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SPECIAL SUPPLEMENT
VOLUME 2/1997



RATINGS REPORT & DIRECTORY

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and Top 100 market profiles

■ More than 3000 radio- and
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*“With a lot of luck
The Old Research Factory
got my ratings to where
they are today.*

*But, that’s no longer
good enough.*

I just got bought.

*My new owner knows there’s
a lot of upside. Knows my ratings
performance can be improved.
Otherwise I was a No buy.*

*To win at the next level, I had one
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upgrade to a new way of winning
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from The Old Research Factory.*

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*I upgraded my research and
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I can depend on to help me win
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Numbers following market listings indicate metro rank in the Spring '97 ratings period.



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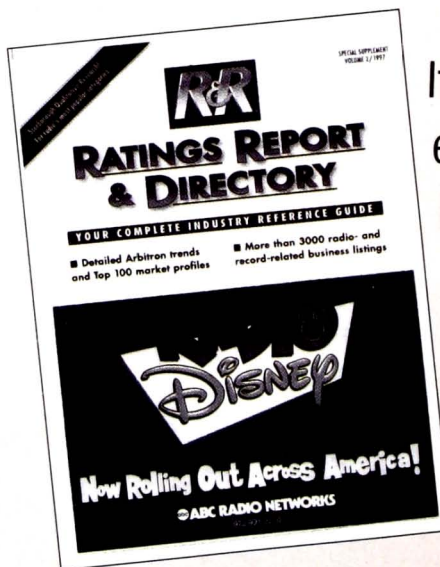
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The R&R "Ratings Report & Directory," Vol. 2, '97 is published by Radio & Records Inc., 10100 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90067. All reasonable care has been taken but no responsibility is assumed for errors and omissions. Nothing may be reproduced in whole or in part without written permission from the publisher. Printed in USA.

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When you deal with INXSYS, you deal with a company that has it all in-house; technical computer operations, program research and development, audience research, software programming services, and on-air creative and promotional services. Our competitors continue to use outside services and telecom resellers which not only make service more laborious, but more expensive. Where are these expenses taken from? Your bottom-line.

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“RADIODATE really works! Two couples have already set the date! RADIODATE has created top-of-mind awareness for the station. It's great to make money on something that doesn't cost us anything.”

Steve Lewis - Program Director
 WKSF - Asheville, NC

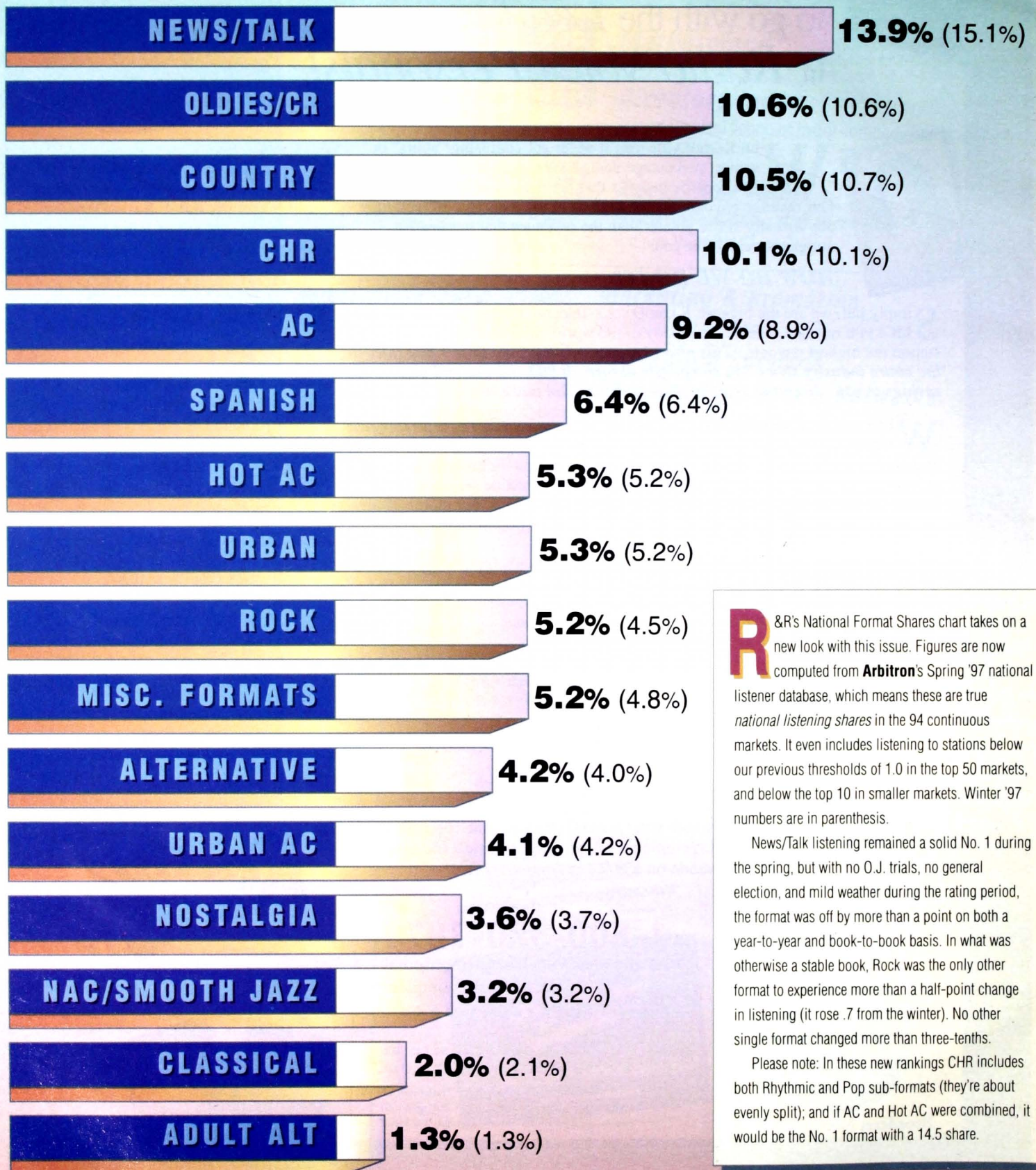
“RADIODATE is great. We tie it in with our internet site and the results have been terrific! RADIODATE understands radio's challenges and they work with us closely to make it all happen.”

Rodney Whitaker
 Director of Internet Services
 ARS - San Jose, CA

“RADIODATE IS LIKE NEW-FOUND MONEY, it has excellent pay-off and is like Christmas every month.”

Chuck Dunaway
 General Manager
 KSYN FM - Joplin, MO

NATIONAL FORMAT SHARES



R&R's National Format Shares chart takes on a new look with this issue. Figures are now computed from Arbitron's Spring '97 national listener database, which means these are true *national listening shares* in the 94 continuous markets. It even includes listening to stations below our previous thresholds of 1.0 in the top 50 markets, and below the top 10 in smaller markets. Winter '97 numbers are in parenthesis.

News/Talk listening remained a solid No. 1 during the spring, but with no O.J. trials, no general election, and mild weather during the rating period, the format was off by more than a point on both a year-to-year and book-to-book basis. In what was otherwise a stable book, Rock was the only other format to experience more than a half-point change in listening (it rose .7 from the winter). No other single format changed more than three-tenths.

Please note: In these new rankings CHR includes both Rhythmic and Pop sub-formats (they're about evenly split); and if AC and Hot AC were combined, it would be the No. 1 format with a 14.5 share.

It's for you!



It may be a client, a friend, or sweetheart.

It might be a big order, a crisis, or an invitation.

Curiosity is just one reason the **telephone** is so powerful.

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Why wait to put telemarketing to work for your station?



Average Quarter-Hour



1. WXBQ-FM/Johnson City-Kingsport (Country)	24.5
2. WIVK-FM/Knoxville (Country)	24.2
3. WUSY-FM/Chattanooga (Country)	23.0
4. WRNS-AM & FM/Greenville-New Bern (Country)	16.7
5. WWDM-FM/Columbia, SC (Urban)	16.6
6. KPRR-FM/El Paso (CHR/Rhythmic)	15.6
6. WDUV-FM/Sarasota-Bradenton (B/EZ)	15.6
8. WIKS-FM/Greenville-New Bern (Urban AC)	15.0
9. KBNA-AM & FM/El Paso (Spanish AC)	14.7
10. KUZZ-AM & FM/Bakersfield (Country)	14.5
11. KGBT-AM & FM/McAllen (Regional Mexican) ...	14.4
12. WAMZ-FM/Louisville (Country)	13.9
13. WSIX-FM/Nashville (Country)	13.8
14. WKKO-FM/Toledo (Country)	13.7
14. KDKA-AM/Pittsburgh (News/Talk)	13.7
16. WAEB-FM/Allentown-Bethlehem (CHR/Pop)	13.6
17. KIIM-FM/Tucson (Country)	13.5
18. KBFM-FM/McAllen-Brownsville (CHR/Pop)	13.0
19. WKHK-FM/Richmond (Country)	12.9
20. WHKO-FM/Dayton (Country)	12.8
20. WQUT-FM/Johnson City-Kingsport (Cl. Rock)	12.8
22. KXXY-FM/Oklahoma City (Country)	12.7
23. WFMS-FM/Indianapolis (Country)	12.5
23. WZZK-AM & FM/Birmingham (Country)	12.5
25. WQHK-FM/Ft. Wayne (Country)	12.3

Cume



1. WKTU-FM/New York (CHR/Rhythmic)	2,175,900
2. WHTZ-FM/New York (CHR/Pop)	2,075,700
3. WINS-AM/New York (News)	2,080,700
4. WLTW-FM/New York (AC)	2,056,900
5. WQHT-FM/New York (CHR/Rhythmic)	1,976,500
6. WCBS-FM/New York (Oldies)	1,724,300
7. WCBS-AM/New York (News)	1,717,800
8. WXRK-FM/New York (Alternative)	1,684,900
9. WRKS-FM/New York (Urban AC)	1,588,900
10. KPWR-FM/Los Angeles (CHR/Rhythmic) .	1,539,100
11. KIIS-FM/Los Angeles (CHR/Pop)	1,522,900
12. WPLJ-FM/New York (Hot AC)	1,461,300
13. KRTH-FM/Los Angeles (Oldies)	1,433,700
14. KLVE-FM/Los Angeles (Spanish AC)	1,290,700
15. WQCD-FM/New York (NAC)	1,251,400
16. WSKQ-FM/New York (Tropical)	1,220,900
17. WFAN-AM/New York (Sports)	1,220,600
18. KOST-FM/Los Angeles (AC)	1,190,000
19. WBLS-FM/New York (Urban)	1,181,400
20. WABC-AM/New York (Talk)	1,177,700
21. KYW-AM/Philadelphia (News)	1,141,600
22. WBBM-FM/Chicago (CHR/Rhythmic)	1,128,600
23. KROQ-FM/Los Angeles (Alternative)	1,120,600
24. KKBT-FM/Los Angeles (Urban)	1,103,000
25. WOR-AM/New York (Talk)	1,073,600

National All-Format

Average Quarter-Hour



1. KAEP-FM/Spokane	6.5
2. WDOE-FM/Chattanooga	6.1
3. WHPT-FM/Sarasota-Bradenton	4.8
4. KTCJ & KTCZ/Minneapolis-St. Paul	4.6
5. KBCO-FM/Denver-Boulder	4.5
6. KPIG-FM/Monterey-Salinas	4.0
7. KGSR-FM/Austin	3.9
7. WVRV-FM/St. Louis	3.9
7. WHPT-FM/Tampa-St. Petersburg	3.9
10. KINK-FM/Portland, OR	3.5
10. KUMT-FM/Salt Lake City-Ogden-Provo	3.5

Cume



1. WXRT-FM/Chicago	525,400
2. KFFG & KFOG/San Francisco	469,200
3. WBOS-FM/Boston	346,600
4. KTCJ & KTCZ/Minneapolis-St. Paul	303,700
5. WVRV-FM/St. Louis	274,200
6. KMTT-FM/Seattle-Tacoma	244,200
7. KXPK-FM/Denver-Boulder	212,300
8. CIDR-FM/Detroit	209,000
9. WHPT-FM/Tampa-St. Petersburg	198,000
10. KKZN-FM/Dallas-Ft. Worth	187,000

Adult Alt.

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At INXSYS Broadcast Networks, our goal is to develop and perfect innovative integrated communications systems that will produce substantial non-traditional revenue for our radio clients.

Since we introduced RADIODATE, the most advanced and user-friendly interactive voice personals system, we have delivered major success for our radio clients. In terms of the highest non-traditional revenue, enhanced top-of-mind awareness and off-air promotional opportunities, RADIODATE has no equal. Today, RADIODATE is the only voice personals system available both by phone and on the Internet!

Today, with almost 400 radio clients from coast to coast and internationally, RADIODATE is the largest producer of non-traditional revenue in the radio voice personals business. *But that is only the beginning...*



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A way to take advertising dollars away from newspapers

How long has your station been competing with newspapers? It seems like forever. Finally there is a simple, practical and highly profitable way for your radio station to take a big bite out of the newspapers classified business. INXSYS has developed a new innovative program that will finally enable you to compete for a healthy chunk of the newspapers classified advertising market.

RADIO NET CLASSIFIEDS ARE EQUAL OPPORTUNITY CLASSIFIEDS – BY NET OR BY PHONE, EVERY ONE OF YOUR LISTENERS HAS INSTANT ACCESS.

Your RADIO NET Classifieds system is available to every listener as the system is accessible by telephone via a local dial-up or on the Internet. The Internet page can either be hyperlinked to your current Internet site or exist as a stand-alone site. If you do not currently have a web site, INXSYS will produce one for you **at absolutely no cost.**

THIS IS AN INCREDIBLE NEW OPPORTUNITY YOU CAN'T AFFORD TO MISS.



Remember all of those times you've sat in your car or even been in your bathroom and heard a commercial, then wished you had a pen to write down the information? Missing that important message has happened to all of us, many times.

Now your advertiser's customers can recall that ad whenever they want, wherever they are! RADIO RECALL from INXSYS, is a new state-of-the-art telecommunications system that integrates interactive telephone technology with marketing logic to make radio advertising more effective. It's a service that you can additionally charge your advertisers for...*and they'll be glad to pay for this enhancement to their advertising.*



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Average Quarter-Hour



1. WRCH-FM/Hartford-New Britain	12.2
2. WJXB-FM/Knoxville	11.7
3. KSSK-FM/Honolulu	11.0
4. WJBR-FM/Wilmington, DE	10.7
5. WMAS-FM/Springfield, MA	9.4
6. KMXZ-FM/Tucson	9.3
7. WTFM-FM/Johnson City-Kingsport	9.2
8. WMMX-FM/Dayton (Hot AC)	9.1
9. WAJI-FM/Ft. Wayne	9.0
10. WLEV-FM/Allentown-Bethlehem	8.9

AC

Cume



1. WLTW-FM/New York	2,056,900
2. WPLJ-FM/New York (Hot AC)	1,461,300
3. KOST-FM/Los Angeles	1,190,000
4. KYSR-FM/Los Angeles (Hot AC)	1,045,800
5. KBIG-FM/Los Angeles	957,500
6. WDBZ-FM/New York*	953,400
7. WLIT-FM/Chicago	869,200
8. WTMX-FM/Chicago (Hot AC)	742,800
9. WLUP-FM/Chicago (Hot AC)**	679,400
10. WKQI-FM/Detroit (Hot AC)	637,200

*Became WNSR-FM in August.

**Switched to Rock format in late July.

Average Quarter-Hour



1. WQBJ & WQBK-FM/Albany-Schectady-Troy	7.1
2. KMYZ-FM/Tulsa	6.6
3. WGRD-FM/Grand Rapids	5.9
4. WBCN-FM/Boston	5.8
5. WJST-FM/Ft. Myers	5.7
6. KFMA-FM/Tucson	5.6
7. KPNT-FM/St. Louis	5.4
8. WPLA-FM/Jacksonville	5.2
9. KKDM-FM/Des Moines	5.1
9. KXTE-FM/Las Vegas	5.1
9. WNVE-FM/Rochester, NY	5.1

Alternative

Cume



1. WXRK-FM/New York	1,684,900
2. KROQ-FM/Los Angeles	1,120,600
3. WKQX-FM/Chicago	965,300
4. WBCN-FM/Boston	565,500
5. KLYY-FM/Los Angeles	519,600
6. WPLY-FM/Philadelphia	496,100
7. WHYT-FM/Detroit*	453,300
8. KITS-FM/San Francisco	447,000
9. WNNX-FM/Atlanta	438,500
10. KDGE-FM/Dallas-Ft. Worth	423,700

*Changed calls to WPLT-FM in mid-July.

Average Quarter-Hour



1. KPRR-FM/El Paso (CHR/Rhythmic)	15.6
2. WAEB-FM/Allentown-Bethlehem (CHR/Pop)	13.6
3. KBFM-FM/McAllen-Brownsville (CHR/Pop)	13.0
4. WKRZ & WKRF-FM/Wilkes Barre (CHR/Pop)	12.0
5. WNNK-FM/Harrisburg-Lebanon (CHR/Pop)	11.1
6. KKMG-FM/Colorado Springs (CHR/Pop)	10.3
7. WERQ-FM/Baltimore (CHR/Pop)	10.0
8. KTFM-FM/San Antonio (CHR/Rhythmic)	9.9
9. KIKI-FM/Honolulu (CHR/Rhythmic)	9.8
10. KKXX-FM/Bakersfield (CHR/Rhythmic)	9.7

CHR

Cume



1. WKTU-FM/New York (CHR/Rhythmic)	2,175,900
2. WHTZ-FM/New York (CHR/Pop)	2,075,700
3. WQHT-FM/New York (CHR/Rhythmic)	1,976,500
4. KPWR-FM/Los Angeles (CHR/Rhythmic)	1,539,100
5. KIIS-FM/Los Angeles (CHR/Pop)	1,522,900
6. WBBM-FM/Chicago (CHR/Rhythmic)	1,128,600
7. KRBE-FM/Houston-Galveston (CHR/Pop)	762,100
8. KHKS-FM/Dallas-Ft. Worth (CHR/Pop)	733,900
9. KIBB-FM/Los Angeles (CHR/Rhythmic)	699,300
10. WXKS-FM/Boston (CHR/Pop)	669,500



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Average Quarter-Hour



1. WCRB-FM/Boston	4.4
2. KING-FM/Seattle-Tacoma	4.3
3. WGMS-FM/Washington, DC	4.1
4. KBOQ-FM/Monterey-Salinas	3.1
4. WTMI-FM/Miami-Ft. Lauderdale	3.1
6. WQRS-FM/Detroit	2.9
6. WQXR-FM/New York	2.9
8. WRR-FM/Dallas-Ft. Worth	2.8
9. KFUD-FM/St. Louis	2.7
10. KXTR-FM/Kansas City	2.6
10. WFLN-FM/Philadelphia	2.6

Classical

Cume



1. WQXR-FM/New York	910,500
2. KKGQ-FM/Los Angeles	522,600
3. WCRB-FM/Boston	362,900
4. KDFC-FM/San Francisco	362,100
5. WNIB-FM/Chicago	334,300
6. WGMS-FM/Washington, DC	324,500
7. WFLN-FM/Philadelphia	303,000
8. WFMT-FM/Chicago	302,000
9. WQRS-FM/Detroit	294,200
10. WRR-FM/Dallas-Ft. Worth	263,700

Average Quarter-Hour



1. WXBQ-FM/Johnson City-Kingsport	24.5
2. WIVK-FM/Knoxville	24.2
3. WUSY-FM/Chattanooga	23.0
4. WRNS-AM & FM/Greenville-New Bern	16.7
5. KUZZ-AM & FM/Bakersfield	14.5
6. WAMZ-FM/Louisville	13.9
7. WSIX-FM/Nashville	13.8
8. WKKO-FM/Toledo	13.7
9. KIIM-FM/Tucson	13.5
10. WKHK-FM/Richmond	12.9

Country

Cume



1. WUSN-FM/Chicago	621,900
2. KZLA-FM/Los Angeles	591,200
3. KSCS-FM/Dallas-Ft. Worth	535,900
4. WKHX-FM/Atlanta	479,700
5. KILT-FM/Houston-Galveston	479,200
6. WMZQ-FM/Washington, DC	403,600
7. WXTU-FM/Philadelphia	378,000
8. WWWW-FM/Detroit	374,000
9. WYCD-FM/Detroit	371,000
10. KKBQ-AM & FM/Houston-Galveston	361,200

Average Quarter-Hour



1. WJCD-FM/Norfolk-Virginia Beach	5.2
2. KSKX-FM/Colorado Springs	4.5
3. KSMI-FM/Bakersfield	4.3
4. WJZC-FM/Nashville	4.0
4. WLVE-FM/Miami-Ft. Lauderdale	4.0
6. WJJZ-FM/Philadelphia	3.9
6. WLOQ-FM/Orlando	3.9
6. WNUA-FM/Chicago	3.9
6. WNWV-FM/Cleveland	3.9
10. KCIY-FM/Kansas City	3.8
10. KHIH-FM/Denver-Boulder	3.8
10. WSMJ-FM/Richmond	3.8

NAC

Cume



1. WQCD-FM/New York	1,251,400
2. KTWV-FM/Los Angeles	854,500
3. WNUA-FM/Chicago	691,600
4. KKSF-FM/San Francisco	436,600
5. WJJZ-FM/Philadelphia	409,600
6. KBLX-FM/San Francisco	378,500
7. WVMV-FM/Detroit	324,500
8. WJZW-FM/Washington, DC	321,900
9. WLVE-FM/Miami-Ft. Lauderdale	306,600
10. KOAI-FM/Dallas-Ft. Worth	304,800

So... you want to know
the average **age** of your
diarykeepers,
where your listeners are
(by zip and by location),
how your **format** is
performing in your market,
and the strength
of your **P1** listeners.
Oh, and you'd like to see it
over a **five-book** period
...along with your
competitors' numbers.

Anything else?

The new Programmers Package from Arbitron

ARBITRON

Average Quarter-Hour



1. KDKA-AM/Pittsburgh (News/Talk) 13.7
2. WHAS-AM/Louisville (Full Service) 12.1
3. KMOX-AM/St. Louis (Talk) 11.8
4. WCCO-AM/Minneapolis-St. Paul (Full Service) .. 11.5
5. WTIC-AM/Hartford-Britain (News/Talk) 11.4
6. WHAM-AM/Rochester, NY (News/Talk) 10.7
7. KFBK-AM/Sacramento (News/Talk) 10.5
8. WHO-AM/Des Moines (News/Talk) 10.1
9. WLW-AM/Cincinnati (Full Service) 9.5
10. WGY-AM/Albany-Schenectady-Troy (News/Talk) . 9.3
10. WKBN-AM/Youngstown-Warren (Talk) 9.3

News/Talk

Cume



1. WINS-AM/New York (News) 2,080,700
2. WCBS-AM/New York (News) 1,717,800
3. WFAN-AM/New York (Sports) 1,220,600
4. WABC-AM/New York (Talk) 1,177,700
5. KYW-AM/Philadelphia (News) 1,141,600
6. WOR-AM/New York (Talk) 1,073,600
7. WBBM-AM/Chicago (News) 972,900
8. KFI-AM/Los Angeles (Talk) 944,500
9. KFWB-AM/Los Angeles (News) 898,900
10. WGN-AM/Chicago (Full Service) 879,700

Average Quarter-Hour



1. KJUL-FM/Las Vegas 8.8
2. WROD-AM/Daytona Beach 6.5
3. WLKW-AM/Providence-Warwick 6.3
4. WABY-AM & FM/Albany-Schectady 6.0
5. WECK-AM/Buffalo-Niagara Falls 5.9
6. WOKY-AM/Milwaukee-Racine 5.6
7. KAQQ-AM/Spokane 5.4
8. WKAP-AM/Allentown-Bethlehem 5.2
8. WRMR-AM/Cleveland 5.2
10. KOY-AM/Phoenix 5.1

Nostalgia

Cume



1. WQEW-AM/New York 606,100
2. KLAC-AM/Los Angeles 573,000
3. WGAY-FM/Washington, DC (MOR) 438,000
4. WPEN-AM/Philadelphia 315,600
5. KABL-AM/San Francisco 265,200
6. KOY-AM/Phoenix 204,500
7. WRMR-AM/Cleveland 171,500
8. WJAS-AM/Pittsburgh 162,400
9. KTRS-AM/St. Louis 148,100
10. WOKY-AM/Milwaukee-Racine 144,200

Average Quarter-Hour



1. WQUT-FM/Johnson City-Kingsport (Cl. Rock) 12.8
2. WLAV-FM/Grand Rapids (Cl. Rock) 11.6
3. WIMZ-FM/Knoxville (Cl. Rock) 11.2
4. WFBQ-FM/Indianapolis (Cl. Rock) 10.7
5. WODE-FM/Allentown-Bethlehem 10.0
6. KOMA-AM & FM/Oklahoma City 9.9
7. WGRF-FM/Buffalo-Niagara Falls (Cl. Rock) 9.6
8. KKZX-FM/Spokane (Cl. Rock) 9.5
9. WAQY-FM/Springfield, MA 9.2
10. KKFM-FM/Colorado Springs (Cl. Rock) 9.0

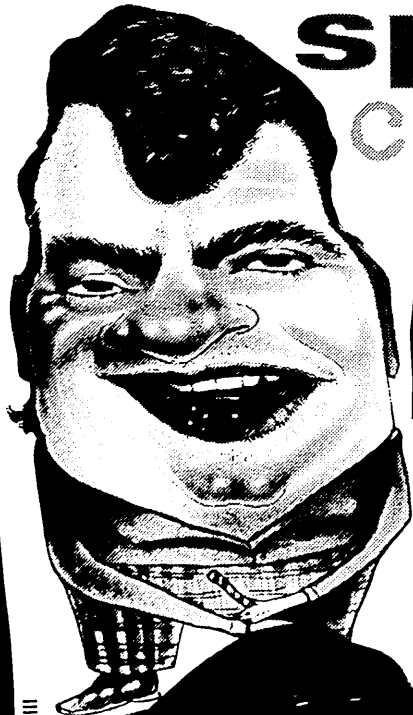
Oldies

Cume



1. WCBS-FM/New York 1,724,300
2. KRTH-FM/Los Angeles 1,433,700
3. WAXQ-FM/New York (Cl. Rock) 1,019,800
4. WNEW-FM/New York (Cl. Rock) 912,100
5. WJMK-FM/Chicago 884,400
6. KCBS-FM/Los Angeles (Cl. Hits) 836,600
7. WCKG-FM/Chicago 674,000
8. KFRC-AM & FM/San Francisco 662,100
9. WOMC-FM/Detroit 642,300
10. WOGL-FM/Philadelphia 639,300

We spend our weekend talking sports so you can spend yours listening



Jay Mariotti!
9am-1pm E.T.



Bob Berger &
Bruce Murray!
1pm-7pm E.T.

Larry Cotlar!
7pm-12am E.T.



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Game Previews • Updates • Scores • Live Reports • Interviews
One-On-One Sports Radio Network

847-509-1661

Average Quarter-Hour



1. KMJX-FM/Little Rock 11.2
2. KQRS-FM/Minneapolis-St. Paul 10.4
3. KLAQ-FM/El Paso 9.1
4. WDVE-FM/Pittsburgh 8.8
4. WROQ-FM/Greenville-Spartanburg 8.8
6. WFYV-FM/Jacksonville 8.6
7. KATT-FM/Oklahoma City 8.4
8. WSFL-FM/Greenville-New Bern 8.3
9. KEZO-FM/Omaha-Council Bluffs 8.2
9. WZZO-FM/Allentown-Bethlehem 8.2

Rock

Cume



1. KLOS-FM/Los Angeles 763,600
2. WYSP-FM/Philadelphia 701,000
3. WRCX-FM/Chicago 695,900
4. KQRS-FM/Minneapolis-St. Paul 580,100
5. WMMR-FM/Philadelphia 557,100
6. WRIF-FM/Detroit 500,400
7. WWDC-FM/Washington, DC 476,000
8. KEGL-FM/Dallas-Ft. Worth 452,100
9. WKLS-FM/Atlanta 398,800
10. WDVE-FM/Pittsburgh 397,800

Average Quarter-Hour



1. KBNA-AM & FM/El Paso (Spanish AC) 14.7
2. KGBT-AM & FM/McAllen (Regional Mexican) 14.4
3. KIWW-FM/McAllen-Brownsville (Tejano) 9.1
4. KKPS-FM/McAllen-Brownsville (Tejano) 7.7
5. KLVE-FM/Los Angeles (Spanish AC) 6.6
6. KXTN-FM/San Antonio (Tejano) 6.1
7. KLBN-FM/Fresno (Regional Mexican) 6.0
8. KROM-FM/San Antonio (Regional Mexican) 4.9
9. WAMR-FM/Miami-Ft. Lauderdale (Spanish AC) 4.6
10. KLOK-AM/San Jose (Regional Mexican) 4.4
10. KSCA-FM/Los Angeles (Regional Mexican) 4.4

Spanish

Cume



1. KLVE-FM/Los Angeles (Spanish AC) 1,290,700
2. WSKQ-FM/New York (Tropical) 1,220,900
3. WPAT-FM/New York (Spanish AC) 946,600
4. KSCA-FM/Los Angeles (Regional Mexican) 872,700
5. KLAX-FM/Los Angeles (Regional Mexican) 743,200
6. KBUA & KBUE/Los Angeles (Regional Mexican) 563,500
7. WADO-AM/New York (Spanish N/T) 471,800
8. KTNQ-AM/Los Angeles (Spanish N/T) 448,200
9. WOJO-FM/Chicago (Regional Mexican) .. 419,100
10. WRMA-FM/Miami (Spanish AC) 309,400

Average Quarter-Hour



1. WWDM-FM/Columbia, SC 16.6
2. WIKS-FM/Greenville-New Bern (Urban AC) 15.0
3. WQUE-FM/New Orleans 13.2
4. WJMZ-FM/Greenville-Spartanburg 12.5
5. WWWZ-FM/Charleston, SC 11.9
6. WHRK-FM/Memphis 11.8
7. WOWI-FM/Norfolk-Virginia Beach 11.5
8. WPEG-FM/Charlotte-Gastonia 11.0
9. WCDX-FM/Richmond 10.7
9. WVEE-FM/Atlanta 10.7

Urban

Cume



1. WRKS-FM/New York (Urban AC) 1,588,900
2. WBLS-FM/New York 1,181,400
3. KKBT-FM/Los Angeles 1,103,000
4. WGCI-FM/Chicago 845,100
5. WVAZ-FM/Chicago (Urban AC) 643,800
6. WJLB-FM/Detroit 627,500
7. WVEE-FM/Atlanta 590,900
8. WUSL-FM/Philadelphia 553,300
9. WKYS-FM/Washington, DC 523,200
10. KKDA-FM/Dallas-Ft. Worth 457,900



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The new AUDICY[®] was designed from the ground up to do what no other broadcast audio workstation has done: plug directly into the creative mind. Unlike complex workstations, it treats the editing process like an "inspiration with a deadline." If you've ever watched an editor sit down and try to read a manual under pressure, you'll understand why the new AUDICY is a study in "see it, get it, do it."

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CONSUMERS CONNECTED ONLINE

	Total 18+	AC		Active Rock		Adt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic	
	Comp %*	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index
Leisure Activities													
Bicycling	45	44	96	53	118	55	121	52	114	48	107	49	108
Bowling	29	28	99	37	128	33	114	38	130	38	131	38	132
Camping	24	24	100	21	85	31	130	28	118	24	99	24	100
Fishing	24	22	91	28	117	25	105	25	105	24	101	22	91
Free weights - circuit training	23	22	95	14	59	23	103	33	145	27	118	25	107
Gardening	54	59	110	46	86	55	102	45	83	48	90	48	89
Golf	24	22	92	27	114	28	118	30	124	25	104	23	95
Hiking - backpacking	21	21	99	28	133	27	129	26	125	22	104	24	114
In-line skating	14	14	100	24	171	22	160	23	162	20	142	22	160
Jogging - running	25	23	94	35	142	32	128	34	138	30	120	35	142
Other aerobic workouts	29	32	110	29	102	32	111	34	118	33	116	28	99
Power boating	16	16	104	20	128	17	108	17	108	18	113	14	91
Swimming	49	53	108	52	106	52	105	53	109	54	110	51	104
Tennis	17	17	100	27	162	24	140	22	132	22	130	23	138
Walking for exercise	66	68	104	53	81	66	100	58	89	64	98	60	92
Banking Services													
24-Hour teller card (ATM)	58	59	102	54	94	64	110	63	109	61	105	56	96
401-K plan	9	10	115	6	62	10	110	9	104	9	96	6	66
Auto loan	14	14	100	12	85	12	83	15	109	14	103	11	77
Certificates of Deposit (CDs)	9	9	98	12	130	9	97	7	80	9	92	8	81
Checking account that pays interest	43	43	100	39	91	41	95	42	97	39	92	37	85
Home equity loan	6	6	107	3	44	5	85	3	60	3	52	3	58
Home mortgage	17	18	110	9	53	15	90	14	86	16	95	12	71
IRA (Individual Retirement Account)	10	10	109	7	68	9	89	7	76	6	65	6	65
Money market account	9	10	110	8	83	10	107	7	75	7	72	7	78
Other checking account	37	37	102	34	93	40	109	38	104	39	107	36	98
Personal loan	6	7	110	7	107	4	72	6	95	6	102	3	56
Savings account	57	59	102	48	84	56	98	59	103	57	100	55	96
Cars Owned													
Acura	2	2	92	2	99	4	192	3	122	3	112	2	91
Audi	1	0	54	1	113	1	124	1	102	0	72	1	107
BMW	2	2	95	4	172	4	190	2	86	2	72	3	111
Buick	6	6	97	8	131	6	92	5	83	6	92	7	109
Cadillac	3	3	103	2	84	1	38	2	59	2	65	2	60
Chevrolet	23	23	98	25	109	19	82	22	95	25	106	23	100
Chrysler	3	3	99	3	85	3	79	3	88	3	80	3	85
Dodge	12	13	105	12	105	9	75	11	89	11	92	11	93
Eagle	1	1	117	1	174	1	157	1	142	1	164	0	35
Fiat	0	0	47	0	0	0	372	0	20	0	0	0	25
Ford	29	30	105	32	112	27	96	29	101	27	96	27	94
GMC	4	4	104	3	83	2	65	4	106	4	120	3	82
Geo	2	2	98	5	226	2	96	3	113	3	119	2	73
Honda	13	12	95	12	93	12	93	15	118	13	106	13	105
Hyundai	1	2	131	1	92	1	82	2	113	2	171	2	143
Infiniti	1	1	110	1	108	1	164	1	75	1	116	1	62
Isuzu	2	1	83	0	12	2	129	1	81	1	91	2	105
Jaguar	0	0	92	0	0	0	43	0	36	0	20	0	75
Jeep	6	6	110	6	110	8	138	6	103	6	103	4	76
Lexus	1	1	109	0	0	1	78	0	23	1	71	1	84
Lincoln	2	2	106	4	200	1	53	2	78	2	91	3	151
Mazda	7	6	89	4	58	7	111	8	116	7	110	6	93
Mercedes	3	3	109	6	212	4	157	2	69	2	74	3	122
Mercury	5	5	112	4	82	4	79	4	82	4	86	5	96
Mitsubishi	2	2	96	2	70	1	67	2	112	2	105	2	100
Nissan	10	10	102	12	123	10	101	12	122	11	113	13	128
Oldsmobile	6	6	107	3	56	7	109	6	93	7	115	8	132
Plymouth	6	7	111	7	118	4	66	5	81	6	100	5	85
Pontiac	7	7	94	6	83	6	83	8	112	9	123	6	86
Saab	1	1	87	1	134	2	198	1	134	1	91	1	156
Saturn	3	3	97	1	49	4	142	2	88	3	114	3	111
Subaru	2	2	95	2	92	2	93	1	68	1	67	1	61
Suzuki	0	0	114	0	0	0	91	1	152	1	138	1	118
Toyota	16	16	103	13	84	18	115	18	111	15	98	17	108
Volkswagen	3	3	99	2	70	3	92	3	88	2	78	3	107
Volvo	3	3	98	3	126	4	138	2	67	3	95	3	128

* = Composition



SCARBOROUGH QUALITATIVE RESEARCH

CONSUMERS CONNECTED ONLINE

Country		Hot AC		NAC/Smooth Jazz		News/Talk		Oldies		Rock		Spanish		Urban		Urban AC	
Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index
44	96	50	111	47	103	45	99	44	96	50	109	41	90	46	101	43	94
29	101	34	118	27	93	26	92	26	92	37	127	30	104	42	145	38	133
28	114	25	105	20	81	19	78	23	96	27	110	19	77	16	64	15	61
27	113	22	94	19	78	21	89	25	104	29	123	21	88	21	88	21	88
26	114	23	99	21	91	12	54	21	90	30	132	15	65	30	131	23	100
54	101	54	102	53	99	53	100	59	109	47	88	45	84	36	68	40	74
25	105	26	107	24	98	25	103	23	95	31	128	21	87	20	81	20	82
20	97	22	107	17	82	18	87	19	91	23	111	17	83	12	59	11	53
13	93	19	136	13	92	13	95	11	80	21	149	23	165	15	108	14	98
22	90	28	111	25	100	24	99	23	92	33	131	28	114	31	125	29	117
29	102	31	109	31	107	25	86	29	102	28	96	25	87	33	114	32	113
18	116	17	112	13	81	12	79	16	100	19	124	16	100	12	76	12	78
52	105	52	106	44	89	45	92	50	101	55	111	35	71	41	82	36	73
15	87	19	114	16	95	18	107	16	94	22	129	16	96	19	113	19	115
65	99	65	99	67	102	65	100	66	101	57	86	61	94	60	92	66	100
62	106	61	105	57	98	56	96	58	101	61	104	55	95	54	92	49	84
11	119	10	114	10	111	9	100	10	113	12	132	8	83	7	74	5	55
17	124	14	102	15	106	9	63	13	96	17	121	15	105	14	101	11	80
9	97	10	108	10	107	12	125	9	100	7	80	6	61	6	62	6	65
44	102	43	100	43	99	41	95	44	102	43	99	39	90	37	87	35	82
6	113	4	74	5	90	5	90	7	119	4	72	4	74	3	56	3	60
18	107	16	96	17	102	15	91	19	114	16	97	12	74	12	72	10	60
9	94	8	86	11	117	12	120	11	113	9	89	6	59	5	47	4	43
8	87	9	91	10	108	13	135	10	102	7	72	5	54	6	58	7	70
38	104	37	102	35	96	36	98	39	105	38	103	37	100	30	81	29	80
8	129	5	86	5	81	4	59	6	97	6	94	4	65	8	128	6	98
60	104	60	104	56	98	54	94	58	101	59	104	55	96	54	95	51	90
2	88	2	106	3	126	4	165	3	123	2	102	2	66	1	53	1	57
1	94	0	65	1	109	0	48	1	102	0	71	0	41	0	52	0	51
2	77	2	107	4	154	4	176	2	91	2	81	2	83	2	93	3	145
5	89	5	81	6	96	7	117	6	93	5	85	6	98	8	125	6	102
3	109	2	63	2	64	4	124	3	94	2	61	1	41	2	87	4	125
28	119	24	101	20	87	20	84	25	106	26	110	18	79	24	101	20	86
3	107	2	75	3	82	4	112	3	96	3	84	2	62	2	73	2	59
12	103	11	89	11	89	11	91	13	113	11	94	9	79	10	81	11	88
1	99	1	124	1	146	1	141	1	117	1	129	1	129	0	21	0	8
0	71	0	70	0	267	0	280	0	121	0	43	0	0	0	130	0	0
32	112	28	98	26	91	24	84	32	112	29	103	28	99	32	112	25	87
4	113	4	105	4	101	2	55	4	98	4	113	5	130	5	125	3	76
3	130	3	118	2	70	1	34	2	91	3	128	1	51	3	147	2	97
14	112	15	120	14	114	12	92	12	96	13	103	11	85	11	90	10	82
1	103	1	100	2	107	1	99	2	130	1	90	1	96	3	212	4	258
1	87	1	128	1	140	1	154	1	115	1	92	2	237	1	78	1	82
2	112	1	88	2	99	2	113	2	118	1	54	2	96	2	101	2	105
0	95	0	65	0	66	0	65	0	124	0	48	0	0	0	21	1	203
6	105	7	117	6	109	6	107	6	106	7	116	4	78	4	62	4	61
1	58	1	77	1	87	2	208	1	114	0	47	1	125	1	160	1	141
2	78	2	83	2	94	3	126	2	104	2	68	4	202	2	79	3	115
8	114	7	102	7	108	5	76	7	100	8	124	8	121	6	89	8	115
2	71	4	133	4	134	5	171	3	103	3	99	5	183	3	106	3	98
5	103	5	102	4	81	4	86	6	134	5	100	3	58	5	95	4	79
2	91	3	124	4	195	3	118	2	115	2	97	3	149	3	165	4	198
10	100	11	112	11	111	9	93	10	95	11	108	12	123	11	106	14	139
7	118	6	106	5	82	6	92	6	102	6	105	9	147	7	114	5	75
6	103	5	85	6	97	6	99	7	120	5	82	3	53	5	80	6	108
9	121	6	91	7	91	6	77	8	107	9	121	7	96	9	120	5	76
1	83	1	92	1	86	1	137	1	68	1	101	1	80	1	64	0	36
3	107	3	120	2	73	2	81	3	101	3	112	2	57	2	54	2	73
2	79	2	85	1	61	2	90	2	77	1	65	1	31	1	39	1	22
0	85	0	91	0	39	0	106	0	68	1	133	1	190	1	157	0	50
16	102	17	108	18	116	17	108	16	103	16	104	22	137	17	106	15	96
3	91	3	82	4	135	4	121	3	84	2	75	1	38	3	102	3	92
2	74	2	93	3	131	4	161	3	97	2	75	3	96	3	110	4	156

* = Composition

CONSUMERS WHO HAVE ATTENDED A MOVIE IN LAST THREE MONTHS

	Total 18+	AC		Active Rock		Adt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic	
	Comp % *	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index
Leisure Activities													
Bicycling	44	43	97	55	124	52	119	52	118	46	105	47	107
Bowling	34	34	100	54	155	38	111	46	133	45	130	42	120
Camping	23	25	108	31	137	34	152	30	134	26	114	21	95
Fishing	22	22	98	30	137	23	103	23	105	24	110	20	90
Free weights - circuit training	26	25	96	17	63	27	104	38	146	33	124	30	115
Gardening	45	50	113	40	89	48	107	35	79	41	91	32	71
Golf	22	21	93	34	151	25	110	29	128	22	99	18	80
Hiking - backpacking	19	20	103	27	137	31	159	28	145	20	103	22	112
In-line skating	14	14	100	33	232	19	138	25	175	20	142	23	160
Jogging - running	28	26	94	36	129	33	119	40	144	35	126	37	136
Other aerobic workouts	32	35	112	26	82	34	108	38	119	39	122	35	109
Power boating	13	14	106	21	160	18	138	16	126	16	125	11	85
Swimming	49	52	106	63	129	54	109	56	114	59	120	48	97
Tennis	17	18	106	34	206	22	131	26	156	22	134	21	124
Walking for exercise	70	73	105	55	79	73	104	61	87	67	96	62	88
Any leisure activities	97	98	101	99	102	96	99	98	101	98	101	97	100
Banking Services													
24-Hour teller card (ATM)	51	52	101	56	109	60	117	58	114	55	109	54	105
401-K plan	7	8	112	6	78	9	127	9	120	7	98	5	65
Auto loan	12	12	101	8	67	10	88	13	115	14	116	9	81
Certificates of Deposit (CDs)	9	9	104	10	111	7	78	7	77	8	87	5	56
Checking account that pays interest	37	37	100	42	112	35	94	35	96	35	93	31	83
Home equity loan	4	5	138	2	46	3	71	2	68	3	84	2	45
Home mortgage	12	14	120	8	63	13	107	11	91	12	101	6	52
IRA (Individual Retirement Account)	8	8	99	4	47	8	99	6	76	6	67	3	37
Money market account	8	8	101	9	114	9	114	6	69	5	66	4	46
Other checking account	35	37	104	34	97	39	112	38	108	38	109	31	89
Personal loan	6	7	112	4	71	6	108	6	110	7	122	4	72
Savings account	53	53	100	54	103	54	103	57	108	54	102	52	99
Cars Owned													
Acura	2	2	88	6	272	4	167	3	129	2	112	2	96
Audi	1	0	89	1	180	0	81	1	98	0	91	1	103
BMW	2	2	100	2	115	2	133	1	83	1	69	2	94
Buick	6	6	100	6	98	5	78	4	61	5	88	4	60
Cadillac	3	2	78	2	79	2	51	3	94	2	83	2	80
Chevrolet	23	24	104	22	97	19	82	24	103	28	120	25	109
Chrysler	3	4	120	3	112	3	113	2	74	3	99	1	33
Dodge	9	10	106	12	128	6	61	10	114	9	98	9	98
Eagle	1	1	110	3	313	1	137	0	49	1	144	1	72
Ford	25	27	106	33	130	26	103	27	110	27	109	25	98
GMC	3	3	107	3	83	2	54	3	100	4	118	2	55
Geo	2	2	117	4	224	2	105	3	163	2	117	2	90
Honda	12	11	93	12	106	12	105	14	119	12	99	14	121
Hyundai	1	1	105	3	272	1	113	1	114	2	135	1	118
Infiniti	1	1	95	1	124	1	121	1	67	1	112	0	59
Isuzu	1	1	71	3	262	2	167	1	89	2	156	2	205
Jeep	4	4	99	5	121	7	172	4	102	5	108	3	66
Lexus	1	1	100	0	36	1	90	0	44	1	78	1	64
Lincoln	2	2	113	0	4	1	65	2	97	2	115	2	129
Mazda	6	6	104	7	127	7	122	6	113	6	115	5	86
Mercedes	2	2	114	1	46	1	69	1	71	2	121	2	122
Mercury	5	5	102	5	112	4	77	5	102	4	97	4	79
Mitsubishi	2	2	110	3	132	2	91	2	101	2	118	2	92
Nissan	9	10	101	12	123	11	120	12	127	10	105	14	149
Oldsmobile	6	6	100	5	77	6	96	5	91	6	103	6	102
Plymouth	5	5	119	3	54	4	82	4	93	5	98	4	79
Pontiac	7	7	98	7	108	6	94	8	118	9	124	6	88
Saab	1	0	57	0	7	1	192	1	145	0	56	0	78
Saturn	2	2	72	3	145	4	193	2	119	2	116	2	88
Subaru	2	2	107	2	133	2	115	2	96	1	75	2	100
Suzuki	1	1	114	0	85	1	180	1	170	0	81	1	129
Toyota	15	15	97	18	121	18	118	17	116	15	99	16	106
Volkswagen	3	3	96	3	89	3	90	5	134	4	111	6	180
Volvo	2	2	114	4	198	3	146	2	93	2	84	2	109

* = Composition

CONSUMERS WHO HAVE ATTENDED A MOVIE IN LAST THREE MONTHS

Country		Hot AC		NAC/Smooth Jazz		News/Talk		Oldies		Rock		Spanish		Urban		Urban AC	
Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index
45	103	49	112	45	102	40	90	46	104	51	116	42	95	42	97	43	98
38	109	41	119	33	97	27	78	32	93	45	130	31	91	48	139	43	125
28	125	28	122	20	88	18	80	25	111	31	136	16	72	12	51	11	46
27	124	21	94	19	86	18	81	25	112	27	123	22	98	18	83	19	84
29	112	32	122	28	106	14	53	26	98	36	136	22	82	31	120	21	80
47	106	46	103	45	100	45	101	51	114	38	84	30	67	27	60	29	66
24	106	25	113	20	89	23	103	25	110	29	131	13	57	13	57	12	53
21	108	25	127	19	96	18	90	21	107	25	129	14	71	11	58	8	41
14	99	19	134	13	91	12	82	13	89	21	149	18	130	14	98	15	103
27	99	32	116	28	103	24	86	24	87	35	127	36	131	32	115	29	106
33	105	35	111	33	105	23	74	31	98	31	98	31	97	39	123	36	115
15	118	15	112	10	76	11	84	16	125	16	124	12	91	7	56	8	61
55	112	54	110	44	90	44	90	52	105	59	119	40	81	41	84	35	72
16	95	20	119	15	93	18	108	15	91	23	142	15	91	15	89	12	75
70	100	70	99	71	102	69	99	72	103	59	84	63	91	65	93	71	102
98	101	98	101	98	100	96	98	98	100	98	101	95	98	97	100	97	100
54	106	58	114	52	101	46	90	53	103	56	109	44	86	45	88	49	96
8	113	9	126	8	116	7	91	8	111	8	114	4	49	5	74	6	84
16	134	13	111	12	100	7	63	13	109	13	110	9	75	9	77	7	62
9	96	8	86	9	96	10	112	9	104	6	70	4	47	5	60	5	54
38	103	37	101	36	96	35	94	39	104	37	99	27	71	28	75	28	77
3	95	3	84	4	107	4	108	4	120	2	54	2	47	2	67	3	70
14	116	13	111	13	103	11	92	14	115	10	85	5	42	7	59	8	68
9	104	7	86	9	111	9	106	9	113	6	77	3	31	3	36	4	47
8	96	7	93	7	91	11	139	9	114	5	60	3	41	3	34	3	41
38	107	39	110	35	100	33	94	35	100	38	107	33	93	30	85	28	80
7	124	7	113	4	72	3	52	6	104	6	98	3	53	6	104	4	75
55	105	55	105	51	96	49	92	53	101	56	106	42	80	52	98	50	96
2	86	2	115	3	116	5	214	3	117	2	113	1	33	2	79	1	54
1	131	0	59	1	119	0	34	0	62	0	69	0	56	1	96	1	157
1	91	2	125	2	156	3	166	1	83	1	76	1	59	1	89	2	119
5	88	5	78	6	106	6	94	6	99	4	73	4	71	8	139	6	106
3	106	2	64	2	68	4	142	3	98	2	83	2	77	3	94	3	103
28	122	24	106	19	84	17	75	25	109	25	108	23	102	28	123	22	95
3	103	3	84	3	87	3	107	3	112	3	105	1	45	4	143	3	101
10	110	9	103	9	95	8	90	10	105	11	120	10	113	11	115	9	103
1	88	1	160	2	227	1	72	1	87	1	147	1	157	1	132	1	109
31	122	28	112	21	86	19	76	29	114	28	112	22	89	24	95	19	77
5	146	3	107	3	103	2	56	4	115	3	83	2	70	2	59	3	89
3	164	3	146	2	89	1	71	2	103	3	150	1	25	2	116	1	68
11	96	14	116	14	119	10	86	12	100	12	106	10	87	10	89	12	98
1	105	1	100	2	141	2	163	1	96	1	103	3	281	2	167	2	138
1	85	1	125	1	138	2	223	1	154	1	73	1	94	1	84	1	82
1	96	1	97	1	61	1	67	1	125	1	101	1	98	1	85	0	32
5	112	6	130	5	107	3	75	5	112	5	117	3	71	3	79	3	62
1	53	1	87	1	97	2	208	1	125	1	63	1	125	1	114	1	91
2	82	1	72	2	100	2	128	2	112	1	62	1	74	2	79	1	59
6	108	7	125	5	100	4	81	5	95	7	122	6	110	5	85	4	68
2	81	2	101	3	145	3	152	2	106	1	69	3	153	2	104	1	63
5	103	5	108	4	77	5	99	5	107	4	95	2	53	5	101	3	72
2	109	2	124	2	103	2	121	2	99	2	100	1	54	2	129	3	146
8	88	10	110	10	105	9	100	9	98	11	118	14	144	12	122	12	122
6	104	5	86	4	67	5	83	6	93	5	86	5	92	6	108	6	94
5	112	5	110	6	123	6	123	6	129	5	106	3	67	4	81	5	105
8	111	8	112	6	87	6	88	8	117	8	119	6	84	9	126	5	67
1	102	0	63	1	105	1	105	0	65	1	98	0	64	0	73	1	136
3	125	2	119	2	85	2	108	2	106	2	104	1	44	1	62	1	51
1	79	1	79	2	116	1	84	1	78	1	79	2	92	1	41	1	63
1	116	1	143	0	93	0	44	1	173	0	68	0	10	0	97	0	34
14	94	17	111	16	110	16	108	14	94	16	108	16	106	15	101	13	89
2	65	4	104	4	122	3	96	3	85	3	98	6	165	3	84	3	76
1	78	2	117	2	109	3	153	2	106	2	87	2	92	2	101	1	71

* = Composition

CONSUMERS PLANNING TO LOOK FOR A NEW JOB

	Total 18+	AC		Active Rock		Adt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic	
	Comp % *	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index
Leisure Activities													
Bicycling	40	40	100	47	117	44	109	47	117	41	102	41	103
Bowling	31	31	100	38	122	29	95	38	123	36	117	34	111
Camping	24	25	106	27	113	32	132	29	122	24	102	21	86
Fishing	26	24	94	32	122	24	92	27	104	26	101	22	83
Free Weights	25	24	95	31	120	30	119	36	141	31	122	29	113
Gardening	43	46	108	50	116	48	114	37	87	42	99	29	69
Golf	17	16	93	31	181	21	122	23	133	18	107	11	66
Hiking	17	17	105	22	131	25	151	23	141	17	105	16	94
In-Line Skating	11	12	111	16	146	16	141	19	169	16	139	15	135
Jogging	25	25	97	27	106	27	106	35	136	29	113	32	128
Other Aerobic	28	32	113	24	83	32	111	33	115	36	126	30	105
Power Boating	12	13	107	24	204	15	129	15	126	13	114	7	64
Swimming	47	51	109	57	123	47	100	53	113	54	115	42	91
Tennis	12	13	103	18	143	15	120	21	166	17	135	13	104
Walking	64	67	105	59	93	65	102	58	91	65	103	59	93
Any Activities	96	97	101	98	102	97	101	97	101	97	101	95	99
Banking Services													
ATM	48	51	106	46	96	59	123	56	116	51	107	44	92
401-k Plan	6	6	100	7	103	8	128	7	115	7	104	4	59
Auto Loan	11	11	100	10	90	9	87	12	113	12	107	7	60
CDs	6	6	107	8	142	7	121	6	103	7	115	3	49
Checking account that pays interest	32	31	100	38	122	34	108	33	105	32	102	25	80
Home Equity Loan	3	3	101	4	119	4	133	2	72	2	79	2	53
Home Mortgage	11	11	106	7	68	14	131	9	87	11	101	6	55
IRA (Individual Retirement Account)	6	6	104	3	57	7	136	5	84	4	73	2	45
Money Market Account	5	5	106	3	70	5	109	5	94	4	74	3	62
Other Checking Account	37	38	104	37	101	46	125	39	108	38	103	30	81
Personal Loan	6	6	96	2	33	5	75	5	91	6	105	4	69
Savings Account	49	51	102	53	108	55	110	55	112	51	104	48	98
Cars Owned													
Acura	1	2	112	2	135	2	133	2	128	2	109	1	84
Audi	1	1	90	1	185	1	89	0	73	1	115	1	89
BMW	1	1	96	1	76	2	211	1	102	1	59	2	180
Buick	5	5	96	4	69	4	71	5	84	5	92	5	94
Cadillac	2	2	99	1	37	1	48	2	73	1	68	2	81
Chevrolet	26	24	95	25	95	23	90	26	103	28	110	24	93
Chrysler	3	3	96	5	163	2	77	3	86	3	89	2	67
Dodge	10	11	100	15	142	9	90	11	101	11	105	9	84
Eagle	1	1	81	2	329	1	82	1	158	1	117	0	65
Ford	28	27	99	31	112	25	90	29	106	29	104	25	91
GMC	4	4	102	2	44	2	64	4	102	3	88	3	71
Geo	2	2	110	3	156	1	77	2	115	2	123	1	62
Honda	11	11	101	12	111	14	130	12	115	12	113	13	119
Hyundai	1	1	79	1	51	1	70	1	96	2	133	2	116
Infiniti	0	1	126	1	269	1	146	0	67	0	94	0	29
Isuzu	1	1	76	2	139	1	115	1	115	1	107	1	85
Jeep	3	4	113	3	94	4	124	4	118	4	114	3	81
Lincoln	1	1	91	1	75	1	56	2	121	1	100	1	92
Mazda	5	5	105	4	89	6	129	5	111	5	102	5	98
Mercedes	1	1	108	0	0	3	195	1	75	1	83	2	152
Mercury	4	4	92	5	126	3	71	5	109	4	94	5	108
Mitsubishi	2	2	116	4	205	1	65	2	95	2	92	2	100
Nissan	10	10	101	9	95	9	95	10	109	11	113	13	139
Oldsmobile	7	7	101	7	100	5	75	7	98	7	106	6	91
Plymouth	5	7	134	8	151	3	70	4	79	5	101	4	86
Pontiac	8	8	93	9	106	6	74	9	107	9	115	7	86
Saab	0	0	96	1	246	1	168	0	102	0	60	0	52
Saturn	2	2	106	0	17	2	150	2	102	2	127	2	127
Subaru	2	2	99	5	339	3	197	2	120	1	93	1	62
Suzuki	1	1	83	0	0	0	54	1	116	1	130	1	89
Toyota	14	14	102	11	83	16	120	15	109	13	97	17	120
Volkswagen	3	4	105	4	110	5	133	4	120	4	108	5	139
Volvo	2	2	92	2	87	1	70	2	84	2	106	2	124

* = Composition



SCARBOROUGH QUALITATIVE RESEARCH

CONSUMERS PLANNING TO LOOK FOR A NEW JOB

Country		Hot AC		NAC/Smooth Jazz		News/Talk		Oldies		Rock		Spanish		Urban		Urban AC	
Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index	Comp %	Index
40	100	44	109	41	104	40	101	40	101	45	113	28	70	40	101	37	94
33	108	34	110	27	88	26	83	26	84	36	118	17	56	39	126	35	113
29	119	27	112	21	87	22	92	24	99	29	121	11	44	13	53	10	44
33	126	25	98	20	77	23	88	26	99	32	125	18	68	20	78	19	73
25	99	30	118	28	109	27	105	23	90	35	136	18	71	28	109	27	107
47	111	45	105	41	97	44	104	49	114	38	90	29	67	29	67	32	75
19	108	19	110	16	95	21	121	18	102	24	138	7	43	10	60	9	50
18	106	21	127	14	83	19	112	16	97	21	124	9	52	9	56	7	42
12	103	14	129	10	90	9	81	9	84	15	133	10	88	11	99	8	75
25	97	29	114	28	109	26	102	22	88	32	125	32	125	29	112	27	108
29	102	32	113	29	100	23	80	27	96	27	94	24	83	33	114	32	111
14	123	13	109	9	74	13	109	12	105	16	135	6	49	6	47	4	33
51	109	50	107	41	88	43	92	49	104	55	118	31	66	39	83	34	73
12	95	15	119	14	110	16	130	11	86	18	144	6	49	12	98	9	76
64	100	63	99	65	102	59	93	65	102	55	86	56	88	66	103	69	108
98	101	97	101	95	99	95	98	96	100	97	101	89	92	96	100	96	100
50	105	52	109	50	104	56	116	50	104	53	110	32	67	42	87	41	86
7	113	7	110	7	110	9	143	7	117	7	110	2	35	5	79	4	59
14	127	11	105	10	91	11	97	11	103	12	109	6	52	7	66	8	69
6	102	7	117	5	86	7	129	8	133	5	94	2	29	4	62	4	74
33	104	34	108	34	107	35	110	35	110	32	102	15	49	26	82	27	87
3	102	3	89	3	85	5	157	4	133	2	64	1	33	1	45	2	71
12	113	11	105	10	97	12	110	12	115	10	97	4	38	6	59	7	69
6	103	6	111	6	117	8	139	7	125	5	93	1	26	2	35	2	44
4	91	5	112	6	121	8	161	6	125	4	90	2	38	3	56	3	61
40	110	39	107	33	91	39	105	37	101	40	109	28	77	28	77	23	63
7	118	6	107	5	86	5	85	5	88	6	104	3	57	5	80	6	101
51	102	54	109	49	98	55	111	53	106	53	107	38	76	45	91	44	89
1	94	2	126	2	148	2	120	1	99	1	102	1	53	1	77	1	67
1	105	1	91	0	72	0	15	0	71	0	48	1	80	1	122	1	170
1	75	2	159	2	146	2	163	1	96	1	133	1	119	1	51	1	110
5	99	4	78	6	108	4	74	5	101	5	94	6	107	7	133	8	141
2	105	2	82	2	89	3	161	2	112	2	97	1	66	2	112	2	109
29	112	25	98	20	77	24	93	27	103	29	111	22	86	25	96	19	74
3	98	2	78	3	86	3	91	4	112	3	93	1	33	3	110	3	80
12	115	10	91	9	89	10	99	12	111	11	101	9	88	10	92	8	77
1	130	1	101	1	92	0	33	1	106	1	133	1	77	1	97	0	54
32	116	28	100	24	85	26	94	28	102	29	106	25	89	28	100	26	95
4	119	3	91	2	65	2	58	3	96	3	92	3	71	2	69	2	68
2	110	2	119	2	92	2	108	2	86	2	87	1	59	2	84	2	80
11	101	13	120	12	108	13	120	11	97	11	106	11	98	10	96	9	79
2	103	2	113	2	153	1	100	2	131	1	80	2	133	2	138	2	169
0	95	1	122	1	197	0	77	1	121	0	97	0	61	0	65	0	0
2	130	2	145	1	119	2	145	1	105	1	100	1	71	1	80	1	109
4	122	6	160	3	82	5	143	3	98	3	93	2	67	2	57	2	52
1	95	1	88	2	125	1	99	2	134	1	66	1	44	1	98	2	135
5	105	6	121	5	106	8	159	5	105	5	102	4	95	4	95	5	99
1	60	2	131	2	169	2	194	1	81	1	65	1	56	2	135	2	129
5	115	3	82	3	80	6	136	5	121	5	112	5	109	4	91	3	73
2	101	2	113	3	138	2	82	2	116	2	114	1	43	2	128	2	107
9	91	11	118	11	119	11	113	9	94	10	105	14	146	10	106	10	107
7	101	5	76	6	89	5	73	7	101	6	91	6	96	8	115	8	119
6	111	6	122	4	84	4	83	6	114	4	89	2	41	4	75	5	98
9	116	8	102	7	81	7	83	8	100	10	121	7	91	8	100	6	79
0	100	0	84	0	75	1	125	0	76	0	81	0	0	0	77	1	147
2	119	2	146	1	86	2	149	2	100	2	117	1	56	1	92	1	91
2	106	2	114	2	94	2	103	2	123	2	97	1	58	1	49	0	20
1	95	1	118	1	103	1	83	0	76	1	147	0	25	1	162	0	73
13	92	16	115	15	105	17	126	14	99	15	107	17	125	12	86	12	85
3	81	4	111	4	103	5	158	3	86	4	104	4	129	3	87	2	69
2	69	2	95	2	117	2	105	2	114	1	68	2	80	1	80	2	123

* Composition

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

1. **WIVK-FM/KNOXVILLE (COUNTRY) 27.5**
Darren Wilhite, Tim Wall
2. **KSSK-AM & FM/HONOLULU (AC) 25.9**
Michael W. Perry & Larry Price
3. **WXBQ-FM/JOHNSON CITY-KINGSPORT (COUNTRY) 22.8**
Richard Quillen & Bill Blake
4. **WUSY-FM/CHATTANOOGA (COUNTRY) 21.9**
Bearman & Ken Hicks
5. **WFBQ-FM/INDIANAPOLIS (CL. ROCK) 19.8**
Bob & Tom



Darren Wilhite & Tim Wall
WIVK-FM/Knoxville



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

6. **WHAS-AM/LOUISVILLE (FULL SERVICE) 19.4**
Wayne Perkey; Jane Norris
7. **KDKA-AM/PITTSBURGH (NEWS/TALK) 18.9**
John Cigna & The K-Team
8. **WSIX-FM/NASHVILLE (COUNTRY) 18.8**
Gerry House & The House Foundation
9. **KGBT-AM & FM/McALLEN (REGIONAL MEXICAN) 18.6**
Armando Almazan; Hugo De La Cruz
10. **KQRS-FM/MINNEAPOLIS-ST. PAUL (ROCK) 18.3**
Tom Barnard, Terry Traen, Tony Lee

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

1. **WINS-AM/NEW YORK (NEWS) 1,409,700**
Lee Harris, Bob Hagen, Judy DeAngelis
2. **WXRK-FM/NEW YORK (ALTERNATIVE) 1,243,700**
The Howard Stern Show
3. **WCBS-AM/NEW YORK (NEWS) 1,152,100**
Jeff Caplan & Pat Carroll
4. **WQHT-FM/NEW YORK (CHR/RHYTHMIC) 1,034,400**
Dr. Dre, Ed Lover & Lisa G
5. **WHTZ-FM/NEW YORK (CHR/POP) 1,033,800**
Elvis, Elliot, & Z-Morning Zoo



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



Howard Stern
WXRK-FM/New York

6. **WLTW-FM/NEW YORK (AC) 1,017,100**
Bill Buchner, Kathy Millar, Nick Gregory
7. **WKTU-FM/NEW YORK (CHR/RHYTHMIC) 971,100**
Ru Paul, Michelle Visage, & Freddie Colon
8. **WCBS-FM/NEW YORK (OLDIES) 873,900**
Harry Harsion; Ron Lundy
9. **WRKS-FM/NEW YORK (URBAN AC) 849,000**
Issac Hayes & Friends
10. **KIIS-FM/LOS ANGELES (CHR/POP) 823,900**
Rick Dees

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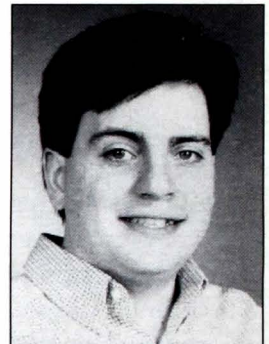
PM Drive/Top 10

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

1. **WXBQ-FM/JOHNSON CITY-KINGSPORT (COUNTRY) 26.6**
Marty Osborne
2. **WUSY-FM/CHATTANOOGA (COUNTRY) 24.8**
David Earl Hughes & Dexter
3. **WIVK-FM/KNOXVILLE (COUNTRY) 22.0**
John Garrett
4. **WRNS-AM & FM/GREENVILLE-NEW BERN (COUNTRY) 17.8**
Dale Knippers
5. **KGBT-AM & FM/McALLEN (REGIONAL MEXICAN) 17.1**
Hugo De La Cruz; Jose Luis Villarrel



Marty Osborne
WXBQ-FM/Johnson City



John Garrett
WIVK-FM/Knoxville



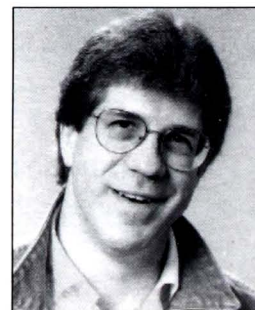
David Earl Hughes & Dexter
WUSY-FM/Chattanooga

6. **KPRR-FM/EL PASO (CHR/RHYTHMIC) 15.9**
Victor Starr
7. **KUZZ-AM & FM/BAKERSFIELD (COUNTRY) 15.2**
Chris Conner
7. **WAMZ-FM/LOUISVILLE (COUNTRY) 15.2**
Coyote Calhoun
9. **WSIX-FM/NASHVILLE (COUNTRY) 14.6**
Carl P. Mayfield & the P-Team
10. **WQXK-FM/YOUNGSTOWN-WARREN (COUNTRY) 14.3**
Burton Lee

PM Drive/Top 10

Average Cume Persons 12+, M-F, 3-7 pm

1. **WK TU-FM/NEW YORK (CHR/RHYTHMIC) 1,247,600**
Broadway Bill Lee
2. **WQHT-FM/NEW YORK (CHR/RHYTHMIC) 1,238,200**
Wendy Williams; Angie Martinez
3. **WLTW-FM/NEW YORK (AC) 1,123,700**
Valerie Smaldone; Steve Roy & Sandy Jackson
4. **WHTZ-FM/NEW YORK (CHR/POP) 1,108,900**
Paul Cubby Bryant
5. **KPWR-FM/LOS ANGELES (CHR/RHYTHMIC) 899,700**
Big Boy



Bill Lee
WK TU-FM/New York



Wendy Williams
WQHT-FM/New York



Valerie Smaldone; Steve Roy & Sandy Jackson
WLTW-FM/New York

6. **WCBS-FM/NEW YORK (OLDIES) 864,600**
Bob Shannon
7. **KIIS-FM/LOS ANGELES (CHR/POP) 792,800**
Magic Matt Alan
8. **WPLJ-FM/NEW YORK (HOT AC) 790,200**
Rocky Allen
9. **WRKS-FM/NEW YORK (URBAN AC) 771,600**
Deborah Rath; Ashford & Simpson
10. **WINS-AM/NEW YORK (NEWS) 741,800**
Ralph Howard & Sandy Kline

How To Use The Ratings Information

As you examine R&R's "Ratings Report & Directory," Vol. 2, '97, you'll find the following highlights featured in the detailed market breakouts:

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 Spring '97 Arbitron) are listed. Trends read left to right, with the most recent results on the right. Up to five rating periods covering the last year are included in any market's trend report. 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 in each Arbitron report.

4 AUDIENCE RANKINGS

The six rankings to the right of the Frequency Power column will help you determine a station's core strength. The first listing shows the 12+ cume rank, followed by five AQH demo ranks. Also featured: AQH demographic rankings for the Top 50 markets. All figures based on total week listening.

5 TIME SPENT LISTENING

This column shows the average number of minutes the audience spent listening to the station weekly. Based on 12+ total week listening.

6 OWNER & REP INFORMATION

Station owners (as of August 12) and their national rep affiliations, as listed in each Arbitron report

7 FORMAT SHARE

The lower-left corner of each Top 50 market page features a bar graph ranking format reach. Format totals are computed by adding the Spring '97 12+ Monday-Sunday AQH numbers shown in each market breakout. For example, all News/Talk shares are added together.

8 NOTATIONS

Updates are listed noting format and call letter changes, as well as LMA activity.

9 OWNERSHIP REACH

The lower-right corner of each Top 50 market page features a bar graph ranking owner reach. Owner totals are computed by adding the Spring '97 12+ Monday-Sunday cume numbers for each company, then dividing into the market's 12+ population base. For example, the CBS stations reach 46.5% of all 12+ New York radio listeners.

10 MARKET POPULATION

The 12+ population for each market is shown, with the black and Hispanic percentages in parentheses. In those markets where the ethnic populations do not achieve established thresholds, the code N/A is used.

12+ POPULATION: 14,114,000 (Black: 21.2%, Hispanic: 20.6%)										NEW YORK #1						
Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	12+ AQH MTRD 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	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.8	6.3	5.7	6.1	6.1	1	WQHT-FM <i>CHR/Rhythmic</i>	97.1 6.7kw	1	1	1	1	9	20	10:15	Emmis	ARP
5.1	4.5	5.9	5.7	6.0	2	WLTW-FM <i>AC</i>	106.7 6kw	3	5	2	1	1	9:30	Charter Media	KATZ	
5.0	4.9	4.5	4.8	4.8	3	WCBS-FM <i>Oldies</i>	101.1 6.8kw	6	1	14	7	2	2	8:45	CBS Radio	CBS
6.7	6.8	6.2	4.8	4.7	3	WKTU-FM <i>CHR/Rhythmic</i>	103.5 5.4kw	1	3	2	3	5	10	7:00	Chancellor Media	EAST
3.6	4.2	4.3	4.4	4.3	5	WSKQ-FM <i>Tropical</i>	97.9 7.8kw	12	5	4	4	4	5	11:30	SBS	SBS
4.7	4.0	4.3	4.3	4.1	6	WRKS-FM <i>Urban AC</i>	98.7 7.8kw	9	6	7	5	3	3	8:30	Emmis	D&R
3.0	3.4	3.6	3.6	3.8	7	WXRK-FM <i>Alternative</i>	92.3 6kw	8	4	3	6	6	16	7:15	CBS Radio	IRS
3.8	3.4	3.4	3.4	3.6	8	WOR-AM <i>Talk</i>	710 50kw	16	31	32	27	22	12	11:00	Buckley	MCG
2.8	2.7	2.5	3.1	3.5	9	WHTZ-FM <i>CHR/Pop</i>	100.3 6kw	3	2	6	8	15	21	5:30	Chancellor Media	CHR
3.6	3.7	3.4	3.7	3.5	9	WINS-AM <i>News</i>	1010 50kw	2	20	16	17	14	7	5:30	CBS Radio	G/W
2.9	3.0	3.3	3.1	3.4	11	WQCD-FM ¹ <i>NAC/SJ</i>	101.9 6.2kw	11	16	13	11	7	4	9:00	Tribune	CHR
2.8	3.2	2.9	3.4	3.2	12	WPAT-FM <i>Spanish AC</i>	93.1 5.4kw	19	13	9	9	8	6	11:00	Hettel	KT-H
3.1	3.2	3.0	3.4	3.1	13	WCBS-AM <i>News</i>	880 50kw	7	27	24	18	19	11	6:00	CBS Radio	CBS
2.8	2.1	3.0	3.0	3.0	14	WQXR-FM <i>Classical</i>	96.3 7.8kw	21	22	28	20	20	13	10:15	New York Times	ARP
3.4	3.3	2.9	3.1	3.1	15	WABC-AM	770	15	23	20	21	21	17	7:30	ABC Inc.	BAN

¹ Now WNSR-FM. ² WXXY-FM was WRGX-FM while WWZY-FM was WZVY-FM until May.

7	4	9																																												
FORMAT SHARE	DEMOGRAPHIC RANKINGS	OWNERSHIP REACH																																												
<p>NEWS/TALK CHR 15.4</p> <p>AC 14.3</p> <p>SPANISH 11.1</p> <p>OLDIES/CR 9.4</p> <p>URBAN 8.3</p> <p>ALTERNATIVE 6.8</p> <p>NAC 3.8</p> <p>CLASSICAL 3.4</p> <p>NOSTALGIA 2.9</p> <p>COUNTRY 2.1</p> <p>RELIGIOUS 1.1</p>	<table border="1"> <thead> <tr> <th>Men 18-34</th> <th>Women 18-34</th> <th>Men 25-54</th> <th>Women 25-54</th> </tr> </thead> <tbody> <tr><td>1 WQHT-FM</td><td>1 WQHT-FM</td><td>1 WCBS-FM</td><td>1 WLTW-FM</td></tr> <tr><td>2 WXRK-FM</td><td>2 WKTU-FM</td><td>2 WXRK-FM</td><td>2 WRKS-FM</td></tr> <tr><td>3 WKTU-FM</td><td>3 WLTW-FM</td><td>3 WLTW-FM</td><td>3 WSKQ-FM</td></tr> <tr><td>4 WSKQ-FM</td><td>4 WSKQ-FM</td><td>4 WFAN-AM</td><td>4 WKTU-FM</td></tr> <tr><td>5 WHTZ-FM</td><td>5 WRKS-FM</td><td>5 WSKQ-FM</td><td>5 WCBS-FM</td></tr> <tr><td>6 WLTW-FM</td><td>6 WLTW-FM</td><td>6 WHTZ-FM</td><td>6 WKTU-FM</td></tr> <tr><td>7 WAXQ-FM</td><td>7 WPLJ-FM</td><td>7 WRKS-FM</td><td>7 WQCD-FM</td></tr> <tr><td>8 WPLJ-FM</td><td>8 WPAT-FM</td><td>8 WQCD-FM</td><td>8 WPLJ-FM</td></tr> <tr><td>9 WPTA-FM</td><td>9 WXRK-FM</td><td>9 WQHT-FM</td><td>9 WBLT-FM</td></tr> <tr><td>9 WRKS-FM</td><td>10 WBSL-FM</td><td>10 WAXQ-FM</td><td>10 WQHT-FM</td></tr> </tbody> </table>	Men 18-34	Women 18-34	Men 25-54	Women 25-54	1 WQHT-FM	1 WQHT-FM	1 WCBS-FM	1 WLTW-FM	2 WXRK-FM	2 WKTU-FM	2 WXRK-FM	2 WRKS-FM	3 WKTU-FM	3 WLTW-FM	3 WLTW-FM	3 WSKQ-FM	4 WSKQ-FM	4 WSKQ-FM	4 WFAN-AM	4 WKTU-FM	5 WHTZ-FM	5 WRKS-FM	5 WSKQ-FM	5 WCBS-FM	6 WLTW-FM	6 WLTW-FM	6 WHTZ-FM	6 WKTU-FM	7 WAXQ-FM	7 WPLJ-FM	7 WRKS-FM	7 WQCD-FM	8 WPLJ-FM	8 WPAT-FM	8 WQCD-FM	8 WPLJ-FM	9 WPTA-FM	9 WXRK-FM	9 WQHT-FM	9 WBLT-FM	9 WRKS-FM	10 WBSL-FM	10 WAXQ-FM	10 WQHT-FM	<p>CBS 46.5%</p> <p>Chancellor 41.4%</p> <p>Emmis 20.7%</p> <p>ABC 18.2%</p> <p>NY Times 10.2%</p> <p>Inner City 9.9%</p> <p>Tribune 8.9%</p> <p>SBS 8.7%</p> <p>Hettel 8.6%</p> <p>Buckley 7.6%</p> <p>Odyssey 3.0%</p> <p>Family 1.9%</p>
Men 18-34	Women 18-34	Men 25-54	Women 25-54																																											
1 WQHT-FM	1 WQHT-FM	1 WCBS-FM	1 WLTW-FM																																											
2 WXRK-FM	2 WKTU-FM	2 WXRK-FM	2 WRKS-FM																																											
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5 WHTZ-FM	5 WRKS-FM	5 WSKQ-FM	5 WCBS-FM																																											
6 WLTW-FM	6 WLTW-FM	6 WHTZ-FM	6 WKTU-FM																																											
7 WAXQ-FM	7 WPLJ-FM	7 WRKS-FM	7 WQCD-FM																																											
8 WPLJ-FM	8 WPAT-FM	8 WQCD-FM	8 WPLJ-FM																																											
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9 WRKS-FM	10 WBSL-FM	10 WAXQ-FM	10 WQHT-FM																																											

Reps Abbreviation Key

21ST	21st Century Broadcasting	K&P	Katz & Powell
AMA	Art Moore & Associates	LOTUS	Lotus Hispanic Reps
ARP	Allied Radio Partners	MCG	McGavren-Guild, Inc.
BAN	Banner Radio	MG/S	McGavren-Guild/Susquehanna
BLAIR	Blair Radio	MSS	Mid-South Sales
CAB	Caballero Spanish Media	PATT	Patt Media
CBS	CBS Radio Spot Sales	RSS	Radio Spot Sales
CCRS	Clear Channel Radio Sales	REG	Regional Representatives
CHR	The Christal Company	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	WRS	Williams Radio Sales

12+ POPULATION: 14,114,000 (Black: 21.2%; Hispanic: 20.6%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.8	6.3	5.7	6.1	6.1	1	WQHT-FM CHR/Rhythmic	97.1 6.7kw	5	1	1	1	9	20	10:15	Emmis	ARP
5.1	4.5	5.9	5.7	6.0	2	WLTW-FM AC	106.7 6kw	4	10	5	2	1	1	9:30	Chancellor Media	KATZ
5.0	4.9	4.5	4.4	4.7	3	WCBS-FM Oldies	101.1 6.8kw	6	15	14	7	2	2	8:45	CBS Radio	CBS
6.7	6.8	6.2	4.8	4.7	3	WKTU-FM CHR/Rhythmic	103.5 5.4kw	1	3	2	3	5	10	7:00	Chancellor Media	EAST
3.6	4.2	4.3	4.4	4.3	5	WSKQ-FM Tropical	97.9 7.8kw	12	5	4	4	4	5	11:30	SBS	SBS
4.7	4.0	4.3	4.3	4.1	6	WRKS-FM Urban AC	98.7 7.8kw	9	6	7	5	3	3	8:30	Emmis	D&R
3.0	3.4	3.6	3.6	3.8	7	WXRK-FM Alternative	92.3 6kw	8	4	3	6	6	16	7:15	CBS Radio	IRS
3.8	3.4	3.4	3.4	3.6	8	WOR-AM Talk	710 50kw	16	31	32	27	22	12	11:00	Buckley	MCG
2.8	2.7	2.5	3.1	3.5	9	WHTZ-FM CHR/Pop	100.3 6kw	3	2	6	8	15	21	5:30	Chancellor Media	CHR
3.6	3.7	3.4	3.7	3.5	9	WINS-AM News	1010 50kw	2	20	16	17	14	7	5:30	CBS Radio	G/W
2.9	3.0	3.3	3.1	3.4	11	WQCD-FM ¹ NAC/SJ	101.9 6.2kw	11	16	13	11	7	4	9:00	Tribune	CHR
2.8	3.2	2.9	3.4	3.2	12	WPAT-FM Spanish AC	93.1 5.4kw	19	13	9	9	8	6	11:00	Heftel	KT-H
3.1	3.2	3.0	3.4	3.1	13	WCBS-AM News	880 50kw	7	27	24	18	19	11	6:00	CBS Radio	CBS
2.8	2.1	3.0	3.0	2.9	14	WQXR-FM Classical	96.3 7.8kw	21	22	28	20	20	13	10:15	New York Times	ARP
3.4	3.3	2.9	3.1	2.7	15	WABC-AM Talk	770 50kw	15	23	20	21	21	17	7:30	ABC Inc.	BAN
2.9	3.2	3.0	2.9	2.7	15	WBLS-FM Urban	107.5 5.4kw	14	14	10	12	11	8	7:30	Inner City	MCG
3.4	2.9	3.0	2.6	2.6	17	WPLJ-FM Hot AC	95.5 6.7kw	10	11	8	10	10	15	6:00	ABC Inc.	BAN
2.3	2.7	2.9	2.5	2.5	18	WFAN-AM Sports	660 50kw	13	12	17	14	13	8	6:45	CBS Radio	IRS
1.9	2.1	1.9	1.8	2.1	19	WQEW-AM Nostalgia	1560 50kw	22	34	43	41	37	22	11:30	New York Times	ARP
1.7	2.0	2.3	2.1	2.0	20	WAXQ-FM Classic Rock	104.3 7.8kw	17	8	11	13	12	18	6:30	Chancellor Media	TOR

¹ Operates under an LMA with Emmis.

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For more information call
(212) 581-3962

THE BEST MIX OF THE '70s '80s & '90s

12+ POPULATION: 14,114,000 (Black: 21.2%; Hispanic: 20.6%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.9	1.6	1.9	2.0	1.9	21	WADO-AM Spanish News/Talk	1280 5kw	23	24	29	19	18	14	13:00	Heftel	KT-H
1.9	1.7	1.2	1.8	1.6	22	WNEW-FM Classic Rock	102.7 6kw	20	18	15	15	16	19	6:00	CBS Radio	G/W
2.4	2.4	1.9	1.5	1.5	23	WDBZ-FM ² Hot AC	105.1 6kw	18	9	12	16	17	25	5:15	Bonneville Int.	SEN
0.0	0.0	0.0	0.8	1.1	24	WWXY/WWZY ³ Country	107.1/107.1 .89kw/2.3kw	28	26	22	26	24	23	9:45	Odyssey	BAN
1.1	1.0	1.0	1.0	1.0	25	WALK-FM AC	97.5 39kw	26	17	21	22	23	24	9:15	Chancellor Media	KATZ
0.6	0.5	0.9	0.5	1.0	25	WFME-FM Religious	94.7 37kw	32	33	34	31	28	26	11:30	Family Radio	—

² Now WNSR-FM. ³ WWXY-FM was WRGX-FM while WWZY-FM was WZVY-FM until May.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 15.4	1 WQHT-FM	1 WQHT-FM	1 WCBS-FM	1 WLTW-FM	CBS 46.5%
CHR 14.3	2 WXRK-FM	2 WKTU-FM	2 WXRK-FM	2 WRKS-FM	Chancellor 41.4%
AC 11.1	3 WKTU-FM	3 WLTW-FM	3 WLTW-FM	3 WSKQ-FM	Emmis 20.7%
SPANISH 9.4	4 WSKQ-FM	4 WSKQ-FM	4 WFAN-AM	4 WKTU-FM	ABC 18.2%
OLDIES/CR 8.3	5 WHTZ-FM	5 WRKS-FM	5 WSKQ-FM	5 WCBS-FM	NY Times 10.2%
URBAN 6.8	6 WLTW-FM	6 WHTZ-FM	6 WKTU-FM	6 WPAT-FM	Inner City 9.9%
ALTERNATIVE 3.8	7 WAXQ-FM	7 WPLJ-FM	7 WRKS-FM	7 WQCD-FM	Tribune 8.9%
NAC 3.4	8 WPLJ-FM	8 WPAT-FM	8 WQCD-FM	8 WPLJ-FM	SBS 8.7%
CLASSICAL 2.9	9 WPTA-FM	9 WXRK-FM	9 WQHT-FM	9 WBLS-FM	Heftel 8.6%
NOSTALGIA 2.1	9 WRKS-FM	10 WBLS-FM	10 WAXQ-FM	10 WQHT-FM	Buckley 7.6%
COUNTRY 1.1					Odyssey 3.0%
RELIGIOUS 1.0					Family 1.9%

More than
Research—AnswersSM

Harker Research

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12+ POPULATION: 9,741,200 (Black: 9.9%; Hispanic: 38.1%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.2	7.1	6.9	6.0	6.6	1	KLVE-FM Spanish	107.5 29.5kw	4	7	1	1	1	1	11:00	Heftel	KT-H
5.0	5.0	4.9	5.5	4.5	2	KKBT-FM Urban	92.3 43kw	7	3	3	3	8	14	8:45	Chancellor Media	ARP
1.4	1.2	1.1	3.5	4.4	3	KSCA-FM ¹ Regional Mexican	101.9 4.8kw	13	10	4	2	2	7	10:45	Heftel	ARP
5.4	5.0	4.6	4.6	4.3	4	KPWR-FM CHR/Rhythmic	105.9 25kw	1	1	5	8	19	33	6:00	Emmis	D&R
3.8	3.8	3.7	3.3	3.9	5	KRTH-FM Oldies	101.1 51kw	3	6	18	7	3	2	5:45	CBS Radio	IRS
3.7	3.4	3.2	3.2	3.8	6	KIIS-FM CHR/Pop	102.7 8kw	2	2	6	5	11	16	5:15	Jacor	MCG
3.3	3.1	2.9	3.4	3.8	6	KROQ-FM Alternative	106.7 5.6kw	6	4	2	4	9	29	7:15	CBS Radio	IRS
4.0	4.0	4.3	4.3	3.7	8	KFI-AM Talk	640 50kw	10	24	20	16	7	3	8:15	Cox	CHR
3.2	3.2	3.9	3.2	3.6	9	KOST-FM AC	103.5 12.5kw	5	11	9	6	6	6	6:30	Cox	CHR
3.5	3.5	3.6	3.8	3.4	10	KTWV-FM NAC/SJ	94.7 55kw	14	35	17	9	4	4	8:30	CBS Radio	G/W
3.1	3.3	3.2	3.0	2.8	11	KABC-AM Talk	790 5kw	16	26	28	22	20	9	7:45	ABC Inc.	KATZ
2.9	2.6	2.3	2.1	2.8	11	KYSR-FM Hot AC	98.7 75kw	8	12	8	11	10	15	5:45	Chancellor Media	BAN
2.4	2.3	1.9	2.8	2.6	13	KCBS-FM Classic Hits	93.1 28.5kw	15	20	11	10	5	8	6:45	CBS Radio	CBS
3.3	3.4	4.0	3.2	2.6	13	KLAX-FM Regional Mexican	97.9 50kw	18	8	7	12	16	20	7:30	SBS	KT-H
1.8	2.8	2.1	2.1	2.5	15	KTNQ-AM Spanish News/Talk	1020 50kw	26	34	10	15	13	10	12:15	Heftel	KT-H
2.0	2.1	2.9	2.1	2.5	15	KZLA-FM Country	93.9 18.5kw	20	24	25	18	15	5	9:00	Bonneville Int.	SEN
3.0	2.9	2.5	2.7	2.4	17	KBIG-FM AC	104.3 105kw	9	17	13	14	14	11	5:15	Chancellor Media	SEN
2.7	2.4	2.2	2.4	2.2	18	KLAC-AM Nostalgia	570 5kw	22	38	46	43	40	21	8:30	Chancellor Media	SEN
2.7	2.5	2.0	2.3	2.2	18	KLOS-FM Rock	95.5 63kw	17	15	16	13	12	13	6:00	ABC Inc.	ARP
1.7	2.4	1.7	2.1	2.0	20	KBUA/KBUE Regional Mexican	94.3/105.5 3kw/1.05kw	25	5	15	20	22	24	7:15	Liberman	—

¹ Was Adult Alternative until February 5.



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OLDIES RADIO K-EARTH 101 FM

For more information call
(212) 581-3962



12+ POPULATION: 9,741,200 (Black: 9.9%; Hispanic: 38.1%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.2	1.9	1.9	2.1	2.0	20	KFWB-AM News	980 5kw	11	37	36	27	24	17	4:45	CBS Radio	G/W
2.1	1.7	2.5	1.9	2.0	20	KLSX-FM Talk/Adult Alt.	97.1 21kw	21	22	12	17	17	18	7:15	CBS Radio	ARP
2.1	2.1	2.5	2.4	2.0	20	KNX-AM News	1070 50kw	12	38	39	25	23	12	4:45	CBS Radio	CBS
1.6	1.6	1.2	1.8	1.6	24	KIBB-FM CHR/Rhythmic	100.3 5.3kw	19	18	14	19	18	27	4:45	Chancellor Media	BAN
1.7	1.5	2.1	1.6	1.5	25	KKGO-FM Classical	105.1 18kw	23	31	45	33	25	19	6:16	Mt. Wilson FM	ARP
1.1	1.3	1.2	1.7	1.3	26	KJLH-FM Urban AC	102.3 2.25kw	27	21	21	21	21	22	7:45	Taxi	K&P
1.4	1.5	1.5	1.6	1.2	27	KACE/KRTO² Urban Oldies	103.9/98.3 1.65kw/.65kw	35	25	23	30	29	26	6:45	Cox	K&P
1.1	1.3	1.2	1.0	1.0	28	KLY-FM Alternative	107.1 3kw	24	9	19	23	32	42	4:00	Odyssey	—

² KRTO-FM was Spanish Rock until April when it began simulcasting KACE-FM.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
SPANISH 18.1	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM	CBS 48.8%
NEWS/TALK 12.5	1 KROQ-FM	2 KKBT-FM	2 KSCA-FM	2 KRTH-FM	Chancellor 36.2%
CHR 9.7	3 KSCA-FM	3 KIIS-FM	3 KCBS-FM	3 KTUV-FM	Cox 23.8%
AC 8.8	4 KPWR-FM	4 KROQ-FM	4 KLSX-FM	4 KSCA-FM	Heffel 19.9%
URBAN 7.0	5 KKBT-FM	5 KSCA-FM	5 KLOS-FM	5 KOST-FM	Jacor 18.5%
OLDIES/CR 6.5	6 KLAX-FM	6 KPWR-FM	6 KFI-AM	6 KBIG-FM	ABC 16.5%
ALTERNATIVE 4.8	7 KLSX-FM	7 KOST-FM	7 KROQ-FM	7 KIIS-FM	Emmis 15.8%
NAC 3.4	8 KIIS-FM	8 KYSR-FM	8 KTWV-FM	8 KYSR-FM	SBS 9.6%
COUNTRY 2.5	9 KTNO-AM	9 KLAX-FM	9 KKBT-FM	9 KZLA-FM	Lieberman 8.0%
ROCK 2.2	10 KYSR-FM	10 KBIG-FM	10 KRTH-FM	10 KKBT-FM	Bonneville 6.1%
CLASSICAL 1.5					Mt. Wilson 6.1%
					Odyssey 5.3%
					Taxi 3.6%

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 6,953,200 (Black: 18.5%; Hispanic: 12.0%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
6.1	6.8	6.6	6.2	5.9	1	1	WGN-AM Full Service	720 50kw	5	27	29	18	12	2	10:00	Tribune	EAST
5.8	6.3	6.5	5.5	5.6	2	2	WGCI-FM Urban	107.5 33kw	7	4	1	1	2	10	10:00	Chancellor Media	MCG
4.8	4.0	4.2	5.1	4.8	3	3	WLIT-FM AC	93.9 4kw	6	10	12	4	1	1	8:15	Chancellor Media	CHR
3.9	4.4	4.7	4.8	4.5	4	4	WBBM-FM CHR/Rhythmic	96.3 4.2kw	1	1	3	3	9	15	6:00	CBS Radio	CBS
3.6	3.6	3.5	4.1	4.2	5	5	WBBM-AM News	780 50kw	2	26	22	16	14	7	6:30	CBS Radio	CBS
4.2	4.3	3.9	4.5	4.2	5	5	WVAZ-FM Urban AC	102.7 6kw	14	9	9	2	3	5	10:00	Chancellor Media	EAST
3.7	4.1	3.3	4.0	4.1	7	7	WLS-AM Talk	890 50kw	16	23	23	19	17	8	10:45	ABC Inc.	BAN
4.1	4.2	3.4	3.3	4.0	8	8	WJMK-FM Oldies	104.3 4.1kw	4	7	15	8	4	4	6:45	CBS Radio	IRS
3.4	3.3	3.5	3.5	3.9	9	9	WNUA-FM NAC/SJ	95.5 8.3kw	10	18	16	9	5	3	8:30	Chancellor Media	EAST
3.6	3.0	3.0	3.7	3.4	10	10	WUSN-FM Country	99.5 6.3kw	15	11	14	12	8	6	8:15	CBS Radio	IRS
3.4	3.5	3.1	2.8	3.3	11	11	WKQX-FM Alternative	101.1 8.3kw	3	2	4	13	18	27	5:15	Emmis	D&R
3.4	3.4	3.2	3.3	3.2	12	12	WRCX-FM Rock	103.5 4.3kw	9	5	2	5	10	25	7:00	Chancellor Media	EAST
3.1	2.8	3.2	2.7	2.9	13	13	WOJO-FM Regional Mexican	105.1 8.4kw	20	6	5	11	13	16	10:15	Heftel	KT-H
2.8	2.8	2.8	2.9	2.9	13	13	WXRT-FM Adult Alternative	93.1 6.7kw	18	16	10	7	6	9	8:15	CBS Radio	CBS
2.1	2.8	2.6	2.6	2.8	15	15	WCKG-FM Classic Rock	105.9 4.1kw	12	14	7	6	7	11	6:15	CBS Radio	IRS
2.7	3.0	2.6	2.2	2.7	16	16	WTMX-FM Hot AC	101.9 4.2kw	8	8	6	10	11	14	5:30	Bonneville Int.	MCG
2.1	2.0	2.6	2.6	2.2	17	17	WAIT-AM Nostalgia	850 2.5kw	27	—	36	38	35	21	10:15	Pride	—
1.9	2.3	2.5	2.0	2.1	18	18	WEJM-FM ¹ Gospel	106.3 2kw	21	3	13	17	25	32	8:00	Media Venture Part.	D&R
2.2	2.6	2.2	2.0	2.1	18	18	WPNT-FM Hot AC	100.3 8.2kw	17	11	11	15	16	20	5:30	Bonneville Int.	EAST
2.6	2.2	2.1	2.1	2.0	20	20	WLUP-FM ² Hot AC	97.9 6kw	11	15	8	14	15	23	4:30	Bonneville Int.	CHR

¹ Was Urban until April. ² Switched to Rock in late July.

FLASHBACK!

ROCK
SLIDES

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For more
information call
(212) 581-3962

CLASSIC ROCK WITH LESS TALK!



RADIO TODAY
ENTERTAINMENT

12+ POPULATION: 6,953,200 (Black: 18.5%; Hispanic: 12.0%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.9	2.1	2.7	2.2	1.8	21		WMAQ-AM News	670 50kw	13	20	31	25	23	17	4:15	CBS Radio	G/W
1.7	1.4	1.6	1.6	1.7	22		WNIB-FM Classical	97.1 8.4kw	24	33	38	29	26	12	7:45	North Illinois	ARP
1.1	1.2	1.6	1.4	1.5	23		WFMT-FM Classical	98.7 15.5kw	25	29	37	37	28	22	7:45	Chicago Educ.	ARP
1.6	2.1	2.5	2.9	1.5	23		WSCR-AM ³ Sports	1160 50(5)kw	26	34	20	20	19	18	8:15	CBS Radio	IRS
1.3	1.3	1.4	1.2	1.5	24		WXCD-FM ⁴ Classic Rock	94.7 4.4kw	23	19	18	21	20	19	6:30	ABC Inc.	BAN
1.4	1.3	1.1	1.2	1.4	26		WGCI-AM Urban Oldies	1390 5kw	28	22	25	23	22	13	9:00	Chancellor Media	MCG
0.8	0.3	1.0	1.1	1.4	26		WMVP-AM Sports	1000 50kw	19	17	17	22	21	24	4:00	Chancellor Media	CHR
1.7	1.8	1.3	1.0	1.0	28		WYSY-FM Oldies	107.9 22.5kw	22	24	21	24	24	26	4:15	SBS	KATZ

³ In April WSCR-AM moved to 1160 KHz and WYPA-AM (Personal Achievement) began broadcasting on 820 KHz.

⁴ Was WKXX-FM (Country) until May.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 18.9	1 WRCX-FM	1 WGCI-FM	1 WXRT-FM	1 WLIT-FM	CBS 57.2%
AC 11.6	2 WGCI-FM	2 WBBM-FM	2 WCKG-FM	2 WGCI-FM	Chancellor 45.2%
URBAN 11.2	3 WBBM-FM	3 WKQX-FM	3 WRCX-FM	3 WVAZ-FM	Emmis 13.9%
OLDIES/CR 9.7	4 WCKG-FM	4 WTMX-FM	4 WVAZ-FM	4 WJMK-FM	ABC 12.9%
CHR 4.5	5 WKQX-FM	5 WLIT-FM	5 WJMK-FM	5 WNUA-FM	Tribune 12.7%
NAC 3.9	6 WLUP-FM	6 WOJO-FM	6 WGCI-FM	6 WUSN-FM	Heftell 6.5%
COUNTRY 3.4	7 WXRT-FM	7 WPNT-FM	7 WLIT-FM	7 WBBM-FM	Media Vent. 5.9%
ADULT ALT. 3.3	8 WEJM-FM	8 WVAZ-FM	8 WSCR-AM	8 WGN-AM	SBS 5.2%
CLASSICAL 3.2	9 WOJO-FM	9 WLUP-FM	9 WNUA-FM	9 WTMX-FM	No. Ill. 4.8%
ROCK 3.2	10 WTMX-FM	10 WUSN-FM	10 WBBM-FM	10 WXRT-FM	Chi. Educ. 4.3%
SPANISH 2.9					Pride 3.5%
NOSTALGIA 2.2					
RELIGIOUS 2.1					

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 5,455,800 (Black: 10.7%; Hispanic: 16.2%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.8	6.6	6.9	7.0	6.5	1	KGO-AM News/Talk	810 50kw	1	34	19	8	1	1	8:30	ABC Inc.	BAN
4.8	4.8	4.6	4.5	4.3	2	KCBS-AM News	740 50kw	2	22	24	16	10	5	5:30	CBS Radio	CBS
3.8	4.2	3.5	3.7	4.3	2	KFRC-A/F Oldies	610/99.7 5kw/40kw	3	7	17	4	1	2	7:00	CBS Radio	GW
4.5	3.6	3.5	3.1	4.3	2	KNBR-AM Sports	680 50kw	7	14	16	11	4	3	7:45	Susquehanna	MG/S
3.8	4.2	4.3	4.8	4.2	5	KYLD-FM ¹ CHR/Rhythmic	107.7 8.9kw	4	1	1	5	13	26	6:45	Chancellor Media	KATZ
3.4	3.8	4.0	3.7	4.0	6	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	6	9	5	1	3	6	6:45	Bonneville Int.	KATZ
4.2	4.3	4.3	4.1	3.9	7	KMEL-FM CHR/Rhythmic	106.1 69kw	5	2	1	3	12	19	6:30	Chancellor Media	CHR
3.9	3.5	3.3	3.7	3.6	8	KKSF-FM NAC/SJ	103.7 7.8kw	13	17	18	12	6	4	8:45	Chancellor Media	MCG
3.7	3.2	3.3	3.3	3.2	9	KIOI-FM AC	101.3 125kw	8	6	7	6	7	10	6:00	Chancellor Media	CHR
2.8	2.7	3.3	3.2	3.0	10	KBLX-FM NAC/SJ	102.9 6.6kw	14	16	11	7	9	8	8:15	Inner City	D&R
3.7	3.2	3.3	3.1	3.0	10	KFFG/KFOG Adult Alternative	97.7/104.5 1.6kw/7.9kw	11	33	10	2	5	7	7:00	Susquehanna	MG/S
1.3	2.2	2.1	2.7	2.8	12	KLLC-FM Hot AC	97.3 82kw	9	4	3	10	11	18	5:15	CBS Radio	CBS
2.1	2.1	2.2	2.4	2.7	13	KBGG-FM ² Oldies	98.1 100kw	10	11	12	9	8	9	6:00	Chancellor Media	SEN
2.2	2.8	2.4	2.2	2.6	14	KSFO-AM Talk	560 5kw	19	—	26	22	20	12	10:15	ABC Inc.	BAN
1.9	2.0	1.8	2.1	2.5	15	KABL-AM Nostalgia	960 5kw	20	—	40	41	33	13	10:00	Chancellor Media	SEN
2.7	2.7	2.8	2.6	2.5	15	KDFC-FM Classical	102.1 33kw	15	23	28	23	18	11	7:15	Bonneville Int.	MCG
2.5	2.4	2.4	1.8	2.1	17	KITS-FM Alternative	105.3 15kw	12	3	4	13	14	29	5:00	CBS	D&R
1.7	1.9	2.0	2.0	2.0	18	KOME-FM Alternative	98.5 12.5kw	16	5	8	15	16	24	6:00	CBS Radio	IRS
1.7	2.4	1.6	1.8	1.9	19	KSAN-FM ³ Country	94.9 30kw	18	12	15	19	19	15	7:00	Susquehanna	MG/S
1.6	2.2	2.4	2.0	1.9	19	KSJO-FM Rock	92.3 50kw	17	13	6	14	15	25	6:45	Amer. Radio Sys.	MCG

¹ Moved to 94.9 MHz, with 30kw in July. ² Switched to Urban AC on July 23. ³ Switched to Classic Rock at 107.7 MHz with 8.9kw in July.



The Dr. Laura Show

+

KGO

NEWSTALK

AM 810

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For more
information call
(212) 581-3962

KGO NEWSTALK 810



RADIO TODAY
ENTERTAINMENT

12+ POPULATION: 5,455,800 (Black: 10.7%; Hispanic: 16.2%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.0	1.5	1.1	1.3	1.6	21	KLOK-AM Regional Mexican	1170 50(5)kw	27	18	14	18	21	20	11:45	Excel Com.	CAB
2.1	1.6	2.3	1.5	1.5	22	KSOL/KZOL Regional Mexican	98.9/99.1 6kw/1.1kw	25	15	9	17	22	47	9:00	Heftel	KT-H
1.4	1.4	1.1	1.3	1.4	23	KEZR-FM Hot AC	106.5 50kw	21	10	13	21	24	23	5:45	Amer. Radio Sys.	CHR
0.6	0.7	1.0	0.7	1.4	23	KUFX-FM Classic Rock	94.5 1.2kw	24	27	22	20	17	14	7:15	Amer. Radio Sys.	MCG
1.9	1.7	1.6	1.4	1.3	25	KBAY-FM AC	100.3 14.5kw	22	20	23	25	23	16	6:00	Amer. Radio Sys.	ARP
1.4	1.4	1.2	1.2	1.3	25	KYCY-FM Country	93.3 50kw	23	19	20	24	25	17	6:45	CBS Radio	IRS
0.8	1.0	1.0	1.1	1.0	27	KNEW-AM Country	910 5kw	28	—	39	39	34	21	7:45	Chancellor Media	SEN

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 17.7	1 KYLD-FM	1 KMEL-FM	1 KNBR-AM	1 KOIT-A/F	Chancellor 41.3%
AC 12.7	2 KMEL-FM	2 KYLD-FM	2 KGO-AM	2 KFRC-A/F	CBS 41.2%
OLDIES/CR 8.4	3 KSJO-FM	3 KLLC-FM	3 KKSF-FM	3 KIOI-FM	Susquehanna 27.8%
CHR 8.1	4 KITS-FM	4 KIOI-FM	4 KFRC-A/F	4 KFFG/KFOG	Bonneville 19.7%
NAC 6.6	5 KLLC-FM	5 KOIT-A/F	5 KFFG/KFOG	5 KBLX-FM	ABC 17.1%
COUNTRY 4.2	6 KOME-FM	6 KFFG/KFOG	6 KBGG-FM	6 KBGG-FM	ARS 14.0%
ALTERNATIVE 4.1	7 KOIT-A/F	7 KBLX-FM	7 KOIT-A/F	7 KGO-AM	Inner City 7.9%
SPANISH 3.1	8 KNBR-AM	8 KBGG-FM	8 KCBS-AM	8 KKSF-FM	Empire 4.0%
ADULT ALT. 3.0	9 KSOL/KZOL	9 KITS-FM	9 KBLX-FM	9 KMEL-FM	Excel 3.9%
CLASSICAL 2.5	10 KLOK-AM	10 KEZR-FM	10 KLLC-FM	10 KCBS-AM	Heftel 3.3%
NOSTALGIA 2.5					
ROCK 1.9					

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 4,065,300 (Black: 18.5%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.2	7.3	7.3	7.1	7.3	1	KYW-AM News	1060 50kw	1	15	16	12	8	3	5:00	CBS Radio	G/W
5.1	5.2	4.8	5.5	7.3	1	WYSP-FM Rock	94.1 16kw	2	5	1	1	1	10	8:15	CBS Radio	IRS
5.7	5.5	5.7	6.2	6.0	3	WBEB-FM AC	101.1 14kw	4	8	9	5	5	2	9:00	WEAZ-FM Radio	MCG
5.4	5.9	5.0	4.5	5.5	4	WOGL-FM Oldies	98.1 12.5kw	3	11	12	7	4	1	7:45	CBS Radio	CBS
6.8	6.2	6.4	6.2	5.0	5	WUSL-FM Urban	98.9 18kw	8	2	2	6	11	16	8:15	Chancellor Media	BAN
4.4	5.1	4.9	5.3	5.0	5	WWDB-FM Talk	96.5 17kw	11	19	17	16	14	7	9:15	Beasley	BAN
5.5	5.1	5.1	5.4	4.9	7	WDAS-FM Urban AC	105.3 16.5kw	15	10	8	4	2	4	11:30	Chancellor Media	D&R
4.5	3.5	3.7	3.5	4.5	8	WMMR-FM Rock	93.3 18kw	7	14	3	2	3	9	7:30	Greater Media Inc.	ARP
4.6	4.7	4.7	4.1	4.4	9	WMGK-FM Classic Hits	102.9 8.5kw	6	9	5	3	6	8	6:45	Greater Media Inc.	ARP
4.8	4.3	4.5	5.0	4.0	10	WPEN-AM Nostalgia	950 5kw	17	22	27	29	28	14	11:45	Greater Media Inc.	ARP
3.8	4.2	3.9	4.4	4.0	10	WXTU-FM Country	92.5 15.5kw	16	13	11	11	9	6	9:45	Beasley	D&R
3.2	4.2	4.3	4.1	3.9	12	WJJZ-FM NAC/SJ	106.1 22.5kw	14	17	15	10	7	5	8:45	Chancellor Media	CHR
2.1	1.8	1.9	2.7	3.9	13	WPHI-FM ¹ Urban	103.9 .340kw	13	1	6	13	16	20	8:00	Radio One, Inc.	EAST
4.3	4.5	4.8	4.5	3.6	14	WIOQ-FM CHR/Pop	102.1 27kw	5	4	4	8	13	17	5:45	Chancellor Media	BAN
3.9	3.6	3.5	2.6	3.5	15	WYXR-FM Hot AC	104.5 16kw	9	6	10	9	10	12	6:00	Chancellor Media	KATZ
3.7	2.8	3.6	3.7	3.4	16	WIP-AM Sports	610 5kw	12	12	13	14	12	11	6:30	CBS Radio	IRS
3.1	3.0	2.6	2.8	2.7	17	WPLY-FM Alternative	100.3 35kw	10	3	7	15	15	19	5:00	Greater Media Br.	ARP
3.1	2.9	3.2	3.2	2.6	18	WFLN-FM Classical	95.7 50kw	18	—	18	18	17	13	7:45	Greater Media Inc.	ARP
0.7	1.3	1.4	1.0	1.6	19	WHAT-AM Talk	1340 1kw	23	—	24	20	19	15	14:00	KBT Communications	—

¹ Was WDRE-FM (Alternative) until February.

FLASHBACK! ROCK SLIDES + WMGK =

102.9 WMGK... THE CLASSIC HITS STATION

For more information call (212) 581-3962



12+ POPULATION: 4,065,300 (Black: 18.5%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.1	0.9	0.8	1.1	1.2	20		WDAS-AM <i>Gospel</i>	1480 5(1)kw	22	20	26	19	18	18	9:45	Chancellor Media	D&R
1.6	1.2	1.4	1.4	1.2	20		WPST-FM <i>CHR/Pop</i>	97.5 50kw	19	7	14	17	20	29	4:00	Nassau	KATZ

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
NEWS/TALK	16.3	1 WYSP-FM	1 WUSL-FM	1 WYSP-FM	1 WBEB-FM	CBS 55.3%	
URBAN	13.8	2 WMMR-FM	2 WBEB-FM	2 WMMR-FM	2 WDAS-FM	Chancellor 42.2%	
ROCK	10.8	3 WUSL-FM	3 WIOQ-FM	3 WMGK-FM	3 WOGL-FM	Gr. Media Inc. 35.2%	
OLDIES/CR	9.9	4 WIOQ-FM	4 WYXR-FM	4 WIP-AM	4 WYXR-FM	Beasley 20.2%	
AC	9.5	5 WPHI-FM	5 WMGK-FM	5 WOGL-FM	5 WJJZ-FM	WEAZ Radio 15.1%	
CHR	4.8	6 WMGK-FM	6 WPHI-FM	6 WDAS-FM	6 WMGK-FM	Gr. Media Br. 12.2%	
COUNTRY	4.0	7 WPLY-FM	7 WDAS-FM	7 KYW-AM	7 WXTU-FM	Radio One 11.1%	
NOSTALGIA	4.0	8 WIP-AM	8 WYSP-FM	8 WJJZ-FM	8 KYW-AM	Nassau 7.2%	
NAC	3.9	9 WDAS-FM	9 WPLY-FM	9 WXTU-FM	9 WMMR-FM	KBT Com. 2.6%	
ALTERNATIVE	2.7	10 WPST-FM	10 WMMR-FM	10 WUSL-FM	10 WUSL-FM		
CLASSICAL	2.6						
RELIGIOUS	1.2						

More than Research—AnswersSM

Harker Research
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12+ POPULATION: 3,679,000 (Black: 21.7%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.3	10.5	9.1	7.9	8.1	1	WJLB-FM <i>Urban</i>	97.9 50kw	5	1	1	1	3	7	10:30	Chancellor Media	SEN
5.4	5.5	6.4	6.8	7.2	2	WNIC-FM <i>AC</i>	100.3 32kw	6	8	6	2	1	1	9:15	Chancellor Media	EAST
6.8	6.2	7.4	6.2	5.9	3	WJR-AM <i>Talk</i>	760 50kw	1	14	18	14	9	3	6:30	ABC Inc.	KATZ
6.0	6.2	6.1	5.9	5.8	4	WOMC-FM <i>Oldies</i>	104.3 190kw	3	12	12	5	2	2	7:30	CBS Radio	IRS
5.0	5.4	5.4	5.6	5.3	5	WWJ-AM <i>News</i>	950 5kw	2	22	20	16	11	5	6:15	CBS Radio	CBS
3.9	5.8	4.4	4.6	4.7	6	WKQI-FM <i>Hot AC</i>	95.5 100kw	4	3	3	3	5	13	6:00	Chancellor Media	EAST
3.7	4.4	3.8	3.7	4.3	7	WMXD-FM <i>Urban AC</i>	92.3 50kw	11	11	11	8	4	4	9:15	Chancellor Media	ARP
5.1	4.8	4.5	4.7	4.2	8	WRIF-FM <i>Rock</i>	101.1 27kw	8	7	2	4	6	14	7:00	Greater Media Inc.	MCG
3.2	2.3	2.7	3.0	3.8	9	WDRQ-FM <i>CHR/Rhythmic</i>	93.1 26.5kw	7	6	4	7	8	15	6:00	ABC Inc.	CHR
2.9	2.9	2.6	3.2	3.6	10	WCHB-FM <i>Urban</i>	105.9 20kw	13	2	5	10	14	16	7:45	Bell	ARP
4.7	3.9	4.0	3.9	3.6	10	WWWW-FM <i>Country</i>	106.7 61kw	12	10	10	13	13	11	7:45	Chancellor Media	KATZ
3.8	3.6	3.7	3.7	3.5	12	WYCD-FM <i>Country</i>	99.5 17.5kw	14	9	8	9	10	12	7:45	CBS Radio	G/W
3.1	2.6	4.0	3.3	3.2	13	WVMV-FM <i>NAC/SJ</i>	98.7 50kw	15	17	15	11	12	6	8:00	CBS Radio	G/W
2.7	3.3	2.9	3.1	3.1	14	WCSX-FM <i>Classic Rock</i>	94.7 13.5kw	10	16	9	6	7	9	6:45	Greater Media Inc.	MCG
3.7	3.8	3.2	3.3	3.1	14	WXYT-AM <i>Talk</i>	1270 5kw	18	25	23	20	15	10	9:00	CBS Radio	IRS
2.1	1.9	2.6	2.9	2.9	16	WQRS-FM <i>Classical</i>	105.1 20kw	17	21	24	23	18	8	8:00	Greater Media Inc.	ARP
2.7	2.8	2.1	2.5	2.5	17	WHYT-FM ¹ <i>Alternative</i>	96.3 20kw	9	5	7	12	16	22	4:30	ABC Inc.	BAN
2.2	2.1	2.3	2.5	2.4	18	CKWW-AM <i>Nostalgia</i>	580 .5kw	22	—	27	27	27	21	10:30	CHUM Group Ltd.	D&R
1.8	1.9	1.8	1.4	1.8	19	CIMX-FM <i>Alternative</i>	88.7 100kw	16	4	13	17	22	25	4:45	CHUM Group Ltd.	ROS
1.5	1.8	1.8	1.9	1.7	20	WWBR-FM <i>Rock</i>	102.7 50kw	20	13	14	15	17	20	6:00	Syndicated Com.	D&R

¹ Changed calls to **WPLT-FM** in mid-July.

The Dr. Laura Show

FOCUS ON THE FAMILY COMMENTARY™

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SUPERSTATION
WJR
760am

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For more information call
(212) 581-3962

THE GREAT VOICE OF THE GREAT LAKES

RADIO TODAY
ENTERTAINMENT

12+ POPULATION: 3,679,000 (Black: 21.7%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11	12	16	14	15	21	WQBH-AM Urban Oldies	1400 1kw	26	24	25	25	25	18	11:30	Queen's Br	PATT
09	10	15	13	13	22	WDFN-AM Sports	1130 50(10)kw	24	20	19	18	19	17	7:15	Chancellor Media	KATZ
10	10	12	14	13	22	WGPR-FM Urban	107.5 50kw	23	19	21	21	21	19	6:30	WGPR, Inc.	—
14	10	10	12	12	24	CIDR-FM Adult Alternative	93.9 100kw	21	18	17	19	20	23	4:30	CHUM Group Ltd	ROS
26	17	15	12	11	25	WKRK-FM ² Rock	97.1 50kw	19	15	16	22	23	26	3:30	CBS Radio	CBS
09	09	00	09	10	26	WMUZ-FM Religious	103.5 50kw	25	23	22	24	24	24	6:00	Crawford Br	CRA

² Was WYST-FM (Oldies) until February

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 18.8	1 WRIF-FM	1 WJLB-FM	1 WRIF-FM	1 WNIC-FM	Chancellor 55.3%
NEWS/TALK 15.6	2 WJLB-FM	2 WKQI-FM	2 WOMC-FM	2 WJLB-FM	CBS 51.3%
AC 11.9	3 WCHB-FM	3 WDRQ-FM	3 WCSX-FM	3 WOMC-FM	ABC 39.2%
OLDIES/CR 8.9	4 WKQI-FM	4 WNIC-FM	4 WJLB-FM	4 WKQI-FM	Gr Media Inc 26.7%
COUNTRY 7.1	5 WCSX-FM	5 WCHB-FM	5 WJR-AM	5 WMXD-FM	CHUM Group 18.1%
ROCK 7.0	6 WDRQ-FM	6 WHYT-FM	6 WNIC-FM	6 WDRQ-FM	Bell 11.5%
ALTERNATIVE 4.3	7 WHYT-FM	7 WYCD-FM	7 WMXD-FM	7 WYCD-FM	Syndicated 6.4%
CHR 3.8	8 WYCD-FM	8 WRIF-FM	8 WWJ-AM	8 WVMV-FM	WGPR Inc 4.4%
NAC 3.2	9 WWBR-FM	9 WMXD-FM	9 WKQI-FM	9 WWWW-FM	Crawford 3.8%
CLASSICAL 2.9	10 CIMX-FM	10 WWWW-FM	10 WYCD-FM	10 WJR-AM	Queen's Br 2.8%
NOSTALGIA 2.4					
ADULT ALT. 1.2					
RELIGIOUS 1.0					

More than
Research—AnswersSM

Harker Research
919 • 954 • 8300

12+ POPULATION: 3,621,500 (Black: 13.5%; Hispanic: 14.7%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.7	6.3	6.2	6.7	7.1	1	KKDA-FM Urban	104.5 100kw	6	1	1	2	6	18	12:15	Service Br.	CHR
6.2	5.9	6.1	6.8	7.0	2	KHKS-FM CHR/Pop	106.1 100kw	1	2	2	1	3	11	7:30	Chancellor Media	D&R
6.2	4.9	4.9	5.8	5.7	3	KSCS-FM Country	96.3 99kw	2	12	6	3	2	3	8:15	ABC Inc.	BAN
5.2	4.7	6.0	6.0	5.3	4	KVIL-FM AC	103.7 100kw	3	13	11	5	1	1	8:00	CBS Radio	IRS
4.9	5.4	4.9	4.4	4.3	5	WBAP-AM News/Talk	820 50kw	10	31	20	16	10	4	8:15	ABC Inc.	BAN
3.4	4.2	3.6	3.6	4.2	6	KLUV-FM Oldies	98.7 100kw	8	14	15	8	7	2	7:30	CBS Radio	IRS
3.9	3.3	3.7	3.5	4.1	7	KDMX-FM Hot AC	102.9 100kw	4	8	3	4	5	14	6:30	Nationwide	ARP
4.3	3.8	4.0	3.2	4.1	7	KPLX-FM Country	99.5 100kw	13	7	9	9	8	6	9:15	Susquehanna	MG/S
3.8	3.8	4.0	4.3	3.8	9	KEGL-FM Rock	97.1 100kw	7	5	4	7	11	16	6:30	Nationwide	CHR
2.6	2.5	3.0	2.0	3.8	9	KZPS-FM Classic Rock	92.5 96kw	12	15	8	6	4	8	7:45	Chancellor Media	D&R
4.1	4.3	4.0	4.3	3.6	11	KRLD-AM News/Talk	1080 50kw	5	17	19	17	13	5	6:00	SFX	CBS
4.9	4.8	3.8	3.4	3.3	12	KYNG-FM Country	105.3 100kw	14	6	12	11	14	9	7:30	CBS Radio	IRS
3.4	3.5	3.7	3.5	3.1	13	KOAI-FM NAC/SJ	107.5 25kw	15	29	18	13	9	7	8:00	CBS Radio	KATZ
3.2	3.1	2.5	2.6	3.0	14	KDGE-FM Alternative	94.5 100kw	9	3	5	12	16	28	5:30	Chancellor Media	D&R
2.7	2.7	2.7	2.8	2.9	15	KTXQ-FM Rock	102.1 100kw	11	4	7	14	17	27	5:45	SFX	CBS
4.2	4.6	3.6	2.5	2.8	16	KRBV-FM Urban AC	100.3 89kw	19	16	10	10	12	12	9:00	CBS Radio	IRS
2.2	2.7	2.8	2.9	2.8	16	WRR-FM Classical	101.1 98kw	16	18	27	22	21	10	8:30	City of Dallas	ARP
2.9	3.3	2.5	3.2	2.7	18	KLTY-FM Religious	94.1 100kw	18	9	13	15	15	13	8:30	Metroplex Br.	K&P
2.2	2.7	2.1	2.3	1.7	19	KBFB-FM ¹ AC	97.9 100kw	17	27	21	20	18	15	5:30	SFX	CBS
2.3	1.9	2.4	2.0	1.7	19	KTCK-AM Sports	1310 5(2.5)kw	22	30	14	19	20	23	8:15	Susquehanna	MG/S

¹ Was KRRW-FM (Classic Hits) until April.

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For more
information call
(212) 581-3962

OLDIES RADIO

12+ POPULATION: 3,621,500 (Black: 13.5%; Hispanic: 14.7%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.2	0.8	1.1	1.5	1.6	21	KAAM-AM MOR	620 5(4.5)kw	25	—	34	35	32	21	11:00	Collin County Radio	—
0.0	0.0	0.0	0.9	1.6	21	KKZN-FM Adult Alternative	93.3 50kw	20	28	17	18	19	19	6:45	Susquehanna	MG/S
1.7	1.8	2.2	2.0	1.5	23	KESS-AM Spanish N/T	1270 5kw	24	19	16	21	22	26	9:30	Heftel	KT-H
1.7	1.3	1.6	1.4	1.5	23	KLIF-AM News/Talk	570 5kw	28	11	24	25	24	22	9:30	Heftel	KT-H
2.6	2.3	2.4	2.2	1.4	25	KHCK/KICI Tejano	99.1/107.9 100kw/100kw	21	—	30	23	23	20	6:00	Susquehanna	EAST
1.2	1.5	1.5	1.4	1.2	26	KHVN-AM Religious	970 1kw	26	23	21	29	27	24	9:00	CBS Radio	MCG
1.0	1.3	1.1	1.0	1.2	26	KKDA-AM Urban Oldies	730 .5kw	27	24	32	30	26	17	9:30	Service Br.	CHR
0.0	0.0	1.2	1.6	1.1	28	KRNB-FM Urban Oldies	105.7 100kw	23	25	25	24	25	25	6:15	Service Br.	CHR

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
COUNTRY 13.1 URBAN 12.2 AC 11.1 NEWS/TALK 11.0 OLDIES/CR 8.0 CHR 7.0 ROCK 6.7 RELIGIOUS 3.9 NAC 3.1 ALTERNATIVE 3.0 SPANISH 3.0 CLASSICAL 2.8 ADULT ALT. 1.6 NOSTALGIA 1.6	Men 18-34	Women 18-34	Men 25-54	Women 25-54	CBS 42.3% Chancellor 34.5% SFX 27.3% ABC 24.0% Nationwide 22.6% Susquehanna 17.4% Service 14.8% City Of Dallas 7.3% Heftel 7.2% Collin Country 3.2%
	1 KKDA-FM 2 KEGL-FM 3 KTXQ-FM 4 KDGE-FM 5 KHKS-FM 6 KZPS-FM 7 KDMX-FM 8 KTCK-AM 9 KSCS-FM 10 KRBV-FM	1 KHKS-FM 2 KKDA-FM 3 KDMX-FM 4 KSCS-FM 5 KPLX-FM 6 KVIL-FM 7 KDGE-FM 8 KYNG-FM 9 KRBV-FM 10 KEGL-FM	1 KZPS-FM 2 KEGL-FM 3 KSCS-FM 4 WBAP-AM 5 KKDA-FM 6 KLUV-FM 7 KOAI-FM 8 KVIL-FM 9 KDMX-FM 10 KTCK-AM	1 KVIL-FM 2 KHKS-FM 3 KSCS-FM 4 KDMX-FM 5 KPLX-FM 6 KLUV-FM 7 KKDA-FM 8 KRBV-FM 9 KOAI-FM 10 KYNG-FM	

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12+ POPULATION: 3,535,000 (Black: 27.1%; Hispanic: 7.1%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
4.8	4.2	4.8	5.1	5.9	1	WKYS-FM Urban	93.9 24kw	3	1	1	3	9	15	8:30	Radio One	MCG
5.8	5.0	5.6	5.6	5.8	2	WHUR-FM Urban AC	96.3 24kw	8	8	4	1	1	2	9:15	Howard University	D&R
5.6	6.1	6.1	6.5	5.8	2	WPGC-FM CHR/Rhythmic	95.5 50kw	1	3	2	2	6	13	7:00	CBS Radio	IRS
6.4	5.3	6.0	4.5	5.0	4	WMZQ-FM Country	98.7 50kw	12	10	10	8	5	5	9:15	Chancellor Media	CHR
4.9	5.3	3.7	4.5	4.7	5	WBIG-FM Oldies	100.3 36kw	6	7	14	9	2	1	7:30	Chancellor Media	EAST
5.1	5.1	4.9	3.8	4.6	6	WASH-FM AC	97.1 26kw	10	6	5	4	3	9	8:00	Chancellor Media	BAN
1.4	2.5	4.0	4.7	4.6	7	WWVZ/WWZZ CHR/Pop	103.9/104.1 .38kw/22kw	2	2	3	7	16	16	6:15	Bonneville Int.	SEN
4.1	4.0	3.7	4.0	4.1	8	WGMS-FM Classical	103.5 46kw	16	13	20	16	13	3	9:15	Bonneville Int.	EAST
4.6	4.5	4.2	4.2	4.1	8	WMMJ-FM Urban AC	102.3 2.9kw	13	11	11	5	4	4	8:45	Radio One	MCG
1.9	2.8	2.9	4.5	3.9	10	WGAY-FM MOR	99.5 22kw	9	19	15	14	11	6	6:30	Chancellor Media	ARP
4.6	4.2	3.6	3.9	3.7	11	WRQX-FM Hot AC	107.3 36kw	7	9	6	6	8	11	6:00	ABC Inc.	KATZ
4.2	4.0	4.7	4.9	3.6	12	WMAL-AM News/Talk	630 5kw	14	24	18	17	15	8	7:45	ABC Inc.	KATZ
3.5	3.9	3.5	3.0	3.5	13	WWDC-FM Rock	101.1 22.5kw	5	4	7	10	12	17	5:30	Capitol Br./Maryland	CHR
3.4	4.0	3.1	3.8	3.4	14	WJZW-FM NAC/SJ	105.9 28kw	17	20	13	11	7	7	7:45	ABC Inc.	CHR
3.0	3.0	3.4	2.9	2.9	15	WTOP-AM News	1500 50kw	4	27	17	18	17	10	4:15	Bonneville Int.	BAN
3.3	3.7	3.6	3.4	2.8	16	WJFK-FM Talk	106.7 22kw	18	15	9	12	10	14	7:30	CBS Radio	IRS
2.9	3.3	3.1	2.3	2.6	17	WHFS-FM Alternative	99.1 50kw	11	5	8	13	18	25	4:30	CBS Radio	ARP
2.3	2.5	2.1	2.0	2.4	18	WARW-FM Classic Rock	94.7 22.5kw	15	12	12	15	14	12	5:30	CBS Radio	CBS
1.0	0.9	1.2	0.9	1.2	19	WAVA-FM Religious	105.1 50kw	20	21	21	19	19	18	6:15	Salem Com.	SRR
1.1	1.1	0.9	1.1	1.0	20	WFRE-FM Country	99.9 7.9kw	24	18	23	21	21	20	9:15	Jim Gibbons Radio Inc	—
1.1	0.8	1.0	1.1	1.0	20	WOL-AM Talk	1450 1kw	28	—	24	24	23	23	13:15	Radio One	MCG



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TODAY'S HIT MUSIC



12+ POPULATION: 3,535,000 (Black: 27.1%; Hispanic: 7.1%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.0	0.9	1.0	1.1	1.0	20	WTEM-AM Sports			570 5(1)kw	19	26	19	20	20			

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 15.8	1 WPGC-FM	1 WKYS-FM	1 WHUR-FM	1 WHUR-FM	Chancellor 43.0%
NEWS/TALK 11.3	2 WKYS-FM	2 WPGC-FM	2 WJFK-FM	2 WASH-FM	CBS 39.4%
CHR 10.4	3 WWVZ/WWZZ	3 WHUR-FM	3 WJFK-FM	3 WMMJ-FM	Bonneville 34.8%
AC 8.3	4 WHFS-FM	4 WASH-FM	4 WPGC-FM	4 WMMJ-FM	ABC 29.3%
OLDIES/CR 7.1	5 WJFK-FM	5 WWVZ/WWZZ	5 WMZQ-FM	5 WMZQ-FM	Radio One 21.3%
COUNTRY 6.0	6 WRQX-FM	6 WRQX-FM	6 WJZW-FM	6 WRQX-FM	Capitol Br./MD 15.0%
CLASSICAL 4.1	7 WWDC-FM	7 WWDC-FM	7 WARW-FM	7 WJZW-FM	Howard Univ. 12.9%
NOSTALGIA 3.9	8 WASH-FM	8 WMZQ-FM	8 WKYS-FM	8 WPGC-FM	Salem 4.1%
ROCK 3.5	9 WHUR-FM	9 WMMJ-FM	9 WMMJ-FM	9 WGAY-FM	Jim Gibbons 2.3%
NAC 3.4	10 WMZQ-FM	10 WHFS-FM	10 WTOP-AM	10 WKYS-FM	
ALTERNATIVE 2.6					
RELIGIOUS 1.2					

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12+ POPULATION: 3,292,100 (Black: 17.4%; Hispanic: 22.9%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.2	5.4	5.8	6.7	7.1	1	KODA-FM AC	99.1 95kw	2	8	3	1	1	1	8:45	SFX	ARP
7.5	7.0	7.7	8.1	6.5	2	KBXX-FM CHR/Rhythmic	97.9 100kw	4	1	2	4	8	14	9:00	Clear Channel	CCRS
4.5	5.4	5.8	6.6	6.4	3	KRBE-FM CHR/Pop	104.1 100kw	1	2	1	2	5	10	6:00	Susquehanna	MG/S
6.0	5.4	5.3	5.5	5.7	4	KMJQ-FM Urban AC	102.1 100kw	9	7	4	3	2	3	10:45	Clear Channel	CCRS
4.6	5.9	4.5	4.6	5.1	5	KILT-FM Country	100.3 100kw	6	11	11	7	7	4	7:45	CBS Radio	G/W
5.3	4.7	4.7	4.5	4.6	6	KKBQ-AF Country	790/92.9 5kw/100kw	7	10	6	6	4	7	7:00	Chancellor Media	MCG
4.6	3.7	4.6	4.0	4.5	7	KTRH-AM News	740 50kw	3	26	18	13	9	5	5:30	Chancellor Media	CHR
4.9	5.3	5.9	5.4	4.3	8	KHMX-FM Hot AC	96.5 97kw	5	14	8	5	3	6	6:15	Nationwide	BAN
4.3	3.6	3.9	4.4	4.2	9	KLDE-FM Oldies	94.5 95kw	8	17	20	8	6	2	7:00	Chancellor Media	D&R
3.1	3.5	3.7	3.1	3.3	10	KTBS-FM Alternative	107.5 98kw	10	3	5	11	13	21	6:45	Nationwide	MCG
3.3	3.8	3.6	3.3	3.2	11	KLOL-FM Rock	101.1 95kw	11	12	7	9	10	11	6:45	Chancellor Media	CHR
5.1	4.1	5.2	4.7	3.0	12	KKPN-FM 1 Hot AC	102.9 100kw	8	5	10	10	11	13	5:30	SFX	ARP
3.3	3.1	3.8	2.8	2.8	13	KPRC-AM News/Talk	950 5kw	16	—	24	18	15	8	9:30	Clear Channel	CCRS
3.1	3.9	3.3	3.0	2.7	14	KLTN/KLTO Regional Mex	93.3/104.9 100kw/2.25kw	17	9	9	14	14	19	8:45	Heftel	KT-H
3.3	3.7	3.4	3.1	2.4	15	KKRW-FM Classic Hits	93.7 100kw	12	16	15	12	12	9	5:30	SFX	ARP
3.2	2.7	2.5	2.7	2.4	15	KQK-FM Tejano	106.5 100kw	15	6	12	16	18	16	7:00	El Dorado	TED
3.5	3.6	3.1	3.4	2.3	17	KIKK-FM Country	95.7 95kw	13	15	16	15	17	12	5:30	CBS Radio	G/W
1.8	1.6	1.4	2.1	2.0	18	KHYS/KJOJ ² CHR/Rhythmic	98.5/103.3 100kw/100kw	14	4	13	20	22	26	5:00	Clear Channel	MCG
0.0	0.0	0.0	0.0	1.9	19	KQUE-AM ³ Nostalgia	1230 1kw	22	—	27	30	29	17	12:30	SFX	ARP
1.3	1.5	1.0	1.6	1.7	20	KLAT-AM Regional Mexi	1010 5(3.6)kw	20	19	17	17	16	15	9:00	Heftel	KT-H

¹ Was KQUE-FM (Nostalgia) until March. ² Was NAC/Smooth Jazz until February. ³ Was KNUZ-AM (News/Talk) until March.




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HOUSTON'S GOOD TIMES AND THE BEST OLDIES

12+ POPULATION: 3,292,100 (Black: 17.4%; Hispanic: 22.9%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.2	1.1	1.0	1.2	1.6	21	KXTJ-FM Regional Mexi	107.9 100kw	19	13	14	19	20	23	6:45	El Dorado	TED

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
CHR 14.9	1 KBXX-FM	1 KRBE-FM	1 KLOL-FM	1 KODA-FM	Chancellor 43.4%
AC 14.4	2 KLOL-FM	2 KBXX-FM	2 KMJQ-FM	2 KMJQ-FM	SFX 35.3%
COUNTRY 12.0	3 KRBE-FM	3 KODA-FM	3 KTRH-AM	3 KHM-FM	Clear Chan. 32.2%
SPANISH 9.5	4 KTBZ-FM	4 KMJQ-FM	4 KODA-FM	4 KRBE-FM	CBS 23.6%
NEWS/TALK 8.7	5 KMJQ-FM	5 KHM-FM	5 KKBQ-A/F	5 KLDE-FM	Susquehanna 23.1%
OLDIES/CR 6.6	6 KKBQ-A/F	6 KKBQ-A/F	6 KLDE-FM	6 KKBQ-A/F	Nationwide 23.0%
URBAN 5.7	7 KLTN/KLTO	7 KTBZ-FM	7 KILT-FM	7 KILT-FM	Bonneville 13.4%
ALTERNATIVE 3.3	8 KKPN-FM	8 KKPN-FM	8 KRBE-FM	8 KBXX-FM	El Dorado 10.2%
ROCK 3.2	9 KILT-FM	9 KILT-FM	9 KHM-FM	9 KKPN-FM	Heftel 8.2%
NOSTALGIA 1.9	10 KODA-FM	10 KLTN/KLTO	10 KBXX-FM	10 KLAT-FM	

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12+ POPULATION: 3,264,900 (Black: 5.7%; Hispanic: 5.6%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.9	7.8	8.1	8.1	7.7	1	WBZ-AM News	1030 50kw	1	14	15	14	6	1	7:30	CBS Radio	G/W
6.0	6.6	6.7	5.8	6.3	2	WJMN-FM CHR/Rhythmic	94.5 11.5kw	4	1	3	3	9	13	8:15	Chancellor Media	KATZ
6.9	6.4	5.7	6.0	6.2	3	WXKS-FM CHR/Pop	107.9 23.5	2	2	2	2	3	11	6:30	Chancellor Media	KATZ
5.0	5.2	4.9	4.8	5.8	4	WBCN-FM Alternative	104.1 19kw	3	4	1	1	2	12	7:15	CBS Radio	IRS
6.6	6.4	6.0	6.2	5.8	4	WRKO-AM News/Talk	680 50kw	8	12	20	15	14	4	10:45	Amer. Radio Sys.	EAST
6.0	5.7	5.3	5.7	5.4	6	WMJX-FM AC	106.7 24.5kw	6	5	6	5	1	3	8:00	Greater Media Inc.	MCG
4.4	4.9	4.6	4.8	4.9	7	WODS-FM Oldies	103.3 16kw	5	6	13	11	7	2	7:00	CBS Radio	CBS
3.7	4.1	4.9	5.1	4.4	8	WCRB-FM Classical	102.5 15kw	10	9	17	16	15	5	8:30	Charles River	ARP
3.8	4.0	3.8	3.9	4.2	9	WBMX-FM Hot AC	98.5 9kw	7	7	4	4	4	9	6:45	Amer. Radio Sys.	CHR
4.1	3.7	3.8	4.1	3.6	10	WEEI-AM Sports	850 50kw	11	15	12	12	10	7	7:15	Amer. Radio Sys.	EAST
1.7	2.4	2.8	3.1	3.5	11	WKLB-FM ¹ Country	96.9 21.5kw	16	13	11	13	13	8	10:30	Greater Media Inc.	MCG
5.0	3.9	3.9	3.5	3.4	12	WZLX-FM Classic Rock	100.7 20kw	9	8	7	6	5	10	6:30	CBS Radio	IRS
2.2	2.1	3.0	3.0	3.2	13	WROR-FM Oldies	105.7 8.5kw	14	19	14	9	8	6	7:15	Greater Media Inc.	MCG
2.6	2.4	2.8	2.9	2.9	14	WAAF-FM Rock	107.3 18.5kw	15	3	5	10	16	22	7:15	Amer. Radio Sys.	D&R
2.9	3.0	2.9	3.2	2.7	15	WBOS-FM Adult Alternative	92.9 8.8kw	12	17	8	7	12	15	5:30	Greater Media Inc.	ARP
2.9	2.8	2.5	2.0	2.7	15	WEGQ-FM Oldies	93.7 34kw	13	10	9	8	11	14	6:30	Amer. Radio Sys.	CHR
1.9	1.8	1.6	2.0	1.8	17	WOAZ-FM ² NAC/SJ	99.5 32kw	18	—	19	18	17	16	7:45	Greater Media Inc.	D&R
2.4	2.4	1.8	2.4	1.7	18	WXKS-AM Nostalgia	1430 5(1)kw	19	—	—	29	24	17	9:45	Chancellor Media	KATZ
1.3	1.3	1.2	1.7	1.5	19	WFNX-FM Alternative	101.7 1.65kw	17	18	10	17	18	21	6:00	MCC Br.	ARP
1.2	1.5	1.1	1.2	1.1	20	WILD-AM ³ Urban AC	1090 5kw	22	11	16	19	19	18	9:30	Nash	K&P

¹ Moved to 99.5 MHz with 32kw on August 22. ² Moved to 96.9 MHz with 21.5kw on August 22. ³ Switched to Urban in mid-July.

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NEW ENGLAND'S SUPERSTAR STATION

12+ POPULATION: 3,264,900 (Black: 5.7%; Hispanic: 5.6%)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 17.1	1 WBCN-FM	1 WXKS-FM	1 WBCN-FM	1 WMJX-FM	CBS 52.0% ARS 43.5% Gr. Media Inc. 37.1% Chancellor 32.6% Charles River 11.1% MMC Br. 5.4% Nash 2.1%
OLDIES/CR 14.2	2 WAAF-FM	2 WJMN-FM	2 WZLX-FM	2 WXKS-FM	
CHR 12.5	3 WJMN-FM	3 WBMX-FM	3 WEEI-AM	3 WBMX-FM	
AC 9.6	4 WXKS-FM	4 WMJX-FM	4 WBZ-AM	4 WODS-FM	
ALTERNATIVE 7.3	5 WZLX-FM	5 WBCN-FM	5 WEGQ-FM	5 WJMN-FM	
CLASSICAL 4.4	6 WEGQ-FM	6 WBOS-FM	6 WROR-FM	6 WROR-FM	
COUNTRY 3.5	7 WBMX-FM	7 WFNX-FM	7 WBMX-FM	7 WBOS-FM	
ROCK 2.9	8 WBOS-FM	8 WKLB-FM	8 WODS-FM	8 WBZ-AM	
ADULT ALT. 2.7	9 WEEI-AM	9 WKLB-FM	9 WRKO-AM	9 WKLB-FM	
NAC 1.8	10 WFNX-FM	10 WZLX-FM	10 WAAF-FM	10 WCRB-FM	
NOSTALGIA 1.7					
URBAN 1.1					

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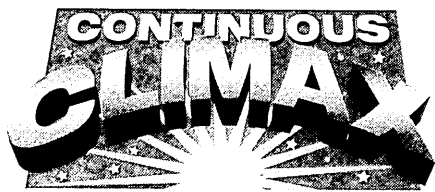
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#11 MIAMI-FORT LAUDERDALE-HOLLYWOOD



12+ POPULATION: 2,984,300 (Black: 17.4%; Hispanic: 38.9%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.6	4.9	5.7	5.1	5.3	1	WPOW-FM CHR/Rhythmic	96.5 100kw	1	1	1	3	14	18	7:00	Beasley	D&R
4.3	5.3	4.8	4.8	5.2	2	WHQT-FM Urban AC	105.1 100kw	3	3	4	1	1	4	9:00	Cox	CHR
5.7	5.9	5.5	5.4	4.9	3	WEDR-FM Urban	99.1 100kw	2	2	2	2	6	11	8:30	Chancellor Media	MCG
5.4	5.4	4.4	4.8	4.8	4	WLYF-FM AC	101.5 100kw	6	17	9	8	4	5	9:30	Jefferson-Pilot	CBS
4.6	5.6	4.4	5.4	4.6	5	WAMR-FM Spanish AC	107.5 95kw	9	15	12	6	2	1	11:00	Heftel	KT-H
4.0	4.7	3.9	3.9	4.3	6	WAQI-AM Spanish News/Talk	710 50kw	20	21	28	25	21	12	14:30	Heftel	KT-H
3.3	3.6	3.1	3.8	4.2	7	WKIS-FM Country	99.9 100kw	11	7	11	10	7	7	10:15	Beasley	D&R
3.5	3.0	3.1	3.7	4.0	8	WLVE-FM NAC/SJ	93.9 100kw	8	12	14	7	3	2	9:15	Clear Channel	EAST
5.4	4.3	4.5	3.8	4.0	8	WRMA-FM Spanish AC	106.7 100kw	7	10	15	13	8	3	9:15	SBS	—
3.4	2.7	2.8	3.1	3.8	10	WFLC-FM AC	97.3 100kw	4	11	6	4	5	8	7:00	Cox	CHR
3.7	3.9	3.3	3.6	3.5	11	WZTA-FM Rock	94.9 100kw	12	5	3	5	12	23	8:45	Clear Channel	KATZ
4.0	3.8	3.5	3.9	3.3	12	WHYI-FM CHR/Pop	100.7 100kw	5	4	5	9	13	15	6:15	Clear Channel	CCRS
3.2	3.0	4.4	3.1	3.3	12	WXDJ-FM Tropical	95.7 100kw	15	6	8	11	11	10	8:45	SBS	—
3.3	3.9	3.5	3.1	3.1	14	WMXJ-FM Oldies	102.7 100kw	13	13	17	16	10	6	7:45	Jefferson-Pilot	CBS
3.1	2.7	2.7	2.5	3.1	14	WTMI-FM Classical	93.1 100kw	16	27	24	24	22	13	8:45	Marlin	ARP
2.3	2.5	2.4	2.8	2.6	16	WBGG-FM Classic Rock	105.9 100kw	10	16	7	12	9	14	6:15	Clear Channel	CCRS
2.7	2.1	2.0	2.1	2.4	17	WCMQ-AM Spanish News/Talk	1210 25(2.5)kw	24	—	31	28	29	21	13:00	SBS	SBS
2.1	2.2	2.8	3.1	2.2	18	WCMQ-FM Spanish Oldies	92.3 31kw	21	23	21	15	15	9	10:00	SBS	SBS
2.6	3.4	3.3	2.4	2.2	18	WIOD-AM News/Talk	610 10kw	19	26	16	18	17	17	7:00	Clear Channel	KATZ
1.7	1.5	2.0	2.3	2.1	20	WINZ-AM News	940 50(25)kw	17	18	25	26	23	22	6:15	Clear Channel	EAST
2.1	2.5	2.0	2.2	2.1	20	WPLL-FM Hot AC	103.5 100kw	14	8	10	14	16	24	5:30	Clear Channel	EAST



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RADIO TODAY
ENTERTAINMENT

12+ POPULATION: 2,984,300 (Black: 17.4%; Hispanic: 38.9%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.2	2.3	2.5	2.7	2.0	22	WQBA-AM Spanish News/Talk	106.7 100kw	23	—	35	30	28	20	10:45	Heftel	KT-H
1.5	1.4	1.5	1.9	1.9	23	WRTO-FM Tropical	98.3 100kw	18	9	13	17	18	19	6:15	Heftel	KT-H
0.0	0.0	0.3	2.1	1.8	24	WJNA-AM Nostalgia	1040 25kw	25	—	—	35	34	29	12:00	Fairbanks	ARP
1.7	1.3	1.7	1.4	1.5	25	WSUA-AM Tropical	1260 5kw	26	—	23	19	19	16	13:45	El Dorado	—
1.7	2.3	1.8	1.6	1.4	26	WQAM-AM Sports	560 5(1)kw	22	14	19	20	20	25	6:30	Beasley	D&R
1.3	1.1	1.3	1.1	1.1	27	WMBM-AM Gospel	1490 1kw	27	19	20	22	24	27	10:45	New Birth	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
SPANISH 26.2 AC 10.7 URBAN 10.1 CHR 8.6 NEWS/TALK 5.7 OLDIES/CR 5.7 COUNTRY 4.2 NAC 4.0 ROCK 3.5 CLASSICAL 3.1 NOSTALGIA 1.8 RELIGIOUS 1.1	1 WZTA-FM 2 WPOW-FM 3 WEDR-FM 4 WBGG-FM 5 WHQT-FM 6 WFLC-FM 7 WAMR-FM 8 WHYI-FM 9 WPLL-FM 10 WIOD-AM	1 WHQT-FM 2 WPOW-FM 3 WEDR-FM 4 WHYI-FM 5 WFLC-FM 6 WLYF-FM 7 WKIS-FM 8 WXDJ-FM 9 WZTA-FM 10 WPLL-FM	1 WZTA-FM 2 WLVE-FM 3 WBGG-FM 4 WHQT-FM 5 WKIS-FM 6 WAMR-FM 7 WEDR-FM 8 WIOD-AM 9 WFLC-FM 10 WMXJ-FM	1 WHQT-FM 2 WLYF-FM 3 WAMR-FM 4 WFLC-FM 5 WEDR-FM 6 WRMA-FM 7 WLVE-FM 8 WHYI-FM 9 WKIS-FM 10 WMXJ-FM	Clear Channel 43.0% Beasley 30.4% Cox 24.9% SBS 21.7% Heftel 20.5% Jefferson-Pilot 19.1% Chancellor 13.7% Marlin 8.4% Fairbanks 3.7% El Dorado 2.6% New Birth 2.5%

More than
Research—AnswersSM

Harker Research
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12+ POPULATION: 2,925,700 (Black: 25.3%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.9	9.4	10.4	9.8	10.7	1	WVEE-FM Urban	103.3 100kw	2	1	1	1	1	5	10:30	CBS Radio	IRS
9.2	8.7	10.2	9.0	8.3	2	WSB-AM Talk	750 50kw	1	16	12	7	3	1	7:30	Cox	CHR
6.2	5.2	5.1	5.9	7.3	3	WSTR-FM CHR/Pop	94.1 100kw	3	3	2	2	4	11	7:30	Jefferson-Pilot	CBS
8.6	9.0	7.4	8.3	6.7	4	WKHX-FM Country	101.5 99kw	4	5	7	5	6	3	8:00	ABC Inc.	KATZ
4.9	5.8	6.5	6.2	5.9	5	WALR-A/F Urban AC	1340/104.7 1kw/100kw	10	11	8	3	2	2	8:30	Midwestern Br.	CHR
5.4	4.7	5.0	4.9	5.2	6	WHTA-FM Urban	97.5 8.5kw	11	2	3	10	15	19	8:00	Radio One	ARP
5.1	5.2	4.7	4.3	5.1	7	WSB-FM AC	98.5 100kw	5	10	6	6	5	7	6:15	Cox	CHR
5.1	5.9	5.2	5.6	4.9	8	WPCH-FM AC	94.9 99kw	8	13	11	11	9	6	6:45	Jacor	EAST
5.0	5.2	4.9	4.5	4.8	9	WKLS-FM Rock	96.1 100kw	9	6	5	4	8	14	7:00	Jacor	EAST
5.7	4.9	5.0	5.0	4.8	9	WNNX-FM Alternative	99.7 100kw	6	4	4	9	11	16	6:15	Susquehanna	MG/S
5.0	4.8	3.9	4.2	4.3	11	WFOX-FM Oldies	97.1 97kw	7	7	15	12	10	4	5:45	Chancellor Media	G/W
3.1	3.1	3.4	4.2	4.3	11	WZGC-FM Classic Hits	92.9 99kw	12	9	9	8	7	8	6:30	CBS Radio	IRS
3.6	4.2	4.2	3.4	3.6	13	WYAY-FM Country	106.7 99kw	13	8	10	13	13	12	8:00	ABC Inc.	KATZ
2.7	2.4	2.6	2.3	2.8	14	WJZF-FM NAC/SJ	104.1 60kw	14	15	13	15	12	9	6:30	Cox	CHR
2.5	2.1	2.2	2.9	2.5	15	WGST-FM News/Talk	105.7 50kw	15	19	14	14	14	10	8:00	Jacor	KATZ
1.9	2.5	1.5	1.5	2.3	16	WAOK-AM Religious	1380 5kw	17	14	17	16	17	13	11:15	CBS Radio	IRS
2.5	2.0	1.7	1.9	1.9	17	WGST-AM News/Talk	640 50(1)kw	16	12	16	17	16	15	6:45	Jacor	EAST

Continued on Page 52

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LITE ROCK**

For more
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12+ POPULATION: 2,744,800 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.1	7.6	6.9	6.7	8.3	1	KIRO-AM News/Talk	710 50kw	1	14	12	2	1	1	7:15	Entercom	SEN
5.7	6.0	5.7	6.1	7.1	2	KUBE-FM CHR/Rhythmic	93.3 100kw	2	1	1	1	6	16	8:00	New Century Media	ARP
5.0	5.5	5.2	5.3	5.6	3	KBSG-A/F Oldies	1210/97.3 27.5(1)kw/55kw	3	4	13	3	2	2	6:30	Entercom	KATZ
5.4	6.0	5.9	4.6	5.5	4	KMPS-A/F Country	1300/94.1 5kw/98kw	6	3	5	7	4	3	9:00	Amer. Radio Sys.	EAST
3.6	4.3	4.7	3.9	4.6	5	KIXI-AM Nostalgia	880 50(10)kw	16	—	22	22	21	7	11:15	Sandusky	CHR
5.5	4.7	5.6	4.3	4.6	5	KVI-AM Talk	570 5kw	17	21	18	14	11	4	11:15	Fisher	BAN
3.8	4.1	4.7	4.5	4.3	7	KING-FM Classical	98.1 58kw	13	13	20	18	13	5	9:15	Classic Radio	SEN
4.3	4.3	3.7	4.6	4.3	8	KNDD-FM Alternative	107.7 100kw	5	2	2	8	17	23	6:30	Entercom	KATZ
4.1	3.5	3.8	4.7	3.8	9	KISW-FM Rock	99.9 100kw	12	8	3	4	7	20	7:45	Entercom	MCG
4.7	3.6	3.6	3.7	3.8	9	KPLZ-FM Hot AC	101.5 100kw	4	5	4	6	9	19	5:45	Fisher	BAN
4.2	3.8	3.8	4.0	3.7	11	KZOK-FM Classic Rock	102.5 100kw	8	12	9	5	3	6	6:45	Amer. Radio Sys.	EAST
3.6	3.5	3.4	3.6	3.3	12	KJR-FM Oldies	95.7 100kw	7	11	7	9	5	9	6:00	New Century Media	ARP
4.6	3.4	3.5	3.9	3.3	12	KYCW-FM Country	96.5 100kw	18	10	6	10	10	15	8:45	Amer. Radio Sys.	EAST
3.7	4.0	3.6	3.9	3.0	14	KLSY-FM AC	92.5 58kw	11	6	11	12	15	13	6:15	Sandusky	CHR
3.1	4.0	3.3	3.8	2.9	15	KMTT-FM Adult Alternative	103.7 58kw	15	15	10	11	8	11	6:45	Entercom	D&R
3.9	3.1	3.6	2.7	2.9	15	KOMO-AM Full Service	1000 50kw	9	—	23	21	22	12	5:45	Fisher	BAN
2.7	2.0	2.9	2.8	2.6	17	KRWM-FM AC	106.9 100kw	19	19	15	16	16	10	7:00	Sandusky	CBS
2.3	2.9	2.4	3.0	2.6	17	KWJZ-FM NAC/SJ	98.9 100kw	20	16	19	17	12	8	7:30	Sandusky	D&R
2.9	1.8	2.0	2.5	2.5	19	KJR-AM Sports	950 5kw	10	18	14	15	14	14	5:15	New Century Media	—
1.7	3.0	2.6	2.8	2.4	20	KBKS-FM CHR/Pop	106.1 58kw	14	7	8	13	18	21	5:15	Amer. Radio Sys.	EAST
2.1	2.1	2.5	2.3	2.0	21	KIRO-FM Talk	100.7 100kw	21	17	17	20	20	17	6:00	Entercom	SEN

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+ STAR  101.5 =

For more information call (212) 581-3962

THE BEST MIX OF THE '80s and '90s



#12 ATLANTA



ATLANTA

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12+ POPULATION: 2,925,700 (Black: 25.3%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 21.8 NEWS/TALK 12.7 COUNTRY 10.3 AC 10.0 OLDIES/CR 8.6 CHR 7.3 ALTERNATIVE 4.8 ROCK 4.8 NAC 2.8 RELIGIOUS 2.3	1 WVEE-FM 2 WKLS-FM 3 WHTA-A/F 4 WSTR-FM 5 WNNX-FM 6 WZGC-FM 7 WKHX-FM 8 WSB-FM 9 WYAY-FM 10 WALR-FM	1 WVEE-FM 2 WSTR-FM 3 WHTA-FM 4 WNNX-FM 5 WSB-FM 6 WALR-A/F 7 WKHX-FM 8 WPCH-FM 9 WKLS-FM 10 WYAY-FM	1 WSB-AM 2 WVEE-FM 3 WKLS-FM 4 WZGC-FM 5 WKHX-FM 6 WALR-A/F 7 WSTR-FM 8 WGST-FM 9 WFOX-FM 10 WNNX-FM	1 WVEE-FM 2 WALR-A/F 3 WSB-FM 4 WSTR-FM 5 WPCH-FM 6 WKHX-FM 7 WFOX-FM 8 WSB-AM 9 WYAY-FM 10 WZGC-FM	Cox 39.7% Jacor 34.3% CBS 34.2% ABC 21.6% Jefferson-Pilot 20.1% Midwestern Br. 16.4% Susquehanna 15.0% Chancellor 14.7% Radio One 12.9%

#13 SEATTLE-TACOMA



SEATTLE

Continued from Page 51

12+ POPULATION: 2,744,800 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.4	1.6	1.8	1.5	1.9	22	KCMS-FM <i>Religious</i>	105.3 115kw	23	9	16	19	19	18	8:00	Crista	RSS
0.8	1.0	1.0	1.3	1.0	23	KNWX-AM <i>News</i>	770 50(5)kw	22	—	27	26	26	24	4:15	Entercom	SEN

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 21.3 OLDIES/CR 12.6 AC 9.4 COUNTRY 8.8 NOSTALGIA 4.6 ALTERNATIVE 4.3 CLASSICAL 4.3 ROCK 3.8 ADULT ALT. 2.9 NAC 2.6 RELIGIOUS 1.9	1 KISW-FM 2 KUBE-FM 3 KNDD-FM 4 KZOK-FM 5 KMPS-A/F 6 KYCW-FM 7 KPLZ-FM 8 KJR-AM 9 KJR-FM 10 KIRO-AM	1 KUBE-FM 2 KPLZ-FM 3 KNDD-FM 4 KMPS-A/F 5 KBKS-FM 6 KYCW-FM 7 KLSY-FM 8 KJR-FM 9 KMTT-FM 10 KBSG-A/F	1 KIRO-AM 2 KZOK-FM 3 KISW-FM 4 KBSG-A/F 5 KVI-AM 6 KJR-AM 7 KMTT-FM 8 KMPS-A/F 9 KJR-FM 10 KUBE-FM	1 KBSG-A/F 2 KMPS-A/F 3 KPLZ-FM 4 KJR-FM 5 KUBE-FM 6 KIRO-AM 7 KING-FM 8 KYCW-FM 9 KLSY-FM 10 KWJZ-FM	Entercom 58.0% New Century 34.3% ARS 33.4% Fisher 29.3% Sundusky 23.9% Classic Radio 9.5% Christa 4.8%

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 2,251,000 (Black: N/A; Hispanic: 22.3%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.8	6.0	6.2	4.3	7.6	1	KSON-FM Country	97.3 50kw	4	6	1	1	1	1	10:30	Jefferson-Pilot	BAN
6.4	6.8	7.0	6.4	5.5	2	KYXY-FM AC	96.5 41kw	2	7	8	4	2	3	7:15	SFX	D&R
5.6	6.1	4.6	4.2	5.3	3	KFMB-AM Full Service	760 5kw	3	16	17	11	4	2	7:15	Midwest TV	MCG
4.4	4.1	4.0	4.1	5.3	3	KFMB-FM Hot AC	100.7 30kw	1	3	2	2	3	7	6:00	Midwest TV	MCG
6.6	6.2	5.6	5.2	5.1	5	XHTZ-FM CHR/Rhythmic	90.3 100kw	5	1	3	3	12	20	7:30	Califormula	EAST
4.3	4.4	4.1	3.8	3.9	6	KBZT-FM Oldies	94.9 22kw	8	9	18	10	7	4	6:15	Jefferson-Pilot	BAN
0.7	1.5	3.3	3.6	3.9	6	KHTS-FM CHR/Rhythmic	93.3 1.8kw	6	2	5	7	10	24	5:45	Jacor	EAST
2.8	2.8	2.7	2.8	3.6	8	KGB-FM Classic Rock	101.5 50kw	9	12	7	6	6	9	6:30	Jacor	EAST
3.6	3.2	2.7	3.5	3.6	8	KIOZ-FM Rock	105.3 29kw	12	8	4	5	9	22	7:45	Jacor	EAST
1.1	1.1	0.8	1.6	3.5	10	KMCG-FM ¹ AC	95.7 29kw	13	11	10	8	5	5	8:00	Nationwide	MCG
3.6	4.2	2.9	3.5	3.1	11	XTRA-FM Alternative	91.1 100kw	7	4	6	9	15	25	4:45	Jacor	EAST
1.9	1.6	1.9	1.1	3.0	12	KOGO-AM Talk	600 5kw	18	25	31	25	21	8	10:15	Jacor	EAST
3.2	2.7	4.4	4.3	2.9	13	KIFM-FM NAC/SJ	98.1 28kw	14	24	22	13	8	6	6:45	Jefferson-Pilot	CBS
2.8	2.2	2.5	3.2	2.6	14	KPOP-AM Nostalgia	1360 5(1)kw	19	26	—	40	35	16	9:45	Jacor	KATZ
4.1	4.6	4.2	4.9	2.4	15	KSDO-AM News/Talk	1130 10kw	17	—	39	24	22	10	7:45	Jacor	EAST
0.8	0.8	1.0	2.0	2.1	16	KFSD-FM ² Classical	92.1 .58kw	23	23	30	28	27	14	8:45	Astor Br.	—
3.4	3.7	4.2	2.5	2.1	16	KXGL-FM ³ Oldies	94.1 100kw	16	29	20	14	11	11	6:15	Nationwide	MCG
2.4	1.8	1.6	2.0	2.1	16	XHRM-FM Alternative	92.5 100kw	11	10	9	12	17	26	4:30	Radio Moderna	SEN
3.0	3.0	2.3	2.5	1.9	19	KFI-AM Talk	640 50kw	20	22	27	21	18	12	7:15	Cox	CHR
4.1	3.3	3.6	3.5	1.9	19	KKLQ-FM CHR/Pop	106.5 50kw	10	5	12	16	16	18	3:45	Jacor	EAST

¹ Was Country until March. ² Was KOWF-FM (Country) until January. ³ Was KFSD-FM (Classical) until January.

Continued on Page 54



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For more information call (212) 581-3962

San Diego's Classic Rock Station



Continued from Page 53

12+ POPULATION: 2,251,000 (Black: N/A; Hispanic: 22.3%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.7	2.3	2.8	2.4	1.9	19	KPLN-FM <i>Classic Hits</i>	103.7 36kw	15	17	15	15	13	13	5:45	SFX	D&R
1.5	2.0	1.1	1.5	1.8	22	XHKY-FM <i>Regional Mexican</i>	99.3 25kw	24	20	13	17	20	19	8:15	Califormula	KT-H
1.9	2.2	2.4	2.2	1.7	23	XTRA-AM <i>Sports</i>	690 77(50)kw	21	—	16	18	14	15	7:00	Jacor	EAST
1.9	1.7	2.3	1.7	1.5	24	KKBH-FM <i>AC</i>	102.9 32kw	22	13	19	19	19	17	6:15	Jacor	G/W
1.0	1.3	1.1	1.3	1.2	25	XTIM-FM <i>Regional Mexican</i>	91.7 25kw	29	15	11	20	25	32	8:30	Energy Com.	—
0.7	1.0	0.9	0.7	1.1	26	XEMO-AM <i>Regional Mexican</i>	860 5kw	28	19	14	23	24	30	7:45	J.C. Gates & Co. LLC	CAB
1.0	0.9	1.1	1.0	1.0	27	KNX-AM <i>News</i>	1070 50kw	25	—	36	34	29	22	5:15	CBS Radio	CBS
1.1	1.0	1.1	1.1	1.0	27	KXST-FM <i>Adult Alt.</i>	102.1 9.5kw	26	—	23	22	23	21	5:45	Compass Radio	KATZ

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
AC	15.8	Men 18-34	Women 18-34	Men 25-54	Women 25-54	Jacor	58.3%
NEWS/TALK	15.3	1 KIOZ-FM	1 KSON-FM	1 KSON-FM	1 KSON-FM	Midwest TV	29.7%
OLDIES/CR	11.5	2 XHTZ-FM	2 KFMB-FM	2 KGB-FM	2 KYXY-FM	Jefferson-Pilot	25.3%
CHR	10.9	3 KGB-FM	3 XHTZ-FM	3 KFMB-FM	3 KFMB-FM	SFX	20.9%
COUNTRY	7.6	4 XTRA-FM	4 KYXY-FM	4 KFMB-AM	4 KMCG-FM	Califormula	19.3%
ALTERNATIVE	5.2	5 KHTS-FM	5 KHTS-FM	5 KIOZ-FM	5 KBZT-FM	Naionwide	16.7%
SPANISH	4.1	6 KFMB-FM	6 KMCG-FM	6 KMCG-FM	6 KFMB-AM	Radio Moderna	9.7%
ROCK	3.6	7 KSON-FM	7 XTRA-FM	7 XTRA-FM	7 KIFM-FM	Cox	6.4%
NAC	2.9	8 XHRM-FM	8 KIOZ-FM	8 KIFM-FM	8 XHTZ-FM	Astor	6.3%
NOSTALGIA	2.6	9 XTRA-FM	9 XHKY-FM	9 KBZT-FM	9 KHTS-FM	CBS	6.0%
CLASSICAL	2.1	10 KFMB-AM	10 KKBH-FM	10 KXGL-FM	10 KKLQ-FM	Compass Radio	3.6%
ADULT ALT	1.0					J.C. Gates	2.9%
						Energy	2.8%

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 2,247,200 (Black: 7.3%; Hispanic: 7.6%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.7	6.2	6.1	6.1	6.2	1	1	WALK-FM AC	97.5 39kw	5	6	7	2	1	1	10:15	Chancellor Media	KATZ
3.5	3.9	4.8	5.2	4.7	2	2	WXRK-FM Alternative	92.3 6kw	4	5	1	1	2	11	6:45	CBS Radio	IRS
3.3	3.3	3.3	3.9	4.4	3	3	WBLI-FM CHR/Pop	106.1 49kw	8	3	5	4	4	7	8:00	Chancellor Media	MCG
4.3	4.4	3.6	4.0	4.3	4	4	WOR-AM Talk	710 50kw	16	—	—	28	26	6	11:00	Buckley	MCG
4.0	4.6	3.6	3.9	4.1	5	5	WCBS-FM Oldies	101.1 6.8kw	6	15	19	7	3	2	7:15	CBS Radio	CBS
3.4	3.6	3.4	4.2	4.0	6	6	WHTZ-FM CHR/Pop	100.3 6kw	1	1	4	6	13	21	5:00	Chancellor Media	CHR
3.6	3.8	4.1	3.1	3.9	7	7	WFAN-AM Sports	660 50kw	7	16	10	9	6	4	7:00	CBS Radio	IRS
4.3	4.0	3.7	4.8	3.8	8	8	WCBS-AM News	880 50kw	3	23	25	19	17	8	5:30	CBS Radio	CBS
7.4	7.0	6.2	4.9	3.7	9	9	WKTU-FM CHR/Rhythmic	103.5 5.4kw	2	4	2	3	7	17	5:15	Chancellor Media	EAST
3.1	2.7	3.4	3.2	3.6	10	10	WQHT-FM CHR/Rhythmic	97.1 6.7kw	13	2	3	8	19	25	8:45	Emmis	ARP
4.1	2.8	3.5	2.8	3.4	11	11	WPLJ-FM Hot AC	95.5 6.7kw	9	8	6	5	5	9	6:30	ABC Inc.	BAN
3.6	3.7	2.7	3.4	3.3	12	12	WABC-AM Talk	770 50kw	12	17	28	26	20	12	8:00	ABC Inc.	BAN
3.0	2.4	4.0	3.7	3.3	12	12	WLTW-FM AC	106.7 6kw	14	20	14	12	10	5	8:00	Chancellor Media	KATZ
3.0	2.6	3.2	2.9	3.2	14	14	WBZO-FM Oldies	103.1 3kw	15	10	21	15	8	3	8:00	Barnstable	D&R
2.7	2.7	3.7	3.8	3.0	15	15	WHLI-AM Nostalgia	1100 10kw	25	—	—	33	32	22	10:30	Barnstable	D&R
3.3	3.2	2.9	2.9	2.6	16	16	WBAB/WHFM Rock	102.3/95.3 3kw/5kw	11	7	8	10	9	14	6:15	Chancellor Media	MCG
1.7	2.0	2.0	1.8	2.5	17	17	WQXR-FM Classical	96.3 7.8kw	22	—	31	31	28	15	8:45	New York Times	ARP
2.6	2.0	2.6	2.8	2.4	18	18	WQCD-FM ¹ NAC/SJ	101.9 6.2kw	19	—	23	14	12	10	8:15	Tribune	CHR
2.4	2.8	2.4	2.7	2.3	19	19	WKJY-FM AC	98.3 3kw	21	19	16	13	11	13	8:15	Barnstable	KATZ
2.2	2.4	1.9	2.5	1.9	20	20	WAXQ-FM Classic Rock	104.3 7.8kw	18	14	13	11	14	18	6:15	Chancellor Media	KATZ

¹ Operates under an LMA with Emmis.

Continued on Page 56

weekend morning + WLTW =

For more information call (212) 581-3962

106.7 LITE FM



Continued from Page 55

12+ POPULATION: 2,247,200 (Black: 7.3%; Hispanic: 7.6%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.2	2.2	2.1	2.0	1.8	21	WINS-AM News	1010 50kw	10	23	29	27	24	20	3:30	CBS Radio	G/W
1.1	1.3	1.1	1.1	1.7	22	WDRE/WLIR² Alternative	98.5/92.7 6kw/1kw	17	9	9	16	18	28	4:45	Jarad	ROS
1.6	1.8	1.4	1.9	1.7	22	WNEW-FM Classic Rock	102.7 6kw	20	25	18	17	15	19	5:45	CBS Radio	G/W
1.0	2.0	1.3	1.2	1.6	24	WBLS-FM Urban	107.5 5.4kw	28	—	22	18	16	16	8:45	Inner City	MCG
1.8	1.9	2.0	1.5	1.6	24	WGSM/WMJC Country	740/94.3 25kw/3kw	26	24	20	22	22	24	8:00	Barnstable	KATZ
0.8	0.7	1.3	1.0	1.2	26	WPAT-FM Spanish AC	93.1 5.4kw	29	26	12	21	25	27	9:15	Heftel	KT-H
1.1	1.1	0.8	0.9	1.2	26	WRCN-FM Rock	103.9 1.5kw	32	21	11	20	21	35	10:45	Barnstable	MCG
1.4	1.4	1.4	1.6	1.2	26	WRKS-FM Urban AC	98.7 7.8kw	27	29	24	23	23	23	6:00	Emmis	D&R
0.9	0.8	1.0	1.2	1.2	26	WSKQ-FM Tropical	97.9 7.8kw	31	13	15	24	29	32	9:45	Spanish Br. Sys.	SBS
1.5	1.8	1.5	0.8	1.0	30	WDBZ-FM³ Hot AC	105.1 6kw	23	18	17	25	27	31	4:30	Chancellor Media	SEN
0.9	1.3	1.2	1.1	1.0	30	WLUX-AM Nostalgia	540 .25kw	33	—	—	—	38	29	10:00	Long Island Multi Media	—
1.2	1.4	1.3	0.9	1.0	30	WQEW-AM Nostalgia	1560 50kw	30	—	—	39	39	30	7:30	New York Times	ARP

² WDRE-FM was WLRI-FM until April. ² Now WNSR-FM.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 17.1	1 WXRK-FM	1 WBLI-FM	1 WXRK-FM	1 WALK-FM	Chancellor 53.1%
AC 16.2	2 WQHT-FM	2 WKTU-FM	2 WFAN-AM	2 WBLI-FM	CBS 50.2%
CHR 15.7	3 WKTU-FM	3 WHTZ-FM	3 WCBS-FM	3 WKTU-FM	Barnstable 24.1%
OLDIES/CR 9.0	4 WFAN-AM	4 WALK-FM	4 WALK-FM	4 WLTW-FM	ABC 20.1%
ALTERNATIVE 6.4	5 WHTZ-FM	5 WPLJ-FM	5 WPLJ-FM	5 WKJY-FM	Emmis 11.7%
ROCK 5.7	6 WBAB/WHFM	6 WQHT-FM	6 WBAB/WHFM	6 WPLJ-FM	NY Times 8.7%
NOSTALGIA 5.0	7 WRCN-FM	7 WXRK-FM	7 WBZO-FM	7 WCBS-FM	Buckley 8.6%
URBAN 2.8	8 WPLJ-FM	8 WKJY-FM	8 WBLI-FM	8 WHTZ-FM	Jarad 7.5%
CLASSICAL 2.5	9 WBLI-FM	9 WBAB/WHFM	9 WKTU-FM	9 WBZO-FM	Tribune 6.5%
NAC 2.4	10 WDRE/WLIR	10 WDRE/WLIR	10 WAXQ-FM	10 WQCD-FM	Inner City 4.5%
SPANISH 2.4					Heftel 3.2%
COUNTRY 1.6					L.I. Multi Media 2.2%

More than Research—AnswersSM

Harker Research

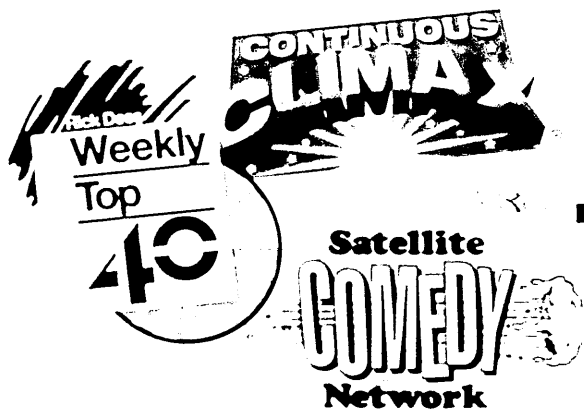
919 • 954 • 8300

12+ POPULATION: 2,227,400 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.5	11.4	12.3	13.0	11.5	1	1	WCCO-AM Full Service	830 50kw	1	9	14	11	7	1	9:00	CBS Radio	CBS
11.5	11.9	11.9	11.3	10.4	2	2	KQRS-FM Rock	92.5 100kw	2	4	1	1	1	2	8:30	ABC Inc.	KATZ
8.0	7.5	7.5	6.4	6.9	3	3	KDWB-FM CHR/Pop	101.3 100kw	3	1	2	2	8	9	6:30	Chancellor Media	KATZ
6.1	5.7	5.6	6.4	6.9	3	3	KEEY-FM Country	102.1 100kw	8	3	6	3	3	5	9:15	Chancellor Media	CHR
6.2	4.9	6.1	6.8	6.7	5	5	WLTE-FM AC	102.9 100kw	5	10	9	5	2	3	8:30	CBS Radio	CBS
6.1	5.8	5.3	5.4	5.2	6	6	KSTP-FM Hot AC	1500 50kw	4	6	3	4	6	10	5:30	Hubbard	CHR
5.2	5.2	5.1	5.4	5.0	7	7	KQQL-FM Oldies	107.9 97kw	6	5	11	8	4	4	6:15	Chancellor Media	D&R
5.1	4.9	5.4	5.2	5.0	7	7	KSTP-AM Talk	1500 50kw	11	—	12	10	10	6	10:00	Hubbard	CHR
5.8	6.7	6.0	5.6	4.6	9	9	KEGE-FM Alternative	93.7 100kw	7	2	5	9	12	14	6:15	ABC Inc.	KATZ
4.6	3.8	3.8	3.6	4.6	9	9	KTCJ/KTCZ Adult Alternative	690/97.1 .5kw/100kw	10	12	8	6	5	7	7:15	Chancellor Media	KATZ
4.7	5.3	5.0	4.3	4.5	11	11	WRQC-FM ¹ Rock	100.3 100kw	9	8	4	7	9	11	6:45	Chancellor Media	D&R
3.0	3.0	2.4	2.4	3.1	12	12	KMJZ-FM NAC/SJ	104.1 100kw	13	11	13	13	11	8	7:30	Nationwide	EAST
1.8	1.7	1.7	1.9	2.6	13	13	KXXP/KXXUKXXR ² Rock	105.1/105.7/105.3 2.6kw/6kw/25kw	14	7	7	12	13	15	7:45	ABC Inc.	KATZ
2.0	1.8	2.3	2.6	2.4	14	14	KLBB/WLOL Nostalgia	1400/1470 1kw/5kw	16	—	16	15	15	12	9:45	Cargill	—
1.6	1.5	2.1	2.0	1.8	15	15	KFAN-AM Sports	1130 50(25)kw	15	13	10	14	14	13	6:30	Chancellor Media	CHR

¹ Was WBOB-FM (Country) until April. ² Were KREV-FM, KCFE-FM, and WREV-FM respectively until May, with KREV & WREV dropping Alternative programming in March.

Continued on Page 59



For more information call (212) 581-3962

TODAY'S BEST MUSIC!



12+ POPULATION: 2,094,500 (Black: 10.3%; Hispanic: 16.3%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.1	13.2	13.0	11.8	11.8	1	KMOX-AM <i>Talk</i>	1120 50kw	1	11	14	11	2	1	8:45	CBS Radio	CBS
7.8	8.0	6.9	8.6	7.8	2	WIL-FM <i>Country</i>	92.3 100kw	3	5	6	2	1	2	10:00	Sinclair Com.	CHR
7.1	6.3	8.2	7.1	7.2	3	KMJM-FM <i>Urban</i>	107.7 100kw	12	1	1	1	6	6	12:30	Jacor	EAST
6.9	5.7	6.7	6.9	6.1	4	KEZK-FM <i>AC</i>	102.5 100kw	4	8	11	7	5	3	8:00	Amer. Radio Sys.	D&R
5.7	4.4	5.0	4.7	5.4	5	KPNT-FM <i>Alternative</i>	105.7 100kw	7	2	2	5	12	17	7:30	Sinclair Com.	ARP
4.7	3.7	4.6	4.3	4.9	6	KLOU-FM <i>Oldies</i>	103.3 100kw	5	10	12	9	3	4	6:30	Amer. Radio Sys.	CBS
5.6	5.9	5.3	4.9	4.9	6	KYKY-FM <i>Hot AC</i>	98.1 90kw	6	6	5	3	4	5	6:45	Amer. Radio Sys.	KATZ
5.7	6.0	4.9	4.0	4.4	8	KSHE-FM <i>Classic Rock</i>	94.7 100kw	8	12	4	4	7	7	6:45	Emmis	D&R
3.1	3.0	3.6	4.5	4.3	9	WKBQ/WKKX <i>Country</i>	1380/106.5 5(1)kw/90kw	9	4	8	10	9	9	6:45	Emmis	D&R
3.9	3.9	4.2	4.0	4.2	10	WALC-FM ¹ <i>Hot AC</i>	104.1 39kw	2	3	7	8	11	13	4:45	Emmis	D&R
2.1	2.6	3.6	4.0	3.9	11	WVRV-FM <i>Adult Alternative</i>	101.1 44kw	10	7	3	6	8	14	6:30	Sinclair Com.	MCG
2.9	2.8	2.3	2.6	3.4	12	WRTH-AM <i>Nostalgia</i>	1430 5kw	18	—	28	26	24	19	11:00	Sinclair Com.	CHR
3.3	3.5	2.9	3.2	3.0	13	KSD-FM <i>Classic Rock</i>	93.7 100kw	11	16	9	12	10	10	5:00	Amer. Radio Sys.	KATZ
2.2	2.6	2.8	2.8	2.7	14	KFUO-FM <i>Classical</i>	99.1 100kw	14	15	20	17	16	8	7:30	Lutheran Church/MOS	ARP
3.3	2.9	3.0	2.6	2.6	15	KIHT-FM <i>Classic Hits</i>	96.3 100kw	13	9	10	13	13	16	5:45	Sinclair Com.	CHR
2.1	3.0	2.7	2.6	2.4	16	KXOK-FM <i>Urban AC</i>	97.1 100kw	16	14	13	14	14	12	7:30	Frischling	ARP
1.1	1.8	1.3	1.9	2.3	17	KATZ-FM <i>Urban AC</i>	100.3 50kw	17	13	15	15	15	11	7:30	Jacor	EAST
1.1	1.8	2.0	2.4	2.3	17	KTRS-AM ² <i>Nostalgia</i>	550 5kw	15	—	21	20	19	15	7:00	Dorsey Group	MCG
1.2	1.7	1.2	1.2	1.4	19	WCBW-FM <i>Religious</i>	104.9 7.8kw	19	17	16	16	17	18	6:45	Continental Br.	SRR
1.1	1.3	0.5	0.5	1.0	20	KATZ-AM <i>Gospel</i>	1600 5kw	23	18	19	19	20	20	9:30	Jacor	EAST

¹ Was **WKBQ-FM** (CHR/Pop) until January 24. ² Was **KSD-AM** until January.

FOCUS ON THE FAMILY COMMENTARY™

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KEZK 102.5

Soft Rock

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For more information call
(212) 581-3962

SOFT ROCK 102.5

Continued from Page 57

12+ POPULATION: 2,227,400 (Black: N/A; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 18.3	1 KQRS-FM	1 KDWB-FM	1 KQRS-FM	1 WLTE-FM	Chancellor 59.6% CBS 39.6% ABC 37.4% Hubbard 29.1% Nationwide 8.9% Cargill 5.3%
ROCK 17.5	2 WRQC-FM	1 KSTP-FM	2 KTCJ/KTCZ	2 KEEY-FM	
AC 11.9	3 KQXP/KOXR/XXU	3 KEEY-FM	3 KSTP-AM	3 KQRS-FM	
CHR 6.9	4 KEGE-FM	4 KQRS-FM	4 WRQC-FM	4 KSTP-FM	
COUNTRY 6.9	5 KDWB-FM	5 WLTE-FM	5 WCCO-FM	5 KQOL-FM	
OLDIES/CR 5.0	6 KTCJ/KTCZ	6 KEGE-FM	6 KOOL-FM	6 KDWB-FM	
ADULT ALT. 4.6	7 KSTP-FM	7 KTCJ/KTCZ	7 KEEY-FM	7 WCCO-AM	
ALTERNATIVE 4.6	8 KFAN-AM	8 WRQC-FM	8 KSTP-FM	8 KTCJ/KTCZ	
NAC 3.1	9 KEEY-FM	9 KMJZ-FM	9 WLTE-FM	9 KMJZ-FM	
NOSTALGIA 2.4	10 KSTP-AM	10 KQXP/KOXR/XXU	10 KDWB-FM	10 KEGE-FM	

12+ POPULATION: 2,094,500 (Black: 10.3%; Hispanic: 16.3%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.8	1.0	1.1	1.2	1.0	20		WEW-AM Nostalgia	770 1kw	21	19	25	28	28	27	6:45	Metropolitan Radio	ROS

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 15.2	1 KPNT-FM	1 KMJM-FM	1 KSHE-FM	1 KEZK-FM	Sinclair 47.1% ARS 45.6% Emmis 35.5% Jacor 19.4% Dorsey 8.6% Lutheran/Mos 7.8% Frischling 6.8% Metropolitan 2.4%
OLDIES/CR 14.9	2 KSHE-FM	2 KYKY-FM	2 KMOX-AM	2 KYKY-FM	
COUNTRY 12.1	3 KMJM-FM	3 WVRV-FM	3 WIL-FM	3 WIL-FM	
URBAN 11.9	4 WIL-FM	4 WALC-FM	4 KLOU-FM	4 KMJM-FM	
NEWS/TALK 11.8	5 WVRV-FM	5 WIL-FM	5 KMJM-FM	5 KLOU-FM	
NOSTALGIA 6.7	6 WKXX-FM	6 WKXX-FM	6 KSD-FM	6 WALC-FM	
ALTERNATIVE 5.4	7 WALC-FM	7 WEZK-FM	7 KPNT-FM	7 WKKX-FM	
ADULT ALT. 3.9	8 KSD-FM	8 KPNT-FM	8 WVRV-FM	8 WVRV-FM	
CLASSICAL 2.7	9 KYKY-FM	9 KIHT-FM	9 KIHT-FM	9 KMOX-AM	
RELIGIOUS 2.4	10 KIHT-FM	10 KSD-FM	10 WKKX-FM	10 KXOK-FM	



For more information call (212) 581-3962

RADIO TODAY ENTERTAINMENT



12+ POPULATION: 2,074,000 (Black: 9.9%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.6	6.1	5.7	6.8	7.0	1	KNIX-FM Country	102.5 98kw	4	11	8	5	1	1	9:45	Owens Br. LLC	KATZ
6.7	7.6	6.1	6.3	6.0	2	KMLE-FM Country	107.9 100kw	3	5	6	1	3	4	8:00	Chancellor Media	MCG
5.0	5.5	5.4	4.8	6.0	2	KOOL-FM Oldies	94.5 100kw	2	7	11	2	2	2	7:45	Chancellor Media	CHR
6.1	5.0	5.4	5.4	5.5	4	KFYI-AM News	910 5kw	10	18	18	13	11	3	11:30	Broadcast Group	D&R
6.2	7.1	7.1	6.3	5.5	4	KTAR-AM News/Talk	620 5kw	1	17	14	11	10	5	7:00	Pulitzer	CBS
4.5	5.5	5.9	5.0	5.1	6	KOY-AM Nostalgia	550 5(1)kw	11	—	27	25	20	10	10:45	Chancellor Media	SEN
6.4	5.7	5.6	4.7	4.9	7	KKFR-FM CHR/Rhythmic	92.3 100kw	6	1	3	7	12	16	7:00	Broadcast Group	D&R
4.5	3.5	4.6	5.1	4.7	8	KUPD-FM Rock	97.9 100kw	9	4	1	4	6	17	9:45	Sandusky	BAN
3.5	3.9	3.6	3.4	4.5	9	KZZP-FM Hot AC	104.7 100kw	5	6	2	3	5	13	6:30	Nationwide	MCG
2.8	3.5	4.2	4.2	3.8	10	KESZ-FM AC	99.9 100kw	8	10	12	10	4	6	7:30	Owens Br. LLC	CBS
2.9	3.8	3.2	3.0	3.7	11	KZON-FM Alternative	101.5 100kw	7	8	5	6	7	14	7:00	Chancellor Media	SEN
3.9	4.0	3.3	4.0	3.6	12	KEDJ/KHOT Alternative	106.3/100.3 50kw/90kw	13	3	4	12	17	25	5:45	New Century AZ LLC	ARP
3.6	3.2	3.3	2.7	3.2	13	KSLX-A/F Classic Rock	1440/100.7 5kw/100kw	12	15	10	9	9	9	7:00	Sandusky	EAST
4.1	3.4	3.6	3.5	3.1	14	KDKB-FM Rock	93.3 100kw	15	13	7	8	8	11	7:15	Sandusky	ARP
5.1	3.7	3.2	3.3	3.1	14	KYOT-FM NAC/SJ	95.5 96kw	14	24	16	14	13	7	7:15	Chancellor Media	SEN
3.4	4.3	3.0	2.8	2.9	16	KKLT-FM AC	98.7 100kw	16	9	19	15	14	8	7:15	Pulitzer	CHR
0.9	1.5	1.3	3.0	2.7	17	KPTY/KRIM ¹ CHR/Rhythmic	103.9/104.3 1.4kw/100kw	17	2	9	16	21	23	6:45	New Planet Radio	ROS
0.9	1.4	1.5	1.3	1.9	18	KOAZ-FM ² NAC/SJ	103.5 62kw	19	22	21	20	16	12	7:45	Owens Br. LLC	CBS
2.0	2.3	2.5	1.9	1.7	19	KHTC-FM Oldies	96.9 100kw	18	14	15	17	15	15	5:15	Nationwide	CBS
0.6	1.0	0.6	1.3	1.4	20	KVVA-FM Spanish AC	107.1 25kw	21	23	13	18	19	22	8:45	America Br. Sys.	LOTUS

¹ KPTY-FM was KBZR-FM until March. ² Switched to Country in September.

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KFYI
Hottest News-Talk
910AM

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For more information call
(212) 581-3962

ARIZONA'S HOTTEST NEWS-TALK!

12+ POPULATION: 2,069,500 (Black: 25.0%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.8	6.4	7.7	8.0	10.0	1	WERQ-FM CHR/Rhythmic	92.3 37kw	3	1	1	1	1	5	12:15	Radio One	ARP
8.9	8.2	7.3	8.5	7.5	2	WBAL-AM News/Talk	1090 50kw	1	13	14	11	9	3	8:45	Hearst	D&R
8.5	6.5	6.5	7.6	6.4	3	WPOC-FM Country	93.1 16kw	5	10	7	5	4	2	9:30	Nationwide	MCG
7.4	6.7	6.5	6.0	6.2	4	WQSR-FM Oldies	105.7 50kw	4	9	11	3	2	1	8:45	Amer. Radio Sys.	CHR
5.6	5.5	6.1	6.6	5.9	5	WWMX-FM Hot AC	106.5 7.4kw	2	4	2	2	3	7	7:00	Amer. Radio Sys.	KATZ
6.3	6.0	6.4	5.6	4.7	6	WLIF-FM AC	101.9 13.5kw	9	14	9	9	8	4	8:45	CBS Radio	IRS
3.9	3.6	3.1	4.0	4.1	7	WIYY-FM Rock	97.9 13.5kw	8	5	3	4	7	12	7:15	Hearst	D&R
4.2	3.7	4.2	3.3	3.8	8	WHFS-FM Alternative	99.1 50kw	6	2	4	7	11	19	6:15	CBS Radio	ARP
3.8	4.3	3.2	3.6	3.8	8	WWIN-FM Urban AC	95.9 3kw	11	12	8	8	6	6	9:45	Radio One	ARP
3.7	4.2	3.1	2.6	3.7	10	WOCT-FM Oldies	104.3 10kw	7	15	5	6	5	8	6:30	Amer. Radio Sys.	KATZ
4.4	4.3	3.8	3.5	3.3	11	WXYV-FM ¹ Urban	102.7 50kw	10	3	6	10	10	13	6:15	CBS Radio	CBS
2.2	2.9	2.9	2.5	2.7	12	WCAO-AM Religious	600 5kw	16	16	15	14	13	9	11:15	CBS Radio	MCG
1.9	3.1	2.1	2.5	2.5	13	WCBM-AM News/Talk	680 10(5)kw	13	—	27	23	18	10	9:45	Mangione	KATZ
2.0	1.7	1.8	1.6	1.8	14	WJFK-AM Talk	1300 5kw	17	—	12	12	12	14	8:00	CBS Radio	IRS
1.1	1.4	1.4	1.6	1.6	15	WPGC-FM CHR/Rhythmic	95.5 50kw	12	6	10	13	14	20	5:15	CBS Radio	IRS
1.5	1.6	1.9	1.9	1.6	15	WRBS-FM Religious	95.1 50kw	21	17	25	16	16	11	8:30	Peter & John	—
0.9	0.9	0.7	1.1	1.3	17	WITH-AM Nostalgia	1230 1kw	25	—	38	37	37	18	10:00	Guardian	ROS
1.1	1.6	1.4	1.4	1.2	18	WHUR-FM Urban AC	96.3 24kw	23	—	18	15	15	16	6:45	Howard Univ.	D&R
1.3	0.8	0.8	0.8	1.0	19	WBIG-FM Oldies	100.3 36kw	24	21	33	17	17	15	7:30	Chancellor Media	EAST
0.9	1.3	1.4	1.3	1.0	19	WGRX-FM Country	100.7 16kw	18	22	16	20	22	24	4:45	Shamrock Com.	ARP

¹ Switched to CHR/Pop in June.

Continued on Page 62

FLASHBACK!
ROCK SLIDES
FLASHBACK!
POP QUIZ

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104.3
the Colt
The Greatest Hits of the '70's

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For more
information call
(212) 581-3962

THE GREATEST HITS OF THE '70s



#18 PHOENIX



PHOENIX

Continued from Page 60

12+ POPULATION: 2,997,400 (Black: N/A; Hispanic: 16.1%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.0	1.0	1.8	1.5	1.0	21	KBUQ-FM Country	105.9 8.2kw	20	12	20	21	23	18	4:30	New Century AZ LLC	ARP
0.4	0.5	0.6	0.8	1.0	21	KLVA-FM Religious	105.5 50kw	24	20	17	19	18	21	9:15	Educational Media	—

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
COUNTRY	14.0	1 KUPD-FM	1 KZZP-FM	1 KOOL-FM	1 KNIX-FM	Chancellor	50.7%
AC	11.2	2 KEDJ/KHOT	2 KMLE-FM	2 KNIX-FM	2 KMLE-FM	Owens Br	27.7%
NEWS/TALK	11.0	3 KZON-FM	3 KKFR-FM	3 KUPD-FM	3 KOOL-FM	Pulitzer	26.7%
OLDIES/CR	10.9	4 KDKB-FM	4 KUPD-FM	4 KDKB-FM	4 KESZ-FM	Br. Group	24.0%
ROCK	7.8	5 KKFR-FM	5 KZON-FM	5 KSLX-A/F	5 KZZP-FM	Sandusky	21.2%
CHR	7.6	6 KZZP-FM	6 KNIX-FM	6 KTAR-AM	6 KKFR-FM	Nationwide	19.5%
ALTERNATIVE	7.3	7 KOOL-FM	7 KESZ-FM	7 KZON-FM	7 KKLT-FM	New Century	19.4%
NOSTALGIA	5.1	8 KSLX-A/F	8 KPTY/KRIM	8 KFYI-AM	8 KYOT-FM	New Planet Radio	8.3%
NAC	5.0	9 KMLE-FM	9 KEDJ/KHOT	9 KMLE-FM	9 KZON-FM	Amer. Br. Sys.	3.4%
SPANISH	1.4	10 KNIX-FM	10 KKLT-FM	10 KKFR-FM	10 KSLX-A/F	Educational Media	2.4%
RELIGIOUS	1.0						

#19 BALTIMORE



BALTIMORE

Continued from Page 61

12+ POPULATION: 2,069,500 (Black: 25.0%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.4	0.5	0.9	0.6	1.0	19	WOLB-AM News/Talk	1010 1kw	31	—	30	25	20	17	12:00	Radio One	MCG
1.2	1.1	1.1	1.2	1.0	19	WRQX-FM Hot AC	107.3 36kw	14	18	19	18	19	21	3:45	ABC Inc.	KATZ
1.1	1.1	1.1	0.8	1.0	19	WWDC-FM Rock	101.1 22.5kw	15	11	13	19	25	34	3:45	Capitol Br./MD	CHR

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
NEWS/TALK	12.8	1 WERQ-FM	1 WERQ-FM	1 WERQ-FM	1 WERQ-FM	CBS	44.5%
AC	11.6	2 WIYY-FM	2 WWMX-FM	2 WIYY-FM	2 WQSR-FM	ARS	36.3%
CHR	11.6	3 WHFS-FM	3 WHFS-FM	3 WQSR-FM	3 WWMX-FM	Hearst	31.0%
OLDIES/CR	10.9	4 WWMX-FM	4 WOCT-FM	4 WPOC-FM	4 WWIN-FM	Radio One	23.4%
URBAN	8.3	5 WXYV-FM	5 WPOC-FM	5 WBAL-AM	5 WLIF-FM	Nationwide	15.4%
COUNTRY	7.4	6 WOCT-FM	6 WWIN-FM	6 WOCT-FM	6 WPOC-FM	Chancellor	11.9%
ROCK	5.1	7 WJFK-AM	7 WXYV-FM	7 WWMX-FM	7 WOCT-FM	ABC	6.0%
RELIGIOUS	4.3	8 WPOC-FM	8 WIYY-FM	8 WHFS-FM	8 WCAO-AM	Mangione	6.0%
ALTERNATIVE	3.8	9 WPGC-FM	9 WQSR-FM	9 WWIN-FM	9 WXYV-FM	Capitol Br./MD	5.7%
NOSTALGIA	1.3	10 WLIF-FM	10 WLIF-FM	10 WXYV-FM	10 WBAL-AM	Shamrock	5.5%
						Bonneville	5.3%
						Peter & John	4.4%
						Howard Uni.	4.3%
						Guardian	3.0%

12+ POPULATION: 2,029,800 (Black: 7.3%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.8	12.7	12.3	12.2	13.7	1	1	KDKA-AM News/Talk	1020 50kw	1	12	12	6	5	1	11:30	CBS Radio	G/W
9.2	9.5	9.4	9.0	8.8	2	2	WDVE-FM Rock	102.5 55kw	3	4	1	1	1	4	9:15	SFX	CHR
7.6	8.1	7.7	7.3	8.3	3	3	WDSY-FM Country	107.9 50kw	5	5	4	3	2	2	11:30	Amer. Radio Sys.	EAST
6.7	6.1	6.2	6.3	7.2	4	4	WBZZ-FM CHR/Pop	93.7 41kw	2	1	3	2	3	6	7:00	Amer. Radio Sys.	ARP
6.5	6.9	6.2	5.3	5.9	5	5	WWSW-A/F Oldies	970/94.5 5kw/50kw	4	6	13	7	4	3	7:30	Chancellor	SEN
2.8	5.8	5.0	5.3	5.0	6	6	WXDX-FM Alternative	105.9 72kw	6	2	2	4	12	17	7:00	SFX	CHR
4.1	4.9	4.8	5.4	4.4	7	7	WSHH-FM AC	99.7 10.5kw	8	11	10	11	9	5	7:30	Renda	ARP
3.8	3.9	5.6	4.5	4.3	8	8	WJAS-AM Nostalgia	1320 5kw	14	—	21	17	17	12	11:15	Renda	APR
3.0	4.0	3.8	3.8	3.7	9	9	WJJJ-FM NAC/SJ	104.7 50kw	13	16	11	12	8	8	8:15	SFX	EAST
3.6	3.1	3.7	4.3	3.7	9	9	WLTJ-FM AC	92.9 47kw	11	14	9	8	7	6	7:15	Frischling	K&P
3.8	3.9	4.4	3.8	3.5	11	11	WTAE-AM Talk	1250 5kw	12	18	15	14	14	9	7:00	SFX	KATZ
3.6	3.3	2.6	2.5	3.2	12	12	WZPT-FM Oldies	100.7 17kw	10	9	7	5	6	10	5:45	Amer. Radio Sys.	BAN
3.4	2.8	3.1	3.4	3.1	13	13	WAMO-FM Urban	106.7 42kw	15	3	5	13	13	15	8:30	Sheridan	D&R
2.7	2.9	2.8	2.6	3.1	13	13	WRRK-FM Classic Rock	96.9 45kw	9	7	8	10	11	11	5:30	Frischling	ARP
4.2	3.9	4.1	3.3	3.1	13	13	WVTY-FM Hot AC	96.1 50kw	7	10	6	9	10	13	5:15	SFX	KATZ
1.0	1.0	1.1	1.0	1.5	16	16	WASP-FM Country	94.9 .205kw	18	8	14	15	15	14	11:00	Humes Br.	DOME
1.2	0.8	1.4	1.0	1.2	17	17	WORD-FM Religious	101.5 48kw	16	—	18	16	16	16	5:45	Salem	SRR
1.3	1.1	1.0	1.1	1.0	18	18	KQV-AM News	1410 5kw	17	—	22	21	18	19	5:00	Calvery	—

Continued on Page 66



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For more information call (212) 581-3962

ALL OLDIES • FM 94.5



#21 TAMPA-ST. PETERSBURG



TAMPA

12+ POPULATION: 1,906,400 (Black: 7.8%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.4	8.2	7.9	9.5	9.5	1	WFLZ-FM CHR/Pop	93.3 100kw	1	1	1	1	1	10	8:45	Jacor	EAST
7.3	7.7	7.9	8.2	6.8	2	WQYK-FM Country	99.5 100kw	3	3	6	6	4	2	9:45	CBS Radio	KATZ
6.6	6.5	6.6	8.1	6.7	3	WDUV-FM B/EZ	103.5 100kw	5	—	20	16	14	7	12:45	Jacor	EAST
6.5	6.9	6.9	5.8	6.4	4	WFLA-AM News/Talk	970 5kw	4	—	13	13	13	6	10:30	Jacor	EAST
4.3	6.0	5.6	5.6	6.1	5	WWRM-FM AC	94.9 100kw	2	12	8	5	3	1	8:30	Cox	CHR
5.3	5.5	5.2	4.8	5.3	6	WXTB-FM Rock	97.9 100kw	7	2	2	2	8	14	9:45	Jacor	BAN
5.7	5.2	5.3	5.0	4.8	7	WRBQ-FM Country	104.7 100kw	8	4	4	7	7	9	9:00	Clear Channel	CCRS
4.1	4.2	4.3	4.2	4.4	8	WAKS-FM Hot AC	100.7 100kw	11	7	9	8	6	4	8:45	Jacor	EAST
3.3	4.0	4.4	4.0	4.4	8	WCOF-FM Oldies	107.3 100kw	10	10	7	3	2	5	8:30	Cox	CHR
4.0	4.2	4.8	3.6	4.4	8	WYUU-FM Oldies	92.5 50kw	6	9	15	11	9	3	8:00	Entercom	D&R
3.3	3.8	2.8	3.6	3.9	11	WHPT-FM Adult Alternative	102.5 100kw	12	11	3	4	5	12	8:00	Clear Channel	BAN
6.1	4.7	4.6	5.0	3.8	12	WGUL-A/F MOR	860/96.1 2(1.5)kw/2.75kw	15	—	22	23	26	16	12:30	Gulf Atlantic	ARP
3.3	4.5	4.0	3.3	3.5	13	WSJT-FM NAC/SJ	94.1 100kw	13	17	11	12	10	8	8:15	Clear Channel	KATZ
6.3	4.4	4.0	3.7	3.3	14	WMTX-FM Hot AC	95.7 100kw	9	5	5	9	12	13	6:15	Clear Channel	ARP
2.2	2.0	1.8	2.2	2.9	15	WTBT-FM Classic Rock	105.5 6kw	14	15	10	10	11	11	10:15	Jacor	—
1.5	1.6	2.0	2.1	1.7	16	WLWU-FM Nostalgia	106.3 3.3kw	18	—	24	26	27	20	10:30	Times Publishing	—
1.7	1.0	1.5	1.5	1.5	17	WTMP-AM Urban AC	1150 5(2.5)kw	16	6	12	15	15	18	8:15	Tampa Broadcasting	—
1.6	1.3	2.0	1.8	1.4	18	WRBQ-AM Urban AC	1380 5kw	17	8	14	14	16	15	8:00	Clear Channel	CCRS

Continued on Page 66





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THE NEW MUSIC REVOLUTION

For more information call
(212) 581-3962





12+ POPULATION: 1,760,000 (Black: 17.9%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.3	7.7	7.8	8.8	8.7	1	1	WMJI-FM Oldies	105.7 16kw	1	7	8	1	1	1	8:30	Nationwide	MCG
9.3	8.4	8.7	7.5	8.3	2	2	WGAR-FM Country	99.5 50kw	7	5	5	5	2	3	11:00	Nationwide	MCG
7.8	8.5	9.0	8.2	8.0	3	3	WZAK-FM Urban	93.1 27.5kw	8	2	1	1	5	5	11:45	Zapis	D&R
5.6	6.2	5.7	6.5	6.8	4	4	WDOK-FM AC	102.1 12kw	5	11	9	7	6	2	8:45	Independent Group	MMR
5.7	6.2	6.4	6.2	5.6	5	5	WNCX-FM Classic Rock	98.5 16kw	6	8	2	3	3	9	7:15	Clear Channel	CCRS
5.1	6.0	4.8	5.8	5.6	5	5	WQAL-FM Hot AC	104.1 11kw	4	6	4	4	4	4	7:15	M.L. Media	BAN
6.6	6.0	7.1	5.4	5.2	7	7	WRMR-AM Nostalgia	850 10(5)kw	13	—	—	23	17	11	12:15	Independent Group	MMR
5.2	5.6	4.2	2.7	5.0	8	8	WKNR-AM Sports	1220 50kw	2	9	10	11	10	6	6:00	Jacor	CBS
4.7	4.7	4.4	5.6	5.0	8	8	WZJM-FM CHR/Pop	92.3 40kw	3	1	6	8	12	15	6:15	Zebra	D&R
6.0	5.5	5.4	4.8	4.5	10	10	WMMS-FM ¹ Rock	100.7 34kw	9	4	3	6	8	14	7:15	Nationwide	KATZ
4.6	4.0	4.7	5.3	4.5	10	10	WTAM-AM News/Talk	1100 50kw	11	20	14	12	11	10	8:45	Jacor	CHR
4.6	2.6	3.7	4.4	4.1	12	12	WLTF-FM AC	106.5 11kw	10	12	7	9	7	7	7:15	Jacor	CHR
3.5	5.1	3.9	3.6	3.9	13	13	WNWV-FM NAC/SJ	107.3 50kw	12	19	11	10	9	8	8:30	Elyria-Lorain	ARP
2.6	2.4	3.0	3.3	2.3	14	14	WCLV-FM Classical	95.5 31kw	15	15	21	18	16	13	8:15	Radio Seaway	ARP
2.1	1.9	2.3	1.6	2.1	15	15	WENZ-FM Alternative	107.9 16kw	14	3	12	13	14	17	5:00	Clear Channel	CCRS
1.4	2.0	2.1	1.6	1.8	16	16	WJMO-AM Urban Oldies	1490 1kw	18	16	16	14	13	12	8:15	Zebra	D&R
1.4	1.2	1.1	1.7	1.7	17	17	WABQ-AM Religious	1540 1kw	21	14	19	19	20	16	11:30	John R. Linn	—
1.2	1.3	1.2	1.4	1.2	18	18	WONE-FM Rock	97.5 12kw	16	10	13	15	15	18	4:45	Rubber City Radio	CHR
0.8	0.9	0.5	0.4	1.1	19	19	WEOL-AM Full Service	930 1kw	22	—	22	22	21	19	10:00	Elyria-Lorain	ARP


¹ Was Alternative until February 17.

Continued on Page 66






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

CLEVELAND'S BEST VARIETY OF THE '80s & '90s



#20 PITTSBURGH



PITTSBURGH

Continued from Page 63

12+ POPULATION: 2,029,800 (Black: 7.3%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 18.2	1 WDVE-FM	1 WBZZ-FM	1 WDVE-FM	1 WDSY-FM	SFX 47.1%
OLDIES/CR 12.2	2 WXDX-FM	2 WDVE-FM	2 WDSY-FM	2 WBZZ-FM	ARS 39.9%
AC 11.2	3 WBZZ-FM	3 WXDX-FM	3 KDKA-AM	3 WDVE-FM	CBS 24.9%
COUNTRY 9.8	4 WDSY-FM	4 WDSY-FM	4 WWSW-A/F	4 WWSW-A/F	Frischling 21.1%
ROCK 8.8	5 WRRK-FM	5 WVTY-FM	5 WRRK-FM	5 WLTJ-FM	Renda 19.3%
CHR 7.2	6 WAMO-FM	6 WAMO-FM	6 WBZZ-FM	6 WSHH-FM	Chancellor 16.2%
ALTERNATIVE 5.0	7 WZPT-FM	7 WZPT-FM	7 WXDX-FM	7 KDKA-AM	EZ 15.3%
NOSTALGIA 4.3	8 WVTY-FM	8 WLTJ-FM	8 WZPT-FM	8 WVTY-FM	Sheridan 7.6%
NAC 3.7	9 WLTJ-FM	9 WSHH-FM	9 WJJJ-FM	9 WZPT-FM	Salem 5.2%
URBAN 3.1	10 KDKA-AM	10 WJJJ-FM	10 WVTY-FM	10 WJJJ-FM	Calvery 4.1%
RELIGIOUS 1.2					Humes Br. 3.0%

#21 TAMPA-ST. PETERSBURG



TAMPA

Continued from Page 64

12+ POPULATION: 1,906,400 (Black: 7.8%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 13.8	1 WXTB-FM	1 WFLZ-FM	1 WXTB-FM	1 WFLZ-FM	Jacor 57.2%
OLDIES/CR 11.7	2 WFLZ-FM	2 WQYK-FM	2 WCOF-FM	2 WWRM-FM	Clear Channel 43.7%
COUNTRY 11.6	3 WHPT-FM	3 WRBQ-FM	3 WHPT-FM	3 WQYK-FM	Cox 25.8%
CHR 9.5	4 WMTX-FM	4 WWRM-FM	4 WFLZ-FM	4 WRBQ-FM	CBS 17.1%
B/EZ 6.7	5 WCOF-FM	5 WMTX-FM	5 WTBT-FM	5 WAKS-FM	Entercom 11.6%
NEWS/TALK 6.4	6 WTBT-FM	6 WHPT-FM	6 WFLA-AM	6 WCOF-FM	Gulf Atlantic 6.0%
NOSTALGIA 5.5	7 WRBQ-FM	7 WAKS-FM	7 WAKS-FM	7 WYUU-FM	Tampa Br. 3.9%
ROCK 5.3	8 WAKS-FM	8 WCOF-FM	8 WYUU-FM	8 WSJT-FM	Times Pub. 3.4%
ADULT ALT. 3.9	9 WQYK-FM	9 WXTB-FM	9 WQYK-FM	9 WMTX-FM	
NAC 3.5	10 WFLA-AM	10 WSJT-FM	10 WRBQ-FM	10 WHPT-FM	
URBAN 2.9					

#22 CLEVELAND



CLEVELAND

Continued on Page 65

12+ POPULATION: 1,760,000 (Black: 17.9%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 16.5	1 WNCX-FM	1 WZAK-FM	1 WMJI-FM	1 WMJI-FM	Nationwide 43.8%
OLDIES/CR 14.3	2 WMMS-FM	2 WQAL-FM	2 WNCX-FM	2 WQAL-FM	Jacor 34.4%
NEWS/TALK 10.6	3 WZAK-FM	3 WZJM-FM	3 WMMS-FM	3 WGAR-FM	Independent 24.4%
URBAN 9.8	4 WGAR-FM	4 WGAR-FM	4 WGAR-FM	4 WOK-FM	Clear Channel 22.1%
COUNTRY 8.3	5 WZJM-FM	5 WNCX-FM	5 WTAM-AM	5 WZAK-FM	Zebra 20.2%
ROCK 5.7	6 WQAL-FM	6 WLTF-FM	6 WKNR-AM	6 WLTF-FM	M.L. Media 17.1%
NOSTALGIA 5.2	7 WKNR-AM	7 WDOK-FM	7 WZAK-FM	7 WNWV-FM	Zapis 15.0%
CHR 5.0	8 WMJI-FM	8 WMJI-FM	8 WQAL-FM	8 WNCX-FM	Eliria-Lorain 10.1%
NAC 3.9	9 WLTF-FM	9 WMMS-FM	9 WDOK-FM	9 WZJM-FM	Radio Seaway 6.1%
CLASSICAL 2.3	10 WDOK-FM	10 WNWV-FM	10 WNWV-FM	10 WMMS-FM	Rubber City 5.4%
ALTERNATIVE 2.1					John R. Linn 2.5%
RELIGIOUS 1.7					

12+ POPULATION: 1,756,100 (Black: N/A; Hispanic: 12.6%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.7	8.9	7.7	7.0	8.6	1	KOA-AM Talk	850 50kw	1	13	10	7	3	1	7:45	Jacor	EAST
8.7	8.9	10.0	10.5	7.9	2	KYGO-FM Country	98.5 100kw	2	3	3	1	1	2	9:30	Jefferson-Pilot	CBS
5.6	5.7	5.8	6.3	6.9	3	KOSI-FM AC	101.1 100kw	4	7	8	2	2	3	8:45	Tribune	BAN
2.7	2.1	2.2	4.6	6.2	4	KQKS-FM ¹ CHR/Rhythmic	107.5 100kw	7	1	5	8	14	15	9:00	Jefferson-Pilot	CBS
4.7	5.9	4.1	5.0	5.1	5	KRFX-FM Classic Rock	103.5 100kw	6	14	2	3	4	7	7:15	Jacor	EAST
4.7	4.2	4.6	5.8	4.8	6	KALC-FM Hot AC	105.9 100kw	3	3	1	6	8	12	5:45	Chancellor Media	CHR
4.2	4.9	4.7	5.4	4.6	7	KKHK-FM Classic Rock	99.5 100kw	9	15	7	4	5	8	7:15	Tribune	BAN
3.6	4.3	4.5	4.2	4.5	8	KBCO-FM Adult Alternative	97.3 100kw	8	10	6	5	6	9	6:45	Jacor	ARP
5.6	5.3	3.6	3.7	4.3	9	KBPI-FM Rock	106.7 100kw	10	2	4	9	12	19	7:00	Jacor	EAST
4.0	4.7	4.5	4.9	4.2	10	KXKL-FM Oldies	105.1 100kw	5	5	14	10	7	4	5:30	Chancellor Media	SEN
2.9	2.8	3.3	4.3	4.0	11	KHOW-AM Talk	630 5kw	13	—	19	14	10	6	8:15	Jacor	ARP
2.7	2.9	3.1	3.2	3.8	12	KEZW-AM Nostalgia	1430 5kw	16	—	24	21	21	10	11:30	Tribune	BAN
3.6	4.0	5.1	3.5	3.8	13	KHIH-FM NAC/SJ	95.7 100kw	12	18	15	12	9	5	7:15	Jacor	ARP
4.0	3.6	2.5	3.3	3.1	14	KXPK-FM Adult Alternative	96.5 100kw	11	8	9	11	11	13	5:00	Chancellor Media	MCG
3.3	2.3	2.4	2.5	2.7	15	KIMN-FM ² AC	100.3 100kw	14	12	12	13	13	11	6:00	Chancellor Media	CHR
3.6	3.0	2.9	1.7	2.0	16	KCKK-FM ³ Country	104.3 58kw	17	16	18	15	15	14	6:15	Jefferson-Pilot	CBS
2.6	2.4	3.1	2.8	1.8	17	KVOD-FM Classical	92.5 57kw	19	21	22	20	20	16	6:30	Chancellor Media	ARP
1.8	1.1	1.3	1.3	1.6	18	KKFN-AM Sports	950 5kw	15	19	17	16	16	17	4:00	Jefferson-Pilot	CBS
1.4	1.2	2.1	1.4	1.4	19	KYGO-AM Country	1600 5kw	21	—	23	26	23	18	7:00	Jefferson-Pilot	CBS
2.6	2.5	3.4	1.9	1.3	20	KJMN-FM ⁴ Spanish AC	92.1 33kw	22	9	13	18	17	23	8:45	EXCL	LOTUS

¹ Was KHHT-FM (CHR/Pop) until February. ² Was Oldies until March. ³ Was KQKS-FM (CHR/Rhythmic) until February. ⁴ Was CHR/Rhythmic until March.

Continued on Page 69



ALY BUSH
NEWS/TALK PRODUCTION LIBRARY

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

REAL TALK 630



#24 PORTLAND, OR



PORTLAND

12+ POPULATION: 1,629,900 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.3	7.7	7.8	7.9	9.3	1	KKRZ-FM CHR/Pop	100.3 95kw	1	1	1	1	2	9	8:00	Jacor	KATZ
6.1	7.1	6.3	7.3	6.1	2	KKCW-FM AC	103.3 95kw	7	8	8	3	1	1	8:30	Jacor	KATZ
6.0	6.2	5.5	5.5	5.9	3	KUPL-FM Country	98.5 100kw	4	6	6	5	4	3	7:30	Amer. Radio Sys.	KATZ
6.1	5.7	4.9	4.6	5.4	4	KKSN-FM Oldies	97.1 100kw	2	7	12	6	5	2	6:45	Sinclair Com.	CHR
6.3	5.9	7.4	6.4	5.4	4	KXL-AM News/Talk	750 50(20)kw	8	—	15	16	13	8	8:00	Kaye-Smith	MCG
6.1	7.2	6.7	6.5	5.3	6	KWJJ-FM Country	99.5 52kw	5	4	4	7	9	11	7:15	Fisher	BAN
5.2	4.7	4.9	4.0	5.2	7	KGON-FM Classic Rock	92.3 100kw	3	9	3	2	3	4	6:30	Entercom	CBS
5.8	3.6	6.1	6.9	4.8	8	KEX-AM Full Service	1190 50kw	6	13	16	14	12	5	6:45	Jacor	KATZ
5.1	5.4	5.1	4.2	4.4	9	KUFO-FM Rock	101.1 100kw	10	5	2	4	8	13	7:00	Amer. Radio Sys.	KATZ
1.7	1.3	3.3	3.3	3.6	10	KBBT-FM Hot AC	107.5 6.3kw	9	3	5	10	11	14	5:45	Amer. Radio Sys.	KATZ
4.1	3.0	3.8	3.5	3.5	11	KINK-FM Adult Alternative	101.9 100kw	13	14	13	8	6	6	7:15	Amer. Radio Sys.	ARP
3.7	3.0	3.1	3.7	3.4	12	KKJZ-FM NAC/SJ	106.7 100kw	15	15	14	13	10	7	8:00	Amer. Radio Sys.	MCG
3.1	3.5	3.3	2.6	3.3	13	KKRH-FM Classic Rock	105.1 100kw	12	11	10	9	7	10	6:15	Sinclair Com.	CHR
4.2	2.8	3.1	3.0	2.9	14	KKSN-AM Nostalgia	910 5kw	16	—	22	24	23	16	8:15	Sinclair Com.	CHR
4.4	5.1	2.8	2.9	2.9	14	KNRK-FM Alternative	94.7 3.7kw	11	2	7	12	16	25	5:15	Entercom	CBS
1.6	2.2	1.9	2.4	2.5	16	KOTK-AM Talk	620 5kw	17	—	11	15	15	12	9:00	Jacor	ARP
1.9	2.1	2.3	2.4	2.3	17	KXL-FM Hot AC	95.5 100kw	14	12	9	11	14	15	5:15	Kaye-Smith	MCG
1.2	1.6	1.4	1.9	1.1	18	KPDQ-FM Religious	93.7 100kw	18	16	18	18	17	17	5:00	Salem	SRR
1.4	1.7	1.3	1.5	1.1	18	KWJJ-AM Country	1080 50(10)kw	20	—	21	20	20	19	5:45	Fisher	BAN

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For more information call
(212) 581-3962

PORTLAND'S HOTTEST MUSIC

Continued from Page 67

12+ POPULATION: 1,756,100 (Black: N/A; Hispanic: 12.6%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.8	1.4	1.7	1.1	1.3	20		KMXA-AM Regional Mexican	1090 50(.5)kw	24	6	16	19	18	22	12:15	EXCL	LOTUS
1.1	1.5	1.1	1.6	1.3	20		KTCL-FM ⁵ Alternative	93.3 100kw	18	11	11	17	19	27	4:15	Tsunami	MCG
1.6	1.9	0.8	0.9	1.1	23		KTLK-AM Talk	760 50(1)kw	20	—	27	22	22	20	4:15	Jacor	EAST

⁵ Operates under a JSA with Jacor.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 15.3	1 KRFX-FM	1 KALC-FM	1 KOA-AM	1 KOSI-FM	Jacor 56.9% Chancellor 43.7% Tribune 31.7% Jefferson-Pilot 28.5% Tsunami 6.2%
AC 14.4	2 KBPI-FM	2 KOSI-FM	2 KRFX-FM	2 KYGO-FM	
OLDIES/CR 13.9	3 KKHK-FM	3 KYGO-FM	3 KKHK-FM	3 KBCO-FM	
COUNTRY 11.3	4 KYGO-FM	4 KQKS-FM	4 KYGO-FM	4 KXKL-FM	
ADULT ALT. 7.6	5 KALC-FM	5 KBCO-FM	5 KBCO-FM	5 KALC-FM	
CHR 6.2	6 KBCO-FM	6 KXP-FM	6 KXKL-FM	6 KKHK-FM	
ROCK 4.3	7 KQKS-FM	7 KBPI-FM	7 KBPI-FM	7 KIMN-FM	
NAC 3.8	8 KOA-AM	8 KKHK-FM	8 KHIH-FM	8 KXP-FM	
NOSTALGIA 3.8	9 KXP-FM	9 KRFX-FM	9 KALC-FM	9 KHIH-FM	
SPANISH 2.6	10 KTCL-FM	10 KIMN-FM	10 KHOW-AM	10 KOA-AM	
CLASSICAL 1.8					
ALTERNATIVE 1.3					

12+ POPULATION: 1,629,900 (Black: N/A; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
OLDIES/CR 13.9	1 KUFO-FM	1 KKRZ-FM	1 KGON-FM	1 KKCW-FM	Jacor 44.4% ARS 43.3% Sinclair 27.7% Entercom 24.6% Kaye-Smith 19.9% Fisher 16.4% Salem 4.1% EXCL 4.0%
NEWS/TALK 12.7	2 KGON-FM	2 KUPL-FM	2 KUFO-FM	2 KKRZ-FM	
COUNTRY 12.3	3 KKRZ-FM	3 KKCW-FM	3 KKRH-FM	3 KUPL-FM	
AC 12.0	4 KNRK-FM	4 KWJJ-FM	4 KKS-FM	4 KKS-FM	
CHR 9.3	5 KBBT-FM	5 KBBT-FM	5 KINK-FM	5 KWJJ-FM	
ROCK 4.4	6 KWJJ-FM	6 KXL-FM	6 KKRZ-FM	6 KINK-FM	
ADULT ALT. 3.5	7 KOTK-AM	7 KNRK-FM	7 KKCW-FM	7 KKJZ-FM	
NAC 3.4	8 KKRH-FM	8 KGON-FM	8 KUPL-FM	8 KXL-FM	
ALTERNATIVE 2.9	9 KUPL-FM	9 KKRH-FM	9 KBBT-FM	9 KGON-FM	
NOSTALGIA 2.9	10 KKS-FM	10 KKS-FM	10 KEX-AM	10 KKRH-FM	
RELIGIOUS 1.1					

More than Research—AnswersSM

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12+ POPULATION: 1,569,100 (Black: 10.8%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.0	9.5	9.3	10.3	9.5	1	1	WLW-AM Full Service	700 50kw	1	12	6	5	4	2	7:45	Jacor	EAST
8.6	8.1	9.9	9.6	8.6	2	2	WUBE-FM Country	105.1 11kw	3	4	3	2	1	4	9:15	Chancellor	CHR
9.2	10.3	9.4	8.9	7.9	3	3	WEBN-FM Rock	102.7 16.5kw	4	3	1	1	2	9	8:30	Jacor	EAST
5.8	6.6	6.5	6.3	7.0	4	4	WKRQ-FM CHR/Pop	101.9 16kw	2	2	2	3	6	11	6:00	Amer. Radio Sys.	KATZ
5.9	5.6	6.2	5.9	6.6	5	5	WGRR-FM Oldies	103.5 11kw	6	15	12	4	3	1	8:30	Amer. Radio Sys.	MCG
5.3	5.7	6.2	5.0	5.8	6	6	WIZF-FM Urban	100.9 1.25kw	9	1	4	6	9	10	9:30	Blue Chip	D&R
5.1	5.3	4.6	6.0	5.7	7	7	WRRM-FM AC	98.5 17.5kw	7	9	10	8	5	3	7:30	Susquehanna	MC/S
3.2	3.4	4.2	3.8	4.2	8	8	WOFX-FM Classic Rock	92.5 16kw	5	8	5	7	7	6	5:15	Jacor	EAST
4.8	5.6	5.2	5.0	4.1	9	9	WKRC-AM ¹ Full Service	550 5(1)kw	10	—	15	14	12	7	7:00	Jacor	EAST
4.9	4.2	4.1	4.3	3.9	10	10	WSAI-AM ² Nostalgia	1530 50kw	14	—	—	24	16	14	11:00	CR Acquisitions	EAST
4.3	3.6	3.5	3.8	3.6	11	11	WWNK-FM Hot AC	94.1 32kw	8	10	8	9	8	8	5:45	Jacor	APR
4.4	3.5	3.9	3.9	3.4	12	12	WVAE-FM NAC/SJ	94.9 10.5kw	13	19	11	11	10	5	7:15	Susquehanna	MC/S
3.4	3.5	4.1	3.0	3.3	13	13	WYGY-FM Country	96.5 19.5kw	11	7	7	10	11	12	6:15	Chancellor	CHR
1.8	2.3	1.9	2.0	2.3	14	14	WAQZ-FM ² Alternative	107.1 3kw	12	5	9	12	14	18	4:45	WAQZ, Inc.	K&P
2.0	1.4	1.4	1.6	2.1	15	15	WAKW-FM Religious	93.3 50kw	15	13	14	13	13	13	7:00	Pillar Of Fire	—

¹ Was WCKY-AM until June. ² Operates under an LMA with Jacor.

Continued on Page 72

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

THE TRI-STATE'S HOME OF CLASSIC ROCK

12+ POPULATION: 1,363,300 (Black: N/A; Hispanic: 29.4%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ ACH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.9	11.3	9.8	9.2	10.0	1	1	KFRG-FM Country	95.1 50kw	2	5	3	1	1	1	11:00	Amer. Radio Sys.	ARP
8.7	6.7	8.6	7.7	7.5	2	2	KFI-AM Talk	640 50kw	3	17	10	4	2	2	10:45	Cox	CHR
5.5	6.1	5.8	6.4	6.1	3	3	KGGI-FM CHR/Rhythmic	99.1 2.55kw	1	1	1	2	3	7	6:45	Chancellor Media	MCG
4.1	4.9	4.0	4.9	5.2	4	4	KKBT-FM Urban	92.3 43kw	7	2	2	3	4	12	11:00	Chancellor Media	ARP
4.9	5.0	4.7	4.1	4.4	5	5	KOLA-FM Oldies	99.9 29.5kw	4	8	19	5	5	3	7:00	Anaheim	BAN
3.7	3.1	3.5	3.6	3.1	6	6	KOST-FM AC	103.5 12.5kw	6	18	14	8	7	4	6:15	Cox	CHR
2.4	2.0	1.9	3.4	2.9	7	7	KCAL-FM Rock	96.7 1.75kw	10	11	4	6	8	13	7:15	Anaheim	BAN
2.4	2.1	2.6	2.9	2.8	8	8	KIIS-FM CHR/Pop	102.7 6.8kw	5	4	5	11	16	20	5:30	Jacor	MCG
3.2	2.6	2.0	2.7	2.6	9	9	KCBS-FM Classic Hits	93.1 28.5kw	9	20	12	7	6	6	6:30	CBS Radio	CBS
2.4	2.4	3.3	2.8	2.6	9	9	KTWV-FM NAC/SJ	94.7 55kw	17	25	16	12	10	5	7:45	CBS Radio	G/W
2.0	1.8	2.5	3.8	2.6	9	9	KWRP-FM B/EZ	96.1 .25kw	21	—	47	46	45	38	14:45	HSC Radio Inc.	K&P
3.8	2.7	3.2	3.1	2.5	12	12	KLOS-FM Rock	95.5 63kw	8	13	7	9	9	14	5:30	ABC Inc.	KATZ
2.2	2.5	2.3	2.5	2.4	13	13	KPWR-FM CHR/Rhythmic	105.9 25kw	11	3	8	15	21	34	6:15	Emmis	D&R
3.8	4.9	3.1	2.3	2.4	13	13	KSSE-FM ¹ Spanish Contemporary	97.5 72kw	18	9	11	10	11	11	8:30	Embarcadero Media	CAB
3.0	1.7	2.3	1.6	2.3	15	15	KLVE-FM Spanish AC	107.5 29.5kw	19	23	13	13	12	10	9:30	Heffel	KT-H
2.0	1.7	2.1	3.5	2.2	16	16	KBIG-FM AC	104.3 105kw	13	12	19	14	13	9	6:00	Chancellor Media	SEN
2.9	2.5	2.0	2.3	2.2	16	16	KRTH-FM Oldies	101.1 51kw	12	19	22	19	14	8	6:00	CBS Radio	IRS
2.0	1.7	2.3	1.7	2.1	18	18	KROQ-FM Alternative	106.7 5.6kw	15	6	6	16	23	43	6:00	CBS Radio	IRS
1.9	1.7	1.5	1.9	2.0	19	19	KNX-AM News	1070 50kw	14	—	34	27	21	16	5:45	CBS Radio	CBS
0.3	0.0	0.7	1.6	2.0	19	19	KSCA-FM ² Regional Mexican	101.9 4.8kw	20	14	15	17	15	15	10:15	Heffel	KT-H
1.9	1.3	1.0	1.6	1.8	21	21	KCXX-FM Alternative	103.9 .19kw	16	7	9	18	18	29	5:15	All Pro	—
0.6	0.8	0.9	0.7	1.4	22	22	KXRS/KXSB Regional Mexican	105.7/101.7 .17kw/3kw	32	10	17	20	17	35	12:45	Lazer Br.	LOTUS
0.7	1.2	1.0	0.9	1.3	23	23	KKGO-FM Classical	105.1 18kw	24	22	42	34	32	18	9:15	Mt. Wilson FM	ARP
1.2	2.0	1.0	0.9	1.1	24	24	KLAC-AM Nostalgia	570 5kw	27	—	45	48	48	36	8:30	Chancellor Media	SEN
1.5	0.6	0.8	1.2	1.0	25	25	KLSX-FM Talk/Adult Alt.	97.1 21kw	26	—	20	21	20	22	7:00	CBS Radio	ARP
0.9	1.1	1.0	1.2	1.0	25	25	KZLA-FM Country	93.9 18.5kw	22	—	29	22	19	17	6:15	Bonneville Int.	SEN

¹ Was KVAR-FM (Spanish AC) until April 14. ² Was Adult Alternative until February 5

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Visit R&R's Web Site: www.rronline.com

#25 CINCINNATI

R&R

CINCINNATI

Continued from Page 70

12+ POPULATION: 1,569,100 (Black: 10.8%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 13.6	1 WEBN-FM	1 WKRQ-FM	1 WEBN-FM	1 WUBE-FM	Jacor 60.9% ARS 35.1% Chancellor 24.4% Susquehanna 22.1% Blue Chip 12.1% Pillar 6.0%
COUNTRY 11.9	2 WUBE-FM	2 WUBE-FM	2 WLW-AM	2 WRRM-FM	
OLDIES/CR 10.8	3 WKRQ-FM	3 WIZF-FM	3 WGRR-FM	3 WKRQ-FM	
AC 9.3	4 WLW-AM	4 WEBN-FM	4 WUBE-FM	4 WGRR-FM	
ROCK 7.9	5 WOFX-FM	5 WWNK-FM	5 WOFX-FM	5 WWNK-FM	
CHR 7.0	6 WIZF-FM	6 WYGY-FM	6 WVAE-FM	6 WIZF-FM	
URBAN 5.8	7 WAQZ-FM	7 WRRM-FM	7 WKRQ-FM	7 WYGY-FM	
NOSTALGIA 3.9	8 WYGY-FM	8 WAQZ-FM	8 WRRM-FM	8 WOFX-FM	
NAC 3.4	9 WRRM-FM	9 WOFX-FM	9 WYGY-FM	9 WEBN-FM	
ALTERNATIVE 2.3	10 WVAE-FM	10 WGRR-FM	10 WKRC-AM	10 WVAE-FM	
RELIGIOUS 2.1					

#26 RIVERSIDE-SAN BERNARDINO

R&R

RIVERSIDE

Continued from Page 71

12+ POPULATION: 1,363,300 (Black: N/A; Hispanic: 29.4%)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
CHR 11.3	1 KFRG-FM	1 KGGI-FM	1 KFRG-FM	1 KFRG-FM	CBS 34.9% Chancellor 34.6% Cox 23.8% Anaheim 20.5% ARS 20.2% Jacor 12.3% ABC 12.0% Heffel 8.8% Emmis 8.2% All Pro 7.1% Embarcadero 6.1% HSC Radio 3.8% Bonneville 3.6% Mt. Wilson FM 3.0% Lazer 2.1%
COUNTRY 11.0	2 KKBT-FM	2 KKBT-FM	2 KFI-AM	2 KGGI-FM	
NEWS/TALK 10.5	3 KGGI-FM	3 KFRG-FM	3 KCBS-FM	3 KKBT-FM	
OLDIES/CR 9.2	4 KCAL-FM	4 KIIS-FM	4 KCAL-FM	4 KOST-FM	
SPANISH 8.1	5 KLOS-FM	5 KOST-FM	5 KLOS-FM	5 KOLA-FM	
ROCK 5.4	6 KFI-AM	6 KLVE-FM	6 KOLA-FM	6 KFI-AM	
AC 5.3	7 KPWR-FM	7 KCXX-FM	7 KGGI-FM	7 KLVE-FM	
URBAN 5.2	8 KROQ-FM	8 KROQ-FM	8 KKBT-FM	8 KBIG-FM	
ALTERNATIVE 3.9	9 KCBS-FM	9 KSSE-FM	9 KTWV-FM	9 KRTH-FM	
B/EZ 2.6	10 KIIS-FM	10 KBIG-FM	10 KSSE-FM	10 KSSE-FM	
NAC 2.6					
CLASSICAL 1.3					
NOSTALGIA 1.1					

RADIO TODAY ENTERTAINMENT

For more information call (212) 581-3962



12+ POPULATION: 1,362,600 (Black: 12.2%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.1	5.3	5.2	6.5	8.3	1	KMXV-FM CHR/Pop	93.3 100kw	1	1	1	1	3	10	7:30	Amer. Radio Sys.	ARP
7.9	7.7	8.4	7.9	8.0	2	KPRS-FM Urban	103.3 100kw	8	2	3	3	4	5	12:45	KPRS Inc.	EAST
7.7	5.9	7.6	7.3	7.0	3	KFKF-FM Country	94.1 100kw	3	6	6	5	5	3	8:15	Amer. Radio Sys.	EAST
8.4	6.9	7.3	7.5	6.6	4	WDAF-AM Country	610 5kw	9	18	15	15	13	4	10:45	Entercom	KATZ
4.5	5.4	5.0	5.7	6.3	5	KCMO-FM Oldies	94.9 100kw	4	7	13	6	2	1	7:45	Entercom	SEN
6.3	5.3	5.5	6.4	6.2	6	KBEQ-FM Country	104.3 100kw	6	4	5	4	6	7	8:15	Amer. Radio Sys.	EAST
7.1	7.0	7.2	5.4	6.1	7	KCFX-FM Classic Rock	101.1 97kw	2	10	4	2	1	6	7:00	Sinclair Com.	CHR
5.2	6.4	5.2	5.5	5.8	8	KMBZ-AM News/Talk	980 5kw	5	—	12	9	7	2	7:30	Entercom	SEN
6.2	6.1	6.6	6.2	5.3	9	KQRC-FM Rock	98.9 100kw	7	3	2	7	10	16	8:00	Sinclair Com.	CHR
3.8	4.2	4.3	3.8	4.3	10	KCMO-AM ¹ News/Talk	810 50(5)kw	12	—	14	13	14	8	8:15	Entercom	SEN
5.0	3.1	4.3	4.2	4.2	11	KLTH-FM AC	99.7 100kw	11	11	7	10	8	11	8:00	Entercom	SEN
3.3	5.6	4.3	4.6	3.8	12	KCIY-FM NAC/SJ	106.5 100kw	14	14	10	12	11	9	7:30	Sinclair Com.	CHR
3.5	4.8	3.8	3.6	3.3	13	KUDL-FM AC	98.1 100kw	10	13	11	11	12	12	6:30	Entercom	ARP
4.5	4.5	4.2	3.9	3.4	14	KYYS-FM Rock	102.1 100kw	13	17	8	8	9	13	5:30	Amer. Radio Sys.	KATZ
3.1	3.4	2.9	3.3	2.6	15	KXTR-FM Classical	96.5 99kw	16	—	21	17	16	14	7:00	Sinclair Com.	ARP
2.6	2.1	2.3	2.3	2.1	16	KISF-FM ² Alternative	107.3 100kw	15	5	9	14	15	21	4:30	Syndicated	ARP
1.7	1.2	1.6	2.0	1.4	17	KPRT-AM Religious	1590 1kw	20	16	19	20	18	15	9:00	KPRS, Inc.	EAST
1.8	1.9	1.8	0.6	1.2	18	KFEZ-AM ³ Nostalgia	1340 .2kw	18	—	24	26	26	18	8:00	Beal	DIR
0.7	0.9	0.0	0.7	1.0	19	KLZR-FM Alternative	105.9 100kw	17	8	17	18	20	23	5:00	Lawrence Br.	—

¹ Set to swap signal with WHB-AM (710 kHz). ² Changed calls to KCCX-FM in mid-July. ³ Was KNHN-AM (News/Talk) until March.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 19.8	1 KQRC-FM	1 KMXV-FM	1 KCFX-FM	1 KMXV-FM	Entercom 53.7% ARS 45.9% Sinclair 40.5% KPRS Inc. 14.0% Syndicated 9.8% Lawrence 4.1% Beal 3.2%
OLDIES/CR 12.4	2 KCFX-FM	2 KPRS-FM	2 KMBZ-AM	2 KPRS-FM	
NEWS/TALK 10.1	3 KPRS-FM	3 KFKF-FM	3 KCMO-FM	3 KFKF-FM	
ROCK 8.7	4 KBEQ-FM	4 KBEQ-FM	4 KBEQ-FM	4 KCMO-FM	
CHR 8.3	5 KMXV-FM	5 KCFX-FM	5 KQRC-FM	5 KLTH-FM	
URBAN 8.0	6 KYYS-FM	6 KLTH-FM	6 KYYS-FM	6 KCFX-FM	
AC 7.5	7 KISF-FM	7 KQRC-FM	7 KPRS-FM	7 KBEQ-FM	
NAC 3.8	8 KFKF-FM	8 KUDL-FM	8 KMXV-FM	8 KUDL-FM	
ALTERNATIVE 3.1	9 KMBZ-FM	9 KISF-FM	9 KFKF-FM	9 KCIY-FM	
CLASSICAL 2.6	10 KLTH-FM	10 KCIY-FM	10 KCIY-FM	10 WDAF-FM	
RELIGIOUS 1.4					
NOSTALGIA 1.2					

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12+ POPULATION: 1,358,400 (Black: N/A; Hispanic: 12.0%)

SACRAMENTO

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.5	9.5	11.1	10.5	10.7	1	KFBK-AM News/Talk	1530 50kw	1	12	9	5	2	1	9:45	Chancellor	SEN
2.6	3.4	4.7	7.1	8.2	2	KZZO-FM ¹ Hot AC	100.5 115kw	2	3	1	1	1	2	8:00	Amer. Radio Sys.	EAST
8.4	9.4	7.9	8.9	8.0	3	KSFM-FM CHR/Rhythmic	102.5 50kw	3	1	2	2	4	11	8:30	Amer. Radio Sys.	ARP
5.9	6.5	5.4	4.5	5.2	4	KNCI-FM Country	105.1 50kw	9	7	4	3	3	6	8:45	Amer. Radio Sys.	KATZ
4.3	4.8	4.5	4.6	5.0	5	KYMX-FM AC	96.1 50kw	6	5	6	6	5	5	7:30	Amer. Radio Sys.	ARP
5.8	4.7	5.6	4.1	4.8	6	KRXQ-FM Rock	93.7 25kw	7	4	3	4	8	13	7:30	Entercom	D&R
3.2	3.2	3.2	3.4	4.5	7	KRAK-FM Country	98.5 50kw	11	14	10	11	10	4	8:15	Amer. Radio Sys.	KATZ
5.5	5.2	3.8	4.6	4.1	8	KHYL-FM Oldies	101.1 36kw	4	9	12	10	6	3	5:45	Chancellor	SEN
5.1	5.0	5.3	4.2	3.8	9	KGBY-FM AC	92.5 50kw	5	6	7	7	7	9	5:30	Chancellor	SEN
3.8	3.5	3.1	4.3	3.8	9	KWOD-FM Alternative	106.5 50kw	8	2	5	8	13	19	6:15	Royce International	D&R
4.0	4.3	4.1	3.2	3.4	11	KCTC-AM Nostalgia	1320 5kw	14	—	24	26	25	14	8:30	Entercom	ARP
4.0	3.3	3.3	4.2	3.0	12	KSEG-FM Classic Rock	96.9 50kw	12	13	8	9	11	12	6:00	Entercom	D&R
5.2	4.3	3.7	3.5	3.0	12	KXOA-FM Classic Hits	107.9 50kw	10	11	13	12	9	8	5:30	Entercom	D&R
3.5	3.7	3.0	2.5	2.9	14	KSTE-AM News/Talk	650 25(1)kw	13	—	15	15	15	10	6:45	Chancellor	SEN
2.7	2.6	2.8	2.6	2.8	15	KSSJ-FM NAC/SJ	101.9 50kw	15	15	18	13	12	7	8:00	EXCL	EAST
1.9	1.4	2.6	2.6	2.4	16	KHTK-AM Talk	1140 50kw	16	8	11	14	14	15	7:15	Amer. Radio Sys.	KATZ
1.1	0.8	1.4	1.7	1.6	17	KQBR-FM NAC/SJ	104.3 2.95kw	19	—	14	16	16	16	11:15	Progressive Media	—
1.2	0.7	1.1	0.9	1.2	18	KNBR-AM Sports	680 50kw	17	—	17	17	17	17	6:00	Susquehanna	MC/S

¹ Was KQPT-FM (Adult Alternative) until May.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 17.0	1 KRXQ-FM	1 KZZO-FM	1 KFBK-AM	1 KZZO-FM	ARS 48.0%
NEWS/TALK 17.0	2 KZZO-FM	2 KSFM-FM	2 KZZO-FM	2 KGBY-FM	Chancellor 45.7%
OLDIES/CR 10.1	3 KSFM-FM	3 KGBY-FM	3 KRXQ-FM	3 KYMX-FM	Entercom 32.8%
COUNTRY 9.7	4 KWOD-FM	4 KNCI-FM	4 KNCI-FM	4 KSFM-FM	Royce Int'l 12.2%
CHR 8.0	5 KNCI-FM	5 KYMX-FM	5 KHTK-AM	5 KNCI-FM	EXCL 8.0%
ROCK 4.8	6 KHTK-AM	6 KWOD-FM	6 KHYL-FM	6 KHYL-FM	ABC 4.2%
NAC 4.4	7 KSEG-FM	7 KSEG-FM	7 KXOA-FM	7 KFBK-AM	Susquehanna 4.0%
ALTERNATIVE 3.8	8 KFBK-AM	8 KRAK-FM	8 KSEG-FM	8 KSSJ-FM	Progressive 2.9%
NOSTALGIA 3.4	9 KYMX-FM	9 KRXQ-FM	9 KSFM-FM	9 KRAK-FM	Salem 1.9%
	10 KHYL-FM	10 KQBR-FM	10 KWOD-FM	10 KQBR-FM	Embarcadero 1.8%

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12+ POPULATION: 1,342,500 (Black: 12.7%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.4	10.5	10.5	9.3	8.9	1	WTMJ-AM News/Talk	620 50(10)kw	1	16	10	9	7	3	7:45	Journal Br.	CHR
9.8	9.0	8.0	7.6	7.7	2	WMIL-FM Country	106.1 50kw	4	5	6	4	3	1	9:30	Clear Channel	ARP
6.6	6.0	6.8	6.9	7.0	3	WLZR-FM Rock	102.9 50kw	6	3	1	2	2	10	9:00	Saga	EAST
6.9	7.6	6.7	6.8	6.9	4	WKLH-FM Classic Rock	96.5 20kw	3	9	3	1	1	2	8:15	Saga	MCG
6.1	6.0	7.4	7.4	6.1	5	WKKV-FM Urban	100.7 50kw	8	1	2	6	9	13	9:45	Clear Channel	CCRS
6.5	6.4	5.5	5.6	6.0	6	WKTI-FM Hot AC	94.5 15.5kw	2	6	4	3	4	6	6:30	Journal Br.	CHR
5.9	6.1	5.7	5.6	5.6	7	WOKY-AM Nostalgia	920 5(1)kw	11	—	23	20	19	11	11:15	Clear Channel	ARP
4.3	5.5	5.4	5.4	5.2	8	WMYX-FM Hot AC	99.1 50kw	5	4	5	5	6	9	6:30	Sinclair Com.	SEN
4.6	5.0	5.3	5.7	5.0	9	WISN-AM Talk	1130 50(10)kw	10	—	12	11	10	5	8:15	SFX	KATZ
4.0	4.1	4.1	4.0	4.7	10	WZTR-FM Oldies	95.7 34kw	7	8	11	7	5	4	6:30	Clear Channel	BAN
3.4	2.8	3.1	3.9	4.1	11	WLTQ-FM AC	97.3 15.5kw	12	15	8	8	8	7	8:15	SFX	KATZ
4.0	4.0	3.7	3.8	3.2	12	WLUM-FM Alternative	102.1 50kw	9	2	7	10	12	17	5:15	All Pro	BAN
2.0	3.1	2.7	2.8	2.7	13	WJZI-FM NAC/SJ	93.3 12.5kw	13	14	16	12	11	8	6:45	Shamrock Com.	ARP
2.1	1.9	1.9	1.8	2.3	14	WFMR-FM Classical	98.3 6kw	16	—	24	17	16	12	8:15	Saga	ARP
1.2	1.3	1.5	1.6	1.9	15	WEZY-FM B/EZ	92.1 2.7kw	19	—	—	28	24	15	11:00	Bliss	CHR
1.3	1.6	1.9	1.8	1.9	15	WMCS-AM Urban AC	1290 5kw	17	10	14	14	14	14	9:15	All Pro	BAN
1.5	0.5	0.8	1.2	1.7	17	WXPT-FM ¹ Hot AC	106.9 6kw	15	12	9	13	13	18	5:30	Saga	ARP
2.7	2.0	2.4	2.2	1.6	18	WAMG-FM AC	103.7 19.5kw	14	7	13	15	15	19	4:45	Sinclair Com.	SEN
2.5	2.0	2.1	1.5	1.4	19	WNOV-AM Urban	860 .25kw	18	11	15	16	17	16	5:15	Courier	—

¹ Was WFMI-FM (NAC/SJ) until May.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 18.6	1 WLZR-A/F	1 WMYX-FM	1 WKLH-FM	1 WKTI-FM	Clear Channel 48.0% Journal 40.0% Saga 33.9% Sinclair Com. 24.0% Milwaukee 23.6% SFX 22.4% Bliss 5.4% Courier 4.4%
NEWS/TALK 13.9	2 WKLH-FM	2 WKKV-FM	2 WLZR-A/F	2 WMYX-FM	
OLDIES/CR 11.6	3 WKKV-FM	3 WKTI-FM	3 WTMJ-AM	3 WMIL-FM	
URBAN 9.4	4 WLUM-FM	4 WLZR-A/F	4 WISN-AM	4 WKLH-FM	
COUNTRY 7.7	5 WMIL-FM	5 WMIL-FM	5 WMIL-FM	5 WZTR-FM	
ROCK 7.0	6 WTMJ-AM	6 WKLH-FM	6 WZTR-FM	6 WKKV-FM	
NOSTALGIA 5.6	7 WMYX-FM	7 WLUM-FM	7 WKKV-FM	7 WLTQ-FM	
ALTERNATIVE 3.2	8 WISN-AM	8 WLTQ-FM	8 WLUM-FM	8 WTMJ-AM	
NAC 2.7	9 WKTI-FM	9 WMCS-AM	9 WMYX-FM	9 WLZR-A/F	
CLASSICAL 2.3	10 WAUK-AM	10 WAMG-FM	10 WKTI-FM	10 WJZI-FM	
B/EZ 1.9					

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12+ POPULATION: 1,339,500 (Black: N/A; Hispanic: 22.0%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.1	6.3	6.5	7.2	7.6	1		KGO-AM News/Talk	810 50kw	2	—	16	8	2	1	9:15	ABC Inc.	BAN
4.9	5.3	3.8	4.9	5.3	2		KEZR-FM Hot AC	106.5 50kw	1	5	1	1	3	9	6:30	Amer. Radio Sys.	CHR
5.1	5.1	5.0	6.5	5.2	3		KYLD-FM¹ CHR/Rhythmic	107.7 8.9kw	5	1	3	6	15	25	8:15	Chancellor Media	KATZ
1.9	2.2	2.6	2.1	4.5	4		KUFY-FM Classic Rock	94.5 1.2kw	10	15	8	2	1	2	8:45	Amer. Radio Sys.	MCG
5.0	5.4	4.9	4.1	4.4	5		KBAY-FM AC	100.3 14.5kw	6	11	9	7	4	3	7:30	Amer. Radio Sys.	ARP
3.9	3.6	2.9	2.5	4.4	5		KLOK-AM Regional Mexican	1170 50(5)kw	19	7	4	4	5	12	13:15	EXCL Com.	CAB
4.4	4.5	4.6	4.2	4.4	5		KOME-FM Alternative	98.5 12.5kw	3	2	5	5	9	15	6:00	CBS Radio	IRS
4.0	3.3	3.7	3.6	4.3	8		KNBR-AM Sports	680 50kw	8	23	17	11	6	4	7:45	Susquehanna	MC/S
3.7	5.0	4.8	3.6	4.1	9		KSJO-FM Rock	92.3 50kw	7	9	2	3	7	17	7:30	Amer. Radio Sys.	MCG
3.9	3.2	3.6	4.0	3.4	10		KCBS-AM News	740 50kw	4	21	26	18	17	7	5:00	CBS Radio	CBS
3.2	3.0	3.8	3.1	3.4	10		KFRC-A/F Oldies	610/99.7 5kw/40kw	9	8	19	9	8	5	6:30	CBS Radio	G/W
2.8	2.2	2.3	3.3	3.0	12		KKSF-FM NAC/SJ	103.7 7.8kw	17	—	21	15	11	6	8:30	Chancellor Media	MCG
2.8	3.2	2.9	3.7	2.8	13		KRTY-FM Country	95.3 .87kw	14	14	10	12	13	11	7:00	Empire	ARP
2.1	3.0	2.9	2.5	2.5	14		KARA-FM AC	105.7 50kw	18	17	18	14	10	8	7:15	Empire	ARP
3.3	2.3	2.3	3.3	2.3	15		KKSJ-AM Nostalgia	1370 5kw	27	—	—	34	33	20	12:15	KKSJ Inc.	ARP
3.8	2.5	2.7	2.7	2.3	16		KFOG/KFFG Adult Alternative	97.7/104.5 1.6kw/7.9kw	16	22	15	10	12	10	6:15	Susquehanna	MC/S
2.4	2.8	2.8	2.2	2.3	16		KOIT-A/F AC	1260/96.5 5(1)kw/33kw	11	—	14	16	14	13	4:45	Bonneville Int.	KATZ
1.5	2.3	2.8	2.5	2.3	16		KSFO-AM Talk	560 5kw	25	13	27	26	22	14	9:15	ABC Inc.	BAN
0.4	1.1	1.0	1.5	2.2	19		KLLC-FM AC	97.3 82kw	15	6	6	13	19	29	5:45	CBS Radio	CBS
2.4	2.7	2.0	2.4	2.1	20		KIOI-FM Hot AC	101.3 125kw	12	10	11	17	16	19	4:30	Chancellor Media	CHR
1.4	1.3	2.3	1.8	2.1	20		KSOL/KZOL Regional Mexican	98.9/99.1 6kw/1.1kw	24	16	7	23	18	34	8:30	Heftel	ARP
2.8	2.3	2.3	2.5	1.6	22		KDFC-FM Classical	102.1 33kw	21	—	31	28	25	16	5:30	Bonneville Int.	MCG
2.6	2.3	2.3	2.7	1.6	22		KMEL-FM CHR/Rhythmic	106.1 69kw	13	3	13	22	31	35	4:00	Chancellor Media	CHR
1.5	1.1	1.6	1.3	1.3	24		KBLX-FM NAC/SJ	102.9 6.6kw	23	19	25	20	20	18	5:00	Inner City	D&R
2.0	2.7	1.5	1.6	1.3	24		KBRG-FM Spanish AC	104.9 3kw	28	20	12	21	23	27	8:15	Amer. Radio Sys.	CAB
1.3	1.1	1.1	1.2	1.3	24		KSAN-FM² Country	107.7 8.9kw	26	24	24	25	21	21	6:00	Susquehanna	MC/S
1.1	1.4	1.4	1.2	1.1	27		KBGG-FM³ Oldies	98.1 100kw	22	18	23	19	24	22	4:00	Chancellor Media	SEN

¹ Moved to 94.9 MHz, with 30kw in July. ² Switched to Classic Rock at 107.7 MHz, with 8.9kw in July. ³ Switched to Urban AC on July 23.

Continued on Page 78

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12+ POPULATION: 1,261,800 (Black: N/A; Hispanic: N/A)

PROVIDENCE

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.5	6.7	6.5	5.7	7.8	1	WPRO-FM CHR/Pop	92.3 39kw	1	2	1	1	1	3	7:30	Citadel	MCG
9.7	9.1	8.1	8.8	7.6	2	WWLI-FM AC	105.1 50kw	3	8	6	5	4	2	9:00	Citadel	ARP
5.2	5.1	6.0	6.2	7.1	3	WWBB-FM Oldies	101.5 13.5kw	2	11	13	4	3	1	8:00	Clear Channel	CCRS
5.3	4.8	4.8	6.2	6.3	4	WLKW-AM Nostalgia	790 5kw	10	—	37	28	14	8	12:15	Citadel	ARP
6.5	8.2	8.1	6.9	6.1	5	WHJY-FM Rock	94.1 50kw	4	7	2	2	2	6	7:30	SFX	D&R
4.4	5.2	6.0	5.1	5.5	6	WSNE-FM Hot AC	93.3 30kw	5	10	3	3	5	4	7:45	SFX	D&R
4.4	5.3	4.4	4.2	4.2	7	WPRO-AM Talk	630 5kw	6	22	19	14	8	7	6:30	Citadel	MCG
5.4	4.5	4.3	5.3	3.8	8	WCTK-FM Country	98.1 47kw	11	—	8	9	7	9	8:30	Hall	D&R
4.1	4.2	3.5	3.7	3.8	8	WWRX-FM Classic Rock	103.7 50kw	8	12	7	6	6	5	6:15	Clear Channel	CCRS
4.3	4.1	4.1	4.9	3.6	10	WWKX-FM CHR/Rhythmic	106.3 1.15kw	9	1	4	8	15	24	6:15	Back Bay Br.	CHR
4.0	4.0	4.6	3.3	3.4	11	WHJJ-AM News/Talk	920 5kw	14	—	28	25	13	10	9:00	SFX	KATZ
3.1	2.9	2.6	3.6	2.8	12	WBRU-FM Alternative	95.5 20kw	7	3	5	7	10	17	4:30	Brown BC Service	—
1.5	2.0	1.6	1.2	1.9	13	WCRB-FM Classical	102.5 15kw	17	—	20	19	11	11	8:00	Charles River	ARP
1.7	2.6	1.1	1.0	1.9	13	WFHN-FM CHR/Rhythmic	107.1 3kw	16	4	11	11	12	21	7:00	Spring Br.	MCG
0.9	0.4	0.4	0.9	1.8	15	WDGF-FM ¹ Oldies	100.3 3.9kw	15	20	9	10	9	16	5:45	Citadel	KATZ
3.0	2.8	2.3	2.1	1.7	16	WDGE-FM Alternative	99.7 2.3kw	12	6	10	12	19	38	4:00	Citadel	KATZ
1.4	1.5	1.6	1.9	1.4	17	WAAF-FM Rock	107.3 18.5kw	18	9	12	13	24	28	6:00	Amer. Radio Sys.	D&R
1.9	2.1	1.3	1.3	1.3	18	WJMN-FM CHR/Rhythmic	94.5 11.5kw	13	5	15	16	28	39	3:15	Chancellor Media	KATZ
1.8	1.3	1.4	1.3	1.2	19	WBZ-AM News	1030 50kw	19	—	35	30	26	15	5:15	CBS Radio	G/W
0.7	1.1	1.5	1.0	1.1	20	WBSM-AM News/Talk	1420 5(1)kw	34	—	26	35	34	37	12:45	Spring Br.	MCG
0.8	0.4	1.3	0.8	1.0	21	WBMX-FM Hot AC	98.5 9kw	21	16	14	15	16	35	5:15	Amer. Radio Sys.	CHR
0.8	0.5	1.0	0.7	1.0	21	WROR-FM Oldies	105.7 8.5kw	26	23	25	21	20	12	7:30	Greater Media Inc.	MCG
0.4	0.6	0.5	0.5	1.0	21	WSAR-AM Full Service	1480 5kw	28	24	—	36	35	20	8:00	Bristol County Br.	BAN

¹ Simulcasted WDGE-FM (Alternative) until mid-February.

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More than Research—AnswersSM

Harker Research

919 • 954 • 8300

#30 SAN JOSE



SAN JOSE

Continued from Page 76

12+ POPULATION: 1,339,500 (Black: N/A; Hispanic: 22.0%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.4	1.2	1.4	0.9	1.1	27		KITS-FM Alternative	105.3 15kw	20	12	20	24	26	28	3:15	CBS Radio	D&R
0.7	1.0	0.6	0.7	1.0	29		KYCY-FM Country	93.3 50kw	30	25	29	30	29	23	6:45	CBS Radio	IRS

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
NEWS/TALK	17.6	1 KSJO-FM	1 KEZR-FM	1 KUFX-FM	1 KEZR-FM	Chancellor	39.4%
AC	16.3	2 KLOK-AM	2 KYLD-FM	2 KNBR-AM	2 KBAY-FM	CBS	39.2%
OLDIES/CR	11.5	3 KOME-FM	3 KLOK-AM	3 KGO-AM	3 KARA-FM	ARS	29.1%
SPANISH	7.8	4 KEZR-FM	4 KLLC-FM	4 KSJO-FM	4 KFRC-A/F	Susquehanna	27.2%
CHR	6.8	5 KYLD-FM	5 KOME-FM	5 KLOK-AM	5 KGO-AM	ABC	17.1%
ALTERNATIVE	5.5	6 KUFX-FM	6 KSJO-FM	6 KOME-FM	6 KUFX-FM	Alta	15.4%
COUNTRY	5.1	7 KLLC-FM	7 KBAY-FM	7 KEZR-FM	7 KKSF-FM	Empire	15.2%
NAC	4.3	8 KNBR-AM	8 KRTY-FM	8 KBAY-FM	8 KLOK-AM	Bonneville	9.8%
ROCK	4.1	9 KMEL-FM	9 KBRG-FM	9 KKSF-FM	9 KRTY-FM	Excel	6.3%
ADULT ALT.	2.3	10 KBAY-FM	10 KIOI-FM	10 KCBS-AM	10 KIOI-FM	Inner City	5.7%
NOSTALGIA	2.3					KKSJ Inc.	3.6%
CLASSICAL	1.6						

#31 PROVIDENCE-WARWICK-PAWTUCKET



PROVIDENCE

Continued on Page 77

12+ POPULATION: 1,261,800 (Black: N/A; Hispanic: N/A)

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
CHR	14.6	1 WHJY-FM	1 WPRO-FM	1 WHJY-FM	1 WWLI-FM	Citadel	56.4%
AC	14.1	2 WPRO-FM	2 WSNE-FM	2 WWBB-FM	2 WPRO-FM	SFX	35.1%
OLDIES/CR	13.7	3 WWKX-FM	3 WWLI-FM	3 WWRX-FM	3 WSNE-FM	Clear Channel	28.9%
NEWS/TALK	10.9	4 WBRU-FM	4 WHJY-FM	4 WPRO-FM	4 WWBB-FM	CBS	14.7%
ROCK	7.5	5 WWRX-FM	5 WWKX-FM	5 WWLI-FM	5 WCTK-FM	Brown BC	13.4%
NOSTALGIA	6.3	6 WSNE-FM	6 WCTK-FM	6 WSNE-FM	6 WHJY-FM	Back Bay Br.	13.1%
ALTERNATIVE	4.5	7 WAAF-FM	7 WDGF-FM	7 WCTK-FM	7 WFHN-FM	ARS	12.2%
COUNTRY	3.8	8 WDGE-FM	8 WFHN-FM	8 WPRO-AM	8 WWRX-FM	Hall	9.7%
CLASSICAL	1.9	9 WBCN-FM	9 WBRU-FM	9 WBRU-FM	9 WDGF-FM	Gr. Media Inc.	9.2%
		10 WCTK-FM	10 WWBB-FM	10 WDGF-FM	10 WBOS-FM	Spring	7.3%
						Charles River	5.1%

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 1,237,600 (Black: 12.0%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.1	7.0	8.0	9.7	10.0	1	WCOL-FM Country	92.3 22kw	3	5	2	1	2	2	10:45	Nationwide	ARP
7.7	11.3	9.0	9.5	8.8	2	WNCI-FM CHR/Pop	97.9 175kw	1	1	1	2	3	5	6:15	Nationwide	MCG
8.5	7.3	7.9	8.2	8.1	3	WSNY-FM AC	94.7 22kw	2	7	6	3	1	1	7:30	Saga	MCG
7.2	8.3	7.9	7.3	6.9	4	WTVN-AM Full Service	610 5kw	4	—	15	9	7	3	7:45	Jacor	KATZ
7.0	6.8	5.2	5.4	5.7	5	WLVQ-FM Rock	96.3 18kw	6	13	4	4	4	6	7:45	Jacor	KATZ
7.1	5.9	5.4	4.3	5.3	6	WBZX-FM Rock	99.7 20kw	5	4	3	5	6	12	6:15	North American	SEN
5.9	5.4	5.3	4.4	5.2	7	WBNS-FM Oldies	97.1 20.5kw	7	9	11	8	5	4	7:00	Radiohio, Inc.	BAN
5.1	6.1	5.1	5.4	5.0	8	WJZA-FM ¹ Urban	107.5 1.9kw	10	2	7	6	8	8	9:30	Blue Chip	—
3.9	4.0	3.8	4.5	4.0	9	WHOK-FM Country	95.5 21kw	8	14	9	10	9	7	6:30	Jacor	—
2.4	2.2	1.9	3.1	3.6	10	WZAZ-FM ² Alternative	98.9 .58kw	9	6	5	7	10	20	6:15	Jacor	CHR
1.6	1.1	1.1	2.6	3.2	11	WMNI-AM ³ Nostalgia	920 1(.5)kw	13	—	24	24	23	13	9:30	North American	EAST
1.9	1.8	1.8	2.0	2.6	12	WCLT-FM Country	100.3 50kw	14	12	12	12	11	11	9:15	WCLT Inc.	—
1.2	1.5	1.3	1.5	2.2	13	WVKO-AM ⁴ Gospel	1580 1(.25)kw	19	18	21	18	14	9	11:00	Saga	MCG
3.0	2.5	3.1	2.2	2.2	13	WWCD-FM Alternative	101.1 6kw	11	11	8	11	12	17	4:45	Ingleside	ROS
1.4	2.0	2.4	2.2	1.9	15	WCKX-FM Urban	106.3 6kw	12	3	14	17	25	27	5:00	Blue Chip	D&R
1.7	1.4	1.5	1.6	1.9	16	WZJZ-FM NAC/SJ	104.3 3.4kw	18	—	23	16	15	10	8:30	Scantland Br.	—
1.2	1.2	1.0	1.3	1.7	17	WAZU-FM ⁵ Rock	107.1 3kw	17	8	10	13	17	23	7:15	Jacor	ARP
1.4	1.2	2.7	1.5	1.7	17	WBNS-AM Full Service	1460 5(1)kw	15	—	13	14	13	14	6:15	Radiohio, Inc.	BAN
2.5	2.7	3.0	2.0	1.5	19	WLYR-FM ⁶ AC	107.9 6kw	16	15	18	19	18	15	6:45	Associated Com.	K&P
0.7	0.6	1.0	1.1	1.2	20	WSMZ-FM Urban	103.1 1.6kw	22	—	16	15	16	16	7:30	Stop 26/Riverbend	—
0.8	1.2	0.9	0.7	1.1	21	WLW-AM Full Service	700 50kw	20	—	22	22	19	19	6:00	Jacor	EAST

¹ Was Urban AC until February, reverted to Urban AC in June. ² Was WLLD-FM (Country) until January. ³ Was Country until January.

⁴ Was Urban AC until February. ⁵ Was WAHC-FM (Oldies) until January. ⁶ Was WCEZ-FM (B/EZ) until mid-April.

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More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 1,220,300 (Black: 28.3%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.4	13.8	12.5	10.4	11.5	1	WOWI-FM Urban	102.9 50kw	1	1	1	1	1	7	10:30	Clear Channel	CCRS
5.7	4.8	4.9	5.8	6.8	2	WNOR-A/F Rock	1230/98.7 .626kw/46kw	4	5	2	2	2	11	9:30	Saga	MCG
6.7	6.6	5.8	9.2	6.4	3	WGH-FM Country	97.3 74kw	3	8	4	3	3	5	8:15	Sinclair Com.	EAST
5.8	9.0	6.0	6.1	6.2	4	WCMS-A/F Country	1050/100.5 5kw/50kw	6	12	8	6	5	1	9:15	WCMS Radio	D&R
6.3	5.4	5.7	5.0	5.6	5	WFOG-A/F AC	1600/92.9 5kw/50kw	7	10	10	8	7	3	8:30	Max Media	BAN
4.1	4.2	5.8	4.6	5.2	6	WJCD-FM NAC/SJ	105.3 50kw	13	14	12	7	6	2	10:45	Clear Channel	CCRS
5.6	4.9	4.5	4.8	5.2	6	WWDE-FM Hot AC	101.3 50kw	5	7	7	5	4	6	7:15	Max Media	CHR
4.6	5.3	4.7	3.5	4.7	8	WPTE-FM Hot AC	94.9 50kw	8	6	3	4	8	13	7:15	Max Media	BAN
5.6	4.4	5.3	4.4	4.4	9	WNVZ-FM CHR/Pop	104.5 50kw	2	2	6	10	12	14	5:30	Max Media	CHR
4.7	4.0	3.0	3.6	3.9	10	WROX-FM Alternative	96.1 23kw	10	4	5	11	14	20	6:45	Sinclair Telecable	ARP
3.7	3.0	3.8	5.0	3.9	10	WVCL-FM Oldies	95.7 40kw	9	9	15	14	10	4	6:30	Sinclair Com.	KATZ
4.8	4.6	3.5	3.9	3.5	12	WAFX-FM Classic Rock	106.9 100kw	11	11	11	9	9	9	7:00	Saga	CBS
3.7	2.7	3.1	3.5	3.5	12	WSVY-FM Urban AC	107.7 5.2kw	15	17	13	12	11	10	9:15	Clear Channel	CCRS
2.7	3.1	4.0	2.9	3.5	12	WXEZ-FM B/EZ	94.1 50kw	17	—	24	22	18	12	10:45	Eure	—
2.4	2.4	3.5	3.8	3.0	15	WNIS-AM Talk	850 50(25)kw	16	—	19	16	15	8	8:45	Sinclair Telecable	ARP
2.5	2.9	2.7	2.4	2.7	16	WKOC-FM Adult Alternative	93.7 100kw	14	15	9	13	13	15	5:45	Sinclair Telecable	KATZ
1.8	1.9	1.3	1.9	1.9	17	WMYK-FM CHR/Rhythmic	92.1 3.7kw	12	3	14	15	19	22	3:45	Clear Channel	CCRS
1.2	1.2	2.2	1.3	1.3	18	WTAR-AM News/Talk	790 5kw	18	—	22	18	17	16	6:15	Sinclair Telecable	ARP
0.8	0.8	1.4	1.1	1.2	19	WGH-AM Sports	1310 5kw	19	—	16	17	16	18	6:45	Sinclair Com.	EAST
2.4	2.4	2.2	2.5	1.1	20	WPCE-AM Religious	1400 1(.25)kw	20	16	20	21	20	17	6:15	Willis Br. Co.	MCG
0.8	0.9	1.1	0.7	1.0	21	WGPL-AM Gospel	1350 5kw	21	13	17	19	21	19	6:30	Willis Br.	ARP

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






RADIO TODAY ENTERTAINMENT



12+ POPULATION: 1,203,100 (Black: N/A; Hispanic: 49.0%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.4	8.7	10.2	11.3	9.9	1	1	KTFM-FM CHR/Rhythmic	102.7 100kw	1	1	1	2	2	7	8:45	Waterman	CHR
3.8	4.7	4.5	4.3	7.4	2	2	KZEP-FM Classic Rock	104.5 100kw	6	9	2	1	1	3	11:00	Lotus	D&R
6.5	5.3	6.7	5.2	6.1	3	3	KCYF-FM Country	100.3 100kw	4	5	7	5	3	4	8:30	Cox	KATZ
7.2	7.9	7.6	6.5	6.1	3	3	KXTN-FM Tejano	107.5 100kw	7	6	8	7	7	2	9:15	Heftel	KT-H
5.8	5.3	5.8	5.6	6.0	5	5	KAJA-FM Country	97.3 100kw	2	4	5	4	5	5	7:30	Clear Channel	CCRS
5.0	5.2	5.0	5.4	5.5	6	6	KONO-A/F Oldies	860/101.1 5kw/100kw	8	12	12	9	6	1	8:00	John Barger	ARP
6.3	4.9	5.2	5.7	5.5	6	6	KSMG-FM Hot AC	105.3 100kw	5	8	4	3	4	6	7:45	Cox	CBS
7.3	6.3	7.0	6.3	5.2	8	8	KISS-FM Rock	99.5 100kw	3	2	3	6	9	17	7:00	Cox	CBS
2.8	4.4	3.7	3.6	4.9	9	9	KROM-FM Regional Mexi	92.9 100kw	12	7	6	8	8	12	12:45	Heftel	KT-H
4.2	5.6	4.7	5.3	4.1	10	10	KQXT-FM AC	101.9 100kw	9	13	9	10	10	8	7:45	Clear Channel	CCRS
4.5	4.7	4.3	4.7	4.1	10	10	KTSA-AM News/Talk	550 5kw	11	18	15	12	11	9	9:15	Waterman	CHR
4.4	3.9	4.2	4.0	3.4	12	12	KSJL-FM Urban	96.1 100kw	13	3	10	11	13	16	9:15	Inner City	CCRS
3.7	4.2	3.7	4.1	3.4	12	12	WOAI-AM News/Talk	1200 50kw	10	xx	18	15	15	13	6:45	Clear Channel	CCRS
2.4	2.2	2.4	2.4	3.1	14	14	KCOR-AM Spanish Oldies	1350 5kw	19	11	13	14	12	11	14:45	Heftel	KT-H
3.4	2.7	2.4	1.9	2.6	15	15	KLUP-AM Nostalgia	930 5(1)kw	17	—	—	24	22	15	10:15	Cox	CBS
2.6	3.3	2.8	2.8	2.5	16	16	KCJZ-FM NAC/SJ	106.7 100kw	15	—	16	13	14	10	8:00	Cox	KATZ
1.8	1.9	2.2	2.1	2.3	17	17	KKYX-AM Country	680 50(10)kw	18	17	23	20	19	14	10:45	Cox	KATZ
2.8	1.7	1.6	1.7	1.6	18	18	KRIO-FM Tejano	94.1 22kw	14	14	14	16	16	19	4:45	John Barger	—
0.7	1.0	0.9	0.9	1.5	19	19	KEDA-AM Conjunto	1540 5(1)kw	24	15	—	22	23	18	15:30	D&E Br.	CAB
0.3	0.8	0.7	1.6	1.3	20	20	KAMX-FM Hot AC	94.7 97kw	16	10	11	17	18	22	5:00	Amer. Radio Sys.	EAST

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
SPANISH	17.2	Men 18-34	Women 18-34	Men 25-54	Women 25-54	Cox	49.5%
COUNTRY	14.4	1 KISS-FM	1 KTFM-FM	1 KZEP-FM	1 KTFM-FM	Clear Channel	35.4%
OLDIES/CR	12.9	2 KZEP-FM	2 KSMG-FM	2 KAJA-FM	2 KCYY-FM	Waterman	34.2%
AC	10.9	3 KTFM-FM	3 KZEP-FM	3 KISS-FM	3 KSMG-FM	Heftel	23.8%
CHR	9.9	4 KROM-FM	4 KAJA-FM	4 KTFM-FM	4 KZEP-FM	John Barger	20.3%
NEWS/TALK	7.5	5 KAJA-FM	5 KCYY-FM	5 KXTN-FM	5 KXTN-FM	Lotus	14.9%
ROCK	5.2	6 KSMG-FM	6 KXTN-FM	6 KONO-A/F	6 KAJA-FM	Inner City	8.2%
URBAN	3.4	7 KCYY-FM	7 KROM-FM	7 KROM-FM	7 KQXT-FM	Gandores	2.4%
NOSTALGIA	2.6	8 KSJL-FM	8 KQXT-FM	8 KCYY-FM	8 KROM-FM		
NAC	2.5	9 KXTN-FM	9 KISS-FM	9 KSMG-FM	9 KONO-A/F		
RELIGIOUS	1.0	10 KQXT-FM	10 KAMX-FM	10 KTSA-FM	10 KSJL-FM		

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#35 SALT LAKE CITY-OGDEN-PROVO



SALT LAKE CITY

12+ POPULATION: 1,180,000 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.0	8.2	9.4	9.3	8.2	1	KSFI-FM AC	100.3 26kw	1	9	1	1	1	1	6:45	Simmons Family	APR
6.0	5.7	6.6	6.6	6.5	2	KSL-AM News/Talk	1160 50kw	2	15	16	8	5	2	6:00	Bonneville Int.	SEN
5.3	5.3	4.7	5.3	6.1	3	KISN-FM Hot AC	97.1 3kw	3	4	2	2	3	6	5:45	Trumper	CHR
5.6	5.1	5.2	4.4	5.2	4	KUBL-FM Country	93.3 26kw	11	6	6	4	6	5	7:45	Citadel	MCG
4.7	4.8	4.3	4.2	5.0	5	KBEE-FM Hot AC	98.7 40kw	4	5	5	5	7	9	5:30	Citadel	MCG
3.1	3.1	4.7	3.8	4.8	6	KXRK-FM Alternative	96.3 38kw	9	2	3	7	13	21	7:00	Acme Br.	D&R
5.2	6.7	4.8	5.7	4.6	7	KODJ-FM Oldies	94.1 40kw	7	7	19	11	4	3	6:30	Jacor	KATZ
5.6	6.0	4.5	5.0	4.6	7	KRSP-FM Classic Rock	103.5 27.5kw	6	14	9	3	2	4	6:15	Simmons Family	ARP
3.7	3.2	4.4	4.0	4.4	9	KZHT-FM CHR/Pop	94.9 48kw	5	1	13	14	19	17	5:30	Jacor	ARP
3.7	5.2	3.8	3.9	4.1	10	KDYL/KOVO Nostalgia	1280/960 10kw/5(1.08)kw	18	—	25	23	21	8	9:00	Simmons Family	CBS
3.6	3.2	3.2	4.3	4.1	10	KENZ-FM Alternative	107.5 45kw	8	8	4	6	10	15	5:45	Citadel	ARP
5.6	5.0	4.7	5.5	3.8	12	KSOP-A/F Country	1370/104.3 5(.5)kw/25kw	13	10	12	16	11	11	6:00	KSOP, Inc.	ARP
5.1	4.5	4.2	4.8	3.7	13	KKAT-FM Country	101.9 26kw	12	12	8	10	9	13	5:45	Jacor	KATZ
2.8	1.6	1.5	2.0	3.5	14	KUMT-FM Adult Alternative	105.7 25.5kw	15	16	15	9	8	7	6:15	Trumper	CHR
2.6	3.9	4.1	3.7	3.2	15	KALL-AM News/Talk	910 5(1)kw	17	18	17	17	12	10	7:30	Jacor	EAST
5.3	4.0	3.8	4.3	3.2	15	KBER-FM Rock	101.1 25kw	14	3	7	12	16	18	5:45	Citadel	MCG
1.0	1.0	1.2	2.0	2.7	17	KFNZ-AM Sports	1320 5kw	10	11	18	18	14	12	4:00	Citadel	MCG
1.1	1.4	2.4	2.6	2.2	18	KQMB-FM Hot AC	102.7 47kw	16	13	10	13	15	24	4:45	Simmons Family	ARP
0.5	1.9	1.3	1.2	1.9	19	KRKR-FM Rock	107.9 67kw	21	20	11	15	18	25	8:45	Cargo Br.	KATZ
3.8	3.4	2.2	1.7	1.7	20	KURR-FM Classic Rock	99.5 40kw	20	17	14	19	17	27	6:15	Jacor	K&P
2.6	2.1	2.6	2.3	1.5	21	KBZN-FM NAC/SJ	97.9 26kw	19	—	20	20	20	14	4:30	Capitol Br. Inc.	EAST
0.8	1.4	0.8	0.6	1.4	22	KFAM-AM B/EZ	700 50(1)kw	24	—	28	27	27	19	10:15	Jacor	—
0.8	0.9	1.1	1.0	1.2	23	KBKK-FM Country	106.5 7.5kw	23	—	23	21	22	16	8:00	Jacor	KATZ

More than Research—AnswersSM

Harker Research

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12+ POPULATION: 1,237,600 (Black: 12.0%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 16.6	1 WBZX-FM	1 WNCI-FM	1 WLWQ-FM	1 WSNY-FM	Jacor 48.0%
ROCK 12.7	2 WLWQ-FM	2 WCOL-FM	2 WCOL-FM	2 WCOL-FM	Nationwide 39.7%
NEWS/TALK 9.7	3 WZAZ-FM	3 WSNY-FM	3 WBZX-FM	3 WNCI-FM	Saga 23.6%
AC 8.6	4 WNCI-FM	4 WZAZ-FM	4 WSNY-FM	4 WBNS-FM	N. America 21.1%
CHR 8.8	5 WCOL-FM	5 WJZA-FM	5 WTVN-AM	5 WLWQ-FM	Radioho 18.0%
URBAN 8.1	6 WAZU-FM	6 WLWQ-FM	6 WBNS-FM	6 WHOK-FM	Blue Chip 11.7%
ALTERNATIVE 5.8	7 WWCD-FM	7 WBZX-FM	7 WJZA-FM	7 WJZA-FM	Ingleside 8.2%
OLDIES/CR 5.2	8 WJZA-FM	8 WHOK-FM	8 WNCI-FM	8 WTVN-AM	WCLT Inc. 5.2%
NOSTALGIA 3.2	9 WBNS-AM	9 WWCD-FM	9 WZAZ-FM	9 WBZX-FM	Scantland 4.1%
RELIGIOUS 2.2	10 WSNY-FM	10 WBNS-FM	10 WBNS-AM	10 WVKO-AM	Stop 26 2.9%
NAC 1.9					Salem 1.7%

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12+ POPULATION: 1,220,300 (Black: 28.3%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 15.5	1 WOWI-FM	1 WOWI-FM	1 WNOR-A/F	1 WWDE-FM	Max Media 40.8%
URBAN 15.0	2 WNOR-A/F	2 WGH-FM	2 WOWI-FM	2 WGH-FM	Clear Channel 32.4%
COUNTRY 12.6	3 WROX-FM	3 WPTE-FM	3 WAFX-FM	3 WOWI-FM	Sinclair Com. 28.0%
OLDIES/CR 7.4	4 WPTE-FM	4 WNVZ-FM	4 WGH-FM	4 WFOG-A/F	Sinclair Tele. 24.6%
ROCK 6.8	5 WGH-FM	5 WWDE-FM	5 WJCD-FM	5 WCMS-A/F	Saga 21.4%
CHR 6.3	6 WAFX-FM	6 WCMS-A/F	6 WPTE-FM	6 WJCD-FM	WCMS Radio 13.4%
NEWS/TALK 5.5	7 WKOC-FM	7 WFOG-A/F	7 WCMS-A/F	7 WSVY-FM	EURE 6.6%
NAC 5.2	8 WNVZ-FM	8 WNOR-A/F	8 WWDE-FM	8 WVCL-FM	Willis 4.8%
ALTERNATIVE 3.9	9 WJCD-FM	9 WSVY-FM	9 WVCL-FM	9 WPTE-FM	
B/EZ 3.5	10 WCMS-A/F	10 WKOC-FM	10 WROX-FM	10 WNVZ-FM	
ADULT ALT. 2.7					
RELIGIOUS 2.1					

12+ POPULATION: 1,180,000 (Black: N/A; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 21.5	1 KXRK-FM	1 KISN-FM	1 KRSP-FM	1 KSFI-FM	Citadel 47.2%
COUNTRY 13.9	2 KENZ-FM	2 KSFI-FM	2 KSFI-FM	2 KISN-FM	Jacor 46.0%
NEWS/TALK 12.4	3 KSFI-FM	3 KBEE-FM	3 KSL-AM	3 KBEE-FM	Simmons 34.0%
OLDIES/CR 10.9	4 KBER-FM	4 KUBL-FM	4 KISN-FM	4 KODJ-FM	Bonneville 31.1%
ALTERNATIVE 8.9	5 KISN-FM	5 KENZ-FM	5 KODJ-FM	5 KUBL-FM	Trumper 29.2%
ROCK 5.1	6 KRSP-FM	6 KKAT-FM	6 KUMT-FM	6 KRSP-FM	Acme 12.4%
CHR 4.4	7 KRKR-FM	7 KQMB-FM	7 KXRK-FM	7 KUMT-FM	KSOP Inc. 10.8%
NOSTALGIA 4.1	8 KURR-FM	8 KSOP-A/F	8 KENZ-FM	8 KSL-AM	Capitol Br. 5.8%
ADULT ALT. 3.5	9 KKAT-FM	9 KXRK-FM	9 KKAT-FM	9 KSOP-A/F	Cargo 3.9%
NAC 1.5	10 KBEE-FM	10 KZHT-FM	10 KFZ-AM	10 KKAT-FM	
B/EZ 1.4					

12+ POPULATION: 1,124,000 (Black: 13.4%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.6	10.7	11.0	11.9	12.5	1	WFMS-FM Country	95.5 13kw	2	9	2	2	2	1	10:15	Susquehanna	MC/S
11.3	11.7	12.7	12.1	10.7	2	WFBQ-FM Classic Rock	94.7 52kw	1	8	1	1	1	4	7:45	SFX	KATZ
8.2	8.6	9.0	9.1	8.3	3	WIBC-AM News/Talk	1070 50(10)kw	3	12	10	10	6	3	8:30	Emmis	CHR
6.7	4.4	6.0	5.6	6.3	4	WTPI-FM AC	107.9 22kw	9	14	11	9	4	2	8:45	My Star Com.	D&R
6.1	5.8	5.8	5.4	5.9	5	WENS-FM Hot AC	97.1 23kw	4	6	6	3	3	5	6:30	Emmis	CHR
4.0	5.0	4.6	6.4	5.7	6	WHHH-FM CHR/Rhythmic	96.3 .64kw	7	1	7	8	10	10	7:30	Shirk Inc.	BAN
6.1	5.1	6.2	5.6	5.6	7	WGRL-FM Country	93.9 2.75kw	8	5	8	5	7	7	7:45	Susquehanna	MC/S
4.4	4.8	5.1	5.1	5.6	7	WTLC-FM Urban	105.7 50kw	11	4	5	6	8	8	9:30	Emmis	MCG
6.4	6.5	4.7	4.2	5.1	9	WNAP-FM Classic Hits	93.1 12.5kw	6	7	9	4	5	6	5:45	Emmis	CHR
4.3	4.6	4.7	4.4	4.7	10	WZPL-FM CHR/Pop	99.5 12.5kw	5	3	3	7	9	12	5:15	My Star Com.	D&R
4.5	6.4	4.7	4.2	4.1	11	WRZX-FM Alternative	103.3 18kw	10	2	4	11	11	20	6:30	SFX	BAN
3.5	3.3	3.4	4.0	3.3	12	WMYS-AM Nostalgia	1430 5kw	13	—	22	25	22	15	10:30	My Star Com.	D&R
2.5	2.6	2.3	2.1	2.1	13	WTTS-FM Adult Alternative	92.3 37kw	12	15	12	12	12	9	5:30	Sarkes Tarzian	—
0.9	1.0	1.1	1.2	1.8	14	WXIR-FM Religious	98.3 3kw	17	10	14	13	13	11	7:15	Radio 1500	—
1.3	1.5	1.7	1.5	1.6	15	WGGR-FM Urban AC	106.7 3kw	15	11	13	14	14	14	6:30	Dalton Group	—
1.1	1.3	1.6	1.2	1.4	16	WNDE-AM Sports	1260 5kw	14	—	15	15	15	16	4:45	SFX	KATZ
1.3	2.0	1.3	1.4	1.1	17	WQFE-FM Oldies	101.9 3.7kw	16	—	18	16	16	13	4:30	Quinn Br.	UNI

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY ██████████ 18.2	1 WFBQ-FM	1 WFMS-FM	1 WFBQ-FM	1 WFMS-FM	Emmis ██████████ 53.2%
OLDIES/CR ██████████ 16.9	2 WRZX-FM	2 WENS-FM	2 WFMS-FM	2 WENS-FM	SFX ██████████ 34.5%
AC ██████████ 12.2	3 WFMS-FM	3 WZPL-FM	3 WIBC-AM	3 WTPI-FM	My Star ██████████ 33.6%
CHR ██████████ 10.4	4 WGRL-FM	4 WFBQ-FM	4 WNAP-FM	4 WFBQ-FM	Susquehanna ██████████ 29.4%
NEWS/TALK ██████████ 9.7	5 WHHH-FM	5 WTLC-FM	5 WGRL-FM	5 WTLC-FM	Shirk Inc. ██████████ 14.4%
URBAN ██████████ 7.2	6 WNAP-FM	6 WHHH-FM	6 WTPI-FM	6 WNAP-FM	Sarkes Tarzian ██████████ 7.3%
ALTERNATIVE ██████████ 4.1	7 WTLC-FM	7 WGRL-FM	7 WENS-FM	7 WZPL-FM	Dalton ██████████ 4.7%
NOSTALGIA ██████████ 3.3	8 WZPL-FM	8 WNAP-FM	8 WRZX-FM	8 WGRL-FM	Quinn Br. ██████████ 4.6%
ADULT ALT. ██████████ 2.1	9 WENS-FM	9 WRZX-FM	9 WTTS-FM	9 WIBC-AM	Radio 1500 ██████████ 4.6%
	10 WIBC-AM	10 WTPI-FM	10 WTLC-FM	10 WHHH-FM	Findlay ██████████ 2.7%
					Continental ██████████ 2.6%

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12+ POPULATION: 1,097,400 (Black: 19.3%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.3	9.4	9.3	10.0	11.0	1	WPEG-FM Urban	97.9 95kw	3	1	1	1	3	5	12:15	Amer. Radio Sys.	KATZ
8.0	8.6	8.8	9.2	8.6	2	WSOC-FM Country	103.7 100kw	2	10	4	3	1	1	9:30	Amer. Radio Sys.	D&R
5.5	5.8	6.3	5.8	7.1	3	WLYT-FM AC	102.9 31kw	4	4	8	4	4	2	9:15	SFX	D&R
7.2	9.5	8.0	8.1	6.8	4	WRFX-FM Classic Rock	99.7 100kw	1	7	2	2	2	6	7:30	SFX	EAST
6.8	5.5	5.5	5.1	5.7	5	WBT-AM Talk	1110 50kw	8	11	13	12	10	4	8:30	Jefferson-Pilot	CBS
6.3	6.0	7.0	5.0	5.1	6	WTDR-FM Country	96.9 100kw	6	5	7	7	9	9	7:15	SFX	D&R
4.5	5.9	5.5	5.5	4.9	7	WWMG-FM Oldies	96.1 100kw	7	6	15	10	6	3	7:15	Dalton Group	MCG
5.7	6.5	5.0	5.0	4.6	8	WNKS-FM CHR/Pop	95.1 100kw	5	3	3	8	11	15	6:00	Amer. Radio Sys.	EAST
4.7	4.1	4.3	4.7	4.3	9	WBAV-FM Urban AC	101.9 99kw	12	8	9	9	7	8	9:45	Amer. Radio Sys.	KATZ
3.2	3.3	4.1	4.7	4.2	10	WSSS-FM Oldies	104.7 100kw	10	—	10	5	5	7	7:15	Amer. Radio Sys.	KATZ
4.1	3.5	3.4	4.1	3.9	11	WLNK-FM ¹ Hot AC	107.9 100kw	9	9	6	6	8	10	6:15	Jefferson-Pilot	BAN
4.3	3.9	4.3	4.3	3.7	12	WEND-FM Alternative	106.5 100kw	11	2	5	11	13	17	6:45	Dalton Group	MCG
3.1	1.6	2.8	2.6	2.4	13	WNMX-FM Nostalgia	106.1 20kw	15	—	23	25	17	14	10:00	GHB Radio Group	—
1.8	1.9	1.7	1.9	2.1	14	WCCJ-FM NAC/SJ	92.7 6kw	16	12	12	14	12	11	8:30	Davis Br.	ARP
1.6	1.5	1.1	1.0	1.6	15	WFMX-FM Country	105.7 100kw	14	—	18	15	15	12	6:15	Capstar	TNS
1.3	1.0	1.5	0.8	1.6	15	WXRC-FM Adult Alternative	95.7 100kw	13	14	11	13	14	16	5:15	Pacific	—
1.5	1.6	1.6	2.0	1.5	17	WMIT-FM Religious	106.9 36kw	17	—	22	16	16	13	7:15	Blue Ridge	—

¹ Was WWSN-FM (Hot AC) until late March.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
OLDIES/CR ██████████ 15.9	1 WRFX-FM	1 WPEG-FM	1 WRFX-FM	1 WLYT-FM	ARS ██████████ 53.3%
COUNTRY ██████████ 15.3	2 WPEG-FM	2 WNKS-FM	2 WSOC-FM	2 WPEG-FM	SFX ██████████ 38.7%
URBAN ██████████ 15.3	3 WSOC-FM	3 WLNK-FM	3 WPEG-FM	3 WBAV-FM	Jefferson-Pilot ██████████ 25.4%
AC ██████████ 11.0	4 WEND-FM	4 WLYT-FM	4 WSSS-FM	4 WLNK-FM	Dalton ██████████ 22.8%
NEWS/TALK ████████ 5.7	5 WNKS-FM	5 WSOC-FM	5 WBT-AM	5 WSOC-FM	Pacific ████████ 5.9%
CHR ████████ 4.6	6 WTDR-FM	6 WEND-FM	6 WWMG-FM	6 WWMG-FM	Capstar ████████ 4.9%
ALTERNATIVE ██████ 3.7	7 WBAV-FM	7 WTDR-FM	7 WLYT-FM	7 WLYT-FM	GHB Radio ████████ 4.9%
NOSTALGIA ██████ 2.4	8 WSSS-FM	8 WBAV-FM	8 WTDR-FM	8 WSSS-FM	Davis ████████ 4.8%
NAC ██████ 2.1	9 WLNK-FM	9 WRFX-FM	9 WLNK-FM	9 WNKS-FM	Blue Ridge ████████ 4.1%
ADULT ALT. ██████ 1.6	10 WXRC-FM	10 WSSS-FM	10 WBAV-FM	10 WRFX-FM	
RELIGIOUS ██████ 1.5					

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12+ POPULATION: 1,042,800 (Black: 11.0%; Hispanic: 11.9%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.5	9.3	6.9	6.9	8.2	1	WJHM-FM Urban	101.9 28kw	3	1	1	2	8	12	9:45	Chancellor Media	SEN
7.9	8.0	10.2	10.0	8.1	2	WWKA-FM Country	92.3 100kw	4	4	7	5	3	1	10:45	Cox	KATZ
7.2	5.5	5.3	5.8	7.2	3	WOMX-FM Hot AC	105.1 100kw	2	5	3	1	1	2	7:45	Chancellor Media	CHR
7.0	6.7	7.5	7.7	6.9	4	WXXL-FM CHR/Pop	106.7 100kw	1	2	2	4	6	11	6:45	Chancellor Media	SEN
6.2	5.0	5.8	5.3	6.4	5	WTKS-FM Talk	104.1 100kw	5	6	4	3	2	5	8:45	Clear Channel	MCG
6.8	6.6	6.8	6.7	5.5	6	WMGF-FM AC	107.7 100kw	8	7	9	9	4	4	8:00	Clear Channel	ARP
5.6	6.3	7.6	6.5	5.1	7	WDBO-AM News/Talk	580 5kw	9	—	14	14	13	7	8:30	Cox	KATZ
4.0	5.1	3.5	3.5	4.4	8	WHTQ-FM Classic Rock	96.5 100kw	11	9	8	6	7	9	8:00	Cox	EAST
3.7	5.4	5.4	5.1	4.4	8	WOCL-FM Oldies	105.9 100kw	6	11	13	12	10	3	6:30	Chancellor Media	CHR
3.1	2.9	2.6	3.2	4.3	10	WHOO-AM Nostalgia	990 50(5)kw	15	—	22	18	18	14	13:45	Cox	EAST
4.4	3.2	3.0	3.1	4.2	11	WSHE-FM Hot AC	100.3 100kw	7	8	5	8	9	13	6:15	Clear Channel	BAN
5.2	4.5	4.3	4.2	4.1	12	WJRR-FM Rock	101.1 100kw	10	3	6	10	14	18	7:00	Clear Channel	BAN
3.8	3.4	3.3	3.9	4.1	12	WMMO-FM Rock AC	98.9 38kw	12	—	10	7	5	8	8:30	Cox	EAST
6.1	3.4	4.0	4.2	3.9	14	WLOQ-FM NAC/SJ	103.1 14kw	13	13	12	13	12	6	9:00	Gross Com.	EAST
3.9	4.5	4.9	3.5	3.6	15	WCFB-FM Urban AC	94.5 100kw	14	12	11	11	11	10	9:45	Cox	KATZ
1.3	1.1	1.1	1.1	1.4	16	WPCV-FM Country	97.5 100kw	16	14	19	19	19	16	6:15	Alton Rainbow	D&R
0.8	1.6	1.3	0.8	1.1	17	WONQ-AM Tropical	1030 10(.5)kw	22	—	24	15	15	17	9:15	Florida Br.	CAB
0.7	1.0	1.3	1.2	1.1	17	WQTM-AM Sports	540 50kw	17	15	17	16	17	19	5:15	Clear Channel	BAN
0.7	0.4	0.5	0.8	1.1	17	WRMQ-AM Tropical	1140 4.1kw	24	—	28	17	16	15	9:15	Q Broadcasting Inc.	CAB

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<p>AC 21.0</p> <p>NEWS/TALK 12.6</p> <p>URBAN 11.8</p> <p>COUNTRY 9.5</p> <p>OLDIES/CR 8.8</p> <p>CHR 6.9</p> <p>NOSTALGIA 4.3</p> <p>ROCK 4.1</p> <p>NAC 3.9</p> <p>SPANISH 2.2</p>	<p>Men 18-34</p> <p>1 WJHM-FM</p> <p>2 WTKS-FM</p> <p>3 WJRR-FM</p> <p>4 WHTQ-FM</p> <p>5 WOMX-FM</p> <p>6 WSHE-FM</p> <p>7 WWKA-FM</p> <p>8 WXXL-FM</p> <p>9 WCFB-FM</p> <p>10 WMMO-FM</p>	<p>Women 18-34</p> <p>1 WXXL-FM</p> <p>2 WOMX-FM</p> <p>3 WJHM-FM</p> <p>4 WSHE-FM</p> <p>5 WMGF-FM</p> <p>6 WWKA-FM</p> <p>7 WMMO-FM</p> <p>8 WTKS-FM</p> <p>9 WCFB-FM</p> <p>10 WJRR-FM</p>	<p>Men 25-54</p> <p>1 WTKS-FM</p> <p>2 WHTQ-FM</p> <p>3 WOMX-FM</p> <p>4 WWKA-FM</p> <p>5 WMMO-FM</p> <p>6 WJHM-FM</p> <p>7 WJRR-FM</p> <p>8 WOCL-FM</p> <p>9 WXXL-FM</p> <p>10 WSHE-FM</p>	<p>Women 25-54</p> <p>1 WOMX-FM</p> <p>2 WMGF-FM</p> <p>3 WWKA-FM</p> <p>4 WXXL-FM</p> <p>5 WMMO-FM</p> <p>6 WJHM-FM</p> <p>7 WOCL-FM</p> <p>8 WSHE-FM</p> <p>9 WCFB-FM</p> <p>10 WLOQ-FM</p>	<p>Chancellor 56.8%</p> <p>Cox 50.9%</p> <p>Clear Channel 42.4%</p> <p>Gross Com. 9.3%</p> <p>Alton Rainbow 4.8%</p> <p>Florida 2.6%</p> <p>Q Broad 1.6%</p>

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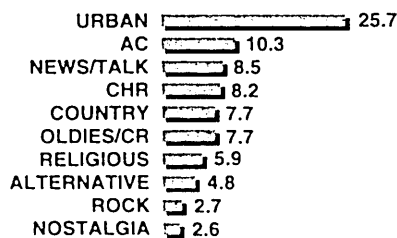
12+ POPULATION: 1,030,800 (Black: 34.3%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.2	13.1	12.1	13.0	13.2	1	WQUE-FM Urban	93.3 93kw	1	1	1	1	1	5	12:15	Clear Channel	CCRS
6.4	9.2	9.8	8.6	8.5	2	WWL-AM News/Talk	870 50kw	2	—	11	5	4	1	9:45	Sinclair Com.	ARP
7.4	6.4	7.3	7.5	7.7	3	WNOE-FM Country	101.1 100kw	3	5	5	3	3	2	9:30	Clear Channel	CCRS
7.5	8.0	9.4	8.7	7.7	3	WYLD-FM Urban AC	98.5 100kw	4	6	2	2	2	3	9:30	Clear Channel	CCRS
4.3	3.8	4.2	3.7	5.2	5	WLTS-FM AC	105.3 100kw	9	11	7	4	5	8	9:30	Phase II	MCG
4.8	4.8	5.5	5.1	5.1	6	WLMG-FM AC	101.9 100kw	7	10	12	10	6	4	8:00	Sinclair Com.	ARP
4.8	4.0	5.0	3.4	4.8	7	KMEZ-FM Urban Oldies	102.9 4.7kw	13	7	10	6	7	7	10:15	Sinclair Com.	ARP
5.0	5.1	4.1	5.3	4.2	8	KHOM-FM CHR/Pop	104.1 100kw	6	2	6	11	14	14	6:15	Clear Channel	CCRS
5.0	4.8	4.9	6.0	4.1	9	WTKL-FM Oldies	95.7 100kw	11	16	15	14	9	6	7:45	Phase II	MCG
3.6	4.7	3.3	2.9	4.0	10	WEZB-FM CHR/Pop	97.1 100kw	5	4	4	7	10	13	5:45	Sinclair Com.	KATZ
3.0	2.7	2.3	3.8	3.8	11	KKND-FM Alternative	106.7 100kw	10	3	3	9	13	15	7:15	Clear Channel	CCRS
5.3	4.8	4.2	3.4	3.6	12	WRNO-FM Classic Rock	99.5 100kw	8	15	9	8	8	10	6:30	Sinclair Com.	KATZ
3.6	3.2	3.8	4.1	3.4	13	WYLD-AM Religious	940 10(.5)kw	14	12	13	13	11	9	9:00	Clear Channel	CCRS
3.4	3.5	3.7	2.9	2.7	14	WCKW-FM Rock	92.3 100kw	12	9	8	12	12	12	5:45	222 Corp.	CHR
2.9	3.1	2.2	2.7	2.6	15	WBYU-AM Nostalgia	1450 1kw	17	—	—	26	24	16	12:00	Sinclair Com.	—
2.7	1.6	1.7	1.7	2.5	16	WBOK-AM Religious	1230 1kw	16	13	17	15	15	11	11:15	Willis	—
2.0	2.1	1.4	1.2	1.0	17	WZRH-FM Alternative	106.1 50kw	15	8	14	16	17	20	4:15	Guaranty	—

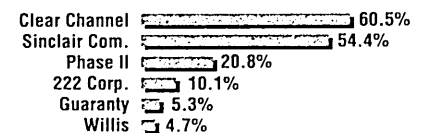
FORMAT SHARE

DEMOGRAPHIC RANKINGS

OWNERSHIP REACH



	Men 18-34	Women 18-34	Men 25-54	Women 25-54
1	WQUE-FM	WQUE-FM	WWL-AM	WYLD-FM
2	KKND-FM	WYLD-FM	WQUE-FM	WQUE-FM
3	WCKW-FM	WLTS-FM	WNOE-FM	WNOE-FM
4	KHOM-FM	WNOE-FM	WYLD-FM	WLMG-FM
5	WEZB-FM	WEZB-FM	WRNO-FM	WLTS-FM
6	WNOE-FM	KHOM-FM	WLTS-FM	KMEZ-FM
7	WYLD-FM	KKND-FM	WCKW-FM	WTKL-FM
8	WRNO-FM	WLMG-FM	KKND-FM	WYLD-AM
9	WLTS-FM	KMEZ-FM	KMEZ-FM	WEZB-FM
10	WWL-AM	WRNO-FM	WTKL-FM	WWL-AM



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#40 BUFFALO-NIAGARA FALLS



BUFFALO

12+ POPULATION: 984,900 (Black: 10.2%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	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	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.4	8.7	6.3	6.5	9.6	1	WGRF-FM Classic Rock	96.9 24kw	7	5	1	1	1	3	11:45	Br. Partners	ARP
4.9	6.5	6.8	6.5	8.4	2	WBLK-FM Urban	93.7 50kw	11	2	3	2	5	7	12:30	Amer. Radio Sys.	EAST
9.1	7.3	7.8	8.4	8.3	3	WJYE-FM AC	96.1 50kw	2	6	8	3	2	1	8:30	Amer. Radio Sys.	CHR
7.8	8.8	11.4	9.5	7.4	4	WBEN-AM News/Talk	930 5kw	5	13	13	11	10	6	8:15	Sinclair Com.	D&R
9.0	9.0	7.4	8.9	7.3	5	WYRK-FM Country	106.5 50kw	10	10	6	7	6	4	10:15	Amer. Radio Sys.	CHR
7.2	7.6	7.4	7.6	7.0	6	WKSE-FM CHR/Pop	98.5 46kw	1	1	2	4	8	11	6:30	Sinclair Com.	D&R
6.8	7.0	7.0	7.0	6.7	7	WHTT-FM Oldies	104.1 50kw	4	8	10	8	4	2	7:15	Br. Partners	ARP
5.2	6.0	6.1	6.5	5.9	8	WECK-AM Nostalgia	1230 1kw	12	—	18	17	15	9	11:30	Amer. Radio Sys.	CHR
5.3	6.0	5.8	7.0	5.8	9	WMJQ-FM AC	102.5 105kw	8	9	7	5	3	5	7:30	Sinclair Com.	D&R
4.7	4.7	5.3	6.0	5.7	10	WGR-AM News/Talk	550 5kw	6	7	9	10	9	8	7:00	Sinclair Com.	KATZ
4.4	2.5	2.5	3.3	5.1	11	WLCE-FM ¹ Hot AC	92.9 91kw	3	4	5	6	7	10	5:30	Amer. Radio Sys.	CHR
7.1	6.3	6.0	5.2	4.7	12	WEDG-FM Alternative	49kw 49kw	9	3	4	9	11	13	6:15	Br. Partners	ARP
1.4	0.9	1.1	1.0	1.6	13	WWWS-AM Urban Oldies	1400 1kw	17	—	15	13	12	12	12:15	Sinclair Com.	KATZ
1.4	1.5	1.7	1.2	1.5	14	WNUC-FM Country	107.7 11.5kw	13	15	14	15	14	14	5:15	Casciani	—
1.4	0.9	1.1	1.0	1.3	15	WDCX-FM Religious	99.5 110kw	16	14	17	16	16	15	8:15	Crawford Br.	—
1.2	0.9	0.9	0.7	1.2	16	CHTZ-FM Rock	97.7 50kw	15	11	11	12	13	17	7:30	Standard Br.	IMS

¹ Was WSJZ-FM (NAC/SJ) until April.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
<p>AC 19.2</p> <p>OLDIES/CR 16.3</p> <p>NEWS/TALK 13.1</p> <p>URBAN 10.0</p> <p>COUNTRY 8.8</p> <p>CHR 7.0</p> <p>NOSTALGIA 5.9</p> <p>ALTERNATIVE 4.7</p> <p>RELIGIOUS 1.3</p> <p>ROCK 1.2</p>	<p>1 WGRF-FM</p> <p>2 WEDG-FM</p> <p>3 WBLK-FM</p> <p>4 WKSE-FM</p> <p>5 WGR-AM</p> <p>6 WLCE-FM</p> <p>7 WYRK-FM</p> <p>8 WJYE-FM</p> <p>9 CFNY-FM</p> <p>10 CHTZ-FM</p>	<p>1 WKSE-FM</p> <p>2 WBLK-FM</p> <p>3 WLCE-FM</p> <p>4 WMJQ-FM</p> <p>5 WGRF-FM</p> <p>6 WJYE-FM</p> <p>7 WYRK-FM</p> <p>8 WEDG-FM</p> <p>9 WHTT-FM</p> <p>10 CHTZ-FM</p>	<p>1 WGRF-FM</p> <p>2 WGR-AM</p> <p>3 WHTT-FM</p> <p>4 WYRK-FM</p> <p>5 WJYE-FM</p> <p>6 WEDG-FM</p> <p>7 WBLK-FM</p> <p>8 WMJQ-FM</p> <p>9 WLCE-FM</p> <p>10 WBEN-AM</p>	<p>1 WJYE-FM</p> <p>2 WMJQ-FM</p> <p>3 WBLK-FM</p> <p>4 WHTT-FM</p> <p>5 WYRK-FM</p> <p>6 WKSE-FM</p> <p>7 WLCE-FM</p> <p>8 WGRF-FM</p> <p>9 WBEN-AM</p> <p>10 WEDG-FM</p>	<p>ARS 62.1%</p> <p>Sinclair Com. 57.1%</p> <p>Br. Partners 28.9%</p> <p>Standard 6.3%</p> <p>Casciani 5.9%</p> <p>Crawford Br. 3.4%</p>

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12+ POPULATION: 970,300 (Black: 19.3%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.3	11.5	10.6	12.0	10.7	1	WTQR-FM Country	104.1 100kw	1	6	6	3	1	1	9:30	Clear Channel	CCRS
8.6	6.8	6.6	7.9	8.2	2	WJMH-FM CHR/Rhythmic	102.1 100kw	4	1	1	1	9	9	10:30	Max Media	D&R
6.8	6.2	5.4	4.9	6.2	3	WKZL-FM Hot AC	107.5 100kw	2	5	4	2	2	5	7:15	Dick	KATZ
6.1	6.7	5.8	6.1	5.9	4	WMAG-FM AC	99.5 100kw	6	11	8	6	6	3	8:00	SFX	D&R
4.0	5.3	5.0	5.9	5.5	5	WKRR-FM Classic Rock	92.3 100kw	7	13	2	4	3	7	8:00	Dick	KATZ
5.5	5.5	5.7	5.6	5.5	5	WMQX-FM Oldies	93.1 100kw	3	7	13	9	4	2	7:00	Max Media	D&R
6.1	5.5	8.2	7.0	5.5	5	WQMG-FM Urban Oldies	97.1 100kw	9	12	9	5	5	4	9:45	Max Media	CHR
4.4	4.2	5.1	4.9	4.8	8	WHSL-FM Country	100.3 100kw	8	10	5	8	7	6	7:30	SFX	ARP
3.4	3.0	1.9	2.6	4.4	8	WKSI-FM ¹ Hot AC	98.7 100kw	5	2	3	7	8	11	6:30	Bahakel	EAST
4.5	4.4	4.7	4.7	3.1	10	WSJS-AM News/Talk	600 5kw	11	17	17	15	12	8	6:45	Clear Channel	CCRS
3.5	4.1	2.9	3.7	3.0	11	WXRA-FM Rock	94.5 100kw	10	3	7	10	10	17	5:15	Clear Channel	CCRS
2.1	2.8	2.5	2.2	2.9	12	WPCM-FM Country	101.1 100kw	13	14	12	11	11	10	7:45	Curtis Media Group	MCG
3.0	2.5	2.8	2.5	1.8	13	WEND-FM Alternative	106.5 100kw	12	4	11	13	16	21	4:30	Dalton Group	MCG
1.3	1.4	1.6	1.3	1.6	14	WDCG-FM CHR/Pop	105.1 100kw	14	9	10	12	14	20	5:00	SFX	ARP
1.3	1.0	1.9	0.9	1.6	14	WMFR-AM News/Talk	1230 1kw	17	—	—	32	30	18	12:45	SFX	D&R
1.3	1.6	2.3	1.8	1.6	14	WQMG-AM Religious	1510 1kw	21	—	16	14	13	12	11:15	Max Media	CHR
1.4	1.0	1.6	1.6	1.5	17	WWGL-FM Religious	94.1 100kw	16	—	15	16	15	13	7:45	Davidson	TNS
1.8	1.6	2.0	1.4	1.1	18	WFMX-FM Country	105.7 100kw	15	—	14	17	17	15	4:15	Capstar	TNS

¹ Was Country until February.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 19.5	1 WJMH-FM	1 WJMH-FM	1 WKRR-FM	1 WTQR-FM	Clear Channel 38.6%
AC 16.9	2 WKRR-FM	2 WHSL-FM	2 WTQR-FM	2 WKZL-FM	Max Media 35.4%
OLDIES/CR 11.0	3 WKSI-FM	3 WKZL-FM	3 WMOX-FM	3 WMAG-FM	SFX 31.0%
CHR 9.8	4 WXRA-FM	4 WKSI-FM	4 WKZL-FM	4 WHSL-FM	Dick 26.6%
URBAN 5.5	5 WTQR-FM	5 WMAG-FM	5 WQMG-FM	5 WQMG-FM	Bahakel 15.6%
NEWS/TALK 4.7	6 WKZL-FM	6 WQMG-FM	6 WJMH-FM	6 WMOX-FM	Dalton 8.0%
RELIGIOUS 3.1	7 WEND-FM	7 WTQR-FM	7 WKSI-FM	7 WKSI-FM	Curtis Media 7.3%
ROCK 3.0	8 WHSL-FM	8 WKRR-FM	8 WMAG-FM	8 WJMH-FM	Capstar 5.0%
ALTERNATIVE 1.8	9 WQMG-FM	9 WDCG-FM	9 WXRA-FM	9 WKRR-FM	Davidson 3.9%
	10 WPCM-FM	10 WXRA-FM	10 WPCM-FM	10 WPCM-FM	

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12+ POPULATION: 962,000 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.3	9.7	12.6	12.8	12.2	1	WRCH-FM AC	100.5 7.5kw	3	6	1	1	1	1	11:15	Amer. Radio Sys.	KATZ
11.8	9.3	12.1	12.5	11.4	2	WTIC-AM News/Talk	1080 50kw	1	10	13	7	4	2	10:00	Amer. Radio Sys.	G/W
7.9	7.7	7.4	8.0	7.5	3	WWYZ-FM Country	92.5 17kw	7	11	6	4	2	3	11:15	SFX	BAN
6.4	6.7	5.7	6.0	6.4	4	WKSS-FM CHR/Pop	95.7 16.5kw	4	1	1	3	6	7	6:15	Multi-Market	ARP
5.8	7.8	6.8	7.7	6.4	4	WTIC-FM Hot AC	96.5 20kw	2	4	3	2	5	5	5:45	Amer. Radio Sys.	G/W
5.0	6.5	5.4	5.8	5.5	6	WDRG-FM Oldies	102.9 19.5kw	5	7	12	6	3	4	7:15	Buckley	MCG
5.0	3.3	4.2	4.7	5.0	7	WDRG/WSNG MOR	1360/610 5kw/1(.5)kw	11	—	21	18	19	9	12:00	Buckley	MCG
5.7	5.3	6.2	4.8	3.9	8	WMRQ-FM Alternative	104.1 18kw	6	2	4	8	11	13	5:45	SFX	D&R
5.3	5.2	3.8	3.8	3.8	9	WZMX-FM Oldies	93.7 21kw	8	12	8	5	7	6	6:15	Amer. Radio Sys.	KATZ
2.4	2.3	2.9	2.6	3.1	10	WCCC-FM Rock	106.9 23kw	10	5	5	9	10	11	6:15	Greater Hartford	ARP
3.7	4.9	3.8	3.1	2.9	11	WHCN-FM Classic Rock	105.9 16kw	9	8	7	10	8	10	5:45	SFX	D&R
2.1	1.3	1.4	2.4	2.4	12	WAQY-FM Classic Rock	102.1 17kw	12	—	10	11	9	8	7:15	Saga	KATZ
0.4	0.3	0.0	0.4	1.8	13	WNEZ-AM Urban AC	910 5kw	15	3	9	13	16	19	8:45	Mega	—
1.4	1.0	1.1	1.1	1.7	14	WLAT-AM Tropical	1230 1kw	21	9	11	12	12	14	16:30	Mega	—
1.8	1.3	1.6	1.1	1.1	15	WFAN-AM Sports	660 50kw	14	—	18	16	13	12	5:00	CBS Radio	IRS
0.8	0.8	0.7	0.6	1.0	16	WMAS-FM AC	94.7 50kw	17	—	14	14	14	15	6:15	Lappin	MCG

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 19.6	1 WCCC-FM	1 WRCH-FM	1 WRCH-FM	1 WRCH-FM	ARS 60.8%
OLDIES/CR 14.6	2 WMRQ-FM	2 WKSS-FM	2 WDRG-FM	2 WWYZ-FM	SFX 36.2%
NEWS/TALK 12.5	3 WKSS-FM	3 WTIC-FM	3 WTIC-AM	3 WTIC-FM	Buckley 23.3%
COUNTRY 7.5	4 WRCH-FM	4 WWYZ-FM	4 WZMX-FM	4 WKSS-FM	Multi-Market 21.5%
CHR 6.4	5 WHCN-FM	5 WMRQ-FM	5 WAQY-FM	5 WTIC-AM	Greater Hart. 10.5%
NOSTALGIA 4.9	6 WTIC-FM	6 WNEZ-AM	6 WWYZ-FM	6 WDRG-FM	Saga 6.9%
ALTERNATIVE 3.9	7 WZMX-FM	7 WZMX-FM	7 WHCN-FM	7 WZMX-FM	CBS 6.3%
ROCK 3.1	8 WAQY-FM	8 WHCN-FM	8 WCCC-FM	8 WHCN-FM	Mega 6.1%
URBAN 1.8	9 WWYZ-FM	9 WLAT-AM	9 WTIC-FM	9 WMRQ-FM	Clear Channel 5.8%
SPANISH 1.7	10 WPLR-FM	10 WDRG-FM	10 WKSS-FM	10 WMAS-FM	

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12+ POPULATION: 943,800 (Black: 39.4%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.8	12.8	12.6	12.8	11.8	1	WHRK-FM Urban	97.1 100kw	1	1	1	1	2	8	10:15	Clear Channel	CCRS
8.0	8.7	6.9	5.7	8.8	2	WDIA-AM Urban Oldies	1070 50kw	5	16	7	3	1	1	12:00	Clear Channel	CCRS
7.7	7.5	7.1	7.9	8.4	3	WRVR-FM AC	104.5 100kw	4	6	8	5	3	1	10:00	Sinclair Com.	ARP
6.1	7.0	5.8	8.7	6.8	4	KJMS-FM Urban AC	101.1 100kw	2	3	2	2	4	4	7:45	Clear Channel	CCRS
6.9	6.4	8.2	7.8	6.0	5	WMC-FM Hot AC	99.7 290kw	3	5	4	4	6	6	7:15	Raycom	MCG
4.3	6.6	4.4	6.6	5.9	6	WLOK-AM Urban AC	1340 1kw	9	13	13	9	8	5	10:30	Gilliam	UNI
7.1	5.8	6.5	6.1	5.5	7	WGKX-FM Country	105.9 100kw	6	10	12	7	7	3	7:45	Barnstable	KATZ
6.9	6.7	5.0	5.8	5.1	8	WEGR-FM Classic Rock	102.7 100kw	8	8	3	6	5	7	8:45	Clear Channel	CCRS
0.5	0.0	1.3	0.5	4.2	9	KANG-FM ¹ Urban	107.1 3kw	11	2	5	12	15	17	9:30	Flinn Br.	WRS
3.9	3.4	3.9	4.8	4.2	9	WOGY-FM Country	94.1 50kw	7	9	9	10	10	9	7:00	Sinclair Com.	ARP
3.1	3.2	3.7	2.8	3.8	11	WSRR-FM Classic Hits	98.1 100kw	10	14	10	8	9	10	7:15	Barnstable	KATZ
4.8	4.5	4.0	3.2	3.1	12	WMC-AM News/Talk	790 5kw	12	18	16	13	11	11	7:00	Raycom	MCG
1.4	1.0	1.4	2.3	2.7	13	WPLX-AM Nostalgia	1170 1kw	20	—	—	27	19	14	13:15	Pollack	—
2.9	2.8	1.7	2.0	2.4	14	WMFS-FM Rock	92.9 6kw	14	11	6	11	12	19	7:15	Belz	—
0.8	0.9	1.1	1.1	2.0	15	WBBP-AM Religious	1480 5kw	18	—	14	16	13	15	10:00	Bountiful Bless.	—
3.1	3.1	2.6	2.2	1.9	16	WRXQ-FM Alternative	95.7 6kw	13	4	11	14	17	24	5:00	Clear Channel	CCRS
2.0	2.3	1.9	1.9	1.7	17	WCRV-AM Religious	640 50(5)kw	17	—	18	17	16	13	7:30	Bott	—
2.1	2.3	2.4	1.6	1.6	18	WJCE-AM Urban Oldies	680 10(5)kw	16	17	15	15	14	12	7:00	Sinclair Com.	ARP
1.0	1.3	1.7	1.4	1.3	19	WREC-AM Nostalgia	600 5kw	15	—	17	18	18	16	4:45	Clear Channel	CCRS

¹ Changed calls to KXTH-FM in July

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN ————— 39.1 AC ————— 14.4 COUNTRY ————— 9.7 OLDIES/CR ————— 8.9 NOSTALGIA ————— 4.0 RELIGIOUS ————— 3.7 NEWS/TALK ————— 3.1 ROCK ————— 2.4 ALTERNATIVE ————— 1.9	1 WHRK-FM 2 WEGR-FM 3 WMFS-FM 4 KJMS-FM 5 KANG-FM 6 WRXQ-FM 7 WMC-FM 8 WSRR-FM 9 WGKX-FM 10 WOGY-FM	1 WHRK-FM 2 KJMS-FM 3 WMC-FM 4 WRVR-FM 5 WDIA-AM 6 WOGY-FM 7 WLOK-AM 8 KANG-FM 9 WEGR-FM 10 WGKX-FM	1 WEGR-FM 2 WHRK-FM 3 WDIA-AM 4 WRVR-FM 5 WSRR-FM 6 KJMS-FM 7 WMC-FM 8 WGKX-FM 9 WMFS-FM 10 WLOK-AM	1 WDIA-AM 2 KJMS-FM 3 WRVR-FM 4 WHRK-FM 5 WMC-FM 6 WLOK-AM 7 WOGY-FM 8 WGKX-FM 9 WEGR-FM 10 WSRR-FM	Clear Channel ————— 54.1% Sinclair Com. ————— 30.2% Raycom ————— 25.3% Barnstable ————— 23.0% Flinn ————— 12.5% Gilliam ————— 11.6% Belz ————— 6.9% Bott ————— 4.6% Bountiful Bless. ————— 4.2% Pollack ————— 3.2%

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12+ POPULATION: 934,000 (Black: 14.5%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
16.4	14.8	11.9	15.6	13.8	1	WSIX-FM Country	97.9 100kw	1	5	2	1	1	1	10:15	SFX	MCG
5.6	6.1	6.3	4.6	7.6	2	WGFX-FM Classic Hits	104.5 49kw	3	7	1	2	2	7	8:00	Dick	KATZ
7.7	7.2	6.4	4.9	7.6	2	WRVW-FM CHR/Pop	107.5 58kw	2	3	3	3	3	6	7:30	SFX	MCG
6.8	8.0	6.4	8.4	7.2	4	WQQK-FM Urban	92.1 3kw	6	1	5	4	5	10	9:45	DDBC LLC	ARP
9.8	8.4	9.7	9.2	6.1	5	WSM-FM Country	95.5 100kw	4	6	6	7	4	3	7:00	Gaylord	CHR
6.3	6.3	4.7	4.8	5.0	6	WKDF-FM ¹ Alternative	103.3 100kw	5	2	4	5	10	14	6:30	Dick	KATZ
5.1	5.6	5.7	4.6	4.6	7	WJXA-FM AC	92.9 97kw	8	11	13	8	6	2	7:30	South Central	EAST
3.9	4.1	4.2	4.5	4.3	8	WRMX-FM Oldies	96.3 100kw	7	9	11	9	7	4	6:15	South Central	EAST
2.8	3.4	2.9	3.9	4.0	9	WJZC-FM NAC/SJ	101.1 47kw	13	12	12	11	9	5	8:45	Sinclair Com.	BAN
3.8	4.3	3.8	3.7	4.0	9	WLAC-FM AC	105.9 100kw	9	10	7	6	8	11	7:00	Sinclair Com.	BAN
3.6	3.1	3.3	3.9	3.8	11	WLAC-AM News/Talk	1510 50kw	11	—	14	13	12	9	7:30	Sinclair Com.	BAN
3.3	3.6	4.5	4.2	3.7	12	WWTN-FM News/Talk	99.7 100kw	10	—	9	10	11	8	6:30	Gaylord	CHR
3.7	4.1	4.4	3.7	2.8	13	WSM-AM Country	650 50kw	14	—	20	18	18	12	7:00	Gaylord	CHR
0.4	0.5	0.8	2.0	2.8	13	WQZQ-FM CHR/Pop	102.5 100kw	12	4	8	12	14	18	8:00	Cromwell Group	REG
1.1	2.2	0.9	2.0	1.7	15	WVOL-AM Urban Oldies	1470 5(1)kw	18	—	21	16	15	13	9:15	DDBC LLC	ARP
1.5	0.9	1.7	1.1	1.3	16	WAMB-A/F Nostalgia	1160/106.7 50(1)kw/.075kw	19	—	—	23	23	17	9:15	Great Southern	ROS
1.0	1.0	1.3	2.2	1.3	16	WDBL/WRLG Alternative	94.3/94.1 3kw/3.9kw	16	8	10	14	17	24	4:45	Tuned In Br.	ROS
1.4	1.3	2.2	1.6	1.0	18	WRLT-FM Adult Alternative	100.1 .2kw	17	14	15	15	13	15	5:00	Tuned In Br.	ROS
0.5	0.6	1.0	0.8	1.0	18	WZPC-FM Country	102.9 100kw	15	15	16	17	16	16	3:45	Cromwell Group	—

¹ Was Rock formatted until February.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY ██████████ 23.7	1 WGFX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	SFX ██████████ 41.1%
OLDIES/CR ██████████ 11.9	2 WKDF-FM	2 WRVW-FM	2 WGFX-FM	2 WRVW-FM	Gaylord ██████████ 32.0%
CHR ██████████ 10.3	3 WSIX-FM	3 WQQK-FM	3 WWTN-FM	3 WQQK-FM	Dick ██████████ 28.6%
URBAN ██████████ 8.9	4 WRVW-FM	4 WGFX-FM	4 WRVW-FM	4 WJXA-FM	Sinclair Com. ██████████ 26.5%
AC ██████████ 8.6	5 WQZQ-FM	5 WKDF-FM	5 WJZC-FM	5 WLAC-FM	South Central ██████████ 23.3%
NEWS/TALK ██████████ 7.5	6 WSM-FM	6 WLAC-FM	6 WKDF-FM	6 WSM-FM	DDBC LLC ██████████ 16.0%
ALTERNATIVE ██████████ 6.2	7 WWTN-FM	7 WSM-FM	7 WSM-FM	7 WGFX-FM	Tuned In ██████████ 7.8%
NAC ██████████ 4.0	8 WQZQ-FM	8 WQZQ-FM	8 WLAC-FM	8 WRMX-FM	Cromwell ██████████ 4.9%
NOSTALGIA ██████████ 1.3	9 WLAC-FM	9 WRMX-FM	9 WRMX-FM	9 WJZC-FM	Great Southern ██████████ 2.9%
ADULT ALT. ██████████ 1.0	10 WJZC-FM	10 WRLG-FM	10 WQQK-FM	10 WKDF-FM	Bob ██████████ 1.5%

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12+ POPULATION: 905,500 (Black: 8.5%; Hispanic: 12.6%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.3	10.0	7.0	8.0	8.8	1	KJUL-FM Nostalgia	104.3 24.5kw	7	—	18	16	14	2	12:45	Centennial	—
7.1	8.2	9.3	8.2	7.9	2	KLUC-FM CHR/Rhythmic	98.5 100kw	1	1	1	1	4	10	8:00	Amer. Radio Sys.	EAST
8.3	6.6	6.9	6.2	7.9	2	KSNE-FM AC	106.5 100kw	2	6	9	2	1	1	9:00	Jacor	—
6.7	6.1	5.5	5.7	6.0	4	KWNR-FM Country	95.5 100kw	9	8	7	5	2	3	9:15	Jacor	D&R
4.6	5.7	4.9	5.6	5.7	5	KMXB-FM Hot AC	94.1 100kw	3	2	3	4	6	11	7:00	Amer. Radio Sys.	ARP
4.1	4.0	4.2	5.0	5.5	6	KKLZ-FM Classic Rock	96.3 100kw	6	7	5	3	3	6	8:00	Apogee	SEN
5.6	6.0	5.6	6.1	5.3	7	KMZQ-FM AC	100.5 100kw	4	5	8	7	5	4	7:30	Amer. Radio Sys.	EAST
3.4	4.0	4.4	4.6	5.1	8	KXTE-FM Alternative	107.5 24.5kw	5	3	2	6	7	16	7:15	Amer. Radio Sys.	EAST
1.1	1.3	1.6	2.9	4.5	9	KXNT-AM Talk	840 50(25)kw	15	—	14	15	15	9	12:15	Amer. Radio Sys.	EAST
7.0	5.0	5.0	3.6	4.1	10	KEDG-FM Alternative	103.5 100kw	8	4	4	8	10	19	6:15	Radiovision	ARP
5.2	6.2	4.7	5.1	3.9	11	KFMS-FM Country	101.9 100kw	13	9	11	11	11	8	8:45	Jacor	KATZ
1.4	3.2	4.1	3.1	3.5	12	KBGO-FM Oldies	93.1 24kw	10	11	13	10	9	7	7:15	Jacor	KATZ
4.7	3.6	4.7	4.8	3.4	13	KQOL-FM Oldies	105.5 3.7kw	12	14	16	14	12	5	7:15	Centennial	ARP
4.4	3.9	4.6	3.2	3.2	14	KOMP-FM Rock	92.3 100kw	11	13	6	9	8	13	6:45	Lotus	CHR
1.8	2.1	1.9	3.4	2.9	15	KLSQ-AM Regional Mexican	870 10(1)kw	19	10	10	13	16	14	13:45	Heffel	—
2.4	2.1	2.3	2.5	2.4	16	KXPT-FM Adult Alternative	97.1 100kw	14	15	12	12	13	12	6:00	Lotus	CHR
1.3	1.0	1.3	1.1	1.5	17	KNUU-AM News/Talk	970 5(5)kw	16	—	20	20	19	17	6:15	K-News Broadcasting	—
3.4	2.2	3.6	1.9	1.4	18	KDWN-AM News/Talk	720 50kw	18	—	—	21	21	18	6:45	Radio Nevada	ROS
1.0	1.3	1.8	1.6	1.4	19	KVBC-FM News/Talk	105.1 50kw	17	—	19	19	17	15	5:45	Compass Com.	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC ██████████ 18.9	1 KXTE-FM	1 KLUC-FM	1 KKLZ-FM	1 KSNE-FM	ARS ██████████ 52.2%
OLDIES/CR ██████████ 12.4	2 KEDG-FM	2 KMXB-FM	2 KWNR-FM	2 KMZQ-FM	Jacor ██████████ 39.3%
COUNTRY ██████████ 9.9	3 KOMP-FM	3 KMZQ-FM	3 KOMP-FM	3 KWNR-FM	Centennial ██████████ 21.9%
ALTERNATIVE ██████████ 9.2	4 KKLZ-FM	4 KEDG-FM	4 KXTE-FM	4 KLUC-FM	Lotus ██████████ 18.5%
NEWS/TALK ██████████ 8.8	5 KLUC-FM	5 KSNE-FM	5 KLUC-FM	5 KMXB-FM	Apogee ██████████ 14.0%
NOSTALGIA ██████████ 8.8	6 KMXB-FM	6 KWNR-FM	6 KSNE-FM	6 KQOL-FM	Radiovision ██████████ 13.4%
CHR ██████████ 7.9	7 KLSQ-FM	7 KXTE-FM	7 KEDG-FM	7 KKLZ-FM	K-News ██████████ 4.9%
ROCK ██████████ 3.2	8 KWNR-FM	8 KKLZ-FM	8 KMXB-FM	8 KJUL-FM	Compass ██████████ 4.8%
SPANISH ██████████ 2.9	9 KXNT-AM	9 KLSQ-AM	9 KXNT-AM	9 KBGO-FM	Heffel ██████████ 4.3%
ADULT ALT. ██████████ 2.4	10 KXPT-FM	10 KBGO-FM	10 KXPT-FM	10 KFMS-FM	Radio Nevada ██████████ 4.3%

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12+ POPULATION: 897,300 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.8	10.4	10.6	9.7	12.0	1	WBEE-FM Country	92.5 50kw	3	5	3	1	1	1	11:30	Sinclair Com.	KATZ
10.6	11.3	11.8	10.2	10.7	2	WHAM-AM News/Talk	1180 50kw	2	12	11	7	5	2	9:45	Jacor	MCG
8.8	8.2	7.9	8.2	7.9	3	WPXY-FM CHR/Pop	97.9 50kw	1	2	1	2	4	7	7:00	Amer. Radio Sys.	EAST
7.8	6.2	7.9	8.4	7.4	4	WRMM-FM AC	101.3 27kw	4	8	7	4	3	3	7:15	Amer. Radio Sys.	ARP
9.0	8.3	6.7	7.1	6.7	5	WCMF-A/F Rock	990/96.5 5(2.5)kw/50kw	6	9	2	3	2	6	7:45	Amer. Radio Sys.	CHR
6.3	6.0	5.5	5.2	5.1	6	WNVE-FM Alternative	95.1 12kw	5	1	4	6	9	12	6:00	Jacor	D&R
5.7	5.1	5.0	5.8	5.0	7	WDX-FM Urban	103.9 .8kw	11	3	5	5	8	8	12:15	Monroe	ARP
5.2	4.6	6.0	5.5	4.5	8	WVOR-FM AC	100.5 50kw	8	11	8	8	6	5	6:45	Jacor	MCG
4.7	4.8	5.0	5.5	4.2	9	WKLX-FM Oldies	98.9 37kw	7	6	12	9	7	4	5:30	Sinclair Com.	KATZ
0.0	0.0	0.0	0.0	3.2	10	WZNE-FM Hot AC	94.1 3.1kw	9	4	6	11	11	14	5:30	Amer. Radio Sys.	—
3.3	3.7	2.8	2.4	3.1	11	WBBF-AM Nostalgia	950 1kw	13	—	—	27	20	13	9:30	Sinclair Com.	KATZ
2.7	3.1	2.4	3.1	2.9	12	WQRV-FM Classic Rock	93.3 4kw	10	10	9	10	10	9	5:45	Sinclair Com.	KATZ
3.0	3.2	2.9	3.3	2.4	13	WMAX/WMHX Adult Alternative	106.7/102.3 3.5kw/3.4kw	12	—	10	12	12	10	6:00	Silver Br.	ARP
0.8	0.6	0.9	0.8	1.2	14	WZ XV-FM Religious	99.7 2.8kw	17	—	13	13	13	19	10:00	Calvary Chapel	—
0.4	0.8	0.0	0.6	1.1	15	WNUC-FM Country	107.7 11.5kw	14	—	16	14	15	15	6:45	Casciani	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 15.1	1 WCMF-FM	1 WPXY-FM	1 WCMF-FM	1 WRMM-FM	ARS 48.0%
COUNTRY 13.1	2 WNVE-FM	2 WBEE-FM	2 WBEE-FM	2 WBEE-FM	Jacor 47.1%
NEWS/TALK 10.7	3 WBEE-FM	3 WDKX-FM	3 WHAM-AM	3 WPXY-FM	Sinclair Com. 46.9%
CHR 7.9	4 WPXY-FM	4 WRMM-FM	4 WPXY-FM	4 WVOR-FM	Silver 9.8%
OLDIES/CR 7.1	5 WZNE-FM	5 WZNE-FM	5 WNVE-FM	5 WDKX-FM	Monroe 8.3%
ROCK 6.5	6 WHAM-AM	6 WVOR-FM	6 WQRV-FM	6 WKLX-FM	North Coast 3.1%
ALTERNATIVE 5.1	7 WQRV-FM	7 WCMF-FM	7 WKLX-FM	7 WHAM-AM	
URBAN 5.0	8 WDKX-FM	8 WNVE-FM	8 WRMM-FM	8 WCMF-FM	
NOSTALGIA 3.1	9 WMAX/WMHX	9 WMAX/WMHX	9 WVOR-FM	9 WMAX/WMHX	
ADULT ALT. 2.3	10 WRMM-FM	10 WQRV-FM	10 WZNE-FM	10 WQRV-FM	
RELIGIOUS 1.2					

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12+ POPULATION: 893,000 (Black: N/A; Hispanic: N/A)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.2	2.3	4.6	1	WCBS-FM Oldies	101.1 6.8kw	14	17	20	4	2	1	12:00	CBS Radio	CBS
4.9	4.4	4.6	1	WPLJ-FM Hot AC	95.5 6.7kw	3	19	3	1	1	7	7:45	ABC Inc.	BAN
6.0	4.8	4.4	3	WXRK-FM Alternative	92.3 6kw	1	6	2	2	4	11	6:15	CBS Radio	IRS
2.9	2.1	4.3	4	WLTW-FM AC	106.7 6kw	13	12	28	13	7	2	11:00	Chancellor Media	KATZ
4.0	3.3	4.2	5	WWZY-FM ¹ Country	107.1 2.3kw	10	16	15	9	6	3	10:00	Odyssey	BAN
5.4	2.5	3.9	6	WRAT-FM Rock	95.9 4kw	7	14	1	3	3	17	8:30	Northern New Jersey	KATZ
5.4	5.8	3.8	7	WKXW-FM Talk	101.5 19kw	2	18	22	11	10	4	5:30	Press Br.	MCG
4.7	4.8	3.8	7	WOBM-FM AC	92.7 1.4kw	12	—	13	15	13	9	9:45	Nassau Br.	KATZ
4.8	3.7	3.7	9	WJLK-FM Hot AC	94.3 3kw	9	10	6	5	5	6	8:45	Nassau Br.	KATZ
3.1	3.3	3.7	9	WRDR-FM Nostalgia	104.9 10kw	22	—	—	44	43	21	13:45	Rodio Radio Inc.	—
3.7	3.8	3.4	11	WFAN-AM Sports	660 50kw	15	9	14	12	12	5	8:45	CBS Radio	IRS
4.0	3.6	3.4	11	WOR-AM Talk	710 50kw	17	—	—	31	26	13	9:45	Buckley	MCG
2.9	2.2	3.2	13	WNEW-FM Classic Rock	102.7 6kw	11	13	9	7	9	8	7:30	CBS Radio	G/W
4.1	4.2	3.0	14	WCBS-AM News	880 50kw	5	—	35	24	19	15	6:00	CBS Radio	CBS
6.0	3.9	3.0	14	WKTU-FM CHR/Rhythmic	103.5 5.4kw	4	3	4	8	14	16	5:30	Chancellor Media	EAST
4.8	3.2	2.9	16	WAXQ-FM Classic Rock	104.3 7.8kw	8	8	8	6	8	10	6:30	Chancellor Media	KATZ
1.9	2.5	2.8	17	WJRZ-FM Hot AC	100.1 1.6kw	18	11	7	10	11	12	8:30	Jersey Shore	D&R
1.3	2.8	2.8	17	WQHT-FM CHR/Rhythmic	97.1 6.7kw	20	1	5	16	29	35	10:15	Emmis	ARP
2.1	3.8	2.3	19	WOBM-AM AC	1160 5(8.9)kw	21	—	—	39	40	30	8:45	Nassau Br.	KATZ
4.0	3.1	2.2	20	WABC-AM Talk	770 50kw	16	—	29	27	24	19	6:00	ABC Inc.	BAN
2.0	1.4	2.1	21	WHTZ-FM CHR/Pop	100.3 6kw	6	2	10	18	22	32	4:00	Chancellor Media	CHR
1.3	1.1	1.7	22	WDBZ-FM ² Hot AC	105.1 6kw	23	—	16	14	15	14	7:45	Bonneville Int.	SEN
1.7	1.1	1.7	22	WHTG-FM Alternative	106.3 3.9kw	19	5	12	17	17	28	5:45	WHTG Inc.	BAN
1.2	2.0	1.6	24	WQCD-FM NAC	101.9 6.2kw	26	—	26	26	20	20	8:00	Tribune	CHR
0.5	2.1	1.5	25	WRKS-FM Urban AC	98.7 7.8kw	28	21	19	20	16	18	11:00	Emmis	D&R
0.0	0.0	1.3	26	WDHA-FM Rock	105.5 1kw	37	—	11	19	18	27	16:15	Northern New Jersey Br.	KATZ
0.0	0.5	1.1	27	WADB-AM Country	1310 2.5(1)kw	29	—	30	32	27	26	8:30	Nassau Br.	KATZ
1.1	1.0	1.0	28	WIOQ-FM CHR/Pop	102.1 27kw	24	4	21	25	39	37	4:45	Amer. Radio Sys.	BAN

¹ Was WZVU-FM (Oldies) until December. ² Now WNSR-FM.

12+ POPULATION: 870,000 (Black: 23.1%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.5	8.1	8.5	9.3	9.4	1	WQOK-FM Urban	97.5 100kw	3	1	1	1	2	7	10:15	Clear Channel	CCRS
8.8	8.3	8.0	8.6	7.8	2	WDCG-FM CHR/Pop	105.1 100kw	1	2	2	2	6	10	6:45	SFX	ARP
4.3	6.0	5.8	6.9	7.1	3	WRDU-FM Classic Rock	106.1 100kw	4	6	3	3	1	6	7:45	SFX	ARP
6.9	6.2	6.1	6.3	6.3	4	WPTF-AM News/Talk	680 50kw	6	14	11	10	10	2	9:00	Curtis Media	MCG
6.6	7.4	7.2	7.4	6.3	4	WRAL-FM Hot AC	101.5 96kw	2	4	4	4	3	4	6:15	Capitol Br. Co.	KATZ
7.7	6.8	5.2	5.5	6.3	4	WTRG-FM Oldies	100.7 100kw	5	7	10	5	4	1	7:30	SFX	ARP
6.4	5.9	6.2	6.0	5.7	7	WQDR-FM Country	94.7 99kw	8	15	9	9	8	3	8:15	Curtis Media	MCG
6.7	6.7	5.8	5.6	5.3	8	WKIX-FM Country	96.1 100kw	7	5	5	7	9	9	7:30	Alchemy	MCG
5.5	5.1	6.1	4.8	4.7	9	WFXC/WFXK Urban AC	107.1/104.3 2.6kw/100kw	11	8	7	6	5	5	9:00	Pinnacle	EAST
3.8	4.7	3.2	3.8	4.2	10	WRSN-FM AC	93.9 100kw	9	16	8	8	7	8	6:15	SFX	ARP
1.6	1.6	1.8	1.8	2.9	11	WJMH-FM CHR/Rhythmic	102.1 100kw	12	3	6	11	16	22	8:00	Max Media	D&R
1.4	2.3	2.5	2.5	2.2	12	WZZU-FM Classic Hits	103.9 7.9kw	10	17	12	12	11	11	4:30	Clear Channel	CCRS
1.6	0.8	0.6	0.5	1.4	13	WAUG-AM Gospel	750 .5kw	20	11	21	14	15	16	7:45	Santa Augustine Coll.	—
1.0	0.8	1.9	0.9	1.3	14	WPCM-FM Country	101.1 100kw	13	13	18	18	14	14	5:30	Curtis Media	MCG
1.8	1.3	1.2	1.1	1.2	15	WKTC-FM Country	96.9 100kw	15	12	17	15	17	13	6:00	Curtis Media	D&R
1.6	0.9	1.2	1.2	1.1	16	WRBZ-AM News/Talk	850 10(5)kw	14	—	19	13	12	12	5:45	Curtis Media	ARP
1.0	1.2	1.3	1.4	1.0	17	WLLE-AM Urban	570 .5kw	19	—	25	22	19	17	8:00	Mortenson	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
OLDIES/CR ██████████ 15.6 URBAN ██████████ 15.1 COUNTRY ██████████ 13.5 CHR ██████████ 10.7 AC ██████████ 10.5 NEWS/TALK ██████████ 7.4 RELIGIOUS ██████████ 1.4	1 WRDU-FM 2 WQOK-FM 3 WDCG-FM 4 WJMH-FM 5 WRAL-FM 6 WKIX-FM 7 WPTF-AM 8 WQDR-FM 9 WFXC/WFXK 10 WRCQ-FM	1 WQOK-FM 2 WDCG-FM 3 WRAL-FM 4 WRDU-FM 5 WKIX-FM 6 WRSN-FM 7 WTRG-FM 8 WJMH-FM 9 WFXC/WFXK 10 WQDR-FM	1 WRDU-FM 2 WQOK-FM 3 WTRG-FM 4 WPTF-AM 5 WRAL-FM 6 WDCG-FM 7 WQDR-FM 8 WZZU-FM 9 WKIX-FM 10 WRSN-FM	1 WRAL-FM 2 WQOK-FM 3 WTRG-FM 4 WDCG-FM 5 WRSN-FM 6 WKIX-FM 7 WRDU-FM 8 WFXC/WFXK 9 WQDR-FM 10 WPTF-AM	SFX ██████████ 49.3% Curtis Media ██████████ 31.1% Capitol ██████████ 20.3% Clear Channel ██████████ 18.3% Alchemy ██████████ 14.1% Ceder LP ██████████ 9.9% Pinnacle ██████████ 9.8% Max Media ██████████ 7.2% Mortenson ██████████ 2.6% Santa Augustine ██████████ 2.6%

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12+ POPULATION: 865,700 (Black: 10.1%; Hispanic: N/A)

WEST PALM BEACH

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.2	7.2	8.3	8.5	7.8	1	WEAT-FM AC	104.3 100kw	1	6	3	2	2	1	10:00	Chancellor Media	KATZ
7.7	8.2	7.4	5.8	6.9	2	WRMF-FM AC	97.9 100kw	2	9	1	1	1	2	10:15	Fairbanks	BLAIR
6.6	5.5	7.1	7.0	5.7	3	WIRK-FM Country	107.9 100kw	5	4	4	4	4	3	10:15	Amer. Radio Sys.	KATZ
3.8	3.3	3.7	3.6	4.7	4	WJBW-FM Nostalgia	99.5 3kw	10	—	—	31	29	14	11:15	Goldsmith	—
4.9	4.7	5.4	4.3	4.4	5	WPBZ-FM Alternative	103.1 50kw	3	3	2	3	5	21	7:45	Palm Beach Radio	CHR
4.7	4.4	4.2	3.9	4.0	6	WJNO-AM News/Talk	1230 1kw	8	—	19	13	12	9	9:00	Fairbanks	ARP
6.9	7.3	9.0	6.7	3.9	7	WRLX-FM ¹ AC	92.1 7.2kw	4	—	35	20	15	5	7:00	Fairbanks	ARP
3.3	3.0	2.5	2.7	3.7	8	WEDR-FM Urban	99.1 100kw	9	2	7	7	8	6	9:00	Chancellor Media	MCG
3.4	2.4	3.3	3.2	3.5	9	WBZT-AM News/Talk	1290 5kw	14	—	26	24	18	8	10:30	Clear Channel	KATZ
4.1	4.1	4.2	4.4	3.2	10	WKGR-FM Classic Rock	98.7 100kw	11	—	8	5	3	4	8:00	Clear Channel	KATZ
0.0	0.0	0.0	1.1	3.2	10	WMBX-FM ² Hot AC	102.3 13kw	7	5	6	6	6	12	6:45	Amer. Radio Sys.	KATZ
2.2	2.1	2.7	2.3	2.9	12	WPOW-FM CHR/Rhythmic	96.5 100kw	6	1	5	9	20	29	5:45	Beasley	D&R
2.2	1.7	1.9	2.3	2.3	13	WOLL-FM Oldies	94.3 6kw	15	—	10	8	7	11	7:00	Clear Channel	ARP
1.4	1.9	1.9	1.8	2.2	14	WMXJ-FM Oldies	102.7 100kw	13	13	20	15	11	7	6:00	Jefferson-Pilot	CBS
1.8	1.8	1.7	1.1	2.0	15	WBGG-FM Classic Hits	105.9 100kw	19	11	11	11	9	15	7:15	Clear Channel	CCRS
2.2	3.0	2.0	1.7	2.0	15	WCLB-FM Country	95.5 100kw	12	7	9	12	13	16	5:45	Fairbanks	MCG
1.5	1.2	1.0	2.5	2.0	15	WHOT-FM Urban AC	105.1 100kw	22	8	13	10	10	13	7:45	Cox	CHR
0.8	1.2	0.6	2.5	2.0	15	WJNA-AM ³ Nostalgia	1040 25(1.1)kw	20	—	—	39	40	28	8:00	Fairbanks	ARP
1.5	2.0	2.3	1.9	2.0	15	WLVE-FM NAC/SJ	93.9 100kw	21	—	27	18	14	10	7:45	Clear Channel	KATZ
2.0	2.5	1.5	1.8	2.0	15	WTMI-FM Classical	93.1 100kw	18	—	33	33	30	24	7:00	Marlin	ARP
1.6	1.5	1.5	1.1	1.8	21	WEAT-AM News	850 5(1)kw	16	—	31	29	32	26	5:30	Clear Channel	KATZ
1.4	1.3	1.3	1.1	1.4	22	WLYF-FM AC	101.5 100kw	26	—	29	27	25	17	6:45	Jefferson-Pilot	CBS
1.5	1.0	1.0	0.9	1.4	22	WPOM-AM Urban	1600 5(2.5)kw	34	—	17	22	19	19	12:15	WPOM Radio	ROS
1.4	1.4	1.6	1.6	1.2	24	WIOD-AM News/Talk	610 10kw	27	—	18	17	16	18	7:00	Clear Channel	CHR
1.7	1.2	1.5	1.1	1.2	24	WKIS-FM Country	99.9 100kw	25	14	24	25	24	20	5:00	Beasley	D&R
0.8	1.1	1.3	0.8	1.2	24	WQAM-AM Sports	560 5(1)kw	28	—	21	23	22	22	6:30	Beasley	D&R
1.5	1.8	1.6	1.8	1.2	24	WZTA-FM Rock	94.9 100kw	23	10	12	14	21	33	5:00	Clear Channel	KATZ
1.9	1.2	1.0	1.8	1.2	24	WZZR-FM Rock	92.7 50kw	29	—	15	16	17	25	6:30	Commodore Media	EAST

¹ Was Beautiful Music until April ² Was WHLG-FM (AC) until mid-February ³ Was WYFX-AM (Urban AC) until January.

#47 MONMOUTH-OCEAN, NJ



MONMOUTH

Continued from Page 95

12+ POPULATION: 893,000 (Black: N/A; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 23.2 NEWS/TALK 15.8 OLDIES/CR 10.7 CHR 8.9 ALTERNATIVE 6.1 COUNTRY 5.3 ROCK 5.2 NOSTALGIA 3.7 NAC 1.6 URBAN 1.5	1 WRAT-FM 2 WXRK-FM 3 WPLJ-FM 4 WAXQ-FM 5 WDHA-FM 6 WHTG-FM 7 WNEW-FM 8 WQHT-FM 9 WFAN-AM 10 WJRZ-FM	1 WPLJ-FM 2 WJLK-FM 3 WKTU-FM 4 WQHT-FM 5 WRAT-FM 6 WJRZ-FM 7 WXRK-FM 8 WHTZ-FM 9 WOBM-FM 10 WAXQ-FM	1 WRAT-FM 2 WXRK-FM 3 WPLJ-FM 4 WAXQ-FM 5 WCBS-FM 6 WFAN-AM 7 WNEW-FM 8 WWZY-FM 9 WKXW-FM 10 WDBZ-FM	1 WJLK-FM 2 WPLJ-FM 3 WLTW-FM 4 WCBS-FM 5 WJRZ-FM 6 WOBM-FM 7 WKXW-FM 8 WWZY-FM 9 WKTU-FM 10 WRKS-FM	CBS 45.8% Chancellor 35.5% Nassau 26.8% ABC 21.0% Press Br. 15.6% No. New Jersey 10.5% Odyssey 9.4% Emmis 8.2% Buckley 7.9% Jersey Shore 7.3% WHTG Inc. 6.5% Rodio Radio 6.0% NY Times 5.2% ARS 4.7% Tribune 4.5%

#49 WEST PALM BEACH-BOCA RATON



WEST PALM BEACH

Continued from Page 97

12+ POPULATION: 865,700 (Black: 10.1%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.0	1.4	1.3	1.4	1.1	29	WHYI-FM CHR/Pop	100.7 100kw	17	12	14	19	23	27	3:30	Clear Channel	CCRS
1.7	2.6	1.7	1.5	1.0	30	WDBF-AM Nostalgia	1420 5(.5)kw	31	—	—	—	—	35	7:00	Quality	—
0.8	1.1	0.7	1.1	1.0	30	WRMA-FM Spanish AC	106.7 100kw	32	—	30	26	27	23	7:15	SBS	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 23.2 NEWS/TALK 11.7 OLDIES/CR 9.7 COUNTRY 8.9 NOSTALGIA 7.7 URBAN 7.1 ALTERNATIVE 4.4 CHR 4.0 ROCK 2.4 CLASSICAL 2.0 NAC 2.0 SPANISH 1.0	1 WPBZ-FM 2 WRMF-FM 3 WEAT-FM 4 WIRK-FM 5 WKGR-FM 6 WMBX-FM 7 WPOW-FM 8 WZTA-FM 9 WBGG-FM 10 WCLB-FM	1 WRMF-FM 2 WEAT-FM 3 WIRK-FM 4 WPBZ-FM 5 WPOW-FM 6 WEDR-FM 7 WMBX-FM 8 WOLL-FM 9 WCLB-FM 10 WHQT-FM	1 WKGR-FM 2 WRMF-FM 3 WEAT-FM 4 WPBZ-FM 5 WMBX-FM 6 WIRK-FM 7 WBGG-FM 8 WHQT-FM 9 WMXJ-FM 10 WZZR-FM	1 WRMF-FM 2 WEAT-FM 3 WIKR-FM 4 WOLL-FM 5 WEDR-FM 6 WMBX-FM 7 WPBZ-FM 8 WKGR-FM 9 WCLB-FM 10 WHQT-FM	Fairbanks 40.8% Clear Channel 35.5% Chancellor 24.4% ARS 19.2% Beasley 18.4% Cox 12.4% Palm Beach 12.3% Jefferson-Pilot 11.3% Goldsmith 8.8% Marlin 6.2% Commodore 3.8% Quality 3.1% WPOM 2.5%

More than Research—AnswersSM

Harker Research

919 • 954 • 8300

12+ POPULATION: 851,400 (Black: 12.4%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.8	14.9	15.2	15.4	13.9	1	WAMZ-FM Country	97.5 100kww	1	4	1	1	1	1	10:15	Clear Channel	CCRS
14.0	11.8	16.5	14.4	12.1	2	WHAS-AM Full Service	840 50kw	2	10	10	7	2	2	9:00	Clear Channel	CCRS
6.6	6.5	7.7	8.0	8.1	3	WGZB-FM Urban	96.5 3kw	5	1	4	5	7	10	11:45	Blue Chip	MCG
7.0	6.6	6.6	7.4	7.5	4	WDJX-FM CHR/Pop	99.7 24kw	3	2	3	2	6	7	7:15	Jacor	EAST
6.9	5.2	3.8	5.4	6.0	5	WVEZ-FM AC	106.9 24.5kw	5	9	7	6	3	4	8:00	Jacor	EAST
6.4	4.8	5.0	5.4	5.8	6	WTFX-FM Rock	100.5 38kw	4	3	2	3	9	12	7:30	Clear Channel	CCRS
3.6	3.7	5.0	3.7	4.9	7	WRKA-FM Oldies	103.1 6kw	7	5	13	9	4	3	7:45	Cox	CHR
4.8	5.1	2.7	3.2	4.7	8	WQMF-FM Rock	95.7 29.5kw	8	8	5	4	8	5	7:30	Clear Channel	CCRS
3.7	4.3	5.0	4.1	4.4	9	WSFR-FM Oldies	107.7 8.2kw	9	6	6	8	5	6	7:15	Jacor	EAST
3.2	4.0	3.8	3.4	3.3	10	WAVG-AM Oldies	970 5kw	12	—	21	20	20	11	9:30	Pulitzer	D&R
4.0	4.3	3.0	3.1	2.9	11	WSJW-FM NAC/SJ	103.9 6kw	13	—	14	13	13	8	8:30	Jacor	EAST
2.3	2.3	2.3	2.8	2.4	12	WHKW-FM Country	98.9 50kw	11	7	9	11	11	13	6:45	Clear Channel	CCRS
1.9	1.2	1.6	1.4	2.4	12	WMJM-FM Urban AC	101.3 2kw	17	13	16	12	10	9	10:30	Blue Chip	MCG
2.4	3.7	1.7	2.1	2.3	14	WLRS-FM ¹ Alternative	102.3 4.3kw	10	12	8	10	12	15	5:30	Jacor	EAST
1.4	0.9	1.5	1.8	1.3	15	WWKY-AM Talk	790 5(1)kw	14	—	18	16	15	14	5:00	Clear Channel	CCRS
1.3	1.7	0.8	1.3	1.2	16	WRVI-FM Rock AC	94.7 3kw	16	14	12	14	14	18	5:15	Cox	—
2.4	1.9	1.3	0.9	1.1	17	WHTF-FM Hot AC	105.9 3kw	15	11	11	15	16	24	4:15	Otting	CHR

¹ Was AC until May.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 16.3	1 WTFX-FM	1 WAMZ-FM	1 WAMZ-FM	1 WAMZ-FM	Clear Channel 55.1%
NEWS/TALK 13.4	2 WAMZ-FM	2 WDJX-FM	2 WHAS-AM	2 WVEZ-FM	Jacor 48.3%
OLDIES/CR 12.6	3 WQMF-FM	3 WGZB-FM	3 WQMF-FM	3 WDJX-FM	Cox 16.8%
ROCK 10.5	4 WDJX-FM	4 WVEZ-FM	4 WTFX-FM	4 WGZB-FM	Prism 15.2%
URBAN 10.5	5 WGZB-FM	5 WHKW-FM	5 WRKA-FM	5 WHAS-AM	Blue Chip 13.4%
AC 8.3	6 WSFR-FM	6 WSFR-FM	6 WSFR-FM	6 WRKA-FM	BRC Media 7.8%
CHR 7.5	7 WHAS-AM	7 WLRS-FM	7 WGZB-FM	7 WSFR-FM	Radio 970 7.0%
NAC 2.9	8 WLRS-FM	8 WHTF-FM	8 WVEZ-FM	8 WMJM-FM	Otting 4.8%
ALTERNATIVE 2.3	9 WVEZ-FM	9 WTFX-FM	9 WDJX-FM	9 WHKW-FM	Louisville 4.6%
	10 WHKW-FM	10 WHAS-AM	10 WSJW-FM	10 WLRS-FM	

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#51 AUSTIN



AUSTIN

12+ POPULATION: 845,700 (Black: N/A; Hispanic: 21.7%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REF FIRM
12.0	13.1	12.8	12.2	11.1	1	KASE-FM Country	100.7 100kw	2	3	1	1	1	1	10:45	KVET, Br.	KATZ
9.9	9.0	9.8	9.5	8.8	2	KHFI-FM CHR/Pop	96.7 100kw	1	1	2	2	2	8	6:45	Clear Channel	CCRS
5.7	5.4	5.3	5.1	6.3	3	KLBJ-FM Rock	93.7 100kw	5	6	3	3	3	9	8:15	LBJ-S Br.	BAN
7.3	5.9	7.0	8.5	6.2	4	KKMJ-FM AC	95.5 100kw	4	8	6	5	6	3	8:15	Amer. Radio Sys.	ARP
5.5	5.3	5.4	5.7	5.7	5	KVET-FM Country	98.1 100kw	6	15	9	9	9	4	8:00	KVET, Br.	KATZ
5.6	4.9	5.3	4.4	5.3	6	KEYI-FM Oldies	103.5 100kw	8	7	14	7	5	2	7:45	Clear Channel	CCRS
3.7	3.5	4.3	5.0	5.3	6	KPEZ-FM Classic Rock	102.3 20kw	7	12	5	4	4	6	7:30	Clear Channel	CCRS
4.3	4.6	3.7	3.8	4.8	8	KAMX-FM Hot AC	94.7 97kw	3	5	4	6	8	11	5:45	Amer. Radio Sys.	EAST
5.7	5.7	5.0	4.8	4.7	9	KLBJ-AM News/Talk	590 5(1)kw	10	—	13	11	10	5	8:00	LBJ-S Br.	EAST
3.0	3.5	3.6	3.8	3.9	10	KGSR-FM Adult Alternative	107.1 46kw	11	—	8	8	7	7	9:00	LBJ-S Br.	ARP

#52 OKLAHOMA CITY



OKLAHOMA CITY

12+ POPULATION: 844,500 (Black: 10.7%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REF FIRM
8.9	10.3	13.9	15.0	12.7	1	KXXY-FM Country	96.1 99kw	2	3	7	3	2	2	10:15	Clear Channel	CCRS
9.3	9.0	8.3	11.3	9.9	2	KOMA-A/F Oldies	1520/92.5 50kw/100kw	7	8	10	4	1	1	9:30	Diamond	—
10.3	8.5	7.2	9.4	9.2	3	KJYO-FM CHR/Pop	102.7 100kw	1	1	2	2	5	9	6:30	Clear Channel	CCRS
9.6	7.2	5.7	6.2	8.4	4	KATT-FM Rock	100.5 97kw	5	6	1	1	3	7	9:45	Caribou	MCG
5.3	7.6	7.6	5.9	7.8	5	KMGL-FM AC	104.1 99kw	3	7	3	5	4	3	8:30	Renda	EAST
6.4	5.8	6.4	5.9	7.1	6	KTOK-AM News/Talk	1000 5kw	6	12	11	11	10	4	8:15	Clear Channel	CCRS
5.5	6.6	6.9	7.1	6.8	7	KTST-FM Country	101.9 98kw	4	4	4	6	7	5	7:45	Clear Channel	CCRS
5.1	6.3	5.4	5.3	5.3	8	KVSP-AM Urban	1140 1kw	12	5	5	9	8	11	9:30	Perry	—
6.5	5.7	6.1	6.0	4.8	9	KRXO-FM Classic Rock	107.7 99kw	8	10	9	7	6	6	5:45	Diamond	—
3.9	3.7	3.0	3.0	4.7	10	KYIS-FM Hot AC	98.9 100kw	9	9	8	8	9	10	6:15	Caribou	MCG

12+ POPULATION: 834,600 (Black: 18.2%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.0	8.4	8.0	7.9	8.6	1	WFYV-FM Rock	104.5 100kw	3	5	1	1	1	5	9:15	SFX	D&R
10.0	9.5	8.5	9.4	8.6	1	WQIK-FM Country	99.1 100kw	2	4	5	3	7	3	8:45	Jacor	EAST
7.2	7.4	6.8	8.2	8.1	3	WAPE-FM CHR/Pop	95.1 100kw	1	3	3	2	2	6	6:45	SFX	D&R
6.2	8.0	6.6	7.0	7.3	4	WEJZ-FM AC	96.1 100kw	4	10	8	5	3	2	8:45	Renda	KATZ
6.3	5.8	5.5	7.0	6.9	5	WROO-FM Country	107.3 100kw	6	6	6	4	5	4	8:30	Clear Channel	BAN
5.0	5.5	6.8	5.8	6.4	6	WJBT-FM CHR/Rhythmic	92.7 6kw	8	1	2	7	11	15	10:00	Jacor	ROS
4.5	4.3	6.4	5.6	6.2	7	WKQL-FM Oldies	96.9 100kw	5	8	11	9	6	1	7:45	SFX	MCG
6.1	4.5	4.3	5.7	6.0	8	WSOL-FM Urban AC	101.5 100kw	10	7	7	6	4	7	12:15	Jacor	EAST
5.1	3.4	4.0	4.1	5.2	9	WPLA-FM Alternative	93.3 50kw	7	2	4	8	10	16	8:00	Clear Channel	BAN
5.0	4.2	4.2	3.7	3.6	10	WIVY-FM Hot AC	102.9 100kw	9	13	9	10	8	9	6:30	SFX	MCG

12+ POPULATION: 823,500 (Black: 12.7%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.1	14.9	12.1	11.3	12.8	1	WHKO-FM Country	99.1 50kw	1	4	3	1	1	1	9:00	Cox	D&R
9.3	7.2	7.3	8.6	9.1	2	WMMX-FM Hot AC	107.7 50kw	2	6	2	2	2	3	9:30	Jacor	EAST
7.3	5.0	4.9	6.7	7.0	3	WLQT-FM AC	99.9 50kw	5	7	9	4	3	2	9:15	Jacor	KATZ
6.7	7.2	6.9	6.3	7.0	3	WTUE-FM Rock	104.7 50kw	4	8	1	3	4	6	9:00	Jacor	EAST
5.1	6.8	6.1	6.3	5.8	5	WHIO-AM Talk	1290 5kw	6	12	11	12	10	5	8:15	Cox	D&R
7.8	6.4	6.3	4.5	5.6	6	WGTZ-FM CHR/Pop	92.9 40kw	3	1	4	6	8	11	6:00	Regent	MCG
7.9	6.1	4.8	7.6	5.0	7	WROU-FM Urban	92.1 .89kw	10	5	5	7	7	10	9:30	Hawes-Southern	ARP
4.1	4.0	5.0	4.2	4.7	8	WING-FM Classic Rock	102.9 50kw	7	9	6	5	5	8	7:15	Capstar	MCG
3.8	4.5	4.1	3.8	4.2	9	WLW-AM Full Service	700 50kw	9	14	10	10	9	7	7:00	Jacor	EAST
1.5	3.0	2.3	2.9	4.0	10	WCLR/WZLR Oldies	95.7/95.3 50kw/6kw	12	10	13	8	6	4	6:45	WPTW Radio/Clear 95	REG

#55 BIRMINGHAM



BIRMINGHAM

12+ POPULATION: 792,600 (Black: 26.1%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.8	14.4	12.6	12.2	12.5	1	WZZK-A/F Country	610/104.7 5(1)kw/99kw	1	3	2	1	1	1	9:00	Cox	KATZ
0.0	5.5	7.4	7.7	8.5	2	WBHJ-FM CHR/Rhythmic	95.7 100kw	2	1	1	5	7	13	9:45	Cox	MCG
9.1	6.1	6.9	6.9	8.2	3	WMJJ-FM AC	96.5 100kw	3	11	3	2	2	2	9:30	Capstar	EAST
1.2	2.6	6.6	6.3	7.1	4	WBHK-FM Urban AC	98.7 31kw	7	8	7	3	3	3	9:15	Cox	MCG
10.8	9.1	6.6	5.4	6.1	5	WENN-FM Urban	107.7 100kw	5	2	6	6	5	6	7:45	Dick	D&R
6.8	7.1	7.6	7.1	6.1	5	WZRR-FM Classic Rock	99.5 100kw	4	10	5	4	4	5	7:15	Dick	CHR
5.8	6.9	6.5	5.7	4.9	7	WERC-AM News/Talk	960 5kw	10	—	13	12	11	8	8:15	Capstar	EAST
4.3	4.9	4.6	6.1	4.7	8	WYSF-FM AC	94.5 98kw	6	6	8	8	6	7	6:15	Dick	CHR
2.9	3.2	3.3	3.9	4.5	9	WRAX-FM Alternative	105.9 1.4kw	11	4	4	7	9	14	8:45	Dick	—
4.7	2.7	3.5	3.4	4.4	10	WAGG-AM Religious	1320 5kw	12	12	9	11	10	9	9:30	Cox	D&R

#56 RICHMOND



RICHMOND

12+ POPULATION: 782,500 (Black: 29.3%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.9	11.1	11.2	10.4	12.9	1	WKHK-FM Country	95.3 13kw	1	5	2	1	1	1	11:00	SFX	MCG
10.4	9.7	10.6	9.9	10.7	2	WCDX-FM Urban	92.1 4.5kw	3	1	1	2	3	4	10:45	Sinclair Com.	ARP
9.7	8.8	8.4	9.7	8.0	3	WTVR-FM AC	1380 5kw	5	10	8	4	2	2	8:15	Clear Channel	CCRS
8.5	8.6	8.7	9.4	7.6	4	WRVA-AM Full Service	1140 50kw	4	—	13	12	7	3	7:45	Clear Channel	CCRS
5.9	4.3	5.0	6.0	6.2	5	WMXB-FM Hot AC	103.7 20kw	6	8	4	3	4	5	6:45	SFX	MCG
6.2	6.0	5.3	6.2	5.7	6	WRVQ-FM CHR/Pop	94.5 200kw	2	2	5	6	6	8	5:30	Clear Channel	CCRS
5.1	4.9	4.3	5.2	4.9	7	WRXL-FM Rock	102.1 20kw	8	9	3	5	5	9	7:30	Clear Channel	CCRS
6.7	4.6	6.3	4.8	4.7	8	WPLZ-FM Urban	99.3 6kw	7	3	6	7	10	10	7:00	Sinclair Com.	ARP
0.0	6.2	5.8	5.3	3.8	9	WSMJ-FM NAC/SJ	101.1 2kw	10	—	11	10	8	6	6:45	Old Dominion	ARP
3.1	1.8	2.8	2.9	3.7	10	WVGO-FM Oldies	104.7 100kw	11	6	12	11	9	7	7:00	SFX	MCG

12+ POPULATION: 732,700 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.0	11.7	11.0	11.2	10.5	1	WGNA-A/F Country	1460/107.7 5kw/12kw	3	4	3	1	1	2	10:45	SFX	MCG
9.5	8.1	9.2	9.5	9.3	2	WFLY-FM CHR/Pop	92.3 17kw	1	1	1	2	4	8	8:00	Albany Br.	ARP
8.3	9.3	9.6	8.8	9.3	2	WGY-AM News/Talk	810 50kw	2	6	8	8	6	3	9:30	Dame Media	KATZ
6.9	9.0	10.0	10.3	7.8	4	WYJB-FM AC	95.5 12kw	6	8	7	6	2	1	8:30	Albany Br.	ARP
5.4	5.7	5.3	7.0	7.1	5	WQBJ/WQBK-FM Alternative	103.5/103.9 50kw/6kw	5	2	2	4	7	9	7:45	Maximum Media	EASST
7.5	7.4	7.7	7.2	7.0	6	WPYX-FM Rock	106.5 15.5kw	4	3	4	3	3	6	7:30	SFX	MCG
6.2	6.0	7.2	5.8	6.0	7	WABY-A/F Nostalgia	1400/94.5 1kw/3kw	10	9	15	14	12	7	10:45	Bendat Com.	CHR
4.7	5.6	5.4	5.8	5.3	8	WRVE-FM Rock AC	99.5 14.5kw	7	11	6	5	5	4	7:30	Dame Media	KATZ
2.8	3.5	2.7	3.6	4.4	9	WTRY-A/F ¹ Oldies	980/98.3 5kw/3kw	8	12	13	8	8	5	6:30	SFX	MCG
2.8	3.1	2.3	2.1	3.1	10	WKBE/WKLI Hot AC	100.3/100.9 1.45kw/6kw	9	7	5	7	9	13	6:15	Bendat Com.	BAN

¹ WTRY-FM was WYSR-FM until February.

ALBANY

12+ POPULATION: 732,500 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.4	12.1	10.3	11.6	11.0	1	KSSK-FM AC	92.3 100kw	1	7	3	1	1	1	9:00	Capstar	EAST
12.2	11.5	13.1	11.2	9.9	2	KIKI-A/F CHR/Rhythmic	990/93.9 5kw/100kw	2	1	1	2	5	9	8:00	Capstar	CHR
7.1	7.8	7.0	7.6	8.1	3	KCCN-FM Hawaiian	100.3 100kw	4	3	2	3	6	8	9:15	Diamondhead	BAN
6.3	5.4	6.1	4.8	7.5	4	KINE-FM Hawaiian Reggae	105.1 100kw	6	6	8	5	4	2	10:45	Diamondhead	BAN
8.1	8.0	8.3	9.4	7.2	5	KRTR-FM AC	95.3 75kw	5	11	5	4	2	5	8:30	Ohana	MCG
8.2	8.5	8.3	8.8	7.0	6	KSSK-AM AC	590 7.5kw	8	12	12	10	7	3	11:00	Capstar	EAST
7.5	6.6	5.7	6.3	5.9	7	KUMU-FM B EZ	94.7 100kw	10	—	11	11	11	6	10:45	Pacific West	BAN
0.4	0.9	0.5	3.2	5.5	8	KGMZ-FM Rock	107.9 100kw	7	5	9	6	3	4	7:45	Planet Radio	—
8.4	7.2	6.9	7.3	5.5	8	KOMO-A/F CHR/Rhythmic	690/93.1 10kw/54kw	3	2	6	7	9	10	5:15	Caribou Br.	KATZ
2.7	3.7	3.7	3.0	4.3	10	KPOI-FM Alternative	97.5 80kw	9	4	4	8	10	17	7:00	Caribou Br.	KATZ

HONOLULU

#59 GREENVILLE-SPARTANBURG



GREENVILLE

12+ POPULATION: 709,200 (Black: 16.8%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.4	14.5	12.3	10.6	11.7	1	WJMZ-FM Urban	107.3 100kw	1	5	4	3	1	1	9:45	SFX	MCG
10.7	9.5	10.7	10.2	10.3	2	WSSL-FM Country	100.5 100kw	5	1	1	1	2	4	12:15	Capstar	KATZ
11.1	9.9	9.2	8.8	10.1	3	WROQ-FM Rock	101.1 100kw	2	4	6	5	4	2	10:00	Capstar	BAN
8.5	9.2	8.9	10.1	7.2	4	WESC-FM Country	92.5 100kw	3	8	3	2	3	6	7:45	SFX	BAN
6.6	7.0	7.2	5.2	6.9	5	WMYI-FM AC	102.5 20kw	7	11	8	7	6	3	8:45	Spartan	ARP
8.3	8.1	7.5	6.6	6.2	6	WFBC-FM CHR/Pop	93.7 100kw	4	6	7	6	5	5	6:45	SFX	EAST
3.0	2.5	1.7	1.6	6.1	7	WTPT-FM ¹ Rock	93.3 93kw	8	3	2	4	7	9	9:30	Capstar	BAN
4.7	5.2	6.8	7.6	5.3	8	WSPA-FM AC	98.9 100kw	6	1	5	8	8	10	6:30	Sinclair Com.	KATZ
3.9	3.6	3.7	4.0	3.6	9	WYRD/WORD ² News/Talk	1330/910 5kw/3.6kw	10	—	10	10	10	8	8:45	Sinclair Com.	ARP
3.4	2.9	1.8	3.2	3.1	10	WOLI/WOLT Oldies	103.9/103.3 6kw/2.7kw	12	10	9	9	9	7	8:45	Palm Br.	ARP

¹ Was WFNQ-FM until January. ² WYRD-AM was WFBC-AM until January.

#60 TUCSON



TUCSON

12+ POPULATION: 652,900 (Black: N/A; Hispanic: 25.3%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.5	11.3	14.4	11.4	13.5	1	KIIM-FM Country	99.5 93kw	2	3	3	1	1	1	10:45	Rex	KATZ
7.4	9.5	8.5	7.6	9.5	2	KRQQ-FM CHR/Pop	93.7 91kw	1	1	1	2	3	8	7:30	SFX	BAN
9.7	8.7	9.4	9.0	9.3	3	KMXZ-FM AC	94.9 100kw	3	9	5	3	2	2	8:45	Journal Br.	EAST
6.5	6.6	7.5	6.3	6.9	4	KLPX-FM Rock	96.1 100kw	4	4	4	4	4	6	8:15	Lotus	CHR
5.8	6.2	7.8	5.7	6.1	5	KNST-AM News/Talk	790 5(.5)kw	8	—	8	12	9	7	10:30	SFX	BAN
5.5	4.5	4.7	4.9	5.7	6	KWFM-FM Oldies	92.9 90kw	5	10	13	7	5	3	7:45	SFX	D&R
3.6	3.6	3.5	4.3	5.6	7	KFMA-FM Alternative	92.1 50kw	7	5	2	5	7	18	9:30	Lotus	CHR
6.1	6.3	4.6	5.7	4.1	8	KHYT-FM Classic Hits	107.5 92kw	6	8	7	6	6	5	6:00	Rex	KATZ
4.7	3.7	4.5	4.6	3.7	9	KKHG-FM Classic Rock	104.1 3kw	9	—	10	8	8	4	6:45	Journal Br.	EAST
5.0	5.5	5.1	6.0	3.7	9	KOHT-FM Tejano	98.3 3kw	10	2	6	9	10	9	7:15	Big Broadcast	LOTUS

12+ POPULATION: 644,000 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.4	11.2	9.0	11.9	10.7	1	KWEN-FM Country	95.5 96kw	1	4	1	2	2	2	9:15	Cox	KATZ
9.8	9.8	10.5	8.3	8.4	2	KRMG-AM Full Service	740 50(25)kw	3	13	13	10	5	1	8:30	Cox	KATZ
6.2	6.3	8.4	7.9	7.5	3	KMOD-FM Rock	97.5 96kw	6	12	2	1	1	6	10:00	Clear Channel	CCRS
3.8	6.0	8.5	7.0	7.1	4	KHTT-FM CHR/Pop	106.9 100kw	2	2	4	4	9	9	6:30	Renda	EAST
6.2	5.1	5.7	5.0	6.6	5	KJSR-FM Classic Rock	103.3 100kw	4	6	7	3	3	4	7:15	Cox	KATZ
6.9	7.8	5.9	5.3	6.6	5	KMYZ-FM Alternative	104.5 70kw	5	1	3	6	10	17	8:15	Shamrock Com.	BAN
6.6	5.3	4.6	6.3	5.3	7	KBEZ-FM AC	92.9 100kw	8	10	11	8	7	5	7:30	Renda	EAST
2.8	3.0	3.4	4.6	5.0	8	KRAV-FM AC	96.5 100kw	7	9	5	5	4	8	7:00	Cox	ARP
2.8	4.0	2.7	4.5	4.8	9	KJMM-FM Urban	105.3 10kw	13	3	8	9	11	10	13:00	Perry	UNI
5.4	5.7	3.9	3.7	4.5	10	KQLL-FM Oldies	106.1 100kw	9	7	15	11	6	3	7:15	Clear Channel	CCRS

12+ POPULATION: 638,800 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.2	12.7	11.7	11.9	12.0	1	WKRF-FM/WKRF-FM CHR/Pop	107.9/98.5 5.7kw/8.7kw	1	1	1	1	1	2	7:45	Sinclair Com.	KATZ
7.7	10.1	9.3	10.7	10.4	2	WGGY-FM Country	101.3 7kw	2	4	4	2	2	1	12:00	Sinclair Com.	KATZ
9.7	8.9	9.3	6.5	7.1	3	WMGS-FM AC	92.9 5.3kw	3	6	6	4	3	3	9:30	Citadel	EAST
5.4	5.2	6.4	5.1	5.9	4	WEZX-FM Rock	106.9 .8kw	5	5	2	3	4	6	9:15	Shamrock Com.	CHR
2.8	3.6	4.5	4.2	5.4	5	WZMT-FM Rock	97.9 26kw	6	3	3	5	5	7	9:15	Citadel	K&P
4.3	4.2	3.2	4.7	3.8	6	WBAX/WEJL Nostalgia	1240/630 1kw/.5kw	11	—	—	25	20	13	8:45	Shamrock Com.	CHR
4.8	4.8	3.6	4.3	3.7	7	WBHT-FM CHR/Pop	97.1 .5kw	4	2	5	6	8	21	5:00	Citadel	MC/S
3.6	4.5	3.5	3.9	3.4	8	WARM-AM News/Talk	590 5kw	7	—	—	21	21	10	8:15	Citadel	EAST
3.0	3.5	3.4	4.4	3.4	8	WNAK-AM Nostalgia	730 1kw	13	—	—	—	35	26	9:45	Seven Thirty	K&P
3.5	4.2	4.4	4.4	3.2	10	WILK-AM News/Talk	980 5(1)kw	8	—	10	14	12	9	8:15	Sinclair Com.	KATZ

12+ POPULATION: 633,900 (Black: N/A; Hispanic: 86.4%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
15.6	13.7	15.6	16.8	14.4	1	KGBT-A/F ¹ Regional Mexican	1530/98.5 50(10)kw/100kw	3	7	6	2	1	1	11:15	Heftel	KT-H
12.2	12.4	12.3	11.6	13.0	2	KBFM-FM CHR/Pop	104.1 100kw	1	1	1	3	5	6	8:15	Calendar	D&R
9.7	11.3	8.5	9.7	9.1	3	KIWW-FM Tejano	96.1 100kw	2	3	3	4	3	3	6:45	Heftel	KT-H
7.6	6.8	5.7	6.9	8.5	4	KVLY-FM AC	107.9 100kw	5	10	2	1	2	2	9:45	Sunburst II, Inc.	ARP
9.3	7.2	7.1	6.5	7.7	5	KKPS-FM Tejano	99.5 100kw	4	4	5	5	4	4	6:15	Sunburst II, Inc.	—
7.7	7.3	7.4	5.8	6.3	6	KTEX-FM Country	100.3 100kw	6	8	7	7	7	5	7:30	Calendar	CHR
7.6	7.8	5.3	6.7	5.6	7	KFRQ-FM Rock	94.5 100kw	7	5	4	6	6	9	7:30	Sunburst II, Inc.	ARP
4.7	3.4	3.8	3.8	5.4	8	KTJN/KTJX Tejano	106.3/105.5 1.4kw/3kw	8	2	8	8	8	8	8:15	La Nueva KBOR	CAB
2.5	3.3	4.0	3.7	3.2	9	XAAA-FM Regional Mexican	93.1 50kw	9	6	9	9	9	13	8:30	Estrellas Eo Oro	—
1.4	2.2	2.4	2.5	2.6	10	KURV-AM News/Talk	710 1kw	11	—	15	13	11	10	9:45	Voice/Valley Agriculture	—

¹ KGBT-FM was KQXX-FM until January.

12+ POPULATION: 604,400 (Black: N/A; Hispanic: 38.0%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.5	9.6	13.3	11.6	8.6	1	KMJ-AM News/Talk	580 5kw	2	17	19	6	1	1	10:45	Amer. Radio Sys.	KATZ
9.8	10.4	8.9	8.2	8.5	2	KBOS-FM CHR/Rhythmic	94.9 16.5kw	1	1	1	1	5	12	8:15	Capstar	EAST
1.2	1.9	4.5	5.6	6.3	3	KVSR-FM Hot AC	101.1 10kw	3	2	2	2	2	8	8:00	Amer. Radio Sys.	KATZ
7.4	4.9	5.3	5.2	6.0	4	KLBN-FM Regional Mexican	105.1 .57kw	7	3	5	3	4	5	10:45	Lotus	LOTUS
4.9	4.9	3.5	5.2	4.8	5	KRZR-FM Rock	103.7 50kw	10	4	3	4	8	15	9:15	Capstar	EAST
3.5	5.3	4.0	4.9	4.6	6	KSKS-FM Country	93.7 68kw	5	9	7	11	9	11	8:15	Amer. Radio Sys.	KATZ
7.5	6.3	5.7	6.1	4.4	7	KJWL-FM Nostalgia	99.3 5kw	14	16	21	20	19	9	9:30	JSA Br.	—
3.6	3.5	3.8	3.7	4.3	8	KOQO-A/F Regional Mexican	790/101.9 5(2.5)kw/2.25kw	13	6	6	8	14	13	8:15	Amer. Radio Sys.	KT-H
3.4	1.8	2.7	2.6	4.0	9	KJFX-FM Classic Rock	95.7 17.5kw	11	15	11	5	3	2	8:00	Mondosphere Br.	D&R
2.6	3.4	3.4	3.2	4.0	9	KNAX-FM Country	97.9 48kw	9	18	10	14	12	10	7:30	Amer. Radio Sys.	D&R
3.8	5.2	3.0	4.5	4.0	9	KTHT-FM AC	102.7 50kw	4	7	9	7	7	7	7:00	Americom	MCG

12+ POPULATION: 599,900 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.7	13.3	11.6	12.6	13.6	1	WAEB-FM CHR/Pop	104.1 50kw	1	1	1	1	1	2	9:00	Capstar	KATZ
9.2	11.5	7.9	10.3	10.0	2	WODE-FM Oldies	99.9 50kw	2	5	7	4	2	1	7:45	Capstar	EAST
9.7	6.7	10.6	8.1	8.9	3	WLEV-FM AC	96.1 50kw	4	8	3	3	3	3	10:00	Citadel	MCG
9.7	8.7	9.4	7.0	8.2	4	WZZO-FM Rock	95.1 30kw	3	3	2	2	4	5	8:45	Capstar	KATZ
8.7	7.0	8.8	8.5	7.0	5	WFMZ-FM AC	100.7 17kw	5	—	5	5	5	4	8:15	Richard C. Dean	ARP
3.5	4.9	4.1	3.7	5.2	6	WKAP-AM Nostalgia	1470 5kw	7	—	—	30	21	8	13:45	Capstar	KATZ
4.7	5.2	5.0	5.3	4.0	7	WAEB-AM News/Talk	790 3.8kw	6	—	17	7	6	6	7:00	Capstar	KATZ
3.9	3.6	1.9	2.6	2.6	8	WRNJ-FM Country	107.1 3kw	8	—	9	6	7	7	8:00	Radio New Jersey	—
1.4	1.4	0.7	0.9	2.3	9	WUSL-FM Urban	98.9 18kw	16	2	4	8	22	35	10:30	Chancellor Media	BAN
1.3	1.3	2.5	1.7	2.0	10	WEST-AM Nostalgia	1400 1kw	17	—	—	—	41	21	10:45	Citadel	MCG

12+ POPULATION: 596,600 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.0	7.3	7.5	8.3	11.6	1	WLAV-FM Classic Rock	96.9 50kw	2	5	1	1	1	1	12:00	Bloomington	—
6.9	7.5	7.9	6.8	7.3	2	WOOD-AM News/Talk	1300 40kw	6	—	10	7	4	2	9:45	Clear Channel	CCRS
6.1	6.0	5.4	6.0	7.2	3	WSNX-FM CHR Pop	104.5 32kw	1	1	3	4	8	13	7:15	Goodrich	D&R
10.2	10.2	6.5	8.3	7.0	4	WBCT-FM Country	93.7 320kw	5	4	5	2	2	3	9:00	Clear Channel	CCRS
7.7	7.5	7.5	7.0	6.3	5	WOOD-FM AC	105.7 265kw	3	7	6	6	5	5	7:15	Clear Channel	CCRS
6.5	7.7	6.9	6.3	5.9	6	WGRD-FM Alternative	97.9 50kw	4	2	2	3	6	10	7:15	Capstar	EAST
6.6	6.3	5.6	6.5	5.4	7	WLHT-FM AC	95.7 40kw	8	12	9	5	3	4	8:00	Capstar	EAST
5.0	5.2	5.0	4.0	4.3	8	WKLO-FM Rock	94.5 50kw	7	3	4	8	10	17	6:00	Bloomington	BAN
4.5	4.9	4.2	4.3	4.0	9	WODJ-FM Oldies	107.3 50kw	9	6	12	11	7	6	6:00	Goodrich	D&R
3.5	4.5	4.8	4.7	3.8	10	WCUZ-FM Country	101.3 50kw	10	8	11	12	12	7	7:00	Clear Channel	CCRS

#67 AKRON



AKRON

12+ POPULATION: 571,800 (Black: 9.9%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.5	7.5	6.9	6.9	7.5	1	WQMX-FM Country	94.9 16kw	3	5	3	2	1	2	10:15	Rubber City Radio	CHR
6.9	5.4	8.0	6.4	6.4	2	WMJI-FM Oldies	105.7 16kw	1	9	13	4	3	1	7:30	Nationwide	KATZ
7.1	6.8	6.1	7.0	6.4	2	WONE-FM Rock	97.5 12kw	2	11	1	1	1	4	8:15	Rubber City Radio	CHR
5.3	5.0	6.1	6.0	5.8	4	WDOK-FM AC	102.1 12kw	5	14	9	6	5	3	8:15	Independent Group	KATZ
5.8	6.0	5.0	6.6	5.4	5	WKDD-FM Hot AC	96.5 50kw	4	8	2	3	4	7	7:30	Barnstable	EAST
4.9	6.1	6.3	5.5	4.9	6	WNIR-FM Talk	100.1 3kw	12	—	17	15	12	6	10:00	Media-Com, Inc.	BAN
3.2	4.9	4.3	4.0	4.5	7	WAKR-AM News/Talk	1590 5kw	11	—	22	21	18	10	9:00	Rubber City Radio	CHR
4.5	3.7	3.7	4.7	4.1	8	WNCX-FM Classic Rock	98.5 16kw	6	10	5	5	6	9	6:15	Clear Channel	CCRS
3.8	3.6	2.5	2.6	3.8	9	WKNR-AM Sports	1220 50kw	8	15	14	10	7	5	6:15	Jacor	CBS
2.3	3.0	3.4	4.0	3.8	9	WRMR-AM Nostalgia	850 10(5)kw	18	—	—	29	31	22	13:00	Independent Group	KATZ

#68 KNOXVILLE



KNOXVILLE

12+ POPULATION: 556,700 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
24.5	21.5	19.8	20.1	24.2	1	WIVK-FM Country	107.7 91kw	1	3	1	1	1	1	11:15	Dick	KATZ
8.3	10.0	11.0	11.2	11.7	2	WJXB-FM AC	97.5 100kw	3	5	4	3	2	2	10:00	South Central	EAST
9.0	8.9	11.1	10.1	11.2	3	WIMZ-FM Classic Rock	103.5 100kw	2	2	2	2	3	4	9:30	South Central	D&R
7.7	8.0	7.5	6.5	8.5	4	WWST-FM CHR/Pop	93.1 2.4kw	4	1	3	4	5	9	7:15	Journal Br.	EAST
8.6	9.2	10.0	6.9	7.3	5	WMYU-FM Oldies	102.1 15kw	5	4	7	5	4	3	8:15	Journal Br.	EAST
5.4	6.2	4.7	4.5	4.2	6	WOKI-FM Country	100.3 100kw	6	8	5	6	6	5	6:15	Radioak Inc.	ARP
3.8	4.7	3.6	4.9	4.1	7	WQBB-FM Nostalgia	104.5 2kw	8	—	14	14	12	8	10:00	Heritage Media	ROS
5.3	4.6	5.5	5.5	3.5	8	WIVK-AM Country	990 10kw	7	9	13	7	7	6	7:00	Dick	KATZ
2.3	2.5	3.1	3.7	2.5	9	WJBZ-FM Religious	96.3 2.9kw	10	—	9	9	8	7	7:45	M&H Br.	—
2.1	1.6	2.4	1.9	1.7	10	WNFZ-FM Alternative	94.3 2.5kw	9	7	6	8	14	22	5:00	Oak Ridge Br.	ARP

12+ POPULATION: 553,700 (Black: N/A; Hispanic: 75.5%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
15.2	14.3	14.8	15.4	15.6	1	KPRR-FM CHR/Rhythmic	102.1 100kw	1	1	1	2	2	4	9:30	Clear Channel	CCRS
13.8	15.8	14.5	18.0	14.7	2	KBNA-A/F Spanish AC	920/97.5 1(5)kw/100kw	3	3	3	1	1	1	10:45	Heftel	KT-H
11.1	11.6	9.5	9.1	9.1	3	KLAQ-FM Rock	95.5 100kw	2	2	2	3	6	9	7:45	Ferrari	BAN
6.9	5.9	6.3	5.5	7.2	4	KSII-FM Hot AC	93.1 100kw	4	5	4	4	4	6	7:15	Ferrari	EAST
7.2	7.5	8.6	7.2	7.0	5	KTSM-FM AC	99.9 100kw	5	14	6	5	3	2	9:00	ComCorp of El Paso	CHR
5.4	4.5	6.7	5.4	6.4	6	KHEY-FM Country	96.3 100kw	7	8	5	6	5	5	10:00	Clear Channel	CCRS
6.0	6.1	6.1	6.4	5.9	7	KOFX-FM Oldies	92.3 100kw	6	4	7	7	7	3	8:00	ELP	KATZ
5.0	3.9	4.0	3.8	3.8	8	KINT-FM Tejano	93.9 96kw	8	10	9	8	8	7	7:00	Entravision	CAB
2.5	3.4	4.6	4.1	3.6	9	KTSM-AM News/Talk	1380 5(5)kw	11	13	15	11	9	8	10:30	ComCorp of El Paso	CHR
1.5	2.2	3.0	2.2	2.7	10	XHH-FM Spanish AC	100.7 100kw	9	6	8	9	10	12	5:45	MexAmerica	CAB

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

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.8	9.6	9.1	10.8	11.6	1	WBBS-FM Country	104.7 50kw	4	4	2	1	1	1	13:00	Cox	KATZ
8.4	8.9	9.5	9.1	8.4	2	WSYR-AM News	570 5kw	2	—	9	10	7	4	8:45	Cox	KATZ
10.9	9.2	10.2	9.2	8.0	3	WNTQ-FM CHR/Pop	93.1 97kw	1	3	1	2	2	7	6:00	Pilot Com.	BAN
9.7	6.8	7.1	6.9	6.6	4	WYYY-FM AC	94.5 100kw	6	12	8	4	3	3	7:30	Cox	KATZ
6.8	7.8	7.3	6.7	6.2	5	WSEN-FM Oldies	92.1 25kw	5	8	11	6	5	2	7:00	Buckley	MCG
6.6	6.5	6.6	5.2	5.8	6	WAQX-FM Classic Rock	95.7 25kw	3	5	3	3	6	9	6:15	Pilot Com.	BAN
2.8	2.5	3.4	4.8	5.2	7	WWHT-FM CHR/Pop	107.9 50kw	7	1	5	7	12	16	6:15	Cox	EAST
5.5	5.1	4.3	4.5	5.0	8	WTKV/WTKW Classic Rock	105.5/92.5 1.6kw/5.7kw	10	11	6	5	4	5	9:15	Radio Corp.	ARP
2.4	4.3	3.0	3.3	4.3	9	WRDS-FM Urban AC	102.1 6kw	12	6	7	8	9	8	13:45	Robert Short	ARP
4.9	4.6	3.6	4.2	3.9	10	WKRH/WKRL Alternative	105.5/100.9 5kw/6kw	8	2	4	9	10	19	6:45	Radio Corp.	ARP

#71

ALBUQUERQUE



ALBUQUERQUE

12+ POPULATION: 546,300 (Black: N/A; Hispanic: 37.9%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.8	9.9	10.1	10.5	10.3	1	KRST-FM Country	92.3 22kw	1	3	1	1	1	1	9:30	Citadel	KATZ
8.3	7.8	9.2	10.1	8.5	2	KKOB-AM Full Service	770 50kw	3	12	13	10	4	2	10:00	Citadel	MCG
6.4	7.8	7.7	5.8	8.1	3	KKSS-FM CHR/Rhythmic	97.3 100kw	2	1	3	3	9	12	9:00	Sungroup	D&R
4.5	3.3	4.3	6.1	5.8	4	KZSS/KZRR Rock	610/94.1 5kw/22.5kw	8	6	1	2	2	10	9:00	Trumper Com.	EAST
3.4	3.6	3.9	3.5	5.3	5	KTBL-FM Country Oldies	103.3 20.5kw	10	19	6	7	10	5	9:15	Ramar Com.	CHR
2.9	3.8	5.1	4.2	4.7	6	KIOT-FM Classic Rock	102.5 17kw	5	7	5	4	3	8	6:45	Simmons Family	ARP
6.2	6.1	4.7	5.3	4.7	6	KKOB-FM Hot AC	93.3 21.5kw	4	8	8	6	5	7	6:00	Citadel	MCG
2.9	2.3	2.6	3.7	4.6	8	KPEK-FM Hot AC	100.3 22.5kw	9	5	4	5	7	11	7:45	Trumper Com.	EAST
4.3	4.3	4.4	4.4	4.4	9	KHFM-FM Classical	96.3 20kw	13	11	16	13	11	6	8:45	Citadel	ARP
4.9	4.7	3.9	4.7	4.4	9	KMGA-FM AC	99.5 22.5kw	7	15	10	9	6	3	7:15	Citadel	CHR

#72

OMAHA-COUNCIL BLUFFS



OMAHA

12+ POPULATION: 526,600 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.2	8.9	8.2	8.6	8.2	1	KEZO-FM Rock	92.3 100kw	3	5	1	2	1	9	8:45	Journal Br.	ARP
6.5	4.7	4.8	5.7	8.2	1	KKCD-FM Classic Rock	105.9 50kw	7	7	2	1	1	2	10:00	Journal Br.	EAST
8.0	7.9	6.5	6.5	8.0	3	KGOR-FM Oldies	99.9 115kw	2	4	10	3	3	1	7:45	Triathlon	CHR
8.0	6.5	7.8	6.5	7.8	4	KFAB-AM News/Talk	1110 50kw	4	11	12	11	9	6	9:00	Triathlon	CHR
9.0	10.0	9.3	10.2	7.8	4	KXKT-FM Country	103.7 100kw	5	3	4	4	4	5	9:15	Triathlon	KATZ
8.7	7.3	8.0	7.4	6.4	6	KQKQ-FM CHR/Pop	98.5 100kw	1	1	3	6	8	11	5:30	Mitchell	BAN
5.8	5.5	7.0	6.8	6.4	6	WOW-FM Country	94.1 100kw	9	8	9	9	6	3	10:15	Great Empire	ARP
6.5	6.0	6.6	6.1	6.1	8	KEFM-FM AC	96.1 100kw	6	6	6	5	5	4	7:15	Webster	MCG
3.1	2.8	4.0	4.2	4.5	9	KESY-FM AC	104.5 100kw	11	10	7	7	7	7	8:30	OMA, Inc.	D&R
3.9	5.1	3.8	4.6	4.2	10	KGDE-FM Alternative	101.9 100kw	8	2	5	8	13	18	6:00	Mitchell Br. Com.	KATZ

12+ POPULATION: 520,600 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.3	10.5	11.2	11.3	11.1	1	WNNK-FM CHR/Pop	104.1 22.5kw	1	1	1	1	1	2	9:00	Capstar	EAST
8.4	8.4	10.8	8.9	8.0	2	WHP-AM Talk	580 5kw	4	—	13	9	7	4	9:30	Dame Media	KATZ
9.6	7.8	10.4	9.0	8.0	2	WRKZ-FM Country	106.7 14kw	3	4	7	5	3	1	9:30	Citadel	ARP
7.1	7.2	6.8	7.7	7.6	4	WRVV-FM Rock AC	97.3 17kw	2	10	2	2	2	5	8:30	Dame Media	KATZ
3.5	2.8	4.2	4.7	6.6	5	WRBT-FM ¹ Country	94.9 25kw	7	6	5	3	4	6	9:30	Dame Media	KATZ
4.3	6.0	4.5	4.8	5.6	6	WWKL-FM Oldies	99.3 6kw	5	5	11	7	5	3	7:30	Dame Media	CHR
3.6	4.9	4.3	4.2	4.9	7	WQXA-FM Alternative	105.7 25kw	6	3	4	6	8	14	6:45	Citadel	MCG
5.9	7.1	6.3	5.6	4.8	8	WTPA-FM Classic Rock	93.5 1.25kw	8	12	3	4	6	11	7:30	Quaker State	BAN
3.1	3.9	2.5	3.3	4.4	9	WROZ-FM AC	101.3 6.9kw	9	7	9	8	9	7	8:00	Hall	D&R
3.8	3.8	2.7	3.2	2.8	10	WHYL-AM Nostalgia	960 5kw	12	—	21	24	17	13	9:00	Zeve	—

¹ Was WYMJ-FM (AC) until January.

12+ POPULATION: 512,100 (Black: 14.7%; Hispanic: N/A)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.0	9.8	10.7	1	WJBR-FM AC	99.5 50kw	2	5	4	1	1	1	10:15	Capstar	KATZ
7.9	10.7	7.3	2	WSTW-FM CHR/Pop	93.7 50kw	1	7	2	2	2	4	6:45	Steinman Stations	EAST
4.8	5.2	6.6	3	WYSP-FM Rock	94.1 16kw	3	9	1	3	3	8	7:15	CBS Radio	IRS
6.5	6.3	5.7	4	WUSL-FM Urban	98.9 18kw	5	1	3	4	5	14	9:15	Chancellor Media	BAN
4.2	4.5	5.1	5	WDSD-FM Country	94.7 50kw	6	3	9	7	7	2	8:30	Benchmark	ARP
3.8	4.7	4.3	6	WDAS-FM Urban AC	105.3 16.5kw	15	10	7	5	4	5	10:30	Chancellor Media	MCG
2.8	3.1	3.7	7	WILM-AM News/Talk	1450 1kw	8	—	25	21	18	11	7:30	Delaware	SAV
4.6	3.7	3.5	8	WOGL-FM Oldies	98.1 12.5kw	9	—	19	14	8	3	7:15	CBS Radio	CBS
2.4	3.0	3.5	8	WWDB-FM Talk	96.5 17kw	12	—	20	17	13	9	7:45	Beasley	BAN
3.9	2.8	3.4	10	WPLY-FM Alternative	100.3 35kw	4	2	5	8	15	21	4:45	Greater Media Br.	ARP

#75 TOLEDO



TOLEDO

12+ POPULATION: 503,300 (Black: 11.1%; Hispanic: N/A)

SPRING '96	SUMMER '96	FALL '96	WINTER '97	SPRING '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.2	13.1	13.9	15.8	13.7	1	WKKO-FM Country	99.9 50kw	2	6	3	1	1	1	11:15	Cumulus Media	KATZ
11.5	11.1	9.1	9.5	9.1	2	WVKS-FM CHR/Pop	92.5 50kw	1	1	2	2	2	5	7:00	Jacor	EAST
6.9	8.0	7.5	5.4	7.2	3	WIOT-FM Rock	104.7 50kw	3	5	1	3	3	7	7:45	Jacor	EAST
7.9	7.5	8.6	7.8	6.3	4	WRVF-FM AC	101.5 19kw	4	14	6	5	6	3	7:30	Jacor	EAST
5.3	4.8	6.3	6.4	6.3	4	WWWM-FM AC	105.5 4.3kw	5	11	5	4	4	4	7:45	Cumulus Media	D&R
6.2	6.2	7.2	6.4	6.2	6	WSPD-AM News/Talk	1370 5kw	7	—	15	11	8	6	8:45	Jacor	EAST
4.5	5.8	4.6	5.1	5.4	7	WRQN-FM Oldies	93.5 4.1kw	6	9	17	6	5	2	7:15	Cumulus Media	KATZ
5.2	5.3	4.6	3.9	3.8	8	WBUZ-FM Rock	106.5 3kw	8	4	4	7	9	14	5:30	Toledo Radio	ARP
1.0	0.9	3.5	3.6	3.3	9	WJZE-FM Classic Rock	97.3 1.6kw	9	12	7	8	7	8	7:00	Toledo Radio Inc.	ARP
2.7	3.0	2.6	2.6	3.2	10	WCWA-AM Nostalgia	1230 1kw	11	—	21	19	15	11	8:15	Jacor	EAST

#76 FT. MYERS-NAPLES-MARCO ISLAND



FT. MYERS

12+ POPULATION: 500,700 (Black: N/A; Hispanic: 8.1%)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.1	11.5	13.6	1	WAVV-FM B/EZ	101.1 100kw	2	—	21	18	11	1	13:45	Alpine Br.	CHR
10.3	9.6	7.4	2	WXKB-FM CHR/Pop	103.9 100kw	1	1	2	1	2	7	7:30	Beasley	D&R
3.7	5.2	5.9	3	WRXK-FM Rock	96.1 100kw	4	6	1	1	1	8	8:00	Beasley	D&R
7.9	5.4	5.8	4	WCKT-FM Country	107.1 28.5kw	3	4	5	4	6	4	7:45	Clear Channel	CCRS
8.3	7.5	5.7	5	WINK-FM AC	96.9 100kw	5	8	6	5	3	3	7:45	Fort Myers Br.	MCG
2.5	3.1	5.7	5	WJST-FM Nostalgia	106.3 6kw	12	—	22	23	16	10	14:45	Beasley	EAST
5.6	7.1	5.7	5	WWGR-FM Country	101.9 100kw	7	10	3	3	4	5	10:00	Renda	KATZ
5.2	5.1	5.4	8	WINK/WNOG News/Talk	1240/1270 1kw/5(2.4)kw	10	—	20	13	10	6	7:15	Fort Myers Br.	MCG
4.0	4.7	5.3	9	WOLZ-FM Oldies	95.3 79kw	6	9	16	6	5	2	8:30	Clear Channel	CCRS
2.5	3.5	3.1	10	WJBX-FM Adult Alternative	99.3 50kw	8	5	4	7	8	12	6:15	Beasley	EAST

12+ POPULATION: 496,800 (Black: N/A; Hispanic: N/A)

SPRINGFIELD, MA

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.6	7.1	8.6	7.2	9.4	1	WMAS-FM AC	94.7 50kw	2	6	2	2	2	1	9:00	Lappin	MCG
8.4	9.0	7.9	7.3	9.2	2	WAQY-FM Classic Rock	102.1 17kw	1	5	1	1	1	2	8:30	Saga	KATZ
10.5	9.9	9.8	9.4	7.2	3	WPKX-FM Country	97.9 2.2kw	5	—	5	4	4	3	9:15	SFX	D&R
6.4	6.7	7.0	7.0	5.9	4	WHYN-AM Full Service	560 5(1)kw	6	—	14	12	6	5	8:30	Clear Channel	CCRS
7.7	8.1	7.2	7.0	5.8	5	WHYN-FM AC	93.1 8.9kw	4	8	8	3	3	4	6:45	Clear Channel	CCRS
4.7	4.8	4.5	4.2	4.8	6	WMAS-AM Nostalgia	1450 1kw	14	—	19	22	18	8	13:00	Lappin	MCG
5.0	5.3	4.7	4.4	4.1	7	WTIC-FM CHR/Pop	96.5 20kw	3	4	4	5	7	12	4:45	Amer. Radio Sys.	G/W
3.8	4.4	2.7	3.9	3.9	8	WAAF-FM Rock	107.3 18.5kw	10	3	3	6	10	18	8:15	Amer. Radio Sys.	D&R
3.1	2.4	2.4	3.0	3.4	9	WKSS-FM CHR/Pop	95.7 16.5kw	7	1	9	9	13	13	4:45	Multi Media	ARP
3.4	3.4	3.7	2.5	3.3	10	WDRC-FM Oldies	102.9 19.5kw	12	10	16	10	5	6	6:45	Buckley	MCG

12+ POPULATION: 484,900 (Black: N/A; Hispanic: 29.7%)

MONTEREY

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.1	7.4	7.3	7.6	7.1	1	KDON-FM CHR/Rhythmic	102.5 18.5kw	1	1	1	3	11	14	8:15	Lartique	CHR
8.1	7.2	5.4	6.7	6.4	2	KGO-AM News/Talk	810 50kw	2	—	19	11	5	1	9:15	ABC Inc.	BAN
4.8	3.6	4.7	5.8	6.0	3	KTOM-FM Country	100.7 1.4kw	3	16	3	1	2	4	9:45	Lartique	KATZ
3.2	6.5	4.3	4.8	4.9	4	KWAV-FM AC	96.9 18kw	5	18	4	2	3	5	8:30	Buckley	D&R
6.7	4.0	4.5	5.4	4.4	5	KOCN-FM Oldies	105.1 1.8kw	4	6	12	5	4	3	7:30	C.R. Pasquier Prop.	MCG
3.2	3.1	3.1	2.7	4.0	6	KPIG-FM Adult Alternative	107.5 2.85kw	13	—	14	4	1	2	10:45	New Wave Br.	ARP
3.0	2.9	3.3	4.4	3.7	7	KIDD-AM Nostalgia	630 1kw	19	—	—	31	28	11	13:30	Buckley	D&R
1.4	1.2	1.0	2.1	3.4	8	KCDU-FM Hot AC	93.5 .11kw	6	3	6	6	10	16	7:15	New Wave Br.	ARP
2.6	1.9	4.3	3.4	3.3	9	KSOL/KZOL Regional Mexic	98.9/99.1 6kw/1.1kw	20	7	5	9	14	21	13:45	Hefel	KATZ
5.1	2.8	2.8	3.1	3.2	10	KLOK-FM Regional Mexic	99.5 30kw	18	11	8	7	6	15	10:45	Metro Mix, Inc.	CAB
2.4	3.9	3.8	2.5	3.2	10	KRAY-FM Regional Mexic	103.5 2.5kw	14	4	7	13	17	19	9:00	KCTY & KRAY Inc.	LOTUS
2.1	3.2	3.1	2.5	3.2	10	KSCO-AM Talk	1080 10(5)kw	10	—	24	16	15	8	8:15	Wherling Br. Sys.	—

#79 SARASOTA-BRADENTON



SARASOTA

12+ POPULATION: 479,000 (Black: N/A; Hispanic: N/A)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.5	18.5	15.6	1	WDUV-FM B/EZ	103.5 100kw	1	—	17	11	10	1	11:30	Jacor	EAST
5.8	6.4	8.0	2	WFLZ-FM CHR/Pop	93.3 100kw	2	1	1	1	1	6	8:30	Jacor	EAST
4.5	4.5	4.8	3	WHPT-FM Adult Alternative	102.5 100kw	3	6	2	2	2	8	6:15	Clear Channel	BAN
4.0	4.2	4.2	4	WCTQ-FM Country	92.1 25kw	4	5	6	10	9	5	7:15	Jacor	EAST
5.6	4.2	4.2	5	WRBQ-FM Country	104.7 100kw	10	8	9	5	4	2	11:00	Clear Channel	CCRS
5.8	7.0	4.2	6	WYNF-FM Rock	107.9 100kw	7	12	4	3	3	9	9:15	Jacor	EAST
5.0	3.8	4.1	7	WFLA-AM News/Talk	970 5kw	6	—	18	18	15	11	8:00	Jacor	EAST
4.6	5.1	3.9	8	WSRZ-FM Oldies	106.5 25kw	8	10	14	9	6	3	8:45	New Wave	EAST
3.9	5.2	3.8	9	WWRM-FM AC	94.9 100kw	5	11	7	7	8	4	7:15	Cox	CHR
2.2	2.2	3.4	10	WSJT-FM NAC/SJ	94.1 100kw	9	—	10	6	5	7	8:00	Clear Channel	KATZ

#80 GREENVILLE-NEW BERN-JACKSONVILLE, NC



GREENVILLE

12+ POPULATION: 460,700 (Black: 25.7%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
19.2	21.5	18.0	17.7	16.7	1	WRNS-A/F Country	960/95.1 5(1)kw/100kw	1	2	2	1	1	1	12:15	Pinnacle	MCG
13.5	13.8	14.0	11.8	15.0	2	WIKS-FM Urban	101.9 100kw	2	1	1	2	2	2	13:00	Beasley	D&R
6.9	7.1	6.2	5.9	8.3	3	WSFL-FM Rock	106.5 100kw	3	10	3	3	3	3	11:15	Beasley	D&R
5.1	5.7	5.3	6.2	4.8	4	WCBZ/WRHT-FM CHR/Pop	103.7/96.3 100kw/100kw	6	3	4	4	7	10	7:30	Eastern Carolina	—
4.4	4.6	2.2	3.5	4.7	5	WXNR-FM Alternative	99.5 16.5kw	4	4	5	5	9	19	7:45	Beasley	D&R
4.4	3.6	4.7	5.5	4.0	6	WNCT-FM B/EZ	107.9 100kw	7	—	17	7	4	4	8:15	Beasley	ARP
4.0	4.3	4.6	5.0	3.7	7	WERO-FM Classic Hits	93.3 100kw	5	8	6	6	5	7	7:00	Pinnacle	KATZ
1.0	3.0	3.7	3.5	3.6	8	WMGV-FM Hot AC	103.3 100kw	8	9	7	8	6	6	7:45	Beasley	CHR
4.5	3.3	3.6	3.8	3.0	9	WKJA/WKOO Oldies	101.1/98.7 31kw/100kw	9	—	14	9	8	5	7:15	Nautical Br.	D&R
0.8	0.0	1.5	2.2	1.7	10	WELS-FM Urban Oldies	102.9 3kw	16	—	13	12	11	8	9:00	Willis	—
1.8	1.5	1.8	1.6	1.7	10	WFJK-FM Urban AC	104.3 100kw	15	—	10	11	10	9	8:15	Pinnacle	EAST
1.8	1.3	1.0	1.0	1.7	10	WRDU-FM Classic Rock	106.1 100kw	13	—	8	10	14	17	7:30	HMW Com.	ARP

12+ POPULATION: 457,000 (Black: 19.5%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.9	10.5	10.5	10.4	8.4	1	WYNK-FM Country	101.5 100kw	1	10	8	4	1	1	8:00	Capstar	ARP
2.9	1.6	0.9	7.4	8.3	2	WEMX-FM Urban	94.1 100kw	3	1	1	1	6	12	9:45	Citywide	MCG
11.9	10.5	10.3	7.2	5.9	3	KQXL-FM Urban	106.5 50kw	6	4	7	5	3	3	7:30	Citywide	MCG
8.3	8.7	8.2	6.5	5.9	3	WXOK-AM Urban AC	1460 5(1)kw	11	9	15	10	5	2	9:45	Citywide	MCG
5.8	7.8	6.3	7.0	5.8	5	WDGL-FM ¹ Classic Rock	98.1 100kw	2	13	4	2	1	4	6:30	Guaranty	—
5.7	4.6	6.2	6.2	5.6	6	WJBO-AM News/Talk	1150 5kw	5	14	14	11	10	5	7:15	Capstar	SEN
3.0	3.4	4.6	3.4	5.0	7	WCKW-FM Rock	92.3 100kw	9	6	3	3	7	9	7:45	222 Corp.	CHR
0.0	0.0	0.0	0.8	4.7	8	KTBT-FM ² Urban	93.7 97kw	10	3	5	9	9	10	7:30	Powell Br.	ARP
6.7	8.0	6.8	6.6	4.5	9	KRVE-FM AC	96.1 43kw	8	12	9	8	4	6	6:45	McForhun, Inc.	KATZ
5.1	4.6	5.5	4.3	4.5	9	WLSS-FM CHR/Pop	102.5 100kw	4	5	2	6	11	15	5:45	Capstar	—
4.8	5.5	5.6	3.9	4.5	9	WXCT-FM ³ Country	100.7 100kw	13	7	6	7	8	8	8:30	Guaranty	KATZ

¹ Was WGGZ-FM (Oldies) until April. ² Was KDEA-FM (AC) until February. ³ Was WTGE-FM until April.

12+ POPULATION: 452,600 (Black: 18.7%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.1	8.7	10.6	7.4	11.2	1	KMJX-FM Rock	105.1 79kw	3	3	1	1	1	2	11:15	Clear Channel	CCRS
9.3	9.6	9.9	10.3	9.9	2	KIPR-FM Urban	92.3 100kw	4	1	2	3	6	10	12:30	Citadel	BAN
12.8	10.6	11.7	12.9	9.6	3	KSSN-FM Country	95.7 92kw	1	6	4	4	2	1	7:30	Clear Channel	KATZ
10.4	8.4	7.9	7.4	7.7	4	KURB-FM Hot AC	98.5 99kw	2	4	3	2	3	4	7:00	GHB Radio Group	D&R
5.4	5.1	5.6	3.8	5.5	5	KKPT-FM Classic Rock	94.1 100kw	5	12	5	5	4	5	7:30	Signal Media	CHR
6.2	6.1	5.6	7.5	5.1	6	KARN-A/F News/Talk	920/102.5 5kw/3kw	9	—	14	15	10	9	7:45	Citadel	KATZ
3.4	4.5	5.0	4.0	5.0	7	KYFX-FM Urban AC	99.5 3kw	11	11	6	6	5	6	10:15	Nameloc	EAST
6.2	6.3	4.4	3.8	4.8	8	KDDK-FM Country	100.3 83kw	8	7	8	7	8	7	8:15	Clear Channel	CCRS
4.0	4.2	3.8	3.7	4.5	9	KOLL-FM Oldies	94.9 96kw	7	10	22	9	7	3	7:30	Clear Channel	KATZ
0.0	2.4	3.5	4.3	3.5	10	KESR-FM CHR/Pop	102.1 4.1kw	6	2	7	8	14	15	5:00	Citadel	BAN
3.6	5.2	3.6	4.1	3.5	10	KVLO-FM AC	102.9 50kw	10	14	13	11	9	8	6:15	GHB Radio Group	D&R

#83 NEW BEDFORD-FALL RIVER



NEW BEDFORD

12+ POPULATION: 430,700 (Black: N/A; Hispanic: N/A)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.4	5.0	6.8	1	WWLI-FM AC	105.1 50kw	4	4	7	3	3	1	10:15	Citadel	ARP
8.0	7.4	6.5	2	WHJY-FM Rock	94.1 50kw	1	8	1	1	1	4	8:00	SFX	D&R
4.8	5.2	6.4	3	WSNE-FM AC	93.3 30kw	7	14	3	2	2	3	10:15	SFX	—
4.9	2.9	5.3	4	WFHN-FM CHR/Rhythmic	107.1 3kw	6	1	4	5	6	10	8:30	Spring Br.	MCG
4.3	5.2	5.3	4	WPRO-FM CHR/Pop	92.3 39kw	2	7	2	4	5	5	6:30	Citadel	MCG
4.2	5.2	5.0	6	WWBB-FM Oldies	101.5 13.5kw	3	10	17	6	4	2	7:15	Clear Channel	CCRS
3.6	4.8	4.5	7	WLKW-AM Nostalgia	790 5kw	14	—	—	26	17	7	12:15	Citadel	ARP
6.0	3.6	3.2	8	WCTK-FM Country	98.1 47kw	10	—	8	9	9	9	7:00	Hall	D&R
1.5	2.1	3.1	9	WBRU-FM Alternative	95.5 20kw	5	6	5	7	10	21	4:45	Brown BC Service	—
2.4	4.3	3.1	9	WBSM-AM News/Talk	1420 5(1)kw	20	—	18	23	18	24	12:45	Spring Br.	—

#84 MOBILE



MOBILE

12+ POPULATION: 430,500 (Black: 25.4%; Hispanic: N/A)

SPRING '96	SUMMER '96	FALL '96	WINTER '97	SPRING '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.9	11.1	9.1	8.5	9.7	1	WKSJ-A/F Country	1270/94.9 5(.1)kw/100kw	3	9	5	2	1	1	10:45	Clear Channel	BAN
6.2	6.9	7.5	7.1	7.3	2	WABB-FM CHR/Pop	97.5 100kw	1	2	1	1	3	7	7:00	Dittman Group	CHR
5.9	7.9	5.7	6.5	6.9	3	WDLT-FM Urban AC	98.3 40kw	7	6	8	4	1	2	12:15	United	ARP
6.1	4.6	5.1	4.8	6.7	4	WGOK-AM Religious	900 1(.5)kw	12	7	13	14	10	4	15:30	Roberds Br.	ARP
7.6	7.9	10.5	8.2	6.4	5	WYOK-FM Urban	104.9 33kw	4	1	4	8	11	16	8:15	Roberds Br.	ARP
6.8	7.9	6.9	7.2	5.7	6	WBLX-FM Urban	92.9 100kw	2	3	3	5	5	9	6:15	Calendar	KATZ
4.8	4.6	3.6	2.7	5.1	7	WAVH-FM Oldies	106.5 50kw	9	—	16	10	4	3	9:30	Baldwin Br.	MCG
1.2	2.5	3.3	4.5	5.0	8	WTKX-FM Rock	101.5 100kw	6	4	2	3	9	20	8:15	Clear Channel	D&R
4.4	4.0	4.5	5.1	4.3	9	WMXC-FM Hot AC	99.9 100kw	5	—	9	7	7	5	6:15	Clear Channel	BAN
5.4	4.3	5.1	5.1	4.3	9	WNTM-AM News/Talk	710 1kw	10	—	20	16	14	6	8:30	Clear Channel	BAN

12+ POPULATION: 429,400 (Black: N/A; Hispanic: 25.3%)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.8	11.4	11.8	1	KATM-FM Country	103.3 50kw	1	2	1	1	1	1	10:45	Citadel	MCG
7.9	8.3	8.6	2	KWIN-FM CHR/Pop	97.7 3kw	2	1	2	2	5	8	8:15	Front Line	ARP
4.3	6.0	6.3	3	KQOD-FM Oldies	100.1 6kw	3	7	6	4	2	2	7:15	Carson Group	EAST
5.8	6.3	4.8	4	KDJK/KHKK Classic Hits	103.9/104.1 .071kw/50kw	4	9	7	3	3	3	7:15	Citadel	MCG
3.9	3.3	4.7	5	KNBR-AM Sports	680 50kw	5	—	9	6	6	4	8:30	Susquehanna	MC/S
4.0	4.3	4.2	6	KOSO-FM Hot AC	93.1 2.95kw	7	11	3	5	4	5	8:30	Spacecom	KATZ
1.8	4.2	3.3	7	KMIX-FM Regional Mexican	100.9 6kw	9	6	8	8	7	6	9:45	Silverado Br.	KATZ
3.7	4.6	3.0	8	KHOP-FM Rock	95.1 29.5kw	6	4	4	7	9	18	5:45	Citadel	MCG
1.0	0.0	2.3	9	KZMS-FM Regional Mexican	97.1 3kw	30	—	5	9	13	27	19:15	Z-Spanish Radio	CAB
0.9	1.6	2.0	10	KJOY-FM AC	99.3 2.35kw	15	—	16	10	8	7	9:45	Joseph Gamble	CHR

STOCKTON

12+ POPULATION: 424,400 (Black: N/A; Hispanic: 32.7%)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
16.1	14.6	15.3	12.7	14.5	1	KUZZ-A/F Country	550/107.9 5kw/5.8kw	1	3	1	1	1	1	10:45	Buck Owens	KATZ
7.5	9.1	10.7	10.7	9.7	2	KKXX-FM CHR/Rhythmic	105.3 35kw	2	1	2	3	2	9	7:00	Hemisphere	BAN
7.6	8.0	7.6	6.1	8.0	3	KRAB-FM Rock	106.1 25kw	3	2	3	2	3	7	9:15	Hemisphere	BAN
5.9	4.9	5.5	5.4	5.3	4	KGFM-FM AC	101.5 6.7kw	4	5	5	4	4	5	8:15	Lagniappe	CHR
5.2	6.8	6.4	5.7	5.1	5	KERN-AM News/Talk	1410 1kw	6	—	12	9	9	3	9:30	Amer. Gen. Media	CHR
4.6	4.9	4.6	3.7	4.3	6	KERN-FM Oldies	94.1 4.5kw	5	9	12	8	5	2	7:00	Amer. Gen. Media	CHR
1.0	0.9	1.8	5.4	4.3	6	KSMJ-FM NAC	96.5 50kw	9	—	11	7	7	4	11:15	Hemisphere	BAN
4.2	4.3	2.8	3.8	4.0	8	KKBB-FM Classic Rock	99.3 1.2kw	8	10	6	5	6	6	9:45	Buckley	D&R
3.6	3.3	3.0	2.6	3.6	9	KLLY-FM Hot AC	95.3 12.5kw	7	11	4	6	8	12	7:00	Buckley	D&R
3.8	4.9	2.8	4.1	3.4	10	KSUV-FM Regional Mexican	102.9 20.5kw	10	6	10	11	10	8	9:30	Caballero Radio West	CAB

BAKERSFIELD

#87 SPOKANE



SPOKANE

12+ POPULATION: 419,100 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.7	9.1	8.7	7.4	9.5	1	KKZX-FM Classic Rock	98.9 100kw	2	4	1	1	1	1	9:00	Triathlon	MCG
6.8	6.2	5.4	4.7	8.4	2	KNFR-FM Country	96.1 56kw	5	7	3	3	3	5	9:30	Triathlon	ARP
9.5	6.3	6.5	7.6	7.7	3	KZZU-FM CHR/Rhythmic	92.9 85kw	1	1	4	6	8	11	6:45	Morgan Murphy	CHR
7.4	5.7	7.4	8.0	6.9	4	KISC-FM AC	98.1 94kw	6	10	6	4	2	3	8:00	Triathlon	ARP
8.0	8.4	9.0	8.3	6.7	5	KDRK-FM Country	93.7 56kw	3	6	5	5	5	6	6:30	Citadel	MCG
4.7	5.8	5.4	5.5	6.5	6	KAEP-FM Adult Alternative	105.7 100kw	7	5	2	2	4	8	7:30	Citadel	MCG
7.1	5.5	6.2	5.3	6.0	7	KXLY-AM News/Talk	920 5kw	8	—	13	10	9	7	8:00	Morgan Murphy	EAST
6.4	7.1	5.9	4.2	5.9	8	KEYF-A/F Oldies	1050/101.1 5kw/100kw	4	9	11	7	6	2	6:00	Triathlon	MCG
5.2	4.5	4.8	7.4	5.4	9	KAQQ-AM Nostalgia	590 5kw	13	—	—	—	18	12	12:15	Triathlon	ARP
3.6	5.2	3.5	4.3	4.7	10	KCDA-FM Country	103.1 2.37kw	14	—	14	14	11	9	11:00	Rook	ARP

#88 COLUMBIA, SC



COLUMBIA, SC

12+ POPULATION: 415,800 (Black: 30.2%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
20.3	19.9	18.2	17.8	16.6	1	WWDM-FM Urban	101.3 100kw	1	1	1	1	1	2	14:15	Clear Channel	CCRS
10.5	8.3	11.1	9.8	9.3	2	WCOS-FM Country	97.5 100kw	2	4	6	5	2	1	9:30	Capstar	MCG
8.5	7.1	8.2	7.3	8.3	3	WNOK-FM CHR/Pop	104.7 100kw	3	3	2	3	5	9	7:15	Capstar	MCG
7.3	5.3	6.1	6.3	7.7	4	WMFX-FM Classic Rock	102.3 6kw	5	7	3	2	3	6	9:45	Clear Channel	KATZ
6.6	6.4	6.5	7.4	7.2	5	WTCB-FM AC	106.7 100kw	4	9	5	4	4	4	8:45	Bloomington	CHR
4.5	5.5	5.0	5.3	6.3	6	WARQ-FM Rock	93.5 2.8kw	7	2	4	6	8	12	8:30	Clear Channel	CCRS
4.2	5.6	5.2	6.4	6.1	7	WFMV-FM Gospel	95.3 3kw	8	5	7	7	6	5	10:15	Glory	—
5.1	4.5	5.3	4.8	5.5	8	WOMG-FM Oldies	103.1 3kw	6	8	8	8	7	3	7:15	Bloomington	CHR
6.0	5.3	5.2	6.0	5.0	9	WSCQ-FM Nostalgia	100.1 5.9kw	10	—	17	14	11	8	10:15	Capstar	EAST
3.9	5.0	5.3	5.4	4.1	10	WVOC-AM News/Talk	560 5kw	9	—	12	9	9	7	7:15	Capstar	—

12+ POPULATION: 415,800 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.8	4.0	4.8	4.2	10.4	1	KHKI-FM Country	97.3 115kw	5	2	1	1	1	5	11:45	Capstar	EAST
10.7	14.5	12.6	11.9	10.1	2	WHO-AM News/Talk	1040 50kw	1	12	13	9	5	2	7:15	Jacor	CHR
11.3	11.4	12.1	10.2	8.7	3	KJJY-FM Country	92.5 41kw	4	4	4	4	6	3	8:45	Barnstable	MCG
4.9	7.4	6.4	6.8	7.5	4	KIOA-FM Oldies	93.3 100kw	3	7	12	3	1	1	7:30	Saga	KATZ
7.5	5.7	5.9	7.3	7.2	5	KSTZ-FM Hot AC	102.5 100kw	2	6	2	2	4	7	5:45	Saga	KATZ
7.9	5.4	6.6	8.2	6.3	6	KLYF-FM AC	100.3 100kw	8	8	9	5	3	4	7:45	Jacor	CHR
5.0	3.1	4.1	4.2	5.3	7	KRKQ-FM Classic Rock	98.3 50kw	6	11	6	6	7	8	6:00	Barnstable	MCG
10.9	7.6	5.4	6.0	5.1	8	KKDM-FM Alternative	107.5 100kw	7	1	5	11	11	14	6:30	Midwest Radio Inc.	—
9.6	9.2	7.1	7.0	4.8	9	KGGO-FM Rock	94.9 100kw	9	9	7	7	8	9	6:15	Capstar	EAST
4.1	4.7	5.2	5.3	4.7	10	KAZR-FM Rock	103.3 100kw	10	3	3	8	10	12	6:45	Saga	KATZ
4.9	6.7	6.2	4.9	4.7	10	KRNT-AM Nostalgia	1350 5kw	12	—	16	16	16	11	8:30	Saga	KATZ

12+ POPULATION: 409,700 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.2	9.2	9.8	7.5	9.6	1	KZSN-FM Country	102.1 100kw	3	7	3	1	1	2	10:00	Triathlon	KATZ
10.5	10.6	8.1	11.0	9.1	2	KFDI-FM Country	101.3 100kw	2	—	10	11	7	3	8:45	Great Empire	ARP
6.6	6.8	7.4	7.2	8.9	3	KKRD-FM CHR/Pop	107.3 100kw	1	2	1	2	4	7	8:00	Capstar	D&R
7.7	5.3	5.7	5.6	7.5	4	KEYN-FM Oldies	103.7 100kw	5	5	9	4	3	1	10:00	Triathlon	EAST
5.9	6.4	7.8	7.5	7.0	5	KRBB-FM AC	97.9 100kw	6	6	7	5	5	4	9:45	Triathlon	CHR
6.4	6.3	5.8	6.7	6.9	6	KRZZ-FM Rock	96.3 50kw	4	9	2	3	2	5	7:30	Capstar	D&R
6.3	3.5	4.0	3.8	5.9	7	KFDI-AM Country	1070 10(1)kw	10	—	—	18	16	8	10:00	Great Empire	ARP
4.5	6.3	4.4	4.6	5.3	8	KDGS-FM CHR/Rhythmic	93.9 25kw	9	1	4	7	11	15	9:15	Gary Violet	—
3.0	2.7	5.2	4.6	4.5	9	KLLS-FM Oldies	104.5 46kw	8	8	8	6	6	6	7:15	Great Empire	—
5.9	9.2	6.6	5.8	3.8	10	KICT-FM Alternative	95.1 100kw	7	3	5	10	12	16	6:00	Great Empire	ARP

#91 CHARLESTON, SC



CHARLESTON, SC

12+ POPULATION: 409,200 (Black: 29.0%; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.7	12.1	11.5	10.9	11.9	1	WWVZ-FM Urban	93.3 50kw	1	1	1	1	2	9	12:30	Wicks Radio LP	D&R
9.3	8.3	7.8	9.9	7.5	2	WEZL-FM Country	103.5 100kw	3	6	6	5	6	2	8:45	JS Com.	BAN
6.5	7.0	5.6	5.0	7.2	3	WSSX-FM CHR/Pop	95.1 100kw	2	2	3	3	4	10	7:45	Wicks Radio LP	KATZ
3.8	3.0	3.5	3.0	7.2	3	WYBB-FM Classic Rock	98.1 50kw	6	7	2	2	1	7	11:00	L.M. Communications	EAST
2.3	2.4	3.1	3.0	5.9	5	WRFQ-FM Oldies	104.5 28kw	4	13	4	4	3	5	7:45	Wicks Radio LP	ARP
6.0	4.6	6.0	5.0	5.2	6	WBUB-FM Country	107.5 100kw	8	4	8	11	11	8	8:00	Wicks Radio LP	ARP
5.4	5.2	6.4	5.2	5.2	6	WXLY-FM Oldies	102.5 100kw	5	14	12	8	5	1	7:15	JS Com.	BAN
5.6	3.6	4.6	4.6	4.7	8	WSUY-FM AC	100.5 17.5kw	9	8	9	6	7	3	8:45	Wicks Radio LP	MCG
7.5	8.8	6.4	5.7	4.2	9	WAVF-FM Alternative	96.1 100kw	7	5	5	7	10	15	6:15	Cordes St. Com.	CHR
4.4	5.5	5.6	6.3	3.6	10	WTMA-AM News/Talk	1250 5(1)kw	10	—	13	13	9	6	7:30	Wicks Radio LP	KATZ

#92 YOUNGSTOWN-WARREN



YOUNGSTOWN-WARREN

12+ POPULATION: 408,800 (Black: 10.9%; Hispanic: N/A)

SPRING '96	FALL '96	SPRING '97	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.7	14.5	14.7	1	WQXK-FM Country	105.1 88kw	2	5	4	1	1	1	11:30	Connoisseur	BAN
10.7	10.2	11.4	2	WHOT-FM CHR/Pop	101.1 25kw	1	1	1	3	4	5	8:15	Connoisseur	CHR
11.7	10.2	9.3	3	WKBN-AM Talk	570 5kw	4	—	10	10	8	4	11:15	WKBN Inc.	KATZ
7.5	7.5	7.7	4	WKBN-FM AC	98.9 5.9kw	7	8	5	5	5	3	10:00	WKBN Inc.	KATZ
5.8	6.7	7.5	5	WYFM-FM Classic Hits	102.9 44kw	3	9	2	2	2	6	9:00	Connoisseur	EAST
7.3	7.0	6.8	6	WBBG-FM Oldies	93.3 50kw	5	7	8	6	3	2	8:15	Connoisseur	CHR
6.4	5.4	5.7	7	WNCD-FM Rock	106.1 3kw	6	4	3	4	6	8	7:30	Jacor	EAST
5.5	4.7	4.7	8	WRBP-FM Urban	101.9 3kw	8	6	9	7	7	7	11:45	Stop 26/Riverbend	EAST
1.1	2.6	4.0	9	WAMO-FM Urban	106.7 42kw	9	2	7	8	9	9	10:15	Sheridan	D&R
3.0	5.1	2.6	10	WNIO-AM Nostalgia	1540 .5kw	15	—	14	19	20	10	12:15	Jacor	EAST

12+ POPULATION: 394,800 (Black: 7.3%; Hispanic: N/A)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.5	7.8	8.2	1	WOCL-FM Oldies	105.9 100kw	2	11	16	4	1	1	9:15	Capstar	CHR
9.2	7.7	7.9	2	WMGF-FM AC	107.7 100kw	3	10	13	7	5	2	9:00	Clear Channel	ARP
8.9	8.6	7.3	3	WGNE-FM Country	98.1 100kw	1	5	4	3	3	3	7:45	SFX	D&R
5.5	6.3	6.5	4	WJHM-FM Urban	101.9 28kw	6	1	1	1	7	13	10:00	Chancellor Media	SEN
7.8	7.8	6.5	4	WROD-AM Nostalgia	1340 1kw	13	—	20	24	18	11	15:00	LaPaz	—
5.0	4.1	6.5	4	WWKA-FM Country	92.3 100kw	8	7	2	6	4	6	12:00	Cox	KATZ
4.4	4.3	5.2	7	WHTQ-FM Classic Rock	96.5 100kw	7	—	5	2	2	4	9:30	Cox	EAST
3.4	2.3	4.2	8	WFKS-FM CHR/Pop	99.9 100kw	4	4	3	5	9	12	6:15	Renda	MCG
4.2	4.8	3.7	9	WOMX-FM Hot AC	105.1 100kw	5	12	9	8	6	5	5:45	Chancellor Media	CHR
3.2	2.5	3.1	10	WJRR-FM Hot AC	101.1 100kw	12	3	8	9	11	15	6:45	Clear Channel	BAN
5.5	3.2	3.1	10	WSBB-AM Nostalgia	1230 1kw	16	—	—	—	—	17	8:45	TK	—
1.9	2.0	3.1	10	WXXL-FM CHR/Pop	106.7 100kw	9	2	7	13	16	22	5:45	Chancellor Media	SEN

12+ POPULATION: 392,600 (Black: N/A; Hispanic: N/A)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
28.0	30.4	24.5	1	WXBQ-FM Country	96.9 67kw	1	1	2	1	1	1	10:15	Nininger	CHR
12.9	13.5	12.8	2	WQUT-FM Classic Rock	101.5 100kw	3	3	1	2	2	3	11:00	Bloomington	KATZ
9.3	9.5	9.2	3	WTFM-FM AC	98.5 74kw	2	4	4	3	3	2	7:30	Holston Valley	EAST
4.2	3.7	6.7	4	WAEZ-FM AC	99.3 3.8kw	4	2	3	4	4	7	6:30	Bristol Br.	—
2.6	3.5	4.5	5	WGOC-AM Country	640 10kw	8	—	—	13	10	5	14:15	J.T. Parker Br.	TNS
3.6	3.5	4.3	6	WJCW-AM Talk	910 5(1)kw	6	—	8	7	6	6	8:15	Bloomington	KATZ
4.2	3.7	3.4	7	WKOS-FM Oldies	104.9 2.75kw	5	9	15	6	5	4	5:00	Bloomington	KATZ
0.0	0.0	2.9	8	WRZK-FM Rock	105.9 1.5kw	7	10	5	5	7	19	7:15	Murray Com.	EAST
1.5	1.6	2.5	9	WMIT-FM Religious	106.9 15kw	10	—	16	8	8	8	9:00	Blue Ridge	—
2.0	0.7	1.8	10	WXBQ-AM Talk	980 5(1)kw	14	—	11	9	9	9	7:15	Nininger	CHR

#95 COLORADO SPRINGS



12+ POPULATION: 392,300 (Black: N/A; Hispanic: N/A)

Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.8	11.3	11.3	10.2	10.3	1	KKMG-FM CHR/Pop	98.9 70kw	1	1	2	2	4	10	8:00	Citadel	CHR
9.4	8.8	8.4	10.0	9.0	2	KKFM-FM Classic Rock	98.1 71kw	2	9	3	1	1	3	9:00	Citadel	MCG
8.7	9.3	8.2	8.4	8.2	3	KKCS-FM Country	101.9 72kw	4	4	6	4	2	1	9:30	Walton Stations	KATZ
8.2	7.9	5.2	6.2	7.4	4	KILO-FM Rock	94.3 83kw	3	2	1	3	8	12	7:45	Bahakel	EAST
6.1	5.2	6.0	4.3	6.4	5	KKLI-FM AC	106.3 1.6kw	8	10	8	5	3	2	9:45	Citadel	D&R
3.5	4.7	6.9	6.4	5.3	6	KCCY-FM Country	96.9 72kw	7	3	5	7	9	7	7:45	McCoy Br.	MCG
4.9	4.7	4.4	5.4	5.1	7	KVUU-FM Hot AC	99.9 68kw	5	7	4	6	5	9	6:30	Triathlon	KATZ
4.0	3.9	3.7	3.3	4.8	8	KOA-AM Talk	850 50kw	9	—	12	11	10	5	8:00	Jacor	EAST
6.5	6.3	5.2	4.9	4.8	8	KSPZ-FM Oldies	92.9 72kw	6	6	11	8	6	4	6:15	Triathlon	KATZ
1.0	1.9	3.7	4.4	4.5	10	KSKX-FM NAC/SJ	105.5 .41kw	12	12	7	9	7	6	9:30	Pikes Peak Br.	D&R

#96 MELBOURNE-TITUSVILLE-COCOA, FL



12+ POPULATION: 391,500 (Black: N/A; Hispanic: N/A)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.0	7.3	6.3	1	WWKA-FM Country	92.3 100kw	1	6	10	6	4	1	7:45	Cox	KATZ
7.8	6.7	6.0	2	WAOA-FM CHR/Pop	107.1 100kw	3	2	2	2	3	9	7:45	Silicon East	CHR
9.3	8.8	6.0	2	WMMB-AM Nostalgia	1240 1kw	6	—	21	17	17	8	9:45	Capstar	ARP
5.2	5.4	6.0	2	WTKS-FM Talk	104.1 100kw	4	—	3	1	1	3	8:00	Press Br.	MCG
6.9	6.7	5.2	5	WJRR-FM Rock	101.1 100kw	5	3	1	4	7	16	7:00	Clear Channel	BAN
3.8	4.7	5.0	6	WHKR-FM Country	102.7 50kw	8	4	7	9	9	6	8:30	Roper	EAST
5.4	7.0	5.0	6	WHTQ-FM Classic Rock	96.5 100kw	9	8	5	3	2	2	8:30	Cox	EAST
6.2	4.2	4.5	8	WOMX-FM Hot AC	105.1 100kw	2	5	9	7	6	5	5:45	Nationwide	CHR
2.6	3.9	4.2	9	WJHM-FM Urban	101.9 28kw	11	1	4	8	11	19	8:45	Chancellor	D&R
4.7	5.7	4.2	9	WLRQ-FM AC	99.3 50kw	7	9	8	5	5	7	7:00	Superior	EAST

12+ POPULATION: 389,200 (Black: 12.7%; Hispanic: N/A)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.7	7.3	7.8	1	WPLR-FM Rock	99.1 14.1kw	2	6	2	1	1	2	9:15	SFX	D&R
8.4	5.1	7.3	2	WKCI-FM CHR/Pop	101.3 10kw	1	3	1	2	2	5	6:30	Clear Channel	CCRS
6.3	5.7	5.8	3	WELI-AM News/Talk	960 5kw	6	—	20	18	12	8	8:15	Clear Channel	CCRS
5.4	4.7	5.8	3	WEZN-FM AC	99.9 27.5kw	4	9	6	3	3	4	8:00	Cox	KATZ
3.8	6.8	5.8	3	WWYZ-FM Country	92.5 17kw	10	—	8	6	4	3	10:30	SFX	BAN
4.6	6.1	5.4	6	WYBC-FM Urban AC	94.3 1.7kw	11	7	4	4	6	9	10:15	Yale Br.	D&R
4.7	5.4	5.1	7	WDRG-FM Oldies	102.9 19.5kw	5	5	14	7	5	1	7:15	Buckley	MCG
3.3	4.0	4.6	8	WKSS-FM CHR/Pop	95.7 16.5kw	3	1	3	5	10	16	5:45	Multi-Market	ARP
3.6	5.6	4.0	9	WFAN-AM Sports	660 50kw	7	—	12	10	8	6	7:00	CBS Radio	IRS
3.3	5.1	3.5	10	WEBS-FM AC	107.9 50kw	8	8	11	8	7	7	6:00	Win Com.	BAN

¹ Operates under a Joint Selling Agreement with WPLR-FM.

12+ POPULATION 387,400 (Black 26.1%, Hispanic N/A)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.0	7.9	11.3	1	KXKC-FM Country	99.1 100kw	1	3	1	1	1	1	11:30	Donald Bonin	KATZ
10.3	9.4	7.4	2	KSMB-FM CHR/Pop	94.5 100kw	2	2	4	2	3	9	7:45	Media Properties	ARP
3.9	7.2	7.3	3	KRRQ-FM Urban	95.5 50kw	4	1	3	3	5	11	10:45	Citywide	—
6.9	7.3	7.1	4	KMDL-FM Country	97.3 42kw	3	6	5	4	2	2	9:00	Com Corp	BAN
4.3	4.2	5.4	5	KFTE-FM Classic Hits	96.5 22.5kw	5	5	2	5	6	17	9:00	Com Corp	BAN
5.1	5.4	4.5	6	KJCB-AM Urban	770 1(5)kw	10	12	10	9	9	4	11:15	R&M Broadcasting	K&P
5.3	5.8	4.5	6	KTDY-FM AC	92.9 100kw	5	14	6	6	4	6	8:15	Com Corp	CHR
3.3	3.7	4.4	8	WYNK-FM Country	101.5 100kw	8	—	16	13	11	3	9:00	Narragansett	ARP
4.6	3.8	4.1	9	KNEK-FM Urban	104.7 25kw	7	8	7	8	8	7	8:15	Dee Br	MCG
2.2	2.2	3.7	10	WDGL-FM Classic Rock	95.1 100kw	9	17	8	7	7	10	9:00	Guaranty	KATZ

¹ Was WGGZ-FM (Oldies) until April

#99 FT. WAYNE



F T WAYNE

12+ POPULATION: 384,600 (Black: N/A; Hispanic: N/A)

SPRING '96	FALL '96	SPRING '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.7	11.7	12.3	1	WQHK-FM Country	105.1 13.5kw	1	3	1	1	1	1	10:00	Federated Media	CHR
10.7	9.4	9.0	2	WAJI-FM AC	95.1 39kw	2	5	3	2	1	2	9:45	Sarkes Tarzian	KATZ
8.5	7.6	7.0	3	WFWI-FM Classic Rock	92.3 2.7kw	6	9	4	3	3	4	8:15	Edgewater Radio Inc.	EAST
4.7	4.2	6.6	4	WMEE-FM Hot AC	97.3 26kw	5	1	5	5	5	7	7:45	Federated Media	CHR
5.2	5.5	5.6	5	WOWO-AM Full Service	1190 50kw	3	—	13	11	10	5	6:30	Federated Media	KATZ
6.7	6.0	5.5	6	WBTU-FM Country	93.3 50kw	7	8	7	6	6	6	7:15	Starboard Com.	EAST
6.4	5.5	5.3	7	WLDE-FM Oldies	101.7 3kw	4	7	10	8	4	3	6:15	Sarkes Tarzian	KATZ
6.9	5.8	5.1	8	WBYS-FM Rock	98.9 50kw	9	6	2	4	7	12	8:00	Federated Media	EAST
3.2	5.8	5.0	9	WJFX-FM Urban	107.9 2.5kw	12	4	6	7	8	11	12:00	Allen County	ARP
4.7	3.7	4.8	10	WHWD-AM Nostalgia	1380 5kw	13	—	—	18	16	9	15:00	Federated Media	CHR

#100 CHATTANOOGA

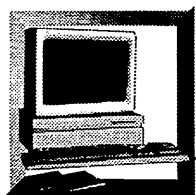


C H A T T A N O O G A

12+ POPULATION: 384,400 (Black: 12.7%; Hispanic: N/A)

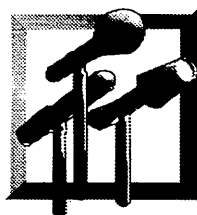
Spring '96	Summer '96	Fall '96	Winter '97	Spring '97	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
22.8	21.1	17.5	18.7	20.1	1	WUSY-FM Country	100.7 100kw	1	2	1	1	1	1	11:45	Colonial	KATZ
7.6	7.8	8.9	8.5	7.7	2	WDEF-FM AC	92.3 100kw	2	5	2	2	2	2	8:00	Radio Chattanooga	CHR
10.4	8.0	7.3	8.6	6.5	3	WSKZ-FM Rock	106.5 100kw	3	8	6	4	4	4	7:15	Bahakel	EAST
7.1	7.3	6.8	8.0	6.4	4	WDOD-FM 1 Adult Alterna	96.5 100kw	9	4	3	3	5	8	12:30	Brewer	MCG
3.3	4.2	3.3	4.1	4.8	5	WJTT-FM Urban	94.3 3kw	8	9	7	5	6	5	8:00	Wicks Radio Group	MCG
2.3	3.2	2.3	2.6	4.7	6	WOGT-FM Oldies	107.9 2.85kw	5	1	4	7	11	16	7:00	Marson Br.	ROS
5.0	4.1	5.1	5.2	4.7	6	WKXJ-FM CHR/Rhythmic	97.3 16kw	4	3	5	9	10	14	6:30	Wicks Radio Group	—
3.3	3.4	4.6	4.4	4.5	8	WGOW-FM News/Talk	102.3 6kw	7	10	12	6	3	3	6:45	Radio Chattanooga	CHR
2.5	3.6	4.6	2.4	3.7	9	WDOD-AM Country	1310 5kw	10	—	11	11	8	6	7:45	Radio Chattanooga	CHR
3.1	2.7	2.3	3.6	3.7	9	WLMX-FM AC	105.5 1.55kw	11	—	10	8	7	7	9:00	Radio Chattanooga	BAN

1 Was WFXS-FM until November.



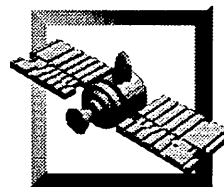
Computer Software

126



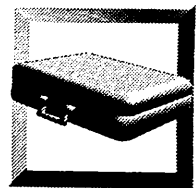
Group Owners

173



Program Suppliers & Networks

269



Consultant Firms

133



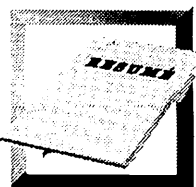
Independent Record Promotion

220



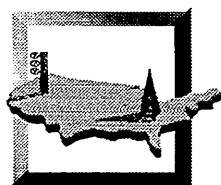
Record Companies

292



Employment Services

157



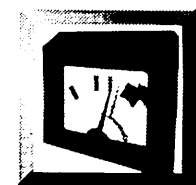
Industry Organizations

224



Rep Firms

314



Equipment Suppliers

158



Marketing & Promotion

227



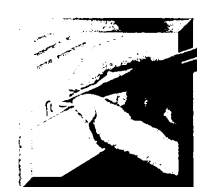
Research Firms

317



Federal Communications Commission

165



Media Brokers

245



Show Prep

327



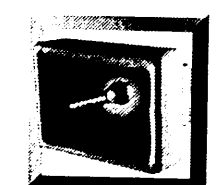
Financial

167



Production Services

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TV Production

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