

Broadcasting Sep 8

Vol. 111 No. 10

TOP OF THE WEEK



The top 10 stations in the top 50 markets

The broad-based adult contemporary sound, which includes variations of the "soft" contemporary approach to the format, is by far the most widely programmed sound among the top 10 radio stations in the top 50 markets again this year.

That's according to BROADCASTING's annual survey based on Arbitron spring 1986 metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m. to midnight), which surveyed listeners from April 3 through June 25. The second most popular sound in the survey is contemporary hit followed by easy listening, country and album-oriented-rock.

In the top 50 market survey, the AC format is being programmed by more than 110 stations, two of which finished first in the top 10 markets: WBZ(AM) Boston and KVIL-FM Dallas.

Although a handful of stations have abandoned contemporary hit radio (CHR) in recent months, the format has not lost its punch in the top 50 markets and finished a strong second to adult contemporary with 80 top 10 stations airing the format. CHR, which remains dominant in New York (WHTZ(FM)), is being aired by at least two top 10 stations in 30 top markets (excluding markets where stations are duplicated.)

Reports of album rock's death two years ago seem to have been greatly exaggerated, according to the latest ratings. The format is enjoying a wave of popularity, primarily because of the sound's new

attraction for the more adult 25-44 age group, with many AOR outlets adding a large measure of "classic rock" songs (primarily album rock hits of the late 1960's and early 1970's) to their playlist. In the top 10 markets, AOR finished first in Philadelphia (WMMR(FM)). For markets 11 through 50, AOR landed either in first place or second place on 15 occasions.

Easy listening overtook country as the third most-listened-to format among the top 500 stations. In the top 25 markets alone, stations programming easy listening took the top spot four times and second-place honors seven times.

The country music format, which, according to the Radio Information Center in New York, is the most widely programmed sound among all commercial radio stations in 1986—adult contemporary was second—(BROADCASTING, July 28), was fourth among the top 500 stations. As it did last year, country performed better in markets 26-50, where it finished either first or second six times, than in the top 25 markets, where it landed in one of those two positions only once: KNIX-FM Phoenix.

Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's radio ratings service. The format listings, which generally reflect the spring rating period, were compiled from various sources.

Following are the top 10 stations in the top 50 markets:

1. New York

1. WHTZ(FM)	contemp. hit	186,800
2. WRKS(FM)	urban contemp.	167,000
3. WPLJ(FM)	contemp. hit	159,400
4. WINS(AM)	news	125,700
5. WOR(AM)	talk	122,600
6. WPAT(FM)	easy listening	117,000
7. WBLS(FM)	urban contemp.	115,600
8. WLTV(FM)	soft contemp.	114,500
9. WNEW-FM	AOR	105,400
10. WCBS(FM)	oldies	9,900

2. Los Angeles

1. KABC(AM)	talk	109,600
2. KPWR(FM)	urban contemp.	93,200
3. KIIS(FM)	contemp. hit	91,900

4. KJOI(FM)	easy listening	80,900
5. KBIG(FM)	easy listening	66,500
6. KOST(FM)	soft contemp.	65,500
7. KROQ(FM)	contemp. hit	59,100
8. KFWB(AM)	news	57,300
9. KRTH(FM)	oldies	53,900
10. KLOS(FM)	AOR	53,300

3. Chicago

1. WGN(AM)	MOR/talk	136,500
2. WGCI(FM)	urban contemp.	86,100
3. WBBM(AM)	news	68,500
4. WLOO(FM)	easy listening	65,600
5. WBMX(FM)	urban contemp.	63,000
6. WLUP(FM)	AOR	55,100
7. WLAK(FM)	soft contemp.	46,100

8. WCLR(FM)	adult contemp.	42,600
9. WKQX(FM)	adult contemp.	39,600
10. WBBM(FM)	contemp. hit	38,800

4. San Francisco

1. KGO(AM)	talk	60,100
2. KCBS(AM)	news/talk	57,200
3. KNBR(AM)	adult contemp.	40,800
4. KSOL(FM)	urban contemp.	37,200
5. KABL-FM	easy listening	30,800
6. KMEL(FM)	contemp. hit	25,100
7. KYUU(FM)	adult contemp.	24,500
8. KBLX(FM)	pop/jazz	24,400
9. KFOG(FM)	classic rock	23,400
10. KSAN(FM)	country	23,100

5. Philadelphia

1. WMMR(FM)	AOR	85,400
2. WEAZ(FM)	easy listening	63,100
3. WUSL(FM)	urban contemp.	53,900
4. KYW(AM)	news	53,300
5. WMGK(FM)	soft contemp.	38,100
6. WCAU(AM)	news/talk	36,800
7. WSNi(FM)	adult contemp.	36,300
8. WPEN(AM)	nostalgia	34,800
9. WCAU(FM)	contemp. hit	34,600
10. WDAS-FM	black contemp.	31,400

6. Detroit

1. WRJ(AM)	MOR/talk	66,800
2. WJLB(FM)	urban contemp.	53,100
3. WWJ (AM)	news	42,100
4. WCZY(FM)	contemp. hit	39,100
5. WJOL(FM)	easy listening	36,300
6. WRIF(FM)	AOR	35,700
7. CKLW(AM)	nostalgia	33,600
7. WHYT(FM)	contemp. hit	33,600
9. WLLZ(FM)	AOR	27,300
10. WNIC-FM	adult contemp.	25,300

7. Boston

1. WBZ(AM)	adult contemp.	54,000
2. WBCN(FM)	AOR	45,000
3. WHDH(AM)	adult contemp.	40,100
4. WXKS-FM	contemp. hit	39,100
5. WRKO(AM)	talk	34,800
6. WJIB(FM)	easy listening	31,000
7. WSSH(FM)	soft contemp.	27,400
8. WZLX(FM)	classic hits	23,800
9. WEEI(AM)	news	22,600
10. WROR(FM)	adult contemp.	19,400

8. Houston-Galveston

1. KKQB-FM	contemp. hit	44,200
2. KMJQ(FM)	black contemp.	42,900
3. KIKK-FM	country	39,800
4. KFMB(FM)	adult contemp.	35,300
5. KODA(FM)	easy listening	33,300
6. KTRH(AM)	news	30,800
7. KILT-FM	country	30,600
8. KRBE(FM)	adult contemp.	27,300
9. KSRR(FM)	AOR	25,700
10. KQUE(FM)	nostalgia	24,700

9. Washington

1. WKYS(FM)	urban contemp.	39,800
2. WGAY(FM)	easy listening	38,100
3. WMAL(AM)	MOR/talk	35,700
4. WMZQ(FM)	country	35,300
5. WHUR(FM)	black contemp.	31,700
6. WCXR(FM)	classic rock	27,600
7. WAVA(FM)	contemp. hit	24,700
8. WWDC-FM	AOR	22,800
9. WTOP(AM)	news	22,600
10. WDJY(FM)	urban contemp.	20,400

10. Dallas-Fort Worth

1. KVIL-FM	adult contemp.	45,900
2. KKDA-FM	urban contemp.	44,200
3. KPLX(FM)	country	38,100
4. WBAP(AM)	country	36,100
5. KRLD(AM)	news	33,000
6. KMEZ(FM)	easy listening	32,700
7. KSCS(FM)	country	29,900
8. KEGL(FM)	contemp. hit	26,900
9. KTXQ(FM)	AOR	26,100
10. KQZY(FM)	soft contemp.	19,700

11. Miami-Fort Lauderdale-Hollywood

1. WLYF(FM)	easy listening	43,600
2. WSHE(FM)	AOR	30,100
3. WQBA(AM)	Spanish	28,200
4. WHYI(FM)	contemp. hit	27,000
5. WHQT(FM)	urban contemp.	24,600
6. WJQY(FM)	easy listening	22,800
7. WNWS(AM)	news/talk	20,500
8. WCMQ(FM)	Spanish	19,600
9. WAXY(FM)	oldies	19,500
10. WEDR(FM)	urban contemp.	18,600

12. Nassau-Suffolk, N.Y.

1. WHTZ(FM)	contemp. hit	31,400
2. WBLI(FM)	classic hits	24,000
3. WALK-A-F	adult contemp.	23,200
4. WPLJ(FM)	contemp. hit	22,900
5. WBAB-FM	contemp. hit	19,400
6. WLTW(FM)	soft contemp.	17,300
7. WCBS(AM)	news	15,000
7. WNBC(AM)	adult contemp.	15,000
9. WCBS-FM	oldies	14,800
10. WNEW-FM	AOR	13,900

13. Pittsburgh

1. KDKA(AM)	MOR/talk	58,800
2. WSHH(FM)	easy listening	37,800
3. WBZZ(FM)	contemp. oldies	31,000
4. WDVE(FM)	AOR	27,600
5. WAMO-FM	urban contemp.	26,300
6. WWSW(FM)	adult contemp.	19,000
7. WHTX(FM)	adult contemp.	16,800
8. WTKN(AM)	talk	16,000
9. WMYG(FM)	adult contemp.	14,300
10. WJAS(AM)	nostalgia	13,200

14. Atlanta

1. WPCH(FM)	easy listening	33,900
2. WKLS-FM	AOR	33,800
3. WQXI-FM	contemp. hit	33,400
4. WVEE-FM	urban contemp.	31,500
5. WYAY(FM)	country	22,600
6. WZGC(FM)	contemp. hit	22,500
7. WSB(AM)	adult contemp.	20,900
8. WFOX(FM)	contemp./oldies	20,700
9. WSB-FM	adult contemp.	19,600
10. WKHX-FM	country	19,300

15. St. Louis

1. KMOX(AM)	variety	77,700
2. KSHE(FM)	AOR	41,700
3. KEZK(FM)	easy listening	22,600
4. KMJM(FM)	urban contemp.	19,200
5. WIL-FM	country	16,700
6. KYKY(FM)	adult contemp.	16,500
7. KHTR(FM)	contemp. hit	14,100
8. KSD-FM	adult contemp.	12,800
9. WMRV(FM)	eclectic rock	12,100
10. KWK-FM	contemp. hit	11,900

16. Baltimore

1. WLIF(FM)	easy listening	37,900
2. WXYV(FM)	urban contemp.	28,700
3. WBSB(FM)	contemp. hit	27,100
4. WBAL(AM)	adult contemp.	25,800
5. WPOC(FM)	country	24,600
6. WIYY(FM)	AOR	23,800
7. WFBR(AM)	contemp./talk	17,100
8. WMKR(FM)	contemp. hit	13,200
9. WCAO(AM)	country	12,400
10. WBGR(AM)	religious	10,900
10. WQSR(FM)	contemp./oldies	10,900

17. Seattle-Tacoma

1. KIRO(AM)	news/talk	34,500
2. KISW(FM)	AOR	24,100
3. KOMO(AM)	adult contemp.	18,800
4. KMPS-FM	country	16,500
5. KBRD(FM)	easy listening	16,100
5. KUBE(FM)	contemp. hit	16,100
7. KIXI(AM)	nostalgia	14,700
8. KSEA(FM)	easy listening	13,600
9. KPLZ(FM)	contemp. hit	12,800
10. KVI(AM)	oldies	11,200

18. Minneapolis-St. Paul

1. WCCO(AM)	variety	56,600
2. KQRS-A-F	AOR	31,500
3. KSTP-FM	adult contemp.	30,200
4. WLOL-FM	contemp. hit	24,800
5. KEEY-FM	country	21,600
6. KDWB-FM	contemp. hit	19,600
7. WAYL(FM)	easy listening	15,900
8. KJJO(FM)	classic rock	12,300
9. KTCZ-FM	AOR	12,100
10. KSTP-AM	news/talk	11,800

19. Anaheim-Santa Ana, Calif.

1. KIIS-FM	contemp. hit	24,200
2. KBIG(FM)	easy listening	19,900
3. KABC(AM)	talk	19,800
4. KJOI(FM)	easy listening	18,500
5. KROQ-FM	contemp. hit	17,300
6. KMPC(AM)	nostalgia	17,100
7. KLOS-FM	AOR	16,600
8. KRTH(FM)	oldies	14,300
9. KOST(FM)	soft contemp.	14,200
10. KNX(AM)	news	13,900

20. San Diego

1. KFMB(AM)	adult contemp.	26,500
2. KJQY(FM)	easy listening	24,200
3. KSDO-FM	news/talk	20,500
4. KFMB-FM	adult contemp.	20,100
5. XTRA-FM	classic rock	19,400
6. KGB-FM	AOR	19,300
7. XHRM(FM)	urban contemp.	14,300
8. KSDO-FM	contemp. hit	14,000
9. KSON-FM	country	11,600
10. KPQP(AM)	nostalgia	10,300

21. Cleveland

1. WMMS(FM)	contemp. hit	40,100
2. WQAL(FM)	easy listening	21,600
3. WMJI(FM)	contemp./oldies	21,100
4. WLTF(FM)	adult contemp.	20,400
5. WDOK(FM)	easy listening	19,800
6. WGCL(FM)	contemp. hit	16,400
7. WWWE(AM)	news/talk	14,900
8. WZAK(FM)	urban contemp.	14,600
9. WDMT(FM)	urban contemp.	14,400
10. WBBG(AM)	nostalgia	13,500

22. Tampa-St. Pete.-Clearwater, Fla.

1. WRBQ(FM)	contemp. hit	45,100
2. WWBA(FM)	easy listening	32,300
3. WQYK-FM	country	25,700
4. WUSA(FM)	adult contemp.	17,200
5. WYNF(FM)	AOR	15,700
6. WKRL(FM)	classic rock	15,100
7. WDAE(AM)	nostalgia	14,200
8. WFLA(AM)	news/talk	12,500
9. WGUL-FM	nostalgia	12,000
10. WPDS(FM)	adult contemp.	11,700

23. Denver-Boulder

1. KOSI(FM)	easy listening	25,500
2. KMJI(FM)	soft contemp.	18,600
3. KBCO-FM	AOR	18,400
4. KPKE-FM	contemp hit	17,800
5. KBPI(FM)	contemp. hit	17,700
6. KOA (AM)	news/talk	15,300
7. KYGO(FM)	country	12,200
8. KEZW(AM)	nostalgia	11,900
9. KAZY(FM)	AOR	10,800
10. KRXY-FM	adult contemp	10,500

24. Phoenix

1. KZZP-FM	contemp. hit	30,200
2. KNIX-FM	country	25,200
3. KTAR(AM)	news/talk	21,600
4. KUPD-FM	contemp. hit	19,500
5. KMEO(FM)	easy listening	18,200
6. KQYT(FM)	easy listening	15,700
7. KKLT(FM)	soft contemp.	12,700
8. KOY (AM)	contemp./talk	10,200
9. KOOL-FM	adult contemp.	9,800
10. KSLX(FM)	classic hits	9,200

25. Milwaukee-Racine

1. WTMJ(AM)	adult contemp.	33,100
2. WKTJ(FM)	contemp. hit	21,300
3. WEZW(FM)	easy listening	20,100
4. WOKY(AM)	nostalgia	17,500
5. WKLH(FM)	classic hits	15,800
6. WQFM(FM)	AOR	15,300
7. WLUM(FM)	urban contemp.	10,600
8. WMIL(FM)	country	10,200
9. WMYX(FM)	contemp. hit	8,300
10. WBCS-FM	country	7,600

26. Providence-Warwick-Pawtucket, R.I.

1. WPRO-FM	contemp. hit	26,200
2. WLKW-FM	easy listening	24,200
3. WHJY(FM)	AOR	20,900
4. WWLI(FM)	contemp. hit	17,800
5. WHJJ(AM)	news/talk	15,900
6. WPRO-AM	adult contemp.	12,700
7. WBRU(FM)	AOR	10,000
8. WERI-FM	contemp. hit	9,800
9. WWAZ(AM)	nostalgia	9,100
10. WMYS(FM)	adult contemp.	7,200

27. Kansas City, Mo.

1. KMBZ(AM)	news/information	17,800
2. KYYS(FM)	AOR	15,900
3. WDAF(AM)	country	15,600
4. KFKF(FM)	country	14,500
5. KMBR(FM)	easy listening	14,300
6. KBEQ(FM)	contemp. hit	13,900
7. KLSI(FM)	adult contemp.	11,000
7. KUDL-FM	soft contemp.	11,000
9. KCFX(FM)	AOR	10,900
10. KCMO(AM)	news	9,000

28. San Jose, Calif.

1. KGO(AM)	talk	15,700
2. KBAY(FM)	easy listening	11,300
3. KCBS(AM)	news/talk	11,200
4. KWSS(FM)	contemp hit	11,000
5. KOME(FM)	ACR	7,500
6. KNBR(AM)	adult contemp.	6,800
7. KYUU(FM)	adult contemp.	6,700
8. KSOL(FM)	urban contemp	6,600
9. KBRG(FM)	Spanish	6,100
9. KSJO(FM)	AOR	6,100

29. Cincinnati

1. WEBN(FM)	AOR	20,600
2. WLW-FM	adult contemp.	19,800
3. WUBE-FM	country	17,100
4. WKRQ(FM)	contemp. hit	16,800
5. WWZZ(FM)	easy listening	16,400
6. WKRC(AM)	adult contemp.	12,700
7. WBLZ(FM)	urban contemp.	12,100
8. WCKY(AM)	news/talk	10,000
9. WRRM(FM)	soft contemp.	7,300
10. WSKS(FM)	AOR	7,000

30. Portland, Ore.

1. KXL-FM	easy listening	16,600
2. KKRZ-FM	contemp hit	14,000
3. KGW(AM)	adult contemp.	13,400
4. KGON(FM)	AOR	12,900
5. KXL(AM)	easy listening	11,700
6. KINK(FM)	adult contemp.	11,400
7. KEX(AM)	adult contemp.	10,600
8. KUPL-FM	country	9,100
9. KMJK-FM	contemp. hit	8,500
10. KYTE(AM)	nostalgia	8,200

31. New Orleans

1. WYLD-FM	urban contemp.	29,600
2. WEZB(FM)	contemp. hit	20,200
3. WBYS(FM)	easy listening	15,700
4. WLTS(FM)	urban contemp	13,700
5. WWL(AM)	news/talk/country	12,100
6. WQUE(FM)	adult contemp	11,500
7. WNOE-FM	country	10,800
8. WRNO(FM)	contemp. hit	10,100
9. WAJY(FM)	soft contemp.	10,000
10. WBOK(AM)	urban contemp	8,700

32. Sacramento, Calif.

1. KSFM(FM)	contemp. hit	24,100
2. KCTC(FM)	easy listening	19,000
3. KXOA-FM	adult contemp.	15,000
4. KRAK-FM	contemp. hit	14,400
4. KZAP(FM)	AOR	14,400
6. KWOD(FM)	contemp. hit	12,300
7. KFBK(AM)	news/talk	11,000
8. KRAK(AM)	country	8,100
9. KHYL(FM)	adult contemp.	6,300
10. KXOA(AM)	nostalgia	5,600

33. Columbus, Ohio

1. WLVQ(FM)	AOR	22,500
2. WSNY-FM	adult contemp	20,100
3. WNCI(FM)	adult contemp.	15,800
4. WBNS-FM	easy listening	15,600
5. WXGT(FM)	contemp hit	13,400
6. WTVN(AM)	oldies	10,500
7. WVKX(FM)	adult contemp.	7,700
8. WRMZ(FM)	adult contemp.	6,700
9. WMNI(AM)	country	5,700
10. WHOK(FM)	country	5,200

34. Norfolk-Virginia Beach-Nwpt. News, Va.

1. WNOR-FM	AOR	20,500
2. WOWI(FM)	urban contemp	18,300
3. WCMS-FM	country	16,300
4. WFOG(FM)	easy listening	14,300
5. WNVZ(FM)	contemp. hit	13,400
6. WLTJ(FM)	adult contemp.	11,100
7. WRSR(FM)	contemp. hit	9,300
8. WMYK(FM)	urban contemp.	9,200
8. WTAR(AM)	oldies	9,200
8. WWDE-FM	adult contemp.	9,200

35. Buffalo-Niagara Falls, N.Y.

1. WBUF(FM)	adult contemp.	19,300
2. WJYE(FM)	easy listening	17,900
3. WYRK(FM)	country	13,000
4. WBEN(AM)	adult contemp.	11,800
5. WPHD(FM)	contemp. hit	11,400
6. WBLK-FM	urban contemp.	10,900
7. WECK(AM)	nostalgia	10,200
8. WBEN-FM	contemp. hit	10,000
9. WGR(AM)	adult contemp.	9,700
10. WNYS(FM)	contemp. hit	8,600

36. Indianapolis

1. WIBC(AM)	adult contemp.	31,600
2. WFBO(FM)	AOR	22,600
3. WFMS(FM)	country	16,700
4. WTLC(FM)	urban contemp.	15,300
5. WXTZ(FM)	easy listening	14,600
6. WENS(FM)	soft contemp.	13,600
7. WZPL(FM)	contemp. hit	12,100
8. WEAG(FM)	contemp. hit	7,900
9. WTUX(AM)	nostalgia	6,700
10. WTPI(FM)	adult contemp.	5,300

37. San Antonio, Tex.

1. KTFM(FM)	adult contemp.	18,300
2. KQXT(FM)	easy listening	16,600
3. KISS(FM)	AOR	15,800
4. KBUC-A-F	country	11,400
5. KCOR(AM)	Spanish	10,800
6. KAJA(FM)	country	10,000
7. KONO(AM)	adult contemp.	9,700
8. KITY(FM)	contemp. hit	9,500
9. KSMG(FM)	adult contemp.	8,700
10. KEDA(AM)	Spanish	7,900

38. Riverside-San Bernardino, Calif.

1. KDUO(FM)	easy listening	12,800
2. KGGI(FM)	contemp. hit	11,500
3. KFI(AM)	adult contemp.	8,300
4. KRTH(AM)	oldies	8,000
5. KIIS(FM)	contemp. hit	7,900
6. KLOS(FM)	AOR	7,200
7. KBIG(FM)	easy listening	6,800
8. KFXM(AM)	nostalgia	5,900
9. KOST(FM)	soft contemp.	5,600
10. KQLH(FM)	soft contemp.	5,100

39. Hartford-New Britain, Conn.

1. WTIC(AM)	MOR/talk	32,300
2. WTIC-FM	contemp. hit	25,700
3. WRCH-FM	easy listening	16,200
4. WCCC-FM	AOR	8,200
5. WKSS(FM)	contemp. hit	8,000
6. WHCN(FM)	AOR	7,900
7. WDRG(AM)	oldies	7,100
7. WIOF(FM)	adult contemp.	7,100
9. WDRG-FM	adult contemp.	5,200
10. WRCQ(AM)	nostalgia	5,100

40. Charlotte-Gastonia-Rock Hill, N.C.

1. WSOC-FM	country	17,800
2. WPEG(FM)	urban contemp.	15,400
3. WEZC(FM)	adult contemp.	13,200
4. WLVK(FM)	country	13,100
5. WROQ(FM)	contemp. hit	12,900
6. WBT(AM)	adult contemp.	10,300
7. WRFX(FM)	AOR	7,900
8. WBCY(FM)	contemp hit	7,400
9. WZXI(FM)	soft contemp.	6,700
10. WWDM(FM)	urban contemp.	3,500