



# ***RATINGS REPORT & DIRECTORY***

**YOUR COMPLETE INDUSTRY RESOURCE GUIDE**

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## **PREMIERE**

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## **RADIO NETWORKS**

*Lean Mean  
Radio Cuisine*

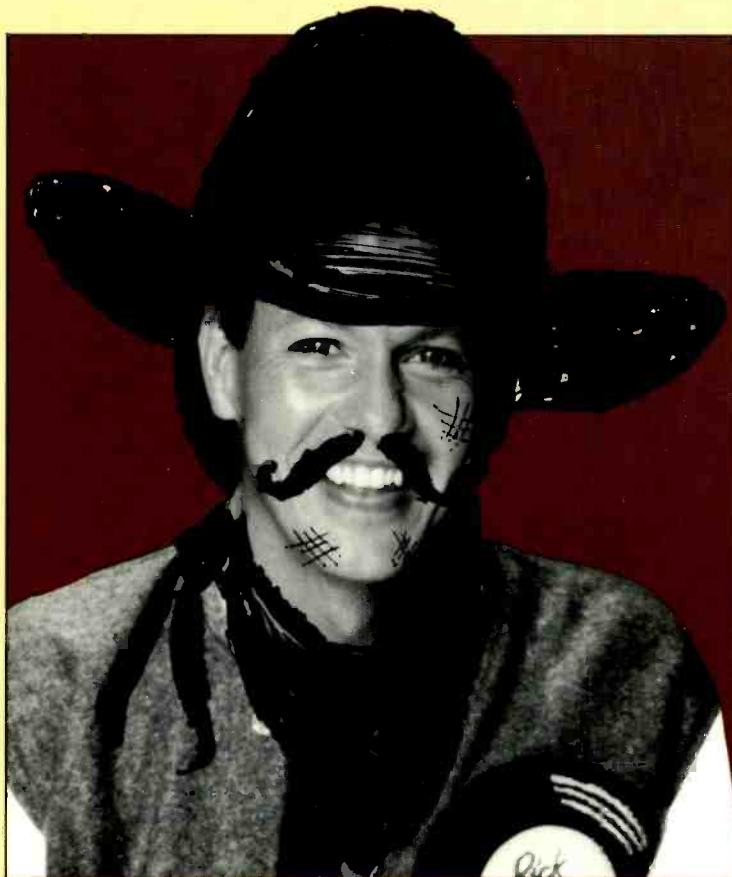


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**ARBITRON/BIRCH RESULTS + EXPANDED INFORMATION:  
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NEW A-Z INDUSTRY DIRECTORY INDEX**

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A notorious quick draw artist who can grab and hang onto the #1 slot in your market with his double-barreled ratings action on Rick Dees Weekly Top 40 Countdown and Rick Dees On The Line.

Considered downright dangerous, Dees is known for lassoing listeners from your competition's corral and turning their book into a ghost town.

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DIR RADIO NETWORK





## Shannon Rocks LA Hard!

Scott Shannon's Pirate Radio is on the air. And it's not CHR, it's rock—what *USA Today* calls “a new program mix that emphasizes hard rock/heavy metal.”

To promote the new station, Shannon came to Film House for a breakthrough television campaign. And he got it. In a series of spots inspired by a concept Film House pioneered some 18 months ago, the Pirate Radio logo literally breaks through a veil of static as if pirate broadcasters are jamming the regular television signal.

“I called Film House for two reasons,” says Shannon. “One, we needed something different, something to cut through the LA clutter. And two, we needed someone who could keep their mouths shut.”

Call Film House today, and trust us to help you break through the media clutter in your market with a television campaign that gets results.

*The Leader*  
**filmhouse**  
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**Affordable**

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# FORMAT REACH CHARTS

**E**ach radio market has its own individual audience composition. Because of this, listener format reach can differ from one market to another, and from one region to another. A format that may enjoy dominance in one market may be weaker in another one — but it may still demonstrate overall regional or national strength. The National and Regional Format Reach Charts on this and the following page outline listener format reach throughout the US during the Fall '88 book.

The regions used in these charts correspond to those used by R&R's format editors to define their reporting regions. Each of the top 100 markets featured in this edition of the R&R Ratings Report was tallied by its respective region (using format penetration data) to develop this information. The regional numbers were then combined and averaged to arrive at the national format numbers shown here.

**AC 20.0% (19.6%)**

**CHR 18.2% (19.2%)**

**Ctry 14.1% (13.7%)**

**AOR 10.7% (11.4%)**

**BM/Easy 8.8% (8.9%)**

**UC 7.8% (7.8%)**

**Gold 6.8% (6.0%)**

**N/T 6.7% (6.4%)**

**BBnd/Nost 2.5% (2.0%)**

**Span 1.6% (1.7%)**

**Rel/CC 1.0% (.8%)**

**Clas .8% (.7%)**

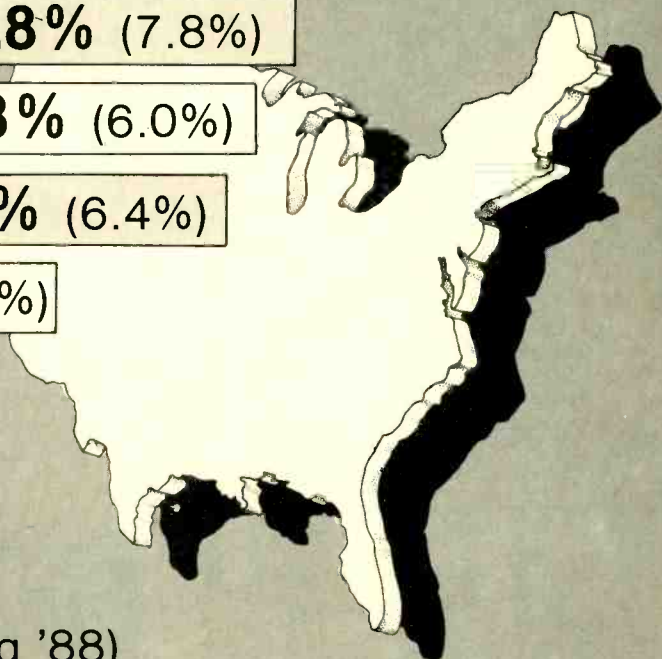
**NAC .8% (.7%)**

**Jazz .1% (.1%)**

**Misc .1% (.2%)**

**Sports .1% (.1%)**

(Spring '88)



## FORMAT LEGEND

AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Clas-Classical, CR-Classic Rock, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, NAC-New AC, News-News, Nost-Nostalgia, NR-New Rock, N/T-News/Talk, Rel-Religious, Span-Spanish, Talk-Talk, UC-Urban Contemporary.



*We are all more  
Than we believe we are...*

*Montaigne*



Michel Tcherevkoff

**Transforming human potential  
into the spectrum of human achievement  
requires a recognition  
of each person's separate importance...  
and  
a belief that we all share in  
another's success.**

---

**GROUP**  
  
**RADIO**  
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BROADCASTING COMPANY

Since 1920  
The • First • Name • In • Radio

WBZ Boston • WINS New York • KYW Philadelphia • KDKA Pittsburgh  
WMAQ Chicago • KODA Houston • KQZY Dallas/Fort Worth  
KQXT San Antonio • KMEO-AM-FM Phoenix  
KFBK KAER Sacramento • KFWB Los Angeles • KJQV San Diego  
Group W Washington News Bureau

# If You Think AP News And Sports, You've Got

With over 1,500 newspeople in 221 bureaus worldwide, the Associated Press covers virtually every major story as it happens. But we don't just cover the hard



news stories people need to hear, we also cover the stories they want to hear.

*Everyday you get Today in History.*

From Bruce Springsteen's newest release to the latest on the royal family. It's anything and everything interesting.

## The Flip-Side Side Of Life

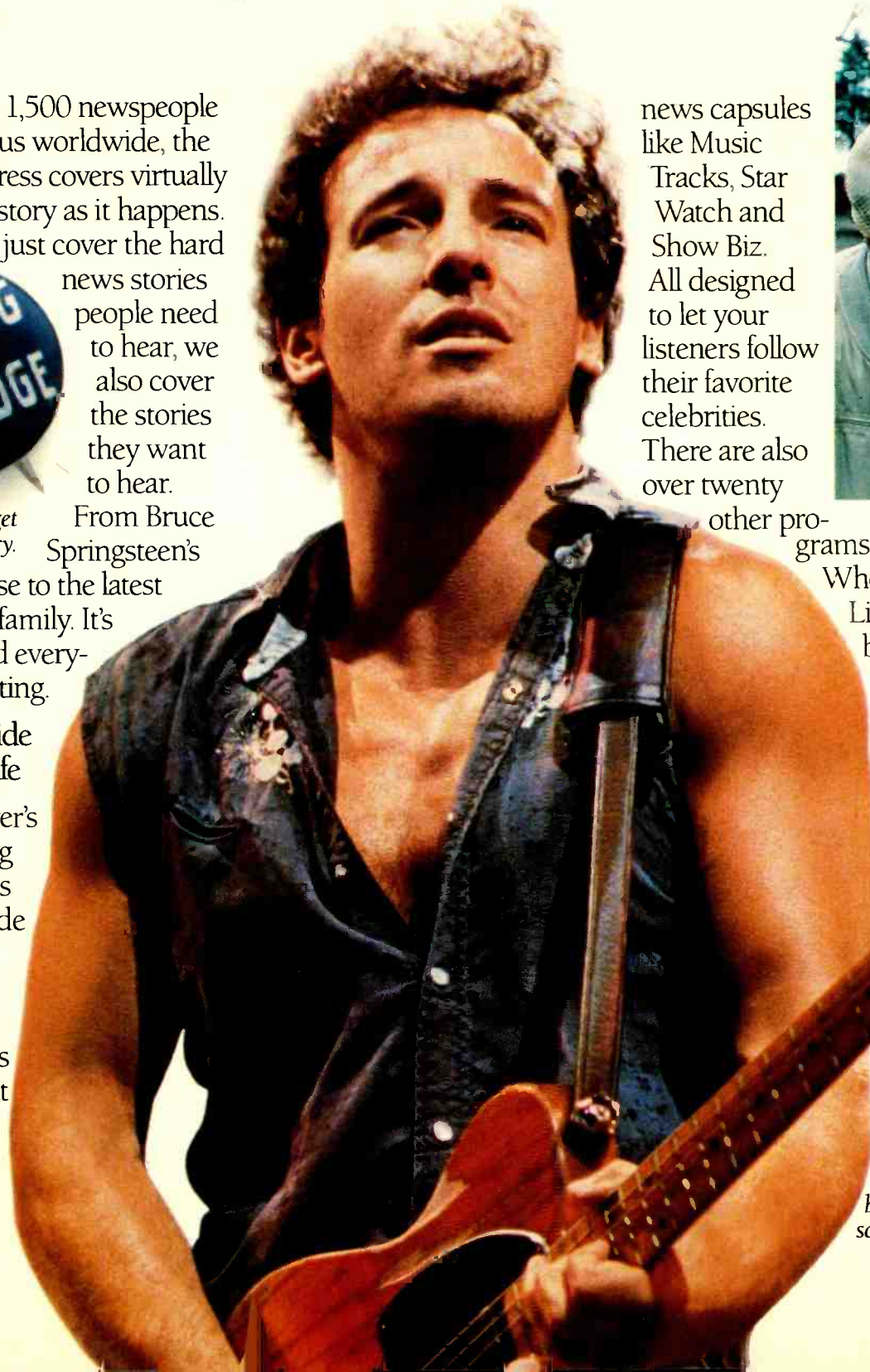
Newspower's features bring your listeners the lighter side of the news. Take Segue (SEG-WAY), Newspower's inside look at show biz. It's a daily package of

news capsules like Music Tracks, Star Watch and Show Biz. All designed to let your listeners follow their favorite celebrities. There are also

other pro-

grams including Where There's Life. Which brings you the off-beat side of the news. Stories that

*Whether they're born in the USA or on a royal estate, Segue takes you behind the scenes.*





# Power Is Just News, Weather Another Thing Coming.



Opening Wall Street will keep commuters tuned in all morning long. And the Sunriser reviews major farm market trends and follows their impact from the commodities market all the way to the supermarket.

For the newest developments in health and fitness, there's Feeling Good. Plus throughout the year there are special programs that offer Christmas gift suggestions, tax tips and more. But whether it's big news or small, it's sure to be news both you and your listeners can use.

*Where's There's Life features stories that make listeners squeal.*

make people roll their eyes, shake their heads and remember there's a flip-side of life.

## Information That Counts

Newspower's agriculture and business reports give listeners the latest economic news from around the world. Features like

## It's Not Just Good News. It's Good Business.

Every week, Newspower delivers over 500 ready to sell programs like Sports Quiz, People in the News and Today in History. And every one can be sold without AP clearance. Which means that Newspower can create over 1,200 new commercial breaks and adjacencies each week. Providing the programs that are sure to bring

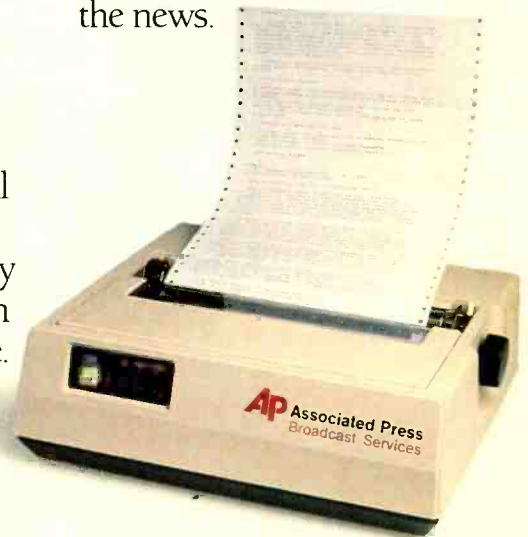
in more advertisers. And more advertising dollars, too.

So if you want the power to attract more listeners and more



*Our Wall Street coverage stacks up with the best.*

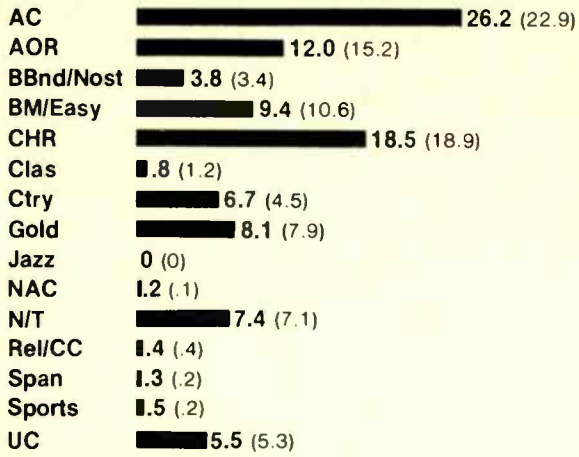
advertisers, call Rosie Oakley at 1-800-821-4747 and ask about Newspower. It's the best way to get more out of the news.



# Associated Press Broadcast Services



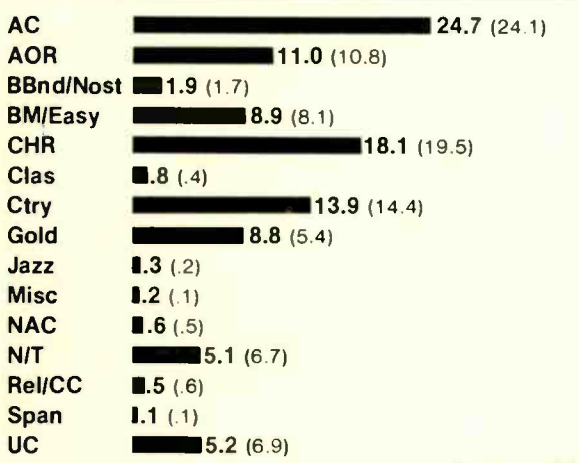
# EAST



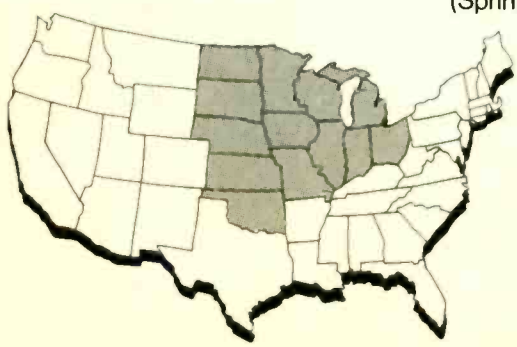
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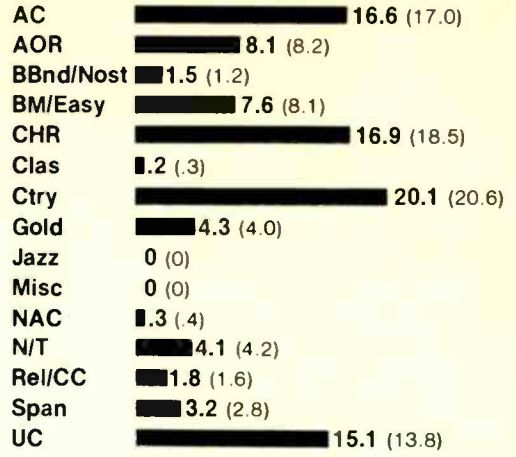
# MIDWEST



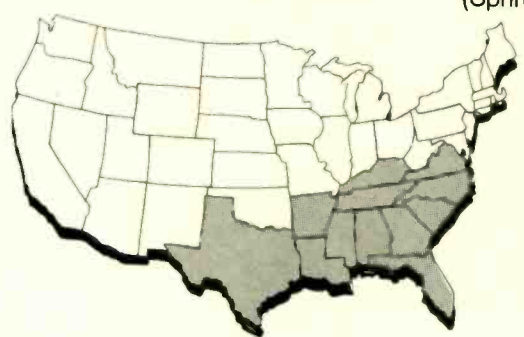
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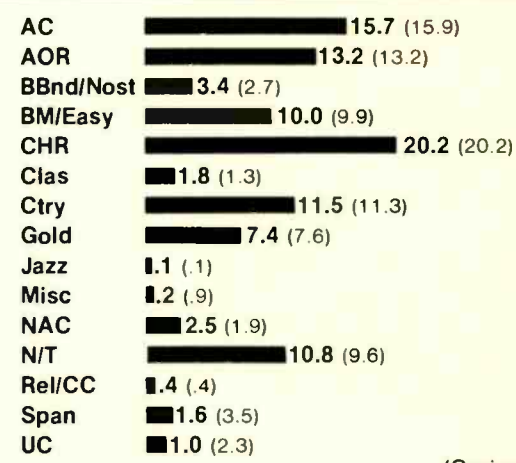
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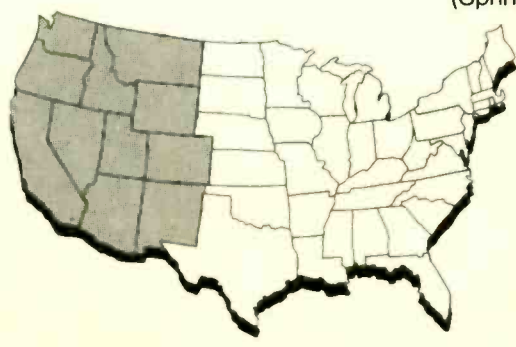
(Spring '88)



# WEST



(Spring '88)





Arbitron says these people are the same.



Age and sex is certainly valuable information. But if that's where your rating source stops measuring you'd better hold it. Like the pictures here, the ages and sexes may be the same but *vive la différence!* Differences in income, education, lifestyle, purchasing habits, likes and dislikes, pros and cons, the list goes on and they're *all* important.

Only Birch/Scarborough provides you with the differences that your sales staff can use to show the quality and quantity of the audience you have invested your programming dollars to gain.

Because Birch gets its information right from the horse's mouth. One on one. Person to person. At Birch/Scarborough, we talk directly to the people your clients' clients want to talk to. Because that's the only way to get reliable, in-depth information. Information that sells beyond cost per point.

No two people are alike. The same is true of radio ratings services. **They** say people are the same. **We** say the difference is like nighttime and drive time.

1-800-62-BIRCH  
Ask for Sally Phillips

Birch  
Scarborough

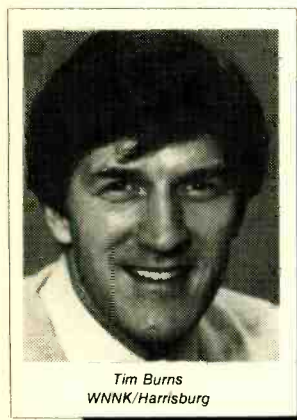
A VNU Marketing Information Services Company



# DRIVETIME DOMINATORS

Average Quarter-Hour Share  
(12+, M-F, 6-10am)

## AM Drive/Top 25



1. **WVIK-AM & FM/Knoxville (Ctry)** 38.1  
*Claude Tomlinson*
2. **WTIC/Hartford (AC)** 25.0  
*Bob Steele*
3. **KMOX/St. Louis (Talk)** 24.5  
*Bob Hardy, Bill Wilkerson, Wendy Weiss*
4. **WVIC-AM & FM/Lansing (CHR)** 23.4  
*Rich Michaels*
5. **WCCO/Minneapolis-St. Paul (AC)** 23.2  
*Charlie Boone & Roger Erickson*
6. **WNNK/Harrisburg (CHR)** 22.7  
*Tim Burns, Dan Kamal, Dennis Edwards*
7. **WHAS/Louisville (AC)** 22.6  
*Wayne Perkey*
8. **KSSN/Little Rock (Ctry)** 22.1  
*Bob Robbins*
8. **WKSJ-AM & FM/Mobile (Ctry)** 22.1  
*Wayne Gardner & Bill Dotson*
10. **KFAB/Omaha-Council Bluffs (AC)** 21.1  
*Don Cole, Walt Kavanagh, Kent Pavelka*
11. **KDKA/Pittsburgh (AC)** 21.0  
*John Cigna & The K-Team*
12. **KGBT/McAllen-Brownsville (Span)** 20.6  
*Jorge Juillen, Hugo De La Cruz*
12. **WNDE & WFBQ/Indianapolis (AOR)** 20.6  
*Bob & Tom*
14. **WXLK/Roanoke-Lynchburg (CHR)** 20.4  
*Sunny Joe Stevens & Kirk Patrick*
15. **WTOD & WKKO/Toledo (Ctry)** 20.3  
*Jack Mitchell & Mary Beth*
16. **WSYR/Syracuse (AC)** 20.1  
*Bill Baker*
17. **WRVA/Richmond (AC)** 19.9  
*Alden Aaroe & Tim Timberlake*
18. **WIKS/Coastal North Carolina (UC)** 19.6  
*Quincy*
19. **WTQR/Greensboro-Winston Salem (Ctry)** 18.8  
*Dale Mitchell & Aunt Elouise*
20. **WCMF/Rochester, NY (AOR)** 18.7  
*Brother Wease Morning Circus f/Chris Shirer & B.J. Shea*
21. **KMQM-AM & FM/Honolulu (CHR)** 18.5  
*Michael Qseng & Morning Madness*
22. **KUZZ-AM & FM/Bakersfield (Ctry)** 18.2  
*Steve Gradowitz*
22. **WQUT/Johnson City (CHR)** 18.2  
*Steve Mann*
24. **WIOG/Flint (CHR)** 18.0  
*Dean Myers & Roger Beaty*
25. **WHOT-AM & FM/Youngstown (CHR)** 17.9  
*A.C. McCullough & Kelly Stevens*
25. **WRBQ-AM & FM/Tampa (CHR)** 17.9  
*Cleveland Wheeler & The Q-Zoo*
25. **WXBQ/Johnson City (Ctry)** 17.9  
*Dave Carter*



# NO FAT, HIGH ENERGY LINE-UP!

**W**e've created the perfect recipe for great radio. It's ideal for today's active lifestyle: high in creative content, fit for its intended format and absolutely no fat. It seems that some of our competitors have become somewhat portly, indulging in serving after serving of program offerings whose only purpose is to devour your available air time while fattening up their bottom lines.

We, on the other hand, are committed to delivering great programs that build large audiences for our stations and our advertisers. So, at Premiere Radio Networks, we're concentrating on consistently tasty menus of daily, weekly and special programs that are healthy for everyone.

For reservations, call your Premiere Chef de Cuisine today. You'll enjoy a refreshing change from the deep-fried, fast food radio they're serving down the street. If you don't do it for yourself, do it for your children.  
**PREMIERE RADIO NETWORKS**  
(213) 467-2346.

## *Menu*



**PREMIERE COMEDY NETWORK.** Hot Hors D'oeuvres of hilarity. 15-20 tastes artfully arranged by the comedy cooks—Jeff Altman, Ronnie Schell, John London, and the legendary Premiere Comedy Troupe. A great starter for any day.



**NATIONAL LAMPOON'S TRUE FACTS.** Our longest-running comedic creation. More exotic than our escargot milkshake, these unbelievable but totally true facts are served up in 90-seconds during drivetime by Z100's breakfast chef Ross Brittain.



**THE CLA'ENCE UPDATE.** A 90-second short order soul-fully prepared by Cla'ence himself daily. Updates of America's #1 TV soap, CBS-TV's *The Young And the Restless*, served on a bed of greens.



**THE PREMIERE PLAIN-RAP COUNTDOWN.** Every morning talent becomes the Galloping Gourmet with this. We supply all the ingredients, you get all the raves.



**LIVE FROM THE '60s WITH THE REAL DON STEELE.** Our tribute to the days of the Electric Banana and Yellow Submarine sandwich. The Real Don Steele flash freezes the decade of Aquarius weekly. He cooks!



**FRAZE AT THE FLICKS.** Frazee treats your listeners to fresh hot buttered popcorn and a private screening as he previews the hottest new releases from Tinseltown.



**THE NATIONAL LAMPOON RADIO HOUR.** A smorgasbord of some of the classic moments in radio history from legends like Chevy Chase, John Belushi, Gilda Radner, Bill Murray, et al.



**ON THE PHONE WITH TI-RONE.** A recipe right out of the Dear Abby cookbook. Ti-Rone gives this dish a distinctly urban flavor as he whips up 90-seconds of humorous advice each day.

**PREMIERE**  
RADIO NETWORKS

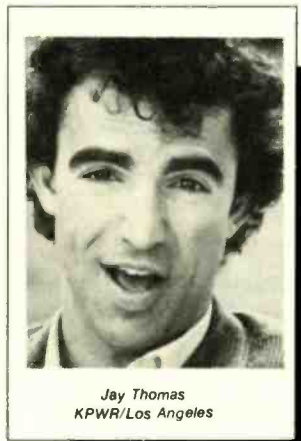
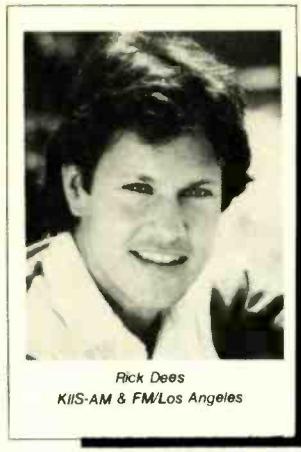
NEW YORK • LOS ANGELES • CHICAGO



# DRIVETIME DOMINATORS

Cume Persons  
(12+, M-F, 6-10am)

## AM Drive/Top 25



1. **WINS/New York (News)** 1,980,500  
*Paul Smith, Michael O'Neil, Judy DeAngelis*
2. **WHTZ/New York (CHR)** 1,460,800  
*Scott Shannon, Ross Brittain*
3. **WCBS/New York (News)** 1,316,400  
*Jim Donnelly, Bridget Quinn*
4. **KIIS-AM & FM/Los Angeles (CHR)** 1,078,400  
*Rick Dees, Charleye Wright, Liz Fulton, Chuck Street*
5. **KPWR/Los Angeles (CHR)** 987,700  
*Jay Thomas, Jayne Johnson, Monica Brooks*
6. **WPLJ/New York (CHR)** 969,300  
*Jim Kerr & The Morning Crew*
7. **WOR/New York (Talk)** 923,300  
*John A. Gambling & John R. Gambling*
8. **WRKS/New York (UC)** 886,500  
*Carol Ford & Mike Love*
9. **WGN/Chicago (AC)** 882,700  
*Bob Collins*
10. **WXRK/New York (CR)** 866,000  
*Howard Stern*
11. **KYW/Philadelphia (News)** 836,200  
*Pat Famack, Harry Donahue, Gene Scott*
12. **WBBM/Chicago (News)** 821,600  
*Felicia Middlebrooks, John Hultman*
13. **WPAT-AM & FM/New York (B/IEZ)** 781,100  
*Dell De Montreux*
14. **KNX/Los Angeles (News)** 772,200  
*Dave Zorn, Jack Salvatore*
15. **WCBS-FM/Los Angeles (Gold)** 771,500  
*Harry Harrison, Ron Lundy*
16. **KFWB/Los Angeles (News)** 770,100  
*Charlie Brailer, John Leisher, Stan Bohman*
17. **WBLS/New York (UC)** 737,000  
*Ken Webb*
18. **WQHT/New York (CHR)** 731,800  
*Stevens & Grdnic*
19. **WLTW/New York (AC)** 730,500  
*Batt Johnson*
20. **WLUP-AM & FM/Chicago (AOR)** 714,800  
*Jonathon Brandmeier*
21. **KABC/Los Angeles (Talk)** 684,500  
*Ken Minyard & Bob Arthur*
22. **WNEW-FM/New York (AOR)** 681,800  
*Dave Herman*
23. **KOST/Los Angeles (AC)** 647,300  
*Mark Wallengren & Kim Amidon*
24. **WNSR/New York (AC)** 632,900  
*Bill Neil, Debbie Gross*
25. **WGCI-AM & FM/Chicago (UC)** 613,200  
*Doug Banks with Banks & Company*



# INTRODUCING INTEREP'S RADIO STORE EXECUTIVES

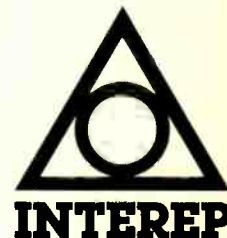
## The Radio Store<sup>SM</sup>

INTEREP's Radio Store is one stop shopping for radio buying opportunities. The Radio Store is uniquely positioned to respond to expanding the role radio has in the advertising mix.

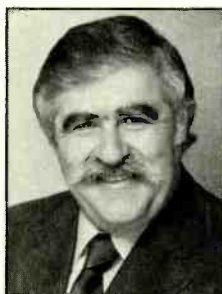
The Radio Store not only addresses new business dollars, but also extends to agencies and clients additional vehicles to support their campaign.

We believe that through The Radio Store we serve our client's best interest by doing what's best for the advertisers.

We are proud to introduce to you our Regional Executives who will be coordinating all Radio Store efforts.



**ELEN HULLEBERG**  
President



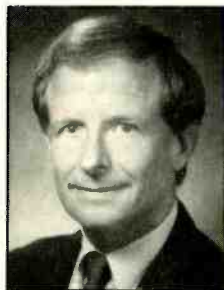
**TONY MAISANO**  
Atlanta



**TOM POULOS**  
Boston



**MIKE DISNEY**  
Chicago



**RICK FROMME**  
Dallas



**JIM HAGAR**  
Detroit



**JEFF DASHEV**  
Los Angeles



**MARC GUILD**  
New York



**BOB LION**  
New York



**PAM LITTLE**  
Philadelphia



**AUSTIN WALSH**  
San Francisco



**GARY AHRENS**  
St. Louis

# DRIVETIME DOMINATORS

Average Quarter-Hour Share  
(12+, M-F, 3-7pm)

## PM Drive/Top 25



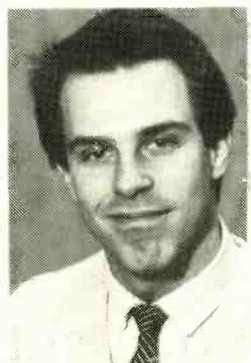
Ed Brantley  
WIVK-AM & FM/Knoxville



Danny Stewart  
WVIC-AM & FM/Lansing



Eddie Haskell  
WXLK/Roanoke-Lynchburg



Bruce Bond  
WNNK/Harrisburg



B.K. Kirkland  
WIKS/Coastal North Carolina

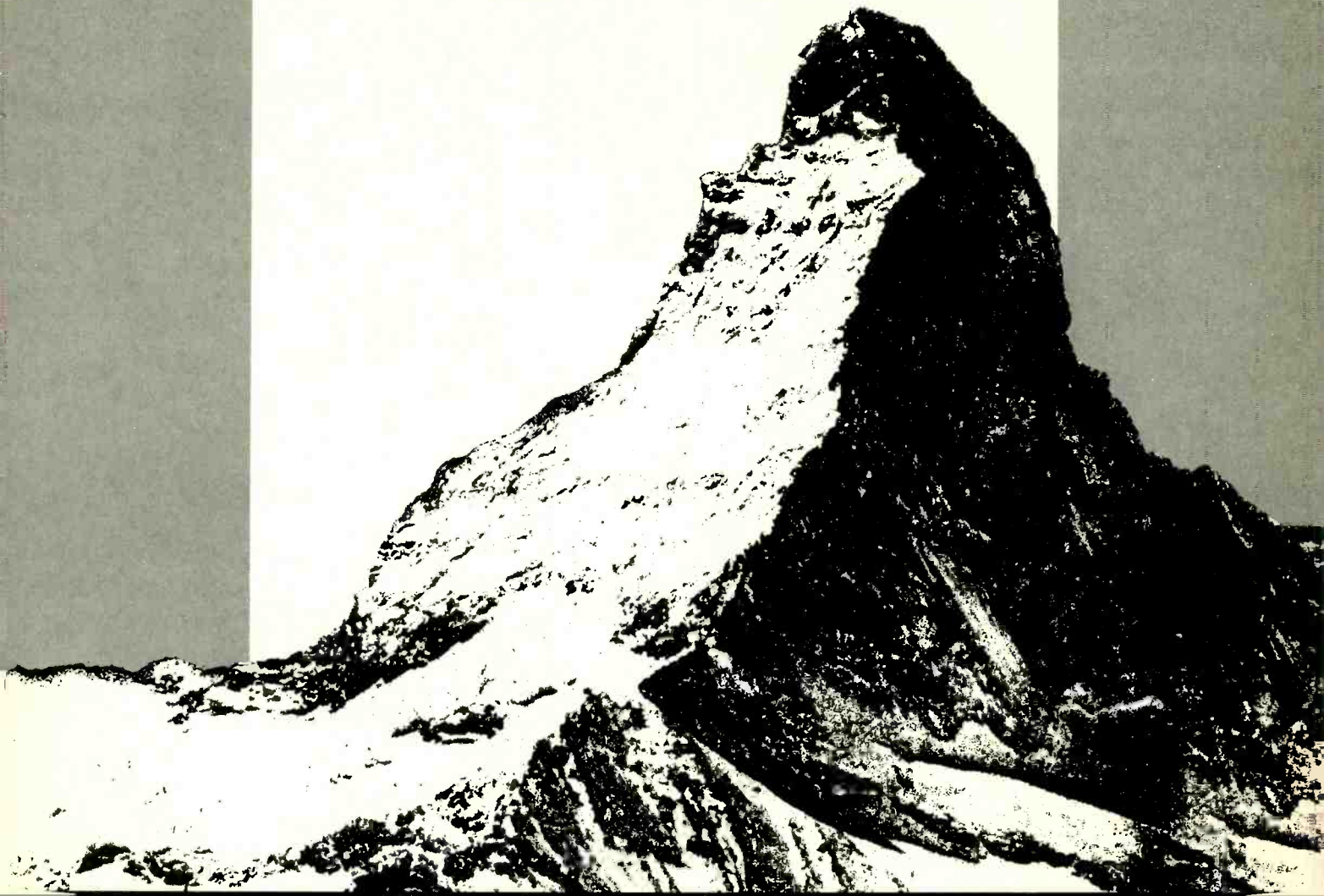


Doug Enlow  
WCOS-AM & FM/Columbia, SC

1. **WIVK-AM & FM/Knoxville (Ctry)** 32.1  
*Ed Brantley*
2. **WNNK/Harrisburg (CHR)** 23.7  
*Bruce Bond*
3. **WXLK/Roanoke-Lynchburg (CHR)** 22.1  
*Eddie Haskell*
4. **WQUT/Johnson City (CHR)** 21.5  
*Steve Taylor*
5. **WIKS/Coastal North Carolina (UC)** 21.1  
*B.K. Kirkland*
6. **WIOG/Flint (CHR)** 20.7  
*Rick Donahune*
7. **WVIC-AM & FM/Lansing (CHR)** 19.9  
*Danny Stewart*
8. **KBFM/McAllen-Brownsville (CHR)** 19.8  
*Dusty Hayes*
9. **KRQQ/Tucson (CHR)** 19.8  
*Jeff Davis*
10. **WSKZ/Chattanooga (CHR)** 19.6  
*Mike Allison*
11. **KSSN/Little Rock (Ctry)** 19.5  
*Ray Randall*
12. **WXBQ/Johnson City (Ctry)** 18.0  
*Gordon Light*
13. **WCOS-AM & FM/Columbia, SC (Ctry)** 17.5  
*Doug Enlow*
14. **KUZZ-AM & FM/Bakersfield (Ctry)** 17.3  
*Chris Conner*
14. **WCMF/Rochester, NY (AOR)** 17.3  
*Janet Merriam*
14. **WTQR/Greensboro-Winston Salem (Ctry)** 17.3  
*Danny Hall*
17. **WKSJ-AM & FM/Mobile (Ctry)** 17.1  
*Jeff Funk*
18. **WEZN/Bridgeport (AC)** 16.7  
*Kathryn Mills*
19. **WRBQ-AM & FM/Tampa (CHR)** 16.5  
*Mason Dixon*
20. **KMQM-AM & FM/Honolulu (CHR)** 16.4  
*U Willi Moku*
21. **KGBT/McAllen-Brownsville (Span)** 16.3  
*Hugo De La Cruz, Ramon Telles*
22. **WEAT-AM & FM/West Palm Beach (B/EZ)** 16.2  
*Paul Dunn*
23. **WAMZ/Louisville (Ctry)** 16.1  
*Coyote Calhoun*
24. **WTFM/Johnson City (AC)** 16.0  
*Chuck Anthony*
25. **WHRK/Memphis (UC)** 15.9  
*Reggie Fine*



# We took it to the Top!



The theme for this year's Major Market Radio Fly-In, with co-host EZ Communications, was "Taking It To The Top." For 10 years we've been bringing the best of the best in speakers and industry related workshops and seminars to our client stations. 1989 was no exception. Commissioner of Baseball Peter Ueberroth, Astronaut Neil Armstrong, Everest explorer John Amatt and syndicated economist Frank Capiello all contributed to what was the best attended Fly-In ever. We believe in pumping money back into our product. The Fly-In was our way of making sure our clients know how much we value our relationship with them. 10 years later, we feel proud knowing we took it to the very top. After all, good people business is good business.



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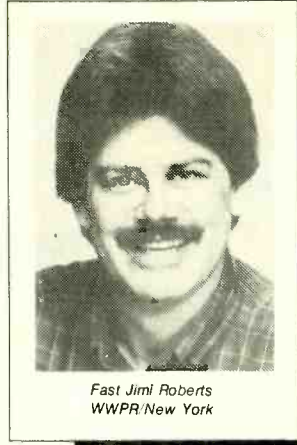
# DRIVETIME DOMINATORS

## PM Drive/Top 25

Cume Persons  
(12+, M-F, 3-7pm)



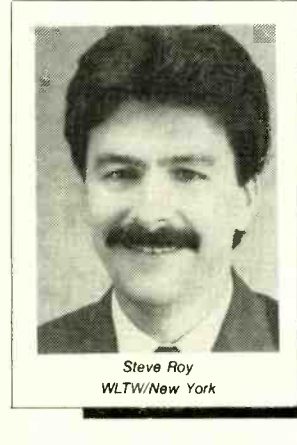
*Magic Matt Alan*  
WHTZ/New York



*Fast Jimi Roberts*  
WWPR/New York



*Mucho Morales*  
KPWR/Los Angeles



*Steve Roy*  
WLTW/New York



*Bruce Vidal*  
KIIS-FM/Los Angeles



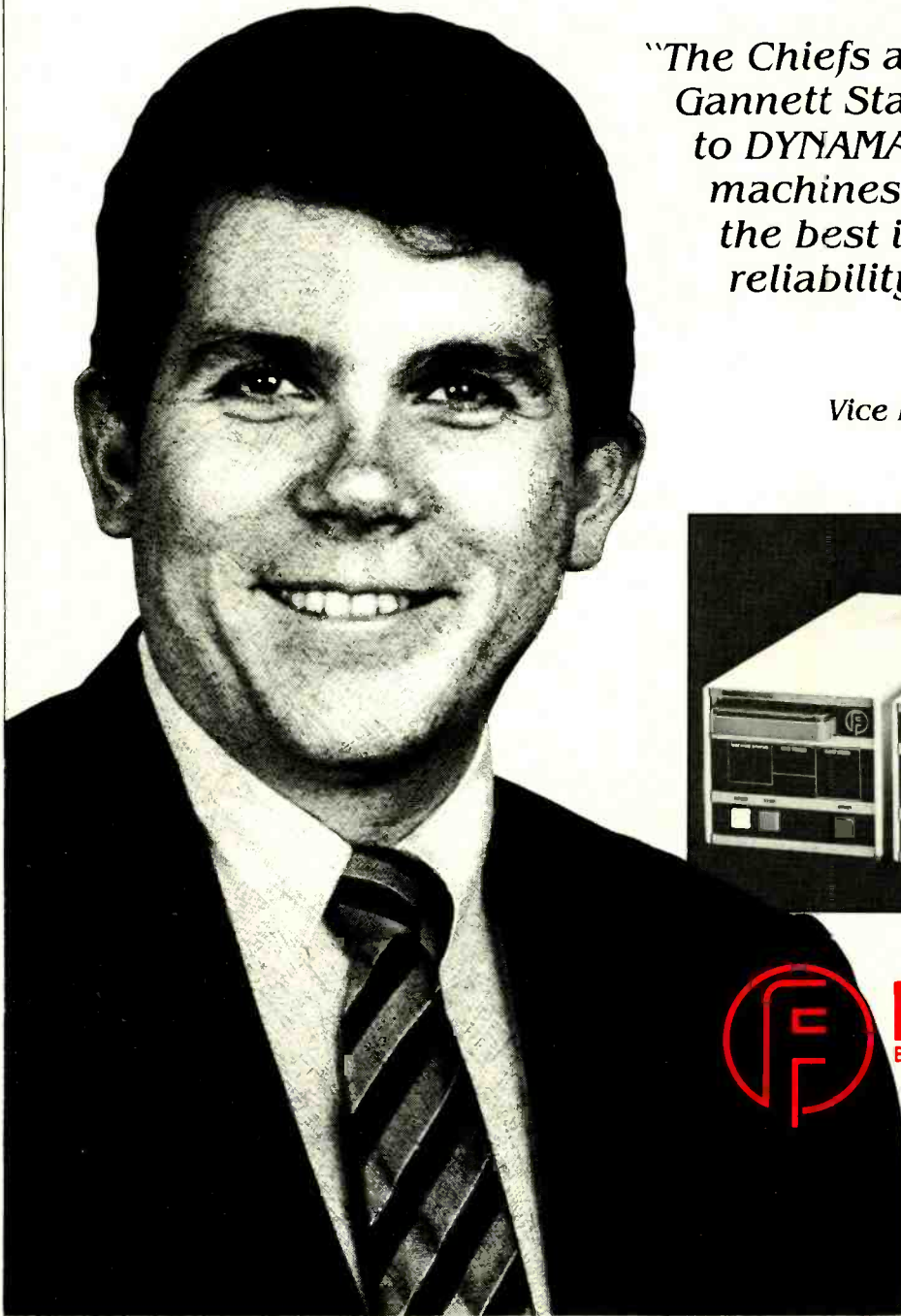
*Bob Shannon*  
WCBS-FM/New York

1. **WHTZ/New York (CHR)** 1,377,500  
*Magic Matt Alan*
2. **KPWR /Los Angeles (CHR)** 1,020,300  
*Mucho Morales*
3. **WPLJ/New York (CHR)** 979,400  
*Fast Jimi Roberts, Hollywood Henderson*
4. **WINS/New York (News)** 979,300  
*Alice Stockton, Ralph Howard*
5. **WLTW/New York (AC)** 967,400  
*Steve Roy*
6. **WCBS-FM/New York (Gold)** 919,600  
*Bob Shannon*
7. **KIIS-FM/Los Angeles (CHR)** 906,100  
*Bruce Vidal*
8. **WPAT-AM & FM/New York (B/EZ)** 899,500  
*Ken McKenzie*
9. **WCBS/New York (News)** 868,100  
*Rita Sands, Tom Franklin*
10. **WQHT/New York (CHR)** 859,900  
*Bill Lee*
11. **WRKS/New York (UC)** 811,900  
*Chuck Leonard*
12. **WNEW-FM/New York (AOR)** 736,200  
*Scott Muni, Carol Miller*
13. **WXRK/New York (CR)** 723,300  
*Stephen Capen, Jimmy Fink*
14. **WABC/New York (Talk)** 720,800  
*Bob Grant*
15. **WNSR/New York (AC)** 714,100  
*Jim Douglas*
16. **KOST/Los Angeles (AC)** 700,800  
*Bryan Simmons*
17. **WBLS/New York (UC)** 659,200  
*Fred Buggs*
18. **WYNY/New York (Ctry)** 647,500  
*Dan Daniel*
19. **KNX/Los Angeles (News)** 613,500  
*Barry Rolde*
20. **WOR/New York (Talk)** 584,100  
*Mark Scott*
21. **WGCI-FM/Chicago (UC)** 562,000  
*Tom Joyner, Marco Spoon*
22. **KRTH-FM/Los Angeles (Gold)** 557,600  
*Steve Scott, Jay Coffee*
23. **WYTZ/Chicago (CHR)** 556,900  
*Brant Miller*
24. **KABC/Los Angeles (Talk)** 556,600  
*Stu Nahan*
25. **KFWB/Los Angeles (News)** 536,500  
*Jim Burson, Judy Ford*



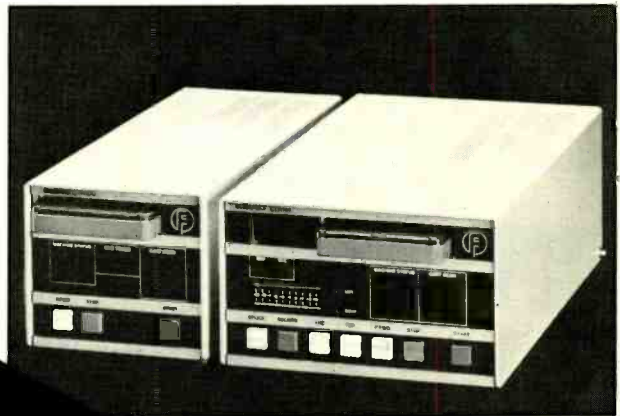
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Gannett Stations switched  
to DYNAMAX cartridge  
machines. Each Chief wants  
the best in performance  
reliability, and versatility."*

*Paul Donahue  
Vice President of Engineering  
Gannett Radio*



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# A Step-By-Step Manual

## Reps Abbreviation Key

A&A	Alston & Associates
BAN	Banner Radio
CAB	Caballero Spanish Media
CBS	CBS Radio Spot Sales
CHR	The Christal Company
CITI	Citimedia, Inc.
CMBS	Concert Music Broadcast Sales, Inc.
CRA	Crawford Broadcasting Co.
D-C	Dora Clayton Agency, Inc.
DOME	Dome And Associates
DONO	John Donofrio
DUR	Durpetti And Associates
EAST	Eastman Radio, Inc.
ER	Eastern Radio
FWS	Frederick W. Smith
GIL	Gillis Broadcasting
G/W	Group W Radio Sales
HG	Herbert E. Groskin
HNWH	Hillier, Newmark, Wechsler & Howard
INT	Interep
J/BO	Jack Balton & Associates
KATZ	Katz Radio
KT-H	Katz Hispanic
K/P	Katz & Powell
KEY	Keystone
LOTU	Lotus Hispanic Reps
MK4	Market 4 Radio
MAS	Masla Radio
MMR	Major Market Radio Inc.
MMR-E	Major Market Radio/Espanol
MCG	McGavren-Guild, Inc.
M/SS	Mid-South Spot Sales
PATT	Patt Media
P/W	P/W Radio Representatives
RA/L	R.A. Lazar & Co.
RSS	Radio Spot Sales
RADIO WEST	Radio West
REG	Regional Representatives
RPC	Repcom
REP	Republic Radio Inc.
ROS	Roslin Radio Sales, Inc.
SAV	Savalli Broadcast Sales
SCH	Harold S. Schwartz Associates, Inc.
SEL	Selcom Radio
SSS	Southern Spot Sales
SBS	Spanish Broadcasting System
STR	Starcom
TNS	TN Spot Sales
TORBET	Torbet/Select Radio
UNI	Unirep Broadcasting Co.
U/BR	Unity Broadcasting Co.
VM	Victor Marrero
W&P	Weiss & Powell, Inc.

As you examine R&R's "Ratings Report & Directory, Vol. I," you will find that the following are some of the highlights to look for in the in-depth market breakouts.

## SHARE TRENDS

All stations in the top 50 markets which earned at least a 1.0 share, and the top ten stations in markets 51-100 (all according to the fall '88 Arbitron sweep), are listed. Trends read left to right, with the most recent results on the right and the fall '87 share on the left. Results from additional surveys (winter, spring, and summer) are shown in between. Up to five books can be included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter hour share, with the #1 listed on top.

## STATION/FORMAT

The call letters are printed in bold type with the format of each station listed beneath in italics.

## FREQUENCY/POWER

The frequency and power for the radio station signal(s) are shown as listed on page 3B in each Arbitron report.

## AUDIENCE RANKINGS

The six rankings to the right of each station's format designation will help you understand a station's core strength. The first listing shows a station's Monday-Sunday (total persons 12+) cume rank, followed by five AQH demo ranks for teens, adults 18-34, adults 18-49, adults 25-54, and adults 35-64. At the bottom of those pages showing results for the top 50 markets you will also find more detailed breakdowns on key adult demos. Top 10 stations are listed for six different categories: men and women 18-34, 18-49, and 25-54. These rankings are again based on Monday-Sunday AQH.

## AVERAGE MINUTES LISTENED

The column to the immediate right of the adults 35-64 rankings in each market breakout chart shows the average number of minutes which a station's audience spent listening to it. This is based upon total persons 12+, Monday-Sunday, 6am-Midnight.

## OWNER & REP INFORMATION

For the convenience of all users of the R&R Ratings Report we designate all radio station owners and their representative affiliations as listed on page 3B in each Arbitron report.

## BIRCH RADIO SHARES

To offer a comparison between the diary-based Arbitron numbers and the telephone-derived Birch Radio estimates, we show — where available — 12+ average person estimates from the fall '88 Birch quarterlies. One note: Arbitron numbers cover approximately October-December, while Birch results are for September-November.

## FORMAT REACH CHART

The lower right corner for each top 50 market page shows a bar graph which compares format reach within that market. Totals are computed, by format, by adding the fall '88 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all CHR shares are added together.



# INFORMATION GUIDE

# For Using R&R's Unique Ratings Data Features

#1

## NEW YORK

POPULATION: 14,056,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.0	6.2	6.0	6.2	5.6	1	WHTZ CHR	100.3 7.8kw	2	1	1	1	3	8	67	MALRITE	CHR	6.6
6.0	6.1	5.5	5.7	4.9	2	WPAT-AIF B/EZ	930/93.1 5kw/5.4kw	5	32	26	18	13	1	80	PARK	KATZ	3.7
4.5	3.9	4.6	4.3	4.7	3	WOR Talk	710 50kw	8	21	28	24	20	6	90	RKO	REP	3.2
4.7	4.6	4.5	3.8	4.7	4	WLTW AC	106.7 7.8kw	7	10	8	3	2	3	87	VIACOM	MMR	3.2
5.0	4.9	4.0	4.3	4.4	5	WINS News	1070 30-50kw	1	13	13	11	9	4	46	GROUP W	G/W	3.7
3.6	4.3	4.2	4.1	4.3	6	WCBS-FM Gold	101.1 6.8kw	6	9	10	2	1	2	73	CBS	CBS	3.3
4.6	4.0	4.6	4.2	4.2	7	WRKS UC	98.7 50kw	10	2	5	9	10	20	83	SUMMIT	REP	5.7

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	8.8
1 WXRK	1 WHTZ	1 WXRK	1 WLTW	1 WXRK	1 WLTW	AOR	3.2
2 WNEW-FM	2 WLTW	2 WNEW-FM	2 WHTZ	2 WCBS-FM	2 WCBS-FM	BBnd	1.9
3 WQHT	3 WRKS	3 WCBS-FM	3 WCBS-FM	3 WNEW-FM	3 WNSR	BM/Easy	4.9
4 WHTZ	4 WQHT	4 WRKS	4 WRKS	4 WFAN	4 WHTZ	CHR	13.2
5 WBLS	5 WPLJ	5 WQHT	5 WPLJ	5 WHTZ	5 WPLJ	Cfas	2.9
6 WRKS	6 WBLS	6 WFAN	6 WNSR	6 WLTW	6 WRKS	Ctry	2.9
7 WPLJ	7 WNSR	7 WBLS	7 WBLS	7 WINS	7 WBLs	Gold	7.7
8 WCBS-FM	8 WCBS-FM	8 WPLJ	8 WQHT	8 WQCD	8 WINS	NAC	1.8
9 WQCD	9 WNEW-FM	9 WLTW	9 WNEW-FM	9 WCBS	9 WSKQ	N/T	17.3
10 WFAN	10 WXRK	10 WRKS	10 WXRK	10 WBLs	10 WPAT-FM	Rel/CC	1.0
						Span	5.4
						Sports	2.3
						UC	7.8

# FORMAT LEADERS

## NATIONAL ALL-FORMAT

AQH

CUME

1. WIVK-AM & FM/Knoxville (Ctry)	33.0	1. WINS/New York (News)	2,790,000
2. WNNK/Harrisburg (CHR)	20.8	2. WHTZ/New York (CHR)	2,462,300
3. WXLK/Roanoke-Lynchburg (CHR)	20.6	3. WCBS/New York (News)	1,934,600
4. KSSN/Little Rock (Ctry)	20.3	4. WPLJ/New York (CHR)	1,911,900
5. WIOG/Flint (CHR)	20.2	5. WPAT-AM & FM/New York (B/EZ)	1,812,200
6. WIKS/Coastal North Carolina (UC)	19.6	6. WCBS-FM/New York (Gold)	1,748,600
6. WQUT/Johnson City (CHR)	19.6	7. KIIS-FM/Los Angeles (CHR)	1,720,100
8. WVIC-AM & FM/Lansing (CHR)	19.4	8. KPWR/Los Angeles (CHR)	1,712,000
9. KBFM/McAllen-Brownsville	18.6	9. WLTW/New York (AC)	1,574,000
10. KRQQ/Tucson (CHR)	18.0	10. WOR/New York (Talk)	1,542,900
10. KUZZ-AM & FM/Bakersfield (Ctry)	18.0	11. WXRK/New York (Classic Rock)	1,488,000
10. WKSJ-AM & FM/Mobile (Ctry)	18.0	12. WRKS/New York (UC)	1,476,400
13. WSKZ/Chattanooga (CHR)	17.9	13. WBLS/New York (UC)	1,461,500
14. KGBT/McAllen-Brownsville (Span)	17.7	14. WQHT/New York (CHR)	1,456,500
15. WXBQ/Johnson City (Ctry)	17.6	15. WGN/Chicago (AC)	1,423,100
16. KFAB/Omaha-Council Bluffs (AC)	17.2	16. WNSR/New York (AC)	1,389,000
16. WAMZ/Louisville (Ctry)	17.2	17. WNEW-FM/New York (AOR)	1,360,100
18. KMOX/St. Louis (Talk)	17.1	18. WABC/New York (Talk)	1,344,800
19. WCMF/Rochester (AOR)	17.0	19. KOST/Los Angeles (AC)	1,334,400
19. WHRK/Memphis (UC)	17.0	20. WBBM/Chicago (News)	1,259,100
21. WCCO/Minneapolis-St. Paul (AC)	16.9	21. KNX/Los Angeles (News)	1,229,500
21. WCOS-AM & FM/Columbia, SC (Ctry)	16.9	22. WFAN/New York (Sports)	1,186,100
23. WTQR/Greensboro-Winston-Salem (Ctry)	16.8	23. KFWB/Los Angeles (News)	1,171,400
24. WEAT-AM & FM/West Palm Beach (B/EZ)	16.7	24. KABC/Los Angeles (Talk)	1,133,400
25. WFMZ/Allentown-Bethlehem (B/EZ)	16.0	25. KYW/Philadelphia (News)	1,106,500

## CONTEMPORARY HIT RADIO

AQH

CUME

1. WNNK/Harrisburg-Lebanon	20.8	1. WHTZ/New York	2,462,300
2. WXLK/Roanoke-Lynchburg	20.6	2. WPLJ/New York	1,911,900
3. WIOG/Flint	20.2	3. KIIS-FM/Los Angeles	1,720,100
4. WQUT/Johnson City	19.6	4. KPWR/Los Angeles	1,712,000
5. WVIC-AM & FM/Lansing	19.4	5. WQHT/New York	1,456,500
6. KBFM/McAllen-Brownsville	18.6	6. WBBM-FM/Chicago	1,023,200
7. KRQQ/Tucson	18.0	7. WYTZ/Chicago	958,400
8. WSKZ/Chattanooga	17.9	8. WEGX/Philadelphia	839,000
9. KQMQ-AM & FM/Honolulu	15.9	9. KMEL/San Francisco	663,600
10. WAPE-AM & FM/Jacksonville	15.4	10. KKQB-AM & FM/Houston	643,900
10. WRBQ-AM & FM/Tampa-St. Petersburg	15.4	11. WRBQ-AM & FM/Tampa-St. Petersburg	626,500
12. KZZU/Spokane	14.8	12. WXKS-FM/Boston	593,800
13. KKRQ/Wichita	13.8	13. WCZY/Detroit	586,600
14. WABB-AM & FM/Mobile	13.4	14. KRBE/Houston-Galveston	580,700
15. WHOT-AM & FM/Youngstown	13.3	15. WHYT/Detroit	549,100
16. KQKQ/Omaha-Council Bluffs	13.1	16. WDFX/Detroit	526,400
17. WKRZ/Wilkes Barre-Scranton	13.0	17. WAVA/Washington	522,900
17. WRVQ/Richmond	13.0	18. KEGL/Dallas-Ft. Worth	496,700
19. WPRO-FM/Providence	12.8	19. WRQX/Washington	483,800
20. WNTQ/Syracuse	12.6	20. KUBE/Seattle-Tacoma	474,800
21. WNCI/Columbus	12.4	21. WBZZ/Pittsburgh	472,600
21. WPXY-AM & FM/Rochester	12.4	22. WZOU/Boston	479,400
23. KJYO/Oklahoma City	12.3	23. KHYI/Dallas-Ft. Worth	468,600
24. WTIC-FM/Hartford	12.2	24. KZZP-AM & FM/Phoenix	427,000
25. KKXX/Bakersfield	11.9	25. WPGC-FM/Washington	426,900



# FORMAT LEADERS

## NEWS/TALK

	AQH	CUME
1. KMOX/St. Louis (Talk)	17.1	2,790,000
2. KIRO/Seattle-Tacoma (N/T)	11.0	1,934,600
3. WKBN/Youngstown (N/T)	10.6	1,542,900
4. KCMO/Kansas City (N/T)	9.6	1,344,800
5. KMJ/Fresno (N/T)	9.3	1,259,100
6. KFBK/Sacramento (N/T)	8.8	1,229,500
7. WWL/New Orleans (N/T)	8.6	1,171,400
8. KGO/San Francisco (N/T)	8.3	1,133,400
8. KTAR/Phoenix (N/T)	8.3	1,106,500
10. WHIO/Dayton (Talk)	8.1	1,016,400
11. KGO/San Francisco (San Jose book)(N/T)	8.0	844,500
12. KOA/Denver (Talk)	7.9	698,300
12. WPTF/Raleigh-Durham (N/T)	7.9	642,500
14. KARN/Little Rock (N/T)	7.6	621,200
15. KGO/San Francisco (N/T)(Monterey book)	7.5	528,600
16. KTOK/Oklahoma City (N/T)	7.3	521,500
17. WRKO/Boston (N/T)	7.2	499,000
18. KSL/Salt Lake City-Provo-Ogden (Talk)	7.0	491,900
19. WJNO/West Palm Beach (N/T)	6.9	455,600
19. WNIR/Akron (Talk)	6.9	450,000
21. KXLY/Spokane (N/T)	6.8	440,300
22. KYW/Philadelphia (News)	6.5	439,300
23. WOAI/San Antonio (N/T)	6.4	435,500
24. KCBS/San Francisco (N/T) (San Jose book)	6.3	411,300
25. KSDO/San Diego (N/T)	6.2	410,500
25. KXL/Portland (N/T)	6.2	
1. WINS/New York (News)		2,790,000
2. WCBS/New York (News)		1,934,600
3. WOR/New York (Talk)		1,542,900
4. WABC/New York (Talk)		1,344,800
5. WBBM/Chicago (News)		1,259,100
6. KNX/Los Angeles (News)		1,229,500
7. KFWB/Los Angeles (News)		1,171,400
8. KABC/Los Angeles (Talk)		1,133,400
9. KYW/Philadelphia (News)		1,106,500
10. KGO/San Francisco (N/T)		1,016,400
11. KCBS/San Francisco (N/T)		844,500
12. KMOX/St. Louis (Talk)		698,300
13. KRLD/Dallas-Ft. Worth (News)		642,500
14. KIRO/Seattle-Tacoma (N/T)		621,200
15. KTRH/Houston-Galveston (News)		528,600
16. WWJ/Detroit (News)		521,500
17. WCAU/Philadelphia (News)		499,000
18. WHDH/Boston (Talk)		491,900
19. WEEI/Boston (News)		455,600
20. WRKO/Boston (N/T)		450,000
21. WTOP/Washington (News)		440,300
22. WMAQ/Chicago (News)		439,300
23. KFI/Los Angeles (Talk)		435,500
24. WMCA/New York (Talk)		411,300
25. WWDB/Philadelphia (Talk)		410,500

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# FORMAT LEADERS

## ADULT CONTEMPORARY

AQH

CUME

1. KFAB/Omaha-Council Bluffs	17.2	1. WLTW/New York	1,574,000
2. WCCO/Minneapolis-St. Paul	16.9	2. WGN/Chicago	1,423,100
3. WTIC/Hartford	15.8	3. WNSR/New York	1,389,000
4. WHAS/Louisville	15.0	4. KOST/Los Angeles	1,334,400
5. WTFM/Johnson City	14.9	5. WKQX/Chicago	923,500
6. WEZN/Bridgeport	14.7	6. KBIG/Los Angeles	875,400
7. WCRZ/Flint	14.4	7. WJR/Detroit	835,900
8. WIBC/Indianapolis	14.3	8. KIQQ/Los Angeles	769,800
9. WSYR/Syracuse	14.2	9. WCCO/Minneapolis	740,900
10. WYYY/Syracuse	13.8	10. WLAK/Chicago	702,500
11. WMYU/Knoxville	13.7	11. WCLR/Chicago	683,000
12. KDKA/Pittsburgh	13.4	12. KOIT-AM & FM/San Francisco	632,100
13. WTMJ/Milwaukee-Racine	13.0	13. KDKA/Pittsburgh	612,300
14. WMJJ/Birmingham	12.5	14. WFYR/Chicago	596,900
15. WRVA/Richmond	12.3	15. KIOI/San Francisco	585,600
16. KKOB-FM/Albuquerque	12.0	16. WKSZ/Philadelphia	528,500
17. WSNY/Columbus	11.1	17. WSB-FM/Atlanta	524,300
18. KISC/Spokane	10.9	18. KVIL-AM & FM/Dallas-Ft. Worth	524,000
18. WLEV/Allentown-Bethlehem	10.9	19. WBZ/Boston	517,800
20. WBEN/Buffalo-Niagara Falls	10.8	20. WMGK/Philadelphia	508,000
21. WICC/Bridgeport	10.7	21. WSN/Philadelphia	504,800
22. KSSK/Honolulu	10.6	22. WMAL/Washington	486,100
23. KKOB/Albuquerque	10.4	23. WNIC/Detroit	465,900
23. WSB-FM/Atlanta	10.4	24. WSB/Atlanta	443,900
25. WHYN-FM/Springfield	10.3	25. WNUA/Chicago	417,000

## AOR

AQH

CUME

1. WCMF/Rochester	17.0	1. WNEW-FM/New York	1,360,100
2. WFBQ/Indianapolis	14.7	2. KLOS/Los Angeles	904,900
2. WTUE/Dayton	14.7	3. WLUP-FM/Chicago	889,700
4. KMOD/Tulsa	14.4	4. KROQ/Los Angeles	856,800
5. WIMZ-AM & FM/Knoxville	14.0	5. WMMR/Philadelphia	845,800
6. KEZO-AM & FM/Omaha-Council Bluffs	12.4	6. WBCN/Boston	499,100
7. WIOT/Toledo	12.2	7. WLLZ/Detroit	471,700
8. WFYV-FM/Jacksonville	11.2	8. WRIF/Detroit	471,300
8. WRXL/Richmond	11.2	9. KQRS-AM & FM/Minneapolis-St. Paul	452,800
10. WZZO/Allentown-Bethlehem	11.1	10. KNX-FM/Los Angeles	449,700
11. KLAQ/El Paso	10.9	11. WWDC-FM/Washington	448,600
12. WEBN/Cincinnati	10.7	12. WXRT/Chicago	428,300
13. WPYX/Albany-Schenectady-Troy	10.6	13. KSHE/St. Louis	426,200
14. WRDU/Raleigh-Durham	10.5	14. KLOL/Houston-Galveston	390,200
15. KATT/Oklahoma City	10.0	15. WKLS/Atlanta	388,900
16. KLBK-FM/Austin	9.9	16. KRQR/San Francisco	381,000
17. KSHE/St. Louis	9.9	17. WDVE/Pittsburgh	371,600
18. WMMR/Philadelphia (Wilmington book)	9.7	18. WBAB-FM/Nassau-Suffolk (New York book)	368,800
19. WLWQ/Columbus	9.8	19. KTXQ/Dallas-Ft. Worth	352,400
19. WQMF/Louisville	9.8	20. WBAB-AM & FM/Nassau-Suffolk	339,500
21. WNOR-AM & FM/Norfolk-Virginia Beach	9.0	21. KGB/San Diego	332,900
22. WEZX/Wilkes Barre-Scranton	8.9	22. KNAC/Los Angeles	318,000
23. WHJY/Providence (New Bedford book)	8.6	23. XTRA-FM/San Diego	313,700
24. KQRS-AM & FM/Minneapolis-St. Paul	8.4	24. KZEW/Dallas-Ft. Worth	299,600
24. WHJY/Providence	8.4	25. KBPI-AM & FM/Denver-Boulder	285,200
24. WPLR/New Haven (Bridgeport book)	8.4		



# FORMAT LEADERS

## URBAN CONTEMPORARY

	AQH		CUME
1. WIKS/Coastal North Carolina	19.6	1. WRKS/New York	1,476,400
2. WHRK/Memphis	17.0	2. WBLS/New York	1,461,500
3. WWDW/Columbia, SC	15.2	3. WGCI-FM/Chicago	959,800
4. WQUE-AM & FM/New Orleans	14.5	4. WVAZ/Chicago	754,500
5. KQXL/Baton Rouge	13.1	5. WUSL/Philadelphia	609,100
6. WDZZ/Flint	12.7	6. KJLH/Los Angeles	521,000
7. KPRR/EI Paso	12.0	7. WJLB/Detroit	508,100
8. WBLX-FM/Mobile	11.9	8. KSOL/San Francisco	441,400
9. WXOK/Baton Rouge	10.1	9. KKDA-FM/Dallas-Ft. Worth	434,300
10. KIPR/Little Rock	9.9	10. KMJQ/Houston-Galveston	433,900
10. WPEG/Charlotte	9.9	11. KACE/Los Angeles	416,300
12. KMJQ/Houston-Galveston	9.8	12. WHUR/Washington	400,200
13. WWWZ/Charleston	9.5	13. WKYS/Washington	376,100
14. WENN/Birmingham	9.4	14. WVEE/Atlanta	368,100
15. WQMG/Greensboro-Winson-Salem	8.9	15. WDAS-FM/Philadelphia	365,700
16. WJTT/Chattanooga	8.8	16. KDAY/Los Angeles	321,400
17. WXYV/Baltimore	8.7	17. WXYV/Baltimore	316,400
18. WCKZ-AM & FM/Charlotte	8.5	18. WQUE-AM & FM/New Orleans	302,900
18. WYLD-FM/New Orleans	8.5	19. WDJY/Washington	251,200
20. WPLZ-FM/Richmond	8.2	20. KIIS/Los Angeles	228,300
20. WQOK/Raleigh-Durham	8.2	21. WHRK/Memphis	226,700
22. WOWI/Norfolk	8.0	22. KMJM/St. Louis	219,600
23. WVEE/Atlanta	7.8	23. WPHR/Cleveland	209,800
24. WUSL/Philadelphia	7.5	24. WZAK/Cleveland	198,600
25. WUSL/Philadelphia	7.3	25. WAMO-FM/Pittsburgh	191,500
25. WZAK/Cleveland	7.3		

## COUNTRY

	AQH		CUME
1. WIVK-AM & FM/Knoxville	33.0	1. WYNY/New York	1,106,300
2. KSSN/Little Rock	20.3	2. KZLA/Los Angeles	537,300
3. KUZZ-AM & FM/Bakersfield	18.0	3. KSCS/Dallas-Ft. Worth	510,500
3. WKSJ-AM & FM/Mobile	18.0	4. WUSN/Chicago	535,000
5. WXBQ/Johnson City	17.6	5. KIKK-FM/Houston-Galveston	485,900
6. WAMZ/Louisville	17.2	6. WMZQ-AM & FM/Washington	459,600
7. WCOS-AM & FM/Columbia, SC	16.9	7. WBAP/Dallas-Ft. Worth	445,000
8. WTQR/Greensboro-Winston-Salem	16.8	8. KPLX/Dallas-Ft. Worth	442,800
9. WSOC-FM/Charlotte	15.6	9. KNIX-AM & FM/Phoenix	420,800
10. WRNS/Coastal North Carolina	15.0	10. WWWW/Detroit	418,800
11. KASE/Austin	14.9	11. WXTU/Philadelphia	395,200
12. WZZK-AM & FM/Birmingham	14.7	12. KILT-FM/Houston-Galveston	391,000
13. KNIX-AM & FM/Phoenix	14.0	13. KSAN/San Francisco	335,800
13. WUSY/Chattanooga	14.0	14. KLAC/Los Angeles	316,400
15. KXXY-AM & FM/Oklahoma City	13.8	15. WKHX-AM & FM/Atlanta	306,900
15. WYNK-AM & FM/Baton Rouge	13.8	16. KEEY/Minneapolis-St. Paul	300,600
17. WESC-AM & FM/Greenville-Spartanburg	12.4	17. WYAY/Atlanta	274,300
18. WWKA/Orlando	11.9	18. WIL-FM/St. Louis	268,200
19. KIIM/Tucson	11.6	19. WSOC-AM & FM/Charlotte-Gastonia	267,800
19. KZSN/Wichita	11.6	20. KMPS-AM & FM/Seattle-Tacoma	262,600
19. WITL-FM/Lansing	11.6	21. WDAF/Kansas City	269,100
22. WEZL/Charleston	11.5	22. WQYK-AM & FM/Tampa-St. Petersburg	255,500
23. KFMS-AM & FM/Las Vegas	11.4	23. WGAR-AM & FM/Cleveland	254,800
24. KHEY-FM/EI Paso	11.2	24. WKIS/Miami-Ft. Lauderdale	253,200
25. WDAF/Kansas City	11.0	25. WPOC/Baltimore	249,600

# FORMAT LEADERS

## BEAUTIFUL MUSIC/EASY LISTENING

	AQH		CUME
1. WEAT-AM & FM/West Palm Beach	16.7	1. WPAT-AM & FM/New York	1,812,200
2. WFMZ/Allentown-Bethlehem	16.0	2. KJOL/Los Angeles	864,100
3. WPVR/Roanoke-Lynchburg	13.9	3. WXEZ-AM & FM/Chicago	841,100
4. WDEF-FM/Chattanooga	13.4	4. WEAZ/Philadelphia	646,400
5. WROW-FM/Albany-Schenectady-Troy	10.7	5. KABL-AM & FM/San Francisco	504,500
6. KXTZ/ Las Vegas	10.3	6. KODA/Houston-Galveston	449,100
7. WEZK/Knoxville	10.1	7. WGAY/Washington	434,500
8. KKNQ/Oklahoma City	10.0	8. WLYF/Miami-Ft. Lauderdale	376,700
8. KSFI/Salt Lake City-Provo	10.0	9. WJOL/Detroit	373,200
10. KXYL-FM/Spokane	9.9	10. WPCH/Atlanta	357,400
11. KMEO-AM & FM/Phoenix	9.7	11. KEZK/St. Louis	354,400
11. WJYE/Buffalo-Niagara Falls	9.7	12. WJIB/Boston	340,800
11. WRCH/Hartford	9.7	13. WLIF/Baltimore	327,600
14. WZEZ/Nashville	9.6	14. KMEZ-AM & FM/Dallas-Ft. Worth	324,700
15. WKBN-FM/Youngstown	9.5	15. WSHH/Pittsburgh	317,400
16. WHIO-FM/Dayton	9.1	16. WQAL/Cleveland	281,400
16. WJIM-FM/Lansing	9.1	17. KEMO-AM & FM/Phoenix	274,500
16. WXTZ/Indianapolis	9.1	18. KJQY/San Diego	262,400
19. KEZQ/Little Rock	9.0	19. KBAY/San Jose (San Francisco book)	249,000
19. WWEZ/Cincinnati	9.0	20. WEZW/Milwaukee	230,100
21. WLKW/Providence	8.9	21. KOSI/Denver	228,400
22. KOJY/Fresno	8.8	22. WKLW/Providence	219,000
23. KUMU-AM & FM/Honolulu	8.7	23. KJOL/Los Angeles (Anaheim book)	208,100
23. WLIF/Baltimore	8.7	24. WRCH/Hartford	198,600
23. WOOD-FM/Grand Rapids	8.7	25. WBNS-FM/Columbus	191,300
23. WRCH/Springfield	8.7		

## CLASSICAL

	AQH		CUME
1. KING-FM/Seattle-Tacoma	3.6	1. WNCN/New York	736,200
1. KYTE-FM/Portland	3.6	2. WQXR-FM/New York	642,600
3. KBOQ/Monterey-Salinas	3.4	3. KFAC-FM/Los Angeles	485,300
4. KVOD/Denver-Boulder	3.2	4. KKHI-AM & FM/San Francisco	317,900
5. WFMR/Milwaukee-Racine	3.1	5. KDFC-AM & FM/San Francisco	340,800
6. KKHI-AM & FM/San Francisco	3.0	6. WFMT/Chicago	315,700
7. KDFC-AM & FM/San Francisco	2.9	7. WNIB/Chicago	275,000
7. WTMI/Miami-Ft. Lauderdale	2.9	8. WFLN/Philadelphia	249,000
9. KFSD/San Diego	2.8	9. WGMS-AM & FM/Washington	221,100
9. KFSD/San Diego (North County book)	2.8	10. KING-FM/Seattle-Tacoma	197,100
11. WCLV/Cleveland	2.7	11. WTMI/Miami-Ft. Lauderdale	194,000
12. WFLN/Philadelphia	2.4	12. WCRB/Boston	175,700
13. WGMS-AM & FM/Washington	2.3	13. WQRS/Detroit	172,500
14. KDFC-AM & FM/San Francisco (San Jose book)	2.0	14. KFSD/San Diego	147,600
15. WCRB/Boston	1.8	15. KVOD/Denver-Boulder	140,800



# FORMAT LEADERS

## NAC

## AQH

## CUME

1. KQPT/Sacramento	7.0
2. KTWV/Los Angeles (Anaheim book)	4.7
3. KTWV/Los Angeles	3.3
4. KHHH/Denver-Boulder	3.2
5. WNWV/Cleveland	3.1
6. KBLX-AM & FM/San Francisco	2.9
6. KIFM/San Diego	2.9
8. KKSF/San Francisco	2.7
8. KNUA/Seattle	2.7
10. KOAI/Dallas-Ft. Worth	2.6
11. KHHH/Honolulu	2.5
11. KKSF/San Francisco (San Jose Book)	2.5
13. WXDJ/Miami-Ft. Lauderdale	2.4
14. KEYV/Las Vegas	2.3
15. WBZN-AM & FM/Milwaukee-Racine	2.2
15. WLOQ/Orlando	2.2
17. KDAB/Salt Lake City-Provo-Ogden	2.1
18. KSWV/San Diego (North County book)	2.0
18. KTWV/Los Angeles (Riverside Book)	2.0
20. KAWV/Tucson	1.9
20. KCWV/Kansas City	1.9
22. WQCD/New York	1.8
23. KLRS/Monterey	1.6
23. KSWV/San Diego	1.6
23. WRBZ/Cincinnati	1.6

1. KTWV/Los Angeles	768,300
2. WQCD/New York	698,900
3. KBLX-AM & FM/San Francisco	405,600
4. KKSF/San Francisco	344,500
5. KOAI/Dallas-Ft. Worth	249,000
6. KIFM/San Diego	183,200
7. WLNR/Chicago	169,600
8. KTWV/Los Angeles (Anaheim book)	167,400
9. KQPT/Sacramento	162,700
10. KNUA/Seattle-Tacoma	145,900
11. WVAE/Detroit	144,400
12. WXDJ/Miami-Ft. Lauderdale	136,800
13. WNWV/Cleveland	130,500
14. WTWV/Chicago	127,100
15. KHHH/Denver	126,900
16. KSWV/San Diego	110,900
17. WHVE/Tampa-St. Petersburg	104,800
18. WQCD/New York (Nassau-Suffolk book)	83,500
19. KKSF/San Francisco (San Jose book)	77,000
20. WBZN-AM & FM/Milwaukee	71,100
21. KBLX-AM & FM/San Francisco (San Jose book)	70,300
22. KCWV/Kansas City	64,800
23. KTWV/Los Angeles (Riverside book)	59,000
24. WLOQ/Orlando	58,200
25. KHHH/Honolulu	54,100

## GOLD

## AQH

## CUME

1. WCDX/Richmond	10.4
2. KGOR/Omaha-Council Bluffs	9.6
3. WJFM/Grand Rapids (Classic Rock)	8.3
4. KKLZ/Las Vegas (Classic Rock)	8.0
5. WKLH/Milwaukee-Racine (Classic Rock)	7.9
6. WDRC-FM/Hartford	7.8
7. WOCL/Orlando	7.6
8. WMFX/Columbia, SC (Classic Rock)	7.4
9. WBBG/Youngstown	7.3
10. WKLR/Indianapolis	6.9
11. KLXK/Minneapolis-St. Paul (Classic Rock)	6.8
11. KSD/St. Louis (Classic Rock)	6.8
11. WIBM/Lansing	6.8
14. WNCX/Cleveland (Classic Rock)	6.6
15. KFSO/Fresno	6.4
16. KXKL-FM/Phoenix	6.3
17. WWSW-FM/Pittsburgh	6.1
18. WKFM/Syracuse (Classic Rock)	6.0
19. KIKI/Honolulu	5.9
20. KKZX/Spokane (Classic Rock)	5.8
20. KLOU/St. Louis	5.8
20. KRTH-FM/Los Angeles (Riverside book)	5.8
20. WGFN/Nashville (Classic Rock)	5.8
24. KOIL/Omaha-Council Bluffs	5.7
24. WDRC-FM/Hartford (New Haven book)	5.7

1. WCBS-FM/New York	1,748,600
2. WXRK/New York (Classic Rock)	1,488,000
3. KRTH-FM/Los Angeles	1,106,200
4. WJMK/Chicago	928,100
5. WCKG/Chicago (Classic Rock)	823,600
6. KLSX/Los Angeles (Classic Rock)	754,000
7. KSFO & KYA/San Francisco	732,500
8. WYSP/Philadelphia (Classic Rock)	678,100
9. WODS/Boston	450,500
10. WCSX/Detroit (Classic Rock)	403,900
11. WCXR/Washington (Classic Rock)	394,000
12. WOGL/Philadelphia	388,000
13. WZLX/Boston (Classic Rock)	370,800
14. KLOU/St. Louis	362,500
15. KRTH/Los Angeles	352,000
16. KRLA/Los Angeles	346,500
17. KLXK/Minneapolis-St. Paul	344,500
18. WIOQ/Philadelphia	344,000
19. KSD/St. Louis (Classic Rock)	333,700
20. WCBS-FM/New York (Nassau-Suffolk book)	327,200
21. WWSW-FM/Pittsburgh	313,700
22. KLUV/Dallas-Ft. Worth	313,600
23. WMXJ/Miami-Ft. Lauderdale	308,500
24. KZFX/Houston-Galveston (Classic Rock)	307,000
25. KRTH-FM/Los Angeles (Anaheim book)	306,900

# FORMAT LEADERS

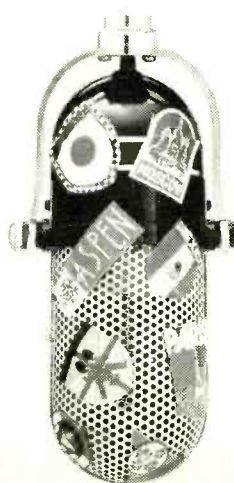
## BIG BAND/NOSTALGIA

	AQH	CUME
1. WOKY/Milwaukee-Racine (Big Band)	5.9	834,000
2. WECK/Buffalo-Niagara Falls (Big Band)	5.7	700,200
3. KMRR/Tucson (Nostalgia)	5.3	393,800
3. WAPI/Birmingham (Big Band)	5.3	386,700
5. KGVY/Tucson (Big Band)	5.2	344,100
6. WPEN/Philadelphia (Nostalgia)	5.1	317,600
7. WAVZ/New Haven (Big Band)	4.8	226,900
8. WMAS/Springfield (Big Band)	4.7	174,900
9. WBYU/New Orleans (Nostalgia)	4.5	154,800
10. KORK/Las Vegas (Big Band)	4.3	149,300
10. KPOP/San Diego (Nostalgia)	4.3	

## SPANISH

	AQH	CUME
1. KGBT/McAllen-Brownsville	17.7	545,500
2. KIWW/McAllen-Brownsville	9.7	504,600
3. KBNA-AM & FM/El Paso	8.9	494,800
4. KKSS/Albuquerque	7.1	475,000
5. KCOR/San Antonio	7.0	368,000
6. KAMA/El Paso	4.8	233,700
6. KQXX/McAllen-Brownsville	4.8	251,200
8. KWAC/Bakersfield	4.5	225,700
9. WCMQ-FM/Miami-Ft. Lauderdale	4.2	217,000
10. WAQI/Miami-Ft. Lauderdale	3.8	215,400
10. WQBA/Miami-Ft. Lauderdale	3.8	

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GROUP, INC.



# ANAHEIM-SANTA ANA

POPULATION: 1,896,100

FALL '87	SPRING '88	FALL '88	METRO RANK 12+OCH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
6.9	6.8	7.4	1	KIIS-FM CHR	102.7 8kw	1	2	2	2	2	7	62	GANNETT	MCG
5.5	4.1	6.6	2	KLOS AOR	95.5 63.1kw	4	6	1	1	1	12	83	CAP CITIES/ABC	KATZ
5.2	6.4	6.0	3	KPWR CHR	105.9 72kw	3	1	3	5	7	17	67	EMMIS	HNWH
4.2	4.4	5.1	4	KRTH-FM Gold	101.1 58kw	2	14	8	3	3	2	55	RKO GENERAL	REP
5.5	5.0	4.9	5	KJOI B/EZ	98.7 75kw	9	35	31	20	16	1	79	COMMAND	BAN
2.7	2.5	4.7	6	KTWV NAC	94.7 58kw	15	37	5	4	4	9	94	METROPOLITAN	BAN
4.8	5.2	4.4	7	KOST AC	103.5 12.5kw	6	5	9	6	5	6	60	COX	CHR
6.0	5.3	4.4	8	KROQ AOR	106.7 5.6kw	7	3	4	7	17	32	65	INFINITY	TOR
4.6	3.7	4.4	9	KBIG AC	104.3 105kw	10	11	10	9	8	5	70	BONNEVILLE INTL	CBS
4.7	5.7	4.3	10	KABC Talk	790 5kw	11	17	23	12	6	3	73	CAP CITIES/ABC	KATZ
3.1	3.4	3.7	11	KNX News	1070 50kw	5	27	29	14	11	4	47	CBS	CBS
4.5	3.1	3.2	12	KIQQ AC	100.3 5.3kw	13	10	14	11	10	8	58	WESTWOOD ONE	HNWH
3.2	2.2	2.9	13	KFWB News	980 5kw	8	16	17	16	13	11	44	GROUP W	G/W
2.1	1.7	2.9	14	KNAC AOR	105.5 1.05kw	20	4	6	10	23	40	91	FLAGSHIP	K/P
4.7	2.9	2.8	15	KLSX CR	97.1 55kw	12	15	7	8	9	20	50	GREATER MEDIA	MMR
2.4	4.6	2.6	16	KMPC Nost	710 50-10kw	14	38	34	30	19	10	50	GOLDEN WEST	DUR
1.8	2.3	1.9	17	KZLA Ctry	93.9 49kw	19	28	21	15	12	14	59	MALRITE	EAST
1.8	2.4	1.7	18	KFI Talk	640 50kw	18	33	33	21	20	13	50	COX	CHR
1.8	1.7	1.6	19	KNX-FM AOR	93.1 28.5kw	17	20	11	13	15	26	46	CBS	CBS
1.9	2.7	1.6	20	KTNQ Span	1020 50kw	24	36	12	17	14	19	80	HEFTEL	CAB
1.3	1.4	1.5	21	KIKF Ctry	94.3 3kw	22	22	28	18	18	15	64	ARIES	--
1.6	1.5	1.4	22	KFAC-FM Clas	92.3 55kw	21	26	27	29	24	18	60	CLASSIC	MCG
0.9	1.5	1.1	23	KYMS CC	106.9 3kw	25	9	13	19	28	30	62	INTERSTATE	R/W
1.1	1.4	1.0	24	KEZY CHR	95.9 2.5kw	16	7	19	24	32	29	27	ANAHEIM	--
0.8	0.9	1.0	25	KKGO-FM Jazz	105.2 18kw	29	30	32	33	27	22	60	MT. WILSON FM	CMBS

Continued on Page 145

POPULATION: 2,219,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	RANK					AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					35-64 RANK
6.9	8.4	8.0	9.9	10.4	1	WSB-FM AC	98.5 100kw	1	8	2	1	1	1	85	COX	CHR	8.0
7.6	7.9	9.9	10.1	8.3	2	WKLS AOR	96.1 100kw	4	2	1	2	3	11	91	GREAT AMERICAN	KATZ	10.3
6.1	5.4	5.8	5.5	7.8	3	WAPW CHR	99.7 100kw	5	1	4	4	9	12	90	SUSQUEHANA	DUR	7.9
9.4	10.5	10.2	9.7	7.8	4	WVEE UC	103.3 100kw	6	4	3	3	2	6	91	SUMMIT	MCG	11.5
8.9	8.1	7.9	8.0	7.6	5	WPCH B/EZ	94.9 100kw	7	16	11	9	5	2	91	JACOR	EAST	6.0
8.6	7.1	7.4	7.3	7.4	6	WSB AC	750 50kw	2	12	12	11	7	3	71	COX	CHR	4.5
7.5	8.1	6.9	5.8	6.6	7	WKHX-A/F Ctry	590/101.5 5kw/100k	10	9	7	5	5	4	96	CAP CITIES/ABC	REP	6.5
5.0	5.7	5.4	5.7	5.8	8	WYAY Ctry	106.7 100kw	11	7	9	6	6	5	91	NEWCITY	MMR	6.4
5.5	5.4	6.4	5.9	5.5	9	WZGC CHR	92.9 100kw	3	3	5	7	11	14	59	COOK INLET	HNWH	8.8
6.6	5.6	5.9	4.9	4.3	10	WQXI-A/F CHR	790/94.1 5-1kw/100kw	8	14	6	10	10	9	56	JEFFERSON-PILOT	BAN	5.0
4.6	4.3	4.8	4.1	4.2	11	WFOK AC	97.1 100kw	9	10	8	8	8	7	53	SHAMROCK BR.	MMR	4.2
4.3	3.2	3.8	2.9	2.9	12	WAOK Rel	1380 5kw	14	6	13	13	12	8	104	SUMMIT	MCG	2.6
2.6	3.5	3.5	3.5	2.5	13	WGST N/T	920 5-1kw	12	13	14	14	13	10	55	JACOR	EAST	3.4
3.5	3.2	2.5	2.9	2.4	14	WEKS UC	104.1 100kw	13	5	10	12	14	16	57	ZAPIS	DUR	3.3
0.0	0.0	0.0	1.1	1.2	15	WPBD UC	640 50-1kw	16	15	15	15	15	13	80	PHOENIX CITY	--	1.0

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WKLS	1 WAPW	1 WKLS	1 WSB-FM	1 WKLS	1 WSB-FM	AC	22.0
2 WVEE	2 WSB-FM	2 WSB-FM	2 WVEE	2 WSB-FM	2 WVEE	AOR	8.3
3 WSB-FM	3 WVEE	3 WVEE	3 WAPW	3 WSB	3 WPCH	BM/Easy	7.6
4 WQXI-FM	4 WZGC	4 WSB	4 WZGC	4 WYAY	4 WKHX-FM	CHR	17.6
5 WZGC	5 WKLS	5 WYAY	5 WKHX-FM	5 WVEE	5 WFOK	Ctry	12.4
6 WAPW	6 WFOK	6 WKHX-FM	6 WFOK-FM	6 WKHX-FM	6 WYAY	N/T	2.5
7 WYAY	7 WQXI-FM	7 WQXI-FM	7 WPCH-FM	7 WQXI-FM	7 WAPW	Rel/CC	2.9
8 WKHX-FM	8 WKHX-FM	8 WZGC	8 WYAY-FM	8 WPCH	8 WQXI-FM	UC	11.4
9 WSB	9 WEKS	9 WAPW	9 WKLS-FM	9 WFOK	9 WZGC		
10 WFOK	10 WPCH	10 WFOK	10 WQXI-FM	10 WAPW	10 WSB		

**IS YOUR  
RADIO  
STATION  
GOING  
PLACES?**

**IT SHOULD BE!**



Add impact to your format via satellite. Radio remotes are exciting for listeners.. and good business for advertisers. Your station probably has all of the facilities needed to receive a remote satellite transmission...from almost anywhere in the world through IDB's services.

Start going places with IDB!

1-800-IDB-COMM



**IDB COMMUNICATIONS**  
GROUP, INC.



POPULATION: 1,975,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK	12-140K RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12* SHARE
9.8	9.6	9.2	7.4	8.7	1	1	WLIF B/EZ	101.9 13.5kw	4	14	11	6	3	1	99	JAG	CHR	5.4
8.7	5.7	6.8	8.0	8.7	2	2	WXYV UC	102.7 50kw	5	2	1	1	2	6	103	SUMMIT	MOG	10.3
4.4	6.4	5.3	4.9	7.0	3	3	WWMX AC	106.5 50kw	2	9	2	2	1	4	79	CAPITOL BR. CO.	KATZ	6.4
8.0	6.8	7.3	8.6	6.0	4	4	WBSB CHR	104.3 50kw	1	1	4	3	6	9	63	SCRIPPS HOWARD	BAN	7.7
6.3	7.3	8.8	8.3	5.9	5	5	WBAL N/T	109.0 50kw	3	20	17	12	7	3	66	HEARST	HNWH	6.4
6.6	5.3	4.9	6.4	5.8	6	6	WPOC Ctry	93.1 50kw	7	13	9	5	4	2	87	NATIONWIDE	EAST	6.3
4.6	5.5	4.7	4.4	4.7	7	7	WIYY AOR	97.9 50kw	6	4	3	4	8	16	68	HEARST	HNWH	6.2
3.4	3.6	3.9	4.0	3.7	8	8	WQSR Gold	105.7 50kw	8	10	12	7	5	5	71	SCONNIX	BAN	3.4
2.3	2.5	2.6	2.5	3.0	9	9	WCAO Ctry	600 5kw	13	33	23	17	11	7	83	SUMMIT	MOG	2.1
2.5	3.5	2.6	2.8	2.8	10	10	WYST-FM AC	92.3 10kw	10	12	10	11	9	8	60	UNITED	MMR	1.7
2.7	3.4	2.8	2.8	2.7	11	11	WGRX CR	100.7 16kw	12	8	6	9	16	21	66	SHAMROCK	DUR	3.2
3.0	3.7	3.0	3.1	2.7	12	12	WGHT CHR	95.9 3kw	9	3	8	13	17	28	51	COMM. MANAGE.	DUR	3.0
2.9	2.4	2.7	2.4	2.5	13	13	WWDC-FM AOR	101.1 22.5kw	11	11	5	8	12	27	56	CAPITOL	CHR	2.0
2.5	2.3	2.6	3.3	2.4	14	14	WBGR Rel	860 2.5-1kw	21	17	16	16	15	10	90	MORTENSON	ROS	2.9
1.6	1.5	1.3	1.8	2.3	15	15	WHFS AOR	99.1 50kw	23	18	7	10	10	20	99	DUCHOSSOIS	REP	2.2
1.2	1.1	0.6	0.0	2.3	16	16	WCBM N/T	680 10-5kw	24	32	29	23	19	12	114	METROMEDIA	KATZ	1.0
2.1	2.4	2.8	1.9	2.1	17	17	WITH BBnd	1230 1kw	22	34	32	33	32	14	86	WITH	K/P	1.4
1.5	1.9	1.7	2.0	2.1	18	18	WWIN UC	1400 1kw	16	16	14	15	13	11	70	MEDIACOMM	DUR	2.7
1.2	2.1	2.0	1.4	1.7	19	19	WHUR UC	96.3 24kw	19	15	13	14	14	17	60	HOWARD UNI.	DUR	1.9
0.7	0.6	1.1	1.0	1.4	20	20	WPGC-FM CHR	95.5 50kw	14	7	15	18	22	24	45	COOK INLET	BAN	2.1
1.8	2.0	1.6	1.2	1.4	21	21	WEBB UC	1360 5-1.3kw	17	6	18	19	23	23	47	BRUNSON	CITI	1.3
3.4	3.0	3.9	4.0	1.3	22	22	WFBR Talk	1300 5kw	20	19	28	20	18	13	48	JAG	CHR	1.0
1.2	0.9	0.8	0.8	1.3	23	23	WTOP News	1500 50kw	18	21	26	25	20	15	45	OUTLET	HNWH	.8
1.9	1.1	1.3	1.8	1.2	24	24	WRQX CHR	107.3 50kw	15	5	19	21	25	32	41	CAP CITIES/ABC	KATZ	1.8
1.5	2.2	1.2	0.9	1.2	25	25	WRBS Rel	95.1 50kw	25	31	25	29	26	19	81	PETER & JOHN	---	1.9

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	9.8
1 WIYY	1 WXYV	1 WIYY	1 WXYV	1 WWMX	1 WWMX	AOR	9.5
2 WXYV	2 WWMX	2 WXYV	2 WWMX	2 WXYV	2 WXYV	BBnd	2.1
3 WWDC-FM	3 WBSB	3 WWMX	3 WBSB	3 WIYY	3 WLIF	BM/Easy	8.7
4 WGRX	4 WIYY	4 WPOC	4 WLIF	4 WPOC	4 WBSB	CHR	11.3
5 WHFS	5 WLIF	5 WHFS	5 WPOC	5 WQSR	5 WPOC	Ctry	8.8
6 WWMX	6 WGHT	6 WWDC-FM	6 WQSR	6 WLIF	6 WQSR	Gold	6.4
7 WBSB	7 WYST-FM	7 WGRX	7 WYST-FM	7 WBAL	7 WYST-FM	N/T	10.8
8 WPOC	8 WPOC	8 WQSR	8 WIYY	8 WHFS	8 WBAL	Rel/CC	3.6
9 WGHT	9 WQSR	9 WBSB	9 WBAL	9 WBSB	9 WCAO	UC	13.9
10 WWIN	10 WWDC-FM	10 WLIF	10 WBGR	10 WWDC-FM	10 WBGR		

POPULATION: 3,176,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	7.1	6.6	6.4	7.4	1	WBZ AC	1030 50kw	2	15	14	8	2	1	88	GROUP W	G/W	6.4
6.9	6.7	7.7	7.1	7.2	2	WRKO N/T	680 50kw	8	23	15	12	8	2	98	ATLANTIC VEN.	REP	6.1
7.0	6.5	8.6	7.1	5.9	3	WXKS-FM CHR	107.9 23.5kw	1	2	1	1	5	12	62	PYRAMID	MMR	9.4
5.7	6.1	4.9	6.0	5.4	4	WJIB B/EZ	96.9 12.5kw	12	31	20	14	13	4	97	EMMIS	MCG	5.0
5.2	5.8	4.4	3.9	5.2	5	WHDH Talk	850 50kw	4	16	17	13	9	5	66	SCONNIX	DUR	4.5
2.9	4.8	4.5	4.0	5.2	6	WOODS Gold	103.3 12.5kw	7	5	6	3	1	3	71	CBS	CBS	4.1
5.2	5.4	5.8	6.1	5.0	7	WZOU CHR	94.5 11.5kw	5	1	4	6	14	18	64	ARDMAN	EAST	7.0
7.4	7.2	6.6	6.0	4.8	8	WBCN AOR	104.1 19.5kw	3	7	2	2	3	14	59	INFINITY	TOR	7.1
4.4	3.4	2.5	3.9	4.8	9	WZLX CR	100.7 50kw	9	6	3	4	4	16	79	COOK INLET	CHR	5.4
5.2	4.1	4.2	4.3	4.2	10	WEEI News	590 5kw	6	8	16	6	15	9	62	HELEN	--	3.4
2.9	3.0	3.5	3.8	3.6	11	WMJX AC	106.7 24.5kw	11	14	5	5	7	10	63	GREATER MEDIA	MCG	3.0
4.4	4.3	4.3	4.0	3.6	12	WSSH-FM AC	99.5 32kw	13	12	13	11	12	7	66	NOBLE	HNWH	3.4
3.2	3.5	3.6	3.0	3.2	13	WROR AC	98.5 8.1kw	10	11	12	7	6	6	54	ATLANTIC VEN.	REP	2.8
3.0	1.6	2.4	2.3	2.6	14	WILD UC	1090 5kw	21	4	7	10	16	15	158	NASH	ROS	4.5
2.7	2.6	2.6	2.7	2.5	15	WVBF AC	105.7 13.8kw	14	18	11	9	10	11	67	FAIRBANKS	BAN	2.5
2.3	2.1	3.3	2.1	2.4	16	WBOS Ctry	92.9 17kw	16	25	21	19	11	8	81	ACKERLY	DUR	2.7
2.0	1.9	1.6	2.2	2.1	17	WAAF AOR	107.3 18.6kw	15	3	8	15	19	29	59	NEWCITY	KATZ	3.2
1.4	1.8	1.3	1.3	1.8	18	WCRB Clas	102.5 15kw	17	19	19	20	18	13	63	CHARLES RIVER	DONO	1.8
0.7	0.9	1.4	2.0	1.5	19	WCGY AOR	93.7 50kw	19	10	10	18	20	32	64	CURT GOWDY	K/P	2.4
1.5	1.3	1.6	1.2	1.4	20	WFNX AOR	101.7 3kw	18	17	9	16	17	28	62	MCC	--	1.6
1.6	1.7	1.6	1.0	1.3	21	WXKS BBnd	1430 5-1kw	22	29	33	31	30	21	81	PYRAMID	MMR	.8
0.6	1.2	1.2	1.3	1.1	22	WPLM-FM BBnd	99.1 50kw	20	33	24	26	22	17	61	PLYMOUTH ROCK	--	1.2

Continued on Page 145

**Kiss**  
108 FM

NEW ENGLAND'S BETTER MUSIC STATION

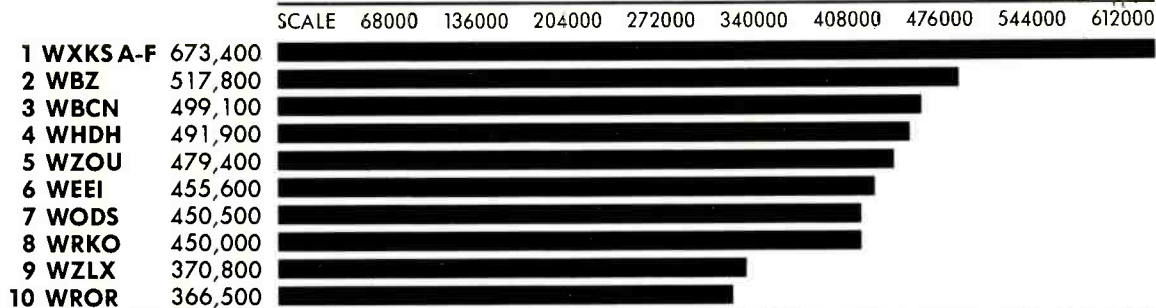
**WXKS·1430AM**  
*Boston's Original Hits*



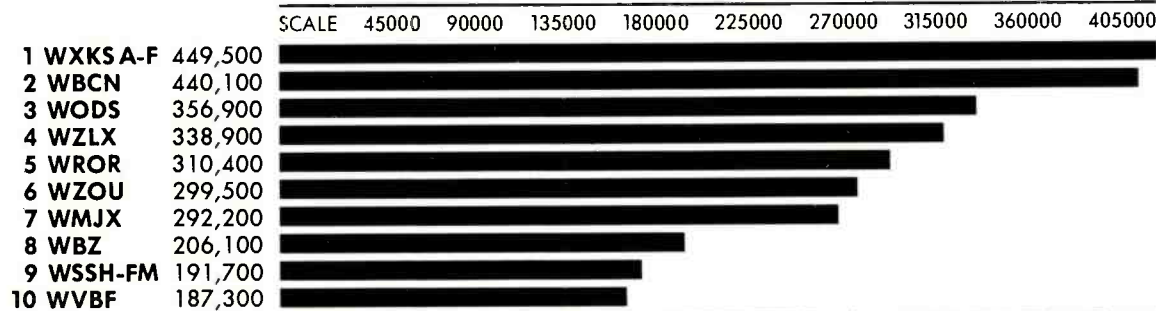
# BEING ALL THINGS TO ALL PEOPLE ISN'T JUST LIPSERVICE!



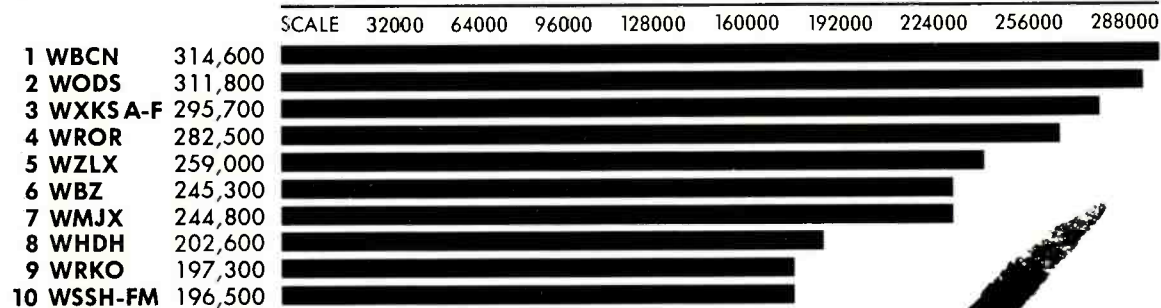
## #1 Total Persons 12+ (Estimated Population 3,176,800)\*



## #1 Adults 18-49 (Estimated Population 1,843,300)\*



## #1 Adults 25-54 (Estimated Population 1,596,300)\*



\*Boston Metro Survey Area, Mon. - Sun., 6A - 12Mid.,  
Fall, 1988 Arbitron. Cume WXKS A/F.

For more information contact Jeff Messerman at  
617-396-1430 or write to P.O. Box 128, Medford, MA 02155.



# 108 FM

 MAJOR MARKET RADIO

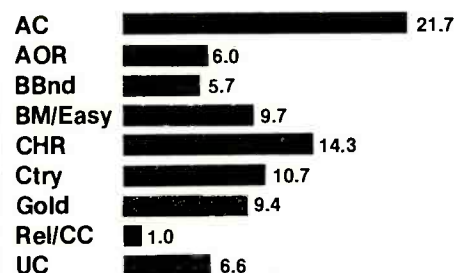
POPULATION: 995,600

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ MOH	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK				
11.8	10.0	8.5	9.6	10.8	1	WBEN AC	930 5kw	1	6	10	8	3	2	65	ALGONQUIN	EAST	7.4
7.0	9.0	7.7	8.8	10.7	2	WYRK Ctry	106.5 50kw	5	8	3	1	2	1	118	STONER	MCG	7.6
8.6	10.4	6.6	6.7	9.7	3	WJYE B/EZ	96.1 50kw	3	17	9	9	5	3	87	WJYE RADIO	CHR	5.2
8.2	8.6	10.2	11.3	9.2	4	WKSE CHR	98.5 46kw	2	1	2	3	4	6	67	PRICE	HNWH	14.1
6.2	6.5	9.3	6.6	8.9	5	WBUF AC	92.9 93kw	6	11	6	2	1	4	106	LINCOLN GROUP	MCG	8.1
6.5	4.5	6.3	6.0	6.6	6	WBLK UC	93.7 50kw	11	2	4	5	7	7	124	WBLK INC.	DUR	10.8
2.6	3.6	4.3	2.2	6.0	7	WGR-FM AOR	96.9 12.6kw	7	4	1	4	9	13	75	RICH	KATZ	9.0
6.3	5.1	5.0	6.0	5.7	8	WECK BBnd	1230 1kw	12	18	19	19	16	8	107	QUID MEDIA	ROS	4.4
4.7	3.6	5.7	5.7	5.1	9	WMJQ CHR	102.5 110kw	4	3	5	6	8	10	54	ALGONQUIN	EAST	3.7
8.0	7.5	8.7	5.5	4.4	10	WHTT CR	104.1 50kw	8	7	7	7	6	9	56	PYRAMID	MMR	.2
5.4	5.7	4.7	7.6	3.4	11	WPHD CR	103.3 50kw	9	5	8	10	10	15	49	HOWARD	CBS	4.5
4.1	3.2	3.1	4.2	3.0	12	WGR AC	550 5kw	10	10	11	11	11	5	43	RICH	KATZ	3.7
3.7	4.1	3.3	1.1	1.6	13	WWKB Gold	1520 50kw	13	15	14	13	13	12	48	PRICE	HNWH	1.0
0.3	0.3	0.3	0.6	1.0	14	WGKT Gold	1400 1kw	14	16	17	12	12	11	53	HOWARD	CBS	2.0
0.9	1.5	1.2	0.7	1.0	15	WDCX Rel	99.5 110kw	15	14	21	15	14	14	56	CRAWFORD	--	.8

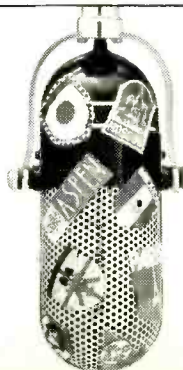
### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WGR-FM	1 WKSE	1 WGR-FM	1 WKSE	1 WYRK	1 WBUF
2 WHTT-FM	2 WBLK	2 WYRK	2 WBUF	2 WBEN	2 WYRK
3 WYRK	3 WMJQ	3 WHTT-FM	3 WYRK	3 WHTT-FM	3 WKSE
4 WPHD	4 WBUF	4 WBEN	4 WBLK	4 WBUF	4 WJYE
5 WMJQ	5 WYRK	5 WBUF	5 WMJQ	5 WGR-FM	5 WBLK
6 WBUF	6 WGR-FM	6 WPHD	6 WJYE	6 WMJQ	6 WBEN
7 WBLK	7 WJYE	7 WBLK	7 WGR-FM	7 WJYE	7 WMJQ
8 WBEN	8 WHTT-FM	8 WKSE	8 WBEN	8 WPHD	8 WGR
9 WKSE	9 WPHD	9 WMJQ	9 WPHD	9 WBLK	9 WGR-FM
10 WJYE	10 WBEN	10 WJYE	10 WHTT-FM	10 WKSE	10 WHTT-FM



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GOING  
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IT SHOULD BE!**



Add impact to your format via satellite. Radio remotes are exciting for listeners.. and good business for advertisers. Your station probably has all of the facilities needed to receive a remote satellite transmission...from almost anywhere in the world through IDB's services.

Start going places with IDB!

1-800-IDB-COMM



**IDB COMMUNICATIONS**  
GROUP INC.



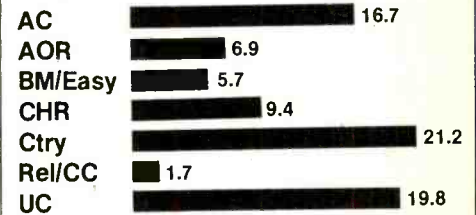
POPULATION: 909,600

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.1	14.4	13.7	14.7	15.6	1	WSOC-FM Ctry	103.7 100kw	1	5	4	1	1	1	110	COX	CHR	11.0
14.2	10.5	8.3	9.4	9.9	2	WPEG UC	97.9 50kw	6	4	2	2	2	5	115	DORTON	HNWH	10.1
3.3	6.6	9.9	9.4	8.5	3	WCKZ-AIF UC	1450/101.9 1kw/100kw	2	1	3	4	5	8	91	BEASLEY	DUR	12.7
8.1	5.8	8.6	7.6	6.9	4	WRFX AOR	99.7 100kw	7	6	1	3	3	11	97	PYRAMID	MCG	9.3
7.0	5.8	6.7	5.1	6.0	5	WBT AC	1110 50kw	4	10	14	11	8	2	69	JEFFERSON-PILOT	BAN	4.6
3.6	4.1	3.4	4.4	5.7	6	WRLX B/EZ	102.9 31kw	11	20	10	10	9	3	98	KEYMARKET	CBS	1.4
6.7	6.9	5.9	7.5	5.6	7	WLVK Ctry	96.9 100kw	8	12	9	7	7	4	80	CAPITOL BR CRP	REP	8.9
5.2	4.2	5.8	4.7	4.8	8	WWMG AC	96.1 100kw	10	9	8	5	4	6	80	VOYAGER	KATZ	5.8
6.5	5.9	5.9	4.8	4.7	9	WBCY CHR	107.9 100kw	3	2	7	8	10	9	54	JEFFERSON-PILOT	BAN	4.9
6.3	5.1	5.2	6.0	4.7	10	WROQ CHR	95.1 100kw	5	3	5	9	11	10	55	CRB	REP	8.0
6.2	7.6	6.2	6.0	4.6	11	WEZC AC	104.7 100kw	9	11	6	6	6	7	67	EZ	MMR	3.4
1.0	0.9	0.6	0.9	1.7	12	WFGW/WMIT Rel	1010/106.9 50.67kw	14	8	16	15	14	13	90	BLUE RIDGE	--	1.3
2.0	1.7	1.4	1.0	1.4	13	WGIV UC	1600 1.5kw	13	23	15	13	13	12	68	DORTON	HNWH	1.1
0.8	0.7	0.4	0.8	1.3	14	WRDX AC	106.5 100kw	12	13	11	12	12	14	60	WSPT INC.	SSS	1.1

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRFX	1 WPEG	1 WRFX	1 WSOC-FM	1 WSOC-FM	1 WSOC-FM
2 WSOC-FM	2 WCKZ-FM	2 WSOC-FM	2 WPEG	2 WRFX	2 WPEG
3 WPEG	3 WEZC	3 WPEG	3 WCKZ-FM	3 WPEG	3 WEZC-FM
4 WCKZ-FM	4 WSOC-FM	4 WWMG	4 WEZC	4 WWMG	4 WCKZ-FM
5 WROQ	5 WBCY	5 WCKZ-FM	5 WBCY	5 WCKZ-FM	5 WBT
6 WEZC	6 WRFX	6 WROQ	6 WLVK	6 WLVK	6 WRLX
7 WWMG	7 WWMG	7 WLVK	7 WWMG	7 WBT	7 WLVK
8 WBCY	8 WROQ	8 WEZC	8 WRLX	8 WEZC-FM	8 WWMG
9 WLVK	9 WLVK	9 WBCY	9 WRFX	9 WBCY	9 WRFX
10 WRLX	10 WRLX	10 WRLX	10 WROQ	10 WRLX	10 WBCY



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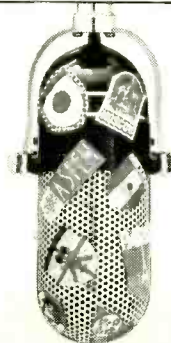
**IDB COMMUNICATIONS**  
GROUP, INC.

POPULATION: 6,704,600

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ BIRCH SHARE	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-54 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	9.2	9.0	10.0	8.6	1	WGN AC	720 50kw	1	17	16	8	3	1	80	TRIBUNE	CHR	8.3
8.0	9.2	9.2	7.7	6.7	2	WGCI-FM UC	107.5 33kw	4	2	1	1	1	6	93	GANNETT	MCG	11.4
6.1	5.5	4.8	5.3	6.1	3	WXEZ-A/F B/EZ	820 100.3 5-1kw/6.2kw	9	10	19	16	4	2	98	CENTURY	REP	2.6
6.3	6.3	5.7	5.4	6.0	4	WBBM News	780 50kw	2	21	17	15	10	3	63	CBS	CBS	4.9
4.5	4.1	5.0	4.5	4.3	5	WLUP-FM AOR	97.9 6kw	8	9	2	2	5	16	65	EVERGREEN	MMR	5.4
3.4	2.6	4.4	3.8	4.3	6	WCKG CR	105.9 4.2kw	10	5	3	3	8	13	69	COX	KATZ	5.9
2.7	3.4	3.7	3.7	4.2	7	WJMK Gold	104.3 4.1kw	6	7	13	4	2	4	61	INFINITY	KATZ	3.0
4.5	4.3	3.0	3.9	4.2	8	WVAZ UC	102.7 6kw	11	4	4	6	7	9	74	BROAD. PARTNERS	DUR	5.3
2.5	2.0	3.0	3.1	4.1	9	WKQX AC	101.1 6kw	7	6	5	5	6	7	59	EMMIS	EAST	2.6
3.9	3.8	3.5	4.0	4.0	10	WYTZ CHR	94.7 50kw	5	1	8	9	17	22	56	CAP CITIES/ABC	BAN	4.7
3.9	4.2	3.7	3.2	3.2	11	WBBM-FM CHR	96.3 6.3kw	3	3	7	14	18	24	42	CBS	CBS	4.8
3.7	3.5	4.1	3.1	3.2	12	WLAK AC	93.9 4.6kw	12	18	11	10	11	8	60	VIACOM	CHR	2.7
2.6	2.6	2.8	2.4	3.0	13	WUSN Ctry	99.5 6.3kw	15	24	18	18	15	5	75	COOK INLET	MMR	3.1
3.0	3.4	3.4	2.7	3.0	14	WCLR AC	101.9 4.2kw	13	13	10	12	12	10	58	BONNEVILLE INT.	MCG	1.4
2.1	2.6	2.3	2.9	2.8	15	WLUP Misc	1000 50kw	18	16	9	7	9	11	88	EVERGREEN	MMR	2.9
1.8	1.5	1.8	2.1	2.5	16	WNJA AC	95.5 8.3kw	19	26	12	13	13	12	78	PYRAMID	DUR	2.7
2.5	2.2	2.5	2.3	2.4	17	WXRT AOR	93.1 50kw	17	22	6	11	14	23	74	DANIEL LEE	CBS	2.7
3.3	3.2	2.7	1.9	2.3	18	WJJD Nost	1160 50-4.2kw	21	39	38	34	27	15	89	INFINITY	KATZ	1.3
2.0	2.2	2.1	2.4	1.8	19	WFYR AC	103.5 4.3kw	14	20	14	17	16	17	40	SUMMIT	REP	2.3
1.8	1.7	1.7	1.9	1.6	20	WLS AC	890 50kw	20	23	23	20	19	18	56	CAP CITIES/ABC	BAN	1.9
1.4	1.2	0.9	1.3	1.4	21	WNIB Clas	97.1 8.4kw	23	32	28	21	21	14	70	NO. ILLINOIS	CMBS	.6
1.4	1.1	1.6	1.7	1.4	22	WMAQ News	670 50kw	16	28	29	27	24	20	43	GROUP W	G/W	1.3
1.6	2.0	1.5	2.0	1.4	23	WVON Rel	1450 1kw	31	19	26	26	28	19	146	MIDWAY	ROS	.6
2.0	1.3	0.8	1.2	1.3	24	WFMT Clas	98.7 16kw	22	37	30	25	23	21	54	CHICAGO EDUC.	HNWH	1.7
1.1	2.0	1.4	1.3	1.2	25	WOJO Span	105.1 6kw	24	14	15	19	20	26	78	TICHENOR MEDIA	KT-H	1.0

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IDB COMMUNICATIONS  
GROUP, INC.



Continued from Page 137

POPULATION: 1,896,100

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	1 KLOS	1 KIIS-FM	AC 12.0
2 KPWR	2 KROQ	2 KRTH-FM	2 KOST	2 KTUV	2 KOST	AOR 15.5
3 KNAC	3 KLOS	3 KRTH-FM	3 KRTH-FM	3 KRTH-FM	3 KRTH-FM	BBnd 2.6
4 KTUV	4 KPWR	4 KPWR	4 KBIG	4 KABC	4 KBIG	BM/Easy 4.9
5 KLSX	5 KOST	5 KIIS-FM	5 KPWR	5 KIIS-FM	5 KTUV	CHR 14.4
6 KIIS-FM	6 KBIG	6 KLSX	6 KLOS	6 KLSX	6 KLOS	Clas 1.4
7 KROQ	7 KTUV	7 KNAC	7 KROQ	7 KPWR	7 KIQQ	Ctry 3.4
8 KRTH-FM	8 KRTH-FM	8 KABC	8 KTUV	8 KNX	8 KTNQ	Gold 7.9
9 KNX-FM	9 KNX-FM	9 KROQ	9 KIQQ	9 KOST	9 KPWR	Jazz 1.0
10 KOST	10 KLSX	10 KOST	10 KNX-FM	10 KFWB	10 KABC	NAC 4.7
						N/T 12.6
						Rel/CC 1.1
						Span 1.6

Continued from Page 140

POPULATION: 3,176,000

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBCN	1 WXKS-FM	1 WBCN	1 WXKS-FM	1 WBCN	1 WODS	AC 20.3
2 WZLX	2 WZLX	2 WZLX	2 WODS	2 WODS	2 WBZ	AOR 9.8
3 WXKS-FM	3 WMJX	3 WODS	3 WMJX	3 WZLX	3 WXKS-FM	BBnd 2.4
4 WZOU	4 WZOU	4 WXKS-FM	4 WZLX	4 WROR	4 WMJX	BM/Easy 5.4
5 WAAF	5 WILD	5 WROR	5 WZOU	5 WBZ	5 WROR	CHR 10.9
6 WCGY	6 WBCN	6 WBZ	6 WODS	6 WBOS	6 WZLX	Clas 1.8
7 WODS	7 WODS	7 WZOU	7 WVBF	7 WRKO	7 WVBF	Ctry 2.4
8 WFNX	8 WVBF	8 WAAF	8 WROR	8 WXKS-FM	8 WJIB	Gold 10.0
9 WBZ	9 WROR	9 WRKO	9 WBCN	9 WHDH	9 WSSH-FM	N/T 16.6
10 WRKO	10 WSSH-FM	10 WCGY	10 WBZ	10 WEEI	10 WHDH	UC 2.6

Continued from Page 144

POPULATION: 6,704,600

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLUP-FM	1 WGCI-FM	1 WLUP-FM	1 WGCI-FM	1 WJMK	1 WGCI-FM	AC 24.8
2 WCKG	2 WKQX	2 WCKG	2 WKQX	2 WGN	2 WKQX	AOR 6.7
3 WGCI-FM	3 WVAZ	3 WGCI-FM	3 WVAZ	3 WLUP-FM	3 WJMK	BBnd 2.3
4 WXRT	4 WLUP-FM	4 WJMK	4 WJMK	4 WCKG	4 WVAZ	BM/Easy 6.1
5 WLUP	5 WBBM-FM	5 WLUP	5 WLAK	5 WGCI-FM	5 WGN	CHR 7.2
6 WVAZ	6 WYTZ	6 WXRT	6 WYTZ	6 WLUP	6 WXEZ-FM	Clas 2.7
7 WNUA	7 WLAK	7 WGN	7 WLUP-FM	7 WBBM	7 WLAK	Ctry 3.0
8 WKQX	8 WCLR	8 WNUA	8 WBBM-FM	8 WNUA	8 WCLR	Gold 8.5
9 WBBM-FM	9 WCKG	9 WVAZ	9 WCLR	9 WXEZ-FM	9 WLUP-FM	Misc 2.8
10 WJMK	10 WJMK	10 WBBM	10 WCKG	10 WXRT	10 WUSN	N/T 7.4
						Rel/CC 1.4
						Span 1.2
						UC 10.9

POPULATION: 1,165,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRNCH SHARE
11.9	12.4	13.6	11.6	10.7	1	<b>WEBN</b> AOR	102.7 16.6kw	3	2	1	1	1	9	82	JACOR	EAST	17.6
9.5	9.2	9.9	10.3	9.2	2	<b>WKRQ</b> CHR	101.9 50kw	2	1	2	2	4	7	68	GREAT AMERICAN	KATZ	10.5
8.8	9.6	7.5	8.2	9.0	3	<b>WWEZ</b> B/EZ	92.5 16kw	5	17	13	10	8	1	100	FEDERATED MEDIA	CBS	7.4
9.7	6.9	12.3	11.4	8.5	4	<b>WLW</b> AC	700 50kw	1	11	7	6	3	2	61	JACOR	EAST	7.6
5.3	4.8	5.7	4.2	6.4	5	<b>WUBE</b> Ctry	105.1 14kw	9	6	6	7	7	3	96	AMERICAN MEDIA	CHR	4.1
5.3	5.6	3.9	5.2	6.1	6	<b>WRRM</b> AC	98.5 18kw	7	15	5	3	2	5	76	SUSQUEHANA	CHR	4.1
4.9	5.8	4.8	4.0	5.7	7	<b>WCKY</b> N/T	1530 50kw	10	23	19	16	14	6	87	FEDERATED MEDIA	CBS	2.7
3.4	3.4	4.6	3.9	5.6	8	<b>WWNK</b> AC	94.1 32kw	8	5	4	5	6	8	75	BOOTH AMERICAN	MMR	3.5
2.8	4.6	3.0	4.4	5.5	9	<b>WOFX</b> CR	94.9 27kw	6	8	3	4	5	10	65	HOKER	MMR	5.9
8.0	8.1	6.9	5.9	4.6	10	<b>WKRC</b> AC	550 5-1kw	4	12	11	11	9	4	43	GREAT AMERICAN	KATZ	5.5
4.4	4.5	3.3	4.8	3.7	11	<b>WBLZ</b> UC	103.5 19.3kw	11	3	9	9	11	13	69	DALTON	REP	6.2
3.7	3.2	3.1	3.6	3.1	12	<b>WIZF</b> UC	100.9 3kw	13	4	8	8	10	16	84	INTER-URBAN	BAN	4.1
3.8	4.2	3.4	3.5	2.7	13	<b>WBVE</b> Ctry	95.5 19.5kw	12	9	10	12	12	11	66	REAMS	EAST	3.3
0.6	0.7	0.8	0.8	1.7	14	<b>WSAI</b> Gold	1360 5kw	15	16	14	14	15	12	72	BOOTH AMERICAN	MMR	1.1
0.0	0.0	0.0	1.4	1.6	15	<b>WRBZ</b> NAC	107.1 3kw	14	18	12	13	13	15	49	PLESSINGER HOL	K/P	---
0.9	0.8	0.4	1.2	1.4	16	<b>WNOP</b> Jazz	740 1kw	20	25	20	15	16	14	146	ALBERT BONTZ	---	.8
0.8	1.6	1.0	1.6	1.2	17	<b>WMLX</b> BBnd	1180 1kw	21	24	26	24	20	17	129	HOKER	---	.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	24.8
1 WEBN	1 WKRQ	1 WEBN	1 WKRQ	1 WEBN	1 WRRM	AOR	10.7
2 WOFX	2 WEBN	2 WLW	2 WWNK	2 WLW	2 WWNK	BBnd	1.2
3 WLW	3 WWNK	3 WUBE	3 WEBN	3 WUBE	3 WKRQ	BM/Easy	9.0
4 WUBE	4 WRRM	4 WOFX	4 WRRM	4 WOFX	4 WOFX	CHR	9.2
5 WRRM	5 WOFX	5 WRRM	5 WOFX	5 WRRM	5 WEBN	Ctry	9.1
6 WKRQ	6 WIZF	6 WKRQ	6 WIZF	6 WKRQ	6 WWEZ	Gold	7.2
7 WBLZ	7 WBLZ	7 WBLZ	7 WWEZ	7 WWEZ	7 WUBE	Jazz	1.4
8 WIZF	8 WUBE	8 WKRC	8 WBLZ	8 WKRC	8 WKRC	NAC	1.6
9 WWNK	9 WBVE	9 WWNK	9 WKRC	9 WWNK	9 WIZF	N/T	5.7
10 WBVE	10 WLW	10 WIZF	10 WUBE	10 WIZF	10 WLW	UC	6.8



POPULATION: 1,754,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ADH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.5	12.4	10.0	10.2	9.6	1	WMMS CHR	100.7 32kw	1	4	1	1	2	10	79	MALRITE	KATZ	14.2
7.4	6.3	7.4	8.3	8.3	2	WLTF AC	106.5 11kw	2	5	3	2	1	3	82	BOOTH AMERICAN	CHR	8.5
10.1	11.4	8.9	7.5	7.7	3	WQAL B/EZ	104.1 50kw	6	12	14	9	7	1	94	WIN	CHR	3.8
8.9	8.0	7.0	7.5	7.3	4	WZAK UC	93.1 27.5kw	10	3	4	5	6	8	125	ZAPIS	DUR	11.1
6.8	5.1	4.7	6.3	6.6	5	WDOK AC	102.1 50kw	3	8	6	6	4	2	66	INDEPENDANT GR	EAST	5.7
4.8	4.8	6.2	5.3	6.6	6	WNCX CR	98.5 40kw	7	7	2	3	5	13	90	METROPLEX/ROBI	BAN	6.2
8.0	7.1	8.6	7.0	6.1	7	WMJI AC	105.7 27kw	5	9	5	4	3	5	67	JACOR	EAST	6.9
1.1	2.9	3.1	4.8	5.5	8	WRMR B/EZ	850 10-5kw	11	15	15	13	12	7	104	BOOTH AMERICAN	CHR	2.5
5.2	7.1	6.0	5.5	5.2	9	WGAR-A/F Ctry	1220/99.5 50kw/50kw	9	14	11	8	8	4	74	NATIONWIDE	HNWH	5.5
5.3	4.7	8.2	7.0	4.9	10	WWWE N/T	1100 50kw	4	10	9	10	10	6	53	INDEPENDANT GR	EAST	4.1
3.7	4.4	3.1	3.3	3.2	11	WERE N/T	1300 5kw	12	16	18	18	13	9	67	METROPLEX/ROBI	BAN	2.1
1.6	1.9	2.6	2.8	3.1	12	WPHR CHR	107.9 70kw	8	1	8	11	14	18	51	ARDMAN	REP	2.8
1.0	2.5	3.5	2.6	3.1	13	WNWV NAC	107.3 50kw	15	26	7	7	9	11	81	ELYRIA-LORAIN	TOR	3.9
2.7	2.7	2.0	3.4	2.9	14	WRQC CHR	92.3 27kw	13	2	10	12	16	14	61	UNITED	MMR	4.3
2.1	1.8	1.8	1.6	2.7	15	WCLV Clas	95.5 31kw	14	20	17	14	11	12	69	RADIO SEAWAY	CMBS	1.9
1.0	1.0	0.9	0.5	1.6	16	WEOL N/T	930 1kw	20	17	22	19	19	15	102	ELYRIA-LORAIN	TOR	1.2
1.5	1.5	1.1	1.4	1.3	17	WJMO UC	1490 1kw	16	13	16	15	15	16	54	UNITED	MMR	1.3
1.5	1.0	1.3	1.4	1.1	18	WABQ Rel	1540 1kw	22	11	21	20	22	17	99	WABQ, INC.	U/BR	.8
0.6	0.7	0.7	1.2	1.1	19	WKDD CHR	96.5 50kw	17	6	12	16	17	26	59	BARNSTABLE	KATZ	.8

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	BM/Easy	CHR	Clas	Ctry	Gold	NAC	N/T	Rel/CC	UC
1 WMMS	1 WMMS	1 WMMS	1 WLTF	1 WMMS	1 WLTF	21.0									
2 WNCX	2 WLTF	2 WNCX	2 WMMS	2 WNCX	2 WDOK	13.2									
3 WZAK	3 WZAK	3 WZAK	3 WMJI	3 WLTF	3 WMJI	16.7									
4 WLTF	4 WMJI	4 WLTF	4 WDOK	4 WMJI	4 WMMS	2.7									
5 WMJI	5 WNCX	5 WMJI	5 WZAK	5 WZAK	5 WQAL	5.2									
6 WWWE	6 WDOK	6 WGAR-FM	6 WNCX	6 WWWE	6 WZAK	6.6									
7 WDOK	7 WPHR	7 WWWE	7 WQAL	7 WGAR-FM	7 WNWV	3.1									
8 WNWV	8 WNWV	8 WDOK	8 WNWV	8 WDOK	8 WGAR-FM	9.7									
9 WPHR	9 WRQC	9 WNWV	9 WGAR-FM	9 WQAL	9 WNCX	1.1									
10 WGAR-FM	10 WKDD	10 WQAL	10 WPHR	10 WNWV	10 WCLV	8.6									

POPULATION: 1,088,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.8	10.0	11.4	12.0	12.4	1	WNCI CHR	97.9 175kw	1	1	2	3	2	4	79	NATIONWIDE	MMR	14.6
8.7	8.9	12.1	8.8	11.1	2	WSNY AC	94.7 22kw	2	12	3	1	1	1	87	SAGA	MOG	8.5
9.5	8.9	7.9	9.2	9.8	3	WLVO AOR	96.3 18kw	3	3	1	2	3	6	80	GREAT AMERICAN	KATZ	13.5
9.8	9.3	10.1	8.0	8.3	4	WTVN AC	610 5kw	5	7	7	5	4	2	74	GREAT AMERICAN	KATZ	6.3
10.9	9.8	9.2	8.6	8.1	5	WBNS-FM B/EZ	97.1 20.5kw	6	17	10	7	6	3	78	RADIOHIO, INC.	BAN	4.8
8.0	9.2	6.8	7.0	5.9	6	WXGT CHR	92.3 22kw	4	2	5	6	8	8	50	GREAT TRAILS	CHR	9.0
4.6	4.6	5.9	6.1	5.0	7	WMGG CR	99.7 50kw	7	5	4	4	7	16	58	PRICE BR.	TOR	6.0
4.8	4.9	5.3	5.1	4.3	8	WHOK Ctry	95.5 50kw	9	8	11	9	5	5	72	WHOK	CHR	4.0
2.7	2.1	2.5	4.5	4.1	9	WVKO UC	1580 1kw	10	4	6	8	9	7	95	SAGA	MOG	5.3
1.5	2.6	3.0	2.6	3.3	10	WCOL BBnd	1230 1kw	11	18	21	21	18	10	80	GREAT TRAILS	CHR	2.4
2.4	1.8	1.2	1.7	2.6	11	WBNS AC	1460 5/1kw	8	21	15	14	13	3	39	RADIOHIO, INC.	BAN	1.1
3.8	3.2	2.8	2.4	2.5	12	WMNI Ctry	920 1/5kw	15	16	14	13	11	9	82	NORTH AMERICAN	TOR	3.1
1.8	1.2	1.1	2.0	2.1	13	WXLE Gold	103.5 3kw	13	10	9	10	10	11	61	BLACK RIVER	DUR	2.2
2.1	2.7	1.9	2.2	1.8	14	WBBY Jazz	103.9 2kw	12	11	12	12	12	12	51	MID-OHIO	--	2.3
1.2	1.6	2.6	1.7	1.8	15	WLW AC	700 50kw	14	19	17	15	14	14	56	JACOR	EAST	2.4
1.7	3.2	2.3	2.4	1.5	16	WCKX UC	106.3 3kw	16	6	8	11	16	20	59	WCKX ENTERPRISE	ROS	2.5
1.3	0.9	1.2	1.2	1.3	17	WRFD CC	880 5kw	17	9	13	16	15	15	53	SALEM	--	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	23.8
1 WLVO	1 WNCI	1 WLVO	1 WSNY	1 WSNY	1 WSNY	AOR	9.8
2 WMGG	2 WSNY	2 WSNY	2 WNCI	2 WLVO	2 WNCI	BBnd	3.3
3 WNCI	3 WLVO	3 WMGG	3 WXGT	3 WNCI	3 WTVN	BM/Easy	8.1
4 WSNY	4 WXGT	4 WNCI	4 WLVO	4 WTVN	4 WXGT	CHR	18.3
5 WXGT	5 WMGG	5 WTVN	5 WTVN	5 WMGG	5 WBNS-FM	Ctry	6.8
6 WTVN	6 WVKO	6 WBNS-FM	6 WVKO	6 WHOK	6 WLVO	Gold	8.0
7 WVKO	7 WCKX	7 WVKO	7 WMGG	7 WBNS-FM	7 WHOK	Jazz	1.8
8 WBNS-FM	8 WTVN	8 WXGT	8 WBNS-FM	8 WXLE	8 WVKO	Rel/CC	1.3
9 WXLE	9 WXLE	9 WXLE	9 WHOK	9 WVKO	9 WMGG	UC	5.6
10 WHOK	10 WRFD	10 WHOK	10 WCKX	10 WLW	10 WMNI		



# DALLAS-FT. WORTH

POPULATION: 3,111,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS. LISTENED	OWNER	NATIONAL REP FIRM 12+ BRCH SHARE	
9.3	8.1	10.0	6.9	8.3	1	KVIL-A/F AC	1150/103.7 1kw/100kw	2	13	2	1	1	2	96	INFINITY	TOR	8.6
4.1	4.2	6.2	6.2	7.4	2	KSCS Ctry	96.3 100kw	3	4	6	2	2	1	89	CAP CITIES/ABC	BAN	6.7
8.6	8.7	8.0	6.9	7.2	3	KKDA-FM UC	104.5 100kw	8	1	1	3	6	11	101	REPUBLIC	KATZ	10.0
7.4	7.8	7.0	6.7	6.5	4	KPLX Ctry	99.5 100kw	7	6	7	4	3	4	90	SUSQUEHANNA	EAST	6.8
5.3	5.3	6.7	6.4	6.2	5	WBAP Ctry	820 50kw	6	18	18	9	4	3	84	CAP CITIES/ABC	BAN	4.4
6.6	5.8	4.9	5.3	5.9	6	KRLD News	1080 50kw	1	20	15	13	7	6	56	COMMAND	KATZ	4.3
4.9	5.6	5.3	6.3	5.0	7	KHYI CHR	94.9 33kw	5	2	3	5	17	21	65	EVERGREEN	CHR	7.5
6.0	5.6	5.3	5.7	4.8	8	KMEZ-A/F B/EZ	1480/100.3 5.1kw/100kw	10	17	22	18	13	5	93	SUMMIT	MOG	2.7
6.2	5.3	5.0	4.9	4.5	9	KEGL CHR	97.1 98kw	4	3	5	6	16	17	55	SANDUSKY	TOR	9.3
3.6	3.3	2.9	4.8	3.4	10	KLUV Gold	98.7 100kw	11	8	16	8	5	7	67	TK	MMR	3.2
3.7	4.6	4.0	4.3	3.4	11	KTXQ AOR	102.1 100kw	9	7	4	7	14	23	58	CBS	CBS	6.0
2.2	2.0	2.3	2.8	3.3	12	KLIF N/T	1190 50-5kw	14	26	17	17	8	8	76	SUSQUEHANNA	EAST	2.0
3.3	3.7	3.4	2.7	2.8	13	KQZY AC	105.3 100kw	16	19	12	16	12	10	66	GROUP W	G/W	1.4
2.9	1.8	2.3	1.8	2.7	14	KOJO CC	94.1 100kw	18	5	10	15	15	24	84	MARK RODRIGUEZ	HNWH	2.9
1.5	2.0	3.0	2.6	2.7	15	KZPS CR	92.5 100kw	13	16	8	10	9	19	61	BONNEVILLE INT	DUR	2.9
2.8	2.7	2.5	2.3	2.6	16	KOAI NAC	106.1 100kw	17	14	13	14	10	9	63	GANNETT	HNWH	2.3
3.0	2.4	2.0	2.4	2.6	17	KZEW AOR	97.9 100kw	12	10	9	12	18	18	52	ANCHOR MEDIA	MMR	3.0
2.4	2.0	2.9	2.6	2.5	18	KMGC AC	102.9 100kw	15	21	11	11	11	14	60	SHAMROCK	CHR	2.0
1.6	3.2	2.0	1.7	1.9	19	KHVN Rel	970 1-274kw	22	15	25	21	22	16	102	GILMORE	K/P	1.1
0.5	0.4	0.6	1.6	1.7	20	KKDA Gold	730 5-.01kw	21	12	21	20	20	12	91	REPUBLIC	KATZ	1.1
1.6	2.1	1.5	2.4	1.6	21	KDLZ UC	107.5 25kw	19	11	14	19	19	22	54	GILMORE	K/P	1.2
1.2	1.6	1.0	1.3	1.4	22	WRR Clas	101.1 100kw	20	22	27	27	21	13	69	CITY OF DALLAS	CMBS	1.5
0.8	1.1	1.7	0.9	1.3	23	KAAM Nost	1310 5kw	23	28	29	28	27	15	83	BONNEVILLE INT	DUR	.6
1.7	1.5	1.8	1.6	1.0	24	KESS Span	1270 5kw	25	25	24	22	24	25	78	MARK RODRIGUEZ	CAB	1.0

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.6
1 KTXQ	1 KVIL-FM	1 KSCS	1 KVIL-FM	1 KSCS	1 KVIL-FM	AOR	6.0
2 KKDA-FM	2 KKDA-FM	2 KTXQ	2 KSCS	2 WBAP	2 KPLX	BBnd	1.3
3 KZEW	3 KHYI	3 KVIL-FM	3 KKDA-FM	3 KVIL-FM	3 KSCS	BM/Easy	4.8
4 KHYI	4 KEGL	4 KKDA-FM	4 KPLX	4 KRLD	4 KKDA-FM	CHR	9.5
5 KZPS	5 KPLX	5 WBAP	5 KHYI	5 KLIF	5 KLUV	Clas	1.4
6 KEGL	6 KOJO	6 KZEW	6 KEGL	6 KZPS	6 KMEZ-FM	Ctry	20.1
7 KSCS	7 KSCS	7 KZPS	7 KLUV	7 KPLX	7 KMGC	Gold	7.8
8 KVIL-FM	8 KMGC	8 KRLD	8 KOJO	8 KTXQ	8 KQZY	NAC	2.6
9 KRLD	9 KTXQ	9 KPLX	9 KMGC	9 KLUV	9 KOJO	N/T	9.2
10 KPLX	10 KZPS	10 KLIF	10 KQZY	10 KOAI	10 WBAP	Rel/CC	4.6
						Span	1.0
						UC	8.8

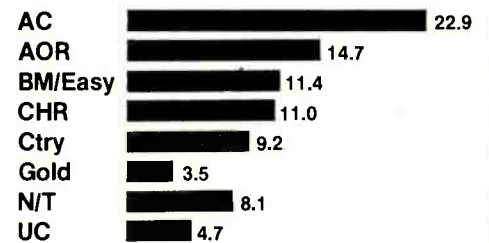
POPULATION: 802,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.0	13.4	12.8	14.1	14.7	1	WTUE AOR	104.7 50kw	1	2	1	1	1	7	99	SUMMIT	MCG	19.2
10.2	11.2	10.2	10.5	11.0	2	WGTZ CHR	92.9 40kw	2	1	2	3	3	8	75	GREAT TRAILS	KATZ	10.5
10.8	11.8	12.8	10.0	9.1	3	WHIO-FM B/EZ	99.1 50kw	3	16	10	10	5	2	73	COX	TOR	9.6
6.9	6.0	5.4	6.0	8.7	4	WWSN AC	107.7 50kw	5	6	3	2	2	1	90	STONER	CHR	3.9
8.5	8.5	9.7	9.2	8.1	5	WHIO Talk	1290 5kw	4	7	9	12	8	3	82	COX	TOR	7.2
2.7	4.5	3.7	6.3	5.6	6	WVUD AC	99.9 50kw	7	15	5	4	4	4	72	UNI./DAYTON	REP	3.7
5.4	4.3	4.4	3.1	4.4	7	WYMJ AC	103.9 3kw	6	4	4	5	10	12	52	OHIO BR. ASSOC	BAN	5.3
6.7	5.4	5.9	6.0	4.3	8	WONE Ctry	980 5kw	8	10	13	11	9	5	67	SUMMIT	MCG	5.9
4.3	2.5	5.7	5.0	4.2	9	WLW AC	700 50kw	9	8	8	6	7	9	68	JACOR	EAST	3.3
3.5	4.0	2.6	4.4	3.9	10	WBVE Ctry	98.5 19.5kw	11	19	7	9	11	10	66	REAMS	EAST	4.2
4.3	3.2	4.2	4.6	3.7	11	WBLZ UC	103.5 19.3kw	12	3	6	8	12	13	74	PANACHE	REP	6.5
2.5	2.3	2.4	2.3	3.5	12	WING Gold	1410 5kw	10	9	11	7	6	6	58	GREAT TRAILS	KATZ	2.0
1.1	1.2	1.1	1.3	2.3	13	WPTW-FM B/EZ	95.7 50kw	15	13	20	15	13	11	103	WPTW RADIO	REG	1.8
0.6	0.6	0.9	1.1	1.0	14	WPFB-FM Ctry	105.9 34kw	18	20	16	17	17	17	79	WPFB, INC.	ROS	.8
3.6	3.4	3.2	2.4	1.0	15	WDAO UC	1210 1kw	14	22	15	16	14	14	41	STONER	---	1.5

### DEMOGRAPHIC RANK

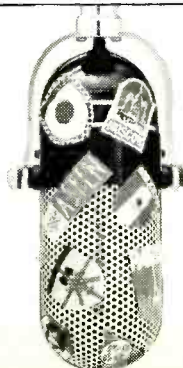
### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTUE	1 WTUE	1 WTUE	1 WTUE	1 WTUE	1 WWSN
2 WGTZ	2 WGTZ	2 WGTZ	2 WWSN	2 WWSN	2 WGTZ
3 WLW	3 WYMJ	3 WWSN	3 WGTZ	3 WLW	3 WTUE
4 WWSN	4 WWSN	4 WLW	4 WYMJ	4 WVUD	4 WVUD
5 WVUD	5 WBLZ	5 WVUD	5 WVUD	5 WGTZ	5 WHIO-FM
6 WBVE	6 WVUD	6 WING	6 WBLZ	6 WING	6 WYMJ
7 WYMJ	7 WBVE	7 WBVE	7 WHIO-FM	7 WHIO	7 WONE
8 WHIO	8 WHIO-FM	8 WHIO	8 WONE	8 WBVE	8 WING
9 WING	9 WAZU	9 WYMJ	9 WING	9 WHIO-FM	9 WHIO
10 WBLZ	10 WONE	10 WHIO-FM	10 WBVE	10 WONE	10 WBLZ



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# DENVER-BOULDER

POPULATION: 1,592,800

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.8	8.1	6.0	8.8	8.3	1	KBCO-A/F AOR	1190/97.3 5kw/100kw	5	10	1	1	1	6	102	NOBLE	MMR	6.9
7.4	6.9	6.6	5.9	7.9	2	KOA Talk	850 50kw	1	11	12	6	3	2	66	JACOR	EAST	6.9
7.8	6.6	7.2	6.8	7.2	3	KOSI B/EZ	101.1 100kw	7	13	14	12	5	1	96	D&D	INT	4.4
4.8	4.5	6.9	7.1	6.3	4	KXKL-FM Gold	105.1 100kw	4	8	4	2	2	4	79	SHAMROCK BR.	DUR	7.8
5.8	6.3	6.0	6.5	5.8	5	KAZY AOR	106.7 100kw	6	4	2	3	7	18	75	SUMMIT	MCG	6.5
7.6	6.9	8.0	7.1	5.8	6	KRXY-A/F CHR	1600/107.5 5kw/100kw	2	2	5	7	10	14	61	CAP CITIES/ABC	KATZ	10.7
5.2	7.7	6.2	7.7	5.6	7	KBPI-A/F AOR	710/105.9 5kw/100kw	3	3	3	4	9	15	62	SANDUSKY	DUR	8.5
5.8	5.5	5.9	4.2	5.0	8	KYGO-FM Ctry	98.5 100kw	11	5	9	8	6	11	84	JEFFERSON PILOT	CBS	4.1
1.7	2.9	3.5	4.7	4.8	9	KQKS CHR	104.3 100kw	8	1	7	9	17	20	73	ANDERSON	HNWH	5.2
4.4	5.4	5.7	4.2	4.4	10	KMJI AC	100.3 100kw	10	9	6	5	4	8	70	GENESIS	CHR	3.8
3.0	3.2	2.2	3.5	3.2	11	KVOD Clas	99.5 100kw	12	21	16	13	12	5	69	HENRY	KATZ	3.8
2.5	1.8	2.2	1.8	3.2	12	KHIH NAC	94.7 100kw	14	26	10	10	8	9	76	SRO	HNWH	1.6
3.4	2.5	2.7	3.0	2.7	13	KHOW AC	630 5kw	13	14	18	15	13	7	59	COMMAND	REP	2.8
3.1	4.1	3.6	4.1	2.7	14	KOAQ AC	103.5 100kw	9	12	8	11	11	17	42	JACOR	EAST	4.1
3.5	3.6	3.3	2.8	2.4	15	KLZ Ctry	560 5kw	15	24	17	17	15	12	74	SUMMIT	MCG	2.3
2.1	2.6	2.0	2.0	1.9	16	KEZW BBnd	1430 5kw	17	25	30	31	25	13	78	D&D	INT	1.8
3.3	2.8	2.9	1.7	1.8	17	KSYY AC	95.7 100kw	16	23	15	14	14	10	70	COMMAND	REP	1.8
2.7	1.9	1.1	1.0	1.7	18	KYGO Ctry	950 5kw	21	27	22	18	16	11	96	JEFFERSON PILOT	CBS	.6
1.3	0.8	1.4	1.2	1.6	19	KTCL AOR	93.3 100kw	20	22	11	16	19	25	82	US MEDIA	--	1.1
0.9	0.9	1.7	1.1	1.2	20	KDKO UC	1510 10-5kw	23	6	13	20	22	27	86	SRO	HNWH	1.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	11.6
1 KAZY	1 KBCO-FM	1 KBCO-FM	1 KBCO-FM	1 KBCO-FM	1 KBCO-FM	AOR	21.3
2 KBCO-FM	2 KRXY-FM	2 KAZY	2 KMJI	2 KXKL-FM	2 KXKL-FM	BBnd	1.9
3 KBPI-FM	3 KMJI	3 KXKL-FM	3 KXKL-FM	3 KOA	3 KMJI	BM/Easy	7.2
4 KXKL-FM	4 KQKS	4 KBPI-FM	4 KRXY-FM	4 KAZY	4 KOSI	CHR	10.6
5 KRXY-FM	5 KXKL-FM	5 KOA	5 KQKS	5 KYGO-FM	5 KHIH	Clas	3.2
6 KOAQ	6 KBPI-FM	6 KYGO-FM	6 KBPI-FM	6 KOSI	6 KYGO-FM	Ctry	9.1
7 KMJI	7 KAZY	7 KRXY-FM	7 KHIH	7 KBPI-FM	7 KOA	Gold	6.3
8 KOA	8 KHIH	8 KOAQ	8 KAZY	8 KMJI	8 KSYY	NAC	3.2
9 KTCL	9 KOAQ	9 KMJI	9 KYGO-FM	9 KOAQ	9 KRXY-FM	N/T	7.9
10 KQKS	10 KYGO-FM	10 KHIH	10 KOSI	10 KHIH	10 KAZY	UC	1.2

POPULATION: 3,570,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
10.8	10.0	10.6	12.4	9.0	1	WJR AC	760 50kw	1	22	12	7	1	1	72	CAP CITIES/ABC	KATZ	8.2
8.6	8.5	7.9	7.8	7.0	2	WJLB UC	97.9 50kw	6	2	1	1	4	12	93	BOOTH AMERICAN	MMR	10.4
2.4	2.8	3.4	3.1	5.4	3	WDFX CHR	99.5 50kw	4	1	5	11	16	23	69	METROPOLIS	MMR	6.5
4.9	4.7	4.3	4.9	5.1	4	WWJ News	950 5kw	5	10	20	16	12	4	65	FEDERAL	EAST	3.1
4.1	3.6	3.9	4.8	4.9	5	WNIC AC	100.3 32kw	9	7	3	2	3	8	70	FAIRMOUNT	MCG	4.6
4.1	4.0	4.1	4.5	4.7	6	WWWW Ctry	106.7 61kw	10	20	11	9	5	2	75	SHAMROCK	CHR	4.5
6.2	5.9	5.8	5.1	4.7	7	WJOI B/EZ	97.1 12kw	13	28	15	15	11	3	84	FEDERAL	EAST	3.2
4.3	5.5	4.6	4.0	4.4	8	WCZY CHR	95.5 100kw	2	5	7	4	6	7	50	DORTON	HNWH	4.6
4.0	2.9	2.6	3.2	4.4	9	WOMC AC	104.3 190kw	11	23	9	3	2	5	73	METROPOLITAN	REP	3.2
4.5	4.6	4.9	3.8	3.8	10	WLLZ AOR	98.7 50kw	7	4	2	8	15	27	54	LEGACY	BAN	6.7
3.9	3.4	3.4	3.0	3.6	11	WRIF AOR	101.1 27.2kw	8	8	4	5	9	21	52	GREAT AMERICAN	REP	4.9
2.3	1.9	2.0	3.1	3.4	12	WKSG Gold	102.7 50kw	15	14	8	10	8	11	80	INNER CITY	DUR	2.4
4.7	4.9	4.6	5.3	3.4	13	WHYT CHR	96.3 50kw	3	3	10	12	14	18	41	CAP CITIES/ABC	KATZ	5.0
3.7	4.7	3.3	3.0	3.4	14	WCSX CR	94.7 13.5kw	12	11	6	6	7	15	56	GREATER MEDIA	MCG	3.6
3.2	3.6	4.6	3.2	3.3	15	CKLW BBnd	800 50kw	14	26	29	27	22	6	69	CUC	REP	2.4
4.0	3.1	3.2	3.2	3.1	16	WXYT Talk	1270 5kw	17	27	23	23	18	10	82	FRITZ	ROS	2.7
3.3	2.8	2.6	2.5	2.6	17	WLTJ AC	93.1 26.5kw	16	17	13	13	10	9	62	VIACOM	CBS	1.9
1.2	1.0	0.9	1.5	2.1	18	CKMR Gold	93.9 89kw	19	19	14	14	13	13	66	CUC	REP	1.4
2.1	1.5	2.1	1.7	1.7	19	WJZZ Jazz	105.9 68kw	18	13	16	18	17	16	52	BELL	TOR	2.0
1.5	1.9	1.5	1.2	1.5	20	WQRS Clas	105.1 50kw	21	29	22	20	21	19	58	MARLIN II LTD	CMBS	1.1
1.3	1.3	1.8	1.3	1.3	21	WCXI Ctry	1130 50-10kw	22	30	28	28	27	17	57	SHAMROCK	CHR	1.2
1.1	1.6	1.1	0.9	1.3	22	WMTG UC	1310 5kw	27	25	26	19	20	14	87	FAIRMOUNT	MCG	.9
0.6	2.0	1.6	1.1	1.3	23	WVAE NAC	92.3 21.5kw	23	18	18	17	19	22	59	FRITZ	ROS	1.9
1.1	0.9	0.9	1.1	1.1	24	WCHB Rel	1440 1kw	26	16	21	24	24	25	69	BELL	TOR	.9
1.3	1.1	1.5	1.7	1.1	25	WGPR UC	107.5 50kw	20	9	17	22	28	28	41	INT'L MASONS	RA/L	1.4
0.7	1.2	0.8	1.1	1.1	26	WMUZ CC	103.5 115kw	24	15	19	21	23	26	54	CRAWFORD	CRA	1.5
1.0	1.2	1.0	1.4	1.0	27	WQBH UC	1400 1kw	25	24	30	25	25	20	53	DETROIT BR.	PATT	.6

Continued on Page 159



POPULATION: 771,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.8	18.6	17.5	18.1	16.8	1	WTQR Ctry	104.1 100kw	1	5	3	1	1	1	127	NEWMARKET MEDIA	MCG	18.0
7.8	5.4	4.6	7.9	8.9	2	WQMG UC	97.1 100kw	6	4	2	3	3	3	135	MURRAY HILL	HNWH	8.4
8.6	7.4	13.3	9.9	8.3	3	WKRR AOR	92.3 100kw	2	3	1	2	4	12	93	DICK	MMR	12.9
8.5	6.5	6.7	7.9	6.8	4	WMAG AC	99.5 100kw	5	9	5	4	2	2	86	VOYAGER	MMR	8.2
6.0	6.2	7.1	7.3	6.2	5	WKZL CHR	107.5 100kw	3	2	4	5	6	14	70	NATIONWIDE	KATZ	8.2
4.9	5.5	4.5	5.9	5.4	6	WKSI CHR	98.7 100kw	4	1	6	6	9	13	65	BAHAKEL	REP	6.6
4.7	5.6	4.5	3.7	5.0	7	WSJS AC	600 5kw	7	16	19	10	10	4	80	NEWMARKET MEDIA	MCG	3.9
6.9	4.9	5.0	4.4	3.8	8	WBIG Ctry	102.1 100kw	10	8	8	8	8	6	74	BEASLEY	HNWH	3.2
2.0	2.3	1.7	2.0	3.1	9	WMQX-FM AC	93.1 100kw	8	27	7	7	5	7	58	EVERGREEN	DUR	2.3
4.1	5.3	5.2	4.3	3.1	10	WOJY AC	100.3 100kw	9	30	9	9	7	5	59	MANN MEDIA	MCG	3.0
1.8	1.7	1.9	2.7	2.5	11	WMFR AC	1230 1kw	13	11	20	19	16	9	111	VOYAGER	MMR	1.2
1.4	1.8	1.7	2.4	2.3	12	WWMY B/EZ	94.5 100kw	11	19	14	11	11	8	84	SPPEDO PRINT	KATZ	2.0
2.2	3.0	2.5	2.7	2.0	13	WAAA UC	980 1.069kw	14	7	12	12	13	10	91	MEDIA BR.	--	3.8
2.2	2.0	1.1	0.8	1.5	14	WHPE Rel	95.5 100kw	15	20	26	25	19	18	74	BIBLE BR.	--	1.2
0.8	1.6	1.9	1.7	1.4	15	WEAL UC	1510 1kw	19	15	11	15	25	16	92	NORTH STATE	HNWH	.5
1.9	2.1	1.1	0.7	1.2	16	WTNC Rel	790 1.05kw	17	17	17	17	12	11	78	WILLIS	--	1.1
0.9	0.7	1.0	0.5	1.2	17	WPCM Ctry	101.1 100kw	12	13	13	14	15	17	51	RES. TRIANGLE	MASL	.5
0.8	0.8	0.0	0.8	1.0	18	WSMX Rel	1500 10kw	25	12	23	20	14	15	100	GOSPEL MEDIA	--	.2

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKRR	1 WKRR	1 WTQR	1 WTQR	1 WTQR	1 WTQR
2 WQMG	2 WQMG	2 WKRR	2 WMAG	2 WQMG	2 WMAG
3 WTQR	3 WKZL	3 WQMG	3 WQMG	3 WMAG	3 WKRR
4 WKZL	4 WTQR	4 WMAG	4 WKRR	4 WKRR	4 WQMG
5 WMAG	5 WKSI	5 WKZL	5 WKZL	5 WMQX-FM	5 WKZL
6 WKSI	6 WMAG	6 WMQX-FM	6 WKSI	6 WOJY	6 WBIG
7 WBIG	7 WMQX-FM	7 WKSI	7 WBIG	7 WKZL	7 WKSI
8 WMQX-FM	8 WBIG	8 WOJY	8 WMQX-FM	8 WSJS	8 WSJS
9 WOJY	9 WEAL	9 WBIG	9 WOJY	9 WBIG	9 WOJY
10 WROQ	10 WOJY	10 WSJS	10 WSJS	10 WKSI	10 WMQX-FM

AC	20.5
AOR	8.3
BM/Easy	2.3
CHR	11.6
Ctry	21.8
Rel/CC	3.7
UC	12.3

POPULATION: 969,100

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.8	18.8	19.1	18.6	15.8	1	WTIC AC	1080 50kw	2	11	9	5	3	1	95	CHASE	KATZ	15.6
14.8	14.6	13.9	13.8	12.2	2	WTIC-FM CHR	96.5 20kw	1	1	1	1	2	4	70	CHASE	KATZ	18.4
9.3	9.9	11.8	10.0	9.7	3	WRCH B/EZ	100.5 7.5kw	3	25	12	9	7	2	95	RADIO CRP/HART	BAN	5.6
8.8	7.9	6.9	6.0	7.8	4	WDRF-FM Gold	102.9 19.5kw	5	8	3	2	1	3	94	BUCKLEY	MCG	6.2
4.0	4.6	5.8	3.6	5.9	5	WIOF AC	104.1 18kw	4	12	5	3	5	6	69	GREAT CONN.	EAST	3.5
2.0	1.6	2.0	1.2	5.6	6	WWYZ Ctry	92.5 18kw	9	7	7	6	4	5	100	WWYZ, INC.	BAN	3.5
4.9	6.2	7.0	6.8	5.3	7	WHCN AOR	105.9 16kw	7	4	2	4	6	8	65	BECK-ROSS	CHR	8.1
5.0	4.6	5.6	5.7	4.9	8	WKSS CHR	95.7 50kw	6	2	6	8	9	10	60	PRECISION MED.	MMR	5.6
4.4	5.4	3.7	3.9	4.4	9	WCCC-A/F AOR	1290/106.9 .5kw/23kw	8	3	4	7	8	11	67	GREATER HART	DUR	6.4
3.5	3.8	2.5	3.8	3.0	10	WRCQ Nost	910 5kw	14	15	23	23	21	7	97	RADIO CRP/HART	BAN	1.9
2.9	2.8	2.0	3.0	2.7	11	WPOP N/T	1410 5kw	10	18	16	14	11	9	51	GREATER CONN.	EAST	2.1
1.1	1.0	1.4	1.2	1.9	12	WKCI CHR	101.3 10kw	11	6	10	10	10	13	44	NOBLE	MCG	1.9
1.4	2.1	1.4	2.0	1.5	13	WAQY AOR	102.1 17kw	13	9	8	11	15	23	37	SUNSHINE GROUP	KATZ	3.0
2.0	1.9	1.4	1.3	1.2	14	WPLR AOR	99.1 50kw	12	13	11	12	12	15	31	SOUTHERN STAR	DUR	1.1
0.0	0.0	0.0	0.3	1.1	15	WILI-FM CHR	98.3 3kw	18	5	15	16	17	18	105	NUTMEG	--	--
0.3	0.4	0.0	0.6	1.0	16	WHYN-FM AC	93.1 50kw	16	14	13	13	14	14	45	WILKS/SCHWARTZ	MCG	1.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHCN	1 WTIC-FM	1 WTIC-FM	1 WTIC-FM	1 WDRF-FM	1 WTIC-FM	AC 22.7
2 WCCC-FM	2 WIOF	2 WDRF-FM	2 WIOF	2 WTIC-FM	2 WDRF-FM	AOR 12.4
3 WTIC-FM	3 WDRF-FM	3 WHCN	3 WDRF-FM	3 WHCN	3 WTIC	BBnd 3.0
4 WDRF-FM	4 WKSS	4 WCCC-FM	4 WTIC	4 WWYZ	4 WIOF	BM/Easy 9.7
5 WKSS	5 WHCN	5 WWYZ	5 WKSS	5 WTIC	5 WWYZ	CHR 20.1
6 WWYZ	6 WWYZ	6 WTIC	6 WWYZ	6 WCCC-FM	6 WRCH	Ctry 5.6
7 WAQY	7 WKCI	7 WKSS	7 WHCN	7 WRCH	7 WKSS	Gold 7.8
8 WPLR	8 WTIC	8 WIOF	8 WRCH	8 WIOF	8 WHCN	N/T 2.7
9 WIOF	9 WCCC-FM	9 WRCH	9 WCCC-FM	9 WKSS	9 WCCC-FM	
10 WTIC	10 WAQY	10 WAQY	10 WKCI	10 WPOP	10 WKCI	



# HOUSTON-GALVESTON

POPULATION: 2,958,400

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.8	8.5	8.8	9.3	9.8	1	KMJQ UC	102.1 100kw	6	3	1	1	2	8	125	KEYMARKET	CHR	12.8
6.1	7.4	6.7	6.9	7.5	2	KKBQ-A/F CHR	790/92.9 5kw/97kw	1	1	3	3	6	11	64	GANNETT	MCG	9.2
8.3	6.9	8.1	7.0	6.8	3	KIKK-FM Ctry	95.7 100kw	4	6	6	2	1	1	78	VIACOM	TOR	8.7
5.7	5.2	5.2	4.9	6.1	4	KODA B/EZ	99.1 100kw	5	17	9	5	3	2	75	GROUP W	G/W	3.1
6.4	7.9	8.4	6.0	6.0	5	KRBE CHR	104.1 100kw	2	2	4	7	15	14	57	SUSQUEHANNA	DUR	8.9
4.9	5.4	6.2	6.5	5.7	6	KTRH News	740 50kw	3	18	13	12	11	4	60	RUSK	CBS	4.4
6.2	5.6	5.9	5.8	5.2	7	KLOL AOR	101.1 100kw	8	5	2	4	7	13	74	RUSK	CBS	5.8
5.9	6.0	6.7	6.2	4.6	8	KILT-FM Ctry	100.3 100kw	7	12	11	11	5	3	66	LEGACY	BAN	7.0
4.9	4.2	3.8	4.4	4.3	9	KFMK AC	97.9 100kw	13	14	10	6	4	5	84	COOK INLET	KATZ	3.8
3.1	3.1	2.4	3.3	4.0	10	KPRC N/T	950 5kw	10	19	18	14	12	7	72	H&C	EAST	2.5
2.8	4.5	3.3	3.8	3.8	11	KLTR AC	93.7 100kw	9	9	8	10	8	9	60	CBS	CBS	2.6
4.2	3.2	2.8	2.8	3.8	12	KKHT AC	96.5 100kw	11	15	7	9	9	12	69	EMMIS	REP	3.2
4.8	3.7	3.7	3.8	3.7	13	KZFX CR	107.5 100kw	12	11	5	8	10	16	68	SHAMROCK BR.	REP	3.5
4.2	3.2	3.4	3.8	3.4	14	KQUE Nost	102.9 100kw	15	16	24	16	14	6	83	TEXAS COAST	EAST	2.6
1.8	2.2	3.4	3.2	2.5	15	KLDE Gold	94.5 100kw	14	10	14	13	13	10	54	INTERCOM	DUR	3.0
3.1	1.9	2.1	2.6	1.3	16	KLAT Span	1010 5kw	19	24	17	17	17	15	92	TICHENOR MEDIA	KATZ	.7
1.0	1.7	1.1	1.5	1.3	17	KXYZ Span	1320 5kw	20	32	12	15	16	24	92	INFINITY	CAB	.8
1.7	1.7	0.9	1.5	1.1	18	KYOK Gold	1590 5kw	16	22	19	19	18	17	63	ALL PRO	K/P	.7
1.2	1.1	0.8	1.1	1.1	19	KEYH Span	850 10kw	26	31	16	18	19	20	139	ARTLITE	CAB	.2
0.0	0.0	0.0	0.0	1.0	20	KHYS UC	98.5 100kw	21	4	15	20	22	29	78	CLEAR CHANNEL	HNWH	1.2
0.9	1.0	1.0	1.4	1.0	21	KHCB UC	105.7 100kw	17	21	22	22	21	18	56	HOUSTON CHRIST.	--	1.3

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KMJQ	1 KMJQ	1 KLOL	1 KMJQ	1 KLOL	1 KIKK-FM
2 KLOL	2 KKBQ-FM	2 KMJQ	2 KIKK-FM	2 KZFX	2 KMJQ
3 KZFX	3 KRBE	3 KZFX	3 KKBQ-FM	3 KMJQ	3 KODA
4 KKBQ-FM	4 KIKK-FM	4 KFMK	4 KODA	4 KIKK-FM	4 KLTR
5 KRBE	5 KLTR	5 KKBQ-FM	5 KRBE	5 KFMK	5 KFMK
6 KKHT	6 KKHT	6 KIKK-FM	6 KLTR	6 KODA	6 KKBQ-FM
7 KIKK-FM	7 KLOL	7 KKHT	7 KKHT	7 KILT-FM	7 KILT-FM
8 KFMK	8 KILT-FM	8 KODA	8 KILT-FM	8 KKHT	8 KKHT
9 KODA	9 KODA	9 KRBE	9 KFMK	9 KTRH	9 KLDE
10 KLTR	10 KZFX	10 KTRH	10 KLDE	10 KPRC	10 KRBE

AC	11.9
AOR	5.2
BBnd	3.4
BM/Easy	6.1
CHR	13.5
Ctry	11.4
Gold	7.3
N/T	9.7
Span	3.7
UC	11.8

POPULATION: 1,009,100

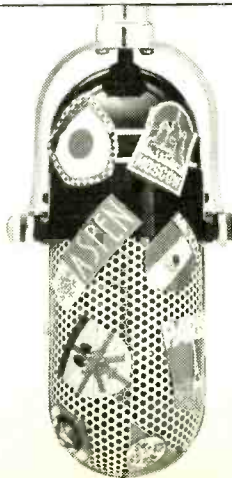
FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ADJ	STATION FORMAT	FREQUENCY POWER						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK					35-64 RANK
13.7	12.8	14.9	13.8	14.5	1	<b>1</b> WFBQ AOR	94.7 52kw	1	4	1	1	1	5	101	GREAT AMERICAN	KATZ	16.6
13.1	14.7	13.1	13.9	14.3	2	WIBC AC	1070 50-10kw	2	9	9	6	2	1	110	SCONNIX	DUR	12.9
10.0	9.5	12.2	10.2	9.2	3	WZPL CHR	99.5 50kw	3	1	3	5	9	9	72	BOOTH AMERICAN	HNWH	12.7
8.0	7.0	8.6	7.6	9.1	4	WXTZ B/EZ	103.3 18kw	7	12	8	8	6	2	99	WIN	REP	6.8
13.7	11.3	10.3	11.4	9.0	5	WFMS Ctry	95.5 13kw	5	6	4	4	4	3	89	SUSQUEHANNA	MOG	11.6
6.7	8.6	8.4	6.7	7.1	6	WENS AC	97.1 23kw	4	2	2	3	5	7	67	EMMIS	CHR	6.2
5.2	5.0	4.3	6.6	6.9	7	WKLR Gold	93.1 12.5kw	6	8	6	2	3	4	74	SCONNIX	DUR	4.3
8.2	8.0	7.7	8.8	6.3	8	WTLC UC	105.7 50kw	8	3	5	7	8	6	84	PANACHE	MMR	10.0
4.0	4.3	4.4	3.4	4.6	9	WTPI AC	107.9 22kw	9	10	7	9	7	8	77	SOMERSET	EAST	3.7
3.3	3.6	2.4	3.6	3.2	10	WTUX BBnd	1310 5-1kw	10	7	17	19	16	10	84	PANACHE	MMR	1.8
0.5	0.8	0.4	1.4	2.2	11	WPZZ UC	95.9 3kw	12	5	10	10	11	15	71	WILLIS	REG	2.9
2.2	2.2	1.8	2.0	1.6	12	WIRE Ctry	1430 5kw	11	14	13	11	10	11	49	WIN	REP	1.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WFBQ	1 WIBC	AC	26.0
2 WZPL	2 WENS	2 WKLR	2 WENS	2 WKLR	2 WENS	AOR	14.5
3 WKLR	3 WZPL	3 WFMS	3 WFMS	3 WIBC	3 WXTZ	BBnd	3.2
4 WTLC	4 WFMS	4 WZPL	4 WZPL	4 WFMS	4 WFBQ	BM/Easy	9.1
5 WFMS	5 WTPI	5 WIBC	5 WIBC	5 WENS	5 WFMS	CHR	9.2
6 WENS	6 WTLC	6 WTLC	6 WXTZ	6 WTLC	6 WKLR	Ctry	10.6
7 WIBC	7 WXTZ	7 WENS	7 WKLR	7 WXTZ	7 WTPI	Gold	6.9
8 WTPI	8 WPZZ	8 WTPI	8 WTPI	8 WZPL	8 WZPL	UC	8.5
9 WXTZ	9 WKLR	9 WXTZ	9 WTLC	9 WTPI	9 WTLC		
10 WPZZ	10 WIBC	10 WPZZ	10 WPZZ	10 WIRE	10 WIRE		

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POPULATION: 1,279,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.8	12.6	12.9	12.1	11.0	1	WDAF Ctry	610 5kw	2	8	10	3	1	1	93	GREAT AMERICAN	KATZ	11.3
7.6	7.0	5.5	6.4	9.6	2	KCMO N/T	810 50kw	1	13	11	7	4	2	78	GANNETT	MCG	6.9
7.2	9.5	7.9	6.3	9.0	3	KFKF-A/F Ctry	1340/94.1 1kw/100kw	4	6	1	1	2	4	100	SCONNIX	HNWH	7.1
9.2	9.4	9.1	8.5	7.0	4	KYYS AOR	102.1 100kw	5	5	2	2	3	7	78	GREAT AMERICAN	KATZ	6.8
9.8	9.5	7.9	7.5	6.2	5	KBEQ CHR	104.3 100kw	3	1	6	8	12	13	57	NOBLE	BAN	9.5
7.1	7.2	5.4	6.2	6.1	6	KMBR B/EZ	99.7 100kw	9	9	13	12	6	3	85	BONNEVILLE INTL	DUR	3.6
7.6	6.7	5.9	6.4	6.0	7	KPRS UC	103.3 100kw	12	3	4	4	8	12	102	KPRS	REP	6.6
0.9	0.6	1.1	2.8	6.0	8	KXXR CHR	106.5 100kw	6	2	3	5	13	17	76	OLYMPIA	REP	10.3
3.1	4.0	3.2	5.1	4.8	9	KUDL AC	98.1 100kw	7	12	7	6	5	8	61	SHAMROCK	CHR	3.2
3.3	4.2	4.6	4.8	4.3	10	KLSI AC	93.3 100kw	13	7	9	9	7	9	73	SANDUSKY	BAN	4.4
3.4	5.1	5.7	4.9	4.2	11	KCPW CHR	94.9 100kw	8	4	8	10	11	11	54	GANNETT	MCG	3.1
5.0	3.3	6.7	6.6	4.0	12	KMBZ AC	980 5kw	10	14	17	15	15	5	60	BONNEVILLE INTL	DUR	6.0
3.9	5.2	5.3	4.6	3.8	13	KCFX CR	100.7 100kw	11	11	5	11	9	16	62	HOKER	MMR	6.5
2.6	2.1	2.4	2.2	3.5	14	KJLA BBnd	1190 5-25kw	15	16	19	20	18	10	104	OSBORN	ROS	1.4
3.4	2.4	2.7	3.7	3.0	15	WHB Gold	710 10-5kw	14	19	14	13	10	6	58	SHAMROCK	CHR	2.7
1.2	1.5	1.3	1.8	1.9	16	KCWV NAC	98.9 100kw	16	17	12	14	14	15	68	WODLINGER	CBS	1.5
1.6	1.6	1.2	1.2	1.7	17	KXTR Clas	96.5 100kw	17	15	15	17	16	14	63	KXTR	CMBS	1.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.1
1 KYYS	1 KFKF-FM	1 KYYS	1 KFKF-FM	1 KFKF-FM	1 WDAF	AOR	7.0
2 KXXR	2 KPRS	2 KFKF-FM	2 KLSI	2 WDAF	2 KLSI	BBnd	3.5
3 KFKF-FM	3 KLSI	3 KXXR	3 KCPW	3 KYYS	3 KCMO	BM/Easy	6.1
4 KCFX	4 KYYS	4 KCFX	4 WDAF	4 KCFX	4 KFKF-FM	CHR	16.4
5 KPRS	5 KCPW	5 WDAF	5 KPRS	5 KCMO	5 KUDL	Clas	1.7
6 KBEQ-FM	6 KBEQ-FM	6 KPRS	6 KUDL	6 KUDL	6 KCPW	Ctry	20
7 KUDL	7 KUDL	7 KUDL	7 KBEQ-FM	7 KMBR	7 KMBR	Gold	6.8
8 WDAF	8 KXXR	8 KCMO	8 KYYS	8 KPRS	8 KYYS	NAC	1.9
9 KCPW	9 WDAF	9 KMBR	9 KCMO	9 WHB	9 KBEQ-FM	N/T	9.6
10 KCMO	10 KCFX	10 WHB	10 KMBR	10 KXXR	10 KPRS	UC	6.0

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 1-2 ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRFC SHARE
7.5	7.1	7.4	7.4	7.2	1	KPWR CHR	105.9 72kw	2	1	1	1	3	14	73	EMMIS	HNWH	9.2
6.9	6.6	6.1	6.8	5.8	2	KIIS-FM CHR	102.7 8kw	1	2	2	2	2	10	58	GANNETT	MCG	7.6
4.5	5.3	4.6	5.0	5.4	3	KOST AC	103.5 12.5kw	3	4	4	3	1	3	70	COX	CHR	5.1
5.5	5.8	6.2	5.7	5.3	4	KABC Talk	790 5kw	6	31	24	14	9	2	81	CAP CITIES/ABC	KATZ	5.8
4.3	3.9	4.2	4.1	4.6	5	KJOI B/EZ	98.7 75kw	10	18	32	18	14	1	93	COMMAND	BAN	3.7
3.8	3.6	4.3	4.3	3.6	6	KLOS AOR	95.5 63.1kw	8	10	3	4	6	23	69	CAP CITIES/ABC	KATZ	5.3
3.2	3.0	2.9	3.1	3.5	7	KNX News	1070 50kw	4	24	23	16	15	4	50	CBS	CBS	2.5
4.0	3.3	3.4	4.2	3.3	8	KBIG AC	104.3 105kw	9	16	14	12	11	5	65	BONNEVILLE INTL	CBS	2.7
2.3	2.4	1.7	3.0	3.3	9	KTWV NAC	94.7 58kw	13	21	6	5	4	9	74	METROPOLITAN	BAN	3.1
3.7	3.3	3.7	3.1	3.2	10	KRTH-FM Gold	101.1 58kw	7	13	9	6	5	8	50	RKO GENERAL	REP	3.0
3.7	3.4	3.4	3.4	3.2	11	KROQ AOR	106.7 5.6kw	11	3	5	9	25	36	65	INFINITY	TOR	4.9
4.2	3.3	2.7	3.3	3.1	12	KFWB News	980 5kw	5	23	26	17	17	6	46	GROUP W	G/W	2.6
2.5	2.8	3.1	2.7	2.8	13	KLVE Span	107.5 34.5kw	16	11	7	7	7	15	89	HEFTEL	CAB	2.4
2.8	2.5	2.4	2.6	2.8	14	KIQQ AC	100.3 5.3kw	12	12	13	11	13	11	63	WESTWOOD ONE	HNWH	2.6
3.0	3.0	4.2	2.7	2.8	15	KTNQ Span	1020 50kw	20	9	11	10	12	12	102	HEFTEL	CAB	1.9
2.1	2.4	2.1	2.1	2.6	16	KZLA Ctry	93.9 49kw	17	25	18	15	10	7	84	MALRITE	EAST	2.7
3.6	3.0	2.7	3.1	2.3	17	KLSX CR	97.1 55kw	14	20	8	8	8	20	54	GREATER MEDIA	MMR	2.5
1.8	2.3	1.6	1.6	2.3	18	KJLH UC	102.3 2.25kw	18	8	10	13	16	22	77	TAXI	ROS	2.8
2.5	2.7	2.4	2.0	2.1	19	KMPC Nost	710 50-10kw	15	33	36	33	23	13	52	GOLDEN WEST	DUR	1.8
1.1	1.1	1.1	1.0	1.6	20	KNAC AOR	105.5 1.05kw	27	7	12	19	32	41	86	FLAGSHIP	K/P	2.3
1.6	1.4	1.4	1.4	1.5	21	KFAC-FM Clas	92.3 55kw	19	41	29	29	28	18	53	CLASSIC	MCG	1.1
0.9	1.0	0.9	1.0	1.4	22	KACE UC	103.9 1.65kw	23	17	15	20	21	27	59	ALL PRO	K/P	1.4

Continued on Page 159

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# # 6

# DETROIT

POPULATION: 3,570,000

Continued from Page 152

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WLLZ	1 WJLB	1 WRIF	1 WJLB	1 WJR	1 WOMC	AC	20.9
2 WRIF	2 WNIC	2 WLLZ	2 WNIC	2 WWWW	2 WNIC	AOR	7.4
3 WJLB	3 WDFX	3 WCSX	3 WOMC	3 WCSX	3 WJLB	BBnd	3.3
4 WCSX	4 WCZY	4 WJR	4 WCZY	4 WRIF	4 WCZY	BM/Easy	4.7
5 WDFX	5 WHYT	5 WJLB	5 WDFX	5 WKSG	5 WLTJ	CHR	13.2
6 WKSG	6 WOMC	6 WWWW	6 WLTJ	6 WLLZ	6 WJR	Clas	1.5
7 WNIC	7 WKSG	7 WKSG	7 WHYT	7 WOMC	7 WWWW	Ctry	6.0
8 WCZY	8 WCSX	8 WOMC	8 WKSG	8 WNIC	8 WJOI	Gold	8.9
9 WWWW	9 WRIF	9 WCZY	9 WWWW	9 WJLB	9 WHYT	Jazz	1.7
10 WOMC	10 WLTJ	10 WNIC	10 WJR	10 WWJ	10 WKSG	NAC	1.3
						N/T	8.2
						Rel/CC	2.2
						UC	10.4

# # 2

# LOS ANGELES

POPULATION: 9,086,100

Continued from Page 158

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ MOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
1.0	1.8	1.9	1.5	1.3	23	KWKW Span	1300 5-1kw	33	29	21	23	22	19	104	LOTUS	LOTU	.7
1.3	1.2	1.4	1.4	1.3	24	KFI Talk	640 50kw	22	34	30	27	19	16	53	COX	CHR	1.6
1.5	1.7	1.5	1.6	1.2	25	KDAY UC	1580 50kw	26	6	19	25	36	29	68	HERITAGE MEDIA	ROS	1.6
0.9	0.9	1.4	1.6	1.2	26	KSKQ Span	1540 50-10kw	35	26	17	22	20	34	98	SBS	SBS	.2
1.1	1.3	1.3	1.3	1.2	27	KRLA Gold	1110 50-20kw	25	22	27	24	24	17	59	GREATER MEDIA	MMR	1.3
1.3	1.9	1.3	1.3	1.2	28	KNX-FM AOR	93.1 28.5kw	21	32	16	21	18	30	45	CBS	CBS	2.5
1.3	0.8	0.8	0.9	1.1	29	KRTH Gold	930 5kw	24	14	35	32	27	24	55	RKO GENERAL	REP	.6
1.4	1.2	1.6	1.0	1.0	30	KLAC Ctry	570 5kw	28	30	37	36	33	25	58	MALRITE	EAST	1.3
1.0	1.2	1.0	1.5	1.0	31	KKGO-FM Jazz	105.1 18kw	29	42	33	30	26	21	56	MT. WILSON FM	CMBS	1.0

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KPWR	1 KPWR	1 KPWR	1 KOST	1 KTWV	1 KOST	AC	11.5
2 KLOS	2 KIIS-FM	2 KLOS	2 KPWR	2 KLOS	2 KIIS-FM	AOR	9.6
3 KIIS-FM	3 KOST	3 KIIS-FM	3 KIIS-FM	3 KRTH-FM	3 KPWR	BBnd	2.1
4 KROQ	4 KLVE	4 KTWV	4 KLVE	4 KPWR	4 KBIG	BM/Easy	4.6
5 KNAC	5 KROQ	5 KRTH-FM	5 KBIG	5 KIIS-FM	5 KLVE	CHR	13.0
6 KLSX	6 KLOS	6 KLSX	6 KIQQ	6 KOST	6 KRTH-FM	Clas	1.5
7 KTWV	7 KIQQ	7 KTNQ	7 KRTH-FM	7 KABC	7 KIQQ	Ctry	3.6
8 KOST	8 KJLH	8 KOST	8 KJLH	8 KLSX	8 KTWV	Gold	7.8
9 KTNQ	9 KTWV	9 KROQ	9 KTWV	9 KTNQ	9 KJOI	Jazz	1.0
10 KRTH-FM	10 KRTH-FM	10 KABC	10 KLOS	10 KNX	10 KZLA	NAC	3.3
						N/T	13.2
						Rel/CC	2.1
						Span	8.1
						UC	4.9

POPULATION: 791,500

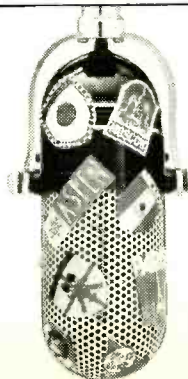
FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
14.3	16.7	16.1	17.8	17.2	1	<b>WAMZ</b> Ctry	97.5 100kw	2	6	2	1	1	1	99	CLEAR CHANNEL	CHR	13.2
16.1	17.7	15.4	17.5	15.0	2	<b>WHAS</b> AC	840 50kw	1	7	8	3	2	2	79	CLEAR CHANNEL	CHR	13.1
8.8	9.2	8.9	9.5	9.8	3	<b>WQMF</b> AOR	95.7 34kw	5	3	1	2	3	9	89	WOOD/OTTINGS	EAST	15.4
9.3	9.1	10.9	8.1	9.1	4	<b>WDJX-FM</b> CHR	99.7 50kw	3	1	3	4	6	6	66	STORES	REP	11.6
9.4	7.6	8.2	7.3	7.8	5	<b>WVEZ-A/F</b> AC	790/106.9 5-1kw/24.5kw	6	10	7	5	4	3	75	GRIFFIN	KATZ	5.6
7.9	5.1	6.6	4.3	6.3	6	<b>WRKA</b> AC	103.1 3kw	7	9	6	7	5	4	65	CAPITOL BR. CRP	BAN	6.2
4.1	4.7	5.9	4.7	6.2	7	<b>WJYL</b> UC	101.7 1.4kw	9	5	4	6	7	7	107	INTER-URBAN	BAN	8.6
6.3	5.3	5.8	6.6	6.0	8	<b>WLRS</b> CHR	102.3 3kw	4	2	5	8	8	11	52	KENTUCKY TECH	MMR	7.8
4.5	4.0	3.2	3.5	3.9	9	<b>WLOU</b> UC	1350 5-5kw	10	4	9	9	9	8	95	JOHNSON	MMR	3.6
3.8	5.8	4.4	3.4	3.7	10	<b>WAVG</b> Gold	970 5kw	8	15	10	10	10	5	50	RADIO 970, INC.	MMR	2.9
2.6	2.4	2.5	3.0	2.3	11	<b>WXVW</b> B/EZ	1450 1kw	11	16	15	15	15	10	91	SUNNYSIDE	K/P	2.5
1.4	1.5	0.9	1.2	1.0	12	<b>WTMT</b> Ctry	620 .5kw	12	12	14	14	12	12	48	JEFFERSON	MAS	1.2
1.6	1.1	0.8	1.5	1.0	13	<b>WXLN</b> CC	103.9 .995kw	13	11	13	11	11	14	49	RADIO 900	--	1.2

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	29.1
1 WQMF	1 WAMZ	1 WQMF	1 WAMZ	1 WAMZ	1 WAMZ	AOR	9.8
2 WAMZ	2 WRKA	2 WAMZ	2 WVEZ-FM	2 WQMF	2 WHAS	BM/Easy	2.3
3 WLRS	3 WDJX	3 WHAS	3 WRKA	3 WHAS	3 WRKA	CHR	15.1
4 WDJX	4 WJYL	4 WDJX	4 WHAS	4 WJYL	4 WVEZ-FM	Ctry	18.2
5 WJYL	5 WQMF	5 WJYL	5 WDJX	5 WDJX	5 WDJX	Gold	3.7
6 WRKA	6 WVEZ-FM	6 WLRS	6 WJYL	6 WVEZ-FM	6 WJYL	Rel/CC	1.0
7 WHAS	7 WLRS	7 WVEZ-FM	7 WQMF	7 WRKA	7 WQMF	UC	10.1
8 WVEZ-FM	8 WHAS	8 WRKA	8 WLRS	8 WLRS	8 WLOU		
9 WLOU	9 WLOU	9 WLOU	9 WLOU	9 WAVG	9 WLRS		
10 WVEZ	10 WAVG	10 WAVG	10 WAVG	10 WLOU	10 WAVG		

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POPULATION: 878,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	12.2	11.8	13.9	17.0	1	WHRK UC	97.1 100kw	1	1	1	1	2	5	122	ADAMS	KATZ	18.8
9.1	10.5	12.8	9.2	9.6	2	WMC-FM CHR	99.7 300kw	2	5	2	2	4	8	75	SCRIPPS HOWARD	BAN	9.0
9.0	9.3	9.9	9.1	9.4	3	WGKX Ctry	105.9 100kw	4	10	6	4	1	1	85	BARNSTABLE	HNWH	8.3
6.7	8.3	7.1	7.1	7.7	4	WRVR-FM AC	104.5 100kw	3	7	4	3	3	13	62	KEYMARKET	CHR	7.7
5.7	5.6	5.2	6.1	6.5	5	WDIA UC	1070 50-5kw	6	6	8	7	5	4	84	ADAMS	KATZ	9.0
5.4	5.2	4.9	8.1	6.3	6	WEGR AOR	102.7 100kw	8	4	3	5	6	10	86	NEWMARKET MEDIA	MCG	9.4
8.4	10.6	9.4	10.9	6.1	7	KRNB UC	101.1 100kw	5	3	5	6	7	11	61	DEE RIVERS	REP	11.1
6.8	5.3	6.3	5.5	5.1	8	WLOK UC	1340 1kw	12	9	10	11	10	6	107	GILLIAM	K/P	4.1
6.2	6.6	4.4	4.5	4.9	9	WEZI-FM B/EZ	94.3 3kw	9	12	13	10	8	3	78	ARDMAN	EAST	2.5
4.0	3.4	2.4	2.4	4.5	10	KMPZ CHR	98.1 100kw	7	2	7	8	11	14	61	POLLACK	CHR	4.5
3.9	2.7	2.8	3.7	4.4	11	WMC Ctry	790 5kw	10	15	11	9	9	7	88	SCRIPPS HOWARD	BAN	2.2
2.5	2.0	2.7	2.1	2.8	12	WBND BBnd	600 5kw	11	17	18	15	13	9	58	NEWMARKET MEDIA	MCG	3.3
2.9	4.9	3.2	3.2	1.4	13	WBHQ Gold	560 5-7kw	14	11	16	14	14	12	47	FLYNN	REP	3.0
1.7	2.3	1.4	2.0	1.3	14	KFTH Rel	107.7 3kw	15	8	9	13	15	18	61	WILLIS	--	1.5
1.2	0.8	2.1	1.5	1.2	15	WRVR Gold	680 10-5kw	13	18	12	12	12	2	40	KEYMARKET	CHR	1.0

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WHRK	1 WGKX	AC 7.7
2 WEGR	2 WMC-FM	2 WEGR	2 WMC-FM	2 WRVR-FM	2 WMC-FM	AOR 6.3
3 WMC-FM	3 WRVR-FM	3 WRVR	3 WGKX	3 WEGR	3 WRVR-FM	BBnd 2.8
4 KRNB	4 WGKX	4 WMC-FM	4 WRVR	4 WGKX	4 WHRK	BM/Easy 4.9
5 WRVR-FM	5 KRNB	5 WGKX	5 WDIA	5 WMC-FM	5 WDIA	CHR 14.1
6 KMPZ	6 WDIA	6 KRNB	6 KRNB	6 WDIA	6 KRNB	Ctry 13.8
7 WGKX	7 WEGR	7 WDIA	7 WEGR	7 KRNB	7 WEZI-FM	Gold 2.6
8 WDIA	8 KMPZ	8 KMPZ	8 WEZI-FM	8 WMC	8 WLOK	Rel/CC 1.3
9 WMC	9 KFTH	9 WMC	9 KMPZ	9 WEZI-FM	9 WRVR	UC 34.7
10 WEZI-FM	10 WLOK	10 WEZI-FM	10 WLOK	10 KMPZ	10 KFTH	

POPULATION: 2,645,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.5	8.5	8.7	7.9	7.0	1	WLYF B/EZ	101.5 100kw	3	18	18	16	9	1	103	JEFFERSON-PILOT	BAN	4.8
2.6	2.9	2.6	2.9	4.9	2	WHQT UC	105.1 100kw	4	2	1	1	12	22	75	EZ	MMR	6.2
3.6	4.1	3.2	4.0	4.8	3	WIOD N/T	610 10kw	1	17	15	12	6	4	67	COX	CHR	3.9
5.7	4.3	4.6	5.6	4.4	4	WPOW CHR	96.5 100kw	5	1	2	6	18	24	79	BEASLEY	HNWH	7.7
5.3	4.6	3.7	4.0	4.2	5	WCMQ-FM Span	92.3 41kw	14	14	11	5	3	2	108	SBS	SBS	4.2
4.2	4.0	4.0	3.1	4.0	6	WJQY AC	106.7 100kw	9	16	10	8	2	6	87	TAK	KATZ	2.7
3.7	4.4	4.2	4.3	3.9	7	WMXJ Gold	102.7 100kw	6	8	13	3	1	3	70	SCONNIX	DUR	5.2
5.3	5.0	5.8	4.5	3.9	8	WEDR UC	99.1 70kw	19	4	4	2	5	16	125	WEDR, INC.	--	3.8
3.6	3.1	3.3	2.7	3.8	9	WAQI Span	710 50kw	18	23	29	18	13	5	120	MAMBISA	KT-H	2.4
5.4	4.2	4.8	5.4	3.8	10	WQBA Span	1140 50-10kw	20	25	24	20	16	7	125	SUSQUEHANA	EAST	2.7
3.8	4.2	4.3	3.9	3.6	11	WHYI CHR	100.7 100kw	2	3	5	10	14	17	52	METROPLEX	MOG	5.4
3.5	3.4	3.7	4.8	3.6	12	WNWS Talk	790 25kw	10	21	19	22	23	14	77	JEFFERSON-PILOT	BAN	2.3
3.0	4.0	3.3	2.5	3.5	13	WKIS Ctry	99.9 100kw	11	11	12	11	7	8	76	SUNSHINE WIRE.	HNWH	4.1
2.8	3.3	2.5	2.9	3.4	14	WLVE AC	93.9 96kw	12	19	7	4	4	9	75	GILMORE	TOR	3.4
3.9	3.2	3.7	2.8	3.3	15	WINZ N/T	940 50-25kw	8	20	27	23	22	11	68	GUY GANNETT	KATZ	2.2
4.2	3.1	3.4	3.0	3.1	16	WAXY AC	105.9 100kw	7	6	6	9	8	13	65	RKO GENERAL	REP	4.2
2.5	2.8	2.8	3.0	2.9	17	WTMI Clas	93.1 95.5kw	16	31	23	19	26	10	67	MARLIN LTD	CMBS	2.4
3.4	3.0	3.9	4.1	2.8	18	WGTR AOR	97.3 98kw	13	5	3	7	11	34	65	COX	CHR	6.3
2.1	1.9	1.4	1.7	2.4	19	WXDJ NAC	95.7 100kw	22	33	9	13	10	18	96	NEW AGE	CBS	2.7
2.1	2.2	2.1	1.7	2.2	20	WQBA-FM Span	107.5 100kw	21	12	16	15	15	15	84	SUSQUEHANNA	EAST	2.0
0.9	1.6	1.4	1.6	2.1	21	WEAT-A/F B/EZ	850/104.3 5-1kw/56	23	36	34	34	31	23	82	J.J. TAYLOR	KATZ	1.4
1.7	1.7	2.1	1.9	2.0	22	WSHE AOR	103.5 100kw	15	7	8	14	21	28	50	TK	EAST	2.4
1.7	1.6	0.9	1.3	1.9	23	WCMQ Span	1210 25-2.5kw	25	26	20	21	20	12	111	SBS	SBS	.8
2.0	2.4	2.2	2.4	1.8	24	WZTA CR	94.9 96kw	17	9	14	17	19	20	53	GUY GANNETT	KATZ	2.8
1.2	1.9	1.5	1.4	1.7	25	WFTL AC	1400 1kw	24	34	36	33	30	21	92	KING	--	1.0
0.6	0.8	0.7	1.2	1.2	26	WSUA Span	1260 5kw	27	30	30	25	24	19	81	S.R. ASSOC.	CAB	1.1
0.8	1.0	1.0	1.1	1.1	27	WMBM Rel	1490 1kw	29	13	17	24	25	26	117	MARGOLIS	K/P	1.0

Continued on Page 169



POPULATION: 1,291,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ ADJ.	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.9	12.1	13.2	14.0	13.0	1	WTMJ AC	620 5kw	2	6	12	6	4	1	92	WTMJ, INC.	CHR	10.0
9.5	10.4	9.9	9.4	9.3	2	WKTI CHR	94.5 50kw	1	1	2	2	1	4	61	WTMJ, INC.	CHR	11.4
8.3	5.9	8.6	9.0	7.9	3	WKLH CR	96.5 50kw	3	5	1	1	2	8	80	SAGA	MOG	10.1
8.4	7.6	6.3	7.0	7.5	4	WEZW B/EZ	103.7 19.5kw	4	14	11	9	6	2	79	MULTIMEDIA	REP	3.1
6.7	7.5	8.0	7.0	6.7	5	WMIL Ctry	106.1 13.1kw	6	15	4	4	3	3	93	SUNDANCE	CBS	6.8
2.4	5.8	7.1	6.5	6.2	6	WLZR-A/F AOR	1340/102.9 1kw/50kw	5	2	3	3	10	16	73	GREAT AMERICAN	REP	10.0
6.8	7.9	5.8	6.4	5.9	7	WOKY BBnd	920 5-1kw	12	11	22	16	12	6	97	SUNDANCE	--	6.4
5.0	3.4	5.5	4.7	4.6	8	WLTQ AC	97.3 15.5kw	7	13	7	5	5	5	69	HEARST	KATZ	3.0
4.8	3.0	2.5	3.9	4.1	9	WMYX AC	99.1 50kw	8	7	6	8	7	7	63	HERITAGE MEDIA	BAN	3.0
5.9	6.6	6.7	4.8	4.1	10	WLUM UC	102.1 50kw	9	3	5	7	9	12	63	ALL PRO	HNWH	9.5
2.3	3.0	2.7	3.3	3.6	11	WISN News	1130 50-10kw	11	19	16	14	14	10	58	HEARST	KATZ	2.7
1.9	3.3	1.6	1.9	3.1	12	WFMR Clas	98.3 3kw	15	16	17	15	16	9	89	CAPITOL CLASS.	CMBS	2.0
2.0	2.0	1.6	1.5	2.7	13	WZTR AC	95.7 34kw	13	8	10	10	8	11	65	PINNACLE	DUR	1.4
5.4	4.1	3.7	3.0	2.6	14	WQFM AOR	93.3 12.5kw	10	4	8	12	15	22	43	SHAMROCK COM.	EAST	3.6
1.3	2.0	1.3	1.3	2.2	15	WBZN-A/F NAC	1460/100.7 .5kw/50kw	16	17	9	11	11	15	75	SRO	TOR	1.8
2.2	2.1	2.2	2.4	1.7	16	WEMP Gold	1250 5kw	14	12	15	13	13	13	43	HERITAGE MEDIA	BAN	1.6
0.5	0.4	0.6	0.8	1.1	17	WGN AC	720 50kw	17	23	25	21	21	14	56	TRIBUNE	CHR	.8
1.6	1.1	1.2	1.5	1.1	18	WNOV UC	860 .25kw	19	9	13	17	18	25	74	COURIER	--	1.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	25.5
1 WKLH	1 WKTI	1 WKLH	1 WKTI	1 WKLH	1 WKTI	AOR	8.8
2 WLZR-FM	2 WKLH	2 WKTI	2 WKLH	2 WKTI	2 WKLH	BBnd	5.9
3 WKTI	3 WLZR-FM	3 WLZR-FM	3 WLTQ	3 WMIL	3 WLTQ	BM/Easy	7.5
4 WQFM	4 WMIL	4 WMIL	4 WMIL	4 WTMJ	4 WEZW	CHR	9.3
5 WMIL	5 WLUM	5 WLTQ	5 WEZW	5 WLTQ	5 WTMJ	Clas	3.1
6 WMYX	6 WLTQ	6 WTMJ	6 WMYX	6 WZTR	6 WMIL	Ctry	6.7
7 WLTQ	7 WMYX	7 WLUM	7 WTMJ	7 WBZN-FM	7 WMYX	Gold	9.6
8 WBZN-FM	8 WEZW	8 WQFM	8 WLUM	8 WLZR-FM	8 WZTR	NAC	2.2
9 WLUM	9 WZTR	9 WMYX	9 WLZR-FM	9 WLUM	9 WLUM	N/T	3.6
10 WTMJ	10 WBZN-FM	10 WZTR	10 WZTR	10 WQFM	10 WOKY	UC	5.2

# MINNEAPOLIS-ST. PAUL

POPULATION: 1,944,800

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
								CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK				
19.4	16.9	16.6	22.3	16.9	1	WCCO AC	830 50kw	1	9	10	4	2	1	85	MIDWEST	CBS	14.9
8.3	9.4	9.0	7.5	9.2	2	KSTP-FM AC	94.5 100kw	5	5	3	1	1	2	84	HUBBARD	MCG	8.1
10.2	7.9	11.6	9.5	8.4	3	KQRS-A/F AOR	1440/92.5 5-.5kw/100kw	2	4	1	2	4	8	68	CAP CITIES/ABC	KATZ	12.1
4.7	5.9	5.8	5.5	6.9	4	WLTE AC	102.9 100kw	6	8	9	6	6	3	69	MIDWEST	CBS	4.1
5.8	5.5	4.6	6.3	6.8	5	KLXK CR	93.7 100kw	7	7	2	3	3	5	74	ENTERCOM	DUR	6.5
5.2	5.1	4.7	6.8	6.8	6	KDWB-FM CHR	101.3 100kw	4	1	4	8	9	12	60	LEGACY	BAN	7.3
6.3	7.4	6.2	6.2	6.8	7	KEYE Ctry	102.1 100kw	8	6	6	5	5	4	83	MALRITE	KATZ	5.9
8.0	8.3	9.4	6.0	6.2	8	WLOL CHR	99.5 100kw	3	2	5	7	8	9	54	EMMIS	HNWH	7.9
4.0	4.1	4.3	4.0	4.2	9	KTCZ AOR	97.1 100kw	10	12	7	9	7	6	77	PARKER	DUR	3.4
6.6	4.0	5.3	4.4	3.7	10	KJJO-FM AOR	104.1 100kw	9	3	8	10	12	16	55	PARK	REP	6.6
2.6	4.2	3.0	2.6	2.9	11	KSTP Talk	1500 50kw	11	15	11	11	10	7	70	HUBBARD	MCG	4.0
1.2	1.7	1.8	1.3	1.6	12	KLBB BBnd	1400 1kw	16	17	18	18	17	15	72	LCC	ROS	1.1
2.2	1.7	1.4	1.5	1.6	13	KQQL Gold	107.9 100kw	12	11	12	12	11	10	46	TRUMPER	REP	1.1
2.0	1.9	1.6	1.5	1.3	14	WDGY Ctry	1130 50-25kw	13	16	13	14	13	13	47	MALRITE	KATZ	1.3
0.4	0.5	0.4	1.5	1.3	15	WAYL B/EZ	980 5kw	15	13	16	15	15	11	58	ENTERCOM	DUR	1.3
2.0	2.1	2.7	1.8	1.1	16	KDWB Gold	630 5-.5kw	14	10	14	13	14	12	40	LEGACY	BAN	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 KQRS-FM	1 KDWB-FM	1 KQRS-FM	1 KSTP-FM	1 WCCO	1 KSTP-FM	AC	33.0
2 KLXK	2 WLOL	2 KLXK	2 WLTE	2 KQRS-FM	2 WLTE	AOR	16.3
3 KJJO-FM	3 KSTP-FM	3 WCCO	3 KDWB-FM	3 KLXK	3 WCCO	BBnd	1.6
4 KSTP-FM	4 KLXK	4 KSTP-FM	4 WLOL	4 KSTP-FM	4 KEYE	BM/Easy	1.3
5 KTCZ	5 WLTE	5 KEYE	5 KLXK	5 KEYE	5 KLXK	CHR	13.0
6 WLOL	6 KEYE	6 KTCZ	6 KEYE	6 KTCZ	6 WLOL	Ctry	8.1
7 KEYE	7 KQRS-FM	7 KJJO-FM	7 WCCO	7 WLTE	7 KTCZ	Gold	9.5
8 WCCO	8 KTCZ	8 WLOL	8 KQRS-FM	8 KSTP	8 KDWB-FM	N/T	2.9
9 KDWB-FM	9 KJJO-FM	9 WLTE	9 KTCZ	9 WLOL	9 KQRS-FM		
10 WLTE	10 WCCO	10 KDWB-FM	10 KQQL	10 KJJO-FM	10 KQQL		



# NASHVILLE

POPULATION: 807,400

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.4	11.0	13.2	12.8	10.3	1	WYHY CHR	107.5 100kw	1	1	2	3	7	11	76	JACOR	EAST	14.1
10.5	10.2	10.8	9.2	9.9	2	WSIX-FM Ctry	97.9 100kw	3	12	6	2	1	2	92	HICKS	MCG	8.6
10.2	10.1	7.4	9.2	9.6	3	WZEZ B/EZ	92.9 100kw	8	14	9	8	4	1	128	SOUTH CENTRAL	DUR	5.5
9.1	12.2	10.0	10.2	9.3	4	WSM-FM Ctry	95.5 100kw	2	4	7	6	2	3	83	GAYLORD	CHR	10.5
11.3	8.5	9.1	8.0	8.3	5	WKDF AOR	103.3 100kw	4	3	1	1	5	7	80	DICK	KATZ	11.9
7.0	6.0	6.8	7.2	7.1	6	WLAC-FM AC	105.9 100kw	5	6	5	4	3	5	76	FAIRMOUNT	DUR	7.1
6.5	5.4	6.7	8.2	6.9	7	WQKQ UC	92.1 3kw	7	2	4	7	9	9	91	PHOENIX	REP	10.5
6.4	5.5	6.5	6.0	5.8	8	WGFX CR	104.5 100kw	6	9	3	5	8	12	73	CAPITOL BR. CRP	BAN	6.5
3.3	2.9	4.8	4.0	5.1	9	WRMX AC	96.3 100kw	9	11	8	9	6	6	70	SIGNATURE	HNWH	3.8
3.9	5.6	6.0	6.1	4.2	10	WSM Ctry	650 50kw	10	18	12	12	10	4	65	GAYLORD	CHR	3.2
4.1	2.8	3.1	2.0	3.0	11	WLAC N/T	1510 50kw	11	13	14	13	12	8	57	FAIRMOUNT	DUR	2.1
2.2	3.1	2.4	3.3	2.9	12	WVOL Gold	1470 5kw	12	7	11	10	11	10	84	PHOENIX	REP	1.6
1.0	1.4	0.7	1.4	1.9	13	WMDB UC	880 2.5kw	17	8	10	11	14	15	123	BOBB	---	1.2
1.6	1.0	0.9	0.9	1.0	14	WAMB Nost	1160 50-1kw	15	17	17	19	18	14	51	GREAT SOUTHERN	ROS	1.1
0.7	1.5	0.7	1.1	1.0	15	WRLT-FM AC	100.1 3kw	13	5	13	15	15	16	39	GMX	REP	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC
1 WKDF	1 WYHY	1 WKDF	1 WYHY	1 WSIX-FM	1 WSIX-FM	13.2
2 WGFX	2 WLAC-FM	2 WGFX	2 WLAC-FM	2 WKDF	2 WLAC-FM	8.3
3 WYHY	3 WQKQ	3 WSIX-FM	3 WSIX-FM	3 WSM-FM	3 WSM-FM	1.0
4 WSIX-FM	4 WKDF	4 WYHY	4 WQKQ	4 WZEZ	4 WYHY	9.6
5 WQKQ	5 WSIX-FM	5 WSM-FM	5 WSM-FM	5 WGFX	5 WRMX	10.3
6 WLAC-FM	6 WSM-FM	6 WLAC-FM	6 WKDF	6 WLAC-FM	6 WZEZ	23.4
7 WSM-FM	7 WGFX	7 WQKQ	7 WRMX	7 WRMX	7 WKDF	8.7
8 WRMX	8 WRMX	8 WZEZ	8 WZEZ	8 WQKQ	8 WQKQ	3.0
9 WZEZ	9 WMDB	9 WRMX	9 WGFX	9 WYHY	9 WGFX	8.8
10 WVOL	10 WZEZ	10 WSM	10 WMDB	10 WLAC	10 WVOL	

POPULATION: 2,237,400

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ADJ RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.9	6.9	6.0	6.0	6.3	1	WALK-FM AC	97.5 45kw	6	15	4	1	1	1	97	AMERICAN MEDIA	DUR	5.0
6.3	6.5	5.9	6.1	5.3	2	WHTZ CHR	100.3 7.8kw	1	1	8	5	8	14	60	MALRITE	CHR	7.2
5.5	4.9	5.9	4.5	5.1	3	WBAB-A/F AOR	1240 102.3 1kw/3kw	7	4	1	3	6	23	75	NOBLE	MMR	6.3
4.6	4.2	4.1	3.9	5.0	4	WCBS-FM Gold	101.1 6.8kw	4	10	11	2	2	2	69	CBS	CBS	3.9
3.6	4.2	4.0	3.8	4.1	5	WOR Talk	710 50kw	11	17	36	26	21	8	84	RKO GENERAL	REP	3.5
4.9	4.7	5.3	5.5	4.0	6	WBLI CHR	106.1 10kw	8	5	7	4	4	13	63	BECK-ROSS	KATZ	6.8
3.8	3.8	2.9	3.3	3.8	7	WCBS News	880 50kw	3	21	23	16	15	4	52	CBS	CBS	3.3
1.5	2.8	2.5	2.2	3.6	8	WKJY AC	98.3 3kw	16	25	9	7	3	6	94	BARNSTABLE	KATZ	2.6
5.2	5.1	2.8	3.3	3.5	9	WHLI BBnd	1100 11kw	25	36	38	37	23	3	158	BARNSTABLE	KATZ	1.7
3.4	2.7	3.2	3.0	3.3	10	WPAT-A/F B/EZ	930 93.1 5kw/5.4kw	15	29	33	24	17	5	87	PARK	KATZ	2.5
3.0	3.7	3.5	3.3	3.3	10	WQHT CHR	97.1 7.2kw	14	3	6	9	20	25	77	EMMIS	EAST	4.3
3.3	2.8	2.2	2.3	3.2	12	WINS News	1010 30/50kw	2	27	20	15	12	7	42	GROUP W	G/W	2.6
2.8	4.0	4.3	4.1	3.1	13	WXRK CR	92.3 7.6kw	10	11	2	6	5	22	59	INFINITY	TOR	4.1
2.4	2.6	3.0	4.1	3.1	13	WNSR AC	105.1 7.8kw	13	18	3	8	7	19	71	BONNEVILLE INTL	MCG	2.4
4.4	3.9	3.0	3.8	3.1	15	WPLJ CHR	95.5 7.2kw	5	2	10	11	14	18	44	CAP CITIES/ABC	BAN	4.0
2.7	1.5	1.9	1.9	2.9	16	WCTO B/EZ	94.3 3kw	20	37	22	21	16	10	92	GREATER MEDIA	ROS	1.2
1.0	0.8	1.9	2.1	2.9	16	WFAN Sports	660 50kw	9	9	12	13	9	15	50	EMMIS	EAST	2.8
3.0	2.1	2.6	2.4	2.8	18	WYNY Ctry	103.5 5.8kw	18	16	18	12	10	9	73	WESTWOOD ONE	HNWH	2.8
2.1	2.6	2.4	2.8	2.7	19	WABC Talk	770 50kw	17	40	21	23	19	17	70	CAP CITIES/ABC	BAN	2.9
2.8	3.2	3.8	3.9	2.6	20	WNEW-FM AOR	102.7 5.9kw	12	12	5	10	13	26	58	LEGACY & SILL.	KATZ	4.0
3.1	2.4	3.3	3.6	2.6	20	WLTW AC	106.7 7.8kw	19	31	16	14	11	12	72	VIACOM	MMR	1.9
2.4	2.0	1.5	2.7	2.4	22	WGSM BBnd	740 25kw	30	26	35	32	26	11	137	GREATER MEDIA	ROS	1.5
1.0	1.5	1.3	1.5	1.6	23	WEZN AC	99.9 27.5kw	21	19	30	22	18	16	57	NEWCITY	KATZ	.7
1.0	1.3	1.4	0.9	1.5	24	WQXR-FM Clas	96.3 7.8kw	22	35	29	30	24	21	59	INTERSTATE	MCG	.9
1.6	1.8	2.0	1.4	1.4	25	WDRE AOR	92.7 3kw	23	7	14	18	31	33	65	JARAD	KATZ	3.1
1.8	1.1	1.5	1.1	1.4	25	WRKS UC	98.7 50kw	27	6	15	20	29	28	70	SUMMIT	REP	2.5
1.1	1.1	1.2	1.1	1.4	25	WBLI UC	107.5 5.4kw	24	8	13	17	25	34	63	INNER CITY	MCG	1.7
1.1	1.3	1.0	0.8	1.2	28	WNEW Nost	1130 50kw	28	24	31	27	28	20	63	WESTWOOD ONE	KATZ	1.1
0.5	1.2	1.5	1.2	1.1	29	WNCN Clas	104.3 7.8kw	26	20	28	25	27	24	53	GAF	CMBS	.8
1.0	1.0	0.8	0.8	1.0	30	WQCD NAC	101.9 5.3kw	29	23	17	19	22	27	56	TRIBUNE	CHR	1.7



POPULATION: 1,085,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 1-24 AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.1	14.5	15.1	13.2	14.5	1	WQUE-A/F UC	1280/93.3 5kw/100kw	2	2	1	1	1	3	97	CLEAR CHANNEL	HNWH	16.3
10.0	8.8	11.2	11.5	10.8	2	WEZB CHR	97.1 100kw	1	1	2	2	5	8	70	EZ	MMR	11.6
5.1	6.1	6.3	7.0	8.6	3	WWL N/T	870 50kw	3	14	8	7	6	1	76	LOYOLA UNI.	KATZ	6.5
9.0	10.8	7.9	9.4	8.5	4	WYLD-FM UC	98.5 100kw	4	4	3	3	3	6	93	INTER-URBAN	BAN	11.8
2.8	4.9	6.4	6.3	6.4	5	WLMG AC	101.9 100kw	5	8	5	4	2	4	73	LOYOLA UNI.	KATZ	5.4
7.3	5.9	6.2	5.9	5.6	6	WLTS AC	105.3 100kw	6	6	7	5	4	5	67	PHASE II	DUR	4.1
6.1	6.1	4.9	5.1	5.5	7	WNOE-A/F Ctry	1060/101.1 50kw/100kw	8	9	9	9	7	2	73	WNOE	MCG	8.1
1.9	1.6	1.9	1.6	4.5	8	WBYU Nost	1450 1kw	12	21	21	16	15	7	119	RADIO VANDER.	ROS	2.0
3.1	4.0	4.6	4.7	4.0	9	WCKW-FM CR	92.3 100kw	9	7	4	6	8	16	70	222 CORP.	REP	4.6
5.6	5.5	4.3	4.1	3.8	10	WRNO AOR	99.5 100kw	7	5	6	8	9	14	50	GULF NORTH	MMR	6.2
4.4	4.2	4.2	3.9	3.2	11	WBOK Rel	1230 1kw	13	11	12	12	10	9	92	WILLIS	REP	1.8
0.8	1.0	3.1	3.0	2.8	12	WYLD UC	940 10-.5kw	11	3	11	15	18	22	71	INTER-URBAN	BAN	3.3
9.9	7.9	6.2	8.6	2.5	13	WQXY Ctry	95.7 100kw	10	19	14	13	13	11	64	STONER	CHR	2.7
0.5	1.3	1.0	1.6	2.1	14	KHAA CC	106.7 100kw	18	13	13	10	11	10	124	BEASLEY	--	2.1
3.1	3.7	4.3	2.4	1.9	15	WSMB Talk	1350 5kw	14	23	20	22	22	17	73	NORTH, INC.	FWS	1.2
1.9	0.9	1.3	1.9	1.9	16	WYAT Gold	990 .25kw	16	10	10	11	12	15	81	PHASE II	DUR	1.7
--	--	--	--	1.4	17	KHOM Gold	104.1 100kw	17	17	15	14	14	12	64	KHOM ASSO.	TOR	--
1.0	0.4	0.7	0.4	1.1	19	WKJN Ctry	103.3 100kw	19	18	22	17	16	13	72	STERLING	CHR	.8

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AOR
1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM	3.8
2 WCKW-FM	2 WEZB	2 WYLD-FM	2 WEZB	2 WWL	2 WLTS	12.0
3 WEZB	3 WYLD-FM	3 WCKW-FM	3 WYLD-FM	3 WYLD-FM	3 WLMG	4.5
4 WYLD-FM	4 WLTS	4 WEZB	4 WLTS	4 WLMG	4 WYLD-FM	10.8
5 WRNO	5 WLMG	5 WWL	5 WLMG	5 WCKW-FM	5 WEZB	9.1
6 WLMG	6 WRNO	6 WLMG	6 WLMG-FM	6 WEZB	6 WNOE-FM	7.3
7 WWL	7 WCKW-FM	7 WRNO	7 KHAA	7 WLTS	7 WWL	10.5
8 WYLD	8 WWL	8 WLTS	8 WRNO	8 WRNO	8 WBOK	5.3
9 WLTS	9 WNOE-FM	9 WNOE-FM	9 WWL	9 WNOE-FM	9 KHAA	25.8
10 WYAT	10 WYAT	10 KHOM	10 WBOK	10 KHOM	10 WYAT	

POPULATION: 14,056,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK	12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BUCH SHARE
6.0	6.2	6.0	6.2	5.6	1	1	WHTZ CHR	100.3 7.8kw	2	1	1	1	3	8	67	MALRITE	CHR	6.6
6.0	6.1	5.5	5.7	4.9	2	2	WPAT-AIF B/EZ	930/93.1 5kw/5.4kw	5	32	26	18	13	1	80	PARK	KATZ	3.7
4.5	3.9	4.6	4.3	4.7	3	3	WOR Talk	710 50kw	8	21	28	24	20	6	90	RKO	REP	3.2
4.7	4.6	4.5	3.8	4.7	4	4	WLTW AC	106.7 7.8kw	7	10	8	3	2	3	87	VIACOM	MMR	3.2
5.0	4.9	4.0	4.3	4.4	5	5	WINS News	1010 30-50kw	1	13	13	11	9	4	46	GROUP W	G/W	3.7
3.6	4.3	4.2	4.1	4.3	6	6	WCBS-FM Gold	101.1 8.8kw	6	9	10	2	1	2	73	CBS	CBS	3.3
4.6	4.0	4.6	4.2	4.2	7	7	WRKS UC	98.7 50kw	10	2	5	9	10	20	83	SUMMIT	REP	5.7
3.7	4.6	4.1	4.5	4.0	8	8	WOHT CHR	97.1 7.2kw	12	3	2	8	18	29	81	EMMIS	EAST	5.5
3.2	3.4	3.1	3.5	3.6	9	9	WCBS News	880 50kw	3	18	23	15	12	5	55	CBS	CBS	2.8
4.7	4.1	4.2	4.7	3.6	10	10	WPLJ CHR	95.5 7.2kw	4	4	7	7	7	13	55	CAP CITIES/ABC	BAN	4.7
4.1	4.6	4.0	4.0	3.6	11	11	WBLS UC	107.5 5.4kw	11	5	6	6	8	14	72	INNER CITY	MOG	4.9
2.8	3.5	3.5	3.7	3.4	12	12	WXRK CR	92.3 7.6kw	9	6	4	4	5	19	68	INFINTY	TOR	3.7
2.4	2.6	3.5	3.5	3.3	13	13	WABC Talk	770 50kw	15	34	21	19	17	9	72	CAP CITIES/ABC	BAN	3.5
3.3	3.5	3.6	4.4	3.2	14	14	WNEW-FM AOR	102.7 5.9kw	14	7	3	5	6	22	70	LEGACY	KATZ	4.0
2.9	2.8	2.9	2.7	3.1	15	15	WNSR AC	105.1 7.8kw	13	15	9	10	4	10	66	BONNEVILLE INT	MCG	2.0
2.7	3.0	2.5	2.2	2.9	16	16	WYNY Ctry	103.5 5.8kw	17	19	12	12	11	7	78	WESTWOOD ONE	HNWH	2.3
1.2	1.0	2.0	2.5	2.3	17	17	WFAN Sports	660 50kw	16	14	14	14	15	11	57	EMMIS	EAST	2.3
1.2	1.3	1.9	1.4	2.0	18	18	WSKQ Span	620 5kw	23	16	18	16	16	12	117	SBS	SBS	.7
2.0	1.6	1.6	1.2	1.9	19	19	WNEW Nost	1130 50kw	18	33	32	30	26	16	67	WESTWOOD ONE	KATZ	1.5
2.4	1.4	2.0	1.5	1.9	20	20	WADO Span	1280 5kw	24	26	19	20	21	15	110	COMMAND	--	.9
1.4	1.3	1.2	1.0	1.8	21	21	WQCD NAC	101.9 5.3kw	20	27	11	13	13	23	76	TRIBUNE	CHR	2.0
1.2	1.4	1.4	1.3	1.6	22	22	WQXR-FM Clas	96.3 7.8kw	23	37	35	32	25	18	73	INTERSTATE	MOG	1.3
1.2	1.2	1.0	1.8	1.5	23	23	WKDM Span	1380 5kw	27	17	17	17	19	21	119	UNITED	KT-H	.5
1.3	1.6	1.3	1.4	1.3	24	24	WNCN Clas	104.3 7.8kw	19	28	25	22	23	17	53	GAF	CMBS	1.2
1.1	0.7	1.9	1.2	1.3	25	25	WLIB News	1190 10kw	25	22	15	21	22	28	103	INNER CITY	MOG	1.0
0.9	1.1	1.1	1.0	1.0	27	27	WALK-FM AC	97.5 45kw	28	24	22	23	24	25	90	AMERICAN MEDIA	DUR	1.1
1.0	1.1	1.3	1.2	1.0	28	28	WWRL Rel	1600 5kw	32	20	33	29	27	24	114	UNITY	ROS	1.6

Continued on Page 169

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GROUP INC.**



#11

# MIAMI-FT. LAUDERDALE-HOLLYWOOD

POPULATION: 2,645,200

Continued from Page 162

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WGTR	1 WHQT	1 WIOD	1 WHQT	1 WMXJ	1 WCMQ-FM	AC 12.2
2 WHQT	2 WPOW	2 WGTR	2 WCMQ-FM	2 WIOD	2 WJQY	AOR 4.8
3 WEDR	3 WEDR	3 WEDR	3 WLVE	3 WJQY	3 WLVE	BM/Easy 9.1
4 WPOW	4 WHYI	4 WMXJ	4 WEDR	4 WEDR	4 WMXJ	CHR 8.0
5 WXDJ	5 WAXY	5 WXDJ	5 WMXJ	5 WXDJ	5 WKIS	Clas 2.9
6 WSHE	6 WJQY	6 WHQT	6 WPOW	6 WGTR	6 WEDR	Ctry 3.5
7 WAXY	7 WGTR	7 WAXY	7 WJQY	7 WAXY	7 WHQT	Gold 5.7
8 WHYI	8 WLVE	8 WSHE	8 WHYI	8 WKIS	8 WLYF	NAC 2.4
9 WLVE	9 WCMQ-FM	9 WLVE	9 WKIS	9 WCMQ-FM	9 WAQI	N/T 11.7
10 WZTA	10 WMXJ	10 WPOW	10 WAXY	10 WLYF	10 WAXY	Rel/CC 1.1
						Span 17.1
						UC 8.8

#12

# NASSAU-SUFFOLK

POPULATION: 2,237,400

Continued from Page 166

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WBAB-FM	1 WBAB-FM	1 WCBS-FM	1 WALK-FM	1 WCBS-FM	1 WALK-FM	AC 17.2
2 WXRK	2 WNSR	2 WBAB-FM	2 WKJY	2 WALK-FM	2 WKJY	AOR 8.8
3 WNEW-FM	3 WQHT	3 WXRK	3 WBLI	3 WXRK	3 WCBS-FM	BBnd 7.1
4 WALK-FM	4 WHTZ	4 WALK-FM	4 WCBS-FM	4 WBAB-FM	4 WBLI	BM/Easy 6.2
5 WQHT	5 WBLI	5 WNEW-FM	5 WHTZ	5 WFAN	5 WNSR	CHR 15.7
6 WFAN	6 WALK-FM	6 WFAN	6 WBAB-FM	6 WNEW-FM	6 WHTZ	Clas 2.6
7 WNSR	7 WKJY	7 WBLI	7 WNSR	7 WBLI	7 WPLJ	Ctry 2.8
8 WBLI	8 WPLJ	8 WHTZ	8 WQHT	8 WINS	8 WYNY	Gold 8.1
9 WHTZ	9 WBSL	9 WNSR	9 WPLJ	9 WNSR	9 WLTW	NAC 1.0
10 WKJY	10 WNEW-FM	10 WKJY	10 WLTW	10 WCBS	10 WEZN	N/T 13.8
						Sports 2.9
						UC 2.8

#1

# NEW YORK

POPULATION: 14,056,500

Continued from Page 168

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXRK	1 WHTZ	1 WXRK	1 WLTW	1 WXRK	1 WLTW	AC 8.8
2 WNEW-FM	2 WLTW	2 WNEW-FM	2 WHTZ	2 WCBS-FM	2 WCBS-FM	AOR 3.2
3 WQHT	3 WRKS	3 WCBS-FM	3 WCBS-FM	3 WNEW-FM	3 WNSR	BBnd 1.9
4 WHTZ	4 WQHT	4 WHTZ	4 WRKS	4 WFAN	4 WHTZ	BM/Easy 4.9
5 WBSL	5 WPLJ	5 WQHT	5 WPLJ	5 WHTZ	5 WPLJ	CHR 13.2
6 WRKS	6 WBSL	6 WFAN	6 WNSR	6 WLTW	6 WRKS	Clas 2.9
7 WPLJ	7 WNSR	7 WBSL	7 WBSL	7 WINS	7 WBSL	Ctry 2.9
8 WCBS-FM	8 WCBS-FM	8 WPLJ	8 WQHT	8 WQCD	8 WINS	Gold 7.7
9 WQCD	9 WNEW-FM	9 WLTW	9 WNEW-FM	9 WCBS	9 WSKQ	NAC 1.8
10 WFAN	10 WXRK	10 WRKS	10 WXRK	10 WBSL	10 WPAT-FM	N/T 17.3
						Rel/CC 1.0
						Span 5.4
						Sports 2.3
						UC 7.8

POPULATION: 1,115,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12-ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
9.2	10.0	11.0	11.1	9.0	1	WNOR-A/F AOR	1230/98.7 1kw/46kw	3	6	1	1	3	13	98	SAGA	MOG	14.7
9.9	9.8	8.1	7.7	8.4	2	WCMS-A/F Ctry	1050/100.5 5-.37kw/50kw	7	12	8	5	5	2	105	WCMS RADIO	KATZ	10.4
7.5	10.2	9.1	9.9	8.3	3	WFOG B/EZ	92.9 50kw	5	7	13	10	6	1	100	JAG	MMR	5.4
6.2	6.6	6.3	8.5	8.0	4	WOWI UC	102.9 50kw	2	5	2	3	4	6	85	WILLIS	MOG	13.0
8.9	10.0	6.8	6.7	6.9	5	WNVZ CHR	104.5 50kw	1	1	4	6	8	10	66	CAPITOL BR. CO.	REP	8.5
4.5	4.3	6.1	4.8	6.8	6	WLTY AC	95.7 40kw	6	13	3	2	1	5	82	LANDMARK	KATZ	4.3
6.6	5.1	5.0	5.4	6.0	7	WWDE AC	101.3 50kw	8	10	7	4	2	4	74	EDENS	CHR	4.8
6.6	6.2	5.0	5.8	5.9	8	WMYK UC	93.7 100kw	9	4	5	7	9	11	76	EDGE	DUR	5.8
4.5	3.6	4.2	3.4	5.6	9	WJQI-A/F AC	1600/94.9 5kw/50kw	10	16	9	8	7	3	87	COLEMAN	TOR	3.1
6.5	5.9	6.6	6.0	5.0	10	WGH CHR	97.3 74kw	4	2	6	9	13	18	59	SUSQUEHANA	BAN	7.0
3.2	3.5	3.5	4.5	3.2	11	WTAR Gold	790 5kw	12	20	16	12	11	7	70	LANDMARK	KATZ	2.3
2.4	1.7	2.4	1.7	3.2	12	WXRI AC	105.3 50kw	13	14	10	11	10	12	85	CBN	ROS	1.4
3.1	3.9	3.7	2.8	3.1	13	WPCE Rel	1400 1-.25kw	14	8	14	13	12	8	90	WILLIS	MOG	2.7
3.5	2.6	3.4	3.9	3.0	14	WRAP UC	1350 5-1kw	11	3	11	15	16	15	65	TARGET	MAS	3.0
2.4	1.8	2.1	3.0	2.5	15	WNIS Talk	850 5-1kw	15	22	17	16	15	9	75	WNIS, INC.	ROS	2.4
2.6	2.3	2.0	2.8	2.5	16	WSKX Ctry	106.9 100kw	16	19	12	14	14	14	88	DOWNES	CBS	1.6
0.8	2.2	1.9	1.3	1.2	17	WKEZ Ctry	94.1 50kw	17	18	18	17	17	16	81	EURE	ROS	1.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	21.6
1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WLTY	1 WNOR-FM	1 WWDE	AOR	9.0
2 WOWI	2 WOWI	2 WOWI	2 WOWI	2 WLTY	2 WLTY	BM/Easy	8.3
3 WMYK	3 WNVZ	3 WLTY	3 WWDE	3 WOWI	3 WFOG	CHR	11.9
4 WNVZ	4 WNOR-FM	4 WMYK	4 WNVZ	4 WWDE	4 WCMS-FM	Ctry	12.1
5 WGH-FM	5 WGH-FM	5 WCMS-FM	5 WJQI-FM	5 WCMS-FM	5 WJQI-FM	Gold	3.2
6 WCMS-FM	6 WWDE	6 WWDE	6 WCMS-FM	6 WMYK	6 WOWI	N/T	2.5
7 WLTY	7 WMYK	7 WNVZ	7 WFOG	7 WNVZ	7 WNVZ	Rel/CC	3.1
8 WWDE	8 WJQI-FM	8 WJQI-FM	8 WNOR-FM	8 WFOG	8 WXRI	UC	16.9
9 WJQI-FM	9 WXRI	9 WGH-FM	9 WGH-FM	9 WJQI-FM	9 WPCE		
10 WXRI	10 WCMS-FM	10 WTAR	10 WMYK	10 WTAR	10 WNOR-FM		



POPULATION: 818,800

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12-ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BRCH SHARE
13.3	13.9	14.3	12.5	13.8	1	KXXY-AJF Ctry	1340/96.1 1kw/100kw	2	4	2	1	1	1	86	NEWMARKET MEDIA	MCG	12.0
13.4	12.7	12.7	11.3	12.3	2	KJYO CHR	102.7 100kw	1	1	3	3	4	8	72	CLEAR CHANNEL	HNWH	13.8
7.6	8.1	10.0	8.4	10.0	3	KATT AOR	100.5 100kw	3	3	1	2	2	14	87	SURREY	BAN	11.2
7.4	9.0	4.9	7.8	10.0	4	KKNG BEZ	92.5 100kw	6	14	12	9	5	2	102	NEW CITY	CHR	5.8
7.6	6.2	6.5	6.4	7.3	5	KTOK N/T	1000 5kw	4	18	10	11	9	3	67	CLEAR CHANNEL	HNWH	6.0
4.8	3.6	3.5	3.8	5.1	6	WKY Ctry	930 5kw	7	15	13	13	13	6	54	GAYLORD	CHR	2.9
5.7	4.3	4.9	4.6	5.0	7	KZBS CHR	98.9 100kw	5	2	6	8	10	11	49	ZUMMA	KATZ	8.4
6.7	6.4	5.8	6.9	5.0	8	KRXO CR	107.7 100kw	9	5	4	4	3	12	68	DIAMOND	CBS	6.3
4.0	4.5	3.2	6.0	4.7	9	KLTE AC	101.9 100kw	11	9	5	5	8	9	67	ENTERCOM	TOR	3.6
3.3	4.8	4.0	2.5	4.7	10	KOMA Gold	1520 50kw	12	8	9	7	7	4	75	DIAMOND	CBS	5.7
4.6	4.4	5.8	6.7	4.4	11	KMGL AC	104.1 100kw	10	6	8	6	6	5	62	GUY GANNETT	BAN	4.4
5.5	4.9	6.2	6.2	3.7	12	KEBC Ctry	94.7 100kw	8	7	11	12	11	7	48	INDEPENDENCE	EAST	4.3
3.3	3.2	7.2	6.3	2.9	13	KPRW UC	1140 1kw	14	10	7	10	12	15	135	SURREY	BAN	4.0
2.2	1.8	1.1	1.1	1.4	14	KJIL CC	104.9 3kw	13	12	15	14	14	10	41	SWAGGART MINI.	STR	2.8
1.0	1.2	1.5	1.2	1.1	15	KOCV Rel	800 .25kw	17	19	19	18	15	13	87	BOTT	--	.9

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KATT	1 KXXY-FM	1 KATT	1 KXXY-FM	1 KXXY-FM	1 KXXY-FM	AC 9.1
2 KR XO	2 KJYO	2 KXXY-FM	2 KJYO	2 KATT	2 KJYO	AOR 10.0
3 KXXY-FM	3 KLTE	3 KR XO	3 KLTE	3 KR XO	3 KOMA	BM/Easy 10.0
4 KJYO	4 KPRW	4 KJYO	4 KMGL	4 KKNG	4 KMGL	CHR 17.3
5 KLTE	5 KATT	5 KLTE	5 KZBS	5 KMGL	5 KKNG	Ctry 22.6
6 KZBS	6 KZBS	6 KMGL	6 KATT	6 KOMA	6 KLTE	Gold 9.7
7 WKY	7 KR XO	7 KOMA	7 KOMA	7 KJYO	7 KPRW	N/T 7.3
8 KMGL	8 KMGL	8 KZBS	8 KKNG	8 KTOK	8 KZBS	Rel/CC 2.5
9 KTOK	9 KOMA	9 KTOK	9 KPRW	9 KLTE	9 KR XO	UC 2.9
10 KOMA	10 KKNG	10 KKNG	10 KR XO	10 KZBS	10 KEBC	

POPULATION: 826,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.1	13.4	10.0	10.6	11.9	1	WWKA Ctry	92.3 100kw	2	8	6	2	1	1	107	NEWCITY	KATZ	11.0
8.2	9.1	7.1	7.8	8.6	2	WSSP B/EZ	104.1 100kw	5	11	11	10	5	2	100	GUY GANNETT	CHR	5.2
10.4	8.9	6.7	6.7	7.7	3	WBJW-A/F CHR	950/105.1 5kw/100kw	1	1	5	6	6	8	59	NATIONWIDE	BAN	7.2
3.5	4.0	7.9	7.7	7.6	4	WOCL Gold	105.9 100kw	6	10	4	1	2	3	93	AMERICAN MEDIA	CHR	8.0
9.8	8.7	9.7	8.0	7.0	5	WSTF AC	101.1 100kw	3	7	3	3	3	6	68	CAPITOL BR. CO.	REP	5.6
3.7	4.0	4.0	5.7	6.2	6	WHTQ AOR	96.5 100kw	7	4	1	4	7	13	81	TK	EAST	4.7
5.5	6.1	8.0	5.8	5.6	7	WDBO AC	580 5kw	8	15	15	11	10	5	77	NEWCITY	KATZ	5.3
5.2	5.9	4.7	3.9	5.6	8	WHLY CHR	106.7 100kw	4	2	7	8	11	9	63	GENERAL	DUR	6.0
6.8	7.0	7.4	7.6	5.5	9	WDIZ AOR	100.3 100kw	9	5	2	5	8	16	76	SHAMROCK COM.	MMR	9.7
3.1	3.0	7.0	12.0	5.3	10	WJHM UC	101.9 28kw	11	3	8	9	9	11	91	AUGUSTA	HNWH	13.4
6.1	4.9	4.3	5.4	4.8	11	WJYO AC	107.7 100kw	10	19	9	7	4	4	70	METROPLEX	MCG	4.7
3.9	4.3	3.3	2.7	4.3	12	WWNZ N/T	740 5-1kw	12	18	18	14	13	7	92	GUY GANNETT	CHR	3.5
0.4	0.6	3.5	0.9	2.7	13	WXXO Rel	1600 5kw	16	6	12	13	14	10	129	CHAMPION	K/P	1.5
3.2	3.2	1.6	3.3	2.2	14	WLOQ NAC	103.1 3kw	13	13	10	12	12	15	59	LITCHFIELD	BAN	3.4
2.4	2.7	1.6	1.1	1.8	15	WWLV B/EZ	94.5 100kw	14	20	19	19	19	14	68	PASCO PINELLAS	EAST	1.3
0.9	1.1	1.0	1.1	1.6	16	WTLN-A/F Rel	1520/95.3 5kw/3kw	15	14	20	16	15	12	60	ALTON RAINBOW	KEY	1.3
5.2	3.6	1.8	0.8	1.1	17	WORL UC	1270 5kw	18	12	14	15	16	17	79	WILLIE MARTIN	HNWH	.4
--	--	--	--	1.0	18	WONQ Span	1140 4.1kw	22	23	23	21	21	18	235	Q BROADCASTING	LOTU	--

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	17.4
1 WDIZ	1 WSTF	1 WOCL	1 WSTF	1 WOCL	1 WWKA	AOR	11.7
2 WHTQ	2 WBJW-FM	2 WHTQ	2 WWKA	2 WWKA	2 WSTF	BM/Easy	10.4
3 WOCL	3 WOCL	3 WWKA	3 WOCL	3 WHTQ	3 WJYO	CHR	13.3
4 WWKA	4 WHLY	4 WDIZ	4 WBJW-FM	4 WSTF	4 WOCL	Ctry	11.9
5 WBJW-FM	5 WHTQ	5 WSTF	5 WJYO	5 WDIZ	5 WSSP-FM	Gold	7.6
6 WSTF	6 WWKA	6 WBJW-FM	6 WHLY	6 WJYO	6 WJHM	NAC	2.2
7 WHLY	7 WJHM	7 WJYO	7 WJHM	7 WSSP	7 WBJW-FM	N/T	4.3
8 WJHM	8 WDIZ	8 WDBO	8 WSSP	8 WDBO	8 WHLY	Rel/CC	4.3
9 WJYO	9 WJYO	9 WHLY	9 WHTQ	9 WBJW-FM	9 WDIZ	Span	1.0
10 WYNF	10 WSSP	10 WJHM	10 WDIZ	10 WJHM	10 WXXO	UC	6.4



POPULATION: 4,084,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
4.8	6.5	7.0	6.7	7.9	1	WEGX CHR	106.1 23kw	3	1	3	3	4	11	79	MALRITE	CHR	9.0
8.1	7.7	7.8	8.0	7.7	2	WMMR AOR	93.3 25kw	2	3	1	1	1	12	75	LEGACY & SILL.	KATZ	9.9
7.8	7.1	8.2	7.1	7.5	3	WUSL UC	98.9 18kw	6	2	2	2	6	13	103	TAK	MCG	10.3
8.0	7.3	6.9	6.8	6.5	4	KYW News	1060 50kw	1	13	12	12	10	1	49	GROUP W	G/W	5.3
7.4	7.6	6.1	5.9	5.7	5	WEAZ B/EZ	101.1 12.5kw	5	20	9	8	5	2	74	WEAZ, INC.	MCG	4.0
4.6	5.9	6.3	6.6	5.1	6	WPEN Nost	950 5kw	14	25	26	18	18	6	109	GREATER MEDIA	MMR	5.4
4.6	4.7	4.8	5.8	4.9	7	WYSP CR	94.1 16kw	4	4	4	4	9	17	60	INFINITY	TOR	7.1
5.8	5.4	5.5	4.5	4.8	8	WKSZ AC	100.3 35kw	7	8	8	6	3	3	76	WKSZ, INC.	HNWH	2.9
4.7	4.5	4.1	4.1	4.7	9	WMGK AC	102.9 8.5kw	8	15	5	5	2	5	77	GREATER MEDIA	MMR	3.1
5.2	5.3	4.4	4.6	4.6	10	WWDB Talk	96.5 50kw	12	26	15	15	15	9	93	PANACHE	REP	5.2
3.5	4.6	4.3	4.5	4.1	11	WXTU Ctry	92.5 50kw	13	17	14	11	7	4	86	BEASLEY	REP	4.2
3.3	2.8	3.4	4.6	4.0	12	WSNI AC	104.5 16kw	9	5	7	7	8	8	66	PYRAMID	DUR	3.3
2.9	2.6	4.1	3.4	3.2	13	WCAU News	1210 50kw	10	14	18	17	17	10	53	CBS	CBS	2.8
1.5	1.1	1.0	1.6	3.1	14	WIP Sports	610 5kw	11	11	13	14	12	7	55	SPECTACOR	KATZ	2.2
3.9	3.6	3.5	3.6	3.0	15	WDAS-FM UC	105.3 3.8kw	16	7	6	9	13	18	69	UNITY	BAN	.6
2.4	2.5	2.5	2.3	2.5	16	WIOQ Gold	102.1 30kw	17	16	10	10	11	15	61	EZ	MCG	2.0
1.9	2.1	1.7	2.2	2.4	17	WFLN Clas	95.7 50kw	18	30	16	16	16	14	82	FRANKLIN	CMBS	2.7
3.5	3.0	3.0	2.3	2.4	18	WOGL Gold	98.1 12.5kw	15	10	11	13	14	16	52	CBS	CBS	1.9
1.2	1.0	1.2	1.1	1.0	19	WDAS UC	1480 5-1kw	21	19	20	20	21	19	68	UNITY	BAN	.6

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.5
1 WMMR	1 WUSL	1 WMMR	1 WEGX	1 WMMR	1 WMGK	AOR	7.7
2 WYSP	2 WEGX	2 WYSP	2 WUSL	2 WYSP	2 WKSZ	BBnd	5.1
3 WUSL	3 WMMR	3 WUSL	3 WMMR	3 WIP	3 WEGX	BM/Easy	5.7
4 WEGX	4 WSNI	4 WEGX	4 WKSZ	4 KYW	4 WEAZ	CHR	7.9
5 WDAS-FM	5 WMGK	5 WIP	5 WMGK	5 WMGK	5 WSNI	Clas	2.4
6 WMGK	6 WYSP	6 WMGK	6 WSNI	6 WXTU	6 WUSL	Ctry	4.1
7 WIP	7 WDAS-FM	7 WDAS-FM	7 WEAZ	7 WUSL	7 WXTU	Gold	9.8
8 WSNI	8 WKSZ	8 KYW	8 WXTU	8 WEGX	8 WMMR	N/T	14.3
9 WEAZ	9 WEAZ	9 WSNI	9 WDAS-FM	9 WEAZ	9 KYW	Sports	3.1
10 WKSZ	10 WIOQ	10 WIOQ	10 WIOQ	10 WSNI	10 WIOQ	UC	11.5

POPULATION: 1,683,300

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
17.4	14.1	13.0	11.6	14.0	1	<b>KNIX-A/F</b> Ctry	1580/102.5 50kw/100kw	2	5	2	1	1	1	101	BUCK OWENS	KATZ	13.4
13.2	11.5	9.5	9.8	9.7	2	<b>KMEO-A/F</b> B/EZ	740/96.9 1.29/100kw	4	16	14	12	8	2	106	GROUP W	G/W	4.4
10.6	11.1	9.5	10.7	9.5	3	<b>KZZP-A/F</b> CHR	1310/104.7 5.5kw/100kw	1	1	3	2	3	7	69	NATIONWIDE	MCG	13.8
6.3	10.2	10.5	10.3	8.3	4	<b>KTAR</b> N/T	620 5kw	3	25	11	6	5	3	72	PHOENIX	CBS	8.0
6.7	6.2	7.0	7.3	7.1	5	<b>KUPD</b> AOR	97.9 100kw	7	3	1	3	6	13	91	TRI-CITY	BAN	11.7
3.9	3.4	4.4	4.6	6.1	6	<b>KKLT</b> AC	98.7 115kw	6	6	4	4	2	4	75	PHOENIX	CBS	2.9
3.1	3.2	3.8	4.1	4.8	7	<b>KOY-FM</b> CHR	95.5 100kw	5	2	6	8	11	11	59	EDENS	CHR	4.3
2.7	3.7	4.1	2.8	4.6	8	<b>KOOL-FM</b> Gold	94.5 100kw	9	10	8	5	4	6	72	ADAMS	HNWH	3.4
2.1	2.9	2.6	2.0	3.4	9	<b>KESZ</b> AC	99.9 100kw	12	11	7	7	7	12	76	DUFFY	EAST	1.2
2.8	3.2	4.3	4.1	3.3	10	<b>KFYI</b> N/T	910 5kw	14	17	15	15	14	8	81	BROADCAST GR.	REP	3.9
3.8	3.9	4.5	4.2	3.2	11	<b>KSLX</b> CR	100.7 100kw	11	24	9	9	9	16	59	COOK INLET	MMR	5.3
3.1	4.1	4.3	3.9	3.0	12	<b>KDKB</b> AOR	93.3 100kw	10	9	5	10	13	20	50	SANDUSKY	TOR	5.0
3.0	3.6	2.8	3.3	2.9	13	<b>KKFR</b> CHR	92.3 100kw	8	4	10	14	16	22	44	BROADCAST GR.	REP	4.6
4.6	3.0	3.2	3.2	2.8	14	<b>KAMJ-A/F</b> AC	1230/101.5 1kw/100kw	13	22	12	11	12	9	64	EZ	BAN	2.5
2.5	2.4	2.4	1.7	2.6	15	<b>KOOL</b> Gold	960 5kw	15	7	19	13	10	5	75	ADAMS	HNWH	1.7
2.6	1.5	1.7	1.7	2.0	16	<b>KLFF</b> BBnd	1360 5-1kw	17	20	26	26	22	10	87	CANYON	--	1.1
1.1	0.5	0.0	1.0	1.2	17	<b>KVVA</b> Span	860 1kw	21	8	13	16	17	23	92	BETACOM	LOTU	.6
1.2	1.1	1.5	1.2	1.0	18	<b>KOY</b> Nost	550 1kw	16	21	23	20	20	14	44	EDENS	CHR	.9
1.2	0.9	1.1	1.4	1.0	19	<b>KGRX</b> NAC	100.3 24.8kw	20	15	16	17	16	17	62	DAYTONA	--	1.2

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	12.3
1 KUPD	1 KZZP-FM	1 KNIX-FM	1 KZZP-FM	1 KNIX-FM	1 KNIX-FM	AOR	10.1
2 KNIX-FM	2 KKLT	2 KUPD	2 KNIX-FM	2 KTAR	2 KKLT	BBnd	3.0
3 KDKB	3 KUPD	3 KZZP-FM	3 KKLT	3 KOOL-FM	3 KZZP-FM	BM/Easy	9.7
4 KSLX	4 KNIX-FM	4 KSLX	4 KOOL-FM	4 KSLX	4 KESZ	CHR	17.2
5 KZZP-FM	5 KESZ	5 KDKB	5 KESZ	5 KUPD	5 KMEO-FM	Ctry	14.0
6 KOY-FM	6 KOOL-FM	6 KTAR	6 KUPD	6 KZZP-FM	6 KOOL-FM	Gold	10.4
7 KOOL-FM	7 KOY-FM	7 KOOL-FM	7 KOY-FM	7 KKLT	7 KOY-FM	NAC	1.0
8 KKFR	8 KKFR	8 KKLT	8 KAMJ-FM	8 KDKB	8 KAMJ-FM	N/T	11.6
9 KESZ	9 KAMJ-FM	9 KOY-FM	9 KMEO-FM	9 KOOL	9 KOOL	Span	1.2
10 KTAR	10 KDKB	10 KOOL	10 KOOL	10 KFYI	10 KUPD		



POPULATION: 1,964,400

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.3	13.2	15.4	16.9	13.4	1	KDKA AC	1020 50kw	1	10	12	7	2	1	85	GROUP W	G/W	12.6
11.3	9.7	10.3	10.4	8.4	2	WBZZ CHR	93.7 41kw	2	1	2	2	3	9	69	EZ	BAN	10.8
8.2	10.3	7.4	7.7	8.2	3	WSHH B/EZ	99.7 10.5kw	5	16	11	9	6	2	101	RENDA	EAST	7.2
5.6	5.7	5.4	6.4	8.0	4	WDVE AOR	102.5 55.1kw	3	2	1	1	4	10	83	GREAT AMERICAN	CHR	9.4
3.4	5.8	5.4	5.6	6.1	5	WWSW-FM Gold	94.5 50kw	6	6	5	3	1	3	76	SHAMROCK BR.	MOG	5.2
3.6	3.2	4.0	3.6	5.0	6	WTAE Talk	1250 5kw	4	20	13	11	11	6	61	HEARST	KATZ	4.1
3.1	4.0	3.0	4.8	4.9	7	WLTJ AC	92.9 47kw	8	13	6	4	5	4	91	WLTJ INC.	DUR	2.7
5.2	5.6	6.2	6.3	4.6	8	WAMO-FM UC	105.9 72kw	10	3	3	5	9	11	93	SHERIDAN	HNWH	.9
4.2	4.1	3.5	3.7	4.5	9	WDSY Ctry	107.9 50kw	11	5	10	10	8	5	95	ENTERCOM	CBS	5.2
4.9	3.6	3.8	4.7	4.4	10	WHTX AC	96.1 50kw	7	11	7	6	7	7	66	HEARST	KATZ	3.0
3.2	3.6	3.8	2.9	4.2	11	WJAS BBnd	1320 5kw	13	18	25	24	16	8	105	RENDA	EAST	2.0
5.5	5.4	6.4	5.5	3.6	12	WMYG CR	96.9 45kw	9	8	4	8	10	14	66	BENNS	MMR	5.9
2.2	2.9	2.9	1.9	2.2	13	KQV News	1410 5kw	12	23	20	20	19	12	54	CALVARY	--	1.7
2.2	3.1	2.0	2.9	1.9	14	WYDD CHR	104.7 50kw	14	4	8	12	14	25	49	GATEWAY	ROS	2.2
1.1	1.3	1.7	0.7	1.7	15	WMXP AC	100.7 50kw	15	7	9	13	12	20	51	PENN MEDIA	--	1.5
0.3	0.5	0.7	0.6	1.1	16	WYTK Ctry	95.3 3kw	31	26	14	14	13	17	205	WASHINGTON BR	DOME	.6

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WDVE	1 WBZZ	1 WDVE	1 WBZZ	1 WWSW-FM	1 WBZZ	AC 24.4
2 WMYG	2 WAMO-FM	2 WWSW-FM	2 WLTJ	2 WDVE	2 KDKA	AOR 8.0
3 WWSW-FM	3 WLTJ	3 WMYG	3 WAMO-FM	3 KDKA	3 WLTJ	BBnd 4.2
4 WBZZ	4 WWSW-FM	4 WBZZ	4 WWSW-FM	4 WHTX	4 WSHH	BM/Easy 8.2
5 WAMO-FM	5 WDVE	5 WHTX	5 WSHH	5 WMYG	5 WWSW-FM	CHR 10.3
6 WHTX	6 WHTX	6 KDKA	6 WHTX	6 WBZZ	6 WHTX	Ctry 5.6
7 WYDD	7 WMYG	7 WLTJ	7 KDKA	7 WDSY	7 WDSY	Gold 9.7
8 WMXP	8 WDSY	8 WAMO-FM	8 WDSY	8 WLTJ	8 WAMO-FM	N/T 7.2
9 WTAE	9 WYDD	9 WTAE	9 WDVE	9 WSHH	9 WDVE	UC 4.6
10 KDKA	10 WMXP	10 WSHH	10 WMYG	10 WTAE	10 WTAE	

POPULATION: 1,334,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	10.8	9.1	9.3	8.2	1	KKRZ-FM CHR	100.3 100kw	1	1	1	3	4	11	69	GREAT AMERICAN	KATZ	11.8
5.9	5.4	4.9	5.7	7.7	2	KXL-FM B/EZ	95.5 100kw	8	17	9	11	10	2	112	KAYE-SMITH	MCG	3.3
5.3	6.7	5.6	8.0	7.3	3	KXYQ CHR	105.1 100kw	2	2	2	4	12	13	74	DAYTONA	BAN	9.6
6.9	6.9	6.5	7.2	7.1	4	KINK AOR	101.9 100kw	5	11	3	1	1	5	86	KING	MMR	6.8
4.6	4.4	7.2	6.0	6.6	5	KKCW AC	103.3 100kw	3	3	5	2	2	6	70	TRUMPER	DUR	4.9
7.9	5.9	6.9	7.3	6.2	6	KXL N/T	750 50-10kw	4	21	15	13	8	2	67	KAYE-SMITH	MCG	5.3
5.7	7.6	6.3	5.7	5.5	7	KEX AC	1190 50kw	6	23	14	9	6	3	75	GREAT AMERICAN	KATZ	5.3
5.9	6.4	5.7	8.1	5.2	8	KUPL-FM Ctry	98.5 100kw	9	7	10	7	3	1	80	SCRIPPS HOWARD	BAN	5.5
5.6	4.5	5.0	5.0	4.6	9	KGON AOR	92.3 100kw	7	4	6	6	9	12	64	ACKERLY	HNWH	7.4
5.1	4.2	5.2	5.2	4.3	10	KMJK CR	106.7 100kw	12	16	4	5	5	15	74	ENGEL	CHR	5.3
5.3	2.8	3.1	3.8	3.6	11	KYTE-FM Clas	101.1 100kw	10	8	13	12	11	8	56	HENRY	CHR	3.5
2.4	4.5	4.7	3.9	3.4	12	KKSN-FM Gold	97.1 100kw	13	6	12	8	7	7	64	HERITAGE	EAST	3.4
3.6	5.1	4.1	3.7	3.4	13	KYTE BBnd	970 5kw	14	13	19	18	17	9	81	HENRY	CHR	2.3
0.0	0.0	0.6	0.0	2.6	14	KZRC AOR	1010 5kw	23	10	7	10	15	23	251	DAYTONA	BAN	.9
1.5	1.7	1.8	1.5	2.2	15	KPDQ-FM Rel	93.7 100kw	15	15	21	17	14	10	63	SALEM	--	2.3
4.9	4.1	3.1	1.8	2.1	16	KGW CR	620 5kw	11	14	8	14	13	16	35	KING	MMR	2.1
3.5	3.1	3.4	2.3	1.6	17	KWJ-FM Ctry	99.5 100kw	16	24	16	16	16	14	56	PARK	REP	3.5
0.0	0.0	0.8	0.5	1.6	18	KBMS UC	1480 1-2.5kw	22	5	11	15	20	20	120	CHRIS BENNETT	--	--
0.9	1.1	1.0	1.3	1.0	19	KUPL Ctry	1330 5kw	20	19	20	20	19	17	69	SCRIPPS HOWARD	BAN	.9

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	12.1
1 KMJK	1 KKCW	1 KINK	1 KKCW	1 KINK	1 KKCW	AOR	14.3
2 KKRZ	2 KKRZ	2 KMJK	2 KINK	2 KMJK	2 KINK	BBnd	3.4
3 KGON	3 KINK	3 KKRZ	3 KKRZ	3 KKCW	3 KUPL-FM	BM/Easy	7.7
4 KXYQ	4 KXYQ	4 KGON	4 KXYQ	4 KGON	4 KKRZ	CHR	15.5
5 KINK	5 KGON	5 KXYQ	5 KUPL	5 KKRZ	5 KEX	Clas	3.6
6 KZRC	6 KMJK	6 KKCW	6 KGON	6 KKSNS	6 KXL-FM	Ctry	7.8
7 KKCW	7 KZRC	7 KKSNS	7 KMJK	7 KUPL-FM	7 KKSNS	Gold	9.8
8 KGW	8 KBMS	8 KZRC	8 KEX	8 KEX	8 KXL	N/T	6.2
9 KYTE-FM	9 KUPL-FM	9 KEX	9 KXL-FM	9 KXL	9 KMJK	Rel/CC	2.2
10 KXL-FM	10 KXL-FM	10 KXL	10 KKSNS	10 KYTE-FM	10 KYTE-FM	UC	1.6



POPULATION: 1,259,400

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.5	15.4	16.8	14.3	12.8	1	<b>WPRO-FM</b> CHR	92.3 39kw	1	1	1	1	1	3	85	CAP CITIES/ABC	BAN	14.7
11.3	10.5	12.4	8.0	8.9	2	<b>WLKW</b> B/EZ	101.5 50kw	3	15	15	7	5	1	105	WILKS/SCHWARTZ	CHR	7.0
9.7	8.4	7.9	8.2	8.4	3	<b>WHJY</b> AOR	94.1 50kw	2	2	2	2	2	11	88	FEDERAL	KATZ	10.8
5.6	4.0	5.4	4.0	6.1	4	<b>WSNE</b> AC	93.3 50kw	4	14	3	3	3	4	84	BECK-ROSS	EAST	6.7
6.3	6.0	4.9	6.1	6.1	5	<b>WWLI</b> AC	105.1 50kw	6	7	4	4	4	2	91	TMZ	MCG	4.6
7.1	6.7	6.3	6.9	5.3	6	<b>WHJJ</b> N/T	920 5kw	5	35	16	12	9	5	79	FEDERAL	KATZ	5.8
5.0	5.7	4.4	4.8	3.6	7	<b>WPRO</b> AC	630 5kw	7	16	21	14	11	6	59	CAP CITIES/ABC	BAN	3.6
1.8	2.7	1.7	1.7	3.0	8	<b>WMYS</b> AC	98.1 50kw	11	33	9	8	6	7	88	HALL	--	1.9
3.3	2.7	2.2	3.8	2.8	9	<b>WBRU</b> AOR	95.5 20kw	8	3	5	5	8	19	54	BROWN BC SERVICE	MMR	3.3
1.5	3.3	2.2	1.9	2.6	10	<b>WHIM</b> Ctry	1110 5kw	19	37	28	16	13	9	129	EAST PROVIDENCE	K/P	2.1
1.6	1.3	2.1	2.3	2.4	11	<b>WWAZ</b> BBnd	790 5kw	13	25	36	33	29	10	100	TMZ	MCG	1.2
2.0	2.2	2.1	2.6	2.3	12	<b>WWRX</b> AOR	103.7 50kw	10	12	7	6	10	17	68	WESTERLY	DUR	2.0
1.0	2.3	2.7	4.0	2.3	13	<b>WODS</b> Gold	103.3 12.5kw	9	6	14	10	7	8	65	CBS	CBS	2.2
0.8	0.9	1.7	0.8	2.0	14	<b>WZLX</b> CR	100.7 50kw	17	10	6	9	12	29	96	COOK INLET	CHR	1.9
2.2	1.2	0.7	2.5	2.0	15	<b>WBSM</b> N/T	1420 5-1kw	22	28	32	32	24	14	125	SAGE	CHR	2.6
1.1	0.9	1.2	1.1	1.8	16	<b>WPLM-FM</b> BBnd	99.1 50kw	16	40	31	30	35	13	87	PLYMOUTH	--	.9
0.0	0.0	0.3	2.3	1.8	17	<b>WWKX</b> UC	106.3 3kw	14	5	8	11	23	39	80	OCEAN STATE	REP	4.1
1.2	0.6	1.2	1.1	1.6	18	<b>WZOU</b> CHR	94.5 11.5kw	12	4	10	13	17	21	66	ARDMAN	EAST	1.8
1.2	1.4	2.1	1.5	1.3	19	<b>WBZ</b> AC	1030 50kw	21	22	35	26	25	15	80	GROUP W	G/W	1.6
1.1	1.2	1.4	0.6	1.2	20	<b>WICE</b> CR	550 1kw	18	27	25	15	14	12	60	BEAM	REP	.7
0.7	1.5	1.0	1.1	1.1	21	<b>WALE</b> Talk	1400 1kw	28	18	39	37	37	35	106	NORTH AMERICAN	MCG	.5
1.7	1.1	1.2	1.2	1.0	22	<b>WBOS</b> Ctry	92.9 17kw	24	21	23	21	18	16	82	SCONNIX	DUR	1.0
1.0	0.6	0.6	0.8	1.0	23	<b>WBCN</b> AOR	104.1 19.5kw	23	13	11	17	15	31	60	INFINITY	TOR	.4

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM	1 WHJY	1 WPRO-FM
2 WPRO-FM	2 WHJY	2 WPRO-FM	2 WWLI	2 WLKW	2 WWLI
3 WSNE	3 WSNE	3 WSNE	3 WSNE	3 WPRO-FM	3 WSNE
4 WZLX	4 WWLI	4 WWLI	4 WHJY	4 WSNE	4 WHJY
5 WBRU	5 WBRU	5 WWRX	5 WMYS	5 WWLI	5 WMYS
6 WWRX	6 WWKX	6 WZLX	6 WBRU	6 WODS	6 WLKW
7 WWLI	7 WMYS	7 WBRU	7 WLKW	7 WWRX	7 WODS
8 WBCN	8 WWRX	8 WLKW	8 WWKX	8 WBRU	8 WHJJ
9 WWKX	9 WZOU	9 WODS	9 WODS	9 WHJJ	9 WHIM
10 WODS	10 WXKS-FM	10 WHJJ	10 WZOU	10 WICE	10 WBRU

AC	20.1
AOR	14.5
BBnd	4.2
BM/Easy	8.9
CHR	14.4
Ctry	3.6
Gold	5.5
N/T	8.4
UC	1.8

# RIVERSIDE-SAN BERNARDINO

POPULATION: 1,074,800

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK	12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	8.1	8.1	5.6	8.0	1	1	KDUO B/EZ	97.5 68kw	5	34	34	15	8	1	134	HENRY	KATZ	3.0
7.0	7.4	6.3	8.9	7.7	2	2	KGGI CHR	99.1 3.1kw	1	1	1	1	2	5	68	AMERICAN MEDIA	MCG	11.5
5.0	4.8	5.4	6.5	5.8	3	3	KRTH-FM Gold	101.1 58kw	3	10	5	2	1	2	71	RKO GENERAL	REP	5.4
6.2	6.0	6.0	4.8	5.3	4	4	KIIS-FM CHR	102.7 8kw	2	2	4	5	5	6	61	GANNETT	MOG	7.5
5.7	4.1	4.5	3.6	4.7	5	5	KCAL-FM AOR	96.7 3kw	9	9	2	3	4	16	88	SBR	TOR	6.3
4.2	5.9	5.1	5.6	4.4	6	6	KLOS AOR	95.5 63.1kw	6	8	3	4	3	14	75	CAP CITIES/ABC	KATZ	9.4
3.6	4.1	4.1	3.6	3.5	7	7	KOST AC	103.5 12.5kw	4	11	11	6	6	3	53	COX	CHR	3.5
2.6	3.2	3.2	2.8	3.5	8	8	KNX News	1070 50kw	10	36	18	21	14	7	67	CBS	CBS	3.1
3.7	2.8	3.2	3.2	3.4	9	9	KFI Talk	640 50kw	7	20	15	8	7	4	58	COX	CHR	2.5
2.0	1.5	2.6	1.8	2.7	10	10	KROQ AOR	106.7 5.6kw	13	3	6	9	22	46	74	INFINITY	TOR	4.3
1.3	2.2	2.4	2.3	2.4	11	11	KFXM BBnd	590 1kw	17	41	28	31	33	18	96	HENRY	KATZ	1.3
2.3	2.5	2.3	2.0	2.4	12	12	KBIG AC	104.3 105kw	11	16	16	12	10	8	56	BONNEVILLE INTL	CBS	.9
2.8	2.6	4.3	5.1	2.3	13	13	KCKC Ctry	1350 5-.5kw	16	19	27	24	17	9	82	RIVERDINO	HNWH	1.5
1.0	2.1	1.7	2.2	2.3	14	14	KWDJ Ctry	92.7 3kw	18	17	12	14	13	10	100	RIVERSIDE COU.	BAN	1.2
1.2	0.6	0.0	1.2	2.3	15	15	KDIF Ctry	1440 1kw	25	7	7	7	12	22	146	INLAND EMPIRE	KT-H	--
2.6	3.1	2.6	1.6	2.3	16	16	KOLA CHR	99.9 31kw	8	4	8	11	18	28	42	KOLA, INC.	BAN	2.9
1.0	1.2	1.1	1.2	2.0	17	17	KNX-FM AOR	93.1 28.5kw	15	37	9	10	9	15	72	CBS	CBS	1.0
1.6	2.1	1.0	1.5	2.0	18	18	KTWV NAC	94.7 58kw	14	45	14	13	11	11	64	METROPOLITAN	BAN	1.9
2.3	2.7	2.0	2.1	1.6	19	19	KPWR CHR	105.9 72kw	12	5	10	16	28	41	43	EMMIS	HNWH	3.5
1.8	0.8	1.2	1.4	1.4	20	20	KIQQ AC	100.3 5.3kw	20	14	19	18	15	13	65	WESTWOOD ONE	HNWH	.8
2.3	2.0	2.3	2.5	1.3	21	21	KABC Talk	790 5kw	23	44	25	30	29	34	69	CAP CITIES/ABC	KATZ	1.2
0.6	0.5	0.8	0.6	1.3	22	22	KRLA Gold	1110 50-20kw	27	13	24	19	16	12	86	GREATER MEDIA	MMR	.2
0.4	0.6	0.4	0.3	1.2	23	23	KJOI B/EZ	98.7 75kw	34	25	38	36	38	21	102	COMMAND	BAN	.6
1.7	0.9	1.1	1.9	1.1	24	24	KCAL Span	1410 5-4kw	22	23	13	17	21	16	57	SBR	LOTU	--
0.7	0.3	1.1	1.4	1.1	25	25	KMEN UC	1290 5kw	24	42	21	20	19	25	62	AMERICAN MEDIA	MCG	.9
0.6	0.3	1.1	0.4	1.1	26	26	KNAC AOR	105.5 1.05kw	29	6	17	22	43	48	81	FLAGSHIP	K/P	.8
3.0	2.9	2.3	1.0	1.0	27	27	KQLH AC	95.1 50kw	19	12	30	25	24	20	48	MAJOR MARKET	EAST	.7
2.3	1.8	1.8	1.5	1.0	28	28	KNTF Ctry	93.5 3kw	31	43	33	28	25	19	82	BEST	--	1.8
1.2	1.6	1.5	1.7	1.0	29	29	KZLA Ctry	93.9 49kw	36	46	20	23	20	26	106	MALRITE	EAST	1.6
1.3	1.0	0.4	0.4	1.0	30	30	KFAC-FM Clas	92.3 55kw	26	21	39	29	26	17	62	CLASSIC	MCG	1.1



POPULATION: 832,200

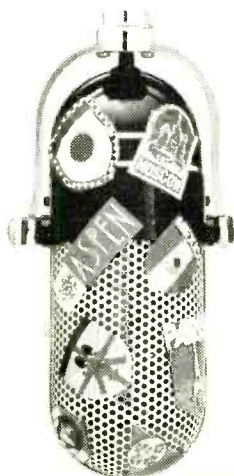
FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12 * ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12 * BIRCH SHARE
13.7	15.2	16.0	16.5	17.1	1	<b>WCMF</b> AOR	96.5 50kw	2	2	1	1	1	6	106	STONER	TOR	19.7
14.4	14.9	13.4	14.5	12.4	2	<b>WPXY-A/F</b> CHR	1280/97.9 5kw/50kw	1	1	2	2	5	8	78	PYRAMID	MMR	14.4
8.4	7.7	11.3	7.9	9.6	3	<b>WBEE</b> Ctry	92.5 50kw	6	13	5	5	3	1	111	HERITAGE MEDIA	KATZ	7.1
11.1	9.4	9.6	8.2	9.2	4	<b>WVOR</b> AC	100.5 50kw	3	4	4	3	2	2	74	LINCOLN GROUP	MCG	10.7
8.2	8.7	10.7	8.9	8.5	5	<b>WHAM</b> AC	1180 50kw	4	12	8	8	7	3	79	LINCOLN GROUP	MCG	7.0
6.0	6.4	6.1	6.9	7.8	6	<b>WRMM</b> AC	101.3 27kw	5	7	3	4	4	5	82	DORTON	CHR	5.9
8.0	6.9	6.4	6.2	5.9	7	<b>WZSH</b> B/EZ	95.1 50kw	8	15	10	9	9	4	97	GREAT LAKES	REP	3.6
3.9	5.9	3.9	4.6	4.6	8	<b>WDKX</b> UC	103.9 .8kw	9	3	6	7	8	10	79	MONROE	ROS	8.5
5.8	4.5	4.0	7.0	4.3	9	<b>WKLX</b> Gold	98.9 50kw	7	6	7	6	6	7	54	ONTARIO SHORE	DUR	4.9
2.7	3.2	2.9	2.2	3.4	10	<b>WEZO</b> Nost	990 5-2.5kw	10	18	17	10	10	9	92	DORTON	CHR	1.4

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	FORMAT REACH	
1 WCMF	1 WCMF	1 WCMF	1 WPXY-FM	1 WCMF	1 WVOR	AC	25.5
2 WPXY-FM	2 WPXY-FM	2 WVOR	2 WCMF	2 WVOR	2 WBEE	AOR	17.1
3 WBEE	3 WRMM	3 WPXY-FM	3 WRMM	3 WBEE	3 WRMM	BBnd	3.4
4 WVOR	4 WVOR	4 WBEE	4 WVOR	4 WRMM	4 WCMF	BM/Easy	5.9
5 WRMM	5 WDKX	5 WRMM	5 WBEE	5 WPXY-FM	5 WPXY-FM	CHR	12.4
6 WDKX	6 WKLX	6 WKLX	6 WKLX	6 WHAM	6 WKLX	Ctry	9.6
7 WHAM	7 WBEE	7 WHAM	7 WDKX	7 WKLX	7 WDKX	Gold	4.3
8 WKLX	8 WZSH	8 WDKX	8 WZSH	8 WDKX	8 WZSH	UC	4.6
9 WMJQ	9 WHAM	9 WZSH	9 WHAM	9 WZSH	9 WHAM		
10 WGR-FM	10 WMJQ	10 WGR-FM	10 WEZO	10 WEZO	10 WEZO		

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GROUP, INC.

POPULATION: 1,157,300

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK	12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
8.3	8.9	7.8	8.8	8.8	1	1	KFBK N/T	1530 50kw	2	9	11	9	6	1	83	GROUP W	G/W	8.5
8.0	7.5	5.5	9.0	7.1	2	2	KRAK-FM Ctry	105.1 50kw	6	6	7	1	2	3	85	EZ	KATZ	8.4
10.1	11.4	8.7	7.5	7.0	3	3	KCTC B/EZ	96.1 50kw	7	8	12	12	7	2	87	TRIBUNE	CHR	3.4
1.1	0.0	2.7	4.3	7.0	4	4	KQPT NAC	100.5 115kw	8	10	5	3	1	4	89	DUCHOSSOIS	REP	5.2
8.0	8.1	6.9	6.8	5.9	5	5	KXOA-FM AC	107.9 50kw	3	7	4	2	3	6	58	BROWN	BAN	5.3
4.1	6.7	5.8	5.8	5.8	6	6	KRXQ AOR	93.7 25kw	9	4	1	5	12	20	77	FULLER-JEFFREY	TOR	10.4
4.7	4.0	5.4	5.3	5.5	7	7	KROY CHR	96.9 50kw	4	1	6	8	9	15	65	GREAT AMERICAN	HNWH	4.6
6.4	5.1	6.2	5.6	5.2	8	8	KSFM CHR	102.5 50kw	1	3	3	7	11	16	49	GENESIS	MMR	8.8
7.2	7.0	7.3	6.2	5.2	9	9	KZAP AOR	98.5 50kw	10	13	2	4	5	9	68	NATIONWIDE	MCG	7.0
2.2	2.7	4.1	4.2	5.1	10	10	KHYL Gold	101.1 36.3kw	11	11	9	6	4	7	68	PARKER	EAST	5.6
3.1	3.4	3.4	3.5	4.2	11	11	KRAK Ctry	1140 50kw	13	16	14	13	8	5	78	EZ	KATZ	2.8
6.2	6.5	4.6	3.5	4.1	12	12	KWOD CHR	106.5 50kw	5	2	8	10	14	18	49	ROYCE INTL	CBS	3.9
3.0	3.7	3.1	3.0	3.3	13	13	KAER AC	92.5 50kw	12	5	10	11	10	17	59	GROUP W	G/W	3.9
2.1	1.9	2.8	2.5	2.7	14	14	KXOA BBnd	1470 5-1kw	15	25	23	20	19	8	86	BROWN	BAN	.9
1.9	1.8	1.5	1.2	2.0	15	15	KRCX Span	1110 5-5kw	20	18	13	14	13	10	123	FULLER-JEFFREY	LOTU	.7
1.7	1.0	1.4	1.8	1.6	16	16	KGO N/T	810 50kw	16	24	21	18	17	11	54	CAP CITIES/ABC	BAN	1.8
1.1	0.9	1.4	1.5	1.4	17	17	KGNR Gold	1320 5kw	14	15	18	15	15	12	42	TRIBUNE	CHR	.8
2.3	1.0	1.6	1.1	1.3	18	18	KSMJ Gold	1380 5kw	17	21	15	16	16	13	53	GENESIS	MMR	.8
0.5	0.8	0.7	0.7	1.0	19	19	KFRC Nost	610 5kw	23	23	25	25	23	14	77	RKO GENERAL	REP	.7

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	AOR	BBnd	BM/Easy	CHR	Ctry	Gold	NAC	N/T	Span
1 KRXQ	1 KROY	1 KRXQ	1 KXOA-FM	1 KZAP	1 KQPT	9.2	11.0	3.7	7.0	14.8	11.3	7.8	7.0	10.4	2.0
2 KZAP	2 KSFM	2 KZAP	2 KRAK-FM	2 KRAK-FM	2 KXOA-FM										
3 KXOA-FM	3 KQPT	3 KRAK-FM	3 KQPT	3 KQPT	3 KRAK-FM										
4 KSFM	4 KXOA-FM	4 KHYL	4 KROY	4 KHYL	4 KHYL										
5 KHYL	5 KZAP	5 KQPT	5 KSFM	5 KFBK	5 KCTC										
6 KQPT	6 KRAK-FM	6 KXOA-FM	6 KHYL	6 KXOA-FM	6 KFBK										
7 KWOD	7 KAER	7 KFBK	7 KCTC	7 KRAK	7 KROY										
8 KRAK-FM	8 KRXQ	8 KRAK	8 KWOD	8 KRXQ	8 KZAP										
9 KAER	9 KWOD	9 KSFM	9 KZAP	9 KCTC	9 KAER										
10 KROY	10 KHYL	10 KWOD	10 KAER	10 KSFM	10 KSFM										



POPULATION: 2,037,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12-AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
22.1	21.3	25.0	23.5	17.1	1	<b>KMOX</b> Talk	1120 50kw	1	9	8	3	1	1	94	CBS	CBS	18.6
9.9	10.0	9.5	9.9	9.9	2	<b>KSHE</b> AOR	94.7 100kw	2	4	1	1	2	7	89	EMMIS	KATZ	13.2
7.1	6.9	6.0	7.0	8.4	3	<b>KEZK</b> B/EZ	102.5 100kw	4	11	7	7	4	2	91	ADAMS	MMR	5.1
3.8	5.3	5.3	5.6	6.8	4	<b>KSD</b> CR	93.7 100kw	5	6	2	2	3	9	79	GANNETT	MCG	5.7
8.2	7.0	6.4	5.6	6.5	5	<b>KMJM</b> UC	107.7 100kw	10	2	3	4	9	12	114	KEYMARKET	CHR	9.9
4.9	6.0	4.8	5.4	5.8	6	<b>KLOU</b> Gold	103.3 100kw	3	1	5	6	7	5	61	CBS	CBS	5.7
4.2	5.4	6.2	5.3	5.8	7	<b>WIL-FM</b> Ctry	92.3 100kw	8	5	11	8	5	3	83	HERITAGE MEDIA	BAN	6.3
3.9	5.0	4.0	2.9	5.1	8	<b>KYKY</b> AC	98.1 100kw	7	8	4	5	6	6	73	EZ	MMR	5.2
3.0	3.0	3.2	3.7	3.6	9	<b>WKBQ</b> CH?	106.5 38.5kw	6	3	6	10	14	17	47	MACDONALD	REP	5.8
3.2	2.0	3.7	2.5	3.5	10	<b>KRJY</b> AC	96.3 100kw	9	13	9	9	8	4	59	RICHARD MILLER	BAN	2.6
1.7	1.8	2.1	3.0	2.4	11	<b>WKXX</b> Ctry	104.1 50kw	11	24	13	11	10	8	73	GATEWAY RADIO	--	2.2
2.1	2.2	1.9	1.6	2.0	12	<b>KATZ</b> Gold	1600 5kw	19	15	16	13	11	10	95	UNITY	K/P	2.4
2.6	2.0	2.3	1.5	1.6	13	<b>WMRY</b> AOR	101.1 50kw	13	26	10	12	12	22	58	RIVER CITIES	TOR	.8
0.0	0.9	1.3	1.7	1.6	14	<b>KSTZ</b> AC	105.7 100kw	12	10	12	14	13	20	53	LEWIS	TOR	.8
1.8	1.6	1.8	1.7	1.4	15	<b>KUSA</b> Ctry	550 5kw	14	23	26	20	16	11	51	GANNETT	MCG	2.0
1.4	1.1	1.1	1.2	1.4	16	<b>WESL</b> Rel	1490 .7-1kw	23	12	22	21	19	15	97	WILLIS	K/P	.5
1.2	1.3	1.0	1.1	1.3	17	<b>KFUO-FM</b> Clas	99.1 100kw	15	19	18	19	17	14	49	LCMS	CMBS	.6
0.5	0.5	0.4	0.6	1.3	18	<b>KXOK</b> N/T	830 5kw	17	22	21	22	22	16	57	CHESTER	HNWH	.5
2.0	1.0	1.8	1.5	1.1	19	<b>KGLD</b> Gold	1380 5-1kw	16	14	19	15	15	13	48	CHASE	REP	1.0
1.2	1.0	1.0	1.8	1.0	20	<b>KATZ-FM</b> UC	100.3 50kw	18	7	14	17	21	25	50	UNITY	K/P	1.8

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	10.2
1 KSHE	1 KSHE	1 KSHE	1 KSHE	1 KMOX	1 KMOX	AOR	11.5
2 KSD	2 KMJM	2 KSD	2 KYKY	2 KSHE	2 KEZK	BM/Easy	8.4
3 KMJM	3 KSD	3 KMOX	3 KMJM	3 KSD	3 KYKY	CHR	3.6
4 KMOX	4 KYKY	4 KMJM	4 KSD	4 WIL-FM	4 WIL-FM	Clas	1.3
5 KYKY	5 KLOU	5 KLOU	5 KEZK	5 KEZK	5 KSD	Ctry	9.6
6 WKBQ	6 WKBQ	6 KYKY	6 KLOU	6 KLOU	6 KSHE	Gold	15.7
7 KLOU	7 KEZK	7 WIL-FM	7 KMOX	7 KYKY	7 KLOU	N/T	18.4
8 WMRY	8 KRJY	8 KEZK	8 WIL-FM	8 KRJY	8 KRJY	Rel/CC	1.4
9 KEZK	9 KSTZ	9 KRJY	9 KRJY	9 KMJM	9 KMJM	UC	7.5
10 WIL-FM	10 WIL-FM	10 WMRY	10 WKBQ	10 WKXX	10 WKXX		

POPULATION: 999,300

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK	12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
11.0	9.8	7.9	7.0	10.0	1	1	KSFI B/EZ	100.3 26kw	5	7	9	4	2	1	87	SIMMONS FAMILY	CBS	4.0
10.8	8.9	9.0	11.4	9.6	2	2	KKAT Ctry	101.9 26kw	4	6	3	1	1	2	83	BROWN	BAN	10.4
7.2	7.8	10.6	9.3	7.9	3	3	KISN CHR	97.1 26kw	3	2	2	2	4	9	67	SUN MOUNTAIN	MCG	8.1
7.8	8.4	9.3	8.3	7.3	4	4	KCPX CHR	98.7 40kw	2	1	4	5	9	10	56	PRICE BR.	KATZ	10.4
9.3	7.9	7.2	7.4	7.0	5	5	KSL Talk	1160 50kw	1	22	10	7	3	3	49	BONNEVILLE INTL	MMR	8.6
6.9	7.8	8.9	7.6	6.3	6	6	KRSP-FM AOR	103.5 27.5kw	6	3	1	3	6	11	58	CARLSON COM INT	DUR	9.8
6.8	5.2	6.1	8.3	4.2	7	7	KSOP-AJF Ctry	1370/104.3 5.5kw/25kw	7	11	14	12	10	4	59	KSOP, INC.	MMR	5.1
2.1	3.4	2.6	2.2	4.1	8	8	KBER AOR	106.5 100kw	10	4	5	8	17	28	74	DEVINE	TOR	4.1
3.2	4.3	4.0	3.6	4.0	9	9	KMGR AC	107.5 100kw	11	27	7	6	5	7	82	TRANSCOLUMBIA	HNWH	2.7
3.3	3.9	2.1	2.4	3.7	10	10	KALL AC	910 5-1kw	8	18	18	13	11	5	61	COM. INVESTMENT	EAST	4.2
1.6	2.5	2.8	1.8	3.4	11	11	KTKK Talk	630 1.5kw	14	17	23	21	13	6	99	D&B	--	3.2
1.7	2.2	2.5	3.4	3.3	12	12	KLZX Gold	93.3 26kw	12	26	6	9	8	16	69	COOK INLET	CHR	4.4
5.0	3.7	3.6	3.2	3.2	13	13	KLCY AC	94.1 40kw	9	10	11	11	10	8	58	COM. INVESTMENT	EAST	2.4
0.0	0.4	1.4	2.8	3.2	14	14	KJON AOR	95.5 100kw	15	5	8	12	19	24	97	SGS	--	4.3
2.0	3.0	2.1	1.8	2.1	15	15	KDAB NAC	101.1 25kw	16	24	12	14	12	12	72	ALBIMAR	HNWH	2.1
1.3	0.8	0.8	1.0	1.5	16	16	KUTR AC	860 50-1kw	18	12	15	16	14	15	59	SUNRISE MEDIA	CHR	.7
1.2	0.6	1.0	1.7	1.5	17	17	KRSP Gold	1060 10-1kw	17	15	20	15	16	13	56	CARLSON COM INT	DUR	1.1
1.0	0.4	0.8	0.0	1.4	18	18	KFAM B/EZ	700 50-1kw	26	31	31	31	31	17	106	GENERAL	--	--
0.0	1.0	1.2	0.8	1.3	19	19	KZQQ AOR	1550 10-5kw	25	8	13	19	27	31	86	KARGO	CHR	.8
1.6	1.3	1.7	1.6	1.2	20	20	KRPN Gold	107.9 100kw	20	14	22	17	15	14	57	KARGO	CHR	.2
1.6	1.4	1.2	2.0	1.1	21	21	KZOL Gold	96.1 55kw	13	13	17	18	18	21	31	COOK INLET	HNWH	1.0
1.3	0.8	0.9	1.7	1.1	22	22	KKGB AOR	97.9 26kw	19	9	16	20	22	27	42	UTAH RADIO	CHR	.5
1.9	1.7	1.0	1.6	1.0	23	23	KDYL BBnd	1280 5-5kw	21	29	30	30	29	19	57	SIMMONS FAMILY	CBS	1.3
0.0	0.7	0.4	0.0	1.0	24	24	KSRR AC	1400 1kw	23	19	29	28	26	20	64	POSITIVE COMM	EAST	.5

DEMOGRAPHIC RANK						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KRSP	1 KISN-FM	1 KKAT	1 KKAT	1 KKAT	1 KKAT	AC	13.4
2 KBER	2 KCPX-FM	2 KRSP	2 KISN-FM	2 KSL	2 KSFI	AOR	16.0
3 KKAT	3 KKAT	3 KBER	3 KCPX-FM	3 KRSP	3 KCPX-FM	BBnd	1.0
4 KLZX	4 KRSP	4 KLZX	4 KSFI	4 KSFI	4 KISN-FM	BM/Easy	11.4
5 KCPX-FM	5 KMGR-FM	5 KSL	5 KMGR-FM	5 KLZX	5 KMGR-FM	CHR	15.2
6 KISN-FM	6 KLCY	6 KSFI	6 KLCY	6 KMGR-FM	6 KLCY	Ctry	13.8
7 KJQN-FM	7 KSFI	7 KISN-FM	7 KRSP	7 KISN-FM	7 KSL	Gold	7.1
8 KMGR-FM	8 KJQN-FM	8 KMGR-FM	8 KSL	8 KALL	8 KSOP-FM	NAC	2.1
9 KSL	9 KSL	9 KCPX-FM	9 KSOP-FM	9 KSOP-FM	9 KALL	N/T	10.4
10 KDAB	10 KBER	10 KJQN-FM	10 KALL	10 KDAB	10 KUTR		



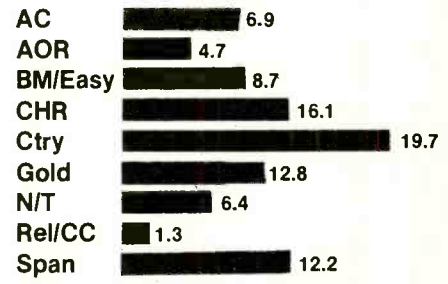
POPULATION: 1,027,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ COH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
4.4	6.6	7.7	5.8	10.3	1	KCYY Ctry	100.3 100kw	1	5	1	1	1	1	92	NEWCITY	KATZ	9.5
7.7	8.3	8.6	4.8	7.6	2	KQXT B/EZ	101.9 100kw	6	25	12	9	5	2	101	GROUP W	G/W	4.4
7.7	8.0	9.1	9.2	7.0	3	KITY CHR	92.9 100kw	2	1	4	6	14	17	69	GENESIS	CHR	12.7
9.7	4.9	8.4	6.0	7.0	4	KCOR Span	1350 5kw	15	18	11	10	6	3	155	TICHENOR MEDIA	KATZ	3.7
6.2	5.6	4.6	6.4	6.4	5	WOAI N/T	1200 50kw	5	24	14	13	9	4	83	CLEAR CHANNEL	HNWH	4.9
8.0	8.2	8.0	6.8	5.7	6	KTFM CHR	102.7 100kw	3	2	6	7	7	11	61	WATERMAN	BAN	8.7
5.2	5.5	4.4	4.6	5.5	7	KAJA Ctry	97.3 100kw	4	7	7	3	2	5	69	CLEAR CHANNEL	HNWH	6.4
3.1	2.8	3.6	5.1	5.4	8	KSMG Gold	105.3 100kw	8	8	5	2	4	7	75	AMERICAN MEDIA	CBS	5.4
8.4	7.6	6.9	5.6	4.7	9	KISS AOR	99.5 100kw	7	4	2	5	11	19	63	ADAMS	MMR	8.6
3.0	4.1	3.8	3.3	4.5	10	KZEP CR	104.5 100kw	10	9	3	4	3	13	79	LOTUS	TOR	4.7
3.8	2.6	2.9	4.3	3.9	11	KKYX Ctry	680 50-10kw	14	15	18	16	13	6	85	NEWCITY	KATZ	3.8
2.8	3.2	1.4	2.0	3.5	12	KTSA AC	550 5kw	12	10	17	15	12	8	69	WATERMAN	BAN	2.3
2.9	2.7	2.7	3.2	3.4	13	KSAQ CHR	96.1 100kw	9	3	9	12	21	23	51	INNER CITY	EAST	4.2
4.6	5.4	4.9	3.8	3.4	14	KMMX AC	106.7 100kw	11	22	8	8	8	12	66	VISION	G/W	2.9
2.5	5.2	4.2	4.1	2.9	15	KONO Gold	860 5-1kw	13	19	13	11	10	9	63	GENESIS	CHR	4.3
2.9	3.3	4.4	3.2	2.2	16	KZVE Span	107.5 100kw	17	12	10	14	17	16	98	TK	LOTU	.7
2.5	3.3	2.3	2.7	2.0	17	KEDA Span	1540 5-1kw	16	11	16	18	16	10	68	D&E	CAB	1.4
1.1	1.2	1.1	1.8	1.3	18	KSLR CC	630 5kw	19	16	19	19	15	14	64	SALEM MEDIA	--	2.4
0.0	0.0	0.3	1.8	1.1	19	KFAN B/EZ	101.1 100kw	18	23	21	17	18	15	54	GILLESPIE	EAST	.2
2.1	0.8	0.8	1.1	1.0	20	KSAH Span	720 10kw	20	14	15	21	20	22	60	GANADORES	CAB	.4

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KISS	1 KCYY	1 KCYY	1 KCYY	1 KCYY	1 KCYY
2 KZEP	2 KITY	2 KISS	2 KSMG	2 KZEP	2 KCOR
3 KCYY	3 KMMX	3 KZEP	3 KTFM	3 KISS	3 KAJA
4 KSMG	4 KTFM	4 KSMG	4 KAJA	4 KAJA	4 KSMG
5 KITY	5 KSAQ	5 KAJA	5 KITY	5 KSMG	5 KTFM
6 KTFM	6 KZEP	6 KITY	6 KMMX	6 WOAI	6 KQXT
7 KAJA	7 KAJA	7 WOAI	7 KCOR	7 KQXT	7 KMMX
8 KSAQ	8 KSMG	8 KQXT	8 KSAQ	8 KONO	8 KZEP
9 KZVE	9 KCOR	9 KONO	9 KQXT	9 KKYX	9 KTSA
10 KCOR	10 KZVE	10 KTFM	10 KZEP	10 KMMX	10 KONO



POPULATION: 1,985,100

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12-ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.8	8.7	9.0	8.9	9.5	1	KKLQ-A/F CHR	600/106.5 5kw/50kw	1	1	2	1	2	10	79	EDENS	CHR	10.8
7.0	6.3	9.0	7.4	7.0	2	KGB AOR	101.5 50kw	3	5	1	2	4	13	76	LOTUS	KATZ	13.5
7.3	7.8	6.1	6.3	6.3	3	KFMB-FM AC	100.7 36kw	2	2	4	3	1	7	56	MIDWEST TV	MCG	6.5
6.1	8.1	7.3	6.8	6.2	4	KSDO N/T	1130 10-5kw	5	16	19	13	11	3	80	GANNETT	DUR	6.9
8.5	7.9	6.8	6.9	6.2	5	KJQY B/EZ	103.7 36kw	6	9	25	14	10	1	85	GROUP W	G/W	4.2
5.8	4.8	3.7	5.8	5.9	6	KSON-FM Ctry	97.3 50kw	8	10	9	5	3	2	90	JEFFERSON-PILOT	BAN	4.8
4.8	5.3	7.0	7.1	5.3	7	KFMB AC	760 5kw	7	12	13	9	5	4	77	MIDWEST TV	MCG	6.5
4.9	5.4	5.2	5.2	5.1	8	XTRA-FM AOR	91.1 100kw	4	3	3	4	12	21	59	NOBLE	MMR	8.8
3.4	3.1	4.9	2.8	4.3	9	KPOP Nost	1360 5-1kw	17	6	28	19	18	5	129	BROWN	KATZ	1.2
3.6	3.4	3.1	5.4	3.6	10	KYXY AC	96.5 41kw	12	14	10	6	6	6	74	PARKER	HNWH	3.6
2.2	2.2	1.6	2.6	3.2	11	KKYY AC	94.9 22kw	9	7	5	7	9	12	61	SANDUSKY	TOR	2.7
3.4	3.6	3.6	4.1	3.0	12	KCBQ-A/F Gold	1170/105.3 50-5kw 29kw	13	18	6	8	7	11	64	ERIC CHANDLER	REP	3.3
2.9	4.7	3.4	4.7	2.9	13	KIFM NAC	98.1 28kw	10	16	12	10	8	9	57	AFC	CBS	2.7
4.1	2.8	3.2	2.2	2.8	14	XHRM UC	92.5 100kw	11	4	7	11	16	17	59	MORROW	K/P	3.4
3.2	2.8	1.9	2.7	2.8	15	KFSD Clas	94.1 100kw	14	19	19	17	14	8	69	LOTUS	HNWH	2.6
2.0	1.5	1.6	2.3	2.0	16	KGMG-FM CR	102.1 10kw	18	28	8	12	13	20	63	XHITZ, INC.	BAN	1.4
1.5	2.1	2.0	1.5	1.6	17	KSWV NAC	102.9	20	24	14	15	15	14	54	GANNETT	DUR	.7
1.0	1.4	1.8	1.1	1.5	18	XHTZ CHR	90.3 100kw	15	8	11	16	17	36	39	XHITZ, INC.	--	1.4
1.9	1.6	1.6	1.7	1.4	19	KNX News	1070 50kw	19	23	31	30	22	16	44	CBS	CBS	1.0
1.3	1.3	0.7	0.9	1.2	20	KSON Ctry	1240 1kw	21	22	39	26	20	15	60	JEFFERSON-PILOT	BAN	1.2
2.1	1.0	1.4	1.0	1.0	21	XTRA N/T	690 50kw	16	30	24	21	19	18	30	NOBLE	MMR	.4
0.0	0.4	0.5	0.0	1.0	22	KPRZ Rel	1210 10-1kw	22	27	22	24	23	19	69	SALEM	--	--

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	18.4
1 KGB	1 KKLQ-FM	1 KGB	1 KFMB-FM	1 KGB	1 KFMB-FM	AOR	12.1
2 KKLQ-FM	2 KFMB-FM	2 KKLQ-FM	2 KKLQ-FM	2 KSON-FM	2 KYXY	BBnd	4.3
3 XTRA-FM	3 XTRA-FM	3 XTRA-FM	3 KKYY	3 KFMB	3 KJQY	BM/Easy	6.2
4 KGMG-FM	4 KKYY	4 KFMB-FM	4 KYXY	4 KFMB-FM	4 KSON-FM	CHR	11.0
5 KFMB-FM	5 KGB	5 KSON-FM	5 XTRA-FM	5 KKLO-FM	5 KKYY	Clas	2.8
6 KFMB	6 KSON-FM	6 KFMB	6 KSON-FM	6 KSDO	6 KKLQ-FM	Ctry	7.1
7 XHRM	7 XHRM	7 KSDO	7 KJQY	7 KCBQ-FM	7 KFMB	Gold	5.0
8 KKYY	8 KCBQ-FM	8 KGMG-FM	8 KGB	8 KGMG-FM	8 KIFM	NAC	4.5
9 KCBQ-FM	9 KYXY	9 KCBQ-FM	9 KIFM	9 KIFM	9 KCBQ-FM	N/T	8.6
10 XHTZ	10 KIFM	10 KYXY	10 KCBQ-FM	10 KYXY	10 KGB	Rel/CC	1.0
						UC	2.8



# SAN FRANCISCO

POPULATION: 4,954,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.0	6.8	8.4	7.1	8.3	1	KGO N/T	810 50kw	1	16	14	5	1	1	73	CAP CITIES/ABC	BAN	8.7
4.9	6.1	5.7	5.8	5.6	2	KMEL CHR	106.1 69kw	4	1	1	1	8	17	74	CENTURY	CHR	6.8
5.4	4.7	5.4	4.7	5.0	3	KCBS N/T	740 50kw	2	29	18	11	7	3	52	CBS	CBS	3.5
4.8	5.8	6.2	5.6	4.7	4	KABL-A/F B/EZ	960/98.1 5kw/100kw	7	26	28	19	9	2	83	SHAMROCK	CHR	3.7
3.8	3.2	4.5	3.3	4.2	5	KOIT-A/F	1260/96.5 5-1kw/33kw	4	8	9	4	2	4	59	BONNEVILLE INT	TOR	2.6
2.7	3.5	3.6	4.0	3.9	6	KIOI AC	101.3 125kw	5	7	3	2	3	6	60	FAIRMOUNT	DUR	3.2
2.8	3.1	3.5	4.4	3.7	7	KSFO/KYA Gold	560/93.3 5kw/7.5kw	3	22	10	3	4	5	46	KING	MMR	3.1
3.3	4.3	2.8	3.4	3.4	8	KFRG Nost	610 5kw	11	32	44	34	21	7	78	RKO GENERAL	REP	3.1
1.3	1.1	1.8	1.7	3.0	9	KKHI-A/F Clas	1550/95.7 10.5kw/8.5kw	18	17	20	20	19	11	83	BUCKLEY	HNWH	2.2
3.0	3.3	2.8	2.4	3.0	10	KITS CHR	105.3 15kw	14	2	4	9	15	35	77	ENTERCOM	REP	2.7
2.9	2.4	1.9	2.5	2.9	11	KBLX-A/F NAC	1400/102.9 1kw/6.6k	9	25	5	7	6	9	64	INNER CITY	HNWH	2.3
1.9	2.4	2.4	2.0	2.9	12	KDFC-A/F Clas	1220/102.1 5kw/33kw	16	15	15	18	14	14	76	SUNDIAL	CMBS	1.2
1.7	2.5	2.9	2.6	2.9	13	KRQR AOR	97.3 82kw	12	10	2	6	9	27	67	CBS	CBS	2.9
4.7	4.4	3.7	3.3	2.8	14	KSOL UC	107.7 8.9kw	8	3	7	10	17	16	57	UNITED	MMR	6.1
2.7	2.4	2.4	2.2	2.7	15	KKSF NAC	103.7 7.8kw	15	40	6	8	5	13	70	BROWN	BAN	2.2
3.1	2.1	3.6	4.3	2.2	16	KNBR AC	680 50kw	13	24	27	19	16	12	51	NBC	MCG	2.3
2.8	2.3	2.7	2.7	2.2	17	KXXX CHR	99.7 45kw	10	5	11	11	18	23	48	EMMIS	MCG	1.6
3.4	3.2	2.9	2.3	2.2	18	KSAN Ctry	94.9 30kw	17	44	17	12	9	8	57	MALRITE	KATZ	2.8
1.8	2.8	2.0	1.7	2.0	19	KBAY B/EZ	100.3 14.5kw	20	51	38	25	20	10	72	UNITED	MMR	1.2
2.1	2.2	1.7	2.1	1.8	20	KFOG AOR	104.5 7.9kw	19	23	13	13	12	18	57	SESQUEHANNA	EAST	2.8
0.8	1.3	1.2	1.6	1.6	21	KSJO AOR	92.3 50kw	21	14	12	16	20	34	62	NARRAGANSETT	KATZ	2.7
1.1	1.5	1.4	1.7	1.6	22	KOME AOR	98.5 12.5kw	22	13	8	15	22	37	63	INFINITY	TOR	2.2
0.9	0.6	1.5	1.4	1.2	23	KHQT CHR	97.7 1.65kw	24	4	21	30	38	39	58	ANAHEIM	HNWH	1.8
1.1	1.1	1.0	1.2	1.2	24	KIQI Span	1010 10-.5kw	34	42	25	29	27	20	101	ORO SPANISH	CAB	.8
0.5	0.6	0.7	0.9	1.1	25	KEZR AC	106.5 50kw	30	35	16	21	23	24	67	ALTA	CHR	1.3
1.4	1.5	1.4	1.6	1.1	26	KNEW Ctry	910 5kw	23	46	34	28	25	15	52	MALRITE	KATZ	1.9
1.0	1.1	0.8	1.1	1.0	27	KARA AC	105.7 50kw	27	21	19	22	26	26	51	EMPIRE	EAST	.8
1.7	1.7	1.1	0.7	1.0	28	KWSS CHR	94.5 .15kw	25	6	22	26	33	33	47	NATIONWIDE	MCG	1.2

Continued on Page 187

POPULATION: 1,198,600

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK	12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
8.3	7.2	7.7	6.8	8.0	1	1	KGO N/T	810 50kw	1	13	9	4	1	2	68	CAP CITIES/ABC	BAN	6.9
4.6	4.1	4.6	4.6	6.3	2	2	KCBS N/T	740 50kw	2	23	14	8	4	3	61	CBS	CBS	3.4
4.7	9.7	6.8	4.5	6.2	3	3	KBAY B/EZ	100.3 14.5kw	3	26	22	9	2	1	84	UNITED BR. CO.	MMR	3.8
2.8	4.5	3.1	5.3	4.7	4	4	KSJO AOR	92.3 50kw	7	8	1	1	8	20	71	NARRAGANSETT	KATZ	7.0
3.2	2.5	6.0	5.6	4.4	5	5	KHQT CHR	97.7 1.65kw	5	1	8	12	18	30	64	AHAHEIM	HNWH	6.7
3.1	2.5	2.5	3.5	4.4	6	6	KIOI AC	101.3 125kw	6	9	3	3	3	4	66	FAIRMOUNT	DUR	2.6
3.0	4.6	3.8	4.1	4.3	7	7	KOME AOR	98.5 12.5kw	8	7	2	2	10	24	66	INFINITY	TOR	5.8
6.4	6.5	4.9	2.7	3.6	8	8	KWSS CHR	94.5 1.15kw	4	3	7	7	13	16	52	NATIONWIDE	MCG	4.4
1.7	2.3	2.7	3.4	3.6	9	9	KEZR AC	106.5 50kw	12	21	5	6	5	5	67	ALTA	CHR	3.4
3.8	3.9	3.0	3.8	3.5	10	10	KARA-FM AC	105.7 50kw	10	16	6	5	6	8	57	EMPIRE	EAST	3.3
2.3	2.0	2.5	2.6	3.1	11	11	KITS CHR	105.3 15kw	15	4	4	11	24	38	77	ENTERCOM	REP	3.1
2.7	2.5	3.2	3.0	2.7	12	12	KOIT-A/F AC	1260/96.5 5-1kw/33kw	9	15	15	13	9	7	43	BONNEVILLE INTL	TOR	1.7
3.4	3.8	3.6	2.8	2.6	13	13	KMEL CHR	106.1 69kw	13	2	11	17	26	38	58	CENTURY	CHR	4.4
1.2	1.6	2.3	1.3	2.5	14	14	KKSF NAC	103.7 7.8kw	19	33	10	10	7	10	70	BROWN	BAN	1.7
1.9	1.4	1.4	1.7	2.5	15	15	KLIV BBnd	1590 5kw	23	40	39	35	35	17	92	EMPIRE	EAST	1.9
1.3	1.7	1.4	2.1	2.3	16	16	KBRG Span	104.9 3kw	29	11	13	14	20	22	115	RADIO AMERICA	LOTU	1.4
3.9	2.8	2.2	2.2	2.2	17	17	KSOL UC	107.7 8.9kw	17	5	12	17	19	26	57	UNITED	MMR	3.6
1.7	2.1	2.0	2.8	2.1	18	18	KSFO/KYA Gold	560/93.3 5kw/7.5kw	11	20	16	15	11	14	37	KING	MMR	2.2
1.7	2.1	2.0	1.9	2.0	19	19	KDFC-A/F Clas	1220/102.1 5-15kw/33kw	22	35	28	22	16	11	62	SUNDIAL	CMBS	.8
4.4	2.5	3.6	2.2	2.0	20	20	KSAN City	94.9 30kw	14	27	25	16	12	6	47	MALRITE	KATZ	3.1
2.5	1.5	2.9	4.2	1.9	21	21	KNBR AC	680 50kw	16	25	24	20	15	9	48	NBC	MCG	1.6
0.8	1.9	1.3	1.1	1.8	22	22	KFOG AOR	104.5 7.9kw	28	24	17	19	14	13	78	SUSQUEHANA	EAST	1.1
3.0	1.7	1.7	2.7	1.7	23	23	KEEN City	1370 5kw	24	45	31	28	21	15	67	UNITED BR. CO.	MMR	1.9
1.3	1.4	2.0	1.9	1.4	24	24	KBLX-A/F NAC	1400/102.9 1kw/6.6kw	20	44	20	20	15	18	43	INNER CITY	HNWH	2.5
2.3	1.4	1.8	1.4	1.3	25	25	KABL-A/F B/EZ	960/98.1 5kw/100kw	26	39	30	31	27	19	53	SHAMROCK BR.	CHR	1.3
3.5	3.2	2.2	2.3	1.3	26	26	KATD CHR	95.3 .375kw	18	6	20	24	31	32	34	ETHNIC	DUR	2.2
0.3	0.6	0.7	0.8	1.3	27	27	KFAX Rel	1100 50kw	35	29	29	29	29	23	81	SALEM	—	.8
2.0	2.5	2.5	2.2	1.2	28	28	KXXX CHR	99.7 45kw	20	12	15	26	30	27	34	EMMIS	MCG	1.3
1.2	0.9	0.9	1.5	1.2	29	29	KFRC Nost	610 5kw	27	36	40	39	37	25	53	RKO GENERAL	REP	1.2
2.0	1.1	1.1	1.0	1.2	30	30	KLOK AC	1170 50-5kw	32	19	18	23	22	28	65	DAVIS-WEAVER	LOTU	.7
0.8	0.9	0.8	1.2	1.1	31	31	KKHI-A/F Clas	1550/95.7 10.5kw/8.5kw	25	31	36	30	28	12	44	BUCKLEY	HNWH	.8
0.8	0.5	1.2	0.6	1.1	32	32	KHTT CHR	1500 10-5kw	33	18	21	25	23	30	64	NARRAGANSETT	KATZ	1.3
0.7	1.0	0.8	1.2	1.1	33	33	KLRS-FM NAC	99.1 24kw	31	28	27	27	25	21	57	FULLER-JEFFREY	MCG	.8



# RIVERSIDE-SAN BERNARDINO

POPULATION: 1,074,800

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DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KLOS	1 KGGI	1 KLOS	1 KGGI	1 KRTH-FM	1 KGGI	AC 8.3
2 KCAL-FM	2 KCAL-FM	2 KCAL-FM	2 KIIS-FM	2 KLOS	2 KRTH-FM	AOR 14.9
3 KGGI	3 KIIS-FM	3 KRTH-FM	3 KRTH-FM	3 KCAL-FM	3 KOST	BBnd 2.4
4 KIIS-FM	4 KLOS	4 KGGI	4 KOST	4 KGGI	4 KIIS-FM	BM/Easy 9.2
5 KRTH-FM	5 KOLA	5 KIIS-FM	5 KCAL-FM	5 KIIS-FM	5 KDUO	CHR 16.9
6 KROQ	6 KNX-FM	6 KFI	6 KOLA	6 KFI	6 KNX-FM	Clas 1.0
7 KDIF	7 KROQ	7 KDIF	7 KLOS	7 KOST	7 KCAL-FM	Ctry 8.9
8 KWDJ	8 KRTH-FM	8 KOST	8 KBIG	8 KTWV	8 KBIG	Gold 7.1
9 KPWR	9 KOST	9 KROQ	9 KNX-FM	9 KRLA	9 KFI	NAC 2.0
10 KTWV	10 KPWR	10 KTWV	10 KDIF	10 KNX	10 KLOS	N/T 8.2
						Span 1.1
						UC 1.1

# SAN FRANCISCO

POPULATION: 4,954,500

Continued from Page 185

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KMEL	1 KMEL	1 KMEL	1 KIOI	1 KGO	1 KIOI	AC 12.4
2 KRQR	2 KIOI	2 KRQR	2 KMEL	2 KCBS	2 KOIT-FM	AOR 7.9
3 KITS	3 KRQR	3 KGO	3 KOIT-FM	3 KIOI	3 KGO	BBnd 3.4
4 KSJO	4 KSOL	4 KIOI	4 KGO	4 KKSF	4 KBLX-FM	BM/Easy 6.7
5 KOME	5 KBLX-FM	5 KITS	5 KBLX-FM	5 KRQR	5 KMEL	CHR 13.4
6 KIOI	6 KITS	6 KKSF	6 KKSF	6 KOIT-FM	6 KKSF	Clas 5.9
7 KKSF	7 KOIT-FM	7 KBLX-FM	7 KSOL	7 KBLX-FM	7 KABL-FM	Ctry 3.3
8 KFOG	8 KXXX	8 KSJO	8 KRQR	8 KMEL	8 KCBS	Gold 3.7
9 KBLX-FM	9 KKSF	9 KCBS	9 KXXX	9 KFOG	9 KSAN	NAC 5.6
10 KGO	10 KEZR	10 KFOG	10 KITS	10 KITS	10 KSOL	N/T 13.3
						Span 1.2
						UC 2.8

# SAN JOSE

POPULATION: 1,198,600

Continued from Page 186

DEMOGRAPHIC RANK						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSJO	1 KIOI	1 KSJO	1 KIOI	1 KGO	1 KIOI	AC 17.3
2 KOME	2 KARA	2 KOME	2 KARA	2 KCBS	2 KBAY	AOR 10.8
3 KITS	3 KEZR	3 KGO	3 KEZR	3 KBAY	3 KGO	BBnd 3.7
4 KGO	4 KWSS	4 KCBS	4 KWSS	4 KOME	4 KEZR	BM/Easy 7.5
5 KEZR	5 KHQT	5 KITS	5 KGO	5 KSJO	5 KARA	CHR 17.3
6 KCBS	6 KOME	6 KEZR	6 KBAY	6 KKSF	6 KCBS	Clas 3.1
7 KWSS	7 KGO	7 KKSF	7 KHQT	7 KEZR	7 KKSF	Ctry 3.7
8 KBRG	8 KSJO	8 KARA	8 KSJO	8 KARA	8 KSAN	Gold 2.1
9 KHQT	9 KITS	9 KBRG	9 KOIT-FM	9 KIOI	9 KSJO	NAC 5.0
10 KARA	10 KOIT-FM	10 KBAY	10 KSAN	10 KFOG	10 KOIT-FM	N/T 14.3
						Rel/CC 1.3
						Span 2.3
						UC 2.2

POPULATION: 2,131,400

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	MEDIAN RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MIN. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
11.3	8.9	10.4	10.6	11.0	1	<b>KIRO</b> N/T	710 50kw	1	12	5	2	1	1	66	BONNEVILLE INTL	TOR	7.2
6.3	9.4	7.9	9.1	8.1	2	<b>KUBE</b> CHR	93.3 100kw	2	2	1	1	3	15	64	COOK INLET	MMR	10.5
5.5	5.5	7.7	6.3	5.8	3	<b>KPLZ</b> CHR	101.5 100kw	4	1	4	5	17	19	62	GOLDEN WEST	DUR	7.7
5.9	4.6	5.4	6.0	5.5	4	<b>KMPS-A/F</b> Ctry	1300/94.1 5kw/100kw	5	11	12	7	2	2	70	EZ	MCG	6.7
5.4	5.5	4.7	4.7	5.5	5	<b>KOMO</b> AC	1000 50kw	3	13	17	12	5	3	58	FISHER	KATZ	4.8
4.6	4.5	4.3	3.7	4.3	6	<b>KXRX</b> AOR	96.5 81kw	7	5	3	3	6	18	66	SHAMROCK BR.	KATZ	5.3
3.8	3.6	4.1	4.6	4.2	7	<b>KIXI</b> BBnd	880 50-10kw	10	23	27	24	24	7	87	NOBLE	REP	3.5
4.2	6.1	3.8	4.2	4.2	8	<b>KBRD</b> B/EZ	103.7 100kw	17	18	21	17	11	4	96	ENTERCOM	REP	1.4
3.8	4.7	4.8	5.7	4.1	9	<b>KISW</b> AOR	99.9 100kw	6	4	2	4	12	23	63	NATIONWIDE	MCG	7.3
3.4	2.4	2.4	3.9	3.6	10	<b>KING-FM</b> Clas	98.1 100kw	9	19	18	15	13	6	68	KING	MMR	3.1
3.1	1.9	3.3	3.9	3.3	11	<b>KBSG</b> Gold	97.3 100kw	8	6	8	6	4	8	54	VIACOM	TOR	3.4
4.2	3.9	3.3	3.4	3.1	12	<b>KSEA</b> B/EZ	100.7 100kw	16	17	25	22	19	5	70	BONNEVILLE INTL	TOR	2.1
1.7	2.0	1.8	2.2	3.0	13	<b>KING</b> N/T	1090 50kw	14	27	22	21	18	9	67	KING	MMR	2.3
2.4	2.6	1.8	1.9	2.7	14	<b>KLTX</b> AC	95.7 100kw	12	15	10	10	9	12	57	ACKERLY	HNWH	1.5
2.3	1.7	1.5	2.7	2.7	15	<b>KNUA</b> NAC	106.9 100kw	18	22	6	9	7	17	69	GANNETT	DUR	2.1
2.4	3.9	3.3	3.3	2.6	16	<b>KMGI</b> AC	107.7 100kw	13	14	11	8	8	10	58	NOBLE	REP	2.0
4.4	2.7	2.2	3.4	2.6	17	<b>KRPM-A/F</b> Ctry	770/106.1 1kw/100kw	20	26	13	16	15	14	72	HERITAGE MEDIA	CHR	3.0
3.0	3.2	2.8	2.5	2.4	18	<b>KZOK</b> CR	102.5 100kw	11	10	7	11	10	21	52	SRO	BAN	3.1
2.9	3.8	2.7	2.0	2.2	19	<b>KLSY</b> AC	92.5 100kw	15	8	9	13	14	20	49	SANDUSKY	BAN	2.7
2.5	2.2	2.6	1.9	2.0	20	<b>KVI</b> Gold	570 5kw	19	9	20	14	16	11	52	GOLDEN WEST	DUR	1.7
1.7	2.1	2.3	1.1	1.6	21	<b>KCMS</b> CC	105.3 115kw	22	3	14	18	22	24	55	CHRISTA	RSS	2.4
2.3	2.3	2.1	1.4	1.6	22	<b>KJR</b> CR	950 5kw	21	16	19	20	20	16	44	ACKERLY	HNWH	1.5
2.4	1.9	1.9	1.2	1.4	23	<b>KEZX-A/F</b> AOR	1150/98.9 5kw/100kw	23	29	15	19	21	22	51	PARK	REP	1.8
0.9	0.7	1.1	0.5	1.1	24	<b>KKFX</b> UC	1250 5kw	24	7	16	23	25	27	71	RADIO HOLDINGS	HNWH	1.4

### DEMOGRAPHIC RANK

### FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	13.0
1 KXRX	1 KUBE	1 KIRO	1 KUBE	1 KIRO	1 KUBE	AOR	9.8
2 KISW	2 KPLZ	2 KXRX	2 KPLZ	2 KBSG	2 KOMO	BBnd	4.2
3 KUBE	3 KISW	3 KISW	3 KMGI	3 KXRX	3 KIRO	BM/Easy	7.3
4 KIRO	4 KLSY-FM	4 KUBE	4 KOMO	4 KNUA	4 KMPS-FM	CHR	13.9
5 KNUA	5 KXRX	5 KBSG	5 KIRO	5 KUBE	5 KMGI	Clas	3.6
6 KZOK	6 KMGI	6 KZOK	6 KLTX	6 KZOK	6 KSEA	Ctry	8.1
7 KPLZ	7 KCMS	7 KNUA	7 KLSY-FM	7 KISW	7 KBRD	Gold	9.3
8 KBSG	8 KIRO	8 KPLZ	8 KISW	8 KOMO	8 KBSG	NAC	2.7
9 KLTX	9 KLTX	9 KLTX	9 KBSG	9 KMPS-FM	9 KLTX	N/T	14.0
10 KMPS-FM	10 KBSG	10 KVI	10 KXRX	10 KLTX	10 KLSY-FM	Rel/CC	1.6
						UC	1.1



# TAMPA-ST. PETERSBURG-CLEARWATER

POPULATION: 1,756,400

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12-ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.6	17.4	17.1	16.6	15.4	1	WRBQ-A/F CHR	1380/104.7 5kw/100kw	1	1	1	1	1	1	93	EDENS	CHR	19.4
10.8	10.5	9.6	5.9	9.4	2	WWRM AC	107.3 100kw	2	10	6	4	4	2	94	COX	REP	6.7
8.0	8.7	8.2	6.9	7.9	3	WQYK-A/F Ctry	1010/99.5 50kw/100kw	4	6	7	5	2	3	110	INFINITY	KATZ	7.3
4.8	5.9	7.0	7.4	6.9	4	WYNF AOR	94.9 100kw	3	2	2	2	5	13	92	CBS	CBS	10.9
3.2	3.0	3.0	5.8	6.4	5	WDUV B/EZ	103.3 100kw	7	13	19	20	14	7	109	SUNSHINE STATE	CHR	3.4
4.8	5.2	6.0	5.7	4.8	6	WUSA AC	100.7 100kw	6	8	5	3	3	5	79	GANNETT	MOG	3.9
5.1	4.4	5.9	4.7	4.7	7	WFLA N/T	970 5kw	9	12	12	9	10	6	91	SCONNIX	EAST	4.7
4.1	4.7	4.6	2.9	4.3	8	WFLZ AC	93.3 100kw	8	7	8	8	6	4	73	SCONNIX	EAST	2.5
4.0	5.2	4.0	5.9	4.1	9	WNLT AC	95.7 100kw	5	4	4	6	7	10	66	METROPLEX	MMR	5.4
3.2	3.8	4.0	3.8	3.7	10	WKRL CR	97.9 100kw	10	9	3	7	8	15	80	SANDUSKY	BAN	4.5
5.2	3.2	3.3	3.7	3.2	11	WGUL-A/F BBnd	860/105.5 .5kw/3kw	12	28	24	22	19	12	110	CARL MARCOCCI	MAS	4.5
2.2	2.9	2.1	3.7	2.7	12	WDAE BBnd	1250 5kw	14	15	28	17	16	9	104	GANNETT	MOG	3.2
2.7	3.4	3.7	2.4	2.7	13	WSUN Ctry	620 19kw	11	18	15	11	9	8	73	CBS	CBS	2.1
1.7	1.8	2.3	2.3	2.1	14	WTMP UC	1150 5kw	15	3	9	12	12	17	92	WESTERVILLE	HNWH	1.2
2.4	1.3	1.7	1.0	1.6	15	WXCR Clas	92.5 50kw	16	23	20	18	17	14	72	ENTERCOM	CMBS	1.1
2.2	1.8	2.0	1.6	1.4	16	WHVE NAC	102.5 100kw	13	29	11	10	11	11	48	SUSQUEHANNA	HNWH	3.7
0.6	0.5	0.4	1.6	1.4	17	WLFF Nost	680 1kw	23	25	14	19	23	22	138	CENTURY	--	--
0.5	0.0	0.4	1.0	1.2	18	WLVU Nost	106.3 3kw	19	14	23	28	29	21	71	PASCO PINELLA	--	--
0.8	0.7	1.4	1.1	1.0	19	WRXB UC	1590 5kw	22	17	10	13	15	23	95	ROLLINS	RA/L	1.0

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	22.6
1 WYNF	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	1 WRBQ-FM	AOR	6.9
2 WRBQ-FM	2 WYNF	2 WYNF	2 WUSA	2 WYNF	2 WUSA	BBnd	8.5
3 WKRL	3 WNLT	3 WKRL	3 WWRM	3 WQYK-FM	3 WWRM	BM/Easy	6.4
4 WNLT	4 WUSA	4 WFLZ	4 WYNF	4 WFLZ	4 WQYK-FM	CHR	15.4
5 WFLZ	5 WWRM	5 WQYK-FM	5 WNLT	5 WKRL	5 WNLT	Clas	1.6
6 WQYK-FM	6 WKRL	6 WUSA	6 WQYK-FM	6 WFLA	6 WFLZ	Ctry	10.6
7 WUSA	7 WQYK-FM	7 WNLT	7 WFLZ	7 WUSA	7 WYNF	Gold	3.7
8 WWRM	8 WFLZ	8 WFLA	8 WKRL	8 WWRM	8 WKRL	NAC	1.4
9 WFLA	9 WRXB	9 WWRM	9 WRXB	9 WSUN	9 WTMP	N/T	4.7
10 WTMP	10 WTMP	10 WHVE	10 WTMP	10 WNLT	10 WRXB	UC	3.1

# WASHINGTON, DC

POPULATION: 3,077,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
7.3	5.7	7.3	7.6	7.1	1	WMZQ-A/F Ctry	1390/98.7 5kw/50kw	4	10	9	3	2	1	83	VIACOM	CHR	7.0
7.4	8.1	6.6	6.0	6.8	2	WGAY B/EZ	99.5 21kw	7	13	15	11	4	2	85	GREATER MEDIA	MMR	4.5
6.5	6.2	6.4	5.5	6.2	3	WKYS UC	93.9 50kw	11	5	1	1	1	5	89	ALBIMAR	EAST	6.6
4.9	4.6	5.6	5.0	6.0	4	WPGC-FM CHR	95.5 50kw	8	1	3	2	5	9	76	COOK INLET	BAN	9.0
6.5	6.2	5.3	4.7	5.7	5	WMAL AC	630 5kw	2	16	18	15	12	3	64	CAP CITIES/ABC	KATZ	4.6
5.0	5.2	5.3	5.2	4.9	6	WHUR UC	96.3 24kw	9	8	4	4	3	8	67	HOWARD UNIV.	DUR	5.8
4.5	5.2	4.8	5.2	4.5	7	WAVA CHR	105.1 50kw	1	3	5	7	13	18	46	EMMIS	HNWH	6.1
4.3	3.8	3.8	4.4	4.5	8	WRQX CHR	107.3 50kw	3	2	7	9	9	13	50	CAP CITIES/ABC	KATZ	4.3
5.6	5.1	5.1	5.7	4.2	9	WWDC-FM AOR	101.1 22.5kw	5	6	2	5	11	17	51	CAPITOL	CHR	7.4
4.7	4.4	3.8	4.1	3.7	10	WTOP News	1500 50kw	6	19	16	16	14	6	45	OUTLET	HNWH	2.7
4.0	3.4	3.9	4.6	3.7	11	WCXR CR	105.9 28kw	10	7	6	6	10	16	50	LEGACY	MCG	5.3
3.4	3.6	3.1	3.0	3.5	12	WLTT AC	94.7 22.5kw	13	31	8	8	8	10	66	CBS	CBS	2.8
2.3	2.7	3.2	3.2	3.4	13	WXTR Gold	104.1 50kw	12	9	13	10	6	4	64	MEDIACOMM	MCG	2.9
2.9	2.5	3.0	2.4	3.2	14	WASH AC	97.1 26.5kw	14	17	11	12	7	7	62	OUTLET	HNWH	2.1
3.6	3.9	3.4	2.5	2.4	15	WDJY UC	100.3 40kw	15	4	10	13	17	21	51	UNITED	MCG	3.3
2.7	3.3	3.1	2.4	2.3	16	WGMS-A/F Clas	570/103.5 5-1kw/47kw	16	22	20	17	16	11	57	CLAS ACQ PART	REP	2.5
2.3	2.3	2.4	3.8	2.3	17	WWRC Talk	980 5kw	17	26	22	21	19	12	68	GREATER MEDIA	MMR	2.6
0.9	1.7	1.6	1.4	1.6	18	WHFS AOR	99.1 50kw	19	21	12	14	15	19	62	DUCHOSSOIS	REP	1.5
1.7	1.5	2.2	2.4	1.6	19	WOL UC	1450 1kw	20	11	21	19	18	14	74	ALMIC	K/P	.9
1.7	1.7	1.5	2.4	1.3	20	WJFK CR	106.7 50kw	18	12	14	18	21	23	41	INFINITY	TOR	1.8
1.5	1.3	0.9	1.0	1.2	21	WYCB Rel	1340 1kw	22	18	27	22	22	15	86	HOWARD SANDERS	--	2.0
0.8	0.7	0.7	0.5	1.0	22	WCPT UC	730 5-.02kw	24	14	24	20	20	20	85	LEGACY	MCG	.6
0.4	0.0	0.0	0.3	1.0	23	WPOC Ctry	93.1 50kw	25	25	17	23	23	29	83	NATIONWIDE	EAST	--

## DEMOGRAPHIC RANK

## FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	AC	12.4
1 WWDC-FM	1 WKYS	1 WWDC-FM	1 WKYS	1 WKYS	1 WMZQ-FM	AOR	5.8
2 WCXR	2 WPGC-FM	2 WKYS	2 WMZQ-FM	2 WMZQ-FM	2 WKYS	BM/Easy	6.8
3 WPGC-FM	3 WHUR	3 WCXR	3 WPGC-FM	3 WWDC-FM	3 WHUR	CHR	14.0
4 WKYS	4 WRQX	4 WPGC-FM	4 WHUR	4 WHUR	4 WASH	Clas	2.3
5 WHUR	5 WAVA	5 WHUR	5 WLTT	5 WGAY	5 WGAY	Ctry	8.1
6 WAVA	6 WLTT	6 WMZQ-FM	6 WRQX	6 WXTR	6 WRQX	Gold	8.4
7 WRQX	7 WCXR	7 WAVA	7 WASH	7 WPGC-FM	7 WPGC-FM	N/T	6.0
8 WMZQ-FM	8 WASH	8 WXTR	8 WAVA	8 WCXR	8 WLTT	Rel/CC	1.2
9 WDJY	9 WMZQ-FM	9 WLTT	9 WGAY	9 WLTT	9 WXTR	UC	16.1
10 WHFS	10 WWDC-FM	10 WHFS	10 WXTR	10 WMAL	10 WAVA		



#65

## AKRON

POPULATION: 536,600

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
7.1	8.6	8.7	1	WMMS CHR	100.7 32kw	1	3	1	1	1	11	71	MALRITE	KATZ	11.2
10.3	11.3	8.4	2	WKDD CHR	96.5 50kw	2	1	3	3	6	13	70	BARNSTABLE	KATZ	10.1
4.3	6.7	6.9	3	WNIR Talk	100.1 3kw	4	15	7	7	4	1	80	MEDIA-COM	K/P	6.8
7.6	7.5	6.7	4	WAKR AC	1590 5kw	3	17	19	13	9	2	59	SUMMIT	MCG	4.4
6.2	6.8	6.6	5	WONE-FM AOR	97.5 12.5kw	5	6	2	2	3	14	79	SUMMIT	MCG	8.8
5.6	6.5	4.6	6	WMJI AC	105.7 27kw	7	16	4	4	2	6	65	JACOR	EAST	5.4
2.8	3.6	4.3	7	WGAR-A/F Ctry	1220/99.5 50kw/50kw	8	8	10	6	5	3	65	NATIONWIDE	HNWH	3.2
5.1	4.7	4.2	8	WLTF AC	106.5 11kw	6	4	5	5	7	8	57	BOOTH AMERICAN	CHR	5.4
3.3	4.4	3.8	9	WDOK AC	102.1 50kw	11	10	11	8	8	7	65	INDEPENDENT GR.	EAST	3.2
2.1	1.2	3.6	10	WHBC B/EZ	94.1 50kw	13	13	18	17	18	9	80	BEAVERKETTLE	CHR	1.0

#54

## ALBANY-SCHENECTADY-TROY

POPULATION: 721,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
9.0	10.7	11.5	8.5	10.7	1	WROW-FM B/EZ	95.5 12kw	5	7	11	9	5	1	108	RADIO TERRACE	CHR	6.7
10.6	11.3	12.4	11.7	10.6	2	WPYX AOR	106.5 15.5kw	1	4	1	1	1	7	80	CAP-TOWN	MCG	13.9
14.1	11.8	10.0	10.6	8.9	3	WGY AC	810 50kw	2	5	8	7	3	2	73	EMPIRE STATE	EAST	8.8
6.3	6.1	5.3	5.8	8.0	4	WGNA-FM Ctry	107.7 12.5kw	8	9	6	5	4	3	110	TEAM ONE RADIO	REP	5.8
8.6	7.8	9.4	7.4	7.6	5	WFLY CHR	92.3 17kw	3	1	4	3	6	8	71	ALBANY BR.	KATZ	10.1
5.8	7.1	4.9	5.9	6.6	6	WKLI AC	100.9 3kw	6	8	2	2	2	6	72	PREMIERE BR.	DUR	5.2
6.1	6.8	4.4	4.9	5.0	7	WGY-FM CHR	99.5 14.8kw	4	3	5	6	8	10	47	EMPIRE STATE	EAST	5.8
3.8	3.9	4.6	4.2	4.8	8	WQBK-FM CR	103.9 5kw	7	6	3	4	9	16	64	WQBK, INC.	HNWH	5.8
5.8	5.3	6.2	5.3	4.6	9	WQBK Talk	1300 5kw	10	13	18	12	10	5	92	WQBK, INC.	HNWH	4.5
7.0	5.1	5.5	5.5	3.7	10	WTRY Gold	980 5kw	9	10	9	8	7	4	57	CAP-TOWN	MCG	6.9

# ALBUQUERQUE

POPULATION: 444,800

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	RANK					AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
						CUME	12-17	18-34	18-49	25-54					35-64
13.1	11.0	12.0	1	<b>KKOB-FM</b> AC	93.3 21.5kw	1	8	1	1	1	2	80	FAIRMOUNT	MCG	12.8
11.1	11.3	10.4	2	<b>KKOB</b> AC	770 50kw	2	16	7	4	3	1	77	FAIRMOUNT	MCG	10.5
9.9	10.9	9.4	3	<b>KRST</b> Ctry	92.3 100kw	3	7	3	2	2	3	90	WAGONTRAIN	KATZ	9.7
5.6	5.5	7.5	4	<b>KKJY</b> B/EZ	100.3 100kw	7	20	9	7	5	4	95	MBC	BAN	2.2
6.7	7.9	7.2	5	<b>KZRR</b> AOR	94.1 22.5kw	4	6	2	3	4	11	77	ANCHOR MEDIA	REP	10.4
7.1	6.9	7.1	6	<b>KKSS</b> CHR	97.3 100kw	6	1	5	6	8	13	84	SUNGROUP	--	9.6
6.0	6.6	5.3	7	<b>KFMG</b> AOR	107.9 22.5kw	5	5	4	5	7	14	61	COASTAL COMM.	HNWH	8.5
4.6	3.3	3.3	8	<b>KIVA</b> CHR	105.1 100kw	8	2	12	14	16	17	44	DAYTONA	BAN	5.8
2.6	3.5	3.0	9	<b>KMGA</b> Nost	99.5 22.5kw	10	11	11	8	6	5	62	PENN	KATZ	2.2
4.8	3.2	2.9	10	<b>KNMQ</b> CHR	105.9 100kw	9	3	6	10	15	19	45	MESA GRANDE	CHR	2.6
2.2	2.7	2.9	10	<b>KDEF</b> BBnd	1150 5-5kw	15	15	22	21	17	6	98	MATTEUCCI	ROS	.9

# ALLENTOWN-BETHLEHEM

POPULATION: 567,100

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	RANK					AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE	
								CUME	12-17	18-34	18-49	25-54					35-64
13.4	12.3	12.6	13.4	16.0	1	<b>WFMZ</b> B/EZ	100.7 50kw	2	27	6	4	3	1	126	MARANATHA	CHR	8.3
12.4	9.8	10.7	10.7	11.1	2	<b>WZZO</b> AOR	95.1 12kw	4	3	1	1	2	6	92	HOLT CORP.	BAN	15.5
10.9	9.2	11.8	7.9	10.9	3	<b>WLEV</b> AC	96.1 50kw	3	4	3	2	1	2	89	TMZ	MCG	11.0
6.6	9.0	9.1	14.0	9.8	4	<b>WAEB-FM</b> CHR	104.1 50kw	1	1	2	3	4	5	73	CRB	KATZ	13.8
5.7	6.2	5.2	5.6	6.3	5	<b>WAEB</b> AC	790.1 1kw	6	8	8	7	5	3	90	CRB	KATZ	4.3
8.5	9.9	8.7	7.2	5.2	6	<b>WQQQ</b> CHR	99.9 50kw	5	2	5	5	6	7	57	WILKS/SCHWARTZ	EAST	7.9
5.6	4.2	3.2	3.6	3.6	7	<b>WEST</b> BBnd	1400 1kw	10	7	17	20	21	8	113	TMZ	MCG	2.1
4.4	3.5	4.5	3.1	3.4	8	<b>WXKW</b> Ctry	1470 5kw	9	15	14	9	7	4	89	HGF	REP	2.0
4.7	6.2	4.5	5.1	3.2	9	<b>WKAP</b> BBnd	1320 5-1kw	8	17	25	23	18	9	83	HOLT	BAN	4.7
2.2	2.9	2.9	2.4	2.6	10	<b>WYSP</b> CR	94.1 16kw	7	5	4	6	8	24	62	INFINITY	TOR	3.1



#58

## AUSTIN

POPULATION: 630,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+AQH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BRCH SHARE
13.5	14.4	15.9	12.6	14.9	1	KASE Ctry	100.7 100kw	1	11	2	1	1	1	108	KVET BR.	KATZ	15.6
7.6	8.8	10.2	10.1	9.9	2	KLBJ-FM AOR	93.7 100kw	2	3	1	2	2	4	72	LBJ CO.	EAST	13.0
7.1	8.5	10.6	8.0	9.1	3	KBTS CHR	93.3 100kw	3	1	3	4	5	11	72	GENESIS	CHR	10.5
11.5	10.5	10.0	9.5	8.9	4	KKMJ AC	95.5 100kw	4	6	5	3	3	2	76	KEYMARKET	CBS	8.5
5.4	4.0	3.2	4.2	6.8	5	KEYI AC	103.5 100kw	6	5	6	5	4	3	70	HICKS	CHR	6.0
6.8	8.2	7.2	9.5	5.4	6	KHFI CHR	98.3 1.3kw	5	2	4	7	9	10	54	ENCORE	REP	6.5
4.7	4.6	5.1	5.3	5.3	7	KLBJ NT	590 5-1kw	8	8	9	9	7	4	64	LBJ CO.	EAST	3.6
4.3	3.9	4.0	4.3	4.5	8	KQFX CR	96.5 50kw	7	7	7	6	6	6	51	CAPITOL CO.	BAN	3.3
4.2	5.8	3.6	4.1	3.5	8	KPEZ AOR	102.3 3kw	9	4	8	8	8	14	44	CLEAR CHANNEL	HNWH	5.3
3.5	3.5	2.6	2.7	2.9	10	KAPT B/EZ	94.7 100kw	10	9	10	10	11	7	72	NEW THINKING	DUR	1.1

#99

## BAKERSFIELD

POPULATION: 352,500

FALL '87	SPRING '88	FALL '88	METRO RANK 12+AQH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
24.1	15.4	18.0	1	KUZZ-A/F Ctry	550/107.9 5kw/5.8kw	2	4	3	1	1	1	106	BUCK OWENS	KATZ
0.0	6.7	11.9	2	KKXX CHR	105.3 50kw	1	1	2	2	2	6	72	SALEM	BAN
6.3	6.8	8.0	3	KGFM B/EZ	101.5 4.8kw	4	6	13	7	3	2	108	KERN	CHR
1.1	5.2	8.0	3	KKBB AOR	97.7 3kw	5	8	1	3	5	11	113	CLAYTON	REP
7.9	9.6	6.2	5	KQXR CHR	94.1 4.5kw	3	2	4	6	8	13	53	EAGLE	CHR
4.7	4.6	5.0	6	KERN NT	1410 1kw	6	13	13	10	9	4	73	BRANDON	CHR
2.1	5.0	5.0	6	KGEO Gold	1230 1kw	7	15	6	5	4	3	80	KERN	MCG
4.5	3.3	4.5	8	KLLY AC	95.3 2.2kw	8	10	5	4	6	8	77	BUCKLEY	HNWH
6.5	3.4	4.5	8	KWAC Span	1490 1kw	9	5	7	8	7	5	95	KMAP, INC.	LOTU
5.3	2.0	2.4	10	KAFY Span	970 1kw	11	7	8	9	10	9	75	McGAVREN-BARRO	CAB
2.6	2.1	2.4	10	KBOS CHR	94.9 16.5kw	12	3	10	11	12	10	70	RADIO FRESNO	CBS

#78

# BATON ROUGE

POPULATION: 445,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.8	13.8	18.3	14.6	13.8	1	WYNK-A/F Ctry	1380/101.5 5w/100kw	2	5	5	2	1	1	88	NARAGANNSETT	KATZ	12.9
9.9	10.9	11.5	14.0	13.1	2	KQXL UC	106.5 50kw	4	3	1	1	2	5	107	CITY WIDE	BAN	16.2
10.8	11.1	9.5	9.4	11.2	3	WFMF CHR	102.5 100kw	1	2	2	3	3	4	71	BATON ROUGE BR	HNWH	9.8
12.4	10.1	9.1	12.8	10.1	4	WXOK UC	1460 5-1kw	5	4	4	5	5	3	98	WINNFIELD LIFE	TOR	7.8
9.9	12.0	9.1	9.1	8.9	5	WGGZ CHR	98.1 100kw	3	1	3	4	6	9	67	GUARANTY	KATZ	12.0
6.7	9.3	5.7	7.4	6.7	6	WKJN Ctry	103.3 100kw	6	7	7	6	4	2	80	STERLING	CHR	6.0
2.4	3.7	5.1	4.1	4.3	7	WCKW CR	92.3 100kw	9	16	6	7	7	10	79	222 CORP	REP	4.6
3.3	2.5	3.5	2.3	3.9	8	KDEA B/EZ	99.1 100kw	10	14	12	13	12	7	107	KDEA INC.	--	1.4
6.2	4.5	3.7	3.0	3.8	9	WJBO N/T	1150 5kw	7	11	11	9	8	6	57	BATON ROUGE BR	HNWH	4.0
5.2	4.8	4.7	6.2	2.7	10	WTGE AOR	100.7 100kw	8	18	8	8	9	13	47	VETTER	REP	3.4

#51

# BIRMINGHAM

POPULATION: 767,600

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.1	16.6	14.8	14.5	14.7	1	WZZK-A/F Ctry	610/104.7 5kw/100kw	1	7	5	2	2	1	98	NEWCITY	KATZ	14.5
10.9	11.6	13.8	11.2	12.5	2	WMJJ AC	96.5 100kw	2	4	1	1	1	2	96	CAPITOL BR. CRP	BAN	10.1
9.2	10.7	10.9	10.0	9.4	3	WENN UC	107.7 100kw	5	3	4	3	3	6	92	BOOKER T. WAS	HNWH	12.8
10.1	9.1	9.8	11.7	9.0	4	WAPI-FM CHR	94.5 100kw	4	1	3	5	4	10	74	DITTMAN GROUP	CHR	12.6
9.9	10.8	10.0	9.9	8.0	5	WKXX CHR	106.9 100kw	3	2	2	4	6	12	65	SUN GROUP	MOG	14.4
5.3	3.2	2.7	3.6	5.3	6	WAPI BBnd.	1070 50-5kw	8	20	16	15	12	5	82	DITTMAN GROUP	CHR	2.9
3.9	3.6	3.3	2.4	5.0	7	WAGG Rel	1320 5kw	11	10	9	11	11	4	115	BOOKER T. WAS	HNWH	3.1
5.9	4.7	5.6	5.5	4.9	8	WERC N/T	960 5kw	6	12	10	9	8	3	69	SUN GROUP	MOG	3.8
3.5	5.5	4.1	5.0	4.8	9	WATV UC	900 17.165kw	10	6	6	7	7	8	97	BIRM. EBONY	ROS	2.6
3.9	4.2	3.8	4.2	4.2	10	WLTB AC	99.5 100kw	7	11	7	6	5	7	64	REBS, INC.	EAST	3.1



#91

## BRIDGEPORT

POPULATION: 378,900

FALL '87	SPRING '88	FALL '88	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.4	13.5	14.7	1	WEZN AC	99.9 27.5kw	2	16	4	2	1	1	112	NEWCITY	KATZ	8.4
15.5	13.3	10.7	2	WICC AC	600 1-.5kw	1	4	6	5	4	2	76	TRIBUNE	CHR	7.7
10.4	10.5	8.9	3	WEBE AC	107.9 50kw	4	10	2	1	2	3	94	ML MEDIA	BAN	7.7
7.7	9.2	8.4	4	WPLR AOR	99.1 50kw	5	2	1	3	3	5	96	SOUTHERN STARR	REP	6.6
10.1	9.3	7.7	5	WKCI CHR	101.3 10kw	3	1	3	4	5	6	70	NOBLE	MCG	8.7
3.9	3.3	2.8	6	WCBS News	880 50kw	6	13	20	14	10	4	42	CBS	CBS	4.1
1.7	3.4	2.7	7	WRKS UC	98.7 50kw	10	3	7	7	7	11	97	SUMMIT	REP	2.2
1.7	1.4	2.7	7	WDJZ Nost	1530 5kw	18	33	33	22	21	8	159	D'ADDARIO	K/P	2.1
1.8	1.3	2.3	9	WOR Talk	710 50kw	13	21	22	21	14	10	88	RKO GENERAL	REP	2.5
1.1	2.7	2.1	10	WYNY Ctry	103.5 5.8kw	12	31	13	8	6	7	81	WESTWOOD ONE	HNWH	1.6
1.1	0.0	2.1	10	WGSM Nost	740 25kw	31	35	35	35	22	13	262	GREATER MEDIA	CHR	--

#85

## CHARLESTON

POPULATION: 407,300

FALL '87	SPRING '88	FALL '88	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.7	12.1	11.5	1	WEZL Ctry	103.5 100kw	1	9	6	2	1	1	95	PRICE	BAN	10.7
8.8	7.4	9.5	2	WWWZ UC	93.5 3kw	4	2	3	1	2	2	106	MILLENNIUM	HNWH	9.9
7.3	9.0	7.8	3	WKQB CHR	107.5 100kw	3	1	5	6	7	8	69	TRIDENT	EAST	11.3
5.3	6.0	6.9	4	WSSX CHR	95.1 100kw	2	6	1	4	5	14	61	FAIRCOM	KATZ	6.4
7.1	6.8	6.9	4	WXTC-FM AC	96.9 100kw	5	11	4	3	3	10	77	McGAVERN GUILD	MCG	6.3
6.8	5.4	6.5	6	WAVF AOR	96.1 100kw	6	3	2	5	8	16	84	CORDES STREET	CHR	9.0
6.7	6.8	6.5	6	WPAL UC	730 1-.1kw	7	5	9	8	6	4	86	WPAL, INC.	--	4.8
4.9	4.7	4.6	8	WXLY Gold	102.5 100kw	8	10	8	7	4	7	61	BAHAKEL	REP	4.4
7.1	3.8	4.5	9	WDXZ B/EZ	104.5 28kw	11	15	14	11	10	3	108	CARAVELLE	EAST	2.2
4.9	4.7	4.0	10	WMGL UC	101.7 3kw	9	4	7	9	11	17	77	COASTAL	DUR	7.2

# CHATTANOOGA

POPULATION: 357,300

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIFCH SHARE
19.2	18.4	17.9	1	WSKZ CHR	106.5 100kw	1	1	1	1	2	5	104	BLOOMINGTON	CHR	23.8
11.6	13.5	14.0	2	WUSY Ctry	100.7 100kw	3	3	4	2	1	1	122	COLONIAL	MCG	10.0
10.3	10.8	13.4	3	WDEF-FM B/EZ	92.3 100kw	2	8	8	5	4	2	115	PARK	KATZ	7.9
4.6	8.4	8.8	4	WJTT UC	94.3 3kw	6	2	3	4	5	6	128	JETTCOM	HNWH	11.0
14.3	7.6	8.6	5	WLMX AC	105.5 3kw	4	4	2	3	3	4	81	CHATTANOOGA	REP	11.9
8.0	10.3	7.8	6	WDOD-FM Ctry	96.5 100kw	5	5	7	6	6	3	84	BAHAKEK	BAN	10.0
5.5	4.2	3.9	7	WNOO Gold	1260 5kw	9	9	5	7	8	7	113	SOUTHERN STARR	EAST	2.4
3.6	4.2	3.1	8	WDEF AC	1370 5kw	7	11	10	10	10	8	58	PARK	KATZ	3.7
3.5	5.1	2.1	9	WYVY CHR	102.3 3kw	8	6	6	8	7	10	47	PIE-WATTS	EAST	2.1
2.3	2.0	1.8	10	WDOD Ctry	1310 5kw	10	12	13	12	14	9	61	BAHAKEK	BAN	1.3

# COASTAL NORTH CAROLINA

POPULATION: 416,800

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
24.9	23.1	19.6	1	WIKS UC	101.9 100kw	1	1	1	1	2	3	121	JOYNER	REP
16.1	14.4	15.0	2	WRNS Ctry	95.1 100kw	3	4	4	2	1	1	121	BEASLEY	MCG
9.5	11.6	9.6	3	WDLX CHR	93.3 100kw	2	2	3	4	6	6	65	TAR HILL	BAN
4.3	7.0	8.2	4	WZYC AOR	103.3 100kw	4	3	2	3	4	7	100	BD	MCG
8.7	5.8	7.9	5	WNCT B/EZ	107.9 100kw	6	12	10	6	5	2	113	ROY H. PARK	KATZ
5.6	7.8	6.2	6	WSFL-A/F AC	1380/106.5 5kw/100kw	5	6	5	5	3	4	80	CARAVELLE	EAST
1.9	2.0	3.9	7	WRCM Ctry	98.7 50kw	7	14	9	8	7	5	89	WINFAS, INC.	EAST
3.2	3.1	2.9	8	WXQR AOR	105.5 3kw	8	8	6	7	8	13	66	MARINE	MK4
--	--	2.9	8	WHTC UC	103.7 50kw	11	5	7	9	19	16	159	SEA-COM	MCG
1.1	0.6	1.9	10	WELS Rel	1010 1-.75kw	15	21	12	14	13	11	113	PAGE & HANKINS	--
1.1	1.4	1.9	10	WGTM Rel	590 5kw	19	23	21	21	17	12	169	WILLIS	SSS



#93

## COLUMBIA, SC

POPULATION: 375,200

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
18.0	20.6	16.9	1	WCOS-A/F Ctry	1400/97.9 1kw/100kw	1	3	4	2	1	1	121	GHB	MCG	18.2
18.9	18.7	15.2	2	WWDM UC	101.3 100kw	3	1	1	1	2	3	122	GAMECOCK CITY	HNWH	21.8
7.8	8.8	10.1	3	WNOK CHR	104.7 100kw	2	2	2	3	5	9	70	AUDUBON	KATZ	11.5
8.4	5.4	7.7	4	WCEZ B/EZ	93.5 3kw	8	13	9	7	7	2	110	RIDGELY	BAN	3.9
4.9	6.0	7.4	5	WMFX CR	102.3 3kw	5	6	3	4	3	10	82	SIGNATURE	DUR	8.1
4.1	5.0	6.4	6	WTCB AC	106.7 100kw	6	7	5	5	4	6	83	KEYMARKET	CHR	6.0
4.6	5.8	5.4	7	WVOC N/T	560 5kw	4	12	12	9	8	4	58	RIDGELY	BAN	3.9
5.6	6.0	5.1	8	WSCQ AC	100.1 3kw	7	10	7	6	6	5	67	CONGAREE	REP	4.6
5.7	3.5	3.6	9	WOIC UC	1320 5-2.5kw	10	8	8	10	9	7	74	ALPHA	BAN	2.8
0.0	3.1	3.4	10	WYYS CHR	96.7 3kw	9	4	6	8	11	11	58	UNIVERSAL	--	2.9

#80

## EL PASO

POPULATION: 443,600

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.1	8.6	13.1	11.7	12.0	1	KPRR UC	102.1 100kw	2	1	3	3	7	11	99	TRANSCONT.	TOR	14.7
9.3	10.5	10.0	8.4	11.2	2	KHEY-FM Ctry	96.3 100kw	1	5	2	2	1	2	90	KHEY, INC.	KATZ	12.8
11.4	10.3	10.6	16.0	10.9	3	KLAQ AOR	95.5 100kw	4	3	1	1	3	10	99	D&F	HNWH	18.3
8.0	8.7	8.4	8.2	8.9	4	KBNA-A/F Span	920/97.5 1-.5kw/59kw	5	6	8	4	2	1	99	TICHENOR	KT-H	7.5
10.0	10.7	9.0	9.8	6.4	5	KEZB-A/F CHR	93.9 1-.38kw/	3	2	4	6	10	15	56	KEZB, INC.	CHR	6.2
7.0	6.4	6.5	4.9	5.9	6	KTSM-FM B/EZ	99.9 100kw	9	20	11	11	9	3	94	TRI-STATE	HNWH	5.6
5.7	4.9	3.7	3.8	5.6	7	KLTO Gold	94.7 66kw	7	17	6	5	4	6	78	RIO BRAVO	REP	4.5
7.0	6.8	5.9	6.1	4.8	8	KAMZ UC	93.1 30kw	6	4	7	8	11	11	58	PINNACLE	EAST	5.9
9.1	6.7	5.1	6.6	4.8	8	KAMA Span	750 10-1kw	10	12	10	10	8	4	96	PINNACLE	CAB	3.7
5.3	3.4	5.1	6.1	4.4	10	KOFX Gold	92.3 100kw	8	7	5	7	5	13	66	ELP	MCG	3.6
2.6	2.4	2.6	4.2	4.4	10	KROD Gold	600 5kw	13	8	9	9	6	5	107	D&F	HNWH	2.9

#100

## FLINT

POPULATION: 351,600

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
19.3	22.3	20.2	1	WIOG CHR	102.5 86kw	1	1	1	1	2	3	102	BOOTH	KATZ	23.7
13.2	13.1	14.4	2	WCRZ AC	107.9 50kw	2	3	2	2	1	1	96	FAIRCOM	KATZ	11.1
13.4	17.4	12.7	3	WDZZ UC	92.7 3kw	3	2	3	3	3	2	106	FLINT METRO	HNWH	16.3
6.3	4.5	6.7	4	WFDF AC	910 5-1kw	6	14	25	10	9	5	97	FLINT METRO	HNWH	4.1
6.3	5.6	5.7	5	WWCK AOR	105.5 3kw	5	4	4	4	6	11	69	MAJAC	EAST	8.3
8.0	6.0	5.0	6	WJR AC	760 50kw	4	19	11	7	5	6	60	CAP CITIES/ABC	KATZ	5.7
3.4	4.0	4.8	7	WKMF Ctry	1470 5-1kw	8	8	14	9	7	4	105	FAIRCOM	KATZ	4.4
4.0	3.8	3.7	8	WTRX AC	1330 5-1kw	7	7	8	5	4	7	73	GETZ	CHR	3.1
4.2	2.9	2.7	9	WKCQ Ctry	98.1 50kw	9	21	6	8	8	8	59	MACDONALD	CHR	--
1.3	1.3	2.5	10	WFLT CC	1420 5-144kw	14	17	5	6	11	9	119	NILMASON	--	--

#73

## FRESNO

POPULATION: 494,600

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
8.4	10.0	9.5	8.8	9.3	1	KMJ NT	580 5kw	2	15	11	9	5	2	86	HENRY	KATZ	9.4
7.8	6.8	6.4	6.8	8.8	2	KOJY B/EZ	98.9 19kw	5	17	8	8	2	1	101	RADIO DINUBA	MMR	2.9
8.4	9.9	9.0	9.2	7.0	3	KMGX CHR	103.7 50kw	1	2	2	3	7	10	60	OLYMPIC	CHR	9.1
1.8	4.5	5.9	7.1	6.4	4	KFSO Gold	92.9 19kw	6	21	6	2	1	3	79	AMERICAN	CBS	5.0
6.9	6.6	7.6	7.7	6.1	5	KKDJ AOR	105.9 2.4kw	8	4	1	1	3	8	77	PACIFIC QUAD	DUR	10.1
5.4	6.8	5.7	4.5	5.9	6	KBOS CHR	94.9 16.5kw	3	1	4	6	9	11	57	RADIO FRESNO	CBS	11.2
7.8	7.6	5.3	6.2	5.2	7	KYNO-FM CHR	95.7 50kw	4	3	3	5	10	15	58	BROWN	BAN	5.9
6.7	6.7	5.9	5.5	4.9	8	KNAX Ctry	97.9 48kw	9	16	9	10	8	4	71	FIRST SIERRA	HNWH	6.1
4.4	4.8	4.6	4.3	4.5	9	KFIG-A/F AC	1430/101.1 5kw/50kw	7	5	5	4	6	6	55	DAVIS-WEAVER	EAST	5.8
2.1	2.3	2.3	2.3	3.7	10	KFYE AC	93.7 68kw	10	11	7	7	4	7	62	HENRY	KATZ	1.8



# GRAND RAPIDS

POPULATION: 538,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.7	5.0	7.8	6.2	8.7	1	WGRD CHR	97.9 13kw	1	2	3	4	7	11	62	REGIONAL GROUP	DUR	9.3
9.9	10.7	7.1	10.7	8.7	1	WOOD-FM B/EZ	105.7 265kw	3	12	10	8	5	3	81	UNITED ARTISTS	KATZ	7.7
2.6	2.4	3.3	8.7	8.3	3	WJFM CR	93.7 320kw	4	5	2	1	1	5	80	CARL LEE	MCG	6.7
11.5	10.0	7.8	6.5	7.8	4	WLAV-FM AOR	96.9 50kw	8	4	1	2	4	9	87	ADAMS	MMR	6.9
8.3	8.9	9.0	6.6	7.3	5	WLHT AC	95.7 50kw	6	8	5	3	2	4	74	LIGGETT	REP	7.8
8.8	8.8	11.8	7.7	7.1	6	WKLQ CHR	94.5 50kw	2	1	4	6	10	12	54	BLOOMINGTON	EAST	10.1
8.6	6.8	6.1	8.3	6.9	7	WCUZ-FM Ctry	101.3 50kw	7	7	7	5	3	2	73	FEDERATED MEDIA	CHR	5.9
7.3	8.0	7.3	5.6	6.3	8	WOOD AC	1300 5kw	5	11	12	11	6	1	61	UNITED ARTISTS	KATZ	7.5
2.7	2.9	4.9	5.0	4.7	9	WSNX-FM CHR	104.5 50kw	9	3	6	7	13	15	62	GOODRICH	BAN	6.0
3.6	4.5	3.6	5.3	3.3	10	WCUZ Ctry	1230 1kw	11	13	13	13	11	6	62	FEDERATED MEDIA	CHR	2.5

# GREENVILLE-SPARTANBURG

POPULATION: 517,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.8	14.9	14.0	11.4	12.4	1	WESC-A/F Ctry	660/92.5 50kw/100kw	1	12	6	3	1	1	102	BR. COM/CAROLI	BAN	11.6
6.2	10.7	10.4	9.4	11.2	2	WANS CHR	107.3 100kw	2	1	1	1	4	8	89	RADIO AMERICA	CHR	12.4
9.0	8.2	12.2	7.8	10.6	3	WSSL-A/F Ctry	1440/100.5 5kw/100kw	4	6	2	2	2	2	91	STERLING	CHR	9.6
10.4	6.6	9.2	8.8	8.7	4	WFBC-FM AC	93.7 100kw	3	8	3	4	3	3	71	MULTIMEDIA	KATZ	10.2
8.0	9.5	6.4	7.4	8.1	5	WSPA-FM B/EZ	98.9 100kw	6	10	8	8	5	4	104	SPARTAN	MCG	3.9
1.1	9.1	8.0	6.7	5.3	6	WLWZ UC	103.9 3kw	8	2	7	6	6	7	90	AMERICAN COMM.	HNWH	9.8
6.8	5.4	3.6	6.3	5.0	7	WMYI AC	102.5 100kw	5	9	5	5	7	9	62	AMCOM GENERAL	REP	7.0
4.2	5.0	5.0	6.2	4.5	8	WCKN AOR	101.1 100kw	7	5	4	7	10	17	60	CAROLINA BR.	DUR	6.9
6.5	2.3	3.9	3.8	4.1	9	WHYZ UC	1070 50kw	10	29	12	9	8	5	120	21st CENTURY	HNWH	3.0
2.0	2.3	1.9	0.6	3.3	10	WORD AC	910 5-1kw	12	7	15	10	9	6	113	BROOKS BR.	MAS	.6

#74

# HARRISBURG-LEBANON-CARLISLE

POPULATION: 493,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.2	19.5	21.7	17.3	20.8	1	WNNK CHR	104.1 22.5kw	1	1	1	1	1	1	92	KEYMARKET	CHR	26.3
6.6	8.1	8.0	7.8	7.7	2	WRKZ Ctry	106.7 50kw	5	9	5	4	3	2	97	PENN	TOR	9.7
7.7	7.7	6.1	5.6	7.1	3	WHP AC	580 5kw	4	15	15	9	7	3	86	WHP INC.	KATZ	6.4
3.7	2.9	5.5	6.0	6.4	4	WIMX AC	99.3 3kw	2	5	3	2	2	5	73	HUDSON GROUP	EAST	7.4
3.3	5.4	6.7	6.0	6.0	5	WTPA AOR	93.5 3kw	8	4	2	3	4	9	90	QUAKER STATE	REP	9.9
5.3	5.6	5.0	7.7	5.9	6	WNCE B/EZ	101.3 50kw	7	16	19	10	8	4	85	HALL	TOR	2.8
7.1	7.1	5.1	5.8	4.6	7	WHP-FM AC	97.3 17kw	3	18	4	5	6	7	55	WHP INC.	KATZ	3.3
3.8	3.5	3.1	4.7	4.2	8	WQXA CHR	105.7 50kw	6	2	7	6	9	11	56	HGF MEDIA	KATZ	4.1
4.8	6.0	3.9	5.0	3.3	9	WHYL-A/F Ctry	960/102.3 5kw/3kw	11	8	17	8	5	6	74	RFLJ, INC.	HNWH	5.6
3.5	2.3	2.5	3.4	2.9	10	WLBR AC	1270 5-1kw	12	27	22	14	13	8	71	LEBANON BR.	K/P	--

#56

# HONOLULU

POPULATION: 690,700

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
14.4	14.2	14.2	16.3	15.9	1	KQMQ-A/F CHR	690/93.1 10kw/54kw	1	2	1	1	1	3	84	NORTH PARK	CHR
13.0	11.2	12.5	11.5	10.6	2	KSSK AC	590 5kw	2	5	7	2	2	2	82	HEFTEL	EAST
4.9	9.0	8.3	10.3	9.7	3	KMAI CHR	93.9 100kw	3	1	3	3	8	11	83	HENRY HAWAII	KATZ
10.6	7.0	8.4	9.9	8.7	4	KUMU-A/F B/EZ	94.7 100kw	5	19	8	8	3	1	91	JOHN HUTTON	TOR
9.5	6.3	5.0	5.0	7.0	5	KXPW CHR	92.3 100kw	4	3	4	5	7	12	63	HEFTEL	EAST
8.7	6.3	6.4	7.1	6.7	6	KPOI AOR	97.5 80kw	6	4	2	4	5	11	74	KILOHANA	REP
6.6	7.3	8.4	5.9	6.1	7	KRTR AC	96.3 75kw	7	7	5	6	6	9	70	MAVRA KEA	TOR
5.2	5.8	6.2	4.4	5.9	8	KIKI Gold	830 10kw	9	6	6	7	4	5	80	HENRY HAWAII	KATZ
3.8	4.0	4.1	3.8	4.1	9	KHVH News	990 5kw	8	11	13	11	9	4	53	KHVH, INC.	HNWH
4.8	3.7	3.6	2.7	3.5	10	KGU N/T	760 10kw	10	8	14	15	13	6	53	CHARLES GIVENS	BAN
4.4	5.5	3.9	3.9	3.5	10	KCCN Misc	1420 5kw	11	13	10	9	11	7	60	KCCN RADIO	ROS



#52

# JACKSONVILLE

POPULATION: 759,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.5	16.8	18.7	17.2	15.4	1	WAPE-A/F CHR	690/95.1 50kw/100kw	1	1	1	1	3	5	93	EVERGREEN	CHR	20.7
9.6	7.8	7.5	10.3	11.2	2	WFYV-FM AOR	104.5 100kw	4	3	2	2	1	8	111	METROPLEX	MCG	12.9
11.6	8.9	11.7	11.6	10.5	3	WQIK-A/F Ctry	1320/99.1 5kw/100kw	2	6	6	4	2	1	93	JACOR	EAST	11.4
7.8	6.9	8.7	6.7	7.7	4	WAIV AC	96.9 100kw	5	10	3	3	4	3	78	EZ	MMR	5.3
4.0	3.9	5.8	7.4	6.7	5	WPDQ UC	92.7 3kw	7	2	5	6	7	10	113	WILLIS	REP	7.6
6.7	7.9	6.2	8.5	6.5	6	WIVY AC	102.9 100kw	3	11	4	5	5	6	63	GILMORE	TOR	7.2
3.8	5.5	7.1	4.2	6.1	7	WCRJ Ctry	107.3 100kw	6	4	8	7	6	2	90	HOKER	KATZ	5.3
2.6	3.1	2.4	1.1	3.8	8	WCGI Rel	1360 5kw	11	15	10	11	12	13	168	ANTELOPE	K/P	3.3
4.0	6.4	3.4	4.1	3.7	9	WEJZ B/EZ	96.1 100kw	8	9	11	9	8	4	80	WIN	CHR	2.2
3.4	2.6	2.3	2.4	3.0	10	WZAZ UC	1400 1kw	10	19	7	8	9	11	96	PRES-JAS, INC.	ROS	3.5

#92

# JOHNSON CITY-KINGSPORT-BRISTOL

POPULATION: 378,300

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
24.1	22.6	19.6	1	WQUT CHR	101.5 100kw	1	1	1	1	3	3	87	BLOOMINGTON	KATZ	27.4
17.9	19.4	17.6	2	WXBQ Ctry	96.9 67kw	2	4	3	3	2	1	102	BRISTOL	MCG	17.6
11.9	17.1	14.9	3	WTFM AC	98.5 100kw	3	3	2	2	1	2	96	HOME NEWS	REP	14.2
9.9	7.2	7.2	4	WJCW Ctry	910 5-1kw	4	12	6	6	4	4	92	BLOOMINGTON	KATZ	4.3
3.2	3.5	4.4	5	WZXY CHR	104.9 1.4kw	5	2	4	5	6	15	68	BAHAKEL	BAN	5.4
2.2	3.1	4.0	6	WKPT AC	1400 1kw	7	20	8	7	7	5	90	HOME NEWS	REP	2.0
3.4	3.1	3.4	7	WUSJ Ctry	99.3 3kw	6	8	5	4	5	6	63	TRI-CITY	DUR	3.2
2.6	2.2	2.5	8	WIVK-A/F Ctry	990/107.7 10kw/100kw	9	18	10	9	8	7	104	DICK	KATZ	2.6
2.4	1.7	2.0	9	WMCH Rel	1260 1kw	14	27	17	23	14	11	21	WALLACE	--	.9
0.5	2.4	1.7	10	WOPI Nost	1490 1kw	12	28	28	22	19	8	94	DICK	--	.3

# KNOXVILLE

POPULATION: 508,900

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
34.9	35.6	35.5	35.8	33.0	1	WIVK-A/F Ctry	990/107.7 10kw/100kw	1	4	2	1	1	1	112	DICK	KATZ	36.0
11.9	10.6	16.4	15.3	14.0	2	WIMZ-A/F AOR	1240/103.5 1kw/100kw	3	2	1	2	3	4	99	STONER	CHR	15.8
13.7	11.1	8.7	11.5	13.7	3	WYU AC	102.1 100kw	2	3	3	3	2	3	74	JACOR	EAST	14.5
10.7	11.9	12.0	10.2	10.1	4	WEZK B/EZ	97.5 100kw	5	10	5	5	4	2	96	SOUTH CENTRAL	CHR	6.6
6.1	9.3	7.2	9.2	9.1	5	WOKI CHR	100.3 100kw	4	1	4	4	5	6	68	OAK RIDGE	HNWH	12.6
1.3	1.3	2.1	1.1	2.2	6	WGAP Ctry	1400 1kw	8	12	13	12	9	5	90	WGAP, INC.	M/SS	1.2
0.9	1.1	0.8	0.6	1.8	7	WQBB Nost	1040 2.5kw	10	11	10	11	10	7	121	SEQUOIA	--	--
0.9	0.8	1.2	1.0	1.3	8	WKNF Nost	94.3 3kw	6	9	6	6	7	8	48	KEY	--	.3
1.5	1.8	1.4	1.2	1.2	9	WRJZ Rel	620 5kw	7	7	8	8	8	10	45	TENN MEDIA	--	.9
1.0	1.8	0.7	1.2	1.1	10	WKGN Gold	1340 1kw	9	5	7	7	6	9	54	TELSTAR	ROS	1.0

# LANSING-EAST LANSING

POPULATION: 357,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ADP	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.0	19.5	22.0	22.0	19.4	1	WVIC-A/F CHR	730/94.9 5kw/49kw	1	1	1	1	1	2	89	GOODRICH	KATZ	28.4
15.1	15.2	15.5	15.8	11.6	2	WITL-FM Ctry	100.7 55kw	2	6	4	2	2	1	93	MSP	MOG	14.6
7.6	8.5	6.4	5.6	9.1	3	WJIM-FM B/EZ	97.5 28kw	4	11	8	6	5	3	89	MICH-A-MEDIA	TOR	4.9
5.1	8.3	5.9	7.5	7.3	4	WFMK AC	99.1 28kw	3	4	5	3	3	8	71	LIGGETT	REP	6.4
5.8	4.1	5.2	4.7	6.8	5	WIBM Gold	94.1 50kw	6	10	3	4	4	4	86	CR	MMR	5.3
4.7	4.6	5.2	4.5	6.1	6	WJXQ AOR	106.1 50kw	7	3	2	5	6	6	79	CHR	CHR	6.0
3.0	4.9	5.3	5.3	5.1	7	WLNZ CHR	92.1 3kw	5	2	6	7	10	11	55	LANSING	MMR	6.9
6.7	4.1	4.5	5.6	4.5	8	WJR AC	760 50kw	8	20	18	10	7	9	60	CAP CITIES/ABC	KATZ	3.8
4.6	4.2	4.1	4.7	3.3	9	WMMQ CR	92.7 1.5kw	9	8	7	8	8	13	47	OTTAWAY	HNWH	6.2
4.4	4.4	2.5	2.9	2.1	10	WILS-FM AC	101.7 3kw	10	14	10	9	9	12	35	NORTH STARR	BAN	1.7



#67

# LAS VEGAS

POPULATION: 520,700

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.5	10.9	10.9	12.7	11.4	1	<b>KFMS-A/F</b> Ctry	1410/101.9 5kw/100kw	2	3	4	2	1	2	118	BROADCAST ASSO.	KATZ	12.0
9.6	13.1	11.0	9.2	10.3	2	<b>KXTZ</b> B/EZ	94.1 100kw	5	9	12	8	3	1	139	PARKER	DUR	7.8
11.3	10.7	10.6	10.9	9.1	3	<b>KLUC</b> CHR	98.5 100kw	1	1	2	3	7	12	76	NATIONWIDE	MCG	10.5
4.7	8.6	7.1	9.3	8.0	4	<b>KKLZ</b> CR	96.3 100kw	4	5	1	1	2	8	106	SOUTHERN NEV.	BAN	8.6
8.2	5.3	8.0	6.2	6.4	5	<b>KYRK</b> CHR	97.1 100kw	3	2	5	5	12	17	74	ANCHOR MEDIA	MMR	8.9
6.0	4.9	6.1	4.8	5.5	6	<b>KMZQ</b> AC	100.5 100kw	7	4	6	5	4	4	82	COMMONWEALTH	REP	3.3
7.1	4.4	4.8	6.0	5.0	7	<b>KOMP</b> AOR	92.3 100kw	6	6	3	4	6	10	70	LOTUS	CHR	8.1
5.9	2.7	5.2	4.4	4.3	8	<b>KORK</b> B&nd	92.0 5.5kw	10	14	19	15	14	3	98	ANCHOR	MMR	3.4
1.7	3.5	3.1	2.1	4.2	9	<b>KRLV</b> AC	106.5 100kw	9	7	7	6	5	5	83	A&A	EAST	4.2
3.9	3.7	2.1	3.2	2.8	10	<b>KDWN</b> Talk	72.0 50kw	11	13	18	14	13	7	81	RADIO NEVADA	BAN	2.4

#82

# LITTLE ROCK

POPULATION: 420,300

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
20.6	20.3	20.3	1	<b>KSSN</b> Ctry	95.7 100kw	1	4	1	1	1	1	112	BARNSTABLE	KATZ	21.1
3.2	7.5	9.9	2	<b>KIPR</b> UC	92.3 100kw	8	2	2	2	2	11	145	CORNERSTONE	BAN	12.0
10.5	11.6	9.6	3	<b>KKYK</b> CHR	103.7 100kw	2	1	4	3	3	4	64	SNIDER	BAN	11.8
8.8	11.2	9.0	4	<b>KEZQ</b> B/EZ	100.3 44.2kw	4	9	10	7	4	3	88	KEZO	MMR	7.4
9.1	6.8	8.2	5	<b>KZOU-FM</b> CHR	98.5 100kw	3	3	3	4	6	7	71	ENCORE	REP	10.5
6.8	6.2	7.6	6	<b>KARN</b> N/T	92.0 5kw	6	13	9	9	8	2	91	SNIDER	BAN	4.5
4.9	5.7	5.6	7	<b>KMJX</b> AOR	105.1 100kw	7	7	5	5	7	10	76	COASTAL	HNWH	9.6
6.9	6.4	5.2	8	<b>KHLT-FM</b> AC	94.1 100kw	5	5	7	6	5	5	59	SIGNAL MEDIA	CHR	4.2
2.1	2.9	3.7	9	<b>KZLR</b> AOR	94.9 100kw	9	8	6	8	9	13	68	SOUTHERN STARR	DUR	3.8
6.0	3.2	2.6	10	<b>KWTD</b> UC	106.3 100kw	10	6	8	10	10	6	74	MRS. DUNN	ROS	2.5

#76

# McALLEN-BROWNSVILLE

POPULATION: 473,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	11.2	15.0	17.0	18.6	1	<b>KBFM</b> CHR	104.1 100kw	1	1	1	1	3	4	101	ENCORE	REP	24.1
15.2	19.4	20.6	18.3	17.7	2	<b>KGBT</b> Span	1530 50-10kw	2	3	6	4	2	1	135	TICHENOR	KATZ	13.4
8.6	8.9	8.2	9.7	9.7	3	<b>KIWW</b> Span	96.1 100kw	3	5	2	2	1	2	81	MAGIC VALLEY	MCG	8.1
7.8	8.2	9.2	9.1	8.4	4	<b>KTXF</b> Ctry	100.3 100kw	4	4	3	3	4	6	91	TATE	CHR	13.0
4.8	4.8	4.2	4.9	6.0	5	<b>KVLY</b> B/EZ	107.9 100kw	8	12	9	7	6	3	106	TIPPIE	TOR	5.0
7.0	5.7	6.9	8.2	5.5	6	<b>KELT</b> AC	94.5 100kw	5	6	4	5	5	9	80	TICHENOR	KATZ	8.1
5.2	7.1	4.6	5.0	4.8	7	<b>KQXX</b> Span	98.5 100kw	7	7	8	8	7	5	81	BRAVO	CAB	2.5
5.6	5.1	3.7	5.8	4.7	8	<b>KRIX</b> AOR	99.5 100kw	6	2	5	6	8	13	74	DAYTONA	BAN	6.9
2.7	5.2	3.7	3.6	2.2	9	<b>KIRT</b> Span	1580 1.3kw	10	8	11	11	10	7	68	RIO	CAB	6.9
2.1	2.3	1.8	1.7	2.2	9	<b>KJAV</b> Span	104.9 3kw	13	16	7	10	11	11	136	PAULINO BERNAL	--	--

#88

# MOBILE

POPULATION: 385,600

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG MINS LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
17.9	17.7	18.0	1	<b>WKSJ-A/F</b> Ctry	1270/94.9 5kw/100kw	1	4	3	2	1	1	113	CAPITOL BR.	BAN	16.0
16.9	14.9	13.4	2	<b>WABB-A/F</b> CHR	1480/97.5 5kw/100kw	2	1	1	3	4	6	88	VOICE OF MOBILE	CHR	19.2
17.3	12.9	11.9	3	<b>WBLX-FM</b> UC	92.9 100kw	3	2	2	1	2	3	100	BEASLEY	HNWH	19.1
7.3	8.5	6.9	4	<b>WGOK</b> UC	900 1.5kw	4	5	6	7	6	4	89	ROBERDS	ROS	3.5
4.5	3.3	5.4	5	<b>WAVH</b> AC	96.1 100kw	5	10	9	4	3	2	77	TMCI	DUR	3.9
2.6	4.9	4.9	6	<b>WMML</b> UC	1410 5kw	8	3	5	8	10	16	101	BRIDGEWAY	K/P	3.1
4.5	5.0	4.4	7	<b>WKRGM-FM</b> AC	99.9 100kw	6	15	7	5	5	7	66	WKRGM-TV	KATZ	6.0
4.4	4.6	4.0	8	<b>WKRGM</b> N/T	710 1.5kw	7	13	11	11	9	5	66	WKRGM-TV	KATZ	4.8
1.2	2.4	3.0	9	<b>WGCX</b> AOR	104.1 100kw	9	9	4	6	8	20	72	WESCOM GROUP	REP	3.1
3.4	3.6	2.9	10	<b>WDLT</b> AC	98.3 3kw	10	16	10	9	7	8	71	JAB	REP	2.2



#75

# MONTEREY-SALINAS-SANTA CRUZ

POPULATION: 487,600

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
6.8	8.8	8.9	9.2	8.7	1	<b>KDON-FM</b> CHR	102.5 18.5kw	1	1	1	1	5	17	72	HENRY	KATZ	10.6
6.8	8.3	7.6	7.5	7.5	2	<b>KGO</b> N/T	810 50kw	3	23	17	11	9	1	94	CAP CITIES/ABC	BAN	7.4
7.8	6.9	7.3	8.8	6.8	3	<b>KWSS</b> CHR	94.5 1.15kw	2	2	3	5	3	10	63	NATIONWIDE	MCG	9.3
4.3	4.2	3.9	3.0	5.9	4	<b>KWAV</b> AC	96.9 18kw	4	4	5	2	1	5	75	BUCKLEY	HNWH	3.6
4.9	3.3	3.3	3.0	5.2	5	<b>KOCN</b> AC	104.9 .95kw	10	8	4	4	2	3	106	C.R. PASQUIER	TOR	3.5
4.9	5.8	4.2	4.2	5.0	6	<b>KMBY</b> AOR	107.1 .91kw	5	7	2	3	4	11	76	C&C	BAN	8.8
4.8	4.0	3.4	4.4	4.2	7	<b>KTOM-FM</b> Ctry	100.7 .91kw	6	12	13	8	6	2	75	COMMUNITY PAC.	MMR	5.4
1.4	0.7	1.2	1.7	3.9	8	<b>KXDC-FM</b> B/EZ	101.7 .8kw	14	15	20	18	11	20	131	CARMEL BR.	CHR	.8
7.0	3.8	5.3	4.0	3.4	9	<b>KBAY</b> B/EZ	100.3 14.5kw	8	20	23	23	18	21	67	UNITED	MMR	3.6
3.6	3.2	2.2	2.5	3.4	9	<b>KBOQ</b> Clas	92.7 1kw	9	18	16	13	13	6	70	A. WILLIAM LEE	DUR	3.8

#84

# NEW BEDFORD-FALL RIVER

POPULATION: 414,700

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.4	15.5	10.1	1	<b>WPRO-FM</b> CHR	92.3 39kw	1	1	2	2	2	2	70	CAP CITIES/ABC	BAN	14.7
9.2	9.0	8.6	2	<b>WHJY</b> AOR	94.1 50kw	2	h	1	1	3	13	92	FEDERAL	KATZ	10.8
4.7	4.1	7.4	3	<b>WMYS</b> AC	98.1 50kw	3	r	4	3	1	1	105	HALL	--	1.9
6.7	2.1	5.9	4	<b>WBSM</b> N/T	1420 5-1kw	6	e	21	22	10	4	125	SAGE	CHR	2.6
4.3	3.1	4.9	5	<b>WSNE</b> AC	93.3 50kw	4	s	3	4	4	9	81	BECK-ROSS	EAST	6.7
10.6	6.6	4.1	6	<b>WLKW</b> B/EZ	101.5 50kw	5	n	18	13	7	6	72	WILKS/SCHWARTZ	CHR	7.0
3.8	3.3	3.4	7	<b>WWLI</b> AC	105.1 50kw	10	t	19	7	6	3	84	TMZ	MCG	4.6
2.6	2.7	3.4	7	<b>WPLM-FM</b> BBnd	99.1 50kw	14	e	32	28	27	8	106	PLYMOUTH ROCK	--	.9
2.2	4.8	3.3	9	<b>WODS</b> Gold	103.3 12.5kw	7	n	11	5	5	5	78	CBS	CBS	2.2
2.8	2.0	3.2	10	<b>WZOU</b> CHR	94.5 11.5kw	9	d	5	6	9	15	78	ARDMAN	EAST	1.8
2.2	3.1	3.2	10	<b>WALE</b> Talk	1400 1kw	16	m	29	27	25	22	120	NORTH AMERICAN	MCG	.5

#89

## NEW HAVEN

POPULATION: 384,700

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.1	12.9	11.7	1	WKCI CHR	101.3 10kw	1	1	2	1	1	3	79	NOBLE	MCG	13.6
10.7	9.9	10.1	2	WELI AC	960 5kw	2	13	9	6	2	1	84	CLEAR CHANNEL	BAN	7.6
10.3	8.2	7.1	3	WPLR AOR	99.1 50kw	3	2	1	2	5	15	67	SOUTHERN STARR	DUR	13.6
5.1	6.7	6.6	4	WEZN AC	99.9 27.5kw	4	8	8	7	6	2	78	MEWCITY	KATZ	4.7
5.4	3.7	5.7	5	WDRG-FM Gold	102.9 19.5kw	5	9	3	3	3	7	77	BUCKLEY	MCG	4.2
4.9	4.4	4.8	6	WAVZ BBnd	1300 1kw	8	21	17	15	14	4	92	NOBLE	MCG	2.4
4.4	4.2	4.7	7	WNHC UC	1340 1kw	13	4	6	4	4	9	110	WNHC, INC.	SAV	3.8
1.7	0.5	4.4	8	WWYZ Ctry	92.5 18kw	10	6	13	11	8	6	88	WWYZ, INC.	BAN	5.4
6.9	4.4	3.9	9	WKSS CHR	95.7 50kw	6	3	4	5	10	16	56	PRECISION	MMR	6.6
2.9	4.9	3.5	10	WRCH B/EZ	100.5 7.5kw	15	18	20	16	12	5	106	RADIO COR/HART	BAN	2.7

#70

## OMAHA-COUNCIL BLUFFS

POPULATION: 505,300

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
22.3	17.0	16.1	14.8	17.2	1	KFAB AC	1110 50kw	1	4	7	5	2	1	78	HENRY	CHR	15.1
10.4	12.1	10.4	11.6	13.1	2	KQKQ CHR	98.5 100kw	2	1	2	2	4	6	77	MITCHELL	EAST	14.2
14.7	15.4	17.7	14.7	12.4	3	KEZO-A/F AOR	1490/92.3 1kw/100kw	4	3	1	1	1	9	89	ALBIMAR	KATZ	17.5
9.1	10.8	11.9	11.1	9.6	4	KGOR Gold	99.9 115kw	3	2	3	3	6	7	70	HENRY	CHR	9.3
7.0	6.1	7.5	5.7	9.1	5	WOW-FM Ctry	94.1 100kw	5	5	6	4	3	2	105	GREAT EMPIRE	TOR	10.6
9.8	8.7	7.4	6.1	6.6	6	KESY-A/F B/EZ	1420/104.5 1.3kw/100kw	8	10	11	8	8	17	91	SUN GROUP	MCG	4.2
3.0	4.8	4.7	6.6	5.7	7	KOIL Gold	1290 5kw	6	7	5	6	5	5	69	VALLEY	BAN	4.6
6.4	7.8	5.4	6.5	5.4	8	KEFM AC	96.1 100kw	7	8	4	7	7	8	67	WEBSTER	MCG	4.8
6.5	4.4	4.3	5.6	4.8	9	WOW Ctry	590 5kw	9	13	10	10	9	4	70	GREAT EMPIRE	TOR	4.2
0.0	0.0	3.5	3.3	1.4	10	KOMJ Gold	103.7 50kw	10	11	8	9	10	11	46	VALLEY	BAN	2.9



#60

# RALEIGH-DURHAM

POPULATION: 575,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
6.5	8.3	10.7	10.9	10.5	1	WRDU AOR	106.1 100kw	2	5	1	1	1	7	91	VOYAGER	MMR	11.6
9.1	7.4	7.3	6.0	8.8	2	WQDR Ctry	94.7 100kw	4	24	6	5	2	1	108	DURHAM LIFE	MCG	9.8
6.7	9.4	9.0	10.3	8.5	3	WDCG CHR	105.1 100kw	1	1	2	3	6	6	68	DURHAM	REP	8.6
7.4	6.4	6.5	7.1	8.2	4	WQOK UC	97.5 100kw	7	4	3	2	4	5	109	JOYNER	HNWH	9.1
8.9	8.2	6.5	9.0	7.9	5	WPTF N-T	680 50kw	5	25	15	10	8	2	98	DURHAM LIFE	MCG	6.0
9.9	9.4	6.5	7.5	6.8	6	WRAL AC	101.5 100kw	3	8	5	4	3	3	67	CAPITOL BR. CO.	KATZ	7.3
3.1	9.2	7.0	6.1	5.5	7	WFXC UC	107.1 1.19kw	6	2	4	6	7	10	69	PINNACLE	EAST	11.0
6.3	3.6	4.2	5.7	4.6	8	WYLT AC	96.1 98kw	9	17	8	7	5	4	68	METROPLEX	MCG	3.5
4.1	2.8	3.2	2.4	2.8	9	WZZU CHR	93.9 100kw	8	3	9	9	13	17	38	JIM HEAVNER	TOR	3.4
3.2	3.6	3.6	2.1	2.7	10	WDUR Rel	1490 1kw	13	10	10	11	10	9	108	PINNACLE	EAST	1.3

#55

# RICHMOND

POPULATION: 700,200

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	12+ BIRCH SHARE
12.1	13.2	14.5	14.2	13.0	1	WRVQ CHR	94.5 200kw	1	1	2	1	3	4	86	EDENS	CHR	14.6
13.3	14.6	12.7	11.7	12.3	2	WRVA AC	1140 50kw	2	8	8	6	6	1	85	EDENS	CHR	9.8
13.2	13.2	10.8	13.9	11.2	3	WRXL AOR	102.1 140kw	3	3	1	2	2	9	106	CAPITOL BR. CO.	KATZ	15.4
3.8	6.3	9.5	9.2	10.4	4	WCDX UC	92.7 3kw	5	2	3	3	4	6	111	SINCLAIR TELE.	ER	14.6
12.2	9.5	8.6	7.7	8.2	5	WPLZ-FM UC	99.3 3kw	6	4	4	5	5	7	99	PACO-JON	MCG	10.5
6.8	7.9	8.6	8.7	7.9	6	WMXB AC	103.7 20kw	4	6	5	4	1	2	85	RAGAN HENRY	DUR	6.5
4.3	2.9	2.7	3.3	6.0	7	WKHK Ctry	95.3 3kw	8	5	7	7	7	3	85	ABS	HNWH	5.6
6.9	5.6	7.3	5.2	5.6	8	WTVR-A/F Ctry	1380/98.1 5kw/50kw	7	15	9	8	8	5	75	PARK	REP	3.9
5.2	6.3	3.9	4.2	3.3	9	WQSF B/EZ	96.5 50kw	9	12	10	9	9	8	68	RICHMOND RADIO	HNWH	2.9
2.2	2.8	2.1	2.9	2.6	10	WLEE BBnd	1480 5kw	11	20	15	21	19	10	108	WLEE, INC.	HNWH	.9

# 94

# ROANOKE-LYNCHBURG

POPULATION: 371,900

FALL '87	SPRING '88	FALL '88	METRO RANK 1/2+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
22.7	20.9	20.6	1	WXLK CHR	92.3 93kw	1	1	1	1	1	2	89	CEBE INVEST.	TOR
13.4	11.0	13.9	2	WPVR B/EZ	94.9 100kw	2	10	6	4	3	1	107	JIM GIBBONS	HNWH
11.0	12.7	10.0	3	WYYD Ctry	107.9 20.5kw	4	3	4	3	2	3	94	WINAS, INC.	EAST
6.5	8.2	8.5	4	WSLQ AC	99.1 200kw	3	9	2	2	4	5	72	MEL WHEELER	KATZ
4.8	5.1	5.1	5	WSLC Ctry	610 5-1kw	5	8	13	10	7	4	86	MEL WHEELER	KATZ
3.6	4.6	3.9	6	WTOY UC	910 1-.089kw	11	4	7	5	5	8	113	COMMONWEALTH	K/P
3.3	2.6	3.6	7	WFIR AC	960 5kw	7	6	15	15	13	6	69	JIM GIBBONS	HNWH
3.4	2.6	3.6	7	WJJS UC	1320 1-.24kw	12	16	3	6	6	9	110	CRS	K/P
3.1	2.6	3.1	9	WKZZ CHR	100.1 3kw	6	2	5	7	11	16	55	LYNCHBURG, IND.	REP
3.8	4.6	2.6	10	WJLM Ctry	93.5 3kw	9	12	12	9	8	7	65	WRIS	--

# 62

# SAN DIEGO NORTH COUNTY

POPULATION: 562,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 1/2+ADJ	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.1	11.7	9.1	7.4	7.8	1	KFMB-FM AC	100.7 36kw	1	2	1	1	2	3	65	MIDWEST TV	MCG
10.5	8.8	9.1	10.2	6.1	2	KJOY B/EZ	103.7 36kw	5	18	31	14	7	1	94	GROUP W	G/W
3.9	4.9	3.6	4.5	6.0	3	KKLQ-A/F CHR	600/106.5 5kw/50kw	2	1	4	4	6	11	57	EDENS	CHR
5.2	4.4	4.6	5.1	5.3	4	KGMG-FM CR	102.1 10kw	6	20	2	2	1	9	82	PAR	BAN
5.1	5.8	6.0	6.1	4.6	5	KFMB AC	760 5kw	8	12	20	7	3	2	78	MIDWEST TV	MCG
4.9	4.9	5.1	5.8	4.5	6	KGB AOR	101.5 50kw	4	6	3	3	4	19	68	BROWN	KATZ
4.4	3.2	4.8	4.6	3.8	7	XTRA-FM AOR	91.1 100kw	3	3	5	6	11	33	52	NOBLE	MMR
1.7	2.3	1.1	2.2	3.7	8	KKYY AC	94.9 22kw	10	8	6	5	5	10	69	SANDUSKY	TOR
4.2	2.9	3.3	2.3	3.2	9	KSON-FM Ctry	97.3 50kw	7	10	12	11	9	8	53	JEFFERSON-PILOT	BAN
4.1	2.1	3.5	2.2	3.0	10	KNX News	1070 50kw	9	24	29	24	13	5	54	CBS	CBS



#98

## SPOKANE

POPULATION: 355,400

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
15.2	16.9	14.8	1	KZZU CHR	92.9 89kw	1	1	1	1	2	7	95	OLYMPIC	
8.3	8.4	10.9	2	KISC AC	98.1 94kw	3	3	2	2	1	3	115	HOME NEWS	KATZ
10.7	13.8	9.9	3	KXLY-FM B/EZ	99.9 37kw	4	6	9	6	5	1	105	SPOKANE	EAST
11.1	6.8	8.9	4	KDRK Ctry	93.7 56kw	2	17	5	3	3	2	91	PRICE BR.	EAST
6.3	5.1	6.8	5	KXLY N/T	92.0 5kw	5	13	8	10	8	5	84	SPOKANE	EAST
4.4	3.9	5.8	6	KKZX CR	98.9 100kw	7	5	3	4	4	12	82	MEDINA	BAN
7.0	6.4	5.6	7	KEZE AOR	105.7 100kw	6	4	4	5	7	10	73	KAYE-SMITH	MACG
6.1	4.5	5.5	8	KGA Ctry	1510 50kw	8	9	11	7	6	4	79	PRICE BR.	EAST
3.0	3.3	3.8	9	KVXO CHR	103.9 3kw	10	2	7	9	14	14	67	AL HOCKSTADT	DUR
5.4	5.1	3.1	10	KKPL-A/F AC	630/96.1 1kw/56kw	9	11	6	8	9	13	50	ALPHA RADIO	REP
2.8	2.7	3.1	10	KAQQ AC	590 5kw	11	12	17	11	10	6	69	HOME NEWS	KATZ

#71

## SPRINGFIELD

POPULATION: 502,500

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
10.6	8.5	7.0	9.5	10.3	1	WHYN-FM AC	93.1 50kw	1	4	4	1	2	2	78	WILKS/SCHWARTZ	MOG	9.8
8.6	9.0	9.8	9.1	10.2	2	WMAS-FM AC	94.7 50kw	3	7	3	2	1	3	91	LAPPIN	BAN	7.0
9.0	9.4	10.0	8.9	8.7	3	WRCH B/EZ	100.5 7.5kw	6	20	19	13	7	1	106	RADIO CO/HARTF	BAN	3.6
10.0	7.7	10.3	7.2	8.2	4	WAQY AOR	102.1 17kw	4	2	1	3	3	6	76	SUNSHINE GROUP	KATZ	14.3
7.1	9.3	9.0	9.2	7.9	5	WTIC-FM AC	96.5 20kw	2	1	2	4	4	10	64	CHASE	KATZ	10.4
5.6	7.1	8.6	5.6	5.5	6	WHYN AC	560 5.1kw	5	8	9	5	5	4	60	WILKS/SCHWARTZ	MOG	6.0
8.3	7.3	7.1	6.3	4.7	7	WMAS BBnd	1450 1kw	8	12	26	24	14	5	97	LAPPIN	BAN	5.0
2.3	2.5	1.9	2.1	3.2	8	WHMP-FM CHR	99.3 3kw	10	3	6	7	15	19	67	NORTH HAMPTON	K/P	2.4
2.7	2.5	2.4	1.3	2.5	9	WCCC-A/F AOR	1290/106.9 .5kw/23kw	7	9	5	6	11	22	45	GREATER HART.	DUR	3.1
2.4	1.5	2.0	5.0	2.5	9	WAAF AOR	107.3 18.6kw	9	5	7	8	9	18	53	NEWCITY	KATZ	3.5
3.2	3.4	2.8	4.7	2.5	9	WDRG-FM Gold	102.9 19.5kw	11	10	8	9	6	8	56	BUCKLEY	MOG	2.7

#90

## STOCKTON

POPULATION: 381,500

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
5.6	6.3	9.1	1	<b>KRAK</b> Ctry	1140 50kw	2	19	11	3	3	1	110	EZ	KATZ	6.9
4.3	5.0	6.5	2	<b>KFMR</b> Ctry	100.1 3kw	3	33	7	1	1	2	87	CARSON GROUP	CBS	4.2
6.6	6.1	5.5	3	<b>KBEE</b> B/EZ	103.3 50kw	5	31	17	9	5	3	87	PRICE	REP	3.5
7.0	6.5	4.4	4	<b>KHOP</b> CHR	104.1 50kw	1	1	2	5	6	14	44	FULLER-JEFFREY	MCG	7.8
5.2	5.2	4.1	5	<b>KWG</b> Gold	1230 1kw	14	29	6	2	2	4	101	CENTRAL VALLEY	KATZ	4.7
4.9	7.3	3.6	6	<b>KWIN</b> CHR	97.7 3kw	4	2	4	10	14	17	55	SNELL BROS.	MMR	4.5
3.7	2.5	3.6	6	<b>KYBB</b> Gold	100.9 3kw	6	20	3	4	4	9	67	CENTRAL VALLEY	KATZ	3.5
1.9	3.8	3.3	8	<b>KRAK-FM</b> Ctry	105.1 50kw	13	24	12	7	8	8	82	EZ	KATZ	2.6
5.2	2.9	3.2	9	<b>KCBS</b> N/T	740 50kw	8	13	20	16	12	7	59	CBS	CBS	2.8
3.9	5.6	3.2	9	<b>KDJK</b> AOR	95.1 50kw	12	14	1	6	9	23	76	GOLDRUSH	EAST	4.9

#64

## SYRACUSE

POPULATION: 540,300

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.8	13.7	12.2	11.6	14.2	1	<b>WSYR</b> AC	570 5kw	3	8	8	5	2	1	93	NEWCITY	KATZ	9.7
13.5	13.7	15.2	17.2	13.8	2	<b>WYYY</b> AC	94.5 100kw	1	3	1	1	1	2	77	NEWCITY	KATZ	14.1
13.2	13.6	12.8	10.6	12.6	3	<b>WNTQ</b> CHR	93.1 97kw	2	1	2	2	3	6	78	OSBORN	MCG	14.0
7.1	5.6	9.0	5.3	8.0	4	<b>WAQX</b> AOR	95.7 25kw	4	2	3	3	5	10	79	AGK	MMR	11.3
5.7	5.8	2.9	5.6	6.6	5	<b>WRHP</b> Ctry	107.9 50kw	9	9	10	9	7	3	113	PARK	BAN	4.1
7.0	5.7	5.2	6.7	6.0	6	<b>WKFM</b> CR	104.7 50kw	5	4	4	4	4	15	73	WILKS/SCHWARTZ	CHR	7.0
3.9	5.7	5.8	7.2	4.8	7	<b>WSEN-A/F</b> Gold	1050/92.1 2.5kw/25kw	7	26	5	6	6	5	67	BUCKLEY	HNWH	6.0
4.0	3.0	5.6	4.1	4.6	8	<b>WHEN</b> AC	620 5-1kw	6	15	6	7	9	7	58	PARK	BAN	2.5
7.2	8.2	6.5	4.8	4.2	9	<b>WEZG</b> B/EZ	100.9 3kw	8	5	12	8	8	4	71	LORENZ	DUR	1.9
--	--	0.8	0.4	2.2	10	<b>WPCX</b> Ctry	106.9 45kw	10	12	9	10	10	8	80	SCOTT	MK4	1.8



#72

## TOLEDO

POPULATION: 502,400

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
9.7	8.8	9.6	10.3	12.2	1	WIOT AOR	104.7 50kw	3	3	1	1	1	11	97	REAMS	EAST	16.1
10.0	9.5	14.4	10.6	10.7	2	WKKO Ctry	99.9 50kw	5	11	5	5	2	1	105	BOOTH AMERICAN	MMR	6.9
5.2	6.3	5.7	7.2	9.0	3	WRQN CHR	93.5 3kw	2	1	2	4	5	12	64	WRQN, INC.	REP	11.6
15.3	15.4	11.0	10.8	8.9	4	WMHE CHR	92.5 50kw	1	2	3	2	4	7	56	WAITE	CHR	11.9
7.9	6.2	8.7	6.2	7.6	5	WVWM AC	105.5 2.7kw	4	6	4	3	3	3	74	MIDWESTERN	DUR	7.8
10.2	9.8	11.5	8.1	7.4	6	WLQR B/EZ	101.5 15kw	6	13	7	7	6	2	80	TOLEDO BR.	KATZ	7.0
4.7	4.8	4.8	3.0	6.1	7	WTOD Ctry	1560 5kw	12	14	18	10	11	4	149	BOOTH AMERICAN	MMR	3.3
6.5	8.3	6.2	7.2	5.2	8	WSPD AC	1370 5kw	7	8	10	11	10	6	60	TOLEDO BR.	KATZ	5.3
6.9	4.0	4.2	5.5	4.7	9	WJR AC	760 50kw	8	18	8	9	9	5	73	CAP CITIES/ABC	KATZ	4.2
2.7	3.8	3.1	4.3	3.9	10	CKLW B/Bnd	800 50kw	10	10	17	17	15	8	87	CUC	REP	2.5

#63

## TUCSON

POPULATION: 543,600

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.8	19.3	20.5	22.4	18.0	1	KRQQ CHR	93.7 94kw	1	1	1	1	2	3	97	NATIONWIDE	MCG	29.0
8.5	10.4	11.2	10.2	11.6	2	KIIM Ctry	99.5 93kw	2	4	3	2	1	1	109	REX	KATZ	7.1
9.2	8.7	7.6	8.8	7.6	3	KLPX AOR	96.1 93kw	3	2	2	3	3	8	75	LOTUS	HNWH	9.4
9.5	9.2	9.0	8.4	6.1	4	KWFM AC	92.9 93kw	4	3	4	4	4	9	66	AMERICAN MEDIA	MMR	7.6
12.6	10.4	9.5	8.2	6.0	5	KJYK B/EZ	94.9 97kw	5	16	5	5	5	2	77	DUCHOSSOIS	CHR	4.9
2.4	0.3	0.7	1.5	5.3	6	KMRR Nost	1330 2-.5kw	8	17	16	15	13	5	132	GOLDEN STATE	REP	2.2
2.5	2.8	1.9	2.2	5.2	7	KGVY B/Bnd	1080 1kw	13	22	22	21	19	7	181	JOE CRYSTALL	--	3.8
4.0	3.6	3.7	3.0	4.4	8	KNST N/T	940 1-.25kw	6	10	9	6	6	4	63	NATIONWIDE	MCG	4.6
4.2	3.5	3.7	2.4	3.2	9	KCUB Ctry	1290 1kw	7	14	15	13	10	10	73	REX	KATZ	3.1
1.8	2.1	2.5	2.1	2.9	10	KXEW Span	1600 1kw	18	9	17	11	11	6	138	ARIZONA LOTUS	LOTU	2.1

POPULATION: 649,100

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
13.8	12.5	13.1	12.2	14.4	1	KMOD AOR	97.5 100kw	3	3	1	1	1	10	122	CLEAR CHANNEL	HNWH	17.1
10.2	8.7	9.4	10.1	9.2	2	KRMG AC	740 50-25kw	1	18	9	7	4	1	67	NEWCITY	KATZ	8.7
9.0	10.1	10.4	9.8	9.0	3	KAYI CHR	106.9 100kw	2	1	2	2	7	11	73	NARRAGANSETT	KATZ	14.3
12.8	12.9	12.1	9.1	8.4	4	KWEN Ctry	95.5 100kw	4	4	5	3	2	3	74	NEW CITY	KATZ	10.4
7.8	8.8	8.2	9.1	8.0	5	KBEZ B/EZ	92.9 100kw	5	13	11	8	6	2	77	WIN	CHR	4.7
7.4	8.4	9.7	8.6	7.2	6	KVOO Ctry	1170 50kw	8	11	12	9	8	4	88	FIRST STUART	HNWH	5.0
4.4	5.7	6.1	5.6	6.2	7	KMYZ-A/F CHR	1570/104.5 1kw/78kw	6	2	3	5	10	12	60	SHAMROCK COM.	EAST	5.5
6.8	6.7	5.6	5.1	6.1	8	KRAV AC	96.5 100kw	7	7	4	4	3	7	73	KRAVIS CO.	CHR	4.4
3.2	2.6	3.0	4.0	4.9	9	KOMJ AC	99.5 100kw	9	8	6	6	5	8	76	TEXOMA	BAN	2.7
4.7	4.7	3.2	3.2	4.3	10	KTFX Ctry	103.3 100kw	12	5	7	12	12	6	77	CENTRAL	--	4.4

# WEST PALM BEACH-BOCA RATON

POPULATION: 723,700

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOR	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
12.9	14.6	12.0	12.4	16.7	1	WEAT-A/F B/EZ	850/104.3 5-1kw/56kw	1	28	23	13	5	1	122	J. J. TAYLOR	KATZ	11.0
8.9	8.4	7.0	8.8	8.8	2	WRMF AC	97.9 100kw	2	12	1	1	1	2	90	FAIRBANKS	BAN	8.5
5.9	7.9	5.7	9.5	6.9	3	WJNO NT	1230 1kw	3	27	21	11	7	5	84	FAIRBANKS	BAN	6.2
5.2	6.2	3.8	5.0	5.3	4	WIRK Ctry	107.9 100kw	7	11	8	2	2	3	106	PRICE COM.	HNWH	6.2
2.6	3.1	3.0	2.8	4.4	5	WNGS AC	92.1 3kw	9	26	11	4	4	4	94	PEARL	EAST	3.7
3.7	3.7	3.4	2.5	4.0	6	WMXJ Gold	102.7 100kw	6	7	6	3	3	6	76	SCONNIX	DUR	3.1
1.8	2.9	3.1	2.3	4.0	6	WHQT UC	105.1 100kw	8	1	7	10	16	7	82	EZ	MMR	4.1
1.6	2.3	4.9	3.4	3.5	8	WOVV CHR	95.5 100kw	5	2	3	8	8	17	57	SOUTHWIND	MOG	4.2
5.1	3.1	4.4	3.1	3.4	9	WHYI CHR	100.7 100kw	4	3	9	7	9	8	45	METROPLEX	MOG	4.8
2.1	1.4	3.2	2.3	2.6	10	WSHE AOR	103.5 100kw	10	6	4	6	10	20	68	TK	EAST	3.3



# WICHITA

POPULATION: 390,700

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-84 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
14.0	15.9	13.8	1	<b>KKRD</b> CHR	107.3 100kw	1	1	1	1	4	6	77	KKRD, INC.	HNWH	16.6
10.0	7.6	11.6	2	<b>KZSN</b> Ctry	102.1 100kw	5	4	5	2	1	2	106	SOUTHERN SKIES	KATZ	9.5
10.6	12.6	9.5	3	<b>KFDI-FM</b> Ctry	101.3 100kw	3	17	6	6	2	1	78	GREAT EMPIRE	TOR	10.7
8.8	5.5	8.0	4	<b>KXLK</b> AC	105.3 100kw	4	5	3	3	3	5	66	SEDGWICK	BAN	7.7
10.4	7.1	7.8	5	<b>KICT</b> AOR	95.1 100kw	6	2	2	4	5	12	77	LAKODUK	MCG	11.1
7.3	7.4	7.6	6	<b>KFDI</b> Ctry	1070 10-1kw	7	9	13	10	7	3	79	GREAT EMPIRE	TOR	7.1
7.5	7.3	7.5	7	<b>KEYN</b> CHR	103.7 100kw	2	3	4	5	6	8	56	LONG-PRIDE	EAST	6.1
5.2	5.7	5.5	8	<b>KOEZ</b> B/EZ	92.3 100kw	8	12	11	9	8	4	76	KJRG, INC.	ROS	2.7
4.3	4.0	4.0	9	<b>KLEO</b> BBnd	1480 5-1kw	12	13	19	17	15	7	86	SOUTHERN SKIES	KATZ	2.2
3.9	2.2	3.0	10	<b>KRZZ-FM</b> CR	95.9 3kw	9	14	7	7	9	10	57	NEW WEST	DUR	4.7

# WILKES BARRE-SCRANTON

POPULATION: 624,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
11.5	13.9	12.3	14.7	13.0	1	<b>WKRZ</b> CHR	98.5 8.7kw	1	1	2	1	1	1	75	KEYMARKET	KATZ	16.4
10.8	6.9	9.7	9.0	8.9	2	<b>WEZX</b> AOR	107.1 3kw	3	4	1	2	2	7	107	SCRANTON TIMES	CHR	10.3
6.4	5.2	7.2	7.2	6.8	3	<b>WARM</b> AC	590 5kw	2	5	8	6	5	2	71	SUSQUEHANNA	EAST	7.2
6.3	4.6	5.9	4.8	5.1	4	<b>WGBI-FM</b> AC	101.3 7kw	6	9	3	4	4	5	89	MEGAREE	TOR	3.9
4.7	5.0	6.4	4.5	5.0	5	<b>WMGS</b> AC	92.9 5.3kw	4	16	4	3	3	4	73	SUSQUEHANNA	EAST	4.4
4.3	7.3	5.3	4.9	5.0	5	<b>WNAK</b> B/EZ	730 1kw	8	8	32	32	19	9	97	SEVEN-THIRTY BR	K/P	4.4
4.7	3.1	4.3	5.2	4.8	7	<b>WWSH</b> B/EZ	97.9 50kw	7	24	17	11	8	3	84	LUZERNE	KATZ	2.6
5.5	3.9	3.2	5.0	3.5	8	<b>WTLQ</b> CHR	102.3 3kw	5	2	5	8	9	15	54	FUTUREMARK	MCG	6.8
3.0	2.8	2.9	1.8	3.1	9	<b>WHLM</b> CHR	106.5 37.5kw	12	6	7	5	6	6	118	MIE	BAN	2.4
0.7	1.2	0.9	1.3	2.9	10	<b>WSGD</b> Gold	94.3 .520kw	10	21	11	7	7	8	98	SAGE	REP	2.7

# WILMINGTON

POPULATION: 466,400

FALL '87	SPRING '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
6.9	7.3	9.7	1	WMMR AOR	93.3 25kw	2	4	1	1	3	12	92	METROPOLITAN	KATZ
8.2	10.5	9.1	2	WSTW CHR	93.7 50kw	1	3	2	2	2	2	70	DELMARVA	EAST
11.1	10.0	8.8	3	WJBR-FM AC	99.5 50kw	3	6	5	3	1	1	95	CRB	KATZ
9.0	7.3	7.3	4	WUSL UC	98.9 18kw	6	2	3	4	4	9	109	TAK	MCG
4.1	6.5	6.2	5	WDEL AC	1150 5kw	7	15	31	16	12	3	95	DELMARVA	EAST
4.0	3.8	4.6	6	WEGX CHR	106.1 23kw	5	1	6	8	11	19	67	MALRITE	CHR
3.8	4.5	3.9	7	WEAZ B/EZ	101.1 12.5kw	11	14	12	11	8	7	81	WEAZ, INC.	MCG
3.2	4.7	3.8	8	WYSP CR	94.1 16kw	4	5	4	5	7	21	50	INFINITY	TOR
4.1	4.6	3.6	9	WKSZ AC	100.3 35kw	8	8	9	6	5	4	62	WKSZ, INC.	HNWH
3.2	3.2	3.6	9	WXTU Ctry	92.5 50kw	9	9	8	7	6	5	74	BEASLEY	REP

# YOUNGSTOWN-WARREN

POPULATION: 422,000

FALL '87	WINTER '88	SPRING '88	SUMMER '88	FALL '88	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER	CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM	12+ BIRCH SHARE
15.6	16.0	15.4	13.3	13.3	1	WHOT-AIF CHR	1330/101.1 .5-1kw/15.8kw	1	1	1	1	1	4	75	WHOT, INC.	EAST	15.7
9.3	11.8	9.2	9.0	10.6	2	WKBN N/T	570 5kw	3	20	9	8	7	3	90	WKBN BR.	KATZ	6.6
8.6	10.6	9.3	7.8	9.5	3	WKBN-FM B/EZ	98.9 4.5kw	2	23	7	6	5	2	78	WKBN BR.	KATZ	7.3
8.6	7.8	10.9	8.2	9.5	3	WQXK Ctry	105.1 88kw	5	11	6	5	4	1	109	LINCOLN GROUP	MCG	7.5
3.5	2.7	2.0	7.6	7.3	5	WBBG Gold	93.3 50kw	6	5	5	2	2	5	87	H&D	--	9.7
9.0	10.1	9.8	7.2	6.6	6	WYFM AC	102.9 26kw	4	6	3	3	3	6	63	SHARON	DUR	8.6
0.0	0.0	3.5	9.4	5.4	7	WNCD G/CR	106.1 3kw	8	3	2	4	6	12	74	WN	TOR	10.7
5.7	5.5	5.5	5.3	5.2	8	WBBW N/T	1240 1kw	7	25	17	16	11	7	69	MAHONING VALLEY	CHR	2.8
4.2	3.9	5.3	2.5	4.3	9	WMGZ CHR	95.9 3kw	9	2	4	7	8	13	70	NATIONAL	K/P	3.3
3.4	1.8	3.2	3.2	3.4	10	WFMJ AC	1390 5kw	10	12	19	17	13	8	60	WFMJ	UNI	4.3



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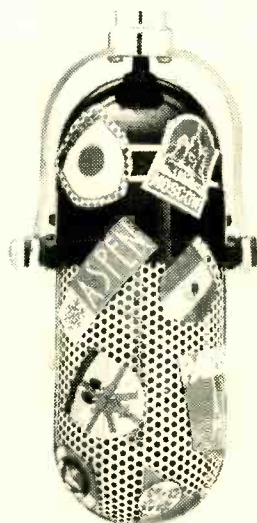
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