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VOLUME 1/1996



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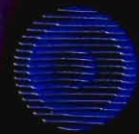
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#1	25-54	WSIX, Nashville	#4	25-54	WWWW, Detroit
#1	25-54	KSON, San Diego	#2	25-54	KRBV, Dallas (up #12 to #2)
#1	25-54	KFRG, Riverside	#2	25-54	WUSN, Chicago
#1	18-34	KSFM, Sacramento	#1	12+	WLW, Cincinnati
#1	25-54	WFBQ, Indianapolis	#1	18-34	WEBN, Cincinnati
#1	25-54	WZZK, Birmingham	#2	25-54	KFKF, Kansas City
#1	25-54	WWKA, Orlando	#1	25-54	WPCH, Atlanta (Women)
#1	25-54	KKCS, Colorado Springs	#1	25-54	KEZK, St. Louis (Women)
#1	12+	KSSN, Little Rock	#2	12+	WGN, Chicago
#1	25-54	WSSL, Greenville, SC	#2	25-54	KOA, Denver
#1	25-54	WYYD, Roanoke	#3	25-54	KRFX, Denver
#1	25-54	KDRK, Spokane	#2	25-54	WQIK, Jacksonville
#1	25-54	KWEN, Tulsa	#3	25-54	WWYZ, Hartford
#1	25-54	KZSN, Wichita	#2	25-54	KCYZ, San Antonio
#1	18-34	WFLZ, Tampa	#3	25-54	WMIL, Milwaukee
#1	25-54	WEZL, Charleston, SC	#1	25-54	WKHK, Richmond
#1	25-54	WDVE, Pittsburgh	#1	25-54	WYYY, Syracuse

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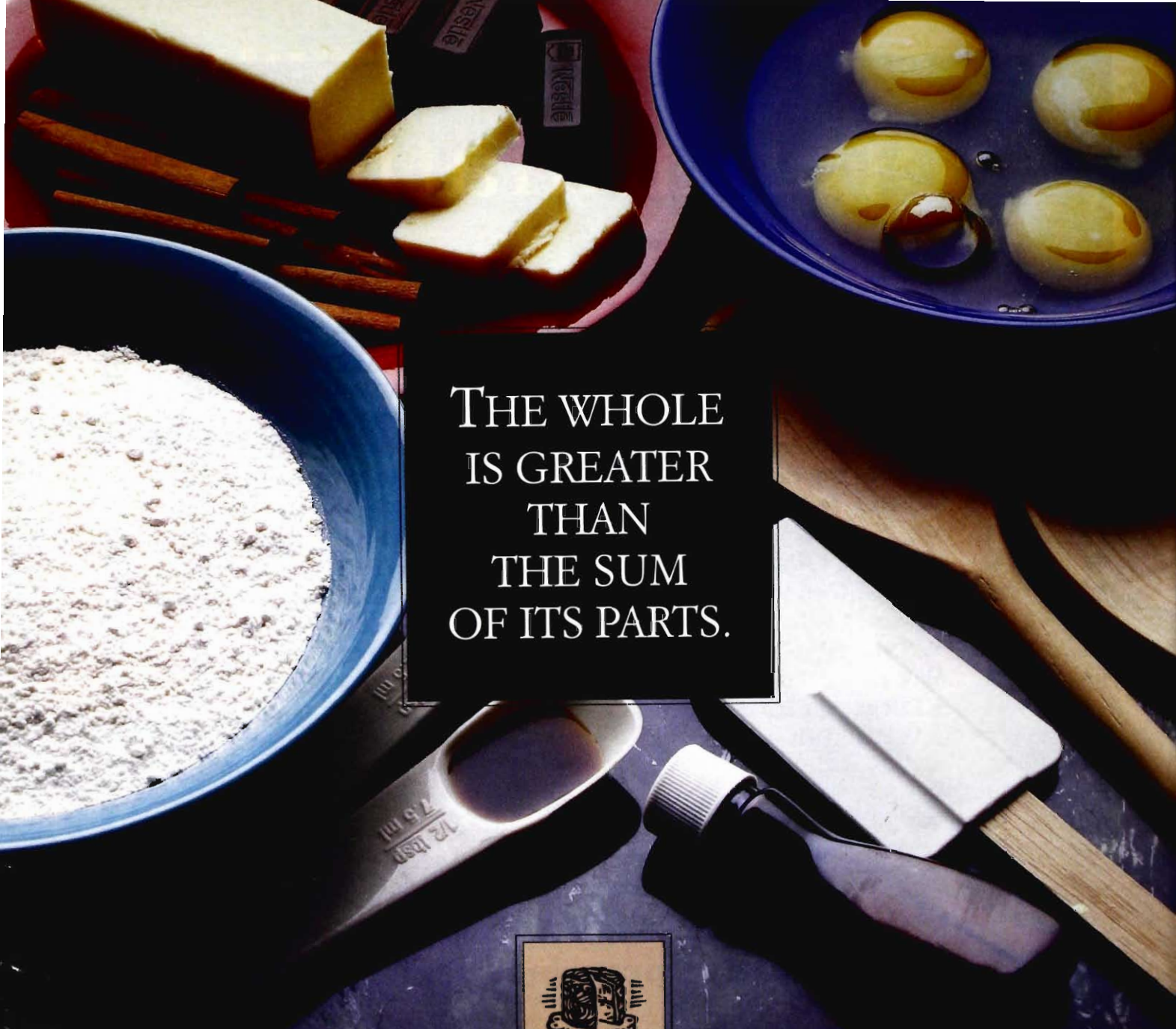
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## RATINGS REPORT

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102 Grand Rapids (66)  
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Page Market (Metro rank)

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Page Market (Metro rank)

32 Philadelphia (5)  
58 Phoenix (20)  
57 Pittsburgh (19)  
64 Portland, OR (24)  
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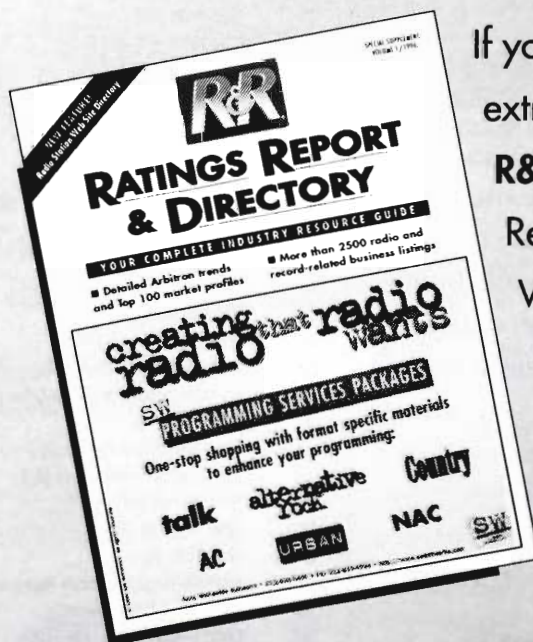
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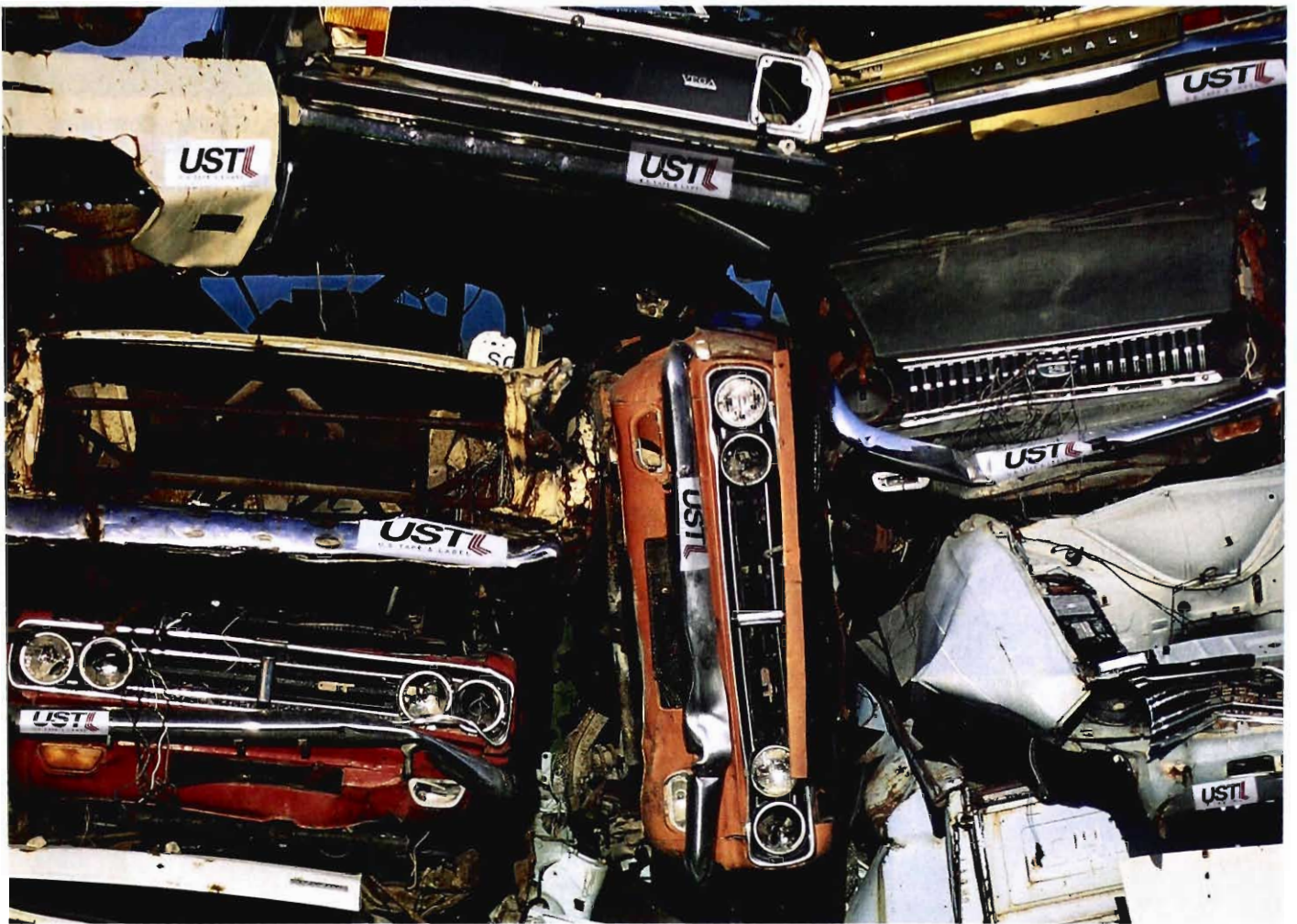
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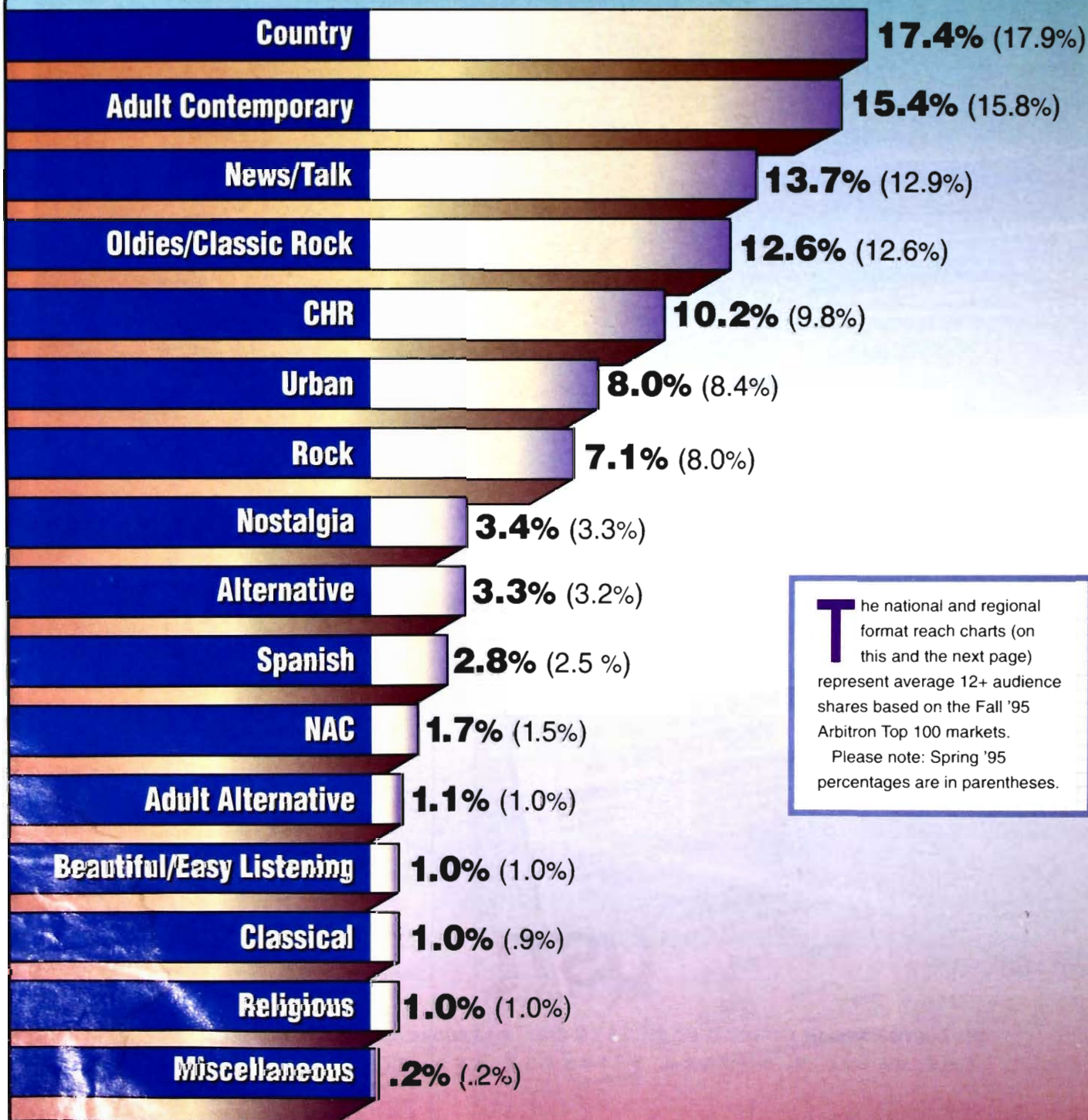
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# NATIONAL FORMAT REACH

**T**hanks to its enduring strength in the South as well as in key markets in the North, Country continued as radio's top format in the 100 largest markets during fall 1995. AC was the second-most popular, but thanks to select defections to other formats in recent years (most notably NAC and Oldies), its national audience has fallen 28% over the last five years. The other big winner was News/Talk, which rose despite '95 being a non-election year (**O.J. Simpson**, no doubt, helped take up the slack). Even CHR showed a modest rebound, but its national listening profile fell by a third since 1990.



**T**he national and regional format reach charts (on this and the next page) represent average 12+ audience shares based on the Fall '95 Arbitron Top 100 markets. Please note: Spring '95 percentages are in parentheses.



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# REGIONAL FORMAT REACH

Spring '95 percentages are in parentheses.

## EAST

AC	██████████	19.3 (19.2)
NEWS/TALK	██████████	18.3 (17.6)
CHR	██████████	13.9 (13.5)
OLDIES/CR	██████████	11.7 (11.4)
COUNTRY	██████████	9.8 (10.6)
ROCK	██████████	8.1 (10.2)
URBAN	██████████	5.5 (5.8)
NOSTALGIA	██████████	4.6 (4.3)
ALTERNATIVE	██████████	3.9 (2.8)
CLASSICAL	██████████	1.3 (1.0)
NAC	██████████	1.3 (1.4)
SPANISH	██████████	.7 (.6)
ADULT ALT	██████████	.6 (.5)
RELIGIOUS	██████████	.6 (.5)
B/EZ	██████████	.4 (.6)
MISC	0	(0)



## SOUTH

COUNTRY	██████████	21.6 (22.4)
AC	██████████	13.9 (14.6)
URBAN	██████████	13.7 (13.3)
OLDIES/CR	██████████	10.9 (11.0)
NEWS/TALK	██████████	9.1 (8.2)
CHR	██████████	8.5 (8.4)
ROCK	██████████	7.3 (7.1)
SPANISH	██████████	4.1 (4.1)
NOSTALGIA	██████████	2.5 (2.6)
ALTERNATIVE	██████████	2.1 (2.1)
B/EZ	██████████	1.9 (1.8)
RELIGIOUS	██████████	1.9 (2.0)
NAC	██████████	1.5 (1.2)
ADULT ALT	██████████	.8 (.8)
CLASSICAL	██████████	.3 (.2)
MISC	0	(0)



## MIDWEST

CTRY	██████████	20.6 (19.4)
NEWS/TALK	██████████	15.0 (14.9)
AC	██████████	14.5 (15.7)
OLDIES/CR	██████████	14.4 (15.1)
CHR	██████████	7.6 (7.2)
ROCK	██████████	7.5 (9.2)
URBAN	██████████	7.4 (7.1)
ALTERNATIVE	██████████	4.2 (4.1)
NOSTALGIA	██████████	3.4 (2.7)
NAC	██████████	1.9 (1.1)
ADULT ALT	██████████	1.1 (1.0)
CLASSICAL	██████████	.9 (1.0)
B/EZ	██████████	.6 (.4)
RELIGIOUS	██████████	.5 (.6)
SPANISH	██████████	.2 (.2)
MISC	1.1	(0)



## WEST

NEWS/TALK	██████████	16.0 (15.5)
AC	██████████	15.4 (14.8)
COUNTRY	██████████	14.3 (15.0)
OLDIES/CR	██████████	14.3 (14.6)
CHR	██████████	12.1 (11.8)
SPANISH	██████████	5.5 (3.8)
ROCK	██████████	5.3 (6.2)
NOSTALGIA	██████████	4.1 (4.8)
ALTERNATIVE	██████████	3.9 (4.8)
NAC	██████████	2.4 (2.8)
ADULT ALT	██████████	2.2 (1.8)
CLASSICAL	██████████	1.9 (2.1)
MISC	██████████	.9 (.9)
URBAN	██████████	.7 (.8)
B/EZ	██████████	.5 (.5)
RELIGIOUS	██████████	.3 (.2)





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**ARBITRON**

# FORMAT LEADERS

## National All-Format

### AVERAGE QUARTER HOUR

1. WXBQ-FM/Johnson City-Kingsport (Country) .	31.5
2. WIVK-FM/Knoxville (Country) .....	24.7
3. WUSY-FM/Chattanooga (Country) .....	22.8
4. WRNS-AM & FM/Greenville-New Bern(Ctry) .	19.8
5. WWDM-FM/Columbia, SC (Urban) .....	19.0
6. KIIM-FM/Tucson (Country) .....	16.2
7. WIKS-FM/Greenville-New Bern, NC (Urban) ..	16.0
8. WSIX-FM/Nashville (Country) .....	15.3
9. WHKO-FM/Dayton (Country) .....	14.9
10. WDUV-FM/Sarasota-Bradenton (B/EZ) .....	14.6
11. KMOX-AM/St. Louis (Talk) .....	14.4
12. KDKA-AM/Pittsburgh (News/Talk) .....	14.3
12. KPRR-FM/El Paso (CHR/Rhythmic) .....	14.3
14. KWEN-FM/Tulsa (Country) .....	14.0
14. WAMZ-FM/Louisville (Country) .....	14.0
14. WFBQ-FM/Indianapolis (Cl. Rock) .....	14.0
17. WHO-AM/Des Moines (News/Talk) .....	13.9
18. WQUE-FM/New Orleans (Urban) .....	13.8
18. WZZK-AM & FM/Birmingham (Country) .....	13.8
20. KASE-FM/Austin (Country) .....	13.7
20. KBNA-AM & FM/El Paso (Spanish) .....	13.7
22. WHAS-AM/Louisville (Full Service) .....	13.5
23. WKHK-FM/Richmond (Country) .....	13.3
24. WCCO-AM/Minneapolis-St. Paul (FS) .....	13.1
24. WQHK-FM/Ft. Wayne (Country) .....	13.1
24. WAVV-FM/Ft. Myers-Naples (B/EZ) .....	13.1

### CUME

1. WINS-AM/New York (News) .....	2,132,900
2. WHTZ-FM/New York (CHR/Pop) .....	2,121,500
3. WCBS-AM/New York (News) .....	1,918,800
4. WQHT-FM/New York (CHR/Rhythmic)...	1,909,000
5. WCBS-FM/New York (Oldies) .....	1,833,100
6. WPLJ-FM/New York (Hot AC) .....	1,790,200
7. WRKS-FM/New York (Urban/Oldies) .....	1,770,900
8. WLTW-FM/New York (AC) .....	1,745,600
9. KPWR-FM/Los Angeles (CHR/Rhy) .....	1,670,300
10. WXRK-FM/New York (Cl. Rock)* .....	1,541,600
11. WMXV-FM/New York (Hot AC) .....	1,424,200
12. KIIS-AM & FM/Los Angeles (CHR/Pop) ..	1,424,000
13. KRTH-FM/Los Angeles (Oldies) .....	1,344,900
14. WABC-AM/New York (Talk) .....	1,338,000
15. WFAN-AM/New York (Sports) .....	1,290,600
16. WQCD-FM/New York (NAC) .....	1,283,800
17. KYA-AM/Philadelphia (News) .....	1,256,700
18. WBLS-FM/New York (Urban/AC) .....	1,238,700
19. KLVE-FM/Los Angeles (Spanish) .....	1,211,800
20. KOST-FM/Los Angeles (AC) .....	1,185,700
21. KNX-AM/Los Angeles (News) .....	1,151,400
22. WOR-AM/New York (Talk) .....	1,144,300
23. WSKQ-FM/New York (Spanish) .....	1,138,400
24. KFI-AM/Los Angeles (Talk) .....	1,127,900
25. WGN-AM/Chicago (Full Service) .....	1,123,800

\* Switched To Alternative in January.

## Adult Alternative

### AVERAGE QUARTER HOUR

1. WHPT-FM/Tampa (Sarasota book) .....	7.9
2. KINK-FM/Portland .....	4.6
3. KBCO-FM/Denver-Boulder .....	4.2
3. KXPB-FM/Denver-Boulder .....	4.2
5. WHPT-FM/Tampa-St. Petersburg .....	4.0
6. KQPT-FM/Sacramento .....	3.7
7. KGSR-FM/Austin .....	3.6
8. WUCD-FM/Columbus, OH .....	3.5
9. KFMG-FM/Des Moines .....	3.4
10. KMTT-AM & FM/Seattle-Tacoma .....	3.3

### CUME

1. WNEW-FM/New York .....	987,100
2. WXRT-FM/Chicago .....	501,800
3. KFFG & KFOG/San Francisco .....	431,500
4. KSCA-FM/Los Angeles .....	400,800
5. WBOS-FM/Boston .....	280,300
6. WSHE-FM/Miami-Ft. Lauderdale .....	233,500
7. KTCJ & KTCZ/Minneapolis-St. Paul .....	232,000
8. KXPB-FM/Denver-Boulder .....	220,500
9. KBCO-FM/Denver-Boulder .....	219,800
10. KMTT-AM & FM/Seattle-Tacoma .....	201,900





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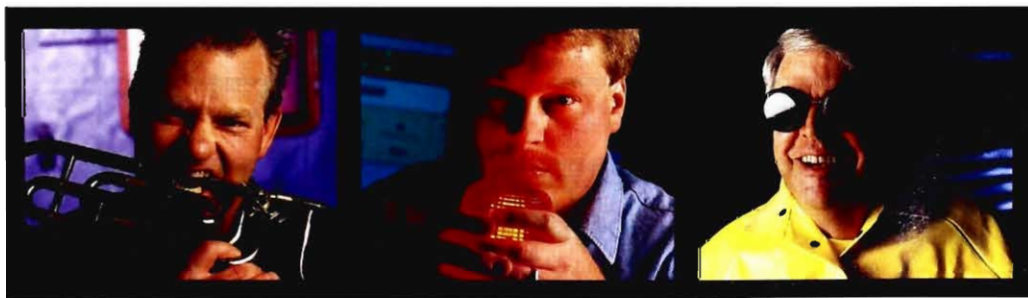
*Joho Bufalca - Chief Engineer  
KSON, San Diego*

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## FORMAT LEADERS

### Adult Contemporary

#### AVERAGE QUARTER HOUR

1. KSSK-FM/Honolulu .....	11.9
2. KMXZ-FM/Tucson .....	11.4
3. WJBR-FM/Wilmington, DE .....	10.6
4. WDEF-FM/Chattanooga .....	10.4
5. KURB-FM/Little Rock (Hot AC) .....	10.1
6. WJXB-FM/Knoxville .....	9.7
7. WLEV-FM/Allentown-Bethlehem .....	9.6
7. WTVR-FM/Richmond .....	9.6
9. WMGF-FM/Daytona Beach .....	9.5
9. WYYY-FM/Syracuse (Hot AC) .....	9.5

#### CUME

1. WPLJ-FM/New York (Hot AC) .....	1,790,200
2. WLTW-FM/New York .....	1,745,600
3. WMXV-FM/New York (Hot AC) .....	1,424,200
4. KOST-FM/Los Angeles .....	1,185,700
5. KBIG-FM/Los Angeles .....	1,095,600
6. WPAT-FM/New York .....	1,027,200
7. KYSR-FM/Los Angeles (Hot AC) .....	918,900
8. WLIT-FM/Chicago .....	766,500
9. KXEZ-FM/Los Angeles .....	679,700
10. KOIT-AM & FM/San Francisco .....	653,300

### Alternative

#### AVERAGE QUARTER HOUR

1. WQBJ-FM & WQBK-FM/Albany-Schenectady ..	6.5
2. KEDG-FM/Las Vegas .....	6.4
2. KMYZ-FM/Tulsa .....	6.4
4. WNNX-FM/Atlanta .....	6.0
5. WMMS-FM/Cleveland .....	5.8
6. WMRQ-FM/Hartford-New Britain .....	5.6
7. WGRD-AM & FM/Grand Rapids .....	5.5
8. WPLA-FM/Jacksonville .....	5.4
8. WXEG-FM/Dayton .....	5.4
10. KEGE-AM & FM/Minneapolis-St. Paul .....	5.3

#### CUME

1. KROQ-FM/Los Angeles .....	1,088,100
2. WKQX-FM/Chicago .....	919,200
3. WPLY-FM/Philadelphia .....	615,400
4. WBCN-FM/Boston .....	548,300
5. KITS-FM/San Francisco .....	502,200
6. WHFS-FM/Washington, DC .....	451,800
7. KDGE-FM/Dallas-Ft. Worth .....	449,800
8. WNNX-FM/Atlanta .....	425,200
9. WHYT-FM/Detroit .....	398,700
10. KEGE-AM & FM/Minneapolis-St. Paul ....	381,400

### Beautiful Music/Easy Listening

#### AVERAGE QUARTER HOUR

1. WDUV-FM/Sarasota-Bradenton .....	14.6
2. WAVV-FM/Ft. Myers-Naples .....	13.1
3. WRLX-FM/West Palm Beach-Boca Raton .....	5.2
4. WDUV-FM/Sarasota-Bradenton (Tampa book) ..	5.6
5. KUMU-FM/Honolulu .....	5.3
6. WNCT-FM/Greenville-New Bern, NC .....	4.3
7. KOEZ-FM/Wichita .....	4.2
8. WADB-FM/Monmouth-Ocean, NJ .....	3.7
9. XAAA-FM/McAllen-Brownsville .....	3.3
10. WXEZ-FM/Norfolk-Virginia Beach .....	2.6

#### CUME

1. WDUV-FM/Sarasota (Tampa book) .....	208,000
2. WDUV-FM/Sarasota-Bradenton .....	103,800
3. WAVV-FM/Ft. Myers-Naples-Marco Island ..	102,500
4. WRLX-FM/West Palm Beach-Boca Raton ..	100,400
5. KUMU-FM/Honolulu .....	83,800
6. WADB-FM/Monmouth-Ocean, NJ .....	73,400
7. WXEZ-FM/Norfolk-Virginia Beach .....	69,900
8. WCEZ-FM/Columbus, OH .....	60,700
9. WMUU-FM/Greenville-Spartanburg .....	60,100
10. WNCT-FM/Greenville, New Bern, NC .....	52,400



## FORMAT LEADERS

### Contemporary Hit Radio

#### AVERAGE QUARTER HOUR

1. KPRR-FM/El Paso (CHR/Rhythmic) ..... 14.3
2. WNTQ-FM/Syracuse (CHR/Pop) ..... 13.0
3. WVKS-FM/Toledo (CHR/Pop) ..... 12.9
4. KBFM-FM/McAllen-Brownsville (CHR/Pop) ... 12.8
5. WKRF & WKRZ/Wilkes Barre (CHR/Pop) ..... 11.9
6. KKXX-FM/Bakersfield (CHR/Rhythmic) ..... 11.8
7. WAEB-FM/Allentown-Bethlehem (CHR/Pop) . 11.2
8. WHOT-FM/Youngstown-Warren (CHR/Pop) ... 10.9
9. WNNK-FM/Harrisburg-Lebanon (CHR/Pop) ... 10.5
10. KIKI-FM/Honolulu (CHR/Rhythmic) ..... 10.4

#### CUME

1. WHTZ-FM/New York (CHR/Pop) ..... 2,121,500
2. WQHT-FM/New York (CHR/Rhythmic) ... 1,909,000
3. KPWR-FM/Los Angeles (CHR/Rhythmic) 1,670,300
4. KIIS-AM & FM/Los Angeles (CHR/Pop) . 1,424,000
5. WBBM-FM/Chicago (CHR/Rhythmic) ... 1,010,000
6. KMEL-FM/San Francisco (CHR/Rhythmic) . 667,900
7. WIOQ-FM/Philadelphia (CHR/Pop) ..... 644,300
8. KYLD & KYLZ/San Fran. (CHR/Rhythmic) 626,000
9. KHKS-FM/Dallas-Ft. Worth (CHR/Pop) ... 615,700
10. WXKS-FM/Boston (CHR/Pop) ..... 611,600

### Classical

#### AVERAGE QUARTER HOUR

1. KHFM-FM/Albuquerque ..... 5.0
2. WCRB-FM/Boston ..... 4.6
3. KBOQ-FM/Monterey-Salinas-Santa Cruz ..... 4.3
3. KING-FM/Seattle-Tacoma ..... 4.3
5. WGMS-FM/Washington, DC ..... 3.7
6. KFSD-FM/San Diego ..... 3.3
6. KIWI-FM/Bakersfield ..... 3.3
8. WTMI-FM/Miami-Ft. Lauderdale ..... 3.1
9. KDFC-AM & FM/San Francisco ..... 2.9
9. KVOB-FM/Denver-Boulder ..... 2.9
9. WQXR-FM/New York (Nassau-Suffolk book) .... 2.9

#### CUME

1. WQXR-FM/New York ..... 908,300
2. KKGO-AM & FM/Los Angeles ..... 586,900
3. WCRB-FM/Boston ..... 406,300
4. KDFC-FM/San Francisco ..... 400,300
5. WNIB-FM/Chicago ..... 356,300
6. WGMS-FM/Washington, DC ..... 341,300
7. WFMT-FM/Chicago ..... 310,600
8. WFLN-FM/Philadelphia ..... 308,900
9. KING-FM/Seattle-Tacoma ..... 276,500
10. WTMI-FM/Miami-Ft. Lauderdale ..... 244,400

### Country

#### AVERAGE QUARTER HOUR

1. WXBQ-FM/Johnson City-Kingsport ..... 31.5
2. WIVK-FM/Knoxville ..... 24.7
3. WUSY-FM/Chattanooga ..... 22.8
4. WRNS-AM & FM/Greenville-New Bern, NC .... 19.8
5. KIIM-FM/Tucson ..... 16.2
6. WSIX-FM/Nashville ..... 15.3
7. WHKO-FM/Dayton ..... 14.9
8. KWEN-FM/Tulsa ..... 14.0
8. WAMZ-FM/Louisville ..... 14.0
10. WZZK-AM & FM/Birmingham ..... 13.8

#### CUME

1. WUSN-FM/Chicago ..... 803,300
2. WYNY-FM/New York\* ..... 777,100
3. KSCS-FM/Dallas-Ft. Worth ..... 528,400
4. KILT-FM/Houston-Galveston ..... 506,200
5. KZLA-FM/Los Angeles ..... 501,600
6. WMZQ-AM & FM/Washington, DC ..... 480,600
7. WXTU-FM/Philadelphia ..... 435,800
8. KKBQ-FM/Houston-Galveston ..... 426,200
9. KIKK-FM/Houston-Galveston ..... 420,700
10. KYNG-FM/Dallas-Ft. Worth ..... 419,500

\* Became WKTU-FM (CHR/Rhythmic) in February.

# FORMAT LEADERS

## NAC

### AVERAGE QUARTER HOUR

1. WJCD-FM/Norfolk-Virginia Beach .....	6.5
2. KCIY-FM/Kansas City .....	5.2
3. KOAS-FM/Tulsa .....	4.9
4. KOAI-FM/Dallas-Ft. Worth .....	4.2
5. KYOT-FM/Phoenix .....	4.1
5. WSJZ-FM/Buffalo-Niagara Falls .....	4.1
7. KKJZ-FM/Portland, OR .....	4.0
7. WNWV-FM/Cleveland .....	4.0
9. KCJZ-FM/San Antonio .....	3.9
9. WSJT-FM/Tampa-St. Petersburg .....	3.9

### CUME

1. WQCD-FM/New York .....	1,283,800
2. KTWV-FM/Los Angeles .....	810,100
3. WNUA-FM/Chicago .....	659,100
4. WJJZ-FM/Philadelphia .....	393,000
5. KBLX-FM/San Francisco .....	365,600
6. KOAI-FM/Dallas-Ft. Worth .....	363,300
7. KKSF-FM/San Francisco .....	362,100
8. WJZW-FM/Washington, DC .....	296,900
9. WJZZ-FM/Detroit .....	270,400
10. WJZF-FM/Atlanta .....	267,700

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## FORMAT LEADERS

### News/Talk

#### AVERAGE QUARTER HOUR

1. KMOX-AM/St. Louis (Talk) ..... 14.4
2. KDKA-AM/Pittsburgh (News/Talk) ..... 14.3
3. WHO-AM/Des Moines (News/Talk) ..... 13.9
4. WHAS-AM/Louisville (Full Service) ..... 13.5
5. WCCO-AM/Minneapolis-St. Paul (FS) ..... 13.1
6. WTIC-AM/Hartford-New Britain (FS) ..... 12.3
7. WLW-AM/Cincinnati (Full Service) ..... 12.0
8. WSYR-AM/Syracuse (News) ..... 11.3
9. KFAB-AM/Omaha-Council Bluffs (N/T) ..... 11.1
10. KMJ-AM/Fresno (News/Talk) ..... 10.6
10. WHAM-AM/Rochester, NY (News/Talk) ..... 10.6

#### CUME

1. WINS-AM/New York (News) ..... 2,132,900
2. WCBS-AM/New York (News) ..... 1,918,800
3. WABC-AM/New York (Talk) ..... 1,338,000
4. WFAN-AM/New York (Sports) ..... 1,290,600
5. KYA-AM/Philadelphia (News) ..... 1,256,700
6. KNX-AM/Los Angeles (News) ..... 1,151,400
7. WOR-AM/New York (Talk) ..... 1,144,300
8. KFI-AM/Los Angeles (Talk) ..... 1,127,900
9. WGN-AM/Chicago (Full Service) ..... 1,123,800
10. KFVB-AM/Los Angeles (News) ..... 1,078,200

### Nostalgia

#### AVERAGE QUARTER HOUR

1. KJUL-FM/Las Vegas ..... 10.0
2. WMMB-AM/Melbourne-Titusville ..... 9.8
3. WSCQ-FM/Columbia, SC ..... 6.9
4. WOKY-AM/Milwaukee-Racine ..... 6.6
5. WRMR-AM/Cleveland ..... 6.3
6. WECK-AM/Buffalo-Niagara Falls ..... 5.9
7. KOY-AM/Phoenix ..... 5.8
8. WPEN-AM/Philadelphia ..... 5.7
9. KQUE-FM/Houston-Galveston ..... 5.6
10. WABY & WEMX/Albany-Schenectady ..... 5.5

#### CUME

1. WQEW-AM/New York ..... 596,100
2. KLAC-AM/Los Angeles ..... 533,300
3. WPEN-AM/Philadelphia ..... 412,400
4. KQUE-FM/Houston-Galveston ..... 294,200
5. KABL-AM/San Francisco ..... 293,500
6. WAIT-AM/Chicago ..... 231,600
7. KIXI-AM & FM/Seattle-Tacoma ..... 219,400
8. KOY-AM/Phoenix ..... 194,600
9. WRMR-AM/Cleveland ..... 180,300
10. CKWW-AM/Detroit ..... 178,000

### Oldies

#### AVERAGE QUARTER HOUR

1. WFBQ-FM/Indianapolis (Cl. Rock) ..... 14.0
2. KQRS-AM & FM/Minneapolis (Cl. Rock) ..... 10.7
3. KOMA-FM/Oklahoma City ..... 9.0
4. WBYS-FM/Ft. Wayne (Cl. Rock) ..... 8.7
5. KKFM-FM/Colorado Springs (Cl. Rock)\* ..... 8.6
6. WGGZ-FM/Baton Rouge ..... 8.5
7. WAQY-AM & FM/Springfield, MA (Cl. Rock) ... 8.1
7. WLAV-FM/Grand Rapids (Cl. Rock) ..... 8.1
7. WZRR-FM/Birmingham (Cl. Rock) ..... 8.1
10. KGOR-FM/Omaha-Council Bluffs ..... 8.0

\* Now Rock Format.

#### CUME

1. WCBS-FM/New York ..... 1,833,100
2. WXRK-FM/New York (Cl. Rock)\* ..... 1,541,600
3. KRTH-FM/Los Angeles ..... 1,344,900
4. WJMK-FM/Chicago ..... 945,100
5. KCBS-FM/Los Angeles (Cl. Hits) ..... 823,500
6. WCKG-FM/Chicago (Cl. Rock) ..... 633,500
7. WOGL-FM/Philadelphia ..... 625,200
8. KQRS-AM & FM/Minneapolis (Cl. Rock) . 603,600
9. KFRC-AM & FM/San Francisco ..... 529,100
10. WYSY-FM/Chicago ..... 508,200

\* Switched To Alternative in January.

# FORMAT LEADERS

## Rock

### AVERAGE QUARTER HOUR

1. KGGO-FM/Des Moines ..... 11.6
2. KLAQ-FM/EI Paso ..... 11.2
3. WZZO-FM/Allentown-Bethlehem ..... 10.1
4. WIMZ-FM/Knoxville\* ..... 10.0
5. WSFL-FM/Greenville-New Bern, NC ..... 9.9
6. WAVF-FM/Charleston, SC ..... 9.0
6. WCMF-FM/Rochester ..... 9.0
8. WFYV-FM/Jacksonville ..... 8.9
9. WROQ-FM/Greenville-Spartanburg ..... 8.5
9. WTPA-FM/Harrisburg-Lebanon ..... 8.5

\* Now Classic Rock.

### CUME

1. KLOS-FM/Los Angeles ..... 852,800
2. WAXQ-FM/New York ..... 848,500
3. WRCX-FM/Chicago ..... 725,200
4. WYSP-FM/Philadelphia ..... 724,400
5. WMMR-FM/Philadelphia ..... 528,200
6. WWDC-FM/Washington, DC ..... 491,900
7. WRIF-FM/Detroit ..... 482,000
8. KEGL-FM/Dallas-Ft. Worth ..... 442,600
9. WKLS-FM/Atlanta ..... 413,200
10. KLOL-FM/Houston-Galveston ..... 388,600

## Spanish

### AVERAGE QUARTER HOUR

1. KBNA-AM & FM/EI Paso ..... 13.7
2. KIWW-FM/McAllen-Brownsville ..... 11.0
3. KGBT-AM/McAllen-Brownsville ..... 10.9
4. KXTN-AM & FM/San Antonio ..... 10.2
5. KKPS-FM/McAllen-Brownsville ..... 7.1
6. KLVE-FM/Los Angeles ..... 6.9
7. WRMA-FM/Miami-Ft. Lauderdale ..... 6.3
8. WSKQ-FM/New York ..... 5.5
9. KLOK-FM/Monterey-Salinas-Santa Cruz ..... 5.1
10. KOQO-AM/Fresno ..... 4.8
10. KTJN & KTJX/McAllen-Brownsville ..... 4.8

### CUME

1. KLVE-FM/Los Angeles ..... 1,211,800
2. WSKQ-FM/New York ..... 1,138,400
3. KLAX-FM/Los Angeles ..... 777,700
4. WADO-AM/New York ..... 544,200
5. KKHJ-AM/Los Angeles ..... 519,100
6. KBUE-FM/Los Angeles ..... 442,700
7. KTNQ-AM/Los Angeles ..... 411,100
8. WOJO-FM/Chicago ..... 377,400
9. WRMA-FM/Miami-Ft. Lauderdale ..... 351,800
10. KWKW-AM/Los Angeles ..... 299,700

## Urban

### AVERAGE QUARTER HOUR

1. WWDM-FM/Columbia, SC ..... 19.0
2. WIKS-FM/Greenville-New Bern, NC ..... 16.0
3. WQUE-FM/New Orleans ..... 13.8
4. WHRK-FM/Memphis ..... 12.6
5. WBLX-FM/Mobile ..... 12.5
6. WWWZ-FM/Charleston, SC ..... 11.2
7. WJMZ-FM/Greenville-Spartanburg ..... 11.1
8. WOWI-FM/Norfolk-Virginia Beach ..... 10.8
9. KQXL-FM/Baton Rouge ..... 10.2
9. WJLB-FM/Detroit ..... 10.2

### CUME

1. WRKS-FM/New York (Urban/Oldies) ..... 1,770,900
2. WBLS-FM/New York (Urban/AC) ..... 1,238,700
3. KKBT-FM/Los Angeles ..... 952,500
4. WGCI-FM/Chicago ..... 877,900
5. WJLB-FM/Detroit ..... 615,500
6. WVAZ-FM/Chicago (Urban/AC) ..... 594,200
7. WVEE-FM/Atlanta ..... 559,200
8. WUSL-FM/Philadelphia ..... 540,100
9. WHUR-FM/Washington, DC ..... 457,700
10. WKYS-FM/Washington, DC ..... 419,800



# DRIVETIME DOMINATORS

## AM Drive/Top 10 Average Quarter-Hour Share 12+, M-F, 6-10 am

1. **WXBQ-FM/Johnson City-Kingsport (Country)** 33.6  
*Richard Quillen & Bill Blake*
2. **KSSK-AM & FM/Honolulu (AC)** 28.7  
*Michael W. Perry & Larry Price*
3. **WIVK-FM/Knoxville (Country)** 27.0  
*Tim Wall, Darren Wilhite*
4. **WFBQ-FM/Indianapolis (Classic Rock)** 24.8  
*Bob & Tom*
5. **WUSY-FM/Chattanooga (Country)** 23.8  
*Capt. Bobby Byrd*
6. **KDKA-AM/Pittsburgh (News/Talk)** 21.2  
*Cigna, Honz, & The K-Team; Mike Pintek*
7. **WRNS-AM & FM/Greenville, NC (Country)** 20.2  
*Wayne Carlisle*
8. **WHAS-AM/Louisville (Full Service)** 19.6  
*Wayne Perkey; Jane Norris*
9. **KMOX-AM/St. Louis (Talk)** 19.5  
*Bill Wilkerson & Wendy Wiese; The Morning Meeting*
10. **WSIX-FM/Nashville (Country)** 19.3  
*Gerry House & The House Foundation*



*Richard Quillen & Bill Blake  
WXBQ-FM/Johnson City-Kingsport-Bristol*



*Michael W. Perry & Larry Price  
KSSK-AM & FM/Honolulu*

## AM Drive/Top 10 Average Cume Persons 12+, M-F, 6-10 am

1. **WINS-AM/New York (News)** 1,443,400  
*Lee Harris, Bob Hagen, Judy DeAngelis*
2. **WCBS-AM/New York (News)** 1,229,800  
*Brigette Quinn & Jeff Caplan*
3. **WXRK-FM/New York (Classic Rock)** 1,069,200  
*The Howard Stern Show*
4. **WQHT-FM/New York (CHR/Rhythmic)** 1,042,800  
*Dr. Dre, Ed Lover & Lisa G*
5. **WHTZ-FM/New York (CHR/Pop)** 974,700  
*The Z-Morning Zoo*
6. **KYW-AM/Philadelphia (News)** 938,000  
*Pat Farnack, Harry Donahue, Ed Abrams*
7. **WPLJ-FM/New York (Hot AC)** 914,800  
*Scott Shannon & Todd Pettengill*
8. **WCBS-FM/New York (Oldies)** 913,700  
*Harry Harrison*
9. **WRKS-FM/New York (Urban/Oldies)** 912,900  
*Jeff Fox*
10. **KPWR-FM/Los Angeles (CHR/Rhythmic)** 849,000  
*The Baka Boyz*



*Lee Harris, Bob Hagen, Judy DeAngelis  
WINS-AM/New York*



*Jeff Caplan & Brigette Quinn  
WCBS-AM/New York*

\* Switched to Alternative in January

# DRIVETIME DOMINATORS

## PM Drive/Top 10 Average Quarter-Hour Share 12+, M-F, 3-7 pm

1. **WXBQ-FM/Johnson City-Kingsport (Country) 34.0**  
*Marty Osborne*
2. **WUSY-FM/Chattanooga (Country) 24.2**  
*David Hughes*
3. **WIVK-FM/Knoxville (Country) 21.2**  
*Ed Brantley*
4. **WRNS-AM & RM/Greenville-New Bern (Country) 19.4**  
*Dale Knippers*
5. **WWDM-FM/Columbia, SC (Urban) 18.6**  
*Vanessa Pendergrass; Tony G*
6. **WIKS-FM/Greenville-New Bern, NC (Urban) 16.4**  
*B.K. Kirkland*
7. **KIIM-FM/Tucson (Country) 15.8**  
*Mark Bateman*
8. **WSIX-FM/Nashville (Country) 15.6**  
*Carl P. Mayfield*
9. **KPRR-FM/El Paso (CHR/Rhythmic) 15.3**  
*Victor Star*
10. **KASE-FM/Austin (Country) 14.6**  
*Gerry Harmon*
10. **KWEN-FM/Tulsa (Country) 14.6**  
*Kevin Meyer*
10. **WHKO-FM/Dayton (Country) 14.6**  
*John Montgomery*



Marty Osborne  
WXBQ-FM/Johnson City



David Hughes  
WUSY-FM/Chattanooga



Ed Brantley  
WIVK-FM/Knoxville



B.K. Kirkland  
WIKS-FM/Greenville, N.C.

## PM Drive/Top 10 Average Cume Persons 12+, M-F, 3-7 pm

1. **WQHT-FM/New York (CHR/Rhythmic) 1,232,700**  
*Wendy Williams; Angie Martinez*
2. **WHTZ-FM/New York (CHR/Pop) 1,088,800**  
*Elvis Duran*
3. **WPLJ-FM/New York (Hot AC) 1,010,800**  
*Fast Jimi Roberts; Rocky Allen*
4. **KPWR-FM/Los Angeles (CHR/Rhythmic) 1,006,500**  
*Big Boy*
5. **WCBS-FM/New York (Oldies) 952,500**  
*Bob Shannon*
6. **WRKS-FM/New York (Urban/Oldies) 950,000**  
*Carol Ford*
7. **WLTW-FM/New York (AC) 931,300**  
*Valerie Smaldone; Steve Roy & Sandy Jackson*
8. **WCBS-AM/New York (News) 873,600**  
*Therese Crowley & Harley Carnes*
9. **KIIS-AM & FM/Los Angeles (CHR/Pop) 760,900**  
*Nastyman*
10. **WMXV-FM/New York (Hot AC) 727,000**  
*Dan Taylor*



Wendy Williams; Angie Martinez  
WQHT-FM/New York



Elvis Duran  
WHTZ-FM/New York



Rocky Allen  
WPLJ-FM/New York



Listed on these four pages are commercial radio stations with World Wide Web sites as of February 22, 1996. All addresses begin with <http://>

<b>A</b>	
KCDD-FM/Abilene, TX (CHR/Pop)	www.abilene.com/power103.html
WFLY-FM/Albany (CHR/Pop)	www.fly92.com
WPYX-FM/Albany (Rock)	www.globalone.net/pyx106
KZRR-FM/Albuquerque (Rock)	www.94rock.com/kzrr
KGNC-AM/Amarillo (N/T)	www.webtex.com/kgnc
KGNC-FM/Amarillo (Country)	www.webtex.com/kgnc
KEZY-FM/Anaheim (Hot AC)	www.kezy.com
KIKF & KYKF/Anaheim-San Fernando, CA (Country)	www.kikf.com
KFQD-AM/Anchorage, AK (FS)	www.corcom.com/kfqd/kfqd.html
KMXS-FM/Anchorage (Hot AC)	www.corcom.com/mix/mix.html
WIQB-FM/Ann Arbor, MI (Cl. Rock)	wiqb.branch.com
WPUP-FM/Athens, GA (Alt)	www.athenstown.com/bulldog
WGST-AM & FM/Atlanta (N/T)	www.southeast.org/wgst
WKLS-FM/Atlanta (Rock)	pr.mese.com/radio/96rock/index.html
WNNX-FM/Atlanta (All)	www.com/99x
WSB-AM/Atlanta (Talk)	www.mindspring.com/~wsb/wsbhome.html
WZGC-FM/Atlanta (Cl. Rock)	www.com/z93/
WFPG-AM/Atlantic City (Talk)	net2.intserv.com:80/~web/wfpg/index.html
WFPG-FM/Atlantic City (AC)	net2.intserv.com:80/~web/wfpg/wfpg-fm.html
WKOE-FM/Atlantic City (Country)	net2.intserv.com:80/~web/wfpg/wkoe-fm.html
WCHZ-FM/Augusta, GA (Alt)	www.cspa.net/z95
WGAC-AM/Augusta, GA (Talk)	www.cspa.net/wgac
WGOR-FM/Augusta, GA (Oldies)	www.cspa.net/coolfm
WZNY-FM/Augusta, GA (CHR/Pop)	www.cspa.net/y105
KAJZ-FM/Austin (NAC)	www.lbj.com/hits/hits.html
KIKY-FM/Austin (Country)	kick.texas.net/
KLBJ-AM/Austin (N/T)	www.lbj.com/am/news.html
KLBJ-FM/Austin (Rock)	www.lbj.com/fm/fm.html

<b>B</b>	
KKXX-FM/Bakersfield (CHR/Rhy)	www.lightspeed.net/~kkxx/kkxx.htm
KRAB-FM/Bakersfield (Rock)	www.lightspeed.net/~krab/krab.htm
WBAL-AM/Baltimore (N/T)	wbal.com
WFMF-FM/Baton Rouge (CHR)	www.intersurf.com/wfmf/
WJBO-AM/Baton Rouge (N/T)	www.intersurf.com/wjbo
WTGE-FM/Baton Rouge (Rock)	www.thetiger.com
WYCT-FM/Baton Rouge (Country)	www.usanetlink.net/srv/
WIXC/Bay City, MI	www.Cl.Rockis.com/~wixc973
KLVI-AM/Beaumont, TX (N/T)	www.sat.net/80%klvi.html
KAFE-FM/Bellingham, WA (AC)	www.kafe.com/kafe/kafe.html
KPUG-AM/Bellingham, WA (Sports)	www.kpug.com
KBMJ-FM/Billings, MT (Rock)	mcn.net/~jeffb/index.html
WAAL-FM/Binghamton, NY (Cl. Rock)	www.binghamton.com/waal/waal.htm
WERC-AM/Birmingham (N/T)	www.werc950am.com
WJOX-AM/Birmingham (Sports)	www.quicklink.net/wjox690.html
WUJJ-FM/Birmingham (AC)	www.mag95fm.com
WIXQ-FM/Birmingham (CHR/Pop)	www.quicklink.net/mix94.5.html
WODL-FM/Birmingham (Cl. Rock)	www.bhm10.net/wodl
WOWC-FM/Birmingham (Country)	www.wowc.com
WZRR-FM/Birmingham (Cl. Rock)	www.quicklink.net/rock93.html
WZZK-AM & FM/Birmingham (Country)	www.bhm10.net/wzzk
WAAF-FM/Boston (Rock)	www.waf.com
WBCN-FM/Boston (Alt)	www.wbcn.com
WBNW-AM/Boston (Sports)	www.wbnw.com
WCRB-FM/Boston (Cl. Rock)	www.wcrb.com
WFBX-FM/Boston (Alt)	www.wfbx.com
WLYN-AM/Boston (Talk)	www.wlyn.com

WNRB-AM/Boston (Rel)	www.peekaboo.net/wnrb
WRKO-AM/Boston (Talk)	www.wrko.com
WXKS-FM/Boston (CHR/Pop)	www.kissfm.com/kiss/
WZLX-FM/Boston (Cl. Rock)	www.wzlx.com
KULF-FM/Brenham, TX (Country)	www.phoenix.net/~kulf
CFJR-FM/Brockville, Ontario, Canada (Cl. Rock)	www.theriverrolls.com
WXMK-FM/Brunswick, GA (Hot AC)	www.gnatnet.net/~magic
WBEN-AM/Buffalo (Talk)	www.insv.com/wben/
WGR-AM/Buffalo (N/T)	www.moran.com/html/wgrhome.html
WEXP-FM/Burlington, VT (AA)	together.net/~ccb/wexp.htm

<b>C</b>	
CKRY-FM/Calgary, Canada (Country)	www.country105.com
WUNX & WUNZ/Cape Cod, MA (All)	www.ccsnet.com/wunx
WTAO-FM/Carbondale, IL (Rock)	www.rock105.com
KDAT-FM/Cedar Rapids, IA (AC)	www.kdat.com
KHAK-FM/Cedar Rapids, IA (Country)	khak.com
KRNA-FM/Cedar Rapids, IA (Rock)	www.netins.net/showcase/krnaweb/
WDWS-AM/Champaign, IL (N/T)	www.prairienet.org/businesswdwshomepage.html
WHMS-FM/Champaign, IL (AC)	www.prairienet.org/business/wdws/homepage.html#Lite
WPGU-FM/Champaign, IL (Alt)	www.prairienet.org/arts/wpgu
WZNF-FM/Champaign, IL (Rock)	www.prairienet.org/rock953
WAVF-FM/Charleston, SC (Rock)	www.awod.com/gallery/96wave/
WCHS-AM/Charleston, WV (Talk)	www.citynet.net/wchs.html
WBT-AM/Charlotte (N/T)	www.wbt.com
WEDJ-FM/Charlotte (CHR/Pop)	web.sunbelt.net/wedj
WFAE-FM/Charlotte (NAC)	www.npr.org/members/WFAE
WWWV-FM/Charlottesville, VA (Rock)	www.cstone.net
CHLQ-FM/Charlottetown, Canada (Country)	www.peinet.pe.ca/people/CTremere/q93.html
WGOW-AM/Chattanooga (N/T)	www.chattanooga.net/RADIO/index.html
WOGT-FM/Chattanooga (Oldies)	www.chattanooga.net/RADIO/index.html
WTMX-FM/Chicago (Hot AC)	www.wtmx.com
WXRT-FM/Chicago (Adult Alt.)	www.wxrt.com
KDIG-FM/Chico, CA (Cl. Rock)	www.z-rock.com
WCKY-AM/Cincinnati (N/T)	www.550wcky.com
WEBN-FM/Cincinnati (Rock)	www.webn.com
WOXY-FM/Cincinnati (Alt)	www.woxy97x.com
KKBZ-FM/Clarinda, IA (Oldies)	www.netins.net/showcase/kmaradio/993bee.htm
WENZ-FM/Cleveland (Alt)	www.americast.com/WENZ/
WLTF-FM/Cleveland (AC)	www.radio-online.com/wlft
WMMS-FM/Cleveland (All)	www.wmms.com/wmms/
WZJM-FM/Cleveland (CHR/Pop)	www.jammin.com
KAGG-FM/College Station, TX (Country)	www.kagg.com/aggie96
KTSR-FM/College Station, TX (Rock)	www.rts.com/reg/bcs/com/ksr
WTAW-AM/College Station, TX (N/T)	www.rts.com/reg/bcs/com/wtaw
KKLI-FM/Colorado Springs (AC)	kkli.com/kkli/
WQNN-FM/Columbus, MS (CHR/Pop)	www.ebicom.net/Q99/
WBZX-FM/Columbus, OH (Rock)	www.wbzx.com
WARQ-FM/Columbia, SC (Rock)	www.warq.com
WHOK-FM/Columbia, SC (CHR/Pop)	www.whok.com
WWDM-FM/Columbia, SC (Urban)	www.warq.com/bigdm

<b>D</b>	
KDGE-FM/Dallas (Alt)	www.kdge.com/kdge
KEGL-FM/Dallas (Rock)	www.kegl.com
KLIF-AM/Dallas (N/T)	www.pic.net/klif/index.html
KLTY-FM/Dallas (Rel)	www.webcasting.com/klty
KLUV-FM/Dallas (Oldies)	www.pic.net/media/kluv/index.html
KPLX-FM/Dallas (Country)	www.pic.net/kplx/index.html
KRLD-AM/Dallas (N/T)	www.webcasting.com/krls
KTCK-AM/Dallas (Sports)	www.pic.net/89tket

# WEBSITE DIRECTORY

## D

KTXQ-FM/Dallas (Rock)	www.pic.net/q102
KVIL-FM/Dallas (AC)	www.pic.net/kvil/
KYNG-FM/Dallas (Country)	www.young-country.com/kyng/
KZPS-FM/Dallas (Cl. Rock)	www.iadfw.net/kzps/
WDAQ-FM/Danbury, CT (Hot AC)	www.98q.com
KMXG-FM/Davenport, IA (Hot AC)	www.qconline.com/mix96/index.htm
WGTV-FM/Dayton (CHR/Pop)	www.erinet.com/wgtz/
WTUE-FM/Dayton (Rock)	www.arsdayton.com
WGNE-FM/Daytona Beach (Country)	advernet.com/frog
WFKS-FM/Daytona Beach, FL (CHR/Pop)	www.america.com/mall/store/kissfm.html
KALC-FM/Denver (Hot AC)	alice106.com
KBPI-FM/Denver (Rock)	www.rmii.com/kbpi/
KIMN-FM/Denver (Oldies)	kimn100.com
KKFN-AM/Denver (Sports)	www.sportsradio.com/kkfn
KRFX-FM/Denver (Cl. Rock)	www.rmii.com/thefox/
KKDM-FM/Des Moines, IA (CHR/Pop)	www.kkdm.com
WJR-AM/Detroit (N/T)	www.760wjr.com
WQRS-FM/Detroit (Clas)	beethoven.com/wqrs/

## E

WNKI-FM/Elmira, NY (CHR/Pop)	www.WINK-106.com
KLRF-FM/Eugene, OR (Adult Alt)	www.combined.com/clear102.html
KRVM-FM/Eugene, OR (AC)	www.krvm.com
KUGN-AM/Eugene, OR (N/T)	www.combined.com/kugnam.html
KUGN-FM/Eugene, OR (Country)	www.combined.com/kugnfm.html

## F

KAYY-FM/Fairbanks, AK (AC)	www.polamet.fnsb.ak.us/Users/COMCO/magic.htm
KIAK-AM/Fairbanks, AK (N/T)	www.polarnet.com/users/COMCO/AM970
KIAK-FM/Fairbanks, AK (Country)	www.polarnet.com/users/COMCO/KIAK
KKDJ-FM/Fresno (Cl. Hits)	www.kkdj.com
KRZR-FM/Fresno (Rock)	www.valley.net.com/krzr
WJBX-FM/Ft. Myers (Adult Alt)	www.99xwjb.com
WJST-FM/Ft. Myers (Rock)	www.storm106.com
WXKB-FM/Ft. Myers (CHR/Pop)	www.astrobs.com/b1039.htm
WKSM-FM/Ft. Walton Beach (Rock)	www.cybertron.com/ftw/wkzm
WYZB-FM/Ft. Walton Beach (Country)	www.cybertron.com/ftw/wyzb
WAJI-FM/Ft. Wayne (AC)	waji.com
WBYP-FM/Ft. Wayne (Rock)	www.wbyr.com
WLDE-FM/Ft. Wayne (Oldies)	wlde.com

## G

WRUF-FM/Gainesville (Rock)	www.rock104.com
WBOQ-FM/Gloucester, MA (Clas)	www.netaxs.com/people/isphere/wbach
KSTR-FM/Grand Junction, CO (Cl. Rock)	cognet.com/kstr/kstar.html
CFJG-AM/Grand Prairie, Canada(AC)	www.terranel.ab.ca/~khilgers
WBCT-FM/Grand Rapids (Country)	www.b93.com
WGRD-FM/Grand Rapids, MI (Alt)	www.iserv.net/wgrd/
WKLQ-FM/Grand Rapids, MI (Rock)	www.wklq.com/klq/index.html
WOOD-AM & FM/Grand Rapids (AC)	www.woodradio.com/
WJMZ-FM/Greenville, SC (Urban)	www.radio-online.com/hamilton/jamz.htm
WXWX-FM/Greenville, SC (Oldies)	www.globalvision.net/103x

## H

WKSS-FM/Hartford (CHR/Pop)	www.KISS957.com
WTIC-AM/Hartford (FS)	www.wtic.com
WRGX-FM/Hawthorne, NY (Rock)	www.x107.com/
KCWM-AM/Hondo, TX (Country)	www.Cl.Rock1.com/~rdcole/kcwm.html
KCCN-AM/Honolulu (Hawaiian)	www.hotspots.hawaii.com/kccnam.html
KCCN-FM/Honolulu (Hawaiian)	www.hotspots.hawaii.com/FM100.html
KDEO-FM/Honolulu (Alt)	www.lava.net/radio-free
KINE-FM/Honolulu (Hawaiian)	www.hotspots.hawaii.com/KINEFM.html
KPOI-FM/Honolulu (Alt)	planet-hawaii.com/~edge

KRTR-FM/Honolulu (AC)	hisurf.aloha.com/QsengStuff/Qseng.html
KUCD-FM/Honolulu (NAC)	www.pixi.com/~cd1019
KHMX-FM/Houston (Hot AC)	www.khmx.com
KIKK-AM & FM/Houston (Country)	www.kikk.com
KKRW-FM/Houston (Cl. Hits)	www.kkrw.com
KLOL-FM/Houston (Rock)	www.klol.com
KODA-FM/Houston (AC)	www.sunny99.com
KRBE-FM/Houston (CHR/Pop)	www.neosoft.com/KRBE/
KRTS & KRTR/Houston (Clas)	www.cybersim.com/krts
KTBZ-FM/Houston (Alt)	www.thebuzz.com
WDRM-FM/Huntsville, AL (Country)	www.wdrm.com
WEUP-AM & FM/Huntsville, AL (Urban)	iquest.com/~weup/
WPXC-FM/Hyannis, MA (Rock)	www.capecod.net/wpxc/
WRZE-FM/Hyannis-Nantucket, MA (CHR/Pop)	www.capecod.net/wrze/

## I

WFBQ-FM/Indianapolis (Cl. Rock)	www.wfbq.com
WRZX-FM/Indianapolis (Alt)	www.wrzx.com/X103
WTLC-AM & FM/Indianapolis (Urban)	sigmaduke.iserver.com/wtlc/

## J

WSTZ-FM/Jackson, MS (Rock)	www.teclink.net/z106/
WQIK-FM/Jacksonville (Country)	www.wqik.com
WJNC-AM/Jacksonville, NC (FS)	www.coastalnet.com/cnmedia/wjnc/wjnc.htm
WCLO-AM/Janesville, WI (FS)	pages.prodigy.com/WI/wclowjvl/wclo.html
KJMO-FM/Jefferson City, MO (Oldies)	www.socketis.net/kwoskjmo
KWOS-AM/Jefferson City, MO (N/T)	www.socketis.net/kwoskjmo
WJCW-AM/Johnson City, TN (Talk)	www.tricon.net/Comm/tcrg/tcrg2.html
WKIN-AM/Johnson City, TN (N/T)	www.tricon.net/Comm/tcrg/tcrg2.html
WKOS-FM/Johnson City, TN (Oldies)	www.tricon.net/Comm/tcrg/tcrg2.html
WQUT-FM/Johnson City, TN (Cl. Rock)	www.tricon.net/Comm/tcrg/tcrg2.html
WKYE-FM/Johnstown, PA (Hot AC)	www.citipage.com
KINY-AM/Juneau, AK (FS)	www.ptialaska.net/~kiny/
KSUP-FM/Juneau, AK (Rock)	www.ptialaska.net/~ksup/

## K

WKFR-FM/Kalamazoo, MI (CHR/Pop)	www.wkfr.com
WKZO-AM/Kalamazoo, MI (N/T)	www.net-link.net/wkzo
WNTX-FM/Kalamazoo, MI (Alt)	www.radiox.com
WQLR-FM/Kalamazoo, MI (AC)	www.net-link.net/qLite
WQSN-AM/Kalamazoo, MI (Sports)	www.net-link.net/wqsn
WRKR-FM/Kalamazoo, MI (Rock)	www.wrkr.com
KQRC-FM/Kansas City (Rock)	www.accunet.com/therock/
KOOV-FM/Killeen, TX (Country)	www.vvm.com/~kooov

## L

WASK-AM & FM/Lafayette, IN (N/T)	www.wask.com/wask
WAZY-FM/Lafayette, IN (Hot AC)	www.wazy.mdn.com
KSMB-FM/Lafayette, LA (CHR/Pop)	ksmb945.com
KTPI-FM/Lancaster-Palmdale, CA (Country)	www.ptw.com/~ktpi
WJXQ-FM/Lansing, MI (Rock)	www.voyager.net/q106
KEDG-FM/Las Vegas (Alt)	www.intermind.net/kedg/
KNUU-AM/Las Vegas (N/T)	www.vegas.com/otherside/knews/hompag.html
KOMP-FM/Las Vegas (Rock)	www.wizard.com/komp
KMGZ-FM/Lawton, OK (CHR/Pop)	kmgz.com
WVLK-FM/Lexington, KY (Country)	andromeda.mis.net/k93/k93main.html
KFOR-AM/Lincoln, NE (FS)	www.lincnet.com/lincnet/pages/kfor.htm
KFRX-FM/Lincoln, NE (CHR/Pop)	www.lincnet.com/lincnet/pages/kfrx.htm
KFTH-FM & KDRE-FM/Little Rock (Alt)	www.fliinn.com/dre.html
KURB-FM/Little Rock (Hot AC)	dragon.axs.net/b98.5/
WBAB-FM/Long Island (Rock)	www.wbab.com
WDRE-FM/Long Island (Alt)	www.ant.net/wdre/index1.htm
KABC-AM/Los Angeles (Talk)	www.kabctalkradio.com





## R

WRVQ-FM/Richmond (CHR/Pop)	www.infi.net/~allenk/index.html
WHAM-AM/Rochester, NY (N/T)	www.eznet.net/wham/
WVOR-FM/Rochester, NY (AC)	www.eznet.net/wvor/
WWWG-AM/Rochester, NY (Misc)	spinning.com/wwwg/

## S

KFBK-AM/Sacramento (N/T)	www.kfbk.com
KRXQ-FM/Sacramento (Rock)	www.93ROCK.com
KBZN-FM/Salt Lake City (NAC)	www.intele.net/breeze/index.html
KRGO-FM/Salt Lake City (Country)	www.xmission.com/~cwhitman/kargo.html
KXRK-FM/Salt Lake City (Alt)	www.x96.com/x96/index.html
KCYF-FM/San Antonio (Country)	www.txdirect.net/y100
KCJZ-FM/San Antonio (NAC)	www.txdirect.net:80/kcjz/
KISS-FM/San Antonio (Rock)	www.txdirect.net/kiss
KKYX-AM/San Antonio (Country)	www.txdirect.net:80/kkyx
KQXT-FM/San Antonio (AC)	www.txdirect.net:80/kq102
KSMG-FM/San Antonio (Hot AC)	www.txdirect.net:80/magic/
KTFM-FM/San Antonio (CHR/Rhy)	www.txdirect.net:80/ktfm
KTSA-AM/San Antonio (N/T)	www.txdirect.net:80/ktsa/
KZDC-AM/San Antonio (Rock)	www.txdirect.net:80/kzdc/
KZEP-FM/San Antonio (Cl. Rock)	www.txdirect.net/kzep
WOAI-AM/San Antonio (N/T)	woai.texas.net/
KCBQ-FM/San Diego (AC)	www.kcbq.com
KGB-FM/San Diego (Cl. Hits)	www.tbo.com/kgb
KIFM-FM/San Diego (NAC)	www.kifm.com
KKBH-FM/San Diego (Oldies)	www.beachfm.com
KMKX-FM/San Diego (Cl. Rock)	www.kmkx.com
KSDO-AM/San Diego (N/T)	www.ksdoradio.com
KSON-AM & FM/San Diego (Country)	www.kson.com
XTRA-AM/San Diego (Sports)	www.xtrasports.com
XTRA-FM/San Diego (Alt)	www.cerf.net/91x.html
KDFC-FM/San Francisco (Clas)	www.tbo.com/kfdc/index.html
KFOG-FM/San Francisco (Ad. Alt)	www.kfog.com
KITS-FM/San Francisco (Alt)	www.live105.com/live105/
KJAZ-FM/San Francisco (Jazz)	www.dnai.com/~lmcohen/kjaz.html
KKSF-FM/San Francisco (NAC)	www.tbo.com/kksf/index.html
KPIX-AM & FM/San Francisco (N/T)	www.kpix.com/
KSAN-FM/San Francisco (Country)	www.ksan.com
KBAY-FM/San Jose (AC)	web.kbay.com
KOME-FM/San Jose (Alt)	www.kome.com
KSJO-FM/San Jose (Rock)	www.ksjo.com
KUFX-FM/San Jose (Cl. Rock)	www.kufx.com
KWBR-FM/San Luis Obispo, CA (Rock)	www.callamer.com/~tym
KPIG-FM/Santa Cruz (Ad. Alt)	www.kpig.com
KSCO-AM/Santa Cruz (Talk)	human.com/radionet/
WAEV-FM/Savannah, GA (AC)	www.hargray.com/mix.htm
WJCL-FM/Savannah, GA (Country)	www.wce.com/kix96/main.html
KING-FM/Seattle (Clas)	www.king.org
KIRO-AM/Seattle (N/T)	www.halcyon.com/kiro/hello.html#kiroam
KIRO-FM/Seattle (Talk)	www.halcyon.com/cathyd/buzz/buzz.html
KISW-FM/Seattle (Rock)	www.kisw.com
KJR-FM/Seattle (Oldies)	www.halcyon.com/normg/kjr_fm.htm
KLSY-FM/Seattle (AC)	www.tecinsight.com/klsy
KMPS-AM & FM/Seattle (Country)	www.kmps.com
KNWX-AM/Seattle (N/T)	www.halcyon.com/kiro/hello.html#knwx
KOMO-AM/Seattle (R&B)	useattle.uspan.com/komo/entertainment-news.html
KPLZ-FM/Seattle (Hot AC)	www.fishcomm.com/fishcomm/star/starp.html
KVI-AM/Seattle (Talk)	www.fishcomm.com/fishcomm/kvi/kvihome.html
KYCW-FM/Seattle (Country)	nwlink.com/~yngcntry/kycw.html
KZOK-FM/Seattle (Cl. Rock)	www.kzok.com/
KMA-AM/Shenandoah, IA (Country)	www.netins.net/showcase/kmaradio/
KWKH-AM & FM/Shreveport, LA (Country)	www.elysian.net/geb/KWKH.htm
WZOW-FM/South Bend, IN (Rock)	www.SKYENET.NET/~mitchvis/wzow.htm

KZZU-FM/Spokane (CHR/Pop)	radio.skywalk.com/kzzu
WHYN-AM/Springfield, MA (N/T)	whyn.com/am/
WHYN-FM/Springfield, MA (AC)	whyn.com/fm/
KTTS-AM & FM/Springfield, MO (Country)	www.elysian.net/geb/KTTS.htm
KTOZ-FM/Springfield, MO (Alt)	www.woodtech.com/channelz/index.html
KVYN-FM/St. Helena, CA (AC)	www.kvonkyvn.com
KSD-FM/St. Louis (Rock)	www.icon-stl.net/ksdfm/
KMOX-AM/St. Louis (News/Talk)	www.kmox.basic.net
KYKY-FM/St. Louis (Hot AC)	www.icon-stl.net/y98fm/
WHEN-AM/Syracuse (Sports)	when.dreamscape.com
WHEN-FM/Syracuse (Country)	when.dreamscape.com
WNTQ-FM/Syracuse (CHR/Pop)	www.rway.com/93q/

## T

WBZE-FM/Tallahassee, FL (AC)	www.polaris.net/~breeze/breeze.htm
WFLA-AM/Tampa (Talk)	www.970wfla.com
WTBT-FM/Tampa (Cl. Rock)	Thunder1055.com
WUSA-FM/Tampa (AC)	www.321.com/101
WMGI-FM/Terre Haute, IN (CHR/Pop)	behavnet.com/mix100/index.htm
WVKS-FM/Toledo (CHR/Pop)	www.toledolink.com/kissfm/
WWWFM-FM/Toledo (AC)	www.toledolink.com/3wm/
CFNY-FM/Toronto (Alt)	web.passport.ca/edge
CHUM-AM/Toronto (Oldies)	www.1050chum.com
CILQ-FM/Toronto (Rock)	www.q107.com
CKWF-FM/Toronto, Canada (Cl. Rock)	www.accel.net/wolf.htm
WPST-FM/Trenton, NJ (CHR/Pop)	www.wpst.com
KONA-AM/Tri-Cities, WA (AC)	www.owt.com/kona
KONA-FM/Tri-Cities, WA (AC)	www.owt.com/konafm
KFMA-FM/Tucson (Alt)	www.kfma.com
KKHG-FM/Tucson (Cl. Rock)	www.radweb.com/thehog
KKND-AM/Tucson (Alt)	www.radweb.com/theend
KLPX-FM/Tucson (Rock)	biz.rtd.com/klpx
KMXZ-FM/Tucson (AC)	www.radweb.com/mixfm
KCKI-FM/Tulsa (Country)	www.elysian.net/geb/KCKI.htm
KGTO-AM/Tulsa (Oldies)	www.krav.com/kgto.htm
KMOD-FM/Tulsa (Rock)	www.kmod.com/index.shtml
KMYZ-FM/Tulsa (Alt)	www.edgeline.com
KRAV-FM/Tulsa (AC)	www.krav.com

## U

WKDY-FM/Utica-Rome, NY (CHR/Pop)	www.borg.com/~kiss102
CFMI-FM/Vancouver, Canada (Cl. Rock)	www.rock101.com
CFUN-AM/Vancouver, Canada (AC)	www.cfun.com
CHQM-FM/Vancouver, Canada (AC)	www.qmfm.com
CKZZ-FM/Vancouver, Canada (CHR)	www.z95.com

## W

WARW-FM/Washington (Cl. Rock)	www.arrow947.com
WASH-FM/Washington (AC)	www.wash.com
WMZK-FM/Wausau, WI (Rock)	wis.com.z104
WEAT-AM/W. Palm Beach (News/Sports)	www.radio-1.com
WEAT-FM/W. Palm Beach (AC)	www.radio-1.com
WIRK-FM/W. Palm Beach (Country)	www.wirk.com
WOLL-FM/W. Palm Beach (Oldies)	www.radio-1.com
WPBZ-FM/W. Palm Beach (Alt)	www.buzz103.com
WEBE-FM/Westport, CT (AC)	www.webe.com
KFDI-FM/Wichita (Country)	www.elysian.net/kfdi/kfdi.htm
KICT-FM/Wichita (Rock)	www.elysian.net/195/195.htm
KRBB-FM/Wichita (AC)	www.southwind.net/b98fm
KRZZ-FM/Wichita (Rock)	www.southwind.net/krzz/
KSPG-FM/Wichita (Country)	www.elysian.net/geb/KSPG.htm
KTLI-FM/Wichita (Rel)	www.southwind.net/ktli/
WJBR-FM/Wilmington, DE (AC)	www.wjbr.com/wjbr
KHME-FM/Winona, MN (AC)	www.luminet.net/mktplace/home101

# RATINGS INFORMATION GUIDE

## How To Use The Ratings Information

As you examine R&R's "Ratings Report & Directory, Vol. 1, '96," you'll find the following highlights featured in the detailed market breakdowns.

### 1 SHARE TRENDS

All stations in the Top 50 markets which earned at least a 1.0 share and the top 10 stations in markets 51-100 (according to the Fall '95 Arbitron) are listed. Trends read left to right, with the most recent results on the right. 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.

### 2 STATION/FORMAT

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

### 3 FREQUENCY/POWER

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

### 4 AUDIENCE RANKINGS

The six rankings to the right of the frequency power column will help you understand a station's core strength. The first listing shows the Monday-Sunday (total persons 12+) come rank, followed by five AOH demo ranks for teens and adults. Also featured: demographic rankings for the Top 50 markets based on Monday-Sunday AOH.

### 5 AVERAGE MINUTES LISTENED

The column immediately following the 35-64 ranking shows the average number of minutes the audience spent listening to the station. This is based upon total persons 12+, Monday-Sunday, 6am-midnight.

### 6 OWNER & REP INFORMATION

For the convenience of R&R "Ratings Report" users, we designate all station owners (as of March 8th) and their national rep affiliations as listed in each Arbitron report.

### 7 NOTATIONS

Updates are listed noting format and call letter changes, LMA activity, and which stations have web sites.

### 8 FORMAT REACH CHART

The lower-right corner of each Top 50 market page features a bar graph ranking format reach. Format totals are computed by adding the Fall '95 12+ Monday-Sunday AOH numbers shown in each market trend list. For example, a News/Talk share is added together.

### 9 MARKET POPULATION

The 12+ population for each market is shown with the Black and Hispanic percentages in parentheses. In those markets where an ethnic breakdown is not applicable, the code N/A is used.

R&R

NEW YORK

#1 NEW YORK

12+ POPULATION: 14,114,700 (Black: 21.0%; Hispanic: 20.2%)

WINTER '94	SPRING '95	SUMMER '95	12+ AOH	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS LISTENED	OWNER	NATIONAL REP FIRM
4.8	5.4	6.1	6.6	6.1	<b>WOHT-FM</b> <i>CHR/Rhythmic</i>	97.1 6.7kw	4	<b>1</b>	<b>1</b>	2	11	23	89	Emmis	MMR
4.2	4.4	5.0	4.7	5.5	<b>WSKQ-FM</b> <i>Spanish</i>	97.9 7.8kw	16	3	2	<b>1</b>	<b>1</b>	3	134	Spanish Br. Sys.	SBS
4.9	4.6	4.6	4.8	4.9	<b>WCBS-FM</b> <i>Oldies</i>	101.1 6.8kw	5	11	11	6	2	<b>1</b>	74	CBS Radio	CBS
3.8	7.4	6.7	6.1	4.9	<b>WRKS-FM</b> <i>Urban/Oldies</i>	98.7 7.8kw	7	5	5	4	3	4	76	Emmis	D&R
4.4	4.1	4.1	4.7	4.6	<b>WLTW-FM</b> <i>AC</i>	106.7 6kw	8	13	10	7	5	2	73	Viacom	KATZ
4.7	4.1	4.0	3.6	4.5	<b>WABC-AM</b> <i>Talk</i>	770 50kw	11	32	22	16	13	5	93	Cap Cities/ABC	BAN
3.8	3.5	3.6	3.7	4.1	<b>WPLJ-FM</b> <i>Hot AC</i>	95.5 6.7kw	6	6	3	3	4	11	64	Cap Cities/ABC	KATZ
4.2	4.4	4.6	4.2	3.8	<b>WHTZ-FM</b> <i>CHR/Pop</i>	100.3 6kw	2	2	4	8	12	22	49	Chancellor	KATZ
3.5	3.5	3.2	3.3	3.7	<b>WCBS-AM</b> * <i>News</i>	880 50kw	3	26	19	17	15	8	53	CBS Radio	CBS
3.3	3.2	3.3	3.1	3.6	<b>WXRK-FM</b> † <i>Classic Rock</i>	92.3 6kw	9	16	6	5	6	9	64	Infinity	IRS
3.6	4.0	3.7	3.5	3.5	<b>WINS-AM</b> <i>News</i>	1010 30(50)kw	<b>1</b>	12	17	18	16	10	45	CBS Radio	G/W
3.9	3.3	3.0	3.5	3.1	<b>WQCD-FM</b> <i>NAC</i>	101.9 6.2kw	13	23	13	11	7	6	66	Tribune	CHR
3.3	2.7	2.6	2.9	3.0	<b>WMXV-FM</b> <i>Hot AC</i>	105.1 7.8kw	10	7	7	9	8	15	59	Bonneville Int.	SEN

\* Switched to WKTU-FM (CHR/Rhythmic) on February 10. † Rock formatted until mid-July. ‡ WALK-AM switched to Easy Listening on January 1. \* See Website Directory.

### DEMOGRAPHIC RANKINGS

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WOHT-FM	1 WOHT-FM	1 WXRK-FM	1 WSKO-FM	1 WXRK-FM	1 WSKO-FM
2 WXRK-FM	2 WPLJ-FM	2 WOHT-FM	2 WRKS-FM	2 WCBS-FM	2 WRKS-FM
3 WSKO-FM	3 WSKO-FM	3 WSKO-FM	3 WPLJ-FM	3 WSKO-FM	3 WLTW-FM
4 WHTZ-FM	4 WRKS-FM	4 WCBS-FM	4 WOHT-FM	4 WFAN-AM	4 WPLJ-FM
5 WPLJ-FM	5 WHTZ-FM	5 WFAN-AM	5 WLTW-FM	5 WRKS-FM	5 WCBS-FM
6 WAXQ-FM	6 WMXV-FM	6 WPLJ-FM	6 WMXV-FM	6 WPLJ-FM	6 WMXV-FM
7 WRKS-FM	7 WBLS-FM	7 WRKS-FM	7 WCBS-FM	7 WLTW-FM	7 WQCD-FM
8 WFAN-AM	8 WLTW-FM	8 WHTZ-FM	8 WHTZ-FM	8 WQCD-FM	8 WBLS-FM
9 WLTW-FM	9 WXRK-FM	9 WLTW-FM	9 WBLS-FM	9 WABC-AM	9 WXRK-FM
10 WCBS-FM	10 WCBS-FM	10 WAXQ-FM	10 WQCD-FM	10 WOHT-FM	10 WHTZ-FM

### FORMAT REACH

NEWS/TALK	18.6
AC	15.1
CHR	9.9
OLDIES/CR	8.5
SPANISH	7.8
URBAN	7.8
NAC	3.1
CLASSICAL	2.6
NOSTALGIA	2.0
COUNTRY	1.9
ROCK	1.9
ADULT ALT.	1.7

## Reps Abbreviation Key

21ST	21st Century Broadcasting	MCG	McGavren-Guild Inc.
AMA	Art Moore & Associates	MMR	Major Market Radio
BAN	Banner Radio	MMRE	Major Market Radio/Espanol
BLAIR	Blair Radio	MMS	Michigan Spot Sales
CAB	Caballero Spanish Media	MSS	Mid-South Sales
CBS	CBS Radio Spot Sales	PATT	Patt Media
CCRS	Clear Channel Radio Sales	RSS	Radio Spot Sales
CHR	The Christal Company	REG	Regional Representatives
CMBS	Concert Music Broadcast Sales Inc.	REP	Republic Radio Inc.
CRA	Crawford Broadcasting Co.	ROS	Roslin Radio Sales Inc.
D&R	D&R	SAV	Savalli Broadcast Sales
EAST	Eastman Radio Inc.	SEN	Sentry
G/W	Group W Radio Sales	SRR	Salem Radio Representatives
IRS	Infinity Radio Sales	SSS	Southern Spot Sales
KATZ	Katz Radio	SBS	Spanish Broadcasting System
KBS	Keystone Broadcasting System	TNS	TN Spot Sales
KT-H	Katz Hispanic	TOR	Torbet Radio
K&P	Katz & Powell	TRS	Television Radio Sales
LOTUS	Lotus Hispanic Reps	WRS	Williams Radio Sales



12+ POPULATION: 14,114,700 (Black: 21.0%; Hispanic: 20.2%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REF FIRM
4.8	5.4	6.1	6.6	6.1	1	WQHT-FM CHR/Rhythmic	97.1 6.7kw	4	1	1	2	11	23	89	Emmis	MMR
4.2	4.4	5.0	4.7	5.5	2	WSKQ-FM Spanish	97.9 7.8kw	16	3	2	1	1	3	134	Spanish Br. Sys.	SBS
4.9	4.6	4.6	4.8	4.9	3	WCBS-FM Oldies	101.1 6.8kw	5	11	11	6	2	1	74	CBS Radio	CBS
3.8	7.4	6.7	6.1	4.9	3	WRKS-FM Urban/Oldies	98.7 7.8kw	7	5	5	4	3	4	76	Emmis	D&R
4.4	4.1	4.1	4.7	4.6	5	WLTW-FM AC	106.7 6kw	8	13	10	7	5	2	73	Viacom	KATZ
4.7	4.1	4.0	3.6	4.5	6	WABC-AM Talk	770 50kw	11	32	22	16	13	5	93	Cap Cities/ABC	BAN
3.8	3.5	3.6	3.7	4.1	7	WPLJ-FM Hot AC	95.5 6.7kw	6	6	3	3	4	11	64	Cap Cities/ABC	KATZ
4.2	4.4	4.6	4.2	3.8	8	WHTZ-FM CHR/Pop	100.3 6kw	2	2	4	8	12	22	49	Chancellor	KATZ
3.5	3.5	3.2	3.3	3.7	9	WCBS-AM ♦ News	880 50kw	3	26	19	17	15	8	53	CBS Radio	CBS
3.3	3.2	3.3	3.1	3.6	10	WXRK-FM 1 Classic Rock	92.3 6kw	9	16	6	5	6	9	64	Infinity	IRS
3.6	4.0	3.7	3.5	3.5	11	WINS-AM News	1010 30(50)kw	1	12	17	18	16	10	45	CBS Radio	G/W
3.9	3.3	3.0	3.5	3.1	12	WQCD-FM NAC	101.9 6.2kw	13	23	13	11	7	6	66	Tribune	CHR
3.3	2.7	2.6	2.9	3.0	13	WMXV-FM Hot AC	105.1 7.8kw	10	7	7	9	8	15	59	Bonneville Int.	SEN
3.8	2.7	2.9	3.2	2.9	14	WBLS-FM Urban/AC	107.5 5.4kw	14	8	9	10	9	14	65	Inner City	MCG
2.8	2.2	2.5	2.3	2.9	14	WFAN-AM Sports	660 50kw	12	10	15	12	10	7	61	Infinity	IRS
3.3	3.0	2.9	2.8	2.8	16	WOR-AM ♦ Talk	710 50kw	15	34	32	27	23	17	69	Buckley	MCG
2.7	2.8	2.3	2.6	2.6	17	WQXR-FM Classical	96.3 7.8kw	19	36	28	22	21	13	79	New York Times	CMBS
1.7	2.1	1.6	1.3	2.3	18	WADO-AM Spanish	1280 5kw	23	14	21	20	19	12	120	Spanish Radio Net.	KT-H
2.4	1.9	2.4	2.3	2.3	18	WPAT-FM 2 AC	93.1 5.4kw	17	9	14	15	17	18	62	Spanish Br. Sys.	MMR
1.3	1.8	2.2	2.0	2.0	20	WQEW-AM Nostalgia	1560 50kw	22	--	38	38	35	19	97	New York Times	MMR

1 Switched to Alternative in January. 2 Switched to Spanish/AC format on January 20. ♦ See Website Directory.

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# TODAY'S BEST MUSIC

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**(212) 581-3962**

12+ POPULATION: 14,114,700 (Black: 21.0%; Hispanic: 20.2%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REF FIRM
1.8	2.1	2.0	2.0	1.9	21	WAXQ-FM Rock	104.3 7.8kw	20	4	8	14	20	13	61	GAF	TOR
1.8	2.7	2.2	2.4	1.9	21	WYNY-FM <sup>3</sup> Country	103.5 6.7kw	21	17	18	19	18	16	67	Evergreen Media	EAST
2.3	2.1	2.3	1.9	1.7	23	WNEW-FM <sup>4</sup> ♦ Adult Alternative	102.7 7.8kw	18	18	12	13	14	20	49	CBS Radio	G/W
1.2	1.0	0.9	1.0	1.2	24	WLIB-AMz News/Talk	1190 10kw	27	30	16	21	24	24	107	Inner City	MCG
1.0	1.0	0.9	1.0	1.1	25	WALK-A/F <sup>5</sup> AC	1370/97.5 5kw/39kw	24	15	26	23	22	21	81	Chancellor	KATZ

<sup>3</sup> Switched to WKTU-FM (CHR/Rhythmic) on February 10. <sup>4</sup> Rock formatted until mid-July. <sup>5</sup> WALK-AM switched to Easy Listening on January 1. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	NEWS/TALK	AC	CHR	OLDIES/CR	SPANISH	URBAN	NAC	CLASSICAL	NOSTALGIA	COUNTRY	ROCK	ADULT ALT.
1 WQHT-FM	1 WQHT-FM	1 WXRK-FM	1 WSKQ-FM	1 WXRK-FM	1 WSKQ-FM	18.6	15.1	9.9	8.5	7.8	7.8	3.1	2.6	2.0	1.9	1.9	1.7
2 WXRK-FM	2 WPLJ-FM	2 WQHT-FM	2 WRKS-FM	2 WCBS-FM	2 WRKS-FM												
3 WSKQ-FM	3 WSKQ-FM	3 WSKQ-FM	3 WPLJ-FM	3 WSKQ-FM	3 WSKQ-FM												
4 WHTZ-FM	4 WRKS-FM	4 WCBS-FM	4 WQHT-FM	4 WFAN-AM	4 WPLJ-FM												
5 WPLJ-FM	5 WHTZ-FM	5 WFAN-AM	5 WLTW-FM	5 WRKS-FM	5 WCBS-FM												
6 WAXQ-FM	6 WMXV-FM	6 WPLJ-FM	6 WMXV-FM	6 WPLJ-FM	6 WMXV-FM												
7 WRKS-FM	7 WBLS-FM	7 WRKS-FM	7 WCBS-FM	7 WLTW-FM	7 WQCD-FM												
8 WFAN-AM	8 WLTW-FM	8 WHTZ-FM	8 WHTZ-FM	8 WQCD-FM	8 WBLS-FM												
9 WLTW-FM	9 WXRK-FM	9 WLTW-FM	9 WBLS-FM	9 WABC-AM	9 WXRK-FM												
10 WCBS-FM	10 WCBS-FM	10 WAXQ-FM	10 WQCD-FM	10 WQHT-FM	10 WHTZ-FM												

More than Research – Answers<sup>SM</sup>

Harker Research

919 • 954 • 8300

12+ POPULATION: 9,687,300 (Black: 10.1%; Hispanic: 36.7%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
3.0	5.2	4.7	4.8	6.9	1	1	<b>KLVE-FM</b> Spanish	107.5 29.5kw	4	7	1	1	1	2	105	Heftel	CAB
5.5	5.0	5.2	5.3	5.5	2	2	<b>KPWR-FM</b> CHR/Rhythmic	105.9 25kw	1	1	2	2	16	30	61	Emmis	D&R
4.6	3.4	3.9	3.9	4.8	3	3	<b>KFI-AM</b> Talk	640 50kw	7	29	17	10	2	1	78	Cox	CHR
3.8	4.0	4.2	4.2	4.0	4	4	<b>KKBT-FM</b> Urban	92.3 43kw	11	2	4	3	9	19	78	Evergreen Media	MMR
4.1	4.2	4.5	4.2	3.6	5	5	<b>KIIS-A/F</b> ♦ CHR/Pop	1150/102.7 5kw/8kw	2	3	6	7	12	17	46	Gannett	MCG
4.0	4.1	4.3	3.2	3.6	5	5	<b>KOST-FM</b> AC	103.5 12.5kw	5	12	9	9	6	6	56	Cox	CHR
4.5	4.4	4.4	4.5	3.6	5	5	<b>KROQ-FM</b> ♦ Alternative	106.7 5.6kw	9	4	3	5	14	35	61	Infinity	IRS
3.8	3.2	3.8	3.9	3.5	8	8	<b>KRTH-FM</b> Oldies	101.1 51kw	3	8	14	11	4	3	48	Infinity	IRS
5.6	4.5	3.4	3.3	3.2	9	9	<b>KLAX-FM</b> Spanish	97.9 50kw	16	5	8	6	11	15	75	Spanish Br. Sys.	SBS
2.5	2.6	3.0	2.9	3.2	9	9	<b>KTWV-FM</b> NAC	94.7 55kw	15	20	16	12	3	4	72	CBS Radio	G/W
1.7	2.2	1.9	2.8	3.1	11	11	<b>KKHJ-AM</b> Span	930 5kw	22	19	5	4	5	11	112	Lieberman	KT-H
3.2	2.6	3.1	3.2	2.9	12	12	<b>KABC-AM</b> ♦ Talk	770 5kw	17	33	36	31	22	7	71	Cap Cities/ABC	KATZ
3.6	3.2	3.2	3.2	2.9	12	12	<b>KBIG-FM</b> ♦ AC	104.3 105kw	8	10	11	13	10	12	50	Bonneville Int.	SEN
2.6	2.5	2.9	2.2	2.8	14	14	<b>KYSR-FM</b> Hot AC	98.7 75kw	12	14	7	8	8	16	56	Viacom	BAN
2.2	3.7	3.3	3.0	2.7	15	15	<b>KNX-AM</b> ♦ News	1070 50kw	6	37	35	21	17	5	44	CBS Radio	CBS
2.4	2.4	2.4	2.7	2.4	16	16	<b>KCBS-FM</b> ♦ Classic Hits	93.1 28.5kw	14	15	15	14	7	8	54	CBS Radio	CBS
2.5	2.5	2.4	2.4	2.4	16	16	<b>KFWB-AM</b> News	980 5kw	10	31	28	23	21	10	42	CBS Radio	G/W
2.7	2.3	3.3	2.9	2.4	16	16	<b>KLOS-FM</b> Rock	95.5 61kw	13	9	10	15	13	23	51	Cap Cities/ABC	KATZ
1.9	2.1	1.9	1.7	2.0	19	19	<b>KXEZ-FM</b> AC	100.3 5.3kw	18	21	20	19	18	9	55	Viacom	BAN
1.7	1.5	2.1	2.1	1.9	20	20	<b>KLAC-AM</b> Nostalgia	570 5kw	21	34	39	38	34	18	67	Chancellor	KATZ

♦ See Website Directory.



+ **KFI AM 640** =

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information call  
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**More Stimulating Talk Radio**





12+ POPULATION: 14,114,700 (Black: 21.0%; Hispanic: 20.2%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
2.4	2.1	2.2	2.3	1.9	20	<b>KLSX-FM 1</b> ♦ Talk/Cl. Rock*	97.1 21kw	19	23	13	16	15	20	57	Greater Media Inc.	MMR
1.3	1.8	1.5	1.9	1.8	22	<b>KKGO-A/F</b> Classical	1050/105.1 2.1kw/18kw	20	22	34	30	26	13	56	Mt. Wilson FM	CMBS
0.9	1.0	1.7	1.3	1.6	23	<b>KBUE-FM</b> Spanish	105.5 1.05kw	24	11	12	17	23	31	77	Liberman	--
1.8	1.2	1.4	1.3	1.6	23	<b>KTNQ-AM</b> Spanish	1020 50kw	26	24	18	18	19	24	70	Heftel	CAB
2.3	2.8	2.3	2.3	1.6	23	<b>KZLA-FM</b> Country	93.9 18.5kw	23	18	23	20	20	14	60	Chancellor	KATZ
1.5	1.6	1.0	1.2	1.5	26	<b>KWKW-AM</b> Spanish	1330 5kw	30	32	24	24	25	21	93	Lotus	LOTUS
1.5	1.4	1.0	1.7	1.4	27	<b>KRLA-AM</b> Oldies	1110 50(20)kw	28	6	29	29	31	26	67	Greater Media Inc.	MMR
2.2	1.2	1.6	0.8	1.2	28	<b>KXED-AM</b> Spanish	1540 50(10)kw	35	35	30	27	28	22	106	Spanish Br. Sys.	SBS
1.0	0.9	1.1	0.9	1.1	29	<b>KACE-FM</b> Urban/Oldies	103.9 1.65kw	29	28	26	26	27	25	69	Cox	K&P
0.9	1.3	1.0	1.4	1.1	29	<b>KSCA-FM</b> ♦ Adult Alternative	101.9 2.4kw	27	38	21	22	24	28	51	Golden West	TOR
0.0	0.4	1.1	1.0	1.1	29	<b>KVAR-FM</b> Spanish	97.5 72kw	31	17	19	25	30	29	71	Embarcadero Media	CAB

\* Was fulltime Classic Rock until August. ♦ See Website Directory.

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLVE-FM	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM
2 KROQ-FM	2 KPWR-FM	2 KROQ-FM	2 KKBT-FM	2 KFI-AM	2 KOST-FM
3 KPWR-FM	3 KKBT-FM	3 KKHJ-AM	3 KOST-FM	3 KKHJ-AM	3 KBIG-FM
4 KLOS-FM	4 KBIG-FM	4 KPWR-FM	4 KPWR-FM	4 KRTH-FM	4 KTWV-FM
5 KKHJ-AM	5 KIIS-A/F	5 KLOS-FM	5 KBIG-FM	5 KCBS-FM	5 KKBT-FM
6 KKBT-FM	6 KOST-FM	6 KFI-AM	6 KIIS-A/F	6 KTWV-FM	6 KRTH-FM
7 KLAX-FM	7 KYSR-FM	7 KKBT-FM	7 KYSR-FM	7 KLOS-FM	7 KFI-AM
8 KYSR-FM	8 KROQ-FM	8 KLAX-FM	8 KLAX-FM	8 KLSX-FM	8 KYSR-FM
9 KLSX-FM	9 KKHJ-AM	9 KCBS-FM	9 KTWV-FM	9 KYSR-FM	9 KKHJ-AM
10 KIIS-A/F	10 KLAX-FM	10 KRTH-FM	10 KRTH-FM	10 KLAX-FM	10 KIIS-A/F

SPANISH	20.2
NEWS/TALK	14.7
AC	11.3
CHR	9.1
OLDIES/CR	7.3
URBAN	4.7
ALTERNATIVE	3.6
NAC	3.2
ROCK	2.4
NOSTALGIA	1.9
CLASSICAL	1.8
COUNTRY	1.6
ADULT ALT.	1.1

More than Research — Answers<sup>SM</sup>

Harker Research

919 • 954 • 8300

12+ POPULATION: 6,895,700 (Black: 18.5%; Hispanic: 11.5%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
6.3	6.4	6.0	6.7	6.1	1	WGCI-FM Urban	107.5 33kw	7	2	1	1	1	8	94	Gannett	MCG
6.9	7.1	5.8	6.2	6.0	2	WGN-AM Full Service	720 50kw	1	19	24	18	9	1	72	Tribune	CHR
4.1	4.3	4.7	4.2	4.7	3	WUSN-FM Country	99.5 6.3kw	8	11	5	2	2	4	80	Infinity	IRS
4.1	4.1	3.9	3.7	4.2	4	WLIT-FM AC	93.9 4kw	9	13	10	8	5	2	74	Viacom	CHR
4.3	4.0	3.9	4.5	4.0	5	WBBM-FM CHR/Rhythmic	96.3 4.2kw	2	1	3	6	17	23	54	CBS Radio	CBS
3.9	3.4	3.8	3.7	3.9	6	WBBM-AM News	780 50kw	3	27	25	20	14	6	53	CBS Radio	CBS
4.3	3.9	3.9	4.1	3.9	6	WVAZ-FM Urban/AC	102.7 6kw	15	9	7	3	3	7	88	Evergreen Media	BAN
3.5	3.2	3.5	3.9	3.6	8	WNUA-FM NAC	95.5 8.3kw	11	25	14	11	6	5	74	Evergreen Media	EAST
3.1	3.4	3.8	3.4	3.4	9	WJMK-FM Oldies	104.3 4.1kw	4	8	18	12	4	3	49	Infinity	IRS
3.1	3.0	3.1	3.8	3.3	10	WRCX-FM Rock	103.5 4.3kw	10	5	2	4	12	24	61	Evergreen Media	MMR
1.1	2.4	1.8	2.5	3.1	11	WAIT-AM Nostalgia	850 2.5kw	28	—	37	38	33	17	183	Pride	—
3.6	3.7	3.8	3.4	3.1	11	WKQX-FM Alternative	101.1 8.3kw	5	3	4	10	20	29	45	Emmis	D&R
2.7	2.7	3.0	3.4	3.0	13	WOJO-FM Spanish	105.1 8.4kw	21	6	8	9	10	14	107	Tichenor Media	KT-H
2.2	3.6	4.0	3.1	2.9	14	WMAQ-AM News	670 50kw	6	17	21	19	15	9	44	CBS Radio	G/W
3.3	3.2	2.4	2.2	2.8	15	WLUP-FM Talk	97.9 6kw	17	23	9	7	7	12	73	Evergreen Media	CHR
2.7	2.8	3.1	2.9	2.7	16	WXRT-FM ♦ Adult Alternative	93.1 6.7kw	18	24	6	5	8	16	73	CBS Radio	CBS
3.5	2.9	3.1	2.8	2.6	17	WLS-AM Talk	890 50kw	19	22	29	24	22	10	75	Cap Cities/ABC	BAN
2.4	2.4	2.1	2.4	2.4	18	WTMX-FM ♦ Hot AC	101.9 4.2kw	13	7	11	13	11	13	53	Bonneville Int.	SEN
1.8	1.6	1.8	1.1	2.3	19	WSCR-AM Sports	820 5kw	27	34	12	14	13	11	186	CBS Radio	CBS
2.3	2.3	2.1	2.5	2.0	20	WCKG-FM Classic Rock	105.9 4.1kw	12	10	13	15	18	19	42	Cox	KATZ

♦ See Website Directory.

More than Research — Answers<sup>SM</sup>

Harker Research

919 • 954 • 8300

12+ POPULATION: 6,895,700 (Black: 18.5%; Hispanic: 11.5%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ KOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
2.3	1.9	2.3	2.4	1.9	21		<b>WEJM-FM</b> <i>Urban</i>	106.3 2kw	20	4	16	22	26	33	67	Evergreen Media	D&R
1.1	1.4	1.4	1.4	1.9	21		<b>WGCI-AM</b> <i>Urban/Oldies</i>	1390 5kw	26	21	19	21	21	15	100	Gannett	MCG
2.2	1.9	2.1	2.2	1.8	23		<b>WPNT-FM</b> <i>Hot AC</i>	100.3 8.2kw	14	14	17	17	19	18	40	Century	EAST
1.8	1.7	2.1	1.9	1.8	23		<b>WYSY-FM</b> <i>Oldies</i>	107.9 22.5kw	16	15	15	16	16	20	48	Cox	—
1.9	2.0	1.7	1.6	1.6	25		<b>WNIB-FM</b> <i>Classical</i>	97.1 8.4kw	22	—	33	31	27	22	62	North Illinois	CMBS
1.0	0.7	0.6	1.1	1.4	26		<b>WLS-FM</b> <sup>1</sup> <i>Talk</i>	94.7 4.4kw	25	33	23	25	24	21	62	Cap Cities/ABC	BAN
1.1	1.3	1.5	1.3	1.2	27		<b>WFMT-FM</b> <i>Classical</i>	98.7 15.5kw	24	—	38	32	30	26	51	Chicago Educ.	D&R
2.3	1.1	1.0	1.0	1.2	27		<b>WJJD-AM</b> <i>Talk</i>	1160 50 (5)kw	29	—	32	29	25	25	74	Infinity	IRS
1.3	1.2	1.3	0.9	1.2	27		<b>WMVP-AM</b> <i>Sports</i>	1000 50kw	23	20	20	23	23	27	49	Evergreen Media	CHR
0.8	0.6	0.6	0.8	1.0	30		<b>WYCA-FM</b> <i>Religious</i>	92.3 50kw	30	—	26	27	28	28	83	Crawford Br.	—

<sup>1</sup> Began playing Christmas music in November and became **WKXK-FM** (Country) in January.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WRCX-FM	1 WGCI-FM	1 WRCX-FM	1 WGCI-FM	1 WSCR-AM	1 WGCI-FM	NEWS/TALK	24.3
2 WGCI-FM	2 WUSN-FM	2 WSCR-AM	2 WVAZ-FM	2 WLUP-FM	2 WVAZ-FM	URBAN	13.8
3 WLUP-FM	3 WBBM-FM	3 WGCI-FM	3 WUSN-FM	3 WXRT-FM	3 WUSN-FM	AC	8.4
4 WKQX-FM	4 WVAZ-FM	4 WLUP-FM	4 WLIT-FM	4 WUSN-FM	4 WLIT-FM	OLDIES/CR	7.2
5 WSCR-AM	5 WKQX-FM	5 WXRT-FM	5 WBBM-FM	5 WRCX-FM	5 WTMX-FM	COUNTRY	4.7
6 WXRT-FM	6 WLIT-FM	6 WUSN-FM	6 WTMX-FM	6 WNUA-FM	6 WJMK-FM	CHR	4.0
7 WBBM-FM	7 WTMX-FM	7 WCKG-FM	7 WJMK-FM	7 WGCI-FM	7 WNUA-FM	NAC	3.6
8 WOJO-FM	8 WXRT-FM	8 WOJO-FM	8 WOJO-FM	8 WJMK-FM	8 WGN-AM	ROCK	3.3
9 WCKG-FM	9 WOJO-FM	9 WNUA-FM	9 WKQX-FM	9 WGN-AM	9 WBBM-FM	ALTERNATIVE	3.1
10 WUSN-FM	10 WPNT-FM	10 WKQX-FM	10 WPNT-FM	10 WCKG-FM	10 WPNT-FM	NOSTALGIA	3.1
						SPANISH	3.0
						ADULT ALT.	2.7
						CLASSICAL	1.6
						RELIGIOUS	1.0

**FLASHBACK!**  
ROCK SLIDES

**FLASHBACK!**  
POP QUIZ

+

**THE LOOP.**  
FM 97.9

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For more  
information call  
(212) 581-3962

**CHICAGO'S LOOP FM 97.9**





12+ POPULATION: 5,367,400 (Black: 10.7%; Hispanic: 15.7%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
8.3	7.5	6.9	6.7	8.0	1	<b>KGO-AM</b> News/Talk	810 50kw	1	23	14	1	1	1	72	Cap Cities/ABC	BAN
5.0	5.1	4.8	5.1	5.3	2	<b>KCBS-AM</b> News	740 50kw	2	29	22	12	6	3	53	CBS Radio	CBS
4.2	4.0	3.6	4.3	4.4	3	<b>KOIT-A/F</b> AC	1260/96.5 5(1)kw/33kw	4	15	8	4	2	2	60	Bonneville Int.	SEN
4.4	4.5	4.4	4.6	4.1	4	<b>KMEL-FM</b> CHR/Rhythmic	106.1 69kw	3	2	1	3	13	21	55	Evergreen Media	CHR
4.4	4.2	4.1	4.1	3.9	5	<b>KNBR-AM</b> Full Service/Sports	680 50kw	6	19	12	10	7	5	61	Susquehanna	EAST
3.4	3.2	3.6	3.9	3.9	5	<b>KYLD/KYLZ</b> CHR/Rhythmic	107.7/99.1 8.9kw/1.1kw	5	1	2	5	17	27	56	Crescent Com.	MMR
3.8	3.7	3.1	4.0	3.5	7	<b>KFRC-A/F</b> Oldies	610/99.7 5kw/40kw	8	6	18	8	4	4	59	Infinity	IRS
3.6	3.8	3.3	3.5	3.5	7	<b>KIOI-FM</b> Hot AC	101.3 125kw	7	4	4	2	3	9	57	Evergreen Media	CHR
3.7	3.1	2.8	2.5	2.9	8	<b>KDFC-A/F</b> ♦ Classical	1220/102.1 5kw/33kw	11	22	20	17	12	8	65	Brown Br.	CBS
3.0	2.9	3.5	3.0	2.8	9	<b>KITS-FM</b> ♦ Alternative	105.3 15kw	9	5	3	6	10	20	50	Entercom	D&R
3.7	3.0	3.3	3.3	2.8	9	<b>KKSF-FM</b> ♦ NAC	103.7 7.8kw	15	32	15	9	5	6	68	Brown Br.	CBS
2.5	2.0	2.6	2.5	2.6	11	<b>KABL-AM</b> Nostalgia	960 5kw	20	—	40	39	31	16	81	Chancellor	KATZ
2.7	2.7	2.7	2.6	2.6	11	<b>KBLX-FM</b> NAC	102.9 6.6kw	14	25	11	11	8	7	64	Inner City	D&R
3.4	3.8	4.0	3.3	2.5	13	<b>KFFG/KFOG</b> ♦ Adult Alternative	97.7/104.5 1.6kw/7.9kw	10	18	10	7	9	10	51	Susquehanna	EAST
2.0	2.1	2.0	2.0	2.2	14	<b>KOME-FM</b> ♦ Alternative	98.5 12.5kw	12	3	6	14	19	25	51	Infinity	IRS
1.9	1.6	1.4	2.0	2.1	15	<b>KBGG-FM</b> Oldies	98.1 100kw	13	24	9	15	11	12	50	Chancellor	KATZ
2.7	2.1	1.7	2.4	2.1	15	<b>KSAN-FM</b> ♦ Country	94.9 30kw	17	12	16	18	14	11	57	Chancellor	KATZ
1.9	1.4	1.6	1.2	2.0	17	<b>KLOK-AM</b> Spanish	1170 50(5)kw	28	11	7	16	18	24	129	Excel Com.	CAB
1.9	2.0	2.2	2.0	2.0	17	<b>KSJO-FM</b> Rock	92.3 50kw	18	10	5	13	15	28	58	BayCom Partners	MCG
1.7	1.4	1.5	1.5	1.9	19	<b>KYCY-FM</b> Country	93.3 50kw	22	8	13	19	16	15	70	Infinity	IRS

♦ See Website Directory.

More than Research — Answers<sup>SM</sup>  
**Harker Research**  
 919 • 954 • 8300

12+ POPULATION: 5,367,400 (Black: 10.7%; Hispanic: 15.7%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
0.7	1.5	1.2	1.1	1.8	20	<b>KSFO-AM</b> Talk	560 5kw	24	—	32	26	24	14	67	Cap Cities/ABC	BAN
1.8	1.9	1.4	1.8	1.7	21	<b>KSOL-FM</b> Urban/AC	98.9 6kw	16	13	17	20	20	18	45	Crescent Com.	MMR
1.8	1.6	1.8	1.8	1.5	22	<b>KBAY-FM</b> ♦ AC	100.3 163kw	23	28	26	25	25	17	57	United	MMR
0.3	2.4	2.4	2.1	1.5	22	<b>KPIX-FM</b> ♦ News	1550 10kw	21	—	30	22	22	13	50	CBS Radio	G/W
2.3	2.1	1.7	1.6	1.3	24	<b>KRQR-FM</b> 1 Classic Rock	97.3 82kw	19	17	19	21	21	22	38	CBS Radio	CBS
0.8	0.7	1.1	0.6	1.1	25	<b>KDIA-AM</b> Urban/Oldies	1310 5kw	31	—	29	33	30	23	85	1310, Inc.	K&P
0.7	0.7	0.8	0.9	1.0	26	<b>KARA-FM</b> Oldies	105.7 50kw	27	—	28	23	23	19	65	Empire	MMR
0.7	0.7	0.9	0.9	1.0	26	<b>KEZR-FM</b> AC	106.5 50kw	25	—	21	24	26	30	45	Alta	CHR

1 Evolved to Rock in February ♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KITS-FM	1 KIOI-FM	1 KGO-AM	1 KIOI-FM	1 KGO-AM	1 KOIT-A/F	NEWS/TALK	20.6
2 KSJO-FM	2 KMEL-FM	2 KITS-FM	2 KOIT-A/F	2 KNBR-AM	2 KIOI-FM	AC	10.4
3 KMEL-FM	3 KYLD/KYLZ	3 KNBR-AM	3 KMEL-FM	3 KCBS-AM	3 KGO-AM	CHR	8.0
4 KYLD/KYLZ	4 KITS-FM	4 KSJO-FM	4 KFRC-A/F	4 KITS-FM	4 KFRC-A/F	OLDIES/CR	7.9
5 KOME-FM	5 KOIT-A/F	5 KMEL-FM	5 KGO-AM	5 KFFG/KFOG	5 KKSF-FM	NAC	5.4
6 KLOK-AM	6 KLOK-AM	6 KYLD/KYLZ	6 KYLD/KYLZ	6 KSJO-FM	6 KBLX-FM	ALTERNATIVE	5.0
7 KNBR-AM	7 KFFG/KFOG	7 KCBS-AM	7 KKSF-FM	7 KOIT-A/F	7 KFFG/KFOG	COUNTRY	4.0
8 KOIT-A/F	8 KDFC-FM	8 KFFG/KFOG	8 KBLX-FM	8 KKSF-FM	8 KDFC-A/F	CLASSICAL	2.9
9 KIOI-FM	9 KBLX-FM	9 KOME-FM	9 KFFG/KFOG	9 KBLX-FM	9 KMEL-FM	URBAN	2.8
10 KBBG-FM	10 KOME-FM	10 KOIT-A/F	10 KDFC-FM	10 KFRC-A/F	10 KBBG-FM	NOSTALGIA	2.6
						ADULT ALT.	2.5
						ROCK	2.0
						SPANISH	2.0


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# JAMS BETTER MUSIC

For more information call  
**(212) 581-3962**



12+ POPULATION: 4,067,000 (Black: 18.5%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METHO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.3	7.7	7.3	7.4	8.2	1	1	KYW-AM News	1060 50kw	1	14	16	12	7	1	52	CBS Radio	G/W
5.7	5.9	6.2	6.4	6.1	2	2	WUSL-FM Urban	98.9 18kw	8	1	1	3	11	15	91	EZ	BAN
5.9	5.4	4.8	4.8	5.7	3	3	WPEN-AM Nostalgia	950 5kw	14	—	23	23	19	11	111	Greater Media Inc.	MMR
4.3	5.5	4.7	4.4	5.5	4	4	WBEB-FM AC	101.1 14kw	6	7	8	5	3	3	72	WEAZ Radio Inc.	MCG
5.3	5.1	5.8	5.6	5.3	5	5	WDAS-FM Urban/AC	105.3 16.5kw	15	11	5	2	1	5	105	Beasley	MCG
4.3	4.8	4.6	4.7	5.3	5	5	WXTU-FM Country	92.5 15.5kw	13	8	10	8	6	4	96	Beasley	D&R
4.9	4.6	4.8	5.0	5.1	7	7	WYSP-FM <sup>1</sup> Rock	94.1 16kw	2	9	2	1	2	8	56	Infinity	IRS
4.8	4.9	5.3	5.2	5.0	8	8	WOGL-FM Oldies	98.1 12.5kw	4	12	12	6	4	2	64	CBS Radio	CBS
4.9	5.4	5.7	4.9	4.7	9	9	WWDB-FM Talk	96.5 17kw	10	22	17	15	15	7	80	Panache	BAN
4.1	3.4	3.4	4.1	4.3	10	10	WIOQ-FM CHR/Pop	102.1 27kw	3	2	4	10	13	16	53	EZ	BAN
4.7	4.8	5.2	4.5	3.9	11	11	WMMR-FM Rock	93.3 18kw	9	10	6	4	5	10	59	CBS Radio	G/W
3.3	4.2	4.1	4.0	3.7	12	12	WPLY-FM ♦ Alternative	100.3 35kw	5	3	3	9	14	19	48	Greater Media Br.	TOR
3.4	4.3	4.0	4.0	3.7	12	12	WYXR-FM Hot AC	104.5 16kw	7	6	7	7	9	13	54	Evergreen Media	KATZ
2.8	3.1	3.6	3.6	3.5	14	14	WJZ-FM NAC	106.1 22.5kw	16	16	14	13	8	6	71	Evergreen Media	KATZ
4.4	4.5	3.6	2.9	3.2	15	15	WIP-AM Sports	610 5kw	12	13	11	14	12	9	59	Infinity	IRS
4.1	3.5	3.4	3.8	3.1	16	16	WMGK-FM Oldies	102.9 8.5kw	11	17	9	11	10	12	53	Greater Media Inc.	MMR
2.7	2.3	2.3	2.3	2.5	17	17	WFLN-FM ♦ Classical	95.7 50kw	17	20	21	18	16	14	65	Marlin	CMBS
1.0	0.8	0.9	1.1	1.5	18	18	WDAS-AM Religious	1480 5(1)kw	21	19	20	20	21	17	93	Beasley	MCG
1.1	1.0	1.1	1.0	1.5	18	18	WHAT-AM Talk	1340 1kw	22	—	18	19	18	18	109	Regional Labong	—

<sup>1</sup> Was Classic Rock until November. ♦ See Website Directory.





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# THE NEW ROCK REVOLUTION

For more information call  
**(212) 581-3962**





12+ POPULATION: 4,067,000 (Black: 18.5%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
3.0	1.9	1.5	1.3	1.3	20	WIBF-FM Alternative	103.9 .34kw	19	4	13	16	17	25	42	Jarad	EAST
1.5	1.4	1.3	1.7	1.3	20	WPST-FM CHR/Pop	97.5 50kw	18	5	15	17	20	22	35	Nassau	KATZ

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WYSP-FM	1 WUSL-FM	1 WYSP-FM	1 WBEB-FM	1 WYSP-FM	1 WBEB-FM	NEWS/TALK	21.7
2 WUSL-FM	2 WDAS-FM	2 WMMR-FM	2 WDAS-FM	2 WMMR-FM	2 WDAS-FM	URBAN	11.4
3 WPLY-FM	3 WIOQ-FM	3 WUSL-FM	3 WUSL-FM	3 WIP-AM	3 WOGL-FM	AC	9.2
4 WMMR-FM	4 WYXR-FM	4 WIP-AM	4 WYXR-FM	4 WXTU-FM	4 WYXR-FM	OLDIES/CR	8.1
5 WIOQ-FM	5 WBEB-FM	5 WXTU-FM	5 WOGL-FM	5 WOGL-FM	5 KYW-AM	NOSTALGIA	5.7
6 WIP-AM	6 WPLY-FM	6 WDAS-FM	6 WIOQ-FM	6 KYW-AM	6 WXTU-FM	CHR	5.6
7 WDAS-FM	7 WMGK-FM	7 WPLY-FM	7 WMGK-FM	7 WDAS-FM	7 WMGK-FM	COUNTRY	5.3
8 WXTU-FM	8 WMMR-FM	8 WOGL-FM	8 WPLY-FM	8 WJZ-FM	8 WUSL-FM	ALTERNATIVE	5.0
9 WYXR-FM	9 WYSP-FM	9 KYW-AM	9 WXTU-FM	9 WMGK-FM	9 WJZ-FM	ROCK	3.9
10 WMGK-FM	10 WXTU-FM	10 WJZ-FM	10 KYW-AM	10 WUSL-FM	10 WMMR-FM	NAC	3.5
						CLASSICAL	2.5
						RELIGIOUS	1.5

More than Research — Answers<sup>SM</sup>

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12+ POPULATION: 3,652,100 (Black: 21.5%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.7	8.8	9.5	10.3	10.2	1	<b>WJLB-FM</b> Urban	97.9 50kw	3	1	1	1	1	10	112	Secret Com.	MMR
7.6	8.5	7.4	7.9	7.4	2	<b>WJR-AM</b> Talk	760 50kw	2	23	23	14	12	1	80	Cap Cities/ABC	KATZ
5.9	5.2	5.2	5.2	6.2	3	<b>WWJ-AM</b> News	950 5kw	1	21	17	12	11	3	58	CBS Radio	CBS
5.1	4.1	4.4	4.3	5.6	4	<b>WMXD-FM</b> Urban/AC	92.3 50kw	9	4	9	3	2	2	92	Secret Com.	MMR
4.4	5.0	4.7	4.9	5.6	4	<b>WNIC-FM</b> AC	100.3 32kw	5	10	3	2	3	5	74	Evergreen Media	D&R
4.9	5.0	4.3	4.9	5.0	6	<b>WWWV-FM</b> Country	106.7 61kw	11	11	5	5	4	6	85	Chancellor	KATZ
3.5	3.1	4.0	4.5	4.2	7	<b>WRIF-FM</b> Rock	101.1 27kw	6	5	2	4	7	16	59	Greater Media Inc.	BAN
4.2	4.5	4.8	3.7	4.0	8	<b>WLTJ-FM</b> AC	93.1 26.5kw	8	14	14	10	9	7	65	Viacom	CHR
4.0	4.2	3.6	4.0	4.0	8	<b>WOMC-FM</b> Oldies	104.3 190kw	7	12	18	9	5	4	59	Infinity	IRS
4.0	4.0	4.6	4.1	3.9	10	<b>WKQI-FM</b> Hot AC	95.5 100kw	4	9	4	6	6	11	49	Evergreen Media	EAST
4.9	4.1	4.4	3.8	3.9	10	<b>WXYT-AM</b> Talk	1270 5kw	16	27	21	17	15	8	85	Infinity	IRS
4.7	4.5	4.9	4.5	3.9	10	<b>WYCD-FM</b> Country	99.5 17.5kw	12	8	6	8	10	9	68	Infinity	IRS
2.6	2.9	2.6	3.0	3.2	13	<b>WCSX-FM</b> Classic Rock	94.7 13.5kw	13	17	7	7	8	12	56	Greater Media Inc.	MCG
3.3	3.0	2.9	2.9	2.6	14	<b>WJZZ-FM</b> NAC	105.9 20kw	18	20	15	13	14	13	65	Bell	TOR
2.1	2.9	3.0	3.1	2.5	15	<b>WYST-FM</b> Oldies	97.1 15kw	15	19	10	11	13	15	47	CBS Radio	CBS
3.5	3.7	3.4	2.7	2.2	16	<b>WHYT-FM</b> Alternative	96.3 20kw	10	3	8	15	18	24	37	Cap Cities/ABC	KATZ
2.4	2.6	2.0	2.0	2.2	16	<b>WQRS-FM</b> ♦ Classical	105.1 20kw	19	18	24	23	17	14	68	Marlin	CMBS
2.4	2.3	2.3	2.0	2.0	18	<b>CKWW-AM</b> Nostalgia	580 .5kw	22	22	—	30	29	18	77	CHUM Group Ltd.	—
2.3	2.1	2.0	2.0	2.0	18	<b>WLLZ-FM</b> 1 ♦ Rock	98.7 50kw	14	2	11	16	19	25	35	CBS Radio	G/W
2.2	1.8	2.0	1.7	1.4	20	<b>CIMX-FM</b> Alternative	88.7 100kw	17	6	13	20	23	27	33	CHUM Group Ltd.	—

1 Switched to **WVMV-FM** (NAC) after rating period. ♦ See Website Directory.

More than Research — Answers<sup>SM</sup>

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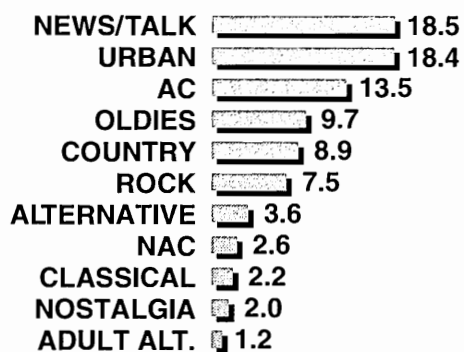
12+ POPULATION: 3,652,100 (Black: 21.5%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
1.8	1.9	1.7	1.7	1.3	21	<b>WDZR-FM</b> <i>Rock</i>	102.7 50kw	20	7	12	19	22	31	43	US Radio	D&R
0.7	1.0	0.9	0.9	1.3	21	<b>WGPR-FM</b> <i>Urban</i>	107.5 50kw	23	13	20	21	16	17	55	WGPR, Inc.	—
0.8	0.9	1.1	1.1	1.3	21	<b>WQBH-AM</b> <i>Urban/Oldies</i>	1400 1kw	25	15	25	25	25	19	80	TXC Corp.	PATT
0.7	0.6	0.5	0.8	1.2	24	<b>CIDR-FM</b> <i>Adult Alternative</i>	93.9 100kw	21	16	16	18	20	21	44	CHUM Group Ltd.	—
0.5	1.2	1.0	0.7	1.0	25	<b>WDFN-AM</b> <i>Sports</i>	1130 50(10)kw	26	—	19	22	21	20	71	Chancellor	KATZ

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WJLB-FM	1 WJLB-FM	1 WJLB-FM	1 WJLB-FM	1 WRIF-FM	1 WNIC-FM
2 WRIF-FM	2 WNIC-FM	2 WRIF-FM	2 WNIC-FM	2 WJLB-FM	2 WMXD-FM
3 WCSX-FM	3 WKQI-FM	3 WCSX-FM	3 WMXD-FM	3 WCSX-FM	3 WJLB-FM
4 WDZR-FM	4 WWWW-FM	4 WMXD-FM	4 WWWW-FM	4 WWJ-FM	4 WWWW-FM
5 WLLZ-FM	5 WYCD-FM	5 WWJ-AM	5 WKQI-FM	5 WMXD-FM	5 WLTJ-FM
6 WYCD-FM	6 WMXD-FM	6 WYCD-FM	6 WLTJ-FM	6 WJR-AM	6 WOMC-FM
7 WYST-FM	7 WHYT-FM	7 WKQI-FM	7 WYCD-FM	7 WWWW-FM	7 WKQI-FM
8 WKQI-FM	8 WLTJ-FM	8 WWWW-FM	8 WOMC-FM	8 WOMC-FM	8 WYCD-FM
9 WNIC-FM	9 WRIF-FM	9 WJR-AM	9 WYST-FM	9 WXYT-FM	9 WYST-FM
10 WHYT-FM	10 WJZZ-FM	10 WNIC-FM	10 WJZZ-FM	10 WKQI-FM	10 WJZZ-FM



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12+ POPULATION: 3,570,000 (Black: 13.5%; Hispanic: 14.1%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
5.6	5.0	5.0	5.1	5.6	1	1	KHKS-FM CHR/Pop	106.1 100kw	2	1	1	3	6	12	60	Gannett	D&R
5.1	5.6	5.4	5.2	5.6	1	1	KVIL-FM ♦ AC	103.7 100kw	1	18	11	1	1	1	59	Infinity	IRS
6.9	5.6	6.0	5.6	5.5	3	3	KSCS-FM Country	96.3 99kw	3	11	8	4	2	3	69	Cap Cities/ABC	BAN
4.5	3.8	4.1	3.7	5.0	4	4	KRBV-FM <sup>1</sup> Urban/AC	100.3 89kw	12	6	3	1	3	6	89	Granum	MCG
3.7	4.6	4.9	5.1	4.0	5	5	KYNG-FM ♦ Country	105.3 100kw	8	5	5	5	7	8	75	Infinity	IRS
6.3	5.2	5.1	4.9	4.7	6	6	WBAP-AM News/Talk	820 50kw	10	24	24	17	9	4	75	Cap Cities/ABC	BAN
4.9	4.5	4.6	5.7	4.6	7	7	KKDA-FM Urban	104.5 100kw	14	2	4	8	15	17	83	Republic	CHR
4.3	4.0	5.3	4.2	4.2	8	8	KOAI-FM NAC	107.5 25kw	13	19	17	7	4	2	77	Granum	MMR
3.5	4.0	4.0	4.4	3.9	9	9	KEGL-FM ♦ Rock	97.1 100kw	6	9	2	6	8	18	58	Sandusky	CHR
3.7	3.8	3.8	4.6	3.9	9	9	KLUV-FM ♦ Oldies	98.7 100kw	4	10	22	14	5	5	56	Infinity	IRS
4.1	4.2	4.0	4.1	3.9	9	9	KPLX-FM ♦ Country	99.5 100kw	9	7	9	10	12	10	62	Susquehanna	EAST
3.0	3.4	3.5	3.8	3.8	12	12	KRLD-AM ♦ News/Talk	1080 50kw	7	20	23	18	17	7	58	SFX	CBS
3.6	3.5	4.6	3.2	3.5	13	13	KDGE-FM ♦ Alternative	94.5 100kw	5	3	7	12	19	24	52	Bonneville Int.	SEN
2.5	2.4	2.8	2.8	3.3	14	14	KTXQ-FM ♦ Rock	102.1 100kw	11	4	6	9	16	23	58	CBS Radio	CBS
2.6	2.6	3.1	2.4	2.8	15	15	KZPS-FM ♦ Classic Rock	92.5 96kw	16	17	13	11	10	13	52	Bonneville Int.	SEN
3.1	3.1	3.4	3.0	2.7	16	16	KDMX-FM Hot AC	102.9 100kw	15	15	10	13	13	19	51	Nationwide	MMR
2.8	3.4	3.1	2.8	2.7	16	16	KLTY-FM ♦ Religious	94.1 100kw	19	8	12	16	14	16	74	Metroplex Br.	K&P
2.4	2.7	2.6	2.2	2.6	18	18	KRRW-FM Classic Hits	97.9 100kw	17	18	15	15	11	11	52	CBS Radio	CBS
2.3	2.0	1.9	1.9	2.5	19	19	KLIF-AM ♦ News/Talk	570 5kw	18	23	21	20	18	9	58	Susquehanna	EAST
2.7	1.9	2.1	2.5	2.0	20	20	KSNM-FM Country	94.9 100kw	21	—	27	27	24	15	63	Infinity	IRS

<sup>1</sup> Was KJMZ-FM (Urban) until September. ♦ See Website Directory.



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**RADIO TODAY**

**RIVETING ENTERTAINMENT**

12+ POPULATION: 3,570,000 (Black: 13.5%; Hispanic: 14.1%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
3.2	1.7	1.4	1.1	2.0	20	<b>KTCK-AM</b> ♦ Sports	1310 5(2.5)kw	22	—	16	19	20	20	66	Cardinal	—
2.6	2.6	2.2	2.7	1.8	22	<b>WRR-FM</b> Classical	101.1 98kw	20	—	28	25	21	14	51	City of Dallas	CMBS
1.3	2.0	1.5	1.6	1.6	23	<b>KHVN-AM</b> Religion	970 1kw	24	25	25	22	23	21	102	Granum	MCG
0.8	1.1	0.5	0.5	1.2	24	<b>KRVA-AM</b> Spanish	1600 5kw	29	22	14	21	22	30	130	Radio Plano	KATZ
1.2	1.2	1.3	1.2	1.1	25	<b>KESS-AM</b> Spanish	1270 5kw	25	26	20	24	25	27	77	Heftel	CAB
1.2	0.5	0.6	0.9	1.1	25	<b>KHCK/KMRT-FM</b> <sup>2</sup> Spanish	99.1/106.7 100kw/100kw	26	14	18	23	26	28	82	Heftel	CAB
1.3	1.9	1.5	1.6	1.1	25	<b>KKDA-AM</b> Urban/Oldies	730 .5kw	23	21	29	28	27	22	56	Republic	CHR
0.4	0.8	1.1	0.9	1.0	28	<b>KICI-A/F</b> Spanish	1440/107.9 5(.5)kw/100kw	27	13	26	29	29	25	71	Mark Rodriguez	CAB
0.5	1.0	0.5	1.1	1.0	28	<b>KMRT-AM</b> Spanish	1480 5kw	28	12	19	26	28	31	100	Heftel	CAB

<sup>2</sup> KHCK-FM was KDZR-FM (Rock) until late July. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KELG-FM	1 KHKS-FM	1 KEGL-FM	1 KVIL-FM	1 KRBV-FM	1 KVIL-FM	COUNTRY	16.2
2 KTXQ-FM	2 KRBV-FM	2 KTXQ-FM	2 KHKS-FM	2 KEGL-FM	2 KSCS-FM	NEWS/TALK	13.0
3 KDGE-FM	3 KYNG-FM	3 KRBV-FM	3 KSCS-FM	3 WBAP-AM	3 KRBV-FM	URBAN	10.7
4 KKDA-FM	4 KSCS-FM	4 KZPS-FM	4 KRBV-FM	4 KZPS-FM	4 KHKS-FM	OLDIES/CR	9.2
5 KRBV-FM	5 KKDA-FM	5 KSCS-FM	5 KYNG-FM	5 KOAI-FM	5 KOAI-FM	AC	8.3
6 KHKS-FM	6 KVIL-FM	6 KOAI-FM	6 KOAI-FM	6 KTXQ-FM	6 KYNG-FM	ROCK	7.2
7 KZPS-FM	7 KDMX-FM	7 KKDA-FM	7 KDMX-FM	7 KSCS-FM	7 KLUV-FM	CHR	5.6
8 KTCK-AM	8 KDGE-FM	8 WBAP-AM	8 KPLX-FM	8 KLIF-AM	8 KDMX-FM	RELIGIOUS	4.3
9 KPLX-FM	9 KPLX-FM	9 KYNG-FM	9 KKDA-FM	9 KRRW-FM	9 KPLX-FM	NAC	4.2
10 KYNG-FM	10 KLTY-FM	10 KDGE-FM	10 KLUV-FM	10 KLUV-FM	10 KLTY-FM	ALTERNATIVE	3.5
						SPANISH	3.4
						CLASSICAL	1.8

More than Research — Answers <sup>SM</sup>

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12+ POPULATION: 3,512,500 (Black: 27.0%; Hispanic: 6.8%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.0	8.8	8.4	7.3	7.2	1	WPGC-FM CHR/Rhythmic	95.5 50kw	1	1	1	1	6	12	75	Infinity	IRS
6.3	6.2	6.0	5.5	5.7	2	WMZQ-A/F Country	1390/98.7 5kw/50kw	5	7	9	6	3	1	74	Viacom	CHR
3.7	3.6	4.3	5.7	5.2	3	WHUR-FM Urban/AC	96.3 24kw	7	15	5	2	1	4	71	Howard University	D&R
4.2	3.8	4.2	5.1	5.0	4	WASH-FM ♦ AC	97.1 26kw	4	4	7	3	2	8	64	Evergreen Media	BAN
4.6	4.2	4.3	4.1	4.6	5	WMAL-AM News/Talk	630 5kw	12	24	18	15	12	5	74	Cap Cities/ABC	KATZ
4.6	4.8	4.2	4.7	4.5	6	WRQX-FM Hot AC	107.3 36kw	3	8	2	4	4	9	58	Cap Cities/ABC	KATZ
3.4	3.3	3.8	3.9	4.4	7	WBIG-FM Oldies	100.3 36kw	6	9	14	8	7	2	59	Colfax	EAST
4.2	3.2	3.5	4.1	4.2	8	WJFK-FM Full Service	106.7 22kw	9	16	3	5	5	10	62	Infinity	IRS
4.1	3.5	3.8	3.4	4.0	9	WMMJ-FM Urban/AC	102.3 2.9kw	15	12	11	10	8	3	81	Radio One	MCG
2.9	3.6	3.7	3.7	3.8	10	WWDC-FM Rock	101.1 22.5kw	2	3	6	7	10	18	49	Capitol Br./Maryland	CHR
3.4	3.6	3.2	3.6	3.7	11	WGMS-FM Classical	103.5 46kw	13	—	17	16	11	6	67	Colfax	EAST
3.3	3.8	3.5	4.1	3.6	12	WKYS-FM Urban	93.9 24kw	10	2	8	12	15	19	54	Radio One	MCG
3.7	3.7	4.4	3.8	3.4	13	WHFS-FM Alternative	99.1 50kw	8	5	4	9	13	22	47	Liberty	BAN
3.3	4.1	3.6	3.3	3.3	14	WJZW-FM NAC	105.9 28kw	16	19	13	11	9	7	70	Viacom	CHR
4.0	3.8	3.4	3.4	2.5	15	WEBR-FM <sup>1</sup> AC	99.5 22kw	14	13	12	14	16	13	48	Greater Media Inc.	MMR
3.0	3.4	3.2	3.0	2.5	15	WTOP-AM News	1500 50kw	11	25	26	17	17	11	37	Evergreen Media	BAN
2.5	2.6	2.6	2.3	2.1	17	WARW-FM ♦ <sup>2</sup> Classic Hits	94.7 22.5kw	17	17	10	13	14	15	45	CBS Radio	CBS
1.1	1.6	2.1	1.5	1.8	18	WOL-AM Talk	1450 1kw	23	—	16	19	18	14	114	Radio One	MCG
1.6	1.7	1.7	2.0	1.8	18	WWRC-AM Talk	980 50(5)kw	18	26	29	21	20	16	62	Greater Media Inc.	MMR
1.1	1.7	1.3	1.4	1.8	18	WYCB-AM Religious	1340 1kw	24	20	24	20	19	17	115	Howard Sanders	—

<sup>1</sup> Was WGAY-FM until November. <sup>2</sup> Switched to Classic Rock After Rating Period Ended. ♦ See Website Directory.

More than Research — Answers <sup>SM</sup>

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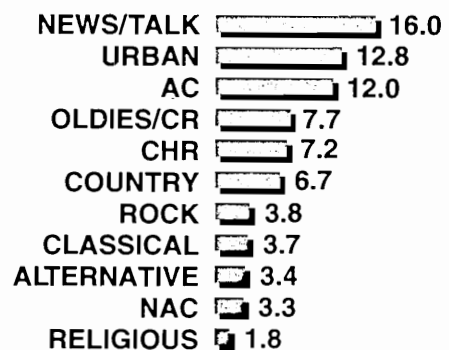
12+ POPULATION: 3,512,500 (Black: 27.0%; Hispanic: 6.8%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
1.5	1.1	1.5	1.2	1.2	21	<b>WXTR-FM</b> <i>Oldies</i>	104.1 22kw	19	27	15	18	21	20	46	Liberty	MCG
1.3	0.9	0.7	0.7	1.1	22	<b>WTEM-AM</b> <i>Sports</i>	570 5(1)kw	20	24	19	22	22	21	43	Colfax	EAST
0.8	0.4	0.5	0.9	1.0	23	<b>WRCY-FM</b> <i>Country</i>	107.7 29kw	26	—	22	23	23	25	72	First Virginia Com.	—

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WPGC-FM	1 WPGC-FM	1 WPGC-FM	1 WASH-FM	1 WJFK-FM	1 WASH-FM
2 WJFK-FM	2 WRQX-FM	2 WJFK-FM	2 WHUR-FM	2 WPGC-FM	2 WHUR-FM
3 WWDC-FM	3 WASH-FM	3 WWDC-FM	3 WPGC-FM	3 WHUR-FM	3 WRQX-FM
4 WHFS-FM	4 WHUR-FM	4 WHFS-FM	4 WRQX-FM	4 WWDC-FM	4 WMZQ-A/F
5 WKYS-FM	5 WHFS-FM	5 WHUR-FM	5 WMZQ-A/F	5 WMZQ-A/F	5 WMMJ-FM
6 WHUR-FM	6 WKYS-FM	6 WMZQ-A/F	6 WMMJ-FM	6 WBIG-FM	6 WBIG-FM
7 WRQX-FM	7 WMZQ-A/F	7 WRQX-FM	7 WBIG-FM	7 WRQX-FM	7 WPGC-FM
8 WMZQ-A/F	8 WWDC-FM	8 WKYS-FM	8 WJZW-FM	8 WJZW-FM	8 WJZW-FM
9 WASH-FM	9 WEBR-FM	9 WBIG-FM	9 WKYS-FM	9 WHFS-FM	9 WGMS-FM
10 WARW-FM	10 WMMJ-FM	10 WARW-FM	10 WEBR-FM	10 WMMJ-FM	10 WEBR-FM



**+ MIX 107.3 FM =**

**WASHINGTON'S BEST MUSIC MIX**

For more information call (212) 581-3962



12+ POPULATION: 3,348,800 (Black: 17.4%; Hispanic: 22.1%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ KOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
5.2	6.2	6.4	7.1	6.7	1	<b>KBXX-FM</b> CHR/Rhythmic	97.9 100kw	3	1	1	6	11	17	79	Clear Channel	BAN
6.2	5.8	5.1	5.8	6.2	2	<b>KILT-FM</b> Country	100.3 100kw	5	5	8	4	3	2	76	CBS Radio	G/W
6.3	6.6	6.0	6.8	6.0	3	<b>KODA-FM</b> ♦ AC	99.1 95kw	2	14	9	2	1	1	71	SFX	MMR
5.3	4.8	4.7	5.1	5.7	4	<b>KMJQ-FM</b> Urban/AC	102.1 100kw	10	7	3	1	2	6	86	Clear Channel	MCG
3.8	4.6	6.0	4.9	5.6	5	<b>KQUE-FM</b> Nostalgia	102.9 100kw	14	23	22	20	18	4	119	Texas Coast	BAN
5.5	5.3	5.3	4.5	5.2	6	<b>KKBQ-A/F</b> Country	790/92.9 5kw/97kw	8	4	4	5	5	7	76	Gannett	MCG
5.5	4.6	4.4	4.3	4.6	7	<b>KRBE-FM</b> ♦ CHR/Pop	104.1 100kw	1	2	2	7	10	16	49	Susquehanna	EAST
3.6	4.4	4.4	4.9	4.5	8	<b>KHMX-FM</b> ♦ Hot AC	96.5 97kw	6	13	5	3	4	8	59	Nationwide	D&R
4.6	4.7	5.0	4.4	4.3	9	<b>KTRH-AM</b> News	740 50kw	4	17	19	13	8	5	52	Evergreen Media	CBS
3.7	3.8	4.7	4.1	4.1	10	<b>KLDE-FM</b> Oldies	94.5 95kw	7	12	16	10	6	3	57	Entercom	D&R
4.0	4.4	4.6	3.2	3.5	11	<b>KLOL-FM</b> ♦ Rock	101.1 95kw	11	8	7	8	7	13	55	Evergreen Media	CHR
2.0	2.0	2.9	3.2	3.4	12	<b>KLTN/KLTO</b> Spanish	93.3/104.9 100kw/2.55kw	17	9	6	9	9	15	103	Tichenor Media	KT-H
4.1	4.8	3.5	3.4	3.1	13	<b>KIKK-FM</b> ♦ Country	95.7 95kw	9	10	12	14	13	10	46	CBS Radio	G/W
2.6	3.2	2.7	2.7	3.1	13	<b>KTBZ-FM</b> ♦ Alternative	107.5 98kw	12	3	10	11	14	20	56	Chancellor	KATZ
3.9	3.7	3.6	3.9	3.0	15	<b>KPRC-AM</b> News/Talk	950 5kw	15	22	20	18	16	9	72	Sunbelt	—
3.1	2.8	3.7	3.4	2.4	16	<b>KKRW-FM</b> ♦ Classic Hits	93.7 100kw	13	15	14	12	12	11	44	CBS Radio	CBS
1.9	1.8	1.8	2.2	2.3	17	<b>KQOK-FM</b> Spanish	106.5 100kw	18	11	13	15	17	14	71	El Dorado	CAB
3.1	2.9	2.4	2.3	2.1	18	<b>KHYS-FM</b> NAC	98.5 100kw	16	18	18	16	15	12	62	Clear Channel	CCRS
1.8	1.4	1.4	1.5	1.6	19	<b>KXTJ-FM</b> Spanish	107.9 100kw	19	6	15	19	21	23	59	El Dorado	CAB
0.3	0.3	1.0	0.8	1.4	20	<b>KEYH-A/F</b> Spanish	850/97.1 10kw/100kw	22	16	11	17	19	24	93	Artlite	CAB

♦ See Website Directory.

More than Research — Answers<sup>SM</sup>

Harker Research

919 • 954 • 8300

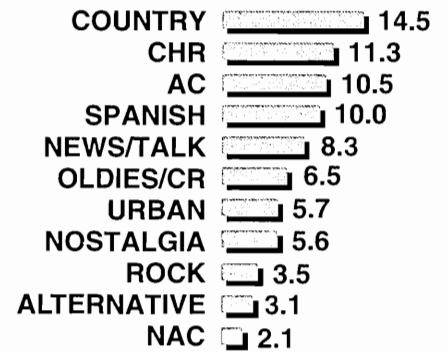
12+ POPULATION: 3,348,800 (Black: 17.4%; Hispanic: 22.1%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
1.6	1.5	2.0	1.4	1.3	21	21	<b>KLAT-AM</b> Spanish	1010 5kw	21	19	17	21	20	19	64	Tichenor Media	KATZ
1.0	0.8	0.7	0.8	1.0	22	22	<b>KCOH-AM</b> News/Talk	1430 5kw	24	—	23	24	22	18	70	KCOH, Inc.	ROS

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KLOL-FM	1 KHMx-FM	1 KLOL-FM	1 KODA-FM	1 KLOL-FM	1 KODA-FM
2 KBXX-FM	2 KBXX-FM	2 KMJQ-FM	2 KHMx-FM	2 KILT-FM	2 KHMx-FM
3 KRBE-FM	3 KMJQ-FM	3 KILT-FM	3 KMJQ-FM	3 KMJQ-FM	3 KMJQ-FM
4 KLTN/KLTO	4 KRBE-FM	4 KBXX-FM	4 KKBQ-FM	4 KTRH-AM	4 KILT-FM
5 KMJQ-FM	5 KODA-FM	5 KRBE-FM	5 KILT-FM	5 KLDE-FM	5 KKBQ-FM
6 KTBZ-FM	6 KKBQ-FM	6 KKBQ-FM	6 KBXX-FM	6 KKBQ-FM	6 KLDE-FM
7 KILT-FM	7 KILT-FM	7 KLTN/KLTO	7 KRBE-FM	7 KODA-FM	7 KRBE-FM
8 KKBQ-FM	8 KLTN/KLTO	8 KTRH-FM	8 KLDE-FM	8 KKRW-FM	8 KBXX-FM
9 KEYH-A/F	9 KTBZ-FM	9 KTBZ-FM	9 KLTN/KLTO	9 KLTN/KLTO	9 KIKK-FM
10 KHMx-FM	10 KQQK-FM	10 KLDE-FM	10 KIKK-FM	10 KHMx-FM	10 KLTN/KLTO



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**GOOD TIMES AND THE BEST OLDIES**

For more information call (212) 581-3962





12+ POPULATION: 3,236,600 (Black: 5.6%; Hispanic: 5.3%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
8.0	9.0	7.9	7.3	8.1	1	1	<b>WBZ-AM</b> News	1030 50kw	1	18	14	8	5	1	67	CBS Radio	G/W
5.5	5.7	5.1	5.9	6.9	2		<b>WJMN-FM</b> CHR/Rhythmic	94.5 11.5kw	4	1	1	1	6	14	76	Evergreen Media	KATZ
7.5	7.1	7.2	6.6	6.3	3		<b>WRKO-AM</b> ♦ News/Talk	680 50kw	8	22	18	17	14	3	89	American Radio Sys.	EAST
6.0	5.6	5.8	6.1	5.3	4		<b>WXKS-FM</b> ♦ CHR/Pop	107.9 23.5kw	2	2	2	3	7	13	53	Evergreen Media	KATZ
4.2	4.8	3.9	4.5	5.0	5		<b>WMJX-FM</b> AC	106.7 24.5kw	5	5	4	4	1	7	60	Greater Media Inc.	MCG
5.4	5.1	4.5	5.7	4.7	6		<b>WBCN-FM</b> ♦ Alternative	104.1 19kw	3	4	3	2	8	11	52	Infinity	IRS
3.5	3.9	3.7	4.2	4.6	7		<b>WCRB-FM</b> ♦ Classical	102.5 15kw	10	12	12	15	11	4	68	Charles River	CMBS
4.7	4.4	4.1	4.7	4.6	7		<b>WODS-FM</b> Oldies	103.3 16kw	6	9	16	7	2	2	58	CBS Radio	CBS
4.6	4.8	4.8	3.8	4.2	9		<b>WBMX-FM</b> Hot AC	98.5 9kw	9	6	6	6	3	5	61	American Radio Sys.	CHR
4.2	5.3	4.1	4.3	4.1	10		<b>WZLX-FM</b> ♦ Classic Rock	100.7 20kw	7	7	5	5	4	10	58	Infinity	IRS
3.3	3.3	4.2	4.4	3.3	11		<b>WEEI-AM</b> Sports	850 50kw	11	10	17	10	9	6	59	American Radio Sys.	EAST
3.4	3.7	3.2	3.1	3.0	12		<b>WSSH-FM</b> 1 AC	99.5 32kw	15	16	13	14	12	8	70	Granum	D&R
1.6	2.3	2.4	2.2	2.7	13		<b>WKLB-FM</b> Country	105.7 8.5kw	16	19	15	13	15	9	81	Evergreen Media	TOR
2.9	2.8	2.8	2.6	2.5	14		<b>WAAF-FM</b> ♦ Rock	107.3 18.5kw	12	3	7	12	18	24	53	Zapis	D&R
2.2	2.4	3.3	2.7	2.5	14		<b>WEGQ-FM</b> Oldies	93.7 50kw	14	14	9	9	10	12	57	American Radio Sys.	CHR
2.5	1.7	2.0	2.2	2.5	14		<b>WXKS-AM</b> Nostalgia	1430 5(1)kw	19	23	29	28	25	17	99	Evergreen Media	KATZ
2.8	2.4	3.3	2.5	2.2	17		<b>WBOS-FM</b> Adult Alternative	92.9 8.8kw	13	17	8	11	13	18	47	Granum	MMR
1.2	1.3	1.0	1.5	2.2	17		<b>WILD-AM</b> Urban/AC	1090 5kw	21	13	10	16	16	15	135	Nash	ROS
1.8	2.3	1.9	2.1	1.9	19		<b>WBCS-FM</b> Country	96.9 12.5kw	18	21	20	19	17	16	72	Greater Media Inc.	MCG
2.5	2.0	1.8	1.7	1.5	20		<b>WFNX-FM</b> ♦ Alternative	101.7 1.65kw	17	8	11	18	19	20	45	MCC Br.	TOR

1 Became **WOAZ-FM** (NAC) in mid-December. ♦ See Website Directory.

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For more  
information call  
**(212) 581-3962**

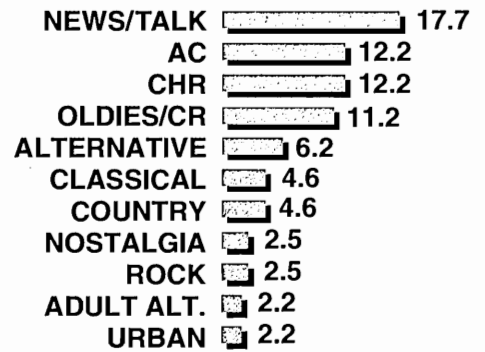
NEW ENGLAND'S 12-IN-A-ROW HIT MUSIC STATION

12+ POPULATION: 3,236,600 (Black: 5.6%; Hispanic: 5.3%)

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WBCN-FM	1 WJMN-FM	1 WBCN-FM	1 WMJX-FM	1 WZLX-FM	1 WMJX-FM
2 WJMN-FM	2 WXKS-FM	2 WZLX-FM	2 WJMN-FM	2 WBCN-FM	2 WBMX-FM
3 WZLX-FM	3 WMJX-FM	3 WEEI-AM	3 WXKS-FM	3 WEEI-AM	3 WXKS-FM
4 WAAF-FM	4 WBMX-FM	4 WJMN-FM	4 WBMX-FM	4 WBZ-AM	4 WODS-FM
5 WXKS-FM	5 WBOS-FM	5 WXKS-FM	5 WODS-FM	5 WODS-FM	5 WJMN-FM
6 WEGQ-FM	6 WZLX-FM	6 WAAF-FM	6 WSSH-FM	6 WJMN-FM	6 WBZ-AM
7 WMJX-FM	7 WBCN-FM	7 WBZ-AM	7 WBOS-FM	7 WMJX-FM	7 WSSH-FM
8 WFNX-FM	8 WILD-AM	8 WODS-FM	8 WZLX-FM	8 WRKO-AM	8 WBOS-FM
9 WEEI-AM	9 WCRB-FM	9 WEGQ-FM	9 WEGQ-FM	9 WEGQ-FM	9 WCRB-FM
10 WBOS-FM	10 WSSH-FM	10 WMJX-FM	10 WBZ-AM	10 WBMX-FM	10 WILD-AM



More than Research – Answers<sup>SM</sup>

Harker Research

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12+ POPULATION: 2,936,100 (Black: 17.0%; Hispanic: 38.1%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
5.6	5.0	5.8	5.4	6.3	1	<b>WRMA-FM</b> Spanish	106.7 100kw	7	8	6	3	2	1	107	New Age	—
6.1	6.4	5.7	5.8	6.2	2	<b>WEDR-FM</b> Urban	99.1 100kw	2	2	1	1	3	6	90	WEDR, Inc.	MCG
4.2	4.9	5.1	5.1	5.4	3	<b>WHQT-FM</b> Urban/AC	105.1 100kw	3	3	2	1	1	3	85	Cox	CHR
6.0	5.6	5.2	5.1	5.3	4	<b>WLYF-FM</b> AC	101.5 100kw	5	20	12	12	7	2	87	Jefferson-Pilot	CBS
1.4	1.2	1.5	1.4	4.7	5	<b>WAMR-FM</b> 1 Spanish	107.5 95kw	10	11	8	7	4	4	95	Heftel	CAB
4.5	4.5	5.0	5.1	4.3	6	<b>WPOW-FM</b> CHR/Rhythmic	96.5 100kw	1	1	3	8	15	22	55	Beasley	D&R
3.8	2.7	3.6	3.8	4.1	7	<b>WXDJ-FM</b> Spanish	95.7 100kw	9	4	7	5	6	10	82	New Age	—
4.6	4.5	4.0	4.4	4.0	8	<b>WAQI-AM</b> Spanish	710 50kw	19	21	28	25	20	8	123	Viva America	CAB
3.5	3.7	3.8	3.6	3.6	9	<b>WFLC-FM</b> AC	97.3 100kw	6	13	9	4	5	9	60	Cox	CHR
4.2	4.3	4.0	3.9	3.5	10	<b>WHYI-FM</b> CHR/Pop	100.7 100kw	4	6	5	6	9	15	56	Clear Channel	CCRS
3.9	4.2	3.5	3.3	3.4	11	<b>WIOD-AM</b> ♦ News/Talk	610 10kw	12	23	14	13	13	7	75	Cox	CHR
4.6	3.9	3.8	3.2	3.3	12	<b>WKIS-FM</b> ♦ Country	99.9 100kw	14	7	13	14	11	13	76	Sunshine Wireless	D&R
1.9	2.4	2.6	3.3	3.2	13	<b>WZTA-FM</b> Rock	94.9 100kw	11	5	4	9	14	24	66	Paxson	KATZ
3.6	3.5	3.5	3.9	3.1	14	<b>WMXJ-FM</b> ♦ Oldies	102.7 100kw	8	17	21	16	12	5	58	Jefferson-Pilot	CBS
3.3	3.0	2.7	2.6	3.1	14	<b>WTMI-FM</b> ♦ Classical	93.1 96kw	15	—	27	20	18	11	76	Marlin	CMBS
3.5	2.8	2.0	2.9	2.9	16	<b>WCMQ/WSKP</b> Spanish	1210/107.9 25(2.5)kw/100kw	21	—	29	30	24	16	133	Spanish Br. Sys.	SBS
3.0	3.5	2.8	3.0	2.8	17	<b>WLVE-FM</b> NAC	93.9 100kw	13	24	15	11	8	12	64	Paxson	KATZ
2.5	2.1	2.5	2.1	2.6	18	<b>WBGGM-FM</b> Classic Hits	105.9 100kw	16	19	11	10	10	14	64	Clear Channel	CCRS
1.8	2.5	2.5	2.7	2.5	19	<b>WQBA-AM</b> Spanish	1140 50(10)kw	23	25	34	27	26	18	111	Heftel	KT-H
1.8	1.9	2.0	2.4	2.1	20	<b>WINZ-AM</b> News	940 50(25)kw	17	22	26	22	23	19	53	Paxson	KATZ

1 Was **WQBA-FM** until November. ♦ See Website Directory.

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**For more information call (212) 581-3962**

## MIAMI'S CLASSIC HITS!

12+ POPULATION: 2,936,100 (Black: 17.0%; Hispanic: 38.1%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
3.2	2.4	2.1	1.9	2.0	21	WSHE-FM Adult Alternative	103.5 100kw	18	10	10	15	16	26	50	TK	TOR
0.0	0.0	1.3	1.1	1.7	22	WMBM-AM Religious	1490 1kw	28	16	17	17	17	17	127	New Birth	—
0.8	1.4	1.6	1.6	1.6	23	WCMQ-FMWZMQ Spanish	92.3/103.9 31kw/50kw	21	14	19	19	19	20	62	Spanish Br. Sys.	SBS
1.7	1.9	1.5	1.8	1.4	24	WQAM-AM ♦ Sports	560 5(1)kw	20	—	20	21	21	21	55	Sunshine Wireless	D&R
3.8	3.4	3.3	3.1	1.4	24	WRTO-FM Spanish	98.3 100kw	22	10	16	18	25	25	54	Viva America	LOTUS
0.8	0.8	1.0	0.6	1.0	26	WFTL-AM Talk	1400 1kw	26	—	—	34	34	33	73	Paxson	DIR
1.2	1.5	1.8	1.5	1.0	26	WSUA-AM Spanish	1260 5kw	33	—	25	23	22	23	108	Red Top	—

♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WZTA-FM	1 WHQT-FM	1 WEDR-FM	1 WHQT-FM	1 WEDR-FM	1 WRMA-FM	SPANISH  28.5
2 WEDR-FM	2 WEDR-FM	2 WZTA-FM	2 WEDR-FM	2 WIOD-AM	2 WHQT-FM	URBAN  11.6
3 WPOW-FM	3 WPOW-FM	3 WXDJ-FM	3 WRMA-FM	3 WHQT-FM	3 WEDR-FM	AC  8.9
4 WHQT-FM	4 WHYI-FM	4 WIOD-AM	4 WFLC-FM	4 WRMA-FM	4 WAMR-FM	NEWS/TALK  8.3
5 WXDJ-FM	5 WRMA-FM	5 WHQT-FM	5 WHYI-FM	5 WZTA-FM	5 WLYF-FM	CHR  7.8
6 WHYI-FM	6 WFLC-FM	6 WBGGM-FM	6 WAMR-FM	6 WXDJ-FM	6 WFLC-FM	OLDIES/CR  5.7
7 WSHE-FM	7 WAMR-FM	7 WRMA-FM	7 WPOW-FM	7 WBGGM-FM	7 WHYI-FM	COUNTRY  3.3
8 WBGGM-FM	8 WLYF-FM	8 WFLC-FM	8 WLYF-FM	8 WLVE-FM	8 WXDJ-FM	ROCK  3.2
9 WIOD-AM	9 WXDJ-FM	9 WLVE-FM	9 WXDJ-FM	9 WFLC-FM	9 WKIS-FM	CLASSICAL  3.1
10 WKIS-FM	10 WZTA-FM	10 WPOW-FM	10 WLVE-FM	10 WKIS-FM	10 WLVE-FM	NAC  2.8
						ADULT ALT.  2.0
						RELIGIOUS  1.7

More than Research — Answers

Harker Research

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12+ POPULATION: 2,843,500 (Black: 25.0%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.2	11.9	11.9	10.4	9.8	1	1	<b>WVEE-FM</b> Urban	103.3 100kw	1	1	1	1	1	7	90	Granum	MCG
9.9	10.4	9.6	9.4	9.0	2		<b>WKHX-FM</b> Country	101.5 99kw	3	5	5	2	2	1	86	Cap Cities/ABC	KATZ
6.4	6.7	7.2	7.1	6.9	3		<b>WSB-AM</b> ♦ Talk	750 50kw	2	15	13	10	7	3	65	Cox	CHR
7.2	6.5	6.1	5.6	6.7	4		<b>WPCH-FM</b> AC	94.9 99kw	6	12	10	8	3	2	76	Jacor	EAST
4.9	5.7	5.2	5.4	6.1	5		<b>WSTR-FM</b> CHR/Pop	94.1 100kw	4	4	3	3	8	10	62	Jefferson-Pilot	CBS
4.9	5.2	6.2	6.1	6.0	6		<b>WNNX-FM</b> ♦ Alternative	99.7 100kw	7	2	2	6	11	16	72	Susquehanna	MMR
6.5	5.7	4.4	5.1	5.6	7		<b>WSB-FM</b> AC	98.5 100kw	5	11	7	5	4	5	58	Cox	CHR
4.6	5.5	5.6	5.6	5.3	8		<b>WALR-A/F</b> Urban/AC	1340/104.7 1kw/100kw	11	10	8	4	5	6	73	Ring Radio	CHR
4.1	4.6	5.6	4.4	4.9	9		<b>WKLS-FM</b> ♦ Rock	96.1 99kw	9	7	4	7	6	11	62	Citicasters	BAN
4.0	4.5	4.3	3.8	4.2	10		<b>WFOX-FM</b> Oldies	97.1 97kw	10	9	14	11	9	4	55	Chancellor	KATZ
0.0	0.0	0.0	4.6	3.9	11		<b>WHTA-FM</b> 1 Urban	97.5 8.5kw	13	3	6	12	15	20	71	Catherine Hughes	TOR
4.2	3.6	3.8	3.6	3.6	12		<b>WZGC-FM</b> ♦ Classic Rock	92.9 99kw	8	8	9	9	10	12	45	Infinity	IRS
2.8	2.4	2.3	2.7	3.4	13		<b>WJZF-FM</b> 2 NAC	104.1 60kw	14	13	12	13	12	8	65	NewCity	CHR
4.5	4.0	3.7	4.3	3.4	13		<b>WYAY-FM</b> Country	106.7 99kw	12	6	11	14	13	9	61	Cap Cities/ABC	KATZ
3.3	3.6	2.9	2.3	2.1	15		<b>WGST-AM</b> ♦ News/Talk	640 50(1)kw	15	17	18	17	16	14	53	Jacor	EAST
2.5	2.5	2.8	1.8	2.1	15		<b>WGST-FM</b> ♦ News/Talk	105.7 50kw	16	—	16	15	14	13	65	Jacor	KATZ
2.5	2.3	2.8	2.6	2.0	17		<b>WAOK-AM</b> Religious	1380 5kw	18	14	15	16	17	15	87	Granum	MCG
1.4	1.2	0.7	1.1	1.2	18		<b>WCNN-AM</b> Sports	680 50(10)kw	17	16	17	18	18	17	45	Midwestern Br.	CHR

1 Started out as **WQUL-FM** until August. 2 Operates under an LMA with Cox. ♦ See Website Directory.

Continued on Page 48



The *Dr. Laura* Show



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For more  
information call  
**(212) 581-3962**

## ATLANTA'S NEWS, WEATHER AND TRAFFIC STATION



12+ POPULATION: 2,698,900 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
7.1	4.9	5.9	6.3	8.8	1	1	<b>KIRO-AM</b> ♦ News/Talk	710 50kw	1	10	10	1	1	1	54	Bonneville Int.	SEN
5.4	6.1	5.9	6.0	6.1	2	2	<b>KUBE-FM</b> CHR/Rhythmic	93.3 100kw	2	1	2	6	10	17	63	New Century Media	MMR
5.1	5.0	5.7	5.5	5.4	3	3	<b>KBSG-A/F</b> Oldies	1210/97.3 10(1)kw/55kw	4	4	14	3	2	2	59	Viacom	TOR
5.5	5.4	6.2	4.9	5.3	4	4	<b>KVI-AM</b> ♦ Talk	570 5kw	12	14	17	14	6	3	95	Fisher	BAN
5.0	6.1	5.1	4.6	4.5	5	5	<b>KNDD-FM</b> Alternative	107.7 100kw	5	2	1	8	16	23	55	Viacom	KATZ
3.2	5.5	4.1	3.7	4.3	6	6	<b>KING-FM</b> ♦ Classical	98.1 58kw	10	18	19	17	15	4	68	Classic Radio	SEN
5.1	4.6	4.8	4.5	4.3	6	6	<b>KIXI-AM</b> Nostalgia	880 50(10)kw	15	—	22	22	22	15	87	Sandusky	CHR
6.2	5.6	5.6	4.7	4.3	6	6	<b>KMPS-FM</b> ♦ Country	94.1 98kw	8	5	8	9	7	5	64	EZ	EAST
3.3	3.4	4.2	5.4	4.2	9	9	<b>KZOK-FM</b> ♦ Classic Rock	102.5 100kw	9	16	5	2	4	10	64	EZ	EAST
3.8	3.7	3.6	3.8	4.1	10	10	<b>KJR-FM</b> ♦ Oldies	95.7 100kw	6	7	6	4	3	7	53	New Century Media	MMR
3.8	3.6	3.2	4.0	4.0	11	11	<b>KPLZ-FM</b> ♦ Hot AC	101.5 100kw	7	8	4	5	5	16	55	Fisher	BAN
3.6	4.5	3.7	4.2	3.7	12	12	<b>KLSY-FM</b> AC	92.5 58kw	11	3	7	10	11	8	62	Sandusky	CHR
5.2	3.5	3.3	2.6	3.7	12	12	<b>KOMO-AM</b> ♦ Full Service	1000 50kw	3	—	21	20	18	6	39	Fisher	BAN
3.7	3.7	3.4	3.0	3.6	14	14	<b>KCIN-FM</b> <sup>1</sup> Country	106.1 58kw	14	13	9	12	12	9	69	Heritage Media	CHR
3.9	4.6	3.5	4.0	3.6	14	14	<b>KISW-FM</b> ♦ Rock	99.9 100kw	13	6	3	7	9	21	68	Nationwide	MCG
3.5	3.0	2.7	3.5	3.0	16	16	<b>KMTT-A/F</b> Adult Altern.	850/103.7 10(1)kw/58kw	16	—	12	11	8	11	66	Entercom	D&R
3.3	2.8	3.1	3.2	3.0	16	16	<b>KYCW-FM</b> ♦ Country	96.5 100kw	19	9	11	13	13	14	73	Infinity	IRS
2.6	2.3	2.8	3.1	2.9	18	18	<b>KRWM-FM</b> AC	106.9 100kw	17	12	13	15	14	13	68	Brown	CBS
2.7	2.3	2.3	2.7	2.2	19	19	<b>KWJZ-FM</b> <sup>2</sup> NAC	98.9 100kw	20	15	20	16	17	12	63	Park	D&R
2.2	1.9	2.3	1.5	1.8	20	20	<b>KJR-AM</b> Sports	950 5kw	18	19	16	19	20	18	42	New Century Media	—

<sup>1</sup> Was KRPM-FM until mid-November. <sup>2</sup> Was KEZX-FM until October. ♦ See Website Directory.

Continued on Page 48



**Weekly Top 40**

+ KUBE **93** fm =

For more information call  
**(212) 581-3962**



**TODAY'S HIT MUSIC**

ATLANTA

Continued from Page 46

12+ POPULATION: 2,843,500 (Black: 25.0%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNNX-FM	1 WVEE-FM	1 WKLS-FM	1 WVEE-FM	1 WKLS-FM	1 WVEE-FM	URBAN  19.0
2 WVEE-FM	2 WSTR-FM	2 WVEE-FM	2 WKHX-FM	2 WVEE-FM	2 WPCH-FM	COUNTRY  12.4
3 WKLS-FM	3 WKHX-FM	3 WNNX-FM	3 WSTR-FM	3 WKHX-FM	3 WKHX-FM	AC  12.3
4 WHTA-FM	4 WNNX-FM	4 WZGC-FM	4 WPCH-FM	4 WSB-AM	4 WSB-FM	NEWS/TALK  12.3
5 WSTR-FM	5 WSB-FM	5 WKHX-FM	5 WSB-FM	5 WZGC-FM	5 WALR-A/F	OLDIES/CR  7.8
6 WZGC-FM	6 WALR-A/F	6 WALR-A/F	6 WALR-A/F	6 WALR-A/F	6 WSTR-FM	CHR  6.1
7 WKHX-FM	7 WPCH-FM	7 WSB-AM	7 WNNX-FM	7 WFOX-FM	7 WFOX-FM	ALTERNATIVE  6.0
8 WALR-A/F	8 WKLS-FM	8 WHTA-FM	8 WFOX-FM	8 WNNX-FM	8 WSB-AM	ROCK  4.9
9 WSB-FM	9 WHTA-FM	9 WSB-FM	9 WJZF-FM	9 WSB-FM	9 WJZF-FM	NAC  3.4
10 WSB-AM	10 WJZF-FM	10 WSTR-FM	10 WSB-AM	10 WPCH-FM	10 WKLS-FM	RELIGIOUS  2.0

SEATTLE-TACOMA

Continued from Page 47

12+ POPULATION: 2,698,900 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ POP	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
1.5	1.4	1.9	1.6	1.6	21		KCMS-FM Religious	105.3 115kw	22	17	15	18	19	20	59	Crista	RSS
1.1	1.3	1.5	2.3	1.5	22		KIRO-FM ♦ Talk	100.7 100kw	21	11	18	21	21	19	50	Bonneville Int.	SEN

♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KISW-FM	1 KPLZ-FM	1 KISW-FM	1 KPLZ-FM	1 KIRO-AM	1 KBSG-A/F	NEWS/TALK  18.9
2 KNDD-FM	2 KUBE-FM	2 KIRO-AM	2 KLSY-FM	2 KZOK-FM	2 KPLZ-FM	OLDIES/CR  13.7
3 KZOK-FM	3 KLSY-FM	3 KZOK-FM	3 KBSG-A/F	3 KISW-FM	3 KIRO-AM	COUNTRY  10.9
4 KUBE-FM	4 KNDD-FM	4 KNDD-FM	4 KUBE-FM	4 KSBG-A/F	4 KLSY-FM	AC  10.6
5 KJR-FM	5 KJR-FM	5 KJR-FM	5 KJR-FM	5 KVI-AM	5 KJR-FM	CHR  6.1
6 KIRO-AM	6 KZOK-FM	6 KBSG-A/F	6 KMPS-FM	6 KJR-FM	6 KMPS-FM	ALTERNATIVE  4.5
7 KMTT-A/F	7 KMPS-FM	7 KUBE-FM	7 KIRO-AM	7 KMTT-A/F	7 KMTT-A/F	CLASSICAL  4.3
8 KCIN-FM	8 KYCW-FM	8 KMTT-A/F	8 KZOK-FM	8 KCIN-FM	8 KRWM-FM	NOSTALGIA  4.3
9 KPLZ-FM	9 KCIN-FM	9 KVI-AM	9 KRWM-FM	9 KNDD-FM	9 KYCW-FM	ROCK  3.6
10 KMPS-FM	10 KRWM-FM	10 KCIN-FM	10 KYCW-FM	10 KJR-AM	10 KZOK-FM	ADULT ALT.  3.0
						NAC  2.2
						RELIGIOUS  1.6

12+ POPULATION: 2,253,300 (Black: 7.2%; Hispanic: 7.3%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
5.8	6.3	5.7	6.3	6.5	1	1	WALK-AF 1 AC	1370/97.5 .5kw/39kw	4	6	8	3	1	1	87	Chancellor	KATZ
5.7	4.6	3.9	3.7	5.0	2	2	WABC-AM Talk	770 50kw	11	21	26	20	16	4	100	Cap Cities/ABC	BAN
4.6	5.0	5.1	5.2	4.8	3	3	WHTZ-FM ♦ CHR/Pop	100.3 6kw	1	1	3	5	14	23	49	Chancellor	KATZ
3.7	3.8	4.4	3.4	4.5	4	4	WPLJ-FM Hot AC	95.5 6.7kw	3	8	1	1	2	10	59	Cap Cities/ABC	KATZ
4.1	3.9	4.1	4.6	4.4	5	5	WCBS-FM Oldies	101.1 6.8kw	5	13	16	6	4	2	64	CBS Radio	CBS
3.9	3.5	4.1	3.7	4.4	5	5	WXRK-FM 2 Classic Rock	92.3 6kw	6	16	2	2	3	8	65	Infinity	IRS
3.7	3.6	3.6	3.2	4.1	7	7	WFAN-AM Sports	660 50kw	7	4	11	7	6	3	61	Infinity	IRS
4.3	3.9	3.8	4.0	4.0	8	8	WCBS-AM ♦ News	880 50kw	2	—	27	21	17	5	48	CBS Radio	CBS
3.9	3.6	4.5	4.1	3.7	9	9	WBLI-FM Hot AC	106.1 49kw	9	7	5	4	5	6	66	Liberty	MCG
2.3	2.9	3.8	4.3	3.6	10	10	WQHT-FM CHR/Rhythmic	97.1 6.7kw	13	2	4	9	22	32	77	Emmis	MMR
3.9	3.0	3.2	3.3	3.2	11	11	WOR-AM ♦ Talk	710 50kw	14	—	34	28	25	14	71	Buckley	MCG
3.2	3.4	3.2	3.5	3.1	12	12	WHLI-FM AC	1100 10kw	29	—	35	35	33	19	182	Barnstable	KATZ
2.6	2.4	2.8	2.8	2.9	13	13	WBZO-FM Oldies	103.1 3kw	15	10	14	11	7	7	66	Shore Media Inc.	—
3.7	3.1	3.1	3.4	2.9	13	13	WKJY-FM AC	98.3 3kw	17	14	9	10	9	15	75	Barnstable	KATZ
2.2	2.3	2.0	1.7	2.9	13	13	WQXR-FM Classical	96.3 7.8kw	20	—	29	24	21	13	86	New York Times	CMBS
2.6	2.1	2.7	3.2	2.8	16	16	WLTW-FM AC	106.7 6kw	12	24	17	16	11	11	57	Viacom	KATZ
2.7	3.6	3.1	2.5	2.7	17	17	WYNY-FM 3 Country	103.5 6.7kw	22	12	20	19	13	12	80	Evergreen Media	EAST
3.6	3.4	3.2	3.7	2.6	18	18	WBAB/WHFM ♦ Rock	102.3/95.3 3kw/5kw	10	17	6	8	8	18	49	Liberty	MCG
2.5	2.6	2.6	2.3	2.5	19	19	WQCD-FM ♦ NAC	101.9 6.2kw	18	—	23	14	10	9	66	Tribune	CHR
2.3	2.3	2.3	2.1	2.2	20	20	WINS-AM News	1010 30(50)kw	8	—	28	25	23	16	34	CBS Radio	G/W

1 WALK-AM switched to Easy Listening on January 1. 2 Switched to Alternative in January. 3 Switched to WKTU-FM (CHR/Rhythmic) in February. ♦ See Website Directory.

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+ **WKJY** =  
98.3 FM

For more  
information call  
(212) 581-3962

**LONG ISLAND'S BEST MUSIC**





Continued from Page 49

12+ POPULATION: 2,253,300 (Black: 7.2%; Hispanic: 7.3%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
2.2	2.3	2.0	2.6	2.0	21	WMXV-FM Hot AC	105.1 7.8kw	16	5	13	12	15	17	48	Bonneville Int.	SEN
1.8	2.3	1.5	2.5	1.9	22	WAXQ-FM Rock	104.3 7.8kw	21	3	7	13	20	33	57	GAF	TOR
1.3	2.6	2.8	2.1	1.9	22	WRKS-FM Urban/Oldies	98.7 7.8kw	23	15	12	15	12	20	65	Emmis	D&R
1.7	1.6	2.1	2.5	1.6	24	WMJC/WRCN Rock	94.3/103.9 3kw/1.5kw	24	18	10	17	19	29	58	Islandwide Br.	MCG
2.0	2.4	2.0	1.9	1.5	25	WNEW-FM 4 ♦ Adult Alternative	102.7 7.8kw	19	19	18	18	18	21	43	CBS Radio	G/W
1.6	1.5	1.4	1.4	1.4	26	WPAT-FM 5 AC	93.1 5.4kw	26	25	22	23	26	22	59	Spanish Br. Sys.	MMR
1.2	1.3	1.3	1.2	1.3	27	WBLS-FM Urban/AC	107.5 5.4kw	27	9	19	22	24	24	54	Inner City	MCG
1.2	1.1	1.0	1.2	1.1	28	WQEW-AM Nostalgia	1560 50kw	30	—	—	37	37	27	81	New York Times	MMR
1.4	1.4	1.1	1.4	1.0	29	WSKQ-FM Spanish	97.9 7.8kw	31	26	21	27	27	25	85	Spanish Br. Sys.	SBS

4 Was Rock formatted until mid-July. 5 Switched to Spanish/AC format on January 20th. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WXRK-FM	1 WPLJ-FM	1 WXRK-FM	1 WPLJ-FM	1 WXRK-FM	1 WALK-A/F	AC	24.1
2 WQHT-FM	2 WHTZ-FM	2 WFAN-AM	2 WALK-A/F	2 WFAN-AM	2 WPLJ-FM	NEWS/TALK	16.3
3 WHTZ-FM	3 WQHT-FM	3 WPLJ-FM	3 WBLI-FM	3 WCBS-FM	3 WCBS-FM	OLDIES/CR	11.7
4 WAXQ-FM	4 WBLI-FM	4 WBAB/WHFM	4 WHTZ-FM	4 WALK-A/F	4 WBLI-FM	CHR	8.4
5 WPLJ-FM	5 WALK-A/F	5 WBLI-FM	5 WCBS-FM	5 WPLJ-FM	5 WKJY-FM	ROCK	6.1
6 WFAN-AM	6 WKJY-FM	6 WALK-A/F	6 WKJY-FM	6 WBAB/WHFM	6 WLTW-FM	URBAN	3.2
7 WBAB/WHFM	7 WBAB/WHFM	7 WHTZ-FM	7 WXRK-FM	7 WBLI-FM	7 WBZO-FM	CLASSICAL	2.9
8 WMJC/WRCN	8 WXRK-FM	8 WQHT-FM	8 WQHT-FM	8 WBZO-FM	8 WXRK-FM	COUNTRY	2.7
9 WBLI-FM	9 WMXV-FM	9 WCBS-FM	9 WBZO-FM	9 WQCD-FM	9 WRKS-FM	NAC	2.5
10 WALK-A/F	10 WRKS-FM	10 WBZO-FM	10 WMXV-FM	10 WMJC/WRCN	10 WMXV-FM	ADULT ALT.	1.5
						SPANISH	1.0

More than Research — Answers<sup>SM</sup>

Harker Research

919 • 954 • 8300

12+ POPULATION: 2,212,900 (Black: N/A; Hispanic: 21.4%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
6.2	6.8	7.0	6.4	7.8	1	<b>KSON-AF</b> ♦ Country	1240/97.3 1kw/50kw	4	5	2	1	1	1	91	Jefferson-Pilot	BAN
4.5	5.4	7.2	7.6	6.8	2	<b>KYXY-FM</b> AC	96.5 41kw	1	6	4	2	2	2	67	SFX	D&R
5.5	5.2	5.1	6.8	6.7	3	<b>XHTZ-FM</b> CHR/Rhythmic	90.3 100kw	2	1	1	3	6	16	76	Califormula	EAST
3.6	3.6	4.1	3.6	4.4	4	<b>XTRA-FM</b> ♦ Alternative	91.1 100kw	2	2	3	4	8	22	52	Noble	MMR
5.2	5.3	4.9	4.5	4.2	5	<b>KSDO-AM</b> ♦ News/Talk	1130 10kw	11	—	30	17	11	5	74	Gannett	G/W
4.7	4.5	4.6	5.4	4.1	6	<b>KKLQ-FM</b> CHR/Pop	106.5 50kw	3	3	5	6	4	10	48	Par	TOR
3.8	3.9	3.4	3.4	3.9	7	<b>KGB-FM</b> ♦ Classic Rock	101.5 50kw	8	10	7	5	3	8	65	Brown	CBS
4.0	3.6	3.5	4.5	3.5	8	<b>KBZT-FM</b> 1 Oldies	94.9 22kw	6	8	13	10	7	4	53	Anaheim	BAN
3.0	3.1	3.6	4.2	3.5	8	<b>KFMB-AM</b> Full Service	760 5(50)kw	10	—	28	16	10	3	61	Midwest TV	MCG
3.3	3.8	3.2	3.2	3.3	10	<b>KFSD-FM</b> Classical	94.1 100kw	15	—	25	22	19	7	71	Lotus	MMR
2.7	2.5	3.1	3.3	3.2	11	<b>KFMB-FM</b> Hot AC	100.7 30kw	7	9	6	7	9	15	51	Midwest TV	MCG
3.1	3.8	4.0	3.2	3.2	11	<b>KIFM-FM</b> ♦ NAC	98.1 28kw	12	—	12	8	5	6	61	KIFM Br. LP	CBS
1.9	2.0	1.2	1.4	2.6	13	<b>XHKY-FM</b> Spanish	99.3 25kw	23	17	10	13	13	12	97	Califormula	KT-H
3.0	2.3	2.5	3.2	2.6	13	<b>XHRM-FM</b> Alternative	92.5 100kw	9	11	8	9	12	25	43	Radio Moderna	EAST
2.7	2.1	2.4	2.4	2.5	15	<b>KFI-AM</b> Talk	640 50kw	18	—	21	18	18	9	62	Cox	CHR
3.1	3.0	3.8	3.0	2.5	15	<b>KIOZ-FM</b> Rock	102.1 9.5kw	16	4	9	11	16	27	57	Compass Radio	TOR
1.4	2.4	2.5	1.9	2.4	17	<b>KOGO-AM</b> Talk	600 5kw	19	—	18	21	21	11	68	Par	TOR
3.8	3.1	1.9	2.6	2.3	18	<b>XTRA-AM</b> ♦ Sports	690 50kw	13	18	13	14	14	13	45	Noble	MMR
4.0	3.0	2.5	1.9	2.2	19	<b>KMKX-FM</b> ♦ Classic Hits	103.7 36kw	14	11	11	12	15	14	44	SFX	D&R
2.7	4.1	1.9	2.7	2.2	19	<b>KPOP-AM</b> Nostalgia	1360 5(1)kw	21	—	—	36	33	19	72	Brown	CBS

1 Operates under an LMA with Jefferson-Pilot. ♦ See Website Directory.

Continued on Page 52

FLASHBACK! + 101 KGB FM =

For more  
information call  
(212) 581-3962

San Diego's Classic Rock Station



Continued from Page 51

12+ POPULATION: 2,212,900 (Black: N/A; Hispanic: 21.4%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
2.4	2.4	2.9	2.2	1.7	21	<b>KKBH-FM</b> ♦ <i>Oldies</i>	102.9 32kw	17	—	15	15	17	17	42	Gannett	G/W
3.1	2.5	1.9	1.8	1.3	22	<b>KCBQ-FM</b> ♦ <sup>2</sup> <i>Classic Hits</i>	105.3 29kw	20	—	17	20	20	18	39	Par	KATZ
1.1	2.2	1.6	1.5	1.2	23	<b>KNX-AM</b> ♦ <i>News</i>	1070 50kw	22	—	33	27	26	20	41	CBS Radio	CBS
0.4	0.6	0.5	0.9	1.2	23	<b>KUPR-FM</b> <sup>3</sup> <i>Adult Alternative</i>	95.7 7.2kw	25	—	19	19	22	21	62	Tri-Cities Br.	CHR
1.3	1.3	1.8	1.5	1.0	25	<b>KOWF-FM</b> <i>Country</i>	92.1 3kw	24	13	24	25	24	26	46	Astor	—
1.5	1.0	1.2	0.8	1.0	25	<b>XLTN-FM</b> <i>Spanish</i>	104.5 60kw	26	14	16	24	23	30	67	Califormula	KT-H

<sup>2</sup> Switched To AC After Ratings Period Ended. <sup>3</sup> Was **KKOS-FM** until November. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 XTRA-FM	1 XHTZ-FM	1 KGB-FM	1 KSON-A/F	1 KGB-FM	1 KYXY-FM	NEWS/TALK	16.1
2 XHTZ-FM	2 KSON-A/F	2 XTRA-FM	2 KYXY-FM	2 KSON-A/F	2 KSON-S/F	OLDIES/CR	13.4
3 KGB-FM	3 KYXY-FM	3 XHTZ-FM	3 XHTZ-FM	3 XTRA-FM	3 KKLQ-FM	CHR	10.8
4 KSON-A/F	4 KKLQ-FM	4 KSON-A/F	4 KKLQ-FM	4 KYXY-FM	4 KFMB-FM	AC	10.0
5 KIOZ-FM	5 KFMB-FM	5 KYXY-FM	5 KFMB-FM	5 XTRA-AM	5 KIFM-FM	COUNTRY	9.8
6 XTRA-AM	6 XHRM-FM	6 XTRA-FM	6 KIFM-FM	6 XHTZ-FM	6 XHTZ-FM	ALTERNATIVE	7.9
7 XHRM-FM	7 XTRA-FM	7 KIOZ-FM	7 KBZT-FM	7 KIFM-FM	7 KBZT-FM	SPANISH	3.6
8 KYXY-FM	8 XHKY-FM	8 KKLQ-FM	8 XHRN-FM	8 KSDO-AM	8 KKBH-FM	CLASSICAL	3.3
9 KKLQ-FM	9 KKBH-FM	9 KIFM-FM	9 KKBH-FM	9 KFMB-AM	9 XHRM-FM	NAC	3.2
10 KFMB-FM	10 KIFM-FM	10 KMKX-FM	10 XTRA-FM	10 KKLQ-FM	10 XHKY-FM	NOSTALGIA	3.0
						ROCK	2.5
						ADULT ALT.	1.5

More than Research — Answers<sup>SM</sup>  
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12+ POPULATION: 2,202,400 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ADJ. RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
11.1	12.4	12.0	11.9	13.1	1	1	<b>WCCO-AM</b> Full Service	830 50kw	1	13	11	8	3	1	82	CBS Radio	CBS
12.2	12.4	11.9	12.9	10.7	2	2	<b>KQRS-A/F</b> Classic Rock	1440/92.5 5kw/100kw	2	5	1	1	1	3	73	Cap Cities/ABC	KATZ
6.4	7.3	6.9	6.4	7.0	3	3	<b>KDWB-FM</b> CHR/Pop	101.3 100kw	3	1	4	5	8	10	58	Chancellor	BAN
5.6	5.3	5.8	6.3	6.8	4	4	<b>KEEY-FM</b> ♦ Country	102.1 100kw	5	4	6	6	5	4	67	Chancellor	KATZ
4.8	5.8	6.1	6.4	6.3	5	5	<b>WBOB-FM</b> Country	100.3 100kw	8	3	5	3	6	7	72	Colfax	D&R
6.4	6.2	7.0	6.3	6.3	5	5	<b>WLTE-FM</b> AC	102.9 100kw	6	8	9	4	2	2	67	CBS Radio	CBS
6.1	5.3	5.9	6.6	5.9	7	7	<b>KSTP-FM</b> Hot AC	94.5 100kw	4	6	3	2	4	8	54	Hubbard	MCG
5.9	6.8	6.9	5.7	5.3	8	8	<b>KEGE-A/F</b> Alternative	980/93.7 5kw/100kw	7	2	2	7	11	14	57	Cap Cities/ABC	KATZ
5.4	4.9	4.3	3.8	5.2	9	9	<b>KSTP-AM</b> Talk	1500 50kw	10	10	12	11	9	6	79	Hubbard	CHR
5.7	3.9	5.1	4.8	3.8	10	10	<b>KQQL-FM</b> Oldies	107.9 97kw	9	7	14	10	7	5	46	Colfax	D&R
4.0	4.0	3.2	3.4	3.1	11	11	<b>KTCJ/KTCZ</b> Adult Alternative	690/97.1 .5kw/100kw	11	12	8	9	10	11	54	Chancellor	BAN
1.7	1.6	1.8	1.5	2.4	12	12	<b>KLBB/WLOL</b> Nostalgia	1400/1470 1kw/5kw	14	—	16	16	16	13	73	Cargill	—
2.4	1.6	1.2	1.5	2.3	13	13	<b>KFAN-AM</b> ♦ Sports	1130 50(25)kw	12	14	10	13	13	12	49	Chancellor	KATZ
2.5	3.2	1.8	2.1	2.3	13	13	<b>KMJZ-FM</b> NAC	104.1 100kw	13	12	13	14	12	9	53	Park	EAST
1.0	0.7	2.1	1.5	2.2	15	15	<b>KREV/WREV</b> Alternative	105.1/105.3 2.6kw/25kw	15	9	7	12	14	16	77	Cargill	MMR

♦ See Website Directory.

Continued on Page 55

Satellite  
**COMEDY**  
Network

**KDWB**  
101.3

For more  
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**TODAY'S BEST MUSIC**



12+ POPULATION: 2,083,800 (Black: 16.3%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
14.9	13.8	13.2	14.2	14.4	1	1	<b>KMOX-AM</b> ♦ Talk	1120 50kw	1	7	10	4	1	1	82	CBS Radio	CBS
7.2	8.9	8.1	8.8	9.3	2	2	<b>WIL-FM</b> Country	92.3 100kw	2	5	5	3	2	2	82	Heritage Media	EAST
7.7	7.4	7.8	7.1	7.5	3	3	<b>KMJM-FM</b> Urban	107.7 100kw	10	1	2	2	6	10	105	Noble	MCG
6.5	8.3	8.0	7.0	7.0	4	4	<b>KEZK-FM</b> AC	102.5 100kw	3	9	9	6	4	3	68	Par	D&R
7.9	5.4	6.9	6.3	6.4	5	5	<b>KSHE-FM</b> Classic Rock	94.7 100kw	4	4	1	1	3	7	68	Emmis	D&R
4.9	5.7	6.1	5.6	5.3	6	6	<b>KYKY-FM</b> ♦ Hot AC	98.1 90kw	5	6	7	5	5	5	60	EZ	KATZ
2.9	4.0	4.3	4.8	4.8	7	7	<b>KPNT-FM</b> Alternative	105.7 100kw	7	2	3	7	12	21	59	River Cities	TOR
2.9	4.3	3.6	3.6	4.2	8	8	<b>WKKX-FM</b> Country	106.5 90kw	12	7	7	8	9	6	69	Zimmer	BAN
3.7	4.0	4.2	4.6	4.1	9	9	<b>WKBQ-FM</b> CHR/Pop	104.1 39kw	6	3	6	10	13	14	48	Zimmer	MMR
3.4	3.6	4.2	3.5	4.0	10	10	<b>KLOU-FM</b> Oldies	103.3 100kw	9	11	16	11	7	4	54	CBS Radio	CBS
2.8	2.3	2.7	2.9	3.4	11	11	<b>KSD-FM</b> ♦ Classic Rock	93.7 100kw	8	12	8	9	8	11	43	EZ	KATZ
2.0	2.3	2.5	3.2	3.1	12	12	<b>KXOK-FM</b> Urban/AC	97.1 100kw	14	13	12	13	10	9	70	Frischling	K&P
4.5	2.9	3.2	3.6	2.9	13	13	<b>KIHT-FM</b> Classic Hits	93.6 100kw	11	10	11	12	11	12	44	Heritage Media	EAST
3.1	2.7	2.7	2.4	2.7	14	14	<b>KFUO-FM</b> Classical	99.1 100kw	13	17	17	14	14	9	56	Lutheran Church/MOS	CMBS
2.6	2.2	1.9	2.2	1.9	15	15	<b>WRTH-AM</b> Nostalgia	1430 5kw	17	—	—	—	25	22	67	Heritage Media	EAST
1.4	1.3	1.3	1.7	1.5	16	16	<b>KATZ-AM</b> Urban/AC	1600 5kw	21	16	18	18	19	15	79	Noble	MCG
0.9	1.0	1.5	1.5	1.5	16	16	<b>KSD-AM</b> Nostalgia	550 5kw	15	—	20	20	20	16	36	EZ	KATZ
1.9	2.1	1.5	1.7	1.5	16	16	<b>WVRV-FM</b> Adult Alternative	101.1 44kw	16	18	13	15	15	19	40	River Cities	TOR
1.0	1.4	1.3	1.2	1.3	19	19	<b>WCBW-FM</b> Religious	104.9 7.8kw	18	14	15	16	16	18	61	Universal	SRR
1.0	1.0	1.2	0.9	1.2	20	20	<b>KFNS-AM</b> Sports	590 1kw	19	—	14	17	17	20	60	Compass Radio	D&R

♦ See Website Directory.

**FLASHBACK!**  
**ROCK SLIDES**

+

**93.7 KSD**  
Classic Rock

=

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information call  
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**THE GREATEST CLASSIC ROCK THEN AND NOW**

Continued from Page 53

12+ POPULATION: 2,202,400 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS										FORMAT REACH			
Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54			
1 KQRS-A/F	1 KSTP-FM	1 KQRS-A/F	1 WLTE-FM	1 KQRS-A/F	1 WLTE-FM	1 KQRS-A/F	1 WLTE-FM	1 KQRS-A/F	1 WLTE-FM	1 KQRS-A/F	1 WLTE-FM	NEWS/TALK	20.6
2 KEGE-A/F	2 KQRS-A/F	2 KEGE-A/F	2 KSTP-FM	2 KEGE-A/F	2 WCCO-AM	2 KSTP-FM	2 KSTP-FM	2 WCCO-AM	2 KSTP-FM	2 KSTP-FM	2 KSTP-FM	OLDIES/CR	14.5
3 KDWB-FM	3 KDWB-FM	3 WBOB-FM	3 KQRS-A/F	3 WBOB-FM	3 KSTP-AM	3 KQRS-A/F	3 KEEY-FM	3 KSTP-AM	3 KEEY-FM	3 KEEY-FM	3 KEEY-FM	COUNTRY	13.1
4 KREV/WREV	4 KBOB-FM	4 WCCO-AM	4 WBOB-FM	4 WBOB-FM	4 KSTP-FM	4 KSTP-FM	4 KQRS-A/F	4 KSTP-FM	4 KQRS-A/F	4 KQRS-A/F	4 KQRS-A/F	AC	12.2
5 KBOB-FM	5 KEEY-FM	5 KSTP-FM	5 KDWB-FM	5 KDWB-FM	5 KEEY-FM	5 KEEY-FM	5 WCCO-AM	5 KEEY-FM	5 WCCO-AM	5 WCCO-AM	5 WCCO-AM	ALTERNATIVE	7.5
6 KSTP-FM	6 KEGE-A/F	6 KSTP-AM	6 KEEY-FM	6 KEEY-FM	6 KEGE-FM	6 KEGE-FM	6 WBOB-FM	6 KEGE-FM	6 WBOB-FM	6 WBOB-FM	6 WBOB-FM	CHR	7.0
7 KEEY-FM	7 WLTE-FM	7 KEEY-FM	7 WCCO-AM	7 WCCO-AM	7 KQQL-FM	7 KQQL-FM	7 KDWB-FM	7 KQQL-FM	7 KDWB-FM	7 KDWB-FM	7 KDWB-FM	ADULT ALT.	3.1
8 KFAN-AM	8 KTCJ/KTCZ	8 KDWB-FM	8 KEGE-A/F	8 KEGE-A/F	8 WBOB-FM	8 WBOB-FM	8 KQQL-FM	8 WBOB-FM	8 KQQL-FM	8 KQQL-FM	8 KQQL-FM	NOSTALGIA	2.4
9 KTCJ/KTCZ	9 KREV/WREV	9 KFAN-AM	9 KTCJ/KTCZ	9 KTCJ/KTCZ	9 KFAN-AM	9 KFAN-AM	9 KTCJ/KTCZ	9 KFAN-AM	9 KTCJ/KTCZ	9 KTCJ/KTCZ	9 KTCJ/KTCZ	NAC	2.3
10 KSTP-AM	10 KMJZ-FM	10 KREV/WREV	10 KQQL-FM	10 KQQL-FM	10 KTCJ/KTCZ	10 KTCJ/KTCZ	10 KMJZ-FM	10 KTCJ/KTCZ	10 KMJZ-FM	10 KMJZ-FM	10 KMJZ-FM		

12+ POPULATION: 2,083,800 (Black: 16.3%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	RANKS						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
									12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK			
2.2	1.5	1.0	0.5	1.2	20		WEW-AM Nostalgia	770 1kw	23	15	—	25	26	25	111	WEW Radio	ROS
2.1	1.2	1.2	1.0	1.0	22		KNJZ-FM <sup>1</sup> Urban/AC	100.3 50kw	22	—	19	19	18	13	63	Noble	MCG
1.6	1.7	1.2	1.2	1.0	22		WIBV-AM Talk	1260 5kw	20	—	24	21	21	17	47	Belleville	—

<sup>1</sup> Was NAC formatted until September.

DEMOGRAPHIC RANKINGS										FORMAT REACH			
Men 18-34		Women 18-34		Men 18-49		Women 18-49		Men 25-54		Women 25-54			
1 KSHE-FM	1 KYKY-FM	1 KSHE-FM	1 KYKY-FM	1 KSHE-FM	1 KYKY-FM	1 KMOX-AM	1 KEZK-FM	1 KMOX-AM	1 KEZK-FM	1 KEZK-FM	1 KEZK-FM	OLDIES/CR	19.4
2 KPNT-FM	2 KMJM-FM	2 KMOX-AM	2 KEZK-FM	2 KMOX-AM	2 KEZK-FM	2 KSHE-FM	2 WIL-FM	2 KSHE-FM	2 WIL-FM	2 WIL-FM	2 WIL-FM	NEWS/TALK	16.6
3 KMJM-FM	3 WIL-FM	3 WIL-FM	3 KMJM-FM	3 WIL-FM	3 KMJM-FM	3 WIL-FM	3 KYKY-FM	3 WIL-FM	3 KYKY-FM	3 KYKY-FM	3 KYKY-FM	COUNTRY	13.5
4 WIL-FM	4 KPNT-FM	4 KMJM-FM	4 WIL-FM	4 KMJM-FM	4 WIL-FM	4 KSD-FM	4 KMJM-FM	4 KSD-FM	4 KMJM-FM	4 KMJM-FM	4 KMJM-FM	URBAN	13.1
5 KSD-FM	5 WKBQ-FM	5 KPNT-FM	5 WKKK-FM	5 KPNT-FM	5 WKKK-FM	5 KPNT-FM	5 KMOX-AM	5 KPNT-FM	5 KMOX-AM	5 KMOX-AM	5 KMOX-AM	AC	12.3
6 KMOX-AM	6 WKKK-FM	6 KSD-FM	6 KMOX-AM	6 KSD-FM	6 KMOX-AM	6 KLOU-FM	6 WKKK-FM	6 KLOU-FM	6 WKKK-FM	6 WKKK-FM	6 WKKK-FM	ALTERNATIVE	4.8
7 WKBQ-FM	7 KEZK-FM	7 WKBQ-FM	7 WKBQ-FM	7 WKBQ-FM	7 WKBQ-FM	7 KMJM-FM	7 KLOU-FM	7 KMJM-FM	7 KLOU-FM	7 KLOU-FM	7 KLOU-FM	NOSTALGIA	4.6
8 WKKK-FM	8 KSHE-FM	8 KIHT-FM	8 KXOK-FM	8 KIHT-FM	8 KXOK-FM	8 KEZK-FM	8 KXOK-FM	8 KEZK-FM	8 KXOK-FM	8 KXOK-FM	8 KXOK-FM	CHR	4.1
9 KIHT-FM	9 WKKK-FM	9 KSHE-FM	9 KSHE-FM	9 WKKK-FM	9 KSHE-FM	9 KYKY-FM	9 KIHT-FM	9 KYKY-FM	9 KIHT-FM	9 KIHT-FM	9 KIHT-FM	CLASSICAL	2.7
10 KYKY-FM	10 KXOK-FM	10 KLOU-FM	10 KLOU-FM	10 KLOU-FM	10 KLOU-FM	10 KIHT-FM	10 KSHE-FM	10 KIHT-FM	10 KSHE-FM	10 KSHE-FM	10 KSHE-FM	ADULT ALT.	1.5
												RELIGIOUS	1.3

12+ POPULATION: 2,056,700 (Black: 24.9%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.9	8.1	8.5	8.2	9.1	1	WPOC-FM Country	93.1 16kw	2	4	2	1	1	1	93	Nationwide	MCG
7.4	7.4	8.4	8.7	7.9	2	WBAL-AM ♦ News/Talk	1090 50kw	1	17	12	11	7	4	77	Hearst	D&R
6.3	5.5	5.3	6.5	6.1	3	WQSR-FM Oldies	105.7 50kw	3	7	11	3	2	2	71	American Radio Sys.	CHR
5.4	6.2	6.8	6.1	5.9	4	WLIF-FM AC	101.9 13.5kw	5	19	9	8	4	3	77	Infinity	IRS
6.0	5.5	5.1	4.8	5.3	5	WERQ-FM CHR/Rhythmic	92.3 37kw	7	1	4	6	11	12	72	Radio One	MMR
5.6	6.1	4.9	4.8	5.3	5	WXVY-FM Urban	102.7 50kw	8	2	3	2	6	8	74	Granum	MCG
3.8	3.4	4.9	4.3	4.7	7	WHFS-FM Alternative	99.1 50kw	6	3	1	5	9	13	62	Liberty	BAN
5.7	5.6	5.6	5.3	4.7	7	WWMX-FM Hot AC	106.5 7.4kw	4	6	5	4	3	6	60	Capitol Br. Co.	KATZ
3.3	4.8	3.7	3.7	3.8	9	WWIN-FM Urban/AC	95.9 3kw	11	15	14	10	5	5	87	Radio One	TOR
3.7	4.0	3.9	4.9	3.6	10	WIYY-FM Rock	97.9 13.5kw	9	5	6	7	10	14	53	Hearst	D&R
3.7	3.6	4.0	3.6	3.4	11	WOCT-FM Oldies	104.3 10kw	10	14	7	9	8	7	58	Capitol Br. Co.	KATZ
3.0	2.9	3.5	3.1	3.0	12	WCBM-AM News/Talk	680 10(5)kw	14	21	18	16	13	10	87	Mangione	KATZ
2.7	2.1	2.6	2.5	2.8	13	WCAO-AM Religious	600 5kw	15	11	15	14	12	9	88	Granum	MCG
2.1	2.1	1.8	2.0	1.9	14	WJFK-AM Full Service	1300 5kw	19	—	8	12	14	19	75	Infinity	IRS
1.3	1.5	1.6	1.8	1.5	15	WRBS-FM Religious	95.1 50kw	21	—	24	19	17	11	70	Peter & John	—
1.6	0.8	1.1	1.1	1.5	15	WHUR-FM Urban/AC	96.3 24kw	20	—	16	15	15	15	64	Howard Univ.	D&R
1.3	1.0	1.2	1.1	1.5	15	WRQX-FM Hot AC	107.3 36kw	16	23	10	13	16	18	51	Cap Cities/ABC	KATZ
1.0	1.2	1.0	1.1	1.3	18	WWDC-FM Rock	101.1 22.5kw	13	10	13	17	18	21	35	Capitol Br./MD	CHR
1.8	2.0	1.5	1.4	1.2	19	WPGC-FM CHR/Rhythmic	95.5 50kw	12	8	17	18	22	24	32	Infinity	IRS
1.2	1.1	1.1	0.9	1.1	20	WWIN-AM Religious	1400 1kw	27	20	23	22	20	22	72	Radio One	TOR

♦ See Website Directory.

Continued on Page 51



The Dr. Laura Show

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**TALK 680**

**WCBM**

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For more  
information call  
**(212) 581-3962**

**BALTIMORE'S HOT TALK!**




12+ POPULATION: 2,036,900 (Black: 7.3%; Hispanic: N/A)

PITTSBURGH

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.1	14.3	12.7	12.5	14.3	1	1	KDKA-AM ♦ N/T	1020 50kw	1	12	11	7	4	1	92	CBS Radio	G/W
11.0	10.3	10.8	11.0	8.4	2	2	WDVE-FM Rock	102.5 55kw	4	5	1	1	1	4	86	Secret Com.	CHR
7.0	7.0	6.3	6.9	8.3	3	3	WDSY-A/F Ctry	1080/107.9 50kw/50kw	5	4	4	4	3	3	93	Entercom	EAST
5.8	5.1	6.6	7.0	6.7	4	4	WWSW-A/F Oldies	970/94.5 5kw/50kw	3	7	13	3	2	2	67	Chancellor	KATZ
6.6	6.5	6.9	6.4	6.4	5	5	WBZZ-FM ♦ CHR/Pop	93.7 41kw	2	1	3	2	5	7	56	EZ	BAN
5.2	5.4	5.7	5.4	5.4	6	6	WAMO-FM Urban	105.9 72kw	11	2	2	5	8	10	97	Sheridan	D&R
4.0	4.9	4.0	4.2	5.1	7	7	WSHH-FM AC	99.7 10.5kw	7	9	12	12	9	5	71	Renda	TOR
3.3	3.9	2.9	3.5	4.4	8	8	WLTJ-FM AC	92.9 47kw	9	14	8	8	6	6	69	Frischling	K&P
4.4	3.6	5.3	4.0	4.3	9	9	WJAS-AM Nostalgia	1320 5kw	14	15	21	21	21	13	96	Renda	EAST
4.3	4.6	3.8	4.7	4.0	10	10	WVTY-FM Hot AC	96.1 50kw	6	8	6	6	7	9	52	Hearst	KATZ
4.5	4.6	3.9	4.1	3.6	11	11	WTAE-AM Talk	1250 5kw	8	—	15	14	13	8	52	Hearst	KATZ
2.5	3.3	1.9	2.1	3.4	12	12	WNRQ-FM <sup>1</sup> Alternative	104.7 50kw	10	3	5	10	12	15	55	Entercom	EAST
4.2	2.6	2.7	2.7	3.0	13	13	WRRK-FM Classic Rock	96.9 45kw	13	9	7	9	10	12	55	Benns Stations	MMR
2.9	3.5	3.5	3.5	2.8	14	14	WZPT-FM Oldies	100.7 17kw	12	11	9	11	11	11	50	EZ	MMR
1.5	1.7	2.3	2.3	1.7	15	15	WXDX-FM <sup>2</sup> Alternative	106.7 47kw	15	6	10	13	14	22	41	Baltimore Radio	—
1.3	1.4	1.5	1.6	1.3	16	16	KQV-AM News	1410 5kw	16	—	18	17	18	16	52	Calvery	—
1.1	0.8	1.2	1.2	1.1	17	17	WORD-FM Religious	101.5 48kw	17	—	17	15	15	14	71	Salem	SRR
0.8	0.9	1.1	0.8	1.0	18	18	WMBS-AM Country	590 1kw	18	—	22	19	16	18	91	Fayette	REG

<sup>1</sup> Was WXRFB-FM (Country) until September. <sup>2</sup> Switched from WWKS-FM (Rock) in August. ♦ See Website Directory.

Continued on Page 59




**FLASHBACK!**  
**FLASHBACK!**  
**POP QUIZ**

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**PITTSBURGH'S GREATEST HITS OF THE '70s**





12+ POPULATION: 1,997,400 (Black: N/A; Hispanic: 16.1%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
5.8	9.6	8.9	8.2	8.0	1	1	<b>KTAR-AM</b> News/Talk	620 5kw	1	20	14	7	2	1	66	Pultizer	CBS
5.7	5.2	5.4	6.4	7.0	2	2	<b>KKFR-FM</b> CHR/Pop	92.3 100kw	2	1	2	3	10	15	66	Broadcast Group	D&R
6.5	5.3	5.1	5.7	6.2	3	3	<b>KFYI-AM</b> News	910 5kw	10	—	15	12	6	2	97	Broadcast Group	D&R
6.6	7.7	7.5	6.2	5.8	4	4	<b>KMLE-FM</b> Country	107.9 100kw	4	2	3	1	1	4	70	Chancellor	KATZ
5.7	5.9	5.1	5.5	5.8	4	4	<b>KOY-AM</b> Nostalgia	550 5(1)kw	14	—	23	21	18	8	104	Sundance	MMR
8.2	5.7	7.3	7.4	5.7	6	6	<b>KNIX-FM</b> Country	102.5 98kw	3	6	4	4	3	5	64	Buck Owens	KATZ
5.6	5.0	5.0	6.4	5.0	7	7	<b>KUPD-FM</b> ♦ Rock	97.9 100kw	8	4	1	1	7	17	74	Sandusky	BAN
2.7	3.2	3.9	3.9	4.1	8	8	<b>KOOL-FM</b> Oldies	94.5 100kw	6	9	12	8	4	3	59	Colfax	CHR
1.8	2.3	2.9	2.5	4.1	8	8	<b>KYOT-FM</b> NAC	95.5 96kw	15	22	13	10	8	6	81	Sundance	MMR
5.1	3.8	3.2	4.5	3.8	10	10	<b>KSLX-FM</b> ♦ Classic Rock	100.7 100kw	7	15	7	5	5	9	55	Citicasters	EAST
4.3	4.1	4.4	3.9	3.5	11	11	<b>KKLT-FM</b> AC	98.7 115kw	13	7	16	15	14	7	62	Pultizer	G/W
3.8	3.7	3.2	3.4	3.3	12	12	<b>KDKB-FM</b> ♦ Rock	93.3 100kw	9	11	6	6	9	12	51	Sandusky	TOR
2.9	3.7	3.1	3.8	3.2	13	13	<b>KESZ-FM</b> AC	99.9 100kw	5	12	10	11	12	10	46	Media America	CBS
1.9	2.3	2.1	2.7	2.7	14	14	<b>KEDJ/KHOT</b> 1 ♦ Alternative	106.3/100.3 3kw/90kw	11	3	5	13	15	19	44	Sterling	TOR
2.3	2.7	2.2	2.6	2.7	14	14	<b>KZON-FM</b> ♦ Adult Alternative	101.5 100kw	17	—	8	9	11	14	74	Sundance	MMR
1.9	2.8	3.3	2.5	2.5	16	16	<b>KHTC-FM</b> ♦ Oldies	96.9 100kw	16	18	11	14	13	13	56	Bonneville Int.	SEN
3.8	3.5	3.1	2.3	2.5	16	16	<b>KVRY-FM</b> ♦ Hot AC	104.7 100kw	12	5	9	16	16	16	43	Nationwide	MCG
1.9	1.2	1.3	1.3	2.1	18	18	<b>KTWC-FM</b> Nostalgia	103.5 62kw	18	—	19	17	17	11	74	Newmountain	CBS
0.6	0.7	1.1	0.6	1.0	19	19	<b>KVVA-AM</b> Spanish	860 1kw	23	17	18	18	20	23	102	America Br. Sys.	LOTUS

1 KHOT-FM was Talk formatted until mid-July. ♦ See Website Directory.



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**GOOD TIMES & THE BEST OLDIES!**



Continued from Page 56

12+ POPULATION: 2,056,700 (Black: 24.9%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WHFS-FM	1 WPOC-FM	1 WPOC-FM	1 WPOC-FM	1 WPOC-FM	1 WPOC-FM	NEWS/TALK 12.8
2 WIYY-FM	2 WWMX-FM	2 WHFS-FM	2 WWMX-FM	2 WBAL-AM	2 WQSR-FM	AC 12.1
3 WXYV-FM	3 WERQ-FM	3 WIYY-FM	3 WQSR-FM	3 WQSR-FM	3 WWMX-FM	URBAN 10.6
4 WPOC-FM	4 WXYV-FM	4 WBAL-AM	4 WXYV-FM	4 WOCT-FM	4 WLIF-FM	OLDIES/CR 9.5
5 WERQ-FM	5 WHFS-FM	5 WXYV-FM	5 WLIF-FM	5 WIYY-FM	5 WXYV-FM	CHR 6.5
6 WJFK-AM	6 WOCT-FM	6 WOCT-FM	6 WERQ-FM	6 WHFS-FM	6 WWIN-FM	RELIGIOUS 5.4
7 WWMX-FM	7 WIYY-FM	7 WQSR-FM	7 WHSF-FM	7 WWIN-FM	7 WERQ-FM	ROCK 4.9
8 WOCT-FM	8 WLIF-FM	8 WERQ-FM	8 WWIN-FM	8 WXYV-FM	8 WHFS-FM	ALTERNATIVE 4.7
9 WBAL-AM	9 WQSR-FM	9 WJFK-FM	9 WOCT-FM	9 WERQ-FM	9 WOCT-FM	
10 WRQX-FM	10 WWIN-FM	10 WWIN-FM	10 WCAO-AM	10 WJFK-AM	10 WCAO-AM	

BALTIMORE

Continued from Page 57

12+ POPULATION: 2,036,900 (Black: 7.3%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WDVE-FM	1 WDVE-FM	1 WDVE-FM	1 WBZZ-FM	1 WDVE-FM	1 WBZZ-FM	NEWS/TALK 19.2
2 WAMO-FM	2 WBZZ-FM	2 WWSW-A/F	2 WDVE-FM	2 WWSW-A/F	2 WWSW-A/F	AC 13.5
3 WDSY-A/F	3 WAMO-FM	3 WDSY-A/F	3 WVTY-FM	3 WDSY-A/F	3 WDSY-A/F	OLDIES/CR 12.5
4 WNRQ-FM	4 WVTY-FM	4 KDKA-AM	4 WAMO-FM	4 KDKA-AM	4 WVTY-FM	COUNTRY 9.3
5 WRRK-FM	5 WNRQ-FM	5 WRRK-FM	5 WWSW-FM	5 WRRK-FM	5 WLTJ-FM	ROCK 8.4
6 WXDX-FM	6 WDSY-FM	6 WAMO-FM	6 WDSY-A/F	6 WAMO-FM	6 KDKA-AM	CHR 6.4
7 WBZZ-FM	7 WLTJ-FM	7 WBZZ-FM	7 WLTJ-FM	7 WBZZ-FM	7 WDVE-FM	URBAN 5.4
8 KDKA-AM	8 WSHH-FM	8 WNRQ-FM	8 WSHH-FM	8 WLTJ-FM	8 WSHH-FM	ALTERNATIVE 5.1
9 WZPT-FM	9 WZPT-FM	9 WZPT-FM	9 KDKA-AM	9 WZPT-FM	9 WAMO-FM	NOSTALGIA 4.3
10 WLTJ-FM	10 WRRK-FM	10 WLTJ-FM	10 WNRQ-FM	10 WVTY-FM	10 WZPT-FM	RELIGIOUS 1.1

PITTSBURGH

12+ POPULATION: 1,997,400 (Black: N/A; Hispanic: 16.1%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KUPD-FM	1 KKFR-FM	1 KUPD-FM	1 KKFR-FM	1 KTAR-AM	1 KNIX-FM	NEWS/TALK 14.2
2 KDKB-FM	2 KMLE-FM	2 KSLX-FM	2 KMLE-FM	2 KUPD-FM	2 KMLE-FM	COUNTRY 11.5
3 KKFR-FM	3 KNIX-FM	3 KDKB-FM	3 KNIX-FM	3 KSLX-FM	3 KKFR-FM	OLDIES/CR 10.4
4 KEDJ/KHOT	4 KUPD-FM	4 KMLE-FM	4 KYOT-FM	4 KFYI-AM	4 KYOT-FM	AC 9.2
5 KSLX-FM	5 KVRV-FM	5 KFYI-AM	5 KCLR-FM	5 KDKB-FM	5 KOOL-FM	ROCK 8.3
6 KMLE-FM	6 KESZ-FM	6 KTAR-AM	6 KOOL-FM	6 KOOL-FM	6 KKLT-FM	NOSTALGIA 7.9
7 KZON-FM	7 KEDJ/KHOT	7 KKFR-FM	7 KESZ-FM	7 KMLE-FM	7 KTAR-AM	CHR 7.0
8 KNIX-FM	8 KZON-FM	8 KEDJ/KHOT	8 KVRV-FM	8 KZON-FM	8 KESZ-FM	NAC 4.1
9 KFYI-AM	9 KSLX-FM	9 KZON-FM	9 KTAR-AM	9 KHTC-FM	9 KHTC-FM	ADULT ALT. 2.7
10 KHTC-FM	10 KKLT-FM	10 KOOL-FM	10 KSLX-FM	10 KEDJ/KHOT	10 KZON-FM	ALTERNATIVE 2.7
						SPANISH 1.0

PHOENIX

12+ POPULATION: 1,885,200 (Black: 7.8%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.8	7.7	7.8	7.4	7.9	1	WQYK-FM Country	99.5 100kw	2	5	5	4	1	1	79	Infinity	IRS
6.2	6.0	6.3	8.0	7.8	2	WFLZ-FM CHR/Pop	93.3 100kw	1	1	1	1	3	13	72	Jacor	EAST
5.5	6.4	5.3	5.8	6.2	3	WRBQ-FM Country	104.7 100kw	3	3	4	6	4	5	75	Clear Channel	CCRS
6.6	6.2	5.9	6.1	6.0	4	WMTX-A/F Hot AC	95.7 100kw	5	—	3	2	1	2	75	Metroplex	MMR
7.8	6.3	6.3	6.4	5.9	5	WXTB-FM Rock	97.9 100kw	7	2	2	3	5	15	85	Citicasters	BAN
5.0	5.1	4.8	4.5	5.6	6	WDUV-FM 1 B/EZ	103.5 100kw	9	—	—	17	15	10	91	Jacor	EAST
6.6	5.3	6.7	5.9	5.5	7	WWRM-FM AC	94.9 100kw	4	13	8	10	10	7	67	Cox	CHR
7.2	7.0	4.3	4.8	5.1	8	WGUL-A/F MOR	860/96.1 2(1.5)kw/2.75kw	14	—	20	24	24	14	128	Gulf Atlantic	K&P
4.4	4.9	5.5	4.2	4.9	9	WDAE/WUSA AC	1250/100.7 5kw/100kw	8	8	9	7	6	3	77	Gannett	MCG
7.1	6.6	6.3	5.1	4.7	10	WFLA-AM News/Talk	970 5kw	10	14	13	13	13	8	77	Jacor	EAST
4.1	4.1	3.6	3.5	4.0	11	WHPT-FM Adult Alternative	102.5 100kw	11	15	6	5	7	9	67	Paxson	BAN
0.0	0.0	0.3	3.5	3.9	12	WSJT-FM 2 NAC	94.1 100kw	13	—	11	9	8	6	73	Paxson	BAN
4.2	3.6	4.2	5.2	3.5	13	WYUU-FM Oldies	92.5 50kw	6	10	16	12	9	4	50	Entercom	CBS
4.0	3.4	3.9	3.2	3.0	14	WCOF-FM Oldies	107.3 100kw	12	11	7	8	11	11	51	Cox	CHR
1.0	1.8	1.7	1.7	2.5	15	WLVU-FM Nostalgia	106.3 3.3kw	18	—	23	25	24	21	116	Pasco Pinellas	—
0.0	0.0	1.4	1.5	2.4	16	WTBT-FM ♦ Classic Rock	105.5 6kw	15	12	10	11	12	12	76	Citicasters	—
2.1	2.9	2.5	2.3	1.4	17	WSUN-AM 3 Talk	620 10kw	16	—	14	14	14	16	54	Cox	CHR
1.1	1.6	1.7	2.1	1.4	17	WTMP-AM Urban/AC	1150 5(2.5)kw	19	7	12	16	17	18	68	Broadcap of Florida	ROS
1.5	2.3	1.6	1.5	1.3	19	WRBQ-AM Urban/AC	1380 5kw	20	9	15	15	16	17	68	Clear Channel	CCRS

1 Switched from 103.3 MHz to 103.5 MHz in February. 2 Was WEZY-FM (B/EZ) until July. 3 Switched to Sports in December. ♦ See Website Directory.

Continued on Page 62

Satellite  
**COMEDY**  
Network

CONTINUOUS

**CLIMAX**

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**93.3 FM FLZ**

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# THE NEW MUSIC REVOLUTION


**RADIO TODAY**  
ENTERTAINMENT


12+ POPULATION: 1,759,300 (Black: 17.7%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.0	7.7	8.1	8.2	8.0	1	1	<b>WZAK-FM</b> Urban	93.1 27.5kw	9	1	1	1	5	7	105	Zapis	D&R
10.6	8.9	8.4	7.6	7.7	2	2	<b>WGAR-FM</b> Country	99.5 50kw	6	7	4	4	2	3	86	Nationwide	MCG
8.1	7.6	7.1	8.4	7.4	3	3	<b>WMJI-FM</b> Oldies	105.7 16kw	1	5	9	3	1	1	69	OmniAmerica	KATZ
7.3	7.2	7.6	7.2	7.1	4	4	<b>WDOK-FM</b> AC	102.1 12kw	2	10	8	8	6	2	68	Independent/Clev.	MMR
7.2	6.5	5.8	5.8	6.3	5	5	<b>WRMR-AM</b> Nostalgia	850 10(5)kw	12	—	23	25	26	13	112	Independent/Clev.	MMR
5.9	6.4	6.5	5.4	5.8	6	6	<b>WMMS-FM</b> ♦ Alternative	100.7 34kw	3	3	2	5	9	14	58	OmniAmerica	KATZ
5.9	6.2	5.7	6.2	5.8	6	6	<b>WNCX-FM</b> Classic Rock	98.5 16kw	5	9	3	2	3	9	64	Metroplex	MCG
6.0	4.4	5.2	4.7	5.6	8	8	<b>WLTF-FM</b> ♦ AC	106.5 11kw	8	8	6	6	4	4	69	Secret Com.	CHR
5.0	5.9	6.1	5.4	5.2	9	9	<b>WQAL-FM</b> Hot AC	104.1 11kw	7	6	5	7	7	8	58	Fairfield Com.	BAN
2.8	1.9	4.2	4.8	4.9	10	10	<b>WKNR-AM</b> Sports	1220 50kw	4	11	11	9	8	6	51	C.V. Associates	CBS
3.7	2.8	4.0	3.9	4.0	11	11	<b>WNWV-FM</b> NAC	107.3 50kw	14	16	13	10	10	5	76	Elyria-Lorain	TOR
3.2	4.4	4.5	3.7	3.9	12	12	<b>WWVE-AM</b> News/Talk	1100 50kw	11	16	15	13	11	10	56	Secret Com.	CHR
3.5	3.5	3.3	3.4	3.2	13	13	<b>WZJM-FM</b> ♦ CHR/Pop	92.3 40kw	10	2	7	11	15	18	42	Zebra	D&R
2.5	3.4	2.9	2.9	2.6	14	14	<b>WCLV-FM</b> Classical	95.5 31kw	15	13	18	16	14	12	70	Radio Seaway	CMBS
2.0	2.5	2.0	3.2	2.2	15	15	<b>WENZ-FM</b> ♦ Alternative	107.9 16kw	13	4	10	12	13	17	41	Ardway	MCG
1.6	1.7	1.9	1.8	2.2	15	15	<b>WJMO-AM</b> Urban/Oldies	1490 1kw	16	—	14	14	12	11	72	Zebra	D&R
0.9	1.0	0.8	0.9	1.4	17	17	<b>WABQ-AM</b> Religious	1540 1kw	21	12	21	21	20	15	110	John R. Linn	—
1.2	1.1	1.1	1.6	1.2	18	18	<b>WONE-FM</b> Classic Rock	97.5 12kw	17	15	12	15	16	20	42	Gordon-Thomas	CHR

♦ See Website Directory.


Continued on Page 62





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Cleveland's



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**BEST VARIETY OF THE '80s & '90s**



Continued from Page 60

12+ POPULATION: 1,885,200 (Black: 7.8%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXTB-FM	1 WFLZ-FM	1 WXTB-FM	1 WMTX-A/F	1 WQYK-FM	1 WMTX-A/F	AC 16.4
2 WFLZ-FM	2 WMTX-A/F	2 WFLZ-FM	2 WFLZ-FM	2 WXTB-FM	2 WQYK-FM	COUNTRY 14.1
3 WRBQ-FM	3 WRBQ-FM	3 WQYK-FM	3 WQYK-FM	3 WHPT-FM	3 WFLZ-FM	OLDIES/CR 8.9
4 WQYK-FM	4 WXTB-FM	4 WHPT-FM	4 WRBQ-FM	4 WRBQ-FM	4 WDAE/WUSA	NEWS/TALK 8.0
5 WHPT-FM	5 WWRM-FM	5 WTBT-FM	5 WDAE/WUSA	5 WTBT-FM	5 WWRM-FM	CHR 7.8
6 WMTX-A/F	6 WQYK-FM	6 WMTX-FM	6 WWRM-FM	6 WMTX-A/F	6 WRBQ-FM	NOSTALGIA 7.6
7 WTBT-FM	7 WHPT-FM	7 WRBQ-FM	7 WHPT-FM	7 WFLZ-FM	7 WYUU-FM	ROCK 5.9
8 WCOF-FM	8 WDAE/WUSA	8 WSJT-FM	8 WCOF-FM	8 WDAE/WUSA	8 WCOF-FM	B/EZ 5.6
9 WDAE/WUSA	9 WCOF-FM	9 WDAE/WUSA	9 WXTB-FM	9 WSJT-FM	9 WSJT-FM	ADULT ALT. 4.0
10 WFLA-AM	10 WSJT-FM	10 WCOF-FM	10 WYUU-FM	10 WFLA-AM	10 WHPT-FM	NAC 3.9
						URBAN 2.7

Continued from Page 61

12+ POPULATION: 1,759,300 (Black: 17.7%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WNCX-FM	1 WZAK-FM	1 WNCX-FM	1 WZAK-FM	1 WMJI-FM	1 WLTF-FM	AC 17.9
2 WMMS-FM	2 WQAL-FM	2 WMJI-FM	2 WLTF-FM	2 WNCX-FM	2 WZAK-FM	OLDIES/CR 14.4
3 WZAK-FM	3 WMMS-FM	3 WMMS-FM	3 WQAL-FM	3 WNKR-AM	3 WQAL-FM	NEWS/TALK 10.2
4 WGAR-FM	4 WGAR-FM	4 WGAR-FM	4 WDOK-FM	4 WGAR-FM	4 WDOK-FM	URBAN 10.2
5 WMJI-FM	5 WLTF-FM	5 WKNR-AM	5 WGAR-FM	5 WMMS-FM	5 WMJI-FM	COUNTRY 8.3
6 WQAL-FM	6 WZJM-FM	6 WZAK-FM	6 WMJI-FM	6 WDOK-FM	6 WGAR-FM	ALTERNATIVE 8.0
7 WLTF-FM	7 WNCX-FM	7 WDOK-FM	7 WMMS-FM	7 WLTF-FM	7 WNWV-FM	NOSTALGIA 6.3
8 WKNR-AM	8 WDOK-FM	8 WQAL-FM	8 WNCX-FM	8 WZAK-FM	8 WMMS-FM	NAC 4.0
9 WENZ-FM	9 WENZ-FM	9 WLTF-FM	9 WNWV-FM	9 WNWV-FM	9 WNCX-FM	CHR 3.2
10 WDOK-FM	10 WNWV-FM	10 WNWV-FM	10 WZJM-FM	10 WWWE-FM	10 WJMO-AM	CLASSICAL 2.6
						RELIGIOUS 1.4

More than Research — Answers<sup>SM</sup>

Harker Research

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12+ POPULATION: 1,773,500 (Black: N/A; Hispanic: 12.2%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
9.9	7.5	6.9	9.6	9.0	1	1	KOA-AM Talk	850 50kw	1	13	11	5	2	1	63	Jacor	EAST
8.1	8.6	9.1	9.7	8.8	2	2	KYGO-FM Country	98.5 100kw	2	5	4	1	1	1	84	Jefferson-Pilot	CBS
6.1	6.6	5.9	5.5	6.1	3	3	KOSI-FM AC	101.1 100kw	6	14	8	3	3	4	76	Tribune	BAN
5.5	4.8	5.3	5.9	5.2	4	4	KXKL-A/F Oldies	1280/105.1 5kw/100kw	3	7	16	9	5	3	56	Chancellor	KATZ
5.6	7.0	6.3	5.7	5.1	5	5	KRFX-FM ♦ Classic Rock	103.5 100kw	4	15	2	2	4	6	60	Jacor	EAST
4.1	4.5	4.5	3.7	4.7	6	6	KQKS-FM CHR/Rhythmic	104.3 58kw	7	1	6	10	12	17	64	Western Cities	TOR
3.9	3.6	3.9	3.2	4.2	7	7	KBCO-FM Adult Alter.	97.3 100kw	9	11	7	4	6	7	58	Noble	MMR
5.6	5.6	5.3	5.2	4.2	7	7	KXPK-FM Adult Alter.	96.5 100kw	8	9	1	6	8	14	58	Evergreen Com.	KATZ
4.3	3.5	4.2	3.9	4.1	9	9	KALC-FM ♦ Hot AC	105.9 100kw	5	2	3	8	10	15	50	Secret Com.	CHR
3.3	4.5	3.5	3.0	3.8	10	10	KHIH-FM NAC	95.7 100kw	13	19	14	11	9	5	72	Noble	MMR
3.2	2.5	3.8	4.0	3.7	11	11	KIMN-FM ♦ Oldies	100.3 100kw	11	21	9	7	7	8	59	Secret Com.	CHR
5.7	5.3	5.0	4.7	3.2	12	12	KBPI-FM ♦ Rock	106.7 100kw	12	4	5	12	13	21	51	Jacor	EAST
2.9	2.9	3.7	3.6	3.1	13	13	KWMX-FM CHR/Pop	107.5 91kw	10	6	10	13	11	13	46	Jefferson-Pilot	CBS
2.7	2.4	3.0	2.7	2.9	14	14	KVOD-FM Classical	99.5 100kw	14	—	19	16	15	11	64	Tribune	CMBS
2.2	3.6	2.7	3.5	2.8	15	15	KTLK-AM Talk	760 50(1)kw	15	—	22	15	16	10	64	Jacor	EAST
3.4	2.6	3.0	2.4	2.5	16	16	KEZW-AM Nostalgia	1430 5kw	19	—	25	24	22	12	87	Tribune	BAN
2.0	2.5	2.5	2.3	2.5	16	16	KHOW-AM Full Service	630 5kw	16	20	26	20	17	9	59	Noble	MMR
2.9	2.4	1.9	2.5	2.5	16	16	KZDG-FM Country	92.5 57kw	17	10	12	14	14	19	65	Chancellor	KATZ
0.0	0.1	0.5	1.7	1.9	19	19	KNRX-FM Rock	92.1 30kw	18	3	13	17	21	30	58	Century	—
2.3	1.6	1.7	1.6	1.4	20	20	KYBG-AM News/Talk	1090 50(.5)kw	23	22	29	28	24	16	84	Jefferson-Pilot	CBS

♦ See Website Directory.

Continued on Page 65



**AM/BUSH**  
NEWS/TALK PRODUCTION LIBRARY

*The Dr. Laura Show*

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**KHOW**

**NEWSTALK 63**

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**DENVER'S BEST NEWS, INFORMATION & ENTERTAINMENT STATION!**

12+ POPULATION: 1,598,900 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.1	7.0	7.8	8.0	7.1	1	1	<b>KWJJ-FM</b> Country	99.5 52kw	2	4	4	1	1	7	69	Park	BAN
7.5	8.1	7.2	6.5	7.1	1	1	<b>KXL-AM</b> News/Talk	750 50(20)kw	3	—	14	13	10	2	72	Kaye-Smith	MCG
5.8	6.6	4.2	4.4	6.0	3	3	<b>KEX-AM</b> Full Service	1190 50kw	5	16	13	12	9	3	65	Citicasters	KATZ
5.9	6.4	7.0	6.1	5.9	4	4	<b>KUPL-FM</b> Country	98.5 100kw	9	6	7	7	4	5	73	BayCom Partners	MCG
5.3	6.2	6.1	7.0	5.8	5	5	<b>KKRZ-FM</b> CHR/Pop	100.3 95kw	1	1	1	4	12	13	52	Citicasters	KATZ
4.3	5.7	5.4	6.4	5.6	6	6	<b>KKCW-FM</b> AC	103.3 95kw	8	9	8	2	1	1	67	Citicasters	D&R
6.1	5.2	5.8	5.4	4.9	7	7	<b>KKSN-FM</b> Oldies	97.1 100kw	4	5	14	10	6	6	50	Heritage Media	CHR
5.1	5.2	5.1	4.4	4.6	8	8	<b>KINK-FM</b> Adult Alternative	101.9 100kw	12	—	9	3	1	4	70	Embarcadero Media	MMR
6.4	5.4	6.0	5.7	4.6	8	8	<b>KUFO-FM</b> ♦ Rock	101.1 100kw	7	3	2	6	11	15	53	Henry	EAST
1.8	2.0	3.8	3.6	4.5	10	10	<b>KNRK-FM</b> ♦ Alternative	94.7 3.7kw	11	2	3	8	13	17	61	Pacific Northwest	CBS
3.8	2.5	4.2	3.8	4.2	11	11	<b>KKSN-AM</b> Nostalgia	910 5kw	14	—	28	19	6	10	86	Heritage Media	CHR
5.9	6.0	6.1	5.1	4.1	12	12	<b>KGON-FM</b> ♦ Classic Rock	92.3 100kw	6	11	6	5	5	9	44	Entercom	CBS
4.9	2.8	3.9	3.8	4.0	13	13	<b>KKJZ-FM</b> NAC	106.7 100kw	15	18	12	11	8	8	85	BayCom Partners	MCG
2.0	1.8	2.5	4.5	3.9	14	14	<b>KKRH-FM</b> Classic Rock	105.1 100kw	10	10	5	9	7	11	51	First City	CHR
0.8	0.8	0.7	1.0	2.1	15	15	<b>KDBX-FM</b> Religious	107.5 6.3kw	19	8	11	14	15	14	94	Salem	—
2.9	3.7	3.4	2.5	1.9	16	16	<b>KXL-FM</b> Oldies	95.5 100kw	13	19	10	15	14	16	36	Kaye-Smith	MCG
0.1	0.4	1.1	1.1	1.6	17	17	<b>KOTK-AM</b> Talk	620 5kw	18	—	24	17	16	12	55	Embarcadero Media	MMR
1.4	1.3	1.2	1.6	1.3	18	18	<b>KPDQ-FM</b> Religious	93.7 100kw	17	—	22	18	19	18	46	Salem	SRR
2.6	1.5	2.1	1.2	1.2	19	19	<b>KFXX-AM</b> Sports	1520 50(10)kw	16	17	16	16	17	19	39	Entercom	CBS

♦ See Website Directory.

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CLASSIC ROCK

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**PORTLAND'S REAL CLASSIC ROCK**

Continued from Page 63

12+ POPULATION: 1,773,500 (Black: N/A; Hispanic: 12.2%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
1.5	1.6	0.7	1.1	1.4	20		<b>KYGO-AM</b> Country	1600 5kw	21	—	18	18	18	18	52	Century	TOR
0.0	0.3	0.7	0.3	1.1	22		<b>KJME-AM</b> Spanish	1390 5kw	27	12	17	21	26	29	137	Jo-Mor Com.	CAB
1.9	1.9	1.2	1.5	1.1	22		<b>KTCL-FM</b> Alternative	93.3 100kw	20	8	15	19	19	24	42	US Media	MCG

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KRFX-FM	1 KALC-FM	1 KRFX-FM	1 KYGO-FM	1 KOA-AM	1 KYGO-FM	OLDIES/CR	14.0
2 KBPI-FM	2 KQKS-FM	2 KOA-AM	2 KOSI-FM	2 KRFX-FM	2 KOSI-FM	NEWS/TALK	13.2
3 KXPK-FM	3 KYGO-FM	3 KYGO-FM	3 KALC-FM	3 KYGO-FM	3 KXKL-A/F	AC	13.1
4 KBCO-FM	4 KXPK-FM	4 KBCO-FM	4 KQKS-FM	4 KBCO-FM	4 KIMN-FM	COUNTRY	12.7
5 KOA-AM	5 KOSI-FM	5 KXPK-FM	5 KBCO-FM	5 KXPK-FM	5 KWMX-FM	ADULT ALT.	8.4
6 KYGO-FM	6 KWMX-FM	6 KBPI-FM	6 KXKL-A/F	6 KXKL-A/F	6 KBCO-FM	ROCK	5.1
7 KALC-FM	7 KBCO-FM	7 KHIH-FM	7 KIMN-FM	7 KHIH-FM	7 KALC-FM	NOSTALGIA	5.0
8 KIMN-FM	8 KIMN-FM	8 KIMN-FM	8 KXPK-FM	8 KIMN-FM	8 KXPK-FM	CHR	4.7
9 KQKS-FM	9 KZDG-FM	9 KOSI-FM	9 KWMX-FM	9 KOSI-FM	9 KHIH-FM	NAC	3.8
10 KNRX-FM	10 KRFX-FM	10 KXKL-A/F	10 KHIH-FM	10 KBPI-FM	10 KOA-AM	CLASSICAL	2.9
						ALTERNATIVE	1.1
						SPANISH	1.1

12+ POPULATION: 1,563,300 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KUFO-FM	1 KKRZ-FM	1 KUFO-FM	1 KWJJ-FM	1 KGON-FM	1 KKCW-FM	NEWS/TALK	15.9
2 KNRK-FM	2 KWJJ-FM	2 KGON-FM	2 KKCW-FM	2 KINK-FM	2 KWJJ-FM	OLDIES/CR	14.8
3 KKRZ-FM	3 KKCW-FM	3 KNRK-FM	3 KKRZ-FM	3 KKRH-FM	3 KUPL-FM	COUNTRY	13.8
4 KGON-FM	4 KKRH-FM	4 KINK-FM	4 KUPL-FM	4 XKL-AM	4 KINK-FM	CHR	5.8
5 KWJJ-FM	5 KUFO-FM	5 KKRH-FM	5 KINK-FM	5 KNRK-FM	5 KKSJ-FM	AC	5.6
6 KKRH-FM	6 KUPL-FM	6 KWJJ-FM	6 KKSJ-FM	6 KEX-AM	6 KKRZ-FM	ADULT ALT.	4.6
7 KUPL-FM	7 KNRK-FM	7 KUPL-FM	7 KKJZ-FM	7 KUFO-FM	7 KKJZ-FM	ROCK	4.6
8 KKCW-FM	8 KDBX-FM	8 XKL-AM	8 KKRH-FM	8 KUPL-FM	8 KKRH-FM	ALTERNATIVE	4.5
9 XKL-FM	9 KKJZ-FM	9 KKCW-FM	9 KGON-FM	9 KKJZ-FM	9 KEX-AM	NOSTALGIA	4.2
10 KINK-FM	10 KINK-FM	10 KKRZ-FM	10 KDBX-FM	10 KWJJ-FM	10 KGON-FM	NAC	4.0
						RELIGIOUS	3.4

12+ POPULATION: 1,566,300 (Black: 10.8%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.9	10.9	12.9	11.6	12.0	1	<b>WLW-AM</b> Full Service	700 50kw	1	9	5	3	1	1	71	Jacor	EAST
9.8	10.4	8.9	9.5	8.9	2	<b>WUBE-FM</b> Country	105.1 11kw	4	6	2	1	2	2	80	Chancellor	CHR
7.0	8.0	9.3	8.2	7.2	3	<b>WEBN-FM</b> ♦ Rock	102.7 16.5kw	2	3	1	1	3	10	61	Jacor	EAST
5.8	5.9	5.9	6.9	6.6	4	<b>WIZF-FM</b> Urban	100.9 1.25kw	11	2	4	4	6	7	104	Interurban	D&R
4.8	5.2	5.6	5.7	6.0	5	<b>WKRQ-FM</b> CHR/Pop	101.9 16kw	3	1	3	5	7	11	54	Citicasters	KATZ
5.2	6.0	5.1	5.3	5.5	6	<b>WGRR-FM</b> Oldies	103.5 11kw	6	10	12	8	5	3	66	Dalton Group	BAN
6.6	6.1	4.9	4.6	5.4	7	<b>WCKY-AM</b> ♦ Full Service	550 5(1)kw	7	—	13	12	11	6	68	Jacor	EAST
3.8	2.7	3.8	2.9	5.0	8	<b>WVAE-FM</b> 1 NAC	94.9 10.5kw	12	19	11	6	4	4	83	Heritage Media	KATZ
5.1	5.4	4.4	5.6	4.6	9	<b>WRRM-FM</b> AC	98.5 17.5kw	9	13	10	10	8	5	64	Susquehanna	MMR
3.8	3.9	3.8	4.2	4.2	10	<b>WWNK-FM</b> AC	94.1 32kw	10	11	8	9	9	8	61	Citicasters	MMR
3.8	2.7	3.8	2.9	4.0	11	<b>WOFX-FM</b> 1 Classic Rock	92.5 16kw	5	7	7	7	10	9	47	Jacor	EAST
3.0	3.8	3.6	3.4	3.7	12	<b>WYGY-FM</b> Country	96.5 19.5kw	8	5	6	11	12	13	49	Chancellor	CHR
5.5	5.1	4.9	4.7	3.6	13	<b>WSAI-AM</b> Nostalgia	1530 50kw	14	—	25	22	18	12	88	Federated	EAST
1.7	1.5	2.2	1.9	2.2	14	<b>WAQZ-FM</b> 2 Alternative	107.1 3kw	13	4	9	13	14	20	43	CR Acquistions	K&P
1.3	1.5	2.0	1.5	1.4	15	<b>WAKW-FM</b> Religious	93.3 50kw	16	14	15	15	13	14	62	Pillar Of Fire	—
1.4	1.1	0.8	1.0	1.1	16	<b>WHKO-FM</b> Country	99.1 50kw	17	16	16	14	16	15	48	Cox	D&R

1 In September **WOFX-FM** moved to 92.5 MHz where **WPPT-FM** had been, and 94.9 MHz became the home of **WVAE-FM**.

2 Operates under an LMA with **Jacor**. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 <b>WEBN-FM</b>	1 <b>WUBE-FM</b>	1 <b>WLW-AM</b>	1 <b>WUBE-FM</b>	1 <b>WLW-AM</b>	1 <b>WUBE-FM</b>	<b>NEWS/TALK</b>	17.4
2 <b>WLW-AM</b>	2 <b>WKRQ-FM</b>	2 <b>WEBN-FM</b>	2 <b>WKRQ-FM</b>	2 <b>WEBN-FM</b>	2 <b>WVAE-FM</b>	<b>COUNTRY</b>	13.7
3 <b>WUBE-FM</b>	3 <b>WIZF-FM</b>	3 <b>WUBE-FM</b>	3 <b>WIZF-FM</b>	3 <b>WUBE-FM</b>	3 <b>WRRM-FM</b>	<b>OLDIES/CR</b>	9.5
4 <b>WIZF-FM</b>	4 <b>WEBN-FM</b>	4 <b>WIZF-FM</b>	4 <b>WWNK-FM</b>	4 <b>WGRR-FM</b>	4 <b>WWNK-FM</b>	<b>AC</b>	8.8
5 <b>WKRQ-FM</b>	5 <b>WWNK-FM</b>	5 <b>WOFX-FM</b>	5 <b>WVAE-FM</b>	5 <b>WIZF-FM</b>	5 <b>WGRR-FM</b>	<b>ROCK</b>	7.5
6 <b>WOFX-FM</b>	6 <b>WYGY-FM</b>	6 <b>WKRQ-FM</b>	6 <b>WRRM-FM</b>	6 <b>WOFX-FM</b>	6 <b>WKRQ-FM</b>	<b>URBAN</b>	6.6
7 <b>WYGY-FM</b>	7 <b>WOFX-FM</b>	7 <b>WVAE-FM</b>	7 <b>WGRR-FM</b>	7 <b>WVAE-FM</b>	7 <b>WIZF-FM</b>	<b>CHR</b>	6.0
8 <b>WAQZ-FM</b>	8 <b>WRRM-FM</b>	8 <b>WGRR-FM</b>	8 <b>WEBN-FM</b>	8 <b>WCKY-AM</b>	8 <b>WLW-AM</b>	<b>NAC</b>	5.0
9 <b>WVAE-FM</b>	9 <b>WAQZ-FM</b>	9 <b>WYGY-FM</b>	9 <b>WOFX-FM</b>	9 <b>WKRQ-FM</b>	9 <b>WOFX-FM</b>	<b>NOSTALGIA</b>	3.6
10 <b>WWNK-FM</b>	10 <b>WVAE-FM</b>	10 <b>WCKY-FM</b>	10 <b>WYGY-FM</b>	10 <b>WRRM-FM</b>	10 <b>WYGY-FM</b>	<b>ALTERNATIVE</b>	2.2
						<b>RELIGIOUS</b>	1.4

12+ POPULATION: 1,349,300 (Black: 12.2%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.2	9.8	7.3	6.8	8.4	1	1	WDAF-AM Country	610 5kw	7	—	14	15	10	2	105	Citicasters	KATZ
8.0	8.9	8.1	7.6	7.6	2	2	KPRS-FM Urban	103.3 100kw	9	2	2	2	3	8	101	KPRS Inc.	EAST
6.6	6.5	6.2	6.3	7.5	3	3	KCFX-FM Classic Rock	101.1 97kw	1	8	3	1	1	3	53	Heritage Media	CHR
7.4	7.5	8.2	8.4	7.2	4	4	KFKF-FM Country	94.1 100kw	2	10	6	3	2	1	74	Sconnix	D&R
5.7	5.9	5.8	5.8	6.9	5	5	KBEQ-FM Country	104.3 100kw	3	5	4	4	4	7	75	EZ	TOR
5.8	5.2	5.5	4.9	6.0	6	6	KMBZ-AM News/Talk	980 5kw	5	15	12	10	8	5	70	Bonneville Int.	SEN
2.5	1.3	4.3	6.2	5.2	7	7	KCIY-FM NAC	106.5 100kw	13	11	11	7	5	4	77	Ardman	CHR
5.9	3.9	5.3	5.2	5.2	7	7	KQRC-FM ♦ Rock	98.9 100kw	10	4	1	6	11	17	70	Journal Com.	CHR
4.3	4.9	6.3	5.4	4.8	9	9	KCMO-FM Oldies	94.9 100kw	4	6	13	8	7	6	55	Gannett	MCG
5.2	4.5	4.4	3.9	4.5	10	10	KYYS-FM Rock	102.1 100kw	11	16	5	5	6	13	63	Citicasters	KATZ
5.2	5.4	5.5	4.6	4.0	11	11	KLTH-FM AC	99.7 100kw	8	9	10	12	12	11	53	Bonneville Int.	SEN
4.0	4.0	4.5	4.3	4.0	11	11	KMXV-FM CHR/Pop	93.3 100kw	6	1	7	11	14	16	49	Apollo Radio	MMR
4.2	5.2	3.9	4.8	3.8	13	13	KUDL-FM AC	98.1 100kw	12	7	8	9	9	9	53	Apollo Radio	MMR
2.8	3.6	2.3	3.6	3.6	14	14	KCMO-AM News/Talk	810 50(5)kw	14	—	16	13	13	10	55	Gannett	MCG
2.2	2.6	3.1	2.3	2.6	15	15	KISF-FM Alternative	107.3 100kw	15	3	9	14	16	19	43	Allur K.C.	TOR
3.4	3.5	2.9	3.2	2.6	15	15	KXTR-FM Classical	96.5 99kw	16	—	19	16	15	12	60	KXTR Br. Co.	CMBS
1.8	2.9	2.3	2.4	1.8	17	17	KFEZ-AM Nostalgia	1190 50kw	17	—	—	25	25	15	76	Beal	DIR
1.9	1.4	1.7	1.4	1.3	18	18	KPRT-AM Religious	1590 1kw	20	—	20	19	18	14	67	KPRS, Inc.	EAST
0.6	1.0	0.5	1.0	1.0	19	19	WHB/KMZU Country	710/100.7 10(5)kw/100kw	21	—	—	23	21	20	65	Kanza Inc.	MCG

♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KQXC-FM	1 KBEQ-FM	1 KCFX-FM	1 KFKF-FM	1 KCFX-FM	1 KFKF-FM	COUNTRY	23.5
2 KCFX-FM	2 KFKF-FM	2 KQRC-FM	2 KBEQ-FM	2 KMBZ-AM	2 KBEQ-FM	OLDIES/CR	12.3
3 KPRS-FM	3 KPRS-FM	3 KPRS-FM	3 KPRS-FM	3 KPRS-FM	3 KPRS-FM	ROCK	9.7
4 KYYS-FM	4 KCFX-FM	4 KYYS-FM	4 KCFX-FM	4 KYYS-FM	4 KCFX-FM	AC	7.8
5 KBEQ-FM	5 KMXV-FM	5 KMBZ-AM	5 KUDL-FM	5 KFKF-FM	5 KPRS-FM	NOSTALGIA	7.8
6 KMXV-FM	6 KQRC-FM	6 KBEQ-FM	6 KCIY-FM	6 KCIY-FM	6 KCMO-FM	URBAN	7.6
7 KMBZ-AM	7 KYYS-FM	7 KFKF-FM	7 KCMO-FM	7 KBEQ-FM	7 KUDL-FM	NAC	5.2
8 KFKF-FM	8 KUDL-FM	8 KCIY-FM	8 KMXV-FM	8 KQRC-FM	8 KLTH-FM	CHR	4.0
9 KCIY-FM	9 KLTH-FM	9 KCMO-FM	9 KYYS-FM	9 WDAF-AM	9 KYYS-FM	NEWS/TALK	3.6
10 KISF-FM	10 KISF-FM	10 KMXV-FM	10 KLTH-FM	10 KCMO-FM	10 WDAF-AM	ALTERNATIVE	2.6
						RELIGIOUS	1.3



12+ POPULATION: 1,343,200 (Black: N/A; Hispanic: 28.2%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.0	9.5	7.9	10.1	9.5	1	1	<b>KFRG-FM</b> Country	95.1 50kw	1	9	1	1	1	2	89	Amaturo Group	MMR
6.6	7.5	6.8	6.9	9.4	2	2	<b>KFI-AM</b> Talk	640 50kw	3	17	5	2	2	1	102	Cox	CHR
7.0	6.7	6.4	5.8	6.1	3	3	<b>KGGI-FM</b> CHR/Rhythmic	99.1 2.55kw	2	1	2	3	4	4	58	Chancellor	MCG
3.2	2.1	3.8	4.3	4.6	4	4	<b>KVAR-FM</b> Spanish	97.5 72kw	10	6	3	4	3	8	94	Embarcadero Media	CAB
5.3	3.6	3.7	4.1	3.9	5	5	<b>KOLA-FM</b> Oldies	99.9 29.5kw	4	8	21	8	5	3	58	Stanfield	BAN
3.7	3.4	4.3	3.5	3.6	6	6	<b>KKBT-FM</b> Urban	92.3 43kw	11	2	4	6	11	27	76	Evergreen Media	MMR
3.6	3.4	3.8	4.2	3.5	7	7	<b>KLOS-FM</b> Rock	95.5 61kw	5	7	6	5	6	6	56	Cap Cities/ABC	KATZ
3.8	3.3	3.4	3.2	3.4	8	8	<b>KOST-FM</b> AC	103.5 12.5kw	6	11	8	7	7	7	61	Cox	CHR
2.7	1.6	2.5	2.0	2.7	9	9	<b>KBIG-FM</b> ♦ AC	104.3 105kw	13	15	12	11	9	9	60	Bonneville Int.	SEN
2.8	2.5	2.3	1.9	2.6	10	10	<b>KRTH-FM</b> Oldies	101.1 51kw	8	19	16	12	10	5	53	Infinity	IRS
4.0	2.4	3.6	3.6	2.4	11	11	<b>KCAL-FM</b> Rock	96.7 1.75kw	15	12	7	9	12	15	54	Anaheim	BAN
2.2	2.9	2.5	2.2	2.4	11	11	<b>KNX-AM</b> ♦ News	1070 50kw	7	—	26	25	17	12	46	CBS Radio	CBS
3.1	2.8	3.3	3.0	2.3	13	13	<b>KCBS-FM</b> ♦ Classic Hits	93.1 28.5kw	12	23	13	10	8	11	50	CBS Radio	CBS
2.9	3.1	3.2	3.6	2.3	13	13	<b>KIIS-A/F</b> ♦ CHR/Pop	1150/102.7 5kw/8kw	9	4	14	13	14	16	46	Gannett	MCG
2.2	1.9	1.5	2.0	2.2	15	15	<b>KPWR-FM</b> CHR/Rhythmic	105.9 25kw	14	3	9	15	28	41	50	Emmis	D&R
2.4	2.1	2.2	2.4	2.1	16	16	<b>KWRP-FM</b> B/EZ	96.1 .25kw	25	—	—	42	42	21	112	HSC Radio Inc.	K&P
3.2	3.4	3.1	2.9	2.0	17	17	<b>KROQ-FM</b> ♦ Alternative	106.7 5.6kw	16	5	11	16	23	35	54	Infinity	IRS
1.3	1.8	2.4	2.1	1.7	18	18	<b>KCXX-FM</b> Alternative	103.9 .19kw	17	13	10	14	18	31	47	All Pro	—
2.5	2.3	2.2	1.9	1.7	18	18	<b>KTWV-FM</b> NAC	94.7 55kw	19	—	27	17	13	10	62	CBS Radio	G/W
1.6	1.5	2.2	2.0	1.5	20	20	<b>KLVE-FM</b> Spanish	107.5 29.5kw	20	25	18	18	15	14	63	Heftel	CAB
1.7	1.1	1.2	1.1	1.4	21	21	<b>KLAC-AM</b> Nostalgia	570 5kw	24	—	38	40	37	17	75	Chancellor	KATZ
0.7	1.9	2.3	1.8	1.4	21	21	<b>KOOJ-FM</b> Country	92.7 3kw	18	10	15	19	20	25	51	Amaturo Group	MMR
1.1	0.7	1.0	0.7	1.1	23	23	<b>KABC-AM</b> ♦ Talk	790 5kw	32	—	—	39	34	13	85	Cap Cities/ABC	KATZ
1.6	1.3	0.8	0.8	1.1	23	23	<b>KCAL-AM</b> Spanish	1410 5(4)kw	26	22	19	24	21	20	70	Anaheim	CAB
0.9	1.6	0.9	0.9	1.1	23	23	<b>KXEZ-FM</b> AC	100.3 5.3kw	28	—	37	30	27	18	77	Viacom	BAN
0.4	0.7	0.8	0.3	1.1	23	23	<b>XTRA-AM</b> Sports	690 50kw	30	—	17	20	16	—	82	Noble	MMR
0.4	0.5	0.4	0.4	1.0	27	27	<b>KXRS/KXSB</b> Spanish	105.7/101.7 .17kw/3kw	34	21	22	22	24	30	83	Lazer Br.	LOTUS

♦ See Website Directory.

Continued on Page 70

12+ POPULATION: 1,339,700 (Black: 12.4%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
8.8	7.6	7.4	8.1	9.9	1	1	WTMJ-AM News/Talk	620 50(10)kw	1	12	9	9	6	2	67	Journal Com.	CHR
8.3	9.4	7.8	7.4	7.7	2	2	WMIL-FM Country	106.1 50kw	4	4	6	4	3	1	85	Sundance	MMR
6.8	6.6	7.3	7.3	6.7	3	3	WKKV-FM Urban	100.7 50kw	8	1	4	5	8	13	99	UNC Ventures	TOR
5.7	6.0	6.4	6.5	6.6	4	4	WOKY-AM Nostalgia	920 5(1)kw	10	—	23	21	18	8	100	Sundance	MMR
6.6	5.5	6.7	6.5	6.5	5	5	WKLH-FM Classic Rock	96.5 20kw	5	9	3	1	1	3	75	Saga	MCG
5.3	7.2	6.6	6.6	6.2	6	6	WTKI-FM ♦ Hot AC	94.5 15.5kw	2	5	2	2	2	6	59	Journal Com.	CHR
5.4	4.2	5.8	7.1	5.9	7	7	WLZR-A/F Rock	1340/102.9 1kw/50kw	3	3	1	3	4	14	63	Saga	EAST
6.7	5.2	5.7	5.4	4.8	8	8	WISN-AM Talk	1130 50(10)kw	11	—	14	11	9	5	75	Hearst	KATZ
3.5	3.7	4.3	4.7	4.2	9	9	WZTR-FM Oldies	95.7 34kw	6	8	8	7	5	4	53	Shockley Com.	BAN
4.0	4.3	2.9	3.7	4.1	10	10	WMYX-FM Hot AC	99.1 50kw	9	6	7	6	7	7	61	Heritage Media	EAST
6.0	5.2	4.9	4.9	3.9	11	11	WLUM-FM ♦ Alternative	102.1 50kw	7	2	5	8	10	18	51	All Pro	BAN
3.4	2.8	3.0	2.1	2.8	12	12	WLTO-FM AC	97.3 15.5kw	12	10	15	13	12	11	59	Hearst	KATZ
3.7	3.4	3.7	3.2	2.7	13	13	WAMG-FM 1 AC	103.7 19.5kw	13	15	13	12	13	10	58	Heritage Media	EAST
2.8	2.5	3.2	1.7	2.7	13	13	WFMR-FM Classical	98.3 6kw	15	13	21	17	15	9	73	Capitol Class.	CMBS
1.4	2.3	1.7	2.6	2.7	13	13	WMCS-AM Urban/AC	1290 5kw	16	14	10	10	11	12	96	All Pro	BAN
0.7	1.5	0.8	0.7	2.1	16	16	WTKM-A/F Polka	1540/104.9 .5kw/5.8kw	19	—	19	22	24	16	106	Kettle Moraine	—
2.2	2.2	1.5	2.6	1.7	17	17	WNOV-AM Urban	860 .25kw	17	7	11	16	20	19	76	Courier	—
0.0	0.0	0.0	0.0	1.4	18	18	WFMI-FM NAC	106.9 6kw	18	—	17	14	14	15	66	Capitol Class.	CMBS
2.8	2.8	2.2	1.9	1.3	19	19	WQFM-FM Rock	93.3 12.5kw	14	11	12	15	16	22	28	Shamrock Com.	MMR

1 Was WEZW-FM until September. ♦ See Website Directory.

Continued on Page 70



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MILWAUKEE'S BEST MUSIC MIX

For more information call (212) 581-3962



Continued from Page 68

12+ POPULATION: 1,343,200 (Black: N/A; Hispanic: 28.2%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KFRG-FM	1 KFRG-FM	1 KFRG-FM	1 KFRG-FM	1 KFI-AM	1 KFRG-FM	NEWS/TALK 14.0
2 KLOS-FM	2 KVAR-FM	2 KFI-AM	2 KGGI-FM	2 KFRG-FM	2 KFI-AM	COUNTRY 10.9
3 KGGI-FM	3 KGGI-FM	3 KLOS-FM	3 KVAR-FM	3 KLOS-FM	3 KVAR-FM	CHR 10.6
4 KFI-AM	4 KKBT-FM	4 KGGI-FM	4 KOST-FM	4 KGGI-FM	4 KOLA-FM	OLDIES/CR 8.8
5 KKBT-FM	5 KOST-FM	5 KCAL-FM	5 KFI-AM	5 KCBS-FM	5 KOST-FM	SPANISH 8.3
6 KCAL-FM	6 KIIS-A/F	6 KVAR-FM	6 KKBT-FM	6 KVAR-FM	6 KGGI-FM	AC 7.2
7 KVAR-FM	7 KBIG-FM	7 KCBS-FM	7 KBIG-FM	7 KOLA-FM	7 KBIG-FM	ROCK 5.9
8 KROQ-FM	8 KCXX-FM	8 KKBT-FM	8 KOLA-FM	8 KRTH-FM	8 KKBT-FM	ALTERNATIVE 3.7
9 KPWR-FM	9 KOOJ-FM	9 KOLA-FM	9 KIIS-A/F	9 KCAL-FM	9 KIIS-A/F	URBAN 3.6
10 XTRA-AM	10 KPWR-FM	10 KRTH-FM	10 KCBS-FM	10 XTRA-AM	10 KRTH-FM	B/EZ 2.1
						NAC 1.7
						NOSTALGIA 1.4

Continued from Page 69

12+ POPULATION: 1,339,700 (Black: 12.4%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
0.9	1.1	0.7	0.8	1.0	20		WBWI-FM Country	92.5 17.5kw	20	—	16	18	17	21	55	Gazette Printing Co.	—
1.4	1.1	0.8	1.4	1.0	20		WEZY-FM <sup>2</sup> B/EZ	92.1 17.5kw	21	—	22	24	23	20	55	Vision Br.	CHR

<sup>2</sup> Was WHKQ-FM until October. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WLZR-A/F	1 WKTI-FM	1 WLZR-A/F	1 WKTI-FM	1 WKLH-FM	1 WKTI-FM	AC 15.8
2 WKLH-FM	2 WKKV-FM	2 WKLH-FM	2 WKKV-FM	2 WLZR-A/F	2 WKLH-FM	NEWS/TALK 14.7
3 WLUM-FM	3 WMYX-FM	3 WMIL-FM	3 WMYX-FM	3 WMIL-FM	3 WMIL-FM	URBAN 11.1
4 WKKV-FM	4 WMIL-FM	4 WTMJ-AM	4 WKLH-FM	4 WTMJ-AM	4 WMYX-FM	OLDIES/CR 10.7
5 WKTI-FM	5 WKLH-FM	5 WISN-AM	5 WMIL-FM	5 WISN-AM	5 WKKV-FM	COUNTRY 8.7
6 WMIL-FM	6 WLUM-FM	6 WLUM-FM	6 WZTR-FM	6 WKTI-FM	6 WZTR-FM	ROCK 7.2
7 WTMJ-AM	7 WLZR-FM	7 WKTI-FM	7 WAMG-FM	7 WZTR-FM	7 WAMG-FM	NOSTALGIA 6.6
8 WISN-AM	8 WZTR-FM	8 WZTR-FM	8 WLUM-FM	8 WLUM-FM	8 WLTQ-FM	ALTERNATIVE 3.9
9 WQFM-FM	9 WAMG-FM	9 WKKV-FM	9 WMCS-AM	9 WMCS-AM	9 WMCS-AM	CLASSICAL 2.7
10 WZTR-FM	10 WMCS-AM	10 WMCS-AM	10 WLTQ-FM	10 WMYX-FM	10 WTMJ-AM	MISCELLANEOUS 2.1
						NAC 1.4
						B/EZ 1.0

12+ POPULATION: 1,337,200 (Black: N/A; Hispanic: 11.7%)

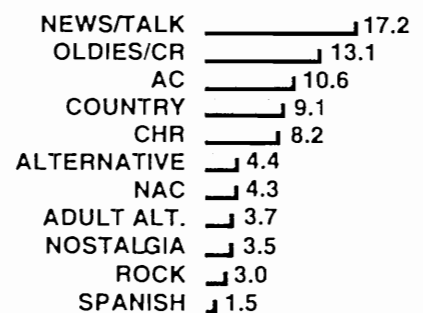
RANK	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
									12+ CUME	12-17	18-34	18-49	25-54	35-64			
9	11.4	9.7	9.9	9.9	1	1	<b>KFBK-AM</b> ♦ News/Talk	1530 50kw	1	—	10	5	1	1	78	Chancellor	G/W
8	7.7	7.2	8.4	8.2	2	2	<b>KSFM-FM</b> CHR/Pop	102.5 50kw	2	1	1	2	5	11	72	Secret Com.	MMR
7	5.7	6.8	7.3	6.1	3	3	<b>KNCI-FM</b> Country	105.1 50kw	5	4	5	3	6	3	77	EZ	KATZ
3	5.0	5.8	5.7	5.9	4	4	<b>KGBY-FM</b> Hot AC	92.5 50kw	4	6	2	1	2	6	68	Chancellor	G/W
8	5.6	6.1	5.0	4.9	5	5	<b>KHYL-FM</b> Oldies	101.1 50kw	3	7	12	8	4	2	52	Chancellor	G/W
4	5.9	4.2	3.8	4.7	6	6	<b>KYMX-FM</b> AC	96.1 50kw	7	3	9	10	10	8	65	Tribune	MCG
8	4.9	5.0	5.2	4.4	7	7	<b>KWOD-FM</b> Alternative	106.5 50kw	6	2	3	9	16	18	61	Royce International	D&R
5	3.3	4.1	3.7	4.2	8	8	<b>KXOA-FM</b> Classic Hits	107.9 50kw	8	17	6	4	3	7	60	Brown	CBS
3	4.5	3.9	4.4	4.0	9	9	<b>KSEG-FM</b> Classic Rock	96.9 50kw	9	8	8	6	7	5	65	Citicasters	CHR
8	4.4	4.1	4.1	3.9	10	10	<b>KSTE-AM</b> News/Talk	650 25kw	13	—	16	12	9	4	70	Fuller-Jeffrey	EAST
6	2.6	2.4	2.1	3.7	11	11	<b>KOPT-FM</b> Adult Alternative	100.5 115kw	11	16	4	7	8	12	64	Brown	CBS
5	4.0	3.9	3.5	3.5	12	12	<b>KCTC-AM</b> Nostalgia	1320 5kw	16	—	—	27	23	14	98	Tribune	MCG
2	4.0	3.9	3.6	3.0	13	13	<b>KRAK-FM</b> Country	98.5 50kw	12	11	14	14	12	10	52	EZ	KATZ
4	4.2	4.6	4.8	3.0	13	13	<b>KRXQ-FM</b> ♦ Rock	93.7 25kw	10	5	7	11	13	17	50	Citicasters	CHR
2	1.3	1.6	2.1	2.7	15	15	<b>KSSJ-FM</b> NAC	101.9 25kw	15	9	18	13	11	9	71	Olympic	EAST
0	1.5	2.0	2.0	2.2	16	16	<b>KHTK-AM</b> Talk	1140 50kw	14	10	15	15	14	13	50	EZ	KATZ
2	1.1	1.2	1.3	1.6	17	17	<b>KQBR-FM</b> NAC	104.3 2.95kw	18	15	13	16	15	15	67	Progressive Media	—
5	1.0	0.5	0.7	1.5	18	18	<b>KSXX-FM</b> Spanish	99.9 1.75kw	21	14	11	17	18	21	102	Embarcadero Media	CAB
0	0.7	1.2	1.0	1.2	19	19	<b>KNBR-AM</b> Full Service	680 50kw	17	—	19	18	17	16	48	Susquehanna	EAST

♦ See Website Directory

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 KGBY-FM	1 KGBY-FM	1 KFBK-AM	1 KGBY-FM	1 KFBK-AM	1 KGBY-FM
2 KSFM-FM	2 KSFM-FM	2 KSFM-FM	2 KSFM-FM	2 KOPT-FM	2 KHYL-FM
3 KNCI-FM	3 KNCI-FM	3 KOPT-FM	3 KNCI-FM	3 KXOA-FM	3 KNCI-FM
4 KWOD-FM	4 KWOD-FM	4 KSEG-FM	4 KXOA-FM	4 KSEG-FM	4 KFBK-AM
5 KXOA-FM	5 KXOA-FM	5 KXOA-FM	5 KHYL-FM	5 KSFM-FM	5 KSFM-FM
6 KYMX-FM	6 KYMX-FM	6 KRXQ-FM	6 KYMX-FM	6 KGBY-FM	6 KXOA-FM
7 KSEG-FM	7 KSEG-FM	7 KGBY-FM	7 KSEG-FM	7 KHYL-FM	7 KYMX-FM
8 KOPT-FM	8 KOPT-FM	8 KNCI-FM	8 KFBK-AM	8 KSTE-AM	8 KSEG-FM
9 KRAK-FM	9 KRAK-FM	9 KHYL-FM	9 KWOD-FM	9 KNCI-FM	9 KSTE-AM
10 KSXX-FM	10 KSXX-FM	10 KWOD-FM	10 KOPT-FM	10 KRXQ-FM	10 KSSJ-FM



12+ POPULATION: 1,317,700 (Black: N/A; Hispanic: 21.3%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
8.4	8.0	6.9	7.5	8.3	1	1	<b>KGO-AM</b> News/Talk	810 50kw	1	—	13	5	1	1	72	Cap Cities/ABC	BAN
2.7	2.7	3.4	3.9	6.0	2	2	<b>KYLD/KYLZ</b> CHR/Rhythmic	107.7/99.1 8.9kw/1.1kw	3	1	1	4	17	29	68	Crescent	MMR
4.4	5.0	5.2	4.9	4.7	3	3	<b>KOME-FM</b> Alternative	98.5 12.5kw	2	3	4	1	7	14	51	Infinity	IRS
5.4	4.9	5.2	5.2	4.6	4	4	<b>KBAY-FM</b> AC	100.3 163kw	8	14	12	12	8	3	70	United	MMR
4.8	3.7	4.3	3.6	4.6	4	4	<b>KLOK-AM</b> Spanish	1170 50(5)kw	19	7	3	2	5	15	127	Metro Mix Inc.	CAB
4.9	4.9	4.8	4.7	4.2	6	6	<b>KSJO-FM</b> Rock	92.3 50kw	7	4	2	3	4	19	62	BayCom Partners	MCG
3.6	4.5	3.8	3.9	3.9	7	7	<b>KCBS-AM</b> News	740 50kw	4	—	24	19	16	4	48	CBS Radio	CBS
2.8	2.5	3.3	3.1	3.8	8	8	<b>KEZR-FM</b> Hot AC	106.5 50kw	6	5	5	6	6	9	53	Alta	CHR
4.4	4.1	3.6	4.2	3.8	8	8	<b>KNBR-AM</b> Full Service	680 50kw	9	16	14	10	9	6	63	Susquehanna	EAST
3.0	2.0	3.0	2.8	3.8	8	8	<b>KOIT-A/F</b> AC	1260/96.5 5(1)kw/33kw	5	—	8	7	2	5	54	Bonneville Int.	SEN
3.6	3.3	4.3	4.0	3.5	11	11	<b>KRTY-FM</b> Country	95.3 .87kw	12	10	10	11	10	7	62	Empire	MMR
2.7	2.6	3.2	3.4	3.4	12	12	<b>KARA-FM</b> Oldies	105.7 50kw	14	—	15	8	3	2	66	Empire	MMR
3.2	2.8	2.5	2.4	3.0	13	13	<b>KIOI-FM</b> Hot AC	101.3 125kw	10	9	9	9	11	13	49	Evergreen Media	CHR
3.2	3.1	2.6	3.5	2.8	14	14	<b>KFRC-A/F</b> Oldies	610/99.7 5kw/40kw	11	8	20	13	12	8	49	Infinity	IRS
1.5	2.6	2.0	2.8	2.4	15	15	<b>KMEL-FM</b> CHR/Rhythmic	106.1 69kw	13	2	7	18	25	33	44	Evergreen Media	CHR
2.9	1.8	2.0	2.5	2.3	16	16	<b>KKSJ-AM</b> Nostalgia	1370 5kw	27	—	37	37	32	20	107	United	MMR
5.5	5.9	5.9	4.8	2.2	18	18	<b>KFFG/KFOG</b> 1 Adult Alternative	97.7/104.5 1.6kw/7.9kw	15	12	11	14	14	16	46	Susquehanna	EAST
2.4	1.9	2.3	2.3	2.2	18	18	<b>KKSF-FM</b> NAC	103.7 7.8kw	20	—	19	15	15	10	64	Brown	CBS
0.5	0.7	0.9	1.6	2.1	19	19	<b>KBGG-FM</b> Oldies	98.1 100kw	21	—	17	16	13	12	68	Chancellor	KATZ
2.4	2.2	2.0	1.8	2.1	19	19	<b>KDFC-FM</b> Classical	102.1 33kw	18	—	27	23	22	11	51	Brown	CBS
2.5	1.9	2.0	2.1	2.1	19	19	<b>KITS-FM</b> Alternative	105.3 15kw	17	6	6	17	18	28	47	Entercom	D&R
2.3	2.9	2.2	2.7	1.6	22	22	<b>KUFX-FM</b> Classic Rock	94.5 1.2kw	16	—	18	20	19	18	33	Kool Com.	MCG
1.9	1.7	1.5	1.7	1.4	23	23	<b>KBLX-FM</b> NAC	102.9 6.6kw	22	—	23	21	20	17	45	Inner City	D&R
0.9	1.0	1.1	1.1	1.4	23	23	<b>KBRG-FM</b> Spanish	104.9 3kw	28	15	16	22	21	21	66	Metro Mix Inc.	CAB
0.7	0.4	0.3	0.5	1.1	25	25	<b>KAZA-AM</b> Spanish	1290 5kw	37	—	31	29	31	27	119	Radio Fiesta	KT-H
0.0	1.1	0.8	0.6	1.1	25	25	<b>KLIV-AM</b> News	1590 5kw	26	—	33	32	28	22	48	Empire	MMR
0.0	2.1	1.7	1.4	1.0	27	27	<b>KPIX-FM</b> News	95.7 6.9kw	39	—	26	24	23	23	45	CBS Radio	G/W
2.5	1.3	1.5	1.3	1.0	27	27	<b>KSAN-FM</b> Country	94.9 30kw	23	—	22	25	24	25	36	Chancellor	KATZ

1 KFFG-FM was KHQT-FM (CHR/Pop) until August.



12+ POPULATION: 1,263,700 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
9.8	9.4	9.0	8.5	7.7	1	WHJY-FM Rock	94.1 50kw	2	6	1	1	1	5	73	Liberty	G/W
7.7	7.5	7.2	6.3	7.5	2	WPRO-FM CHR/Pop	92.3 39kw	1	2	2	2	2	8	59	Tele-Media	MCG
8.2	8.3	7.7	7.5	7.3	3	WWLI-FM AC	105.1 50kw	3	9	6	4	4	1	77	Tele-Media	TOR
5.7	6.4	5.8	4.5	6.2	4	WWBB-FM Oldies	101.5 13.5kw	4	8	9	5	3	1	70	Radio Equity	BAN
4.1	3.2	4.6	3.8	5.3	5	WCTK-FM Country	98.1 47kw	9	10	8	6	6	3	87	Hall	D&R
4.3	4.4	4.1	4.4	5.3	5	WSNE-FM Hot AC	93.3 30kw	5	7	5	3	5	4	66	Liberty	G/W
4.8	5.4	4.9	6.0	5.1	7	WLKW-AM Nostalgia	790 5kw	12	—	—	25	18	9	92	Tele-Media	TOR
3.8	5.1	4.5	5.3	5.1	7	WPRO-AM Talk	630 5kw	7	—	20	12	8	6	71	Tele-Media	MCG
3.9	3.9	3.9	4.3	4.8	9	WWKX-FM CHR/Rhythmic	106.3 1.15kw	8	1	3	7	10	17	71	Back Bay	CHR
4.5	4.5	4.4	3.5	4.6	10	WHJJ-AM News/Talk	920 5kw	13	—	35	22	11	10	89	Liberty	KATZ
3.8	4.6	4.9	3.4	3.3	11	WWRX-FM ♦ Classic Rock	103.7 50kw	6	15	10	8	7	7	41	Radio Equity	BAN
0.0	0.0	0.0	2.6	2.9	12	WDGE-FM Alternative	99.7 2.3kw	10	4	4	9	12	27	50	Urso Major Br.	KATZ
3.8	3.2	3.4	3.3	2.6	13	WBRU-FM Alternative	95.5 20kw	11	5	7	10	9	14	46	Brown BC Service	—
1.7	1.7	1.5	1.7	2.1	14	WCRB-FM Classical	102.5 15kw	17	19	27	16	14	11	85	Charles River	CMBS
1.4	1.9	1.8	1.5	1.8	15	WBZ-AM News	1030 50kw	15	—	25	20	16	12	53	CBS Radio	G/W
1.2	1.4	1.5	2.0	1.7	16	WJMN-FM CHR/Rhythmic	94.5 11.5kw	14	3	11	14	26	41	37	Evergreen Media	KATZ
1.2	0.9	1.3	0.9	1.5	17	WOTB-FM NAC	100.3 6kw	23	—	19	15	15	13	76	Perry	K&P
1.3	1.4	1.2	1.5	1.4	18	WAAF-FM ♦ Rock	107.3 18.5kw	16	13	12	11	13	21	47	Zapis	D&R
1.4	1.2	1.8	1.2	1.4	18	WFHN-FM CHR/Pop	107.1 3kw	18	11	13	13	17	24	54	H&D Br.	CHR
1.3	1.5	1.3	1.0	1.0	20	WBCS-FM Country	96.9 12.5kw	28	14	15	19	23	22	66	Greater Media Inc.	MCG

♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WPRO-FM	CHR	15.4
2 WDGE-FM	2 WHJY-FM	2 WPRO-FM	2 WSNE-FM	2 WWBB-FM	1 WNSE-FM	AC	12.6
3 WPRO-FM	3 WWKX-FM	3 WWBB-FM	3 WWLI-FM	3 WCTK-FM	3 WWLI-FM	NEW/TALK	11.5
4 WWKX-FM	4 WSNE-FM	4 WCTK-FM	4 WWBB-FM	4 WPRO-FM	4 WWBB-FM	OLDIES/CR	9.5
5 WBRU-FM	5 WWLI-FM	5 WWRX-FM	5 WHJY-FM	5 WWRX-FM	5 WHJY-FM	ROCK	9.1
6 WCTK-FM	6 WCTK-FM	6 WDGE-FM	6 WWKX-FM	6 WWLI-FM	6 WCTK-FM	COUNTRY	6.3
7 WAAF-FM	7 WDGE-FM	7 WWLI-FM	7 WCTK-FM	7 WPRO-AM	7 WWRX-FM	ALTERNATIVE	5.5
8 WJMN-FM	8 WBRU-FM	8 WBRU-FM	8 WWRX-FM	8 WSNE-FM	8 WWKX-FM	NOSTALGIA	5.1
9 WWBB-FM	9 WWBB-FM	9 WWKX-FM	9 WBRU-FM	9 WBRU-FM	9 WPRO-AM	CLASSICAL	2.1
10 WSNE-FM	10 WWRX-FM	10 WSNE-FM	10 WDGE-FM	10 WAAF-FM	10 WHJJ-AM	NAC	1.5

12+ POPULATION: 1,223,900 (Black: 11.9%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.2	7.9	9.3	8.9	8.9	1	WNCI-FM CHR/Pop	97.9 17.5kw	1	1	2	1	2	4	61	Nationwide	MMR
7.6	7.4	8.9	7.7	8.7	2	WCOL-FM Country	92.3 22kw	4	4	3	2	1	2	79	Nationwide	MMR
9.3	9.2	7.9	8.4	8.1	3	WTVN-AM Full Service	610 5kw	2	15	13	10	7	1	69	Citicasters	KATZ
6.7	8.4	7.3	7.8	7.5	4	WBZX-FM ♦ Rock	99.7 20kw	3	2	1	3	5	10	66	North American	EAST
6.9	7.5	7.3	5.5	6.4	5	WSNY-FM AC	94.7 22kw	6	8	6	5	3	3	62	Saga	MCG
5.6	6.1	6.4	7.0	5.4	6	WLVQ-FM Classic Rock	96.3 18kw	5	6	4	4	4	7	52	Citicasters	KATZ
4.6	4.4	3.8	4.8	4.5	7	WCKX-FM Urban	106.3 6kw	8	5	8	9	9	6	60	OmniAmerica	D&R
5.7	4.2	4.9	4.7	4.5	8	WHOK-FM Country	95.5 21kw	11	3	7	7	10	13	74	Sunrise	D&R
4.7	4.6	4.6	5.3	4.2	9	WBNS-FM Oldies	97.1 20.5kw	7	9	14	8	6	5	42	Radiohio, Inc.	BAN
2.5	2.6	2.2	2.6	3.5	10	WWCD-FM Adult Alternative	101.1 6kw	9	11	5	6	8	17	52	Ingleside	ROS
4.2	2.7	3.6	2.6	3.2	11	WVVO-AM Urban/AC	1580 1(.25)kw	14	13	12	12	11	8	78	Saga	MCG
2.8	3.6	2.6	2.6	2.9	12	WLLD-FM Country	98.9 .58kw	13	10	10	11	14	14	55	Citicasters	CHR
2.4	2.0	1.0	1.3	2.7	13	WBNS-AM Full Service	1460 5kw	10	—	10	14	13	12	43	Radiohio, Inc.	BAN
2.1	2.4	2.7	2.7	2.7	13	WCLT-FM Country	100.3 50kw	15	7	16	15	15	9	75	WCLT Inc.	—
2.7	2.5	2.6	3.5	2.3	15	WAKS-FM Classic Hits	105.7 3kw	12	12	15	13	12	15	39	Tel Lease Inc.	TOR
2.1	3.4	3.2	3.3	2.1	16	WCEZ-FM B/EZ	10.7kw 6kw	16	—	21	21	18	11	66	Radio Delaware	K&P
1.4	1.6	1.4	1.3	1.4	17	WCOL-AM Talk	1240 1kw	17	—	18	18	19	16	47	Nationwide	MMR
1.2	1.0	0.9	1.5	1.2	18	WMNI-AM Country	920kw 1(.5)kw	20	—	20	22	22	19	61	North American	EAST

♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WBZX-FM	1 WNCI-FM	1 WBZX-FM	1 WCOL-FM	1 WLVQ-FM	1 WSNY-FM	COUNTRY  20.0	
2 WLVQ-FM	2 WCOL-FM	2 WLVQ-FM	2 WNCI-FM	2 WCOL-FM	2 WCOL-FM	NEWS/TALK  12.2	
3 WNCI-FM	3 WSNY-FM	3 WNCI-FM	3 WSNY-FM	3 WBZX-FM	3 WNCI-FM	OLDIES/CR  11.9	
4 WCKX-FM	4 WWCD-FM	4 WCOL-FM	4 WBZX-FM	4 WNCI-FM	4 WBNS-FM	CHR  8.9	
5 WWCD-FM	5 WBZX-FM	5 WBNS-AM	5 WLVQ-FM	5 WTVN-FM	5 WVVO-AM	URBAN  7.7	
6 WBNS-FM	6 WLVQ-FM	6 WTVN-AM	6 WWCD-FM	6 WBNS-AM	6 WLVQ-FM	ROCK  7.5	
7 WCOL-FM	7 WCKX-FM	7 WCKX-FM	7 WCKX-FM	7 WBNS-FM	7 WBZX-FM	AC  6.4	
8 WHOK-FM	8 WLLD-FM	8 WWCD-FM	8 WBNS-FM	8 WSNY-FM	8 WHOK-FM	ADULT ALT.  3.5	
9 WAKS-FM	9 WHOK-FM	9 WBNS-FM	9 WLLD-FM	9 WWCD-FM	9 WCKX-FM	B/EZ  2.1	
10 WVVO-AM	10 WVVO-AM	10 WAKS-FM	10 WVVO-AM	10 WAKS-FM	10 WWCD-FM		

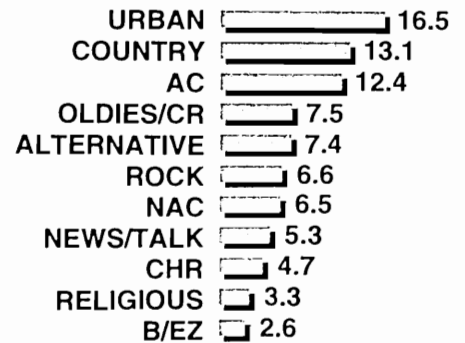
12+ POPULATION: 1,210,900 (Black: 28.1%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
10.6	9.2	10.5	10.7	10.8	1	WOWI-FM Urban	102.9 50kw	1	1	1	1	4	11	92	US Radio	MCG
6.5	6.3	7.5	7.5	7.6	2	WCMS-A/F Country	1050/100.5 5kw/50kw	3	5	6	4	2	2	82	WCMS Radio	D&R
6.6	8.0	6.2	7.1	6.6	3	WNOR-A/F Rock	1230/98.7 .626kw/46kw	4	7	2	2	3	8	73	Saga	MCG
2.6	1.8	5.5	7.5	6.5	4	WJCD-FM NAC	105.3 50kw	9	12	9	3	1	1	95	Fairfield Com.	D&R
6.5	6.7	5.9	5.4	5.5	5	WGH-FM Country	97.3 74kw	5	4	8	5	5	4	66	Susquehanna	EAST
4.9	5.6	4.8	5.0	5.3	6	WWDE-FM AC	101.3 50kw	6	10	10	7	6	3	69	Max Radio	CHR
5.7	5.3	7.2	5.1	4.7	7	WNVZ-FM CHR/Pop	104.5 50kw	2	2	4	9	13	17	46	Max Radio	CHR
7.0	6.2	6.0	4.2	4.4	8	WFOG-FM AC	92.9 50kw	7	11	13	14	12	6	62	Sunshine Wireless	BAN
3.5	4.8	4.0	4.5	4.1	9	WAFX-FM Classic Rock	106.9 100kw	11	—	7	6	7	7	66	Saga	CBS
2.5	3.2	4.2	3.5	3.7	10	WKOC-FM Alternative	93.7 100kw	10	8	3	8	9	16	59	Benchmark	KATZ
3.6	3.2	3.8	4.0	3.7	10	WROX-FM Alternative	96.1 23kw	8	—	5	10	15	18	54	Sinclair Inc.	MMR
3.2	4.3	3.0	2.8	3.5	12	WSVY-FM Urban/AC	107.7 5.2kw	14	9	11	11	10	9	75	US Radio	MCG
3.5	3.4	3.0	4.8	3.4	13	WLTY-FM Oldies	95.7 40kw	12	14	16	13	8	5	67	Benchmark	KATZ
3.0	3.4	3.8	3.2	3.0	14	WNIS-AM Talk	850 50(25)kw	13	—	15	15	14	10	63	Sinclair Inc.	MMR
3.5	2.3	3.0	2.7	2.7	15	WJQI-A/F AC	1600/94.9 5kw/50kw	15	13	12	12	11	13	59	Sunshine Wireless	BAN
3.5	2.6	2.4	2.0	2.6	16	WPCE-AM Religious	1400 1(.25)kw	19	—	17	18	16	12	86	Willis Br. Co.	MCG
3.3	2.8	1.9	1.6	2.6	16	WXEZ-FM B/EZ	94.1 50kw	18	16	25	24	22	14	79	Eure	—
1.8	2.5	1.7	1.2	1.6	18	WMYK-FM Urban/AC	92.1 3.7kw	17	—	20	17	17	15	48	Benchmark	KATZ
3.6	2.4	2.0	2.0	1.5	19	WTAR-AM News/Talk	790 5kw	16	6	14	16	18	24	35	Willis Br. Co.	TOR

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WOWI-FM	1 WOWI-FM	1 WNOR-A/F	1 WOWI-FM	1 WNOR-A/F	1 WWDE-FM
2 WNOR-A/F	2 WNVZ-FM	2 WOWI-FM	2 WWDE-FM	2 WJCD-FM	2 WOWI-FM
3 WKOC-FM	3 WJQI-FM	3 WJCD-FM	3 WJCD-FM	3 WCMS-A/F	3 WJCD-FM
4 WROX-FM	4 WWDE-FM	4 WAFX-FM	4 WSVY-FM	4 WAFX-FM	4 WGH-FM
5 WAFX-FM	5 WGH-FM	5 WCMS-A/F	5 WGH-FM	5 WGH-FM	5 WSVY-FM
6 WCMS-A/F	6 WSVY-FM	6 WKOC-FM	6 WNVZ-FM	6 WOWI-FM	6 WCMS-A/F
7 WNVZ-FM	7 WNOR-A/F	7 WROX-FM	7 WCMS-A/F	7 WKOC-FM	7 WJQI-A/F
8 WJCD-FM	8 WCMS-A/F	8 WGH-FM	8 WJQI-A/F	8 WLTY-FM	8 WFOG-FM
9 WGH-FM	9 WFOG-FM	9 WWDE-FM	9 WFOG-FM	9 WWDE-FM	9 WLTY-FM
10 WMYK-FM	10 WJCD-FM	10 WNVZ-FM	10 WNOR-A/F	10 WROX-FM	10 WNVZ-FM



12+ POPULATION: 1,183,200 (Black: N/A; Hispanic: 48.2%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.2	8.3	10.0	10.0	10.2	1	<b>KXTN-A/F</b> Spanish	1310/107.5 5kw/100kw	2	5	4	1	1	1	97	Tichenor Media	KT-H
7.9	9.2	9.2	9.9	9.6	2	<b>KTFM-FM</b> ♦ CHR/Rhythmic	102.7 100kw	1	1	1	2	7	9	74	Waterman	BAN
6.8	8.2	6.7	6.0	7.1	3	<b>KCYF-FM</b> ♦ Country	100.3 100kw	3	6	3	4	2	4	75	NewCity	KATZ
6.4	7.1	6.9	6.6	6.7	4	<b>KISS-FM</b> ♦ Rock	99.5 100kw	5	2	1	3	4	15	76	KISS Radio/San Antonio	CBS
5.9	5.2	6.8	5.6	6.3	5	<b>KAJA-FM</b> Country	97.3 100kw	4	4	5	5	3	7	72	Clear Channel	CCRS
7.2	6.5	5.6	6.5	5.4	6	<b>KQXT-FM</b> ♦ AC	101.9 100kw	8	12	8	8	5	3	81	Clear Channel	CCRS
4.7	4.1	4.3	3.8	4.7	7	<b>KTSA-AM</b> ♦ News/Talk	550 5kw	11	17	12	13	13	6	91	Waterman	BAN
4.9	3.7	3.8	4.1	4.2	8	<b>KZEP-FM</b> ♦ Classic Rock	104.5 100kw	9	9	6	6	6	11	63	Lotus Com.	D&R
4.2	3.9	4.2	5.2	4.1	9	<b>WOAI-AM</b> ♦ News/Talk	1200 50kw	7	20	14	14	11	8	56	Clear Channel	CCRS
3.8	3.7	4.3	4.1	4.0	10	<b>KONO-A/F</b> Oldies	860/101.1 5kw/100kw	10	11	13	10	10	2	61	October Com.	MMR
4.4	4.1	4.0	4.0	4.0	10	<b>KSMG-FM</b> ♦ Hot AC	105.3 100kw	6	13	7	7	9	10	53	KISS Radio/San Antonio	CBS
2.7	3.5	3.6	3.7	3.9	12	<b>KCJZ-FM</b> ♦ NAC	106.7 100kw	14	15	11	9	8	5	89	Vision	KATZ
3.8	5.1	3.6	4.6	3.6	13	<b>KSJL-FM</b> Urban	96.1 100kw	12	3	9	11	14	16	76	Inner City	EAST
3.0	3.0	1.9	2.5	3.0	14	<b>KROM-FM</b> Spanish	92.9 100kw	15	18	10	12	12	12	86	Tichenor Media	KT-H
2.3	2.5	2.8	2.2	2.6	15	<b>KKYX-AM</b> ♦ Country	680 50(10)kw	16	—	23	20	17	13	89	NewCity	KATZ
2.7	2.7	2.9	3.0	2.6	15	<b>KLUP-AM</b> Nostalgia	930 5(1)kw	17	16	27	24	18	17	94	KISS Radio/San Antonio	CBS
2.2	1.4	2.8	2.6	2.3	17	<b>KRIO-FM</b> Spanish	94.1 100kw	13	7	15	15	15	14	49	April Com.	21ST
2.4	2.7	2.2	1.6	2.1	18	<b>KCOR-AM</b> Spanish	1350 5kw	18	—	19	16	16	18	116	Tichenor Media	KT-H
1.2	1.5	0.5	0.9	1.1	19	<b>KEDA-AM</b> Spanish	1540 5(1)kw	24	—	25	26	26	19	123	D&E Br.	CAB

♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KISS-FM	1 KTFM-FM	1 KISS-FM	1 KTFM-FM	1 KXTN-A/F	1 KXTN-FM	SPANISH  18.7
2 KTFM-FM	2 KCYY-FM	2 KXTN-A/F	2 KXTN-A/F	2 KISS-FM	2 KQXT-FM	COUNTRY  16.0
3 KXTN-A/F	3 KXTN-A/F	3 KZEP-FM	3 KCYY-FM	3 KZEP-FM	3 KCYY-FM	CHR  9.6
4 KZEP-FM	4 KAJA-FM	4 KTFM-FM	4 KAJA-FM	4 KCYY-FM	4 KTFM-FM	AC  9.4
5 KAJA-FM	5 KQXT-FM	5 KCYY-FM	5 KQXT-FM	5 KCJZ-FM	5 KAJA-FM	NEWS/TALK  8.8
6 KCYY-FM	6 KSMG-FM	6 KAJA-FM	6 KSMG-FM	6 KONO-A/F	6 KSMG-FM	OLDIES/CR  8.2
7 KSJL-FM	7 KISS-FM	7 KCJZ-FM	7 KROM-FM	7 KAJA-FM	7 KCJZ-FM	ROCK  6.7
8 KSMG-FM	8 KROM-FM	8 KONO-A/F	8 KONO-A/F	8 KTFM-FM	8 KONO-A/F	NAC  3.9
9 KQXT-FM	9 KZEP-FM	9 KSMG-FM	9 KCJZ-FM	9 KSMG-FM	9 KROM-FM	URBAN  3.6
10 KTSA-AM	10 KCJZ-FM	10 KSJL-FM	10 KISS-FM	10 WOAI-FM	10 KZEP-FM	NOSTALGIA  2.6

12+ POPULATION: 1,158,600 (Black: N/A; Hispanic: N/A)

SALT LAKE CITY

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG HRS LISTENED	OWNER	NATIONAL RANK
9.4	10.8	10.7	9.4	9.1	1	1	<b>KSFI-FM</b> AC	100.3 26kw	1	11	3	1	1	1	60	Simmons Family	CBS
6.6	5.7	6.3	5.5	6.9	2	2	<b>KSL-AM</b> Talk	1160 50kw	2	13	11	10	4	2	53	Bonneville Int.	SEN
6.7	6.1	6.0	6.6	6.5	3	3	<b>KKAT-FM</b> Country	101.9 26kw	6	10	4	3	2	5	61	Apollo Radio	KATZ
5.1	5.4	6.9	7.2	6.2	4	4	<b>KRSP-FM</b> Classic Rock	103.5 27.5kw	3	8	1	2	3	7	52	Simmons Family	CBS
4.2	3.3	2.7	3.4	5.7	5	5	<b>KUBL-FM</b> Country	93.3 26kw	9	3	5	4	7	8	68	Citadel	MCG
7.4	7.9	6.7	6.1	5.2	6	6	<b>KSOP-A/F</b> Country	1370/104.3 5(.5)kw/25kw	7	9	9	5	5	6	57	KSOP, Inc.	MMR
5.1	4.8	5.1	5.9	4.9	7	7	<b>KISN-FM</b> Hot AC	97.1 30kw	5	4	8	8	8	10	45	Sun Mountain	D&R
3.9	3.5	4.3	5.5	4.6	8	8	<b>KBEE-FM</b> <sup>1</sup> Hot AC	98.7 40kw	4	5	7	6	10	11	42	Price	MCG
3.6	4.3	4.4	2.7	4.5	9	9	<b>KALL-AM</b> News/Talk	910 5(1)kw	13	—	19	12	9	3	72	Apollo Radio	EAST
3.9	3.8	4.5	4.4	4.3	10	10	<b>KBER-FM</b> Rock	101.1 25kw	11	6	6	7	11	16	54	Devine	TOR
3.6	3.5	4.9	4.5	4.1	11	11	<b>KODJ-FM</b> Oldies	94.1 40kw	8	12	14	11	6	4	46	Apollo Radio	KATZ
4.3	3.9	3.7	4.0	4.1	11	11	<b>KXRK-FM</b> ♦ Alternative	96.1 55kw	12	7	1	9	13	26	55	Acme Br.	D&R
4.7	4.8	4.8	4.6	3.6	13	13	<b>KUTQ-FM</b> CHR/Pop	99.5 40kw	10	2	10	13	20	24	43	D&B	K&P
3.8	4.1	3.8	3.4	3.0	14	14	<b>KDYJ/KOVO</b> Nostalgia	1280/960 10/5(1.08)kw	17	—	—	23	22	13	70	Simmons Family	CBS
3.0	3.3	2.0	3.8	2.8	15	15	<b>KZHT-FM</b> CHR/Rhythmic	94.9 48kw	14	1	13	18	23	23	48	Heusser Group	TOR
2.9	2.2	2.8	2.7	2.6	16	16	<b>KBZN-FM</b> ♦ NAC	97.9 26kw	15	14	12	14	12	12	46	Capitol Br. Inc.	EAST
1.7	2.9	1.9	1.6	2.3	17	17	<b>KISN-AM</b> Sports	570 5(1)kw	16	17	16	15	14	9	52	Sun Mountain	MCG
1.4	1.3	1.7	1.6	1.7	18	18	<b>KUMT-FM</b> Adult Alternative	105.7 7.3kw	18	—	15	16	15	14	62	US Radio	EAST
1.5	0.7	0.9	1.5	1.4	19	19	<b>KRGO-FM</b> ♦ Spanish	107.9 67kw	22	—	20	19	17	15	74	Cargo Br.	—
1.1	1.0	1.1	1.2	1.2	20	20	<b>KLZX-FM</b> Classical	106.9 68kw Rock	20	15	18	17	16	20	55	First National Br.	AMA
1.8	2.1	1.7	2.0	1.1	21	21	<b>KBKK-FM</b> <sup>2</sup> Country	106.5 7.5ke	21	16	21	22	19	17	58	Garcia Br.	KATZ
0.8	0.7	1.0	0.8	1.1	21	21	<b>KCNR-AM</b> <sup>1</sup> Talk	1320 5kw	23	—	22	21	18	18	63	Price	MCG

<sup>1</sup> Operates under an LMA with Citadel. <sup>2</sup> Was KUTC-FM until late August. ♦ See Website Directory.

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12+ POPULATION: 1,108,500 (Black: 13.1%; Hispanic: N/A)

INDIANAPOLIS

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.8	12.0	12.9	13.5	14.0	1	1	<b>WFBQ-FM</b> ◆ <i>Classic Rock</i>	94.7 52kw	1	6	1	1	1	2	77	Secret Com.	KATZ
12.0	11.6	14.1	13.0	10.8	2	2	<b>WFMS-FM</b> <i>Country</i>	95.5 13kw	2	8	2	2	2	1	75	Susquehanna	MMR
8.7	8.5	7.5	6.9	8.5	3	3	<b>WIBC-AM</b> <i>News/Talk</i>	1070 50(10)kw	3	11	11	10	6	4	66	Emmis	CHR
6.1	5.3	6.3	5.9	6.5	4	4	<b>WENS-FM</b> <i>AC</i>	97.1 23kw	5	5	3	3	3	5	62	Emmis	CHR
3.8	5.1	5.0	5.4	6.1	5	5	<b>WGRL-FM</b> <i>Country</i>	104.5 50kw	7	7	5	4	5	6	72	Susquehanna	MMR
4.6	7.1	5.4	5.6	5.8	6	6	<b>WTPI-FM</b> <i>AC</i>	107.9 22kw	9	—	10	7	4	3	78	My Star Com.	D&R
7.0	5.3	5.3	6.3	5.2	7	7	<b>WTLC-FM</b> ◆ <i>Urban</i>	105.7 50kw	11	4	6	6	8	7	73	Panache	D&R
5.1	4.3	4.1	5.1	4.5	8	8	<b>WZPL-FM</b> <i>CHR/Pop</i>	99.5 12.5kw	4	2	8	8	9	9	43	My Star Com.	D&R
4.7	4.4	4.3	4.8	4.3	9	9	<b>WHHH-FM</b> <i>CHR/Rhythmic</i>	96.3 .64kw	10	1	9	11	10	11	58	Shirk Inc.	BAN
4.0	4.1	5.2	4.9	4.1	10	10	<b>WRZX-FM</b> <i>Alternative</i>	103.3 18kw	8	3	4	9	12	19	55	Secret Com.	BAN
2.4	3.3	3.0	3.0	4.0	11	11	<b>WMYS-AM</b> <i>Nostalgia</i>	1430 5kw	14	—	—	20	19	12	121	My Star Com.	D&R
8.0	5.3	5.5	3.8	4.0	11	11	<b>WNAP-FM</b> <i>Classic Hits</i>	93.1 12.5kw	6	10	7	5	7	8	44	Emmis	CHR
1.2	1.2	1.3	2.0	2.4	13	13	<b>WTLC-AM</b> ◆ <i>Urban/Oldies</i>	1310 5(1)kw	18	—	15	15	16	10	118	Panache	D&R
2.1	1.7	1.7	1.1	1.9	14	14	<b>WNDE-AM</b> <i>Sports</i>	1260 5kw	12	12	13	13	13	15	46	Secret Com.	KATZ
1.6	2.1	2.2	1.7	1.9	14	14	<b>WTTS-FM</b> <i>Adult Alternative</i>	92.3 37kw	13	—	12	12	11	14	52	Sarkes Tarzian	BAN
2.3	1.3	1.4	1.2	1.4	16	16	<b>WXTZ-FM</b> <i>B/EZ</i>	93.9 2.75kw	19	—	20	19	18	17	75	Weiss	—
1.1	0.6	0.5	0.9	1.2	17	17	<b>WQFE-FM</b> <i>Oldies</i>	101.9 2.5kw	16	—	18	14	14	13	60	Quinn Br.	—
0.8	0.9	0.6	1.0	1.2	17	17	<b>WXIR-FM</b> <i>Religious</i>	98.3 3kw	15	13	14	16	15	16	53	Radio 1500	—

◆ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WFBQ-FM	1 WFBQ-FM	1 WFBQ-FM	1 WENS-FM	1 WFBQ-FM	1 WFMS-FM	OLDIES/CR	19.2
2 WRZX-FM	2 WENS-FM	2 WFMS-FM	1 WFBQ-FM	2 WFMS-FM	2 WENS-FM	COUNTRY	16.9
3 WNAP-FM	3 WFMS-FM	3 WNAP-FM	3 WFMS-FM	3 WIBC-AM	3 WFBQ-FM	AC	12.3
4 WTLC-FM	4 WGRL-FM	4 WRZX-FM	4 WGRL-FM	4 WNAP-FM	4 WTPI-FM	NEWS/TALK	10.4
5 WFMS-FM	5 WTLC-FM	5 WIBC-AM	5 WTPI-FM	5 WGRL-FM	5 WGRL-FM	CHR	8.8
6 WGRL-FM	6 WZPL-FM	6 WGRL-FM	6 WTLC-FM	6 WTPI-FM	6 WTLC-FM	URBAN	7.6
7 WZPL-FM	7 WTPI-FM	7 WTLC-FM	7 WZPL-FM	7 WNDE-AM	7 WZPL-FM	ALTERNATIVE	4.1
8 WHHH-FM	8 WNAP-FM	8 WNDE-AM	8 WNAP-FM	8 WRZX-FM	8 WNAP-FM	NOSTALGIA	4.0
9 WIBC-AM	9 WRZX-FM	9 WTPI-FM	9 WHHH-FM	9 WENS-FM	9 WHHH-FM	ADULT ALT.	1.9
10 WNDE-AM	10 WHHH-FM	10 WZPL-FM	10 WRZX-FM	10 WTLC-FM	10 WIBC-AM	B/EZ	1.4
						RELIGIOUS	1.2

12+ POPULATION: 1,077,400 (Black: 19.2%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
11.4	10.0	10.5	9.5	10.6	1	1	WSOC-FM Country	103.7 100kw	1	4	3	3	1	1	84	EZ	D&R
10.1	10.5	9.5	8.9	9.0	2	2	WPEG-FM Urban	97.9 95kw	3	1	1	1	5	10	90	Evergreen Media	KATZ
5.3	5.7	5.2	5.2	7.4	3	3	WLYT-FM <sup>1</sup> AC	102.9 31kw	5	7	6	4	3	2	76	SFX	D&R
8.5	8.6	8.4	8.3	7.3	4	4	WRFX-FM Classic Rock	99.7 100kw	2	6	2	2	1	7	62	Evergreen Media	MCG
7.2	6.8	8.2	6.5	6.2	5	5	WBT-A/F <sup>2</sup> Talk	1110/99.3 50kw/7.6kw	6	14	13	11	10	4	70	Jefferson-Pilot	CBS
5.8	5.2	7.0	6.0	5.8	6	6	WTDR-FM Country	96.9 100kw	4	5	8	6	6	5	60	SFX	D&R
5.8	5.0	4.4	5.7	5.3	7	7	WWSN-FM <sup>3</sup> Hot AC	107.9 100kw	7	8	5	5	4	6	60	Jefferson-Pilot	BAN
4.5	3.9	3.7	4.8	4.4	8	8	WBAV-FM Urban/AC	101.9 99kw	11	9	9	8	7	8	72	Evergreen Media	KATZ
4.6	5.4	4.7	5.1	4.3	9	9	WEDJ-FM CHR/Pop	95.1 100kw	8	2	4	9	11	14	49	Evergreen Media	EAST
5.5	3.8	4.3	4.2	4.3	9	9	WSSS-FM Oldies	104.7 100kw	10	11	7	7	8	9	65	EZ	KATZ
4.3	5.1	4.6	6.0	4.1	11	11	WWMG-FM Oldies	96.1 100kw	9	12	16	10	9	3	53	Dalton Group	MCG
0.5	1.5	1.8	3.1	2.3	12	12	WEND-FM Alternative	106.5 10kw	12	3	11	13	14	21	49	Dalton Group	MCG
0.0	0.1	2.1	2.6	2.0	13	13	WIST-FM Nostalgia	106.1 58kw	16	16	—	23	22	15	90	GHB Radio Group	—
1.6	1.8	2.8	1.9	1.9	14	14	WXRC-FM Adult Alter.	95.7 11kw	13	13	10	12	13	18	49	Long Family	—
0.0	0.4	0.6	0.7	1.6	15	15	WCCJ-FM NAC	92.7 6kw	17	—	14	14	12	11	94	Davis Br.	—
1.3	1.5	1.4	1.4	1.3	16	16	WFMX-FM Country	105.7 100kw	14	15	19	16	16	12	45	Adventure	TNS
1.1	2.0	1.3	1.1	1.1	17	17	WMIT-FM Religious	106.9 36kw	14	—	21	19	17	13	44	Blue Ridge	—
0.4	0.7	0.5	0.7	1.0	18	18	WFNZ-AM <sup>4</sup> Sports	610 5(1)kw	18	—	12	15	15	17	67	Evergreen Media	—

<sup>1</sup> Was WEZC-FM until September. <sup>2</sup> WBZK-FM became WBT-FM in August.  
<sup>3</sup> Was WBT-FM until late July. <sup>4</sup> Was WRFX-AM until December. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS

FORMAT REACH

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WLYT-FM
2 WPEG-FM	2 WLYT-FM	2 WPEG-FM	2 WLYT-FM	2 WSOC-FM	2 WWSN-FM
3 WSOC-FM	3 WSOC-FM	3 WSOC-FM	3 WWSN-FM	3 WBT-A/F	3 WSOC-FM
4 WSSS-FM	4 WWSN-FM	4 WSSS-FM	4 WSOC-FM	4 WBAV-FM	4 WTDR-FM
5 WXRC-FM	5 WEDJ-FM	5 WBAV-FM	5 WTDR-FM	5 WSSS-FM	5 WPEG-FM
6 WBAV-FM	6 WRFX-FM	6 WBT-A/F	6 WBAV-FM	6 WWMG-FM	6 WBAV-FM
7 WEDJ-FM	7 WSSS-FM	7 WTDR-FM	7 WSSS-FM	7 WPEG-FM	7 WSSS-FM
8 WEND-FM	8 WTDR-FM	8 WEDJ-FM	8 WEDJ-FM	8 WLYT-FM	8 WWMG-FM
9 WTDR-FM	9 WBAV-FM	9 WWMG-FM	9 WRFX-FM	9 WTDR-FM	9 WRFX-FM
10 WFNZ-AM	10 WEND-FM	10 WXRC-FM	10 WWMG-FM	10 WWSN-FM	10 WEDJ-FM

COUNTRY	17.6
OLDIES/CR	15.7
URBAN	13.4
AC	12.7
NEWS/TALK	7.2
CHR	4.3
ALTERNATIVE	2.3
NOSTALGIA	2.0
ADULT ALT.	1.9
NAC	1.6
RELIGIOUS	1.1

12+ POPULATION: 1,025,100 (Black: 33.9%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.6	13.0	14.3	14.2	13.8	1	WQUE-FM Urban	93.3 93kw	1	1	1	1	1	8	101	Clear Channel	CCRS
7.3	7.2	6.6	6.3	8.8	2	WWL-AM News/Talk	870 50kw	2	12	12	5	3	1	69	Keymarket	KATZ
10.1	9.0	9.1	7.9	7.8	3	WNOE-FM Country	101.1 100kw	3	2	4	3	4	3	76	Radio Equity	MCG
8.2	7.1	6.7	8.7	7.2	4	WYLD-FM Urban/AC	98.5 100kw	4	4	2	2	2	5	72	Clear Channel	CCRS
5.2	4.1	4.6	4.3	4.9	5	WLMG-FM AC	101.9 100kw	7	9	8	8	7	6	70	Keymarket	KATZ
4.5	4.2	3.7	5.2	4.8	6	KMEZ-FM Urban/AC	102.9 4.7kw	10	8	7	7	6	4	89	Keymarket	KATZ
3.8	7.3	6.3	4.9	4.8	6	WRNO-FM Oldies	99.5 100kw	6	11	5	4	5	9	66	EZ	MMR
5.2	5.4	4.7	4.4	4.7	8	WEZB-FM <sup>1</sup> Talk	97.1 100kw	5	7	3	6	9	12	49	EZ	MMR
4.2	4.2	5.0	5.6	4.7	8	WTKL-FM Oldies	95.7 100kw	8	—	15	10	8	2	77	Phase II	MCG
5.1	5.0	4.6	4.7	3.6	10	WLTS-FM AC	105.3 100kw	9	10	6	9	11	11	63	Phase II	MCG
4.8	4.8	4.4	4.4	3.3	11	KLJZ-FM NAC	106.7 100kw	13	—	14	11	10	7	73	Radio Equity	MCG
2.7	3.2	2.8	2.9	3.2	12	WYLD-AM Religious	940 10kw	14	13	13	12	12	10	78	Clear Channel	CCRS
1.7	1.4	2.6	1.8	2.9	13	WBOK-AM Religious	1230 1kw	16	—	16	16	16	13	111	Willis	—
1.4	0.4	1.3	2.1	2.4	14	KHOM-FM <sup>2</sup> CHR/Pop	104.1 100kw	11	3	10	14	14	17	48	KHOM, Assoc.	TOR
1.7	3.0	2.7	3.0	2.4	14	WCKW-FM Rock	92.3 100kw	23	5	9	13	13	16	50	222 Corp.	BAN
3.3	2.8	2.6	3.4	2.3	16	WBYU-AM Nostalgia	1450 1kw	17	—	20	20	19	14	96	EZ	ROS
1.5	1.6	2.4	2.0	2.1	17	WZRH-FM Alternative	106.1 50kw	15	6	11	15	15	18	60	Howe	—
1.1	1.4	1.3	1.2	1.7	18	WSMB-AM Talk	1350 5kw	18	—	19	17	17	15	72	Keymarket	KATZ

<sup>1</sup> Was CHR/Pop until October. <sup>2</sup> Was Hot AC until late October.

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# FMtalk: First-in wins.

SABO Media is proud to work with  
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Continued from Page 72

12+ POPULATION: 1,317,700 (Black: N/A; Hispanic: 21.3%)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KSJO-FM	1 KLOK-AM	1 KSJO-FM	1 KLOK-AM	1 KGO-AM	1 KGO-AM	NEWS/TALK 18.1
2 KOME-FM	2 KYLD/KYLZ	2 KOME-FM	2 KEZR-FM	2 KSJO-FM	2 KARA-FM	AC 15.2
3 KYLD/KYLZ	3 KEZR-FM	3 KGO-AM	3 KYLD/KYLZ	3 KNBR-AM	3 KOIT-A/F	CHR 13.6
4 KLOK-AM	4 KOME-FM	4 KYLD/KYLZ	4 KARA-FM	4 KOME-FM	4 KEZR-FM	OLDIES/CR 11.3
5 KEZR-FM	5 KIOI-FM	5 KNBR-AM	5 KOIT-A/F	5 KKSF-FM	5 KIOI-FM	SPANISH 7.1
6 KITS-FM	6 KOIT-A/F	6 KLOK-AM	6 KIOI-FM	6 KLOK-AM	6 KBAY-FM	ALTERNATIVE 6.8
7 KMEL-FM	7 KRXY-FM	7 KOIT-A/F	7 KGO-AM	7 KOIT-A/F	7 KLOK-AM	COUNTRY 4.5
8 KNBR-AM	8 KBAY-FM	8 KEZR-FM	8 KOME-FM	8 KARA-FM	8 KRXY-FM	ROCK 4.2
9 KOIT-A/F	9 KMEL-FM	9 KKSF-FM	9 KBAY-FM	9 KFFG/KFOG	9 KBGG-FM	NAC 3.6
10 KGO-AM	10 KITS-FM	10 KFFG/KFOG	10 KRXY-FM	10 KRXY-FM	10 KFRC-A/F	NOSTALGIA 2.3
						ADULT ALT. 2.2
						CLASSICAL 2.1

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12+ POPULATION: 1,158,600 (Black: N/A; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 KXRK-FM	1 KSFI-FM	1 KRSP-FM	1 KSFI-FM	1 KRSP-FM	1 KSFI-FM	AC 18.6
2 KRSP-FM	2 KISN-FM	2 KKAT-FM	2 KKAT-FM	2 KSFI-FM	2 KISN-FM	COUNTRY 18.5
3 KBER-FM	3 KKAT-FM	3 KXRK-FM	3 KISN-FM	3 KKAT-FM	3 KKAT-FM	NEWS/TALK 14.8
4 KKAT-FM	4 KUBL-FM	4 KSFI-FM	4 KBEE-FM	4 KSL-AM	4 KSOP-A/F	OLDIES/CR 11.5
5 KUBL-FM	5 KBEE-FM	5 KUBL-FM	5 KSOP-A/F	5 KALL-AM	5 KSL-AM	CHR 5.4
6 KUTO-FM	6 KBER-FM	6 KBER-FM	6 KUBL-FM	6 KODJ-FM	6 KODJ-F	ROCK 4.3
7 KBEE-FM	7 KRSP-FM	7 KSL-AM	7 KRSP-FM	7 KSOP-A/F	7 KBEE-FM	ALTERNATIVE 4.1
8 KSOP-A/F	8 KSOP-A/F	8 KRSP-FM	8 KODJ-FM	8 KUBL-FM	8 KRSP-FM	NOSTALGIA 3.0
9 KSFI-FM	9 KXRK-FM	9 KALL-AM	9 KSL-AM	9 KXRK-FM	9 KUBL-FM	NAC 2.6
10 KISN-FM	10 KUTO-FM	10 KODJ-FM	10 KBER-FM	10 KISN-AM	10 KBZN-FM	ADULT ALT. 1.7
						SPANISH 1.4

Continued from Page 81

12+ POPULATION: 1,025,100 (Black: 33.9%; Hispanic: N/A)

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WOUE-FM	1 WOUE-FM	1 WOUE-FM	1 WOUE-FM	1 WWL-AM	1 WYLD-FM	URBAN 25.8
2 WEZB-FM	2 WYLD-FM	2 WRNO-FM	2 WYLD-FM	2 WRNO-FM	2 WOUE-FM	NEWS/TALK 15.2
3 WRNO-FM	3 WNOE-FM	3 WWL-AM	3 WNOE-FM	3 WOUE-FM	3 WNOE-FM	OLDIES/CR 9.5
4 WYLD-FM	4 WLTS-FM	4 WEZB-FM	4 WLMG-FM	4 WEZB-FM	4 WLMG-FM	AC 8.5
5 WCKW-FM	5 WLMG-FM	5 WYLD-FM	5 KMEZ-FM	5 WYLD-FM	5 KMEZ-FM	COUNTRY 7.8
6 WNOE-FM	6 WEZB-FM	6 WNOE-FM	6 WLTS-FM	6 WNOE-FM	6 WTKL-FM	RELIGIOUS 6.1
7 WWL-AM	7 WRNO-FM	7 KMEZ-FM	7 WTKL-FM	7 KMEZ-FM	7 WLTS-FM	NAC 3.3
8 WZRH-FM	8 KHOM-FM	8 WCKW-FM	8 WYLD-AM	8 KLJZ-FM	8 WYLD-FM	CHR 2.4
9 KMEZ-FM	9 KMEZ-FM	9 KLJZ-FM	9 WEZB-FM	9 WTKL-FM	9 WYLD-FM	ROCK 2.4
10 KHOM-FM	10 WYLD-AM	10 WZRH-FM	10 WRNO-FM	10 WCKW-FM	10 WWL-AM	NOSTALGIA 2.3
						ALTERNATIVE 2.1

12+ POPULATION: 1,017,100 (Black: 11.1%; Hispanic: 11.2%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
8.5	8.3	8.4	8.2	9.7	1	WWKA-FM Country	92.3 100kw	2	4	6	2	1	1	87	NewCity	KATZ
8.1	6.0	7.0	8.4	7.6	2	WOMX-FM Hot AC	105.1 100kw	3	6	3	1	2	4	70	Nationwide	MCG
7.2	5.8	6.0	5.8	6.7	3	WXXL-FM CHR/Pop	106.7 100kw	1	2	1	3	6	8	58	OmniAmerica	MMR
7.3	7.2	6.8	8.6	6.6	4	WMGF-FM AC	107.7 100kw	7	7	10	5	5	3	77	Paxson	BAN
8.7	7.8	8.1	7.6	6.4	5	WJHM-FM Urban	101.9 28kw	8	1	5	7	13	14	75	Beasley	D&R
4.3	5.8	6.4	4.6	5.9	6	WTKS-FM Talk	104.1 100kw	6	8	2	4	3	6	69	Press Br.	MCG
8.3	6.4	6.9	6.7	5.6	7	WDBO-AM News/Talk	580 5kw	10	11	15	13	11	5	79	NewCity	KATZ
4.5	4.7	5.6	5.4	5.6	7	WOCL-FM Oldies	105.9 100kw	4	10	13	8	4	2	60	Chancellor	CHR
4.4	5.1	6.3	4.5	5.0	9	WJRR-FM ♦ Alternative	101.1 100kw	5	3	4	6	10	13	54	Paxson	BAN
2.4	2.3	2.4	3.8	4.1	10	WCFB-FM Hot AC	94.5 100kw	12	9	7	10	9	9	77	NewCity	KATZ
2.0	2.1	2.9	2.2	3.6	11	WHOO-AM Nostalgia	990 50(5)kw	15	—	23	23	22	12	96	Granum	EAST
2.9	3.0	3.3	3.4	3.6	11	WHTQ-FM Classic Rock	96.5 100kw	11	13	8	9	8	11	66	Granum	EAST
4.1	5.6	5.3	4.6	3.4	13	WMMO-FM Rock AC	98.9 38kw	14	14	11	11	7	7	68	Granum	EAST
3.6	4.6	3.6	4.0	3.2	14	WDIZ-FM ♦ Rock	100.3 100kw	9	5	9	12	14	15	45	Shamrock Com.	MMR
4.8	4.5	4.7	3.2	3.2	14	WLOQ-FM NAC	103.1 14kw	13	—	12	14	12	11	63	Litchfield	EAST
1.7	1.9	1.3	1.1	1.4	16	WPCV-FM Country	97.5 100kw	17	15	14	15	15	19	53	Alton Rainbow	D&R
0.8	1.4	1.0	1.1	1.3	17	WONQ-AM Spanish	1030 10(5)kw	21	—	16	17	18	16	80	Florida Broadcasters	CAB
1.3	1.9	1.5	1.3	1.2	18	WTLN-FM Religious	95.3 6kw	18	—	22	16	16	17	52	Hall	SRR
1.0	1.5	1.9	2.0	1.1	19	WWNZ-AM News	740 50kw	16	—	19	18	17	18	36	Paxson	—

♦ See Website Directory.

Continued on Page 91

# FMtalk: First-in wins.

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12+ POPULATION: 991,600 (Black: 10.1%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
11.1	10.8	9.9	9.1	10.3	1	1	<b>WYRK-FM</b> Country	106.5 50kw	5	5	4	4	1	1	102	Amer. Radio Sys.	CHR
9.9	8.7	7.6	8.2	10.0	2	2	<b>WBEN-AM</b> ♦ News/Talk	930 5kw	1	9	12	9	6	4	65	Keymarket	D&R
8.2	8.5	6.4	6.1	8.8	3	3	<b>WJYE-FM</b> AC	96.1 50kw	3	13	5	2	3	2	83	Amer. Radio Sys.	MCG
6.1	6.3	8.6	7.5	6.9	4	4	<b>WKSE-FM</b> CHR/Pop	98.5 46kw	2	1	1	5	9	11	56	Keymarket	D&R
5.2	4.7	5.9	7.4	6.7	5	5	<b>WGRF-FM</b> Classic Rock	96.9 24kw	8	4	2	1	2	6	79	Mercury	KATZ
6.7	6.1	6.5	7.0	6.7	5	5	<b>WHTT-FM</b> Oldies	104.1 50kw	4	6	8	6	4	3	64	Evergreen Media	MMR
4.1	6.3	5.6	6.0	6.1	7	7	<b>WMJQ-FM</b> AC	102.5 105kw	7	7	7	3	5	5	67	Keymarket	D&R
5.5	5.2	6.5	4.9	5.9	8	8	<b>WECK-AM</b> Nostalgia	1230 1kw	10	—	19	19	15	9	105	Amer. Radio Sys.	MCG
6.2	6.3	4.9	4.9	5.8	9	9	<b>WBLK-FM</b> Urban	93.7 50kw	12	2	6	8	7	10	109	WBLK, Inc.	MMR
5.1	5.2	5.9	6.4	5.1	10	10	<b>WEDG-FM</b> Alternative	103.3 49kw	9	3	3	7	8	12	60	Mercury	KATZ
7.2	6.5	6.3	4.4	4.8	11	11	<b>WGR-AM</b> ♦ News/Talk	550 5kw	6	12	9	11	11	8	49	Rich	KATZ
2.9	3.3	4.4	4.4	4.1	12	12	<b>WSJZ-FM</b> NAC	92.9 91kw	11	10	10	10	10	7	75	Lincoln Group	EAST
1.6	1.6	1.5	1.8	2.1	13	13	<b>WWKB-AM</b> 1 Talk	1520 50kw	14	15	13	12	12	13	53	Keymarket	D&R
2.0	3.0	2.3	2.1	1.4	14	14	<b>CKEY-FM</b> Alternative	101.1 52kw	13	8	11	13	13	18	34	Fort Com.	TMS
0.8	1.0	1.2	0.7	1.1	15	15	<b>WUFO-AM</b> Urban/AC	1080 1kw	21	—	20	20	20	14	130	Sheridan	WRS
1.2	1.0	2.0	1.5	1.0	16	16	<b>WNUC-FM</b> Country	107.7 11.5kw	15	14	16	17	16	16	34	Casciani	—

1 Switched to Country in January. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WGRF-FM	1 WKSE-FM	1 WGRF-FM	1 WJYE-FM	1 WGRF-FM	1 WJYE-FM	NEWS/TALK	16.9
2 WEDG-FM	2 WJYE-FM	2 WEDG-FM	2 WMJQ-FM	2 WHTT-FM	2 WYRK-FM	AC	14.9
3 WKSE-FM	3 WMJQ-FM	3 WYRK-FM	3 WYRK-FM	3 WYRK-FM	3 WMJQ-FM	OLDIES/CR	13.4
4 WBLK-FM	4 WYRK-FM	4 WHTT-FM	4 WKSE-FM	4 WBEN-AM	4 WHTT-FM	COUNTRY	11.3
5 WYRK-FM	5 WBLK-FM	5 WKSE-FM	5 WHTT-FM	5 WGR-AM	5 WBLK-FM	CHR	6.9
6 WMJQ-FM	6 WEDG-FM	6 WBEN-AM	6 WBLK-FM	6 WEDG-FM	6 WKSE-FM	URBAN	6.9
7 WGR-AM	7 WGRF-FM	7 WBLK-FM	7 WGRF-FM	7 WJYE-FM	7 WBEN-AM	ALTERNATIVE	6.5
8 WJYE-FM	8 WHTT-FM	8 WGR-AM	8 WEDG-FM	8 WSJZ-FM	8 WGRF-FM	NOSTALGIA	5.9
9 WBEN-AM	9 WSJZ-FM	9 WJYE-AM	9 WSJZ-FM	9 WBLK-FM	9 WSJZ-FM	NAC	4.1
10 WWKB-AM	10 WGR-AM	10 WMJQ-FM	10 WBEN-AM	10 WMJQ-FM	10 WEDG-FM		

12+ POPULATION: 962,700 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
12.2	12.6	11.9	11.4	12.3	1	WTIC-AM ♦ Full Service	1080 50kw	1	14	10	9	5	2	87	Chase	G/W
8.1	9.0	10.0	9.8	9.3	2	WRCH-FM AC	100.5 7.5kw	4	13	6	1	1	1	87	Amer. Radio Sys.	KATZ
8.2	7.0	8.8	6.9	7.7	3	WWYZ-FM Country	92.5 17kw	6	4	7	5	3	3	88	WWYZ, Inc.	BAN
6.3	6.3	7.2	7.2	6.4	4	WKSS-FM CHR/Pop	95.7 16.5kw	2	1	3	6	8	9	56	Precision Media	MMR
5.5	6.1	6.3	6.3	6.3	5	WZMX-FM Oldies	93.7 21kw	5	15	2	2	2	6	68	Amer. Radio Sys.	KATZ
4.9	3.5	2.9	3.9	5.6	6	WHCN-FM Rock	105.9 16kw	9	6	4	3	4	5	73	Liberty Br.	MCG
2.8	4.6	3.8	5.3	5.6	6	WMRQ-FM Alternative	104.1 18kw	7	2	1	4	9	12	71	Liberty Br.	MCG
7.3	6.6	5.7	6.0	5.6	6	WTIC-FM CHR/Pop	96.5 20kw	3	3	5	7	7	7	52	Chase	G/W
5.6	5.2	5.4	5.7	4.7	9	WDRC-FM Oldies	102.9 19.5kw	8	9	11	8	6	4	61	Buckley	MCG
3.3	5.5	4.4	5.0	4.6	10	WDRC-AM MOR	1360 5kw	10	—	20	20	15	8	92	Buckley	MCG
2.9	1.9	1.6	1.9	1.9	11	WAQY-A/F Classic Rock	1600/102.1 5(2.5)kw/17kw	12	7	9	10	10	11	48	Saga	KATZ
4.4	1.8	1.8	2.1	1.9	11	WCCC-A/F Rock	1290/106.9 .5kw/23kw	11	5	8	11	12	20	40	Greater Hartford	TOR
1.9	1.6	1.6	1.6	1.9	11	WFAN-AM Sports	660 50kw	13	—	14	12	11	10	51	Infinity	IRS
2.0	1.9	1.7	1.5	1.3	14	WPOP-AM News	1410 5kw	14	—	21	21	20	15	42	Liberty Br.	MCG
0.8	1.2	2.1	1.2	1.2	15	WLAT-AM Spanish	1230 1kw	19	—	16	13	13	14	102	Hispano	—
0.9	1.0	1.0	0.9	1.2	15	WPX-FM Country	97.9 2.2kw	18	12	19	17	17	13	80	Multi-Market	D&R
0.5	0.7	1.0	0.4	1.1	17	WMMW-AM Nostalgia	1470 2.5kw	21	—	18	19	18	18	138	AM Radio, Inc.	—

♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WMRQ-FM	1 WKSS-FM	1 WHCN-FM	1 WRCH-FM	1 WHCN-FM	1 WRCH-FM	NEWS/TALK	15.5
2 WZMX-FM	2 WTIC-FM	2 WZMX-FM	2 WKSS-FM	2 WZMX-FM	2 WZMX-FM	OLDIES/CR	12.9
3 WHCN-FM	3 WZMX-FM	3 WMRQ-FM	3 WTIC-FM	3 WWYZ-FM	3 WKSS-FM	CHR	12.0
4 WCCC-A/F	4 WRCH-FM	4 WWYZ-FM	4 WZMX-FM	4 WMRQ-FM	4 WTIC-FM	AC	9.3
5 WKSS-FM	5 WMRQ-FM	5 WRCH-FM	5 WWYZ-FM	5 WRCH-FM	5 WWYZ-FM	COUNTRY	8.9
6 WWYZ-FM	6 WWYZ-FM	6 WTIC-AM	6 WDRC-FM	6 WTIC-AM	6 WTIC-AM	ROCK	7.5
7 WTIC-FM	7 WHCN-FM	7 WDRC-FM	7 WHCN-FM	7 WDRC-FM	7 WDRC-FM	NOSTALGIA	5.7
8 WAQY-A/F	8 WDRC-FM	8 WTIC-FM	8 WMRQ-FM	8 WTIC-FM	8 WHCN-FM	ALTERNATIVE	5.6
9 WTIC-AM	9 WKCI-FM	9 WCCC-A/F	9 WTIC-AM	9 WFAN-AM	9 WMRQ-FM	SPANISH	1.2
10 WRCH-FM	10 WMAS-FM	10 WKSS-FM	10 WLAT-AM	10 WCCC-A/F	10 WLAT-AM		

12+ POPULATION: 956,300 (Black: 19.2%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
14.2	14.2	11.9	12.8	12.7	1	<b>WTQR-FM</b> Country	104.1 100kw	1	6	1	1	1	1	90	Radio Equity	BAN
6.7	5.7	6.0	5.8	7.0	2	<b>WMAG-FM</b> AC	99.5 100kw	3	12	6	2	2	3	88	HMW Com.	CHR
5.2	6.4	7.5	6.4	6.6	3	<b>WKZL-FM</b> Hot AC	107.5 100kw	2	7	3	3	3	4	76	Dick	KATZ
4.5	4.0	5.0	5.7	5.6	4	<b>WMQX-FM</b> Oldies	93.1 100kw	6	15	13	7	4	2	73	Max Radio	D&R
6.9	6.6	6.7	5.8	5.4	5	<b>WJMH-FM</b> CHR/Rhythmic	102.1 100kw	5	1	5	6	8	13	68	Max Radio	D&R
5.5	4.2	4.9	4.6	4.7	6	<b>WKRR-FM</b> Classic Rock	92.3 100kw	8	11	4	4	5	5	71	Dick	KATZ
4.5	6.7	4.7	7.1	4.6	7	<b>WKSI-FM</b> Country	98.7 100kw	7	4	7	8	6	7	62	Bahakel	EAST
7.1	6.7	5.0	3.6	4.5	8	<b>WXRA-FM</b> Rock	94.5 100kw	4	3	2	5	9	15	57	Radio Equity	MCG
4.9	5.5	6.2	5.0	4.1	9	<b>WQMG-FM</b> Urban	97.1 100kw	9	5	8	9	7	11	64	Murray Hill	BAN
4.9	4.4	4.9	4.8	3.9	10	<b>WSJS-AM</b> News/Talk	600 5kw	10	—	15	16	11	6	67	Radio Equity	MCG
2.5	1.6	2.0	1.8	2.7	11	<b>WHSL-FM</b> <sup>1</sup> Country	100.3 100kw	11	8	10	11	13	12	54	HMW Com.	MMR
1.1	0.9	1.5	1.4	2.6	12	<b>WEND-FM</b> Alternative	106.5 100kw	12	2	9	12	17	27	58	Dalton Group	MCG
2.2	2.3	2.1	1.9	2.5	13	<b>WFMX-FM</b> Country	105.7 100kw	14	—	12	10	10	9	63	Adventure	TNS
3.6	3.1	2.5	3.1	2.5	13	<b>WPCM-FM</b> Country	101.1 100kw	13	9	14	13	12	8	55	Res. Triangle	MCG
0.8	1.3	1.3	1.3	2.5	13	<b>WQMG-AM</b> Religious	1510 1kw	20	—	21	16	14	10	197	Murray Hill	BAN
1.1	1.2	1.2	1.1	1.4	16	<b>WDCG-FM</b> CHR/Pop	105.1 100kw	15	14	11	14	15	17	44	Prism	TOR
1.2	2.0	1.7	2.1	1.3	17	<b>WWGL-FM</b> Religious	94.1 100kw	16	—	16	17	16	14	51	Davidson	TNS
1.2	1.2	0.8	1.1	1.2	18	<b>WMFR-AM</b> News/Talk	1230 1kw	17	—	—	25	24	16	67	HMW Com.	CHR

<sup>1</sup> Was WFXF-FM (Classic Rock) until mid-September. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WXRA-FM	1 WKZL-FM	1 WTQR-FM	1 WMAG-FM	1 WTQR-FM	1 WMAG-FM	COUNTRY  25.0
2 WTQR-FM	1 WMAG-FM	2 WKRR-FM	2 WKZL-FM	2 WKRR-FM	2 WKZL-FM	AC  13.6
3 WKRR-FM	3 WTQR-FM	3 WXRA-FM	3 WTQR-FM	3 WKZL-FM	3 WTQR-FM	OLDIES/CR  10.3
4 WJMH-FM	4 WJMH-FM	4 WKZL-FM	4 WJMH-FM	4 WMQX-FM	4 WMQX-FM	CHR  6.8
5 WKSI-FM	5 WKSI-FM	5 WMQX-FM	5 WKSI-FM	5 WMAG-FM	5 WKSI-FM	NEWS/TALK  5.1
6 WEND-FM	6 WQMG-FM	6 WJMH-FM	6 WMQX-FM	6 WXRA-FM	6 WJMH-FM	ROCK  4.5
7 WKZL-FM	7 WKRR-FM	7 WMAG-FM	7 WQMG-FM	7 WQMG-FM	7 WQMG-FM	URBAN  4.1
8 WQMG-FM	8 WXRA-FM	8 WKSI-FM	8 WKRR-FM	8 WFMX-FM	8 WKRR-FM	RELIGIOUS  3.8
9 WMAG-FM	9 WHSL-FM	9 WQMG-FM	9 WHSL-FM	9 WSJS-AM	9 WQMG-AM	ALTERNATIVE  2.6
10 WFMX-FM	10 WDCG-FM	10 WFMX-FM	10 WQMG-AM	10 WKSI-FM	10 WFMX-FM	

12+ POPULATION: 931,800 (Black: 39.3%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.6	12.1	13.0	12.9	12.6	1	1	<b>WHRK-FM</b> <i>Urban</i>	97.1 100kw	1	1	1	1	1	5	91	US Radio	MGC
8.0	6.5	7.4	7.5	7.5	2	2	<b>WGKX-FM</b> <i>Country</i>	105.9 100kw	2	5	6	5	4	1	66	Barnstable	D&R
7.5	5.6	7.5	5.6	7.1	3	3	<b>WRVR-FM</b> <i>AC</i>	104.5 100kw	6	12	5	3	2	1	78	Keymarket	MMR
7.4	8.9	8.6	9.3	6.8	4	4	<b>WDIA-AM</b> <i>Urban</i>	1070 50(5)kw	4	7	12	7	5	3	74	US Radio	MCG
6.1	7.4	6.3	6.4	6.7	5	5	<b>WEGR-FM</b> ♦ <i>Classic Rock</i>	102.7 100kw	7	8	2	2	4	9	77	Radio Equity	BAN
5.8	4.2	4.6	5.0	6.3	6	6	<b>WMC-AM</b> ♦ <i>News/Talk</i>	790 5kw	8	—	13	10	9	4	82	Ellis	BAN
5.7	7.0	7.4	6.3	5.8	7	7	<b>KJMS-FM</b> <i>Urban</i>	101.1 100kw	3	2	3	6	10	11	56	Dee Rivers	K&P
4.4	6.7	6.2	5.8	5.8	7	7	<b>WMC-FM</b> ♦ <i>Hot AC</i>	99.7 290kw	5	6	4	4	6	7	63	Ellis	BAN
5.2	4.8	4.1	3.9	5.6	9	9	<b>WOGY-FM</b> <i>Country</i>	94.1 50kw	9	4	7	8	7	8	73	Keymarket	MMR
5.4	6.5	3.8	4.7	5.0	10	10	<b>WLOK-AM</b> <i>Urban/AC</i>	1340 1kw	12	9	11	9	8	6	89	Gilliam	K&P
2.7	3.0	3.4	2.7	2.8	11	11	<b>WRXQ-FM</b> <i>Alternative</i>	95.7 6kw	11	3	9	14	14	26	47	Radio Equity	BAN
2.9	3.3	2.3	3.9	2.7	12	12	<b>WSRR-FM</b> <i>Classic Rock</i>	98.1 100kw	10	15	10	11	11	14	43	Barnstable	D&R
3.0	2.6	3.0	2.9	2.6	13	13	<b>WJCE-AM</b> <i>Urban/Oldies</i>	680 10(5)kw	14	11	14	13	12	10	61	Keymarket	MMR
0.8	0.9	2.0	3.0	2.4	14	14	<b>WMFS-FM</b> <i>Rock</i>	92.9 6kw	13	10	8	12	15	21	58	Belz	—
2.0	1.3	1.1	1.6	1.7	15	15	<b>WCRV-AM</b> <i>Religious</i>	640 50(.5)kw	16	—	16	18	16	13	60	Bott	—
2.0	1.3	1.1	1.2	1.5	16	16	<b>WREC-AM</b> <i>Nostalgia</i>	600 5kw	15	—	18	16	17	15	36	Radio Equity	BAN
0.5	0.4	0.6	0.4	1.4	17	17	<b>WKRA-FM</b> <i>Urban/Oldies</i>	92.7 3kw	24	—	—	15	13	12	126	Billy Autry	—
2.3	1.0	1.5	1.0	1.4	17	17	<b>WPLX-AM</b> <i>Nostalgia</i>	1170 1kw	19	—	—	—	—	16	88	Pollack	—
1.0	1.1	2.0	0.8	1.0	19	19	<b>WBBP-AM</b> <i>Religious</i>	1480 5kw	17	13	15	17	21	20	44	Bountiful Bless.	—
0.0	0.0	0.4	0.7	1.0	19	19	<b>WNWZ-AM</b> ♦ <i>Alternative</i>	1430 2.5kw	21	—	—	—	26	22	81	Flinn Br.	—

♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WEGR-FM	1 WHRK-FM	1 WEGR-FM	1 WHRK-FM	1 WEGR-FM	1 WHRK-FM	URBAN	34.2
2 WHRK-FM	2 WMC-FM	2 WHRK-FM	2 WRVR-FM	2 WGKX-FM	2 WRVR-FM	COUNTRY	13.1
3 WMFS-FM	3 KJMS-FM	3 WGKX-FM	3 WMC-FM	3 WHRK-FM	3 WDIA-AM	AC	12.9
4 KJMS-FM	4 WRVR-FM	4 WMC-AM	4 WDIA-AM	4 WRVR-FM	4 WMC-FM	OLDIES/CR	9.4
5 WGKX-FM	5 WRVR-FM	5 WRVR-FM	5 KJMS-FM	5 WMC-AM	5 WLOK-AM	NEWS/TALK	6.3
6 WRXQ-FM	6 WEGR-FM	6 KJMS-FM	6 WOGY-FM	6 WDIA-AM	6 WOGY-FM	ALTERNATIVE	3.8
7 WSRR-FM	7 WKGX-FM	7 WMC-FM	7 WGKX-FM	7 WMC-FM	7 WGKX-FM	NOSTALGIA	2.9
8 WMC-FM	8 WLOK-AM	8 WOGY-FM	8 WLOK-AM	8 WOGY-FM	8 WEGR-FM	RELIGIOUS	2.7
9 WOGY-FM	9 WDIA-FM	9 WMFS-FM	9 WEGR-FM	9 KJMS-FM	9 KJMS-FM	ROCK	2.4
10 WMC-AM	10 WSRR-FM	10 WDIA-AM	10 WSRR-FM	10 WSRR-FM	10 WMC-AM		

12+ POPULATION: 911,900 (Black: 14.6%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
15.9	14.7	17.2	14.9	15.3	1	<b>WSIX-FM</b> Country	97.9 100kw	1	4	1	1	1	1	89	SFX	MCG
10.2	13.1	10.3	10.0	9.4	2	<b>WSM-FM</b> Country	95.5 100kw	2	7	5	2	2	2	70	Gaylord	CHR
5.5	6.3	6.4	6.0	7.4	3	<b>WQOK-FM</b> Urban	92.1 3kw	9	1	3	4	5	10	102	Phoenix	MMR
5.1	6.3	5.9	7.0	5.9	4	<b>WYHY-FM</b> <sup>1</sup> CHR/Pop	107.5 58kw	3	2	4	6	9	14	48	SFX	MCG
5.9	4.7	6.1	6.0	5.6	5	<b>WKDF-FM</b> ♦ Rock	103.3 100kw	6	3	2	5	7	16	64	Dick	KATZ
6.4	3.4	5.2	7.0	5.3	6	<b>WGFX-FM</b> ♦ Classic Hits	104.5 49kw	4	8	6	3	4	7	53	Dick	KATZ
4.4	5.2	4.2	4.1	5.2	7	<b>WLAC-FM</b> AC	105.9 100kw	5	5	7	7	3	3	59	Keymarket	BAN
5.4	4.7	4.5	5.5	4.3	8	<b>WJXA-FM</b> AC	92.9 97kw	7	11	9	9	6	5	58	South Central	EAST
2.8	3.7	2.3	2.6	4.2	9	<b>WSM-AM</b> Country	650 50kw	12	—	18	14	14	6	76	Gaylord	CHR
4.6	3.2	3.7	3.2	3.4	10	<b>WLAC-AM</b> News/Talk	1510 50kw	10	—	11	12	11	8	56	Keymarket	BAN
3.9	5.0	4.8	3.5	3.4	10	<b>WRMX-FM</b> Oldies	96.3 100kw	8	10	17	10	8	4	46	South Central	EAST
3.6	3.9	3.4	3.3	3.2	12	<b>WJCE-FM</b> Urban	101.1 47kw	13	9	8	8	10	9	70	Keymarket	—
2.5	1.9	2.1	2.4	2.9	13	<b>WWTN-FM</b> News/Talk	99.7 100kw	11	—	10	11	12	12	52	Amer. Gen. Media	CHR
1.5	2.0	2.1	2.1	2.2	14	<b>WRLT-FM</b> Adult Alternative	100.1 .2kw	14	12	12	13	13	11	59	GMX	ROS
1.4	1.6	1.5	1.5	1.9	15	<b>WAMB-A/F</b> Nostalgia	1160/106.7 50(1)kw/.075kw	17	—	—	—	23	23	88	Great Southern	ROS
2.6	2.1	1.4	2.2	1.7	16	<b>WVOL-AM</b> Urban/Oldies	1470 5(1)kw	16	—	16	16	16	13	80	Phoenix	MMR
1.4	0.8	1.2	1.3	1.4	17	<b>WMDB-AM</b> Urban	880 2.5kw	20	—	14	15	15	15	105	Bobb	—
0.9	0.9	0.8	1.1	1.3	18	<b>WRLG-FM</b> Alternative	94.1 3.9kw	15	6	13	17	17	20	47	Edmission/Eubank	ROS

<sup>1</sup> Changed to WRVW-FM on February 15. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WKDF-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	COUNTRY 28.9
2 WSIX-FM	2 WYHY-FM	2 WGFX-FM	2 WSM-FM	2 WGFX-FM	2 WSM-FM	URBAN 13.7
3 WQOK-FM	3 WQOK-FM	3 WKDF-FM	3 WLAC-FM	3 WSM-FM	3 WLAC-FM	AC 9.5
4 WGFX-FM	4 WSM-FM	4 WSM-FM	4 WYHY-FM	4 WKDF-FM	4 WJXA-FM	OLDIES/CR 8.7
5 WYHY-FM	5 WKDF-FM	5 WQOK-FM	5 WQOK-FM	5 WWTN-FM	5 WQOK-FM	NEWS/TALK 6.3
6 WSM-FM	6 WLAC-FM	6 WWTN-FM	6 WJXA-FM	6 WLAC-AM	6 WYHY-FM	CHR 5.9
7 WWTN-FM	7 WGFX-FM	7 WYHY-FM	7 WJCE-FM	7 WQOK-FM	7 WJCE-FM	ROCK 5.6
8 WLAC-FM	8 WJXA-FM	8 WLAC-AM	8 WGFX-FM	8 WRMX-FM	8 WGFX-FM	ADULT ALT. 2.2
9 WLAC-AM	9 WJCE-FM	9 WLAC-FM	9 WKDF-FM	9 WLAC-FM	9 WRMX-FM	NOSTALGIA 1.9
10 WJCE-FM	10 WRLT-FM	10 WRMX-FM	10 WRMX-FM	10 WRLT-FM	10 WKDF-FM	ALTERNATIVE 1.3



12+ POPULATION: 900,700 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ADJ	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.7	12.6	12.7	10.5	11.1	1	<b>WBEE-FM</b> <i>Country</i>	92.5 50kw	4	4	4	2	1	1	92	Heritage Media	KATZ
13.5	11.8	8.9	10.6	10.6	2	<b>WHAM-AM</b> ♦ <i>News/Talk</i>	1180 50kw	1	13	10	9	4	2	72	Lincoln Group	MCG
10.3	11.7	10.9	9.0	9.0	3	<b>WCMF-FM</b> <i>Rock</i>	96.5 50kw	5	7	1	1	2	5	80	Amer. Radio Sys.	TOR
8.4	7.6	7.0	7.3	8.6	4	<b>WRMM-FM</b> <i>AC</i>	101.3 27kw	3	9	6	4	3	3	71	Amer. Radio Sys.	TOR
8.2	8.3	9.1	7.7	8.1	5	<b>WPXY-FM</b> <i>CHR/Pop</i>	97.9 50kw	2	1	2	3	5	8	62	Lincoln Group	EAST
4.6	5.2	6.3	6.1	6.0	6	<b>WDKX-FM</b> <i>Urban</i>	103.9 .8kw	9	3	5	5	8	7	104	Monroe	WRS
6.0	5.4	5.8	5.6	5.6	7	<b>WKLX-FM</b> <i>Oldies</i>	98.9 37kw	6	5	11	8	7	4	60	Heritage Media	KATZ
1.9	1.7	5.0	6.8	5.4	8	<b>WNVE-FM</b> <i>Alternative</i>	95.1 12kw	7	2	3	6	9	12	59	Great Lake	D&R
5.6	4.9	4.1	5.1	5.0	9	<b>WVOR-FM</b> ♦ <i>AC</i>	100.5 50kw	8	10	7	7	6	6	61	Lincoln Group	MCG
2.8	4.4	2.3	3.7	3.4	10	<b>WBBF-AM</b> <i>Nostalgia</i>	950 1kw	12	—	—	—	18	13	91	Heritage Media	KATZ
1.3	1.3	0.9	1.9	2.3	11	<b>WHRR-FM</b> <i>Classic Rock</i>	93.3 4kw	10	8	8	11	10	9	52	Livingstone Com.	MCG
3.2	3.1	3.2	2.6	2.1	12	<b>WMAX-FM</b> <i>Adult Alternative</i>	106.7 3.5kw	11	—	9	10	11	10	51	Silver	TOR
0.7	0.8	1.0	0.9	1.2	13	<b>WHTK-AM</b> <i>Talk</i>	1280 5kw	13	—	16	12	12	11	48	Lincoln Group	MCG

♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54	
1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WRMM-FM	ROCK  13.6
2 WNVE-FM	2 WBEE-FM	2 WNVE-FM	2 WRMM-FM	2 WBEE-FM	2 WBEE-FM	NEWS/TALK  11.8
3 WDKX-FM	3 WRMM-FM	3 WBEE-FM	3 WBEE-FM	3 WHAM-AM	3 WPXY-FM	COUNTRY  11.1
4 WPXY-FM	4 WVOR-FM	4 WDKX-FM	4 WVOR-FM	4 WNVE-FM	4 WVOR-FM	ROCK  9.0
5 WBEE-FM	5 WCMF-FM	5 WHAM-AM	5 WCMF-FM	5 WDKX-FM	5 WHAM-AM	CHR  8.1
6 WRMM-FM	6 WDKX-FM	6 WPXY-FM	6 WDKX-FM	6 WKLX-FM	6 WKLX-FM	OLDIES/CR  7.9
7 WHRR-FM	7 WNVE-FM	7 WKLX-FM	7 WKLX-FM	7 WRMM-FM	7 WCMF-FM	URBAN  6.0
8 WHAM-AM	8 WMAX-FM	8 WRMM-FM	8 WHAM-AM	8 WPXY-FM	8 WDKX-FM	ALTERNATIVE  5.4
9 WMAX-FM	9 WMJQ-FM	9 WHRR-FM	9 WNVE-FM	9 WHRR-FM	9 WMAX-FM	NOSTALGIA  3.4
10 WVOR-FM	10 WKLX-FM	10 WMAX-FM	10 WMAX-FM	10 WVOR-FM	10 WHRR-FM	ADULT ALT.  2.1

12- POPULATION: 884,300 (Black: N/A; Hispanic: N/A)

FALL '04	SPRING '05	FALL '05	WINTER '06	STATION FORMAT	FREQUENCY POWER NIGHTIME POWER	RANK						AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
						12+ CUME	12-17	18-34	18-49	25-54	35-64			
36	41	59	1	WABC-AM Talk	770 50kW	7	—	13	9	8	2	94	Cap Cities-ABC	BAN
41	40	54	2	WPLJ-FM Hot AC	95.5 67kW	1	8	1	1	1	7	60	Cap Cities-ABC	KATZ
58	61	50	3	WJLK-FM/WONJ AC	94.3/93.5 37W/67W	5	7	3	3	3	9	74	New Wave	KATZ
47	45	43	4	WXRK-FM 1 Classic Rock	92.3 67kW	2	15	4	2	2	4	63	Infinity	IRS
49	27	39	5	WYNY-FM 2 Country	103.5 67kW	11	16	12	7	6	1	74	Evergreen Media	EAST
34	31	38	6	WOR-AM Talk	710 50kW	19	—	39	21	20	13	71	Buckley	MCG
40	31	37	7	WADB-FM B.B.Z.	95.9 34kW	16	—	29	27	23	16	87	Seawood	—
41	41	37	7	WKXW-FM Top 40	101.5 13kW	3	10	19	13	10	3	51	Press Br.	MCG
10	13	21	8	WOBM-FM AC	93.7 14kW	13	14	24	18	11	6	75	North Shore	KATZ
11	14	22	8	WAXO-FM Rhyth	104.3 71kW	4	3	2	4	15	20	54	GAR	TOR
12	11	20	8	WCBS-AM ♦ News	880 50kW	1	—	17	19	17	14	48	CBS Radio	CBS
13	12	19	8	WJRZ-FM Hot AC	100.1 14kW	1	2	8	6	5	11	75	Jersey Shore	D&R
14	13	18	8	WCBS-FM Soft AC	101.1 67kW	1	—	18	5	4	5	83	CBS Radio	CBS
15	14	17	8	WFAN-AM Sports	670 100kW	1	—	11	11	4	8	51	Infocast	IRS
16	15	16	8	WRDR-FM Top 40	102.9 14kW	1	—	—	—	—	14	101	Radio-Partners	—
17	16	15	8	WHITZ-FM ♦ Top 40	107.1 14kW	1	1	1	1	1	1	81	Crainco	KATZ
18	17	14	8	WOBM-AM News	101.1 14kW	1	—	—	—	—	13	104	North Shore	KATZ
19	18	13	8	WZVU-FM Top 40	107.7 14kW	1	—	—	—	—	11	73	Manhattan	BAN
20	19	12	8	WLTW-FM Top 40	107.7 14kW	1	—	—	—	—	11	61	Zachry	KATZ
21	20	11	8	WOOD-FM ♦ Top 40	107.7 14kW	1	—	—	—	—	11	71	Trinity	GMG
22	21	10	8	WNEW-FM ♦ Top 40	107.7 14kW	1	—	—	—	—	11	61	Trinity	GMG
23	22	9	8	WYTY-FM Top 40	107.7 14kW	1	—	—	—	—	11	61	Trinity	GMG
24	23	8	8	WYTG-FM Top 40	107.7 14kW	1	—	—	—	—	11	61	Trinity	GMG
25	24	7	8	WPAT-FM 1 Top 40	107.7 14kW	1	—	—	—	—	11	61	Trinity	GMG
26	25	6	8	WPST-FM Top 40	107.7 14kW	1	—	—	—	—	11	61	Trinity	KATZ
27	26	5	8	WQIR-FM Top 40	107.7 14kW	1	—	—	—	—	11	61	Trinity	GMG
28	27	4	8	WOOD-FM Top 40	107.7 14kW	1	—	—	—	—	11	61	Trinity	GMG
29	28	3	8	WQVZ-FM Top 40	107.7 14kW	1	—	—	—	—	11	61	Trinity	GMG

MONMOUTH

12+ POPULATION: 850,200 (Black: 10.2%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
7.6	4.6	8.2	6.4	9.3	1	1	WEAT-FM ♦ AC	104.3 100kw	1	12	2	2	2	1	82	OmniAmerica	MMR
7.4	8.1	8.5	7.6	8.1	2		WIRK-FM ♦ Country	107.9 10kw	3	4	2	3	3	3	87	Amer. Radio Sys.	KATZ
8.9	7.9	7.1	7.7	7.7	3		WRMF-FM AC	97.9 100kw	2	11	1	1	1	2	76	Fairbanks	BLAIR
5.5	7.0	6.7	5.1	6.4	4		WJNO-AM News/Talk	1230 1kw	4	—	17	8	6	4	78	Fairbanks	—
7.1	8.3	6.9	7.2	5.2	5		WRLX-FM B/EZ	92.1 7.2kw	5	—	30	23	18	7	76	Fairbanks	BAN
5.4	3.4	3.9	4.3	4.4	6		WKGR-FM Classic Rock	98.7 100kw	6	—	4	4	4	5	68	Amer. Radio Sys.	KATZ
3.5	2.2	3.3	3.0	3.5	7		WPBZ-FM 1 ♦ Rock	103.1 50kw	8	1	5	5	9	21	60	Amaturo Group	CHR
3.0	2.9	3.3	2.9	3.3	8		WEDR-FM Urban	99.1 100kw	10	3	6	6	5	9	80	WEDR, Inc.	MCG
1.8	2.3	2.2	2.7	2.9	9		WOLL-FM ♦ Oldies	94.3 6kw	9	13	22	12	7	6	66	Lappin	MMR
3.1	3.2	2.9	3.1	2.9	9		WOVV-FM 2 CHR/Rhythmic	95.5 100kw	7	2	7	7	11	15	48	Ardman	MCG
1.3	2.4	3.0	3.4	2.6	11		WJBW-FM Nostalgia	99.5 3kw	11	—	—	—	35	18	64	GGG Br. Inc.	—
1.5	2.1	2.6	3.1	2.3	12		WDBF-AM Nostalgia	1420 5kw	24	—	—	—	—	28	82	Quality	—
2.1	1.5	1.3	1.2	2.2	13		WMXJ-FM ♦ Oldies	102.7 100kw	12	8	25	13	8	8	55	Jefferson-Pilot	CBS
1.4	1.8	1.7	1.2	2.2	13		WTMI-FM ♦ Classical	93.1 96kw	19	—	32	30	31	19	70	Marlin	CMBS
2.4	3.3	2.2	2.3	2.0	15		WBZT-AM News/Talk	1290 5kw	17	—	20	15	13	11	63	Amer. Radio Sys.	KATZ
1.4	2.2	2.0	1.8	2.0	15		WLVE-FM NAC	93.9 100kw	15	—	11	9	10	10	60	Paxson	KATZ
1.1	1.3	1.1	1.7	1.8	17		WEAT-AM ♦ News	850 5(1)kw	14	—	24	27	2	16	52	OmniAmerica	MMR
2.0	1.4	2.0	1.6	1.6	18		WBGG-FM Classic Hits	105.9 100kw	22	—	10	11	12	20	56	Clear Channel	CCRS
1.8	1.3	1.6	1.0	1.6	18		WIOD-AM ♦ News/Talk	610 10kw	25	—	16	17	16	17	63	Cox	CHR
2.1	1.0	0.8	1.9	1.6	18		WZTA-FM Rock	94.9 100kw	16	16	8	10	15	30	47	Paxson	KATZ
1.3	1.1	2.0	1.7	1.4	21		WHQT-FM Urban/AC	105.1 100kw	21	6	15	14	14	12	45	Cox	CHR
2.1	1.1	1.0	2.2	1.4	21		WLYF-FM AC	101.5 100kw	26	—	29	31	30	14	62	Jefferson-Pilot	CBS
1.5	2.1	1.3	1.3	1.4	21		WPOW-FM CHR/Rhythmic	96.5 100kw	13	5	12	19	29	29	37	Beasley	D&R
2.6	2.0	1.9	1.7	1.3	24		WKIS-FM ♦ Country	99.9 100kw	18	—	18	18	17	13	41	Sunshine Wireless	D&R
1.6	1.4	1.3	0.8	1.1	25		WPOM-AM Urban	1600 5(2.5)kw	31	—	19	25	24	24	76	WPOM Radio	ROS
1.1	1.0	0.6	0.5	1.0	26		WFLC-FM AC	97.3 100kw	28	—	13	21	22	31	44	Cox	CHR
1.0	0.6	1.2	1.0	1.0	26		WHYI-FM CHR/Pop	100.7 100kw	20	7	21	22	23	23	30	Clear Channel	CCRS
1.3	1.7	1.6	1.6	1.0	26		WZZR-FM Rock	92.7 50kw	27	—	9	16	20	37	46	Commodore Media	KATZ

1 Was Rock formatted until mid-July. 2 Became WCLB-FM (Country) in December.

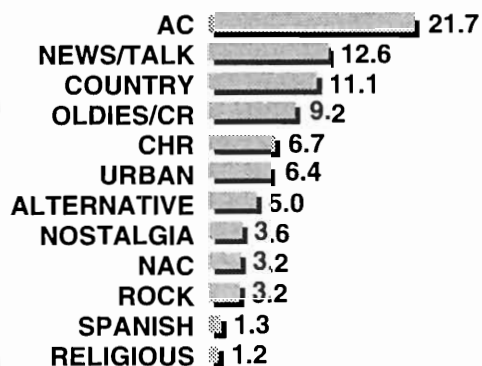
Continued from Page 82

12+ POPULATION: 1,017,100 (Black: 11.1%; Hispanic: 11.2%)

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WTKS-FM	1 WXXL-FM	1 WTKS-FM	1 WOMX-FM	1 WTKS-FM	1 WOMX-FM
2 WJRR-FM	2 WOMX-FM	2 WJRR-FM	2 WXXL-FM	2 WWKA-FM	2 WWKA-FM
3 WJHM-FM	3 WJHM-FM	3 WWKA-FM	3 WWKA-FM	3 WHTQ-FM	3 WMGF-FM
4 WWKA-FM	4 WCFB-FM	4 WHTQ-FM	4 WMGF-FM	4 WJRR-FM	4 WOCL-FM
5 WDIZ-FM	5 WWKA-FM	5 WOMX-FM	5 WJHM-FM	5 WOMX-FM	5 WXXL-FM
6 WHTQ-FM	6 WMGF-FM	6 WXXL-FM	6 WOCL-FM	6 WOCL-FM	6 WCFB-FM
7 WXXL-FM	7 WTKS-FM	7 WDIZ-FM	7 WCFB-FM	7 WDBO-AM	7 WMMO-FM
8 WOMX-FM	8 WMMO-FM	8 WMMO-FM	8 WTKS-FM	8 WMMO-FM	8 WTKS-FM
9 WCFB-FM	9 WJRR-FM	9 WOCL-FM	9 WMMO-FM	9 WXXL-FM	9 WLOQ-FM
10 WMMO-FM	10 WLOQ-FM	10 WDBO-AM	10 WLOQ-FM	10 WCFB-FM	10 WJHM-FM

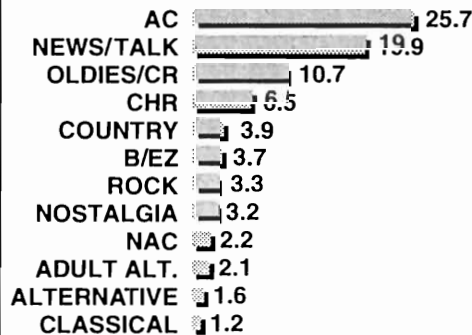


12+ POPULATION: 884,300 (Black: N/A; Hispanic: N/A)

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WAXQ-FM	1 WPLJ-FM	1 WXRK-FM	1 WPLJ-FM	1 WXRK-FM	1 WPLJ-FM
2 WXRK-FM	2 WJLK/WQNJ	2 WAXQ-FM	2 WJLK/WQNJ	2 WCBS-FM	2 WJLK/WQNJ
3 WPLJ-FM	3 WHTZ-FM	3 WCBS-FM	3 WLTW-FM	3 WFAN-AM	3 WLTW-FM
4 WJLK/WQNJ	4 WLTW-FM	4 WPLJ-FM	4 WXRK-FM	4 WPLJ-FM	4 WOBM-FM
5 WNEW-FM	5 WAXQ-FM	5 WFAN-AM	5 WYNY-FM	5 WABC-AM	5 WQCD-FM
6 WHTG-FM	6 WHTG-FM	6 WJRZ-FM	6 WMXV-FM	6 WJRZ-FM	6 WXRK-FM
7 WJRZ-FM	7 WMXV-FM	7 WJLK/WQNJ	7 WZVU-FM	7 WNEW-FM	7 WJRZ-FM
8 WFAN-AM	8 WXRK-FM	8 WNEW-FM	8 WQCD-FM	8 WYNY-FM	8 WYNY-FM
9 WHTZ-FM	9 WYNY-FM	9 WABC-AM	9 WJRZ-FM	9 WAXQ-FM	9 WZVU-FM
10 WABC-AM	10 WIOQ-FM	10 WYNY-FM	10 WOBM-FM	10 WJLK/WQNJ	10 WKXW-FM

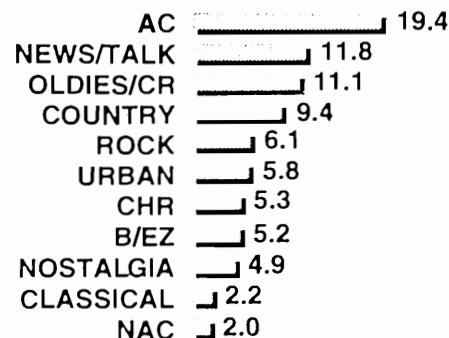


12+ POPULATION: 850,200 (Black: 10.2%; Hispanic: N/A)

**DEMOGRAPHIC RANKINGS**

**FORMAT REACH**

Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54
1 WKGR-FM	1 WRMF-FM	1 WKGR-FM	1 WEAT-FM	1 WKGR-FM	1 WRMF-FM
2 WPBZ-FM	2 WEAT-FM	2 WIRK-FM	1 WRMF-FM	2 WIRK-FM	2 WEAT-FM
3 WIRK-FM	3 WIRK-FM	3 WRMF-FM	3 WIRK-FM	3 WRMF-FM	3 WIRK-FM
4 WRMF-FM	4 WOVV-FM	4 WEAT-FM	4 WKGR-FM	4 WEAT-FM	4 WKGR-FM
5 WEDR-FM	5 WPBZ-FM	5 WPBZ-FM	5 WOVV-FM	5 WJNO-AM	5 WOLL-FM
6 WZZR-FM	6 WEDR-FM	6 WEDR-FM	6 WEDR-FM	6 WBGG-FM	6 WEDR-FM
7 WZTA-FM	7 WKGR-FM	7 WJNO-AM	7 WPBZ-FM	7 WEDR-FM	7 WOVV-FM
8 WEAT-FM	8 WLVE-FM	8 WZTA-FM	8 WOLL-FM	8 WLVE-FM	8 WJNO-AM
9 WBGG-FM	9 WZTA-FM	9 WBGG-FM	9 WLVE-FM	9 WPBZ-FM	9 WMXJ-FM
10 WIOD-AM	10 WHQT-FM	10 WLVE-FM	10 WMXJ-FM	10 WIOD-AM	10 WPBZ-FM



12+ POPULATION: 847,700 (Black: 8.6%; Hispanic: 12.1%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.2	8.7	9.8	8.9	10.0	1	1	<b>KJUL-FM</b> <i>Nostalgia</i>	104.3 24.5kw	6	—	20	14	11	1	113	Nevada Radio	K&P
8.7	7.3	6.7	6.2	7.6	2	2	<b>KLUC-FM</b> <i>CHR/Rhythmic</i>	98.5 100kw	1	1	2	2	9	9	60	Nationwide	MCG
7.8	7.3	8.7	7.8	7.6	2	2	<b>KSNE-FM</b> <i>AC</i>	106.5 100kw	2	4	7	3	1	2	80	Regent	—
6.6	6.2	5.6	6.4	6.4	4	4	<b>KEDG-FM</b> ♦ <i>Alternative</i>	103.5 100kw	4	2	1	1	8	13	69	Radiovision	TOR
5.1	5.8	5.2	5.2	6.1	5	5	<b>KMZQ-FM</b> <i>Hot AC</i>	100.5 100kw	5	6	4	4	2	4	68	Commonwealth	EAST
7.8	9.0	6.7	7.0	5.8	6	6	<b>KWNR-FM</b> <i>Country</i>	95.5 100kw	7	5	10	6	4	5	66	George Tobin	D&R
5.6	5.1	5.0	4.8	5.2	7	7	<b>KFMS-FM</b> <i>Country</i>	101.9 100kw	11	12	11	11	10	6	82	Regent	KATZ
4.1	4.0	4.8	3.9	4.8	8	8	<b>KJMZ-FM</b> 1 <i>CHR/Rhythmic</i>	94.1 100kw	3	2	5	8	12	11	52	Parker	TOR
1.7	2.0	3.0	5.1	4.8	8	8	<b>KQOL-FM</b> <i>Oldies</i>	105.5 3.7kw	10	8	14	10	3	3	69	Amer. Gen. Media	—
4.4	4.4	5.3	5.8	4.3	10	10	<b>KOMP-FM</b> ♦ <i>Rock</i>	92.3 100kw	9	7	3	5	7	15	62	Lotus	CHR
3.9	3.5	3.7	3.9	4.0	11	11	<b>KFBI-FM</b> <i>Classic Rock</i>	107.5 24.5kw	12	11	6	7	6	8	65	Americom	MCG
3.4	2.9	4.6	3.7	3.8	12	12	<b>KKLZ-FM</b> <i>Classic Rock</i>	96.3 100kw	8	13	9	9	5	7	51	Max Radio	D&R
2.5	3.3	3.9	3.0	2.6	13	13	<b>KDWN-AM</b> <i>News/Talk</i>	720 50kw	14	—	17	18	17	12	70	Radio Nevada	ROS
0.0	0.0	0.9	2.1	2.5	14	14	<b>KLSQ-AM</b> <i>Spanish</i>	870 10(1)kw	20	14	8	12	14	18	122	Heftel	—
2.4	2.8	2.9	1.8	2.3	15	15	<b>KXPT-FM</b> <i>Adult Alternative</i>	97.1 100kw	15	15	15	13	13	10	66	Lotus	CHR
2.0	3.2	3.0	2.3	1.8	16	16	<b>KEYV-FM</b> <i>Country</i>	93.1 24kw	13	10	13	15	15	14	44	Broadcasting Assoc.	KATZ
2.0	2.8	1.9	1.7	1.6	17	17	<b>KORK-AM</b> <i>Big Band</i>	920 5(5)kw	18	—	—	23	23	20	68	Lotus	CHR
2.4	2.6	2.2	1.7	1.2	18	18	<b>KDOL-AM</b> <i>Spanish</i>	1280 5(5)kw	21	9	12	16	18	22	64	S&R Broadcasting	LOTUS
0.8	0.9	1.2	0.5	1.2	18	18	<b>KENO-AM</b> <i>Sports</i>	1460 10kw	17	—	16	17	16	16	46	Lotus	LOTUS
1.5	1.9	1.0	1.7	1.2	18	18	<b>KNUU-AM</b> <i>News/Talk</i>	970 5(5)kw	16	—	19	20	19	17	46	K-News Broadcasting	—

1 Was KXTZ-FM until November. ♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 KEDG-FM	1 KMZQ-FM	1 KEDG-FM	1 KSNE-FM	1 KKLZ-FM	1 KSNE-FM	AC	13.7
2 KOMP-FM	2 KLUC-FM	2 KFBI-FM	2 KMZQ-FM	2 KFBI-FM	2 KMZQ-FM	COUNTRY	12.8
3 KFBI-FM	3 KJMZ-FM	3 KKLZ-FM	3 KLUC-FM	3 KQOL-FM	3 KWNR-FM	OLDIES/CR	12.6
4 KLUC-FM	4 KEDG-FM	4 KOMP-FM	4 KWNR-FM	4 KEDG-FM	4 KLUC-FM	CHR	12.4
5 KKLZ-FM	5 KSNE-FM	5 KLUC-FM	5 KJMZ-FM	5 KOMP-FM	5 KQOL-FM	NOSTALGIA	11.6
6 KJMZ-FM	6 KOMP-FM	6 KQOL-FM	6 KEDG-FM	6 KMZQ-FM	6 KFMS-FM	ALTERNATIVE	6.4
7 KLSQ-AM	7 KWNR-FM	7 KMZQ-FM	7 KOMP-FM	7 KSNE-FM	7 KJMZ-FM	NEWS/TALK	5.0
8 KMZQ-FM	8 KFMS-FM	8 KSNE-FM	8 KFMS-FM	8 KWNR-FM	8 KJUL-FM	ROCK	4.3
9 KSNE-FM	9 KLSQ-AM	9 KJMZ-FM	9 KQOL-FM	9 KFMS-FM	9 KOMP-FM	SPANISH	3.7
10 KWNR-FM	10 KFBI-FM	10 KWNR-FM	10 KLSQ-AM	10 KJUL-FM	10 KEDG-FM	ADULT ALT.	2.3

12+ POPULATION: 845,900 (Black: 12.4%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METHO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
15.8	13.8	15.8	15.9	14.0	1	<b>WAMZ-FM</b> Country	97.5 100kw	2	2	1	1	1	2	80	Clear Channel	CCRS
13.5	12.3	12.9	12.3	13.5	2	<b>WHAS-AM</b> Full Service	840 50kw	1	7	12	3	2	1	77	Clear Channel	CCRS
4.7	4.0	5.7	5.9	6.2	3	<b>WTFX-FM</b> Rock	100.5 38kw	6	5	2	2	3	13	74	Prism	MCG
4.8	6.5	7.0	7.1	6.1	4	<b>WDJX-FM</b> CHR/Pop	99.7 24kw	3	1	5	5	7	7	53	Region Com.	EAST
6.4	5.8	5.1	5.3	6.0	5	<b>WVEZ-FM</b> AC	106.9 24.5kw	4	12	7	6	4	3	64	Prism	MCG
6.8	5.4	4.4	6.1	5.9	6	<b>WGZB-FM</b> Urban	96.5 3kw	9	3	3	7	6	5	82	Power Com.	MCG
3.7	4.6	4.7	5.2	4.6	7	<b>WQMF-FM</b> ♦ Classic Rock	95.7 28.5kw	5	6	4	4	5	9	51	Otting	KATZ
2.8	3.5	3.8	4.2	4.1	8	<b>WAVG-AM</b> Oldies	970 5kw	10	—	—	17	16	6	72	Radio 970, Inc.	D&R
2.7	4.5	3.9	3.7	4.1	8	<b>WHKW-FM</b> Country	107.7 8.2kw	8	4	6	9	9	11	55	Neon	EAST
4.8	4.6	5.3	3.9	3.9	10	<b>WRKA-FM</b> Oldies	103.1 6kw	7	8	13	8	8	4	48	Franklin Holdings	BAN
4.6	4.0	3.2	2.4	3.1	11	<b>WKJK-FM</b> Religious	98.9 50kw	13	—	11	12	12	8	66	Snowden	CHR
2.8	3.1	3.7	3.7	3.0	12	<b>WQLL-FM</b> Oldies	103.9 1.35kw	11	10	8	10	11	10	54	Rarent	EAST
2.6	3.9	2.4	4.2	2.5	13	<b>WLRS-FM</b> AC	102.3 3kw	12	—	9	11	10	12	47	BRC Media	TOR
1.9	1.3	1.9	1.8	1.6	14	<b>WLSY-FM</b> Urban AC	101.7 1.9kw	15	11	14	13	13	15	53	Louisville Radio	MCG
1.7	1.4	1.8	0.9	1.5	15	<b>WLLV-AM</b> Religious	1240 1kw	17	—	19	16	14	14	78	Full Force	K&P
2.0	2.4	2.9	1.1	1.2	16	<b>WXNU-FM</b> † Alternative	105.9 3kw	14	9	10	14	17	—	35	Otting	KATZ
1.8	1.1	0.9	0.9	1.1	17	<b>WWKY-AM</b> Top 40	790 5.14kw	16	—	15	15	15	17	41	Prism	MCG

† WJLW-FM until December ♦ See Website Directory

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WTFX-FM	1 WAMZ-FM	1 WTFX-FM	1 WAMZ-FM	1 WHAS-AM	1 WAMZ-FM	COUNTRY	18.1
2 WQMF-FM	2 WDJX-FM	2 WAMZ-FM	2 WVEZ-FM	1 WTFX-FM	2 WHAS-AM	OLDIES/CR	15.6
3 WAMZ-FM	3 WGZB-FM	3 WHAS-AM	3 WDJX-FM	3 WAMZ-FM	3 WVEZ-FM	NEWS/TALK	14.6
4 WGZB-FM	4 WTFX-FM	4 WQMF-FM	4 WHAS-AM	4 WQMF-FM	4 WDJX-FM	AC	8.5
5 WXNU-FM	5 WHKW-FM	5 WGZB-FM	5 WGZB-FM	5 WGZB-FM	5 WGZB-FM	URBAN	7.5
6 WDJX-FM	6 WVEZ-FM	6 WDJX-FM	6 WHKW-FM	6 WRKA-FM	6 WHKW-FM	ROCK	6.2
7 WQLL-FM	7 WLRS-FM	7 WQLL-FM	7 WQMF-FM	7 WVEZ-FM	7 WLRS-FM	CHR	6.1
8 WHKW-FM	8 WQMF-FM	8 WRKA-FM	8 WLRS-FM	8 WQLL-FM	8 WQMF-FM	RELIGIOUS	4.6
9 WHAS-AM	9 WQLL-FM	9 WVEZ-FM	9 WRKA-FM	9 WDJX-FM	9 WRKA-FM	ALTERNATIVE	1.2
10 WKJK-FM	10 WAMZ-FM	10 WAMZ-FM	10 WTFX-FM	10 WKJK-FM	10 WTFX-FM		



12+ POPULATION: 843,600 (Black: 23.2%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	RANK					AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM	
								12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK				35-64 RANK
7.5	6.9	7.1	7.1	7.8	1	WPTF-AM News/Talk	680 50kw	8	12	10	10	8	4	90	Curtis Media	MCG
8.8	7.7	8.0	7.7	7.5	2	WQOK-FM Urban	97.5 100kw	7	1	2	3	7	6	82	US Radio	D&R
7.1	6.8	6.3	6.4	7.4	3	WQDR-FM Country	94.7 100kw	3	4	8	6	3	2	72	Curtis Media	MCG
6.2	7.7	8.2	8.8	6.8	4	WDCG-FM ♦ CHR/Pop	105.1 100kw	1	2	1	4	9	10	54	Prism	TOR
5.5	4.9	5.3	6.0	6.8	4	WFXC/WFXK Urban/AC	107.1/104.3 2.6kw/100kw	10	10	4	1	1	3	86	Pinnacle	EAST
4.5	4.0	5.4	5.9	6.6	6	WTRG-FM Oldies	100.7 100kw	5	13	9	5	2	1	66	HMW Com.	—
6.8	5.2	5.9	5.9	6.1	7	WKIX-FM Country	96.1 100kw	6	3	5	8	10	8	62	Alchemy	TOR
6.5	6.7	6.8	6.8	6.0	8	WRAL-FM ♦ Hot AC	101.5 96kw	2	5	6	7	5	5	56	Capitol Br. Co.	KATZ
7.3	5.4	5.9	5.7	6.0	8	WRDU-FM Classic Rock	106.1 100kw	4	7	3	2	4	7	60	HMW Com.	MMR
4.0	4.4	3.8	3.8	4.6	10	WZZU-FM Classic Rock	93.9 100kw	9	9	7	9	6	9	55	Prism	TOR
2.5	2.7	2.0	1.7	2.1	11	WNND-FM NAC	103.9 7.9kw	11	—	13	11	11	11	57	Ceder LP	EAST
2.4	1.2	1.4	2.0	1.3	12	WKTC-FM Country	96.9 100kw	14	11	12	12	12	15	48	Curtis Media	D&R
1.1	1.6	1.2	1.7	1.3	12	WLLE-AM Urban	570 .5kw	19	—	—	21	17	12	93	Special Markets Media	—
1.1	1.2	1.8	1.4	1.1	14	WJMH-FM CHR/Rhythmic	102.1 100kw	12	6	11	13	21	24	35	Max Radio	D&R
2.8	1.6	1.2	1.9	1.1	14	WPCM-FM Country	101.1 100kw	13	8	16	16	14	14	38	Res. Triangle	MCG

♦ See Website Directory.

DEMOGRAPHIC RANKINGS						FORMAT REACH	
Men 18-34	Women 18-34	Men 18-49	Women 18-49	Men 25-54	Women 25-54		
1 WRDU-FM	1 WDCG-FM	1 WRDU-FM	1 WRAL-FM	1 WRDU-FM	1 WRAL-FM	OLDIES/CR	17.2
2 WQOK-FM	2 WRAL-FM	2 WFXC/WFXK	2 WDCG-FM	2 WFXC/WFXK	2 WFXC/WFXK	COUNTRY	15.9
3 WDCG-FM	3 WQOK-FM	3 WQOK-FM	3 WFXC/WFXK	3 WPTF-AM	3 WTRG-FM	URBAN	15.6
4 WZZU-FM	4 WKIX-FM	4 WZZU-FM	4 WQOK-FM	4 WQDR-FM	4 WQDR-FM	CHR	7.9
5 WFXC/WFXK	5 WQDR-FM	5 WPTF-AM	5 WKIX-FM	5 WTRG-FM	5 WKIX-FM	NEWS/TALK	7.8
6 WKIX-FM	6 WFXC/WFXK	6 WTRG-FM	6 WQDR-FM	6 WZZU-FM	6 WDCG-FM	AC	6.0
7 WPTF-AM	7 WRDU-FM	7 WDCG-FM	7 WTRG-FM	7 WQOK-FM	7 WQOK-FM	NAC	2.1
8 WQDR-FM	8 WZZU-FM	8 WQDR-FM	8 WRDU-FM	8 WDCG-FM	8 WRDU-FM		
9 WRAL-FM	9 WTRG-FM	9 WKIX-FM	9 WZZU-FM	9 WKIX-FM	9 WZZU-FM		
10 WZFX-FM	10 WNND-FM	10 WRAL-FM	10 WPTF-AM	10 WRAL-FM	10 WPTF-AM		

12+ POPULATION: 836,200 (Black: 10.6%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
15.3	9.6	10.2	10.8	12.1	1	<b>KXXY-FM</b> Country	96.1 98kw	2	5	3	1	1	1	89	Radio Equity	BAN
7.5	10.3	9.4	10.1	9.7	2	<b>KJYO-FM</b> CHR/Pop	102.7 98kw	1	1	2	3	5	9	61	Clear Channel	CCRS
9.6	8.6	9.2	8.9	8.4	3	<b>KATT-FM ♦</b> Rock	100.5 97kw	3	3	1	2	7	14	74	Caribou	BAN
6.1	6.7	5.1	7.2	7.6	4	<b>KOMA-FM</b> Oldies	92.5 100kw	7	8	11	6	2	2	82	Diamond	—
7.3	7.6	7.3	5.9	6.8	5	<b>KRXO-FM</b> Classic Rock	107.7 99kw	4	—	4	4	3	3	60	Diamond	—
7.6	6.3	5.7	6.4	6.2	6	<b>KMGL-FM</b> AC	104.1 99kw	6	6	8	5	4	4	64	Renda	EAST
5.2	4.3	4.5	5.8	6.1	7	<b>KTST-FM</b> Country	101.9 98kw	9	4	5	7	6	7	74	Radio Equity	BAN
5.9	6.9	7.6	7.1	6.0	8	<b>KTOK-AM</b> News/Talk	1000 5kw	8	—	14	12	12	6	69	Clear Channel	CCRS
6.6	5.3	7.3	5.8	5.0	9	<b>KEBC-FM</b> Country	94.7 100kw	5	7	7	9	10	8	52	Clear Channel	CCRS
4.2	4.6	5.1	5.6	5.0	9	<b>KVSP-AM</b> Urban	1140 1kw	12	2	6	8	11	12	104	Perry	—

♦ See Website Directory.

12+ POPULATION: 824,000 (Black: 12.6%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.2	10.9	13.1	14.9	14.9	1	<b>WHKO-FM</b> Country	99.1 50kw	1	4	1	1	1	1	92	Cox	D&R
7.2	7.4	6.9	7.2	7.3	2	<b>WROU-FM</b> Urban	92.1 .89kw	9	1	5	4	4	6	105	Hawes-Southern	CHR
7.9	8.8	8.5	7.9	6.9	3	<b>WMMX-FM</b> AC	107.7 50kw	3	5	6	2	2	3	62	Amer. Radio Sys.	EAST
7.1	6.0	5.4	4.3	6.4	4	<b>WLQT-FM</b> AC	99.9 50kw	5	10	7	7	3	2	76	Regent	KATZ
8.8	10.1	9.1	8.0	5.7	5	<b>WTUE-FM ♦</b> Rock	104.7 50kw	4	6	3	3	5	7	67	Amer. Radio Sys.	EAST
5.2	6.6	7.2	6.7	5.6	6	<b>WGYZ-FM ♦</b> CHR/Pop	92.9 40kw	2	2	4	6	6	14	46	Great Trails	MCG
2.6	2.3	1.8	2.0	5.4	7	<b>WXEG-FM <sup>1</sup></b> Alternative	103.9 1.15kw	7	3	2	5	9	19	70	Tn-City Radio, LP	EAST
7.6	6.3	5.6	6.2	5.3	8	<b>WHIO-AM</b> Talk	1290 5kw	6	—	14	12	12	4	66	Cox	D&R
4.6	3.9	4.4	5.9	4.5	9	<b>FWLW-AM</b> Fu' Service	700 50kw	8	—	9	9	7	5	60	Jacor	EAST
2.0	2.3	2.6	2.5	3.8	10	<b>WONE-AM</b> Country	950 5kw	11	—	22	19	17	8	79	Amer Radio Sys	EAST

<sup>1</sup> Was WRVF-FM (Country) until late August ♦ See Website Directory

12+ POPULATION: 823,900 (Black: 18.3%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.7	10.5	10.7	10.4	9.8	1	1	WQIK-FM ♦ Country	99.1 100kw	2	7	5	2	2	1	80	Jacor	EAST
10.3	11.1	12.0	9.8	8.9	2	2	WFYV-FM Rock	104.5 100kw	3	6	1	1	1	4	81	OmniAmerica	CHR
7.1	7.9	6.4	6.2	6.9	3	3	WAPE-FM CHR/Pop	95.1 100kw	1	2	3	4	4	10	53	OmniAmerica	CHR
8.1	8.1	7.4	7.3	6.9	3	3	WEJZ-FM AC	96.1 100kw	4	10	8	6	3	2	73	Renda	KATZ
3.8	5.7	5.2	6.1	6.8	5	5	WSOL-FM <sup>1</sup> Urban AC	101.5 100kw	7	5	4	3	5	7	91	Eagle	EAST
6.4	6.8	7.2	6.5	5.6	6	6	WROO-FM Country	107.3 100kw	6	4	7	7	8	6	65	Jacor	EAST
2.6	1.4	1.4	3.1	5.4	7	7	WPLA-FM <sup>2</sup> Alternative	93.3 50kw	10	3	2	5	11	16	82	Paxson	BAN
3.9	3.4	4.0	4.6	5.0	8	8	WOKV-AM News/Talk	690 50(10)kw	9	—	10	11	9	5	71	Prism	MCG
6.6	5.7	5.8	5.2	4.9	9	9	WKQL-FM Oldies	96.9 100kw	5	8	14	9	6	3	54	Prism	MCG
7.5	5.2	5.5	5.7	4.8	10	10	WJBT-FM CHR/Rhythmic	92.7 6kw	11	1	6	10	12	14	73	UNC Media	ROS

<sup>1</sup> Was WHJX-FM (CHR/Rhythmic) until September. <sup>2</sup> Was WAIA-FM (Adult Alternative) until July. ♦ See Website Directory.

12+ POPULATION: 821,600 (Black: N/A; Hispanic: 21.1%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.7	14.1	13.8	13.6	13.7	1	1	KASE-FM Country	100.7 100kw	1	2	1	1	1	1	90	KVET, Inc.	KATZ
7.8	9.1	9.3	9.9	9.1	2	2	KHFI-FM CHR/Pop	96.7 100kw	2	1	2	2	3	9	66	Clear Channel	CCRS
6.5	6.7	6.2	5.5	6.5	3	3	KLBJ-AM ♦ News/Talk	590 5(1)kw	6	10	12	6	5	3	75	LBJ Company	EAST
2.7	5.0	4.6	4.0	6.3	4	4	KEYI-FM Oldies	103.5 100kw	5	6	10	5	2	2	69	KVET, Inc.	CHR
7.0	5.0	6.0	7.6	6.0	5	5	KVET-FM <sup>1</sup> Country	98.1 100kw	4	9	5	4	6	5	64	Spur Br.	KATZ
5.7	7.0	8.1	6.5	5.9	6	6	KLBJ-FM ♦ Rock	93.7 100kw	3	7	3	3	4	6	60	LBJ Company	EAST
7.9	7.3	6.8	7.0	5.1	7	7	KKMJ-FM AC	95.5 100kw	7	--	8	10	7	4	61	Amaturo Group	MMR
3.6	3.9	3.3	3.1	3.6	8	8	KGSR-FM Adult Alternative	107.1 46kw	11	--	7	7	8	8	70	Sinclair	D&R
4.9	3.0	3.4	3.4	3.5	9	9	KPEZ-FM Rock	102.3 20kw	8	11	9	8	9	7	46	Clear Channel	CCRS
2.4	2.3	2.5	2.6	3.3	10	10	KAMX-FM <sup>2</sup> Hot AC	94.7 97kw	9	5	4	9	10	11	52	Amaturo Group	MMR

<sup>1</sup> Operates under an LMA with KVET Broadcasting. <sup>2</sup> Was KPTY-FM until October. ♦ See Website Directory.

12+ POPULATION: 789,400 (Black: 26.1%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
15.3	13.7	15.1	10.8	13.8	1	WZZK-A/F ♦ Country	610/104.7 5(1)kw/99kw	1	4	2	1	1	1	79	NewCity	KATZ
10.6	11.0	10.5	11.2	9.6	2	WENN-FM Urban	107.7 100kw	4	1	3	3	4	5	94	Balton & Willie	D&R
7.4	8.1	8.7	6.9	8.1	3	WMJJ-FM ♦ AC	96.5 100kw	3	15	4	4	2	2	77	Capitol Br. Co.	EAST
6.6	7.4	5.5	8.7	8.1	3	WZRR-FM ♦ Classic Rock	99.5 100kw	2	7	1	2	3	7	74	Dick	CHR
8.4	6.8	6.7	6.6	7.1	5	WERC-AM ♦ News/Talk	960 5kw	7	—	10	7	6	4	92	Ameron	EAST
3.4	4.9	4.4	4.7	5.2	6	WMXQ-FM ♦ CHR/Rhythmic	94.5 98kw	5	2	5	5	7	11	57	Dick	CHR
4.1	3.0	3.1	3.8	5.0	7	WATV-AM Urban/Oldies	900 1kw	10	10	9	10	8	6	105	Birmingham Ebony Br.	BAN
6.0	4.2	5.2	6.0	4.8	8	WODL-FM ♦ Oldies	106.9 99kw	6	8	11	6	5	3	57	NewCity	KATZ
2.7	3.1	2.4	3.2	3.2	9	WOWC-FM ♦ Country	102.5 83kw	8	6	8	9	10	10	49	Ameron	EAST
2.7	3.1	4.4	3.1	3.1	10	WAPI-AM Nostalgia	1070 50(5)kw	13	—	—	19	15	13	71	Dick	CHR

♦ See Website Directory.

12+ POPULATION: 775,000 (Black: 29.0%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
11.8	10.3	9.4	11.7	13.3	1	WKHK-FM Country	95.3 13kw	1	4	2	1	1	1	96	ABS Com	BAN
11.7	10.0	10.0	10.9	9.9	2	WCDX-FM Urban	92.7 2.35kw	5	1	1	2	3	5	96	Sinclair	MMR
8.7	8.3	8.8	8.4	9.6	3	WTVR-FM AC	95.1 50kw	4	11	6	3	2	2	90	Park	KATZ
8.8	10.6	7.9	8.2	8.6	4	WRVA-AM ♦ Full Service	1140 50kw	3	—	13	12	7	3	80	Clear Channel	CCRS
6.0	6.7	5.8	6.3	5.8	5	WRXL-FM Rock	102.1 20kw	8	6	3	4	5	9	73	Clear Channel	CCRS
6.7	5.3	5.4	5.8	5.5	6	WMXB-FM Hot AC	103.7 20kw	6	7	8	5	4	4	66	Liberty	MCG
7.0	7.1	7.1	7.1	5.4	7	WRVQ-FM ♦ CHR Pop	94.5 200kw	2	3	4	6	9	10	49	Clear Channel	CCRS
7.3	6.0	6.9	4.9	5.2	8	WPLZ-FM Urban	92.3 6kw	7	5	9	7	6	6	65	Sinclair	MMR
2.8	2.4	2.5	2.7	4.0	9	WBZU-FM 1 Alternative	104.7 100kw	9	2	5	8	12	16	62	ABS Com	—
2.0	2.6	4.0	4.0	3.3	10	WLEE-FM Class	96.5 50kw	11	10	11	9	8	7	57	Benchmark	CHR
2.1	2.1	2.6	3.2	3.3	10	WSOJ-FM Urban AC	100.3 47kw	12	—	10	11	10	8	72	FM 100, Inc.	—
1.0	4.1	2.7	4.2	3.3	11	WYGO-FM Alternative	102.5 20kw	10	8	7	10	11	13	54	Benchmark	CHR

1 WKHK-FM (Country) in September ♦ See Website Directory

12+ POPULATION: 736,000 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
12.2	12.8	12.2	9.8	11.2	1	WGNA-A/F Country	1460/107.7 5kw/12kw	2	4	4	1	1	1	90	Liberty	MCG
8.1	9.1	8.6	9.2	9.5	2	WGY-AM News/Talk	810 50kw	3	10	10	8	5	3	77	Dame Media	KATZ
8.9	9.3	8.4	9.0	9.1	3	WFLY-FM ♦ CHR/Pop	92.3 17kw	1	1	1	2	3	7	67	Albany	TOR
8.2	6.8	8.5	7.2	8.2	4	WYJB-FM AC	95.5 12kw	4	13	8	5	2	2	74	Albany	TOR
3.6	4.2	4.0	5.0	6.5	5	WQBJ/WQBK-FM 1 Alternative	103.5/103.9 50kw/6kw	6	3	2	4	7	9	70	WQBK, Inc.	BAN
7.3	6.8	6.5	7.6	6.4	6	WPYX-FM ♦ Rock	106.5 15.5kw	5	5	3	3	4	4	67	Liberty	MCG
5.2	3.7	5.5	3.7	5.5	7	WABY/WEMX 2 Nostalgia	1400/94.5 1kw/3kw	9	—	20	19	10	6	98	Bendat Com.	CHR
7.3	6.3	6.4	5.9	4.6	8	WRVE-FM Rock AC	99.5 14.5kw	7	—	5	6	6	5	63	Dame Media	KATZ
5.1	4.8	5.7	4.8	4.0	9	WKLI-FM Hot AC	100.9 6kw	8	7	7	7	8	8	59	Bendat Com.	CHR
2.5	3.3	2.2	3.1	2.8	10	WZRQ-FM Rock	102.3 4.1kw	10	2	6	9	14	23	50	DJA Media, Inc.	EAST

1 Was Rock formatted until mid-July. 2 WEMX-FM was Hot AC until late August. ♦ See Website Directory.

12+ POPULATION: 732,300 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.7	9.9	10.6	9.9	11.9	1	KSSK-FM AC	92.3 100kw	1	5	4	1	1	1	81	Patterson	EAST
10.3	9.5	8.8	12.4	10.4	2	KIKI-FM CHR/Rhythmic	93.9 100kw	3	1	1	2	2	10	83	Henry	CHR
8.8	9.0	7.6	9.1	9.3	3	KCCN-FM ♦ Hawaiian	100.3 100kw	4	3	2	3	3	3	91	Diamondhead	BAN
8.0	8.5	7.9	9.1	7.9	4	KSSK-AM AC	590 7.5kw	5	8	9	7	4	2	85	Patterson	EAST
6.1	5.6	6.5	7.4	6.8	5	KMQQ-A/F CHR/Pop	690/93.1 10kw/54kw	2	2	3	4	6	7	53	Desert Com. II	KATZ
6.1	4.0	5.5	6.3	5.3	6	KKLV-FM Oldies	98.5 51kw	8	10	5	5	5	8	73	Henry	—
6.9	6.8	5.3	3.9	5.3	6	KUMU-FM B/EZ	1500/94.7 10kw/100kw	9	12	12	12	9	4	81	John Hutton	BAN
7.0	7.9	6.3	6.3	5.2	8	KULA/KRTR-FM ♦ AC	1430/96.3 5kw/75kw	6	11	8	6	7	5	60	Ohana	KATZ
4.6	5.4	6.0	5.9	4.6	9	KINE-FM ♦ Hawaiian/Reggae	105.1 100kw	7	7	10	8	8	6	61	Diamondhead	BAN
4.0	4.9	3.7	3.0	3.4	10	KPOI-FM ♦ Alternative	97.5 80kw	10	6	7	9	10	17	58	Kilohana Br.	KATZ

♦ See Website Directory.

12+ POPULATION: 704,100 (Black: 16.7%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
17.9	15.7	17.9	14.3	11.4	1	WSSL-FM Country	100.5 100kw	1	3	3	1	1	2	74	SFX	MCG
7.6	9.3	9.1	7.1	11.1	2	WESC-FM Country	92.5 100kw	2	5	4	5	4	1	84	Benchmark	BAN
8.3	11.2	9.8	9.5	10.7	3	WJMZ-FM Urban	107.3 100kw	6	1	2	3	3	4	110	AmCom General	MMR
8.3	9.3	8.3	10.5	8.5	4	WROQ-FM Rock	101.1 100kw	4	6	1	2	5	6	74	ABS Com.	BAN
8.0	8.5	7.9	7.5	8.3	5	WMI-FM AC	102.5 20kw	3	8	5	4	2	3	66	SFX	EAST
6.6	6.1	6.6	6.7	6.6	6	WSPA-FM AC	98.9 100kw	5	10	8	6	6	5	67	Spartan	CHR
4.6	3.8	3.2	5.4	4.7	7	WFBC-FM CHR/Pop	93.7 100kw	7	2	7	7	7	11	52	Keymarket	KATZ
2.9	3.3	3.1	2.6	3.6	8	WMUU-FM B/EZ	94.5 100kw	9	11	12	15	10	7	66	WMUU, Inc.	—
3.7	4.4	3.7	3.6	3.4	9	WXWX/WXWZ ♦ Urban	103.9/103.3 6kw/2.7kw	8	4	6	8	8	21	61	HMW Com.	MMR
0.4	0.8	2.1	1.5	2.0	10	WORD-AM News/Talk	910 3.6kw	11	—	15	13	11	8	70	Keymarket	KATZ

♦ See Website Directory.

12+ POPULATION: 641,600 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
12.8	12.4	11.9	11.5	14.2	1	KWEN-FM Country	95.5 96kw	1	4	1	1	1	1	87	NewCity	KATZ
11.3	9.2	7.8	8.7	9.0	2	KRMG-AM Full Service	740 50(25)kw	2	11	13	6	5	2	77	NewCity	KATZ
8.5	6.8	6.8	6.7	6.9	3	KMOD-FM ♦ Rock	97.5 96kw	5	7	2	3	2	7	81	Clear Channel	CCRS
9.0	7.3	7.9	8.4	6.7	4	KBEZ-FM AC	92.9 100kw	4	—	6	4	4	3	72	Renda	EAST
2.2	6.3	6.2	5.1	6.7	4	KJSR-FM Classic Rock	103.3 100kw	7	6	3	2	3	6	80	Central Br.	—
4.3	4.3	6.1	6.1	6.4	6	KMYZ-FM ♦ Alternative	104.5 70kw	3	1	4	5	10	12	68	Shamrock Com.	BAN
2.4	2.0	1.2	1.9	4.9	7	KOAS-FM 1 NAC	92.1 27kw	12	—	12	9	6	4	86	Federated Media	BAN
5.7	5.3	5.8	7.5	4.8	8	KHTT-FM CHR/Pop	106.9 100kw	6	2	5	7	11	13	57	Renda	EAST
4.5	6.4	5.2	5.5	4.5	9	KVOO-FM Country	98.5 100kw	11	—	7	8	8	8	75	Great Empire	D&R
5.2	4.5	4.1	3.0	4.2	10	KQLL-FM Oldies	106.1 100kw	8	8	16	12	7	5	59	Federated Media	BAN

1 Was KCMA-FM (Classical) until August. ♦ See Website Directory.



# #61

# WILKES BARRE-SCRANTON



WILKES BARRE

12+ POPULATION: 638,700 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
12.5	10.7	12.0	11.4	11.9	1	WKRF/WKRZ CHR/Pop	107.9/98.5 5.7kw/8.7kw	1	1	1	1	1	2	93	Keymarket	KATZ
8.5	7.3	9.0	7.7	8.6	2	WGGY-FM Country	101.3 7kw	2	3	3	3	3	3	85	Keymarket	KATZ
9.3	9.1	9.8	8.8	8.0	3	WMGS-FM AC	92.9 5.3kw	3	5	5	2	2	1	83	Susquehanna	EAST
4.7	2.5	4.4	4.0	5.4	4	WZMT-FM Classic Rock	97.9 26kw	6	8	2	4	4	7	84	4M Broadcasting	K&P
3.7	4.4	4.8	3.6	5.1	5	WARM-AM News/Talk	590 5kw	4	10	19	11	9	4	75	Susquehanna	EAST
4.7	4.5	5.2	7.4	4.4	6	WEZX-FM Classic Rock	106.9 .8kw	5	4	4	5	5	8	67	Shamrock Com.	CHR
3.8	5.0	3.1	3.8	4.4	6	WGBI/WILK News/Talk	910/980 1(.5)kw/5(1)kw	8	—	10	10	7	5	79	Keymarket	KATZ
4.5	7.5	3.6	4.1	3.8	8	WNAK-AM Nostalgia	730 1kw	16	—	—	—	—	32	153	Seventy Three	K&P
3.8	3.5	3.9	4.2	3.5	9	WBHT-FM CHR/Pop	97.1 .25kw	7	2	6	6	10	12	56	Susquehanna	EAST
3.3	2.9	3.7	3.5	3.1	10	WQEQ/WWSH AC	103.1/102.3 1.45kw/3kw	9	—	8	11	6	6	65	Friendship/Futuremark	—

# #62

# TUCSON



TUCSON

12+ POPULATION: 628,100 (Black: N/A; Hispanic: 24.6%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
14.0	13.5	12.4	11.6	16.2	1	KIIM-FM Country	99.5 93kw	1	4	1	1	1	1	108	Rex	KATZ
9.9	8.3	8.6	10.6	11.4	2	KMXZ-FM <sup>1</sup> AC	94.9 100kw	3	3	4	2	2	2	91	Journal Com.	CBS
5.7	6.4	7.2	7.7	8.5	3	KRQQ-FM CHR/Pop	93.7 91kw	2	1	3	4	5	6	65	Prism	BAN
8.6	9.7	7.8	8.1	6.7	4	KLPX-FM♦ Rock	96.1 100kw	4	5	2	3	4	7	62	Lotus	CHR
5.0	4.0	5.7	7.2	5.4	5	KWFM-FM Oldies	92.9 90kw	6	12	9	6	6	3	71	Prism	BAN
5.3	5.9	6.4	5.5	5.1	6	KKHG-FM♦ Classic Rock	104.1 3kw	5	—	5	5	3	4	62	Journal Com.	CBS
6.1	7.3	6.4	5.8	4.7	7	KNST-AM News/Talk	790 5(.5)kw	7	—	12	8	8	5	68	Prism	BAN
3.0	3.6	3.2	3.4	4.0	8	KCEE-AM Nostalgia	940 1(.25)kw	10	—	—	18	16	10	92	Prism	—
2.9	2.2	3.2	4.2	4.0	8	KOHT-FM Spanish	98.3 3kw	8	2	6	7	7	12	78	Cactus	LOTUS
3.1	3.4	2.8	1.7	2.8	10	KGVY-AM Big Band	1080 1kw	15	—	—	—	—	19	120	Joe Crystall	K&P

1 Was KKLD-FM until August. ♦ See Website Directory.

12+ POPULATION: 611,500 (Black: N/A; Hispanic: 88.9%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
12.2	12.7	12.3	12.6	12.8	1	1	<b>KBFM-FM</b> CHR/Pop	104.1 100kw	1	1	2	2	6	5	70	Calendar	D&R
12.0	12.4	14.3	11.5	11.0	2		<b>KIWW-FM</b> Spanish	96.1 100kw	2	2	1	1	1	2	64	Tichenor Media	LOTUS
11.5	9.8	12.1	8.3	10.9	3		<b>KGBT-AM</b> Spanish	1530 50(10)kw	3	10	8	3	2	1	87	Tichenor Media	KATZ
8.7	9.8	9.2	10.5	7.6	4		<b>KTEX-FM</b> Country	100.3 100kw	5	7	3	5	5	4	79	Calendar	CHR
5.7	4.5	4.6	6.2	7.1	5		<b>KKPS-FM</b> Spanish	99.5 100kw	4	6	5	4	3	3	64	Signature	—
3.8	8.9	5.8	7.0	5.8	6		<b>KFRQ-FM</b> Rock	94.5 100kw	7	4	4	6	7	10	67	Signature	TOR
6.9	5.0	4.9	4.8	5.3	7		<b>KVLY-FM</b> AC	107.9 100kw	8	15	6	7	4	6	65	Tipple Com. Inc.	TOR
4.9	5.6	6.1	3.8	4.8	8		<b>KTJN/KTJX</b> Spanish	106.3/105.5 .53kw/3kw	6	3	9	8	9	8	51	La Nueva KBOR	CAB
2.3	4.7	4.0	4.3	3.9	9		<b>KQXX-FM</b> Spanish	98.5 100kw	9	11	10	9	8	7	63	Gomez Group	LOTUS
0.6	1.0	2.2	1.6	3.3	10		<b>XAAA-FM</b> B/EZ	93.1 50kw	10	5	7	10	10	14	81	Estrellas Eo Oro	—

12+ POPULATION: 598,600 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
10.8	13.1	11.5	12.0	11.2	1	1	<b>WAEB-FM</b> CHR/Pop	104.1 50kw	1	1	2	2	3	4	75	Commodore Media	KATZ
12.0	9.3	9.4	10.3	10.1	2		<b>WZZO-FM</b> Rock	95.1 30kw	3	3	1	1	2	5	86	Commodore Media	KATZ
8.4	10.6	10.8	11.8	9.6	3		<b>WLEV-FM</b> AC	96.1 50kw	4	6	3	3	1	1	85	Tele-Media	MCG
12.2	10.1	8.7	7.8	8.7	4		<b>WFMZ-FM</b> AC	100.7 17kw	5	—	9	5	5	3	99	Maranatha	TOR
6.7	6.6	7.5	7.8	7.8	5		<b>WODE-FM</b> Oldies	99.9 50kw	2	4	4	4	4	1	64	Patterson	D&R
4.4	5.9	4.8	3.9	5.1	6		<b>WAEB-AM</b> News/Talk	790 3.8kw	6	8	10	6	6	6	67	Commodore Media	KATZ
2.9	2.7	3.9	4.6	4.2	7		<b>WKAP-AM</b> Nostalgia	1470 5kw	9	—	—	34	25	8	111	HGF Media	KATZ
3.0	1.8	2.8	3.4	3.4	8		<b>WXTU-FM</b> Country	92.5 15.5kw	7	—	8	8	7	7	72	Beasley	D&R
1.4	1.6	2.0	1.9	2.7	9		<b>WRNJ-FM</b> Country	107.1 3kw	10	—	6	9	8	9	77	Radio New Jersey	—
2.2	3.0	1.5	2.2	2.0	10		<b>WEST-AM</b> Nostalgia	1400 1kw	13	—	—	33	34	17	80	Tele-Media	MCG
2.7	2.6	2.2	2.1	2.0	10		<b>WYSP-FM</b> <sup>1</sup> Rock	94.1 16kw	8	—	5	7	9	12	53	Infinity	IRS

<sup>1</sup> Was Classic Rock until November.

12+ POPULATION: 593,800 (Black: N/A; Hispanic: 37.0%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
14.7	11.2	10.9	10.2	10.6	1	<b>KMJ-AM</b> News/Talk	580 5kw	2	—	14	2	1	1	94	Henry	KATZ
9.6	11.1	11.2	8.6	9.7	2	<b>KBOS-FM</b> CHR/Rhythmic	94.9 16.5kw	1	1	1	1	3	7	72	Cencal	EAST
4.4	5.6	5.0	5.3	5.3	3	<b>KJWL-FM</b> Nostalgia	99.3 5kw	11	—	20	17	14	3	107	JSA Br.	—
5.8	4.1	5.9	5.2	5.2	4	<b>KSKS-FM</b> Country	93.7 68kw	5	12	3	3	2	4	73	Henry	KATZ
5.2	3.5	4.3	4.0	4.8	5	<b>KOQO-A/F</b> Spanish	790/101.9 5(2.5)kw/2.25kw	8	2	5	4	5	9	82	KNCE Equinox	CAB
3.5	4.3	4.8	4.7	4.5	6	<b>KEYQ-AM/KFSO-FM</b> Oldies	980/92.9 .5kw/18.5kw	3	9	15	5	4	2	52	Americom	MCG
3.0	3.3	3.0	4.6	4.5	6	<b>KTHT-FM</b> Hot AC	102.7 50kw	4	7	6	7	9	10	54	Americom	BAN
3.9	4.5	4.5	4.2	4.1	8	<b>KNAX-FM</b> Country	97.9 48kw	10	14	13	12	8	5	81	EBE	D&R
5.7	4.8	6.0	4.7	4.0	9	<b>KRZR-FM</b> ♦ Rock	103.7 50kw	7	3	2	6	7	17	62	Patterson	CHR
3.5	4.1	3.2	2.9	3.8	10	<b>KJOI-FM</b> AC	98.9 19kw	6	8	9	12	12	6	56	Radio Dinuba Co.	MMR

♦ See Website Directory.

12+ POPULATION: 586,600 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.7	9.5	10.1	9.3	10.1	1	<b>WBCT-FM</b> ♦ Country	93.7 320kw	1	2	1	1	2	2	81	Carl Lee	KATZ
6.9	5.8	5.6	7.9	8.3	2	<b>WLAV-FM</b> Classic Rock	96.9 50kw	4	9	3	1	1	4	81	Bloomington	—
8.8	7.8	8.1	9.0	7.3	3	<b>WOOD-FM</b> ♦ AC	105.7 265kw	3	6	7	6	4	1	65	United Artists	KATZ
8.3	7.8	7.2	6.5	6.8	4	<b>WOOD-AM</b> ♦ News/Talk	1300 5kw	6	13	9	9	7	6	61	United Artists	KATZ
6.4	6.3	6.0	6.5	6.4	5	<b>WLHT-FM</b> AC	95.7 40kw	8	11	6	3	3	3	70	Liggett	EAST
5.0	5.2	5.0	5.6	5.9	6	<b>WSNX-FM</b> CHR/Pop	104.5 50kw	2	1	5	7	9	13	52	Goodrich	D&R
8.5	9.0	9.4	8.9	5.7	7	<b>WKLQ-FM</b> ♦ Rock	94.5 50kw	7	3	2	4	8	17	61	Bloomington	BAN
5.8	6.5	5.6	4.6	5.5	8	<b>WGRD-A/F</b> ♦ Alternative	1410/97.9 1kw/4.7kw	5	4	4	5	6	11	53	Liggett	EAST
5.1	4.2	4.5	4.4	4.7	9	<b>WODJ-FM</b> Oldies	107.3 50kw	9	10	11	8	5	5	57	Goodrich	D&R
4.9	5.2	4.9	3.4	3.4	10	<b>WCUZ-FM</b> Country	101.3 50kw	10	7	14	13	12	9	56	Federated	CHR

♦ See Website Directory.

12+ POPULATION: 568,100 (Black: 9.8%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.5	7.6	6.7	7.6	7.2	1	<b>WQMX-FM</b> Country	94.9 16kw	4	2	5	4	2	3	83	Gordon-Thomas	CHR
5.7	5.7	4.3	4.1	6.1	2	<b>WDOK-FM</b> AC	102.1 12kw	2	—	10	6	4	2	69	Independent/Cleve.	MMR
5.7	5.8	5.2	4.7	5.7	3	<b>WMJI-FM</b> Oldies	105.7 16kw	3	15	17	5	1	1	66	OmniAmerica	KATZ
4.7	5.0	5.5	5.4	5.4	4	<b>WKDD-FM</b> Hot AC	96.5 50kw	7	11	3	3	5	6	70	Barnstable	EAST
7.0	6.7	8.2	6.4	5.4	4	<b>WONE-FM</b> Classic Rock	97.5 12kw	1	5	1	1	6	9	61	Gordon-Thomas	CHR
6.5	6.0	7.4	4.9	5.3	6	<b>WNIR-FM</b> Talk	100.1 3kw	14	—	11	10	8	4	95	Media-Com, Inc.	K&P
4.2	4.1	4.8	4.0	5.1	7	<b>WNCX-FM</b> Classic Rock	98.5 16kw	6	—	1	1	3	8	64	Clear Channel	CCRS
5.6	5.2	4.8	5.1	4.7	8	<b>WGAR-FM</b> Country	99.5 50kw	8	9	14	11	7	5	62	Nationwide	MCG
5.0	4.3	5.9	5.5	4.6	9	<b>WAKR-AM</b> News/Talk	1590 5kww	9	—	21	20	14	7	68	Gordon-Thomas	CHR
4.0	4.4	3.4	4.1	4.4	10	<b>WMMS-FM</b> ♦ Alternative	100.7 34kw	5	1	4	7	10	18	54	OmniAmerica	KATZ

♦ See Website Directory.

12+ POPULATION: 551,600 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.0	9.5	9.4	10.3	13.0	1	<b>WNTQ-FM</b> ♦ CHR/Pop	93.1 97kw	1	1	1	1	2	4	71	Osborn	MCG
13.2	10.8	9.4	9.8	11.3	2	<b>WSYR-AM</b> News	570 5kw	2	14	9	8	6	2	77	NewCity	KATZ
11.1	9.2	10.4	8.2	9.5	3	<b>WYYY-FM</b> Hot AC	94.5 100kw	3	5	3	2	1	1	70	NewCity	KATZ
6.0	8.5	7.5	8.3	7.4	4	<b>WBBS-FM</b> Country	104.7 50kw	5	3	5	4	3	3	85	NewCity	KATZ
8.4	8.3	8.0	9.0	6.3	5	<b>WAQX-FM</b> Rock	95.7 25kw	4	6	2	3	4	6	51	Pilot Com./Syracuse	BAN
6.2	6.9	6.6	5.0	5.0	6	<b>WSEN-FM</b> Oldies	92.1 25kw	6	13	7	6	5	5	62	Buckley	MCG
3.0	4.9	5.0	4.2	4.2	7	<b>WKRL-FM</b> Rock	100.9 6kw	8	2	4	7	8	20	75	Radio Corp.	EAST
1.9	3.1	3.2	3.2	4.2	7	<b>WTKW-FM</b> Cl. Rock	99.5 5.7kw	7	15	6	5	7	9	64	Radio Corp.	TOR
5.3	3.1	3.6	4.2	4.1	9	<b>WFBL-AM</b> Nostalgia	1050 2.5kw	9	—	—	18	15	7	77	Buckley	MCG
4.0	4.0	3.6	3.8	2.4	10	<b>WHEN-FM</b> ♦ Country	107.9 50kw	10	9	9	9	10	11	55	Park	EAST

♦ See Website Directory.

12+ POPULATION: 547,400 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
28.3	27.0	24.8	23.7	24.7	1	1	<b>WIVK-FM</b> Country	107.7 91kw	1	3	1	1	1	1	95	Dick	KATZ
9.0	8.4	10.0	10.3	10.0	2	2	<b>WIMZ-FM</b> Rock	103.5 100kw	2	3	2	2	3	3	83	South Central	D&R
10.3	8.1	10.6	9.4	9.7	3	3	<b>WJXB-FM</b> AC	97.5 100kw	3	5	5	3	2	2	82	South Central	D&R
7.6	8.0	7.2	7.2	7.6	4	4	<b>WOKI-FM</b> Country	100.3 100kw	5	2	3	4	4	6	79	Radioak Inc.	TOR
4.6	4.4	6.2	6.2	6.0	5	5	<b>WWST-FM</b> CHR/Pop	93.1 2.4kw	4	1	4	6	7	10	61	Jacor	EAST
5.5	5.2	6.2	5.6	5.1	6	6	<b>WMYU-FM</b> Oldies	102.1 15kw	8	—	15	13	9	8	100	Sequoyah	ROS
4.9	6.4	5.1	5.1	5.1	6	6	<b>WQBB-A/F</b> Nostalgia	1040/104.5 10kw/2kw	6	9	6	5	5	5	55	Jacor	EAST
5.0	5.8	5.6	4.8	5.0	8	8	<b>WIVK-AM</b> Country	990 10kw	7	—	9	7	6	4	72	Dick	KATZ
2.3	2.1	3.1	1.9	3.1	9	9	<b>WJBZ-FM</b> Religious	96.3 2.9kw	10	—	10	8	8	7	81	M&H Br.	—
1.6	2.3	1.7	2.5	2.0	10	10	<b>WNFZ-FM</b> Alternative	94.3 2.5kw	9	6	7	9	10	16	42	Oak Ridge Br.	TOR

12+ POPULATION: 540,600 (Black: N/A; Hispanic: 74.7%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.1	13.2	13.8	13.6	14.3	1	1	<b>KPRR-FM</b> CHR/Rhythmic	102.1 100kw	1	1	2	3	3	7	75	US Radio	D&R
14.3	10.5	13.0	14.4	13.7	2	2	<b>KBNA-A/F</b> Spanish	920/97.5 1kw/100kw	2	3	3	1	1	1	92	Tichenor Media	KT-H
10.5	10.0	9.7	9.3	11.2	3	3	<b>KLAQ-FM</b> Rock	95.5 100kw	3	2	1	2	2	6	81	New Wave	BAN
9.6	5.8	8.3	8.4	7.7	4	4	<b>KHEY-FM</b> Country	96.3 100kw	5	10	6	5	5	2	85	US Radio	D&R
10.3	10.9	8.8	8.6	7.2	5	5	<b>KTSM-FM</b> AC	99.9 100kw	4	6	5	4	4	3	68	Tri-State Media	CHR
3.1	4.4	5.1	5.9	5.6	6	6	<b>KINT-FM</b> AC	93.9 96kw	6	4	7	8	8	5	63	Del Norte	CAB
4.8	5.2	5.8	5.7	5.4	7	7	<b>KOFX-FM</b> Oldies	92.3 100kw	7	7	8	6	6	4	72	ELP	MCG
3.1	3.7	3.3	3.4	4.5	8	8	<b>KSII-FM</b> <sup>1</sup> Hot AC	93.1 100kw	8	5	4	7	7	11	60	New Wave	BAN
3.8	3.8	2.6	2.9	3.0	9	9	<b>KTSM-AM</b> News/Talk	1380 5kw	11	—	20	12	12	8	71	Tri-State Media	CHR
1.6	1.8	1.5	1.0	2.9	10	10	<b>KROD-AM</b> Sports	600 5kw	9	8	10	9	9	9	54	New Wave	BAN

<sup>1</sup> Was KAMZ-FM (Classic Rock) until November.

12+ POPULATION: 537,700 (Black: N/A; Hispanic: 37.4%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.1	11.6	9.3	8.3	10.3	1	KRST-FM Country	92.3 22kw	1	4	1	1	1	1	90	Commonwealth	KATZ
9.3	9.5	8.7	7.5	8.3	2	KKOB-AM Full Service	770 50kw	2	--	11	8	4	2	73	Citadel	MCG
5.2	6.6	6.7	5.4	6.7	3	KKOB-FM Hot AC	93.3 21.5kw	3	6	3	2	2	5	65	Citadel	MCG
6.1	6.4	6.2	7.8	6.0	4	KKSS-FM CHR/Pop	97.3 100kw	5	1	2	4	13	18	78	Sungroup	D&R
4.8	4.6	4.0	4.0	5.0	5	KHFM-FM Classical	96.3 20kw	10	--	19	15	11	4	90	NM Classical Radio	CMBS
6.3	6.0	6.2	4.6	5.0	5	KMGA-FM AC	99.5 22.5kw	4	7	12	5	5	3	64	Citadel	CHR
3.6	4.2	4.3	3.6	4.5	7	KIVA-AM Nostalgia	1310 5(.5)kw	15	--	25	25	18	10	117	Simmons Family	TOR
2.6	2.2	2.2	3.3	4.4	8	KIOT-FM <sup>1</sup> Classic Rock	102.5 17kw	7	--	6	3	3	7	63	Simmons Family	CHR
5.3	3.9	5.4	3.5	3.9	9	KASY-FM Country	103.3 22.5kw	8	3	5	9	10	14	62	Ramar Com.	CHR
3.7	4.4	5.4	4.6	3.8	10	KTEG-FM Alternative	107.9 22.5kw	6	2	4	10	14	24	52	Bengal	BAN

<sup>1</sup> Was Adult Alternative until September.

12+ POPULATION: 520,100 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.6	9.4	6.1	7.2	11.1	1	KFAB-AM News/Talk	1110 50kw	1	9	10	7	5	1	63	Henry	CHR
6.3	7.2	8.5	7.6	10.1	2	WOW-FM ♦ Country	94.1 100kw	7	11	4	4	2	1	110	Great Empire	TOR
5.0	7.2	8.0	7.1	8.6	3	KXKT-FM Country	103.7 100kw	4	3	2	1	3	4	85	Valley	BAN
6.0	4.2	6.6	8.7	8.0	4	KGOR-FM Oldies	99.9 115kw	3	4	9	3	1	1	71	Henry	CHR
8.0	9.2	7.6	8.1	7.1	5	KEZO-FM ♦ Rock	92.3 100kw	6	6	1	1	4	11	76	Journal Com.	TOR
13.5	9.5	9.6	8.3	5.8	6	KQKQ-FM CHR/Pop	98.5 100kw	2	1	5	8	10	12	47	Mitchell	KATZ
9.6	6.5	6.8	6.8	5.7	7	KEFM-FM AC	96.1 100kw	5	5	3	5	6	5	59	Webster	MCG
4.6	6.1	4.4	5.9	4.5	8	KESY-FM AC	104.5 100kw	10	--	8	9	8	7	67	OMA, Inc.	D&R
4.6	4.2	5.3	5.2	4.4	9	KKCD-FM Classic Rock	105.9 50kw	8	7	6	6	7	9	62	Journal Com.	EAST
3.0	3.1	3.9	4.1	4.4	9	WOW-AM Country	590 5kw	14	--	19	15	14	10	112	Great Empire	TOR



12+ POPULATION: 518,600 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.9	13.7	11.1	10.2	10.5	1	WNNK-FM CHR/Pop	104.1 22.5kw	1	1	2	2	3	3	74	Calendar	MCG
9.6	9.1	9.1	8.1	9.7	2	WRKZ-FM Country	106.7 14kw	3	3	4	4	4	1	99	Tele-Media	TOR
9.0	8.2	7.2	8.5	8.9	3	WHP-AM Talk	580 5kw	2	—	7	6	6	1	89	Dame Media	MMR
6.1	7.9	6.1	7.6	8.5	4	WTPA-FM Rock	93.5 1.25kw	5	12	1	1	2	6	100	Quaker State	BAN
7.1	7.4	10.5	8.5	7.8	5	WRVV-FM Rock AC	97.3 17kw	4	11	3	3	1	4	88	Dame Media	MMR
5.9	4.9	6.4	6.1	5.5	6	WWKL-FM Oldies	99.3 6kw	6	6	10	5	5	5	70	Barnstable	D&R
2.5	2.7	3.0	2.4	3.4	7	WYMJ-FM CHR/Pop	94.9 25kw	8	15	11	7	7	7	64	Barnstable	D&R
3.5	4.5	3.3	3.3	3.3	8	WHYL-AM Nostalgia	960 5kw	11	—	22	19	18	12	84	Zeve	—
3.1	4.2	3.7	3.9	3.2	9	WROZ-FM AC	101.3 6.9kw	9	10	8	9	8	8	76	Hall	D&R
1.1	1.2	1.9	3.9	2.7	10	WQXA-FM Alternative	105.7 25kw	7	2	5	8	15	19	50	Tele-Media	TOR

12+ POPULATION: 506,900 (Black: 14.6%; Hispanic: N/A)

FALL '94	SPRING '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.9	9.2	10.6	1	WJBR-FM AC	99.5 50kw	2	10	5	2	1	1	87	Commodore Media	KATZ
10.7	9.8	8.8	2	WSTW-FM CHR/Pop	93.7 50kw	1	6	1	1	2	2	70	Steinman Stations	EAST
4.1	5.1	6.7	3	WUSL-FM Urban	98.9 18kw	5	1	2	3	5	15	92	EZ	BAN
4.0	5.6	4.7	4	WPLY-FM CHR/Pop	100.3 35kw	3	2	3	5	10	23	51	Greater Media Br.	TOR
3.8	4.3	4.6	5	WDAS-FM Urban/AC	105.3 16.5kw	14	8	7	6	3	3	102	Beasley	MCG
4.8	3.1	4.4	6	WYSP-FM <sup>1</sup> Rock	94.1 16kw	4	11	4	4	4	13	53	Infinity	IRS
2.7	3.5	4.2	7	WDSF-FM Country	94.7 50kw	8	5	8	9	7	9	64	Benchmark	TOR
4.7	3.7	4.1	8	WILM-AM News/Talk	1450 1kw	10	—	24	20	17	6	69	Delaware	SAV
2.6	3.2	4.0	9	WXTU-FM Country	92.5 15.5kw	12	4	11	10	8	7	71	Beasley	D&R
3.5	3.3	3.6	10	WDEL-AM News/Talk	1150 5kw	6	—	—	19	15	8	50	Steinman Stations	EAST

<sup>1</sup> Was Classic Rock until November.

12+ POPULATION: 502,900 (Black: 11.0%; Hispanic: N/A)

TOLEDO

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.2	7.6	9.2	10.1	12.9	1	<b>WVKS-FM</b> ♦ CHR/Pop	92.5 50kw	1	1	1	1	2	4	75	Noble	MCG
12.8	13.4	10.2	10.4	11.2	2	<b>WKKO-FM</b> Country	99.9 50kw	2	4	4	2	1	1	82	Fritz	KATZ
6.8	7.0	7.0	6.7	9.4	3	<b>WRVF-FM</b> 1 AC	101.5 19kw	3	5	5	3	3	2	72	Toledo Br.	MCG
6.8	5.2	7.3	7.7	6.3	4	<b>WWWM-FM</b> ♦ AC	105.5 4.3kw	4	6	3	4	5	8	68	Enterprise Media	EAST
6.6	7.4	8.5	7.2	5.6	5	<b>WIOT-FM</b> Rock	104.7 50kw	5	10	6	6	4	5	62	Midwestern	D&R
4.2	4.5	5.4	5.6	5.2	6	<b>WRQN-FM</b> Oldies	93.5 4.1kw	7	8	10	7	6	3	68	ABS	KATZ
6.6	8.5	6.5	5.7	5.2	6	<b>WSPD-AM</b> News/Talk	1370 5kw	6	12	14	10	10	7	64	Toledo Br.	CHR
3.8	2.9	4.7	4.8	5.0	8	<b>WBUZ-FM</b> Rock	106.5 3kw	8	2	2	5	9	17	67	Toledo Radio	TOR
3.8	3.8	4.2	3.5	4.0	9	<b>WJR-AM</b> Talk	760 50kw	10	—	16	12	11	6	70	Cap Cities/ABC	KATZ
2.6	3.0	3.5	2.8	3.1	10	<b>WCWA-AM</b> Nostalgia	1230 1kw	11	—	—	—	22	11	82	Enterprise Media	EAST

1 Was WLQR-FM until November. ♦ See Website Directory.

12+ POPULATION: 495,600 (Black: N/A; Hispanic: N/A)

SPRINGFIELD, MA

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.5	8.0	9.3	10.1	10.1	1	<b>WPKX-FM</b> Country	97.9 2.2kw	6	10	4	3	3	1	94	Multi-Market	D&R
7.6	9.7	8.1	7.4	8.4	2	<b>WHYN-FM</b> ♦ AC	93.1 8.9kw	2	7	6	2	1	1	71	Radio Equity	MCG
10.0	6.4	7.8	10.4	8.1	3	<b>WAQY-A/F</b> Classic Rock	1600/102.1 5(2.5)kw/17kw	1	2	1	1	2	5	64	Saga	KATZ
5.6	7.3	6.1	5.9	7.4	4	<b>WHYN-AM</b> ♦ Full Service	560 5(1)kw	4	—	13	7	5	3	67	Radio Equity	MCG
6.7	7.1	7.6	7.6	7.2	5	<b>WMAS-FM</b> AC	94.7 50kw	3	5	5	4	4	4	64	Lappin	MCG
6.1	4.7	4.8	4.5	4.5	6	<b>WTIC-FM</b> CHR/Pop	96.5 20kw	5	1	2	5	6	14	41	Chase	GW
5.5	5.5	5.3	5.7	4.2	7	<b>WMAS-AM</b> Nostalgia	1450 1kw	9	—	5	4	16	8	78	Lappin	MCG
4.8	3.9	4.4	3.9	3.8	8	<b>WAAF-FM</b> Rock	107.3 18.5kw	7	4	3	6	12	15	58	Zapis	D&R
3.5	4.1	3.0	1.9	3.5	9	<b>WNNZ-AM</b> News	640 50(15)kw	10	—	19	14	13	9	68	Celia	KATZ
2.2	1.7	1.7	2.3	3.0	10	<b>WKSS-FM</b> CHR/Pop	95.7 16.5kw	8	3	7	9	8	13	47	Precision Media	MMR

♦ See Website Directory

12+ POPULATION: 487,900 (Black: N/A; Hispanic: 7.7%)

FALL '94	SPRING '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
0.0	10.6	13.1	1	WAVV-FM B/EZ	101.1 100kw	2	—	16	17	10	3	113	Alpine Br.	TOR
0.0	10.3	11.5	2	WCKT-FM Country	107.1 25.5kw	1	2	2	1	1	1	96	Radio Equity	BAN
0.0	8.6	8.8	3	WINK-FM AC	96.9 100kw	3	5	4	2	2	2	83	Fort Myers Br.	MCG
0.0	4.7	6.9	4	WXKB-FM ♦ CHR/Pop	103.9 100kw	4	1	1	3	5	9	71	Beasley	D&R
0.0	4.7	5.1	5	WWGR-FM Country	101.9 100kw	7	4	3	6	6	8	78	Renda	—
0.0	4.4	5.0	6	WINK-AM News/Talk	1240 1kw	9	—	18	10	8	7	98	Fort Myers Br.	MCG
0.0	6.0	4.9	7	WRXK-FM Rock	96.1 100kw	6	6	5	4	4	6	64	Beasley	D&R
0.0	7.4	4.7	8	WARO-FM Classic Hits	94.5 100kw	5	—	7	5	3	4	61	Palmer	CHR
0.0	3.4	4.2	9	WOLZ-FM Oldies	95.3 79kw	8	9	9	7	7	5	71	Osborn	KATZ
0.0	2.4	3.1	10	WNOG-FM Talk	93.5 3kw	11	—	13	20	20	10	76	Palmer	CHR

♦ See Website Directory.

12+ POPULATION: 478,400 (Black: N/A; Hispanic: 28.8%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.1	7.2	6.8	6.0	8.1	1	KGO-AM News/Talk	810 50kw	2	—	16	7	4	1	89	Cap Cities/ABC	BAN
1.8	2.7	2.5	4.0	6.7	2	KOCN-FM <sup>1</sup> Oldies	105.1 1.8kw	4	4	5	1	1	2	92	C.R. Pasquier Prop.	TOR
7.0	5.6	5.7	5.4	6.1	3	KTOM-A/F Country	1380/100.7 5kw/1.4kw	3	5	6	3	2	3	80	Magic	KATZ
5.1	7.6	5.6	4.9	5.1	4	KDON-FM CHR/Rhythmic	102.5 18.5kw	1	2	2	4	5	10	54	Henry	CHR
0.9	2.4	4.1	4.9	5.1	4	KLOK-FM Spanish	99.5 30kw	11	3	1	2	3	11	117	Metro Mix, Inc.	CAB
2.5	4.6	4.2	4.6	5.1	4	KYLD/KYLZ CHR/Rhythmic	107.7/99.1 8.9kw/1.1kw	6	1	3	6	16	18	77	Crescent	MMR
4.7	3.7	4.5	3.6	4.3	7	KBOQ-FM Classical	95.5 1.7kw	7	—	20	17	8	4	72	J&M Br.	CMBS
7.3	6.4	5.2	4.9	3.2	8	KRQC-FM ♦ Classic Hits	92.7 6.9kw	6	16	13	8	6	7	64	Buckley	D&R
2.9	2.8	3.5	4.3	3.2	8	KWAV-FM AC	96.9 18kw	9	—	4	5	12	16	50	Henry	CHR
0.0	2.2	3.4	2.8	3.0	10	KIDD-AM Rock	630 1kw	18	—	—	28	24	15	102	Buckley	D&R

<sup>1</sup> Was Soft AC until mid-July; Switched from 104.9 MHz to 105.1 MHz on August 1st. ♦ See Website Directory.

12+ POPULATION: 467,600 (Black: N/A; Hispanic: N/A)

FALL '94	SPRING '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
15.3	16.8	14.6	1	WDUV-FM 1 B/EZ	103.5 100kw	1	—	19	14	11	2	110	Jacor	EAST
8.0	7.6	7.9	2	WHPT-FM Adult Alternative	102.5 100kw	3	4	3	1	1	1	102	Paxson	BAN
0.0	7.0	6.8	3	WYNF-FM Rock	107.9 46kw	4	3	1	2	2	10	91	New Wave	EAST
4.5	6.1	5.7	4	WFLA-AM News/Talk	970 5kw	5	—	14	15	12	4	83	Jacor	EAST
5.8	4.5	4.7	5	WFLZ-FM CHR/Pop	93.3 100kw	2	1	2	3	9	14	48	Jacor	EAST
2.5	3.4	4.1	6	WRBQ-FM Country	104.7 100kw	7	5	7	6	3	5	69	Clear Channel	CCRS
2.4	1.8	3.9	7	WSUN-AM 2 Talk	620 10kw	12	—	6	4	4	7	101	Cox	CHR
3.4	5.3	3.7	8	WWRM-FM AC	94.9 100kw	9	8	16	9	6	3	71	Cox	CHR
6.1	2.9	3.6	9	WSRZ-FM Oldies	106.3 3.6kw	6	—	9	8	8	6	55	New Wave	EAST
4.5	4.4	3.3	10	WCTQ-FM Country	92.1 6kw	8	—	10	10	10	8	58	Asterik	K&P

1 Switched from 103.3 MHz to 103.5 MHz in February. 2 Switched to Sports in December.

12+ POPULATION: 455,300 (Black: 25.7%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
18.3	18.3	20.4	15.2	19.8	1	WRNS-A/F Country	960/95.1 5(1)kw/100kw	1	2	2	1	1	1	109	Pinnacle	MCG
13.3	15.6	13.3	16.0	16.0	2	WIKS-FM Urban	101.9 100kw	2	1	1	2	2	2	126	Taylor	D&R
8.6	9.0	7.7	9.8	9.9	3	WSFL-FM Rock	106.5 100kw	3	5	3	3	3	4	92	Beasley	D&R
4.6	3.9	3.7	4.2	4.5	4	WDLX-FM Classic Hits	93.3 100kw	4	7	5	4	4	5	54	Tar Hill	KATZ
4.6	5.9	7.0	5.4	4.3	5	WCBZ-FM/WRHT-FM CHR/Pop	103.7/96.3 100kw/100kw	5	3	4	5	6	9	64	Eastern Carolina	—
2.9	3.8	4.1	3.8	4.3	5	WNCT-FM B/EZ	107.9 100kw	6	11	8	6	5	3	56	Roy H. Park	MMR
3.6	3.8	3.9	5.0	2.9	7	WKJA-FM/WKOO-FM Oldies	101.1/98.7 31kw/100kw	7	8	13	8	7	6	69	Nautical Br.	D&R
1.7	2.4	1.5	0.8	2.2	8	WTRG-FM Oldies	100.7 100kw	9	—	18	9	8	7	64	HMW Com.	D&R
0.9	1.0	1.1	1.9	2.2	8	WXQR-FM Classic Rock	105.5 19kw	13	—	6	7	12	18	84	HVS Partners	K&P
1.8	2.3	2.1	1.9	1.8	10	WKQT-FM AC	103.3 100kw	10	—	14	13	13	8	54	New East	CHR
2.9	1.7	2.8	2.8	1.8	10	WRDU-FM Rock	106.1 100kw	8	12	7	10	10	21	46	HMW Com.	MMR
2.1	1.8	1.4	1.5	1.8	10	WZXS-FM Nostalgia	103.9 21.5kw	16	—	22	19	19	12	97	Topsail Br.	—

12+ POPULATION: 453,200 (Black: 29.3%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.5	14.6	15.9	10.5	12.6	1	<b>WYNK-FM</b> Country	101.5 100kw	1	6	4	2	2	1	80	Narragansett	TOR
14.7	9.7	10.8	12.3	10.2	2	<b>KQXL-FM</b> Urban	106.5 50kw	2	2	1	3	3	3	85	Citywide	BAN
2.4	3.7	3.7	5.5	8.5	3	<b>WGGZ-FM</b> Oldies	98.1 100kw	3	9	3	1	1	2	77	Guaranty	KATZ
10.5	8.1	9.5	8.5	7.5	4	<b>WXOK-AM</b> Urban/AC	1460 5(1)kw	6	5	6	5	5	4	89	Citywide	BAN
6.8	6.0	7.0	5.5	5.7	5	<b>KRVE-FM</b> AC	96.1 42kw	7	11	7	4	4	5	69	McForhun, Inc.	KATZ
5.2	8.4	6.6	7.4	5.7	5	<b>WFMF-FM</b> ♦ CHR/Pop	102.5 100k	4	1	5	7	7	8	54	Baton Rouge Br.	CHR
2.7	6.3	4.3	5.8	5.7	5	<b>WTGE-FM</b> ♦ Rock	100.7 100kw	5	3	2	5	9	18	64	Vetter	EAST
5.7	5.2	5.1	4.7	4.9	8	<b>WJBO-AM</b> ♦ News/Talk	1150 50kw	8	—	10	8	6	6	61	Baton Rouge Br.	CHR
5.3	4.2	4.8	3.4	4.0	9	<b>WKJN-FM</b> Country	103.3 100kw	9	6	11	9	8	7	52	Southern Com.	EAST
3.7	4.2	3.2	2.6	2.8	10	<b>WQUE-FM</b> Urban	93.3 93kw	11	4	9	11	12	17	48	Clear Channel	CCRS

♦ See Website Directory.

12+ POPULATION: 446,800 (Black: 18.7%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
15.3	15.3	13.2	13.1	12.2	1	<b>KSSN-FM</b> Country	95.7 92kw	1	3	4	3	2	1	72	Southern Skies	KATZ
8.2	9.0	8.6	9.3	10.1	2	<b>KURB-FM</b> ♦ AC	98.5 99kw	2	2	2	1	1	2	70	GHB Radio Group	D&R
11.6	9.8	9.2	8.3	9.8	3	<b>KIPR-FM</b> Urban	92.3 100kw	6	1	3	4	4	8	97	Cornerstone	BAN
7.1	6.2	7.9	6.7	7.8	4	<b>KMJX-FM</b> Rock	105.1 79kw	3	8	1	2	3	10	69	US Radio	MCG
6.2	7.1	7.3	7.6	7.0	5	<b>KARN-A/F</b> News/Talk	920/101.7 5kw/6kw	7	—	10	9	9	4	71	Snider	KATZ
6.8	5.8	7.0	5.8	6.3	6	<b>KDDK-FM</b> Country	100.3 44.2kw	4	4	5	6	6	6	56	US Radio	MCG
4.6	4.1	3.9	4.4	5.7	7	<b>KKPT-FM</b> Oldies	94.1 100kw	5	12	6	5	5	5	55	Signal Media	CHR
4.0	5.5	4.9	4.5	4.6	8	<b>KOLL-FM</b> Oldies	94.9 96kw	8	13	16	8	8	3	52	Multi-Market	D&R
2.1	3.4	3.6	4.4	4.6	8	<b>KYFX-FM</b> Urban/AC	99.5 50kw	10	9	7	7	7	7	90	Nameloc	K&P
1.2	2.4	2.2	2.2	3.4	10	<b>KITA-AM</b> Gospel	1440 5kw	16	11	18	15	15	9	111	KITA Inc.	—

♦ See Website Directory.

12+ POPULATION: 427,500 (Black: N/A; Hispanic: N/A)

FALL '94	SPRING '95	FALL '95	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.1	7.1	7.8	1	WWLI-FM AC	105.1 50kw	3	9	6	4	3	1	98	Tele-Media	TOR
5.3	6.9	7.2	2	WPRO-FM CHR/Pop	92.3 39kw	1	2	1	1	1	10	64	Tele-Media	MCG
10.3	8.4	6.1	3	WHJY-FM Rock	94.1 50kw	2	5	2	2	2	7	67	Liberty	G/W
4.1	3.3	5.8	4	WSNE-FM Hot AC	93.3 30kw	4	8	7	3	4	4	82	Liberty	G/W
4.1	4.8	5.0	5	WCTK-FM Country	98.1 47kw	9	—	16	7	6	2	83	Hall	D&R
3.4	4.4	4.3	6	WWBB-FM ♦ Oldies	101.5 13.5kw	10	14	14	6	5	3	72	Radio Equity	BAN
4.0	5.1	3.9	7	WFHN-FM CHR/Pop	107.1 3kw	5	4	3	5	7	13	56	H&D Br.	CHR
3.2	3.7	3.8	8	WBZ-AM News	1030 50kw	8	—	19	12	9	6	62	CBS Radio	G/W
2.5	2.9	3.7	9	WLKW-AM Nostalgia	790 5kw	19	—	—	19	17	5	113	Tele-Media	TOR
3.2	2.5	3.5	10	WWKX-FM CHR/Rock	106.3 1.15kw	7	1	5	10	32	36	56	Back Bay	CHR

♦ See Website Directory.

12+ POPULATION: 425,200 (Black: 25.5%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.5	13.3	15.0	13.6	12.5	1	WBLX-FM Urban	92.9 100kw	2	1	1	1	1	2	113	Calendar	KATZ
8.6	9.4	9.8	13.0	10.5	2	WKSJ-A/F Country	1270/94.9 5kw/100kw	1	5	5	2	1	1	78	Pourtales	BAN
4.1	4.7	5.5	7.1	6.3	3	WGOK-AM Religious	900 1kw	12	11	8	7	6	6	132	Roberds Br.	ROS
7.1	8.9	6.8	6.1	5.9	4	WABB-FM CHR/Pop	97.5 100kw	3	3	2	4	5	10	58	Dittman Group	CHR
5.6	5.2	5.7	4.8	5.7	5	WWRO-FM Oldies	100.7 100kw	4	12	3	3	3	5	67	Capitol Br. Co. Inc.	KATZ
5.1	5.5	5.7	4.8	5.3	6	WNTM-AM News/Talk	710 1kw	8	—	15	14	12	9	90	Coast Radio LC	D&R
1.1	0.5	0.0	1.3	5.3	6	WYOK-FM <sup>1</sup> Urban	104.9 33kw	7	2	4	6	11	14	87	Roberds Br.	ROS
4.5	5.0	5.2	3.0	5.2	8	WMXC-FM Hot AC	99.9 100kw	5	9	6	5	4	4	74	Capitol Br. Co. Inc.	D&R
5.1	4.7	4.4	5.1	4.6	9	WDLT-FM Urban/AC	98.3 40kw	9	7	12	8	8	7	87	United	TOR
3.4	3.1	3.4	4.3	3.7	10	WAVH-FM Oldies	106.5 50kw	10	—	14	12	7	3	71	Baldwin Br.	—

<sup>1</sup> Was WZBA-FM (Oldies) until July.



12+ POPULATION: 420,400 (Black: N/A; Hispanic: 24.6%)

FALL '94	SPRING '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
11.6	13.1	11.2	1	KATM-FM Country	103.3 50kw	1	2	1	1	1	1	85	Citadel	MCG
4.4	9.1	6.8	2	KQOD-FM Oldies	100.1 6kw	4	7	9	5	2	2	80	Carson Group	EAST
8.8	6.9	6.6	3	KHOP-FM Rock	104.1 50kw	3	4	2	2	3	4	72	Citadel	MCG
7.5	6.0	6.6	3	KWIN-FM CHR/Pop	97.7 3kw	2	1	3	4	10	19	61	Front Line	MMR
3.6	3.2	5.6	5	KOSO-FM AC	93.1 2.95kw	5	5	4	3	4	3	80	Spacecom	KATZ
5.2	3.5	4.1	6	KCVR-AM Spanish	1570 5(.5)kw	11	6	6	6	5	6	142	Front Line	LOTUS
4.9	3.9	3.5	7	KNBR-AM Full Service	680 50kw	6	—	15	11	7	5	62	Susquehanna	EAST
2.4	2.5	3.3	8	KSTN-FM Spanish	107.3 8.1kw	10	10	5	7	9	9	101	San Joaquin	—
2.4	2.4	2.3	9	KBEE-AM Nostalgia	970 1kw	18	—	—	32	32	20	93	Citadel	MCG
2.4	2.5	2.1	10	KCBS-AM News	740 50kw	8	—	—	33	12	7	46	CBS Radio	CBS
0.9	3.2	2.1	10	KDJK-FM Alternative	95.1 29.5kw	7	3	8	12	21	27	42	Photosphere	BAN
0.0	1.1	2.1	10	KSFO-AM Talk	560 5kw	27	—	7	9	8	17	133	Cap Cities/ABC	BAN
1.7	0.5	2.1	10	KTRB-AM Spanish	860 25(1)kw	28	—	10	8	6	8	148	Pete Pappas Co.	KT-H

12+ POPULATION: 417,200 (Black: N/A; Hispanic: 31.7%)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
16.7	12.6	15.6	12.4	12.5	1	KUZZ-FM Country	107.9 5.8kw	2	3	1	1	1	1	89	Buck Owens	KATZ
8.7	10.9	10.4	9.5	11.8	2	KKXX-FM ♦ CHR/Rhythmic	105.3 35kw	1	1	2	2	2	4	79	Grapevine	BAN
8.1	7.1	6.7	6.4	7.4	3	KERN-AM News/Talk	1410 1kw	6	—	8	5	3	2	94	Amer. Gen. Media	CHR
7.8	9.3	6.1	6.7	6.2	4	KRAB-FM ♦ Rock	106.3 3.9kw	3	2	3	3	8	9	62	Double D	BAN
4.1	5.8	4.6	3.8	5.7	5	KGFM-FM AC	101.5 4.8kw	5	9	4	4	5	5	73	Kern	CHR
3.9	3.2	5.4	5.4	5.4	6	KERN-FM Oldies	94.1 4.5kw	4	5	14	6	4	3	64	Amer. Gen. Media	CHR
3.3	4.9	2.8	3.1	3.6	7	KLLY-FM AC	95.3 12.5kw	7	8	9	8	7	6	59	Buckley	D&R
0.9	3.0	2.9	2.6	3.5	8	KKBB-FM Classic Rock	99.3 1.2kw	8	10	7	7	6	7	74	Buckley	D&R
4.5	3.6	4.4	6.3	3.3	9	KIWI-FM Classical	92.1 6kw	10	7	5	9	10	12	95	KMAP Inc.	CMBS
4.4	3.3	2.0	2.6	3.3	9	KSUV-FM Spanish	102.9 20.5kw	12	6	6	10	9	13	100	Caballero Radio West	CAB

♦ See Website Directory.



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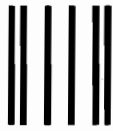
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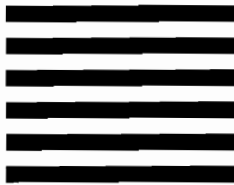


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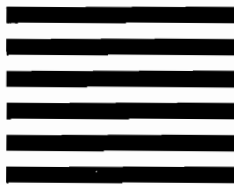


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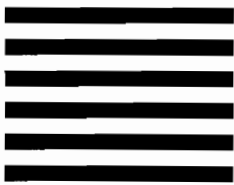


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12+ POPULATION: 413,700 (Black: 29.0%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.7	11.6	13.2	12.6	11.2	1	WWWZ-FM Urban	93.3 50kw	1	1	3	2	3	4	104	Southern	D&R
7.9	8.1	8.7	8.9	9.0	2	WAVF-FM ♦ Rock	96.1 100kw	5	3	1	1	1	9	108	Pritchard & Co.	CHR
9.8	8.8	11.4	9.8	8.9	3	WEZL-FM Country	103.5 100kw	3	5	5	4	2	2	92	Apollo	BAN
4.9	5.8	5.1	7.0	7.7	4	WTMA-AM News/Talk	1250 5(1)kw	6	—	9	10	7	1	107	Wicks Radio Group	KATZ
5.7	5.8	4.4	4.7	7.4	5	WSSX-FM 1 CHR/Pop	95.1 100kw	2	2	2	3	6	13	74	Wicks Radio Group	KATZ
6.8	5.7	7.0	5.1	5.8	6	WBUB-FM Country	107.5 100kw	4	4	6	7	8	7	66	Low Country Media	TOR
3.5	5.4	4.5	4.4	5.2	7	WSUY-FM AC	100.5 17.5kw	9	7	7	5	4	5	92	Wicks Radio Group	KATZ
4.1	4.7	4.8	4.8	4.8	8	WXLY-FM Oldies	102.5 100kw	8	—	13	8	5	3	70	Kenter	BAN
3.8	2.9	3.8	6.0	4.4	9	WYBB-FM Classic Rock	98.1 50kw	7	12	4	6	9	12	64	L.M. Co.	EAST
4.5	5.4	4.9	3.8	4.1	10	WMGL-FM Urban/AC	101.7 6.5kw	10	8	8	9	10	8	84	Southern	D&R

1 Was Hot AC formatted until September. ♦ See Website Directory.

12+ POPULATION: 412,300 (Black: 30.0%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
16.4	17.5	17.6	20.1	19.0	1	WWDM-FM ♦ Urban	101.3 100kw	1	1	1	1	1	1	125	Radio Equity	D&R
13.1	13.0	11.9	9.9	9.2	2	WCOS-FM Country	97.5 100kw	3	4	6	5	3	2	78	Benchmark	KATZ
7.4	6.7	7.4	6.8	7.8	3	WTCB-FM AC	106.7 100kw	5	—	5	2	2	3	82	Bloomington	CHR
9.8	8.0	9.1	8.0	7.3	4	WNOK-FM ♦ CHR/Pop	104.7 100kw	2	—	2	3	4	8	58	HMW Com.	MCG
4.3	5.1	6.7	5.7	6.9	5	WSCQ-FM Nostalgia	100.1 5.9kw	8	—	13	11	11	5	90	Congaree	EAST
4.9	4.8	4.6	7.3	6.2	6	WARQ-FM ♦ Rock	93.5 2.8kw	7	2	3	4	8	11	74	Nichols Bank	BAN
7.9	5.1	4.8	3.9	6.1	7	WVOC-AM News/Talk	560 5kw	4	—	8	8	6	4	64	Benchmark	BAN
5.1	7.7	5.6	5.6	5.5	8	WFMV-FM Religious	95.3 3kw	10	5	7	7	7	7	83	Glory	—
5.2	5.1	4.3	5.1	4.8	9	WMFX-FM Classic Rock	102.3 6kw	6	7	4	6	5	9	54	Emerald Mark	D&R
6.0	5.3	4.2	4.2	3.6	10	WOMG-FM Oldies	103.1 3kw	9	—	11	10	10	6	51	Bloomington	—

♦ See Website Directory.

12+ POPULATION: 410,400 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
14.8	13.8	14.1	13.0	13.9	1	<b>WHO-AM</b> News/Talk	1040 50kw	1	—	8	3	2	1	70	Palmer	CHR
11.3	12.8	12.9	10.1	12.5	2	<b>KJYY-FM</b> Country	92.5 41kw	2	3	3	2	3	2	89	Fuller-Jeffrey	MCG
14.0	13.6	17.3	14.9	11.6	3	<b>KGGO-FM</b> Rock	94.9 100kw	3	2	1	1	1	5	88	Community Pacific	EAST
0.0	0.0	0.0	1.2	7.5	4	<b>KKDM-FM</b> 1 ♦ CHR/Pop	107.5 100kw	4	1	2	5	9	14	61	Midwest Radio Inc.	ROS
8.7	7.5	7.4	8.4	6.9	5	<b>KSTZ-FM</b> Hot AC	102.5 100kw	5	5	4	4	6	6	57	Saga	KATZ
7.2	6.7	6.3	7.2	6.1	6	<b>KIOA-A/F</b> Oldies	940/93.3 10(5)kw/100kw	6	6	12	7	4	3	55	Saga	KATZ
6.5	5.9	6.0	6.7	5.7	7	<b>KLYF-FM</b> Hot AC	100.3 100kw	7	7	6	6	5	4	66	Palmer	CHR
5.5	4.6	4.8	5.5	4.4	8	<b>KRNT-AM</b> Nostalgia	1350 5kw	8	—	13	14	13	9	66	Saga	KATZ
3.5	3.9	2.7	4.8	3.8	9	<b>KHKI-FM</b> Country	97.3 115kw	10	—	7	9	7	7	70	Community Pacific	EAST
4.9	6.1	6.9	4.5	3.4	10	<b>KFMG-FM</b> Adult Alternative	103.3 100kw	9	—	5	8	8	10	60	Intergalactic	—

1 Was Alternative until September. ♦ See Website Directory.

12+ POPULATION: 410,100 (Black: 10.8%; Hispanic: N/A)

FALL '94	SPRING '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
13.4	12.5	12.8	1	<b>WQXK-FM</b> Country	105.1 88kw	2	4	3	2	1	1	103	Reach Radio	BAN
9.1	11.0	10.9	2	<b>WHOT-FM</b> CHR/Pop	101.1 25kw	1	1	1	1	2	5	69	Jet	CHR
12.2	13.4	10.5	3	<b>WKBN-AM</b> Talk	570 5kw	3	—	14	9	8	4	104	WKBN inc.	KATZ
7.9	6.8	7.7	4	<b>WKBN-FM</b> AC	98.9 5.9kw	4	8	8	5	4	3	78	WKBN Inc.	KATZ
7.3	9.2	7.6	5	<b>WBBG-FM</b> Oldies	93.3 50kw	5	—	7	4	3	2	82	Conniosseur	CHR
5.5	6.7	6.3	6	<b>WNCD-FM</b> Rock	106.1 3kw	6	5	2	3	5	7	77	WN Br.	TOR
8.3	4.3	5.7	7	<b>WRBP-FM</b> Urban	101.9 3kw	8	2	6	6	6	6	107	Stop 26/Riverbend	EAST
5.1	3.9	4.6	8	<b>WYFM-FM</b> AC	102.9 44kw	7	10	4	7	7	8	68	Sharon	EAST
0.1	2.8	3.4	9	<b>WNIO-AM</b> Nostalgia	1540 .5kw	14	—	—	18	22	11	148	WN Br.	BAN
1.7	3.5	2.8	10	<b>WSOM-AM</b> Nostalgia	600 1kw	9	—	—	—	—	9	66	Lincoln Group	BAN

12+ POPULATION: 410,000 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.0	9.0	9.3	9.2	9.8	1	1	KZSN-FM Country	102.1 100kw	1	4	4	1	1	2	77	Southern Skies	KATZ
11.0	12.1	11.6	10.3	9.1	2	2	KFDI-FM ♦ Country	101.3 100kw	3	8	11	10	4	1	75	Great Empire	TOR
10.3	9.3	8.2	7.0	7.7	3	3	KKRD-FM CHR/Pop	107.3 100kw	2	2	3	4	6	6	62	Price	D&R
4.7	5.6	5.9	6.0	7.5	4	4	KICT-FM ♦ Rock	95.1 100kw	5	1	1	3	7	16	85	Great Empire	MCG
6.7	5.7	5.3	7.0	6.6	5	5	KRZZ-FM ♦ Rock	96.3 50kw	4	6	2	2	2	7	69	Price	D&R
5.4	6.3	5.4	5.7	6.0	6	6	KFDI-AM ♦ Country	1070 10(1)kw	10	—	19	18	15	4	106	Great Empire	TOR
6.2	4.3	5.3	6.3	6.0	6	6	KRBB-FM ♦ AC	97.9 100kw	7	10	5	5	3	5	90	Marathon	CHR
4.4	3.9	5.4	4.6	4.6	8	8	KDGS-FM 1 Urban	93.9 25kw	12	3	6	7	8	9	88	Gary Violet	—
7.5	6.3	4.8	4.9	4.3	9	9	KEYN-FM Oldies	103.7 100kw	6	7	16	6	5	3	54	Pourtales	EAST
4.2	3.1	3.6	3.6	4.2	10	10	KOEZ-FM B/EZ	92.3 100kw	11	—	18	17	13	8	73	Anderson Stations	—

1 Was KDLE-FM until November. ♦ See Website Directory.

12+ POPULATION: 407,300 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
10.0	8.4	10.5	9.0	11.2	1	1	KDRK-FM Country	93.7 56kw	1	3	1	1	1	1	91	Citadel	MCG
6.4	9.6	9.9	8.4	8.3	2	2	KZZU-FM CHR/Pop	92.9 85kw	2	1	2	3	5	10	71	Highsmith	CHR
7.7	7.4	9.3	7.9	7.4	3	3	KKZX-FM Classic Rock	98.9 100kw	4	8	3	2	2	5	68	Pourtales Holdings	MMR
7.7	6.8	6.7	5.7	6.9	4	4	KISC-FM AC	98.1 94kw	7	6	8	4	3	2	76	Silverado	MMR
5.4	4.6	4.1	5.1	6.6	5	5	KXLY-FM AC	99.9 37kw	3	—	12	10	8	6	59	Spokane Tele.	TOR
7.4	5.1	7.4	9.7	6.4	6	6	KEYF-A/F O'des	1050/101.1 50kw/100kw	5	7	10	5	4	3	62	Pourtales Holdings	MMR
5.1	6.1	6.4	6.2	5.9	7	7	KXLY-AM News/Talk	920 5kw	6	—	9	8	6	4	63	Spokane Tele.	TOR
4.8	6.5	4.3	5.1	4.8	8	8	KGA-AM News/Talk	1510 50kw	9	—	11	12	9	7	72	Citadel	MCG
6.1	7.7	4.3	6.6	4.5	9	9	KNFR-FM Country	95.1 56kw	8	9	6	7	7	8	61	Silverado	MMR
4.6	3.5	4.4	4.8	4.3	10	10	KCDA-FM Country	103.1 2.37kw	14	—	13	13	12	9	111	Rook	MMR



12+ POPULATION: 390,300 (Black: 7.5%; Hispanic: N/A)

FALL '94	SPRING '95	FALL '95	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
7.3	6.6	9.8	1	WGNE-FM Country	98.1 100kw	1	6	1	1	1	2	88	Multi-Market	BAN
11.1	9.7	9.5	2	WMGF-FM AC	107.7 100kw	2	8	10	5	4	1	89	Paxson	BAN
4.0	5.5	6.9	3	WWKA-FM Country	92.3 100kw	3	10	8	3	3	4	83	NewCity	KATZ
5.7	7.0	5.5	4	WOCL-FM Oldies	105.9 100kw	5	—	14	8	5	3	71	American Media	CHR
4.8	5.3	5.4	5	WROD-AM Nostalgia	1340 1kw	13	—	—	—	17	9	106	LaPaz	REG
3.5	3.1	4.9	6	WHTQ-FM Rock	96.5 100kw	8	—	3	2	2	6	76	Granum	EAST
3.6	4.1	4.6	7	WFKS-FM CHR/Pop	99.9 100kw	4	3	4	4	6	8	58	Osborn	MCG
4.5	5.9	4.6	7	WJHM-FM Urban	101.9 28kw	10	1	5	10	12	12	73	Beasley	D&R
4.2	4.5	4.1	9	WTKS-FM Talk	104.1 100kw	11	—	7	6	8	7	69	Press Br.	MCG
3.8	2.8	3.8	10	WNDB-A/F News/Talk	1150/95.7 1kw/25kw	12	—	13	14	13	11	67	Root Com.	TOR
5.0	5.5	3.8	10	WOMX-FM Hot AC	105.1 100kw	7	—	12	7	7	5	57	Nationwide	MCG

◆ See Website Directory.

12+ POPULATION: 389,300 (Black: N/A; Hispanic: N/A)

FALL '94	SPRING '95	FALL '95	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
33.2	31.0	31.5	1	WXBQ-FM Country	96.9 67kw	1	1	1	1	1	1	110	Bristol	CHR
12.6	11.4	9.3	2	WTFM-FM AC	98.5 74kw	2	2	3	3	3	2	62	Glenwood	EAST
10.0	12.6	7.8	3	WQUT-FM Classic Rock	101.5 100kw	3	4	2	2	2	4	60	Bloomington	KATZ
2.9	4.1	4.8	4	WJCW-AM Talk	910 5(1)kw	4	—	5	6	6	7	63	Bloomington	KATZ
1.9	3.6	4.5	5	WKOS-FM Oldies	104.9 2.75kw	6	7	13	5	4	3	67	Bloomington	KATZ
7.1	6.0	4.2	6	WAEZ-FM AC	99.3 3.8kw	5	5	6	4	5	5	56	Tri-City Br.	—
2.6	2.8	3.0	7	WKPT-AM Nostalgia	1400 1kw	12	—	—	20	15	8	95	Glenwood	EAST
0.0	0.3	2.8	8	WMCH-AM Religious	1260 1kw	21	—	—	22	8	6	177	Wallace Br.	—
2.4	1.0	2.5	9	WGOC-AM Country	640 10kw	7	—	7	12	7	9	63	J.T. Parker Br.	TNS
1.0	1.7	1.8	10	WXBQ-AM Talk	980 5(1)kw	8	—	—	13	13	10	52	Bristol	CHR
0.0	0.3	1.8	10	WXIS-FM CHR/Pop	103.9 3kw	14	8	4	7	18	—	68	WEMB, Inc.	MSS

12+ POPULATION: 389,300 (Black: 12.6%; Hispanic: N/A)

FALL '94	SPRING '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
4.6	4.1	7.2	1	WWYZ-FM Country	92.5 17kw	8	14	7	3	2	1	101	WWYZ, Inc.	BAN
8.1	8.1	6.7	2	WPLR-FM Rock	99.1 14.1kw	2	7	1	1	1	7	67	Multi-Market	D&R
8.9	6.9	6.1	3	WEZN-FM AC	99.9 27.5kw	4	9	4	4	6	3	67	NewCity	KATZ
5.9	6.9	5.8	4	WKCI-FM CHR/Pop	101.3 10kw	1	4	2	2	3	6	48	Clear Channel	CCRS
6.7	5.8	5.4	5	WELI-AM Full Service	960 5kw	3	—	21	17	14	5	58	Clear Channel	CCRS
4.9	5.1	4.6	6	WFAN-AM Sports	660 50kw	6	11	12	8	8	4	57	Infinity	IRS
5.6	5.5	4.4	7	WDRC-FM Oldies	102.9 19.5kw	7	8	17	9	4	2	61	Buckley	MCG
4.0	5.0	4.4	7	WYBC-FM <sup>1</sup> Urban/AC	94.3 1.7kw	11	5	3	6	7	13	69	Yale Br.	D&R
2.5	3.3	4.1	9	WEBE-FM <sup>2</sup> AC	107.9 50kw	13	—	5	5	5	8	69	M.L. Media Partners	BAN
2.2	3.8	3.3	10	WZMX-FM Oldies	93.7 21.kw	10	15	10	7	9	10	48	Amer. Radio Sys.	KATZ

<sup>1</sup> Operates with a Joint Sales Agreement with Multi-Market. <sup>2</sup> Operates under an LMA with Fairfield Communications ♦ See Website Directory

12+ POPULATION: 385,300 (Black: N/A; Hispanic: N/A)

FALL '94	SPRING '95	FALL '95	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
9.7	9.4	9.8	1	WMMB-AM Nostalgia	1240 1kw	8	—	23	17	16	4	131	City Br.	TOR
7.6	9.9	8.2	2	WWKA-FM Country	92.3 100kw	1	4	4	2	3	1	70	NewCity	KATZ
4.3	4.9	5.7	3	WHTQ-FM Cl Rock	96.5 100kw	5	—	1	1	1	6	68	TK	EAST
5.9	6.0	5.5	4	WLRO-FM AC	99.3 50kw	6	—	8	5	2	2	67	Superior	EAST
7.1	6.5	5.2	5	WJRR-FM Rock	101.1 100kw	4	1	1	4	8	12	59	Paxson	BAN
4.4	4.7	5.1	6	WOMX-FM Hot AC	105.1 100kw	3	8	5	3	4	7	55	Nationwide	MCG
5.4	4.5	4.9	7	WHKR-FM Country	102.7 50kw	9	6	10	8	6	3	69	Roper	EAST
3.3	3.9	4.2	8	WTKS-FM Talk	104.1 100kw	10	—	7	6	5	8	62	Press Br	MCG
6.2	5.7	3.9	9	WAOA-FM CHR/Pop	107.1 100kw	2	2	6	9	10	13	39	Silicon East	TOR
2.6	5.0	3.4	10	WDIZ-FM Rock	100.3 100kw	7	5	3	7	9	20	43	Shamrock Com	MMR
3.8	3.2	3.4	10	WMGF-FM AC	107.7 100kw	11	7	15	13	11	9	64	Paxson	BAN

12+ POPULATION: 384,000 (Black: 25.9%; Hispanic: N/A)

FALL '94	SPRING '95	FALL '95	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
13.5	13.8	11.0	1	<b>KXKC-FM</b> Country	99.1 100kw	2	3	2	2	1	1	84	Donald Bonin	KATZ
8.0	10.6	10.2	2	<b>KSMB-FM</b> ♦ CHR/Pop	94.5 100kw	1	1	1	1	1	8	69	Media Properties	BAN
6.6	5.7	6.9	3	<b>KMDL-FM</b> Country	97.3 42kw	3	8	3	4	4	4	64	M A Broadcasting	BAN
6.6	6.9	6.7	4	<b>KTDY-FM</b> AC	99.9 100kw	4	11	5	3	2	2	79	Com. Corp.	CHR
6.5	5.8	6.0	5	<b>KJCB-AM</b> Urban	770 1(.5)kw	8	7	7	6	5	3	92	R&M Broadcasting	K&P
6.9	6.3	5.5	6	<b>KFXZ-FM</b> Urban	106.3 2.6kw	7	4	6	5	7	7	77	Citywide	D&R
2.5	4.2	5.5	6	<b>KNEK-FM</b> Urban	104.7 25kw	6	2	4	7	11	14	76	Dee Br.	K&P
6.5	4.5	5.4	8	<b>WYNK-FM</b> Country	101.5 100kw	5	13	11	11	6	5	63	Narragansett	TOR
3.0	3.5	3.7	9	<b>KPEL-A/F</b> News/Talk	1420/107.7 1kw/6kw	9	—	15	12	10	6	57	Com. Corp.	CHR
3.2	3.1	3.7	9	<b>WTGE-FM</b> ♦ Rock	100.7 100kw	11	5	9	8	12	13	66	Vetter	EAST

♦ See Website Directory.

12+ POPULATION: 382,400 (Black: N/A; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP. FIRM
9.5	3.0	12.0	9.1	12.2	1	<b>KKCS-A/F</b> Country	1460/101.9 5(.5)kw/79kw	2	4	1	1	1	1	98	Walton Stations	TOR
7.2	9.3	9.7	8.2	8.6	2	<b>KKFM-FM</b> Classic Rock	98.1 71kw	3	6	4	2	2	2	81	Citadel	MCG
10.2	9.1	9.2	8.0	8.4	3	<b>KKMG-FM</b> CHR/Pop	98.9 70kw	1	1	2	3	9	11	57	Citadel	CHR
8.2	5.9	5.6	8.0	6.1	4	<b>KILO-FM</b> Rock	94.3 83kw	5	2	3	4	8	15	69	Bahakel	EAST
7.0	4.0	5.1	4.6	5.9	5	<b>KKLI-FM</b> ♦ AC	106.3 1.6kw	8	9	7	6	3	3	67	Tippie	D&R
6.5	6.4	6.9	6.6	5.9	5	<b>KVOR-AM</b> News/Talk	1300 5(1)kw	6	—	15	10	7	4	67	Pourtales Holdings	KATZ
6.5	5.6	5.1	4.1	5.9	5	<b>KVUU-FM</b> Hot AC	99.9 68kw	4	5	5	5	4	7	57	Pourtales Holdings	KATZ
7.3	5.9	5.6	6.2	5.2	8	<b>KSPZ-FM</b> Oldies	92.9 72kw	7	3	10	7	5	5	63	Pourtales Holdings	KATZ
4.2	4.0	3.6	4.6	4.2	9	<b>KOA-AM</b> Talk	850 50kw	10	—	16	11	6	6	59	Jacor	EAST
4.7	4.0	3.6	3.0	3.5	10	<b>KRDO-FM</b> AC	95.1 96kw	9	11	8	8	10	9	48	Pikes Peak Br.	D&R

♦ See Website Directory.

12+ POPULATION: 381,800 (Black: N/A; Hispanic: N/A)

FALL '94	SPRING '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
8.6	10.1	13.1	1	WQHK-FM Country	105.1 13.5kw	1	3	1	1	1	1	93	Federated	CHR
7.2	7.0	8.7	2	WBYP-FM ♦ Classic Rock	98.9 50kw	4	5	2	2	2	6	85	Regional Radio	EAST
10.1	6.3	8.2	3	WBTU-FM Country	93.3 50kw	5	4	5	4	4	2	83	Regional Radio	EAST
9.9	11.5	7.0	4	WAJI-FM ♦ AC	95.1 39kw	2	8	4	3	3	4	66	Sarkes Tarzian	KATZ
6.6	5.4	7.0	4	WOWO-AM Full Service	1190 50kw	3	7	13	12	8	5	68	Inner City	KATZ
2.2	1.7	5.2	6	WEJE-FM 1 Alternative	96.3 6.7kw	10	2	3	5	9	15	77	Kovas Com.	—
6.6	4.3	4.9	7	WDJB-FM CHR/Pop	106.3 3kw	6	1	8	11	15	14	52	RIP Inc.	BAN
5.8	5.4	4.9	7	WLDE-FM ♦ Oldies	101.7 3kw	8	—	12	7	5	3	56	Sarkes Tarzian	KATZ
1.9	7.2	4.1	9	WFVI-FM Classic Rock	92.3 2.7kw	9	—	7	6	6	7	54	Edgewater Radio	TOR
2.7	3.1	3.6	10	WMRI-FM Country	106.9 50kw	13	—	—	15	14	8	88	Bomar Br.	—

1 Was WKQM-FM until November. ♦ See Website Directory.

12+ POPULATION: 380,600 (Black: 12.7%; Hispanic: N/A)

FALL '94	WINTER '95	SPRING '95	SUMMER '95	FALL '95	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	AVG. MINS. LISTENED	OWNER	NATIONAL REP FIRM
20.5	22.9	20.2	19.5	22.8	1	WUSY-FM Country	100.7 100kw	1	2	1	1	1	1	107	Colonial	KATZ
8.8	9.8	9.6	10.4	10.4	2	WDEF-FM AC	92.3 100kw	2	—	4	3	3	2	84	Park	EAST
7.6	7.1	9.2	9.9	7.6	3	WSKZ-FM Rock	106.5 100kw	3	7	2	2	2	3	73	Radio Chattanooga	CHR
9.3	6.6	5.8	6.9	7.1	4	WJTT-FM Urban	94.3 3kw	6	3	3	4	4	4	110	Jettcom	D&R
1.9	5.0	5.3	3.8	5.0	5	WZST-FM CHR/Pop	98.1 1kw	4	1	5	7	11	18	60	Wicks Radio Group	—
4.5	4.5	4.1	4.3	4.0	6	WDOO-FM Country	96.5 100kw	5	5	8	10	9	8	52	Bahakel	BAN
2.9	3.1	3.1	3.5	3.6	7	WNOO-AM Religious	1260 5kw	14	—	—	13	12	7	135	Pye	BAN
4.5	4.0	4.6	3.0	3.3	8	WLMX-FM AC	105.5 1.55kw	7	—	9	6	5	6	55	Wicks Radio Group	MCG
3.9	2.1	2.4	3.3	3.3	8	WOGT-FM ♦ Oldies	107.9 2.65kw	8	6	13	8	7	5	59	Radio Chattanooga	CHR
3.0	2.3	1.4	2.6	3.1	10	WFXS-FM Rock	102.3 6kw	10	—	6	5	6	9	75	Pye	BAN

♦ See Website Directory

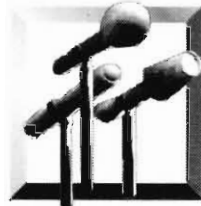
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DIRECTORY CONTENTS



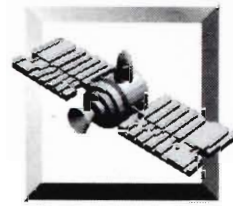
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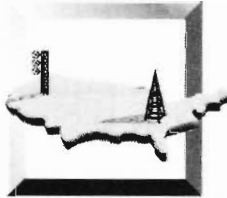
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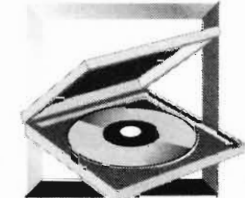
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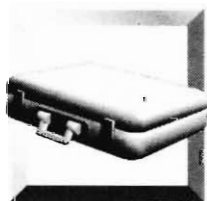
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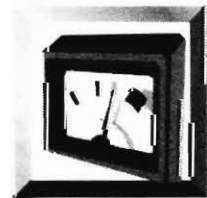
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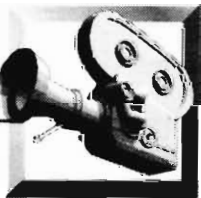
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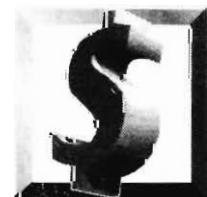
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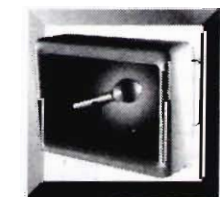
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