

AMERICAN RADIO

Small Market Edition 1995



James H. Duncan, Jr.

AMERICAN RADIO
1995 SMALL MARKET EDITION

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INTRODUCTION

I am pleased to present the twelfth 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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Arbitron Condensed Radio Markets (in alphabetical order):

Abilene, TX	Grand Forks, ND	Parkersburg, WV
Albany, GA	Grand Junction, CO	Poughkeepsie, NY
Alexandria, LA	Great Falls, MT	Rapid City, SD
Amarillo, TX	Hagerstown, MD	Reading, PA
Augusta-Waterville, ME	Harrisonburg, VA	Redding, CA
Bangor, ME	Ithaca, NY	Rochester, MN
Battle Creek, MI	Jackson, TN	St. Cloud, MN
Beaumont-Pt Arthur, TX	Joplin, MO	San Angelo, TX
Beckley, WV	Killeen-Temple, TX	San Luis Obispo, CA
Billings, MT	LaCrosse, WI	Santa Barbara, CA
Biloxi-Gulf-Pscgla, MS	Lafayette, IN	Santa Fe, NM
Bismarck, ND	Lake Charles, LA	Sioux City, IA
Bryan-Coll. Station, TX	Laredo, TX	Springfield, IL
Burlington, VT	Laurel, MS	Stamford-Norwalk, CT
Cape Cod, MA	Lawton, OK	State College, PA
Casper, WY	Lima, OH	Texarkana, TX-AR
Champaign, IL	Marion-Carbondale, IL	Trenton, NJ
Charlottesville, VA	Medford-Ashland, OR	Tri-Cities, WA
Cheyenne, WY	Merced, CA	Tupelo, MS
Chico, CA	Meridian, MS	Tuscaloosa, AL
Columbia, MO	Monroe, LA	Tyler-Longview, TX
Danbury, CT	Morgantown, WV	Waco, TX
Danville, IL	Morristown, NJ	Waterbury, CT
Dothan, AL	Myrtle Beach, SC	Watertown, NY
Dubuque, IA	New Bedford, MA	Wausau-Stvns Point, WI
Eau Claire, WI	New London, CT	Wichita Falls, TX
 		Williamsport, PA
Elmira, NY	Nwburg-Middltwn, NY	Yakima, Wa
Fyttvllle-Sprngdle, AR	Northwest Michigan	
Florence, SC	Odessa-Midland, TX	
Ft. Smith AR	Owensboro, KY	
Ft. Walton Beach, FL	Palm Springs, CO	
Frederick, MD	Panama City, FL	

LEADING STATIONS IN ARBITRON CONDENSED MARKETS *

<u>STATION</u>	<u>MARKET</u>	<u>SHARE</u>	<u>FORMAT</u>	<u>GROUP OWNER</u>
1	KEAN-F Abilene, TX	40.6	Country	SunGroup
2	WBKR-F Owensboro, KY	37.1	Country	
3	WJIZ-F Albany, GA	32.4	Black	
4	KYKZ-F Lake Charles, LA	31.7	Country	
5	KMON-F Great Falls, MT	27.4	Country	
6	KMUS-F Cheyenne, WY	26.6	Country	
7	KJBZ-F Laredo, TX	26.5	Hispanic	
8	KEKB-F Grand Junction, CO	26.2	Country	
9	KKYR-F Texarkana, TX-AR	25.1	Country	Gulfstar
10	WJLS-F Beckley, WV	24.7	Country	
11	KGKL-F San Angelo, TX	24.5	Country	
12	WFRE-F Frederick, MD	23.3	Country	Gibbons
	KMGZ-F Lawton, OK	23.3	CHR	
14	KIIZ-F Killeen-Temple, TX	23.2	Black	Gulfstar
	WZWW-F State College, PA	23.2	AC	
16	KXDD-F Yakima, WA	22.8	Country	
17	KCTR-F Billings, MT	22.5	Country	DeShutes
18	KPGM-F Casper, WY	22.1	Oldies	
	WAXX-F Eau Claire, WI	22.1	Country	Nelson
20	WILQ-F Williamsport, PA	21.7	Country	
21	WIMT-F Lima, OH	21.2	Country	
22	WIZM-F La Crosse, WI	20.9	CHR	Midwest Family
23	KKIX-F Fayetteville-Spring, AR	20.8	Country	Noalmark
24	KSUX-F Sioux City, IA	20.7	Country	
25	KORA-F Bryan-College Stn, TX	20.1	Country	
26	WYXL-F Ithaca, NY	20.0	AC	
27	WTVY-F Dothan, AL	19.9	Country	
28	KTCS-F Ft. Smith, AR	19.8	Country	
29	KWFS-F Wichita Falls, TX	19.7	Country	American General
30	KRRV-F Alexandria, LA	19.6	Country	
31	WKOA-F Lafayette, IN	19.5	Country	Schurz
32	KNUE-F Tyler-Longview, TX	19.2	Country	Gulfstar
33	WTNY-F Watertown, NY	19.0	CHR	Black River

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

ARBITRON CONDENSED RADIO REPORTS

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.

CONDENSED MARKET REPORTS

ABILENE, TX

ARB Rank/Pop: 218/120,300
 Market TSL: 20.75 Hours
 Average Person Rating: 15.0

Diaries: 363
 Sample Target: 370
 % Below Line: 2.2
 % Not Listed: 23.3

Retail \$: 1.14 Bil
 FM Share: 94.20%
 Stations: 11/10

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KEAN-F (C)	73/40.6	25.6	30.7	25.6	27.5	558	46.4	46.0	43.1
2. KCDD-F (CHR)	16/ 8.9	8.1	6.7	7.1	9.8	282	23.4	20.5	26.2
3. KEYJ-F (AOR)	14/ 7.8	6.4	7.3	3.2	8.8	158	13.1	11.6	16.7
4. KBCY-F (C)	8/ 4.4	3.5	9.5	4.5	6.2	174	14.5	20.3	15.3
KORQ-F (AC)	8/ 4.4	5.8	7.3	9.0	4.1	152	12.6	19.1	17.7
6. KCWS-F (C)	7/ 3.9	5.2	4.5	6.4	6.2	152	12.6	14.8	19.5
7. WBAP (FS/T)	4/ 2.2	2.9	1.1	0.6	0.5	61	5.1	3.6	4.0
8.									
9.									
10.									

12+ AMD

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

12+ MID

1. KEAN-F>>>
2. KCDD-F<
3. KEYJ-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. KORQ-F
- 5.

ADULTS 18-34

1. KEAN-F>>>
2. KEYJ-F
- 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. KCWS-F
- 4.
- 5.

ADULTS 35+

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

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBA	1560	ABILENE	0.6/3.1
KHXS-F	106.3	ABILENE	0.6/8.4
KKHR-F	98.1	ANSON	1.7/8.6
KNTS	1470	ABILENE	1.7/6.6

RADIO STATIONS

KNTS,	1470,	5 KW/1 KW (DA-1),	Talk	NBC	MBS, \$10.00	(---)	
KBCY-F,	99.7,	100 KW @ 745 ,	Country	CBS,	\$15.00	(Schubert)	(TYE)
KCDD-F,	103.7,	100 KW @ 984 ,	CHR	,	\$13.00	(Katz)	(HAMLIN)
KCWS-F,	102.7,	66 KW @ 1148 ,	Country	,	\$12.00	(Eastman)	(MERKEL)
KEAN-F,	105.1,	100 KW @ 810 ,	Country	ABC,	\$35.00	(Mc-Guild)	SunGroup
KEYJ-F,	107.9,	100 KW @ 666 ,	AOR	,	\$16.00	(Christal)	
KHXS-F,	106.3,	3 KW @ 200 ,	Soft AC	,	\$11.00	(---)	
KKHR-F	98.1,	50 KW @ 292 ,	Oldies	UPI,	\$10.00	(Katz)	(ANSON)
KORQ-F,	100.7,	100 KW @ 1279 ,	AC	UNISTR,	\$15.00	(Banner)	

ALBANY, GA

ARB Rank/Pop: 244/91,200
 Market TSL: 22.00 Hours
 Average Person Rating: 16.2

Diaries: 322
 Sample Target: 300
 % Below Line: 6.7
 % Not Listed: 9.5

Retail \$: 0.96 Bil
 FM Share: 89.55%
 Stations: 13/11

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	CUME S94	RATING S93
1. WJIZ-F (B)	48/32.4	---	30.8	---	30.2	370	40.6	41.2	42.6
2. WKAK-F (C)	22/14.9	---	11.9	---	19.5	227	24.9	20.1	26.2
3. WGPC-F (EZ)	10/ 6.8	---	5.6	---	4.0	138	15.1	14.8	11.0
4. WJAD-F (?)	9/ 6.1	---	4.9	---	4.7	111	12.2	13.4	14.9
5. WQVE-F (B)	8/ 5.4	---	4.2	---	4.7	156	17.1	13.3	12.1
6. WJYZ (B)	7/ 4.7	---	9.8	---	13.4	96	10.5	16.1	21.2
7. WOBB-F (C)	7/ 4.7	---	2.8	---	0.7	97	10.6	9.1	6.9
8. WRXZ-F (AOR)	7/ 4.7	---	---	---	---	67	7.3	---	---
9. WMGR-F (AC)	6/ 4.1	---	7.7	---	6.7	99	10.9	19.8	15.8
10.									

12+ AMD

1. WJIZ-F>>>
2. WKAK-F>
3. WQVE-F
- 4.
- 5.

12+ MID

1. WJIZ-F>
2. WKAK-F>
3. WJAD-F
4. WOBB-F<
5. WGPC-F

12+ PMD

1. WJIZ-F>>>
2. WKAK-F>
3. WJAD-F
- 4.
- 5.

12+ EVE

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

ADULTS 18-34

1. WJIZ-F>>>
2. WKAK-F
- 3.
- 4.
- 5.

ADULTS 18-49

1. WJIZ-F>>>
2. WKAK-F>
3. WJAD-F
4. WQVE-F
- 5.

ADULTS 25-54

1. WJIZ-F>>
2. WKAK-F>
3. WJAD-F
- 4.
- 5.

ADULTS 35+

1. WKAK-F
2. WGPC-F
- WJIZ-F
- 4.
- 5.

MEN 25-54

1. WJIZ-F>>
2. WJAD-F
3. WKAK-F
- 4.
- 5.

WOMEN 25-54

1. WJIZ-F>>
2. WKAK-F>>
3. WGPC-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALG	1590	ALBANY	2.7/6.3
WANL	1250	ALBANY	0.7/3.7
WGPC	1450	ALBANY	1.4/4.3
WVRK-F	102.9	COLUMBUS	2.0/5.9

RADIO STATIONS

WALG,	1590,	5 KW/1 KW	Talk	ABC MBS, \$ NA	(Eastman)
WJYZ,	960,	5 KW/390 W	Black/Gospel	ABC CBS, \$ NA	(---)
WJAD-F,	103.5,	13 KW @ 463	??	NBC, \$ NA	(---) (LEESBURG)
WGPC-F,	104.5,	100 KW @ 980	EZ	CBS, \$ NA	(---)
WJIZ-F,	96.3,	100 KW @ 797	Black	CBS, \$ NA	(Mc-Guild)
WKAK-F,	101.7,	3 KW @ 298	Country	ABC, \$ NA	(Eastman)
WMGR-F,	97.3,	100 KW @ 1000	AC	UNISTR, \$ NA	(---) WOBB-F owner (D)
WOBB-F,	100.3,	97 KW @ 581	Country	UNISTR NBC, \$ NA	(---) (TIFTON)
WQVE-F,	105.5,	6 KW @ 276	Black	ABC, \$ NA	(Regional) (CAMILLA)
WRXZ-F,	106.1,	3 KW @ 328	AOR	, \$ NA	(---) (SYLVESTER)

ALEXANDRIA, LA

ARB Rank/Pop: 195/151,700
 Market TSL: 21.00 Hours
 Average Person Rating: 15.5

Diaries: 580
 Sample Target: 510
 % Below Line: 2.1
 % Not Listed: 17.0

Retail \$: 1.33 Bil
 FM Share: 90.26%
 Stations: 17/14

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KRRV-F (C)	46/19.6	---	18.2	---	23.1	460	30.3	30.1	36.3
2. KBCE-F (B)	35/14.9	---	18.6	---	13.8	319	21.0	19.0	20.1
3. KZMZ-F (AOR)	23/ 9.8	---	3.8	---	5.0	290	19.1	13.1	15.5
4. KICR-F (C)	15/ 6.4	---	6.4	---	1.9	243	16.0	17.8	9.0
5. KLBG (T)	11/ 4.7	---	0.4	---	1.5	93	6.1	4.5	6.8
KLIL-F (O)	11/ 4.7	---	3.4	---	3.1	152	10.0	8.0	8.0
KQID-F (CHR)	11/ 4.7	---	8.9	---	10.0	253	16.7	20.5	22.1
8. KLAA-F (C)	9/ 3.8	---	4.7	---	4.6	150	9.9	12.4	14.7
9. KEZP-F (O)	8/ 3.4	---	4.2	---	0.8	117	7.7	10.2	6.5
10. KAPB-F (C)	7/ 3.0	---	2.1	---	7.3	112	7.4	5.7	8.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KRRV-F>>	1. KRRV-F<	1. KRRV-F<	1. KBCE-F
2. KBCE-F	2. KBCE-F>	2. KBCE-F>	2. KRRV-F>
3. KZMZ-F	3. KZMZ-F	3. KZMZ-F	3. KZMZ-F
4. KLIL-F	4. KICR-F	4.	4. KQID-F
5.	5.	5.	5.

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFAD-F	93.9	ALEXANDRIA	2.6/9.0
KRRV	1410	ALEXANDRIA	0.4/1.8
KSYL	970	ALEXANDRIA	0.4/4.1
KWDF	840	BALL	2.6/3.7
KSMB-F	94.5	LAFAYETTE	0.4/2.5
KXKZ-F	107.5	RUSTON	0.4/1.4
WYNK-F	101.5	BATON ROUGE	1.3/3.6

RADIO STATIONS

KLBG,	580,	5 KW/1 KW (DA-N)	,	Gospel	,	\$ NA	(Williams)
KWDF,	840,	1 KW (DAYS)	,	Religion	,	\$ 7.00	(---)
KBCE-F,	102.3,	3 KW @ 289	,	Black	AURN,	\$21.00	(D & R)
KEZP-F,	104.3,	18 KW @ 384	,	Oldies	UNISTR,	\$10.00	(---)
KICR-F,	98.7,	34 KW @ 1053	,	Country	,	\$12.00	(---)
KLAA-F,	103.5,	50 KW @ 649	,	Country	MBS,	\$10.00	(D & R)
KLIL-F,	92.1,	3 KW @ 298	,	Oldies	UNIDTR,	\$ 9.00	(---)
KQID-F,	93.1,	100 KW @ 1522	,	CHR	,	\$16.00	(K & P)
KRRV-F,	100.3,	100 KW @ 1053	,	Country	ABC,	\$30.00	(Banner)
KZMZ-F,	96.9,	100 KW @ 1450	,	AOR	UNISTR,	\$10.00	(Katz)
							(BOYCE)
							(BUNKIE)
							(OAKDALE)
							(TIOGA)
							(MOREAU.)

AMARILLO, TX

ARB Rank/Pop: 193/158,700
 Market TSL: 22.25 Hours
 Average Person Rating: 16.8

Diaries: 514
 Sample Target: 520
 % Below Line: 0.0
 % Not Listed: 15.7

Retail \$: 2.1 Bil
 FM Share: 81.78%
 Stations: 16/16

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. KGNC-F (C)	34/12.7	---	10.7	---	10.0	359	22.6	21.6	24.3
2. KGNC (N/T)	27/10.1	---	10.2	---	9.6	300	18.9	18.1	18.4
3. KMML-F (C)	25/ 9.4	---	6.1	---	12.8	386	24.3	18.3	29.9
4. KBUY-F (C)	21/ 7.9	---	3.3	---	8.0	298	18.8	11.7	19.6
5. KQFX-F (C)	17/ 6.4	---	2.9	---	3.2	117	7.4	6.6	12.1
KPUR-F (O)	17/ 6.4	---	5.3	---	2.4	241	15.2	12.3	9.3
KQIZ-F (CHR)	17/ 6.4	---	17.2	---	12.0	298	18.8	30.4	26.3
8. KIXZ (ST)	12/ 4.5	---	5.7	---	5.6	211	13.3	13.2	11.9
9. KZRK-F (AOR)	11/ 4.1	---	2.5	---	2.0	206	13.0	11.5	11.3
10. KARX-F (CL AOR)	10/ 3.7	---	7.4	---	4.8	232	14.6	12.3	14.7
KQAC-F (C)	10/ 3.7	---	3.7	---	---	162	10.2	7.7	---
12. KAEZ-F (SAC)	7/ 2.6	---	4.1	---	4.0	144	9.1	7.2	10.4
KLLR-F (?)	7/ 2.6	---	1.2	---	---	152	9.6	4.9	---
14. KATP-F (AOR)	6/ 2.2	---	2.9	---	5.2	110	6.9	10.1	9.8
15.									

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

1. KGNC-F
- KQFX-F
3. KQIZ-F
- 4.
- 5.

ADULTS 18-34

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

ADULTS 18-49

1. KGNC-F
2. KMML-F
3. KQFX-F
4. KBUY-F
- KPUR-F

ADULTS 25-54

1. KGNC-F<
2. KMML-F
3. KQFX-F
4. KBUY-F
- KGNC
- KPUR-F

ADULTS 35+

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

MEN 25-54

1. KGNC
- KMML-F<
3. KQFX-F>
4. KBUY-F
- KGNC-F
- KPUR-F

WOMEN 25-54

1. KGNC-F>
2. KMML-F
3. KQAC-F
4. KQFX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGRW-F	94.7	FRIONA	0.7/ 0.6
KPUR	1440	AMARILLO	0.7/ 3.8

RADIO STATIONS

KGNC	, 710,	10 KW (DA-2)	, News/Talk	MBS CBS, \$19.00	(Katz)	Stauffer
KIXZ	, 940,	5 KW/1 KW (DA-2)	, Standards	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	(Banner)	
KZRK-F	, 107.9,	100 KW @ 1322	, AOR	UNISTR, \$10.00	(D & R)	(CANYON)
KARX-F	, 95.7,	100 KW @ 390	, Classic AOR	, \$16.00	(D & R)	(CLAUDE)
KATP-F	, 101.9,	100 KW @ 1007	, AOR	, \$12.00	(K & P)	
KBUY-F	, 94.1,	100 KW @ 699	, Country	UNISTR, \$14.00	(Banner)	
KFMA-F	, 99.7,	6 KW @ 328	, ??	, \$ NA	(D & R)	
KGNC-F	, 97.9,	100 KW @ 1282	, Country	UNISTR, \$24.00	(Katz)	Stauffer
KMML-F	, 96.9,	100 KW @ 613	, AC	ABC, \$17.00	(Banner)	
KPUR-F	, 107.1,	3 KW @ 298	, Oldies	CNN UNISTR, \$12.00	(Banner)	KMML owner (D) (CANYON)
KQAC-F	, 98.7,	100 KW @ 469	, Country	, \$12.00	(---)	
KQFX-F	, 104.3,	100 KW @ 590	, Country	, \$13.00	(---)	(BORGER)
KQIZ-F	, 93.1,	100 KW @ 699	, CHR	, \$22.00	(Mc-Guild)	

AUGUSTA - WATERVILLE, ME

ARB Rank/Pop: 239/98,100
 Market TSL: 21.25 Hours
 Average Person Rating: 16.0

Diaries: 329
 Sample Target: 310
 % Below Line: 18.6
 % Not Listed: 25.0

Retail \$: 1.17 Bil
 FM Share: 98.29%
 Stations: 18/7

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WMME-F (CHR)	19/12.2	---	17.9	---	13.3	292	29.8	32.7	29.5
2. WTOS-F (AOR)	18/11.5	---	5.1	---	4.8	239	24.4	16.5	14.1
3. WEBB-F (C)	16/10.3	---	9.6	---	1.8	167	17.0	18.8	11.0
WABK-F (AC)	16/10.3	---	4.5	---	7.8	244	24.9	17.4	18.4
5. WKCG-F (C)	15/ 9.6	---	9.6	---	13.9	145	14.8	16.5	21.1
6. WBLM-F (AOR)	6/ 3.8	---	6.4	---	9.0	206	21.0	20.4	26.4
7. WPOR-F (C)	5/ 3.2	---	0.6	---	1.8	63	6.4	4.0	5.4
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTOS-F	1. WABK-F<	1. WEBB-F<	1. WMME-F<
WMME-F<	2. WEBB-F	2. WABK-F	2. WTOS-F>>
3. WABK-F	3. WTOS-F<	3. WMME-F	3.
4. WEBB-F	4. WKCG-F<	WTOS-F	4.
5. WKCG-F	5. WMME-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WTOS-F>	1. WTOS-F	1. WABK-F>	1. WKCG-F<	1. WABK-F>	1. WABK-F
2. WMME-F	2. WEBB-F	2. WMME-F	2. WABK-F>	2. WKCG-F	2. WEBB-F
3. WEBB-F>	WABK-F	3. WEBB-F	3. WEBB-F	WTOS-F	WMEE-F>
4.	WMME-F	4. WKCG-F	4.	WBLM-F	4. WKCG-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCTB-F	93.5	FAIRFIELD	1.3/ 7.5
WFAU	1280	GARDINER	1.3/ 5.3
WAVX-F	106.9	THOMASTON	0.6/ 4.5
WQCB-F	106.5	BREWER	1.9/12.4
WVFX-F	104.7	BELFAST	1.3/ 3.9
WYOU-F	97.1	BANGOR	0.6/ 3.8

SEE PORTLAND, ME FOR MORE ABOUT THE FOLLOWING:

WBCI-F	1.3/4.3	WKZS-F	1.3/6.1
WCYY-F	1.3/2.8	WTHT-F	0.6/3.2
WHOM-F	2.6/7.6		

RADIO STATIONS

WABK-F,	104.3,	50 KW @ 371 ,	AC	USA,	\$12.00	(Eastman)	(GARDINER)
WCTB-F,	93.5,	11 KW @ 500 ,	???	, \$ NA	(K & P)	(FAIRFIELD)	
WKCG-F,	101.3,	50 KW @ 321 ,	Country	CBS,	\$18.00	(Kettell)	WABK owner (D)
WMME-F,	92.3,	50 KW @ 500 ,	CHR	, \$24.00	(Katz)	Pilot	
WTOS-F,	105.1,	50 KW @ 2430 ,	AOR	UNISTR,	\$18.00	(K & P)	(SKOWHEGAN)
WEBB-F,	98.5,	50 KW @ 134 ,	Country	, \$15.00	(---)	Pilot	(WATERVILLE)

Other ranked stations -- See Bangor in this edition or Portland in Spring 95 edition

BANGOR, ME

ARB Rank/Pop: 256/66,800
 Market TSL: 20.50 Hours
 Average Person Rating: 15.3

Diaries: 382
 Sample Target: 365
 % Below Line: 9.8
 % Not Listed: 18.6

Retail \$: 0.76 Bil
 FM Share: 87.95%
 Stations: 12/10

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WQCB-F (C)	17/16.7	---	14.7	---	18.8	185	27.7	30.4	27.5
2. WKIT-F (AOR)	12/11.8	---	9.2	---	7.0	187	28.0	24.4	19.0
3. WWFX-F (CHR)	10/ 9.8	---	9.2	---	4.7	168	25.1	29.5	19.0
4. WTOS-F (AOR/CL)	9/ 8.8	---	3.7	---	3.1	126	18.9	14.3	11.1
5. WABI (ST)	8/ 7.8	---	7.3	---	14.8	93	13.9	18.5	16.5
WEZQ-F (SAC)	8/ 7.8	---	7.3	---	8.6	120	18.0	22.0	20.2
WKSQ-F (AC)	8/ 7.8	---	5.5	---	9.4	123	18.4	19.9	24.6
8. WWMJ-F (O)	4/ 3.9	---	7.3	---	6.3	90	13.5	15.5	14.3
9. WYOU-F (C)	3/ 2.9	---	4.6	---	5.5	77	11.5	13.5	11.6

12+ AMD

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

12+ MID

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

12+ PMD

1. WQCB-F
2. WKIT-F<
3. WWFX-F
- 4.
- 5.

12+ EVE

1. WWFX-F>
2. WKIT-F
- WTOS-F
4. WQCB-F
- 5.

ADULTS 18-34

1. WKIT-F
2. WQCB-F
3. WTOS-F
4. WWFX-F
- 5.

ADULTS 18-49

1. WKIT-F
- WQCB-F>
3. WKSQ-F
- WTOS-F
- 5.

ADULTS 25-54

1. WQCB-F>
2. WKIT-F
- WKSQ-F
4. WTOS-F
- 5.

ADULTS 35+

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

MEN 25-54

1. WTOS-F
2. WQCB-F
- WKIT-F>>
- 4.
- 5.

WOMEN 25-54

1. WQCB-F>
2. WKSQ-F
3. WEZQ-F
4. WKIT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNSW	1200	BREWER	2.0/ 4.2
WSNV-F	103.9	HOWLAND	1.0/ 9.0
WGUY-F	102.1	DEXTER	1.0/ 2.4

RADIO STATIONS

WABI,	910,	5 KW (DA-N)	, Standards	CNN, \$14.00	(Kettell)
WZON,	620,	5 KW (DA-2)	, Talk	CBS, \$10.00	(---)
WEZQ-F,	92.9,	20 KW @ 787	, Soft AC	UNISTR, \$13.00	(D & R)
WKIT-F,	100.3,	16 KW @ 882	, AOR	, \$16.00	(Eastman)
WKSQ-F,	94.5,	12 KW @ 1027	, AC	, \$14.00	(Christal)
WQCB-F,	106.5,	100 KW @ 1079	, Country	AP, \$24.00	(Mc-Guild)
WWFX-F,	104.7,	10 KW @ 1099	, CHR	, \$17.00	(Banner)
WWMJ-F,	95.7,	12 KW @ 1027	, Oldies	ABC, \$15.00	(D & R)
WYOU-F,	97.1,	5 KW @ 1230	, Country	UNISTR, \$11.00	(Eastman)

NOTE: WKSQ-F in duopoly with 99.1 in Bar Harbor.

BATTLE CREEK, MI

ARB Rank/Pop: 227/114,600
 Market TSL: 21.25 Hours
 Average Person Rating: 16.1

Diaries: 394
 Sample Target: 350
 % Below Line: 53.2
 % Not Listed: 21.1

Retail \$: 1.37 Bil
 FM Share: 78.62%
 Stations: 17/4

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WBCK (FS)	28/15.2	---	11.4	---	17.1	301	26.3	23.0	31.1
2. WNNW-F (C)	25/13.6	---	15.1	---	18.2	329	28.7	32.9	30.6
3. WKFR-F (CHR)	24/13.0	---	13.5	---	9.6	353	30.8	29.3	23.8
4. WJXQ-F (AOR)	11/ 6.0	---	4.3	---	4.3	163	14.2	14.4	10.3
5. WBXX-F (AC/O)	10/ 5.4	---	5.4	---	3.7	152	13.3	14.4	12.5
6. WRKR-F (AOR)	9/ 4.9	---	9.7	---	7.5	174	15.2	16.4	14.9
7. WIBM-F (O)	7/ 3.8	---	4.9	---	3.2	156	13.6	15.7	13.9
8. WELL-F (C)	6/ 3.3	---	1.6	---	---	110	9.6	6.9	----
WOOD-F (SAC)	6/ 3.3	---	4.9	---	3.7	119	10.4	11.0	13.3

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

1. WKFR-F>
2. WNNW-F
3. WBXX-F
- WJXQ-F
- 5.

ADULTS 25-54

1. WNNW-F<
2. WKFR-F
3. WBXX-F
4. WIBM-F
- 5.

ADULTS 35+

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

MEN 25-54

1. WNNW-F
2. WJXQ-F
3. WBCK
- WBXX-F
- 5.

WOMEN 25-54

1. WKFR-F>
2. WNNW-F
3. WBXX-F
4. WIBM-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOLY 1500 BATTLE CREEK 1.6/ 3.1

SEE KALAMAZOO, GRAND RAPIDS OR LANSING FOR MORE ABOUT THE FOLLOWING:

WBCT-F	1.6/ 6.5	WKLQ-F	0.5/ 3.5
WFAT-F	1.6/ 2.6	WQLR-F	2.2/ 8.5
WFMK-F	1.1/ 2.4	WVIC-F	0.5/ 2.5
WITL-F	1.1/ 4.1		

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2)	, Full Service	TALKNT NBC, \$19.00	(Eastman)	Patterson
WBXX-F, 95.3, 3 KW @ 269	, AC/Oldies	, \$13.00	(Eastman)	Patterson
WELL-F, 104.9, 6 KW @ 298	, Country	MBS CBS, \$ 9.00	(Patt)	Patterson (MARSHALL)

Other ranked stations -- see Kalamazoo, Lansing or Grand Rapids in Spring 95 edition

BEAUMONT - PORT ARTHUR, TX

ARB Rank/Pop: 126/304,100
 Market TSL: 20.50 Hours
 Average Person Rating: 15.2

Diaries: 591
 Sample Target: 575
 % Below Line: 20.0
 % Not Listed: 15.6

Retail \$: 3.0 Bil
 FM Share: 73.78%
 Stations: 22/11

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. KYKR-F (C)	58/12.6	11.1	9.7	13.9	14.8	709	23.3	23.3	28.9
2. KAYD-F (C)	45/ 9.8	12.5	9.3	11.9	12.4	645	21.2	21.4	24.5
3. KLVI (T)	44/ 9.5	9.0	6.3	9.0	9.5	541	17.8	17.1	17.1
4. KQXY-F (SAC)	39/ 8.5	7.5	2.7	3.5	2.0	611	20.1	13.0	9.8
5. KALO (B)	29/ 6.3	5.0	6.1	2.2	3.1	277	9.1	8.7	6.9
6. KKMY-F (AC)	28/ 6.1	7.1	8.2	5.1	9.3	563	18.5	16.1	19.7
7. KIOC-F (CHR)	25/ 5.4	4.0	6.5	8.4	9.7	487	16.0	16.6	20.3
8. KHYS-F (J)	20/ 4.3	9.9	12.4	7.9	10.6	380	12.5	19.5	17.3
KZWA-F (B)	20/ 4.3	---	---	---	---	189	6.2	---	---
10. KBXX-F (CHR)	14/ 3.0	2.6	4.0	2.4	2.0	253	8.3	10.4	7.8
11. KOLE (ST)	12/ 2.6	2.1	2.1	4.4	1.5	207	6.8	5.0	4.8
12. KTFA-F (REL)	10/ 2.2	3.1	3.6	3.5	1.3	219	7.2	7.5	4.6
13.									
14.									
15.									

12+ AMD

1. KYKR-F<
2. KLVI
3. KAYD-F>
4. KALO
KQXY-F

12+ MID

1. KYKR-F
2. KLVI <
3. KAYD-F
4. KQXY-F<
5. KKMY-F

12+ PMD

1. KYKR-F
2. KQXY-F<
3. KLVI <
4. KAYD-F
- 5.

12+ EVE

1. KQXY-F
- KHYS-F
3. KYKR-F
4. KAYD-F
- 5.

ADULTS 18-34

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

ADULTS 18-49

1. KYKR-F<
2. KAYD-F<
3. KQXY-F
4. KKMY-F
- 5.

ADULTS 25-54

1. KAYD-F
- KYKR-F
3. KKMY-F
4. KLVI
5. KQXY-F

ADULTS 35+

1. KLVI
2. KYKR-F
3. KALO-F
4. KAYD-F
- 5.

MEN 25-54

1. KLVI <
2. KAYD-F
- KYKR-F
4. KKMY-F
- 5.

WOMEN 25-54

1. KAYD-F
- KYKR-F
3. KKMY-F
4. KQXY-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOGT	1600	ORANGE	0.4/ 1.7
KZZB	990	BEAUMONT	1.1/ 1.7
KHLA-F	99.5	LAKE CHARLES, IA	0.7/ 3.2
KYKS-F	105.1	LUFKIN	0.7/ 2.1
KYKZ-F	96.1	LAKE CHARLES, IA	0.7/ 6.9

SEE HOUSTON FOR MORE ABOUT THE FOLLOWING:

KLDE-F	1.5/ 3.9	KTBZ-F	0.9/ 2.4
KLOL-F	0.9/ 4.3	KTRH	2.2/ 6.9
KMJQ-F	0.9/ 4.4		

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N), Black	AURN UNISTR, \$16.00 (Christal)	
KLVI, 560, 5 KW (DA-N), News/Talk	ABC, \$25.00 (Mc-Guild)	Gulfstar
KOLE, 1340, 1 KW, Standards	UNISTR, \$14.00 (Eastman)	
KAYD-F, 97.5, 100 KW @ 479, Country	, \$31.00 (Katz)	
KIOC-F, 106.1, 100 KW @ 1059, CHR	, \$24.00 (Banner)	
KKMY-F, 104.5, 100 KW @ 400, AC	UNISTR, \$25.00 (Eastman)	Bill Sherard
KQXY-F, 94.1, 100 KW @ 600, Soft AC	, \$14.00 (Katz)	KAYD owner (D)
KTFA-F, 92.5, 50 KW @ 440, Religion	, \$11.00 (---)	(GROVES)
KYKR-F, 95.1, 100 KW @ 420, Country	, \$34.00 (Mc-Guild)	Gulfstar

Other ranked stations -- see Houston in Spring 95 edition

BECKLEY, WV

ARB Rank/Pop: 258/64,200
 Market TSL: 20.00 Hours
 Average Person Rating: 15.1

Diaries: 301
 Sample Target: 280
 % Below Line: 5.2
 % Not Listed: 16.5

Retail \$: 0.62 Bil
 FM Share: 86.42%
 Stations: 8/6

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME RATING S93
1. WJLS-F (C)	24/24.7	---	22.6	---	31.6	326	50.8	44.2	47.8
2. WTNJ-F (C)	20/20.6	---	26.9	---	25.5	272	42.4	43.6	47.1
3. WCIR-F (CHR)	14/14.4	---	18.3	---	13.3	258	40.2	35.7	39.4
4. WJLS (G)	11/11.3	---	4.3	---	4.1	123	19.2	14.9	16.0
5. WAXS-F (O)	4/ 4.1	---	3.2	---	3.1	97	15.1	15.3	11.2
WKLC-F (AOR)	4/ 4.1	---	4.3	---	---	41	6.4	8.3	---
7. WHAJ-F (CHR)	3/ 3.1	---	---	---	---	97	15.1	---	---
8.									
9.									
10.									

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WVSR-F 102.7 CHARLESTON 1.0/3.7

RADIO STATIONS

WJLS, 560, 5 KW/500 W (DA-N), Gospel MBS, \$ 8.00 (Savalli)
 WAXS-F, 94.1, 26 KW @ 649 , Oldies ABC SMN, \$ 9.00 (Roslin) (OAK HILL)
 WCIR-F, 103.7, 5 KW @ 1483 , CHR UNISTR, \$18.00 (K & P)
 WJLS-F, 99.5, 34 KW @ 1050 , Country MBS, \$21.00 (Savalli)
 WTNJ-F, 105.9, 50 KW @ 500 , Country ABC UNISTR, \$26.00 (Roslin) (MT. HOPE)

WKLC -- See Charleston, WV in Spring 95 edition

BILLINGS, MT

ARB Rank/Pop: 238/98,500
 Market TSL: 22.00 Hours
 Average Person Rating: 16.2

Diaries: 447
 Sample Target: 405
 % Below Line: 0.0
 % Not Listed: 12.5

Retail \$: 1.48 Bil
 FM Share: 90.00%
 Stations: 13/13

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. KCTR-F (C)	36/22.5	26.1	22.4	21.3	24.5	352	35.7	40.4	35.8
2. KYA-F (CHR)	20/12.5	7.9	7.9	11.8	12.9	292	29.6	21.7	27.3
3. KKBR-F (O)	19/11.9	7.3	13.3	11.2	13.5	225	22.8	17.7	26.2
4. KRKX-F (AOR)	19/11.9	16.4	18.8	10.7	10.3	267	27.1	28.8	19.5
5. KBMJ-F (AOR)	17/10.6	1.8	3.6	3.0	3.2	183	18.6	11.8	9.7
6. KIDX-F (C)	8/ 5.0	7.3	3.0	4.7	4.5	103	10.5	15.3	14.1
7. KBLG (T)	7/ 4.4	2.4	7.3	4.1	6.5	129	13.1	14.9	10.9
8. KBKO-F (?)	5/ 3.1	6.7	4.8	11.8	5.8	83	8.4	12.5	16.9
9. KGHL (C)	4/ 2.5	1.2	0.6	1.2	3.2	63	6.4	8.3	10.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KCTR-F>>	1. KCTR-F>>	1. KCTR-F>	1. KCTR-F
2. KKBR-F	2. KKBR-F<	2. KRKX-F	2. KBMJ-F
3. KYA-F	3. KYA-F<	3. KYA-F<	3. KYA-F
4. KRKX-F	4. KRKX-F	4. KBMJ-F<	4. KRKX-F
5.	5.	5. KKBR-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KBMJ-F<	1. KCTR-F	1. KCTR-F>>	1. KCTR-F>	1. KCTR-F	1. KCTR-F>>
2. KCTR-F<	2. KRKX-F<	2. KKBR-F	2. KKBR-F>>	2. KRKX-F	2. KKBR-F
3. KRKX-F	3. KBMJ-F<	3. KRKX-F	3.	3. KBMJ-F	3. KYA-F
4. KYA-F	4. KYA-F<	4. KBMJ-F	4.	4. KKBR-F	4. KRKX-F
5.	5. KKBR-F	5. KYA-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBSR	1490	LAUREL	0.6/2.0
KMAY	1240	BILLINGS	0.6/2.3
KRSQ-F	101.7	LAUREL	1.3/6.4
KURL	730	BILLINGS	0.6/6.2

RADIO STATIONS

KBLG	, 910,	1 KW/64 W	, Talk	NBC, \$14.00	(---)	Sunbrook
KDWG	, 970,	5 KW (DA-N)	, Country	ABC, \$10.00	(Christal)	DeShutes
KURL	, 730,	5 KW/235 W	, Religion	, \$ 8.00	(---)	Enterprise
KBMJ-F,	95.5,	100 KW @ 984	, AOR	, \$ NA	(---)	(HARDIN)
KCTR-F,	102.9,	100 KW @ 489	, Country	ABC, \$28.00	(Christal)	DeShutes
KIDX-F,	98.5,	85 KW @ 371	, Country	, \$14.00	(Eastman)	
KKBR-F,	97.1,	28 KW @ 325	, Oldies	, \$20.00	(Christal)	DeShutes
KBKO-F,	103.7,	100 KW @ 489	, ??	ABC, \$13.00	(Banner)	
KRKX-F,	94.1,	100 KW @ 1017	, AOR	, \$19.00	(Mc-Guild)	Sunbrook
KYYA-F,	93.3,	100 KW @ 699	, CHR/AC	ABC, \$15.00	(MMR)	Sunbrook

BILOXI-GULFPORT-PASCAGOULA, MS

ARB Rank/Pop: 138/268,800
 Market TSL: 18.25 Hours
 Average Person Rating: 13.7

Diaries: 482
 Sample Target: 440
 % Below Line: 27.5
 % Not Listed: 18.3

Retail \$: 2.0 Bil
 FM Share: 95.67%
 Stations: 25/13

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WKNN-F (C)	50/13.6	---	17.5	---	17.9	715	26.6	33.5	31.8
2. WXRG-F (AOR)	23/ 6.3	---	6.0	---	10.6	374	13.9	12.3	14.3
WXYK-F (CHR)	23/ 6.3	---	0.8	---	---	524	19.5	4.2	---
4. WBLX-F (B)	20/ 5.4	---	3.6	---	3.4	266	9.9	7.7	6.9
5. WJZD-F (AC)	18/ 4.9	---	2.7	---	---	245	9.1	7.3	---
6. WZKX-F (CHR)	16/ 4.4	---	4.9	---	7.6	320	11.9	14.8	21.2
WDLT-F (B/AC)	16/ 4.4	---	1.6	---	---	161	6.0	5.0	---
8. WMJY-F (AC)	15/ 4.1	---	3.6	---	5.3	406	15.1	12.9	16.7
9. WGCM-F (O)	14/ 3.8	---	5.8	---	8.7	263	9.8	10.1	15.6

12+ AMD

1. WKNN-F>>
2. WXRG-F
3. WXYK-F
- 4.
- 5.

12+ MID

1. WKNN-F>>
2. WBLX-F<
3. WXRG-F
- 4.
- 5.

12+ PMD

1. WKNN-F>
2. WXRG-F
- WBLX-F
4. WXYK-F
- 5.

12+ EVE

1. WXYK-F
2. WKNN-F>
3. WXRG-F
- 4.
- 5.

ADULTS 18-34

1. WXRG-F
2. WKNN-F<
3. WXYK-F
- 4.
- 5.

ADULTS 18-49

1. WKNN-F
2. WXRG-F>
3. WXYK-F<
4. WJZD-F
- 5.

ADULTS 25-54

1. WKNN-F
2. WXRG-F
3. WDLT-F
4. WGCM-F
- 5.

ADULTS 35+

1. WKNN-F>>
2. WDLT-F
3. WGCM-F
- 4.
- 5.

MEN 25-54

1. WXRG-F>
2. WKNN-F
3. WBLX-F
- WDLT-F
- 5.

WOMEN 25-54

1. WKNN-F>
2. WGCM-F
- WJZD-F
- WDLT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOSM-F	103.1	OCEAN SPRINGS	0.8/4.7
WROA	1390	GULFPORT	1.9/4.7
WUSD-F	97.9	WIGGINS	2.5/8.8
WXBD	1490	BILOXI	1.6/2.5
WXLS-F	107.1	GULFPORT	3.3/7.6
WXOR-F	92.5	OCEAN SPRINGS	0.8/2.0

SEE NEW ORLEANS, PENSACOLA OR MOBILE FOR MORE INFORMATION ABOUT THE FOLLOWING:

WABB-F	1.9/6.7	WRNO-F	2.5/6.8
WEZB-F	1.4/5.4	WTKL-F	1.4/2.0
WKSJ-F	0.5/3.2	WWL	3.3/8.4
WNOE-F	1.6/3.0	WWRO-F	0.8/3.5
WQUE-F	3.5/8.0	WXBM-F	0.8/2.5

RADIO STATIONS

WGCM-F, 102.3,	25 KW @ 289	, Oldies	, \$14.00 (Eastman)	Dowdy	
WJZD-F, 94.5,	6 KW @ 216	, AC	ABC, \$10.00 (---)		(LONG BCH)
WMJY-F, 93.7,	100 KW @ 984	, AC	, \$11.00 (Mc-Guild)	Multimarket	
WOSM-F, 103.1,	50 KW @ 482	, Religion	USA AP, \$10.00 (---)		(OCEAN SPGS)
WUSD-F, 97.9,	50 KW @ 466	, Country	UNISTR, \$14.00 (Katz)		(WIGGINS)
WKNN-F, 99.1,	99 KW @ 984	, Country	ABC, \$28.00 (Mc-Guild)	Multimarket	
WXLS-F, 107.1,	3 KW @ 407	, Soft AC	, \$13.00 (K & P)		
WXRG-F, 96.7,	2 KW @ 384	, AOR/Classic	, \$14.00 (K & P)		
WXYK-F, 105.9,	25 KW @ 312	, CHR	, \$ NA (K & P)		
WZKX-F, 107.9,	100 KW @ 410	, CHR	, \$17.00 (Eastman)	Dowdy	(POPLAR.)

WBLX -- See Mobile

WWL -- See New Orleans

BISMARCK, ND

ARB Rank/Pop: 254/70,200
 Market TSL: 22.00 Hours
 Average Person Rating: 16.8

Diaries: 388
 Sample Target: 365
 % Below Line: 0.0
 % Not Listed: 11.0

Retail \$: 0.96 Bil
 FM Share: 68.57%
 Stations: 10/10

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. KFYZ (FS)	20/16.9	---	14.5	---	20.8	263	37.5	36.9	39.1
2. KBYZ-F (AOR)	19/16.1	---	13.7	---	11.5	187	26.6	23.2	21.5
KYYY-F (CHR)	19/16.1	---	16.2	---	17.7	232	33.0	36.3	33.9
4. KQDY-F (C)	13/11.0	---	13.7	---	22.3	146	20.8	29.9	38.5
5. KKCT-F (C)	12/10.2	---	15.4	---	---	160	22.8	32.4	---
6. KBMR (C)	11/ 9.3	---	10.3	---	13.8	105	15.0	17.2	27.1
7. KSSS-F (SAC)	7/ 5.9	---	---	---	---	112	16.0	---	---
8. KLXX (ST)	2/ 1.7	---	3.4	---	3.8	72	10.3	15.3	17.6
KNDR-F (REL)	2/ 1.7	---	4.3	---	---	63	9.0	8.0	---

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

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KBYZ-F>	1. KBYZ-F>	1. KBYZ-F	1. KFYZ >>	1. KBYZ-F	1. KQDY-F
2. KQDY-F	2. KQDY-F	2. KFYZ	2. KBMR	2. KFYZ >>	KSSS-F
3. KYYY-F	KYYY-F	3. KQDY-F	3.	3.	3. KKCT-F
4.	4.	4.	4.	4.	4.
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, \$15.00 (Mc-Guild)	
KFYZ, 550, 5 KW (DA-N) , Full Service	ABC, \$24.00 (Banner)	Meyer
KLXX, 1270, 1 KW/250 W , Standards	SMN, \$ 9.00 (K & P)	J. Ingstad
KBYZ-F, 96.5, 100 KW @ 1000 , AOR	UNISTR, \$19.00 (K & P)	J. Ingstad
KKCT-F, 97.5, 100 KW @ 830 , Country	, \$18.00 (K & P)	J. Ingstad
KNDR-F, 104.7, 100 KW @ 853 , Religion	USA, \$ 8.00 (---)	(MANDAN)
KQDY-F, 94.5, 100 KW @ 1118 , Country	NBC, \$19.00 (Mc-Guild)	
KSSS-F, 101.5, 100 KW @ 987 , Soft AC (?)	, \$ NA (---)	
KYYY-F, 92.9, 100 KW @ 1181 , CHR	ABC, \$24.00 (Banner)	Meyer

NOTE: KQDY-F owns CP for 101.5.

BRYAN-COLLEGE STATION, TX

ARB Rank/Pop: 231/109,000
 Market TSL: 19.50 Hours
 Average Person Rating: 14.1

Diaries: 389
 Sample Target: 430
 % Below Line: 12.3
 % Not Listed: 15.6

Retail \$: 1.0 Bil
 FM Share: 92.31%
 Stations: 18/10

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KORA-F (C)	31/20.1	---	12.8	---	11.9	307	28.2	32.7	26.6
2. KKYS-F (CHR)	16/10.4	---	6.7	---	13.2	300	27.5	30.4	36.1
3. KAGG-F (C)	15/ 9.7	---	11.0	---	6.6	278	25.5	27.7	20.7
4. KHRN-F (B)	10/ 6.5	---	1.8	---	1.3	124	11.4	9.2	5.7
5. KLTR-F (AC?)	9/ 5.8	---	---	---	---	154	14.1	---	---
6. KHLR-F (AC)	8/ 5.2	---	3.7	---	---	205	18.8	11.5	---
KTSR-F (AOR)	8/ 5.2	---	9.8	---	6.0	191	17.5	21.3	20.5
KTTX-F (C)	8/ 5.2	---	5.5	---	9.3	225	20.6	19.8	23.6
9. WTAW (T)	7/ 4.5	---	3.7	---	4.0	102	9.4	11.8	12.0
10. KBMA-F (SP)	5/ 3.2	---	6.7	---	2.6	88	8.1	6.2	6.6

12+ AMD

1. KORA-F>>
2. KKYS-F
3. KAGG-F
- 4.
- 5.

12+ MID

1. KORA-F>
2. KKYS-F
3. WTAW
- 4.
- 5.

12+ PMD

1. KORA-F>
2. KAGG-F<
3. KKYS-F
- 4.
- 5.

12+ EVE

1. KAGG-F
2. KORA-F
3. KHRN-F
- KLTR-F
- 5.

ADULTS 18-34

1. KORA-F>
2. KKYS-F>
- 3.
- 4.
- 5.

ADULTS 18-49

1. KORA-F
2. KKYS-F
3. KAGG-F
- 4.
- 5.

ADULTS 25-54

1. KORA-F>>
2. KAGG-F
- KKYS-F
- 4.
- 5.

ADULTS 35+

1. KORA-F>>
2. KAGG-F
- 3.
- 4.
- 5.

MEN 25-54

1. KORA-F>>
2. WTAW
- KAGG-F
- 4.
- 5.

WOMEN 25-54

1. KKYS-F
2. KORA-F
3. KAGG-F
- KHRN-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTAM 1240 BRYAN 1.9/ 7.2

SEE HOUSTON OR WACO FOR MORE ABOUT THE FOLLOWING:

KBXX-F	1.3/6.0	KLLOL-F	0.6/3.9
KHMX-F	0.6/2.8	KMJQ-F	0.6/3.3
KIKK-F	0.6/3.1	KWTX-F	0.6/5.5
KLDE-F	1.9/2.6		

RADIO STATIONS

WTAW, 1150, 1 KW/500 W (DA-N), Talk	CBS MBS, \$10.00 (---)	Gulfstar
KAGG-F, 96.1, 40 KW @ 538 , Country	, \$17.00 (Eastman)	Gulfstar (MADISONVILLE)
KBMA-F, 99.5, 3 KW @ 328 , Hispanic	CNN CBS, \$12.00 (---)	(CAMERON)
KHLR-F, 103.9, 25 KW @ 695 , AC	, \$ 8.00 (---)	
KKYS-F, 104.7, 50 KW @ 286 , CHR	, \$14.00 (Mc-Guild)	Sun Group
KLTR-F, 101.9, 25 KW @ 328 , Soft AC (?)	, \$ NA (---)	(FRANKL:N)
KORA-F, 98.3, 2.3 KW @ 528 , Country	ABC, \$25.00 (---)	
KTSR-F, 92.1, 6 KW @ 276 , AOR/Classic	, \$16.00 (---)	Gulfstar
KTTX-F, 106.1, 50 KW @ 492 , Country	, \$12.00 (---)	(BRENHAM)

BURLINGTON, VT

ARB Rank/Pop: 219/119,600
 Market TSL: 20.00 Hours
 Average Person Rating: 15.2

Diaries: 367
 Sample Target: 330
 % Below Line: 1.1
 % Not Listed: 20.9

Retail \$: 1.4 Bil
 FM Share: 84.72%
 Stations: 14/13

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WOKO-F (C)	31/17.0	17.6	18.3	17.2	20.2	324	27.1	28.5	31.5
2. WIZN-F (AOR)	29/15.9	15.6	15.3	14.9	17.6	348	29.1	28.4	31.6
3. WXXX-F (CHR)	19/10.4	13.6	15.8	16.1	14.9	346	28.9	38.8	37.4
4. WEZF-F (SAC)	15/ 8.2	8.0	10.4	11.5	7.4	293	24.5	28.8	24.1
5. WCPV-F (?)	9/ 4.9	1.5	---	---	---	193	16.1	----	----
6. WJOY (ST)	8/ 4.4	3.0	5.4	4.0	3.7	117	9.8	9.7	11.8
WKDR (T)	8/ 4.4	2.0	2.0	1.7	2.1	116	9.7	7.4	6.4
8. WVMT (FS)	6/ 3.3	1.5	3.5	5.7	3.7	89	7.4	11.8	12.9
9.									
10.									

12+ AMD

1. WOKO-F>
2. WIZN-F<
3. WXXX-F
- 4.
- 5.

12+ MID

1. WIZN-F
2. WOKO-F
3. WXXX-F
- 4.
- 5.

12+ PMD

1. WIZN-F
2. WOKO-F>
3. WXXX-F
- 4.
- 5.

12+ EVE

1. WIZN-F>
2. WOKO-F
3. WXXX-F
- 4.
- 5.

ADULTS 18-34

1. WIZN-F>
2. WXXX-F
3. WOKO-F>
- 4.
- 5.

ADULTS 18-49

1. WIZN-F>
2. WOKO-F
3. WXXX-F
4. WEZF-F
- 5.

ADULTS 25-54

1. WIZN-F
- WOKO-F>
3. WEZF-F
- 4.
- 5.

ADULTS 35+

1. WOKO-F>>
2. WIZN-F
3. WJOY
- 4.
- 5.

MEN 25-54

1. WIZN-F>>
2. WCPV-F
- WOKO-F
- 4.
- 5.

WOMEN 25-54

1. WOKO-F
2. WEZF-F>
3. WIZN-F
- WXXX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGLY-F	103.3	WATERBURY	2.2/ 3.9
WKOL-F	105.1	PLATTSBURGH	2.7/ 9.1
WLFE-F	102.3	ST. ALBANS	1.1/ 2.8
WNCS-F	104.7	MONTPELIER	2.7/14.8
WVMX-F	101.7	STOWE	0.5/ 5.4
WGFB-F	99.9	PLATTSBURGH	1.1/ 3.5

RADIO STATIONS

WJOY, 1230, 1 KW	, Standards	UNISTR CNN, \$11.00 (D & R)	Hall	
WKDR, 1390, 5 KW/3 KW (DA-1),	Talk	SEN ABC, \$10.00 (---)		(PLATTSBURGH)
WVMT, 620, 5 KW (DA-2)	, Full Service	MBS ABC, \$13.00 (Mc-Guild)		
WEZF-F, 92.9, 46 KW @ 2699	, Soft AC	, \$23.00 (Banner)	Knight	
WIZN-F, 106.7, 50 KW @ 374	, AOR	, \$25.00 (MMR)	Deer River	(VERGENES)
WNCS-F, 104.7, 2 KW @ 2093	, AOR	, \$12.00 (---)		(MONTPELIER)
WOKO-F, 98.9, 100 KW @ 289	, Country	, \$27.00 (D & R)	Hall	
WXXX-F, 95.3, 3 KW @ 226	, CHR	, \$21.00 (Mc-Guild)	Goldman	

NOTE: WEXP-F in Plattsburgh is also owned by Hall (D).

CAPE COD, MA

ARB Rank/Pop: 184/167,000
 Market TSL: 24.25 Hours
 Average Person Rating: 18.6

Diaries: 437
 Sample Target: 400
 % Below Line: 21.6
 % Not Listed: 16.8

Retail \$: 2.2 Bil
 FM Share: 93.41%
 Stations: 29/11

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. WQRC-F (SAC)	50/16.1	10.7	17.9	19.1	15.7	451	27.0	27.9	33.4
2. WPXC-F (AOR)	24/ 7.7	14.0	12.1	9.4	8.0	347	20.8	21.2	20.4
3. WCOD-F (AC)	22/ 7.1	4.7	6.2	4.2	4.0	261	15.6	14.3	15.2
4. WFCC-F (CL)	21/ 6.8	5.7	4.8	8.3	7.7	215	12.9	11.8	14.6
5. WXTK-F (T)	15/ 4.8	8.0	7.2	6.3	4.7	209	12.5	15.0	14.9
6. WRZE-F (CHR)	14/ 4.5	3.7	3.8	4.5	2.7	254	15.2	14.7	11.3
7. WKPE-F (CHR)	13/ 4.2	3.0	1.4	1.7	2.7	282	16.9	10.8	9.2
8. WCIB-F (C)	11/ 3.5	4.3	3.1	1.7	3.3	184	11.0	9.9	10.7
9. WHJY-F (AOR)	11/ 3.5	1.7	1.4	2.1	1.7	134	8.0	4.6	4.3
10. WOCN-F (ST)	10/ 3.2	7.3	0.3	---	---	154	9.2	1.3	---

12+ AMD

1. WQRC-F>>
2. WCOD-F<
3. WPXC-F
- 4.
- 5.

12+ MID

1. WQRC-F>
2. WCOD-F
3. WPXC-F
4. WXTK-F<
5. WFCC-F

12+ PMD

1. WQRC-F>
2. WPXC-F
3. WCOD-F
4. WRZE-F
- 5.

12+ EVE

1. WQRC-F>
2. WPXC-F
3. WFCC-F
- 4.
- 5.

ADULTS 18-34

1. WPXC-F>
2. WCOD-F
3. WRZE-F
4. WHJY-F
- 5.

ADULTS 18-49

1. WPXC-F
2. WCOD-F
3. WQRC-F
4. WRZE-F
- 5.

ADULTS 25-54

1. WPXC-F
2. WQRC-F<
3. WCOD-F>
4. WCIB-F
- 5.

ADULTS 35+

1. WQRC-F>>
2. WFCC-F>
- 3.
- 4.
- 5.

MEN 25-54

1. WPXC-F<
2. WQRC-F
3. WCOD-F
4. WCIB-F
5. WKPE-F

WOMEN 25-54

1. WPXC-F
2. WCOD-F
3. WQRC-F
4. WRZE-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMVY-F 92.7 TISBURY 1.6/ 6.6
 WUNX-F 93.5 HARWICH 1.9/ 5.8

SEE BOSTON OR PROVIDENCE FOR MORE ABOUT THE FOLLOWING:

WBCN-F	0.3/3.8	WJMN-F	1.0/3.3
WBRU-F	0.6/3.1	WMJX-F	1.6/2.5
WBZ	1.3/8.2	WOODS-F	1.6/4.1
WCRB-F	0.3/2.5	WPLM-F	0.6/6.2
WCTK-F	2.9/7.6	WRKO	2.6/8.6
WEEI	1.6/6.3	WWBB-F	0.3/3.4
WFHN-F	0.6/4.8	WWLI-F	0.3/2.9
		WWRX-F	1.6/3.6
		WXKS-F	0.3/4.6
		WZLX-F	0.3/3.0

RADIO STATIONS

WCIB-F,	101.9,	50 KW @	479,	Country	UNISTR ABC,	\$18.00	(D & R)	WPXC owner	(FALMOUTH)
WCOD-F,	106.1,	45 KW @	430,	AC	,	\$28.00	(Banner)	Taylor	(HYANNIS)
WUNX-F,	93.5,	3 KW @	328,	Country	,	\$15.00	(Banner)	Taylor	(HARWICH)
WFCC-F,	107.5,	50 KW @	341,	Classical	,	\$20.00	(CMBS)		(CHATHAM)
WKPE-F,	104.7,	50 KW @	459,	CHR	,	\$19.00	(Katz)	Roth	(ORLEANS)
WMVY-F,	92.7,	3 KW @	285,	AOR	AP,	\$18.00	(Banner)	Comm. Prop.	(TISBURY)
WPXC-F,	102.9,	6 KW @	308,	AOR	,	\$35.00	(Mc-Guild)		(HYANNIS)
WQRC-F,	99.9,	50 KW @	381,	Soft AC	AP,	\$40.00	(Christal)	Sandab	(BARNSTABLE)
WRZE-F,	96.3,	50 KW @	394,	CHR	,	\$17.00	(Mc-Guild)	WPXC owner (D)	(NANTUCKET)
WXTK-F,	94.9,	50 KW @	246,	News/Talk	CNN TALKNT,	\$19.00	(Eastman)		(W. YARMOUTH)

Other ranked stations -- See Boston

CASPER

ARB Rank/Pop: 261/49,700
 Market TSL: 21.00 Hours
 Average Person Rating: 15.5

Diaries: 355
 Sample Target: 280
 % Below Line: 0.0
 % Not Listed: 23.3

Retail \$: 0.58 Bil
 FM Share: 72.48%
 Stations: 6/6

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. KPGM-F (O)	17/22.1	---	8.6	---	---	150	30.2	19.7	---
2. KQLT-F (C)	14/18.2	---	25.7	---	15.1	174	35.0	33.1	30.7
3. KTRS-F (CHR)	11/14.3	---	14.3	---	26.7	153	30.8	36.1	44.3
4. KTWO (C/FS)	10/13.0	---	15.7	---	18.6	114	22.9	23.3	26.7
5. KVOC (C)	6/ 7.8	---	11.4	---	11.6	108	21.7	21.9	25.1
6. KMGW-F (AC)	1/ 1.3	---	2.9	---	8.1	62	12.5	18.1	24.4
7.									
8.									
9.									
10.									

12+ AMD

1. KQLT-F
2. KPGM-F<
3. KTWO
- 4.
- 5.

12+ MID

1. KPGM-F<
2. KQLT-F
- 3.
- 4.
- 5.

12+ PMD

1. KPGM-F
2. KQLT-F
- 3.
- 4.
- 5.

12+ EVE

1. KPGM-F
2. KQLT-F
3. KTRS-F
- 4.
- 5.

ADULTS 18-34

1. KQLT-F
2. KPGM-F
- 3.
- 4.
- 5.

ADULTS 18-49

1. KPGM-F
2. KQLT-F
- 3.
- 4.
- 5.

ADULTS 25-54

1. KPGM-F>
2. KQLT-F
3. KTRS-F
4. KTWO
- 5.

ADULTS 35+

1. KPGM-F
2. KTWO
- 3.
- 4.
- 5.

MEN 25-54

1. KPGM-F>>
2. KQLT-F
3. KTRS-F
- 4.
- 5.

WOMEN 25-54

1. KQLT-F
2. KPGM-F
3. KTRS-F
4. KTWO
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KTWO , 1030, 50 KW (DA-2) , Country/FS
 KUYO , 830, 10 KW (DAYS) , Religion
 KVOC , 1230, 1 KW , Country

CBS, \$17.00 (Katz)
 , \$ 7.00 (---) Enterprise (EVANSVILLE)
 ABC, \$14.00 (Eastman)

KMGW-F, 94.5, 63 KW @ 1909 , AC
 KPGM-F, 106.9, 100 KW @ 1824 , Oldies
 KQLT-F, 103.7, 59 KW @ 1909 , Country
 KTRS-F, 95.5, 94 KW @ 1968 , CHR

, \$10.00 (---)
 AP USA, \$10.00 (---)
 SMN, \$21.00 (Mc-Guild)
 NBC ABC, \$18.00 (Mc-Guild)

CHAMPAIGN, IL

ARB Rank/Pop: 198/149,600
 Market TSL: 18.50 Hours
 Average Person Rating: 16.1

Diaries: 447
 Sample Target: 510
 % Below Line: 6.2
 % Not Listed: 25.7

Retail \$: 1.6 Bil
 FM Share: 77.56%
 Stations: 15/10

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	CUME S94	RATING S93
1. WIXY-F (C)	28/13.3	---	16.7	---	16.4	387	25.9	24.0	25.4
2. WLRW-F (CHR)	25/11.9	---	10.5	---	11.8	549	36.7	28.3	31.9
3. WKIO-F (O)	18/ 8.6	---	9.6	---	8.6	316	21.1	23.2	25.6
4. WDWS (T)	17/ 8.1	---	8.8	---	8.6	254	17.0	16.0	18.8
WPGU-F (AOR)	17/ 8.1	---	6.7	---	5.0	335	22.4	16.2	13.9
6. WBCP (B)	11/ 5.2	---	0.8	---	5.0	87	5.8	4.8	3.8
WHMS-F (SAC)	11/ 5.2	---	5.0	---	2.7	245	16.4	17.1	9.9
8. WZNF-F (AOR)	6/ 2.9	---	5.9	---	4.1	138	9.2	11.9	14.5
9. WHZT-F (AOR)	5/ 2.4	---	5.9	---	4.1	150	10.0	13.9	10.2
WLTM-F (?)	5/ 2.4	---	5.4	---	2.7	145	9.7	15.8	6.8

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

1. WLRW-F
2. WIXY-F
- WPGU-F
- 4.
- 5.

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

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

WOMEN 25-54

1. WLRW-F
2. WIXY-F
3. WHMS-F
- WBCP
- WKIO-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGN	720	CHICAGO	0.5/4.3
WIAI-F	99.1	DANVILLE	0.5/5.1
WLS	890	CHICAGO	2.4/7.6
WMAQ	670	CHICAGO	0.5/4.1
WSOY-F	102.9	DECATUR	2.4/3.5

RADIO STATIONS

WBCP	, 1580,	250 W (DAYS)	, Black	AURN, \$ NA	(---)	
WDWS	, 1400,	1 KW	, Talk	MBS CBS, \$20.00	(Christal)	
WHMS-F,	97.5,	50 KW @ 361	, Soft AC	CBS, \$15.00	(Christal)	
WHZT-F,	105.9,	1.3 KW @ 512	, AOR	SMN, \$14.00	(---)	(MAHOMET)
WIXY-F,	100.3,	13 KW @ 453	, Country	, \$25.00	(Katz)	Saga
WKIO-F,	92.5,	20 KW @ 367	, Oldies	UNISTR, \$28.00	(Eastman)	Tak
WLRW-F,	94.5,	50 KW @ 390	, CHR	ABC, \$22.00	(Katz)	Saga
WLTM-F,	96.1,	3.8 KW @ 403	, ??	, \$15.00	(Banner)	
WPGU-F,	107.1,	3 KW @ 236	, AOR	ABC, \$20.00	(Banner)	
WZNF-F,	95.3,	2 KW @ 414	, AOR	, \$17.00	(Banner)	

CHARLOTTESVILLE, VA

ARB Rank/Pop: 221/117,400
 Market TSL: 16.25 Hours
 Average Person Rating: 12.1

Diaries: 486
 Sample Target: 430
 % Below Line: 3.5
 % Not Listed: 37.3

Retail \$: 1.36 Bil
 FM Share: 67.42%
 Stations: 13/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WWWV-F (AOR)	18/12.7	---	8.8	---	9.3	271	23.1	22.6	24.3
2. WCYK-F (C)	16/11.3	---	10.3	---	13.7	180	15.3	17.5	22.3
WINA (FS)	16/11.3	---	8.1	---	11.8	222	18.9	16.5	20.8
4. WQMZ-F (CHR)	14/ 9.9	---	12.5	---	7.5	269	22.9	24.3	22.9
5. WCHV (T)	10/ 7.0	---	---	---	4.3	136	11.6	---	12.6
6. WVAO-F (O)	4/ 2.8	---	8.1	---	1.2	173	14.7	19.2	9.2
7. WKAV (EZ)	3/ 2.1	---	3.7	---	3.7	65	5.5	5.5	8.1
8. WUVA-F (AOR)	2/ 1.4	---	4.4	---	2.5	137	11.7	15.8	14.4
9.									
10.									

12+ AMD

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

12+ MID

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

12+ PMD

1. WQMZ-F
- WWWV-F
3. WCYK-F
- 4.
- 5.

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

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

WOMEN 25-54

1. WCYK-F
2. WCHV
3. WWWV-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WVSY-F	101.9	RUCKERSVILLE	0.7/ 7.2
WKIK-F	104.7	CREWE	0.7/ 6.3
WRCY-F	107.7	WARRENTOWN	0.7/ 1.8
WRVQ-F	94.5	RICHMOND	0.7/ 2.4
WVGO-F	106.5	RICHMOND	1.4/ 6.7

RADIO STATIONS

WCHV,	1260,	5 KW/2.5 KW (DA-2),	Talk	CNN, \$ NA	(Christal)	Eure
WINA,	1070,	5 KW (DA-N)	, Full Service	CBS, \$17.00	(Market 4)	WQMZ owner (D)
WKAV,	1400,	1 KW	, EZ	, \$11.00	(---)	WQMZ owner (D)
WCYK-F,	102.3,	5 KW @ 358	, Country	ABC, \$15.00	(K & P)	Clark (CROZET)
WQMZ-F,	95.1,	6 KW @ 144	, CHR	, \$15.00	(Market 4)	
WUVA-F,	92.7,	2 KW @ 899	, AOR	ABC, \$10.00	(---)	
WVAO-F,	99.7,	3.3 KW @ 1692	, Oldies	, \$13.00	(---)	Clark (STAUNTON)
WWWV-F,	97.5,	50 KW @ 449	, AOR	, \$19.00	(Christal)	Eure

CHEYENNE, WY

ARB Rank/Pop: 259/62,700
 Market TSL: 20.50 Hours
 Average Person Rating: 15.0

Diaries: 357
 Sample Target: 365
 % Below Line: 17.0
 % Not Listed: 24.5

Retail \$: 0.72 Bil
 FM Share: 81.69%
 Stations: 11/6

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KMUS-F (C)	25/26.6	---	25.2	---	28.0	272	43.4	36.2	39.8
2. KLEN-F (SAC)	12/12.8	---	12.1	---	7.5	179	28.5	23.6	20.2
3. KFBC (T)	7/ 7.4	---	7.5	---	9.7	84	13.4	20.2	19.9
4. KRQU-F (CHR)	5/ 5.3	---	---	---	---	73	11.6	---	---
KQKS-F (CHR)	5/ 5.3	---	1.9	---	---	77	12.3	5.8	---
6. KRFX-F (CL AOR)	4/ 4.3	---	5.6	---	4.3	73	11.6	16.0	10.8
KBPI-F (AOR)	4/ 4.3	---	2.8	---	3.2	44	7.0	5.5	9.1
8. KCGY-F (C)	3/ 3.2	---	1.9	---	---	47	7.5	6.8	---
KRAE (ST/O)	3/ 3.2	---	2.8	---	4.3	66	10.5	10.7	15.9
10.									

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

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. KRFX-F
3. KFBC
- KLEN-F
- KRQU-F

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOA	850	DENVER	2.1/11.2
KTLK	760	THORNTON	1.1/ 6.1

RADIO STATIONS

KFBC,	1240,	1 KW	,	Talk	ABC, \$15.00	(Eastman)
KRAE,	1480,	1 KW/65 W	,	Standards/Oldies SMN	CBS, \$10.00	(Tacher)
KFBQ-F,	97.9,	100 KW @	541	, Off Air	ABC, \$18.00	(Eastman)
KLEN-F,	106.3,	3 KW @	- 3	, Soft AC	, \$15.00	(Banner)
KMUS-F,	101.9,	50 KW @	492	, Country	, \$25.00	(Christal)
KRQU-F,	102.9,	100 KW @	1220	, CHR	WW1, SOURCE, \$ NA	(---)

Other stations -- See Denver

CHICO, CA

ARB Rank/Pop: 185/166,500
 Market TSL: 21.50 Hours
 Average Person Rating: 15.7

Diaries: 510
 Sample Target: 520
 % Below Line: 12.3
 % Not Listed: 25.3

Retail \$: 1.2 Bil
 FM Share: 72.82%
 Stations: 24/16

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KPAY (FS/T)	29/11.1	8.9	4.9	6.6	6.2	271	16.3	11.2	16.5
2. KDIG-F (AOR)	21/ 8.0	3.6	0.8	---	---	300	18.0	4.9	----
3. KFMM-F (AOR)	17/ 6.5	11.7	10.3	11.1	6.5	320	19.2	20.8	18.8
KHSL-F (C)	17/ 6.5	10.9	6.2	8.2	6.5	240	14.4	12.8	15.9
5. KALF-F (C)	16/ 6.1	4.4	8.6	8.2	6.9	256	15.4	14.7	14.0
6. KMXI-F (AC)	12/ 4.6	4.4	5.8	5.3	7.7	230	13.8	22.0	20.5
KPPL-F (SAC)	12/ 4.6	6.5	6.2	4.5	6.5	170	10.2	16.3	17.0
8. KLRS-F (AC)	8/ 3.1	2.0	3.7	4.5	---	171	10.3	11.2	---
9. KEWE-F (ST)	7/ 2.7	4.8	3.3	8.6	7.7	127	7.6	6.0	10.9

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

1. KPAY-F>
2. KDIG-F>
- 3.
- 4.
- 5.

ADULTS 18-34

1. KDIG-F>
2. KFMM-F
3. KHSL-F
4. KMXI-F
- KPAY
- KALF-F

ADULTS 18-49

1. KDIG-F
- KFMM-F<
3. KPAY-F
4. KALF-F
- KHSL-F

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

1. KPAY
2. KFMM-F
3. KDIG-F
4. KHSL-F
- 5.

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCEZ-F	100.7	RED BLUFF	2.3/11.1
KKCY-F	103.1	COLUSA	1.5/ 5.8
KKXX	930	PARADISE	0.4/ 1.8
KNSN	1290	CHICO	1.1/ 6.7
KORV	1340	OROVILLE	1.1/ 3.2
KYIX-F	104.9	S. OROVILLE	1.1/ 3.5
KZAP-F	96.7	PARADISE	1.5/ 8.8
KNCQ-F	97.3	REDDING	1.9/ 2.8
KSHA-F	104.3	REDDING	0.8/ 2.1

SEE SACRAMENTO FOR MORE ABOUT THE FOLLOWING:

KFBK	2.7/8.9	KNBR	0.4/2.6
KGO	1.1/8.0	KSFM-F	2.7/6.2
KHYL-F	0.4/3.9	KSTE	2.3/5.1
KNBR	0.4/2.6		

RADIO STATIONS

KHSL, 1290,	5 KW (DA-N)	, Country	CBS, \$14.00	(Eastman)	
KPAY, 1060,	10 KW (DA-2)	, Talk/FS	MBS, \$19.00	(Katz)	McCoy
KALF-F, 95.7,	7 KW @ 1266	, Country	, \$22.00	(K & P)	Park Lane (RED BLUFF)
KCEZ-F, 100.7,	50 KW @ 272	, Oldies	UNISTR, \$13.00	(---)	(CORNING)
KDIG-F, 106.7,	25 KW @ 207	, AOR	, \$ NA	(---)	(ORLAND)
KEWE-F, 97.7,	6 KW @ 161	, Standards	ABC, \$13.00	(Sand.)	(OROVILLE)
KFMM-F, 93.9,	2 KW @ 1128	, AOR	, \$27.00	(Christal)	Park Lane
KHSL-F, 103.5,	1.7 KW @ 1233	, Country	, \$18.00	(Eastman)	(PARADISE)
KLRS-F, 92.7,	1.5 KW @ 643	, CHR/AC	SMN, \$14.00	(---)	
KMXI-F, 95.1,	9 KW @ 1171	, AC/CHR	, \$16.00	(Katz)	McCoy
KPPL-F, 107.5,	28 KW @ 633	, Soft AC	, \$16.00	(Christal)	Park Lane (COLUSA)
KZAP-F, 96.7,	3 KW @ 328	, AOR/Classic	, \$11.00	(---)	(PARADISE)

KFBK -- See Sacramento

COLUMBIA, MO

ARB Rank/Pop: 236/100,700
 Market TSL: 19.25 Hours
 Average Person Rating: 14.7

Diaries: 429
 Sample Target: 405
 % Below Line: 0.7
 % Not Listed: 27.0

Retail \$: 1.17 Bil
 FM Share: 87.03%
 Stations: 10/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	CUME S94	RATING S93
1. KCLR-F (C)	24/16.2	---	17.7	---	17.7	278	27.6	32.8	24.5
2. KFMZ-F (AOR)	15/10.1	---	10.1	---	13.3	236	23.4	28.7	30.3
3. KFRU (FS/T)	14/ 9.5	---	8.2	---	13.9	204	20.3	22.5	24.6
KTXY-F (AOR)	14/ 9.5	---	4.4	---	4.4	263	26.1	18.0	19.3
5. KPLA-F (AC)	10/ 6.8	---	12.0	---	11.4	213	21.2	26.6	21.5
KCMQ-F (C)	10/ 6.8	---	5.7	---	7.0	194	19.3	17.7	12.8
7. KBXR-F (AOR)	7/ 4.7	---	7.6	---	---	165	16.4	17.4	---
KQQL-F (?)	7/ 4.7	---	---	---	---	120	11.9	---	---
9. KWWR-F (C)	6/ 4.1	---	2.5	---	4.4	95	9.4	7.7	6.9
10.									

12+ AMD

1. KCLR-F
2. KFRU >
3. KFMZ-F
- 4.
- 5.

12+ MID

1. KCLR-F
2. KFRU >
3. KFMZ-F
4. KCMQ-F
- 5.

12+ PMD

1. KCLR-F>
2. KFMZ-F
3. KCMQ-F
4. KPLA-F
- 5.

12+ EVE

1. KFMZ-F
2. KCLR-F<
3. KTXY-F
- KCMQ-F
- 5.

ADULTS 18-34

1. KCLR-F
2. KFMZ-F
3. KTXY-F
4. KBXR-F
- 5.

ADULTS 18-49

1. KCLR-F
2. KFMZ-F>
3. KTXY-F
- 4.
- 5.

ADULTS 25-54

1. KCLR-F>
2. KPLA-F
3. KFMZ-F
- 4.
- 5.

ADULTS 35+

1. KFRU
2. KCLR-F
- 3.
- 4.
- 5.

MEN 25-54

1. KCLR-F>>
2. KFMZ-F
- KPLA-F
- KCMQ-F
- 5.

WOMEN 25-54

1. KCLR-F
2. KPLA-F
3. KFMZ-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRES-F 104.7 MOBERLY 0.7/3.7

RADIO STATIONS

KFRU, 1400, 1 KW	, FS/Talk	ABC MBS, \$ NA	(---)	
KPLA-F, 101.5, 20 KW @ 604	, AC	, \$19.00	(---)	
KBXR-F, 106.1, 23 KW @ 722	, AOR	CBS, \$ NA	(---)	(ASHLAND)
KCLR-F, 99.3, 33 KW @ 285	, Country	, \$22.00	(Banner)	Zimmer (BOONVILLE)
KFMZ-F, 98.3, 24 KW @ 712	, AOR	ABC, \$18.00	(Christal)	Contemp. Media
KCMQ-F, 96.7, 3 KW @ 161	, Country	ABC UNISTR, \$11.00	(---)	Zimmer
KOQL-F, 102.3, 2 KW @ 374	, ??	, \$ NA	(---)	
KTXY-F, 106.9, 100 KW @ 1250	, AOR	ABC, \$14.00	(Mc-Guild)	Brill (JEFF. CITY)
KWWR-F, 95.7, 100 KW @ 994	, Country	MBS, \$10.00	(---)	(MEXICO)

DANBURY, CT

ARB Rank/Pop: 194/158,500
 Market TSL: 21.25 Hours
 Average Person Rating: 16.4

Diaries: 550
 Sample Target: 535
 % Below Line: 41.5
 % Not Listed: 25.7

Retail \$: 1.9 Bil
 FM Share: 73.05%
 Stations: 29/5

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WDAQ-F (AC)	40/15.4	12.9	12.9	14.2	13.3	434	27.4	25.1	24.3
2. WRKI-F (AOR)	23/ 8.8	8.0	11.8	9.1	10.5	441	27.8	25.8	26.7
3. WLAD (T)	15/ 5.8	8.8	7.5	6.2	7.7	227	14.3	17.5	17.5
4. WEZN-F (SAC)	14/ 5.4	6.8	5.5	7.3	5.6	307	19.4	21.1	18.6
WWYZ-F (C)	14/ 5.4	1.6	2.0	5.1	3.5	185	11.7	9.2	8.5
6. WCBS (N)	13/ 5.0	5.2	5.1	4.4	4.9	312	19.7	16.9	14.7
7. WFAN (SPRTS)	9/ 3.5	6.0	3.9	4.0	5.3	227	14.3	14.6	16.3
8.									
9.									
10.									

12+ AMD

1. WDAQ-F>>
2. WRKI-F<
3. WCBS
4. WFAN
- 5.

12+ MID

1. WDAQ-F>
2. WRKI-F>
3. WLAD
4. WEZN-F
- 5.

12+ PMD

1. WDAQ-F>
2. WRKI-F>
3. WEZN-F
4. WLAD
- 5.

12+ EVE

1. WDAQ-F>
2. WCBS
3. WRKI-F
- 4.
- 5.

ADULTS 18-34

1. WDAQ-F
2. WRKI-F>>
- 3.
- 4.
- 5.

ADULTS 18-49

1. WDAQ-F
2. WRKI-F>>
- 3.
- 4.
- 5.

ADULTS 25-54

1. WDAQ-F>
2. WRKI-F>
3. WWYZ-F
4. WEZN-F
5. WLAD

ADULTS 35+

1. WDAQ-F>
2. WLAD
3. WCBS
4. WWYZ-F
- 5.

MEN 25-54

1. WRKI-F>>
2. WDAQ-F
- WWYZ-F
- 4.
- 5.

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WINE	940	BROOKFIELD	1.2/6.1
WREF	850	RIDGEFIELD	1.5/5.2
WFX-F	95.9	NORWALK	0.8/2.6
WHUD-F	100.7	PEEKSKILL	2.3/5.4
WICC	600	BRIDGEPORT	0.4/2.9

SEE NEW YORK, HARTFORD, NEW HAVEN OR BRIDGEPORT FOR MORE ABOUT THE FOLLOWING:

WABC	1.5/ 6.0	WOR	1.2/ 6.1
WAXQ-F	0.8/ 2.0	WPLJ-F	0.8/ 2.3
WCBS-F	0.4/ 2.7	WPLR-F	1.2/ 4.0
WDRC-F	3.5/ 8.3	WQCD-F	0.8/ 2.5
WEBE-F	1.5/ 9.3	WQXR-F	0.8/ 4.0
WHTZ-F	1.5/ 4.7	WXRK-F	0.4/ 3.7
WKCI-F	1.5/11.7	WYNY-F	1.5/ 2.8
WKSS-F	0.4/ 3.8	WZMX-F	0.4/ 2.7
WMRQ-F	0.8/ 4.5		

RADIO STATIONS

WINE	, 940,	1 KW (DAYS)	, Talk	CNN	ABC, \$ NA	(Eastman)	Gary Starr
WLAD	, 800,	1 KW/286 W	, Talk		CBS, \$24.00	(D & R)	
WREF	, 850,	1 KW (DAYS)	, Standards		NBC, \$19.00	(---)	
WDAQ-F,	98.3,	1.3 KW @ 459	, AC		, \$47.00	(D & R)	
WRKI-F,	95.1,	50 KW @ 469	, AOR		, \$53.00	(Eastman)	Gary Starr

Other ranked stations -- See New York, New Haven or Bridgeport in Spring 95 edition

DANVILLE, IL

ARB Rank/Pop: 253/72,500
 Market TSL: 20.00 Hours
 Average Person Rating: 14.6

Diaries: 274
 Sample Target: 290
 % Below Line: 21.7
 % Not Listed: 26.4

Retail \$: 0.68 Bil
 FM Share: 93.58%
 Stations: 12/7

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WIAI-F (C)	17/16.0	---	13.4	---	13.6	252	34.8	29.5	35.8
2. WDNL-F (CHR)	13/12.3	---	13.4	---	12.7	228	31.4	24.2	29.6
3. WIXY-F (C)	8/ 7.5	---	9.8	---	11.0	151	20.8	20.3	19.5
4. WLRW-F (CHR)	6/ 5.7	---	1.8	---	3.4	133	18.3	11.8	11.9
5. WKIO-F (O)	5/ 4.7	---	4.5	---	5.1	90	12.4	10.7	10.5
6. WDAN (T)	4/ 3.8	---	3.6	---	1.7	77	10.6	11.5	12.9
WHPO-F (C)	4/ 3.8	---	2.7	---	5.9	63	8.7	11.6	9.4
WWDZ-F (AOR)	4/ 3.8	---	7.1	---	4.2	58	8.0	6.6	7.6
9.									
10.									

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

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCDV-F	103.1	COVINGTON	1.9/ 9.9
WITY	980	DANVILLE	0.9/ 8.1
WAZY-F	96.5	LAFAYETTE	0.9/ 4.1
WHZT-F	105.9	MAHOMET	2.8/ 5.9

RADIO STATIONS

WDAN,	1490,	1 KW	, Talk	CBS, \$12.00	(Mc-Guild)	Neuhoff
WITY,	980,	1 KW (DA-2)	, Full Service	ABC, \$11.00	(---)	
WCDV-F,	103.1,	3 KW @ 29E	, AC/Oldies	SMN, \$10.00	(---)	(COVINGTON)
WDNL-F,	102.1,	50 KW @ 367	, CHR/AC	UNISTR, \$23.00	(Mc-Guild)	Neuhoff
WHPO-F,	100.9,	3 KW @ 29E	, Country	, \$10.00	(---)	(HOOPESTON)
WIAI-F,	99.1,	50 KW @ 500	, Country	NBC UPI, \$26.00	(D & R)	
WWDZ-F,	94.9,	6 KW @ 328	, AOR	, \$13.00	(Banner)	

Other rated stations -- See Chicago or Champaign

DOTHAN, AL

ARB Rank/Pop: 175/180,500
 Market TSL: 24.25 Hours
 Average Person Rating: 18.1

Diaries: 478
 Sample Target: 420
 % Below Line: 8.9
 % Not Listed: 22.0

Retail \$: 1.66 Bil
 FM Share: 100%
 Stations: 13/10

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WTVY-F (C)	65/19.9	21.8	25.3	18.6	22.5	650	36.0	44.1	40.3
2. WKMX-F (CHR)	37/11.3	6.9	9.4	13.9	7.9	453	25.1	21.3	24.4
3. WOOF-F (AC)	31/ 9.5	10.3	6.7	10.1	8.6	384	21.3	20.0	18.3
4. WDJR-F (C)	24/ 7.3	7.6	9.4	12.2	11.6	310	17.2	18.3	24.7
5. WJUN-F (B)	20/ 6.1	9.2	5.7	6.4	8.6	236	13.1	11.9	11.3
WZHT-F (B)	20/ 6.1	7.3	7.1	6.4	8.9	267	14.8	12.3	16.4
7. WESP-F (O)	18/ 5.5	3.4	1.7	1.0	2.3	206	11.4	7.4	7.9
8. WRJM-F (SAC)	11/ 3.4	5.3	3.0	6.4	2.3	141	7.8	11.4	4.9
9. WQLS-F (AOR)	10/ 3.1	1.5	1.7	1.4	1.0	135	7.5	6.6	5.9
10. WIZB-F (?)	9/ 2.8	---	---	---	---	63	3.5	---	---

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

1. WJUN-F<
2. WKMX-F
3. WZHT-F
- 4.
- 5.

ADULTS 18-34

1. WOOF-F
- WKMX-F>
3. WJUN-F
- 4.
- 5.

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WZTZ-F	101.1	ELBA	0.3/3.4
WPFM-F	107.9	PANAMA CTY	0.6/4.2
WTBB-F	97.7	PANAMA CTY	2.1/8.1

RADIO STATIONS

WDJR-F,	96.9,	100 KW @ 1515 ,	Country	, \$16.00	(---)	New South (ENTERPRISE)
WESP-F,	102.5,	3 KW @ 328 ,	Oldies	, \$ NA	(---)	
WJUN-F,	101.3,	3 KW @ 328 ,	Black	AURN, \$10.00	(Roslin)	
WKMX-F,	106.7,	100 KW @ 1069 ,	CHR	UNISTR, \$18.00	(D & R)	(ENTERPRISE)
WOOF-F,	99.7,	100 KW @ 981 ,	AC	, \$14.00	(Mc-Guild)	
WRJM-F,	93.7,	100 KW @ 853 ,	Soft AC	, \$10.00	(---)	(GENEVA)
WTBB-F,	97.7,	100 KW @ 830 ,	AOR	, \$11.00	(---)	(BONIFAY)
WTVY-F,	95.5,	100 KW @ 1059 ,	Country	ABC, \$28.00	(Mc-Guild)	
WZTZ-F,	101.1,	0.6 KW @ 682 ,	Country	, \$ 9.00	(---)	(ELBA)

WZHT-F -- See Montgomery in Spring 95 edition

DUBUQUE, IA

ARB Rank/Pop: 211/130,200
 Market TSL: 25.00 Hours
 Average Person Rating: 19.5

Diaries: 543
 Sample Target: 495
 % Below Line: 9.8
 % Not Listed: 14.2

Retail \$: 1.3 Bil
 FM Share: 83.03%
 Stations: 22/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WJOD-F (C)	34/13.4	---	12.0	---	13.0	355	27.3	21.5	30.2
2. KATF-F (AC)	25/ 9.8	---	15.6	---	13.4	363	27.9	33.7	36.1
3. KLYV-F (CHR)	22/ 8.7	---	11.1	---	13.0	362	27.8	28.0	31.6
4. KDTH (FS)	20/ 7.9	---	10.7	---	9.8	316	24.3	22.5	22.0
5. KGGY-F (C)	19/ 7.5	---	2.7	---	3.9	186	14.3	11.1	16.4
KGGY-F (?)	19/ 7.5	---	---	---	---	199	15.3	---	---
KIKR-F (C)	19/ 7.5	---	1.3	---	---	223	17.1	7.3	---
WGLR-F (C)	19/ 7.5	---	3.6	---	5.1	126	9.7	7.8	9.3
9. WDBQ (T)	7/ 2.8	---	5.3	---	8.3	164	12.6	14.2	16.9
10.									

12+ AMD

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

12+ MID

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

12+ PMD

1. WJOD-F>
2. KATF-F
3. KGRR-F
- KLYV-F
- 5.

12+ EVE

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

ADULTS 18-34

1. KGGY-F<
2. KLYV-F
3. KATF-F<
4. KIKR-F
- 5.

ADULTS 18-49

1. KATF-F
2. KGGY-F
- KGRR-F
4. KLYV-F
- WJOD-F

ADULTS 25-54

1. WJOD-F
2. KATF-F
- KGRR-F
4. KGGY-F
- WGLR-F

ADULTS 35+

1. WJOD-F
2. KDTH >
3. WGLR-F
- 4.
- 5.

MEN 25-54

1. KGGY-F
2. KGRR-F
3. WJOD-F
4. KIKR-F
- WGLR-F

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDST-F	99.3	DYERSVILLE	2.0/2.8
WGLR	1280	LANCASTER	0.8/1.2
WTOQ	1590	PLATTEVILLE, WI	0.8/3.1
KCTN-F	100.1	GARNAVILLO	0.8/1.8
KFMW-F	107.9	WATERLOO	1.2/5.2
KOEL-F	92.3	OELWEIN	1.6/3.7
KQCR-F	102.9	CEDAR RAPIDS	0.8/1.7
KUUL-F	103.7	DAVENPORT	0.8/2.1
WCCI-F	100.3	SAVANNA	0.4/2.3
WEKZ-F	93.7	MONROE	0.8/2.3
WGN	720	CHICAGO	1.6/4.3
WMT	600	CEDAR RAPIDS	0.8/4.8
WPRE-F	94.3	PRAIR DU CHN	1.2/2.2

RADIO STATIONS

KDTH,	1370,	5 KW (DA-N)	, Full Service	CBS, \$12.00	(Eastman)	Woodward
WDBQ,	1490,	1 KW	, Full Service	ABC, \$17.00	(Banner)	Comm. Prop
KATF-F,	92.9,	100 KW @ 469	, AC	ABC, \$22.00	(Eastman)	Woodward
KDST-F,	99.3,	3 KW @ 298	, Country	SMN, \$ 9.00	(---)	(DYERSVILLE)
KGGY-F,	102.3,	1.7 KW @ 410	, Country	SMN ABC, \$10.00	(K & P)	WJOD owner (D)
KGRR-F,	97.3,	19 KW @ 380	, ??	, \$ NA	(---)	(EPWORTH, IA)
KIKR-F,	103.3,	7 KW @ 643	, Country	, \$ NA	(---)	(ASBURY, IA)
KLYV-F,	105.3,	50 KW @ 331	, CHR	, \$18.00	(Banner)	Comm. Prop
WGLR-F,	97.7,	4 KW @ 236	, Country	ABC, \$10.00	(---)	(LANCASTER, WI)
WJOD-F,	107.5,	6 KW @ 328	, Country	CNN UNISTR, \$16.00	(---)	(GALENA, IL)

EAU CLAIRE, WI

ARB Rank/Pop: 222/117,300
 Market TSL: 20.75 Hours
 Average Person Rating: 15.4

Diaries: 489
 Sample Target: 455
 % Below Line: 0.6
 % Not Listed: 16.6

Retail \$: 1.34 Bil
 FM Share: 88.74%
 Stations: 13/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WAXX-F (C)	40/22.1	---	27.2	---	23.9	426	36.3	40.7	43.9
2. WQRB-F (C)	27/14.9	---	11.7	---	11.4	377	32.1	27.1	21.8
3. WBIZ-F (CHR)	17/ 9.4	---	12.1	---	13.9	318	27.1	31.0	34.7
4. WIAL-F (AC)	14/ 7.7	---	6.8	---	5.5	276	23.5	24.3	23.1
WISM-F (AOR)	14/ 7.7	---	5.8	---	9.5	174	14.8	16.4	19.8
6. WECL-F (SAC)	12/ 6.6	---	2.9	---	2.0	152	13.0	5.6	6.4
7. WEAQ (ST)	9/ 5.0	---	3.4	---	5.5	89	7.6	9.2	10.7
8. WCFW-F (EZ)	6/ 3.3	---	1.9	---	2.5	84	7.2	7.9	9.5
9. WAYY (T)	5/ 2.8	---	3.9	---	3.0	76	6.5	8.3	8.0
10. WMEQ-F (O)	3/ 1.7	---	4.4	---	2.5	151	12.9	12.0	12.7

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

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

WOMEN 25-54

1. WAXX-F>
2. WQRB-F>
3. WECL-F
- WIAL-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIZ	1400	EAU CLAIRE	1.1/3.2
WOGO	680	HALLIE	0.6/2.2
WCCN-F	107.5	NEILLSVILLE	0.6/2.8

RADIO STATIONS

WAYY,	1150,	5 KW (DAYS)	, Talk/FS	IBN ABC, \$10.00	(Torbet)	Nelson	(CHIP. FALLS)
WEAQ,	790,	5 KW (DA-N)	, Standards	CNN UNISTR, \$ 9.00	(---)	Midwest Family	
WAXX-F,	104.5,	100 KW @ 1801	, Country	ABC, \$46.00	(Torbet)	Nelson	
WBIZ-F,	100.7,	100 KW @ 738	, CHR	, \$27.00	(Katz)		
WCFW-F,	105.5,	3 KW @ 298	, EZ	AP, \$10.00	(---)		(CHIP. FALLS)
WECL-F,	92.9,	6 KW @ 446	, Soft AC	UNISTR, \$ 9.00	(---)	Midwest Family	(ELK MOUND)
WIAL-F,	94.1,	84 KW @ 351	, AC	, \$15.00	(---)	Midwest Family	
WISM-F,	98.1,	6 KW @ 174	, AOR	, \$13.00	(---)		(ALTOONA)
WMEQ-F,	92.1,	9 KW @ 436	, Oldies	NBC, \$10.00	(Katz)		(MENOMONIE)
WQRB-F,	95.1,	15 KW @ 430	, Country	, \$20.00	(---)		(BLOOMER)

KNXR-F -- See Rochester, MN

ELMIRA - CORNING, NY

ARB Rank/Pop: 190/161,000
 Market TSL: 23.00 Hours
 Average Person Rating: 17.3

Diaries: 404
 Sample Target: 410
 % Below Line: 7.9
 % Not Listed: 22.3

Retail \$: 1.3 Bil
 FM Share: 86.11%
 Stations: 27/18

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	RATING S93
1. WNKI-F (CHR)	32/11.5	---	7.4	---	---	420	26.1	24.5	---
2. WLVI-F (AOR)	28/10.1	---	7.4	---	---	362	22.5	20.7	---
3. WPGI-F (C)	19/ 6.8	---	6.3	---	---	283	17.6	14.1	---
4. WENY-F (AC)	18/ 6.5	---	4.4	---	---	167	10.4	12.6	---
5. WGMM-F (O)	15/ 5.4	---	3.0	---	---	209	13.0	14.1	---
6. WOKN-F (C)	13/ 4.7	---	3.7	---	---	143	8.9	8.2	---
7. WVIN-F (CHR)	12/ 4.3	---	3.3	---	---	150	9.3	8.1	---
8. WCKR-F (C)	11/ 4.0	---	4.8	---	---	147	9.1	9.4	---
10. WKPQ-F (AC/CHR)	11/ 4.0	---	4.8	---	---	182	11.3	9.2	---

12+ AMD

1. WNKI-F>
2. WLVI-F
3. WENY-F
- WVIN-F<
5. WPGI-F

12+ MID

1. WNKI-F
2. WLVI-F<
3. WENY-F
4. WGMM-F
- 5.

12+ PMD

1. WNKI-F
2. WLVI-F
3. WPGI-F
4. WENY-F
- 5.

12+ EVE

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

ADULTS 18-34

1. WNKI-F
2. WLVI-F>>
- 3.
- 4.
- 5.

ADULTS 18-49

1. WNKI-F>
2. WLVI-F
3. WGMM-F
4. WENY-F
- 5.

ADULTS 25-54

1. WNKI-F>
2. WENY-F
- WGMM-F
- WLVI-F
5. WPGI-F

ADULTS 35+

1. WPGI-F
2. WENY-F
- 3.
- 4.
- 5.

MEN 25-54

1. WNKI-F
2. WGMM-F
3. WPGI-F
4. WENY-F
- 5.

WOMEN 25-54

1. WNKI-F<
2. WLVI-F>
3. WENY-F
4. WKPQ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCBA	1350	CORNING	2.9/4.0
WEHH	1590	ELMIRA HEIGHTS	0.4/1.1
WCBA-F	98.7	CORNING	1.4/6.3
WCIK-F	103.1	BATH	0.7/2.7
WCLI	1450	CORNING	0.7/2.7
WELM	1410	ELMIRA	1.1/3.4
WENY	1230	ELMIRA	1.8/4.8
WLEA	1480	HORNELL	1.1/3.7
WQIX	820	HORSEHEADS	2.5/8.3
WBEE-F	92.5	ROCHESTER	1.4/3.2
WDNY-F	93.9	DANSVILLE	0.4/2.1
WHAM	1180	ROCHESTER	0.4/3.4
WHGL-F	100.3	CANTON	0.7/4.0
WKLX-F	98.9	ROCHESTER	1.4/3.6
WPHD-F	94.7	TIOGA	0.7/3.9
WNUC-F	107.7	WEATHERSFIELD	1.4/3.4
WPCX-F	106.9	AUBURN	0.4/2.8
WQNY-F	103.7	ITHACA	1.8/3.2

RADIO STATIONS

WCBA-F,	98.7,	2 KW @ 394 ,	AC/CHR	UNISTR CNN, \$ NA	(Roslin)	(CORNING)
WCKR-F,	92.1,	0.9 KW @ 512 ,	Country	USA, \$ NA	(---)	(HORNELL)
WENY-F,	92.7,	0.7 KW @ 561 ,	AC	ABC, \$ NA	(---)	(ELMIRA)
WGMM-F,	97.7,	3 KW @ 482 ,	Oldies	SMN, \$ NA	(---)	(BIG FLATS)
WKPQ-F,	105.3,	43 KW @ 531 ,	AC/CHR	ABC, \$ NA	(---)	(HORNELL)
WLVI-F,	94.3,	3 KW @ 500 ,	AOR	CBS, \$ NA	(Torbet)	(ELMIRA)
WNKI-F,	106.1,	40 KW @ 531 ,	CHR	MBS, \$ NA	(---)	(CORNING)
WOKN-F,	99.5,	1.3 KW @ 485 ,	Country	CBS, \$ NA	(Torbet)	(SOUTHPORT)
WPGI-F,	100.9,	3.8 KW @ 246 ,	Country	ABC, \$ NA	(K & P)	(HORSEHEADS)
WVIN-F,	98.3,	2 KW @ 351 ,	CHR	CBS, \$ NA	(---)	(BATH)

NOTE: WNKI-F owns 100.9 in Horseheads.

FAYETTEVILLE - SPRINGDALE, AR

ARB/Rank/Pop: 166/199,200
 Market TSL: 19.50 Hours
 Average Person Rating: 14.5

Diaries: 547
 Sample Target: 550
 % Below Line: 0.3
 % Not Listed: 14.9

Retail \$: 1.9 Bil
 FM Share: 89.39%
 Stations: 17/16

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KKIX-F (C)	60/20.8	23.7	22.1	21.5	27.0	588	29.5	32.8	41.3
2. KEZA-F (SAC)	33/11.5	10.2	13.8	9.3	6.8	476	23.9	29.9	20.6
3. KMCK-F (CHR)	26/ 9.0	10.2	8.1	8.0	8.4	474	23.8	21.8	20.7
4. KBVA-F (ST)	25/ 8.7	9.1	4.7	6.6	5.7	249	12.5	8.2	11.5
5. KKEG-F (AOR)	23/ 8.0	3.6	7.4	8.7	6.8	323	16.2	14.6	14.5
6. KKZQ-F (AOR)	15/ 5.2	5.5	6.0	3.8	3.7	255	12.8	13.8	11.5
7. KBRF-F (?)	14/ 4.9	5.5	4.0	5.9	6.1	227	11.4	14.9	14.0
8. KFAY (T)	11/ 3.8	1.8	2.0	2.1	2.4	173	8.7	6.4	5.6
9. KURM (T)	10/ 3.5	1.1	3.7	3.5	3.4	147	7.4	8.1	8.2
10. KAMO-F (C)	9/ 3.1	5.5	5.4	5.9	4.7	213	10.7	13.2	10.7

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKIX-F>>	1. KKIX-F>	1. KKIX-F>	1. KKIX-F>
2. KEZA-F	2. KEZA-F	2. KEZA-F	2. KMCK-F>
3. KMCK-F	3. KKEG-F<	3. KBVA-F<	3. KBVA-F
4.	4. KMCK-F	4. KMCK-F	KKEG-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KKIX-F>>	1. KKIX-F>	1. KKIX-F>	1. KKIX-F	1. KKIX-F>	1. KKIX-F
2. KKEG-F	2. KEZA-F	2. KEZA-F	2. KBVA-F<	2. KKEG-F	2. KEZA-F>>
3. KMCK-F	3. KKEG-F	3. KKEG-F	3. KEZA-F	3. KEZA-F	3.
4.	4. KMCK-F	4.	4.	4. KKZQ-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDAB-F	94.9	PRARIE GROVE	0.7/4.5
KESE	1190	BENTONVILLE	0.3/1.2
KJEM-F	93.3	SELIGMAN	2.1/5.3
KOFC	1250	FAYETTEVILLE	1.4/1.9
KOLZ-F	98.3	BENTONVILLE	1.0/7.2
KREB-F	99.5	HUNTSVILLE	0.7/3.9
KJSR-F	103.3	TULSA	0.3/2.5

RADIO STATIONS

KFAY, 1030, 10 KW/1 KW (DA-2)	Talk	WW1 AP, \$ NA	(---)	Demaree
KURM, 790, 5 KW/500 W (DA-N)	FS/Talk	CBS, \$ 9.00	(---)	(ROGERS)
KAMO-F, 94.3, 5 KW @ 708	Country	ABC, \$11.00	(---)	(ROGERS)
KBEV-F, 104.9, 2.8 KW @ 485	Country	, \$10.00	(---)	
KBVA-F, 106.5, 50 KW @ 489	Standards	CNN, \$ 9.00	(---)	Hendren
KEZA-F, 107.9, 100 KW @ 1260	Soft AC	, \$16.00	(Banner)	
KKEG-F, 92.1, 21 KW @ 328	AOR	AP, \$14.00	(Roslin)	Demaree
KKIX-F, 103.9, 100 KW @ 482	Country	, \$27.00	(Katz)	Noalmark
KKZQ-F, 101.9, 23 KW @ 705	AOR	, \$ NA	(Katz)	Noalmark (LOWELL)
KMCK-F, 105.7, 100 KW @ 476	CHR	AP, \$18.00	(Christal)	(SILOAM SPGS)
KOLZ-F, 98.3, 3 KW @ 298	Oldies	UNISTR, \$11.00	(Republic)	Demaree (BENTONVILLE)

NOTE: KMCK-F owns 99.5 in Huntsville, AR.

FLORENCE, SC

ARB Rank/Pop: 197/151,100
 Market TSL: 22.00 Hours
 Average Person Rating: 16.6

Diaries: 376
 Sample Target: 390
 % Below Line: 18.7
 % Not Listed: 23.9

Retail \$: 1.4 Bil
 FM Share: 84.82%
 Stations: 16/11

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	CUME S94	RATING S93
1. WYNN-F (B)	33/13.1	---	10.4	---	15.6	402	26.6	21.2	24.8
2. WYNN (G/B)	25/10.0	---	10.4	---	10.2	219	14.5	18.8	15.8
3. WHLZ-F (C)	20/ 8.0	---	12.7	---	16.0	267	17.7	24.8	26.6
WEGX-F (C)	20/ 8.0	---	4.1	---	2.9	212	14.0	7.6	8.6
5. WWDM-F (B)	17/ 6.8	---	5.9	---	6.6	307	20.3	16.5	19.2
6. WJMX-F (CHR)	16/ 6.4	---	8.1	---	8.6	310	20.5	20.7	18.0
WMXT-F (AC)	16/ 6.4	---	2.3	---	6.1	166	11.0	10.6	13.5
8. WDAR-F (C)	15/ 6.0	---	2.3	---	---	193	12.8	7.4	---
9.									
10.									

12+ AMD

1. WYNN
2. WJMX-F<
3. WYNN-F<
4. WHLZ-F
- 5.

12+ MID

1. WYNN <
2. WYNN-F<
3. WEGX-F
- 4.
- 5.

12+ PMD

1. WYNN-F<
2. WEGX-F
3. WHLZ-F
4. WJMX-F
- 5.

12+ EVE

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

ADULTS 18-34

1. WYNN-F>>
2. WWDM-F
3. WEGX-F
- 4.
- 5.

ADULTS 18-49

1. WYNN-F>
2. WJMX-F
3. WDAR-F
- 4.
- 5.

ADULTS 25-54

1. WYNN
2. WYNN-F
3. WWDM-F
4. WMXT-F
- 5.

ADULTS 35+

1. WYNN >
2. WHLZ-F
3. WMXT-F
4. WEGX-F
- 5.

MEN 25-54

1. WYNN
2. WWDM-F
3. WDAR-F
4. WYNN-F
5. WEGX-F

WOMEN 25-54

1. WYNN <
2. WYNN-F>
3. WMXT-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCMG-F	94.3	MARION	3.2/ 9.3
WJMX	97.0	FLORENCE	1.6/ 7.5
WKSX-F	100.5	MARION	0.8/ 4.8
WSQN-F	102.9	SCRANTON	1.6/ 8.3
WFFN-F	100.1	LAKE CITY	0.4/ 5.2
WKZQ-F	101.7	MYRTLE BEACH	0.4/ 3.5
WSTS-F	100.9	FAIRMONT	2.8/ 3.2
WYAV-F	104.1	CONWAY	0.8/ 8.3

RADIO STATIONS

WYNN,	540,	250 W/166 W	, Black/Gospel	AURN, \$13.00	(Torbet)
WJMX,	970,	5 KW/3 KW (DA-2),	Talk	AP, \$10.00	(Mc-Guild)
WDAR-F,	105.5,	17 KW @ 400 ,	Country	, \$ NA	(---) (DARLINGTON)
WHLZ-F,	92.5,	100 KW @ 1171 ,	Country	AP, \$20.00	(Mc-Guild) (MANNING)
WJMX-F,	103.3,	50 KW @ 492 ,	CHR	AP, \$15.00	(Mc-Guild) (CHERAW)
WMXT-F,	102.1,	50 KW @ 479 ,	AC	ABC, \$ NA	(Regional) (PAMPLICO)
WSQN-F,	102.9,	3 KW @ 466 ,	AC	, \$13.00	(Mc-Guild) WJMX owner(D) (SCRANTON)
WFFN-F,	100.1,	3 KW @ 482 ,	Oldies	ABC, \$10.00	(K & P) (LAKE CITY)
WYNN-F,	106.3,	3 KW @ 328 ,	Black	AURN, \$15.00	(Torbet)

WWDM-F -- See Columbia, SC

WEGX-F -- See Fayetteville

FT. SMITH, AR

ARB Rank/Pop: 168/191,600
 Market TSL: 19.00 Hours
 Average Person Rating: 13.5

Diaries: 458
 Sample Target: 440
 % Below Line: 7.7
 % Not Listed: 19.0

Retail \$: 1.6 Bil
 FM Share: 87.56%
 Stations: 15/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KTCS-F (C)	51/19.8	---	18.8	---	23.3	621	32.4	32.6	41.2
2. KMAG-F (C)	42/16.3	---	25.9	---	24.3	627	32.7	35.5	39.5
3. KZBB-F (AOR)	21/ 8.1	---	7.4	---	5.1	303	15.8	15.1	15.2
4. KISR-F (CHR)	20/ 7.8	---	7.8	---	6.8	414	21.6	20.5	18.5
5. KWHN (T)	19/ 7.4	---	4.3	---	1.4	226	11.8	9.7	6.4
6. KBBQ-F (O)	16/ 6.2	---	5.0	---	6.5	224	11.7	12.1	14.2
7. KEZA-F (SAC)	13/ 5.0	---	3.5	---	2.4	247	12.9	10.0	10.3
8.									
9.									
10.									

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEZU-F 104.7	BOONEVILLE	0.8/ 5.6
KFPW 1230	FT. SMITH	2.7/ 5.7
KKUZ-F 95.9	SALLISAW	1.2/ 3.7
KLSZ-F 102.7	VAN BUREN	2.3/ 7.3
KOMS-F 107.3	POTEAU	1.6/ 3.5
KZKZ-F 106.3	GREENWOOD	3.1/ 5.9
KDAB-F 94.9	PRAIRIE GROVE	2.3/ 6.7
KMMY-F 97.1	MUSKOGEE, OK	0.4/ 1.9

RADIO STATIONS

KWHN, 1320, 5 KW (DA-N)	Talk	NBC MBS, \$ 8.00	(---)
KBBQ-F, 100.7,	50 KW @ 459 , Oldies	AURN SMN, \$10.00	(Riley)
KISR-F, 93.7,	100 KW @ 1250 , CHR	ABC, \$13.00	(---)
KLSZ-F, 102.7,	12 KW @ 476 , AC	SMN, \$ NA	(---)
KMAG-F, 99.1,	100 KW @ 2001 , Country	, \$23.00	(---)
KOLX-F, 94.5,	50 KW @ 194 , Gospel	USA, \$ 9.00	(---)
KTCS-F, 99.9,	100 KW @ 1919 , Country	, \$22.00	(Banner)
KZBB-F, 97.9,	100 KW @ 2001 , AOR	CBS UNISTR, \$14.00	(Christal)

KEZA-F -- See Fayetteville in this edition

NOTE: KZBB-F owns 104.7 in Booneville, AR.

FT. WALTON BEACH, FL

ARB Rank/Pop: 211/130,200
 Market TSL: 20.50 Hours
 Average Person Rating: 15.4

Diaries: 385
 Sample Target: 360
 % Below Line: 15.5
 % Not Listed: 21.0

Retail \$: 1.5 Bil
 FM Share: 89.87%
 Stations: 22/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WKSM-F (AOR)	31/15.5	---	8.4	---	11.9	303	23.3	19.1	24.3
2. WYZB-F (O)	19/ 9.5	---	5.4	---	9.3	242	18.6	15.0	21.2
3. WMXZ-F (AC)	16/ 8.0	---	5.9	---	2.2	260	20.0	16.2	9.7
4. WNCV-F (SAC)	15/ 7.5	---	10.3	---	1.3	225	17.3	18.2	4.3
5. WMMK-F (C)	14/ 7.0	---	13.3	---	9.3	199	15.3	24.6	16.8
6. WFTW (T)	8/ 4.0	---	3.4	---	3.1	77	5.9	8.6	8.2
7. WXBW-F (C)	8/ 4.0	---	3.9	---	8.0	109	8.4	9.4	12.9
8. WFAV (ST)	7/ 3.5	---	---	---	---	94	7.2	---	---
9. WWAV-F (AC)	6/ 3.0	---	3.9	---	6.6	158	12.1	14.9	16.4
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKSM-F	1. WKSM-F>	1. WKSM-F>	1. WKSM-F
2. WYZB-F	2. WYZB-F	2. WYZB-F	2. WNCV-F
3. WMMK-F	3. WNCV-F	3. WMXZ-F	3. WMMK-F
4. WMXZ-F	4. WMXZ-F	4. WNCV-F	4. WYZB-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKSM-F>>>	1. WKSM-F>>	1. WKSM-F>	1. WYZB-F	1. WKSM-F>>>	1. WNCV-F
2. WMXZ-F	2. WYZB-F	2. WYZB-F<	2. WKSM-F	2. WYZB-F	2. WKSM-F
3. WYZB-F	3. WMXZ-F	3. WNCV-F	WMMK-F	3.	3. WYZB-F
WOWW-F	4. WNCV-F	4. WMMK-F	WNCV-F	4.	4. WMMK-F
5.	5.	5. WMXZ-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJSB 1050	CRESTVIEW	0.5/ 2.5
WAAZ-F 104.7	CRESTVIEW	1.0/ 3.8
WSBZ-F 106.3	MIRAMAR	2.0/ 5.1
WXCR-F 98.1	ANDALUSIA	2.0/10.7
WBLX-F 92.9	MOBILE	2.5/ 6.7
WDWG-F 104.1	ATMORE, AL	0.5/ 4.5
WILN-F 105.9	PANAMA CITY	1.0/ 2.5
WMEZ-F 94.1	PENSACOLA	1.0/ 4.4
WOWW-F 107.3	PENSACOLA	3.0/ 9.1
WPAP-F 92.5	PANAMA CITY	0.5/ 3.1
WRJM-F 93.7	GENEVA	1.0/ 2.9
WTKX-F 101.5	PENSACOLA	1.0/ 5.3
WWRO-F 100.7	PENSACOLA	1.0/ 3.0

RADIO STATIONS

WFAV , 1400, 1 KW	Standards	CNN WW1, \$ NA (---)	
WFTW , 1260, 2.5 KW/100 W (DA-1), Talk		SUN, \$ 9.00 (Mc-Guild)	New South
WAAZ-F, 104.7, 30 KW @ 276	, Country	CBS, \$10.00 (---)	(CRESTVIEW)
WKSM-F, 99.5, 50 KW @ 449	, AOR	UNISTR, \$19.00 (Mc-Guild)	New South
WMMK-F, 92.1, 3 KW @ 285	, Country	NBC, \$24.00 (Roslin)	Opus
WMXZ-F, 103.1, 50 KW @ 482	, AC	, \$13.00 (---)	(DESTIN) (DEFUNIAK)
WNCV-F, 100.3, 6 KW @ 295	, Soft AC	USA, \$15.00 (---)	(NICEVILLE)
WWAV-F, 102.3, 18 KW @ 384	, AC	UNISTR, \$16.00 (Banner)	Opus
WXCR-F, 98.1, 100 KW @ 1023	, CHR	ABC, \$15.00 (Christal)	(ANDALUSIA)
WYZB-F, 105.5, 25 KW @ 305	, Oldies	UNISTR, \$16.00 (Mc-Guild)	New South
			(MARY ESTER)

Other ranked stations -- See Mobile or Pensacola in Spring 95 edition

FREDERICK, MD

ARB Rank/Pop: 203/135,800
 Market TSL: 21.00 Hours
 Average Person Rating: 16.2

Diaries: 316
 Sample Target: 320
 % Below Line: 37.4
 % Not Listed: 26.0

Retail \$: 1.3 Bil
 FM Share: 91.98%
 Stations: 23/5

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WFRE-F (C)	51/23.3	---	20.1	---	15.3	454	33.4	37.7	26.8
2. WAFY-F (AC)	12/ 5.5	---	6.5	---	5.5	158	11.6	14.9	12.7
3. WARX-F (O)	10/ 4.6	---	1.9	---	5.5	130	9.6	9.4	17.6
WWDC-F (AOR)	10/ 4.6	---	4.7	---	2.6	206	15.2	13.5	12.8
5. WFMD (T/FS)	8/ 3.7	---	7.0	---	6.0	194	14.3	22.1	18.4
6.									
7.									
8.									
9.									
10.									

12+ AMD

1. WFRE-F>>
2. WAFY-F
3. WFMD
- 4.
- 5.

12+ MID

1. WFRE-F>>
2. WAFY-F
3. WARX-F
4. WFMD
- 5.

12+ PMD

1. WFRE-F>>
2. WWDC-F
3. WAFY-F
- 4.
- 5.

12+ EVE

1. WFRE-F>>
2. WWMD-F
- 3.
- 4.
- 5.

ADULTS 18-34

1. WFRE-F>>
2. WGRX-F
- WWDC-F
4. WAFY-F
- 5.

ADULTS 18-49

1. WFRE-F>>
2. WAFY-F
3. WWDC-F
- WARX-F
- 5.

ADULTS 25-54

1. WFRE-F>>
2. WAFY-F
3. WARX-F
- 4.
- 5.

ADULTS 35+

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

MEN 25-54

1. WFRE-F>>
2. WARX-F
3. WWDC-F
- 4.
- 5.

WOMEN 25-54

1. WFRE-F>
2. WAFY-F>
3. WARX-F
- WRQX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WQSI 820	FREDERICK	1.4/3.3
WXVR-F 103.9	BRADDOCK HEIGHTS	2.7/8.6
WWMD-F 104.7	HAGERSTOWN	3.2/ 7.1
WYCR-F 98.5	YORK	0.9/10.2

SEE WASHINGTON OR BALTIMORE FOR MORE ABOUT THE FOLLOWING STATIONS:

WARW-F 0.9/ 5.2	WIYY-F 3.2/10.1
WBIG-F 2.7/12.9	WJZW-F 0.9/ 4.6
WERQ-F 0.9/ 4.6	WKYS-F 1.8/ 7.0
WGAY-F 0.5/ 3.4	WMAL 0.9/ 3.3
WGRX-F 3.2/12.1	WMZQ-F 2.3/ 6.9
WHFS-F 0.9/ 5.4	WPGC-F 2.7/10.2
WHUR-F 0.5/ 5.1	WRQX-F 2.7/ 8.3

RADIO STATIONS

WFMD, 930, 5 KW/2.5 KW (DA-N),	Talk/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	AP, \$ NA	(---)	(MIDDLETOWN)
WFRE-F, 99.9, 9 KW @ 1099,	Country	, \$ NA	(---)	Gibbons
WXVR-F, 103.9, 0.4 KW @ 912,	AOR	ABC, \$ NA	(Roslin)	Liberty (BRADDOCK)

WAFY-F, WWMD-F -- See Hagerstown in this edition

Other ranked stations -- see Baltimore or Washington in Spring 95 edition

GRAND FORKS, ND

ARB Rank/Pop: 247/85,300
 Market TSL: 23.75 Hours
 Average Person Rating: 17.6

Diaries: 415
 Sample Target: 380
 % Below Line: 4.7
 % Not Listed: 22.0

Retail \$: 1.04 Bil
 FM Share: 74.36%
 Stations: 15/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. KYCK-F (C)	21/14.0	---	16.2	---	18.8	237	27.8	36.8	33.2
2. KKXL-F (CHR)	17/11.3	---	7.4	---	6.3	233	27.3	21.9	22.1
3. KJKJ-F (AOR)	14/ 9.3	---	8.8	---	4.2	168	19.7	16.6	12.1
KZLT-F (AC)	14/ 9.3	---	4.1	---	9.0	178	20.9	18.9	17.4
5. KQHT-F (AOR)	11/ 7.3	---	6.1	---	6.9	212	24.9	20.7	28.9
6. KNOX-F (C)	9/ 6.0	---	2.7	---	5.6	168	19.7	12.8	13.8
7. KNOX (FS/T)	7/ 4.7	---	6.8	---	6.3	105	12.3	19.4	15.1
8. KCNN (T)	6/ 4.0	---	7.4	---	4.2	69	8.1	13.3	12.5
9. KSNR-F (C)	4/ 2.7	---	7.4	---	6.3	116	13.6	20.4	16.1
KFGO (FS/T)	4/ 2.7	---	1.4	---	0.7	76	8.9	6.3	5.7
11. KROX (FS)	3/ 2.0	---	4.1	---	5.6	45	5.3	7.7	10.4
12.									
13.									
14.									
15.									

12+ AMD

12+ MID

12+ PMD

12+ EVE

- | | | | |
|-----------|-----------|-----------|------------|
| 1. KYCK-F | 1. KYCK-F | 1. KYCK-F | 1. KKXL-F> |
| 2. KZLT-F | 2. KZLT-F | 2. KKXL-F | 2. KYCK-F |
| KKXL-F | 3. KKXL-F | 3. KJKJ-F | 3. KJKJ-F |
| 4. KNOX | 4. | 4. KQHT-F | 4. |
| 5. | 5. | KZLT-F | 5. |

ADULTS 18-34

ADULTS 18-49

ADULTS 25-54

ADULTS 35+

MEN 25-54

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKCQ-F	107.1	FOSSTON, MN	1.3/ 3.4
KKXL	1440	GRAND FORKS	1.3/ 4.9
KFGO-F	101.9	FARGO	0.7/ 5.7
WDAY	970	FARGO	1.3/ 7.6

RADIO STATIONS

KCNN,	1590,	5 KW/1 KW (DA-2)	, News/Talk	CNN CNN,	\$13.00	(---)	
KNOX,	1310,	5 KW (DA-N)	, Full Service	UNISTR ABC,	\$11.00	(Katz)	
KROX,	1260,	1 KW/500 W (DA-N)	, Full Service	MBS,	\$ 9.00	(---)	(CROOKSTON)
KJKJ-F,	107.5,	100 KW @ 446	, AOR	UNISTR,	\$16.00	(Eastman)	J. Ingstad
KKXL-F,	92.9,	63 KW @ 390	, CHR	,	\$14.00	(Torbet)	
KNOX-F,	94.7,	100 KW @ 1066	, Country	UNISTR,	\$10.00	(Katz)	
KQHT-F,	96.1,	100 KW @ 413	, CHR	,	\$11.00	(Torbet)	(CROOKSTON)
KSNR-F,	100.3,	100 KW @ 564	, Oldies	SMN,	\$12.00	(K & P)	(THIEF RIVER)
KYCK-F,	97.1,	100 KW @ 361	, Country	,	\$21.00	(D & R)	(CROOKSTON)
KZLT-F,	104.3,	100 KW @ 443	, AC	,	\$11.00	(D & R)	

GRAND JUNCTION, CO

ARB Rank/Pop: 246/86,000
Market TSL: 22.25 Hours
Average Person Rating: 16.4

Diaries: 404
Sample Target: 365
% Below Line: 0.0
% Not Listed: 19.9

Retail \$: 0.83 Bil
FM Share: 84.96%
Stations: 9/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. KEKB-F (C)	37/26.2	---	29.4	---	33.3	338	39.3	45.9	41.7
2. KQIX-F (CHR)	15/10.6	---	9.6	---	9.6	231	26.9	22.8	20.0
3. KSTR-F (AOR)	12/ 8.5	---	11.0	---	9.6	154	17.9	21.8	20.4
4. KBKL-F (O)	11/ 7.8	---	5.9	---	3.5	178	20.7	20.0	16.1
KKNN-F (C)	11/ 7.8	---	2.2	---	2.6	151	17.6	12.7	10.0
6. KJYE-F (SAC)	10/ 7.1	---	11.8	---	9.6	121	14.1	21.4	14.8
7. KNZZ (T)	8/ 5.7	---	5.1	---	8.8	120	14.0	12.6	15.2
8. KKGM (ST)	7/ 5.0	---	0.7	---	4.4	103	12.0	7.7	11.4
9. KEXO (O)	2/ 1.4	---	---	---	2.6	41	4.8	---	6.0
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KEKB-F>>	1. KEKB-F>>	1. KEKB-F>>	1. KQIX-F
2. KBKL-F	2. KNZZ	2. KQIX-F	2. KEKB-F>
3. KSTR-F	3. KBKL-F	3. KBKL-F	3. KSTR-F
4.	4.	4. KSTR-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KEKB-F>	1. KEKB-F>>	1. KEKB-F>>	1. KEKB-F>>	1. KEKB-F	1. KEKB-F>>
2. KQIX-F	2. KQIX-F	2. KSTR-F<	2.	2. KSTR-F>	2. KQIX-F
3. KKNN	3. KSTR-F	3. KBKL-F	3.	3. KBKL-F	3. KBKL-F
4.	4.	4. KQIX-F	4.	4. KQIX-F	4. KKNN
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KKGM, 620, 5 KW/85 W	, Standards	, \$ NA (Mc-Guild)	
KNZZ, 1100, 50 KW/10 KW (DA-2),	Talk/News	ABC, \$10.00 (Eastman)	Dean
KBKL-F, 107.9, 100 KW @ 1296	, Oldies	, \$11.00 (Banner)	KEKB owner (D)
KEKB-F, 99.9, 79 KW @ 1384	, Country	, \$25.00 (Banner)	(FRUITA)
KJYE-F, 92.3, 100 KW @ 1863	, Soft AC/EZ	, \$14.00 (Eastman)	Dean
KKNN-F, 95.1, 100 KW @ 968	, Country	UNISTR, \$10.00 (Eastman)	KQIX owner(D)(DELTA)
KQIX-F, 93.1, 100 KW @ 1027	, CHR	, \$15.00 (Christal)	
KSTR-F, 96.1, 100 KW @ 1099	, AOR	, \$18.00 (Mc-Guild)	(MONTROSE)

GREAT FALLS, MT

ARB Rank/Pop: 257/66,100
 Market TSL: 21.25 Hours
 Average Person Rating: 16.0

Diaries: 329
 Sample Target: 280
 % Below Line: 0.0
 % Not Listed: 10.4

Retail \$: 0.81 Bil
 FM Share: 73.68%
 Stations: 8/8

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KMON-F (C)	29/27.4	---	21.2	---	13.5	252	38.1	30.6	24.5
2. KAAK-F (CHR)	17/16.0	---	17.3	---	15.6	237	35.9	33.7	30.3
KQDI-F (AOR)	17/16.0	---	9.6	---	11.5	200	30.3	19.6	29.3
4. KXGF (ST)	10/ 9.4	---	5.8	---	5.2	94	14.2	12.0	10.7
5. KMON (C/FS)	8/ 7.5	---	12.5	---	13.5	134	20.3	21.2	28.0
6. KLFM-F (AC)	7/ 6.6	---	8.7	---	17.7	88	13.3	16.3	19.1
7. KEIN (C)	4/ 3.8	---	3.8	---	5.2	70	10.6	8.5	10.5
8. KMSL (T)	3/ 2.8	---	1.9	---	2.1	50	7.6	10.1	8.9
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KMON-F>>	1. KMON-F>>	1. KMON-F>>	1. KQDI-F
2. KAAK-F	2. KAAK-F	2. KAAK-F<	2. KAAK-F
3. KQDI-F	3. KQDI-F	3. KQDI-F	KMON-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. KMON-F	1. KMON-F	1. KMON-F>	1. KMON-F	1. KMON-F	1. KMON-F>>
KQDI-F>	2. KQDI-F	2. KQDI-F>	2. KXGF-F	2. KQDI-F>>	2. KAAK-F
3. KAAK-F	3. KAAK-F	3. KAAK-F	3. KMON	3. KEIN	3. KLFM-F
4.	4.	4.	4.	4.	KQDI-F
5.	5.	5.	5.	5.	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/FS	ABC,	\$14.00 (---)	
KMSL,	1450,	1 KW	, Full Service/Talk	CBS MBS,	\$ 7.00 (Christal)	
KXGF,	1400,	1 KW	, Standards	SMN,	\$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,	AC	,	\$13.00 (Banner)	
KMON-F,	94.5,	36 KW @ 469,	Country	,	\$21.00 (---)	
KQDI-F,	106.1,	100 KW @ 597,	AOR	UNISTR,	\$15.00 (Christal)	

ITHACA, NY

ARB Rank/Pop: 249/83,500
 Market TSL: 19.00 Hours
 Average Person Rating: 14.4

Diaries: 297
 Sample Target: 280
 % Below Line: 16.7
 % Not Listed: 41.6

Retail \$: 0.64 Bil
 FM Share: 84.29%
 Stations: 9/6

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WYXL-F (AC)	24/20.0	---	13.5	---	16.7	296	35.4	27.0	32.4
2. WPCX-F (C)	16/13.3	---	8.7	---	10.8	191	22.9	22.6	22.3
3. WHCU (FS)	10/ 8.3	---	8.7	---	5.8	161	19.3	17.5	19.0
WQNY-F (AOR)	10/ 8.3	---	5.6	---	10.8	226	27.1	16.8	21.4
5. WVBR-F (AOR)	3/ 2.5	---	8.7	---	9.2	119	14.3	21.9	20.8
6. WIII-F (?)	2/ 1.7	---	7.9	---	8.3	66	7.9	15.9	17.4
7.									
8.									
9.									
10.									

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WTKO	1470	ITHACA	0.8/11.4
WNKI-F	106.1	CORNING	1.7/ 8.4
WNVE-F	95.1	S. BRISTOL	1.7/ 5.6

RADIO STATIONS

WHCU,	870,	5 KW/1 KW (DA-2),	Full Service/Talk	CBS, \$17.00	(Christal)
WTKO,	1470,	5 KW/1 KW (DA-N),	Talk	CNN ABC, \$13.00	(Torbet)
WQNY-F,	103.7,	12 KW @ 889 ,	AOR	, \$12.00	(Torbet)
WVBR-F,	93.5,	3 KW @ 249 ,	AOR	NBC, \$13.00	(K & P)
WYXL-F,	97.3,	26 KW @ 879 ,	AC	UNISTR, \$19.00	(Christal)
WIII-F,	99.9,	24 KW @ 731 ,	??	, \$14.00	(---)

(CORTLAND)

WPCX-F -- See Syracuse in Spring 95 edition

JACKSON, TN

ARB Rank/Pop: 255/ 67,700
 Market TSL: 19.75 Hours
 Average Person Rating: 14.8

Diaries: 431
 Sample Target: 365
 % Below Line: 13.0
 % Not Listed: 21.0

Retail \$: 1.4 Bil
 FM Share: 92.41%
 Stations: 15/10

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WTNV-F (C)	16/16.0	---	---	---	---	193	28.5	---	---
2. WFKX-F (B)	15/15.0	---	---	---	---	178	26.3	---	---
3. WYNU-F (AOR)	12/12.0	---	---	---	---	140	20.7	---	---
4. WOJG-F (G)	6/ 6.0	---	---	---	---	70	10.3	---	---
5. WYNN-F (C)	5/ 5.0	---	---	---	---	92	13.6	---	---
6. WJGM-F (REL)	4/ 4.0	---	---	---	---	46	6.8	---	---
7.									
8.									
9.									
10.									

THIS IS THE FIRST ARBITRON FOR THIS MARKET.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTNV-F>>	1. WYNU-F<	1. WYNU-F	1. WFKX-F>>
2. WYNU-F<	2. WTNV-F>	2. WTNV-F<	2. WTVN-F>
3. WFKX-F	3. WFKX-F	3. WFKX-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. WYNU-F	1. WFKX-F	1. WFKX-F	1. WTNV-F>>	1. WYNU-F	1. WTNV-F
2. WFKX-F>>	2. WYNU-F>	WTNV-F	2. WFKX-F	WFKX-F	2. WFKX-F
3. WTNV-F	3. WTNV-F	3. WYNU-F	3. WOJG-F	3. WTNV-F	3. WYNU-F
4.	4.	4.	4.	4.	WOJG-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXI	1310	JACKSON	3.0/ 4.6
WMXX-F	103.1	JACKSON	3.0/10.5
WNWS-F	101.5	JACKSON	3.0/ 9.0
WTJS	1390	JACKSON	3.0/10.3
WZDQ-F	102.3	HUMBOLDT	2.0/13.4
WASL-F	100.1	DYERSBURG	1.0/ 4.6
WEGR-F	102.7	MEMPHIS	2.0/ 5.9
WHRK-F	97.1	MEMPHIS	3.0/ 8.1
WMC -F	99.7	MEMPHIS	1.0/ 6.6

RADIO STATIONS

WFKX-F,	95.7,	6 KW @	315 ,	Black	, \$ NA	(---)	(HENDERSON)
WTNV-F,	104.1,	100 KW @	659 ,	Country	ABC, \$ NA	(Katz)	Osborn
WJGM-F,	93.1,	14 KW @	443 ,	Religion	USA, \$ NA	(---)	(ALAMO)
WYNN-F,	106.9,	100 KW @	892 ,	Country	, \$ NA	(---)	(MCKENZIE)
WYNU-F,	92.3,	100 KW @	987 ,	AOR	, \$ NA	(K & P)	(MILAN)
WOJG-F,	94.7,	6 KW @	328 ,	Gospel	, \$ NA	(Dora)	(BOLIVAR)

JOPLIN, MO

ARB Rank/Pop: 225/115,500
 Market TSL: 21.25 Hours
 Average Person Rating: 15.8

Diaries: 329
 Sample Target: 330
 % Below Line: 1.1
 % Not Listed: 18.1

Retail \$: 1.3 Bil
 FM Share: 85.91%
 Stations: 16/15

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KIXQ-F (C)	28/15.4	---	23.6	---	34.1	325	28.1	39.4	46.1
2. KSYN-F (CHR)	24/13.2	---	6.9	---	5.7	304	26.3	17.9	20.4
3. KJKT-F (C)	18/ 9.9	---	8.6	---	2.8	278	24.1	19.5	11.9
4. KOCD-F (AOR)	16/ 8.8	---	4.0	---	8.0	165	14.3	14.2	16.0
5. KMOQ-F (O)	12/ 6.6	---	5.2	---	4.5	177	15.3	13.4	14.8
KMXL-F (AC)	12/ 6.6	---	6.3	---	5.7	161	13.9	12.7	9.9
7. KXDG-F (AOR)	9/ 4.9	---	1.1	---	---	135	11.7	3.7	---
8. KQYX (T)	7/ 3.8	---	4.0	---	1.1	58	5.0	6.1	3.5
9. KKOW-F (C)	6/ 3.3	---	5.7	---	7.4	128	11.1	14.8	16.5
KWAS (ST)	6/ 3.3	---	3.4	---	2.3	74	6.4	6.5	7.1

12+ AMD

1. KIXQ-F
2. KJKT-F
3. KSYN-F
4. KOCD-F
- 5.

12+ MID

1. KIXQ-F>
2. KSYN-F
3. KJKT-F
4. KOCD-F
- 5.

12+ PMD

1. KIXQ-F
2. KSYN-F
3. KJKT-F
- 4.
- 5.

12+ EVE

1. KSYN-F>
2. KJKT-F
3. KIXQ-F
4. KXDG-F
- 5.

ADULTS 18-34

1. KOCD-F
2. KSYN-F>
3. KXDG-F
4. KJKT-F
- 5.

ADULTS 18-49

1. KIXQ-F
2. KSYN-F<
3. KOCD-F
4. KJKT-F
- 5.

ADULTS 25-54

1. KIXQ-F
2. KOCD-F<
3. KJKT-F
4. KMOQ-F
5. KMXL-F
6. KSYN-F

ADULTS 35+

1. KIXQ-F>>
2. KJKT-F
3. KMXL-F
- 4.
- 5.

MEN 25-54

1. KIXQ-F
2. KMOQ-F
3. KOCD-F>
- 4.
- 5.

WOMEN 25-54

1. KIXQ-F
2. KMXL-F
3. KSYN-F
4. KJKT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBTN	1420	NEOSHO	2.7/6.0
KDMO	1490	CARTHAGE	0.5/3.9
KKOW	860	PITTSBURGH	0.5/4.9
KWXD-F	103.5	ASBURY	0.5/3.3
WMBH	1450	JOPLIN	0.5/2.7
KOSP-F	105.1	WILLARD	1.1/2.2

RADIO STATIONS

KQYX,	1560,	10 KW (DAYS)	,	Talk	CNN ABC, \$ 9.00	(K & P)	
KWAS,	1230,	1 KW	,	Standards	UNISTR, \$ 8.00	(Katz)	
KIXQ-F,	93.9,	50 KW @ 500	,	Country	ABC, \$21.00	(Banner)	(WEBB CITY)
KJKT-F,	102.5,	100 KW @ 410	,	Country	\$16.00	(Eastman)	Hendron
KKOW-F,	96.9,	100 KW @ 390	,	Country	CBS, \$11.00	(Mc-Guild)	(PITTSBURGH)
KMOQ-F,	107.1,	6 KW @ 298	,	Oldies	\$12.00	(Katz)	(BAXTER SPGS)
KMXL-F,	95.1,	50 KW @ 472	,	AC	ABC, \$14.00	(K & P)	(CARTHAGE)
KOCD-F,	105.3,	6 KW @ 308	,	AOR	UNISTR, \$11.00	(Katz)	(COLUMBUS, KS)
KSYN-F,	92.5,	100 KW @ 430	,	CHR	\$15.00	(K & P)	

NOTE: KIXQ-F also owns 97.9 in Webb City.

KILLEEN-TEMPLE, TX

ARB Rank/Pop: 163/205,800
 Market TSL: 21.00 Hours
 Average Person Rating: 15.5

Diaries: 575
 Sample Target: 528
 % Below Line: 32.2
 % Not Listed: 16.0

Retail \$: 1.6 Bil
 FM Share: 92.91%
 Stations: 20/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KIIZ-F (B)	74/23.2	---	15.7	---	16.3	508	24.7	21.4	21.4
2. WACO-F (C)	30/ 9.4	---	10.5	---	7.1	416	20.2	18.7	18.4
3. KWTX-F (CHR)	25/ 7.8	---	6.6	---	8.6	465	22.6	18.5	23.8
4. KOOC-F (C)	24/ 7.5	---	12.5	---	0.3	317	15.4	19.9	2.9
5. KKIK-F (C)	20/ 6.3	---	6.3	---	7.1	292	14.2	14.2	13.8
6. KOOV-F (C)	17/ 5.3	---	7.0	---	8.6	261	12.7	13.1	18.2
7. KHHT-F (CHR)	11/ 3.4	---	2.8	---	2.8	235	11.4	9.9	13.5
8. KUTZ-F (AOR)	11/ 3.4	---	5.9	---	9.8	212	10.3	10.9	18.0
9. KLFX-F (AOR)	9/ 2.8	---	5.2	---	7.1	158	7.7	10.1	15.5
10.									

12+ AMD

1. KIIZ-F>>
2. WACO-F
3. KOOV-F
- 4.
- 5.

12+ MID

1. KIIZ-F>
2. WACO-F
3. KWTX-F
4. KOOC-F
5. KKIK-F

12+ PMD

1. KIIZ-F>>
2. WACO-F
3. KWTX-F
4. KOOC-F
- 5.

12+ EVE

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

ADULTS 18-34

1. KIIZ-F>>
2. KWTX-F
3. WACO-F
4. KOOC-F
- 5.

ADULTS 18-49

1. KIIZ-F>>
2. WACO-F
3. KOOC-F<
4. KWTX-F
- 5.

ADULTS 25-54

1. KIIZ-F>>
2. WACO-F>
3. KOOC-F>
4. KKIK-F
- 5.

ADULTS 35+

1. KIIZ-F>
2. WACO-F
3. KOOC-F
4. KOOV-F
5. KKIK-F

MEN 25-54

1. KIIZ-F
2. WACO-F>
3. KOOC-F
- 4.
- 5.

WOMEN 25-54

1. KIIZ-F>>
2. WACO-F
3. KOOC-F
4. KWTX-F
5. KKIK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLTX-F	105.5	HARKER HEIGHTS	2.5/8.6
KRYL-F	98.3	GATESVILLE	0.6/2.0
KTEM	1400	TEMPLE	1.6/4.7
KTON	940	BELTON	1.9/4.0
KASE-F	100.7	AUSTIN	0.6/2.2
KCKR-F	95.5	WACO	2.2/9.4
KHFI-F	96.7	GEORGETOWN	1.3/5.6
KLBJ	590	AUSTIN	0.9/3.0
KLBJ-F	93.7	AUSTIN	0.6/3.0
KNNC-F	107.7	GEORGETOWN	0.9/4.8
WBAP	820	FORT WORTH	1.6/4.8

RADIO STATIONS

KIIZ-F,	92.3,	3 KW @	259	,	Black	ABC, \$16.00	(Christal)	Gulfstar	
KLFX-F,	105.5,	3 KW @	380	,	AOR	ABC, \$12.00	(Christal)	Gulfstar	(HARKER)
KOOC-F,	106.3,	12 KW @	489	,	Country	SMN, \$ NA	(Torbet)		(BELTON)
KOOV-F,	103.1,	0.8 KW @	630	,	Country	ABC, \$24.00	(Torbet)		(COOPERAS)
KKIK-F,	104.3,	34 KW @	597	,	Country	, \$13.00	(---)	Formby	(TEMPLE)

Other ranked stations -- See Waco or Austin in Spring 95 edition

LA CROSSE, WI

ARB Rank/Pop: 248/83,800
 Market TSL: 21.75 Hours
 Average Person Rating: 16.6

Diaries: 369
 Sample Target: 380
 % Below Line: 0.7
 % Not Listed: 23.7

Retail \$: 1.0 Bil
 FM Share: 79.24%
 Stations: 13/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WIZM-F (CHR)	29/20.9	---	16.8	---	15.2	339	40.5	41.0	36.7
2. WQCC-F (AOR)	19/13.7	---	8.0	---	---	160	19.1	14.2	---
3. WCOW-F (C)	10/ 7.2	---	3.6	---	13.9	115	13.7	12.5	16.3
WIZM (N/T)	10/ 7.2	---	9.5	---	7.3	159	19.0	18.8	19.4
5. KQEG-F (O)	7/ 5.0	---	5.8	---	5.3	150	17.9	16.4	16.3
6. WQJY-F (AOR)	6/ 4.3	---	8.0	---	4.0	142	16.9	14.6	14.8
WKTY (FS)	6/ 4.3	---	8.0	---	11.9	157	18.7	17.6	24.2
WLFN (ST)	6/ 4.3	---	6.6	---	4.6	74	8.8	12.7	8.8
WSPL-F (AC)	6/ 4.3	---	2.9	---	4.0	130	15.5	11.7	14.6
10. WLXR-F (AC)	3/ 2.2	---	5.8	---	5.3	92	11.0	17.3	22.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIZM-F>>	1. WIZM-F>	1. WIZM-F>	1. WIZM-F>>
2. WCOW-F	2. WIZM	2. WQCC-F>>	2. WQCC-F>
WIZM	3. WQCC-F	3.	3.
4. WQCC-F	4. WCOW-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. WIZM-F>>	1. WIZM-F>	1. WIZM-F	1. WIZM <	1. WIZM-F	1. WIZM-F
2. WQCC-F>>	2. WQCC-F>>	2. WQCC-F>	2. WQCC-F	2. WQCC-F	2. WQCC-F>>
3.	3.	3. KQEG-F	3. WIZM-F	3. KQEG-F	3.
4.	4.	4.	4. WCOW-F	WQJY-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSOF-F	94.7	CALEDONIA	0.7/4.9
WKBH-F	105.5	TREMPEALEAU	1.4/6.2
WAXX-F	104.5	EAU CLAIRE	0.7/3.2

RADIO STATIONS

WIZM,	1410,	5 KW (DA-2)	, Full Service/Talk	NBC ABC,	\$16.00	(Christal)	Midwest Family
WKTY,	580,	5 KW/1 KW (DA-2)	, Full	ABC UNISTR,	\$17.00	(Katz)	May
WLFN,	1490,	1 KW	, Standards	UNISTR CNN,	\$10.00	(Torbet)	Comm. Prop.
KQEG-F,	102.7,	1.9 KW @ 600	, Oldies	SMN,	\$12.00	(K & P)	(LA CRESCENT, MN)
WCOW-F,	97.1,	100 KW @ 587	, Country	MBS,	\$11.00	(Roslin)	(SPARTA)
WIZM-F,	93.3,	100 KW @ 1020	, CHR	ABC,	\$23.00	(Christal)	Midwest Family
WKBH-F,	105.5,	1 KW @ 531	, AOR	SMN CBS,	\$ NA	(Christal)	(TREMPEALEAU)
WQJY-F,	100.1,	1.6 KW @ 390	, AOR	SMN CBS,	\$15.00	(---)	WKBH owner(D) (W. SALEM)
WLXR-F,	104.9,	1.4 KW @ 430	, AC	CNN UNISTR,	\$14.00	(Torbet)	Comm. Prop.
WQCC-F,	106.3,	18 KW @ 387	, Country	, \$15.00	(Torbet)		
WSPL-F,	95.7,	50 KW @ 492	, AC	ABC UNISTR,	\$14.00	(Katz)	May

LAFAYETTE, IN

ARB Rank/Pop: 224/116,200
 Market TSL: 17.25 Hours
 Average Person Rating: 13.5

Diaries: 444
 Sample Target: 420
 % Below Line: 6.0
 % Not Listed: 22.8

Retail \$: 1.2 Bil
 FM Share: 92.17%
 Stations: 11/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WKOA-F (C)	29/19.5	13.8	20.5	15.9	18.0	336	28.9	23.5	27.2
2. WKHY-F (AOR)	22/14.8	16.4	13.5	8.5	8.7	342	29.4	27.4	23.3
3. WAZY-F (CHR)	18/12.1	13.2	10.9	12.2	15.5	364	31.3	32.6	29.5
4. WGLM-F (AC)	14/ 9.4	9.9	12.8	11.6	7.5	218	18.8	25.0	17.7
5. WASK (FS)	8/ 5.4	9.2	9.0	12.2	12.4	165	14.2	17.0	24.5
WEZV-F (SAC)	8/ 5.4	7.9	5.1	3.0	1.9	98	8.4	8.7	6.7
7. WFBQ-F (AOR)	6/ 4.0	5.3	3.8	5.5	6.8	177	15.2	13.7	15.3
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKOA-F>	1. WKHY-F	1. WKOA-F	1. WAZY-F<
2. WAZY-F<	2. WKOA-F>	2. WKHY-F	2. WKOA-F>
3. WKHY-F	3. WAZY-F	3. WAZY-F<	3. WKHY-F
4. WASK	4.	4. WGLM-F	4.
5. WGLM-F	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKHY-F	1. WKHY-F<	1. WKOA-F	1. WKOA-F>	1. WKOA-F	1. WGLM-F
2. WAZY-F	2. WKOA-F	2. WGLM-F	2. WEZV-F	2. WKHY-F>	2. WKOA-F>
WKOA-F	3. WAZY-F	3. WKHY-F>	WGLM-F	3. WGLM-F	3. WKHY-F
4.	4. WGLM-F	4.	WASK	WFBQ-F	4. WAZY-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASK-F	98.7	BATTLEGROUND	1.3/5.4
WCFY	14.10	LAFAYETTE	0.7/4.7
WGBD-F	95.7	ATTICA	2.7/9.5
WNJY-F	102.9	DELPHI	2.0/7.0

RADIO STATIONS

WASK,	1450,	1 KW	, Full Service	NBC,	\$18.00	(Banner)	Schurz
WAZY-F,	96.5,	50 KW @ 500	, CHR	ABC,	\$22.00	(Banner)	University
WEZV-F,	95.3,	2.5 KW @ 518	, EZ/Soft AC	ABC,	\$13.00	(---)	Bomar (BROOKSTON)
WGLM-F,	106.7,	6 KW @ 328	, AC	AP,	\$16.00	(---)	
WKHY-F,	93.5,	6 KW @ 262	, AOR/Classic	AP,	\$19.00	(Katz)	
WKOA-F,	105.3,	50 KW @ 308	, Country	ABC,	\$25.00	(Banner)	Schurz

WFBQ-F -- See Indianapolis in Spring 95 edition

LAKE CHARLES, LA

ARB Rank/Pop: 200/138,200
 Market TSL: 21.50 Hours
 Average Person Rating: 16.0

Diaries: 488
 Sample Target: 495
 % Below Line: 8.1
 % Not Listed: 16.2

Retail \$: 1.3 Bil
 FM Share: 89.19%
 Stations: 18/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	CUME S94	RATING S93
1. KYKZ-F (C)	70/31.7	---	24.9	---	27.5	629	45.5	36.9	44.8
2. KHLA-F (AC)	27/12.2	---	12.9	---	9.7	358	25.9	27.6	23.4
3. KZWA-F (B)	25/11.3	---	---	---	---	263	19.0	---	---
4. KKGB-F (AOR)	15/ 6.8	---	4.8	---	8.9	205	14.8	16.9	24.3
5. KBIU-F (CHR)	14/ 6.3	---	14.4	---	9.3	289	20.9	28.4	24.9
6.									
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKZ-F>>>	1. KYKZ-F>>>	1. KYKZ-F>>>	1. KZWA-F>
2. KHLA-F	2. KHLA-F	2. KZWA-F<	2. KYKZ-F
3.	3.	3. KHLA-F	3. KHLA-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. KZWA-F	2. KZWA-F	2. KHLA-F	2.	2. KKGB-F	2. KHLA-F
KKGB-F	KHLA-F	3. KZWA-F	3.	3. KHLA-F	3. KZWA-F
4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAOK	1400	LAKE CHARLES	2.3/ 8.4
KEZM	1310	SULPHUR	2.3/ 6.5
KLCL	1470	LAKE CHARLES	0.5/ 2.4
KXZZ	1580	LAKE CHARLES	2.3/ 8.6
KAYD-F	97.5	HOUSTON	0.9/ 3.4

SEE LAFAYETTE OR BEAUMONT FOR MORE ABOUT THE FOLLOWING:

KAJN-F	2.3/ 6.9	KSMB-F	0.5/ 2.2
KALO	1.4/ 3.5	KTFA-F	0.9/ 3.5
KBXX-F	0.5/ 2.3	KYKR-F	0.5/ 2.7
KIOC-F	0.9/ 5.9		
KLVI	0.5/ 3.2		

RADIO STATIONS

KAOK,	1400,	1 KW	,	Talk	TALKNT SUN, \$ 9.00	(---)	
KEZM,	1310,	500 W/200 W	,	Oldies	SMN, \$ 9.00	(---)	(SULPHUR)
KXZZ,	1580,	1 KW	,	Black	CNN, \$13.00	(Katz)	
KBIU-F,	103.7,	100 KW @ 469	,	CHR	CNN ABC, \$18.00	(Katz)	
KHLA-F,	99.5,	100 KW @ 954	,	AC	ABC UNISTR, \$17.00	(Eastman)	Radio South
KKGB-F,	100.9,	3 KW @ 298	,	AOR	, \$12.00	(Christal)	(SULPHUR)
KYKZ-F,	96.1,	100 KW @ 1203	,	Country	ABC, \$28.00	(Banner)	
KZWA-F,	105.3,	50 KW @ 492	,	Black	AURN, \$ NA	(---)	

LAREDO, TX

ARB Rank/Pop: 220/117,900
 Market TSL: 23.25 Hours
 Average Person Rating: 17.0

Diaries: 578
 Sample Target: 515
 % Below Line: 7.5
 % Not Listed: 18.0

Retail \$: 1.1 Bil
 FM Share: 94.51%
 Stations: 13/8

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KJBZ-F (SP)	53/26.5	---	19.7	---	---	607	51.5	36.4	---
2. KRRG-F (CHR)	30/15.0	---	12.0	---	---	452	38.3	34.5	---
3. KOYE-F (C)	22/11.0	---	14.4	---	---	311	26.4	34.1	---
4. KZTQ-F (SP)	21/10.5	---	7.7	---	---	342	29.0	20.0	---
5. KBDR-F (O)	15/ 7.5	---	7.7	---	---	216	18.3	14.7	---
6.									
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KJBZ-F>	1. KJBZ-F>	1. KJBZ-F>	1. KJBZ-F
2. KRRG-F	2. KRRG-F<	2. KRRG-F	2. KRRG-F>>
3. KZTQ-F	3. KOYE-F	3. KOYE-F	3.
4.	4. KZTQ-F	4. KZTQ-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KJBZ-F>>	1. KJBZ-F>>	1. KJBZ-F>>	1. KJBZ-F>	1. KJBZ-F>	1. KJBZ-F>>
2. KRRG-F	2. KRRG-F<	2. KZTQ-F	2. KZTQ-F	2. KBDR-F	2. KZTQ-F
3. KOYE-F	3. KOYE-F<	KBDR-F	3. KBDR-F	3. KOYE-F	3. KOYE-F
4.	4. KZTQ-F	KOYE-F	4. KZTQ-F	4. KZTQ-F	4. KRRG-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDOS	1490	LAREDO	2.5/5.9
KLAR	1300	LAREDO	1.0/4.6
KVOZ	890	LAREDO	0.5/2.5

THE FOLLOWING STATIONS ARE ALL IN NUEVO LAREDO, MEXICO:

XEAS	0.5/2.1	XNOE-F	4.0/7.6
XHNK-F	0.5/3.6	XTLN-F	2.0/7.5
XNLO-F	0.5/3.1		

RADIO STATIONS

KDOS, 1490, 1 KW		Hispanic	CNN, \$ NA	(Caballero)
KBDR-F, 100.5,	42 KW @ 535	Oldies		
KJBZ-F, 92.7,	3 KW @ 289	Hispanic		(K & P) (MIRANDO CITY)
KOYE-F, 94.9,	100 KW @ 810	Country	ABC, \$ NA	(Katz Hisp.)
KRRG-F, 98.1,	100 KW @ 699	CHR		(Roslin)
KZTQ-F, 106.1,	3 KW @ 213	Hispanic		(Katz) KJBZ owner (D)
XNOE-F, 91.3,	12 KW @ 207	Hispanic		(---)
				(---) (NUEVO LAREDO, MX)

NOTE: KOYE-F owns 92.7 in Eagle Pass.

LAUREL - HATTIESBURG, MS

ARB Rank/Pop: 204/135,700
 Market TSL: 23.50 Hours
 Average Person Rating: 17.3

Diaries: 364
 Sample Target: 370
 % Below Line: 4.3
 % Not Listed: 15.3

Retail \$: 1.1 Bil
 FM Share: 84.92%
 Stations: 16/13

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WBBN-F (C)	36/15.3	---	21.6	---	18.9	415	30.6	34.5	35.9
WNSL-F (CHR)	36/15.3	---	17.6	---	16.0	426	31.4	33.5	27.9
3. WXRR-F (AOR)	23/ 9.8	---	2.0	---	1.0	275	20.3	6.3	9.7
4. WJMG-F (B)	17/ 7.2	---	7.4	---	8.3	193	14.2	12.8	14.5
5. WKNZ-F (C)	14/ 6.0	---	0.5	---	4.4	176	13.0	3.1	6.4
6. WHER-F (C)	13/ 5.5	---	8.3	---	8.7	204	15.0	18.3	20.2
7. WORV (G)	12/ 5.1	---	1.0	---	4.4	111	8.2	4.6	4.1
8. WEEZ-F (REL)	11/ 4.7	---	5.4	---	---	118	8.7	5.8	5.8
9. WAML (G)	10/ 4.3	---	3.4	---	0.5	85	6.3	8.3	3.7
10. WMFM-F (SAC)	9/ 3.8	---	3.4	---	5.8	136	10.0	10.4	6.9

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBKH 950	HATTIESBURG	2.1/ 3.1
WFOR 1400	HATTIESBURG	0.9/ 3.2
WQIS 890	LAUREL	0.4/ 3.0
WKTF-F 95.5	JACKSON	0.4/ 1.8
WKXI-F 107.5	MAGEE	0.4/ 4.7
WZKX-F 107.9	POPLARVILLE	3.4/14.4

RADIO STATIONS

WAML, 1340, 1 KW	, Gospel	NBC, \$ 7.00 (---)	
WQIS, 890, 10 KW (DAYS)	, Black	, \$ 7.00 (D & R)	
WBBN-F, 95.9, 31 KW @ 623	, Country	ABC, \$18.00 (---)	(TAYLORSVILLE)
WEEZ-F, 99.3, 50 KW @ 492	, Religion	NBC, \$ 8.00 (Roslin)	(HEIDELBURG)
WHER-F, 103.7, 100 KW @ 1056	, Country	UNISTR NBC, \$14.00 (K & P)	
WXRR-F, 104.5, 100 KW @ 440	, AOR	ABC, \$ 8.00 (Banner)	Holt
WJMG-F, 92.1, 3 KW @ 298	, Black	AURN, \$13.00 (Dora)	
WMFM-F, 106.3, 3 KW @ 390	, Soft AC	UNISTR CNN, \$10.00 (---)	(PETAL)
WNSL-F, 100.3, 100 KW @ 1066	, CHR	ABC, \$14.00 (D & R)	

LAWTON, OK

ARB Rank/Pop: 240/97,000
 Market TSL: 18.0 Hours
 Average Person Rating: 13.3

Diaries: 325
 Sample Target: 320
 % Below Line: 4.7
 % Not Listed: 27.9

Retail \$: 0.71 Bil
 FM Share: 90.32%
 Stations: 13/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KMGZ-F (CHR)	30/23.3	---	18.0	---	15.0	405	41.8	35.6	33.4
2. KLAW-F (C)	23/17.8	---	23.4	---	29.3	307	31.6	31.8	38.0
3. KVRW-F (O)	14/10.9	---	8.6	---	8.3	199	20.5	16.7	16.5
4. KSWO (T)	8/ 6.2	---	0.8	---	1.5	121	12.5	6.9	7.5
5. KIRQ-F (AC)	6/ 4.7	---	5.5	---	6.0	159	16.4	19.7	11.2
6.									
7.									
8.									
9.									
10.									

12+ AMD

1. KLAW-F<
2. KMGZ-F>>
- 3.
- 4.
- 5.

12+ MID

1. KMGZ-F<
2. KLAW-F>
3. KVRW-F
- 4.
- 5.

12+ PMD

1. KMGZ-F>
2. KLAW-F>
3. KVRW-F
- 4.
- 5.

12+ EVE

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

ADULTS 18-34

1. KMGZ-F>>
2. KLAW-F
3. KVRW-F
- 4.
- 5.

ADULTS 18-49

1. KMGZ-F>
2. KLAW-F
3. KVRW-F
- 4.
- 5.

ADULTS 25-54

1. KLAW-F
2. KMGZ-F
3. KVRW-F
- 4.
- 5.

ADULTS 35+

1. KLAW-F>
2. KVRW-F
3. KMGZ-F
4. KSWO
- 5.

MEN 25-54

1. KVRW-F
2. KLAW-F
3. KMGZ-F
- 4.
- 5.

WOMEN 25-54

1. KLAW-F
2. KMGZ-F>>
- 3.
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBZQ-F	99.5	LAWTON	1.6/ 9.6
KKRX	1050	LAWTON	0.8/ 5.3
KRPT-F	103.7	ANADARKO	0.8/ 4.2
KZCD-F	94.3	LAWTON	1.6/ 8.4
KATT-F	100.5	OKLAHOMA CTY	1.6/10.0
KNIN-F	92.9	WICHITA FALLS	0.8/ 8.7
KRXO-F	107.7	OKLAHOMA CTY	1.6/ 4.4
KYYI-F	104.7	BURKBURNETT	0.8/ 6.6

RADIO STATIONS

KKRX,	1050,	250 W/14 W	,	Talk	SEN, \$ 9.00	(---)
KSWO,	1350,	1 KW (DA-2)	,	Talk	CNN WW1, \$ NA	(---)
KBZQ-F,	99.5,	3.4 KW @ 266	,	Soft AC		\$ 9.00 (---)
KIRQ-F,	98.1,	100 KW @ 200	,	AC	SMN ABC, \$11.00	(Mc-Guild)
KLAW-F,	101.5,	100 KW @ 590	,	Country	ABC, \$22.00	(Katz)
KMGZ-F,	95.3,	3 KW @ 295	,	CHR	UNISTR, \$17.00	(Roslin)
KVRW-F,	107.3,	50 KW @ 492	,	Oldies		\$13.00 (---)
KZCD-F,	94.3,	3 KW @ 328	,	Country		\$11.00 (---)

LIMA, OH

ARB Rank/Pop: 215/127,700
Market TSL: 20.00 Hours
Average Person Rating: 14.8

Diaries: 389
Sample Target: 360
% Below Line: 11.1
% Not Listed: 21.2

Retail \$: 1.5 Bil
FM Share: 85.23%
Stations: 15/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WIMT-F (C)	40/21.2	---	21.9	---	17.9	388	30.4	30.3	25.7
2. WZOQ-F (CHR)	28/14.8	---	17.6	---	11.9	407	31.9	31.2	27.9
3. WBUK-F (O)	17/ 9.0	---	5.3	---	7.5	254	19.9	12.7	13.6
4. WLSR-F (AC)	13/ 6.9	---	7.0	---	7.5	195	15.3	13.3	17.1
5. WIMA (FS/T)	12/ 6.3	---	8.0	---	13.4	199	15.6	17.5	23.8
WYRX-F (AOR)	12/ 6.3	---	2.7	---	3.0	183	14.3	7.9	8.4
7. WBYR (AOR/CL)	9/ 4.8	---	6.4	---	6.0	170	13.3	14.6	12.3
8.									
9.									
10.									

12+ AMD

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

12+ MID

1. WIMT-F>>
2. WLSR-F
3. WYRX-F
- WZOQ-F
- 5.

12+ PMD

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

12+ EVE

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

ADULTS 18-34

1. WIMT-F>
2. WYXR-F
- WZOQ-F>>
- 4.
- 5.

ADULTS 18-49

1. WIMT-F>
2. WZOQ-F
3. WBUK-F
- WLSR-F
- WYRX-F

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

1. WBUK-F
- WYRX-F
3. WBYR-F
- WIMT-F
5. WZOQ-F

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIT	940	LIMA	1.6/6.0
WDOH-F	107.1	DELPHOS	0.5/5.9
WKKI-F	94.3	CELINA	1.1/5.4
WCLR-F	95.7	PIQUA	1.6/5.1
WKXA-F	100.5	FINDLAY	0.5/5.0
WLW	700	CINCINNATI	3.2/7.2
WOWO	1190	FORT WAYNE	0.5/2.7
WQTL-F	106.3	OTTAWA	0.5/5.5

RADIO STATIONS

WCIT,	940,	250 W/6 W (DA-1)	,	Talk	NBC CBS, \$ NA	(Roslin)
WIMA,	1150,	1 KW (DA-2)	,	Full Service/Talk	ABC, \$ NA	(Katz)
WBUK-F,	107.5,	3 KW @ 328	,	Oldies	, \$ NA	(---) (FT. SHAWNEE)
WIMT-F,	102.1,	11 KW @ 1059	,	Country	ABC, \$ NA	(Katz)
WLSR-F,	104.9,	3 KW @ 220	,	AC	MBS NBC, \$ NA	(Roslin)
WYRX-F,	93.1,	3 KW @ 328	,	AOR	SMN ABC, \$ NA	(Mc-Guild) WZOQ owner (D)
WZOQ-F,	92.1,	3 KW @ 328	,	CHR	ABC, \$ NA	(Mc-Guild) (WAPAKONETA)

WLW -- See Cincinnati

WBYR-F -- See Fort Wayne

MARION - CARBONDALE, IL

(Southern Illinois)

ARB Rank/Pop: 201/136,600
 Market TSL: 20.50 Hours
 Average Person Rating: 15.7

Diaries: 372
 Sample Target: 380
 % Below Line: 13.1
 % Not Listed: 19.6

Retail \$: 1.3 Bil
 FM Share: 90.70%
 Stations: 20/15

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WDDD-F (C)	40/18.7	---	17.3	---	24.6	415	30.4	30.5	39.0
2. WTOA-F (AOR)	29/13.6	---	14.6	---	12.1	333	24.4	27.5	20.5
3. WOOZ-F (C)	28/13.1	---	12.8	---	7.0	331	24.2	27.3	18.1
4. KGMO-F (AC)	15/ 7.0	---	2.2	---	4.0	243	17.8	10.1	11.8
5. WCIL-F (CHR)	14/ 6.5	---	9.7	---	13.1	326	23.9	24.7	30.1
6. WVZA-F (CHR)	8/ 3.7	---	1.3	---	---	146	10.7	6.6	---
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDDD-F>>	1. WDDD-F	1. WTOA-F<	1. WOOZ-F
2. WOOZ-F<	2. WTOA-F<	2. WDDD-F	WTOA-F>
3. WTOA-F	3. WOOZ-F	3. WOOZ-F	3. WDDD-F
4.	4.	4.	4. WCIL-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. WTOA-F	1. WDDD-F	1. WDDD-F>>	1. WOOZ-F	1. WDDD-F>
2. WOOZ-F>	2. WDDD-F	2. WTOA-F	2. WOOZ-F	2. WTOA-F	2. WTOA-F>>
3. WCIL-F	3. WOOZ-F	3. WOOZ-F>	WTOA-F	3. WDDD-F	3.
4. WDDD-F	4.	4. KGMO-F	4.	4. KGMO-F	4.
KGMO-F	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIL	1020	CARBONDALE	0.5/ 5.1
WDDD	810	JOHNSTON CITY	0.9/ 2.7
WFRX	1300	W. FRANKFORT	0.5/ 3.7
WFRX-F	97.7	W. FRANKFORT	0.5/ 3.8
WINI	1420	MURPHYSBORO	1.4/ 5.0
WJPF	1340	HERRIN	2.3/ 6.8
WQRL-F	106.3	BENTON	0.9/ 6.7
WUEZ-F	103.5	CHRISTOPHER	2.8/ 8.2
WXAN-F	103.9	AVA	1.4/ 4.8
WXLT-F	95.1	CARTERVILLE	0.5/ 4.8
KEZS-F	102.9	CAPE GIRARDEAU	2.8/ 8.6
KMOX	1120	ST. LOUIS	1.9/ 5.3
KPNT-F	105.7	ST. LOUIS	0.9/ 5.1
WBVN-F	104.5	CARRIER MILLS	0.5/ 3.0

RADIO STATIONS

WINI,	1420,	500 W	,	Talk	IBN, \$ NA	(Roberts)	(MURPHYSBORO)
WJPF,	1340,	1 KW	,	Talk	ABC MBS, \$ NA	(---)	(HERRIN)
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	,	Country	UNISTR NBC, \$ NA	(Banner)	Zimmer (HARRISBURG)
WTOA-F,	105.1,	25 KW @ 308	,	AOR	UNISTR, \$ NA	(Christal)	Comm. Svcs. (MURPHYSBORO)
WUEZ-F,	103.5,	6 KW @ 328	,	Soft AC	, \$ NA	(---)	(CHRISTOPHER)
WVZA-F,	92.7,	3.3 KW @ 433	,	CHR	ABC, \$ NA	(---)	WDDD owner (D) (HERRIN)
WXLT-F,	95.1,	6 KW @ 279	,	AC	UNISTR MBS, \$ NA	(---)	(CARTERVILLE)
KEZS-F,	102.9,	100 KW @ 948	,	Country	UNISTR ABC, \$ NA	(Banner)	Zimmer (CAPE GIRARD.)
KGMO-F,	100.7,	100 KW @ 700	,	AC	MBS, \$ NA	(Eastman)	Withers (CAPE GIRARD.)

MEDFORD-ASHLAND, OR

ARB Rank/Pop: 205/135,400
 Market TSL: 19.75 Hours
 Average Person Rating: 14.5

Diaries: 490
 Sample Target: 455
 % Below Line: 1.0
 % Not Listed: 21.3

Retail \$: 1.8 Bil
 FM Share: 76.77%
 Stations: 14/13

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KRWQ-F (C)	37/18.8	---	16.6	---	18.5	424	31.3	27.1	24.5
2. KBOY-F (AOR)	25/12.7	---	10.7	---	12.2	263	19.4	20.2	21.2
3. KTMT-F (CHR)	20/10.2	---	9.6	---	12.7	286	21.1	22.1	23.0
4. KCMX (FS)	14/ 7.1	---	4.3	---	5.8	160	11.8	9.1	12.9
5. KMED (ST)	13/ 6.6	---	8.6	---	13.8	181	13.4	13.4	19.9
6. KYJC-F (C)	10/ 5.1	---	1.6	---	1.6	158	11.7	6.5	7.5
7. KCMX-F (SAC)	9/ 4.6	---	3.7	---	4.2	157	11.6	11.4	11.2
8. KCNA-F (O)	8/ 4.1	---	5.3	---	3.2	171	12.6	11.3	11.5
9. KROG-F (AC)	6/ 3.0	---	7.0	---	5.8	158	11.7	17.4	15.7
10.									

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

1. KRWQ-F>
2. KCMX
- KMED
- 4.
- 5.

MEN 25-54

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

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOPE-F	103.5	MEDFORD	0.5/5.2
KRTA	610	MEDFORD	1.5/3.1
KTMT	880	PHOENIX	2.0/8.8
KZZE-F	106.3	EAGLE POINT	1.5/6.1
KAJO	1270	GRANTS PASS	1.0/2.7

RADIO STATIONS

KCMX, 580, 1 KW (DA-2)	Full Service	ABC, \$10.00 (MMR)	KTMT owner (D)	
KDOV, 1300, 5 KW (DA-N)	Religion/Talk	NBC, \$ 8.00 (MMR)		(PHOENIX)
KMED, 1440, 5 KW/1 KW (DA-1)	Standards	CBS, \$12.00 (Mc-Guild)		
KBOY-F, 95.7, 100 KW @ 935	AOR	USA, \$14.00 (MMR)	Deshutes River	
KCMX-F, 101.9, 30 KW @ 1427	Soft AC	ABC, \$11.00 (Katz)	KTMT owner (D)	
KCNA-F, 102.7, 100 KW @ 1975	Oldies	CNN, \$10.00 (---)		(CAVE JUNCTION)
KOPE-F, 103.5, 100 KW @ 440	Religion	IBN USA, \$ 9.00 (---)		
KROG-F, 105.1, 50 KW @ 544	AC	AP, \$12.00 (MMR)	Deshutes River	(PHOENIX)
KRWQ-F, 100.3, 30 KW @ 991	Country	AP, \$19.00 (Mc-Guild)		(GOLD HILL)
KTMT-F, 93.7, 31 KW @ 3260	CHR	ABC, \$17.00 (Torbet)		
KYGC-F, 96.9, 25 KW @ 2227	Country	SMN, \$ 9.00 (Tacher)		(GRANT'S PASS)

MERCED, CA

ARB Rank/Pop: 186/163,600
Market TSL: 22.00 Hours
Average Person Rating: 15.7

Diaries: 546
Sample Target: 535
% Below Line: 50.6
% Not Listed: 24.1

Retail \$: 1.0 Bil
FM Share: 82.56%
Stations: 29/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KHTN-F (CHR)	23/ 8.9	14.1	10.9	---	---	326	19.9	24.6	---
2. KUBB-F (C)	21/ 8.2	7.6	9.4	---	---	298	18.2	19.2	---
KDJK-F (AOR)	21/ 8.2	5.2	0.8	---	---	232	14.2	6.7	---
4. KABX-F (O)	17/ 6.6	6.0	6.3	---	---	188	11.5	13.6	---
KSKS-F (C)	17/ 6.6	5.6	7.8	---	---	249	15.2	14.6	---
6. KYOS (T)	11/ 4.3	2.8	2.3	---	---	151	9.2	6.7	---
7. KMJ (N/T)	10/ 3.9	6.4	4.3	---	---	126	7.7	5.7	---
8. KFIE-F (SP)	9/ 3.5	3.2	5.5	---	---	146	8.9	10.1	---
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KDJK-F	1. KUBB-F<	1. KHTN-F	1. KHTN-F>>
2. KHTN-F	2. KABX-F	2. KSKS-F<	2. KDJK-F
KUBB-F	3. KDJK-F	3. KUBB-F	3. KUBB-F
4. KABX-F	4. KHTN-F	4. KDJK-F	4. KFIE-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KDJK-F<	1. KDJK-F	1. KABX-F	1. KABX-F	1. KABX-F	1. KUBB-F
2. KHTN-F<	2. KABX-F	KUBB-F	KUBB-F	2. KDJK-F	2. KHTN-F>
3. KSKS-F	3. KUBB-F	3. KDJK-F	3. KYOS	3. KUBB-F	3. KDJK-F
4.	4. KHTN-F	4. KHTN-F	4.	4. KHOP-F	KABX-F
5.	5.	5.	5.	KMJ	KSKS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCIV-F	99.9	MOUNT BULLION	0.8/3.5
KLBS	1330	LOS BANOS	0.4/1.9
KLOQ	1580	MERCED	0.4/2.7
KQLB-F	106.9	LOS BANOS	0.4/2.6
KROW-F	103.9	MARIPOSA	0.8/5.9
KSTE	650	RANCHO CORDOVA	0.8/2.1
KAAT-F	103.1	OAKHURST	0.8/3.5

SEE MODESTO, SAN FRANCISCO OR FRESNO FOR
MORE ABOUT THE FOLLOWING STATIONS:

KATM-F	3.1/11.3	KMIX-F	0.4/2.3
KBAY-F	1.2/ 1.7	KNBR	1.2/4.1
KCBS	1.9/ 5.2	KNTO-F	3.5/6.1
KHOP-F	2.7/ 5.9	KOQO	0.4/1.1
KJFX-F	1.9/ 3.3	KOQO-F	0.4/2.4
KJSN-F	1.2/ 3.0	KOSO-F	1.6/6.9
KKDJ-F	0.8/ 5.0	KWNN-F	1.2/5.3

RADIO STATIONS

SEE FRESNO, MODESTO OR STOCKTON IN SPRING 1995 EDITION

MERIDIAN, MS

ARB Rank/Pop: 260/62,500
Market TSL: 21.0 Hours
Average Person Rating: 15.4

Diaries: 482
Sample Target: 465
% Below Line: 3.1
% Not Listed: 17.7

Retail \$: 0.63 Bil
FM Share: 58.22%
Stations: 10/8

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WALT (B)	16/16.7	---	13.1	---	19.0	155	24.8	22.0	28.7
WOKK-F (C)	16/16.7	---	19.2	---	17.9	202	32.3	38.8	30.5
3. WJDQ-F (CHR)	12/12.5	---	12.1	---	10.7	173	27.7	24.7	20.3
4. WMOX (C)	10/10.4	---	6.1	---	6.0	123	19.7	14.4	16.4
5. WTUX-F (AC)	9/ 9.4	---	6.1	---	10.7	121	19.4	18.7	14.8
6. WNBN (G/B)	7/ 7.3	---	10.1	---	3.6	54	8.6	9.4	7.2
7. WSLY-F (B)	3/ 3.1	---	---	---	---	56	9.0	5.2	---
WZMP-F (C)	3/ 3.1	---	11.1	---	10.7	89	14.2	21.6	16.7
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WMOX	1. WJDQ-F	1. WOKK-F	1. WALT >>>
2. WOKK-F>	2. WOKK-F<	2. WALT <	2. WJDQ-F
3. WALT	3. WTUX-F	3. WJDQ-F	WOKK-F
WJDQ-F	4. WALT	4. WTUX-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WALT >	1. WALT	1. WOKK-F	1. WOKK-F	1. WJDQ-F	1. WOKK-F
2. WJDQ-F	WOKK-F	2. WALT	2. WMOX >	WTUX-F	2. WALT
WOKK-F	3. WJDQ-F	WTUX-F	3. WALT	WOKK-F	3. WTUX-F
4. WTUX-F	4. WTUX-F	4. WJDQ-F	WNBN	4. WALT	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKXI-F	107.5	MAGEE	1.0/7.7
WTUG-F	92.9	TUSCALOOSA	2.1/4.2

RADIO STATIONS

WALT,	910,	5 KW/1 KW	, Black	ABC, \$14.00	(Mc-Guild)	New South
WMOX,	1010,	10 KW/1 KW (DA-2),	Country/FS	UNISTR, \$ 9.00	(Dora)	
WNBN,	1290,	1 KW/100 W	, Gospel/Black	AURN, \$10.00	(---)	
WJDQ-F,	101.3,	100 KW @ 581	, CHR	UNISTR CBS, \$18.00	(Eastman)	Radio South
WOKK-F,	97.1,	100 KW @ 600	, Country	ABC, \$23.00	(Mc-Guild)	New South
WSLY-F,	104.9,	50 KW @ 492	, Black	, \$ NA	(---)	(YORK, AL)
WTUX-F,	102.1,	0.9 KW @ 528	, AC	SMN, \$13.00	(Mc-Guild)	New South
WZMP-F,	95.1,	26 KW @ 607	, Country	MBS, \$13.00	(Banner)	(MARION)

MONROE, LA

ARB Rank/Pop: 223/116,900
 Market TSL: 19.75 Hours
 Average Person Rating: 14.8

Diaries: 368
 Sample Target: 350
 % Below Line: 1.2
 % Not Listed: 16.2

Retail \$: 1.4 Bil
 FM Share: 87.59%
 Stations: 14/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	S93
1. KJLO-F (C)	31/17.9	---	19.8	---	24.7	411	35.2	32.0	38.9
2. KYEA-F (B)	28/16.2	---	14.1	---	14.8	313	26.8	22.7	25.4
3. KLIP-F (AOR)	18/10.4	---	12.4	---	13.2	238	20.4	16.1	20.0
4. KRVV-F (B)	17/ 9.8	---	7.3	---	6.0	191	16.3	16.6	13.0
5. KNOE-F (CHR)	13/ 7.5	---	5.6	---	7.1	286	24.5	19.4	22.7
6. KMLB (T)	8/ 4.6	---	2.3	---	5.5	95	8.1	8.1	10.3
7. KMYF-F (C)	6/ 3.5	---	7.9	---	3.3	181	15.5	19.4	15.6
8. KNOE (ST)	5/ 2.9	---	5.6	---	3.8	65	5.6	7.1	6.8
9. KXKZ-F (C)	4/ 2.3	---	7.3	---	6.0	148	12.7	20.0	16.7
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. KLIP-F	2. KYEA-F	2. KRVV-F>>
3.	3. KYEA-F	3. KLIP-F	3.
4.	4. KMLB	4.	4.
5.	5.	5.	5.

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHLL-F	100.9	RICHWOOD	1.7/4.3
KXLA	990	RAYVILLE	1.7/4.2
KQID-F	93.1	ALEXANDRIA	0.6/5.5
KWJM-F	92.7	FARMERVILLE	0.6/3.7
KMBS*	1310	WEST MONROE	1.2/3.8

* KMBS WAS DETERMINED BY ARBITRON TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

RADIO STATIONS

KMLB,	1440,	5 KW/1 KW	, Talk	ABC, \$ NA	(Mc-Guild)	New South
KNOE,	540,	5 KW/1 KW	, Standards	ABC, \$ NA	(Mc-Guild)	
KJLO-F,	104.1,	100 KW @ 1017	, Country	ABC, \$21.00	(Mc-Guild)	New South
KLIP-F,	105.3,	50 KW @ 492	, AOR	, \$16.00	(Mc-Guild)	New South
KMYF-F,	106.1,	100 KW @ 453	, Country	ABC, \$14.00	(Banner)	KCTO-F owner (D)
KNOE-F,	101.9,	100 KW @ 1660	, CHR/AC	ABC, \$14.00	(Mc-Guild)	
KRVV-F,	100.1,	50 KW @ 492	, Black	, \$10.00	(---)	Holladay (BASTROP)
KXKZ-F,	107.5,	100 KW @ 1066	, Country	AP, \$11.00	(---)	(RUSTON)
KYEA-F,	98.3,	50 KW @ 492	, Black	AURN ABC, \$19.00	(D & R)	

MORGANTOWN - CLARKSBURG - FAIRMONT, WV

ARB Rank/Pop: 177/178,200
 Market TSL: 21.75 Hours
 Average Person Rating: 16.2

Diaries: 409
 Sample Target: 430
 % Below Line: 4.2
 % Not Listed: 20.4

Retail \$: 1.7 Bil
 FM Share: 87.82%
 Stations: 20/17

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. WKKW-F (C)	48/16.6	---	7.6	---	---	538	30.2	20.7	---
2. WVAQ-F (CHR)	39/13.5	---	17.6	---	---	577	32.4	35.1	---
3. WCLG-F (AOR)	24/ 8.3	---	5.8	---	---	374	21.0	15.3	---
4. WAJR (C)	20/ 6.9	---	9.0	---	---	298	16.7	16.4	---
5. WFGM-F (AC)	19/ 6.6	---	6.5	---	---	494	27.7	23.4	---
6. WTUS-F (C)	13/ 4.5	---	7.6	---	---	176	9.9	15.6	---
7. WDCI-F (SAC)	11/ 3.8	---	2.9	---	---	151	8.5	7.9	---
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKKW-F>	1. WKKW-F>	1. WKKW-F	1. WVAQ-F<
2. WAJR	2. WVAQ-F	2. WVAQ-F	2. WKKW-F<
3. WVAQ-F	3. WAJR	3. WCLG-F	3. WFGM-F<
4. WCLG-F	4.	4.	4. WCLG-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WVAQ-F	1. WKKW-F<	1. WKKW-F>>	1. WKKW-F>	1. WKKW-F>	1. WKKW-F
2. WCLG-F	2. WVAQ-F	2. WVAQ-F	2. WAJR	2. WCLG-F>>	2. WVAQ-F>>
3. WKKW-F	3. WCLG-F	3. WCLG-F	3. WVAQ-F	3.	3. WFGM-F
4.	4.	4.	4.	4.	4. WOBG-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBUC-F	101.3	BUCKHANNON	2.8/8.7
WVUC-F	93.1	BARRACKVILLE	1.0/4.0
WCLG	1300	MORGANTOWN	1.7/6.7
WHAR	1340	CLARKSBURG	0.3/2.7
WMMN	920	FAIRMONT	0.7/5.0
WMQC-F	100.9	WESTOVER	2.1/8.3
WPDX-F	104.9	CLARKSBURG	1.0/4.7
WRLF-F	94.3	FAIRMONT	1.0/5.4
WVHF-F	92.7	CLARKSBURG	1.0/7.8
WASP-F	94.9	OLIVER, PA	2.4/6.3
WDVE-F	102.5	PITTSBURGH	1.0/3.2
WLTJ-F	92.9	PITTSBURGH	0.7/2.7

RADIO STATIONS

WAJR, 1440, 5 KW/500 W (DA-2), Country	UNISTR ABC, \$ NA	(---)	WV Radio (MORGANTOWN)
WCLG-F, 100.1, 6 KW @ 298, AOR	Source, \$ NA	(Keystone)	(MORGANTOWN)
WDCI-F, 104.1, 1.2 KW @ 518, Soft AC	, \$ NA	(---)	(BRIDGEPORT)
WFGM-F, 97.9, 32 KW @ 600, AC	ABC, \$ NA	(---)	(FAIRMONT)
WKKW-F, 106.5, 50 KW @ 500, Country	UNISTR, \$ NA	(Dome)	WV Radio (CLARKSBURG)
WOBG-F, 105.7, 6 KW @ 581, Oldies	, \$ NA	(---)	(SALEM)
WTUS-F, 102.7, 3.2 KW @ 453, Country	USA, \$ NA	(---)	(MANNINGTON)
WVAQ-F, 101.9, 50 KW @ 500, CHR	UNISTR ABC, \$ NA	(---)	WV Radio (MORGANTOWN)

MORRISTOWN, NJ

ARB Rank/Pop: 104/368,300
 Market TSL: 21.50 Hours
 Average Person Rating: 16.5

Diaries: 550
 Sample Target: 575
 % Below Line: 79.5
 % Not Listed: 10.5

Retail \$: 4.8 Bil
 FM Share: 72.4%
 Stations: 24/2

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME RATING S93
1. WPLJ-F (CHR)	51/ 8.4	---	7.9	---	9.9	910	24.7	24.5	26.0
WCBS-F (O)	51/ 8.4	---	6.2	---	5.9	637	17.3	17.4	18.0
3. WABC (T)	45/ 7.4	---	5.0	---	5.2	482	13.1	14.2	14.0
4. WXRK-F (CL AOR)	43/ 7.1	---	5.5	---	8.0	707	19.2	16.9	18.6
5. WYNY-F (C)	34/ 5.6	---	4.2	---	4.3	354	9.6	11.8	12.5
WDHA-F (AOR)	34/ 5.6	---	4.5	---	3.8	530	14.4	17.1	13.1
7. WOR (T)	32/ 5.3	---	4.0	---	4.2	409	11.1	11.0	10.2
8. WHTZ-F (CHR)	31/ 5.1	---	4.5	---	5.4	862	23.4	20.6	22.2
9. WMTR (FS)	27/ 4.4	---	3.7	---	6.7	302	8.2	7.5	10.5

12+ AMD

1. WXRK-F>>
2. WFAN <
3. WPLJ-F
4. WCBS-F
- 5.

12+ MID

1. WABC
2. WPLJ-F
3. WCBS-F
4. WDHA-F
- 5.

12+ PMD

1. WABC <
2. WPLJ-F
3. WCBS-F
4. WDHA-F
- 5.

12+ EVE

1. WAXQ-F
- WHTZ-F
3. WABC
- 4.
- 5.

ADULTS 18-34

1. WPLJ-F
2. WDHA-F
3. WXRK-F
4. WYNY-F
- 5.

ADULTS 18-49

1. WPLJ-F
2. WXRK-F
3. WDHA-F<
4. WCBS-F
- 5.

ADULTS 25-54

1. WPLJ-F
2. WFAN
3. WXRK-F
4. WDHA-F
- 5.

ADULTS 35+

1. WCBS-F
2. WABC
3. WOR
4. WMTR
- 5.

MEN 25-54

1. WXRK-F<
2. WFAN <
3. WDHA-F<
4. WCBS-F
- 5.

WOMEN 25-54

1. WPLJ-F>
2. WCBS-F
3. WMXV-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

SEE NEW YORK FOR MORE ABOUT THE FOLLOWING:

WAXQ-F	4.3/11.8	WNEW-F	3.0/13.2
WCBS	2.5/11.8	WPAT-F	3.1/ 9.1
WFAN	4.3/14.1	WQCD-F	1.5/ 7.9
WINS	0.8/ 7.7	WQHT-F	1.0/ 3.2
WLTW-F	4.1/12.2	WQXR-F	2.0/ 4.4
WMXV-F	2.8/11.4	WRKS-F	0.7/ 3.0

WKXW-F	101.5	TRENTON	1.8/7.0
WNNJ-F	103.7	NEWTON	0.3/2.5
WPST-F	97.5	TRENTON	0.3/1.9

RADIO STATIONS

WMTR , 1250, 5 KW/1 KW (DA-2), Full Service UNISTR AP, \$35.00 (Katz)
 WDHA-F, 105.5, 1 KW @ 564 , AOR , \$60.00 (Katz) (DOVER)

Other rarked stations - See New York

MYRTLE BEACH, SC

ARB Rank/Pop: 176/178,800
 Market TSL: 23.75 Hours
 Average Person Rating: 17.9

Diaries: 465
 Sample Target: 400
 % Below Line: 14.4
 % Not Listed: 13.1

Retail \$: 2.4 Bil
 FM Share: 94.24%
 Stations: 23/17

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	CUME S94	RATING S93
1. WDAI-F (CHR)	29/ 9.1	---	---	---	---	290	16.2	----	----
2. WJYR-F (SAC)	27/ 8.4	---	9.6	---	9.2	279	15.6	16.7	16.4
3. WXXM-F (CHR)	24/ 7.5	---	7.2	---	8.1	272	15.2	18.7	19.0
4. WKZQ-F (AOR)	21/ 6.6	---	3.8	---	4.1	259	14.5	8.7	11.6
WSYN-F (O)	21/ 6.6	---	6.2	---	7.4	293	16.4	15.1	16.0
WYAV-F (AOR)	21/ 6.6	---	6.5	---	8.5	291	16.3	18.7	24.2
7. WRNN-F*(T)	20/ 6.3	---	3.1	---	3.7	222	12.4	6.8	10.0
8. WGTR-F (C)	17/ 5.3	---	11.7	---	---	283	15.8	18.6	----
9. WYAK-F (C)	14/ 4.4	---	7.6	---	10.0	249	13.9	15.4	18.4
10. WNMB-F (AC)	10/ 3.1	---	2.4	---	2.6	145	8.1	6.5	8.1

* WRNN-F WAS DETERMINED BY ARBITRON TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDAI-F	1. WJYR-F	1. WXXM-F	1. WDAI-F>
2. WJYR-F	WRNN-F	2. WDAI-F	2. WXXM-F
3. WYAV-F	3. WSYN-F	3. WKZQ-F<	WYAV-F
WRNN-F	4. WDAI-F	4. WJYR-F<	4.
5.	WKZQ-F	5. WSYN-F	5.

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGTN-F 100.7	ANDREWS	0.3/1.9
WJXY 1050	CONWAY	1.9/5.1
WJXY-F 93.9	CONWAY	2.5/6.6
WLNC 1470	GEORGETOWN	1.6/4.5
WPJS 1330	CONWAY	1.6/3.1
WSCA-F 93.7	GEORGETOWN	0.3/2.1
WVCO-F 94.9	LORIS	0.6/3.2
WEGX-F 92.9	DILLON	2.5/7.4
WHLZ-F 92.5	MANNING	0.9/3.9
WMNX-F 97.3	WILMINGTON	0.9/3.6
WTUA-F 106.1	ST. STEPHENS	1.9/3.0
WWWZ-F 93.3	SUMMERVILLE	3.1/6.6
WXTC-F 96.9	CHARLESTON	0.9/3.2
WZFX-F 99.1	WHITEVILLE	1.6/3.9

RADIO STATIONS

WDAI-F, 98.5,	6 KW @ 328	, CHR	CBS, \$ NA	(Torbet)	(PAWLEY'S ISLE)
WGTR-F, 107.9,	32 KW @ 607	, Country	, \$20.00	(---)	(BUCKSPORT)
WJXY-F, 93.9,	6 KW @ 328	, Country	, \$15.00	(---)	(CONWAY)
WJYR-F, 92.1,	50 KW @ 295	, EZ/Soft AC	UNISTR, \$21.00	(Banner)	
WKZQ-F, 101.7,	38 KW @ 558	, AOR	, \$16.00	(---)	
WNMB-F, 105.9,	17 KW @ 361	, AC	, \$13.00	(Dora)	Ogden
WRNN-F, 94.5,	3.5 KW @ 426	, Talk	CNN CBS, \$11.00	(---)	(MULRS. INLET)
WSYN-F, 106.5,	50 KW @ 328	, Country	, \$16.00	(---)	(GEORGETOWN)
WYAK-F, 103.1,	13 KW @ 328	, Country	MBS, \$20.00	(Christal)	Multimarket
WXXM-F, 97.7,	100 KW @ 492	, CHR	, \$14.00	(---)	(GEORGETOWN)
WYAV-F, 104.1,	100 KW @ 600	, AOR	, \$17.00	(---)	Pinnacle

NEW BEDFORD - FALL RIVER, MA

ARB Rank/Pop: 84/429,200
 Market TSL: 24.25 Hours
 Average Person Rating: 18.3

Diaries: 574
 Sample Target: 440
 % Below Line: 69.0
 % Not Listed: 11.6

Retail \$: 4.1 Bil
 FM Share: 81.03%
 Stations: 37/8

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. WHJY-F (AOR)	66/ 8.4	10.3	10.4	6.3	8.3	893	20.8	21.4	20.0
2. WWLI-F (SAC)	56/ 7.1	7.1	7.6	4.5	3.1	614	14.3	13.7	10.8
3. WPRO-F (CHR)	54/ 6.9	5.3	5.4	5.2	5.6	1017	23.7	18.3	23.9
4. WFHN-F (CHR)	40/ 5.1	4.0	3.6	5.4	7.5	592	13.8	10.6	14.7
5. WCTK-F (C)	38/ 4.8	4.1	8.1	5.1	5.9	489	11.4	13.0	11.3
6. WWBB-F (O)	35/ 4.4	3.4	3.3	5.8	3.3	627	14.6	11.0	11.1
7. WBZ (N)	29/ 3.7	3.2	3.0	4.3	3.1	494	11.5	9.4	10.0
8. WSNE-F (AC)	26/ 3.3	4.1	3.2	4.9	4.8	618	14.4	12.8	14.9
10. WBSM (T)	26/ 3.3	3.4	3.7	3.3	4.5	266	6.2	7.1	4.9

12+ AMD

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

12+ MID

1. WWLI-F<
2. WHJY-F>
3. WPRO-F
4. WFHN-F
- 5.

12+ PMD

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

12+ EVE

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

ADULTS 18-34

1. WHJY-F
2. WPRO-F>
3. WFHN-F
4. WWLI-F
- 5.

ADULTS 18-49

1. WHJY-F>
2. WPRC-F
3. WWLI-F<
4. WFHN-F
- 5.

ADULTS 25-54

1. WHJY-F
2. WWLI-F
3. WPRO-F
4. WWBB-F
5. WCTK-F

ADULTS 35+

1. WWLI-F
2. WCTK-F<
3. WPRO-F
4. WBSM
- 5.

MEN 25-54

1. WHJY-F>
2. WCTK-F
3. WWBB-F
4. WWRX-F
- 5.

WOMEN 25-54

1. WWLI-F
2. WPRO-F
3. WSNE-F
4. WWBB-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARA	1320	ATTLEBORO	0.4/2.1
WJFD-F	97.3	NEW BEDFORD	0.8/2.1
WNBH	1340	NEW BEDFORD	0.8/4.1
WSAR	1480	FALL RIVER	1.0/3.1
WCAV-F	97.7	BROCKTON	0.9/2.1
WCIB-F	101.9	FALMOUTH	0.8/2.4
WQRC-F	99.9	BARNSTABLE	2.2/4.6

SEE BOSTON OR PROVIDENCE FOR MORE ABOUT THE FOLLOWING:

WAAF-F	2.0/ 6.6	WKLB-F	1.3/ 3.4
WBCN-F	1.8/ 6.1	WLKW	2.9/ 5.7
WBCS-F	1.8/ 4.7	WMJX-F	0.4/ 2.9
WBMX-F	1.5/ 6.3	WODS-F	1.9/ 7.2
WBOS-F	1.4/ 3.2	WPLM-F	0.6/ 3.6
WBRU-F	2.2/10.3	WPRO	1.5/ 6.1
WCRB-F	1.5/ 3.3	WRKO	0.6/ 3.1
WEEI	1.4/ 4.6	WWKX-F	2.5/10.4
WHJJ	1.1/ 4.8	WWRX-F	2.8/11.3
WJMN-F	2.7/11.9	WXKS-F	0.8/ 7.6
		WZLX-F	1.9/ 4.3

RADIO STATIONS

WBSM,	1420,	5 KW/1 KW (DA-1) ,	Talk	TALKNT NBC, \$24.00	(Christal)
WSAR,	1480,	1 KW (DA-1) ,	Talk	ABC, \$15.00	(Banner)
WNBH,	1340,	1 KW ,	Oldies	ABC, \$12.00	(D & R) Hall
WFHN-F,	107.1,	3 KW @ 374 ,	CHR	, \$30.00	(Christal) (FAIRHAVEN)

Other ranked stations -- see Providence in Spring 95 edition

NEW LONDON, CT

ARB Rank/Pop: 161/208,000
 Market TSL: 20.25 Hours
 Average Person Rating: 15.4

Diaries: 486
 Sample Target: 440
 % Below Line: 28.7
 % Not Listed: 22.4

Retail \$: 2.1 Bil
 FM Share: 83.13%
 Stations: 25/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	RATING S93
1. WCTY-F (C)	34/10.6	---	12.1	---	8.6	460	22.1	19.9	15.3
2. WTYD-F (SAC)	29/ 9.0	---	7.9	---	11.5	391	18.8	17.7	22.7
3. WQGN-F (CHR)	28/ 8.7	---	11.8	---	14.3	526	25.3	31.5	30.4
4. WWRX-F (AOR)	26/ 8.1	---	10.0	---	10.6	480	23.1	24.9	29.4
5. WVVE-F (O)	16/ 5.0	---	5.7	---	2.9	339	16.3	16.2	8.7
WXZR-F (AOR)	16/ 5.0	---	3.6	---	---	277	13.3	9.1	---
7. WBMW-F (AC)	15/ 4.7	---	3.3	---	4.0	316	15.2	14.6	12.4
8. WICH (FS)	12/ 3.7	---	2.4	---	1.7	200	9.6	5.7	4.4
9.									
10.									

12+ AMD

1. WCTY-F<
2. WWRX-F
3. WYDF-F<
4. WQGN-F
- 5.

12+ MID

1. WTYD-F<
2. WCTY-F
3. WQGN-F
4. WBMW-F
- 5.

12+ PMD

1. WCTY-F>
2. WWRX-F<
3. WQGN-F<
4. WTYD-F
- 5.

12+ EVE

1. WQGN-F
2. WTYD-F
3. WWRX-F
4. WVVE-F
- 5.

ADULTS 18-34

1. WQGN-F
- WWRX-F<
3. WXZR-F
4. WCTY-F
- 5.

ADULTS 18-49

1. WWRX-F
2. WQGN-F
3. WCTY-F
4. WTYD-F
- 5.

ADULTS 25-54

1. WCTY-F
- WWRX-F
3. WTYD-F
4. WQGN-F
5. WVVE-F

ADULTS 35+

1. WCTY-F<
2. WTYD-F>
3. WVVE-F
- 4.
- 5.

MEN 25-54

1. WWRX-F
2. WCTY-F
3. WXZR-F
4. WVVE-F
- 5.

WOMEN 25-54

1. WTYD-F>
2. WQGN-F
- WCTY-F
4. WBMW-F
- WWRX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNLC	1510	NEW LONDON	0.6/4.0
WSUB	980	GROTON	1.6/3.6
WBEA-F	104.7	MONTAUK	0.9/2.8
WILI-F	98.3	WILLIMANTIC	1.9/8.4

SEE PROVIDENCE, HARTFORD, NEW HAVEN OR NEW YORK FOR MORE ABOUT THE FOLLOWING:

WAAF-F	0.6/ 3.0	WPLR-F	0.6/ 3.1
WCBS	1.2/ 8.2	WTIC	3.1/ 7.2
WDRC-F	1.2/ 4.8	WTIC-F	0.6/ 4.8
WFAN	1.9/10.1	WVYZ-F	1.2/ 4.1
WHCN-F	1.2/ 6.3	WZMX-F	1.2/ 7.5
WKSS-F	2.2/10.3		
WMRQ-F	1.6/ 5.4		
WOR	0.9/ 3.2		

RADIO STATIONS

WICH,	1310,	5 KW (DA-2)	, Full Service	, \$ NA	(D & R)	Hall	(NORWICH)
WSUB,	980,	1 KW/72 W	, Talk	ABC, \$ NA	(Eastman)		(GROTON)
WBMW-F,	106.5,	6 KW @ 298	, AC	, \$ NA	(---)		(LEDYARD)
WCTY-F,	97.7,	1.9 KW @ 410	, Country	ABC, \$ NA	(D & R)	Hall	(NORWICH)
WQGN-F,	105.5,	3 KW @ 276	, CHR	, \$ NA	(Eastman)	Hall	(GROTON)
WTYD-F,	100.9,	3 KW @ 298	, Soft AC	, \$ NA	(Mc-Guild)		
WVVE-F,	102.3,	3 KW @ 298	, Oldies	AP, \$ NA	(D & R)		(STONINGTON)
WXZR-F,	98.7,	5.5 KW @ 112	, AOR	SMN ABC, \$ NA	(---)		(EAST LYME)

WWRX-F -- See Providence

NEWBURGH - MIDDLETOWN, NY

ARB Rank/Pop: 140/265,800
 Market TSL: 22.75 Hours
 Average Person Rating: 17.1

Diaries: 427
 Sample Target: 440
 % Below Line: 67.5
 % Not Listed: 18.0

Retail \$: 2.4 Bil
 FM Share: 83.11%
 Stations: 27/6

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WHUD-F (SAC)	63/13.8	---	9.9	---	10.1	593	22.3	22.4	22.3
2. WSPK-F (CHR)	48/10.5	---	8.2	---	16.9	699	26.3	26.1	35.5
3. WPDH-F (AOR)	28/ 6.2	---	13.1	---	6.5	481	18.1	29.3	21.9
4. WRWD-F (C)	26/ 5.7	---	7.3	---	3.8	258	9.7	10.7	10.5
5. WABC (T)	20/ 4.4	---	6.5	---	5.4	268	10.1	16.6	12.2
WCBS-F (O)	20/ 4.4	---	2.4	---	2.7	287	10.8	8.2	9.5
7. WRRV-F (AOR)	18/ 4.0	---	3.9	---	2.9	409	15.4	15.2	13.5
WALL (FS/T)	18/ 4.0	---	1.7	---	2.5	197	7.4	4.2	7.4
9. WFAN (SPRTS)	12/ 2.6	---	2.8	---	3.6	263	9.9	10.1	10.7
10. WZAD-F (O)	11/ 2.4	---	2.4	---	0.5	159	6.0	5.5	4.3

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

1. WSPK-F
2. WPDH-F
3. WRRV-F
4. WRWD-F
- 5.
- 6.

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

1. WPDH-F
2. WHUD-F
3. WCBS-F
4. WFAN
- 5.
- 6.

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGNY	1200	NEWBURGH	0.4/ 2.9
WGNY-F	103.1	NEWBURGH	2.0/10.9
WWWK-F	99.3	ELLENVILLE	1.8/ 4.2
WNNJ-F	103.7	NEWTON	0.4/ 2.7

SEE NEW YORK OR POUGHKEEPSIE FOR MORE ABOUT THE FOLLOWING:

WAXQ-F	1.5/ 5.8	WPLJ-F	2.4/ 7.6
WCBS	2.4/12.6	WQHT-F	1.3/ 4.9
WCZX-F	1.5/ 8.8	WQXR-F	1.5/ 3.6
WHTZ-F	1.8/ 9.1	WR<S-F	0.9/ 2.6
WLTW-F	0.7/ 3.2	WRNQ-F	0.4/ 2.7
WNEW-F	1.3/ 4.5	WXRK-F	2.2/ 7.3
		WYNY-F	1.3/ 3.3

RADIO STATIONS

WALL, 1340, 1 KW	, FS/Talk	UPI	IBN, \$ 22.00 (Banner)	Rob Dyson	(MIDDLETOWN)
WGNY, 1200, 5 KW/140 W	, Talk	SMN	, \$ 20.00 (Schubert)		(NEWBURGH)
WGNY-F, 103.1, 3 KW @ 276	, AC	CNN	, \$ 27.00 (Schubert)		(NEWBURGH)
WRRV-F, 92.7, 3 KW @ 318	, AOR/AC		, \$ 29.00 (Banner)	Rob Dyson	(MIDDLETOWN)
WZAD-F, 97.3, 0.6 KW @ 718	, Oldies	SMN	, \$ 22.00 (---)		(WURTSBORO)

Other Ranked Stations - See New York in Spring 1995 edition or Poughkeepsie in this edition.

NORTHWEST MICHIGAN

(Traverse City - Petoskey - Charlevoix)

ARB Rank/Pop: 196/151,500
Market TSL: 23.50 Hours
Average Person Rating: 17.8

Diaries: 565
Sample Target: 495
% Below Line: 0.0
% Not Listed: 18.2

Retail \$: 1.9 Bil
FM Share: 92.73%
Stations: 16/16

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	CUME S94	RATING S93
1. WTCM-F (C)	49/18.2	---	18.0	---	21.0	467	30.8	28.0	21.0
2. WKLT-F (AOR)	39/14.5	---	10.2	---	10.5	398	26.3	22.0	22.5
3. WMKC-F (CHR)	19/ 7.1	---	4.5	---	4.9	155	10.2	11.1	12.6
4. WCCW-F (O)	16/ 5.9	---	4.5	---	4.2	200	13.2	12.1	13.0
WKPK-F (CHR)	16/ 5.9	---	4.5	---	3.1	338	22.3	16.0	13.0
6. WKHQ-F (CHR)	13/ 4.8	---	7.1	---	9.1	282	18.6	23.3	26.4
WLXT-F (SAC)	13/ 4.8	---	6.4	---	7.3	248	16.4	14.7	18.4
8. WLDR-F (SAC)	11/ 4.1	---	6.0	---	3.8	195	12.9	15.6	12.2
WTCM (T)	11/ 4.1	---	3.8	---	7.3	156	10.3	12.0	17.6
10. WGFM-F (AOR)	10/ 3.7	---	2.6	---	2.1	139	9.2	6.9	6.2

12+ AMD

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

12+ MID

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

12+ PMD

1. WKLT-F
- WTCM-F>>
3. WMKC-F
4. WKPK-F
- 5.

12+ EVE

1. WKLT-F>
2. WTCM-F
3. WKPK-F>
- 4.
- 5.

ADULTS 18-34

1. WKLT-F>
2. WTCM-F>>
3. WGFM-F
- 4.
- 5.

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

1. WTCM-F>
2. WMKC-F
3. WCCW-F
- WKLT-F
- 5.

MEN 25-54

1. WKLT-F
2. WTCM-F>>
3. WCCW-F
- 4.
- 5.

WOMEN 25-54

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

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAIR-F	92.5	ATLANTA	2.6/8.4
WBCM-F	93.5	BOYNE CITY	2.6/5.3
WCCW	1310	TRAVERSE CITY	0.7/2.6
WGFM-F	98.1	GLEN ARBOR	0.4/3.4
WKLZ-F	98.9	PETOSKEY	1.1/3.9
WMBN	1340	PETOSKEY	1.1/2.7

RADIO STATIONS

WCCW, 1310, 5 KW (DAYS)	, Standards	SMN, \$10.00	(---)	(TRAVERSE C.)
WTCM, 580, 5 KW/1 KW (DA-2)	, Talk	ABC MBS, \$15.00	(Katz)	(TRAVERSE C.)
WAIR-F, 92.5, 100 KW @ 869	, Oldies	ABC, \$10.00	(Banner)	WKLT owner (ATLANTA)
WCCW-F, 107.5, 50 KW @ 492	, Oldies	, \$13.00	(---)	(TRAVERSE C.)
WGFM-F, 105.1, 100 KW @ 925	, Classic AOR	UNISTR, \$14.00	(Mich.)	(CHEBOYGAN)
WGFM-F, 98.1, 5 KW @ 738	, Classic AOR	UNISTR, \$ NA	(Mich.)	WGFM owner (D) (GLEN ARBOR)
WKHQ-F, 105.9, 100 KW @ 899	, CHR	ABC, \$20.00	(Mc-Guild)	MacDonald (CHARLEVOIX)
WKLT-F, 97.5, 32 KW @ 617	, AOR	ABC, \$20.00	(Banner)	WAIR owner (KALKASKA)
WKPK-F, 106.7, 100 KW @ 581	, CHR	UNISTR, \$13.00	(Patt)	(GAYLORD)
WLDR-F, 101.9, 100 KW @ 630	, Soft AC	UNISTR, \$14.00	(K & P)	(TRAVERSE C.)
WLXT-F, 96.3, 100 KW @ 981	, AC	, \$16.00	(D & R)	(PETOSKEY)
WTCM-F, 103.5, 100 KW @ 991	, Country	ABC, \$25.00	(Katz)	(TRAVERSE C.)
WMKC-F, 102.9, 100 KW @ 1102	, CHR	NBC UNISTR, \$10.00	(Patt)	(ST. IGNACE)

ODESSA - MIDLAND, TX

ARB Rank/Pop: 174/183,900
 Market TSL 23.00 Hours
 Average Person Rating: 17.1

Diaries: 690
 Sample Target: 575
 % Below Line: 0.0
 % Not Listed: 11.1

Retail \$: 1.8 Bil
 FM Share: 81.79%
 Stations: 17/17

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KNFM-F (C)	43/13.7	9.3	11.9	14.6	15.1	447	24.3	24.9	27.2
2. KGEE-F (C)	32/10.2	13.3	15.5	15.3	12.6	469	25.5	28.1	25.8
3. KMRK-F (SP)	28/ 8.9	5.0	7.9	5.1	6.0	270	14.7	11.6	13.6
4. KCHX-F (CHR)	27/ 8.6	9.0	5.6	9.5	10.5	410	22.3	20.5	18.1
5. KBAT-F (AOR)	23/ 7.3	8.6	8.9	6.5	8.8	335	18.2	17.3	14.0
6. KODM-F (AC)	22/ 7.0	9.0	6.9	4.8	6.7	303	16.5	17.9	16.4
7. KCDQ-F (AOR)	15/ 4.8	6.0	3.6	3.4	6.0	215	11.7	9.7	10.9
8. KMND (ST)	13/ 4.1	6.0	6.9	10.2	5.6	129	7.0	9.4	9.5
9. KQIP-F (D)	13/ 4.1	5.0	5.9	4.8	3.2	265	14.4	16.6	11.7
10. KOZA (SP)	12/ 3.8	4.3	5.0	2.4	3.9	138	7.5	8.5	6.1
11. KWEL (SP)	12/ 3.8	---	2.0	1.0	1.1	81	4.4	3.8	3.5
12. KCRS-F (C)	11/ 3.5	1.7	4.0	3.7	6.0	166	9.0	10.9	13.2
13. KIOL-F (SAC)	10/ 3.2	3.7	1.7	3.4	0.7	156	8.5	6.5	2.5
14.									
15.									

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

1. KNFM-F
2. KBAT-F
3. KGEE-F
4. KCHX-F
5. KMRK-F
6. KODM-F

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

1. KNFM-F>
2. KGEE-F
3. KBAT-F
4. KCDQ-F
5. KMRK-F
6. KODM-F

WOMEN 25-54

1. KNFM-F>
2. KGEE-F<
3. KMRK-F
4. KODM-F
5. KCHX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCRS	550	MIDLAND	1.3/5.7
KJBC	1150	MIDLAND	1.9/2.0
KKKK-F	99.1	ODESSA	1.6/7.4
KRIL	1410	ODESSA	1.3/3.9

RADIO STATIONS

KMND,	1510,	500 W (DAYS)	, Standards	CNN,	\$11.00	(Banner)	
KOZA,	1230,	1 KW	, Hispanic	,	\$13.00	(---)	
KWEL,	1070,	2.5 KW (DAYS)	, Hispanic	,	\$10.00	(Lotus)	
KBAT-F,	93.3,	100 KW @ 440	, AOR	,	\$20.00	(Eastman)	KQIP owner (D)
KCDQ-F,	102.1,	100 KW @ 971	, Classic AOR	,	\$11.00	(Christal)	(MONAHANS)
KCHX-F,	106.7,	100 KW @ 679	, CHR	,	\$15.00	(---)	Gulfstar
KCRS-F,	103.3,	100 KW @ 918	, Country	,	\$11.00	(Mc-Guild)	Mayes
KGEE-F,	99.9,	100 KW @ 541	, Country	ABC,	\$25.00	(Katz)	(MONAHANS)
KIOL-F,	100.3,	100 KW @ 800	, Soft AC	,	\$ 9.00	(---)	(LAMESA)
KKKK-F,	99.1,	100 KW @ 410	, Religion	,	\$ 7.00	(Walton)	
KMRK-F,	96.1,	50 KW @ 492	, Hispanic	,	\$14.00	(---)	
KNFM-F,	92.3,	100 KW @ 984	, Country	ABC,	\$24.00	(Banner)	
KODM-F,	97.9,	100 KW @ 361	, AC	,	\$19.00	(D & R)	KGEE owner (D)
KQIP-F,	96.9,	100 KW @ 420	, Oldies	SMN,	\$15.00	(Eastman)	KBAT owner (D)

OWENSBORO, KY

ARB Rank/Pop: 252/73,400
 Market TSL: 21.00 Hours
 Average Person Rating: 15.8

Diaries: 255
 Sample Target: 280
 % Below Line: 23.3
 % Not Listed: 23.3

Retail \$: 0.75 Bil
 FM Share: 95.51%
 Stations: 11/6

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WBKR-F (C)	43/37.1	---	33.0	---	36.1	385	52.5	51.2	55.8
2. WSTO-F (CHR)	13/11.2	---	15.5	---	16.7	226	30.8	35.8	37.6
3. WBIO-F (C)	8/ 6.9	---	5.8	---	---	127	17.3	15.1	----
4. WKDQ-F (C)	6/ 5.2	---	3.9	---	7.4	125	17.0	17.1	27.1
5. WGBF-F (AOR)	4/ 3.4	---	3.9	---	2.8	53	7.2	8.6	8.1
WKTG-F (AC)	4/ 3.4	---	1.0	---	3.7	89	12.1	7.7	7.0
7. WQXQ-F (C)	3/ 2.6	---	4.9	---	---	86	11.7	12.4	----
8.									
9.									
10.									

12+ AMD

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

12+ MID

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

12+ PMD

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

12+ EVE

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

ADULTS 18-34

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

ADULTS 18-49

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

ADULTS 25-54

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

ADULTS 35+

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

MEN 25-54

1. WBKR-F>>>
2. WKTG-F
- 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	1.7/ 7.4
WVJS	1420	OWENSBORO	1.7/21.3
WJPS-F	106.1	NEWBURGH	2.6/10.1
WYNG-F	105.3	EVANSVILLE	0.9/ 4.5

RADIO STATIONS

WOMI,	1490	1 KW	, Talk	NBC BRN, \$12.00	(Banner)	Brill
WVJS,	1420,	5 KW/1 KW (DA-2)	, Standards	ABC, \$11.00	(Banner)	
WBIO-F,	94.7,	3 KW @ 328	, Country	SMN ABC, \$13.00	(---)	Cromwell (PHILPOT)
WQXQ-F,	101.9,	100 KW @ 669	, AC	, \$ NA	(---)	(CENTRAL CITY)

Other ranked stations -- see Evansville in Spring 95 edition

PALM SPRINGS, CA

ARB Rank/Pop: 150/236,600
 Market TSL: 22.25 Hours
 Average Person Rating: 16.9

Diaries: 599
 Sample Target: 575
 % Below Line: 3.0
 % Not Listed: 22.7

Retail \$: 1.8 Bil
 FM Share: 89.68%
 Stations: 21/18

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. KPSI-F (CHR)	51/12.7	13.8	12.1	20.7	16.1	705	29.8	28.8	31.9
2. KPLM-F (C)	36/ 9.0	8.7	9.2	6.8	3.1	279	11.8	18.5	7.9
3. KWXY-F (EZ)	35/ 8.7	10.7	12.3	6.8	11.3	286	12.1	14.4	17.2
4. KDES-F (O)	32/ 8.0	7.0	10.5	5.5	7.4	544	23.0	21.8	18.2
5. KEZN-F (SAC)	26/ 6.5	3.9	6.9	1.0	2.0	445	18.8	13.9	11.1
6. KLOB-F (SP)	23/ 5.7	6.3	5.4	---	---	371	15.7	9.4	---
7. KCLB-F (AOR)	20/ 5.0	5.1	4.9	7.3	6.2	350	14.8	13.5	13.5
8. KCMJ-F (AC)	18/ 4.5	7.3	2.8	2.0	3.4	374	15.8	13.1	12.9
9. KLCX-F (CL AOR)	11/ 2.7	3.1	2.8	3.8	6.2	270	11.4	11.4	12.9
10. KUNA-F (SP)	9/ 2.2	4.6	5.6	7.1	2.8	234	9.9	14.5	4.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KPSI-F	1. KPSI-F	1. KPSI-F>	1. KPSI-F>
2. KPLM-F	2. KWXY-F	2. KDES-F<	2. KDES-F
3. KWXY-F	3. KPLM-F	3. KWXY-F	3. KEZN-F
4. KLOB-F	4. KEZN-F	4. KPLM-F	KPLM-F
KDES-F	5.	5. KEZN-F	KWXY-F

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KPSI-F>>	1. KPSI-F>	1. KPSI-F<	1. KWXY-F>	1. KCLB-F	1. KPSI-F>
2. KCMJ-F	2. KDES-F	2. KDES-F	2. KDES-F	2. KDES-F	2. KDES-F
3. KCLB-F	3. KPLM-F	3. KPLM-F	3. KPLM-F	3. KPLM-F	KEZN-F
KPLM-F	4. KLOB-F	4. KLOB-F	4. KEZN-F	4. KLOB-F	4. KPLM-F
5.	KCLB-F	5. KEZN-F	5.	KCMJ-F	5. KLOB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCLB 970	COACHELLA	1.0/5.0
KCMJ 1140	PALM SPRINGS	1.2/4.0
KNWZ 1270	PALM DESERT	1.7/5.6
KNWZ-F 106.9	YUCCA VALLEY	1.7/3.8
KPSI 1450	PALM SPRINGS	1.5/5.5
KPSL 1010	THOUSTAND PALMS	0.7/3.1
KUNA 1400	INDIO	0.5/2.8
KWXY 1340	CATHEDRAL CITY	0.7/3.8
KFI 640	LOS ANGELES	0.5/2.7
KKBT-F 92.3	LOS ANGELES	1.0/3.3
KOST-F 103.5	LOS ANGELES	1.5/2.0

RADIO STATIONS

KCLB, 970, 5 KW/1 KW (DA-2), Hispanic	, \$ 12.00 (Katz)	(COACHELLA)
KNWZ, 1270, 5 KW/750 W (DA-1), News/Talk	NBC CNN, \$ 16.00 (Western)	
KPSI, 1450, 1 KW, Talk	ABC, \$ 13.00 (Christal)	
KCLB-F, 93.7, 27 KW @ 640, AOR	, \$ 11.00 (Katz)	(COACHELLA)
KCMJ-F, 92.7, 3 KW @ 298, AC	, \$ 15.00 (McGuild)	(INDIO)
KDES-F, 104.7, 42 KW @ 541, Oldies	, \$ 20.00 (D & R)	
KEZN-F, 103.1, 0.6 KW @ 590, Soft AC	UNISTR, \$ 16.00 (Torbet)	
KLCX-F, 102.3, 0.7 KW @ 571, Classic AOR	, \$ 14.00 (MMR)	(INDIO)
KLOB-F, 94.7, 0.7 KW @ 600, Hispanic	, \$ 11.00 (Lotus Hisp.)	(1000 PALMS)
KPLM-F, 106.1, 50 KW @ 390, Soft AC	AP, \$ 25.00 (Katz)	
KPSI-F, 100.5, 25 KW @ 121, CHR	, \$ 23.00 (Christal)	
KUNA-F, 96.7, 0.6 KW @ 580, Hispanic	CNN, \$ 11.00 (Caballero)	(LA QUINTA)
KWXY-F, 98.5, 50 KW @ 500, EZ	, \$ 20.00 (K & P)	

PANAMA CITY, FL

ARB Rank/Pop: 228/114,200
 Market TSL: 21.00 Hours
 Average Person Rating: 15.1

Diaries: 358
 Sample Target: 330
 % Below Line: 1.7
 % Not Listed: 13.3

Retail \$: 1.4 Bil
 FM Share: 98.0%
 Stations: 15/14

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WPAP-F (C)	26/15.0	---	21.1	---	19.5	288	25.2	32.8	31.7
2. WILN-F (CHR)	21/12.1	---	9.4	---	8.5	262	22.9	24.0	20.4
3. WFSY-F (AC/O)	17/ 9.8	---	6.4	---	8.5	212	18.6	19.2	16.4
4. WEBZ-F (ST)	16/ 9.2	---	9.4	---	---	160	14.0	15.3	---
5. WDRK-F (AOR)	14/ 8.1	---	3.5	---	7.3	174	15.2	13.2	16.4
6. WRBA-F (AC)	12/ 6.9	---	4.7	---	7.9	153	13.4	15.5	14.9
7. WPCF-F (REL)	10/ 5.8	---	2.9	---	3.7	106	9.3	8.8	8.9
8. WAKT-F (C)	8/ 4.6	---	7.6	---	6.7	153	13.4	16.0	15.1
9. WYOO-F (T)	6/ 3.5	---	3.5	---	1.8	121	10.6	10.1	4.1
WTBB-F (AOR)	6/ 3.5	---	11.1	---	6.1	105	9.2	19.5	15.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPAP-F>	1. WPAP-F>	1. WPAP-F<	1. WILN-F>
2. WDRK-F<	2. WEBZ-F	2. WILN-F>	2. WDRK-F
3. WFSY-F<	WFSY-F	3. WEBZ-F	WPAP-F
4. WILN-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. WDRK-F	1. WDRK-F	1. WPAP-F<	1. WPAP-F>	1. WDRK-F>	1. WFSY-F
2. WILN-F	WFSY-F	2. WDRK-F	2. WEBZ-F>	2. WPAP-F	2. WPAP-F
3. WRBA-F	WILN-F<	WFSY-F>	3. WFSY-F	3. WFSY-F	WPCF-F
4.	4. WPAP-F	4. WPCF-F	4.	4. WYOO-F	4. WRBA-F
5.	5. WRBA-F	WRBA-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGNE	590	PANAMA CITY	0.6/ 4.0
WLTG	1430	PANAMA CITY	1.2/ 1.9
WPBH-F	94.5	PT. ST. JOE	2.9/12.3
WPFM-F	107.9	PANAMA CITY	1.7/ 6.4
WDJR-F	96.9	ENTERPRISE	1.7/ 4.3

RADIO STATIONS

WAKT-F, 105.1,	50 KW @ 335	, Country	, \$13.00	(Christal)	WRBA owner (D)
WDRK-F, 103.5,	100 KW @ 423	, AOR	UNISTR, \$12.00	(Katz)	WPFM owner (D) (CALLAWAY)
WEBZ-F, 99.3,	50 KW @ 492	, Standards	ABC, \$14.00	(Torbet)	(MEXICO BEACH)
WFSY-F, 98.5,	100 KW @ 1089	, Oldies/AC	ABC, \$19.00	(Torbet)	WMTD owner (D)
WILN-F, 105.9,	50 KW @ 384	, CHR	, \$16.00	(Banner)	WTBB owner (D)
WPAP-F, 92.5,	100 KW @ 1230	, Country	NBC, \$26.00	(Mc-Guild)	Southern
WPBH-F, 94.5,	100 KW @ 991	, Oldies	, \$12.00	(---)	Southern (PORT ST. JOE)
WPCF-F, 100.1,	8 KW @ 410	, Religion	, \$ NA	(---)	
WPFM-F, 107.9,	100 KW @ 781	, Classic AOR	UNISTR, \$14.00	(Katz)	WDRK owner (D)
WRBA-F, 95.9,	50 KW @ 282	, AC	UNISTR, \$13.00	(Christal)	WAKT owner (D) (SPRINGFIELD)
WTBB-F, 97.7,	100 KW @ 954	, AOR	, \$17.00	(---)	WILN owner (D) (BONIFAY)
WYOO-F, 101.3,	5 KW @ 236	, News/Talk	UNISTR CNN, \$11.00	(---)	(SPRINGFIELD)

PARKERSBURG - MARIETTA, WV - OH

ARB Rank/Pop: 216/126,300
 Market TSL: 19.75 Hours
 Average Person Rating: 14.6

Diaries: 452
 Sample Target: 485
 % Below Line: 0.5
 % Not Listed: 14.7

Retail \$: 1.3 Bil
 FM Share: 84.71%
 Stations: 12/11

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WXIL-F (CHR)	33/17.9	---	16.1	---	16.3	498	39.4	37.5	33.7
2. WXXK-F (C)	32/17.4	---	14.1	---	16.9	442	35.0	31.5	28.0
3. WNUS-F (C)	26/14.1	---	17.1	---	16.9	320	25.3	33.0	29.5
4. WDMX-F (O)	16/ 3.7	---	11.2	---	9.6	289	22.9	25.6	23.9
5. WADC (ST)	13/ 7.1	---	4.9	---	2.8	157	12.4	9.7	5.9
6. WURN-F (?)	10/ 5.4	---	7.8	---	7.3	160	12.7	22.4	19.8
7. WRZZ-F (AOR)	8/ 4.3	---	3.9	---	3.4	171	13.5	10.4	9.6
8. WHCM-F (C)	7/ 3.8	---	4.4	---	3.9	123	9.7	11.1	9.4
9. WKYG (C)	5/ 2.7	---	2.4	---	3.4	97	7.7	6.3	8.8
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXIL-F	1. WXXK-F	1. WXIL-F	1. WXIL-F
2. WXXK-F	2. WXIL-F	2. WXXK-F<	2. WXXK-F
3. WNUS-F	3. WNUS-F	3. WNUS-F	3. WNUS-F
4.	4.	4.	4. WDMX-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WNUS-F	1. WXIL-F<	1. WXXK-F<	1. WXXK-F>	1. WNUS-F	1. WXXK-F<
WXIL-F>	2. WNUS-F	2. WXIL-F	2. WXIL-F	WXIL-F	2. WXIL-F>
3. WXXK-F	3. WXXK-F>	3. WNUS-F	WADC <	WXXK-F	3. WNUS-F
4. WRZZ-F	4. WDMX-F	4. WDMX-F	4. WDMX-F	4. WDMX-F	4. WDMX-F
5.	5.	5.	5.	5.	5. WURN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLTP	1450	PARKERSBURG	1.1/4.5
WMOA	1490	MARIETTA	2.2/6.3
WRRR-F	93.9	ST. MARY'S, WV	0.5/4.8

RADIO STATIONS

WADC,	1050,	5 KW/143 W	, Standards	UNISTR CBS,	\$ 9.00	(Regional)	
WKYG,	1230,	1 KW (DA-1)	, Country	ABC TALKNT,	\$ 9.00	(Mc-Guild)	Fritz
WMOA,	1490,	1 KW	, EZ	ABC,	\$ 8.00	(Regional)	
WDMX-F,	100.1,	1.7 KW @ 440	, Oldies	SMN,	\$15.00	(K & P)	WNUS owner (D) (VIENNA, WV)
WURN-F,	102.1,	25 KW @ 298	, ?	,	\$12.00	(Katz)	Burbach
WHCM-F,	99.1,	11 KW @ 485	, Country	UNISTR,	\$ 9.00	(Regional)	
WNUS-F,	107.1,	2.3 KW @ 371	, Country	,	\$20.00	(Regional)	(BELPRE, OH)
WRZZ-F,	106.1,	6 KW @ 604	, AOR	UNISTR,	\$10.00	(Regional)	(RAVENS., WV)
WXIL-F,	95.1,	50 KW @ 500	, CHR/AC	,	\$22.00	(Katz)	Burbach
WXXK-F,	103.1,	0.7 KW @ 551	, Country	ABC,	\$18.00	(Mc-Guild)	Fritz

POUGHKEEPSIE, NY

ARB/Rank/Pop: 152/224,700
Market TSL: 23.00 Hours
Average Person Rating: 17.2

Diaries: 428
Sample Target: 440
% Below Line: 20.2
% Not Listed: 23.3

Retail \$: 2.4 Bil
FM Share: 82.09%
Stations: 19/11

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. WPDH-F (AOR)	16/15.8	---	12.0	---	13.7	676	30.1	25.2	31.8
2. WSPK-F (CHR)	41/10.6	---	11.5	---	10.9	600	26.7	27.9	27.6
3. WCZX-F (O)	28/ 7.3	---	8.2	---	8.5	389	17.3	23.0	19.4
4. WRNQ-F (AC)	23/ 6.0	---	6.6	---	3.6	310	13.8	16.1	14.4
WHUD-F (SAC)	23/ 6.0	---	7.9	---	6.7	288	12.8	14.4	14.6
6. WEOK (FS)	17/ 4.4	---	3.8	---	3.4	193	8.6	8.6	11.0
7. WRWD-F (C)	16/ 4.1	---	6.6	---	8.5	243	10.8	12.4	14.7
8. WBWZ-F (AOR)	14/ 3.6	---	4.1	---	5.2	256	11.4	11.1	11.4
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPDH-F>	1. WPDH-F>>	1. WPDH-F	1. WSPK-F
2. WSPK-F	2. WSPK-F	2. WSPK-F>	2. WPDH-F>>
3. WHUD-F	3. WCZX-F	3. WCZX-F	3. WRNQ-F
4. WCZX-F	4. WRNQ-F	4. WRNQ-F	4. WBWZ-F
5.	5.	5.	WCZX-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. WPHD-F>	1. WPDH-F>>>	1. WCZX-F
2. WSPK-F>	2. WSPK-F>	2. WCZX-F	2. WHUD-F	2. WSPK-F	2. WPDH-F
3. WBWZ-F	3. WCZX-F	WSPK-F	3. WCZX-F	3. WBWZ-F	3. WSPK-F<
4. WCZX-F	4. WRNQ-F	4. WRNQ-F	4. WEOK	4.	4. WRNQ-F
5.	5. WBWZ-F	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDSP-F	96.9	ARLINGTON	0.3/ 2.1
WDST-F	100.1	WOODSTOCK	2.1/ 6.9
WKIP	1450	POUGHKEEPSIE	1.3/ 4.3
WMJV-F	105.5	PATTERSON	1.0/ 3.3
WBPM-F	94.3	KINGSTON	1.6/ 9.3
WGHQ	920	KINGSTON	1.6/ 3.4
WGNA-F	107.7	ALBANY	1.0/ 3.0

SEE NEW YORK FOR MORE ABOUT THE FOLLOWING:

WABC	3.6/ 6.6
WAXQ-F	1.8/ 3.6
WFAN	2.8/ 9.0
WRKS-F	1.8/ 4.9

RADIO STATIONS

WEOK	1390,	5 KW/106 W (DA-1),	Full Service	CNN,	\$21.00	(Katz)	Dyson
WKIP	1450,	1 KW (DA-1)	Talk	UNISTR ABC,	\$15.00	(Banner)	
WBWZ-F,	93.3,	3 KW @ 328	AOR	SMN,	\$17.00	(---)	WRWD owner (D) (NEW PALTZ)
WCZX-F,	97.7,	0.3 KW @ 1040	Oldies	,	\$30.00	(Katz)	
WDSP-F,	96.9,	0.5 KW @ 764	AOR	CBS,	\$18.00	(Roslin)	WDST owner (D) (ARLINGTON)
WPDH-F,	101.5,	4.4 KW @ 1538	AOR	ABC,	\$50.00	(Katz)	Dyson
WRNQ-F,	92.1,	2.2 KW @ 384	AC	UNISTR,	\$26.00	(Banner)	
WRWD-F,	107.3,	0.3 KW @ 968	Country	,	\$23.00	(---)	(HIGHLAND)
WSPK-F,	104.7,	7.4 KW @ 1250	CHR	ABC,	\$42.00	(Banner)	Enterprise

WHUD-F -- See New York in Spring 95 edition

RAPID CITY, SD

ARB Rank/Pop: 245/91,000
 Market TSL: 20.75 Hours
 Average Person Rating: 15.1

Diaries: 310
 Sample Target: 290
 % Below Line: 0.0
 % Not Listed: 9.5

Retail \$: 1.2 Bil
 FM Share: 79.03%
 Stations: 12/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. KOUT-F (C)	25/18.2	---	17.1	---	---	271	29.8	30.9	----
2. KKMK-F (CHR)	24/17.5	---	10.4	---	12.5	234	25.7	26.0	20.6
3. KFXS-F (AOR)	18/13.1	---	4.9	---	8.8	213	23.4	17.5	27.8
4. KIQK-F (C)	17/12.4	---	14.0	---	25.0	200	22.0	25.8	36.3
5. KOTA (T)	14/10.2	---	6.1	---	6.6	195	21.4	23.5	18.4
6. KSQY-F (AOR)	6/ 4.4	---	15.9	---	16.2	115	12.6	24.8	24.4
KTOQ (ST)	6/ 4.4	---	4.3	---	5.9	90	9.9	13.0	10.4
8. KDDX-F (?)	5/ 3.6	---	2.4	---	2.2	77	8.5	9.9	9.0
9.									
10.									

12+ AMD

1. KKMK-F
2. KOUT-F
3. KOTA <
4. KFXS-F
- KIQK-F

12+ MID

1. KOTA <
2. KKMK-F
3. KFXS-F<
4. KOUT-F
- 5.

12+ PMD

1. KOUT-F<
2. KKMK-F
3. KFXS-F
- KIQK-F
- 5.

12+ EVE

1. KOUT-F>>>
2. KKMK-F>
3. KFXS-F
- 4.
- 5.

ADULTS 18-34

1. KFXS-F
2. KOUT-F
3. KKMK-F
- 4.
- 5.

ADULTS 18-49

1. KKMK-F<
2. KFXS-F
3. KOUT-F>
4. KIQK-F
- 5.

ADULTS 25-54

1. KKMK-F
2. KOUT-F
- KFXS-F
4. KIQK-F
- 5.

ADULTS 35+

1. KIQK-F
2. KOTA
3. KOUT-F
4. KKMK-F
- 5.

MEN 25-54

1. KOUT-F
- KFXS-F>
3. KSQY-F
- KIQK-F
- KKMK-F

WOMEN 25-54

1. KKMK-F>>
2. KIQK-F
3. KFXS-F
- KOUT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBHB	810	STURGIS	0.7/ 3.5
KIMM	1150	RAPID CITY	2.2/ 8.0
KKLS	920	RAPID CITY	1.5/ 7.7
KSLT-F	107.3	SPEARFISH	2.2/ 5.6

RADIO STATIONS

KBHB, 810,	25 KW (DAYS, CA)	, FS/C	UNISTR MBS, \$12.00	(K & P)	(STURGIS)
KIMM, 1150,	5 KW/450 W (CA-1),	Talk	MBS ABC, \$10.00	(Christal)	T. Ingstad
KKLS, 920,	5 KW/100 W (CA-1),	Oldies	UNISTR, \$ 9.00	(Mc-Guild)	So. Minn.
KOTA, 1380,	5 KW (DA-N)	, Full Service	CBS MBS, \$13.00	(Katz)	Duhamel
KTOQ, 1340,	1 KW	, Standards	NBC UNISTR, \$ 9.00	(K & P)	Tom Brokaw
KODX-F, 101.1,	100 KW @ 1817	, ?	CNN, \$10.00	(---)	Duhamel (SPEARFISH)
KFXS-F, 100.3,	100 KW @ 449	, AOR	ABC, \$16.00	(Christal)	T. Ingstad
KIQK-F, 104.1,	100 KW @ 515	, Country	, \$19.00	(K & P)	Tom Brokaw
KKMK-F, 93.9,	100 KW @ 656	, CHR	CNN UNISTR, \$18.00	(Mc-Guild)	So. Minn.
KOUT-F, 98.7,	100 KW @ 446	, Country	, \$16.00	(Christal)	T. Ingstad
KSLT-F, 107.3,	100 KW @ 1702	, Religion	AP, \$ 8.00	(---)	(SPEARFISH)
KSQY-F, 95.1,	100 KW @ 1709	, AOR	, \$17.00	(Roslin)	(DEADWOOD)

READING, PA

ARB Rank/Pop: 128/295,500
Market TSL: 22.25 Hours
Average Person Rating: 16.5

Diaries: 471
Sample Target: 440
% Below Line: 51.1
% Not Listed: 14.7

Retail \$: 3.2 Bil
FM Share: 80.58%
Stations: 29/4

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WRFY-F (CHR)	92/18.8	18.7	20.3	17.9	19.7	1155	39.1	40.0	37.2
2. WIOV-F (C)	66/13.5	11.6	6.8	9.0	5.0	712	24.1	16.0	13.2
3. WEEU (FS)	55/11.2	13.8	10.1	12.4	13.3	647	21.9	24.7	24.1
4. WOGL-F (G)	18/ 3.7	1.8	3.1	2.9	2.8	228	7.7	9.9	9.4
5. WRW (ST)	16/ 3.3	5.1	3.5	4.6	6.8	228	7.7	9.3	10.3
WYXR-F (AC/CHR)	16/ 3.3	3.5	1.8	2.1	2.4	316	10.7	7.3	6.6
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRFY-F>>	1. WRFY-F>	1. WRFY-F>	1. WRFY-F
2. WIOV-F<	2. WEEU <	2. WIOV-F	WIOV-F>
3. WEEU	3. WIOV-F	3. WEEU	3. WEEU
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. WRFY-F>>>	1. WRFY-F>>	1. WRFY-F>	1. WEEU	1. WRFY-F	1. WRFY-F>>
2. WIOV-F	2. WIOV-F>>	2. WIOV-F>>	2. WIOV-F	2. WIOV-F>>	2. WIOV-F>
3. WYSP-F	3.	3.	3. WRFY-F	3.	3. WOGL-F
4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBYN-F 107.5 BOYERTOWN 0.8/4.7

SEE ALLENTOWN, PHILADELPHIA, LANCASTER OR HARRISBURG FOR MORE ABOUT THE FOLLOWING:

KYW	1.4/ 8.8	WLAN-F	0.4/ 4.0	WUSL-F	1.8/ 4.7
WAEB-F	2.2/ 5.5	WMGK-F	0.6/ 3.6	WVDB-F	1.4/ 4.6
WBEB-F	2.2/ 7.1	WMMR-F	1.6/ 6.3	WWKL-F	0.4/ 2.0
WFLN-F	0.6/ 2.3	WODE-F	1.0/ 3.1	WXTU-F	2.9/ 6.9
WFMZ-F	3.1/ 6.4	WPLY-F	1.4/ 3.8	WYSP-F	2.9/ 9.2
WIOQ-F	2.0/ 6.0	WRKZ-F	0.6/ 4.3	WZZO-F	0.6/ 2.7
WIP	0.6/ 2.6	WROZ-F	0.4/ 2.6		
WJZ-F	1.4/ 3.6	WRV-F	0.8/ 5.2		

RADIO STATIONS

WEEU,	850,	1 KW (DA-N)	, Full Service	ABC, \$24.00	(Mc-Guild)	
WIOV,	1240,	1 KW	, Country	ABC SMN, \$ NA	(Banner)	Brill
WRW,	1340,	1 KW	, Standards	SMN, \$15.00	(Katz)	Ragan Henry
WBYN-F,	107.5,	30 KW @ 610	, Religion	, \$18.00	(---)	WDAC (BOYERTOWN)
WRFY-F,	102.5,	19 KW @ 807	, CHR	, \$58.00	(Katz)	Ragan Henry

REDDING, CA

ARB Rank/Pop: 202/136,500
 Market TSL: 20.25 Hours
 Average Person Rating: 14.9

Diaries: 391
 Sample Target: 350
 % Below Line: 10.3
 % Not Listed: 19.1

Retail \$: 1.2 Bil
 FM Share: 79.75%
 Stations: 14/8

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	RATING S93
1. KQMS (FS/T)	28/13.7	15.7	12.2	13.3	11.2	345	25.3	21.4	21.6
2. KSHA-F (SAC)	24/11.8	11.6	11.7	12.3	9.4	315	23.1	23.0	17.3
KNCQ-F (C)	24/11.8	11.1	13.3	15.9	26.0	337	24.7	20.4	32.8
4. KEGR-F (CL AOR)	20/ 9.8	5.1	8.2	5.6	---	272	19.9	16.8	----
5. KEWB-F (C)	18/ 8.8	12.1	8.2	7.2	11.2	284	20.8	15.2	26.2
6. KARZ-F (AC)	12/ 5.9	5.1	6.6	7.7	3.6	248	18.2	16.7	9.7
KNNN-F (AC)	12/ 5.9	7.1	10.2	6.2	8.5	233	17.1	19.2	19.3
8.									
9.									
10.									

12+ AMD

1. KQMS >>
2. KSHA-F
3. KNCQ-F
4. KEWB-F<
5. KEGR-F

12+ MID

1. KQMS >
2. KSHA-F
- KNCQ-F
4. KEGR-F
- 5.

12+ PMD

1. KSHA-F<
2. KNCQ-F
3. KEGR-F
- 4.
- 5.

12+ EVE

1. KEWB-F
2. KARZ-F
3. KNNN-F
- KSHA-F
- 5.

ADULTS 18-34

1. KSHA-F
- KEGR-F
- KEWB-F
- KNNN-F
- 5.

ADULTS 18-49

1. KEGR-F
2. KSHA-F
3. KNCQ-F
4. KEWB-F
- 5.

ADULTS 25-54

1. KEGR-F
2. KNCQ-F<
3. KSHA-F>
4. KQMS
- 5.

ADULTS 35+

1. KQMS
2. KNCQ-F
3. KSHA-F
- 4.
- 5.

MEN 25-54

1. KEGR-F
- KNCQ-F>
3. KSHA-F
4. KQMS
- 5.

WOMEN 25-54

1. KSHA-F<
2. KEGR-F
3. KNCQ-F
- KNNN-F
5. KQMS

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KNRO	600	REDDING	2.0/7.1
KALF-F	95.7	RED BLUFF	1.5/3.4
KCEZ-F	100.7	CORNING	2.9/9.2
KDIG-F	106.7	ORLAND	3.4/8.4
KFMF-F	93.9	CHICO	1.5/2.7
KHSL-F	103.5	PARADISE	0.5/3.0
KSTE	650	RANCHO CORDOVA	0.5/2.3

RADIO STATIONS

KLXR,	1230,	1 KW	, Talk	, \$ 9.00	(---)	
KNRO,	600,	1 KW (DA-1)	, Talk	NBC CNN, \$ 9.00	(Christal)	
KQMS,	1400,	1 KW	, FS/Talk	ABC MBS, \$19.00	(Eastman) Park Lane	
KARZ-F,	106.1,	100 KW @ 1968	, AC	, \$17.00	(Christal)	(BURNEY)
KEWB-F,	94.7,	4 KW @ 1565	, Country	, \$15.00	(D & R)	(ANDERSON)
KNCQ-F,	97.3,	28 KW @ 3569	, Country	, \$27.00	(D & R)	KZAP owner (D)
KNNN-F,	99.3,	5 KW @ 328	, AC/CHR	, \$17.00	(Katz)	(SHASTA)
KSHA-F,	104.3,	100 KW @ 1558	, Soft AC	ABC CBS, \$16.00	(Eastman) Park Lane	
KEGR-F,	102.7,	5 KW @ 1414	, Classic AOR	, \$15.00	(D & R)	KNCQ owner (D) (RED BLUFF)

KFMF-F -- See Chico

ROCHESTER, MN

ARB Rank/Pop: 243/ 91,600
 Market TSL: 20.00 Hours
 Average Person Rating: 15.4

Diaries: 391
 Sample Target: 380
 % Below Line: 5.0
 % Not Listed: 23.4

Retail \$: 1.2 Bil
 FM Share: 87.03%
 Stations: 13/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	RATING S93
1. KRCH-F (AOR)	23/16.3	---	16.2	---	10.7	268	29.3	32.3	22.0
2. KROC-F (CHR)	19/13.5	---	17.6	---	11.5	272	29.7	33.6	33.4
3. KNXR-F (SAC)	14/ 9.9	---	8.8	---	6.6	137	15.0	13.1	14.3
4. KYBA-F (SAC)	13/ 9.2	---	8.8	---	6.6	228	24.9	16.8	13.1
5. KMFX-F (C)	12/ 8.5	---	6.6	---	2.5	174	19.0	14.4	10.9
6. KROC (FS/T)	9/ 6.4	---	11.8	---	10.7	168	18.3	27.5	23.8
KWK-F (C)	9/ 6.4	---	7.4	---	11.5	205	22.4	16.8	13.1
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KRCH-F	1. KRCH-F	1. KRCH-F	1. KROC-F>
2. KROC-F>	2. KROC-F<	KROC-F>	2. KYBA-F>
3. KROC	3. KNXR-F	3. KYBA-F	3. KRCH-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. KRCH-F>>	1. KRCH-F>	1. KRCH-F>	1. KNXR-F>	1. KRCH-F>>>	1. KYBA-F
2. KROC-F>	2. KROC-F	2. KROC-F	2. KYBA-F	2. KMFX-F	2. KROC-F>
3. KMFX-F	3. KMFX-F	KYBA-F	3. KRCH-F	KNFX-F	3. KRCH-F
KNFX-F	KNFX-F	4.	4.	KROC-F	4.
5.	KYBA-F	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KNFX-F	104.3	SPG VALLEY	0.7/1.3
KWEB	1270	ROCHESTER	0.7/4.9
KEGE-F	93.7	MINNEAPOLIS	0.7/4.1
KQRS-F	92.5	GOLDEN VALLEY	0.7/7.1
WCCO	830	MINNEAPOLIS	2.8/6.6
WLTE-F	102.9	MINNEAPOLIS	0.7/4.9

RADIO STATIONS

KOLM,	1520,	10 KW (DAYS)	, Oldies	MBS UNISTR,	\$10.00	(Mc-Guild)	
KROC,	1340,	1 KW	, Full Service/Talk	ABC,	\$16.00	(Torbet)	So. Minn.
KMFX-F,	102.5,	9 KW @ 528	, Country		\$11.00	(D & R)	R. Ingstad (LAKE CITY)
KRCH-F,	101.7,	39 KW @ 561	, AOR/Classic		\$19.00	(D & R)	R. Ingstad
KROC-F,	106.9,	100 KW @ 1109	, CHR	ABC,	\$20.00	(Torbet)	So. Minn.
KNXR-F,	97.5,	100 KW @ 1040	, Soft AC/EZ	ABC,	\$12.00	(K & P)	
KWK-F,	96.5,	43 KW @ 528	, Country	UNISTR MBS,	\$14.00	(Mc-Guild)	
KYBA-F,	105.3,	50 KW @ 492	, Soft AC	ABC,	\$15.00	(---)	So. Minn. (STEWARTVILLE)

ST. CLOUD, MN

ARB Rank/Pop: 214/130,100
 Market TSL: 23.75 Hours
 Average Person Rating: 18.7

Diaries: 521
 Sample Target: 510
 % Below Line: 22.6
 % Not Listed: 17.3

Retail \$: 2.7 Bil
 FM Share: 73.13%
 Stations: 20/11

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. WWJO-F (C)	39/16.0	---	9.5	---	9.7	394	30.3	23.2	24.0
2. KCLD-F (CHR)	25/10.3	---	10.0	---	7.7	399	30.7	32.2	28.0
3. KASM (C/FS)	18/ 7.4	---	5.5	---	10.7	137	10.5	9.5	10.4
4. KLZZ-F (AOR)	15/ 6.2	---	4.1	---	3.7	206	15.8	12.4	15.4
WJON (FS/T)	15/ 6.2	---	8.6	---	6.3	233	17.9	20.2	16.6
6. WCCO (FS)	13/ 5.3	---	7.7	---	8.0	229	17.6	17.4	23.0
7. WHMH-F (AOR)	11/ 4.5	---	4.1	---	3.7	173	13.3	15.0	15.7
8. KMXK-F (O)	8/ 3.3	---	2.3	---	0.3	129	9.9	8.4	4.9
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WWJO-F	1. WWJO-F>>	1. WWJO-F	1. KCLD-F
2. WJON	2. KLZZ-F	2. KCLD-F>	2. KASM
3. KCLD-F	3. KCLD-F	3. KASM <	WWJO-F
4.	4.	4. KLZZ-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WWJO-F	1. WWJC-F>	1. WWJO-F>	1. WWJO-F	1. WWJO-F>	1. WWJO-F>>
2. KCLD-F	2. KCLD-F	2. KLZZ-F	2. KASM	2. KLZZ-F	2. KCLD-F
3. KLZZ-F	3. KLZZ-F	3. KCLD-F	3. WJON	3. KCLD-F	KLZZ-F
4. WHMH-F	4.	4.	4. WCCO	KQQL-F	4. KKS-R-F
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKS-R-F	96.7	SARTELL	2.5/ 7.0
KNSI	1450	ST. CLOUD	0.8/ 4.2
KXSS	1390	WAITE PARK	2.5/ 5.6
WQPM-F	106.1	PRINCETON	0.4/ 2.1

SEE MINNEAPOLIS FOR MORE ABOUT THE FOLLOWING:

KEEY-F	0.8/ 6.3	KSTF-F	1.6/ 7.8
KEGE-F	3.3/11.3	KTCZ-F	0.4/ 2.6
KQQL-F	3.3/10.7	WBOE-F	4.1/14.9
KQRS-F	2.9/13.7	WLTE-F	0.8/ 4.2

RADIO STATIONS

KASM,	1150,	2.5 KW (DAYS)	, Country/FS	, \$ 8.00 (---)	(ALBANY)
WJON,	1240,	1 KW	, Full Service	ABC MBS, \$16.00 (---)	
KASM-F,	105.5,	6 KW @ 328	, Oldies	ABC SMN, \$ NA (---)	KLZZ-F owner (D) (ALBANY)
KCLD-F,	104.7,	100 KW @ 440	, CHR	\$23.00 (---)	Leighton
KKS-R-F,	96.7,	50 KW @ 453	, AC	UNISTR, \$14.00 (---)	(SARTELL)
KLZZ-F,	103.7,	6 KW @ 328	, AOR	, \$13.00 (---)	KASM-F owner (D) (WAITE PARK)
KMXK-F,	94.9,	50 KW @ 492	, Oldies	ABC, \$ NA (---)	WWJO owner (D) (COLD SPRING)
WHMH-F,	101.7,	3 KW @ 300	, AOR	Source, \$14.00 (---)	(SAUK RAPIDS)
WWJO-F,	98.1,	100 KW @ 984	, Country	ABC, \$21.00 (---)	

WCCO -- See Minneapolis

SAN ANGELO, TX

ARB Rank/Pop: 250/ 82,700
 Market TSL: 24.00 Hours
 Average Person Rating: 16.8

Diaries: 396
 Sample Target: 380
 % Below Line: 0.0
 % Not Listed: 12.9

Retail \$: 0.8 Bil
 FM Share: 89.25%
 Stations: 7/7

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KGKL-F (C)	34/24.5	---	21.9	---	27.7	327	39.5	37.7	39.1
2. KIXY-F (CHR)	25/18.0	---	22.7	---	20.8	296	35.8	37.9	37.6
3. KELI-F (AC)	20/14.4	---	10.9	---	14.6	241	29.1	25.7	28.3
4. KDCC-F (C)	16/11.5	---	8.6	---	7.7	173	20.9	22.7	12.0
5. KSJT-F (SP)	13/ 9.4	---	10.2	---	6.9	124	15.0	13.4	11.2
6. KKSA (T)	10/ 7.2	---	5.5	---	3.8	92	11.1	13.0	11.9
7. KGKL (AOR)	3/ 2.2	---	2.3	---	6.2	79	9.6	11.2	14.3
8.									
9.									
10.									

12+ AMD

1. KGKL-F>>
2. KIXY-F
3. KELI-F
4. KSJT-F
- 5.

12+ MID

1. KGKL-F>>
2. KELI-F
3. KIXY-F
- 4.
- 5.

12+ PMD

1. KGKL-F>
2. KELI-F
3. KIXY-F
- 4.
- 5.

12+ EVE

1. KIXY-F>>
2. KGKL-F
3. KSJT-F
4. KDCC-F
- 5.

ADULTS 18-34

1. KIXY-F
2. KDCC-F
3. KELI-F
4. KGKL-F
- 5.

ADULTS 18-49

1. KGKL-F
2. KELI-F
3. KIXY-F
4. KDCC-F
- 5.

ADULTS 25-54

1. KGKL-F
2. KELI-F>
3. KIXY-F
4. KDCC-F
- 5.

ADULTS 35+

1. KGKL-F>>
2. KSJT-F
3. KELI-F
4. KKSA
- 5.

MEN 25-54

1. KGKL-F
2. KELI-F>
3. KSJT-F
- 4.
- 5.

WOMEN 25-54

1. KELI-F
2. KGKL-F
3. KIXY-F
4. KDCC-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KGKL, 960, 5 KW/1 KW (DA-N), AOR	ABC, \$ 7.00 (Katz)
KKSA, 1260, 1 KW/250 W, Talk	UNISTR CNN, \$ 9.00 (Torbet)
KDCC-F, 92.9, 100 KW @ 600, Country	, \$13.00 (Banner)
KELI-F, 98.7, 100 KW @ 1289, AC	UNISTR, \$15.00 (K & P)
KGKL-F, 97.5, 100 KW @ 410, Country	ABC, \$21.00 (Katz)
KIXY-F, 94.7, 100 KW @ 358, CHR	, \$19.00 (Torbet)
KSJT-F, 107.5, 100 KW @ 604, Hispanic	, \$10.00 (Lotus Hisp.)

SAN LUIS OBISPO, CA

ARB Rank/Pop: 167/193,600
 Market TSL: 21.75 Hours
 Average Person Rating: 16.2

Diaries: 633
 Sample Target: 575
 % Below Line: 12.5
 % Not Listed: 21.0

Retail \$: 1.6 Bil
 FM Share: 79.75%
 Stations: 26/15

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KKJG-F (C)	27/ 8.6	7.1	5.5	---	6.3	391	20.2	16.9	15.9
2. KSLY-F (CHR)	23/ 7.3	6.7	4.5	---	5.3	486	25.1	17.0	16.9
3. Kddb-F (C)	22/ 7.0	6.7	6.2	---	5.0	294	15.2	12.7	12.4
4. KSTT-F (AC)	21/ 6.7	8.4	7.2	---	8.3	323	16.7	14.5	18.3
KZOZ-F (AOR)	21/ 6.7	9.4	8.2	---	9.0	358	18.5	18.8	25.0
6. KIQO-F (O)	20/ 6.4	6.1	3.4	---	4.3	352	18.2	11.7	16.7
7. KWSP-F (SAC)	14/ 4.5	1.7	4.8	---	3.3	165	8.5	9.1	8.2
8. KPRL (T)	13/ 4.2	3.4	3.8	---	2.3	122	6.3	8.3	6.6
9. KWBR-F (AOR)	10/ 3.2	3.4	4.5	---	4.7	176	9.1	10.9	16.0
KUHL (T)	10/ 3.2	1.3	1.4	---	1.0	110	5.7	3.6	3.5
11. KOTR-F (AOR)	9/ 2.9	4.7	8.6	---	5.0	130	6.7	10.6	8.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KSLY-F>	1. KSTT-F<	1. KKJG-F	1. KKJG-F
2. Kddb-F	2. KKJG-F	KSTT-F	KZOZ-F
KKJG-F	3. KIQO-F<	3. KIQO-F<	3. KIQO-F
4. KPRL	4. Kddb-F	4. Kddb-F	4. KSLY-F
5.	KZOZ-F	KZOZ-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KKJG-F	1. KKJG-F	1. KZOZ-F	1. KIQO-F	1. KZOZ-F>	1. KSTT-F
KSLY-F	2. KZOZ-F	KKJG-F<	2. KWSP-F	2. KIQO-F	KKJG-F
KZOZ-F	3. KSLY-F	3. KIQO-F	3. Kddb-F	KKJG-F	3. KIQO-F
4.	4. KSTT-F	4. KSTT-F	KSTT-F	4. Kddb-F	4. Kddb-F
5.	5. Kddb-F	5. Kddb-F	5.	KOTR-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBAI 1150	MORRO BAY	2.2/7.0
KGLW 1340	SAN LUIS OBISPO	2.2/4.6
KIXT-F 107.3	GROVER BEACH	1.9/5.1
KVEC 920	SAN LUIS OBISPO	2.2/9.9
KWWV-F 99.7	MORRO BAY	0.3/4.9
KBAY-F 100.3	SAN JOSE	0.6/2.1
KBOX-F 104.1	LOMPOC	0.6/2.7
KFRE 940	FRESNO	0.3/1.5
KGDP 660	ORCUTT	0.3/3.2
KGO 810	SAN FRANCISCO	0.6/2.0
KHTY-F 97.5	SANTA BARBARA	1.3/6.4
KRUZ-F 103.3	SANTA BARBARA	2.6/6.3
KSMA 1240	SANTA MARIA	0.6/2.5
KSNI-F 102.5	SANTA MARIA	1.3/5.1
KXFM-F 99.1	SANTA MARIA	1.0/2.8

RADIO STATIONS

KGLW, 1340, 1 KW	Talk	TALKNT ABC, \$ NA	(---)	
KPRL, 1230, 1 KW	Talk	CBS ABC, \$ NA	(D & R)	(PASO ROBLES)
KVEC, 920, 1 KW/500 W	Talk	CNN ABC, \$ NA	(---)	
Kddb-F, 92.5, 4.4 KW @ 1535	Country	Source, \$ NA	(D & R)	(PASO ROBLES)
KIQO-F, 104.5, 5.6 KW @ 1401	Oldies	SMN, \$ NA	(---)	(ATSCADERO)
KKJG-F, 98.1, 3.6 KW @ 1624	Country	\$ NA	(D & R)	
KOTR-F, 94.9, 25 KW @ 328	AOR	\$ NA	(---)	(CAMBRIA)
KSLY-F, 96.1, 5.6 KW @ 1410	CHR	\$ NA	(Katz)	Mondosphere
KSTT-F, 101.3, 3.4 KW @ 1686	AC	\$ NA	(---)	Mondosphere
KWBR-F, 95.3, 4.2 KW @ 390	AOR	\$ NA	(Eastman)	(LOS OSOS)
KWSP-F, 106.1, 1 KW @ 1466	Soft AC	\$ NA	(---)	(PISMO BCH)
KZOZ-F, 93.3, 30 KW @ 1430	AOR	Source, \$ NA	(Christal)	(S.MARGARITA)
				Amer. General

SANTA BARBARA, CA

ARB Rank/Pop: 182/169,400
 Market TSL: 21.25 Hours
 Average Person Rating: 15.8

Diaries: 627
 Sample Target: 535
 % Below Line: 20.5
 % Not Listed: 22.4

Retail \$: 1.6 Bil
 FM Share: 67.31%
 Stations: 26/13

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. KSBL-F (AC)	21/ 7.8	7.4	5.6	8.2	7.2	322	19.0	15.6	19.3
2. KYD-F (AOR)	20/ 7.5	8.1	7.4	8.6	7.2	376	22.2	21.8	24.6
3. KTMS (T)	16/ 6.0	7.4	5.6	6.6	6.8	268	15.8	13.2	15.0
4. KHTY-F (CHR)	15/ 5.6	5.5	5.9	4.5	8.3	320	18.9	16.2	19.1
KMGQ-F (AC)	15/ 5.6	8.1	8.9	4.5	4.2	266	15.7	18.5	13.9
6. KRUZ-F (SAC)	14/ 5.2	6.3	5.9	8.2	6.0	220	13.0	16.2	14.2
KZBN (ST)	14/ 5.2	0.4	---	2.5	1.5	141	8.3	----	6.3
KHAY-F (C)	14/ 5.2	4.8	1.9	2.1	1.9	185	10.9	8.1	7.7
9. KDB -F (CL)	10/ 3.7	4.1	4.8	6.6	3.4	190	11.2	12.1	11.5
KSPE (SP)	10/ 3.7	3.0	4.4	2.1	4.5	102	6.0	8.7	8.7
11. KQSB (T)	9/ 3.4	0.7	0.4	0.4	---	120	7.1	3.1	---
12.									
13.									
14.									
15.									

12+ AMD

1. KTMS
2. KSBL-F
3. KYD-F<
4. KHAY-F
- KMGQ-F

12+ MID

1. KSBL-F
2. KYD-F
3. KRUZ-F<
4. KMGQ-F
- KTMS

12+ PMD

1. KSBL-F
2. KYD-F
3. KHTY-F<
4. KRUZ-F
- 5.

12+ EVE

1. KHTY-F
- KMGQ-F
- KSBL-F
- KTYD-F
- 5.

ADULTS 18-34

1. KYD-F
2. KSBL-F<
3. KHTY-F>
- 4.
- 5.

ADULTS 18-49

1. KYD-F<
2. KSBL-F>
3. KHTY-F
4. KMGQ-F
- 5.

ADULTS 25-54

1. KSBL-F
- KTYD-F
3. KMGQ-F
4. KHAY-F
5. KRUZ-F

ADULTS 35+

1. KTMS
2. KZBN
3. KRUZ-F
4. KMGQ-F
- 5.

MEN 25-54

1. KYD-F
2. KHAY-F
3. KSPE
4. KSBL-F
- 5.

WOMEN 25-54

1. KSBL-F
2. KMGQ-F
3. KRUZ-F
- KTYD-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIST	1340	SANTA BARBARA	0.7/ 3.6
KJEE-F	92.9	MONTECITO	1.9/ 8.3
KSPE-F	94.9	ELLWOOD	0.4/ 3.1

SEE LOS ANGELES OR OXNARD FOR MORE ABOUT THE FOLLOWING:

KBBY-F	0.4/ 1.7	KNX	3.4/12.6
KCAQ-F	3.4/ 7.2	KPWR-F	0.7/ 1.5
KFI	1.9/ 7.1	KRTH-F	0.4/ 7.3
KKBT-F	1.1/ 2.8	KTRO	0.4/ 1.7
KLOS-F	1.5/ 7.9	KVEN	0.7/ 3.1
KLVE-F	0.7/ 3.0	KXLM-F	0.7/ 1.4

RADIO STATIONS

KIST,	1340,	1 KW	Standards	SMN,	\$11.00	(Eastman)		
KQSB,	990,	5 KW/500 W(DA-2),	Talk	TALKNT	CNN,	\$ NA	(K & P)	
KSPE,	1490,	1 KW	Hispanic			\$16.00	(Lotus)	
KTMS,	1250,	2.5 KW/1 KW (DA-1),	Talk	CNN	ABC,	\$26.00	(Katz)	
KZBN,	1290,	500 W/122 W	Standards	WW1,	\$ NA	(Katz)		
KSPE-F,	94.5,	0.9 KW @ 2949,	Hispanic			\$21.00	(Banner)	Marsh (ELLWOOD)
KDB -F,	93.7,	13 KW @ 869,	Classical			\$32.00	(CMBS)	
KHTY-F,	97.5,	18 KW @ 2919,	CHR	ABC,	\$24.00	(Katz)		
KJEE-F,	92.9,	0.8 KW @ 886,	AOR			\$20.00	(---)	(MONTECITO)
KMGQ-F,	106.3,	0.4 KW @ 869,	AC			\$32.00	(Eastman)	(GOLETA)
KRUZ-F,	103.3,	105 KW @ 2978,	Soft AC			\$38.00	(Katz)	
KSBL-F,	101.7,	0.3 KW @ 810,	AC	UNISTR,	\$31.00	(Katz)	KTYD owner(D)	(CARPINTERIA)
KTYD-F,	99.9,	34 KW @ 1279,	AOR			\$40.00	(Mc-Guild)	

SANTA FE, NM

ARB Rank/Pop: 233/106,000
 Market TSL: 23.50 Hours
 Average Person Rating: 17.5

Diaries: 389
 Sample Target: 390
 % Below Line: 54.8
 % Not Listed: 22.6

Retail \$: 1.2 Bil
 FM Share: 78.47%
 Stations: 23/8

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. KKSS-F (CHR)	12/6.5	---	5.7	---	4.9	189	17.8	16.5	15.0
2. KSWV (SP)	11/5.9	---	4.7	---	5.5	72	6.8	5.4	5.0
KHFM-F (CL)	11/5.9	---	4.7	---	4.9	177	16.7	14.8	11.3
KKOB (FS)	11/5.9	---	2.6	---	5.5	140	13.2	10.8	12.1
5. KLSK-F (CL AOR)	9/4.8	---	5.2	---	8.2	124	11.7	18.2	22.2
6. KBOM-F (O)	8/4.3	---	5.7	---	3.3	163	15.4	15.6	11.3
KMGA-F (SAC)	8/4.3	---	4.7	---	4.9	148	14.0	15.7	13.5
KTEG-F (AOR)	8/4.3	---	1.0	---	0.5	160	15.1	6.3	4.5
9. KIOT-F (AOR)	7/3.8	---	0.5	---	---	109	10.3	1.0	---
KOLT-F (C)	7/3.8	---	4.7	---	5.5	129	12.2	10.2	14.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KSWV	1. KKOB	1. KKSS-F	1. KKSS-F>>
2. KHFM-F	2. KHFM-F	2. KHFM-F	2. KLSK-F
KKOB	KOLT-F	3. KBOM-F	KTEG-F
4. KKSS-F	4. KLSK-F	KOLT-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KKSS-F	1. KLSK-F	1. KIOT-F	1. KHFM-F	1. KIOT-F	1. KMGA-F
KLSK-F	2. KIOT-F	KLSK-F	KKOB	KKOB	2. KOLT-F
KMGA-F	3.	3. KBOM-F	KSWV >	KLSK-F	3. KNYN-F
KZRR-F	4.	KKOB	4. KBOM-F	KZRR-F	KTMN-F
5.	5.	KMGA-F	5.	5. KBOM-F	KHFM-F
		KZRR-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDCE 950	ESPANOLA	2.7/ 5.5
KNLA-F 101.1	WHITE ROCK	2.2/11.1
KNYN-F 95.5	SANTA FE	2.7/11.4
KRSN 1490	LOS ALAMOS	1.1/ 3.6
KTMN-F 98.5	LOS ALAMOS	2.7/ 8.9
KVSF 1260	SANTA FE	1.1/ 4.1

SEE ALBUQUERQUE FOR MORE ABOUT THESE STATIONS:

KASY-F 2.2/ 9.8	KLVO-F 2.7/ 5.8
KHTZ-F 2.7/ 9.2	KRST-F 2.2/11.3
KKOB-F 1.1/15.6	KZRO-F 1.6/ 7.9
	KZRR-F 3.2/ 7.1

RADIO STATIONS

KDCE, 950, 4.2 KW/80W	, Hispanic	CNN UNISTR, \$10.00 (Lotus)	(ESPANOLA)
KSWV, 810, 5 KW (DAYS)	, Hispanic	, \$13.00 (Caballero)	
KVSF, 1260, 5 KW/1 KW	, Talk	ABC, \$10.00 (---)	Withers
KBOM-F, 106.7, 15 KW @ 1948	, Oldies	UNISTR, \$17.00 (K & P)	(LOS ALAMOS)
KIOT-F, 102.3, 9 KW @ 538	, AOR-P	, \$19.00 (---)	Simmons (ESPANOLA)
KNYN-F, 95.5, 19 KW @ 1850	, Country	MBS UNISTR, \$15.00 (---)	
KTMN-F, 98.5, 94 KW @ 1781	, AOR	SMN, \$13.00 (---)	(LOS ALAMOS)

Other ranked stations -- see Albuquerque

NOTE: Withers owns CP for 94.7.

SIOUX CITY, IA

ARB Rank/Pop: 242/95,800
 Market TSL: 21.50 Hours
 Average Person Rating: 15.7

Diaries: 427
 Sample Target: 420
 % Below Line: 0.0
 % Not Listed: 17.3

Retail \$: 1.14 Bil
 FM Share: 75.81%
 Stations: 9/9

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KSUX-F (C)	31/20.7	---	24.2	---	22.4	306	31.9	38.7	35.8
2. KGLI-F (CHR)	27/18.0	---	15.9	---	16.8	321	33.5	31.5	29.6
3. KSCJ (T)	20/13.3	---	11.5	---	14.7	197	20.6	23.2	26.8
4. WNAX-F (O)	15/10.0	---	7.0	---	4.9	211	22.0	19.1	14.3
5. KSEZ-F (AOR)	12/ 8.0	---	15.3	---	16.1	193	20.1	23.1	27.6
6. KKMA-F (AC)	8/ 5.3	---	5.7	---	5.6	161	16.8	15.6	13.5
8. KMNS (C)	8/ 5.3	---	3.2	---	3.5	90	9.4	12.6	13.0
9.									
10.									

12+ AMD

1. KSUX-F
2. KSCJ
3. KGLI-F
- 4.
- 5.

12+ MID

1. KSUX-F
2. KGLI-F
3. KSCJ
- 4.
- 5.

12+ PMD

1. KSUX-F
2. KGLI-F>>
3. WNAX-F
- 4.
- 5.

12+ EVE

1. KGLI-F
2. KSUX-F>>
- 3.
- 4.
- 5.

ADULTS 18-34

1. KSUX-F
2. KGLI-F
3. KSEZ-F
- 4.
- 5.

ADULTS 18-49

1. KSUX-F
2. KGLI-F>
- 3.
- 4.
- 5.

ADULTS 25-54

1. KSUX-F>
2. KGLI-F
3. WNAX-F
4. KSEZ-F
- 5.

ADULTS 35+

1. KSCJ <
2. KSUX-F>
3. KGLI-F
- 4.
- 5.

MEN 25-54

1. KSUX-F
2. KGLI-F
3. KSEZ-F
- WNAX-F
- 5.

WOMEN 25-54

1. KSUX-F>>
2. KGLI-F>>
3. WNAX-F
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKSC	1470	SIOUX CITY	1.3/4.8
KTFC-F	103.3	SIOUX CITY	0.7/3.9

RADIO STATIONS

KMNS,	620,	1 KW	, Country	SMN	ABC	, \$ NA	(Christal)
KSCJ,	1360,	5 KW	, Talk	CNN	NBC	, \$ NA	(K & P)
KGLI-F,	95.5,	100 KW @	899		ABC	, \$ NA	(Torbet)
KKMA-F,	99.9,	100 KW @	790		UNISTR	AP	, \$ NA (Roslin)
KSEZ-F,	97.9,	100 KW @	259		Source	NBC	, \$ NA (Christal)
KSUX-F,	105.7,	100 KW @	462				, \$ NA (K & P)
WNAX-F,	104.1,	100 KW @	981		UNISTR	, \$ NA	(Banner) Tomlin-Knapp (WINNEBAGO)

SPRINGFIELD, IL

ARB Rank/Pop: 189/161,900
 Market TSL: 22.25 Hours
 Average Person Rating: 16.9

Diaries: 578
 Sample Target: 535
 % Below Line: 3.6
 % Not Listed: 16.4

Retail \$: 1.6 Bil
 FM Share: 78.17%
 Stations: 16/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WFMB-F (C)	42/15.3	---	15.7	---	13.2	414	25.6	25.4	24.9
2. WQLZ-F (AOR)	29/10.6	---	9.4	---	5.5	327	20.2	18.3	10.5
3. WDBR-F (CHR)	28/10.2	---	10.6	---	7.0	445	27.5	25.8	26.4
4. WNNS-F (SAC)	27/ 9.9	---	9.4	---	13.6	377	23.3	24.2	26.1
WQQL-F (O)	27/ 9.9	---	10.6	---	4.0	337	20.8	23.5	11.9
6. WTAX (FS/T)	22/ 8.0	---	8.6	---	11.0	351	21.7	18.0	25.1
7. WYMG-F (AOR)	18/ 6.6	---	5.9	---	15.1	280	17.3	22.1	33.7
8. WMAY (T)	15/ 5.5	---	6.3	---	5.9	285	17.6	12.7	12.8
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WFMB-F	1. WFMB-F	1. WFMB-F	1. WDBR-F
2. WNNS-F	2. WNNS-F	2. WQLZ-F<	2. WFMB-F
WTAX	3. WQLZ-F	3. WDBR-F	3. WQLZ-F
4. WQLZ-F	WQQL-F	WQQL-F	4.
5.	5.	5. WNNS-F	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WQLZ-F>	1. WNNS-F	1. WNNS-F	1. WFMB-F>	1. WQLZ-F	1. WNNS-F>
2. WNNS-F<	WQLZ-F	WQQL-F	2. WQQL-F	2. WFMB-F	2. WQQL-F
3. WDBR-F	3. WDBR-F<	3. WFMB-F	3. WTAX	3. WQQL-F	3. WDBR-F
4. WYMG-F	4. WQQL-F	WQLZ-F	4.	4. WYMG-F	4.
5. WFMB-F	5. WYMG-F	5. WDBR-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCVS-F	96.7	VIRDEN	1.1/ 5.4
WFMB	1450	SPRINGFIELD	1.5/ 6.3
WLWJ-F	97.7	PETERSBURG	0.4/ 3.3
WVTE-F	93.9	LINCOLN	1.1/ 8.0
KMOX	1120	ST. LOUIS	0.7/ 5.5
KSD	550	ST. LOUIS	2.2/ 5.1
WDZQ-F	95.1	DECATUR	0.4/ 3.9
WLS	890	CHICAGO	0.4/ 2.7

RADIO STATIONS

WMAY,	970,	1 KW/500 W (DA-2),	Talk	NBC CNN,	\$16.00	(Eastman)	Midwest Family
WTAX,	1240,	1 KW	Full Service	CBS MBS,	\$20.00	(Christal)	Central States
WCVS-F,	96.7,	6 KW @ 328 ,	Oldies	,	\$10.00	(Mc-Guild)	Neuhoff (VIRDEN)
WDBR-F,	103.7,	50 KW @ 298 ,	CHR	,	\$25.00	(Christal)	Central States
WFMB-F,	104.5,	43 KW @ 430 ,	Country	ABC,	\$30.00	(Mc-Guild)	Neuhoff
WNNS-F,	98.7,	50 KW @ 469 ,	Soft AC	,	\$22.00	(Eastman)	Midwest Family
WQLZ-F,	92.7,	12 KW @ 482 ,	AOR	UNISTR CNN,	\$17.00	(Eastman)	Midwest Family (TAYLORVILLE)
WQQL-F,	101.9,	50 KW @ 276 ,	Oldies	,	\$18.00	(Katz)	Saga
WYMG-F,	100.5,	50 KW @ 492 ,	AOR	,	\$24.00	(Katz)	Saga (JACKSONVILLE)

STAMFORD - NORWALK, CT

ARB Rank/Pop: 134/280,100
 Market TSL: 20.50 Hours
 Average Person Rating: 15.7

Diaries: 583
 Sample Target: 575
 % Below Line: 62.4
 % Not Listed: 14.6

Retail \$: 3.5 Bil
 FM Share: 66.13%
 Stations: 31/6

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WCBS (N)	35/8.0	7.6	5.6	5.0	5.9	745	26.6	25.7	21.8
2. WKHL-F (O)	29/6.6	3.2	4.2	3.5	3.7	434	15.5	11.8	12.5
3. WEBE-F (AC)	25/5.7	3.9	5.8	4.1	6.3	490	17.5	16.2	17.1
WHTZ-F (CHR)	25/5.7	5.6	5.1	4.8	4.2	501	17.9	17.1	16.3
5. WEZN-F (SAC)	23/5.2	6.1	5.1	3.0	5.3	468	16.7	14.4	15.0
6. WABC (T)	22/5.0	3.7	2.8	4.3	2.8	263	9.4	7.4	9.6
7. WSTC (T)	21/4.8	3.2	2.6	4.8	4.4	314	11.2	8.8	10.9
8. WFAN (SPRTS)	20/4.6	4.6	5.8	6.9	4.2	457	16.3	19.1	14.4
9. WQXR-F (CL)	16/3.6	2.2	3.3	2.8	1.1	190	6.8	6.1	3.0
10. WEFX-F (CL AOR)	14/3.2	5.1	4.4	3.2	3.7	322	11.5	15.0	16.7

12+ AMD

1. WFAN <
2. WCBS <
3. WSTC >
4. WEBE-F
- 5.
- 6.

12+ MID

1. WKHL-F
2. WABC
3. WEBE-F
4. WCBS
- 5.
- 6.

12+ PMD

1. WCBS <
2. WKHL-F <
3. WHTZ-F
4. WEBE-F
- 5.
- 6.

12+ EVE

1. WHTZ-F>
2. WCBS
3. WEZN-F
4. WEBE-F
5. WKHL-F
- 6.

ADULTS 18-34

1. WHTZ-F
2. WKHL-F>
3. WEBE-F
- WAXQ-F
- WEZN-F

ADULTS 18-49

1. WKHL-F
2. WEBE-F
- WHTZ-F
4. WCBS
- 5.

ADULTS 25-54

1. WKHL-F
2. WEBE-F<
3. WCBS
4. WEZN-F
- 5.

ADULTS 35+

1. WCBS >
2. WSTC
- WABC
4. WEBE-F
- WKHL-F

MEN 25-54

1. WKHL-F
2. WCBS
3. WEZN-F
- WHTZ-F
5. WEFX-F

WOMEN 25-54

1. WEBE-F
2. WKHL-F>
3. WCBS
- 4.
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCH	1490	GREENWICH	0.9/3.1
WNLK	1350	NORWALK	1.8/4.2
WPAT-F	93.1	PATERSON	0.7/3.5
WRKI-F	95.1	BROOKFIELD	0.9/3.8

SEE NEW YORK, BRIDGEPORT OR NEW HAVEN FOR MORE ABOUT THE FOLLOWING STATIONS:

WAXQ-F	2.7/ 7.9	WNEW-F	2.1/ 9.8	WSKQ-F	0.9/ 2.5
WBLS-F	1.8/ 4.2	WOR	1.8/ 6.2	WXRK-F	2.1/ 9.4
WCBS-F	1.1/ 4.9	WPLJ-F	1.8/10.2	WYNY-F	2.3/ 6.1
WDRE-F	0.9/ 4.7	WQCD-F	2.3/ 6.5		
WINS	0.5/ 6.4	WQEW	1.6/ 3.5		
WLTW-F	2.5/ 8.1	WQHT-F	2.1/ 4.6		
WMXV-F	0.5/ 3.9	WRKS-F	1.8/ 4.6		

RADIO STATIONS

WGCH,	1490,	1 KW	, Full Service/Talk	UNISTR	AP , \$22.00 (Roslin)	
WNLK,	1350,	1 KW/500 W (DA-N)	, Full Service	UNISTR	ABC , \$23.00 (Eastman)	Commodore
WSTC,	1400,	1 KW	, Talk		ABC , \$40.00 (MMR)	
WKHL-F,	96.7,	3 KW @ 328	, Oldies		, \$45.00 (MMR)	

Other Ranked Stations -- See New York or Bridgeport in Spring 95 Edition

STATE COLLEGE, PA

ARB Rank/Pop: 229/112,300
 Market TSL: 19.75 Hours
 Average Person Rating: 14.6

Diaries: 363
 Sample Target: 320
 % Below Line: 26.2
 % Not Listed: 20.1

Retail \$: 1.0 Bil
 FM Share: 91.60%
 Stations: 10/5

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WZWW-F (AC)	38/23.2	---	16.6	---	9.9	403	35.9	31.3	26.4
2. WBHV-F (CHR)	21/12.8	---	10.2	---	12.1	338	30.1	25.4	27.8
WFGY-F (C)	21/12.8	---	14.0	---	23.1	304	27.1	27.1	31.9
4. WQWK-F (AOR)	18/11.0	---	10.8	---	11.0	287	25.6	31.2	29.0
5. WGMR-F (O)	15/ 9.1	---	5.1	---	3.3	179	15.9	15.8	11.5
6. WMAJ (T)	7/ 4.3	---	1.9	---	1.6	88	7.8	11.1	8.3
7. WRSC (FS)	4/ 2.4	---	6.4	---	9.9	194	17.3	16.9	20.8
8.									
9.									
10.									

12+ AMD

1. WZWW-F>
2. WFGY-F>
3. WBHV-F
- WQWK-F
- 5.

12+ MID

1. WZWW-F>>
2. WFGY-F
3. WBHV-F
- 4.
- 5.

12+ PMD

1. WZWW-F>
2. WFGY-F<
3. WBHV-F<
4. WQWK-F
- 5.

12+ EVE

1. WQWK-F<
2. WBHV-F<
3. WFGY-F
- WGMR-F
- 5.

ADULTS 18-34

1. WQWK-F<
2. WZWW-F<
3. WBHV-F
- 4.
- 5.

ADULTS 18-49

1. WZWW-F>
2. WQWK-F
- WBHV-F
- 4.
- 5.

ADULTS 25-54

1. WZWW-F>>
2. WFGY-F
3. WQWK-F<
4. WBHV-F
- 5.

ADULTS 35+

1. WZWW-F>>
2. WFGY-F>
- 3.
- 4.
- 5.

MEN 25-54

1. WZWW-F
2. WFGY-F
3. WQWK-F
- 4.
- 5.

WOMEN 25-54

1. WZWW-F>>
2. WBHV-F
- WFGY-F
4. WQWK-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFGI-F	94.5	STATE COLLEGE	1.8/ 6.1
WOKW-F	102.9	CURWENSVILLE	1.2/ 2.7
WPRR-F	100.1	ALTOONA	1.2/ 6.9

RADIO STATIONS

WMAJ,	1450,	1 KW	, Talk	CBS SUN, \$10.00	(---)	Burbach
WRSC,	1390,	2.5 KW/1 KW (DA-1),	Full Service	MBS ABC, \$20.00	(Dome)	Telemedia
WBHV-F,	103.1,	3 KW @ -53	, CHR	, \$21.00	(Katz)	Burbach
WQWK-F,	97.1,	3 KW @ 403	, AOR	, \$28.00	(Torbet)	Telemedia
WZWW-F,	95.3,	3 KW @ 581	, AC	UNISTR, \$31.00	(---)	(UNIV. PARK)
WGMR-F,	101.1,	9 KW @ 1170	, Oldies	SMN MBS, \$14.00	(Dome)	(BELLAFONTE)
						(TYRONE)

WFGY-F -- see Altoona in Spring 95 edition

TEXARKANA, TX-AR

ARB Rank/Pop: 237/100,400
 Market TSL: 22.50 Hours
 Average Person Rating: 16.6

Diaries: 301
 Sample Target: 310
 % Below Line: 7.8
 % Not Listed: 19.2

Retail \$: 1.0 Bil
 FM Share: 94.07%
 Stations: 13/11

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KKYR-F (C)	42/25.1	---	31.5	---	35.0	455	45.3	44.1	48.1
2. KTOY-F (B)	18/10.8	---	3.6	---	6.1	203	20.2	15.5	13.3
3. KLLI-F (C)	17/10.2	---	9.1	---	3.7	206	20.5	21.4	10.4
4. KTWN-F (AC)	15/ 9.0	---	5.5	---	6.7	245	24.4	16.7	10.9
5. KYGL-F (AOR)	9/ 5.4	---	---	---	---	106	10.6	----	----
6. KTAL-F (AOR)	7/ 4.2	---	7.9	---	5.5	114	11.4	16.9	16.7
7. KZRB-F (B)	6/ 3.6	---	6.1	---	3.1	92	9.2	9.7	8.3
KARQ-F (C)	6/ 3.6	---	---	---	3.7	85	8.5	----	4.2
9.									
10.									

12+ AMD

1. KKYR-F>>
2. KTOY-F>
- 3.
- 4.
- 5.

12+ MID

1. KKYR-F>>>
2. KTWN-F
3. KTOY-F
- 4.
- 5.

12+ PMD

1. KKYR-F>>
2. KTOY-F<
3. KLLI-F
- 4.
- 5.

12+ EVE

1. KTOY-F
2. KKYR-F<
3. KLLI-F
- 4.
- 5.

ADULTS 18-34

1. KKYR-F
2. KLLI-F>
3. KTWN-F
- 4.
- 5.

ADULTS 18-49

1. KKYR-F>
2. KTOY-F
3. KLLI-F
4. KTWN-F
5. KYGL-F

ADULTS 25-54

1. KKYR-F>>
2. KTOY-F<
3. KTWN-F
4. KYGL-F
- 5.

ADULTS 35+

1. KKYR-F>>
2. KTOY-F
3. KTWN-F
- 4.
- 5.

MEN 25-54

1. KKYR-F>>
2. KYGL-F
3. KTAL-F
- 4.
- 5.

WOMEN 25-54

1. KKYR-F>>
2. KTOY-F
3. KTWN-F
4. KLLI-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCMC	740	TEXARKANA	0.6/ 3.6
KHSP-F	103.9	ASHDOWN	2.4/ 5.2
KKYR	790	TEXARKANA	1.8/ 7.8
KTWN	940	TEXARKANA	2.4/ 5.8
KXAR-F	101.7	HOPE	1.8/10.1

RADIO STATIONS

KHSP-F,	103.9,	5.1 KW @ 354 ,	Religion	, \$ 8.00	(---)	(ASHDOWN, AR)
KKYR-F,	102.5,	100 KW @ 459 ,	Country	, \$30.00	(Banner)	Gulfstar
KLLI-F,	95.9,	12 KW @ 485 ,	Country	, \$16.00	(Mc-Guild)	(HOOKS, TX)
KTOY-F,	104.7,	3 KW @ 390 ,	Black	ABC SMN, \$10.00	(K & P)	
KTWN-F,	107.1,	2.9 KW @ 479 ,	AC	ABC, \$14.00	(---)	
KXAR-F,	101.7,	3 KW @ 295 ,	Black	AURN, \$10.00	(K & P)	(HOPE)
KYGL-F,	106.3,	50 KW @ 492 ,	AOR	, \$ NA	(Mc-Guild)	
KZRB-F,	103.5,	6 KW @ 328 ,	Black	, \$10.00	(---)	(NEW BOSTON, TX)

KTAL-F -- see Shreveport in Spring 95 edition

TRENTON, NJ

ARB Rank/Pop: 133/282,200
 Market TSL: 21.25 Hours
 Average Person Rating: 16.6

Diaries: 585
 Sample Target: 580
 % Below Line: 47.2
 % Not Listed: 20.1

Retail \$: 2.9 Bil
 FM Share: 78.07%
 Stations: 31/5

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WPST-F (CHR)	56/12.0	11.1	11.8	---	7.4	816	28.9	28.5	19.3
2. WYXR-F (AC)	30/ 6.4	4.4	3.7	---	4.5	460	16.3	15.2	12.2
3. WBUD (ST)	24/ 5.1	5.7	5.9	---	4.8	268	9.5	13.5	9.3
4. WKXW-F (7/O)	23/ 4.9	7.4	7.4	---	7.6	547	19.4	21.9	25.5
5. WDAS-F (B/AC)	20/ 4.3	4.1	5.7	---	3.5	220	7.8	9.6	6.2
WYSP-F (CL AOR)	20/ 4.3	3.5	3.7	---	5.0	443	15.7	15.2	14.4
7. WUSL-F (B)	19/ 4.1	4.6	4.8	---	3.9	288	10.2	11.5	10.6
8. WJJZ-F (J)	14/ 3.0	3.7	1.1	---	2.9	246	8.7	5.6	7.8
9. WOGL-F (O)	13/ 2.8	2.6	1.3	---	3.1	285	10.1	6.9	11.4
10. WHWH (FS)	12/ 2.6	1.7	2.0	---	3.7	181	6.4	7.5	8.0
WIMG (G)	12/ 2.6	3.1	2.0	---	1.2	127	4.5	5.6	3.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPST-F>	1. WPST-F	1. WPST-F>>>	1. WPST-F>
2. WKXW-F<	2. WYXR-F	2.	2. WYXR-F>
3. WBUD	3. WBUD	3.	3. WUSL-F
4.	4. WKXW-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. WPST-F>>	1. WPST-F>>	1. WPST-F	1. WBUD	1. WYSP-F	1. WYXR-F
2. WYSP-F	2. WYXR-F	2. WYXR-F>	2. WPST-F	2. WPST-F>	2. WPST-F
3. WYXR-F	3. WYSP-F	3. WDAS-F	3. WKXW-F	3. WFAN	3. WDAS-F
4.	4.	WYSP-F	WYXR-F	4. WXRK-F	4. WKXW-F
5.	5.	5. WKXW-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMGO-F 98.3 NEW BRUNSWICK 0.9/ 2.5

SEE PHILADELPHIA, NEW YORK, ALLENTOWN OR NASSAU-SUFFOLK FOR MORE INFORMATION ABOUT THE FOLLOWING STATIONS:

WABC	2.1/ 3.7	WOR	1.1/ 4.2
WAXQ-F	0.4/ 3.3	WPLJ-F	1.1/ 4.4
WBEB-F	1.3/ 3.5	WQCD-F	0.6/ 2.5
WBLS-F	0.6/ 2.1	WQHT-F	0.6/ 2.7
WCBS	1.9/ 7.5	WQXR-F	0.9/ 2.1
WFAN	2.1/ 6.9	WWDB-F	1.1/ 4.4
WFMZ-F	1.1/ 2.4	WXRK-F	1.9/ 6.0
WIOQ-F	2.6/ 8.9	WXTU-F	3.2/10.2
WLTW-F	0.4/ 2.4		
WMGK-F	1.7/ 8.5		
WMMR-F	2.4/13.3		

RADIO STATIONS

WBUD , 1260 , 5 KW/2.5 Kw (DA-2),	Standards	AP MBS, \$ 25.00 (Mc-Guild)	Press
WHWH , 1350 , 5 KW (DA-2)	, Full Service	ABC, \$ 30.00 (---)	Nassau
WIMG , 1300 , 5 KW/2.5 Kw	, Gospel	AURN, \$ NA (---)	Willis
WCHR-F, 94.5, 50 KW @ 492	, Religion	, \$ NA (---)	Great Scott
WKXW-F, 101.5, 19 KW @ 804	, Talk/Oldies	AP, \$139.00 (Mc-Guild)	Press
WPST-F, 97.5, 50 KW @ 430	, CHR	, \$ 65.00 (---)	Nassau

Other ranked stations -- see Philadelphia

TRI-CITIES, WA

(Richland - Kennewick - Pasco)

ARB Rank/Pop: 210/131,000
Market TSL: 21.50 Hours
Average Person Rating: 16.4

Diaries: 512
Sample Target: 485
% Below Line: 11.2
% Not Listed: 19.5

Retail \$: 1.3 Bll
FM Share: 80.92%
Stations: 19/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KORD-F (C)	39/18.1	---	15.3	---	18.7	389	29.7	26.8	33.3
2. K1OK-F (CHR)	18/ 8.4	---	13.9	---	14.3	338	25.8	28.8	30.3
3. KEGX-F (AOR/CL)	15/ 7.0	---	9.9	---	15.3	201	15.3	19.0	23.2
KXRX-F (AOR)	15/ 7.0	---	---	---	---	174	13.3	----	----
5. KONA (FS)	14/ 6.5	---	7.9	---	5.4	250	19.1	16.0	17.2
KONA-F (SAC)	14/ 6.5	---	6.9	---	5.9	193	14.7	18.4	12.2
KZHR-F (SP)	14/ 6.5	---	4.5	---	---	104	7.9	5.1	----
8. KTCR (T)	11/ 5.1	---	4.5	---	4.4	126	9.6	7.9	9.1
9. KNLT-F (O)	8/ 3.7	---	3.0	---	1.5	159	12.1	12.0	11.2
10. KORD (C)	7/ 3.3	---	1.5	---	1.0	111	8.5	7.2	6.1
11. KEYW-F (AC/CHR)	6/ 2.8	---	1.0	---	3.4	92	7.0	7.0	12.1
12.									
13.									
14.									
15.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KORD-F>	1. KORD-F>	1. KORD-F>>	1. KORD-F
2. KONA	2. KTCR-F	2. KZHR-F<	2. K1OK-F
3. K1OK-F	3. KEGX-F<	3. K1OK-F	3. KZHR-F>>
4. KXRX-F	4. KONA-F<	4. KEGX-F	4.
5.	5. KXRX-F	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KORD-F	1. KORD-F>	1. KORD-F>	1. KORD-F>	1. KORD-F<	1. KORD-F>
2. KXRX-F	2. KEGX-F	2. KEGX-F	2. KONA	2. KEGX-F	2. KONA-F
3. KONA-F	3. KXRX-F	3. KXRX-F	3. KTCR	KXRX-F>>	3. KEGX-F
KZHR-F	4. KONA-F	4. KONA-F	4. KEGX-F	4.	4. KEYW-F
5.	5.	5.	5.	5.	KZHR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALE	960	RICHLAND	0.5/4.3
KZXR-F	101.7	PROSSER	0.5/3.4
KATS-F	94.5	YAKIMA	0.5/3.2
KFFM-F	107.3	YAKIMA	0.5/2.3
KLKY-F	97.9	MILTON	0.5/2.1
KTEL-F	93.3	WALLA WALLA	1.9/3.5
KWHT-F	103.5	PENDLETON	0.9/7.4
KXDD-F	104.1	DAYTON	0.5/2.4

RADIO STATIONS

KALE,	960,	5 KW/1 KW (DA-N)	, Oldies/Stand.	NBC, \$ 8.00	(D & R)	SRO
KONA,	610,	5 KW (DA-2)	, Full Service	ABC, \$15.00	(K & P)	
KTCR,	1340,	1 KW	, Talk TALKNT	MBS, \$12.00	(Christal)	Pourtales
KEGX-F,	106.5,	100 KW @ 1053	, AOR/Classic	MBS, \$14.00	(Christal)	Pourtales
KEYW-F,	98.3,	3 KW @ 197	, AC/CHR	UNISTR, \$12.00	(- -)	
K1OK-F,	94.9,	100 KW @ 1250	, CHR	, \$23.00	(D & R)	SRO
KNLT-F,	95.7,	100 KW @ 1401	, Oldies	, \$10.00	(Christal)	Pourtales (WALLA WALLA)
KONA-F,	105.3,	100 KW @ 1181	, Soft AC	, \$12.00	(K & P)	
KORD-F,	102.7,	100 KW @ 1099	, Country	ABC, \$22.00	(MMR)	
KXRX-F,	97.1,	50 KW @ 1338	, AOR	, \$ NA	(Eastman)	(WALLA WALLA)

TUPELO, MS

ARB Rank/Pop: 178/177,600
 Market TSL: 23.50 Hours
 Average Person Rating: 17.4

Diaries: 459
 Sample Target: 430
 % Below Line: 1.9
 % Not Listed: 18.4

Retail \$: 1.3 Bil
 FM Share: 97.22%
 Stations: 18/14

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. WWZD-F (C)	53/17.2	---	24.4	---	26.4	613	34.5	39.7	38.2
2. WWKZ-F (CHR)	51/16.5	---	10.4	---	8.8	588	33.1	25.3	25.0
3. WWMS-F (C)	33/10.7	---	9.7	---	12.2	480	27.0	27.0	24.4
4. WESE-F (B)	29/ 9.4	---	4.3	---	4.9	268	15.1	10.7	9.7
5. WSYE-F (AC)	27/ 8.7	---	7.5	---	4.9	368	20.7	18.9	16.5
6. WFTA-F (AC)	14/ 4.5	---	4.3	---	3.6	295	16.6	15.3	10.7
7. WSEL-F (G)	11/ 3.6	---	2.9	---	4.3	110	6.2	8.9	6.6
8. WZLQ-F (C)	8/ 2.6	---	4.7	---	3.0	170	9.6	14.0	9.2
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WWZD-F>	1. WWKZ-F<	1. WWZD-F	1. WWKZ-F
2. WWKZ-F	2. WWZD-F	2. WWKZ-F	2. WWZD-F<
3. WWMS-F	3. WWMS-F	3. WWMS-F	3. WESE-F
4. WSYE-F	4. WSYE-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. WWKZ-F>	1. WWKZ-F<	1. WWZD-F	1. WWZD-F	1. WWZD-F>	1. WWZD-F
2. WWZD-F	2. WWZD-F	2. WWKZ-F	2. WWMS-F>	2. WWKZ-F<	2. WWKZ-F>
3. WESE-F	3. WESE-F<	3. WWMS-F<	3.	3. WESE-F	3. WWMS-F
4. WSYE-F	4. WSYE-F	4. WESE-F	4.	4. WSYE-F	4. WSYE-F
5.	WWMS-F	WSYE-F	5.	WWMS-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACR-F	103.9	COLUMBUS	0.6/5.3
WAFM-F	95.3	AMORY	0.3/3.0
WBIP-F	99.3	BOONEVILLE	2.3/5.6
WCPC	940	HOUSTON	1.9/3.7
WELO	580	TUPELO	0.3/3.8
WWZQ-F	105.3	ABERDEEN	1.0/4.4
WKOR-F	94.9	COLUMBUS	0.3/3.0
WMBC-F	103.1	COLUMBUS	0.3/2.7
WMXU-F	106.1	STARKVILLE	0.3/2.6
WZBQ-F	94.1	CARROLTON	1.0/2.5

RADIO STATIONS

WACR-F,	103.9,	3 KW @ 203 ,	Black	, \$ NA	(Roslin)	(COLUMBUS)
WBIP-F,	99.3,	6 KW @ 298 ,	Country	, \$ NA	(Mid South)	(BOONEVILLE)
WESE-F,	92.5,	5.4 KW @ 298 ,	Black	UPI, \$ NA	(---)	(BALDWIN)
WFTA-F,	101.9,	100 KW @ 479 ,	AC	, \$ NA	(Keystone)	(FULTON)
WSEL-F,	96.7,	3 KW @ 298 ,	Gospel/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	(K & P)	(NEW ALBANY)
WWMS-F,	97.5,	100 KW @ 981 ,	Country	NBC, \$ NA	(---)	(OXFORD)
WWZD-F,	106.7,	28 KW @ 656 ,	Country	ABC NBC, \$ NA	(---)	(NEW ALBANY)
WZLQ-F,	98.5,	100 KW @ 381 ,	Country	ABC SMN, \$ NA	(---)	(TUPELO)

TUSCALOOSA, AL

ARB Rank/Pop: 207/134,000
 Market TSL: 21.75 Hours
 Average Person Rating: 16.4

Diaries: 360
 Sample Target: 360
 % Below Line: 15.4
 % Not Listed: 17.3

Retail \$: 1.2 Bil
 FM Share: 79.67%
 Stations: 19/12

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. WTXT-F (C)	35/15.9	---	21.3	---	19.9	419	31.3	33.4	28.8
2. WTUG-F (B)	23/10.5	---	17.0	---	12.0	296	22.1	22.4	21.0
3. WLXY-F (AC)	15/ 6.8	---	1.6	---	1.9	239	17.8	7.4	6.7
WTSK (B)	15/ 6.8	---	4.8	---	8.3	154	11.5	11.4	11.4
5. WACT-F (C)	13/ 5.9	---	6.9	---	6.5	172	12.8	19.4	16.5
6. WTID-F (CHR)	9/ 4.1	---	4.3	---	4.6	194	14.5	14.4	11.1
WTNW (T)	9/ 4.1	---	1.6	---	0.9	125	9.3	4.1	6.3
WZZK-F (C)	9/ 4.1	---	3.2	---	---	127	9.5	14.1	---
9. WWPB (G)	8/ 3.6	---	---	---	1.4	80	6.0	---	3.8
WZBQ-F (?)	8/ 3.6	---	---	---	2.8	129	9.6	---	8.8

12+ AMD

1. WTXT-F>
2. WTSK
3. WTUG-F
- 4.
- 5.

12+ MID

1. WTXT-F>>
2. WTNW
3. WTUG-F
- 4.
- 5.

12+ PMD

1. WTXT-F<
2. WTUG-F
3. WLXY-F
4. WACT-F
- 5.

12+ EVE

1. WTUG-F>>
2. WLXY-F
- WTXT-F
- 4.
- 5.

ADULTS 18-34

1. WTUG-F
2. WTXT-F>
3. WLXY-F
- 4.
- 5.

ADULTS 18-49

1. WTXT-F
2. WTUG-F>
3. WLXY-F
- 4.
- 5.

ADULTS 25-54

1. WTXT-F>>
2. WLXY-F
3. WTUG-F
4. WACT-F
- 5.

ADULTS 35+

1. WTXT-F>
2. WTSK
3. WACT-F
- 4.
- 5.

MEN 25-54

1. WTXT-F>
2. WLXY-F>
3. WMJJ-F
- WTSK
- WTUG-F

WOMEN 25-54

1. WTXT-F>
2. WTUG-F
- WWPG-F
- WACT-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACT	1420	TUSCALOOSA	2.3/ 8.1
WFFX-F	95.7	TUSCALOOSA	2.7/13.3
WQLW-F	104.3	EUTAW	0.9/ 6.6
WDJC-F	93.7	BIRMINGHAM	1.8/ 6.3
WMJJ-F	96.5	BIRMINGHAM	3.6/ 5.5
WMXQ-F	94.5	BIRMINGHAM	1.8/ 6.9
WODL-F	106.9	BIRMINGHAM	0.9/ 3.7
WOWC-F	102.5	JASPER	1.8/ 8.5
WZRR-F	99.5	BIRMINGHAM	1.4/ 4.9

RADIO STATIONS

WACT,	1420,	5 KW/106 W (DA-2),	Gospel	USA, \$ 9.00	(---)	Taylor
WTNW,	1230,	1 KW	Talk	CNN ABC, \$ NA	(K & P)	
WTSK,	790,	5 KW/ 36 W	Black	AURN, \$10.00	(Eastman)	Radio South
WACT-F,	105.5,	6 KW @ 298,	Country	USA, \$15.00	(---)	Taylor
WFFX-F,	95.7,	100 KW @ 410,	AC	\$11.00	(K & P)	
WLXY-F,	100.7,	12 KW @ 485,	AC (?)	\$ NA	(---)	(NORTHPORT)
WTID-F,	101.7,	21 KW @ 728,	CHR	SMN, \$12.00	(Torbet)	(REFORM)
WTUG-F,	92.9,	100 KW @ 984,	Black	AURN, \$25.00	(Eastman)	Radio South
WTXT-F,	98.1,	100 KW @ 905,	Country	ABC NBC, \$22.00	(Christal)	(FAYETTE)
WZBQ-F,	102.5,	83 KW @ 2029,	CHR	\$13.00	(Torbet)	(JASPER)

WZZK -- See Birmingham in Spring 95 edition

TYLER - LONGVIEW, TX

ARB Rank/Pop: 143/255,500
 Market TSL: 20.25 Hours
 Average Person Rating: 15.3

Diaries: 618
 Sample Target: 575
 % Below Line: 8.7
 % Not Listed: 18.2

Retail \$: 3.0 Bil
 FM Share: 81.56%
 Stations: 24/16

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	RATING S93
1. KNUE-F (C)	75/19.2	---	16.1	---	20.2	726	28.4	28.6	30.6
2. KISX-F (CHR)	38/ 9.7	---	7.7	---	6.6	588	23.0	20.7	19.3
3. KYKX-F (C)	25/ 6.4	---	12.1	---	7.9	347	13.6	20.8	17.4
4. KTYL-F (AC)	24/ 6.1	---	7.1	---	4.4	355	13.9	18.6	15.1
KZEY (B)	24/ 6.1	---	4.0	---	9.8	253	9.9	8.1	13.3
6. KOOI-F (SAC)	23/ 5.9	---	9.2	---	8.2	324	12.7	15.3	13.9
7. KDOK-F (ST)	16/ 4.1	---	1.8	---	---	179	7.0	5.5	---
8. KEES (T)	13/ 3.3	---	1.1	---	2.2	138	5.4	4.2	5.8
9. KKTIX-F (AOR/CL)	12/ 3.1	---	3.2	---	3.6	166	6.5	7.7	10.5
10.									

12+ AMD

1. KNUE-F>>
2. KISX-F
3. KYKX-F
4. KTYL-F
- 5.

12+ MID

1. KNUE-F>>
2. KISX-F
3. KTYL-F
- 4.
- 5.

12+ PMD

1. KNUE-F>
2. KISX-F>
3. KYKX-F<
4. KTYL-F
- 5.

12+ EVE

1. KISX-F
2. KNUE-F
3. KZEY-F>
- 4.
- 5.

ADULTS 18-34

1. KISX-F<
2. KNUE-F>>
3. KYKX-F
- 4.
- 5.

ADULTS 18-49

1. KNUE-F>
2. KISX-F
3. KTYL-F
4. KYKX-F
- 5.

ADULTS 25-54

1. KNUE-F>>
2. KISX-F<
3. KTYL-F
4. KYKX-F
- 5.

ADULTS 35+

1. KNUE-F>>
2. KOOI-F
3. KDOK-F
4. KTYL-F
- 5.

MEN 25-54

1. KNUE-F>>
2. KKTIX-F
- 3.
- 4.
- 5.

WOMEN 25-54

1. KNUE-F>
2. KISX-F<
3. KTYL-F
4. KYKX-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEBE	1400	JACKSONVILLE	0.8/2.4
KFRO	1370	LONGVIEW	1.3/3.0
KFRO-F	95.3	GILMER	2.0/4.3
KKUS-F	104.1	TYLER	1.8/6.2
KSIZ-F	102.3	JACKSONVILLE	0.8/2.0
KTBB	600	TYLER	2.0/6.1
KYYK-F	98.3	PALASTINE	0.5/3.2
KJMZ-F	100.3	DALLAS	0.8/3.8
KJTX-F	104.5	JEFFERSON	0.5/1.5
KKDA-F	104.5	DALLAS	0.8/4.3
KZEY-F	103.9	MARSHALL	1.0/4.7
KMJJ-F	99.7	SHREVEPORT	1.8/3.7
KTAL-F	98.1	TEXARKANA	0.5/3.1
KTUX-F	98.9	CARTHAGE	1.8/3.7
WBAP	820	FORT WORTH	1.5/3.4

RADIO STATIONS

KTBB,	600,	5 KW/2.5 KW (DA-2),	Talk	ABC, \$12.00	(D & R)		
KZEY,	690,	1 KW/92 W (DA-2),	Black	AURN, \$10.00	(Mc-Guild)		
KDOK-F,	92.1,	1.6 KW @ 449,	Standards	SMN, \$ NA	(---)		
KISX-F,	107.3,	50 KW @ 479,	CHR	MBS, \$14.00	(Banner)	Gulfstar	(WHITEHOUSE)
KKTIX-F,	96.1,	32 KW @ 620,	AOR	SMN, \$10.00	(K & P)	Noalmark	(KILGORE)
KNUE-F,	101.5,	100 KW @ 1073,	Country	, \$26.00	(Banner)	Gulfstar	
KOOI-F,	106.5,	100 KW @ 1466,	Soft AC	ABC, \$18.00	(Eastman)		(JACKSONVILLE)
KTYL-F,	93.1,	100 KW @ 459,	AC	, \$12.00	(D & R)		
KYKX-F,	105.7,	100 KW @ 1004,	Country	ABC, \$17.00	(Mc-Guild)	SunGroup	

WACO

ARB Rank/Pop: 190/161,000
Market TSL: 20.00 Hours
Average Person Rating: 15.1

Diaries: 551
Sample Target: 535
% Below Line: 23.5
% Not Listed: 15.6

Retail \$: 1.7 Bil
FM Share: 84.88%
Stations: 23/10

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. WACO-F (C)	44/18.1	---	16.8	---	15.8	452	28.1	30.9	25.4
2. KWTX-F (CHR)	35/14.4	---	8.4	---	15.4	452	28.1	25.2	28.2
3. KCKR-F (C)	25/10.3	---	11.6	---	6.3	394	24.5	27.3	17.8
4. KKDA-F (B)	23/ 9.5	---	8.0	---	10.0	214	13.3	14.0	13.5
5. KBRQ-F (AOR)	19/ 7.8	---	7.2	---	6.7	235	14.6	13.4	14.5
6. WBAP (T/FS)	11/ 4.5	---	3.2	---	5.0	185	11.5	8.6	10.0
7. KRZI (T)	9/ 3.7	---	1.2	---	0.4	145	9.0	7.0	6.5
8. KWOW-F (SAC)	8/ 3.3	---	4.0	---	3.3	135	8.4	6.6	7.2
9.									
10.									

12+ AMD

1. WACO-F
2. KWTX-F
3. KCKR-F
4. KKDA-F
- 5.

12+ MID

1. WACO-F>
2. KWTX-F>
3. KBRQ-F
- KCKR-F
- 5.

12+ PMD

1. WACO-F>
2. KWTX-F
3. KCKR-F
- 4.
- 5.

12+ EVE

1. KKDA-F<
2. WACO-F<
3. KWTX-F>
- 4.
- 5.

ADULTS 18-34

1. WACO-F
2. KWTX-F>
3. KCKR-F<
4. KKDA-F
- 5.

ADULTS 18-49

1. WACO-F
2. KWTX-F
3. KBRQ-F
4. KCKR-F
- 5.

ADULTS 25-54

1. WACO-F>
2. KWTX-F<
3. KBRQ-F>
4. KCKR-F
- 5.

ADULTS 35+

1. WACO-F>
2. KWTX-F
3. KBRQ-F
- KCKR-F
- 5.

MEN 25-54

1. WACO-F
2. KBRQ-F>
3. WBAP
4. KCKR-F
- KKDA-F

WOMEN 25-54

1. WACO-F
2. KWTX-F>>
3. KCKR-F
4. KBRQ-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBW	1010	WACO	0.4/ 3.4
KEYR-F	92.9	MARLIN	0.8/ 4.5
KWTX	1230	WACO	1.2/ 8.2
WACO	1460	WACO	0.8/ 5.8
KHHT-F	93.3	KILLEEN	1.2/ 2.7
KSNN-F	94.9	ARLINGTON	0.4/ 2.2
KUTZ-F	98.9	LAMPASAS	2.1/ 4.9

SEE DALLAS FOR MORE ABOUT THE FOLLOWING:

KICI-F	1.6/ 4.3	KPLX-F	0.4/ 2.6
KKDA	0.8/ 1.9	KRLD	0.4/ 4.8
KLIF	0.8/ 2.8	KZPS-F	0.4/ 6.5
KLTY-F	0.8/ 3.1		
KLUV-F	0.4/ 5.2		

RADIO STATIONS

KWTX,	1230,	1 KW	, Oldies	SMN, \$13.00	(Katz)		
WACO,	1460,	1 KW	, Country	ABC, \$14.00	(Mc-Guild)	SBC	
KBRQ-F,	102.5,	100 KW @ 449	, AOR	, \$13.00	(Eastman)	Gulfstar	(HILLSBORO)
KCKR-F,	95.5,	100 KW @ 1059	, Country	, \$18.00	(Banner)	Gulfstar	
KWOW-F,	103.3,	8 KW @ 574	, Soft AC	UNISTR, \$12.00	(Roslin)		(CLIFTON)
KWTX-F,	97.5,	100 KW @ 1568	, CHR	, \$19.00	(Banner)		
WACO-F,	99.9,	100 KW @ 1660	, Country	ABC, \$24.00	(Mc-Guild)	SBC	

WATERBURY, CT

ARB Rank/Pop: 171/187,900
 Market TSL: 22.00 Hours
 Average Person Rating: 16.8

Diaries: 470
 Sample Target: 440
 % Below Line: 60.9
 % Not Listed: 18.7

Retail \$: 1.9 Bil
 FM Share: 73.04%
 Stations: 21/3

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. WATR (FS)	31/ 9.8	---	8.6	---	11.7	304	16.2	14.8	20.3
2. WWYZ-F (C)	29/ 9.2	---	10.9	---	9.0	348	18.5	16.4	15.5
3. WDRC-F (O)	23/ 7.3	---	4.9	---	6.1	329	17.5	15.4	19.2
WKSS-F (CHR)	23/ 7.3	---	6.9	---	7.6	413	22.0	20.6	24.8
5. WKCI-F (CHR)	18/ 5.7	---	4.6	---	5.5	355	18.9	19.1	21.6
6. WEZN-F (SAC)	16/ 5.1	---	4.3	---	2.6	286	15.2	13.2	8.1
WTIC (FS)	16/ 5.1	---	2.6	---	7.3	269	14.3	10.5	17.8
WZMX-F (O-70's)	16/ 5.1	---	2.3	---	2.6	293	15.6	9.3	12.5
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WATR	1. WATR >	1. WWYZ-F	1. WKSS-F>
2. WWYZ-F	2. WTIC	2. WKSS-F<	2. WWYZ-F
3. WDRC-F	WEZN-F<	3. WRKI-F	3. WMRQ-F
4. WKSS-F	4. WWYZ-F	4.	WRKI-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WKSS-F	1. WWYZ-F	1. WDRC-F	1. WATR >	1. WWYZ-F	1. WDRC-F>
2. WRKI-F	2. WZMX-F<	WVYZ-F	2. WWYZ-F	2. WPLR-F	2. WWYZ-F
WTIC-F	3. WKSS-F	3. WZMX-F	3. WDRC-F	WZMX-F	WKCI-F
4. WMRQ-F	4. WDRC-F	4. WEZN-F	4. WTIC	4. WDRC-F	WZMX-F
WWYZ-F	WRKI-F	WPLR-F	5.	5.	WEZN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWCO	1240	WATERBURY	1.3/ 6.0
WEBE-F	107.9	WESTPORT	1.0/ 6.5
WPLR-F	99.1	NEW HAVEN	3.8/13.1
WRKI-F	95.1	BROOKFIELD	4.4/12.7

SEE NEW YORK OR HARTFORD
 FOR MORE ABOUT THE FOLLOWING:

WABC	1.3/ 3.2	WMRQ-F	3.2/11.4
WCBS	2.2/ 5.7	WQHT-F	1.3/ 4.4
WCCC-F	0.3/ 4.2	WRCH-F	2.9/ 7.3
WFAN	2.2/ 8.4	WTIC-F	1.0/ 7.2
WHCN-F	1.9/ 9.8		

RADIO STATIONS

WATR	, 1320,	5 KW/1 KW (DA-2),	Full Service	MBS CBS, \$40.00	(Banner)
WWCO	, 1240,	1 KW	Standards	ABC, \$18.00	(---)

Other ranked stations -- See Hartford, New Haven or Bridgeport in Spring 95 edition

WATERTOWN, NY

ARB Rank/Pop: 241/95,900
 Market TSL: 21.75 Hours
 Average Person Rating: 16.5

Diaries: 289
 Sample Target: 280
 % Below Line: 8.2
 % Not Listed: 18.4

Retail \$: 0.87 Bil
 FM Share: 87.60%
 Stations: 12/7

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WTNF-F (CHR)	30/19.0	---	21.5	---	25.8	385	40.1	42.9	45.6
2. WCIZ-F (AOR)	21/13.3	---	19.8	---	13.8	320	33.4	35.5	29.4
3. WWLF-F (AOR)	17/10.8	---	---	---	---	225	23.5	---	---
4. WTOJ-F (AC)	16/10.1	---	6.8	---	7.5	208	21.7	22.0	26.1
WLKC-F (C)	16/10.1	---	15.3	---	14.5	239	24.9	25.9	27.0
6. WTNF (FS)	13/ 8.2	---	12.4	---	10.7	188	19.6	22.0	24.4
7.									
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTNF-F<	1. WTNF-F	1. WTNF-F	1. WWLF-F>>
2. WTNF >	2. WCIZ-F>	2. WCIZ-F	2. WCIZ-F
3. WCIZ-F	3.	3. WLKC-F<	WTNF-F
WLKC-F	4.	4. WTOJ-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. WCIZ-F	1. WTNF-F	1. WTNF-F	1. WTNF-F	1. WCIZ-F>	1. WTNF-F
WWLF-F	2. WCIZ-F>	2. WCIZ-F	2. WLKC-F	2. WTNF-F	2. WTOJ-F
3. WTNF-F	3. WTOJ-F	3. WTOJ-F	WTNF	3. WTOJ-F	3.
4.	WWLF-F	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WATN	1240	WATERTOWN	1.9/9.6
WAQX-F	95.7	MANILUS	2.5/4.1
WBBS-F	104.7	FULTON	1.9/7.6
CFLY-F	98.3	KINGSTON, ONT	0.6/4.3
CFMK-F	96.3	KINGSTON, ONT	1.9/6.2
CHXL-F	103.7	BROCKVILLE, ONT	1.3/5.1

RADIO STATIONS

WATN,	1240,	1 KW	, Standards/Talk	TALKNT NBC, \$ 7.00	(Roslin)	WTOJ owner (D)
WTNF,	790,	1 KW (DA-N)	, Full Service	CBS MBS, \$18.00	(Torbet)	Black River
WCIZ-F,	97.5,	100 KW @ 285	, AOR	ABC, \$20.00	(K & P)	
WLKC-F,	100.7,	6 KW @ 328	, Country	UNISTR, \$17.00	(Roslin)	WTOJ owner (D) (HENDERSON)
WTNF-F,	93.5,	4 KW @ 328	, CHR	, \$27.00	(Torbet)	Black River
WTOJ-F,	103.1,	0.9 KW @ 594	, AC	UNISTR CNN, \$15.00	(Roslin)	(CARTHAGE)
WWLF-F,	106.7,	1.8 KW @ 1191	, AOR	ABC SMN, \$ NA	(Roslin)	(COPRHAGEN)

WAUSAU - STEVENS POINT, WI

ARB Rank/Pop: 157/212,800
 Market TSL: 23.25 Hours
 Average Person Rating: 17.6

Diaries: 609
 Sample Target: 575
 % Below Line: 6.8
 % Not Listed: 16.0

Retail \$: 2.3 Bil
 FM Share: 84.06%
 Stations: 21/18

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO S95	CUME S94	RATING S93
1. WDEZ-F (C)	55/14.4	---	15.4	---	12.8	658	30.9	31.4	30.0
2. WYTE-F (C)	39/10.2	---	11.3	---	7.9	460	21.6	20.8	15.5
3. WIFC-F (CHR)	33/ 8.7	---	10.2	---	8.5	572	26.9	27.8	26.1
4. WLJY-F (SAC)	21/ 5.5	---	2.7	---	6.6	283	13.3	11.2	15.4
WAXX-F (C)	21/ 5.5	---	5.1	---	6.6	266	12.5	11.8	15.1
6. WOFM-F (O)	20/ 5.2	---	5.4	---	6.3	364	17.1	18.2	18.8
7. WGLX-F (AOR)	18/ 4.7	---	8.1	---	---	336	15.8	17.2	---
8. WSAU (FS)	14/ 3.7	---	2.2	---	2.2	177	8.3	7.0	8.0
9. WSPT-F (AC)	13/ 3.4	---	4.0	---	6.6	260	12.2	14.2	21.2
WYCO-F (AC)	13/ 3.4	---	4.6	---	4.4	302	14.2	14.5	16.7
11. WDLB (FS)	12/ 3.1	---	3.0	---	5.2	155	7.3	6.6	9.3
12. WIZD-F (O)	11/ 2.9	---	3.0	---	2.7	164	7.7	9.4	8.4

12+ AMD

1. WDEZ-F>
2. WYTE-F
3. WIFC-F
4. WSAU
- 5.

12+ MID

1. WDEZ-F
2. WYTE-F
3. WIFC-F
4. WLJY-F
- 5.

12+ PMD

1. WDEZ-F
2. WIFC-F
- WYTE-F
- 4.
- 5.

12+ EVE

1. WIFC-F>
2. WDEZ-F
3. WYTE-F
- 4.
- 5.

ADULTS 18-34

1. WYTE-F
2. WDEZ-F
3. WIFC-F
- 4.
- 5.

ADULTS 18-49

1. WDEZ-F
2. WYTE-F
3. WIFC-F
- 4.
- 5.

ADULTS 25-54

1. WDEZ-F
2. WYTE-F>
3. WAXX-F
- WOFM-F
- 5.

ADULTS 35+

1. WDEZ-F>>
2. WLJY-F
- WYTE-F
- 4.
- 5.

MEN 25-54

1. WDEZ-F
2. WYTE-F
3. WAXX-F
4. WGLX-F
- 5.

WOMEN 25-54

1. WDEZ-F>
2. WYTE-F
3. WOFM-F
4. WIFC-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFHR	1320	WISC. RAPIDS	1.3/ 4.8
WKQH-F	104.9	STEVENS POINT	2.4/ 3.8
WMZK-F	104.1	MERRILL	2.1/ 7.8
WOSQ-F	92.3	SPENCER	1.3/ 4.1
WRIG	1390	SCHOFIELD	1.6/ 3.7
WSPO	1010	STEVENS POINT	2.1/ 6.7
WXCO	1230	WAUSAU	1.0/ 3.5
WCCN-F	107.5	NEILLSVILLE	0.8/ 4.5

RADIO STATIONS

WDLB,	1450,	1 KW	, Full Service	ABC, \$11.00	(---)	Goetz	(MARSHFIELD)
WSAU,	550,	5 KW (DA-2)	, Full Service	ABC CNN, \$10.00	(Christal)	Journal Co.	
WSPO,	1010,	1 KW/10 W	, Talk	ABC NBC, \$10.00	(Katz)		
WDEZ-F,	101.9,	100 KW @ 489	, Country	ABC, \$20.00	(Banner)	Midwest Comm.	
WGLX-F,	103.3,	61 KW @ 331	, AOR	, \$15.00	(---)		(WISC. RPDS)
WIFC-F,	95.5,	100 KW @ 1079	, CHR	ABC, \$18.00	(Christal)	Journal Co.	
WIZD-F,	99.9,	6 KW @ 328	, Oldies	ABC, \$10.00	(---)		(RUDOLPH)
WLJY-F,	106.5,	100 KW @ 800	, EZ/Soft AC	, \$11.00	(---)	Goetz	(MARSHFIELD)
WMZK-F,	104.1,	13 KW @ 446	, AOR/Classic	MBS, \$11.00	(D & R)		(MERRILL)
WOFM-F,	94.7,	50 KW @ 492	, Oldies	, \$13.00	(Eastman)		(MOSINEE)
WSPT-F,	97.9,	51 KW @ 341	, AC	Source, \$15.00	(Katz)		
WYCO-F,	107.9,	100 KW @ 1030	, AC	, \$12.00	(Katz)	Seehafer	
WYTE-F,	96.7,	50 KW @ 492	, Country	, \$14.00	(K & P)		(WHITING)

WAXX-F -- See Eau Claire in this edition

WICHITA FALLS, TX

ARB Rank/Pop: 234/105,100
 Market TSL: 19.00 Hours
 Average Person Rating: 14.0

Diaries: 358
 Sample Target: 330
 % Below Line: 2.0
 % Not Listed: 20.4

Retail \$: 1.1 Bil
 FM Share: 97.43%
 Stations: 7/6

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	CUME S94	RATING S93
1. KWFS-F (C)	29/19.7	---	13.5	---	14.8	313	29.8	30.7	24.4
2. KLUR-F (C)	26/17.7	---	20.0	---	19.7	366	34.8	34.1	35.5
3. KNIN-F (CHR)	22/15.0	---	11.6	---	16.2	347	33.0	27.5	29.9
4. KTLT-F (AC)	21/14.3	---	13.5	---	9.2	294	28.0	23.7	25.2
5. KQXC-F (AOR)	9/ 6.1	---	11.0	---	---	145	13.8	15.5	---
6. KYII-F (C)	7/ 4.8	---	3.9	---	9.2	164	15.6	16.3	19.4
7. WBAP (T/FS)	3/ 2.0	---	1.9	---	3.5	90	8.6	8.5	7.5
8.									
9.									
10.									

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLUR-F	1. KWFS-F	1. KWFS-F	1. KNIN-F
2. KNIN-F	2. KLUR-F>	2. KNIN-F<	2. KWFS-F>
3. KWFS-F<	3. KTLT-F	3. KLUR-F<	3.
4. KTLT-F	4. KNIN-F	4. KTLT-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 18-49	ADULTS 25-54	ADULTS 35+	MEN 25-54	WOMEN 25-54
1. KWFS-F<	1. KWFS-F	1. KWFS-F<	1. KLUR-F>>	1. KLUR-F	1. KTLT-F
2. KNIN-F>	2. KNIN-F	2. KLUR-F	2. KWFS-F<	2. KWFS-F	2. KWFS-F
3. KTLT-F	3. KTLT-F	3. KTLT-F	3. KTLT-F	3. KNIN-F	3. KLUR-F
4.	4.	4.	4.	4. KTLT-F	4.
5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KLLF, 1290, 5 KW/250 KW (DA-2), KWFT, 620, 5 KW	Talk Full Service	ABC NBC, \$ 7.00 AP CBS, \$ 8.00	(Christal) (Torbet)	Amer. General
KLUR-F, 99.9, 100 KW @ 830, KNIN-F, 92.9, 100 KW @ 918, KQXC-F, 102.5, 4.5 KW @ 315,	Country CHR AOR	ABC, \$27.00 UNISTR, \$20.00 SMN ABC, \$16.00	(Katz) (Banner) (Katz)	
KTLT-F, 106.3, 3 KW @ 423, KWFS-F, 103.3, 100 KW @ 449, KYII-F, 104.7, 100 KW @ 1017,	AC Country Country	, \$17.00 , \$18.00 UNISTR, \$12.00	(Eastman) (Christal) (Katz)	Amer. General (BURKBURNETT)

WILLIAMSPORT, PA

ARB Rank/Pop: 235/101,800
 Market TSL: 25.25 Hours
 Average Person Rating: 19.4

Diaries: 322
 Sample Target: 320
 % Below Line: 0.0
 % Not Listed: 16.2

Retail \$: 1.0 Bil
 FM Share: 86.75%
 Stations: 11/11

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	METRO CUME S94	METRO CUME S93
1. WILQ-F (C)	43/21.7	---	23.4	---	27.0	403	39.6	32.2	41.3
2. WKSJ-F (AC)	32/16.2	---	17.2	---	17.4	387	38.0	33.3	38.1
3. WHTO-F (CHR)	25/12.6	---	13.8	---	16.3	325	31.9	31.3	33.2
4. WZXR-F (AOR)	21/10.6	---	11.0	---	13.5	252	24.8	21.6	21.9
5. WLYC (ST)	13/ 6.6	---	5.5	---	6.2	116	11.4	7.7	9.1
6. WQBR-F (C)	8/ 4.0	---	4.1	---	---	107	10.5	7.1	---
WRAK (T)	8/ 4.0	---	1.4	---	1.1	104	10.2	4.2	8.2
8. WPGY-F (C)	6/ 3.0	---	4.8	---	5.1	105	10.3	10.5	11.8
9.									
10.									

12+ AMD

1. WILQ-F<
2. WKSJ-F>
3. WHTO-F
- 4.
- 5.

12+ MID

1. WILQ-F
2. WKSJ-F>
3. WHTO-F
- 4.
- 5.

12+ PMD

1. WILQ-F>
2. WKSJ-F
3. WZXR-F
4. WHTO-F
- 5.

12+ EVE

1. WZXR-F<
2. WHTO-F
3. WILQ-F
- WKSJ-F
- 5.

ADULTS 18-34

1. WKSJ-F
- WZXR-F<
3. WHTO-F
- 4.
- 5.

ADULTS 18-49

1. WKSJ-F
2. WHTO-F
3. WZXR-F
4. WILQ-F
- 5.

ADULTS 25-54

1. WKSJ-F
2. WILQ-F<
3. WHTO-F
4. WZXR-F
- 5.

ADULTS 35+

1. WILQ-F>>
2. WKSJ-F>
3. WLYC
- 4.
- 5.

MEN 25-54

1. WHTO-F
- WKSJ-F
3. WZXR-F
4. WILQ-F
- 5.

WOMEN 25-54

1. WKSJ-F
2. WILQ-F>
3. WHTO-F>
4. WZXR-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJSA-F	93.5	JERSEY SHORE	2.0/3.9
WWPA	1340	WILLIAMSPORT	0.5/4.0
WWWD-F	97.7	JERSEY SHORE	2.5/8.9

RADIO STATIONS

WLYC,	1050,	1 KW/35 W	, Standards	, \$11.00	(Roslin)		
WRAK,	1400,	1 KW	, Talk	, \$ NA	(Banner)		
WHTO-F,	103.9,	1.3 KW @ 430	, CHR	ABC, \$18.00	(Christal)	Sabre	(MUNCY)
WILQ-F,	105.1,	9.2 KW @ 1138	, Country	ABC, \$28.00	(Roslin)		
WKSJ-F,	102.7,	53 KW @ 1269	, AC	UNISTR, \$25.00	(Banner)		
WQBR-F,	99.9,	0.9 KW @ 823	, Country	, \$10.00	(---)		(AVIS)
WPGY-F,	107.9,	0.2 KW @ 1292	, Country	MBS CNN, \$11.00	(Banner)		
WZXR-F,	99.3,	0.2 KW @ 1227	, AOR	, \$17.00	(Christal)	Sabre	

YAKIMA, WA

ARB Rank/Pop: 187/162,700
 Market TSL: 20.50 Hours
 Average Person Rating: 15.1

Diaries: 424
 Sample Target: 390
 % Below Line: 1.2
 % Not Listed: 21.5

Retail \$: 1.5 Bil
 FM Share: 85.49%
 Stations: 16/14

12+ METRO	1/4/SHARE	FAL 94	SPG 94	FAL 93	SPG 93	METRO CUME	METRO CUME S95	RATING S94	RATING S93
1. KXDD-F (C)	56/22.8	---	25.1	---	16.8	555	34.1	36.9	27.4
2. KFFM-F (CHR)	31/12.6	---	6.2	---	14.5	386	23.7	21.4	29.4
3. KATS-F (AOR)	26/10.6	---	11.3	---	9.8	361	22.2	25.5	22.3
4. KXXS-F (C)	17/ 6.9	---	5.5	---	7.0	181	11.1	10.8	10.7
5. KZTA-F (SP)	14/ 5.7	---	3.1	---	0.4	116	7.1	7.5	5.2
6. KIT (T)	13/ 5.3	---	8.2	---	12.9	241	14.8	16.7	20.6
KRSE-F (SAC)	13/ 5.3	---	6.5	---	5.5	194	11.9	16.9	9.9
8.									
9.									
10.									

12+ AMD

1. KXDD-F>>
2. KFFM-F<
3. KATS-F
- 4.
- 5.

12+ MID

1. KXDD-F>
2. KATS-F
3. KFFM-F
- 4.
- 5.

12+ PMD

1. KXDD-F>>
2. KFFM-F
3. KATS-F
- 4.
- 5.

12+ EVE

1. KFFM-F
2. KXDD-F
- 3.
- 4.
- 5.

ADULTS 18-34

1. KXDD-F<
2. KATS-F<
3. KXXS-F>
4. KFFM-F
- 5.

ADULTS 18-49

1. KXDD-F
2. KATS-F
3. KFFM-F
- 4.
- 5.

ADULTS 25-54

1. KXDD-F>
2. KATS-F
3. KFFM-F
- 4.
- 5.

ADULTS 35+

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

MEN 25-54

1. KATS-F
2. KXDD-F>>
3. KXXS-F
- 4.
- 5.

WOMEN 25-54

1. KXDD-F
2. KFFM-F>
3. KRSE-F
4. KXXS-F
- 5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBO	1390	YAKIMA	0.4/3.0
KMWX	1460	YAKIMA	0.8/5.2
KREW	1210	SUNNYSIDE	1.6/3.7
KUTI	980	SELAH	2.0/6.2
KYKA-F	96.9	NACHES	2.0/6.8
KYXE	1020	SELAH	0.4/2.7
KZTA	930	YAKIMA	0.8/2.5
KONA-F	105.3	KENNEWICK	0.8/4.9
KZHR-F	92.5	DAYTON	0.4/2.8

RADIO STATIONS

KBBO,	1390,	5 KW/390 W (DA-2),	Religion	USA AP, \$ 7.00	(MMR)	
KIT,	1280,	5 KW/1 KW	Talk/FS	CBS NBC, \$17.00	(Mc-Guild)	T. Ingstad
KREW,	1210,	10 KW/1 KW	Country	CBS, \$ 8.00	(Tacher)	(SUNNYSIDE)
KUTI,	980,	5 KW/500 W	Country	ABC, \$ 9.00	(Tacher)	(SELAH)
KATS-F,	94.5,	100 KW @ 909	AOR/Classic	\$17.00	(Mc-Guild)	T. Ingstad
KFFM-F,	107.3,	100 KW @ 1499	CHR	\$14.00	(K & P)	
KRSE-F,	105.7,	100 W @ 777	Soft AC	\$11.00	(MMR)	
KXDD-F,	104.1,	61 KW @ 781	Country	ABC, \$24.00	(Tacher)	
KXXS-F,	92.9,	17 KW @ 869	Country	UNISTR, \$10.00	(Mc-Guild)	T. Ingstad (TOPPENISH)
KZTA-F,	99.3,	0.6 KW @ 591	Hispanic	\$ 9.00	(Caballero)	

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