1.8/	11/ 158		
KTNT-F 97.7 Edmond	0.4/3.0/	7/ 275		
KXXY 1340 Oklahoma City	0.3/1.5/	5/ 140		
WWLS 640 Moore/Norman	1.1/4.4/	24/ 481		

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N), OLDIES	CBS, \$ 40.00 (CBS)	Diamond
KPAW, 1140, 1 KW (DAYS), BLACK	SBN, \$ 24.00 (Banner)	Surrey
KQCV, 800, 250 w (DAYS), RELIGION	, \$ 16.00 (---)	Bott
KTOK, 1000, 5 KW (DA-2), NEWS/TALK	ABC I, MBS, \$ 57.00 (Christal)	Clear Channel
WKY, 930, 5 KW (DA-N), COUNTRY	US 2, \$ 32.00 (Banner)	Gaylord
KATT-F, 100.5, 97 KW @ 1188, AOR	SOURCE, \$ 68.00 (Banner)	Surrey
KEBC-F, 94.7, 98 KW @ 1387, COUNTRY	, \$ 39.00 (Durpetti)	Independence
KNTL-F, 104.9, 3 KW @ 300,	UPI, \$ 18.00 (---)	CBN (BETHANY)
KJYO-F, 102.7, 98 KW @ 900, CHR	, \$ 54.00 (Christal)	Clear Channel
KKNG-F, 92.5, 98 KW @ 900, BTFL/EZ	, \$ 43.00 (Katz)	Wilks-Schwartz
KLTE-F, 101.9, 98 KW @ 1390, AC	, \$ 42.00 (Katz)	Entercom
KMGL-F, 104.1, 99 KW @ 1400, AC	TRNSTR, US 1, \$ 35.00 (Eastman)	Renda
KRKO-F, 107.7, 99 KW @ 1027, CLASSIC AOR	, \$ 50.00 (CBS)	Diamond
KXXY-F, 96.1, 98 KW @ 1167, COUNTRY	MBS, \$ 94.00 (Mc-Guild)	NewMarket

MISCELLANEOUS COMMENTS: KJIL-F changes calls to KNTL-F as of March 1990...

OMAHA

Arbitron Rank/Pop (12+): 70/506,800  
 MSA Rank/Pop: 79/618,800  
 ADI # 73  
 Average Person Ratings: 17.8  
 Market TSL: 23.25 hours

Stations: 16/14  
 Diaries: 914/554;1/57.6%  
 Sample Target: 890  
 % Below Line: 2.2  
 % Not Listed: 11.7

1989 Revenue: \$19,800,000  
 HH Inc.: \$32,173  
 Retail \$: 4.7 Bill  
 Pop per Station: 36,200  
 #1 Biller: KFAB \$4,200,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume
1. KQKQ-F (CHR)	133/14.7	13.3	16.6	15.0	17.0	14.9	153/2193	1706/33.7	30.8	35.4			KQKQ-F
2. KFAB (MOR)	114/12.6	15.8	12.9	14.3	15.9	13.9	192/2869	1619/31.9	38.5	31.1			KFAB
3. KESY-AF (EZ)	112/12.4	8.1	7.9	8.1	7.6	9.1	130/1341	1037/20.5	15.6	16.4			KESY-AF
4. KEZO-AF (AOR)	95/10.5	13.0	13.1	13.1	12.9	12.4	133/1840	1253/24.7	24.6	23.0			KEZO-AF
5. WOW -F (C)	74/ 8.2	7.0	7.3	7.7	7.0	7.6	96/1170	883/17.4	15.0	14.8			WOW -F
6. KGOR-F (O)	72/ 8.0	7.5	8.4	6.9	7.0	7.7	105/1501	1030/20.3	20.9	20.9			KGOR-F
7. KEFM-F (AC)	69/ 7.6	8.3	7.4	6.7	5.5	7.5	92/1512	1022/20.2	23.4	16.7			KEFM-F
8. WOW (C)	46/ 5.1	4.2	3.6	5.5	6.0	4.6	97/1286	536/10.6	12.4	12.3			WOW
9. KXKT-F (CHR)	23/ 2.5	2.7	3.9	2.3	2.1	2.8	40/730	446/ 8.8	7.6	6.0			KXKT-F
10. KOIL (O)	19/ 2.1	3.2	3.8	4.2	4.3	3.3	30/631	432/ 8.5	7.4	10.2			KOIL
11. KFMQ-F (AOR)	17/ 1.9	1.4	0.9	1.2	1.2	1.4	59/1057	398/ 7.9	5.7	5.2			KFMQ-F
KKAR (T)	17/ 1.9	2.4	1.9	2.1	1.9	2.1	17/385	369/ 7.3	8.0	7.5			KKAR
13.													
14.													
15.													

12+ FM SHARE (METRO): 73.93% (590 of 798) (WIN 89: 67.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF<	1 KQKQ-F	1 KGOR-F<	1 KQKQ-F	1 KFAB	1 KFAB >	1 KESY-AF	1 KQKQ-F	1 KFAB <	1 KFAB >>
2 KEZO-AF>	2 KQKQ-F>	2 KEZO-AF	2 KQKQ-F	2 KGOR-F<	2 KESY-AF>	2 KQKQ-F>	2 KQKQ-F	2 KESY-AF<	2 KQKQ-F>	2 KESY-F>>
3	3 KGOR-F	3 KGOR-F	3 KEZO-AF	3 KEFM-F	3 WOW -F	3 KEZO-AF<	3 KEZO-AF	3 KEZO-AF	3 KEZO-AF	3 KKAR
4	4 KEFM-F>	4 KEFM-F<	4 WOW -F	4 WOW -F<	4 WOW	4 KESY-AF	4 WOW -F	4 KEFM-F	4 KESY-AF	4 KQKQ-F
5	5 KESY-AF	5 WOW -F	5 KEFM-F	5 KEZO-AF<	5 KGOR-F	5 WOW -F	5 KEFM-F	5 WOW -F<	5 KEFM-F	5 WOW -F
6	6	6 KESY-AF	6 KESY-AF	6 KESY-AF<	6 KQKQ-F<	6 KGOR-F<	6 KGOR-F	6 KGOR-F	6	6 KEFM-F
7	7	7	7	7 KFAB	7 KEFM-F	7 KEFM-F	7 KFAB	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F>	1 KEFM-F	1 KQKQ-F	1 KEFM-F	1 KEZO-AF	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF	1 KEZO-AF>
2 KEZO-AF>	2 KEFM-F	2 KQKQ-F	2 KEFM-F	2 KQKQ-F	2 KQKQ-F>>	2 KQKQ-F>	2 KGOR-F	2 KQKQ-F	2 WOW -F<
3	3 KGOR-F	3 KGOR-F	3 KGOR-F	3 KGOR-F	3 KFMQ-F>	3 KGOR-F>	3 KQKQ-F	3 WOW -F	3 KGOR-F
4 KESY-AF	4 KESY-AF	4 KESY-AF	4 KESY-AF	4 KFAB <	4 KESY-AF	4 WOW -F	4 WOW -F	4 KGOR-F>	4 KQKQ-F
KXKT-F	KGOR-F	5 KEZO-AF>	5 KFAB	5 KESY-AF	KXKT-F	5 KFMQ-F	5 KEFM-F	5 KESY-AF	5 KESY-AF
6 KGOR-F>>	6	6 KFAB	6 KEZO-AF	6 WOW -F	6	6	6	6 KEFM-F	6 KFAB
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/ AQH/CUME

KBWH-F 106.3 Blair 0.4/1.1/ 4/ 55  
 KFRX-F 102.7 Lincoln 0.3/1.5/ 44/ 949

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N), MOR, NBC, \$ 90.00 (Christal), Henry  
 KKAR, 1180, 5 KW/1 KW, TALK, CBS, MBS, \$ 20.00 (Eastman)  
 KOIL, 1290, 5 KW (DA-N), OLDIES, US 2, \$ 27.00 (Banner)  
 WOW, 590, 5 KW, COUNTRY, ABC I, \$ 40.00 (Torbet), Great Empire

KBWH-F, 106.3, 1 KW @ 470, BLACK, \$ 16.00 (---), (BLAIR)  
 KEFM-F, 96.1, 100 KW @ 1442, SOFT AC, \$ 43.00 (Mc-Guild)  
 KESY-F, 104.5, 100 KW @ 1040, BTFL/EZ, ABC D, US 2, \$ 35.00 (Mc-Guild), SunGroup  
 KEZO-F, 92.3, 100 KW @ 1210, AOR, \$ 64.00 (Katz), Narragansett

KGOR-F, 99.9, 115 KW @ 1227, OLDIES, NBC, \$ 45.00 (Christal), Henry  
 KXKT-F, 103.7, 100 KW @ 405, CHR, \$ N/A (Banner), (ATLANTIC IA)  
 KQKQ-F, 98.5, 100 KW @ 1099, CHR, \$ 54.00 (Eastman)  
 WOW-F, 94.1, 100 KW @ 510, COUNTRY, ABC E, \$ 45.00 (Torbet), Great Empire

MISCELLANEOUS COMMENTS: KOMJ-F changes calls to KXKT-F as of March...

ORLANDO

Arbitron Rank/Pop (12+): 43/852,200

Stations: 23/21  
Diaries: 1254/680:1/51.2%  
Sample Target: 1140  
% Below Line: 3.2  
% Not Listed: 7.3

1989 Revenue: \$43,900,000  
HH Inc.: \$27,359  
Retail \$: 8.9 Bill  
Pop per Station: 40,580  
#1 Biller: WWKA-F \$6,800,000

MSA Rank/Pop: 53/959,000

ADI # 27

Average Person Ratings: 17.1

Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F (C)	163/11.2	10.1	8.8	9.7	8.6	9.9	319/3453	1544/18.1	18.1	17.8	10.1	145	1550	WWKA-F
2. WOMX-AF (CHR)	125/ 8.5	6.1	7.6	6.3	7.8	7.1	222/3832	2101/24.7	18.7	24.4	7.2	99	2196	WOMX-AF
3. WSTF-F (AC)	121/ 8.3	9.7	8.2	8.6	9.1	8.7	191/3001	1822/21.4	22.2	19.7	9.4	135	1717	WSTF-F
4. WJHM-F (B)	119/ 8.1	9.6	7.3	7.9	6.0	8.2	187/2283	1246/14.6	16.1	12.3	13.6	195	1889	WJHM-F
5. WOCL-F (O)	103/ 7.0	6.1	7.0	5.4	7.7	6.4	189/2625	1523/17.9	16.1	15.6	5.4	77	1438	WOCL-F
6. WHTQ-F (AOR)	93/ 6.4	6.7	8.6	8.1	4.9	7.5	267/3030	1285/15.1	14.7	14.4	9.0	130	1758	WHTQ-F
7. WDBO (MOR)	92/ 6.3	4.7	4.2	6.7	5.8	5.5	116/1552	1224/14.4	12.9	12.9	5.6	80	838	WDBO
8. WSSP-F (EZ)	79/ 5.4	6.9	6.6	8.3	8.3	6.8	188/2593	1161/13.6	14.8	17.2	5.1	73	888	WSSP-F
9. WDIZ-F (AOR)	74/ 5.1	5.5	5.8	5.2	6.7	5.4	173/2544	1205/14.1	13.5	15.2	8.1	116	1496	WDIZ-F
10. WNNZ (N/T)	70/ 4.8	4.2	3.5	5.2	4.7	4.4	80/1026	836/ 9.8	11.1	9.9	2.7	39	729	WNNZ
11. WLOQ-F (J/NA)	69/ 4.7	3.5	3.5	3.8	3.4	3.9	75/940	851/10.0	8.7	8.5	4.9	70	953	WLOQ-F
12. WJYO-F (AC)	58/ 4.0	4.5	5.7	4.4	5.5	4.7	110/1820	975/11.4	10.6	13.5	3.1	44	663	WJYO-F
13. WXXL-F (CHR)	54/ 3.7	4.2	4.6	4.2	3.8	4.2	106/2158	1316/15.4	13.8	14.2	4.4	63	1519	WXXL-F
14. WWLV-F (EZ)	38/ 2.6	2.5	2.2	2.5	1.7	2.5	179/2067	546/ 6.4	7.9	5.4	1.4	20	340	WWLV-F

12+ FM SHARE (METRO): 82.79% (1121 of 1354) (WIN 89: 83.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMX-AF	1 WHTQ-F	1 WSTF-F	1 WSTF-F<	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F>	1 WDBO	1 WDBO >>
2 WJHM-F>>	2 WJHM-F	2 WOCL-F<	2 WOCL-F	2 WOCL-F<	2 WDBO	2 WOMX-AF	2 WSTF-F	2 WOMX-AF<	2 WJHM-F	2 WWKA-F>
3 WXXL-F	3 WOMX-AF	3 WOMX-AF	3 WWKA-F	3 WSTF-F>	3 WOCL-F	3 WSTF-F	3 WOMX-AF	3 WOCL-F<	3 WOMX-AF	3 WJHM-F>
4 WHTQ-F	4 WDIZ-F<	4 WWKA-F<	4 WJHM-F	4 WJHM-F	4 WSSP-F	4 WJHM-F	4 WOCL-F	4 WJHM-F	4 WHTQ-F	4 WOCL-F
5	5 WSTF-F	5 WJHM-F	5 WOMX-AF	5 WOMX-AF	5 WNNZ	5 WDBO	5 WJHM-F	5 WHTQ-F<	5 WSTF-F	5 WNNZ
6	6 WWKA-F	6 WHTQ-F	6 WDIZ-F	6 WLOQ-F	6 WSTF-F	6 WOCL-F<	6 WHTQ-F	6 WSTF-F	6 WWKA-F	6 WSTF-F
7	7	7 WDIZ-F	7 WLOQ-F	7 WDIZ-F	7	7 WNNZ	7	7	7 WOCL-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMX-AF>	1 WOMX-AF	1 WSTF-F	1 WSTF-F>	1 WSTF-F>	1 WHTQ-F>>	1 WHTQ-F>	1 WHTQ-F	1 WHTQ-F	1 WWKA-F
2 WJHM-F	2 WSTF-F<	2 WJHM-F	2 WJHM-F<	2 WWKA-F	2 WWKA-F	2 WWKA-F	2 WDIZ-F	2 WWKA-F	2 WOCL-F>
3 WSTF-F	3 WOMX-AF	3 WOMX-AF	3 WOMX-AF	3 WOCL-F	3 WOMX-AF	3 WOMX-AF	3 WJHM-F	3 WOMX-AF	3 WDIZ-F
4 WHTQ-F	4 WDIZ-F	4 WDIZ-F	4 WOCL-F	4 WJHM-F	4 WJHM-F	4 WJHM-F	4 WWKA-F>	4 WDIZ-F	4 WHTQ-F<
5 WXXL-F>	5 WHTQ-F	5 WWKA-F	5 WWKA-F	5 WJYO-F	5 WDIZ-F>	5 WOMX-AF	5 WLOQ-F	5 WOMX-AF	5 WOMX-AF
6 WDIZ-F	6	6 WJYO-F	6 WJYO-F	6 WOMX-AF	6 WXXL-F	6 WLOQ-F	6 WOMX-AF	6 WJHM-F	6 WSTF-F<
7 WLOQ-F>>	7	7	7 WLOQ-F	7 WLOQ-F	7 WSTF-F	7	7 WSTF-F	7 WSTF-F	7 WJHM-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WAJL 1190	Pinecastle/Skyl	0.5/1.0/	8/ 84	
WHOO 990	Orlando	0.5/1.5/	7/ 182	
WONQ 1140	Orlando	1.5/1.6/	22/ 137	
WPRD 1440	Winter Park	1.4/3.6/	21/ 309	
WTLN 1520	Apopka	0.3/0.5/	4/ 40	
WTLN-F 95.3	Apopka	1.2/2.8/	24/ 302	
WXTO 1600	Winter Garden	0.5/2.6/	8/ 262	

WPCV-F 97.5 Winter Haven/Lk 0.6/2.6/110/1269

RADIO STATIONS

WDBO, 580, 5 KW (DA-N), MOR	ABC I, \$ 62.00 (Katz)	NewCity
WHOO, 990, 50 KW/5 KW (DA-N), COUNTRY	CBS, \$ 15.00 (Eastman)	TK
WPRD, 1440, 5 KW/1 KW (DA-N), RELIGION	TRNSTR, \$ 16.00 (---)	
WNNZ, 740, 5 KW/1 KW (DA-N), NEWS/TALK	CBS, MBS, \$ 55.00 (Christal)	Guy Gannett
WOMX-F, 105.1, 95 KW @ 1310, CHR	, \$ 108.00 (Banner)	Nationwide
WDIZ-F, 100.3, 100 KW @ 1300, AOR	ABC R, \$ 90.00 (MMR)	Shamrock-Lynett
WXXL-F, 106.7, 100 KW @ 800, CHR	ABC D, \$ 66.00 (Durpetti)	Taylor
WHTQ-F, 96.5, 100 KW @ 1609, AOR	, \$ 73.00 (Eastman)	TK
WJHM-F, 101.9, 28 KW @ 1650, BLACK/URBAN	, \$ 58.00 (HNWH)	Beasley (DAYTONA BEACH)
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC	, \$ 80.00 (MMR)	Metroplex
WLOQ-F, 103.1, 3 KW @ 330, JAZZ	, \$ 48.00 (Banner)	
WOCL-F, 105.9, 100 KW @ 1650, OLDIES	APR, \$ 71.00 (Christal)	American (DELAND)
WSSP-F, 104.1, 100 KW @ 1609, BTFL/EZ	, \$ 70.00 (Christal)	Guy Gannett (COCOA BEACH)
WSTF-F, 101.1, 100 KW @ 1598, AC	, \$ 100.00 (Republic)	Capitol-Goodman
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY	, \$ 130.00 (Katz)	NewCity

MISCELLANEOUS COMMENTS: WHLY-F changes calls to WXXL-F as of January...WXXO-A changes calls to WXTO-A as of January...

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,133,600  
 MSA Rank/Pop: 4/4,873,100  
 ADI # 4  
 Average Person Ratings: 20.4  
 Market TSL: 26.50 hours

Stations: 28/23  
 Diaries: 2595/1593:1/50.1%  
 Sample Target: 2470  
 % Below Line: 2.2  
 % Not Listed: 10.0

1989 Revenue: \$131,200,000  
 HH Inc.: \$31,782  
 Retail \$: 38.8 Bil  
 Pop per Station: 179,721  
 #1 Biller: WMMR-F \$16,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KYW (N)	625/ 7.4	6.6	7.0	7.1	7.2	7.0	669/13628	12249/29.6	29.6	28.6	6.6	528	9336	KYW
2. WMMR-F (AOR)	582/ 6.9	7.5	8.1	6.9	8.1	7.4	757/10225	7456/18.0	19.1	18.8	8.0	641	7855	WMMR-F
3. WUSL-F (B)	567/ 6.7	5.8	5.7	6.9	7.1	6.3	667/6673	5411/13.1	12.7	14.9	9.7	780	6806	WUSL-F
4. WEAZ-F (SAC)	532/ 6.3	5.6	6.3	6.6	5.9	6.2	644/8559	7054/17.1	15.7	15.2	3.6	291	4242	WEAZ-F
5. WYSP-F (AOR)	521/ 6.2	5.3	5.5	4.5	4.5	5.4	673/9837	7246/17.5	16.1	15.8	5.6	452	6523	WYSP-F
6. WPEN (BB)	504/ 6.0	5.2	6.8	5.8	5.3	5.9	529/4769	4460/10.8	10.0	9.4	5.0	398	3468	WPEN
7. WIOQ-F (CHR)	493/ 5.9	5.3	4.8	4.8	3.1	5.2	600/8733	7135/17.3	17.2	11.0	7.8	629	7502	WIOQ-F
8. WEGX-F (CHR)	453/ 5.4	5.5	4.3	6.1	7.9	5.3	535/9423	7479/18.1	18.6	22.0	6.2	500	8293	WEGX-F
9. WMGK-F (AC)	380/ 4.5	3.2	3.8	4.6	4.3	4.0	413/6825	5888/14.2	11.0	13.0	3.7	294	3707	WMGK-F
10. WKSZ-F (AC)	378/ 4.5	4.5	4.3	4.6	4.9	4.5	450/6031	4824/11.7	12.4	14.5	2.7	219	2820	WKSZ-F
11. WOGL-F (O)	331/ 3.9	4.1	4.5	3.2	3.4	3.9	479/6923	4788/11.6	12.4	10.8	3.7	300	4195	WOGL-F
12. WWDB-F (T)	325/ 3.9	3.2	3.7	4.4	3.6	3.8	445/4877	3821/ 9.2	7.5	9.7	4.5	359	3032	WWDB-F
13. WDAS-F (B)	319/ 3.8	3.6	3.6	3.8	3.3	3.7	346/4494	4044/ 9.8	8.9	9.7	5.5	440	5146	WDAS-F
14. WXTU-F (C)	276/ 3.3	4.8	4.6	4.0	4.0	4.2	433/5618	3744/ 9.1	10.3	10.6	4.0	319	3512	WXTU-F
15. WSNI-F (AC)	270/ 3.2	3.1	3.8	2.9	3.1	3.3	294/5030	4208/10.2	10.9	9.6	2.5	201	2385	WSNI-F
16. WCAU (T)	264/ 3.1	3.6	3.8	3.4	3.5	3.5	317/5712	4718/11.4	11.8	11.9	3.3	262	3802	WCAU
17. WFLN-F (CL)	214/ 2.5	2.6	2.0	2.3	2.8	2.3	256/4031	3214/ 7.8	7.4	8.3	2.2	179	2058	WFLN-F
18. WIP (T)	151/ 1.8	2.6	1.9	1.8	1.8	2.0	178/3867	3227/ 7.8	10.5	7.3	1.9	155	2556	WIP
19. WDAS (R/G)	83/ 1.0	1.6	1.1	1.0	0.8	1.2	83/1292	1283/ 3.1	3.8	3.3	1.0	78	988	WDAS
20.														

12+ FM SHARE (METRO): 76.39% (5788 of 7577) (WIN 89: 76.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 KYW	1 KYW >	1 WEAZ-F	1 WMMR-F	1 WUSL-F>	1 KYW >>
2 WIOQ-F	2 WYSP-F>	2 WYSP-F	2 WYSP-F>	2 WYSP-F	2 WPEN	2 WYSP-F	2 WEAZ-F<	2 WMMR-F	2 WIOQ-F	2 WCAU >>
3 WEGX-F	3 WUSL-F	3 WUSL-F	3 WOGL-F<	3 WEAZ-F	3 WDAS-F>	3 WMMR-F	3 WPEN <	3 WIOQ-F<	3 WEGX-F<	3 WUSL-F>>
4	4 WIOQ-F	4 WIOQ-F	4 WUSL-F	4 WOGL-F	4 WKSZ-F<	4 WUSL-F<	4 WKSZ-F	4 WUSL-F	4 WMMR-F	4 WWDB-F>>
5	5 WEGX-F>	5 WEGX-F	5 WMGK-F	5 WUSL-F<	5 WWDB-F	5 WPEN	5 WYSP-F	5 WPEN <	5 WDAS-F	5 WPEN
6	6 WDAS-F	6 WOGL-F	6 WEAZ-F	6 WMGK-F	6 WMGK-F	6 WEAZ-F	6 WUSL-F	6 WEGX-F	6 WPEN <	6 WDAS-F
7	7 WSNI-F<	7 WMGK-F<	7 WDAS-F<	7 WKSZ-F	7 WCAU	7 WMGK-F	7 WMGK-F<	7 WYSP-F	7 WYSP-F	7 WEAZ-F
8	8 WMGK-F	8 WEAZ-F<	8 WSNI-F	KYW	8 WXTU-F	8 WIOQ-F	8 KYW	8 KYW	8 WMMR-F	8
9	9 WOGL-F	9 WDAS-F	9 WEGX-F<	9 WDAS-F	9	9 WEGX-F	9	9	9 KYW	9
10	10 WEAZ-F	10	10 WKSZ-F	10 WSNI-F	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOQ-F	1 WUSL-F	1 WUSL-F<	1 WUSL-F>	1 WUSL-F	1 WMMR-F	1 WMMR-F<	1 WYSP-F<	1 WMMR-F	1 WMMR-F<
2 WUSL-F	2 WIOQ-F<	2 WMMR-F	2 WMGK-F	2 WMGK-F	2 WYSP-F	2 WYSP-F>>	2 WMMR-F>>	2 WYSP-F>>	2 WYSP-F>
3 WEGX-F>	3 WMMR-F<	3 WYSP-F	3 WMMR-F	3 WEAZ-F	3 WIOQ-F	3 WEGX-F	3 WIOQ-F<	3 WOGL-F	3 WOGL-F
4 WMMR-F	4 WEGX-F	4 WEGX-F	4 WIOQ-F	4 WKSZ-F	4 WUSL-F>	4 WUSL-F>	4 WOGL-F	4 WIOQ-F	4 WEAZ-F<
5 WYSP-F>	5 WYSP-F>	5 WEAZ-F<	5 WEGX-F	5 WMMR-F	5 WEGX-F	5 WDAS-F	5 WEGX-F<	5 WUSL-F	5 KYW
6 WDAS-F	6 WMGK-F	6 WMGK-F	6 WEAZ-F	6 WOGL-F<	6 WDAS-F>	6 WOGL-F	6 WSNI-F	6 WDAS-F<	6 WSNI-F
7 WMGK-F<	7 WEAZ-F	7 WOGL-F	7 WYSP-F	7 WEGX-F	7 WOGL-F	7	7 WUSL-F	7 WEGX-F	7 WIP <
8 WEAZ-F<	8	8 WIOQ-F	8 WDAS-F	8 WDAS-F<	8 WMGK-F>	8	8 WIP	8 WSNI-F	8 WXTU-F
9 WSNI-F	9	9 WSNI-F	9	9 KYW	9 WSNI-F	9	9 WDAS-F	9	9
10	10	10 WDAS-F	10	10	10	10	10	10	10

OTHER RATED STATIONS			METRO CUME	TSA	TSA
			SHARE/RTG/	AQH/	CUME
WCOL	1420	Coatsville	0.2/1.1/	21/	467
WEAZ	560	Philadelphia	0.5/2.2/	48/	1181
WHAT	1340	Philadelphia	0.5/2.1/	43/	853
WTEL	860	Philadelphia	0.2/0.5/	21/	192
WFMZ-F	100.7	Allentown	0.7/1.9/	213/	2511
WKXW-F	101.5	Trenton	0.4/1.8/	93/	1557
WOR	710	New York	0.5/1.3/	109/	1376
WPST-F	97.5	Trenton/Phily	0.3/2.8/	72/	2153
WSTW-F	93.7	Wilmington	0.4/2.1/	111/	2131

RADIO STATIONS

AM STATIONS

KYW ,	1060,	50 KW (DA-1)	, NEWS	NBC, APR, \$	290.00 (Group W)	Westinghouse
WCAU,	1210,	50 KW	, TALK	CBS, \$	150.00 (CBS)	CBS
WDAS,	1480,	5 KW/1 KW (DA-2),	BLACK	NBN, \$	45.00 (Banner)	
WEAZ,	560,	5 KW (DA-2)	, OLDIES	, \$	40.00 (Mc-Guild)	Salem
WHAT,	1340,	1 KW	, BLACK TALK	SBN, \$	47.00 (Roslin)	
WIP ,	610,	5 KW (DA-1)	, SPORTS	ABC E, MBS, \$	80.00 (Katz)	
WPEN,	950,	5 KW (DA-N)	, NOSTALGIA	US 2, \$	150.00 (MMR)	Greater Media
WPGR,	1540,	50 KW (DAYS, DA)	, OLDIES	US 1, \$	40.00 (Durpetti)	Pyramid

FM STATIONS

WDAS,	105.3,	3 KW @	800, BLACK	, \$	90.00 (Banner)	
WEAZ,	101.1,	14 KW @	900, EZ	, \$	190.00 (Mc-Guild)	
WEGX,	106.1,	23 KW @	740, CHR	ABC C, \$	170.00 (Eastman)	Malrite LP
WFLN,	95.7,	50 KW @	490, CLASSICAL	, \$	95.00 (CMBS)	Marlin
WIOQ,	102.1,	30 KW @	650, CHR/URBAN	, \$	120.00 (HNWH)	EZ
WKSZ,	100.3,	35 KW @	600, SOFT AC	, \$	160.00 (Katz)	
WMGK,	102.9,	9 KW @	1140, AC	US 2, \$	200.00 (MMR)	Greater Media
WMMR,	93.3,	25 KW @	670, AOR	SOURCE, \$	320.00 (Katz)	Westinghouse
WOGL,	98.1,	12 KW @	1000, OLDIES	CBS, \$	145.00 (CBS)	CBS
WSNI,	104.5,	13 KW @	873, AC	US 1, \$	167.00 (Durpetti)	Pyramid
WUSL,	98.9,	18 KW @	830, BLACK/URBAN	ABC F, \$	190.00 (Mc-Guild)	Tak
WWDB,	96.5,	17 KW @	829, TALK	ABC I, \$	100.00 (Republic)	Panache
WXTU,	92.5,	15 KW @	900, COUNTRY	MBS, \$	145.00 (Republic)	Beasley
WYSP,	94.1,	16 KW @	900, CLASSIC AOR	ABC R, \$	166.00 (Torbet)	Infinity



PHOENIX

Arbitron Rank/Pop (12+): 23/1,743,300  
 MSA Rank/Pop: 20/2,023,100  
 Average Person Ratings: 18.1  
 Market TSL: 23.75 hours

Stations: 28/28  
 Diaries: 1841/947:1/55.4%  
 Sample Target: 1610  
 % Below Line: 0.0  
 % Not Listed: 6.8

1989 Revenue: \$72,600,000  
 HH Inc.: \$29,530  
 Retail \$: 17.0 Bil  
 Pop per Station: 62,260  
 #1 Biller: KNIX-AF \$12,300,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KNIX-F (C)	358/11.4	10.6	10.6	10.8	11.1	10.9	428/4478	3826/21.9	22.8	24.2	9.9	312	3014	KNIX-F
2. KTAR (N/T)	262/ 8.3	7.9	8.3	7.9	7.7	8.1	286/3606	3305/19.0	19.1	19.4	8.4	262	2695	KTAR
3. KUPD-F (AOR)	232/ 7.4	6.2	7.2	7.7	6.5	7.1	258/2797	2595/14.9	14.2	13.9	8.6	271	3041	KUPD-F
4. KMEO-AF (EZ)	214/ 6.8	8.0	7.4	6.6	9.0	7.2	222/2803	2581/14.8	13.8	17.5	5.1	129	1500	KMEO-AF
5. KKLT-F (AC)	201/ 6.4	5.8	6.9	5.5	5.2	6.2	210/2623	2470/14.2	13.9	14.3	5.6	175	1991	KKLT-F
6. KOY -F (CHR)	197/ 6.3	3.1	4.8	4.4	4.4	4.7	221/3404	3120/17.9	13.6	15.2	6.0	189	2829	KOY -F
7. KKFR-F (CHR)	176/ 5.6	5.7	3.9	2.6	2.9	4.4	191/2833	2617/15.0	13.8	12.0	8.5	268	3025	KKFR-F
8. KMLE-F (C)	141/ 4.5	3.7	3.7	3.3	2.5	3.8	147/1999	1855/10.6	7.5	5.2	5.2	162	1374	KMLE-F
9. KDKB-F (AOR)	140/ 4.4	3.5	3.5	3.4	3.7	3.7	160/2457	2045/11.7	10.1	12.2	4.4	139	1718	KDKB-F
10. KOOL-F (O)	127/ 4.0	4.5	3.3	3.0	2.3	3.7	147/2326	2056/11.8	11.2	10.1	3.9	121	1156	KOOL-F
11. KSLX-F (AOR)	125/ 4.0	3.3	4.3	4.5	4.4	4.0	151/2070	1906/10.9	10.0	10.7	4.2	132	2032	KSLX-F
12. KESZ-F (AC)	102/ 3.2	2.6	2.7	3.0	3.4	2.9	103/1835	1726/ 9.9	9.0	9.7	2.2	69	1366	KESZ-F
13. KOY (BB)	100/ 3.2	3.3	2.2	3.0	2.4	2.9	106/1466	1346/ 7.7	7.1	5.9	2.0	62	822	KOY
14. KZZP-F (CHR)	92/ 2.9	6.4	7.0	9.0	8.8	6.3	107/2982	2725/15.6	19.6	26.1	5.2	164	3361	KZZP-F
15. KAMJ-F (AC)	70/ 2.2	1.6	2.3	2.7	2.2	2.2	81/1325	1200/ 6.9	6.4	7.0	1.4	44	956	KAMJ-F
16. KFYI (T)	65/ 2.1	3.7	3.6	3.3	2.6	3.2	69/1210	1125/ 6.5	8.3	4.9	4.0	124	1360	KFYI
17. KLFY (BB)	57/ 1.8	2.8	1.8	2.1	1.5	2.1	57/637	606/ 3.5	4.6	3.3	1.7	53	529	KLFY
18. KCWW (C)	48/ 1.5	0.8	0.8	1.4	1.2	1.1	53/755	713/ 4.1	3.4	3.7	0.6	19	381	KCWW
19. KOOL (O)	43/ 1.4	1.4	2.2	2.2	2.0	1.8	45/815	781/ 4.5	3.5	5.1	0.8	24	585	KOOL
20. KONC-F (CL)	40/ 1.3	1.2	1.4	1.2	1.5	1.3	42/558	538/ 3.1	3.6	3.3	0.5	15	361	KONC-F

12+ FM SHARE (METRO): 75.84% (2229 of 2939) (WIN 89: 74.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F	1 KUPD-F>	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KTAR <	1 KNIX-F>	1 KNIX-F>	1 KUPD-F	1 KTAR
2 KOY -F>	2 KOY -F	2 KUPD-F	2 KKLT-F>	2 KKLT-F>	2 KTAR	2 KNIX-F>	2 KKLT-F	2 KUPD-F<	2 KTAR	2 KNIX-F>>
3 KUPD-F>	KDKB-F<	3 KKLT-F	3 KOOL-F	3 KOOL-F<	3 KMEO-AF>	3 KUPD-F	3 KMEO-AF	3 KTAR	3 KKFR-F	3 KUPD-F
4 KZZP-F	4 KKFR-F	4 KDKB-F<	4 KUPD-F<	4 KUPD-F<	4 KKLT-F	4 KKLT-F<	4 KTAR <	4 KKLT-F<	4 KNIX-F<	4 KMEO-F
5	5 KNIX-F	5 KOY -F	5 KDKB-F	5 KMLE-F	5 KOY	5 KOY -F	5 KUPD-F	5 KOY -F	5 KOY -F	5 KFYI
6	6 KKLT-F	6 KSLX-F<	6 KSLX-F	KDKB-F	6 KOOL-F	6 KMEO-AF>	6 KOY -F	6 KKFR-F<	6 KMEO-AF	6 KMLE-F
7	7 KSLX-F	7 KOOL-F<	KMLE-F	7 KTAR <	7	7 KSLX-F	7 KMLE-F	7 KMEO-AF	7	7 KKLT-F
8	8	8 KMLE-F	8	8 KSLX-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKFR-F	1 KKLT-F<	1 KKLT-F>	1 KKLT-F	1 KKLT-F	1 KUPD-F>>	1 KUPD-F>	1 KUPD-F	1 KUPD-F>	1 KNIX-F
2 KOY -F	2 KUPD-F	2 KNIX-F	2 KNIX-F>	2 KNIX-F>>	2 KKFR-F<	2 KDKB-F	2 KDKB-F>	2 KDKB-F	2 KDKB-F
3 KUPD-F>	KOY -F<	3 KUPD-F	3 KOY -F	3 KMEO-AF<	3 KOY -F	3 KSLX-F>	3 KSLX-F>	3 KNIX-F	3 KUPD-F
4 KZZP-F	4 KKFR-F	4 KMLE-F	4 KKFR-F<	4 KMLE-F	4 KSLX-F	4 KOY -F	4 KMLE-F	4 KSLX-F	4 KOOL-F
5	5 KNIX-F	5 KOY -F	5 KUPD-F<	5 KOOL-F<	5 KNIX-F	5 KNIX-F<	5 KNIX-F	5 KOOL-F	5 KTAR <
6 KESZ-F	6 KMLE-F<	6 KESZ-F<	6 KMLE-F	6 KESZ-F	6 KDKB-F	6 KKFR-F	6 KOOL-F<	6 KTAR	6 KSLX-F
7	7 KESZ-F	7 KDKB-F	7 KESZ-F	7 KOY -F	7 KUKQ	7	7 KTAR	7 KOY -F	7 KMLE-F
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

KGRX-F	100.3	Globe	0.7/3.0/ 27/ 581
KPHX	1480	Phoenix	0.5/1.6/ 18/ 289
KRDS	1190	Tolleson/Phnx	0.4/1.0/ 14/ 166
KSUN	1400	Phoenix	0.7/1.6/ 23/ 277
KTIM-F	105.3	Wickenburg	0.3/1.0/ 20/ 311
KUKQ	1060	Tempe	1.2/2.5/ 40/ 438
KVVA	860	Phoenix	0.7/2.0/ 30/ 398

RADIO STATIONS

AM STATIONS

KASA,	1540,	10 KW (DAYS, DA)	, RELIGION	, \$ 14.00 (---)	Ostrander-Wilson
KFNN,	1510,	10 KW (DAYS)	, ??	, \$ 25.00 (---)	
KFYI,	910,	5 KW (DA-N)	, NEWS/TALK	CBS, \$ 60.00 (Republic)	Broadcast Group
KLFF,	1360,	5 KW/1 KW (DA-N)	, NOSTALGIA	ABC D, \$ 33.00 (---)	
KCWW,	1580,	50 KW (DA-1)	, COUNTRY		
KOOL,	960,	5 KW (DA-N)	, OLDIES	, \$ 43.00 (HNWH)	Adams
KOY,	550,	5 KW/1 KW	, NOSTALGIA	ABC E, TRNSTR, \$ 28.00 (Christal)	Edens
KPHX,	1480,	1 KW/500 W (DA-2)	, HISPANIC	CRC, \$ 28.00 (Caballero)	
KRDS,	1190,	5 KW/250 W (DA-2)	, RELIGION	, \$ 16.00 (---)	
KSUN,	1400,	1 KW	, HISPANIC	, \$ 25.00 (Caballero)	
KTAR,	620,	5 KW (DA-N)	, NEWS/TALK	ABC I, \$ 170.00 (CBS)	Pulitzer
KUKQ,	1060,	5 KW/500 W (DA-N)	, AOR	, \$ 36.00 (Banner)	
KVVA,	860,	1 KW (DA-N)	, HISPANIC	, \$ 35.00 (Lotus)	
KXEG,	1010,	1 KW/250 W	, RELIGION	, \$ 10.00 (---)	Mid America

FM STATIONS

KPMX,	101.5,	100 KW @ 1740,	TALK	, \$ 78.00 (Banner)	EZ
KDKB,	93.3,	100 KW @ 1480,	AOR	, \$ --- (Torbet)	Sandusky
KESZ,	99.9,	100 KW @ 1670,	AC	, \$ 65.00 (Eastman)	
KGRX,	100.3,	90 KW @ 210,	JAZZ/NAC	ABC C, \$ 40.00 (Roslin)	First Cities (GLOBE)
KKFR,	92.3,	100 KW @ 1646,	CHR	, \$ 63.00 (Republic)	Broadcast Group
KKLT,	98.7,	115 KW @ 1650,	AC	, \$ 80.00 (CBS)	Pulitzer
KMEO,	96.9,	100 KW @ 1556,	BTFL/EZ	, \$ 103.00 (Group W)	Westinghouse
KMLE,	107.9,	100 KW @ 1000,	COUNTRY	, \$ 60.00 (Durpetti)	Shamrock (CHANDLER)
KNIX,	102.5,	100 KW @ 1610,	COUNTRY	, \$ 200.00 (Katz)	Buck Owens
KONC,	106.3,	3 KW @ 330,	CLASSICAL	ABC D, \$ 37.00 (---)	(SUN CITY)
KOOL,	94.5,	100 KW @ 1620,	OLDIES	, \$ 109.00 (HNWH)	Adams
KSLX,	100.7,	100 KW @ 1847,	CLASSIC AOR	, \$ 85.00 (MMR)	Cook Inlet
KOY,	95.5,	100 KW @ 1550,	CHR	, \$ 77.00 (Christal)	Edens
KUPD,	97.9,	100 KW @ 1620,	AOR	, \$ 96.00 (Banner)	
KVVA,	107.1,	3 KW @ 330,	HISPANIC	, \$ 35.00 (Lotus)	(APPACHE JUNCTION)
KZZP,	104.7,	100 KW @ 1550,	CHR	, \$ 157.00 (Mc-Guild)	

CALL LETTER CHANGES

KNIX-A changes calls to  
KCWW-A as of January, 1990

FORMAT CHANGES

STATIONS SALES

PITTSBURGH

Arbitron Rank/Pop (12+): 19/1,954,700  
 MSA Rank/Pop: 19/2,100,400  
 ADI # 16  
 Average Person Ratings: 19.5  
 Market TSL: 25.50 hours

Stations: 33/32  
 Diaries: 1910/1023:1/61.6%  
 Sample Target: 1760  
 % Below Line: 0.3  
 % Not Listed: 8.4

1989 Revenue: \$50,700,000  
 HH Inc.: \$26,898  
 Retail \$: 14.2 Bill  
 Pop per Station: 61,084  
 #1 Biller: KDKA \$8,700,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KDKA (MOR)	518/13.6	12.3	13.6	14.1	12.3	13.4	621/7475	5783/29.6	29.9	29.2	11.1	363	5670	KDKA
2. WBZZ-F (CHR)	363/ 9.5	8.7	9.3	9.9	8.7	9.4	416/6118	4989/25.5	25.2	26.0	11.9	388	5266	WBZZ-F
3. WDVE-F (AOR)	353/ 9.3	7.8	9.3	7.1	7.6	8.4	528/5921	3782/19.3	17.7	17.5	11.9	388	4894	WDVE-F
4. WSHH-F (SAC)	270/ 7.1	9.6	7.6	9.4	11.1	8.4	323/3808	3131/16.0	17.0	19.3	7.3	238	2305	WSHH-F
5. WWSW-F (AC)	242/ 6.4	6.1	6.6	7.3	5.4	6.6	318/4712	3564/18.2	16.8	16.0	5.0	163	2535	WWSW-F
6. WAMO-F (B)	217/ 5.7	5.4	6.1	5.5	5.5	5.7	238/2634	2424/12.4	10.9	11.0	9.3	303	3800	WAMO-F
7. WTAE (N/T)	201/ 5.3	6.8	2.9	3.9	3.8	4.7	211/2576	2367/12.1	17.1	10.4	4.1	133	2115	WTAE
8. WLTJ-F (SAC)	173/ 4.5	4.4	3.8	4.7	6.1	4.3	203/2498	2094/10.7	9.5	12.6	4.4	143	1464	WLTJ-F
9. WHTX-F (AC)	173/ 4.5	3.7	3.9	2.6	3.5	3.7	186/2594	2474/12.7	13.4	10.7	2.7	89	1928	WHTX-F
10. WDSY-F (C)	170/ 4.5	3.8	3.6	4.2	3.9	4.0	231/2923	2025/10.4	8.7	9.4	3.3	107	1229	WDSY-F
11. WMYG-F (CL AOR)	129/ 3.4	4.2	5.3	4.4	5.2	4.3	166/2985	2344/12.0	10.7	12.4	5.1	167	2400	WMYG-F
12. WJAS (BB)	129/ 3.4	3.4	4.4	3.1	2.8	3.6	133/1677	1629/ 8.3	7.8	6.5	2.6	84	1210	WJAS
13. WEZE-F (EZ)	104/ 2.7	2.4	2.4	1.7	1.3	2.3	124/1668	1294/ 6.6	8.9	7.1	1.6	51	1253	WEZE-F
14. KQV (N/T)	62/ 1.6	2.1	2.0	2.6	2.0	2.1	66/1385	1295/ 6.6	7.6	7.1	2.0	66	1207	KQV
15. WMPX-F (CHR)	55/ 1.4	1.4	1.9	2.1	2.5	1.7	84/2113	1415/ 7.2	7.0	8.8	1.3	42	1341	WMPX-F

12+ FM SHARE (METRO): 67.63% (2361 of 3491) (WIN 89: 70.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F>	1 WDVE-F	1 WWSW-F	1 WWSW-F	1 KDKA >>	1 KDKA >>	1 WDVE-F	1 WBZZ-F<	1 KDKA >	1 KDKA >>
2 WAMO-F	2 WBZZ-F>	2 WBZZ-F	2 WDVE-F	2 WDVE-F	2 WSHH-F	2 WDVE-F	2 WSHH-F<	2 WDVE-F<	2 WBZZ-F	2 WAMO-F<
3 WDVE-F>	3 WAMO-F	3 WWSW-F	3 WBZZ-F	3 WBZZ-F<	3 WTAE	3 WBZZ-F	3 KDKA <	3 KDKA >	3 WAMO-F	3 WTAE >
4	4 WMYG-F	4 WAMO-F	4 KDKA <	4 KDKA	4 WWSW-F	4 WSHH-F<	4 WBZZ-F	4 WSHH-F<	4 WDVE-F>	4 WDVE-F>
5	5 WWSW-F	5 WHTX-F	5 WHTX-F	5 WHTX-F<	5 WJAS <	5 WHTX-F	5 WWSW-F	5 WWSW-F	5 WWSW-F<	5 WBZZ-F<
6	6 WHTX-F	6 KDKA	6 WAMO-F	6 WSHH-F	6 WDSY-F<	6 WTAE	6 WTAE	6 WAMO-F<	6 WTAE	6 WSHH-F
7	7	7 WMYG-F	7 WSHH-F	7 WLTJ-F<	7 WLTJ-F	7 WWSW-F	7 WLTJ-F	7 WLTJ-F	7	7 WLTJ-F
				8 WDSY-F			WHTX-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 WBZZ-F	1 WBZZ-F	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F
2 WDVE-F>>	2 WDVE-F>	2 WAMO-F<	2 WDVE-F	2 WSHH-F	2 WAMO-F>>	2 WMYG-F	2 WMYG-F	2 WWSW-F>	2 WWSW-F
3 WAMO-F>	3 WAMO-F>	3 WDVE-F<	3 WAMO-F<	3 WLTJ-F<	3 WMYG-F	3 WBZZ-F	3 WBZZ-F>	3 WMYG-F<	3 KDKA
4 WMYG-F	4 WHTX-F	4 WWSW-F<	4 WWSW-F<	4 WWSW-F	WBZZ-F>	4 WAMO-F>	4 WWSW-F	4 WBZZ-F	4 WDSY-F
5 WHTX-F>	5 WWSW-F<	5 WHTX-F	5 WHTX-F	5 WHTX-F<	5 WWSW-F	5 WWSW-F	5 KDKA >	5 WAMO-F<	5 WMYG-F<
6 WEZE-F	6 WMYG-F	6 WLTJ-F>	6 WSHH-F<	6 KDKA	WLTJ-F	6 KDKA >	6 WHTX-F	6 KDKA	6 WBZZ-F
7	WLTJ-F	7 WMYG-F	7 WLTJ-F	7 WAMO-F	7	7 WDSY-F	WDSY-F	7	7 WHTX-F

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

WASP	1130	Brownville	0.6/0.7/ 21/ 157
WBCW	1530	Jeanette	0.3/0.6/ 11/ 122
WBVP	1230	Beaver Falls	0.4/1.2/ 17/ 258
WEDO	810	McKeesport	0.6/2.0/ 22/ 395
WEEP	1080	Pittsburgh	0.4/1.2/ 14/ 303
WESA-F	98.3	Charleroi	0.4/1.5/ 15/ 294
WHJB	620	Greensburg	0.3/1.9/ 11/ 392
WJPA	1450	Washington	0.4/1.3/ 15/ 254
WMBS	590	Uniontown	1.0/2.4/ 45/ 540
WPIT	730	Pittsburgh	0.3/1.7/ 17/ 392
WPIT-F	101.5	Pittsburgh	1.0/4.1/ 49/1071
WSSZ-F	107.1	Greensburg/Pitt	0.4/1.7/ 17/ 345
WWCS	540	Canonsburg/Pitsb	0.3/0.9/ 25/ 299
WWKS-F	106.7	Beaver Falls	0.3/1.8/ 22/ 506
WWSW	970	Pittsburgh	0.9/3.9/ 36/ 779
WYJZ	860	Pittsburgh	0.4/1.4/ 14/ 290
WYTK-F	95.3	Washington	0.4/1.1/ 17/ 259
WVAQ-F	101.9	Morgantown	0.3/1.1/ 87/1054

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	, MOR	NBC,	\$ 180.00	(Group W)	Westinghouse
KQV,	1410,	5 KW (DA-2)	, NEWS	CBS, US 2,	\$ 40.00	(Roslin)	
WEEP,	1080,	50 KW (DAYS, DA)	, OLDIES	US 2,	\$ N/A	(Republic)	Entercom
WJAS,	1320,	5 KW (DA-N)	, NOSTALGIA	UPI, CNN,	\$ 44.00	(Eastman)	Renda
WMBS,	590,	1 KW (DA-N)	, MOR	CBS,	\$ 14.00	(Regional)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	, RELIGION	,	\$ N/A	(---)	Pyramid
WTAE,	1250,	5 KW (DA-N)	, NEWS/TALK	ABC E, US 2,	\$ 65.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	, OLDIES	ABC I, ABC D,	\$ N/A	(Mc-Guild)	Shamrock

FM STATIONS

WAMO,	105.9,	72 KW @ 420,	BLACK	SBN,	\$ 56.00	(HNWH)	Sheridan
WBZZ,	93.7,	41 KW @ 547,	CHR	,	\$ 144.00	(Banner)	EZ
WDSY,	107.9,	50 KW @ 500,	COUNTRY	US 1,	\$ 59.00	(Republic)	Entercom
WDVE,	102.5,	55 KW @ 820,	AOR	SOURCE,	\$ 104.00	(Christal)	Great American
WHTX,	96.1,	50 KW @ 500,	AC	ABC E,	\$ 97.00	(Katz)	Hearst
WLTJ,	92.9,	47 KW @ 890,	SOFT AC	,	\$ 53.00	(Durpetti)	
WMXP,	100.7,	20 KW @ 500,	CHR/DANCE	,	\$ 40.00	(HNWH)	Signature
WMYG,	96.9,	45 KW @ 162,	CLASSIC AOR	,	\$ 60.00	(MMR)	
WEZE,	104.7,	50 KW @ 500,	EZ	ABC F,	\$ 40.00	(Roslin)	
WPIT,	98.5,	48 KW @ 510,	RELIGION	,	\$ N/A	(---)	Pyramid
WSHH,	99.7,	11 KW @ 930,	BTFE/EZ	UPI,	\$ 75.00	(Eastman)	Renda
WWSW,	94.5,	50 KW @ 800,	OLDIES	ABC D,	\$ 120.00	(Mc-Guild)	Shamrock

CALL LETTER CHANGES

WNRJ-F changes to WEZE-F  
as of January, 1990...WAMO-A  
changes to WYJZ as of January

FORMAT CHANGES

STATION SALES

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,343,400  
 MSA Rank/Pop: 42/1,174,100  
 Average Person Ratings: 16.7  
 Market TSL: 22.00 hours

Stations: 27/25  
 Diaries: 1688/796:1/58.7%  
 Sample Target: 1430  
 % Below Line: 0.3  
 % Not Listed: 9.8

1989 Revenue: \$45,200,000  
 HH Inc.: \$27,375  
 Retail \$: 10.7 Bil  
 Pop per Station: 53,736  
 #1 Biller: KKCW-F \$6,400,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F (CHR)	216/ 9.6	10.7	9.2	8.9	8.5	9.6	220/3444	3239/24.1	22.2	21.6	11.4	236	3430	KKRZ-F
2. KKCW-F (AC)	181/ 8.1	8.0	8.7	8.6	9.5	8.4	190/2856	2696/20.1	19.4	19.3	7.9	164	2159	KKCW-F
3. KXL -F (SAC)	178/ 7.9	6.6	6.2	4.9	7.0	6.4	199/1965	1705/12.7	11.4	12.5	3.7	77	972	KXL -F
4. KEX (MOR)	176/ 7.8	8.2	5.5	7.5	4.7	7.3	186/2808	2620/19.5	17.5	13.4	6.7	138	2167	KEX
5. KUPL-F (C)	169/ 7.5	6.9	6.2	6.5	6.5	6.8	187/2424	2126/15.8	14.3	12.9	8.6	178	1671	KUPL-F
6. KINK-F (AOR)	151/ 6.7	5.5	4.0	6.8	6.4	5.8	169/2350	2116/15.8	12.1	15.5	5.8	119	1593	KINK-F
7. KGON-F (AOR)	127/ 5.6	6.1	6.5	6.3	6.0	6.1	139/1833	1601/11.9	12.9	33.5	7.5	154	2015	KGON-F
8. KXL (N/T)	124/ 5.5	6.3	6.0	6.3	6.5	6.0	135/2024	1831/13.6	13.8	13.1	5.3	110	1308	KXL
9. KUFO-F (AOR)	102/ 4.5	2.3	2.2	1.7	2.7	2.7	115/1516	1393/10.4	6.3	7.1	3.0	61	651	KUFO-F
10. KXYQ-F (CHR)	96/ 4.3	6.6	7.0	6.2	6.2	6.0	143/2719	1951/14.5	16.4	16.4	9.6	199	2693	KXYQ-F
11. KKSJ-F (O)	87/ 3.9	4.2	3.9	4.0	3.9	4.0	109/1830	1541/11.5	12.3	9.9	3.2	67	1174	KKSJ-F
12. KWJJ-F (C)	68/ 3.0	2.7	3.6	2.9	3.4	3.0	91/1426	1125/ 8.4	7.7	8.0	2.9	60	947	KWJJ-F
13. KKSJ (BB)	66/ 2.9	2.7	2.6	2.4	1.6	2.7	72/898	828/ 6.2	5.2	4.2	1.9	39	480	KKSJ
14. KMJK-F (AOR)	55/ 2.4	4.2	3.7	3.8	3.5	3.5	59/1160	1024/ 7.6	11.2	11.0	2.6	53	992	KMJK-F
15. KGW (T)	48/ 2.1	1.6	1.7	2.0	2.7	1.9	48/1029	972/ 7.2	6.0	12.6	2.5	52	938	KGW
16. KPDQ-F (REL)	42/ 1.9	1.4	1.5	1.8	2.1	1.6	43/719	667/ 5.0	3.7	5.8	1.5	30	761	KPDQ-F
17. KYTE (CL)	35/ 1.6	1.0	1.4	1.0	1.1	1.3	43/609	571/ 4.3	2.7	3.5	0.7	14	224	KYTE
18. KWJJ (C)	32/ 1.4	0.8	1.8	2.0	1.2	1.5	41/735	633/ 4.7	4.3	3.7	1.4	28	623	KWJJ
19. KUPL (C)	27/ 1.2	1.6	1.1	0.8	1.0	1.2	27/486	460/ 3.4	4.3	3.0	0.9	19	452	KUPL
20.														

12+ FM SHARE (METRO): 72.83% (1477 of 2028) (WIN 89: 73.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KKRZ-F	1 KKCW-F	1 KKCW-F	1 KKCW-F<	1 KXL -F	1 KKRZ-F	1 KXL -F	1 KKRZ-F	1 KKRZ-F	1 KXL <
2 KXYQ-F>>	2 KGON-F<	2 KKRZ-F	2 KINK-F>	2 KINK-F>	2 KEX	2 KKCW-F	2 KKCW-F	2 KKCW-F	2 KEX >	2 KEX
3	3 KUFO-F	KINK-F	3 KGON-F<	3 KUPL-F	3 KUPL-F	KEX	3 KUPL-F	3 KXL -F	3 KGON-F<	3 KXL -F
4	4 KINK-F<	4 KGON-F	4 KUPL-F	4 KGON-F	4 KXL	4 KUPL-F<	4 KKRZ-F	4 KUPL-F<	4 KINK-F>	KKRZ-F
5	5 KKCW-F>	5 KUPL-F	5 KKRZ-F<	5 KEX	5 KKCW-F>	5 KXL	5 KINK-F	5 KGON-F	5 KXL	5 KKCW-F
6	6 KXYQ-F	KUFO-F	6 KKSJ-F	6 KKRZ-F<	6 KINK-F<	6 KXL -F	6 KUFO-F	6 KEX <	6 KXYQ-F	6 KGON-F
7	7	7 KKSJ-F	7 KEX <	7 KKSJ-F	7 KKSJ	KINK-F	7 KUFO-F<	7 KINK-F	7 KXL -F	7
8	8	8	8 KUFO-F	8	8	8	8 KEX	8	8	8

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F>>	1 KKRZ-F	1 KINK-F	1 KKCW-F	1 KKCW-F	1 KKRZ-F	1 KGON-F	1 KGON-F<	1 KGON-F	1 KINK-F<
2 KUFO-F	2 KKCW-F	2 KKRZ-F	2 KKRZ-F	2 KINK-F>	2 KGON-F>	2 KUFO-F	2 KUFO-F	2 KINK-F	2 KGON-F
3 KKCW-F	3 KINK-F>	3 KKRZ-F>	3 KINK-F	3 KUPL-F<	3 KUFO-F>	3 KKRZ-F	3 KINK-F>	3 KKCW-F<	3 KKCW-F
4 KXYQ-F>	4 KUFO-F	4 KGON-F	4 KUPL-F>	4 KKRZ-F	4 KXYQ-F	4 KINK-F	4 KKCW-F>	4 KUFO-F	4 KUPL-F<
5 KUPL-F>	5 KXYQ-F	5 KUFO-F	5 KXYQ-F	5 KEX	5 KMJK-F>>	5 KKCW-F	5 KKRZ-F	5 KKRZ-F	5 KUFO-F
6 KMJK-F	6 KUPL-F	6 KUPL-F	6 KEX	6 KXL -F	6	6 KXYQ-F	6 KXYQ-F	6 KUPL-F	6 KEX
7	7 KGON-F	7 KXYQ-F	7 KUFO-F<	7 KKSJ-F	7	7 KMJK-F	7	7 KKSJ-F	7 KKSJ-F
8	8	8	8 KKSJ-F	8	8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME	
KCCS	1220	Salem	0.4/0.8/	8/ 118
KFXN	1520	Oregon City	0.4/2.1/	9/ 293
KKEY	1150	Portland	0.4/1.6/	9/ 209
KMJK	1550	Vancouver	0.1/0.6/	2/ 80
KPDQ	800	Portland	0.3/2.0/	6/ 273
KWBV	940	Woodburn	0.4/1.0/	8/ 137
KRKT-F	99.9	Albany/Corvallis	0.2/1.0/	27/ 466

FM STATIONS

AM STATIONS

KEX	, 1190,	50 KW (DA-1)	, MOR	ABC I, \$	85.00 (Katz)	Great American
KGW	, 620,	5 KW (DA-N)	, TALK	ABC D, \$	70.00 (MMR)	King
KKEY	, 1150,	5 KW (DAYS, DA)	, TALK	MBS, \$	(---	
KKSN	, 910,	5 KW (DA-2)	, NOSTALGIA	US 2, \$	30.00 (Eastman)	Heritage
KPDQ	, 800,	1 KW (DAYS, DA)	, RELIGION	, \$	25.00 (---	
KFXN	, 1520,	50 KW/10KW (DA-1)	, CHR/AOR	CNN, TRNSTR, \$	30.00 (HNWH)	Ackerly
KUPL	, 1330,	5 KW (DA-1)	BASICALLY SIMULCASTED WITH KUPL-F			
KWJJ	, 1080,	50 KW/10KW (DA-N)	, COUNTRY	ABC E, \$	34.00 (Republic)	Park
KXL	, 750,	50 KW/20KW (DA-1)	, NEWS/TALK	NBC, \$	73.00 (Mc-Guild)	Alexander
KYTE	, 970,	5 KW (DA-N)	, EZ	, \$	35.00 (Christal)	Henry
KZRC	, 1010,	5 KW/500W (DA-N)	, AOR	SMN, \$	26.00 (Banner)	

FM STATIONS

KGON	, 92.3,	100 KW @ 920,	AOR	, \$	92.00 (HNWH)	Ackerly
KINK	, 101.9,	100 KW @ 1611,	AOR	, \$	120.00 (MMR)	King
KKCW	, 103.3,	100 KW @ 1654,	AC	, \$	99.00 (Durpetti)	Trumper
KUFO	, 101.1,	100 KW @ 1635,	AOR	, \$	50.00 (Christal)	Henry
KKRZ	, 100.3,	100 KW @ 1435,	CHR	ABC F, \$	95.00 (Katz)	Great American
KKSN	, 97.1,	100 KW @ 1266,	OLDIES	US 2, \$	63.00 (Eastman)	Heritage
KMJK	, 106.7,	94 KW @ 877,	CLASSIC AOR	NBC, SOURCE, \$	56.00 (Christal)	Fairmont
KPDQ	, 93.7,	100 KW @ 930,	RELIGION	, \$	24.00 (---	
KUPL	, 98.5,	100 KW @ 1100,	COUNTRY	APR, \$	70.00 (Banner)	Scripps-Howard
KWJJ	, 99.5,	100 KW @ 920,	COUNTRY	ABC E, \$	47.00 (Republic)	Park
KXL	, 95.5,	100 KW @ 990,	SOFT AC	, \$	60.00 (Mc-Guild)	Alexander
KXYQ	, 105.1,	100 KW @ 1099,	CHR	ABC C, \$	61.00 (Banner)	First Cities (SALEM)

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,268,500  
 MSA Rank/Pop: 58/904,800  
 ADI # 43  
 Average Person Ratings: 18.9  
 Market TSL: 24.75 hours

Stations: 42/24  
 Diaries: 1456/871:1/52.5%  
 Sample Target: 1390  
 % Below Line: 17.1  
 % Not Listed: 10.6

1989 Revenue: \$26,200,000  
 HH Inc.: \$28,456  
 Retail \$: 6.9 Bill  
 Pop per Station: 52,854  
 #1 Biller: WPRO-F \$5,400,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	256/10.7	9.9	13.0	12.8	11.3	11.6	262/4011	3690/29.1	28.5	31.6	13.1	311	4416	WPRO-F
2. WHJY-F (AOR)	192/ 8.0	7.2	9.2	9.8	8.1	8.6	229/2853	2360/18.6	20.1	19.4	10.1	238	3085	WHJY-F
3. WWLI-F (SAC)	185/ 7.7	7.3	6.8	6.4	7.1	7.1	197/2171	1951/15.4	15.0	14.8	5.4	128	1511	WWLI-F
4. WPRO (T)	129/ 5.4	6.8	5.0	5.0	6.3	5.6	132/1873	1818/14.3	15.7	15.6	4.1	96	1569	WPRO
5. WHJJ (N/T)	119/ 5.0	6.0	4.0	5.3	7.6	5.1	119/1589	1589/12.5	12.8	14.2	4.5	107	1603	WHJJ
6. WWBB-F (O)	114/ 4.8	7.9	10.6	9.6	9.5	8.2	116/2196	2002/15.8	16.0	18.6	7.7	181	1596	WWBB-F
7. WSNE-F (AC)	105/ 4.4	6.2	5.1	4.3	6.1	5.0	121/1995	1771/14.0	14.4	15.5	4.7	111	1272	WSNE-F
8. WWRX-F (CL AOR)	92/ 3.8	3.1	3.4	1.9	2.3	3.0	129/1901	1298/10.2	9.4	7.2	2.7	65	1021	WWRX-F
9. WCTK-F (C)	90/ 3.8	3.1	2.3	2.1	2.4	2.4	108/1420	1147/ 9.0	7.5	5.2	2.7	64	580	WCTK-F
10. WPJM-F (BB)	83/ 3.5	2.0	2.3	1.4	1.5	2.3	102/1322	918/ 7.2	3.4	3.4	2.7	63	557	WPJM-F
11. WWKX-F (B)	74/ 3.1	3.3	3.0	4.4	2.2	3.5	74/1126	1126/ 8.9	8.0	5.5	5.5	130	1413	WWKX-F
12. WHIM (C)	61/ 2.6	3.1	2.2	2.2	2.2	2.5	62/580	572/ 4.5	5.7	4.0	1.6	37	387	WHIM
13. WFHN-F (CHR)	60/ 2.5	2.0	2.3	1.2	---	2.0	62/584	517/ 4.1	4.3	0.0	3.4	81	616	WFHN-F
14. WODS-F (O)	44/ 1.8	2.2	2.4	3.9	2.6	2.6	86/1665	824/ 6.5	8.5	8.3	1.8	543	770	WODS-F
WALE (T)	44/ 1.8	0.4	0.6	0.8	0.4	0.9	44/403	403/ 3.2	1.6	1.5	1.4	32	267	WALE

12+ FM SHARE (METRO): 72.31% (1546 of 2138) (WIN 89: 73.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WWRX-F>>	1 WPRO-F	1 WPRO-F	1 WWLI-F	1 WPRO-F	1 WWLI-F	1 WPRO-F>	1 WPRO-F>	1 WBZ >>
2 WHJY-F>	2 WPRO-F>	2 WPRO-F	2 WHJY-F	2 WWLI-F	2 WPRO	2 WPRO	2 WPRO-F	2 WHJY-F	2 WHJY-F>	2 WPRO-F>>
3 WWRX-F	3 WWRX-F>	3 WHJY-F>	3 WWLI-F	3 WHJY-F	3 WHJJ	3 WHJY-F	3 WHJY-F	3 WWLI-F	3 WWKX-F	3 WHJJ
4 WFHN-F	4 WWLI-F	4 WWLI-F	4 WWBB-F	4 WWBB-F	4 WPJM-F	4 WWLI-F	4 WWBB-F	4 WHJJ >	4 WWRX-F<	4 WCTK-F
5 WWKX-F<	5 WSNE-F<	5 WSNE-F<	5 WSNE-F	5 WSNE-F	5 WPRO-F<	5 WSNE-F<	5 WPRO	5 WPRO	5 WHJJ	5 WPRO
6 WFHN-F	6 WSNE-F	6 WWBB-F	6 WWRX-F	6 WWRX-F	6 WWBB-F	6 WHJJ	6 WSNE-F	6 WWBB-F	6 WWBB-F<	6 WWRX-F
7	7	7	7	7	7	7	7	7	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F	1 WPRO-F>	1 WPRO-F>>	1 WPRO-F>	1 WPRO-F		1 WHJY-F>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>
2 WHJY-F>	2 WHJY-F	2 WHJY-F	2 WWLI-F	2 WWLI-F>		2 WPRO-F>	2 WWRX-F	2 WWRX-F	2 WWRX-F	2 WWRX-F
3 WWLI-F	3 WWLI-F	3 WWLI-F	3 WSNE-F	3 WSNE-F		3 WWKX-F	3 WPRO-F>	3 WWBB-F	3 WPRO-F>	3 WWBB-F
4 WSNE-F	4 WSNE-F>	4 WSNE-F>	4 WHJY-F	4 WWBB-F>		4 WWRX-F>	4 WWKX-F	4 WPRO-F	4 WWBB-F	4 WPRO-F>
5 WWKX-F>	5 WWKX-F<	5 WWRX-F	5 WWBB-F	5 WHJY-F		5 WWLI-F	5 WWBB-F	5 WZLX-F>	5 WWLI-F	5 WWLI-F
6 WFHN-F	6 WWRX-F	6 WFHN-F	6 WHTB	6 WCTK-F		6 WAAF-F	6	6 WBRU-F	6	6 WCTK-F
WBRU-F	WFHN-F	7 WWBB-F	7	7		7 WHIM	7	7 WWKX-F	7	7 WSNE-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME	
WADK	1540	Newport	0.3/0.9/	8/ 108
WBRU-F	95.5	Providence	1.5/8.0/	51/1344
WBSM	1420	New Bedford	1.1/1.8/	35/ 407
WHTB	1400	Fall River	0.7/1.4/	19/ 173
WICE	550	Pawtucket/Prov	0.8/2.2/	20/ 277
WNBH	1340	New Bedford	0.4/1.7/	11/ 250
WNRI	1380	Woonsocket	1.3/2.0/	32/ 257
WOTB-F	100.3	Middletown/Prov	0.4/2.0/	9/ 252
WPEP	1570	Taunton	0.7/1.2/	16/ 156
WWAZ	790	Providence	0.9/3.6/	30/ 528
WWON	1240	Woonsocket	0.4/1.9/	9/ 235

WAAF-F	107.3	Worcester/Bstn	1.1/3.4/	40/ 822
WBCN-F	104.1	Boston	0.8/3.6/	80/1199
WBZ	1030	Boston	1.5/4.2/	113/1218
WCRB-F	102.5	Waltham/Boston	0.7/2.4/	28/ 552
WEEI	590	Boston	0.5/2.2/	41/ 811
WHDH	850	Boston	0.7/1.6/	32/ 540
WJIB-F	96.9	Boston	1.7/4.6/	75/1142
WMJX-F	106.7	Boston	0.3/1.9/	50/ 846
WQRC-F	99.9	Barnstable/Hyns	0.5/1.1/	52/ 562
WRKO	680	Boston	0.5/1.3/	97/ 895
WROR-F	98.5	Boston	0.3/1.8/	17/ 613
WVBF-F	105.7	Framington	0.3/1.4/	383/ 592
WVVE-F	102.3	Stonington/Bstn.	0.3/1.0/	23/ 463
WXKS-F	107.9	Medford/Boston	0.6/3.2/	48/1013
WZLX-F	100.7	Boston	1.2/2.0/	46/ 728
WZOU-F	94.5	Boston	1.0/4.5/	61/1460

DUPLICATE STATIONS

WHIM,	1110,	5 KW (DAYS)	, COUNTRY	CBS,	\$ 24.00 (Durpetti)
WHJJ,	920,	5 KW (DA-N)	, NEWS/TALK	NBC,	\$ 51.00 (Katz)
WPRO,	630,	5 KW (DA-N)	, TALK	ABC I,	\$ 75.00 (Banner)
WBRU-F,	95.5,	20 KW @	440, AOR	APR,	\$ 42.00 (MMR)
WHJY-F,	94.1,	50 KW @	415, AOR	,	\$ 95.00 (Katz)
WWBB-F,	101.5,	50 KW @	500, OLDIES	,	\$ 74.00 (Christal)
WCTK-F,	98.1,	47 KW @	470, COUNTRY	,	\$ 26.00 (Torbet)
WPRO-F,	92.3,	39 KW @	550, CHR	ABC C,	\$107.00 (Banner)
WSNE-F,	93.3,	30 KW @	590, AC	,	\$ 65.00 (Eastman)
WWKX-F,	106.3,	3 KW @	196, BLACK	,	\$ 35.00 (Republican)
WWLI-F,	105.1,	50 KW @	500, SOFT AC	,	\$ 72.00 (Mc-Gulld)
WWRX-F,	103.7,	50 KW @	500, CLASSIC AOR	ABC R,	\$ 37.00 (Durpetti)

WODS - See Boston; WBSM - See New Bedford MISCELLANEOUS COMMENTS: WLKW-F changes calls to WWBB-F in December

RALEIGH

Arbitron Rank/Pop (12+): 60/592,600  
 MSA Rank/Pop: 70/679,000  
 ADI # 34  
 Average Person Ratings: 16.7  
 Market TSL: 21.75 hours

Stations: 24/22  
 Diaries: 1004/590:1/53.1%  
 Sample Target: 950  
 % Below Line: 2.1  
 % Not Listed: 19.5

1989 Revenue: \$25,400,000  
 HH Inc.: \$29,797  
 Retail \$: 5.2 Bil  
 Pop per Station: 26,936  
 #1 Biller: WRDU-F \$4,600,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WRDU-F (AOR)	91/ 9.2	8.2	8.7	10.1	7.4	9.1	178/2393	1203/20.3	19.8	15.9	10.9	114	1389	WRDU-F
2. WQDR-F (C)	83/ 8.4	6.9	6.2	6.4	9.3	7.0	173/2147	1042/17.6	12.7	17.8	7.6	80	734	WQDR-F
3. WQOK-F (B)	76/ 7.7	7.6	7.5	7.2	7.2	7.5	173/1754	839/14.2	14.8	13.3	11.7	123	990	WQOK-F
4. WPTF (N/T)	75/ 7.6	7.1	8.9	7.8	8.1	7.8	98/1436	1026/17.3	17.0	17.4	4.2	44	861	WPTF
5. WRAL-F (AC)	71/ 7.2	7.2	6.0	8.1	7.3	7.1	175/2504	1070/18.1	17.9	20.3	6.2	65	1057	WRAL-F
6. WDCG-F (CHR)	65/ 6.6	7.2	7.1	8.1	9.0	7.3	142/2683	1227/20.7	21.3	22.9	9.4	98	1505	WDCG-F
7. WFXC-F (B)	58/ 5.9	6.6	5.6	5.8	9.2	6.0	61/878	816/13.8	13.8	15.3	8.0	84	1117	WFXC-F
8. WTRG-F (O)	51/ 5.2	5.6	5.6	5.5	2.6	5.5	174/2271	715/12.1	13.6	10.7	5.2	54	621	WTRG-F
9. WZZU-F (CHR)	33/ 3.3	4.3	6.5	3.0	2.7	4.3	91/1593	708/11.9	12.1	11.1	5.5	58	998	WZZU-F
WYLT-F (SAC)	33/ 3.3	5.1	2.4	3.6	4.7	3.6	72/1306	674/11.4	13.6	12.3	3.5	37	489	WYLT-F
11. WLLE (B)	29/ 2.9	2.6	4.3	1.7	2.5	2.9	41/504	417/ 7.0	5.5	4.2	3.1	32	290	WLLE
12. WDNC (BB)	27/ 2.7	3.0	1.4	1.8	2.9	2.2	27/451	429/ 7.2	8.2	6.7	0.6	6	246	WDNC
13. WDUR (B)	21/ 2.1	1.6	3.0	3.4	1.8	2.5	21/252	221/ 3.7	4.4	4.9	2.0	21	239	WDUR
14. WNND-F (J/NAC)	20/ 2.0	3.4	2.2	1.8	1.4	2.3	22/401	370/ 6.2	6.8	3.6	2.2	23	466	WNND-F

12+ FM SHARE (METRO): 76.23% (606 of 795) (WIN 89: 78.23%)

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 WPTF >	1 WPTF	1 WQDR-F	1 WRDU-F	1 WQOK-F	1 WRDU-F
2 WFXC-F>	2 WQOK-F	2 WQOK-F	2 WRAL-F	2 WQDR-F	2 WQDR-F	2 WRDU-F	2 WRDU-F<	2 WQDR-F	2 WDCG-F<	2 WDNC
3 WQOK-F	3 WQDR-F<	3 WRAL-F	3 WQOK-F<	3 WRAL-F	3 WRAL-F>	3 WQDR-F	3 WRAL-F	3 WQOK-F	3 WRDU-F	3 WQOK-F
4	4 WDCG-F	4 WQDR-F	4 WQDR-F	4 WQOK-F	4 WDNC	4 WRAL-F	4 WPTF >	4 WRAL-F<	4 WFXC-F>	4 WPTF
5	5 WRAL-F	5 WTRG-F	5 WTRG-F>	5 WTRG-F>	5 WTRG-F	5 WQOK-F	5 WTRG-F	5 WDCG-F	5 WPTF	5 WFXC-F
6	6 WFXC-F	WDCG-F	6 WFXC-F	6	6	WQOK-F	WQOK-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRDU-F	1 WRDU-F	1 WRAL-F	1 WRAL-F	1 WRAL-F>	1 WRDU-F	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>	1 WRDU-F
WQOK-F	WRAL-F	2 WRDU-F	2 WQOK-F<	2 WQOK-F	2 WDCG-F>	2 WQOK-F<	2 WQDR-F>	2 WQDR-F	2 WQDR-F>
3 WRAL-F	3 WQOK-F	3 WQOK-F	3 WRDU-F	3 WRDU-F	3 WQOK-F	3 WQDR-F	3 WTRG-F	3 WQOK-F	3 WTRG-F
4 WFXC-F	4 WQDR-F	4 WDCG-F	4 WFXC-F<	4 WDCG-F	4 WZZU-F>	WDCG-F>	WQOK-F>	4 WTRG-F	4 WQOK-F>
5 WZZU-F	5 WFXC-F	5 WQDR-F	5 WDCG-F	5 WFXC-F	5 WQDR-F>	5 WTRG-F	5 WFXC-F>	5 WDCG-F	5 WRAL-F
WQDR-F	WDCG-F	6	6	6	6	6 WZZU-F	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WCHL 1360 Chapel Hill	0.4/2.3/	4/ 151
WCLY 1550 Raleigh	1.3/2.9/	13/ 172
WKIX 850 Raleigh	0.5/4.1/	13/ 294
WKTC-F 96.9 Tarboro/Rcky Mt	0.4/2.2/	71/ 865
WPJL 1240 Raleigh	0.3/1.8/	3/ 104
WRTP 1530 Chapel Hill	0.4/1.0/	4/ 58
WSRC 1410 Durham	0.4/1.6/	4/ 95
WYRN 1480 Louisburg	0.4/1.1/	4/ 68
WKRR-F 92.3 Asheboro/Greens	1.0/4.5/	31/ 697
WPCM-F 101.1 Burlington	1.1/4.1/	70/1126

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS, \$ 25.00 (Republic)	
WDUR, 1490, 1 KW	, GOSPEL	NBN, \$ 17.00 (Eastman)	Pinnacle
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	MBS, \$ 20.00 (Christal)	Universal
WLLE, 570, 500 W/55 W	, BLACK	SBN, \$ 18.00 (—)	
WPTF, 680, 50 KW (DA-N)	, MOR/TALK	ABC I, CNN, \$ 73.00 (Mc-Guild)	Durham Life
WSRC, 1410, 5 KW (DA-2)	, BLACK	SBN, \$ 15.00 (Savalli)	Willis
WDCG-F, 95.1, 99 KW @ 1016, CHR		ABC F, \$ 65.00 (Republic)	
WFXC-F, 107.1, 3 KW @ 300, BLACK		, \$ 41.00 (Eastman)	Pinnacle
WNND-F, 103.9, 3 KW @ 300, JAZZ/NAC		, \$ 23.00 (—)	(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1025, COUNTRY		ABC E, \$ 62.00 (Mc-Guild)	Durham Life
WQOK-F, 97.5, 100 KW @ 1020, BLACK		ABC C, \$ 40.00 (HNWH)	Ragan Henry (S.BOSTON, VA)
WRAL-F, 101.5, 97 KW @ 1900, AC		, \$ 103.00 (Katz)	Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1350, AOR		SOURCE, \$ 88.00 (MMR)	Voyager
WTRG-F, 100.7, 100 KW @ 1950, OLDIES		, \$ 56.00 (Banner)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F, 96.1, 98 KW @ 930, SOFT AC		, \$ 50.00 (Christal)	Universal
WZZU-F, 93.9, 100 KW @ 1280, CHR		, \$ 47.00 (Torbet)	Village (BURLINGTON)



RICHMOND

Arbitron Rank/Pop (12+): 55/712,500  
 MSA Rank/Pop: 62/830, 900  
 ADI # 58  
 Average Person Ratings: 18.3  
 Market TSL: 24.00 hours

Stations: 22/21  
 Diaries: 1181/603:1/57.9%  
 Sample Target: 1050  
 % Below Line: 1.5  
 % Not Listed: 12.5

1989 Revenue: \$28,800,000  
 HH Inc.: \$31,707  
 Retail \$: 7.1 Bill  
 Pop per Station: 33,928  
 #1 Biller: WRVA \$6,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WCDX-F (B)	149/11.4	9.6	10.2	11.1	7.9	10.6	156/1174	1117/15.7	14.2	14.6	12.9	171	1654	WCDX-F
2. WRVQ-F (CHR)	139/10.6	12.5	12.2	9.4	11.7	11.2	169/2436	2016/28.3	27.4	25.5	11.5	152	2382	WRVQ-F
3. WKHK-F (C)	127/ 9.7	7.8	7.5	9.3	5.3	8.6	134/1387	1243/17.4	14.4	12.3	7.9	104	1073	WKHK-F
4. WRVA (MOR)	126/ 9.6	11.7	11.4	14.7	15.9	11.9	132/1833	1715/24.1	25.1	29.1	9.7	128	1712	WRVA
5. WRXL-F (AOR)	121/ 9.3	12.1	9.7	9.9	11.6	10.3	140/1605	1379/19.4	22.7	22.2	15.3	202	2147	WRXL-F
6. WTVR-F (EZ)	105/ 8.0	7.1	6.6	5.4	8.1	6.8	132/1293	1103/15.5	13.6	14.7	4.3	57	758	WTVR-F
7. WPLZ-F (B)	97/ 7.4	7.7	7.2	7.8	7.8	7.5	105/1203	1063/14.9	12.9	15.6	10.2	135	1774	WPLZ-F
8. WMBX-F (AC)	70/ 5.4	4.7	8.0	8.3	6.7	6.6	84/1369	1163/16.3	14.4	18.0	4.8	64	1001	WMBX-F
9. WVGO-F (O)	45/ 3.4	4.0	3.0	3.6	1.2	3.5	64/1089	904/12.7	12.6	6.7	4.4	58	990	WVGO-F
10. WFTH (R/G)	34/ 2.6	0.8	2.4	1.4	1.1	1.8	34/238	238/ 3.3	2.5	1.6	1.2	16	165	WFTH
11. WQSF-F (SAC)	21/ 1.6	1.9	1.0	1.3	2.6	1.5	32/540	404/ 5.7	7.2	6.2				WQSF-F

12+ FM SHARE (METRO): 78.65% (899 of 1143) (WIN 89: 71.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WCDX-F	1 WCDX-F	1 WRXL-F	1 WRXL-F	1 WRVA	1 WRVA	1 WKHK-F<	1 WCDX-F<	1 WCDX-F>	1 WRVA
2 WCDX-F>	2 WRXL-F>	2 WRXL-F	2 WCDX-F	2 WCDX-F<	2 WTVR-F	2 WKHK-F	2 WTVR-F<	2 WRVQ-F<	2 WRVQ-F	2 WCDX-F
3 WPLZ-F	3 WRVQ-F>	3 WRVQ-F<	3 WKHK-F	3 WKHK-F	3 WKHK-F	3 WKHK-F	3 WRVQ-F	3 WRXL-F	3 WRVA >	3 WPLZ-F
4	4 WKHK-F>	4 WKHK-F	4 WPLZ-F<	4 WRVQ-F<	4	4 WRXL-F	4 WRVQ-F	4 WKHK-F	4 WPLZ-F	4 WKHK-F
5	5 WMBX-F	5 WPLZ-F	5 WRVQ-F	5 WRVA <	5	5 WCDX-F	5 WCDX-F	5 WTVR-F	5 WRXL-F	5 WRVQ-F
6	6	6 WMBX-F	6 WMBX-F	6 WPLZ-F	6	6 WTVR-F	6 WMBX-F	6 WRVA	6	6
7	7	7	7 WRVA	7 WMBX-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WCDX-F	1 WCDX-F>	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WRXL-F>	1 WRXL-F>>	1 WRXL-F>	1 WRXL-F
2 WRVQ-F>	2 WRVQ-F>	2 WRVQ-F>	2 WRVQ-F>	2 WRVQ-F	2 WRXL-F	2 WCDX-F>	2 WKHK-F	2 WCDX-F	2 WKHK-F>
3 WPLZ-F>	3 WRXL-F	3 WRVQ-F>	3 WPLZ-F	3 WMBX-F	3 WRVQ-F>	3 WKHK-F	3 WCDX-F	3 WKHK-F>	3 WCDX-F
4 WKHK-F	4 WPLZ-F	4 WPLZ-F	4 WMBX-F	4 WKHK-F<	4 WKHK-F>	4 WRVQ-F	4 WPLZ-F>	4 WRVQ-F	4 WRVA
5 WRXL-F	5 WMBX-F	5 WMBX-F>	5 WRXL-F	5 WPLZ-F<	5 WPLZ-F>>	5 WPLZ-F	5 WRVQ-F	5 WPLZ-F	5 WPLZ-F
6 WMBX-F>>	6 WKHK-F	6 WKHK-F>	6 WKHK-F	6 WRXL-F	6 WTVR-F>	6	6 WRVA	6	6
7	7	7 WVGO-F>	7	7 WRVA	7 WAFX-F	7	7 WMBX-F>	7	7

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/ AQH/CUME

WANT 990	Richmond	1.1/4.2/ 16/ 313		WAFX-F 106.9	Suffolk/Norfolk	1.5/3.3/ 33/ 384
WCLM 1450	Highland/Rchmd.	0.4/1.1/ 5/ 78				
WDYL-F 92.1	Chester/Richmnd	0.5/2.7/ 7/ 205				
WGCV 1240	Petersburg	0.9/2.3/ 12/ 163				
WGGM 820	Chester/Richmnd.	0.3/0.8/ 5/ 63				
WHAP 1340	Hopewell	0.5/1.7/ 6/ 121				
WLEE 1320	Richmond	0.5/1.3/ 7/ 95				
WRNL 910	Richmond	1.0/4.5/ 16/ 335				
WTVR 1380	Richmond	0.9/3.5/ 12/ 257				
WXGI 950	Richmond	0.8/1.9/ 10/ 143				

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, RELIGION	, \$ 15.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS, \$ 29.00 (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC, CBS, \$ 97.00 (Christal)	Edens
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC E, \$ 20.00 (Republic)	Park
WCDX-F, 92.7, 2.8 KW @ 340,	BLACK	, \$ 40.00 (Eastman)	Sinclair
WDYL-F, 92.1, 3 KW @ 300,	RELIGION	, \$ 15.00 (---)	(CHESTER)
WKHK-F, 95.3, 1.6 KW @ 550,	COUNTRY	, \$ 35.00 (Banner)	ABS (COLONIAL HEIGHTS)
WMBX-F, 103.7, 20 KW @ 720,	AC	APR, \$ 72.00 (Durpetti)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	US 1, \$ 60.00 (Mc-Guild)	(PETERSBURG)
WQSF-F, 96.5, 50 KW @ 500,	SOFT AC	, \$ 34.00 (HNWH)	Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 355,	CHR	ABC C, \$ 101.00 (Christal)	Edens
WRXL-F, 102.1, 140 KW @ 320,	AOR	, \$ 93.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840,	BTFL/EZ	ABC E, \$ 44.00 (Republic)	Park
WVGO-F, 106.5, 8 KW @ 240,	CHR/AOR	SOURCE, \$ 37.00 (Banner)	First Cities

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 33/1,129,100  
 MSA Rank/Pop: 18/2,142,700  
 ADI # Los Angeles  
 Average Person Ratings: 17.8  
 Market TSL: 23.75 hours

Stations: 44/16  
 Diaries: 1409/801:1/4880%  
 Sample Target: 1290  
 % Below Line: 49.1  
 % Not Listed: 11.6

1989 Revenue: \$17,900,000  
 HH Inc.: \$29,022  
 Retail \$: 14.0 Bil  
 Pop per Station: 70,568  
 #1 Biller: KGGI-F \$3,800,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KDUO-F (EZ)	188/ 9.3	7.0	7.5	8.2	10.0	8.0	228/1976	1628/14.4	11.1	15.2	4.4	89	906	KDUO-F
2. KGGI-F (CHR)	174/ 8.6	10.1	8.5	7.0	8.9	8.6	234/3349	2475/21.9	22.1	19.1	16.3	329	3127	KGGI-F
3. KQLZ-F (CHR)	126/ 6.3	4.6	6.1	6.7	1.1	5.9	181/2106	1369/12.1	10.5	4.1	5.1	103	1170	KQLZ-F
4. KLOS-F (AOR)	113/ 5.6	6.0	4.6	4.3	5.4	5.1	179/2165	1363/12.1	11.7	12.8	8.4	170	1690	KLOS-F
5. KIIS-AF (CHR)	91/ 4.5	5.4	6.4	6.6	8.8	5.7	157/2730	1566/13.9	22.0	28.6	5.1	102	1475	KIIS-AF
6. KOST-F (AC)	86/ 4.3	4.2	4.5	4.6	4.4	4.4	145/1830	1023/ 9.1	10.8	12.2	4.2	85	1145	KOST-F
7. KCAL-F (AOR)	66/ 3.3	2.3	3.9	3.5	2.9	3.3	85/1502	1062/ 9.4	8.2	7.9	5.0	101	1173	KCAL-F
8. KFI (N/T)	63/ 3.1	3.4	3.4	3.9	4.3	3.5	99/1627	1136/10.1	9.7	10.2	3.8	77	1150	KFI
9. KRTH-F (O)	62/ 3.1	3.7	3.9	4.8	5.8	3.9	93/1649	1110/ 9.6	10.7	13.6	4.4	88	908	KRTH-F
10. KFRG-F (C)	59/ 2.9	2.6	2.0	2.3	1.6	2.5	71/1167	824/ 7.3	5.3	4.5	2.3	47	487	KFRG-F
11. KNX (N)	58/ 2.9	2.4	2.6	3.4	1.8	2.8	93/1866	1240/11.0	9.7	7.9	2.1	43	816	KNX
12. KODJ-F (O)	51/ 2.5	3.4	3.3	2.8	1.0	3.0	90/1238	784/ 6.9	7.4	4.7	2.0	41	580	KODJ-F
KCKC (C)	51/ 2.5	3.4	3.7	2.8	2.4	3.1	51/522	483/ 4.3	4.5	4.8	2.2	44	503	KCKC
14. KTIWV-F (J/NA)	48/ 2.4	1.8	1.8	1.4	1.6	1.9	61/953	694/ 6.1	5.4	6.1	1.7	35	486	KTIWV-F
15.														

12+ FM SHARE (METRO): 77.70% (1383 of 1780) (WIN 89: 76.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F<	1 KGGI-F	1 KLOS-F>	1 KLOS-F>	1 KDUO-F>>	1 KLOS-F	1 KDUO-F>	1 KGGI-F	1 KGGI-F>	1 KCAL-F
2 KQLZ-F>	2 KQLZ-F<	2 KLOS-F	2 KGGI-F>	2 KGGI-F	2 KNX	2 KDUO-F	2 KGGI-F	2 KDUO-F<	2 KQLZ-F	2 KNX
3 KIIS-AF	3 KLOS-F>	3 KQLZ-F	3 KRTH-F	3 KOST-F<	3 KFI	3 KGGI-F>	3 KLOS-F	3 KQLZ-F>	3 KDUO-F	3 KDUO-F
4	4 KCAL-F	4 KOST-F	4 KOST-F<	4 KRTH-F	4 KFRG-F<	4 KIIS-AF	4 KOST-F	4 KLOS-F	4 KIIS-AF	4 KGGI-F
5	5 KOST-F<	5 KIIS-AF<	5 KCAL-F<	5 KDUO-F	5 KCKC	5 KQLZ-F	5 KQLZ-F	5 KIIS-AF	5 KOST-F	5
6	6 KIIS-AF	6 KCAL-F	6 KIIS-AF	6 KIIS-AF	6	6	6	6	6	6
7	7	7	7	KCAL-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F	1 KGGI-F>	1 KLOS-F	1 KGGI-F>	1 KGGI-F	1 KQLZ-F>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>>
2 KQLZ-F	2 KQLZ-F	2 KGGI-F	2 KOST-F	2 KOST-F	2 KGGI-F>	2 KQLZ-F	2 KCAL-F>	2 KQLZ-F	2 KCAL-F
3 KOST-F>>	KOST-F	3 KOST-F>	3 KQLZ-F	3 KDUO-F>	3 KIIS-AF	3 KCAL-F	3 KQLZ-F	3 KGGI-F<	3 KRTH-F
4 KIIS-AF>	4 KLOS-F	4 KIIS-AF	4 KIIS-AF	4 KLOS-F<	4 KLOS-F	4 KGGI-F	4 KGGI-F	4 KCAL-F>	4 KGGI-F
5 KCAL-F	5 KIIS-AF	5 KQLZ-F	5 KLOS-F<	5 KIIS-AF	KCAL-F	5 KIIS-AF	5 KIIS-AF	5 KIIS-AF<	5 KODJ-F
6 KTIWV-F	6	6 KCAL-F	6 KDUO-F	6	6 KCAL >	6	6 KRTH-F	6 KRTH-F	6
KBIG-F	7	7 KTIWV-F	7	7	7 KNAC-F	7	7 KOST-F	7	7

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

KBON-F	103.9	Lake Arrowhead	1.9/4.0/	46/	566
KCAL	1410	Redlands	1.6/3.4/	33/	383
KDIF	1440	Riverside/SB	1.3/2.9/	27/	332
KHSJ	1320	Hemet	0.7/2.0/	14/	227
KHYE-F	105.7	Hemet	0.7/1.5/	15/	186
KLFE	1240	San Bernardino	0.4/1.3/	8/	163
KMEN	1290	San Bernardino	0.9/2.0/	22/	275
KNTF-F	93.5	Ontario	1.1/2.9/	37/	627
KOLA-F	99.9	San Bernardino	1.0/4.1/	31/	604
KRSO	590	San Bernardino	1.3/3.8/	32/	556
KWDJ-F	92.7	Riverside	1.5/3.7/	38/	477

SEE LOS ANGELES FOR MORE INFORMATION ABOUT THE FOLLOWING:

KABC	790	Los Angeles	0.9/3.4/	53/	621
KBIG-F	104.3	Los Angeles	1.7/4.7/	74/	927
KBRT	740	Avalon	0.3/0.8/	8/	120
KFWB	980	Los Angeles	0.8/4.5/	30/	913
KIIS	1150	Los Angeles	0.2/0.0/	0/	0
KKBT-F	92.3	Los Angeles	0.5/2.3/	19/	429
KKGO-F	105.1	Los Angeles	0.5/2.1/	16/	320
KLAC	570	Los Angeles	1.2/3.2/	38/	464
KLIT-F	101.9	Glendale	0.6/2.1/	29/	444
KLSX-F	97.1	Los Angeles	1.0/2.8/	31/	446
KLVE-F	107.5	Los Angeles	0.9/3.0/	35/	490
KMPC	710	Los Angeles	0.9/2.9/	30/	488
KNAC-F	105.5	Long Bch/LA	0.3/0.9/	8/	208
KPWR-F	105.9	Los Angeles	1.3/4.1/	43/	917
KROQ-F	106.7	Pasadena	1.1/3.8/	29/	554
KTNQ	1020	Los Angeles	0.5/1.4/	11/	197
KWXY-F	98.5	Cathedral city	0.3/0.9/	15/	140
KXEZ-F	98.7	Los Angeles	0.3/1.8/	9/	308
KZLA-F	93.9	Los Angeles	1.0/3.6/	28/	583

RADIO STATIONS

KCAL,	1410,	5 KW/4 KW (DA-N),	HISPANIC		\$ 23.00 (Lotus)	
KKCC,	1350,	5 KW/500 W (DA-2),	COUNTRY	ABC I,	\$ 33.00 (HNWH)	
KDIF,	1440,	1 KW (DA-1)	HISPANIC	UPI,	\$ 19.00 (Katz Hisp.)	
KMEN,	1290,	5 KW (DA-2)	BLACK		\$ 15.00 (Mc-Guid)	American
KRSO,	590,	1 KW (DA-2)	NEWS/TALK	ABC E, TALKNT,	\$ 27.00 (Katz)	Henry
KBON-F,	103.9,	.4 KW @ 2500,	OLDIES		\$ 26.00 (HNWH)	
KCAL-F,	96.7,	3 KW @ 300,	AOR		\$ 45.00 (Torbet)	Anahieim
KDUO-F,	97.5,	72 KW @ 360,	BTFL/EZ	ABC D,	\$ 65.00 (Katz)	Henry
KGGI-F,	99.1,	3 KW @ 1530,	CHR		\$ 87.00 (Mc-Guild)	American
KHYE-F,	105.5,	3 KW @ -245,	COUNTRY	ABC E,	\$ 15.00 (---)	
KNTF-F,	93.5,	3 KW @ -165,	COUNTRY		\$ 37.00 (---)	
KOLA-F,	99.9,	31 KW @ 1630,	OLDIES	ABC R,	\$ 42.00 (Banner)	Keymarket
KFGR-F,	95.1,	50 KW @ 330,	COUNTRY	MBS,	\$ 40.00 (MMR)	
KWDJ-F,	92.7,	3 KW @ 300,	COUNTRY	MBS,	\$ 28.00 (Banner)	

MISCELLANEOUS COMMENTS: KJOI-F changes calls to KXEZ-F as of February 1990

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHR - Contemporart 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
* SAC - Soft Adult Contemporary	? - Others or Unknown

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ROCHESTER

Arbitron Rank/Pop (12+): 45/829,400  
 MSA Rank/Pop: 47/983,200  
 ADI # 72  
 Average Person Ratings: 16.3  
 Market TSL: 21.30 hours

Stations: 17/13  
 Diaries: 1463/567:1/60.6%  
 Sample Target: 1140  
 % Below Line: 2.2  
 % Not Listed: 13.3

1989 Revenue: \$25,100,000  
 HH Inc.: \$32,234  
 Retail \$: 7.2 Bill  
 Pop per Station: 63,800  
 #1 Biller: WCMF-F5 \$5,400,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume
1. WCMF-F (AOR)	225/16.7	15.7	15.6	17.4	15.3	16.4	253/2668	2327/28.1	27.2	27.4	18.6	284	2792
2. WBEE-F (C)	152/11.3	10.2	9.0	8.9	8.5	9.9	180/1808	1493/18.0	18.2	14.2	8.6	132	1069
3. WPXY-F (CHR)	125/ 9.3	10.7	10.7	11.3	10.8	10.5	142/2324	2078/25.1	27.7	29.5	11.5	175	2402
WHAM (MOR)	125/ 9.3	7.6	7.4	8.7	9.5	8.3	142/2146	1912/23.1	20.2	22.1	8.8	134	1649
5. WVOR-F (AC)	121/ 9.0	8.1	10.1	11.0	9.0	9.6	135/1860	1696/20.4	21.5	24.1	6.7	102	1440
6. WRMM-F (SAC)	90/ 6.7	6.9	5.9	5.5	6.1	6.3	91/1615	1500/18.1	18.6	21.0	4.3	65	1046
7. WKLY-F (O)	86/ 6.4	7.6	7.0	5.8	6.0	6.7	101/1685	1507/18.2	17.8	19.4	6.2	94	1051
8. WZSH-F (EZ)	70/ 5.2	6.6	6.7	4.7	7.4	5.8	88/1198	950/11.5	13.4	11.7	3.8	58	556
9. WDKX-F (B)	66/ 4.9	4.2	5.6	6.2	5.2	5.2	66/695	695/ 8.4	7.9	9.7	13.0	198	1193
10. WRMM (SAC)	29/ 2.2	3.6	2.7	2.9	3.0	2.8	29/483	461/ 5.6	7.5	7.1	4.3	65	1046
11. WBBF (C)	18/ 1.3	0.8	0.9	0.6	0.8	0.9	19/366	349/ 4.2	3.7	2.7	0.7	11	325

12+ FM SHARE (METRO): 82.55% (965 of 1169) (WIN 89: 82.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WHAM <	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WHAM >>
2 WCMF-F	2 WPXY-F>	2 WVOR-F<	2 WVOR-F	2 WVOR-F	2 WBEE-F>	2 WHAM	2 WBEE-F	2 WBEE-F<	2 WPXY-F	2 WBEE-F>
3	3 WVOR-F	3 WPXY-F	3 WKLY-F	3 WBEE-F	3 WVOR-F	3 WBEE-F	3 WVOR-F	3 WPXY-F	3 WBEE-F>	3 WCMF-F>
4	4 WBEE-F	4 WKLY-F<	4 WBEE-F	4 WKLY-F	4 WZSH-F	4 WVOR-F	4 WRMM-F	4 WHAM	4 WVOR-F<	4 WDKX-F
5	5 WKLY-F	5 WBEE-F	5 WRMM-F	5 WRMM-F	5 WPXY-F>	5 WKLY-F	5 WVOR-F	5 WRMM-F	5 WRMM-F	5
6	6 WDKX-F<	6 WRMM-F	6 WPXY-F	6 WHAM <	6 WKLY-F	6 WKLY-F	6 WHAM <	6 WRMM-F	6	6
7	7 WRMM-F	7	7	7 WPXY-F	7	7	7 WPXY-F	7 WKLY-F	7	7

  

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-F	1 WCMF-F	1 WCMF-F	1 WDKX-F	1 WVOR-F	1 WCMF-F>>	1 WCMF-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WCMF-F>	2 WPXY-F>	2 WVOR-F<	2 WVOR-F	2 WRMM-F	2 WDKX-F	2	2 WBEE-F	2 WKLY-F<	2 WBEE-F>
3 WDKX-F	3 WVOR-F	3 WPXY-F	3 WVOR-F	3 WCMF-F<	3 WPXY-F	3	3 WPXY-F	3 WBEE-F>	3 WKLY-F
4 WRMM-F>	4 WRMM-F>	4 WRMM-F	4 WPXY-F<	4 WBEE-F	4 WBEE-F	4	4 WKLY-F>	4 WPXY-F<	4 WVOR-F
5 WVOR-F>>	5 WDKX-F	5 WBEE-F	5 WRMM-F>	5 WPXY-F	5 WKLY-F>>	5	5 WVOR-F>	5 WVOR-F>>	5 WHAM
6 WBEE-F>	6 WBEE-F	6 WKLY-F>	6 WKLY-F	6 WKLY-F	6 WHAM	6	6 WRMM-F	6 WHAM	6
7 WKLY-F	7 WKLY-F	7 WDKX-F>	7 WBEE-F	7	7	7	7 WHAM	7	7
8	8	8 WHAM	8	8	8	8	8 WDKX-F	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/	TSA CUME
WPXY 1280 Rochester	1.2/2.9/	16/ 258	
WWWG 1460 Rochester	1.2/3.5/	17/ 304	
WBMW-F 107.7 Weathersfield	0.5/3.0/	10/ 311	
WKFM-F 104.7 Fulton/Syracuse	0.4/1.5/	11/ 291	
WKSE-F 98.5 Niagara Falls	0.4/0.7/	5/ 89	
WMJQ-F 102.5 Buffalo	1.0/4.2/	44/ 703	

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, COMBINATION WITH WBEE-F		
WHAM, 1180, 50 KW	, MOR	CBS, TALKNT, \$ 59.00 (Mc-Guild)	Lincoln
WWWG, 1460, 5 KW (DA-2)	, RELIGION	, \$ 12.00 (---)	Brandon
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	US 2, \$ 60.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 457,	AOR	, \$ 95.00 (Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 500,	BLACK	, \$ 26.00 (Roslin)	
WKLY-F, 98.9, 37 KW @ 560,	OLDIES	, \$ 48.00 (Durpettl)	
WPXY-F, 97.9, 50 KW @ 456,	CHR	, \$ 78.00 (MMR)	Pyramid
WRMM-F, 101.3, 27 KW @ 637,	SOFT AC	ABC E, \$ 50.00 (Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 490,	AC	, \$ 106.00 (Mc-Guild)	Lincoln
WZSH-F, 95.1, 11 KW @ 993,	BTFL/EZ	, \$ 29.00 (Republic)	(BRISTOL CENTER)

MISCELLANEOUS COMMENTS: WEZO-A changes calls to WRMM-A as of February 1990

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1195200  
 MSA Rank/Pop: 34/1352100  
 ADI # 20  
 Average Person Ratings: 16.9  
 Market TSL: 22.25 hours

Stations: 27/21  
 Diaries: 1552/770:1/55.0%  
 Sample Target: 1340  
 % Below Line: 4.9  
 % Not Listed: 11.8

1989 Revenue: \$52,500,000  
 HH Inc.: \$30,536  
 Retail \$: 10.3 Bill  
 Pop per Station: 56,914  
 #1 Biller: KRAK-AF \$9,600,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KFBK (N/T)	231/11.4	8.5	8.1	9.3	8.2	9.3	273/3231	2641/22.1	19.4	19.2	8.1	174	1701	KFBK
2. KRXQ-F (AOR)	175/ 8.7	6.9	5.6	5.8	7.1	6.8	200/2445	1975/16.5	12.7	14.8	13.2	284	2198	KRXQ-F
3. KRAK-F (C)	159/ 7.9	9.3	6.7	7.0	7.6	7.7	210/2970	2142/17.9	17.7	16.9	9.3	200	2304	KRAK-F
4. KSFM-F (CHR)	133/ 6.6	7.1	7.1	7.4	6.0	7.1	174/2900	2133/17.8	19.8	18.5	9.8	212	3089	KSFM-F
5. KZAP-F (AOR)	132/ 6.5	6.9	6.4	6.0	5.5	6.4	183/2552	1693/14.2	15.5	13.6	5.6	120	2131	KZAP-F
6. KXOA-F (AC)	124/ 6.1	8.1	7.8	6.9	6.1	7.2	151/2372	2025/16.9	18.9	16.5	5.9	127	2356	KXOA-F
7. KHYL-F (O)	118/ 5.8	4.7	5.5	5.1	3.8	5.3	159/2524	1955/16.4	12.3	11.1	3.7	80	1414	KHYL-F
8. KQPT-F (J/NAC)	114/ 5.6	3.9	4.9	4.1	6.4	4.6	129/1608	1434/12.0	10.4	11.7	4.9	105	1385	KQPT-F
9. KYMX-F (AOR)	95/ 4.7	6.9	6.4	6.0	5.5	6.0	110/1818	1590/13.3	15.5	13.6	0.6	13	325	KYMX-F
KAER-F (AC)	95/ 4.7	4.1	4.7	3.4	3.7	4.2	102/1633	1463/12.2	11.6	10.3	4.0	87	1079	KAER-F
11. KWOD-F (CHR)	67/ 3.3	2.5	3.4	3.8	3.7	3.3	82/1912	1428/11.9	11.2	13.4	3.1	67	1354	KWOD-F
12. KRAK (C)	64/ 3.2	2.8	3.5	4.3	4.1	3.5	145/1760	774/ 6.5	7.0	8.3	4.8	104	823	KRAK
13. KROY-F (CHR)	58/ 2.9	3.3	3.3	3.1	4.8	3.2	70/1860	1527/12.8	12.3	16.0	3.0	64	1642	KROY-F
14. KFRC (BB)	39/ 1.9	1.7	2.4	1.5	1.4	1.9	79/1241	601/ 5.0	3.7	3.5	2.7	59	901	KFRC
15. KCTC (EZ)	38/ 1.9	1.1	0.8	1.9	1.2	1.4	38/648	603/ 5.0	4.9	3.9	0.6	13	325	KCTC

12+ FM SHARE (METRO): 73.49% (1311 of 1784) (WIN 89: 74.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>	1 KRXQ-F>	1 KRXQ-F	1 KZAP-F	1 KZAP-F<	1 KFBK >>	1 KFBK >>	1 KFBK	1 KRXQ-F	1 KRXQ-F	1 KFBK >>
2 KWOD-F>	2 KZAP-F	2 KZAP-F	2 KRAK-F	2 KRAK-F	2 KRAK-F	2 KRXQ-F	2 KRAK-F	2 KRAK-F	2 KSFM-F	2 KRAK-F<
3 KRXQ-F	3 KSFM-F	3 KRAK-F	3 KRXQ-F<	3 KHYL-F<	3 KYMX-F	3 KSFM-F<	3 KZAP-F	3 KFBK	3 KFBK	3 KRXQ-F
4 KROY-F	4 KRAK-F	4 KXOA-F	4 KHYL-F<	4 KFBK	4 KXOA-F<	4 KRAK-F	4 KRXQ-F	4 KHYL-F	4 KQPT-F	4 KRAK
5	5 KAER-F	5 KHYL-F	5 KXOA-F<	5 KXOA-F	5 KQPT-F	5 KZAP-F	5 KXOA-F	5 KZAP-F	5 KWOD-F	5 KCTC
6	6 KHYL-F	6 KFBK	6 KFBK	6 KRXQ-F	6 KHYL-F	6 KXOA-F	6 KHYL-F	6 KSFM-F<	6 KRAK-F	6
7	7 KXOA-F	7 KAER-F<	7 KQPT-F	7 KQPT-F	7 KRAK	7 KHYL-F	7 KYMX-F	7 KXOA-F	7 KXOA-F	7
8	8	8 KSFM-F<	8 KAER-F	8	8	8	8	8	8	8
9	9	9 KQPT-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F	1 KRXQ-F<	1 KRAK-F	1 KXOA-F	1 KXOA-F	1 KRXQ-F>>	1 KRXQ-F>	1 KRXQ-F	1 KRXQ-F	1 KZAP-F
2 KSFM-F>	2 KSFM-F	2 KHYL-F	2 KRAK-F	2 KRAK-F	2 KSFM-F>	2 KZAP-F>>	2 KZAP-F>>	2 KZAP-F>	2 KRXQ-F
3 KAER-F	3 KAER-F	3 KXOA-F	3 KSFM-F	3 KHYL-F	3 KWOD-F>	3 KRAK-F	3 KRAK-F	3 KFBK	3 KFBK
4 KROY-F	4 KRAK-F	4 KSFM-F	4 KAER-F	4 KAER-F	4 KZAP-F	4 KFBK	4 KFBK	4 KRAK-F<	4 KHYL-F<
5 KZAP-F>	5 KXOA-F	5 KAER-F	5 KHYL-F	5 KSFM-F	5 KXOA-F	5 KHYL-F<	5 KHYL-F	5 KQPT-F<	5 KRAK-F
6 KXOA-F>	6 KHYL-F	6 KQPT-F	6 KRXQ-F	6 KQPT-F	6 KROY-F>	6 KSFM-F	6 KAER-F	6 KHYL-F>	6 KQPT-F
7 KWOD-F	7 KZAP-F	7 KRXQ-F>	7 KZAP-F	7 KFBK <	7 KRAK-F	7 KAER-F	7 KQPT-F	7 KXOA-F<	7
KRAK-F>	KROY-F	8	8	8 KYMX-F	8 KAER-F>	8	8 KXOA-F>	8 KAER-F	8
9	KQPT-F	9	9	9	9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

KFIA	710	Carmichael	0.6/2.1/	15/	316
KLIQ-F	102.1	Shingle Springs	0.4/0.6/	9/	74
KRCX	1110	Roseville/Scrmn	0.8/2.1/	23/	313
KRLT-F	93.9	SL Tahoe	0.3/0.9/	7/	102
KSAC	1240	Sacramento	0.6/2.8/	13/	349
KSMJ	1380	Sacramento	0.9/3.4/	18/	415
KXOA	1470	Sacramento	0.3/1.7/	7/	198
KBEE-F	103.3	Modesto/Stoctn.	0.4/1.1/	63/	889
KGO	810	San Francisco	1.3/4.1/	98/	1321
KMEL-F	106.1	San Francisco	0.3/1.2/	28/	574
KNBR	680	San Francisco	0.4/2.7/	47/	1028
KRQR-F	97.3	San Francisco	0.4/1.8/	49/	723

SOUND STATIONS

AM STATIONS

KFBK,	1530,	50 KW (DA-2)	, NEWS	APR, ABC I,	\$ 100.00 (Group W)	Westinghouse
KFIA,	710,	10 KW/250 W(DA-2),	RELIGION	,	\$ 24.00 (---)	
KCTC,	1320,	5 KW (DA-2)	, EZ	CBS,	\$ 30.00 (Christal)	Tribune Co.
KRAK,	1140,	50 KW (DA-2)	, COUNTRY	,	\$ 72.00 (Katz)	EZ
KRCX,	1100,	5 KW/500 W(DA-2),	HISPANIC	,	\$ 42.00 (Lotus)	Fuller-Jeffrey
KSAC,	1240,	1 KW	, CLASSICAL	,	\$ 32.00 (CMBS)	
KSMJ,	1380,	5 KW (DA-2)	, OLDIES	SMN,	\$ 28.00 (MMR)	Booth/Genesis
KXOA,	1470,	5 KW/1 KW (DA-2),	NEWS/TALK	,	\$ 35.00 (Banner)	Brown

FM STATIONS

KAER,	92.5,	50 KW @ 500, AC		,	\$ 55.00 (Group W)	Westinghouse
KYMX,	96.1,	50 KW @ 476, EZ/SOFT AC		,	\$ 88.00 (Christal)	Tribune Co.
KHYL,	101.1,	36 KW @ 567, OLDIES		,	\$ 40.00 (Eastman)	Parker (PAUBURN)
KQPT,	100.5,	115 KW @ 380, JAZZ/NAC		SOURCE,	\$ 95.00 (Republic)	Duchossois
KRAK,	105.1,	50 KW @ 500, COUNTRY		,	\$ 110.00 (Katz)	EZ
KROY,	96.9,	50 KW @ 500, CHR		ABC R,	\$ 60.00 (Christal)	Great American
KRXQ,	93.7,	25 KW @ 306, AOR		,	\$ 70.00 (Torbet)	Fuller-Jeffrey
KSPM,	102.5,	50 KW @ 500, CHR		,	\$ 90.00 (MMR)	Booth/Gen. (WOODLAND)
KWOD,	106.5,	50 KW @ 310, CHR		RADRAD ABC F,	\$ 59.00 (CBS)	
KXOA,	107.9,	50 KW @ 420, AC/OLDIES		,	\$ 124.00 (Banner)	Brown
KZAF,	98.5,	50 KW @ 495, AOR		,	\$ 94.00 (Mc-Guild)	Nationwide

MISCELLANEOUS COMMENTS: KGNR-A changes calls to KCTC-A as of February 1990...KCTC-F changes calls to KYMX-F as of February...

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,052,400  
 MSA Rank/Pop: 13/2,462,200  
 ADI # 18  
 Average Person Ratings: 18.4  
 Market TSL: 24.25 hours

Stations: 31/31  
 Diaries: 1849/1110:1/61.2%  
 Sample Target: 1760  
 % Below Line: 0.0  
 % Not Listed: 7.3

1989 Revenue: \$69,000,000  
 HH Inc.: \$30,936  
 Retail \$: 18.3 Bil  
 Pop per Station: 66,206  
 #1 Biller: KMOX \$21,700,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KMOX (T)	613/16.3	18.8	22.3	21.2	18.7	19.6	685/8334	7166/34.9	37.5	34.0	14.1	550	7048	KMOX
2. KSHE-F (AOR)	332/ 8.8	8.4	9.3	9.7	8.3	9.1	401/4906	3993/19.5	20.0	19.1	10.6	414	4908	KSHE-F
3. KMJM-F (B)	296/ 7.9	7.0	7.6	5.7	5.5	7.1	299/2706	2549/12.4	11.9	10.6	12.4	481	3399	KMJM-F
4. KEZK-F (EZ)	286/ 7.6	9.5	6.4	8.1	7.7	7.9	329/3430	2990/14.6	16.7	16.9	5.1	199	2443	KEZK-F
5. KSD -F (AOR)	253/ 6.7	6.0	4.9	5.1	4.7	5.7	268/3802	3505/17.1	16.3	14.3	6.0	234	3805	KSD -F
6. WKBQ-F (CHR)	250/ 6.6	6.7	8.5	6.1	6.4	7.0	295/4305	3616/17.6	18.9	17.4	7.3	283	4387	WKBQ-F
7. WIL -F (C)	217/ 5.8	5.4	4.4	5.8	4.9	5.4	270/3189	2563/12.5	12.6	11.9	7.3	284	2671	WIL -F
8. KYKY-F (AC)	200/ 5.3	5.5	5.5	4.7	5.0	5.3	211/3419	3133/15.3	15.9	13.4	3.9	153	2721	KYKY-F
9. KLOU-F (O)	142/ 3.8	4.3	3.5	5.2	7.0	4.2	171/3122	2766/13.5	12.9	16.7	3.1	121	1965	KLOU-F
10. WKX-F (C)	95/ 2.5	3.5	1.7	1.8	3.0	2.4	111/1868	1638/ 8.0	7.5	7.8	3.9	153	1343	WKX-F
11. KATZ (B)	93/ 2.5	2.0	1.6	2.1	1.6	2.0	93/1174	1174/ 5.7	5.0	3.7	2.2	87	1127	KATZ
12. KHTK-F (CHR)	90/ 2.4	1.0	0.6	0.8	0.7	1.2	97/1567	1457/ 7.1	4.9	2.7	3.4	131	2099	KHTK-F
13. KRJY-F (AC)	86/ 2.3	2.5	2.5	2.5	3.0	2.5	95/1416	1333/ 6.5	8.5	9.2	1.1	43	838	KRJY-F
14. WEW (BB)	70/ 1.9	1.3	1.3	1.0	1.4	1.4	72/655	587/ 2.9	1.9	2.7	0.7	28	282	WEW
15. KFUF-F (CL)	62/ 1.6	1.2	2.0	1.6	1.2	1.6	67/1146	1048/ 5.1	5.7	5.4	1.2	45	828	KFUF-F
16. KATZ-F (B)	61/ 1.6	1.6	1.1	1.4	1.0	1.4	61/1212	1199/ 5.8	4.8	4.5	1.3	50	1937	KATZ-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 71.11% (2483 of 3492) (WIN 89: 66.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F>	1 KSHE-F	1 KSD -F<	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX >	1 KMOX	1 KMOX >>
2 KMJM-F	2 KSD -F	2 KSD -F	2 KSHE-F	2 KSD -F<	2 KEZK-F>	2 KSD -F	2 KSHE-F	2 KSHE-F	2 KMJM-F	2 KMJM-F>>
3 KHTK-F	3 KMJM-F>	3 KMJM-F	KMOX	3 KSHE-F	3 WIL -F>	3 KSHE-F	3 KEZK-F	3 WKBQ-F<	3 WKBQ-F	3 KEZK-F
4	4 KYKY-F	4 KYKY-F<	4 KMJM-F<	4 KYKY-F	4 KLOU-F	4 KMJM-F	4 KSD -F	4 KSD -F<	4 KSHE-F>	4 KSHE-F<
5	5 WKBQ-F>	5 KMOX >	5 KYKY-F	KMJM-F<	5 KYKY-F	5 KEZK-F	5 WIL -F	5 KEZK-F<	5 KEZK-F	5 WIL -F
6	6 WIL -F	6 WKBQ-F	6 KLOU-F	6 WIL -F	6	6 WIL -F<	6 KYKY-F	6 KMJM-F	6 KHTK-F	6 KSD -F
7	7 KMOX	7 KLOU-F<	7 WIL -F	7 KLOU-F	7	7 WKBQ-F<	7 KMJM-F	7 KYKY-F<	7 WIL -F	KATZ >
8	8	8 WIL -F	8	8	8	8 KYKY-F	8	8 WIL -F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F	1 KMJM-F	1 KMJM-F>	1 KMJM-F	1 KMOX	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F	1 KSHE-F	1 KSHE-F
2 KMJM-F<	2 KSHE-F	2 KYKY-F<	2 KYKY-F	2 KYKY-F<	2 KSD -F	2 KSD -F>	2 KSD -F>>	2 KSD -F>	2 KMOX <
3 WKBQ-F>	3 WKBQ-F<	3 KSD -F	3 WKBQ-F	3 KMJM-F	3 KMJM-F>>	3 KMJM-F>	3 KMJM-F	3 KMOX	3 KSD -F>
4 KYKY-F>	4 KYKY-F	4 KSHE-F	KSHE-F	KEZK-F	4 KYKY-F>	4 KYKY-F	4 WIL -F	4 KMJM-F	4 WIL -F<
5 KSD -F>	5 KSD -F>	5 WKBQ-F	5 KSD -F<	5 WIL -F	5 WKBQ-F	5 WIL -F	5 KMOX	5 KYKY-F	5 KLOU-F
6 KHTK-F>>	6	6 KRJY-F	6 KMOX	6 KLOU-F	6	6 KMOX <	6 KYKY-F	6 WIL -F<	6 KYKY-F
7	7	7	7 KLOU-F	7 KSD -F	7	7 WKBQ-F	7 WKBQ-F	7 KLOU-F	7 KMJM-F
8	8	8	8 WIL -F	8	8	8	8	8	8

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

OTHER RATED STATIONS	METRO CUME	TSA TSA	SHARE/RTG/ AQH/CUME
KGLD 1380	St. Louis	0.5/2.5/ 17/ 529	
KIRL 1460	St. Charles/StL	0.5/1.7/ 18/ 357	
KSIV 1320	Clayton/St. L.	0.5/1.8/ 18/ 375	
KSTL 690	St. Louis	0.7/1.2/ 30/ 287	
KSTZ-F 105.7	Ste. Geneve/St.L	1.0/5.2/ 55/1430	
KUSA 550	St. Louis	1.3/4.9/115/1808	
KXEN 1010	Festus/St.Louis	0.3/0.9/ 12/ 215	
KXOK 630	St. Louis	0.3/2.3/ 15/ 549	
WCBW-F 104.9	Columbia/St. L.	0.7/2.8/ 26/ 584	
WCEO 590	Wood River/St.L	0.3/1.3/ 13/ 270	
WESL 1490	E. St. Louis	0.6/1.8/ 21/ 376	
WGNU 920	Granite City	0.7/2.0/ 27/ 407	
WIBV 1260	Belleville	0.3/1.9/ 11/ 413	
WIL 1430	St. Louis	0.3/2.3/ 11/ 554	
WSNL-F 101.1	E./St.Louis/StL	1.4/4.8/ 55/1012	

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK	NBN, \$ 45.00 (K & P)	Interurban
KGLD, 1380,	5 KW/1 KW (DA-2),	OLDIES	US 1, \$ 35.00 (Katz)	Chase
KMOX, 1120,	50 KW	TALK	CBS, \$ 325.00 (CBS)	CBS
KSIV, 1320,	5 KW/125 W (DA-2),	RELIGION	, \$ 18.00 (---)	Bott
KUSA, 550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$ 50.00 (Mc-Guild)	Gannett
KXOK, 630,	5 KW (DA-2)	TALK	ABC D, \$ 35.00 (HNWH)	
WESL, 1490,	1 KW/250 W (DA-1),	BLACK	SBN, \$ 25.00 (K & P)	
WEW, 770,	1 KW (DAYS)	, NOSTALGIA	, \$ 27.00 (---)	
WIL, 1430,	5 KW (DA-2)	, COUNTRY OLDIES	ABC I, \$ N/A (Banner)	Heritage

FM STATIONS

KATZ, 100.3,	50 KW @ 495,	BLACK	NBN, \$ 37.00 (K & P)	Interurban
KEZK, 102.5,	100 KW @ 500,	BTFL/EZ	, \$ 93.00 (MMR)	Adams
KFUO, 99.1,	100 KW @ 557,	CLASSICAL	MBS, \$ 46.00 (CMBS)	
KLOU, 103.3,	100 KW @ 900,	OLDIES	CBS, \$ 85.00 (CBS)	CBS
KHTK, 97.1,	100 KW @ 560,	JAZZ/NAC	, \$ 45.00 (HNWH)	
KMJM, 107.7,	100 KW @ 575,	BLACK	, \$ 95.00 (Christal)	Noble
KRJY, 96.3,	100 KW @ 540,	SOFT AC	NBC, \$ 54.00 (Banner)	
KSD, 93.7,	100 KW @ 850,	CLASSIC AOR	, \$ 100.00 (Mc-Guild)	Gannett
KSHE, 94.7,	100 KW @ 1019,	AOR	, \$ 155.00 (HNWH)	Emmis
KSTZ, 105.7,	100 KW @ 285,	AC	SOURCE, \$ N/A (---)	(ST.GENEVIEVE)
KYKY, 98.1,	100 KW @ 580,	AC	, \$ 125.00 (MMR)	EZ
WCBW, 104.9,	3 KW @ 235,	RELIGION	, \$ 20.00 (---)	Universal
WIL, 92.3,	97 KW @ 900,	COUNTRY	ABC E, \$ 75.00 (Banner)	Heritage
WKBO, 106.5,	93 KW @ 1015,	CHR	, \$ 73.00 (Katz)	Chase
WKKX, 104.1,	50 KW @ 500,	COUNTRY	, \$ 41.00 (Roslin)	(JERSEY)
WSNL, 101.1,	50 KW @ 550,	AC	, \$ 40.00 (Torbet)	



SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/494,900

MSA Rank/Pop: 133/355,600  
ADI # 106

Average Person Ratings: 16.9  
Market TSL: 22.25 hours

Stations: 35/20  
Diaries: 965/513:1/53.3%  
Sample Target: 880  
% Below Line: 29.6  
% Not Listed: 15.0

1989 Revenue: \$12,400,000  
HH Inc.: \$30,643  
Retail \$: 3.8 Bil  
Pop per Station: 24,745  
#1 Biller: KWAV-F \$1,900,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	91/10.9	7.1	7.5	11.2	8.7	9.2	98/1309	1242/25.1	22.1	23.3	13.8	112	1524	KDON-F
2. KGO (N/T)	70/ 8.4	7.1	7.4	6.6	7.9	7.4	71/831	807/16.3	17.7	15.2	8.4	68	761	KGO
3. KTOM-AF (C)	52/ 6.3	5.3	7.3	6.0	7.4	6.2	52/731	718/14.5	13.3	14.3	5.9	48	737	KTOM-AF
4. KOCN-F (AC)	46/ 5.5	4.1	2.5	3.8	4.0	4.0	46/556	556/11.2	9.3	9.6	2.8	23	300	KOCN-F
5. KWAV-F (AC)	43/ 5.2	5.6	5.0	3.8	5.3	4.9	43/719	697/14.1	12.6	13.8	3.1	25	424	KWAV-F
6. KBAY-F (EZ)	39/ 4.7	4.5	5.1	4.9	5.9	4.8	45/659	584/11.8	9.1	10.6	3.1	25	253	KBAY-F
7. KMBY-F (AOR)	39/ 4.7	5.9	5.6	4.8	5.3	5.3	39/541	541/10.9	12.6	13.9	7.9	64	850	KMBY-F
8. KWSS-F (CHR)	36/ 4.3	5.1	5.3	5.8	6.3	5.1	40/922	861/17.4	16.1	21.8	6.3	51	997	KWSS-F
9. KHIP-F (O)	34/ 4.1	1.6	2.7	1.4	1.2	2.5	36/523	489/ 9.9	6.6	4.9	2.3	19	325	KHIP-F
10. KBOQ-F (CL)	28/ 3.4	3.4	3.9	2.8	3.8	3.4	28/478	478/ 9.7	7.3	7.9	3.8	31	475	KBOQ-F
11. KCBS (N)	25/ 3.0	3.1	2.1	2.7	2.8	2.7	27/443	414/ 8.5	10.5	9.0	2.2	18	374	KCBS
12. KXDC-AF (EZ)	23/ 2.7	1.7	2.4	2.0	3.1	2.2	23/270	270/ 5.5	3.7	5.0	1.4	10	212	KXDC-AF
13. KCTY (SP)	18/ 2.2	3.7	2.7	3.1	2.1	2.9	18/233	233/ 4.7	7.0	4.3	1.7	14	373	KCTY
14. KOMY (BB)	17/ 2.0	1.3	2.3	1.4	0.9	1.8	17/264	256/ 5.2	4.5	3.5	1.0	8	172	KOMY
15. KLRS-F (J/NA)	16/ 1.9	2.7	2.9	2.4	2.3	2.5	17/405	359/ 7.3	9.1	7.9				KLRS-F
KTGE (SP)	16/ 1.9	2.4	1.3	2.0	1.4	1.9	16/222	222/ 4.5	4.9	3.4	1.1	9	200	KTGE

12+ FM SHARE (METRO): 71.65% (508 of 709) (WIN 89: 74.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F	1 KDON-F	1 KGO >	1 KDON-F<	1 KDON-F	1 KDON-F>	1 KDON-F>	1 KGO >>
2 KWSS-F>	2 KMBY-F	2 KWAV-F	2 KWAV-F	2 KWAV-F	2 KTOM-AF	2 KGO >	2 KGO	2 KGO	2 KGO >	2 KTOM-F>
3 KRAY-F	3 KOCN-F	3 KOCN-F	3 KGO	3 KGO	3 KBAY-F>	3 KTOM-AF>	3 KOCN-F<	3 KTOM-AF	3 KOCN-F<	3 KOCN-F
4	4 KWAV-F	4 KMBY-F	4 KMBY-F	4 KTOM-AF	4 KBOQ-F	4 KWAV-F	4 KTOM-AF<	4 KWAV-F<	4 KBOQ-F	4
5	5 KWSS-F	5 KGO	5 KHIP-F<	5 KHIP-F<	5 KCBS	5 KOCN-F<	5 KWAV-F	5 KOCN-F	5 KMBY-F>	5
6	6 KHIP-F	6 KHIP-F	6 KTOM-AF	6 KOCN-F<	6	6 KWSS-F>>	6	6	6 KTOM-AF	6
7	7	7	7 KOCN-F	7 KMBY-F	7	7 KTGE	7	7	7	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>	1 KDON-F>	1 KDON-F	1 KDON-F>	1 KWAV-F		1 KDON-F>	1 KDON-F	1 KMBY-F>	1 KDON-F	1 KGO
2 KOCN-F>	2 KOCN-F	2 KWAV-F>	2 KWAV-F	KDON-F>		2 KMBY-F	2 KMBY-F>>	2 KDON-F>	2 KMBY-F	2 KMBY-F
3 KWSS-F	3 KWAV-F	3 KOCN-F	3 KOCN-F>	3 KHIP-F		3 KWSS-F	3 KOCN-F	3 KGO	3 KGO	3 KTOM-F
4 KWAV-F	4 KWSS-F	4 KHIP-F>	4 KWSS-F<	4 KTOM-AF		4 KOCN-F	4 KWSS-F	4 KPIG-F>	4 KOCN-F	4 KDON-F
5 KMBY-F	5 KMBY-F	5 KTOM-AF	5 KHIP-F	KOCN-F		5 KRAY-F	5 KHIP-F	5 KWAV-F	5 KHIP-F	5 KOCN-F
6 KMEL-F>	6 KHIP-F	KWSS-F	6 KTOM-AF	6 KBAY-F		6 KHIP-F>	6	6 KOCN-F	6 KTOM-AF	6 KHIP-F
7	7	KMBY-F	7	7		7	7	7 KHIP-F	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME	TSA AQH/CUME
KKMC 880	Gonzales/Sal.	0.7/2.8/ 6/	142
KLAF 1540	Capitola/Mont.	0.4/1.6/ 3/	78
KLFA-F 93.9	King City/Salns	1.2/2.1/ 10/	104
KPIG-F 107.5	Freedom	1.7/3.7/ 14/	185
KPUP 540	Salinas	0.5/2.2/ 4/	110
KRAY-F 103.9	Salinas	1.8/4.7/ 15/	233
KZXR 1460	Salinas	0.4/1.5/ 3/	76
KNBR 680	San Francisco	1.0/3.7/ 9/	193
KOME-F 98.5	San Jose/SF	0.5/3.6/ 4/	185
KSJO-F 92.3	San Jose	1.2/4.9/ 16/	312

HAIR STATIONS

KCTY, 980,	1 KW/247 W (DA-1),	HISPANIC		\$ 23.00 (Lotus)	
KOMY, 1340,	1 KW	NOSTALGIA		MBS, \$ 12.00 (Radio Time)	(WATSONVILLE)
KTGE, 1570,	250 W/8 W	HISPANIC		\$ 13.00 (---)	
KBOQ-F, 92.7,	1 KW @ 570,	CLASSICAL		\$ 22.00 (Durpetti)	
KDON-F, 102.5,	19 KW @ 2270,	CHR		\$ 39.00 (Katz)	Henry
KHIP-F, 93.5,	1 KW @ 1500,	CLASSIC AOR		\$ 17.00 (Eastman)	(HOLLISTER)
KLFA-F, 93.9,	5 KW @ 667,	HISPANIC		\$ 16.00 (Caballero)	(KING CITY)
KMBY-F, 107.1,	1 KW @ 1570,	AOR		\$ 32.00 (Banner)	
KOCN-F, 104.9,	1 KW @ 500,	AC		MBS, TRNSTR, \$ 24.00 (Torbet)	
KPIG-F, 95.9,	3 KW @ 335,	COUNTRY		\$ 17.00 (Republic)	(WATSONVILLE)
KRAY-F, 103.9,	3 KW @ 165,	HISPANIC		\$ 23.00 (Lotus)	
KTOM-F, 100.7,	1 KW @ 2575,	COUNTRY		ABC E, \$ 30.00 (MMR)	Comm. Service
KWAV-F, 96.9,	18 KW @ 2500,	AC		APR, \$ 35.00 (HNWH)	Buckley
KXDC-F, 101.7,	1 KW @ 590,	BTFL/EZ		\$ 15.00 (Christal)	
KLRS-F, 99.1,	1 KW @ 2618,	JAZZ/NAC		\$ 28.00 (Mc-Guild)	Fuller-Jeffrey

OTHER RANKED STATIONS -- See San Francisco or San Jose

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,004,800  
 MSA Rank/Pop: 45/1,061,100  
 ADI # 41  
 Average Person Ratings: 16.0  
 Market TSL: 20.75 hours

Stations: 30/30  
 Diaries: 1365/736:1/61.2%  
 Sample Target: 1250  
 % Below Line: 0.0  
 % Not Listed: 8.0

1989 Revenue: \$30,500,000  
 HH Inc.: \$28,337  
 Retail \$: 6.9 Bill  
 Pop per Station: 33,493  
 #1 Biller: KSL \$4,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KKAT-F (C)	171/10.7	10.6	9.1	9.3	8.6	9.9	185/2464	2163/21.5	19.9	17.7	14.2	231	2311	KKAT-F
2. KSFI-F (EZ)	150/ 9.3	11.3	9.4	7.3	9.8	9.3	171/2215	1852/18.4	19.9	19.7	7.4	121	1436	KSFI-F
3. KSL (MOR)	137/ 8.5	7.8	4.6	6.7	7.0	6.9	168/2965	2424/24.1	22.3	21.5	6.3	103	2108	KSL
4. KISN-F (CHR)	120/ 7.5	6.8	8.0	7.3	6.9	7.4	150/2540	2026/20.2	21.3	24.1	5.8	94	1525	KISN-F
5. KLZX-AF (CL AOR)	98/ 6.1	6.2	3.0	5.0	3.6	5.1	101/1312	1292/12.9	12.9	11.4	5.6	92	1462	KLZX-AF
6. KSOP-AF (C)	96/ 6.0	6.0	5.6	8.3	8.0	6.5	132/2017	1551/15.4	15.4	15.2	9.3	151	1828	KSOP-AF
7. KCPX-F (CHR)	93/ 5.8	4.9	6.9	7.2	7.9	6.2	98/2013	1822/18.1	18.5	23.8	6.1	99	2379	KCPX-F
8. KMGR-F (AC)	70/ 4.4	4.1	2.9	2.6	3.2	3.5	74/1102	1021/10.2	9.3	8.3	1.7	27	482	KMGR-F
9. KBER-F (AOR)	61/ 3.8	5.8	5.3	5.0	4.5	5.0	65/1165	1058/10.5	11.7	9.7	6.4	104	1559	KBER-F
10. KALL (AC)	59/ 3.7	2.9	2.4	2.4	2.3	2.9	59/938	938/ 9.3	9.0	7.8	1.8	29	663	KALL
11. KLVV-F (AC)	55/ 3.5	2.5	2.2	1.2	0.5	2.3	55/954	925/ 9.2	9.0	2.4	1.4	23	637	KLVV-F
12. KRSP-F (AOR)	46/ 2.9	2.0	3.7	5.3	5.6	3.5	51/1254	1091/10.9	9.4	16.3	3.7	60	788	KRSP-F
KJQN-F (AOR)	46/ 2.9	2.0	3.8	2.2	3.3	2.7	49/1023	946/ 9.4	6.4	6.9	5.9	96	1130	KJQN-F
14. KTKK (T)	42/ 2.6	1.3	3.0	1.7	3.1	2.2	42/415	415/ 4.1	4.1	6.2	1.5	25	397	KTKK
15. KDYL (BB)	39/ 2.4	2.4	2.4	2.3	1.6	2.4	39/516	501/ 5.0	4.3	2.7	1.8	29	371	KDYL
16. KZHT-F (CHR)	33/ 2.1	2.3	4.9	2.6	1.7	3.0	36/924	850/ 8.5	8.9	4.9	3.1	51	1150	KZHT-F
17. KLCY-F (AC)	28/ 1.7	2.7	2.2	3.7	3.0	2.6	49/1123	881/ 8.8	8.2	9.7	1.5	24	531	KLCY-F
18. KISN (?)	24/ 1.5	1.0	0.7	1.4	0.4	1.1	30/1047	892/ 8.9	6.3	3.4	0.5	8	222	KISN
19. KRPN-F (O)	16/ 1.0	1.3	1.0	0.5	0.8	0.9	17/361	334/ 3.3	3.3	2.6	0.9	14	247	KRPN-F
20.														

12+ FM SHARE (METRO): 75.42% (1114 of 1477) (WIN 89: 77.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KSL <	1 KSFI-F	1 KKAT-F<	1 KISN-F	1 KKAT-F<
2 KISN-F>	2 KISN-F<	2 KLZX-AF<	2 KLZX-AF	2 KLZX-AF	2 KSL >	2 KKAT-F	2 KKAT-F	2 KSFI-F	2 KKAT-F>	2 KSOP-F
3 KKAT-F	3 KLZX-AF	3 KISN-F>	3 KISN-F	3 KSFI-F	3 KKAT-F	3 KSFI-F	3 KSL	3 KISN-F	3 KCPX-F<	3 KSL >
4 KZHT-F	4 KCPX-F	4 KCPX-F	4 KMGR-F<	4 KSL	4 KSOP-AF	4 KISN-F	4 KISN-F<	4 KSL	4 KLZX-AF	4 KCPX-F
5	5 KBER-F	5 KMGR-F	5 KSL	5 KISN-F<	5 KALL	5 KLZX-AF	5 KLZX-AF<	5 KCPX-F<	5 KSL	KALL
6	6 KMGR-F	6 KSOP-AF<	6 KSFI-F	6 KSOP-AF	6	6 KSOP-AF	6 KSOP-AF	6 KLZX-AF	6 KJQN-F	6
7	7	7 KSL	7 KSOP-AF	7 KMGR-F	7	7	7	7	7	7
8	8	8 KSFI-F	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISN-F	1 KISN-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KISN-F	1 KLZX-AF	1 KLZX-AF>	1 KLZX-AF	1 KLZX-AF
2 KKAT-F	2 KKAT-F>	2 KISN-F>	2 KISN-F>	2 KSFI-F<	2 KCPX-F	2 KKAT-F>	2 KKAT-F>	2 KKAT-F>	2 KKAT-F
3 KCPX-F>	3 KCPX-F	3 KMGR-F	3 KMGR-F<	3 KISN-F	3 KJQN-F	3 KISN-F	3 KSOP-AF	3 KSL <	3 KSL
4 KLVV-F	4 KMGR-F	4 KLZX-AF	4 KCPX-F>	4 KMGR-F>	4 KLZX-AF	4 KBER-F	4 KRSP-F	4 KISN-F	4 KSOP-AF
5 KBER-F	5 KLVV-F	5 KCPX-F	5 KLVV-F	5 KSOP-AF	5 KISN-F	5 KRSP-F	5 KBER-F	5 KSOP-AF	5 KSFI-F
6 KMGR-F>	6 KLZX-AF	6 KLVV-F	6 KSFI-F	6 KSL	6 KBER-F	6 KJQN-F	6 KLVV-F	6 KRSP-F	6 KALL <
7 KJQN-F	7 KSOP-AF	7 KSOP-AF	7	7 KCPX-F	7 KRSP-F>	7	7	7 KBER-F	7 KMGR-F
8	8 KBER-F	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

METRO CUME TSA TSA  
 SHARE/RTG/ AQH/CUME

OTHER RATED STATIONS

KBCK-F	105.7	Salt Lake	0.5/1.8/	8/ 182
KFAM	700	N Salt Lake Cit	0.7/1.6/	11/ 187
KKWY-F	97.9	Ogden/Slt.Lk.Ct	0.9/5.2/	14/ 555
KMGR	1230	Murray/St. Lk.	0.1/0.3/	1/ 33
KRSP	1060	S Salt Lake	0.7/2.9/	12/ 300
KSOS-F	106.9	Brigham/St.Lk.	0.6/3.1/	18/ 388
KSRR	1400	Provo	0.7/2.6/	12/ 263
KUTR	1320	Salt Lake City	0.7/3.7/	11/ 399
KZOL-F	96.1	Provo/Salt Lake	0.9/4.7/	15/ 506

RADIO STATIONS

AM STATIONS

KALL,	910,	5 KW/1 KW (DA-N)	, AC	ABC I, MBS,	\$ 30.00 (Eastman)	Hatch
KDYL,	1280,	5 KW/500 W (DA-N)	, NOSTALGIA	SMN,	\$ 22.00 (CBS)	
KISN,	570,	5 KW (DA-1)	, ??	,	\$ 26.00 (Mc-Guild)	
KRSP,	1060,	10 KW/1 KW (DA-N)	, OLDIES	ABC D,	\$ 20.00 (Durpetti)	
KSL,	1160,	50 KW	, MOR	CBS,	\$ 90.00 (MMR)	Bonneville
KTKK,	630,	1 KW/500 W (DA-2)	, TALK	ABC T,	\$ 23.00 (K & P)	
KLZX,	860,	50 KW/196 W	, AOR	SOURCE,	\$ 20.00 (Christal)	Citadel

FM STATIONS

KQOL,	106.3,	7 KW @ 2710,	COUNTRY ROCK	,	\$ 26.00 (Torbet)	
KCPX,	98.7,	27 KW @ 2930,	CHR	,	\$ 60.00 (Katz)	John Price
KBER,	101.1,	25 KW @ 3740,	AOR	,	\$ 33.00 (HNWH)	(OGDEN)
KZOL,	96.1,	55 KW @ 2620,	OLDIES	TRNSTR,	\$ 27.00 (HNWH)	Cook Inlet (PROVO)
KISN,	97.1,	26 KW @ 3650,	CHR	,	\$ 60.00 (Mc-Guild)	
KJQN,	95.5,	100 KW @ 680,	AOR	,	\$ 27.00 (---)	(OGDEN)
KKAT,	101.9,	26 KW @ 3740,	COUNTRY	,	\$ 74.00 (Banner)	Brown (OGDEN)
KKWY,	97.9,	26 KW @ 3770,	AOR	TRNSTR,	\$ 20.00 (CBS)	(OGDEN)
KLCY,	94.1,	24 KW @ 3030,	AC	ABC E,	\$ 46.00 (Eastman)	Hatch
KLVV,	99.5,	40 KW @ 2953,	AC	,	\$ 21.00 (K & P)	(BOUNTIFUL)
KLZX,	93.3,	26 KW @ 3740,	CLASSIC AOR	,	\$ 30.00 (Christal)	Citadel
KMGR,	107.5,	49 KW @ 2850,	SOFT AC	,	\$ 34.00 (HNWH)	(OREM)
KRPN,	107.9,	67 KW @ 2383,	OLDIES	,	\$ N/A (Christal)	Bonneville (ROY)
KRSP,	103.5,	27 KW @ 3630,	AOR	ABC R,	\$ 58.00 (Durpetti)	
KSFI,	100.3,	26 KW @ 3740,	BTFL/EZ	,	\$ 65.00 (CBS)	
KSOP,	104.3,	25 KW @ 3650,	COUNTRY	,	\$ 56.00 (MMR)	
KSOS,	106.9,	68 KW @ 2369,	??	,	\$ 20.00 (Moore)	(BRIGHMAN)
KZHT,	94.9,	47 KW @ 2730,	CHR	,	\$ 31.00 (Durpetti)	(PROVO)

MISCELLANEOUS COMMENTS: KCGL-F changes calls to KBCK as of February

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHR - Contemporart 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
* SAC - Soft Adult Contemporary	? - Others or Unknown

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SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,054,000

MSA Rank/Pop: 38/1,306,000  
ADI # 44  
Average Person Ratings: 18.4  
Market TSL: 24.25 hours

Stations: 28/28  
Diaries: 1337/788:1/50.7%  
Sample Target: 1260  
% Below Line: 0.0  
% Not Listed: 6.8

1989 Revenue: \$38,500,000  
HH Inc.: \$24,968  
Retail \$: 8.0 Bill  
Pop per Station: 37,642  
#1 Biller: KCYY-F \$5,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F (C)	211/10.9	10.3	9.0	8.4	9.5	9.6	273/2755	2157/20.5	19.7	20.4	10.4	216	1843	KCYY-F
2. KTFM-F (CHR)	133/ 6.9	7.7	6.6	6.0	7.2	6.8	143/2383	2170/20.6	23.1	21.1	9.0	187	2887	KTFM-F
3. KCOR (SP)	132/ 6.8	5.1	3.6	5.2	5.6	5.2	143/995	920/ 8.7	4.7	8.7	5.5	115	730	KCOR
4. KITY-F (CHR)	119/ 6.1	6.5	7.6	6.8	6.2	6.8	139/2179	1906/18.1	18.4	18.0	8.9	184	2154	KITY-F
5. KAJA-F (C)	114/ 5.9	5.0	5.3	5.6	5.1	5.4	130/1720	1485/14.1	14.9	14.2	5.1	105	1335	KAJA-F
6. WOAI (N/T)	98/ 5.1	5.7	4.7	6.0	7.9	5.4	154/2127	1502/14.3	15.2	16.8	4.1	85	1272	WOAI
7. KSMG-F (O)	98/ 5.1	4.5	7.3	6.4	3.9	5.8	107/1723	1571/14.9	13.0	12.8	5.4	112	1278	KSMG-F
8. KQXT-F (EZ)	91/ 4.7	4.4	4.2	4.7	6.3	4.5	104/1528	1276/12.1	10.9	13.5	2.9	60	867	KQXT-F
9. KZEP-F (CL AOR)	81/ 4.2	3.6	4.2	3.1	3.5	3.8	83/1128	1079/10.2	10.3	10.2	2.9	61	736	KZEP-F
10. K TSA (MOR)	81/ 4.2	4.2	4.2	3.4	2.5	4.0	112/1250	892/ 8.5	9.2	8.1	2.7	57	769	K TSA
11. KSAQ-F (CHR)	78/ 4.0	4.8	4.4	3.1	3.3	4.1	81/1351	1271/12.1	15.3	12.4	5.6	116	1300	KSAQ-F
12. KMMX-F (SAC)	75/ 3.9	5.5	4.5	5.1	4.4	4.8	80/1217	1128/10.7	12.7	13.5	4.5	93	1024	KMMX-F
13. KKYX (C)	74/ 3.8	4.6	5.1	5.4	4.2	4.7	135/1660	890/ 8.4	9.6	9.0	3.0	62	693	KKYX
14. KONO (O)	73/ 3.8	2.5	3.3	3.1	3.3	3.2	78/947	824/ 7.8	7.6	9.1	3.8	78	914	KONO
15. KISS-F (AOR)	72/ 3.7	4.4	5.5	5.1	5.0	4.7	95/1728	1439/13.7	13.0	15.4	6.1	127	1516	KISS-F
16. KZVE-F (SP)	53/ 2.7	2.2	3.0	3.1	2.1	2.8	58/728	651/ 6.0	4.2	6.5	2.7	56	578	KZVE-F
17. KSJL (CHR)	40/ 2.1	0.8	2.0	1.2	1.6	1.5	48/605	370/ 3.5	3.5	4.9	1.1	23	550	KSJL
18. KSAH (SP)	33/ 1.7	1.3	1.3	1.0	---	1.3	40/402	271/ 2.6	2.9	0.0	1.2	25	315	KSAH
19. KEDA (SP)	27/ 1.4	1.6	1.9	2.8	2.2	1.9	33/517	460/ 4.4	4.6	6.0	2.2	45	743	KEDA
20. KCHL (J)	25/ 1.3	1.2	0.9	1.1	1.0	1.1	25/263	263/ 2.5	2.2	2.7	1.2	24	222	KCHL
21. KSLR (REL)	24/ 1.2	1.6	1.0	1.1	1.6	1.2	28/529	449/ 4.3	4.2	4.2	1.6	34	551	KSLR
22. KXTN (SP)	23/ 1.2	1.2	1.1	3.1	1.2	1.6	27/449	391/ 3.7	4.1	4.5	1.9	40	373	KXTN
23.														
24.														
25.														

12+ FM SHARE (METRO): 62.91% (1138 of 1809) (WIN 89: 63.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KITY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F<	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KITY-F>	1 KCYY-F<
2 KTFM-F>	2 KTFM-F	2 KAJA-F<	2 KSMG-F<	2 KSMG-F	2 KCOR >	2 KCOR	2 KAJA-F	2 KTFM-F	2 KTFM-F<	2 KTFM-F>>
3 KSAQ-F	3 KITY-F	3 KTFM-F<	3 KAJA-F	3 KAJA-F	3 WOAI	3 KTFM-F	3 KCOR	3 KAJA-F<	3 KSAQ-F	3 WOAI
4	4 KMMX-F	4 KSMG-F	4 KZEP-F	4 KZEP-F	4 KQXT-F<	4 WOAI <	4 KQXT-F<	4 KSMG-F	4 KCYY-F	4 KITY-F
5	5 KISS-F<	5 KZEP-F	5 KMMX-F	5 KMMX-F	5 K TSA	5 KAJA-F<	5 KSMG-F	5 KITY-F	5 KCOR	5 KCOR
6	6 KSAQ-F<	6 KITY-F	6 KTFM-F	6 KTFM-F	6 KKYX	6 KITY-F	6 WOAI <	6 KCOR	6 KISS-F	6 KSMG-F
7	7 KZEP-F	7 KMMX-F	7 KQXT-F	7 KQXT-F	7 KONO	7	7 KTFM-F	7 KSAQ-F	7	7
8	8 KAJA-F	8	8	8 WOAI	8	8	8	8	8	8
9	9	9	9	9 KONO	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KSAQ-F>	1 KCYY-F	1 KZEP-F	1 KCYY-F>	1 KCYY-F>
2 KITY-F	2 KTFM-F	2 KSMG-F	2 KTFM-F	2 KSMG-F<	2 KISS-F	2 KISS-F	KCYY-F	2 KZEP-F>	2 KZEP-F
3 KCYY-F	3 KITY-F	3 KMMX-F	3 KAJA-F	3 KAJA-F	KCYY-F	3 KZEP-F	3 KMMX-F	3 KISS-F	3 WOAI
4 KSAQ-F>	4 KMMX-F	4 KAJA-F	4 KSMG-F	4 KQXT-F	4 KSJL	4 KITY-F	4 KAJA-F	KAJA-F<	4 KSMG-F
5 KMMX-F	5 KSMG-F	5 KTFM-F	5 KITY-F	5 KCOR <	KITY-F>	5 KSAQ-F	5 KISS-F	5 KSMG-F	5 KAJA-F
6 KISS-F	6 KSAQ-F	6 KZEP-F	6 KMMX-F<	6 KMMX-F<	6 KTFM-F	6 KAJA-F	6 WOAI	6 WOAI	6 KMMX-F
7 KAJA-F	7 KAJA-F	7 KZVE-F	7 KQXT-F	7 KTFM-F	7 KZEP-F	7 KMMX-F<	7 KSMG-F	7 KTFM-F	7 KTFM-F
8 KSMG-F>	8	8 KQXT-F	8	8 KONO	8 KAJA-F>	8 KTFM-F	8 KTFM-F	8	8

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

KDRY	1100	Alamo Heights	0.7/1.7/	14/	189
KFAN-F	101.1	Fredericksburg	0.7/4.4/	23/	600
KFHM	1160	San Antonio	0.4/2.1/	17/	275
KGNB	1420	New Braunfels	0.4/1.6/	9/	194
KWED	1580	Seguin	0.3/1.1/	6/	113
KZEP	1250	San Antonio	0.3/1.8/	6/	200

RADIO STATIONS

AM STATIONS

KCHL,	1480,	2.5 KW (DAYS, DA)	, BLACK	, \$	20.00 (Mc-Guild)	
KCOR,	1350,	5 KW (DA-N)	, HISPANIC	, \$	67.00 (Katz Hisp.)	Tichenor
KDRY,	1100,	11 KW/1 KW (DA-N)	, RELIGION	, \$	12.00 (---	
KEDA,	1540,	5 KW/1 KW (DA-N)	, HISPANIC	, \$	38.00 (Caballero)	
KFHM,	1160,	10 KW/1 KW (DA-2)	, HISPANIC	, \$	19.00 (---	
KKYX,	680,	50 KW/10 KW (DA-N)	, COUNTRY	ABC I,	\$ 53.00 (Katz)	NewCity
KONO,	860,	5 KW/1 KW	, OLDIES	NBC,	\$ 36.00 (Christal)	Genesis/Booth
KRIA,	930,	5 KW/1 KW (DA-N)	, OLDIES	CRC,	\$ 26.00 (Lotus)	Adams
KSAH,	720,	10 KW/1 KW (DA-2)	, HISPANIC	, \$	22.00 (Caballero)	
KSJL,	760,	50 KW/1 KW (DA-1)	, AOR	SMN, NBC,	\$ N/A (Eastman)	Inner City
KSLR,	630,	5 KW (DA-2)	, RELIGION	, \$	19.00 (---	
KTSA,	1310,	5 KW (DA-N)	, MOR	ABC D,	\$ 29.00 (Banner)	
KXTN,	1310,	5 KW/280 W (DA-1)	, HISPANIC	, \$	29.00 (Lotus)	TK
WQAI,	1200,	50 KW	, NEWS/TALK	CBS,	\$ 80.00 (Christal)	Clear Channel

FM STATIONS

KAJA,	97.3,	100 KW @ 472,	COUNTRY	, \$	65.00 (Christal)	Clear Channel
KCYX,	100.3,	98 KW @ 570,	COUNTRY	, \$	84.00 (Katz)	NewCity
KFAN,	101.1,	100 KW @ 620,	AC	, \$	N/A (Eastman)	(FREDERICKSBURG)
KISS,	99.5,	100 KW @ 1084,	AOR	SOURCE,	\$ 70.00 (MMR)	Adams
KITY,	92.9,	100 KW @ 1016,	CHR	, \$	64.00 (Christal)	Genesis/Booth
KMMX,	106.7,	100 KW @ 1030,	SOFT AC	, \$	58.00 (Mc-Guild)	
KQXT,	101.9,	100 KW @ 700,	BTFL/EZ	, \$	59.00 (Group W)	Westinghouse
KSAQ,	96.1,	100 KW @ 480,	CHR	NBC, US 1,	\$ 45.00 (Eastman)	Inner City
KSMG,	105.3,	100 KW @ 1240,	OLDIES	US 1,	\$ 60.00 (CBS)	Rusk
KTFM,	102.7,	100 KW @ 670,	CHR	, \$	70.00 (Banner)	
KZEP,	104.5,	100 KW @ 660,	CLASSIC AOR	MBS,	\$ 50.00 (Torbet)	Lotus
KZVE,	107.5,	100 KW @ 1514,	HISPANIC	, \$	44.00 (Eastman)	TK

SAN DIEGO

Arbitron Rank/Pop (12+): 16/2,046,800  
 MSA Rank/Pop: 16/2,310,600  
 ADI # 24  
 Average Person Ratings: 17.1  
 Market TSL: 22.75 hours

Stations: 39/31  
 Diaries: 2064/992:1/52.3%  
 Sample Target: 1740  
 % Below Line: 4.8  
 % Not Listed: 9.0

1989 Revenue: \$84,300,000  
 HH Inc.: \$31,832  
 Retail \$: 17.6 Bill  
 Pop per Station: 66,025  
 #1 Biller: KFMB \$10,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-F (CHR)	326/ 9.3	8.3	9.0	8.1	8.1	8.7		4590/22.4	21.2	24.0	13.4	461	6177	KKLQ-F
2. KSON-AF (C)	234/ 6.6	5.7	6.1	7.0	6.1	6.3		2772/13.5	12.4	10.7	8.4	290	3455	KSON-AF
3. KGB -F (AOR)	215/ 6.1	7.0	5.0	8.8	6.5	6.7		2592/12.7	16.4	15.2	7.6	262	2611	KGB -F
4. KSDO (N/T)	209/ 6.0	4.9	6.2	6.0	5.6	5.8		2422/11.8	11.4	11.9	3.9	134	1713	KSDO
5. KJQY-F (EZ)	187/ 5.3	6.5	5.4	6.6	8.3	5.9		2425/11.8	10.7	14.4	4.3	148	1638	KJQY-F
6. KYXY-F (AC)	175/ 5.0	4.3	3.6	3.6	5.2	4.1		2570/12.6	10.3	12.9	3.4	117	1877	KYXY-F
7. KPOP (BB)	169/ 4.8	4.4	3.0	2.5	3.7	3.7		1324/ 6.5	7.9	7.4	2.7	93	858	KPOP
8. KFMB (MOR)	161/ 4.6	4.2	8.3	6.7	4.4	5.9		2322/11.3	11.8	12.0	3.2	109	1968	KFMB
9. KFMB-F (AC)	159/ 4.5	4.1	5.4	5.7	5.2	4.9		3207/15.7	14.7	17.7	3.3	113	2246	KFMB-F
10. XTRA-F (AOR)	151/ 4.3	4.8	5.6	4.6	5.0	4.8		2479/12.1	13.3	13.7	6.6	228	2987	XTRA-F
11. KFSD-F (CL)	150/ 4.3	3.9	3.0	2.6	3.4	3.5		1843/ 9.0	9.5	8.4	3.8	131	1074	KFSD-F
12. KKYY-F (AC)	148/ 4.2	3.2	3.1	3.5	3.8	3.5		2381/11.6	10.0	9.4	3.6	124	1856	KKYY-F
13. KIFM-F (J)	147/ 4.2	3.7	3.5	3.1	3.2	3.6		1850/ 9.0	9.0	8.9	4.5	154	2157	KIFM-F
14. KCBQ-F (O)	91/ 2.6	2.1	3.2	2.5	3.0	2.6		2073/10.1	7.4	11.1	2.7	94	1320	KCBQ-F
15. KSDO-F (CL AOR)	69/ 2.0	1.7	2.0	1.9	1.8	1.9		1529/ 7.5	7.5	5.6	2.6	91	1379	KSDO-F
16. KNX (N)	51/ 1.5	1.6	1.1	1.6	1.6	1.5		1120/ 5.5	5.4	5.4	1.0	34	784	KNX
17. KGMG-F (CL AOR)	47/ 1.3	2.1	2.3	1.8	2.0	1.9		1072/ 5.2	5.8	6.7	2.3	78	874	KGMG-F
18. XHRM-F (B)	45/ 1.3	3.3	3.2	3.2	3.8	2.8		1340/ 6.5	8.2	9.6	3.2	110	2009	XHRM-F
19. KCBQ (O)	42/ 1.2	1.3	0.6	0.5	0.5	0.9		652/ 3.2	3.4	1.7	0.5	17	381	KCBQ
20. XTRA (N)	41/ 1.2	1.6	1.1	0.8	0.9	1.2		1138/ 5.6	7.2	4.3	1.3	44	1114	XTRA
21. XLTN-F (SP)	40/ 1.1	1.4	0.6	1.3	0.3	1.1		523/ 2.6	2.4	1.3	1.2	41	580	XLTN-F
22. KKLQ (CHR)	35/ 1.0	0.7	0.6	0.7	0.8	0.8		678/ 3.3	0.0	0.0	0.7	23	458	KKLQ

24.  
25.

San Diego's Metro & TSA are the same

12+ FM SHARE (METRO): 72.94% (2329 of 3193) (WIN 89: 74.66%)

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 KKLQ-F	1 KSON-AF	1 KSON-AF	1 KSDO	1 KKLQ-F	1 KSON-AF	1 KKLQ-F>	1 KKLQ-F>>	1 KSDO >>
2 KKLQ	2 KKLQ-F>	2 KFSD-F	2 KYXY-F<	2 KIFM-F	2 KPOP <	2 KFMB	2 KYXY-F<	2 KSON-AF	2 KGB -F<	2 KGB-F
3 XTRA-F	3 XTRA-F	3 KSON-AF	3 KIFM-F	3 KKLQ-F<	3 KSON-AF	3 KSDO	3 KGB -F<	3 KGB -F	3 KSDO	3 KPOP-F
4	4 KKYY-F	4 KYXY-F	4 KKLQ-F	4 KFMB-F	4 KJQY-F	4 KSON-AF<	4 KJQY-F	4 KJQY-F<	4 XTRA-F	4 KFMB-F<
5	5 KFMB-F	5 KKYY-F<	5 KKYY-F	5 KFMB	5 KGB -F	5 KSDO <	5 KSDO <	5 KFSD-F<	5 KFSD-F	5 KFSD-F
6	6 KYXY-F	6 KFMB <	6 KFMB-F<	6 KGB -F	6 KFSD-F	6 KKYY-F	6 KKLQ-F	6 KYXY-F<	6 KJQY-F<	6 KJQY-F
7	7 KSON-AF>>	7 XTRA-F<	7 KGB -F>>	7 KFMB <	7 KYXY-F	7 KJQY-F	7 KPOP >>	7 KIFM-F>>	7 KIFM-F	7 KKLQ-F
8	8 KSON	8 KIFM-F>>	8 KSON	8 KJQY-F>>	8 KIFM-F>>	8 KFMB-F>>	8 KSON	8 KSON	8 KSON-AF>>	8
9	9	9 KSON	9	9 KSON	9 KSON	9 KSON	9	9	9 KSON	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKLQ-F>	1 KKLQ-F>	1 KKYY-F	1 KKLQ-F	1 KYXY-F	1 KGB -F>	1 KGB -F>	1 KGB -F<	1 KGB -F>	1 KSON-AF
2 XTRA-F	2 KKYY-F	2 KKLQ-F	2 KYXY-F	2 KSON-AF	2 XTRA-F>>	2 XTRA-F<	2 KKLQ-F>	2 KKLQ-F	2 KGB -F
3 KFMB-F	3 KFMB-F	3 KFMB-F	3 KKOS-F<	3 KKLQ-F<	3 KKLQ-F>	3 KKLQ-F>>	3 XTRA-F	3 XTRA-F	3 KIFM-F
4 KKYY-F	4 KYXY-F	4 KIFM-F	4 KFMB-F	4 KKYY-F<	4 KKYY-F>	4 KKYY-F<	4 KSON-AF	4 KSON-AF	4 KSDO
5 KYXY-F	5 XTRA-F	5 KYXY-F	5 KSON-AF	5 KFMB-F	5 KGMG-F	5 KFMB-F	5 KFMB-F<	5 KIFM-F	5 KFMB
6 KGB -F>	6 KSON-AF	6 KSON-AF>	6 KIFM-F	6 KIFM-F	6 KFMB-F	6 KSON-AF	6 KSDO-F	6 KKYY-F	6 KYXY-F
7 KSON-AF	KIFM-F<	7 KGB -F	7 KJQY-F>>	7 KJQY-F>>	7 KSDO-F	KSON	7 KIFM-F	7 KIFM-F	7 KKLQ-F
XHRM-F	8 KGB -F	8 KCBQ-F	8 KSON	8 KSON	8 KFSD-F	KSDO >>	8 KYXY-F	8 KFMB >>	8 KFMB-F>>
KJQY-F	9	9 XTRA-F>	9	9	9 KLOS-F	9 KSDO-F	9 KKYY-F	9 KSON	9 KSON

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

KCEO	1000	VISTS	0.3/1.4/ 12/ 288
KGMG	1320	OCEANSIDE	0.9/1.4/ 30/ 290
KKOS-F	95.9	CARLSBAD	0.6/2.3/ 22/ 476
KOWA	1450	ESCONDIDO/SD	0.3/1.1/ 11/ 225
KOWF-F	92.1	ESCONDIDO/SNDGO	0.3/1.5/ 12/ 303
KPRZ	1210	SAN MARCOS/SD	0.4/1.7/ 13/ 338
KSON	1240	SAN DIEGO	0.4/0.0/ 0/ 0
XEMO	860	TIJUANA	0.8/2.4/ 27/ 494
XHKY-F	95.7	TIJUANA/SD	0.7/1.7/ 26/ 349
XHTZ-F	90.3	TIJUANA	0.8/4.9/ 29/1011
KABC	790	LOS ANGELES	0.5/1.2/ 16/ 249
KBIG-F	104.3	LOS ANGELES	0.5/1.6/ 19/ 324
KFI	640	LOS ANGELES	0.6/2.2/ 20/ 451
KLOS-F	95.5	LOS ANGELES	0.8/1.9/ 29/ 389
KLVE-F	107.5	LOS ANGELES	0.3/0.6/ 11/ 124
KWVE-F	107.9	SAN CLEMENTE	0.3/0.9/ 12/ 189
XPRS	1090	TIJUANA	0.3/0.8/ 12/ 162

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	OLDIES	, \$	N/A (Republic)	Adams
KFMB,	760,	5 KW (DA-N)	, MOR	CBS,	\$ 170.00 (Mc-Guild)	Midwest TV
KKLQ,	600,	5 KW (DA-1)	, CHR	APR, MBS,	\$ N/A (Christal)	Edens
KPOP,	1360,	5 KW/ 1 KW	, NOSTALGIA	NBC,	\$ 43.00 (Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC I,	\$ 128.00 (Durpetti)	Gannett
KSON,	1240,	1 KW	, COUNTRY	MBS,	\$ N/A (Banner)	Jeff-Pilot
XTRA,	690,	50 KW (DS-2)	, NEWS	ABC E,	\$ 40.00 (MMR)	Noble

FM STATIONS

KCBQ,	105.3,	29 KW @ 620,	OLDIES	, \$	75.00 (Republic)	Adams
KFMB,	100.7,	30 KW @ 620,	CONTEMP/AC	, \$	128.00 (Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641,	CLASSICAL	, \$	71.00 (HNWH)	Lotus
KGB,	101.5,	50 KW @ 470,	AOR	, \$	153.00 (Katz)	Brown
KGMG,	102.1,	10 KW @ 980,	CLASSIC AOR	SOURCE,	\$ 44.00 (Banner)	
KIPM,	98.1,	28 KW @ 640,	JAZZ/NAC	, \$	79.00 (CBS)	
KJQY,	103.7,	36 KW @ 650,	EZ	, \$	90.00 (Group W)	Westinghouse
KKLQ,	106.5,	50 KW @ 442,	CHR	, \$	128.00 (Christal)	Edens
KKOS,	95.9,	3 KW @ 305,	AC	, \$	40.00 (—)	
KKYY,	94.9,	22 KW @ 710,	AC	, \$	70.00 (Torbet)	Sandusky
KSON,	97.3,	50 KW @ 442,	COUNTRY	, \$	99.00 (Banner)	Jeff-Pilot
KSDO,	102.9,	32 KW @ 590,	CLASSIC AOR	SMN,	\$ 60.00 (Durpetti)	Gannett
KYXY,	96.5,	41 KW @ 540,	AC	, \$	70.00 (HNWH)	
XHRM,	92.5,	50 KW @ 600,	BLACK	ABC F,	\$ 49.00 (K & P)	
XHTZ,	90.3,	100 KW @ 1000,	CHR	, \$	40.00 (—)	
XLTN,	104.5,	60 KW @ 1200,	HISPANIC	, \$	35.00 (Katz Hisp.)	
XTRA,	91.1,	100 KW @ 1000,	AOR	, \$	92.00 (MMR)	Noble

CALL LETTER CHANGES

KVSD-A changes to KCEO-A  
as of February 1990

FORMAT CHANGES

STATION SALES

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,017,400  
 ADI # 4  
 MSA Rank/Pop: (28 San Francisco) 4,700,000  
 (22 Oakland)  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 51/49  
 Diaries: 3599/1394:1/49.4%  
 Sample Target: 2720  
 % Below Line: 1.2  
 % Not Listed: 10.3

1989 Revenue: \$173,200,000  
 HH Inc.: \$37,970  
 Retail \$: 39.9 Bill  
 Pop per Station: 102,395  
 #1 Biller: KGO \$21,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	633/ 7.4	8.2	7.6	7.0	8.3	7.6	803/11199	8809/17.6	19.8	17.9	8.1	662	8258	KGO
2. KMEL-F (CHR)	468/ 5.5	4.9	4.8	5.6	5.0	5.2	500/7647	7015/14.0	13.4	13.9	7.7	630	9383	KMEL-F
3. KOIT-AF (AC)	440/ 5.2	4.8	4.0	4.9	3.8	4.7	448/6947	6741/13.4	13.1	11.9	3.2	262	3896	KOIT-AF
4. KCBS (N/T)	417/ 4.9	6.1	5.3	4.6	4.6	5.2	502/9456	8021/16.0	20.1	14.2	4.8	289	5567	KCBS
5. KFRC (BB)	361/ 4.2	3.6	3.1	3.5	3.7	3.6	440/6185	4998/10.0	9.4	9.5	3.4	279	3229	KFRC
6. KABL-AF (EZ)	328/ 3.8	4.6	3.6	4.5	5.0	4.1	335/4976	4769/ 9.5	10.9	10.2	3.1	247	3085	KABL-AF
7. KIOI-F (AC)	315/ 3.7	2.6	3.6	3.9	3.6	3.5	326/6442	6147/12.3	9.8	12.0	3.6	293	5085	KIOI-F
8. KRQR-F (AOR)	246/ 2.9	2.9	2.9	3.0	2.8	2.9	265/5084	4549/ 9.1	7.8	8.5	4.5	363	4766	KRQR-F
9. KSOL-F (AOR)	233/ 2.7	2.9	3.0	2.7	2.7	2.8	238/4410	4283/ 8.5	8.4	9.0	1.9	313	5607	KSOL-F
10. KXXX-F (CHR)	232/ 2.7	2.7	2.7	2.8	2.8	2.7	245/5545	5363/10.7	9.7	10.4	3.3	265	5464	KXXX-F
11. KKSF-F (J/NAC)	229/ 2.7	2.7	2.8	2.3	3.0	2.6	231/3304	3268/ 6.5	6.3	7.2	2.1	172	3108	KKSF-F
12. KBAY-F (EZ)	221/ 2.6	2.0	2.1	2.0	2.2	2.2	275/3695	2883/ 5.7	4.3	4.9	1.9	156	1441	KBAY-F
13. KBLX-F (J/NAC)	217/ 2.5	1.9	1.9	2.3	2.3	2.2	224/2978	2893/ 5.8	5.6	6.1	2.5	201	3002	KBLX-F
14. KNBR (N/T)	211/ 2.5	3.7	5.0	3.5	2.6	3.7	293/6213	4563/ 9.1	13.2	9.1	2.0	161	3183	KNBR
15. KDFC-AF (CL)	209/ 2.5	2.6	2.3	2.3	2.8	2.4	224/3830	3545/ 7.1	7.6	7.2	1.2	101	2482	KDFC-AF
16. KSNF-F (C)	207/ 2.4	2.6	2.7	3.4	3.2	2.8	216/3273	3087/ 6.2	7.3	7.4	3.1	254	3065	KSNF-F
17. KITS-F (CHR)	200/ 2.3	1.8	2.3	2.7	2.6	2.3	205/3756	3614/ 7.2	6.4	6.6	2.4	199	3538	KITS-F
18. KOME-F (AOR)	198/ 2.3	2.0	1.6	2.0	1.4	2.0	204/2934	2737/ 5.5	4.4	5.0	2.4	197	2743	KOME-F
19. KKHI-AF (CL)	185/ 2.2	1.9	2.1	2.0	2.3	2.0	189/3183	3089/ 6.2	6.2	6.8	2.1	172	2684	KKHI-AF
20. KFOG-F (AOR)	173/ 2.0	2.0	2.1	2.0	2.0	2.0	177/3654	3475/ 6.9	7.3	6.7	2.8	226	3621	KFOG-F
21. KNEW (C)	152/ 1.8	1.5	1.1	1.4	1.3	1.5	156/2119	2044/ 4.1	3.9	3.9	2.1	174	1629	KNEW
22. KHQT-F (CHR)	134/ 1.6	1.2	1.7	1.2	1.7	1.4	134/2227	2218/ 4.4	3.9	4.4	2.1	170	2424	KHQT-F
23. KSJO-F (AOR)	120/ 1.4	1.1	1.1	1.1	1.4	1.2	134/2544	2237/ 4.5	4.1	4.7	1.8	152	2750	KSJO-F
24. KYA -F (O)	118/ 1.4	1.1	1.5	1.7	1.5	1.4	126/3226	3110/ 6.2	4.8	6.6	1.7	140	1974	KYA -F
24. KDIA (B)	118/ 1.4	1.3	1.0	1.1	0.8	1.2	118/1510	1506/ 3.0	3.1	2.3	1.7	139	1676	KDIA
26. KSFO (O)	113/ 1.3	2.0	2.9	2.4	1.7	2.2	124/2950	2760/ 5.5	8.2	7.4	1.8	147	2005	KSFO
KARA-F (AC)	113/ 1.3	1.1	1.4	1.3	1.1	1.3	114/1907	1812/ 3.6	3.6	4.1	0.8	69	1350	KARA-F
28. KLOK (SP)	90/ 1.1	1.1	0.5	0.6	0.5	0.8	97/1188	1088/ 2.2	2.3	1.7	0.7	57	927	KLOK
28. KEZR-F (AC)	90/ 1.1	0.8	1.0	1.2	0.7	1.0	96/1919	1793/ 3.6	3.0	2.4	0.9	77	1394	KEZR-F
30.														

12+ FM SHARE (METRO): 65.49% (5009 of 7648) (WIN 89: 64.79%)

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-AF	1 KOIT-AF	1 KGO >	1 KGO	1 KOIT-AF	1 KMEL-F	1 KMEL-F	1 KGO
2 KXXX-F	2 KRQR-F	2 KOIT-AF	2 KIOI-F	2 KGO	2 KCBS >	2 KCBS >	2 KGO	2 KGO	2 KGO	2 KNBR
3 KHQT-F	3 KIOI-F<	3 KIOI-F	KGO	3 KIOI-F	3 KFRC	3 KMEL-F	3 KFRC	3 KOIT-AF<	3 KNBR >	3 KCBS
4	4 KOIT-AF<	4 KRQR-F	4 KKSF-F	4 KKSF-F	4 KABL-AF	4 KOIT-AF<	4 KABL-AF	4 KCBS	4 KXXX-F	4 KFRC
5	5 KOME-F<	KGO	5 KMEL-F<	5 KMEL-F	5 KOIT-AF>	5 KFRC	5 KIOI-F<	KIOI-F	5 KIOI-F<	5 KIOI-F<
6	6 KITS-F	6 KKSF-F	6 KBLX-F	KCBS	6 KBAY-F	6 KIOI-F	6 KMEL-F	6 KABL-AF	6 KOIT-AF	6 KMEL-F
7	7 KXXX-F	7 KBLX-F	7 KRQR-F	KBLX-F	7 KNBR <	7 KABL-AF	KCBS	KFRC	7 KFRC	7 KSNF-F
8	8 KSOL-F	8 KSOL-F<	8 KCBS	8 KRQR-F	8 KDFC-AF<	8 KNBR	8 KRQR-F	8 KRQR-F	8 KDFC-AF>	8 KNEW
9	9	9 KITS-F	9	9	9 KKHI-AF	9	9 KKSF-F	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 KMEL-F	1 KMEL-F	1 KIOI-F	1 KOIT-AF	1 KOIT-AF	1 KMEL-F>	1 KMEL-F	1 KRQR-F	1 KMEL-F<	1 KGO
2 KITS-F>	2 KIOI-F>	2 KMEL-F	2 KMEL-F<	2 KIOI-F>	2 KRQR-F<	2 KRQR-F	2 KMEL-F<	2 KRQR-F	2 KOIT-AF
3 KXXX-F>	3 KOIT-AF	3 KOIT-AF>	3 KIOI-F>	3 KMEL-F	3 KOME-F	3 KOME-F>	3 KOIT-AF	3 KGO	3 KKSF-F
4 KIOI-F	4 KXXX-F	4 KBLX-F<	4 KBLX-F	KGO	4 KSJO-F	4 KITS-F	4 KOME-F<	4 KOME-F<	4 KCBS
5 KOIT-AF	5 KITS-F	5 KSOL-F	5 KSOL-F	5 KABL-AF	5 KOIT-AF	5 KOIT-AF	5 KFOG-F	5 KOIT-AF	5 KRQR-F<
KRAK	6 KSOL-F	6 KKSF-F	6 KGO	6 KBLX-F	6 KXXX-F<	6 KSJO-F<	6 KKSF-F	6 KKSF-F	6 KFOG-F
KSOL-F	7 KRQR-F	7 KRQR-F	7 KXXX-F	7 KKSF-F	7 KSOL-F>	7 KFOG-F	7 KGO	7 KFOG-F	7 KBLX-F
KHQT-F	8 KBLX-F	8 KOME-F	8 KKSF-F	8 KSOL-F	8 KHQT-F	8 KXXX-F	8 KITS-F	8 KITS-F	8 KNBR
9 KRQR-F>	9	9 KXXX-F	9	9	9 KSNF-F	9	9 KBLX-F	9 KCBS	9
10	10	10	10	10	10	10	10	10	10



OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

KBRG-F	104.9	Fremont/SF	0.8/1.4/	68/	752
KEAR-F	106.9	San Francisco	0.7/0.9/	68/	734
KEEN	1370	San Jose	0.5/1.0/	40/	525
KFAX	1100	San Francisco	0.7/1.7/	62/	880
KHTT-F	92.9	Healdsburg/SnRsa	0.3/1.4/	39/	766
KIQI	1010	San Francisco	0.9/1.9/	74/	997
KJAZ-F	92.7	Alameda	0.8/3.1/	74/	1561
KKIQ-F	101.7	Livermore	0.3/1.0/	28/	556
KLIV	1590	San Jose	0.5/1.1/	41/	563
KOFY	1050	San Mateo/SF	0.8/3.1/	66/	1610
KOFY-F	98.9	San Francisco	0.4/2.6/	37/	1311
KUIC-F	95.3	Vacaville/Fair.	0.4/0.7/	37/	499
KWSS-F	94.5	Gilroy	0.6/3.3/	88/	2566
KZST-F	100.1	Santa Rosa	0.7/2.2/	63/	1158
KRAK	1140	Sacramento	0.9/1.1/	185/	2151
KSFM-F	102.5	Woodland	0.4/1.6/	188/	3279

RELIG STATIONS

KABL,	960,	5 KW (DA-1)	, BTFI/EZ	, \$ N/A (Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS, \$ 225.00 (CBS)	CBS
KDIA,	1310,	5 KW (DA-1)	, BLACK	, \$ 50.00 (---)	Ragan Henry
KFAX,	1100,	50 KW (DA-1)	, RELIGION	, \$ 45.00 (---)	Salem
KFRG,	610,	5 KW	, NOSTALGIA	US 1 MBS, \$ 60.00 (Republic)	RKO
KGO,	810,	50 KW	, NEWS/TALK	ABC 1, \$ 340.00 (Banner)	Cap Cities/ABC
KIQI,	1010,	10 KW/500W (DA-1)	, HISPANIC	, \$ 57.00 (Caballers)	
KNBR,	680,	50 KW	, MOR	NBC, \$ 190.00 (Eastman)	Susquehanna
KNEW,	910,	5 KW (DA-N)	, COUNTRY	, \$ 70.00 (Katz)	Malrite
KOFY,	1050,	50 KW/1KW (DA-2)	, OLDIES	, \$ 55.00 (K & P)	
KSFO,	560,	5 KW (DA-N)	, OLDIES	US 2, \$ 100.00 (MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @ 940,	BTFI/EZ	, \$ 160.00 (Christal)	Shamrock
KBLX,	102.9,	7 KW @ 1285,	JAZZ/URBAN	, \$ 145.00 (HNWH)	Inner City
KBRG,	104.9,	3 KW @ 300,	HISPANIC	, \$ 55.00 (Lotus)	
KDFC,	102.1,	33 KW @ 1000,	CLASSICAL	, \$ 75.00 (CMBS)	
KFOG,	104.5,	8 KW @ 1370,	AOR	SOURCE, \$ 125.00 (Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1160,	AC	, \$ 140.00 (Durpetti)	Fairmont
KITS,	105.3,	15 KW @ 1200,	AOR/CHR	ABC F, \$ 100.00 (Republic)	Entercom
KJAZ,	92.7,	2 KW @ 550,	JAZZ	, \$ 80.00 (Roslin)	
KKHI,	95.7,	9 KW @ 1473,	CLASSICAL	, \$ 80.00 (HNWH)	Buckley
KKSF,	130.7,	8 KW @ 1470,	JAZZ/NAC	, \$ 140.00 (Banner)	Brown
KMEL,	106.1,	69 KW @ 1240,	CHR	, \$ 180.00 (Christal)	Century
KOFY,	98.9,	6 KW @ 1350,	AC	, \$ 70.00 (K & P)	
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	, \$ 137.00 (Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS, \$ 135.00 (CBS)	CBS
KSAN,	94.9,	35 KW @ 1290,	COUNTRY	, \$ 170.00 (Katz)	Malrite
KYA,	93.3,	31 KW @ 593,	OLDIES	US 2, \$ 90.00 (MMR)	King
KSOL,	107.7,	9 KW @ 1590,	BLACK	APR, \$ 135.00 (MMR)	TA/Shaw
KXXX,	99.7,	45 KW @ 1240,	CHR	, \$ 140.00 (Mc-Guild)	Emmis

CALL LETTER CHANGES

KKIS-A changes to KIXA-A  
as of February, 1990

FORMAT CHANGES

STATION SALES

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,211,400  
 MSA Rank/Pop: 30/1,437,800  
 San Francisco ADI  
 Average Person Ratings: 17.0  
 Market TSL: 22.25 hours

Stations: 44/16  
 Diaries: 1385/875:1/48.7%  
 Sample Target: 1400  
 % Below Line: NA  
 % Not Listed: NA

1989 Revenue: \$29,400,000  
 HH Inc.: \$44,492  
 Retail \$: 12.3 Bill  
 Pop per Station: 75,712  
 #1 Biller: KOME-F \$4,800,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	145/ 7.0	6.2	6.3	6.6	6.9	6.5	243/3208	1592/13.1	12.3	14.3	5.4	112	1004	KBAY-F
2. KOME-F (AOR)	139/ 6.8	4.8	4.8	5.0	4.2	5.4	201/2737	1820/15.0	12.5	12.9	7.6	158	1913	KOME-F
3. KHQT-F (CHR)	127/ 6.2	4.5	6.2	4.1	6.3	5.3	133/2197	1848/15.3	14.2	15.3	7.6	158	2101	KHQT-F
4. KARA-F (AC)	99/ 4.8	4.2	5.2	5.2	3.7	4.8	111/1806	1501/12.4	12.9	13.6	3.1	64	1107	KARA-F
5. KSJO-F (AOR)	83/ 4.0	2.2	3.4	3.9	3.5	3.4	125/2399	1534/12.7	10.6	12.2	4.4	91	1819	KSJO-F
6. KEZR-F (AC)	79/ 3.8	3.1	3.7	4.4	2.8	3.8	95/1901	1498/12.4	10.5	8.5	3.6	75	1147	KEZR-F
7. KWSS-F (CHR)	46/ 2.2	3.5	4.2	4.4	3.8	3.6	90/2502	1352/11.2	13.1	13.8	3.3	69	1362	KWSS-F
8. KDPC-AF (CL)	40/ 1.9	1.9	2.0	1.4	1.4	1.8	106/1802	828/ 6.8	7.9	5.6	0.6	13	314	KDPC-AF
9. KEEN (C)	37/ 1.8	1.3	2.3	3.4	2.4	2.2	39/481	397/ 3.3	4.2	4.1	1.7	36	528	KEEN
10. KLIV (BB)	34/ 1.7	1.9	1.3	2.3	1.7	1.8	41/532	419/ 3.5	5.2	4.2	1.5	31	372	KLIV
11. KLRS-F (J/NA)	16/ 0.8	0.6	0.6	0.9	1.1	0.7	37/833	436/ 3.6	2.4	3.6	0.6	13	359	KLRS-F
12. KLOK (SP)	15/ 0.7	2.4	1.2	1.1	1.1	1.4	52/765	364/ 3.0	4.1	3.2	1.7	35	559	KLOK
13. KAZA (SP)	14/ 0.7	1.7	0.4	0.8	1.1	0.9	24/370	216/ 1.8	2.6	1.9	0.4	8	128	KAZA
14. KNTA (SP)	12/ 0.6	1.7	0.4	0.8	1.1	0.9	12/219	219/ 1.8	2.4	2.1	1.4	29	250	KNTA
15. KRTY-F (C)	9/ 0.4	1.1	1.3	1.3	2.2	1.0	11/446	329/ 2.7	4.3	8.3	0.8	17	273	KRTY-F

12+ FM SHARE (METRO): NA (WIN 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KOME-F>	1 KOME-F>	1 KOME-F	1 KOME-F	1 KBAY-F>>	1 KOME-F	1 KBAY-F	1 KHQT-F	1 KHQT-F>>	1 KSJO-F
2 KWSS-F>	2 KSJO-F	2 KARA-F	2 KARA-F	2 KARA-F	2 KARA-F>	2 KBAY-F	2 KOME-F	2 KOME-F	2 KOME-F<	2 KBAY-F>
3	3 KHQT-F	3 KSJO-F	3 KEZR-F	3 KBAY-F<	3 KLIV	3 KARA-F<	3 KARA-F	KBAY-F>	3 KBAY-F	3 KOME-F
4	4 KEZR-F	4 KHQT-F<	4 KBAY-F	4 KEZR-F>	4 KDPC-AF	4 KHQT-F	4 KHQT-F	4 KARA-F	4 KEZR-F<	4 KLIV
5	5 KARA-F	5 KEZR-F	5 KSJO-F	5 KSJO-F	5 KEEN	5 KEZR-F	5 KSJO-F	5 KSJO-F<	5 KSJO-F	5 KHQT-F
6	6	6	6 KHQT-F	6 KHQT-F	6	6	6	6 KEZR-F	6	6 KARA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>	1 KOME-F	1 KOME-F	1 KARA-F	1 KARA-F	1 KOME-F>	1 KOME-F>	1 KOME-F>>	1 KOME-F>	1 KOME-F>
2 KOME-F	2 KHQT-F	2 KEZR-F	2 KEZR-F	2 KBAY-F	2 KSJO-F>	2 KSJO-F>	2 KSJO-F>	2 KSJO-F>	2 KARA-F<
3 KSJO-F	KEZR-F	3 KARA-F>>	3 KBAY-F<	3 KBAY-F	3 KHQT-F>>	3 KHQT-F	3 KEZR-F>	3 KARA-F<	3 KSJO-F
4 KWSS-F	4 KARA-F>	4 KHQT-F	4 KOME-F	4 KOME-F>	4 KARA-F	4 KEZR-F>	4 KARA-F	4 KHQT-F	4 KEZR-F
5 KEZR-F	5 KSJO-F	5 KBAY-F	5 KHQT-F	5 KHQT-F	5 KEZR-F	5 KARA-F	5 KHQT-F	5 KEZR-F	5 KBAY-F
KARA-F	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS METRO CUME TSA TSA SHARE/RTG/ AQH/CUME

RADIO STATIONS

KAZA, 1290,	5 KW (DAYS,DA)	, HISPANIC	CRC, \$ 36.00 (Caballero)
KEEN, 1370,	5 KW (DA-2)	, COUNTRY	UPI, \$ 45.00 (MMR)
KLIV, 1590,	5 KW (DA-N)	, NOSTALGIA	, \$ 40.00 (Eastman) Empire
KLOK, 1170,	5 KW (DA-2)	, HISPANIC	, \$ 40.00 (Katz Hisp.)
KNTA, 1430,	1 KW (DA-1)	, HISPANIC	, \$ 37.00 (Lotus)
KARA-F, 105.7,	50 KW @ 500, AC		, \$ 80.00 (Eastman) Empire
KRTY-F, 95.3,	.4 KW @ 860, COUNTRY		, \$ 47.00 (Durpetti)
KBAY-F, 100.3,	15 KW @ 2580, BTFL/EZ		, \$ 85.00 (MMR) Crown
KEZR-F, 106.5,	50 KW @ 430, AC		, \$ 62.00 (Christal)
KHQT-F, 97.7,	1.7 KW @ 875, CHR		, \$ 50.00 (HNWH) Anaheim
KOME-F, 98.5,	13 KW @ 880, AOR		, \$100.00 (Torbet) Infinity
KSJO-F, 92.3,	50 KW @ 464, AOR		ABC R, \$ 82.00 (Katz) Narragansett
KWSS-F, 94.5,	1 KW @ 2580, CHR		, \$ 93.00 (Mc-Guild) Nationwide

KLRS - See Monterey-Santa Cruz MISCELLANEOUS COMMENTS: KYAY-F changes calls to KRTY-F as of January...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,186,300 ++  
 MSA Rank/Pop: 26/1,801,000  
 ADI # 14  
 Average Person Ratings: 16.0  
 Market TSL: 21.0 hours

Stations: 34/37  
 Diaries: 1894/1154:1/54.5%  
 Sample Target: 1800  
 % Below Line: 0.0  
 % Not Listed: 9.0

1989 Revenue: \$80,400,000  
 HH Inc.: \$32,286  
 Retail \$: 19.4 Bill  
 Pop per Station: 59,089  
 #1 Biller: KIRO \$17,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KIRO (N/T)	314/ 9.0	8.7	9.7	9.6	10.0	9.3	336/5917	5264/24.1	26.7	24.3	8.9	315	4695	KIRO
2. KPLZ-F (CHR)	280/ 8.0	9.1	7.2	7.0	8.6	7.8	335/5120	4335/19.8	20.4	20.1	10.0	353	4276	KPLZ-F
3. KMPS-AF (C)	239/ 6.9	5.8	7.4	5.0	5.7	6.3	274/3553	2947/13.5	12.5	10.8	5.9	209	2901	KMPS-AF
4. KUBE-F (CHR)	220/ 6.3	6.0	8.7	7.0	6.9	7.0	234/4025	3638/16.6	17.4	20.0	6.7	236	4730	KUBE-F
5. KOMO (MOR)	163/ 4.7	5.3	4.5	6.0	5.5	5.1	174/3547	3180/14.5	17.6	15.1	5.4	190	2250	KOMO
6. KISW-F (AOR)	154/ 4.4	4.7	6.0	4.7	4.2	4.9	186/3027	2614/12.0	11.6	12.6	4.1	145	1897	KISW-F
7. KXRX-F (AOR)	148/ 4.2	4.2	4.6	4.1	3.8	4.3	179/2799	2473/11.3	10.3	10.3	5.2	183	2200	KXRX-F
8. KBRD-F (EZ)	143/ 4.1	5.3	4.4	4.7	4.6	4.6	202/2058	1611/ 7.4	9.5	7.5	3.2	112	1231	KBRD-F
9. KING-F (CL)	141/ 4.0	3.5	2.9	3.7	3.6	3.5	164/2791	2523/11.5	8.6	9.6	3.4	119	1485	KING-F
10. KBSG-AF (AC)	130/ 3.7	3.3	3.0	3.6	3.7	3.4	147/2614	2232/ 9.6	10.3	10.1	3.3	108	1503	KBSG-AF
11. KLSY-AF (AC)	114/ 3.3	3.0	3.1	3.8	3.1	3.3	132/2506	2152/ 9.8	9.5	8.8	3.1	108	1700	KLSY-AF
12. KING (T)	112/ 3.2	2.8	2.4	2.8	2.7	2.8	125/1947	1688/ 7.7	9.4	6.6	2.9	104	1423	KING
13. KNUA-F (J/NA)	108/ 3.1	1.8	1.8	2.5	2.2	2.3	114/1521	1420/ 6.5	5.7	6.5	2.6	91	1165	KNUA-F
14. KSEA-F (AC)	107/ 3.1	2.5	2.3	2.2	2.9	2.5	119/1848	1632/ 7.5	7.4	7.3	2.4	86	1099	KSEA-F
15. KLTX-F (AC)	102/ 2.9	2.9	2.8	3.3	2.6	3.0	134/2127	1792/ 8.2	9.0	7.2	2.1	74	1386	KLTX-F
16. KZOK-F (AOR)	100/ 2.9	3.2	2.0	2.3	2.2	2.6	116/2886	2489/11.4	11.1	7.6	5.0	177	1923	KZOK-F
17. KRPM-F (C)	91/ 2.6	3.0	3.5	2.5	2.3	2.9	125/1787	1324/ 6.1	7.3	6.2	3.4	119	1238	KRPM-F
18. KIXI (BB)	90/ 2.6	3.7	4.6	2.8	3.1	3.4	114/1684	1490/ 6.8	8.6	7.2	2.4	84	1666	KIXI
19. KCMS-F (REL)	65/ 1.9	1.8	1.4	1.6	2.1	1.7	69/1063	929/ 4.2	4.9	4.6	1.9	69	1339	KCMS-F
20. KVI (O)	61/ 1.7	1.8	1.5	1.6	2.0	1.6	62/1415	1346/ 6.2	6.4	6.1	1.7	61	1203	KVI
KJR (O)	61/ 1.7	1.6	1.1	2.0	1.7	1.6	64/1698	1590/ 7.3	6.7	8.1	1.1	38	1285	KJR
22. KEZX-F (AOR)	56/ 1.6	1.3	1.5	1.3	1.9	1.4	65/993	866/ 4.0	3.7	5.0	1.4	50	757	KEZX-F
23. KMG1-F (AC)	51/ 1.5	2.5	2.0	2.7	2.8	2.2	58/1334	1078/ 4.9	5.8	6.5	1.5	52	809	KMG1-F
24.														
25.														

12+ FM SHARE (METRO): 68.95% (2198 of 3188) (WIN 89: 67.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KPLZ-F<	1 KUBE-F	1 KIRO	1 KIRO	1 KIRO >	1 KIRO >	1 KMPS-AF	1 KPLZ-F	1 KPLZ-F	1 KIRO >>
2 KUBE-F	2 KUBE-F	2 KPLZ-F	2 KXRX-F	2 KMPS-AF	2 KMPS-AF	2 KPLZ-F	2 KIRO	2 KIRO	2 KIRO >	2 KOMO >
3	3 KISW-F	3 KXRX-F<	3 KBSG-AF<	3 KXRX-F<	3 KOMO	3 KUBE-F	3 KPLZ-F<	3 KUBE-F	3 KUBE-F	3 KPLZ-F<
4	4 KXRX-F>	4 KISW-F<	4 KMPS-AF	4 KBSG-AF	4 KBRD-F	4 KOMO	4 KUBE-F<	4 KXRX-F<	4 KLSY-AF<	4 KBSG-F
5	5 KZOK-F<	5 KIRO	5 KNUA-F<	5 KUBE-F<	5 KING-F	5 KMPS-AF>	5 KISW-F<	5 KMPS-AF	5 KISW-F	5 KLSY-F
6	6 KLSY-AF	6 KBSG-AF	6 KUBE-F<	6 KNUA-F	6 KIXI	6 KISW-F	6 KBRD-F	6 KING-F	6 KING-F	6 KISW-F<
7	7	7 KMPS-AF	7 KPLZ-F	7 KPLZ-F	KING	7 KXRX-F	7 KOMO	7 KOMO	7 KMPS-AF	7 KUBE-F<
8	8	8	8 KZOK-F	8	8	8	KING-F	8	KBSG-AF	8 KMPS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUBE-F<	1 KUBE-F	1 KLSY-AF	1 KUBE-F	1 KMPS-AF	1 KISW-F	1 KISW-F	1 KXRX-F	1 KXRX-F	1 KIRO
2 KPLZ-F>	2 KPLZ-F	2 KUBE-F	2 KPLZ-F	2 KBSG-AF	2 KPLZ-F<	2 KXRX-F	2 KZOK-F	2 KISW-F<	2 KXRX-F
3 KISW-F	3 KLSY-AF>	3 KPLZ-F<	3 KLSY-AF	3 KLSY-AF	3 KUBE-F>	3 KPLZ-F	3 KISW-F	3 KIRO	3 KZOK-F<
4 KSEA-F	4 KXRX-F	4 KMPS-AF	4 KBSG-AF<	4 KIRO <	4 KXRX-F>	4 KZOK-F	4 KIRO >	4 KPLZ-F<	4 KMPS-AF
5 KLSY-AF	KISW-F<	5 KBSG-AF	5 KMPS-AF	5 KUBE-F	5 KLSY-AF	KUBE-F	5 KPLZ-F	5 KUBE-F	5 KNUA-F<
6 KXRX-F	6 KMPS-AF	6 KNUA-F<	6 KLTX-F<	6 KLTX-F<	6	6 KIRO	6	6 KZOK-F	6 KUBE-F
7	7 KBSG-AF	7 KXRX-F	7 KSEA-F	7 KPLZ-F<	7	7	7	7	KISW-F
8	8	KLTX-F	8	8 KNUA-F	8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA	
			SHARE/RTG/	AQH/CUME
KCIS	630	Edmonds	1.2/2.9/	41/ 657
KEZX	1150	Seattle	0.4/1.1/	14/ 244
KGW	820	Burien/Seattle	0.7/1.9/	24/ 449
KKFX	1250	Seattle	0.4/1.8/	13/ 388
KRIZ	1420	Renton/Seattle	0.4/0.8/	15/ 168
KRKO	1380	Everett/Seattle	0.3/0.7/	11/ 160
KRPM	770	Seattle/Tacoma	0.3/0.9/	9/ 216
KZOK	1590	Seattle	0.3/0.9/	12/ 197

AM RADIO STATIONS

AM STATIONS

KCIS,	630,	5 KW/2.5KW (DA-2),	RELIGION	UPI,	\$ 40.00	(---	
KING,	1090,	50 KW (DA-2)	, TALK	NBC,	\$ 60.00	(MMR)	King
KIRO,	710,	50 KW (DA-N)	, NEWS/TALK	CBS,	\$ 287.00	(Torbet)	Bonneville
KIXI,	880,	50 KW/10 KW (DA-2),	NOSTALGIA	,	\$ 53.00	(Republic)	Noble
KJR,	950,	5 KW (DA-1)	, AC	,	\$ 55.00	(HNWH)	Ackerly
KOMO,	1000,	50 KW (DA-N)	, MOR	ABC I,	\$ 160.00	(Katz)	
KVI,	570,	5 KW	, OLDIES	,	\$ 50.00	(Durpetti)	Golden West

FM STATIONS

KBRD,	103.7,	100 KW @ 1670,	BTF/EZ	,	\$ 76.00	(CBS)	Entercom
KBSG,	97.3,	19 KW @ 700,	OLDIES	,	\$ 90.00	(Torbet)	Viacom
KCMS,	105.3,	115 KW @ 710,	RELIGION	UPI,	\$ 47.00	(---	
KEZX,	98.9,	100 KW @ 1095,	JAZZ/AOR	ABC E,	\$ 60.00	(Republic)	Park
KING,	98.1,	100 KW @ 700,	CLASSICAL	,	\$ 72.00	(MMR)	King
KISW,	99.9,	100 KW @ 1134,	AOR	,	\$ 110.00	(Mc-Guild)	Nationwide
KLSY,	92.5,	100 KW @ 1085,	AC	APR, ABC C,	\$ 87.00	(Banner)	Sandusky
KLTIX,	95.7,	100 KW @ 1166,	SOFT AC	,	\$ 64.00	(HNWH)	Ackerly
KMGI,	107.7,	100 KW @ 1175,	AC	,	\$ 66.00	(Republic)	Noble
KMPS,	94.1,	98 KW @ 1140,	COUNTRY	APR,	\$ 125.00	(Mc-Guild)	EZ
KNUA,	106.9,	100 KW @ 810,	JAZZ/NAC	ABC R,	\$ 60.00	(Durpetti)	Gannett
KPLZ,	101.5,	100 KW @ 1185,	CHR	,	\$ 85.00	(Durpetti)	Golden West
KRPM,	106.1,	100 KW @ 690,	COUNTRY	,	\$ 66.00	(Christal)	Heritage
KSEA,	100.7,	100 KW @ 720,	SOFT AC	,	\$ 71.00	(Torbet)	Bonneville
KUBE,	93.3,	100 KW @ 1273,	CHR	,	\$ 150.00	(MMR)	Cook Inlet
KXRZ,	96.5,	81 KW @ 1205,	CLASSIC AOR	,	\$ 100.00	(Katz)	Shamrock
KZOK,	102.5,	100 KW @ 1157,	AOR	,	\$ 74.00	(Banner)	

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/502,000

MSA Rank/Pop: 86/588,100

Average Person Ratings: 17.9  
Market TSL: 23.75 hours

Stations: 23/12  
Diaries: 914/1781:1/51.3%  
Sample Target: 890  
% Below Line: 33.8  
% Not Listed: 16.6

1989 Revenue: \$12,000,000  
HH Inc.: \$28,374  
Retail \$: 4.8 Bill  
Pop per Station: 41,833  
#1 Biller: WHYN-AF \$5,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WHYN-F (AC)	98/10.9	8.5	9.7	11.5	8.2	10.1	107/1487	1342/26.7	23.0	23.5	9.0	70	1142	WHYN-F
2. WAQY-F (AOR)	88/ 9.8	9.6	10.7	9.8	8.6	10.0	96/1339	1218/24.3	20.5	23.8	10.6	82	1259	WAQY-F
3. WTIC-F (CHR)	77/ 8.6	7.5	10.5	7.6	9.1	8.6	78/1041	1027/20.5	20.9	22.5	10.8	84	1283	WTIC-F
4. WMAS (BB)	67/ 7.4	7.7	4.0	5.3	5.9	6.1	67/508	508/10.1	11.3	11.2	6.4	50	394	WMAS
5. WMAS-F (AC)	55/ 6.1	8.5	8.0	9.2	7.3	7.9	56/903	852/17.0	18.1	17.9	7.0	54	822	WMAS-F
6. WHYN (MOR)	52/ 5.8	7.1	7.8	8.3	5.3	7.3	52/871	868/17.3	16.0	15.4	5.2	40	670	WHYN
7. WYZZ-F (C)	40/ 4.4	3.8	3.0	3.5	2.6	3.7	42/414	399/ 7.9	6.9	6.6	3.7	29	441	WYZZ-F
WRCH-F (SAC)	40/ 4.4	6.5	6.1	7.2	10.1	6.1	43/674	626/12.5	14.1	17.8	3.1	24	406	WRCH-F
9. WCCC-F (AOR)	33/ 3.7	4.1	3.1	2.2	2.9	3.3	34/577	560/11.2	10.7	10.0	3.1	24	408	WCCC-F
10. WAAF-F (AOR)	26/ 2.9	1.9	1.3	1.8	2.6	2.0	32/526	457/ 9.1	9.0	8.8	4.4	34	591	WAAF-F
11. WKSS-F (CHR)	21/ 2.3	1.1	1.7	1.6	1.2	1.7	21/426	423/ 8.4	8.4	7.6	3.2	25	533	WKSS-F
WDRC-F (O)	21/ 2.3	2.8	2.0	1.7	2.6	2.2	24/428	415/ 8.3	8.1	10.1	3.5	27	333	WDRC-F
WHMP-F (CHR)	21/ 2.3	2.1	2.9	2.4	3.2	2.4	23/524	467/ 9.3	8.7	9.7	2.1	16	462	WHMP-F

12+ FM SHARE (METRO): 73.90% (555 of 751) (WIN 89: 71.71%)

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 WHYN-F>	1 WHYN-F>	1 WMAS	1 WHYN-F	1 WHYN-F	1 WAQY-F	1 WAQY-F	1 WTIC
2 WAQY-F>>	2 WTIC-F>	2 WHYN-F	2 WAQY-F	2 WAQY-F	2 WHYN-F>	2 WHYN	2 WAQY-F	2 WTIC-F	2 WTIC-F>	2 WHYN-F
3 WKSS-F	3 WHYN-F	3 WTIC-F>	3 WTIC-F	3 WMAS-F<	3 WHYN	3 WMAS	3 WMAS	3 WHYN-F	3 WMAS-F	3 WRCH-F
WHYN-F	4 WCCC-F>	4 WMAS-F	4 WTIC-F	4 WMAS-F	4 WMAS-F	4 WTIC-F	4 WMAS-F	4 WMAS	4 WMAS	4 WMAS-F
WHMP-F	5 WMAS-F	5 WCCC-F	5 WHYN	5 WYZZ-F	5 WRCH-F	5 WMAS-F	5 WTIC-F	5 WMAS-F	5 WMAS-F	5 WHYN-F
6	6	6	6	6	6 WYZZ-F	6 WAQY-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WTIC-F>	1 WTIC-F	1 WHYN-F<	1 WHYN-F>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F
2 WAQY-F>>	2 WAQY-F	2 WHYN-F>	2 WTIC-F>	2 WMAS-F	2 WCCC-F>>	2 WCCC-F	2 WHCN-F	2 WHYN-F	2 WHYN-F>>
3 WMAS-F	3 WHYN-F	3 WAQY-F>	3 WAQY-F	3 WTIC-F>	3 WTIC-F	3 WTIC-F	3 WTIC-F	3 WCCC-F	3 WYZZ-F
4 WAAF-F	4 WMAS-F	4 WMAS-F>	4 WMAS-F	4 WYZZ-F	4 WHMP-F	4 WHCN-F	4 WCCC-F	4 WTIC-F	4 WTIC-F
5 WHYN-F>	5 WKSS-F	5 WCCC-F	5 WHYN	5 WRCH-F	5 WMAS-F>	5 WHYN-F	5 WHYN-F	5 WHCN-F	5 WHCN-F
6 WCCC-F>	6	6	6	6	6	6	6	6	6
7 WHMP-F	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WARE 1250 Ware	0.7/2.6/	6/ 135
WHMP 1400 Northampton	1.9/4.6/	17/ 233
WIXY 1600 East Longmeadow	0.4/1.9/	4/ 99
WNNZ 640 Westfield	1.2/4.4/	11/ 245
WREB 930 Holyoke	1.7/2.6/	15/ 129
WSPR 1270 Springfield	1.4/4.6/	13/ 240
WHCN-F 105.9 Hartford	2.1/6.9/	19/ 352
WIOF-F 104.1 Waterbury	0.6/1.9/	5/ 96
WSRS-F 96.1 Worcester	1.2/3.5/	11/ 208
WTIC 1080 Hartford	1.2/4.5/	12/ 243

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC, \$ 18.00 (K & P)	
WHYN, 560, 5 KW/1 KW (DA-2)	, MOR/AC	ABC I, \$ 35.00 (Mc-Guild)	Wilkes-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	MBS, \$ 28.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	, OLDIES	US 2, CBS, \$ 25.00 (---)	
WREB, 930, 500 W (DAYS)	, TALK	, \$ 13.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	MBS, APR, \$ 20.00 (Roslin)	
WAQY-F, 102.1, 27 KW @ 650, AOR		ABC F, \$ 55.00 (Katz)	Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR		, \$ 25.00 (K & P)	
WHYN-F, 93.1, 9 KW @ 1000, AC		, \$ 64.00 (Mc-Guild)	Wilkes-Schwartz
WMAS-F, 94.1, 50 KW @ 360, AC		, \$ 56.00 (Banner)	Lappin

OTHER RANKED STATIONS — See Hartford

SYRACUSE

Arbitron Rank/Pop (12+): 66/540,300  
 MSA Rank/Pop: 74/652,400  
 Average Person Ratings: 17.2  
 Market TSL: 23.00 hours

Stations: 23/18  
 Diaries: 1010/353:1/61.4%  
 Sample Target: 920  
 % Below Line: 6.6  
 % Not Listed: 14.7

1989 Revenue: \$17,000,000  
 HH Inc.: \$30,327  
 Retail S: 4.6 Bill  
 Pop per Station: 30,016  
 #1 Biller: WYYY-F \$5,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WNTQ-F (CHR)	119/12.8	11.4	10.0	13.9	15.3	12.0	146/1974	1508/27.9	28.9	31.8	11.2	101	1578	WNTQ-F
2. WYYY-F (AC)	105/11.3	14.1	15.7	11.8	14.7	13.2	129/1884	1558/28.8	32.0	36.0	11.7	86	937	WYYY-F
3. WSYR (MOR)	90/ 9.7	9.6	10.0	10.8	10.0	10.0	95/1629	1400/25.9	25.3	25.7	11.0	81	803	WSYR
4. WKFM-F (CL AOR)	74/ 8.0	6.2	7.3	7.4	5.9	7.2	89/1260	872/16.1	18.5	17.4	10.3	93	1066	WKFM-F
5. WAQX-F (AOR)	70/ 7.5	6.7	7.3	7.8	6.2	7.3	87/1257	974/18.0	18.8	18.8	9.2	83	1220	WAQX-F
6. WSEN-AF (O)	52/ 5.6	5.5	5.8	5.8	4.9	5.7	58/838	702/13.0	14.1	13.5	2.9	21	329	WSEN-AF
WRHP-F (EZ)	52/ 5.6	6.9	6.6	6.5	7.7	6.4	73/728	544/10.1	12.5	12.3	4.8	43	433	WRHP-F
8. WHEN (MOR)	33/ 3.5	3.3	3.3	4.2	3.2	3.6	39/770	685/12.7	11.4	12.3	4.4	40	530	WHEN
9. WEZG-F (SAC)	32/ 3.4	3.1	2.7	2.7	4.6	3.0	32/533	496/ 9.2	9.5	11.2	2.7	24	248	WEZG-F
10. WFBL (BB)	27/ 2.9	4.5	2.8	0.7	---	2.7	32/458	372/ 6.9	9.1	0.0	1.4	13	196	WFBL
11. WPCX-F (C)	26/ 2.8	2.1	2.1	4.0	2.3	2.8	52/672	322/ 6.0	5.9	5.2	2.2	16	177	WPCX-F
12. WSCP-AF (C)	19/ 2.0	1.8	1.3	0.8	2.2	1.5	22/220	190/ 3.5	2.4	4.2	3.1	23	161	WSCP-AF
WNDR (C)	19/ 2.0	1.7	1.5	2.6	2.5	2.0	20/345	316/ 5.8	6.1	5.6	1.3	12	163	WNDR

12+ FM SHARE (METRO): 75.28% (597 of 793) (WIN 89: 78.09%)

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 WSYR	1 WYYY-F	1 WNTQ-F	1 WNTQ-F>	1 WSYR >>
2	2 WNTQ-F<	2 WNTQ-F	2 WSEN-AF<	2 WSEN-AF	2 WRHP-F	2 WYYY-F	2 WAQX-F	2 WYYY-F	2 WSYR	2 WYYY-F
3	3 WAQX-F	3 WKFM-F	3 WKFM-F	3 WKFM-F	3 WYYY-F	3 WNTQ-F>>	3 WAQX-F<	3 WKFM-F	3 WKFM-F	3 WKFM-F
4	4 WKFM-F	4 WAQX-F>	4 WNTQ-F	4 WNTQ-F	4 WSEN-AF	4 WKFM-F<	4 WKFM-F>	4 WKFM-F	4 WYYY-F>	4 WAQX-F<
5	5	5 WSEN-AF	5 WAQX-F	5 WSYR <	5 WEZG-F<	5 WAQX-F>>	5 WRHP-F	5 WSYR	5 WAQX-F	5 WNTQ-F
6	6	6	6	6	6 WFBL	6 WSCP-AF	6 WSEN-AF>>	6 WSEN-AF	6	6
7	7	7	7	7	7	7 WSCP-AF	7 WRHP-F>>	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F>>	1 WNTQ-F<	1 WYYY-F>	1 WYYY-F	1 WYYY-F>	1 WAQX-F>>	1 WAQX-F	1 WKFM-F>	1 WKFM-F	1 WKFM-F
2 WYYY-F>	2 WYYY-F>>	2 WNTQ-F>	2 WNTQ-F>>	2 WNTQ-F>	2 WKFM-F	2 WKFM-F>	2 WYYY-F<	2 WAQX-F	2 WSEN-AF<
3 WKFM-F	3 WAQX-F	3 WSEN-AF	3 WKFM-F	3 WEZG-F	3 WNTQ-F>	3 WYYY-F	3 WAQX-F>	3 WYYY-F	3 WYYY-F>
4 WAQX-F>>	4 WKFM-F	4 WAQX-F	4 WAQX-F<	4 WSYR	4 WRHP-F	4 WNTQ-F	4 WSEN-AF>	4 WSEN-AF	4 WAQX-F>
5 WSEN-AF	5	5 WKFM-F	5 WSEN-AF	5 WSEN-AF	5 WYYY-F>	5	5 WPCX-F	5 WNTQ-F	5 WSYR
6 WOUR-F	6	6 WPCX-F>	6	6	6 WSYR >>	6	6 WOUR-F	6	6 WNTQ-F
7 WKGW-F>>	7	7	7	7	7	7	7 WNTQ-F>	7	7

OTHER RATED STATIONS	METRO SHARE	CUME RTG/	TSA AQH	TSA CUME
WGES-F 105.5 Oswego	0.9/2.2/	8/	119	
WMCR 1600 Oneida	0.6/1.1/	8/	75	
WMHR-F 102.9 Syracuse	1.3/3.6/	16/	324	
WXRA 1220 North Syracuse	1.5/2.5/	14/	133	
WFRG-F 96.1 Rome/Utica	1.1/2.4/	25/	356	
WKGW-F 104.3 Utica/Rome	0.6/2.0/	17/	284	
WOUR-F 96.9 Utica	1.3/4.0/	44/	494	
WRCK-F 107.3 Utica	0.8/2.6/	24/	365	

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, \$ 17.00 (Christal)	Wilkes-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	, MOR/AC	ABC E, \$ 34.00 (Banner)	Park
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	CBS, \$ 18.00 (Mc-Guild)	Osborn
WSYR, 570, 5 KW (DA-2)	, MOR	NBC, \$ 77.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 300, AOR		ABC R, \$ 46.00 (MMR)	Atlantic Ventures
WEZG-F, 100.9, 3 KW @ 165, SOFT AC		, \$ 28.00 (Durpetti)	---
WKFM-F, 104.7, 50 KW @ 500, AOR		SOURCE, \$ 34.00 (Christal)	Wilkes-Schwartz
WMHR-F, 102.9, 20 KW @ 780, RELIGION		, \$ 10.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR		, \$ 50.00 (Mc-Guild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ		ABC D, \$ 38.00 (Banner)	Park
WSEN-F, 92.1, 25 KW @ 300, OLDIES		, \$ 32.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 650, AC		, \$ 106.00 (Katz)	NewCity
WPCX-F, 106.9, 45 KW @ 530, COUNTRY		SMN, \$ 18.00 (Market)	Scott (AUBURN)

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,803,700  
 MSA Rank/Pop: 21/2,004,900  
 ADI # 17  
 Average Person Ratings: 18.5  
 Market TSL: 24.75 hours

Stations: 27/25  
 Diaries: 1789/1008:1/53.4%  
 Sample Target: 1640  
 % Below Line: 8.0  
 % Not Listed: 11.5

1989 Revenue: \$60,500,000  
 HH Inc.: \$24,733  
 Retail \$: 16.0 Bil  
 Pop per Station: 72,148  
 #1 Biller: WRBQ-F \$17,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WFLZ-F (CHR)	336/10.1	11.6	2.6	3.5	2.7	7.0	476/5541	4014/22.3	20.3	8.0	15.9	474	4138	WFLZ-F
2. WRBQ-AF (CHR)	315/ 9.5	9.6	14.4	15.1	15.5	12.1	371/4936	3958/21.9	28.7	33.8	9.2	264	3528	WRBQ-AF
3. WWRM-F (AC)	297/ 8.9	8.2	9.9	7.5	6.3	8.6	355/4266	3592/19.9	20.3	17.3	6.9	206	2344	WWRM-F
4. WQYK-F (C)	249/ 7.5	8.9	7.5	7.8	6.1	7.9	292/3190	2619/14.5	15.4	12.0	6.5	195	2533	WQYK-F
5. WYNF-F (AOR)	212/ 6.4	5.6	7.4	6.8	7.5	6.6	365/3880	2491/13.8	13.5	13.9	9.8	293	2607	WYNF-F
6. WUSA-F (AC)	187/ 5.6	7.9	5.0	5.9	5.6	6.1	216/3150	2724/15.1	16.0	12.0	3.2	97	1809	WUSA-F
7. WDUV-F (EZ)	179/ 5.4	5.4	6.2	6.7	6.8	5.9	325/3282	1839/10.2	11.8	11.4	2.1	63	903	WDUV-F
8. WXTB-F (AOR)	145/ 4.4	2.2	1.9	3.2	3.1	2.9	161/2221	1892/10.5	7.7	9.7	4.0	120	1785	WXTB-F
9. WGUL-AF (BB)	145/ 4.3	3.5	3.8	3.7	5.5	3.8	145/1282	1282/ 7.1	7.3	8.9	2.9	64	699	WGUL-AF
10. WNLT-F (AC)	128/ 3.8	3.9	4.4	5.7	4.3	4.4	141/2267	1944/10.8	10.7	12.5	4.5	135	1537	WNLT-F
11. WYUU-F (O)	117/ 3.5	2.4	1.4	1.7	2.3	2.3	145/2060	1661/ 9.2	5.5	5.2	3.1	93	1385	WYUU-F
12. WFLA (N/T)	100/ 3.0	3.8	5.0	4.2	6.3	4.0	123/1972	1635/ 9.1	9.8	10.4	5.2	155	2251	WFLA
13. WHVE-F (J/NA)	88/ 2.6	2.3	2.8	3.0	3.1	2.7	144/2160	1270/ 7.0	7.2	6.1	5.5	164	1594	WHVE-F
14. WDAE (BB)	86/ 2.6	1.9	2.6	3.9	3.0	2.8	93/994	900/ 5.0	4.8	6.2	1.4	43	576	WDAE
15. WSUN (N/T)	79/ 2.4	2.0	2.2	2.6	1.9	2.3	105/1690	1194/ 6.6	7.3	5.9	1.5	46	844	WSUN
16. WTMP (B)	73/ 2.2	1.8	2.5	1.6	2.4	2.0	73/701	667/ 3.7	3.8	4.5	0.7	21	357	WTMP
17. WLWU-F (BB)	43/ 1.3	2.2	1.5	1.2	0.8	1.5	53/611	566/ 3.1	4.1	2.8	1.1	33	224	WLWU-F
18. WTKN (T)	41/ 1.2	1.6	1.0	1.1	0.9	1.2	49/975	821/ 4.6	6.3	4.2	1.2	37	568	WTKN
19. WLFF (BB)	38/ 1.1	1.2	1.5	0.9	1.2	1.2	56/537	403/ 2.2	2.8	1.9				WLFF

12+ FM SHARE (METRO): 80.79% (2381 of 2947) (WIN 89: 76.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WFLZ-F<	1 WRBQ-AF<	1 WRBQ-AF	1 WRBQ-AF	1 WWRM-F	1 WRBQ-AF	1 WWRM-F>	1 WFLZ-F	1 WFLZ-F>>	1 WFLZ-F>>
2 WRBQ-AF>>	2 WYNF-F	2 WFLZ-F	2 WWRM-F<	2 WWRM-F	2 WQYK-F	2 WYNF-F	2 WRBQ-AF	2 WRBQ-AF	2 WRBQ-AF	2 WWRM-F
3	3 WRBQ-AF	3 WYNF-F>	3 WYNF-F	3 WYNF-F<	3 WDUV-F	3 WQYK-F<	3 WFLZ-F<	3 WWRM-F	3 WWRM-F	3 WTKN <
4	4 WXTB-F>	4 WWRM-F	4 WFLZ-F	4 WFLZ-F	4 WRBQ-AF	4 WFLZ-F<	4 WUSA-F	4 WQYK-F	4 WQYK-F	4 WQYK-F
5	5 WUSA-F	5 WUSA-F<	5 WUSA-F<	5 WQYK-F	5 WWRM-F>	5 WWRM-F>	5 WYNF-F	5 WYNF-F	5 WXTB-F	5 WRBQ-F
6	6 WWRM-F<	6 WXTB-F	6 WQYK-F	6 WUSA-F	6 WUSA-F	6 WUSA-F	6 WYNF-F<	6 WUSA-F	6 WSUN	6 WYNF-F
7	7 WNLT-F	7 WNLT-F<	7 WYUU-F<	7 WYUU-F	7 WFLA <	7 WDUV-F	7 WXTB-F	7 WYNF-F	7 WYNF-F	7 WSUN
8	8	8 WQYK-F	8 WNLT-F	8 WNLT-F	8 WDAE	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F>>	1 WFLZ-F>	1 WRBQ-AF<	1 WFLZ-F<	1 WRBQ-AF	1 WFLZ-F	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F	1 WYNF-F
2 WYNF-F	2 WRBQ-AF<	2 WFLZ-F	2 WRBQ-AF>	2 WWRM-F>	2 WYNF-F<	2 WFLZ-F	2 WRBQ-AF	2 WRBQ-AF	2 WRBQ-AF>
3 WUSA-F>	3 WUSA-F	3 WUSA-F	3 WUSA-F	3 WFLZ-F	3 WXTB-F	3 WRBQ-AF<	3 WFLZ-F<	3 WFLZ-F	3 WWRM-F
4 WRBQ-AF	4 WYNF-F	4 WNLT-F	4 WWRM-F	4 WUSA-F	4 WRBQ-AF>>	4 WXTB-F>>	4 WXTB-F>	4 WXTB-F	4 WYUU-F
5 WXTB-F	5 WNLT-F	5 WWRM-F	5 WNLT-F	5 WQYK-F	5	5 WWRM-F	5 WWRM-F	5 WWRM-F	5 WQYK-F
6 WNLT-F>>	6 WXTB-F	6 WYNF-F	6 WYNF-F	6 WNLT-F	6	6 WHVE-F	6 WHVE-F>	6 WYUU-F	6 WFLZ-F
7	7 WWRM-F	7 WXTB-F	7 WQYK-F	7	7	7 WYUU-F	7 WYUU-F	7 WQYK-F	7 WHVE-F
8	8	8	8 WXTB-F	8	8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME	
WAMA	1550	Tampa	0.5/0.6/	16/ 104
WHBO	1040	Tampa	0.6/1.5/	22/ 340
WFSO	1500	New Port Richey	0.3/0.6/	10/ 111
WQYK	1010	Seffner/Tampa	0.6/2.0/	22/ 419
WRXB	1590	St Pete Bch/Tam	0.3/1.1/	20/ 254
WVJB	1450	Brooksville	0.4/0.7/	15/ 157

RADIO STATIONS

AM STATIONS

WDAE, 1250,	5 KW (DA-N)	, NOSTALGIA	ABC I, \$ 54.00 (Mc-Guild)	Gannett
WFLA, 970,	5 KW (DA-2)	, NEWS/TALK	ABC I, \$ 68.00 (Eastman)	Jacor
WHBO, 1040,	5 KW (DAYS)	, OLDIES	, \$ 38.00 (MMR)	Metroplex
WLFJ, 680,	1 KW (DAYS)	, NOSTALGIA	, \$ 27.00 (---)	Century
WQYK, 1010,	50 KW/5 KW (DA-2)	, BASICALLY A SIMULCAST WITH WQYK-F		
WRBQ, 1380,	5 KW (DA-N)	, SIMULCAST WITH WRBQ-F		
WRXB, 1590,	5 KW/1 KW (DA-2)	, BLACK	NBN, ABC C, \$ 26.00 (---)	
WSUN, 620,	10 KW (DA-N)	, NEWS/TALK	CBS, MBS, \$ 71.00 (CBS)	CBS
WTKN, 570,	5 KW/10 KW (DA-2)	, TALK	MBS, NBC, \$ 48.00 (HNWH)	Susquehanna
WTMP, 1150,	5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$ 34.00 (HNWH)	
WGUL, 860,	2 KW/1.6 KW (DA-2)	, SIMULCAST WITH WGUL-F		

FM STATIONS

WFLZ, 93.3,	99 KW @ 1350,	CHR	ABC E, \$ 60.00 (Eastman)	Jacor
WGUL, 105.5,	3 KW @ 300,	NOSTALGIA	MBS, \$ 44.00 (Roslin)	Marcocci
WXTB, 97.9,	100 KW @ 649,	AOR	SOURCE, \$ 79.00 (Banner)	Great American
WLWU, 106.3,	3 KW @ 300,	NOSTALGIA	, \$ 35.00 (---)	
WNLT, 95.7,	100 KW @ 650,	AC	, \$ 84.00 (MMR)	Metroplex
WQYK, 99.5,	100 KW @ 550,	COUNTRY	, \$ 136.00 (Katz)	Infinity
WRBQ, 104.7,	100 KW @ 555,	CHR	ABC F, \$ 325.00 (Christal)	Edens
WUSA, 100.7,	100 KW @ 630,	AC	, \$ 108.00 (Mc-Guild)	Gannett
WWRM, 107.3,	100 KW @ 649,	SOFT AC	, \$ 80.00 (Durpetti)	Cox
WYUU, 92.5,	50 KW @ 500,	OLDIES	UPI, \$ 48.00 (CMBS)	Entercom
WYNF, 94.9,	100 KW @ 1360,	AOR	RADRAD, \$ 98.00 (CBS)	CBS
WHVE, 102.5,	100 KW @ 570,	JAZZ/NAC	, \$ 58.00 (HNWH)	Susquehanna (SARASOTA)
WDOV, 103.3,	100 KW @ 649,	BTFJ/EZ	MBS, \$ 60.00 (Christal)	(BRADENTON)

\*\*\*\*\* F O R M A T C O D E S \*\*\*\*\*

* CHR - Contemporart 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
* SAC - Soft Adult Contemporary	? - Others or Unknown

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TOLEDO

Arbitron Rank/Pop (12+): 72/502,600  
 MSA Rank/Pop: 81/612,500  
 Average Person Ratings: 17.2  
 Market TSL: 22.50 hours

Stations: 23/14  
 Diaries: 1031/487:1/56.0%  
 Sample Target: 1010  
 % Below Line: 11.0  
 % Not Listed: 12.6

1989 Revenue: \$14,700,000  
 HH Inc.: \$29,055  
 Retail \$: 5.2 Bill  
 Pop per Station: 35,900  
 #1 Biller: WTOD \$3,200,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F (AOR)	118/13.7	12.7	9.7	12.9	11.4	12.3	174/2144	1300/25.9	24.6	24.4	19.2	174	1341	WIOT-F
2. WVKS-F (CHR)	86/10.0	7.5	9.3	7.7	9.7	8.6	146/2490	1426/28.4	28.8	26.3	8.9	81	1435	WVKS-F
3. WKKO-F (C)	82/ 9.5	10.7	10.9	9.6	9.1	10.2	108/1494	1026/20.4	20.4	17.1	10.1	92	977	WKKO-F
4. WRQN-F (CHR)	68/ 7.9	10.5	11.6	11.3	11.8	10.3	99/1780	1158/23.0	28.5	25.6	11.2	102	1517	WRQN-F
WLQR-F (EZ)	68/ 7.9	10.4	8.2	8.7	9.3	8.8	102/1363	841/16.7	19.5	21.5	5.4	49	719	WLQR-F
6. WWWM-F (AC)	61/ 7.1	7.6	9.9	6.9	9.1	7.9	74/1284	1012/20.1	19.5	21.2	5.5	50	750	WWWM-F
WSPD (MOR)	61/ 7.1	5.9	5.5	5.7	5.7	6.1	74/1037	754/15.0	16.1	15.5	7.2	65	751	WSPD
8. WTOD (C)	32/ 3.7	3.5	2.4	3.3	2.6	3.2	49/433	250/ 5.0	4.8	5.0	1.7	15	156	WTOD
9. WVOI (B)	31/ 3.6	1.7	2.7	3.2	2.8	2.8	31/344	344/ 6.8	5.2	5.8	4.4	40	299	WVOI
10. CKLW (BB)	29/ 3.4	2.5	4.9	3.6	3.3	3.6	44/710	369/ 7.3	7.8	7.4	2.8	25	409	CKLW
11. WJR (MOR)	24/ 2.8	3.6	4.9	6.8	4.0	4.5	87/1346	543/10.8	10.4	11.7	3.7	34	499	WJR
12. WCWA (O)	20/ 2.3	2.8	1.7	2.3	1.3	2.3	20/305	305/ 6.1	7.0	6.0	1.0	9	202	WCWA
13. WOHO (C)	17/ 2.0	0.8	1.0	1.3	0.9	1.3	25/330	235/ 4.7	4.5	4.2	1.8	16	217	WOHO

12+ FM SHARE (METRO): 71.22% (537 of 754) (WIN 89: 75.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F>	1 WIOT-F	1 WSPD	1 WKKO-F	1 WIOT-F	1 WIOT-F>	1 WIOT-F>	1 WSPD >>
2 WVKS-F<	2 WVKS-F>	2 WVKS-F	2 WWWM-F<	2 WKKO-F<	2 WKKO-F	2 WIOT-F	2 WVKS-F<	2 WVKS-F	2 WRQN-F	2 WKKO-F>
3 WIOT-F>>	3 WRQN-F	3 WKKO-F<	3 WVKS-F	3 WWWM-F<	3 WLQR-F>	3 WVKS-F	3 WKKO-F	3 WKKO-F	3 WSPD <	3 WIOT-F<
4	4 WWWM-F	4 WWWM-F	4 WKKO-F	4 WVKS-F	4 WTOD	4 WSPD <	4 WKKO-F	4 WRQN-F	4 WVKS-F	4 WVKS-F
5	5 WKKO-F	5 WRQN-F	5 WLQR-F	5 WLQR-F	5 WWWM-F	5 WRQN-F	5 WWWM-F	5 WLQR-F<	5	5
6	6	6 WLQR-F	6	6	6	6	6	6 WWWM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVKS-F	1 WVKS-F	1 WVKS-F	1 WVKS-F	1 WKKO-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>
2 WIOT-F>	2 WIOT-F	2 WWWM-F	2 WIOT-F<	2 WWWM-F	2 WRQN-F>	2 WVKS-F	2 WVKS-F	2 WVKS-F	2 WLQR-F
3 WRQN-F>	3 WWWM-F	3 WKKO-F	3 WWWM-F	3 WVKS-F>	3 WVKS-F>	3 WRQN-F>	3 WWWM-F>	3 WLQR-F	3 WWWM-F
4 WWWM-F	4 WKKO-F	4 WIOT-F>	4 WKKO-F>	4 WIOT-F	4 WKKO-F	4 WWWM-F	4 WLLZ-F	4 WKKO-F	4 WKKO-F
5 WKKO-F>	5 WRQN-F	5 WLQR-F	5 WRQN-F	5 WLQR-F	5 WLQR-F	5 WKKO-F	5 WRQN-F	5 WRQN-F<	5 WVKS-F
6 WVOI >>	6	6 WRQN-F	6 WLQR-F	6	6	6	6	6 WWWM-F	6
7	7	7 WVOI >>	7	7	7	7	7	7	7

OTHER RATED STATIONS	METRO CUME SHARE/RTG/	TSA AQH/CUME
WJYM 730 Bowling Green	0.3/1.0/	4/ 76
WMTR-F 95.9 Rchbold/Wauseon	0.6/1.3/	14/ 156
WRED-F 95.7 Gibsonburg/Tol	0.8/2.9/	12/ 351
CKMR-F 93.9 Windsor	1.2/4.1/	31/ 592
WGPR-F 107.5 Detroit	0.3/1.4/	3/ 85
WIQB-F 102.9 Ann Arbor	0.6/2.2/	26/ 309
WJLB-F 97.9 Detroit	0.9/2.6/	12/ 143
WLLZ-F 98.7 Detroit	0.8/3.4/	12/ 292
WQTE-F 95.3 Adrian	0.5/1.6/	20/ 231
WRIF-F 101.1 Detroit	0.6/3.5/	15/ 327

RADIO STATIONS

WCWA, 1230, 1 KW	, OLDIES	MBS, CBS, \$ 20.00 (Eastman)	Reams
WOHO, 1470, 1 KW (DA-2)	, COUNTRY	, \$ 16.00 (Durpetti)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$ 42.00 (Katz)	WHP, Inc.
WTOD, 1560, 5 KW (DAYS, DA)	, COUNTRY	ABC I, \$ 31.00 (Country)	Booth
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN, \$ 19.00 (Roslin)	
WIOT-F, 104.7, 50 KW @ 500, AOR		SOURCE, \$ 60.00 (Eastman)	Reams
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ		, \$ 46.00 (Katz)	WHP, Inc.
WRQN-F, 93.5, 2 KW @ 400, CHR		, \$ 26.00 (Banner)	(BOWLING GREEN)
WKKO-F, 99.9, 50 KW @ 500, COUNTRY		ABC F, \$ 51.00 (MMR)	Booth
WWWM-F, 105.5, 2.7 KW @ 341, AC		, \$ 43.00 (Durpetti)	
WVKS-F, 92.5, 50 KW @ 480, CHR		ABC F, \$ 79.00 (Christal)	Noble

MISCELLANEOUS COMMENTS: WMHE-F changes calls to WVKS-F as of February...

TUCSON

Arbitron Rank/Pop (12+): 63/551,100  
 MSA Rank/Pop: 78/625,300  
 Average Person Ratings: 17.0  
 Market TSL: 22.50 hours

Stations: 21/19  
 Diaries: 990/557:1/65.4%  
 Sample Target: 930  
 % Below Line: 4.6  
 % Not Listed: 13.5

1989 Revenue: \$16,600,000  
 HH Inc.: \$23,907  
 Retail \$: 4.7 Bill  
 Pop per Station: 29,005  
 #1 Biller: KRQQ-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	170/18.1	16.7	20.9	21.5	23.0	19.3	187/2231	1915/34.7	34.5	39.2	26.3	273	1995	KRQQ-F
2. KIIM-AF (C)	137/14.6	11.0	13.3	10.8	13.1	12.4	146/1525	1438/26.1	24.1	26.1	12.2	126	1250	KIIM-AF
3. KLPX-F (AOR)	75/ 8.0	10.0	10.5	7.9	8.9	9.1	79/1158	1078/19.6	21.2	17.9	10.4	108	1210	KLPX-F
4. KWFM-AF (AC)	74/ 7.8	9.9	8.6	9.7	7.0	9.0	82/1315	1140/20.7	22.4	18.4	7.6	79	1113	KWFM-AF
5. KKLD-F (AC)	68/ 7.2	6.3	8.9	8.0	7.6	7.6	70/894	847/15.4	16.7	16.2	7.2	75	691	KKLD-F
6. KUPD-F (AOR)	40/ 4.3	3.6	2.5	3.0	2.7	3.3	58/539	419/ 7.6	7.9	7.2	4.0	42	489	KUPD-F
KXEW (SP)	40/ 4.3	3.5	2.8	0.9	2.9	2.9	40/271	271/ 4.9	4.1	4.7	1.5	16	156	KXEW
8. KNST (N/T)	31/ 3.3	4.9	3.2	4.0	4.0	3.8	31/678	678/12.3	14.2	10.6	4.3	45	551	KNST
9. KMRR (BB)	28/ 3.0	3.9	2.5	3.5	3.9	3.2	30/412	392/ 7.1	8.3	6.8	2.2	23	244	KMRR
10. KGVY (BB)	27/ 2.9	5.3	2.7	2.9	3.6	3.5	27/305	291/ 5.3	5.9	5.0	1.5	16	139	KGVY
11. KOYT-F (EZ)	26/ 2.8	2.0	1.7	2.6	2.1	2.3	26/446	440/ 8.0	6.6	4.0	1.4	15	242	KOYT-F
12. KTZR (SP)	23/ 2.4	0.8	0.8	1.0	0.4	1.3	23/160	160/ 2.9	1.6	1.5	1.5	16	134	KTZR
13. KQTL (SP)	17/ 1.8	0.8	1.5	2.1	3.8	1.5	17/204	200/ 3.6	2.2	4.5	1.0	10	156	KQTL
14. KXMG-F (SP)	15/ 1.6	0.6	1.7	0.9	0.4	1.2	15/79	79/ 1.4	1.9	1.9				KXMG-F
15. KTKT (N/T)	12/ 1.3	1.7	1.3	2.3	0.9	1.6	13/362	345/ 6.3	6.6	4.2	0.7	7	215	KTKT

12+ FM SHARE (METRO): 73.89% (600 of 812) (WIN 89: 69.04%)

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 KIIM-AF	1 KIIM-AF>	1 KIIM-AF>	1 KRQQ-F	1 KIIM-AF	1 KRQQ-F	1 KRQQ-F>>	1 KRQQ-F>>
2	2 KLPX-F	2 KIIM-AF	2 KRQQ-F	2 KRQQ-F<	2 KWFM-AF>	2 KIIM-AF>	2 KRQQ-F>	2 KIIM-AF>	2 KIIM-AF	2 KIIM-F
3	3 KIIM-AF	3 KLPX-F	3 KWFM-AF	3 KWFM-AF	3 KKLD-F	3 KWFM-AF	3 KKLD-F<	3 KLPX-F<	3 KLPX-F	3 KLPX-F
4	4 KKLD-F>	4 KWFM-AF	4 KKLD-F	4 KKLD-F	4 KXEW	4 KLPX-F	4 KLPX-F	4 KKLD-F	4 KUPD-F	4 KWFM-F
5	5 KWFM-AF	5 KKLD-F	5	5 KLPX-F	KMRR	KKLD-F	5 KWFM-AF	5 KWFM-AF	5 KWFM-AF	5 KWFM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>	1 KIIM-AF	1 KRQQ-F	1 KRQQ-F	1 KIIM-AF	1 KIIM-AF<	1 KIIM-AF>
2 KLPX-F	2 KKLD-F	2 KKLD-F	2 KKLD-F	2 KRQQ-F	2 KUPD-F	2 KLPX-F<	KRQQ-F<	2 KRQQ-F	2 KWFM-AF
3 KKLD-F>	3 KLPX-F	3 KIIM-AF	3 KIIM-AF	3 KKLD-F	3 KLPX-F>>	3 KUPD-F>	3 KLPX-F	3 KLPX-F	3 KRQQ-F<
4 KIIM-AF>>	4 KIIM-AF	4 KLPX-F>	4 KLPX-F	4 KWFM-AF>	4 KWFM-AF	4 KIIM-AF>	4 KUPD-F>	4 KWFM-AF	4 KLPX-F>
5 KXMG-F	5	5 KXEW	5 KWFM-AF	5 KLPX-F	5 KIIM-AF>	5 KWFM-AF	5 KWFM-AF	5 KUPD-F	5 KKLD-F
KAWV-F>>	6	6 KWFM-AF>	6	6	6 KNST >	6	6 KKLD-F>	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
KAWV-F 103.1	Oracle	1.1/3.3/	10/	180
KTUC 1400	Tucson	1.1/4.6/	10/	252
KVOI 690	Tucson	0.6/2.3/	6/	139
KTAR 620	Phoenix	0.3/1.1/	18/	238

SPOTS STATIONS

KJYK, 1490,	1 KW (DA-1)	, OLDIES	NBC, \$	16.00 (Christal)	Duchossois
KCEE, 790,	5 KW/500 W (DA-2)	, OLDIES	RADRAD, \$	20.00 (MMR)	American
KIIM, 1290,	1 KW	, COUNTRY	, \$	32.00 (Katz)	
KGVY, 1080,	1 KW (DAYS)	, NOSTALGIA	APR, \$	20.00 (---)	
KMRR, 1330,	2 KW/5 KW (DA-2)	, NOSTALGIA	SMN, \$	21.00 (Republic)	
KNST, 940,	1 KW/250 W (DA-2)	, NEWS/TALK	ABC I, MBS, \$	30.00 (Mc-Guild)	Nationwide
KQTL, 1210,	10 KW/1 KW (DA-2)	, HISPANIC	, \$	18.00 (Caballero)	
KTKT, 990,	10 KW/1 KW (DA-N)	, NEWS/TALK	CNN, TRNSTR, \$	18.00 (HNWH)	Lotus
KTUC, 1400,	1 KW	, TALK	CBS, CNN, \$	17.00 (Roslin)	
KXEW, 1600,	1 KW (DA-2)	, HISPANIC	CRC, \$	15.00 (Lotus)	
KAWV-F, 103.1,	.6 KW @ 610,	JAZZ/NAC	SMN, \$	16.00 (Republic)	(ORACLE)
KIIM-F, 99.9,	93 KW @ 2000,	COUNTRY	, \$	44.00 (Katz)	
KKLD-F, 94.9,	97 KW @ 1952,	SOFT AC/EZ	, \$	42.00 (Christal)	Duchossois
KLPX-F, 96.1,	93 KW @ 100,	AOR	, \$	35.00 (HNWH)	Lotus
KOYT-F, 92.1,	1.8 KW @ 445,	BTFL/EZ	, \$	17.00 (K & P)	(GREEN VALLEY)
KRQQ-F, 93.7,	91 KW @ 2000,	CHR	, \$	65.00 (Mc-Guild)	Nationwide
KXMG-F, 98.3,	3 KW @ 200,	HISPANIC	CRC, \$	14.00 (Lotus)	(MARANA)

TULSA

Arbitron Rank/Pop (12+): 57/646,600  
 MSA Rank/Pop: 68/733,000  
 ADI # 56  
 Average Person Ratings: 16.5  
 Market TSL: 21.75 hours

Stations: 17/17  
 Diaries: 1010/640:1/54.8%  
 Sample Target: 1010  
 % Below Line: 0.0  
 % Not Listed: 9.5

1989 Revenue: \$19,300,000  
 HH Inc.: \$24,394  
 Retail \$: 4.7 Bil  
 Pop per Station: 38,035  
 #1 Biller: KMOD-F \$3,300,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KWEN-F (C)	132/12.4	9.5	11.0	11.7	8.1	11.1	218/2380	1539/23.8	21.0	19.0	10.3	118	1310	KWEN-F
2. KMOD-F (AOR)	113/10.6	9.7	12.5	10.6	11.0	10.9	140/1805	1291/20.0	23.2	18.6	15.1	173	1586	KMOD-F
3. KRMG (MOR)	109/10.2	9.3	8.6	9.3	11.0	9.4	121/1530	1296/20.0	21.6	22.8	8.9	102	984	KRMG
4. KVOO (C)	89/ 8.3	7.5	7.3	7.2	7.4	7.6	176/1568	867/13.4	12.6	14.3	5.9	68	801	KVOO
KAYI-F (CHR)	89/ 8.3	7.5	8.3	9.3	8.0	8.4	111/1854	1383/21.4	20.2	21.1	9.3	107	1563	KAYI-F
6. KRAV-F (AC)	73/ 6.8	5.4	4.8	4.2	3.7	5.3	87/1190	939/14.4	13.7	11.7	5.0	57	820	KRAV-F
KMYZ-F (CHR)	73/ 6.8	9.0	7.3	6.3	5.4	7.4	136/1848	1219/18.9	21.2	16.0	11.4	131	1598	KMYZ-F
8. KBEZ-F (EZ)	69/ 6.5	8.9	7.1	8.2	9.4	7.7	91/1005	753/11.6	15.5	15.1	3.7	42	885	KBEZ-F
9. KVLT-F (O)	52/ 4.9	6.6	5.5	4.9	6.4	5.5	84/1287	816/12.6	13.5	11.3	4.7	54	763	KVLT-F
10. KQMJ-F (AC)	46/ 4.3	2.7	3.7	4.1	3.5	3.7	52/867	731/11.3	8.6	8.1	2.8	32	412	KQMJ-F
11. KTFX-F (C)	32/ 3.0	1.3	3.3	2.5	4.0	2.5	55/829	510/ 7.9	5.2	7.5	1.7	20	362	KTFX-F
12. KVOO-F (C)	27/ 2.5	3.4	4.1	4.7	4.6	3.7	44/1023	620/ 9.6	10.4	8.1	4.5	52	741	KVOO-F
13. KBLK (B)	18/ 1.7	1.9	1.1	1.8	2.3	1.6	18/181	171/ 2.6	2.9	4.8	1.7	20	259	KBLK
14. KCMA-F (CL)	15/ 1.4	0.7	1.0	0.8	0.6	1.0	15/197	186/ 2.9	3.9	1.6	1.0	12	184	KCMA-F

12+ FM SHARE (METRO): 76.79% (741 of 965) (WIN 89: 73.84%)

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 KRMG	1 KRMG	1 KWEN-F<	1 KWEN-F	1 KAYI-F>	1 KVOO >
2 KMYZ-F	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KMOD-F	2 KWEN-F	2 KWEN-F>	2 KMOD-F	2 KMOD-F	2 KMYZ-F<	2 KRMG
3	KAYI-F<	3 KRAV-F	KRAV-F>	3 KRAV-F>	KVOO >	3 KMOD-F<	3 KRMG	3 KRMG	3 KRMG <	3 KVLT-F<
4	4 KMYZ-F	4 KMYZ-F	4 KVLT-F	4 KVLT-F	4 KBEZ-F>	4 KVOO	4 KRAV-F	4 KVOO	4 KMOD-F	4 KWEN-F
5	5 KRAV-F	5 KAYI-F	5 KRMG <	KRMG	5 KRAV-F	5 KAYI-F	5 KVOO	5 KAYI-F<	5 KWEN-F	5
6	6	6 KVLT-F	6 KQMJ-F	6 KQMJ-F	6	6	6 KBEZ-F	6 KBEZ-F<	6	6
								7 KMYZ-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 KMYZ-F	1 KRAV-F	1 KRAV-F>>	1 KWEN-F<	1 KWEN-F	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>
2 KWEN-F>	2 KWEN-F	2 KMOD-F	2 KRAV-F>	KRAV-F>	2 KAYI-F>	2 KAYI-F	2 KWEN-F	2 KWEN-F>	2 KWEN-F>
3 KAYI-F	KMYZ-F	3 KWEN-F	3 KMYZ-F	3 KBEZ-F	3 KMYZ-F	3 KWEN-F	KAYI-F	3 KAYI-F	3 KVLT-F
4 KVLT-F>	4 KAYI-F	KAYI-F	4 KAYI-F	4 KRMG	4 KWEN-F>	4 KMYZ-F	4 KQMJ-F	4 KVLT-F	4 KRMG
5 KMOD-F	5 KMOD-F	5 KMYZ-F	5 KBEZ-F<	5 KQMJ-F	5 KTOW-F	5 KQMJ-F	5 KVLT-F	5 KRAV-F	5 KRAV-F
6	6 KVLT-F	6 KQMJ-F	6 KVLT-F	KMYZ-F	KQMJ-F	6	KMYZ-F	KQMJ-F	6
		7 KBEZ-F					7 KRAV-F	KMYZ-F	

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME AQH/CUME	TSA	TSA
KCFO 970 Tulsa	0.8/3.0/	11/ 230		
KTOW-F 102.3 Sand Springs	0.9/2.0/	10/ 182		
KXOJ-F 100.9 Sapulpa/Tulsa	0.9/3.9/	12/ 282		

RADIO STATIONS

KBLK, 1550, 2.5 KW/350 W (DA-2), BLACK	, \$ 17.00 (---	
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	, \$ 12.00 (---	Salem
KRMG, 740, 50 K2/25 KW (DA-2), MOR	ABC I, \$ 55.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY	CNN, \$ 44.00 (Eastman)	
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC F, \$ 55.00 (Katz)	Narragansett
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D, \$ 39.00 (Christal)	Renda
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	, \$ 17.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1330, AOR	, \$ 68.00 (HNWH)	Clear Channel
KMYZ-F, 103.3, 70 KW @ 1200, CHR	ABC R, \$ 32.00 (Banner)	Shamrock-Lynett (PRYOR)
KQMJ-F, 99.5, 100 KW @ 984, AC	, \$ 30.00 (Banner)	(HENRYETTA)
KRAV-F, 96.5, 100 KW @ 1329, AC	, \$ 42.00 (Republic)	
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	, \$ 30.00 (---	
KVLT-F, 106.1, 100 KW @ 1315, OLDIES	, \$ 29.00 (Christal)	Federated (OWASSO)
KVOO-F, 98.5, 100 KW @ 1135, COUNTRY	, \$ 26.00 (Eastman)	
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	, \$ 77.00 (Katz)	NewCity

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,171,100

Stations: 35/30  
 Diaries: 2449/1295:1/56.5%  
 Sample Target: 2150  
 % Below Line: 2.4  
 % Not Listed: 13.6

1989 Revenue: \$144,400,000  
 HH Inc.: \$41,825  
 Retail \$: 34.0 Bill  
 Pop per Station: 105,703  
 #1 Biller: WMZQ-AF \$14,500,000

MSA Rank/Pop: 7/3,676,500  
 ADI # 9  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WPGC-F (CHR)	406/ 7.4	6.7	5.8	6.4	5.7	6.6	457/5976	5177/16.3	16.4	15.3	9.3	535	5614	WPGC-F
2. WKYS-F (B)	383/ 7.0	5.3	4.6	5.0	5.3	5.5	403/4698	4417/13.9	12.4	11.6	6.7	389	4309	WKYS-F
3. WGAY-F (EZ)	341/ 6.2	7.7	7.1	6.0	7.5	6.8	377/4546	4188/13.2	15.8	14.4	5.3	305	2985	WGAY-F
4. WMZQ-AF (C)	318/ 5.8	6.6	6.4	6.1	6.2	6.2	421/5296	4325/13.6	14.3	13.6	6.1	344	3482	WMZQ-AF
5. WMAL (MOR)	271/ 5.0	5.4	5.5	5.3	6.1	5.3	277/3698	3546/11.2	16.9	14.2	4.7	271	3421	WMAL
6. WASH-F (AC)	245/ 4.5	3.3	3.6	4.0	4.5	3.8	259/3699	3387/10.7	10.5	12.8	2.8	163	2203	WASH-F
7. WCXR-F (AOR)	234/ 4.3	3.7	5.2	3.8	4.4	4.3	261/4388	3960/12.5	12.2	14.2	4.4	254	3928	WCXR-F
8. WAVA-F (CHR)	220/ 4.0	4.8	5.3	4.7	5.2	4.7	263/5412	4395/13.9	16.1	18.7	4.9	285	5489	WAVA-F
9. WTOP (N)	215/ 3.9	3.7	4.5	4.1	3.5	4.1	238/5214	4689/14.8	15.7	14.5	3.6	207	4184	WTOP
10. WHUR-F (B)	212/ 3.9	3.8	4.1	3.7	4.8	3.9	220/4175	3860/12.2	12.5	13.3	4.1	234	3464	WHUR-F
11. WRQX-F (CHR)	188/ 3.4	4.0	4.7	4.2	4.5	4.1	265/5494	4015/12.7	13.5	15.7	4.8	278	4912	WRQX-F
12. WMMJ-F (B)	177/ 3.2	2.4	3.3	2.9	0.8	3.0	179/2111	2034/ 6.4	6.3	2.9	3.3	189	1828	WMMJ-F
13. WXTR-F (O)	172/ 3.1	3.4	3.1	3.0	3.0	3.2	205/3735	3165/10.0	10.7	11.0	2.5	147	2705	WXTR-F
14. WLTT-F (AC)	168/ 3.1	3.7	3.1	3.3	3.5	3.3	188/3869	3425/10.8	11.7	12.0	3.3	192	2597	WLTT-F
15. WHFS-F (AOR)	167/ 3.1	1.9	1.9	2.2	1.8	2.3	201/2523	1984/ 6.3	6.0	5.6	2.3	135	1807	WHFS-F
16. WGMS-F (CL)	139/ 2.5	2.4	2.7	2.7	2.7	2.6	155/2590	2365/ 7.5	8.9	8.3	2.6	151	2111	WGMS-F
17. WWDC-F (AOR)	137/ 2.5	3.1	2.8	3.8	4.1	3.0	202/5074	3563/11.2	13.1	14.7	3.3	188	3941	WWDC-F
18. WOL (B)	117/ 2.1	1.0	1.2	2.0	1.9	1.6	117/1215	1215/ 3.8	3.5	4.1	1.2	67	901	WOL
19. WWRC (T)	98/ 1.8	2.4	2.8	2.5	2.1	2.4	118/1891	1671/ 5.3	5.6	6.2	2.0	116	1975	WWRC
20. WJFK-F (AOR)	97/ 1.8	2.2	1.5	1.4	0.9	1.7	125/2865	2427/ 7.7	8.4	5.3	1.9	108	2215	WJFK-F
21. WDJY-F (B)	73/ 1.3	1.9	1.7	2.3	2.5	1.8	75/1959	1846/ 5.8	7.3	8.4	1.8	105	1758	WDJY-F
22. WYCB (REL)	48/ 0.9	1.2	1.5	1.3	1.5	1.2	48/642	642/ 2.0	2.5	3.2	1.4	78	743	WYCB
23.														
24.														
25.														

12+ FM SHARE (METRO): 81.68% (3861 of 4727) (WIN 89: 79.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F	1 WPGC-F	1 WKYS-F<	1 WKYS-F>	1 WKYS-F>	1 WGAY-F	1 WMAL	1 WGAY-F	1 WPGC-F	1 WPGC-F	1 WKYS-F
2 WAVA-F	2 WKYS-F>	2 WPGC-F>	2 WASH-F	2 WASH-F<	2 WMAL	WKYS-F	2 WKYS-F<	2 WMZQ-AF<	2 WKYS-F	2 WMAL >>
3 WRQX-F>>	3 WCXR-F	3 WCXR-F<	3 WPGC-F<	3 WMZQ-AF	3 WMZQ-AF	3 WMZQ-AF	3 WPGC-F	3 WGAY-F<	3 WHUR-F	3 WPGC-F
4	4 WHFS-F	4 WMZQ-AF	4 WMZQ-AF<	4 WPGC-F<	4 WTOP	4 WTOP <	4 WASH-F	4 WKYS-F	4 WAVA-F<	4 WTOP
5	5 WAVA-F<	WASH-F	5 WCXR-F	5 WCXR-F	5 WASH-F	5 WPGC-F	5 WMZQ-AF	5 WCXR-F	5 WGAY-F>	5 WMZQ-F<
6	6 WHUR-F	6 WHUR-F	6 WMMJ-F	6 WXTR-F	6 WKYS-F	6 WCXR-F	6 WCXR-F	6 WASH-F	6 WRQX-F	6 WGAY-F
7	7 WMZQ-AF	7 WHFS-F<	7 WXTR-F	7 WMMJ-F	7 WGMS-F	7 WGAY-F<	7 WMAL	7 WMAL	7 WMMJ-F	7 WHUR-F>>
8	8 WWDC-F	8 WMMJ-F	WLTT-F	8 WHUR-F	8 WHUR-F	8 WAVA-F	8	8	8 WMAL	8
9	9	9	WHUR-F	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F>>	1 WPGC-F	1 WKYS-F>	1 WKYS-F	1 WKYS-F	1 WPGC-F>	1 WPGC-F	1 WCXR-F	1 WCXR-F	1 WCXR-F
2 WAVA-F	2 WKYS-F>>	2 WPGC-F	2 WPGC-F	2 WASH-F	2 WHFS-F	2 WCXR-F	2 WKYS-F	2 WPGC-F	2 WMZQ-AF
3 WKYS-F>	3 WAVA-F	3 WLTT-F	3 WASH-F>	3 WPGC-F	3 WHUR-F	3 WHFS-F	3 WHFS-F	3 WHFS-F<	3 WKYS-F
4 WRQX-F	4 WCXR-F<	4 WASH-F	4 WMZQ-AF	4 WMZQ-AF<	4 WAVA-F	4 WKYS-F	4 WPGC-F	4 WKYS-F<	4 WHUR-F
5 WCXR-F	5 WLTT-F	5 WMMJ-F	5 WMMJ-F	5 WMMJ-F	5 WWDC-F	5 WHUR-F	5 WMZQ-AF<	5 WHUR-F<	5 WHFS-F
6 WMZQ-AF	WASH-F<	6 WCXR-F<	6 WLTT-F	6 WLTT-F<	6 WCXR-F	6 WHUR-F	6 WMZQ-AF	6 WMZQ-AF	6 WXTR-F
7 WHUR-F	7 WRQX-F	7 WHFS-F	WAVA-F	7 WGAY-F	7 WRQX-F	7 WWDC-F	7 WXTR-F<	7 WWDC-F	7 WPGC-F<
8	8	8	8 WRQX-F	8 WXTR-F	8 WOL	8 WJFK-F	8 WWDC-F	8 WXTR-F	8 WLTT-F
9	9	9	9	9	9	9	9	9	9

OTHER RATED STATIONS METRO CUME TSA TSA  
SHARE/RTG/ AQH/CUME

WFMD	930	Frederick	0.3/0.8/ 19/ 303
WFRE-F	99.9	Frederick	0.5/1.8/ 64/ 929
WGMS	570	Bethesda	0.5/1.5/ 28/ 490
WMJR-F	107.7	Warrenton	0.3/1.3/ 31/ 655
WUST	1120	Washington	0.5/1.0/ 25/ 323
WWDC	1260	Washington	0.6/1.9/ 36/ 662
WZYQ-F	103.9	Braddck Hts/Frd	0.3/1.2/ 20/ 428
WFLS-F	93.3	Fredericksburg	0.6/1.1/ 80/ 806
WGRX-F	100.7	Westmnstr/Bltmr	0.4/1.1/ 57/1152
WIYY-F	97.9	Baltimore	0.7/2.9/142/2207
WPOC-F	93.1	Baltimore	0.3/1.0/103/1237
WMMX-F	106.5	Baltimore	0.3/0.9/102/1623

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20 KW (DA-1),	BLACK	SMN,	\$	N/A	(Mc-Guild)	
WMAL,	630,	5 KW (DA-2)	, MOR	ABC I,	\$	211.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, HISPANIC	,	\$	40.00	(Lotus)	
WOL,	1450,	1 KW	, BLACK	NBN,	\$	49.00	(K & P)	
WTOP,	1500,	50 KW (DA-2)	, NEWS	CBS, MBS,	\$	180.00	(HNWH)	Chase
WWDC,	1260,	5 KW (DA-2)	, NOSTALGIA	US 1,	\$	46.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	, TALK	NBC, MBS,	\$	70.00	(MMR)	Greater Media
WYCB,	1340,	1 KW	, GOSPEL	SBN,	\$	40.00	(---	

FM STATIONS

WASH,	97.1,	22 KW @ 690,	AC	TRNSTR,	\$	105.00	(HNWH)	Chase
WAVA,	105.1,	50 KW @ 500,	CHR	,	\$	160.00	(HNWH)	Emmis
WCXR,	105.9,	28 KW @ 650,	CLASSIC AOR	,	\$	150.00	(Mc-Guild)	Westinghouse
WDJY,	100.3,	40 KW @ 323,	BLACK	APR,	\$	80.00	(Mc-Guild)	United
WGAY,	99.5,	21 KW @ 780,	BTFL/EZ	,	\$	210.00	(MMR)	Greater Media
WGMS,	103.5,	47 KW @ 510,	CLASSICAL	MBS,	\$	145.00	(Republic)	Verstandig
WHFS,	99.1,	47 KW @ 390,	AOR	APR,	\$	60.00	(Republic)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669,	BLACK	,	\$	117.00	(Durpetti)	Howard University
WJFK,	106.7,	23 KW @ 731,	CLASSIC AOR	ABC R,	\$	80.00	(Torbet)	Infinity
WKYS,	93.9,	50 KW @ 485,	BLACK	,	\$	190.00	(Eastman)	Albimar
WITT,	94.7,	21 KW @ 780,	AC	,	\$	173.00	(CBS)	CBS
WMMJ,	102.3,	3 KW @ 171,	BLACK OLDIES	ABC E, MBS,	\$	60.00	(K & P)	
WMZQ,	98.7,	50 KW @ 490,	COUNTRY	,	\$	250.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500,	CHR/URBAN	,	\$	155.00	(Banner)	Cook Inlet
WRQX,	107.3,	50 KW @ 410,	CHR	ABC C,	\$	120.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	22 KW @ 760,	AOR	US 1,	\$	200.00	(Christal)	
WXTR,	104.1,	50 KW @ 500,	OLDIES	,	\$	115.00	(Mc-Guild)	Radio Ventures (WALDORF,MD)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/751,900  
 MSA Rank/Pop: 64/808,300  
 ADI # 52  
 Average Person Ratings: 17.3  
 Market TSL: 22.75 hours

Stations: 35/16  
 Diaries: 1189/632:1/50.9%  
 Sample Target: 1070  
 % Below Line: 32.9  
 % Not Listed: 11.0

1989 Revenue: \$23,000,000  
 HH Inc.: \$399,666  
 Retail \$: 8.1 Bil  
 Pop per Station: 46,993  
 #1 Biller: WRMF-F \$6,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	218/16.8	19.3	18.7	17.5	18.0	18.1	311/3092	2012/26.8	28.9	29.2	11.2	116	1559	WEAT-AF
2. WRMF-F (AC)	91/ 7.0	8.5	8.4	11.5	7.2	8.9	151/2159	1249/16.6	17.4	18.5	7.9	88	1054	WRMF-F
3. WJNO (N/T)	81/ 6.2	6.7	6.9	5.0	5.9	6.2	98/1377	1067/14.2	14.9	12.3	7.0	78	785	WJNO
4. WHQT-F (CHR)	78/ 6.0	5.9	4.7	4.5	6.0	5.3	198/1960	706/ 9.4	10.0	8.3	9.6	107	890	WHQT-F
5. WOVV-F (CHR)	68/ 5.2	4.4	3.6	3.9	3.3	4.3	119/1591	913/12.1	12.1	12.9	4.9	55	1085	WOVV-F
6. WSHE-F (AOR)	55/ 4.2	3.2	2.5	2.0	2.0	3.0	111/1636	631/ 8.4	8.3	8.0	4.4	49	618	WSHE-F
7. WIRK-F (C)	48/ 3.7	5.4	5.3	5.4	5.6	5.0	71/1071	738/ 9.8	10.9	9.3	6.0	67	765	WIRK-F
8. WPOM (B)	40/ 3.1	1.5	1.8	2.1	1.2	2.1	40/293	288/ 3.8	4.1	3.0	2.1	24	296	WPOM
9. WNGS-F (SAC)	36/ 2.8	2.6	2.2	2.4	2.8	2.5	37/543	536/ 7.1	6.3	8.2	2.9	33	484	WNGS-F
WKGR-F (AOR)	36/ 2.8	3.0	3.1	1.7	2.8	2.7	76/1212	639/ 8.5	8.4	9.3	3.9	44	704	WKGR-F
11. WOLL-F (O)	32/ 2.5	2.3	2.2	1.5	2.8	2.1	48/659	460/ 6.1	5.6	5.9	1.2	13	229	WOLL-F
12. WJQY-F (SAC)	29/ 2.2	1.3	1.1	1.5	0.9	1.5	164/1916	307/ 4.1	3.7	4.3	2.1	24	294	WJQY-F
WSWN (B)	29/ 2.2	1.0	0.8	0.7	0.4	1.2	36/378	280/ 3.7	1.8	2.0	1.9	21	217	WSWN
14. WMXJ-F (O)	26/ 2.0	1.8	2.4	2.3	3.1	2.1	136/1986	386/ 5.1	7.5	8.7	2.6	29	677	WMXJ-F
WIOD (T)	26/ 2.0	2.3	2.1	2.0	1.8	2.1	141/1875	376/ 5.0	6.5	4.9	1.7	19	333	WIOD

12+ FM SHARE (METRO): 77.94% (901 of 1156) (WIN 89: 81.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F	1 WHQT-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF	1 WEAT-AF	1 WJNO
2 WHQT-F	2 WRMF-F	2 WHQT-F	2 WHQT-F	2 WEAT-AF	2 WJNO	2 WRMF-F	2 WRMF-F	2 WHQT-F	2 WEAT-AF	2 WEAT-F
3 WPOW-F	3 WSHE-F	3 WSHE-F	3 WSHE-F	WHQT-F	3 WRMF-F	3 WJNO	3 WHQT-F	3 WOVV-F	3 WIOD	3 WIOD
4	4 WOVV-F	WOVV-F	4 WSHE-F	4 WIRK-F	4 WOVV-F	4 WHQT-F	4 WOVV-F	4 WSWN	WHQT-F	4 WSWN
5	5 WKGR-F	5 WKGR-F	WKGR-F	WOVV-F	5	5 WHQT-F	5 WSHE-F	5 WJNO	5 WJNO	5 WPOM
6	6 WSWN	6	6	WKGR-F	6	6 WIRK-F	6 WOVV-F	6	6 WSHE-F	WIRK-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 WHQT-F	1 WHQT-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WHQT-F	1 WSHE-F	1 WSHE-F	1 WRMF-F	1 WRMF-F	1 WRMF-F
2 WOVV-F	2 WOVV-F	2 WHQT-F	2 WHQT-F	2 WHQT-F	2 WSHE-F	2 WRMF-F	2 WRMF-F	2 WSHE-F	2 WSHE-F	2 WSHE-F
3 WSHE-F	3 WRMF-F	3 WOVV-F	3 WOVV-F	3 WOVV-F	3 WOVV-F	3 WHQT-F	3 WKGR-F	3 WKGR-F	3 WKGR-F	3 WKGR-F
4 WSWN	4 WSHE-F	4 WHYI-F	4 WNGS-F	4 WEAT-AF	4 WSWN	4 WOVV-F	4 WLVE-F	4 WHQT-F	4 WHQT-F	4 WMXJ-F
5	5 WSWN	5 WKGR-F	5 WYFX	5 WYFX	5	5 WKGR-F	5 WHQT-F	5 WZTA-F	5 WZTA-F	5 WJNO
6	6	6	WOLL-F	WNGS-F	6 WZTA-F	6	WGTR-F	WOLL-F	WOVV-F	6

OTHER RATED STATIONS	METRO SHARE/RTG/	TSA AQH/CUME
WDBF 1420 Delray Bch/W.P.	1.0/2.6/ 14/	234
WPBG 1290 West Palm BEach	0.3/1.1/ 4/	103
WPBR 1340 Palm Beach	0.6/3.2/ 10/	290
WSBR 740 Boca Rtn/WPlmBc	0.5/2.9/ 12/	469
WYFX 1040 Boynton Bch/Mla	1.3/1.9/ 28/	310
WAXY-F 105.9 Ft. Lauderdale	0.8/3.6/104/1719	
WGTR-F 97.3 Miami	1.2/4.8/ 76/1573	
WHYI-F 100.7 Ft. Lauderdale	1.5/7.3/113/2054	
WINZ 940 Miami	0.6/2.5/ 83/1081	
WKIS-F 99.9 Boca Raton	1.5/4.7/189/1985	
WLVE-F 93.9 Miami Beach	1.3/3.9/ 81/1291	
WLYF-F 101.5 Miami	1.9/4.1/237/2321	
WNWS 790 South Miami	0.8/2.6/ 64/1044	
WPOW-F 96.5 Miami/Ft Ldrdle	1.5/4.3/ 89/1327	
WQAM 560 Miami/Ft.Ldrdle	0.3/0.9/ 13/ 388	
WQBA-F 107.5 Miami	0.9/1.6/ 26/ 303	
WTMI-F 93.1 Miami/Ft Ldrdle	1.8/4.1/ 91/1120	
WZTA-F 94.9 Miami Beach	1.8/6.1/ 91/1441	
WZZR-F 92.7 Stuart/PtStLuci	0.5/2.3/ 28/ 627	

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1), MOR	CBS, \$ 14.00 (---	
WJNO, 1230, 1 KW	CBS, ABC E, \$ 54.00 (Banner)	Fairbanks
WPBR, 1340, 1 KW	NBC, MBS, \$ 23.00 (Eastman)	
WPOM, 1600, 1 KW (DA-1)	\$ 27.00 (Republic)	
WYFX, 1040, 10 KW/1 KW (DA-2)	SBN, \$ 16.00 (K & P)	
WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ	\$ 79.00 (Katz)	Taylor
WIRK-F, 107.9, 100 KW @ 350, COUNTRY	ABC E, \$ 59.00 (HNWH)	Price
WKGR-F, 98.7, 100 KW @ 1420, AOR	UPI, \$ 43.00 (HNWH)	(FORT PIERCE)
WOLL-F, 94.3, 3 KW @ 300, OLDIES	\$ 35.00 (Republic)	Lappin
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC	\$ 32.00 (Eastman)	
WOVV-F, 95.5, 100 KW @ 1000, CHR	SOURCE, \$ 44.00 (Mc-Guild)	(FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1350, AC	\$ 105.00 (Banner)	Fairbanks

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/627,500  
 MSA Rank/Pop: 69/727,800  
 ADI # 51  
 Average Person Ratings: 18.9  
 Market TSL: 24.75 hours

Stations: 26/11  
 Diaries: 1110/565:1/60.4%  
 Sample Target: 1000  
 % Below Line: 8.6  
 % Not Listed: 13.5

1989 Revenue: \$15,200,000  
 HH Inc.: \$24,373  
 Retail \$: 5.1 Bill  
 Pop per Station: 57,045  
 #1 Biller: WKRZ-AF \$2,800,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	183/15.5	13.4	14.9	13.3	13.8	14.3	235/2610	2116/33.7	33.2	32.2	19.3	191	2254	WKRZ-F
2. WEZX-F (AOR)	94/ 7.9	8.0	6.1	7.1	6.4	7.3	105/1020	910/14.5	14.8	14.6	10.9	108	926	WEZX-F
3. WARM (MOR)	76/ 6.4	5.5	7.6	5.8	5.5	6.3	80/1137	1042/16.6	17.5	18.7	7.4	73	901	WARM
4. WNAK (BB)	75/ 6.3	8.6	7.3	8.7	7.0	7.7	76/533	519/ 8.3	9.4	9.7	4.8	47	369	WNAK
5. WMGS-F (AC)	60/ 5.1	4.9	3.5	5.4	5.4	4.7	63/773	716/11.4	11.6	15.1	4.8	42	313	WMGS-F
6. WWRB-F (AOR)	39/ 3.3	2.9	4.6	3.3	4.4	3.5	40/636	626/10.0	11.3	14.2	4.6	45	679	WWRB-F
7. WWSH-F (EZ)	38/ 3.2	5.3	4.0	5.4	5.3	4.5	47/633	507/ 8.1	10.2	11.5	3.8	38	521	WWSH-F
8. WGBI-F (AC)	30/ 2.5	2.8	2.6	2.9	3.8	2.7	34/597	473/ 7.5	10.2	13.8	2.2	22	443	WGBI-F
9. WDLS-F (C)	30/ 2.5	2.4	2.2	---	---	1.8	34/419	361/ 5.8	4.9	0.0	2.8	28	372	WDLS-F
10. WZZO-F (AOR)	28/ 2.4	1.8	0.9	1.4	1.3	1.6	50/495	284/ 4.5	4.3	3.4	2.2	22	399	WZZO-F
WEJL (BB)	28/ 2.4	4.9	4.0	2.8	2.2	3.5	28/448	419/ 6.7	9.9	7.2	2.6	26	385	WEJL
12. WSGD-F (O)	27/ 2.3	1.8	3.4	2.7	3.0	2.5	29/435	313/ 5.0	7.1	5.9	2.1	21	334	WSGD-F
WEAY-F (O)	27/ 2.3	1.8	2.0	2.2	1.7	2.1	27/369	369/ 5.9	4.7	4.7	2.0	20	363	WEAY-F
14. WWDL-F (SAC)	21/ 1.8	1.6	1.0	0.6	0.4	1.3	21/369	342/ 5.5	4.1	3.2	0.6	6	95	WWDL-F
WSBG-F (CHR)	21/ 1.8	1.8	1.8	1.2	1.6	1.6	23/344	332/ 5.3	4.0	3.8	1.3	13	319	WSBG-F
WHLM-F (CHR)	21/ 1.8	1.8	2.6	1.8	2.8	2.0	29/521	365/ 5.8	5.1	6.5	1.8	18	258	WHLM-F

12+ FM SHARE (METRO): 69.60% (712 of 1023) (WIN 89: 65.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WNAK <	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WARM
2	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WARM	2 WARM	2 WEZX-F	2 WEZX-F>	2 WEZX-F>>	2 WKRZ-F>
3	3 WWRB-F	3 WMGS-F>	3 WMGS-F>	3 WMGS-F>	3 WKRZ-F>	3 WEZX-F>	3 WMGS-F	3 WMGS-F	3 WARM <	3 WDLS-F<
4	4 WMGS-F	4 WWRB-F	4 WSGD-F	4 WSGD-F	4 WWSH-F<	4 WMGS-F	4 WNAK	4 WNAK	4 WWRB-F	4 WMGS-F>
5	5 WZZO-F	5	5	5 WARM <	5 WMGS-F	5 WNAK	5 WARM	5	5	5 WEZX-F
6	6	6	6	6 WGBI-F	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F	1 WEZX-F	1 WEZX-F>	1 WKRZ-F<	1 WKRZ-F<
2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WMGS-F<	2 WMGS-F>	2 WWRB-F	2 WKRZ-F>>	2 WKRZ-F>>	2 WEZX-F>>	2 WEZX-F>>
3 WWRB-F	3 WMGS-F	3 WMGS-F>	3 WEZX-F>	3 WEZX-F>	3 WWRB-F	3 WWRB-F	3 WSBG-F	3 WZZO-F<	3 WSGD-F
4 WMGS-F>	4 WWRB-F	4 WWRB-F	4 WGBI-F	4 WGBI-F	4 WZZO-F>>	4 WZZO-F	4 WZZO-F	4 WWRB-F	4 WMGS-F>
5 WZZO-F	5 WGBI-F>	5 WGBI-F>>	5 WWRB-F	5 WARM	5 WXPX >	5	5 WMGS-F	5 WSGD-F	5 WZZO-F
WHXT-F	6 WZZO-F	6 WZZO-F	6	6	6 WAVT-F	6	6 WWRB-F	6	6
WGBI-F>	7	WEAY-F	7	7	7	7	7	7	7

OTHER RATED STATIONS		METRO CUME		TSA	TSA
		SHARE/RTG/	AQH/CUME		
WARD	1550	Pittston	1.4/3.9/	16/	256
WBAX	1240	Wilkes-Barre	1.4/4.3/	16/	276
WBNE-F	95.5	Benton	0.5/1.7/	7/	135
WCDL	1440	Carbondale	0.9/1.7/	13/	190
WCNR	930	Bloomsburg	1.0/2.4/	16/	173
WGBI	910	Scranton/Wl.Br.	1.2/2.9/	14/	195
WICK	1400	Scranton	1.5/4.0/	18/	250
WILK	980	Wilkes-Barre/Sc	1.4/5.4/	18/	357
WQEQ-F	103.1	Freeland/Hzlt	1.3/2.2/	19/	209
WVPO	840	Stroudsburg	0.8/1.4/	10/	89
WXPX	1300	W Hazleton/Hzlt	1.4/2.1/	17/	135

WAEB-F	104.1	Allentown	0.5/1.8/	22/	315
WAVT-F	101.9	Pottsville	0.8/2.5/	67/	725
WEAZ	560	Philadelphia	0.2/0.5/	2/	33
WEAZ-F	101.1	Philadelphia	0.2/1.1/	6/	98
WFMZ-F	100.7	Allentown	0.9/2.6/	16/	299
WHXT-F	99.9	Easton/Allentwn	1.0/2.7/	20/	295
WKSJ-F	102.7	Williamsport	0.7/2.0/	37/	530
WLEV-F	96.1	Easton	0.9/2.2/	21/	235
WYSP-F	94.1	Philadelphia	0.3/1.6/	11/	199

RADIO STATIONS

WARD, 1550,	10 KW/500 W (DA-2)	, TALK	APR, ABC T,	\$ 12.00 (Savalli)	
WARM, 590,	5 KW (DA-2)	, MOR	NBC,	\$ 45.00 (Mc-Guild)	Susquehanna
WBAX, 1240,	1 KW	, NOSTALGIA	CNN,	\$ 16.00 (---	
WEJL, 630,	500 W (DAYS)	, NOSTALGIA	ABC I,	\$ 20.00 (Christal)	Shamrock-Lynett
WGBI, 910,	1 KW/500 W	, COUNTRY	CBS,	\$ 14.00 (Torbet)	
WICK, 1400,	1 KW	, BTFL/EZ	ABC D,	\$ 14.00 (Roslin)	
WILK, 980,	5 KW/1 KW (DA-2)	, TALK	CNN, ABC E,	\$ 17.00 (Mc-Guild)	Keymarket
WNAK, 730,	1 KW/38 W (DA-1)	, NOSTALGIA	NBC,	\$ 27.00 (K & P)	
WEAY-F, 92.1,	.9 KW @ 552,	OLDIES	CNN,	\$ 16.00 (---	
WEZX-F, 107.1,	190 W @ 1270,	AOR	ABC R,	\$ 37.00 (Christal)	Shamrock-Lynett
WGBI-F, 101.3,	7 KW @ 1110,	AC	RADRAD,	\$ 27.00 (Torbet)	
WHLM-F, 106.5,	37 KW @ 597,	AC	US 2,	\$ 18.00 (Banner)	(BLOOMSBURG)
WKRZ-F, 98.5,	9 KW @ 1172,	CHR	,	\$ 60.00 (Katz)	Keymarket
WMGS-F, 92.9,	9 KW @ 1060,	AC	,	\$ 40.00 (Mc-Guild)	Susquehanna
WSGD-F, 94.3,	.3 KW @ 770,	OLDIES	,	\$ 18.00 (Republic)	(CARBONDALE)
WWSH-F, 97.9,	24 KW @ 660,	BTFL/EZ	,	\$ 23.00 (Katz)	(HAZLETON)
WWRB-F, 102.3,	3 KW @ 71,	CHR/AOR	ABC C,	\$ 22.00 (Mc-Guild)	

YORK

Arbitron Rank/Pop (12+): 104/340,200  
 MSA Rank/Pop: 114/404,100  
 ADI # 46  
 Average Person Ratings: 18.7  
 Market TSL: 24.50 hours

Stations: 31/11  
 Diaries: 812/419:1/70.1%  
 Sample Target: 730  
 % Below Line: 35.6  
 % Not Listed: 14.5

1989 Revenue: \$12,300,000  
 HH Inc.: \$29,429  
 Retail \$: 2.5 Bill  
 Pop per Station: 30,927  
 #1 Biller: WARM-F \$3,400,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WARM-F (AC)	64/10.1	10.3	9.2	10.4	12.1	10.0	164/1862	740/21.8	21.0	25.3	8.7	54	764	WARM-F
2. WQXA-F (CHR)	55/ 8.7	5.8	5.3	6.5	6.3	6.6	108/1637	630/18.5	16.9	20.3	7.9	49	708	WQXA-F
WGTY-F (C)	55/ 8.7	7.9	7.0	5.6	5.4	7.3	61/661	542/15.9	14.4	13.0	4.8	30	498	WGTY-F
4. WYCR-F (CHR)	50/ 7.9	12.4	12.8	12.8	8.8	11.5	71/1427	894/26.3	29.1	27.3	10.5	65	960	WYCR-F
WSBA (MOR)	50/ 7.9	8.8	9.7	5.6	8.4	8.0	56/653	5648/16.1	18.3	18.0	9.2	57	719	WSBA
6. WNCE-F (EZ)	43/ 6.8	6.5	7.5	8.7	9.6	7.4	170/1701	431/12.7	13.9	16.9	6.1	38	381	WNCE-F
7. WRKZ-F (C)	42/ 6.6	8.1	9.2	7.8	11.1	7.9	137/1722	466/13.7	15.0	21.1	7.1	44	596	WRKZ-F
8. WTPA-F (AOR)	23/ 3.6	1.7	2.0	1.6	1.2	2.2	90/1028	225/ 6.6	4.3	6.2	3.4	21	330	WTPA-F
9. WNNK-F (CHR)	19/ 3.0	1.8	1.9	2.0	1.5	2.2	157/2201	290/ 8.5	6.6	7.4	2.9	18	345	WNNK-F
10. WGRX-F (AOR)	18/ 2.8	3.8	3.6	5.1	6.2	3.8	28/568	355/10.4	10.9	12.8	6.1	38	525	WGRX-F
WHTF-F (CL AOR)	18/ 2.8	4.0	2.9	3.1	2.0	3.2	75/1159	293/ 8.6	9.4	8.4	3.7	23	341	WHTF-F

12+ FM SHARE (METRO): 83.24% (452 of 543) (WIN 89: 84.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WQXA-F	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WSBA	1 WSBA	1 WARM-F>	1 WARM-F	1 WYCR-F	1 WARM-F>>
2 WQXA-F	2 WYCR-F	2 WQXA-F	2 WQXA-F	2 WGTY-F	2 WNCE-F	2 WARM-F	2 WGTY-F	2 WQXA-F	2 WQXA-F>	2 WRKZ-F
3	3 WARM-F	3 WGTY-F	3 WGTY-F	3 WQXA-F	3 WARM-F	3 WGTY-F	3 WSBA	3 WYCR-F	3 WGTY-F<	WSBA
4	4 WTPA-F	4 WYCR-F>	4 WRKZ-F	4 WRKZ-F	4 WGTY-F	4 WQXA-F	4 WQXA-F	4 WGTY-F	4 WARM-F>	4 WGTY-F
5	5 WHTF-F	5 WRKZ-F	5 WYCR-F>	5 WYCR-F	5 WRKZ-F>	5 WRKZ-F	5 WNCE-F<	5 WNCE-F<	5 WRKZ-F	5
6	6 WGTY-F	6 WTPA-F	6 WSBA	WSBA	6 WQXA-F	WYCR-F	6 WRKZ-F	6 WSBA	WNCE-F	6
7	7 WNNK-F	7	WHTF-F	7 WNCE-F	7	WNCE-F	7	7 WRKZ-F	7 WGRX-F	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQXA-F	1 WQXA-F	1 WQXA-F	1 WARM-F	1 WARM-F>		1 WTPA-F	1 WTPA-F	1 WHTF-F	1 WGTY-F	1 WARM-F>
2 WYCR-F	2 WYCR-F	2 WARM-F	2 WQXA-F	2 WQXA-F		2 WHTF-F	2 WHTF-F	2 WTPA-F	2 WARM-F	2 WRKZ-F
3 WNNK-F	3 WARM-F>	3 WYCR-F>	3 WYCR-F	WGTY-F		3 WQXA-F>	3 WGTY-F>	3 WARM-F	3 WQXA-F	3 WRKZ-F
4 WARM-F>	4 WNNK-F	4 WRKZ-F	4 WGTY-F>	4 WSBA		4 WYCR-F>	4 WYCR-F	4 WYCR-F	4 WTPA-F	4 WQXA-F
5 WTPA-F	5 WGRX-F	WGRX-F	5 WRKZ-F	5 WNCE-F		5 WNNK-F	5 WQXA-F	WGTY-F	5 WHTF-F	5 WHTF-F
6 WGRX-F>>	6	WGTY-F>	WNNK-F	6 WRKZ-F		6 WGRX-F	WARM-F	6 WRKZ-F	6 WRKZ-F	6 WTPA-F
7	7	7	7	WYCR-F		7	7	7	7	WYCR-F

OTHER RATED STATIONS

			METRO CUME	TSA	TSA
			SHARE/RTG/	AQH/	CUME
WGCB-F	96.1	Red Lion	0.3/2.0/	14/	265
WGET	1320	Gettysburg	1.3/3.0/	8/	103
WHVR	1280	Hanover	1.1/3.4/	7/	114
WOYK	1350	York	0.9/2.3/	7/	100
WXKU	1250	York	0.3/2.5/	2/	99
WBAL	1090	Baltimore	0.6/2.8/	13/	192
WCMB	1460	Harrisburg	0.5/1.6/	14/	319
WDAC-F	94.5	Lancaster	1.1/3.0/	87/	935
WFRE-F	99.9	Frederick	1.1/2.7/	9/	138
WHP	580	Harrisburg	0.9/2.6/	67/	867
WHYL	960	Carlisle/Hrsbrg	0.8/1.6/	43/	498
WIOV-F	105.1	Ephrata/Lancast	1.1/2.9/	67/	815
WIYY-F	97.9	Baltimore	0.9/3.2/	10/	162
WLAN-F	96.9	Lancaster	0.5/4.1/	70/	1310
WLIF-F	101.9	Baltimore	1.3/2.2/	8/	80
WPOC-F	93.1	Baltimore	0.6/2.3/	4/	112
WWKL-F	94.9	Harrisburg	1.3/4.5/	65/	834
WVMD-F	104.7	Hagerstown	0.8/2.6/	6/	136
WVMX-F	106.5	Baltimore	0.3/2.0/	2/	69
WXBB-F	97.3	Harrisburg	0.9/3.1/	50/	731

RADIO STATIONS

WGET, 1320,	1	KW/500 W (DA-2), MOR	MBS, \$	14.00 (---)	(GETTYSBURG)
WHVR, 1280,	5	KW/500 W (DA-2), MOR	NBC, \$	N/A (HNWH)	
WSBA, 910,	5	KW/1 KW (DA-2), MOR	, \$	47.00 (Eastman)	Susquehanna
WARM-F, 103.3,	6	KW @ 1310, AC	, \$	57.00 (Eastman)	Susquehanna
WGTY-F, 107.7,	16	KW @ 350, COUNTRY	MBS, \$	17.00 (---)	(GETTYSBURG)
WHTF-F, 92.7,	.6	KW @ 700, CLASSIC AOR	SOURCE, \$	25.00 (Banner)	
WQXA-F, 105.7,	25	KW @ 520, CHR	, \$	40.00 (Katz)	
WYCR-F, 98.5,	11	KW @ 930, CHR	, \$	33.00 (HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster or Baltimore

MISCELLANEOUS COMMENTS: WHP-F changes calls to WXBB-F as of February 1990



YOUNGSTOWN

Arbitron Rank/Pop (12+): 83/419,000  
 MSA Rank/Pop: 97/506,100  
 Average Person Ratings: 17.3  
 Market TSL: 23.00 hours

Stations: 24/8  
 Diaries: 996/421:1/61.1%  
 Sample Target: 850  
 % Below Line: 6.8  
 % Not Listed: 12.3

1989 Revenue: \$10,200,000  
 HH Inc.: \$27,240  
 Retail \$: 3.2 Bil  
 Pop per Station: 52,375  
 #1 Biller: NA \$0

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WHOT-AF (CHR)	97/13.5	12.8	15.9	14.6	12.6	14.2	164/2300	1446/34.5	37.0	35.2	17.4	130	1601	WHOT-AF
2. WKBN (MOR)	84/11.6	7.9	10.2	8.0	9.0	9.4	108/1365	950/22.7	18.9	21.8	8.7	65	630	WKBN
3. WBBG-F (AC)	78/10.8	8.5	8.8	8.7	6.8	9.2	98/1134	812/19.4	19.7	16.0	9.0	67	871	WBBG-F
4. WQXK-F (C)	65/ 9.0	9.7	8.3	10.9	7.9	9.5	136/1281	715/17.1	17.1	17.4	8.2	61	656	WQXK-F
5. WKBN-F (EZ)	61/ 8.4	8.2	9.0	10.6	11.3	9.1	93/1395	851/20.3	20.2	21.5	7.5	56	693	WKBN-F
6. WNCD-F (AOR)	55/ 7.6	5.2	5.6	5.2	7.0	5.9	67/685	598/14.3	13.2	14.6	7.9	59	697	WNCD-F
7. WYFM-F (AC)	40/ 5.5	7.0	6.6	4.9	5.9	6.0	90/1216	683/16.3	16.3	17.5	5.2	39	531	WYFM-F
8. WFMJ (BB)	27/ 3.7	6.5	6.0	4.7	6.1	5.2	39/475	350/ 8.4	13.4	13.0	6.2	46	466	WFMJ
9. WBBW (N/T)	26/ 3.6	3.9	4.0	3.9	3.6	3.8	28/414	393/ 9.4	11.5	11.6	2.4	18	319	WBBW
10. WGFT (REL)	17/ 2.4	1.8	1.7	1.4	1.9	1.8	17/117	117/ 2.8	3.9	2.5	0.9	7	98	WGFT
11. WPHR-F (CHR)	12/ 1.7	1.3	1.2	2.4	1.5	1.7	18/371	276/ 6.6	6.5	7.1	2.1	16	387	WPHR-F
12. WRKU-F (AOR)	10/ 1.4	3.9	3.4	4.5	3.5	3.3	29/541	204/ 4.9	11.6	7.3	2.8	21	356	WRKU-F

12+ FM SHARE (METRO): 71.92% (456 of 634) (WIN 89: 71.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-AF>>1	WHOT-AF	1 WBBG-F<	1 WBBG-F	1 WBBG-F	1 WKBN >	1 WHOT-AF	1 WBBG-F<	1 WHOT-AF	1 WHOT-AF	1 WKBN
2 WNCD-F	2 WNCD-F>	2 WHOT-AF	2 WHOT-AF>	2 WHOT-AF>	2 WBBG-F<	2 WKBN	2 WKBN <	2 WBBG-F	2 WKBN <	2 WQXK-F>>
3	3 WBBG-F>	3 WNCD-F>	3 WNCD-F	3 WQXK-F	3 WQXK-F	3 WBBG-F>	3 WKBN-F	3 WKBN	3 WNCD-F	3 WFMJ
4	4 WYFM-F>	4 WQXK-F	4 WYFM-F	4 WKBN-F>	4 WKBN-F>	4 WNIR-F<	4 WHOT-AF	4 WKBN-F<	4 WBBG-F	4 WNCD-F
5	5 WQXK-F	WKBN-F	5 WKBN-F	5 WKBN <	5 WHOT-AF	5 WQXK-F	5 WQXK-F	5 WQXK-F<	5 WQXK-F	5 WHOT-F
6	WKBN-F	6 WYFM-F	6	6 WYFM-F	6 WFMJ	6 WKBN-F	6 WNCD-F	6 WNCD-F>	6 WKBN-F	6 WBBG-F>>
7	7	7	7	7	7	7 WYFM-F	7	7	7 WYFM-F	7
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-AF	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF		1 WNCD-F	1 WNCD-F>	1 WNCD-F>	1 WBBG-F	1 WBBG-F>
2 WNCD-F>	2 WNCD-F	2 WYFM-F	2 WBBG-F	2 WBBG-F		2 WHOT-AF>>2	2 WHOT-AF>	2 WHOT-AF	2 WNCD-F	2 WNCD-F
3 WKBN-F	3 WYFM-F	3 WBBG-F>	3 WKBN-F	3 WKBN-F		3 WBBG-F	3 WBBG-F>	3 WBBG-F>	3 WHOT-AF>	3 WQXK-F
4 WBBG-F>	4 WYFM-F>	4 WNCD-F	4 WYFM-F>	4 WYFM-F<		4 WDVE-F	4 WQXK-F>	4 WQXK-F	4 WQXK-F>	4 WHOT-AF
5 WPHR-F	5 WKBN-F>>	WKBN-F>	5 WQXK-F	5 WQXK-F		5 WQXK-F>	5 WYFM-F	5 WYFM-F	5 WYFM-F	5 WKBN >
6 WYFM-F>>	6 WQXK-F	6 WQXK-F	WNCD-F	6 WKBN		6 WRKU-F	6 WRKU-F	6 WRKU-F>	6 WKBN	6
7 WRKU-F	7 WRKU-F	WKBN >	7	7		7 WKBN-F>>	7	7	7	7
8 WQXK-F	8	8	8	8		8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/	CUME	TSA	TSA
	SHARE/RTG/	AQH/CUME		
WKTX-F 96.7	Mercer/Ygstwn.	0.6/1.2/	8/	169
WQJY-F 95.9	Sharpsville	0.8/2.9/	14/	248
WRRO 1440	Warren	1.0/4.8/	8/	211
WSOM 600	Salem	1.1/2.6/	18/	195
WDVE-F 102.5	Pittsburgh	1.0/3.4/	45/	607
WKDD-F 96.5	Akron/Canton	0.4/2.5/	3/	125
WMMS-F 100.7	Cleveland	1.0/3.7/	8/	191
WNIR-F 100.1	Kent/Akron	0.7/1.9/	8/	116
WONE-F 97.5	Arkon/Cleveland	0.7/2.5/	9/	185
WTOF-F 98.1	Canton/Akron	0.7/3.2/	8/	166
WWWE 1100	Cleveland	0.7/3.1/	6/	173

Radio Stations

WBBW, 1240,	1 KW (DA-1)	, TALK	ABC E, ABC T,	\$ 24.00 (Republic)	H & D
WFMJ, 1390,	5 KW (DA-N)	, NOSTALGIA	NBC,	\$ 18.00 (Savalli)	
WKBN, 570,	5 KW (DA-N)	, MOR	CBS,	\$ 36.00 (Katz)	
WBBG-F, 93.3,	50 KW @ 280,	OLDIES	ABC E,	\$ 37.00 (Republic)	H & D
WHOT-F, 101.1,	24 KW @ 711,	NOSTALGIA	,	\$ 65.00 (Eastman)	Myron Jones
WKBN-F, 98.9,	5 KW @ 1370,	EZ/SOFT AC	,	\$ 35.00 (Katz)	
WQJY-F, 95.9,	3 KW @ 165,	CHR	,	\$ 20.00 (K & P)	(SHARPSVILLE, PA)
WNCD-F, 106.1,	3 KW @ 330,	CLASSIC AOR	,	\$ N/A (Torbet)	(NILES)
WQXK-F, 105.1,	88 KW @ 430,	COUNTRY	,	\$ 40.00 (Mc-Guild)	Legend (SALEM)
WRKU-F, 95.1,	19 KW @ 805,	AOR	,	\$ 20.00 (---)	Beta (GROVE CITY, PA)
WYFM-F, 102.9,	26 KW @ 455,	AC	ABC-C,	\$ 39.00 (Durpett1)	Regional (SHARON, PA)



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