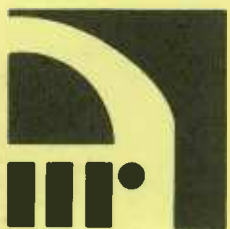


# AMERICAN RADIO

**Small Market Edition 1993**



**James H. Duncan, Jr.**



AMERICAN RADIO  
1993 SMALL MARKET EDITION

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SEPTEMBER 1993

VOLUME XVIII, NUMBER 2  
ISSN 0738-8675

## INTRODUCTION

I am pleased to present the tenth edition of AMERICAN RADIO - SMALL MARKET EDITION. This book is designed to complement the primary edition of American Radio by providing expanded coverage of about 100 small radio markets in the United States.

The Small Market Edition is issued every September.

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

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

Special thanks to Vaun Thygerson for her excellent help in the preparation of this edition.

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Abilene, TX	Grand Forks, ND	Rapid City, SD
Alexandria, LA	Grand Junction, CO	Reading, PA
Amarillo, TX	Great Falls, MT	Redding, CA
Augusta-Waterville, ME	Hagerstown, MD	Rochester, MN
Bangor, ME	Harrisonburg, VA	St. Cloud, MN
Battle Creek, MI	Ithaca, NY	San Angelo, TX
Beaumont-Port Arthur, TX	Joplin, MO	San Luis Obispo, CA
Beckley, WV	Killeen-Temple, TX	Santa Barbara, CA
Billings, MT	LaCrosse, WI	Santa Fe, NM
Biloxi-Gulfport, MS	Lafayette, IN	Southern Illinois
Bismarck, ND	Lafayette, LA	Springfield, IL
Bryan-Coll. Station, TX	Lake Charles, LA	Stamford-Norwalk, CT
Burlington, VT	Laurel, MS	State College, PA
Cape Cod, MA	Lawton, OK	Texarkana, TX-AR
Cape May, NJ	Lima, OH	Trenton, NJ
Casper, WY	Medford-Ashland, OR	Tri-Cities, WA
Champaign, IL	Meridian, MS	Tupelo, MS
Charlottesville, VA	Monroe, LA	Tuscaloosa, AL
Cheyenne, WY	Morristown, NJ	Tyler-Longview, TX
Chico, CA	Muskegon, MI	Waterbury, CT
Columbia, MO	Myrtle Beach, SC	Watertown, NY
Danbury, CT	Naples-Marco Island, FL	Wausau-Stvns Point, WI
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Ft. Smith AR	Panama City, FL	
Ft. Walton Beach, FL	Parkersburg, WV	
Frederick, MD	Poughkeepsie, NY	

LEADING STATIONS IN ARBITRON CONDENSED MARKETS \*

STATION	MARKET	SHARE	FORMAT	GROUP OWNER	
1	WBKR-F	Owensboro, KY	36.1	Country	Brill
2	KKYR-F	Texarkana	35.0	CHR	Broadcasters Unlimited
3	KIXQ-F	Joplin	34.1	Country	
4	KEKB-F	Grand Junction	33.3	Country	
5	WJLS-F	Beckley, WV	31.6	Country	
6	KLAW-F	Lawton, OK	29.3	Country	
7	KMUS-F	Cheyenne	28.0	Country	
8	KGKL-F	San Angelo, TX	27.7	Country	
9	KEAN-F	Abilene, TX	27.5	Country	Sungroup
10	KYKZ-F	Lake Charles	27.5	Country	
11	KKIX-F	Fayetteville	27.0	Country	Noalmark
	WILQ-F	Williamsport	27.0	Country	
13	KTRS-F	Casper, WY	26.7	CHR	
14	WWZD-F	Tupelo, MS	26.4	Country	
15	KNCQ-F	Redding	26.0	Country	
16	WTNY-F	Watertown, NY	25.8	CHR	
17	WTNJ-F	Buckley, WV	25.5	Country	
18	KIQK-F	Rapid City, SD	25.0	Country	Tom Brokaw
19	WDDD-F	Marion-Carb	24.6	Country	
	KJLO-F	Monroe, LA	24.6	Country	New South
21	KCTR-F	Billings	24.5	Country	Citadel
22	KMAG-F	Ft. Smith, AR	24.3	Country	
23	WAXX-F	Eau Claire, WI	23.9	Country	David Nelson
24	KTCS-F	Ft. Smith, AR	23.3	Country	
25	KRRV-F	Alexandria, LA	23.1	Country	
26	WTVY-F	Dothan, AL	22.5	Country	
27	KQDY-F	Bismarck	22.3	Country	
28	WTCM-F	Traverse City	21.0	Country	
29	KFYR	Bismarck	20.8	FS	Meyer
	KIXY-F	San Angelo, TX	20.8	CHR	
31	WKCY-F	Harrisnbrg, VA	20.6	Country	
32	KNUE-F	Tyler-Longview	20.2	Country	Broadcasters Unlimited
	WOKO-F	Burlington, VT	20.2	Country	Hall

\* Based on 12+ Metro Share, 1/4 Hr Avg, Mon-Sun, 6A-Mid

ARBITRON CONDENSED RADIO REPORTS

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Arbitron's Condensed reports differ greatly from the standard market reports. Much of the data available in the standard book is not available in the Condensed. However, we have made do with what data is available.

The data for each station is read from left to right across the entire page. The methodology is the same as in the regular edition of American Radio.

ABILENE, TX

MSA Rank/Pop: 273/120,900  
 ARB Rank/Pop: 216/120,100  
 Market TSL: 21.50 Hours  
 Average Person Rating: 16.1

Diaries: 410  
 Sample Target: 370  
 % Below Line: 1.0  
 % Not Listed: 23.3

Retail \$: 1.0 B11  
 FM Share: 91.89%  
 Stations: 14/12

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. KEAN-F (C)	53/27.5	26.9	34.4	25.5	25.0	518	43.1	46.5	42.4
2. KCDD-F (CHR)	19/ 9.8	5.7	0.5	3.1	6.9	315	26.2	2.7	18.9
3. KEYJ-F (AOR)	17/ 8.8	12.4	10.1	9.4	10.8	201	16.7	14.6	17.3
4. KCWS-F (C)	12/ 6.2	9.8	6.9	13.0	13.7	234	19.5	21.8	25.7
KBCY-F (C)	12/ 6.2	2.6	3.7	2.1	2.0	184	15.3	14.8	9.2
6. KORQ-F (AC)	8/ 4.1	5.2	6.3	4.7	6.4	213	17.7	19.7	18.7
7. KHXS-F (SAC)	6/ 3.1	3.6	4.2	1.6	3.9	94	7.8	7.2	5.0
8. KKHR-F (O)	4/ 2.1	4.7	5.3	6.3	6.4	103	8.6	12.5	11.3
9.									
10.									

12+ AMD

1. KEAN-F>>
- 2.
- 3.
- 4.
- 5.

12+ MID

1. KEAN-F>>
2. KEYJ-F
3. KCDD-F
- 4.
- 5.

12+ PMD

1. KEAN-F>>
2. KCDD-F
3. KEYJ-F
- 4.
- 5.

12+ EVE

1. KEAN-F
2. KCDD-F
3. KEYJ-F
- 4.
- 5.

ADULTS 18-34

1. KEAN-F
2. KEYJ-F
3. KCDD-F>
- 4.
- 5.

ADULTS 18-49

1. KEAN-F>>
2. KEYJ-F
3. KCDD-F
- 4.
- 5.

ADULTS 25-54

1. KEAN-F>>
2. KEYJ-F
3. KCDD-F
- 4.
- 5.

ADULTS 35+

1. KEAN-F>>
- 2.
- 3.
- 4.
- 5.

MEN 25-54

1. KEAN-F>
2. KEYJ-F
3. KCDD-F
- 4.
- 5.

WOMEN 25-54

1. KEAN-F>>
- 2.
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBA	1560	ABILENE	2.1/4.2
KEAN	1280	ABILENE	1.6/4.1
KNTS	1470	ABILENE	2.1/5.7
KVRP-F	95.5	HASKELL	2.1/6.2
KSTV-F	105.7	STEPHENVILLE	0.5/2.8
WBAP	820	FORT WORTH	0.5/4.0

RADIO STATIONS

KNTS,	1470,	5 KW/1 KW (DA-1),	Talk	MBS, \$10.00	(Eastman)	
KBCY-F,	99.7,	100 KW @ 745 ,	AC	CBS, \$ 9.00	(Schubert)	(TYE)
KEAN-F,	105.1,	100 KW @ 810 ,	Country	ABC, \$29.00	(Mc-Guild)	SunGroup
KEYJ-F,	107.9,	100 KW @ 666 ,	AOR	, \$15.00	(Christal)	
KCDD-F,	103.7,	100 KW @ 984 ,	CHR	, \$14.00	( --- )	(HAMLIN)
KCWS-F,	102.7,	66 KW @ 1148 ,	Country	, \$16.00	(Eastman)	(MERKEL)
KHXS-F,	106.3,	3 KW @ 200 ,	Country	, \$11.00	( --- )	
KKHR-F	98.1,	50 KW @ 292 ,	Oldies	, \$13.00	( --- )	(ANSON)
KORQ-F,	100.7,	100 KW @ 1279 ,	AC	UNISTR, \$14.00	(Banner)	
KVRP-F,	95.5,	100 KW @ 531 ,	Country	, \$ 9.00	(Banner)	



ALEXANDRIA, LA

MSA Rank/Pop: 253/132,000  
 ARB Rank/Pop: 193/151,900  
 Market TSL: 23.25 Hours  
 Average Person Rating: 17.1

Diaries: 410  
 Sample Target: 390  
 % Below Line: 1.2  
 % Not Listed: 20.4

Retail \$: 1.2 Bil  
 FM Share: 91.79%  
 Stations: 17/14

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KRRV-F (C)	60/23.1	---	25.7	---	20.8	551	36.3	37.0	30.1
2. KBCE-F (B)	36/13.8	---	16.7	---	24.0	305	20.1	20.3	25.7
3. KQID-F (CHR)	26/10.0	---	8.1	---	8.9	336	22.1	19.8	25.2
4. KAPB-F (C)	19/ 7.3	---	1.4	---	---	134	8.8	4.2	---
5. KZMZ-F (AOR)	13/ 5.0	---	4.5	---	8.9	235	15.5	15.3	20.3
6. KLAA-F (C)	12/ 4.6	---	7.2	---	10.4	223	14.7	12.9	17.4
7. KSYL (FS)	9/ 3.5	---	2.3	---	0.5	156	10.3	6.9	4.4
8. KLIL-F (CHR)	8/ 3.1	---	2.3	---	---	122	8.0	7.8	---
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KRRV-F>>	1. KRRV-F>>	1. KRRV-F>	1. KBCE-F
2. KBCE-F	2. KQID-F<	2. KBCE-F>	KRRV-F
3. KAPB-F	3. KBCE-F	3. KQID-F	3. KQID-F>
4. KQID-F	4. KSYL	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KRRV-F>>	1. KRRV-F>>	1. KRRV-F>	1. KRRV-F>	1. KRRV-F>>	1. KBCE-F<
2. KQID-F<	2. KBCE-F	2. KBCE-F>>	2. KAPB-F	2. KBCE-F>	2. KRRV-F>
3. KBCE-F	3. KQID-F>>	3. KQID-F	3. KBCE-F>	3. KFAD-F	3. KQID-F>>
4. KZMZ-F>	4.	4.	4.	4. KSYL	4.
5.	5.	5.	5.	5. KQID-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALB	580	ALEXANDRIA	1.5/6.8
KEZP-F	104.3	BUNKIE	0.8/6.5
KFAD-F	93.9	ALEXANDRIA	2.3/6.2
KICR-F	98.7	OAKDALE	1.9/9.0
KRRV	1410	ALEXANDRIA	0.4/2.4
KWDF	840	BALL	1.2/3.2
KSMB-F	94.5	LAFAYETTE	0.4/3.3
WTGE-F	100.7	BATON ROUGE	0.4/2.4
WYNK-F	101.5	BATON ROUGE	0.4/3.2

RADIO STATIONS

KALB,	580,	5 KW/1 KW (DA-N)	,	Nostalgia	SMN, \$ 9.00	(Katz)
KSYL,	970,	1 KW (DA-N)	,	Full Service	UNISTR BRN, \$ 8.00	(Torbet)
KAPB-F,	97.7,	3 KW @ 330	,	Country	CNN UNISTR, \$10.00	( --- ) (MARKSVILLE)
KBCE-F,	102.3,	3 KW @ 289	,	Black	AURN, \$20.00	(D & R) (BOYCE)
KICR-F,	98.7,	10 KW @ 1056	,	AC	UNISTR, \$ 9.00	( --- ) (OAKDALE)
KLAA-F,	103.5,	50 KW @ 649	,	Country	MBS, \$10.00	(D & R) (TIOGA)
KLIL-F,	92.1,	3 KW @ 298	,	CHR	UNIDTR, \$ 8.00	( --- ) (MOREAU.)
KQID-F,	93.1,	100 KW @ 1010	,	CHR	ABC UNISTR, \$15.00	(Torbet)
KRRV-F,	100.3,	100 KW @ 1053	,	Country	ABC, \$29.00	(Banner)
KZMZ-F,	96.9,	100 KW @ 1450	,	AOR	ABC UNISTR, \$11.00	(Katz)

AMARILLO, TX

MSA Rank/Pop: 201/189,600  
 ARB Rank/Pop: 190/153,400  
 Market TSL: 21.75 Hours  
 Average Person Rating: 16.3

Diaries: 378  
 Sample Target: 400  
 % Below Line: 0.0  
 % Not Listed: 12.8

Retail \$: 1.92 Bil  
 FM Share: 77.52%  
 Stations: 16/16

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KMML-F (C)	32/12.8	---	16.7	---	20.4	459	29.9	33.0	36.1
2. KQIZ-F (CHR)	20/12.0	---	5.8	---	10.6	403	26.3	22.0	28.3
3. KGNC-F (C)	25/10.0	---	3.3	---	5.7	373	24.3	9.4	14.1
4. KGNC (N/T)	24/ 9.6	---	6.5	---	10.2	282	18.4	14.9	20.5
5. KBUY-F (C)	20/ 8.0	---	9.8	---	6.4	301	19.6	22.3	16.8
6. KIXZ (BB)	14/ 5.6	---	7.6	---	7.9	183	11.9	12.8	15.1
7. KATP-F (AOR)	13/ 5.2	---	4.7	---	7.9	150	9.8	10.6	14.7
8. KARX-F (AOR)	12/ 4.8	---	12.4	---	---	225	14.7	19.0	---
9. KAEZ-F (SAC)	10/ 4.0	---	4.7	---	---	160	10.4	8.2	---
10. KZIP (SP)	9/ 3.6	---	2.5	---	1.1	55	3.6	3.2	2.7
11. KLSF-F (AC)	8/ 3.2	---	6.9	---	5.7	161	10.5	16.3	15.6
KQFX-F (C)	8/ 3.2	---	0.7	---	---	186	12.1	1.9	---

12+ AMD

1. KMML-F>
2. KQIZ-F
3. KGNC <
4. KGNC-F
- 5.

12+ MID

1. KMML-F
2. KGNC
3. KGNC-F
- KQIZ-F
- 5.

12+ PMD

1. KQIZ-F<
2. KGNC <
3. KGNC-F
- KMML-F
- 5.

12+ EVE

1. KQIZ-F
2. KGNC-F
3. KBUY-F>
- 4.
- 5.

ADULTS 18-34

1. KBUY-F
- KQIZ-F
- KMML-F<
4. KGNC-F
5. KATP-F

ADULTS 18-49

1. KMML-F
2. KGNC-F
3. KBUY-F
4. KQIZ-F
- 5.

ADULTS 25-54

1. KMML-F
2. KGNC-F<
3. KBUY-F
4. KGNC
- 5.

ADULTS 35+

1. KGNC
2. KMML-F
3. KIXZ
4. KGNC-F
- 5.

MEN 25-54

1. KGNC
2. KMML-F>
3. KBUY-F
4. KATP-F
- KGNC-F

WOMEN 25-54

1. KMML-F
2. KGNC-F
3. KBUY-F
4. KQIZ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKS-F	107.9	CANYON	2.0/11.3
KDJW	1010	AMARILLO	0.4/ 4.2
KPUR	1440	AMARILLO	0.4/ 2.7
KPUR-F	107.1	CANYON	2.4/ 9.3

RADIO STATIONS

KGNC	, 710,	10 KW (DA-2)	, News/Talk	MBS CBS, \$18.00	(Katz)	Stauffer
KIXZ	, 940,	5 KW/1 KW (DA-2),	Nostalgia	UNISTR ABC, \$13.00	(Banner)	
KZIP	, 1310,	1 KW (DAYS)	, Hispanic	, \$10.00	(Caballero)	
KAEZ-F,	105.7,	6 KW @ 236	, Soft AC	, \$10.00	( --- )	
KAKS-F,	107.9,	100 KW @ 1321	, CHR	UNISTR, \$14.00	(D & R)	(CANYON)
KARX-F,	95.7,	100 KW @ 390	, AOR	, \$17.00	(D & R)	(CLAUDE)
KATP-F,	101.9,	100 KW @ 1007	, AOR	, \$12.00	(K & P)	Meyer-Baldrige
KBUY-F,	94.1,	100 KW @ 699	, Country	MBS NBC, \$19.00	(Banner)	Walton
KLSF-F,	96.9,	100 KW @ 600	, AC	UNISTR, \$20.00	(Banner)	
KGNC-F,	97.9,	98 KW @ 1282	, Country	UNISTR, \$14.00	(Katz)	Stauffer
KMML-F,	98.7,	100 KW @ 469	, Country	ABC, \$22.00	(Banner)	
KPUR-F,	107.1,	3 KW @ 298	, Oldies	CNN UNISTR, \$11.00	(Eastman)	(CANYON)
KQIZ-F,	93.1,	100 KW @ 699	, CHR	, \$18.00	(Mc-Guild)	Wiskes/Abaris

AUGUSTA - WATERVILLE, ME

MSA Rank/Pop: NA  
 ARB Rank/Pop: 236/98,500  
 Market TSL: 22.50 Hours  
 Average Person Rating: 16.9

Diaries: 325  
 Sample Target: 310  
 % Below Line: 38.5  
 % Not Listed: 18.1

Retail \$: 1.0 B11  
 FM Share: 97.79%  
 Stations: 16/6

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WKCG-F (C)	23/13.9	---	9.2	---	8.9	208	21.1	16.8	17.3
2. WMME-F (CHR)	22/13.3	---	13.1	---	13.1	291	29.5	27.2	29.1
3. WBLM-F (AOR)	15/ 9.0	---	7.8	---	9.5	260	26.4	22.6	23.4
WQCB-F (C)	15/ 9.0	---	4.6	---	10.1	144	14.6	10.2	17.2
5. WHOM-F (SAC)	13/ 7.8	---	7.2	---	4.8	162	16.4	16.9	10.7
WABK-F (AC)	13/ 7.8	---	5.2	---	6.5	181	18.4	19.1	17.0
7. WTOS-F (AOR)	8/ 4.8	---	8.5	---	7.7	139	14.1	21.1	15.7
8. WXGL-F (O)	7/ 4.2	---	3.9	---	3.0	112	11.4	14.4	12.7
9.									
10.									

12+ AMD

- WKCG-F
- WMME-F
- WBLM-F
- WABK-F
- WQCB-F

12+ MID

- WKCG-F>
- WMME-F
- WQCB-F<
- WHOM-F<
- WABK-F

12+ PMD

- WMME-F>
- WKCG-F<
- WBLM-F
- WQCB-F
- WHOM-F

12+ EVE

- WMME-F
- WKCG-F
- WBLM-F
- 
- 

ADULTS 18-34

- WMME-F<
- WBLM-F>
- WQCB-F
- WTOS-F
- WABK-F

ADULTS 18-49

- WMME-F
- WBLM-F>
- WABK-F
- WQCB-F
- WKCG-F

ADULTS 25-54

- WMME-F>
- WKCG-F
- WBLM-F<
- WABK-F
- 

ADULTS 35+

- WKCG-F>
- WHOM-F
- WQCB-F
- 
- 

MEN 25-54

- WBLM-F
- WMME-F
- WQCB-F
- WABK-F
- WTOS-F

WOMEN 25-54

- WMME-F
- WKCG-F
- WABK-F
- WXGL-F
- 

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAU	1340	AUGUSTA	1.8/ 4.1
WTVL-F	98.5	WATERVILLE	1.8/11.0
WCLZ-F	98.9	BRUNSWICK	2.4/ 6.3
WCME-F	96.7	BOOTHBAY	0.6/ 3.2
WKRH-F	105.9	BATH	1.2/ 8.4
WKZS-F	99.9	AUBURN	1.2/ 7.7
WPOR-F	101.9	PORTLAND	1.8/ 5.4
WYOU-F	97.1	BANGOR	1.2/ 8.9

RADIO STATIONS

WABK-F,	104.3,	50 KW @ 371 ,	AC	USA, \$15.00	(Eastman)	(GARDINER)
WKCG-F,	101.3,	50 KW @ 321 ,	Country	CBS, \$20.00	(K & P)	
WMME-F,	92.3,	50 KW @ 500 ,	CHR	SOURCE, \$21.00	(D & R)	
WTOS-F,	105.1,	50 KW @ 2430 ,	AOR	UNISTR, \$15.00	(K & P)	(SKOWHEGAN)
WTVL-F,	98.5,	50 KW @ 134 ,	Oldies	ABC, \$13.00	( --- )	(WATERVILLE)

Other ranked stations -- see Bangor in this edition or Portland in Spring 93 edition

BANGOR, ME

MSA Rank/Pop: 231/148,600  
 ARB Rank/Pop: 249/77,700  
 Market TSL: 22.00 Hours  
 Average Person Rating: 16.5

Diaries: 287  
 Sample Target: 280  
 % Below Line: 3.1  
 % Not Listed: 17.2

Retail \$: 0.8 Bll  
 FM Share: 76.42%  
 Stations: 10/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. WQCB-F (C)	24/18.8	---	14.8	---	13.2	214	27.5	23.2	24.6
2. WABI (BB/FS)	19/14.8	---	10.2	---	7.4	128	16.5	14.5	18.0
3. WKSQ-F (AC)	12/ 9.4	---	8.6	---	6.6	191	24.6	26.3	22.9
4. WSHZ-F (SAC)	11/ 8.6	---	4.7	---	6.6	157	20.2	14.6	19.9
5. WKIT-F (AOR)	9/ 7.0	---	17.2	---	9.9	148	19.0	27.4	21.7
6. WWMJ-F (O)	8/ 6.3	---	8.6	---	12.4	111	14.3	19.5	23.5
7. WYOU-F (C)	7/ 5.5	---	3.9	---	3.3	90	11.6	13.2	14.6
8. WAFX-F (CHR)	6/ 4.7	---	7.8	---	14.0	148	19.0	23.5	27.4
WZON (T)	6/ 4.7	---	3.9	---	---	93	12.0	8.2	---
10. WTOS-F (AOR)	4/ 3.1	---	5.9	---	5.0	86	11.1	16.7	16.9

12+ AMD

1. WQCB-F
2. WABI >>
- 3.
- 4.
- 5.

12+ MID

1. WQCB-F>
2. WABI
3. WSHZ-F
4. WKIT-F
- 5.

12+ PMD

1. WQCB-F>
2. WKSG-F<
3. WABI
- 4.
- 5.

12+ EVE

1. WABI
- WQCB-F
3. WKSG-F
- WSHZ-F
- 5.

ADULTS 18-34

1. WKSQ-F
2. WQCB-F
3. WKIT-F
4. WSHZ-F
- WAFX-F

ADULTS 18-49

1. WQCB-F>
2. WKSQ-F<
3. WKIT-F
- WSHZ-F
- 5.

ADULTS 25-54

1. WQCB-F>
2. WKSQ-F
3. WSHZ-F
4. WKIT-F
- WWMJ-F

ADULTS 35+

1. WABI <
2. WQCB-F>>
- 3.
- 4.
- 5.

MEN 25-54

1. WQCB-F>>
2. WSHZ-F
- WKIT-F
- WTOS-F
- 5.

WOMEN 25-54

1. WQCB-F
2. WKSQ-F>
3. WSHZ-F
- WWMJ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WABI, 910, 5 KW (DA-N)	, Nostalgia	CNN, \$12.00	(Kettell-Carter)
WZON, 620, 5 KW (DA-2)	, Taik	NBC-T, CBS, \$10.00	( --- )
WKIT-F, 100.3, 16 KW @ 882	, AOR	, \$16.00	(Eastman) (BREWER)
WKSQ-F, 94.5, 12 KW @ 1027	, AC	, \$14.00	(Christal) (ELLSWORTH)
WSHZ-F, 92.9, 20 KW @ 787	, Soft AC	UNISTR, \$12.00	(Katz)
WQCB-F, 106.5, 100 KW @ 1079	, Country	AP, \$21.00	(Mc-Guild) (BREWER)
WAFX-F, 104.7, 10 KW @ 1099	, CHR	, \$16.00	(Banner) (BELFAST)
WWMJ-F, 95.7, 12 KW @ 1027	, Oldies	ABC, \$15.00	(D & R) (ELLSWORTH)
WYOU-F, 97.1, 5 KW @ 1230	, Country	ABC UNISTR, \$13.00	(Torbet)

WTOS-F -- see Augusta, ME in this edition

BATTLE CREEK, MI

MSA Rank/Pop: 246/137,100  
 ARB Rank/Pop: 224/113,200  
 Market TSL: 22.0 Hours  
 Average Person Rating: 16.5

Diaries: 364  
 Sample Target: 350  
 % Below Line: 57.2  
 % Not Listed: 21.9

Retail \$: 1.1 B11  
 FM Share: 77.40%  
 Stations: 15/2

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. WNNW-F (C)	34/18.2	---	21.7	---	12.7	346	30.6	33.9	25.3
2. WBCK (FS)	32/17.1	---	12.0	---	12.7	352	31.1	25.6	24.4
3. WKFR-F (CHR)	18/ 9.6	---	7.4	---	6.9	269	23.8	23.0	19.1
4. WRKR-F (AOR)	14/ 7.5	---	8.6	---	5.3	169	14.9	14.7	12.9
5. WJXQ-F (AOR)	8/ 4.3	---	6.9	---	4.2	117	10.3	14.0	8.6
6. WBXX-F (O)	7/ 3.7	---	4.6	---	13.2	142	12.5	11.3	26.3
WOOD-F (SAC)	7/ 3.7	---	9.7	---	3.7	151	13.3	15.0	11.5
WBCT-F (C)	7/ 3.7	---	0.6	---	---	97	8.6	3.5	---
9.									
10.									

12+ AHD

1. WBCK >
2. WNNW-F>>
- 3.
- 4.
- 5.

12+ MID

1. WNNW-F>
2. WBCK >
3. WKFR-F
4. WRKR-F
- 5.

12+ PHD

1. WNNW-F
2. WBCK >
3. WKFR-F
4. WRKR-F
- 5.

12+ EVE

1. WBCK >
2. WNNW-F<
3. WKFR-F>
- 4.
- 5.

ADULTS 18-34

1. WNNW-F<
2. WKFR-F<
3. WRKR-F>
- 4.
- 5.

ADULTS 18-49

1. WNNW-F<
2. WKFR-F
- WRKR-F
4. WBCK
- 5.

ADULTS 25-54

1. WNNW-F
2. WBCK >
3. WKFR-F
- WRKR-F
- 5.

ADULTS 35+

1. WBCK >
2. WNNW-F>>
- 3.
- 4.
- 5.

MEN 25-54

1. WBCK
- WNNW-F>
3. WKFR-F
- WRKR-F
- 5.

WOMEN 25-54

1. WNNW-F
2. WBCK
- WKFR-F
- WRKR-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCUZ-F	101.3	GRAND RAPIDS	0.5/ 2.8
WFMK-F	99.1	EAST LANSING	0.5/ 2.8
WIBM-F	94.1	JACKSON	3.2/13.9
WITL-F	100.7	LANSING	1.6/ 5.3
WJR	760	DETROIT	0.5/ 2.7
WQLR-F	106.5	KALAMAZOO	3.2/ 8.3
WVIC-F	94.9	LANSING	0.5/ 2.9

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2) , Full Service NBC NBC-T, \$18.00 (Eastman) Liggett  
 WBXX-F, 95.3, 3 KW @ 269 , AC/Oldies , \$12.00 (Eastman) Liggett

Other ranked stations -- see Kalamazoo, Lansing or Grand Rapids in Spring 93 edition

BEAUMONT - PORT ARTHUR, TX

MSA Rank/Pop: 128/357,700  
 ARB Rank/Pop: 128/288,600  
 Market TSL: 21.0 Hours  
 Average Person Rating: 15.7

Diaries: 441  
 Sample Target: 440  
 % Below Line: 22.3  
 % Not Listed: 12.6

Retail \$: 2.7 Bil  
 FM Share: 79.49%  
 Stations: 17/10

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KYKR-F (C)	67/14.8	13.3	7.0	11.1	9.7	834	28.9	25.5	18.2
2. KAYD-F (C)	56/12.4	15.2	11.5	17.3	15.2	707	24.5	22.3	28.6
3. KHYS-F (B)	48/10.6	11.1	15.5	9.3	12.1	499	17.3	18.1	17.3
4. KIOC-F (CHR)	44/ 9.7	7.0	8.7	7.1	3.7	586	20.3	21.2	13.7
5. KLVI (N/T)	43/ 9.5	8.6	7.0	4.9	4.1	494	17.1	15.5	11.8
6. KKMV-F (AC)	42/ 9.3	5.4	9.2	5.6	7.8	569	19.7	19.2	14.7
7. KALO (B)	14/ 3.1	3.2	8.2	3.8	2.7	199	6.9	12.1	7.6
8. KKZR-F (AOR)	12/ 2.7	1.4	0.7	---	1.2	150	5.2	3.6	2.8
9. KTRH (N/T)	11/ 2.4	2.5	2.6	4.2	2.3	130	4.5	7.8	6.9
10. KQXY-F (SAC)	9/ 2.0	4.1	1.4	3.6	1.6	283	9.8	7.3	5.9

12+ AMD

1. KYKR-F
2. KLVI <
3. KAYD-F>
4. KIOC-F
5. KHYS-F

12+ MID

1. KYKR-F
2. KAYD-F>
3. KLVI <
4. KKMV-F<
5. KHYS-F

12+ PMD

1. KYKR-F>
2. KAYD-F
3. KHYS-F
- KIOC-F<
5. KKMV-F

12+ EVE

1. KHYS-F
2. KIOC-F<
3. KHYS-F>
- 4.
- 5.

ADULTS 18-34

1. KHYS-F
2. KIOC-F
3. KYKR-F>
- 4.
- 5.

ADULTS 18-49

1. KAYD-F<
2. KYKR-F
- KHYS-F
4. KKMV-F<
5. KIOC-F

ADULTS 25-54

1. KAYD-F
2. KYKR-F<
3. KHYS-F
4. KKMV-F
5. KIOC-F

ADULTS 35+

1. KYKR-F
2. KAYD-F
- KLVI
4. KKMV-F
- 5.

MEN 25-54

1. KAYD-F
2. KKMV-F
3. KHYS-F
4. KLVI
5. KYKR-F

WOMEN 25-54

1. KYKR-F
2. KAYD-F<
3. KHYS-F
4. KIOC-F
5. KKMV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOLE	1340	PORT ARTHUR	1.5/4.8
KTFA-F	92.5	GROVES	1.3/4.6
KZZB	990	BEAUMONT	1.3/3.8
KBXX-F	97.9	HOUSTON	2.0/7.8
KMJQ-F	102.1	HOUSTON	1.3/5.1
KYKZ-F	96.1	LAKE CHARLES LA	1.5/8.3
KZFX-F	107.5	LAKE JACKSON	1.8/4.9

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N) , Black  
 KLVI, 560, 5 KW (DA-N) , News/Talk

AURN UNISTR, \$17.00 (Christal) Clear Channel  
 ABC, \$23.00 (Mc-Guild) Hicks

KAYD-F, 97.5, 100 KW @ 479, Country , \$28.00 (Katz)  
 KIOC-F, 106.1, 100 KW @ 1059, CHR , \$23.00 (Banner)  
 KKMV-F, 104.5, 100 KW @ 400, AC UNISTR, \$24.00 (Eastman) UNO

KQXY-F, 94.1, 100 KW @ 600, Soft AC , \$14.00 (Katz)  
 KTFA-F, 92.5, 50 KW @ 440, Religion , \$12.00 (---) (GROVES)  
 KYKR-F, 95.1, 100 KW @ 1952, Country , \$30.00 (Mc-Guild) Hicks

Other ranked stations -- see Houston in Spring 93 edition

BECKLEY, WV

MSA Rank/Pop: NA  
 ARB Rank/Pop: 255/62,400  
 Market TSL: 21.0 Hours  
 Average Person Rating: 15.7

Diaries: 293  
 Sample Target: 280  
 % Below Line: 1.0  
 % Not Listed: 20.4

Retail \$: 0.53 Bil  
 FM Share: 93.59%  
 Stations: 7/6

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WJLS-F (C)	31/31.6	---	22.8	---	20.0	298	47.8	44.8	42.8
2. WTNJ-F (C)	25/25.5	---	20.7	---	20.9	294	47.1	40.2	41.6
3. WCIR-F (CHR)	13/13.3	---	18.5	---	21.7	246	39.4	35.1	47.7
4. WJLS (REL)	4/ 4.1	---	8.7	---	5.2	100	16.0	16.9	15.1
5. WAXS-F (O)	3/ 3.1	---	2.2	---	7.0	70	11.2	10.8	8.8
6.									
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJLS-F	1. WJLS-F<	1. WJLS-F>	1. WJLS-F
2. WTNJ-F>	2. WTNJ-F>>	2. WTNJ-F>>	WCIR-F
3. WCIR-F	3. WCIR-F	3. WCIR-F>	3. WTNJ-F
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WTNJ-F>>	1. WTNJ-F<	1. WTNJ-F<	1. WJLS-F>	1. WTNJ-F>	1. WJLS-F>
2. WCIR-F>	2. WJLS-F>>	2. WJLS-F>>	2. WTNJ-F>>	2. WJLS-F>	2. WTNJ-F>
3. WJLS-F	3. WCIR-F	3. WCIR-F	3.	3.	3. WCIR-F>
4. WAXS-F	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWNR	620	BECKLEY	1.0/7.1
WKAZ-F	107.3	MIAMI, WV	1.0/4.0

RADIO STATIONS

WJLS,	560,	5 KW/500 W (DA-N),	Religion	MBS, \$ 7.00 (Savalli)	
WOAY,	860,	10 KW/5 KW (DA-2),	Religion	\$ 5.00 ( --- )	(OAK HILL)
WWNR,	620,	1 KW/500 W (DA-1),	Nostalgia	ABC USA, \$ 6.00 ( --- )	
WAXS-F,	94.1,	26 KW @ 649	, AOR	SBC SMN, \$ 9.00 (Roslin)	Adventure (OAK HILL)
WCIR-F,	103.7,	5 KW @ 1483	, CHR	NBC UNISTR, \$17.00 (K & P)	
WHAJ-F,	104.5,	100 KW @ 1200	, CHR	UNIULT UNIPWR, \$10.00 ( --- )	Adventure (BLUEFIELD)
WJLS-F,	99.5,	34 KW @ 1050	, Country	MBS, \$16.00 (Savalli)	
WTNJ-F,	105.9,	50 KW @ 492	, Country	ABC UNISTR, \$23.00 (Roslin)	(MT. HOPE)

BILLINGS, MT

MSA Rank/Pop: 286/112,800  
 ARB Rank/Pop: 239/ 91,600  
 Market TSL: 23.0 Hours  
 Average Person Rating: 16.9

Diaries: 338  
 Sample Target: 310  
 % Below Line: 0.0  
 % Not Listed: 10.3

Retail \$: 1.1 B11  
 FM Share: 83.45%  
 Stations: 12/12

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	S91
1. KCTR-F (C)	38/24.5	20.8	21.9	23.8	21.9	328	35.8	37.4	38.0
2. KKBR-F (C)	21/13.5	6.5	7.7	13.6	9.4	240	26.2	19.9	22.4
3. KYYA-F (CHR)	20/12.9	6.5	7.7	8.2	9.4	250	27.3	21.4	25.9
4. KRKX-F (AOR)	16/10.3	11.7	7.1	6.8	10.0	179	19.5	15.8	14.8
5. KBLG (N/T)	10/ 6.5	5.8	5.2	4.1	4.4	100	10.9	9.6	10.5
6. KOHZ-F (SAC)	9/ 5.8	13.0	8.4	7.5	8.8	155	16.9	20.8	19.6
7. KIDX-F (AC)	7/ 4.5	5.8	5.2	6.1	6.9	129	14.1	15.8	15.3
8. KGHL (C)	5/ 3.2	4.5	9.0	6.8	7.5	93	10.2	18.8	15.2
KDWG-F (?)	5/ 3.2	1.3	4.5	---	3.1	89	9.7	16.7	9.7
10. KMAY (?)	3/ 1.9	1.3	0.6	---	---	36	3.9	4.4	---
KURL (REL)	3/ 1.9	3.9	3.2	3.4	3.8	50	5.5	6.1	9.4
12. KCTR (C)	2/ 1.3	1.9	11.0	5.4	1.9	78	8.5	13.9	11.8

12+ AMD

1. KCTR-F>>
2. KKBR-F
3. KYYA-F
4. KRKX-F
- 5.

12+ MID

1. KCTR-F
2. KKBR-F
3. KYYA-F
- KBLG
5. KRKX-F

12+ PMD

1. KCTR-F>
2. KKBR-F<
3. KYYA-F
4. KRKX-F
- 5.

12+ EVE

1. KCTR-F
- KYYA-F>>
3. KRKX-F
- 4.
- 5.

ADULTS 18-34

1. KCTR-F
2. KRKX-F
3. KYYA-F>
- 4.
- 5.

ADULTS 18-49

1. KCTR-F>
2. KKBR-F
3. KRKX-F
4. KYYA-F
- 5.

ADULTS 25-54

1. KCTR-F
2. KKBR-F>
3. KRKX-F
- 4.
- 5.

ADULTS 35+

1. KCTR-F
2. KKBR-F>
3. KBLG
4. KOHZ-F
- 5.

MEN 25-54

1. KCTR-F<
2. KKBR-F>
3. KRKX-F>
4. KBLG
- 5.

WOMEN 25-54

1. KCTR-F>
2. KKBR-F
3. KIDX-F
4. KYYA-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KBLG	, 910,	1 KW/64 W	, Talk	NBC, \$10.00	( --- )	Sunbrook
KCTR	, 970,	5 KW (DA-N)	, Country	ABC, \$ NA	(Christal)	Citadel
KGHL	, 790,	5 KW (DA-N)	, Country	CBS, \$13.00	(Eastman)	
KURL	, 730,	5 KW/235 W	, Religion	, \$ 7.00	( --- )	Enterprise
KCTR-F,	102.9,	100 KW @ 489	, Country	ABC, \$25.00	(Christal)	Citadel
KDWG-F,	95.5,	100 KW @ 984	,	, \$ NA	(Eastman)	(HARDIN)
KIDX-F,	98.5,	85 KW @ 371	, AC	, \$15.00	(Eastman)	
KOHZ-F,	103.7,	100 KW @ 489	, Soft AC	ABC, \$13.00	(Banner)	
KRXX-F,	94.1,	100 KW @ 1017	, AOR	, \$16.00	(Mc-Guild)	Sunbrook
KYYA-F,	93.3,	100 KW @ 699	, CHR/AC	ABC, \$14.00	(Banner)	Sunbrook
KKBR-F,	97.1,	35 KW @ 295	, CHR	ABC, \$14.00	(Christal)	



BILOXI-GULFPORT, MS

MSA Rank/Pop: 192/198,500  
 ARB Rank/Pop: 184/161,400  
 Market TSL: 22.25 Hours  
 Average Person Rating: 16.3

Diaries: 436  
 Sample Target: 420  
 % Below Line: 15.6  
 % Not Listed: 21.3

Retail \$: 1.2 Bil  
 FM Share: 85.99%  
 Stations: 20/10

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WKNN-F (C)	47/17.9	---	15.3	---	21.3	513	31.8	27.7	30.9
2. WXRG-F (AOR)	28/10.6	---	4.6	---	5.6	231	14.3	10.7	12.5
3. WGCM-F (O)	23/ 8.7	---	4.6	---	8.2	252	15.6	14.6	19.0
4. WZKX-F (CHR)	20/ 7.6	---	10.3	---	9.3	342	21.2	24.6	23.3
5. WQID-F (CHR)	14/ 5.3	---	5.0	---	5.2	270	16.7	16.5	17.8
6. WWL (N/T)	11/ 4.2	---	6.9	---	4.5	199	12.3	14.3	9.0
WGCM (BB)	11/ 4.2	---	1.5	---	1.1	111	6.9	4.9	2.7
8. WXLS-F (AC)	10/ 3.8	---	5.7	---	4.5	190	11.8	13.4	11.3
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKNN-F	1. WKNN-F	1. WKNN-F	1. WKNN-F
2. WXRG-F	2. WXRG-F	2. WXRG-F	2. WZKX-F
3. WGCM-F	3. WGCM-F	3. WZKX-F	3. WXRG-F
4.	4. WWL	4. WGCM-F	4. WGCM-F
5.	5. WZKS-F	5. WQID-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WXRG-F	1. WKNN-F	1. WKNN-F	1. WKNN-F	1. WXRG-F	1. WKNN-F
2. WKNN-F	2. WXRG-F	2. WGCM-F	2. WGCM-F	2. WKNN-F	2. WGCM-F
3. WZKX-F	3. WGCM-F	3. WXRG-F	3. WGCM	3. WGCM-F	3. WZKX-F
4. WQID-F	4. WQID-F	4. WQID-F	4. WXRG-F	4.	4. WQID-F
5.	5.	5.	WWL	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WROA	1390	GULFPORT	1.5/4.3
WUSD-F	97.9	WIGGINS	2.3/7.2
WVMI	570	BILOXI	1.1/5.3
WBLX-F	92.9	MOBILE	3.4/6.9
WEZB-F	97.1	NEW ORLEANS	0.4/3.7
WLMG-F	101.9	NEW ORLEANS	0.4/2.9
WLTS-F	105.3	NEW ORLEANS	1.5/5.1
WNOE-F	101.1	NEW ORLEANS	0.8/6.6
WOSM-F	103.1	OCEAN SPRINGS	0.8/3.3
WQUE-F	93.3	NEW ORLEANS	1.5/5.1
WRNO-F	99.5	NEW ORLEANS	1.5/3.7
WYLD-F	98.5	NEW ORLEANS	1.1/2.4

RADIO STATIONS

WROA, 1390,	5 KW (DA-2)	, Soft AC	, \$10.00 (Eastman)
WVMI, 570,	5 KW/1 KW (DA-2),	Country	ABC, \$10.00 (Mc-Guild)
WGCM-F, 102.3,	25 KW @ 298	, Oldies	, \$13.00 (Eastman)
WKNN-F, 99.1,	99 KW @ 994	, Country	ABC, \$23.00 (Mc-Guild)
WXRG-F, 96.7,	21 KW @ 207	, AOR	, \$11.00 (K & P)
WQID-F, 93.7,	100 KW @ 984	, CHR	ABC, \$12.00 (Mc-Guild)
WXLS-F, 107.1,	3 KW @ 407	, AC	, \$14.00 (K & P)
WZKX-F, 107.9,	100 KW @ 410	, CHR	, \$19.00 (Eastman)

WNOE, WWL -- see New Orleans in Spring 93 edition

WOSM -- see Pascagoula

BISMARCK, ND

HSA Rank/Pop: 312/84,000  
 ARB Rank/Pop: 253/67,800  
 Market TSL: 25.0 Hours  
 Average Person Rating: 19.2

Diaries: 285  
 Sample Target: 280  
 % Below Line: 0.0  
 % Not Listed: 10.0

Retail \$: 0.74 B11  
 FM Share: 57.26%  
 Stations: 6/6

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KQDY-F (C)	29/22.3	---	17.8	---	15.8	261	38.5	33.2	28.9
2. KFYZ (FS)	27/20.8	---	13.6	---	18.0	265	39.1	37.8	40.4
3. KYYY-F (CHR)	23/17.7	---	18.6	---	25.6	230	33.9	39.6	44.6
4. KBMR (C)	18/13.8	---	12.7	---	12.8	184	27.1	21.7	18.7
5. KBYZ-F (AOR)	15/11.5	---	11.9	---	11.3	146	21.5	24.2	25.8
6. KLXX (BB)	5/ 3.8	---	4.2	---	4.5	119	17.6	15.2	16.6
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFYZ >>	1. KFYZ <	1. KQDY-F>>	1. KYYY-F
2. KQDY-F<	2. KQDY-F>	2. KFYZ	2. KQDY-F>>
3. KYYY-F	3. KYYY-F	3. KYYY-F	3.
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KQDY-F<	1. KQDY-F	1. KQDY-F<	1. KFYZ >>	1. KFYZ	1. KYYY-F
2. KYYY-F	2. KYYY-F	2. KFYZ	2. KBMR >	2. KBYZ-F	KQDY-F>
3. KBYZ-F>	3. KBYZ-F	3. KYYY-F	3. KQDY-F>	3. KQDY-F	3. KBMR
4.	4. KFYZ	4. KBYZ-F	4.	4.	4. KFYZ
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KBMR, 1130,	50 KW/32 W	, Country	NBC UNISTR, \$14.00	(Mc-Guild)	
KFYZ, 550,	5 KW (DA-N)	, Full Service	ABC, \$22.00	(Banner)	Meyer
KLXX, 1270,	1 KW/250 W	, Nost.	SMN, \$ 9.00	(K & P)	LaKoduk
KBYZ-F, 96.5,	100 KW @ 1000	, AOR	UNISTR, \$17.00	(K & P)	LaKoduk
KNDR-F, 104.7,	100 KW @ 853	, Religion	, \$ 7.00	( --- )	(MANDAN)
KQDY-F, 94.5,	100 KW @ 1118	, Country	CNN UNISTR, \$20.00	(Mc-Guild)	
KYYY-F, 92.9,	100 KW @ 1181	, CHR	ABC, \$22.00	(Banner)	Meyer

BRYAN-COLLEGE STATION, TX

MSA Rank/Pop: 265/124,500  
 ARB Rank/Pop: 230/105,600  
 Market TSL: 19 Hours  
 Average Person Rating: 14.3

Diaries: 376  
 Sample Target: 330  
 % Below Line: 15.9  
 % Not Listed: 25.8

Retail \$: 0.84 B11  
 FM Share: 90.18%  
 Stations: 17/10

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. KKYS-F (CHR)	20/13.2	---	10.0	---	13.9	381	36.1	28.7	37.3
2. KORA-F (C)	18/11.9	---	20.8	---	18.5	281	26.6	35.2	33.6
3. KTTX-F (C)	14/ 9.3	---	6.2	---	---	249	23.6	14.7	---
4. KMJQ-F (B)	10/ 6.6	---	3.1	---	4.0	113	10.7	7.6	6.3
KAGG-F (C)	10/ 6.6	---	10.8	---	7.9	219	20.7	23.1	21.3
6. KTSR-F (AOR)	9/ 6.0	---	10.8	---	11.3	216	20.5	27.6	19.2
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKYS-F<	1. KKYS-F<	1. KKYS-F	1. KKYS-F>
2. KORA-F	2. KORA-F	2. KTTX-F	2. KMJQ-F>
3. KAGG-F	3. KTTX-F	3. KORA-F	3.
4. KTTX-F	4. KTSR-F	4. KAGG-F	4.
5.	KAGG-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KKYS-F>	1. KKYS-F>	1. KKYS-F	1. KORA-F>	1. KKYS-F	1. KORA-F
2. KORA-F	2. KORA-F	2. KORA-F	2. KAGG-F	2. KAGG-F	KKYS-F>
KTTX-F	KTTX-F>	3. KAGG-F	3.	KTSR-F	3. KTTX-F
4. KTSR-F	4.	4. KTTX-F	4.	4.	KAGG-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAGC	1510	BRYAN	0.7/ 2.4
KBMA-F	99.5	BRYAN	2.6/ 6.6
KMBV-F	92.5	NAVASOTA	1.3/ 5.8
KTAM	1240	BRYAN	2.6/10.8
WTAW	1150	COLLEGE STATION	4.0/12.0
KHRN-F	94.3	HEARNE	1.3/ 5.7
KILT-F	100.3	HOUSTON	1.3/ 3.9
KKZR-F	106.9	CONROE	2.6/ 7.8
KLLOL-F	101.1	HOUSTON	1.3/ 5.4
KODA-F	99.1	HOUSTON	0.7/ 3.1
KRBE-F	104.1	HOUSTON	2.0/ 8.3

RADIO STATIONS

KAGC,	1510,	500 W (DAYS),	Religion	, \$ 7.00 (Republic)	
KTAM,	1240,	1 KW	Oldies	ABC, \$10.00 ( --- )	Clear Channel
WTAW,	1150,	1 KW/500 W (DA-N),	Country	CBS MBS, \$10.00 ( --- )	
KAGG-F,	96.1,	40 KW @ 538	Country	, \$16.00 (Eastman)	(MADISONVILLE)
KKYS-F,	104.7,	50 KW @ 285	CHR	, \$17.00 (Mc-Guild)	Sun Group
KORA-F,	98.3,	2.3 KW @ 528	Country	ABC, \$24.00 ( --- )	Clear Channel
KTSR-F,	92.1,	6 KW @ 276	AOR/Classic	, \$15.00 ( --- )	
KTTX-F,	106.1,	50 KW @ 492	Country	, \$ NA ( --- )	(BRENHAM)

KMJQ, KLLOL -- see Houston in Spring 93 edition

BURLINGTON, VT

MSA Rank/Pop: 240/140,800  
 ARB Rank/Pop: 219/118,100  
 Market TSL: 20.75 Hours  
 Average Person Rating: 15.9

Diaries: 404  
 Sample Target: 330  
 % Below Line: 2.1  
 % Not Listed: 20.7

Retail \$: 1.19 Bil  
 FM Share: 87.92%  
 Stations: 13/10

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WOKO-F (C)	38/20.2	18.4	12.6	12.6	12.4	372	31.5	19.9	23.6
2. WIZN-F (AOR)	33/17.6	12.4	18.8	13.1	15.9	373	31.6	33.3	29.7
3. WXXX-F (CHR)	28/14.9	17.9	16.2	12.0	16.5	442	37.4	32.3	33.5
4. WEZF-F (SAC)	14/ 7.4	10.4	12.0	11.5	11.2	285	24.1	23.7	25.9
5. WJOY (N/T)	7/ 3.7	3.0	3.7	7.9	2.4	139	11.8	9.1	11.1
WVMT (FS)	7/ 3.7	2.5	5.8	4.2	6.5	152	12.9	11.5	12.0
7. WNCS-F (AOR)	6/ 3.2	3.0	3.1	4.2	2.9	170	14.4	13.4	14.7
8. WLFE-F (C)	5/ 2.7	2.0	---	0.5	1.8	79	6.7	---	6.8
9. WKDR (FS)	4/ 2.1	4.5	3.7	3.1	2.9	76	6.4	6.6	5.1
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WOKO-F	1. WIZN-F<	1. WOKO-F	1. WOKO-F
2. WIZN-F	2. WOKO-F>	2. WIZN-F	2. WXXX-F
3. WXXX-F>	3. WXXX-F>	3. WXXX-F>>	3. WIZN-F>>
4. WEZF-F	4. WEZF-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WIZN-F	1. WIZN-F	1. WIZN-F	1. WOKO-F>>	1. WIZN-F>>	1. WXXX-F<
2. WXXX-F	2. WOKO-F<	2. WOKO-F	2. WIZN-F	2. WOKO-F>>	2. WOKO-F
3. WOKO-F>>	3. WXXX-F>	3. WXXX-F	3. WEZF-F	3.	3. WEZF-F
4.	4. WEZF-F	4. WEZF-F	WJOY	4.	4. WIZN-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGLY-F	103.1	WATERBURY	1.6/4.8
WGFB-F	99.9	PLATTSBURGH, NY	0.5/7.0
WGTK-F	100.9	MIDDLEBURY	1.1/5.2
WVMX-F	101.7	STOWE	0.5/6.4

RADIO STATIONS

WJOY, 1230, 1 KW	, News/Talk	UNISTR CNN, \$10.00 (Torbet)	Hall	
WKDR, 1070, 5 KW (DAYS)	, Full Service	ABC, \$12.00 ( --- )		(PLATTSBURGH)
WVMT, 620, 5 KW (DA-2)	, Full Service	MBS ABC, \$11.00 (Mc-Guild)	Goldman	
WDOT-F, 96.1, 48 W @ 2306	, Oldies	UNISTR SMN, \$ 8.00 (Eastman)		(WARREN)
WEZF-F, 92.9, 46 KW @ 2699	, Soft AC	UNISTR, \$22.00 (Banner)	Knight	
WGLY-F, 103.1, .5 KW @ 899	, Religion	, \$ 7.00 ( --- )		(WATERBURY)
WIZN-F, 106.7, 50 KW @ 374	, AOR	, \$24.00 (MMR)	Deer River	(VERGENES)
WLFE-F, 102.3, 1 KW @ 800	, Country	MBS, \$11.00 (Eastman)		(ST. ALBAN'S)
WNCS-F, 104.7, 1.9 KW @ 2093	, AOR	, \$11.00 (Schutz)		(MONTPELIER)
WOKO-F, 98.9, 100 KW @ 289	, Country	, \$18.00 (Torbet)	Hall	
WXXX-F, 95.3, 3 KW @ 226	, CHR	, \$20.00 (Mc-Guild)	Goldman	

CAPE COD, MA

MSA Rank/Pop: NA  
 ARB Rank/Pop: 181/166,600  
 Market TSL: 24.25 Hours  
 Average Person Rating: 17.9

Diaries: 400  
 Sample Target: 400  
 % Below Line: 26.4  
 % Not Listed: 19.1

Retail \$: 2.35 B11  
 FM Share: 90.50%  
 Stations: 26/10

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME RATING S91
1. WQRC-F (EZ/SAC)	47/15.7	16.0	13.5	15.7	14.9	556	33.4	29.9	30.7
2. WPXC-F (AOR)	24/ 8.0	10.3	11.3	9.6	11.6	340	20.4	25.1	23.7
3. WFCC-F (CL)	23/ 7.7	8.2	7.7	4.8	3.3	243	14.6	13.1	7.1
4. WXTK-F (T)	14/ 4.7	3.1	2.3	---	1.3	248	14.9	8.9	8.0
5. WMVY-F (AOR)	13/ 4.3	3.8	5.5	3.8	2.6	128	7.7	13.3	7.2
WCTK-F (C)	13/ 4.3	5.3	2.6	3.8	3.3	158	9.5	7.3	8.8
7. WCOD-F (AC)	12/ 4.0	5.3	3.5	4.1	3.3	253	15.2	12.5	15.6
WPLM-F (BB)	12/ 4.0	4.4	7.7	6.1	8.9	252	15.1	17.1	18.3
9. WCIB-F (AC)	10/ 3.3	3.1	4.5	3.1	7.0	178	10.7	13.7	16.4
10. WRKO (T)	8/ 2.7	4.7	6.1	3.8	4.3	163	9.8	14.9	11.7
WRZE-F (AC)	8/ 2.7	---	---	2.7	2.0	188	11.3	---	7.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQRC-F>>	1. WQRC-F>	1. WQRC-F	1. WQRC-F<
2. WPXC-F<	2. WFCC-F	2. WFCC-F<	2. WPXC-F>>
3. WFCC-F	3. WPXC-F<	3. WPXC-F	3. WFCC-F
4. WXTK-F	4. WXTK-F<	4. WMVY-F	WCIB-F
5.	5. WCOD-F	WCTK-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WPXC-F>	1. WPXC-F>	1. WPXC-F	1. WQRC-F>>	1. WMVY-F	1. WPXC-F
2. WCOD-F	2. WMVY-F	2. WMVY-F	2. WFCC-F>	WPXC-F>	2. WQRC-F
3. WMVY-F	3. WCOD-F	3. WCOD-F	3. WXTK-F	3. WCTK-F	WCOD-F
WBCS-F	4. WCTK-F	4. WQRC-F	4. WCTK-F	4. WBCS-F	4. WFCC-F
5.	5.	WCTK-F	5.	5.	WKPE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFXR-F	93.5	HARWICH PORT	1.3/5.3
WFAN	660	NEW YORK	1.3/4.0
WHJY-F	94.1	PROVIDENCE	1.7/4.3
WPRO-F	92.3	PROVIDENCE	0.3/3.2
WFHN-F	107.1	NEW BEDFORD	1.7/7.3

See Boston For More Information About These Stations:

WBCN-F	1.0/ 3.7	WHDH	0.7/5.1
WBCS-F	2.3/ 4.9	WMJX-F	1.3/4.4
WBOS-F	0.3/ 3.1	WZOU-F	1.3/6.0
WBZ	2.3/ 8.4		
WCLB-F	0.3/ 3.8		
WEEI	0.7/ 3.3		

RADIO STATIONS

WCIB-F,	101.9,	50 KW @ 479,	AC	ABC, \$20.00	(D & R)	Ardman	(FALMOUTH)
WCOD-F,	106.1,	45 KW @ 430,	AC	AP, \$26.00	(Banner)	Taylor	(HYANNIS)
WFAL-F,	101.1,	4 KW @ 253,	AC	UNISTR, \$15.00	(Eastman)		(FALMOUTH)
WFXR-F,	93.5,	3 KW @ 328,	Soft AC	UNISTR, \$14.00	(Eastman)		(HARWICH)
WFCC-F,	107.5,	50 KW @ 341,	Classical	, \$20.00	(CMBS)		(CHATHAM)
WKPE-F,	104.7,	50 KW @ 459,	CHR	, \$30.00	(Katz)	Roth	(ORLEANS)
WMVY-F,	92.7,	3 KW @ 285,	AOR	AP, \$19.00	(Banner)		(TISBURY)
WPXC-F,	102.9,	6 KW @ 308,	AOR	, \$34.00	(Mc-Guild)		(HYANNIS)
WQRC-F,	99.9,	50 KW @ 380,	Soft AC/EZ	UPI, \$39.00	(Christal)	Sandab	(BARNSTABLE)
WXTK-F,	94.9,	50 KW @ 246,	Talk	CNN NBC-T, \$14.00	(Eastman)		(W. YARMOUTH)

Other ranked stations -- see Providence or Boston in Spring 93 edition

CAPE MAY, NJ

MSA Rank/Pop: NA  
 ARB Rank/Pop: 244/83,400  
 Market TSL: 24.00 Hours  
 Average Person Rating: 17.9

Diaries: 309  
 Sample Target: 290  
 % Below Line: 28.9  
 % Not Listed: 24.8

Retail \$: 0.98 B11  
 FM Share: 79.46%  
 Stations: 17/7

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WZXL-F (AOR)	23/15.4	---	13.5	---	11.2	240	28.8	28.7	22.3
2. WCMC (BB)	16/10.7	---	6.4	---	6.6	161	19.3	18.1	10.0
WFNN-F (C)	16/10.7	---	5.1	---	8.6	139	16.7	13.9	12.0
4. WBSS-F (CHR)	10/ 6.7	---	9.6	---	5.3	159	19.1	22.1	14.4
5. WFPG-F (SAC)	9/ 6.0	---	3.2	---	3.3	139	16.7	10.6	9.0
6. WBNJ-F (AC)	7/ 4.7	---	7.1	---	7.9	109	13.1	13.2	14.6
7. WKTU-F (O)	5/ 3.4	---	7.1	---	6.6	129	15.5	16.2	14.0
WAYV-F (AC)	5/ 3.4	---	3.8	---	5.9	87	10.4	13.5	14.8
WMID (BB)	5/ 3.4	---	2.6	---	8.6	80	9.6	8.5	13.1

12+ AMD

1. WFNN-F
2. WZXL-F
3. WCMC
4. WFPG-F
- 5.

12+ MID

1. WZXL-F<
2. WFNN-F
3. WCMC >
- 4.
- 5.

12+ PMD

1. WZXL-F>
2. WFNN-F
3. WCMC
4. WFPG-F
- 5.

12+ EVE

1. WZXL-F<
2. WCMC
3. WBSS-F>
- 4.
- 5.

ADULTS 18-34

1. WZXL-F>>
- 2.
- 3.
- 4.
- 5.

ADULTS 18-49

1. WZXL-F>>
2. WFNN-F
3. WBSS-F
- 4.
- 5.

ADULTS 25-54

1. WZXL-F>
2. WFNN-F>
3. WFPG-F
4. WKTU-F
- 5.

ADULTS 35+

1. WCMC <
2. WFNN-F>
3. WZXL-F
4. WFPG-F
- 5.

MEN 25-54

1. WZXL-F>>
- 2.
- 3.
- 4.
- 5.

WOMEN 25-54

1. WFNN-F>
2. WFPG-F>>
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKOE-F	106.3	OCEAN CITY	0.7/ 5.0
WSJL-F	102.3	CAPE MAY	0.7/ 5.4
KYW	1060	PHILADELPHIA	0.7/ 3.6
WMGM-F	103.7	ATLANTIC CITY	2.0/ 8.8
WMID-F	99.3	PLEASANTVILLE	2.7/ 6.4
WOND	1400	PLEASANTVILLE	0.7/ 7.4
WRDR-F	104.9	EGG HARBOR	2.0/ 9.8
WWDB-F	96.5	PHILADELPHIA	1.3/ 4.3

RADIO STATIONS

WCMC, 1230, 1 KW, Nostalgia, SMN, \$12.00 (D & R), Ragan Henry (WILDWOOD)  
 WBNJ-F, 105.5, 3 KW @ 296, AC, UNISTR, \$18.00 (Banner)  
 WFNN-F, 98.7, 3 KW @ 292, Country, SMN, \$11.00 ( --- ), Scott (VILLAS)

Other ranked stations -- see Atlantic City in Spring 93 edition

CASPER

MSA Rank/Pop: 319/60,100  
 ARB Rank/Pop: 258/47,900  
 Market TSL: 25.00 Hours  
 Average Person Rating: 18.0

Diaries: 279  
 Sample Target: 280  
 % Below Line: 0.0  
 % Not Listed: 22.1

Retail \$: 0.46 B11  
 FM Share: 62.31%  
 Stations: 5/5

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME RATING		
							S93	S92	S91
1. KTRS-F (CHR)	23/26.7	---	23.7	---	26.7	212	44.3	42.0	48.6
2. KTWO (C/FS)	16/18.6	---	13.2	---	15.6	128	26.7	26.6	31.4
3. KQLT-F (C)	13/15.1	---	15.8	---	17.8	147	30.7	27.6	30.6
4. KVOC (C)	10/11.6	---	18.4	---	14.4	120	25.1	28.9	29.4
5. KMGW-F (AC/O)	7/ 8.1	---	10.5	---	10.0	117	24.4	20.5	23.7
6.									
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KTRS-F	1. KTRS-F>	1. KTRS-F	1. KTRS-F<
2. KTWO >	2. KTWO >	2. KTWO	2. KQLT-F>>
3. KQLT-F<	3. KQLT-F	3. KQLT-F	3.
4. KVOC	4. KMGW-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>	1. KTWO	1. KTRS-F>>	1. KTRS-F
2.	2. KQLT-F	2. KQLT-F<	2. KQLT-F<	2. KQLT-F	2. KTWO
3.	3. KMGW-F	3. KTWO	3. KVOC	3. KMGW-F	3. KQLT-F
4.	4. KTWO	4. KMGW-F	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KTWO , 1030, 50 KW (DA-2) , Country/FS	CBS, \$16.00 (Katz)
KUYO , 830, 10 KW (DAYS) , Religion	, \$ 6.00 ( --- ) Enterprise (EVANSVILLE)
KVOC , 1230, 1 KW , Country	ABC, \$13.00 (Eastman)
KCSP-F, 106.9, 100 KW @ 1922 , Religion	CNN, \$ NA ( --- )
KMGW-F, 94.5, 63 KW @ 1908 , AC	, \$13.00 ( --- )
KQLT-F, 103.7, 59 KW @ 1908 , Country	SMN, \$15.00 (Mc-Guild)
KTRS-F, 95.5, 94 KW @ 1968 , CHR	NBC ABC, \$20.00 (Mc-Guild)

CHAMPAIGN, IL

MSA Rank/Pop: 208/173,600  
 ARB Rank/Pop: 195/146,300  
 Market TSL: 20.25 Hours  
 Average Person Rating: 15.0

Diaries: 451  
 Sample Target: 390  
 % Below Line: 8.2  
 % Not Listed: 22.7

Retail \$: 1.4 B11  
 FM Share: 78.23%  
 Stations: 16/10

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WIXY-F (C)	36/16.4	---	2.1	---	---	372	25.4	3.2	---
2. WLRW-F (CHR)	26/11.8	---	16.2	---	16.0	467	31.9	37.5	33.9
3. WKIO-F (O)	19/ 8.6	---	13.2	---	10.8	375	25.6	24.9	21.7
WDWS (FS)	19/ 8.6	---	7.2	---	11.8	275	18.8	18.8	19.2
5. WPGU-F (AOR)	11/ 5.0	---	6.8	---	9.0	203	13.9	14.5	20.4
WBCP (B)	11/ 5.0	---	---	---	3.3	56	3.8	---	2.9
7. WZNF-F (CL AOR)	9/ 4.1	---	7.2	---	12.7	212	14.5	15.7	23.8
WHZT-F (CHR)	9/ 4.1	---	---	---	---	149	10.2	---	---
9. WIAI-F (C)	7/ 3.2	---	6.0	---	6.6	75	5.1	12.3	13.3
10. WHMS-F (SAC)	6/ 2.7	---	6.0	---	3.3	145	9.9	14.5	11.7
WLTM-F (?)	6/ 2.7	---	---	---	---	99	6.8	---	---

12+ AMD

1. WIXY-F<
2. WLRW-F<
3. WDWS >
4. WKIO-F
- 5.

12+ MID

1. WIXY-F
2. WLRW-F>
3. WKIO-F
- WDWS
- 5.

12+ PMD

1. WIXY-F>
2. WLRW-F
3. WKIO-F
4. WPGU-F
- 5.

12+ EVE

1. WBCP <
2. WLRW-F<
3. WIXY-F
4. WKIO-F
- 5.

ADULTS 18-34

1. WIXY-F<
2. WLRW-F>
3. WPGU-F
- 4.
- 5.

ADULTS 18-49

1. WIXY-F
2. WLRW-F
3. WKIO-F>
- 4.
- 5.

ADULTS 25-54

1. WIXY-F>
2. WLRW-F<
3. WKIO-F>
4. WBCP
- 5.

ADULTS 35+

1. WDWS-F
2. WIXY-F
3. WKIO-F
- 4.
- 5.

MEN 25-54

1. WIXY-F>>
2. WKIO-F
- WLRW-F
- 4.
- 5.

WOMEN 25-54

1. WIXY-F
2. WLRW-F<
3. WKIO-F>
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

Station	Share	City	Rating
WDNL-F	102.1	DANVILLE	0.5/4.0
WGN	720	CHICAGO	0.5/4.9
WLS	890	CHICAGO	2.7/7.2
WPXN-F	104.9	PAXTON	0.9/2.4
WZRO-F	98.3	FARMER CITY	0.5/2.1

RADIO STATIONS

WDWS	, 1400,	1 KW	, Full Service	CBS, \$25.00	(Christal)	
WHMS-F,	97.5,	50 KW @ 362	, Soft AC	CBS, \$16.00	(Christal)	
WIXY-F,	100.3,	13 KW @ 453	, Country	, \$12.00	(Katz)	Saga
WKIO-F,	92.5,	20 KW @ 367	, Oldies	UNISTR, \$30.00	(Eastman)	Tak
WLRW-F,	94.5,	50 KW @ 390	, CHR	ABC, \$37.00	(Katz)	Saga
WPGU-F,	107.1,	3 KW @ 236	, AOR	Source, \$21.00	(Banner)	
WZNF-F,	95.3,	2 KW @ 414	, Classic AOR	, \$17.00	(Banner)	

WIAI-F -- See Danville, IL



CHARLOTTESVILLE, VA

MSA Rank/Pop: 248/133,800  
 ARB Rank/Pop: 222/113,700  
 Market TSL: 19.0 Hours  
 Average Person Rating: 14.2

Diaries: 359  
 Sample Target: 330  
 % Below Line: 8.1  
 % Not Listed: 34.8

Retail \$: 1.08 B11  
 FM Share: 69.52%  
 Stations: 12/10

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING		
		91	91	90	90		S92	S91	S90
1. WCYK-F (C)	22/13.7	---	8.3	---	9.6	254	22.3	20.4	15.6
2. WINA (FS)	19/11.8	---	12.4	---	8.9	236	20.8	23.8	19.0
3. WWWV-F (AOR)	15/ 9.3	---	11.8	---	18.5	276	24.3	27.9	30.1
4. WQMZ-F (SAC)	12/ 7.5	---	7.7	---	6.4	260	22.9	20.6	16.8
5. WVLR-F (B)	11/ 6.8	---	4.7	---	---	94	8.3	6.1	---
6. WCHV (O)	7/ 4.3	---	2.4	---	5.7	143	12.6	8.0	13.4
7. WKAV (C)	6/ 3.7	---	4.7	---	3.2	92	8.1	7.5	7.0
8. WUVA-F (?)	4/ 2.5	---	3.0	---	10.2	164	14.4	15.2	24.4
9. WVSY-F (AC)	4/ 2.5	---	1.8	---	0.6	44	3.9	9.9	3.8
10.									

12+ AMD

1. WCYK-F<
2. WINA >
3. WWWV-F
4. WQMZ-F
- 5.

12+ MID

1. WINA
2. WCYK-F
3. WWWV-F>
- 4.
- 5.

12+ PMD

1. WCYK-F>
2. WINA
- WWWV-F
4. WQMZ-F
- 5.

12+ EVE

1. WVLR-F>
2. WCYK-F
3. WWWV-F
4. WQMZ-F
- 5.

ADULTS 18-34

1. WWWV-F<
2. WVRV-F
- WCYK-F
4. WQMZ-F
- 5.

ADULTS 18-49

1. WCYK-F
- WWWV-F>
3. WVRV-F
4. WQMZ-F
5. WINA

ADULTS 25-54

1. WWWV-F
2. WCYK-F
- WINA >
- 4.
- 5.

ADULTS 35+

1. WINA >
2. WCYK-F>
3. WCHV
- 4.
- 5.

MEN 25-54

1. WWWV-F
2. WINA
3. WCYK-F
4. WVSY-F
- 5.

WOMEN 25-54

1. WCYK-F
- WWWV-F
3. WCHV
- WINA
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANV-F	99.7	STAUNTON	1.2/ 9.2
WLSA-F	105.5	LOUISA	0.6/ 2.9
WKIK-F	104.7	CREWE	1.2/ 2.4

RADIO STATIONS

WCHV,	1260,	5 KW/2.5 KW (DA-2),	Oldies	CNN, \$ 9.00	(Christal)
WINA,	1070,	5 KW (DA-N)	, Full Service	CBS, \$20.00	(Market 4)
WKAV,	1400,	1 KW	, Country	SMN, \$10.00	( --- )
WCYK-F,	102.3,	5 KW @ 358	, Country	ABC, \$13.00	(K & P)
WQMZ-F,	95.1,	6 KW @ 144	, Soft AC	UNISTR CBS, \$14.00	(Market 4)
WUVA-F,	92.7,	2 KW @ 899	, CHR (?)	ABC, \$10.00	( --- )
WWWV-F,	97.5,	50 KW @ 449	, AOR	, \$20.00	(Christal) Eure

WVLR-F -- see Roanoke in Spring 93 edition

CHEYENNE, WY

MSA Rank/Pop: 317/74,100  
 ARB Rank/Pop: 257/60,300  
 Market TSL: 20.25 Hours  
 Average Person Rating: 15.4

Diaries: 308  
 Sample Target: 280  
 % Below Line: 14.0  
 % Not Listed: 30.1

Retail \$: 0.55 Bil  
 FM Share: 76.92%  
 Stations: 12/5

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. KMUS-F (C)	26/28.0	---	23.9	---	9.8	240	39.8	33.3	17.2
2. KFBC (FS)	9/ 9.7	---	5.7	---	8.8	120	19.9	17.0	21.2
3. KLEN-F (SAC)	7/ 7.5	---	17.0	---	4.9	122	20.2	29.6	15.6
4. KFBQ-F (CHR)	6/ 6.5	---	9.1	---	15.7	136	22.6	21.9	27.3
5. Krae (BB/O)	4/ 4.3	---	4.5	---	2.0	96	15.9	15.2	12.6
KRFX-F (CL AOR)	4/ 4.3	---	3.4	---	---	65	10.8	7.4	---
7.									
8.									
9.									
10.									

12+ AMD

1. KMUS-F>>
2. KFBC
3. KLEN-F
- 4.
- 5.

12+ MID

1. KMUS-F>>
2. KLEN-F  
KFBC
- 4.
- 5.

12+ PMD

1. KMUS-F>>
2. KLEN-F
3. KFBQ-F
- 4.
- 5.

12+ EVE

1. KMUS-F
- KFBQ-F
3. KFBC
- 4.
- 5.

ADULTS 18-34

1. KMUS-F>>
2. KRFX-F
3. KAZY-F
- KFBQ-F
- KLEN-F

ADULTS 18-49

1. KMUS-F>>
2. KLEN-F
- 3.
- 4.
- 5.

ADULTS 25-54

1. KMUS-F>>
2. KLEN-F
- 3.
- 4.
- 5.

ADULTS 35+

1. KMUS-F>
2. KFBC >
- 3.
- 4.
- 5.

MEN 25-54

1. KMUS-F>>
- 2.
- 3.
- 4.
- 5.

WOMEN 25-54

1. KMUS-F>>
2. KLEN-F>
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAZY-F	106.7	DENVER	3.2/9.1
KOA	850	DENVER	1.1/6.8
KRZN	760	THORNTON	1.1/5.3
KTCL-F	93.3	FORT COLLINS	1.1/4.3
KXKL-F	105.1	DENVER	1.1/7.1
KZDG-F	92.5	GREELEY	2.2/3.5

RADIO STATIONS

KFBC,	1240,	1 KW	, Full Service	ABC, \$14.00	(Eastman)
KRAE,	1480,	1 KW/65 W	, Nost/Oldies	SMN CBS, \$11.00	(Tacher)
KFBQ-F,	97.9,	100 KW @ 541	, CHR	ABC, \$16.00	(Eastman)
KLEN-F,	106.3,	3 KW @ - 3	, Soft AC	, \$15.00	(Banner)
KMUS-F,	101.9,	50 KW @ 492	, Country	, \$23.00	(Christal)

(BURNS)

Other ranked stations -- see Denver in Spring 93 edition

CHICO, CA  
-----

MSA Rank/Pop: 200/190,100  
ARB Rank/Pop: 183/162,100  
Market TSL: 22.50 Hours  
Average Person Rating: 16.0

Diaries: 474  
Sample Target: 400  
% Below Line: 21.1  
% Not Listed: 21.9

Retail \$: 1.14 Bil  
FM Share: 72.41%  
Stations: 20/12

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. KPAY-F (SAC)	20/ 7.7	7.1	4.7	7.9	8.1	332	20.5	14.4	15.9
KEWE-F (BB)	20/ 7.7	7.9	4.3	3.7	4.5	177	10.9	8.2	6.7
3. KALF-F (C)	18/ 6.9	9.5	12.0	10.2	8.1	227	14.0	16.8	17.0
4. KFMM-F (AOR)	17/ 6.5	7.5	11.2	13.4	14.2	305	18.8	18.6	25.1
KHSL-F (C)	17/ 6.5	5.5	8.6	6.9	5.7	258	15.9	15.4	16.7
KPPL-F (AOR)	17/ 6.5	3.2	6.4	3.7	2.4	276	17.0	13.2	12.4
7. KPAY (FS)	16/ 6.2	7.9	7.3	3.7	4.5	267	16.5	12.5	11.6
8. KFBK (N/T)	14/ 5.4	2.8	2.1	5.6	7.3	162	10.0	7.8	12.0
9. KGO (N/T)	11/ 4.2	2.8	1.7	4.2	2.0	144	8.9	5.5	9.3
10. KCEZ-F (O)	8/ 3.1	5.1	3.9	5.6	6.5	149	9.2	12.6	14.0

12+ AMD

1. KFBK
2. KPAY-F<
3. KPAY
4. KALF-F
- 5.

12+ MID

1. KPAY
2. KALF-F
3. KFBK
4. KEWE-F
- 5.

12+ PMD

1. KPAY-F
2. KPPL-F
3. KEWE-F
4. KALF-F
5. KHSL-F

12+ EVE

1. KGO
2. KEWE-F
3. KHSL-F
- 4.
- 5.

ADULTS 18-34

1. KFMM-F>
2. KPAY-F
3. KALF-F
4. KPPL-F
- 5.

ADULTS 18-49

1. KFMM-F<
2. KPAY-F
3. KALF-F
4. KPPL-F
5. KHSL-F

ADULTS 25-54

1. KPAY-F
2. KALF-F
3. KFMM-F
4. KPAY
- 5.

ADULTS 35+

1. KEWE-F>
2. KPAY
3. KFBK
- 4.
- 5.

MEN 25-54

1. KFMM-F
2. KALF-F
3. KPAY
4. KFBK
- 5.

WOMEN 25-54

1. KPAY-F>>
2. KHSL-F
3. KALF-F
4. KPPL-F
5. KCEZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHSL	1290	CHICO	1.5/ 7.2
KKCY-F	103.1	COLUSA	1.9/ 4.4
KKXX	930	PARADISE	0.4/ 3.1
KZZP-F	96.7	PARADISE	1.9/ 8.0
KEWB-F	94.7	ANDERSON	0.8/ 4.6
KHYL-F	101.1	AUBURN	1.2/ 3.3
KMYC	1410	MARYSVILLE	1.9/ 3.6
KNBR	680	SAN FRANCISCO	1.9/ 4.7
KRFD-F	99.9	MARYSVILLE	2.7/ 7.0
KSFM-F	102.5	WOODLAND	3.1/ 7.4

RADIO STATIONS

KHSL,	1290,	5 KW (DA-N)	, Country	CBS, \$15.00	(Eastman)	
KPAY,	1060,	10 KW (DA-2)	, Full Service	MBS, \$18.00	(Katz)	McCoy
KALF-F,	95.7,	7 KW @ 1266	, Country	ABC, \$20.00	(K & P)	(RED BLUFF)
KCEZ-F,	100.7,	50 KW @ 272	, Oldies	UNISTR, \$14.00	( --- )	(CORNING)
KHSL-F,	103.5,	2 KW @ 1233	, Country	, \$16.00	(K & P)	(PARADISE)
KEWE-F,	97.7,	6 KW @ 161	, Nostalgia	ABC, \$13.00	(Sand.)	(OROVILLE)
KFMM-F,	93.9,	2 KW @ 1128	, AOR	, \$25.00	(Christal)	
KPAY-F,	95.1,	9 KW @ 1171	, Soft AC	, \$15.00	(Katz)	McCoy
KPPL-F,	107.5,	28 KW @ 633	, AOR	, \$16.00	(Eastman)	Parklane (COLUSA)
KZZP-F,	96.7,	3 KW @ 328	, CHR	, \$12.00	( --- )	(PARADISE)

COLUMBIA, MO

MSA Rank/Pop: 285/114,300  
 ARB Rank/Pop: 238/ 96,100  
 Market TSL: 21.50 Hours  
 Average Person Rating: 16.4

Diaries: 291  
 Sample Target: 310  
 % Below Line: 3.8  
 % Not Listed: 24.1

Retail \$: 0.92 B11  
 FM Share: 81.67%  
 Stations: 9/7

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KCLR-F (C)	28/17.7	---	19.0	---	21.1	235	24.5	27.4	30.9
2. KFRU (FS)	22/13.9	---	14.8	---	7.9	236	24.6	25.2	20.3
3. KFMZ-F (AOR)	21/13.3	---	11.3	---	17.8	291	30.3	25.2	36.5
4. KARO-F (AC)	18/11.4	---	11.3	---	9.9	207	21.5	21.4	27.0
5. KCMQ-F (CHR)	11/ 7.0	---	4.2	---	7.2	123	12.8	16.6	24.0
6. KKFA-F (SAC)	7/ 4.4	---	7.7	---	7.2	185	19.3	23.1	26.1
KWWR-F (C)	7/ 4.4	---	2.1	---	2.6	66	6.9	5.3	12.9
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PHD	12+ EVE
1. KCLR-F	1. KCLR-F<	1. KCLR-F	1. KCLR-F
KFRU	2. KFRU <	2. KARO-F	2. KFMZ-F
3. KARO-F<	3. KFMZ-F	3. KFMZ-F>	KFRU
4. KFMZ-F	4. KARO-F	4. KFRU	4. KWWR-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KFMZ-F	1. KCLR-F	1. KCLR-F>	1. KFRU >	1. KCLR-F>	1. KARO-F
KCLR-F>	2. KFMZ-F	2. KARO-F<	2. KCLR-F	2. KFMZ-F>	2. KCLR-F>
3. KARO-F	3. KARO-F>	3. KFMZ-F	3. KARO-F>	3. KARO-F	3. KFMZ-F
4. KCMQ-F	4.	4.	4.	KFRU	4. KCMQ-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJMO-F	100.1	JEFFERSON CITY	1.9/8.6
KRES-F	104.7	MOBERLY	1.9/4.5

RADIO STATIONS

KFRU,	1400,	1 KW	, Full Service	ABC MBS,	\$17.00	( --- )
KTGR,	1580,	250 KW/19 W	, EZ/SAC	SMN UNIPWR,	\$10.00	( --- )
KARO-F,	101.5,	20 KW @ 604	, AC	,	\$15.00	( --- )
KCLR-F,	99.3,	33 KW @ 285	, Country	,	\$19.00	(Banner)
KCMQ-F,	96.7,	3 KW @ 161	, CHR	ABC UNISTR,	\$10.00	( --- )
KFMZ-F,	98.3,	24 KW @ 712	, AOR	ABC,	\$18.00	(Christal)
KTXY-F,	106.9,	100 KW @ 1250	, CHR	,	\$13.00	(Mc-Guild)
KWWR-F,	95.7,	100 KW @ 994	, Country	MBS,	\$10.00	( --- )
				Contemp Media		
				Brill		(JEFF CITY)
						(MEXICO)

DANBURY, CT

MSA Rank/Pop: NA  
 ARB Rank/Pop: 186/160,300  
 Market TSL: 23.75 Hours  
 Average Person Rating: 17.8

Diaries: 449  
 Sample Target: 410  
 % Below Line: 40.4  
 % Not Listed: 22.8

Retail \$: 1.7 Bil  
 FM Share: 60.90%  
 Stations: 23/4

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	RATING S91
1. WDAQ-F (AC)	38/13.3	16.3	12.2	13.3	12.9	390	24.3	24.6	23.1
2. WRKI-F (B)	30/10.5	11.4	12.5	13.3	11.2	428	26.7	30.0	29.2
3. WLAD (FS)	22/ 7.7	6.1	5.3	8.6	8.3	281	17.5	18.2	18.6
4. WEZN-F (SAC)	16/ 5.6	6.9	4.6	3.5	7.2	298	18.6	18.2	22.8
5. WFAN (SPRST)	15/ 5.3	6.1	4.6	2.4	2.9	261	16.3	12.0	10.0
WREF (BB)	15/ 5.3	3.3	3.4	---	0.7	120	7.5	6.2	5.0
7. WCBS (N)	14/ 4.9	4.5	4.6	3.9	2.5	236	14.7	18.9	18.5
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WLAD <	1. WDAQ-F>	1. WDAQ-F<	1. WDAQ-F
2. WDAQ-F	2. WRKI-F>	2. WRKI-F>	WRKI-F<
3. WFAN <	3. WEZN-F	3. WLAD	3. WEZN-F
4. WRKI-F	4. WLAD <	4. WEZN-F	4. WCBS
5.	5. WREF	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WRKI-F>	1. WDAQ-F	1. WDAQ-F>	1. WLAD <	1. WRKI-F>	1. WDAQ-F>>
2. WDAQ-F>>	2. WRKI-F>>	2. WRKI-F>>	2. WDAQ-F	2. WDAQ-F>	2. WLAD
3.	3.	3. WEZN-F	3. WREF	3. WFAN >	WEZN-F
4.	4.	4. WLAD	4. WCBS	4.	4. WRKI-F
5.	5.	5.	WFAN	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

See Hartford, New York or Bridgeport for more about the following stations:

WABC	3.5/10.0	WKCI-F	3.9/15.4
WDRG-F	1.8/ 7.2	WOR	3.2/ 7.6
WEBE-F	1.8/11.0	WPLR-F	0.7/ 4.9
WEFX-F	0.4/ 3.9	WQHT-F	0.7/ 5.4
WHTZ-F	0.7/ 4.2	WQXR-F	1.1/ 2.7
WHUD-F	0.7/ 2.4	WSPK-F	0.4/ 3.7
WICC	0.4/ 3.6	WTIC-F	1.1/ 2.6
		WVYZ-F	3.5/ 8.5
		WXRK-F	1.1/ 3.7

RADIO STATIONS

WINE	, 940,	1 KW (DAYS)	, Oldies	ABC, \$ NA	(Eastman)	Gary Starr
WLAD	, 800,	1 KW/287 W	, Full Service	BRN MBS, \$ NA	(D & R)	
WREF	, 850,	1 KW (DAYS)	, Nostalgia	NBC, \$18.00	( --- )	
WDAQ-F,	98.3,	1.3 KW @ 460	, AC	, \$44.00	(D & R)	
WRKI-F,	95.1,	50 KW @ 469	, AOR	, \$50.00	(Eastman)	Gary Starr

Other ranked stations -- See New York, New Haven or Bridgeport in Spring 93 edition

DANVILLE, IL

MSA Rank/Pop: NA  
 ARB Rank/Pop: 251/72,300  
 Market TSL: 22.50 Hours  
 Average Person Rating: 16.3

Diaries: 324  
 Sample Target: 290  
 % Below Line: 27.1  
 % Not Listed: 33.1

Retail \$: 0.6 B11  
 FM Share: 89.87%  
 Stations: 12/6

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. WIAI-F (C)	16/13.6	---	22.0	---	20.8	259	35.8	35.5	31.6
2. WDNL-F (CHR)	15/12.7	---	14.0	---	15.6	214	29.6	30.0	31.1
3. WIXY-F (C)	13/11.0	---	---	---	---	141	19.5	---	---
4. WHPO-F (C)	7/ 5.9	---	6.0	---	1.0	68	9.4	13.0	6.8
5. WKIO-F (O)	6/ 5.1	---	6.0	---	4.2	76	10.5	16.8	16.1
6. WZNF-F (AOR)	5/ 4.2	---	3.0	---	6.3	86	11.9	8.6	12.3
WWDZ-F (AOR)	5/ 4.2	---	---	---	---	55	7.6	---	---
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDNL-F	1. WIAI-F	1. WIAI-F	1. WDNL-F
WIAI-F>	2. WIXY-F<	2. WDNL-F<	2. WIAI-F>
3. WIXY-F	3. WDNL-F	3. WIXY-F>	3. WIXY-F
4.	4.	4.	WZNF-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WIXY-F>	1. WDNL-F	1. WIAI-F<	1. WIAI-F	1. WIAI-F	1. WDNL-F
2. WWDZ-F	WIAI-F	2. WDNL-F	2. WDNL-F>	WIXY-F	WIAI-F>>
3. WZNF-F	WIXY-F	3. WIXY-F>	3. WKIO-F	3. WDNL-F>	3. WIXY-F
4.	4.	4.	4.	4.	WKIO-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDAN	1490	DANVILLE	1.7/12.9
WITY	980	DANVILLE	1.7/11.1
WGN	720	CHICAGO	0.8/ 3.9
WLRW-F	94.5	CHAMPAIGN	3.4/11.9
WLS	890	CHICAGO	2.5/ 7.5

RADIO STATIONS

WDAN,	1490,	1 KW	, Country	CBS, \$15.00	(Mc-Guild)	Neuhoff
WITY,	980,	1 KW (DA-2)	, Full Service	ABC, \$13.00	( --- )	
WDNL-F,	102.1,	50 KW @ 367	, CHR	UNISTR, \$23.00	(Mc-Guild)	Neuhoff
WHPO-F,	100.9,	3 KW @ 300	, Country	, \$10.00	( --- )	(HOOPESTON)
WIAI-F,	99.1,	50 KW @ 500	, Country	ABC, \$28.00	(D & R)	
WWDZ-F,	94.9,	6 KW @ 330	, AOR	UPI NBC, \$12.00	(Banner)	

Other rated stations -- See Champaign or Lafayette, IN

DOTHAN, AL

MSA Rank/Pop: 250/133,000  
 ARB Rank/Pop: 174/175,100  
 Market TSL: 22.50 Hours  
 Average Person Rating: 17.2

Diaries: 444  
 Sample Target: 420  
 % Below Line: 14.2  
 % Not Listed: 13.9

Retail \$: 1.5 B11  
 FM Share: 98.46%  
 Stations: 16/13

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WTVY-F (C)	68/22.5	22.3	32.1	29.5	21.8	706	40.3	43.7	36.1
2. WDJR-F (C)	35/11.6	6.5	5.7	6.9	8.2	432	24.7	14.4	14.1
3. WZHT-F (B)	27/ 8.9	10.0	7.4	14.2	13.6	287	16.4	17.9	15.1
4. WJUN-F (B)	26/ 8.6	6.2	4.1	2.1	---	198	11.3	8.5	---
WOOF-F (AC)	26/ 8.6	11.0	8.8	9.4	11.8	320	18.3	23.0	28.6
6. WKMX-F (AC)	24/ 7.9	10.7	11.5	10.8	15.0	427	24.4	31.2	32.1
7. WTBB-F (ADR)	14/ 4.6	---	---	---	---	157	9.0	---	---
8. WZTZ-F (C)	14/ 3.6	2.4	3.4	2.1	3.2	147	8.4	7.1	8.5
9.									
10.									

12+ AMD

1. WTVY-F>>
2. WDJR-F
3. WKMX-F
4. WOOF-F
- 5.

12+ MID

1. WTVY-F>>
2. WDJR-F
3. WOOF-F
4. WJUN-F
- 5.

12+ PMD

1. WTVY-F>>
2. WDJR-F<
3. WZHT-F
4. WOOF-F<
5. WJUN-F

12+ EVE

1. WZHT-F<
2. WTVY-F<
3. WJUN-F>
- 4.
- 5.

ADULTS 18-34

1. WDJR-F<
2. WJUN-F
3. WOOF-F
- WTBB-F
- WZHT-F

ADULTS 18-49

1. WTVY-F>
2. WDJR-F
3. WOOF-F
4. WJUN-F
- WZHT-F

ADULTS 25-54

1. WTVY-F>>
2. WDJR-F
3. WOOF-F
4. WZHT-F
- WJUN-F

ADULTS 35+

1. WTVY-F>>
- 2.
- 3.
- 4.
- 5.

MEN 25-54

1. WTVY-F>>
2. WDJR-F
3. WZHT-F
- 4.
- 5.

WOMEN 25-54

1. WTVY-F>
2. WOOF-F
- WDJR-F
4. WJUN-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WESP-F	102.5	DOTHAN	2.3/7.9
WOAB-F	104.9	OZARK	0.3/2.2
WOOF	560	DOTHAN	1.0/4.3
WQZK	900	OZARK	0.3/2.7
WQLS-F	103.9	OZARK	1.0/5.9
WRJM-F	93.7	GENEVA	2.3/4.9
WXUS-F	100.5	FORT RUCKER	1.7/4.9
WFSY-F	98.5	PANAMA CITY	0.7/3.5

RADIO STATIONS

WDJR-F,	96.9,	100 KW @ 1515 ,	CHR	, \$14.00	( --- )	(ENTERPRISE)
WJUN-F,	101.3,	3 KW @ 328 ,	Black	AURN, \$ 9.00	( --- )	
WKMX-F,	106.7,	100 KW @ 1069 ,	AC	ABC, \$20.00	(D & R)	(ENTERPRISE)
WOOF-F,	99.7,	100 KW @ 981 ,	AC	MBS, \$16.00	(Mc-Guild)	
WQLS-F,	103.9,	6 KW @ 328 ,	Soft AC	CNN, \$10.00	( --- )	(OZARK)
WTBB-F,	97.7,	100 KW @ 964 ,	AOR	, \$10.00	( --- )	(BONIFAY)
WTVY-F,	95.5,	100 KW @ 1059 ,	Country	ABC, \$26.00	(Mc-Guild)	
WZTZ-F,	101.1,	0.6 KW @ 682 ,	Country	, \$ 9.00	( --- )	(ELBA)

WZHT-F -- see Montgomery in Spring 93 edition

DUBUQUE, IA

MSA Rank/Pop: 308/ 86,000  
 ARB Rank/Pop: 208/128,600  
 Market TSL: 25.25 Hours  
 Average Person Rating: 19.8

Diaries: 435  
 Sample Target: 380  
 % Below Line: 12.6  
 % Not Listed: 16.1

Retail \$: 1.1 Bil  
 FM Share: 71.36%  
 Stations: 20/11

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. KATF-F (AC/O)	34/13.4	---	18.0	---	13.8	464	36.1	39.6	42.5
2. KLYV-F (CHR)	33/13.0	---	9.0	---	11.0	406	31.6	24.5	31.9
WJOD-F (C)	33/13.0	---	9.8	---	6.7	388	30.2	20.6	13.4
4. KDTH (FS)	25/ 9.8	---	15.1	---	11.4	283	22.0	31.8	28.6
5. WDBQ (FS)	21/ 8.3	---	6.1	---	5.1	217	16.9	14.6	17.2
6. WGLR-F (C)	13/ 5.1	---	3.3	---	2.0	120	9.3	9.3	7.3
7. KGGY-F (O)	10/ 3.9	---	6.1	---	11.8	211	16.4	17.6	18.9
8.									
9.									
10.									

12+ AMD

1. KDTH <
2. KATF-F<
3. WJOD-F<
4. KLYV-F
5. WDBQ

12+ MID

1. KATF-F
2. KLYV-F
3. WDBQ <
4. WJOD-F
- 5.

12+ PMD

1. WJOD-F
2. WLYV-F<
3. KATF-F>
- 4.
- 5.

12+ EVE

1. WJOD-F
2. WKYV-F
3. KATF-F>
- 4.
- 5.

ADULTS 18-34

1. KATF-F
- KLYV-F
3. WJOD-F>>
- 4.
- 5.

ADULTS 18-49

1. KATF-F<
2. KLYV-F
3. WJOD-F>>
- 4.
- 5.

ADULTS 25-54

1. KATF-F<
2. WJOD-F>
3. KLYV-F
4. WDBQ
- 5.

ADULTS 35+

1. KDTH
2. WJOD-F<
3. WDBQ-F
4. WGLR-F
- KATF-F

MEN 25-54

1. WJOD-F
2. KATF-F>
3. KGGY-F
- KLYV-F
- WDBQ

WOMEN 25-54

1. KATF-F>
2. WJOD-F
3. KLYV-F
4. WDBQ
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDST-F	99.3	DYERSVILLE	1.6/2.9
WGLR	1280	LANCASTER	1.2/2.3
WKPL-F	107.1	PLATTEVILLE, WI	0.4/2.4
WTOQ	1590	PLATTEVILLE, WI	1.6/4.0
KFMW-F	107.9	WATERLOO	2.0/5.3
KOEL-F	92.3	OELWEIN	3.1/8.9
WCCI-F	100.3	SAVANNA	0.4/1.7
WDHP-F	99.3	DODGEVILLE, WI	0.4/2.9
WEKZ-F	93.7	MONROE, WI	2.8/6.8
WGN	720	CHICAGO	1.2/4.8
WIZM-F	93.3	LA CROSSE	0.8/3.1
WLS	890	CHICAGO	0.4/2.3
WMT	600	CEDAR RAPIDS	1.6/6.7

RADIO STATIONS

KDTH,	1370,	5 KW (DA-N)	, Full Service	CBS ABC, \$18.00	(Eastman)	Woodward
WDBQ,	1490,	1 KW	, Full Service	ABC, \$11.00	(Banner)	Comm. Prop
KATF-F,	92.9,	100 KW @ 469	, AC	ABC, \$20.00	(Eastman)	Woodward
KGGY-F,	102.3,	1.7 KW @ 410	, Oldies	SMN ABC, \$13.00	(K & P)	
KLYV-F,	105.3,	50 KW @ 331	, CHR	, \$17.00	(Banner)	Comm. Prop
WGLR-F,	97.7,	3.9 KW @ 236	, Country	ABC, \$ 8.00	( --- )	(LANCASTER, WI)
WJOD-F,	107.5,	6 KW @ 328	, Country	CNN UNISTR, \$13.00	( --- )	(GALENA)



EAU CLAIRE, WI

MSA Rank/Pop: 241/139,800  
 ARB Rank/Pop: 220/115,400  
 Market TSL: 22.50 Hours  
 Average Person Rating: 17.4

Diaries: 385  
 Sample Target: 350  
 % Below Line: 2.0  
 % Not Listed: 15.4

Retail \$: 1.1 Bill  
 FM Share: 87.06%  
 Stations: 14/12

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WAXX-F (C)	48/23.9	---	35.1	---	25.1	507	43.9	47.6	38.9
2. WBIZ-F (CHR)	28/13.9	---	16.6	---	17.6	400	34.7	37.9	37.1
3. WQRB-F (C)	23/11.4	---	---	---	---	252	21.8	---	---
4. WISM-F (AOR)	19/ 9.5	---	8.1	---	---	228	19.8	16.8	---
5. WEAQ (BB)	11/ 5.5	---	3.3	---	1.6	123	10.7	9.0	7.1
WIAL-F (AC)	11/ 5.5	---	7.6	---	15.5	267	23.1	25.8	32.8
7. WAYY (FS/T)	6/ 3.0	---	2.8	---	1.6	92	8.0	4.8	9.1
8.									
9.									
10.									

12+ AMD

1. WAXX-F>
2. WBIZ-F>>
3. WEAQ <
4. WQRB-F
- 5.

12+ MID

1. WAXX-F>
2. WBIZ-F
3. WQRB-F<
4. WISM-F
- 5.

12+ PMD

1. WAXX-F>
2. WBIZ-F
3. WQRB-F<
4. WISM-F
- 5.

12+ EVE

1. WBIZ-F>
2. WAXX-F>
3. WQRB-F
4. WISM-F
- 5.

ADULTS 18-34

1. WBIZ-F>
2. WISM-F
3. WAXX-F>
- 4.
- 5.

ADULTS 18-49

1. WAXX-F
2. WBIZ-F
3. WISM-F
4. WQRB-F
- 5.

ADULTS 25-54

1. WAXX-F>
2. WQRB-F
- WBIZ-F
4. WISM-F
- 5.

ADULTS 35+

1. WAXX-F>>
2. WQRB-F
3. WEAQ
- 4.
- 5.

MEN 25-54

1. WAXX-F>
2. WBIZ-F
3. WISM-F
4. WQRB-F
- 5.

WOMEN 25-54

1. WAXX-F>
2. WQRB-F>>
3. WISM-F
- WBIZ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIZ	1400	EAU CLAIRE	0.5/ 4.2
WCFW-F	105.5	CHIPPEWA FALLS	2.5/ 9.5
WECL-F	92.9	ELK MOUND	2.0/ 6.4
WMEQ-F	92.1	MENOMONIE	2.5/12.7
WWIB-F	103.7	LADYSMITH	2.5/ 7.1
WCCO	830	MINNEAPOLIS	1.5/ 3.5
WHEQ	880	MENOMONIE	0.5/ 2.6

RADIO STATIONS

WAYY,	1150,	5 KW (DAYS)	, FS/Talk	MBS ABC, \$ 9.00	(Torbet)	Nelson	(CHIP. FALLS)
WEAQ,	790,	5 KW (DA-N)	, BB	CNN UNISTR, \$ 9.00	( --- )		
WAXX-F,	104.5,	100 KW @ 1801	, Country	ABC, \$45.00	(Torbet)	Nelson	
WBIZ-F,	100.7,	100 KW @ 741	, CHR	, \$26.00	(Katz)		
WCFW-F,	105.5,	3 KW @ 298	, Nost./EZ	AP, \$10.00	( --- )		(CHIP. FALLS)
WECL-F,	92.9,	3 KW @ 328	, Soft AC	UNISTR, \$ 8.00	( --- )		(ELK MOUND)
WIAL-F,	94.1,	84 KW @ 351	, AC	, \$15.00	( --- )		
WISM-F,	98.1,	6 KW @ 174	, AOR	, \$14.00	( --- )		(ALTOONA)
WMEQ-F,	92.1,	9 KW @ 436	, Oldies	NBC, \$ 9.00	(Katz)		(MENOMONIE)
WQRB-F,	95.1,	15 KW @ 430	, Country	, \$19.00	( --- )		(BLOOMER)
WWIB-F,	103.7,	100 KW @ 679	, Religion	, \$ 7.00	( --- )		(LADYSMITH)

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 280/116,600  
 ARB/Rank/Pop: 169/185,800  
 Market TSL: 21.25 Hours  
 Average Person Rating: 15.9

Diaries: 412  
 Sample Target: 420  
 % Below Line: 0.7  
 % Not Listed: 14.5

Retail \$: 1.7 B11  
 FM Share: 89.33%  
 Stations: 16/15

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KKIX-F (C)	80/27.0	18.0	22.7	32.1	26.4	767	41.3	35.5	43.0
2. KMCK-F (CHR)	25/ 8.4	7.4	16.5	10.1	12.5	385	20.7	29.1	25.9
3. KKEG-F (AOR)	20/ 6.8	8.1	6.2	6.9	12.5	269	14.5	14.6	18.9
KEZA-F (SAC)	20/ 6.8	6.0	9.3	6.1	6.1	383	20.6	20.5	18.6
5. KBEV-F (C)	18/ 6.1	7.1	3.1	3.2	1.0	260	14.0	9.9	5.3
6. KBVA-F (?)	17/ 5.7	6.4	5.2	0.7	---	214	11.5	10.0	---
7. KAMO-F (C)	14/ 4.7	6.0	6.9	6.5	9.8	199	10.7	15.6	18.7
8. KISK-F (AC)	11/ 3.7	4.2	---	---	---	214	11.5	---	---
9. KURM (FS)	10/ 3.4	3.9	3.1	2.2	4.1	152	8.2	8.1	9.4
10. KOLZ-F (O)	8/ 2.7	1.4	3.4	5.4	5.8	195	10.5	8.4	14.3

12+ AMD

1. KKIX-F>>
2. KMCK-F
- KEZA-F<
4. KAMO-F
- 5.

12+ MID

1. KKIX-F>>
2. KEZA-F
3. KMCK-F
4. KBEV-F
- KKEG-F

12+ PMD

1. KKIX-F>>
2. KBEV-F<
3. KKEG-F
4. KMCK-F
- 5.

12+ EVE

1. KKIX-F
2. KMCK-F
3. KKEG-F
- 4.
- 5.

ADULTS 18-34

1. KKIX-F>>
2. KKEG-F
3. KMCK-F
4. KEZA-F
- 5.

ADULTS 18-49

1. KKIX-F>>
2. KKEG-F
3. KMCK-F
4. KBEV-F
- KEZA-F

ADULTS 25-54

1. KKIX-F>>
2. KEZA-F
3. KBEV-F
- 4.
- 5.

ADULTS 35+

1. KKIX-F>>
2. KBVA-F>
3. KURM
- 4.
- 5.

MEN 25-54

1. KKIX-F>>
2. KKEG-F
3. KBEV-F
- 4.
- 5.

WOMEN 25-54

1. KKIX-F>>
2. KEZA-F>
3. KBEV-F
4. KMCK-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	ROGERS	0.7/4.1
KDAB-F	94.9	PRARIE GROVE	2.4/4.3
KESE-F	93.3	SELIGMAN	2.0/6.2
KFAY	1030	FARMINGTON	2.4/5.6
KOFC	1250	FARMINGTON	2.0/3.6
KRMG	740	TULSA	0.7/2.2

RADIO STATIONS

KURM,	790,	5 KW/500 W (DA-N),	Full Service	CBS,	\$ 9.00	( --- )	
KAMO-F,	94.3,	5 KW @ 708	, Country	ABC,	\$10.00	( --- )	(ROGERS)
KBVA-F,	106.5,	50 KW @ 489	, ??	CNN,	\$ 8.00	( --- )	(BELLA VISTA)
KEZA-F,	107.9,	100 KW @ 1260	, Soft AC	,	\$15.00	(Banner)	Galloway
KISK-F,	101.9,	23 KW @ 708	, AC	,	\$13.00	(Katz)	Noalmark
KKEG-F,	92.1,	1 KW @ 459	, AOR	AP,	\$13.00	(Roslin)	Demaree
KKIX-F,	103.9,	100 KW @ 482	, Country	,	\$26.00	(Katz)	Noalmark
KMCK-F,	105.7,	100 KW @ 476	, CHR	AP,	\$20.00	(Christal)	Tate
KOLZ-F,	98.3,	3 KW @ 298	, AC	UNISTR,	\$12.00	(Republic)	Demaree
KBEV-F,	104.9,	2.8 KW @ 485	, Country	,	\$10.00	( --- )	(BENTONVILLE)

FLORENCE, SC

MSA Rank/Pop: 281/115,800  
 ARB Rank/Pop: 196/146,200  
 Market TSL: 22.0 Hours  
 Average Person Rating: 16.7

Diaries: 436  
 Sample Target: 390  
 % Below Line: 14.3  
 % Not Listed: 14.8

Retail \$: 1.27 Bill  
 FM Share: 85.58%  
 Stations: 17/10

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WHLZ-F (C)	39/16.0	---	20.0	---	14.7	389	26.6	32.0	22.4
2. WYNN-F (B)	38/15.6	---	11.6	---	10.3	363	24.8	17.1	23.1
3. WYNN (G/B)	25/10.2	---	14.0	---	15.5	231	15.8	16.2	15.9
4. WJMX-F (CHR)	21/ 8.6	---	7.6	---	6.5	263	18.0	16.5	17.1
5. WWDM-F (B)	16/ 6.6	---	8.8	---	14.2	281	19.2	14.4	25.6
6. WMXT-F (AC)	15/ 6.1	---	1.6	---	2.6	197	13.5	4.8	6.9
7. WSQN-F (AC)	13/ 5.3	---	4.8	---	---	159	10.9	8.8	---
8. WKSJ-F (C)	8/ 5.3	---	---	---	---	143	9.8	---	---
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHLZ-F>	1. WHLZ-F	1. WYNN-F<	1. WYNN-F>
2. WYNN-F	2. WYNN-F>	2. WHLZ-F>	2. WYNN <
3. WYNN	3. WJMX-F	3. WWDM-F<	3. WWDM-F
4. WJMX-F	4. WSQN-F<	4. WJMX-F	4. WHLZ-F
5.	5. WMXT-F	5.	WJMX-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WYNN-F	1. WYNN-F>	1. WYNN-F	1. WHLZ-F>	1. WHLZ-F	1. WYNN-F
2. WJMX-F>	2. WJMX-F<	2. WHLZ-F	2. WYNN >>	WYNN-F	2. WHLZ-F<
3. WHLZ-F	3. WHLZ-F	3. WJMX-F	3.	3. WJMX-F	3. WJMX-F
4. WWDM-F	4. WWDM-F	4. WYNN	4.	4. WYNN	WMXT-F
5.	5. WMXT-F	5.	5.	5.	WSQN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHSC-F 98.5	HARTSVILLE	2.0/6.6
WJMX 970	FLORENCE	2.0/6.4
WWFN-F 100.1	LAKE CITY	1.6/6.7
WBPR-F 97.7	GEORGETOWN	0.4/2.4
WCIG-F 107.1	MULLINS	1.2/3.6
WKML-F 95.7	LUMBERTON, NC	0.4/3.6
WTUA-F 105.9	ST. STEPHENS	0.4/2.7
WYAV-F 104.1	CONWAY	2.5/9.8
WZNS-F 92.9	DILLON	2.9/8.6

RADIO STATIONS

WHSC,	1450,	1 KW	, Country	ABC, \$ 8.00	( --- )
WYNN,	540,	250 W/166 W	, Gospel/Black	AURN, \$12.00	(Torbet)
WHLZ-F,	92.5,	100 KW @ 1171	, Country	AP, \$20.00	(Mc-Guild)
WJMX-F,	103.3,	44 KW @ 525	, CHR	AP, \$15.00	(Mc-Guild)
WKSJ-F,	100.5,	12 KW @ 354	, Country	NBC, MBS, \$10.00	( --- )
WSQN-F,	102.9,	3 KW @ 466	, AC ??	, \$ NA	(Mc-Guild)
WWFN-F,	100.1,	3 KW @ 482	, Oldies	ABC, \$10.00	(K & P)
WYNN-F,	106.3,	6 KW @ 328	, Black	AURN, \$14.00	(Torbet)
					(MANNING)
					(CHERAW)
					(MARION)
					(SCRANTON)
					(LAKE CITY)

WWDM-F -- see Columbia in Spring 1993 edition

FT. MYERS, FL

MSA Rank/Pop: 129/357,000  
 ARB Rank/Pop: 119/317,300  
 Market TSL: 24.0 Hours  
 Average Person Rating: 17.6

Diaries: 467  
 Sample Target: 440  
 % Below Line: 12.9  
 % Not Listed: 13.0

Retail \$: 3.2 Bil  
 FM Share: 83.98%  
 Stations: 17/13

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. WCKT-F (C)	89/15.9	19.0	13.9	10.7	11.0	803	25.3	27.7	19.4
2. WINK-F (AC)	59/10.5	6.3	9.8	11.9	7.9	742	23.4	21.8	21.9
3. WIXI-F (BB)	47/ 8.4	9.9	11.7	6.5	5.6	409	12.9	13.6	9.8
4. WINK (N/T)	46/ 8.2	9.3	6.6	8.6	6.9	485	15.3	14.5	13.7
WRXK-F (AOR)	46/ 8.2	6.7	7.2	7.1	5.8	568	17.9	15.2	14.9
6. WJBX-F (AOR)	33/ 5.9	5.1	3.3	5.5	4.2	511	16.1	8.3	12.1
7. WAVV-F (SAC)	28/ 5.0	4.0	3.7	4.6	6.4	409	12.9	8.9	15.4
WXKB-F (CHR)	28/ 5.0	5.1	6.8	3.1	5.8	489	15.4	15.1	9.8
9. WCVU-F (SAC)	26/ 4.6	5.9	4.1	8.0	15.8	511	16.1	14.1	22.0
10. WOLZ-F (O)	20/ 3.6	2.4	4.9	5.2	7.7	336	10.6	9.7	15.6
11. WKII (FS)	16/ 2.9	3.8	2.5	2.3	2.9	194	6.1	3.6	3.8
12. WDCQ (T)	13/ 2.3	3.2	2.9	3.6	1.7	241	7.6	6.7	5.0
WSUV-F (AC)	13/ 2.3	1.4	2.3	---	---	121	3.8	7.7	---
14. WHEW-F (C)	11/ 2.0	2.6	1.4	3.8	2.1	203	6.4	5.2	6.3

12+ AMD

1. WCKT-F>
2. WRXK-F
3. WINK-F
4. WINK
5. WJBX-F

12+ MID

1. WCKT-F>
2. WINK <
3. WINK-F
4. WIXI-F
5. WRXK-F

12+ PMD

1. WCKT-F>
2. WINK-F
3. WIXI-F<
4. WJBX-F
5. WRXK-F

12+ EVE

1. WXKB-F<
2. WINK-F
3. WRXK-F<
4. WINK
5. WCKT-F

ADULTS 18-34

1. WRXK-F>
2. WCKT-F<
3. WINK-F<
4. WJBX-F
- 5.

ADULTS 18-49

1. WCKT-F
2. WRXK-F
- WINK-F
4. WJBX-F
- 5.

ADULTS 25-54

1. WCKT-F>
2. WINK-F>
3. WJBX-F
4. WRXK-F
- 5.

ADULTS 35+

1. WCKT-F
2. WIXI-F<
3. WINK
4. WINK-F
- 5.

MEN 25-54

1. WCKT-F
2. WRXK-F
3. WJBX-F
4. WINK-F
- WOLZ-F

WOMEN 25-54

1. WCKT-F
2. WINK-F>
3. WCVU-F
4. WSUV-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

STATION	SHARE	CITY	RATING
WMYR	1410	FORT MYERS	0.5/2.6
WFLZ-F	93.3	TAMPA	0.4/2.8
WHPT-F	102.5	SARASOTA	1.3/2.8

RADIO STATIONS

WDCQ, 1200, 10 KW/1 KW (DA-2),	Talk	BRN ABC, \$14.00 (Banner)	(PINE IS.)
WINK, 1240, 1 KW	News/Talk	MBS CBS, \$21.00 (Katz)	
WKII, 1070, 3 KW/260 W (DA-2),	MOR/Nost.	CNN UNISTR, \$12.00 (Roslin)	(PORT CHARLOTTE)
WAVV-F, 101.1, 100 KW @ 981,	Soft AC	AP, \$30.00 (Torbet)	(MARCO)
WCKT-F, 107.1, 26 KW @ 708,	Country	, \$39.00 (Banner)	Sandab (LEHIGH)
WCVU-F, 94.5, 100 KW @ 1014,	Soft AC/EZ	, \$34.00 (Christal)	Palmer (NAPLES)
WINK-F, 96.9, 100 KW @ 1322,	AC	ABC, \$42.00 (Katz)	
WHEW-F, 101.9, 100 KW @ 991,	Country	, \$20.00 ( --- )	
WOLZ-F, 95.3, 97 KW @ 453,	Oldies	MBS, \$32.00 (D & R)	Heritage
WRXK-F, 96.1, 100 KW @ 1122,	AOR	ABC, \$37.00 (Mc-Guild)	Beasley (BONITA)
WSUV-F, 106.3, 6 KW @ 266,	AC (?)	, \$15.00 (Banner)	
WXKB-F, 103.7, 50 KW @ 272,	CHR	, \$28.00 (Mc-Guild)	(CAPE CORAL)
WZCR-F, 99.3, 6 KW @ 285,	Classic AOR	AP, \$23.00 (Katz)	

WIXI-F -- see Naples in this edition

FT. SMITH, AR

MSA Rank/Pop: 205/180,100  
 ARB Rank/Pop: 167/187,400  
 Market TSL: 20.75 Hours  
 Average Person Rating: 15.6

Diaries: 570  
 Sample Target: 440  
 % Below Line: 2.4  
 % Not Listed: 15.4

Retail \$: 1.5 B11  
 FM Share: 92.71%  
 Stations: 16/15

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KMAG-F (C)	71/24.3	---	26.8	---	20.1	740	39.5	43.6	33.6
2. KTCS-F (C)	68/23.3	---	31.7	---	24.0	772	41.2	44.6	37.1
3. KISR-F (CHR)	20/ 6.8	---	4.5	---	8.7	347	18.5	14.2	19.7
4. KBBQ-F (O)	19/ 6.5	---	3.0	---	0.3	266	14.2	5.5	2.3
5. KZBB-F (CHR)	15/ 5.1	---	2.6	---	5.9	285	15.2	10.4	20.4
6. KFPW (BB)	10/ 3.4	---	2.6	---	2.8	116	6.2	6.9	7.9
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KMAG-F<	1. KMAG-F<	1. KMAG-F<	1. KMAG-F<
2. KTCS-F>>	2. KTCS-F>>	2. KTCS-F>>	2. KTCS-F>>
3.	3.	3. KISR-F	3. KISR-F
4.	4.	4. KBBQ-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KMAG-F>	1. KMAG-F	1. KMAG-F	1. KTCS-F	1. KMAG-F	1. KMAG-F>
2. KTCS-F>>	2. KTCS-F>>	2. KTCS-F>>	2. KMAG-F>>	2. KTCS-F>>	2. KTCS-F>>
3. KISR-F	3. KBBQ-F	3. KBBQ-F	3.	3. KBBQ-F	3. KBBQ-F
KZBB-F	4.	4.	4.	4.	4. KZBB-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBSY-F 107.3	POTEAU, OK	2.4/ 5.8
KERX-F 95.3	PARIS	1.7/ 1.9
KEZU-F 104.7	BOONEVILLE	2.4/ 6.8
KFDF 1580	VAN BUREN	0.3/ 3.0
KLSZ-F 102.7	VAN BUREN	1.4/ 5.4
KOLX-F 94.5	BARLING	1.0/ 3.4
KTCS 1410	FORT SMITH	1.0/ 3.6
KWHN 1320	FORT SMITH	1.4/ 6.4
KZKZ-F 106.3	GREENWOOD	1.0/ 3.3
KEZA-F 107.9	FAYETTEVILLE	2.4/10.3

RADIO STATIONS

KFPW, 1230,	1 KW (DA-1)	, Nostalgia	SMN, \$ 8.00	(Riley)	
KWHN, 1320,	5 KW (DA-N)	, Gospel	NBC MBS, \$ 7.00	( --- )	
KBBQ-F, 100.7,	50 KW @ 459,	Oldies	AURN SMN, \$ 8.00	(Riley)	
KISR-F, 93.7,	100 KW @ 1250,	CHR	ABC, \$12.00	( --- )	
KMAG-F, 99.1,	100 KW @ 2001,	Country	, \$18.00	( --- )	
KTCS-F, 99.9,	100 KW @ 1919,	Country	, \$21.00	(Banner)	
KZBB-F, 97.9,	100 KW @ 2001,	CHR	UNISTR, \$12.00	(Christal)	Tate (POTEAU, OK)
KZKZ-F, 106.3,	6 KW @ 433,	AOR	CBS, \$12.00	(Schubert)	(GREENWOOD)

FT. WALTON BEACH, FL

MSA Rank/Pop: 230/149,800  
 ARB Rank/Pop: 213/124,700  
 Market TSL: 23.50 Hours  
 Average Person Rating: 18.1

Diaries: 391  
 Sample Target: 360  
 % Below Line: 22.6  
 % Not Listed: 22.6

Retail \$: 1.2 Bil  
 FM Share: 96.00%  
 Stations: 18/9

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WKSM-F (AOR)	27/11.9	---	9.4	---	9.6	303	24.3	21.1	23.9
2. WMMK-F (C)	21/ 9.3	---	12.8	---	7.7	209	16.8	18.9	15.4
WYZB-F (O/AC)	21/ 9.3	---	10.8	---	17.7	264	21.2	22.4	29.1
4. WXB-M-F (C)	18/ 8.0	---	5.9	---	1.0	161	12.9	8.4	4.0
5. WWSF-F (CHR)	16/ 7.1	---	9.4	---	10.5	302	24.2	23.6	24.1
6. WWAV-F (AC)	15/ 6.6	---	7.4	---	7.7	205	16.4	20.0	20.9
7. WBLX-F (B)	9/ 4.0	---	7.4	---	5.3	150	12.0	13.2	9.8
WAAZ-F (C)	9/ 4.0	---	---	---	---	74	5.9	---	---
9. WFTW (T)	7/ 3.1	---	1.5	---	1.9	102	8.2	5.9	4.7

12+ AMD

1. WKSM-F
2. WYZB-F<
3. WMMK-F
4. WWAV-F
- 5.

12+ MID

1. WKSM-F
2. WYZB-F<
3. WMMK-F
4. WWSF-F
5. WWAV-F

12+ PMD

1. WKSM-F
2. WMMK-F
3. WYZB-F
- WXB-M-F
- 5.

12+ EVE

1. WXB-M-F<
2. WKSM-F
3. WMMK-F
4. WWSF-F
- WYZB-F

ADULTS 18-34

1. WKSM-F>>
2. WMMK-F<
3. WWSF-F
- WXB-M-F
- 5.

ADULTS 18-49

1. WKSM-F>
2. WYZB-F
3. WMMK-F
4. WWSF-F
- 5.

ADULTS 25-54

1. WKSM-F<
2. WYZB-F
3. WMMK-F
4. WXB-M-F
5. WWAV-F

ADULTS 35+

1. WYZB-F
2. WWAV-F
3. WMMK-F
4. WXB-M-F
- 5.

MEN 25-54

1. WKSM-F>
2. WYZB-F<
3. WMMK-F
- 4.
- 5.

WOMEN 25-54

1. WWAV-F
- WYZB-F
3. WXB-M-F
4. WMMK-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLGH-F 103.1	DEFUNIAK	2.2/ 9.7
WNCV-F 100.3	NICVILLE	1.3/ 4.3
WFSY-F 98.5	PANAMA CITY	1.3/ 4.5
WGCV-F 104.1	ATMORE	0.9/ 5.1
WJLQ-F 100.7	PENSACOLA	1.8/ 7.0
WMEZ-F 94.1	PENSACOLA	2.2/ 9.5
WOWW-F 107.3	PENSACOLA	2.7/ 9.8
WPAP-F 92.5	PANAMA CITY	0.4/ 3.7
WTKX-F 101.5	PENSACOLA	1.3/10.7

RADIO STATIONS

WKSM-F, 99.5,	50 KW @ 449	, AOR	UNISTR, \$17.00	(Mc-Guild)	New South
WMMK-F, 92.1,	3 KW @ 285	, Country	NBC, \$21.00	(Roslin)	(DESTIN)
WWAV-F, 102.3,	3 KW @ 328	, AC	UNISTR, \$19.00	(Banner)	Opus (SANTA ROSA)
WWSF-F, 98.1,	100 KW @ 1023	, CHR	ABC, \$17.00	(Christal)	(ANDALUSIA)
WYZB-F, 105.5,	6 KW @ 328	, Oldies/AC	UNISTR, \$20.00	(Mc-Guild)	(MARY ESTER)

Other ranked stations -- see Mobile or Pensacola in Spring 93 edition

FREDERICK, MD

MSA Rank/Pop: NA  
 ARB Rank/Pop: 204/130,400  
 Market TSL: 23.50 Hours  
 Average Person Rating: 18.0

Diaries: 362  
 Sample Target: 320  
 % Below Line: 41.7  
 % Not Listed: 25.1

Retail \$: 1.1 Bil  
 FM Share: 84.09%  
 Stations: 26/5

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUM	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. WFRE-F (C)	36/15.3	---	6.6	---	14.5	349	26.8	13.5	15.4
2. WFMD (FS)	14/ 6.0	---	5.7	---	5.9	240	18.4	18.8	18.3
3. WARX-F (AC)	13/ 5.5	---	4.8	---	2.3	230	17.6	16.2	10.8
WAFY-F (AC)	13/ 5.5	---	4.4	---	4.5	166	12.7	12.3	13.1
5. WGRX-F (AOR)	11/ 4.7	---	2.6	---	4.5	173	13.3	11.9	13.5
6. WZYQ-F (CHR)	9/ 3.8	---	8.4	---	7.7	153	11.7	20.6	24.5
7. WPGC-F (CHR)	8/ 3.4	---	0.9	---	---	87	6.7	5.5	---
8. WQSI (C)	6/ 2.6	---	7.5	---	8.6	102	7.8	13.7	12.5
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WFRE-F>	1. WFRE-F>	1. WFRE-F>>	1. WFRE-F
2. WFMD	2. WAFY-F	2. WAFY-F<	2. WPGC-F
3. WARX-F	3. WFMD <	3. WGRX-F	3.
4. WAFY-F	4. WARX-F	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WFRE-F>	1. WFRE-F>	1. WFRE-F>	1. WFRE-F>	1. WFRE-F>>	1. WAFY-F
2. WAFY-F	2. WAFY-F	2. WAFY-F	2. WFMD	2. WFMD	WFRE-F>>
3. WGRX-F	3. WARX-F	3. WFMD	3. WWMD-F	WGRX-F	3. WZYQ-F
4. WIYY-F	4. WGRX-F	WARX-F	4. WARX-F	4. WARX-F	WARX-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWMD-F 104.7 HAGERSTOWN 3.8/ 7.9

See Washington or Baltimore for more about the following stations:

WASH-F 0.9/4.4	WJFK-F 1.7/5.5	WPOC-F 3.0/ 8.1
WAVA-F 1.3/3.6	WKYS-F 0.4/4.7	WRQX-F 1.3/ 8.1
WCXR-F 1.3/8.7	WLTT-F 0.9/3.9	WTOP 1.3/ 5.1
WGAY-F 0.9/2.5	WMAL 2.1/8.1	WWDC-F 2.6/12.8
WHFS-F 1.3/7.1	WMZQ-F 2.1/7.3	WMMX-F 0.4/ 5.1
WIYY-F 2.6/9.0	WPGC-F 3.4/6.7	

RADIO STATIONS

WFMD, 930, 5 KW/2.5 KW (DA-N) , Full Service	CBS, \$ NA ( --- ) Gibbons
WQSI, 820, 5 KW/500 W (DA-N) , Country	ABC, \$ NA (Roslin)
WAFY-F, 103.1, 1 KW @ 571 , AC	UNISTR, \$ NA ( --- ) (MIDDLETOWN)
WFRE-F, 99.9, 9 KW @ 1099 , Country	, \$ NA ( --- ) Gibbons
WZYQ-F, 103.9, .4 KW @ 912 , CHR	ABC, \$ NA (Roslin)

WARX-F -- see Hagerstown

Other ranked stations -- see Baltimore or Washington in Spring 93 edition

GRAND FORKS, ND

HSA Rank/Pop: 318/71,700  
 ARB Rank/Pop: 243/84,000  
 Market TSL: 23.0 Hours  
 Average Person Rating: 17.1

Diaries: 324  
 Sample Target: 290  
 % Below Line: 3.5  
 % Not Listed: 20.8

Retail \$: 0.84 B11  
 FM Share: 74.56%  
 Stations: 16/13

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. KYCK-F (C)	27/18.8	---	19.4	---	14.6	279	33.2	37.6	23.4
2. KZLT-F (SAC)	13/ 9.0	---	5.8	---	3.6	146	17.4	16.4	13.2
3. KQHT-F (CHR)	10/ 6.9	---	5.8	---	16.1	243	28.9	23.1	33.3
4. KSNR-F (O)	9/ 6.3	---	5.8	---	6.6	135	16.1	17.1	14.0
KNOX (FS)	9/ 6.3	---	7.9	---	5.8	127	15.1	16.6	19.1
KKXL-F (CHR)	9/ 6.3	---	7.2	---	9.5	186	22.1	22.1	23.5
7. KNOX-F (AOR)	8/ 5.6	---	2.2	---	3.6	116	13.8	11.1	12.5
KROX (FS)	8/ 5.6	---	2.2	---	2.9	87	10.4	7.1	8.2
9. KCNN (N)	6/ 4.2	---	2.2	---	1.5	105	12.5	10.3	8.5
KJKJ-F (ADR)	6/ 4.2	---	12.9	---	10.9	102	12.1	20.3	20.4

12+ AMD

1. KYCK-F>
2. KNOX  
KZLT-F
4. KROX
- 5.

12+ MID

1. KYCK-F>>
2. KZLT-F<
3. KCNN-F<
4. KQHT-F
- 5.

12+ PMD

1. KYCK-F>>
2. KZLT-F
3. KQHT-F
4. KKXL-F
- KNOX-F

12+ EVE

1. KQHT-F<
2. KYCK-F
3. KKXL-F>
4. KZLT-F
- 5.

ADULTS 18-34

1. KYCK-F>>
2. KQHT-F  
KJKJ-F
4. KNOX-F
- 5.

ADULTS 18-49

1. KYCK-F>>
2. KZLT-F
3. KSNR-F
4. KQHT-F
- 5.

ADULTS 25-54

1. KYCK-F>>
2. KZLT-F
3. KSNR-F>
- 4.
- 5.

ADULTS 35+

1. KYCK-F<
2. KZLT-F<
3. KNOX
4. KROX
- 5.

MEN 25-54

1. KYCK-F>>
2. KZLT-F
- KNOX-F
- KSNR-F
- KCNN-F

WOMEN 25-54

1. KYCK-F>
2. KZLT-F>
3. KSNR-F>
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKCQ	1480	FOSSTON	1.4/2.5
KKCQ-F	107.1	FOSSTON	0.7/2.0
KKXL	1440	GRAND FORKS	0.7/6.0
KFGO	790	FARGO	0.7/5.7
KFGO-F	101.9	FARGO	1.4/6.2
WDAY	970	FARGO	1.4/4.6

RADIO STATIONS

KCNN,	1590,	5 KW/1 KW (DA-2),	Talk/News	CNN CBS,	\$ 8.00	( --- )
KKXL,	1440,	1 KW/500 W -- see KKXL-F				
KNOX,	1310,	5 KW (DA-N),	FS	NBC-T ABC,	\$14.00	(Katz)
KROX,	1260,	1 KW/500 W (DA-N),	Full Service	MBS,	\$ 8.00	( --- ) (CROOKSTON)
KJKJ-F,	107.5,	100 KW @ 446,	AOR	UNISTR,	\$15.00	(Eastman)
KKXL-F,	92.9,	63 KW @ 390,	CHR		\$13.00	(Torbet)
KNOX-F,	94.7,	100 KW @ 1066,	AOR	UNISTR,	\$ 9.00	(Katz)
KQHT-F,	96.1,	100 KW @ 413,	CHR		\$12.00	(Torbet) (CROOKSTON)
KSNR-F,	100.3,	100 KW @ 564,	Oldies	SMN,	\$11.00	(K & P) (THIEF RIV., MN)
KYCK-F,	97.1,	100 KW @ 361,	Country		\$19.00	(D & R) (CROOKSTON)
KZLT-F,	104.3,	100 KW @ 443,	Soft AC		\$13.00	(D & R)

KFGO -- see Fargo in Spring 93 edition



GRAND JUNCTION, CO

MSA Rank/Pop: NA  
 ARB Rank/Pop: 248/78,900  
 Market TSL: 20.25 Hours  
 Average Person Rating: 14.4

Diaries: 284  
 Sample Target: 280  
 % Below Line: 0.0  
 % Not Listed: 15.8

Retail \$: 0.64 B/l  
 FM Share: 81.25%  
 Stations: 9/9

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	RATING S91
1. KEKB-F (C)	38/33.3	---	26.8	---	30.9	329	41.7	41.2	39.0
2. KQIX-F (CHR)	11/ 9.6	---	16.7	---	17.1	158	20.0	31.5	24.4
KJYE-F (SAC)	11/ 9.6	---	8.7	---	5.7	117	14.8	13.0	17.7
KSTR-F (AOR)	11/ 9.6	---	10.9	---	8.1	161	20.4	24.2	20.6
5. KNZZ (T)	10/ 8.8	---	2.9	---	2.4	120	15.2	12.5	11.1
6. KSTR (FS)	5/ 4.4	---	5.8	---	5.7	90	11.4	12.3	12.4
7. KBKL-F (O)	4/ 3.5	---	---	---	---	127	16.1	---	---
8. KEXO (O)	3/ 2.6	---	4.3	---	1.6	47	6.0	11.6	9.9
KKLY-F (SAC)	3/ 2.6	---	3.6	---	4.9	79	10.0	12.3	13.8

12+ AMD

1. KEKB-F>>
2. KQIX-F
- 3.
- 4.
- 5.

12+ MID

1. KEKB-F>>
2. KNZZ-F
3. KSTR-F<
4. KJYE-F
- 5.

12+ PMD

1. KEKB-F>>
2. KSTR-F
3. KQIX-F<
4. KJYE-F
- 5.

12+ EVE

1. KQIX-F
- KEKB-F>>
3. KSTR-F
- 4.
- 5.

ADULTS 18-34

1. KEKB-F>
2. KSTR-F
3. KQIX-F>
- 4.
- 5.

ADULTS 18-49

1. KEKB-F>>
2. KSTR-F>
3. KQIX-F
4. KNZZ-F
- 5.

ADULTS 25-54

1. KEKB-F>>
2. KSTR-F>
3. KJYE-F
- KNZZ-F
- 5.

ADULTS 35+

1. KEKB-F>>
2. KJYE-F
3. KNZZ-F
- 4.
- 5.

MEN 25-54

1. KSTR-F
2. KEKB-F
3. KNZZ-F>
- 4.
- 5.

WOMEN 25-54

1. KEKB-F>>
2. KQIX-F
3. KJYE-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEKO,	1230,	1 KW	,	Oldies	UNISTR CNN,	\$ 8.00 (Eastman)	
KNZZ,	1100,	50 KW/10 KW (DA-2),	,	Talk/News	ABC CBS,	\$ 9.00 ( --- )	Dean
KQIL,	1340,	1 KW	,	Country	NBC,	\$ 8.00 (Christal)	
KSTR,	620,	5 KW/79 W	,	FS	ABC MBS,	\$11.00 (Mc-Guild)	
KEKB-F,	99.9,	79 KW @ 1384	,	Country	,	\$23.00 (Banner)	
KJYE-F,	92.3,	100 KW @ 1863	,	Soft AC	,	\$12.00 (Eastman)	Dean
KKLY-F,	95.1,	100 KW @ 968	,	Soft AC	UNISTR,	\$10.00 (Eastman)	(DELTA)
KQIX-F,	93.1,	100 KW @ 1027	,	CHR	,	\$17.00 (Christal)	
KSTR-F,	96.1,	100 KW @ 1099	,	AC/Oldies	UNISTR,	\$17.00 (Mc-Guild)	(MONTROSE)

GREAT FALLS, MT

MSA Rank/Pop: 315/77,900  
 ARB Rank/Pop: 254/62,800  
 Market TSL: 20.75 Hours  
 Average Person Rating: 15.3

Diaries: 332  
 Sample Target: 280  
 % Below Line: 0.0  
 % Not Listed: 15.6

Retail \$: 0.6 Bil  
 FM Share: 69.14%  
 Stations: 8/8

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. KLFM-F (C)	17/17.7	---	7.2	---	14.1	183	29.1	14.3	22.6
2. KAAK-F (CHR)	15/15.6	---	21.6	---	16.3	190	30.3	35.4	34.6
3. KMON (C)	13/13.5	---	10.3	---	14.1	176	28.0	21.3	27.0
KMON-F (C)	13/13.5	---	18.6	---	10.9	154	24.5	31.1	24.9
5. KQDI-F (AOR)	11/11.5	---	10.3	---	15.2	184	29.3	21.4	29.8
6. KEIN (C)	5/ 5.2	---	2.1	---	5.4	66	10.5	9.8	13.8
KXGF (BB)	5/ 5.2	---	8.2	---	8.7	67	10.7	13.0	9.2
8. KMSL (O)	2/ 2.1	---	1.0	---	1.1	56	8.9	4.7	5.6
9.									
10.									

12+ AMD

1. KMON
2. KLFM-F
3. KMON-F<
4. KAAK-F<
5. KQDI-F

12+ MID

1. KLFM-F<
2. KMON
- KMON-F
- KAAK-F
5. KQDI-F

12+ PMD

1. KLFM-F<
2. KQDI-F
- KAAK-F
- KMON-F
- 5.

12+ EVE

1. KAAK-F>>
2. KLFM-F
3. KMON-F
- KQDI-F
- 5.

ADULTS 18-34

1. KQDI-F>
2. KLFM-F
- KAAK-F
4. KMON-F
- 5.

ADULTS 18-49

1. KLFM-F
2. KMON-F
- KAAK-F
- KQDI-F
- 5.

ADULTS 25-54

1. KLFM-F
2. KMON-F
3. KQDI-F
4. KAAK-F
5. KMON

ADULTS 35+

1. KMON <
2. KLFM-F>
3. KMON-F
- 4.
- 5.

MEN 25-54

1. KQDI-F
- KLFM-F
- KMON
4. KMON-F
- 5.

WOMEN 25-54

1. KLFM-F
2. KMON-F>
3. KAAK-F
4. KQDI-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEIN, 1310, 5 KW/1 KW , Country SMN, \$ 8.00 (Banner)  
 KMON, 560, 5 KW (DA-N) , Country ABC, \$13.00 ( --- )  
 KXGF, 1400, 1 KW (DA-2) , Nostalgia , \$10.00 (Mc-Guild) Sunbrook  
 KAAK-F, 98.9, 100 KW @ 489, CHR , \$19.00 (Mc-Guild) Sunbrook  
 KLFM-F, 92.9, 100 KW @ 449, Country , \$13.00 (Banner)  
 KMON-F, 94.5, 36 KW @ 469, Country , \$15.00 ( --- )  
 KQDI-F, 106.1, 100 KW @ 597, AOR/Classic UNISTR, \$14.00 (Christal)

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

MSA Rank/Pop: 268/122,700 (Hagerstown only)  
 ARB Rank/Pop: 159/207,600  
 Market TSL: 23.0 Hours  
 Average Person Rating: 17.2

Diaries: 513  
 Sample Target: 440  
 % Below Line: 15.4  
 % Not Listed: 19.6

Retail \$: 1.6 B11  
 FM Share: 87.85%  
 Stations: 25/14

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WAYZ-F (C)	58/16.2	16.8	12.6	18.0	14.5	529	25.5	21.8	23.0
2. WIKZ-F (CHR)	36/10.1	7.9	9.4	7.8	7.7	409	19.7	20.7	20.4
3. WQCM-F (AOR)	29/ 8.1	5.3	4.6	7.5	4.7	343	16.5	13.5	14.8
4. WWMD-F (SAC)	18/ 5.0	5.9	4.9	6.0	4.1	199	9.6	10.5	10.5
5. WYII-F (C)	16/ 4.5	5.3	5.1	4.8	4.4	179	8.6	8.6	9.4
WFRE-F (C)	16/ 4.5	2.1	2.6	5.1	1.2	280	13.5	7.9	6.3
7. WKSL-F (C)	12/ 3.4	3.5	2.0	1.2	2.7	127	6.1	5.0	7.6
8. WARX-F (AC)	11/ 3.1	3.5	4.0	2.1	3.3	193	9.3	14.6	9.7
WGLL-F (O/AC)	11/ 3.1	1.5	5.7	6.0	4.1	239	11.5	10.5	11.2
WJEJ (FS)	11/ 3.1	1.8	4.0	2.7	3.8	164	7.9	8.2	8.1
11. WCHA (C)	10/ 2.8	2.9	2.6	4.2	2.4	162	7.8	7.6	5.8
WKMZ-F (CHR)	10/ 2.8	3.2	2.0	1.5	3.3	203	9.8	10.4	10.6

12+ AMD

1. WAYZ-F>
2. WIKZ-F
3. WQCM-F
4. WYII-F
- 5.

12+ MID

1. WAYZ-F>
2. WIKZ-F<
3. WQCM-F
- 4.
- 5.

12+ PMD

1. WAYZ-F>
2. WIKZ-F
3. WQCM-F
4. WFRE-F
5. WWMD-F

12+ EVE

1. WAYZ-F
2. WIKZ-F>
3. WKMZ-F
- WQCM-F
- 5.

ADULTS 18-34

1. WAYZ-F
2. WQCM-F
3. WIKZ-F<
- 4.
- 5.

ADULTS 18-49

1. WAYZ-F>
2. WQCM-F<
3. WIKZ-F>
- 4.
- 5.

ADULTS 25-54

1. WAYZ-F>
2. WIKZ-F
3. WQCM-F
4. WFRE-F
5. WARX-F

ADULTS 35+

1. WAYZ-F>>
2. WIKZ-F
- WWMD-F
4. WYII-F
- 5.

MEN 25-54

1. WAYZ-F>>
2. WQCM-F
3. WARX-F
- WFRE-F
- WIKZ-F

WOMEN 25-54

1. WAYZ-F<
2. WIKZ-F>
3. WWMD-F
4. WQCM-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYZ	1380	WAYNESBORO	0.3/ 2.8
WCBG	1590	CHAMBERSBURG	0.6/ 3.7
WHAG	1410	HALFWAY	2.2/ 4.7
WFMD	930	FREDERICK	0.8/ 4.5
WGRX-F	100.7	WESTMINSTER	1.7/ 4.0
WINC-F	92.5	WINCHESTER	1.1/ 4.8
WIYY-F	97.9	BALTIMORE	0.6/ 2.2
WKYS-F	93.9	WASHINGTON	0.6/ 3.1
WMZQ-F	98.7	WASHINGTON	1.4/ 3.4
WNNK-F	104.1	HARRISBURG	0.6/ 2.0
WPGC-F	95.5	WASHINGTON	1.4/ 4.5
WUSQ-F	102.5	WINCHESTER	0.6/ 2.6
WWDC-F	101.1	WASHINGTON	2.2/ 8.1

RADIO STATIONS

WCHA, 800, 1 KW/196 W , Country  
 WHAG, 1410, 1 KW (DAYS) , Talk/FS  
 WJEJ, 1240, 1 KW , Full Service

NBC, \$11.00 ( --- )  
 ABC, \$10.00 (Dome)  
 CBS, \$12.00 ( --- )

(CHAMBERSBURG)  
 (HAGERSTOWN)  
 (HAGERSTOWN)

WARX-F, 106.9, 16 KW @ 853, AC  
 WAYZ-F, 101.5, 50 KW @ 230, Country  
 WGLL-F, 92.1, 3 KW @ 295, AC/Oldies  
 WIKZ-F, 95.1, 50 KW @ 449, CHR  
 WKSL-F, 94.3, 2.5 KW @ 361, Country  
 WQCM-F, 96.7, 5 KW @ 164, AOR  
 WWMD-F, 104.7, 8 KW @ 1378, Soft AC/EZ  
 WYII-F, 95.9, 3 KW @ 298, Country

MBS, \$14.00 (K & P)  
 AP, \$24.00 ( --- )  
 UNISTR ABC, \$16.00 (Dome)  
 , \$20.00 ( --- )  
 AP, \$11.00 ( --- )  
 ABC, \$17.00 (Dome)  
 , \$14.00 ( --- )  
 NBC, \$15.00 (Market 4)

VerStandig  
 VerStandig

(HAGERSTOWN)  
 (WAYNESBORO)  
 (MERCERSBURG)  
 (CHAMBERSBURG)  
 (GREENCASTLE)  
 (HALFWAY)  
 (HAGERSTOWN)  
 (WILLIAMSPORT)

HARRISONBURG, VA

MSA Rank/Pop: NA  
 ARB Rank/Pop: 250/77,300  
 Market TSL: 22.50 Hours  
 Average Person Rating: 16.3

Diaries: 289  
 Sample Target: 280  
 % Below Line: 1.6  
 % Not Listed: 19.0

Retail \$: 0.59 Bil  
 FM Share: 67.65%  
 Stations: 10/9

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. WKCY-F (C)	26/20.6	---	7.1	---	14.2	195	25.2	23.1	23.8
2. WWSA (FS)	25/19.8	---	15.9	---	15.7	305	39.5	34.1	34.3
3. WQPO-F (CHR)	17/13.5	---	26.2	---	23.1	224	29.0	34.3	41.7
4. WPKZ-F (C)	16/12.7	---	9.5	---	4.5	152	19.7	16.3	10.7
5. WBOP-F (O)	7/ 5.6	---	3.2	---	6.7	106	13.7	13.8	17.2
6. WHBG (C)	4/ 3.2	---	1.6	---	---	50	6.5	11.0	---
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WWSA >>	1. WKCY-F>	1. WKCY-F	1. WKCY-F>
2. WKCY-F>	2. WWSA <	2. WQPO-F>	2. WQPO-F
3. WQPO-F	3. WQPO-F	3. WPKZ-F	WSVA <
4. WPKZ-F	4. WPKZ-F	4. WWSA	4. WPKZ-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WQPO-F	1. WKCY-F	1. WKCY-F>	1. WWSA >	1. WKCY-F>	1. WKCY-F>>
2. WKCY-F<	2. WQPO-F	2. WWSA <	2. WKCY-F>>	2. WPKZ-F	2. WWSA
3. WPKZ-F>	3. WPKZ-F	3. WPKZ-F	3.	3. WWSA >	3. WBOP-F
4.	4. WWSA	4. WQPO-F	4.	4. WQPO-F	WQPO-F
5.	5.	5.	5.	5.	5. WPKZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBTX	1470	BROADWAY	1.6/ 4.3
WKCY	1300	HARRISONBURG	1.6/12.5
WLTK-F	96.1	BROADWAY	0.8/ 5.6
WANV-F	99.7	STAUNTON	1.6/ 3.5

RADIO STATIONS

WHSB,	1360,	5 KW/50 W	, Country	UNISTR, \$ 7.00 (Savalli)	
WWSA,	550,	5 KW/1 KW	, Full Service	MBS ABC, \$19.00 ( --- )	VerStandig
WBOP-F,	106.3,	10 KW @ 384	, Oldies	, \$10.00 ( --- )	(CHURCHVILLE)
WKCY-F,	104.3,	50 KW @ 410	, Country	, \$13.00 ( --- )	
WLTK-F,	96.1,	25 KW @ 1000	, Religion	, \$ 7.00 ( --- )	(BROADWAY)
WPKZ-F,	98.5,	.9 W @ 1607	, Country	MBS, \$14.00 ( --- )	(ELKTON)
WQPO-F,	100.7,	50 KW @ 494	, CHR	ABC, \$23.00 ( --- )	VerStandig
WRDJ-F,	105.1,	3 KW @ 328	, AC	, \$ 9.00 ( --- )	(BRIDGEWATER)

ITHACA, NY

MSA Rank/Pop: NA  
 ARB Rank/Pop: 247/82,200  
 Market TSL: 20.0 Hours  
 Average Person Rating: 14.6

Diaries: 315  
 Sample Target: 280  
 % Below Line: 15.0  
 % Not Listed: 25.0

Retail \$: 0.63 B<sup>1</sup>  
 FM Share: 80.00%  
 Stations: 9/7

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. WYXL-F (AC)	20/16.7	---	16.9	---	15.3	266	32.4	38.8	34.5
2. WQNY-F (AOR)	13/10.8	---	5.1	---	11.0	176	21.4	18.1	26.9
WPCX-F (C)	13/10.8	---	12.5	---	10.2	183	22.3	20.2	15.9
4. WVBR-F (AOR)	11/ 9.2	---	2.9	---	3.4	171	20.8	17.0	15.2
5. WTKO (T)	10/ 8.3	---	4.4	---	1.7	159	19.3	12.0	15.5
WYYS-F (CHR)	10/ 8.3	---	10.3	---	9.3	143	17.4	23.4	24.0
7. WHCU (FS/T)	7/ 5.8	---	5.9	---	7.6	156	19.0	20.1	15.9
8. WHWK-F (C)	5/ 4.2	---	4.4	---	0.8	47	5.7	7.2	3.8
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WYXL-F<	1. WYXL-F>	1. WYXL-F>	1. WVBR-F>
2. WHCU >	2. WTKO	2. WPCX-F<	2. WYYS-F
3. WQNY-F	3. WQNY-F	3. WVBR-F<	WPCX-F
WPCX-F	4. WVBR-F	4. WQNY-F	4. WYXL-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WYXL-F	1. WYXL-F>	1. WYXL-F>	1. WPCX-F	1. WQNY-F	1. WYXL-F>>
2. WQNY-F	2. WQNY-F	2. WPCX-F	2. WTKO	WTKO	2. WPCX-F
3. WVBR-F>	3. WVBR-F>	3. WQNY-F	3. WHCU	WVBR-F	3. WQNY-F
4. WYYS-F	4.	4. WVBR-F	WYXL-F	WHWK-F	4.
5.	5.	5.	5.	WPCX-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WPIE 1160 TRUMANSBURG 0.8/3.6

RADIO STATIONS

WHCU, 870,	5 KW/1 KW (DA-N),	Full Service	CBS, \$17.00	(Christal)
WTKO, 1470,	5 KW/1 KW (DA-N),	News/Talk	CNN ABC, \$10.00	(Torbet)
WQNY-F, 103.7,	12 KW @ 889 ,	AOR	, \$13.00	(Torbet)
WVBR-F, 93.5,	3 KW @ 249 ,	AOR	NBC, \$10.00	(K & P)
WYXL-F, 97.3,	26 KW @ 879 ,	AC	UNISTR, \$19.00	(Christal)
WYYS-F, 99.9,	24 KW @ 731 ,	CHR	, \$16.00	( --- )

WPCX-F -- see Syracuse in Spring 93 edition

WHWK-F -- see Binghamton in Spring 93 edition

JOPLIN, MO

HSA Rank/Pop: 247/136,400  
 ARB Rank/Pop: 225/113,000  
 Market TSL: 20.75 Hours  
 Average Person Rating: 15.6

Diaries: 342  
 Sample Target: 330  
 % Below Line: 0.0  
 % Not Listed: 18.8

Retail \$: 1.06 Bil  
 FM Share: 83.92%  
 Stations: 14/14

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KIXQ-F (C)	60/34.1	---	29.8	---	32.8	521	46.1	41.9	44.7
2. KOCD-F (AOR)	14/ 8.0	---	4.0	---	4.9	181	16.0	12.0	10.6
3. KKOW-F (C)	13/ 7.4	---	3.0	---	3.8	186	16.5	8.8	11.1
4. KMXL-F (SAC)	10/ 5.7	---	7.1	---	6.0	112	9.9	14.9	9.7
KSYN-F (CHR)	10/ 5.7	---	7.6	---	6.6	231	20.4	19.1	20.4
6. KMOQ-F (O)	8/ 4.5	---	4.5	---	3.8	167	14.8	10.2	12.6
7. KKOW (C)	6/ 3.4	---	1.0	---	2.7	115	10.2	6.9	9.1
WMBH-F (C)	5/ 2.8	---	5.6	---	4.4	134	11.9	13.5	15.2
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIXQ-F>>>	1. KIXQ-F>>>	1. KIXQ-F>>>	1. KIXQ-F>>>
2.	2.	2. KKOW-F	2. KOCD-F
3.	3.	3. KOCD-F	3. KKOW-F
4.	4.	4.	4. KSYN-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KIXQ-F>	1. KIXQ-F>>	1. KIXQ-F>>>	1. KIXQ-F>>>	1. KIXQ-F>>>	1. KIXQ-F>>>
2. KOCD-F>>	2. KOCD-F>	2.	2.	2. KKOW-F	2.
3.	3.	3.	3.	3. KMOQ-F	3.
4.	4.	4.	4.	KOCD-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBTN	1420	NEOSHO	1.7/4.6
KDMO	1490	CARTHAGE	1.7/4.5
KFSB	1310	JOPLIN	0.6/3.1
KQYX	1560	JOPLIN	1.1/3.5
KWAS	1230	JOPLIN	2.3/7.1
WMBH	1450	JOPLIN	2.3/3.8

RADIO STATIONS

KDHO,	1490,	1 KW	,	Country	ABC, \$ 8.00	(K & P)		(CARTHAGE)
WMBH,	1450,	1 Kw/250 W	,	Country	CNN, \$10.00	(Roslin)	Demaree	
KIXQ-F,	93.9,	50 KW @ 522	,	Country	ABC, \$21.00	(Banner)		(WEBB CITY)
KKLL-F,	97.9,	3 KW @ 443	,	Religion	, \$ 7.00	( --- )		(WEBB CITY)
KKOW-F,	96.9,	100 KW @ 390	,	Country	CBS, \$ 9.00	(Mc-Guild)		(PITTSBURGH)
KKUZ-F,	102.5,	100 KW @ 410	,	AC	UNIPWR, \$12.00	(Roslin)	Demaree	
KMOQ-F,	107.1,	6 KW @ 298	,	Oldies/AC	, \$12.00	(Katz)		(BAXTER, KS)
KMXL-F,	95.1,	50 KW @ 472	,	Soft AC	ABC, \$14.00	(K & P)		(CARTHAGE)
KOCD-F,	98.3,	3 KW @ 298	,	AOR	UNISTR, \$12.00	(Katz)		(COLUMBUS)
KSYN-F,	92.5,	100 KW @ 430	,	CHR	ABC, SMN, \$15.00	(K & P)		

KILLEEN-TEMPLE, TX

MSA Rank/Pop: 163/262,600  
 ARB Rank/Pop: 154/211,400  
 Market TSL: 20.25 Hours  
 Average Person Rating: 15.4

Diaries: 490  
 Sample Target: 440  
 % Below Line: 39.9  
 % Not Listed: 15.3

Retail \$: 1.4 Bil  
 FM Share: 90.22%  
 Stations: 18/8

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KIIZ-F (B)	53/16.3	---	17.1	---	15.2	452	21.4	21.6	19.7
2. KLTD-F (O)	32/ 9.8	---	5.7	---	5.9	380	18.0	17.0	14.7
3. KWTX-F (CHR)	28/ 8.6	---	6.3	---	4.5	503	23.8	18.2	17.0
KOOV-F (C)	28/ 8.6	---	10.2	---	14.8	385	18.2	19.4	19.9
5. KPLE-F (C)	23/ 7.1	---	4.5	---	2.8	292	13.8	11.6	8.4
KLFX-F (AOR)	23/ 7.1	---	9.0	---	4.1	328	15.5	16.1	15.7
WACO-F (C)	23/ 7.1	---	7.2	---	3.8	389	18.4	15.0	12.6
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIIZ-F	1. KIIZ-F	1. KIIZ-F>	1. KIIZ-F>>
2. KLTD-F	2. KLTD-F	2. KWTX-F<	2.
3. KPLE-F	3. KOOV-F	3. KLTD-F	3.
4. KOOV-F	4. KWTX-F<	KLFX-F	4.
5.	5. KLFX-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KIIZ-F>>	1. KIIZ-F>	1. KIIZ-F<	1. KLTD-F<	1. KLTD-F	1. KIIZ-F
2. KWTX-F<	2. KLTD-F<	2. KLTD-F>	2. KOOV-F	2. KIIZ-F	2. KLTD-F>
3. KLFX-F>	3. KWTX-F<	3. KLFX-F<	3. WACO-F	KLFX-F>	3. KOOV-F
4. KOOV-F	4. KLFX-F	4. KOOV-F	4. KIIZ-F	4. KOOV-F	4. KWTX-F
5.	5.	5.	5.	5. WACO-F	WACO-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOOC-F	106.3	BELTON	0.3/ 2.9
KRMY	1050	KILLEEN	2.1/ 1.5
KTEM	1400	TEMPLE	1.8/ 7.0
KTON	940	BELTON	1.5/ 3.2
KASE-F	100.7	AUSTIN	1.5/ 5.6
KHFI-F	96.7	GEORGETOWN	1.8/ 6.5
KHHT-F	93.3	KILLEEN	2.8/13.5
KLBJ-F	93.7	AUSTIN	2.5/ 5.7
KNFU-F	95.5	WACO	2.5/ 4.8
KNNC-F	107.7	GEORGETOWN	0.6/ 3.5
WBAP	820	FORT WORTH	2.8/ 6.4

RADIO STATIONS

KIIZ-F,	92.3,	3 KW @ 259	,	Black	ABC, \$15.00	(Christal)	
KLFX-F,	105.5,	3 KW @ 380	,	AOR	ABC, \$16.00	(Christal)	(HARKER)
KOOV-F,	103.1,	.8 KW @ 630	,	Country	ABC, \$17.00	(Torbet)	(COPPERAS)
KPLE-F,	104.3,	34 KW @ 597	,	Country	, \$13.00	( --- )	Formby

Other ranked stations -- see Waco or Austin in Spring 93 edition

LA CROSSE, WI

MSA Rank/Pop: 301/99,200  
 ARB Rank/Pop: 245/82,600  
 Market TSL: 23.75 Hours  
 Average Person Rating: 18.3

Diaries: 290  
 Sample Target: 290  
 % Below Line: 7.9  
 % Not Listed: 9.9

Retail \$: 0.84 Bil  
 FM Share: 72.79%  
 Stations: 12/11

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	RATING S91
1. WIZM-F (CHR)	23/15.2	---	14.4	---	19.6	303	36.7	42.6	44.0
2. WCOW-F (C)	21/13.9	---	5.5	---	2.9	140	16.9	9.5	10.3
3. WKTY (C)	18/11.9	---	11.6	---	8.0	200	24.2	23.0	23.8
4. WKBH-F (C)	15/ 9.9	---	4.8	---	3.6	126	15.3	13.0	12.4
5. KQYB-F (C)	12/ 7.9	---	4.8	---	---	125	15.1	7.5	---
6. WIZM (FS/T)	11/ 7.3	---	6.2	---	8.0	160	19.4	16.9	13.6
7. WLXR-F (AC)	8/ 5.3	---	10.3	---	9.4	189	22.9	28.4	32.9
KQEG-F (O)	8/ 5.3	---	7.5	---	8.0	135	16.3	22.0	23.7
9. WLFN (BB)	7/ 4.6	---	4.8	---	2.2	73	8.8	11.4	5.3
10. WQJY-F (SAC)	6/ 4.0	---	6.8	---	2.9	122	14.8	16.8	11.9
WSPL-F (AC)	6/ 4.0	---	8.2	---	9.4	121	14.6	19.1	22.9

12+ AMD

1. WKTY <
2. WIZM-F>
3. WCOW-F<
4. WIZM
- 5.

12+ MID

1. WIZM-F<
2. WCOW-F<
3. WKBH-F<
4. WKTY
- 5.

12+ PMD

1. WIZM-F
2. WCOW-F
3. WKBH-F>
- 4.
- 5.

12+ EVE

1. WCOW-F
- WIZM-F
3. WKBH-F
4. WKTY
- 5.

ADULTS 18-34

1. WIZM-F
- WKBH-F>
3. KQYB-F
4. WCOW-F
- 5.

ADULTS 18-49

1. WIZM-F<
2. WKBH-F
3. WCOW-F<
4. KQYB-F
- 5.

ADULTS 25-54

1. WIZM-F
2. WCOW-F>
3. KQEG-F
- WKBH-F
- 5.

ADULTS 35+

1. WKTY
2. WCOW-F>
3. WIZM
- 4.
- 5.

MEN 25-54

1. WIZM-F
2. WCOW-F>
3. WLZR-F
- KQYB-F
- WKBH-F

WOMEN 25-54

1. WIZM-F>
2. KQEG-F
3. WCOW-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKBH 105.5 TREMPAELEAU 0.7/3.8

RADIO STATIONS

WIZM,	1410,	5 KW (DA-2)	, Full Service/Talk	NBC, ABC, \$14.00	(Christal)	Midwest Family
WKTY,	580,	5 KW/1 KW (DA-2)	, Country	ABC, UNISTR, \$17.00	(Katz)	May
WLFN,	1490,	1 KW	, Nost./MOR	UNISTR CNN, \$ 7.00	(Torbet)	
KQEG-F,	102.7,	1.9 KW @ 600	, Oldies	SMN, \$12.00	(K & P)	(LA CRESCENT, MN)
WIZM-F,	93.3,	100 KW @ 1020	, CHR	ABC, \$22.00	(Christal)	Midwest Family
WKBH-F,	105.5,	1 KW @ 531	, Country	SMN CNN, \$ 9.00	(Christal)	(TREMPEALEAU)
WLXR-F,	104.9,	1.4 KW @ 430	, CHR/AC	CNN UNISTR, \$16.00	(Torbet)	
WQJY-F,	100.1,	1.6 KW @ 390	, Soft AC/EZ	, \$ 9.00	( --- )	Goetz (W. SALEM)
WSPL-F,	95.7,	50 KW @ 492	, AC	ABC UNISTR, \$16.00	(Katz)	May
KQYB-F,	98.3,	33 KW @ 607	, Country	SMN, \$ NA	( --- )	(SPRING GROVE)
WCOW-F,	97.1,	50 KW @ 610	, Country	HBS, \$ NA	(Roslin)	(SPARTA)



LAFAYETTE, IN

HSA Rank/Pop: 252/132,300  
 ARB Rank/Pop: 223/113,400  
 Market TSL: 19.25 Hours  
 Average Person Rating: 14.2

Diaries: 316  
 Sample Target: 320  
 % Below Line: 8.7  
 % Not Listed: 21.1

Retail \$: 1.04 B11  
 FM Share: 81.89%  
 Stations: 11/8

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WASK-F (C)	29/18.0	19.3	18.4	16.0	15.1	308	27.2	29.4	25.6
2. WAZY-F (CHR)	25/15.5	15.2	17.1	17.4	19.9	335	29.5	37.3	41.4
3. WASK (FS)	20/12.4	8.2	13.9	13.2	17.5	278	24.5	19.4	25.2
4. WKHY-F (AOR)	14/ 8.7	15.2	15.2	13.2	17.5	264	23.3	34.0	34.0
5. WGLM-F (AC)	12/ 7.5	11.7	---	---	---	201	17.7	---	---
6. WFBQ-F (AOR)	11/ 6.8	4.1	8.2	9.7	7.8	174	15.3	16.0	16.0
7. WIIZ-F (AOR)	9/ 5.6	---	---	---	---	152	13.4	---	---
8. WEZV-F (EZ/NAC)	3/ 1.9	1.2	3.8	2.1	3.0	76	6.7	8.1	12.5
9.									
10.									

12+ AMD

1. WASK <
2. WASK-F>
3. WAZY-F
- 4.
- 5.

12+ MID

1. WASK-F
2. WAZY-F
3. WASK <
4. WKHY-F
- 5.

12+ PMD

1. WASK-F>
2. WAZY-F
3. WKHY-F
4. WGLM-F
5. WASK WFBQ-F

12+ EVE

1. WAZY-F>>
2. WASK-F>
3. WIIZ-F
4. WKHY-F
- WASK

ADULTS 18-34

1. WAZY-F>
2. WKHY-F<
3. WASK-F
4. WFBQ-F
- 5.

ADULTS 18-49

1. WAZY-F
2. WASK-F
3. WKHY-F
4. WGLM-F<
5. WFBQ-F

ADULTS 25-54

1. WASK-F>
2. WGLM-F
3. WAZY-F
4. WASK
- 5.

ADULTS 35+

1. WASK WASK-F>>
- 3.
- 4.
- 5.

MEN 25-54

1. WASK-F
- WKHY-F
- WAZY-F
4. WASK WFBQ-F

WOMEN 25-54

1. WASK-F
2. WGLM-F>>
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSHW-F	99.7	FRANKFORT	0.6/7.9
WIBC	1070	INDIANAPOLIS	0.6/3.0
WLS	890	CHICAGO	1.2/5.6

RADIO STATIONS

WASK,	1450,	1 KW	,	Full Service	NBC, \$19.00	(Banner)	Schurz
WASK-F,	105.3,	50 KW @ 308	,	Country	ABC, \$24.00	(Banner)	Schurz
WAZY-F,	96.5,	50 KW @ 500	,	CHR	ABC, \$22.00	(Crystal)	University
WEZV-F,	95.3,	2.5 KW @ 518	,	EZ/NAC	ABC, \$13.00	( --- )	(MONTICELLO)
WGLM-F,	106.7,	6 KW @ 330	,	AC	AP, \$15.00	( --- )	
WIIZ-F,	98.7,	4.4 KW @ 384	,	AOR	, \$11.00	( --- )	(BATTLEGROUNDS)
WKHY-F,	93.5,	3 KW @ 262	,	AOR/Classic	AP, \$18.00	(Katz)	

WFBQ -- see Indianapolis in Spring 93 edition

LAFAYETTE, LA

HSA Rank/Pop: 188/209,900  
 ARB Rank/Pop: 181/166,600  
 Market TSL: 23.0 Hours  
 Average Person Rating: 17.4

Diaries: 502  
 Sample Target: 420  
 % Below Line: 14.5  
 % Not Listed: 14.1

Retail \$: 1.7 Bil  
 FM Share: 77.51%  
 Stations: 21/15

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. KXKC-F (C)	40/13.8	4.4	3.6	6.8	6.6	398	23.9	12.3	15.8
2. KTDY-F (AC)	28/ 9.7	10.7	6.0	4.5	5.9	433	26.0	20.1	16.9
3. KSMB-F (CHR)	22/ 7.6	14.0	12.1	11.7	14.1	436	26.2	31.2	31.3
4. KFXZ-F (B)	17/ 5.9	10.7	8.9	10.9	12.2	248	14.9	18.9	20.6
WYNK-F (C)	17/ 5.9	9.2	10.0	10.5	10.2	315	18.9	26.5	23.9
KMDL-F (C)	17/ 5.9	5.1	13.2	12.8	10.5	278	16.7	21.8	22.9
7. KJCB (B/G)	16/ 5.5	7.0	7.5	8.3	7.6	218	13.1	15.8	16.6
8. KVOL (B)	11/ 3.8	1.1	1.1	---	2.3	125	7.5	5.1	7.0
9. WTGE-F (AOR)	11/ 3.8	4.0	1.4	3.0	1.6	182	10.9	6.7	7.7
10. KPFL (T)	10/ 3.4	2.9	1.8	5.3	3.3	118	7.1	6.5	10.3
KROF (C)	10/ 3.4	0.7	---	---	0.3	70	4.2	2.9	1.5
12. KVOL-F (B)	9/ 3.1	4.8	2.8	3.4	1.6	167	10.0	6.7	8.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KXKC-F>	1. KXKC-F	1. KXKC-F	1. KTDY-F<
2. KTDY-F>	2. KTDY-F>	2. KTDY-F<	2. KSMB-F<
3. KJCB	3. KMDL-F	3. KSMB-F>	3. KXKC-F>
4. KMDL-F	4. KSMB-F	4. KFXZ-F	4.
5. KSMB-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KXKC-F>	1. KXKC-F	1. KXKC-F	1. KXKC-F	1. KXKC-F>	1. KTDY-F>
2. KTDY-F>	2. KTDY-F>	2. KTDY-F>	2. KPFL-AF	2. KMDL-F	2. KXKC-F>
3. KSMB-F	3. KSMB-F	3. KMDL-F	3. WYNK-F	3. KPFL-AF	3. WYNK-F
4. KFXZ-F	4. KFXZ-F	4. KFXZ-F	4. KTDY-F	4. WTGE-F	4. KFXZ-F
WTGE-F	5.	WYNK-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACY 1520	LAFAYETTE	2.4/ 4.9
KAJN-F 102.9	CROWLEY	3.1/ 5.1
KDEA-F 93.7	NEW IBERIA	0.7/ 7.9
KPEL-F 107.7	ERATH	1.4/ 8.2
KROF-F 105.1	ABBEVILLE	1.7/ 6.4
KNEK-F 104.7	WASHINGTON	2.1/ 4.9
WCKW-F 92.3	LA PLACE	1.0/ 6.3
WGGZ-F 98.1	BATON ROUGE	1.0/ 4.1
WWL 870	NEW ORLEANS	0.7/ 2.0

RADIO STATIONS

KJCB , 770, 1 KW/500 W (DA-2),	Black/Gospel	AURN, \$11.00 (K & P)	
KPEL , 1420, 1 KW/500 W (DA-N),	Talk	MBS CBS, \$13.00 (Christal)	Galloway
KAJN-F, 102.9, 95 KW @ 1499 ,	Gospel	USA CNN, \$ 9.00 ( --- )	(CROWLEY)
KXKC-F, 99.1, 100 KW @ 984 ,	Country	UNISTR SMN, \$16.00 (D & R)	(NEW IBERIA)
KFXZ-F, 106.3, 1.3 KW @ 495 ,	Black	ABC, \$18.00 (D & R)	(MAURICE)
KMDL-F, 97.3, 50 KW @ 298 ,	Country	AP, \$21.00 ( --- )	(KAPLAN)
KSMB-F, 94.5, 100 KW @ 1079 ,	CHR	ABC SOURCE, \$27.00 (Banner)	
KTDY-F, 99.9, 100 KW @ 984 ,	AC	, \$19.00 (Christal)	Galloway
KVOL-F, 105.9, 3.2 KW @ 433 ,	Black	SMN, \$13.00 (D & R)	(OPELOUSAS)

WYNK-F -- see Baton Rouge in Spring 93 edition

LAKE CHARLES, LA

HSA Rank/Pop: 211/170,100  
 ARB Rank/Pop: 199/136,900  
 Market TSL: 23.0 Hours  
 Average Person Rating: 17.2

Diaries: 358  
 Sample Target: 380  
 % Below Line: 12.7  
 % Not Listed: 11.9

Retail \$: 1.2 Bil  
 FM Share: 73.56%  
 Stations: 16/8

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. KYKZ-F (C)	65/27.5	---	27.3	---	21.3	613	44.8	36.4	35.1
2. KXZZ (B)	28/11.9	---	12.4	---	7.4	261	19.1	16.3	15.9
3. KHLA-F (AC)	23/ 9.7	---	9.1	---	13.4	320	23.4	20.6	18.7
4. KBIU-F (CHR)	22/ 9.3	---	10.0	---	12.9	341	24.9	24.2	31.1
5. KTQQ-F (C)	21/ 8.9	---	12.4	---	8.9	333	24.3	25.4	17.6
6. KLCL (FS)	8/ 3.4	---	1.0	---	2.5	142	10.4	10.5	8.8
7. KAOK (T)	7/ 3.0	---	3.8	---	2.5	142	10.4	8.2	7.4
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKZ-F>>	1. KYKZ-F>>	1. KYKZ-F>>	1. KYKZ-F>>
2. KHLA-F<	2. KHLA-F	2. KXZZ	2. KXZZ <
3. KXZZ	KTQQ-F	3. KHLA-F	KBIU-F
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KYKZ-F>	1. KYKZ-F>>	1. KYKZ-F>>	1. KYKZ-F>>	1. KYKZ-F>>	1. KYKZ-F>>
2. KTQQ-F<	2. KHLA-F	2. KHLA-F	2. KHLA-F	2. KHLA-F>	2. KXZZ <
3. KXZZ	3. KXZZ	3. KXZZ	3. KXZZ	3.	3. KHLA-F
4. KHLA-F	4. KTQQ-F	4.	4.	4.	4. KTQQ-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEZH	1310	SULPHUR	1.7/ 5.9
KAJN-F	102.9	CROWLEY	3.0/ 6.6
KALO	1250	PORT ARTHUR	2.5/ 6.2
KBXX-F	97.9	HOUSTON	0.4/ 3.4
KHYS-F	98.5	PORT ARTHUR	0.8/ 4.8
KIOC-F	106.1	ORANGE	2.1/ 6.4
KKMY-F	104.5	ORANGE	2.1/ 2.8
KLVI	560	BEAUMONT	0.8/ 3.2
KTFA-F	92.5	GROVES	0.8/ 3.4

RADIO STATIONS

KAOK,	1400,	1 KW	,	Talk	NBC-T SUN, \$ 8.00	( --- )	
KEZM,	1310,	500 W/200 W	,	Oldies	SMN, \$ 8.00	( --- )	(SULPHUR)
KXZZ,	1580,	1 KW	,	Black	AURN ABC, \$14.00	(Katz)	
KBIU-F,	103.7,	100 KW @ 469	,	CHR	ABC, \$17.00	(Katz)	
KHLA-F,	99.5,	100 KW @ 371	,	AC	ABC UNISTR, \$15.00	(Eastman)	
KTQQ-F,	100.9,	3 KW @ 298	,	Country	SMN, \$13.00	(Crystal)	(SULPHUR)
KYKZ-F,	96.1,	100 KW @ 1204	,	Country	ABC, \$25.00	(Banner)	

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA  
 ARB Rank/Pop: 201/132,600  
 Market TSL: 21.0 Hours  
 Average Person Rating: 15.5

Diaries: 381  
 Sample Target: 370  
 % Below Line: 9.2  
 % Not Listed: 15.5

Retail \$: 0.98 B11  
 FM Share: 86.21%  
 Stations: 17/14

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WBBN-F (C)	39/18.9	---	22.7	---	19.7	476	35.9	34.3	30.2
2. WNSL-F (CHR)	33/16.0	---	10.1	---	8.4	370	27.9	25.4	29.1
3. WHER-F (C)	18/ 8.7	---	10.1	---	8.9	268	20.2	24.3	18.3
4. WJMG-F (B)	17/ 8.3	---	10.6	---	8.9	192	14.5	14.0	9.8
5. WMFM-F (AC)	12/ 5.8	---	6.8	---	3.9	91	6.9	11.1	7.6
6. WKXI-F (B)	11/ 5.3	---	3.9	---	3.0	115	8.7	10.0	5.0
7. WKNZ-F (O)	9/ 4.4	---	1.0	---	1.5	85	6.4	6.0	8.6
WORV (B)	9/ 4.4	---	1.9	---	2.5	54	4.1	5.0	6.3
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBBN-F>	1. WNSL-F<	1. WBBN-F>	1. WBBN-F
2. WNSL-F>	2. WBBN-F>>	2. WNSL-F>	2. WJMG-F<
3. WHER-F	3.	3. WHER-F	3. WNSL-F>>
4. WJMG-F	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WNSL-F>>	1. WNSL-F	1. WBBN-F>	1. WBBN-F>>	1. WBBN-F	1. WBBN-F>
2. WBBN-F>	2. WBBN-F>>	2. WNSL-F>>	2. WHER-F	2. WNSL-F>	2. WNSL-F>>
3. WJMG-F	3. WJMG-F	3. WJMG-F	3. WORV	3. WJMG-F	3.
WKNZ-F	4.	4. WHER-F	4.	4. WHER-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAML 1340	LAUREL	0.5/ 3.7
WBKH 950	HATTIESBURG	2.4/ 4.2
WFOR 1400	HATTIESBURG	1.5/ 3.6
WHLV 1310	COLLINS	0.5/ 1.8
WJKX-F 102.5	ELLSVILLE	0.5/ 4.0
WHSY-F 104.5	HATTIESBURG	1.0/ 9.7
WKNN-F 99.1	PASCAGOULA	0.5/ 2.9
WZXX-F 107.9	POPLARVILLE	3.4/15.9

RADIO STATIONS

WBKH, 950, 5 KW (DAYS)	, Gospel	, \$ 7.00 (Mid-South)
WORV, 1580, 1 KW (DAYS)	, Black	AURN, \$ 7.00 (Dora)
WQIS, 890, 10 KW (DAYS)	, Black	ABC, \$ 8.00 (D & R)
WBBN-F, 95.9, 31 KW @ 623	, Country	ABC, \$16.00 ( --- ) (TAYLORSVILLE)
WHER-F, 103.7, 100 KW @ 1056	, Country	UNISTR NBC, \$13.00 (K & P)
WHSY-F, 104.5, 100 KW @ 440	, CHR	ABC, \$ 8.00 (Banner)
WJMG-F, 92.1, 3 KW @ 298	, Black	AURN, \$12.00 (Dora)
WMFM-F, 106.3, 3 KW @ 390	, AC	UNISTR CNN, \$10.00 ( --- ) (PETAL)
WNSL-F, 100.3, 100 KW @ 1066	, CHR	ABC, \$13.00 (D & R)

WKXI -- see Jackson in Spring 93 edition

LAWTON, OK

MSA Rank/Pop: 288/111,900  
 ARB Rank/Pop: 240/ 89,900  
 Market TSL: 20.0 Hours  
 Average Person Rating: 14.8

Diaries: 286  
 Sample Target: 320  
 % Below Line: 4.5  
 % Not Listed: 23.3

Retail \$: 0.68 B11  
 FM Share: 94.12%  
 Stations: 10/8

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. KLAW-F (C)	39/29.3	---	20.5	---	24.8	342	38.0	36.1	34.6
2. KMGZ-F (CHR)	20/15.0	---	20.5	---	24.0	300	33.4	37.2	40.3
3. KVRW-F (O)	11/ 8.3	---	5.3	---	---	148	16.5	11.1	---
4. KQLI-F (AC)	8/ 6.0	---	6.8	---	8.3	135	15.0	12.8	18.4
KKRX-F (AOR)	8/ 6.0	---	7.6	---	8.3	101	11.2	16.1	18.6
6.									
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLAW-F>>	1. KLAW-F>>	1. KLAW-F>	1. KLAW-F
2. KMGZ-F>	2. KMGZ-F>	2. KMGZ-F>>	KMGZ-F>>
3. KVRW-F	3. KKRX-F	3. KQLI-F	3.
4.	4. KVRW-F	4. KVRW-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KMGZ-F<	1. KLAW-F>	1. KLAW-F>>	1. KLAW-F>>	1. KLAW-F>>	1. KLAW-F>>
2. KLAW-F>	2. KMGZ-F>	2. KMGZ-F	2. KVRW-F>>	2. KKRX-F	2. KVRW-F
3. KKRX-F	3. KVRW-F	KVRW-F	3.	KMGZ-F	3. KMGZ-F
4. KQLI-F	4.	4.	4.	4. KVRW-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBZQ-F	99.5	LAWTON	3.0/ 9.8
KKRX	1050	LAWTON	3.0/ 4.4
KSWO	1380	LAWTON	1.5/ 7.5
KLUR-F	99.9	WICHITA FALLS	2.3/ 4.1
KYYI-F	104.7	BURKBURNETT, TX	2.3/15.0

RADIO STATIONS

KSWO,	1380,	1 KW (DA-2)	, Country	NBC MBS, \$ 9.00	(Roslin)
KKRX-F,	98.1,	100 KW @ 200	, AOR	, \$11.00	( --- )
KLAW-F,	101.5,	100 KW @ 590	, Country	ABC, \$19.00	(Katz)
KMGZ-F,	95.3,	3 KW @ 295	, CHR	UNISTR, \$16.00	(Roslin)
KQLI-F,	94.3,	3 KW @ 328	, AC	, \$11.00	( --- )
KVRW-F,	107.3,	50 KW @ 492	, Oldies	, \$ NA	( --- )
KYYI-F,	104.7,	100 KW @ 1017	, Country	UNISTR, \$ NA	(Katz) (BURKBURNETT, TX)

LIMA, OH

MSA Rank/Pop: 223/155,800  
 ARB Rank/Pop: 211/126,700  
 Market TSL: 21.50 Hours  
 Average Person Rating: 15.9

Diaries: 395  
 Sample Target: 360  
 % Below Line: 14.9  
 % Not Listed: 19.9

Retail \$: 1.26 B11  
 FM Share: 73.91%  
 Stations: 16/8

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WIMT-F (C)	36/17.9	---	12.3	---	---	326	25.7	23.3	---
2. WIMA (FS)	27/13.4	---	7.2	---	---	302	23.8	18.9	---
3. WZOQ-F (CHR)	24/11.9	---	20.5	---	---	353	27.9	35.5	---
4. WBUK-F (O)	15/ 7.5	---	8.2	---	---	172	13.6	19.3	---
WLSR-F (SAC)	15/ 7.5	---	10.3	---	---	217	17.1	17.6	---
6. WBYR-F (CL. AOR)	12/ 6.0	---	7.2	---	---	156	12.3	11.6	---
7. WLW (FS)	7/ 3.5	---	3.1	---	---	127	10.0	10.4	---
8. WFRY-F (?)	6/ 3.0	---	---	---	---	106	8.4	---	---
WCIT (T)	6/ 3.0	---	3.1	---	---	122	9.6	6.6	---

12+ AMD

1. WIMA <
2. WIMT-F
3. WZOQ-F>
4. WBUK-F
- WLSR-F

12+ MID

1. WIMT-F<
2. WIMA >
3. WZOQ-F
4. WLSR-F<
5. WBUK-F

12+ PMD

1. WIMT-F>
2. WIMA <
3. WZOQ-F>
- 4.
- 5.

12+ EVE

1. WZOQ-F<
2. WIMT-F
3. WBYR-F
- 4.
- 5.

ADULTS 18-34

1. WZOQ-F>
2. WLSR-F
3. WBYR-F
4. WIMT-F
5. WBUK-F

ADULTS 18-49

1. WIMT-F<
2. WZOQ-F
3. WLSR-F
4. WBUK-F
- 5.

ADULTS 25-54

1. WIMT-F
2. WZOQ-F<
3. WLSR-F
4. WIMA
- 5.

ADULTS 35+

1. WIMT-F
2. WIMA >>
- 3.
- 4.
- 5.

MEN 25-54

1. WIMT-F>
2. WBUK-F
- WIMA
- WLSR-F
- 5.

WOMEN 25-54

1. WIMT-F
2. WZOQ-F>
3. WLSR-F
4. WIMA
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKKI-F	94.3	CELINA	1.0/4.8
WAZU-F	102.9	SPRINGFIELD	0.5/4.3
WCLR-F	95.7	PIQUA	2.0/4.8
WJR	760	DETROIT	0.5/2.9
WKXA-F	100.5	FINDLAY	1.0/3.6
WLSN-F	106.5	GREENVILLE	1.0/2.3
WOWO	1190	FORT WAYNE	0.5/2.6

RADIO STATIONS

WCIT, 940, 250 W/6 W (DA-1) , Oldies NBC CBS, \$ NA (Roslin)  
 WIMA, 1150, 1 KW (DA-2) , Full Service ABC, \$ NA (Katz)

WBUK-F, 107.5, 3 KW @ 328 , Country (?) , \$ NA ( --- ) (FT. SHAWNEE)  
 WFRY-F, 93.1, 3 KW @ 328 , ? , \$10.00 (Mc-Guild)  
 WIMT-F, 102.1, 11 KW @ 984 , Country ABC, \$ NA (Katz)  
 WLSR-F, 104.9, 3 KW @ 220 , Soft AC MBS, NBC, \$ NA (Roslin)  
 WZOQ-F, 92.1, 3 KW @ 328 , CHR ABC, \$ NA (Mc-Guild) (WAPAKONETA)

WLW -- see Cincinnati

WBYR-F -- see Fort Wayne

MEDFORD-ASHLAND, OR

MSA Rank/Pop: 229/151,400  
 ARB Rank/Pop: 208/128,600  
 Market TSL: 19.75 Hours  
 Average Person Rating: 14.7

Diaries: 322  
 Sample Target: 350  
 % Below Line: 0.0  
 % Not Listed: 14.3

Retail \$: 1.5 B11  
 FM Share: 69.75%  
 Stations: 12/12

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME RATING S91
1. KRWQ-F (C)	35/18.5	---	22.0	---	22.8	315	24.5	26.9	32.8
2. KMED (BB/FS)	26/13.8	---	11.2	---	10.6	256	19.9	15.2	16.5
3. KTMT-F (CHR)	24/12.7	---	15.1	---	15.9	296	23.0	28.2	29.3
4. KBOY-F (AOR)	23/12.2	---	8.8	---	9.0	273	21.2	18.4	20.2
5. KCMX (T)	11/ 5.8	---	2.4	---	3.2	166	12.9	8.1	9.7
KDOV (?)	11/ 5.8	---	4.9	---	3.7	129	10.0	10.5	8.9
KROG-F (AOR)	11/ 5.8	---	2.4	---	---	202	15.7	5.5	---
8. KCMX-F (SAC)	8/ 4.2	---	6.8	---	9.0	144	11.2	13.7	22.4
9. KCNA-F (O)	6/ 3.2	---	4.4	---	6.9	148	11.5	13.6	10.4
10.									

12+ AMD

1. KRWQ-F<
2. KBOY-F<
3. KTMT-F<
4. KMED
- 5.

12+ MID

1. KRWQ-F
2. KMED >
3. KBOY-F
4. KTMT-F
- 5.

12+ PMD

1. KMED
- KRWQ-F
3. KTMT-F>
4. KBOY-F
- 5.

12+ EVE

1. KTMT-F>
2. KRWQ-F>
3. KBOY-F>
- 4.
- 5.

ADULTS 18-34

1. KBOY-F<
2. KTMT-F>>
3. KROG-F
4. KRWQ-F
- 5.

ADULTS 18-49

1. KBOY-F<
2. KRWQ-F<
3. KTMT-F>
4. KROG-F
- 5.

ADULTS 25-54

1. KRWQ-F
2. KBOY-F
3. KTMT-F
4. KROG-F
- 5.

ADULTS 35+

1. KRWQ-F<
2. KMED >>
- 3.
- 4.
- 5.

MEN 25-54

1. KBOY-F
2. KRWQ-F>
3. KTMT-F>
4. KROG-F
- 5.

WOMEN 25-54

1. KRWQ-F>>
2. KROG-F
- KTMT-F
- KCMX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOPE-F	103.5	MEDFORD	1.6/4.0
KYJC	610	MEDFORD	0.5/3.0
KYJC-F	96.9	GRANTS PASS	1.6/7.5

RADIO STATIONS

KCMX, 580, 1 KW (DA-2), Talk  
 KDOV, 1300, 5 KW (DA-N), ??  
 KMED, 1440, 5 KW/1 KW (DA-1), Nostalgia/FS

ABC, \$ NA (Katz)  
 NBC, \$ NA (MMR)  
 AP, \$11.00 (Mc-Guild)

KBOY-F, 95.7, 100 KW @ 935, AOR  
 KCMX-F, 101.9, 32 KW @ 1427, Soft AC  
 KCNA-F, 102.7, 100 KW @ 1975, Oldies  
 KROG-F, 105.1, 50 KW @ 544, AOR

, \$13.00 (Mc-Guild)  
 ABC, \$11.00 (Katz)  
 CNN, \$ 9.00 ( --- )  
 AP, \$ NA ( --- )

(CAVE JUNCTION)  
 (PHOENIX)

KRWQ-F, 100.3, 30 KW @ 991, Country  
 KTMT-F, 93.7, 31 KW @ 3260, CHR  
 KYJC-F, 96.9, 25 KW @ 2227, AC

AP, \$18.00 (Mc-Guild)  
 ABC, \$16.00 (Torbet)  
 SHN, \$ 9.00 (MMR)

(GOLD HILL)  
 (GRANT'S PASS)

-----  
 MERIDIAN, MS  
 -----

MSA Rank/Pop: NA  
 ARB Rank/Pop: 256/61,000  
 Market TSL: 19.0 Hours  
 Average Person Rating: 13.8

Diaries: 288  
 Sample Target: 280  
 % Below Line: 1.2  
 % Not Listed: 20.2

Retail \$: 0.56 Bil  
 FM Share: 64.18%  
 Stations: 8/7

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WALT (B)	16/19.0	---	20.8	---	18.0	175	28.7	25.6	23.3
2. WOKK-F (C)	15/17.9	---	21.8	---	21.0	186	30.5	36.8	32.2
3. WJDQ-F (CHR)	9/10.7	---	14.9	---	20.0	124	20.3	32.7	37.2
WZMP-F (C)	9/10.7	---	8.9	---	12.0	102	16.7	22.7	20.7
WTUX-F (AC)	9/10.7	---	---	---	---	90	14.8	---	---
6. WMOX (C/FS)	5/ 6.0	---	4.0	---	6.0	100	16.4	13.6	15.4
7. WNBW (B)	3/ 3.6	---	9.9	---	6.0	44	7.2	9.4	10.5
8.									
9.									
10.									

12+ AMD

1. WOKK-F>
2. WALT >
3. WZMP-F
4. WJDQ-F
- 5.

12+ MID

1. WOKK-F>
2. WALT <
3. WZMP-F<
4. WJDQ-F
- 5.

12+ PMD

1. WALT >
2. WOKK-F
3. WTUX-F
- WZMP-F
- 5.

12+ EVE

1. WALT >>
- 2.
- 3.
- 4.
- 5.

ADULTS 18-34

1. WALT >>
2. WJDQ-F
3. WOKK-F
- WTUX-F
- WZMP-F

ADULTS 18-49

1. WALT >
2. WOKK-F
3. WJDQ-F
4. WTUX-F
- 5.

ADULTS 25-54

1. WALT <
2. WOKK-F>
3. WJDQ-F
- WTUX-F
- 5.

ADULTS 35+

1. WOKK-F>>
2. WMOX
- WZMP-F
- 4.
- 5.

MEN 25-54

1. WOKK-F>>
2. WALT >
3. WTUX-F
- 4.
- 5.

WOMEN 25-54

1. WALT >
2. WJDQ-F
3. WOKK-F
4. WTUX-F
- 5.

-----  
 OTHER RATED STATIONS/METRO SHARE & CUME RATING  
 -----

WKXI-F 107.5 JACKSON 1.2/ 6.9

-----  
 RADIO STATIONS  
 -----

WALT,	910,	5 KW/1 KW	,	Black	ABC, \$14.00	(Mc-Guild)	New South
WMGP,	1450,	1 KW	,	Gospel	, \$ 6.00	(Banner)	
WMOX,	1010,	10 KW/1 KW (DA-2),	,	Country/FS	UNISTR, \$ 9.00	(Eastman)	
WNBW,	1290,	1 KW (DAYS)	,	Black	, \$ 8.00	( --- )	
WJDQ-F,	101.3,	100 KW @ 581	,	CHR/AC	UNISTR CBS, \$17.00	(Eastman)	
WOKK-F,	97.1,	100 KW @ 600	,	Country	ABC, \$21.00	(Mc-Guild)	New South
WTUX-F,	102.1,	0.9 KW @ 528	,	AC	, \$14.00	(Mc-Guild)	
WZMP-F,	95.1,	26 KW @ 607	,	Country	MBS, \$12.00	(Banner)	(MARION)



HONROE, LA

HSA Rank/Pop: 235/142,800  
 ARB Rank/Pop: 221/114,700  
 Market TSL: 21.0 Hours  
 Average Person Rating: 15.9

Diaries: 366  
 Sample Target: 350  
 % Below Line: 0.0  
 % Not Listed: 14.8

Retail \$: 1.3 B11  
 FH Share: 88.39%  
 Stations: 10/10

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. KJLO-F (C)	45/24.7	---	21.7	---	24.9	446	38.9	35.7	36.9
2. KYEA-F (B)	27/14.8	---	21.7	---	22.5	291	25.4	26.5	26.4
3. KLIP-F (B)	24/13.2	---	---	---	---	229	20.0	---	---
4. KNOE-F (CHR)	13/ 7.1	---	12.2	---	18.5	260	22.7	27.6	30.0
5. KRVV-F (AOR)	11/ 6.0	---	2.8	---	---	149	13.0	13.0	---
KXKZ-F (C)	11/ 6.0	---	8.3	---	2.9	192	16.7	21.4	11.3
7. KMLB (T)	10/ 5.5	---	1.7	---	---	118	10.3	5.2	---
8. KNOE (BB)	7/ 3.8	---	0.6	---	1.2	78	6.8	6.1	5.4
9. KMGC-F (AC)	6/ 3.3	---	7.8	---	8.1	179	15.6	23.7	20.5
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KJLO-F>>	1. KJLO-F>>	1. KJLO-F>	1. KYEA-F<
2. KYEA-F	2. KMLB	2. KYEA-F<	2. KLIP-F>
3. KNOE-F	3. KYEA-F	3. KLIP-F>	3. KJLO-F>
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KJLO-F	1. KJLO-F>	1. KJLO-F>>	1. KJLO-F>>	1. KJLO-F>>	1. KJLO-F>>
KLIP-F<	2. KYEA-F<	2. KLIP-F	2. KMLB	2. KMLB	2. KLIP-F
3. KYEA-F	3. KLIP-F>	KYEA-F>	3. KYEA-F	3. KLIP-F	KYEA-F>
4. KNOE-F	4.	4.	4.	KYEA-F	4. KNOE-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KXLA 990 RAYVILLE 0.5/4.1

RADIO STATIONS

KMBS, 1310,	5 KW/52 W (DA-1),	Nostalgia	SMN, \$ 9.00	(Riley)	
KXLA, 990,	1 KW (DAYS)	Black	AURN, \$ 7.00	(K & P)	(RAYVILLE)
KJLO-F, 104.1,	100 KW @ 850	Country	ABC, \$20.00	(Mc-Guild)	New South
KLIP-F, 105.3,	50 KW @ 500	Black	, \$ NA	(Mc-Guild)	
KMGC-F, 106.1,	100 KW @ 453	AC	ABC, \$18.00	(Banner)	Opus
KNOE-F, 101.9,	100 KW @ 1660	CHR	ABC, \$20.00	(Mc-Guild)	
KRVV-F, 100.1,	50 KW @ 492	AOR	, \$ 9.00	( --- )	(BASTROP)
KTRY-F, 94.3,	3 KW @ 298	Black	SMN, \$ 8.00	( --- )	(BASTROP)
KXKZ-F, 107.5,	100 KW @ 1066	Country	AP, \$11.00	( --- )	(RUSTON)
KYEA-F, 98.3,	3 KW @ 259	Black	AURN ABC, \$19.00	(D & R)	

MORRISTOWN, NJ

MSA Rank/Pop: NA  
 ARB Rank/Pop: 102/360,100  
 Market TSL: 21.0 Hours  
 Average Person Rating: 16.1

Diaries: 448  
 Sample Target: 440  
 % Below Line: 76.5  
 % Not Listed: 13.0

Retail \$: 4.3 Bil  
 FM Share: 72.76%  
 Stations: 26/2

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WPLJ-F (CHR)	57/ 9.9	---	4.8	---	3.5	936	26.0	22.0	18.1
2. WXRK-F (CL. AOR)	46/ 8.0	---	10.0	---	6.5	670	18.6	21.5	20.7
3. WMTR (FS)	39/ 6.7	---	3.6	---	0.8	378	10.5	5.9	3.2
4. WCBS-F (O)	34/ 5.9	---	7.6	---	5.9	648	18.0	17.1	17.2
5. WHTZ-F (CHR)	31/ 5.4	---	4.4	---	5.0	799	22.2	18.2	18.7
6. WABC (T)	30/ 5.2	---	3.9	---	3.7	504	14.0	10.8	12.8
7. WPAT-F (SAC)	29/ 5.0	---	5.3	---	7.9	411	11.4	14.3	13.5
8. WMXV-F (AC)	27/ 4.7	---	3.8	---	8.0	580	16.1	15.3	18.9
9. WYNY-F (C)	25/ 4.3	---	5.3	---	7.0	450	12.5	10.3	12.0
10. WLTW-F (SAC)	24/ 4.2	---	5.3	---	4.2	461	12.8	14.2	14.6
WOR (T)	24/ 4.2	---	4.7	---	4.2	367	10.2	11.0	12.7
12. WFAN (SPRTS)	23/ 4.0	---	2.6	---	3.2	558	15.5	9.6	11.4
13. WDHA-F (AOR)	22/ 3.8	---	4.4	---	4.3	472	13.1	14.3	12.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXRK-F	1. WPLJ-F	1. WPLJ-F>	1. WHTZ-F
2. WPLJ-F	2. WXRK-F	2. WXRK-F	2. WPLJ-F
3. WMTR	3. WABC	3. WABC <	3. WLTW-F
4.	4. WMTR	4. WLTW-F	4. WABC
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WXRK-F<	1. WPLJ-F	1. WPLJ-F<	1. WMTR	1. WXRK-F>	1. WPLJ-F>
2. WPLJ-F>	2. WXRK-F>	2. WXRK-F	2. WPAT-F	2. WCBS-F	2. WMXV-F
3. WDHA-F	3. WCBS-F	3. WCBS-F	3. WABC	3. WFAN	3. WLTW-F
4. WHTZ-F	4.	4. WYNY-F	4. WCBS-F	4.	WCBS-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WRXW-F 101.5	TRENTON	1.0/6.5
WNNJ-F 103.7	NEWTON	0.5/2.7

See New York For More Information About The Following:

WBLS-F 0.7/ 2.2	WNEW-F 2.6/13.4
WCBS 2.4/13.8	WPAT 0.5/ 2.5
WFME-F 0.5/ 2.2	WQCD-F 1.7/ 7.3
WINS 0.7/ 7.0	WQHT-F 2.4/ 9.5
WNCN-F 0.7/ 5.6	WQXR-F 1.4/ 6.0
	WRKS-F 0.7/ 3.4

RADIO STATIONS

WMTR , 1250, 5 KW/1 KW (DA-2), Full Service	UNISTR AP, \$34.00 (Katz)
WXMC , 1310, 1 KW (DA-1) , Nostalgia	UNISUP UNILT, \$20.00 (Williams) (PARSIPPANY)
WDHA-F, 105.5, 1 KW @ 564 , AOR	, \$56.00 (Katz) (DOVER)

Other ranked stations - See New York in Spring 93 edition

MUSKEGON, MI

MSA Rank/Pop: 217/161,400  
 ARB Rank/Pop: 203/130,900  
 Market TSL: 21.75 Hours  
 Average Person Rating: 16.7

Diaries: 429  
 Sample Target: 390  
 % Below Line: 13.3  
 % Not Listed: 19.7

Retail \$: 1.0 Bil  
 FM Share: 91.43%  
 Stations: 17/10

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	RATING S91
1. WMUS-F (C)	37/17.0	20.3	13.2	16.2	15.9	406	31.0	24.9	26.1
2. WSNX-F (CHR)	28/12.8	10.4	13.7	12.2	16.8	376	28.7	27.7	37.2
3. WMHG-F (B)	21/ 9.6	14.2	11.3	9.5	9.8	151	11.5	13.7	14.1
4. WMRR-F (AOR)	16/ 7.3	2.8	8.8	6.8	5.6	202	15.4	13.8	11.2
5. WKLQ-F (AOR)	14/ 6.4	2.4	10.8	9.0	5.1	188	14.4	16.9	17.5
6. WKBZ (FS)	12/ 5.5	3.3	3.9	3.2	6.5	183	14.0	11.3	14.8
7. WLCS-F (O)	12/ 5.5	8.0	4.4	3.2	5.6	160	12.2	12.3	13.1
8. WKBZ-F (AC)	8/ 3.7	4.2	3.4	5.4	3.7	188	14.4	12.3	12.5
9.									
10.									

12+ AMD

1. WMUS-F>
2. WSNX-F
3. WKLQ-F
4. WMHG-F
- 5.

12+ MID

1. WMUS-F>>
2. WSNX-F<
3. WLCS-F<
4. WMRR-F
- 5.

12+ PMD

1. WMUS-F
2. WSNX-F
3. WMRR-F
4. WMHG-F
- 5.

12+ EVE

1. WSNX-F
2. WMHG-F>
3. WMUS-F
4. WMRR-F
- 5.

ADULTS 18-34

1. WMHG-F
2. WSNX-F>
3. WMRR-F
4. WKLQ-F
- 5.

ADULTS 18-49

1. WSNX-F<
2. WMUS-F
3. WMHG-F
4. WMRR-F
- 5.

ADULTS 25-54

1. WMUS-F>
2. WMRR-F
3. WMHG-F
4. WLCS-F
5. WSNX-F

ADULTS 35+

1. WMUS-F>>
2. WLCS-F
3. WKBZ
- 4.
- 5.

MEN 25-54

1. WMUS-F
2. WMRR-F>
3. WMHG-F
4. WKLQ-F
- 5.

WOMEN 25-54

1. WMUS-F>
2. WSNX-F
3. WMUS-F
4. WMHG-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCXT-F	105.3	HART	1.4/6.6
WEFG-F	97.5	WHITEHALL	2.8/4.6
WQWQ	1520	MUSKEGON HEIGHTS	1.4/5.7
WBCT-F	93.7	GRAND RAPIDS	0.9/5.3
WGRD-F	97.9	GRAND RAPIDS	0.9/4.7
WJQK-F	99.3	ZEALAND	1.4/2.8
WKEZ-F	96.1	HOLLAND	2.3/4.5
WLAV-F	96.9	GRAND RAPIDS	0.9/5.6
WOOD-F	105.7	GRAND RAPIDS	0.5/3.8

RADIO STATIONS

WKBZ,	850,	1 KW (DA-2)	, Full Service	ABC MBS, \$11.00	(K & P)
WCXT-F,	105.3,	100 KW @ 649	, Soft AC	, \$10.00	(Patt)
WKBZ-F,	95.3,	2 KW @ 361	, AC	ABC, MBS, \$12.00	(Roslin) (HART)
WLCS-F,	98.3,	2.6 KW @ 321	, Oldies	UNISTR, \$13.00	(Roslin) (WHITEHALL)
WMHG-F,	107.9,	2.6 KW @ 348	, Black	AURN, \$13.00	(Patt)
WMRR-F,	101.7,	3.5 KW @ 492	, AOR	SMN, \$15.00	(Christal) Goodrich

WMUS-F, WKLQ-F, WSNX-F -- see Grand Rapids in Spring 93 edition

MYRTLE BEACH, SC

MSA Rank/Pop: NA  
 ARB Rank/Pop: 178/169,200  
 Market TSL: 21.25 Hours  
 Average Person Rating: 16.0

Diaries: 479  
 Sample Target: 400  
 % Below Line: 19.2  
 % Not Listed: 14.4

Retail \$: 2.1 Bil  
 FM Share: 91.81%  
 Stations: 19/11

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WYAK-F (C)	27/10.0	---	7.6	---	11.6	311	18.4	17.0	13.8
2. WJYR-F (SAC)	25/ 9.2	---	11.8	---	14.4	277	16.4	20.1	14.1
3. WYAV-F (CHR)	23/ 8.5	---	8.0	---	8.7	409	24.2	23.9	19.1
4. WBPR-F (CHR/AC)	22/ 8.1	---	8.0	---	10.1	321	19.0	24.3	26.1
5. WSYN-F (O)	20/ 7.4	---	6.9	---	2.2	271	16.0	19.6	15.6
6. WJXY-F (C)	16/ 5.9	---	10.7	---	9.7	184	10.9	10.9	5.8
7. WZFX-F (B)	13/ 4.8	---	2.3	---	---	127	7.5	6.5	9.6
8. WJXY (REL)	12/ 4.4	---	5.0	---	5.4	71	4.2	5.4	2.6
9. WKZQ-F (AOR)	11/ 4.1					196	11.6	18.0	18.3
10. WRNN-F (T)	10/ 3.7					169	10.0	---	4.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WYAK-F<	1. WJYR-F>	1. WJYR-F	1. WJYR-F
2. WJYR-F<	2. WBPR-F	2. WBPR-F<	2. WBPR-F
3. WBPR-F<	3. WSYN-F	3. WYAV-F	3. WKZQ-F
4. WYAV-F	WYAK-F	4. WSYN-F	WYAV-F
5. WSYN-F	5. WJXY-F	5. WYAK-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WBPR-F	1. WBPR-F<	1. WSYN-F	1. WJYR-F>>	1. WBPR-F	1. WSYN-F
2. WKZQ-F<	2. WSYN-F	2. WBPR-F<	2. WSYN-F	WSYN-F	2. WYAK-F
3. WYAV-F>	3. WKZQ-F<	3. WYAK-F>	3. WYAK-F	3. WYAK-F>	WYAV-F
4. WYAK-F	4. WYAV-F	4. WYAV-F	4. WJXY-F	4. WKZQ-F	4. WBPR-F
5.	5.	WKZQ-F	5.	5.	5. WJYR-F
					WKZQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNMB-F 105.5	N.MYRTLE BEACH	2.6/7.2
WPJS 1330	CONWAY	2.6/2.8
WCIG-F 107.1	MULLINS	1.1/3.1
WHLZ-F 92.5	MANNING	3.7/5.6
WMNX-F 97.3	WILMINGTON, NC	3.7/5.0
WTUA-F 105.9	ST. STEPHENS	0.7/4.0
WWWZ-F 93.3	SUMMERVILLE	1.8/5.3
WXTC-F 96.9	CHARLESTON	1.1/4.3
WZNS-F 92.9	DILLON	2.2/5.0

RADIO STATIONS

WBPR-F, 97.7,	50 KW @ 456	, AC/CHR	, \$23.00	( --- )		(GEORGETOWN)
WNMB-F, 105.5,	3 KW @ 351	, AC	, \$15.00	(Dora)	Ogden	
WJXY-F, 93.9,	6 KW @ 328	, Country	, \$16.00	( --- )		
WJYR-F, 92.1,	6 KW @ 298	, Soft AC/EZ	UNISTR, \$20.00	(Banner)		
WKZQ-F, 101.7,	38 KW @ 558	, AOR	, \$18.00	( --- )		
WRNN-F, 94.5,	3.5 KW @ 426	, Talk	, \$11.00	( --- )		(MULRS. INLET)
WSYN-F, 106.5,	50 KW @ 328	, Oldies	, \$17.00	( --- )		(GEORGETOWN)
WYAK-F, 103.1,	6 KW @ 328	, Country	MBS, \$21.00	(Christal)		(SURFSIDE)
WYAV-F, 104.1,	100 KW @ 600	, CHR	, \$21.00	( --- )	Pinnacle	(CONWAY)

NAPLES - MARCO ISLAND, FL

MSA Rank/Pop: 213/164,100  
 ARB Rank/Pop: 197/145,400  
 Market TSL: 23.50 Hours  
 Average Person Rating: 17.5

Diaries: 381  
 Sample Target: 350  
 % Below Line: 54.3  
 % Not Listed: 19.3

Retail \$: 1.52 B11  
 FM Share: 89.27%  
 Stations: 14/5

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WAVV-F (SAC)	28/11.0	6.8	8.0	10.4	12.9	308	21.2	20.5	22.0
2. WRXK-F (AOR)	26/10.2	5.7	15.1	11.7	9.9	321	22.1	21.8	18.4
3. WCKT-F (C)	25/ 9.8	14.0	8.5	11.7	11.6	278	19.1	15.8	21.9
4. WCVU-F (SAC)	24/ 9.4	9.1	7.0	10.4	6.0	340	23.4	20.6	16.0
5. WNOG (N/T)	22/ 8.7	11.7	9.0	7.9	10.7	305	21.0	16.9	20.3
6. WIXI-F (BB/EZ)	19/ 7.5	12.5	9.5	12.1	12.0	236	16.2	19.8	19.6
7. WGUF-F (AC)	13/ 5.1	6.0	5.5	1.3	---	192	13.2	7.1	---
8. WNOG-F (?)	12/ 4.7	3.0	2.5	3.8	2.6	193	13.3	6.9	9.3
WINK-F (AC)	12/ 4.7	5.3	6.0	6.7	3.0	222	15.3	14.7	14.2
WJBX-F (AOR)	12/ 4.7	3.8	1.0	---	---	180	12.4	4.6	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRXK-F	1. WAVV-F<	1. WAVV-F	1. WCKT-F
2. WNOG <	2. WNOG	2. WCKT-F	2. WIXI-F
3. WAVV-F<	3. WCKT-F<	3. WRXK-F	3. WRXK-F
4. WCVU-F<	4. WCVU-F	4. WNOG <	4. WCVU-F
5. WCKT-F	5.	5. WIXI-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WRXK-F>>	1. WRXK-F>	1. WCVU-F<	1. WAVV-F<	1. WRXK-F<	1. WCVU-F>
2. WCKT-F>	2. WCVU-F	2. WRXK-F	2. WNOG <	2. WCKT-F>	2. WAVV-F>
3. WINK-F	3. WCKT-F	3. WCKT-F<	3. WIXI-F	3. WJBX-F	3. WRXK-F
4. WJBX-F	4. WJBX-F	4. WAVV-F	WCVU-F	4.	4. WNOG
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSGL-F	103.1	NAPLES	0.4/5.6
WHEW-F	101.9	FORT MYERS	1.2/6.2
WOLZ-F	95.3	FORT MYERS	2.4/6.3
WXKB-F	103.7	CAPE CORAL	0.8/5.7

RADIO STATIONS

WNOG,	1270,	5 KW/2.4 KW (DA-N),	News/Talk	MBS CBS, \$21.00	(Christal)	Palmer
WGUF-F,	92.7,	3 KW @ 328	, CHR/AC	ABC, \$14.00	( --- )	(MARCO)
WIXI-F,	105.5,	1 KW @ 584	, Nostalgia	SMN, \$28.00	(Roslin)	
WNOG-F,	93.5,	3 KW @ 298	, Oldies	CBS MBS, \$16.00	(Christal)	Palmer
WSGL-F,	103.1,	2 KW @ 384	, AC	, \$14.00	(Banner)	Timm

Other stations -- see Ft. Myers in this edition

NEW BEDFORD - FALL RIVER, MA

MSA Rank/Pop: 94/511,400  
 ARB Rank/Pop: 84/427,800  
 Market TSL: 25.25 Hours  
 Average Person Rating: 19.4

Diaries: 576  
 Sample Target: 440  
 % Below Line: 58.0  
 % Not Listed: 14.5

Retail \$: 4.3 Bll  
 FM Share: 77.26%  
 Stations: 30/7

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. WHJY-F (ADR)	69/8.3	6.0	5.7	5.8	7.6	856	20.0	17.6	16.2
2. WFHN-F (CHR)	62/7.5	5.2	6.9	6.9	7.5	629	14.7	14.9	13.5
3. WCTK-F (C)	49/5.9	7.9	4.6	4.0	4.7	483	11.3	11.0	6.7
4. WPRO-F (CHR)	46/5.6	5.7	6.1	6.5	5.9	1022	23.9	21.4	26.1
5. WSNE-F (AC)	40/4.8	4.2	3.8	5.9	5.9	637	14.9	13.6	15.5
6. WPLM-F (BB)	38/4.6	6.1	3.1	4.3	4.1	368	8.6	8.5	9.8
7. WBSM (T)	37/4.5	3.8	3.5	5.3	3.7	329	7.7	7.3	7.0
8. WWRX-F (CL AOR)	32/3.9	3.1	3.4	4.1	2.2	501	11.7	10.3	8.1
9.									
10.									

12+ AMD

1. WBSM
2. WHJY-F
3. WFHN-F
4. WPRO-F
- 5.

12+ MID

1. WHJY-F
2. WFHN-F
3. WCTK-F
4. WPRO-F
- 5.

12+ PMD

1. WHJY-F
2. WFHN-F
3. WPRO-F
4. WSNE-F
- 5.

12+ EVE

1. WHJY-F
2. WFHN-F
3. WBCN-F
4. WBZ
- WPRO-F

ADULTS 18-34

1. WHJY-F
2. WFHN-F
3. WSNE-F
4. WWRX-F
- 5.

ADULTS 18-49

1. WHJY-F
2. WFHN-F
3. WPRO-F
4. WSNE-F
- 5.

ADULTS 25-54

1. WHJY-F
2. WSNE-F
3. WFHN-F
4. WCTK-F
- WPRO-F

ADULTS 35+

1. WPLM-F
2. WCTK-F
3. WBSM
- 4.
- 5.

MEN 25-54

1. WHJY-F
2. WBCN-F
3. WPRO-F
- WWRX-F
- 5.

WOMEN 25-54

1. WSNE-F
2. WFHN-F
3. WCTK-F
4. WHJY-F
- WPRO-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHTB	1400	FALL RIVER	0.8/2.1
WNBH	1340	NEW BEDFORD	0.7/3.6
WCIB-F	101.9	FALMOUTH	0.7/1.9

See Boston or Providence for more about the following:

WAAF-F	1.8/ 7.0	WEEI	0.5/ 3.5	WPRO	2.1/ 8.0
WBCN-F	2.8/ 6.6	WHDH	1.4/ 4.7	WRKO	2.2/ 4.1
WBMX-F	0.7/ 3.2	WHJJ-F	0.5/ 2.0	WWBB-F	2.3/11.1
WBOS-F	1.1/ 5.4	WLKW	0.7/ 2.8	WWKX-F	2.3/ 9.1
WBRU-F	1.4/ 7.2	WMJX-F	1.3/ 4.9	WVLI-F	3.1/10.8
WBZ	3.1/10.0	WODS-F	1.7/ 6.5	WXKS-F	1.8/ 8.6
WCLB-F	0.8/ 4.2	WPLM	0.1/ 0.6	WZLX-F	0.8/ 5.9
				WZOU-F	1.2/ 8.7

RADIO STATIONS

WBSM,	1420,	5 KW/1 KW (DA-1) ,	Talk	NBC-T	NBC, \$20.00	(Christal) H & D
WHTB,	1400,	1 KW	, Full Service	CNN,	\$15.00	(Banner)
WNBH,	1340,	1 KW	, AC	ABC,	\$11.00	(D & R) Hall
WFHN-F,	107.1,	3 KW @ 374	, CHR	,	\$25.00	(Christal) H & D (FAIRHAVEN)

Other ranked stations -- see Boston or Providence in Spring 93 edition

NEW LONDON, CT

MSA Rank/Pop: 164/257,600  
 ARB Rank/Pop: 151/215,300  
 Market TSL: 21.0 Hours  
 Average Person Rating: 16.2

Diaries: 434  
 Sample Target: 440  
 % Below Line: 42.8  
 % Not Listed: 18.3

Retail \$: 1.8 Bil  
 FM Share: 79.30%  
 Stations: 25/8

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WQGN-F (CHR)	50/14.3	---	10.5	---	10.6	655	30.4	30.8	30.4
2. WTYD-F (SAC)	40/11.5	---	9.4	---	13.1	489	22.7	18.3	24.7
3. WWRX-F (CL AOR)	37/10.6	---	11.1	---	8.6	633	29.4	26.7	28.1
4. WCTY-F (C)	30/ 8.6	---	11.6	---	7.2	329	15.3	20.2	17.4
5. WFAN (SPRST)	18/ 5.2	---	3.7	---	3.3	252	11.7	12.3	9.3
6. WBMW-F (AC)	14/ 4.0	---	3.7	---	---	267	12.4	11.7	---
7. WCBS (N)	14/ 4.0	---	0.9	---	1.7	308	14.3	6.9	9.5
8. WSUB (T/N)	11/ 3.2	---	2.6	---	1.9	149	6.9	7.2	5.6
9. WVVE-F (AC)	10/ 2.9	---	3.1	---	5.8	187	8.7	10.9	16.8
10. WKSS-F (CHR)	7/ 2.0	---	1.7	---	4.7	271	12.6	10.3	7.1
11. WICH (AC)	6/ 1.7	---	3.1	---	3.6	95	4.4	8.0	7.8

12+ AMD	12+ MID	12+ PHD	12+ EVE
1. WFAN <	1. WTYD-F<	1. WQGN-F	1. WQGN-F>
2. WQGN-F	2. WQGN-F<	2. WWRX-F	2. WWRX-F<
3. WTYD-F	3. WWRX-F	3. WTYD-F<	3. WCTY-F
4. WWRX-F	4. WBMW-F	4. WCTY-F	4. WTYD-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WQGN-F<	1. WQGN-F<	1. WWRX-F<	1. WTYD-F	1. WWRX-F>	1. WTYD-F
2. WWRX-F>>	2. WWRX-F	2. WTYD-F	2. WCTY-F>	2. WFAN	2. WQGN-F
3. WBMW-F	3. WTYD-F	3. WQGN-F	3. WFAN	3. WCTY-F	3. WWRX-F>
4. WTYD-F	4. WCTY-F	4. WCTY-F	4. WQGN-F	4. WQGN-F	4. WCTY-F
5.	5.	5.	5.	WTYD-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNLC 1510	NEW LONDON	0.6/ 4.7
WILI-F 98.3	WILLIMANTIC	0.9/ 6.3
WOR 710	NEW YORK	1.4/ 3.5

For More Information about these stations see Hartford, Providence or New Haven:

WAAF-F 1.1/ 3.2	WPLR-F 0.9/ 4.9
WCCC-F 0.6/ 2.5	WRCH-F 1.4/ 5.3
WDRC-F 0.9/ 4.0	WTIC 0.9/ 5.4
WHCN-F 0.6/ 6.9	WTIC-F 1.1/ 6.1
WKCI-F 0.6/ 2.4	WHYZ-F 1.7/ 3.7
	WZMX-F 1.1/ 6.6

RADIO STATIONS

WICH, 1310, 5 KW (DA-2)	, AC	, \$ NA (D & R)	Hall	(NORWICH)
WNLC, 1510, 10 KW/5 KW (DA-2)	, Full Service	CNN CBS, \$ NA (Mc-Guild)		
WSUB, 980, 1 KW/72 W	, Talk/News	ABC, \$ NA (Eastman)	H & D	(GROTON)
WBMW-F, 106.5, 6 KW @ 298	, AC	, \$ NA ( --- )		(LEDYARD)
WCTY-F, 97.7, 3 KW @ 300	, Country	ABC, \$ NA (D & R)	Hall	(NORWICH)
WQGN-F, 105.5, 3 KW @ 276	, CHR	, \$ NA (Eastman)	H & D	(GROTON)
WTYD-F, 100.9, 3 KW @ 328	, Soft AC	, \$ NA (Mc-Guild)		
WVVE-F, 102.3, 3 KW @ 298	, AC	AP, \$ NA (D & R)		(STONINGTON)

Other ranked stations -- see Providence, Boston, New York or Hartford in Spring 93 edition

NEWBURGH - MIDDLETOWN, NY

MSA Rank/Pop: NA  
 ARB Rank/Pop: 138/260,700  
 Market TSL: 22.50 Hours  
 Average Person Rating: 17.0

Diaries: 544  
 Sample Target: 440  
 % Below Line: 75.7  
 % Not Listed: 10.8

Retail \$: 2.3 B11  
 FM Share: 80.30%  
 Stations: 34/8

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WSPK-F (CHR)	75/16.9	---	14.3	---	11.0	925	35.5	30.5	28.3
2. WHUD-F (EZ/SAC)	45/10.1	---	10.9	---	9.9	581	22.3	20.3	17.4
3. WPDH-F (AOR)	29/ 6.5	---	8.9	---	10.1	571	21.9	26.6	23.7
4. WABC (T)	24/ 5.4	---	2.9	---	3.7	318	12.2	9.4	10.6
5. WGNV-F (AC)	18/ 4.1	---	4.5	---	5.7	414	15.9	12.2	16.1
6. WRWD-F (C)	17/ 3.8	---	4.9	---	2.6	274	10.5	9.3	8.4
7. WFAN (SPRST)	16/ 3.6	---	3.6	---	3.1	279	10.7	11.4	12.5
8. WKOJ-F (AOR)	13/ 2.9	---	6.2	---	4.4	352	13.5	18.0	14.3
9. WCBS (N)	13/ 2.9	---	1.3	---	2.6	328	12.6	9.7	14.1
10. WCBS-F (O)	12/ 2.7	---	2.4	---	3.3	248	9.5	8.2	10.8
11. WALL (FS)	11/ 2.5	---	2.9	---	2.0	193	7.4	7.4	6.5

12+ AMD

1. WSPK-F
2. WHUD-F>
3. WPDH-F
4. WFAN
- 5.

12+ MID

1. WSPK-F>
2. WHUD-F
3. WABC <
4. WPDH-F
- 5.

12+ PMD

1. WSPK-F>>
2. WHUD-F
3. WABC
4. WPDH-F
- 5.

12+ EVE

1. WSPK-F>
2. WHUD-F>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WSPK-F>>
- 2.
- 3.
- 4.
- 5.
- 6.

ADULTS 18-49

1. WSPK-F>
2. WPDH-F
3. WHUD-F>
- 4.
- 5.
- 6.

ADULTS 25-54

1. WSPK-F
2. WHUD-F
3. WPDH-F
4. WABC
5. WGNV-F
6. WKOJ-F

ADULTS 35+

1. WHUD-F>
2. WSPK-F
3. WABC
4. WRWD-F
- 5.
- 6.

MEN 25-54

1. WSPK-F
2. WPDH-F
3. WHUD-F
4. WABC
- 5.
- 6.

WOMEN 25-54

1. WSPK-F
2. WHUD-F>
3. WGNV-F
4. WPDH-F
- 5.
- 6.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDLC	1490	PORT JERVIS	1.8/ 2.8
WGNV	1220	NEWBURGH	0.5/ 2.5
WTSX-F	96.7	PORT JERVIS	0.7/ 2.3
WWWK-F	99.3	ELLENVILLE	0.7/ 3.0
WZAD-F	97.3	WRIGHTSBORO	0.5/ 4.3
WBNR	1260	BEACON	0.5/ 4.8
WBWZ-F	93.3	NEW PALTZ	0.7/ 2.8
WCZX-F	97.7	HYDE PARK	1.8/ 7.8
WRNQ-F	92.1	POUGHKEEPSIE	1.6/ 4.5

See New York for more about the following:

WHTZ-F	2.3/ 7.9	WPLJ-F	2.5/10.1
WLTW-F	0.9/ 3.8	WQCD-F	1.1/ 3.4
WMXV-F	0.5/ 3.4	WQHT-F	1.6/ 5.1
WNCN-F	0.9/ 2.6	WQXR-F	0.7/ 2.5
WNEW-F	2.3/ 6.9	WRKS-F	1.6/ 4.8
WOR	0.5/ 1.8	WXRK-F	2.0/ 5.4
WPAT-F	1.4/ 2.6	WYNY-F	1.1/ 4.2

RADIO STATIONS

WALL, 1340, 1 KW	, Full Service	UPI MBS, \$ 25.00 (Banner)	Atlantic Morris	(MIDDLETOWN)
WGNV-F, 103.1, 3 KW @ 275	, AC	CNN, \$ 30.00 (Schubert)		(NEWBURGH)
WKOJ-F, 92.7, 3 KW @ 296	, AOR	UPI, \$ 28.00 (Banner)	Atlantic Morris	(MIDDLETOWN)

OTHER RANKED STATIONS: See New York in Spring 1993 edition or Poughkeepsie in this edition.



NORTHWEST MICHIGAN

(Traverse City - Petoskey - Charlevoix)

MSA Rank/Pop: NA  
 ARB Rank/Pop: 194/146,500  
 Market TSL: 26.25 Hours  
 Average Person Rating: 19.5

Diaries: 436  
 Sample Target: 380  
 % Below Line: 0.0  
 % Not Listed: 14.7

Retail \$: 1.5 B11  
 FM Share: 88.52%  
 Stations: 16/16

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WTCM-F (C)	60/21.0	---	20.0	---	19.9	419	28.6	33.7	30.7
2. WKLT-F (AOR)	30/10.5	---	7.2	---	18.2	330	22.5	19.3	27.9
3. WKHQ-F (CHR)	26/ 9.1	---	13.6	---	10.3	387	26.4	30.6	32.1
4. WMBN-F (SAC)	21/ 7.3	---	6.0	---	8.2	270	18.4	15.2	16.5
WTCM (N/T)	21/ 7.3	---	6.0	---	1.4	258	17.6	13.4	7.8
6. WMKC-F (C)	14/ 4.9	---	3.4	---	4.5	185	12.6	7.8	8.4
WAIR-F (O)	14/ 4.9	---	2.6	---	1.0	171	11.7	8.0	5.1
8. WCCW-F (O)	12/ 4.2	---	3.8	---	1.7	190	13.0	9.8	7.7
9. WLDR-F (AC)	11/ 3.8	---	4.7	---	6.2	179	12.2	12.0	18.3
10. WKPK-F (CHR)	9/ 3.1	---	1.7	---	3.1	190	13.0	12.8	16.1
11. WLTO-F (C)	7/ 2.4	---	1.3	---	2.7	94	6.4	6.0	10.0

12+ AM

1. WTCM-F>>
2. WKHQ-F
3. WKLT-F
4. WMBN-F
- 5.

12+ MID

1. WTCM-F>>
2. WTCM
3. WKLT-F<
4. WMBN-F
5. WKHQ-F

12+ PHD

1. WTCM-F>
2. WKLT-F
3. WKHQ-F
4. WMBN-F
5. WMKC-F

12+ EVE

1. WKLT-F
2. WKHQ-F<
3. WTCM-F
4. WMBN-F
- 5.

ADULTS 18-34

1. WKLT-FF
2. WTCM-F>
3. WKHQ-F>
4. WGFN-F
- 5.

ADULTS 18-49

1. WKLT-FF
2. WTCM-F>
3. WKHQ-F>
4. WAIR-F
- 5.

ADULTS 25-54

1. WTCM-F<
2. WKLT-FF>
3. WKHQ-F
4. WAIR-F
5. WMBN-F

ADULTS 35+

1. WTCM-F>>
2. WMBN-F
- WTCM
4. WAIR-F
- 5.

MEN 25-54

1. WKLT-FF>
2. WTCM-F>
3. WGFN-F
- 4.
- 5.

WOMEN 25-54

1. WTCM-F
2. WKHQ-F<
3. WMBN-F
4. WAIR-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

STATION	POP	CITY	SHARE	RATING
WCCW	1310	TRAVERSE CITY	2.1	2.8
WGFN-F	105.1	CHEBOYGAN	2.1	6.2
WGFN-F	98.1	GLEN ARBOR	1.0	2.9
WKLZ-F	98.9	PETOSKEY	1.0	4.8
WMBN	1340	PETOSKEY	0.3	3.3

RADIO STATIONS

STATION	POP	POWER	TIME	GENRE	ADVERTISING	AGENCY	MARKET
WCCW	1310	5 KW	(DAYS)	Country	SMN, \$ 8.00	( --- )	(TRAVERSE C.)
WMBN	1340	1 KW		EZ	CNN, \$ 8.00	(Christal)	MacDonald (PETOSKY)
WTCM	580	5 KW/1 KW	(OA-2)	Talk	ABC, MBS, \$13.00	(Katz)	(TRAVERSE C.)
WAIR-F	92.5	100 KW @	869	Oldies	UNISTR CBS, \$ 9.00	(Patt)	(ATLANTA)
WTCM-F	103.5	100 KW @	991	Country	ABC, \$20.00	(Katz)	(TRAVERSE C.)
WCCW-F	107.5	50 KW @	492	Oldies	, \$11.00	( --- )	(TRAVERSE C.)
WMKC-F	102.9	100 KW @	1102	Country	NBC UNISTR, \$10.00	(Patt)	(ST. IGNACE)
WKHQ-F	105.9	100 KW @	899	CHR	ABC, \$21.00	(Mc-Guild)	Midwest Family (CHARLEVOIX)
WKLT-F	97.5	32 KW @	617	AOR	ABC, \$17.00	(Banner)	(KALKASKA)
WKLZ-F	98.9	52 KW @	800	AOR	ABC, \$ NA	(Banner)	(PETOSKY)
WKPK-F	106.7	100 KW @	581	CHR	UNISTR, \$10.00	(Patt)	(GAYLORD)
WLDR-F	101.9	100 KW @	538	AC	UNISTR, \$12.00	(K & P)	(TRAVERSE C.)
WLTO-F	103.9	28 KW @	663	Country	NBC, SOURCE, \$11.00	(Patt)	(HARBOR SPG)
WMBN-F	96.3	100 KW @	981	Soft AC	CNN, \$15.00	(Christal)	MacDonald (PETOSKEY)

ODESSA - MIDLAND, TX

MSA Rank/Pop: 277/117,200 (Odessa)  
 293/108,100 (Midland)  
 ARB Rank/Pop: 175/174,100  
 Market TSL: 22.25 Hours  
 Average Person Rating: 16.4

Diaries: 488  
 Sample Target: 440  
 % Below Line: 1.1  
 % Not Listed: 9.1

Retail \$: 1.7 Bil  
 FM Share: 86.10%  
 Stations: 16/15

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KNFM-F (C)	43/15.1	19.4	19.4	19.8	15.9	474	27.2	34.2	28.8
2. KGEE-F (C)	36/12.6	12.0	12.3	14.4	12.9	449	25.8	25.5	23.8
3. KCHX-F (CHR)	30/10.5	8.8	9.0	11.4	10.2	315	18.1	19.9	24.7
4. KBAT-F (AOR)	25/ 8.8	7.8	10.3	11.4	14.1	244	14.0	16.1	25.3
5. KODM-F (AC)	19/ 6.7	7.4	7.1	5.7	6.6	286	16.4	17.0	16.1
6. KCRS-F (SAC)	17/ 6.0	2.8	3.5	3.0	3.9	230	13.2	13.1	10.6
KMRK-F (C)	17/ 6.0	3.9	1.3	---	---	237	13.6	4.1	---
KCDQ-F (CL AOR)	17/ 6.0	5.7	2.9	3.4	3.9	190	10.9	7.8	9.4
9. KMND (BB)	16/ 5.6	6.4	2.6	2.7	0.3	165	9.5	5.3	4.6
10. KOZA (SP)	11/ 3.9	5.3	5.2	5.7	3.3	106	6.1	6.5	2.8
11. KQIP-F (O)	9/ 3.2	4.6	6.8	2.3	6.0	204	11.7	14.9	13.7
12. KKKK-F (REL)	8/ 2.8	2.1	1.6	1.3	1.8	171	9.8	7.6	7.6

12+ AMD

1. KNFM-F>
2. KGEE-F>
3. KCHX-F
4. KBAT-F
- KODM-F

12+ MID

1. KNFM-F
2. KGEE-F>
3. KMND-F<
4. KBAT-F
- 5.

12+ PMD

1. KNFM-F
2. KGEE-F
3. KBAT-F<
4. KCHX-F
- 5.

12+ EVE

1. KCHX-F
2. KMRK-F>
3. KBAT-F
4. KNFM-F
- 5.

ADULTS 18-34

1. KBAT-F
2. KNFM-F<
3. KCHX-F<
4. KGEE-F
- KMRK-F

ADULTS 18-49

1. KNFM-F
2. KGEE-F
- KBAT-F
4. KCDQ-F
- KCHX-F

ADULTS 25-54

1. KNFM-F
2. KGEE-F
3. KBAT-F<
4. KCDQ-F
- 5.

ADULTS 35+

1. KNFM-F
2. KGEE-F>
3. KMND-F
- 4.
- 5.

MEN 25-54

1. KBAT-F
2. KCDQ-F
- KGEE-F
- KNFM-F
- 5.

WOMEN 25-54

1. KNFM-F>
2. KGEE-F
3. KODM-F
4. KOZA
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCRS	550	MIDLAND	1.1/3.8
KIOL-F	100.3	LAMESA	0.7/2.5
KWEL	1070	MIDLAND	1.1/3.5
KXOI	810	CRANE	1.1/2.0

RADIO STATIONS

KMND,	1510,	500 W (DAYS)	,	Nostalgia	CNN,	\$10.00	(Banner)
KOZA,	1230,	1 KW	,	Hispanic	,	\$12.00	( --- )
KWEL,	1070,	2.5 KW (DAYS)	,	Hispanic	,	\$10.00	(Lotus Hisp.)
KBAT-F,	93.3,	100 KW @ 440	,	AOR	,	\$18.00	(Eastman)
KCDQ-F,	102.1,	100 KW @ 971	,	CL. AOR	,	\$10.00	(Christal) (MONAHANS)
KCHX-F,	106.7,	100 KW @ 679	,	CHR	,	\$17.00	( --- ) Sonance
KCRS-F,	103.3,	100 KW @ 918	,	Soft AC	,	\$12.00	(Mc-Guild) Mayes
KGEE-F,	99.9,	100 KW @ 541	,	Country	ABC,	\$20.00	(Katz) (MONAHANS)
KIOL-F,	100.3,	100 KW @ 800	,	AC	,	\$ 8.00	( --- ) (LAMESA)
KMRK-F,	96.1,	50 KW @ 492	,	Country	,	\$12.00	( --- )
KNFM-F,	92.3,	100 KW @ 984	,	Country	ABC,	\$25.00	(Banner)
KODM-F,	97.9,	100 KW @ 361	,	AC	,	\$18.00	(D & R) Sonance
KQIP-F,	96.9,	100 KW @ 420	,	Oldies	SMN,	\$14.00	(Roslin)

OWENSBORO, KY

MSA Rank/Pop: 307/87,400  
 ARB Rank/Pop: 252/71,500  
 Market TSL: 19.75 Hours  
 Average Person Rating: 15.1

Diaries: 284  
 Sample Target: 280  
 % Below Line: 38.0  
 % Not Listed: 17.6

Retail \$: 0.7 Bil  
 FM Share: 91.95%  
 Stations: 9/3

12+ METRO	1/4/SHARE	FAL		SPG		METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. WBKR-F (C)	39/36.1	---	37.3	---	31.7	399	55.8	53.3	52.8
2. WSTO-F (CHR)	18/16.7	---	24.5	---	22.1	269	37.6	44.2	45.0
3. WKDQ-F (AC)	8/ 7.4	---	3.6	---	6.7	194	27.1	13.5	21.0
4. WIKY-F (FS)	7/ 6.5	---	6.4	---	3.8	138	19.3	14.9	17.2
5. WVJS (FS)	6/ 5.6	---	8.2	---	12.5	179	25.0	23.3	30.5
6.									
7.									
8.									
9.									
10.									

12+ AMD

1. WBKR-F>>
2. WSTO-F
3. WVJS
- 4.
- 5.

12+ MID

1. WBKR-F>>
2. WSTO-F>
3. WKDQ-F
4. WIKY-F
- 5.

12+ PMD

1. WBKR-F>
2. WSTO-F>>
3. WKDQ-F
- 4.
- 5.

12+ EVE

1. WSTO-F>>
2. WBKR-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. WBKR-F>>
2. WSTO-F>>
- 3.
- 4.
- 5.

ADULTS 18-49

1. WBKR-F>>
2. WSTO-F>
- 3.
- 4.
- 5.

ADULTS 25-54

1. WBKR-F>>
2. WSTO-F>
- 3.
- 4.
- 5.

ADULTS 35+

1. WBKR-F>>
- 2.
- 3.
- 4.
- 5.

MEN 25-54

1. WBKR-F>>
- 2.
- 3.
- 4.
- 5.

WOMEN 25-54

1. WBKR-F>>
2. WSTO-F>>
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOMI	1490	OWENSBORO	0.9/9.2
WGBF-F	103.1	HENDERSON	2.8/8.1
WJPS-F	106.1	NEWBURGH	0.9/6.4
WKTG-F	93.9	MADISONVILLE	3.7/7.0

RADIO STATIONS

WOMI, 1490 1 KW , Country NBC BRN, \$ 9.00 (Banner)  
 WVJS, 1420, 5 KW/1 KW (DA-2) , Full Service ABC, \$17.00 (Banner)

Other ranked stations -- see Evansville in Spring 93 edition

PALM SPRINGS, CA

MSA Rank/Pop: NA  
 ARB Rank/Pop: 155/211,300  
 Market TSL: 22.50 Hours  
 Average Person Rating: 16.7

Diaries: 418  
 Sample Target: 390  
 % Below Line: 0.0  
 % Not Listed: 23.8

Retail \$: 1.5 Bil  
 FM Share: 79.93%  
 Stations: 16/16

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME RATING S93	S92	S91
1. KPSI-F (CHR)	57/16.1	16.3	17.8	17.7	13.7	674	31.9	34.3	29.1
2. KWXY-F (EZ)	40/11.3	5.8	9.3	5.9	11.0	363	17.2	14.1	16.3
3. KDES-F (O)	26/ 7.4	8.8	4.8	9.6	11.0	385	18.2	18.2	19.9
4. KCLB-F (AOR?)	22/ 6.2	6.6	2.8	10.9	5.8	285	13.5	10.2	11.0
KLCX-F (CL AOR)	22/ 6.2	---	---	---	---	273	12.9	---	---
6. KCLB (SP)	20/ 5.7	3.3	9.1	6.5	8.6	211	10.0	15.6	13.7
7. KBZT-F (BB)	13/ 3.7	4.1	4.0	4.0	4.5	197	9.3	7.8	13.7
8. KCMJ-F (AC)	12/ 3.4	5.0	3.1	4.3	4.8	273	12.9	16.0	17.2
9. KPLM-F (AC)	11/ 3.1	5.8	7.4	4.3	5.5	167	7.9	16.2	13.0
10. KPSI (T)	10/ 2.8	4.7	4.0	2.8	3.1	194	9.2	8.1	7.2
KUNA (SP)	10/ 2.8	7.7	5.1	4.3	2.4	97	4.6	12.6	7.5
12. KEZN-F (SAC)	7/ 2.0	3.6	3.1	3.4	3.8	235	11.1	10.6	12.6
KNWZ (N/T)	7/ 2.0	4.7	5.7	2.2	6.5	127	6.0	7.7	9.2

12+ AMD

1. KPSI-F
2. KWXY-F
3. KCLB
4. KDES-F
- KLCX-F

12+ MID

1. KPSI-F
2. KWXY-F
3. KCLB-F
4. KDES-F
5. KCLB

12+ PMD

1. KPSI-F
2. KWXY-F
3. KCLB-F
4. KDES-F
- 5.

12+ EVE

1. KPSI-F
2. KWXY-F
- 3.
- 4.
- 5.

ADULTS 18-34

1. KPSI-F
2. KLCX-F
3. KCLB-F
- 4.
- 5.

ADULTS 18-49

1. KPSI-F
2. KLCX-F
3. KDES-F
- KCLB-F
5. KCLB

ADULTS 25-54

1. KDES-F
2. KPSI-F
3. KCLB-F
4. KLCX-F
- 5.

ADULTS 35+

1. KWXY-F
2. KDES-F
3. KCLB-F
4. KBZT-F
- 5.

MEN 25-54

1. KCLB-F
2. KDES-F
3. KPSI-F
4. KWXY-F
- KCLB

WOMEN 25-54

1. KPSI-F
2. KLCX-F
- KDES-F
4. KCLB
- KCLB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCMJ	1140	PALM SPRINGS	0.8/5.4
KROR-F	106.9	YUCCA VALLEY	1.4/5.2
KWXY	1340	CATHEDRAL	1.1/2.7

RADIO STATIONS

KCLB, 970, 5 KW/1 KW (DA-2), Hispanic	, \$ 15.00 (Katz)	(COACHELLA)
KNWZ, 1270, 5 KW/750 W (DA-1), News/Talk	NBC CNN, \$ 17.00 (Western)	
KPSI, 1450, 1 KW, Talk	ABC, \$ 13.00 (Christal)	
KUNA, 1400, 1 KW (DA-2), Hispanic	, \$ 14.00 (K & P)	(INDIO)
KWXY, 1340, 1 KW -- See KWXY-F		
KBZT-F, 96.7, 650 W @ 581, Nostalgia	CNN UNISTR, \$ 14.00 ( --- )	(LA QUINTA)
KCLB-F, 93.7, 27 KW @ 640, AOR	, \$ 10.00 (Katz)	(COACHELLA)
KCMJ-F, 92.7, 3 KW @ 300, AC	, \$ 16.00 (McGuild)	(INDIO)
KDES-F, 104.7, 42 KW @ 541, Oldies/AC	, \$ 17.00 (D & R)	
KEZN-F, 103.1, 640 KW @ 590, Soft AC	, \$ 15.00 (Torbet)	
KLCX-F, 102.3, 666 W @ 571, CL. AOR	, \$ 14.00 (MMR)	(INDIO)
KPLM-F, 106.1, 50 KW @ 390, AC	AP, \$ 24.00 (Katz)	
KPSI-F, 100.5, 25 KW @ 121, CHR	, \$ 26.00 (Christal)	
KWXY-F, 98.5, 50 KW @ 500, EZ/Soft AC	, \$ 18.00 (K & P)	

PANAMA CITY, FL

MSA Rank/Pop: 254/131,800  
 ARB Rank/Pop: 227/110,700  
 Market TSL: 20.25 Hours  
 Average Person Rating: 14.8

Diaries: 374  
 Sample Target: 330  
 % Below Line: 0.0  
 % Not Listed: 17.7

Retail \$: 1.16 B11  
 FM Share: 94.07%  
 Stations: 13/13

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. WPAP-F (C)	32/19.5	---	28.0	---	26.9	351	31.7	36.6	35.2
2. WILN-F (CHR)	14/ 8.5	---	4.5	---	13.5	226	20.4	21.0	31.1
WFSY-F (O)	14/ 8.5	---	10.2	---	9.9	182	16.4	26.8	25.8
4. WRBA-F (AC)	13/ 7.9	---	9.6	---	8.2	165	14.9	17.2	17.7
5. WDRK-F (AOR)	12/ 7.3	---	11.5	---	3.5	182	16.4	22.0	14.7
6. WAKT-F (C)	11/ 6.7	---	---	---	---	167	15.1	---	---
7. WPFM-F (CHR/AC)	10/ 6.1	---	6.4	---	6.4	177	16.0	21.7	19.1
WTBB-F (AOR)	10/ 6.1	---	---	---	---	175	15.8	---	---
9. WPCF-F (REL)	6/ 3.7	---	0.6	---	---	99	8.9	6.3	---
WGNE (EZ)	6/ 3.7	---	5.1	---	7.0	91	8.2	11.2	10.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPAP-F>>	1. WPAP-F>	1. WPAP-F>	1. WPAP-F>
2. WFSY-F	2. WFSY-F<	2. WDRK-F<	2. WILN-F<
3. WILN-F	3. WDRK-F	3. WILN-F	3. WDRK-F>
WPFM-F	WRBA-F	4. WFSY-F	4.
5.	5.	WTBB-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WILN-F>	1. WPAP-F>	1. WPAP-F>	1. WPAP-F>>	1. WPAP-F>	1. WPAP-F
2. WDRK-F	2. WDRK-F	2. WFSY-F<	2. WFSY-F	2. WDRK-F	2. WFSY-F>
WPAP-F	WILN-F	3. WDRK-F	3. WAKT-F	WTBB-F	3. WAKT-F
WRBA-F	4. WFSY-F	4. WTBB-F	4.	4. WFSY-F	4.
WTBB-F	WTBB-F	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKNB-F 94.5	PORT ST. JOSEPH	1.2/8.4
WLTG 1430	PANAMA CITY	1.2/4.9
WYOO-F 101.3	SPRINGFIELD	1.8/4.1

RADIO STATIONS

WGNE, 590, 1.7 KW/2.5 KW (DA-N), EZ	MBS, \$10.00 (Torbet)	Woodfin
WAKT-F, 105.1, 50 KW @ 335, Country	, \$ NA (Christal)	
WDRK-F, 103.5, 100 KW @ 423, AOR	UNISTR, \$13.00 (Katz)	(CALLAWAY)
WFSY-F, 98.5, 100 KW @ 1089, Oldies	ABC, \$21.00 (Torbet)	Woodfin
WILN-F, 105.9, 50 KW @ 384, CHR	, \$14.00 (Banner)	Bay
WJST-F, 94.5, 100 KW @ 991, Country	ABC SMN, \$ 8.00 ( --- )	(PORT ST. JOE)
WPAP-F, 92.5, 100 KW @ 1230, Country	NBC, \$25.00 (Mc-Guild)	Southern
WPCF-F, 100.1, 3 KW @ 371, Religion	, \$ NA ( --- )	
WPFM-F, 107.9, 100 KW @ 781, AOR (?)	, \$15.00 (Katz)	
WRBA-F, 95.9, 30 KW @ 282, AC	UNISUP, \$16.00 (Christal)	(SPRINGFIELD)
WTBB-F, 97.7, 100 KW @ 964, AOR	, \$ NA ( --- )	(BONIFAY)

PARKERSBURG - MARIETTA, WV - OH

MSA Rank/Pop: 231/148,600  
 ARB Rank/Pop: 214/124,400  
 Market TSL: 19.25 Hours  
 Average Person Rating: 14.3

Diaries: 371  
 Sample Target: 370  
 % Below Line: 0.6  
 % Not Listed: 15.2

Retail \$: 1.1 Bil  
 FM Share: 88.07%  
 Stations: 12/11

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WNUS-F (C)	30/16.9	---	13.3	---	12.9	367	29.5	22.5	27.2
WXXK-F (C)	30/16.9	---	17.0	---	13.4	348	28.0	32.8	29.0
3. WXIL-F (CHR)	29/16.3	---	18.2	---	15.1	419	33.7	33.8	36.8
4. WDMX-F (O)	17/ 9.6	---	9.1	---	13.4	297	23.9	21.0	23.3
5. WEYQ-F (CHR)	13/ 7.3	---	8.5	---	12.4	246	19.8	21.2	23.9
6. WHCM-F (C)	7/ 3.9	---	4.8	---	4.3	117	9.4	10.7	6.4
7. WKYG (C)	6/ 3.4	---	5.5	---	4.8	109	8.8	14.3	14.3
WRZZ-F (AOR)	6/ 3.4	---	2.4	---	0.5	119	9.6	5.5	5.9
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WNUS-F	1. WNUS-F<	1. WNUS-F	1. WXIL-F
WXIL-F	2. WXXK-F	2. WXXK-F<	2. WNUS-F
3. WXXK-F	3. WXIL-F	3. WXIL-F>	3. WDMX-F
4. WDMX-F	4. WDMX-F	4. WDMX-F	4. WEYQ-F
5.	5.	5.	WXKX-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WXIL-F>>	1. WXIL-F>	1. WNUS-F	1. WNUS-F<	1. WXXK-F	1. WXIL-F<
2. WXXK-F	2. WDMX-F<	2. WXIL-F<	2. WXXK-F>	2. WNUS-F	2. WNUS-F>
3. WDMX-F	3. WNUS-F	3. WDMX-F	3. WDMX-F	WDMX-F>	3. WDMX-F
WNUS-F	WXKX-F	WXKX-F	4. WXIL-F	4. WXIL-F	4. WXXK-F
WRZZ-F	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADC	1050	PARKERSBURG	2.8/5.9
WLTP	1450	PARKERSBURG	1.7/3.3
WMOA	1490	MARIETTA	2.2/7.5
WRRR-F	93.9	ST. MARY'S	0.6/3.6

RADIO STATIONS

WADC,	1050,	5 KW/143 W	,	Nostalgia/FS	UNISTR CBS, \$ 8.00	(Regional)	
WKYG,	1230,	1 KW (DA-1)	,	Country	MBS, NBC-T, \$10.00	(Mc-Guild)	Fritz
WMOA,	1490,	1 KW	,	EZ/FS	ABC, \$ 7.00	(Regional)	
WDMX-F,	100.1,	1.6 KW @ 440	,	Oldies	SMN, \$14.00	(K & P)	(VIENNA, WV)
WEYQ-F,	102.1,	25 KW @ 298	,	CHR	, \$12.00	(Katz)	
WHCM-F,	99.1,	11 KW @ 485	,	Country	UNISTR, \$ 8.00	(Regional)	
WNUS-F,	107.1,	2.3 KW @ 371	,	Country	UNISTR, \$19.00	(Dome)	(BELPRE, OH)
WXIL-F,	95.1,	50 KW @ 500	,	CHR	, \$21.00	(Katz)	Burbach
WXXK-F,	103.1,	2.2 KW @ 551	,	Country	ABC, \$19.00	(Mc-Guild)	Fritz

POUGHKEEPSIE, NY

MSA Rank/Pop: 161/265,100  
 ARB/Rank/Pop: 148/223,600  
 Market TSL: 22.50 Hours  
 Average Person Rating: 17.3

Diaries: 465  
 Sample Target: 440  
 % Below Line: 20.7  
 % Not Listed: 19.2

Retail \$: 2.3 Bil  
 FM Share: 81.73%  
 Stations: 23/14

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	S91
1. WPDH-F (AOR)	53/13.7	---	13.7	---	10.0	711	31.8	32.9	26.0
2. WSPK-F (CHR)	42/10.9	---	12.8	---	13.2	617	27.6	30.1	26.7
3. WCZX-F (CL AOR)	33/ 8.5	---	5.9	---	5.9	434	19.4	17.1	15.0
WRWD-F (C)	33/ 8.5	---	7.8	---	6.9	329	14.7	15.9	12.6
5. WHUD-F (EZ/SAC)	26/ 6.7	---	10.6	---	9.8	326	14.6	19.8	19.9
6. WBWZ-F (AOR)	20/ 5.2	---	---	---	---	255	11.4	---	---
7. WABC (T)	16/ 4.1	---	2.8	---	2.9	152	6.8	7.6	6.5
8. WRNQ-F (AC)	14/ 3.6	---	8.0	---	3.9	322	14.4	18.8	12.8
9. WEOK (FS)	13/ 3.4	---	3.8	---	5.1	246	11.0	8.6	11.4
10.									

12+ AMD	12+ MID	12+ PHD	12+ EVE
1. WPDH-F<	1. WPDH-F	1. WPDH-F>	1. WPDH-F>
2. WSPK-F	2. WCZX-F	2. WRWD-F	2. WSPK-F>
3. WHUD-F<	3. WRWD-F	3. WSPK-F<	3. WRNQ-F
4. WCZX-F	4. WHUD-F<	4. WHUD-F	4. WCZX-F
5.	5. WSPK-F	5. WCZX-F	5. WRWD-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WPDH-F>>	1. WPDH-F>	1. WPDH-F	1. WCZX-F<	1. WPDH-F>	1. WCZX-F<
2. WSPK-F>	2. WSPK-F	2. WCZX-F	2. WRWD-F<	2. WRWD-F>	2. WPDH-F
3. WRWD-F	3. WCZX-F	3. WRWD-F	3. WHUD-F	3. WSPK-F	WSPK-F>>
WBWZ-F	4. WRWD-F	WSPK-F	4. WSPK-F	4. WFAN	4.
5.	5.	5.	5. WABC	WCZX-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNR	1260	BEACON	0.8/ 3.1
WHVW	950	HYDE PARK	0.5/ 3.4
WKIP	1450	POUGHKEEPSIE	1.0/ 5.3
WKIP-F	96.9	ARLINGTON	1.3/ 7.0
WKZE	1020	SHARON	0.8/ 0.9
WKZE-F	98.1	SALISBURY	0.3/ 2.4
WMJV-F	105.5	PATTERSON	1.6/ 5.4
WBPH-F	94.3	KINGSTON	1.3/ 8.3
WCBS	880	NEW YORK	1.6/ 7.1
WDST-F	100.1	WOODSTOCK	1.6/ 7.1
WFAN	660	NEW YORK	1.0/ 4.5
WPLJ-F	95.5	NEW YORK	1.3/ 2.1
WQXR-F	96.3	NEW YORK	0.5/ 2.8
WRKS-F	98.7	NEW YORK	1.6/ 5.1

RADIO STATIONS

WEOK	, 1390,	5 KW/106 W (DA-1),	Full Service	CNN, \$20.00	(Katz)
WKIP	, 1450,	1 KW (DA-1) --	See WKIP-FM		
WBWZ-F,	93.3,	3 KW @ 328	, AOR	SMN, \$17.00	( --- ) (NEW PALTZ)
WCZX-F,	97.7,	300 KW @ 1030	, Classic AOR	, \$31.00	(Katz)
WKIP-F,	96.9,	500 KW @ 764	, Talk	ABC NBC, \$21.00	(Banner)
WPDH-F,	101.5,	4.4 KW @ 1538	, AOR	ABC, \$48.00	(Katz)
WRNQ-F,	92.1,	2.2 KW @ 384	, AC	UNISTR, \$23.00	(Banner)
WRWD-F,	107.3,	330 W @ 968	, Country	, \$21.00	( --- ) (HIGHLAND)
WSPK-F,	104.7,	7.4 KW @ 1250	, CHR	ABC, \$43.00	(Banner) Beacon

WFAN, WABC, WHUD-F -- See New York in Spring 93 edition of American Radio

RAPID CITY, SD

MSA Rank/Pop: 311/84,200  
 ARB Rank/Pop: 242/85,300  
 Market TSL: 21.75 Hours  
 Average Person Rating: 15.9

Diaries: 326  
 Sample Target: 290  
 % Below Line: 0.0  
 % Not Listed: 6.6

Retail \$: 0.94 B11  
 FM Share: 74.02%  
 Stations: 12/12

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. KIQK-F (C)	34/25.0	---	14.3	---	---	310	36.3	23.1	----
2. KSQY-F (AOR)	22/16.2	---	13.5	---	12.6	208	24.4	20.4	19.2
3. KMKK-F (AC)	17/12.5	---	13.5	---	11.2	176	20.6	24.5	27.3
4. KGGG-F (CHR)	12/ 8.8	---	16.5	---	16.8	237	27.8	35.5	34.1
5. KOTA (FS/T)	9/ 6.6	---	3.8	---	6.3	157	18.4	18.6	21.5
6. KTOQ (BB/FS)	8/ 5.9	---	4.5	---	3.5	89	10.4	13.1	11.7
7. KIMM (C)	6/ 4.4	---	6.0	---	11.2	106	12.4	12.7	21.1
8. KKLS (O)	5/ 3.7	---	6.0	---	6.3	129	15.1	13.1	20.5
KBHB (C)	5/ 3.7	---	---	---	4.2	49	5.7	---	6.6
10. KRCS-F (C)	4/ 2.9	---	0.8	---	4.9	66	7.7	3.8	11.7
11. KEZV-F (SAC)	3/ 2.2	---	0.8	---	5.6	77	9.0	4.0	12.0
12. KSLT-F (REL)	2/ 1.5	---	6.8	---	2.8	44	5.2	9.0	8.1

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIQK-F>	1. KIQK-F>>	1. KIQK-F>	1. KIQK-F>
2. KSQY-F>	2. KSQY-F	2. KSQY-F>	2. KSQY-F<
3. KMKK-F	KKMK-F	3. KMKK-F	3. KGGG-F>>
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KSQY-F>>	1. KIQK-F<	1. KIQK-F>	1. KIQK-F>>	1. KIQK-F<	1. KIQK-F
2. KIQK-F	2. KSQY-F>	2. KMKK-F	2. KTOQ	2. KSQY-F>>	2. KMKK-F>>
3. KMKK-F>	3. KMKK-F>	KSQY-F>	3. KMKK-F	3. KMKK-F	3. KSQY-F
4. KGGG-F	4.	4.	KOTA	4. KOTA	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KIMM, 1150,	5 KW/450 W (DA-1),	Country	ABC, \$14.00	(Christal)	Ingstad
KKLS, 920,	5 KW/100 W	, Oldies	UNISTR, \$11.00	(Mc-Guild)	So. Minn.
KOTA, 1380,	5 KW (DA-N)	, Full Service	CBS, MBS, \$10.00	(Katz)	Duhamel
KTOQ, 1340,	1 KW	, Nostalgia	NBC UNISTR, \$ 9.00	(K & P)	Tom Brokaw
KGGG-F, 100.3,	100 KW @ 449	, CHR	ABC, \$25.00	(Christal)	Ingstad
KIQK-F, 104.1,	100 KW @ 515	, Country	, \$20.00	(K & P)	Tom Brokaw
KMKK-F, 93.9,	100 KW @ 656	, AC	CNN UNISTR, \$18.00	(Mc-Guild)	So. Minn.
KSLT-F, 107.3,	100 KW @ 1702	, Religion	AP, \$ 8.00	( --- )	(SPEARFISH)
KSQY-F, 95.1,	100 KW @ 1709	, AOR	, \$15.00	(Roslin)	(DEADWOOD)



READING, PA

MSA Rank/Pop: 136/338,300  
 ARB Rank/Pop: 127/290,700  
 Market TSL: 22.75 Hours  
 Average Person Rating: 17.3

Diaries: 470  
 Sample Target: 440  
 % Below Line: 39.4  
 % Not Listed: 16.1

Retail \$: 2.5 B11  
 FM Share: 71.26%  
 Stations: 25/5

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	RATING S91
1. WRFY-F (CHR)	99/19.7	17.1	17.4	13.0	15.7	1081	37.2	35.2	32.9
2. WEEU (FS)	67/13.3	9.1	9.6	8.3	9.9	701	24.1	18.6	24.0
3. WRW (BB)	34/ 6.8	5.8	4.8	6.8	2.5	299	10.3	11.1	6.5
4. WIOV-F (C)	25/ 5.0	8.1	9.6	9.1	9.1	384	13.2	15.2	16.9
5. WMMR-F (AOR)	20/ 4.0	3.0	3.5	5.2	3.1	331	11.4	12.3	10.9
6. WYSP-F (CL AOR)	19/ 3.8	6.9	8.0	5.8	4.5	442	15.2	18.2	16.0
7. WXTU-F (C)	16/ 3.2	3.2	2.6	2.5	1.9	215	7.4	6.2	6.3
8. WBYN-F (REL)	14/ 2.8	1.0	2.0	5.2	5.2	157	5.4	4.4	15.7
9.									
10.									

12+ AMD	12+ MID	12+ PHD	12+ EVE
1. WRFY-F	1. WRFY-F>	1. WRFY-F>>	1. WEEU >
2. WEEU >>	2. WEEU >>	2. WRW	2. WRFY-F>>
3. WRW	3. WRW	3. WEEU	3.
4. WIOV-F	4. WIOV-F	WIOV-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WRFY-F>>	1. WRFY-F>>	1. WRFY-F>>	1. WEEU >	1. WRFY-F>>	1. WRFY-F>>
2. WMMR-F	2.	2.	2. WRFY-F	2.	2.
3. WYSP-F	3.	3.	3. WRW >	3.	3.
4.	4.	4.	4. WIOV-F	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAGO	1240	READING	1.8/6.9
WDAC-F	94.5	LANCASTER	0.6/2.9
WFMZ-F	100.7	ALLENTOWN	1.4/3.7
WODE-F	99.9	EASTON	0.8/3.7
WROZ-F	101.3	LANCASTER	1.0/3.4
WRVV-F	97.3	HARRISBURG	2.4/7.3
WZZO-F	95.1	BETHLEHAM	0.8/2.5

See Philadelphia for more about the following:

KYW	1.6/ 9.0	WMGK-F	0.4/ 2.4
WBEB-F	2.4/ 7.7	WQGL-F	2.8/ 9.4
WFLN-F	1.0/ 5.3	WUSL-F	2.0/ 6.0
WIOQ-F	1.0/ 5.0	WWDB-F	2.4/ 7.2
WIP	0.6/ 2.6	WYXR-F	2.4/ 6.6

RADIO STATIONS

WAGO,	1240,	1 KW	, AC	ABC	UNISTR, \$14.00	(Banner)	Brill
WEEU,	850,	1 KW (DA-N)	, Full Service	ABC,	\$23.00	(Mc-Guild)	
WRW,	1340,	1 KW	, Nostalgia	SMN,	\$16.00	(Katz)	Ragan Henry
WBYN-F,	107.5,	30 KW @ 610	, Religion	, \$17.00	( --- )	WDAC	(BOYERTOWN)
WRFY-F,	102.5,	19 KW @ 807	, CHR	, \$53.00	(Katz)	Ragan Henry	

REDDING, CA

MSA Rank/Pop: 221/156,400  
 ARB Rank/Pop: 205/130,300  
 Market TSL: 23.25 Hours  
 Average Person Rating: 17.1

Diaries: 310  
 Sample Target: 350  
 % Below Line: 10.8  
 % Not Listed: 17.5

Retail \$: 1.1 B11  
 FM Share: 83.70%  
 Stations: 10/7

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. KNCQ-F (C)	58/26.0	16.5	18.8	14.5	10.6	427	32.8	27.9	20.2
2. KEWB-F (CHR)	25/11.2	13.7	9.6	6.5	7.6	341	26.2	22.0	22.3
KQMS (FS/N/T)	25/11.2	16.5	9.6	10.3	12.1	281	21.6	20.1	21.1
4. KSHA-F (EZ/SAC)	21/ 9.4	10.8	9.6	15.4	12.6	225	17.3	20.7	17.4
5. KNNN-F (AC)	19/ 8.5	8.0	8.7	16.4	10.1	251	19.3	18.7	23.5
6. KFHF-F (AOR)	16/ 7.2	9.0	9.1	3.3	5.1	180	13.8	11.0	6.8
7. KARZ-F (AC)	8/ 3.6	6.1	10.6	4.7	7.6	126	9.7	19.5	19.2
8. KCEZ-F (O)	7/ 3.1	0.9	3.4	3.3	3.0	142	10.9	7.7	8.9
9. KHTE (O)	4/ 1.8	0.5	1.0	2.3	2.5	90	6.9	6.2	9.1
10.									

12+ AMD

1. KNCQ-F
2. KQMS >
3. KSHA-F
- KEWB-F
- 5.

12+ MID

1. KNCQ-F>>
2. KSHA-F<
3. KQMS
4. KEWB-F
- 5.

12+ PMD

1. KNCQ-F>>
2. KNNN-F
3. KEWB-F
4. KSHA-F
- 5.

12+ EVE

1. KNCQ-F>>
2. KEWB-F
3. KNNN-F
4. KFHF-F
- 5.

ADULTS 18-34

1. KNCQ-F
2. KFHF-F
3. KNNN-F
4. KEWB-F
5. KSHA-F

ADULTS 18-49

1. KNCQ-F>>
2. KNNN-F
- KFHF-F
- 4.
- 5.

ADULTS 25-54

1. KNCQ-F>>
2. KSHA-F
- KFHF-F
4. KNNN-F
- 5.

ADULTS 35+

1. KNCQ-F>
2. KQMS >
3. KSHA-F
- 4.
- 5.

MEN 25-54

1. KNCQ-F>>
2. KQMS
- KSHA-F
- 4.
- 5.

WOMEN 25-54

1. KNCQ-F>>
2. KNNN-F
- KFHF-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGO 810 SAN FRANCISCO 0.4/2.8

RADIO STATIONS

KHTE, 600, 5 KW/1 KW (DA-2) , Oldies CNN, \$ 9.00 (Christal)  
 KQMS, 1400, 1 KW , Full Service ABC MBS, \$17.00 (Christal) Park Lane  
 KARZ-F, 106.1, 100 KW @ 1968 , AC , \$18.00 (Christal)  
 KEWB-F, 94.7, 4 KW @ 1565 , CHR , \$18.00 (D & R) Radio Assoc. (BURNEY)  
 KNCQ-F, 97.3, 28 KW @ 3569 , Country , \$29.00 (D & R)  
 KNNN-F, 99.3, 5 KW @ 328 , AC , \$17.00 (Katz) (CENTRAL VALLEY)  
 KSHA-F, 104.3, 100 KW @ 1558 , AC ABC CBS, \$15.00 (Eastman) Park Lane

KCEZ-F, KFHF-F -- See Chico

ROCHESTER, MN

MSA Rank/Pop: 292/109,500  
 ARB Rank/Pop: 241/ 88,700  
 Market TSL: 18.25 Hours  
 Average Person Rating: 13.8

Diaries: 322  
 Sample Target: 290  
 % Below Line: 11.5  
 % Not Listed: 25.4

Retail \$: 1.06 B11  
 FM Share: 74.73%  
 Stations: 13/9

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. KWK-F (C)	14/11.5	---	8.0	---	9.3	154	17.4	21.0	18.7
KROC-F (CHR)	14/11.5	---	16.7	---	20.6	296	33.4	39.2	39.6
3. KRCH-F (AOR)	13/10.7	---	14.5	---	9.3	195	22.0	27.6	20.7
KROC (FS)	13/10.7	---	6.5	---	14.0	211	23.8	20.4	23.5
5. KYBA-F (SAC)	8/ 6.6	---	---	---	---	116	13.1	---	---
KNXR-F (EZ)	8/ 6.6	---	8.7	---	11.2	127	14.3	15.3	16.5
7. WCCO (FS)	6/ 4.9	---	2.2	---	2.8	96	10.8	13.3	9.8
8. KMF-F (?)	3/ 2.5	---	---	---	---	97	10.9	---	---
KOLM (O)	3/ 2.5	---	5.8	---	1.9	47	5.3	9.3	9.0

12+ AMD

1. KROC <
2. KWK-F <
3. KROC-F <
4. KRCH-F
- 5.

12+ MID

1. KWK-F <
2. KROC <
3. KRCH-F >
- 4.
- 5.

12+ PMD

1. KROC
2. KWK-F <
3. KROC-F
- 4.
- 5.

12+ EVE

1. KROC-F >>
2. KNXR-F
3. KROC
- 4.
- 5.

ADULTS 18-34

1. KRCH-F >
2. KWK-F
- KYBA-F
4. KROC
- KROC-F

ADULTS 18-49

1. KRCH-F
2. KWK-F
3. KROC-F
4. KYBA-F
- KROC

ADULTS 25-54

1. KRCH-F <
2. KWK-F
3. KROC-F
4. KROC
- 5.

ADULTS 35+

1. KNXR-F
- KROC
- KWK-F
- 4.
- 5.

MEN 25-54

1. KRCH-F
2. KROC >
3. KROC-F
- KWK-F
- 5.

WOMEN 25-54

1. KWK-F
2. KROC-F
- KRCH-F >
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KWEB	1270	ROCHESTER	0.8/7.3
KAUS-F	99.9	AUSTIN	2.5/8.6
KQRS-F	92.5	MINNEAPOLIS	1.6/5.1
KRXX-F	93.7	MINNEAPOLIS	2.5/6.3

RADIO STATIONS

KOLM,	1520,	10 KW (DAYS)	,	Oldies	MBS UNISTR,	\$12.00	(Mc-Guild)
KROC,	1340,	1 KW	,	Full Service	ABC,	\$14.00	(Torbet)
KWEB,	1270,	5 KW/1 KW (DA-2)	,	Country	NBC,	\$ 9.00	(D & R)
KMF-F,	102.5,	9 KW @ 528	,	??	,	\$ NA	(D & R)
KNXR-F,	97.5,	100 KW @ 1040	,	Soft AC/EZ	ABC,	\$13.00	(K & P)
KRCH-F,	101.7,	39 KW @ 561	,	AOR/Classic	,	\$17.00	(D & R)
KROC-F,	106.9,	100 KW @ 1109	,	CHR	ABC,	\$17.00	(Torbet)
KWK-F,	96.7,	3 KW @ 295	,	Country	UNISTR	MBS,	\$14.00
KYBA-F,	105.3,	50 KW @ 492	,	Soft AC	ABC,	\$11.00	( --- )

(LAKE CITY)

(STEWARTVILLE)

ST. CLOUD, MN

MSA Rank/Pop: 196/194,300  
 ARB Rank/Pop: 188/158,100  
 Market TSL: 24.50 Hours  
 Average Person Rating: 19.0

Diaries: 439  
 Sample Target: 390  
 % Below Line: 30.3  
 % Not Listed: 18.0

Retail \$: 2.6 B11  
 FM Share: 64.23%  
 Stations: 25/12

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KASM (C)	32/10.7	---	3.5	---	9.3	164	10.4	9.1	12.8
2. WWJO-F (C)	29/ 9.7	---	8.5	---	13.9	379	24.0	20.7	23.2
3. WCCO (FS)	24/ 8.0	---	8.1	---	7.9	364	23.0	15.3	22.8
4. KCLD-F (CHR)	23/ 7.7	---	7.7	---	8.6	443	28.0	25.9	27.4
5. WJON (FS)	19/ 6.3	---	7.7	---	5.0	262	16.6	19.1	15.8
6. KQQL-F (O)	17/ 5.7	---	7.4	---	7.9	278	17.6	20.9	21.2
7. KKSRS-F (AC)	13/ 4.3	---	6.3	---	3.3	149	9.4	9.3	12.8
8. KLZZ-F (AOR)	11/ 3.7	---	7.0	---	4.3	243	15.4	18.0	17.9
WHMH-F (AOR)	11/ 3.7	---	5.6	---	5.3	248	15.7	17.1	13.9
10. KXSS (BB)	10/ 3.3	---	1.4	---	---	89	5.6	5.3	---

12+ AMD

1. WCCO
2. WJON <
3. WWJO-F<
4. KCLD-F
5. KASM

12+ MID

1. KASM
2. WWJO-F<
3. KQQL-F<
4. WJON
- 5.

12+ PMD

1. KASM
2. KCLD-F<
3. WWJO-F
4. KQQL-F
- WCCO

12+ EVE

1. KASM
2. KCLD-F
3. WCCO
4. WWJO-F
- 5.

ADULTS 18-34

1. KCLD-F
2. KKSRS-F
3. KLZZ-F
- WWJO-F
- 5.

ADULTS 18-49

1. KQQL-F
2. KCLD-F
3. KKSRS-F
- WWJO-F
- 5.

ADULTS 25-54

1. WWJO-F
2. KQQL-F
3. WCCO
4. KKSRS-F
- 5.

ADULTS 35+

1. KASM
2. WCCO
3. WWJO-F
4. WJON
- 5.

MEN 25-54

1. WCCO <
2. KQQL-F
3. WWJO-F
4. KKSRS-F
- KLZZ-F

WOMEN 25-54

1. WWJO-F
2. KKSRS-F
3. KCLD-F
4. KQQL-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMSR-F	94.3	SAUK CENTER	1.0/ 3.1
KHXX-F	94.9	COLD SPRING	0.3/ 4.9
KNSI	1450	ST. CLOUD	0.3/ 4.1
WQPM-F	106.1	PRINCETON	0.7/ 2.8
KIKV-F	100.7	ALEXANDRIA	1.7/ 6.3
KQIC-F	102.5	WILLMAR	1.0/ 3.0

See Minneapolis for more about the following:

KDWB-F	1.3/ 5.7	KRXX-F	2.3/ 8.8
KEEY-F	2.0/ 9.2	KSTP	0.7/ 2.6
KJJO-F	0.7/ 3.9	KSTP-F	1.3/ 8.3
KQRS-F	2.7/14.7	WBOB-F	2.7/ 5.9
		WLTE-F	0.3/ 5.4

RADIO STATIONS

KASM,	1150,	2.5 KW (DAYS)	, Country	, \$ 9.00	( --- )	R. Ingstad	(ALBANY)
WJON,	1240,	1 KW	, Full Service	ABC HBS, \$15.00	(Kathy Merchant)		
KCLD-F,	104.7,	100 KW @ 440	, CHR	, \$22.00	(Roslin)	Leighton	
KKSRS-F,	96.7,	50 KW @ 453	, AC	UNISTR, \$15.00	(O'Mally)		
KLZZ-F,	103.7,	6 KW @ 328	, AOR	, \$NA	( --- )		(WAITE PARK)
WHMH-F,	101.7,	3 KW @ 300	, AOR	SOURCE, \$14.00	(Evans)		(SAUK RAPIDS)
WWJO-F,	98.1,	100 KW @ 984	, Country	ABC, \$19.00	(Kathy Merchant)		

Other ranked stations -- see Minneapolis in Spring 93 edition

SAN ANGELO, TX

MSA Rank/Pop: 299/100,600  
 ARB Rank/Pop: 246/ 82,400  
 Market TSL: 21.50 Hours  
 Average Person Rating: 15.8

Diaries: 305  
 Sample Target: 290  
 % Below Line: 0.0  
 % Not Listed: 12.3

Retail \$: 0.72 B11  
 FM Share: 88.60%  
 Stations: 7/7

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO CUME	METRO CUME RATING		
		92	92	91	91		S93	S92	S91
1. KGKL-F (C)	36/27.7	---	37.4	---	31.7	322	39.1	46.7	44.6
2. KIXY-F (CHR)	27/20.8	---	23.7	---	28.2	310	37.6	42.3	44.7
3. KELI-F (AC/O)	19/14.6	---	14.5	---	10.6	233	28.3	22.7	23.4
4. KDCD-F (AOR?)	10/ 7.7	---	---	---	---	99	12.0	---	---
5. KSJT-F (SP)	9/ 6.9	---	2.3	---	6.3	92	11.2	7.2	12.9
6. KGKL (AC)	8/ 6.2	---	4.6	---	3.5	118	14.3	13.2	9.8
7. KXQZ (T)	5/ 3.8	---	1.5	---	2.1	97	11.9	6.2	10.2
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGKL-F	1. KGKL-F>	1. KGKL-F	1. KIXY-F>>
2. KIXY-F<	2. KELI-F	KIXY-F	2. KELI-F<
3. KELI-F>	3. KIXY-F	3. KELI-F	3. KGKL-F
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KIXY-F>	1. KGKL-F<	1. KGKL-F	1. KGKL-F>	1. KGKL-F>>	1. KELI-F
2. KGKL-F>	2. KIXY-F	2. KELI-F	2. KELI-F>>	2. KELI-F	2. KGKL-F
3. KGKL	3. KELI-F>	3. KIXY-F>	3.	3. KIXY-F	3. KIXY-F>>
KDCD-F	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KAYJ,	1280,	1 KW/250 W	, Oldies	UNISUP UNIULT, \$ 7.00	(Torbet)
KGKL,	960,	5 KW/1 KW (DA-N)	, AC (?)	ABC, \$ 7.00	(Katz)
KDCD-F,	92.9,	100 KW @ 600	, AOR (?)	, \$14.00	(Banner)
KELI-F,	98.7,	100 KW @ 1289	, AC/Oldies	UNISTR, \$13.00	(K & P)
KGKL-F,	97.5,	100 KW @ 410	, Country	ABC, \$23.00	(Katz)
KIXY-F,	94.7,	100 KW @ 358	, CHR	, \$18.00	(Torbet)
KSJT-F,	107.5,	100 KW @ 604	, Hispanic	, \$ 7.00	(Lotus Hisp.)

SAN LUIS OBISPO, CA

MSA Rank/Pop: NA  
 ARB Rank/Pop: 164/191,600  
 Market TSL: 20.75 Hours  
 Average Person Rating: 15.7

Diaries: 475  
 Sample Target: 440  
 % Below Line: 16.6  
 % Not Listed: 20.9

Retail \$: 1.5 Bil  
 FM Share: 81.09%  
 Stations: 26/15

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. KZOZ-F (AOR)	27/ 9.0	---	---	---	---	479	25.0	---	---
2. KSTT-F (SAC)	25/ 8.3	---	---	---	---	351	18.3	---	---
3. KKJG-F (C)	19/ 6.3	---	---	---	---	305	15.9	---	---
4. KSLY-F (CHR)	16/ 5.3	---	---	---	---	324	16.9	---	---
KHTY-F (CHR)	16/ 5.3	---	---	---	---	184	9.6	---	---
6. KDDB-F (C)	15/ 5.0	---	---	---	---	238	12.4	---	---
KOTR-F (AOR)	15/ 5.0	---	---	---	---	171	8.9	---	---
8. KWBR-F (AOR)	14/ 4.7	---	---	---	---	307	16.0	---	---
9. KIQO-F (O)	13/ 4.3	---	---	---	---	320	16.7	---	---
10. KVEC (N)	10/ 3.3	---	---	---	---	234	12.2	---	---
KWSP-F (?)	10/ 3.3	---	---	---	---	157	8.2	---	---
12. KBAI (BB)	8/ 2.7	---	---	---	---	140	7.3	---	---

12+ AMD

1. KZOZ-F
2. KVEC
- KSTT-F
- KKJG-F
- 5.

12+ MID

1. KZOZ-F<
2. KSTT-F
3. KKJG-F
4. KDDB-F
- 5.

12+ PMD

1. KSTT-F
2. KZOZ-F
3. KKJG-F
4. KWBR-F
- 5.

12+ EVE

1. KSTT-F
2. KZOZ-F
- KHTY-F
4. KOTR-F
- KSLY-F

ADULTS 18-34

1. KZOZ-F>
2. KSTT-F
3. KWBR-F
- KSLY-F
- KOTR-F

ADULTS 18-49

1. KZOZ-F
2. KSTT-F
3. KKJG-F
- KOTR-F
5. KWBR-F

ADULTS 25-54

1. KSTT-F
2. KZOZ-F
3. KOTR-F
4. KKJG-F
5. KDDB-F

ADULTS 35+

1. KSTT-F
- KKJG-F
3. KDDB-F
- KVEC
- 5.

MEN 25-54

1. KZOZ-F<
2. KOTR-F
3. KSTT-F
4. KWBR-F
- 5.

WOMEN 25-54

1. KSTT-F
2. KKJG-F
3. KDDB-F
4. KIQO-F
5. KZOZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGLW	1340	SAN LUIS OBISPO	2.3/5.5
KIXT-F	107.3	GROVER BEACH	0.3/3.6
KPRL	1230	PASS ROBLES	2.3/6.6
KWWV-F	99.7	MORRO BAY	0.3/3.8
KCQR-F	94.5	ELLWOOD	0.7/2.8
KDAR-F	98.3	OXNARD	1.0/3.4
KGDP	660	ORCUTT	1.7/5.5
KGO	810	SAN FRANCISCO	0.3/2.5
KIWI-F	92.1	BAKERSFIELD	1.7/2.0
KMJ	580	FRESNO	1.3/6.2
KRQK-F	100.3	LOMPOC	0.7/3.5
KRUZ-F	103.3	SANTA BARBARA	1.7/7.5
KSNI-F	102.5	SANTA MARIA	1.3/7.1
KUHL	1440	SANTA MARIA	1.0/3.5

RADIO STATIONS

KBAI, 1150,	5 KW (DA-2),	NOSTALGIA	SHN NBC, \$ NA	(K & P)	(MORRO BAY)
KVEC, 920,	1 KW/500 W (DA-1),	NEWS	CNN ABC, \$ NA	( --- )	
KDDB-F, 92.5,	4 KW @ 1535	COUNTRY	MBS, \$ NA	(D & R)	(PASO R.)
KIQO-F, 104.5,	6 KW @ 1400	OLDIES	SMN, \$ NA	( --- )	(ATASCADERO)
KKJG-F, 98.1,	4 KW @ 1624	COUNTRY	, \$ NA	(D & R)	
KOTR-F, 94.9,	25 KW @ 328	AOR	, \$ NA	( --- )	(CAMBRIA)
KSLY-F, 96.1,	6 KW @ 1410	CHR	, \$ NA	(Katz)	
KSTT-F, 101.3,	3 KW @ 1686	SOFT AC	, \$ NA	( --- )	(LOS OSOS)
KWBR-F, 95.3,	4 KW @ 390	AOR	, \$ NA	(Eastman)	(PISHO BCH)
KWSP-F, 106.1,	1 KW @ 1466	??	, \$ NA	(K & P)	(S.MARGARITA)
KZOZ-F, 93.3,	29 KW @ 1431	AOR	, \$ NA	(Christal)	

SANTA BARBARA, CA

MSA Rank/Pop: 121/378,800  
 (w/Lompoc & S. Maria)  
 ARB Rank/Pop: 179/168,100  
 Market TSL: 21.0 Hours  
 Average Person Rating: 15.8

Diaries: 445  
 Sample Target: 410  
 % Below Line: 17.4  
 % Not Listed: 28.7

Retail \$: 1.5 Bil  
 FM Share: 70.90%  
 Stations: 21/11

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. KHTY-F (CHR)	22/ 8.3	6.2	5.7	5.1	7.4	321	19.1	19.7	19.4
2. KSBL-F (SAC)	19/ 7.2	6.2	7.2	6.3	5.4	324	19.3	18.2	15.5
KTYD-F (AOR)	19/ 7.2	8.4	10.2	8.1	11.1	414	24.6	25.9	28.1
4. KTMS (N/T)	18/ 6.8	5.5	6.8	7.0	6.1	252	15.0	18.4	20.5
5. KRUZ-F (SAC)	16/ 6.0	6.6	6.1	8.8	7.1	239	14.2	14.5	18.0
6. KSPE (SP)	12/ 4.5	4.4	6.1	2.9	3.4	146	8.7	8.2	5.3
7. KMGQ-F (AC)	11/ 4.2	5.5	6.8	5.9	4.4	234	13.9	15.7	16.0
8. KDB -F (CL)	9/ 3.4	5.5	5.7	6.6	4.4	193	11.5	11.1	15.2
KCQR-F (CL. AOR)	9/ 3.4	5.1	5.7	3.3	6.1	225	13.4	17.5	16.8

10.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KTMS <	1. KTMS	1. KTYD-F	1. KRUZ-F
2. KTYD-F	2. KHTY-F<	KSBL-F<	2. KHTY-F
3. KHTY-F<	3. KRUZ-F<	3. KHTY-F	3. KDB -F
4. KSBL-F	4. KSBL-F<	4. KRUZ-F	KSBL-F
5.	5. KTYD-F	5.	KCAQ-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KHTY-F<	1. KHTY-F<	1. KSBL-F<	1. KRUZ-F<	1. KTYD-F	1. KSBL-F>
2. KTYD-F	2. KTYD-F	2. KTYD-F	2. KTMS >	2. KTMS	2. KHTY-F
3. KSBL-F	KSBL-F	3. KHTY-F	3. KSBL-F	KCQR-F>	3. KMGQ-F
KSPE	4. KSPE	4. KMGQ-F	4. KDB -F	4.	4. KTYD-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIST	1340	SANTA BARBARA	1.5/ 8.7
KKSB	1290	SANTA BARBARA	1.5/ 6.3
KCAQ-F	104.7	OXNARD	2.6/ 9.3
KELF-F	95.9	CAMARELLO	3.0/ 4.2
KFI	640	LOS ANGELES	1.9/ 5.7
KHAY-F	100.7	VENTURA	1.9/ 7.7
KLOS-F	95.5	LOS ANGELES	2.3/ 8.6
KNX	1070	LOS ANGELES	2.3/12.2
KROQ-F	106.7	PASADENA	0.4/ 2.9
KRTH-F	101.1	LOS ANGELES	0.4/ 5.1
KTRO	1520	OXNARD	2.3/ 5.0
KTWV-F	94.7	LOS ANGELES	0.4/ 2.1

RADIO STATIONS

KIST,	1340,	1 KW	, AC/Oldies	, \$11.00	(CBS)
KSPE,	1490,	1 KW (DA-2)	, Hispanic	UPI, \$16.00	(Lotus)
KSSM,	990,	5 KW/500 W	, Nostalgia (?)	AP, \$11.00	(Roslin)
KTMS,	1250,	2.5 KW/1 KW (DA-1),	News/Talk	CNN ABC, \$25.00	( --- ) Larson
KCQR-F,	94.5,	.9 KW @ 2949,	AOR/Classical	, \$22.00	(Banner) (ELLWOOD)
KDB-F,	93.7,	13 KW @ 869,	Classical	, \$31.00	(CMBS)
KHTY-F,	97.5,	18 KW @ 2919,	CHR	ABC, \$22.00	( --- ) Larson
KMGQ-F,	106.3,	360 W @ 869,	AC	, \$27.00	(CBS) (GOLETA)
KRUZ-F,	103.3,	105 KW @ 2978,	SAC/EZ	, \$36.00	(Katz)
KSBL-F,	101.7,	310 W @ 810,	Soft AC	UNISTR, \$30.00	(Katz) (CARPINTERIA)
KTYD-F,	99.9,	34 KW @ 1279,	AOR	, \$41.00	(Mc-Guild)

KNX -- see Los Angeles

KCAQ-F -- See Oxnard-Ventura

SANTA FE, NM  
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MSA Rank/Pop: 270/120,900  
ARB Rank/Pop: 323/101,100  
Market TSL: 23.50 Hours  
Average Person Rating: 18.1

Diaries: 313  
Sample Target: 300  
% Below Line: 54.6  
% Not Listed: 19.7

Retail \$: 0.92 Bil  
FM Share: 82.31%  
Stations: 22/8

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	RATING S91
1. KLSK-F (CL AOR)	15/8.2	---	4.5	---	7.6	224	22.2	21.6	23.2
2. KSWV (SP)	10/5.5	---	3.4	---	0.6	51	5.0	3.5	6.3
KIOT-F (NAC/AOR)	10/5.5	---	2.8	---	---	128	12.7	9.8	---
KOLT-F (C)	10/5.5	---	9.1	---	7.0	142	14.0	19.6	12.1
KKOB (FS)	10/5.5	---	3.4	---	2.3	122	12.1	12.6	10.5
6. KZRR-F (AOR)	9/4.9	---	2.3	---	5.8	134	13.3	10.7	17.2
KMGA-F (SAC)	9/4.9	---	3.4	---	1.7	136	13.5	11.3	8.4
KKSS-F (CHR)	9/4.9	---	5.1	---	6.4	152	15.0	13.3	18.1
KHFM-F (CL)	9/4.9	---	6.8	---	5.8	114	11.3	16.6	13.6
10. KZRQ-F (AOR)	8/4.4	---	3.4	---	---	115	11.4	8.3	---
11. KKOB-F (AC)	7/3.8	---	1.1	---	5.2	141	13.9	9.8	15.4
12. KBOM-F (O)	6/3.3	---	4.0	---	3.5	114	11.3	7.1	9.8
KNYN-F (C)	6/3.3	---	4.5	---	2.9	127	12.6	14.0	11.3
14. KBAC-F (AOR)	5/2.7	---	2.3	---	5.8	62	6.1	5.3	8.2
KRST-F (C)	5/2.7	---	6.8	---	2.9	133	13.2	18.3	9.2

12+ AMD

1. KKOB
2. KZRR-F<
3. KIOT-F
4. KOLT-F
- 5.

12+ MID

1. KLSK-F
2. KIOT-F
3. KKOB
4. KKOB-F
- KOLT-F
- KZRR-F

12+ PMD

1. KLSK-F>
2. KHFM-F
- KIOT-F
- KOLT-F
- 5.

12+ EVE

1. KKSS-F>
2. KLSK-F
- KHFM-F
4. KZRQ-F
- 5.

ADULTS 18-34

1. KLSK-F>
2. KOLT-F
3. KIOT-F
- KZRQ-F
- 5.

ADULTS 18-49

1. KLSK-F>
2. KIOT-F
3. KMGA-F
4. KOLT-F
- KZRR-F

ADULTS 25-54

1. KLSK-F
2. KIOT-F
3. KMGA-F
4. KZRR-F
5. KKOB-F

ADULTS 35+

1. KKOB
- KSWV
3. KHFM-F
- 4.
- 5.

MEN 25-54

1. KLSK-F>>
2. KIOT-F
- KZRR-F
4. KKOB
- KNYN-F

WOMEN 25-54

1. KMGA-F
2. KIOT-F
3. KKOB-F
- KRST-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDCE	950	ESPANOLA	1.6/ 4.4
KNLA-F	101.1	WHITE ROCK	2.2/11.7
KTRC	1400	SANTA FE	1.6/ 5.7
KAMX-F	107.9	ALBUQUERQUE	0.5/ 4.5
KASY-F	103.3	ALBUQUERQUE	0.5/ 4.5
KKJY-F	100.3	ALBUQUERQUE	2.2/10.8
KRBL-F	98.5	LOS ALAMOS	1.6/ 8.4

RADIO STATIONS

KDCE, 950,	4.2 KW/80W	, Hispanic	CNN UNISTR, \$10.00	(Lotus Hisp.)	(ESPANOLA)
KSWV, 810,	5 KW (DAYS)	, Hispanic	, \$12.00	(Caballero)	
KTRC, 1400,	1 KW	, Nostalgia	ABC, \$13.00	(Eastman)	
KBOM-F, 106.7,	15 KW @ 1948	, Oldies	, \$15.00	(K & P)	
KNYN-F, 95.5,	19 KW @ 1850	, Country	MBS UNISTR, \$15.00	( --- )	

Other ranked stations -- see Albuquerque in Spring 93 edition



SOUTHERN ILLINOIS  
-----  
(Marion - Carbondale)

MSA Rank/Pop: NA  
ARB Rank/Pop: 200/135,100  
Market TSL: 19.75 Hours  
Average Person Rating: 14.7

Diaries: 434  
Sample Target: 380  
% Below Line: 12.6  
% Not Listed: 16.6

Retail \$: 1.13 B11  
FM Share: 94.58%  
Stations: 17/11

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WDDD-F (C)	49/24.6	---	28.1	---	18.9	527	39.0	36.1	32.7
2. WCIL-F (CHR)	26/13.1	---	16.1	---	19.3	407	30.1	37.5	39.7
3. WTOA-F (AOR)	24/12.1	---	12.0	---	6.6	277	20.5	21.1	16.3
4. WOOZ-F (O)	14/ 7.0	---	7.4	---	10.1	245	18.1	21.8	21.2
5. WUEZ-F (SAC)	11/ 5.5	---	4.1	---	2.6	82	6.1	8.5	9.0
6. KEZS-F (SAC)	8/ 4.0	---	3.2	---	6.6	161	11.9	10.4	13.6
KGMO-F (AC)	8/ 4.0	---	1.8	---	4.8	159	11.8	10.2	17.5
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDDD-F>>	1. WDDD-F>>	1. WDDD-F>>	1. WTOA-F
2. WCIL-F>	2. WTOA-F	2. WCIL-F<	2. WCIL-F
3. WTOA-F	3. WCIL-F>	3. WTOA-F>	3. WDDD-F
4. WUEZ-F	4.	4.	4. WOOZ-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WTOA-F	1. WDDD-F>	1. WDDD-F>>	1. WDDD-F>>	1. WDDD-F>>	1. WDDD-F>
2. WDDD-F<	2. WTOA-F	2. WTOA-F	2.	2. WTOA-F	2. WCIL-F>
3. WCIL-F>>	3. WCIL-F	3. WCIL-F>	3.	3. KGMO-F	3. WTOA-F>
4.	4.	4.	4.	4.	4. WOOZ-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIL	1020	CARBONDALE	1.0/ 5.2
WEZS-F	95.1	CARTERSVILLE	2.0/ 7.3
WINI	1420	MURPHYSBORO	1.0/ 3.3
WJPF	1340	HERRIN	2.0/ 6.6
WQRL-F	106.3	BENTON	1.5/ 4.7
WXAN-F	103.9	AVA	1.0/ 4.7
KMOX	1120	ST. LOUIS	0.5/ 6.3
KPNT-F	105.7	ST. GENEVIEVE, MO	1.0/ 2.8
WBVN-F	104.5	CARRIER MILLS	1.5/ 2.4
WMIX-F	94.1	MT. VERNON	1.5/ 5.1

RADIO STATIONS

WCIL-F, 101.5,	50 KW @ 351,	CHR	ABC, \$ NA	( --- )	
WDDD-F, 107.3,	50 KW @ 492,	Country	NBC, \$ NA	( --- )	
WOOZ-F, 99.9,	32 KW @ 620,	Oldies	NBC UNISTR, \$ NA	(Banner)	Zimmer
WTOA-F, 105.1,	25 KW @ 308,	AOR	UNISTR, \$ NA	(Christal)	
WUEZ-F, 103.5,	6 KW @ 328,	Soft AC	, \$ NA	( --- )	(CHRISTOPHER)
WXAN-F, 103.9,	1.2 KW @ 469,	Religion	USA, \$ NA	( --- )	(AVA)
KEZS-F, 102.9,	100 KW @ 948,	Soft AC/EZ	ABC UNISTR, \$ NA	(Banner)	Zimmer
KGMO-F, 100.7,	100 KW @ 699,	AC	MBS, \$ NA	(D & R)	Withers

SPRINGFIELD, IL

MSA Rank/Pop: 198/191,400  
 ARB Rank/Pop: 187/158,600  
 Market TSL: 22.0 Hours  
 Average Person Rating: 17.2

Diaries: 401  
 Sample Target: 410  
 % Below Line: 2.6  
 % Not Listed: 16.5

Retail \$: 1.51 B11  
 FM Share: 75.33%  
 Stations: 13/11

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WYMG-F (AOR)	41/15.1	---	19.0	---	19.2	534	33.7	29.0	25.5
2. WNNS-F (AC)	37/13.6	---	10.5	---	13.3	414	26.1	25.2	29.4
3. WFMB-F (C)	36/13.2	---	12.8	---	10.7	395	24.9	21.1	20.8
4. WTAX (FS)	30/11.0	---	10.1	---	7.0	398	25.1	17.7	17.2
5. WDBR-F (CHR)	19/ 7.0	---	12.8	---	13.7	419	26.4	30.2	29.6
6. WMAY (C)	16/ 5.9	---	4.3	---	4.4	203	12.8	10.2	12.6
7. WQLZ-F (AOR)	15/ 5.5	---	---	---	---	167	10.5	---	---
8. WVEM-F (AC)	11/ 4.0	---	8.1	---	4.8	189	11.9	13.1	13.1
9.									
10.									

12+ AMD	12+ MID	12+ PHD	12+ EVE
1. WYMG-F<	1. WNNS-F	1. WYMG-F<	1. WYMG-F
2. WFMB-F	2. WYMG-F	2. WNNS-F>	2. WNNS-F
3. WTAX	3. WTAX <	3. WFMB-F	3. WTAX
4. WNNS-F	4. WFMB-F	4. WTAX	4. WFMB-F
5. WMAY	5.	5.	5. WDBR-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WYMG-F>>	1. WYMG-F	1. WNNS-F<	1. WFMB-F	1. WYMG-F	1. WNNS-F>
2. WNNS-F	2. WNNS-F>	2. WYMG-F	2. WTAX <	2. WTAX <	2. WFMB-F<
3. WQLZ-F	3. WFMB-F	3. WFMB-F>	3. WNNS-F>	3. WNNS-F	3. WYMG-F>
4.	4. WQLZ-F	4. WTAX	4. WMAY	4. WQLZ-F	4.
5.	5.	5. WQLZ-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCVS-F	96.7	VIRDEN	2.2/11.1
WFMB	1450	SPRINGFIELD	1.1/ 6.3
WLUJ-F	97.7	PETERSBURG	2.2/ 6.0
KHOX	1120	ST. LOUIS	1.1/ 8.1
WLS	890	CHICAGO	1.5/ 3.4

RADIO STATIONS

WCVS,	1450,	1 KW	, Oldies	, \$11.00	(Mc-Guild)	Neuhoff
WMAY,	970,	1 KW/500 W (DA-2),	Country	NBC CNN, \$14.00	(D & R)	Midwest Family
WTAX,	1240,	1 KW	, Full Service	CBS MBS, \$20.00	(Christal)	Lake Shore
WDBR-F,	103.7,	50 KW @ 298	, CHR	, \$24.00	(Christal)	Lake Shore
WFMB-F,	104.5,	43 KW @ 430	, Country	ABC, \$22.00	(Mc-Guild)	Neuhoff
WQLZ-F,	92.7,	12 KW @ 482	, AOR	, \$13.00	( --- )	(TAYLORVILLE)
WNNS-F,	98.7,	50 KW @ 469	, AC	, \$21.00	(D & R)	Midwest Family
WVEM-F,	101.9,	50 KW @ 276	, Soft AC	ABC, \$18.00	(K & P)	Saga
WYMG-F,	100.5,	50 KW @ 492	, AOR	, \$30.00	(K & P)	Saga (JACKSONVILLE)

STAMFORD - NORWALK, CT

HSA Rank/Pop: NA  
 ARB Rank/Pop: 129/282,100  
 Market TSL: 20.75 Hours  
 Average Person Rating: 16.2

Diaries: 468  
 Sample Target: 440  
 % Below Line: 61.7  
 % Not Listed: 13.6

Retail \$: 3.1 Bil  
 FM Share: 66.33%  
 Stations: 35/7

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. WEBE-F (AC)	29/6.3	5.6	3.8	4.1	5.6	482	17.1	13.9	16.7
2. WCBS (N)	27/5.9	7.0	5.7	5.3	6.0	615	21.8	21.2	23.5
3. WEZN-F (SAC)	24/5.3	5.0	5.5	3.9	5.8	423	15.0	12.7	16.9
4. WNLK (AC/FS)	21/4.6	5.4	2.1	4.1	4.4	240	8.5	8.0	6.0
5. WSTC (FS)	20/4.4	3.4	5.5	4.3	6.7	307	10.9	13.2	11.1
6. WFAN (SPRTS)	19/4.2	4.1	4.4	5.7	5.3	406	14.4	15.3	13.0
WHTZ-F (CHR)	19/4.2	5.0	4.9	5.0	4.9	460	16.3	17.7	13.2
8. WEFX-F (CL AOR)	17/3.7	4.3	5.9	5.5	4.9	471	16.7	16.9	16.8
WKHL-F (O)	17/3.7	1.1	1.3	1.8	2.0	353	12.5	5.2	7.7

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXRK-F	1. WEBE-F	1. WEBE-F	1. WQHT-F
2. WFAN <	2. WABC	2. WCBS <	2. WSTC
3. WCBS	WEZN-F	3. WHTZ-F	WHTZ-F
WSTC <	4. WNLK	4. WEFX-F	4. WEFX-F
5. WNLK <	WYNY-F	5. WEZN-F	5. WPLJ-F
6. WEBE-F	6.	6.	6.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WQHT-F	1. WEBE-F	1. WEBE-F	1. WCBS	1. WFAN	1. WEBE-F
2. WEBE-F	2. WEFX-F	2. WKHL-F	2. WNLK-F	2. WKHL-F	2. WEZN-F
3. WHTZ-F	3. WKHL-F	WEZN-F	3. WEZN-F	3. WXRK-F	3. WCBS
4. WXRK-F	WFAN	4. WNLK	4. WFAN	4. WYNY-F	4. WKHL-F
5. WEFX-F	WHTZ-F	5. WCBS	5. WEBE-F	WEBE-F	5.
	WQHT-F				
	WXRK-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCH	1490	GREENWICH	0.9/ 4.4
WMMM	1260	WESTPORT	1.1/ 3.2
WICC	600	BRIDGEPORT	0.4/ 2.7
WPLR-F	99.1	NEW HAVEN	0.9/ 3.3
WRKI-F	95.1	BROOKFIELD	2.0/ 5.9

See New York or Nassau-Suffolk for more about the following:

WABC	2.8/ 9.6	WLTW-F	1.5/ 5.3	WQEW	0.7/ 2.3
WADO	1.3/ 2.7	WNCN-F	1.8/ 7.3	WQHT-F	3.9/ 8.1
WBAB-F	0.4/ 3.4	WNEW-F	1.3/ 6.7	WQXR-F	1.1/ 3.0
WBLS-F	1.5/ 5.4	WOR	2.4/ 7.0	WRKS-F	3.3/ 9.0
WCBS-F	1.5/ 7.1	WPAT-F	2.4/ 6.6	WSKQ-F	1.5/ 4.2
WDRE-F	0.7/ 3.5	WPLJ-F	3.1/10.1	WXRK-F	3.1/11.6
WINS	0.4/ 4.9	WQCD-F	1.3/ 5.6	WYNY-F	2.8/ 8.5

RADIO STATIONS

WGCH,	1490,	1 KW	, Talk/News	AP	NBC , \$26.00 (Roslin)
WNLK,	1350,	1 KW/500 W (DA-N)	, AC/Full Service	UNISTR	ABC , \$27.00 (Eastman)
WSTC,	1400,	1 KW	, Full Service		ABC , \$59.00 (MMR)
WEFX-F,	95.9,	3 KW @ 300	, Classic AOR		, \$60.00 (Eastman)
WQQQ-F,	96.7,	3 KW @ 328	, Oldies		, \$33.00 (MMR)

OTHER RANKED STATIONS: See New York or Bridgeport in Spring 93 Edition

STATE COLLEGE, PA

MSA Rank/Pop: NA  
 ARB Rank/Pop: 228/110,500  
 Market TSL: 21.75 Hours  
 Average Person Rating: 16.5

Diaries: 347  
 Sample Target: 320  
 % Below Line: 29.7  
 % Not Listed: 24.7

Retail \$: 0.8 B11  
 FM Share: 83.21%  
 Stations: 10/6

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	RATING S91
1. WFGY-F (C)	42/23.1	---	23.6	---	4.7	352	31.9	33.0	15.2
2. WBHV-F (O)	22/12.1	---	17.4	---	21.3	307	27.8	36.8	39.2
3. WQWK-F (AOR)	20/11.0	---	10.1	---	13.3	320	29.0	28.7	26.9
4. WRSC (FS)	18/ 9.9	---	7.9	---	5.3	230	20.8	20.7	17.6
WZWW-F (AC)	18/ 9.9	---	10.7	---	12.0	292	26.4	26.0	28.4
6. WGMR-F (C)	6/ 3.3	---	---	---	9.3	127	11.5	---	17.1
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WFGY-F>	1. WFGY-F>	1. WFGY-F>>	1. WFGY-F>
2. WRSC >	2. WZWW-F<	2. WBHV-F<	2. WQWK-F>
3. WQWK-F<	3. WQWK-F	3. WQWK-F<	3. WBHV-F
4. WZWW-F	WBHV-F	4. WZWW-F	4. WRSC
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WFGY-F	1. WFGY-F>	1. WFGY-F	1. WFGY-F>	1. WFGY-F<	1. WFGY-F<
WQWK-F	2. WQWK-F	2. WZWW-F	2. WRSC	2. WQWK-F	2. WZWW-F>
3. WBHV-F>	3. WZWW-F<	3. WQWK-F>	3. WZWW-F>	3. WZWW-F>	3. WBHV-F
4.	4. WBHV-F	4.	4.	4.	4. WQWK-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBLF	970	BELLEFONTE	1.1/3.5
WMAJ	1450	STATE COLLEGE	1.6/8.3
WFGI-F	94.5	STATE COLLEGE	1.6/4.4
WKSJ-F	102.7	WILLIAMSPORT	1.6/3.0

RADIO STATIONS

WMAJ, 1450, 1 KW	, Talk	CBS SUN, \$ NA ( --- )	Burbach
WRSC, 1390, 2.5 KW/1 KW (DA-1),	Full Service	MBS ABC, \$ NA (Dome)	Telemedia
WBHV-F, 103.1, 3 KW @ -53	, Oldies	NBC, \$ NA (Comm.)	Burbach
WQWK-F, 97.1, 3 KW @ 403	, AOR/Classic	, \$ NA (Torbet)	Telemedia
WZWW-F, 95.3, 3 KW @ 581	, AC	UNISTR, \$ NA ( --- )	

WFGY-F -- see Altoona in Spring 93 edition

TEXARKANA, TX-AR

MSA Rank/Pop: 271/120,800  
 ARB Rank/Pop: 235/ 98,900  
 Market TSL: 22.50 Hours  
 Average Person Rating: 16.5

Diaries: 313  
 Sample Target: 310  
 % Below Line: 12.9  
 % Not Listed: 20.2

Retail \$: 0.92 B11  
 FM Share: 93.85%  
 Stations: 14/10

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. KKYR-F (C)	57/35.0	---	42.2	---	33.1	476	48.1	55.7	43.2
2. KTWN-F (C)	11/ 6.7	---	5.4	---	4.8	108	10.9	15.6	10.1
3. KTOY-F (B)	10/ 6.1	---	---	---	---	132	13.3	---	---
4. KTAL-F (AOR)	9/ 5.5	---	8.2	---	6.9	165	16.7	19.2	17.4
5. KHSP-F (REL)	7/ 4.3	---	2.0	---	---	99	10.0	9.3	---
6. KLLI-F (AC)	6/ 3.7	---	6.8	---	4.1	103	10.4	15.7	11.8
KARQ-F (AC)	6/ 3.7	---	0.7	---	---	42	4.2	7.6	---
8. KXAR-F (B)	5/ 3.1	---	4.1	---	9.7	90	9.1	8.0	16.9
KITT-F (AC)	5/ 3.1	---	0.7	---	6.2	146	14.8	7.7	11.5
KZRB-F (AOR)	5/ 3.1	---	---	---	---	82	8.3	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>
2.	2. KTWN-F	2. KTWN-F	2. KTOY-F
3.	3.	3. KTAL-F	3.
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>	1. KKYR-F>>
2. KTWN-F>	2. KTWN-F	2. KTOY-F	2.	2. KTAL-F>	2. KTOY-F
3.	3. KTAL-F	3. KTWN-F	3.	3.	3. KLLI-F
4.	4. KTOY-F	4. KTAL-F	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCMC	740	TEXARKANA	2.5/7.8
KHSP	1400	TEXARKANA	1.8/5.0
KTWN	940	TEXARKANA	0.6/4.8
KWKH-F	94.5	SHREVEPORT	0.6/6.4

RADIO STATIONS

KCMC,	740,	1 KW (DA-N)	,	Country	MBS, \$10.00	(K & P)	
KHSP-F,	103.9,	5 KW @ 354,	,	Religion	\$ 7.00	( --- )	(ASHDOWN)
KKYR-F,	102.5,	100 KW @ 459,	,	Country	\$26.00	(Banner)	Broadcaster Unlimited
KLLI-F,	95.9,	1 KW @ 449,	,	AC	\$13.00	(Mc-Guild)	(HOOKS)
KTOY-F,	104.7,	3 KW @ 390,	,	Black	\$13.00	(Roslin)	
KTWN-F,	107.1,	3 KW @ 478,	,	Country	ABC, \$11.00	( --- )	
KXAR-F,	101.7,	3 KW @ 295,	,	Black	AURN, \$10.00	(K & P)	(HOPE)
KZRB-F,	103.5,	6 KW @ 328,	,	AOR	ABC SMN, \$ 9.00	( --- )	(NEW BOSTON)

KTAL, KRMD -- see Shreveport in Spring 93 edition

TRENTON, NJ

MSA Rank/Pop: 138/330,800  
 ARB Rank/Pop: 131/281,000  
 Market TSL: 22.25 Hours  
 Average Person Rating: 17.2

Diaries: 430  
 Sample Target: 440  
 % Below Line: 49.0  
 % Not Listed: 25.6

Retail \$: 2.7 Bil  
 FM Share: 76.67%  
 Stations: 25/6

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WKXW-F (T/O)	37/7.6	---	7.3	---	8.7	717	25.5	17.7	25.3
2. WPST-F (CHR)	36/7.4	---	5.7	---	7.8	542	19.3	18.2	22.2
3. WIOQ-F (CHR)	25/5.2	---	4.5	---	4.3	419	14.9	15.6	12.2
4. WYSP-F (CL AOR)	24/5.0	---	5.5	---	4.3	405	14.4	16.2	14.0
5. WBUD (BB)	23/4.8	---	6.9	---	5.4	261	9.3	11.5	10.3
6. WYXR-F (AC)	22/4.5	---	4.3	---	3.3	343	12.2	10.8	13.8
7. WUSL-F (B)	19/3.9	---	4.9	---	4.6	298	10.6	10.1	10.5
8. WHWH (FS)	18/3.7	---	4.3	---	3.3	225	8.0	9.3	13.0
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKXW-F	1. WPST-F>	1. WPST-F	1. WKXW-F<
2. WPST-F	2. WYSP-F	2. WIOQ-F<	2. WYXR-F>
3. WBUD	3. WBUD	3. WKXW-F	3. WIOQ-F
4. WUSL-F<	4. WKXW-F	4. WYSP-F	4. WDAS-F
5. WHWH	WJJZ-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WPST-F>>	1. WPST-F>	1. WKXW-F	1. WKXW-F	1. WYSP-F>	1. WKXW-F>
2. WDAS-F	2. WKXW-F	2. WYSP-F	2. WBUD	2. WPST-F	2. WUSL-F
3. WYSP-F	3. WYSP-F	3. WPST-F	3. WHWH	3. WKXW-F	3. WJJZ-F
4. WUSL-F	4. WDAS-F	4. WXTU-F	4. WOR	4. WMMR-F	4. WMGK-F
5.	5.	5.	5.	5. WXTU-F	5. WOGI-F
					6. WYXR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHR-F	94.5	TRENTON	0.6/ 3.7
WIMG	1300	TRENTON	1.2/ 3.6
WMGQ-F	98.3	NEW BRUNSWICK	0.8/ 2.6

See New York Or Philadelphia For More Information About These Stations:

WABC	1.2/ 5.1	WOGI-F	3.1/11.4
WCBS	1.2/ 6.4	WOR	3.5/ 5.5
WDAS-F	3.5/ 6.2	WPLJ-F	1.7/ 5.6
WFAN	1.7/ 6.9	WQHT-F	0.6/ 4.2
WJJZ-F	2.9/ 7.8	WWDB-F	0.6/ 4.0
WMGK-F	2.1/ 9.5	WXRK-F	1.0/ 5.0
WMMR-F	2.9/14.2	WXTU-F	3.5/ 8.3

RADIO STATIONS

WBUD	, 1260	, 5 KW/1 KW (DA-2)	, Nostalgia	AP MBS, \$33.00	(Mc-Guild)	Press
WHWH	, 1350	, 5 KW (DA-2)	, Full Service	ABC, \$36.00	(Katz)	
WIMG	, 1300	, 5 KW/2.5 KW	, Gospel	AURN, \$10.00	( --- )	Willis
WCHR-F,	94.5,	50 KW @ 492	, Religion	, \$10.00	( --- )	Great Scott
WKXW-F,	101.5,	18 KW @ 810	, Oldies/Talk	AP, \$66.00	(Mc-Guild)	Press
WPST-F,	97.5,	50 KW @ 430	, CHR	, \$54.00	(Katz)	

Other ranked stations -- see Philadelphia

TRI-CITIES, WA  
 (Richland - Kennewick - Pasco)

MSA Rank/Pop: 227/152,200  
 ARB Rank/Pop: 215/120,600  
 Market TSL: 22.0 Hours  
 Average Person Rating: 16.8

Diaries: 407  
 Sample Target: 370  
 % Below Line: 5.9  
 % Not Listed: 19.7

Retail \$: 1.1 BI  
 FM Share: 83.44%  
 Stations: 14/11

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. KORD-F (C)	38/18.7	---	9.5	---	13.4	402	33.3	17.0	19.6
2. KEGX-F (CL AOR)	31/15.3	---	3.2	---	2.2	280	23.2	10.1	8.1
3. KIOK-F (CHR)	29/14.3	---	17.9	---	21.5	365	30.3	36.7	41.8
4. KONA-F (SAC)	12/ 5.9	---	3.7	---	7.0	147	12.2	11.7	13.2
5. KONA (FS)	11/ 5.4	---	8.9	---	7.0	207	17.2	19.5	18.5
6. KTCR (T)	9/ 4.4	---	5.8	---	3.2	110	9.1	7.9	5.6
7. KEYW-F (AC)	7/ 3.4	---	5.8	---	3.2	146	12.1	13.5	15.4
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KORD-F>	1. KORD-F<	1. KORD-F	1. KIOK-F
2. KEGX-F<	2. KEGX-F>	2. KEGX-F	2. KEGX-F
3. KIOK-F<	3. KIOK-F	3. KIOK-F>	3. KORD-F>
4. KONA	4. KTCR	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KEGX-F>	1. KEGX-F<	1. KORD-F	1. KORD-F>>	1. KORD-F<	1. KORD-F
2. KORD-F>	2. KORD-F>	2. KEGX-F>	2.	2. KEGX-F>	2. KEGX-F>
3. KIOK-F>	3. KIOK-F>	3. KIOK-F	3.	3. KIOK-F	3. KIOK-F
4.	4.	4.	4.	4.	4. KONA-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALE	960	RICHLAND	2.5/10.8
KNLT-F	95.7	WALLA WALLA	1.5/11.2
KORD	870	PASCO	1.0/ 6.1
KZXR-F	101.7	PROSSER	2.0/ 3.7
KLSY-F	92.5	BELLEVUE	3.0/ 3.7
KWHT-F	103.5	PENDLETON, OR	1.0/ 6.6
KZLN-F	97.5	OTHELLO	2.0/ 4.2

RADIO STATIONS

KALE,	960,	5 KW/1 KW (DA-N)	, Oldies/Nost.	NBC, \$ 8.00	(D & R)	SRO
KONA,	610,	5 KW (DA-2)	, Full Service	ABC, \$14.00	(K & P)	
KTCR,	1340,	1 KW	, Talk	NBC-T MBS, \$11.00	(Christal)	Pourtales
KEYW-F,	98.3,	3 KW @ 197	, AC/Oldies	UNISTR, \$13.00	( --- )	Unicom
KIOK-F,	94.9,	100 KW @ 1250	, CHR	, \$24.00	(D & R)	SRO
KNLT-F,	95.7,	100 KW @ 1401	, AC	UNISTR, \$14.00	(Banner)	(WALLA WALLA)
KONA-F,	105.3,	100 KW @ 1181	, EZ/Soft AC	, \$10.00	(K & P)	
KORD-F,	102.7,	100 KW @ 1099	, Country	ABC, \$13.00	(MMR)	
KEGX-F,	106.5,	2.5 KW @ - 52	, CL AOR	MBS, \$10.00	(Christal)	Pourtales
KZXR-F,	101.7,	3.5 KW @ 869	, AOR	MBS, \$10.00	(Tacher)	(PROSSER)

TUPELO, MS

MSA Rank/Pop: NA  
 ARB Rank/Pop: 176/173,500  
 Market TSL: 25.75 Hours  
 Average Person Rating: 19.0

Diaries: 464  
 Sample Target: 420  
 % Below Line: 2.7  
 % Not Listed: 17.6

Retail \$: 1.13 Bil  
 FM Share: 94.10%  
 Stations: 19/15

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. WWZD-F (C)	87/26.4	---	---	---	---	663	38.2	---	---
2. WWMS-F (C)	40/12.2	---	---	---	---	423	24.4	---	---
3. WWKZ-F (CHR)	29/ 8.8	---	---	---	---	434	25.0	---	---
4. WESE-F (B)	16/ 4.9	---	---	---	---	168	9.7	---	---
WSYE-F (AC)	16/ 4.9	---	---	---	---	286	16.5	---	---
6. WBIP-F (C)	14/ 4.3	---	---	---	---	127	7.3	---	---
WSEL-F (B)	14/ 4.3	---	---	---	---	115	6.6	---	---
8. WFTA-F (AC)	12/ 3.6	---	---	---	---	186	10.7	---	---
9. WZLQ-F (AOR)	10/ 3.0	---	---	---	---	160	9.2	---	---
10. WPMX (B)	9/ 2.7	---	---	---	---	75	4.3	---	---

12+ AMD

1. WWZD-F>>
2. WWMS-F  
WWKZ-F
- 4.
- 5.

12+ MID

1. WWZD-F>>
2. WWMS-F<
3. WWKZ-F>
- 4.
- 5.

12+ PMD

1. WWZD-F>>
2. WWMS-F
3. WWKZ-F
4. WESE-F
- 5.

12+ EVE

1. WWZD-F>>
2. WESE-F
3. WSEL-F  
WWMS-F  
WZLQ-F

ADULTS 18-34

1. WWZD-F>>
2. WWKZ-F>>
- 3.
- 4.
- 5.

ADULTS 18-49

1. WWZD-F>>
2. WWKZ-F<
3. WWMS-F
- 4.
- 5.

ADULTS 25-54

1. WWZD-F>
2. WWMS-F>
3. WWKZ-F
- 4.
- 5.

ADULTS 35+

1. WWZD-F
2. WWMS-F>>
- 3.
- 4.
- 5.

MEN 25-54

1. WWZD-F
2. WWMS-F>>
3. WWKZ-F
- 4.
- 5.

WOMEN 25-54

1. WWZD-F>>
2. WWMS-F  
WWKZ-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACR-F	103.9	COLUMBUS	1.8/5.6
WAFM-F	95.3	AMORY	0.6/3.7
WCPC	940	HOUSTON	0.6/5.1
WELQ	580	TUPELO	0.9/3.3
WFTO	1330	FULTON	0.6/2.3
WFCA-F	107.9	ACKERMAN	0.3/1.6
WFXO-F	104.9	IUKA	0.6/3.3
WMBC-F	103.1	COLUMBUS	0.9/4.2
WTXT-F	98.1	FAYETTE, AL	0.9/3.3

RADIO STATIONS

WPMX, 1060, 1 KW/37 W	, Black	NBC, \$ NA	( --- )	(TUPELO)
WBIP-F, 99.3,	6 KW @ 298 , Country	, \$ NA	(Mid South)	(BOONEVILLE)
WFTA-F, 101.9,	100 KW @ 479 , AC	, \$ NA	(Keystone)	(FULTON)
WESE-F, 92.5,	5 KW @ 298 , Black	UPI, \$ NA	( --- )	(BALDWIN)
WSEL-F, 96.7,	3 KW @ 298 , Black	, \$ NA	( --- )	(PONTOTOC)
WSYE-F, 93.3,	100 KW @ 1804 , AC	, \$ NA	(Mc-Guild)	(HOUSTON)
WWKZ-F, 103.5,	100 KW @ 1004 , CHR	ABC UNISTR, \$ NA	(Roslin)	(NEW ALBANY)
WWMS-F, 97.5,	100 KW @ 981 , Country	ABC, \$ NA	( --- )	(OXFORD)
WWZD-F, 106.7,	28 KW @ 656 , Country	NBC, \$ NA	( --- )	(NEW ALBANY)
WZLQ-F, 98.5,	100 KW @ 380 , AOR	ABC SMN, \$ NA	( --- )	(TUPELO)



TUSCALOOSA, AL

MSA Rank/Pop: 226/153,400  
 ARB Rank/Pop: 206/130,200  
 Market TSL: 22.50 Hours  
 Average Person Rating: 16.6

Diaries: 458  
 Sample Target: 360  
 % Below Line: 7.4  
 % Not Listed: 20.4

Retail \$: 1.05 Bil  
 FM Share: 83.72%  
 Stations: 19/13

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WTXF-F (C)	43/19.9	---	17.6	---	15.0	375	28.8	29.8	23.2
2. WTUG-F (B)	26/12.0	---	9.7	---	12.5	273	21.0	21.8	19.0
3. WTSK (B)	18/ 8.3	---	11.5	---	12.0	148	11.4	19.7	17.6
4. WACT-F (C)	14/ 6.5	---	8.8	---	5.5	215	16.5	16.6	17.3
5. WTID-F (CL. AOR)	10/ 4.6	---	7.5	---	1.0	145	11.1	12.5	3.5
6. WFFX-F (AC)	9/ 4.2	---	3.5	---	6.0	164	12.6	12.7	14.5
WZBQ-F (CHR)	9/ 4.2	---	3.1	---	6.5	243	18.7	16.5	19.3
8. WCKO-F (O)	5/ 2.3	---	1.3	---	4.5	115	8.8	9.3	9.7
WACT (G)	5/ 2.3	---	3.5	---	4.0	77	5.9	8.4	9.0
10.									

12+ AMD

12+ MID

12+ PMD

12+ EVE

1. WTXF-F>
2. WTSK
3. WTUG-F
- 4.
- 5.

1. WTXF-F>>
2. WFFX-F
3. WTUG-F
- 4.
- 5.

1. WTXF-F>
2. WTUG-F>
3. WTID-F<
4. WACT-F
- 5.

1. WTUG-F>
2. WTXF-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

MEN 25-54

WOMEN 25-54

1. WTXF-F<
2. WTUG-F>>
- 3.
- 4.
- 5.

1. WTXF-F>
2. WTUG-F>
- 3.
- 4.
- 5.

1. WTXF-F>>
2. WTUG-F
3. WACT-F
- 4.
- 5.

1. WTXF-F>>
2. WTSK
- 3.
- 4.
- 5.

1. WTXF-F>>
- 2.
- 3.
- 4.
- 5.

1. WTXF-F>
2. WTUG-F
3. WTSK
- WACT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLXY-F	100.7	NORTHPORT	1.9/6.7
WQLW-F	104.3	EUTAW	3.2/9.8
WTNW	1230	TUSCALOOSA	0.9/6.3
WWPG	1280	TUSCALOOSA	1.4/3.8
WDJC-F	93.7	BIRMINGHAM	0.5/4.8
WENN-F	107.7	BIRMINGHAM	1.4/5.0
WMJJ-F	96.5	BIRMINGHAM	0.9/5.6
WNPT-F	102.9	LINDON	1.4/4.1
WODL-F	106.9	BIRMINGHAM	1.4/3.1
WZRR-F	99.5	BIRMINGHAM	1.9/5.0

RADIO STATIONS

WACT,	1420,	5 KW/106 W (DA-1),	Gospel	AP, \$ 9.00	(Roslin)
WTSK,	790,	5 KW/ 36 W	Black	AURN, \$13.00	(Eastman)
WACT-F,	105.5,	6 KW @ 298,	Country	AP, \$15.00	(Roslin)
WFFX-F,	95.7,	100 KW @ 410,	AC	, \$12.00	(Eastman)
WIDO-F,	104.3,	2.3 KW @ 371,	Black	AURN, \$10.00	( --- )
WTID-F,	101.7,	21 KW @ 728,	Classic AOR	SMN, \$12.00	(Torbet)
WTUG-F,	92.9,	100 KW @ 984,	Black	AURN, \$17.00	(Eastman)
WTXF-F,	98.1,	100 KW @ 905,	Country	NBC, \$16.00	(Christal)
WZBQ-F,	102.5,	12 KW @ 2050,	CHR	, \$10.00	(Torbet)
					(FAYETTE)
					(JASPER)

WZZK -- see Birmingham in Spring 93 edition

TYLER/LONGVIEW, TX

MSA Rank/Pop: 214/163,400 (Longview)  
 224/154,800 (Tyler)  
 ARB Rank/Pop: 139/248,300  
 Market TSL: 19.75 Hours  
 Average Person Rating: 14.7

Diaries: 476  
 Sample Target: 440  
 % Below Line: 5.2  
 % Not Listed: 18.9

Retail \$: 2.6 Bil  
 FM Share: 76.09%  
 Stations: 21/15

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	RATING S91
1. KNUE-F (C)	74/20.2	---	19.2	---	23.5	760	30.6	31.3	37.3
2. KZEY (B)	36/ 9.8	---	7.9	---	11.5	330	13.3	13.6	19.8
3. KOOI-F (SAC)	30/ 8.2	---	9.9	---	8.0	345	13.9	15.2	11.2
4. KYKX-F (C)	29/ 7.9	---	9.4	---	0.4	432	17.4	18.6	4.9
5. KISX-F (CHR)	24/ 6.6	---	8.2	---	9.7	479	19.3	17.9	21.1
6. KTYL-F (AC)	16/ 4.4	---	7.5	---	9.3	375	15.1	15.4	19.9
7. KTBB (FS/T)	14/ 3.8	---	2.9	---	7.5	286	11.5	9.7	16.0
8. KKTX-F (AOR)	13/ 3.6	---	3.1	---	4.0	261	10.5	10.3	8.3
9. KFRO-F (?)	11/ 3.0	---	---	---	---	89	3.6	---	---

12+ AMD

1. KNUE-F>
2. KOOI-F<
3. KYKX-F
4. KZEY
- 5.

12+ MID

1. KNUE-F>>
2. KZEY
3. KOOI-F
4. KYKX-F
- 5.

12+ PMD

1. KNUE-F>
2. KZEY
3. KYKX-F
4. KOOI-F
- 5.

12+ EVE

1. KNUE-F>
2. KYKX-F
3. KISX-F
- 4.
- 5.

ADULTS 18-34

1. KNUE-F>>
2. KISX-F<
3. KZEY >
4. KKTX-F
- 5.

ADULTS 18-49

1. KNUE-F>>
2. KZEY
3. KISX-F
4. KYKX-F
- 5.

ADULTS 25-54

1. KNUE-F>>
2. KZEY
3. KYKX-F
4. KTYL-F
- 5.

ADULTS 35+

1. KNUE-F
2. KOOI-F>
3. KYKX-F
4. KZEY
- 5.

MEN 25-54

1. KNUE-F>>
2. KKTX-F
3. KZEY
4. KTYL-F
- 5.

WOMEN 25-54

1. KNUE-F>
2. KYKX-F
3. KZEY >
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARW	1280	LONGVIEW	1.4/2.3
KEES	1430	GLADWATER	2.2/5.8
KYZS	1490	TYLER	0.5/3.0
KGLD-F	92.1	TYLER	1.6/4.7
KKUS-F	104.1	TYLER	1.9/6.7
KWRW-F	97.7	RUSK	0.8/2.9
KEGL-F	97.1	FORT WORTH	0.5/2.5
KJHZ-F	100.3	DALLAS	0.5/4.0
KKDA-F	104.5	DALLAS	1.4/5.4
KRLD	1080	DALLAS	1.1/5.3
KTAL-F	98.1	TEXARKANA	1.1/4.7
WBAP	820	FORT WORTH	0.5/2.5

RADIO STATIONS

KFRO,	1370, 1 KW	, Oldies	UNISUP CBS, \$ 9.00	(K & P)
KTBB,	600, 5 KW/2.5 KW (DA-2),	FS/Talk	ABC, \$11.00	(D & R)
KZEY,	690, 1 KW/92 W (DA-2),	Black	AURN, \$10.00	(Mc-Guild)
KISX-F,	107.3,	50 KW @ 479,	MBS, \$14.00	(Banner)
KKTX-F,	96.1,	32 KW @ 620,	SMN, \$10.00	(K & P)
KNUE-F,	101.5,	98 KW @ 1073,	, \$25.00	(Banner)
KOOI-F,	106.5,	100 KW @ 1466,	ABC, \$17.00	(Eastman)
KTMJ-F,	104.1,	50 KW @ 492,	AC	( --- )
KTYL-F,	93.1,	100 KW @ 459,	, \$16.00	(D & R)
KYKX-F,	105.7,	100 KW @ 1004,	ABC, \$13.00	(Mc-Guild)
				SunGroup
				(WHITEHORSE)
				Noalmark (KILGORE)
				Broadcasters Unlimited
				(JACKSONVILLE)

NOTE: This market has been expanded to include the Longview area as well as Tyler.

WATERBURY, CT

MSA Rank/Pop: NA  
 ARB Rank/Pop: 165/189,800  
 Market TSL: 23.50 Hours  
 Average Person Rating: 18.1

Diaries: 440  
 Sample Target: 440  
 % Below Line: 59.8  
 % Not Listed: 17.2

Retail \$: 1.7 Bil  
 FM Share: 65.14%  
 Stations: 22/3

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WATR (FS)	40/11.7	---	6.8	---	6.5	385	20.3	18.3	12.8
2. WWYZ-F (C)	31/ 9.0	---	11.9	---	6.8	294	15.5	18.7	19.6
3. WKSS-F (CHR)	26/ 7.6	---	7.4	---	7.1	471	24.8	22.7	21.7
4. WTIC (FS)	25/ 7.3	---	5.4	---	5.3	338	17.8	12.8	12.7
5. WDRC-F (O)	21/ 6.1	---	4.3	---	3.3	364	19.2	13.5	14.7
6. WKCI-F (CHR)	19/ 5.5	---	6.3	---	9.2	410	21.6	22.1	22.3
7. WPLR-F (AOR)	16/ 4.7	---	4.3	---	8.3	283	14.9	17.3	19.0
8. WRKI-F (AOR)	13/ 3.8	---	3.1	---	3.3	199	10.5	11.7	12.2
9.									
10.									

12+ AMD

1. WATR
2. WTIC
3. WWYZ-F<
4. WKSS-F
- 5.

12+ MID

1. WATR >
2. WWYZ-F
3. WTIC
4. WKSS-F<
5. WKCI-F  
WDRC-F

12+ PMD

1. WATR
- WWYZ-F
3. WKSS-F<
4. WKCI-F
- 5.

12+ EVE

1. WATR
- WKSS-F
3. WDRC-F
- WKCI-F
5. WWYZ-F

ADULTS 18-34

1. WKSS-F
2. WKCI-F
3. WWYZ-F
4. WPLR-F  
WRKI-F

ADULTS 18-49

1. WWYZ-F
2. WKSS-F
3. WDRC-F
4. WKCI-F  
WPLR-F

ADULTS 25-54

1. WWYZ-F
2. WDRC-F>
3. WPLR-F
4. WKSS-F
- 5.

ADULTS 35+

1. WATR >
2. WWYZ-F
- WTIC >
4. WDRC-F
- 5.

MEN 25-54

1. WWYZ-F
2. WDRC-F
3. WPLR-F
- 4.
- 5.

WOMEN 25-54

1. WWYZ-F
2. WKCI-F
3. WDRC-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWCO 1240 WATERBURY 2.3/9.0

See New York, Hartford or Bridgeport for more about the following:

WABC	2.0/ 5.5	WOR	1.5/ 3.5
WCBS	1.5/ 6.2	WRCH-F	1.7/12.4
WCCC-F	0.9/ 7.2	WRKS-F	0.3/ 2.6
WEBE-F	2.0/ 5.6	WTIC-F	2.6/13.9
WEZN-F	2.6/ 8.1	WYSR-F	2.3/10.9
WFAN	2.6/ 9.0	WZMX-F	2.6/12.5
WHCN-F	2.0/ 9.2		

RADIO STATIONS

WATR , 1320, 5 KW/1 KW (DA-2), Full Service MBS CBS, \$38.00 (Banner)  
 WWCO , 1240, 1 KW , AC ABC, \$18.00 ( --- )

Other ranked stations -- See Hartford, New Haven or Bridgeport in Spring 93 edition

WATERTOWN, NY

MSA Rank/Pop: NA  
 ARB Rank/Pop: 237/97,000  
 Market TSL: 21.25 Hours  
 Average Person Rating: 16.4

Diaries: 272  
 Sample Target: 280  
 % Below Line: 1.3  
 % Not Listed: 13.8

Retail \$: 0.83 Bi1  
 FM Share: 74.45%  
 Stations: 9/8

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WTNY-F (CHR)	41/25.8	---	24.2	---	16.8	442	45.6	45.4	36.8
2. WLKC-F (C)	23/14.5	---	10.7	---	7.7	262	27.0	17.5	15.9
3. WCIZ-F (AOR)	22/13.8	---	17.4	---	15.5	285	29.4	35.2	27.5
4. WTNY (FS)	17/10.7	---	12.9	---	12.9	237	24.4	27.5	29.9
5. WTOJ-F (AC)	12/ 7.5	---	10.7	---	12.3	253	26.1	22.2	23.9
WATN (BB)	12/ 7.5	---	3.4	---	4.5	172	17.7	8.0	13.2
7. WNCQ (C)	6/ 3.8	---	1.7	---	4.5	93	9.6	6.9	10.1
8.									
9.									
10.									

12+ AMD

1. WTNY-F>
2. WTNY >
3. WLKC-F<
4. WCIZ-F
- 5.

12+ MID

1. WTNY-F>>
2. WCIZ-F
3. WATN <
4. WLKC-F
- 5.

12+ PMD

1. WTNY-F>>
2. WCIZ-F
3. WTOJ-F
4. WLKC-F
- 5.

12+ EVE

1. WTNY-F>>
2. WLKC-F>
3. WCIZ-F
- 4.
- 5.

ADULTS 18-34

1. WTNY-F
2. WCIZ-F>>
3. WTOJ-F
4. WLKC-F
- 5.

ADULTS 18-49

1. WTNY-F
2. WCIZ-F>
3. WLKC-F
4. WTOJ-F
- 5.

ADULTS 25-54

1. WCIZ-F
2. WTNY-F
3. WLKC-F
4. WTOJ-F
5. WTNY-F

ADULTS 35+

1. WLKC-F
2. WTNY-F>
3. WATN <
4. WTNY-F
- 5.

MEN 25-54

1. WCIZ-F>
2. WTOJ-F
3. WLKC-F
4. WTNY-F
5. WTNY

WOMEN 25-54

1. WTNY-F>
2. WLKC-F>
3. WCIZ-F
4. WTOJ-F
5. WTNY

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKG-G-F	102.7	CAPE VINCENT	1.3/1.6
WBBS-F	104.7	FULTON	1.3/4.8

RADIO STATIONS

WATN,	1240,	1 KW	, Nostalgia	NBC-T	NBC, \$ 7.00	(Roslin)
WNCQ,	1410,	5 KW/1 Kw (DA-N),	Country	ABC,	\$ 8.00	(K & P)
WTNY,	790,	1 KW (DA-N)	, Full Service	CBS, MBS,	\$20.00	(Torbet)
WCIZ-F,	97.5,	41 Kw @ 285 ,	AOR	ABC,	\$21.00	(K & P)
WTOJ-F,	103.1,	.9 KW @ 594 ,	AC	UNISTR	CNN, \$14.00	(Roslin)
WLKC-F,	100.7,	3 KW @ 328 ,	Country	UNISTR,	\$15.00	(Roslin)
WMHI-F,	94.7,	3 KW @ 328 ,	Religion	, \$ NA	( --- )	(CARTHAGE)
WTNY-F,	93.5,	4 KW @ 328 ,	CHR	, \$28.00	(Torbet)	(HENDESON)
						(CAPE VINCENT)

WAUSAU - STEVENS POINT, WI

MSA Rank/Pop: 278/116,900  
 ARB Rank/Pop: 158/207,900  
 Market TSL: 23.0 Hours  
 Average Person Rating: 17.6

Diaries: 510  
 Sample Target: 440  
 % Below Line: 11.2  
 % Not Listed: 14.5

Retail \$: 1.94 Bil  
 FM Share: 82.11%  
 Stations: 18/14

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO S93	CUME S92	RATING S91
1. WDEZ-F (C)	47/12.8	---	12.6	---	---	624	30.0	26.2	---
2. WIFC-F (CHR)	31/ 8.5	---	12.6	---	---	543	26.1	33.4	---
3. WYTE-F (C)	29/ 7.9	---	3.9	---	---	322	15.5	10.7	---
4. WSPT-F (CHR)	24/ 6.6	---	7.0	---	---	441	21.2	21.9	---
WLJY-F (SAC)	24/ 6.6	---	5.0	---	---	320	15.4	8.9	---
WAXX-F (C)	24/ 6.6	---	5.6	---	---	314	15.1	10.8	---
7. WOFM-F (O)	23/ 6.3	---	7.0	---	---	391	18.8	15.3	---
8. WDLB (FS)	19/ 5.2	---	4.7	---	---	193	9.3	9.5	---
9. WYCO-F (AC)	16/ 4.4	---	2.2	---	---	347	16.7	11.0	---
10. WFHR (FS/BB)	15/ 4.1	---	3.1	---	---	127	6.1	6.4	---

12+ AMD

1. WDEZ-F>
2. WDLB
3. WIFC-F
- WLJY-F<
5. WYTE-F

12+ MID

1. WDEZ-F
2. WLJY-F<
3. WOFM-F
4. WYTE-F<
5. WIFC-F

12+ PMD

1. WDEZ-F<
2. WIFC-F
3. WYTE-F
4. WOFM-F
5. WAXX-F
- WSPT-F

12+ EVE

1. WIFC-F<
2. WDEZ-F
3. WSPT-F
4. WYTE-F
- WAXX-F

ADULTS 18-34

1. WIFC-F>
2. WDEZ-F
3. WMZK-F
- WSPT-F
5. WYTE-F

ADULTS 18-49

1. WDEZ-F
2. WIFC-F
3. WOFM-F<
4. WYTE-F
5. WSPT-F

ADULTS 25-54

1. WDEZ-F>
2. WYTE-F
- WOFM-F
4. WIFC-F
- 5.

ADULTS 35+

1. WDEZ-F
2. WLJY-F
3. WAXX-F
4. WDLB
- WYTE-F

MEN 25-54

1. WDEZ-F>
2. WOFM-F
3. WYTE-F
4. WIFC-F
- 5.

WOMEN 25-54

1. WDEZ-F
2. WYTE-F
3. WIFC-F
4. WOFM-F
- WYCO-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIZD-F	99.9	RUDOLPH	2.7/8.4
WMZK-F	104.1	MERRILL	3.3/6.5
WSAU	550	WAUSAU	2.2/8.0
WSPO	1010	STEVENS POINT	1.9/5.2
WXCO	1230	WAUSAU	1.9/4.2
WAPL-F	105.7	APPLETON	0.8/4.8
WCCN-F	107.5	NEILLSVILLE	2.5/2.8
WPKR-F	99.5	OMRO	1.4/1.6

RADIO STATIONS

WDLB,	1450,	1 KW	, Full Service	ABC,	\$11.00	( --- )	Goetz	(MARSHFIELD)
WFHR,	1320,	5 KW/500 W (DA-N),	Full Service	CBS, NBC,	\$10.00	( --- )		(WISC. RPD.)
WSAU,	550,	5 KW (DA-2)	, Full Service	ABC, CNN,	\$16.00	(Christal)	Journal Co.	
WDEZ-F,	101.9,	100 W @ 489	, Country	ABC,	\$19.00	(Banner)	Midwest Comm.	
WIFC-F,	95.5,	100 KW @ 1079	, CHR	ABC,	\$17.00	(Christal)	Journal Co.	
WIZD-F,	99.9,	3 KW @ 328	, Oldies	ABC,	\$10.00	( --- )		(RUDOLPH)
WLJY-F,	106.5,	100 KW @ 800	, Soft AC/EZ		\$11.00	( --- )	Goetz	(MARSHFIELD)
WOFM-F,	94.7,	50 KW @ 492	, Oldies		\$12.00	(Eastman)		(MOSINEE)
WSPT-F,	97.9,	51 KW @ 341	, CHR	SOURCE,	\$17.00	(Katz)		(STEVENS P.)
WYCO-F,	107.9,	100 KW @ 1030	, AC	UNISTR,	\$11.00	(Katz)	Seehafer	
WYTE-F,	96.7,	50 KW @ 492	, Country		\$13.00	(K & P)		(WHITING)
WMZK-F,	104.1,	13 KW @ 446	, AOR	MBS,	\$12.00	(D & R)		(MERRILL)

WAXX-F -- see Eau Claire in this edition

WICHITA FALLS, TX

MSA Rank/Pop: 269/122,300  
 ARB Rank/Pop: 234/ 99,800  
 Market TSL: 19.50 Hours  
 Average Person Rating: 14.2

Diaries: 343  
 Sample Target: 330  
 % Below Line: 7.0  
 % Not Listed: 19.0

Retail \$: 0.97 Bill  
 FM Share: 88.70%  
 Stations: 11/7

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	RATING S92	RATING S91
1. KLUR-F (C)	28/19.7	---	20.9	---	31.0	356	35.7	40.3	43.6
2. KNIN-F (CHR)	23/16.2	---	15.0	---	15.2	298	29.9	31.5	33.6
3. KWFS-F (C)	21/14.8	---	11.1	---	10.1	244	24.4	22.8	20.2
4. KYII-F (C)	13/ 9.2	---	15.0	---	14.6	194	19.4	30.0	27.9
5. KTLT-F (AC)	12/ 8.5	---	8.5	---	5.7	248	24.8	22.1	17.0
6. KWFT (FS)	7/ 4.9	---	3.3	---	4.4	123	12.3	7.9	10.5
7.									
8.									
9.									
10.									

12+ AMD

1. KLUR-F>
2. KNIN-F
3. KWFS-F
- 4.
- 5.

12+ MID

1. KLUR-F
2. KNIN-F<
3. KWFS-F
4. KYII-F<
5. KTLT-F

12+ PMD

1. KLUR-F<
2. KNIN-F
3. KWFS-F>
4. KYII-F
- 5.

12+ EVE

1. KNIN-F
2. KWFS-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. KWFS-F
2. KNIN-F>>
3. KTLT-F
- KLUR-F
- 5.

ADULTS 18-49

1. KWFS-F
2. KNIN-F
3. KLUR-F
4. KYII-F<
5. KTLT-F

ADULTS 25-54

1. KLUR-F<
2. KWFS-F<
3. KNIN-F<
4. KYII-F
5. KTLT-F

ADULTS 35+

1. KLUR-F>>
2. KYII-F
3. KWFT
- 4.
- 5.

MEN 25-54

1. KNIN-F
2. KWFS-F>
3. KLUR-F
- 4.
- 5.

WOMEN 25-54

1. KLUR-F
2. KYII-F
3. KWFS-F
4. KTLT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

STATION	SHARE	CITY	RATING
KLLF	1290	WICHITA FALLS	0.7/4.4
KDZR-F	99.1	DENTON	1.4/6.6
KLAW-F	101.5	LAWTON	0.7/3.2
KVRW-F	107.3	LAWTON	1.4/5.4
WBAP	820	FORT WORTH	3.5/7.5

RADIO STATIONS

KLLF,	1290,	5 KW/250 KW (DA-2),	Religion	ABC NBC, \$ 6.00	(Christal)	Amer. General
KWFT,	620,	5 KW	Full Service	AP, CBS, \$ 8.00	(Torbet)	
KLUR-F,	99.9,	100 KW @ 830 ,	Country	ABC, \$26.00	(Katz)	
KNIN-F,	92.9,	100 KW @ 918 ,	CHR	ABC, \$23.00	(Banner)	
KTLT-F,	106.3,	3 KW @ 423 ,	AC	, \$14.00	(Eastman)	
KWFS-F,	103.3,	100 KW @ 449 ,	Oldies	, \$17.00	(Christal)	Amer. General
KYII-F,	104.7,	100 KW @ 1017 ,	Country	UNISTR, \$15.00	(Katz)	(BURKBURN.)

WILLIAMSPORT, PA  
-----

MSA Rank/Pop: 273/120,100  
ARB Rank/Pop: 233/100,300  
Market TSL: 23.75 Hours  
Average Person Rating: 17.7

Diaries: 332  
Sample Target: 320  
% Below Line: 0.0  
% Not Listed: 7.3

Retail \$: 0.87 Bil  
FM Share: 90.30%  
Stations: 10/10

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91	RATING
1. WILQ-F (C)	48/27.0	---	24.3	---	29.0	414	41.3	36.2	39.1	
2. WKSB-F (AC)	31/17.4	---	20.9	---	13.0	382	38.1	38.0	32.2	
3. WHTO-F (CHR)	29/16.3	---	18.1	---	23.5	333	33.2	33.3	35.7	
4. WZXR-F (AOR)	24/13.5	---	7.3	---	1.0	220	21.9	14.5	7.2	
5. WLYC (BB)	11/ 6.2	---	6.8	---	7.0	91	9.1	10.1	13.5	
6. WRAK-F (T)	9/ 5.1	---	0.6	---	---	118	11.8	7.7	---	
7. WMRE-F (BB)	6/ 3.4	---	1.7	---	1.5	68	6.8	5.3	3.3	
8.										
9.										
10.										

12+ AMD

1. WILQ-F>>
2. WKSB-F<
3. WHTO-F
4. WZXR-F
- 5.

12+ MID

1. WILQ-F
2. WKSB-F<
3. WZXR-F<
4. WHTO-F
- 5.

12+ PMD

1. WILQ-F
2. WKSB-F<
3. WHTO-F
4. WZXR-F
- 5.

12+ EVE

1. WILQ-F<
2. WHTO-F<
3. WZXR-F
4. WKSB-F
- 5.

ADULTS 18-34

1. WZXR-F>
2. WHTO-F
3. WILQ-F
4. WKSB-F
- 5.

ADULTS 18-49

1. WKSB-F
2. WILQ-F<
3. WHTO-F
4. WZXR-F
- 5.

ADULTS 25-54

1. WILQ-F<
2. WKSB-F>
3. WHTO-F
4. WZXR-F
- 5.

ADULTS 35+

1. WILQ-F>>
2. WKSB-F>
3. WLYC
- 4.
- 5.

MEN 25-54

1. WILQ-F
2. WKSB-F
3. WZXR-F>
- 4.
- 5.

WOMEN 25-54

1. WKSB-F<
2. WILQ-F
3. WHTO-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJSA-F	93.5	JERSEY SHORE	1.1/4.5
WRAK	1400	WILLIAMSPORT	1.1/8.2
WWPA	1340	WILLIAMSPORT	1.7/4.1

RADIO STATIONS

WLYC,	1050,	1 KW/35 W	, Nostalgia	ABC, \$13.00	(Roslin)	
WHTO-F,	103.9,	1.3 KW @ 430	, CHR	ABC, \$18.00	(Christal)	(MUNCY)
WILQ-F,	105.1,	9 KW @ 1138	, Country	ABC, \$26.00	(Roslin)	
WJSA-F,	93.5,	3 KW @ 144	, Religion	, \$ 8.00	( --- )	(JERSEY SH.)
WKSB-F,	102.7,	53 KW @ 1269	, AC	UNISTR, \$24.00	(Banner)	
WRKK-F,	97.7,	6 KW @ 295	, CL. AOR	, \$10.00	(Katz)	(JERSEY SH.)
WZXR-F,	99.3,	210 KW @ 1227	, AOR	, \$16.00	(Christal)	

YAKIMA, WA

MSA Rank/Pop: 197/191,700  
 ARB Rank/Pop: 191/152,600  
 Market TSL: 22.50 Hours  
 Average Person Rating: 16.8

Diaries: 443  
 Sample Target: 390  
 % Below Line: 1.2  
 % Not Listed: 18.0

Retail \$: 1.2 Bil  
 FM Share: 68.10%  
 Stations: 17/14

12+ METRO	1/4/SHARE	FAL 92	SPG 92	FAL 91	SPG 91	METRO CUME	METRO CUME S93	METRO CUME S92	METRO CUME S91
1. KXDD-F (C)	43/16.8	---	15.5	---	16.3	418	27.4	30.4	27.4
2. KFFM-F (CHR)	37/14.5	---	16.3	---	15.4	449	29.4	26.4	27.2
3. KIT (FS)	33/12.9	---	10.2	---	11.8	314	20.6	19.6	29.4
4. KATS-F (AOR)	25/ 9.8	---	11.8	---	13.4	340	22.3	24.9	24.6
5. KHYT-F (O)	18/ 7.0	---	6.1	---	2.4	163	10.7	13.6	9.7
6. KRSE-F (SAC)	14/ 5.5	---	4.9	---	6.1	151	9.9	8.1	12.0
8. KUTI (C)	14/ 5.5	---	2.9	---	6.1	143	9.4	10.3	13.2
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KXDD-F	1. KXDD-F	1. KXDD-F	1. KFFM-F
2. KIT <	2. KIT	2. KFFM-F	2. KXDD-F<
3. KFFM-F>	3. KFFM-F	3. KATS-F>	3. KIT >
4. KATS-F<	4. KATS-F	4. KHYT-F	4.
5. KUTI	5.	5. KIT	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KFFM-F	1. KFFM-F	1. KXDD-F>	1. KXDD-F	1. KATS-F	1. KXDD-F>
2. KATS-F>	2. KXDD-F	2. KATS-F<	2. KIT >	2. KXDD-F	2. KFFM-F>
3. KXDD-F	3. KATS-F>	3. KFFM-F	3. KUTI	3. KIT	3. KRSE-F
4. KHYT-F	4.	4. KIT	4.	4. KFFM-F	4. KIT
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBO	1390	YAKIMA	2.3/6.2
KMWX	1460	YAKIMA	1.2/6.9
KREW	1210	SUNNYSIDE	1.6/3.1
KYKA-F	96.9	NACHES	0.8/4.7
KYXE	1020	SELAH	0.8/5.7
KZTA	930	YAKIMA	2.0/6.7
KZTA-F	99.3	YAKIMA	0.4/5.2
KIOK-F	94.9	RICHLAND	0.4/4.5
KONA-F	105.3	KENNEWICK	0.4/3.7
KZXR-F	101.7	PROSSER	0.4/4.0

RADIO STATIONS

KBBO,	1390,	5 KW/390 W (DA-2),	Religion	AP, \$ 6.00	(MMB)	
KIT,	1280,	5 KW/1 KW,	Full Service	CBS, NBC, \$16.00	(Mc-Guild)	T. Ingstad
KREW,	1210,	10 KW/1 KW,	Full Service	CBS, \$ 8.00	(Tacher)	(SUNNYSIDE)
KUTI,	980,	5 KW/500 W (DA-N),	Country	ABC, \$10.00	(Christal)	Metrocom (SELAH)
KYXE,	1020,	5 KW/500 W (DA-2),	Country	CRC, \$ 9.00	(Katz)	(SELAH)
KATS-F,	94.5,	100 KW @ 909,	AOR	\$16.00	(Mc-Guild)	T. Ingstad
KFFM-F,	107.3,	100 KW @ 1499,	CHR	\$20.00	(K & P)	
KHYT-F,	92.9,	17 KW @ 869,	Oldies	\$11.00	(Mc-Guild)	(TOPPENISH)
KRSE-F,	105.7,	100 W @ 777,	Soft AC	\$10.00	(MMB)	
KXDD-F,	104.1,	61 KW @ 781,	Country	ABC, \$21.00	(Christal)	Metrocom



**REVENUE SHARE/AUDIENCE SHARE AND STATION AUDIENCE BREAKDOWNS**

This annual report serves two purposes. First it examines the relationship between a station's audience share and its revenue share. Over 1200 stations are individually listed and the following information is provided for each station:

- Call letters, market and format
- Revenue rank, 12+ rank and 25-54 rank
- Revenue and revenue share
- Conversion ratio or "power" ratio
- Audience share

Additionally, national mean are provided for formats and by market size.

The second part of this book breaks down the audiences of nearly 1500 stations. For each station the following is provided:

- Time-spent-listening
- Turnover ratio
- % 12-24, % 25-54, % 55+
- Station with the highest shared listening (cume)
- % Male, % Female
- % Exclusive Cume
- % of listening at home

Finally, this report offers a comprehensive analysis of the concentration levels of both audience shares and revenue shares for all Arbitron markets (275+)

PUBLISHED EVERY APRIL

PRICE: \$85.00

**DUNCAN'S RADIO GROUP DIRECTORY**

This book is a complete and comprehensive directory of group radio owners in the U.S. All groups with three or more stations in rated markets and revenues in excess of \$3,000,000 will be included. Over 160 radio groups are covered. The directory will include (for each group), ratings performance; station purchase prices (and date of purchase); station revenue estimates; senior management; addresses and phone numbers; group financial data; major shareholders; board of directors; key suppliers; a history of the company and much more.

PUBLISHED IN MAY OR JUNE

PRICE: \$120.00

**RADIO IN THE UNITED STATES: 1976 to 1992**

This book of nearly 400 pages offers a complete statistical history of 180 radio markets. Covering a 16-year period (on a yearly basis) the book provides a complete year-by-year analysis of the following for each market (for most markets back to 1976):

- Station shares and cume ratings
  - Call letter changes
  - Format shares
  - Highest billing stations (back to 1984)
  - Station sales (back to 1970)
  - Revenue and audience concentration levels
  - Format changes
  - Market radio revenues
  - FM shares
  - Total stations/viable stations
- ... and much, much more

ISSUED in 1992

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Spring Edition	\$ 84.00	_____	_____
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## 1993 RADIO PUBLICATIONS FROM JIM DUNCAN

### DUNCAN'S RADIO MARKET GUIDE

This is our flagship publication. Since 1984 this book has been the standard reference book for radio station buyers, sellers and lenders. The Radio Market Guide examines the economic conditions of some 190 radio markets. A partial list of the data included:

- Market radio revenue histories and projections covering a ten-year period (five years back and five years forward).
- Radio revenue projections are calculated in 3 different ways: historical (past performance), population growth (revenue per capita), and retail sales growth.
- Revenue estimates for over 1,600 individual radio stations.
- Revenue estimates for competitive media - television, newspaper, outdoor. In 1994 we are planning to add local cable ad sales.
- Each market's radio station sales over the last five years.
- Duncan's opinions about each radio market; also a 10 point mathematical grading of each market.
- Population and retail sales histories and projections.
- Revenue-per-share-point and revenue per AQH figures for each market.
- About 25 other tables.

PUBLISHED EVERY JANUARY

365 Pages

PRICE: \$265.00

### AMERICAN RADIO

Since 1976 American Radio has been the radio industry's most complete and timely source book for radio ratings and programming information. A quarterly (plus an annual "Small Market" edition) American Radio is published within about 3 to 4 weeks of the issuance of the Arbitron books. There are over 30 ratings tables for each market plus - in the Spring edition - over 40 pages of national ratings information. American Radio is considered to be the "bible" of the radio industry and is required reading for everyone involved with radio.

<u>ISSUE</u>	<u>RELEASE DATE</u>	<u>NUMBER OF MARKETS</u>	<u>PRICE</u>
Spring Edition	August	180	\$84.00
Summer Supplement	November	96	54.00
Fall Edition	February	168	84.00
Winter Supplement	May	96	54.00
Small Market Edition	September	90	54.00

### DUNCAN'S RADIO COMMENTS

This is a brand new publication. It is not a newsletter but more like a journal in which I offer my opinion about events and trends in the radio industry as well as in depth analysis of issues. It is opinionated and well researched. Duncan's Radio Comments gives me the chance to offer you some interpretations and elaborations on the data I use in my other publications. I guarantee you will find it informative and interesting.

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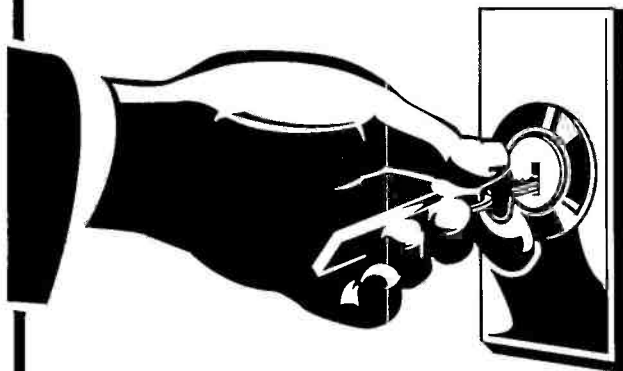
### DUNCAN'S RADIO YEARBOOK

This is another new publication. It was published for the first time in March 1993 and annually thereafter. It is a collaborative effort between my company and Tom Buono's BIA. DUNCAN'S RADIO YEARBOOK is a direct competitor to "Broadcasting" magazine's yearbook which, frankly, we believe is no longer a very good product. Our yearbook is a complete and accurate directory of all radio stations in the United States and of companies providing goods and services to the radio industry.

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# DEAL FLOW.

Burr, Egan, Deleage & Co.  
has purchased  
**\$3,000,000**  
of Preferred Stock

in  
Tichenor Media System, Inc.

— ★ —

Noble Broadcast Group  
has sold the assets of  
WGBB-AM/WBAB-FM  
Long Island, NY

for  
**\$16,000,000**

to  
Liberty Broadcasting, Inc.

— ★ —

TK Communications  
has sold the assets of  
KONJ/KXTN  
San Antonio, TX

for  
**\$11,000,000**

to  
Tichenor Media System, Inc.

— ★ —

Atmore Communications  
has completed the sale of  
WAVH-FM,  
Mobile, Alabama

for  
**\$1,800,000**

to  
Pourtales Holdings, Inc.

— ★ —

Anchor Media, Ltd.  
has completed the sale of  
KORK-AM/KYRK-FM  
Las Vegas, Nevada

for  
**\$1,825,000**

to  
Lotus Broadcasting Corp.

— ★ —

Group W Radio, Inc.  
has agreed to exchange the assets of  
WCPT-AM/WCXR-FM  
Washington, DC  
plus cash

with

Viacom Broadcasting, Inc.

for  
KIKK-AM/FM  
Houston, TX  
valued at  
**\$40,000,000**

Liberty Broadcasting, Inc.  
has received a  
**\$50,000,000**  
equity commitment to finance  
radio station acquisitions from  
Joseph Littlejohn & Levy

— ★ —

Sundial Broadcasting Corporation  
has agreed to transfer the assets of  
KDFC-AM/FM  
San Francisco, CA

for  
**\$13,000,000**

to  
Brown Broadcasting

— ★ —

United Broadcasting Company  
has completed the sale of  
WJZE-FM  
Washington, D.C.

for  
**\$19,500,000**

to  
Colfax Communications

— ★ —

United Broadcasting  
has agreed to transfer the assets of  
WERQ-AM/FM  
Baltimore, MD

for  
**\$9,000,000**

to  
Radio One, Inc.

— ★ —

Genesis Broadcasting  
has completed the sale of  
KSRR-FM  
San Antonio, TX

for  
**\$3,800,000**

to  
Tichenor Media System, Inc.

— ★ —

Radio Associates, Inc.  
has completed the sale of  
KHIT AM-FM  
Reno, NV

for  
**\$750,000**

to  
Lotus Communications

— ★ —

AmCom Radio of the Carolinas, Inc.  
has completed the sale of  
WMYI-FM  
Greenville, SC

for  
**\$9,400,000**

to  
Capstar Communications  
of the Carolinas

Major Broadcasting Company  
has agreed to transfer the assets of  
WWBZ-FM  
Chicago, IL

to

Evergreen Media Corporation

— ★ —

United Broadcasting Company  
has agreed to transfer the assets of  
WJMO-AM/FM,  
Cleveland, Ohio

for  
**\$4,445,000**

to

Zebra Communications

— ★ —

Evergreen Media Corporation  
has agreed to transfer the assets of  
KSNM-FM  
Dallas, TX

for  
**\$11,000,000**

to

Alliance Broadcasting Co.

— ★ —

Modern World Media, Inc.  
has completed the sale of  
KWIC-FM  
Houston, TX

for  
**\$3,750,000**

to

Eldorado Communications

— ★ —

Intercontinental Radio, Inc.  
has agreed to transfer the assets of  
KSOL-FM  
San Francisco, CA

for  
**\$13,500,000**

to

KSOL, L.P.

— ★ —

Beasley Broadcast Group  
has agreed to transfer the assets of  
KQLD-FM  
New Orleans, LA

for  
**\$3,350,000**

to

NewMarket Media Corporation

— ★ —

Duchossois Communications  
has agreed to transfer the assets of  
WHFS-FM  
Annapolis/Baltimore, MD  
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