

AMERICAN RADIO

Summer 1991 Supplement



James H. Duncan, Jr.



AMERICAN RADIO
SUMMER 1991 SUPPLEMENT

(Arbitron Rating Period: 20 June - 11 September)

Compiled and edited by:

JAMES H. DUNCAN, JR. and
BETH A. BARNHORST
DUNCAN'S AMERICAN RADIO, INC.
BOX 90284
INDIANAPOLIS, IN 46290
(317) 844-0988 or
(317) 630-2888
(317) 684-1937 (fax)

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

I am pleased to present the sixth edition of American Radio Summer Supplement - 1991 Edition. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 97 markets which Arbitron surveys on a quarterly basis.

The Summer Supplement is issued every November.

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

James H. Duncan, Jr.
Duncan's American Radio, Inc.
P.O. Box 90284
Indianapolis, IN 46290
(317) 844-0988

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

TABLE OF CONTENTS

Individual Market Reports

Akron
Albany
Albuquerque
Allentown-Bethlehem
Atlanta
Austin
Bakersfield
Baltimore
Baton Rouge
Birmingham

Boston
Buffalo
Charleston SC
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia SC

Columbus OH
Dallas-Ft. Worth
Dayton
Denver
Des Moines
Detroit
El Paso
Fresno
Grand Rapids
Greensboro-Winston Salem

Greenville NC
Greenville-Spartanburg SC
Harrisburg
Hartford
Honolulu
Houston
Huntsville
Indianapolis
Jackson
Jacksonville

Johnson City-Kingsport
Kansas City
Knoxville
Lansing
Las Vegas
Little Rock
Los Angeles
Louisville

Madison
McAllen-Brownsville
Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis-St. Paul
Mobile
Nashville
Nassau-Suffolk
New Orleans

New York
Norfolk
Oklahoma City
Omaha
Orlando
Philadelphia
Phoenix
Pittsburgh
Portland OR
Providence

Raleigh
Richmond
Riverside-San Bernardino
Roanoke
Rochester
Sacramento
Saginaw
St. Louis
Salinas-Monterey-SC
Salt Lake City

San Antonio
San Diego
San Francisco
San Jose
Seattle
Shreveport
Spokane
Springfield MA
Syracuse
Tampa-St. Petersburg

Toledo
Tucson
Tulsa
Washington
West Palm Beach
Wichita
Wilkes Barre-Scranton
York
Youngstown

AKRON

Arbitron Rank/Pop (12+): 68/542,700

Stations: 28/7
Diaries: 968/561:1/57.4%
Sample Target: 980
% Below Line: 56.0
% Not Listed: 16.4

1990 Revenue: \$13,700,000
HH Inc.: \$30,618
Retail \$: 4.4 Bill
Pop per Station: 77,528
#1 Biller: WKDD-F \$3,700,000

MSA Rank/Pop: 76/654,000
Cleveland ADI
Average Person Ratings: 15.9
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WGAR-F (C)	66/ 7.6	6.0	4.5	5.3	----	5.8	112/1186	649/12.0	12.5	0.0	5.4	52	688	WGAR-F
2. WNIR-F (T)	60/ 6.9	7.5	7.4	6.8	----	7.2	92/884	632/11.6	13.5	0.0	6.3	61	663	WNIR-F
3. WPHR-F (CHR)	53/ 6.1	6.4	4.1	5.1	----	5.4	75/1228	947/17.4	17.4	0.0	8.5	83	1128	WPHR-F
WKDD-F (CHR)	53/ 6.1	5.0	4.0	6.7	----	6.2	111/1836	1023/18.9	20.6	0.0	5.4	52	866	WKDD-F
5. WMJI-F (O)	44/ 5.1	5.5	4.6	5.3	----	5.1	107/1353	651/12.0	13.6	0.0	5.9	57	726	WMJI-F
WONE-F (AOR)	44/ 5.1	5.2	6.3	7.7	----	6.1	71/1160	707/13.0	15.6	0.0	9.5	92	1068	WONE-F
7. WDOK-F (SAC)	40/ 4.6	6.9	6.9	5.5	----	6.0	69/1038	650/12.0	13.2	0.0	3.8	37	456	WDOK-F
8. WZAK-F (B)	39/ 4.5	3.2	4.8	3.5	----	4.0	56/602	421/ 7.8	7.3	0.0	7.5	73	862	WZAK-F
9. WNCX-F (CL AOR)	36/ 4.2	3.0	3.8	3.8	----	3.7	51/994	623/11.5	10.3	0.0	4.5	44	586	WNCX-F
10. WMMS-F (AOR)	35/ 4.1	4.2	5.7	4.5	----	4.6	78/1458	803/14.8	12.9	0.0	6.6	64	887	WMMS-F
11. WLTF-F (AC)	33/ 3.8	4.4	4.1	3.1	----	3.8	47/864	610/11.2	11.7	0.0	2.3	22	603	WLTF-F
WAKR (FS/N/T)	33/ 3.8	4.8	7.4	5.2	----	5.3	35/761	668/12.3	13.9	0.0	3.3	32	824	WAKR
13. WQXK-F (C)	27/ 3.1	2.8	1.3	3.0	----	2.5	56/705	275/ 5.1	5.6	0.0	2.4	23	301	WQXK-F
14. WRMR (BB)	26/ 3.0	3.0	3.6	3.8	----	3.3	39/537	311/ 5.7	7.3	0.0	2.5	24	266	WRMR
WQMX-F (AC)	26/ 3.0	3.2	4.4	2.5	----	3.3	53/796	455/ 8.4	7.5	0.0	2.3	22	265	WQMX-F

12+ FM SHARE (METRO): 85.60% (618 of 722) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WONE-F	1 WKDD-F	1 WMJI-F	1 WMJI-F	1 WNIR-F>	1 WAKR <	1 WNIR-F	1 WGAR-F	1 WPHR-F	1 WAKR >>
2 WZAK-F	2 WKDD-F	2 WGAR-F	2 WKDD-F	2 WKDD-F	2 WGAR-F<	2 WNIR-F	2 WGAR-F	2 WKDD-F	2 WZAK-F<	2 WHBC-F
WKDD-F	3 WNCX-F	WONE-F	3 WONE-F	3 WMJI-F	3 WMJI-F	3 WKDD-F	3 WKDD-F	3 WNIR-F<	3 WGAR-F	WKDD-F
4	WGAR-F<	4 WMJI-F	4 WNCX-F	4 WNCX-F<	4 WDOK-F	4 WGAR-F	4 WPHR-F<	4 WPHR-F<	4 WMJI-F<	4 WGAR-F
5	5 WPHR-F	5 WPHR-F	5 WMMS-F	5 WDOK-F	WAKR	5 WMJI-F	5 WONE-F<	5 WONE-F	5 WKDD-F	5 WWWE
6	6	6	WLTF-F	6	6	6	6 WNCX-F	6	6 WONE-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 WPHR-F>>	1 WPHR-F	1 WZAK-F	1 WPHR-F	1 WLTF-F	1 WGAR-F>>	1 WGAR-F	1 WNCX-F	1 WGAR-F	1 WMJI-F
2 WKDD-F>	2 WKDD-F	WONE-F	WKDD-F	WDOK-F	2 WZAK-F	2 WNCX-F	2 WONE-F	2 WONE-F	2 WNCX-F
3 WQXK-F	3 WONE-F	3 WLTF-F	3 WLTF-F	WKDD-F	WKDD-F	WONE-F	3 WMMS-F>	3 WNCX-F	3 WONE-F
4 WMMS-F	4 WZAK-F	WKDD-F	4 WONE-F	4 WMJI-F	4 WPHR-F	4 WMMS-F	4 WKDD-F	WMJI-F	4 WMMS-F
WGAR-F	5 WLTF-F	5 WNCX-F	5 WMJI-F	5 WZAK-F	WONE-F	5 WKDD-F	5	WKDD-F	WKDD-F
WONE-F	6	WQMX-F	6	WQMX-F	6	6	6	6	6
				WONE-F					

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

WHLO 640	Akron/Cleveland	0.7/2.3/ 11/ 260
WSLR 1350	Akron	1.9/5.8/ 19/ 397
WCLV-F 95.5	Cleveland	0.9/3.1/ 11/ 247
WHBC-F 94.1	Canton/Akron	1.0/4.7/ 44/1038
WHK 1420	Cleveland	
WJMO-F 92.3	Cleveland Hgts	0.9/3.7/ 9/ 227
WKBN-F 98.9	Youngstown	
WKNR 1220	Cleveland	0.3/2.9/ 17/ 433
WNWV-F 107.3	Elyria/Cleveland	1.0/4.8/ 14/ 374
WGAL-F 104.1	Cleveland	2.3/8.7/ 41/ 737
WQKT-F 104.5	Wooster	
WRQK-F 106.9	Canton/Akron	0.9/4.1/ 34/ 823
WWWE 1100	Cleveland	2.3/7.8/ 52/ 869

RADIO STATIONS

WAKR , 1590,	5 KW (DA-N)	MOR/Full Service	MBS, \$50.00	(Mc-Guild)	Ragan Henry
WHLO , 640,	5 KW/500 W (DA-2),	Religion	ABC, \$14.00	(---)	Mortenson
WSLR , 1350,	5 KW (DA-1)	Country	ABC, \$22.00	(Katz)	Barnstable
WKDD-F, 96.5,	50 KW @ 441	CHR	, \$73.00	(Katz)	Barnstable
WNIR-F, 100.1,	3 KW @ 328	Talk	CBS, \$40.00	(K & P)	(KENT)
WONE-F, 97.5,	12 KW @ 890	AOR	ABC, \$52.00	(Mc-Guild)	Ragan Henry
WQMX-F, 94.0,	16 KW @ 878	AC	, \$35.00	(Banner)	(MEDINA)

Other ranked stations -- see Canton or Cleveland

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/725,600
 MSA Rank/Pop: 62/861,000
 ADI # 53
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 26/26
 Diaries: 1107/655:1/56.7%
 Sample Target: 1115
 % Below Line: 0.0
 % Not Listed: 15.7

1990 Revenue: \$21,900,000
 HH Inc.: \$34,434
 Retail \$: 7.4 Bil
 Pop per Station: 27,907
 #1 Biller: WPYX-F \$4,400,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. WGNA-F (C)	139/11.2	8.8	8.5	9.6	10.0	9.5	223/2244	1310/18.1	19.6	19.2	8.5	103	1136
2. WFLY-F (CHR)	120/ 9.6	10.1	8.6	10.2	7.4	9.6	148/2187	1652/22.8	25.8	21.0	15.1	183	2188
3. WGY (FS)	109/ 8.7	8.3	8.9	7.4	8.4	8.3	167/2213	1438/19.8	20.4	20.5	7.8	94	1285
4. WROW-F (SAC)	97/ 7.8	7.0	9.1	10.9	7.9	8.7	114/1662	1221/16.8	15.3	16.0	5.9	71	691
5. WKLI-F (AC)	88/ 7.1	8.0	7.6	7.5	7.9	7.6	92/1356	1282/17.7	17.6	16.7	5.4	65	1071
6. WPYX-F (AOR)	80/ 6.4	4.9	6.7	9.4	10.2	6.8	110/2061	1318/18.2	18.8	22.8	7.4	90	1310
7. WQBK-F (CL AOR)	76/ 6.1	6.9	5.9	3.3	4.4	5.6	97/1311	1079/14.9	18.2	14.5	6.8	83	1335
8. WGY -F (O)	70/ 5.6	6.2	5.5	5.9	4.8	5.8	109/2255	1489/20.5	18.2	18.8	5.7	69	901
9. WVKZ-F (AOR)	45/ 3.6	2.6	2.5	3.0	3.0	2.9	54/933	797/11.0	9.0	7.8	6.0	73	877
10. WQBK (N/T)	41/ 3.3	3.0	3.9	3.6	3.8	3.5	42/554	517/ 7.1	7.7	8.3	3.0	36	704
11. WPTR (T)	27/ 2.2	1.9	2.9	1.3	1.6	2.1	29/564	531/ 7.3	7.6	7.3	1.4	17	564
12. WABY (BB)	24/ 1.9	2.5	2.9	1.8	2.5	2.3	24/327	327/ 4.5	4.7	5.5	2.1	26	344
13. WTRY (O)	23/ 1.8	2.1	2.5	3.3	3.9	2.4	28/602	523/ 7.2	6.7	10.8	1.7	21	496
WROW (EZ)	23/ 1.8	2.8	1.3	1.4	1.7	1.8	29/528	455/ 6.3	6.7	6.8	0.7	8	251

12+ FM SHARE (METRO): 74.10% (778 of 1050) (SUM 90: 72.03%)

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

OTHER RATED STATIONS

STATION	POWER	LOCATION	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCSS	1490	Amsterdam	0.8/1.7/ 10/ 172		
WEQX-F	102.7	Manchester	1.4/4.6/ 31/ 492		
WGNA	1460	Albany/Troy	0.1/1.6/ 1/ 121		
WHRL-F	103.1	Albany	0.9/3.2/ 12/ 251		
WKAJ	900	Saratoga Sprngs	0.5/1.3/ 6/ 116		
WKOL-F	97.7	Amsterdam	0.4/1.3/ 13/ 236		
WQKZ-F	98.5	Catskill	0.6/1.1/ 12/ 162		
WQQY-F	102.3	Saratoga Sprngs	0.6/1.9/ 8/ 176		
WSHZ-F	98.3	Rotterdam/Albny	1.1/5.1/ 24/ 562		

RADIO STATIONS

WABY	1400	1 KW	Nostalgia	UNISUP UNIULT, \$16.00	(Durpetti)	Bendat
WCKL	560	1 KW (DAYS)	MOR	APR, \$10.00	(Savalli)	(CATSKILL)
WGY	810	50 KW	MOR/Full Service	CBS, \$78.00	(Eastman)	Empire
WPTR	1540	50 KW (DA-1)	News/Talk	ABC MBS, \$21.00	(Torbet)	
WQBK	1300	5 KW (DA-2)	Talk	NBC ABC, \$25.00	(Banner)	
WROW	590	5 KW/1 KW (DA2)	See WROW-FM			
WTRY	980	5 KW (DA-N)	Oldies	MBS UNIULT, \$35.00	(Mc-Guild)	Herv Griffin
WGNA-F	107.7	13 KW @ 980	Country	UNIULT, \$54.00	(Katz)	Barnstable
WGY -F	99.5	15 KW @ 927	Oldies	ABC, \$38.00	(Eastman)	Empire
WHRL-F	103.1	1.5 KW @ 500	NAC/EZ	MBS, \$16.00	(---	
WKLI-F	100.9	3 KW @ 300	AC	, \$61.00	(Durpetti)	Bendat
WPYX-F	106.5	16 KW @ 902	AOR	ABC, \$87.00	(Mc-Guild)	Herv Griffin
WQBK-F	103.9	3 KW @ 300	Classic AOR	CBS UNIPWR, \$33.00	(Banner)	
WROW-F	95.5	12 KW @ 1023	EZ	ABC, \$43.00	(Christal)	Radio Terrace
WVKZ-F	96.7	3 KW @ 239	CHR/AOR	SMN SOURCE, \$22.00	(Banner)	
WFLY-F	92.3	17 KW @ 850	CHR	ABC, \$50.00	(Torbet)	

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/467,500
 MSA Rank/Pop: 99/507,000
 Average Person Ratings: 18.1
 Market TSL: 24.00 hours

Stations: 25/22
 Diaries: 957/488:1/55.1%
 Sample Target: 885
 % Below Line: 6.0
 % Not Listed: 12.6

1990 Revenue: \$18,000,000
 HH Inc.: \$27,783
 Retail \$: 4.0 Bill
 Pop per Station: 21,250
 #1 Biller: KKOB \$3,400,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KRST-AF (C)	128/15.1	13.0	18.3	16.7	----	15.8	169/1868	1383/29.6	25.9	0.0	15.2	134	1432	KRST-AF
2. KKSS-F (CHR)	71/ 8.4	7.4	7.0	7.7	----	7.6	99/1427	949/20.3	19.8	0.0	11.4	104	1127	KKSS-F
3. KKOB (FS)	69/ 8.1	9.4	9.3	8.9	----	8.9	99/1473	970/20.7	22.0	0.0	7.7	70	792	KKOB
4. KKOB-F (AC)	59/ 7.0	7.0	10.1	10.5	----	8.6	80/1334	1001/21.4	20.4	0.0	6.9	63	902	KKOB-F
5. KZRR-F (AOR)	52/ 6.1	5.1	6.5	6.3	----	6.0	74/944	701/15.0	15.4	0.0	4.2	38	526	KZRR-F
6. KLSK-F (CL AOR)	51/ 6.0	6.7	5.7	3.7	----	5.5	81/1126	758/16.2	19.1	0.0	9.3	85	945	KLSK-F
7. KZKL-AF (O)	49/ 5.8	5.5	4.7	7.9	----	6.0	50/708	663/14.2	13.4	0.0	5.8	53	717	KZKL-AF
8. KOLT-F (C)	44/ 5.2	2.5	3.1	2.3	----	3.3	73/1196	709/15.2	10.9	0.0	4.5	41	499	KOLT-F
9. KKJY-F (EZ)	35/ 4.1	4.0	4.4	3.9	----	4.1	51/679	492/10.5	10.7	0.0	1.5	14	263	KKJY-F
10. KMGA-F (SAC)	28/ 3.3	3.1	3.9	4.1	----	3.6	52/804	546/11.7	8.7	0.0	2.1	19	367	KMGA-F
11. KHFM-F (CL)	26/ 3.1	3.9	4.0	2.7	----	3.4	35/518	370/ 7.9	8.6	0.0	3.5	32	340	KHFM-F
12. KRBL-F (AOR)	23/ 2.7	4.3	2.5	2.4	----	3.0	64/697	405/ 8.7	10.6	0.0	5.1	47	607	KRBL-F
13. KBAC-F (AOR)	17/ 2.0	1.7	1.3	----	----	1.3	23/245	197/ 4.2	5.0	0.0	1.4	13	186	KBAC-F
14. KIDI-F (SP)	15/ 1.8	2.7	1.0	1.3	----	1.7	20/243	158/ 3.4	5.6	0.0	1.6	15	177	KIDI-F
15. KAMX-F (AC)	14/ 1.7	2.3	2.5	2.2	----	2.2	22/547	371/ 7.8	7.8	0.0	2.5	23	344	KAMX-F
16. KBOM-F (O)	11/ 1.3	1.0	0.9	----	----	0.8	28/365	152/ 3.3	3.3	0.0	0.4	4	95	KBOM-F
KXKS (SP)	11/ 1.3	3.3	0.8	1.6	----	1.8	11/145	145/ 3.1	3.4	0.0	2.7	25	214	KXKS
18. KABQ (SP)	10/ 1.2	1.0	1.1	1.5	----	1.2	10/143	143/ 3.1	3.4	0.0	0.3	3	112	KABQ
19. KIVA-F (CHR)	9/ 1.1	----	1.0	0.5	----	0.6	18/505	235/ 5.0	0.0	0.0	0.9	8	170	KIVA-F
20. KUCU-AF (BB)	8/ 1.0	2.5	1.5	1.8	----	1.7	15/264	205/ 0.0	4.7	0.0	0.6	2	106	KUCU-AF

12+ FM SHARE (METRO): 84.75% (628 of 741) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F>>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF<	1 KRST-AF>>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>
2	2 KZRR-F	2 KLSK-F	2 KLSK-F	2 KMGA-F	2 KRST-AF>	2 KKOB >	2 KKOB-F	2 KKSS-F	2 KRST-AF>	2 KRST-AF>
3	3 KKSS-F	3 KZRR-F	3 KZKL-AF	3 KZKL-AF	3 KKJY-F	3 KKOB-F	3 KZRR-F	3 KKOB-F<	3 KLSK-F	3 KLSK-F
4	4 KLSK-F	4 KKOB-F<	4 KKOB-F	4 KKSS-F	4 KKOB-F	4 KZRR-F	4 KKSS-F<	4 KLSK-F	4 KKOB	4 KKJY-F
5	5 KKOB-F	5 KZKL-AF	5 KZRR-F>	5 KZRR-F	5 KZKL-AF	5 KZKL-AF	5 KKOB <	5 KZRR-F	5 KZRR-F	5
6	6 KZKL-AF	6 KKSS-F	6 KOLT-F	6 KKOB-F	6 KHFM-F<	6 KKSS-F	6 KZKL-AF	6 KZKL-AF	6 KZKL-AF	6
7	7	7	7	7	7 KOLT-F	7	7	7 KOLT-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 KRST-AF	1 KRST-AF>>	1 KRST-AF>>	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>>	1 KRST-AF	1 KRST-AF	1 KRST-AF>	1 KRST-AF>
2 KKSS-F	2 KKOB-F>	2 KKOB-F>	2 KKOB-F>	2 KKOB-F>	2 KRST-AF>	2 KRST-AF>	2 KRST-AF>	2 KRST-AF>	2 KRST-AF>
3 KOLT-F>	3 KZRR-F	3 KZRR-F	3 KZRR-F	3 KZRR-F	3 KZRR-F	3 KZRR-F	3 KZRR-F	3 KZRR-F	3 KZRR-F
4 KRBL-F	4 KKSS-F	4 KZKL-AF	4 KZKL-AF	4 KZKL-AF	4 KRBL-F	4 KLSK-F	4 KLSK-F>>	4 KZKL-AF	4 KZKL-AF>
5 KKOB-F	5 KLSK-F	5 KAMX-F	5 KLSK-F>	5 KZKL-AF	5 KBAC-F	5 KZKL-AF	5	5 KKSS-F	5 KKOB-F
6 KZRR-F	6 KZKL-AF	6	6 KKSS-F	6 KOLT-F	6 KMGA-F	6	6	6 KKOB-F	6
7	7 KRBL-F	7	7	7 KMGA-F	7 KLSK-F	7	7	7	7

OTHER RATED STATIONS

METRO CUME TSA TSA
 SHARE/RTG/AQH/CUME

KKIM	1000	Albuquerque	0.6/2.4/	5/ 135
KQEO	920	Albuquerque	0.7/4.0/	6/ 198

AM STATIONS

KABQ, 1350,	5 KW/500 W (DA-2),	HISPANIC	,	\$ 12.00 (Caballero)
KDEF, 1150,	5 KW/500 W (DA-2),	NOSTALGIA	,	\$ 15.00 (Roslin)
KKOB, 770,	50 KW (DA-2),	MOR/FULL SER.	,	\$ 62.00 (McGuild)
KQEO, 920,	1 KW/500 W (DA-N),	OLDIES	NBC, CNN,	\$ 16.00 (Banner)
KRZY, 1450,	1 KW (DA-1)	, SEE KRST-F		
KXKS, 1190,	10 KW (DAYS)	, HISPANIC	UPI, APR,	\$ 15.00 (Caballero)

FM STATIONS

KAMX, 107.9,	23 KW @ 4131, AC	ABC,	\$ 25.00 (HNWH)	Coastal
KHFM, 96.3,	20 KW @ 4130, CLASSICAL	,	\$ 25.00 (CMBS)	
KIDI, 103.3,	21 KW @ 4186, HISPANIC	,	\$ 13.00 (Katz)	
KIVA, 105.1,	100 KW @ 1936, CHR	,	\$ 22.00 (Banner)	First City (SANTA FE)
KKJY, 100.3,	23 KW @ 4107, EZ	,	\$ 20.00 (Torbet)	
KKOB, 93.3,	22 KW @ 4150, AC	,	\$ 76.00 (McGuild)	Fairmont
KKSS, 97.3,	100 KW @ 1875, CHR	,	\$ 23.00 (Durpett1)	Sun Group (SANTA FE)
KLSK, 104.1,	100 KW @ 1875, CL AOR	,	\$ 28.00 (Banner)	(SANTA FE)
KMGA, 99.5,	23 KW @ 4130, SOFT AC	UNISUP, UNIPWR,	\$ 23.00 (Banner)	Spacecom
KMYI, 107.1,	25 KW @ 705, AC	,	\$ 21.00 (Roslin)	(ARMIJO)
KOLT, 105.9,	100 KW @ 1936, COUNTRY	MBS,	\$ 20.00 (Christal)	(SANTA FE)
KRBL, 98.5,	23 KW @ 4130, AOR	,	\$ 17.00 (Torbet)	(LOS ALAMOS)
KRST, 92.3,	22 KW @ 4160, COUNTRY	,	\$ 65.00 (Katz)	Commonwealth
KZKL, 101.7,	3 KW @ 92, OLDIES	,	\$ 35.00 (Christal)	(RIO RANCHO)
KZRR, 94.1,	23 KW @ 4130, AOR	SOURCE,	\$ 52.00 (Eastman)	Anchor

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/584,900
 MSA Rank/Pop: 71/687,000
 Philadelphia ADI
 Average Person Ratings: 18.7
 Market TSL: 25.25 hours

Stations: 37/15
 Diaries: 1165/502:1/56.9%
 Sample Target: 1000
 % Below Line: 21.3
 % Not Listed: 11.1

1990 Revenue: \$16,500,000
 HH Inc.: \$33,734
 Retail \$: 5.4 Bill
 Pop per Station: 38,993
 #1 Biller: WLEV-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WZZO-F (AOR)	140/12.8	9.9	9.1	10.9	12.5	10.7	170/1862	1417/24.2	23.9	25.7	16.5	155	1719	WZZO-F
2. WFMZ-F (EZ)	133/12.1	14.0	15.3	17.4	12.1	14.7	160/1428	1119/19.1	22.3	21.1	8.4	79	890	WFMZ-F
3. WLEV-F (AC)	112/10.2	10.8	13.6	13.9	12.7	12.1	126/1641	1386/23.7	24.6	24.7	9.5	89	1078	WLEV-F
4. WAEB-F (CHR)	82/ 7.5	6.9	6.9	6.7	7.3	7.0	91/1612	1373/23.5	21.8	21.2	8.6	81	1472	WAEB-F
5. WODE-F (CHR)	70/ 6.4	6.6	5.9	6.4	6.5	6.3	79/1431	1200/20.5	19.6	20.0	8.3	78	1291	WODE-F
6. WAEB (N/T)	54/ 4.9	5.3	7.2	4.3	4.7	5.4	54/810	782/13.4	11.8	12.0	4.4	41	513	WAEB
7. WKKW (C)	48/ 4.4	3.3	3.2	3.6	7.2	3.6	51/505	489/ 8.4	7.8	9.8	2.1	20	383	WKKW
8. WYSP-F (CL AOR)	34/ 3.1	3.0	2.7	3.2	2.0	3.0	41/766	629/10.8	10.4	7.3	3.8	36	671	WYSP-F
9. WEST (BB)	32/ 2.9	3.0	4.1	3.4	5.1	3.3	32/325	325/ 5.6	3.8	6.8	3.9	37	300	WEST
10. WXTU-F (C)	28/ 2.6	3.3	1.5	1.8	2.5	2.3	53/603	396/ 6.8	7.1	5.7	1.7	16	259	WXTU-F
11. WKAP (D)	22/ 2.0	2.4	2.3	0.9	1.0	1.9	22/355	355/ 6.1	7.9	4.9	3.1	29	354	WKAP
12.														

12+ FM SHARE (METRO): 75.56% (736 of 974) (SUM 90: 71.02%)

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

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

WFMV-F	106.3	Blairstown	1.3/1.7/	26/ 234
WGPA	1100	Bethlehem	0.5/1.2/	5/ 73
WLSH	1410	Lansford	0.4/1.1/	9/ 143
WODE	1230	Easton	1.1/3.4/	12/ 226
WRNJ	1000	Hackettstown	0.5/1.2/	6/ 71
WYNS	1160	Lehighton/Alntn	0.6/1.7/	7/ 106
KYW	1060	Philadelphia	0.8/4.8/	11/ 402
WABC	770	New York	1.1/3.4/	15/ 308
WEAZ-F	101.1	Philadelphia	1.1/3.0/	17/ 282
WEGX-F	106.1	Philadelphia	0.3/3.6/	11/ 323
WFAN	660	New York	1.2/2.2/	22/ 269
WFLN-F	95.7	Philadelphia	1.5/2.9/	22/ 229
WIOQ-F	102.1	Philadelphia	0.8/3.1/	11/ 242
WIOV-F	105.1	Ephrata/Lancstr	0.6/1.1/	12/ 126
WKRZ-F	98.5	WilkesBarre/Scr	0.5/1.5/	9/ 237
WKKW-F	101.5	Trenton	0.4/1.5/	17/ 305
WMGH-F	105.5	Tamaqua	0.5/0.8/	15/ 203
WMGK-F	102.9	Philadelphia	0.5/3.0/	9/ 277
WMGS-F	92.9	Wilkes-Barr/Scr	0.3/1.3/	4/ 87
WMHR-F	93.3	Philadelphia	0.9/5.9/	15/ 460
WGL-F	98.1	Philadelphia	1.6/5.4/	33/ 457
WOR	710	New York	1.3/3.5/	29/ 341
WWDB-F	96.5	Philadelphia	0.8/1.7/	18/ 233
WWSH-F	97.9	Hazleton	0.3/0.8/	4/ 80
WYCL-F	107.5	Boyertown	0.9/3.3/	10/ 253
WYXR-F	104.5	Philadelphia	0.3/2.4/	6/ 216

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, NEWS/TALK	MBS, CBS, \$ 25.00 (Katz)	CRB
WEEX, 1230, 1 KW (DA-2)	, OLDIES	SMN, \$ 13.00 (Christal)	Roth
WEST, 1400, 1 KW	, NOSTALGIA	CBS, \$ 18.00 (McGuilid)	Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA/MOR UNSUP	APR, \$ 14.00 (Durpetti)	Holt
WKKW, 1470, 5 KW (DA-N)	, COUNTRY	ABC, \$ 19.00 (Eastman)	
WAEB-F, 104.1, 50 KW @ 500, CHR		UNIPWR, \$ 47.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869, EZ/BTFL		, \$ 50.00 (Torbet)	
WODE-F, 99.9, 50 KW @ 446, OLDIES		, \$ 40.00 (Christal)	Roth
WLEV-F, 96.1, 50 KW @ 500, AC		, \$ 73.00 (McGuilid)	Zimmerman
WZZO-F, 95.1, 30 KW @ 631, AOR		, \$ 59.00 (Durpetti)	Holt

OTHER RANKED STATIONS -- See Philadelphia or New York

ATLANTA

Arbitron Rank/Pop (12+): 12/2,347,800
 MSA Rank/Pop: 9/2,870,000
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 24/23
 Diaries: 2000/1174:1/51.1%
 Sample Target: 1935
 % Below Line: 0.4
 % Not Listed: 11.7

1990 Revenue: \$114,000,000
 HH Inc.: \$36,639
 Retail \$: 24.4 Bil
 Pop per Station: 102,078
 #1 Biller: WSB \$13,400,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F (B)	500/12.7	11.4	11.3	11.0	14.8	11.6	553/4789	4073/17.3	18.4	19.1	13.7	627	5164	WVEE-F
2. WPCH-F (SAC)	289/ 7.3	7.9	7.5	7.5	8.0	7.6	327/4612	3963/16.9	18.0	17.5	6.3	287	3758	WPCH-F
3. WSB (FS)	282/ 7.2	7.0	6.4	6.5	5.7	6.8	308/5210	4671/19.9	19.1	16.8	7.3	332	4125	WSB
4. WSB -F (AC)	270/ 6.9	9.3	9.5	8.2	9.9	8.5	293/5047	4572/19.5	23.9	24.3	6.5	299	4588	WSB -F
5. WAPW-F (CHR)	256/ 6.5	7.5	7.5	8.2	8.6	7.4	363/5333	4204/17.9	21.2	20.4	8.3	377	4958	WAPW-F
6. WFOX-F (O)	247/ 6.3	6.7	5.6	5.5	5.8	6.0	337/5291	3791/16.1	18.1	16.9	4.4	201	3421	WFOX-F
7. WKLS-F (AOR)	246/ 6.3	6.4	6.2	7.2	6.3	6.5	278/4434	3753/16.0	16.3	13.9	11.4	521	5239	WKLS-F
8. WYAY-FF (C)	230/ 5.8	7.6	5.4	6.6	5.5	6.3	439/5411	3289/14.0	15.7	13.9	5.3	180	2933	WYAY-FF
9. WZGC-F (CL AOR)	209/ 5.3	4.6	4.0	3.8	4.0	4.4	249/4430	3842/16.4	14.7	11.9	6.0	273	5086	WZGC-F
10. WKHX-F (C)	183/ 4.7	5.1	4.5	4.9	5.1	4.8	266/3850	2761/11.8	13.7	12.1	5.2	236	2913	WKHX-F
11. WSTR-F (AC)	175/ 4.4	3.4	4.2	5.1	4.4	4.3	179/3554	3281/14.0	13.1	14.3	3.2	145	2546	WSTR-F
12. WGST (N/T)	134/ 3.4	3.3	3.3	4.3	4.1	3.6	143/2402	2220/ 9.5	9.9	10.6	4.1	187	2213	WGST
13. WALR-F (B/AC)	126/ 3.2	2.6	3.2	2.3	0.5	2.8	152/2378	1929/ 8.2	7.8	2.9	4.0	183	2606	WALR-F
14. WAOK (G)	98/ 2.5	2.7	3.6	3.3	2.7	3.0	99/1347	1297/ 5.5	5.3	5.8	2.0	92	980	WAOK
15. WQXI (BB)	61/ 1.6	0.9	0.5	0.6	0.5	0.9	63/919	892/ 3.8	2.3	2.0	0.8	35	639	WQXI
16. WCNN (N/T)	38/ 1.0	1.1	2.5	1.5	0.8	1.5	43/1479	1411/ 6.0	6.0	5.7	0.6	26	915	WCNN
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 79.05% (2747 of 3475) (SUM 90: 83.08%)

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 WVEE-F>	1 WSB	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>
2 WVEE-F>>	2 WKLS-F	2 WSB -F	2 WFOX-F<	2 WFOX-F<	2 WPCH-F	2 WSB	2 WPCH-F	2 WPCH-F	2 WSB	2 WSB -F>>
3 WKLS-F	3 WAPW-F	3 WKLS-F<	3 WSB -F	3 WSB -F	3 WFOX-F	3 WSB -F<	3 WSB -F	3 WAPW-F<	3 WAPW-F	3 WSB >>
4	4 WZGC-F	4 WFOX-F	4 WZGC-F	4 WYAY-FF<	4 WYAY-FF	4 WYAY-FF	4 WYAY-FF	4 WSB <	4 WZGC-F	4 WSB -F
5	5 WSB -F	5 WZGC-F	5 WYAY-FF	5 WZGC-F<	5 WSB -F<	5 WPCH-F<	5 WKLS-F<	5 WSB -F	5 WALR-F	5 WYAY-FF
6	6 WSTR-F	6 WAPW-F	6 WSTR-F<	6 WPCH-F	6 WVEE-F	6 WKLS-F<	6 WFOX-F	6 WFOX-F<	6 WKLS-F	6 WPCH-F
7	7 WYAY-FF	7 WYAY-FF	7 WKLS-F	7 WSTR-F<	7 WKHX-F	7 WFOX-F	7 WAPW-F	7 WKLS-F	7 WYAY-FF	7 WKLS-F
8	8	8	8	8 WKLS-F	8	8	8	8 WYAY-FF	8	8 WZGC-F

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WGKA 1190 Atlanta	0.8/1.1/ 31/ 252		
WGUN 1010 Atlanta	0.5/1.2/ 22/ 331		
WIGO 1340 Atlanta	0.5/1.2/ 18/ 292		
WKHX 590 Atlanta	0.1/0.4/ 4/ 103		
WNIV 970 Atlanta	0.5/1.3/ 21/ 303		
WYZE 1480 Atlanta	0.5/1.4/ 20/ 322		
WVFJ-F 93.3 Manchester	0.4/1.2/ 20/ 445		

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel/Black	NBN NBC, \$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),	,	News	CNN, UNISUP, \$ 41.00	(Schubert)	
WGKA,	1190,	10 KW (DAYS)	,	Classical	, \$ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC MBS, \$ 84.00	(Eastman)	Jacor
WIGO,	1340,	1 KW	,	Black	SBN, \$ 38.00	(Roslin)	
WKHX,	590,	5 KW (DA-N) -- See WKHX-FM					
WNIV,	970,	5 KW (DAYS, DA)	,	Religion	, \$ 22.00	(---)	
WQXI,	790,	5 KW/1 KW (DA-N) -- See WSTR-FM					
WSB,	750,	50 KW	,	Full Service	APR, \$195.00	(Christal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black AC	UNISUP, \$ 70.00	(Schubert)	(ATHENS)
WAPW,	99.7,	100 KW @ 1032	,	CHR	, \$170.00	(Durpetti)	Susquehanna
WFOX,	97.1,	100 KW @ 1570	,	Oldies	, \$154.00	(MMR)	Shamrock
WKHX,	101.5,	100 KW @ 984	,	Country	, \$179.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	100 KW @ 984	,	AOR	, \$180.00	(Katz)	Great American
WPCH,	94.9,	100 KW @ 984	,	EZ	CBS, \$169.00	(Eastman)	Jacor
WSB,	98.5,	100 KW @ 1022	,	AC	, \$220.00	(Christal)	Cox
WSTR,	94.1,	100 KW @ 1022	,	AC	, \$163.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1022	,	Black	SOURCE, \$198.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1218	--	Simulcast with WYAY (licensed to LaGrange)			
WYAY,	106.7,	100 KW @ 1400	,	Country	, \$170.00	(Mc-Guild)	NewCity(GAINESVILLE)
WZGC,	92.9,	100 KW @ 914	,	Classic AOR	, \$149.00	(HNWH)	Cook Inlet

AUSTIN

Arbitron Rank/Pop (12+): 61/636,000

Stations: 22/20
Diaries: 1067/596:1/52.6%
Sample Target: 1050
% Below Line: 0.9
% Not Listed: 19.6

1990 Revenue: \$24,000,000
HH Inc.: \$31,525
Retail \$: 6.4 Bill
Pop per Station: 31,800
#1 Biller: KASE-F \$4,700,000

MSA Rank/Pop: 66/762,000

ADI # 71

Average Person Ratings: 15.0

Market TSL: 20.25 hours

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	151/15.8	13.4	12.2	15.8	19.8	14.3	190/2273	1709/26.9	21.2	28.8	14.6	155	1738	KASE-F
2. KLBJ-F (AOR)	79/ 8.3	8.1	7.0	9.0	8.6	8.1	89/1432	1199/18.9	20.0	21.4	8.6	91	1496	KLBJ-F
3. KKMJ-AF (SAC)	77/ 8.0	7.3	9.7	9.0	7.6	8.5	79/1242	1137/17.9	18.5	17.3	6.7	71	824	KKMJ-AF
4. KHFI-F (CHR)	60/ 6.3	7.3	7.6	7.9	7.6	7.3	63/1342	1198/18.8	18.9	22.2	10.1	107	1434	KHFI-F
5. KPEZ-F (CL AOR)	57/ 6.0	7.0	5.1	5.5	5.7	5.9	63/920	827/13.0	16.9	14.0	5.7	61	968	KPEZ-F
6. KLBJ (N/T)	51/ 5.3	6.0	6.5	3.8	4.3	5.4	60/1054	884/13.9	15.5	13.0	4.7	50	709	KLBJ
7. KVET-F (C)	45/ 4.7	4.4	3.7	3.8	---	4.2	51/1017	842/13.2	10.9	0.0	4.8	51	930	KVET-F
8. KEYI-F (AC)	43/ 4.5	3.3	4.5	4.0	4.0	4.1	50/1012	842/13.2	12.2	12.0	4.8	51	723	KEYI-F
KBTS-F (CHR)	43/ 4.5	5.4	7.1	7.0	8.6	6.0	88/1889	1184/18.6	18.9	24.2	6.1	65	1538	KBTS-F
10. KGSR-F (AOR)	35/ 3.7	4.7	4.8	3.3	2.1	4.1	36/572	523/ 8.2	10.6	5.6	3.7	39	693	KGSR-F
11. KLTD-F (O)	25/ 2.6	4.1	2.0	1.6	2.2	2.6	38/773	532/ 8.4	9.3	7.4	2.2	23	403	KLTD-F
12. KMOW (BB)	23/ 2.4	1.7	2.5	0.8	1.3	1.9	23/208	208/ 3.3	3.8	3.1	1.4	15	229	KMOW
13. KVET (C)	19/ 2.0	1.1	1.1	1.6	3.6	1.5	20/298	273/ 4.3	2.8	7.1	0.5	5	172	KVET
14. KATG-F (C)	17/ 1.8	1.7	1.1	0.9	1.5	1.4	42/620	431/ 6.8	4.4	7.0	1.6	17	201	KATG-F
15. KTAE (C)	11/ 1.2	0.7	---	0.8	0.4	0.7	14/134	78/ 1.2	1.1	1.3	0.6	6	90	KTAE
16. KTXZ (SP)	10/ 1.0	1.4	1.6	1.6	1.6	1.4	10/177	177/ 2.8	1.9	2.6	0.6	6	221	KTXZ
17.														
18.														
19.														

12+ FM SHARE (METRO): 83.09% (639 of 769) (SUM 90: 83.04%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 KHFI-F	1 KLBJ-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F
2 KASE-F	2 KASE-F	2 KLBJ-F	2 KLBJ-F	2 KKMJ-AF	2 KKMJ-AF	2 KLBJ-F	2 KKMJ-AF	2 KKMJ-AF	2 KLBJ-F	2 KKMJ-AF	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F
3 KBTS-F	3 KPEZ-F	3 KPEZ-F	3 KKMJ-AF	3 KLBJ-F	3 KLBJ	3 KKMJ-AF	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F	3 KHFI-F	3 KVET-F	3 KVET-F	3 KVET-F
4	4 KHFI-F	4 KKMJ-AF	4 KPEZ-F	4 KPEZ-F	4 KVET-F	4 KLBJ	4 KPEZ-F	4 KPEZ-F	4 KLBJ	4 KPEZ-F	4 KPEZ-F	4 KPEZ-F	4 KPEZ-F	4 KKMJ-F
5	KEYI-F	5 KHFI-F	5 KGSR-F	5 KGSR-F	5 KMOW	5 KVET-F	5 KLBJ	5 KHFI-F	5 KLBJ	5 KHFI-F	5 KBTS-F	5 KLBJ-F	5 KLBJ-F	5 KLBJ-F
6	6	6 KEYI-F	6 KEYI-F	6 KLBJ	6	6 KHFI-F	6 KHFI-F	6 KLBJ	6 KLBJ	6 KHFI-F	6 KKMJ-AF	6	6	6
7	7	7	7	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 KLBJ-F	1 KEYI-F	1 KEYI-F	1 KASE-F	1 KASE-F	1 KLBJ-F	1 KLBJ-F	1 KPEZ-F	1 KLBJ-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F
2 KASE-F	2 KASE-F	2 KASE-F	2 KEYI-F	2 KKMJ-AF	2 KPEZ-F	2 KPEZ-F	2 KASE-F	2 KASE-F	2 KASE-F	2 KASE-F	2 KASE-F	2 KASE-F	2 KASE-F	2 KASE-F
3 KEYI-F	3 KLBJ-F	3 KGSR-F	3 KLBJ-F	3 KEYI-F	3 KHFI-F	3 KASE-F	3 KLBJ-F	3 KPEZ-F	3 KPEZ-F	3 KPEZ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ-F
4 KHFI-F	4 KHFI-F	4 KKMJ-AF	4 KPEZ-F	4 KGSR-F	4 KASE-F	4 KHFI-F	4 KGSR-F	4 KLBJ	4 KASE-F	4 KASE-F	4 KLBJ	4 KLBJ	4 KLBJ	4 KKMJ-AF
5 KPEZ-F	5 KKMJ-AF	5 KLBJ-F	5 KHFI-F	5 KLBJ-F	5 KBTS-F	5 KLBJ	5 KKMJ-AF	5 KKMJ-AF	5 KLBJ	5 KLBJ	5 KKMJ-AF	5 KKMJ-AF	5 KLBJ	5 KLBJ
6 KKMJ-AF	6	6 KHFI-F	6	6 KHFI-F	6	6	6	6	6	6	6	6	6	6
7 KBTS-F	7	7	7	7	7	7	7	7	7	7	7	7	7	7

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

KELG	1440	Elgin	0.5/1.1/	5/ 67
KIXL	970	Del Valle/Austin	0.5/2.3/	5/ 164
KRGF	92.1	Hutto/Austin	0.4/1.6/	5/ 150
KSMG-F	105.3	Seguin/SanAnton	0.4/1.2/	4/ 82
WOAI	1200	San Antonio	0.5/2.2/	13/ 340

RADIO STATIONS

KLBJ	, 590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, \$36.00	(Eastman)
KTXZ	, 1560,	2.5 KW (DA-2),	Hispanic	UNIULT, \$13.00	(---)
KVET	, 1300,	5 KW/1 KW (DA-2),	Country	ABC, \$25.00	(Katz)
KATG-F	, 94.7,	100 KW @ 1257	, Country	, \$21.00	(Durpett)
KBTS-F	, 93.3,	100 KW @ 1949	, CHR	, \$58.00	(Christal)
KEYI-F	, 103.5,	100 KW @ 1257	, AC	, \$50.00	(Banner)
KGSR-F	, 107.1,	46 KW @ 516	, AOR	, \$25.00	(Mc-Guild)
KVET-F	, 98.1,	100 KW @ 702	, Country	, \$45.00	(NA)
KKMJ-F	, 95.5,	100 KW @ 1001	, Soft AC	, \$75.00	(MMR)
KLBJ-F	, 93.7,	97 KW @ 1050	, AOR	, \$68.00	(Eastman)
KLTD-F	, 99.1,	19 KW @ 1814	, Oldies	UNIULT, \$24.00	(Torbet)
KPEZ-F	, 102.3,	3 KW @ 300	, Classic AOR	, \$35.00	(Christal)
KHFI-F	, 96.7,	100 KW @ 951	, CHR	, \$29.00	(Banner)
KASE-F	, 100.7,	100 KW @ 1190	, Country	, \$100.00	(Katz)
					(LULING)
					Booth/Genesis (KILLEEN)
					Degree (SAN MARCOS)
					Beasley (BASTROP)
					Spur Austin
					Tremont
					Shamrock-Lynett (LAMPASAS)
					Clear Channel
					Rusk (GEORGETOWN)

BAKERSFIELD

Arbitron Rank/Pop (12+): 95/366,900
 MSA Rank/Pop: 91/544,000
 Average Person Ratings: 15.4
 Market TSL: 20.75 hours

Stations: 30/23
 Diaries: 857/428:1/48.6%
 Sample Target: 790
 % Below Line: 6.0
 % Not Listed: 11.7

1990 Revenue: \$14,700,000
 HH Inc.: \$34,834
 Retail \$: 3.3 B11
 Pop Per Station: 15,952
 #1 Biller: KUZZ-AF \$3,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KUZZ-F (C)	92/16.3	12.4	16.3	14.4	----	14.8	109/1263	1036/28.2	25.3	0.0	16.1	94	893	KUZZ-F
2. KKXX-F (CHR)	49/ 8.7	11.5	13.9	13.8	----	12.0	51/904	829/22.6	24.0	0.0	16.8	98	1099	KKXX-F
3. KERN (N/T)	48/ 8.5	6.8	7.3	5.7	----	7.1	49/580	563/15.3	15.7	0.0	4.5	26	462	KERN
4. KWAC (SP)	38/ 6.7	5.1	6.3	5.6	----	5.9	38/383	383/10.4	7.9	0.0	5.0	29	412	KWAC
5. KGFM-F (EZ)	32/ 5.7	6.1	6.0	6.4	----	6.1	34/370	351/ 9.6	11.8	0.0	4.5	26	359	KGFM-F
6. KKBB-F (CL AOR)	27/ 4.8	5.6	4.3	3.4	----	4.5	27/410	399/10.9	11.2	0.0	6.3	37	419	KKBB-F
7. KERN-F (O)	22/ 3.9	4.9	3.3	5.2	----	4.3	23/465	412/11.2	12.7	0.0	3.4	20	336	KERN-F
8. KLLY-F (AC)	20/ 3.5	3.6	5.2	3.0	----	3.8	21/308	282/ 7.7	10.7	0.0	3.6	21	338	KLLY-F
9. KRAB-F (AOR)	19/ 3.4	2.0	1.6	3.0	----	2.5	19/277	277/ 7.5	5.8	0.0	3.8	22	332	KRAB-F
10. KAFY (SP)	18/ 3.2	4.6	4.7	5.9	----	4.6	18/271	271/ 7.4	7.4	0.0	3.9	23	331	KAFY
11. KCWR (C)	15/ 2.7	3.1	3.5	4.6	----	3.5	18/340	265/ 7.2	7.5	0.0	4.1	24	527	KCWR
12. KNZR (N/T)	14/ 2.5	2.7	2.2	1.5	----	2.2	14/267	237/ 6.5	7.9	0.0	0.7	4	205	KNZR
13. KIWI-F (CL)	14/ 2.5	2.2	1.3	2.1	----	2.0	14/185	185/ 5.0	5.7	0.0	0.9	5	88	KIWI-F

15. 12+ FM SHARE (METRO): 66.13% (330 of 499) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F>>	1 KUZZ-F>	1 KUZZ-F>>	1 KUZZ-F>>	1 KUZZ-F>	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KKXX-F>	1 KWAC
2 KUZZ-F>	2 KKXX-F	2 KKXX-F	2 KERN	2 KERN	2 KERN >	2 KERN	2 KERN >	2 KKXX-F	2 KUZZ-F	KUZZ-F
3 KBOS-F	KKBB-F	3 KWAC	3 KWAC	3 KWAC	3 KGFM-F>	3 KWAC	3 KKXX-F	3 KERN	3	KKXX-F>
4	4 KRAB-F	KKBB-F	4 KKBB-F	4 KKBB-F	4 KWAC	4 KKXX-F	4 KWAC	4	4	4 KERN
5	5	KERN	5 KKXX-F	5	5	5	5	5	5	5
6	6	6	KERN-F	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUZZ-F	1 KUZZ-F	1 KLLY-F	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>
2 KKXX-F>	2 KKXX-F	2 KWAC	2 KKXX-F>	2 KWAC	2 KKXX-F	2 KKBB-F>	2 KKBB-F>	2 KERN-F	2 KERN >
3 KKBB-F	3 KLLY-F	3 KUZZ-F	3 KWAC	3 KLLY-F	3 KKBB-F>	3 KWAC	3 KWAC	3 KKBB-F	3 KKBB-F
4	4 KWAC	KKXX-F	4 KLLY-F	4 KKXX-F	4 KWAC	KRAB-F	KRAB-F	4 KWAC	4 KWAC
5	5 KKBB-F	5 KRAB-F	5	5	KRAB-F	5 KKXX-F	5 KERN	5 KKXX-F	5
6	6	KERN-F	6	6	6	6	6	6	6

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

KCHJ	1010	Delano	0.9/2.7/	6/ 134
KCHT-F	99.3	Bakersfield	1.1/5.2/	6/ 217
KERI	1180	Wasco	0.7/4.7/	6/ 201
KGEO	1230	Bakersfield	1.4/4.8/	8/ 181
KHIS-F	96.5	Bakersfield	0.5/4.3/	4/ 184
KKRV-F	102.3	Kernville	0.9/2.4/	5/ 88
KMYX-F	103.9	Taft	1.1/3.1/	7/ 127
KTIE-F	107.1	Bakersfield	1.6/4.6/	11/ 179
KBOS-F	94.9	Tulare	1.8/3.9/	30/ 614
KFI	640	Los Angeles	0.9/2.3/	11/ 186
KFSO-F	92.9	Visalia	0.5/1.4/	29/ 399
KJOI-F	98.9	Dinuba	0.4/1.5/	25/ 319
KJUG-F	106.7	Tulare	0.4/1.0/	83/ 782
KMJ	580	Fresno	1.8/3.3/	37/ 370
KNX	1070	Los Angeles	0.4/2.6/	4/ 170

RADIO STATIONS

KAFY, 970,	1 KW/5 KW (DA-1),	HISPANIC	UPI, \$	20.00 (Caballero)	
KERN, 1410,	1 KW,	NEWS/TALK	ABC TALKNT, \$	20.00 (Crystal)	American General
KGEO, 1230,	1 KW,	OLDIES	CBS UNISUP, \$	16.00 (McGuilid)	
KCWR, 550,	5 KW (DA-2)	SEE KUZZ-F			
KWAC, 1490,	1 KW	HISPANIC		\$ 28.00 (Lotus)	
KERN-F, 94.1,	5 KW @ 1310,	OLDIES		\$ 24.00 (Crystal)	American General
KGFM-F, 101.5,	5 KW @ 1280,	EZ/BTFL	UNISUP, \$	29.00 (McGuilid)	
KIWI-F, 92.1,	3 KW @ 164,	CLASSICAL		\$ 21.00 (CMBS)	
KKBB-F, 97.7,	3 KW @ 328,	CLASSIC AOR		\$ 30.00 (Eastman)	(SHAFTER)
KKXX-F, 105.3,	35 KW @ 584,	CHR		\$ 34.00 (Banner)	(DELANO)
KLLY-F, 95.3,	2 KW @ 394,	AC	APR, \$	20.00 (HNNH)	Buckley
KRAB-F, 106.3,	2 KW @ 374,	AOR	UNISUP, \$	15.00 (Durpetti)	(GREENACRES)
KUZZ-F, 107.9,	6 KW @ 1358,	COUNTRY		\$ 59.00 (Katz)	Buck Owens
KHIS-F, 96.5,	50 KW @ 500,	RELIGION		\$ N/A (---)	
KTIE-F, 107.1,	3 KW @ 160,	??		\$ N/A (K & P)	

BALTIMORE

Arbitron Rank/Pod (12+): 17/2,019,800
 MSA Rank/Pod: 17/2,400,000
 ADI # 22
 Average Person Ratings: 17.6
 Market TSL: 23.50 hours

Stations: 35/22
 Diaries: 1894/1066:1/49.4%
 Sample Target: 1830
 % Below Line: 14.1
 % Not Listed: 12.2

1990 Revenue: \$62,300,000
 HH Inc.: \$36,013
 Retail \$: 18.0 Btl
 Pop per Station: 91,809
 #1 Biller: WBAL \$10,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WBAL (N/T)	296/ 8.3	9.0	8.6	6.8	9.0	8.2	316/4392	4113/20.4	18.7	21.7	8.1	311	3917	WBAL
2. WXYV-F (B)	292/ 8.2	8.6	9.6	8.1	9.5	8.6	299/3569	3391/16.8	16.8	16.0	10.3	392	4929	WXYV-F
3. WPOC-F (C)	253/ 7.1	7.0	5.8	7.4	5.4	6.8	304/3377	2741/13.6	15.4	10.8	6.5	249	2372	WPOC-F
4. WLIF-AF (SAC)	245/ 6.9	6.9	8.1	8.7	6.9	7.7	260/3416	3175/15.7	15.8	15.7	5.8	211	2638	WLIF-AF
5. WIYY-F (AOR)	243/ 6.8	7.8	7.3	6.8	7.6	7.2	282/3670	3137/15.5	16.7	17.2	8.8	336	3781	WIYY-F
6. WQSR-F (O)	209/ 5.9	5.7	4.5	5.7	4.9	5.4	223/3016	2821/14.0	13.9	11.0	4.5	171	2256	WQSR-F
7. WBSB-F (CHR)	200/ 5.6	4.0	5.0	5.0	6.8	4.9	212/3386	3023/15.0	14.0	19.1	3.8	144	3107	WBSB-F
8. WWMX-F (AC)	182/ 5.1	6.0	5.1	6.6	5.4	5.7	198/3285	3065/15.2	14.9	16.6	5.3	204	3042	WWMX-F
9. WCBM (T)	115/ 3.2	2.9	3.6	3.2	3.2	3.2	117/1405	1389/ 6.9	5.8	6.4	2.4	90	927	WCBM
10. WWIN-F (B/AC)	108/ 3.0	4.1	3.3	3.3	2.5	3.4	108/2001	2001/ 9.9	9.5	7.0	4.6	174	1901	WWIN-F
11. WPGC-F (CHR)	99/ 2.8	1.5	2.1	2.8	2.0	2.3	106/1830	1736/ 8.6	7.0	6.7	3.0	114	2138	WPGC-F
12. WHFS-F (AOR)	96/ 2.7	3.2	2.3	2.7	2.9	2.7	98/1398	1344/ 6.7	8.2	7.1	5.1	196	2453	WHFS-F
13. WITH (BB)	85/ 2.4	2.1	2.7	2.3	1.8	2.4	85/852	852/ 4.2	3.7	3.9	1.5	58	844	WITH
14. WWIN (REL)	83/ 2.3	1.6	1.8	0.7	1.1	1.6	83/983	983/ 4.9	4.5	4.3	2.3	86	753	WWIN
15. WRBS-F (REL)	66/ 1.9	1.6	0.9	1.9	1.3	1.6	69/815	772/ 3.8	3.8	3.4	1.4	55	579	WRBS-F
16. WWDC-F (AOR)	64/ 1.8	1.4	2.1	1.3	1.5	1.6	86/1921	1562/ 7.7	7.1	7.0	1.4	55	1506	WWDC-F
17. WGRX-F (CL AOR)	58/ 1.6	2.5	2.0	2.6	2.4	2.2	93/2074	1417/ 7.0	8.8	8.5	3.3	125	2179	WGRX-F
18. WBGR (G)	48/ 1.3	1.6	1.3	2.2	2.4	1.6	52/573	553/ 2.7	3.0	4.9	1.2	44	709	WBGR
19.														
20.														

12+ FM SHARE (METRO): 75.97% (2378 of 3130) (SUM 90: 75.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WXYV-F	1 WIYY-F	1 WXYV-F	1 WQSR-F	1 WQSR-F	1 WBAL	1 WBAL	1 WLIF-AF	1 WXYV-F	1 WBAL	1 WXYV-F
2 WBSB-F	2 WXYV-F	2 WIYY-F	2 WXYV-F	2 WLIF-AF	2 WLIF-AF	2 WPOC-F	2 WXYV-F	2 WIYY-F	2 WXYV-F	2 WBAL
3 WIYY-F	3 WBSB-F	3 WWMX-F	3 WWMX-F	3 WPOC-F	3 WPOC-F	3 WXYV-F	3 WPOC-F	3 WLIF-AF	3 WWIN-F	3 WLIF-F
4 WPGC-F	4 WWMX-F	4 WPOC-F	4 WLIF-AF	4 WXYV-F	4 WQSR-F	4 WIYY-F	4 WIYY-F	4 WQSR-F	4 WIYY-F	4 WWIN-F
5	5 WPOC-F	5 WQSR-F	5 WIYY-F	5 WWMX-F	5 WCBM	5 WLIF-AF	5 WBAL	5 WPOC-F	5 WBSB-F	5 WPOC-F
6	6 WHFS-F	6 WBSB-F	6 WPOC-F	6 WIYY-F	6 WWMX-F	6 WQSR-F	6 WBAL	6 WQSR-F	6 WQSR-F	6
7	7 WPGC-F	7 WLIF-AF	7 WBSB-F	7 WBAL	7	7 WBSB-F	7 WWMX-F	7 WWMX-F	7	7
8	8	8	8	8 WBSB-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 WXYV-F	1 WXYV-F	1 WXYV-F	1 WXYV-F	1 WLIF-AF	1 WIYY-F	1 WIYY-F	1 WIYY-F	1 WIYY-F	1 WQSR-F
2 WIYY-F	2 WIYY-F	2 WIYY-F	2 WWMX-F	2 WXYV-F	2 WXYV-F	2 WXYV-F	2 WPOC-F	2 WQSR-F	2 WPOC-F
3 WBSB-F	3 WBSB-F	3 WWMX-F	3 WLIF-AF	3 WWMX-F	3 WPGC-F	3 WPOC-F	3 WXYV-F	3 WXYV-F	3 WIYY-F
4 WWMX-F	4 WWMX-F	4 WBSB-F	4 WBSB-F	4 WQSR-F	4 WPOC-F	4 WPGC-F	4 WPGC-F	4 WPOC-F	4 WBAL
5 WHFS-F	5 WLIF-AF	5 WLIF-AF	5 WIYY-F	5 WPOC-F	5 WBSB-F	5 WHFS-F	5 WWDC-F	5 WBAL	5 WLIF-AF
6 WWIN-F	6 WWIN-F	6 WWIN-F	6 WPOC-F	6 WBSB-F	6 WHFS-F	6 WBSB-F	6 WHFS-F	6 WBSB-F	6 WXYV-F
7 WLIF-AF	7 WPOC-F	7 WPOC-F	7 WQSR-F	7 WIYY-F	7 WWDC-F	7 WWDC-F	7 WQSR-F	7 WWMX-F	7 WWMX-F
8 WPOC-F	8	8	8	8	8	8	8 WBSB-F	8	8

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

WCAO	600	Baltimore	1.0/3.3/ 45/ 740
WBBB	1360	Baltimore	0.6/2.1/ 20/ 418
WHVY-F	103.1	Grasonvl/Bltmor	1.0/2.3/ 37/ 535
WTTR	1470	Westminster	0.5/0.7/ 18/ 154
WYST	1010	Baltimore	0.1/0.6/ 2/ 125
WYST-F	92.3	Baltimore	0.9/5.5/ 34/1179
WASH-F	97.1	Washington	0.6/2.3/ 31/ 552
WAVA-F	105.1	Arlington/Wash	0.7/3.7/ 35/ 935
WGAY-F	99.5	Washington	1.1/2.4/ 41/ 495
WHUR-F	96.3	Washington	1.1/4.4/ 40/ 941
WKYS-F	93.9	Washington	0.3/1.8/ 19/ 433
WLTT-F	94.7	Bethesda/Washg	0.4/1.4/ 19/ 383
WMZQ-F	98.7	Washington	0.4/1.7/ 28/ 534
WRQX-F	107.3	Washington	0.7/3.3/ 28/ 870
WTOP	1500	Washington	1.1/5.4/ 41/1139
WMMD-F	104.7	Hagerstown	0.4/0.7/ 23/ 347

BALTIMORE

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 135.00 (HNWH)	Hearst
WBGR, 860, 2.5 KW/100 W (DA-1)	, GOSPEL/RELIGION	NBN, \$ 45.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1)	, COUNTRY	NBC, \$ 52.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2)	, TALK	ABC, \$ 48.00 (Katz)	
WEBB, 1360, 5 KW/1.7 KW (DA-1)	, BLACK	SBN, \$ 33.00 (Roslin)	
WITH, 1230, 1 KW	, NOSTALGIA	MBS, \$ 38.00 (---)	
WWIN, 1400, 1 KW	, GOSPEL	, \$ 32.00 (Durpetti)	Ragan Henry
WYST, 1010, 1 KW (DAYS)	, OLDIES	APR, \$ 30.00 (MMR)	United

FM STATIONS

WBSB, 104.3, 50 KW @ 420,	CHR	ABC, \$ 135.00 (Banner)	Scripps-Howard
WGRX, 100.7, 16 KW @ 861,	CLASSIC AOR	ABC, \$ 55.00 (Durpetti)	Shamrock-Lynett
			(WESTMINSTER)
WIYY, 97.9, 13 KW @ 946,	AOR	ABC, \$ 117.00 (HNWH)	Hearst
WLIF, 101.9, 13 KW @ 960,	EZ/SOFT AC	, \$ 168.00 (Christal)	Infinity
WPOC, 93.1, 16 KW @ 860,	COUNTRY	, \$ 110.00 (Banner)	Nationwide
WQSR, 105.7, 50 KW @ 492,	OLDIES	, \$ 102.00 (MMR)	Sconnix
WRBS, 95.1, 50 KW @ 500,	RELIGION	, \$ 20.00 (---)	
WWIN, 95.9, 3 KW @ 300,	URBAN/CHR	, \$ 60.00 (Durpetti)	Ragan Henry
WMMX, 106.5, 7 KW @ 1217,	AC	, \$ 170.00 (Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 437,	BLACK	, \$ 138.00 (McGuild)	Summit
WYST, 92.3, 10 KW @ 560,	AC	APR, \$ 66.00 (MMR)	United

OTHER RANKED STATIONS -- SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 80/431,900
 MSA Rank/Pop: 92/543,000
 ADI # 94
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 19/14
 Diaries: 914/473:1/53.7%
 Sample Target: 885
 % Below Line: 12.3
 % Not Listed: 11.4

1990 Revenue: \$12,200,000
 HH Inc.: \$28,134
 Retail \$: 4.0 Bil
 Pop per Station: 30,850
 #1 Biller: WYNK-AF \$2,700,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	109/16.1	15.7	13.4	17.5	13.9	15.7	253/2944	1143/26.5	29.4	25.9	18.7	130	1223	WYNK-AF
2. KQXL-F (B)	78/11.6	14.1	12.1	14.1	10.1	13.0	119/1331	905/21.0	19.5	17.1	16.1	116	1016	KQXL-F
3. WXOK (B)	72/10.7	7.4	9.7	8.4	9.2	9.1	83/882	733/17.0	15.7	15.4	6.2	45	677	WXOK
4. WFME-F (CHR)	63/ 9.3	10.4	12.1	8.1	11.1	10.0	108/2021	1158/26.8	24.0	25.5	12.2	88	1396	WFME-F
5. WJBO (N/T)	44/ 6.5	5.2	5.1	5.5	3.7	5.6	48/692	613/14.2	12.3	9.7	2.6	19	484	WJBO
6. WTGE-F (AOR)	35/ 5.2	5.8	3.9	4.0	5.8	4.7	60/1148	725/16.8	16.8	13.7	5.7	41	514	WTGE-F
7. WCKW-F (CL AOR)	34/ 5.0	3.4	3.7	3.4	3.0	3.9	59/1171	656/15.2	11.3	9.8	4.7	34	535	WCKW-F
WGGZ-F (O)	34/ 5.0	7.0	5.3	4.8	5.5	5.5	43/1132	661/15.3	14.6	17.4	4.3	31	526	WGGZ-F
9. WKJN-F (C)	31/ 4.6	5.1	4.1	5.0	4.8	4.7	76/1199	557/12.9	13.5	13.8	4.2	30	658	WKJN-F
10. KHOM-F (O)	17/ 2.5	1.7	3.3	5.0	5.9	3.1	35/913	365/ 8.5	7.1	14.0	3.5	25	310	KHOM-F
KDEA-F (SAC)	17/ 2.5	3.1	1.7	1.8	2.0	2.3	64/943	276/ 6.4	6.4	5.3	0.8	6	160	KDEA-F
12. KRVE-F (AC)	15/ 2.2	1.7	1.4	3.1	2.7	2.1	19/330	320/ 7.4	3.8	5.4	1.5	11	299	KRVE-F
13. WNDC (G)	14/ 2.1	2.3	4.0	2.3	1.7	2.7	15/278	238/ 5.5	4.4	6.2	1.2	9	123	WNDC
14.														
15.														

12+ FM SHARE (METRO): 75.71% (452 of 597) (SUM 90: 77.78%)

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

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WIBR 1300 Baton Rouge	0.7/2.6/	6/ 140		
WLUX 1550 Baton Rouge	0.6/2.2/	6/ 110		
WXLT-F 94.1 McComb	1.5/4.6/	10/ 281		
WQUE-F 93.3 New Orleans	1.5/5.0/	62/ 765		
WWL 870 New Orleans	0.7/3.7/	29/ 599		

RADIO STATIONS

WJBO , 1150, 5 KW (DA-1) , Talk	CBS TALKNT, \$20.00 (HNWH)	Jenne
WLUX , 1550, 5 KW (DAYS) , Religion	, \$10.00 (---)	Swaggert
WNDC , 910, 1 KW (DA-1) , Gospel	, \$12.00 (Eastman)	
WTKL , 1260, 1 KW (DAYS) , EZ	NBC, \$13.00 (In House)	
WXOK , 1460, 5 KW/1 KW (DA-3) , Black	NBC, \$20.00 (Banner)	
KRVE-F, 96.3, 3 KW @ 328 , AC	, \$15.00 (---)	(BRUSLY)
KQXL-F, 106.5, 50 KW @ 484 , Black	SBN ABC, \$25.00 (Banner)	(NEW ROADS)
WFME-F, 102.5, 100 KW @ 1250 , CHR	UNIPWR, \$46.00 (HNWH)	Jenne
WGGZ-F, 98.1, 100 KW @ 1500 , Oldies	CBS, ABC, \$39.00 (Katz)	
WKJN-F, 103.3, 100 KW @ 1003 , Country	MBS, \$44.00 (Christal)	(HAMMOND)
WTGE-F, 100.7, 100 KW @ 690 , AOR	ABC, \$32.00 (Eastman)	
WXLT-F, 94.1, 100 KW @ 983 , Soft AC	, \$14.00 (Christal)	(McCOMB, MS)
WYNK-F, 101.5, 100 KW @ 1500 , Country	ABC, \$64.00 (Katz)	Narragansett

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/775,600

Stations: 22/16

1990 Revenue: \$24,700,000

MSA Rank/Pop: 58/942,000

Diaries: 1226/633:1/53.3%

HH Inc.: \$27,025

ADI # 47

Sample Target: 1155

Retail \$: 7.0 Bill

Average Person Ratings: 16.2

% Below Line: 6.6

Pop per Station: 48,475

Market TSL: 22.00 hours

% Not Listed: 8.6

#1 Biller: WZZK-AF \$6,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	193/15.4	18.2	16.9	17.0	16.0	16.9	287/3596	2113/27.2	30.4	32.0	17.4	228	2049	WZZK-AF
2. WZRR-F (AOR)	134/10.7	8.9	7.4	9.4	7.6	9.1	173/2270	1635/21.1	16.2	16.7	13.4	180	1673	WZRR-F
3. WENN-F (B)	119/ 9.5	9.7	11.7	10.6	11.9	10.4	177/2064	1459/18.8	16.1	18.9	15.8	213	2089	WENN-F
4. WAPI-F (CHR)	116/ 9.2	5.8	8.1	7.7	10.0	7.7	156/2271	1651/21.3	17.1	23.7	8.8	118	1692	WAPI-F
5. WMJJ-F (AC)	113/ 9.0	8.8	8.6	9.6	9.2	9.0	132/1904	1534/19.8	20.3	17.7	7.8	105	1389	WMJJ-F
6. WERC (N/T)	75/ 6.0	5.8	8.9	5.4	6.0	6.5	76/999	983/12.7	14.2	12.4	4.6	62	695	WERC
7. WATV (B)	62/ 4.9	5.0	4.7	4.9	4.8	4.9	63/741	736/ 9.5	9.6	9.5	3.6	48	507	WATV
8. WAPI (BB)	60/ 4.8	3.9	3.4	4.8	3.4	4.2	63/776	736/ 9.5	10.1	9.4	2.2	29	440	WAPI
9. WAGG (G)	49/ 3.9	2.9	2.5	3.0	3.5	3.1	53/543	511/ 6.6	5.8	5.6	2.4	32	297	WAGG
10. WBMH-F (C)	46/ 3.7	5.7	5.1	4.9	5.7	4.8	54/1012	762/ 9.8	15.8	17.3	4.2	57	866	WBMH-F
11. WTUG-F (B)	41/ 3.3	2.0	---	---	---	1.3	78/895	504/ 6.5	3.3	0.0	2.9	39	577	WTUG-F
12. WDJC-F (REL)	37/ 2.9	2.2	2.4	2.8	4.1	2.6	65/1027	527/ 6.8	8.3	8.8	3.0	41	487	WDJC-F
13. WJLD (B)	28/ 2.2	3.3	2.2	3.2	2.7	2.7	28/628	610/ 7.9	8.0	8.2	1.9	26	459	WJLD
14.														
15.														

12+ FM SHARE (METRO): 73.72% (847 of 1149) (SUM 90: 73.60%)

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 WERC
2 WENN-F>	2 WAPI-F	2 WZRR-F	2 WZRR-F	2 WZRR-F	2 WERC	2 WERC	2 WZRR-F	2 WZRR-F	2 WZZK-AF	2 WZZK-F
3 WTUG-F	3 WZZK-AF	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F	3 WMJJ-F	3 WAPI-F<	3 WAPI-F<	3 WATV <
WZRR-F	4 WENN-F	4 WENN-F	4 WENN-F	4 WENN-F	4 WAPI	4 WZRR-F	4 WAPI-F	4 WMJJ-F	4 WZRR-F>	4 WENN-F
5	5 WMJJ-F	5 WAPI-F	5 WAPI-F>	5 WAPI-F>	5 WATV	5 WAPI-F	5 WENN-F	5 WENN-F	5 WDJC-F	5 WZRR-F
6	6	6	6 WATV	6 WATV	6 WENN-F	6 WENN-F	6 WERC	6 WAPI	6 WAGG	6 WMJJ-F

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

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

WAYE	1220	Birmingham	0.6/2.4/	8/ 188
WFFN-F	95.3	Cordova	1.0/1.2/	12/ 105
WVOK	690	Birmingham	1.1/7.0/	17/ 635
WHMA-F	100.5	Anniston/Gadsdn	0.3/2.4/	41/ 708
WQEN-F	103.7	Gadsden/Annistn	0.3/2.6/	61/1004
WQSB-F	105.1	Albertville	0.3/1.7/	63/ 842
WRSB-F	96.9	Decatur/Hntsvle	1.0/2.3/	52/ 570
WZBQ-F	102.5	Jasper	1.4/7.4/	51/1279

RADIO STATIONS

WAGG	, 1320,	5 KW (DAYS)	, Gospel	SBN, \$ 30.00	(HNWH)	
WAPI	, 1070,	50 KW/5 KW (DA-N),	, Nostalgia	NBC, \$ 27.00	(Christal)	Dittman
WATV	, 900,	1 KW	, Black	ABC, \$ 30.00	(Banner)	
WAYE	, 1220,	1 KW (DAYS)	, Gospel	UNIULT, \$ 15.00	(---)	Willis
WERC	, 960,	5 KW (DA-N)	, News/Talk	ABC, \$ 42.00	(Banner)	Sun Group
WJLD	, 1400,	1 KW	, Black	SMN,MBS, \$ 21.00	(K & P)	
WVOK	, 690,	50 KW/30 W	, Country	CBS, \$ 19.00	(Eastman)	Dick
WZZK	, 610,	5 KW/1 KW(DA-N),	--- See WZZK-F			
WAPI-F,	94.5,	100 KW @ 1214	, CHR	ABC, \$ 74.00	(Christal)	Dittman
WDJC-F,	93.7,	100 KW @ 1007	, Religion	, \$ 22.00	(Crawford)	Crawford
WENN-F,	107.7,	100 KW @ 1037	, Black	SBN, \$ 55.00	(HNWH)	
WBMH-F,	106.9,	100 KW @ 1150	, Country	ABC, \$ 40.00	(Mc-Guild)	Sun Group
WMJJ-F,	96.5,	100 KW @ 1026	, AC	CBS, \$109.00	(Banner)	Capitol Johnson
WZRR-F,	99.5,	100 KW @ 870	, Classic AOR	, \$ 60.00	(Eastman)	Dick
WZZK-F,	104.7,	100 KW @ 1300	, Country	, \$140.00	(Katz)	NewCity

BOSTON

Arbitron Rank/Pod (12+): 9/3,195,600
 MSA Rank/Pop: 10/3,740,000
 ADI # 6
 Average Person Ratings: 17.8
 Market TSL: 23.50 hours

Stations: 37/29
 Diaries: 2334/1369:1/46.8%
 Sample Target: 2300
 % Below Line: 3.2
 % Not Listed: 12.6

1990 Revenue: \$120,500,000
 HH Inc.: \$35,763
 Retail \$: 33.9 Bill
 Pop per Station: 110,193
 #1 Biller: WXKS-F \$15,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WRKO (N/T)	472/ 8.3	7.3	7.0	7.9	7.0	7.6	594/7518	5603/17.5	17.8	17.7	5.2	307	3858	WRKO
2. WZOU-F (CHR)	406/ 7.1	6.8	6.9	7.2	6.9	7.0	521/9347	6572/20.6	20.2	19.2	10.8	638	7171	WZOU-F
3. WBCN-F (AOR)	317/ 5.6	5.9	4.7	5.2	5.8	5.3	424/6861	4870/15.2	15.8	14.5	7.3	434	5288	WBCN-F
4. WBZ (T)	313/ 5.5	5.4	6.5	5.3	5.1	5.7	445/7120	4872/15.2	14.8	14.7	5.4	319	4066	WBZ
5. WXKS-F (CHR)	284/ 5.0	5.8	6.7	5.7	7.0	5.8	331/7395	5877/18.4	19.4	18.2	7.9	466	7240	WXKS-F
6. WSSH-F (AC)	275/ 4.8	5.1	4.4	4.1	4.1	4.6	369/4949	3558/11.1	13.7	10.8	3.9	233	3079	WSSH-F
7. WODS-F (O)	265/ 4.7	4.2	4.2	5.8	4.8	4.7	368/6873	4224/13.2	14.5	11.9	4.0	237	3271	WODS-F
8. WZLX-F (CL AOR)	238/ 4.2	3.9	3.4	3.1	4.9	3.7	298/4899	3567/11.2	12.5	12.8	4.2	251	3734	WZLX-F
9. WVBF-F (AC)	234/ 4.1	3.9	3.0	2.4	2.0	3.3	263/3496	2899/ 9.1	9.7	7.3	3.5	207	2585	WVBF-F
10. WBMX-F (AC)	225/ 4.0	3.4	2.5	2.5	3.2	3.1	302/5230	3947/12.4	11.8	9.5	4.2	247	3388	WBMX-F
11. WHDH (T)	223/ 3.9	4.6	4.2	4.0	3.7	4.2	257/4529	3859/12.1	13.2	11.6	4.1	244	2860	WHDH
12. WMJX-F (AC)	199/ 3.5	3.7	4.6	4.9	5.2	4.2	214/4453	3869/11.8	13.7	12.8	3.0	178	2424	WMJX-F
13. WEEI (S/T)	156/ 2.7	4.1	5.9	4.0	3.8	4.2	176/4271	3760/11.8	16.1	13.0	2.5	150	2962	WEEI
14. WCRB-F (CL)	155/ 2.7	1.9	2.1	2.1	2.1	2.2	189/3307	2724/ 8.5	6.1	6.7	2.1	124	1535	WCRB-F
15. WAAF-F (AOR)	151/ 2.7	2.2	1.6	2.0	1.7	2.1	328/4670	2226/ 7.0	7.6	6.1	3.8	226	2699	WAAF-F
16. WXKS (BB)	140/ 2.5	2.8	2.0	1.9	2.0	2.3	142/1903	1855/ 5.8	5.5	3.6	1.1	66	807	WXKS
17. WBOS-F (AOR)	128/ 2.2	1.8	2.0	1.7	2.4	1.9	160/3049	2251/ 7.0	6.5	6.3	1.9	112	1442	WBOS-F
18. WPLM-F (BB)	112/ 2.0	2.0	2.2	1.7	1.4	2.0	245/3736	1838/ 5.5	5.5	4.0	2.8	164	1533	WPLM-F
19. WCGY-F (AOR)	99/ 1.7	1.4	1.3	1.4	1.8	1.5	137/2938	2097/ 6.6	5.5	5.8	2.0	118	1833	WCGY-F
20. WCDJ-F (J/NA)	89/ 1.6	2.0	2.0	2.9	3.8	2.1	114/2552	1964/ 6.1	5.7	10.7	2.2	128	1673	WCDJ-F
21. WFNX-F (AOR)	75/ 1.3	1.9	1.7	1.5	1.5	1.6	85/2066	1793/ 5.6	5.9	5.3	1.8	105	1701	WFNX-F
22. WILD (8)	67/ 1.2	1.5	1.7	2.0	2.1	1.6	67/778	778/ 2.4	2.9	3.0	2.3	135	1034	WILD
23.														
24.														
25.														

12+ FM SHARE (METRO): 69.48% (3456 of 4974) (SUM 90: 70.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F >>	1 WBCN-F	1 WBCN-F	1 WBCN-F	1 WBCN-F	1 WRKO >	1 WBZ	1 WRKO	1 WRKO	1 WZOU-F <	1 WBZ >>
2 WXKS-F	2 WXKS-F	2 WXKS-F	2 WODS-F	2 WODS-F	2 WBZ >	2 WRKO >	2 WSSH-F <	2 WZOU-F	2 WRKO	2 WHDH
3 WAAF-F	3 WZLX-F	3 WZLX-F <	3 WBMX-F	3 WVBF-F	3 WSSH-F	3 WVBF-F <	3 WZOU-F	3 WBCN-F	3 WBZ	3 WRKO >>
4	4 WZOU-F >	4 WZOU-F <	4 WVBF-F	4 WBMX-F	4 WODS-F	4 WEEI <	4 WBCN-F	4 WXKS-F	4 WHDH >	4 WCAP
5	5 WAAF-F <	5 WBMX-F <	5 WXKS-F <	5 WRKO <	5 WHDH >	5 WZOU-F	5 WXKS-F	5 WSSH-F <	5 WZLX-F	5 WODS-F
6	6 WBMX-F	6 WODS-F	6 WSSH-F	6 WSSH-F <	6 WXKS	WBCN-F	WODS-F <	6 WZLX-F	6 WBCN-F	6 WVBF-F
7	7 WVBF-F	7 WVBF-F	7 WZLX-F	7 WMJX-F	7 WVBF-F	7 WHDH	7 WVBF-F	7 WODS-F	7 WXKS-F	7 WEEI
8	8	8	WRKO	8	WCRB-F	8	8	8 WBMX-F	8	8 WMJX-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 WZOU-F <	1 WXKS-F	1 WXKS-F	1 WXKS-F	1 WBMX-F	1 WAAF-F <	1 WBCN-F	1 WBCN-F >	1 WBCN-F >	1 WBCN-F >
2 WXKS-F >	2 WZOU-F	2 WBMX-F	2 WBMX-F	2 WVBF-F	2 WZLX-F	2 WZLX-F >	2 WZLX-F >	2 WZLX-F >	2 WODS-F <
3 WBMX-F	3 WBMX-F	3 WMJX-F <	3 WZOU-F	3 WSSH-F <	3 WBCN-F >	3 WAAF-F >	3 WFNX-F	3 WODS-F <	3 WRKO
4 WZLX-F	4 WBCN-F	4 WBCN-F	4 WVBF-F	4 WODS-F	4 WZOU-F	4 WXKS-F <	4 WCGY-F	4 WRKO	4 WZLX-F <
5 WBCN-F	5 WMJX-F	5 WVBF-F <	5 WSSH-F	5 WMJX-F	5 WXKS-F	5 WZOU-F	5 WVBF-F	5 WAAF-F	5 WVBF-F >
6 WAAF-F	6 WVBF-F	6 WZLX-F	6 WODS-F	6 WXKS-F >	6	6 WCGY-F	6 WRKO	6 WXKS-F	6 WBOS-F
7 WVBF-F	7 WZLX-F	7 WBOS-F	7 WMJX-F	7 WZOU-F	7	7 WFNX-F	7 WXKS-F <	7 WVBF-F <	7 WSSH-F
8	8	8 WODS-F	8	8	8	8	8 WBOS-F	8 WZOU-F	8

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
WCAP 980 Lowell	0.4/1.5/	29/	546
WESX 1230 Salem	0.4/1.2/	26/	439
WEZE 1260 Boston	0.4/1.1/	22/	442
WJDA 1300 Quincy	0.5/1.4/	31/	432
WLYT-F 92.5 Haverhill/Bstn	0.4/2.2/	49/	1693
WROL 950 Boston	0.4/2.0/	35/	825
WSSH 1510 Boston	0.4/0.7/	21/	219

WCIB-F 101.9 Falmouth/Hyannis	0.4/0.7/	44/	535
WCTK-F 98.1 New Bedford	0.4/1.1/111/1615		
WHJY-F 94.1 Providence	0.4/2.1/177/3072		
WKPE-F 104.7 Orleans	0.3/1.3/	32/	806
WOKQ-F 97.5 Dover/Portsmouth	0.5/1.5/148/2017		
WPRO-F 92.3 Providence	0.4/1.7/239/4051		
WSNE-F 93.3 Taunton/Prvdnce	0.5/1.0/138/2256		
WWBB-F 101.5 Providence	0.3/1.2/158/2444		

RADIO STATIONS

AM STATIONS

WBZ, 1030, 50 KW (DA-1)	, TALK	ABC, \$ 220.00 (Group W)	
WEEI, 590, 5 KW (DA-1)	, SPORTS	ABC,CNN, \$ 138.00 (N/A)	
WHDH, 850, 50 KW (DA-2)	, TALK	NBC TALKNT, \$ 130.00 (Banner)	
WILD, 109C, 5 KW (DAYS)	, BLACK	SBN, \$ 40.00 (Roslin)	
WKUU, 1510, 50 KW (DA-2)	, COUNTRY	UNISUP UNIULT, \$ 30.00 (HNWH)	Noble
WMEX, 1150, 5 KW (DA-2)	, BUSINESS NEWS	ABC BRN, \$ 36.00 (McGuild)	Greater Media
WRKO, 680, 50 KW (DA-2)	, TALK	MBS UNIULT, \$ 178.00 (Katz)	Atlantic Ventures
WROL, 950, 5 KW (DAYS)	, RELIGION	, \$ 21.00 (---)	
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT, \$ N/A (MMR)	Pyramid

FM STATIONS

WBCN, 104.1, 22 KW @ 740, AOR	, \$ 300.00 (Torbet)	Infinity
WBOS, 92.9, 9 KW @ 1152, CL. AOR/VARIOUS	, \$ 80.00 (Katz)	Ackerly
WCGY, 93.7, 50 KW @ 430, AOR/CLASSIC AOR	ABC, \$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 920, CLASSICAL	, \$ 90.00 (CMBS)	
WFNX, 101.7, 1.6 KW @ 441, AOR	, \$ 58.00 (---)	
WHRB, 95.3, 3 KW @ 110, VARIOUS	, \$ 30.00 (---)	
WCDJ, 96.9, 12 KW @ 1010, JAZZ/NAC	, \$ 90.00 (Durpetti)	Emmis
WMJX, 106.7, 24 KW @ 719, SOFT AC	, \$ 145.00 (McGuild)	Greater Media
WODS, 103.3, 16 KW @ 887, OLDIES	CBS, \$ 165.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA	UNIULT, \$ 45.00 (N/A)	(PLYMOUTH)
WBMX, 98.5, 8 KW @ 1190, AC	UNIPWR, \$ 125.00 (Katz)	Atlantic Ventures
WSSH, 99.5, 39 KW @ 550, SOFT AC	UNISUP, \$ 170.00 (HNWH)	Noble
WVBF, 105.7, 14 KW @ 954, AC	, \$ 80.00 (Banner)	Fairbanks
WXKS, 107.9, 23 KW @ 722, CHR	, \$ 280.00 (MMR)	Pyramid
WZLX, 100.7, 20 KW @ 724, CLASSIC AOR	, \$ 156.00 (HNWH)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053, CHR	, \$ 150.00 (Eastman)	Ardman

WAAF -- SEE WORCESTER

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/995,200
 MSA Rank/Pop: 55/1,190,000 (Buffalo)
 ADI # 38
 Average Person Ratings: 17.7
 Market TSL: 23.25 weeks

Stations: 27/22
 Diaries: 1448/687:1/53.1%
 Sample Target: 1355
 % Below Line: 3.6
 % Not Listed: 10.9

1990 Revenue: \$30,300,000
 HH Inc.: \$27,650
 Retail \$: 8.2 Bill
 Pop per Station: 45,236
 #1 Biller: WBFN \$4,400,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WYRK-F (C)	195/11.1	11.6	9.6	8.4	8.7	10.2	236/2312	1904/19.1	19.1	14.2	10.4	171	1308	WYRK-F
2. WBEN (FS/N/T)	159/ 9.0	7.2	9.6	7.8	5.6	8.4	165/2211	2104/21.1	20.3	16.7	7.6	124	1700	WBEN
3. WKSE-F (CHR)	139/ 7.9	8.2	8.0	6.9	7.6	7.8	156/2669	2422/24.3	22.8	23.0	12.9	211	2377	WKSE-F
WGRF-F (AOR)	139/ 7.9	7.3	8.0	6.9	6.6	7.5	183/2462	1940/19.5	18.5	16.1	7.9	129	1925	WGRF-F
5. WJYE-F (SAC)	120/ 6.8	7.1	7.4	10.6	10.9	8.0	138/1833	1661/16.7	18.5	22.4	5.4	88	1596	WJYE-F
6. WHTT-F (O)	113/ 6.4	6.6	7.1	7.6	6.2	6.9	122/1834	1674/16.8	18.2	16.5	4.5	74	1191	WHTT-F
7. WBLK-F (B)	107/ 6.1	6.2	6.1	5.9	7.0	6.1	107/1020	996/10.0	11.7	11.0	11.8	194	1811	WBLK-F
8. WBUF-F (AC)	90/ 5.1	6.5	3.9	6.6	6.9	5.5	104/1875	1643/16.5	15.5	14.7	3.6	59	1147	WBUF-F
9. WMJQ-F (CHR)	89/ 5.1	4.7	6.3	5.8	6.6	5.5	137/2699	1781/17.9	17.2	21.0	5.8	96	1728	WMJQ-F
10. WUFX-F (AOR)	88/ 5.0	5.6	5.6	5.6	6.1	5.4	98/1955	1772/17.8	16.0	17.0	6.8	112	1672	WUFX-F
11. WGR (N/T)	69/ 3.9	4.8	4.2	4.5	3.0	4.3	74/1619	1493/15.0	15.5	11.8	2.6	42	1229	WGR
12. WECK (BB)	47/ 2.7	3.6	3.0	3.1	4.3	3.1	47/630	625/ 6.3	8.2	8.6	2.6	43	680	WECK
13. WEZQ-F (EZ)	30/ 1.7	1.5	1.1	1.5	1.2	1.5	43/616	512/ 5.1	4.4	4.0	1.2	20	248	WEZQ-F
14.														
15.														

12+ FM SHARE (METRO): 75.49% (1183 of 1567) (SUM 90: 79.36%)

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

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

WDCX-F	99.5	Buffalo	0.7/3.0/	17/ 356
WHLD	1270	Niagara Falls	0.3/2.5/	5/ 250
WHTT	1120	Buffalo	0.7/2.8/	13/ 277
WJLL	1440	Niagara Falls	0.5/1.3/	8/ 130
WLVL	1340	Lockport	1.1/2.9/	19/ 288
WUFO	1080	Amherst	1.0/2.0/	18/ 204
WWKB	1520	Buffalo	0.9/4.9/	17/ 579
WXBX	1400	Buffalo	0.6/2.3/	11/ 252
WXRL	1300	Lancaster/Buffl	0.9/3.2/	15/ 343
CFNY-F	102.1	Brampton ON	1.0/3.3/	18/ 333
CHTZ-F	97.7	St. Catharines	0.7/3.6/	14/ 415
CJFT	530	Ft. Erie ON	0.2/0.0/	0/ 0
CJFT-F	101.1	Ft. Erie Ontario	1.4/3.9/	31/ 439
WKLX-F	98.9	Rochester	0.3/0.7/	26/ 244

BUFFALO-NIAGARA FALLS

AM STATIONS

WBEN,	930,	50 KW (DA-N)	, Full Service	CBS CNN, \$ 80.00	(Eastman)	
WECK,	1230,	1 KW	, Nostalgia	NBS UNISUP, \$ 28.00	(Durpetti)	Williams
WXBX,	1400,	1 KW	, Oldies	, \$ 20.00	(Torbet)	Metroplex
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC, \$ 50.00	(Katz)	
WHTT,	1120,	1 KW (DAYS)	, See WHTT-F			
WUFO,	1080,	1 KW (DAYS)	, Black	SBN, \$ 18.00	(Roslin)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Business News	UNIULT, BRN, \$ 35.00	(HNWH)	Price
WXRL,	1300,	2.4 KW/2.5KW(DA-2,	Country	MBS, \$ 24.00	(---	

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS, \$ 40.00	(Durpetti)	
WEZQ-F,	107.7,	12 KW @ 800,	EZ	UNIPWR, \$ 32.00	(---	(WETHERSFIELD)
WBUF-F,	92.9,	91 KW @ 580,	AC	, \$ 80.00	(McGuilid)	Lincoln
WDCX-F,	99.5,	110 KW @ 640,	Religion	, \$ 21.00	(---	Crawford
WGRF-F,	96.9,	16 KW @ 890,	AOR	, \$ 66.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	, \$ 60.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 475,	EZ/Soft AC	UNISUP, \$ 58.00	(Durpetti)	Williams
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC, \$ 57.00	(HNWH)	Price
WMJQ-F,	102.5,	110 KW @ 1340,	CHR	SOURCE, \$ 52.00	(Eastman)	
WUFX-F,	103.3,	49 KW @ 340,	Classic AOR	CBS, \$ 48.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	, \$ 68.00	(McGuilid)	Stoner

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

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/420,800
 MSA Rank/Pop: 94/518,000
 ADI # 106
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 26/22
 Diaries: 943/446:1/49.0%
 Sample Target: 855
 % Below Line: 3.8
 % Not Listed: 10.6

1990 Revenue: \$10,600,000
 HH Inc.: \$27,801
 Retail \$: 3.4 Bill
 Pop per Station: 19,127
 #1 Biller: WEZL-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WEZL-F (C)	89/12.9	13.1	12.7	12.5	----	12.8	91/1248	1148/27.3	24.3	0.0	15.9	121	1099	WEZL-F
2. WSSX-F (CHR)	71/10.3	8.8	7.7	7.1	----	8.5	77/1185	1004/23.9	23.9	0.0	11.3	86	1155	WSSX-F
3. WTMA (N/T)	51/7.4	5.0	6.1	6.9	----	6.3	52/598	563/13.4	11.7	0.0	4.3	33	387	WTMA
4. WAVF-F (AOR)	47/ 6.8	5.7	6.6	8.0	----	6.8	64/856	740/17.6	15.1	0.0	7.5	57	705	WAVF-F
5. WXTC-F (AC)	44/ 6.4	5.0	4.4	5.9	----	5.4	48/764	622/14.8	15.5	0.0	4.6	35	424	WXTC-F
6. WXLV-F (O)	36/ 5.2	5.2	4.1	4.2	----	4.7	38/600	493/11.7	11.5	0.0	4.6	35	447	WXLV-F
7. WDXZ-F (B)	32/ 4.7	6.7	6.9	4.9	----	5.8	51/647	430/10.2	12.8	0.0	7.9	60	533	WDXZ-F
8. WWWZ-F (B)	30/ 4.4	5.3	5.5	3.8	----	4.8	38/644	536/12.7	15.1	0.0	4.7	36	756	WWWZ-F
9. WSUY-F (AC)	29/ 4.2	5.6	5.3	4.2	----	4.8	33/481	449/10.7	13.1	0.0	3.9	30	374	WSUY-F
10. WYBB-F (CL AOR)	27/ 3.9	3.0	2.5	2.2	----	2.9	30/567	511/12.1	11.9	0.0	5.8	44	616	WYBB-F
11. WPAL (B)	22/ 3.2	4.1	6.4	3.0	----	4.2	23/341	331/ 7.9	10.2	0.0	4.2	32	504	WPAL
12. WUJM-AF (B)	20/ 2.9	4.2	3.5	4.4	----	3.8	25/557	488/11.6	12.6	0.0	5.1	39	703	WUJM-AF
13. WTUA-F (?)	18/ 2.6	0.5	1.0	2.0	----	1.5	49/430	176/ 4.2	1.3	0.0				WTUA-F
14. WQIZ (REL)	16/ 2.3	1.2	1.6	2.1	----	1.8	19/176	104/ 2.5	1.5	0.0	1.3	10	100	WQIZ
15. WMGL-F (J)	14/ 2.0	1.8	2.5	2.9	----	2.3	14/251	251/ 6.0	7.3	0.0	2.1	16	269	WMGL-F
16. WWDW-F (B)	13/ 1.9	----	1.8	1.8	----	1.4	77/925	195/ 4.6	0.0	0.0	0.8	6	146	WWDW-F
17. WVVO (N/T)	11/ 1.6	2.2	0.9	----	----	1.2	11/108	108/ 2.6	3.7	0.0	0.8	6	92	WVVO
18. WMCJ (B)	10/ 1.5	3.1	2.2	3.2	----	2.5	10/111	111/ 2.6	2.3	0.0	1.4	11	114	WMCJ
19. WJYQ-F (CL)	9/ 1.3	1.1	0.7	----	----	0.8	11/139	119/ 2.8	2.3	0.0	0.5	4	46	WJYQ-F
20.														

12+ FM SHARE (METRO): 80.33% (494 of 615) (SUM 90: NA)

TFENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WSSX-F>>	1 WSSX-F	1 WEZL-F	1 WEZL-F>	1 WEZL-F>	1 WEZL-F>	1 WEZL-F>	1 WEZL-F	1 WEZL-F>	1 WSSX-F	1 WEZL-F>
2 WDXZ-F	2 WAVF-F	2 WSSX-F	2 WXTC-F	2 WXTC-F	2 WTMA >	2 WSSX-F	2 WTMA	2 WSSX-F	2 WEZL-F	2 WSSX-F
3	3 WEZL-F	3 WAVF-F	3 WXLV-F<	3 WXLV-F	3 WXLV-F	3 WTMA	3 WSSX-F	3 WAVF-F	3 WDXZ-F	3 WAVF-F
4	4 WXTC-F<	4 WXTC-F	4 WSSX-F	4 WSSX-F	4 WXTC-F	4 WAVF-F	4 WXTC-F<	4 WTMA	4 WWWZ-F	4
5	5 WYBB-F	5 WXLV-F	5 WTMA	5 WTMA <	5	5 WXTC-F	5 WAVF-F	5 WXTC-F	5 WAVF-F	5
6	6 WDXZ-F	6 WWWZ-F	6 WAVF-F	6 WAVF-F	6	6	6 WXLV-F	6	6	6
7	7	7 WDXZ-F	7 WWWZ-F	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 WSSX-F>	1 WSSX-F	1 WXTC-F>	1 WXTC-F	1 WXTC-F	1 WSSX-F	1 WAVF-F	1 WAVF-F	1 WAVF-F	1 WEZL-F	1 WEZL-F>
2 WXTC-F	2 WXTC-F>	2 WSSX-F	2 WSSX-F	2 WEZL-F>	2 WSSX-F	2 WYBB-F	2 WYBB-F	2 WAVF-F	2 WAVF-F	2 WXLV-F
3 WDXZ-F>	3 WDXZ-F	3 WWWZ-F	3 WEZL-F>	3 WXLV-F	3 WEZL-F>	3 WEZL-F	3 WEZL-F>	3 WSSX-F>	3 WSSX-F>	3 WAVF-F
4 WSUY-F	4 WWWZ-F	4 WEZL-F	4 WWWZ-F	4 WSSX-F	4 WDXZ-F	4 WYBB-F>	4 WSSX-F	4 WYBB-F	4 WYBB-F	4 WYBB-F
5 WAVF-F	5 WSUY-F	5 WSUY-F	5 WSUY-F	5 WWWZ-F	5	5 WDXZ-F	5 WXLV-F	5 WXLV-F	5 WXLV-F	5 WTMA
6	6 WEZL-F	6 WDXZ-F	6 WDXZ-F	6 WSUY-F	6	6	6	6	6	6 WSSX-F

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

WBUB-F	107.5	St. George	0.6/3.5/	8/ 204
WOKI	1340	Charleston	0.7/2.5/	5/ 106
WZJY	1480	MtPisnt/Charlst	0.6/2.1/	4/ 90
WHLZ-F	92.5	Manning	1.0/4.3/	35/ 444
WHTK-F	99.7	Pt. Royal	0.4/3.6/	17/ 353
WLOW-F	106.9	Bluffton	0.4/1.1/	31/ 213

RADIO STATIONS

WPAL	730	1 KW/100 W	Black	NBN ABC, \$19.00	(Roslin)
WQIZ	810	5 KW (DAYS)	Gospel	SBN, \$12.00	(Eastman)
WTMA	1250	5 KW/1 KW	News/Talk	ABC TALKNT, \$14.00	(Katz)
WZJY	1480	1 KW (DAYS)	Gospel	CNN UNIULT, \$10.00	(---)
WAVF-F	96.1	100 KW @ 538	AOR	\$37.00	(Christal)
WDXZ-F	104.5	28 KW @ 656	Black	\$20.00	(K & P)
WEZL-F	103.5	100 KW @ 661	Country	MBS, \$60.00	(Banner)
WKOB-F	107.5	100 KW @ 984	CHR	\$40.00	(Eastman)
WJYQ-F	105.5	1 KW @ 469	Classical	\$15.00	(CMBS)
WMGL-F	101.7	6 KW @ 300	Jazz/NAC	ABC, \$15.00	(Roslin)
WSSX-F	95.1	100 KW @ 360	CHR	\$34.00	(Katz)
WSUY-F	100.7	3 KW @ 300	AC	UNISUP, \$18.00	(Katz)
WUJM-F	94.3	1.4 KW @ 480	Black	MBS, \$23.00	(Christal)
WWWZ-F	93.5	1.1 KW @ 460	Black	SBN, \$30.00	(HNWH)
WXLV-F	102.5	100 KW @ 550	Oldies	SMN UNIULT, \$31.00	(Eastman)
WXTC-F	96.9	100 KW @ 1770	AC	\$45.00	(Mc-Guild)
WYBB-F	98.1	50 KW @ 479	Classic AOR	\$19.00	(Durpetti)
WWDW-F	--	See Columbia			

CHARLOTTE

Arbitron Rank/Pop (12+): 41/944,300
 MSA Rank/Pop: 43/1,140,000
 ADI # 31
 Average Person Ratings: 16.9
 Market TSL: 22.50 hours

Stations: 25/18
 Diaries: 1450/651:1/52.1%
 Sample Target: 1250
 % Below Line: 4.4
 % Not Listed: 13.4

1990 Revenue: \$33,200,000
 HH Inc.: \$31,722
 Retail \$: 8.7 B11
 Pop per Station: 52,461
 #1 Biller: WSOC-AF \$6,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	236/14.8	11.4	15.2	12.3	14.4	13.4	382/4025	2432/25.8	24.3	25.0	14.9	239	2266	WSOC-F
2. WPEG-F (B)	216/13.5	12.5	10.9	12.3	11.6	12.3	287/2551	1763/18.7	17.7	17.5	16.3	261	2222	WPEG-F
3. WRFX-F (AOR)	116/ 7.3	8.3	6.6	7.6	7.5	7.4	176/2332	1547/16.4	19.5	16.5	9.5	153	2258	WRFX-F
4. WTDR-F (C)	104/ 6.5	6.2	5.8	4.4	4.7	5.7	207/2642	1369/14.5	10.8	9.7	4.7	75	1072	WTDR-F
5. WCKZ-F (CHR)	103/ 6.5	7.3	7.5	6.6	7.5	7.0	186/3167	1846/19.5	18.3	20.8	8.4	135	2473	WCKZ-F
6. WBT -F (AC)	93/ 5.8	5.0	5.7	5.4	4.6	5.5	155/2702	1618/17.1	16.8	13.7	5.0	80	1758	WBT -F
7. WBT (FS)	86/ 5.4	6.0	6.7	5.7	4.8	5.9	95/1309	1104/11.7	12.9	10.6	6.0	96	1010	WBT
8. WEZC-F (SAC)	83/ 5.2	6.0	3.8	7.2	4.7	5.5	148/2086	1144/12.1	15.2	11.8	4.4	71	1231	WEZC-F
9. WMXC-F (AC)	72/ 4.5	5.2	4.1	4.8	5.6	4.7	100/1699	1163/12.3	14.0	12.4	4.3	69	1119	WMXC-F
10. WWMG-F (O)	65/ 4.1	4.8	4.3	5.0	5.0	4.6	97/1650	1014/10.7	11.4	10.9	2.5	40	937	WWMG-F
11. WXRC-F (AOR)	51/ 3.2	3.1	2.5	1.8	1.9	2.7	95/1397	618/ 6.5	7.7	5.3	2.9	46	721	WXRC-F
12. WGKL-F (O)	25/ 1.6	0.8	0.5	2.5	3.2	1.4	42/897	536/ 5.7	4.4	11.5	0.1	11	315	WGKL-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 90.66% (1252 of 1381) (SUM 90: 89.57%)

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

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

WGIV	1600	Charlotte	0.6/1.9/	9/ 177
WGSP	1310	Charlotte	1.0/2.6/	16/ 243
WGTL	870	Kannapolis	0.4/0.9/	7/ 87
WRDX-F	106.5	Salisbury/Chrlt	1.3/3.0/	39/ 527
WSAT	1280	Salisbury	0.3/1.4/	5/ 135
WSOC	930	Charlotte	0.3/1.9/	5/ 240
WFGW	1010	Black Mountain	0.1/0.0/	0/ 0
WFMX-F	105.7	Statesville	1.3/3.8/	93/1195
WKRR-F	92.3	Asheboro	0.4/1.8/	43/ 734
WKSI-F	98.7	Greensboro/W-S	0.4/1.5/	23/ 451
WKZL-F	107.5	Winston-Salem	0.4/1.0/	23/ 459
WMIT-F	106.9	Black Mountain	1.2/4.1/	68/ 818
WTQR-F	104.1	Winston-Salem	0.6/1.3/	139/1370

RADIO STATIONS

WBT , 1110, 50 KW (DA-N)	, NEWS/TALK/MOR	CBS , \$ 74.00 (Banner)	Jeff-Pilot
WBT-F , 107.9, 100 KW @ 1694, AC		, \$ 53.00 (Banner)	Jeff-Pilot
WCKZ-F, 101.9, 100 KW @ 988, CHR/URBAN		ABC , \$ 50.00 (HNWH)	Beasley
WEZC-F, 102.9, 100 KW @ 1535, SOFT AC		UNILT , \$ 45.00 (Katz)	Keymarket (HICKORY)
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS, UNIPWR , \$ 69.00 (Katz)	Broadcast Partners (CONCORD)
WMXC-F, 104.7, 100 KW @ 1230, AC		, \$ 74.00 (MMR)	EZ
WRFX-F, 106.5, 100 KW @ 1003, AOR		, \$ 95.00 (McGuld)	Pyramid (KANNAPOLIS)
WRDX-F, 99.7, 100 KW @ 1044, AC		, \$ 24.00 (Southern)	(SALISBURY)
WSOC-F, 103.7, 100 KW @ 1059, COUNTRY		, \$ 125.00 (Durpetti)	Cox
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY		, \$ 46.00 (Christal)	Trumper
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES		CBS , \$ 51.00 (Christal)	Voyager (SHELBY)
WXRC-F, 95.7, 100 KW @ 1020, AOR		ABC , \$ 25.00 (N/A)	(HICKORY)
WGKL-F, 95.1, 100 KW @ 1542, CHR		SMN , \$ 45.00 (Torbet)	

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/364,700
 MSA Rank/Pop: 107/443,000
 ADI # 84
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 18/18
 Diaries: 841/434:1/48.4%
 Sample Target: 800
 % Below Line: 0.0
 % Not Listed: 11.6

1990 Revenue: \$12,100,000
 HH Inc.: \$27,424
 Retail \$: 3.0 Bil
 Pop per Station: 20,261
 #1 Biller: WUSY-F \$2,800,000

12+ METRO	1/4/SHARE	SPG	WIN	FAL	SUM	4 Book	12+ TSA	12+ METRO		SPG	SUM	Birch	Birch	Birch	
								CUME/CUME	RATING						
1. WUSY-F (C)	108/18.0	20.4	19.8	19.7	14.6	19.5	255/2448	1112/30.5	32.1	27.7	18.0	116	1182	WUSY-F	
2. WJTT-F (B)	73/12.1	9.7	9.2	9.3	7.1	10.1	80/657	543/14.9	14.1	12.2	15.2	98	584	WJTT-F	
3. WSKZ-F (CHR)	55/ 9.2	7.5	9.6	10.3	11.6	9.1	95/1691	811/22.2	21.1	26.7	7.9	51	924	WSKZ-F	
4. WDEF-F (EZ)	52/ 8.7	10.7	11.0	9.3	11.1	9.9	74/920	622/17.1	20.4	20.7	6.5	42	490	WDEF-F	
5. WOOD-F (C)	49/ 8.2	3.3	6.7	6.5	5.3	6.2	60/1056	671/18.4	15.4	15.6	5.4	35	423	WOOD-F	
6. WLMX-F (AC)	41/ 6.8	8.5	6.2	7.3	9.3	7.2	42/687	652/17.6	17.5	20.7	9.8	63	769	WLMX-F	
7. WFXS-F (CL AOR)	28/ 4.7	3.7	3.0	4.7	5.0	4.0	33/522	423/11.6	9.4	8.6	5.7	37	481	WFXS-F	
8. WNOO (B)	20/ 3.3	4.2	2.6	5.2	4.5	3.8	20/202	194/ 5.3	6.0	7.5	2.0	13	199	WNOO	
9. WJRX-F (REL)	18/ 3.0	2.5	3.4	1.0	---	2.5	18/344	288/ 7.9	5.1	0.0	2.8	18	247	WJRX-F	
10. WGOW (N/T)	15/ 2.5	1.3	3.3	1.3	1.7	2.1	16/301	283/ 7.8	5.5	4.5	2.2	14	177	WGOW	
11. WSGC-F (O)	12/ 2.0	3.3	3.3	2.9	3.1	2.9	31/505	305/ 8.4	8.7	7.8	3.9	25	407	WSGC-F	
WOOD (BB)	12/ 2.0	1.2	1.2	2.8	1.2	1.8	13/251	186/ 5.1	5.0	5.6	1.1	7	112	WOOD	
13.															
14.															
15.															

12+ FM SHARE (METRO): 84.93% (451 of 531) (SUM 90: 83.83%)

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

OTHER RATED STATIONS	METRO	CUME	TSA	TSA
	SHARE/RTG/AQH/CUME			
WBDX-F 102.7	Trenton/Chtnoog	1.7/6.1/	12/	291
WDEF 1370	Chattanooga	1.3/3.3/	8/	139
WEPG 910	S Pittsburg	0.7/1.4/	4/	52
WFLI 1070	Lookout Mountn	1.7/4.2/	11/	188
WKXJ-F 97.3	S.Pittsbrg/Chtn	0.8/3.8/	13/	240
WQCH 1590	Lafayette	1.8/2.6/	11/	109

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR/FULL SER.	CBS, NBC	, \$ 25.00 (MMR)	Park
WOOD, 1310, 5 KW (DA-N)	, NOSTALGIA	UNIULT	, \$ N/A (Banner)	Bahake1
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC	, \$ 12.00 (---)	Burns
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, MBS	, \$ 16.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN	, \$ 14.00 (Eastman)	
WDEF-F, 92.3, 100 KW @ 1180, EZ		ABC	, \$ 35.00 (MMR)	Park
WOOD-F, 96.5, 100 KW @ 1076, COUNTRY		UNIULT	, \$ 36.00 (Banner)	Bahake1
WFXS-F, 102.3, 3 KW @ 285, CLASSIC AOR			, \$ 16.00 (Eastman)	(SODDY-DAISY)
WJTT-F, 94.3, 2.8 KW @ 325, BLACK		CBS	, \$ 20.00 (HNWH)	(REDBANK)
WKXJ-F, 97.3, 27 KW @ 616, AC			, \$ 20.00 (Roslin)	
WLMX-F, 105.5, 3 KW @ 262, AC		ABC	, \$ 45.00 (Eastman)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9, .7 KW @ 702, OLDIES			, \$ 17.00 (---)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR			, \$ 56.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 1190, COUNTRY		NBC	, \$ 56.00 (Katz)	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,769,100
 MSA Rank/Pop: 3/8,240,000
 ADI # 3
 Average Person Ratings: 19.0
 Market TSL: 24.75 hours

Stations: 36/36
 Diaries: 3473/1949:1/48.5%
 Sample Target: 3310
 % Below Line: 0.0
 % Not Listed: 10.4

1990 Revenue: \$232,900,000
 HH Inc.: \$33,675
 Retail \$: 61.0 Btl
 Pop per Station: 188,030
 #1 Biller: WGN \$38,000,000

12+ MFTRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ 1/4/CUME	TSA	12+ CUME/CUME	MFTRO RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WGN (T/FS)	1081/ 8.4	8.2	7.8	9.3	8.2	8.4	1325/15955	12671/18.7	17.7	19.2	8.2	1050	11452	WGN		
2. WGCI-F (B)	1037/ 8.1	6.6	7.4	7.2	7.9	7.3	1055/10060	9899/14.6	13.1	14.3	10.6	1345	12417	WGCI-F		
3. WBBM-F (CHR)	632/ 4.9	5.8	6.9	6.2	5.2	5.9	643/11743	11306/16.7	18.6	16.9	7.4	945	14224	WBBM-F		
4. WVAZ-F (B/AC)	599/ 4.7	4.3	4.8	4.5	4.4	4.6	605/7433	7247/10.7	10.5	10.8	4.5	571	5427	WVAZ-F		
5. WWBZ-F (AOR)	590/ 4.6	3.9	1.4	1.4	1.8	2.8	662/9168	8222/12.1	10.6	7.4	5.8	733	8156	WWBZ-F		
6. WUSN-F (C)	580/ 4.5	3.3	3.8	4.0	2.8	3.9	618/7362	6960/10.3	9.7	7.5	4.0	505	6043	WUSN-F		
7. WJJD (BB)	524/ 4.1	3.6	2.4	3.7	3.1	3.5	558/6116	5542/ 8.2	7.8	6.9	2.6	329	3787	WJJD		
8. WBBM (N)	490/ 3.8	3.9	5.2	4.4	4.1	4.3	536/11850	10278/15.2	16.1	15.2	3.4	439	8703	WBBM		
9. WLUP-F (AOR)	448/ 3.5	3.6	3.5	4.2	4.8	3.7	458/8465	8162/12.1	12.7	13.2	3.8	489	9585	WLUP-F		
10. WCKG-F (CL AOR)	438/ 3.4	3.4	3.9	4.1	4.8	3.7	447/8389	8124/12.0	12.7	13.6	4.0	514	9083	WCKG-F		
11. WNUA-F (J/NA)	432/ 3.4	3.1	2.3	2.3	3.2	2.8	437/6272	6113/ 9.0	8.6	8.2	3.3	426	5564	WNUA-F		
12. WLIT-F (SAC)	431/ 3.4	3.9	3.5	3.2	2.6	3.5	436/6043	5927/ 8.8	9.1	6.4	1.9	248	3059	WLIT-F		
13. WJMK-F (O)	416/ 3.2	3.4	2.8	3.1	3.4	3.1	450/8589	7722/11.4	11.5	11.2	1.7	222	3838	WJMK-F		
14. WMAQ (N)	408/ 3.2	2.5	4.5	2.7	2.4	3.2	441/10283	8976/13.3	12.8	11.0	2.7	343	6882	WMAQ		
15. WKQX-F (AC)	388/ 3.0	2.8	2.8	2.8	3.2	2.8	394/7312	7107/10.5	12.2	11.9	2.1	263	6569	WKQX-F		
16. WLUP (T)	361/ 2.8	3.1	2.7	2.6	2.1	2.8	406/4889	4365/ 6.4	8.3	5.3	2.9	366	4311	WLUP		
17. WXRT-F (AOR)	338/ 2.6	3.3	3.6	2.8	2.7	3.1	347/5525	5421/ 8.0	7.8	7.3	3.8	486	5977	WXRT-F		
18. WLS (T)	337/ 2.6	1.8	2.5	2.2	2.3	2.3	420/5609	4408/ 6.5	5.2	5.8	2.0	260	3941	WLS		
19. WPNT-F (AC)	271/ 2.1	2.5	1.3	2.3	2.1	2.0	279/5380	5120/ 7.6	9.6	7.2	1.8	226	4236	WPNT-F		
20. WTMX-F (AC)	237/ 1.8	2.8	2.5	2.9	2.6	2.5	243/4255	4038/ 6.0	8.7	8.7	1.4	180	2426	WTMX-F		
21. WOJO-F (SP)	225/ 1.8	1.6	1.1	1.4	1.5	1.5	225/2510	2510/ 3.7	3.6	3.5	1.5	191	2272	WOJO-F		
22. WYTZ-F (CHR)	171/ 1.3	1.3	1.6	2.1	2.6	1.6	181/5661	5277/ 7.8	7.5	10.8	1.5	189	5826	WYTZ-F		
23. WFMT-F (CL)	139/ 1.1	1.1	1.5	0.9	1.4	1.1	141/3180	2949/ 4.4	5.0	5.2	1.9	243	2466	WFMT-F		
24. WGCI (B/O)	122/ 1.0	0.7	1.1	0.5	0.5	0.8	122/2073	2073/ 3.1	2.6	1.8	1.2	151	1923	WGCI		
25. WVON (B/T)	113/ 0.9	0.5	1.3	1.3	0.7	1.0	113/888	883/ 1.3	1.0	1.1	0.4	48	679	WVON		
26. WNIB-F (CL)	108/ 0.8	1.8	1.4	1.2	1.9	1.3	116/2712	2524/ 3.7	5.3	5.1	1.0	127	2737	WNIB-F		
27. WTAQ (SP)	103/ 0.8	0.7	0.4	0.4	0.7	0.6	103/1136	1136/ 1.7	1.2	1.3	0.4	54	1473	WTAQ		
28.																
29.																
30.																

12+ FM SHARE (METRO): 67.90% (7809 of 11501) (SUM 90: 70.14%)

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 WGCI-F	1 WGCI-F	1 WGN >>	1 WGN >	1 WGCI-F	1 WGCI-F	1 WGCI-F >	1 WGN >>
2 WGCI-F >	2 WWBZ-F	2 WVAZ-F	2 WVAZ-F	2 WVAZ-F <	2 WJJD	2 WGCI-F	2 WGN	2 WGN	2 WGN <	2 WGCI-F >
3 WWBZ-F >	3 WLUP-F	3 WWBZ-F	3 WUSN-F	3 WUSN-F	3 WBBM	3 WBBM	3 WUSN-F <	3 WBBM-F	3 WWBZ-F <	3 WBBM >
4 WYTZ-F	4 WBBM-F <	4 WLUP-F	4 WNUA-F	4 WGN	4 WUSN-F	4 WLUP-F	4 WWBZ-F	4 WWBZ-F	4 WVAZ-F	4 WLS <
5	5 WVAZ-F <	5 WUSN-F <	5 WJMK-F <	5 WNUA-F	5 WMAQ	5 WJJD	5 WLUP	5 WUSN-F	5 WBBM-F >	5 WVAZ-F >
6	6 WCKG-F	6 WCKG-F	6 WLUP-F <	6 WJMK-F	6 WLS	6 WMAQ	6 WBBM-F	6 WLS	6 WMAQ	6 WJJD
7	7 WXRT-F	7 WBBM-F	7 WLUP-F	7 WLUP-F	7 WLIT-F	7 WUSN-F	7 WJJD <	7 WVAZ-F	7 WUSN-F <	7 WMAQ
8	8 WLUP	8 WNUA-F	8 WCKG-F	8 WKQX-F	8	8 WBBM-F	8 WLIT-F	8 WLIT-F	8 WLS	8 WUSN-F
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F >	1 WGCI-F >	1 WGCI-F	1 WGCI-F >	1 WGCI-F	1 WWBZ-F	1 WGCI-F <	1 WGCI-F	1 WGCI-F	1 WUSN-F
2 WWBZ-F <	2 WVAZ-F	2 WVAZ-F >	2 WVAZ-F >	2 WVAZ-F >	2 WGCI-F >	2 WWBZ-F	2 WLUP-F	2 WWBZ-F <	2 WGCI-F <
3 WBBM-F >	3 WWBZ-F <	3 WKQX-F	3 WKQX-F	3 WKQX-F	3 WLUP-F	3 WLUP-F	3 WWBZ-F	3 WLUP-F	3 WLUP
4 WLUP-F	4 WBBM-F	4 WXRT-F <	4 WJMK-F	4 WJMK-F	4 WBBM-F	4 WCKG-F	4 WXRT-F	4 WLUP	4 WLUP-F
5 WVAZ-F <	5 WLUP-F <	5 WBBM-F <	5 WBBM-F	5 WNUA-F <	5 WCKG-F >	5 WLUP	5 WLUP	5 WUSN-F	5 WGN
6 WCKG-F <	6 WKQX-F	6 WWBZ-F	6 WWBZ-F <	6 WLIT-F <	6 WLUP	6 WXRT-F	6 WCKG-F	6 WCKG-F	6 WCKG-F <
7 WPNT-F	7 WCKG-F	7 WLIT-F	7 WNUA-F	7 WGN	7 WVAZ-F	7 WBBM-F	7 WUSN-F	7 WXRT-F	7 WXRT-F
8 WKQX-F	8	8	8 WLIT-F	8 WUSN-F	8	8	8	8	8

CHICAGO

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

WABT-F 103.9 Dundee/Schaumbg 0.3/1.3/ 38/ 869
 WAIT 850 Crystal Lk/Chcg 0.6/1.6/ 87/1132
 WBUS-F 99.9 Kankakee 0.3/1.7/ 62/1587
 WIND 560 Chicago 0.5/1.6/ 73/1171

WYCA-F 92.3 Hammond 0.6/1.4/ 71/ 971
 WYLL-F 106.7 Des Plaines/Ch 0.3/1.3/ 41/ 966
 WYSY-F 107.9 Aurora 0.6/2.0/ 83/1551

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW , NEWS CBS, \$ 260.00 (CBS) CBS
 WGCI, 1390, 5 KW (DA-2) , GOSPEL/BLACK SBN, \$ N/A (McGuird) Gannett
 WGN , 720, 50 KW , TALK/VARIETY ABC, \$ 350.00 (Christal) Tribune Co.
 WIND, 560, 5 KW (DA-2) , HISPANIC , \$ 75.00 (Katz) Tichenor
 WJJD, 1160, 50 KW/5KW (DA-2) , NOSTALGIA UNIULT, \$ 88.00 (Katz) Infinity
 WJPC, 950, 1 KW/5KW (DA-N) , BLACK NBN, \$ 45.00 (---)
 WLS , 890, 50 KW , TALK ABC, \$ 85.00 (Banner) Cap. Cities/ABC
 WLUP, 1000, 50 KW (DA-2) , TALK/AOR , \$ 130.00 (MMR) Evergreen
 WMAQ, 670, 50 KW , NEWS CNN NBC, \$ 130.00 (Group W) Westinghouse
 WSBC, 1240, 1 KW , RELIGION/ETHNIC , \$ 18.00 (---)
 WVON, 1450, 1 KW , BLACK MBS, \$ 46.00 (Roslin)
 WXEZ, 820, 50 KW/1 KW (DA-N) , EZ MBS, \$ N/A (---) Century

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR CBS, \$ 150.00 (CBS) CBS
 WCKG, 105.9, 4 KW @ 1575, CLASSIC AOR , \$ 164.00 (Katz)
 WFMT, 98.7, 15 KW @ 1174, CLASSICAL , \$ 100.00 (HNWH)
 WWBZ, 103.5, 4 KW @ 1548, AOR ABC UNIPWR, \$ 106.00 (Eastman)
 WGCI, 107.5, 33 KW @ 605, BLACK , \$ 230.00 (McGuird) Gannett
 WJMK, 104.3, 4 KW @ 1568, OLDIES UNIPWR, \$ 210.00 (Katz) Infinity
 WKQX, 101.1, 6 KW @ 1174, AC/CONTEMP SOURCE, \$ 200.00 (HNWH) Emmis
 WLIT, 93.9, 4 KW @ 1581, SOFT AC , \$ 215.00 (Christal) Viacom
 WLNK, 106.3, 2 KW @ 297, AC , \$ 40.00 (---) (LANSING)
 WLUP, 97.9, 6 KW @ 1174, AOR , \$ 300.00 (MMR) Evergreen
 WNIB, 97.1, 8 KW @ 1190, CLASSICAL , \$ 105.00 (CMBS)
 WNUA, 95.5, 8 KW @ 1174, JAZZ/HAC , \$ 120.00 (Durpetti) Pyramid
 WOJO, 105.1, 6 KW @ 1170, HISPANIC , \$ 95.00 (Katz Hisp) Tichenor
 WTMX, 101.9, 4 KW @ 1561, AC , \$ 140.00 (McGuird) Bonneville
 WUSN, 99.5, 6 KW @ 1174, COUNTRY , \$ 155.00 (MMR) Cook Inlet
 WVAZ, 102.7, 6 KW @ 1174, BLACK AC UPI, \$ 185.00 (Durpetti) Broadcast Partners
 WXEZ, 100.3, 7 KW @ 1174, EZ MBS, \$ 175.00 (---) Century
 WXRT, 93.1, 7 KW @ 1308, AOR , \$ 160.00 (CBS)
 WYTZ, 94.7, 4 KW @ 1535, CHR ABC, \$ 158.00 (Banner) Cap. Cities/ABC
 WYSY, 107.9, 22 KW @ 734, AC , \$ 55.00 (N/A) (AURORA)

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,190,800
 MSA Rank/Pop: 30/1,730,000
 ADI # 30
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 25/21
 Diaries: 1540/773:1/52.9%
 Sample Target: 1410
 % Below Line: 1.9
 % Not Listed: 9.8

1990 Revenue: \$55,000,000
 HH Inc.: \$32,910
 Retail \$: 13.2 Bill
 Pop per Station: 56,704
 #1 Biller: WLW \$13,700,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WLW (FS/T)	265/13.4	12.1	12.0	11.2	15.0	12.2	408/6057	4047/34.0	32.3	34.4	13.3	283	4390	WLW
2. WKRO-F (CHR)	187/ 9.4	9.7	10.3	9.8	8.9	9.8	246/4010	2994/25.1	25.2	24.6	10.3	219	3521	WKRO-F
3. WUBE-AF (C)	150/ 7.6	7.5	7.2	5.4	3.9	6.9	222/2564	1712/14.4	12.4	10.2	6.5	129	1424	WUBE-AF
4. WEBN-F (AOR)	146/ 7.4	7.4	7.7	9.7	11.0	8.1	184/3005	2354/19.8	18.9	24.5	9.0	191	2584	WEBN-F
5. WIZF-F (B)	125/ 6.3	4.5	6.1	7.2	7.5	6.0	132/1357	1292/10.8	10.2	10.3	8.3	175	1488	WIZF-F
6. WGRR-F (O)	116/ 5.9	6.7	5.3	5.5	5.8	5.8	181/2949	2052/17.2	17.0	15.9	5.5	116	2069	WGRR-F
7. WOFX-F (CL AOR)	110/ 5.5	4.5	3.9	3.0	5.3	4.2	135/2384	1777/14.9	14.8	15.1	5.2	111	1558	WOFX-F
8. WNNK-F (AC)	102/ 5.1	5.6	4.7	5.4	4.7	5.2	140/2353	1849/15.5	16.0	13.8	4.1	86	1635	WNNK-F
9. WRRM-F (AC)	95/ 4.8	5.1	4.6	4.8	4.8	4.8	106/1689	1429/12.0	14.5	12.4	4.2	88	1222	WRRM-F
10. WWEZ-F (SAC)	91/ 4.6	5.5	4.6	7.1	6.1	5.4	113/1757	1368/11.5	13.5	14.8	3.7	79	1621	WWEZ-F
11. WCKY (N/T)	78/ 3.9	3.2	4.3	4.5	3.3	4.0	99/1333	1089/ 9.1	8.1	6.9	3.3	69	1142	WCKY
12. WKRC (FS/AC)	74/ 3.7	2.8	5.9	4.6	5.0	4.3	85/1948	1490/12.5	11.3	13.1	3.2	67	1320	WKRC
13. WZRZ-F (AOR)	62/ 3.1	3.4	2.9	1.9	1.9	2.8	91/1499	945/ 7.9	8.5	5.2	6.2	131	1065	WZRZ-F
14. WMLX (BB)	41/ 2.1	3.5	3.3	3.0	1.8	3.0	43/418	410/ 3.4	5.9	2.9	1.3	27	351	WMLX
WCIN (B)	41/ 2.1	1.8	1.3	----	----	1.3	41/518	518/ 4.4	4.5	0.0	2.3	48	484	WCIN

12+ FM SHARE (METRO): 70.23% (1255 of 1787) (SUM 90: 69.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRO-F >>	1 WEBN-F	1 WEBN-F	1 WUBF-AF <	1 WLW <	1 WLW >	1 WLW >	1 WLW <	1 WLW	1 WLW >>	1 WLW
2 WIZF-F >	2 WKRO-F	2 WKRO-F	2 WLW <	2 WUBE-AF	2 WUBE-AF	2 WEBN-F <	2 WKRO-F	2 WKRO-F	2 WKRO-F	2 WUBE-F
3 WZRZ-F	3 WOFX-F	3 WLW <	3 WGRR-F <	3 WGRR-F	3 WGRR-F	3 WURE-AF <	3 WUBE-AF	3 WUBF-AF <	3 WIZF-F	3 WEBN-F
4	4 WIZF-F	4 WOFX-F	4 WEBN-F <	4 WEBN-F	4 WWFZ-F	4 WKRO-F	4 WFBN-F <	4 WFBN-F	4 WFBN-F	4 WKRC
5	5 WLW <	5 WUBF-AF <	5 WOFX-F >	5 WOFX-F	5 WCKY	5 WKRC	5 WOFX-F	5 WGRR-F <	5 WUBE-AF	5 WIZF-F
6	6 WNNK-F	6 WGRR-F	6 WNNK-F	6 WNNK-F	6 WKRC	6 WCKY >>	6 WIZF-F <	6 WOFX-F	6 WNNK-F >	6
7	7 WRRM-F	7 WIZF-F <	7	7 WIZF-F <	7	7 WBVE-AF	7 WRRM-F <	7 WIZF-F >	7 WBVE-AF	7
8	8 WZRZ-F	8 WNNK-F	8	8 WRRM-F	8	8	8 WGRR-F >>	8 WBVE-AF	8	8
							9 WBVE-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 WKRO-F >>	1 WKRO-F	1 WNNK-F	1 WKRO-F	1 WNNK-F	1 WEBN-F >	1 WEBN-F >	1 WEBN-F	1 WEBN-F	1 WLW
2 WIZF-F	2 WNNK-F	2 WKRO-F	2 WNNK-F	2 WGRR-F	2 WZRZ-F	2 WLW <	2 WLW <	2 WLW	2 WEBN-F
3 WNNK-F	3 WEBN-F <	3 WEBN-F	3 WGRR-F	3 WUBE-AF	3 WKRO-F >	3 WOFX-F >	3 WOFX-F >	3 WOFX-F	3 WOFX-F
4	4 WIZF-F >	4 WOFX-F	4 WIZF-F	4 WKRO-F	4 WLW	4 WZRZ-F	4 WIZF-F	4 WUBF-AF >	4 WUBF-AF >
5	5 WRRM-F >	5 WRRM-F <	5 WIZF-F >	5 WUBE-AF	5 WOFX-F >	5 WKRO-F >	5 WRRM-F	5 WGRR-F	5 WGRR-F
6	6 WZRZ-F	6 WOFX-F	6 WRRM-F	6 WEBN-F	6 WIZF-F	6 WIZF-F	6 WUBF-AF	6 WKRO-F <	6 WRRM-F
7	7 WGRR-F	7	7 WRRM-F	7 WIZF-F	7	7	7	7 WIZF-F <	7
8	8	8	8	8 WLW	8	8	8	8 WRRM-F	8
								9 WZRZ-F	

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WAKW-F 93.3	Cincinnati	0.9/3.4/ 24/	526
WAGZ-F 107.1	Milford	0.5/2.8/ 10/	342
WOXY-F 97.7	Oxford/Cinci	0.5/2.7/ 16/	408
WSAI 1360	Cincinnati	0.9/3.8/ 19/	547
WSCH-F 99.3	Aurora	0.7/0.8/ 14/	146
WHIO 1290	Dayton/Sprngfld	0.3/0.7/ 8/	206
WHKO-F 99.1	Dayton/Sprngfld	0.5/1.6/ 72/	907
WPF8-F 105.9	Middletown	0.8/2.6/ 38/	688
WVUD-F 99.9	Kettering/Daytn	0.3/0.8/ 12/	173

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black	,	\$ 25.00	(CMBS)	
WCKY,	1530,	50 KW (DA-N)	News/Talk		CBS NBC, \$ 62.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2)	Full Service		ABC, \$ 90.00	(Katz)	Great American
WLW,	700,	50 KW	Full Service/Talk		ABC, \$125.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA)	Nostalgia		CNN, \$ 30.00	(MMR)	Hoker (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA)	Jazz/Variety		, \$ 25.00	(---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N)	Oldies		, \$ 28.00	(MMR)	Booth
WUBE,	1230,	1 KW	See WUBE-FM				

FM STATIONS

WZRZ,	96.5,	31 KW @ 810	, AOR		UNIPWR, \$ 48.00	(Eastman)	(HAMILTON)
WEBN,	102.7,	16 KW @ 905	, AOR		, \$135.00	(Eastman)	Jacor
WGRR,	103.5,	19 KW @ 790	, Oldies		, \$ 59.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1 KW @ 466	, Black		ABC, \$ 35.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 874	, CHR		ABC, \$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	, C1 AOR		, \$ 69.00	(MMR)	Hoker (FAIRFIELD)
WAQZ,	107.1,	3 KW @ 300	, Contemporary		, \$ 33.00	(K & P)	(MILFORD)
WRRM,	98.5,	18 KW @ 808	, AC		, \$ 83.00	(Crystal)	Susquehanna
WUBE,	105.1,	14 KW @ 920	, Country		CBS, \$ 75.00	(Crystal)	American
WHEZ,	92.5,	16 KW @ 905	, EZ		, \$ 66.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600	, AC		, \$ 77.00	(MMR)	Booth

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,753,100
 MSA Rank/Pop: 26/1,840,000
 ADI # 11
 Average Person Ratings: 17.2
 Market TSL: 22.50 hours

Stations: 26/21
 Diaries: 1780/945:1/53.2%
 Sample Target: 1725
 % Below Line: 3.3
 % Not Listed: 10.3

1990 Revenue: \$55,500,000
 HH Inc.: \$29,425
 Retail \$: 14.2 Bil
 Pop per Station: 83,480
 #1 Biller: WLTF-F \$8,200,000

12+ METRO	1/4/SHARE	SPG				SUM	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
		91	91	90	90											
1. WMMS-F (AOR)	257/ 8.5	6.8	8.8	6.8	9.3	7.7	335/5332	3725/21.2	20.1	21.2		10.0	346	4311	WMMS-F	
2. WLTF-F (AC)	229/ 7.6	9.9	8.7	10.8	7.5	9.3	283/3951	3020/17.2	21.8	21.9		7.0	244	3109	WLTF-F	
3. WMJI-F (O)	228/ 7.6	7.2	7.4	6.8	7.1	7.3	329/4730	3354/19.1	19.1	19.7		5.1	177	3003	WMJI-F	
4. WDOK-F (SAC)	207/ 6.9	6.9	6.7	7.1	6.4	6.9	260/3886	2851/16.3	16.8	17.8		4.9	169	2131	WDOK-F	
5. WZAK-F (B)	183/ 6.1	6.8	7.2	7.3	8.8	6.8	245/2812	2154/12.3	13.5	14.7		12.6	437	3382	WZAK-F	
6. WGAR-F (C)	181/ 6.0	7.6	7.4	7.5	6.5	7.1	307/3649	2251/12.8	15.4	14.8		7.4	256	2751	WGAR-F	
7. WNCX-F (CL AOR)	175/ 5.8	5.7	4.4	5.2	6.7	5.3	229/3829	2773/15.8	13.8	15.9		6.3	220	2519	WNCX-F	
8. WRMR (BB)	158/ 5.3	4.4	5.1	4.0	5.3	4.7	192/2146	1696/ 9.7	8.7	9.3		1.8	61	789	WRMR	
9. WWWE (N/T)	155/ 5.2	5.0	5.0	4.0	4.8	4.8	202/3618	2664/15.2	17.5	14.7		3.3	113	2246	WWWE	
10. WQAL-F (AC)	143/ 4.8	5.8	4.5	4.4	5.3	4.9	196/3741	2855/16.3	18.5	14.3		5.7	197	2431	WQAL-F	
11. WPHR-F (CHR)	135/ 4.5	4.5	5.6	5.2	5.6	4.9	235/4238	2667/15.2	15.8	15.3		5.6	193	3174	WPHR-F	
12. WJMO (B)	93/ 3.1	1.4	1.1	1.8	1.4	1.8	93/1287	1277/ 7.3	4.0	4.5		2.5	86	1261	WJMO	
13. WJMO-F (B/CHR)	89/ 3.0	3.5	2.7	3.5	3.2	3.2	98/2090	1858/10.6	12.6	12.7		6.2	216	2846	WJMO-F	
14. WNWV-F (J/NA)	88/ 2.9	3.1	2.7	2.4	1.3	2.8	105/1788	1361/ 7.8	7.8	5.3		3.3	114	1687	WNWV-F	
15. WCLV-F (CL)	65/ 2.2	2.0	2.1	2.2	1.5	2.1	76/1480	1216/ 6.9	7.0	6.1		2.3	79	718	WCLV-F	
16. WEOL (FS)	55/ 1.8	0.6	0.8	0.6	0.7	0.9	57/531	514/ 2.9	2.2	2.1		0.5	18	303	WEOL	
17. WHK (N)	45/ 1.5	1.7	1.5	1.8	1.2	1.6	50/1109	946/ 5.4	5.8	5.0		0.6	21	1049	WHK	
18. WERE (N/T)	42/ 1.4	2.0	2.9	2.4	3.3	2.2	45/956	891/ 5.1	6.7	7.4		0.9	31	765	WERE	
19. WASQ (G)	33/ 1.1	1.4	1.6	1.4	0.9	1.4	33/491	491/ 2.8	3.3	2.6		1.4	48	434	WABO	
20.																

12+ FM SHARE (METRO): 75.57% (2038 of 2697) (SUM 90: 78.51%)

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 WMMS-F	1 WMMS-F<	1 WMJI-F<	1 WDOK-F<	1 WMMS-F	1 WLTF-F	1 WMMS-F	1 WWWE	1 WZAK-F
2 WZAK-F>	2 WNCX-F	2 WMJI-F	2 WMJI-F	2 WMMS-F	2 WMJI-F<	2 WMJI-F	2 WMMS-F	WLTF-F	2 WZAK-F	2 WLTF-F<
3 WJMO-F	3 WLTF-F	3 WLTF-F	3 WLTF-F	3 WLTF-F	3 WRMR	3 WLTF-F	WDOK-F<	3 WDOK-F	3 WMMS-F	3 WWWE
4 WMMS-F	4 WZAK-F	4 WNCX-F	4 WNCX-F>	4 WNCX-F	4 WGAR-F<	4 WOOK-F	4 WMJI-F	4 WNCX-F	4 WLTF-F	4 WGAR-F
5	5 WQAL-F	5 WZAK-F	5 WDOK-F	5 WDOK-F>	5 WWWE	5 WGAR-F<	5 WNCX-F	5 WMJI-F<	5 WPHR-F	5 WERE
6	6 WMJI-F	6 WQAL-F	6 WZAK-F	6 WZAK-F	6 WLTF-F	6 WZAK-F	6 WGAR-F<	6 WGAR-F	6 WMJI-F<	6
7	7	7 WDOK-F	7 WQAL-F	7 WGAR-F<	7	7	7 WRMR	7 WRMR	7 WNCX-F	7
				8 WQAL-F				WQAL-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 WLTF-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 WMMS-F
2 WZAK-F	2 WMMS-F	2 WMMS-F>	2 WMJI-F	2 WMJI-F	2 WPHR-F	2 WNCX-F>>	2 WNCX-F>>	2 WNCX-F	2 WMJI-F<
3 WQAL-F	3 WQAL-F	3 WQAL-F	3 WMMS-F	3 WDOK-F	WNCX-F	3 WZAK-F>	3 WZAK-F	3 WMJI-F>	3 WNCX-F>
4 WJMO-F<	4 WZAK-F	WNCX-F	4 WQAL-F<	4 WMMS-F	4 WZAK-F	4 WPHR-F	WMJI-F	4 WZAK-F	4 WWWE
5 WPHR-F	5 WNCX-F	5 WMJI-F	5 WZAK-F	5 WQAL-F	5 WJMO-F	5 WMJI-F	5 WWWE	5 WWWE	5 WDOK-F
6 WMMS-F	6 WMJI-F	6 WDOK-F	6 WDOK-F	6 WZAK-F	6	6 WWWE	6 WLTF-F	6 WLTF-F<	6 WLTF-F
7	7 WJMO-F	7 WZAK-F	7 WNCX-F	WGAR-F	7	WGAR-F	7	7 WGAR-F	7 WZAK-F

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
WELW	1330	Willoughby/ELak	0.3/0.9/ 10/ 159
WKNR	1220	Cleveland	0.9/5.2/ 43/1267
CKLW	800	Windsor	1.0/2.2/ 41/ 592
WJR	760	Detroit	0.4/1.8/ 27/ 508
WKDD-F	96.5	Akron/Canton	0.6/4.3/123/2606
WNIR-F	100.1	Kent/Akron	0.3/0.7/101/1013
WONE-F	97.5	Akron/Cleveland	1.0/4.6/132/2262

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (Days)	,	Religion	SBN, \$ 20.00	(---)	
WERE,	1300,	5 KW (DA-1)	,	Talk	CNN, \$ 50.00	(Mc-Guild)	Metroplex
WKNR,	1220,	50 KW (DA-N)	,	Sports	ABC UNISUP, \$ NA	(---)	
WHK,	1420,	5 KW (DA-N)	,	Business News	BRN TALKNT, \$ 35.00	(Katz)	Malrite
WJMO,	1490,	1 KW	,	Black	ABC, \$ 30.00	(MMR)	United
WRMR,	850,	10 KW/5 KW (DA-2)	,	Nostalgia	APR UNISUP, \$ 44.00	(MMR/Espanol)	
WWWE,	1100,	50 KW	,	News/Talk	CBS ABC, \$ 80.00	(Christal)	Booth

FM STATIONS

WCLV,	95.5,	31 KW @ 620	,	Classical	, \$ 55.00	(HNWH)	
WDOK,	102.1,	12 KW @ 1005	,	Soft AC	, \$ 70.00	(MMR/Espanol)	
WGAR,	99.5,	50 KW @ 500	,	Country	ABC, \$ 80.00	(HNWH)	Nationwide
WJMO,	92.3,	27 KW @ 235	,	CHR/Urban	ABC, \$ 50.00	(MMR)	United
WLTF,	106.5,	11 KW @ 1060	,	AC	APR, \$140.00	(Christal)	Booth
WMJI,	105.7,	27 KW @ 900	,	Oldies/AC	, \$110.00	(Eastman)	Legacy
WMMS,	100.7,	34 KW @ 600	,	AOR	SOURCE NBC, \$160.00	(Katz)	Malrite
WNCX,	98.5,	16 KW @ 961	,	Classic AOR	ABC CBS, \$ 85.00	(Mc-Guild)	Metroplex
WNWV,	107.3,	50 KW @ 466	,	Jazz/NAC	SMN, \$ 55.00	(Torbet)	(ELYRIA)
WPHR,	107.9,	16 KW @ 892	,	CHR	SOURCE UNIPWR, \$ 60.00	(Torbet)	Ardman
WQAL,	104.1,	11 KW @ 1060	,	Oldies/AC	UNISUP, \$ 75.00	(Banner)	ML/Win
WZAK,	93.1,	27 KW @ 623	,	Black	CBS, \$ 80.00	(Durpetti)	Zapis

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 108/334,400

MSA Rank/Pop: 117/406,000

ADI # 99 (w/Pueblo)

Average Person Ratings: 15.8

Market TSL: 21.25 hours

Stations: 20/16

Diaries: 788/424:1/56.6%

Sample Target: 760

% Below Line: 6.4

% Not Listed: 15.3

1990 Revenue: \$10,400,000

HH Inc.: \$29,615

Retail \$: 2.9 Btl

Pop per Station: 20,900

#1 Biller: KKCS-AF \$1,600,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KKCS-F (C)	88/16.6	12.9	14.9	14.2	----	14.6	119/1292	916/27.4	25.0	0.0	14.5	92	735	KKCS-F
2. KKLI-F (AC)	41/ 7.8	8.0	6.6	6.5	----	7.2	45/754	590/17.6	17.6	0.0	5.2	33	536	KKLI-F
3. KSPZ-F (O)	37/ 7.0	5.3	7.8	6.0	----	6.5	46/655	533/15.9	15.2	0.0	4.4	28	499	KSPZ-F
4. KKMG-F (CHR)	30/ 5.7	8.5	7.5	6.3	----	7.0	53/843	529/15.8	19.0	0.0	12.4	79	739	KKMG-F
5. KKFM-F (CL AOR)	29/ 5.5	6.4	7.1	7.7	----	6.7	38/572	431/12.9	16.3	0.0	9.3	59	535	KKFM-F
6. KRDO-F (EZ)	27/ 5.1	8.1	5.7	5.3	----	6.1	44/618	437/13.1	15.2	0.0	2.7	17	261	KRDO-F
KATM-F (AOR)	27/ 5.1	5.7	4.2	5.6	----	5.1	43/685	481/14.2	15.0	0.0	9.0	57	626	KATM-F
8. KVUU-F (AC)	26/ 4.9	5.8	5.2	4.4	----	5.1	32/616	463/13.8	14.2	0.0	3.8	24	405	KVUU-F
KIKX-F (CHR)	26/ 4.9	5.8	4.2	7.5	----	5.6	32/783	595/17.8	18.5	0.0	5.5	35	662	KIKX-F
10. KVOR (N/T)	24/ 4.5	5.3	5.5	4.7	----	5.0	24/413	413/12.4	10.9	0.0	3.6	23	408	KVOR
11. KOA (N/T)	22/ 4.2	4.8	4.2	4.2	----	4.3	43/599	368/11.0	10.9	0.0	4.6	29	430	KOA
12. KILO-F (AOR)	18/ 3.4	3.4	6.2	4.9	----	4.5	23/508	368/11.0	11.4	0.0	4.6	29	298	KILO-F
13. KCMN (BB)	13/ 2.5	1.4	1.4	1.2	----	1.6	13/126	126/ 3.8	3.7	0.0	0.8	5	77	KCMN
14. KKCS (C)	12/ 2.3	0.4	----	0.2	----	0.7	12/114	107/ 3.2	1.6	0.0	0.9	6	108	KKCS
15. KRDO (O)	8/ 1.5	0.7	1.0	1.2	----	1.1	8/230	195/ 5.8	4.8	0.0	1.6	10	191	KRDO

12+ FM SHARE (METRO): 81.03% (363 of 448) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F>>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>	1 KKCS-F>>	1 KKCS-F>>	1 KKCS-F>>	1 KKCS-F>	1 KKCS-F>>
2 KIKX-F	2 KKLI-F	2 KKCS-F>	2 KSPZ-F	2 KSPZ-F	2 KSPZ-F	2 KKLI-F	2 KKLI-F	2 KKMG-F>	2 KKMG-F>	2 KKLI-F
3 KATM-F	KKFM-F	3 KSPZ-F	3 KKLI-F	3 KKLI-F	3 KVOR	3 KSPZ-F	3 KSPZ-F	3 KSPZ-F	3 KKLI-F	3 KOA
4 KKCS-F	4 KATM-F	4 KKFM-F	4 KKFM-F	4 KKFM-F	KRDO-F	4 KVOR	4 KRDO-F	4 KKFM-F	4 KATM-F	4
5	5 KIKX-F	5 KVUU-F	5 KVUU-F	5	5 KOA	5 KKFM-F	5 KKFM-F	5 KKMG-F	5 KIKX-F	5
6	6	6 KATM-F	KATM-F	6	KKLI-F	6 KVUU-F	KIKX-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 KKCS-F>	1 KKCS-F	1 KKLI-F	1 KKCS-F	1 KKCS-F	1 KKCS-F>>	1 KKCS-F>	1 KKFM-F	1 KKCS-F>	1 KKCS-F>
2 KKLI-F	2 KKLI-F>	2 KKCS-F>	2 KKLI-F>	2 KKLI-F>	2 KIKX-F	2 KKFM-F	2 KKCS-F>	2 KSPZ-F	2 KSPZ-F
3 KVUU-F	3 KVUU-F	3 KKFM-F	3 KVUU-F	3 KSPZ-F	KATM-F	3 KIKX-F	3 KIKX-F	3 KKFM-F>	3 KKFM-F>
4 KKMG-F	4 KKMG-F	4 KVUU-F	KSPZ-F	4 KVUU-F>	4 KKMG-F	KATM-F>	KATM-F	4 KILO-F	4 KOA
5 KIKX-F	5 KIKX-F	5 KSPZ-F	5	5 KKFM-F	5 KVUU-F	5 KILO-F	5 KILO-F	5 KIKX-F	5 KILO-F
6	6	KATM-F	6	KATM-F	6	6	6	KATM-F	6

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

KHII-F	105.5	Security/Co Spg	0.8/3.5/	8/ 165
KSSS	740	Colorado Sprngs	0.8/4.8/	4/ 161
KLZ	560	Denver	0.4/2.6/	2/ 107
KXKL-F	105.1	Denver/Boulder	0.8/1.4/	5/ 78
KYGO-F	98.5	Denver	1.1/2.0/	10/ 125

RADIO STATIONS

KCMN, 1530,	1 KW (DAYS)	NOSTALGIA	CNN, UNISUP	\$ 14.00 (K & P)
KRDO, 1240,	1 KW (DA-1)	, OLDIES		\$ 13.00 (HNWH)
KSSS, 740,	3.5KW/1.5 KW(DA-2),	TALK	NBC	\$ 20.00 (McGuilid)
KVOR, 1300,	5 KW/1 KW	NEWS/TALK	ABC CBS	\$ 23.00 (Katz)
KHII-F, 105.5,	60W @ 2230	COUNTRY	SMN	\$ 18.00 (K & P)
KATM-F, 100.7,	13 KW @ 2123,	AOR		\$ 22.00 (Banner)
KIKX-F, 102.7,	100 KW @ 2000,	CHR		\$ 37.00 (Banner)
KILO-F, 93.9,	83 KW @ 2110,	AOR		\$ 36.00 (Eastman)
KKFM-F, 98.1,	71 KW @ 2290,	CLASSIC AOR	ABC	\$ 32.00 (Christal)
KKLI-F, 106.3,	71 W @ 1988,	SOFT AC		\$ 15.00 (Torbet)
KKMG-F, 98.9,	70 KW @ 2300,	CHR		\$ 26.00 (Banner)
KRDO-F, 95.1,	96 KW @ 2010,	BTFL/EZ		\$ 30.00 (HNWH)
KSPZ-F, 92.9,	72 KW @ 2130,	AC/OLDIES	UNISUP	\$ 31.00 (Katz)
KVUU-F, 99.9,	96 KW @ 2000,	AC		\$ 39.00 (McGuilid)
KKCS-F, 101.9,	79 KW @ 2080,	COUNTRY		\$ 40.00 (Torbet)

KOA -- See Denver

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/384,700
 MSA Rank/Pop: 105/465,000
 ADI # 82
 Average Person Ratings: 15.9
 Market TSL: 21.25 hours

Stations: 16/15
 Diaries: 943/408:1/50.4%
 Sample Target: 810
 % Below Line: 0.7
 % Not Listed: 15.7

1990 Revenue: \$14,100,000
 HH Inc.: \$32,602
 Retail \$: 3.5 Btl
 Pop per Station: 25,646
 #1 Biller: WCOS-AF \$3,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AOH	Birch Cume	
1. WCOS-F (C)	96/15.7	17.5	17.1	14.8	----	16.3	178/1973	1063/27.6	28.5	0.0	15.6	119	1055	WCOS-F
2. WWDM-F (B)	93/15.2	14.9	17.7	16.5	----	15.1	218/2051	932/24.2	21.9	0.0	24.3	186	1158	WWDM-F
3. WNOK-F (CHR)	49/ 8.0	10.8	8.4	11.5	----	9.7	96/1565	912/23.7	23.5	0.0	12.2	93	1042	WNOK-F
4. WVOC (N/T)	48/ 7.8	7.9	7.3	5.8	----	7.2	57/764	603/15.7	15.9	0.0	3.8	29	347	WVOC
5. WAAS-F (AC)	35/ 5.7	4.1	3.9	6.4	----	5.0	35/427	397/10.3	12.1	0.0	2.5	19	304	WAAS-F
6. WTCB-F (AC)	34/ 5.5	6.1	6.7	6.0	----	6.1	78/1101	572/14.9	15.1	0.0	4.3	33	452	WTCB-F
7. WMFX-F (ADR)	34/ 5.5	6.4	6.0	6.1	----	6.0	45/760	530/13.8	15.3	0.0	10.1	77	678	WMFX-F
8. WTGH (G)	30/ 4.9	1.7	3.1	3.6	----	3.3	30/287	287/ 7.5	6.0	0.0	3.3	25	216	WTGH
9. WOMG-F (O)	29/ 4.7	6.1	4.9	3.1	----	4.7	32/568	463/12.0	14.1	0.0	5.1	39	474	WOMG-F
10. WSCQ-F (SAC)	21/ 3.4	2.6	2.4	2.7	----	2.8	22/408	354/ 9.2	8.4	0.0	2.4	18	175	WSCQ-F
11. WOIC (B)	16/ 2.6	2.6	2.1	2.8	----	2.5	16/184	175/ 4.5	4.9	0.0	0.5	4	87	WOIC
12. WHKZ-F (CHR)	15/ 2.4	2.6	3.1	3.0	----	2.8	18/487	400/10.4	11.1	0.0	3.1	24	362	WHKZ-F
13. WKWQ-F (B)	10/ 1.6	1.5	1.6	2.8	----	1.9	10/234	207/ 5.4	4.0	0.0	2.1	16	271	WKWQ-F
14.														
15.														

12+ FM SHARE (METRO): 81.24% (420 of 517) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNOK-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>	1 WCOS-F<	1 WCOS-F>	1 WCOS-F>	1 WCOS-F>	1 WCOS-F>	1 WWDM-F>>	1 WWDM-F>>
2 WWDM-F>>	2 WNOK-F>	2 WCOS-F>	2 WCOS-F>	2 WWDM-F>	2 WVOC >	2 WWDM-F>	2 WWDM-F>	2 WWDM-F>	2 WNOK-F<	2 WCOS-F>
3 WCOS-F>	3 WCOS-F>	3 WNOK-F>	3 WOMG-F>	3 WOMG-F<	3 WTGH >	3 WVOC >	3 WVOC >	3 WNOK-F>	3 WCOS-F>	3
4	4 WMFX-F>	4 WMFX-F>	4 WMFX-F>	4 WAAS-F<	4 WOMG-F <	4 WTGH <	4 WAAS-F<	4 WVOC >	4	4
5	5 WAAS-F>	5 WAAS-F<	5 WTCB-F>	5 WTCB-F<	5 WWDM-F>	5 WNOK-F>	5 WNOK-F>	5 WMFX-F>	5	5
6	6	6 WTCB-F>	6 WNOK-F>	6 WVOC >	6	6	6	6	6	6
7	7	7 WOMG-F>	7 WAAS-F>	7 WMFX-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 WWDM-F>	1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>	1 WCOS-F>
2 WNOK-F>	2 WNOK-F>	2 WAAS-F>	2 WCOS-F>	2 WCOS-F>	2 WMFX-F>	2 WMFX-F>	2 WCOS-F>	2 WCOS-F>	2 WWDM-F>
3 WCOS-F>	3 WAAS-F>	3 WNOK-F>	3 WNOK-F>	3 WOMG-F>	3 WNOK-F>	3 WCOS-F>	3 WMFX-F>	3 WMFX-F>	3 WVOC >
4 WTCB-F>	4 WCOS-F>	4 WMFX-F>	4 WOMG-F>	4 WTCB-F>	4 WCOS-F>	4 WNOK-F>	4 WVOC >	4 WVOC >	4 WMFX-F>
5 WAAS-F>	5 WTCB-F>	5 WTCB-F>	5 WAAS-F>	5 WAAS-F>	5 WAAS-F>	5 WAAS-F>	5 WNOK-F>	5 WNOK-F>	5 WAAS-F>
6	6 WMFX-F>	6 WCOS-F>	6 WTCB-F>	6	6	6	6 WTCB-F>	6	6 WTCB-F>

OTHER RATED STATIONS	MFTRO	CUME	TSA	TSA
	SHARE/RTG/AQH/CUME			
WCOS 1400 Columbia	0.2/1.9/	1/	79	
WQXL 1470 Columbia	0.3/1.1/	2/	47	
WCKZ-F 101.9 Gastonia/Chrltt	0.7/1.6/	5/	126	

RADIO STATIONS

WOIC, 1320, 5 KW/2.5KW (DA-N), BLACK		\$ 14.00 (Katz)	Voyager
WTGH, 620, 1 KW/125 W (DA-1), GOSPEL		SBN, \$ 12.00 (---)	Willis
WVOC, 560, 5 KW (DA-N), NEWS/TALK	CNN	CBS, \$ 26.00 (Banner)	
WAAS-F, 93.5, 1.6 KW @ 443, AC		\$ 32.00 (Banner)	
WCOS-F, 97.9, 100 KW @ 984, COUNTRY	ABC	\$ 70.00 (McGuill)	Ragan Henry
WMFX-F, 102.3, 3 KW @ 320, CLASSIC AOR	SOURCEF	\$ 45.00 (DurPett)	Baum
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC	\$ 46.00 (Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS	\$ 25.00 (Schubert)	John Price
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	CBS	\$ 23.00 (Eastman)	
WTCB-F, 106.7, 100 KW @ 787, AC	APR	\$ 41.00 (Christal)	Bloomington
WWDM-F, 101.3, 100 KW @ 1322, Black	UNIPWR	\$ 55.00 (HNWH)	
WYYS-F, 96.7, 2.2 KW @ 384, CHR		\$ 27.00 (---)	Universal

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,123,500
 MSA Rank/Pop: 35/1,360,000
 ADI # 34
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 26/25
 Diaries: 1494/752:1/55.5%
 Sample Target: 1365
 % Below Line: 2.1
 % Not Listed: 10.0

1990 Revenue: \$42,000,000
 HH Inc.: \$27,661
 Retail \$: 10.9 Bill
 Pop per Station: 44,940
 #1 Biller: WNCI-F \$9,000,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
		91	WIN 91	FAL 90	SUM 90			CUME/CUME	RATING						
1. WNCI-F (CHR)	209/11.4	11.1	11.7	10.9	11.0	11.3	283/3994	2845/25.3	23.9	26.0	12.9	239	3102	WNCI-F	
2. WTVN (FS)	167/ 9.1	10.8	9.4	8.5	9.8	9.4	208/2536	1836/16.3	19.2	18.7	6.3	117	1793	WTVN	
3. WSNY-F (AC)	166/ 9.1	8.5	9.2	10.8	8.1	9.4	197/2710	2312/20.6	22.2	20.2	6.8	126	1892	WSNY-F	
4. WLVO-F (AOR)	163/ 8.9	7.9	7.3	8.3	8.4	8.1	213/2692	2090/18.6	18.5	17.1	8.4	156	1947	WLVO-F	
5. WBNS-F (SAC)	127/ 6.9	5.9	5.8	4.8	5.2	5.9	156/2020	1667/14.8	13.3	11.8	3.8	71	1195	WBNS-F	
6. WCOL-AF (O)	111/ 6.1	5.1	5.5	5.5	7.2	5.6	129/2317	1904/16.9	13.6	20.2	4.6	78	1504	WCOL-AF	
7. WHOK-F (C)	99/ 5.4	6.8	6.1	5.9	4.6	6.1	188/2527	1440/12.8	14.3	11.5	6.1	113	1365	WHOK-F	
8. WMGG-F (CL AOR)	96/ 5.2	4.7	5.7	4.4	5.3	5.0	105/1792	1516/13.5	13.4	12.2	7.3	136	1711	WMGG-F	
9. WVVO (B)	61/ 3.3	2.7	3.3	4.4	4.9	3.4	61/685	685/ 6.1	7.1	8.0	5.9	110	1088	WVVO	
10. WWCD-F (AOR)	48/ 2.6	2.9	1.2	1.5	0.5	2.0	48/539	539/ 4.8	5.6	1.6	2.3	42	757	WWCD-F	
11. WBNS (BB)	46/ 2.5	1.7	3.6	4.1	3.0	3.0	48/833	770/ 6.9	5.2	7.6	1.4	26	480	WBNS	
12. WWHT-F (CHR)	42/ 2.3	4.6	2.2	---	0.8	2.3	60/1211	944/ 8.4	10.1	1.5	8.4	156	1637	WWHT-F	
13. WMNI (C)	41/ 2.2	2.0	1.9	1.7	3.0	2.0	42/556	551/ 4.9	4.6	4.8	2.5	46	477	WMNI	
14. WLW (FS/T)	39/ 2.1	1.6	1.7	2.9	2.7	2.1	77/1347	668/ 5.9	5.7	7.8	2.3	42	964	WLW	
15. WCLT-F (C)	38/ 2.1	2.5	2.6	2.5	1.7	2.4	75/1063	594/ 5.3	4.9	3.4	2.3	43	566	WCLT-F	
16. WRZR-F (AOR)	31/ 1.7	0.8	0.5	1.4	1.8	1.1	45/668	439/ 3.9	3.5	6.4	1.7	32	377	WRZR-F	
17. WTLT-F (REL)	28/ 1.5	1.6	1.5	1.1	1.4	1.4	28/380	346/ 3.1	4.3	3.2	1.6	30	379	WTLT-F	
18. WBBY-F (J)	26/ 1.5	1.2	1.0	1.7	1.1	1.4	33/574	541/ 4.8	4.8	4.2	1.4	26	457	WBBY-F	
19.															
20.															

12+ FM SHARE (METRO): 76.36% (1260 of 1650) (SUM 90: 70.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F >>	1 WLVO-F	1 WNCI-F <	1 WSNY-F <	1 WNCI-F <	1 WTVN >	1 WTVN	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WTVN >>
2 WWHT-F >	2 WNCI-F >	2 WLVO-F	2 WNCI-F	2 WSNY-F	2 WBNS-F	2 WNCI-F	2 WSNY-F	2 WLVO-F	2 WTVN <	2 WHOK-F
3 WVVO	3 WMGG-F	3 WSNY-F >	3 WLVO-F >	3 WLVO-F	3 WSNY-F	3 WLVO-F	3 WLVO-F	3 WSNY-F	3 WSNY-F	3 WBNS-F
4	4 WSNY-F	4 WCOL-AF <	4 WCOL-AF >	4 WCOL-AF	4 WCOL-AF >	4 WSNY-F >	4 WBNS-F	4 WTVN	4 WLVO-F	4 WWCD-F <
5	5	5 WMGG-F >	5 WMGG-F	5 WTVN	5 WHOK-F	5 WBNS-F	5 WCOL-AF	5 WBNS-F <	5 WLW	5 WXM-F
6	6	6 WHOK-F	6 WHOK-F	6 WHOK-F	6 WNCI-F	6 WMGG-F <	6 WTVN	6 WCOL-AF	6	6 WLVO-F <
7	7	7	7	7 WMGG-F	7	7 WCOL-AF	7	7 WMGG-F	7	7 WSNY-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 WSNY-F <	1 WNCI-F <	1 WLVO-F >>	1 WLVO-F >	1 WLVO-F <	1 WLVO-F >	1 WLVO-F
2 WSNY-F >	2 WSNY-F	2 WLVO-F	2 WNCI-F >	2 WSNY-F	2 WNCI-F	2 WMGG-F	2 WMGG-F >	2 WMGG-F	2 WMGG-F
3 WLVO-F	3 WLVO-F	3 WSNY-F >	3 WLVO-F >	3 WCOL-AF	3 WMGG-F >	3 WNCI-F >	3 WNCI-F >	3 WNCI-F	3 WNCI-F
4 WWCD-F >	4	4 WCOL-AF	4 WCOL-AF >	4 WTVN <	4 WWCD-F	4 WWCD-F	4 WWCD-F	4 WSNY-F	4 WSNY-F <
5 WMGG-F	5	5 WVVO	5 WHOK-F	5 WLVO-F	5	5 WHOK-F <	5 WHOK-F	5 WCOL-AF	5 WCOL-AF
6 WWHT-F	6	6 WHOK-F	6	6 WHOK-F	6	6 WSNY-F	6 WSNY-F	6 WHOK-F	6 WTVN
7	7	7 WMGG-F	7	7	7	7	7	7	7 WHOK-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WCEZ-F	107.9	Delaware/Cmbus	0.3/1.1/	9/ 167
WCKX-F	106.3	London/Columbus	1.4/5.0/	29/ 589
WHTH	790	Heath/Newark	0.6/0.8/	17/ 156
WNKO-F	101.7	Newark/Heath	0.9/1.4/	16/ 186
WRFD	880	Columbus/Wrthgt	0.9/2.6/	22/ 471
WSWZ-F	103.5	Lancaster	0.8/2.5/	19/ 337
WXM-F	98.9	Columbus	1.2/5.8/	22/ 676

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N) ,	Nostalgia	APR CBS, \$ 25.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW ,	Oldies	, \$ 30.00	(Christal)	Great Trails
WMNI,	920,	1 KW/500 W (DA-2),	Country	MBS NBC, \$ 31.00	(Eastman)	
WRFD,	880,	9 KW (Days, DA) ,	Religion	, \$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N) ,	Full Service	ABC, \$119.00	(Katz)	Great American
WVQ,	1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR, \$ 34.00	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.6 KW @ 356	, Jazz	NBC, \$ 32.00	(---)	(WESTERVILLE)
WBNS,	97.1,	20 KW @ 780	, Oldies	CBS, \$ 68.00	(Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @ 328	, Black	NBN, \$ 25.00	(N/A)	(LONDON)
WHOK,	95.5,	50 KW @ 492	, Country	APR, \$ 46.00	(Christal)	
WLVQ,	96.3,	18 KW @ 753	, AOR	, \$133.00	(Katz)	Great American
WMGG,	99.7,	20 KW @ 783	, Classic AOR	, \$ 64.00	(Eastman)	
WNCI,	97.9,	175 KW @ 560	, CHR	APR, \$155.00	(MMR)	Nationwide
WSNY,	94.7,	22 KW @ 753	, AC	, \$153.00	(Mc-Guild)	Saga
WXGT,	92.3,	22 KW @ 753	, Oldies	RADRAD UNIPWR, \$ 70.00	(Christal)	Great Trails
WRZR,	103.1,	1.6 KW @ 445	, AOR	SMN, \$ 26.00	(---)	US Radio(JOHNSTOWN)
WXXM,	98.9,	3 KW @ 328	, Soft AC	CNN, \$ 24.00	(Eastman)	

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,200,600
 MSA Rank/Pop: 12/3,860,000 (Dallas)
 ADI # 7
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 31/31
 Diaries: 2370/1350:1/48.7%
 Sample Target: 2310
 % Below Line: 0.0
 % Not Listed: 7.6

1990 Revenue: \$135,000,000
 HH Inc.: \$34,930
 Retail \$: 35.0 Bill
 Pod per Station: 103,245
 #1 Biller: KVIL-AF \$21,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUMF RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F (C)	564/10.5	11.0	9.1	10.0	8.3	10.1	658/8310	7141/22.3	25.2	18.5	11.0	674	6134	KSCS-F
2. KTXQ-F (AOR)	343/ 6.4	5.9	5.4	5.4	4.9	5.8	360/4874	4420/13.8	13.5	12.2	7.7	470	4958	KTXQ-F
3. KPLX-F (C)	324/ 6.0	6.2	6.6	7.4	7.2	6.6	408/6164	5011/15.7	15.6	17.0	6.0	367	4057	KPLX-F
4. KVIL-AF (AC)	299/ 5.6	7.0	6.9	8.5	6.9	7.0	302/4450	4321/13.5	14.3	14.7	4.7	280	2943	KVIL-AF
5. WBAP (FS/C)	289/ 5.4	6.7	6.2	4.5	5.8	5.7	516/7497	4988/15.6	16.7	13.6	5.4	334	4680	WBAP
6. KKDA-F (B)	268/ 5.0	4.6	5.7	5.3	5.8	5.2	279/3615	3436/10.7	9.4	11.1	5.9	361	3935	KKDA-F
7. KJMZ-F (B)	232/ 4.3	4.3	4.0	1.7	3.7	3.8	239/3664	3482/10.9	9.8	11.5	6.1	376	4403	KJMZ-F
8. KRLD (N)	220/ 4.1	4.1	5.5	4.9	5.4	4.7	255/4944	4020/12.6	13.8	16.7	2.4	150	2868	KRLD
9. KEGL-F (CHR)	194/ 3.6	4.1	4.4	4.2	3.4	4.1	242/5441	4616/14.4	14.3	12.4	4.8	297	5157	KEGL-F
10. KDMX-F (AC)	187/ 3.5	1.7	1.4	1.3	2.4	2.0	195/3800	3500/10.9	6.4	5.2	3.2	197	2387	KDMX-F
11. KLUV-F (O)	173/ 3.2	3.8	2.4	2.8	3.4	3.0	204/3740	3313/10.4	11.2	10.2	3.0	183	2434	KLUV-F
12. KOAI-F (J/NA)	163/ 3.0	2.2	2.4	2.5	3.1	2.5	172/2397	2181/ 6.8	5.9	8.3	2.0	120	1901	KOAI-F
13. KLTJ-F (REL)	155/ 2.9	2.5	2.4	3.4	3.3	2.8	167/2270	1801/ 5.6	8.5	5.9	3.2	194	2202	KLTJ-F
14. KLRX-F (SAC)	152/ 2.8	2.7	2.1	1.1	2.0	2.2	164/3040	2852/ 8.9	9.0	6.5	1.5	93	1955	KLRX-F
15. KLIF (T)	151/ 2.8	3.1	3.1	2.5	2.1	2.9	163/2476	2287/ 7.1	7.3	6.2	2.2	135	1778	KLIF
16. KZPS-F (CL AOR)	147/ 2.7	2.6	3.3	3.3	3.0	3.0	170/3406	2932/ 9.2	8.5	9.6	4.0	245	2894	KZPS-F
17. KHVN (G)	130/ 2.4	1.7	1.7	1.9	1.8	1.9	131/1619	1604/ 5.0	4.4	3.4	2.5	152	912	KHVN
18. KHYI-F (CHR)	122/ 2.3	2.7	3.1	4.0	4.9	3.0	130/3785	3474/10.9	11.5	14.9	2.5	155	3302	KHYI-F
19. KDGE-F (AOR)	121/ 2.3	2.0	2.0	2.1	2.0	2.1	124/2427	2240/ 7.0	5.4	5.7	3.8	231	2735	KDGE-F
20. WRR -F (CL)	114/ 2.1	1.9	2.5	2.1	2.0	2.1	117/2130	1909/ 6.0	6.8	5.5	1.6	99	1716	WRR -F
21. KKDA (B)	112/ 2.1	2.2	2.6	3.0	1.4	2.5	132/1818	1668/ 5.2	4.8	3.8	2.3	140	1296	KKDA
22. KAAM (BB)	109/ 2.0	1.5	1.9	1.7	2.3	1.8	115/1292	1189/ 3.7	3.9	3.9	1.0	63	1137	KAAM
23. KESS (SP)	94/ 1.8	1.3	2.2	1.3	1.2	1.6	95/907	894/ 2.8	2.4	2.1	1.0	60	1157	KESS
24. KRSR-F (AC)	84/ 1.6	2.2	1.5	2.3	2.1	1.9	89/2448	2288/ 7.1	7.1	7.7	1.5	94	1843	KRSR-F
25. KCDU-F (CL AOR)	78/ 1.5	1.8	1.9	1.1	2.3	1.8	82/1718	1617/ 5.1	4.8	5.8	1.5	91	1034	KCDU-F

12+ FM SHARE (METRO): 75.42% (3734 of 4951) (SUM 90: 76.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F	1 KTXQ-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 WBAP	1 WBAP >>
2 KEGL-F	2 KSCS-F	2 KTXQ-F	2 KTXQ-F	2 KVIL-AF	2 WBAP	2 KRLD	2 KTXQ-F	2 KTXQ-F	2 KJMZ-F	2 KSCS-F >>
3 KKDA-F	3 KKDA-F	3 KPLX-F	3 KVIL-AF	3 KTXQ-F	3 KVIL-AF	3 KVIL-AF	3 KPLX-F	3 KPLX-F	3 KKDA-F	3 KRLD
4 KHYI-F	4 KPLX-F	4 KVIL-AF	4 KPLX-F	4 KPLX-F	4 KRLD	4 KPLX-F	4 KVIL-AF	4 KVIL-AF	4 KSCS-F	4 KPLX-F
5	5 KJMZ-F	5 KKDA-F	5 KOAI-F	5 WBAP	5 KPLX-F	5 KTXQ-F	5 KDMX-F	5 WBAP	5 KTXQ-F	5 KKDA-F
6	6 KDMX-F	6 KDMX-F	6 WBAP	6 KOAI-F	6 KLIF	6 WBAP	6 KKDA-F	6 KKDA-F	6 KEGL-F	6 KVIL-F
7	7 KZPS-F	7 KZPS-F	KDMX-F	KKDA-F	7 KOAI-F	7 KKDA-F	7 KOAI-F	7 KDMX-F	7 KPLX-F	7
8	8 KEGL-F	KLUV-F	8 KKDA-F	8	8	8 KHVN	8 KJMZ-F	8 KJMZ-F	8	8
9	9	9	9	9	9	9 KKWM-AF	9 KKWM-AF	9 KKWM-AF	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 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KTXQ-F	1 KTXQ-F	1 KTXQ-F	1 KTXQ-F	1 KTXQ-F
2 KJMZ-F	2 KPLX-F	2 KPLX-F	2 KPLX-F	2 KVIL-AF	2 KSCS-F	2 KSCS-F	2 KZPS-F	2 KSCS-F	2 KSCS-F
3 KTXQ-F	3 KKDA-F	3 KDMX-F	3 KVIL-AF	3 KPLX-F	3 KKDA-F	3 KZPS-F	3 KSCS-F	3 WBAP	3 WBAP
4 KEGL-F	4 KJMZ-F	4 KLTJ-F	4 KKDA-F	4 KLTJ-F	4 KJMZ-F	4 KKDA-F	4 KDMX-F	4 KZPS-F	4 KOAI-F
5 KKDA-F	5 KTXQ-F	5 KKDA-F	5 KDMX-F	5 KKDA-F	5 KEGL-F	5 KJMZ-F	5 KPLX-F	5 KOAI-F	5 KZPS-F
6 KPLX-F	6 KDMX-F	6 KVIL-AF	6 KTXQ-F	6 KDMX-F	6 KEGL-F	6 KDMX-F	6 KKDA-F	6 KKDA-F	6 KVIL-AF
7 KDGE-F	7 KVIL-AF	7 KTXQ-F	7 KLUV-F	7 KLUV-F	7 KHYI-F	7 KPLX-F	7	7 KPLX-F	7 KPLX-F
8 KLUV-F	KLTJ-F	8 KJMZ-F	KJMZ-F	8	8	KDMX-F	8	8	8
9 KZPS-F	9 KEGL-F	9	9 KLTJ-F	9	9	9	9	9	9

OTHER RATFO STATIONS	MTRO CUMF	TSA TSA	SHARE/RTG/AQH/CUMF
*FJZ 870 Ft. Worth/Dallas			0.9/1.3/ 49/ 436
KJZY-F 99.1 Denton/Dallas			0.5/1.7/ 35/ 649
KUII 1190 Dallas			0.5/3.0/ 25/1023

DALLAS-FT. WORTH

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN UNISUP, \$ 45.00	(Durpetti)	Bonneville
KESS,	1270,	5 KW (DA-1)	,	Hispanic	, \$ 48.00	(Katz Hisp.)	
KFJZ,	870,	500 W (DAYS)	,	Hispanic	, \$ 31.00	(Lotus Hispanic)	
KHVN,	970,	1 KW/270 W	,	Gospel	ABC UNIULT, \$ 35.00	(Mc-Guild)	Summit
KKDA,	730,	500 W	,	Black	APR, \$ NA	(Katz)	
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC, \$ 76.00	(Eastman)	Susquehanna
KNRB,	1360,	5 KW/1 KW (DA-2),	,	Religion	, \$ 25.00	(---)	Marsh
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS, \$205.00	(CBS)	Command
KSKY,	660,	10 KW/500 W(DA-N),	,	Religion	, \$ 30.00	(---)	Bdcst Partners
WBAP,	820,	50 KW	,	Country Full Service	ABC, \$190.00	(Banner)	Cap Cities/ABC

FM STATIONS

KHYI,	94.9,	33 KW @ 1510	,	CHR	, \$115.00	(MMR)	Evergreen
KEGL,	97.1,	100 KW @ 1460	,	CHR	, \$146.00	(Christal)	Sandusky
KJMZ,	100.3,	100 KW @ 1280	,	Black	UNIPWR, \$100.00	(Mc-Guild)	Summit
KKDA,	104.5,	100 KW @ 1590	,	Black	APR, \$159.00	(Katz)	
KLRX,	97.9,	100 KW @ 1680	,	Soft AC	, \$ 85.00	(Katz)	Cox
KLTY,	94.1,	100 KW @ 1590	,	Religion	ABC UNISUP, \$ 70.00	(K & P)	
KLUV,	98.7,	100 KW @ 1590	,	Oldies	, \$118.00	(MMR)	TK
KCDU,	107.5,	25 KW @ 1657	,	EZ	UNISUP UNIULT, \$100.00	(Mc-Guild)	Granum
KDMX,	102.9,	100 KW @ 1348	,	AC	, \$103.00	(Christal)	Nationwide
KOAI,	106.1,	100 KW @ 1590	,	Jazz/NAC	, \$ 98.00	(HNWH)	Gannett
KPLX,	99.5,	100 KW @ 1680	,	Country	APR, \$230.00	(Eastman)	Susquehanna
KRSR,	105.3,	100 KW @ 1560	,	Soft AC	, \$104.00	(Group W)	Westinghouse
KSCS,	96.3,	100 KW @ 1680	,	Country	, \$190.00	(Banner)	Cap Cities/ABC
KTXQ,	102.1,	100 KW @ 1320	,	AOR	CBS, \$145.00	(CBS)	CBS
KVIL,	103.7,	100 KW @ 1570	,	AC	, \$350.00	(Torbet)	Infinity
KZPS,	92.5,	98 KW @ 1590	,	Classic AOR	, \$100.00	(Durpetti)	Bonneville
WRR,	101.1,	100 KW @ 1348	,	Classical	APR, \$ 70.00	(CMBS)	City of Dallas
KDGE,	94.5,	100 KW @ 1896	,	AOR	, \$ 50.00	(K & P)	(GAINESVILLE)

DAYTON

Arbitron Rank/Pop (12+) 47/813,100
 MSA Rank/Pop: 54/944,000
 ADI # 52
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 28/21
 Diaries: 1266/642:1/56.0%
 Sample Target: 1180
 % Below Line: 10.4
 % Not Listed: 14.0

1990 Revenue: \$22,300,000
 HH Inc.: \$31,515
 Retail \$: 6.9 Bill
 Pop per Station: 38,719
 #1 Biller: WGTZ-F \$3,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WGTZ-F (CHR)	128/ 9.7	9.2	8.5	9.1	11.0	9.1	174/2829	2052/25.2	24.3	26.2	10.9	144	2505	WGTZ-F
2. WHKO-F (C)	122/ 9.3	9.7	10.5	8.5	8.5	9.5	198/2686	1731/21.3	22.9	19.3	8.5	112	1736	WHKO-F
3. WTUF-F (AOR)	99/ 7.5	8.5	6.0	9.7	7.4	7.9	127/2113	1584/19.5	19.0	16.7	10.4	137	1569	WTUE-F
4. WHIO (N/T)	84/ 6.4	6.9	8.8	7.0	8.6	7.3	90/1420	1277/15.7	15.7	15.4	6.9	91	1671	WHIO
5. WDAO (B)	83/ 6.3	4.5	4.5	3.5	5.0	4.7	84/711	683/ 8.4	8.1	7.3	5.9	78	524	WDAO
6. WWSN-F (AC)	82/ 6.2	6.6	7.5	6.5	7.4	6.7	92/1423	1273/15.7	14.0	15.1	5.4	71	941	WWSN-F
7. WLW (FS/T)	73/ 5.6	5.5	6.8	5.9	6.2	5.9	233/3273	1072/13.2	15.1	16.2	5.5	72	1035	WLW
WYMJ-F (O)	73/ 5.6	4.5	5.5	5.7	3.5	5.3	76/1311	1223/15.0	13.2	11.9	3.0	40	784	WYMJ-F
9. WVUD-F (SAC)	63/ 4.8	6.5	5.0	6.0	4.6	5.6	80/1165	984/12.1	15.4	10.9	5.5	72	634	WVUD-F
10. WAZU-F (AOR)	54/ 4.1	5.8	4.6	6.0	5.0	5.1	78/1621	1026/12.6	15.2	13.0	5.8	76	1414	WAZU-F
11. WONE (C)	34/ 2.6	4.0	3.3	3.4	3.0	3.3	42/691	546/ 6.7	7.8	6.4	2.0	26	410	WONE
12. WCLR-F (EZ)	30/ 2.3	2.5	3.4	3.7	2.9	3.0	39/639	454/ 5.6	5.7	7.2	1.7	23	250	WCLR-F
13. WPFB-F (C)	29/ 2.2	2.5	1.3	1.7	2.6	1.9	52/891	249/ 5.5	5.3	3.9	3.0	40	553	WPFB-F
14.														
15.														

12+ FM SHARE (METRO): 69.36% (784 of 1130) (SUM 90: 68.46%)

TFENS	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 WTUF-F	1 WHKO-F<	1 WHKO-F	1 WHIO	1 WHKO-F<	1 WHKO-F	1 WHKO-F	1 WLW	1 WHIO
2 WAZU-F	2 WGTZ-F	2 WHKO-F	2 WTUE-F	2 WTUE-F	2 WHKO-F	2 WGTZ-F	2 WGTZ-F<	2 WGTZ-F	2 WHIO <	2 WHKO-F>
3	3 WHKO-F	3 WGTZ-F	3 WYMJ-F<	3 WWSN-F<	3 WYMJ-F	3 WHIO	3 WWSN-F	3 WTUE-F	3 WGTZ-F>	3 WTUE-F
4	4 WWSN-F	4 WWSN-F	4 WWSN-F	4 WYMJ-F	4 WYMJ-F	4 WTUE-F	4 WTUE-F	4 WWSN-F	4 WHKO-F	4 WYMJ-F
5	5 WAZU-F	5 WYMJ-F	5 WGTZ-F	5 WGTZ-F	5 WLW	5 WWSN-F	5 WVUD-F<	5 WYMJ-F	5 WTUE-F<	5 WGTZ-F
6	6 WVUD-F	6 WDAO	6 WDAO	6 WDAO	6 WWSN-F	6	6 WYMJ-F	6 WDAO	6 WAZU-F	6
							7 WDAO			

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG/AQH	TSA CUME	TSA CUME
WBLV 1600 Springfield	0.7/1.5/	10/ 137		
WBZI 1500 Xenia	0.2/0.2/	2/ 20		
WDJK-F 95.3 Xenia/Dayton	0.5/2.9/	8/ 255		
WFCJ-F 93.7 Miamisburg/Datn	1.4/4.3/	24/ 484		
WING 1410 Dayton	1.1/4.9/	14/ 436		
WIZE 1340 Springfield	1.4/2.0/	18/ 173		
WKSX-F 101.7 Urbana/Spngfld.	1.1/2.6/	19/ 326		
WPFB 910 Middletown	1.4/3.4/	29/ 459		
WPTW 1570 Piqua	0.8/1.4/	13/ 148		
WBNS-F 97.1 Columbus	0.4/0.8/	5/ 133		
WEBN-F 102.7 Cincinnati	0.5/2.3/	24/ 677		
WGRR-F 103.5 Hamilton/Cinci	1.0/3.4/	66/ 976		
WLSN-F 106.5 Greenville	0.5/1.0/	13/ 171		
WOFX-F 94.9 Fairfield	1.5/5.6/	48/1102		
WZRZ-F 96.5 Hamilton	1.0/3.5/	33/ 730		

RADIO STATIONS

WDAO, 1210, 1 KW (Days)	Black	SBN, \$ 25.00 (N/A)	
WHIO, 1290, 5 KW (DA-N)	Full Service	CBS, \$ 70.00 (Durpett1)	Cox
WING, 1410, 5 KW (DA-N)	Oldies	SMN NBC, \$ 30.00 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	Country	ABC, \$ 43.00 (Mc-Guild)	Summit
WAZU-F, 102.9, 50 KW @ 492	AOR	ABC, \$ 44.00 (Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476	EZ	\$ 22.00 (Regional)	(PIQUA)
WFCJ-F, 93.7, 50 KW @ 492	Religion	\$ 15.00 (---	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 551	CHR	UNIPWR, \$ 68.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1060	Country	\$ 71.00 (Durpett1)	Cox
WPFB-F, 105.9, 34 KW @ 593	Country	\$ 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, \$ 40.00 (Torbet)	Univ. of Dayton
WWSN-F, 107.7, 50 KW @ 420	AC	\$ 70.00 (Eastman)	Stoner
WYMJ-F, 103.9, 1.2 KW @ 522	Oldies	\$ 37.00 (Eastman)	

DENVER

Arbitron Rank/Pop (12+): 24/1,596,500
 MSA Rank/Pop: 27/1,930,000
 ADJ # 19
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 33/32
 Diaries: 1721/928:1/52.3%
 Sample Target: 1640
 % Below Line: 0.3
 % Not Listed: 9.9

1990 Revenue: \$70,000,000
 HH Inc.: \$33,625
 Retail \$: 15.0 Bill
 Pop per Station: 49,890
 #1 Biller: KOA \$11,600,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ MFTRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KYGO-F (C)	267/ 9.6	11.3	7.1	8.3	8.6	9.1	312/3583	2972/18.6	20.8	15.9	8.2	245	2739	KYGO-F
2. KXKL-AF (O)	220/ 7.9	5.7	5.7	4.7	7.0	6.0	270/3859	3112/19.5	17.5	18.1	4.4	130	1871	KXKL-AF
3. KBPI-F (AOR)	198/ 7.1	6.0	6.2	5.6	6.5	6.2	243/3243	2884/18.1	14.5	16.2	12.0	357	4009	KBPI-F
4. KOA (N/T)	194/ 7.0	6.6	9.6	7.9	7.5	7.8	274/4583	3249/20.4	17.4	19.2	8.4	249	3028	KOA
5. KOSI-F (SAC)	183/ 6.6	6.8	7.4	6.0	6.7	6.7	221/3131	2661/16.7	16.5	15.9	4.5	133	1599	KOSI-F
6. KQKS-F (CHR)	179/ 6.5	4.7	5.4	5.7	5.3	5.6	197/3047	2609/16.3	14.9	14.3	8.1	240	3138	KQKS-F
7. KHOW-AF (AC)	136/ 4.9	4.5	5.2	5.8	5.2	5.1	151/2560	2238/14.0	14.1	17.1	4.0	104	1451	KHOW-AF
8. KAZY-F (AOR)	122/ 4.4	4.3	2.7	3.5	3.9	3.7	139/2759	2338/14.6	11.7	12.5	4.4	131	2734	KAZY-F
9. KBCO-AF (AOR)	114/ 4.2	7.6	6.4	5.1	5.2	5.8	119/1896	1780/11.1	14.7	13.7	6.2	181	2270	KBCO-AF
10. KRXY-AF (CHR)	113/ 4.1	3.4	4.1	4.3	5.5	4.0	115/2129	1993/12.5	12.8	18.3	3.1	90	1958	KRXY-AF
11. KXLT-F (AC)	107/ 3.9	4.1	4.8	5.6	6.1	4.6	134/2123	1901/11.9	12.4	12.5	3.3	98	1946	KXLT-F
12. KRFX-F (CL AOR)	85/ 3.1	3.8	5.2	5.0	3.7	4.3	125/2296	1743/10.9	11.7	11.8	5.4	160	2073	KRFX-F
13. KEZW (BB)	78/ 2.8	2.8	2.7	3.5	3.3	3.0	78/907	896/ 5.6	5.1	6.4	0.9	28	639	KEZW
14. KYGO (C)	66/ 2.4	1.4	1.7	2.1	1.6	1.9	105/1249	818/ 5.1	4.6	4.6	1.8	55	772	KYGO
15. KVOF-F (CL)	64/ 2.3	3.0	2.2	3.5	2.4	2.8	76/1167	1000/ 6.3	7.3	6.7	1.8	55	695	KVOF-F
16. KYBG-AF (S/T)	61/ 2.2	1.8	2.5	2.1	2.0	2.2	75/1302	1078/ 6.8	5.8	6.6	1.5	46	562	KYBG-AF
17. KHIH-F (J/NA)	57/ 2.1	2.3	3.9	2.6	1.6	2.7	65/1181	1091/ 6.8	7.2	4.7	3.0	88	1108	KHIH-F
18. KRZN (BB)	55/ 2.0	1.4	1.2	0.5	0.6	1.3	77/1089	738/ 4.6	3.6	2.9	1.5	45	452	KRZN
19. KTCL-F (AOR)	50/ 1.8	1.5	1.6	1.8	1.3	1.7	55/837	716/ 4.5	4.4	3.2	1.4	42	705	KTCL-F
20. KDHT-F (AOR)	39/ 1.4	0.7	1.6	0.8	1.4	1.1	55/803	648/ 4.1	3.5	4.0	1.0	31	669	KDHT-F

12+ FM SHARE (MFTRO): 75.99% (1899 of 2499) (SUM 90: 75.77%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F >	1 KBPI-F >	1 KXKL-AF <	1 KXKL-AF <	1 KOSI-F <	1 KBPI-F >	1 KBPI-F >	1 KBCO-AF <	1 KBPI-F <	1 KYGO-F <
2 KRXY-AF >	2 KYGO-F >	2 KYGO-F >	2 KOSI-F >	2 KXKL-AF <	2 KQKS-F <	2 KAZY-F <	2 KBPI-F <	2 KYGO-F <	2 KXKL-AF <
3 KAZY-F >	3 KXKL-AF <	3 KXLT-F <	3 KYGO-F >	3 KYGO-F >	3 KAZY-F >	3 KYGO-F >	3 KAZY-F <	3 KXKL-AF <	3 KBCO-AF <
4 KQKS-F <	4 KRXY-AF >	4 KOSI-F <	4 KBPI-F <	4 KHOW-AF <	4 KYGO-F >	4 KQKS-F <	4 KYGO-F <	4 KBCO-AF <	4 KOA >
5 KYGO-F <	5 KXLT-F <	5 KBPI-F <	5 KRXY-AF >	5 KXLT-F <	5 KTCL-F <	5 KBCO-AF <	5 KRFX-F >	5 KAZY-F <	5 KBPI-F <
6 KTCL-F <	6 KQKS-F <	6 KRFX-F >	6 KXLT-F <	6 KQKS-F <	6 KOSI-F <	6 KOSI-F <	6 KOA >	6 KOA >	6 KAZY-F <
7 KHOW-AF <	7 KOSI-F <	7 KQKS-F <	7 KQKS-F <	7 KRXY-AF >	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

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

KBNO	1220	Denver	0.5/1.1/ 13/ 211
KDFN	1340	Denver	0.5/2.6/ 13/ 419
KDKO	1510	Littleton/Denve	0.9/2.1/ 24/ 334
KFRR	1150	Englewood/Dnvr	0.3/0.6/ 14/ 164
KLZ	560	Denver	0.8/2.6/ 28/ 623
KNUS	710	Denver	0.4/2.5/ 14/ 473
KRKS	990	Denver	0.4/1.3/ 11/ 256
KUAD-F	99.1	Windsor	0.3/0.8/ 65/ 706

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC	, \$ 30.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	ABC MBS, \$ 35.00 (Savalli)	
KDKO, 1510, 10 KW/1.3 KW(DA-2)	, BLACK	, \$ 37.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$ 40.00 (Torbet)	
KHOW, 630, 5 KW (DA-N)	, SAC	MBS NBC, \$ 170.00 (Banner)	Viacom
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION	, \$ 18.00 (---)	Mortenson
KLZ, 560, 5 KW (DA-1)	, AOR	SMN UNIPWR, \$ 55.00 (McGuild)	Summit
KNUS, 710, 5 KW (DA-1)	, TALK	BRN ABC, \$ 34.00 (---)	
KOA, 850, 50 KW	, NEWS/TALK	ABC CBS, \$ 150.00 (Eastman)	Jacor
KQXI, 1550, 10 KW (DA-1)	, RELIGION	, \$ 25.00 (---)	Mid America Gospel
KRXY, 1600, 5 KW (DA-N)	, SEE KRXY-F		
KRZN, 760, 5 KW/1 KW (DA-1)	, OLDIES	, \$ 37.00 (---)	Genesis
KXKL, 1280, 5 KW (DA-2)	, SEE KXKL-F		
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK	APR NBC, \$ 25.00 (Banner)	Century
KYGO, 950, 5 KW (DA-N)	, SEE KYGO-F		

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC, \$ 85.00 (McGuild)	Summit
KBCO, 97.3, 100 KW @ 1541, AOR	, \$ 160.00 (MMR)	Noble (BOULDER)
KBPI, 105.9, 100 KW @ 1470, AOR	SOURCE, \$ 90.00 (Banner)	Great American
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC	SMN, \$ 65.00 (HNWH)	Adams (BOULDER)
KOSI, 101.1, 100 KW @ 1624, EZ	, \$ 80.00 (Torbet)	
KQKS, 104.3, 5 KW @ 1430, CHR	, \$ 72.00 (HNWH)	Western Cities (LONGMOUNT)
KRFX, 103.5, 100 KW @ 1045, OLDIES	CBS, \$ 64.00 (Eastman)	Jacor
KRXY, 107.5, 100 KW @ 1198, CHR	, \$ 84.00 (Katz)	Cap Cities/ABC
KHOW, 95.7, 100 KW @ 1608, SOFT AC	MBS, \$ 67.00 (Banner)	Viacom
KTCL, 93.3, 100 KW @ 1330, AOR	, \$ 44.00 (McGuild)	(FT COLLINS)
KVOD, 99.5, 100 KW @ 282, CLASSICAL	, \$ 70.00 (Katz)	Henry
KXKL, 105.1, 100 KW @ 1169, OLDIES	, \$ 140.00 (Durpetti)	Shamrock
KXLT, 100.3, 100 KW @ 330, AC	, \$ 86.00 (Crystal)	Genesis
KYBG, 92.1, .8 KW @ 616, EZ	NBC APR, \$ 30.00 (Banner)	Century (CASTLE ROCK)
KYGO, 98.5, 100 KW @ 1821, COUNTRY	UNIULT, \$ 107.00 (CBS)	Jeff-Pilot

DES MOINES

Arbitron Rank/Pop (12+): 111/327,800
 MSA Rank/Pop: 123/398,000
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 14/14
 Diaries: 850/386:1/61.5%
 Sample Target: 750
 % Below Line: 0.0
 % Not Listed: 10.4

1990 Revenue: \$13,500,000
 HH Inc.: \$31,632
 Retail \$: 3.5 Bill
 Pop per Station: 23,414
 #1 Biller: WHO \$3,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUMF/CUMF RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KRNO-F (CHR)	89/16.9	14.2	16.3	15.3	----	15.7	146/2272	1048/32.0	31.1	0.0	18.0	97	1120	KRNO-F
2. KGGO-AF (AOR)	81/15.4	19.6	13.7	12.2	----	15.2	136/1693	960/29.3	30.6	0.0	21.5	114	1159	KGGO-AF
3. WHO (FS/T)	79/15.0	11.1	12.9	15.0	----	13.5	188/2525	917/28.0	23.0	0.0	11.9	64	781	WHO
4. KJJY-F (C)	50/ 9.5	14.2	12.1	10.9	----	11.7	105/1395	768/23.4	24.9	0.0	11.5	62	621	KJJY-F
5. KIOA-F (O)	36/ 6.8	5.6	5.8	4.8	----	5.8	65/999	544/16.6	13.3	0.0	7.2	39	453	KIOA-F
6. KLYF-F (AC)	35/ 6.6	10.1	9.1	9.2	----	8.8	76/1192	530/16.2	19.0	0.0	6.9	37	437	KLYF-F
7. KRNT (BB)	33/ 6.3	5.8	6.4	5.9	----	6.1	40/674	472/14.4	13.4	0.0	4.4	24	397	KRNT
8. KEZT-F (SAC)	22/ 4.2	3.1	6.0	5.7	----	4.8	35/711	302/ 9.2	11.2	0.0	1.7	9	264	KEZT-F
9. KDMG-F (AOR)	21/ 4.0	4.5	3.6	3.5	----	3.9	25/481	336/10.3	10.1	0.0	3.5	19	372	KDMG-F
10. KIOA (O)	13/ 2.5	1.0	2.0	3.0	----	2.1	22/592	319/ 9.7	5.8	0.0	1.3	7	195	KIOA

12+ FM SHARE (METRO): 72.25% (341 of 472) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ FVE	OVERNIGHT
1 KRNO-F>>	1 KGGO-AF	1 KGGO-AF	1 KRNO-F	1 KRNO-F	1 WHO >>	1 WHO	1 KRNO-F<	1 KRNO-F	1 KGGO-AF	1 WHO >
2 KGGO-AF	2 KRNO-F>>	2 KRNO-F>	2 KGGO-AF	2 KGGO-AF<	2 KJJY-F	2 KRNO-F	2 WHO	2 KGGO-AF	2 KRNO-F>	2 KGGO-F>
3	3 KLYF-F>	3 WHO	3 WHO	3 WHO >	3 KRNT	3 KGGO-AF>	3 KGGO-AF>	3 WHO	3 WHO >	3 KRNT
4	4 WHO	4 KIOA-F	4 KIOA-F	4 KJJY-F	4 KIOA-F	4 KJJY-F	4 KJJY-F>	4 KJJY-F>	4 KJJY-F>	4 KJJY-F>
5	KJJY-F	5 KJJY-F	5 KJJY-F	5 KIOA-F	5 KRNO-F	5 KRNT <	5 KIOA-F	5 KLYF-F	5 KIOA-F	5
6	KDMG-F	6 KLYF-F	6 KLYF-F	6 KLYF-F	6	6 KLYF-F	6 KRNT	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGO-AF>>	1 KGGO-AF	1 KRNO-F	1 KRNO-F	1 KRNO-F>	1 KGGO-AF>>	1 KGGO-AF>	1 KGGO-AF	1 KGGO-AF	1 KGGO-AF<
2 KRNO-F>>	2 KRNO-F>	2 KLYF-F	2 KGGO-AF	2 KLYF-F>	2 KRNO-F>>	2 KRNO-F>>	KRNO-F>>	2 KRNO-F>	2 KRNO-F<
3 KLYF-F	3 KLYF-F>	3 KGGO-AF	3 KLYF-F>	3 WHO	3 KLYF-F	3 WHO >	3 WHO >	3 WHO >	3 WHO >
KJJY-F	4 KJJY-F	4 KDMG-F	4 KJJY-F	KJJY-F	4	4 KLYF-F	4 KDMG-F	4 KIOA-F	4 KIOA-F
5	5 KDMG-F	5 KJJY-F	5 KIOA-F	5 KGGO-AF	5	5 KDMG-F	5	5 KJJY-F	5 KJJY-F
6	6	6	6	KIOA-F	6	6	6	6	6

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
KDMI-F 97.3 Des Moines	0.8/2.4/	5/	124
KMXD-F 106.3 Ankeny	0.8/2.9/	7/	109
KWKY 1150 Des Moines	0.9/3.1/	11/	189

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC, \$ 25.00 (Banner)	Midwest
KRNT, 1350, 5 KW (DA-N), NOSTALGIA	CBS, UNISUP, \$ 23.00 (Katz)	Saga
WHO, 1040, 50 KW, FULL SER/TALK	ABC, \$ 64.00 (Crystal)	Palmer
KDMG-F, 103.3, 100 KW @ 745, CL AOR	UNIPWR, \$ 22.00 (HNWH)	Valley (PELLA)
KIOA-F, 93.3, 100 KW @ 1063, OLDIES	, \$ 27.00 (Banner)	Midwest
KEZT-F, 104.1, 100 KW @ 1009, EZ	, \$ 20.00 (HNWH)	(AMES)
KGGO-F, 94.9, 100 KW @ 1066, AOR	SOURCE, \$ 57.00 (Eastman)	Stoner
KJJY-F, 92.5, 41 KW @ 541, COUNTRY	, \$ 40.00 (McGuild)	Fuller-Jeffrey
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	, \$ 42.00 (Crystal)	Palmer
KRNO-F, 102.5, 100 KW @ 1248, CHR	ABC, \$ 41.00 (Katz)	Saga

DFTROIT

Arbitron Rank/Pop (12+): 6/3,589,100
 MSA Rank/Pop: 5/4,660,000
 ADI # 8
 Average Person Ratings: 18.1
 Market TSL: 23.50 hours

Stations: 27/20
 Diaries: 2415/1486:1/49.8%
 Sample Target: 2440
 % Below Line: 1.0
 % Not Listed: 7.8

1990 Revenue: \$118,400,000
 HH Inc.: \$34,932
 Retail \$: 35.5 Bill
 Pop per Station: 119,636
 #1 Biller: WJR \$19,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. WJR (FS)	604/ 9.3	8.0	8.3	7.8	8.9	8.4	777/10799	8078/22.5	21.0	20.1	7.2	512	6511
2. WJLB-F (B)	399/ 6.2	6.3	7.2	7.2	7.3	6.7	428/5367	4958/13.8	14.4	14.9	8.5	605	6070
3. WWW-F (C)	393/ 6.1	6.3	5.1	4.8	4.0	5.6	444/5538	4740/13.2	13.7	11.2	5.5	392	4082
4. WOMC-F (O)	351/ 5.4	3.9	2.9	3.6	3.9	4.0	360/5640	5287/14.7	12.3	11.0	3.3	236	3183
5. WKQI-F (AC)	324/ 5.0	4.7	3.9	3.5	4.1	4.3	333/5793	5565/15.5	16.7	14.9	3.8	271	4107
6. WHYT-F (CHR)	304/ 4.7	4.5	4.2	4.9	5.3	4.6	321/7081	6529/18.2	16.5	17.8	6.2	445	7881
7. WWJ (N)	282/ 4.4	5.7	5.9	6.0	5.1	5.5	294/6036	5758/16.0	17.8	15.5	3.5	252	3929
8. WLLZ-F (AOR)	273/ 4.2	3.4	3.7	3.8	3.6	3.8	298/6117	5397/15.0	13.1	13.4	4.4	312	4689
9. WCSX-F (CL AOR)	265/ 4.1	3.5	4.1	3.4	3.1	3.8	296/5584	4976/13.9	12.6	11.9	5.3	379	4349
10. WRIF-F (AOR)	255/ 3.9	4.4	3.7	3.9	3.9	4.0	301/6302	5226/14.6	12.9	11.1	4.2	300	4629
11. WXYT (T)	240/ 3.7	3.7	4.5	3.2	3.6	3.8	242/2981	2941/ 8.2	7.8	7.7	3.7	264	2486
12. WJZZ-F (J)	232/ 3.6	3.8	3.4	4.4	4.1	3.8	241/3517	3388/ 9.4	10.7	9.2	5.6	398	4274
WJOI-F (EZ)	232/ 3.6	5.1	5.4	4.6	4.8	4.7	250/3681	3430/ 9.6	11.1	10.5	2.4	174	2262
14. WMXD-F (AC)	229/ 3.5	2.7	1.7	2.0	1.6	2.5	231/2900	2818/ 7.9	7.4	5.0	5.3	382	4051
15. WLTJ-F (SAC)	212/ 3.3	3.7	5.1	4.3	3.9	4.1	226/3915	3662/10.2	11.2	10.2	3.0	213	2904
16. WNIC-F (AC)	208/ 3.2	3.5	3.8	4.1	3.7	3.7	223/4351	3993/11.1	11.3	11.8	2.7	196	3202
17. CKLW (BB)	199/ 3.1	2.7	2.5	3.3	2.9	2.9	260/3483	2624/ 7.3	7.2	7.7	1.6	117	1782
18. WDFX-F (CHR)	173/ 2.7	2.9	3.6	2.8	4.0	3.0	183/5201	4768/13.3	13.7	13.4	5.2	369	5609
19. WQRS-F (CL)	140/ 2.2	1.7	2.0	2.0	1.5	2.0	147/2594	2305/ 6.4	6.0	4.8	1.3	93	1324
20. CIMX-F (AOR)	106/ 1.6	0.6	0.6	0.5	0.3	0.8	125/1850	1554/ 4.3	2.8	2.7	1.6	117	1419
21. WCXI (C)	88/ 1.4	1.4	0.9	1.5	1.5	1.3	118/1581	1313/ 3.7	3.7	4.5	1.0	72	827
22. WQBH (B)	84/ 1.3	1.1	1.0	0.9	1.1	1.1	84/1276	1276/ 3.6	3.2	2.8	0.6	45	491
23.													
24.													
25.													

12+ FM SHARE (METRO): 72.38% (4325 of 5975) (SUM 90: 72.00%)

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 WOMC-F	1 WOMC-F	1 WJR >	1 WJR >	1 WJR	1 WWW-F	1 WJR >	1 WJR >
2 WDFX-F	2 WLLZ-F	2 WOMC-F	2 WKQI-F	2 WWW-F	2 WWW-F <	2 WWJ <	2 WWW-F <	2 WJLB-F <	2 WJLB-F >	2 WJLB-F >
3 WJLB-F	3 WRIF-F <	3 WKQI-F	3 WJLB-F	3 WKQI-F	3 WWJ	3 WJLB-F <	3 WOMC-F	3 WOMC-F	3 WMXD-F	3 WWJ
4	4 WCSX-F	4 WLLZ-F <	4 WCSX-F <	4 WJR <	4 WOMC-F	4 WKQI-F	4 WKQI-F <	4 WJR	4 WHYT-F	4 WLLZ-F
5	5 WKQI-F	5 WWW-F	5 WWW-F	5 WJLB-F <	5 WJOI-F	5 WWW-F	5 WXYT	5 WHYT-F	5 WLLZ-F	5 WMXD-F >
6	6 WMXD-F	6 WCSX-F <	6 WRIF-F <	6 WCSX-F	6 WXYT <	6 WOMC-F	6 WJLB-F	6 WKQI-F	6 WRIF-F	6 WJZZ-F
7	7 WHYT-F	7 WRIF-F	7 WJZZ-F <	7 WJZZ-F <	7 CKLW	7 WLLZ-F	7 WHYT-F	7 WCSX-F	7 WJZZ-F <	7 WWW-F
8	8	8	8 WJR	8 WRIF-F	8	8	8 WCSX-F	8	8 WWW-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 WJLB-F	1 WJLB-F	1 WJLB-F	1 WKQI-F <	1 WKQI-F	1 WLLZ-F	1 WLLZ-F	1 WLLZ-F	1 WRIF-F	1 WJR <
2 WDFX-F	2 WKQI-F	2 WKQI-F	2 WJLB-F	2 WOMC-F	2 WRIF-F	2 WRIF-F	2 WRIF-F	2 WLLZ-F	2 WOMC-F
3 WHYT-F	3 WNIC-F	3 WCSX-F	3 WOMC-F	3 WJLB-F	3 WJLB-F	3 WCSX-F	3 WCSX-F >	3 WCSX-F	3 WRIF-F <
4 WLLZ-F	4 WCSX-F	4 WOMC-F <	4 WNIC-F <	4 WWW-F	4 WHYT-F	4 WJLB-F >	4 WJR	4 WOMC-F	4 WCSX-F
5 WNIC-F	5 WMXD-F	5 WNIC-F	5 WWW-F	5 WLTJ-F <	5 WWW-F	5 WWW-F <	5 WJLB-F	5 WJR	5 WWW-F
6 WKQI-F	6 WHYT-F <	6 WMXD-F <	6 WMXD-F <	6 WNIC-F	6 WDFX-F	6 WJR <	6 WOMC-F	6 WWW-F	6 WLLZ-F
7 CIMX-F	7 WDFX-F <	7 WJZZ-F	7 WLTJ-F <	7 WMXD-F <	7 WCSX-F	7 WHYT-F	7 WJZZ-F <	7 WJLB-F	7 WJLB-F
8	8 WLLZ-F	8	8 WJZZ-F	8 WJZZ-F	8	8 WMXD-F	8 WMXD-F	8	8 WXYT

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

CKLW-F	93.9	Windsor	0.4/2.7/ 31/1186
WCHB	1200	Taylor	0.6/2.0/ 38/ 733
WGPR-F	107.5	Detroit	0.9/4.5/ 58/1661
WHND	560	Monroe/Detroit	0.5/1.2/ 35/ 472
WMKM	1440	Inkster	0.4/1.7/ 29/ 628
WMTG	1310	Dearborn/Detr	0.9/2.4/ 58/ 880
WMUZ-F	103.5	Detroit	0.7/2.9/ 53/1234
WXCD-F	102.7	Ht. Clemens	0.5/2.3/ 31/ 861
WIOG-F	102.5	Bay City/Flint	0.4/1.4/118/1886
WIOT-F	104.7	Toledo	0.3/2.0/121/2035
WIOB-F	102.9	Ann Arbor	0.3/1.6/ 69/1674

DETROIT

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2), COUNTRY	UNIULT APR, \$ 50.00 (Eastman)	Shamrock
WCHB, 1440, 1 KW (DA-2), GOSPEL	NBN, \$ 30.00 (McGuilD)	
WHND, 560, 500 W (DAYS,DA), OLDIES	UNIPWR, \$ N/A (McGuilD)	Greater Media (MONROE)
WJR, 760, 50 KW, FULL SERVICE	ABC, \$ 260.00 (Katz)	Cap Cities/ABC
WMTG, 1310, 5 KW (DA-2), BLACK OLDIES	SMN, \$ N/A (McGuilD)	
WQBH, 1400, 1 KW, BLACK	, \$ 45.00 (Patt)	
WWJ, 950, 5 KW (DA-N), NEWS	CBS, \$ 155.00 (CBS)	CBS
WXYZ, 1270, 5 KW (DA-N), TALK	NBC CNN, \$ 75.00 (Durpett1)	
CKLW, 800, 50 KW (DA-2), NOSTALGIA	UNISUP, \$ 70.00 (Banner)	(WINDSOR)

FM STATIONS

WCSX, 94.7, 13 KW @ 950, CLASSIC AOR	UNIPWR, \$ 130.00 (McGuilD)	Greater Media
WDFX, 99.5, 21 KW @ 755, CHR	SOURCE, \$ 100.00 (MMR)	Hoker
WGPR, 107.5, 50 KW @ 375, BLACK	SBN, \$ 55.00 (Lazar)	
WHYT, 96.3, 20 KW @ 786, CHR	ABC, \$ 100.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 490, BLACK	, \$ 170.00 (MMR)	Booth
WJOI, 97.1, 12 KW @ 890, EZ	, \$ 104.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 724, JAZZ	, \$ 80.00 (Torbet)	
WKQI, 95.5, 100 KW @ 426, AC	, \$ 132.00 (HNWH)	Brdcst. Partners
WXCD, 102.7, 50 KW @ 500, JAZZ/NAC	MBS, \$ 80.00 (Durpett1)	Ragan Henry
WLLZ, 98.7, 50 KW @ 480, AOR	, \$ 160.00 (Group W)	Westinghouse
WLTJ, 93.1, 26 KW @ 668, SOFT AC	, \$ 90.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 465, RELIGION	, \$ 40.00 (---)	Crawford
WMXD, 92.3, 21 KW @ 700, AC/URBAN	, \$ 70.00 (Durpett1)	
WNIC, 100.3, 32 KW @ 600, AC	, \$ 168.00 (McGuilD)	Fairmont
WOMC, 104.3, 190 KW @ 360, OLDIES	UNIULT, \$ 140.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, CLASSICAL	, \$ 80.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 880, AOR	ABC, \$ 110.00 (Banner)	Great American
WWWV, 106.7, 61 KW @ 510, COUNTRY	APR UNIULT, \$ 150.00 (Eastman)	Shamrock
CKMR, 93.9, 100 KW @ 655, OLDIES	, \$ 65.00 (Banner)	

EL PASO

Arbitron Rank/Pop (12+): 79/465,100
 HSA Rank/Pop: 86/600,000
 ADI # 104
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 24/18
 Diaries: 949/490:1/55.9%
 Sample Target: 885
 % Below Line: 3.6
 % Not Listed: 8.8

1990 Revenue: \$13,000,000
 HH Inc.: \$26,336
 Retail \$: 3.6 Bil
 Pop per Station: 25,838
 #1 Biller: KHEY-AF \$3,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KHEY-F (C)	131/16.1	16.8	15.0	13.7	14.3	15.4	148/1801	1472/31.6	29.3	27.5	16.4	144	1426	KHEY-F
2. KPRR-F (CHR)	94/11.5	12.4	10.5	11.5	13.7	11.5	114/1562	1303/28.0	30.1	29.1	16.9	148	1581	KPRR-F
3. KEZB-F (AC)	61/ 7.5	4.6	3.5	4.4	4.3	5.0	71/1070	843/18.1	17.4	18.4	4.8	42	715	KEZB-F
KAMZ-F (AC)	61/ 7.5	9.8	10.5	7.6	9.0	8.9	65/1183	1029/22.1	21.4	18.5	13.5	118	1249	KAMZ-F
5. KOFX-F (CL AOR)	58/ 7.1	5.2	5.0	4.3	5.7	5.4	74/1253	898/19.3	14.2	17.4	6.4	56	626	KOFX-F
6. KBNA-AF (SP)	56/ 6.9	4.9	6.2	7.2	6.8	6.3	66/847	723/15.5	15.3	15.0	5.3	33	462	KBNA-AF
KTSM-F (SAC)	56/ 6.9	5.1	5.5	5.8	5.6	5.8	61/854	665/14.3	12.7	12.0	2.6	23	468	KTSM-F
8. KLAQ-F (AOR)	54/ 6.6	7.5	11.3	10.2	11.2	8.9	73/1261	954/20.5	18.8	24.4	8.1	71	987	KLAQ-F
9. KTSM (N/T)	35/ 4.3	3.2	4.6	3.0	4.0	3.8	36/454	422/ 9.1	8.5	10.3	2.4	21	305	KTSM
10. KAMA (SP)	22/ 2.7	3.9	4.4	5.3	2.9	4.1	26/452	421/ 9.1	0.0	8.6	3.2	28	433	KAMA
11. KVIV (SP)	18/ 2.2	0.4	---	---	---	0.7	18/151	151/ 3.2	1.2	0.0				KVIV
KROD (O)	18/ 2.2	3.5	2.5	4.0	1.8	3.0	22/460	353/ 7.6	11.7	9.4	2.4	21	226	KROD
13. KAMA-F (SP)	17/ 2.1	2.7	1.7	3.8	4.5	2.6	21/439	396/ 8.5	17.1	14.6	1.6	14	294	KAMA-F
14. KHEY (C)	16/ 2.0	2.0	3.2	2.5	2.9	2.4	24/478	375/ 8.1	6.3	7.7	1.7	15	177	KHEY
15.														

12+ FM SHARE (METRO): 80.89% (601 of 743) (SUM 90: 81.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KHEY-F	1 KPRR-F>	1 KHEY-F
2 KEZB-F	2 KPRR-F	2 KPRR-F	2 KOFX-F	2 KOFX-F	2 KTSM-F	2 KBNA-AF	2 KPRR-F>	2 KPRR-F>	2 KEZB-F	2 KEZB-F>
KAMZ-F	3 KOFX-F	3 KOFX-F	3 KAMZ-F	3 KAMZ-F	3 KBNA-AF<	3 KPRR-F<	3 KAMZ-F<	3 KAMZ-F	KAMZ-F	3 KOFX-F
4 KLAQ-F	4 KLAQ-F	4 KAMZ-F<	4 KBNA-AF<	4 KBNA-AF	4 KTSM	4 KOFX-F<	4 KOFX-F<	4 KOFX-F<	4 KHEY-F	4 KTSM
5	5 KEZB-F>	5 KEZB-F	5 KTSM-F	5 KTSM-F	5 KAMZ-F	5 KLAQ-F	5 KBNA-AF<	5 KTSM-F	5 KTSM-F	KPRR-F
6	6 KAMZ-F	6 KLAQ-F	KEZB-F	KPRR-F	6	KAMZ-F	6 KTSM-F<	KLAQ-F	6 KLAQ-F	6 KTSM-F
7	7	7	7 KPRR-F	KEZB-F	7	7 KEZB-F	7 KTSM <	KEZB-F	7	7
8	8	8	8	8	8	8	8 KEZB-F	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 KPRR-F>	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>>	1 KHEY-F	1 KOFX-F	1 KOFX-F>	1 KHEY-F	1 KHEY-F
2 KHEY-F	2 KPRR-F>	2 KOFX-F	2 KPRR-F>	2 KTSM-F	2 KLAQ-F>	2 KHEY-F<	2 KAMZ-F	2 KOFX-F	2 KAMZ-F<
3 KEZB-F>	3 KEZB-F	3 KPRR-F>	3 KEZB-F	3 KPRR-F	3 KOFX-F>	3 KLAQ-F>	3 KLAQ-F	3 KAMZ-F<	3 KOFX-F
4 KLAQ-F>	4 KOFX-F	4 KBNA-AF	4 KTSM-F	4 KOFX-F	4 KPRR-F>	4 KAMZ-F	4 KLAQ-F	4 KLAQ-F	4 KBNA-AF
5 KAMZ-F	5 KLAQ-F	KEZB-F	KOFX-F	5 KAMZ-F	5 KTSM-F	5 KEZB-F	KEZB-F>	5 KEZB-F	5 KEZB-F
6	6	6	6	6 KBNA-AF	6	6 KPRR-F	6 KBNA-AF	6	6
7	7	7	7	7	7	7	7 KPRR-F	7	7

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KELP 1590 El Paso	0.9/3.4/	7/ 156		
KEZB 1150 El Paso	0.5/2.6/	4/ 121		
KFNA 1060 El Paso	0.7/1.0/	7/ 56		
XCJC 1490 Ciudad Juarez	0.4/1.5/	3/ 69		
XEJ 970 Ciudad Juarez	0.4/2.3/	3/ 106		
XHGU-F 105.9 Ciudad Juarez	0.5/2.0/	4/ 95		
XHIM-F 105.1 Ciudad Juarez	1.6/5.5/	13/ 257		
XHNZ-F 107.5 Ciudad Juarez	0.4/2.3/	3/ 105		
XHPX-F 98.3 Ciudad Juarez	0.4/2.4/	3/ 110		

RADIO STATIONS

KAMA, 750,	10 KW/1 KW (DA-2),	HISPANIC	, \$ 28.00 (Eastman)	Pinnacle
KBNA, 920,	1 KW/500 W (DA-N),	SEE KBNA-F		
KHEY, 690,	10 KW (DA-2),	COUNTRY	ABC, \$ SEE FM (Katz)	Ragan Henry
KROD, 600,	5 KW (DA-2),	NOSTALGIA	ABC, \$ 17.00 (HNWH)	
KTSM, 1380,	5 KW/500 W	TALK/NEWS	TALKNT CBS, \$ 19.00 (HNWH)	
KAMZ-F, 93.1,	30 KW @ 1189	AC	\$ 32.00 (Eastman)	Pinnacle
KBNA-F, 97.5,	100 KW @ 1088	HISPANIC	\$ 35.00 (Katz Hisp)	Tichenor
KEZB-F, 93.9,	100 KW @ 1207	AC	ABC, \$ 30.00 (Schubert)	
KHEY-F, 96.3,	100 KW @ 1388	COUNTRY	\$ 65.00 (Katz)	
KLAQ-F, 95.5,	100 KW @ 1388	AOR	UNIPWR ABC, \$ 40.00 (HNWH)	
KAMA-F, 94.7,	61 KW @ 981	HISPANIC	\$ 27.00 (N/A)	
KOFX-F, 92.3,	100 KW @ 1860	CL AOR	UNIPWR, \$ 30.00 (Mc-Guild)	
KPRR-F, 102.1,	100 KW @ 1190	CHR	\$ 39.00 (Durpetti)	
KTSM-F, 99.9,	100 KW @ 1820	EZ	NBC CBS, \$ 27.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 69/520,500
 MSA Rank/Pop: 80/638,000
 Average Person Ratings: 16.6
 Market TSL: 22.50 hours

Stations: 30/27
 Diaries: 976/533:1/46.7%
 Sample Target: 935
 % Below Line: 1.5
 % Not Listed: 16.1

1990 Revenue: \$20,000,000
 HH Inc.: \$35,174
 Retail \$: 4.4 Bill
 Pop per Station: 19,277
 #1 Biller: KMJ \$3,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KNAX-F (C)	104/12.1	9.8	8.5	10.9	8.4	10.3	126/1143	924/17.8	17.9	16.0	10.9	93	819	KNAX-F
2. KMJ (N/T)	94/10.9	11.5	15.0	12.7	9.5	12.5	149/1616	1103/21.2	21.3	20.4	9.4	80	940	KMJ
3. KJOI-F (EZ)	51/ 5.9	6.6	6.8	5.8	4.1	6.3	87/1150	691/13.3	13.3	8.9	4.4	37	572	KJOI-F
4. KFRE (C)	43/ 5.0	4.8	3.8	3.8	3.7	4.3	94/981	447/ 8.6	8.5	8.5	2.9	25	347	KFRE
5. KQPW-F (CHR)	40/ 4.6	4.2	4.4	2.5	1.2	3.9	70/1158	626/12.0	11.5	4.0	7.2	61	944	KQPW-F
6. KFSO-F (O)	32/ 3.7	4.5	5.2	3.9	3.6	4.3	84/1338	676/13.0	12.4	11.6	4.7	40	558	KFSO-F
KEYQ (BB)	32/ 3.7	2.9	2.8	1.6	1.4	2.8	35/359	288/ 5.5	5.7	4.2	1.8	15	144	KEYQ
8. KBOS-F (CHR)	31/ 3.6	4.8	5.5	9.6	9.9	5.9	72/1476	760/14.6	14.3	20.2	6.9	59	1274	KBOS-F
9. KTHT-F (AC)	29/ 3.4	3.5	4.0	3.8	6.1	3.7	38/708	597/11.5	12.6	12.2	3.8	32	519	KTHT-F
KRZR-F (AOR)	29/ 3.4	3.8	3.5	3.6	3.1	3.6	72/872	447/ 8.6	10.2	8.4	6.5	55	716	KRZR-F
11. KKDJ-F (AOR)	27/ 3.1	3.7	2.4	3.8	4.0	3.3	63/974	425/ 8.2	10.0	11.6	5.4	46	580	KKDJ-F
12. KJFX-F (CL AOR)	26/ 3.0	4.1	3.2	2.9	5.2	3.3	55/850	578/11.1	10.1	10.8	5.3	45	570	KJFX-F
13. KEZL-F (J/NA)	25/ 2.9	3.0	1.8	2.5	1.6	2.5	29/384	338/ 6.5	6.3	4.5	2.2	19	309	KEZL-F
14. KSKS-F (AC)	22/ 2.5	2.3	2.0	2.7	2.8	2.4	50/902	417/ 8.0	7.8	8.9	2.0	17	361	KSKS-F
KGST (SP)	22/ 2.5	3.4	3.7	3.1	3.1	3.2	22/370	360/ 6.9	6.6	6.6	1.5	13	448	KGST
KFIG-F (AC)	22/ 2.5	2.2	2.0	1.8	2.3	2.1	23/622	515/ 9.9	8.6	8.5	1.8	15	370	KFIG-F
17. KXMX-F (SP)	15/ 1.7	2.1	0.6	1.2	2.8	1.4	19/283	223/ 4.3	4.3	4.7	2.4	20	207	KXMX-F
18. KYNO (O)	12/ 1.4	2.3	0.6	1.0	1.5	1.3	13/322	282/ 5.4	6.8	5.1	1.3	11	176	KYNO
19. KXEX (SP)	11/ 1.3	1.4	0.9	1.5	0.6	1.3	11/198	192/ 3.7	3.6	2.8	1.3	11	202	KXEX
20. KJUG-F (C)	8/ 0.9	0.6	0.8	0.3	0.8	0.6	101/1028	160/ 3.1	3.0	2.5				KJUG-F
KMMA-F (AC)	8/ 0.9	0.5	3.2	1.9	3.5	1.6	28/575	231/ 4.4	3.9	6.9	1.4	12	256	KMMA-F
KMAK-F (?)	8/ 0.9	0.6	-----	-----	-----	0.4	11/100	73/ 1.4	1.8	0.0				KMAK-F

12+ FM SHARE (METRO): 66.99% (485 of 724) (SUM 90: 71.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQPW-F>	1 KNAX-F>>	1 KNAX-F>	1 KNAX-F>	1 KNAX-F>	1 KMJ >	1 KMJ	1 KNAX-F	1 KNAX-F>	1 KNAX-F	1 KNAX-F
2 KBOS-F	2 KJOI-F	2 KJOI-F<	2 KMJ	2 KMJ	2 KNAX-F>>	2 KMJ	2 KMJ	2 KMJ	2 KMJ	2 KMJ >>
3	3 KTHT-F	3 KMJ >	3 KJOI-F	3 KJOI-F>	3 KFRE	3 KFRE	3 KJOI-F>	3 KJOI-F	3 KQPW-F>	3 KKDJ-F
4	4 KRZR-F	4 KFSO-F	4 KFSO-F	4 KFSO-F	4 KEYQ	4 KJOI-F	4 KFRE	4 KBOS-F	4 KBOS-F	4 KFSO-F
5	5 KKDJ-F	5 KKDJ-F	5 KFRE	5 KFRE	5 KJOI-F	5 KFSO-F	5 KEYQ	5 KQPW-F	5 KRZR-F	5
6	6 KQPW-F	KFRE	6 KJFX-F	6 KKDJ-F	6	6	6	6	6	6
7	7	7 KJFX-F	7 KKDJ-F	KJFX-F	7	7	7	7	7	7
8	8	8	8	KEZL-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 KNAX-F	1 KNAX-F>>	1 KNAX-F>>	1 KNAX-F>	1 KNAX-F>	1 KRZR-F	1 KNAX-F>	1 KNAX-F	1 KNAX-F	1 KNAX-F<
2 KTHT-F	2 KTHT-F	2 KJOI-F	2 KJOI-F>	2 KJOI-F	2 KTHT-F	2 KMJ	2 KMJ	2 KMJ >	2 KMJ >>
KQPW-F>	KJOI-F	3 KFSO-F	3 KFSO-F	3 KMJ	KNAX-F	KKDJ-F	3 KKDJ-F	3 KJOI-F	3 KJOI-F
4 KJOI-F	4 KQPW-F	4 KTHT-F	4 KTHT-F	4 KFSO-F>	KJOI-F	4 KRZR-F	4 KJFX-F>	4 KKDJ-F	4 KKDJ-F
KBOS-F	5 KBOS-F	KSKS-F	5 KQPW-F	5 KFRE	KBOS-F	KJOI-F	5 KJOI-F	5 KJFX-F	5 KEZL-F
6	6	KRZR-F	KMJ	6 KFIG-F	6 KQPW-F	KJFX-F	6	6 KEZL-F	6 KJFX-F<
7	7	7	7	7	KKDJ-F	7	7	7	7 KFSO-F
									KFRE

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

KHOT	1250	Madera	0.6/1.7/	5/ 98
KIRV	1510	Fresno	0.7/1.2/	7/ 81
KOQO	790	Clovis/Fresno	0.6/2.8/	6/ 177
KRDU	1130	Dinuba	0.5/1.8/	5/ 149
KSEQ-F	97.1	Visalia	0.6/2.8/	20/ 431
KTAA-F	94.3	Kerman/Fresno	0.3/1.0/	3/ 65
KJUG	1270	Tulare	0.1/0.5/	12/ 175
KNBR	680	San Francisco	0.5/2.1/	14/ 312

FRESNO

RADIO STATIONS

KEYQ	, 980,	500 W/48 W	, Nostalgia	UNISUP UNILT, \$18.00	(CBS)	Americom
KFRE	, 940,	50 KW (DA-2)	, Country	ABC UNISUP, \$26.00	(HNWH)	First Sierra
KGST	, 1600,	5 KW (DA-N)	, Hispanic	, \$28.00	(Lotus Hispanic)	Lotus
KKAM	, 1340,	1 KW	, News	CNN, \$21.00	(CBS)	
KMJ	, 580,	5 KW	, News/Talk	TALKNT NBC, \$56.00	(Katz)	Henry
KOQO	, 790,	5 KW/2.5 KW (DA-2)	-- see KOQO-F			
KXEX	, 1550,	5 KW/2.5 KW (DA-2)	Hispanic	, \$20.00	(SBS)	
KYNO	, 1300,	5 KW/1 KW (DA-N)	Oldies	CNN SMN, \$18.00	(Banner)	Brown
KBOS-F,	94.7,	17 KW @ 847	, CHR	ABC, \$37.00	(CBS)	(TULARE)
KFIG-F,	101.1,	50 KW @ 310	, AC	, \$30.00	(Torbet)	
KFSO-F,	92.9,	18 KW @ 847	, Oldies	, \$41.00	(CBS)	Americom (VISALIA)
KSKS-F,	93.7,	68 KW @ 1912	, AC	, \$33.00	(Katz)	Henry
KJFX-F,	95.7,	18 KW @ 850	, Classic AOR	, \$33.00	(Banner)	Brown
KJOI-F,	98.9,	19 KW @ 820	, EZ	, \$30.00	(MMR)	
KKDJ-F,	105.9,	2.4 KW @ 1960	, AOR	, \$50.00	(Durpetti)	
KNAX-F,	97.9,	48 KW @ 312	, Country	ABC, \$46.00	(HNWH)	First Sierra
KQPW-F,	101.9,	2 KW @ 1948	, CHR/Dance	ABC, \$25.00	(Mc-Guild)	Group III
KRZR-F,	103.7,	50 KW @ 500	, AOR	, \$27.00	(Christal)	Olympia (HANFORD)
KTHT-F,	102.7,	50 KW @ 500	, Soft AC	, \$31.00	(Christal)	
KXMX-F,	92.1,	25 KW @ 312	, Hispanic	UPI, \$22.00	(Katz Hisp)	(MADERA)
KMMA-F,	107.5,	21 KW @ 783	, AOR/AC	UNIPWR, \$30.00	(Eastman)	Liggett (HANFORD)
KEZL-F,	96.7,	25 KW @ 300	, Jazz/NAC	, \$21.00	(K & P)	(FOWLER)

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

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/547,300
 MSA Rank/Pop: 74/673,000
 ADI # 37 (w/Kalamazoo)
 Average Person Ratings: 16.0
 Market TSL: 20.75 hours

Stations: 21/18
 Diaries: 1126/486:1/59.2%
 Sample Target: 970
 % Below Line: 6.9
 % Not Listed: 17.3

1990 Revenue: \$24,400,000
 HH Inc.: \$34,367
 Retail \$: 5.8 Bill
 Pop per Station: 30,405
 #1 Biller: WCUZ-AF \$4,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WKLQ-F (AOR)	91/10.4	6.8	9.2	8.2	9.4	8.6	140/1986	1171/21.4	17.4	18.9	13.6	131	1285	WKLQ-F
2. WGRD-F (CHR)	78/ 8.9	9.6	9.7	9.1	11.2	9.3	110/2216	1460/26.7	25.1	26.6	15.3	147	1669	WGRD-F
3. WLHT-F (AC)	77/ 8.8	6.4	8.3	6.8	8.0	7.6	96/1213	956/17.5	16.6	15.1	7.5	72	784	WLHT-F
4. WCUZ-F (C)	67/ 7.7	8.8	8.1	6.3	6.4	7.7	121/1878	977/17.9	18.9	13.9	7.9	76	805	WCUZ-F
5. WOOD-F (EZ)	64/ 7.3	8.0	9.1	9.1	8.7	8.4	108/1746	886/16.2	19.6	17.7	5.2	50	842	WOOD-F
6. WODJ-F (O)	55/ 6.3	7.3	4.5	9.5	6.5	6.9	79/1366	933/17.0	17.4	14.8	6.5	63	670	WODJ-F
7. WJFM-F (CL AOR)	53/ 6.1	3.9	3.6	2.4	5.0	4.0	88/1668	893/16.3	12.8	11.2	3.8	37	678	WJFM-F
8. WOOD (FS)	50/ 5.7	7.2	5.3	5.3	3.3	5.9	53/828	724/13.2	15.1	10.6	4.8	46	484	WOOD
9. WMUS-F (C)	34/ 3.9	4.6	5.2	4.4	3.8	4.5	99/1382	587/10.7	11.3	9.6	4.3	41	597	WMUS-F
WLAV-F (AOR)	34/ 3.9	2.9	5.2	3.9	5.2	4.0	54/984	662/12.1	9.1	14.4	2.7	26	675	WLAV-F
11. WCUZ (C)	29/ 3.3	3.1	1.8	2.0	1.5	2.5	30/575	548/10.0	8.3	7.8	2.6	25	498	WCUZ
12. WSNX-F (CHR)	24/ 2.7	2.9	2.5	3.5	4.0	2.9	73/1290	619/11.2	11.3	10.3	3.8	37	510	WSNX-F
13. WYXX-F (AC)	15/ 1.7	1.8	2.0	1.8	1.5	1.8	43/642	395/ 7.2	7.9	6.1	1.0	10	255	WYXX-F
14. WKWM (B)	13/ 1.5	0.6	1.8	---	2.2	1.0	14/177	157/ 2.9	2.0	3.2	1.7	16	287	WKWM
15.														

12+ FM SHARE (METRO): 84.76% (612 of 722) (SUM 90: 88.13%)

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

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

WFUR-F	102.9	Grand Rapids	1.0/5.9/ 23/ 489
WGHN-F	92.1	Grand Haven	0.3/1.7/ 6/ 130
WHTC	1450	Holland	1.0/2.4/ 17/ 235
WJPW	810	Rockford	0.5/0.9/ 8/ 76
WJQK-F	99.3	Zeeland/Holland	0.9/3.8/ 11/ 302
WWJQ	1260	Zeeland/Holland	0.3/1.4/ 4/ 102
WMUS	1090	Muskegon/GrRpd	0.2/0.4/ 3/ 62

RADIO STATIONS

WCUZ	, 1230,	1 KW	-- See WCUZ-FM			
WKWM	, 1140,	5 KW (DAYS, DA)	Black	SBN, \$16.00	(Patt)	
WOOD	, 1300,	5 KW (DA-N)	MOR/Full Service	NBC, \$54.00	(Katz)	
WCUZ-F	, 101.3,	50 KW @ 420	Country	ABC, \$75.00	(Christal)	Federated
WFUR-F	, 102.9,	48 KW @ 510	Religion	, \$15.00	(---	Kuiper
WGRD-F	, 97.9,	13 KW @ 590	CHR	, \$42.00	(Durpetti)	Regional
WJFM-F	, 93.7,	320 KW @ 780	CL AOR	CBS, \$36.00	(Torbet)	Fetzer
WKLQ-F	, 94.5,	50 KW @ 500	AOR	ABC, \$44.00	(Eastman)	Bloomington
WLAV-F	, 96.9,	50 KW @ 500	AOR	SMN, \$62.00	(MHR)	Adams
WLHT-F	, 95.7,	41 KW @ 554	AC	, \$66.00	(Eastman)	Liggett
WODJ-F	, 107.3,	50 KW @ 492	Oldies	UNIULT, \$40.00	(Banner)	Goodrich(GREENVILLE)
WOOD-F	, 105.7,	265 KW @ 810	EZ	, \$57.00	(Katz)	
WYXX-F	, 96.1,	50 KW @ 492	Soft AC	UNISUP, \$24.00	(Patt)	(HOLLAND)
WMUS-F	, 106.9,	50 KW @ 480	Country	ABC, \$39.00	(HNWH)	(MUSKEGON)
WSNX-F	, 104.5,	50 KW @ 360	CHR	UNIPWR, \$34.00	(Banner)	Goodrich (MUSKEGON)

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/792,600
 MSA Rank/Pop: 56/942,000
 ADI # 49
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 30/24
 Diaries: 1295/612:1/57.7%
 Sample Target: 1155
 % Below Line: 5.6
 % Not Listed: 13.3

1990 Revenue: \$23,300,000
 HH Inc.: \$26,025
 Retail \$: 7.5 Bil
 Pop per Station: 33,025
 #1 Biller: WTQR-F \$4,900,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	239/17.3	17.6	19.9	15.0	18.6	17.5	389/4525	2615/33.0	30.0	30.4	17.0	260	2210	WTQR-F
2. WKRR-F (CL AOR)	112/ 8.1	8.2	8.8	9.4	10.6	8.6	190/2699	1494/18.8	18.7	19.5	15.0	229	1891	WKRR-F
3. WJMH-F (B)	101/ 7.3	6.7	6.3	6.5	7.7	6.7	163/2400	1421/17.9	15.8	15.3	10.4	158	1900	WJMH-F
4. WMAG-F (AC)	91/ 6.6	5.2	5.4	6.3	3.6	5.9	148/2044	1144/14.4	12.9	11.3	4.9	75	797	WMAG-F
5. WQMG-F (B)	89/ 6.4	6.2	5.7	5.2	5.2	5.9	108/1530	1069/13.5	13.2	10.1	7.1	109	1320	WQMG-F
6. WWWB-F (AC)	68/ 4.9	5.1	4.5	5.0	4.8	4.9	96/1539	1013/12.8	12.0	12.7	2.8	43	608	WWWB-F
7. WSJS (FS)	58/ 4.2	5.8	5.6	5.1	4.6	5.2	59/808	778/ 9.8	11.8	11.2	3.4	52	715	WSJS
8. WKZL-F (CHR)	57/ 4.1	4.8	5.1	4.5	3.9	4.6	81/1711	1062/13.4	14.7	14.9	4.4	67	1063	WKZL-F
9. WKSI-F (CHR)	55/ 4.0	3.6	4.5	4.6	4.0	4.2	110/2082	1019/12.9	12.9	13.5	5.4	83	1027	WKSI-F
10. WMQX-F (O)	42/ 3.0	4.4	2.5	4.3	4.7	3.6	93/1843	936/11.8	12.5	15.4	3.5	53	701	WMQX-F
11. WWMY-F (SAC)	32/ 2.3	1.4	1.8	2.9	2.5	2.1	46/695	539/ 6.8	5.4	5.4	1.6	25	382	WWMY-F
12. WHPE-F (REL)	26/ 1.9	1.4	1.7	2.1	1.4	1.8	32/526	401/ 5.1	3.4	3.9	1.8	28	329	WHPE-F
13. WPCM-F (C)	24/ 1.7	1.8	1.8	2.1	2.5	1.8	120/1593	447/ 5.6	5.3	5.9	0.8	12	99	WPCM-F
14. WRDX-F (O)	23/ 1.7	0.9	0.9	0.5	1.3	1.0	36/471	319/ 4.0	2.5	2.9	1.6	25	308	WRDX-F
15. WFMX-F (C)	22/ 1.6	2.2	1.3	1.8	1.6	1.7	63/1055	508/ 6.4	6.8	4.4	0.6	9	224	WFMX-F
16. WMFR (BB)	20/ 1.4	1.6	1.6	2.4	1.7	1.8	20/212	212/ 2.7	3.5	3.6	0.7	11	384	WMFR
17. WWGL-F (G)	19/ 1.4	1.5	0.5	1.4	1.9	1.2	28/564	369/ 4.7	3.3	3.8	0.9	14	391	WWGL-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 86.22% (1032 of 1197) (SUM 90: 86.97%)

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

OTHER RATED STATIONS	METRO CUME	TSA	TSA
SHARE/RTG/AQH/CUME			
WAAA 980 Winston-Salem	1.1/3.3/	15/	265
WGLD 1320 Greensboro	0.7/2.5/	9/	210
WKEW 1400 Greensboro	0.9/2.3/	13/	182
WKXR 1260 Asheboro	0.6/1.2/	8/	99
WMQX 1340 Winston-Salem	0.1/0.4/	1/	28
WPET 950 Greensboro	1.0/2.0/	17/	187
WQMG 1510 Greensboro	0.5/1.7/	7/	135
WSGH 1040 Lewisville/W-S	0.4/0.7/	6/	64
WSMX 1500 Winston-Salem	1.0/1.1/	14/	93
WBT -F 107.9 Charlotte	0.7/0.9/	31/	451
WDCG-F 105.1 Durham/Raleigh	0.4/2.5/	49/	980
WEZC-F 102.9 Hickory	0.4/1.3/	41/	559
WPEG-F 97.9 Concord	0.8/1.7/	35/	323

GREENSBORO-WS

RADIO STATIONS

WAAA	,	980,	1 KW/69 W	,	Black		NBN, \$17.00	(---)	
WMFR	,	1230,	1 KW	,	Nostalgia		ABC APR, \$21.00	(Christal)	Voyager
WSJS	,	600,	5 KW (DA-2)	,	MOR/Full Service		NBC MBS, \$44.00	(Mc-Guild)	New Market
WHPE-F,		95.5,	100 KW @ 522	,	Religion		\$14.00	(---)	
WJMH-F,		102.1,	66 KW @ 1165	,	Black/Urban		\$50.00	(HNWH)	Beasley (REIDSVILLE)
WKRR-F,		92.3,	100 KW @ 1288	,	Classic AOR		\$70.00	(Katz)	Dick
WKSJ-F,		98.7,	100 KW @ 1035	,	CHR		\$42.00	(Eastman)	Bahakel
WKZL-F,		107.5,	100 KW @ 500	,	CHR		ABC, \$45.00	(Banner)	
WMAG-F,		99.5,	100 KW @ 1500	,	AC		\$77.00	(Christal)	Voyager
WMQX-F,		93.1,	100 KW @ 1099	,	Oldies		\$39.00	(Durpetti)	Guild
WPCM-F,		101.1,	100 KW @ 1176	,	Country		MBS, \$23.00	(---)	(BURLINGTON)
WQMG-F,		97.1,	100 KW @ 1234	,	Black		CBS, \$40.00	(Banner)	
WTQR-F,		104.1,	100 KW @ 1420	,	Country		MBS, \$94.00	(Mc-Guild)	New Market
WHMY-F,		94.5,	100 KW @ 982	,	EZ		UNIULT, \$25.00	(Katz)	Ragan Henry (EDEN)
WWWB-F,		100.3,	100 KW @ 1035	,	AC		UNISUP UNIULT, \$46.00	(MMR)	Mann
WWGL-F,		94.1,	100 KW @ 485	,	Religion		\$17.00	(---)	(LEXINGTON)

GREENVILLE, NC

Arbitron Rank/Pop (12+): 83/420,000

Stations: 24/18
Diaries: 938/448:1/53.0%
Sample Target: 855
% Below Line: 8.8
% Not Listed: 14.3

1990 Revenue: NA
HH Inc.: NA
Retail \$: NA
Pop per Station: 23,333
#1 Biller: NA

MSA Rank/Pop: NA
ADI # 105
Average Person Ratings: 15.6
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. WRNS-F (C)	131/19.9	18.7	17.5	16.7	----	18.2	181/1846	1204/28.7	29.4	0.0			WRNS-F
2. WIKS-F (B)	106/16.1	18.5	16.8	18.6	----	17.5	137/1586	1068/25.4	27.2	0.0			WIKS-F
3. WKOO-F (O)	38/ 5.8	3.9	5.0	6.5	----	5.3	49/541	385/ 9.2	8.1	0.0			WKOO-F
4. WNCT-F (EZ)	37/ 5.6	5.8	5.3	6.8	----	5.9	65/995	430/10.2	10.9	0.0			WNCT-F
WDLX-F (AC)	37/ 5.6	8.0	7.2	7.1	----	7.0	67/1313	801/19.1	18.6	0.0			WDLX-F
6. WKQT-F (AOR)	29/ 4.4	4.2	6.8	4.2	----	4.9	34/606	528/12.6	12.3	0.0			WKQT-F
7. WVVY-F (AC)	26/ 4.0	2.2	1.7	1.4	----	2.3	37/638	539/12.8	9.7	0.0			WVVY-F
8. WTRG-F (O)	24/ 3.7	1.3	3.3	2.3	----	2.7	74/1026	285/ 6.8	6.6	0.0			WTRG-F
9. WRHT-F (CHR)	21/ 3.2	3.2	2.6	3.2	----	3.0	22/365	344/ 8.2	8.3	0.0			WRHT-F
10. WQDW-F (B)	18/ 2.7	2.5	3.2	1.0	----	2.3	18/262	262/ 6.2	5.8	0.0			WQDW-F
11. WXQR-F (AOR)	15/ 2.3	2.3	1.6	2.6	----	2.2	22/285	245/ 5.8	4.6	0.0			WXQR-F
12.													
13.													
14.													
15.													

12+ FM SHARE (METRO): 90.94% (512 of 563) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WIKS-F>	1 WRNS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F>>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WIKS-F>	1 WIKS-F>>
2 WVVY-F	2 WRNS-F>	WIKS-F>>	2 WIKS-F>	2 WIKS-F>	2 WNCT-F	2 WIKS-F>>	2 WIKS-F>	2 WIKS-F>>	2 WRNS-F>>	2 WRNS-F
3	3 WDLX-F	3 WKOO-F	3 WKOO-F>	3 WKOO-F>	3 WKOO-F	3 WDLX-F	3 WNCT-F	3 WKOO-F	3 WDLX-F	3
4	4 WKQT-F	WDLX-F	4 WTRG-F	4 WTRG-F<	4 WIKS-F	4 WKOO-F	4 WKOO-F	4 WDLX-F	4 WNCT-F	4
5	5	5	5 WDLX-F	5 WDLX-F	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F	1 WIKS-F>	1 WIKS-F	1 WRNS-F	1 WRNS-F>	1 WIKS-F	1 WIKS-F>	1 WIKS-F>	1 WIKS-F	1 WRNS-F
2 WRNS-F>>	2 WRNS-F	2 WDLX-F>	2 WIKS-F>	2 WIKS-F>	2 WRNS-F>>	2 WRNS-F>>	2 WRNS-F>	2 WRNS-F>>	2 WIKS-F
3 WRHT-F	WDLX-F	3 WRNS-F>	3 WDLX-F	3 WDLX-F	3 WRHT-F	3 WKQT-F>	3 WKQT-F>	3 WKOO-F	3 WKOO-F
WDLX-F>	4	4 WQDW-F	4	4 WTRG-F	WKQT-F	4 WXQR-F	4 WTRG-F	4 WKQT-F	4
5 WXQR-F	5	WKQT-F	5	5 WKOO-F	5 WXQR-F	WDLX-F	WRDU-F	5	5
WVVY-F	6	6	6	6	WDLX-F	6	WVVY-F	6	6

OTHER RATED STATIONS	METRO SHARE/RTG	CUME	TSA	TSA
	SHARE/RTG/AQH/CUME			
WELS 1010 Kinston	1.2/2.6/	8/	109	
WGHB 1250 Farmville/Grnv	0.6/1.5/	4/	62	
WJNC 1240 Jacksonville	2.0/1.7/	13/	83	
WMBL 740 Morehead City	0.6/1.1/	5/	55	
WNOS 1450 New Bern	0.8/0.9/	5/	37	
WOOW 1340 Greenville	0.6/2.4/	4/	99	
WRNS 960 Kinston	0.5/1.5/	3/	63	
WRQR-F 94.3 Farmville/Grnv	0.9/3.1/	9/	177	
WGTM 590 Wilson	1.1/2.0/	46/	329	
WKTC-F 96.9 Tarboro/Rky Mnt	1.1/4.3/	83/	900	
WPTF 680 Raleigh/Durham	0.5/1.5/	7/	159	
WRDU-F 106.1 Wilson	2.1/5.8/	46/	779	
WVBS-F 99.9 Burgaw	0.5/2.9/	11/	205	

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	, COUNTRY	, \$ 10.00 (---)	(KINSTON)
WOOW, 1340, 1 KW (DA-1)	, GOSPEL	, \$ 9.00 (Southern)	(GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1780, AC		ABC, \$ 31.00 (Banner)	(WASHINGTON)
WHTF-F, 103.7, 50 KW @ 330, BLACK		, \$ 13.00 (McGuilid)	(WILLIAMSTON)
WIKS-F, 101.9, 100 KW @ 983, BLACK		ABC, UNIULT, \$ 37.00 (HNWH)	(NEW BERN)
WKOO-F, 98.7, 100 KW @ 978, OLDIES		MBS, \$ 17.00 (Eastman)	(JACKSONVILLE)
WNCT-F, 107.9, 100 KW @ 1701, EZ		ABC, \$ 21.00 (MMR)	Park (WASHINGTON)
WQDW-F, 97.7, 3 KW @ 248, BLACK (?)		, \$ 12.00 (Republic)	(KINSTON)
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY		UNIULT, \$ 39.00 (McGuilid)	Pinnacle (KINSTON)
WSFL-F, 106.5, 100 KW @ 915, AC		UNIPWR, \$ 18.00 (Eastman)	(NEW BERN)
WXQR-F, 105.5, 3 KW @ 300, AOR		ABC, \$ 13.00 (TN)	(JACKSONVILLE)
WKQT-F, 103.3, 100 KW @ 593, AOR		ABC, \$ 16.00 (Christal)	(NEWPORT)

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/646,200

Stations: 28/19
Diaries: 1109/583:1/51.1%
Sample Target: 1065
% Below Line: 5.7
% Not Listed: 15.2

1990 Revenue: \$21,300,000
HH Inc.: \$26,955
Retail \$: 4.7 Bill
Pop per Station: 34,010
#1 Biller: WESC-AF \$4,600,000

MSA Rank/Pop: 81/633,000
ADI # 35 (w/Asheville)
Average Person Ratings: 15.9
Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WESC-F (C)	125/12.2	15.4	13.0	11.7	11.9	13.1	261/3096	1478/22.9	27.7	21.7	11.7	132	1324	WESC-F
2. WMYI-F (AC)	121/11.8	12.8	12.4	10.9	11.1	12.0	206/2551	1446/22.4	26.8	26.6	9.2	104	1245	WMYI-F
3. WSSL-F (C)	102/ 9.9	11.4	10.8	11.1	10.5	10.8	203/2762	1512/23.2	24.3	20.3	12.1	137	1494	WSSL-F
4. WROQ-F (AOR)	87/ 8.5	6.7	6.1	6.3	5.2	6.9	120/1567	1100/17.0	14.8	12.8	11.6	131	1313	WROQ-F
5. WSPA-F (EZ)	78/ 7.6	6.5	6.4	5.5	5.8	6.5	147/1743	1017/15.7	14.6	14.1	4.7	53	483	WSPA-F
6. WFBC-F (O)	57/ 5.6	6.0	5.6	7.8	6.6	6.3	94/1639	914/14.1	14.7	17.9	5.3	60	985	WFBC-F
7. WLWZ-F (B)	47/ 4.6	6.0	6.6	5.7	8.1	5.7	47/592	567/ 8.8	10.8	11.7	7.4	83	824	WLWZ-F
8. WBBO-F (CHR)	38/ 3.7	4.1	2.3	1.7	1.4	3.0	116/1537	688/10.6	9.8	3.0	4.4	50	856	WBBO-F
9. WMUU-F (EZ)	28/ 2.7	1.2	1.2	2.0	1.7	1.8	34/531	382/ 5.9	5.3	3.9	1.1	12	271	WMUU-F
10. WFBC (N/T)	25/ 2.4	1.5	2.0	2.7	2.1	2.2	26/310	250/ 3.9	3.7	4.7	1.2	13	231	WFBC
11. WWHM-F (AC)	20/ 1.9	1.8	4.4	8.1	8.2	4.1	41/822	568/ 8.8	8.4	21.3	1.9	21	446	WHM-F
WSPA (FS)	20/ 1.9	1.7	1.7	1.6	2.1	1.7	21/339	304/ 4.7	4.6	5.0	1.1	12	280	WSPA
13. WPJM (G)	16/ 1.6	0.7	2.3	2.0	1.2	1.6	16/155	155/ 2.4	1.8	3.1	1.2	13	206	WPJM
14. WCKZ-F (B)	11/ 1.1	2.2	2.1	3.9	3.1	2.3	28/752	377/ 5.8	6.0	7.4	2.0	22	528	WCKZ-F
WHYZ (B)	11/ 1.1	1.6	2.3	1.9	1.8	1.7	11/212	207/ 3.2	3.2	3.7	1.8	20	254	WHYZ

12+ FM SHARE (METRO): 88.05% (766 of 870) (SUM 90: 89.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBO-F	1 WROQ-F	1 WMYI-F>	1 WMYI-F	1 WMYI-F	1 WESC-F>	1 WESC-F	1 WESC-F	1 WMYI-F<	1 WROQ-F>	1 WSSL-F>
2 WROQ-F>	2 WMYI-F	2 WROQ-F	2 WESC-F	2 WESC-F	2 WSPA-F<	2 WMYI-F	2 WMYI-F	2 WESC-F	2 WSSL-F	2 WLWZ-F
3 WLWZ-F	3 WSSL-F>	WESC-F	3 WSSL-F	3 WSSL-F	3 WMYI-F	3 WMYI-F	3 WSPA-F	3 WSSL-F	3 WMYI-F<	3 WESC-F
4 WMYI-F	4 WLWZ-F	4 WSSL-F>	4 WSPA-F	4 WSPA-F	4 WSSL-F	4 WROQ-F<	4 WSSL-F	4 WROQ-F<	4 WLWZ-F	4
5	5 WESC-F	5 WSPA-F	5 WROQ-F	5 WFBC-F	5 WFBC-F	5 WSPA-F	5 WROQ-F>	5 WSPA-F>	5 WESC-F	5
6	6 WBBO-F	6 WLWZ-F	6 WFBC-F	6 WROQ-F	6	6	6 WFBC-F	6 WFBC-F	6 WSPA-F<	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 WMYI-F	1 WMYI-F>	1 WMYI-F>	1 WMYI-F	1 WMYI-F	1 WROQ-F>>	1 WROQ-F>>	1 WROQ-F	1 WROQ-F	1 WMYI-F
2 WROQ-F	2 WLWZ-F<	2 WLWZ-F	2 WESC-F	2 WESC-F>	2 WSSL-F	2 WSSL-F<	2 WMYI-F	2 WMYI-F	2 WESC-F
3 WSSL-F	3 WSSL-F	3 WSSL-F	3 WSSL-F	3 WSPA-F	3 WMYI-F	3 WMYI-F>	3 WSSL-F>	3 WSSL-F	3 WSSL-F
4 WBBO-F	WROQ-F>	WSPA-F	4 WSPA-F	4 WSSL-F	4	4 WLWZ-F	4 WLWZ-F	4 WESC-F	4 WROQ-F>
5 WLWZ-F	5 WESC-F	WESC-F	5 WFBC-F	5 WFBC-F	5	WESC-F	WESC-F	5	5 WSPA-F
6 WWHM-F	WBBO-F	6 WROQ-F	6 WLWZ-F<	6	6	6	6	6	6
7	7 WSPA-F	7	7 WROQ-F	7	7	7	7	7	7

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

WASC	1530	Spartanburg	0.8/1.8/	8/ 118
WESC	660	Greenville	1.0/2.4/	13/ 210
WORD	910	Spartanburg	0.5/1.8/	5/ 131
WRIX	1020	Homeland Park	0.8/0.9/	8/ 65
WRIX-F	103.1	HoneaPath/Ander	0.6/2.2/	10/ 213
WBFM-F	98.1	Seneca	0.5/1.9/	6/ 165
WBT -F	107.9	Charlotte	0.7/4.0/	10/ 392
WFOX-F	97.1	Gainsville	0.6/2.3/	14/ 382
WKSF-F	99.9	Asheville/Hndrs	0.9/4.0/	61/1358
WHIT-F	106.9	Black Mountain	0.6/2.5/	30/ 604
WPEG-F	97.9	Concord	0.9/2.4/	18/ 306
WSNW	1150	Seneca	0.1/0.1/	1/ 19
WWMG-F	96.1	Shelby	0.4/1.8/	12/ 348

RADIO STATIONS

WFBC	1330	5 KW (DA-N)	News/Talk	NBC SUN, \$23.00	(Katz)	Multimedia
WHYZ	1070	50 KW (DAYS,DA)	Black	\$25.00	(K & P)	
WPJM	800	1 KW (DAYS)	Nostalgia	ABC, \$19.00	(Keystone)	(GREER)
WSPA	950	5 KW (DA-N)	MOR	CBS, \$24.00	(Mc-Guild)	
WWHM-F	107.3	100 KW @ 1010	SAC	ABC, \$50.00	(Chrystal)	Degree (ANDERSON)
WBBO-F	93.3	93 KW @ 2030	CHR	\$25.00	(Torbet)	(FOREST CITY)
WROQ-F	101.1	100 KW @ 986	AOR	ABC, \$45.00	(Durpetti)	ABS (ANDERSON)
WFBC-F	93.7	100 KW @ 1850	AC	ABC, \$65.00	(Katz)	Multimedia
WESC-F	92.5	100 KW @ 2000	Country	ABC, \$95.00	(Banner)	
WLWZ-F	103.9	3 KW @ 328	Black	\$32.00	(HNWH)	Voyager
WMUU-F	94.5	100 KW @ 1200	EZ	APR, \$18.00	(---)	
WMYI-F	102.5	20 KW @ 1782	AC	\$88.00	(Eastman)	AmCom (HNDRSNVLE)
WSPA-F	98.9	100 KW @ 1910	EZ	\$40.00	(Mc-Guild)	
WSSL-F	100.5	100 KW @ 1241	Country	UNIPWR, \$44.00	(Mc-Guild)	Capstar (GRAY COURT)

HARRISBURG

Arbitron Rank/Pop (12+): 74/502,000
 MSA Rank/Pop: 87/597,000
 ADI # 45 (w/York & Lancaster)
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 26/16
 Diaries: 984/510:1/60.2%
 Sample Target: 925
 % Below Line: 17.0
 % Not Listed: 13.9

1990 Revenue: \$14,600,000
 HH Inc.: \$34,026
 Retail \$: 5.4 Bill
 Pop per Station: 31,375
 #1 Biller: WNNK-AF \$5,700,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	93/10.8	12.7	15.4	12.9	13.4	12.9	105/1736	1390/27.7	29.8	33.3	14.2	88	1477	WNNK-F
2. WTPA-F (AOR)	91/10.6	12.4	7.6	7.8	7.6	9.6	115/1301	886/17.6	19.5	14.0	13.4	83	756	WTPA-F
3. WWKL-F (O)	86/10.0	7.2	7.1	7.3	7.6	7.9	123/1554	930/18.5	14.7	15.6	7.9	49	588	WWKL-F
4. WRKZ-F (C)	68/ 7.9	9.5	6.2	6.7	7.8	7.6	178/1935	778/15.5	17.4	13.4	6.5	40	690	WRKZ-F
5. WHP (FS)	54/ 6.3	5.3	6.9	5.9	6.0	6.1	74/1059	703/14.0	12.0	12.1	5.7	35	408	WHP
6. WHYL (BB)	46/ 5.3	3.8	3.3	3.8	3.5	4.1	57/529	411/ 8.2	7.8	8.0	1.9	12	327	WHYL
7. WQXA-F (CHR)	42/ 4.9	4.5	6.0	4.8	8.0	5.1	110/1711	723/14.4	13.5	15.7	11.3	70	926	WQXA-F
8. WIMX-F (AC)	39/ 4.5	5.0	5.1	5.0	5.8	4.9	44/655	570/11.4	11.0	12.1	5.3	33	479	WIMX-F
9. WNCE-F (EZ)	38/ 4.4	3.0	4.1	4.3	3.2	4.0	128/1489	369/ 7.4	8.1	7.4	1.6	10	269	WNCE-F
10. WHYL-F (C)	37/ 4.3	5.0	2.5	4.8	2.4	4.2	40/468	406/ 8.1	7.8	6.0	4.7	29	372	WHYL-F
11. WHP -F (EZ)	28/ 3.3	3.2	2.3	2.7	2.5	2.9	32/688	456/ 9.1	8.9	9.1	2.1	13	265	WHP -F
12. WHTF-F (AOR)	24/ 2.8	1.8	1.7	2.6	1.5	2.2	67/1337	493/ 9.8	7.3	6.0	2.9	18	269	WHTF-F
13. WLBR (FS)	12/ 1.4	2.3	2.5	2.7	2.9	2.2	15/324	267/ 5.3	6.5	7.3				WLBR
14. WKBO (N)	11/ 1.3	1.3	2.6	1.7	1.4	1.7	12/327	305/ 6.1	4.9	5.9	1.5	9	215	WKBO
15.														

12+ FM SHARE (METRO): 80.97% (600 of 741) (SUM 90: 80.82%)

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

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WCMB 1460 Harrisburg	0.5/3.5/	7/ 208		
WCTX-F 92.1 Palmyra/Lncster	0.3/1.3/	3/ 72		
WNNK 1400 Harrisburg	0.5/2.5/	4/ 124		
WUFH-F 100.1 Lebanon	1.0/2.7/	9/ 173		
WWII 720 Shirmnstwn/Hrsb	1.2/3.1/	10/ 174		
WARM-F 103.3 York	0.9/4.1/	170/1814		
WDAC-F 94.5 Lancaster	0.9/4.0/	51/ 947		
WGTY-F 107.7 Gettysburg	0.3/2.4/	58/ 677		
WIKZ-F 95.1 Chambersbrg/Hgrs	0.5/1.2/	4/ 66		
WIOV-F 105.1 Ephrata/Lncstr	0.5/1.5/	86/ 959		
WLAN-F 96.9 Lancaster	1.0/3.8/	45/1070		
WYCR-F 98.5 York/Hanover	0.7/4.6/	78/1386		

RADIO STATIONS

WCMB , 1460, 5 KW (DA-N)	, Oldies	NBC UNISUP, \$15.00	(Eastman)
WHP , 580, 5 KW (DA-N)	, MOR/Full Service	CBS NBC, \$34.00	(MMR)
WHYL , 960, 5 KW/22 W (DA-1)	, Nostalgia	UNIULT, \$16.00	(---)
WLBR , 1270, 5 KW/1 KW (DA-2)	, MOR	ABC, \$17.00	(K & P)
WHYL-F, 102.3, 3 KW @ 328	, Country	CNN, \$88.00	(---)
WIMX-F, 99.3, 3 KW @ 328	, AC	UNIPWR, \$34.00	(Mc-Guild)
WNNK-F, 104.1, 22 KW @ 725	, CHR	APR, \$101.00	(Christal)
WRKZ-F, 106.7, 14 KW @ 928	, Country	ABC, \$80.00	(Torbet)
WTPA-F, 93.5, 1 KW @ 620	, AOR	ABC, \$31.00	(Banner)
WWKL-F, 94.9, 25 KW @ 700	, Oldies	UNIULT, \$37.00	(Katz)
WHP -F, 97.3, 17 KW @ 840	, Soft AC	CBS, \$32.00	(MMR)

Other ranked stations -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/990,800 Stations: 27/16 1990 Revenue: \$39,800,000
 MSA Rank/Pop: 44/1,130,000 Diaries: 1390/713:1/50.7% HH Inc.: \$42,925
 ADI # 23 (w/New Haven) Sample Target: 1295 Retail \$: 10.4 B11
 Average Person Ratings: 17.2 % Below Line: 16.9 Pop per Station: 61,925
 Market TSL: 23.00 hours % Not Listed: 13.9 #1 Biller: WTIC \$8,800,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. WTIC (FS)	268/15.7	16.2	15.0	14.8	17.2	15.4	326/4098	2850/28.8	30.0	30.2	11.4	173	2251
2. WTIC-F (CHR)	155/ 9.1	8.8	9.3	9.0	10.2	9.1	249/4721	2645/26.7	26.2	27.9	11.8	180	3511
3. WWYZ-F (C)	122/ 7.1	5.6	6.7	8.4	6.8	6.9	239/2626	1407/14.2	12.8	14.8	7.2	109	1207
4. WHCN-F (AOR)	118/ 6.9	5.6	5.5	6.7	6.0	6.2	171/3019	1613/16.3	16.5	18.2	6.4	98	1409
5. WRCH-F (SAC)	108/ 6.3	7.8	6.6	8.0	8.0	7.2	169/2748	1706/17.2	16.7	19.7	4.6	70	798
6. WDRC-F (O)	98/ 5.7	4.3	5.3	5.9	5.7	5.3	213/3391	1431/14.4	15.5	14.9	4.4	67	1047
7. WKSS-F (CHR)	92/ 5.4	5.4	6.1	5.4	6.1	5.6	186/4101	1804/18.2	19.0	18.6	8.2	125	2270
8. WCCC-F (AOR)	81/ 4.7	5.4	6.1	4.7	4.7	5.2	127/2525	1432/14.5	16.8	15.6	8.1	124	1788
9. WZMX-F (AC)	79/ 4.6	4.6	2.8	1.5	---	3.4	118/2172	1325/13.4	12.8	0.0	3.3	50	1012
10. WIOF-F (AC)	60/ 3.5	4.2	4.3	5.3	6.3	4.3	88/1778	1009/10.2	12.2	17.0	2.9	44	675
11. WPOP (N/T)	41/ 2.4	2.8	3.9	2.9	2.0	3.0	50/1051	890/ 9.0	8.5	7.6	3.1	48	696
12.													
13.													
12+ FM SHARE (METRO):		71.65%	(1054 of 1471)		(SUM 90:	72.66%)							

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WTIC >>	1 WTIC >>	1 WTIC	1 WTIC	1 WTIC >	1 WTIC >>
2 WKSS-F	2 WTIC-F	2 WTIC-F	2 WWYZ-F	2 WWYZ-F	2 WTIC-F	2 WTIC-F	2 WRCH-F	2 WTIC-F	2 WTIC-F	2 WTIC-F
3 WCCC-F	3 WCCC-F	3 WDRC-F	3 WDRC-F	3 WDRC-F	3 WRCH-F	3 WHCN-F	3 WWYZ-F	3 WWYZ-F	3 WKSS-F	3 WCCC-F
4	4 WKSS-F	4 WWYZ-F	4 WTIC-F	4 WTIC <	4 WDRC-F	4 WWYZ-F	4 WTIC-F	4 WHCN-F	4 WHCN-F	4 WPOP
5	5 WZMX-F	5 WCCC-F	5 WZMX-F	5 WTIC-F	5	5 WRCH-F	5 WDRC-F	5 WRCH-F	5 WCCC-F	5 WHCN-F
6	6	6 WZMX-F	WTIC	6 WRCH-F	6	6 WCCC-F	6 WHCN-F	6 WDRC-F	6	6
7	7	7 WKSS-F	WRCH-F	7 WZMX-F	7	7	7	7 WKSS-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 WTIC-F	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WTIC <	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WHCN-F
2 WKSS-F	2 WKSS-F	2 WKSS-F	2 WKSS-F	2 WTIC-F	2 WCCC-F	2 WCCC-F	2 WCCC-F	2 WDRC-F	2 WDRC-F
3 WCCC-F	3 WCCC-F	3 WZMX-F	3 WCCC-F	3 WRCH-F	3 WTIC-F	3 WTIC-F	3 WTIC-F	3 WCCC-F	3 WWYZ-F
4 WZMX-F	4 WZMX-F	4 WHCN-F	4 WRCH-F	4 WWYZ-F	4 WAQY-F	4 WDRC-F	4 WDRC-F	4 WWYZ-F	4 WTIC-F
5 WHCN-F	5 WHCN-F	5 WIOF-F	5 WWYZ-F	5 WDRC-F	5 WDRC-F	5	5 WWYZ-F	5 WTIC-F	5 WTIC-F
6	6	6	6 WHCN-F	6 WZMX-F	6 WKSS-F	6	6 WPLR-F	6	6 WRCH-F

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

WDRC	1360	Hartford	1.1/2.9/ 18/ 343
WKND	1480	Windsor	0.4/1.1/ 6/ 112
WLVA	1230	Manchester	1.3/1.3/ 22/ 131
WMMW	1470	Meriden	0.9/1.8/ 24/ 274
WNEZ	910	New Britain/Hrt	0.7/2.6/ 13/ 284
WRYM	840	New Britain	0.5/1.2/ 8/ 143
WAAF-F	107.3	Worcester	0.3/2.1/ 54/ 985
WAQY-F	102.1	Springfield	2.2/7.7/133/2422
WCBS	880	New York	0.5/2.3/ 43/1268
WFAN	660	New York	1.1/4.6/ 76/1449
WHYN-F	93.1	Springfield	0.8/3.2/ 85/1546
WKCI-F	101.3	Hamden	0.9/5.8/136/2625
WMAS-F	94.7	Springfield	0.5/2.8/102/1524
WPX-F	97.9	Enfield	0.8/2.1/101/1098
WPLR-F	99.1	New Haven	2.1/7.0/112/2059
WVRX-F	103.7	Westerly/Prvdnc	0.7/2.0/ 39/ 875

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, SEE WDRC-F
WKND, 1480, 500 W (DAYS,DA)	, BLACK SBN, \$ 20.00 (---
WNEZ, 910, 5 KW (DA-N)	, EZ/NOST. \$ 25.00 (Banner)
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK ABC, \$ 42.00 (Eastman) Merv Griffin
WRYM, 840, 1 KW (DAYS)	, HISPANIC \$ 20.00 (Caballero)
WTIC, 1080, 50 KW (DA-N)	, MOR/FULL SER. NBC, \$ 190.00 (CBS) Chase
WCCC-F, 106.9, 23 KW @ 730, AOR	ABC, SOURCE, \$ 41.00 (Durpett1)
WDRC-C, 102.9, 20 KW @ 805, OLDIES	\$ 120.00 (McGuilid) Buckley
WIOF-F, 104.1, 18 KW @ 836, AC	CBS, \$ 68.00 (Eastman) Merv Griffin (WATERBURY)
WNCN-F, 105.9, 16 KW @ 867, AOR	\$ 71.00 (Christal) Beck-Ross
WKSS-F, 95.7, 17 KW @ 877, CHR	APR, \$ 62.00 (MMR) Precision
WZMX-F, 93.7, 21 KW @ 780, AC	\$ N/A (Torbet)
WRCH-F, 100.5, 8 KW @ 1250, EZ/SOFT AC	\$ 60.00 (Banner)
WTIC-F, 96.5, 20 KW @ 812, CHR	\$ 170.00 (CBS) Chase
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY	UNIULT, \$ 58.00 (Banner) (WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/705,900

Stations: 27/27

1990 Revenue: \$21,000,000

MSA Rank/Pop: 63/860,000

Diaries: 1128/626:1/56.9%

HH Inc.: \$42,864

No ADI

Sample Target: 1095

Retail \$: 7.9 Bil

Average Person Ratings: 17.1

% Below Line: 0.0

Pop per Station: 26,144

Market TSL: 23.50 hours

% Not Listed: 6.4

#1 Biller: KSSK \$4,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KCCN-F (E)	160/13.3	10.9	9.2	6.7	6.4	10.0	160/1616	1616/22.9	22.0	15.2	11.2	128	1497	KCCN-F
2. KIKI-F (CHR)	124/10.3	12.7	9.3	9.9	8.2	10.6	124/1625	1625/23.0	27.2	20.6	12.7	145	1960	KIKI-F
3. KQMQ-AF (CHR)	116/ 9.6	6.6	8.7	9.3	12.3	8.6	116/1795	1795/25.4	24.3	31.9	9.5	102	2015	KQMQ-AF
4. KSSK-F (AC) **	112/ 9.3	9.7	9.2	10.6	6.9	9.7	112/1528	1528/21.6	24.6	19.8	9.6	110	1414	KSSK-F
5. KUMU-AF (EZ)	98/ 8.1	8.8	8.3	9.4	10.6	8.6	98/1178	1178/16.7	17.6	19.5	7.7	83	848	KUMU-AF
6. KRTR-AF (AC)	80/ 6.6	5.4	5.8	7.8	6.6	6.4	80/1219	1219/17.3	16.7	17.4	5.2	52	795	KRTR-AF
KSSK (FS) **	80/ 6.6	10.5	11.5	10.3	9.4	9.7	80/1168	1168/16.5	21.8	20.1	7.0	80	891	KSSK
8. KPOI-F (AOR)	43/ 3.6	5.1	5.7	4.4	6.7	4.7	43/738	738/10.5	13.2	13.7	5.7	65	959	KPOI-F
KIKI (O)	43/ 3.6	3.3	3.6	2.3	2.3	3.2	43/610	610/ 8.6	7.9	7.1	2.3	26	505	KIKI
10. KCCN (E)	42/ 3.5	2.3	3.9	3.0	4.6	3.2	42/495	495/ 7.0	7.1	12.1	2.5	29	458	KCCN
11. KDEO-F (?)	31/ 2.6	2.0	1.3	1.7	2.5	1.9	31/439	439/ 6.2	5.6	4.7	2.3	26	396	KDEO-F
12. KHFX-F (CL AOR)	30/ 2.5	3.5	4.8	4.6	4.7	3.8	30/611	611/ 8.7	8.9	8.6	3.2	37	661	KHFX-F
KDEO (C)	30/ 2.5	0.7	0.6	0.7	1.0	1.1	30/352	352/ 5.0	2.7	2.7	1.7	19	315	KDEO
14. KHVH (N/T)	29/ 2.4	3.2	2.3	3.1	2.4	2.8	29/625	625/ 8.9	10.5	7.5	2.6	30	499	KHVH
15. KGU (N/T)	28/ 2.3	3.8	2.9	3.5	2.9	3.1	28/540	540/ 7.6	10.8	8.9	2.0	23	530	KGU
16. KHHH-F (AOR)	22/ 1.8	1.6	1.2	0.9	1.4	1.4	22/418	418/ 5.9	4.9	4.6	4.5	52	589	KHHH-F
17.														
18.														

** NOTE: STATION(S) DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 68.11% (769 of 1129) (SUM 90: 66.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>	1 KCCN-F>	1 KCCN-F>	1 KCCN-F	1 KCCN-F	1 KUMU-AF>	1 KSSK-F	1 KCCN-F>	1 KCCN-F	1 KIKI-F	1 KSSK-F
2 KQMQ-AF	2 KIKI-F	2 KSSK-F<	2 KSSK-F	2 KSSK-F	2 KSSK-F	2 KQMQ-AF	2 KQMQ-AF<	2 KIKI-F>	2 KCCN-F	2 KCCN-F
3 KCCN-F	3 KQMQ-AF	3 KQMQ-AF	3 KQMQ-AF	3 KQMQ-AF	KSSK	3 KSSK	3 KSSK-F<	3 KQMQ-AF	3 KQMQ-AF	3 KSSK
4	4 KRTR-AF	4 KIKI-F	4 KRTR-AF	4 KSSK	4 KQMQ-AF	4 KCCN-F>	4 KUMU-AF	4 KUMU-AF	4 KRTR-AF>	KQMQ-F
5	5 KSSK-F>	5 KRTR-AF>	5 KSSK	5 KRTR-AF	KCCN-F	5 KIKI-F	5 KIKI-F>	5 KSSK-F	5 KSSK-F	KHVH
6	6 KPOI-F	6 KSSK	6 KIKI-F	6 KUMU-AF	6	6 KUMU-AF	6 KRTR-AF	6 KRTR-AF	6	KGU <
7	KDEO-F	7	7	KIKI-F	7	7	7	7	7	7 KIKI-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 KRTR-AF	1 KCCN-F	1 KCCN-F>	1 KCCN-F<	1 KCCN-F	1 KIKI-F	1 KCCN-F>	1 KCCN-F>	1 KCCN-F>	1 KCCN-F
KIKI-F	2 KRTR-AF	2 KSSK-F>	2 KQMQ-AF	2 KSSK-F	KCCN-F>	2 KIKI-F>	2 KSSK-F	2 KIKI-F	2 KSSK-F>
3 KQMQ-AF	3 KQMQ-AF	3 KRTR-AF	3 KSSK-F	3 KQMQ-AF	3 KDEO-F>	3 KQMQ-AF	3 KRTR-AF	3 KSSK-F	3 KQMQ-AF
4 KCCN-F>	KSSK-F	4 KQMQ-AF	4 KRTR-AF	4 KUMU-AF	4 KQMQ-AF	4 KDEO-F	KIKI-F	4 KQMQ-AF>	4 KSSK
5 KSSK-F	KIKI-F	5 KIKI-F	5 KIKI-F>	5 KSSK	KHHH-F	5 KSSK-F	5 KQMQ-AF	5 KRTR-AF	5 KIKI
6	6	6	6 KSSK	6 KRTR-AF	6	6 KRTR-AF	6 KPOI-F	6 KSSK	6 KRTR-AF
7	7	7	7	7	7	7	7 KHFX-F	7	7

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

KAIM	870	Honolulu	0.3/1.5/	4/ 109
KAIM-F	95.5	Honolulu	1.0/3.1/	12/ 218
KISA	1540	Honolulu	0.7/1.6/	8/ 110
KLHT	1040	Honolulu	0.9/2.2/	11/ 158
KNDI	1270	Honolulu	0.5/1.9/	6/ 132
KOHO	1170	Honolulu	0.7/1.4/	9/ 101
KWAI	1080	Honolulu	0.4/1.6/	5/ 114
KZOO	1210	Honolulu	0.5/1.0/	6/ 73

RADIO STATIONS

KCCN	1420	5 KW		Ethnic		\$21.00	(Roslin)
KDEO	940	10 KW	--	See KDEO-FM			
KGU	760	10 KW		Talk	ABC CBS,	\$20.00	(Banner) Givens
KHVH	990	5 KW		News	NBC ABC,	\$26.00	(HNWH)
KIKI	830	10 KW		Oldies	UNISUP UNIULT,	\$21.00	(Christal) Henry
KSSK	590	7.5 KW/5 KW		MOR/Full Service		\$80.00	(Eastman) Bedford
KAIM-F	95.5	100 KW @ -24		Religion		\$11.00	(---)
KCCN-F	100.3	100 KW @ 2000		Ethnic		\$19.00	(K & P)
KDEO-F	102.7	61 KW @ 1893		Country	MBS,	\$24.00	(K & P)
KHFX-F	105.1	100 KW @ 1965		Classic AOR		\$25.00	(MMR)
KHHH-F	98.5	100 KW @ -279		Jazz/NAC	SMN,	\$24.00	(HNWH)
KIKI-F	93.9	100 KW @ -143		CHR		\$40.00	(Christal) Henry
KPOI-F	97.5	83 KW @ 46		AOR		\$41.00	(Banner)
KQMQ-F	93.1	54 KW @ -119		CHR		\$64.00	(Katz)
KRTR-F	96.3	75 KW @ 2140		AC		\$30.00	(Katz)
KSSK-F	92.3	100 KW @ 1950		AC		\$35.00	(Eastman) Bedford
KUMU-F	94.7	100 KW @ 78		EZ/Btfl		\$48.00	(Banner)

HOUSTON

Arbitron Rank/Pop (12+): 10/2,966,300

Stations: 33/31

1990 Revenue: \$124,000,000

MSA Rank/Pop: 8/3,700,000

Diaries: 2495/1189:1/46.7%

HH Inc.: \$33,870

ADI # 10

Sample Target: 2220

Retail \$: 26.5 B11

Average Person Ratings: 17.7

% Below Line: 0.6

Pop per Station: 95,687

Market TSL: 23.25 hours

% Not Listed: 11.9

#1 Biller: KIKK-AF \$13,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KILT-F (C)	431/ 8.2	9.5	7.5	7.5	8.6	8.2	468/6888	6093/20.5	21.3	18.9	7.7	442	4580	KILT-F
2. KIKK-F (C)	425/ 8.1	7.0	8.2	8.4	7.5	7.9	473/6941	6000/20.2	18.5	18.7	9.4	543	5966	KIKK-F
3. KODA-F (SAC)	303/ 5.8	5.5	5.3	4.4	4.0	5.3	308/4473	4331/14.6	15.8	10.2	4.8	277	3266	KODA-F
4. KMJQ-F (B)	265/ 5.1	7.0	6.6	7.9	7.2	6.7	273/4361	4084/13.8	13.9	15.2	5.5	317	4034	KMJQ-F
KLLO-F (AOR)	265/ 5.1	5.1	5.3	5.9	6.2	5.3	315/4847	4349/14.7	14.3	14.6	8.1	466	4845	KLLO-F
6. KHM-F (AC)	255/ 4.9	5.3	4.2	6.6	3.8	5.3	273/4659	4243/14.3	16.7	11.9	5.3	304	4313	KHM-F
7. KBXX-F (CHR)	250/ 4.8	3.6	2.3	2.0	2.9	3.2	265/3950	3675/12.4	9.4	9.1	7.5	431	3884	KBXX-F
8. KTRH (N)	248/ 4.7	4.4	5.4	5.2	5.9	4.9	279/4928	4245/14.3	15.8	16.1	2.8	163	2947	KTRH
9. KQUE-F (BB)	235/ 4.5	3.8	4.6	3.3	4.1	4.1	249/2548	2403/ 8.1	8.2	7.8	2.4	137	1605	KQUE-F
10. KRBE-F (CHR)	218/ 4.2	3.8	3.3	2.7	3.9	3.5	239/5606	5175/17.1	16.3	16.1	5.1	292	5065	KRBE-F
11. KLDE-F (O)	217/ 4.1	3.7	3.2	5.0	3.3	4.0	235/3732	3431/11.6	11.9	11.2	3.2	185	2197	KLDE-F
12. KZFX-F (CL AOR)	203/ 3.9	3.5	3.5	2.8	4.2	3.4	209/3551	3446/11.6	10.8	12.0	3.6	209	3396	KZFX-F
13. KPRC (N/T)	153/ 2.9	3.1	2.6	2.4	2.3	2.8	154/2569	2496/ 8.4	10.0	7.5	1.9	110	1799	KPRC
14. KHYS-F (B)	134/ 2.6	2.3	2.9	2.4	3.1	2.5	160/2860	2393/ 8.1	7.8	9.7	3.4	197	2735	KHYS-F
15. KLTR-F (AC)	131/ 2.5	3.3	3.5	3.9	3.5	3.3	132/3000	2983/10.1	10.0	11.2	2.3	134	2151	KLTR-F
16. KKBQ-F (CHR)	128/ 2.4	3.4	4.5	4.1	4.4	3.6	139/4212	3922/13.1	16.0	16.9	3.4	198	5012	KKBQ-F
17. KEYH (SP)	81/ 1.5	1.2	0.5	0.5	0.4	0.9	81/693	693/ 2.3	1.7	1.5	1.3	75	863	KEYH
18. KLAT (SP)	80/ 1.5	1.7	2.4	2.3	1.5	2.0	80/924	924/ 3.1	3.3	3.7	1.5	85	1294	KLAT
19. KQK-F (SP)	68/ 1.3	1.2	2.2	1.7	1.4	1.6	68/1087	1087/ 3.7	3.7	3.8	2.2	126	1462	KQK-F
20. KYOK (B)	66/ 1.3	1.0	1.6	1.2	1.6	1.3	66/1141	1100/ 3.7	3.3	4.1	0.5	31	407	KYOK
21. KJZS-F (J)	60/ 1.1	1.8	0.8	----	----	0.9	64/1139	1028/ 3.5	4.9	0.0	2.3	132	1312	KJZS-F
22. KHCB-F (REL)	54/ 1.0	1.4	1.0	0.6	0.9	1.0	56/874	839/ 2.8	3.3	2.8	1.1	65	843	KHCB-F
23. KXYZ (SP)	51/ 1.0	0.8	1.1	1.9	1.7	1.2	53/917	884/ 3.0	2.5	3.2	0.8	46	487	KXYZ

12+ FM SHARE (METRO): 80.31% (3708 of 4617) (SUM 90: 79.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F	1 KLLO-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KIKK-F	1 KILT-F	1 KMJQ-F	1 KMJQ-F
2 KRBE-F	2 KHM-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KIKK-F	2 KILT-F	2 KIKK-F	2 KBXX-F	2 KTRH
3 KKBQ-F	3 KMJQ-F	3 KLLO-F	3 KODA-F	3 KODA-F	3 KODA-F	3 KTRH	3 KODA-F	3 KODA-F	3 KIKK-F	3 KILT-F
4 KMJQ-F	4 KIKK-F	4 KODA-F	4 KLLO-F	4 KLLO-F	4 KTRH	4 KLLO-F	4 KHM-F	4 KHM-F	4 KRBE-F	4 KQUE-F
5	5 KILT-F	5 KHM-F	5 KLDE-F	5 KLDE-F	5 KODA-F	5 KODA-F	5 KQUE-F	5 KQUE-F	5 KBXX-F	5 KILT-F
6	6 KZFX-F	6 KZFX-F	6 KHM-F	6 KHM-F	6 KLDE-F	6 KQUE-F	6 KLDE-F	6 KLDE-F	6 KLLO-F	6 KLLO-F
7	7 KBXX-F	7 KMJQ-F	7 KZFX-F	7 KZFX-F	7 KPRC	7 KMJQ-F	7 KMJQ-F	7 KMJQ-F	7 KPRC	7 KBXX-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 KHM-F	1 KIKK-F	1 KILT-F	1 KILT-F	1 KLLO-F	1 KLLO-F	1 KLLO-F	1 KLLO-F	1 KILT-F
2 KHM-F	2 KIKK-F	2 KILT-F	2 KIKK-F	2 KIKK-F	2 KBXX-F	2 KZFX-F	2 KZFX-F	2 KILT-F	2 KLLO-F
3 KKBQ-F	3 KILT-F	3 KHM-F	3 KODA-F	3 KODA-F	3 KRBE-F	3 KBXX-F	3 KHM-F	3 KZFX-F	3 KZFX-F
4 KRBE-F	4 KMJQ-F	4 KODA-F	4 KHM-F	4 KHM-F	4 KMJQ-F	4 KHM-F	4 KMJQ-F	4 KIKK-F	4 KIKK-F
5 KILT-F	5 KODA-F	5 KMJQ-F	5 KMJQ-F	5 KMJQ-F	5 KZFX-F	5 KMJQ-F	5 KIKK-F	5 KLDE-F	5 KLDE-F
6 KIKK-F	6 KBXX-F	6 KLLO-F	6 KLTR-F	6 KLTR-F	6 KIKK-F	6 KRBE-F	6 KILT-F	6 KHM-F	6 KTRH
7 KODA-F	7 KRBE-F	7 KLTR-F	7 KLDE-F	7 KLDE-F	7 KILT-F	7 KIKK-F	7 KBXX-F	7 KMJQ-F	7 KODA-F
8 KKBQ-F	8	8 KHYS-F	8	8	8 KHM-F	8	8	8	8 KHM-F

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

KCOH	1430	Houston	0.8/3.3/	44/1006
KIKK	650	Pasadena	0.4/1.2/	22/ 379
KILT	610	Houston	0.5/1.6/	32/ 522
KLVL	1480	Pasadena/Houstrn	0.5/1.2/	25/ 365
KMPQ	980	Rosenberg/Hstn	0.6/1.3/	32/ 385
KRTS-F	92.1	Seabrook/Houstrn	0.6/2.6/	34/ 839
KSEV	700	Tomball/Houston	0.7/2.2/	46/ 707
KWWJ	1360	Baytown	0.8/1.7/	44/ 528
KWIC-F	107.9	Beaumont/PtArth	0.3/2.0/	24/ 723
KYKR-F	93.3	Pt.Arthur/Bmnt	0.3/1.3/	84/1078

HOUSTON

RADIO STATIONS

AM STATIONS

KCOH, 1430, 5 KW (DAYS)	, BLACK	SBN, NBN, \$ 47.00 (Roslin)	
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC	, \$ 44.00 (SBS)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES	, \$ N/A (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	UNISUP, \$ N/A (Group W)	Westinghouse
KKBQ, 790, 5 KW (DA-2)	, SEE KKBQ-F		
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN, \$ 36.00 (Eastman)	Susquehanna
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 60.00 (Katz)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES	, \$ N/A (Eastman)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, \$ 75.00 (Eastman)	
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	ABC, MBS, \$ 180.00 (CBS)	Jacor (P)
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 63.00 (Caballero)	
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, \$ 47.00 (McGuild)	Noble

FM STATIONS

KBXX, 97.9, 100 KW @ 1920, CHR		, \$ 160.00 (Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1613, RELIGION		, \$ 30.00 (---)	
KIKK, 95.7, 100 KW @ 1920, COUNTRY		, \$ 215.00 (Torbet)	Viacom
KILT, 100.3, 100 KW @ 1920, COUNTRY		, \$ 185.00 (Group W)	Westinghouse
KKBQ, 92.9, 100 KW @ 1920, COUNTRY		, \$ 170.00 (McGuild)	Gannett
KLDE, 94.5, 100 KW @ 1920, OLDIES		UNIULT, \$ 90.00 (Durpetti)	Entercom
KLQL, 101.1, 100 KW @ 1920, AOR		SOURCE, \$ 190.00 (CBS)	Jacor (P)
KLTR, 93.7, 100 KW @ 1720, AC		CBS, \$ 140.00 (CBS)	CBS
KMJQ, 102.1, 100 KW @ 1720, BLACK		, \$ 190.00 (Mc-Guild)	Noble
KHMX, 96.5, 100 KW @ 1920, ADULT CHR		, \$ 85.00 (Mc-Guild)	Nationwide
KODA, 99.1, 100 KW @ 1920, EZ		, \$ 160.00 (HMR)	
KQUE, 102.9, 100 KW @ 984, NOSTALGIA		ABC, \$ 81.00 (Banner)	
KRBE, 104.1, 100 KW @ 1920, CHR		, \$ 135.00 (Eastman)	Susquehanna
KRTS, 92.1, 1.4 KW @ 495, CLASSICAL		, \$ 49.00 (CMBS)	
KZFX, 107.5, 98 KW @ 1973, CLASSIC AOR		, \$ 133.00 (Katz)	Shamrock
KJZS, 106.9, 100 KW @ 1125, JAZZ/NAC		, \$ N/A (Banner)	(CONROE)
KQQK, 106.5, 100 KW @ 709, HISPANIC		, \$ N/A (Caballero)	

KHYS-F -- See Beaumont

HUNTSVILLE

Arbitron Rank/Pop (12+): 106/338,200
 MSA Rank/Pop: 182/356,000 (e)
 ADI # 80 (w/ Decatur)
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 17/14
 Diaries: 786/430:1/52.7%
 Sample Target: 760
 % Below Line: 3.7
 % Not Listed: 17.4

1990 Revenue: \$9,900,000
 HH Inc.: \$31,600
 Retail \$: 2.8 Bil
 Pop per Station: 24,157
 #1 Biller: WDRM-AF \$3,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WDRM-F (C)	137/25.3	24.7	25.2	22.6	----	24.5	232/2540	1364/40.3	38.2	0.0	27.4	148	1513	WDRM-F
2. WZYP-F (CHR)	70/12.9	13.5	17.6	17.2	----	15.3	99/1745	1025/30.3	34.3	0.0	20.7	112	1335	WZYP-F
3. WTAK (AOR)	42/ 7.8	6.7	2.9	7.2	----	6.2	42/328	328/ 9.7	9.2	0.0	5.6	30	318	WTAK
4. WRSA-F (EZ)	39/ 7.2	9.5	11.8	6.5	----	8.8	71/814	529/15.6	17.0	0.0	4.3	23	531	WRSA-F
5. WEUP (B)	34/ 6.3	6.4	5.0	5.3	----	5.8	34/351	337/10.0	10.7	0.0	5.9	32	395	WEUP
6. WAHR-F (SAC)	31/ 5.7	8.0	6.1	5.3	----	6.3	44/689	550/16.3	17.1	0.0	4.8	26	379	WAHR-F
7. WQLT-F (AC)	21/ 3.9	1.4	1.5	2.1	----	2.2	51/663	261/ 7.7	8.6	0.0	0.9	5	185	WQLT-F
8. WENN-F (B)	16/ 3.0	2.9	4.0	2.9	----	3.2	20/327	276/ 8.2	6.3	0.0	5.7	31	304	WENN-F
9. WBHP (C)	13/ 2.4	3.8	5.0	6.0	----	4.3	14/278	259/ 7.7	9.7	0.0	4.8	26	264	WBHP
10. WNDA-F (REL)	10/ 1.8	1.0	2.0	1.0	----	1.5	10/194	163/ 4.8	4.0	0.0	1.5	8	245	WNDA-F
11. WAJF (?)	9/ 1.7	----	----	----	----	0.4	9/119	98/ 2.9	0.0	0.0				WAJF
12. WVNN (N/T)	7/ 1.3	1.4	2.0	1.9	----	1.6	9/228	190/ 5.6	6.9	0.0	1.5	8	142	WVNN
14. WHVK-F (C)	7/ 1.3	2.2	4.2	5.5	----	3.3	15/362	184/ 5.4	8.6	0.0	1.3	7	306	WHVK-F

12+ FM SHARE (METRO): 74.94% (335 of 447) (SUM 90: NA)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZYP-F>	1 WDRM-F	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>>	1 WTAK	1 WTAK >>	1 WDRM-F>	1 WDRM-F>
2 WAHR-F	2 WZYP-F>	2 WZYP-F	2 WZYP-F	2 WEUP	2 WZYP-F>>	2 WDRM-F>	2 WDRM-F	2 WTAK >	2 WTAK >
3 WDRM-F	3 WEUP	3 WEUP	3 WEUP >	3 WZYP-F>	3 WTAK	3 WZYP-F>>	3 WEUP	3 WZYP-F>	3 WZYP-F
4 WTAK	4 WAHR-F	4	4 WAHR-F	4 WRSA-F>	4	4 WEUP	4 WZYP-F	4 WAHR-F	4 WAHR-F
WEUP	5 WTAK	5	5	5 WAHR-F	5	5	5	5	5

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WAAJ 1550 Huntsville	0.6/1.3/	4/	61	
WKGL 1450 Huntsville	0.7/1.8/	4/	61	
WKDF-F 103.3 Nashville	0.4/1.1/	21/	245	
WZRR-F 99.5 Birmingham	0.4/1.8/	14/	221	

RADIO STATIONS

WBHP, 1230, 1 KW	COUNTRY	ABC, \$ 29.00 (Katz)	
WDKT, 1360, 1 KW/128 W	BLACK	\$ 12.00 (---)	
WEUP, 1600, 5 KW/500 W (DA-N)	BLACK	SBN, \$ 12.00 (---)	
WTAK, 1000, 10 KW (DAYS,DA)	AOR	\$ 16.00 (Regional)	
WVNN, 770, 10 KW/250 W (DA-N)	TALK	ABC BRN, \$ (Christal)	(ATHENS)
WAHR-F, 99.1, 100 KW @ 985	AC	NBC, \$ 27.00 (Torbet)	
WDRM-F, 102.1, 100 KW @ 727	COUNTRY	\$ 53.00 (HNWH)	(DECATUR)
WHVK-F, 93.3, 100 KW @ 981	AOR	ABC, \$ 15.00 (Christal)	(TULLAHOVA, TN)
WNDA-F, 95.1, 50 KW @ 110	RELIGION	\$ 11.00 (---)	
WQLT-F, 107.3, 100 KW @ 1000	AC/OLDIES	ABC, \$ 13.00 (Torbet)	(FLORENCE)
WRSA-F, 96.9, 100 KW @ 994	EZ	CBS, \$ 20.00 (---)	
WZYP-F, 104.3, 100 KW @ 1118	CHR	ABC, \$ 50.00 (Christal)	(ATHENS)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,032,200 Stations: 21/19 1990 Revenue: \$50,300,000
 Diaries: 1709/604:1/53.5% HH Inc.: \$32,434
 MSA Rank/Pop: 40/1,260,000 Sample Target: 1575 Retail \$: 11.4 Bil
 ADI # 26 % Below Line: 1.8 Pop per Station: 54,326
 Average Person Ratings: 16.5 % Not Listed: 8.4 #1 Biller: WFBQ-F \$10,200,000
 Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WFMS-F (C)	210/12.4	11.0	13.1	13.3	11.8	12.4	291/3756	2458/23.8	21.6	22.7	17.0	315	2879	WFMS-F
2. WFBQ-F (AOR)	205/12.1	13.4	10.6	10.2	14.3	11.6	386/4835	2521/24.4	25.9	25.9	12.9	238	2789	WFBQ-F
3. WIBC (FS)	195/11.5	14.9	13.4	13.1	11.0	13.2	212/2515	2126/20.6	24.2	19.6	10.5	194	2214	WIBC
4. WZPL-F (CHR)	166/ 9.8	10.4	11.6	10.4	12.7	10.6	238/3655	2506/24.3	24.9	27.4	13.9	256	3053	WZPL-F
5. WTLC-F (B)	140/ 8.2	7.4	9.2	8.1	9.0	8.2	152/1453	1291/12.5	13.0	13.3	8.1	150	1738	WTLC-F
6. WKLR-F (O)	122/ 7.2	5.9	5.5	5.5	5.5	6.0	179/2501	1553/15.0	15.1	15.2	4.9	90	1111	WKLR-F
7. WENS-F (AC)	118/ 6.9	7.4	8.0	7.8	8.3	7.5	136/2461	1927/18.7	20.0	20.3	6.3	116	1675	WENS-F
8. WTPI-F (SAC)	111/ 6.5	6.3	7.3	6.3	5.3	6.6	125/1827	1341/13.0	13.3	10.8	5.1	94	1096	WTPI-F
9. WFXF-F (CL AOR)	86/ 5.1	4.7	4.1	5.8	3.2	4.9	109/2108	1364/13.2	12.8	10.2	5.5	101	1296	WFXF-F
10. WTUX (BB)	59/ 3.5	3.8	3.0	3.2	3.5	3.4	61/770	681/ 6.6	6.3	6.4	2.1	39	475	WTUX
11. WNDE (T)	26/ 1.5	1.5	1.5	1.3	1.9	1.5	28/670	549/ 5.3	5.3	5.4	1.0	18	364	WNDE
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 80.33% (1250 of 1556) (SUM 90: 80.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WIBC	1 WIBC <	1 WFMS-F	1 WFMS-F	1 WZPL-F<	1 WIBC
2 WTLC-F	2 WZPL-F<	2 WFMS-F	2 WFMS-F	2 WFMS-F	2 WFMS-F>	2 WFBQ-F>	WFBQ-F>	2 WFBQ-F	2 WTLC-F	2 WFMS-F
3	3 WTLC-F	3 WENS-F	3 WKLR-F	3 WKLR-F	3 WKLR-F	3 WFMS-F>	3 WIBC	3 WZPL-F	3 WFMS-F	3 WTLC-F
4	4 WFMS-F	4 WTLC-F	4 WENS-F	4 WENS-F	4 WTPI-F	4 WZPL-F	4 WKLR-F<	4 WIBC	4 WENS-F<	4 WFBQ-F
5	5 WENS-F	5 WKLR-F<	5 WTPI-F	5 WTPI-F	5 WTUX	5 WKLR-F<	5 WZPL-F	5 WTLC-F	5 WFBQ-F	5 WZPL-F
6	6 WFXF-F	6 WZPL-F	6 WTLC-F	6 WTLC-F	6 WENS-F	6 WTLC-F	6 WTPI-F<	6 WKLR-F	6 WIBC	6
7	7	7 WFXF-F<	7 WFXF-F	7 WIBC	7 WFBQ-F<	WENS-F	7 WENS-F	7 WTPI-F<	7 WTPI-F	7
8	8	8 WTPI-F	8 WZPL-F	8 WFXF-F<	8 WTLC-F	8	8	8 WENS-F	8	8
9	9	9	9	9 WZPL-F	9	9	9	9	9	9

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCBK-F 102.3	Martinsville	0.9/1.6/ 16/	181
WFXF 1430	Indianapolis	0.1/1.0/ 1/	133
WPZZ-F 95.9	Franklin/Indy	0.7/1.8/ 12/	182
WSYW 810	Indianapolis	0.8/1.9/ 13/	196
WSYW-F 107.1	Danville/Indy	0.6/2.2/ 11/	245
WTTS-F 92.3	Bloomington	1.1/5.8/ 44/	1140
WXIR-F 98.3	Plainfield/Indy	0.6/2.8/ 13/	318
WXXP-F 97.9	Anderson	0.4/1.5/ 20/	387
WKKG-F 101.5	Columbus	1.1/2.2/100/	1071
WLW 700	Cincinnati	0.7/2.1/ 40/	719

INDIANAPOLIS

RADIO STATIONS

WBRI, 1500, 5 KW (DAYS, DA) , RELIGION		, \$ 20.00 (---	
WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC TALKNT,	\$ 140.00 (Durpetti)	Sconnix
WNDE, 1260, 5 KW (DA-N) , TALK	MBS,	\$ 34.00 (Katz)	Great American
WNTS, 1590, 5 KW/500 W (DA-2), RELIGION		, \$ 22.00 (---	
WSYW, 810, 250 W (DAYS) , RAP	UPI ABC,	\$ 15.00 (CMBS)	Universal
WTUX, 1310, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS UNISUP,	\$ 30.00 (MMR)	Panache
WXTZ, 1430, 1 KW (DA-N) , EZ	ABC UNISUP,	\$ 30.00 (Christal)	WIN/ML
WENS-F, 97.1, 23 KW @ 739, AC		, \$ 100.00 (McGuilid)	Emmis
WFBQ-F, 94.7, 41 KW @ 900, AOR	SOURCE,	\$ 160.00 (Katz)	Great American
WFMS-F, 95.5, 13 KW @ 990, COUNTRY		, \$ 115.00 (Eastman)	Susquehanna
WKLR-F, 93.1, 12 KW @ 1022, OLDIES		, \$ 107.00 (Durpetti)	Sconnix
WFXF-F, 103.3, 18 KW @ 840, CL AOR	ABC,	\$ 49.00 (Banner)	ML/WIN
WPZZ-F, 95.9, 3 KW @ 300, GOSPEL	SBN NBN,	\$ 17.00 (Regional)	Willis (FRANKLIN)
WSYW-F, 107.1, 1 KW @ 604, CLASSICAL	UPI,	\$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 450, BLACK		, \$ 58.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 762, SOFT AC		, \$ 58.00 (Torbet)	Mystar
WXIR-F, 96.3, 3 KW @ 290, RELIGION		, \$ 15.00 (---	(PLAINFIELD)
WZPL-F, 99.5, 13 KW @ 990, CHR	APR,	\$ 88.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1090, CHR		, \$ 34.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)

JACKSON

Arbitron Rank/Pop (12+): 115/324,600
 MSA Rank/Pop: 121/406,000
 Average Person Ratings: 17.8
 Market TSL: 22.50 hours

Stations: 19/18
 Diaries: 824/394:1/50.7%
 Sample Target: 760
 % Below Line: 0.7
 % Not Listed: 19.0

1990 Revenue: \$11,400,000
 HH Inc.: \$28,902
 Retail \$: 3.0 Bill
 Pop per Station: 18,033
 #1 Biller: WMSI-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WMSI-F (C)	93/16.1	18.2	16.9	17.5	----	17.2	220/2234	946/29.1	31.5	0.0	13.6	78	904	WMSI-F
2. WJMI-F (B)	73/12.6	11.6	14.2	15.1	----	13.4	126/1488	803/24.7	23.5	0.0	16.2	93	1126	WJMI-F
3. WOAD (G/B)	64/11.1	9.7	7.7	7.5	----	9.0	64/561	554/17.1	15.1	0.0	4.2	24	333	WOAD
4. WKXI-F (B)	55/ 9.5	4.6	2.5	2.4	----	4.8	95/1038	645/19.9	13.9	0.0	5.7	33	675	WKXI-F
5. WSTZ-F (CL AOR)	39/ 6.7	4.8	8.5	7.3	----	6.8	52/600	412/12.7	12.0	0.0	11.1	64	607	WSTZ-F
6. WTYX-F (D)	26/ 4.5	5.6	3.8	4.4	----	4.6	46/825	567/17.5	16.4	0.0	5.1	29	427	WTYX-F
7. WJDX-F (AC)	25/ 4.3	4.3	3.2	3.1	----	3.7	45/889	470/14.5	13.9	0.0	4.4	25	536	WJDX-F
8. WOHT-F (CHR)	19/ 3.3	5.6	4.5	5.4	----	4.7	54/894	439/13.5	16.9	0.0	6.4	37	654	WOHT-F
9. WLIN-F (SAC)	14/ 2.4	4.9	3.4	3.2	----	3.5	16/336	264/ 8.1	11.5	0.0	2.1	12	185	WLIN-F
10. WSLI (T)	13/ 2.2	2.0	2.3	1.4	----	2.0	13/257	257/ 7.9	7.6	0.0	1.2	7	211	WSLI
WMGO (?)	13/ 2.2	0.7	0.7	0.8	----	1.1	13/128	98/ 3.0	1.8	0.0	1.6	9	74	WMGO

12+ FM SHARE (METRO): 76.55% (359 of 469) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>	1 WJMI-F	1 WMSI-F<	1 WMSI-F>	1 WMSI-F>	1 WOAD <	1 WMSI-F>	1 WMSI-F>	1 WMSI-F>	1 WJMI-F>	1 WMSI-F
2 WKXI-F	2 WMSI-F	2 WJMI-F	2 WJMI-F<	2 WJMI-F	2 WMSI-F	2 WOAD <	2 WJMI-F	2 WJMI-F>	2 WKXI-F>	2 WJMI-F>
3 WMSI-F	3 WKXI-F	3 WKXI-F	3 WKXI-F	3 WKXI-F	3	3 WJMI-F	3 WOAD	3 WOAD	3 WOAD <	3 WOAD
4 WOHT-F	4 WSTZ-F	4 WSTZ-F	4 WSTZ-F>	4 WSTZ-F	4	4 WKXI-F	4 WKXI-F	4 WKXI-F	4 WMSI-F	4 WKXI-F
5	5	5	5 WOAD	5 WOAD	5	5	5 WSTZ-F	5 WSTZ-F	5	5 WTYX-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 WJMI-F>	1 WJMI-F<	1 WMSI-F>	1 WMSI-F>	1 WMSI-F>>	1 WJMI-F>>	1 WJMI-F	1 WSTZ-F	1 WJMI-F	1 WMSI-F
2 WKXI-F>	2 WMSI-F	2 WKXI-F	2 WJMI-F<	2 WOAD	2 WSTZ-F	2 WSTZ-F	2 WMSI-F	2 WSTZ-F	2 WSTZ-F
3 WSTZ-F	3 WKXI-F>	3 WJMI-F	3 WKXI-F>	3 WKXI-F	3 WKXI-F>>	3 WMSI-F	3 WJMI-F	3 WMSI-F	3 WJMI-F
4 WOHT-F	4 WSTZ-F	4 WJDX-F	4 WOAD	4 WJMI-F	4 WTYX-F	4 WKXI-F	4 WKXI-F	4 WKXI-F	4 WKXI-F
5 WOAD	5 WOHT-F	5 WSTZ-F	5 WJDX-F	5 WJDX-F	5 WOHT-F	5	5	5	5
6	6 WJDX-F	6 WOHT-F	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
WHJT-F 93.5	Clinton/Jackson	0.3/4.1/	2/	157
WIIN-F 98.7	Vicksburg	1.2/5.8/	12/	364
WJNT 1180	Pearl/Jackson	1.2/5.1/	7/	177
WJXX 1450	Jackson	0.5/2.1/	3/	67
WKXI 1300	Jackson	0.9/4.3/	5/	149
WRJH-F 97.7	Brandon/Jackson	0.3/1.7/	4/	97
WZRX 1590	Jackson	0.9/2.3/	6/	86
WQST-F 92.5	Forest	0.7/1.2/	28/	336

RADIO STATIONS

WJDS , 620, 5 KW/1 KW (DA-N),	Soft AC	ABC MBS, \$15.00	(Mc-Guild)	Capstar
WJNT , 1180, 50 KW/5 KW (DA-2),	Talk	APR, \$14.00	(---)	
WKXI , 1300, 5 KW/1 KW	Black	UNISUP SBN, \$16.00	(Banner)	Opus
WOAD , 1400, 1 KW	Gospel/Black	ABC, \$15.00	(Durpetti)	Holt
WSLI , 930, 5 KW (DA-N)	Talk	TALKNT MBS, \$ NA	(Eastman)	
WJMI-F, 99.7, 98 KW @ 1060	Black	ABC CBS, \$45.00	(Durpetti)	Holt
WLIN-F, 101.7, 3 KW @ 300	EZ	UNIULT, \$15.00	(Regional)	(GLUCKSTADT)
WKXI-F, 107.5, 100 KW @ 951	Black	, \$15.00	(Eastman)	(MAGEE)
WMSI-F, 102.9, 100 KW @ 1800	Country	ABC, \$70.00	(Mc-Guild)	Capstar
WOHT-F, 95.5, 100 KW @ 1058	CHR	UNIPWR, \$23.00	(HNWH)	Jenne
WJDX-F, 96.3, 100 KW @ 1415	AC	, \$32.00	(---)	Spur
WSTZ-F, 106.7, 100 KW @ 1064	AOR	UNISUP, \$33.00	(HNWH)	Lewis (VICKSBURG)
WTYX-F, 94.7, 100 KW @ 1117	Oldies	ABC, \$44.00	(Banner)	Opus

JACKSONVILLE

Arbitron Rank/Pop (12+): 49/800,700
 MSA Rank/Pop: 57/947,000
 ADI # 56
 Average Person Ratings: 15.8
 Market TSL: 21.25 hours

Stations: 20/19
 Diaries: 1285/623:1/47.4%
 Sample Target: 1145
 % Below Line: 0.6
 % Not Listed: 20.5

1990 Revenue: \$24,500,000
 HH Inc.: \$31,680
 Retail \$: 7.4 Bill
 Pop per Station: 42,142
 #1 Biller: WAPE-F \$4,600,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. WQIK-F (C)	132/10.4	13.7	11.4	11.3	9.9	11.7	175/2121	1524/19.0	23.1	19.2	12.7	184	1385
2. WAPE-F (CHR)	122/ 9.6	10.2	9.5	11.3	11.5	10.1	139/2133	1930/24.1	26.6	25.9	12.1	175	2307
3. WFYV-F (AOR)	103/ 8.1	7.2	9.5	7.7	6.4	8.1	130/1532	1298/16.2	15.9	15.9	11.1	161	1400
4. WHJX-F (B)	96/ 7.6	5.9	7.4	6.5	5.8	6.8	125/1127	953/11.9	11.7	10.8	11.0	159	1231
5. WEJZ-F (SAC)	94/ 7.4	6.5	6.4	8.1	8.8	7.1	102/1577	1353/16.9	18.7	17.9	6.8	99	1002
6. WIVY-F (AC)	88/ 7.0	7.1	5.4	5.6	5.2	6.3	91/1286	1203/15.0	18.2	16.3	5.6	81	1396
7. WKQL-F (O)	83/ 6.6	6.3	4.5	7.6	8.5	6.3	87/1410	1198/15.0	15.8	17.7	7.2	105	1228
8. WCRJ-F (C)	72/ 5.7	5.0	5.7	4.6	5.5	5.3	83/1109	929/11.6	12.8	11.8	3.4	50	824
9. WOKV (N/T)	40/ 3.2	3.5	4.5	4.1	5.0	3.8	45/614	577/ 7.2	8.4	9.2	1.7	24	397
10. WAI-A-F (AOR)	39/ 3.1	2.8	1.9	0.5	---	2.1	46/788	699/ 8.7	8.2	0.0	4.3	62	882
11. WSVE (G)	27/ 2.1	2.1	1.9	2.3	2.2	2.1	27/305	305/ 3.8	2.8	4.5	0.8	11	249
12. WZAZ (B)	21/ 1.7	2.1	1.2	2.6	2.4	1.9	21/284	284/ 3.5	4.0	5.6	1.0	14	296
13. WCGL (G)	19/ 1.5	2.1	2.8	2.5	1.6	2.2	19/316	316/ 3.9	3.6	3.7	0.8	11	242
14. WZAZ-F (B)	18/ 1.4	3.4	3.1	2.9	3.6	2.7	18/548	532/ 6.6	8.0	8.0	2.8	40	732
15. WOKV-F (N/T)	14/ 1.1	0.3	0.8	1.5	1.8	0.9	15/339	317/ 4.0	2.0	6.0	1.4	20	237

12+ FM SHARE (METRO): 86.38% (869 of 1006) (SUM 90: 82.02%)

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 WIVY-F<	1 WQIK-F	1 WQIK-F>	1 WQIK-F	1 WQIK-F	1 WQIK-F	1 WHJX-F	1 WQIK-F
2 WHJX-F	2 WAPE-F	2 WAPE-F	2 WQIK-F<	2 WKQL-F	2 WAPE-F	2 WAPE-F	2 WEJZ-F	2 WEJZ-F	2 WAPE-F	2 WHJX-F
3	3 WHJX-F	3 WQIK-F<	3 WEJZ-F	3 WIVY-F	3 WEJZ-F>	3 WEJZ-F	3 WAPE-F	3 WAPE-F	3 WFYV-F	3 WFYV-F>
4	4 WIVY-F	4 WIVY-F	4 WKQL-F	4 WKQL-F	4 WCRJ-F<	4 WIVY-F	4 WFYV-F	4 WHJX-F	4 WQIK-F>	4 WCRJ-F
5	5 WQIK-F	5 WHJX-F	5 WHJX-F<	5 WHJX-F<	5 WIVY-F	5 WIVY-F	5 WFYV-F	5 WKQL-F	5 WCRJ-F	5 WKQL-F
6	6 WEJZ-F	6 WKQL-F	6 WFYV-F	6 WFYV-F	6 WOKV	6 WKQL-F	6 WIVY-F	6 WEJZ-F	6 WIVY-F	6
7	7	7 WEJZ-F	7 WAPE-F	7 WAPE-F	7	7 WHJX-F	7	7 WIVY-F	7	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 WEJZ-F	1 WAPE-F<	1 WEJZ-F	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>	1 WFYV-F>	1 WFYV-F
2 WQIK-F	2 WQIK-F	2 WAPE-F	2 WEJZ-F<	2 WQIK-F	2 WAPE-F	2 WHJX-F	2 WIVY-F	2 WHJX-F	2 WIVY-F<
3 WHJX-F	3 WHJX-F	3 WQIK-F	3 WQIK-F	3 WIVY-F	3 WHJX-F>	3 WAPE-F	3 WHJX-F>	3 WIVY-F	3 WKQL-F
4 WFYV-F>	4 WEJZ-F	4 WIVY-F	4 WIVY-F	4 WKQL-F	4 WCRJ-F	4 WIVY-F>	4 WQIK-F	4 WQIK-F	4 WQIK-F
5 WIVY-F	5 WIVY-F	5 WHJX-F	5 WKQL-F<	5 WAPE-F	5 WQIK-F	5 WQIK-F	5 WQIK-F	5 WAPE-F	5 WHJX-F
6 WKQL-F	6 WFYV-F	6 WFYV-F	6 WHJX-F	6 WHJX-F	6 WIVY-F	6 WCRJ-F	6 WEJZ-F	6 WAPE-F	6 WEJZ-F
7 WCRJ-F	7 WAI-A-F	7 WAI-A-F	7	7 WCRJ-F	7	7	7 WCRJ-F	7 WCRJ-F	7 WCRJ-F

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

WPDQ	690	Jacksonville	0.6/3.3/	8/ 299
WQIK	1320	Jacksonville	0.4/1.6/	5/ 145
WRXJ	930	Jacksonville	0.4/0.9/	5/ 70
WVOJ	970	Jacksonville	0.9/1.4/	12/ 116
WNFI-F	99.9	Palatka	0.6/3.1/	12/ 327

RADIO STATIONS

WCGL	, 1360,	5 KW (DAYS)	, Gospel	SBN, \$ 15.00	(K & P)
WOKV	, 600,	5 KW (DA-N)	, News/Talk	ABC CBS, \$ 25.00	(MMR) EZ
WSVE	, 1280,	5 KW (DAYS)	, Gospel	NBN UNIPWR, \$ 13.00	(Republic)
WZAZ	, 1400,	1 KW	, Black	CBS, \$ 14.00	(K & P)
WAI-A-F,	93.3,	50 KW @ 500	, Classic AOR	, \$ 20.00	(---) (ST. MARY)
WAPE-F,	95.1,	100 KW @ 984	, CHR	, \$100.00	(HNWH) Evergreen
WCRJ-F,	107.3,	100 KW @ 705	, Country	, \$ 46.00	(Banner) Hoker
WEJZ-F,	96.1,	100 KW @ 984	, Soft AC	UNISUP, \$ 47.00	(Katz) Renda
WFYV-F,	104.5,	100 KW @ 1014	, AOR	NBC, \$ 74.00	(Christal) Metroplex
WHJX-F,	101.5,	100 KW @ 1863	, Black	ABC, \$ 30.00	(Durpett1) (BRUNSWICK, GA)
WOKV-F,	100.7,	36 KW @ 1463	, News/Talk	ABC, \$ 36.00	(---) Osborn (BRUNSWICK, GA)
WIVY-F,	102.9,	100 KW @ 1014	, AC	APR, \$ 62.00	(Durpett1) Taylor
WKQL-F,	96.9,	100 KW @ 1013	, Oldies	, \$ 70.00	(MMR) EZ
WQIK-F,	99.1,	100 KW @ 1014	, Country	ABC, \$ 98.00	(Eastman) Jacor
WZAZ-F,	92.7,	1.3 KW @ 497	, Black	CBS, \$ 21.00	(K & P) (GREEN COVE SPGS)

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/378,400
 MSA Rank/Pop: 109/454,000
 ADI # 87
 Average Person Ratings: 14.6
 Market TSL: 19.75 hours

Stations: 23/18
 Diaries: 807/469:1/58.0%
 Sample Target: 820
 % Below Line: 7.1
 % Not Listed: 14.0

1990 Revenue: \$10,100,000
 HH Inc.: \$27,034
 Retail \$: 2.6 Bil
 Pop per Station: 21,022
 #1 Biller: WQUT-F \$2,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WQUT-F (CHR)	116/21.1	18.0	20.0	16.5	----	18.9	149/1953	1357/35.9	34.6	0.0	20.0	129	1708	WQUT-F
2. WXBQ-F (C)	115/20.9	22.7	19.3	17.9	----	20.2	164/1869	1256/33.2	40.0	0.0	25.1	162	1416	WXBQ-F
3. WTFM-F (AC)	60/10.9	14.2	11.9	18.4	----	13.8	68/1249	956/25.3	31.6	0.0	16.7	108	1136	WTFM-F
4. WJCV (N/T)	28/ 5.1	4.3	6.0	3.6	----	4.8	28/439	429/11.3	11.2	0.0	1.7	11	263	WJCV
5. WIMZ-F (AOR)	24/ 4.4	4.3	3.8	4.1	----	4.2	50/624	361/ 9.5	9.8	0.0	6.4	41	460	WIMZ-F
WUSJ-F (C)	24/ 4.4	5.9	6.6	5.1	----	5.5	24/416	375/ 9.9	11.8	0.0	2.9	19	253	WUSJ-F
7. WZAP (G)	18/ 3.3	0.9	3.0	1.4	----	2.2	21/295	223/ 5.9	3.6	0.0	1.1	7	124	WZAP
8. WETB (G)	13/ 2.4	2.1	2.3	2.2	----	2.3	18/318	272/ 7.2	4.4	0.0	1.7	11	159	WETB
9. WKPT (EZ)	11/ 2.0	2.1	2.5	2.2	----	2.2	11/253	242/ 6.4	6.7	0.0	2.0	13	215	WKPT
WKOS-F (O)	11/ 2.0	2.9	2.1	1.9	----	2.2	11/260	251/ 6.6	8.1	0.0	2.9	19	307	WKOS-F

12+ FM SHARE (METRO): 79.96% (379 of 474) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>	1 WQUT-F	1 WXBQ-F	1 WQUT-F	1 WXBQ-F	1 WXBQ-F>
2	2 WXBQ-F>	2 WXBQ-F>	2 WQUT-F>	2 WQUT-F>	2 WQUT-F	2 WXBQ-F>	2 WQUT-F>	2 WXBQ-F>	2 WQUT-F>>	2 WQUT-F
3	3 WTFM-F>	3 WTFM-F	3 WTFM-F	3 WTFM-F	3 WTFM-F>	3 WTFM-F>	3 WTFM-F	3 WTFM-F	3 WTFM-F>	3
4	4 WIMZ-F	4	4	4	4 WJCV	4 WJCV	4	4	4 WIMZ-F	4
5	5	5	5	5	5 WUSJ-F	5	5	5	5	5
6	6	6	6	6	6 WZAP	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F>>	1 WQUT-F>	1 WQUT-F	1 WQUT-F	1 WXBQ-F	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WQUT-F	1 WXBQ-F
2 WXBQ-F	2 WXBQ-F	2 WXBQ-F>	2 WXBQ-F	2 WQUT-F	2 WIMZ-F>	2 WXBQ-F>	2 WXBQ-F>>	2 WXBQ-F>>	2 WQUT-F>
3 WTFM-F>	3 WTFM-F	3 WTFM-F	3 WTFM-F	3 WTFM-F	3 WXBQ-F>	3 WIMZ-F>	3 WIMZ-F	3 WTFM-F	3 WTFM-F
4 WIVK-F>	4	4	4	4	4 WTFM-F>	4 WTFM-F	4 WTFM-F	4 WIMZ-F	4
5 WIMZ-F	5	5	5	5	5 WJCV	5	5	5	5

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

WBEJ	1240	Elizabethton	0.9/3.2/	5/ 120
WEMB	1420	Erwin	1.3/1.2/	8/ 60
WEYE-F	104.3	Surgoinsville	0.5/2.1/	5/ 114
WFHG	980	Bristol	0.4/3.4/	2/ 139
WIKQ-F	94.9	Greenville	0.5/2.3/	12/ 256
WJDT-F	106.5	Rogersville	0.7/1.8/	5/ 104
WJTZ	640	Blountville	0.7/2.7/	4/ 126
WMCH	1260	Church Hill	1.3/2.2/	7/ 83
WMEV-F	93.9	Marion	0.7/3.2/	25/ 391
WIVK-F	107.7	Knoxville	1.1/5.6/	30/ 662
WKSF-F	99.9	Asheville	0.5/3.3/	8/ 250
WMIT-F	106.9	Black Mountain	0.7/2.6/	6/ 172
WMYU-F	102.1	Sevierville	0.4/1.6/	9/ 188

RADIO STATIONS

WJCV	, 910,	5 KW/1 KW (DA-N)	, N/T/Full Service	CBS MBS, \$18.00	(Katz)	Bloomington (JOHNSN CTY)
WKPT	, 1400,	1 KW	, EZ	ABC, \$13.00	(Eastman)	Home News (KINGSPORT)
WFHG	, 980,	5 KW/1 KW (DA-N)	, Oldies	ABC SMN, \$12.00	(Mc-Guild)	Nininger (BRISTOL,VA)
WQUT-F,	101.5,	100 KW @ 1497	, CHR	CBS, \$48.00	(Katz)	Bloomington (JOHNSN CTY)
WTFM-F,	98.5,	100 KW @ 1260	, AC	ABC, \$38.00	(Eastman)	Home News (KINGSPORT)
WUSJ-F,	99.3,	3 KW @ 328	, Country	NBC, \$17.00	(Durpetti)	(ELIZABETHTOWN)
WXBQ-F,	96.9,	67 KW @ 2240	, Country	ABC, \$42.00	(Mc-Guild)	Nininger (BRISTOL, VA)
WKOS-F,	104.5,	1.4 KW @ 480	, Oldies	SMN, \$16.00	(Banner)	Bahakel (KINGSPORT)

WIMZ-F -- See Knoxville

KANSAS CITY

Arbitron Rank/Pop (12+): 26/1,316,300
 MSA Rank/Pop: 29/1,600,000
 ADI # 29
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

Stations: 24/23
 Diaries: 1628/808:1/53.1%
 Sample Target: 1485
 % Below Line: 0.5
 % Not Listed: 8.5

1990 Revenue: \$42,900,000
 HH Inc.: \$35,265
 Retail \$: 12.6 Bil
 Pop per Station: 57,230
 #1 Biller: WDAF \$5,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KFKF-F (C)	235/10.5	11.2	9.7	9.2	7.8	10.1	274/3191	2569/19.5	20.3	16.9	11.3	285	2941	KFKF-F
2. WDAF (C)	234/10.4	10.3	14.1	12.1	11.0	11.7	348/4235	2539/19.3	21.8	20.6	9.8	247	2424	WDAF
3. KYYS-F (AOR)	205/9.2	9.0	7.1	7.9	8.3	8.3	271/3603	2603/19.8	18.4	16.6	11.9	301	3144	KYYS-F
4. KMBZ (N/T/FS)	168/7.5	6.8	3.4	4.4	6.4	5.5	180/2527	2236/17.0	18.5	16.7	5.1	129	1695	KMBZ
5. KPRS-F (B)	138/6.2	6.1	6.1	7.3	5.5	6.4	151/1476	1323/10.1	10.5	11.2	10.8	271	1809	KPRS-F
6. KBEQ-F (CHR)	117/5.2	4.7	5.2	5.1	6.8	5.0	154/3460	2680/20.4	18.7	20.7	5.2	132	2818	KBEQ-F
7. KCFX-F (CL AOR)	107/4.8	3.9	4.8	6.1	4.8	4.9	119/2482	2096/15.9	12.7	13.1	6.5	164	2164	KCFX-F
8. KCMO-F (O)	105/4.7	3.8	5.3	4.8	5.2	4.7	143/2221	1640/12.5	11.9	13.6	3.1	77	1249	KCMO-F
9. KCMO (N/T)	95/4.2	4.9	4.7	5.9	5.6	4.9	133/2227	1569/11.9	13.2	14.0	3.8	95	1619	KCMO
10. KUDL-F (AC)	90/4.0	3.9	4.0	2.9	4.1	3.7	116/2213	1746/13.3	13.5	12.2	3.4	85	1397	KUDL-F
11. KXXR-F (CHR)	89/4.0	3.7	3.4	4.4	3.0	3.9	105/1767	1524/11.6	12.0	10.7	4.6	117	1647	KXXR-F
12. KRVK-F (AOR)	81/3.6	4.7	2.5	3.6	5.1	3.6	103/1866	1490/11.3	13.7	13.5	2.5	62	1009	KRVK-F
13. KLSI-F (AC)	77/3.4	3.0	5.3	3.9	4.0	3.9	83/1460	1264/9.6	10.6	11.1	3.0	76	1300	KLSI-F
14. KMBR-F (SAC)	72/3.2	4.5	6.0	5.3	4.3	4.8	98/1446	1153/8.8	12.4	11.5	3.3	82	946	KMBR-F
15. KPRT (G)	46/2.1	1.4	2.2	1.0	1.8	1.7	46/521	521/4.0	2.8	3.2	1.7	42	415	KPRT
16. KXTR-F (CL)	44/2.0	2.8	2.2	2.9	2.1	2.5	51/810	666/5.1	7.0	5.7	1.7	117	1647	KXTR-F
17. WHB (O)	32/1.4	2.3	1.8	2.1	1.8	1.9	67/1511	863/6.6	7.2	7.8	1.7	43	999	WHB
18. KCCV (REL)	28/1.3	1.1	0.4	0.9	0.6	0.9	31/332	279/2.1	2.8	1.7	0.5	12	308	KCCV
19. KNHN (N)	25/1.1	1.4	2.5	0.7	0.4	1.4	25/623	605/4.6	5.2	2.2				KNHN
20.														

12+ FM SHARE (METRO): 67.89% (1391 of 2049) (SUM 90: 67.50%)

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 KFKF-F<	1 KFKF-F>	1 KFKF-F>	1 WDAF >	1 WDAF >	1 KFKF-F	1 KFKF-F	1 KMBZ >>	1 KFKF-F
2 KXXR-F>	2 KFKF-F>	2 KYYS-F>	2 KYYS-F>	2 KYYS-F	2 KMBZ	2 KFKF-F>	2 KYYS-F<	2 KYYS-F	2 KYYS-F	2 KCMO
3 KPRS-F	3 KPRS-F	3 KPRS-F<	3 KCMO-F	3 KCMO-F<	3 KFKF-F>	3 KYYS-F	3 WDAF >	3 WDAF >	3 KPRS-F	3 WDAF
4	4 KCFX-F	4 KCFX-F<	4 KCFX-F	4 WDAF	4 KCMO	4 KCMO	4 KPRS-F<	4 KPRS-F	4 KFKF-F	4 KYYS-F
5	5 KBEQ-F	5 KCMO-F	5 WDAF <	5 KCFX-F<	5 KCMO-F	KBEQ-F	5 KCMO-F<	5 KMBZ	5 WDAF	5 KMBZ
6	6 KXXR-F	6 KBEQ-F	6 KPRS-F <	6 KPRS-F<	6	6 KPRS-F	6 KCMO	6 KCMO-F<	6 KXXR-F	6
7	7 KUDL-F	7	7 KUDL-F	7 KMBZ <	7	7	7	7 KUDL-F	7	7
8	8	8	8 KLSI-F	8 KLSI-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 KYYS-F>	1 KFKF-F	1 KFKF-F>	1 KFKF-F>	1 KFKF-F>	1 KYYS-F>>	1 KYYS-F>>	1 KYYS-F>>	1 KYYS-F>	1 KFKF-F
2 KFKF-F	2 KYYS-F	2 KPRS-F	2 KYYS-F	2 KLSI-F	2 KXXR-F	2 KCFX-F	2 KFKF-F	2 KFKF-F>	2 KYYS-F>
3 KXXR-F	3 KPRS-F	3 KYYS-F	3 KPRS-F	3 KCMO-F	3 KCFX-F	3 KFKF-F	KCFX-F>	3 KCFX-F>	3 KMBZ
4 KPRS-F	4 KBEQ-F	4 KLSI-F	4 KLSI-F	4 WDAF <	4 KBEQ-F	4 KPRS-F	4 KPRS-F	4 KCMO-F<	4 KCFX-F<
KBEQ-F>>	5 KLSI-F	5 KUDL-F	5 KBEQ-F	5 KPRS-F<	5 KPRS-F>	5 KXXR-F	5 KUDL-F	5 WDAF	5 WDAF
6	6 KUDL-F<	6 KCFX-F	6 KUDL-F	6 KUDL-F	6 KPRT	KBEQ-F	6 WDAF	KMBZ	6 KCMO-F
7	7 KXXR-F	7 KRVK-F	KCMO-F	7 KYYS-F	7	7	KMBZ	7 KPRS-F	7
8	KRVK-F	8 KBEQ-F	8	8	8	8	KCMO-F	8	8
	KCFX-F								

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KBZR 1030 Blue Sprng/KCty	0.9/2.0/ 20/ 283		
KCFM-F 107.3 Lexington	0.9/3.0/ 40/ 698		
KEXS 1090 Excelsr Spgs			
KIDZ 1510 Independence	0.4/1.3/ 10/ 169		
KMZU-F 100.7 Carrollton	0.5/0.6/ 37/ 397		

KANSAS CITY

AM STATIONS

KCCV,	760,	6	KW/(DAYS)	,	Religion	,	\$ 18.00	(---)	Bott
KCMO,	810,	50	KW/5 KW (DA-2)	,	Talk/News	CBS MBS,	\$ 84.00	(Mc-Guild)	Gannett
KCNW,	1380,	2.5	KW	,	Religion	,	\$ 20.00	(---)	Marsh
KJLA,	1190,	5	KW/250 W (DA-N)	,	Nostalgia	MBS UNISUP,	\$ 30.00	(Roslin)	
KMBZ,	980,	5	KW (DA-2)	,	N/T/Full Service	NBC,	\$ 65.00	(Durpetti)	Bonneville
KPRT,	1590,	1	KW	,	Gospel	MBS,	\$ 22.00	(Eastman)	
KNHN,	1340,	1	KW	,	Talk	CNN UNISUP,	\$ 21.00	(---)	
WDAF,	610,	5	KW	,	Country	ABC,	\$100.00	(Katz)	Great American
WHB,	710,	10	KW/5 KW (DA-2)	,	Oldies	APR,	\$ 43.00	(Christal)	Shamrock

FM STATIONS

KBEQ,	104.3,	100	KW @ 987	,	CHR	ABC,	\$ 86.00	(CBS)	Noble
KCFX,	100.7,	100	KW @ 833	,	Classic AOR	UNIPWR,	\$ 59.00	(MMR)	Hoker
KCMO,	94.9,	100	KW @ 1057	,	Oldies	,	\$ 50.00	(Mc-Guild)	Gannett
KKFK,	94.1,	100	KW @ 995	,	Country	,	\$ 95.00	(HNWH)	Sconnix
KLSI,	93.3,	100	KW @ 1065	,	AC	,	\$ 67.00	(MMR)	Apollo
KMBR,	99.7,	100	KW @ 988	,	EZ	UNIULT,	\$ 60.00	(Durpetti)	Bonneville
KPRS,	103.3,	100	KW @ 995	,	Black	SBN ABC,	\$ 50.00	(Eastman)	
KRVK,	98.9,	100	KW @ 1057	,	AOR	ABC,	\$ 47.00	(HNWH)	Journal Co
KUDL,	98.1,	100	KW @ 995	,	AC	APR,	\$ 63.00	(Christal)	Shamrock
KXTR,	96.5,	100	KW @ 984	,	Classical	UNIULT,	\$ 40.00	(CMBS)	
KXXR,	106.5,	100	KW @ 981	,	CHR/DANCE	,	\$ 62.00	(Banner)	Olympia
KYYS,	102.1,	100	KW @ 1000	,	AOR	SOURCE,	\$ 80.00	(Katz)	Great American

KNOXVILLE

Arbitron Rank/Pop (12+): 70/515,600

Stations: 16/15
Diaries: 1054/489:1/57.7%
Sample Target: 945
% Below Line: 0.3
% Not Listed: 11.2

1990 Revenue: \$14,600,000
HH Inc.: \$28,176
Retail \$: 4.8 Bil
Pop per Station: 34,373
#1 Biller: WIVK-AF \$6,200,000

MSA Rank/Pop: 85/612,000
ADI # 64
Average Person Ratings: 17.1
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WIVK-F (C)	295/33.4	32.0	29.8	35.4	32.4	32.7	437/4385	2493/48.4	46.4	52.8	33.3	304	2489	WIVK-F
2. WEZK-F (SAC)	96/10.9	14.2	13.4	11.8	8.7	12.6	173/2316	1444/28.0	28.5	19.3	11.2	102	1298	WEZK-F
3. WOKI-F (CHR)	86/ 9.7	9.1	10.9	9.5	12.1	9.8	178/2583	1107/21.5	20.5	25.6	14.1	129	1248	WOKI-F
4. WMYU-F (AC)	85/ 9.6	9.6	11.5	10.5	11.9	10.3	129/1985	1304/25.3	27.5	27.5	7.9	72	1552	WMYU-F
5. WIMZ-AF (AOR)	63/ 7.1	9.4	8.1	10.0	9.9	8.7	166/1991	922/17.9	22.0	23.5	7.3	66	1112	WIMZ-AF
6. WWZZ-F (AOR)	36/ 4.1	3.8	2.9	0.6	1.7	2.8	37/456	423/ 8.2	6.9	6.4	5.5	50	525	WWZZ-F
WQBB (EZ)	36/ 4.1	3.9	4.0	4.1	2.4	4.0	36/347	337/ 6.5	5.5	4.5	1.3	12	144	WQBB
8. WJBZ-F (G)	22/ 2.5	1.3	---	---	---	0.9	22/269	247/ 4.8	2.4	0.0	1.8	16	225	WJBZ-F
9. WRJZ (REL)	21/ 2.4	1.2	1.1	1.3	2.0	1.5	22/280	267/ 5.2	6.3	5.7	1.2	11	264	WRJZ
WIVK (C)	21/ 2.4	2.1	2.8	3.4	2.8	2.7	32/481	302/ 5.9	6.1	0.0	2.5	23	556	WIVK

12+ FM SHARE (METRO): 87.77% (689 of 785) (SUM 90: 87.01%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
WGAP 1400 Maryville	0.5/2.5/	4/	131	
WUTK 850 Knoxville	0.8/3.1/	7/	175	
WXST-F 105.3 Loudon	0.5/2.7/	7/	195	
WYSH 1380 Clinton	0.7/1.2/	7/	78	
WMI-F 102.5 Hendersonville	0.3/0.9/	3/	73	

RADIO STATIONS

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

WCKS-F, 93.1, 3 KW @ 328	, AOR	, \$15.00 (---)	(KARNS)
WEZK-F, 97.5, 100 KW @ 1298	, SAC/EZ	UNISUP, \$37.00 (Durpetti)	South Central
WIMZ-F, 103.5, 100 KW @ 1720	, AOR	SOURCE, \$65.00 (Christal)	Stoner
WIVK-F, 107.7, 100 KW @ 1970	, Country	ABC, \$116.00 (Katz)	Dick
WKNF-F, 94.3, 1.8 KW @ 514	, Soft AC	UNISUP UNIULT, \$16.00 (---)	(OAK RIDGE)
WMYU-F, 102.3, 15 KW @ 1979	, AC	UNIPWR, \$73.00 (Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2000	, CHR	ABC CBS, \$35.00 (HNWH)	(OAK RIDGE)

LANSING

Arbitron Rank/Pop (12+): 100/357,000

Stations: 22/14
Diaries: 826/432:1/52.1%
Sample Target: 820
% Below Line: 11.4
% Not Listed: 21.2

1990 Revenue: \$13,000,000
HH Inc.: \$32,649
Retail \$: 3.5 Bil
Pop per Station: 25,500
#1 Biller: WITL-AF \$3,400,000

MSA Rank/Pop: 110/436,000

ADI # 103

Average Person Ratings: 17.5

Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SPG				WIN				FAL				SUM				4 Book		12+ TSA		12+ METRO		SPG		SUM		Birch		
		91	91	90	90	91	91	90	90	91	91	90	90	91	91	90	90	91	90	91	90	CUME/CUME	RATING	91	90	Share	AQH	Cume		
1. WITL-AF (C)	95/15.2	18.3	13.9	18.5	14.9	16.5	178/1875	929/26.0	32.4	27.1	18.1	110	950	WITL-AF																
2. WJXQ-F (AOR)	64/10.3	10.1	7.6	6.1	8.2	8.5	116/1321	698/19.6	17.1	14.3	11.4	73	760	WJXQ-F																
3. WVIC-F (CHR)	60/ 9.6	12.7	14.4	13.3	13.0	12.5	125/1861	1062/29.0	31.7	30.4	12.2	78	1222	WVIC-F																
4. WJIM-F (SAC)	53/ 8.5	7.0	8.1	8.7	7.8	8.1	67/771	590/16.5	16.5	15.2	5.3	34	591	WJIM-F																
5. WFMK-F (AC)	34/ 5.4	5.1	8.5	5.6	7.7	6.2	54/972	631/17.7	14.6	15.8	4.4	28	512	WFMK-F																
6. WIBM-F (O)	32/ 5.1	4.6	5.9	5.1	4.5	5.2	73/1402	601/16.8	17.3	13.6	5.1	33	558	WIBM-F																
7. WGOR-F (CHR)	28/ 4.5	4.7	3.7	5.3	5.7	4.6	35/766	603/16.9	16.0	16.8	7.3	47	844	WGOR-F																
8. WJR (FS)	27/ 4.3	5.7	4.6	3.8	4.2	4.6	74/1201	421/11.8	12.3	11.4	4.4	28	552	WJR																
9. WMMQ-F (CL AOR)	17/ 2.7	3.1	4.9	2.4	3.7	3.3	20/475	388/10.9	11.3	12.8	4.8	31	436	WMMQ-F																
10. WILS (B)	11/ 1.8	1.8	1.5	1.7	2.3	1.7	13/226	168/ 4.7	5.2	4.8	1.6	10	235	WILS																

12+ FM SHARE (METRO): 88.82% (437 of 492) (SUM 90: 89.08%)

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

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

WJIM	1240	Lansing	1.4/5.0/	9/ 179
WLYY-F	101.7	Lansing	1.3/6.0/	8/ 215
CKLW	800	Windsor/Detroit	0.3/1.2/	19/ 106
WIOG-F	102.5	Bay City/Flint	1.6/5.7/	26/ 512
WJFM-F	93.7	Gr Rapids/Klmzo	1.4/4.1/	15/ 319
WKQI-F	95.5	Detroit	0.6/1.4/	13/ 149
WOODJ-F	107.3	Greenvl/GrRpds	0.5/3.4/	17/ 338
WOOD-F	105.7	Grand Rapids	1.6/4.1/	27/ 431
WRIF-F	101.1	Detroit	1.0/1.6/	40/ 489

RADIO STATIONS

WILS	, 1320,	5 KW/1 KW (DA-3),	Black	ABC, \$14.00	(Christal)	MacDonald
WJIM	, 1240,	1 KW	Talk	NBC, \$12.00	(Torbet)	Double L
WFMK-F,	99.1,	28 KW @ 559	, AC	, \$41.00	(Eastman)	Liggett
WGOR-F,	92.1,	3 KW @ 300	, CHR	CBS, \$21.00	(HNWH)	(ST. JOHNS)
WIBM-F,	94.1,	40 KW @ 550	, Oldies	UNIULT, \$28.00	(MHR)	CR (JACKSON)
WITL-F,	100.7,	27 KW @ 628	, Country	ABC, \$54.00	(Banner)	
WJIM-F,	97.5,	28 KW @ 440	, EZ/Soft	, \$28.00	(Torbet)	Double L
WJXQ-F,	106.1,	50 KW @ 490	, AOR	ABC, \$26.00	(Durpetti)	(JACKSON)
WLYY-F,	101.7,	3 KW @ 150	, AC	ABC, \$24.00	(Christal)	MacDonald
WMMQ-F,	92.7,	1.5 KW @ 466	, Classic AOR	SOURCE NBC, \$25.00	(HNWH)	(CHARLOTTE)
WVIC-F,	94.9,	48 KW @ 500	, CHR	UNIPWR, \$65.00	(Katz)	Goodrich

LAS VEGAS

Arbitron Rank/Pop (12+): 59/640,300
 MSA Rank/Pop: 72/670,000
 ADI # 91
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 24/24
 Diaries: 974/657:1/46.6%
 Sample Target: 960
 % Below Line: 0.0
 % Not Listed: 15.6

1990 Revenue: \$22,700,000
 HH Inc.: \$31,781
 Retail \$: 5.4 B*1
 Pop per Station: 26,679
 #1 Biller: KFMS-AF \$3,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	113/10.1	8.9	8.7	13.4	11.8	10.3	117/1204	1178/18.4	17.6	18.7	8.3	84	797	KFMS-AF
2. KLUC-AF (CHR)	100/ 9.0	8.1	9.0	8.6	11.0	8.7	100/1840	1780/27.8	24.9	26.3	12.6	136	1841	KLUC-AF
3. KMZQ-F (AC)	91/ 8.1	5.6	7.0	5.0	6.3	6.4	91/1041	1036/16.2	11.8	15.0	4.9	54	747	KNZQ-F
4. KXTZ-F (EZ)	66/ 5.9	7.4	6.7	8.9	7.3	7.2	71/826	752/11.7	12.3	11.3	3.0	33	559	KXTZ-F
5. KKLZ-F (CL AOR)	65/ 5.8	6.5	5.4	5.6	6.4	5.8	65/954	951/14.9	13.6	13.3	7.0	77	684	KKLZ-F
6. KWNR-F (C)	53/ 4.7	4.7	3.9	3.6	0.7	4.2	56/599	590/ 9.2	9.9	4.6	4.1	45	479	KWNR-F
KRLV-F (SAC)	53/ 4.7	4.7	4.0	3.4	2.9	4.2	54/710	649/10.1	11.1	8.0	4.0	44	400	KRLV-F
KOMP-F (AOR)	53/ 4.7	6.4	4.4	4.6	5.5	5.0	56/827	819/12.8	14.1	13.9	5.7	62	669	KOMP-F
9. KUDA-F (O)	51/ 4.6	5.3	4.9	5.1	5.4	5.0	53/743	679/10.6	14.5	11.9	3.4	37	564	KUDA-F
10. KJUL-F (BB)	46/ 4.1	3.0	1.8	1.0	2.0	2.5	50/532	504/ 7.9	6.0	3.9	3.2	35	375	KJUL-F
KEYV-F (J/NA)	46/ 4.1	2.5	1.7	3.0	2.1	2.8	48/675	655/10.2	6.8	5.6	4.8	53	513	KEYV-F
12. KYRK-F (CHR)	44/ 3.9	3.9	4.7	5.1	5.8	4.4	48/1060	994/15.5	15.7	18.5	5.9	65	1482	KYRK-F
13. KMMK-F (AC)	36/ 3.2	4.5	4.2	2.6	2.6	3.6	36/580	580/ 9.1	8.6	4.9	2.6	28	339	KMMK-F
14. KORK (BB)	26/ 2.3	2.4	4.1	2.3	4.2	2.8	26/355	355/ 5.5	5.7	7.5	1.7	19	338	KORK
15. KNUU (N/T)	23/ 2.1	2.2	3.3	2.1	2.1	2.4	23/451	442/ 6.9	7.2	6.6	1.8	20	304	KNUU
16. KMTW (AOR)	20/ 1.8	0.6	1.6	0.9	1.4	1.2	20/187	187/ 2.9	1.9	3.2	1.2	13	131	KMTW
17. KRRI-F (O)	14/ 1.3	1.7	1.3	2.0	1.2	1.6	14/307	295/ 4.6	6.3	4.7	3.2	35	268	KRRI-F
KDWN (N/T)	14/ 1.3	3.8	2.8	2.0	2.1	2.5	15/319	301/ 4.7	9.4	4.6	1.7	19	260	KDWN

12+ FM SHARE (METRO): 87.39% (825 of 944) (SUM 90: 84.70%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 KLUC-AF>	1 KLUC-AF<	1 KLUC-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF>	1 KLUC-AF<	1 KFMS-AF	1 KFMS-AF<	1 KLUC-AF>	1 KFMS-F
2 KYRK-F>	2 KMZQ-F	KMZQ-F	KMZQ-F	2 KMZQ-F	2 KXTZ-F	2 KFMS-AF	2 KMZQ-F	2 KMZQ-F	2 KFMS-AF>	2 KLUC-F
3 KMZQ-F	3 KOMP-F	3 KFMS-AF	3 KKLZ-F<	3 KWNR-F<	3 KJUL-F	3 KKLZ-F<	3 KLUC-AF	3 KLUC-AF>	3 KOMP-F<	3 KKLZ-F
4	4 KKLZ-F>	4 KKLZ-F	4 KLUC-AF<	4 KLUC-AF	4 KUDA-F	4 KMZQ-F	4 KRLV-F<	4 KXTZ-F<	4 KYRK-F	KDWN
5	5 KRLV-F	5 KOMP-F	5 KEYV-F<	KKLZ-F	5 KEYV-F	5 KXTZ-F	5 KKLZ-F<	5 KKLZ-F	5 KKLZ-F	5 KNUU
6	6	6	6 KWNR-F	6 KEYV-F	6	6	6 KXTZ-F	6 KOMP-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 KLUC-AF	1 KMZQ-F	1 KMZQ-F>	1 KMZQ-F<	1 KFMS-AF	1 KOMP-F	1 KOMP-F>	1 KOMP-F	1 KKLZ-F	1 KKLZ-F<
2 KMZQ-F>	2 KLUC-AF>	2 KLUC-AF	2 KLUC-AF>	2 KMZQ-F	2 KLUC-AF>	2 KKLZ-F>	2 KKLZ-F>	2 KOMP-F	2 KFMS-AF
3 KOMP-F>	3 KRLV-F>	3 KRLV-F	3 KFMS-AF<	3 KLUC-AF	3 KMTW	3 KLUC-AF>	3 KMZQ-F	3 KFMS-AF	3 KEYV-F
4 KKLZ-F	4 KWNR-F	4 KWNR-F	4 KRLV-F	4 KRLV-F	4 KKLZ-F	4 KMZQ-F	4 KWNR-F	4 KLUC-AF	4 KMZQ-F
5 KMTW	5 KKLZ-F	5	5	5 KWNR-F	5 KYRK-F	5 KYRK-F	5 KEYV-F	5 KEYV-F	5 KOMP-F
KMMK-F	6	6	6	6	KUDA-F	6	6	6 KMZQ-F	6 KWNR-F

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

KDOL	1280	Henderson/LosVg	1.2/1.5/ 13/ 93
KENO	1460	Las Vegas	0.4/2.5/ 5/ 162
KROL	870	Laughlin/E LV	0.4/1.7/ 8/ 175
KVEG	840	North Las Vegas	0.7/2.4/ 8/ 156

RADIO STATIONS

KDWN	, 720,	50 KW (DA-N)	, Talk	, \$18.00	(Roslin)
KMTW	, 1340,	1 KW	, AOR	SMN, \$13.00	(Banner)
KNUU	, 970,	5 KW/500 W (DA-2),	News/Talk	MBS CBS, \$17.00	(---)
KORK	, 920,	5 KW/500 W (DA-2),	Nostalgia	ABC, \$19.00	(Banner) Anchor
KEYV-F,	93.1,	25 KW @ 3724	, Jazz/NAC	, \$28.00	(HNWH)
KFMS-F,	101.9,	100 KW @ 1180	, Country	, \$64.00	(Katz)
KJUL-F,	104.3,	25 KW @ 3724	, Nostalgia	UNISUP UNIULT,	\$18.00 (CBS)
KKLZ-F,	96.3,	100 KW @ 1176	, Classic AOR	, \$35.00	(Banner)
KMMK-F,	103.5,	100 KW @ 1152	, AC/Rock	CNN UNISUP,	\$23.00 (Schubert)
KLUC-F,	98.5,	100 KW @ 1180	, CHR	UPI, \$63.00	(Mc-Guild) Nationwide
KMZQ-F,	100.5,	100 KW @ 1104	, AC	, \$35.00	(Eastman) Commonwealth (ENDERSON)
KOMP-F,	92.3,	100 KW @ 1520	, AOR	, \$38.00	(Christal) Lotus
KRLV-F,	106.5,	100 KW @ 1155	, Soft AC	CBS, \$26.00	(HMR)
KRRI-F,	105.5,	4 KW @ 1588	, Oldies	NBC, \$17.00	(Torbet) (BOULDER CITY)
KUDA-F,	107.5,	25 KW @ 3724	, Oldies	, \$31.00	(CBS) Americom-Quinn
KWNR-F,	95.5,	100 KW @ 1160	, Country	UNIULT,	\$21.00 (Torbet)
KXTZ-F,	94.1,	100 KW @ 1210	, EZ	, \$45.00	(Durpett1) Parker (ENDERSON)
KYRK-F,	97.1,	100 KW @ 1919	, CHR	, \$31.00	(Banner) Anchor

LITTLE ROCK

Arbitron Rank/Pop (12+): 81/423,400
 MSA Rank/Pop: 97/523,000
 ADI # 57
 Average Person Ratings: 16.4
 Market TSL: 22.00 hours

Stations: 20/20
 Diaries: 970/436:1/54.3%
 Sample Target: 865
 % Below Line: 0.0
 % Not Listed: 9.4

1990 Revenue: \$14,800,000
 HH Inc.: \$30,766
 Retail \$: 4.2 Bil
 Pop per Station: 21,170
 #1 Biller: KSSN-F \$4,300,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F (C)	120/17.3	20.1	21.0	24.2	----	20.6	241/3081	1434/33.9	36.9	0.0	23.2	161	1447	KSSN-F
2. KMJX-F (AOR)	78/11.2	9.2	10.7	10.6	----	10.4	141/1386	812/19.2	18.2	0.0	13.7	95	811	KMJX-F
3. KIPR-F (B/CHR)	62/ 8.9	8.9	6.5	9.1	----	8.4	130/1175	616/14.5	14.3	0.0	10.8	75	766	KIPR-F
4. KURB-F (AOR)	60/ 8.6	4.9	4.7	4.9	----	5.8	88/1733	1010/23.8	18.8	0.0	6.6	46	1012	KURB-F
5. KEZQ-F (SAC)	59/ 8.5	10.2	9.9	7.3	----	9.0	82/1205	757/17.9	19.6	0.0	4.9	34	456	KEZQ-F
6. KARN (N/T)	42/ 6.1	6.3	8.2	6.3	----	6.7	46/632	523/12.4	13.0	0.0	2.9	20	432	KARN
7. KKYK-F (CHR)	38/ 5.5	4.3	5.3	4.4	----	4.9	68/1246	747/17.6	17.0	0.0	6.1	42	597	KKYK-F
8. KOLL-F (O)	36/ 5.2	5.7	4.3	6.5	----	5.4	70/1139	631/14.9	14.5	0.0	4.8	33	416	KOLL-F
9. KHLT-F (AC)	32/ 4.6	4.3	5.0	4.6	----	4.6	48/1094	583/13.8	12.6	0.0	3.0	21	378	KHLT-F
10. KXIX-F (C)	25/ 3.6	2.8	1.3	----	----	1.9	27/482	396/ 9.4	9.1	0.0	3.7	26	316	KXIX-F
11. KMZX-F (B)	22/ 3.2	2.1	2.1	2.6	----	2.5	22/269	269/ 6.4	5.9	0.0	2.0	14	170	KMZX-F
12. KLRG (G)	15/ 2.2	2.9	3.2	3.8	----	3.0	15/221	221/ 5.2	4.6	0.0	3.5	24	190	KLRG
13.														
14.														
15.														

12+ FM SHARE (METRO): 86.65% (545 of 629) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKYK-F	1 KMJX-F>	1 KMJX-F<	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F	1 KSSN-F
2 KIPR-F>	2 KIPR-F	2 KSSN-F>	2 KMJX-F	2 KMJX-F	2 KEZQ-F	2 KARN <	2 KMJX-F>	2 KMJX-F	2 KIPR-F	2 KEZQ-F
3 KSSN-F	3 KSSN-F	3 KURB-F	3 KURB-F	3 KURB-F	3 KARN >	3 KURB-F	3 KURB-F	3 KEZQ-F	3 KMJX-F	3 KARN
4	4 KURB-F	4 KIPR-F>	4 KOLL-F	4 KOLL-F<	4 KOLL-F	4 KMJX-F	4 KEZQ-F<	4 KURB-F	4 KEZQ-F>	4
5	5	5 KOLL-F	KIPR-F	5 KIPR-F	5 KURB-F	5 KIPR-F	5 KIPR-F	5 KIPR-F	5 KURB-F	5
6	6	6	6	7 KHLT-F	6	6 KEZQ-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 KMJX-F	1 KURB-F<	1 KURB-F	1 KSSN-F<	1 KSSN-F	1 KMJX-F>>	1 KMJX-F>>	1 KMJX-F>>	1 KMJX-F>	1 KMJX-F
2 KIPR-F	2 KIPR-F	2 KSSN-F	2 KURB-F>	2 KURB-F>	2 KSSN-F>	2 KIPR-F	2 KIPR-F	2 KSSN-F>	2 KSSN-F
3 KURB-F>	3 KSSN-F	KHLT-F	3 KIPR-F	3 KEZQ-F	3 KKYK-F	3 KSSN-F>	3 KSSN-F>	3 KIPR-F	3 KOLL-F
4 KSSN-F>	4 KMJX-F	4 KIPR-F>	4 KHLT-F	4 KHLT-F	KIPR-F	4 KURB-F	4 KURB-F	4 KOLL-F	4 KIPR-F
5 KMZX-F	5 KHLT-F	5 KMJX-F>	5 KMJX-F	5 KIPR-F	5 KXIX-F	5	5	5 KURB-F	5 KURB-F
KKYK-F	6	6 KKYK-F	6 KEZQ-F	6 KOLL-F	6 KURB-F	6	6	6	6
KHLT-F									

OTHER RATED STATIONS	METRO CUME	TSA	SHARE/RTG/AQH/CUME
KAAY 1090 Little Rock	0.4/2.6/	10/ 340	
KBIS 1010 Little Rock	1.3/4.0/	9/ 190	
KITA 1440 Little Rock	0.7/3.0/	6/ 140	
KLRA-F 96.5 England	0.9/2.1/	6/ 88	
KMTL 760 Sherwood/Lt1Rck	0.4/1.8/	12/ 160	
KQUS-F 97.5 Ht Springs	0.7/2.0/	29/ 495	

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS, \$ 32.00 (Katz)	
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS TALK	BRN NBC, \$ 18.00 (Christal)	Signal
KITA, 1440, 5 KW/50 W	, RELIGION	, \$ 13.00 (---)	
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	NBN, \$ 13.00 (McGuild)	Willis
KEZQ-F, 100.3, 44 KW @ 1369	EZ/SOFT AC	CBS, \$ 37.00 (McGuild)	
KHLT-F, 94.1, 100 KW @ 1602	AC	, \$ 38.00 (Christal)	
KIPR-F, 92.3, 100 KW @ 938	BLACK	, \$ 25.00 (Katz)	(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1510	CHR	, \$ 49.00 (Banner)	Shepard
KMJX-F, 105.1, 81 KW @ 1054	AOR	ABC, \$ 40.00 (HNWH)	
KMZX-F, 106.3, 2.5 KW @ 353	BLACK	NBN, \$ 18.00 (K & P)	Willis (LANOKE)
KOLL-F, 94.9, 100 KW @ 1844	OLDIES	UNIPWR, \$ 36.00 (McGuild)	(PINE BLUFF)
KSSN-F, 95.7, 100 KW @ 1664	COUNTRY	ABC, \$ 90.00 (Katz)	South. Skies
KURB-F, 98.5, 100 KW @ 1285	CHR/URBAN	SOURCE, \$ 34.00 (Eastman)	GHB (Buck)

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,400,500
 MSA Rank/Pop: 1/12,100,000
 ADI # 2
 Average Person Ratings: 18.1
 Market TSL: 23.75 hours

Stations: 42/41
 Diaries: 4120/2282:1/47.5%
 Sample Target: 3835
 % Below Line: 0.3
 % Not Listed: 11.9

1990 Revenue: \$417,000,000
 HH Inc.: \$42,203
 Retail \$: 95.0 Bil
 Pop per Station: 229,280
 #1 Biller: KABC \$39,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ 1/4/CUME	TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. KOST-F (AC)	1013/ 5.9	6.1	5.7	5.5	6.6	5.8	1204/20160	16681/17.7	16.8	17.1		5.3	856	10607
2. KIIS-F (CHR)	891/ 5.2	4.7	4.6	5.0	4.9	4.9	1076/20467	16873/17.7	17.8	18.3		6.6	1071	18891
3. KKBT-F (B)	833/ 4.9	4.1	3.6	3.5	3.0	4.0	905/10519	9175/ 9.8	9.2	7.3		6.0	975	10089
4. KABC (T)	798/ 4.7	5.1	4.3	4.3	4.9	4.6	887/12464	10930/11.6	11.2	11.4		5.4	874	9369
5. KLOS-F (AOR)	763/ 4.5	4.5	4.0	4.6	4.1	4.4	1026/14781	11033/11.7	11.8	11.9		5.6	915	12397
6. KRTH-F (O)	653/ 3.8	3.6	2.8	1.9	2.4	3.0	847/15521	11896/12.7	12.9	8.8		2.9	473	8764
KBIG-F (AC)	653/ 3.8	4.1	3.5	3.8	3.5	3.8	758/13726	11299/12.0	11.3	10.1		2.8	455	5950
8. KPWR-F (CHR)	594/ 3.5	3.4	3.5	4.5	4.3	3.7	649/12811	11159/11.9	12.7	14.8		4.4	715	12610
9. KLVE-F (SP)	592/ 3.5	2.8	3.1	3.7	2.8	3.3	645/7900	6915/ 7.4	6.6	6.6		2.3	368	5403
10. KFVB (N)	532/ 3.1	3.1	4.3	2.9	3.1	3.3	565/12918	11848/12.6	13.8	11.2		2.7	441	8223
11. KWKW (SP)	521/ 3.1	3.4	3.1	3.3	3.6	3.2	528/5889	5803/ 6.2	7.0	5.8		3.0	488	6131
12. KXEZ-F (EZ)	473/ 2.8	3.0	3.2	3.0	3.1	3.0	515/8648	7877/ 8.4	8.2	8.4		1.1	181	2972
13. KLSX-F (CL AOR)	470/ 2.8	2.8	2.1	2.2	2.3	2.5	535/9824	8675/ 9.2	9.2	8.1		3.2	513	8414
14. KROQ-F (AOR)	453/ 2.7	3.1	2.9	3.2	3.4	3.0	591/9006	7453/ 7.9	8.5	8.8		3.7	605	9666
15. KZLA-F (C)	450/ 2.6	1.6	2.8	2.5	1.6	2.4	476/5767	5357/ 5.7	4.6	4.6		2.6	415	3913
16. KMPC (BB)	442/ 2.6	2.6	2.4	2.8	2.5	2.6	514/7707	6332/ 6.7	6.8	7.0		2.4	397	4678
17. KNX (N)	437/ 2.6	2.7	4.0	3.2	2.6	3.1	592/13163	9800/10.4	11.3	10.4		2.6	426	7987
18. KTWV-F (J/NA)	419/ 2.5	2.8	2.9	3.0	3.0	2.8	518/8620	7206/ 7.7	8.5	8.2		2.5	400	6049
19. KTNQ (SP)	405/ 2.4	2.7	2.7	2.3	2.3	2.5	434/5840	5423/ 5.8	5.9	5.1		1.7	282	3778
20. KQLZ-F (AOR)	382/ 2.2	2.0	3.0	2.7	3.5	2.5	478/8920	6893/ 7.3	7.5	10.1		2.7	441	6359
21. KFI (T)	366/ 2.1	2.3	2.4	1.9	1.7	2.2	645/9571	6332/ 6.7	6.6	5.8		2.4	389	6623
22. KKHJ (SP)	360/ 2.1	1.7	2.3	2.5	1.7	2.2	372/5268	5016/ 5.3	5.1	4.1		1.6	256	3505
23. KLIT-F (AC)	264/ 1.6	0.9	0.8	0.8	1.2	1.0	282/5600	4894/ 5.2	4.2	3.7		0.7	118	1882
24. KKGQ-F (CL)	244/ 1.4	1.4	1.3	1.3	1.4	1.3	284/5460	4814/ 5.1	5.0	5.0		1.2	190	2518
25. KJLH-F (B)	235/ 1.4	1.3	1.1	0.9	1.1	1.2	235/4662	4650/ 4.9	4.9	3.8		2.2	363	4732
26. KCBS-F (O)	234/ 1.4	1.9	1.5	1.7	2.3	1.6	325/7540	5570/ 5.9	6.8	7.4		1.3	208	3398
27. KALI (SP)	189/ 1.1	1.9	1.2	1.7	1.0	1.5	189/2453	2453/ 2.6	3.6	2.9		0.8	133	2254
28. KSKQ-F (SP)	148/ 0.9	1.0	0.8	0.6	1.2	0.8	150/2646	2591/ 2.8	2.9	2.4		0.5	78	1224
29. KACE-F (NAC ?)	145/ 0.9	0.7	0.8	1.2	1.2	0.9	146/2439	2431/ 2.6	2.7	2.8		1.1	184	1783
30. KRRLA (O)	144/ 0.8	1.1	0.6	0.8	1.0	0.8	169/3076	2638/ 2.8	3.9	3.1		0.8	137	2505
31. KNAC-F (AOR)	141/ 0.8	0.8	1.1	0.8	1.1	0.9	147/2922	2718/ 2.9	2.6	2.4		1.3	209	3477
32.														
33.														
34.														
35.														

12+ FM SHARE (METRO): 69.56% (10441 of 15009) (SUM 90: 66.13%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLVE-F	1 KOST-F	1 KOST-F	1 KOST-F>	1 KOST-F>	1 KROQ-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>
2 KKBT-F<	2 KKBT-F	2 KKBT-F	2 KKBT-F<	2 KBIG-F	2 KLOS-F	2 KROQ-F<	2 KKBT-F	2 KKBT-F<	2 KRTH-F
3 KIIS-F	3 KBIG-F<	3 KBIG-F>	3 KBIG-F	3 KKBT-F<	3 KPWR-F	3 KBIG-F	3 KLSX-F	3 KLSX-F	3 KLSX-F<
4 KOST-F<	4 KLVE-F<	4 KIIS-F	4 KLVE-F<	4 KRTH-F	4 KIIS-F	4 KQLZ-F<	4 KQLZ-F	4 KRTH-F	4 KKBT-F<
5 KPWR-F	5 KIIS-F	5 KLVE-F<	5 KIIS-F	5 KLVE-F	5 KQLZ-F	5 KPWR-F	5 KOST-F	5 KOST-F	5 KOST-F
6 KROQ-F	6 KPWR-F	6 KLOS-F	6 KRTH-F	6 KIIS-F	6 KKBT-F	6 KIIS-F	6 KPWR-F<	6 KIIS-F	6 KWKW
7 KBIG-F	7 KROQ-F<	7 KRTH-F	7 KPWR-F	7 KZLA-F	7 KNAC-F	7 KLSX-F	7 KLVE-F	7 KWKW	7 KZLA-F
8 KLSX-F	8 KLOS-F	8 KTNQ	8 KLOS-F	8 KTNQ-F<	8 KLVE-F	8 KWKW	8 KTNQ	8 KROQ-F	8 KIIS-F<
9 KLOS-F	9	9 KPWR-F	9	9 KLOS-F	9 KJLH-F	9 KLVE-F	9 KIIS-F<	9 KQLZ-F	9 KABC
10 KJLH-F	10	10	10	10	10	10 KOST-F	10 KRTH-F	10 KPWR-F	10 KQLZ-F

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

KBOB-F	98.3	West Covina	0.3/0.6/ 55/ 572
KEZY-F	95.9	Anaheim	0.6/2.2/118/2222
KFSG-F	96.3	Los Angeles	0.4/1.2/ 76/1205
KGfJ	1230	Los Angeles	0.7/1.7/112/1580
KIEV	870	Glendale	0.3/1.7/ 61/1710
KIKF-F	94.3	Garden Grove/LA	0.3/1.0/ 48/ 919
KKLA-F	99.5	Los Angeles	0.4/1.8/ 76/1929
KLAC	570	LA/Anaheim	0.6/2.3/120/2730
KMAX-F	107.1	Arcadia/LosAngeles	0.3/1.2/ 54/1155
KSKQ	1540	Los Angeles	0.4/1.5/ 64/1377
XTRA	690	Tijuana/SnDiego	0.3/1.2/ 85/1760

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC,	\$ 420.00 (Katz)	Cap Cities/ABC
KALI,	1430,	5 KW (DA-2)	, HISPANIC	, \$ 90.00 (Katz)		United (SAN GABRIEL)
KDAY,	1580,	50 KW (DA-2)	, BUS. NEWS	NBN, UNIPWR,	\$ 80.00 (Roslin)	(SANTA MONICA)
KFI,	640,	50 KW	, TALK	MBS,	\$ 110.00 (Christal)	Cox
KFWB,	980,	5 KW	, NEWS	CNN NBC,	\$ 305.00 (Group W)	Westinghouse
KGfJ,	1230,	1 KW	, BLACK OLDIES	SBN, SMN,	\$ 70.00 (Roslin)	
KGIL,	1260,	5 KW (DA-2)	, TALK	APR, TALKNT,	\$ 60.00 (HNWH)	Buckley (SAN FERNANDO)
KIEV,	870,	10 KW/1 KW (DA-2)	, TALK	UNISUP UNIULT,	\$ 55.00 (---)	(GLENDALE)
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC,	\$ 115.00 (Eastman)	Malrite
KMPC,	710,	50 KW/10 KW (DA-N)	, NOSTALGIA/MOR	NBC,	\$ 220.00 (Banner)	Golden West
KNX,	1070,	50 KW	, NEWS	CBS,	\$ 340.00 (CBS)	CBS
KRLA,	1110,	50 KW/10 KW (DA-2)	, OLDIES	, \$ 80.00 (MMR)		Greater Media
KSKQ,	1540,	50 KW/10 KW (DA-2)	, HISPANIC	, \$ 100.00 (SBS)		SBS
KTnQ,	1020,	50 KW (DA-2)	, HISPANIC	, \$ 155.00 (Caballero)		Heftel
KWKW,	1330,	5 KW (DA-N)	, HISPANIC	, \$ 100.00 (Lotus)		Lotus

FM STATIONS

KACE,	103.9,	1.6 KW @ 390,	NAC	APR, UNIULT,	\$ 80.00 (K & P)	All Pro (INGLEWOOD)
KBIG,	104.3,	105 KW @ 2890,	AC	, \$ 300.00 (CBS)		Bonneville
KFSG,	96.3,	54 KW @ 480,	RELIGION	APR,	\$ 25.00 (---)	
KIIS,	102.7,	8 KW @ 2960,	CHR	, \$ 520.00 (McGuild)		Gannett
KJLH,	102.3,	2.2 KW @ 338,	BLACK	, \$ 110.00 (Roslin)		(COMPTON)
KKBT,	92.3,	43 KW @ 2910,	URBAN	, \$ 160.00 (MMR)		Evergreen
KKGO,	105.1,	18 KW @ 2887,	CLASSICAL	APR,	\$ 125.00 (CMBS)	
KLIT,	101.9,	2.4 KW @ 2848,	SOFT AC	, \$ 100.00 (Banner)		Golden West (GLENDALE)
KLOS,	95.5,	63 KW @ 3129,	AOR	ABC,	\$ 400.00 (Katz)	Cap Cities/ABC
KLSX,	97.1,	21 KW @ 3002,	CLASSIC AOR	, \$ 300.00 (MMR)		Greater Media
KLVE,	107.5,	30 KW @ 2998,	HISPANIC	, \$ 175.00 (Caballero)		Heftel
KMAX,	107.1,	3 KW @ -44,	RELIGION/ETHNIC	, \$ 60.00 (---)		Douglas (ARCADIA)
KNAC,	105.5,	1 KW @ 453,	AOR	ABC,	\$ 120.00 (Durpetti)	(LONG BEACH)
KCBS,	93.1,	29 KW @ 3498,	OLDIES	CBS,	\$ 190.00 (CBS)	CBS
KOST,	103.5,	13 KW @ 3100,	AC	, \$ 475.00 (Christal)		
KPWR,	105.9,	72 KW @ 770,	CHR	, \$ 430.00 (HNWH)		Emmis
QLZ,	100.3,	5 KW @ 3004,	AOR	SOURCE,	\$ 300.00 (Durpetti)	Westwood One
KROQ,	106.7,	6 KW @ 1387,	AOR	, \$ 270.00 (Torbet)		Infinity
KRTH,	101.1,	51 KW @ 3133,	OLDIES	UNIULT,	\$ 375.00 (Banner)	Beasley
KSKQ,	97.9,	79 KW @ 410,	HISPANIC	, \$ 120.00 (SBS)		SBS
KTWV,	94.7,	58 KW @ 2831,	JAZZ/NAC	, \$ 300.00 (Group W)		Westinghouse
KXEZ,	98.7,	75 KW @ 1180,	SOFT AC/EZ	, \$ 250.00 (Torbet)		Viacom
KZLA,	93.9,	49 KW @ 720,	COUNTRY	, \$ 225.00 (Eastman)		Malrite

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,800
 MSA Rank/Pop: 52/968,000
 ADI # 46
 Average Person Ratings: 16.0
 Market TSL: 21.00 hours

Stations: 17/17
 Diaries: 1315/602:1/55.4%
 Sample Target: 1260
 % Below Line: 0.0
 % Not Listed: 11.3

1990 Revenue: \$27,000,000
 HH Inc.: \$30,273
 Retail \$: 7.5 Bil
 Pop per Station: 46,576
 #1 Biller: WHAS \$6,900,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F (C)	227/17.9	19.5	17.1	20.8	16.7	18.8	336/3605	2407/30.4	29.1	27.3	21.0	292	2622	WAMZ-F
2. WHAS (FS)	181/14.3	14.3	17.3	15.0	12.8	15.2	224/3219	2415/30.5	30.4	27.6	11.6	162	2223	WHAS
3. WQMF-F (AOR)	132/10.4	7.8	8.4	6.4	7.0	8.3	174/2178	1546/19.5	18.0	16.7	11.2	156	1538	WQMF-F
4. WDJX-F (CHR)	101/ 8.0	8.9	6.8	7.3	7.7	7.8	146/2353	1724/21.8	23.1	23.6	8.8	123	2316	WDJX-F
5. WVEZ-F (SAC)	88/ 6.9	6.5	7.6	7.0	8.3	7.0	97/1449	1235/15.6	14.0	19.9	3.7	52	658	WVEZ-F
6. WRKA-F (O)	85/ 6.7	4.9	6.9	6.7	4.8	6.3	86/1492	1449/18.3	17.1	17.0	5.7	80	874	WRKA-F
7. WGZB-F (B)	74/ 5.8	6.7	6.3	6.3	5.6	6.3	84/919	844/10.7	10.1	9.2	9.3	129	1168	WGZB-F
8. WLRS-F (AC)	59/ 4.6	3.4	2.8	3.8	5.5	3.7	61/1050	1031/13.0	11.3	16.0	4.5	62	965	WLRS-F
9. WZKS-F (CHR)	44/ 3.5	5.0	3.9	3.4	4.3	4.0	46/1118	1070/13.5	14.1	10.8	4.6	64	1297	WZKS-F
10. WLOU (B)	39/ 2.1	2.7	3.7	3.1	4.3	3.2	39/629	622/ 7.9	6.8	8.0	3.8	53	612	WLOU
11. WAVG (O)	28/ 2.2	2.1	2.3	0.9	1.6	1.9	30/553	501/ 6.3	6.6	6.1	1.7	23	571	WAVG
12. WXVW (BB)	19/ 1.5	1.5	2.3	2.9	2.5	2.0	19/309	309/ 3.9	3.4	5.4	1.1	16	257	WXVW
13. WLLV (G)	17/ 1.3	1.2	1.0	0.6	1.5	1.0	17/239	233/ 2.9	2.8	2.0	0.5	7	187	WLLV
14. WWKY (C)	14/ 1.1	1.2	0.7	1.0	2.1	1.0	14/436	420/ 5.3	3.9	4.8	0.6	9	137	WWKY
15.														

12+ FM SHARE (METRO): 72.00% (810 of 1125) (SUM 90: 68.99%)

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

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
WFIA 900 Louisville	0.6/2.5/	7/	207
WOBS 1570 New Albany/Lsv1			
WTMT 620 Louisville	0.8/2.9/	11/	254

RADIO STATIONS

WAVG , 970, 5 KW (DA-N) , Oldies	NBC UNISUP, \$ 22.00	(Durpetti)	Radio One
WDJX , 1080, 10 KW/1 KW (DA-2) -- simulcast with WDJX-F			
WHAS , 840, 50 KW , MOR/Full Service	ABC, \$110.00	(Christal)	Clear Channel
WLOU , 1350, 5 KW/500 W (DA-N), Black	SBN, \$ 25.00	(---)	Johnson
WWKY , 790, 5 KW/1 KW (DA-2), Country	UNISUP, \$ 20.00	(Katz)	Wilks-Schwartz
WXVW , 1450, 1 KW , Nostalgia	SMN UNISUP, \$ 25.00	(K & P)	
WAMZ-F, 97.5, 100 KW @ 500 , Country	, \$ 90.00	(Christal)	Clear Channel
WDJX-F, 99.7, 24 KW @ 715 , CHR	APR, \$ 70.00	(Eastman)	Stoner
WGZB-F, 96.5, 3 KW @ 300 , Black	CNN, \$ 22.00	(---)	(CORYDON)
WLRS-F, 102.3, 3 KW @ 285 , AC	UNIPWR, \$ 40.00	(Durpetti)	Radio One
WLSY-F, 101.7, 1.4 KW @ 415 , EZ	UNIULT, \$ 25.00	(Banner)	
WQMF-F, 95.7, 34 KW @ 580 , AOR	, \$ 54.00	(HNWH)	
WRKA-F, 103.1, 3 KW @ 275 , Oldies	, \$ 52.00	(Banner)	Capitol-Johnson
WVEZ-F, 106.9, 25 KW @ 670 , AC	UNISUP, \$ 57.00	(Katz)	Wilks-Schwartz
WZKS-F, 103.9, 1 KW @ 490 , CHR	, \$ 22.00	(MMR)	

MADISON

Arbitron Rank/Pop (12+): 118/301,800
 MSA Rank/Pop: 136/356,000
 ADI # 90
 Average Person Ratings: 16.4
 Market TSL: 21.25 hours

Stations: 16/14
 Diaries: 768/393:1/60.5%
 Sample Target: 725
 % Below Line: 1.2
 % Not Listed: 20.8

1990 Revenue: \$15,300,000
 HH Inc.: \$33,352
 Retail \$: 3.3 Bil
 Pop per Station: 21,557
 #1 Biller: WIBA-F \$2,600,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WIBA-F (AOR)	76/15.4	15.3	14.7	12.3	----	14.4	156/1750	925/30.6	34.3	0.0	16.7	82	903	WIBA-F
2. WZEE-F (CHR)	58/11.7	7.0	8.5	8.0	----	8.8	125/1785	864/28.6	26.5	0.0	13.4	66	1008	WZEE-F
3. WOLX-F (AC)	44/ 8.9	9.9	7.7	6.3	----	8.2	133/1767	743/24.6	27.4	0.0	7.5	37	603	WOLX-F
4. WWQM-F (C)	33/ 6.7	8.5	7.7	6.1	----	7.3	40/689	512/16.4	18.0	0.0	11.0	54	506	WWQM-F
5. WIBA (FS)	31/ 6.3	7.0	6.4	6.3	----	6.5	33/591	533/17.7	17.4	0.0	4.3	21	297	WIBA
6. WMGN-F (AC)	30/ 6.1	7.6	6.6	7.6	----	7.0	43/684	485/16.1	15.8	0.0	7.1	35	359	WMGN-F
7. WTSO (C)	27/ 5.5	3.1	7.4	6.5	----	5.6	50/658	335/11.1	9.6	0.0	3.5	17	247	WTSO
8. WTDY (N/T)	19/ 3.8	2.7	4.4	4.7	----	3.9	23/327	276/ 9.1	8.4	0.0	4.1	20	251	WTDY
9. WMAD-F (AOR)	16/ 3.2	4.3	2.9	4.3	----	3.7	19/393	363/12.0	12.4	0.0	3.7	18	329	WMAD-F
WJJO-F (AC)	16/ 3.2	6.0	5.4	5.5	----	5.0	35/750	430/14.2	23.0	0.0	4.9	24	543	WJJO-F
11. WMLI-F (SAC)	15/ 3.0	4.1	2.9	4.5	----	3.6	23/491	360/11.9	13.4	0.0	3.3	16	239	WMLI-F
12. WSJY-F (EZ)	8/ 1.6	2.3	1.9	2.0	----	2.0	42/513	122/ 4.0	5.6	0.0	1.8	9	142	WSJY-F
WIBU (BB)	8/ 1.6	1.7	2.3	1.4	----	1.8	16/232	133/ 4.4	4.5	0.0	1.6	8	72	WIBU
14.														
15.														

12+ FM SHARE (METRO): 77.81% (305 of 392) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F	1 WIBA-F<	1 WIBA	1 WIBA-F>	1 WIBA-F>	1 WIBA-F	1 WZEE-F	1 WIBA-F
2 WIBA-F>	2 WZEE-F>	2 WZEE-F	2 WOLX-F	2 WOLX-F	2 WOLX-F	2 WZEE-F	2 WZEE-F	2 WZEE-F>	WIBA-F	2 WZEE-F
3 WOLX-F	3 WMGN-F	3 WOLX-F	3 WMGN-F	3 WMGN-F	3 WTSO >	3 WOLX-F<	3 WOLX-F	3 WOLX-F	3 WIBA >	3 WTDY
4	4 WWQM-F	4 WMGN-F	4 WZEE-F	4 WWQM-F	4 WWQM-F	4 WTSO <	4 WWQM-F	4 WWQM-F	4 WOLX-F	WIBA
5	WOLX-F	5 WWQM-F	5 WWQM-F	5 WZEE-F	5 WTDY	5 WIBA	5 WMGN-F	5 WMGN-F	5 WMGN-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 WIBA-F	1 WZEE-F	1 WMGN-F	1 WMGN-F	1 WMGN-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>
2 WZEE-F>>	2 WIBA-F<	2 WZEE-F	2 WZEE-F	2 WOLX-F	2 WZEE-F>	2 WZEE-F>	2 WMAD-F	2 WOLX-F	2 WOLX-F
3 WMLI-F	3 WMGN-F>>	3 WIBA-F>	3 WIBA-F	3 WZEE-F>	3 WWQM-F>	3 WWQM-F	3 WZEE-F	3 WZEE-F	3 WWQM-F>
WMGN-F	4 WOLX-F	4 WOLX-F	4 WOLX-F	4 WWQM-F	4 WOLX-F	4 WOLX-F	WOLX-F	4 WWQM-F	4 WMAD-F
WJJO-F	WMLI-F	5 WWQM-F	5	WIBA-F	WJJO-F	WMAD-F	5 WWQM-F	5	5 WZEE-F
6	6	6 WMLI-F	6	6	6	6	WJJO-F	6	WJJO-F

OTHER RATED STATIONS	METRO SHARE	CUME /RTG/AQH	TSA /CUME	TSA
WMM-F 105.5	Verona/Madison	1.0/5.7/	6/	179
WBBM 780	Chicago	0.4/2.1/	6/	235
WJVL-F 99.9	Janesville	0.8/2.2/	47/	578

RADIO STATIONS

WIBA , 1310,	5 KW (DA-2) ,	MOR/Full Service	CBS, \$41.00	(Katz)	Double L
WIBU , 1240,	1 KW ,	Nostalgia	, \$10.00	(---)	(POYNETTE)
WTDY , 1480,	5 KW (DA-2) ,	News/Talk	NBC ABC, \$20.00	(Mc-Guild)	Midwest Family
WTSO , 1070	10 KW/5 KW (DA-2),	Country	APR, \$36.00	(Banner)	Mid Continent
WWQM-F, 106.3,	4.5 KW @ 380 ,	Country	ABC, \$24.00	(Eastman)	
WIBA-F, 101.5,	50 KW @ 450 ,	AOR	CBS, \$49.00	(Katz)	Double L
WMAD-F, 92.1,	2 KW @ 400 ,	AOR	, \$24.00	(Torbet)	
WMGN-F, 98.1,	38 KW @ 580 ,	AC	, \$46.00	(Mc-Guild)	Midwest Family
WMLI-F, 96.3,	6 KW @ 500 ,	Soft AC	UNISUP, \$19.00	(Torbet)	(SAUK CITY)
WOLX-F, 94.9,	37 KW @ 1300 ,	Oldies	, \$38.00	(Christal)	(BARABOO)
WSJY-F, 107.3,	50 KW @ 500 ,	EZ	ABC, \$16.00	(---)	(PORT ATKINSON)
WJJO-F, 94.1,	50 KW @ 500 ,	AC	, \$31.00	(HNWH)	Joyner (WATERTOWN)
WZEE-F, 104.1,	6 KW @ 1120 ,	CHR	, \$46.00	(Banner)	Midcontinent

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/496,300 Stations: 19/18 1990 Revenue: \$12,800,000
 MSA Rank/Pop: 119/664,000 (McAllen) Diaries: 905/548:1/49.1% HH Inc.: \$21,897
 ADI # 113 Sample Target: 915 Retail \$: 3.3 Bil
 Average Person Ratings: 18.7 % Below Line: 0.6 Pop per Station: 27,572
 Market TSL: 25.50 hours % Not Listed: 12.6 #1 Biller: KGBT \$2,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. KTEX-F (C)	156/16.8	19.5	18.5	17.3	16.3	18.0	174/1752	1605/32.3	31.0	27.1	20.0	186	1874
2. KGBT (SP)	120/12.9	13.8	15.1	12.1	14.3	13.5	134/1396	1311/26.4	24.6	22.9	11.2	104	1184
3. KBFM-F (CHR)	100/10.8	11.1	13.1	14.0	17.4	12.3	111/1607	1485/29.9	31.1	32.6	14.0	130	1583
4. KIIW-F (SP)	86/ 9.3	7.0	8.0	7.5	6.6	7.9	95/1190	1081/21.8	21.9	15.4	8.1	75	923
5. KRGY-F (CHR)	53/ 5.7	5.3	3.7	2.8	2.6	4.4	56/919	877/17.7	13.5	8.7	7.0	65	938
6. KVLV-F (O)	45/ 4.9	5.5	4.9	6.8	5.5	5.5	52/684	631/12.7	13.5	13.1	6.5	60	789
KELT-F (AC)	45/ 4.9	6.8	5.7	6.2	6.6	5.9	50/900	809/16.3	18.8	18.0	8.0	74	839
8. KQXX-F (SP)	43/ 4.6	4.6	3.3	4.5	4.4	4.3	43/562	545/11.0	9.7	10.1	3.0	28	473
9. KBOR-F (SP)	32/ 3.5	2.2	1.2	1.2	0.9	2.0	33/415	401/ 8.1	8.7	3.7	2.7	25	402
10. KBOR (SP)	30/ 3.2	1.9	2.5	4.0	2.7	2.9	30/366	366/ 7.4	5.4	6.3	1.1	10	216
11. KURV (T)	26/ 2.8	2.8	1.8	1.9	2.5	2.3	26/306	304/ 6.1	6.8	7.2	1.7	16	232
12. KIRT (SP)	20/ 2.2	1.2	1.9	1.9	3.1	1.8	22/361	335/ 6.7	5.4	8.0	0.8	7	168
13.													
14.													
15.													

12+ FM SHARE (METRO): 72.22% (585 of 810) (SUM 90: 71.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KGBT >	1 KGBT <	1 KTEX-F>	1 KTEX-F	1 KTEX-F	1 KTEX-F
2 KRGY-F	2 KBFM-F	2 KIIW-F	2 KIIW-F	2 KIIW-F	2 KTEX-F>	2 KTEX-F>	2 KGBT >	2 KGBT >	2 KBFM-F>	KGBT
3 KTEX-F	3 KIIW-F>	3 KBFM-F	3 KGBT <	3 KGBT	3 KIIW-F	3 KIIW-F>	3 KBFM-F	3 KBFM-F	3 KQXX-F<	3 KIIW-F
4	4 KRGY-F	4 KGBT	4 KVLV-F	4 KVLV-F	4	4 KBFM-F>	4 KIIW-F>	4 KIIW-F>	4 KGBT	4 KVLV-F
5	KELT-F	5 KVLV-F	5 KBFM-F	5 KQXX-F	5	5 KVLV-F	5 KVLV-F<	5 KRGY-F	5 KIIW-F	5
6	6	6 KELT-F	6	KBFM-F	6	6	6 KELT-F<	6	6 KRGY-F	6
7	7	7	7	7	7	7	7 KRGY-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 KTEX-F	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F>	1 KTEX-F	1 KTEX-F>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>
2 KBFM-F>	2 KBFM-F	2 KIIW-F	2 KIIW-F	2 KIIW-F<	KRGY-F	2 KBFM-F>	2 KVLV-F	2 KIIW-F	2 KIIW-F
3 KRGY-F	3 KIIW-F	3 KELT-F	3 KBFM-F	3 KGBT >	3 KBFM-F>	3 KIIW-F	KBFM-F	3 KBFM-F	3 KVLV-F
4 KIIW-F	4 KELT-F>	4 KBFM-F	4 KGBT	4 KVLV-F	4 KIIW-F	4 KRGY-F	4 KIIW-F>	4 KVLV-F	4 KGBT
5 KELT-F	5 KRGY-F	5 KBOR	KELT-F	KELT-F	5 KGBT	5 KVLV-F	5 KGBT	5 KIIW-F	5 KQXX-F
6 KBOR-F	KBOR	6 KVLV-F	6	6	KELT-F	6	6	6	6 KBFM-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KJAV-F 104.9	Alamo/McAllen	0.3/1.5/	3/ 82
KRGE 1290	Weslaco	1.2/3.9/	15/ 230
KSOX-F 101.7	Raymondville	1.7/4.3/	19/ 345
KUBR 1210	San Juan	0.6/1.8/	6/ 89
KVJY 840	Pharr	0.6/3.3/	7/ 170
KVTY-F 105.5	Mission	0.6/3.3/	6/ 176
XEMS 1490	Matamoros	0.6/1.7/	6/ 84

RADIO STATIONS

KBOR, 1600,	1 KW (DA-1)	, HISPANIC	, \$ 20.00 (Caballero)
KGBT, 1530,	50 KW/10 KW (DA-N)	, HISPANIC	, \$ 45.00 (Katz)
KIRT, 1580,	1 KW/300 W	, HISPANIC	, \$ 16.00 (Caballero)
KURV, 710,	1 KW (DA-1)	, TALK	ABC, CNN, \$ 11.00 (---)
KBFM-F, 104.1,	100 KW @ 998, CHR		ABC, \$ 45.00 (Banner)
KBOR-F, 106.2,	.5 KW @ 633, SEE KBOR-A		
KELT-F, 94.5,	100 KW @ 1158, AC		, \$ 30.00 (Katz)
KVTY-F, 105.3,	3 KW @ 285, RELIGION		, \$ 15.00 (---)
KIIW-F, 96.1,	100 KW @ 987, HISPANIC		, \$ 31.00 (Katz Hisp)
KQXX-F, 98.5,	100 KW @ 1202, HISPANIC		, \$ 24.00 (Caballero)
KRGY-F, 99.5,	100 KW @ 1037, AOR		UNIPWR ABC, \$ 23.00 (Torbet)
KTEX-F, 100.3,	100 KW @ 1125, COUNTRY		ABC, \$ 45.00 (Christal)
KJAV-F, 104.9,	3 KW @ 260, HISPANIC		, \$ 11.00 (In House)
KVLV-F, 107.9,	100 KW @ 790, OLDIES		, \$ 23.00 (Torbet)

MEMPHIS

Arbitron Rank/Pop (12+): 43/895,100
 MSA Rank/Pop: 49/989,000
 ADI # 39
 Average Person Ratings: 17.1
 Market TSL: 23.00 hours

Stations: 24/24
 Diaries: 1238/723:1/51.0%
 Sample Target: 1230
 % Below Line: 0.0
 % Not Listed: 9.7

1990 Revenue: \$29,000,000
 HH Inc.: \$23,401
 Retail \$: 7.0 B11
 Pop per Station: 37,295
 #1 Biller: WGKX-F \$5,900,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WGKX-F (C)	180/11.7	9.8	10.4	10.0	10.2	10.5	228/2810	2022/22.6	20.6	18.4	9.7	138	1880	WGKX-F
2. WHRK-F (B)	179/11.7	12.0	13.5	14.0	12.8	12.8	239/2898	2222/24.8	24.0	23.5	16.7	238	2497	WHRK-F
3. WDIA (B)	174/11.3	9.7	9.7	10.0	9.4	10.2	209/2424	1846/20.6	20.3	20.1	11.3	161	1621	WDIA
4. KJMS-F (B)	149/ 9.7	7.9	4.1	5.4	5.1	6.8	159/2095	1809/20.2	17.4	15.7	8.4	120	1987	KJMS-F
5. WEGR-F (AOR)	127/ 8.3	8.0	11.2	8.8	9.4	9.1	169/2059	1506/16.8	16.3	15.1	13.4	190	1778	WEGR-F
6. WMC -F (CHR)	103/ 6.7	7.9	6.8	8.4	8.7	7.4	126/2233	1692/18.9	20.6	22.2	10.1	144	1791	WMC -F
7. WRVR-F (AC)	82/ 5.3	6.9	9.1	8.0	8.5	7.3	111/1654	1276/14.3	17.1	20.6	5.1	72	935	WRVR-F
8. WLOK (G)	76/ 5.0	5.5	5.5	5.4	5.5	5.3	77/975	937/10.5	12.4	11.9	4.3	61	877	WLOK
9. WMC (N/T)	60/ 3.9	2.7	4.1	2.7	3.9	3.3	65/885	828/ 9.3	7.3	7.9	1.8	25	403	WMC
10. KPYR-F (O)	56/ 3.7	4.8	4.9	6.2	4.1	4.9	113/1855	1160/13.0	14.4	12.9	4.7	67	973	KPYR-F
11. WREC (N/T)	36/ 2.3	2.7	2.2	3.2	1.7	2.6	46/607	524/ 5.9	7.5	6.1	1.1	15	341	WREC
12. WEZI-F (SAC)	33/ 2.2	3.4	3.4	2.5	3.9	2.9	39/528	472/ 5.3	9.1	8.5	1.8	25	492	WEZI-F
13. WCRV (REL)	31/ 2.0	1.2	1.0	1.3	1.1	1.4	35/404	324/ 3.6	3.8	2.5	1.2	17	253	WCRV
14.														
15.														

12+ FM SHARE (METRO): 66.57% (922 of 1385) (SUM 90: 70.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WEGR-F	1 WDIA <	1 WDIA	1 WDIA <	1 WDIA	1 WGKX-F	1 WGKX-F	1 WGKX-F	1 WHRK-F	1 WHRK-F
2 KJMS-F>>	KJMS-F	2 WHRK-F	2 WGKX-F	2 WGKX-F>	2 WGKX-F>	2 WDIA <	2 WDIA	2 WHRK-F	2 KJMS-F>	KJMS-F>>
3 WMC -F	3 WHRK-F	WEGR-F<	3 WEGR-F	3 WEGR-F<	3 WLOK	3 WHRK-F<	3 KJMS-F<	3 WEGR-F	3 WGKX-F	3 WGKX-F>>
4	4 WGKX-F	4 WGKX-F<	4 KJMS-F	4 KJMS-F	4 WMC <	4 WEGR-F	4 WHRK-F	4 KJMS-F	WDIA	4 WDIA <
5	5 WMC -F<	5 KJMS-F	5 WMC -F<	5 WRVR-F<	5 WRVR-F	5 WMC -F	5 WEGR-F	5 WDIA	5 WEGR-F	5 WEGR-F
6	6 WDIA	6 WMC -F	6 WHRK-F	6 WHRK-F<	6 WHRK-F	6 WMC -F	6 WMC -F	6 WMC -F	6	6
7	7	7	7 WRVR-F	7 WMC -F	7	7	7 WRVR-F	7 WRVR-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 WHRK-F	1 WHRK-F	1 WDIA	1 WDIA	1 WDIA	1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WEGR-F
2 KJMS-F	2 KJMS-F	2 WMC -F	2 WGKX-F	2 WGKX-F>	2 WHRK-F>>	2 KJMS-F>	2 KJMS-F>	2 KJMS-F	2 WGKX-F<
3 WGKX-F	3 WDIA <	KJMS-F<	3 WHRK-F	3 WHRK-F	3 KJMS-F>	3 WHRK-F>	3 WGKX-F>	3 WHRK-F	3 KJMS-F<
4 WMC -F	4 WGKX-F<	4 WGKX-F	4 WMC -F	4 WMC -F<	4 WMC -F	4 WGKX-F	4 WRVR-F	4 WGKX-F	4 WDIA >
5 WEGR-F	5 WMC -F>	5 WHRK-F	5 KJMS-F	5 WRVR-F	5	5	5 WHRK-F	5 WDIA	5 WRVR-F
6 WDIA	6 WEGR-F	6 WEGR-F	6 WRVR-F	6 KJMS-F	6	6	6 WDIA	6 WMC -F	6 WMC -F
									WNWZ
									8 WHRK-F
									KPYR-F

OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
KFTH-F 107.1	Marion/Memphis 0.5/3.8/ 8/ 344
KHLS-F 96.3	Blytheville 0.3/0.8/ 13/ 217
KSUD 730	W Memphis/Mmphs 0.5/0.9/ 8/ 90
KWAM 990	Memphis 1.1/3.5/ 24/ 382
WBBP 1480	Memphis 1.0/3.0/ 16/ 267
WGSF 1210	Arlington/Mphs 0.3/1.1/ 5/ 101
WHBQ 560	Memphis 1.0/2.6/ 16/ 298
WNWZ 1430	Germantown/Mphs 0.3/1.3/ 5/ 112
WODZ 680	Memphis 0.3/2.2/ 5/ 215
WPLX 1170	Germantown 0.3/0.7/ 5/ 62
WXSS 1030	Memphis 0.7/1.1/ 12/ 127

RADIO STATIONS

KWAM, 990,	10 KW/450 W (DA-2),	GOSPEL	UNIULT, \$ 20.00 (Durpetti)	Rivers
WDIA, 1070,	50 KW/5 KW (DA-2),	BLACK	CBS, \$ 39.00 (McGuild)	Ragan Henry
WHBQ, 560,	5 KW/1 KW (DA-2),	OLDIES	ABC, APR, \$ 20.00 (Roslin)	
WLOK, 1340,	1 KW (DA-1)	GOSPEL	NBN, SBN, \$ 24.00 (K & P)	
WMC, 790,	5 KW (DA-N)	TALK	ABC, NBC, \$ 35.00 (Banner)	Scripps-Howard
WREC, 600,	5 KW (DA-N)	NOSTALGIA	CBS, \$ 30.00 (McGuild)	New Market
WXSS, 1030,	50 KW/ 1 KW(DA-2),	BLACK/GOSPEL	SMN, NBN, \$ 20.00 (---)	Willis
KJMS-F, 101.1,	100 KW @ 450,	BLACK	NBC, \$ 37.00 (Durpetti)	Rivers
KPYR-F, 98.1,	100 KW @ 1270,	OLDIES	\$ 60.00 (CBS)	Diamond (OSCEOLA, AR)
WEGR-F, 102.7,	100 KW @ 900,	AOR	UNIPWR, \$ 57.00 (McGuild)	New Market
WEZI-F, 94.3,	3 KW @ 300,	EZ	UNISUP, UNIPWR, \$ 35.00 (Eastman)	Ardman
WGKX-F, 105.9,	100 KW @ 984,	COUNTRY	\$ 105.00 (Katz)	Barnstable
WHRK-F, 97.1,	100 KW @ 531,	BLACK	NBC, \$ 75.00 (McGuild)	Ragan Henry
WMC-F, 99.7,	300 KW @ 908,	CHR	SOURCE, \$ 96.00 (Banner)	Scripps-Howard
WRVR-F, 104.5,	100 KW @ 750,	AC	\$ 100.00 (MMR)	Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,767,100
 HSA Rank/Pop: 25/3,180,000 (Miami)
 ADI # 16
 Average Person Ratings: 19.1
 Market TSL: 22.25 hours

Stations: 37/33
 Diaries: 2785/994:1/48.3%
 Sample Target: 2640
 % Below Line: 2.6
 % Not Listed: 8.6

1990 Revenue: \$106,000,000
 HH Inc.: \$33,612
 Retail \$: 27.5 Bill
 Pop per Station: 83,851
 #1 Biller: WHQT-F \$10,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WLYF-F (EZ)	397/ 7.5	8.9	8.3	8.1	6.8	8.2	424/4786	4276/15.5	16.2	13.1	4.6	202	2442	WLYF-F
2. WEDR-F (B)	328/ 6.2	5.7	5.8	6.2	5.5	6.0	365/3860	3281/11.9	10.5	10.0	7.6	335	3355	WEDR-F
3. WPOW-F (CHR)	270/ 5.1	5.2	5.8	4.9	4.8	5.3	283/4589	4111/14.9	13.6	12.6	8.1	359	4071	WPOW-F
4. WIOD (N/T)	257/ 4.9	4.0	5.3	5.1	5.3	4.8	286/3615	3139/11.3	9.7	12.0	4.3	191	2182	WIOD
5. WAQI (SP)	249/ 4.7	4.6	6.1	4.4	5.0	4.9	250/2076	2058/ 7.4	7.5	7.1	3.6	161	1543	WAQI
6. WHQT-F (B)	239/ 4.5	5.3	4.6	4.1	5.5	4.6	274/4023	3411/12.3	12.7	12.2	8.3	366	4724	WHQT-F
7. WSHE-F (AOR)	215/ 4.1	3.2	2.6	3.2	3.3	3.3	251/3418	2789/10.1	9.9	9.0	5.6	248	2998	WSHE-F
8. WFLC-F (AC)	206/ 3.9	4.2	3.3	4.4	4.0	4.0	56/783	701/11.4	13.0	12.0	3.4	151	2595	WFLC-F
9. WKIS-F (C)	187/ 3.5	3.9	4.0	4.2	3.6	3.9	218/3327	2886/10.4	9.4	9.0	4.8	213	2089	WKIS-F
10. WTMJ-F (CL)	179/ 3.4	2.5	2.7	2.5	2.8	2.8	201/2581	2242/ 8.1	7.8	7.0	2.5	111	1515	WTMJ-F
11. WMXJ-F (O)	176/ 3.3	2.6	3.1	3.6	3.1	3.1	207/3337	2855/10.3	10.0	9.3	2.5	109	1795	WMXJ-F
12. WXDJ-F (SP)	171/ 3.2	3.5	3.7	3.4	4.0	3.5	172/1815	1790/ 6.5	6.7	7.3	2.1	91	875	WXDJ-F
13. WJQY-F (SAC)	167/ 3.2	3.1	2.8	3.6	3.8	3.2	190/3055	2703/ 9.8	8.4	10.1	2.8	124	1838	WJQY-F
14. WHYI-F (CHR)	151/ 2.9	3.3	3.5	3.6	3.8	3.3	168/3981	3363/12.2	12.3	13.9	4.2	185	3436	WHYI-F
15. WLVE-F (J/NA)	141/ 2.7	2.3	2.1	2.5	2.4	2.4	155/2351	2064/ 7.5	6.9	7.5	3.4	151	1919	WLVE-F
16. WINZ (N)	139/ 2.6	3.0	3.6	2.7	2.8	3.0	150/2430	2185/ 7.9	8.6	9.5	2.5	111	1674	WINZ
WCMQ-F (SP)	139/ 2.6	2.6	2.0	3.0	3.5	2.5	141/1718	1693/ 6.1	6.5	7.5	1.9	83	1344	WCMQ-F
18. WZTA-F (CL AOR)	134/ 2.5	3.6	2.2	3.0	2.5	2.8	177/3001	2333/ 8.4	9.3	6.7	3.3	147	1977	WZTA-F
WQBA (SP)	134/ 2.5	2.9	3.8	3.6	3.7	3.2	140/1530	1440/ 5.2	5.5	6.3	1.7	76	962	WQBA
WMRZ (BB)	134/ 2.5	2.9	2.0	1.3	3.1	2.2	144/1616	1372/ 5.0	5.7	9.3	1.6	70	751	WMRZ
21. WAXY-F (AC)	109/ 2.1	2.1	2.0	2.1	2.6	2.1	116/2483	2257/ 8.2	8.3	9.8	2.3	100	1987	WAXY-F
22. WWFE (SP)	108/ 2.0	1.6	---	2.1	0.5	1.4	111/843	833/ 3.0	3.0	1.6	1.6	71	540	WWFE
23. WQBA-F (SP)	96/ 1.8	1.9	1.5	1.7	1.6	1.7	103/1590	1466/ 5.3	5.7	5.5	1.7	76	1015	WQBA-F
24. WCMQ (SP)	76/ 1.4	1.0	2.2	0.6	1.0	1.3	76/826	816/ 2.9	2.7	2.2	0.4	17	298	WCMQ

12+ FM SHARE (METRO): 71.39% (3453 of 4837) (SUM 90: 70.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPOW-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WLYF-F	1 WLYF-F	1 WLYF-F	1 WLYF-F	1 WEDR-F	1 WIOD
2 WHQT-F	2 WSHE-F	2 WPOW-F	2 WFLC-F	2 WMXJ-F	2 WAQI	2 WAQI	2 WIOD	2 WEDR-F	2 WPOW-F	2 WINZ
WEDR-F	3 WPOW-F	3 WSHE-F	3 WMXJ-F	WFLC-F	3 WIOD	3 WIOD	3 WEDR-F	3 WPOW-F	3 WHQT-F	3 WEDR-F
4 WHYI-F	4 WHQT-F	4 WFLC-F	4 WSHE-F	4 WLYF-F	4 WTMJ-F	4 WEDR-F	4 WFLC-F	4 WHQT-F	4 WSHE-F	4 WLYF-F
5 WSHE-F	5 WFLC-F	5 WHQT-F	5 WHQT-F	5 WIOD	5 WMRZ	5 WINZ	5 WPOW-F	5 WSHE-F	5 WLYF-F	5 WMBM
6	6 WZTA-F	6 WMXJ-F	6 WZTA-F	6 WHQT-F	WKIS-F	6 WPOW-F	WAQI	WFLC-F	6 WIOD	6 WAQI
7	7 WHYI-F	7 WZTA-F	WIOD	7 WSHE-F	7 WQBA	7 WHQT-F	7 WJQY-F	7 WIOD	7 WAQI	7 WSHE-F
8	8	8	8 WXDJ-F	8 WJQY-F	WMXJ-F	8	8 WSHE-F	WAQI	8	8
9	9	9	WPOW-F	9 WKIS-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPOW-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WEDR-F	1 WSHE-F	1 WSHE-F	1 WSHE-F	1 WIOD
2 WHQT-F	2 WPOW-F	2 WHQT-F	2 WFLC-F	2 WFLC-F	2 WSHE-F	2 WEDR-F	2 WZTA-F	2 WEDR-F	2 WSHE-F
WFTL	3 WHQT-F	WFTL	3 WPOW-F	3 WHQT-F	3 WPOW-F	3 WFLC-F	3 WFLC-F	3 WZTA-F	3 WZTA-F
4 WEDR-F	4 WFLC-F	WFLC-F	4 WFLC-F	4 WJQY-F	4 WHQT-F	4 WZTA-F	4 WLVE-F	4 WIOD	4 WMXJ-F
5 WSHE-F	5 WSHE-F	5 WPOW-F	5 WXDJ-F	5 WLYF-F	WFTL	5 WFLC-F	5 WEDR-F	5 WFLC-F	5 WEDR-F
6 WFLC-F	6 WHYI-F	6 WJQY-F	6 WMXJ-F	6 WMXJ-F	6 WFLC-F	6 WHQT-F	6 WPOW-F	6 WPOW-F	6 WFLC-F
7 WHYI-F	7 WJQY-F	7 WSHE-F	7 WJQY-F	7 WXDJ-F	7	7 WLVE-F	7 WHQT-F	7 WMXJ-F	7 WLVE-F
8 WXDJ-F	8 WXDJ-F	WHYI-F	8 WHYI-F	WPOW-F	8	8 WHYI-F	WFTL	8	8 WKIS-F
9	9	9	9 WAXY-F	9	9	9	9 WIOD	9	9

MIAMI-FT. LAUDERDALE

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

WAVS	1170	Davie/Miami	0.8/2.1/ 46/ 613
WFTL	1400	Ft.Lauderdale	0.9/2.5/274/4023
WKAT	1360	North Miami	0.4/1.2/ 22/ 332
WMBM	1490	Miami Beach	0.7/1.8/ 36/ 502
WOCN	1450	Miami	0.3/1.2/ 18/ 337
WQAM	560	Miami/Ft. Ldrd1	0.7/3.7/ 41/1117
WRFM	830	Hialeah	0.3/1.1/ 17/ 305
WRHC	1550	Coral Gables	0.6/1.6/ 30/ 441
WRTO-F	98.3	Goulds/Miami	0.9/2.5/ 45/ 687
WEAT-F	104.3	West Palm Beach	1.2/2.7/285/2936
WJNO	1230	West Palm Beach	0.4/1.1/144/1508
WRMF-F	97.9	West Palm Beach	0.8/2.2/153/1999
WYFX	1040	Boynton Beach	0.3/1.0/ 54/ 691

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW/25 KW (DA-2) ,	Hispanic			\$ 68.00	(Caballero)	
WCHQ,	1210,	25 KW/2.5 KW (DA-2),	Hispanic MOR			\$ 50.00	(SBS)	SBS
WFTL,	1400,	1 KW	Talk	CNN UNISUP,		\$ 38.00	(Roslin)	
WINZ,	940,	50 KW/25 KW (DA-N) ,	News/Talk	CNN CBS,		\$ 72.00	(Katz)	Guy Gannett
WIOD,	610,	10 KW (DA-2)	News/Talk	MBS,		\$130.00	(Christal)	Cox
WMBM,	1490,	1 KW	Gospel	NBN,		\$ 28.00	(K & P)	
WMRZ,	790,	25 KW	Nostalgia	ABC,		\$ 70.00	(Banner)	Jeff-Pilot
WOCN,	1450,	1 KW (DA-2)	Hispanic			\$ 35.00	(Lotus)	
WQAM,	560,	5 KW/1 KW	Country	NBC SMN,		\$ 33.00	(HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW (DA-2)	Hispanic Full Service			\$130.00	(Katz Hisp.)	Tichenor
WRHC,	1150,	10 KW/500 W (DA-2)	Hispanic			\$ 43.00	(---)	Omar Valliant
WSUA,	1290,	5 KW (DA-2)	Hispanic			\$ 38.00	(Caballero)	
WVCG,	1080,	50 KW/10 KW (DA-2)	Religion/Ethnic			\$ 30.00	(---)	Evergreen

FM STATIONS

WAXY,	105.9,	100 KW @ 1020	AC/Oldies			\$109.00	(Eastman)	Ackerly
WCMQ,	92.3,	31 KW @ 620	Hispanic/Soft AC			\$ 75.00	(SBS)	SBS
WEDR,	99.1,	70 KW @ 165	Black	CBS,		\$ 68.00	(McGuild)	Rivers
WFLC,	97.3,	98 KW @ 800	AC			\$145.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1006	Urban/CHR			\$135.00	(MMR)	EZ
WHYI,	100.7,	100 KW @ 1006	CHR			\$125.00	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 984	Soft AC	UNISUP,		\$140.00	(Katz)	Tak
WKIS,	99.9,	100 KW @ 984	Country	UNIPWR,		\$ 96.00	(HNWH)	Sunshine Wireless
WLVE,	93.9,	96 KW @ 1006	AC/Jaz/NAC			\$138.00	(Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 810	EZ			\$104.00	(Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1006	Oldies			\$	(Durpetti)	
WPOW,	96.5,	100 KW @ 1006	CHR	SOURCE,		\$178.00	(HNWH)	Beasley
WQBA,	107.5,	96 KW @ 1006	Hispanic AC			\$ 85.00	(Katz Hisp.)	Tichenor
WSHE,	103.5,	100 KW @ 1006	AOR			\$ 92.00	(Schubert)	TK
WTMI,	93.1,	96 KW @ 1006	Classical			\$ 83.00	(CMBS)	Marlin
WXDJ,	95.7,	100 KW @ 980	??			\$ 57.00	(Caballero)	
WZTA,	94.9,	96 KW @ 1006	Classic AOR			\$ 70.00	(Katz)	Guy Gannett

MILWAUKEE

Arbitron Rank/Pop (12+): 27/1,302,400
 MSA Rank/Pop: 34/1,400,000
 ADI # 28
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 28/24
 Diaries: 1589/820:1/57.6%
 Sample Target: 1495
 % Below Line: 2.3
 % Not Listed: 9.7

1990 Revenue: \$44,400,000
 HH Inc.: \$31,752
 Retail \$: 11.1 B11
 Pop per Station: 54,266
 #1 Biller: WTMJ \$8,300,000

12- METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (FS)	232/10.6	11.9	9.4	10.3	11.4	10.6	278/3987	3417/26.2	26.5	26.7	9.7	239	3589	WTMJ
2. WOKY (BB/FS)	168/ 7.7	7.5	7.4	5.2	6.9	6.9	176/2109	1923/14.8	14.7	12.3	5.4	132	1429	WOKY
3. WLUM-F (CHR)	165/ 7.6	7.3	8.0	9.5	9.3	8.1	171/2953	2763/21.2	21.1	21.9	11.7	287	3580	WLUM-F
4. WMIL-F (C)	158/ 7.2	9.8	6.8	8.6	6.5	8.1	203/2535	2000/15.4	17.5	14.8	8.8	215	2170	WMIL-F
5. WKLH-F (CL AOR)	138/ 6.3	4.9	7.3	6.5	7.5	6.3	169/2495	2174/16.7	14.7	16.9	7.5	183	1863	WKLH-F
6. WEZW-F (EZ)	127/ 5.8	4.8	5.2	6.0	4.1	5.4	140/2050	1843/14.2	12.1	9.6	1.9	46	844	WEZW-F
7. WKTI-F (AC)	125/ 5.7	6.5	6.3	7.5	8.6	6.5	138/3169	2796/21.5	21.7	25.0	7.5	183	3596	WKTI-F
8. WLZR-F (AOR)	115/ 5.3	4.8	5.5	4.5	4.5	5.0	137/2609	2085/16.0	13.6	14.4	7.8	191	1961	WLZR-F
9. WZTR-F (D)	110/ 5.0	4.3	3.8	4.0	4.1	4.3	124/2347	2077/15.9	14.4	12.4	4.4	107	1433	WZTR-F
10. WLTQ-F (SAC)	95/ 4.4	3.2	3.9	4.0	4.1	3.9	111/1728	1546/11.9	10.8	10.5	2.3	56	697	WLTQ-F
11. WISN (N/T)	90/ 4.1	3.7	5.2	3.6	2.9	4.2	104/1790	1564/12.0	9.7	9.7	4.2	104	1485	WISN
12. WMYX-F (AC)	89/ 4.1	4.9	4.6	4.6	3.3	4.6	103/2091	1802/13.8	12.7	10.8	2.3	56	902	WMYX-F
13. WQFM-F (AOR)	63/ 2.9	3.3	3.1	2.7	3.2	3.0	99/2189	1573/12.1	12.9	13.4	4.2	102	1893	WQFM-F
14. WKKV-F (AC)	63/ 2.9	1.4	1.8	1.8	2.1	2.0	65/938	883/ 6.8	4.6	6.8	3.1	77	914	WKKV-F
15. WFMR-F (CL)	48/ 2.2	3.0	1.7	2.4	2.6	2.3	50/852	829/ 6.4	6.5	5.8	2.9	70	586	WFMR-F
16. WMVP (B)	33/ 1.5	1.8	1.8	2.3	1.7	1.8	33/466	466/ 3.6	4.8	3.8	2.6	63	711	WMVP
17. WEMP (D)	22/ 1.0	1.3	1.4	0.9	1.7	1.1	27/672	596/ 4.6	4.2	5.9	0.4	11	393	WEMP
18. WNOV (B)	21/ 1.0	0.9	2.2	2.2	2.0	1.6	21/265	265/ 2.0	3.7	4.6	1.1	26	433	WNOV
19.														
20.														

12+ FM SHARE (METRO): 68.09% (1342 of 1971) (SUM 90: 67.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WLZR-F	1 WKLH-F	1 WKLH-F	1 WKLH-F	1 WTMJ	1 WTMJ >	1 WOKY	1 WLUM-F<	1 WTMJ >	1 WTMJ
2 WKTI-F	2 WKLH-F	2 WLZR-F	2 WKTI-F	2 WMIL-F<	2 WOKY >	2 WOKY	2 WMIL-F	2 WTMJ	2 WLUM-F	WMIL-F>>
3	3 WLUM-F	3 WKTI-F	3 WZTR-F	3 WKTI-F<	3 WMIL-F<	3 WKTI-F<	WEZW-F<	3 WEZW-F<	3 WLZR-F	3 WLTQ-F<
4	4 WKTI-F>	4 WLUM-F<	4 WMIL-F	4 WZTR-F	4 WEZW-F>	4 WMIL-F	4 WKLH-F	4 WKLH-F<	4 WOKY <	4 WRJN
5	5 WMIL-F	5 WMIL-F	5 WLTQ-F	5 WTMJ	5 WISN	5 WKLH-F	5 WLUM-F<	5 WOKY <	5 WMIL-F	WOKY <
6	6 WQFM-F<	6 WZTR-F	6 WMYX-F<	WLTQ-F<	6 WZTR-F	6 WLUM-F	6 WTMJ	6 WMIL-F	6	6 WLZR-F
7	7 WMYX-F	7 WMYX-F	7 WEZW-F	7 WEZW-F	7	7	7 WLZR-F	WISN	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 WLUM-F<	1 WKTI-F<	1 WKTI-F	1 WKTI-F	1 WLTQ-F	1 WLZR-F>>	1 WLZR-F>	1 WKLH-F	1 WKLH-F	1 WKLH-F
2 WLZR-F	2 WKLH-F	2 WMYX-F	2 WLTQ-F<	2 WEZW-F<	2 WLUM-F	2 WKLH-F	2 WLZR-F	2 WLZR-F>	2 WMIL-F
3 WKLH-F>	3 WLUM-F	3 WKLH-F	3 WKLH-F	3 WKTI-F	3 WKLH-F>	3 WLUM-F	3 WQFM-F	3 WMIL-F	3 WZTR-F
4 WKTI-F	4 WLZR-F	4 WLTQ-F	4 WLUM-F	4 WMIL-F<	4 WMIL-F	4 WQFM-F	4 WKTI-F	4 WZTR-F	4 WTMJ <
5 WKKV-F>	5 WMYX-F	5 WZTR-F	5 WEZW-F<	5 WZTR-F<	5 WQFM-F	5 WMIL-F	5 WLUM-F	5 WLUM-F	5 WKTI-F
6 WQFM-F	6 WMIL-F<	6 WMIL-F	6 WMIL-F<	6 WMYX-F	6	6	6 WZTR-F	6 WKTI-F	6 WISN
7 WMIL-F	7 WKKV-F	7 WLUM-F	7 WMYX-F	7 WTMJ	7	7	7	7 WQFM-F<	7
			8 WZTR-F	8 WKLH-F				WISN	

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WBKV 1470 West Bend	0.4/1.1/	9/ 159		
WBWI-F 92.5 West Bend	0.5/1.6/	15/ 321		
WHKQ-F 92.1 Racine	0.7/1.2/	16/ 193		
WRJN 1400 Racine	0.5/1.6/	14/ 243		
WBBM 780 Chicago	0.5/2.5/	16/ 493		
WGN 720 Chicago	0.8/2.6/	45/ 644		
WJZQ-F 95.1 Kenosha	0.5/1.1/	23/ 424		
WLUP 1000 Chicago	0.5/0.8/	23/ 212		

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2), OLDIES	UNISUP, CBS, \$ 37.00 (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N), TALK	ABC, MBS, \$ 54.00 (Katz)	Hearst
WMVP, 1290, 5 KW (DA-2), BLACK	CBS UNIULT, \$ 24.00 (K & P)	All Pro
WNOV, 860, 250 W (DAYS, DA), BLACK/GOSP.	NBN, \$ 20.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-2), NOSTALGIA	MBS, \$ 50.00 (CBS)	Sundance
WTHJ, 620, 5 KW (DA-N), MOR/FULL SER.	NBC, \$ 128.00 (Christal)	Journal Co.

FM STATIONS

WKKV, 100.7, 50 KW @ 500, BLACK AC	UNIPWR, \$ 40.00 (Eastman)	(RACINE)
WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC	, \$ 60.00 (MMR)	Multimedia
WFMR, 98.3, 3 KW @ 328, CLASSICAL	, \$ 41.00 (CMBS)	(MENOMONEE FALLS)
WKLH, 96.5, 20 KW @ 807, CLASSIC AOR	, \$ 115.00 (McGuild)	Saga
WTKI, 94.5, 16 KW @ 911, AC/CHR	SOURCE, \$ 110.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 911, SOFT AC	ABC, \$ 54.00 (Katz)	Hearst
WLUM, 102.1, 20 KW @ 817, CHR/URBAN	CBS, UNPWR, \$ 71.00 (K & P)	All Pro
WLZR, 102.9, 50 KW @ 428, AOR	ABC, \$ 65.00 (Eastman)	Great American
WMIL, 106.1, 13 KW @ 976, COUNTRY	UNIULT, \$ 78.00 (CBS)	Sundance
WMYX, 99.1, 50 KW @ 448, AC	CBS, \$ 58.00 (Eastman)	Heritage
WQFM, 93.3, 13 KW @ 990, AOR	ABC, \$ 54.00 (MMR)	Shamrock-Lynett
WZTR, 95.7, 34 KW @ 610, OLDIES	, \$ 50.00 (Durpetti)	Mystar

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

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,999,600
 MSA Rank/Pop: 16/2,430,000
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 20/19
 Diaries: 1933/1034:1/59.1%
 Sample Target: 1810
 % Below Line: 0.4
 % Not Listed: 14.6

1990 Revenue: \$77,000,000
 HH Inc.: \$35,952
 Retail \$: 21.2 Bil
 Pop per Station: 105,242
 #1 Biller: WCCO \$22,000,000

12+ METRO	1/4/SHARE	SPG					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
		91	WIN 91	FAL 90	SUM 90	90			91	90						
1. WCCO (FS)	678/20.1	15.0	17.2	15.2	16.9	16.9	916/11086	8088/40.4	33.9	38.6		14.7	523	7241	WCCO	
2. KQRS-AF (AOR)	332/ 9.8	11.0	10.1	10.1	10.9	10.3	385/6062	4988/24.9	27.1	24.1		12.2	427	6361	KQRS-AF	
3. KEEY-F (C)	315/ 9.3	9.7	10.5	9.3	7.2	9.7	355/4799	4208/21.0	20.9	17.0		9.4	336	3652	KEEY-F	
4. KDWB-F (CHR)	294/ 8.7	9.7	7.5	6.6	7.0	8.1	357/5746	4675/23.4	26.9	23.5		12.6	450	5766	KDWB-F	
5. WLTE-F (SAC)	288/ 8.5	8.9	8.5	8.7	7.5	8.6	320/4647	3960/19.8	20.9	18.6		5.1	183	2663	WLTE-F	
6. KSTP-F (AC)	187/ 5.5	7.9	6.4	6.1	6.5	6.5	221/4009	3395/17.0	17.6	17.3		6.9	247	3154	KSTP-F	
7. KQQL-F (O)	141/ 4.2	3.7	4.2	4.4	4.4	4.1	198/3731	2707/13.5	12.5	12.7		3.7	133	2363	KQQL-F	
8. KLXK-F (CL AOR)	139/ 4.1	4.1	4.6	4.9	5.0	4.4	161/3652	3305/16.5	17.6	16.0		3.3	116	2675	KLXK-F	
9. KSTP (N/T)	125/ 3.7	3.7	3.3	3.6	2.3	3.6	137/2418	2143/10.7	13.7	8.1		2.8	101	1538	KSTP	
10. KTCZ-F (AOR)	96/ 2.8	3.4	3.1	3.6	3.5	3.2	101/1835	1804/ 9.0	9.6	9.7		4.0	143	1794	KTCZ-F	
11. KJJO-F (AOR)	88/ 2.6	1.7	1.6	2.1	1.9	2.0	91/1728	1497/ 7.5	6.6	5.1		3.4	120	2136	KJJO-F	
12. KLBB (BB)	56/ 1.7	2.7	1.7	2.0	2.5	2.0	56/805	805/ 4.0	4.9	5.5		1.4	50	705	KLBB	
13.																
14.																
15.																

12+ FM SHARE (METRO): 65.81% (1898 of 2884) (SUM 90: 71.34%)

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 WCCO >	1 WCCO >	1 WCCO >>	1 WCCO >>	1 WLTE-F	1 WCCO >	1 WCCO >>	1 WCCO >
2 KQRS-AF	2 KDWB-F	2 WCCO	2 KEEY-F<	2 WLTE-F<	2 WLTE-F	2 KQRS-AF>	2 WCCO	2 KQRS-AF<	2 KDWB-F	2 KEEY-F>
3	3 KEEY-F	3 KEEY-F	3 WLTE-F	3 KEEY-F	3 KEEY-F>	3 KEEY-F	3 KQRS-AF<	3 KEEY-F<	3 KEEY-F<	3 KQRS-F
4	4 KLXK-F	4 WLTE-F	4 KQRS-AF	4 KQRS-AF	4 KSTP	4 WLTE-F<	4 KEEY-F	4 WLTE-F<	4 KQRS-AF	4 KSTP-F<
5	5 WCCO	5 KDWB-F	5 KSTP-F	5 KSTP-F	5 KQQL-F	5 KDWB-F<	5 KDWB-F	5 KDWB-F>	5	5 KSTP
6	6 KSTP-F<	6 KSTP-F	6 KQQL-F	6 KQQL-F	6	6 KSTP-F	6 KSTP-F	6 KSTP-F	6	6
7	7 WLTE-F	7	7	7	7	7	7	7 KLXK-F	7	7
								8 KQQL-F		

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

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
KFAN	1130 Minneapolis	0.4/2.9/	19/ 722
KMZZ	980 Richfield	1.0/2.4/	38/ 549
WDGY	630 St.Paul/Mnpls	0.6/3.4/	29/ 809
WIXK-F	107.1 New Richmond	0.4/0.9/	13/ 202
WMIN	1030 Maplewood	1.1/3.2/	41/ 719
WUTC	1280 Minneapolis/StP	0.4/2.6/	15/ 522
WWJO-F	98.1 St.Cloud	0.4/1.4/	59/ 957

MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), OLDIES	UNISUP,UNIULT, \$ N/A (Christal)	Midcontinent
KLBB, 1400, 1 KW, NOSTALGIA	ABC UNISUP, \$ 30.00 (Roslin)	
KSTP, 1500, 50 KW (DA-N), NEWS/JAZZ	ABC, \$ 48.00 (McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS), JAZZ	, \$ 24.00 (Eastman)	Parker
KMZZ, 980, 5 KW (DA-1), EZ	UNIULT, \$ 21.00 (HNWH)	Entercom
WCCO, 830, 50 KW, MOR/FULL SER.	CBS,UNISUP, \$ 310.00 (CBS)	
KFAN, 1130, 50 KW/25 KW (DA-2), SPORTS	MBS, \$ 44.00 (Katz)	Malrite

FM STATIONS

KDWB, 101.3, 50 KW @ 822, CHR	, \$ 100.00 (Christal)	Midcontinent
KEEY, 102.1, 50 KW @ 822, COUNTRY	, \$ 130.00 (Katz)	Malrite
KJJO, 104.1, 100 KW @ 1070, AOR	CBS, \$ 65.00 (MMR)	Park
KLXK, 93.7, 50 KW @ 822, CL AOR	UNIULT, \$ 70.00 (HNWH)	Entercom
KQRS, 92.5, 50 KW @ 822, AOR	ABC, \$ 178.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 100 KW @ 1090, OLDIES	, \$ 70.00 (Durpetti)	Trumper
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 158.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236, AOR/JAZZ	, \$ 70.00 (Eastman)	Parker
WLTE, 102.9, 100 KW @ 1304, SOFT AC	, \$ 130.00 (CBS)	

MOBILE

Arbitron Rank/Pop (12+): 89/396,900
 MSA Rank/Pop: 101/494,000
 ADI # 55 (w/Pensacola)
 Average Person Ratings: 16.6
 Market TSL: 22.25 hours

Stations: 25/20
 Diaries: 840/472:1/47.5%
 Sample Target: 820
 % Below Line: 8.3
 % Not Listed: 8.8

1990 Revenue: \$11,000,000
 HH Inc.: \$27,432
 Retail \$: 3.2 Bill
 Pop per Station: 19,845
 #1 Biller: WKSJ-AF \$3,200,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
		91	WIN 91	FAL 90	SUM 90			CUME	RATING					
1. WBLX-F (B)	114/17.3	15.9	17.4	17.2	----	17.0	210/1641	891/22.4	24.5	0.0	26.0	197	1328	WBLX-F
2. WKSJ-AF (C)	94/14.3	17.0	13.3	16.0	----	15.1	121/1577	1129/28.4	30.3	0.0	10.4	77	1084	WKSJ-AF
3. WABB-F (CHR)	45/ 6.8	6.8	9.5	10.8	----	8.5	80/1365	859/21.6	19.0	0.0	10.5	80	1324	WABB-F
4. WKRG (N/T)	41/ 6.2	4.9	6.1	3.4	----	5.2	44/502	451/11.4	11.9	0.0	4.2	32	538	WKRG
5. WKRG-F (AC)	37/ 5.6	5.3	7.3	5.0	----	5.8	129/1479	679/17.1	17.1	0.0	6.5	49	574	WKRG-F
WAVH-F (O)	37/ 5.6	5.6	4.0	5.6	----	5.2	101/1244	595/15.0	13.9	0.0	5.1	39	419	WAVH-F
7. WGOK (B)	35/ 5.3	6.8	5.1	5.3	----	5.6	35/431	431/10.9	12.6	0.0	2.6	20	318	WGOK
8. WGCX-F (AOR)	29/ 4.4	5.9	6.1	5.2	----	5.4	69/750	457/11.5	12.5	0.0	10.1	77	690	WGCX-F
9. WMEZ-F (EZ)	23/ 3.5	2.8	2.7	4.0	----	3.3	54/810	266/ 6.7	7.7	0.0	1.6	12	173	WMEZ-F
WDLT-F (SAC)	23/ 3.5	2.8	4.0	2.7	----	3.3	23/464	455/11.5	9.9	0.0	3.0	23	385	WDLT-F
11. WZEW-F (AOR)	18/ 2.7	2.8	2.4	1.9	----	2.5	18/306	258/ 6.5	8.1	0.0	3.4	26	315	WZEW-F
12. WXBM-F (C)	17/ 2.6	2.1	2.0	2.5	----	2.3	100/1251	214/ 5.4	5.5	0.0	0.9	7	153	WXBM-F
13. WLPR (BB)	15/ 2.3	1.2	1.1	1.5	----	1.5	15/179	179/ 4.5	3.4	0.0	1.1	8	94	WLPR
14. WBLX (B)	14/ 2.1	1.8	1.8	1.9	----	1.9	18/258	209/ 5.3	5.8	0.0	1.1	8	82	WBLX
15.														

12+ FM SHARE (METRO): 78.74% (474 of 602) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WKSJ-AF>>	1 WKSJ-AF	1 WKSJ-AF>	1 WBLX-F	1 WBLX-F>>	1 WBLX-F>
2 WABB-F	2 WABB-F	2 WKSJ-AF>	2 WKSJ-AF	2 WKSJ-AF>	2 WKRG	2 WBLX-F>	2 WBLX-F>	2 WKSJ-AF>>	2 WKSJ-AF>	2 WKSJ-F>
3	3 WKSJ-AF	3 WAVH-F	3 WAVH-F	3 WAVH-F>	3 WBLX-F	3 WKRG >	3 WGOK	3 WKRG-F	3 WABB-F>	3 WKRG-F
4	4 WGCX-F	4 WABB-F	4 WKRG-F>	4 WKRG-F	4 WGOK	4 WABB-F	4 WKRG	4 WABB-F<	4 WAVH-F<	4 WKRG
5	5 WKRG-F	5 WKRG-F	5 WABB-F	5 WABB-F	WAVH-F	5 WKRG-F	5 WKRG-F<	5 WKRG	5 WGCX-F	5
6	6 WZEW-F	6	6	6	6	WAVH-F	6 WABB-F	WAVH-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 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F	1 WBLX-F	1 WBLX-F>	1 WBLX-F>	1 WBLX-F	1 WBLX-F<
2 WABB-F>>	2 WABB-F	2 WKRG-F	2 WKRG-F<	2 WKSJ-AF	2 WABB-F	2 WKSJ-AF	2 WKSJ-AF	2 WKSJ-AF>	2 WKSJ-AF>
3 WKSJ-AF	3 WKRG-F	3 WZEW-F	3 WKSJ-AF	3 WKRG-F	3 WKSJ-AF	3 WGCX-F	3 WGCX-F	3 WGCX-F	3 WAVH-F
4 WJLQ-F	4 WKSJ-AF	4 WAVH-F	4 WAVH-F	4 WAVH-F>	4 WGCX-F>>	4 WABB-F	4 WABB-F>	4 WABB-F	4 WGCX-F
5 WKRG-F	5 WZEW-F	5 WKSJ-AF	5 WABB-F	5 WGOK	5 WXBM-F	5	5 WZEW-F	5 WAVH-F	5 WABB-F
6 WGCX-F	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WABB 1480 Mobile	0.3/2.9/ 3/	125	
WBHY 840 Mobile	0.3/1.7/ 2/	69	
WHEP 1310 Foley	1.1/2.6/ 7/	105	
WKQR-F 101.9 Citronelle	1.8/1.5/ 21/	97	
WMMV-F 105.5 Bay Minette/Mob	0.9/3.1/ 6/	123	
WMOB 1360 Mobile	1.7/4.0/ 11/	160	
WZBA-F 104.9 Moss Point	0.8/2.6/ 8/	203	
WJLQ-F 100.7 Pensacola	0.9/7.4/ 55/	928	
WOSM-F 103.1 Ocean Springs	0.6/1.6/ 13/	167	
WOWW-F 107.3 Pensacola	0.8/2.1/ 49/	898	

RADIO STATIONS

WBLX , 660, 22 KW/1 KW (DA-2), Black	\$12.00 (---)	
WGOK , 900, 1 KW/500 W (DA-2), Black	SBN, \$15.00 (Roslin)	
WKRG , 710, 1 KW/500 W (DA-N), News/Talk	CBS MBS, \$27.00 (Katz)	
WLPR , 960, 2.5 KW/1 KW (DA-2), Nostalgia	SMN, \$14.00 (---)	
WABB-F, 97.5, 100 KW @ 1350	SUN UPI, \$53.00 (Christal)	Dittman
WAVH-F, 96.1, 100 KW @ 1142	UNISUP, \$29.00 (Durpetti)	
WBLX-F, 92.9, 100 KW @ 1555	UNIPWR ABC, \$50.00 (HNWH)	
WDLT-F, 98.3, 6 KW @ 300	UNISUP, \$19.00 (K & P)	
WGCX-F, 104.1, 100 KW @ 1555	ABC UNIPWR, \$31.00 (MMR)	(ATHORE)
WKRG-F, 99.9, 100 KW @ 1755	MBS, \$30.00 (Katz)	
WKSJ-F, 94.9, 100 KW @ 430	ABC, \$89.00 (Banner)	
WMMV-F, 105.5, 2.6 KW @ 357	\$14.00 (---)	(BAY MINETTE)
WZEW-F, 92.1, 3 KW @ 288	CNN, \$16.00 (---)	(FAIRHOPE)

WMEZ, WXBM -- See Pensacola

NASHVILLE

Arbitron Rank/Pop (12+): 46/830,500
 MSA Rank/Pop: 47/994,000
 ADI # 32
 Average Person Ratings: 16.3
 Market TSL: 21.75 hours

Stations: 20/19
 Diaries: 1283/647:1/52.9%
 Sample Target: 1180
 % Below Line: 1.8
 % Not Listed: 11.0

1990 Revenue: \$33,000,000
 HH Inc.: \$33,040
 Retail \$: 8.3 B11
 Pop per Station: 43,710
 #1 Biller: WSIX-F \$5,700,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WSM -F (C)	161/11.9	9.0	8.3	9.9	8.8	9.8	277/3252	1889/22.7	22.6	17.2	11.8	168	2173	WSM -F
2. WYHY-F (CHR)	149/11.0	9.9	10.4	11.4	12.0	10.7	261/3922	2255/27.2	25.7	26.1	13.6	193	2693	WYHY-F
3. WSIX-F (C)	136/10.1	12.2	11.2	11.6	11.5	11.3	168/2242	1752/21.1	24.5	19.2	11.9	169	1665	WSIX-F
4. WQK-F (B)	107/ 7.9	6.0	7.5	7.5	6.6	7.2	110/1133	1083/13.0	13.8	12.7	7.4	105	1774	WQK-F
5. WKDF-F (AOR)	98/ 7.3	7.6	6.9	6.1	8.4	7.0	186/2779	1452/17.5	21.2	17.6	10.4	148	1989	WKDF-F
6. WZEZ-F (SAC)	97/ 7.2	7.8	8.1	6.8	7.7	7.5	133/1704	1214/14.6	16.3	15.3	3.7	53	779	WZEZ-F
7. WLAC-F (AC)	82/ 6.1	7.9	7.4	7.7	6.7	7.3	128/2337	1525/18.4	20.8	18.2	6.2	88	1373	WLAC-F
8. WGFX-F (CL AOR)	66/ 4.9	4.6	4.4	4.1	5.3	4.5	92/1586	1186/14.3	16.0	15.9	4.3	61	1065	WGFX-F
9. WRMX-F (O)	54/ 4.0	5.1	3.8	5.8	4.4	4.7	74/1322	1002/12.1	10.6	11.4	5.3	75	887	WRMX-F
10. WSM (C)	49/ 3.6	4.3	3.8	3.2	3.5	3.7	84/1210	677/ 8.2	11.2	9.2	4.0	57	620	WSM
11. WVOL (B)	35/ 2.6	3.1	2.4	1.6	2.5	2.4	38/552	530/ 6.4	5.3	6.2	1.7	24	326	WVOL
12. WMDB (B)	32/ 2.4	0.6	0.9	0.5	0.6	1.1	32/285	285/ 3.4	2.9	2.9	1.3	19	142	WMDB
13. WLAC (N/T/REL)	30/ 2.2	2.5	5.1	4.0	2.7	3.5	44/691	518/ 6.2	6.2	5.9	2.9	41	368	WLAC
14. WBVR-F (C)	24/ 1.8	2.2	1.1	1.4	1.3	1.6	149/1726	493/ 5.9	6.0	3.8	1.5	22	489	WBVR-F
15. WRLT-F (AOR)	21/ 1.6	1.2	1.1	0.7	2.2	1.1	22/313	300/ 3.6	3.2	4.1	1.7	24	329	WRLT-F
16. WAMB (BB)	20/ 1.5	1.4	2.1	2.6	2.3	1.9	21/283	269/ 3.1	0.0	3.5	1.0	11	240	WAMB
17.														
18.														
19.														

12+ FM SHARE (METRO): 85.68% (1029 of 1201) (SUM 90: 85.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F<	1 WSM -F	1 WSM -F	1 WSM -F	1 WSM -F	1 WSIX-F	1 WSM -F	1 WSM -F	1 WYHY-F	1 WSM -F
2 WQK-F>	2 WKDF-F	2 WYHY-F<	2 WSIX-F	2 WSIX-F	2 WSIX-F	2 WSM -F>	2 WYHY-F	2 WYHY-F	2 WQK-F>	WQK-F>>
3 WKDF-F	3 WSIX-F<	3 WSIX-F	3 WYHY-F	3 WZEZ-F	3 WZEZ-F	3 WYHY-F>	3 WSIX-F<	3 WSIX-F	3 WKDF-F	3 WKDF-F
4	4 WGFX-F<	4 WKDF-F	4 WQK-F	4 WQK-F	4 WSM <	4 WZEZ-F<	4 WZEZ-F	4 WQK-F	4 WSM -F	4 WSIX-F
5	5 WQK-F	5 WQK-F	5 WZEZ-F	5 WYHY-F	5 WRMX-F	5 WKDF-F<	5 WKDF-F	5 WZEZ-F<	5 WSIX-F	5 WYHY-F
6	6 WSM -F	6 WGFX-F<	6 WLAC-F<	6 WLAC-F<	6 WLAC-F	6 WQK-F	6 WLAC-F<	6 WKDF-F	6 WLAC-F	6
7	7	7 WLAC-F	7 WRMX-F	7 WRMX-F<	7	7	7 WQK-F	7 WLAC-F	7	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F	1 WQK-F	1 WSM -F	1 WSM -F	1 WSM -F	1 WKDF-F>>	1 WKDF-F	1 WGFX-F	1 WKDF-F	1 WSM -F
2 WQK-F	2 WYHY-F	2 WSIX-F	2 WSIX-F	2 WSIX-F<	2 WYHY-F>	2 WYHY-F	2 WYHY-F	2 WYHY-F	2 WSIX-F
3 WKDF-F	WSM -F<	3 WLAC-F	3 WYHY-F	3 WZEZ-F	3 WGFX-F	3 WGFX-F>	3 WKDF-F	3 WGFX-F<	3 WGFX-F<
4 WSM -F	4 WSIX-F	4 WQK-F	4 WLAC-F	4 WLAC-F	4 WQK-F	4 WSIX-F>	4 WSIX-F>	4 WSM -F	4 WQK-F
5 WSIX-F	5 WLAC-F>	5 WZEZ-F	5 WQK-F	5 WYHY-F	5 WSM -F	5 WQK-F	5 WSM -F	5 WSIX-F	5 WYHY-F
6 WLAC-F	6 WKDF-F	6 WYHY-F	6 WZEZ-F	6 WQK-F<	6	6 WSM -F	6 WQK-F	6 WQK-F	6 WKDF-F
7	7	7 WGFX-F	7	7 WRMX-F	7	7	7	7	7 WZEZ-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
SHARE/RTG/AQH/CUME			
WKDA 1240 Nashville	0.4/1.9/	6/	162
WVRY-F 105.1 Waverly	0.7/1.2/	24/	307
WWTN-F 99.7 Manchester	0.7/1.9/	12/	200
WYQC-F 102.9 Shelbyville	1.1/4.4/	52/	814

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N), NOSTALGIA	MBS, \$ 20.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N), N/T/REL.	CBS, \$ 40.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS,DA), BLACK	, \$ 17.00 (---)	
WSIX, 980, 5 KW (DA-N), VARIETY	, \$ N/A (McGuilid)	Capstar
WSM, 650, 50 KW, COUNTRY	NBC, \$ 46.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2), BLACK	NBN, \$ 23.00 (MHR)	

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312, CLASSIC AOR	SOURCE, \$ 48.00 (Banner)	Capitol Johnson
WKDF-F, 103.3, 100 KW @ 1233, AOR	ABC, \$ 94.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1233, AC	, \$ 90.00 (Durpetti)	Fairmont
WQK-F, 92.1, 1.5 KW @ 430, BLACK	, \$ 38.00 (MHR)	
WRMX-F, 96.3, 100 KW @ 826, AC/OLDIES	, \$ 43.00 (McGuilid)	Signature
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, \$ 100.00 (---)	Capstar
WSM-F, 95.5, 100 KW @ 1286, COUNTRY	, \$ 80.00 (Christal)	Gaylord
WYHY-F, 107.5, 100 KW @ 1235, CHR	, \$ 87.00 (Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, EZ/SOFT AC	, \$ 50.00 (HNWH)	South Central

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,246,700
 MSA Rank/Pop: 11/2,670,000
 New York ADI
 Average Person Ratings: 18.2
 Market TSL: 23.75 hours

Stations: 36/11
 Diaries: 1664/1350:1/47.3%
 Sample Target: 1735
 % Below Line: NA
 % Not Listed: NA

1990 Revenue: \$34,000,000
 HH Inc.: \$57,897
 Retail \$: 28.0 Btl
 Pop per Station: 204,245
 #1 Biller: WALK-AF \$8,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WALK-F (AC)	259/ 6.3	7.0	5.3	7.1	6.4	6.4		3236/14.3	16.0	14.7	5.7	211	2245	WALK-F
2. WYNY-F (C)	205/ 5.0	3.2	3.2	3.5	2.4	3.7		2044/ 9.1	7.4	7.4	2.4	91	1280	WYNY-F
3. WBAB-F (AOR)	190/ 4.7	4.7	3.9	4.5	5.2	4.4		3263/14.5	13.9	14.5	6.0	224	3036	WBAB-F
4. WBLI-F (CHR)	183/ 4.5	5.1	5.6	4.4	4.9	4.9		2893/12.9	14.9	14.3	5.4	202	2593	WBLI-F
5. WKJY-F (AC)	118/ 2.9	3.1	2.4	3.0	2.6	2.8		1748/ 7.8	7.4	8.0	1.9	69	730	WKJY-F
6. WHLI (BB)	95/ 2.3	3.1	3.4	2.2	3.9	2.8		937/ 4.2	4.6	5.3	2.5	95	911	WHLI
7. WGSM (BB)	86/ 2.1	2.1	2.6	2.6	1.4	2.3		829/ 3.7	3.6	2.6	1.5	56	436	WGSM
8. WCTO-F (SAC)	82/ 2.0	2.6	2.1	1.8	2.6	2.1		1252/ 5.6	5.5	6.0	1.6	58	737	WCTO-F
9. WDRE-F (AOR)	56/ 1.4	2.3	2.0	1.9	2.0	1.9		1317/ 5.9	7.1	5.7	2.3	87	1285	WDRE-F
10. WRCN-F (AOR)	54/ 1.3	0.8	0.7	0.8	1.0	0.9		803/ 3.6	3.1	3.8	1.2	45	886	WRCN-F
11. WBAZ-F (SAC)	18/ 0.4	----	0.5	0.4	0.8	0.3		320/ 1.4	0.0	1.8	0.2	9	240	WBAZ-F
12.														
13.														
14.	NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home													
15.	to the Nassau-Suffolk survey area are included. There is no TSA													

12+ FM SHARE (METRO): NA (SUM 90: 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-F	1 WALK-F	1 WALK-F>	1 WALK-F	1 WALK-F>	1 WALK-F	1 WALK-F	1 WBAB-F	1 WALK-F>>
2 WBAB-F>>	2 WBLI-F>	2 WBAB-F	2 WYNY-F	2 WYNY-F	2 WYNY-F>	2 WYNY-F	2 WBLI-F<	2 WYNY-F<	2 WALK-F	2 WBAB-F
3 WKJY-F	3 WALK-F	3 WBLI-F	3 WBAB-F	3 WBAB-F<	3 WHLI	3 WBLI-F	3 WBAB-F<	3 WBLI-F	3 WYNY-F	3 WYNY-F
4 WYNY-F	4 WYNY-F	4 WYNY-F	4 WBLI-F	4 WBLI-F	4 WGSM	4 WBAB-F	4 WYNY-F	4 WBAB-F	4 WDRE-F	4 WBLI-F
5	5 WDRE-F<	5	5	5 WKJY-F	5	5	5	5	5	5 WDRE-F
6	6 WKJY-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLI-F	1 WBLI-F>	1 WBLI-F>	1 WALK-F	1 WALK-F>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>	1 WALK-F
2 WBAB-F	2 WBAB-F	2 WKJY-F	2 WBLI-F>	2 WKJY-F<	2 WBLI-F>	2 WBLI-F	2 WALK-F	2 WALK-F	2 WBAB-F<
3 WDRE-F>	3 WKJY-F	3 WYNY-F	3 WKJY-F	3 WBLI-F	3 WDRE-F	3 WALK-F	3 WBLI-F	3 WYNY-F	3 WYNY-F>
4 WCTO-F	4 WALK-F	4 WBAB-F	4 WYNY-F	4 WYNY-F	4	4 WRCN-F	4 WYNY-F	4 WBLI-F	4 WBLI-F
5	5	5 WALK-F	5 WBAB-F	5	5	5 WYNY-F	5	5	5

OTHER RATED STATIONS METRO SHARE/CUME RATING

See New York for more about the following stations:

WABC	2.3/ 7.4	WNSR-F	3.1/ 9.0
WBLS-F	1.0/ 3.6	WOR	3.9/ 7.4
WCBS	3.3/14.0	WPAT	0.4/ 1.2
WCBS-F	4.9/14.5	WPAT-F	3.3/ 8.0
WEFX-F	0.4/ 1.5		
WEZN-F	1.1/ 5.3	WPLJ-F	3.3/14.8
WFAN	3.2/11.7	WPLR-F	1.1/ 2.7
WHTZ-F	4.2/17.7	WQCD-F	1.7/ 5.6
WINS	2.3/14.1	WQHT-F	3.2/11.0
		WQXR-F	1.3/ 3.1
WLTW-F	2.3/ 7.8	WRKS-F	1.5/ 4.6
WNCN-F	0.9/ 2.9	WSKQ-F	0.5/ 1.2
WNEW	1.6/ 3.8	WXRK-F	3.2/13.6
WNEW-F	3.4/12.0		

RADIO STATIONS

WGSM	, 740,	25 KW (DAYS, DA)	, Nostalgia/MOR	UNISUP/ULT, \$ 47.00 (MMR)	Greater Media
WHLI	, 1100,	10 KW (DAYS, DA)	, Nostalgia	, \$ 48.00 (Katz)	Barnstable
WLIX	, 540,	250 W (DAYS)	, Religion	, \$ 25.00 (---)	
WALK-F	, 97.5,	45 KW @ 530	, AC	, \$160.00 (Durpetti)	American
WBAB-F	, 102.3,	3 KW @ 268	, AOR	, \$140.00 (MMR)	Noble
WBAZ-F	, 101.7,	6 KW @ 231	, Soft AC	UNISUP, \$ 30.00 (---)	
WBLI-F	, 106.1,	25 KW @ 492	, CHR	, \$111.00 (Katz)	Beck-Ross
WCTO-F	, 94.3,	3 KW @ 300	, EZ/Btf1	, \$ 55.00 (MMR)	Greater Media
WDRE-F	, 92.7,	1 KW @ 521	, AOR	, \$ 64.00 (Katz)	
WKJY-F	, 98.3,	3 KW @ 328	, Soft AC	, \$ 70.00 (Katz)	New Barnstable
WRCN-F	, 103.9,	1.5 KW @ 466	, AOR	, \$ 40.00 (McGuilld)	
WVHB-F	, 107.1,	3 KW @ 300	, CHR	SOURCE, \$ 25.00 (Ros11n)	

NEW ORLEANS

Arbitron Rank/Pop (12+): 36/1,061,900
 MSA Rank/Pop: 38/1,310,000
 ADI # 36
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 25/24
 Diaries: 1642/647:1/48.4%
 Sample Target: 1575
 % Below Line: 0.4
 % Not Listed: 9.1

1990 Revenue: \$31,100,000
 HH Inc.: \$26,730
 Retail \$: 9.6 B11
 Pop per Station: 44,245
 #1 Biller: WWL \$5,700,000

12+ METRO	SPG 1/4/SHARE	WIN 91	FAL 91	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
							RATING							
1. WYLD-F (B)	202/10.8	10.7	11.1	13.3	11.8	11.5	220/2675	2346/22.1	21.5	21.0	16.3	312	2822	WYLD-F
2. WQUE-AF (B)	190/10.1	10.7	10.4	10.4	10.2	10.4	268/3380	2463/23.2	21.1	24.0	15.8	302	3054	WQUE-AF
3. WWL (N/T)	152/ 8.1	8.0	10.9	8.1	7.2	8.8	191/2916	2170/20.4	19.1	18.5	5.0	96	1382	WWL
4. WEZB-F (CHR)	151/ 8.1	9.3	8.5	9.2	9.1	8.8	204/3304	2530/23.8	26.0	26.5	8.7	167	2913	WEZB-F
5. WNDE-F (C)	139/ 7.4	8.2	7.2	7.5	5.3	7.6	186/2570	1728/16.3	14.9	12.5	6.3	120	1959	WNDE-F
6. WLMG-F (SAC)	101/ 5.4	6.4	5.0	5.6	5.8	5.6	122/1643	1386/13.1	15.6	15.1	3.8	73	844	WLMG-F
7. WMXZ-F (AC)	100/ 5.3	3.8	2.4	2.7	3.7	3.6	109/1901	1647/15.5	13.3	12.1	3.0	57	1217	WMXZ-F
8. WCKW-F (CL ADR)	86/ 4.6	4.0	3.3	4.3	3.3	4.1	118/1865	1224/11.5	11.4	10.8	5.9	114	1346	WCKW-F
9. WLTS-F (AC)	78/ 4.2	5.1	6.7	5.7	4.8	5.4	92/1686	1282/12.1	13.4	13.4	3.4	66	951	WLTS-F
KQLO-F (AC)	78/ 4.2	3.8	4.0	4.7	4.5	4.2	90/1472	1263/11.9	11.4	11.0	3.0	58	814	KQLO-F
11. WBYU (BB)	71/ 3.8	3.3	3.5	3.4	4.9	3.5	73/902	875/ 8.2	6.7	7.6	1.2	23	585	WBYU
12. WRNO-F (ADR)	62/ 3.3	2.4	4.0	3.5	3.6	3.3	87/1168	889/ 8.4	7.9	13.1	3.5	68	1222	WRNO-F
13. WBOK (G)	59/ 3.2	3.4	4.1	3.1	5.2	3.5	60/743	724/ 6.8	6.8	8.0	2.6	49	569	WBOK
14. WYLD (REL)	54/ 2.9	1.9	1.2	1.5	1.9	1.9	61/803	641/ 6.0	4.5	6.2	1.6	31	313	WYLD
15. KHOM-F (D)	36/ 1.9	1.4	1.4	1.6	1.9	1.6	68/1315	728/ 6.9	6.0	6.6	1.2	23	388	KHOM-F
16. KNOK-F (J)	35/ 1.0	1.7	1.1	0.9	1.8	1.4	35/544	535/ 5.0	4.1	3.0	2.1	41	336	KNOK-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 74.27% (1264 of 1702) (SUM 90: 72.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WQUE-AF >	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WWL >	1 WEZB-F	1 WWL	1 WQUE-AF	1 WYLD-F >	1 WYLD-F >>
2 WEZB-F	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WNDE-F	2 WWL	2 WQUE-AF	2 WYLD-F	2 WQUE-AF >	2 WQUE-F
3 WYLD-F	3 WEZB-F >	3 WEZB-F	3 WNDE-F	3 WWL <	3 WLMG-F	3 WQUE-AF	3 WYLD-F	3 WWL <	3 WEZB-F	3 WEZB-F
4	4 WCKW-F <	4 WNDE-F	4 WEZB-F	4 WNDE-F	4 WBYU <	4 WYLD-F	4 WNDE-F	4 WNDE-F	4	4 WWL
5	5 WMXZ-F	5 WMXZ-F	5 WWL	5 WLMG-F	5 WYLD-F	5 WNDE-F	5 WNDE-F	5 WEZB-F	5	5
6	6 WNDE-F	6 WCKW-F	6 WLMG-F <	6 WEZB-F	6 WBOK	6 WLMG-F	6 WEZB-F	6 WMXZ-F	6	6
7	7 WRNO-F	7 WLMG-F	7 WMXZ-F	7 WMXZ-F	7 KQLO-F	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 WYLD-F	1 WYLD-F	1 WYLD-F >	1 WYLD-F >	1 WYLD-F	1 WYLD-F	1 WCKW-F <	1 WCKW-F	1 WYLD-F <	1 WWL
2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF <	2 WNDE-F	2 WEZB-F <	2 WQUE-AF <	2 WRNO-F <	2 WQUE-AF	2 WQUE-AF <
WEZB-F >	WEZB-F	WEZB-F <	3 WEZB-F	3 WMXZ-F <	3 WQUE-AF	3 WYLD-F	3 WQUE-AF	3 WCKW-F	3 WYLD-F
4 WMXZ-F	4 WMXZ-F	4 WMXZ-F	4 WMXZ-F	4 WLMG-F <	4 WCKW-F >	4 WEZB-F <	4 WYLD-F	4 WEZB-F	4 WCKW-F
5 WLTS-F	5 WNDE-F	5 WNDE-F	5 WNDE-F	5 WQUE-AF <	5 WRNO-F	5 WRNO-F >	5 WEZB-F	5 WWL	5 WNDE-F <
6 WNDE-F	6 WLTS-F	6 WLTS-F	6 WLTS-F	6 WLTS-F	6	6 WMXZ-F	6 WNDE-F	6 WRNO-F	6 WEZB-F
7 WLMG-F	7	7	7 WLMG-F	7 WEZB-F	7	7	7 WMXZ-F	7 WNDE-F	7
				8 KQLO-F					

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

KGLA	1540	Gretna	0.9/0.8/ 19/ 99
WADU	830	Norco/Kenner	0.5/1.5/ 18/ 202
WNDE	1060	New Orleans	0.8/3.7/ 16/ 472
WSMB	1350	New Orleans	1.0/3.6/ 18/ 394
WTIX	690	New Orleans	0.7/3.7/ 21/ 475
WVOG	600	New Orleans	0.7/1.1/ 14/ 122
WYAT	990	New Orleans	0.7/1.9/ 14/ 212
WFMF-F	102.5	Baton Rouge	0.4/1.4/ 55/ 978

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT, \$	24.00 (Roslin)	
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN, \$	30.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, SEE WNOE-F			
WSMB, 1350, 5 KW (DA-2)	, TALK	ABC, \$	25.00 (In House)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS, \$	22.00 (---)	
WVL, 870, 50 KW (DA-1)	, NEWS/TALK	ABC, \$	60.00 (CBS)	Keymarket
WYAT, 990, 250 W	, NOSTALGIA	CBS, UNISP, \$	20.00 (Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL	, \$	20.00 (HNWH)	Interurban

FM STATIONS

KHOM, 104.1, 100 KW @ 1954, OLDIES	UNISUP, NBC, \$	30.00 (Torbet)	(HOUMA)
KQLD, 106.7, 100 KW @ 983, OLDIES	ABC, \$	35.00 (McGuild)	Beasley (PORT SULPHUR)
WCKW, 92.3, 100 KW @ 1954, AOR	SOURCE, \$	39.00 (Banner)	(LAPLACE)
WEZB, 97.1, 100 KW @ 984, CHR	, \$	100.00 (MMR)	
WLMG, 101.9, 100 KW @ 825, AC	, \$	55.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902, SOFT AC	CBS, \$	60.00 (Durpetti)	
WMXZ, 95.7, 100 KW @ 984, AC	, \$	44.00 (Eastman)	Stoner
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC, \$	50.00 (McGuild)	New Market
WQUE, 93.3, 100 KW @ 984, URBAN/CHR	, \$	76.00 (Christal)	Clear Channel
WRND, 99.5, 100 KW @ 1004, AOR	ABC UNIPWR, \$	51.00 (MMR)	
WYLD, 98.5, 100 KW @ 984, BLACK	ABC, \$	61.00 (HNWH)	Interurban

NEW YORK

Arbitron Rank/Pop (12+): 1/14,151,200
 MSA Rank/Pop: 2/15,400,000
 ADI # 1
 Average Person Ratings: 18.9
 Market TSL: 25.00 hours

Stations: 45/43
 Diaries: 5205/2719:1/46.4%
 Sample Target: 4200
 % Below Line: 0.8
 % Not Listed: 10.5

1990 Revenue: \$335,600,000
 HH Inc.: \$41,370
 Retail \$:115.9 Btl
 Pop per Station: 329,097
 #1 Biller: WINS \$26,700,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WCBS-F (O)	1351/ 5.1	5.2	5.0	5.0	5.1	5.1	1412/21138	19964/14.1	14.5	13.6	4.1	1025	12341	WCBS-F
2. WLTW-F (AC)	1306/ 4.9	4.8	5.0	5.1	5.1	4.9	1339/18407	17970/12.7	13.2	12.5	2.7	679	9792	WLTW-F
3. WRKS-F (B)	1289/ 4.8	5.1	5.8	5.6	5.5	5.3	1338/18452	17448/12.3	11.9	11.4	7.7	1927	18624	WRKS-F
4. WPAT-AF (EZ)	1248/ 4.6	4.9	5.0	5.7	4.4	5.1	1301/15623	14792/10.5	11.6	9.6	3.2	688	8610	WPAT-AF
5. WINS (N)	1138/ 4.3	4.3	5.7	4.4	4.4	4.7	1161/25307	24693/17.4	18.0	17.9	4.1	1028	19181	WINS
6. WBLS-F (B)	1119/ 4.2	3.8	4.1	4.0	3.7	4.0	1136/15832	15378/10.9	10.3	9.5	4.8	1216	16431	WBLS-F
7. WQHT-F (CHR)	1117/ 4.2	4.0	3.7	4.1	4.2	4.0	1151/18198	16994/12.0	10.8	10.8	5.5	1376	17008	WQHT-F
8. WOR (T)	1080/ 4.0	4.6	4.3	3.9	4.0	4.2	1200/13025	11827/ 8.4	9.7	9.1	3.3	832	9760	WOR
9. WNEW-F (AOR)	1060/ 4.0	3.1	2.8	3.2	4.1	3.3	1122/17833	16585/11.7	10.3	11.4	5.3	1323	16385	WNEW-F
10. WHTZ-F (CHR)	1011/ 3.8	3.6	3.6	4.7	4.8	3.9	1029/22412	21799/15.4	14.1	15.9	4.1	1030	19576	WHTZ-F
11. WXRK-F (CL AOR)	1008/ 3.8	3.3	3.2	3.5	3.3	3.5	1083/19136	17635/12.5	11.4	11.6	3.9	976	14511	WXRK-F
12. WYNY-F (C)	943/ 3.5	3.3	2.5	2.7	2.5	3.0	1035/12345	11371/ 8.0	7.3	7.1	2.3	572	7246	WYNY-F
13. WCBS (N)	927/ 3.5	3.4	4.4	3.6	3.6	3.7	1028/23362	20352/14.4	14.8	13.7	2.7	681	12484	WCBS
14. WNSR-F (AC)	914/ 3.4	4.2	4.2	3.5	3.7	3.8	927/15798	15393/10.9	11.8	11.0	3.3	827	12020	WNSR-F
15. WFAN (S/T)	872/ 3.3	2.9	2.3	2.7	3.1	2.8	1050/17247	14437/10.2	10.3	10.7	4.0	1000	13696	WFAN
16. WABC (T)	694/ 2.6	2.7	2.6	3.4	2.6	2.8	777/13336	11907/ 8.4	9.0	8.4	2.8	698	10385	WABC
17. WNEW (BB)	680/ 2.5	2.1	1.7	1.8	1.9	2.0	738/9584	8571/ 6.1	5.6	5.2	1.9	466	5875	WNEW
18. WPLJ-F (CHR)	625/ 2.3	2.2	2.0	2.2	2.5	2.2	669/17672	16475/11.6	11.7	11.4	2.8	715	15408	WPLJ-F
19. WSKQ-F (SP)	533/ 2.0	1.9	2.1	1.6	2.2	1.9	541/6087	6046/ 4.3	3.9	3.6	1.7	436	5026	WSKQ-F
20. WQCD-F (J)	530/ 2.0	2.4	2.3	2.0	2.1	2.2	570/9120	8763/ 6.2	6.9	5.9	3.2	801	9582	WQCD-F
21. WLIB (B/T)	442/ 1.7	1.6	1.5	1.5	1.5	1.6	442/4534	4505/ 3.2	2.5	3.1	0.9	231	2142	WLIB
22. WADO (SP)	401/ 1.5	1.8	2.2	1.6	1.9	1.8	401/3941	3941/ 2.8	3.8	3.0	1.0	262	4852	WADO
23. WQXR-F (CL)	392/ 1.5	1.4	1.2	1.3	1.3	1.4	418/6706	6351/ 4.5	5.3	4.4	1.6	1927	18624	WQXR-F
24. WSKQ (SP)	310/ 1.2	1.3	1.3	1.5	1.7	1.3	310/3034	3034/ 2.1	2.6	2.7	0.4	97	2635	WSKQ
25. WNCN-F (CL)	294/ 1.1	1.3	1.5	1.4	1.3	1.3	309/6517	6184/ 4.4	5.5	4.4	1.1	274	5017	WNCN-F
26. WALK-F (AC)	280/ 1.0	1.1	0.9	1.1	1.0	1.0	283/4190	4030/ 2.8	2.8	2.4	0.9	223	2630	WALK-F
27. WWRL (G)	224/ 0.8	0.5	0.9	0.6	0.6	0.7	224/2487	2487/ 1.8	1.1	1.4	0.7	184	2491	WWRL
28. WKDM (SP)	203/ 0.8	1.0	0.8	1.0	1.0	0.9	203/2326	2326/ 1.6	2.3	1.7				WKDM
WBAB-F (AOR)	203/ 0.8	0.8	0.6	0.7	0.9	0.7	203/4087	4055/ 2.9	2.4	2.6	1.0	243	3229	WBAB-F

12+ FM SHARE (METRO): 68.04% (16284 of 23934) (SUM 90: 68.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F	1 WRKS-F	1 WNEW-F	1 WCBS-F	1 WCBS-F	1 WPAT-AF	1 WINS	1 WLTW-F	1 WLTW-F	1 WBLS-F	1 WINS
2 WQHT-F	WQHT-F	WCBS-F<	2 WLTW-F	2 WLTW-F	2 WOR <	2 WXRK-F	2 WCBS-F	2 WCBS-F<	2 WRKS-F<	2 WBLS-F
3 WRKS-F>	3 WXRK-F	3 WXRK-F<	3 WNEW-F	3 WNEW-F<	3 WCBS-F	3 WCBS	3 WPAT-AF	3 WRKS-F	3 WFAN	3 WOR >
4 WPLJ-F	WNEW-F	4 WRKS-F	4 WBLS-F<	4 WBLS-F	4 WINS <	4 WOR	4 WNEW-F	4 WPAT-AF	4 WQHT-F	4 WCBS
5	5 WBLS-F	WLTW-F	5 WXRK-F	5 WXRK-F	5 WLTW-F	5 WCBS-F	5 WNSR-F<	5 WNEW-F<	5 WLTW-F	5 WFAN
6	6 WNSR-F	WBLS-F	6 WRKS-F	6 WRKS-F	6 WCBS	6 WPAT-AF	6 WRKS-F	6 WQHT-F	6 WPAT-AF<	6 WABC
7	7 WHTZ-F	7 WQHT-F	7 WNSR-F	7 WYNY-F<	7 WYNY-F<	7 WFAN <	7 WQHT-F	7 WABC <	7 WOR	7 WRKS-F
8	8 WLTW-F	8 WNSR-F	8 WYNY-F>	8 WNSR-F	8 WNEW	8 WLTW-F	8 WHTZ-F<	8 WBLS-F<	WHTZ-F<	8 WLTW-F
9	9 WPLJ-F	9 WHTZ-F	9 WQHT-F	9 WINS	9 WFAN	9 WRKS-F	9 WOR	9 WNSR-F<	9 WNEW-F	9 WPAT-F
10	10 WCBS-F	10 WYNY-F	WQCD-F	10 WFAN	10 WABC	WHTZ-F	WBLS-F	10 WHTZ-F	10	10 WCBS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQHT-F	1 WRKS-F	1 WRKS-F	1 WLTW-F	1 WLTW-F	1 WQHT-F	1 WXRK-F	1 WXRK-F<	1 WXRK-F	1 WCBS-F
2 WRKS-F	2 WQHT-F<	2 WBLS-F	2 WRKS-F	2 WCBS-F	2 WXRK-F	2 WNEW-F	2 WNEW-F>	2 WNEW-F	2 WXRK-F<
3 WNSR-F<	3 WNSR-F	3 WLTW-F	3 WCBS-F<	3 WBLS-F<	3 WRKS-F	3 WQHT-F	3 WRKS-F	3 WCBS-F	3 WNEW-F
4 WHTZ-F	4 WBLS-F	4 WNSR-F	4 WBLS-F<	4 WRKS-F	4 WNEW-F	4 WRKS-F	4 WQHT-F	4 WBLS-F<	4 WFAN
5 WPLJ-F	5 WLTW-F<	5 WNEW-F>	5 WNSR-F	5 WNSR-F	5 WBLS-F	5 WBLS-F	5 WFAN <	5 WQHT-F<	5 WBLS-F
6 WXRK-F	6 WNEW-F	6 WCBS-F<	6 WQHT-F<	6 WYNY-F	6 WHTZ-F>	6 WFAN	6 WBLS-F	6 WFAN <	6 WYNY-F
7 WBLS-F	7 WHTZ-F	7 WQHT-F	7 WHTZ-F	7 WNEW-F	7 WPLJ-F>	7 WHTZ-F	7 WYNY-F	7 WRKS-F	7 WLTW-F
8 WNEW-F>	8 WXRK-F	WHTZ-F	8 WNEW-F	WINS	8 WFAN	8 WPLJ-F	8 WCBS-F	8 WYNY-F<	8 WRKS-F
9 WDRE-F	9 WPLJ-F	9 WSKQ-F<	9 WYNY-F	9 WHTZ-F	9	9	9 WCBS-F	9 WLTW-F	9 WNSR-F
10 WLTW-F	10 WCBS-F	10 WYNY-F	WXRK-F	10 WSKQ-F	10	10 WYNY-F	10 WQCD-F	10 WNSR-F	10 WQCD-F

NEW YORK

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

WBLI-F	106.1	Patchogue	0.7/2.2/188/3317
WCTO-F	94.3	Smithtown	0.3/0.9/ 83/1297
WDHA-F	105.5	Dover	0.3/1.1/ 91/1847
WDRE-F	92.7	Garden City/NY	0.5/2.2/145/3118
WFME-F	94.7	Newark	0.7/1.5/197/2164
WGSM	740	Huntington	0.3/0.6/112/ 991
WHLI	1100	Hempstead	0.4/0.8/109/1385
WHUD-F	100.7	Peekskill	0.6/1.6/234/3454
WKJY-F	98.3	Hempstead	0.5/1.5/139/2157
WMCA	570	New York	0.3/1.4/ 90/2074
WNJR	1430	Newark	0.4/1.3/117/1787
WQXR	1560	New York	0.3/0.9/ 93/1312
WRTN-F	93.5	New Rochelle	0.3/0.7/ 71/1022
WEZN-F	99.9	Bridgeport	0.4/1.5/241/4458
WKXW-F	101.5	Trenton	0.4/1.4/180/3318

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, Talk	ABC,	\$250.00	(Banner)	Cap Cities/ABC
WADO,	1280,	5 KW (DA-1)	, Hispanic	, \$140.00	(Katz Hisp)	Tichenor	
WCBS,	880,	50 KW	, News	CBS,	\$360.00	(CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	, Big Band/Ethnic	UNIULT,	\$ 80.00	(Groskin)	
WFAN,	660,	50 KW	, Sports Talk	NBC UNIPWR,	\$260.00	(HNWH)	Emmis
WINS,	1010,	50 KW (DA-1)	, News	ABC,	\$400.00	(Group W)	Westinghouse
WKDM,	1380,	5 KW (DA-1)	, Hispanic	, \$ 85.00	(Katz)	United	
WLIB,	1190,	10 KW (Days, DA)	, Black News/Talk	SBN,	\$ 90.00	(Mc-Guild)	Inner City
WMCA,	570,	5 KW (DA-1)	, Religion	, \$ NA	(---)	Saleva	
WNEW,	1130,	50 KW (DA-N)	, Nostalgia/MOR	MBS, NBC,	\$150.00	(Eastman)	Westwood One
WOR,	710,	50 KW (DA-1)	, Talk	ABC UNIULT,	\$250.00	(Mc-Guild)	Buckley
WPAT,	930,	5 KW (DA-2)	, EZ	, \$ NA	(MMR)	Park	
WQXR,	1560,	50 KW (DA-2)	, Classical	UNISUP,	\$ NA	(MMR)	New York Times
WSKQ,	620,	5 KW (DA-2)	, Hispanic	, \$100.00	(SBS)	SBS	
WWDJ,	970,	5 KW (DA-2)	, Religion	, \$ 40.00	(---)		
WWRL,	1600,	5 KW (DA-2)	, Gospel	MBS NBN,	\$ 45.00	(K & P)	
WZRC,	1480,	5 KW (DA-2)	, AOR	SMN,	\$ NA	(Torbet)	Infinity

FM STATIONS

WBLS,	107.1,	5.4 KW @ 1223	, Black	ABC,	\$320.00	(Mc-Guild)	Inner City
WCBS,	101.1,	7 KW @ 1327	, Oldies	CBS,	\$475.00	(CBS)	CBS
WHTZ,	100.3,	7.8 KW @ 1223	, CHR	, \$400.00	(Christal)	Mairite	
WFME,	94.7,	38 KW @ 570	, Religion	, \$ NA	(---)	Family (NEWARK)	
WHUD,	100.7,	50 KW @ 500	, Btfl/EZ	, \$100.00	(Katz)	(PEEKSKILL)	
WLTW,	106.7,	7.8 KW @ 1223	, Soft AC	, \$425.00	(Katz)	Viacom	
WNCN,	104.3,	7.8 KW @ 1223	, Classical	CNN UNISUP,	\$175.00	(CMBS)	GAF
WNEW,	102.7,	7.8 KW @ 1223	, AOR	SOURCE UNIPWR,	\$340.00	(Group W)	Westinghouse
WNSR,	105.1,	7.8 KW @ 1223	, AC	UNIPWR,	\$279.00	(Mc-Guild)	Bonneville
WPAT,	93.1,	5.4 KW @ 1418	, Btfl/EZ	, \$220.00	(MMR)	Park	
WPLJ,	95.5,	6.8 KW @ 1335	, CHR	ABC,	\$240.00	(Katz)	Cap Cities/ABC
WQCD,	101.9,	5.4 KW @ 1418	, Jazz	UNISUP,	\$255.00	(Christal)	Tribune Co.
WQHT,	97.1,	6.7 KW @ 1346	, CHR/Dance	, \$240.00	(HNWH)	Emmis	
WQXR,	96.3,	7.8 KW @ 1223	, Classical	UNISUP,	\$160.00	(MMR)	New York Times
WRKS,	98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR,	\$275.00	(Durpetti)	Summit
WSKQ,	97.9,	7.8 KW @ 1223	, Hispanic	, \$100.00	(SBS)	SBS	
WXRK,	92.3,	7.8 KW @ 1223	, Classic AOR	ABC,	\$310.00	(Torbet)	Infinity
WYNY,	103.5,	5.8 KW @ 1390	, Country	NBC MBS,	\$200.00	(MMR)	Westwood One

NORFOLK

Arbitron Rank/Pop (12+): 33/1,151,600
 MSA Rank/Pop: 33/1,390,000
 ADI # 42
 Average Person Ratings: 17.3
 Market TSL: 23.25 hours

Stations: 30/27
 Diaries: 1546/745:1/51.0%
 Sample Target: 1380
 % Below Line: 1.7
 % Not Listed: 10.6

1990 Revenue: \$31,700,000
 HH Inc.: \$34,700
 Retail \$: 10.6 Bill
 Pop per Station: 42,651
 #1 Biller: WNOR-AF \$4,600,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WOWI-F (B)	185/ 9.3	8.2	10.9	13.1	9.4	10.4	217/2287	1835/15.9	20.0	15.7	11.8	238	2185	WOWI-F
2. WCMS-AF (C)	180/ 9.1	8.1	9.1	8.2	9.2	8.6	200/2221	1978/17.2	17.8	16.8	7.2	144	1818	WCMS-AF
3. WNOR-AF (AOR)	175/ 8.8	7.3	7.0	6.7	8.6	7.4	188/2442	2207/19.2	15.9	17.0	6.8	137	2176	WNOR-AF
4. WFOG-F (EZ)	161/ 8.1	6.8	7.3	5.5	6.8	6.9	188/1846	1610/14.0	14.1	13.1	6.4	129	1358	WFOG-F
5. WAFX-F (CL AOR)	102/ 5.1	6.2	5.2	7.6	8.3	6.0	135/2564	1939/16.8	15.6	15.1	8.0	162	2349	WAFX-F
6. WMXN-F (AC)	100/ 5.0	4.3	4.6	3.4	2.9	4.3	108/1983	1819/15.8	12.7	8.4	5.2	104	1754	WMXN-F
7. WMYA-F (B)	99/ 5.0	1.3	---	0.8	0.4	1.8	111/1369	1220/10.6	3.8	1.6	4.9	99	1313	WMYA-F
8. WLTY-F (O)	95/ 4.8	6.1	5.1	5.1	2.8	5.3	109/1682	1507/13.1	14.0	8.5	5.0	100	1287	WLTY-F
9. WWDE-F (AC)	93/ 4.7	7.1	5.9	5.9	6.4	5.9	101/1618	1441/12.5	15.8	13.4	5.1	103	1227	WWDE-F
10. WJQI-AF (SAC)	90/ 4.6	5.4	5.1	6.2	6.6	5.3	95/1305	1220/10.6	13.6	13.5	5.4	109	1018	WJQI-AF
11. WNVZ-F (CHR)	86/ 4.3	6.1	6.9	6.4	6.2	5.9	96/2191	1925/16.7	19.1	18.5	6.6	132	2973	WNVZ-F
12. WNIS (N/T)	71/ 3.6	2.5	3.3	2.3	2.7	2.9	75/992	941/ 8.2	6.1	5.3	3.0	61	606	WNIS
13. WGH -F (C)	61/ 3.1	4.2	2.2	1.4	2.5	2.7	67/1048	926/ 8.0	9.1	11.2	1.9	38	729	WGH -F
14. WKOC-F (AOR)	56/ 2.8	6.0	4.9	4.6	5.2	4.6	64/1220	1009/ 8.8	12.2	10.9	4.0	80	1388	WKOC-F
15. WBSK (B)	45/ 2.3	1.3	1.7	1.5	2.1	1.7	45/637	604/ 5.2	4.6	5.8	0.4	8	202	WBSK
16. WPCE (REL)	41/ 2.1	1.4	2.6	1.9	1.9	2.0	41/447	442/ 3.8	3.9	5.1	1.3	27	444	WPCE
17. WTAR (N/T)	34/ 1.7	2.6	2.8	3.2	2.9	2.6	39/974	852/ 7.4	7.1	5.8	0.8	16	522	WTAR
18.														
19.														
20.														

12+ FM SHARE (METRO): 86.28% (1541 of 1786) (SUM 90: 85.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F>>	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF	1 WFOG-F	1 WCMS-AF	1 WFOG-F	1 WNOR-AF<	1 WOWI-F>	1 WOWI-F>>
2 WNVZ-F>	2 WOWI-F>	2 WOWI-F>	2 WCMS-AF	2 WCMS-AF	2 WCMS-AF>	WNOR-AF	2 WNOR-AF<	2 WOWI-F	2 WNOR-AF	2 WCMS-F<
3 WMXN-F	3 WAFX-F	3 WCMS-AF	3 WLTY-F	3 WFOG-F<	3 WLTY-F	3 WFOG-F	3 WCMS-AF	3 WCMS-AF	3 WCMS-AF<	3 WMYA-F
4	4 WMXN-F	4 WAFX-F	4 WJQI-AF	4 WLTY-F<	4 WNIS	4 WOWI-F	4 WOWI-F>	4 WFOG-F	4 WAFX-F	4 WAFX-F<
5	5 WNVZ-F	5 WMXN-F	5 WWDE-F<	5 WJQI-AF	5 WWDE-F	5 WLTY-F	5 WMXN-F	5 WAFX-F	5 WMYA-F	5 WNVZ-F
6	6 WMYA-F	6 WWDE-F	6 WOWI-F	6 WOWI-F<	6 WJQI-AF	6 WNVZ-F<	6 WLTY-F	6 WMXN-F	6 WNVZ-F<	6 WFOG-F
7	7 WCMS-AF	7 WMYA-F	7 WMYA-F	7 WMYA-F<	7 WMYA-F	7 WWDE-F>>	7 WNIS >>	7 WWDE-F	7 WMXN-F>>	7
8	8	8	8	8 WWDE-F	8	8 WKSJ-AF	8 WKSJ-AF	8 WMYA-F>>	8 WKSJ-AF	8
9	9	9	9	9	9	9 WTZR-AF	9 WTZR-AF	9 WKSJ-AF	9 WTZR-AF	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 WMXN-F<	1 WOWI-F	1 WJQI-AF<	1 WOWI-F	1 WWDE-F<	1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF>>	1 WNOR-AF>	1 WNOR-AF>
2 WOWI-F>	2 WMXN-F>	2 WWDE-F	2 WWDE-F	2 WFOG-F	2 WOWI-F	2 WAFX-F	2 WAFX-F<	2 WCMS-AF>	2 WCMS-AF>
3 WNVZ-F>	3 WJQI-AF	3 WOWI-F>	3 WMXN-F	3 WJQI-AF	3 WAFX-F>>	3 WAFX-F	3 WCMS-AF	3 WOWI-F	3 WAFX-F<
4 WNOR-AF	4 WWDE-F	4 WMXN-F	4 WJQI-AF	4 WLTY-F<	4 WMXN-F>	4	4 WMYA-F	4 WCMS-AF>	4 WMYA-F
5 WMYA-F	5 WNVZ-F	5 WNOR-AF	5 WLTY-F	5 WOWI-F	5 WNVZ-F	5	5 WKOC-F<	5 WMYA-F	5 WLTY-F
6 WWDE-F	6 WNOR-AF	6 WMYA-F	6 WMYA-F	6 WCMS-AF	6	6	6 WMYA-F	6 WKOC-F	6 WOWI-F<
7	7 WMYA-F	7 WGH -F	7 WCMS-AF<	7 WMYA-F	7	7	7 WNVZ-F	7 WLTY-F	7 WJQI-AF
			8 WFOG-F						8 WKOC-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
WGH 1310 Newport News	0.5/1.8/ 10/ 209			
WKEZ-F 94.1 Yorktown	1.5/3.7/ 57/ 766			
WMBG 740 Williamsburg	0.4/1.0/ 8/ 125			
WMYK-F 92.1 Moyock/Chspk	0.6/1.8/ 16/ 230			
WTJZ 1270 Newport News	0.6/2.2/ 11/ 261			
WZAM 1110 Norfolk	0.5/1.5/ 9/ 185			
WDCK-F 96.5 Williamsburg	0.6/2.5/ 30/ 608			
WRVA 1140 Richmond	0.4/1.0/ 24/ 458			
WXRI-F 107.7 Windsor	0.8/2.3/ 16/ 282			

NORFOLK

AM STATIONS

WBSK , 1350, 5 KW/1 KW (DA-2) ,	Black	NBN ABC, \$ 30.00	(Mc-Guild)	Ragan Henry
WNIS , 850, 5 KW/1 KW (DA-2) ,	News/Talk	NBC ABC, \$ 37.00	(MMR)	Sinclair
WPCE , 1400, 1 KW ,	Gospel	SBN UNIULT, \$ 25.00	(Mc-Guild)	Willis
WTAR , 790, 5 KW (DA-1) ,	News/Talk	CBS UNISUP, \$ 35.00	(Katz)	Landmark

FM STATIONS

WAFX , 106.9, 100 KW @ 937 ,	Classic AOR	, \$ 61.00	(CBS)	Radio Ventures (P)
WCMS , 100.5, 50 KW @ 500 ,	Country	ABC, \$ 95.00	(Eastman)	
WFOG , 92.9, 50 KW @ 484 ,	EZ	UNIULT, \$ 65.00	(MMR)	Sunshine Wireless
WG- , 97.3, 74 KW @ 400 ,	Country	ABC UNISUP, \$ 40.00	(Durpetti)	Susquehanna
WJQI , 94.9, 50 KW @ 500 ,	Soft AC	UNISUP, \$ 45.00	(HNWH)	Coleman
WKEZ , 94.1, 50 KW @ 500 ,	Country	UNIULT, \$ 36.00	(Roslin)	Eure
WLTY , 95.7, 40 KW @ 881 ,	Oldies	, \$ 69.00	(Katz)	Landmark
WKOC , 93.7, 100 KW @ 940 ,	AOR	ABC, \$ 49.00	(Durpetti)	(ELIZABETH CITY)
WNOR , 98.7, 46 KW @ 520 ,	AOR	SOURCE, \$100.00	(Mc-Guild)	Saga
WNVZ , 104.5, 50 KW @ 480 ,	CHR	, \$ 70.00	(Benner)	Wilks-Schwartz
WTZR , 92.1, 2 KW @ 421 ,	AOR	ABC, \$ 25.00	(K & P)	(NOYOCK)
WOWI , 102.9, 50 KW @ 470 ,	Black	SBN UNIPWR, \$ 57.00	(Mc-Guild)	Ragan Henry
HWDE , 101.3, 50 KW @ 500 ,	AC	CBS, \$ 84.00	(Christal)	Edens
WMXN , 105.3, 50 KW @ 500 ,	AC	MBS ABC, \$ 40.00	(Katz)	ML/Win

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 48/802,900	Stations: 20/20	1990 Revenue: \$23,400,000
MSA Rank/Pop: 53/978,000	Diaries: 1211/663:1/53.8%	HH Inc.: \$26,669
ADI # 40	Sample Target: 1190	Retail \$: 7.8 Bil
Average Person Ratings: 15.7	% Below Line: 0.0	Pop per Station: 40,145
Market TSL: 20.75 hours	% Not Listed: 8.3	#1 Biller: KXXY-AF \$5,300,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF (C)	234/18.6	18.0	15.7	17.1	14.9	17.4	284/3288	2489/31.0	30.7	26.8	19.5	260	2245	KXXY-AF
2. KJYO-F (CHR)	134/10.6	9.8	9.0	7.3	9.6	9.2	157/2425	2005/25.0	25.2	22.2	13.4	187	1919	KJYO-F
3. KATT-F (AOR)	110/ 8.7	8.4	11.1	10.2	10.2	9.6	164/2399	1682/20.9	17.5	21.4	13.7	191	2120	KATT-F
4. KEBC-F (C)	93/ 7.4	7.4	6.9	6.8	5.3	7.1	182/2578	1555/19.4	17.3	14.1	5.7	80	974	KEBC-F
5. KMGL-F (AC)	88/ 7.0	7.6	6.2	7.0	6.9	6.9	125/1777	1376/17.1	16.6	15.6	6.5	90	804	KMGL-F
6. KTOK (N/T)	86/ 6.8	6.9	8.0	7.2	4.9	7.2	99/1403	1245/15.5	16.8	14.0	5.2	72	1200	KTOK
7. KR XO-F (CL AOR)	79/ 6.3	8.1	6.9	7.3	5.7	7.2	95/1429	1152/14.3	14.2	15.0	8.3	115	1390	KR XO-F
8. KOQL-F (O)	65/ 5.2	5.7	5.4	4.4	5.1	5.2	82/1508	1116/13.9	14.6	14.0	3.8	53	856	KOQL-F
9. WKY (EZ)	47/ 3.7	4.9	3.9	4.8	6.5	4.3	70/1018	739/ 9.2	10.6	12.5	3.5	49	669	WKY
10. KYIS-F (CHR)	44/ 3.5	3.6	4.2	5.9	5.8	4.3	51/1399	1218/15.2	16.1	17.9	2.6	36	701	KYIS-F
KKNG-F (SAC)	44/ 3.5	3.8	5.0	4.9	5.9	4.3	58/1041	868/10.8	12.5	14.9	2.4	34	468	KKNG-F
12. KOMA (O)	43/ 3.4	1.9	2.2	2.3	3.7	2.5	58/893	619/ 7.7	6.0	8.8	1.7	24	483	KOMA
13.														
14.														
15.														

12+ FM SHARE (METRO): 79.13% (914 of 1155) (SUM 90: 77.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F	1 KJYO-F
2 KXXY-AF	2 KXXY-AF	2 KATT-F	2 KR XO-F<	2 KR XO-F	2 KTOK >	2 KJYO-F<	2 KJYO-F	2 KXXY-AF<	2 KXXY-AF<	2 KXXY-F
3	3 KJYO-F	3 KJYO-F	3 KMGL-F>	3 KMGL-F>	3 KEBC-F	3 KTOK	3 KMGL-F<	3 KATT-F	3 KATT-F>	3 KTOK <
4	4 KR XO-F	4 KMGL-F	4 KOQL-F	4 KOQL-F	4 WKY <	4 KEBC-F	4 KATT-F<	4 KMGL-F	4 KMGL-F	4 KEBC-F
5	5 KMGL-F>	5 KR XO-F>	KJYO-F	KEBC-F	5 KMGL-F	5 KR XO-F	5 KEBC-F<	5 KR XO-F<	5 KEBC-F	5
6	6 KEBC-F	6 KEBC-F	KATT-F<	6 KJYO-F<	6	6 KMGL-F<	6 KTOK	6 KOQL-F	6	6
7	7	7 KOQL-F	7 KEBC-F	7 KATT-F	7	7 KATT-F	7 KR XO-F	7 KEBC-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 KXXY-AF	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F>>	1 KATT-F>>	1 KR XO-F	1 KATT-F<	1 KXXY-AF>
2 KJYO-F>	2 KJYO-F>	2 KJYO-F	2 KJYO-F<	2 KMGL-F>	2 KJYO-F>	2 KXXY-AF<	2 KATT-F	2 KXXY-AF>	2 KR XO-F>
3 KATT-F>	3 KATT-F<	3 KR XO-F	3 KMGL-F>	3 KJYO-F<	3 KXXY-AF	3 KR XO-F	3 KXXY-AF>	3 KR XO-F	3 KMGL-F
4 KMGL-F	4 KMGL-F	KMGL-F	4 KR XO-F<	4 KR XO-F	4	4 KJYO-F>	4 KMGL-F	4 KJYO-F	4 KATT-F<
5 KEBC-F	5 KR XO-F	5 KATT-F	5 KEBC-F	5 KEBC-F	5	5 KMGL-F	5 KJYO-F	5 KMGL-F	5 KOQL-F
6 KYIS-F	6 KEBC-F	6 KEBC-F	6 KATT-F	6 KOQL-F	6	6	6	6	6 KTOK
7	7	7 KOQL-F	7	7	7	7	7	7	7 KEBC-F

METRO CUME TSA TSA
SHARE/RTG/AQH/CUME

OTHER RATED STATIONS				
KBYE	890	Oklahoma City	1.0/1.3/	13/ 136
KNTL-F	104.9	Bethny/OK City	1.4/4.1/	18/ 327
KPRW	1140	Oklahoma City	0.4/1.3/	6/ 128
KQCV	800	Oklahoma City	1.0/2.4/	16/ 225
KTLV	1220	Midwest Cty/OK	1.0/2.3/	15/ 190
KTNT-F	97.7	Edmond	1.2/3.9/	18/ 381
WWLS	640	Moore/Norman	1.0/2.4/	14/ 238

RADIO STATIONS

KOMA	1520,	50 KW (DA-N)	, Oldies	CBS, \$35.00	(CBS)	Diamond
KPRW	1140,	1 KW (DAYS)	, Business News	SBN, \$22.00	(Banner)	Surrey
KQCV	800,	250 W (DAYS)	, Religion	\$15.00	(---	Bott
KTOK	1000,	5 KW (DA-2)	, News/Talk	ABC MBS, \$57.00	(Christal)	Clear Channel
KXXY	1340,	1 KW	, See KXXY-F			
WKY	930,	5 KW (DA-N)	, Country	\$32.00	(Torbet)	Gaylord
KATT-F,	100.5,	100 KW @ 1188	, AOR	SOURCE, \$65.00	(Banner)	Surrey
KEBC-F,	94.7,	100 KW @ 1387	, Country	ABC, \$40.00	(Katz)	
KJYO-F,	102.7,	100 KW @ 985	, CHR	\$54.00	(Christal)	Clear Channel
KKNG-F,	92.5,	100 KW @ 984	, EZ	\$44.00	(Torbet)	Wilks-Schwartz
KOQL-F,	101.9,	100 KW @ 1387	, Oldies	\$40.00	(Katz)	Entercom
KMGL-F,	104.1,	100 KW @ 1363	, AC	\$40.00	(Eastman)	Renda
KNTL-F,	104.9,	3 KW @ 300	, Religion	APR ABC, \$18.00	(In Hous)	CBN (BETHANY)
KR XO-F,	107.7,	100 KW @ 990	, Classic AOR	\$63.00	(CBS)	Diamond
KXXY-F,	96.1,	100 KW @ 1167	, Country	MBS, \$100.00	(Mc-Guild)	Newmarket
KZBS-F,	98.0,	100 KW @ 1100	, CHR	APR, \$38.00	(HNWH)	

OMAHA

Arbitron Rank/Pop (12+): 73/504,500
 MSA Rank/Pop: 82/623,000
 ADI # 73
 Average Person Ratings: 16.6
 Market TSL: 22.00 hours

Stations: 18/16
 Diaries: 976/517:1/55.4%
 Sample Target: 935
 % Below Line: 1.1
 % Not Listed: 14.1

1990 Revenue: \$20,100,000
 HH Inc.: \$35,758
 Retail \$: 4.8 Bil
 Pop per Station: 31,531
 #1 Biller: WOW -AF \$3,600,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. KFAB (FS)	97/11.6	10.2	13.4	14.6	12.3	12.4	176/2581	1388/27.5	25.7	28.8			KFAB
2. WOW -F (C)	95/11.3	11.9	10.8	9.0	7.2	10.8	129/1431	973/19.3	19.7	15.6			WOW -F
3. KEZO-AF (AOR)	89/10.6	11.8	13.7	12.1	13.1	12.1	132/1766	1107/21.9	22.0	22.9			KEZO-AF
4. KGOR-F (O)	82/ 9.8	7.8	6.5	6.8	5.9	7.7	105/1449	1054/20.9	20.0	15.6			KGOR-F
5. KQKQ-F (CHR)	74/ 8.8	10.3	9.5	11.5	11.1	10.0	109/1838	1312/26.0	28.3	30.3			KQKQ-F
6. KESY-AF (SAC)	65/ 7.8	6.8	10.9	8.2	13.1	8.4	81/1152	883/17.5	15.5	18.8			KESY-AF
7. KEFM-F (AC)	57/ 6.8	8.4	8.6	7.5	7.1	7.8	88/1295	924/18.3	20.5	19.6			KEFM-F
8. KXKT-F (CHR)	43/ 5.1	4.3	3.5	4.9	4.9	4.4	75/1331	942/18.7	18.6	15.8			KXKT-F
9. WOW (C)	33/ 3.9	5.3	5.2	5.1	4.7	4.9	83/1215	512/10.1	11.0	10.4			WOW
10. KRRK-F (AOR ?)	24/ 2.9	-----	-----	-----	-----	0.7	27/394	329/ 6.5	0.0	0.0			KRRK-F
11. KKVU-F (J/NA)	17/ 2.0	3.4	2.6	3.9	1.9	3.0	19/346	319/ 6.3	5.6	3.9			KKVU-F
12. KOIL (O)	16/ 1.9	1.8	1.6	1.7	3.9	1.8	21/326	235/ 4.7	6.7	9.1			KOIL
KKAR (N/T)	16/ 1.9	3.0	2.8	2.4	2.8	2.5	17/453	409/ 8.1	8.5	8.1			KKAR
14.													
15.													

12+ FM SHARE (METRO): 76.39% (550 of 720) (SUM 90: 72.68%)

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

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KCRO 660 Omaha	0.4/1.5/	5/	107	
KEZG-F 107.3 Lincoln	0.4/2.2/	29/	456	
KFMQ-F 101.9 Lincoln/Omaha	0.7/5.9/	77/	1212	

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR/FULL SER.	NBC, \$ 80.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 19.00 (Eastman)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UNIULT, \$ 24.00 (Banner)	
WOW, 590, 5 KW	, COUNTRY	ABC, \$ N/A (Torbet)	Great Empire
KBWH-F, 106.3, 1.2 KW @ 459, BLACK		, \$ 14.00 (---)	(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442, AC		, \$ 40.00 (McGuilld)	
KESY-F, 104.5, 100 KW @ 1087, EZ/SOFT AC		ABC, \$ 35.00 (Durpetti)	
KEZO-F, 92.3, 100 KW @ 1212, AOR		, \$ 67.00 (MMR)	Narragansett
KGOR-F, 99.9, 115 KW @ 1227, OLDIES		NBC, UNIPWR, \$ 44.00 (Christal)	Henry
KKVU-F, 105.9, 6 KW @ 300, JAZZ/NAC		, \$ 23.00 (---)	(BELLEVUE)
KQKQ-F, 98.5, 100 KW @ 1174, CHR		, \$ 63.00 (Eastman)	
KXKT-F, 103.7, 100 KW @ 1247, CHR		, \$ 31.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 510, COUNTRY		ABC, \$ 70.00 (Torbet)	Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 42/899,000
 MSA Rank/Pop: 46/1,070,000
 ADI # 25
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 23/19
 Diaries: 1321/680:1/51.6%
 Sample Target: 1200
 % Below Line: 7.2
 % Not Listed: 11.7

1990 Revenue: \$46,200,000
 HH Inc.: \$32,809
 Retail \$: 10.6 Bill
 Pop per Station: 47,315
 #1 Biller: WWKA-F \$6,600,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUMF	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Share	12+ AQH	Birch Cume
1. WWKA-F (C)	198/13.6	9.4	12.1	9.6	8.7	11.2	341/3645	1801/20.0	19.5	16.8	10.3	160	1653
2. WJHM-F (B)	103/ 7.1	8.0	8.9	8.3	11.4	8.1	182/2383	1299/14.4	15.5	18.1	15.3	238	2271
3. WDBO (FS)	101/ 6.9	6.7	8.0	7.2	5.0	7.2	128/1732	1241/13.8	15.0	13.1	4.1	64	1111
4. WMMO-F (AC)	99/ 6.8	7.2	6.2	7.2	0.6	6.8	115/1424	1155/12.8	13.3	1.4	6.5	101	1184
5. WHTQ-F (AOR)	85/ 5.8	4.6	5.5	5.6	6.7	5.4	186/2615	1182/13.1	12.6	15.5	5.9	92	1162
6. WSTF-F (AC)	80/ 5.5	6.3	5.0	6.4	8.5	5.8	150/2411	1284/14.3	16.1	20.0	4.2	65	1280
7. WOCL-F (O)	80/ 5.5	6.0	6.4	4.8	8.0	5.7	156/2445	1292/14.4	15.1	18.5	4.6	71	1390
8. WWLV-F (EZ)	65/ 4.5	3.3	3.7	2.3	3.6	3.5	144/2130	825/ 9.2	7.5	9.4	2.5	39	519
9. WMGF-F (AC)	62/ 4.3	4.3	4.1	3.2	3.8	4.0	113/1896	1013/11.3	10.6	12.2	2.5	39	526
10. WDIZ-F (AOR)	61/ 4.2	5.0	4.4	5.7	5.6	4.8	156/2466	1225/13.6	14.9	15.7	8.2	127	1390
11. WLOQ-F (J)	58/ 4.0	3.3	2.8	3.2	2.9	3.3	59/893	783/ 8.7	9.7	7.9	3.7	57	1124
12. WOMX-AF (CHR)	53/ 3.6	6.3	4.8	5.5	5.7	5.1	102/2494	1300/14.5	18.9	19.6	3.7	58	1103
13. WXXL-F (CHR)	53/ 3.6	4.9	3.7	3.9	2.7	4.0	81/1905	1252/13.9	15.7	12.5	7.7	119	1319
14. WZTU-F (AC)	51/ 3.5	3.5	4.0	4.8	5.7	4.0	87/1938	961/10.7	10.2	10.9	3.1	48	773
15. WNNZ (N/T)	39/ 2.7	2.8	3.6	3.9	3.4	3.3	50/849	651/ 7.2	6.7	8.1	2.5	38	652
16. WTLN-F (REL)	29/ 2.0	1.5	1.5	1.4	1.1	1.6	29/487	455/ 5.0	4.5	2.7	1.2	19	260
17.													
18.													
19.													

12+ FM SHARE (METRO): 86.77% (1115 of 1285) (SUM 90: 86.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F >>	1 WMMO-F	1 WWKA-F	1 WWKA-F >	1 WWKA-F >	1 WWKA-F >	1 WWKA-F >	1 WWKA-F >	1 WWKA-F >	1 WDBO	1 WDBO >>
2 WXXL-F	2 WHTQ-F >	2 WMMO-F	2 WMMO-F	2 WMMO-F	2 WDBO >	2 WDBO >	2 WMMO-F	2 WMMO-F	2 WJHM-F	2 WHTQ-F
3 WHTQ-F	3 WJHM-F	3 WHTQ-F	3 WSTF-F	3 WSTF-F	3 WOCL-F <	3 WOCL-F <	3 WMMO-F	3 WDBO <	3 WWKA-F	3 WJHM-F
4 WWKA-F	4 WDIZ-F	4 WSTF-F <	4 WOCL-F	4 WOCL-F	4 WWLV-F	4 WJHM-F	4 WHTQ-F	4 WSTF-F	4 WHTQ-F >	4 WWKA-F
5	5 WWKA-F	5 WJHM-F	5 WJHM-F <	5 WLOQ-F	5 WSTF-F	5 WSTF-F	5 WDBO <	5 WOCL-F	5 WLOQ-F	5 WWLV-F
6	6 WSTF-F <	6 WOCL-F	6 WLOQ-F	6 WJHM-F	6 WMGF-F	6 WMGF-F	6 WOCL-F >	6 WHTQ-F >	6 WXXL-F	6 WZTU-F
7	7 WXXL-F	7 WDIZ-F	7 WHTQ-F	7 WHTQ-F	7	7 WHTQ-F	7 WJHM-F	7 WJHM-F	7 WMMO-F <	7
8	8	8 WOMX-AF	8	8	8	8	8	8	8 WMGF-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 WXXL-F	1 WMMO-F	1 WSTF-F	1 WWKA-F >	1 WWKA-F >	1 WHTQ-F >	1 WHTQ-F	1 WMMO-F >	1 WWKA-F	1 WWKA-F >
2 WDIZ-F	2 WSTF-F	2 WMMO-F	2 WSTF-F <	2 WSTF-F	2 WDIZ-F	2 WMMO-F >	2 WHTQ-F >	2 WMMO-F <	2 WMMO-F
3 WHTQ-F	3 WJHM-F	3 WWKA-F	3 WMMO-F	3 WMMO-F <	3 WJHM-F	3 WDIZ-F	3 WLOQ-F	3 WHTQ-F >	3 WLOQ-F
4 WOMX-AF	4 WWKA-F	4 WJHM-F >	4 WJHM-F	4 WOCL-F	4 WMMO-F	4 WJHM-F	4 WWKA-F	4 WJHM-F <	4 WOCL-F
5 WZTU-F	5 WHTQ-F	5 WOCL-F	5 WOCL-F	5 WJHM-F	5 WZTU-F	5 WWKA-F	5 WDIZ-F	5 WOCL-F	5 WHTQ-F
6 WMMO-F	6 WDIZ-F	6 WLOQ-F	6 WOMX-AF	6 WMGF-F	6 WXXL-F	6 WLOQ-F	6 WJHM-F	6 WDIZ-F <	6 WSTF-F
7 WJHM-F >	7 WOMX-AF	7	7 WZTU-F	7 WWLV-F	7 WMGF-F	7	7	7 WLOQ-F	7
8 WWKA-F	8 WXXL-F		8 WMGF-F	8 WOMX-AF	8	8	8	8	8

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

WAJL	1190	Pinecastle	0.3/1.2/ 5/ 108
WGTO	540	Pine Hills/Orln	0.9/2.9/ 26/ 430
WHD	990	Orlando	0.7/1.6/ 22/ 232
WEZY-F	94.1	Lakeland	0.6/2.2/ 74/ 836
WGNE-F	98.1	Titusville	1.1/3.2/ 51/ 784
WPCV-F	97.5	Winter Haven/Lk	1.0/3.7/120/1343

RADIO STATIONS

WDBO	580	5 KW (DA-N)	MOR/Full Service	ABC, \$ 51.00	(Katz)	New City
WHD	990	50 KW/5 KW (DA-N)	See WHOO-F			
WPRD	1440	5 KW/1 KW (DA-N)	Children's Radio	IND UNILT, \$ 20.00	(MMR)	Metroplex
WNNZ	740	5 KW/1 KW (DA-N)	News/Talk	CBS MBS, \$ 40.00	(Christal)	Guy Gannett
WDIZ-F	100.3	100 KW @ 1186	AOR	ABC, \$ 90.00	(MMR)	Shamrock-Lynnett
WHTQ-F	96.5	100 KW @ 1598	AOR	SOURCE, \$ 75.00	(Schubert)	TK
WJHM-F	101.9	28 KW @ 1584	Black/Urban	\$ 62.00	(HNWH)	Beasley (DYTNA BCH)
WMGF-F	107.7	100 KW @ 1584	Soft AC	NBC, \$ 71.00	(MMR)	Metroplex
WLOQ-F	103.1	2.6 KW @ 350	Jazz	\$ 50.00	(Banner)	
WMMO-F	98.9	38 KW @ 500	AC	\$ 50.00	(Eastman)	
WOCL-F	105.9	100 KW @ 1584	Oldies	APR, \$ 90.00	(Christal)	American (DELAND)
WOMX-F	105.1	100 KW @ 1310	AC	\$ 86.00	(Mc-Guild)	Nationwide
WZTU-F	104.1	100 KW @ 1598	AC	\$ 68.00	(Christal)	Guy Gannett (COCOA BEACH)
WSTF-F	101.1	100 KW @ 1598	AC	\$ 108.00	(Banner)	(COCOA BEACH)
WWKA-F	92.3	100 KW @ 1341	Country	\$ 140.00	(Katz)	New City
WXXL-F	106.7	100 KW @ 801	CHR	\$ 60.00	(Durpetti)	Taylor (LEESBURG)

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,155,600

Stations: 31/24
 Diaries: 2667/1558:1/49.7%
 Sample Target: 2595
 % Below Line: 2.9
 % Not Listed: 11.7

1990 Revenue: \$142,000,000
 HH Inc.: \$37,692
 Retail \$: 38.4 B11
 Pop per Station: 173,150
 #1 Biller: KYW \$17,000,000

MSA Rank/Pop: 4/4,940,000

ADI # 4

Average Person Ratings: 19.1

Market TSL: 25.00 hours

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KYW (N)	592/ 7.5	8.7	8.8	8.8	7.9	8.4	649/14720	13044/31.4	33.9	29.7	7.3	594	10099	KYW
2. WUSL-F (B)	537/ 6.8	7.2	6.1	6.7	7.0	6.7	618/6612	5674/13.7	14.0	13.9	8.7	712	7275	WUSL-F
3. WMMR-F (AOR)	507/ 6.4	5.7	5.4	7.6	7.9	6.3	688/10358	7409/17.8	17.3	19.2	7.2	588	8057	WMMR-F
4. WPN (BB)	498/ 6.3	5.6	6.9	5.5	5.2	6.1	513/5027	4710/11.3	9.6	10.4	5.8	469	3774	WPN
5. WYSP-F (CL AOR)	470/ 5.9	6.1	5.7	5.8	6.8	5.9	611/10116	7387/17.8	18.0	18.9	6.6	536	6954	WYSP-F
6. WEAZ-F (SAC)	416/ 5.2	5.6	5.5	5.8	5.5	5.5	505/6607	5596/13.5	15.5	15.4	2.8	371	4299	WEAZ-F
7. WOGL-F (O)	396/ 5.0	4.4	3.9	4.7	5.3	4.5	517/8240	6297/15.2	15.8	14.6	4.1	330	5015	WOGL-F
8. WWDB-F (T)	394/ 5.0	4.8	4.1	4.8	3.7	4.7	465/5368	4440/10.7	10.6	8.9	4.4	359	3335	WWDB-F
9. WXTU-F (C)	369/ 4.7	4.0	5.4	4.2	4.3	4.6	528/6692	4519/10.9	10.1	10.2	5.1	419	3964	WXTU-F
10. WYXR-F (AC)	339/ 4.3	4.2	3.6	3.6	3.0	3.9	381/7494	6347/15.3	15.5	10.4	3.6	289	4293	WYXR-F
11. WIOQ-F (CHR)	325/ 4.1	4.9	5.2	4.8	5.5	4.8	415/8400	6723/16.2	17.5	16.3	7.1	581	8040	WIOQ-F
12. WMGK-F (AC)	309/ 3.9	4.6	4.2	5.0	3.3	4.4	354/6150	5067/12.2	12.9	11.2	2.7	217	3996	WMGK-F
13. WDAS-F (B)	305/ 3.8	3.6	3.7	3.5	3.8	3.7	331/4486	4088/ 9.8	10.3	9.3	4.6	371	4299	WDAS-F
14. WEGX-F (CHR)	296/ 3.7	3.9	4.2	3.7	4.5	3.9	399/9641	7540/18.1	18.1	16.7	4.5	366	7931	WEGX-F
15. WFLN-F (CL)	230/ 2.9	3.2	2.6	2.3	2.5	2.8	339/4331	3242/ 7.8	8.7	6.4	3.2	264	2815	WFLN-F
16. WIP (S/T)	216/ 2.7	2.0	2.4	3.2	1.9	2.6	246/4151	3539/ 8.5	7.7	7.1	2.5	206	3219	WIP
17. WKSZ-F (AC)	209/ 2.6	3.4	3.0	3.7	3.2	3.2	242/4273	3479/ 8.4	9.9	11.0	2.1	170	2586	WKSZ-F
18. WOGL (O)	100/ 1.3	1.1	0.5	0.6	2.9	0.9	119/2635	2258/ 5.4	6.2	10.3	0.9	72	1702	WOGL
19. WDAS (G)	77/ 1.0	0.9	1.1	0.7	1.4	0.9	78/1478	1388/ 3.3	3.9	3.5	1.1	90	1142	WDAS

12+ FM SHARE (METRO): 75.96% (5312 of 6993) (SUM 90: 77.24%)

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 WMMR-F<	1 WUSL-F	1 WUSL-F>	1 KYW >
2 WIOQ-F<	2 WYSP-F	2 WYSP-F	2 WYSP-F<	2 WOGL-F	2 WPN	2 WYSP-F	2 WEAZ-F	2 WMMR-F<	2 WWDB-F	2 WWDB-F
3 WEGX-F	3 WUSL-F>	3 WUSL-F	3 WOGL-F	3 WYSP-F	3 WWDB-F	3 WMMR-F	3 WPN <	3 WPN <	3 WYSP-F	3 WUSL-F>
4	4 WYXR-F	4 WOGL-F	4 WUSL-F	4 KYW <	4 WEAZ-F<	4 WPN <	4 WUSL-F	4 KYW <	4 WIOQ-F	4 WYXR-F
5	5 WDAS-F<	5 WYXR-F<	5 KYW	5 WUSL-F	5 WXTU-F<	5 WEAZ-F	5 WYSP-F	5 WEAZ-F<	5 WDAS-F<	5 WMMR-F
6	6 WIOQ-F	6 WDAS-F	6 WMGK-F<	6 WXTU-F<	6 WOGL-F>	6 WWDB-F	6 WOGL-F<	6 WYSP-F	6 KYW <	6 WDAS-F
7	7 WEGX-F	7 WMGK-F<	7 WDAS-F<	7 WFLN-F	7 WFLN-F	7 WUSL-F<	7 WMGK-F	7 WXTU-F	7 WYXR-F	7
8	8	8 KYW	8 WEAZ-F	8 WEAZ-F	8	8 WOGL-F	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 WYXR-F	1 WUSL-F	1 WUSL-F	1 WUSL-F	1 WOGL-F	1 WYSP-F	1 WMMR-F<	1 WMMR-F	1 WMMR-F	1 WMMR-F
2 WIOQ-F<	2 WYXR-F	2 WMMR-F	2 WYXR-F	2 WUSL-F	2 WMMR-F	2 WYSP-F>	2 WYSP-F>	2 WYSP-F>	2 WYSP-F>
3 WUSL-F>	3 WMMR-F	3 WMGK-F<	3 WOGL-F	3 WMGK-F	3 WUSL-F>	3 WUSL-F	3 WDAS-F	3 WUSL-F	3 WOGL-F<
4 WEGX-F<	4 WIOQ-F	4 WYXR-F	4 WMMR-F	4 WYXR-F<	4 WIOQ-F	4 WDAS-F>	4 WUSL-F	4 WOGL-F	4 KYW
5 WDAS-F<	5 WMGK-F<	5 WYSP-F	5 WMGK-F	5 WEAZ-F	5 WEGX-F<	5 WIP <	5 WIP	5 WDAS-F<	5 WUSL-F<
6 WYSP-F	6 WYSP-F	6 WEGX-F	6 WEAZ-F<	6 KYW <	6 WDAS-F	6 WIOQ-F	6 KYW <	6 KYW <	6 WXTU-F
7 WMMR-F	7 WEGX-F	7 WOGL-F<	7 WDAS-F	7 WMMR-F	7	7	7 WOGL-F	7 WIP	7 WIP
8	8	8 WDAS-F	8 WIOQ-F	8	8	8	8	8	8

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WEAZ 560 Philadelphia	0.2/1.3/ 19/ 693		
WHAT 1340 Philadelphia	0.6/1.7/ 44/ 694		
WNAP 1110 Norristown	0.5/1.2/ 44/ 578		
WPGR 1540 Philadelphia	0.4/0.5/ 31/ 249		
WZZD 990 Philadelphia	0.6/1.5/ 55/ 747		
WCHR-F 94.5 Trenton/Philly	0.3/0.7/ 29/ 553		
WFMZ-F 100.7 Allentown	0.7/1.7/218/2194		
WJBR-F 99.5 Wilmington	0.4/2.2/119/1847		
WKXW-F 101.5 Trenton	0.5/2.1/123/2356		
WOR 710 New York	0.3/1.0/116/1405		
WPST-F 97.5 Trenton/Phily	0.4/3.3/ 78/2347		
WZZO-F 95.1 Bethlehem/Allint	0.3/0.8/214/2449		

PHILADELPHIA

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1) , NEWS	NBC APR, \$ 260.00 (Group W)	Westinghouse
WGL, 1210, 50 KW , OLDIES	CBS, \$ 105.00 (CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2) , GOSPEL	NBN, \$ 45.00 (McGuild)	Unity
WHAT, 1340, 1 KW , BLACK	, \$ 42.00 (K & P)	
WIP , 610, 5 KW (DA-1) , SPORTS/TALK	MBS, \$ 59.00 (Katz)	
WPN, 950, 5 KW (DA-N) , NOSTALGIA	UNIULT, \$ 140.00 (MMR)	Greater Media
WPGR, 1540, 50 KW (DAYS,DA) , OLDIES	, \$ 30.00 (Durpetti)	Pyramid
WTEL, 860, 10 KW/500 W (DA-2), HISPANIC	, \$ 22.00 (Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2), RELIGION	, \$ 30.00 (Gospel)	

FM STATIONS

WDAS, 105.3, 3 KW @ 870, BLACK	, \$ 80.00 (McGuild)	Unity
WEAZ, 101.1, 14 KW @ 940, EZ/SOFT AC	UNISUP, \$ 184.00 (McGuild)	
WEGX, 106.1, 22 KW @ 740, CHR	ABC, \$ 140.00 (Eastman)	Malrite LP
WFLN, 95.7, 50 KW @ 500, CLASSICAL	, \$ 96.00 (CMBS)	Marlin
WIOQ, 102.1, 27 KW @ 671, CHR/URBAN	, \$ 120.00 (Christal)	EZ
WKSZ, 100.3, 35 KW @ 600, SOFT AC	, \$ 170.00 (HNWH)	
WMGK, 102.9, 9 KW @ 1180, AC	, \$ 175.00 (MMR)	Greater Media
WMMR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, \$ 300.00 (Group W)	Westinghouse
WGL, 98.1, 12 KW @ 1000, OLDIES	CBS, \$ 120.00 (CBS)	CBS
WYXR, 104.5, 16 KW @ 873, AC	, \$ 152.00 (Durpetti)	Pyramid
WUSL, 98.9, 18 KW @ 830, BLACK	ABC, \$ 190.00 (Katz)	Tak
WWDB, 96.5, 17 KW @ 865, TALK	ABC, \$ 90.00 (Banner)	Panache
WXTU, 92.5, 15 KW @ 900, COUNTRY	MBS UNIULT, \$ 110.00 (Banner)	Beasley
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR	ABC, \$ 185.00 (Torbet)	Infinity

WAAF -- SEE WORCESTER

PHOENIX

Arbitron Rank/Pop (12+): 22/1,786,000
 MSA Rank/Pop: 19/2,180,000
 ADI # 20
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 28/28
 Diaries: 1812/986:1/53.7%
 Sample Target: 1695
 % Below Line: 0.0
 % Not Listed: 6.4

1990 Revenue: \$72,300,000
 HH Inc.: \$32,545
 Retail \$: 17.0 Bill
 Pop per Station: 63,785
 #1 Biller: KNIX-AF \$11,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUMF/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KNIX-F (C)	278/ 9.1	10.4	10.5	11.0	9.8	10.3	340/4765	3988/22.3	23.4	18.9	9.5	296	4061	KNIX-F
2. KTAR (N/T)	263/ 8.6	6.7	10.6	8.8	7.6	8.7	282/4466	4139/23.2	20.3	20.0	6.6	205	2838	KTAR
3. KUPD-F (AOR)	218/ 7.1	7.4	5.3	6.4	6.7	6.6	236/2960	2630/14.7	16.3	16.1	9.8	307	2971	KUPD-F
4. KMLE-F (C)	194/ 6.4	6.6	5.6	4.3	5.1	5.7	217/3077	2738/15.3	13.9	10.4	7.2	224	2328	KMLE-F
5. KOY -F (CHR)	144/ 4.7	4.8	4.2	4.0	4.7	4.4	158/3172	2883/16.1	15.7	17.1	6.2	194	2828	KOY -F
6. KKLT-F (AC)	139/ 4.6	5.6	5.7	6.2	5.5	5.5	149/2757	2517/14.1	14.6	14.0	2.8	86	1391	KKLT-F
7. KOOL-F (O)	138/ 4.5	3.0	3.7	2.8	2.7	3.5	140/2037	1932/10.8	9.5	9.3	3.4	105	1698	KOOL-F
8. KKFR-F (CHR)	134/ 4.4	4.6	4.9	4.1	4.1	4.5	158/2632	2328/13.0	15.0	13.1	7.7	242	3256	KKFR-F
9. KDKB-F (AOR)	128/ 4.2	3.0	3.4	3.1	3.3	3.4	135/2342	2210/12.4	11.2	11.9	2.8	88	1784	KDKB-F
10. KFYI (N/T)	121/ 4.0	4.5	4.5	3.2	3.8	4.1	121/1639	1572/ 8.8	9.5	8.4	3.7	117	1251	KFYI
11. KVRV-F (AC)	120/ 3.9	3.4	3.3	3.8	4.3	3.6	127/2703	2471/13.8	14.6	16.5	3.6	113	2773	KVRV-F
12. KESZ-F (AC)	112/ 3.7	3.3	3.3	4.4	4.4	4.3	118/1934	1836/10.3	9.7	11.6	3.7	116	1355	KESZ-F
13. KSLX-F (CL AOR)	109/ 3.6	4.9	3.8	4.7	5.4	4.3	122/2263	2098/11.7	13.7	13.8	5.1	159	2527	KSLX-F
14. KMXX-F (AC)	94/ 3.1	3.3	2.8	3.0	3.9	3.0	104/1926	1735/ 9.7	10.6	10.6	3.1	97	1767	KMXX-F
15. KOY (BB)	85/ 2.8	4.3	3.5	2.1	2.8	3.2	93/1489	1333/ 7.5	9.0	7.2	1.4	44	1200	KOY
16. KPSN-F (AC)	69/ 2.3	4.0	3.8	5.6	3.9	3.9	73/1362	1264/ 7.1	9.6	9.6	2.0	61	704	KPSN-F
17. KONC-F (CL)	63/ 2.1	2.4	1.4	1.4	0.7	1.8	63/757	748/ 4.2	5.2	3.2	0.6	18	411	KONC-F
18. KLFF (BB)	59/ 1.9	1.5	2.2	2.4	2.3	2.0	59/688	688/ 3.9	4.3	3.2	1.0	32	501	KLFF
19. KGRX-F (AOR)	59/ 1.9	2.1	1.4	1.4	0.4	1.7	60/868	829/ 4.6	4.6	2.5	2.4	76	1040	KGRX-F
20. KOOL (O)	52/ 1.7	1.5	1.4	1.5	1.5	1.5	53/812	741/ 4.1	4.3	3.7	1.8	57	594	KOOL
21. KXAM (BB)	48/ 1.6	1.4	0.5	0.6	0.8	1.0	49/408	383/ 2.1	2.9	2.0	0.2	6	124	KXAM
KMEO (EZ)	48/ 1.6	0.9	0.8	2.1	1.7	1.4	51/727	697/ 3.9	2.9	3.6	0.1	4	115	KMEO
23. KPHX (SP)	45/ 1.5	0.4	0.8	1.4	1.5	1.0	46/417	394/ 2.2	1.2	2.1	1.8	55	479	KPHX
24. KUKQ (AOR)	44/ 1.4	1.5	1.3	1.0	2.0	1.3	44/594	576/ 3.2	3.4	3.6	1.9	60	974	KUKQ
25.														

12+ FM SHARE (METRO): 70.04% (1999 of 2854) (SUM 90: 70.20%)

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 KUPD-F	1 KNIX-F	1 KNIX-F	1 KTAR	1 KTAR	1 KNIX-F	1 KNIX-F	1 KMLE-F	1 KTAR >
2 KOY -F>>	2 KNIX-F	2 KNIX-F	2 KMLE-F<	2 KMLE-F	2 KNIX-F>	2 KNIX-F	2 KTAR	2 KTAR <	2 KKFR-F<	2 KMLE-F
3 KUPD-F	KMLE-F	3 KMLE-F	3 KUPD-F	3 KUPD-F	3 KFYI <	3 KUPD-F>	3 KUPD-F	3 KUPD-F	3 KNIX-F	3 KFYI
4	4 KDKB-F	4 KDKB-F<	4 KOOL-F	4 KTAR	4 KMLE-F	4 KMLE-F	4 KMLE-F	4 KMLE-F	4 KTAR	4 KNIX-F>
5	5 KVRV-F<	5 KOOL-F	5 KDKB-F<	KOOL-F	5 KDKB-F	5 KKLT-F	5 KDKB-F	5 KVRV-F	5 KUPD-F	5 KDKB-F
6	6 KSLX-F	6 KSLX-F<	6 KTAR	6 KDKB-F<	6 KOOL-F<	6 KFYI <	6 KOY -F	6 KOY -F	6 KOY -F	6
7	7 KOY -F	7 KTAR	7 KKLT-F	7 KKLT-F	7 KOY	7 KOY -F	KOOL-F<	KKLT-F<	7 KKLT-F	7
8	KKFR-F	KKLT-F	8	8	8	KOOL-F	8 KVRV-F	8 KKFR-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 KOY -F	1 KMLE-F	1 KMLE-F>	1 KMLE-F<	1 KNIX-F	1 KUPD-F>>	1 KUPD-F>>	1 KUPD-F>	1 KUPD-F>	1 KUPD-F
2 KVRV-F>	2 KVRV-F	2 KNIX-F	2 KNIX-F	2 KMLE-F	2 KKFR-F	2 KDKB-F	2 KDKB-F	2 KDKB-F	2 KTAR
3 KKFR-F	3 KOY -F	3 KMXX-F	3 KKLT-F	3 KKLT-F>	3 KNIX-F	3 KNIX-F<	3 KTAR	3 KSLX-F<	3 KOOL-F
4 KUPD-F	4 KNIX-F<	4 KVRV-F	4 KVRV-F	4 KMXX-F	4 KSLX-F	4 KSLX-F	KSLX-F<	4 KOOL-F	KDKB-F
KMLE-F	5 KKFR-F<	5 KUPD-F	5 KOY -F	5 KOOL-F	KGRX-F	5 KOOL-F	5 KNIX-F<	KNIX-F	5 KNIX-F
6 KESZ-F	6 KUPD-F	6 KKFR-F	6 KESZ-F	KESZ-F	6 KUKQ	6 KTAR	6 KOOL-F>	6 KTAR	6 KSLX-F<
7 KSLX-F	7 KESZ-F<	7 KKLT-F	7 KUPD-F	7 KVRV-F	7 KOY -F	7 KGRX-F<	7 KFYI	7 KMLE-F	7 KMLE-F
8 KKLT-F	8 KMXX-F	KDKB-F	KMXX-F	8	8 KDKB-F	8 KKFR-F	8 KMLE-F	8	8

OTHER RATED STATIONS	METRO SHARE/RTG	TSA AQH/CUME	TSA AQH/CUME
KCWW 1580	Tempe/Phoenix	0.8/2.4/ 24/ 448	
KRDS 1190	Tolleson/Phnx	0.5/1.3/ 15/ 244	
KSUN 1400	Phoenix	1.0/2.2/ 29/ 411	
KVVA 860	Phoenix	0.8/2.5/ 23/ 454	

PHOENIX

AM STATIONS

KFYI	, 910,	5 KW (DA-N)	, News/Talk	NBC, \$ 49.00	(Durpetti)	Broadcast Group
KLFF	, 1360,	5 KW/1 KW (DA-N)	, Nostalgia	MUTUAL, \$ 31.00	(---)	
KOOL	, 960,	5 KW (DA-N)	, Oldies	SMN, \$ NA	(HNWH)	Adams
KOY	, 550,	5 KW/1 KW	, Nostalgia	UNISUP UNIULT, \$ 40.00	(Christal)	Edens
KPHX	, 1480,	1 KW/500W (DA-2)	, Hispanic	, \$ 26.00	(Caballero)	
KSUN	, 1400,	1 KW	, Hispanic	, \$ 25.00	(Caballero)	
KTAR	, 620,	5 KW (DA-N)	, News/Talk	CBS ABC, \$175.00	(CBS)	Pulitzer
KUKQ	, 1060,	5 KW/500 W (DA-N)	, AOR	, \$ 27.00	(Banner)	
KVVA	, 860,	1 KW (DA-N)	, Hispanic	, \$ 25.00	(Lotus)	
KXEG	, 1010,	1 KW/250 W	, Religion	, \$ 10.00	(---)	Mid-America Gospel

FM STATIONS

KOKB	, 93.3,	100 KW @ 1540	, AOR	, \$ 65.00	(Torbet)	Sandusky
KESZ	, 99.9,	100 KW @ 1674	, AC	, \$ 68.00	(Banner)	
KGRX	, 100.3,	90 KW @ 2047	, Jazz/NAC	ABC UNIPWR, \$ 35.00	(Roslin)	(GLOBE)
KKFR	, 92.3,	100 KW @ 1647	, CHR	, \$ 70.00	(Durpetti)	Broadcast Group
KKLT	, 98.7,	100 KW @ 1788	, AC	, \$108.00	(CBS)	Pulitzer
KPSN	, 96.9,	100 KW @ 1560	, AC	, \$ 97.00	(Group W)	Bonneville
KMLE	, 107.9,	100 KW @ 1736	, Country	, \$ 68.00	(Eastman)	Shamrock
KMXX	, 101.5,	100 KW @ 1740	, AC	, \$ 70.00	(MMR)	EZ
KNIX	, 102.5,	100 KW @ 1620	, Country	, \$215.00	(Katz)	Buck Owens
KONC	, 106.3,	2.5 KW @ 324	, Classical	NBC, \$ 37.00	(CHBS)	(SUN CITY)
KOOL	, 94.5,	100 KW @ 1655	, Oldies	, \$111.00	(HNWH)	Adams
KOY	, 95.5,	100 KW @ 1570	, CHR	, \$ 88.00	(Christal)	Edens
KSLX	, 100.7,	100 KW @ 1840	, Classic AOR	, \$ 80.00	(Eastman)	Cook Inlet
KVVA	, 107.1,	2.5 KW @ 320	, Hispanic	, \$ 30.00	(Lotus)	(APACHE JUNCTION)
KVRY	, 104.7,	100 KW @ 1550	, AC	, \$120.00	(Mc-Guild)	Nationwide
KUPD	, 97.9,	100 KW @ 1620	, AOR	, \$ 90.00	(Banner)	

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,951,300
 MSA Rank/Pop: 22/2,100,000
 ADI # 17
 Average Person Ratings: 18.7
 Market TSL: 24.50 hours

Stations: 31/28
 Diaries: 1926/1013:1/57.2%
 Sample Target: 1850
 % Below Line: 1.1
 % Not Listed: 10.1

1990 Revenue: \$54,400,000
 HH Inc.: \$30,643
 Retail \$: 14.0 Bil
 Pop per Station: 69,689
 #1 Biller: KDKA \$9,000,000

12+ METRO	1/4/SHARE	SPG					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
		91	WIN 91	FAL 90	SUM 90	91			90							
1. KDKA (FS)	476/13.1	14.2	13.3	14.9	14.2	13.9	562/7885	6474/33.2	32.1	32.7	12.5	426	5958	KDKA		
2. WDVE-F (AOR)	412/11.3	10.2	8.6	8.8	9.7	9.7	534/6137	4384/22.5	20.4	19.5	13.7	467	4770	WDVE-F		
3. WWSW-AF (O)	301/ 8.3	8.0	8.3	8.1	6.4	8.2	384/5921	4687/24.0	19.0	20.5	7.2	232	3466	WWSW-AF		
4. WSHH-F (SAC)	247/ 6.8	4.2	6.5	5.2	5.1	5.7	275/3521	2974/15.2	12.1	12.4	3.9	134	1358	WSHH-F		
5. WTAE (N/T)	218/ 6.0	4.3	4.9	5.4	5.0	5.2	240/3078	2922/15.0	11.9	13.3	4.1	138	1832	WTAE		
6. WBZZ-F (CHR)	215/ 5.9	7.2	7.9	6.9	8.6	7.0	246/4929	4093/21.0	22.4	24.8	7.9	269	4904	WBZZ-F		
7. WAMO-F (B)	183/ 5.0	4.5	5.1	5.2	5.8	4.9	191/2348	2121/10.9	11.3	12.0	7.1	240	3415	WAMO-F		
8. WDSY-F (C)	174/ 4.8	4.4	4.2	4.7	4.9	4.5	217/2749	2012/10.3	10.3	9.6	5.1	172	1866	WDSY-F		
9. WLTJ-F (SAC)	150/ 4.1	5.2	4.5	3.9	5.0	4.4	175/2345	2042/10.5	11.2	12.0	3.1	106	1042	WLTJ-F		
10. WVTY-F (AC)	126/ 3.5	4.0	4.1	3.5	2.8	3.8	142/2483	2233/11.4	10.6	10.1	3.3	111	1591	WVTY-F		
11. WMXP-F (CHR)	113/ 3.1	4.5	3.8	3.2	2.2	3.7	138/2756	2461/12.6	12.9	9.4	5.0	171	3081	WMXP-F		
12. WJAS (BB)	110/ 3.0	3.6	3.7	4.0	3.5	3.6	115/1725	1663/ 8.5	8.3	7.2	4.0	135	1576	WJAS		
13. WMYG-F (CL AOR)	108/ 3.0	3.5	2.7	3.7	4.6	3.2	143/3050	2310/11.8	11.3	12.4	4.2	142	2521	WMYG-F		
14. WEZE-F (EZ)	106/ 2.9	3.6	2.6	4.1	3.3	3.3	145/1723	1335/ 6.8	7.2	7.2	1.7	59	968	WEZE-F		
15. KQV (N)	73/ 2.0	1.5	2.3	1.7	1.8	1.9	73/1359	1359/ 7.0	6.6	6.6	1.3	44	1017	KQV		

12+ FM SHARE (METRO): 68.04% (2229 of 3276) (SUM 90: 66.49%)

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 WDVE-F	1 WDVE-F	1 KDKA >>	1 KDKA >	1 WDVE-F	1 WDVE-F	1 KDKA >	1 KDKA >>
2 WAMO-F>	2 WBZZ-F	2 WWSW-AF>	2 WWSW-AF>	2 WWSW-AF>	2 WSHH-F<	2 WDVE-F>	2 WSHH-F	2 KDKA	2 WDVE-F>	2 WDVE-F>
3 WMXP-F	3 WWSW-AF	3 WBZZ-F	3 KDKA	3 KDKA	3 WTAE	3 WWSW-AF<	3 WWSW-AF	3 WWSW-AF	3 WAMO-F	3 WWSW-F
4 WDVE-F	4 WAMO-F	4 WAMO-F<	4 WSHH-F<	4 WSHH-F	4 WWSW-AF>	4 WSHH-F	4 WTAE <	4 WSHH-F	4 WBZZ-F	4 WAMO-F
5 WMYG-F	5 WMYG-F	5 KDKA	5 WAMO-F<	5 WBZZ-F	5 WDSY-F	5 WTAE	5 KDKA	5 WBZZ-F<	5 WWSW-AF	5 WBZZ-F
6	6 WMXP-F	6 WSHH-F<	6 WVTY-F	6 WVTY-F	6 WJAS	6 WBZZ-F>>	6 WLTJ-F<	6 WTAE <	6 WDSY-F<	6 WDSY-F
7	7 WVTY-F	7 WVTY-F	WBZZ-F	WLTJ-F	7 WEZE-F	7 WHTX-AF	7 WDSY-F>>	7 WAMO-F>>	7 WMXP-F>>	7 WMXP-F
8	8	8	8	WAMO-F	8 WLTJ-F	8	8 WHTX-AF	8 WHTX-AF	8 WHTX-AF	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 WMXP-F	1 WBZZ-F<	1 WDVE-F	1 WWSW-AF	1 WWSW-AF	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>
2 WBZZ-F>	2 WDVE-F>	2 WBZZ-F	2 WBZZ-F	2 WSHH-F	2 WMYG-F	2 WMYG-F	2 WWSW-AF	2 WWSW-AF>	2 WWSW-AF>
3 WDVE-F>	3 WWSW-AF	3 WWSW-AF	3 WDVE-F	3 WLTJ-F	3 WBZZ-F>	3 WWSW-AF	3 WMYG-F	3 KDKA <	3 KDKA >>
4 WLTJ-F	4 WMXP-F<	4 WAMO-F	4 WAMO-F	4 KDKA <	4 WDSY-F	4 WBZZ-F	4 WAMO-F<	4 WMYG-F	4 WVTY-F
5 WWSW-AF	5 WAMO-F	5 WVTY-F	5 WSHH-F	5 WBZZ-F<	5 WMXP-F	5 WDSY-F	5 WVTY-F	5 WDSY-F	5 WDSY-F
6 WAMO-F	6 WLTJ-F	6 WLTJ-F	6 WLTJ-F	6 WAMO-F<	6 WAMO-F	6	6	6 WBZZ-F	6 WTAE
7	7 WVTY-F	7 WSHH-F	7 WVTY-F<	7 WDVE-F	7	7	7	7 WVTY-F	7 WMYG-F
8	8	8	8 WMXP-F	8 WVTY-F	8	8	8	8	8

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

WASP	1130	Brownsville	0.4/0.5/	19/ 135
WBVP	1230	Beaver Falls	0.4/1.1/	17/ 246
WEDO	810	McKeesport	0.3/1.4/	11/ 272
WEEP	1080	Pittsburgh	0.6/1.9/	24/ 395
WELA-F	104.3	E Liverpool	0.5/0.7/	42/ 385
WESA-F	98.3	Charleroi	0.6/1.5/	22/ 312
WHJB	620	Greensburg/Pitt	0.3/1.6/	10/ 334
WIXZ	1360	McKeesport/Pitt	0.8/2.7/	28/ 555
WMBS	590	Uniontown	1.0/2.1/	35/ 418
WPIT	730	Pittsburgh	0.3/1.8/	15/ 391
WPIT-F	101.5	Pittsburgh	0.5/3.2/	23/ 825
WSSZ-F	107.1	Greensburg/Pitt	0.5/1.6/	19/ 337
WKYE-F	95.5	Johnstown	0.3/0.7/	65/ 701
WRKY-F	103.5	Steubenville	0.3/1.5/	50/1091
WVAQ-F	101.9	Morgantown	0.5/1.7/	76/1261

PITTSBURGH

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, Full Service	NBC, \$150.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, Business News	CBS UNILT, \$ 41.00	(---)	
WEEP, 1080, 50 KW (Days, DA)	, Oldies	UNIPWR BRN, \$ NA	(Durpetti)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Nostalgia	UNISUP CNN, \$ 40.00	(Eastman)	Renda
WMBS, 590, 1 KW (DA-N)	, MOR	CBS, \$ 15.00	(Regional)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ NA	(---)	Pyramid
WTAE, 1250, 5 KW (DA-N)	, News/Talk	ABC MBS, \$ 65.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM			
WYJZ, 860, 1 KW (Days, DA)	, ??	, \$ 20.00	(HNWH)	Sheridan

FM STATIONS

WAMO, 105.9, 72 KW @ 430	, Black	SBN, \$ 56.00	(HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 547	, CHR	, \$147.00	(Banner)	EZ
WDSY, 107.9, 50 KW @ 500	, Country	UNIPWR, \$ 57.00	(Durpetti)	Entercom
WDVE, 102.5, 55 KW @ 816	, AOR	SOURCE, \$109.00	(Christal)	Great American
WEZE, 104.7, 50 KW @ 500	, EZ	, \$ 40.00	(---)	
WVTY, 96.1, 50 KW @ 500	, AC	ABC, \$ 88.00	(Katz)	Hearst
WLTJ, 92.9, 47 KW @ 894	, Soft AC	, \$ 54.00	(Torbet)	
WMXP, 100.7, 50 KW @ 492	, CHR/Dance	ABC, \$ 40.00	(Durpetti)	Signature
WMYG, 96.9, 45 KW @ 162	, Rock AC	ABC, \$ 60.00	(MMR)	
WPIT, 101.5, 48 KW @ 505	, Religion	, \$ NA	(---)	Pyramid
WSHH, 99.7, 11 KW @ 927	, Soft AC/EZ	UPI UNISUP, \$ 70.00	(Eastman)	Renda
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC, \$128.00	(Mc-Guild)	Shamrock

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

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,366,200
MSA Rank/Pop: 42/1,430,000
ADI # 27
Average Person Ratings: 15.8
Market TSL: 21.25 hours

Stations: 28/26
Diaries: 1490/917:1/53.8%
Sample Target: 1505
% Below Line: 1.3
% Not Listed: 14.1

1990 Revenue: \$48,400,000
HH Inc.: \$32,021
Retail \$: 11.6 B11
Pop per Station: 52,546
#1 Biller: KKCW-F \$7,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KUPL-F (C)	198/ 9.2	8.7	8.7	9.1	8.5	8.9	242/2611	2179/15.9	15.6	14.3	6.2	140	1684	KUPL-F
2. KKRZ-F (CHR)	193/ 8.9	9.2	7.3	8.1	10.1	8.4	205/3414	3063/22.4	23.3	22.4	11.1	250	3115	KKRZ-F
3. KUFO-F (AOR)	160/ 7.4	7.0	4.7	5.5	6.3	6.2	185/2612	2275/16.7	14.4	14.5	9.7	218	2425	KUFO-F
4. KKSJ-F (O)	148/ 6.8	4.9	6.4	6.3	4.4	6.1	153/2424	2184/16.0	14.4	12.8	6.5	146	1857	KKSJ-F
5. KINK-F (AOR)	134/ 6.2	8.2	6.7	5.9	6.7	6.8	152/2212	1988/14.6	15.6	13.2	8.2	185	1599	KINK-F
6. KEX (FS)	130/ 6.0	10.1	10.1	8.6	6.2	8.7	134/1967	1812/13.3	30.7	14.4	6.4	144	1678	KEX
7. KKCW-F (AC)	119/ 5.5	7.1	7.1	7.6	8.0	6.8	129/2265	2078/15.2	13.4	16.3	5.5	123	1308	KKCW-F
8. KXL (N/T)	112/ 5.2	4.3	4.9	5.5	4.0	5.0	125/1770	1611/11.8	11.6	11.4	5.1	116	1268	KXL
9. KWJJ-F (C)	88/ 4.1	2.9	2.9	3.0	3.0	3.2	99/1625	1326/ 9.7	8.4	8.1	3.2	72	1215	KWJJ-F
10. KXYQ-F (CHR)	76/ 3.5	2.9	3.5	3.6	5.0	3.4	104/2192	1530/11.2	12.5	15.7	4.6	103	2140	KXYQ-F
11. KXL -F (SAC)	75/ 3.5	2.9	3.7	4.5	3.8	3.7	85/1344	1211/ 8.9	8.3	8.4	1.9	42	955	KXL -F
KKSJ (BB)	75/ 3.5	3.2	2.1	3.0	4.2	3.0	82/955	902/ 6.6	6.2	6.4	1.6	37	514	KKSJ
13. KGON-F (AOR)	74/ 3.4	4.2	3.1	4.1	4.0	3.7	93/2012	1637/12.0	12.5	10.7	5.4	121	1951	KGON-F
14. KMXI-F (AC)	44/ 2.0	2.4	2.0	1.3	2.2	1.9	46/1178	1088/ 8.0	7.3	7.2	1.4	32	748	KMXI-F
15. KWJJ (C)	39/ 1.8	0.8	1.5	2.2	1.7	1.6	48/764	657/ 4.8	3.6	3.8	1.1	25	413	KWJJ
16. KGW (AOR)	34/ 1.6	2.8	3.2	2.7	1.7	2.6	35/757	719/ 5.3	7.9	5.8	2.2	49	894	KGW
17. KPDQ-F (REL)	30/ 1.4	2.0	1.3	1.8	1.3	1.6	33/680	559/ 4.1	4.4	4.6	1.0	23	404	KPDQ-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 74.04% (1375 of 1857) (SUM 9D: 71.80%)

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

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KBBT 970	Portland	0.9/2.0/	20/	272
KBMS 1480	Vancouver/Prtln	0.8/1.7/	17/	239
KBZY 1490	Salem	0.5/0.9/	16/	173
KCCS 1220	Salem	0.4/1.2/	11/	183
KDBX-F 107.5	Banks	0.3/1.0/	7/	140
KFXX 1520	Oregon City	0.5/1.4/	10/	198
KPDQ 800	Portland	0.1/1.2/	3/	176
KUPL 1330	Portland	0.5/1.7/	11/	318
KZRC 1010	Milwaukee/Port.	0.6/1.6/	19/	274
KFAT-F 106.1	Coravallis	0.7/2.2/	21/	430
KLCX-F 104.7	Eugene	0.6/1.1/	40/	430

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, AOR	, \$	N/A (Christal)	Henry
KEX, 1190, 50 KW (DA-1)	, MOR/FULL SER.	ABC, \$	86.00 (Katz)	Great American
KGW, 620, 5 KW (DA-N)	, SEE KINK-FM			
KKSN, 910, 5 KW (DA-2)	, NOSTALGIA UNISP, UNILT	, \$	33.00 (Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-F			
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-F			
KXL, 750, 50 KW/20 KW (DA-1)	, NEWS/TALK	CBS, \$	63.00 (McGu11d)	Alexander
KZRC, 1010, 5 KW (DAYS)	, AOR	SHN, \$	23.00 (Torbet)	First Cities

FM STATIONS

KGON, 92.3, 100 KW @ 1268, AOR		, \$	85.00 (Eastman)	Ackerly
KINK, 101.9, 100 KW @ 1674, AOR		, \$	110.00 (HMR)	King
KKCW, 103.3, 100 KW @ 1654, AC		, \$	120.00 (Durpetti)	Trumper
KKRZ, 100.3, 100 KW @ 1433, CHR		ABC, \$	100.00 (Katz)	Great American
KKSN, 97.1, 100 KW @ 1268, OLDIES		UNIULT, \$	64.00 (Christal)	Heritage
KMXI, 106.7, 100 KW @ 997, AC		ABC, SOURCE, \$	48.00 (HNWH)	Fairmont
KPDQ, 93.7, 100 KW @ 937, RELIGION		, \$	20.00 (---)	
KUFO, 101.1, 100 KW @ 1640, AOR		, \$	60.00 (Christal)	Henry
KUPL, 98.5, 100 KW @ 1104, COUNTRY		APR, \$	70.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 870, COUNTRY		ABC, \$	44.00 (HNWH)	Park
KXL, 95.5, 100 KW @ 990, EZ/SAC		UNISUP, \$	57.00 (McGu11d)	Alexander
KXYQ, 105.1, 100 KW @ 1839, CHR		ABC, \$	52.00 (Torbet)	First Cities (SALEM)

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,274,400
 MSA Rank/Pop: 59/918,000
 ADI # 44
 Average Person Ratings: 18.8
 Market TSL: 24.75 hours

Stations: 39/23
 Diaries: 1456/875:1/51.0%
 Sample Target: 1460
 % Below Line: 16.0
 % Not Listed: 11.3

1990 Revenue: \$27,200,000
 HH Inc.: \$34,562
 Retail \$: 7.0 Bil
 Pop per Station: 55,408
 #1 Biller: WPRO-F \$4,700,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. WPRO-F (CHR)	222/ 9.3	7.5	9.1	9.6	12.0	8.9	245/3746	3320/26.1	27.6	32.6	11.4	256	3947
2. WHJY-F (AOR)	163/ 6.8	7.8	5.8	7.8	9.5	7.1	177/2696	2374/18.6	17.8	20.7	10.0	226	2370
3. WWLI-F (SAC)	147/ 6.1	7.1	9.2	8.4	9.8	7.7	155/2136	1836/14.4	17.6	17.7	5.5	125	1340
4. WWBB-F (O)	140/ 5.9	5.6	4.4	5.9	5.4	5.4	162/2364	2065/16.2	14.5	14.9	4.4	99	1289
5. WHJJ (N/T)	137/ 5.7	6.5	6.2	6.1	4.7	6.1	137/1802	1802/14.1	13.9	11.0	3.3	75	804
6. WPRO (N/T)	129/ 5.4	6.0	4.9	5.9	5.9	5.6	129/2272	2220/17.4	16.7	16.8	5.0	112	1242
7. WSNE-F (AC)	113/ 4.7	5.8	5.3	5.2	5.3	5.3	130/2197	1991/15.6	15.3	15.7	4.1	92	1601
8. WWRX-F (CL AOR)	106/ 4.4	4.5	4.4	3.5	2.5	4.2	135/2325	1663/13.0	12.4	8.7	5.8	131	1480
9. WPLM-AF (BB)	99/ 4.2	3.6	3.7	4.0	4.1	3.9	154/1941	1145/ 9.0	8.3	7.0	2.8	62	666
10. WCTK-F (C)	88/ 3.7	2.9	3.7	3.5	3.0	3.5	111/1502	1103/ 8.7	6.2	6.7	2.9	65	762
11. WBRU-F (AOR)	79/ 3.3	3.0	2.7	1.7	1.9	2.7	90/1347	1191/ 9.3	9.8	8.5	3.0	67	1165
12. WWKX-F (CHR)	73/ 3.1	3.1	2.8	2.6	3.7	2.9	74/1392	1344/10.5	10.8	10.2	4.3	96	1765
13. WLKW (EZ)	67/ 2.8	2.0	2.5	2.4	0.7	2.4	67/804	804/ 6.3	5.9	3.3	1.7	38	537
14. WHIM (C)	60/ 2.5	1.8	3.2	2.2	2.9	2.4	60/501	501/ 3.9	4.3	4.4	1.0	23	402
15. WFHN-F (CHR)	45/ 1.9	2.5	2.1	2.9	2.1	2.3	59/636	493/ 3.9	4.7	4.9	4.4	99	955

12+ FM SHARE (METRO): 71.18% (1509 of 2120) (SUM 90: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F >>	1 WPRO-F	1 WPRO-F <	1 WWBB-F	1 WWBB-F	1 WHJJ	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WBZ
2 WWKX-F	WHJY-F >	2 WHJY-F	2 WHJY-F	2 WWLI-F	2 WPRO <	2 WPRO	2 WWLI-F	2 WHJJ	2 WPRO	2 WHJJ
3	3 WWRX-F	3 WWBB-F	3 WPRO-F <	WHJY-F	3 WWBB-F	WHJJ	3 WHJY-F	3 WHJY-F	3 WWBB-F <	3 WPRO
4	4 WBRU-F	4 WWRX-F	4 WWRX-F	4 WPRO-F <	4 WPLM-AF	4 WHJY-F	4 WWBB-F	4 WWBB-F <	4 WWKX-F <	4 WWBB-F
5	5 WWLI-F	5 WSNE-F <	5 WSNE-F	5 WSNE-F <	WWLI-F	5 WWBB-F <	5 WSNE-F <	5 WWLI-F	5 WHJY-F >	5 WBSM
6	WSNE-F	6 WWLI-F	6 WWLI-F	6 WWRX-F	6	6 WSNE-F <	6 WHJJ	6 WWRX-F	6 WWRX-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 WPRO-F >>	1 WPRO-F >>	1 WPRO-F	1 WPRO-F >	1 WWLI-F	1 WHJY-F >	1 WHJY-F >	1 WHJY-F	1 WHJY-F >	1 WHJY-F
2 WWLI-F <	2 WWLI-F	2 WSNE-F	2 WWBB-F	2 WWBB-F <	2 WPRO-F >	2 WWRX-F	2 WWRX-F	2 WWRX-F	2 WWRX-F <
3 WWKX-F	WHJY-F <	3 WHJY-F	3 WWLI-F <	3 WPRO-F <	3 WWRX-F	3 WPRO-F	3 WBRU-F >	3 WWBB-F <	3 WWBB-F >
4 WHJY-F	4 WSNE-F >	4 WWLI-F >	4 WSNE-F	4 WSNE-F >	4 WZLX-F	4 WBRU-F >	4 WWBB-F	4 WPRO-F	4 WCTK-F
5 WBRU-F	5 WWRX-F	5 WWRX-F	5 WHJY-F	5 WHJY-F	5 WWKX-F	5 WPRO-F	5 WPRO-F	5 WBRU-F	5 WBRU-F
6 WWRX-F	6 WBRU-F	6	6 WWRX-F	6	6 WBRU-F	6	WPRO	6	6 WPRO

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

WALE 990 Providence	1.2/2.8/ 28/ 355	WAAF-F 107.3 Worcester/Bstn	0.9/3.4/ 43/ 845
WARV 1590 Warwick/Prvdnce	0.5/1.4/ 11/ 196	WBCN-F 104.1 Boston	1.0/3.1/ 76/1119
WBSM 1420 New Bedford	1.4/2.8/ 38/ 404	WBMX-F 98.5 Boston	0.9/3.5/ 56/1025
WHTB 1400 Fall River	0.6/1.5/ 14/ 185	WBOS-F 92.9 Brookline/Bstn	0.5/1.9/ 37/ 600
WICE 550 Pawtucket/Prvdr	0.8/2.7/ 20/ 369	WBZ 1030 Boston	1.1/3.9/ 70/1111
WNBH 1340 New Bedford	1.0/2.5/ 24/ 331	WCDJ-F 96.9 Boston	0.5/1.8/ 14/ 337
WNRI 1380 Woonsocket	0.6/1.1/ 14/ 139	WCRB-F 102.5 Waltham/Boston	1.2/2.8/ 39/ 571
WOTB-F 100.3 Middletown/Prov	0.8/2.7/ 19/ 427	WHDH 850 Boston	0.8/2.5/ 41/ 717
WWON 1240 Woonsocket	0.3/1.2/ 7/ 157	WODS-F 103.3 Boston	1.1/4.9/ 65/1308
		WPLM 1390 Plymouth/Boston	0.1/0.0/ 0/ 0
		WRKO 680 Boston	0.9/1.8/ 63/ 854
		WVBF-F 105.7 Framington	0.5/2.0/ 38/ 708
		WXKS-F 107.9 Medford/Boston	0.5/4.0/ 40/ 986
		WZLX-F 100.7 Boston	1.3/3.5/ 50/ 817
		WZOU-F 94.5 Boston	0.8/5.5/ 79/1639

RADIO STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS, \$ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC, \$ 51.00 (Katz)	Merv Griffin
WPRO, 630, 5 KW (DA-N)	, NEWS/TALK	ABC, \$ 70.00 (Banner)	Capital Cities/ABC
WBRU-F, 95.5, 20 KW @ 440, AOR		APR, \$ 44.00 (MMR)	
WCTK-F, 98.1, 47 KW @ 510, COUNTRY		, \$ 30.00 (Torbet)	Hall (NEW BEDFORD,MA)
WHJY-F, 94.1, 50 KW @ 440, AOR		, \$ 90.00 (Katz)	Merv Griffin
WPRO-F, 92.3, 39 KW @ 553, CHR		ABC, \$ 107.00 (Banner)	Capital Cities/ABC
WSNE-F, 93.3, 30 KW @ 619, AC		, \$ 71.00 (Eastman)	Beck-Ross
WWBB-F, 101.5, 14 KW @ 950, OLDIES		, \$ 62.00 (McGuill)	Wilks-Schwartz
WWKX-F, 106.3, 1 KW @ 518, BLACK		UNIPWR, \$ 39.00 (Christal)	
WWLI-F, 105.1, 50 KW @ 500, SOFT AC		, \$ 69.00 (McGuill)	Zimmerman
WWRX-F, 103.7, 37 KW @ 568, CLASSIC AOR		CNN, \$ 40.00 (Durpetti)	

RALEIGH

Arbitron Rank/Pop (12+): 63/601,900
 MSA Rank/Pop: 70/707,000
 ADI # 33
 Average Person Ratings: 14.8
 Market TSL: 19.50 hours

Stations: 23/20
 Diaries: 1047/575:1/48.9%
 Sample Target: 1000
 % Below Line: 4.1
 % Not Listed: 18.7

1990 Revenue: \$26,900,000
 HH Inc.: \$34,902
 Retail \$: 6.7 Btl
 Pop per Station: 30,095
 #1 Biller: WRDU-F \$5,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WQOK-F (B)	90/10.1	7.5	11.1	10.7	9.0	9.9	143/1585	991/16.5	16.3	17.2	14.4	145	1399	WQOK-F
2. WPTF (FS)	84/ 9.4	8.6	8.5	6.7	6.2	8.3	127/1614	1056/17.5	15.2	16.7	4.8	48	746	WPTF
3. WRAL-F (AC)	82/ 9.2	7.0	6.7	7.2	6.2	7.5	151/2707	1268/21.1	20.5	16.7	9.0	90	1119	WRAL-F
4. WRDU-F (CL AOR)	72/ 8.1	9.3	7.4	9.0	12.3	8.4	149/2439	1156/19.2	18.8	22.3	12.5	126	1626	WRDU-F
5. WDCG-F (CHR)	69/ 7.7	6.9	7.9	7.0	5.9	7.4	137/2695	1188/19.7	20.0	17.9	8.1	81	1372	WDCG-F
6. WQDR-F (C)	49/ 5.5	6.3	6.3	7.0	7.0	6.3	137/2190	740/12.3	12.9	13.9	6.3	63	797	WQDR-F
7. WFXC-F (B)	47/ 5.3	4.7	4.1	5.5	6.3	4.9	49/582	545/ 9.1	11.2	14.5	4.6	46	583	WFXC-F
8. WYLT-F (SAC)	36/ 4.0	5.0	4.6	4.9	5.0	4.6	64/1355	719/11.9	13.4	11.2	2.9	29	569	WYLT-F
9. WTRG-F (D)	35/ 3.9	5.1	3.0	5.4	3.6	4.3	150/2387	823/13.7	14.6	11.4	4.2	42	683	WTRG-F
10. WZZU-F (AOR)	33/ 3.7	2.7	3.2	2.7	2.4	3.1	61/1386	731/12.1	9.9	10.2	3.4	34	681	WZZU-F
11. WPCM-F (C)	28/ 3.1	1.6	1.7	1.0	2.5	1.9	115/1400	412/ 6.8	4.8	6.2	1.3	13	304	WPCM-F
12. WNND-F (J/NA)	19/ 2.1	2.4	1.2	2.0	1.4	1.9	19/401	385/ 6.4	5.8	4.9	2.1	21	388	WNND-F
14. WLLE (B)	19/ 2.1	2.9	3.2	2.4	1.6	2.7	20/346	318/ 5.3	5.7	5.0	1.4	14	222	WLLE

12+ FM SHARE (METRO): 79.75% (579 of 726) (SUM 90: 80.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQOK-F	1 WRDU-F<	1 WRAL-F<	1 WRAL-F	1 WRAL-F	1 WPTF >	1 WPTF	1 WRAL-F	1 WRAL-F	1 WQOK-F>	1 WPTF >>
3 WDCG-F>	2 WQOK-F	2 WRDU-F<	2 WRDU-F>	2 WRDU-F>	2 WRAL-F	2 WRAL-F	2 WQOK-F	2 WDCG-F	2 WDCG-F	2 WRAL-F>>
4	3 WQOK-F	3 WQOK-F	3 WQOK-F	3 WQOK-F	3 WQDR-F>	3 WRDU-F	3 WQOK-F	3 WPTF	3 WPTF	3 WQOK-F
5	4 WRAL-F>	4 WDCG-F	4 WFXC-F	4 WFXC-F	4 WTRG-F<	4 WQOK-F	4 WRDU-F>	4 WDCG-F	4 WRDU-F<	4 WDCG-F
6	5 WZZU-F	5 WFXC-F	5 WYLT-F	5 WYLT-F	5 WYLT-F<	5 WDCG-F	5 WDCG-F	5 WDCG-F	5 WFXC-F	5 WFXC-F
7	6 WFXC-F	6	6	6 WYLT-F	6 WQOK-F	6	6	6 WYLT-F	6 WRAL-F	6
	7	7	7	WQDR-F	7	7	7	WQDR-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 WDCG-F>	1 WDCG-F	1 WRAL-F	1 WRAL-F	1 WRAL-F>	1 WQOK-F	1 WRDU-F	1 WRDU-F>	1 WRDU-F	1 WRDU-F>
2 WQOK-F>	2 WRAL-F<	2 WRDU-F>	2 WDCG-F	2 WFXC-F	WDCG-F>	2 WQOK-F>	2 WQOK-F>	2 WQOK-F	2 WRAL-F
3 WRAL-F>	3 WQOK-F	3 WQOK-F	3 WQOK-F	3 WYLT-F	3 WRDU-F>	3 WDCG-F	3 WFXC-F	3 WRAL-F	3 WPTF
4 WRDU-F	4 WRDU-F>	4 WZZU-F	4 WRDU-F	4 WRDU-F	4 WKTC-F	4 WZZU-F	4 WZZU-F>	4 WPTF	4 WQOK-F
5 WZZU-F	5 WZZU-F	WFXC-F	5 WFXC-F	5 WQOK-F	5 WPCM-F	WFXC-F	5 WRAL-F	5 WFXC-F	5 WFXC-F
6	6	WDCG-F	6 WYLT-F	6 WQDR-F	WRAL-F	6	6	WDCG-F	6
		7 WNND-F							

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WCLY 1550 Raleigh	1.0/3.1/ 9/ 187		
WDNC 620 Durham/Raleigh	1.6/4.5/ 17/ 317		
WKIX 850 Raleigh	1.0/3.4/ 14/ 260		
WKTC-F 96.9 Tarboro/Rcky Mt	0.9/2.3/118/1340		
WPJL 1240 Raleigh	0.4/1.5/ 4/ 92		
WTIK 1310 Durham	0.4/2.0/ 7/ 129		
WJMH-F 102.1 Reidsville	0.4/3.3/ 20/ 489		
WQMG-F 97.1 Greensboro	0.6/2.1/ 17/ 315		

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 23.00 (Christal)	
WDUR, 1490, 1 KW, GOSPEL	NBN, \$ 16.00 (Eastman)	Pinnacle
WLLE, 570, 500 W/55 W, BLACK	SBN, \$ 18.00 (Spcl Mkts)	
WPTF, 680, 50 KW (DA-H), MOR/FULL SER.	ABC,CNN, \$ 65.00 (McGuild)	Durham Life
WDCG-F, 105.1, 100 KW @ 1041, CHR	ABC, \$ 60.00 (Christal)	
WFXC-F, 107.1, 1.2 KW @ 500, BLACK	\$ 32.00 (Eastman)	Pinnacle
WNND-F, 103.9, 1.5 KW @ 451, JAZZ/NAC	\$ 27.00 (Banner)	(FUQUAY)
WQDR-F, 94.7, 100 KW @ 1127, COUNTRY	ABC, UNIULT, \$ 70.00 (McGuild)	Durham Life
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC, \$ 42.00 (Durpetti)	Ragan Henry (S BOSTON)
WRAL-F, 101.5, 100 KW @ 1889, AC	\$ 96.00 (Katz)	Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1350, AOR	SOURCE, \$ 97.00 (MMR)	Voyager
WTRG-F, 100.7, 100 KW @ 1967, OLDIES	NBC CBS, \$ 50.00 (HNWH)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F, 96.1, 100 KW @ 985, SOFT AC	UNISUP, UNIPWR, \$ 45.00 (CBS)	Universal
WZZU-F, 93.9, 100 KW @ 1269, CHR	ABC, \$ 37.00 (Torbet)	Village (BURLINGTON)

RICHMOND

Arbitron Rank/Pop (12+): 55/722,200
 MSA Rank/Pop: 61/861,000
 ADI # 60
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 23/22
 Diaries: 1306/553:1/55.9%
 Sample Target: 1105
 % Below Line: 1.0
 % Not Listed: 11.1

1990 Revenue: \$28,300,000
 HH Inc.: \$36,708
 Retail \$: 7.3 Bill
 Pop per Station: 32,827
 #1 Biller: WRVA \$5,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WCDX-F (B)	142/11.4	9.9	9.1	9.9	11.7	10.1	146/1316	1184/16.4	17.4	15.8	16.0	197	1840	WCDX-F
2. WRVA (FS)	130/10.5	11.3	11.7	12.2	12.5	11.4	135/1673	1479/20.5	23.2	23.1	7.7	95	1255	WRVA
WKHK-F (C)	130/10.5	11.2	9.7	9.7	9.5	10.3	149/1761	1527/21.1	21.0	16.3	8.8	108	1250	WKHK-F
4. WRXL-F (AOR)	115/9.3	10.3	9.8	12.5	8.7	10.5	138/1857	1583/21.9	19.7	18.9	15.1	186	1797	WRXL-F
5. WRVQ-F (CHR)	112/9.0	9.7	9.6	10.5	9.5	9.7	135/2037	1690/23.4	25.5	24.2	11.5	141	2249	WRVQ-F
6. WPLZ-FF (B)	100/8.1	6.1	8.2	6.8	5.8	7.3	136/1410	1032/14.3	15.0	14.3	6.1	75	1078	WPLZ-FF
7. WTVR-F (EZ)	81/6.5	7.4	6.6	6.8	8.0	6.8	101/1170	965/13.4	13.4	14.4	3.7	46	594	WTVR-F
8. WMXB-F (AC)	77/6.2	6.8	6.0	5.3	7.3	6.1	86/1230	1112/15.4	16.7	16.4	5.2	64	1100	WMXB-F
9. WVG0-F (O)	46/3.7	3.3	3.7	4.5	3.7	3.8	57/1002	881/12.2	11.4	12.0	2.4	29	583	WVG0-F
10. WDCK-F (O)	40/3.2	3.6	2.9	2.1	1.7	3.0	52/1242	967/13.4	11.8	5.5	4.4	54	555	WDCK-F
11. WLEE (N/T)	21/1.7	0.8	0.8	0.4	0.5	0.9	21/169	169/2.3	2.2	1.6	0.4	5	85	WLEE
12. WTVR (BB)	20/1.6	0.4	1.2	0.8	0.8	1.0	20/294	288/4.0	2.4	3.1	0.6	8	107	WTVR
13. WGCV (G)	18/1.4	1.5	0.8	1.2	0.7	1.2	21/242	222/3.1	3.1	1.1	0.8	10	151	WGCV
14. WXGI (C)	16/1.3	1.1	1.2	0.8	0.7	1.1	21/278	254/3.5	3.1	1.9	0.6	7	102	WXGI

12+ FM SHARE (METRO): 78.17% (863 of 1104) (SUM 90: 77.48%)

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

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRVQ-F	1 WCDX-F<	1 WCDX-F<	1 WCDX-F<	1 WKHK-F	1 WPLZ-FF	1 WRXL-F>	1 WRXL-F>	1 WRXL-F>	1 WRXL-F<
WCDX-F<	2 WRVQ-F>	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	2 WRXL-F>>	2 WPLZ-FF	2 WKHK-F	2 WKHK-F	2 WKHK-F
3 WPLZ-FF	3 WMXB-F	3 WKHK-F>	3 WMXB-F	WCDX-F	3 WRVQ-F	3 WRVQ-F	3 WCDX-F	3 WPLZ-FF<	3 WCDX-F
4 WMXB-F>	4 WPLZ-FF	4 WMXB-F	4 WKHK-F	4 WMXB-F<	4 WCDX-F>>	4 WCDX-F	4 WRVQ-F>	4 WCDX-F>	4 WPLZ-FF
5 WRXL-F	5 WRXL-F	5 WRXL-F	5 WPLZ-FF	5 WRVA >	5	5 WKHK-F	5 WPLZ-FF>	5 WRVQ-F>	5 WRVQ-F
6	6 WKHK-F	6 WPLZ-FF	6 WRXL-F	6 WRXL-F	6	6	6 WMXB-F	6 WMXB-F	6 WRVA
7	7	7 WVG0-F	7	7	7	7	7	7	7

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

WANT 990	Richmond	0.7/2.5/	9/ 177
WCLM 1450	Highland/Rchmd	0.5/1.5/	6/ 105
WDYL-F 92.1	Chester/Richmd	0.6/3.9/	8/ 283
WFTH 1590	Richmond	0.7/2.5/	9/ 181
WHAP 1340	Hopewell	0.4/1.1/	5/ 91
WRNL 910	Richmond	0.6/3.0/	7/ 232
WSTK 1290	Colonial Hghts		
WAFX-F 106.9	Suffolk/Norfolk	1.0/4.8/	19/ 497

RADIO STATIONS

WANT, 990,	1 KW/16 w	, BLACK	NBN, \$ 15.00 (---)	
WFTH, 1590,	5 KW (DAYS)	, RELIGION	UNIULT, \$ 15.00 (---)	
WRNL, 910,	5 KW (DA-N)	, OLDIES	MBS, \$ 18.00 (Katz)	Capitol-Goodman
WRVA, 1140,	50 KW (DA-1)	, MOR/FULL SER.	CBS, \$ 107.00 (Christal)	Edens
WTVR, 1380,	5 KW (DA-2)	, NOSTALGIA	ABC, \$ 20.00 (MMR)	Park
WCDX-F, 92.7,	2.3 KW @ 369,	BLACK	, \$ 44.00 (MMR)	Sinclair (MECHANICSVILLE)
WDYL-F, 92.1,	3 KW @ 328,	RELIGION	, \$ 15.00 (---)	(CHESTER)
WKHK-F, 95.3,	13 KW @ 449,	COUNTRY	UNIULT, \$ 49.00 (Banner)	ABS (COLONIAL HGTS)
WMXB-F, 103.7,	20 KW @ 840,	AC	APR, \$ 77.00 (Banner)	Radio Ventures
WPLZ-F, 99.3,	3 KW @ 328,	BLACK	UNIPWR, \$ 55.00 (McGuilid)	Paco-Jon
WDCK-F, 96.5,	50 KW @ 492,	OLDIES	, \$ 30.00 (HNWH)	Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5,	200 KW @ 350,	CHR	ABC, \$ 101.00 (Christal)	Edens
WRXL-F, 102.1,	140 KW @ 322,	AOR	, \$ 97.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1,	50 KW @ 840,	EZ	ABC, \$ 42.00 (MMR)	Park
WVG0-F, 106.5,	8 KW @ 1234,	AOR	ABC, \$ 38.00 (Torbet)	

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 32/1,187,700
 MSA Rank/Pop: 15/2,440,000
 Los Angeles ADI
 Average Person Ratings: 17.2
 Market TSL: 23.25 hours

Stations: 45/18
 Diaries: 1368/868:1/49.9%
 Sample Target: 1355
 % Below Line: 46.8
 % Not Listed: 13.9

1990 Revenue: \$19,300,000
 HH Inc.: \$36,090
 Retail \$: 16.3 Bill
 Pop per Station: 65,983
 #1 Biller: KGGI-F \$4,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. KFRG-F (C)	207/10.1	8.3	6.8	7.6	6.2	8.2	248/2798	2212/18.6	20.2	14.3	9.1	183	2150
2. KGGI-F (CHR)	149/ 7.3	9.3	6.7	7.5	8.8	7.7	175/2709	2060/17.3	22.9	19.1	13.4	270	2749
3. KFI (T)	118/ 5.8	5.7	5.6	5.3	4.3	5.6	224/2410	1492/12.6	11.3	8.7	4.3	87	1247
4. KOST-F (AC)	91/ 4.5	5.0	4.9	6.0	5.4	5.1	166/2896	1609/13.5	13.1	11.0			
5. KLOS-F (AOR)	90/ 4.4	5.1	5.0	4.7	6.3	4.8	174/2391	1405/11.8	12.6	12.4	6.3	127	1236
6. KRTH-F (O)	70/ 3.4	4.0	4.4	3.8	2.9	3.9	147/2296	1354/11.4	12.3	9.2	2.6	53	995
KDUO-F (EZ)	70/ 3.4	4.5	6.5	7.0	8.1	5.3	106/1577	1135/ 9.6	9.7	12.6	4.0	80	1021
8. KIIS-F (CHR)	67/ 3.3	2.5	2.8	3.9	3.2	3.1	140/2762	1563/13.2	10.8	11.9	5.1	103	1498
9. KCAL-F (AOR)	63/ 3.1	3.5	3.1	3.5	3.4	3.3	92/1454	968/ 8.2	7.9	8.1	4.0	80	1059
10. KROQ-F (AOR)	60/ 2.9	1.9	1.7	1.8	2.5	2.1	92/1089	618/ 5.2	6.0	5.0	2.9	58	1061
11. KBIG-F (AC)	49/ 2.4	2.1	1.5	1.6	2.5	1.9	60/1355	936/ 7.9	5.9	4.6	1.2	24	551
12. KCKC (C)	48/ 2.4	2.3	1.6	2.6	2.0	2.2	49/524	454/ 3.8	4.2	4.2	1.5	30	378
13. KCAL (SP)	47/ 2.3	1.5	1.6	1.7	1.9	1.8	47/615	590/ 5.0	2.1	3.9	1.5	31	361
14. KRSO (BB)	45/ 2.2	1.9	1.5	1.2	1.4	1.7	47/550	463/ 3.9	3.5	3.1	0.7	14	271
15. KNX (N)	43/ 2.1	2.8	4.5	2.4	1.7	3.0	57/1329	873/ 7.4	9.1	7.6	1.1	22	681
16. KQLZ-F (AOR)	42/ 2.1	1.6	4.0	4.6	3.5	3.1	71/1401	860/ 7.2	8.0	10.3			
18. KKBT-F (B)	42/ 2.1	3.1	1.7	1.1	1.3	2.0	46/813	634/ 5.3	7.0	4.0			

12+ FM SHARE (METRO): 72.18% (1269 of 1758) (SUM 90: 78.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KGGI-F >>	1 KGGI-F	1 KFRG-F	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KFRG-F >	1 KGGI-F >	1 KFI >
2 KIIS-F >	2 KLOS-F	2 KGGI-F	2 KLOS-F	2 KFI >	2 KDUO-F	2 KFI >	2 KLOS-F	2 KGGI-F	2 KFI >	2 KFRG-F
3 KROQ-F	3 KFRG-F	3 KLOS-F	3 KOST-F <	KFI <	3 KFI	3 KFI	3 KGGI-F	3 KFI <	3 KFRG-F	3 KGGI-F
KQLZ-F	4 KROQ-F <	4 KOST-F <	4 KFI	4 KGGI-F	4 KOST-F	4 KGGI-F >	4 KOST-F >	4 KOST-F	4 KIIS-F	4 KCAL
5	5 KCAL-F	5 KFI	5 KOST-F	5 KOST-F	5 KRSO	5 KOST-F	5 KDUO-F	5 KLOS-F	5 KOST-F	5 KNX

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F >	1 KGGI-F >	1 KGGI-F	1 KFRG-F	1 KFRG-F >	1 KROQ-F >>	1 KLOS-F >	1 KLOS-F >>	1 KLOS-F	1 KFRG-F >
2 KROQ-F	2 KFRG-F >	2 KFRG-F >	2 KGGI-F >	2 KGGI-F	2 KRTH-F	2 KROQ-F	2 KFRG-F	2 KFRG-F	2 KLOS-F >
KFRG-F	3 KOST-F	3 KOST-F	3 KOST-F	3 KOST-F	KLOS-F	3 KGGI-F	3 KGGI-F	3 KCAL-F <	3 KFI >
4 KKBT-F	KLOS-F	KLOS-F	4 KBIG-F	4 KFI	KIIS-F	4 KCAL-F	4 KFI	4 KRTH-F	4 KOST-F
5 KIIS-F	KIIS-F	KCAL-F	5 KFI	5 KBIG-F	KGGI-F	5 KFRG-F	5 KCAL-F >	KFI	KCAL-F <
6 KCAL	6	6	6	6	KCAL-F	6	6 KQLZ-F	6	6 KRTH-F

OTHER RATED STATIONS

STATION	SHARE	METRO	CUME	TSA	TSA
	RTG/AQH/CUME				
KATY-F	101.3	Idyllwild/Hemet	0.3/1.0/	6/	163
KBON-F	103.9	Lake Arrowhead	0.7/3.3/	18/	485
KDIF	1440	Riverside/SB	1.8/4.2/	37/	495
KHYE-F	105.7	Hemet	0.3/1.1/	11/	169
KLFE	1240	S Bernardino/Rv	0.4/1.5/	9/	221
KMEN	1290	San Bernardino	0.6/2.5/	13/	320
KOLA-F	99.9	San Bernardino	1.6/5.8/	35/	870
KQLH-F	92.7	Riverside	0.7/2.9/	16/	436
KRZE-F	93.5	Ontario	0.3/2.2/	17/	422
KWRM	1370	Corona/Riversid	0.4/1.2/	8/	145
KWRP-F	96.1	San Jacinto/Hmt	1.2/2.1/	25/	244
KABC	790	Los Angeles			
KBRT	740	Avalon			
KCBS-F	93.1	Los Angeles			
KDES-F	104.7	Palm Springs			
KFWB	980	Los Angeles			
KJQI	540	Costa Mesa			
KKGO-F	105.1	Los Angeles			
KLAC	570	Los Angeles			
KLIT-F	101.9	Glendale/LA			
KLSX-F	97.1	Los Angeles			
KLVE-F	107.5	Los Angeles			
KMPC	710	Los Angeles			
KPWR-F	105.9	Los Angeles			
KRLA	1110	Pasadena			
KTWV-F	94.7	Los Angeles			
KZLA-F	93.9	Los Angeles			
XTRA	690	Tijuana/SnDiego			

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC	, \$ 23.00 (Lotus)
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY	ABC, \$ 32.00 (HNWH)
KDIF, 1440, 1 KW, HISPANIC	UPI, \$ 25.00 (Katz Hisp.)
KMEN, 1290, 5 KW (DA-2), BLACK	, \$ 16.00 (McGuild)
KRSO, 590, 1 KW (DA-2), NOSTALGIA	NBC, TALKNT, \$ 25.00 (Katz)
KBON-F, 103.9, .4 KW @ 2540, OLDIES	, \$ 26.00 (HNWH)
KCAL-F, 96.7, 2 KW @ 376, AOR	, \$ 53.00 (Torbet)
KDUO-F, 97.5, 72 KW @ 1570, EZ	, \$ 65.00 (Katz)
KFRG-F, 95.1, 50 KW @ 320, COUNTRY	ABC, \$ 89.00 (MMR)
KGGI-F, 99.1, 3 KW @ 1530, CHR	, \$ 16.00 (McGuild)
KHYE-F, 105.7, .2 KW @ 1024, COUNTRY	ABC, \$ 16.00 (Western)
KNTF-F, 93.5, 3 KW @ -165, COUNTRY	, \$ 29.00 (---)
KOLA-F, 99.9, 31 KW @ 1630, OLDIES	ABC, \$ 35.00 (Banner)
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY	MBS, \$ 32.00 (Banner)
	American
	Henry
	Anaheim
	Henry
	Tremont
	American

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 93/373,600
 MSA Rank/Pop: 192/380,000 (Roanoke)
 ADI # 69
 Average Person Ratings: 16.4
 Market TSL: 22.00 hours

Stations: 21/18
 Diaries: 881/424:1/61.0%
 Sample Target: 810
 % Below Line: 3.1
 % Not Listed: 15.5

1990 Revenue: \$13,400,000
 HH Inc.: \$31,409
 Retail \$: 3.2 B11
 Pop per Station: 20,755
 #1 Biller: WXLK-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. WXLK-F (CHR)	99/16.1	15.1	16.3	19.3	----	16.7	174/2358	1257/33.6	32.0	0.0			WXLK-F
2. WYYD-F (C)	74/12.1	13.3	12.1	12.1	----	12.4	130/1363	833/22.3	22.9	0.0			WYYD-F
3. WSLQ-F (AC)	63/10.3	8.0	7.9	8.3	----	8.6	120/1848	825/22.1	18.3	0.0			WSLQ-F
WPVR-F (EZ)	63/10.3	9.3	10.6	10.6	----	10.2	99/1125	613/16.4	16.8	0.0			WPVR-F
5. WROV-F (AOR)	47/ 7.7	10.6	8.1	7.5	----	8.5	87/1145	511/13.7	19.0	0.0			WROV-F
6. WFIR (FS)	36/ 5.9	4.3	5.1	3.3	----	4.7	41/543	398/10.7	9.3	0.0			WFIR
7. WJLM-F (C)	21/ 3.4	4.3	3.9	3.8	----	3.9	24/371	312/ 8.4	12.1	0.0			WJLM-F
8. WGOL-F (O)	16/ 2.6	2.7	1.9	3.0	----	2.5	16/201	190/ 5.1	6.2	0.0			WGOL-F
9. WSLC (C)	15/ 2.4	4.0	3.9	3.2	----	3.4	19/323	248/ 6.6	7.8	0.0			WSLC
WJJS (B)	15/ 2.4	3.4	3.1	3.2	----	3.0	15/218	208/ 5.6	6.1	0.0			WJJS
11. WJMH-F (B)	12/ 2.0	2.3	1.9	2.9	----	2.3	47/529	196/ 5.2	4.4	0.0			WJMH-F
12. WROV (O)	10/ 1.6	1.3	2.4	1.4	----	1.7	10/191	191/ 5.1	5.0	0.0			WROV
13.													
14.													
15.													

12+ FM SHARE (METRO): 82.08% (426 of 519) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F>>	1 WXLK-F>	1 WXLK-F>	1 WSLQ-F	1 WSLQ-F	1 WPVR-F<	1 WXLK-F	1 WXLK-F	1 WXLK-F	1 WXLK-F>>	1 WXLK-F
2	2 WROV-F>	2 WSLQ-F	2 WXLK-F	2 WXLK-F<	2 WYYD-F>	2 WYYD-F>	2 WSLQ-F<	2 WSLQ-F<	2 WROV-F	2 WYYD-F
3	3 WSLQ-F>	3 WROV-F<	3 WYYD-F	3 WYYD-F>	3 WSLQ-F	3 WPVR-F	3 WPVR-F	3 WYYD-F<	3 WYYD-F	3 WSLQ-F
4	4 WYYD-F	4 WYYD-F	4 WROV-F	4 WROV-F	4 WFIR	4 WSLQ-F>	4 WYYD-F	4 WPVR-F>	4 WPVR-F	4 WPVR-F
5	5	5	5 WPVR-F	5 WPVR-F	5 WXLK-F	5 WFIR	5 WROV-F	5 WROV-F	5 WFIR	5
6	6	6	6	6	6	6 WROV-F	6 WFIR	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 WXLK-F>>	1 WXLK-F>>	1 WXLK-F	1 WXLK-F>	1 WXLK-F	1 WXLK-F>>	1 WROV-F	1 WROV-F>	1 WROV-F	1 WROV-F<
2	2 WSLQ-F	2 WSLQ-F>	2 WSLQ-F>	2 WSLQ-F	2 WYYD-F	2 WXLK-F>>	2 WXLK-F>>	2 WXLK-F	2 WSLQ-F
3	3 WSLQ-F	3 WROV-F>	3 WROV-F>	3 WYYD-F>	3 WSLQ-F	3 WYYD-F	3 WSLQ-F	3 WYYD-F<	3 WYYD-F>
4	4 WYYD-F	4 WYYD-F	4 WROV-F	4 WROV-F	4 WSLC	4 WSLQ-F>	4 WGOL-F	4 WSLQ-F	4 WXLK-F>
5	5	5 WJLM-F	5 WPVR-F	5	5 WJMH-F	5 WGOL-F	5 WYYD-F	5	5 WFIR

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	CUME	TSA	TSA
WBLT 1350 Bedford	1.0/1.4/ 6/	52		
WKDE-F 105.5 Altavista/Lynch	0.7/2.3/ 6/	169		
WRIS 1410 Roanoke	0.5/2.0/ 3/	74		
WTOY 1480 Salem/Roanoke	1.3/3.5/ 8/	129		
WTTX-F 107.1 Appomattox	0.5/1.2/ 8/	85		
WXYU-F 101.7 Lynchburg/Ronke	1.3/3.4/ 11/	139		
WZST-F 102.7 Lynchburg	1.5/5.2/ 15/	316		
WAKG-F 103.3 Danville	0.5/1.8/ 47/	697		
WQOK-F 97.5 S.Boston/Ralgh.	0.7/3.8/ 35/	432		

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, NEWS/TALK	CBS, \$ 15.00 (Christal)	
WJJS, 1320, 1 KW/24 W	, BLACK	ABC, UNISUP, \$ 15.00 (K & P)	(LYNCHBURG)
WROV, 1240, 1 KW	, OLDIES	ABC, \$ 13.00 (HNWH)	Joyner
WSLC, 610, 5 KW/1 KW (DA-2)	, C/FULL SER.	NBC, \$ 23.00 (Katz)	Me1 Wheeler
WGOL-F, 98.3, 3 KW @ 241,	OLDIES	UNISUP, UNILT, \$ 13.00 (Roslin)	(LYNCHBURG)
WJLM-F, 93.5, 3 KW @ -83,	COUNTRY	MBS, UNILT, \$ 16.00 (Torbet)	(SALEM)
WKZZ-F, 100.1, .7 KW @ 645,	AC	UNIPWR, CBS, \$ 13.00 (Banner)	Bahakel (LYNCHBURG)
WPVR-F, 94.9, 100 KW @ 1980,	EZ	, \$ 34.00 (Christal)	
WROV-F, 96.3, 14 KW @ 2077,	AOR	ABC, \$ 31.00 (HNWH)	Joyner (MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1990,	AC	ABC, \$ 40.00 (Katz)	Me1 Wheeler
WXLK-F, 92.3, 93 KW @ 2050,	CHR	UNIPWR, \$ 82.00 (Torbet)	Coleman
WXYU-F, 101.7, 3 KW @ 290,	COUNTRY	SMN, ABC, \$ 10.00 (K & P)	(LYNCHBURG)
WYYD-F, 107.9, 21 KW @ 1764,	COUNTRY	MBS, \$ 38.00 (Eastman)	(AMHURST)

ROCHESTER

Arbitron Rank/Pop (12+): 45/830,800
 MSA Rank/Pop: 51/995,000
 ADI # 72
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 16/11
 Diaries: 1305/637:1/54.9%
 Sample Target: 1200
 % Below Line: 3.3
 % Not Listed: 14.6

1990 Revenue: \$26,100,000
 HH Inc.: \$36,263
 Retail \$: 8.0 B+1
 Pop per Station: 75,527
 #1 Biller: WCMF-F \$5,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	268/19.2	16.6	16.2	15.5	16.0	16.9	327/3241	2689/32.4	30.1	27.8	22.9	365	3609	WCMF-F
2. WBEE-F (C)	165/11.8	12.5	10.5	10.6	10.7	11.4	196/2099	1598/19.2	20.1	19.5	9.6	153	1280	WBEE-F
3. WHAM (FS)	164/11.7	11.5	15.0	10.0	9.9	12.1	179/2229	2002/24.1	25.3	20.8	9.9	158	1987	WHAM
4. WPXY-F (CHR)	136/ 9.7	10.4	9.5	10.5	11.8	10.0	149/2577	2279/27.4	26.2	27.8	12.0	191	1999	WPXY-F
5. WKLX-F (AC)	91/ 6.5	6.6	4.9	5.5	6.1	5.9	108/1635	1466/17.6	16.9	15.9	3.8	60	946	WKLX-F
6. WRMM-AF (SAC)	86/ 6.1	6.3	6.8	6.1	7.3	6.3	87/1663	1590/19.1	21.1	20.3	4.8	73	1210	WRMM-AF
7. WVOR-F (AC)	82/ 5.9	8.6	8.1	7.6	7.5	7.6	89/1694	1439/17.3	23.0	21.0	6.5	104	1352	WVOR-F
8. WDKX-F (B)	73/ 5.2	4.3	4.6	4.9	6.1	4.8	73/825	825/ 9.9	8.0	8.9	11.0	175	1631	WDKX-F
9. WBBF (BB)	49/ 3.5	3.8	2.2	2.2	2.8	2.9	50/666	639/ 7.7	7.5	5.4	1.6	26	396	WBBF
10. WZSH-F (EZ)	33/ 2.4	3.2	3.6	4.5	4.6	3.4	44/922	683/ 8.2	7.8	10.2	3.3	52	611	WZSH-F

12+ FM SHARE (METRO): 81.98% (978 of 1193) (SUM 90: 82.76%)

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

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

CFMX-F	103.1	Cobourg ON	0.7/2.1/ 10/ 177
WEZQ-F	107.7	Weathersfield	0.9/2.9/ 26/ 364
WGRF-F	96.9	Buffalo	0.6/1.6/ 23/ 263
WMJQ-F	102.5	Buffalo	0.6/3.2/ 22/ 590
WNTQ-F	93.1	Syracuse	0.5/1.8/ 15/ 341

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT, \$ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, MOR/FULL SER.	CBS, TALKNT, \$ 55.00 (McGuild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT, \$ 63.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 450,	AOR	, \$ 100.00 (Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 536,	BLACK	, \$ 30.00 (Williams)	
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	, \$ 50.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 399,	CHR	, \$ 75.00 (MMR)	Pyramid
WRMM-F, 101.3, 27 KW @ 640,	SOFT AC	ABC, \$ 49.00 (Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 482,	AC	, \$ 99.00 (McGuild)	Lincoln
WZSH-F, 95.1, 10 KW @ 994,	EZ	, \$ 28.00 (Banner)	(BRISTOL CENTER)

SACRAMENTO

Arbitron Rank/Pop (12+): 29/1,236,400
 MSA Rank/Pop: 32/1,480,000
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 31/24
 Diaries: 1477/837:1/51.0%
 Sample Target: 1410
 % Below Line: 5.8
 % Not Listed: 12.9

1990 Revenue: \$56,000,000
 HH Inc.: \$37,407
 Retail \$: 11.8 Bil
 Pop per Station: 51,516
 #1 Biller: KRAK-AF \$9,800,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KFBK (N/T)	220/10.7	10.6	12.4	8.8	9.8	10.6	271/3318	2616/21.2	22.4	19.9	9.2	194	2426	KFBK
2. KRAK-F (C)	194/ 9.4	9.7	10.1	8.9	7.2	9.5	264/3293	2231/18.0	18.1	16.6	9.2	194	1677	KRAK-F
3. KRXQ-F (AOR)	137/ 6.6	6.9	7.9	6.5	8.4	7.0	159/1999	1618/13.1	13.7	15.3	11.6	245	2251	KRXQ-F
4. KSFM-F (CHR)	130/ 6.3	6.7	7.3	7.3	5.7	6.9	186/2830	2026/16.4	18.3	17.1	10.5	223	2641	KSFM-F
5. KYMX-F (AC)	117/ 5.7	4.9	4.7	5.2	4.9	5.1	130/1967	1701/13.8	13.9	10.3	3.5	74	1233	KYMX-F
6. KXOA-F (AC)	116/ 5.6	4.6	7.2	7.5	6.5	6.2	123/2143	2006/16.2	14.2	17.3	3.5	75	977	KXOA-F
7. KHYL-F (O)	114/ 5.5	4.8	3.4	4.4	4.8	4.5	166/2555	1668/13.5	12.3	13.8	4.2	89	893	KHYL-F
8. KSEG-F (CL AOR)	107/ 5.2	3.8	4.7	3.3	3.1	4.3	127/1806	1370/11.1	9.8	12.5	7.2	153	1980	KSEG-F
9. KWOD-F (CHR)	92/ 4.5	3.3	2.7	2.9	3.0	3.3	121/1977	1416/11.5	12.0	10.9	3.9	82	1761	KWOD-F
10. KGBY-F (AC)	90/ 4.4	3.8	3.7	3.5	3.6	3.8	93/1651	1418/11.5	9.9	10.9	3.3	70	946	KGBY-F
11. KPQT-F (J/NA) **	67/ 3.2	4.0	3.4	4.3	4.5	3.7	77/1272	1041/ 8.4	9.0	12.4				KPQT-F
12. KRAK (C)	60/ 2.9	2.4	3.3	2.5	3.1	2.8	108/1490	723/ 5.8	6.0	7.0	3.3	70	699	KRAK
13. KCTC (BB)	58/ 2.8	2.8	2.2	1.6	1.5	2.3	59/1045	903/ 7.3	6.9	5.2	1.3	27	478	KCTC
14. KZAP-F (AOR)	55/ 2.7	3.4	3.1	4.6	6.2	3.5	87/2216	1338/10.8	12.3	14.8	4.2	89	1829	KZAP-F

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 71.06% (1277 of 1797) (SUM 90: 70.54%)

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 KRAK-F	1 KFBK	1 KFBK >	1 KFBK >>	1 KFBK	1 KRAK-F	1 KSFM-F	1 KRAK-F
2 KRXQ-F	2 KSEG-F <	2 KRAK-F	2 KFBK	2 KRAK-F	2 KRAK-F >	2 KRAK-F >	2 KRAK-F >	2 KFBK	2 KRAK-F	KFBK >
3 KWOD-F	3 KSFM-F <	3 KSEG-F	3 KXOA-F	3 KXOA-F	3 KXOA-F	3 KRXQ-F <	3 KXOA-F <	3 KSFM-F	3 KRXQ-F >	3 KCTC
4	4 KWOD-F	4 KHYL-F	4 KHYL-F <	4 KHYL-F	4 KHYL-F <	4 KSFM-F	4 KYMX-F	4 KRXQ-F	4 KHYL-F	4 KYMX-F
5	5 KRAK-F	KFBK <	5 KSEG-F <	5 KSEG-F <	5 KYMX-F <	5 KYMX-F	5 KYMX-F	5 KXOA-F	5 KWOD-F	KRAK
6	6 KGBY-F	6 KXOA-F	6 KRXQ-F	6 KRXQ-F	6 KRAK	6 KXOA-F	6 KXOA-F	6 KSEG-F <	6 KHYL-F <	6 KRXQ-F
7	7 KYMX-F <	7 KSFM-F	7	KRXQ-F	7	KHYL-F	7 KHYL-F	7 KYMX-F	7	7
8	8 KHYL-F	8	8	KPQT-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 KRXQ-F	1 KRXQ-F <	1 KRAK-F >	1 KRAK-F	1 KRAK-F	1 KWOD-F	1 KRXQ-F	1 KSEG-F	1 KRXQ-F	1 KFBK >
2 KSEG-F	2 KSEG-F <	2 KRXQ-F	2 KXOA-F	2 KXOA-F	KRXQ-F	2 KSEG-F	2 KRXQ-F >	2 KFBK <	2 KRAK-F <
3 KWOD-F	3 KRAK-F	3 KXOA-F	3 KHYL-F <	3 KHYL-F	3 KSFM-F >	3 KWOD-F	3 KFBK	3 KSEG-F	3 KSEG-F
KSFM-F	4 KSFM-F	KSEG-F	4 KGBY-F	4 KFBK <	4 KSEG-F >	4 KSFM-F	4 KHYL-F <	4 KRAK-F	4 KRXQ-F
5 KGBY-F	5 KGBY-F	5 KSFM-F	5 KRXQ-F <	5 KYMX-F	5 KYMX-F	5 KYMX-F	5 KZAP-F	5 KWOD-F <	5 KHYL-F
6 KYMX-F	6 KWOD-F	KPQT-F	6 KSFM-F <	6 KGBY-F	KGBY-F	6 KHYL-F	KYMX-F	6 KHYL-F	6 KXOA-F <
7 KHYL-F	7 KXOA-F	KGBY-F	7 KYMX-F <	7 KPQT-F	7	7	7	7 KSFM-F	7 KZAP-F <
8 KRAK-F	8	8	8 KSEG-F	8	8	8	8	8	8 KPQT-F

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KFIA 710 Carmichael	0.5/1.9/	18/	321	
KFIA-F 101.9 Shngle Sp/Scrm	0.7/2.6/	17/	372	
KLCQ-F 105.5 Davis/Sacramnto	0.6/2.1/	14/	329	
KOWL 1490 So Lake Tahoe	0.3/0.8/	6/	96	
KRLT-F 93.9 So Lake Tahoe	0.4/0.7/	11/	116	
KSAC 1240 Sacramento	0.5/2.1/	13/	279	
KSMJ 1380 Sacramento	0.8/3.5/	25/	559	
KXOA 1470 Sacramento	1.1/3.2/	28/	427	
KBEE-F 103.3 Modesto/Stoctn.	0.8/1.9/	70/	1060	
KCBS 740 San Francisco	0.4/1.6/	47/	1136	
KFRC 610 San Francisco	1.2/4.6/	63/	1141	
KGO 810 San Francisco	1.7/4.4/	108/	1238	
KMEL-F 106.1 San Francisco	0.3/1.8/	37/	784	
KNBR 680 San Francisco	1.0/4.0/	95/	1497	
KSFO 560 San Francisco	0.4/2.1/	16/	448	

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ	UNIULT UNISUP, \$ 30.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk	ABC APR, \$120.00	(Group W)	Westinghouse
KFIA	,	710,	10 KW/250 W(DA-2)	,	Religion	, \$ 24.00	(---)	
KRAK	,	1140,	50 KW (DA-2)	,	Country	, \$ 66.00	(Katz)	EZ
KRCX	,	1110,	5 KW/500 W (DA-2)	,	Hispanic	, \$ 36.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	,	1240,	1 KW	,	Classical	UNIULT, \$ 27.00	(CMBS)	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies	SMN, \$ 26.00	(MMR)	Booth/Genesis
KXOA	,	1470,	5 KW/1 KW (DA-2)	,	Business News	, \$ 30.00	(Banner)	Brown

FM STATIONS

KGBY	,	92.5,	50 KW @ 462	,	AC	, \$ 62.00	(Group W)	Westinghouse
KHYL	,	101.1,	37 KW @ 567	,	Oldies	, \$ 50.00	(Eastman)	Parker (AUBURN)
KQPT	,	100.5,	115 KW @ 328	,	Jazz/WAC	SOURCE, \$ 80.00	(CBS)	Duchossois
KRAK	,	105.1,	50 KW @ 500	,	Country	, \$111.00	(Katz)	EZ
KSEG	,	96.9,	50 KW @ 500	,	Classic AOR	ABC, \$ 48.00	(Christal)	Great American
KRXQ	,	93.7,	25 KW @ 325	,	AOR	, \$ 90.00	(Torbet)	Fuller-Jeffrey
KSFM	,	102.5,	50 KW @ 500	,	CHR	, \$ 85.00	(MMR)	Booth/Genesis
							(WOODLAND)	
KWOD	,	106.5,	50 KW @ 410	,	CHR	CBS ABC, \$ 54.00	(HNWH)	
KXOA	,	107.9,	50 KW @ 403	,	AC	, \$135.00	(Banner)	Brown
KYMX	,	96.1,	50 KW @ 476	,	Soft AC/EZ	, \$ 75.00	(Christal)	Tribune Co.
KZAP	,	98.5,	50 KW @ 500	,	AOR	, \$ 96.00	(Mc-Guild)	Nationwide

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 112/327,500
 MSA Rank/Pop: 120/408,000
 ADI # 59 (w/Flint)
 Average Person Ratings: 17.7
 Market TSL: 23.50 hours

Stations: 16/11
 Diaries: 872/376:1/57.5%
 Sample Target: 780
 % Below Line: 6.5
 % Not Listed: 11.9

1990 Revenue: \$10,700,000
 HH Inc.: \$30,637
 Retail #: 2.9 Bill
 Pop per Station: 29,772
 #1 Biller: WIOG-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WIOG-F (CHR)	92/15.8	15.0	19.2	18.5	----	17.1	215/2976	1148/35.1	38.6	0.0	19.5	117	1429	WIOG-F
2. WHNN-F (O)	88/15.1	11.1	10.9	15.1	----	13.1	204/2655	1024/31.3	24.7	0.0	13.0	78	842	WHNN-F
3. WKQC-F (C)	77/13.3	12.3	9.9	9.9	----	11.4	140/1662	800/24.4	27.3	0.0	11.2	67	796	WKQC-F
4. WSGW (FS)	65/11.2	8.5	12.3	9.7	----	10.4	69/765	698/21.3	19.2	0.0	9.2	55	645	WSGW
5. WKQZ-F (AOR)	56/ 9.6	10.9	12.3	8.6	----	10.4	108/1243	623/19.0	21.6	0.0	13.0	78	741	WKQZ-F
6. WGER-F (SAC)	35/ 6.0	7.8	7.1	10.2	----	7.8	39/572	485/14.8	15.6	0.0	4.0	24	410	WGER-F
7. WTLZ-F (B)	31/ 5.3	7.0	5.7	6.1	----	6.0	43/505	327/10.0	12.1	0.0	6.8	41	476	WTLZ-F
8. WFDF (BB)	16/ 2.8	2.2	1.3	2.2	----	2.1	46/580	156/ 4.8	4.8	0.0	1.2	7	148	WFDF
9.														
10.														

12+ FM SHARE (METRO): 81.45% (417 of 512) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WKQZ-F<	1 WHNN-F	1 WHNN-F>	1 WHNN-F>	1 WSGW <	1 WSGW	1 WHNN-F<	1 WHNN-F<	1 WIOG-F	1 WKQC-F<
2	2 WIOG-F>	2 WIOG-F	2 WIOG-F	2 WIOG-F<	2 WHNN-F	2 WIOG-F<	2 WIOG-F<	2 WIOG-F	2 WSGW	2 WHNN-F
3	3 WKQC-F	3 WKQZ-F	3 WKQZ-F<	3 WKQC-F	3 WKQC-F>	3 WHNN-F	3 WKQC-F>	3 WKQC-F>	3 WHNN-F	3 WTLZ-F
4	4 WHNN-F	4 WKQC-F	4 WKQC-F	4 WKQZ-F	4 WGER-F	4 WKQC-F	4 WKQZ-F	4 WKQC-F	4 WKQC-F<	4 WIOG-F
5	5	5	5	5	5	5	5	5	5 WKQZ-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 WIOG-F	1 WIOG-F>	1 WIOG-F>	1 WIOG-F	1 WIOG-F	1 WKQZ-F	1 WKQZ-F>>	1 WKQZ-F>>	1 WHNN-F	1 WHNN-F>>
2 WTLZ-F>	2 WKQZ-F	2 WHNN-F	2 WHNN-F>	WHNN-F	2 WIOG-F	2 WIOG-F	2 WKQC-F	2 WKQZ-F	2 WKQZ-F
3 WKQZ-F	3 WHNN-F	3 WKQZ-F>	3 WKQC-F	3 WKQC-F>	3 WKQC-F>	3 WKQC-F>	WIOG-F	3 WKQC-F	3 WKQC-F
4 WKQC-F	4 WTLZ-F	4 WGER-F	4 WKQZ-F	4 WGER-F	4 WHNN-F	4 WHNN-F	4 WHNN-F	WIOG-F	4 WIOG-F
5 WKFK-F>	WKQC-F	5 WKQC-F	5 WTLZ-F	5 WKQZ-F	5	5	5	5	5

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

WCEN-F	94.5	Mt. Pleasant	1.5/4.2/	58/ 510
WKFK-F	100.5	Carrollton	1.5/4.5/	10/ 181
WKXN	1210	Saginaw	1.2/4.9/	10/ 200
WMJT-F	100.9	Pinconning	0.9/2.5/	5/ 99
WJR	760	Detroit	1.2/5.0/	59/1078
WOWE-F	98.9	Vassar	0.3/2.0/	9/ 193
WWCK-F	105.5	Flint	1.5/7.8/	106/1441
WWW-F	106.7	Detroit	0.7/2.1/	6/ 161

RADIO STATIONS

WKXN, 1210, 10 KW	, NOSTALGIA	APR, \$ 10.00 (Patt)	
WSAM, 1400, 1 KW (DA-2)	, OLDIES	ABC, \$ 12.00 (Christal)	MacDonald Booth
WSGW, 790, 5 KW/1 KW (DA-2), MOR/FULL SER.		NBC, MBS, \$ 38.00 (Katz)	
WGER-F, 106.3, 3 KW @ 325, EZ/SOFT AC		MBS, \$ 30.00 (McGuill)	
WHNN-F, 96.1, 100 KW @ 1020, AC		UNIULT, \$ 43.00 (Eastman)	Liggett
WIOG-F, 102.5, 86 KW @ 870, CHR		ABC, SOURCE, \$ 75.00 (Katz)	Booth
WKQC-F, 98.1, 50 KW @ 492, COUNTRY		ABC, \$ 42.00 (Christal)	MacDonald
WKQZ-F, 93.3, 38 KW @ 600, CHR		UNIPWR ABC, \$ 33.00 (Banner)	
WTLZ-F, 107.1, 5 KW @ 400, BLACK		SBN, \$ 22.00 (Roslin)	

WJR - See Detroit, WFDF - See Flint

ST. LOUIS

Arbitron Rank/Pop (12+): 16/2,056,200
 MSA Rank/Pop: 14/2,490,000
 AD # 18
 Average Person Ratings: 17.3
 Market TSL: 23.00 hours

Stations: 28/28
 Diaries: 2029/1013:1/56.5%
 Sample Target: 1850
 % Below Line: 0.0
 % Not Listed: 6.8

1990 Revenue: \$71,800,000
 HH Inc.: \$35,186
 Retail \$: 18.1 B11
 Pop per Station: 73,435
 #1 Biller: KMOX \$22,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KMOX (N/T)	690/19.4	18.6	20.4	16.6	17.0	18.8	781/9193	7750/37.7	35.9	35.0	17.3	671	8132	KMOX
2. KSHE-F (AOR)	343/ 9.7	8.3	8.1	7.2	8.2	8.3	401/4856	4089/19.9	19.2	17.8	11.0	426	5010	KSHE-F
3. WIL -F (C)	272/ 7.7	5.5	6.8	5.9	5.7	6.5	354/4000	3072/14.9	13.5	12.7	5.7	221	2736	WIL -F
4. KMJM-F (B)	251/ 7.1	6.9	6.9	6.9	6.7	6.9	263/2564	2382/11.6	12.0	12.0	10.6	410	3145	KMJM-F
5. KYKY-F (AC)	209/ 5.9	5.7	5.0	6.3	6.6	5.7	226/4000	3585/17.4	15.8	16.8	5.3	205	3409	KYKY-F
6. KSD -F (CL AOR)	203/ 5.7	5.9	5.8	6.7	4.2	6.0	227/3766	3369/16.4	16.5	13.8	6.3	242	4757	KSD -F
7. WKBQ-F (CHR)	153/ 4.3	5.2	4.8	5.0	6.8	4.8	187/4176	3519/17.1	17.8	19.6	6.4	247	4856	WKBQ-F
8. KLOU-F (O)	141/ 4.0	4.5	3.8	4.2	3.7	4.1	161/2823	2363/11.5	16.3	12.9	3.3	128	2410	KLOU-F
9. KEZK-F (SAC)	124/ 3.5	5.0	5.0	7.9	6.8	5.3	144/2775	2492/12.1	13.5	14.1	4.0	156	1763	KEZK-F
10. KHTK-F (CHR)	114/ 3.2	2.3	1.5	2.0	2.9	2.3	118/2612	2343/11.4	8.8	10.1	5.5	211	2451	KHTK-F
11. WKXX-F (C)	100/ 2.8	2.5	2.6	3.3	2.3	2.8	121/1820	1482/ 7.2	6.1	6.9	3.0	115	1443	WKXX-F
12. KRJY-F (SAC)	73/ 2.1	1.8	2.1	1.9	2.4	2.0	73/1247	1193/ 5.8	5.9	6.4	1.4	53	679	KRJY-F
13. WEW (BB)	69/ 1.9	2.0	1.8	1.8	2.0	1.9	84/881	814/ 4.0	3.7	3.4	1.5	57	507	WEW
14. KFYO-F (CL)	67/ 1.9	1.9	1.9	2.0	2.0	1.9	67/1434	1362/ 6.6	6.4	5.6	1.3	49	629	KFYO-F
15. KXOK (B)	65/ 1.8	1.4	0.6	0.7	0.7	1.1	69/940	847/ 4.1	3.1	3.6	1.6	61	500	KXOK
16. KATZ (B)	60/ 1.7	1.9	2.1	2.1	2.1	1.9	60/858	858/ 4.2	4.8	4.6	1.6	63	472	KATZ
17. WFXB-F (CHR)	44/ 1.2	2.2	1.8	1.7	1.6	1.7	46/1252	1227/ 6.0	7.9	5.9	2.0	77	1387	WFXB-F
18. WRTH (BB)	43/ 1.2	1.8	1.6	1.7	0.9	1.6	44/799	778/ 3.8	4.2	3.4	0.6	23	493	WRTH
19. KUSA (C)	42/ 1.2	1.6	1.8	1.8	1.2	1.6	71/1404	727/ 3.5	3.6	4.0	0.9	34	609	KUSA
20. KATZ-F (J)	41/ 1.2	1.0	1.3	1.8	2.1	1.3	41/737	719/ 3.5	4.9	5.5	1.2	48	1209	KATZ-F

12+ FM SHARE (METRO): 66.37% (2199 of 3313) (SUM 90: 68.86%)

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

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

KEZK	590	Wood River/St.L	0.5/2.3/ 20/ 510
KFXB-F	105.7	Ste. Genev/St.L	1.1/7.1/ 58/1843
KIRL	1460	St. Charles/StL	0.6/1.5/ 21/ 311
KSIV	1320	Clayton/St. L.	0.7/2.4/ 25/ 486
WCBW-F	104.9	Columbia/St. L.	0.7/2.7/ 34/ 610
WESL	1490	E. St. Louis	0.9/2.0/ 31/ 406
WGNU	920	Granite City	0.4/1.5/ 15/ 318
WIBV	1260	Belleville	1.0/3.8/ 38/ 785

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN, \$ 40.00 (K & P)	Interurban
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	UNISUP UNIULT, \$ 34.00 (Katz)	Chase
KMOX, 1120, 50 KW	, TALK	CBS, \$ 327.00 (CBS)	CBS
KSIV, 1320, 5 KW/125 W	, RELIGION	, \$ 18.00 (---)	Bott
KUSA, 550, 5 KW (DA-N)	, COUNTRY OLDIES	MBS, \$ 50.00 (McGuild)	Gannett
KXEN, 1010, 50 KW (DAYS, DA)	, RELIGION	, \$ 26.00 (---)	Mid America Gospel
KXOK, 630, 5 KW (DA-2)	, TALK	UNIULT ABC, \$ 31.00 (Torbet)	
WESL, 1490, 1 KW/250 W (DA-1)	, GOSPEL	SBN UNIULT, \$ 25.00 (K & P)	Willis
WEW, 770, 1 KW (DAYS)	, NOSTALGIA	UNISUP UNIULT, \$ 27.00 (---)	
WRTH, 1430, 5 KW (DA-2)	, NOSTALGIA	UNISUP ABC, \$ N/A (Banner)	Heritage

FM STATIONS

KATZ, 100.3, 50 KW @ 490, BLACK		NBN, \$ 37.00 (K & P)	Interurban
KEZK, 102.5, 100 KW @ 1026, EZ		UNIULT, \$ 91.00 (MMR)	Adams
KFUO, 99.1, 100 KW @ 1026, CLASSICAL		NBC, \$ 47.00 (CMBS)	
KHTK, 97.1, 100 KW @ 560, CHR		, \$ 40.00 (Torbet)	
KLOU, 103.3, 100 KW @ 920, OLDIES		CBS, \$ 80.00 (CBS)	CBS
KMJM, 107.7, 100 KW @ 1026, BLACK		, \$ 97.00 (McGuild)	Noble
KRJY, 96.3, 100 KW @ 552, SOFT AC		NBC UNISUP, \$ 47.00 (Banner)	
KSD, 93.7, 100 KW @ 860, CLASSIC AOR		, \$ 100.00 (McGuild)	Gannett
KSHE, 94.7, 100 KW @ 1026, AOR		, \$ 154.00 (HNWH)	Emmis
KFXB, 105.7, 100 KW @ 1376, AC		SOURCE, \$ N/A (Durpatti)	(ST. GENEVIEVE)
KYKY, 98.1, 90 KW @ 1026, AC		, \$ 129.00 (MMR)	EZ
WCBW, 104.9, 2 KW @ 400, RELIGION		, \$ 20.00 (---)	Universal
WIL, 92.3, 100 KW @ 984, COUNTRY		ABC, \$ 76.00 (Banner)	Heritage
WKBQ, 106.5, 90 KW @ 1026, CHR		, \$ 69.00 (Katz)	Chase
WKKX, 104.1, 39 KW @ 500, COUNTRY		, \$ 40.00 (Torbet)	(JERSEYVILLE, IL)
WFXB, 101.1, 44 KW @ 525, AC		, \$ 40.00 (Torbet)	

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/501,200
 MSA Rank/Pop: 132/602,000 (Salinas)
 ADI # 109
 Average Person Ratings: 15.8
 Market TSL: 21.25 hours

Stations: 33/20
 Diaries: 1009/497:1/52.0%
 Sample Target: 925
 % Below Line: 32.1
 % Not Listed: 16.1

1990 Revenue: \$12,600,000
 HH Inc.: \$39,277
 Retail \$: 4.3 B11
 Pop per Station: 25,060
 #1 Biller: KDON-F \$1,900,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	77/ 9.7	9.0	8.6	7.2	7.2	8.6	78/1006	966/19.3	17.5	16.8	7.3	60	743	KGO
2. KDON-F (CHR)	76/ 9.6	11.7	11.1	10.4	11.7	10.7	78/1223	1166/23.3	22.4	24.2	14.2	117	1191	KDON-F
3. KTOM-F (C)	57/ 7.2	7.8	5.9	4.4	5.0	6.3	59/811	798/15.9	15.9	10.6	6.2	51	578	KTOM-F
4. KUFX-F (CL AOR)	41/ 5.2	6.6	2.6	3.8	3.7	4.5	41/713	672/13.4	14.2	14.2	6.2	51	581	KUFX-F
5. KWAV-F (AC)	34/ 4.3	4.9	4.5	4.2	3.9	4.5	34/704	704/14.0	14.0	13.7	3.4	28	388	KWAV-F
6. KBAY-F (EZ)	32/ 4.0	4.2	3.4	4.5	3.4	4.0	39/456	418/ 8.3	8.4	8.3	2.9	24	366	KBAY-F
7. KDBQ-FF (AC)	27/ 3.4	2.4	4.8	5.2	1.3	4.0	38/587	523/10.4	7.9	4.3	3.0	25	415	KDBQ-FF
8. KBOQ-F (CL)	26/ 3.3	3.0	2.2	5.3	4.0	3.5	26/408	400/ 8.0	8.2	10.7	3.4	28	385	KBOQ-F
9. KNBR (T/FS)	25/ 3.1	2.2	1.2	1.0	2.0	1.9	27/415	398/ 7.9	7.4	7.1	3.0	25	359	KNBR
10. KLFA-F (SP)	23/ 2.9	2.2	1.9	2.0	2.3	2.3	23/242	242/ 4.8	3.9	3.1	2.2	18	154	KLFA-F
KCTY (SP)	23/ 2.9	3.8	2.9	2.0	2.6	2.9	23/330	330/ 6.6	5.1	5.6	1.6	13	186	KCTY
12. KCBS (N/T)	22/ 2.8	2.2	3.3	2.9	2.2	2.8	22/446	440/ 8.8	7.6	7.1	1.6	13	356	KCBS
KTGE (SP)	22/ 2.8	3.1	3.5	1.5	2.6	2.7	22/266	266/ 5.3	4.8	5.8	4.4	36	526	KTGE
14. KHIP-F (O)	20/ 2.5	2.8	2.6	2.1	2.6	2.5	20/354	333/ 6.6	7.3	7.7	2.9	24	214	KHIP-F
15. KSCO (T)	19/ 2.4	1.3	1.6	0.7	0.8	1.5	19/244	244/ 4.9	4.2	3.0				KSCO
KMBY-F (AOR)	19/ 2.4	3.2	3.5	5.0	5.7	3.5	19/423	423/ 8.4	10.7	10.8	6.0	49	521	KMBY-F
17. KOCN-F (AC)	16/ 2.0	2.4	1.9	2.0	3.6	2.1	16/270	270/ 5.4	7.9	10.8	3.2	26	297	KOCN-F
18. KHTX-F (CHR)	14/ 1.8	0.5	2.0	2.0	1.5	1.6	14/244	244/ 4.9	3.2	5.3	1.3	11	157	KHTX-F
19. KTOM (C)	12/ 1.5	1.8	1.2	1.6	0.8	1.5	12/168	168/ 3.4	0.0	2.7	1.7	14	152	KTOM
20. KRAY-F (SP)	11/ 1.4	2.2	1.8	2.2	3.4	1.9	11/246	246/ 4.9	4.3	5.3	0.4	3	129	KRAY-F
KXDC-F (J/NA)	11/ 1.4	1.8	2.0	2.2	2.5	1.9	11/217	217/ 3.9	3.3	5.8	1.9	16	282	KXDC-F
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 66.37% (442 of 666) (SUM 90: 70.66%)

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 KGO	1 KGO	1 KGO >>	1 KGO >	1 KGO	1 KDON-F	1 KGO <	1 KGO >>
2 KHTX-F	2 KUFX-F	2 KUFX-F	2 KUFX-F	2 KTOM-F	2 KTOM-F	2 KDON-F	2 KDON-F	2 KTOM-F	2 KDON-F	2 KBAY-F
3	3 KTOM-F	3 KTOM-F	3 KTOM-F	3 KUFX-F <	3 KBAY-F >	3 KTOM-F	3 KTOM-F	3 KGO >	3 KNBR	3 KHTX-F
4	4 KLFA-F	4 KGO	4 KDON-F	4 KDON-F	4 KCBS	4 KWAV-F	4 KUFX-F	4 KUFX-F	4 KDBQ-F	4
5	5 KMBY-F	5 KWAV-F	5 KWAV-F	5 KWAV-F	5 KNBR	5 KCBS	5 KWAV-F	5 KWAV-F	5 KTOM-F	5
6	6	6 KDBQ-FF	6	6	6 KBOQ-F	6 KUFX-F	6	6	6	6
7	7	7	7	7	7	7 KBAY-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 KDON-F >>	1 KDON-F >>	1 KDON-F >	1 KDON-F >	1 KDON-F	1 KDON-F >	1 KUFX-F >	1 KUFX-F >>	1 KUFX-F >	1 KUFX-F
2 KTOM-F	2 KTOM-F	2 KWAV-F	2 KTOM-F	2 KTOM-F	2 KUFX-F >	2 KDON-F >	2 KMBY-F	2 KDON-F	2 KGO >
3 KWAV-F	3 KWAV-F	KTOM-F	3 KWAV-F	3 KGO	3 KDBQ-FF	3 KTOM-F	KLFA-F	3 KGO	3 KTOM-F
KOCN-F	4 KLFA-F	KLFA-F	4 KGO	4 KWAV-F	KTOM-F	KMBY-F >	4 KTOM-F	4 KTOM-F	4 KHIP-F
5 KUFX-F	5 KUFX-F	5 KDBQ-FF	5 KDBQ-FF	5 KDBQ-FF	KPUP-F	5 KLFA-F	5 KDON-F	5 KMBY-F	5 KTGE
KHTX-F	KDBQ-FF	6 KUFX-F	6	6	6 KWAV-F	6	6	6	KLFA-F
					KMBY-F				

OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
KKMC 880	Gonzales/Sal.	0.9/3.0/	7/ 149
KLAU 1540	Capitola/Mont.	0.6/1.8/	5/ 89
KPUP 540	Carmel Valley	0.4/1.2/	3/ 62
KPUP-F 104.3	Gonzales/Salins	1.3/3.8/	10/ 188
KSUR-F 99.5	Greenfield	0.4/1.8/	3/ 98
KAZA 1290	Gilroy	0.5/2.3/	4/ 114
KEZR-F 106.5	San Jose	0.5/1.3/	4/ 67
KFRC 610	San Francisco	0.6/2.3/	8/ 162
KMEL-F 106.1	San Francisco	0.6/3.5/	8/ 193
KOME-F 98.5	San Jose/San Fr	0.8/2.5/	7/ 141
KSJO-F 92.3	San Jose	0.9/3.7/	10/ 266

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	,	980,	1 KW/247W (DA-1),	Hispanic	,	\$ NA	(Lotus)	
KOMY	,	1340,	1 KW	Nostalgia		MBS UNISUP, \$13.00	(Radio Time)	(WATSONVILLE)
KTGE	,	1570,	250 W/8 W	Hispanic		,	\$12.00	(Katz Hisp.)
KTOM	,	1380,	5 KW (DA-2)	see KTOM-F				
KBOQ-F	,	92.7,	1 KW @ 567	Classical		,	\$24.00	(Durpetti)
KDON-F	,	102.5,	19 KW @ 2270	CHR		,	\$33.00	(Christal)
KHIP-F	,	93.5,	60 W @ 2238	Oldies	UNISUP UNIULT,	\$17.00	(Eastman)	Henry (HOLLISTER)
KLFA-F	,	93.9,	5 KW @ 703	Hispanic		,	\$12.00	(Caballero)
KMBY-F	,	107.1,	.9 KW @ 604	AOR		,	\$31.00	(HNWH)
KOCN-F	,	104.9,	1 KW @ 559	Soft AC	MBS UNISUP,	\$25.00	(Torbet)	
KHTX-F	,	107.5,	3 KW @ 335	CHR	SMN,	\$18.00	(Katz)	
KRAY-F	,	103.9,	3 KW @ -135	Hispanic		,	\$23.00	(Lotus)
KTOM-F	,	100.7,	1 KW @ 2420	Country	ABC,	\$37.00	(MMR)	Comm. Service
KWAV-F	,	96.9,	18 KW @ 2450	AC	APR,	\$41.00	(HNWH)	Buckley
KXDC-F	,	101.7	.8 KW @ 591	EZ		,	\$15.00	(---)

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,006,900
 MSA Rank/Pop: 45/1,080,000
 ADI # 41
 Average Person Ratings: 15.6
 Market TSL: 20.50 hours

Stations: 28/28
 Diaries: 1343/750:1/57.3%
 Sample Target: 1315
 % Below Line: 0.0
 % Not Listed: 10.5

1990 Revenue: \$31,900,000
 HH Inc.: \$29,410
 Retail \$: 7.1 B11
 Pop per Station: 35,960
 #1 Biller: KKAT-F \$4,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cum	
1. KKAT-F (C)	173/11.0	13.9	11.1	7.6	9.3	10.9	217/2726	2294/22.8	24.7	18.7	11.3	191	2672	KKAT-F
2. KSOP-AF (C)	129/ 8.2	7.6	5.3	5.6	4.8	6.7	154/2240	1799/17.9	16.2	14.3	5.1	83	1217	KSOP-AF
3. KLZX-F (AOR)	114/ 7.3	6.7	7.1	8.4	6.2	7.4	119/1606	1530/15.2	13.3	13.2	9.1	155	1697	KLZX-F
4. KSFI-F (SAC)	103/ 6.6	8.8	9.0	8.3	6.7	8.2	127/2122	1782/17.7	19.6	18.7	3.9	66	1173	KSFI-F
5. KISN-F (CHR)	86/ 5.5	3.9	5.7	4.6	7.3	4.9	104/2020	1770/17.6	14.8	17.6	6.2	105	1405	KISN-F
6. KBER-F (AOR)	83/ 5.3	6.4	4.6	4.2	6.7	5.1	94/1510	1348/13.4	14.3	12.5	9.0	152	2163	KBER-F
7. KSL (FS)	69/ 4.4	5.3	8.3	9.6	6.4	6.9	86/2035	1727/17.2	17.9	19.6	3.3	56	1146	KSL
8. KUTQ-F (CHR)	64/ 4.1	2.8	2.4	2.0	2.7	2.8	69/1295	1229/12.2	11.3	8.3	5.7	96	1404	KUTQ-F
9. KCPX-F (AC)	56/ 3.6	3.7	2.2	3.8	5.3	3.3	70/1343	1183/11.7	11.4	16.6	3.1	53	904	KCPX-F
10. KMGR-F (SAC)	55/ 3.5	2.3	2.8	3.7	3.9	3.1	55/871	855/ 8.5	7.5	8.6	2.8	47	659	KMGR-F
11. KALL (FS)	52/ 3.3	3.0	2.4	3.0	2.6	2.9	52/806	806/ 8.0	9.0	8.1	1.8	30	617	KALL
12. KZHT-F (CHR)	50/ 3.2	2.8	2.6	3.3	3.0	3.0	55/1181	1109/11.0	9.5	9.6	3.5	59	1235	KZHT-F
13. KJQN-F (AOR)	49/ 3.1	3.7	3.7	4.1	4.0	3.7	57/975	926/ 9.2	10.5	9.8	5.5	93	1297	KJQN-F
14. KTKK (T)	39/ 2.5	1.6	1.7	3.1	1.2	2.2	40/409	402/ 4.0	4.3	4.0	1.7	28	442	KTKK
15. KRSP-F (AOR)	38/ 2.4	3.4	3.3	2.9	5.1	3.0	46/1067	966/ 9.6	10.6	12.9	4.4	74	1391	KRSP-F
16. KDYL (BB)	34/ 2.2	2.3	3.2	2.2	2.5	2.5	34/547	539/ 5.4	4.4	4.8	2.2	38	456	KDYL
KBZN-F (J)	34/ 2.2	1.3	1.6	1.1	1.8	1.5	34/636	616/ 6.1	4.6	5.2	2.9	50	619	KBZN-F
18. KLCY-F (AC)	28/ 1.8	2.1	1.6	2.6	1.9	2.0	40/1102	876/ 8.7	7.6	6.5	1.4	24	696	KLCY-F
19. KBCK-F (C)	24/ 1.5	2.6	1.6	1.8	1.5	1.9	27/484	446/ 4.4	4.4	3.1	2.3	39	472	KBCK-F
20. KFAM (EZ)	23/ 1.5	0.4	0.6	0.8	1.2	0.8	25/353	314/ 3.1	1.9	2.4	0.5	9	121	KFAM
21. KZOL-F (O)	20/ 1.3	0.5	0.8	1.2	2.0	0.9	20/491	463/ 4.6	4.7	6.5	0.7	12	271	KZOL-F
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 81.16% (1137 of 1401) (SUM 90: 79.68%)

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

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KCHR 860	Salt Lake City	0.5/3.7/	8/	382
KISN 570	Salt Lake City	0.8/3.9/	12/	419
KQOL-F 106.5	Spanish Frk/SL	0.8/2.3/	12/	230
KRPN-F 107.9	Roy/Salt Lake C	0.8/2.7/	20/	339
KSOS-F 106.9	Brigham/St.Lk.	1.1/4.5/	22/	529
KUTR 1320	Salt Lake City	1.0/3.5/	16/	357

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1KW (DA-N)	, FS	ABC MBS, \$29.00	(Eastman)	Hatch
KDYL, 1280, 5 KW/500W (DA-N)	, Nostalgia	SMN, \$23.00	(CBS)	
KISN, 570, 5 KW (DA-1)	, CHR	, \$ NA	(Mc-Guild)	
KSL, 1160, 50 KW	, Full Service	CNN CBS, \$80.00	(CBS)	Bonneville
KTKK, 630, 1 KW/500 W (DA-2)	, Talk	ABC NBC, \$23.00	(K & P)	
KUTR, 1320, 5 KW (DA-1)	, AC	MBS, \$19.00	(Katz)	John Price
KBBX, 1600, 5 KW/1 KW (DA-N)	, Religion	, \$ 8.00	(---)	Mid America Gospel

FM STATIONS

KBCK, 105.7, 14 KW @ 960	, Country	, \$19.00	(---)	Mid America Gospel
KBER, 101.1, 26 KW @ 3740	, AOR	, \$37.00	(Torbet)	(OGDEN)
KBZN, 97.9, 26 KW @ 3740	, Jazz/NAC	, \$18.00	(---)	(OGDEN)
KCPX, 98.7, 40 KW @ 2933	, AC	, \$60.00	(MMR)	John Price
KISN, 97.1, 26 KW @ 3740	, AC	, \$65.00	(Mc-Guild)	
KJQN, 95.5, 100 KW @ 681	, AOR	, \$25.00	(K & P)	(OGDEN)
KKAT, 101.9, 26 KW @ 3740	, Country	, \$86.00	(Banner)	Apollo (OGDEN)
KLCY, 94.1, 40 KW @ 3063	, AC	ABC, \$47.00	(Eastman)	Hatch
KUTQ, 99.5, 40 KW @ 2953	, CHR	NBC, \$22.00	(K & P)	(BOUNTIFUL)
KLZX, 93.3, 26 KW @ 3740	, Classic AOR	ABC, \$42.00	(Christal)	Citadel
KMGR, 107.5, 45 KW @ 2850	, Soft AC	UNISUP UNIULT, \$34.00	(HNWH)	(OREM)
KRPN, 107.9, 67 KW @ 2383	, Oldies	, \$20.00	(---)	(ROY)
KRSP, 103.5, 26 KW @ 3740	, AOR	ABC, \$59.00	(Durpetti)	
KSFI, 100.3, 26 KW @ 3740	, EZ	, \$65.00	(CBS)	
KSOP, 104.3, 25 KW @ 3640	, Country	, \$48.00	(MMR)	
KSOS, 106.9, 68 KW @ 2369	, AC	, \$18.00	(Moore)	(BRIGHAM)
KZHT, 94.9, 48 KW @ 2799	, CHR	, \$32.00	(Katz)	(PROVO)
KZOL, 96.1, 55 KW @ 2630	, Oldies	UNISUP UNIULT, \$24.00	(HNWH)	(PROVO)

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,072,700
 MSA Rank/Pop: 36/1,350,000
 ADI # 43
 Average Person Ratings: 18.5
 Market TSL: 24.75 hours

Stations: 28/28
 Diaries: 1421/755:1/50.8%
 Sample Target: 1325
 % Below Line: 0.0
 % Not Listed: 7.4

1990 Revenue: \$40,000,000
 HH Inc.: \$29,279
 Retail \$: 9.0 B11
 Pop per Station: 38,310
 #1 Biller: KCYF-F/KKYX \$7,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KCYF-F (C)	246/12.4	10.6	12.4	10.9	8.9	11.6	274/3098	2572/24.0	22.1	19.2	11.4	248	2463	KCYF-F
2. KXTN-F (SP)	192/ 9.7	7.4	3.9	1.5	1.9	5.6	235/2421	2052/19.1	12.1	4.4	12.1	264	2034	KXTN-F
3. KTFM-F (CHR)	184/ 9.3	9.2	10.1	9.0	7.3	9.4	197/2482	2333/21.7	23.4	20.7	14.5	316	3165	KTFM-F
4. KAJA-F (C)	126/ 6.3	5.3	6.0	8.4	6.5	6.5	147/2266	1911/17.8	13.5	14.3	3.9	84	1086	KAJA-F
5. KQXT-F (SAC)	99/ 5.0	5.2	5.6	4.9	5.0	5.2	112/1490	1275/11.9	12.3	11.5	4.0	88	719	KQXT-F
6. KKYX (C)	92/ 4.6	4.3	4.2	4.3	4.3	4.3	184/1996	1018/ 9.5	9.6	9.7	4.0	87	660	KKYX
7. WOAI (N/T)	87/ 4.4	6.3	6.2	6.1	5.4	5.8	133/1923	1176/11.0	16.2	11.9	3.5	77	1252	WOAI
8. KSAQ-F (AOR)	81/ 4.1	5.2	4.8	4.3	4.7	4.6	91/1486	1364/12.7	13.2	14.2	4.4	95	1754	KSAQ-F
9. KZEP-F (CL AOR)	77/ 3.9	4.9	5.6	5.9	5.8	5.1	83/1199	1050/ 9.8	10.9	13.2	5.1	111	1439	KZEP-F
KSRR-F (AC)	77/ 3.9	3.2	3.1	3.4	5.9	3.4	86/1781	1566/14.6	13.1	16.5	4.1	90	1366	KSRR-F
11. KONO-AF (AC)	76/ 3.9	3.2	2.0	4.1	3.8	3.3	105/1726	1334/12.4	11.9	10.4	3.6	77	1427	KONO-AF
12. KCOR (SP)	71/ 3.6	5.8	3.6	5.4	4.9	4.6	72/803	774/ 7.2	8.9	7.2	2.2	47	943	KCOR
13. KSMG-F (O)	67/ 3.4	4.4	4.8	4.2	6.0	4.2	80/1217	993/ 9.3	12.1	15.7	5.5	120	1249	KSMG-F
14. KMMX-F (AC)	58/ 2.9	3.0	2.5	3.7	4.0	3.0	65/1038	942/ 8.8	8.1	10.5	1.7	36	741	KMMX-F
15. KRIO-F (C)	48/ 2.4	1.1	---	---	---	0.9	54/704	590/ 5.5	2.3	0.0	1.4	31	544	KRIO-F
16. KEDA (SP)	42/ 2.1	1.2	2.2	2.4	1.2	2.0	43/500	459/ 4.3	3.0	4.3	1.2	26	416	KEDA
17. KTSA (N/T)	40/ 2.0	2.8	3.3	3.4	3.9	2.9	61/1045	669/ 6.2	7.8	8.1	1.4	31	493	KTSA
18. KSAH (SP)	34/ 1.7	1.6	0.6	1.4	1.2	1.3	37/233	205/ 1.9	3.7	2.3	1.2	27	277	KSAH
19. KSJL (AOR)	28/ 1.4	0.7	1.8	4.3	0.8	2.0	34/450	365/ 3.4	2.3	2.5	0.8	18	307	KSJL
20. KISS-AF (O)	26/ 1.3	1.5	2.8	2.5	3.6	2.0	32/683	469/ 4.4	6.9	12.0	1.0	12	374	KISS-AF
KZVE (SP)	26/ 1.3	1.1	1.3	2.0	1.8	1.4	26/261	257/ 2.4	2.7	4.9	0.9	19	227	KZVE
22. KSLR (REL)	25/ 1.3	1.2	1.4	1.0	1.0	1.2	26/368	290/ 2.7	3.1	3.3	2.8	61	515	KSLR
23.														
24.														
25.														

12+ FM SHARE (METRO): 72.35% (1332 of 1841) (SUM 90: 65.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KCYF-F>	1 KCYF-F>	1 KCYF-F>	1 KCYF-F>	1 KCYF-F	1 KCYF-F>	1 KCYF-F>	1 KCYF-F	1 KTFM-F	1 KCYF-F>
2	2 KXTN-F	2 KXTN-F	2 KXTN-F	2 KXTN-F>	2 KXTN-F	2 KXTN-F	2 KTFM-F	2 KXTN-F	2 KXTN-F	2 KTFM-F
3	3 KTFM-F	3 KTFM-F	3 KAJA-F	3 KAJA-F	3 KKYX	3 KTFM-F	3 KXTN-F>	3 KTFM-F	3 KCYF-F>	3 KZEP-F
4	4 KSAQ-F	4 KAJA-F	4 KTFM-F	4 KTFM-F	4 WOAI <	4 KKYX	4 KQXT-F	4 KAJA-F>	4 KSRR-F<	KCOR
5	5 KZEP-F	5 KZEP-F	5 KONO-AF	5 KQXT-F<	5 KAJA-F<	5 WOAI	5 KQXT-F	5 KQXT-F	5 KSAQ-F	5
6	6 KAJA-F<	6 KSAQ-F<	KZEP-F	6 KONO-AF<	6 KQXT-F	6 KAJA-F	6 WOAI	6 KZEP-F	6 KAJA-F	6
7	7 KSRR-F	7 KSRR-F	7 KQXT-F	7 KZEP-F	7 KONO-AF	7	7 KKYX	7 KSRR-F	7 KQXT-F	7
8	8	8	8	8 KSMG-F	8	8	8	8 KSAQ-F<	8	8
								9 KSMG-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 KTFM-F	1 KCYF-F	1 KCYF-F>	1 KCYF-F	1 KCYF-F		1 KSAQ-F>	1 KCYF-F	1 KCYF-F	1 KCYF-F>	1 KCYF-F>
2 KXTN-F	2 KTFM-F<	2 KXTN-F	2 KXTN-F	2 KXTN-F>		2 KCYF-F	2 KSAQ-F	2 KZEP-F	2 KZEP-F	2 KXTN-F<
3 KCYF-F>	3 KXTN-F>	3 KQXT-F	3 KTFM-F	3 KQXT-F<		3 KZEP-F	3 KZEP-F	3 KXTN-F	3 KXTN-F	3 KZEP-F
4 KAJA-F	4 KAJA-F	4 KTFM-F	4 KAJA-F	4 KAJA-F		KXTN-F	4 KXTN-F>	KSAQ-F	4 KSAQ-F	4 KAJA-F
5 KSRR-F	5 KSRR-F	5 KSRR-F	5 KQXT-F	5 KTFM-F		KTFM-F	5 KTFM-F	5 KRIO-F	5 KTFM-F	5 KTFM-F<
6 KSAQ-F	6 KRIO-F	KAJA-F	6 KSMG-F	6 KONO-AF		6 KSRR-F	KRIO-F>	6 KSMG-F	6 KAJA-F	6 WOAI
7 KMMX-F	7 KSMG-F	7 KSMG-F	7 KSRR-F	KSMG-F		KSJL	7 KSRR-F	7 KTFM-F	7 KRIO-F	7 KONO-AF
8	KMMX-F	8 KMMX-F	8	8		8 KRIO-F	8	8	8	8

OTHER RATED STATIONS	METRO SHARE	CUME /RTG	TSA /AQH	TSA /CUME
KCHL 1480	San Antonio	0.7/1.3/	13/	142
KGNB 1420	New Braunfels	0.9/2.3/	17/	260
KWED 1580	Seguin	0.4/1.2/	9/	157
KZEP 1250	San Antonio	0.1/0.3/	1/	36

SAN ANTONIO

RADIO STATIONS

AM STATIONS

KCHL, 1480,	2.5 KW (DAYS,DA)	, ??	, \$ 24.00 (McGuild)	
KCOR, 1350,	5 KW (DA-N)	, HISPANIC	, \$ 69.00 (Katz)	Tichenor
KEDA, 1540,	5 KW/1 KW (DA-N)	, HISPANIC	, \$ 26.00 (Caballero)	
KKYX, 680,	50 KW/10 KW(DA-N)	, COUNTRY	ABC, \$ 50.00 (Katz)	New City
KONO, 860,	5 KW/1 KW	, OLDIES	NBC, UNIULT, \$ 29.00 (Christal)	Booth/Genesis
KSAH, 720,	10 KW/1 KW (DA-2)	, HISPANIC	, \$ 22.00 (Caballero)	
KSJL, 760,	50 KW/1 KW (DA-1)	, AOR	SMN, NBC, \$ 16.00 (Eastman)	Inner City
KSLR, 630,	5 KW (DA-2)	, RELIGION	, \$ 17.00 (---)	Salem
KTSA, 550,	5 KW (DA-N)	, MOR/NOSTALGIA	CNN ABC, \$ 28.00 (Banner)	
KXTN, 1310,	5 KW/280 W(DA-1)	, HISPANIC	, \$ 26.00 (Lotus)	TK
WOAI, 1200,	50 KW	, NEWS/TALK	CBS, \$ 84.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3,	100 KW @ 984,	COUNTRY	, \$ 59.00 (Christal)	Clear Channel
KCYY, 100.3,	100 KW @ 984,	COUNTRY	, \$ 95.00 (Katz)	New City
KONO, 101.1,	100 KW @ 620,	OLDIES	NBC, \$ 24.00 (Christal)	Waldon (FREDICKSBURG)
KISS, 99.5,	100 KW @ 1111,	OLDIES	ABC, \$ 57.00 (MMR)	Adams
KSRR, 92.9,	100 KW @ 1016,	AC	, \$ 53.00 (Christal)	Booth/Genesis
KMMX, 106.7,	100 KW @ 1016,	SOFT AC	, \$ 55.00 (McGuild)	
KQXT, 101.9,	100 KW @ 672,	EZ	, \$ 52.00 (Group W)	Westinghouse
KSAQ, 96.1,	100 KW @ 481,	AOR	NBC CBS, \$ 42.00 (Eastman)	Inner City
KSMG, 105.3,	100 KW @ 1249,	OLDIES	, \$ 61.00 (CBS)	Rusk
KTFM, 102.7,	100 KW @ 672,	CHR	, \$ 60.00 (Banner)	
KZEP, 104.5,	100 KW @ 662,	CLASSIC AOR	MBS, \$ 54.00 (HNWH)	Lotus
KZVE, 107.5,	100 KW @ 1470,	HISPANIC	, \$ 42.00 (Schubert)	TK

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,139,600
 MSA Rank/Pop: 13/2,540,000
 ADI # 24
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 37/30
 Diaries: 2081/1028:1/51.0%
 Sample Target: 1830
 % Below Line: 5.4
 % Not Listed: 9.3

1990 Revenue: \$93,000,000
 HH Inc.: \$41,672
 Retail \$: 20.0 B11
 Pop per Station: 71,320
 #1 Biller: KFMB \$10,300,000

12+ METRO	1/4/SHARE	SPG					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO		SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
		91	WIN 91	FAL 90	SUM 90	CUME/CUME RATING										
1. KSON-AF (C)	259/ 7.1	8.8	6.1	7.5	6.5	7.4	259/3019	3019/14.1	16.2	14.1		7.8	244	2340	KSON-AF	
2. KKLQ-AF (CHR)	235/ 6.5	6.0	7.3	7.7	9.1	6.9	235/4248	4248/19.9	19.3	22.7		8.1	271	5016	KKLQ-AF	
3. KSDO (N/T)	203/ 5.6	5.2	5.9	6.6	5.4	5.8	203/2583	2583/12.1	10.8	11.7		5.0	175	2298	KSDO	
4. XTRA-F (AOR)	201/ 5.5	5.4	4.4	5.7	5.1	5.3	201/2985	2985/14.0	13.6	14.3		7.9	275	3546	XTRA-F	
5. KJQY-F (SAC)	188/ 5.2	5.6	4.9	6.0	5.2	5.4	188/2760	2760/12.9	12.6	11.2		4.0	140	1778	KJQY-F	
6. KFMB (FS)	181/ 5.0	6.5	5.1	4.0	5.6	5.2	181/2849	2849/13.3	16.1	15.0		3.9	137	1933	KFMB	
7. KGB -F (ADR)	179/ 4.9	6.0	4.9	6.0	4.9	5.4	179/3048	3048/14.2	16.0	12.8		5.3	186	2308	KGB -F	
8. KFMB-F (AC)	172/ 4.7	5.4	5.7	4.8	6.6	5.2	172/3111	3111/14.5	16.1	16.8		5.5	191	3038	KFMB-F	
9. KIFM-F (J)	156/ 4.3	3.2	3.6	3.6	3.5	3.7	156/2406	2406/11.2	9.7	8.9		3.6	127	1698	KIFM-F	
10. KYXY-F (AC)	147/ 4.0	3.6	4.3	3.9	3.0	4.0	147/2290	2290/10.7	11.7	9.9		3.1	107	1873	KYXY-F	
11. KIOZ-F (ADR)	146/ 4.0	2.6	1.9	3.1	1.9	2.9	146/1634	1634/ 7.6	5.8	5.8		5.9	205	1648	KIOZ-F	
12. KPOP (BB)	139/ 3.8	4.5	4.1	3.4	3.7	4.0	139/1501	1501/ 7.0	7.8	7.2		3.0	104	1459	KPOP	
13. KFSD-F (CL)	138/ 3.8	3.0	3.7	2.9	3.6	3.3	138/1761	1761/ 8.2	7.2	8.0		2.0	71	1681	KFSD-F	
14. XHTZ-F (CHR)	124/ 3.4	2.4	2.6	3.1	2.9	2.9	124/2558	2558/12.0	9.4	9.6		5.7	199	3657	XHTZ-F	
15. KCBQ-F (O)	104/ 2.9	2.5	2.8	3.1	3.6	2.8	104/1623	1623/ 7.6	8.3	9.4		1.5	53	1020	KCBQ-F	
16. KSDO-F (CL AOR)	103/ 2.8	4.2	3.3	2.7	2.6	3.3	103/2146	2146/10.0	10.7	8.7		1.9	67	1378	KSDO-F	
17. XTRA (S/T)	74/ 2.0	1.1	1.2	1.5	0.9	1.5	74/1270	1270/ 5.9	5.0	4.5		1.1	37	798	XTRA	
18. KFI (T)	71/ 1.9	1.2	1.1	1.1	1.0	1.3	71/920	920/ 4.3	3.4	3.7		0.7	26	626	KFI	
19. XHRM-F (B)	62/ 1.7	1.7	0.8	0.9	1.6	1.3	62/1373	1373/ 6.4	5.7	6.3		2.7	94	1822	XHRM-F	
20. KNX (N)	61/ 1.7	1.3	2.6	1.4	1.4	1.8	61/1177	1177/ 5.5	4.5	5.2		0.7	23	788	KNX	
21. KRMX-F (AC)	56/ 1.5	1.7	1.1	1.7	2.2	1.5	56/1383	1383/ 6.5	7.0	7.7		1.4	49	588	KRMX-F	
22.																
23.																
24.																
25.																

NOTE: San Diego's Metro and TSA are the same

12+ FM SHARE (METRO): 72.80% (2404 of 3302) (SUM 90: 72.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KKLQ-AF >> 1 XTRA-F	1 XTRA-F	1 XTRA-F	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSDO	1 KSON-AF	1 KSON-AF	1 KKLQ-AF	1 KSDO >
2 XHTZ-F	2 KKLQ-AF <	2 KSON-AF	2 KFMB-F	2 KIFM-F	2 KSDO	2 KFMB-F	KJQY-F <	2 KKLQ-AF	KFMB	2 KGB -F >
3 XTRA-F	3 KIOZ-F	3 KKLQ-AF	3 KIFM-F	3 KFMB-F	3 KFMB	3 KSON-AF <	3 KSDO	3 XTRA-F	3 XTRA-F	3 KNX
4 KGB -F	4 KGB -F	KGB -F <	4 KGB -F	4 KGB -F <	4 KPOP <	4 KFMB	4 KGB -F	4 KGB -F	4 KSON-AF	KSDO-F
5	5 KFMB-F	5 KFMB-F	5 KJQY-F	5 KJQY-F	5 KJQY-F	5 KKLQ-AF	KFMB-F <	5 KJQY-F	5 KFSD-F	5 KCBQ-F
6	6 KSON-AF <	6 KIOZ-F	6 KFMB	6 KFMB	6 KFSD-F	6 KGB -F <	6 KKLQ-AF	6 KIFM-F	6 XHTZ-F	6 KSON-F
7	7 XHTZ-F	7 KIFM-F	KCBQ-F <	7 KYXY-F <	7 KIFM-F	7 XTRA-F	7 KYXY-F	7 KFMB <	7	KIOZ-F
8	8	8	8 KYXY-F	8 KCBQ-F	8	8	8	8 KSDO <	8	8
								9 KFMB-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 KKLQ-AF >	1 KKLQ-AF >	1 KJQY-F <	1 KSON-AF <	1 KSON-AF	1 KIOZ-F <	1 XTRA-F	1 KGB -F <	1 XTRA-F <	1 KSON-AF
2 XTRA-F >	2 KFMB-F	2 KFMB-F >	2 KKLQ-AF <	2 KFMB-F <	2 XTRA-F >	2 KIOZ-F	2 XTRA-F	2 KIOZ-F	2 KIFM-F
3 XHTZ-F >	3 XTRA-F <	3 KKLQ-AF	3 KFMB-F <	3 KJQY-F	3 KKLQ-AF	3 KGB -F	3 KIOZ-F	3 KGB -F	3 KFMB <
4 KSON-AF	4 KJQY-F	4 KSON-AF	4 KJQY-F	4 KYXY-F	4 KGB -F >	4 KKLQ-AF	4 KSON-AF	4 KSON-AF <	4 KGB -F
KIOZ-F	5 KSON-AF	KGB -F	5 KYXY-F	5 KIFM-F	5 XHTZ-F	5 KFMB-F	KFMB-F	5 KIFM-F <	5 KSDO
KGB -F	KGB -F	6 KIFM-F <	6 KGB -F <	6 KKLQ-AF	6	6	6 KIFM-F	6 KKLQ-AF <	6 KFMB-F <
7	7 XHTZ-F	7 KYXY-F	7 XTRA-F	KCBQ-F <	7	7	7 KSDO <	7 KFMB-F	7 XTRA-F
				8 KGB -F			8 KSDO-F	8	8 KSDO-F

SAN DIEGO

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

KCBO	1170	San Diego	0.7/2.6/ 25/ 561
KCEO	1000	Vista	0.5/1.7/ 20/ 357
KKOS-F	95.9	Carlsbad	0.9/2.4/ 34/ 519
KOWF-F	92.1	Escondido/SD	1.2/2.4/ 42/ 513
KPRZ	1210	San Marcos/SD	0.5/1.7/ 20/ 370
KSPA	1450	Escondido/SD	0.6/1.2/ 21/ 259
XEMO	860	Tijuana	0.9/2.1/ 34/ 453
XHKY-F	95.7	Tijuana/SD	0.4/1.2/ 16/ 255
XLTN-F	104.5	Tijuana	0.8/2.7/ 28/ 581
KABC	790	Los Angeles	0.3/1.5/ 11/ 317
KBIG-F	104.3	Los Angeles	0.3/1.0/ 11/ 224
KLOS-F	95.5	Los Angeles	0.4/1.6/ 14/ 345
KROQ-F	106.7	Pasadena	0.4/0.8/ 14/ 170
KRTH-F	101.1	Los Angeles	0.4/2.0/ 13/ 423

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	Oldies	, \$ NA	(HNWH)	Adams
KFMB,	760,	5 KW (DA-N)	, Full Service	CBS, \$180.00	(Mc-Guild)	Midwest TV
KPOP,	1360,	5 KW/1 KW	, Nostalgia	NBC, UNISUP, \$ 40.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, News/Talk	ABC, \$130.00	(Durpetti)	Gannett
XTRA,	690,	50 KW (DA-2)	, Talk	MBS, \$ 40.00	(MMR)	Noble

KSON and KKLQ are basically simulcast with their FM stations.

FM STATIONS

KCBQ,	105.3,	29 KW @ 620	, Oldies	UNIULT, \$ 85.00	(HNWH)	Adams
KFMB,	100.7,	30 KW @ 620	, AC	, \$105.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641	, Classical	, \$ 75.00	(HNWH)	Lotus
KGB,	101.5,	50 KW @ 500	, AOR	, \$170.00	(Katz)	Brown
KIOZ,	102.1,	10 KW @ 980	, AOR	SOURCE, \$ 50.00	(Banner)	(OCEANSIDE)
KIFM,	98.1,	28 KW @ 640	, Jazz	, \$ 86.00	(CBS)	
KJQY,	103.7,	36 KW @ 578	, EZ	, \$ 90.00	(MMR)	Westinghouse
KKLQ,	106.5,	50 KW @ 440	, CHR	, \$175.00	(Crystal)	Edens
KRMX,	94.9,	22 KW @ 702	, AC	, \$ 80.00	(Eastman)	
KMLO,	107.1,	3 KW @ 300	, Soft AC	, \$ 40.00	(---)	(FALLBROOK)
KSDO,	102.9,	32 KW @ 617	, Classic AOR	, \$ 68.00	(Durpetti)	
KSON,	97.3,	50 KW @ 440	, Country	, \$135.00	(Banner)	Jeff-Pilot
KYXY,	96.5,	41 KW @ 540	, AC	, \$ 70.00	(HNWH)	
XHRM,	92.5,	50 KW @ 350	, Black	ABC, \$ 48.00	(---)	(TIJUANA)
XLTN,	104.5,	57 KW @ 677	, Hispanic	, \$ 40.00	(Katz Hisp)	(TIJUANA)
XTRA,	91.1,	100 KW @ 688	, AOR	, \$ 98.00	(MMR)	Noble (TIJUANA)

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,088,700

Stations: 53/52
Diaries: 3912/1301:1/48.0%
Sample Target: 2860
% Below Line: 0.5
% Not Listed: 13.1

1990 Revenue: \$183,600,000
HH Inc.: \$45,752
Retail \$: 39.0 B11
Pop per Station: 97,859
#1 Biller: KGO \$25,000,000

MSA Rank/Pop: 28/4,760,000
ADI # 5

Average Person Ratings: 16.8
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	SPG					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME		SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
		91	91	90	90	RATING									
1. KGO (N/T)	681/ 8.0	7.8	8.9	8.3	7.0	8.3	849/11294	9241/18.2	17.6	16.1		7.9	626	7987	KGO
2. KMEL-F (CHR)	449/ 5.3	6.1	6.2	5.2	5.3	5.7	476/7722	6994/13.7	15.5	13.5		9.3	739	10746	KMEL-F
3. KFRC (BB)	415/ 4.9	4.3	4.5	5.3	4.9	4.8	478/6507	5261/10.3	10.0	9.6		3.2	258	3239	KFRC
4. KNBR (T/FS)	387/ 4.5	3.8	2.4	2.6	5.1	3.3	529/9577	7468/14.7	12.7	14.5		2.8	219	4194	KNBR
5. KCBS (N/T)	347/ 4.1	4.8	6.7	4.7	4.8	5.1	422/9028	7339/14.4	16.9	14.9		4.3	339	6744	KCBS
6. KIOI-F (AC)	273/ 3.2	3.9	2.9	3.4	3.8	3.4	281/5393	5144/10.1	10.4	11.3		3.4	270	4032	KIOI-F
7. KOIT-AF (AC)	250/ 3.0	3.7	3.2	4.4	3.8	3.6	263/5067	4819/ 9.5	10.8	10.8		2.0	143	2638	KOIT-AF
8. KSOL-F (B)	237/ 2.8	3.6	2.9	2.5	3.2	3.0	239/5348	5229/10.3	11.1	9.1		4.6	366	6711	KSOL-F
9. KRQR-F (AOR)	235/ 2.8	2.3	2.9	2.2	3.3	2.5	251/4380	4042/ 7.9	8.2	9.0		1.7	135	3127	KRQR-F
10. KKSF-F (J/NA)	234/ 2.7	2.5	2.3	2.3	2.0	2.5	236/3434	3383/ 6.6	6.8	6.7		1.7	138	2394	KKSF-F
11. KITS-F (AOR)	233/ 2.7	2.6	3.1	3.0	2.9	2.8	240/3673	3484/ 6.8	7.6	7.0		3.2	255	3839	KITS-F
12. KABL-AF (SAC)	232/ 2.7	2.6	2.9	3.1	2.6	2.8	251/4401	4116/ 8.1	7.8	8.6		2.1	139	2048	KABL-AF
13. KSFO (O)	221/ 2.6	2.1	1.4	2.2	3.4	2.1	237/5608	5055/ 9.9	8.8	10.1		2.0	162	4380	KSFO
14. KBLX-AF (J/NA)	211/ 2.5	2.0	2.3	2.4	2.2	2.3	212/3632	3532/ 6.9	6.2	6.3		2.7	209	3311	KBLX-AF
15. KSAN-F (C)	210/ 2.5	3.0	3.2	3.1	2.5	3.0	212/3789	3728/ 7.3	7.4	6.1		3.3	264	3576	KSAN-F
16. KDFC-AF (CL)	202/ 2.3	2.7	1.9	2.9	2.1	2.5	209/3518	3433/ 6.7	7.9	7.0		1.5	102	1990	KDFC-AF
17. KFOG-F (AOR)	200/ 2.3	1.9	2.3	2.1	3.2	2.1	206/3856	3672/ 7.2	7.3	8.8		1.7	132	2582	KFOG-F
18. KFRC-F (O)	195/ 2.3	2.2	1.9	2.6	2.8	2.3	202/4744	4630/ 9.1	8.4	9.5		2.2	178	2473	KFRC-F
19. KKHI-AF (CL)	193/ 2.2	2.4	2.3	1.8	1.7	2.2	198/3140	3021/ 5.9	6.5	5.6		1.7	95	1338	KKHI-AF
20. KBRG-F (SP)	171/ 2.0	1.1	1.4	1.2	1.1	1.4	171/1663	1663/ 3.3	2.1	1.8		1.7	132	1510	KBRG-F
21. KBAY-F (EZ)	170/ 2.0	2.1	1.9	2.1	1.8	2.0	217/2770	2232/ 4.4	5.3	3.8		1.5	121	1568	KBAY-F
22. KHQT-F (CHR)	152/ 1.8	1.9	1.4	1.3	1.9	1.6	153/2367	2302/ 4.5	5.1	5.0		2.5	195	2953	KHQT-F
23. KOBQ-F (AC)	137/ 1.7	1.6	1.6	1.3	---	1.5	182/3359	2787/ 5.5	5.4	0.0		1.8	102	2411	KOBQ-F
24. KSJO-F (AOR)	136/ 1.6	1.6	1.6	1.2	1.5	1.5	150/2747	2459/ 4.8	5.0	5.1		2.5	197	2718	KSJO-F
25. KOME-F (AOR)	121/ 1.4	1.5	1.3	1.6	1.6	1.5	128/2375	2227/ 4.4	5.2	5.2		2.4	189	2532	KOME-F
26. KYA -F (O)	101/ 1.2	1.1	1.4	1.5	1.5	1.3	102/2683	2513/ 4.9	4.5	5.5		0.9	74	1333	KYA -F
KEZR-F (AC)	101/ 1.2	1.0	1.2	1.0	1.0	1.1	107/1919	1850/ 3.6	3.4	2.6		0.9	74	1333	KEZR-F
28. KUFX-F (CL AOR)	95/ 1.1	1.1	0.8	0.6	0.7	0.9	135/2731	1932/ 3.8	3.9	3.4		1.5	117	2082	KUFX-F
29. KDIA (B)	86/ 1.0	1.1	0.9	1.7	1.1	1.2	88/1124	1118/ 2.2	2.7	3.1		1.2	96	819	KDIA
30. KIQI (SP)	80/ 0.9	0.9	0.9	0.6	1.0	0.8	81/1073	1016/ 2.0	2.1	2.5		0.8	62	1425	KIQI

12+ FM SHARE (METRO): 63.34% (4693 of 7409) (SUM 90: 62.76%)

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 KGO	1 KGO >	1 KGO >	1 KGO >	1 KGO	1 KGO	1 KNBR	1 KGO >
2 KHQT-F	2 KITS-F <	2 KGO	2 KKSF-F	2 KKSF-F	2 KFRC	2 KCBS	2 KFRC	2 KMEL-F >	2 KGO	2 KCBS
3 KSOL-F	3 KRQR-F	3 KRQR-F <	3 KRQR-F	3 KNBR	3 KCBS	3 KFRC	3 KMEL-F	3 KNBR	3 KMEL-F	3 KNBR >
4	4 KIOI-F <	4 KIOI-F	KIOI-F	KIOI-F	4 KNBR >	4 KMEL-F	4 KOIT-AF	KFRC	4 KSFO >	4 KFRC >
5	5 KFOG-F	5 KKSF-F	5 KMEL-F	5 KOIT-AF	5 KSFO	5 KNBR	KIOI-F	5 KRQR-F	5 KKSF-F <	5 KBLX-F
6	6 KBRG-F	KITS-F	6 KFOG-F <	KRQR-F	6 KABL-AF	6 KIOI-F	6 KABL-AF	6 KABL-AF	6 KBLX-AF	6 KHFI-F
7	7 KSOL-F	7 KFOG-F	7 KOIT-AF	7 KMEL-F	7 KOIT-AF <	KNBR	KKSF-F	7 KOFC-AF	7 KOIA	7 KOIA
8	8 KSJO-F	8 KNBR	KNBR	8 KBLX-AF	KOFC-AF	8 KITS-F	KCBS	KCBS	8 KSOL-F	8 KMEL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F <	1 KMEL-F	1 KIOI-F >	1 KIOI-F <	1 KIOI-F	1 KMEL-F >	1 KRQR-F	1 KRQR-F >	1 KGO <	1 KGO
2 KBRG-F <	2 KIOI-F	2 KFRC-F	2 KMEL-F	2 KOIT-AF	2 KITS-F	2 KMEL-F	2 KFOG-F <	2 KRQR-F	2 KRQR-F
3 KITS-F >	3 KITS-F <	3 KMEL-F	3 KOIT-AF	3 KGO	3 KRQR-F	3 KITS-F	3 KITS-F <	3 KNBR	3 KNBR
4 KSOL-F	4 KBRG-F	4 KOIT-AF	4 KBLX-AF	4 KABL-AF	4 KHQT-F	4 KFOG-F	4 KMEL-F	KMEL-F	4 KKSF-F
5 KBLX-AF	5 KBLX-AF	5 KKSF-F	5 KABL-AF	5 KBLX-AF	5 KSJO-F <	5 KSJO-F	5 KSJO-F	5 KKSF-F	5 KFOG-F
KHQT-F	KOIT-AF	6 KITS-F	KSOL-F	KMEL-F	6 KNBR	6 KNBR	6 KGO	6 KFOG-F	6 KMEL-F <
7 KIOI-F	KSOL-F	KFOG-F	7 KITS-F	7 KKSF-F	7 KIOI-F	7 KGO	7 KBRG-F	7 KITS-F	7 KCBS
8 KOME-F	KFRC-F	8 KABL-AF	8 KBRG-F	8 KFRC-F	KFOG-F	8 KSOL-F	8 KSAN-F	8 KSJO-F	8 KSFO
9 KSJO-F	9	KBRG-F <	9	9	9 KSOL-F >	KSAN-F	KNBR	9	9 KITS-F
10	10	10 KBLX-AF	10	10	10 KUFX-F	KBRG-F	10 KOBQ-FF	10	10

SAN FRANCISCO

OTHER RATED STATIONS		METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
KARA-F	105.7	Santa Clara/SJ	0.7/2.1/ 67/1256
KAZA	1290	Gilroy	0.3/0.7/ 29/ 455
KEEN	1370	San Jose	0.6/1.3/ 54/ 704
KFAX	1100	San Francisco	0.7/1.9/ 56/ 945
KHTT-F	92.9	Healdsburg/SRsa	0.6/1.3/ 60/ 816
KJAZ-F	92.7	Alameda	0.8/3.1/ 74/1643
KKIQ-F	101.7	Livermore/Plsnt	0.3/1.2/ 29/ 666
KLOK	1170	SanJose/SanFran	0.4/1.7/ 40/ 924
KMGG-F	97.7	Monte Rio/SnRsa	0.4/1.3/ 36/ 686
KNEW	910	Oakland/SJ	0.8/2.4/ 70/1335
KOFY	1050	San Mateo/SF	0.8/2.4/ 73/1289
KRTY-F	95.3	Los Gatos	0.6/1.9/ 55/1006
KXFX-F	101.7	Santa Rosa	0.5/0.9/ 42/ 476
KZST-F	100.1	Santa Rosa	0.4/1.2/ 33/ 619
KSFM-F	102.5	Woodland/Scrmnt	0.5/1.3/213/3315

RADIO STATIONS

AM STATIONS

KABL	960	5 KW (DA-1)	, EZ/SOFT AC	UNISUP	, \$ N/A (Christal)	Shamrock
KCBS	740	50 KW (DA-2)	, NEWS/TALK	CBS	, \$ 230.00 (CBS)	CBS
KDIA	1310	5 KW (DA-1)	, BLACK		, \$ 50.00 (---)	
KEST	1450	1 KW	, TALK/RELIGION		, \$ 40.00 (---)	Douglas
KFAX	1100	50 KW (DA-1)	, RELIGION		, \$ 40.00 (---)	Salem
KFRC	610	5 KW	, NOSTALGIA	MBS, UNISUP	, \$ 70.00 (Katz)	Bedford
KGO	810	50 KW	, NEWS/TALK	ABC	, \$ 340.00 (Banner)	Cap. Cities/ABC
KIQI	1010	10 KW/500W (DA-1)	, HISPANIC		, \$ 58.00 (Caballero)	
KNBR	680	50 KW	, FULL SERVICE	NBC	, \$ 189.00 (Eastman)	Susquehanna
KNEW	910	5 KW (DA-N)	, COUNTRY		, \$ 70.00 (McGuild)	Malrite
KSFO	560	5 KW (DA-N)	, OLDIES	UNIPWR	, \$ 105.00 (MMR)	King

FM STATIONS

KABL	98.1	100 KW @ 960	EZ/SOFT AC	UNISUP	, \$ 150.00 (Christal)	Shamrock
KBLX	102.9	7 KW @ 1290	JAZZ/URBAN		, \$ 130.00 (HNWH)	Inner City
KBRG	104.9	3 KW @ 300	HISPANIC		, \$ 55.00 (Katz Hisp)	(FREMONT)
KDFC	102.1	33 KW @ 1050	CLASSICAL		, \$ 79.00 (CMBS)	
KFOG	104.5	8 KW @ 1452	AOR	SOURCE	, \$ 110.00 (Eastman)	Susquehanna
KIOI	101.3	125 KW @ 1162	AC		, \$ 175.00 (Durpetti)	Fairmont
KITS	105.3	15 KW @ 1200	CHR/AOR	UNIPWR ABC	, \$ 140.00 (HNWH)	Entercom
KKHI	95.7	7 KW @ 1290	CLASSICAL		, \$ 77.00 (HNWH)	Buckley
KJAZ	92.7	2 KW @ 397	JAZZ		, \$ 80.00 (K & P)	(ALAMEDA)
KKSF	103.7	8 KW @ 1470	JAZZ/NAC		, \$ 147.00 (Banner)	Brown
KMEL	106.1	69 KW @ 1290	CHR		, \$ 190.00 (Christal)	Century
KDBK	98.9	6 KW @ 1355	AC		, \$ 70.00 (Katz)	Viacom
KOIT	96.5	33 KW @ 1410	SOFT AC		, \$ 175.00 (Torbet)	Bonneville
KRQR	97.3	82 KW @ 1100	AOR	CBS	, \$ 150.00 (CBS)	CBS
KSAN	94.9	30 KW @ 1207	COUNTRY		, \$ 160.00 (McGuild)	Malrite
KSOL	107.7	9 KW @ 1162	BLACK	APR	, \$ 135.00 (MMR)	United
KFRC	99.7	45 KW @ 1241	OLDIES		, \$ 100.00 (Schubert)	Bedford
KYA	93.3	50 KW @ 492	OLDIES	UNIPWR	, \$ 95.00 (Christal)	King

SAN JOSE

Arbitron Rank/Pop (12+): 30/1,229,100
 MSA Rank/Pop: 31/1,470,000
 San Francisco ADI
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 43/16
 Diaries: 1571/782:1/47.7%
 Sample Target: 1470
 % Below Line: 0.0
 % Not Listed: 56.3

1990 Revenue: \$30,600,000
 HM Inc.: \$51,455
 Retail \$: 12.6 Bill
 Pop per Station: 76,818
 #1 Biller: KOME-F \$5,800,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KHQT-F (CHR)	137/ 6.9	7.1	5.5	5.4	7.7	6.2	153/2350	1995/16.2	17.5	18.1	9.0	182	2162	KHQT-F
2. KBAY-F (EZ)	125/ 6.3	6.2	6.3	7.2	5.8	6.5	204/2549	1431/11.6	13.8	10.4	4.0	82	840	KBAY-F
3. KOME-F (AOR)	96/ 4.8	3.9	3.4	5.1	4.6	4.3	127/2229	1504/12.2	12.3	13.2	5.4	110	1585	KOME-F
KEZR-F (AC)	96/ 4.8	4.0	4.7	3.8	4.2	4.3	103/1862	1701/13.8	11.9	9.5	3.4	69	1103	KEZR-F
5. KSJO-F (AOR)	93/ 4.7	4.7	4.8	3.6	3.9	4.4	147/2546	1532/12.5	12.6	12.0	6.2	126	1601	KSJO-F
6. KUFX-F (CL AOR)	81/ 4.1	3.2	2.9	2.3	2.6	3.1	132/2516	1524/12.4	11.4	11.6	4.1	84	1431	KUFX-F
7. KARA-F (O)	55/ 2.8	4.8	3.1	4.2	3.9	3.7	60/1176	899/ 7.3	11.2	10.4	2.8	57	884	KARA-F
8. KRXY-F (C)	50/ 2.5	3.3	2.2	1.3	2.6	2.3	56/1006	837/ 6.8	8.0	6.1	3.3	66	823	KRXY-F
9. KDFC-AF (CL)	36/ 1.9	2.1	1.4	2.0	1.0	1.8	121/1968	699/ 5.7	6.4	5.0	1.2	25	420	KDFC-AF
10. KEEN (C)	36/ 1.8	1.7	1.6	3.4	1.2	2.1	50/654	542/ 4.4	4.1	3.3	1.3	27	462	KEEN
11. KAZA (SP)	25/ 1.3	1.2	1.0	1.7	1.4	1.3	29/453	314/ 2.6	2.1	2.7	1.1	22	343	KAZA
12. KLOK (SP)	16/ 0.8	1.0	0.9	0.8	1.7	0.9	31/783	358/ 2.9	3.3	3.9	1.6	33	635	KLOK
13. KNTA (SP)	11/ 0.6	0.8	1.2	1.1	1.6	0.9	16/371	249/ 2.0	2.2	2.8	0.2	4	205	KNTA
14. KLIV (N/T)	9/ 0.5	0.6	1.1	1.4	1.6	0.9	9/267	228/ 1.9	2.5	3.4	0.2	4	191	KLIV
15. KSJX (?)	6/ 0.3	0.1	----	0.1	----	0.1	14/171	87/ 0.7	0.9	0.1				KSJX

12+ FM SHARE (METRO): 87.84% (766 of 872) (SUM 90: 82.29%)

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 KEZR-F<	1 KBAY-F>>	1 KHQT-F	1 KBAY-F	1 KHQT-F	1 KHQT-F>	1 KBAY-F<
2	2 KSJO-F<	2 KHQT-F<	2 KEZR-F<	2 KOME-F	2 KARA-F	2 KSJO-F<	2 KHQT-F	2 KBAY-F	2 KEZR-F	2 KEZR-F
3	3 KHQT-F	3 KSJO-F	3 KUFX-F	3 KUFX-F	3 KEEN	3 KOME-F<	3 KSJO-F<	3 KOME-F	3 KBAY-F	3 KHQT-F
4	4 KEZR-F	4 KEZR-F	4 KEZR-F	4 KEZR-F<	4 KEZR-F	4 KBAY-F<	4 KUFX-F	4 KEZR-F	4 KDFC-AF	4
5	5 KUFX-F	5 KUFX-F	5 KHQT-F	5 KBAY-F	5 KUFX-F	5 KEZR-F	KEZR-F	5 KUFX-F	5 KOME-F	5
6	6	6	6	6 KARA-F	6	6	6	6	6	6

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

OTHER RATED STATIONS METRO SHARE/CUME RTG

See San Francisco for more about the following stations:

KABL	0.1/ 0.6	KKHI-F	1.9/ 5.1
KABL-F	0.6/ 3.0	KKSF-F	1.5/ 5.2
KBXL	0.2/ 0.3	KMEL-F	2.6/ 8.4
KBXL-F	1.2/ 3.9	KNBR	4.2/12.2
KBRG-F	2.0/ 4.4	KOFY-F	0.4/ 2.0
KCBS	3.7/13.3	KOIT	0.3/ 1.3
KOBK-F	0.8/ 2.1	KOIT-F	2.4/ 6.8
KDBQ-F	0.8/ 3.4	KSAN-F	1.8/ 6.9
KFOG-F	0.4/ 3.4	KSFD	1.6/ 6.7
KFRC	2.1/ 5.5	KYA -F	0.8/ 3.6
KFRC-F	1.6/ 6.7	KSOL-F	1.7/ 5.9
KGD	8.5/19.6		
KIDI-F	2.6/ 8.3	KDON-F	0.6/ 2.9
KITS-F	2.8/ 6.6		
KKHI	0.2/ 0.6		

RADIO STATIONS

KAZA, 1290,	5 KW (DAYS, DA)	HISPANIC	CRC, \$ 35.00 (Caballero)
KEEN, 1370,	5 KW (DA-2)	COUNTRY	UPI, \$ 40.00 (MMR)
KLIV, 1590,	5 KW (DA-N)	NOSTALGIA	\$ 40.00 (Eastman)
KLOK, 1170,	5 KW (DA-2)	HISPANIC	\$ 38.00 (Katz Hisp)
KNTA, 1430,	1 KW (DA-1)	HISPANIC	\$ 39.00 (Lotus)
KSJX, 1500,	10 KW .5 KW (DA-2)	AOR	\$ 25.00 (Durpetti)
KARA-F, 105.7,	50 KW @ 497	OLDIES	\$ 85.00 (Eastman)
KBAY-F, 100.3,	14 KW @ 2582	EZ/BTFL	\$ 85.00 (MMR)
KEZR-F, 106.5,	50 KW @ 430	AC	\$ 69.00 (Christal)
KHQT-F, 97.7,	1.6 KW @ 449	CHR	\$ 55.00 (HNWH)
KOME-F, 98.5,	12 KW @ 881	AOR	\$100.00 (Torbet)
KRXY-F, 95.3,	.4 KW @ 860	COUNTRY	UNISUP UNIULT, \$ 45.00 (Durpetti)
KSJO-F, 92.3,	50 KW @ 467	AOR	ABC, \$ 65.00 (Durpetti)
KUFX-F, 94.5,	1.5 KW @ 2580	CL AOR	\$ 70.00 (Katz)
KDBQ-F, 99.1,	1 KW @ 2618	AC	ABC, \$ 70.00 (Katz)

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,214,300
 MSA Rank/Pop: 23/2,450,000 Seattle
 ADI # 15
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 32/32
 Diaries: 1975/1121:1/52.1%
 Sample Target: 1890
 % Below Line: 0.0
 % Not Listed: 10.1

1990 Revenue: \$88,600,000
 HH Inc.: \$37,172
 Retail \$: 21.0 B11
 Pop per Station: 69,196
 #1 Biller: KIRO \$17,500,000

12+ METRO	1/4/SHARE	SPG				SUM	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
		91	91	90	90											
1. KIRO (N/T)	377/10.6	9.4	11.4	8.7	10.2	10.0	419/6397	5777/26.1	25.1	25.7			10.4	397	5295	KIRO
2. KMPS-AF (C)	275/ 7.8	5.6	7.8	6.3	6.8	6.9	323/4085	3451/15.6	13.4	13.7			6.6	230	2653	KMPS-AF
3. KPLZ-F (CHR)	227/ 6.4	6.7	6.0	7.0	6.9	6.5	257/4931	4251/19.2	19.9	19.4			8.2	316	4440	KPLZ-F
4. KOMO (FS)	186/ 5.2	5.0	5.7	5.5	5.2	5.3	216/3852	3317/15.0	15.2	13.6			3.1	120	1847	KOMO
5. KXRX-F (CL AOR)	184/ 5.2	5.3	3.6	4.5	4.5	4.7	203/3204	2754/12.4	12.0	11.0			4.5	173	2931	KXRX-F
6. KISW-F (AOR)	169/ 4.7	5.9	3.6	3.8	4.8	4.5	200/2957	2468/11.1	13.7	11.9			5.4	208	2565	KISW-F
7. KUBE-F (CHR)	166/ 4.7	5.1	4.8	5.2	5.2	4.9	190/4353	3842/17.4	17.5	17.5			6.8	261	5182	KUBE-F
8. KBSG-AF (O)	160/ 4.5	3.2	3.2	4.1	3.0	3.8	184/3108	2687/12.1	9.6	8.8			3.9	144	1765	KBSG-AF
9. KIXI (BB)	137/ 3.8	4.2	3.2	3.0	4.0	3.5	154/2290	2017/ 9.1	8.7	7.6			2.5	97	1148	KIXI
10. KZOK-F (AOR)	132/ 3.7	3.3	3.2	3.8	5.2	3.5	150/3031	2670/12.1	13.1	14.7			5.0	190	2222	KZOK-F
11. KLSY-AF (AC)	126/ 3.5	4.6	3.0	4.8	4.6	4.0	152/3008	2731/12.3	12.1	11.8			3.5	129	1779	KLSY-AF
12. KEZX-F (EZ)	125/ 3.5	2.5	1.1	0.9	1.5	2.0	140/1446	1230/ 5.6	5.2	3.8			2.0	76	781	KEZX-F
13. KING-F (CL)	122/ 3.4	4.5	3.9	4.2	3.9	4.0	137/2323	2058/ 9.3	11.4	8.4			4.5	174	1742	KING-F
14. KMTT-F (AC)	117/ 3.3	2.4	3.0	3.2	3.5	3.0	140/1958	1666/ 7.4	7.7	5.7			2.3	89	1273	KMTT-F
15. KRPM-F (C)	100/ 2.8	4.3	3.1	4.4	2.7	3.7	132/2101	1769/ 8.0	9.5	8.0			3.0	114	1981	KRPM-F
KLTX-F (SAC)	100/ 2.8	2.5	3.1	2.7	2.1	2.8	115/1813	1659/ 7.5	8.1	7.2			2.1	79	1046	KLTX-F
17. KING (N/T)	87/ 2.4	2.1	3.6	2.9	3.0	2.8	95/1650	1465/ 6.6	6.8	8.4			2.5	95	1010	KING
18. KKNW-F (J/NA)	81/ 2.3	2.2	3.5	2.1	1.7	2.5	93/1432	1332/ 6.0	5.9	5.2			2.1	81	1080	KKNW-F
19. KWMX-F (AC)	80/ 2.2	2.5	1.5	1.6	2.6	2.0	85/1374	1291/ 5.8	6.4	6.2			0.5	21	857	KWMX-F
20. KCMS-F (REL)	62/ 1.7	1.7	1.7	1.4	1.2	1.6	63/1128	1050/ 4.7	4.3	3.9			2.2	83	1043	KCMS-F
21. KNDD-F (AOR)	55/ 1.5	1.9	2.5	2.6	2.5	2.1	63/1361	1256/ 5.7	6.7	7.7			2.1	81	1432	KNDD-F
22. KVI (O)	38/ 1.1	1.2	1.3	1.4	1.3	1.3	41/1296	1221/ 5.5	4.2	5.1			1.5	58	764	KVI
23. KJR (T/SP)	26/ 0.7	0.8	1.1	1.2	1.1	1.0	27/815	766/ 3.5	4.6	4.1			0.9	36	617	KJR
24. KKFX (B)	24/ 0.7	0.4	1.3	0.5	0.5	0.7	26/674	630/ 2.8	1.9	1.9			1.8	69	1063	KKFX
25.																

12+ FM SHARE (METRO): 70.13% (2249 of 3207) (SUM 90: 67.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KXRX-F	1 KMPS-AF	1 KMPS-AF	1 KIRO <	1 KIRO >	1 KIRO >	1 KIRO <	1 KIRO	1 KIRO >>	1 KIRO >
2 KUBE-F>	2 KISW-F	2 KXRX-F	2 KIRO	2 KMPS-AF	2 KOMO <	2 KOMO	2 KMPS-AF	2 KMPS-AF	2 KPLZ-F>	2 KOMO
3 KMPS-AF	3 KMPS-AF	3 KISW-F<	3 KBSG-AF	3 KBSG-AF	3 KMPS-AF	3 KMPS-AF	3 KXRX-F	3 KPLZ-F<	3 KMPS-AF	3 KPLZ-F
4 KUBE-F<	4 KIRO	4 KISW-F	4 KISW-F	4 KIXI	4 KXRX-F	4 KXRX-F	4 KPLZ-F<	4 KXRX-F	4 KUBE-F	4 KMPS-F
5 KPLZ-F	5 KPLZ-F<	5 KXRX-F<	5 KXRX-F<	5 KEZX-F	5 KISW-F	5 KOMO <	5 KUBE-F<	5 KISW-F	5 KISW-F	5 KISW-F
6 KZOK-F	6 KBSG-AF	6 KZOK-F	6 KZOK-F	6 KBSG-AF	6 KPLZ-F	6 KISW-F<	6 KBSG-AF	6 KLSY-AF	6 KEZX-F	6 KEZX-F
7 KLSY-AF<	KUBE-F<	7 KMTT-F	7 KMTT-F	7 KING-F	7 KUBE-F	7 KIXI <	KISW-F>>	7 KXRX-F	7 KBSG-F	7 KBSG-F
8 KIRO	8 KZOK-F	8	8	8	8	8	8	8	8	8 KUBE-F
								9 KMGI-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 KPLZ-F	1 KUBE-F	1 KMPS-AF<	1 KMPS-AF>	1 KMPS-AF>	1 KXRX-F>	1 KISW-F	1 KISW-F	1 KISW-F<	1 KIRO >
2 KUBE-F>	2 KPLZ-F	2 KUBE-F	2 KPLZ-F	2 KBSG-AF>	2 KISW-F	2 KXRX-F>	2 KIRO	2 KIRO	2 KISW-F
3 KMPS-AF	3 KMPS-AF	3 KMTT-F	3 KUBE-F	3 KLSY-AF	3 KMPS-AF<	3 KIRO	3 KXRX-F	3 KXRX-F	3 KZOK-F
4 KWMX-F	4 KMTT-F	4 KLSY-AF	4 KBSG-AF	4 KMTT-F<	4 KPLZ-F>	4 KZOK-F	4 KZOK-F>	4 KZOK-F	4 KMPS-AF
5 KLSY-AF	5 KLSY-AF<	KXRX-F	5 KLSY-AF	5 KLTX-F<	5 KZOK-F	5 KMPS-AF	5 KLSY-AF	5 KMPS-AF>	5 KXRX-F<
6 KXRX-F	6 KXRX-F	KKNW-F	6 KMTT-F	6 KOMO <	6 KUBE-F	6 KPLZ-F	6	6 KBSG-AF	6 KBSG-AF
KISW-F	7 KWMX-F	7 KPLZ-F	7 KXRX-F	7 KPLZ-F	7	7 KUBE-F	7	7 KPLZ-F	7
8 KCMS-F	8	8 KBSG-AF	8 KWMX-F	8	8	8	8	8 KUBE-F	8
9 KMTT-F									

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KCIS 630	Edmonds	0.5/2.3/	21/ 536	
KGNW 820	Burien/Seattle	0.4/1.9/	19/ 494	
KRIZ 1420	Renton/Seattle	0.4/1.2/	14/ 264	
KRPM 770	Seattle/Tacoma	0.1/1.0/	3/ 235	

SEATTLE-TACOMA

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION	, \$ 25.00 (---)	
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI, \$ 38.00 (---)	
KING, 1090, 50 KW (DA-2)	, TALK	CNN ABC, \$ 60.00 (MMR)	King
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 260.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (DA-2)	, NOSTALGIA	UNISUP UNILT, \$ 54.00 (CBS)	Noble
KJR, 950, 5 KW (DA-1)	, OLDIES	, \$ 55.00 (HNWH)	Ackerly
KKFX, 1250, 5 KW (DA-N)	, BLACK	ABC, \$ 38.00 (HNWH)	Bingham
KLSY, 1540, 5 KW (DA-N)	, SEE KLSY-F		
KMPS, 1300, 5 KW (DA-N)	, SEE KMPS-F		
KOMO, 1000, 50 KW (DA-N)	, FULL SERVICE	ABC, \$ 130.00 (Katz)	
KVI, 570, 5 KW	, OLDIES	, \$ 50.00 (Banner)	Golden West

FM STATIONS

KMTT, 103.7, 100 KW @ 1670, AC/ROCK	, \$ 70.00 (Eastman)	Entercom
KBSG, 97.3, 55 KW @ 2393, OLDIES	, \$ 92.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 720, RELIGION	UPI, \$ 47.00 (Radio Spot)	
KEZX, 98.9, 100 KW @ 1110, EZ	ABC, \$ 60.00 (Durpetti)	Park
KING, 98.1, 100 KW @ 698, CLASSICAL	, \$ 68.00 (MMR)	King
KISW, 99.9, 100 KW @ 1148, AOR	, \$ 98.00 (McGuild)	Nationwide
KLSY, 92.5, 58 KW @ 2342, AC	APR ABC, \$ 75.00 (Banner)	Sandusky
KLTx, 95.7, 100 KW @ 1178, SOFT AC	, \$ 62.00 (HNWH)	Ackerly
KNDD, 107.7, 100 KW @ 1194, AOR	UNISUP, \$ 64.00 (CBS)	Noble
KMPS, 94.1, 100 KW @ 1194, COUNTRY	APR, \$ 140.00 (McGuild)	EZ
KKNW, 106.9, 100 KW @ 819, JAZZ/NAC	, \$ 70.00 (Banner)	Brown
KPLZ, 101.5, 100 KW @ 1200, CHR	, \$ 123.00 (Durpetti)	Golden West
KRPM, 106.1, 32 KW @ 2342, COUNTRY	, \$ 67.00 (Christal)	Heritage
KWMX, 100.7, 100 KW @ 736, AC	, \$ 60.00 (Torbet)	Bonneville
KUBE, 93.3, 100 KW @ 1290, CHR	, \$ 160.00 (MMR)	Cook Inlet
KXRX, 96.5, 100 KW @ 1223, CLASSIC AOR	, \$ 95.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1157, AOR	, \$ 67.00 (Eastman)	Adams

SHREVEPORT

Arbitron Rank/Pop (12+): 113/326,500
 MSA Rank/Pop: 134/360,000
 ADI # 65
 Average Person Ratings: 16.0
 Market TSL: 21.75 hours

Stations: 14/13
 Diaries: 818/399:1/49.6%
 Sample Target: 770
 % Below Line: 5.9
 % Not Listed: 7.7

1990 Revenue: \$8,800,000
 HH Inc.: \$25,952
 Retail \$: 2.6 Bil
 Pop per Station: 25,115
 #1 Biller: KRMD-AF \$2,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KRMD-AF (C)	108/20.7	16.3	17.0	15.0	----	17.3	174/1760	1013/31.0	32.5	0.0	18.1	103	1022	KRMD-AF
2. KMJJ-F (B)	101/19.3	17.3	15.1	13.4	----	16.3	112/861	770/23.6	20.9	0.0	25.2	152	1044	KMJJ-F
3. KEEL (BB)	47/ 9.0	5.7	8.0	5.5	----	7.1	60/639	468/14.3	13.2	0.0	3.6	22	437	KEEL
4. KOKA (G)	42/ 8.0	6.7	7.3	5.8	----	6.9	44/407	364/11.1	11.2	0.0	6.1	37	304	KOKA
5. KWKH-F (C)	32/ 6.1	4.6	6.1	4.2	----	5.3	58/777	452/13.8	13.9	0.0	4.0	24	423	KWKH-F
6. KTUX-F (CHR)	31/ 5.9	6.0	7.8	6.9	----	6.7	54/991	514/15.7	17.0	0.0	7.5	45	664	KTUX-F
7. KTAL-F (AOR)	30/ 5.7	6.4	5.0	8.1	----	6.3	61/932	429/13.1	13.9	0.0	8.3	50	499	KTAL-F
8. KLKL-F (O)	23/ 4.4	6.4	8.6	10.1	----	7.4	25/429	405/12.4	14.5	0.0	5.1	31	434	KLKL-F
9. KVKI-F (AC)	22/ 4.2	4.9	6.3	7.9	----	5.8	26/581	460/14.1	15.2	0.0	4.5	27	416	KVKI-F
KITT-F (AC)	22/ 4.2	9.4	5.9	5.6	----	6.3	55/938	461/14.1	17.4	0.0	5.3	32	296	KITT-F
11. KWKH (C)	18/ 3.4	4.4	3.1	6.3	----	4.3	36/485	261/ 8.0	10.3	0.0	3.0	18	236	KWKH
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 75.93% (366 of 482) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJJ-F>>	1 KMJJ-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>	1 KRMD-AF	1 KMJJ-F<	1 KMJJ-F>	1 KOKA >
2 KRMD-AF	2 KRMD-AF>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KMJJ-F>>	2 KEEL	2 KMJJ-F>	2 KMJJ-F>	2 KRMD-AF>	2 KRMD-AF>	2 KRMD-F
KTUX-F	3 KTAL-F	3 KTUX-F	3 KITT-F	3 KITT-F	3 KMJJ-F	3 KEEL >	3 KEEL >	3 KOKA >	3 KOKA >	KMJJ-F>>
4 KTAL-F	4 KTUX-F	4 KTAL-F	4 KLKL-F	4 KEEL	4 KOKA <	4 KWKH-F	4 KTAL-F	4 KTAL-F	4 KTAL-F	4 KWKH
5	5	5 KITT-F	5 KWKH-F	5 KLKL-F	5 KWKH-F	5 KTUX-F	5 KTUX-F	5	5	5
6	6	6 KLKL-F	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJJ-F>>	1 KMJJ-F	1 KRMD-AF	1 KMJJ-F	1 KRMD-AF	1 KRMD-AF	1 KMJJ-F	1 KMJJ-F>	1 KRMD-AF	1 KRMD-AF
2 KTUX-F	2 KRMD-AF>>	2 KMJJ-F>>	2 KRMD-AF>>	2 KMJJ-F>>	2 KMJJ-F>	2 KRMD-AF>	2 KRMD-AF	2 KMJJ-F>>	2 KMJJ-F>>
3 KRMD-AF>	3 KTUX-F	3 KITT-F	3 KOKA	3 KOKA >	3 KTUX-F	3 KTAL-F>>	3 KTAL-F>>	3 KTAL-F>	3 KWKH-F
4 KOKA	4 KOKA	4 KTAL-F	4 KTUX-F	4 KITT-F	4 KTAL-F	4 KTUX-F	4 KWKH-F	4 KWKH-F	KTAL-F
5	5 KTAL-F	5 KOKA	5 KITT-F	5 KLKL-F	5	5	5 KVKI-F	5 KTUX-F	5 KEEL
6	6 KITT-F	6	6	6	6	6	6 KITT-F	6 KLKL-F	6

OTHER RATED STATIONS	METRO SHARE	CUME RTG	TSA AQH	TSA CUME
KASO 1240 Minden	0.6/1.2/	3/	39	
KIOU 1480 Shreveport	0.6/1.5/	3/	49	

RADIO STATIONS

KEEL , 710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISUP, \$27.00	(Katz)	Multimedia
KOKA , 980, 5 KW/80 W	Gospel	SBN NBC, \$18.00	(HNWH)	
KLKL-F, 92.1, 3 KW @ 301	Oldies		(\$26.00)	(Durpetti)
KITT-F, 93.7, 100 KW @ 1010	AC		(\$36.00)	(Katz)
KMJJ-F, 100.1, 3 KW @ 300	Black	ABC, \$29.00	(McGulld)	Multimedia
KRMD-F, 101.1, 100 KW @ 1120	Country		(\$50.00)	Sun Group
KTAL-F, 98.1, 100 KW @ 1328	AOR		(\$23.00)	AmCom
KTUX-F, 98.9, 100 KW @ 720	CHR		(\$30.00)	(Banner)
KVKI-F, 96.5, 100 KW @ 797	AC		(\$31.00)	(Banner)
KWKH-F, 94.5, 100 KW @ 320	Country	MBS, \$43.00	(Christal)	(TEXARKANA)
				(CARTHAGE)
				Encore
				Great Empire

SPOKANE

Arbitron Rank/Pop (12+): 101/350,800
 MSA Rank/Pop: 130/359,000
 ADI # 77
 Average Person Ratings: 15.8
 Market TSL: 21.50 hours

Stations: 18/18
 Diaries: 852/412:1/55.6%
 Sample Target: 790
 % Below Line: 0.0
 % Not Listed: 11.7

1990 Revenue: \$10,900,000
 HH Inc.: \$27,026
 Retail \$: 2.9 Bill
 Pop per Station: 19,488
 #1 Biller: KGA/KDRK-F \$2,200,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. KZZU-F (CHR)	79/14.2	14.4	11.2	14.7	----	13.6	96/1313	946/27.0	30.4	0.0	17.5	102	1240
2. KISC-F (AC)	64/11.5	13.2	11.0	10.0	----	11.4	95/1035	743/21.2	22.1	0.0	10.1	59	715
3. KDRK-F (C)	55/ 9.9	10.2	11.9	9.8	----	10.4	91/1214	656/18.7	20.2	0.0	13.0	76	722
4. KEYF-F (O)	49/ 8.8	6.7	3.6	2.9	----	5.5	60/659	546/15.6	13.7	0.0	6.0	35	483
5. KXLY (N/T)	34/ 6.1	4.8	6.5	6.0	----	5.8	38/572	427/12.2	11.3	0.0	5.1	30	471
6. KKZX-F (CL AOR)	31/ 5.6	4.8	5.4	5.7	----	5.4	37/637	485/13.8	13.4	0.0	8.6	50	530
7. KKPL-F (SAC)	29/ 5.2	4.4	3.2	3.5	----	4.1	40/504	356/10.1	11.3	0.0	2.1	12	191
8. KEZE-F (AOR)	29/ 5.2	7.6	7.9	8.3	----	7.3	41/617	425/12.1	17.4	0.0	12.0	70	672
9. KXLY-F (EZ)	23/ 4.1	6.9	8.3	6.7	----	6.5	46/634	342/ 9.7	14.5	0.0	2.7	16	366
10. KGA (C)	22/ 4.0	3.2	4.5	5.5	----	4.3	39/517	324/ 9.2	8.9	0.0	2.9	17	235
11. KAQQ (BB)	20/ 3.6	3.9	2.2	3.1	----	3.2	30/404	255/ 7.3	7.1	0.0	0.9	5	117
12. KJRB (T)	13/ 2.3	1.9	2.3	2.2	----	2.2	22/310	260/ 7.4	6.3	0.0	1.5	9	197
13. KAAR-F (O)	12/ 2.2	1.2	3.2	1.9	----	2.1	15/194	157/ 4.5	5.2	0.0	1.4	8	165
14. KTRW (C)	9/ 1.6	2.1	1.6	2.8	----	2.0	14/171	123/ 3.5	5.1	0.0	1.4	8	91
15. KCDA-F (AC)	8/ 1.4	1.6	3.1	2.2	----	2.1	11/206	161/ 4.6	4.6	0.0	1.2	7	126

12+ FM SHARE (METRO): 77.35% (379 of 490) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F	1 KZZU-F>	1 KISC-F	1 KISC-F>	1 KISC-F	1 KEYF-F	1 KZZU-F<	1 KZZU-F	1 KZZU-F>	1 KZZU-F<	1 KISC-F>
2	2 KISC-F<	2 KZZU-F	2 KEYF-F	2 KEYF-F	2 KISC-F	2 KISC-F	2 KISC-F	2 KISC-F	2 KISC-F>>	2 KDRK-F
3	3 KDRK-F	3 KEYF-F<	3 KDRK-F	3 KDRK-F	3 KXLY	3 KDRK-F	3 KDRK-F	3 KDRK-F	3 KXLY	3 KXLY
4	4 KKZX-F	4 KDRK-F	4 KZZU-F	4 KZZU-F	4 KDRK-F	4 KXLY	4 KEYF-F	4 KEYF-F	4 KEYF-F	4 KEYF-F
5	5 KEZE-F	5	5 KKZX-F	5 KKZX-F	5	5	5	5	5 KDRK-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 KZZU-F>>	1 KISC-F<	1 KISC-F>>	1 KISC-F>	1 KISC-F>	1 KZZU-F>>	1 KZZU-F	1 KKZX-F	1 KZZU-F	1 KEYF-F
2 KISC-F	2 KZZU-F>	2 KEYF-F>	2 KZZU-F	2 KEYF-F>	2 KKZX-F	2 KKZX-F<	2 KDRK-F	2 KKZX-F	2 KDRK-F
3 KDRK-F>>	3 KEYF-F	3 KZZU-F	3 KEYF-F	3 KDRK-F	3 KEZE-F	3 KDRK-F	3 KEZE-F	3 KDRK-F	3 KISC-F
4 KEZE-F	4 KDRK-F	4 KKZX-F	4 KDRK-F	4 KKPL-F	4 KDRK-F	4 KEZE-F	4 KZZU-F>	4 KEZE-F<	4 KZZU-F
5 KEYF-F	5	5 KDRK-F	5	5 KZZU-F	5 KKPL-F	5	5 KISC-F	5 KEYF-F	5 KKZX-F
6 KAAR-F	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KEYF 1050 Dishman/Spokane	0.4/1.9/	2/	74
KHDL 630 Opportunity/Spk	0.7/3.1/	5/	123
KVNI 1080 Coeur D Alene	1.3/2.9/	7/	100

RADIO STATIONS

KAQQ , 590, 5 KW	Nostalgia	UNISUP CNN, \$16.00	(Katz)	Home News
KGA , 1510, 50 KW (DA-N)	Country	ABC, \$ NA	(Eastman)	John Price
KJRB , 790, 5 KW (DA-N)	Talk	UNISUP UNIULT, \$15.00	(Mc-Guild)	Apollo
KTRW , 970, 5 KW/1 KW (DA-N)	Country	UNIULT, \$17.00	(Christal)	Highsmith
KXLY , 920, 5 KW	News/Talk	CBS MBS, \$22.00	(Torbet)	Morgan Murphy
KAAR-F, 95.3, 1.3 KW @ 485	Oldies	, \$15.00	(---)	(MEDICAL LAKE)
KCDA-F, 103.1, 2 KW @ 1535	AC	UNISUP UNIULT, \$10.00	(Roslin)	(COEUR d'ALENE)
KDRK-F, 93.7, 56 KW @ 2380	Country	, \$50.00	(Eastman)	John Price
KEYF-F, 101.1, 100 KW @ 843	Jazz/NAC	, \$18.00	(---)	(CHENEY)
KEZE-F, 105.7, 100 KW @ 1910	AOR	UNIPWR, \$33.00	(Mc-Guild)	Apollo
KISC-F, 98.1, 94 KW @ 2031	AC	, \$39.00	(Katz)	Home News
KKPL-F, 96.1, 56 KW @ 2380	SAC	UNISUP, \$23.00	(Banner)	(OPPORTUNITY)
KKZX-F, 98.9, 100 KW @ 1614	Classic AOR	, \$28.00	(Banner)	
KXLY-F, 99.9, 37 KW @ 2998	EZ	, \$30.00	(Torbet)	Morgan Murphy
KZZU-F, 92.9, 85 KW @ 2080	CHR	, \$38.00	(Christal)	Highsmith

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/506,400
 MSA Rank/Pop: 88/596,000
 ADI # 98
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 29/16
 Diaries: 992/510:1/51.8%
 Sample Target: 935
 % Below Line: 27.9
 % Not Listed: 14.5

1990 Revenue: \$11,400,000
 HH Inc.: \$34,910
 Retail \$: 4.7 Bil
 Pop per Station: 31,650
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WMAS-F (AC)	88/10.0	8.6	6.9	7.8	7.6	8.3	88/1201	1161/22.9	20.1	16.8	4.9	41	738	WMAS-F
2. WPKX-F (C)	84/ 9.5	6.1	8.0	7.5	1.8	7.8	88/887	842/16.6	11.7	3.6	9.6	80	604	WPKX-F
3. WAQY-F (AOR)	81/ 9.2	7.7	7.8	8.4	10.1	8.3	90/1408	1327/26.2	22.8	22.6	11.3	94	1364	WAQY-F
4. WTIC-F (CHR)	64/ 7.2	8.1	7.1	5.6	7.5	7.0	65/1179	1170/23.1	21.0	20.3	10.5	87	1365	WTIC-F
5. WHYN-F (AC)	61/ 6.9	8.8	9.5	10.4	8.5	8.9	74/1220	1103/21.8	21.7	23.3	6.9	57	927	WHYN-F
6. WHYN (FS)	49/ 5.5	8.3	6.7	7.3	7.7	6.9	49/750	739/14.6	21.0	20.1	4.2	35	625	WHYN
7. WMAS (BB)	46/ 5.2	4.9	4.6	5.6	4.8	5.1	46/500	500/ 9.9	9.5	9.0	3.5	29	309	WMAS
8. WAAF-F (AOR)	33/ 3.7	3.8	3.4	3.6	2.1	3.6	35/576	509/10.1	11.2	6.8	6.4	53	667	WAAF-F
9. WDRC-F (O)	30/ 3.4	2.4	3.5	2.1	1.9	2.8	31/537	530/10.5	9.9	6.9	2.9	24	383	WDRC-F
10. WRCH-F (SAC)	28/ 3.2	3.1	2.5	3.8	3.4	3.2	30/534	511/10.1	9.2	9.4	1.8	15	265	WRCH-F
11. WCCC-F (AOR)	23/ 2.6	2.3	2.5	2.6	3.3	2.5	23/532	519/10.2	11.2	9.1	3.7	31	673	WCCC-F
12. WHMP-F (CHR)	21/ 2.4	1.2	2.0	1.7	1.6	1.8	31/575	468/ 9.2	8.1	7.4	2.8	23	479	WHMP-F
13. WHMP (AC)	19/ 2.1	1.0	1.5	1.7	2.6	1.6	20/229	222/ 4.4	4.5	4.4	0.5	4	155	WHMP

12+ FM SHARE (METRO): 75.00% (567 of 756) (SUM 90: 68.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F>	1 WAQY-F	1 WMAS-F	1 WMAS-F	1 WPKX-F	1 WPKX-F<	1 WMAS-F	1 WMAS-F	1 WAQY-F	1 WAQY-F>
2 WAAF-F>	2 WTIC-F	2 WMAS-F>	2 WAQY-F	2 WPKX-F<	2 WMAS-F	2 WMAS-F	2 WPKX-F	2 WPKX-F	2 WTIC-F	2 WHYN
3 WHMP-F	3 WMAS-F	3 WTIC-F	3 WPKX-F<	3 WAQY-F	3 WMAS	3 WAQY-F	3 WAQY-F	3 WAQY-F	3 WHYN	3 WMAS
4 WAQY-F	4 WHYN-F	4 WHYN-F	4 WHYN-F	4 WHYN-F>	4 WHYN	4 WHYN	4 WTIC-F	4 WHYN-F	4 WMAS-F	4
5	5 WAAF-F<	5 WPKX-F	5 WDRC-F	5 WDRC-F<	5 WHYN-F	5 WHYN-F	5 WHYN-F	5 WTIC-F	5 WAAF-F<	5
6	6 WPKX-F	6	6	6 WHYN	6	6 WTIC-F	6	6	6 WPKX-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 WTIC-F	1 WTIC-F<	1 WMAS-F	1 WMAS-F>	1 WMAS-F>	1 WAQY-F>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>	1 WPKX-F
2 WAQY-F	2 WMAS-F	2 WHYN-F	2 WTIC-F<	2 WHYN-F	2 WTIC-F>	2 WTIC-F	2 WPKX-F	2 WPKX-F	2 WAQY-F>
3 WMAS-F>	3 WAQY-F>	3 WTIC-F	3 WAQY-F	3 WPKX-F	3 WCCC-F	3 WCCC-F	3 WDRC-F	3 WCCC-F	3 WDRC-F
4 WHMP-F	4 WHYN-F	4 WAQY-F>>	4 WHYN-F>	4 WHYN	4 WAAF-F	4 WAAF-F	4 WAAF-F	4 WTIC-F	4 WHYN-F
5 WHYN-F	5	5 WDRC-F	5 WPKX-F	5 WAQY-F	5 WMAS-F	5 WPKX-F	5 WCCC-F	5 WDRC-F	5 WMAS-F
6	6	6	6	6	6 WKSS-F	6	6 WHYN-F	6 WHYN-F	6

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

WACE 730	Chicopee	0.7/2.4/	6/ 124
WARE 1250	Ware	0.5/1.4/	4/ 73
WIXY 1600	East Longmeadow	1.6/4.5/	14/ 230
WNNZ 640	Westfield	0.7/3.5/	6/ 185
WREB 930	Holyoke	0.6/2.6/	5/ 131
WRNX-F 100.9	Amherst/Nrthmpt	0.7/2.4/	6/ 157
WSPR 1270	Springfield	1.0/5.3/	9/ 266
WTTT 1430	Amherst	1.1/2.6/	10/ 139
WBZ 1030	Boston	0.5/2.8/	5/ 151
WHCN-F 105.9	Hartford	0.8/6.1/	8/ 314
WIOF-F 104.1	Waterbury	0.5/2.4/	4/ 123
WKSS-F 95.7	Hartford	1.7/12.3/	15/ 621
WRSI-F 95.3	Greenfield	0.6/1.3/	10/ 164
WRSR-F 96.1	Worcester	0.5/3.8/	5/ 221
WTIC 1080	Hartford	1.9/4.8/	17/ 241
WVYZ-F 92.5	Waterbury	1.5/3.6/	13/ 200

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC, \$ 17.00 (K & P)	Sillerman
WHYN, 560, 5 KW/1 KW (DA-2)	, MOR/FULL SER.	ABC, \$ 39.00 (McGuilid)	Wilks-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	MBS, \$ 25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	, OLDIES	UNIULT, CBS, \$ 18.00 (Eastman)	
WREB, 930, 500 W (DAYS)	, TALK	, \$ 16.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	MBS, APR, \$ 19.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 782, AOR		ABC, \$ 60.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 322, CHR		, \$ 25.00 (K & P)	Sillerman
WHYN-F, 93.1, 9 KW @ 1000, AC/OLDIES		, \$ 65.00 (McGuilid)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 195, AC		, \$ 54.00 (Banner)	Lappin
WPKX-F, 97.9, 1.1 KW @ 500, COUNTRY		, \$ NA (Durpetti)	

OTHER RANKED STATIONS -- See Hartford

SYRACUSE

Arbitron Rank/Pop (12+): 67/545,100
 MSA Rank/Pop: 79/656,000
 ADI # 68
 Average Person Ratings: 16.6
 Market TSL: 21.75 hours

Stations: 23/17
 Diaries: 934/584:1/52.9%
 Sample Target: 970
 % Below Line: 6.6
 % Not Listed: 18.1

1990 Revenue: \$19,300,000
 HH Inc.: \$33,946
 Retail \$: 5.0 Bil
 Pop per Station: 32,064
 #1 Biller: WYYY-F \$5,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WNTQ-F (CHR)	92/10.2	10.7	9.3	11.1	9.4	10.3	111/1976	1565/28.7	31.0	25.8	12.8	124	2036	WNTQ-F
2. WYYY-F (AC)	91/10.1	11.1	12.1	10.4	12.3	10.9	117/1698	1389/25.5	30.6	28.3	8.5	82	1500	WYYY-F
3. WAQX-F (AOR)	86/ 9.5	6.7	7.7	6.8	6.6	7.7	97/1371	1210/22.2	18.9	19.0	13.5	131	1394	WAQX-F
4. WSYR (FS)	85/ 9.4	10.2	14.3	9.8	8.8	10.9	96/1357	1200/22.0	22.7	21.6	8.4	81	1030	WSYR
5. WKFM-F (CL AOR)	68/ 7.5	8.2	5.7	7.9	8.3	7.3	90/1454	964/17.7	18.7	18.1	8.1	79	1223	WKFM-F
6. WSEN-AF (O)	55/ 6.1	4.4	4.1	4.6	4.2	4.8	74/1114	905/16.6	15.6	12.9	4.1	33	474	WSEN-AF
7. WRHP-F (EZ)	53/ 5.9	6.3	7.7	6.6	4.0	6.6	73/924	682/12.5	12.4	10.6	4.5	44	561	WRHP-F
8. WHEN (AC/FS)	30/ 3.3	2.6	2.5	4.9	3.3	3.3	31/673	576/10.6	10.6	11.8	1.9	18	344	WHEN
9. WEZG-F (SAC)	27/ 3.0	4.9	1.7	2.1	2.5	2.9	28/602	584/10.7	10.7	6.4	3.9	38	395	WEZG-F
10. WPCX-F (C)	24/ 2.7	3.5	2.3	3.9	2.2	3.1	60/889	374/ 6.9	7.0	5.2	1.2	12	376	WPCX-F
11. WNDR (C)	23/ 2.5	2.4	1.6	1.4	2.6	2.0	24/274	266/ 4.9	4.9	4.8	1.6	16	176	WNDR
12. WFBL (BB)	18/ 2.0	2.4	2.1	2.2	2.5	2.2	20/425	355/ 6.5	5.3	5.9	2.1	20	339	WFBL
13. WMHR-F (REL)	16/ 1.8	2.6	1.1	1.3	2.3	1.7	23/308	187/ 3.4	4.5	3.5	1.2	12	220	WMHR-F
14.														
15.														

12+ FM SHARE (METRO): 74.59% (552 of 740) (SUM 90: 75.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F >>	1 WAQX-F	1 WYYY-F <	1 WYYY-F >	1 WYYY-F >	1 WSYR >	1 WSYR >	1 WYYY-F	1 WNTQ-F	1 WAQX-F	1 WSYR >>
2 WKFM-F	2 WYYY-F	2 WAQX-F	2 WAQX-F <	2 WSEN-AF	2 WRHP-F	2 WYYY-F	2 WAQX-F	2 WAQX-F <	2 WSEN-AF	2 WYYY-F
3 WYYY-F	3 WNTQ-F	3 WNTQ-F	3 WKFM-F <	3 WAQX-F <	3 WSEN-AF >	3 WNTQ-F >	3 WNTQ-F	3 WYYY-F	3 WNTQ-F	3 WAQX-F
4 WAQX-F	4 WKFM-F	4 WKFM-F	4 WSEN-AF <	4 WKFM-F <	4 WYYY-F	4 WKFM-F	4 WKFM-F	4 WKFM-F <	4 WSYR	4
5	5	5 WSEN-AF	5 WNTQ-F	5 WNTQ-F >	5 WHEN	5 WRHP-F	5 WSYR	5 WSYR	5 WYYY-F >	5
6	6	6	6	6 WSYR	6	6 WSYR	6 WSEN-AF <	6 WKFM-F	6	6
								7 WRHP-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F >>	1 WYYY-F	1 WYYY-F >>	1 WYYY-F	1 WYYY-F >	1 WAQX-F >>	1 WAQX-F >>	1 WAQX-F >	1 WAQX-F >	1 WAQX-F
2 WYYY-F	2 WNTQ-F >	2 WNTQ-F >	2 WNTQ-F >	2 WNTQ-F >	2 WNTQ-F	2 WKFM-F	2 WKFM-F	2 WKFM-F	2 WKFM-F
3 WKFM-F	3 WKFM-F	3 WKFM-F	3 WSEN-AF	3 WSEN-AF	3 WYYY-F	3 WYYY-F	3 WYYY-F	3 WYYY-F	3 WSEN-AF
4 WAQX-F >>	4 WAQX-F	4 WAQX-F >	4 WKFM-F	4 WKFM-F	4 WKFM-F	4 WNTQ-F	4 WNTQ-F >	4 WSEN-AF	4 WYYY-F >
5	5	5 WOLF	5 WAQX-F	5 WSYR	5	5	5 WSEN-AF	5 WNTQ-F	5 WSYR
6	6	6	6	6 WAQX-F	6	6	6	6	6 WNTQ-F

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WNSS 1200 North Syracuse	0.7/1.8/	8/	111
WOLF 1490 Syracuse	1.7/2.7/	15/	146
WBEE-F 92.5 Rochester	0.4/1.5/	44/	488
WFRG-F 96.1 Rome/Utica	1.4/3.8/	33/	435
WKGW-F 104.3 Utica/Rome	0.6/1.7/	12/	306
WOUR-F 96.9 Utica	1.0/5.2/	24/	458
WUUU-F 102.5 Rome/Utica	0.6/2.3/	25/	357

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP	, \$ 18.00 (Christal)	Wilks-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N)	, MOR/AC	ABC	, \$ 30.00 (MMR)	Park
WNDR, 1260, 5 KW (DA-N)	, COUNTRY	ABC, UNISUP	, \$ 16.00 (McGuild)	Osborn
WSYR, 570, 5 KW (DA-2)	, MOR/FULL SER.	MBS NBC	, \$ 70.00 (Katz)	New City
WXRA, 1200, 1 KW	, NOSTALGIA		, \$ 15.00 (Eastman)	Levite
WAQX-F, 95.7, 25 KW @ 298, AOR		ABC	, \$ 42.00 (Banner)	Atlantic Ventures
WKFM-F, 104.7, 50 KW @ 492, CLASSIC AOR			, \$ 44.00 (Christal)	Wilks-Schwartz
WMHR-F, 102.9, 20 KW @ 782, RELIGION			, \$ 12.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR			, \$ 51.00 (McGuild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, EZ		ABC	, \$ 37.00 (MMR)	Park
WSCP-F, 101.7, 2.5 KW @ 365, COUNTRY		UNIULT	, \$ 20.00 (---)	(PULASKI)
WSEN-F, 92.1, 25 KW @ 200, OLDIES		CBS, UNISUP	, \$ 33.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 650, AC			, \$ 110.00 (Katz)	NewCity
WEZG-F, 100.9, 3 KW @ 165, SOFT AC		UNISUP	, \$ 29.00 (Eastman)	Levite
WPCX-F, 106.9, 45 KW @ 530, COUNTRY		SMN	, \$ 19.00 (Market 4)	(AUBURN)

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,846,000
 MSA Rank/Pop: 20/2,110,000
 ADI # 14
 Average Person Ratings: 17.6
 Market TSL: 23.75 hours

Stations: 28/25
 Diaries: 1832/1008:1/50.3%
 Sample Target: 1725
 % Below Line: 7.6
 % Not Listed: 12.9

1990 Revenue: \$58,500,000
 HH Inc.: \$29,615
 Retail \$: 17.2 B11
 Pop per Station: 73,840
 #1 Biller: WRBQ-AF \$9,000,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		Birch Share	Birch AQH	Birch Cume	
		91	91	90	90				91	90				
1. WQYK-F (C)	329/10.1	9.7	8.9	9.6	9.1	9.6	372/4156	3606/19.5	18.0	16.3	12.3	389	3231	WQYK-F
2. WWRM-F (SAC)	237/ 7.3	10.4	10.8	10.5	7.4	9.8	250/4019	3618/19.6	20.1	16.7	5.9	186	1974	WWRM-F
3. WUSA-F (AC)	228/ 7.0	6.8	6.1	8.0	6.2	7.0	238/3078	2864/15.5	15.0	13.7	5.5	173	1840	WUSA-F
4. WFLZ-F (CHR)	220/ 6.8	7.1	5.5	7.4	8.3	6.7	302/4461	3128/16.9	17.3	19.0	11.1	350	4142	WFLZ-F
5. WFLA (N/T)	210/ 6.5	5.3	7.4	4.7	5.8	6.0	277/3129	2561/13.9	13.0	10.8	6.5	206	2290	WFLA
6. WMTX-AF (AC)	191/ 5.8	6.2	3.8	4.3	5.3	5.0	233/3025	2573/13.9	12.9	12.9	7.6	228	2900	WMTX-AF
7. WXTB-F (AOR)	188/ 5.8	5.5	4.6	3.0	4.7	4.7	237/2423	2010/10.9	11.7	10.7	7.1	224	2337	WXTB-F
8. WYNF-F (AOR)	171/ 5.3	5.5	5.9	5.1	6.2	5.4	281/3562	2455/13.3	11.9	14.1	6.8	214	2339	WYNF-F
9. WGUL-AF (BB)	156/ 4.8	4.9	4.4	4.7	5.2	4.7	162/1760	1729/ 9.4	8.3	7.6	4.8	127	1326	WGUL-AF
10. WDUV-F (EZ)	149/ 4.6	5.7	5.5	6.0	5.5	5.4	317/3440	1884/10.2	10.6	9.8	1.0	33	736	WDUV-F
11. WRBQ-F (CHR)	145/ 4.5	4.6	6.3	5.7	5.9	5.3	176/3721	3009/16.3	15.5	18.8	4.8	151	3281	WRBQ-F
12. WYUU-F (O)	127/ 3.9	3.8	3.5	4.1	3.6	3.8	133/2025	1856/10.1	9.9	9.6	2.4	77	991	WYUU-F
13. WHVE-F (J/NA)	83/ 2.6	1.8	2.2	2.0	3.2	2.2	121/1989	1389/ 7.5	6.7	7.5	4.4	139	1161	WHVE-F
14. WSUN (C)	70/ 2.2	3.2	2.8	2.3	2.4	2.6	104/1480	1042/ 5.6	7.9	6.3	1.1	34	823	WSUN
15. WTKN (T)	54/ 1.7	1.0	1.1	0.9	0.8	1.2	57/1143	935/ 5.1	5.1	3.7	0.9	27	492	WTKN
16. WLWU-F (BB)	52/ 1.6	1.9	1.4	2.4	1.2	1.8	52/711	711/ 3.9	2.9	2.7	1.0	33	401	WLWU-F
17. WRXB (B)	43/ 1.3	0.8	0.8	0.6	1.3	0.9	48/442	413/ 2.2	1.1	2.2	0.9	27	481	WRXB
18. WTMP (B)	37/ 1.1	0.8	2.2	1.1	1.3	1.3	37/577	552/ 3.0	2.3	3.2	0.9	27	481	WTMP
19.														
20.														

12+ FM SHARE (METRO): 78.43% (2218 of 2828) (SUM 90: 80.55%)

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

OTHER RATED STATIONS

METRO CUME TSA TSA
 SHARE/RTG/AQH/CUME

WAMA	1550	Tampa	0.5/0.7/ 16/ 134
WDAE	1250	Tampa	0.3/1.7/ 11/ 320
WFNS	910	Plant City	0.4/1.9/ 18/ 460
WPSO	1500	New Port Richey	1.0/0.9/ 32/ 159
WQYK	1010	Seffner/Tampa	0.7/2.5/ 24/ 548
WRBQ	1380	St Petersburg	0.4/1.6/ 12/ 330
WRMD	680	St Petersburg	0.5/1.2/ 16/ 227
WPCV-F	97.5	Wintr Havn/Lkln	0.5/2.1/141/1544

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WFLA, 970, 5 KW (DA-2), TALK	CBS ABC, \$ 60.00 (Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2), SEE WGUL-F		
WHBO, 1040, 5 KW (DAYS), OLDIES	, \$ 37.00 (MMR)	Metroplex
WRMD, 680, 1 KW (DAYS), HISPANIC	, \$ 27.00 (Lotus)	
WQYK, 1010, 50 KW/5 KW (DA-2), SEE WQYK-F		
WRBQ, 1590, 5 KW/1 KW (DA-2), SEE WRBQ-F		
WRXB, 1590, 5 KW/1 KW (DA-2), BLACK	NBN ABC, \$ 25.00 (K & P)	Cox
WSUN, 620, 10 KW (DA-N), NEWS/TALK	NBC, \$ 60.00 (Durpetti)	Susquehanna
WTKN, 570, 5 KW/4.5 KW (DA-2) TALK	MBS BRN, \$ 44.00 (---)	
WTMP, 1150, 5 KW/4.5 KW(DA-2), BLACK	SBN UNIPWR, \$ 34.00 (HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR	ABC, \$ 90.00 (Eastman)	Jacor
WGUL, 105.5, 3 KW @ 255, NOSTALGIA	UPI UNISUP, \$ 47.00 (K & P)	Marcocci
WLVU, 106.3, 3 KW @ 300, NOST/ETHNIC	, \$ 30.00 (---)	
WNLT, 95.7, 100 KW @ 606, AC	, \$ 84.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$ 137.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC, \$ 230.00 (Christal)	Edens
WUSA, 100.7, 100 KW @ 599, AC	, \$ 105.00 (McGuild)	Gannett
WWRM, 107.3, 100 KW @ 623, SOFT AC	, \$ 90.00 (Durpetti)	Cox
WXTB, 97.9, 100 KW @ 599, AOR	ABC, \$ 70.00 (Banner)	Great American
WYNF, 94.9, 100 KW @ 1290, AOR	CBS, \$ 100.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 488, OLDIES	UPI UNIULT, \$ 47.00 (Banner)	Entercom
WHVE, 102.5, 100 KW @ 1663, JAZZ/NAC	, \$ 64.00 (---)	Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @ 576, EZ	MBS, \$ 60.00 (Christal)	(BRADENTON)

TOLEDO

Arbitron Rank/Pop (12+): 71/507,700
 MSA Rank/Pop: 83/620,000
 ADI # 63
 Average Person Ratings: 16.7
 Market TSL: 22.25 hours

Stations: 21/15
 Diaries: 1067/476:1/51.5%
 Sample Target: 1065
 % Below Line: 13.9
 % Not Listed: 15.7

1990 Revenue: \$14,000,000
 HH Inc.: \$31,175
 Retail \$: 4.8 Bil
 Pop per Station: 33,846
 #1 Biller: WTOD \$3,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F (AOR)	107/12.6	12.0	10.2	12.6	14.7	11.9	155/2199	1241/24.4	24.9	23.1	17.5	158	1594	WIOT-F
2. WKKO-F (C)	80/ 9.4	11.4	10.0	10.9	8.0	10.4	102/1432	953/18.8	19.6	15.5	8.0	72	734	WKKO-F
3. WLQR-F (SAC)	71/ 8.4	6.0	8.5	7.8	8.9	7.7	114/1445	908/17.9	18.1	17.8	4.9	44	618	WLQR-F
4. WVKS-F (CHR)	67/ 7.9	8.2	9.4	8.4	7.4	8.5	117/2219	1226/24.1	25.6	24.5	8.5	77	1200	WVKS-F
5. WRQN-F (CHR)	65/ 7.7	8.1	9.5	9.6	8.6	8.7	82/1611	1155/22.7	24.4	23.8	9.6	87	1202	WRQN-F
6. WWM-F (AC)	63/ 7.4	8.9	8.8	7.8	8.4	8.2	80/1288	1000/19.7	20.4	22.3	8.1	73	695	WWM-F
7. WSPD (FS)	50/ 5.9	6.6	7.7	7.2	5.5	6.8	55/799	660/13.0	13.0	12.9	7.4	67	719	WSPD
8. WJR (FS)	46/ 5.4	3.5	4.4	4.7	5.4	4.5	121/1671	711/14.0	11.9	11.7	4.9	44	519	WJR
9. CKLW (BB)	38/ 4.5	5.0	3.5	3.5	3.7	4.1	77/1074	549/10.8	8.8	9.3	3.7	33	283	CKLW
10. WXKR-F (CL AOR)	27/ 3.2	2.3	2.7	3.0	2.7	2.8	64/1012	500/ 9.8	10.5	8.3	3.0	27	383	WXKR-F
11. WVOI (B)	20/ 2.4	3.5	2.6	2.4	2.8	2.7	20/341	341/ 6.7	7.1	5.4	3.7	33	341	WVOI
WTOD (C)	20/ 2.4	2.7	2.7	3.6	2.6	2.8	22/373	309/ 6.1	6.3	6.6	1.9	17	218	WTOD
13.														
14.														
15.														

12+ FM SHARE (METRO): 74.16% (531 of 716) (SUM 90: 74.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F	1 WIOT-F	1 WKKO-F>	1 WKKO-F	1 WIOT-F>	1 WIOT-F>	1 WJR <	1 WWM-F
2 WVKS-F>>	2 WVKS-F	2 WWM-F	2 WWM-F	2 WWM-F	2 WLQR-F	2 WIOT-F>	2 WLQR-F	2 WLQR-F	2 WIOT-F>	2 WIOT-F
3 WIOT-F	3 WRQN-F	3 WVKS-F	3 WLQR-F<	WKKO-F	3 WSPD	3 WVKS-F	3 WKKO-F	3 WKKO-F	3 WRQN-F	3 WLQR-F
4	4 WWM-F>	4 WRQN-F	4 WKKO-F	4 WLQR-F	4 WJR	4 WWM-F	4 WVKS-F	4 WRQN-F	4 WKKO-F	4 WJR
5	5 WXKR-F	WLQR-F<	5 WVKS-F>	5 WVKS-F>	CKLW	5 WSPD <	5 WWM-F	5 WWM-F<	5 WWM-F	WSPD
6	WLQR-F	6 WKKO-F	6 WRQN-F	6 WRQN-F	6 WWM-F	6 WLQR-F	WSPD	6 WVKS-F	WVKS-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 WRQN-F	1 WVKS-F<	1 WVKS-F	1 WVKS-F	1 WLQR-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>
2 WIOT-F>	2 WIOT-F	2 WLQR-F	2 WWM-F	2 WKKO-F<	2 WVKS-F	2 WXKR-F	2 WXKR-F	2 WWM-F	2 WWM-F
3 WVKS-F>	3 WRQN-F>	3 WWM-F	WLQR-F<	3 WWM-F	3 WRQN-F	3 WVKS-F	3 WWM-F	3 WXKR-F	3 WKKO-F>
4 WWM-F	4 WWM-F	WIOT-F>	4 WVKS-F<	4 WVKS-F>	4 WXKR-F	4 WRQN-F	4 WJR	4 WVKS-F	4 WJR
WVOI	5 WLQR-F	5 WRQN-F	5 WRQN-F<	5 WIOT-F	5	5 WWM-F	CIMX-F	5 WRQN-F	WXKR-F
6	6	6	6 WKKO-F	6 WRQN-F	6	6	6 WRQN-F	WKKO-F	WSPD
									WLQR-F

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WCWA 1230 Toledo	0.6/2.8/	6/ 213		
WMMQ-F 107.7 N. Baltimore	0.9/1.7/	32/ 320		
WMTR-F 96.1 Archbold/Wauson	0.9/2.1/	11/ 156		
WRED-F 95.7 Gibonsburg	0.1/1.9/	2/ 119		
WWM 1470 Toledo	0.7/3.5/	6/ 184		
CIMX-F 88.7 Windsor/Detroit	1.1/2.5/	13/ 182		
WQBF-F 102.9 Ann Arbor	0.7/2.8/	17/ 354		
WJLB-F 97.9 Detroit	1.5/4.4/	19/ 290		
WRIF-F 101.1 Detroit	0.7/2.6/	18/ 453		

RADIO STATIONS

WCWA , 1230, 1 KW , Oldies	MBS CBS, \$18.00 (Eastman)	Reams
WMM , 1470, 1 KW (DA-2) , See WWM-F		
WSPD , 1370, 5 KW (DA-N) , MOR/Full Service	NBC, \$33.00 (MMR)	Commonwealth
WTOD , 1560, 5 KW (DAYS, DA) , Country	ABC, \$ NA (Katz)	Booth
WVOI , 1520, 1 KW (DA-2) , Black	SBN UNIPWR, \$18.00 (Regional)	
WIOT-F, 104.7, 50 KW @ 540 , AOR	SOURCE, \$62.00 (Eastman)	Reams
WKKO-F, 99.9, 50 KW @ 500 , Country	ABC, \$70.00 (Katz)	Booth
WLQR-F, 101.5, 19 KW @ 807 , EZ/Soft AC	, \$40.00 (MMR)	Commonwealth
WRQN-F, 93.5, 2 KW @ 401 , CHR	, \$33.00 (Banner)	ABS (BOWLING GREEN)
WVKS-F, 92.5, 50 KW @ 480 , CHR	ABC, \$53.00 (McGuild)	Noble
WXKR-F, 94.5, 30 KW @ 640 , CL AOR	ABC, \$ NA (HNWH)	(PORT CLINTON)
WWM-F, 105.5, 2 KW @ 390 , AC	, \$43.00 (Durpetti)	
WJR, CKLW -- See Detroit		

TUCSON

Arbitron Rank/Pop (12+): 65/562,500
 MSA Rank/Pop: 77/666,000
 ADI # 79
 Average Person Ratings: 16.4
 Market TSL: 22.50 hours

Stations: 23/20
 Diaries: 1024/549:1/55.9%
 Sample Target: 980
 % Below Line: 4.0
 % Not Listed: 13.0

1990 Revenue: \$17,000,000
 HH Inc.: \$26,940
 Retail \$: 4.3 Bil
 Pop per Station: 28,125
 #1 Biller: KRQQ-F \$3,300,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
		91	91	90	90			91	90						
1. KIIM-F (C)	162/17.6	13.2	13.8	14.2	13.4	14.7	187/1895	1487/26.4	25.4	24.0	14.8	143	1416	KIIM-F	
2. KRQQ-F (CHR)	97/10.5	13.9	14.8	15.1	16.8	13.6	133/1855	1550/27.6	30.6	32.0	20.7	200	2066	KRQQ-F	
3. KLPX-F (AOR)	91/ 9.9	11.5	11.9	7.6	9.9	10.2	99/1167	1094/19.4	22.5	21.1	13.0	125	1479	KLPX-F	
4. KKLD-F (AC)	77/ 8.4	7.7	8.8	7.2	7.6	8.0	80/961	908/16.1	17.7	17.0	5.1	49	685	KKLD-F	
5. KWFM-AF (O)	70/ 7.6	8.6	8.7	8.2	10.1	8.3	78/1380	1153/20.5	23.6	21.8	9.6	84	1153	KWFM-AF	
6. KNST (N/T)	34/ 3.7	5.0	4.4	5.9	3.6	4.8	36/554	543/ 9.7	12.6	10.7	2.7	26	441	KNST	
7. KCUB (C)	28/ 3.0	2.8	2.0	3.6	2.4	2.8	28/394	383/ 6.8	6.3	5.8	1.1	11	204	KCUB	
8. KJYK (CHR)	26/ 2.8	1.4	0.5	0.7	---	1.4	26/358	358/ 6.4	4.7	0.0	3.4	33	350	KJYK	
9. KUPD-F (AOR)	25/ 2.7	1.6	2.8	1.5	2.6	2.2	33/447	350/ 6.2	6.1	7.0	2.5	24	482	KUPD-F	
10. KQTL (SP)	23/ 2.5	2.3	2.4	4.5	2.7	2.9	38/257	207/ 3.7	4.1	4.8	0.8	8	128	KQTL	
11. KMRR (BB)	21/ 2.3	1.7	2.6	2.0	2.3	2.2	21/229	229/ 4.1	5.0	5.0	1.5	14	152	KMRR	
12. KGVY (BB)	21/ 2.3	3.3	2.0	3.9	3.0	2.9	23/266	250/ 4.4	4.3	5.0	1.5	14	111	KGVY	
13. KTKT (N)	18/ 2.0	1.0	3.9	1.8	1.4	2.2	18/481	454/ 8.1	6.3	7.5	0.8	8	198	KTKT	
14. KBTR-F (BB)	17/ 1.8	0.9	0.8	1.2	0.9	1.2	17/253	253/ 4.5	2.6	2.9	0.6	6	76	KBTR-F	
15. KTUC (N/T)	16/ 1.7	0.6	1.2	1.5	1.2	1.3	17/276	265/ 4.7	3.5	5.1	0.8	8	265	KTUC	
16. KXEW (SP)	15/ 1.6	2.9	2.2	2.3	2.6	2.3	15/149	149/ 2.6	5.5	4.9	1.0	10	179	KXEW	
17. KTZR (SP)	15/ 1.6	1.2	1.2	2.3	1.1	1.6	15/127	127/ 2.3	3.3	3.1	1.1	11	260	KTZR	
18.															
19.															
20.															

12+ FM SHARE (METRO): 71.16% (570 of 801) (SUM 90: 74.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KLPX-F	1 KIIM-F	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>>	1 KIIM-F>	1 KIIM-F>	1 KIIM-F>	1 KRQQ-F	1 KIIM-F<
2 KJYK	2 KIIM-F	2 KLPX-F	2 KLPX-F	2 KWFM-AF	2 KKLD-F	2 KRQQ-F<	2 KKLD-F	2 KLPX-F	2 KIIM-F>	2 KWFM-F
3	3 KRQQ-F>	3 KRQQ-F	3 KWFM-AF	3 KWFM-AF	3 KWFM-AF	3 KLPX-F	3 KRQQ-F<	3 KKLD-F	3 KLPX-F>	3 KKLD-F
4	4 KKLD-F	4 KWFM-AF	4 KRQQ-F	4 KKLD-F	4	4 KWFM-AF<	4 KLPX-F	4 KRQQ-F	4 KUPD-F	4 KRQQ-F
5	5 KWFM-AF	5 KKLD-F	5 KKLD-F	5 KRQQ-F	5	5 KKLD-F	5 KWFM-AF	5 KWFM-AF	5 KJYK	5

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

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
KGMS-F 97.1	Greenvalley/Tcs	1.2/2.6/	11/ 159
KQSN-F 92.1	Green Valley	1.3/4.1/	13/ 254
KVOI 690	Tucson	1.1/2.0/	10/ 113
KGRX-F 100.3	Globe	0.8/1.7/	9/ 161
KKFR-F 92.3	Glendale	0.5/0.7/	17/ 196

RADIO STATIONS

KCEE, 790,	5 KW/500 W (DA-2),	SEE KWFM-F	
KGVY, 1080,	1 KW (DAYS)	, NOSTALGIA	APR, \$ 20.00 (K & P)
KCUB, 1290,	1 KW	, SEE KIIM-F	
KMRR, 1330,	2 KW/5 KW (DA-2),	NOSTALGIA	SMN, \$ 19.00 (Eastman)
KJYK, 1490,	1 KW (DA-1)	, CONTEMP	NBC, \$ 15.00 (Christal)
KNST, 940,	1 KW/250 W (DA-2),	NEWS/TALK	ABC, MBS, \$ 30.00 (McGuilid)
KQTL, 1210,	10 KW/1 KW (DA-2),	HISPANIC	, \$ 18.00 (Caballero)
KTKT, 990,	10 KW/1 KW (DA-N),	TALK	CNN, UNISUP, \$ 18.00 (HNWH)
KTUC, 1400,	1 KW	, TALK	CBS, CNN, \$ 17.00 (Roslin)
KXEW, 1600,	2.5 KW/1 KW (DA-2),	HISPANIC	CRC, \$ 15.00 (Lotus)
KAWV-F, 103.1,	900 W @ 610,	JAZZ/NAC	SMN, \$ 17.00 (Republic)
KIIM-F, 99.5,	93 KW @ 2036,	COUNTRY	, \$ 60.00 (Katz)
KKLD-F, 94.9,	95 KW @ 1952,	AC	, \$ 43.00 (Christal)
KLPX-F, 96.1,	97 KW @ 1952,	AOR	, \$ 40.00 (HNWH)
KQYT-F, 92.1,	1.8KW @ 406,	EZ/BTFL	, \$ 16.00 (Banner)
KRQQ-F, 93.7,	94 KW @ 2032,	CHR	, \$ 75.00 (McGuilid)
KWFM-F, 92.9,	93 KW @ 2036,	OLDIES	, \$ 50.00 (MMR)
KXMG-F, 98.3,	3 KW @ 202,	HISPANIC	, \$ 15.00 (Lotus)

TULSA

Arbitron Rank/Pop (12+): 60/639,900
 MSA Rank/Pop: 69/746,000
 ADI # 58
 Average Person Ratings: 16.0
 Market TSL: 21.25 hours

Stations: 21/21
 Diaries: 1162/551:1/51.9%
 Sample Target: 1065
 % Below Line: 0.0
 % Not Listed: 10.2

1990 Revenue: \$20,100,000
 HH Inc.: \$26,033
 Retail \$: 5.4 Bill
 Pop per Station: 30,471
 #1 Biller: KMOD-F \$3,300,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume
1. KWEN-F (C)	161/15.7	18.1	13.4	13.9	11.3	15.3	239/2700	1793/28.0	30.6	21.5	14.7	155	1692
2. KMYZ-F (CHR)	98/ 9.6	7.5	6.4	7.3	10.3	7.7	133/1907	1359/21.2	18.4	20.2	10.5	111	1671
3. KMOD-F (CL AOR)	84/ 8.2	8.9	8.9	8.1	10.5	8.5	130/1748	1139/17.8	17.6	19.1	9.2	97	1277
4. KRMG (FS)	80/ 7.8	9.6	13.0	8.3	10.9	9.7	95/1393	1181/18.5	21.0	20.2	9.2	97	1157
5. KBEZ-F (SAC)	69/ 6.7	6.0	6.5	6.5	7.7	6.4	106/1368	917/14.3	12.8	13.7	4.7	50	659
6. KVOO (C)	53/ 5.2	6.3	5.3	8.3	5.4	6.3	91/1170	725/11.3	11.0	10.1	4.0	42	472
7. KTFX-F (C)	51/ 5.0	3.3	3.7	1.7	1.8	3.4	75/990	688/10.8	8.8	5.8	2.5	26	505
8. KQLL-AF (O)	50/ 4.9	4.5	3.8	3.5	5.4	4.2	86/1337	925/14.5	13.5	12.8	4.1	43	772
9. KAYI-F (CHR)	44/ 4.3	6.0	6.0	6.0	6.4	5.6	79/1669	1022/16.0	17.5	17.8	9.3	98	1279
10. KVOO-F (C)	42/ 4.1	4.0	4.5	4.6	3.6	4.3	55/987	634/ 9.9	11.1	10.8	5.2	55	719
11. KRAV-F (AC)	41/ 4.0	3.6	3.7	4.6	4.1	4.0	54/943	711/11.1	11.9	12.4	5.0	53	560
12. KTHK-F (CL AOR)	33/ 3.2	4.1	3.3	4.4	---	3.8	37/793	688/10.8	12.0	0.0	3.1	33	527
13. KTOW-F (B)	25/ 2.4	1.4	0.9	1.3	0.6	1.5	26/290	265/ 4.1	4.4	1.7	4.9	52	447
14. KSTM-F (AC)	22/ 2.1	1.8	2.3	3.6	3.4	2.4	30/667	471/ 7.4	6.5	8.7	1.4	15	300
15.													

12+ FM SHARE (METRO): 80.35% (740 of 921) (SUM 90: 78.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMYZ-F>>	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>	1 KWEN-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F	1 KWEN-F
2 KWEN-F	2 KMYZ-F	2 KMOD-F	2 KMOD-F>	2 KMOD-F	2 KRMG	2 KRMG >	2 KMYZ-F	2 KMYZ-F	2 KMYZ-F>	2 KRMG >>
3 KTOW-F	3 KMOD-F>>	3 KMYZ-F>	3 KMYZ-F	3 KQLL-AF<	3 KBEZ-F	3 KMOD-F	3 KMOD-F<	3 KMOD-F	3 KMOD-F	3 KBEZ-F>
KAYI-F	4 KTFX-F<	4 KQLL-AF	4 KQLL-AF	4 KMYZ-F	4 KVOO >	4 KVOO <	4 KBEZ-F	4 KBEZ-F>	4 KAYI-F	4 KMYZ-F
5	5 KAYI-F	5 KTFX-F	5 KTFX-F<	5 KBEZ-F<	5 KQLL-AF	5 KMYZ-F	5 KRMG	5 KTFX-F<	5 KRMG	5
6	6 KTHK-F	6 KRAV-F	6 KRAV-F	6 KTFX-F	6	6 KBEZ-F	6 KQLL-AF	6 KQLL-AF	6	6
7	KRAV-F	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KWEN-F>>	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KWEN-F
2 KWEN-F>	2 KMYZ-F>	2 KMYZ-F	2 KMYZ-F>	2 KMYZ-F	2 KMYZ-F>	2 KWEN-F<	2 KWEN-F	2 KWEN-F>	2 KMOD-F>
3 KAYI-F	3 KMOD-F	3 KTFX-F	3 KMOD-F	3 KQLL-AF	3 KWEN-F>>	3 KMYZ-F>>	3 KMYZ-F>	3 KMYZ-F>	3 KQLL-AF
4 KTOW-F	4 KTFX-F	4 KRAV-F	4 KQLL-AF	4 KRAV-F	4 KTHK-F	4 KTHK-F	4 KTHK-F	4 KQLL-AF	4 KMYZ-F
5 KMOD-F	KAYI-F	KMOD-F	KRAV-F	KBEZ-F<	KRMG	5 KQLL-AF	5 KQLL-AF	5 KTHK-F	5 KRMG
6	6 KRAV-F	6	6 KTFX-F	6 KTFX-F	6	6 KTFX-F	KVOO-F	KRMG	6 KTHK-F
7	7	7	7	7	7	7	KTFX-F	7	7
							KRAV-F		KBEZ-F

OTHER RATED STATIONS	METRO CUME	TSA	TSA
	SHARE/RTG/AQH/CUME		
KAKC 1300 Tulsa	0.6/2.6/	7/	184
KBLK 1550 Sapulpa/Tulsa	1.2/2.2/	14/	195
KCFO 970 Tulsa	1.4/2.3/	16/	165
KCMA-F 92.1 Broken Arrow	1.1/4.4/	13/	324
KGTO 1050 Tulsa	1.4/2.2/	17/	170
KXOJ-F 100.9 Sapulpa/Tulsa	1.1/4.5/	11/	291

RADIO STATIONS

KBLK, 1550, 2.5 KW/350W (DA-2), BLACK	, \$ 15.00 (---)	
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	, \$ 12.00 (---)	Salem
KRMG, 740, 50 KW/25 KW (DA-2), MOR/FULL SER.	ABC, \$ 56.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY	UNIULT NBC, \$ 50.00 (Durpetti)	Great Empire
KAYI-F, 106.9, 100 KW @ 1005, CHR	ABC, \$ 44.00 (MMR)	Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1318, EZ	, \$ 32.00 (Eastman)	WIN/ML
KCMA-F, 92.1, 2.3 KW @ 374, CLASSICAL	, \$ 20.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1327, CL AOR	, \$ 70.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1130, CHR	ABC, \$ 33.00 (Torbet)	Shamrock-Lynette (PAYOR)
KRAV-F, 96.5, 100 KW @ 1327, AC	UNISUP, \$ 37.00 (Torbet)	
KTFX-F, 103.3, 100 KW @ 1278, COUNTRY	, \$ 26.00 (---)	
KTHK-F, 94.1, 18 KW @ 800, CLASSIC AOR	, \$ NA (---)	(OKMULGEE)
KQLL-F, 106.1, 100 KW @ 1321, OLDIES	, \$ 31.00 (Christal)	Federated (OWASSO)
KSTM-F, 99.5, 100 KW @ 1400, AC	SMN, \$ NA (Schubert)	(HENRYETTA)
KVOO-F, 98.5, 100 KW @ 1226, COUNTRY	NBC UNIULT, \$ N/A (Durpetti)	Great Empire
KWEN-F, 95.5, 100 KW @ 1327, COUNTRY	, \$ 68.00 (Katz)	NewCity

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,211,700

Stations: 32/28

1990 Revenue: \$153,000,000

MSA Rank/Pop: 6/3,820,000

Diaries: 2382/1348:1/50.7%

HH Inc.: \$48,038

ADI # 9

Sample Target: 2260

Retail \$: 34.4 Bil

Average Person Ratings: 16.6

% Below Line: 2.5

Pop per Station: 114,703

Market TSL: 22.00 hours

% Not Listed: 15.9

#1 Biller: WMZQ-AF \$15,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WPGC-F (CHR)	418/ 7.8	7.6	7.3	8.1	7.5	7.7	483/6879	5953/18.5	18.6	17.6	13.4	771	6549	WPGC-F
2. WMZQ-AF (C)	297/ 5.5	5.9	4.9	6.5	6.6	5.7	369/5075	3901/12.1	14.1	13.5	5.9	331	3446	WMZQ-AF
3. WGAY-F (EZ)	291/ 5.5	5.6	6.9	6.8	5.9	6.2	330/4321	3790/11.8	12.3	12.6	4.5	262	2893	WGAY-F
4. WWDC-F (AOR)	278/ 5.2	4.4	3.1	4.3	4.3	4.3	358/6237	4656/14.5	14.1	14.7	5.4	309	4598	WWDC-F
5. WKYS-F (B)	242/ 4.5	4.9	5.3	4.8	6.6	4.9	256/4735	4441/13.8	11.9	13.4	6.3	363	3837	WKYS-F
6. WTOP (N)	222/ 4.2	3.3	6.5	3.5	3.7	4.4	254/5826	4932/15.4	14.3	14.2	2.9	169	4279	WTOP
7. WASH-F (SAC)	218/ 4.1	4.6	4.5	3.5	5.1	4.2	240/4074	3640/11.3	14.0	10.1	3.8	219	3026	WASH-F
8. WLTT-F (AC)	214/ 4.0	4.0	4.1	3.0	3.5	3.8	237/4133	3748/11.7	11.6	10.1	2.4	140	2598	WLTT-F
9. WMAL (FS)	192/ 3.6	4.5	4.4	4.6	5.1	4.3	217/4071	3705/11.5	11.8	12.8	2.7	156	2752	WMAL
10. WMMJ-F (B/AC)	189/ 3.5	4.0	3.5	4.0	2.5	3.8	189/2479	2445/ 7.6	6.7	5.7	3.3	193	1721	WMMJ-F
11. WAVA-F (CHR)	186/ 3.5	4.2	3.8	4.0	3.6	3.9	232/5612	4429/13.8	15.1	14.0	4.2	240	5452	WAVA-F
12. WCXR-F (CL AOR)	183/ 3.4	3.0	2.9	3.7	4.3	3.3	204/4415	3886/12.1	11.2	11.6	3.8	217	3655	WCXR-F
13. WXTR-F (O)	178/ 3.3	3.0	2.6	2.8	2.4	2.9	213/4307	3678/11.5	10.5	9.8	3.4	199	3539	WXTR-F
14. WHUR-F (B)	172/ 3.2	2.9	3.2	3.3	3.6	3.2	178/4132	3823/11.9	11.2	12.3	2.9	169	3094	WHUR-F
15. WRQX-F (CHR)	167/ 3.1	4.2	4.8	3.0	3.3	3.8	190/4649	3821/11.9	13.8	15.1	3.3	192	4491	WRQX-F
16. WGMS-F (CL)	162/ 3.0	3.4	3.0	2.7	3.1	3.0	168/2644	2321/ 7.2	8.1	7.7	1.9	107	1505	WGMS-F
17. WHFS-F (AOR)	136/ 2.5	2.6	2.1	2.3	2.6	2.4	195/3144	2477/ 7.7	8.7	7.6	2.8	161	3276	WHFS-F
18. WOL (B/T)	119/ 2.2	2.6	1.5	2.1	1.3	2.1	119/1359	1353/ 4.2	4.3	3.7	1.4	82	787	WOL
19. WJFK-F (CL AOR)	110/ 2.1	1.8	1.5	2.0	2.0	1.8	118/2874	2560/ 8.0	7.7	7.1	1.5	84	2073	WJFK-F
20. WWRC (T)	100/ 1.9	2.5	2.4	2.1	2.1	2.2	103/1810	1681/ 5.2	5.5	6.1	2.1	119	1378	WWRC
21. WJZE-F (J/B)	98/ 1.8	1.1	1.9	1.6	1.0	1.6	104/1768	1649/ 5.1	4.9	5.3	1.6	95	1327	WJZE-F
22. WYCB (G)	69/ 1.3	0.7	1.3	1.4	1.3	1.2	73/1193	1162/ 3.6	1.9	2.5	1.0	57	760	WYCB
23.														
24.														
25.														

12+ FM SHARE (METRO): 82.43% (3702 of 4491) (SUM 90: 81.07%)

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 WPGC-F	1 WLTT-F	1 WMZQ-AF <	1 WGAY-F	1 WWDC-F <	1 WPGC-F	1 WPGC-F >	1 WPGC-F >>	1 WKYS-F
2 WAVA-F	2 WWDC-F	2 WWDC-F	2 WPGC-F <	2 WLTT-F	2 WMZQ-AF	2 WPGC-F	2 WGAY-F	2 WGAY-F	2 WWDC-F	2 WPGC-F
3	3 WKYS-F	3 WKYS-F <	3 WMZQ-AF <	3 WASH-F <	3 WTOP <	3 WMAL <	3 WASH-F <	3 WMZQ-AF	3 WHUR-F <	3 WTOP
4	4 WHFS-F	4 WLTT-F <	4 WASH-F <	4 WPGC-F <	4 WMAL	4 WTOP	4 WMZQ-AF	4 WLTT-F <	4 WKYS-F <	4 WMAL
5	5 WLTT-F <	5 WMZQ-AF <	5 WKYS-F	5 WKYS-F	5 WASH-F	5 WMZQ-AF	5 WWDC-F <	5 WWDC-F	5 WTOP	5 WMZQ-F
6	6 WCXR-F <	6 WASH-F	6 WCXR-F <	6 WXTR-F	6 WXTR-F	6 WKYS-F	6 WLTT-F	6 WKYS-F	6 WMMJ-F	6 WHUR-F
7	7 WRQX-F	7 WCXR-F	7 WXTR-F <	7 WCXR-F <	7 WGMS-F	7 WASH-F	7 WCXR-F	7 WXTR-F	7 WGAY-F	7
8	8 WMMJ-F	8	8 WMMJ-F	8 WMMJ-F	8	8	8	8 WASH-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 WPGC-F >>	1 WPGC-F >	1 WLTT-F <	1 WPGC-F >	1 WLTT-F	1 WWDC-F >>	1 WWDC-F >	1 WWDC-F	1 WWDC-F >	1 WMZQ-AF
2 WRQX-F	2 WKYS-F	2 WPGC-F	2 WLTT-F <	2 WASH-F	2 WPGC-F	2 WPGC-F	2 WCXR-F	2 WCXR-F <	2 WCXR-F
3 WKYS-F	3 WLTT-F >	3 WKYS-F >	3 WASH-F	3 WPGC-F <	3 WAVA-F	3 WHFS-F <	3 WPGC-F <	3 WPGC-F <	3 WWDC-F
4 WAVA-F	4 WRQX-F >	4 WRQX-F <	4 WKYS-F <	4 WKYS-F	4 WHFS-F	4 WCXR-F	4 WHFS-F	4 WMZQ-AF	4 WTOP
5 WWDC-F	5 WASH-F <	5 WMMJ-F	5 WRQX-F >	5 WMZQ-AF	5 WIYY-F	5 WKYS-F <	5 WMMJ-F <	5 WKYS-F <	5 WGAY-F
6 WASH-F	6 WMMJ-F <	6 WHFS-F	6 WMZQ-AF	6 WMMJ-F <	6 WJFK-F	6 WMMJ-F	6 WKYS-F	6 WHFS-F	6 WXTR-F <
7 WMZQ-AF	7 WWDC-F <	7 WHUR-F	7 WMMJ-F	7 WXTR-F	7 WKYS-F	7 WHUR-F	7 WHUR-F	7 WMMJ-F	7 WPGC-F
8	8 WHUR-F	8 WASH-F	8	8	8	8	8 WTOP	8	8

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WAFY-F	103.1	Middletown/Frdk	0.3/0.9/	18/ 314
WCPT	730	Alexandria/Wshg	0.4/2.3/	22/ 804
WFRE-F	99.9	Frederick	0.5/1.4/	61/ 921
WGMS	570	Bethesda	0.2/1.4/	11/ 449
WWDC	1260	Washington	0.8/2.1/	44/ 672
WFLS-F	93.3	Fredericksburg	0.5/1.4/	58/ 887
WIYY-F	97.9	Baltimore	1.2/3.7/	126/2169
WPOC-F	93.1	Baltimore	0.5/1.5/	172/1946
WRBS-F	95.1	Baltimore	0.3/1.0/	32/ 523

WASHINGTON

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	,	Black	,	\$ 30.00	(Group W)	Westinghouse
WDCT,	1310,	5 KW/500 W	,	Religion	,	\$ 28.00	(---)	Marsh
WFAX,	1220,	5 KW (DAYS)	,	Religion	,	\$ 20.00	(---)	
WMAL,	630,	5 KW (DA-2)	,	Full Service	ABC,	\$200.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	,	Hispanic	,	\$ 35.00	(Katz Hisp.)	
WOL,	1450,	1 KW	,	Black Talk	NBN UNIULT,	\$ 49.00	(K & P)	Almic
WTOP,	1500,	50 KW (DA-2)	,	News	CBS MBS,	\$174.00	(CBS)	Chase
WWDC,	1260,	5 KW (DA-2)	,	Nostalgia	UNISUP UNIULT,	\$ 44.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	,	Talk	ABC,	\$ 60.00	(MMR)	
WYCB,	1340,	1 KW	,	Gospel	SBN,	\$ 40.00	(---)	

FM STATIONS

WASH,	97.1,	26 KW @ 686	,	AC	UNISUP,	\$111.00	(HNWH)	Chase
WAVA,	105.1,	41 KW @ 541	,	CHR	,	\$158.00	(HNWH)	Emmis
WCXR,	105.9,	28 KW @ 648	,	Classic AOR	,	\$164.00	(Group W)	Westinghouse
WJZE,	100.3,	50 KW @ 331	,	Jazz	APR,	\$ 75.00	(Mc-Guild)	United
WGAY,	99.5,	21 KW @ 770	,	EZ	,	\$190.00	(MMR)	Greater Media
WGMS,	103.5,	46 KW @ 510	,	Classical	MBS,	\$130.00	(Durpetti)	Verstandig
WHFS,	99.1,	47 KW @ 360	,	AOR	APR,	\$ 60.00	(Banner)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 670	,	Black	,	\$104.00	(Durpetti)	Howard Univ.
WJFK,	106.7,	22 KW @ 730	,	Classic AOR	ABC,	\$ 80.00	(Torbet)	Infinity
WKYS,	93.9,	25 KW @ 707	,	Black	,	\$192.00	(Banner)	Albimar
WLTT,	94.7,	22 KW @ 744	,	AC	,	\$164.00	(CBS)	CBS
WMMJ,	102.3,	1.4 KW @ 480	,	Black Oldies	ABC MBS,	\$ 70.00	(K & P)	Almic
WMZQ,	98.7,	50 KW @ 490	,	Country	,	\$255.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500	,	CHR/Urban	,	\$160.00	(Banner)	Cook Inlet
WRQX,	107.3,	36 KW @ 590	,	CHR/AC	ABC,	\$117.00	(Katz)	Cap Cities/ABC
WWDC,	101.1,	32 KW @ 760	,	AOR	UNIPWR,	\$180.00	(Christal)	
WXTR,	104.1,	50 KW @ 500	,	Oldies	,	\$140.00	(Mc-Guild)	Radio Ventures

WEST PALM BEACH

Arbitron Rank/Pop (12+): 52/783,400
 MSA Rank/Pop: 60/885,000
 ADI # 50
 Average Person Ratings: 17.3
 Market TSL: 23.00 hours

Stations: 35/15
 Diaries: 1123/698:1/48.7%
 Sample Target: 1125
 % Below Line: 28.0
 % Not Listed: 10.5

1990 Revenue: \$25,000,000
 HH Inc.: \$37,870
 Retail \$: 8.3 Bill
 Pop per Station: 52,226
 #1 Biller: WRMF-F \$6,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	218/16.1	16.1	13.6	14.1	14.4	15.0	295/3175	2104/26.9	27.6	22.7	9.2	96	1274	WEAT-AF
2. WJNO (N/T)	124/ 9.2	8.5	8.9	8.4	8.8	8.8	154/1689	1205/15.4	16.1	16.0	6.3	72	920	WJNO
3. WRMF-F (AC)	110/ 8.1	7.9	8.3	8.5	8.9	8.2	156/2071	1399/17.9	18.1	16.1	10.0	114	1049	WRMF-F
4. WKGR-F (CL AOR)	79/ 5.8	6.9	4.7	4.0	4.0	5.3	144/2039	1191/15.2	13.2	9.7	9.0	103	1157	WKGR-F
5. WTRK-F (C)	77/ 5.7	5.2	6.4	6.3	6.4	5.9	102/1248	823/10.5	11.5	10.4	6.4	73	1004	WTRK-F
6. WOJV-F (CHR)	50/ 3.7	5.5	5.1	3.6	2.6	4.5	91/1530	1006/12.8	14.0	11.6	5.7	65	976	WOJV-F
7. WOLL-F (O)	45/ 3.3	2.3	1.5	4.2	2.5	2.8	47/778	703/ 9.0	6.1	7.3	2.3	26	446	WOLL-F
8. WZTA-F (CL AOR)	40/ 3.0	1.0	2.1	2.5	2.5	2.2	122/1891	626/ 8.0	4.1	4.5	2.6	30	460	WZTA-F
9. WYFX (B)	38/ 2.8	1.9	0.9	1.5	0.8	1.8	48/667	426/ 5.4	4.7	2.3	1.9	22	276	WYFX
10. WNGS-F (SAC)	37/ 2.7	2.0	2.0	2.6	1.9	2.3	38/583	551/ 7.0	6.3	5.4	2.3	26	379	WNGS-F
11. WHQT-F (B)	34/ 2.5	2.9	3.2	3.3	3.5	3.0	106/1708	610/ 7.8	6.0	6.9	4.3	49	911	WHQT-F
12. WEDR-F (B)	34/ 2.5	4.3	3.5	3.1	2.9	3.3	108/1576	582/ 7.4	7.3	5.5	5.1	58	475	WEDR-F
13. WSHE-F (AOR)	33/ 2.4	1.6	1.9	2.0	1.8	2.0	160/2164	611/ 7.8	5.7	7.4	3.0	34	639	WSHE-F
14. WKIS-F (C)	31/ 2.3	1.2	1.1	1.3	1.2	1.5	162/2221	380/ 4.9	3.9	5.4	1.7	20	460	WKIS-F

12+ FM SHARE (METRO): 77.58% (941 of 1213) (SUM 90: 75.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOJV-F>>	1 WKGR-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 WKGR-F>	2 WKGR-F>	2 WKGR-F>	2 WJNO >	2 WJNO	2 WRMF-F	2 WJNO	2 WJNO >	2 WEAT-F>>
3 WSHE-F	3 WOJV-F	3 WTRK-F	3 WTRK-F<	3 WEAT-AF	3 WRMF-F	3 WRMF-F>	3 WJNO >	3 WRMF-F	3 WHQT-F	3 WKGR-F
4 WEDR-F	4 WTRK-F	4 WOLL-F	4 WOLL-F>	4 WTRK-F	4 WTRK-F	4 WTRK-F	4 WTRK-F<	4 WKGR-F	4 WOJV-F	4 WIOD
5 WKGR-F	5 WSHE-F	5 WOJV-F	5 WMXJ-F	5 WOLL-F	5	5 WKGR-F	5 WKGR-F	5 WTRK-F	5 WEDR-F	5 WRMF-F
6	6 WEDR-F	6	6	6	6	6	6	6	6 WKGR-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 WRMF-F>	1 WRMF-F>	1 WRMF-F	1 WRMF-F>>	1 WRMF-F	1 WKGR-F>	1 WKGR-F>>	1 WKGR-F>	1 WKGR-F>	1 WRMF-F<
2 WKGR-F>	2 WKGR-F>	2 WYFX	2 WTRK-F<	2 WTRK-F>	2 WHQT-F>	2 WRMF-F>	2 WRMF-F>	2 WRMF-F>	2 WKGR-F>
3 WSHE-F	3 WEDR-F	3 WEDR-F	3 WOJV-F	3 WJNO	3 WSHE-F	3 WZTA-F	3 WZTA-F	3 WZTA-F	3 WOLL-F<
4 WOJV-F	4 WOJV-F	4 WTRK-F	4 WKGR-F	4 WYFX	4 WEDR-F	4 WSHE-F	4 WTRK-F	4 WTRK-F	4 WTRK-F
5 WHYI-F	5 WTRK-F	5 WOJV-F	5 WEDR-F	5 WOJV-F	5 WKGR-F	5 WTRK-F	5 WSHE-F	5 WTRK-F	5 WZTA-F
6 WHQT-F	6 WYFX	6 WKGR-F	6	6	6 WPOW-F	6	6 WOLL-F	6	6
7 WEDR-F	7 WNGS-F								

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

WDBF 1420	Delray Bch/W.P.	1.6/4.0/ 22/ 320
WPBR 1340	Palm Beach	0.6/2.0/ 8/ 201
WSBR 740	Boca Rtn/WPlmBc	0.3/3.2/ 13/ 509
WSWN 900	Bella Glade	1.3/2.0/ 21/ 252
WTRU-F 99.5	Jupiter	0.4/0.9/ 5/ 87
WAXY-F 105.9	Ft. Lauderdale	0.5/2.8/ 64/1216
WFLC-F 97.3	Miami/Ft.Laud.	0.5/2.8/105/1578
WFTL 1400	Ft. Lauderdale	0.3/1.0/ 56/ 703
WHYI-F 100.7	Ft. Lauderdale	1.3/7.0/ 99/2211
WINZ 940	Miami	0.6/2.7/ 76/1301
WIOD 610	Miami	2.1/5.6/173/2230
WJQY-F 106.7	Ft. Lauderdale	1.4/4.1/121/1589
WLVE-F 93.9	Miami Beach	1.0/3.4/ 70/ 978
WLYF-F 101.5	Miami	1.5/5.6/211/2444
WMRZ 790	South Miami	0.7/3.1/107/1041
WMXJ-F 102.7	Pompano Beach	2.2/5.9/130/1978
WPOW-F 96.5	Miami/Ft Ldrdle	1.0/5.7/ 76/1646
WQBA-F 107.5	Miami	0.4/1.2/ 16/ 258
WTMI-F 93.1	Miami/Ft Ldrdle	1.4/4.2/101/1300
WZZR-F 92.7	Stuart/Pt.StLce	0.4/2.4/ 44/ 691

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2)	, SEE WEAT-F	, \$	
WJNO, 1230, 1 KW	, NEWS/TALK	CBS, ABC, \$ 55.00 (Banner)	Fairbanks
WPBR, 1340, 1 KW	, TALK	MBS, ABC, \$ 19.00 (Eastman)	
WPOW, 1600, 1 KW (DA-1)	, BLACK	, \$ 23.00 (Roslin)	
WYFX, 1040, 25 KW/1 KW (DA-2)	, BLACK	SBN, \$ 18.00 (K & P)	
WEAT-F, 104.3, 56 KW @ 1250, EZ		, \$ 80.00 (Durpatt1)	Taylor
WTRK-F, 107.9, 100 KW @ 340, COUNTRY		ABC, \$ 60.00 (HNWH)	Price
WKGR-F, 98.7, 100 KW @ 1380, AOR		UPI, \$ 43.00 (Crystal)	(FORT PIERCE)
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC		, \$ 30.00 (Eastman)	
WOLL-F, 94.3, 1.4 KW @ 481, OLDIES		, \$ 37.00 (Katz)	Lappin
WOJV-F, 95.5, 100 KW @ 982, CHR		SOURCE, \$ 40.00 (McGuilid)	(FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1350, AC		, \$ 115.00 (Banner)	Fairbanks

WICHITA

Arbitron Rank/Pop (12+): 88/399,600
 MSA Rank/Pop: 102/458,000
 ADI # 61
 Average Person Ratings: 16.1
 Market TSL: 21.75 hours

Stations: 17/17
 Diaries: 899/444:1/55.6%
 Sample Target: 830
 % Below Line: 0.0
 % Not Listed: 8.1

1990 Revenue: \$17,400,000
 HH Inc.: \$35,665
 Retail \$: 3.4 Bil
 Pop per Station: 23,505
 #1 Biller: KFDI-AF \$5,100,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. KZSN-F (C)	100/15.6	7.3	12.9	10.8	----	11.6	172/1641	1073/26.9	19.8	0.0	13.0	89	1024	KZSN-F
2. KFDI-F (C)	87/13.5	15.5	11.0	9.4	----	12.4	124/1508	1010/25.3	29.3	0.0	11.7	80	1128	KFDI-F
3. KICT-F (AOR)	52/ 8.1	9.0	7.2	7.1	----	7.8	82/1012	625/15.6	19.1	0.0	8.1	55	708	KICT-F
4. KFDI (C)	51/ 7.9	7.9	7.3	7.4	----	7.6	72/823	556/13.9	14.4	0.0	6.0	41	475	KFDI
5. KKRD-F (CHR)	43/ 6.7	6.7	8.7	11.6	----	8.4	63/1178	803/20.1	23.3	0.0	8.5	58	949	KKRD-F
6. KRZZ-F (AOR)	39/ 6.1	4.6	5.2	6.4	----	5.6	43/688	551/13.8	15.2	0.0	9.8	67	800	KRZZ-F
7. KEYN-F (O)	36/ 5.6	7.3	6.5	6.9	----	6.6	54/784	523/13.1	16.3	0.0	4.2	29	543	KEYN-F
8. KRBB-F (AC)	35/ 5.4	9.1	4.7	6.1	----	6.3	44/688	581/14.5	16.2	0.0	5.1	35	480	KRBB-F
9. KOEZ-F (EZ)	31/ 4.8	4.9	4.0	4.9	----	4.7	35/484	343/ 8.6	12.6	0.0	3.2	22	243	KOEZ-F
10. KXLK-F (AC)	33/ 4.7	2.4	3.0	5.5	----	3.9	39/653	495/12.4	10.5	0.0	2.0	14	259	KXLK-F
11. KNSS (N/T)	27/ 4.2	3.3	4.2	4.1	----	3.9	32/461	405/10.1	10.9	0.0	2.6	18	407	KNSS
12. KYQQ-F (CHR)	23/ 3.6	2.7	1.3	0.5	----	2.0	31/616	454/11.4	8.3	0.0	5.1	35	792	KYQQ-F
13. KBUZ-F (B)	11/ 1.7	2.9	4.8	3.8	----	3.3	11/260	207/ 5.2	6.9	0.0	7.3	50	465	KBUZ-F
14. KFH (AC)	8/ 1.2	0.9	1.7	2.0	----	1.5	8/253	184/ 4.6	5.4	0.0	1.6	11	179	KFH
15.														

12+ FM SHARE (METRO): 82.40% (487 of 591) (SUM 90: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KZSN-F	1 KZSN-F>	1 KZSN-F>	1 KZSN-F>	1 KFDI-F	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KZSN-F	1 KZSN-F
2 KYQQ-F>	2 KICT-F	2 KICT-F	2 KFDI-F	2 KFDI-F>	2 KZSN-F<	2 KFDI-F>	2 KFDI-F>	2 KFDI-F>	2 KFDI-F>	1 KZSN-F
3 KICT-F	3 KRZZ-F	KFDI-F	3 KRZZ-F	3 KRZZ-F	3 KFDI >	3 KFDI >	3 KICT-F >	3 KICT-F >	3 KICT-F>	3 KFDI-F
4	4 KFDI-F	4 KRZZ-F	4 KEYN-F	4 KEYN-F	4 KOEZ-F	4 KICT-F<	4 KFDI <	4 KFDI <	4 KYQQ-F	4
5	5 KKRD-F	5 KRBB-F	5 KICT-F	5 KICT-F	5 KNSS	5 KKRD-F	5 KEYN-F	5 KRZZ-F	5 KKRD-F	5
6	6	6 KEYN-F	6 KRBB-F	6 KRBB-F	6	6	6	KRBB-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 KZSN-F	1 KZSN-F>	1 KZSN-F>>	1 KZSN-F>>	1 KZSN-F>>	1 KICT-F	1 KICT-F	1 KRZZ-F<	1 KICT-F<	1 KFDI-F
2 KYQQ-F	2 KRBB-F	2 KRBB-F	2 KRBB-F	2 KFDI-F>	2 KZSN-F>>	2 KZSN-F<	2 KICT-F>	2 KZSN-F	2 KZSN-F
KRBB-F	3 KKRD-F	KFDI-F>	3 KKRD-F	3 KRBB-F	3 KXLK-F	3 KRZZ-F>	3 KZSN-F	3 KFDI-F	3 KRZZ-F
KKRD-F	4 KFDI-F	4 KXLK-F	4 KFDI-F	4 KEYN-F	4 KKRD-F	4 KFDI-F>	4 KFDI-F>	4 KRZZ-F>	KICT-F
5 KICT-F	5 KYQQ-F	KKRD-F	5 KXLK-F	5 KXLK-F	KFDI-F	5 KKRD-F	5 KEYN-F	5 KEYN-F	5 KEYN-F
6 KRZZ-F	KXLK-F	KEYN-F	6	KKRD-F	6	6	6 KKRD-F	6	6
	KRZZ-F								
	KICT-F								

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
KQAM 1410 Wichita	0.9/2.8/	6/ 135		
KSGL 900 Wichita	0.8/3.5/	5/ 165		
KZSN 1480 Wichita	1.1/3.0/	8/ 136		

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC, \$ 40.00 (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), OLDIES	CBS, MBS, \$ 15.00 (Banner)	Midcontinent
KNSS, 1240, 1 KW, TALK	MBS, ABC, \$ 18.00 (Durpetti)	
KQAM, 1410, 5 KW/1 KW (DA-2), OLDIES	UNISUP, UNIULT, \$ 16.00 (Eastman)	
KBUZ-F, 99.1, 42 KW @ 515, BLACK	SBN, \$ 17.00 (---)	(EL DORARDO)
KFDI-F, 101.3, 100 KW @ 1140, COUNTRY	ABC, MBS, \$ 60.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 1027, AOR	ABC, \$ 38.00 (McGuild)	Lakoduk
KKRD-F, 107.3, 100 KW @ 860, CHR	, \$ 47.00 (HNWH)	
KOEZ-F, 92.3, 100 KW @ 640, EZ	UNIULT, \$ 26.00 (---)	(NEWTON)
KEYN-F, 103.7, 100 KW @ 1032, OLDIES	, \$ 38.00 (Eastman)	
KRBB-F, 97.9, 100 KW @ 993, AC	, \$ 32.00 (Christal)	
KRZZ-F, 96.3, 50 KW @ 500, CLASSIC AOR	, \$ 25.00 (Durpetti)	(DERBY)
KYQQ-F, 106.5, 100 KW @ 1280, CHR	, \$ 18.00 (K & P)	(ARKANSAS CITY)
KXLK-F, 105.3, 100 KW @ 993, AC	APR, \$ 40.00 (Banner)	Midcontinent
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, \$ 44.00 (Katz)	Southern Skies (HUTCHINSON)

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/631,200
 MSA Rank/Pop: 68/740,000
 ADI # 54
 Average Person Ratings: 17.9
 Market TSL: 24.00 hours

Stations: 34/23
 Diaries: 1140/554:1/58.6%
 Sample Target: 1050
 % Below Line: 8.0
 % Not Listed: 17.0

1990 Revenue: \$15,700,000
 HH Inc.: \$28,134
 Retail \$: 5.6 Btl
 Pop per Station: 27,443
 #1 Biller: WKRZ-F \$4,000,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	170/15.0	15.7	15.6	15.0	17.9	15.3	223/2754	2229/35.3	34.9	34.5	20.2	204	2583	WKRZ-F
2. WEZX-F (AOR)	88/ 7.8	7.9	7.1	8.7	6.1	7.9	95/1138	991/15.7	15.9	13.1	14.2	143	1384	WEZX-F
3. WMGS-F (AC)	71/ 6.3	5.3	4.0	5.1	4.8	5.2	75/1061	935/14.8	13.1	13.7	4.6	46	638	WMGS-F
4. WNAK (BB/FS)	69/ 6.1	4.3	5.6	4.3	5.3	5.1	73/519	503/ 8.0	6.3	9.3	2.8	28	313	WNAK
5. WDLS-F (C)	67/ 5.9	3.4	4.8	4.3	4.2	4.6	69/730	706/11.2	7.6	8.2	4.3	43	397	WDLS-F
6. WARM (FS)	65/ 5.7	6.1	7.4	6.0	6.6	6.3	71/903	864/13.7	14.9	15.7	4.5	45	768	WARM
7. WEJL (BB)	42/ 3.7	4.1	3.9	5.4	4.2	4.3	44/455	434/ 6.9	7.7	7.5	1.8	18	380	WEJL
8. WGBI-F (AC)	37/ 3.3	2.6	3.2	3.3	3.6	3.1	38/634	567/ 9.0	8.7	9.6	2.7	27	501	WGBI-F
9. WWSH-F (AC)	34/ 3.0	3.0	2.8	2.5	2.7	2.8	37/685	567/ 9.0	7.9	7.9	3.3	33	326	WWSH-F
10. WHLM-F (CHR)	31/ 2.7	1.5	1.8	1.5	2.2	1.9	43/717	414/ 6.6	4.4	5.0	2.3	23	337	WHLM-F
11. WTLQ-F (CHR)	30/ 2.6	2.5	2.4	2.6	2.2	2.5	31/681	656/10.4	9.5	9.8	3.2	32	645	WTLQ-F
12. WSGD-F (O)	29/ 2.6	2.7	3.3	2.1	2.3	2.7	46/654	433/ 6.9	7.9	7.1	2.0	20	330	WSGD-F
13. WBAX (BB)	24/ 2.1	2.2	3.1	1.6	2.0	2.3	24/291	291/ 4.6	5.5	4.4	1.4	14	335	WBAX
14. WYOS-F (O)	23/ 2.0	1.6	1.7	1.4	2.0	1.7	23/326	319/ 5.1	6.4	4.5	1.7	17	243	WYOS-F
15. WFMZ-F (EZ)	18/ 1.6	1.1	1.3	1.9	1.6	1.5	28/260	161/ 2.6	2.4	3.5	0.7	7	123	WFMZ-F
WILK (N/T)	18/ 1.6	1.9	2.2	1.7	1.9	1.9	19/431	403/ 6.4	6.4	6.3	1.1	11	453	WILK
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 72.98% (686 of 940) (SUM 90: 70.10%)

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 WKRZ-F <
2 WTLQ-F	2 WEZX-F >	2 WEZX-F >	2 WEZX-F >	2 WEZX-F <	2 WKRZ-F	2 WARM	2 WMGS-F	2 WDLS-F	2 WEZX-F	2 WARM >>
3	3 WDLS-F	3 WMGS-F	3 WMGS-F	3 WMGS-F	WARM >	3 WEZX-F	3 WEZX-F	3 WEZX-F	3 WARM >	3 WEZX-F
4	4 WTLQ-F	4 WDLS-F >	4 WDLS-F >	4 WDLS-F >	4 WMGS-F	4 WMGS-F >	4 WDLS-F	4 WMGS-F >	4 WDLS-F	4 WDLS-F
5	WMGS-F	5 WTLQ-F	5 WSGD-F	5 WSGD-F	5 WEJL	5 WDLS-F	5 WNAK	5 WNAK	5 WMGS-F	5
6	6	WHLM-F	6	6	WDLS-F	6 WNAK	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 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WKRZ-F >	1 WEZX-F	1 WEZX-F >	1 WEZX-F >	1 WEZX-F	1 WKRZ-F
2 WEZX-F >	2 WMGS-F <	2 WMGS-F >	2 WMGS-F >	2 WMGS-F >	2 WKRZ-F >	2 WKRZ-F	2 WKRZ-F >	2 WKRZ-F >	2 WEZX-F >
3 WTLQ-F	3 WEZX-F >	3 WDLS-F	3 WEZX-F	3 WDLS-F	3 WTLQ-F	3	3 WDLS-F >	3 WDLS-F >	3 WDLS-F >
4 WMGS-F	4 WTLQ-F	4 WEZX-F >	4 WDLS-F >	4 WDLS-F >	4	4	4 WZZO-F	4 WMGS-F	4 WMGS-F
WHLM-F	WDLS-F	5 WTLQ-F	5 WGBI-F	5 WWSH-F	5	5	WTLQ-F	5 WSGD-F	5 WSGD-F
6	6	WGBI-F	6	WEZX-F	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE	CUME/RTG	TSA/AQH	TSA/CUME
WARD 1550 Pittston	0.6/2.4/	7/	152	
WAZL 1490 Hazleton	0.6/1.3/	8/	117	
WEMR 1460 Tunkhannock	0.4/1.3/	5/	101	
WICK 1400 Scranton	0.4/2.3/	5/	144	
WJMW 550 Bloomsburg	0.4/1.3/	7/	156	
WQEQ-F 103.1 Freeland/Hzltn	0.9/2.5/	14/	184	
WSBG-F 93.5 Stroudsburg	0.5/3.5/	8/	251	
WDDL-F 104.9 Scranton/WB	0.5/2.7/	7/	183	
WABC 770 New York	0.6/1.2/	13/	143	
WAVT-F 101.9 Potlsville	0.4/1.4/	62/	714	
WFMV-F 106.3 Blainstown	0.5/1.5/	10/	125	
WILQ-F 105.1 Williamsport	0.5/2.2/	52/	497	
WKSBB-F 102.7 Williamsport	0.5/2.2/	68/	770	
WLEV-F 96.1 Easton	0.8/2.5/	14/	248	
WMMR-F 93.3 Philadelphia	0.4/1.3/	9/	196	
WODE-F 99.9 Easton/Allentwn	0.5/1.9/	13/	251	
WXTU-F 92.5 Philadelphia	0.9/1.7/	25/	239	
WZZO-F 95.1 Bethlehem	1.3/3.9/	39/	509	

WILKES BARRE-SCRANTON

RADIO STATIONS

WARD	,	1550,	10 KW/500 W (DA-2),	Talk	APR ABC,	\$13.00	(Savalli)	
WARM	,	590,	5 KW (DA-2)	, MOR/Full Service	NBC,	\$42.00	(Mc-Guild)	Susquehanna
WBAX	,	1240,	1 KW	, Nostalgia	CNN UNISUP,	\$15.00	(Torbet)	
WEJL	,	630,	500 W (DAYS)	, Nostalgia/MOR	ABC UNISUP,	\$19.00	(Christal)	Shamrock-Lynett
WGBI	,	910,	1 KW/500 W	, Country	CBS,	\$13.00	(Torbet)	
WICK	,	1400,	1 KW	, EZ	ABC,	\$13.00	(Roslin)	
WILK	,	980,	5 KW/1 KW (DA-2),	Talk	CNN ABC,	\$16.00	(Katz)	Keymarket
WNAK	,	730,	1 KW/38 W	, Nostalgia	NBC,	\$25.00	(K & P)	
WDLS-F,		93.7,	.8 KW @ 679	, Country	UNIULT UNISUP,	\$15.00	(---)	
WYOS-F,		92.1,	.7 KW @ 552	, Oldies	CNN UNISUP,	\$17.00	(Torbet)	
WEZX-F,		107.1,	.2 KW @ 1267	, AOR	ABC,	\$37.00	(Christal)	Shamrock-Lynett
WGBI-F,		101.3,	7 KW @ 1110	, AC	CBS,	\$22.00	(Torbet)	
WHLM-F,		106.5,	36 KW @ 579	, AC	UNIULT,	\$18.00	(Banner)	(BLOOMSBURG)
WKRZ-F,		98.5,	9 KW @ 1172	, CHR	,	\$65.00	(---)	Keymarket
WMGS-F,		92.9,	5 KW @ 1383	, AC	,	\$42.00	(Mc-Guild)	Susquehanna
WSBG-F,		93.5,	.6 KW @ 764	, CHR	APR,	\$16.00	(Mkt 4)	(STROUDSBERG)
WSDG-F,		94.3,	.5 KW @ 770	, Oldies	,	\$17.00	(Eastman)	Sage (CARBONDALE)
WVDL-F,		104.9,	.3 KW @ 1093	, Soft AC	ABC,	\$18.00	(Roslin)	
WTLQ-F,		102.3,	3 KW @ 71	, CHR	ABC,	\$23.00	(Eastman)	
WWSH-F,		97.9,	20 KW @ 729	, EZ	,	\$23.00	(K & P)	(HAZLETON)

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

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/PS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
*		*

YORK

Arbitron Rank/Pop (12+): 103/347,000

Stations: 33/11
Diaries: 858/404:1/66.4%
Sample Target: 770
% Below Line: 42.1
% Not Listed: 10.7

1990 Revenue: \$12,800,000
HH Inc.: \$32,405
Retail \$: 3.4 Bill
Pop per Station: 31,545
#1 Biller: WARM-F \$3,500,000

MSA Rank/Pop: 113/415,000
ADI # 45 (w/Harrisburg & Lancaster)
Average Person Ratings: 17.5
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WARM-F (AC)	75/12.3	11.6	11.9	11.2	9.2	11.8	170/1814	790/22.8	23.6	21.8	7.8	49	711	WARM-F
2. WYCR-F (CHR)	61/10.0	6.3	9.6	8.6	9.2	8.6	78/1386	863/24.9	21.1	24.4	11.0	69	1043	WYCR-F
3. WGTY-F (C)	49/ 8.1	11.3	10.5	9.3	10.1	9.8	58/677	541/15.6	17.1	16.1	8.4	53	490	WGTY-F
4. WRKZ-F (C)	48/ 7.9	5.5	8.5	7.1	8.9	7.3	166/1804	487/14.0	13.7	17.0	7.3	46	481	WRKZ-F
5. WSBA (FS)	40/ 6.6	5.5	6.0	7.4	5.5	6.4	55/708	503/14.5	14.2	15.3	6.5	41	526	WSBA
6. WNCE-F (EZ)	35/ 5.8	4.3	4.1	4.6	6.4	4.7	126/1437	434/12.5	10.5	14.0	3.8	24	290	WNCE-F
7. WQXA-F (CHR)	27/ 4.4	6.7	5.7	5.6	4.4	5.6	107/1632	448/12.9	17.8	14.7	9.5	60	723	WQXA-F
8. WIYY-F (AOR)	22/ 3.6	2.1	1.5	2.3	2.3	2.4	25/275	223/ 6.4	4.2	4.9	2.4	15	219	WIYY-F
WGRX-F (CL ADR)	22/ 3.6	4.0	3.6	3.3	4.2	3.6	28/655	432/12.4	11.1	13.1	5.7	36	406	WGRX-F
10. WTPA-F (AOR)	21/ 3.5	6.0	3.6	3.6	3.0	4.2	115/1287	349/10.1	11.6	9.8	4.8	30	392	WTPA-F
11. WHTF-F (AOR)	17/ 2.8	2.5	2.3	2.1	3.7	2.4	66/1308	364/10.5	9.9	10.4	3.7	23	373	WHTF-F
12. WWKL-F (D)	13/ 2.1	2.8	2.8	3.3	5.2	2.8	121/1492	211/ 6.1	8.6	8.3	2.2	14	216	WWKL-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 84.53% (459 of 543) (SUM 90: 86.68%)

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

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

WGCB-F	96.1	Red Lion	0.3/2.3/	3/ 176
WGET	1320	Gettysburg	0.7/3.0/	4/ 109
WHVR	1280	Hanover	1.2/4.4/	7/ 154
WOYK	1350	York	0.3/2.6/	3/ 94
WXKU	1250	York	0.5/1.8/	3/ 61
WBAL	1090	Baltimore	1.8/3.7/	13/ 200
WDAC-F	94.5	Lancaster	1.2/3.9/	51/ 937
WFRE-F	99.9	Frederick	0.7/3.8/	5/ 146
WHP	580	Harrisburg	1.8/3.6/	74/1059
WHP -F	97.3	Harrisburg	0.2/2.6/	32/ 654
WHYL	960	Carlisle/Hrsbrg	1.0/2.3/	57/ 529
WHYL-F	102.3	Carlisle/Hrsbrg	0.5/1.8/	40/ 468
WIMX-F	99.3	Harrisburg	0.3/1.2/	44/ 655
WIOV-F	105.1	Ephrata/Lancast	1.8/5.0/	79/ 866
WLAN-F	96.9	Lancaster	1.0/3.0/	42/1021
WLIF-F	101.9	Baltimore	1.3/3.3/	8/ 113
WNNK-F	104.1	Harrisburg	0.8/5.0/	102/1697
WPOC-F	93.1	Baltimore	0.8/3.3/	7/ 128
WWMD-F	104.7	Hagerstown	1.5/4.2/	10/ 164
WMMX-F	106.5	Baltimore	0.5/2.1/	3/ 72
WXYV-F	102.7	Baltimore	0.5/1.2/	3/ 47

RADIO STATIONS

WGET, 1320,	1 KW/500 W (DA-2), MOR	MBS, \$ 14.00 (In House)	(GETTYSBURG)
WHVR, 1280,	5 KW/500 W (DA-2), MOR	NBC, \$ 10.00 (HNWH)	
WSBA, 910,	5 KW/1 KW (DA-2), MOR/FULL SER.	\$ 48.00 (Eastman)	Susquehanna
WARM-F, 103.3,	6 KW @ 1306, SOFT AC	\$ 66.00 (Eastman)	Susquehanna
WGTY-F, 107.7,	16 KW @ 829, COUNTRY	MBS, \$ 30.00 (In House)	(GETTYSBURG)
WHTF-F, 92.7,	.7 KW @ 700, CLASSIC AOR	SOURCE, \$ 28.00 (McGuild)	
WQXA-F, 105.7,	25 KW @ 704, CHR	\$ 32.00 (Durpetti)	
WYCR-F, 98.5,	11 KW @ 926, CHR	\$ 43.00 (HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 85/417,900
 MSA Rank/Pop: 100/504,000
 ADI # 89
 Average Person Ratings: 18.6
 Market TSL: 24.50 hours

Stations: 25/18
 Diaries: 893/468:1/52.7%
 Sample Target: 895
 % Below Line: 6.0
 % Not Listed: 13.4

1990 Revenue: \$11,000,000
 HH Inc.: \$29,417
 Retail \$: 3.4 Bil
 Pop per Station: 23,216
 #1 Biller: WHOT-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 91	WIN 91	FAL 90	SUM 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	SUM 90	Birch Share	Birch AQH	Birch Cume	
1. WQXK-F (C)	90/11.6	11.2	10.6	8.7	9.5	10.5	147/1322	834/20.0	21.0	17.9	13.3	83	574	WQXK-F
2. WHOT-F (CHR)	84/10.8	11.0	13.1	10.2	14.3	11.3	143/2228	1361/32.6	31.5	32.9	12.5	78	864	WHOT-F
3. WKBN (N/T)	81/10.4	10.9	9.4	10.9	8.4	10.4	105/1183	826/19.8	18.2	17.9	5.0	31	341	WKBN
4. WKBN-F (AC)	78/10.0	7.8	7.7	9.0	9.8	8.6	103/1627	1020/24.4	21.0	19.8	5.9	37	339	WKBN-F
5. WBBG-F (O)	68/ 8.7	10.5	8.8	8.9	10.7	9.2	92/1385	948/22.7	22.6	22.6	8.7	54	514	WBBG-F
6. WNCD-F (AOR)	60/ 7.7	7.7	7.5	7.9	8.1	7.7	64/832	747/17.9	18.9	16.1	15.1	94	592	WNCD-F
7. WHOT (BB)	39/ 5.0	5.6	3.7	4.2	4.0	4.6	44/492	411/ 9.8	10.4	9.6	1.9	12	119	WHOT
8. WYFM-F (AC)	28/ 3.6	5.5	5.6	6.8	5.2	5.4	56/1094	603/14.4	15.4	15.1	5.4	34	347	WYFM-F
9. WRKU-F (AOR)	24/ 3.1	2.1	1.4	2.0	1.4	2.1	53/782	297/ 7.1	2.8	3.6	2.9	18	202	WRKU-F
10. WPHR-F (CHR)	21/ 2.7	3.5	4.2	3.6	2.5	3.5	24/462	408/ 9.8	13.5	8.7	5.1	32	309	WPHR-F
11. WSOM (BB)	17/ 2.2	2.4	2.2	2.0	1.4	2.2	24/365	237/ 5.7	5.6	3.7	0.5	3	38	WSOM
12. WBBW (T)	15/ 1.9	3.2	2.7	2.9	2.8	2.7	19/436	348/ 8.3	10.8	10.5	2.6	16	162	WBBW
13.														
14.														
15.														

12+ FM SHARE (METRO): 71.51% (482 of 674) (SUM 90: 77.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WHOT-F>>	1 WNCD-F>	1 WHOT-F	1 WKBN-F	1 WKBN-F	1 WKBN	1 WKBN	1 WKBN-F	1 WQXK-F	1 WHOT-F	1 WKBN
2 WPHR-F>	2 WHOT-F	2 WKBN-F<	2 WBBG-F	2 WQXK-F	2 WQXK-F>	2 WQXK-F	2 WKBN <	2 WHOT-F<	2 WNCD-F	2 WBBG-F<
3 WNCD-F	3 WKBN-F>	3 WNCD-F	3 WHOT-F	3 WHOT-F	3 WKBN-F<	3 WHOT-F<	3 WQXK-F	3 WKBN-F	3 WQXK-F>	3 WHOT-F
4	4 WRKU-F	4 WBBG-F<	4 WQXK-F	4 WBBG-F	4 WBBG-F	4 WBBG-F<	4 WHOT-F<	4 WKBN	4 WNCD-F	4 WQXK-F
5	5 WQXK-F	5 WQXK-F	5 WNCD-F	5 WNCD-F	5 WHOT <	5 WKBN-F	5 WBBG-F	5 WKBN	5 WBBG-F	5
6	6 WBBG-F	6	6	6	6 WHOT-F	6	6	6 WBBG-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 WHOT-F>>	1 WHOT-F	1 WKBN-F>	1 WHOT-F	1 WKBN-F	1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F	1 WQXK-F
2 WPHR-F>	2 WKBN-F>	2 WNCD-F	2 WKBN-F>	2 WHOT-F	2 WRKU-F>	2 WRKU-F>	2 WRKU-F	2 WBBG-F<	2 WNCD-F
3 WQXK-F	3 WNCD-F>	3 WHOT-F>	3 WBBG-F<	3 WQXK-F	3 WQXK-F	3 WQXK-F	3 WQXK-F	3 WQXK-F>	3 WBBG-F
4 WNCD-F>	4 WBBG-F	4 WBBG-F	4 WQXK-F	4 WBBG-F>	4 WBBG-F	4 WBBG-F>	4 WKBN	4 WKBN-F	4 WKBN-F
5 WYFM-F	5 WPHR-F	5	5 WNCD-F	5 WNCD-F	5 WHOT-F	5 WKBN-F	5 WKBN-F	5 WRKU-F	5 WHOT-F
6 WKBN-F	6 WQXK-F	6	6	6	6 WAXF-F	6 WKBN	6 WBBG-F	6 WHOT-F	6 WKBN
7 WBBG-F									

OTHER RATED STATIONS	METRO SHARE/RTG/AQH/CUME	TSA	TSA
WANR 1570 Warren	0.5/1.9/ 4/	78	
WAXF-F 95.9 Sharpsville	1.0/3.3/ 12/	262	
WGFT 1500 Youngstown	0.8/2.7/ 6/	114	
WNRB 1540 Niles	1.4/3.4/ 11/	141	
WRRO 1440 Warren	0.9/4.0/ 7/	168	
WWIZ-F 103.9 Mercer	0.4/1.0/ 3/	111	
WYWR 1330 Campbell/Yngstn	0.5/1.7/ 4/	69	
WDVE-F 102.5 Pittsburgh	0.5/3.2/ 34/	586	
WMJI-F 105.7 Cleveland	0.5/3.1/ 4/	128	
WNIR-F 100.1 Kent/Akron	0.5/2.3/ 10/	156	
WONE-F 97.5 Akron/Cleveland	0.8/2.8/ 7/	162	
WPIC 790 Sharon/Hrmtge	0.6/2.8/ 17/	398	
WWWE 1100 Cleveland	0.4/3.3/ 7/	183	

RADIO STATIONS

WBBW , 1240, 1 KW (DA-1)	, Talk	ABC, \$23.00	(Christal)	H & D
WHOT , 1390, 5 KW/1 KW (DA-2)	, Nostalgia	UNISUP UNILT, \$19.00	(Mc-Guild)	Myron Jones
WKBN , 570, 5 KW (DA-N)	, News/Talk	CBS, \$35.00	(Katz)	
WBBG-F, 93.3, 50 KW @ 280	, Oldies	ABC, \$45.00	(Christal)	H & D
WHOT-F, 101.1, 24 KW @ 711	, CHR	, \$61.00	(Mc-Guild)	Myron Jones
WKBN-F, 98.9, 6 KW @ 1370	, EZ/Soft AC	UNISUP, \$39.00	(Katz)	
WNCD-F, 106.1, 3 KW @ 328	, Classic AOR	, \$34.00	(Torbet)	(NILES)
WQXK-F, 105.1, 88 KW @ 430	, Country	UNILT, \$42.00	(Banner)	Legend (SALEM)
WYFM-F, 102.9, 26 KW @ 455	, AC	ABC, \$36.00	(Durpetti)	Regional (SHARON)

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