

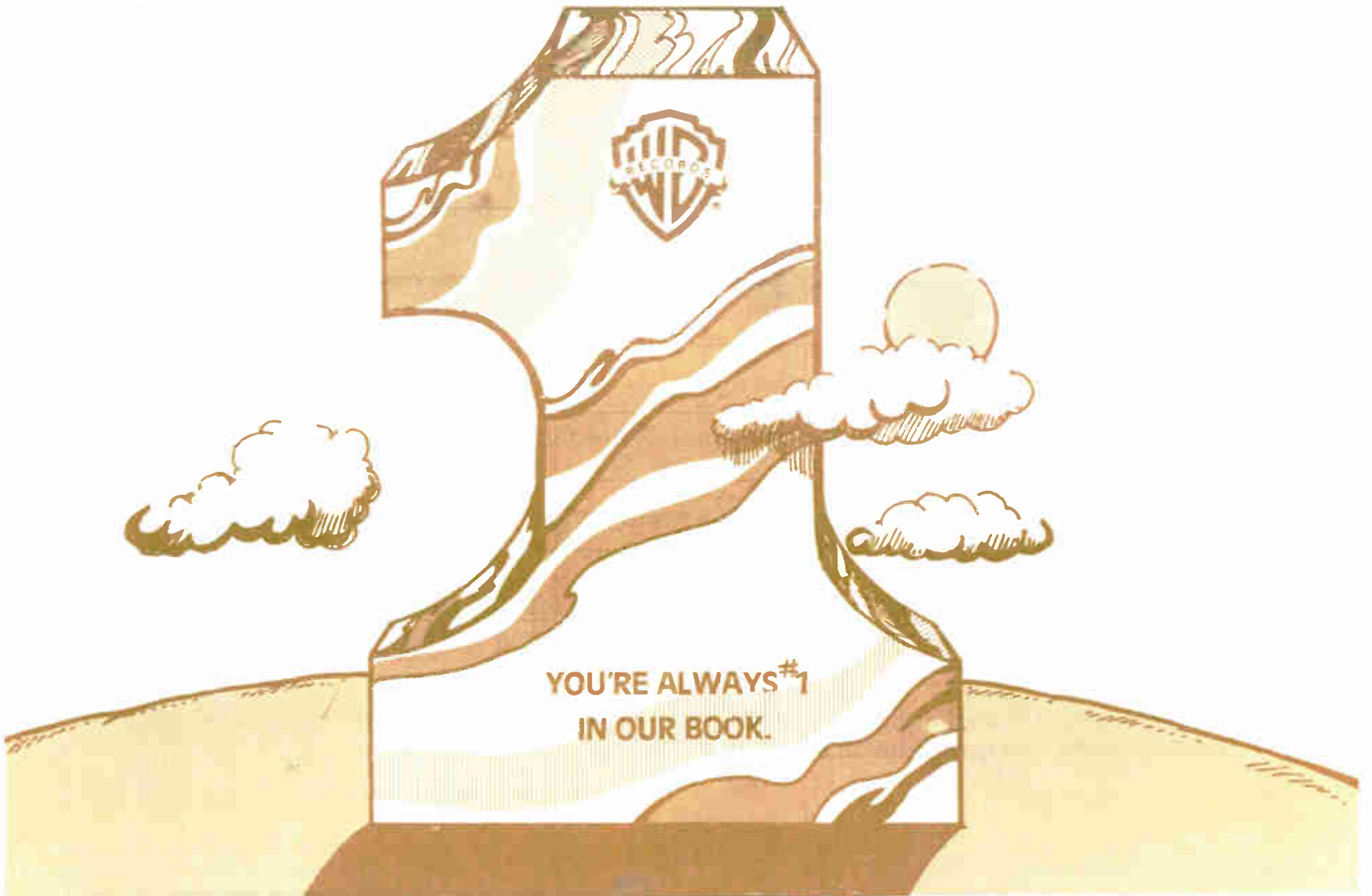
**Radio &  
Records**

**SPECIAL  
EDITION**

THE INDUSTRY'S NEWSPAPER

# ARBITRON BREAKOUT

**October / November '77**



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*Both Average Quarter Hour Shares and Cume figures are all Monday-Sunday 6am-12midnight, Metro Survey Area.*

Stations outside of the Arbitron Radio Metro Area, but that show significantly in the market breakdown are designated by an asterisk (\*).

*In the top 30 markets, top 10 rankings are listed for Quarter Hour Shares and Cume, top 5 breakdowns. Stations' rankings within the top 10 or 5 during the last survey period are listed to the left.*

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# Arbitron Breakouts

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## AKRON

AKRON 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAEZ (BM)	6.3	4.4	8.8	8.3	4.2
WAKR (PA)	15.0	13.9	18.5	22.5	13.8
WCUE (R)	5.7	6.7	4.7	4.1	4.4
WHLO (N)	3.2	3.4	3.0	1.8	3.1
WKDD (R)	**	**	2.7	2.4	2.9
WKNT (PA)	1.4	1.5	1.0	.6	1.5
WKNT-FM (PA)	1.7	2.7	2.1	1.0	3.3
WSLR (C)	10.1	8.7	7.7	6.4	9.9
WDBN-FM (PA) *	7.7	5.7	7.5	5.8	3.7
WGAR (PA)*	8.3	8.0	8.0	9.0	7.9
WMMS (A)*	8.5	8.7	5.7	3.6	9.0
WWWM (A)	2.2	3.6	4.3	3.3	4.1
WZZP (R)	**	**	**	3.5	5.8

TOP 5 QUARTER HOUR

A/M'77	O/N'77	Station
1	1	WAKR
4	2	WSLR
-	3	WMMS
2	4	WGAR
-	5	WZZP

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77	Station	Cume
1	1	WAKR	2032
4	2	WGAR	1265
-	3	WSLR	1140
2	4	WMMS	939
-	5	WZZP	823

18-34 MEN

A/M'77	O/N'77	Station
3	1	WMMS
1	2	WGAR
2	3	WAKR
-	3	WSLR
-	3	WWWM
-	4	WZZP
5	5	WKDD

18-34 WOMEN

A/M'77	O/N'77	Station
4	1	WMMS
2	2	WGAR
5	3	WCUE
-	3	WKDD
1	4	WAKR
-	5	WDMT
-	5	WZZP

18-49 ADULTS

A/M'77	O/N'77	Station
-	1	WMMS
4	2	WAKR
2	2	WSLR
-	3	WGAR
-	4	WZZP
-	5	WKDD
-	5	WWWM

TEENS

A/M'77	O/N'77	Station
1	1	WZZP
3	2	WCUE
-	3	WWWM

## ALBANY

ALBANY-SCHENECTADY-TROY 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WABY (N/T)	1.4	1.1	1.2	2.3	1.4
WCSS (CL)	1.9	1.4	1.4	1.0	1.2
WFLY (R)	1.2	2.6	1.7	3.6	2.8
WGFM (R)	10.7	9.5	10.4	8.8	9.4
WGNA (C)	2.5	1.8	1.7	1.1	2.7
WGY (PA)	15.1	15.9	17.6	14.3	17.6
WHRL (BM)	1.4	.4	.7	1.5	1.2
WHSH (BM)	3.0	3.8	3.6	2.4	2.9
WKOL (T)	**	2.2	**	**	1.2
WOKO (C)	4.7	4.2	4.1	5.0	3.4
WPTR (R)	6.7	7.7	6.3	6.4	5.1
WQBK (T)	3.8	5.2	7.3	4.7	4.4
WQBK-FM (A)	.7	1.9	1.9	2.2	3.1
WROW (BM)	15.1	11.7	13.7	12.3	14.2
WROW-FM (BM)	5.5	4.2	5.4	7.6	6.1
WTRY (R)	8.6	10.2	8.5	9.6	10.7
WWOM (BM)	5.3	2.5	3.1	2.3	2.7

TOP 5 QUARTER HOUR

A/M'77	O/N'77	Station
1	1	WGY
2	2	WROW
3	3	WTRY
4	4	WGFM
5	5	WROW-FM

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77	Station	Cume
1	1	WGY	2426
2	2	WTRY	2112
3	3	WROW	1845
4	4	WGFM	1685
5	5	WPTR	1426

## Murray Nagel

Regional SW



18-34 MEN

A/M'77	O/N'77	Station
1	1	WGFM
1	2	WTRY
3	3	WGY
4	3	WQBK-FM
2	4	WPTR
5	5	WFLY

18-34 WOMEN

A/M'77	O/N'77	Station
1	1	WGFM
2	2	WTRY
5	3	WGY
-	4	WWOM
4	5	WPTR

18-49 ADULTS

A/M'77	O/N'77	Station
3	1	WTRY
2	2	WGY
1	3	WGFM
5	4	WROW
4	5	WPTR

TEENS

A/M'77	O/N'77	Station
2	1	WGFM
1	1	WTRY
3	2	WPTR

## ALBUQUERQUE

ALBUQUERQUE 4 BOOK TREND TOTAL PERSONS 12+

	A/M'76	O/N'76	A/M'77	O/N'77
KABQ (S)	3.6	10.2	4.7	8.0
KAMX (S)	10.0	3.4	3.1	6.2
KKIM (B)	1.5	1.5	3.1	1.4
KMYR (A)	1.5	2.6	3.0	4.5
KOB (PA)	12.3	13.5	12.4	14.2
KOB-FM (BM)	11.5	10.1	11.2	11.9
KPAR (BM)	2.5	1.9	1.2	1.0
KPAR-FM (BM)	4.7	3.4	5.1	2.2
KQEO (R)	8.7	11.1	11.2	8.1
KRKE (R)	9.2	9.0	11.9	9.3
KRKE-FM (A)	.8	.9	1.9	2.2
KRST 'A)	8.9	8.9	7.9	8.0
KRZY (C)	6.8	6.0	8.9	8.5
KUFF (C)	**	**	**	2.6
KZIA (T)	2.6	4.6	3.5	5.0

TOP 5 QUARTER HOUR

A/M'77	O/N'77	Station
1	1	KOB
3	2	KOB-FM
2	3	KRKE
4	4	KRZY
3	5	KQEO

TOP 5 CUME IN HUNDREDS

A/M'77	O/N'77	Station	Cume
1	1	KOB	1230
2	2	KQEO	981
3	3	KRKE	973
4	4	KOB-FM	788
-	5	KRZY	627

18-34 MEN

A/M'77	O/N'77	Station
1	1	KRST
-	2	KOB-FM
4	3	KOB
2	4	KRKE
-	5	KABQ

18-34 WOMEN

A/M'77	O/N'77	Station
1	1	KOB
2	1	KQEO
1	2	KRKE
5	3	KOB-FM
-	4	KABQ
5	5	KMYR
4	5	KRST
-	5	KUFF

18-49 ADULTS

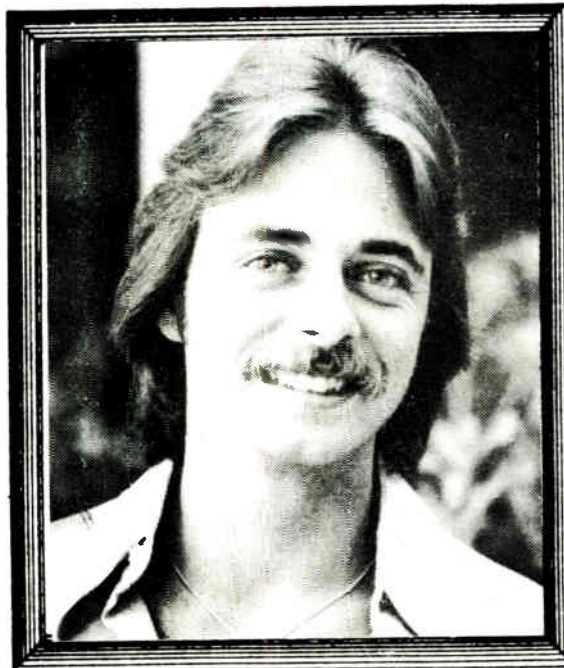
A/M'77	O/N'77	Station
1	1	KOB
3	2	KOB-FM
4	3	KRST
-	4	KABQ
-	5	KAMX

TEENS

A/M'77	O/N'77	Station
2	1	KRKE
1	2	KQEO
-	3	KMYR

## James Lewis

Regional SW



## LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult, B-Black, BM-Beautiful Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious.

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# ANAHEIM

## ANAHEIM 3 BOOK TREND TOTAL PERSONS 12+

	O/N'76	A/M'77	O/N'77
KEZY (R)	5.4	2.1	4.2
KWIZ (PA)	2.7	1.5	3.2
KWIZ-FM (PA)	1.6	1.2	1.3
KABC (T)*	4.3	6.0	4.7
KBIG (BM)*	7.5	8.2	9.1
KFI (R)*	3.1	3.7	3.9
KFWB (N)*	2.6	2.8	2.8
KGRB (PA)*	**	**	1.3
KHJ (R)*	4.8	3.2	3.3
KIIS-FM (R)*	2.1	2.7	2.0
KIQQ (R)*	3.5	2.3	1.5
KJOI (BM)*	4.9	5.7	3.8
KLAC (C)*	2.5	3.5	3.1
KLOS (A)*	4.2	3.4	5.0
KMET (A)*	3.7	4.5	4.9
KMPC (PA)*	4.4	5.4	3.6
KNOB (BM)*	2.2	1.2	1.0
KNX (N)*	4.9	3.9	2.9
KNX-FM (A)*	5.8	4.3	6.0
KOST (BM)*	2.2	2.8	2.7
KPOL-FM (A)*	.9	.8	1.5
KRLA (R/O)*	1.3	1.5	1.7
KRTH (R/O)*	1.9	3.0	4.3
KTNQ (R)*	**	2.0	1.7
KWST (A)*	2.0	1.9	1.8
XPRS (S)*	**	**	1.6
XTRA (BM)*	2.6	2.5	2.3

### TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

A/M'77 O/N'77		A/M'77 O/N'77		
1	1	1	1	KBIG 2445
6	2	6	2	KNX-FM 2355
10	3	3	3	KLOS 2170
5	4	7	4	KFI 1951
2	5	9	5	KLOS 1911
-	6	-	6	KNX-FM 1865
-	7	2	7	KNX 1857
8	8	10	8	KMET 1761
3	9	8	9	KFWB 1673
4	10	4	10	KABC 1575

### 18-34 MEN

A/M'77	O/N'77	
1	1	KMET
2	2	KNX-FM
3	3	KLOS
4	4	KRTH
5	5	KWST

### 18-34 WOMEN

A/M'77	O/N'77	
2	1	KNX-FM
3	2	KRTH
5	3	KBIG
4	4	KLOS
5	5	KWIZ

### 18-49 ADULTS

A/M'77	O/N'77	
2	1	KNX-FM
1	2	KBIG
3	3	KMET
-	4	KLOS
-	5	KRTH

### TEENS

A/M'77	O/N'77	
3	1	KEZY
1	2	KHJ
5	3	KLOS

# ANCHORAGE

## ANCHORAGE 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KANC (R)	2.6	11.8	17.5	13.8	5.1
KBYR (PA)	4.7	5.0	5.7	5.8	5.1
KENI (R)	18.0	12.7	5.7	9.0	17.3
KFQD (PA)	17.6	13.6	14.7	15.3	23.9
KGOT (A)	13.7	7.2	6.2	7.4	6.3
KHAR (BM)	10.3	17.2	16.6	18.5	11.0
KJZZ (B)	.4	1.8	.5	2.1	1.6
KKLV (PA)	**	9.5	10.9	9.0	8.6
KNIK (BM)	1.3	4.1	5.7	6.9	3.5
KYAK (C)	12.0	14.0	14.2	10.1	14.5

### TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS

A/M'77 O/N'77		A/M'77 O/N'77		
2	1	2	1	KFQD 583
5	2	4	2	KENI 509
4	3	1	3	KYAK 458
1	4	5	4	KHAR 344
5	5	3	5	KKLV 328

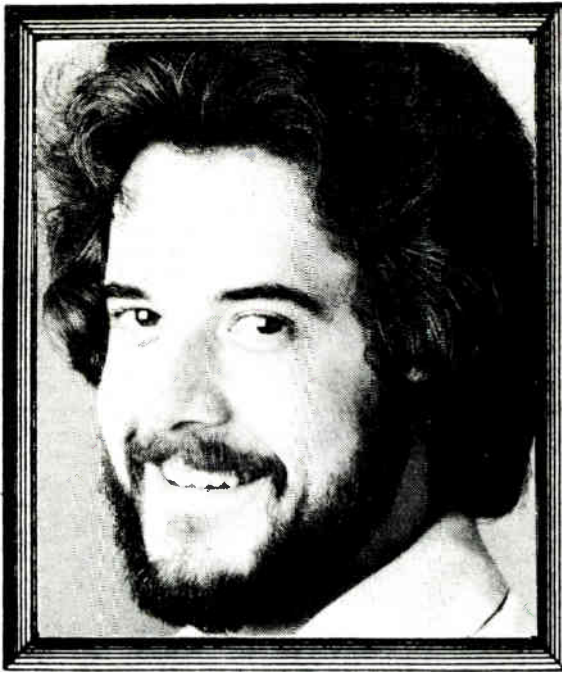
### 18-34 MEN

A/M'77	O/N'77	
1	1	KFQD
2	2	KGOT
3	3	KKLV
2	4	KENI
-	5	KYAK

### 18-34 WOMEN

A/M'77	O/N'77	
1	1	KFQD
4	2	KENI
2	3	KKLV
3	4	KANC
-	5	KHAR

\*Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (\*).



## Ed Nuhfer



## Danny Davenport

Regional SE



### 18-49 ADULTS

A/M'77 O/N'77

1	1	KFQD
4	2	KYAK
-	3	KENI
3	3	KKLV
2	4	KHAR
5	5	KGOT

### TEENS

A/M'77 O/N'77

2	1	KENI
1	2	KANC

# ATLANTA

## ATLANTA 5 BOOK TREND TOTAL PERSONS 12+

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
WAOK (B)	7.1	8.6	6.0	6.1	5.4
WBIE (C)	.9	1.8	1.6	2.1	2.9
WGST (PA)	2.7	2.8	4.0	2.8	3.1
WIGO (B)	.9	.9	.8	1.0	1.4
WPCH (BM)	7.9	7.2	10.4	6.8	7.8
WKLS (A)	4.6	4.7	5.7	5.7	6.6
WLTA (PA)	2.1	2.8	4.0	2.2	2.9
WPLO (C)	4.7	4.2	5.0	5.1	6.7
WQXI (R)	8.0	6.2	4.8	5.9	4.4
WQXI-FM (R)	3.1	5.4	3.3	6.3	7.3
WRNG (T)	7.7	5.3	5.7	5.3	5.8
WSB (PA)	22.2	20.0	19.9	20.9	13.3
WSB-FM (BM)	5.0	4.1	5.2	4.3	4.8
WVEE (B)	**	**	2.5	1.8	3.9
WXAP (B)	1.6	1.5	1.2	1.2	1.5
WZGC (R)	7.3	7.6	8.3	12.4	10.7

### TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS

A/M'77 O/N'77		A/M'77 O/N'77		
1	1	1	1	WSB 5031
2	2	2	2	WZGC 3829
3	3	3	3	WQXI 2744
4	4	4	4	WQXI-FM 2609
9	5	4	5	WPCH 2361
7	6	7	6	WPLO 2059
8	7	5	7	WKLS 2043
5	8	8	8	WAOK 2041
10	9	-	9	WGST 1985
6	10	10	10	WSB-FM 1947

### 18-34 MEN

A/M'77	O/N'77	
3	1	WQXI-FM
1	2	WKLS
2	3	WZGC
-	4	WPCH
4	5	WQXI

### 18-34 WOMEN

A/M'77	O/N'77	
1	1	WZGC
2	2	WQXI-FM
3	3	WKLS
4	4	WAOK
5	5	WQXI

### 18-49 ADULTS

A/M'77	O/N'77	
3	1	WQXI-FM
1	1	WSB
2	2	WZGC
4	3	WKLS
-	4	WPLO
-	5	WPCH

### TEENS

A/M'77	O/N'77	
1	1	WZGC
3	2	WKLS
-	3	WQXI-FM

# BALTIMORE

## BALTIMORE 4 BOOK TREND TOTAL PERSONS 12+

	O/N'76	J/F'77	A/M'77	O/N'77
WAYE (A)	1.2	1.6	1.9	1.5
WBAL (PA)	14.1	15.1	15.4	14.0
WBKZ (R)	**	1.1	1.9	1.8
WCAO (R)	7.3	6.4	6.2	7.0
WXYV (R)	**	**	.7	4.3
WCBM (PA)	9.4	8.5	9.5	9.5
WFBR (PA)	4.7	5.8	4.5	3.3
WITH (BM)	1.9	.7	2.6	1.6
WIYY (A)	**	**	3.6	4.7
WTKT (A)	3.5	3.6	3.1	2.5
WLIF (BM)	9.8	9.1	9.5	10.2
WLPL (R)	5.9	7.0	4.9	5.2
WMAR (BM)	3.9	4.9	3.8	3.5
WPOC (C)	3.8	3.7	5.0	4.7
WSID (B)	4.3	1.9	3.0	3.5
WWIN (B)	5.1	2.9	4.4	3.5

## LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult, B-Black, BM-Beautiful Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious.

















18-49 ADULTS

Table with 3 columns: Rank, Station, and Call Letters for Jacksonville 18-49 Adults.

TEENS

Table with 3 columns: Rank, Station, and Call Letters for Jacksonville Teens.

JACKSONVILLE

JACKSONVILLE 5 BOOK TREND TOTAL PERSONS 12+

Table with 6 columns: Station, O/N'75, A/M'76, O/N'76, A/M'77, O/N'77 for Jacksonville 5 Book Trend.

TOP 5 QUARTER HOUR

Table with 3 columns: Rank, Station, and Call Letters for Jacksonville Top 5 Quarter Hour.

TOP 5 CUME IN HUNDREDS

Table with 3 columns: Rank, Station, and Call Letters for Jacksonville Top 5 Cumulative.

18-34 MEN

Table with 3 columns: Rank, Station, and Call Letters for Jacksonville 18-34 Men.

18-34 WOMEN

Table with 3 columns: Rank, Station, and Call Letters for Jacksonville 18-34 Women.

18-49 ADULTS

Table with 3 columns: Rank, Station, and Call Letters for Jacksonville 18-49 Adults.

TEENS

Table with 3 columns: Rank, Station, and Call Letters for Jacksonville Teens.

KANSAS CITY

KANSAS CITY 5 BOOK TREND TOTAL PERSONS 12+

Table with 6 columns: Station, O/N'75, A/M'76, O/N'76, A/M'77, O/N'77 for Kansas City 5 Book Trend.

TOP 10 QUARTER HOUR

Table with 3 columns: Rank, Station, and Call Letters for Kansas City Top 10 Quarter Hour.

TOP 10 CUME IN HUNDREDS

Table with 3 columns: Rank, Station, and Call Letters for Kansas City Top 10 Cumulative.

18-34 MEN

Table with 3 columns: Rank, Station, and Call Letters for Kansas City 18-34 Men.

18-34 WOMEN

Table with 3 columns: Rank, Station, and Call Letters for Kansas City 18-34 Women.

\*Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (\*).

18-49 ADULTS

Table with 3 columns: Rank, Station, and Call Letters for Las Vegas 18-49 Adults.

TEENS

Table with 3 columns: Rank, Station, and Call Letters for Las Vegas Teens.

LAS VEGAS

LAS VEGAS 5 BOOK TREND TOTAL PERSONS 12+

Table with 6 columns: Station, O/N'75, A/M'76, O/N'76, A/M'77, O/N'77 for Las Vegas 5 Book Trend.

TOP 5 QUARTER HOUR

Table with 3 columns: Rank, Station, and Call Letters for Las Vegas Top 5 Quarter Hour.

TOP 5 CUME IN HUNDREDS

Table with 3 columns: Rank, Station, and Call Letters for Las Vegas Top 5 Cumulative.

18-34 MEN

Table with 3 columns: Rank, Station, and Call Letters for Las Vegas 18-34 Men.

18-34 WOMEN

Table with 3 columns: Rank, Station, and Call Letters for Las Vegas 18-34 Women.

18-49 ADULTS

Table with 3 columns: Rank, Station, and Call Letters for Las Vegas 18-49 Adults.

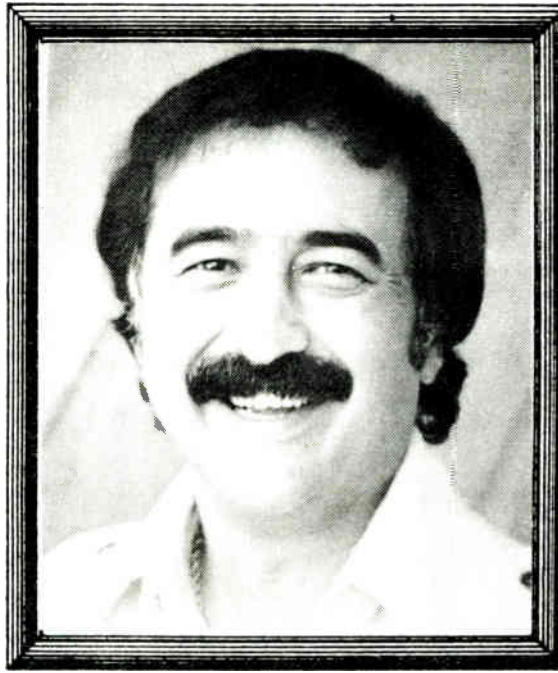
TEENS

Table with 3 columns: Rank, Station, and Call Letters for Las Vegas Teens.

LOS ANGELES

LOS ANGELES 5 BOOK TREND TOTAL PERSONS 12+

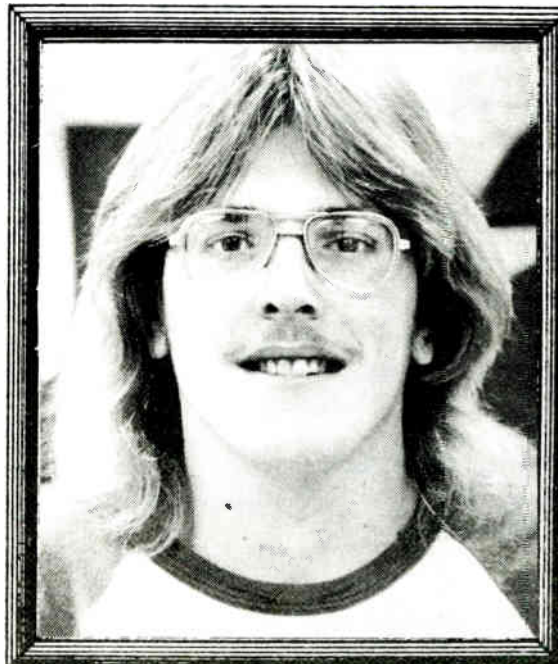
Table with 6 columns: Station, O/N'76, J/F'77, A/M'77, J/A'77, O/N'77 for Los Angeles 5 Book Trend.



Chris Crist



Rick Brown





















**TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS**

J/A'77	O/N'77	J A'77	O/N'77	
1	1 KGO	1	1 KFRC	9354
3	2 KCBS	3	2 KGO	8252
2	3 KFRC	2	3 KCBS	7437
4	4 KSFO	4	4 KSFO	6158
5	5 KABL	5	5 KABL	5120
6	6 KFOG	6	6 KNBR	4572
-	7 KSOL	7	7 KYA	4225
8	8 KNBR	8	8 KIOI	3986
7	8 KSFX	-	9 KSFX	3794
-	9 KIOI	-	10 KLOK	3379
-	10 KNEW			
9	10 KOIT			

18-34 MEN		18-34 WOMEN	
J/A'77	O/N'77	J/A'77	O/N'77
1	1 KFRC	1	1 KFRC
-	2 KSOL	-	2 KSOL
4	3 KSAN	3	3 KIOI
5	4 KGO	2	4 KSFX
2	5 KMEL	-	5 KCBS-FM

18-49 ADULTS		TEENS	
J/A'77	O/N'77	J/A'77	O/N'77
1	1 KFRC	1	1 KFRC
-	2 KGO	2	2 KYA
2	3 KSFO		
-	3 KSOL		
5	4 KCBS		
-	5 KIOI		

**SAN JOSE**

**SAN JOSE 4 BOOK TREND TOTAL PERSONS 12+**

	O/N'76	J/F'77	A/M'77	O/N'77
KARA (PA)	3.2	3.7	4.3	3.9
KAZA (S)	**	**	.6	2.7
KBAY (BM)	8.0	8.2	6.9	6.5
KEEN (C)	3.4	3.2	2.9	2.8
KEZR (A)	2.2	1.5	1.4	3.6
KFAT (C)	.9	1.1	1.8	2.6
KIBE (CL)	1.5	.9	1.0	.6
KDFC (CL)	.9	1.2	1.4	.8
KLIV (R)	4.6	3.6	4.3	4.2
KLOK (PA)	4.7	3.9	6.0	5.9
KNTA (S)	.7	**	2.0	2.6
KOME (A)	5.6	5.2	3.4	4.1
KRVE (BM)	**	**	**	1.1
KSJO (A)	2.7	4.4	3.8	4.2
KXRX (N)	2.7	2.3	2.4	1.9
KCBS (N)*	7.2	7.0	5.8	3.8
KFRC (R)*	4.2	5.2	4.4	5.1
KGO (N)*	8.3	7.6	5.7	6.8
KOIT (BM)*	3.8	3.0	6.2	4.0
KSFO (PA)*	4.4	2.8	3.9	3.6

**TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS**

A/M'77	O/N'77	A/M'77	O/N'77	
5	1 KGO	3	1 KLIV	2023
1	2 KBAY	1	2 KFRC	1920
3	3 KLOK	2	3 KLOK	1859
-	4 KFRC	-	4 KGO	1645
-	5 KLIV	5	5 KBAY	1368
-	5 KSJO			

18-34 MEN		18-34 WOMEN	
A/M'77	O/N'77	A/M'77	O/N'77
1	1 KSJO	1	1 KLOK
2	2 KOME	-	2 KEZR
-	3 KARA	-	3 KOME
4	4 KLOK	4	4 KFRC
4	4 KFRC	2	5 KARA
-	5 KFAT		
5	5 KNBR		

18-49 ADULTS		TEENS	
A/M'77	O/N'77	A/M'77	O/N'77
1	1 KLOK	1	1 KLIV
2	2 KBAY	2	2 KFRC
2	3 KARA		
3	3 KOME		
-	4 KEZR		
5	5 KSJO		

**LEGEND**

R-Rock, A-AOR, C-Country, PA-Pop/Adult, B-Black, BM-Beautiful Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious



**Sue Brett**



**Jon Le Valley**



**SEATTLE**

**SEATTLE 4 BOOK TREND TOTAL PERSONS 12+**

	O/N'76	J/F'77	A/M'77	O/N'77
KAYO (C)	2.5	2.5	2.7	1.7
KBIQ (BM)	2.3	1.4	2.1	1.1
KBRD (BM)	.7	1.1	1.2	1.9
KEUT (BM)	3.0	2.0	3.2	2.9
KEZX (BM)	1.8	1.4	2.2	2.1
KGDN (BM)	1.8	2.3	1.5	1.5
KING (R)	7.5	5.1	6.7	5.3
KING-FM (CL)	2.8	2.4	2.1	2.3
KIRO (PA/T)	10.3	8.5	7.6	9.3
KISW (A)	2.4	4.1	3.4	3.0
KIXI (PA/T)	3.2	2.6	3.2	2.6
KIXI-FM (PA/T)	2.5	4.3	3.4	2.3
KJR (R)	7.5	6.2	6.8	7.6
KMO (C)	.9	1.1	1.5	1.2
KMPS (C)	1.7	2.7	1.6	2.3
KOMO (PA)	11.8	9.8	8.9	12.1
KSEA (BM)	5.2	7.4	6.3	6.2
KTAC (R)	2.9	2.8	2.9	2.8
KVI (PA)	9.6	7.8	8.3	6.8
KVI-FM (R)	3.8	3.4	3.6	2.9
KXA (CL)	1.2	.9	1.1	1.1
KYYX (R)	**	**	1.0	1.5
KZAM (A)	.4	.4	.9	.2
KZAM-FM (A)	1.9	1.7	2.1	2.7
KZOK (A)	**	**	**	1.2
KZOK-FM (A)	2.5	5.4	4.7	7.1

**TOP 10 QUARTER HOUR TOP 10 CUME IN HUNDREDS**

A/M'77	O/N'77	A/M'77	O/N'77	
1	1 KOMO	3	1 KIRO	4448
3	2 KIRO	5	2 KOMO	3988
4	3 KJR	2	3 KJR	3734
7	4 KZOK-FM	1	4 KING	3601
2	5 KVI	4	5 KVI	2765
6	6 KSEA	8	6 KZOK-FM	1768
5	7 KING	7	7 KSEA	1573
10	8 KEUT	6	8 KVI-FM	1541
8	8 KVI-FM	10	9 KTAC	1421
-	9 KZAM-AM-FM	9	10 KISW	1254
-	8 KTAC			
10	10 KIXI			

18-34 MEN		18-34 WOMEN	
A/M'77	O/N'77	A/M'77	O/N'77
1	1 KZOK-FM	2	1 KJR
-	2 KIRO	1	2 KING
4	3 KVI	4	3 KVI
5	4 KISW	3	3 KZAM-AM-FM
3	5 KJR	-	4 KZOK-FM
		-	5 KTAC

18-49 ADULTS		TEENS	
A/M'77	O/N'77	A/M'77	O/N'77
3	1 KOMO	1	1 KJR
5	2 KZOK-FM	2	2 KING
1	3 KVI	3	3 KVI-FM
3	4 KIRO		
4	5 KJR		

**SPOKANE**

**SPOKANE 5 BOOK TREND TOTAL PERSONS 12+**

	O/N'75	A/M'76	O/N'76	A/M'77	O/N'77
KEZE (BM)	2.0	2.9	2.3	2.2	2.4
KEZE-FM (BM)	12.4	7.7	9.7	9.6	8.9
KGA (C)	10.7	10.1	15.9	10.7	12.2
KHQ (PA)	8.1	10.6	5.9	8.8	5.4
KHQ-FM (R)	6.4	7.4	8.2	5.8	11.6
KJRB (R)	13.3	13.3	12.8	16.4	16.2
KREM (R)	11.0	9.8	7.9	8.5	7.0
KREM-FM (A)	3.8	3.2	4.6	4.9	3.0
KSPO (N)	5.2	5.0	5.4	8.5	4.9
KUDY (RL)	.9	**	1.0	.5	4.6
KXLY (PA)	5.2	4.0	3.1	2.2	4.3
KXLY-FM (BM)	4.3	6.9	6.6	7.9	6.5
KXXR (BM)	1.7	1.3	2.3	.8	2.2
KXXR-FM (BM)	5.8	5.3	3.8	3.8	2.4
KZUN (O)	2.0	4.0	2.6	2.7	1.4
KZUN-FM (O)	1.2	1.9	.8	.8	1.4

**TOP 5 QUARTER HOUR TOP 5 CUME IN HUNDREDS**

A/M'77	O/N'77	A/M'77	O/N'77	
1	1 KJRB	1	1 KJRB	882
3	2 KGA	4	2 KGA	557
-	3 KHQ-FM	2	3 KREM	552
2	4 KEZE-AM-FM	-	4 KHQ-FM	530
5	5 KREM	3	5 KHQ	485

18-34 MEN

Table with radio station call letters and numbers for 18-34 MEN.

18-34 WOMEN

Table with radio station call letters and numbers for 18-34 WOMEN.

18-49 ADULTS

Table with radio station call letters and numbers for 18-49 ADULTS.

TEENS

Table with radio station call letters and numbers for TEENS.

SYRACUSE

SYRACUSE 5 BOOK TREND TOTAL PERSONS 12+

Table showing book trend data for Syracuse with columns for O/N'75, A/M'76, O/N'76, A/M'77, O/N'77 and various station call letters.

TOP 5 QUARTER HOUR

Table showing top 5 quarter hour stations for Syracuse.

TOP 5 CUME IN HUNDREDS

Table showing top 5 cume in hundreds stations for Syracuse.

18-34 MEN

Table with radio station call letters and numbers for 18-34 MEN.

18-34 WOMEN

Table with radio station call letters and numbers for 18-34 WOMEN.

18-49 ADULTS

Table with radio station call letters and numbers for 18-49 ADULTS.

TEENS

Table with radio station call letters and numbers for TEENS.

TAMPA

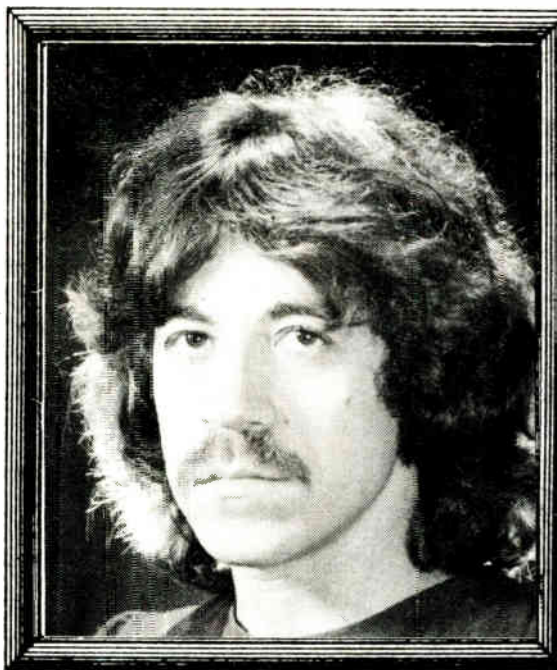
TAMPA-ST. PETERSBURG 5 BOOK TREND TOTAL PERSONS 12+

Table showing book trend data for Tampa-St. Petersburg with columns for O/N'75, A/M'76, O/N'76, A/M'77, O/N'77 and various station call letters.

LEGEND

R-Rock, A-AOR, C-Country, PA-Pop/Adult, B-Black, BM-Beautiful Music, O-Oldies, N-News, T-Talk, S-Spanish, CL-Classical, RL-Religious.

\*Stations outside of the Arbitron Radio Metro Area but that show significantly in the market breakdown are designated by an asterisk (\*).



David Cahn Regional MW



Dave "Mack" McClellon

Regional SE



TOP 10 QUARTER HOUR

Table showing top 10 quarter hour stations.

TOP 10 CUME IN HUNDREDS

Table showing top 10 cume in hundreds stations.

18-34 MEN

Table with radio station call letters and numbers for 18-34 MEN.

18-34 WOMEN

Table with radio station call letters and numbers for 18-34 WOMEN.

18-49 ADULTS

Table with radio station call letters and numbers for 18-49 ADULTS.

TEENS

Table with radio station call letters and numbers for TEENS.

TOLEDO

TOLEDO 5 BOOK TREND TOTAL PERSONS 12+

Table showing book trend data for Toledo with columns for O/N'75, A/M'76, O/N'76, A/M'77, O/N'77 and various station call letters.

TOP 5 QUARTER HOUR

Table showing top 5 quarter hour stations for Toledo.

TOP 5 CUME IN HUNDREDS

Table showing top 5 cume in hundreds stations for Toledo.

18-34 MEN

Table with radio station call letters and numbers for 18-34 MEN.

18-34 WOMEN

Table with radio station call letters and numbers for 18-34 WOMEN.

18-49 ADULTS

Table with radio station call letters and numbers for 18-49 ADULTS.

TEENS

Table with radio station call letters and numbers for TEENS.

TUCSON

TUCSON 4 BOOK TREND TOTAL PERSONS 12+

Table showing book trend data for Tucson with columns for A/M'76, O/N'76, A/M'77, O/N'77 and various station call letters.



*Kim Anderson*

*Stan Byrd*

*George Gerrity*

*Carol Hart*

*Dan Kelley*

*Pat McCoy*

*Don McGregor*

*Mo Ostin*

*Ed Rosenblatt*

*Russ Thyret*

*Dave Urso*

*David Young*

Our thanks to the finest  
promotion staff in the music business.